

**MOTION**

**I MOVE** that the matter of ENVIRONMENTAL IMPACT REPORT (EIR), PLANNING AND LAND USE MANAGEMENT COMMITTEE REPORT and ORDINANCES FIRST CONSIDERATION relative to establishing the Warner Center 2035 Specific Plan sign district, generally bounded by the Los Angeles River to the north; De Soto Avenue to the east; the Ventura Freeway to the south; and the properties along Topanga Canyon Boulevard to the west, Item 8 on today's Council Agenda (CF 13-0197), BE AMENDED to PRESENT and ADOPT the attached ORDINANCE in lieu of the ordinance attached to the file to effectuate technical corrections.

PRESENTED BY: **BOB BLUMENFIELD**  
Councilmember, 3<sup>rd</sup> DistrictSECONDED BY: **ORIGINAL**

July 2, 2014



**ORDINANCE NO. \_\_\_\_\_**

An ordinance establishing the Warner Center 2035 Plan Sign District pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code (the Code).

**WHEREAS**, appropriate signage is essential to the success of a Regional Center that includes a variety of commercial development districts, ranging from pedestrian-oriented neighborhood-serving districts to auto-oriented regional retail and mixed use centers, and entertainment districts; and

**WHEREAS**, well-designed and well-fabricated signs are required to convey the character of Warner Center as a high-quality regional center for the West Valley; and

**WHEREAS**, durability and use of environmentally friendly materials are essential to the sustainability of Warner Center; and

**WHEREAS**, unique signage regulations will play a critical role in the revitalization and development of distinct pedestrian-oriented districts within Warner Center.

**NOW, THEREFORE,**

**THE PEOPLE OF THE CITY OF LOS ANGELES  
DO ORDAIN AS FOLLOWS:**

Section 1. **ESTABLISHMENT OF WARNER CENTER 2035 PLAN SIGN DISTRICT.** As of the effective date of this ordinance, the City Council hereby establishes the Warner Center 2035 Plan Sign District applicable to the areas shown in Figure 3 attached hereto.

Sec. 2. **PURPOSES.** This ordinance is intended to enable the regulation of signs within the Warner Center area of the City in order to:

- A.** Support land uses and urban design objectives of the Warner Center 2035 Plan.
- B.** Reinforce the pedestrian-oriented character of Warner Center's streets by allowing and encouraging pedestrian-oriented signs.
- C.** Contribute to a lively, colorful, 24/7 pedestrian atmosphere in the Uptown and Downtown districts.
- D.** Contribute to a lively, but more restrained, pedestrian atmosphere in other districts.
- E.** Ensure the quality of Warner Center's appearance by avoiding clutter.

**F.** Ensure that signs are responsive to the aesthetics and character of their particular location and are compatible and integrated with the building's architectural design, including historic elements, and with other signs on the property.

**G.** Encourage creative, well-designed signs that contribute in a positive way to the City's visual environment, and help maintain an image of quality for Warner Center.

**H.** Protect residential districts adjoining nonresidential districts and residences within mixed-used projects from potential adverse impacts of signs, including visual impacts of excessive numbers of signs, excessive sign size, sign illumination and sign motion/animation.

**I.** Minimize potential traffic hazards and protect public safety.

**Sec. 3. APPLICATION OF SUPPLEMENTAL USE DISTRICT REGULATIONS.**

The regulations of this ordinance are in addition to those set forth in the planning and zoning provisions of the Municipal Code. Wherever this ordinance contains provisions that establish regulations for sign types, sign height, sign area, number of signs, sign dimensions, sign content or other time, place or manner regulations that are different from, more restrictive than, or more permissive than the Municipal Code, this ordinance shall prevail.

**Sec. 4. DEFINITIONS.** Whenever the following terms are used in this ordinance, they shall be construed as defined in this section. Words and phrases not defined here shall be construed as defined in Sections 12.03 and Article 4.4 of the Code.

**AERIAL VIEW SIGN.** A sign that is applied or placed upon the roof surface, approximately parallel with the roof plane, and intended to be viewed from the sky.

**ARCHITECTURAL LEDGE SIGN.** A sign with individual channel letters, numbers and/or a prefabricated image, attached to a horizontal projection forming a narrow shelf on a wall or architectural projection.

**AWNING SIGN.** Any sign located on the valance of a shelter supported entirely from the exterior wall of a building that extends over a building feature (i.e., a door, a window, or a landscape/site feature such as a patio, deck or courtyard) and is constructed of fabric.

**BILLBOARD.** Any sign on one or more poles or columns that is:

1. four (4) feet or greater in height as measured from the natural or finished grade, whichever is higher, to the bottom of the sign; and

2. structurally separate from an existing building or other improvement on a lot; and/or
3. supported by an independent footing inside an existing building or other improvement on a lot extending through the roof of the supporting structure; and/or
4. supporting a sign panel that is attached to the pole(s), post(s) or column(s), and that may be cantilevered over a building or structure on the lot.

**CAN SIGN.** A sign consisting of text, logos and/or symbols placed on the plastic face of an enclosed cabinet.

**CAPTIVE BALLOON SIGN.** Any object inflated with hot air or lighter-than-air gas that is tethered to the ground or a structure.

**CHANNEL LETTERS.** Internally illuminated letters, numbers or figures, individually formed in a three dimensional U-shaped channel, typically plastic, and affixed to a building or structure. The illumination source, which may be neon, LED or other, is typically facing the wall and hidden from view. The term Reverse Channel Letters is used when the open channel and illumination source are exposed.

**CONTROLLED REFRESH I.** The refresh rate of a sign, inclusive of any change in whole or in part of the sign image, that is no more frequent than one refresh event every eight seconds, with an instant transition between images. The sign image must remain static between refreshes.

**CONTROLLED REFRESH II.** The refresh rate of a sign, inclusive of any change in whole or in part of the sign image, that is no more frequent than one refresh event every six hours, with an instant transition between images. The sign image must remain static between refreshes.

**CONTROLLED REFRESH III.** The refresh rate of a sign, inclusive of any change in whole or in part of the sign image, that is no more frequent than one refresh event every 12 hours, with an instant transition between images. Sign images must remain static between refreshes.

**CUT-OUT LETTERS.** Individually cut-out letters, numbers or figures that are not internally illuminated, but may be illuminated from behind, and that are pin- or flush-mounted directly on a wall or on a raceway attached to a vertical or horizontal surface.

**DIGITAL DISPLAY.** A sign face, building face, and/or any building or structural component that displays still images, scrolling images, moving images

or flashing images, including video and animation, through the use of grid lights, cathode ray projections, light emitting diode displays, plasma screens, liquid crystal displays, fiber optics or other electronic media or technology that is either independent of or attached to, integrated into or projected onto a building or structural component, and that may be changed remotely through electronic means.

**DIRECTOR.** The Director of Planning, or his or her designee.

**HANGING SIGN.** A sign with individual channel letters or a prefabricated image that is suspended from a horizontal architectural ledge or projection, or from the ceiling of an architectural recess.

**IDENTIFICATION SIGN.** A wall sign that is limited to a company logo, generic type of business, or the name of a business or building.

**INTEGRAL DIGITAL DISPLAY.** A sign that:

1. consists predominately of lower resolution Digital Display(s);
2. is attached directly to and made integral with architectural elements on the facade of a building; and
3. contains individual pixels of a digital image that are embedded into architectural components separated vertically or horizontally from one another, and are of a design that allows outward views from and within the supporting structure. Such a design may include low resolution digital mesh or netting, individual large scale illuminated pixels covering a building wall diffused behind translucent material forming an aggregate image, or horizontal or vertical LED banding integrated into the spandrels or louvers of a building's architecture, which when viewed from a distance may be read as a unified image.

**INTEGRAL LARGE-SCALE ARCHITECTURAL LIGHTING.** A sign that:

1. is attached directly to and made integral with architectural elements on the facade of a building; and
2. contains individual pixels of a digital light source that are embedded into architectural components separated vertically or horizontally from one another, and are of a design that allows outward views from and within the supportive structure. Such a design may include low resolution digital mesh or netting, individual large scale pixels covering a building wall diffused behind translucent material, or horizontal

or vertical LED banding integrated into the spandrels or louvers of a building's architecture.

**INTERIOR SIGN.** Any sign or sign support structure that (a) is located within an interior courtyard, interior concourse or interior plaza of a non-historic building that is not open to vehicular traffic and that is not visible in any way from a public street, public right-of-way, public facility or public gathering space, and (b) is not visible from any portion of an adjacent lot that is designated as publicly accessible open space, as defined in the Warner Center 2035 Plan.

**LARGE-SCALE ARCHITECTURAL LIGHTING.** Lighting elements placed on a significant portion of a building's facade to highlight or accentuate vertical, horizontal or other elements of the structure's architecture.

**LIGHT COLOR ANIMATION REFRESH.** A sign's change in color in whole or in part that takes place without a change in the images or text of the sign. The change may take place by gradient transition between colors once every 30 minutes.

**LIMITED ANIMATED REFRESH I.** The refresh rate of a sign restricted to one image transition event with a maximum two minute duration, followed by a period of static imagery for a minimum of two minutes. The transition event shall occur smoothly between images with effects including, but not limited to, an irregular pixilated pattern cascade with non-adjoining pixels incrementally changing over the transition period.

**LIMITED ANIMATED REFRESH II.** The refresh rate of a sign restricted to one image transition event with a maximum one hour duration, followed by a period of static imagery for a minimum of two hours. The transition event shall occur smoothly between images with effects including, but not limited to, an irregular pixilated pattern cascade with non-adjoining pixels incrementally changing over the transition period.

**MARQUEE SIGN.** A sign that projects from the face of a building, either in a horizontal or vertical orientation, indicating the name of the business as well as events that occur on the same premises.

**OFF-SITE SIGN.** A sign that displays any message directing attention to a business, product, service, profession, commodity, activity, event, person, institution or any other commercial message, which is generally conducted, sold, manufactured, produced, or offered or occurs elsewhere than on the premises where the sign is located. For purposes of the sign regulations in this ordinance, the premises shall include all properties within the combined boundaries of contiguous lots and parcels under common ownership that are operated as a unified development.

**OPEN PANEL ROOF SIGN.** A type of Roof Sign consisting of Cut-Out Letters, Channel Letters, graphic segments, open lighting elements, or other open form which combines solid segments and transparent spaces. An Open Panel Roof Sign may not include a solid panel or a three-dimensional sculptural form.

**PEDESTRIAN SIGN.** A type of Projecting Sign that is attached to a wall or to the underside of an awning, architectural canopy or marquee with one or two sign faces approximately perpendicular to the face of the building.

**PILLAR SIGN.** A freestanding sign that is mounted directly on the ground, consisting of rectangular sign faces or a sculptural themed shape, with a horizontal dimension that does not exceed 25 percent of the length of the vertical dimension.

**PROJECTED IMAGE SIGN.** An image projected on the face of a delineated wall or screen from a distant electronic device, such that the image does not originate from the plane of the wall.

**PROJECTING SIGN.** A sign, other than a Wall Sign, that is attached to a building and projects outward from the building with one or more sign faces approximately perpendicular to the face of the building.

**REFRESH RATE.** The frequency with which a Digital Display is updated.

**SANDWICH BOARD SIGN.** A portable sign consisting of two sign faces connected at the top and extended outward at the bottom of the sign.

**SCROLLING ANIMATED REFRESH.** The refresh rate of a sign restricted to a constant, smooth, rolling motion across, up or down the display area.

**SCROLLING DIGITAL DISPLAY SIGN.** A type of Digital Display that contains a message composed only of individual letters, numbers or symbols on a neutral field.

**SUPERGRAPHIC SIGN.** A sign, consisting of an image projected onto a wall or printed on vinyl, mesh or other material with or without written text, supported and attached to a wall by an adhesive and/or by using stranded cable and eye-bolts and/or other materials or methods, and which does not comply with the following provisions of this Code: Sections 14.4.10, 14.4.16, 14.4.17, 14.4.18 and/or 14.4.20. A Digital Display that satisfies the requirements of this ordinance does not constitute a Supergraphic Sign.

**WINDOW SIGN.** Any sign that is attached to, affixed to, leaning against or otherwise placed within 6 feet of a window or door in a manner such that the sign is visible from outside of the building.



**VACANT PROPERTY.** Any lot that does not contain an occupied building, structure or use of land.

**Sec. 5. PROCEDURAL REQUIREMENTS.**

**A. Building Permits.** The Department of Building and Safety (LADBS) shall not issue a permit for a sign, a sign structure, sign illumination or alteration of an existing sign unless the sign complies with:

1. The requirements of this ordinance and Article 4.4 of Chapter 1 of the LAMC as determined by the Director;
2. The relevant requirements of Chapter 9 of the LAMC; and
3. If applicable, Article 22.171 of the Los Angeles Administrative Code as it pertains to the review of projects affecting Historic-Cultural Monuments.

**B. Director Sign Off.** LADBS may issue a permit for the following signs with only a Director sign off on the permit application:

1. Architectural Ledge Signs.
2. Awning Signs.
3. Hanging Signs.
4. Information Signs.
5. Monument Signs.
6. Pedestrian Signs.
7. Identification Signs that are 150 square feet in area or less, that are located in Vertical Sign Zones 1 or 2, and that do not break the roof line.
8. Wall Signs that measure 150 square feet in area or less.
9. Window Signs.

The Director shall sign off on the permit application if it complies with all of the applicable requirements of the Code and this ordinance. The Director's approval shall also be indicated by stamping the plans for the sign and/or sign structure.



**C. Project Permit Compliance.** LADBS shall not issue a permit for the following signs or lighting unless the Director has issued a Project Permit Compliance approval pursuant to the procedures set forth in Section 11.5.7 of the Code and Section 5.D of this ordinance:

1. Aerial View Signs.
2. Digital Displays.
3. Identification Signs that are larger than 150 square feet in area.
4. Integral Digital Displays.
5. Large-Scale Architectural Lighting.
6. Projecting Signs.
7. Scrolling Digital Displays.
8. Wall Signs 150 square feet in area or greater, or any wall sign located in Vertical Sign Zone 2.

The Director's approval shall also be indicated by stamping the plans for the sign and/or sign structure.

**D. Application for Project Permit Compliance.** An application for Project Permit Compliance shall comply with Section 11.5.7 of the Code. The application may request review of one or multiple signs. The application shall be accompanied by photographs of all existing signage and architectural renderings of proposed signage, as well as a scaled plot plan showing the location and size of all existing and proposed signage. The application shall identify the refresh rate, hours of operation, and include an illumination plan for the proposed sign(s), as well as any other information the Director reasonably requests. The application shall also identify the Sign Sub-district and the Vertical Sign Zone location of the sign(s) and demonstrate compliance with the requirements specified for that location.

1. **Proof of Compliance.** A sign applicant shall provide copies of permits for all existing signage that is located on the same property as a proposed sign. All existing signs that do not have a valid permit, are not legally constructed, or are not in compliance with an issued permit shall be brought into compliance or removed prior to the approval of any additional sign(s) on the same lot, or on multiple lots that are part of an integrated development having the same ownership.

2. This ordinance sets forth regulations for zoning purposes only. It does not supersede Fire Department or LADBS requirements pursuant to the

Fire Code or Building Code, or regulations or policies promulgated thereunder based on health and safety concerns.

**E. Findings Required for Project Permit Compliance Review.** Prior to approval of the Project Permit Compliance review, the Director shall make the following findings in lieu of the findings set forth in Section 11.5.7.C.2 of the Code:

1. All proposed signage complies with the applicable regulations found in this ordinance.
2. Pursuant to the California Environmental Quality Act, the project incorporates mitigation measures, monitoring measures when necessary, or alternatives identified in the environmental review, which would mitigate the negative environmental effects of the project to the extent physically feasible.
3. The following findings, which relate to the architectural design of the sign structure or layout and not its content, shall be used solely to condition an approval and shall not be used to deny a project:
  - (a) All existing and proposed signs are appropriately scaled to the architectural character of all buildings and structures on the lot.
  - (b) All existing and proposed signs result in a complementary enhancement to the architecture on the lot.
  - (c) All existing and proposed signs result in a visually uncluttered appearance.

**F. Request for Adjustments and Exceptions from Regulations.** The Area Planning Commission shall have initial decision-making authority for granting exceptions from the provisions of this ordinance. An applicant requesting an exception from the provisions of this ordinance shall utilize the procedures for a Specific Plan Exception set forth in Section 11.5.7 F of the Code. In granting an exception, the Area Planning Commission shall make all of the following findings in lieu of the findings set forth in Section 11.5.7.F.2 of the Code:

1. Strict compliance would result in practical difficulty or unnecessary hardship inconsistent with the purposes of the zoning restrictions due to unique physical or topographic circumstances or conditions of design.
2. Strict compliance would deprive the applicant of privileges enjoyed by owners of similarly zoned property.
3. An exception would not constitute a grant of special privilege. In addition to the limitations imposed by Section 11.5.7 of the Code, no exception

may be granted from Section 6.B. Adjustments pursuant to Section 11.5.7 of the Code are not permitted except as stated herein.

**G. Five-Year Status Report.** In each status report called for in Section 10.4.2 of the Warner Center 2035 Plan, the Department of City Planning shall report on the implementation of this Sign District, with particular emphasis on the number of Digital Displays, Scrolling Digital Displays and Integral Digital Displays that have been constructed and the impact those signs have had on the Warner Center 2035 Plan area.

## **Sec. 6. GENERAL REQUIREMENTS.**

**A. General Requirements of the Code.** Unless specified in this ordinance to the contrary, the general sign requirements set forth in the Code shall apply to this Supplemental Use District for permits, plans, design and construction, materials, street address numbers, identification, maintenance, prohibited locations and sign illumination.

**B. Prohibited Signs.** The following signs are prohibited:

1. Billboards.
2. Can Signs.
3. Captive Balloon Signs.
4. Illuminated Architectural Canopy Signs.
5. Internally-illuminated Awning Signs.
6. Off-Site Signs.
7. Pole Signs.
8. Projected Image Signs.
9. Roof Signs, including Open Panel Roof Signs.
10. Sandwich Board Signs.
11. Signs for which a permit is required on Vacant Property.
12. Signs covering window exteriors, except Window Signs and Integral Digital Display Signs permitted by this ordinance.
13. Supergraphic Signs.

14. Any sign not specifically authorized by this ordinance or the Code.

**C. Sign Sub-Districts.** This Sign District is comprised of the following eight Sub-districts, which are located in the areas set forth in the map attached as Figure 1 to this ordinance: River, Uptown, North Village, Topanga, Downtown, College, Park, and Commerce.

**D. Vertical Sign Zones (VSZ).** This Sign District is also divided into three Vertical Sign Zones, as delineated in Figure 2 of this ordinance. The purpose of the Vertical Sign Zones is to address different sign viewing distances, including pedestrian views from street level, pedestrian views from a distance and views from vehicles. The Vertical Sign Zones are as follows:

1. **Vertical Sign Zone 1.** This zone is located at the ground floor level, from 0 to 35 feet above grade.
2. **Vertical Sign Zone 2.** This zone is located at the podium or mid-level of multi-story buildings, from over 35 feet up to 100 feet above grade.
3. **Vertical Sign Zone 3.** This zone is located at the upper levels of mid-to high-rise buildings, from over 100 feet above grade to within 26 feet of the top of the building.
4. **Vertical Sign Zone 4.** This zone is located from 26 feet below the top of mid- to high-rise buildings up to the top of the building.

**E. Signs In More Than One Sub-District or Vertical Sign Zone.** Signs may be located in more than one Sub-district and more than one Vertical Sign Zone, provided that the requirements contained in this ordinance are met for each portion of the sign contained in each of the Sub-districts or Vertical Sign Zones. In no event shall the total sign area of an individual sign exceed the maximum permitted area in the most restrictive Sub-district or Vertical Sign Zone in which the sign is located.

**F. Permitted Sign Area, Sign Type and Sign Height.** Signs may only be placed in the Sub-districts and Vertical Sign Zones set forth below, and as further limited by the requirements for specific sign types as set forth in Section 7 of this ordinance.

1. **Maximum Permitted Combined Sign Area.**

(a) The Combined Sign Area of signs in the Sign District shall be as follows:

- (1) Uptown and Downtown Signage Sub-districts – not to exceed 3.0 square feet for each linear foot of street frontage.

(2) Activity Nodes and along Active Street Frontages (as defined in the Warner Center 2035 Plan) - not to exceed 2.5 square feet for each linear foot of street frontage, except Activity Nodes and Active Street Frontages located in the Uptown and Downtown Signage Sub-districts, which are granted 3.0 square feet for each linear foot of street frontage.

(3) All other areas – not to exceed 2.0 square feet for each linear foot of street frontage.

(b) Where permitted, the Combined Sign Area of all signs located in Vertical Sign Zone 2 along a street frontage shall not exceed 30 percent of the building wall area in Vertical Sign Zone 2.

(c) New Streets (as defined in the Warner Center 2035 Plan) shall be included in the calculation of street frontage, provided that the New Streets satisfy the standards set forth in Section 6.2.5.2 of the Warner Center 2035 Plan.

2. **Permitted Locations of Sign Types by Vertical Sign Zones.**  
The following signs are the only sign types permitted within the Vertical Sign Zones.

<b>Vertical Sign Zone 1 (0 Feet Up to 35 Feet)</b>
Architectural Ledge Sign
Awning Sign
Hanging Sign
Identification Sign
Information Sign
Marquee Sign
Monument Sign
Pedestrian Sign
Projecting Sign
Pillar Sign
Wall Sign
Window Sign

<b>Vertical Sign Zone 2 (35 Feet Up to 100 Feet)</b>
Large-Scale Architectural Lighting*
Projecting Sign*
Wall Sign*
Integral Digital Display Sign*
Scrolling Digital Display*

*\*only permitted in Uptown and Downtown Signage Sub-districts*

<b>Vertical Sign Zone 3 (Above 100 Feet to 26 Feet From Building's Top)</b>
Large-Scale Architectural Lighting Only

<b>Vertical Sign Zone 4 (26 Feet From Building Top to Its Absolute Top)</b>
Aerial View Sign
Large-Scale Architectural Lighting
Identification Signs, provided the building is at least 120 feet tall.

**G. Refresh Rates.** This ordinance restricts the refresh rates for all Digital Displays, including Integral Digital Displays and Scrolling Digital Displays. No sign or lighting is granted an unrestricted refresh rate. Each Digital Display shall observe Controlled Refresh I, Controlled Refresh II, Controlled Refresh III, Light Color Animation Refresh, Limited Animated Refresh I, Limited Animated Refresh II, or Scrolling Animated Refresh as set forth below. Other than Digital Displays, all signs and lighting shall remain static. Additionally, all signs and lighting shall remain static outside of the Uptown and Downtown Signage Sub-districts.

**H. Illumination.** Except for Aerial View Signs, which may be externally illuminated only, and Temporary Signs, which may not be illuminated, all signs within this Sign District may be illuminated by either internal or external means. The illumination regulations set forth in the Code, including, but not limited to, Section 93.0117, shall apply. Methods of signage illumination may include electric lamps, such as neon tubes, fiber optics, incandescent lamps, LED, LCD, cathode ray tubes exposed directly to view, shielded spot lights, and wall wash fixtures. Additionally, the applicant shall submit a signage illumination plan to the Director as part of the Project Permit Review procedure set forth in Section 5 above. The signage illumination plan shall be prepared by a lighting design expert, and those portions of the plan setting forth the wattage draw must be certified and stamped by an electrical engineer licensed by the State of California. The plan shall include specifications for all illumination, including maximum luminance levels, and shall provide for the review and monitoring of the displays in order to ensure compliance with the following regulations:

1. All illuminated signs shall be designed, located or screened so as to minimize to the greatest reasonable extent possible direct light sources onto any exterior wall of a residential unit and into the window of any commercial building. If signs are to be externally lit, the source of the external illumination shall be shielded from public view.
2. Signage shall not use highly reflective materials such as mirrored glass.
3. In order to satisfy the requirements of the 2008 version of Title 24 of the California Code of Regulations, no signage display or lighting shall have a wattage draw exceeding 12 watts per square foot.
4. Each signage display shall be fully dimmable and shall be controlled by a programmable timer so that luminance levels may be adjusted according to the time of day.
5. The maximum total lumen output of a signage display shall be 20 lumens per square foot.
6. All light emitting diodes used within an Integral Digital Display shall have a maximum horizontal beam spread of 165 degrees and a maximum



vertical beam spread of 65 degrees. All light emitting diodes shall be oriented down towards the street.

7. The following additional illumination standards shall apply to all Digital Displays, Integral Digital Displays, Scrolling Digital Displays, and Large-Scale Architectural Lighting:

(a) In Vertical Sign Zone 1, all signs shall have a nighttime brightness no greater than 300 candelas per square meter and a daytime brightness no greater than 5,000 candelas per square meter. The displays shall transition smoothly at a consistent rate from the permitted daytime brightness to the permitted nighttime brightness levels, beginning 45 minutes prior to sunset and concluding 45 minutes after sunset. For displays that may not be illuminated past 2:00 a.m., at sunrise the displays shall be illuminated at a brightness no greater than 2,650 candelas per square meter, transitioning smoothly at a consistent rate for 45 minutes, up to the maximum permitted daytime brightness. For all other displays, the displays shall transition smoothly at a consistent rate from the permitted nighttime brightness levels to the permitted daytime brightness levels, beginning 45 minutes prior to sunrise and concluding 45 minutes after sunrise.

(b) In Vertical Sign Zone 2, all signs shall have a nighttime brightness no greater than 300 candelas per square meter and a daytime brightness no greater than 5,000 candelas per square meter. The displays shall transition smoothly at a consistent rate from the permitted daytime brightness to the permitted nighttime brightness levels, beginning at 45 minutes prior to sunset and concluding 45 minutes after sunset. For displays that may not be illuminated past 2:00 a.m., at sunrise the displays may be illuminated at a brightness no greater than 2,650 candelas per square meter, transitioning smoothly at a consistent rate for 45 minutes, up to the maximum permitted daytime brightness. For all other displays, the displays shall transition smoothly at a consistent rate from the permitted nighttime brightness levels to the permitted daytime brightness levels, beginning 45 minutes prior to sunrise and concluding 45 minutes after sunrise.

(c) In Vertical Sign Zone 3, all Large Scale Architectural Lighting shall have a maximum nighttime brightness no greater than 120 candelas per square meter, and a daytime brightness no greater than 5,000 candelas per square meter. The lighting displays shall transition smoothly at a consistent rate from the permitted daytime brightness to the permitted nighttime brightness levels beginning at 45 minutes prior to sunset and concluding the transition to the nighttime brightness 45 minutes after sunset. The lighting displays shall also transition smoothly at a consistent rate from the permitted nighttime brightness to

the permitted daytime brightness, beginning 45 minutes before sunrise and ending 45 minutes after sunrise.

(d) In Vertical Sign Zone 4, all permitted signage shall have a maximum nighttime brightness no greater than 120 candelas per square meter and a daytime brightness no greater than 5,000 candelas per square meter. The lighting displays shall transition smoothly at a consistent rate from the permitted daytime brightness to the permitted nighttime brightness levels beginning at 45 minutes prior to sunset and concluding the transition to the nighttime brightness 45 minutes after sunset. The lighting displays shall also transition smoothly at a consistent rate from the permitted nighttime brightness to the permitted daytime brightness, beginning 45 minutes before sunrise and ending 45 minutes after sunrise.

**I. Illumination Testing Protocol.** The following protocol shall be required for the testing of digital display signs:

1. Prior to the operation of any Digital Display, and again 12 months after the sign has become operational, the Applicant shall conduct testing to indicate compliance with the regulations of this ordinance and provide a copy of the results to the Director and to LADBS. The testing shall be at the applicant's expense and shall be conducted as follows:

(a) In order to determine whether the illumination complies with Section 93.0117 of the Code and the requirements of this ordinance, a representative testing site shall be established on or next to those light sensitive receptors, as defined by the City's CEQA Guidelines, which have the greatest exposure to signage lighting on each of the four facades of the Project. A light meter mounted to a tripod at eye level, facing the Project buildings, shall be calibrated and measurements taken to determine ambient light levels with the sign on. An opaque object shall be used to block out the view of the sign and the building from the light meter at a distance of at least 4 feet away from the tripod. A reading shall then be taken to determine the ambient light levels with the Sign off. The difference between the two measurements shall be the amount of light the sign casts onto the sensitive receptor. Alternatively, the applicant may measure light levels by using the same tripod and same light meter, but by turning the signage on and off.

(b) The illumination and intensity levels of all Digital Displays and Large-Scale Architectural Lighting shall also be metered from a minimum of four perspectives (i.e., a perspective metering each facade) using the Candela as unit of measurement, and shall indicate conformance with the standards of this ordinance.

2. If at any time LADBS has good cause to believe the Project's signage lighting is not in compliance with the Code or this ordinance, LADBS may request, at the expense of the Applicant or its successor, the testing protocol outlined in this section be implemented to determine compliance. If the testing reveals that the signage is not in compliance with the Code, this ordinance, or mitigation measures set forth in the environmental clearance that the City certified for this ordinance, the Applicant or its successor shall adjust the signage to bring it into compliance immediately.

3. Testing shall be performed by a testing agency that has been approved by LADBS.

**J. Sign Hours of Operation.**

Operating hours shall be 7:00 a.m. to 2:00 a.m. for digital signs located in Vertical Sign Zones 1 and 2. Operating hours shall not be limited for signs and lighting located in Vertical Sign Zones 3 and 4.

**K. Design and Materials.**

1. All sign structures shall be designed as an integral part of the sites on which they are located and shall reflect a high level of architectural and construction quality.

2. The materials, construction, application, location and installation of any sign shall be in conformance with the Los Angeles Building Code and the Los Angeles Fire Code.

**L. Interior Signs.** Interior Signs are not subject to regulation and shall not count against maximum combined sign area.

**M. Fire Safety.** All new signs and sign support structures shall be made of non-combustible materials or plastics approved by both the Fire Department and LADBS.

**N. Hazard Review.** Signs that adhere to the regulations outlined in this ordinance shall be exempt from the Hazard Determination review procedures in Code Section 14.4.5. All signs shall continue to be subject to Caltrans approval, where applicable.

**O. Existing Signs.** Every existing sign and/or sign support structure constructed under a valid permit, or lawfully erected without a permit, and used in conformance with the Code regulations and LADBS approvals in effect at the time of construction shall be allowed to continue to exist under those regulations and approvals even though subsequent adopted regulations and approvals have changed the requirements. All such signs shall be included in computing total sign area. There shall

be no increase in sign area or height for legal non-conforming signs. Additionally, there shall be no change in the location or orientation of any existing legal non-conforming sign unless a relocation agreement is first approved pursuant to the Los Angeles Municipal Code and State law. Before the issuance of a building permit for a new sign on a lot, all existing unpermitted signage on that lot shall be removed or demolished, except for those signs that are deemed lawfully erected under State law.

**P. Alterations, Repairs or Rehabilitation.** Any alteration, repair or maintenance work on a legally permitted sign or sign structure shall be governed by the Code.

**Q. Other Regulations.** All signs in this Sign District shall meet the following criteria:

1. No sign shall be located or mounted on a rooftop or on poles or other structures that pass through a rooftop.
2. No sign shall encroach into the airspace above any building or structure.
3. The building and ground area around signs shall be properly maintained at all times. All unused mounting structures, hardware and wall perforations from any previous sign shall be removed and building surfaces shall be restored to their original condition.
4. All signage copy shall be properly maintained and free from damaged sign material and other unsightly conditions, including graffiti.
5. Any sign structure shall be, at all times, kept in good repair and maintained in a safe and sound condition and in conformance with all applicable codes.
6. Razor wire, barbed wire, concertina wire or other barriers preventing unauthorized access to any sign, if any, shall be hidden from public view.
7. The signage copy must be replaced immediately upon tearing, ripping or peeling, or when marred or damaged by graffiti.
8. No access platform, ladder or other service appurtenance shall be installed or attached to any sign structure.
9. The advertising copy on existing signs that no longer serves current tenants shall be removed immediately upon tenant vacancy.

10. Multiple temporary signs along the building walls of a facade are not permitted.

**R. Removal of Existing Non-Conforming Signs.** A building permit for a new Digital Sign or a new Integral Digital Display Sign within this District shall not be issued until all prohibited signs, including billboards, solid panel roof signs and pole signs, regardless of whether or not such signs were legally permitted, have been removed from the property and the removal has been inspected and approved by LADBS.

## Sec. 7. STANDARDS FOR SPECIFIC TYPES OF SIGNS.

**A. Aerial View Signs.** Aerial View Signs are permitted in Vertical Sign Zone 4 only. Aerial View Signs may not be viewable from any public right-of way and may not be illuminated.

### **B. Architectural Ledge Signs.**

#### **1. General.**

(a) Individual letters or numbers no taller than 24 inches or an icon no taller than 24 inches may stand atop or be suspended from a ledge.

(b) Solid panels and Can Signs are not permitted as Architectural Ledge Signs.

(c) The sign shall be oriented so that the message, graphic or symbol on the sign is approximately parallel with the facade of the structure to which the sign is affixed.

**2. Location.** An Architectural Ledge Sign shall only be located over an entranceway or window on the first floor of a building.

#### **3. Dimensions.**

(a) **Height.** The bottom of the ledge on which an Architectural Ledge Sign is located shall be at least 8 feet above the natural or finished grade as measured vertically. The bottommost portion of a sign suspended from an architectural ledge shall be at least 8 feet above the natural or finished grade as measured vertically.

(b) **Length.** A ledge that is constructed for the purpose of supporting an Architectural Ledge Sign may not exceed 15 feet in length as measured horizontally.

(c) **Suspension.** Supports that are constructed for the purpose of supporting an Architectural Ledge Sign may not exceed 24 inches in height as measured vertically from the top of the letter or symbol to the bottom of the supporting architectural appurtenance, nor may those supports exceed 8 inches in width as measured horizontally.

4. **Projection.** A ledge designed to support an Architectural Ledge Sign may project a maximum of 3 feet from the building face where the sign is located.

C. **Awning Signs.** An Awning Sign shall comply with Section 14.4.19 of the LAMC.

D. **Digital Displays.**

1. A Digital Display shall only be permitted as a Marquis Sign (including a theater Marquis Sign), Scrolling Digital Display, Integral Digital Display, or Wall Sign. Digital Displays shall be limited to:

(a) The Downtown and Uptown Sub-Districts;

(b) Vertical Zones 1 and 2; and

(c) 300 square feet in area or less, except for Integral Digital Displays. Integral Digital Displays shall be a minimum of 800 square feet in area and a maximum of 3,200 square feet in area.

2. **Location.**

(a) Digital Display signs may be oriented towards Topanga Canyon Boulevard, provided that they are located within Vertical Zone 1. No Digital Display sign in Vertical Sign Zone 2 may be oriented toward Topanga Canyon Boulevard unless the sign is located east of Owensmouth Avenue.

(b) A Digital Display shall be located at a spacing of no more than one Digital Display for each 1,200 linear feet of street frontage.

(c) Digital Displays are permitted in the Uptown and Downtown signage Sub-districts only and are prohibited in all other sign districts.

3. **Refresh Rates.** Digital Displays that constitute either Wall Signs or Marquee Signs are limited to Controlled Refresh I. Integral Electronic Display Signs are limited to Limited Animation Refresh I. Scrolling Digital Displays are limited to Scrolling Animated Refresh.



## **E. Hanging Signs.**

### **1. General.**

(a) A Hanging Sign shall consist of individual letters or numbers no taller than 24 inches, or an icon no taller than 24 inches. Such letters, numbers or icon shall be suspended from a ledge.

(b) Solid panels and Can Signs are not permitted as Hanging Signs.

(c) The sign shall be oriented so that the message, graphic or symbol on the sign is approximately parallel with the facade of the structure to which the sign is affixed.

(d) No message, graphic or symbol shall be located on that portion of a hanging sign that is perpendicular to the facade of the structure to which the sign is affixed.

**2. Location.** A Hanging Sign shall only be located over an entranceway or window on the first floor of a building.

### **3. Dimensions.**

(a) The lowest portion of a suspended Hanging Sign shall be at least 8 feet above the natural or finished grade as measured vertically.

(b) Suspension supports which are constructed for the purpose of supporting a Hanging Sign may not exceed 24 inches in height as measured vertically from the top of the letter or symbol to the bottom of the supporting architectural appurtenance, nor may those supports exceed 8 inches in width as measured horizontally.

**4. Projection.** A ledge designed to support a Hanging Sign may project a maximum of 3 feet from the building face where the sign is located.

## **F. Identification Signs.**

**1. General.** Identification Signs shall be limited to a logo, generic type of business, or the name of a business or building. Identification Signs may be Digital Displays or Integral Digital Displays, Wall Signs or other types of installation as allowed by this ordinance.

**2. Location.** Identification Signs are permitted in Vertical Sign Zone 1. Identification Signs are also permitted in Vertical Sign Zone 4, provided that the building is at least 120 feet tall.



**G. Information Signs.** Unless otherwise specified in this ordinance, an Information Sign shall comply with the Code.

**H. Integral Digital Display Signs.** Integral Digital Display Signs shall be permitted subject to the following regulations:

1. **General.** Integral Digital Displays by their nature are lower resolution signs. Such signs are encouraged to incorporate larger scale elements of diffuse imagery, including monochromatic or dichromatic color designs, abstract pixilation, and internally illuminated tinted transparent or translucent material. Integral Digital Display approval can only be sought at the time of building design development, and must be approved pursuant to the procedures set forth in Section 5.C. above.

2. **Location.**

(a) Integral Digital Display Signs shall not cover the exterior of windows, doors, vents or other openings that serve occupants of a building unless:

(1) The operability and functionality of all windows, doors, vents or openings covered by such Integral Digital Displays are maintained to the building's design standards.

(2) Visibility from the interior of each window covered by such Integral Digital Display is maintained to the building's design standards.

(3) The Integral Digital Display maintains a minimum space of 12 inches in vertical or horizontal dimension between individual lighting components embedded into any mesh, netting, horizontal louvers, vertical louvers or similar installations. Each horizontal or vertical component may have a consistent linear row of pixels; however, each component or row must maintain a minimum space of 12 inches between components or rows. This requirement is subject to the 20 percent adjustment procedure set forth in Section 11.5.7. E of the Code. This required spacing serves to maintain lower resolution imagery and allows both outward and inward views of the building's windows, doors vents, and openings.

(b) Integral Digital Displays shall be limited to Vertical Sign Zone 2 and limited to the Downtown and Uptown signage Sub-districts.

3. **Area.** Integral Digital Displays shall be a minimum of 800 square feet in size and a maximum of 3,200 square feet in size.

4. **Number.** A total of six Integral Digital Displays are permitted in this Sign District, with no more than three each in the Downtown and Uptown signage Sub-districts. Permits for Integral Digital Displays shall be awarded on a first-come, first-served basis.

**I. Large-Scale Architectural Lighting.**

1. **General.** Large-Scale Architectural Lighting shall contain no text, logos or messages, and shall serve only to highlight or accentuate vertical, horizontal or other elements of the structure. All Large-Scale Architectural Lighting shall be considered only at the time of building design development and approved pursuant to the procedures set forth in Section 5.C. above.

2. **Location.**

(a) Large-Scale Architectural Lighting shall not cover the exterior of windows, doors, vents or other openings that serve occupants of a building.

(b) Large-Scale Architectural Lighting shall be permitted in Vertical Sign Zones 2, 3 and 4.

3. **Area.** Large-Scale Architectural Lighting that conforms to this ordinance shall not count as Sign Area and shall not be included in the Maximum Permitted Combined Sign Area calculation. Large-Scale Architectural Lighting that acts to extend a sign image background over a larger architectural area shall be included in the calculation of sign area.

**J. Marquee Signs.** There is no size restriction for Marquee signs in this Sign District.

**K. Monument Signs.** Unless otherwise specified in this ordinance, a Monument Sign shall comply with the Code.

**L. Pedestrian Signs.**

1. **General.**

(a) No text, message or logo shall be permitted on that portion of a Pedestrian Sign that is parallel to the face of the building.

(b) The text, message or logo on a projecting sign shall consist of individual, dimensional letters or graphic elements that are applied onto the sign surface.

(c) A Pedestrian Sign shall not be a Can Sign.

2. **Location.**

(a) Each tenant space that is located on the ground level of a building may have one Pedestrian Sign within the linear frontage of the tenant space. Pedestrian Signs, however, must be spaced at least 10 feet from one another.

(b) Each tenant space that is located on a second floor level of a building may have a Pedestrian Sign on the ground level if there is direct exterior pedestrian access to the tenant space floor space on the ground level.

3. **Dimensions.**

(a) **Width.**

No portion of a Pedestrian Sign that is parallel to the face of the building shall exceed 2 feet in width.

(b) **Height.** No portion of a Pedestrian Sign shall be located less than 8 feet above the sidewalk grade to the bottom of the sign.

4. **Individual Sign Area.** The sign area for a Pedestrian Sign shall not exceed 6 square feet for each sign face.

5. **Projection-Building Facade.** A Pedestrian Sign may project up to 3 feet from the face of the building.

**M. Pillar Signs.** Pillar Signs shall comply with the following regulations:

1. **General.** A Pillar Sign shall not be a Can Sign. A Pillar Sign shall not be a Digital Display.

2. **Location.**

(a) A new Pillar Sign shall not be permitted on a lot which has an existing Billboard or Pole Sign.

(b) Pillar Signs shall not be permitted on that portion of a lot having less than 50 feet of street frontage.

(c) A Pillar Sign shall be set back at least 10 feet from the intersection of a driveway and the public right-of-way, and shall not interfere with or present a hazard to pedestrian or vehicular traffic.

(d) A Pillar Sign shall be located at least 7.5 feet from interior lot lines and at least 15 feet from any other Pillar Sign, Monument Sign, Projecting Sign, Billboard or Pole Sign.

(e) There shall be no more than one Pillar Sign for every 150 feet of street frontage.

(f) Pillar Signs shall be located in the Downtown Sign Sub-district only.

3. **Dimensions.**

(a) **Height.**

1. A Pillar Sign shall not exceed a height of 40 feet above the sidewalk grade or edge of roadway grade nearest the sign, as measured from the grade to the top of the sign.

2. The top of a Pillar Sign shall be at least 3 feet below the height of any adjacent building facade on the lot where the Pillar Sign is located.

(b) **Width.** The maximum horizontal dimension of any portion of a Pillar Sign shall not exceed 5 feet.

4. **Landscaping Requirements.** Landscaping shall be provided at the base of the supporting structure equal to twice the area of the largest face of the sign.

**N. Pole Signs.** No new Pole Signs may be installed in the Sign District area. Notwithstanding LAMC Section 91.6216 to the contrary, existing legal non-conforming Pole Signs displaying non-commercial or on-site commercial messages may be altered, repaired or rehabilitated, regardless of the aggregate value of the work performed, provided that there is no increase in sign area or height and no change in the location or orientation of the sign. Notwithstanding the above, LAMC Section 91.6216 shall continue to apply to Pole Signs displaying off-site commercial advertising.

**O. Projecting Signs.** Projecting Signs shall comply with the following regulations:

**1. General.**

(a) The text, message or logo on a Projecting Sign shall consist of individual, dimensional letters or graphic elements that are applied onto the sign surface.

(b) No text, message or logo shall be allowed on that portion of a Projecting Sign that is parallel to the face of the building.

**2. Location.**

(a) A Projecting Sign shall align with major building elements such as cornices, string courses, window banding or vertical changes in material or texture.

(b) There shall be a minimum distance of 20 feet, measured horizontally, between a Projecting Sign and any other type sign, except for a Pedestrian Sign, Identification Sign, Wall Sign or Window Sign.

(c) A new Projecting Sign shall be located at least 1 foot from an interior lot line, as defined by LADBS.

(d) A Projecting Sign shall only be located in Vertical Sign Zones 1 and 2.

(e) A Projecting Sign may be installed on a parking structure, except that no Projecting Sign may be installed in a manner that reduces the amount of openness required for an "open parking structure," as defined in the Los Angeles Building Code, unless the ventilation system for the parking structure is upgraded to satisfy Building Code requirements.

**3. Dimensions.**

(a) A Projecting Sign shall not exceed 80 feet in height as measured vertically from the bottom of the sign to the top of the sign.

(b) The width of the sign face of a Projecting Sign that is perpendicular to the building shall not exceed 20 percent of the overall height of the sign and in no event shall exceed 6 feet. This measurement does not include the dimensions of the sign's supporting structure.

(c) No portion of a Projecting Sign that is parallel to the face of the building shall exceed 2 feet in width.

4. **Extension Above The Roof.** A Projecting Sign may extend above the top of the wall or roof parapet of a building face, but the extension shall not exceed 30 percent of the total vertical height of the projecting sign. In no event shall a Projecting Sign extend higher than 100 feet from grade.

5. **Projection From The Building Face.** The planes of Projecting Sign faces shall be parallel to one another unless approved as a design element of a Project Permit Compliance review.

**P. Scrolling Digital Displays.**

1. **General.** A Scrolling Digital Display may be a Digital Display.

2. **Location.**

(a) Scrolling Digital Displays may only be located in the Uptown and Downtown Sign Sub-districts, and may only be located in Vertical Sign Zones 1 and 2.

(b) A maximum of three Scrolling Digital Displays are permitted in total in this Sign District, and must be located in Vertical Sign Zone 2. Approvals shall be awarded on a first come, first served basis.

(c) A Scrolling Digital Display shall not cover the exterior of windows, doors, vents or other openings that serve occupants of buildings.

(d) The uppermost portion of a Scrolling Digital Display shall be a maximum of 50 feet above the natural or finished grade as measured vertically.

3. **Area.** A Scrolling Digital Display Sign shall not exceed 10 feet in vertical dimension and 300 square feet in total sign area.

4. **Refresh Rates.** A Scrolling Digital Display is limited to Scrolling Animated Refresh.

**Q. Temporary Signs.** Unless otherwise specified in this ordinance, a temporary sign shall comply with Section 14.4.16 of the Code. Temporary Signs shall not count against maximum permitted combined sign area.

**R. Wall Signs.**

**1. Location.**

(a) No portion of any Wall Sign shall be located above the second story of the building on which it is placed or higher than 35 feet above grade as measured vertically, whichever is lower, except when permitted as an Identification Sign in Vertical Sign Zone 4. Wall Signs may be located in Vertical Sign Zone 2 only in the Uptown and Downtown Sign Sub-districts.

(b) A Wall Sign shall not cover the exterior of windows, doors, vents or other openings that serve the occupants of a building.

**2. Area.** A single Wall Sign shall not exceed 300 square feet in area, except when permitted as an Identification Sign in Vertical Sign Zone 4.

**S. Window Sign.** In addition to the regulations in Section 14.4.14 of the Code, the following regulations shall apply:

**1. Location.** No portion of any Window Sign shall be located above the second story of the building on which it is placed or higher than 35 feet above grade, whichever is lower.

**2. Area.** Window Signs located on or within 6 feet of the window plane, painted or attached, shall not exceed 15 percent of the cumulative glassed area of all windows. The area of a window signs on any given window may be further restricted by the Building Code or the Fire Code. The aggregate area of all Window Signs shall be included as part of the Maximum Permitted Sign Area.

**Sec. 7. SEVERABILITY.** If any provision of this ordinance or its application to any person or circumstance is held to be unconstitutional or otherwise invalid by any court of competent jurisdiction, the invalidity shall not affect other provisions, clauses or applications of said ordinance that can be implemented without the invalid provision, clause or application, and to this end the provisions and clauses of this Supplemental Use District ordinance are declared to be severable.



Sec. 8. The City Clerk shall certify to the passage of this ordinance and have it published in accordance with Council policy, either in a daily newspaper circulated in the City of Los Angeles or by posting for ten days in three public places in the City of Los Angeles: one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall; one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall East; and one copy on the bulletin board located at the Temple Street entrance to the Los Angeles County Hall of Records.

I hereby certify that this ordinance was passed by the Council of the City of Los Angeles, **by a vote of not less than two-thirds** of all of its members, at its meeting of \_\_\_\_\_.

HOLLY L. WOLCOTT, Interim City Clerk

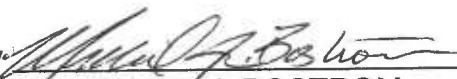
By \_\_\_\_\_ Deputy

Approved \_\_\_\_\_

\_\_\_\_\_  
Mayor

Approved as to Form and Legality

MICHAEL N. FEUER, City Attorney

By:   
MICHAEL J. BOSTROM  
Deputy City Attorney

Pursuant to Charter Section 559, I  
**disapprove** this ordinance on behalf of the  
City Planning Commission and recommend  
that it be adopted . . . . .

July 2, 2014  
See attached report.

Date 7/2/14

File No(s). CF 13-0197

  
Michael LoGrande  
Director of Planning