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CITY ATTORNEY

REPORT NO. R 15 - 0 1 7 4

JUN 23 2015

REPORT RE:

**ORDINANCE ESTABLISHING THE ACADEMY MUSEUM SIGN DISTRICT
ORDINANCE PURSUANT TO THE PROVISIONS OF SECTION 13.11 OF
THE LOS ANGELES MUNICIPAL CODE**

The Honorable City Council
of the City of Los Angeles
Room 395, City Hall
200 North Spring Street
Los Angeles, California 90012

Council File No. 15-0721
CPC No. 20114-3119

Honorable Members:

This Office has prepared and now transmits for your consideration, approved as to form and legality, a draft ordinance establishing the Academy Museum Sign District pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code.

Summary of Ordinance Provisions

The draft ordinance would create a sign district covering the proposed Academy of Motion Picture Arts and Sciences, located at 6001-6067 W. Wilshire Boulevard and 6000 W. 6th Street, as depicted in the map that is appended to the proposed sign district ordinance.

If adopted, the draft ordinance would create unique sign regulations for the area, including digital signs, projected image displays and other signs that would allow for the display of sponsor names or logos, so long as the names or logos are integral to, and

part of, the name of the exhibition, event or attraction, and so long as the size of the sponsor's name or logo comprises less than 20% of the total area of the sign.

Charter Findings

Pursuant to Charter Section 559, the Director of Planning has approved this draft ordinance on behalf of the City Planning Commission. Should you adopt this ordinance, you may comply with the provisions of Charter Section 558 by either adopting the findings of the Director of Planning as set forth in his transmittal to the City Council, or by making your own findings.

CEQA Determination

If the City Council wishes to adopt the ordinance, it must first comply with the California Environmental Quality Act (CEQA). The Environmental Impact Report (EIR) for the Project was certified by the City Planning Commission on May 14, 2015, as indicated in the City Planning Commission's May 22, 2015 letter of determination. Therefore, the City Council may comply with CEQA by taking the following action prior to, or concurrent with, any action to adopt the ordinance:

FIND under the California Public Resources Code Section 21166 and the State's Environmental Quality Act (CEQA) Guidelines Section 15162, on the basis of substantial evidence contained in the whole record, that since certification of EIR No. ENV-2013-1531-EIR (SCH No. 2013051086) on May 14, 2015, there have been no changes to the Project, changes with respect to the circumstances under which the Project is being undertaken, or new information of substantial importance concerning the Project, which cause new significant environmental effects or a substantial increase in the severity of previously identified significant effects, and therefore no additional environmental review is required for the Project.

Council Rule 38 Referral

The draft ordinance was sent, pursuant to Council Rule 38, to the Department of Building and Safety, the Department of Transportation and the Fire Department with a request that all comments, if any, be presented to the City Council when this matter is considered.

If you have any questions regarding this matter, please contact Deputy City Attorney Michael Bostrom at (213) 978-8068. He or another member of this Office will be present when you consider this matter to answer any questions you may have.

Very truly yours,

MICHAEL N. FEUER, City Attorney

By 

DAVID MICHAELSON
Chief Assistant City Attorney

DM/MJB:zra
Transmittal

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CITY PLANNING**

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June 23, 2015

The Honorable Michael N. Feuer
City Attorney
200 North Main Street, 8th Floor
Los Angeles, CA 90012-4131

**Attention: Michael J. Bostrom
Deputy City Attorney**

RE: DRAFT OF ACADEMY MUSEUM SIGN DISTRICT

Council File No.: 15-0721

CPC File No.: 2014-3119-ZC-SN-CDO-MCUP-ZV-ZAI-SPR, ENV-2013-1531-EIR

At its meeting on May 14, 2015, the City Planning Commission (CPC) heard and approved a draft ordinance establishing the Academy Museum Sign District within the boundaries identified in Map 1 of the attached ordinance.

The Planning and Land Use Management Committee (PLUM), at its meeting of June 23, 2015, considered the draft Sign Ordinance as recommended by the CPC and, upon hearing the matter, PLUM recommended that City Council approve the findings made by CPC on May 14, 2015 as continuing to support the sign district. PLUM further directed Planning staff to work with the City Attorney to incorporate revisions as to form and legality and other technical edits recommended by the City Attorney.


Pursuant to PLUM's directive, the City Attorney has transmitted a revised draft of the Sign Ordinance. The revisions to the Ordinance include non-substantive edits, as well as recommended changes by the Los Angeles Department of Building and Safety, an enforcement entity under the Sign Ordinance. These changes were transmitted to the City Planning Department for review under delegated authority by the CPC. The revised Sign Ordinance primarily contains clarifications to the procedural requirements (Section 5) of the draft Ordinance, allowing LADBS to also apply any applicable requirements of the LAMC.

Therefore, pursuant to Sections 558 and 559 of the City Charter, I have reviewed the subsequent changes that were made in consultation with the Los Angeles Department of Building and Safety, and reviewed the findings of the City Planning Commission's action taken on May 14, 2015, and approve this Sign Ordinance establishing the Academy Museum Sign District, insofar as it is consistent with action of the City Planning Commission and meets the intent of the findings on this matter.

Furthermore, to the extent the City Council decides to adopt the revised Ordinance, the Director recommends that the City Council adopt the findings the CPC made at its June 23, 2015 meeting as its own findings, as those findings continue to support the sign district, as modified.

Very truly yours,

MICHAEL J. LOGRANDE
Director of Planning



Luciralia Ibarra
Senior City Planner
Attachments: Transmittal, Findings

**ACADEMY MUSEUM
SIGN DISTRICT
ORDINANCE NO. _____**

CITY OF LOS ANGELES

[DATE]

ORDINANCE NO. _____

**ACADEMY MUSEUM
SIGN DISTRICT**

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TABLE

Table 6-1 Maximum Sign Zone Sign Area and Individual Sign Area

ORDINANCE NO. _____

An ordinance establishing the Academy Museum Sign District pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code ("LAMC").

WHEREAS, the Academy Museum Project ("Academy Museum Project") will be located in the Miracle Mile Regional Center Commercial Area, where the General Plan Framework calls for Regional Centers that provide jobs, entertainment, culture, and serve the region with a diversity of uses, including major entertainment and cultural facilities and supporting services;

WHEREAS, the Academy Museum Project will enhance the regional significance of the Miracle Mile District and Museum Row through the activation of the historic May Company Wilshire department store at its western gateway, increasing Museum Row patronage and enhancing local tourism;

WHEREAS, the Academy Museum Project will preserve and adaptively reuse the historic 1939 May Company Wilshire department store building, designated as Historic Cultural Monument No. 566, retaining its eligibility as a California Register and National Register resource;

WHEREAS, the historic May Company Wilshire department store includes storefront windows and flag pole signs that are characteristic to its history and identity as a department store;

WHEREAS, the placement of signs that comply with the requirements of this Sign District will prevent blight and will regulate signage to protect the eligibility of the May Company Wilshire department store as a City Historic-Cultural Monument and as a California Register and National Register resource;

WHEREAS, the Academy Museum Project will create a world-class, iconic museum to showcase the past, present, and future of the motion picture industry, central to the identity of the City of Los Angeles, and provide a venue unique to Los Angeles, which dynamically conveys how movies are made and highlights the role of movies in popular culture;

WHEREAS, the Academy Museum Project will develop a new wing with a design that is compatible with, but architecturally distinct in terms of shape, size, height, and massing from the May Company Wilshire department store;

WHEREAS, development of the Academy Museum Project will support the General Plan and Miracle Mile Community Design Overlay District goals, objectives, and policies related to the ongoing revitalization of the Miracle Mile District and preservation of historic structures; and

WHEREAS, unique and vibrant signage that informs and attracts visitors regarding the Museum's content, offerings, events, and activities, are a necessary component for the success of the Museum, would be comparable in scale and practice of other cultural institutions in the City, and would meet the aforementioned goals and objectives.

NOW, THEREFORE,

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

SECTION 1. ESTABLISHMENT OF ACADEMY MUSEUM SIGN DISTRICT.

- A. Authority and Scope.** The City Council hereby establishes the Academy Museum Sign District, which shall be applicable to that area of the City shown within the heavy dashed line on Map 1, comprising the approximately three-acre site at the northeast corner of the intersection of Fairfax Avenue and Wilshire Boulevard. This area is referred to as the "Sign District." The Academy Museum Sign District shall also be known as the "AM-SN."
- B. Applicability.** All signs with sign faces visible from any public right-of-way shall conform to the requirements of this Sign District. A sign that is enclosed by permanent, opaque architectural features within the Sign District, including building walls, freestanding walls, roofs, or overhangs, which may have necessary openings for ingress and egress, or are not otherwise visible from the public right-of-way, shall not be subject to the requirements of this Sign District except for the general brightness limitation set forth in Section 6.F.2 of this Sign District.
- C. Sign Zones.** This Sign District is divided into six Sign Zones as shown in Map 2, which include: Original Building Storefront Zone, Original Building Canopy Zone, Original Building Upper Wall Zone, Wilshire/Fairfax Corner Zone, New Wing Zone, and Resnik North Lawn Zone. The purposes of the Sign Zones are both to address the relationship between sign intensity and the uses surrounding each Sign Zone and to ensure that district signage is compatible with and promotes the Academy Museum Project and the character defining features of the historically significant May Company Wilshire department store.

SECTION 2. DEFINITIONS.

Whenever the following terms are used in this Sign District, they shall be construed as defined in this Section. Notwithstanding LAMC Section 13.11, words and phrases not defined here shall be construed as defined in Sections 12.03 and Article 4.4 of the LAMC. The definitions set forth in this Section are intended to encompass future technologies and materials, which may be utilized in the construction or implementation of the signs permitted.

Administrative Clearance. An Administrative Clearance is defined as a ministerial approval for Signs that comply with all applicable Sign District regulations.

Architectural Ledge Sign. A sign with individual channel letters and/or a pre-fabricated image, attached to a horizontal projection forming a narrow shelf on a wall or architectural projection. The Architectural Ledge Signs in this Sign District are limited to those existing signs located on the canopy of the Original Building.

Banner Sign. A sign that is attached to a building and fixed in place and generally constructed of vinyl or plastic materials approved by LADBS.

Canopy Zone. That portion of the Original Building occupied by the canopy on the first floor, as shown on Map 2.

Conceptual Sign Plans. The site plan and sign elevations depicting the approved locations and types of permanent signs within the Sign District, dated May 14, 2015, which is on file with the Department of City Planning, as the same may be modified from time to time in accordance with Section 5.D of this Sign District.

Controlled Refresh Rate. The refresh rate of a sign or Large-Scale Architectural Lighting, inclusive of any change in whole or in part of the sign image, which is no more frequent than one refresh event every ten minutes, with an instant transition between images. The sign image must remain static between refreshes.

Digital Display. A sign face, building face, 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, attached to, integrated into, or projected onto a building or structural component, and that may be changed remotely through electronic means.

Display Box Sign. A sign within a storefront window that encloses a display box, where the back and sides of the display box are opaque and do not permit visibility into the building. For the purposes of this Sign District, Display Box Signs shall be limited to those located along the Wilshire Boulevard and Fairfax Avenue facades of the Original Building.

Exhibit. A temporary or permanent event, exhibition, or attraction that is upcoming or occurring on the premises of the Academy Museum, which is incorporated or otherwise organized as a non-profit organization under the laws of the State of California and where the proceeds, if any, will directly benefit the non-profit museum organization.

Flag Poles. The historic flag poles attached to, and projecting from, the Original Building along the Wilshire Boulevard and Fairfax Avenue facades.

Identification Sign. A sign that is limited to a company logo, generic type of business, or the name of a business or building.

LADBS. The City of Los Angeles Department of Building and Safety.

LAFD. The City of Los Angeles Fire Department.

LAMC. The City of Los Angeles Municipal Code.

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.

Logo. A graphic mark, emblem, representation, or symbol of a name, trademark, or abbreviation used by a commercial enterprise, organization, and/or individual to aid and promote instant public recognition.

Monument Sign. A sign that is erected directly upon the existing or artificially created grade, or that is raised no more than twelve (12) inches from the existing or artificially created grade to the bottom of the sign, and that has a horizon dimension equal to or greater than its vertical dimension.

New Wing. The approximately 50,500-square-foot new wing at the north side of the Original Building, as further described and depicted in CPC-2014-3119-ZC-SN-CDO-MCUP-ZV-ZAI-SPR and as shown on Map 2.

Non-Controlled Refresh Rate. The refresh rate of all Digital Displays, Projected Image, and Large-Scale Architectural Lighting that are not made subject to a Controlled Refresh Rate pursuant to this Sign District and which shall permit images, parts, and/or illumination that flash, change, move, stream, scroll, blink, or otherwise incorporate motion at an unrestricted rate.

Non-Digital Display. Any sign that is not a Digital Display.

Office of Historic Resources. The Office of Historic Resources of the Department of City Planning.

Original Building. The five-level, approximately 144,000-square-foot historic 1939 May Company Wilshire department store building, located at 6067 Wilshire Boulevard at the intersection of Wilshire Boulevard and Fairfax Avenue, excluding the 1946 addition.

Original Building Upper Wall. That portion of the Original Building located between the top of the building and the canopy, except for the Wilshire/Fairfax Corner, as shown on Map 2.

Original Building Storefront. That portion of the Original Building located between the canopy and the base of the building, as shown on Map 2.

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. The projecting signs in this Sign District are limited to those existing historic flag poles projecting from the Original Building.

Projected Image Sign. A sign that projects an image 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.

Resnik North Lawn or North Lawn. The lawn area to the north of the New Wing as shown on Map 2.

Sign Support Structure. A structure of any kind or character, erected, used or maintained for a sign, upon which any sign, including, without limitation, any poster, bill, printing, painting, projected image or other message may be placed.

Sign Zones. The locations established by this Sign District to regulate signs as shown on Map 2.

Special Event. An event or exhibition occurring within the Sign District lasting up to three (3) days.

Special Event Sign. A sign advertising a Special Event.

Wilshire/Fairfax Corner. That portion of the Original Building facing the intersection of Wilshire Boulevard and Fairfax Avenue, including a distinctive cylindrical gold tower, located between the top of the building and the Canopy, as shown on Map 2.

SECTION 3. SIGN DISTRICT PURPOSES AND OBJECTIVES.

The purposes and objectives of this Sign District are as follows:

- A. Support and enhance the land uses and urban design objectives in the Wilshire Community Plan and the Miracle Mile Community Design Overlay District;
- B. Provide unique and vibrant signage that will inform and attract visitors regarding the Academy Museum's content and offerings, as well as provide appropriate recognition of the Museum and Museum exhibition and event sponsors;
- C. Establish Sign Zones and provide further regulation of Signs to:
 1. Ensure the quality of the Academy Museum Project's appearance;
 2. Ensure that Signs are responsive to and integrated with the aesthetic character of the structures on which they are located, and are positioned in a manner that is compatible both architecturally and relative to the other signage on-site;
 3. Encourage creative, well-designed Signs that contribute in a positive way to the visual environment of Museum Row, the Miracle Mile District, and the Wilshire Community Plan area in a manner that accentuates the architectural characteristics of the Academy Museum Project;
 4. Ensure that Signs are consistent with the identity established by the Original Building, the New Wing, Museum Row, and the Miracle Mile District, integrated and compatible in scale with the aesthetic character of the structures on which they are located, while maintaining compatibility and sensitivity to surrounding uses; and
 5. Coordinate the location and display of Signs so as to enhance the pedestrian realm, minimize potential traffic hazards, and protect public safety.

SECTION 4. RELATIONSHIP TO CITY LAND USE AND PLANNING REGULATIONS.

The regulations of this Sign District are in addition to those set forth in the planning and zoning provisions of the LAMC and the Miracle Mile Community Design Overlay (CDO). These regulations do not convey any rights not otherwise granted under the provisions and procedures contained in the LAMC or CDO or other relevant ordinances, except as specifically provided for in this Sign District. Wherever this Sign District contains provisions that are different from, more restrictive than, or more permissive than permitted by the LAMC or the CDO Design Guidelines or Standards, this Sign District shall prevail and supersede the other applicable provisions, including, but not limited to, the requirements of Section 14.4 of the LAMC and Standard 1e and Standard 1h of Section 10.A, Standard 6.B of Section 10.F and Standard 9a of Section 7.I of the Design Guidelines and Standards of the Miracle Mile Community Design Overlay District. Unless otherwise specified in this Sign District to the contrary, all Signs shall comply with the following provisions of the LAMC: Section 14.4.4; Chapter II, Article 8, Section 28.00 et seq. (Advertising); Chapter VI, Article 7, Section 67.00, et seq. (Outdoor Advertising Structures, Accessory Signs, Post Signs and Advertising Statuary); and Chapter IX, Article 1, Division 62 (Signs). Unless otherwise specified in this Sign District to the contrary, LAMC Article 4.4 shall apply to the Resnik North Lawn Zone.

SECTION 5. PROCEDURAL REQUIREMENTS.

- A. Requirements.** LADBS shall not issue a permit for a Sign within the Sign District, unless the Sign complies with the requirements of this Sign District and applicable requirements of the LAMC, as determined by the Director through the issuance of an Administrative Clearance, or approval of an exception from these requirements, except where paragraph C below provides that no administrative clearance is necessary. Upon review and concurrence by the Director that the Sign is in substantial conformance with the requirements of Section 6 and, if applicable, Section 7 of this Sign District, and/or any previously approved exception, amendment, or interpretation applicable thereto, the Director shall stamp, sign, and date the permit application plans.
- B. Application.** An applicant requesting review of an Administrative Clearance for one or more signs for conformity with this Sign District, shall submit the following to the Director in accordance with LAMC Section 12.32.S(4)(c):

1. Three copies of the sign plan drawn to scale, indicating the type, height, placement, lettering styles, materials, colors, and lighting methods and indicating conformity with the requirements specified for that sign and location as set forth in Section 6 and, if applicable, Section 7 of this Sign District;
2. A graphic depiction of the location of the sign(s) on the Conceptual Sign Plans and the proposed location of the sign(s);
3. Architectural renderings of the proposed sign(s);
4. A scaled plot plan showing the location and size of all existing and proposed signs;
and

5. An inventory of the square feet of existing permitted signage within the Sign Zone proposed for the sign(s).
- C. Planning Department Review.** No Administrative Clearance or modification thereto or any exception, amendment or interpretation of this Sign District shall be required for: (a) a change in sign advertising or sign text, images or copy to any sign previously issued an Administrative Clearance; (b) any construction for which a permit is required in order to comply with an order issued by LADBS to repair, replace or reconstruct an unsafe or substandard condition; or (c) a modification to any sign, any Sign Support Structure or to the Conceptual Sign Plans that results in a change of a sign from a Digital Display to a Non-Digital Display.
- D. Request for Exceptions from Regulations.** The City Planning Commission shall have initial decision-making authority for granting exceptions from the provisions of this Sign District. An applicant requesting an exception from the provisions of this Sign District shall utilize the procedures for a Specific Plan Exception set forth in LAMC Section 11.5.7.F. In granting an exception, the City Planning Commission shall make all of the following findings, in lieu of the findings set forth in LAMC Section 11.5.7.F.2:
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; and
 3. An exception would not constitute a grant of special privilege.

The City Planning Commission may consult with the Office of Historic Resources in connection with review of requests under this Section 5.D. Adjustments pursuant to Section 11.5.7 of the Code are not permitted.

- E. Signs on Historic-Cultural Monuments and Historic Buildings.** Repairs or alterations to the historic flag poles and storefront window signs shall comply with the Secretary of Interior Standards and shall be approved by the Director of Planning in consultation with the Office of Historic Resources.
- F. Conceptual Sign Plans.** The Director shall refer to the Conceptual Sign Plans and the regulations set forth in Sections 6 and 7 of this Sign District to provide guidance in approving Administrative Clearances and otherwise approving Signs and/or Sign Support Structures within the Sign District.

SECTION 6. GENERAL REQUIREMENTS.

- A. General Requirements of LAMC.** Except as otherwise provided, and without limiting the generality of Section 4 of this Sign District, LAMC Sections 14.4.5 and 14.4.7 through 14.4.15 are superseded by this Sign District. Further, with regard to Architectural Ledge Signs and Projecting Signs located on the Original Building along the Wilshire Boulevard

and Fairfax Avenue facades, LAMC Section 67.02(a) is also superseded by this Sign District.

- B. Prohibited Signs.** Roof Signs, Pole Signs, Banner Signs, and Wall Signs are prohibited on the Original Building, except as specifically authorized herein and as depicted on the Conceptual Sign Plans. Notwithstanding the foregoing, temporary signs may be wall signs as otherwise allowed under LAMC Section 14.4.16.
- C. Permitted Signs.** All Signs for which regulations are provided in Section 7 of this Sign District, and Signs otherwise permitted by the LAMC shall be permitted within the Sign District.
- D. General Sign Location Requirements.** Except as set forth in Sections 6 and 7 of this Sign District, and in LAMC Section 14.4.4.C, signs may be located on any portion of the New Wing and the Original Building within each Sign Zone, subject to the review and approval of the Director through the Administrative Clearance process.
 - 1. A sign, other than a Digital Display Sign, shall be deemed to be in compliance with the requirements of this Sign District with respect to location, provided that such sign is within ten (10) feet on the vertical axis and fifty (50) feet on the horizontal axis from the location depicted on the Conceptual Sign Plans.
 - 2. No Sign shall be placed over the exterior surface of any opening of a building, including its windows, doors, and vents unless the LADBS determines that the Sign would not create a hazardous condition.
 - 3. Signs comprised of mylar or other film-like transparent material, such as perforated vinyl, may be applied directly to windows using materials approved by the LADBS. A sign that is comprised of vinyl or other material may be attached to a wall with an adhesive or mechanical means approved by LADBS.

E. Sign Area.

1. Total Sign Area.

- a. The Total Sign Area available for signs shall be 13,449 square feet; provided, however, that the area of the following types of signs shall be excluded in the calculation of Total Sign Area and in the calculation of Maximum Sign Zone Area in Section 6.E.2:
 - 1. Information Signs;
 - 2. Large-Scale Architectural Lighting, unless such lighting acts to extend a Sign image background over a larger architectural area, in which event the portions of such lighting extending a sign image shall be included in the calculation of Total Sign Area;
 - 3. Temporary Signs; and

- 4. Signs within the Resnik North Lawn Zone, which shall be permitted in accordance with LAMC Article 4.4.
- b. For the purposes of calculating permitted Sign Area and Temporary Sign Area within the Resnik North Lawn Zone, the area of signs within all other sign zones in this Sign District shall not be included in any individual or combined sign area calculation made pursuant to LAMC Article 4.4 for the Resnik North Lawn Zone.
- c. For the purposes of calculating permitted Sign Area and Temporary Sign Area outside the boundaries of this Sign District the area of signs within this Sign District shall not be included in any individual or combined sign area calculation made pursuant to LAMC Article 4.4.

2. Maximum Sign Zone and Individual Sign Area.

- a. The Maximum Sign Zone Area and Individual Sign Area shall be as set forth in Table 6-1 below.

TABLE 6-1 MAXIMUM SIGN ZONE AND INDIVIDUAL SIGN AREA

	Maximum Individual Sign Area		Maximum Sign Zone Area
	Non-Digital Display Signs	Digital Display Signs	
Original Building Storefront	53 square feet	53 square feet	106 square feet
Architectural Ledge	274 square feet	Not Permitted	496 square feet
Original Building Upper Wall	64 square feet	Not Permitted	449 square feet
Wilshire/Fairfax Corner	2,898 square feet	Not Permitted	2,898 square feet
New Wing	1,840 square feet	5,820 square feet	9,500 square feet
Resnik North Lawn	Subject to LAMC Article 4.4	Subject to LAMC Article 4.4	Subject to LAMC Article 4.4
<i>Note: See Section 7.1 below for regulations regarding amount of temporary Projected Image Signs permitted.</i>			

F. Illumination.

1. **Generally.** Signs within the Sign District may be illuminated by either internal or external means. Methods of Sign illumination may include, but are not limited to: 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.
2. **Regulations.** Signs shall meet the following criteria with respect to Illumination:
 - a. The intensity of each Sign display shall be controlled by a photocell with an adjustable set-point that measures available daylight. This set-point shall be used to control the intensity of the Sign output to either the daytime or nighttime brightness standards set forth below.
 - b. The following additional illumination standards shall apply to all illuminated Signs:
 - (i) Illuminance from Signs shall not exceed 32.3 lux (3 footcandles) at the property line of the nearest residential property.
 - (ii) All illuminated Signs shall have a brightness after sunset and before sunrise of no greater than 500 candelas per square meter.
 - (iii) Illuminated Signs and/or luminaires intended to illuminate Signs shall be shielded, reduced in intensity, or otherwise protected from view such that the brightness of a light source within 10 degrees from a driver's normal line of sight shall not be more than 1,000 times the minimum measured brightness in the driver's field of view, except when minimum values are less than 10 footlamberts (fL). If minimum values are below 10 fL, the source brightness shall not exceed 500 fL plus 100 times the angle, in degrees, between the driver's line of sight and the light source.
3. **Illumination Testing Protocol.** Testing to indicate compliance with the regulations of this Sign District and LAMC Section 93.0117 shall be carried out with respect to illuminated Signs in accordance with the illumination testing protocol set forth in the Mitigation Monitoring and Reporting Plan attached to the CEC Specific Plan as the same may be modified in accordance with the CEC Specific Plan. Testing shall be done upon construction of the Sign and results submitted to LADBS for approval prior to using the Sign, and if at any time LADBS has good cause to believe that Sign lighting within the District is not in compliance with the LAMC or this Sign District, LADBS may request, at the expense of the Applicant, that the testing protocol outlined in this section be implemented to determine compliance. If the testing reveals that the Signs are not in compliance with the LAMC, this Sign District, or mitigation measures set forth in the Mitigation Monitoring and Reporting Plan, the Applicant shall promptly adjust the Signs and/or lighting to bring them into compliance.

4. **Refresh Rate.** The minimum required refresh rates for Signs shall be as follows:
 - a. The Non-Controlled Refresh Rate shall apply to: (i) the two Digital Displays in the Original Building Storefront Zone; (ii) the Digital Display in the New Wing; and (iii) Projected Image Signs and Large-Scale Architectural Lighting permitted during Special Events.
 - b. Except as described in Subsection 4.a. above, Large-Scale Architectural Lighting shall be subject to the Controlled Refresh Rate.
 - c. Other than Digital Displays, Projected Image Signs, Large-Scale Architectural Lighting, all Signs and exterior lighting shall remain static.
5. **Sign Hours of Operation.** The hours of operation for signs within the Sign District shall be as follows:
 - a. Non-Digital Displays shall not be subject to restriction on hours of operation.
 - b. The hours of operation for Digital Displays shall be from 9:00 a.m. to 10:00 p.m.
 - c. Except during Special Events, the hours of operation for Large-Scale Architectural Lighting shall be limited from 9:00 a.m. to 10:00 p.m.
 - d. During Special Events, the hours of Projected Image Signs and Large-Scale Architectural Lighting shall be from 9:00 a.m. to 12:00 a.m.
- G. **Hazard Review.** Signs that adhere to the regulations outlined in this Sign District have been determined by the Los Angeles Department of Transportation not to constitute a hazard to traffic and therefore shall be exempted from further Hazard Determination review procedures in LAMC Section 14.4.5.
- H. **New Technologies.** The Director may permit the use of any technology or material which did not exist as of the effective date of this Sign District, if the Director, in consultation with the Office of Historic Resources, if necessary, finds that such technology or material does not conflict with the analysis, project design features, or mitigation measures described in ENV-2013-1531-EIR, or the regulations set forth herein, and provided that the material is authorized by the Building Code.
- I. **Temporary Signs.** Unless otherwise specified in this Sign District, a temporary sign shall comply with LAMC Section 14.4.16.

SECTION 7. STANDARDS FOR SPECIFIC TYPES OF SIGNS.

A. Banner Signs.

1. **General.** Banner Signs shall only be Identification Signs.
2. **Location.** Banner Signs shall be located only on the New Wing and shall not be attached to walls or windows with adhesive.
3. **Number Permitted.** A maximum of two Banner Signs shall be installed on the New Wing at one time. A single Banner Sign may be comprised of multiple separate and disconnected, but proximate, pieces and be considered one Sign, provided the pieces collectively depict one image or message.

B. Digital Displays.

1. **General.** Digital Displays shall be subject to the refresh rate and Illumination regulations set forth in Section 6.F of this Sign District.
2. **Location.** Digital Displays shall only be permitted within the two display boxes located on either side of the Wilshire Boulevard entrance in the Original Building Storefront Zone and in the New Wing Zone.

C. Display Box Signs.

1. **General.** Display Box Signs may be Identification Signs, Digital Displays, Window Signs, or Wall Signs.
2. **Location.** Display Box Signs may be located only in two display boxes located on either side of the Wilshire Boulevard entrance in the Original Building Storefront Zone existing as of the date of this Sign District.
3. **Dimensions.** Notwithstanding LAMC Section 14.4.14.A, Display Box Signs may occupy or be projected onto the entire area of the display box.
4. **Frequency.** Subject to the Total Sign Area and Maximum Sign Zone Area for the Original Building Zone, Display Box Signs are permitted at all times.

D. Identification Signs.

1. **General.** Any type of Sign permitted by this Sign District may be used for Identification Sign purposes, or to display or otherwise inform the public about Exhibitions as defined herein; provided, however, that the Identification Signs on the Original Building indicated on the Conceptual Sign Plans may not be Digital Displays.

Signs displaying information on Exhibits may contain recognition of sponsors of exhibitions, events or attractions occurring on the premises within the Sign District, provided that: (i) the recognition of sponsorship shall be limited to the name or Logo

of the sponsoring entity or entities, which shall be integral to and part of the name of the exhibition, event, or attraction; (ii) the sponsor's name is integral to and a part of the name of the exhibition, event, or attraction; and (iii) the size of the sponsor's name or Logo shall be collectively limited to less than 20% of the total area of the Sign.

2. **Location.** Identification Signs may be located in all Sign Zones.

E. Large-Scale Architectural Lighting.

1. **General.** Large-Scale Architectural Lighting shall contain no text, logos or messages and may serve to highlight or accentuate vertical, horizontal, or other elements of the structure and may be multi-hued and may mark special seasons, weather, or events with unique color arrangements.

2. **Location.** Large-Scale Architectural Lighting shall be permitted in all Sign Zones.

3. **Frequency.** Large-Scale Architectural Lighting shall be subject to the operating hours in Section 6.F.5(c), and up to six (6) Special Events per year subject to the operating hours of Section 6.F.5(d).

F. Projected Image Signs.

1. **Purpose.** Projected Image Signs may be used as occasional whole building projections for the Original Building, coloring the building in a single or multiple colors as an art or cinematic installation, creating the impression of motion or texture, or animating the building regarding events, exhibitions or attractions occurring on the premises.

2. **General.** Projected Image Signs shall not be subject to the regulations set forth in LAMC Section 14.4.4.B.8 and shall not be treated as Digital Displays for purposes of this Sign District.

3. **Location.** Projected Image Signs may cover only the Wilshire Boulevard and Fairfax Avenue facades of the Original Building only as set forth in Section 7.F.4 below. Project Image Signs shall not be permitted on the eastern façade of the Original Building, the southeastern corner of the Original Building or on the New Wing.

4. **Frequency.** Projected Image Signs shall be permitted only during Special Events and during no more than six (6) Special Events each calendar year. Projected Images Signs covering both the Wilshire Boulevard and Fairfax Avenue facades of the Original Building shall be permitted during no more than three (3) of the six (6) Special Events. Projected Images Signs covering only the Wilshire Boulevard or Fairfax Avenue facades of the Original Building shall be permitted during each of the six (6) Special Events.

G. Projecting Signs.

1. **General.** Projecting Signs shall be limited to the existing flag poles of the Original Building and shall be no larger in size than 16' x 4'. The sign area of Projecting Signs visible to the same direction of traffic shall not individually exceed 64 square feet.
2. **Location.** Projecting Signs shall be permitted only on each of the six (6) flag poles on the Original Building existing as of the effective date of this Sign District. No new Projecting Signs shall be permitted. Repair and replacement of the existing flag poles shall be permitted in accordance with Section 5.E of this Sign District.

H. Monument Signs.

1. **General.** Monument Signs shall be limited to a maximum overall length of twenty (20) feet and maximum overall height of ten (10) feet above the natural or finished grade as measured vertically.
2. **Location.** Monument Signs shall be located only in the New Wing Zone.
3. **Number Permitted.** A maximum of two Monument Signs shall be permitted in the New Wing Zone.

SECTION 8. EFFECTIVE DATE.

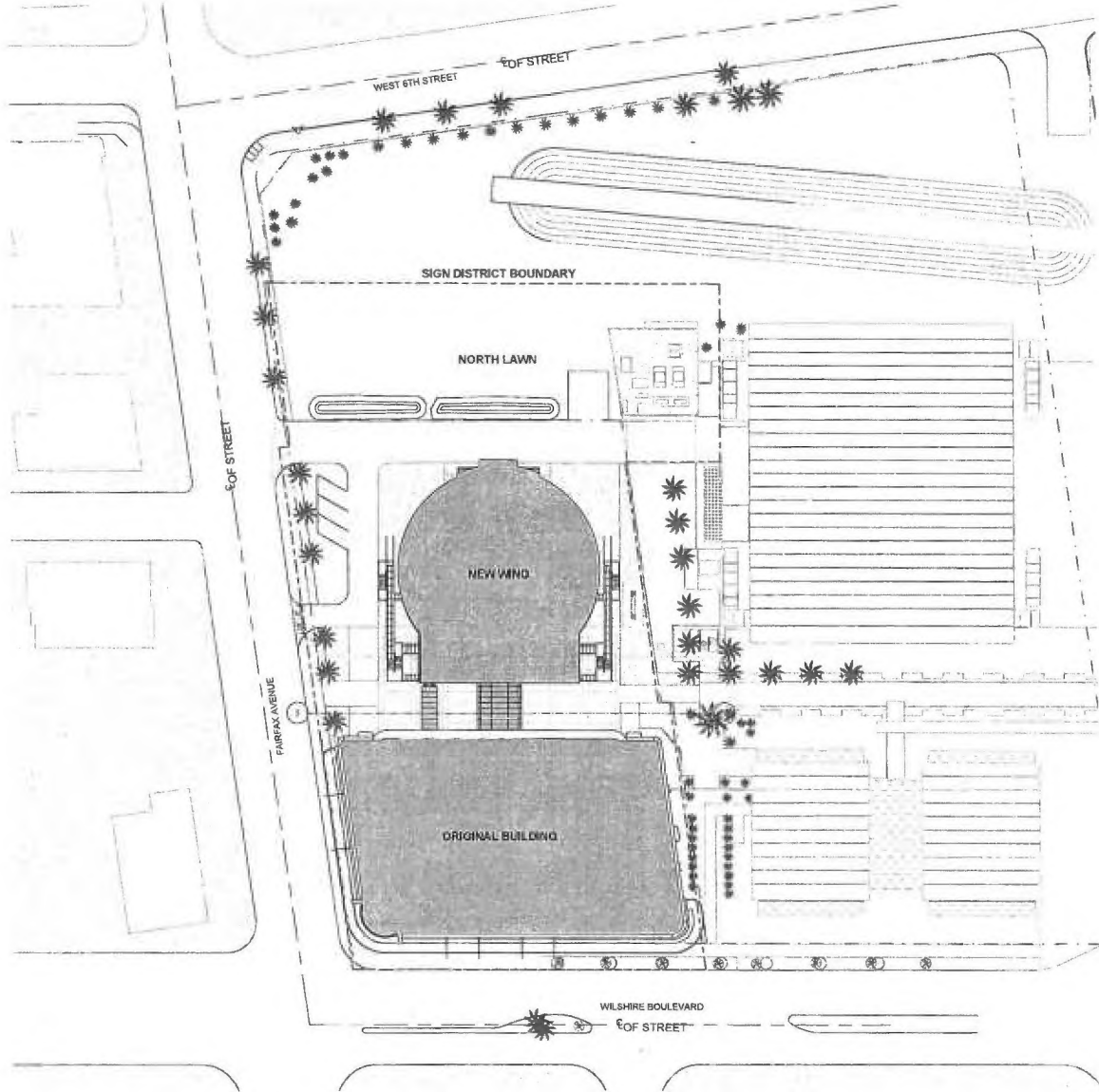
The effective date of these sign rights, as described herein, shall commence when the rehabilitation of the exterior cladding of the Original Building has been completed, and a temporary or permanent certificate of occupancy has been issued; provided that any permit for rehabilitation of the exterior cladding of the Original Building has been approved by the Office of Historic Resources. Until such time, signage shall be limited to that allowed under the LAMC.

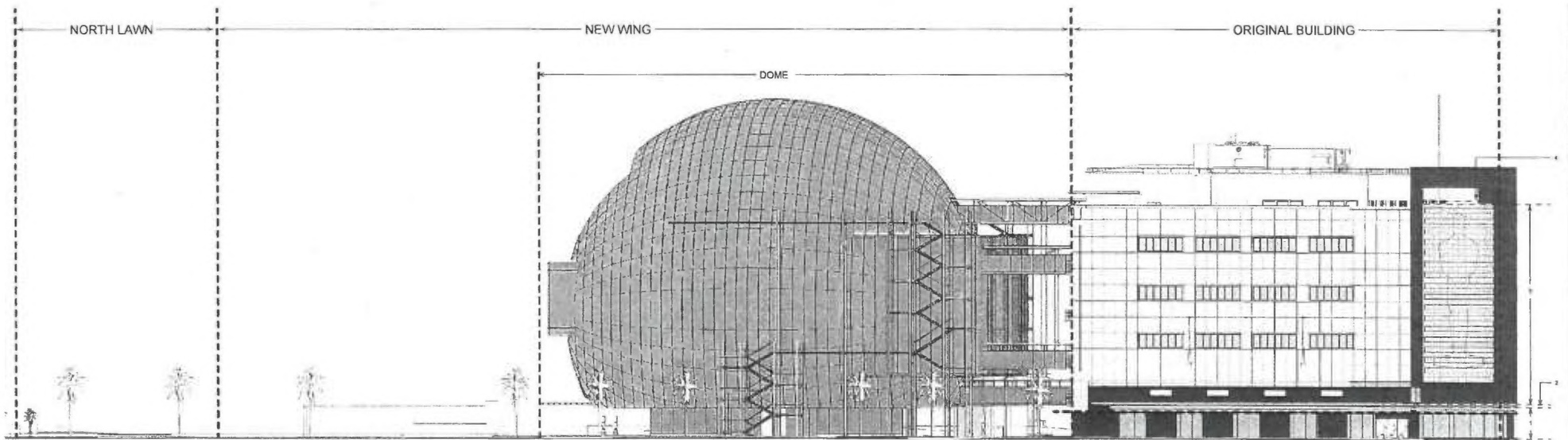
SECTION 9. INTERPRETATION.

Whenever any ambiguity or uncertainty exists related to this Sign District or the application of this Sign District so that it is difficult to determine the precise application of these provisions, the Director shall, upon application by an owner, operator, or lessee, issue written interpretations on the requirements of this Sign District consistent with the purpose and intent of this Sign District. A request for an interpretation shall be filed pursuant to LAMC Section 11.5.7.H.

SECTION 10. SEVERABILITY.

If any provision of this Sign District 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 which can be implemented without the invalid provision, clause or application, and to this end the provisions and clauses of this Sign District are declared to be severable.





- 1- ORIGINAL BUILDING STOREFRONT
- 2- ARCHITECTURAL LEDGE
- 3- ORIGINAL BUILDING UPPER WALL
- 4- WILSHIRE/FAIRFAX CORNER
- 5- NEW WING
- 6- NORTH LAWN

MAP 2

Renzo Piano Building Workshop

15-05-14

Sign District Zones

Sec 11. 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 at its meeting of _____.

HOLLY L. WOLCOTT, City Clerk


By _____
Deputy

Approved _____

Mayor

Approved as to Form and Legality

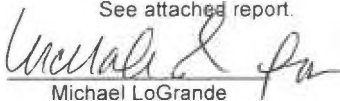
MICHAEL N. FEUER, City Attorney

By 
MICHAEL J. BOSTROM
Deputy City Attorney

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

June 23, 2015

See attached report.


Michael LoGrande
Director of Planning

Date 6-23-15

File No. 15-0721