

ORDINANCE NO. _____

COLISEUM AND SOCCER STADIUM SIGN DISTRICT

**COLISEUM AND SOCCER STADIUM SIGN DISTRICT
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An ordinance establishing the Coliseum and Soccer Stadium Sign District pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code (LAMC), except as may differ herein.

WHEREAS, Exposition Park is the largest public park in the South Los Angeles Community Plan area that enjoys a storied history as the location of numerous significant outdoor civic and sporting events, including the 1932 and 1984 Summer Olympic Games hosted in the Los Angeles Memorial Coliseum (Coliseum), and a variety of indoor events including the boxing competition during the 1984 Summer Olympic Games, Los Angeles Lakers and Clippers home basketball games, and other major events including political conventions, concerts, trade shows, and rallies in the adjacent Los Angeles Memorial Sports Arena (Sports Arena); and

WHEREAS, the University of Southern California (USC) has leased the Coliseum and adjacent surrounding areas including the Sports Arena site from the Los Angeles Memorial Coliseum Commission for 99 years, and the Coliseum currently operates, and will continue to operate, as the home football stadium for the USC Trojans football team for the term of the lease; and

WHEREAS, declining use of the Sports Arena has left the approximately 15-acre Sports Arena site and the surrounding area within Exposition Park underutilized; and

WHEREAS, the USC lease contemplates the redevelopment of the Sports Arena site with a professional soccer stadium and associated ancillary facilities; and

WHEREAS, the Los Angeles Football Club, a professional soccer expansion franchise, proposes to locate its home stadium at the Sports Arena site to replace the underused existing Sports Arena; and

WHEREAS, in addition to the proposed professional soccer stadium (Soccer Stadium), the redevelopment project also would include a museum, conference, office, retail, and restaurant uses that would directly benefit the overall surrounding community, and Exposition Park; and

WHEREAS, the Coliseum, the Sports Arena site, and the adjacent surrounding surface parking lots, are within an area of the City of Los Angeles (City) currently regulated by the Coliseum District Specific Plan originally adopted by the City Council in 2006, and amended in 2009 (Ordinance No. 177558 effective July 2, 2006, as amended by Ordinance No. 180678, effective August 16, 2009), but not including the EXPO Center and those portions of Exposition Park north of Exposition Park Drive containing the Natural History Museum of Los Angeles County, the California Science Center, the California African American Museum, and Jesse Brewer Jr. Park; and

WHEREAS, the redevelopment project authorized by the amendment to the Coliseum District Specific Plan will require a unique and comprehensive signage program, including naming and sponsorship rights, consistent with a state-of-the-art MLS stadium and entertainment venue, and necessary to support the proposed

upwards of \$250 million private investment in the redevelopment project both to attract visitors to the area and attract the investment required to carry out the redevelopment project; and

WHEREAS, even though the Coliseum District Specific Plan, as enacted in 2006 and amended in 2009, authorized the development of signage associated with the Coliseum and in surrounding areas in Exposition Park within the Coliseum District Specific Plan area, with limited approved signage for the Sports Arena site, it is the City's current policy that unique comprehensive signage programs should be approved through a Supplemental Use Sign District rather than being authorized through a Specific Plan; and

WHEREAS, this Sign District Ordinance (Ordinance) has been developed both to incorporate the existing and approved signage for the Coliseum and surrounding areas allowed by the Coliseum District Specific Plan, as well as recognize new signage for the Soccer Stadium redevelopment project in furtherance of goals in the Coliseum District Specific Plan, as well as pending amendments to the Specific Plan, to activate this part of South Los Angeles and Exposition Park as a major sports and entertainment destination in the City; and

WHEREAS, this Ordinance also has been developed to address certain applicable provisions of the California Outdoor Advertising Act (Cal. Business & Professions Code Section 5200, et seq.), which regulates and provides allowances for signage that is associated with major professional sports stadiums and visible from freeways; and

WHEREAS, development of the Soccer Stadium redevelopment project in accordance with the amended Coliseum District Specific Plan will enhance the social, cultural and economic goals of the City, will expand the economic base of the City by providing additional employment opportunities and additional revenues to the region; and will specifically enhance the Exposition Park and South Los Angeles communities by providing public gathering places and a pedestrian friendly environment; and

WHEREAS, the Soccer Stadium redevelopment project including the signage program in this Ordinance is an important priority and presents a major economic opportunity to create good jobs and investment in the City, and in the South Los Angeles community, and to serve as a catalyst for the removal of blight and renewed investment in South Los Angeles as a key business, entertainment and cultural destination similar to the development of the STAPLES Center in the Central City; and

WHEREAS, unique and vibrant signage is required in the Coliseum and Soccer Stadium Sign District both to attract visitors to the South Los Angeles area and to support the investment required to carry out the soccer stadium redevelopment project; and

WHEREAS, this Ordinance has been developed in conjunction with and in furtherance of the amended Coliseum District Specific Plan

NOW, THEREFORE,

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

Section 1. ESTABLISHMENT OF THE COLISEUM AND SOCCER STADIUM SIGN DISTRICT

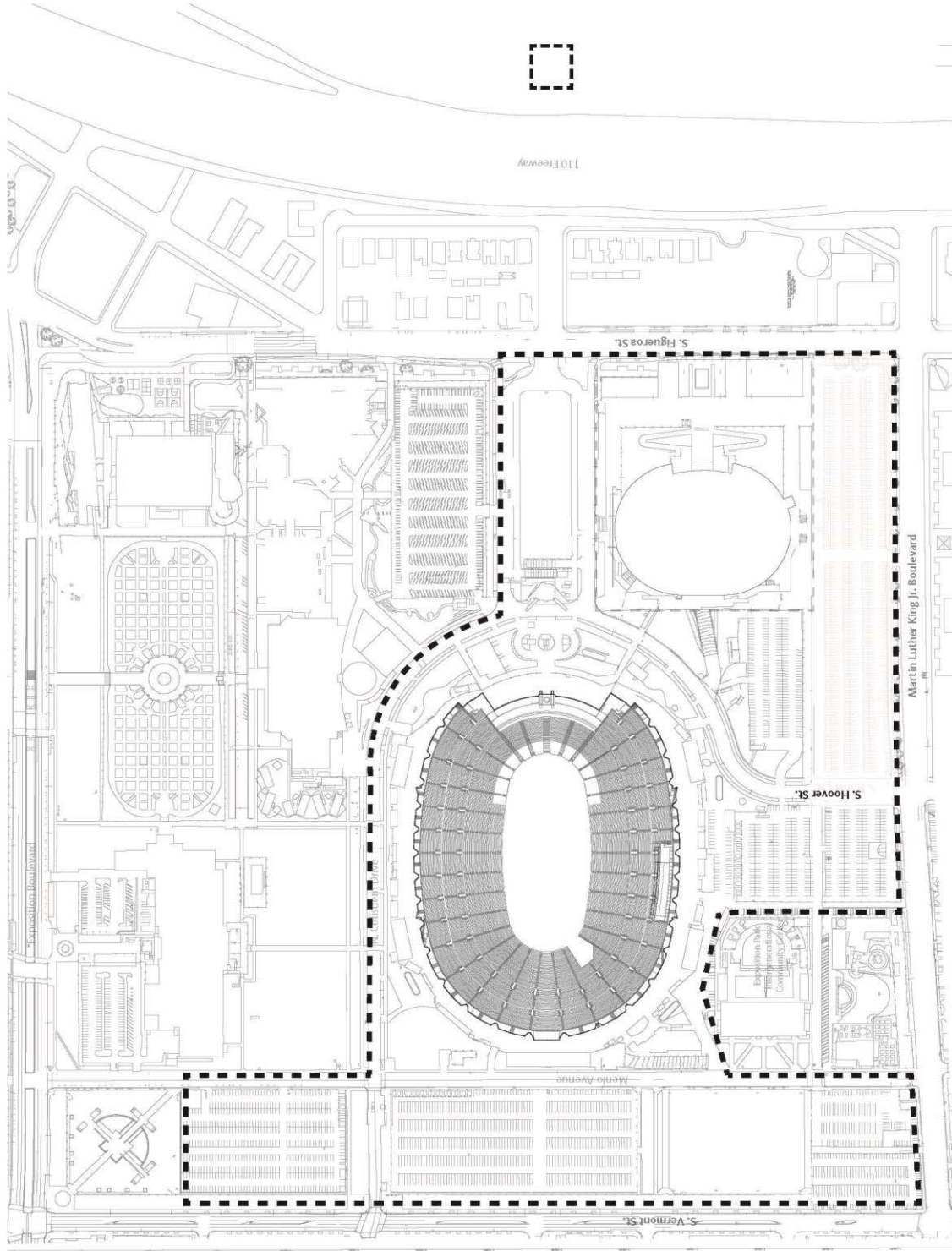
- A. Authority and Scope.** As of the effective date of this Ordinance, the City Council hereby establishes the Coliseum and Soccer Stadium Sign District (District), which shall be applicable to that area of the City subject to the Coliseum District Specific Plan (Specific Plan) (Ordinance No. [_____] effective [date]) shown within the heavy dashed line on Map 1 for the area bounded by Exposition Boulevard on the north, Figueroa Street on the east, Martin Luther King Junior Boulevard on the south and Vermont Avenue on the west, plus the Existing Major Site Sign located easterly of the 110 (Harbor) Freeway, except not including the EXPO Center, which includes the LA84 Foundation / John C. Argue Swim Stadium, and those portions of Exposition Park north of the Coliseum and Christmas Tree Lane north of Exposition Park Drive containing the Natural History Museum of Los Angeles County, the California Science Center, the California African American Museum, and Jesse Brewer Jr. Park. The District encompasses a portion of Exposition Park primarily owned by the State of California (Sixth District Agricultural Association) and subject to a long-term lease to the University of Southern California. Notwithstanding LAMC Section 13.11 B, a Sign District is hereby established in the OS, RD1.5, R4, C2, and [Q]C2, zones encompassing the Coliseum District Specific Plan area and the non-contiguous parcel located east of the 110 (Harbor) Freeway containing the Existing Major Site Sign.
- B. Sign Zones.** This District is subdivided into five Sign Zones as shown on Map 2. The purpose of the Sign Zones is to address the relationship between Sign intensity and the uses surrounding each Sign Zone. The Soccer Stadium and South Parking Lot Sign Zones are divided into Vertical Sign Levels as described in Table 1-1 below. The purpose of the Vertical Sign Levels is to address different Sign viewing distances, including pedestrian views from street level, pedestrian views from a distance, and from vehicles.

Table 1-1 – Vertical Sign Levels

Sign Zone	Height Above Grade
Soccer Stadium Zone	
Vertical Sign Level 1	0 – 35 feet
Vertical Sign Level 2	35 – 100 feet
Vertical Sign Level 3	100 – 115 feet
South Parking Lot Zone	
Vertical Sign Level 1	0 – 35 feet
Vertical Sign Level 2	35 – 50 feet

**Map 1
Coliseum District Sign District Map**

[Map 1 follows this page.]

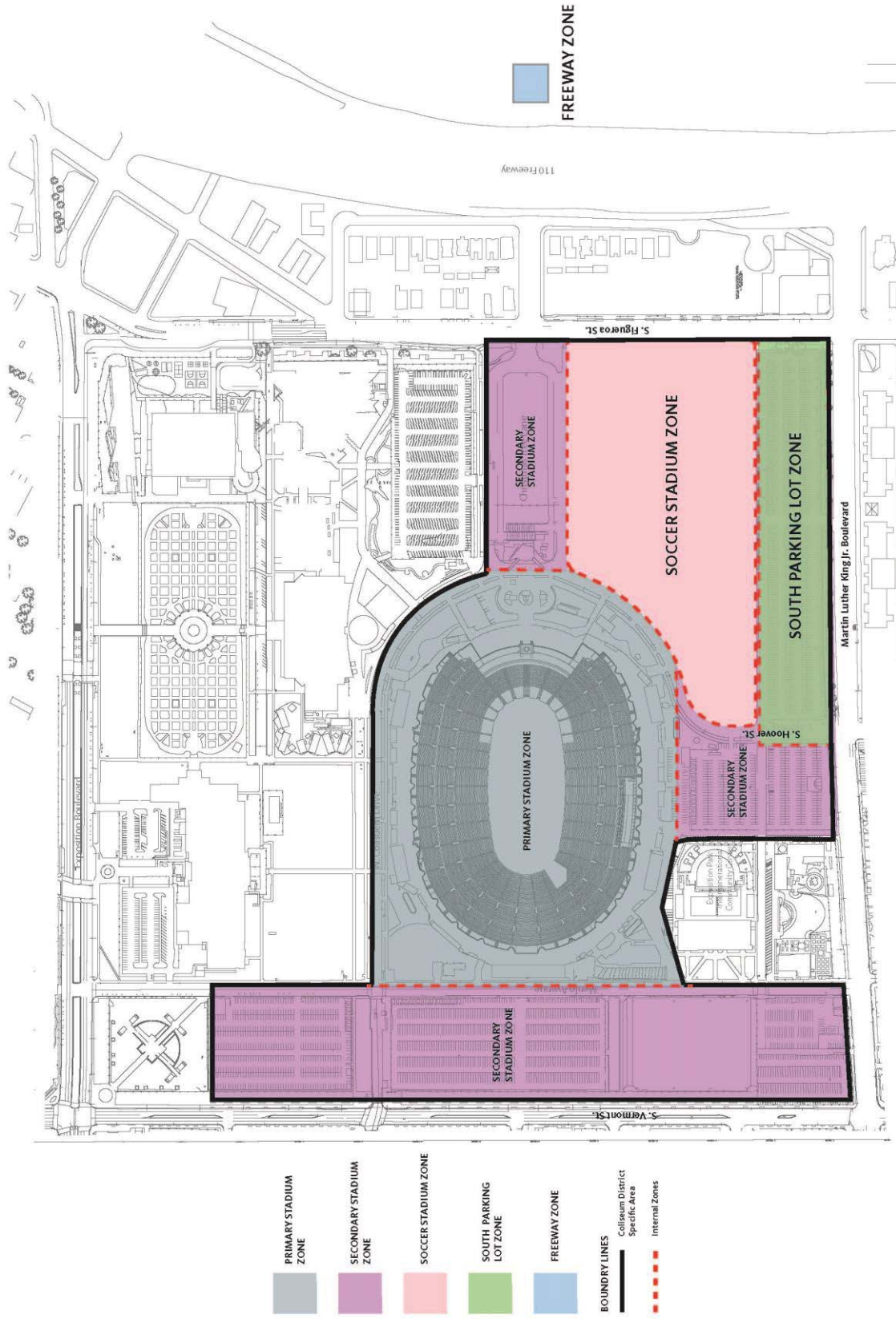


BOUNDARY LINES
 ■■■■■ Sign District Boundary

Map 1 - Coliseum and Soccer Stadium Sign District Map

**Map 2
District Sign Zones Map**

[Map 2 follows this page.]



Map 2 - District Sign Zones Map

Section 2. PURPOSES AND OBJECTIVES

A. Generally. This District provides the regulatory framework for the Signs proposed for the Soccer Stadium and previously allowed for the Coliseum and surrounding areas in connection with the development and uses allowed by the Coliseum District Specific Plan (as amended).

B. Purposes and Objectives.

1. Enable the regulation of Signs within the Coliseum District Specific Plan area located within a portion of Exposition Park in the City by incorporating and augmenting the Sign regulations previously included in the Coliseum District Specific Plan.
2. Support and enhance the land uses and urban design objectives in the South Los Angeles Community Plan and the new Coliseum District Specific Plan.
3. Encourage vibrant, clear, attractive signage that enhances the District while complementing and protecting the character of the surrounding areas by limiting visual clutter.
4. Ensure that new Signs are responsive to and integrated with the aesthetic character of the Coliseum, Soccer Stadium, and Exposition Park in the areas on which they are located, and are positioned in a manner that is compatible both architecturally and relative to other Signs within the District.
5. Encourage creative, well-designed Signs that are part of an integrated development that contribute in a positive way to the District and Exposition Park's visual environment, in a manner that accentuates the architectural characteristics of the Coliseum and Soccer Stadium and reinforces the District's sense of place as a major urban sports and entertainment destination venue, cultural and visitor destination, and an exciting pedestrian experience with a visually attractive character. Additionally, to help maintain an image of quality and excellence for the South Los Angeles Community Plan and Coliseum District Specific Plan areas.
6. Coordinate the location and display of Signs so as to minimize potential traffic hazards and protect public safety.

Section 3. APPLICATION.

A. Relationship to the Los Angeles Municipal Code. This Ordinance regulates Signs within the District. The regulations of this Ordinance are in addition to those set forth in the planning and zoning provisions of the LAMC. Wherever this Ordinance contains provisions that are different from, more restrictive than or

more permissive than permitted by the LAMC, this Ordinance shall prevail and supersede the other applicable provisions, including, but not limited to, the requirements of Section 13.11, et seq., Section 14.4.1, et seq., and Section 91.6201, et seq., of the LAMC. Unless otherwise specified in this Ordinance 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). No application for a permit shall be subject to LAMC Sections 14.4.4 C, 14.4.4 D, 14.4.4 F, 14.4.10 D and E, and 14.4.17 A through G.

- B. On-Site and Off-Site Signs.** All Signs listed in this Ordinance, and all Signs listed in Section 14.4.2 of the LAMC, which are not otherwise prohibited by this Ordinance, shall be allowed. Notwithstanding any other provision of the LAMC or this Ordinance, any Sign within the District may be either an On-Site Sign or Off-Site Sign as such terms are defined in this Ordinance. This Ordinance governs all aspects of Signs that are Off-Site Signs within the District and expressly supersedes Sections 14.4.4.B.11 and 14.4.18 of the LAMC.
- C. Applicability of the Ordinance.** Immediately upon the effective date of the new amendment to the Coliseum District Specific Plan (Ordinance No. [_____]), the rules and regulations established by this Ordinance shall become applicable to the property within the District as shown on Map 1.

Section 4. DEFINITIONS

Whenever the following terms are used in this Ordinance, they shall be construed as defined in this Section. Notwithstanding Section 13.11 of the LAMC, words and phrases not defined herein 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 and implementation of the permitted Signs.

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.

Applicant. Any entity or person, as defined in Section 11.01 of the LAMC, submitting an application for a Sign or Sign Support Structure including for Project Permit Compliance or modification thereto, for Project Permit Adjustment, or for an exception, or amendment to, or interpretation of this Ordinance.

Approved Signs. The Signs listed in Appendix A attached to this Ordinance and Sign Support Structures associated with such Signs, which shall be in the approximate locations shown on the Conceptual Sign Drawings attached as Appendices B and C to this Ordinance approved by the City Council pursuant to

this Ordinance as the same may be modified or amended from time to time in accordance with Section 6.E of this Ordinance.

Architectural Ledge Sign. A Sign with individual Channel Letters, numbers and/or a pre-fabricated image, attached to a horizontal projection forming a narrow shelf on a wall or architectural projection.

Awning Sign. A Sign displayed on a canopy that projects over a deck, door or window of a building.

Banner Sign. A Sign that is generally constructed of fabric, canvas, metal or similar material and that is attached to a pole or building and is fixed in place.

Billboard. Any Sign on one or more poles or columns that:

1. is four feet or greater in height as measured from the natural or finished grade, whichever is higher, to the bottom of the Sign, and
2. is structurally separate from an existing building or other improvement on a lot; and/or
3. is 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. is 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.

Building Face. The general outer surface, not including cornices, bay windows or architectural projections, of any exterior wall of a building.

Building Frontage. The projection of the exterior building walls upon the street used for street frontage, as measured perpendicular to the edge of the street. For walls that are not parallel to the street, the building frontage shall be measured along the wall that, other than open parking spaces, has direct and unimpeded access to the street.

Can Sign. A Sign whose text, logos and/or symbols are placed on the 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. Individually cut letters, numbers or figures, illuminated or non-illuminated, affixed to a building or structure.

Coliseum. The Los Angeles Memorial Coliseum.

Coliseum District Specific Plan. The specific plan (as amended) applicable to the same general area as the District.

Coliseum Identity Sign. A large, monument style identification element identified as Sign 1B in Appendices A and C and as illustrated in Appendix E of this Ordinance.

Coliseum Existing Signs. The Signs and Sign Support Structures historically utilized in the Primary Stadium Zone, including but not limited to, Signs identified as Signs 1C and 1H in Appendices A, D, E and F, Temporary Signs, and Signs existing prior to the Effective Date of this Ordinance.

Conceptual Sign Drawings. The conceptual Sign location plans, elevations, and renderings depicting the approved locations and types of permanent primary Signs within the District attached to this Ordinance as Appendices B and C as the same may be modified or amended from time to time in accordance with Section 6.E of this Ordinance.

Controlled Refresh Rate. Controlled Refresh Rate I, Controlled Refresh Rate II and/or Scrolling Animated Refresh, individually and collectively.

Controlled Refresh Rate I. The refresh rate of a Sign, inclusive of any change in whole or in part of the Sign image, which 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 Rate II. 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, 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 City Planning or his or her designee.

District. The Coliseum and Soccer Stadium Sign District regulated by this Ordinance.

Effective Date. The date upon which this Ordinance becomes effective.

Existing Major Site Sign. The Sign that is currently located easterly of the I-110 Harbor Freeway, identified as Sign 1G in Appendices A, C and D of this Ordinance.

Exposition Park Existing Signs. The Signs and Sign Support Structures historically utilized in the Secondary Stadium Zone and South Parking Lot Zone, including but not limited to, Signs identified as Signs A, B, C, D, E, and F in Appendix D, Temporary Signs, and Signs existing prior to the Effective Date of this Ordinance.

Freestanding Iconic Elements/Statues. Individual structures, which are generally artistic or themed in design, and are related to the Coliseum, Soccer Stadium, tenants of the Coliseum or Soccer Stadium, Coliseum or Soccer Stadium Sponsors, or Exposition Park. These structures may include commercial or non-commercial messages.

Gate Identity Sign. A naming rights identification Sign on Coliseum Ticket Gates, identified as Sign 1F in Appendices A, B, and C and as illustrated in Appendix D of this Ordinance.

Hanging Sign. A Sign with individual Channel Letters and/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 Sign that is limited to a company or athletic team logo, generic type of business, or the name of a business, athletic team, or building, or a common place name for an area, e.g., Exposition Park.

Illuminated Signs. Signs producing lighting emissions, comprised of luminous Channel Letter Signs, front-lit Signs and Digital Displays.

Inflatable Device. A Sign that is a cold air inflated object, which may be of various shapes, made of flexible fabric, resting on the ground or structure and equipped with a portable blower motor that provides a constant flow of air into the device. Inflatable devices are restrained, attached, or held in place by a cord, rope, cable or similar method. The term Inflatable Device shall not include any object that contains helium, hot air or a lighter-than-air substance.

Information Sign. A Sign that is limited to a message giving directions, instructions, menus, selections, building names (including those buildings or areas whose names include the name of an individual or a sponsoring or corporate entity) or address numerals.

Integral Digital Display. A Sign that (a) consists predominately of lower resolution Digital Display(s); (b) is attached directly to and made integral with architectural elements on the facade of a building; and (c) 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. Lighting that is attached directly to and made integral with architectural elements on the facade of a building; and 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 (a) within an interior courtyard, interior concourse or interior plaza of a building or structure or (b) within or immediately adjacent to the seating or field areas of the Coliseum or Soccer Stadium intended to be viewed primarily from the general, club and premium seats within the Coliseum or Soccer Stadium, and suites and concourses within the Coliseum or Soccer Stadium. Interior Signs within the Soccer Stadium shall be located within the area outlined with a heavy solid line as shown on Appendix J of this Ordinance. Interior Signs may be incidentally visible from adjoining streets, public rights-of-way, or any publicly accessible plaza adjacent to a public right-of-way. Interior Signs may include, without limitation, existing scoreboards in the Coliseum, new scoreboards in the Coliseum or Soccer Stadium, Wall Signs, Digital Displays, Large-Scale Architectural Lighting, Captive Balloon Signs, and Inflatable Devices, including but not limited to, those Signs identified as Signs 2A, 2B, 2C, and 2D in Appendices A, B and C of this Ordinance.

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

LAMC. The 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.

Marquee Sign. A Sign displayed on a roof-like structure that projects over the entrance to a building or structure.

Maximum Individual Sign Area. The maximum Sign Area of each individual Sign, which shall be set forth in Table 8-1.

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

Naming Sponsor(s). The primary entity or entities (commercial or non-commercial) or persons for which the Coliseum and/or Soccer Stadium is/are named or identified.

Non-Controlled Refresh Rate. The refresh rate of all Digital Displays and Large-Scale Architectural Lighting that are not made subject to a Controlled Refresh Rate pursuant to this Ordinance 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.

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, offered or occurs elsewhere than within the District.

On-Site Sign. A sign that is other than an Off-Site Sign.

Outdoor Advertising Act. The Outdoor Advertising Act, Cal. Business & Professions Code Section 5200, et seq.

Owner. The owner of the fee interest in the land within any Sign Zone within the District; provided that during the term of any ground lease of land within the Sign Zone pursuant to a lease with an initial term greater than 25 years, the "Owner" also shall be the ground lessee under such ground lease.

Pillar Sign. A freestanding Sign, consisting of rectangular Sign Faces or a sculptural themed shape, that is erected directly upon the existing or artificially created grade and not on any visible poles or posts, with a horizontal dimension that does not exceed twenty five (25) percent of the length of the vertical dimension.

Pole Sign. A freestanding Sign that is erected or affixed to one or more poles or posts and that does not meet the requirements of a Monument Sign or Pillar Sign.

Premises of an Arena. As used in Section 8.L of this Ordinance, for application of the Outdoor Advertising Act the Premises of an Arena shall mean either of the following:

1. A venue for indoor or outdoor sports, concerts, or other events, such as the Coliseum and Soccer Stadium; or
2. Any development project or district encompassing the venue, adjacent to it, or separated from it only by public or private rights-of-way, the boundaries of which have been set by the City. The development project or district must be contiguous and may not extend more than 1,000 feet beyond the arena structure or any structure physically connected to the arena structure.

Project Permit Adjustment. A decision by the Director granting a minor adjustment from certain regulations of this Ordinance, subject to the limitations specified by Section 11.5. 7 of the LAMC and this Ordinance.

Project Permit Compliance. A determination by the Director pursuant to Section 6.D of this Ordinance of a Sign or Structural Sign Support's compliance with this Ordinance either as submitted or with conditions imposed to achieve compliance.

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.

Projecting Sign. A Sign, other than a Wall Sign, that is attached to a building or structure and projects outward and/or upward from the building or structure with one or more Sign Faces approximately perpendicular to the Building Face.

Projection. The distance by which a Sign extends beyond the Building Face.

Rim Sign. A Sign attached to the existing concrete perimeter bowl structure above the historic façade of the Coliseum, identified as Sign 1A in Appendices A, B and C of this Ordinance.

Roof Sign. A Sign erected upon a roof of a building and perpendicular to the ground plane and that is not an Aerial View Sign.

Sandwich Board Sign. A portable Sign consisting of two Sign Faces that connect at the top and extend 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. A type of Digital Display that contains a message composed only of individual letters on a neutral field.

Sign. Any whole or part of a display board, wall, screen, projected image, object, or any other material or medium, used to announce, declare, demonstrate, display or otherwise present a message and attract the attention of the public, but which excludes Exposition Park Existing Signs.

Sign Area. An area circumscribed by the smallest geometric shape created with a maximum of eight straight lines that will enclose all words, letters, figures, symbols, designs and pictures, together with all framing, background material, colored or illuminated areas and attention-attracting devices, forming an integral part of an individual message except that

1. For Wall Signs having no discernible boundary, each of the following shall be included in any computation of surface area: (a) the areas between letters, (b) words intended to be read together and (c) any device intended to draw attention to the sign message.
2. For spherical, cylindrical or other three-dimensional signs the area of the sign shall be computed from the smallest two-dimensional geometrical shape or shapes, which will best approximate the greatest actual surface area visible from any one direction.
3. Sign Support Structures are excluded from the Sign Area calculation if neutral in color.
4. Information Signs, which have less than ten percent (10%) of the Sign Area devoted to the Logo or identification of a Coliseum or Soccer Stadium Sponsor are excluded from the Sign Area calculation.
5. Temporary Signs are excluded from the Sign Area calculation

Sign Face. The surface upon which the Sign message is placed.

Sign Support Structure. A structure of any kind or character, erected, used or maintained for a Sign upon which any poster, bill, printing, painting, Projected Image or other message may be placed.

Sign Zones. The five zones established by this Ordinance to regulate Signs as shown on Map 2 of this Ordinance.

Site Identity Sign. A Sign that identifies or names entities, buildings, structures or activities, which are located or occur within the District. This shall include a Sign that names entries or gateways within the District, identified as Sign 1E in Appendices A and C and as illustrated in Appendix H of this Ordinance. Site Identity Signs shall address, but not be limited to, locations, areas, buildings, structures, activities, the Coliseum, Soccer Stadium, Sponsors of the Coliseum and/or Soccer Stadium, athletic teams, or other activities associated with these entities and facilities. Site Identity Sign shall not include Existing Major Site Sign,

Stadium Freeway Signs, Soccer Stadium Sign (Secondary Site Sign), Coliseum Identity, or Soccer Stadium Identity Signs.

Soccer Stadium. A new professional soccer stadium and ancillary facilities to be located within the Soccer Stadium Zone within the District.

Soccer Stadium Sign (Secondary Site Sign). A Sign that is designed to be viewed from distances by vehicles and pedestrians identified as Sign 1D in Appendices A and C and as illustrated in Appendix G of this Ordinance.

Sponsor. Those entities (commercial or non-commercial) or persons for which the Coliseum and/or Soccer Stadium is/are named or identified and/or those entities (commercial or non-commercial) or persons for which facilities, uses, activities, products or services associated with the Coliseum and/or Soccer Stadium, or other tenants of the Coliseum and/or Soccer Stadium are named or identified. Sponsor includes the Naming Sponsor.

Sponsorship Market Plan. As used in Section 8.L of this Ordinance, for application of the Outdoor Advertising Act a Sponsorship Market Plan means an agreement between the property owner, facility owner, facility operator, or occupant of the Premises of an Arena and a Sponsor pursuant to which the Sponsor is allowed to include its logo, slogan, or advertising on advertising displays and that meets both of the following conditions:

1. The Sponsorship Marketing Plan is for a period of not less than one year.
2. The Sponsorship Marketing Plan grants the Sponsor the opportunity to display its logo, slogan, or advertising in the interior of structures on the Premises of an Arena, or conduct promotions, public relations, or marketing activities on the Premises of an Arena.

Stadium Freeway Sign. A Sign, as described in the Outdoor Advertising Act, Cal. Business & Professions Code Section 5272, intended to be viewed primarily from a freeway on a parcel non-contiguous with the Coliseum District Specific Plan area.

Temporary Sign. Any Sign that is to be maintained for a limited duration, including without limitation, paper signs, Projected Image Signs, and other Signs that are not permanently affixed to the ground or building. Temporary Signs shall be excluded from the calculation of Total Sign Area and applicable Zone Sign Area.

Total Sign Area. The right granted by this Ordinance to construct up to 77,175 square feet of Signs in accordance with the requirements of this Ordinance, excluding the Sign Area of certain Signs as set forth in this Ordinance.

Vertical Sign Levels. The vertical levels established by this Ordinance to regulate Signs by vertical height as measured from adjacent grade as established in Table 1-1 of this Ordinance.

Wall Sign. A Sign on the wall of a building or structure, with the exposed face of the Sign in a plane approximately parallel to the plane of the wall, that has been attached to, painted on, or erected against the wall; or printed on any material which is supported and attached to the wall by an adhesive or other materials or methods.

West End Scoreboard Sign. A Sign that is a major identifying site element to the Coliseum District Specific Plan Area, that is on the back side of the west end scoreboard of the Coliseum, identified as Sign 1C in Appendices A, B and C and shown in Appendix F of this Ordinance, and is designed to be viewed at a significant distance by vehicles and pedestrians.

Window Sign. Any Sign that is attached to, affixed to, leaning against, or otherwise placed within six feet (6') of a window or door in a manner so that the Sign is visible from outside the building. The term Window Sign shall not include the display of merchandise in a store window.

Zone Sign Area. The right granted by this Ordinance to construct up to a specified square footage of Sign Area within each Sign Zone in accordance with the requirements of this Ordinance, excluding the Sign Area of certain Signs as set forth in this Ordinance.

Section 5. PRIOR SIGNS; RIGHTS OF OWNERS TO SIGNS.

- A. Coliseum Owner Sign Rights.** The Coliseum Existing Signs are hereby declared a legal and conforming use and may continue to exist and be constructed, operated, maintained, repaired, replaced or structurally altered by the Owner of the Primary Stadium Zone in accordance with the requirements of Section 91.6216 of the LAMC. The Owner of the Primary Stadium Zone shall have the right to continue to use the Coliseum Existing Signs.
- B. Exposition Park Owner Sign Rights.** The Exposition Park Existing Signs are hereby declared a legal and conforming use and may continue to exist and be constructed, operated, maintained, repaired, replaced or structurally altered by the Owner of the Secondary Stadium Zone and South Parking Lot Zone in accordance with the requirements of Section 91.6216 of the LAMC. The Owner of the Secondary Stadium Zone and South Parking Lot Zone shall have the right to continue to use the Exposition Park Existing Signs, which shall not be subject to this Ordinance.

Section 6. PROCEDURAL REQUIREMENTS.

A. Requirements. LADBS shall not issue a permit for a Sign, a Sign Structure, Sign illumination, or alteration of an existing Sign within the District beyond that authorized by Section 5 unless the Sign complies with:

1. the requirements of this Ordinance as determined by the Director; and
2. applicable requirements of the LAMC that are not otherwise superseded by this Ordinance.

B. Application. An Applicant requesting review of one or multiple Signs for conformity with this Ordinance or, if required or permitted hereby, a Project Permit Compliance or modification thereto, a Project Permit Adjustment, or an exception to, or interpretation of this Ordinance, shall submit the following to the Director in addition to those items specified in Section 11.5.7 B.2(a) of the LAMC:

1. Three copies of the Sign plan drawn to scale, indicating the type, height, placement, lettering styles, materials, colors and lighting methods and specifying the Sign Zone and Vertical Sign Level for the proposed Sign(s) and indicating conformity with the requirements specified for that Sign and location as set forth in Section 8 and, if applicable, Section 9 of this Ordinance;
2. A graphic depiction of the location of the Sign(s) on the Conceptual Sign Drawings;
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. A plan denoting Illuminated Signs prepared by a lighting design expert. The plan shall include maximum luminance levels, photometry denoting the distribution of lumens for the specified signage and the review and monitoring the displays in order to ensure compliance with the regulations set forth in Section 8.1 of this Ordinance.

C. Director Sign-Off. With respect to the following Signs, only a Director sign-off on the permit application shall be required prior to issuance by LADBS of a building permit. Upon review and concurrence by the Director that any Sign described below is in compliance with the requirements of Section 8 and, if applicable, Section 9 of this Ordinance and/or any previously approved exception, amendment or interpretation applicable thereto, the Director shall stamp, sign and date the permit application plans:

1. Any Approved Sign.

2. Large-Scale Architectural Lighting and Integral Large-Scale Architectural Lighting approved pursuant to Section 9.N.1.b of this Ordinance.
3. Any Sign in a location and of a type generally consistent with the Conceptual Sign Drawings attached as Appendices B and C, as the same may be modified from time to time pursuant to Section 6.E of this Ordinance.
4. Any of the following Signs and Sign Support Structures, provided that the Sign and/or Sign Support Structure complies with the applicable requirements of this Ordinance and the LAMC, as determined by the Director and the Sign Area of such Sign does not cause the cumulative square footage of Signs subject to the Total Sign Area and applicable Zone Sign Area calculation to exceed the Total Sign Area and applicable Zone Sign Area provided by this Ordinance:
 - a. Aerial View Signs.
 - b. Architectural Ledge Signs.
 - c. Awning Signs.
 - d. Banner Signs.
 - e. Captive Balloon Signs.
 - f. Hanging Signs.
 - g. Identification Signs.
 - h. Inflatable Devices.
 - i. Monument Signs.
 - j. Pillar Signs, except Signs that are also Digital Displays.
 - k. Projecting Signs.
 - l. Roof Signs.
 - m. Temporary Signs.
 - n. Wall Signs.
 - o. Window Signs.
 - p. Any other Sign and/or Sign Support Structure exceptions described in Section 6.D.2 of this Ordinance.

D. Project Permit Compliance

1. **Required.** Unless subject to the Director sign off process by Section 6.C above of this Ordinance, LADBS shall not issue a permit for the following Signs unless the Director has issued a Project Permit Compliance approval pursuant to the procedures set forth in Section 11.5.7 of the LAMC:
 - a. Any Sign that electronically refreshes its image, lighting or coloring.
 - b. Digital Displays.
 - c. Integral Digital Displays.
 - d. Scrolling Digital Displays.
 - e. Projected Image Signs.
 - f. Soccer Stadium Sign (Secondary Site Sign).
 - g. Stadium Freeway Signs.
 - h. Any other type of sign not listed in Section 6.C of this Ordinance, but excluding Coliseum Existing Signs and Exposition Park Existing Signs.
2. **Exception.** No Project Permit Compliance or modification thereto or any Project Permit Adjustment or any exception, amendment or interpretation of this Ordinance shall be required for:
 - a. construction, operation, maintenance, repair, replacement or structural alteration of any Approved Sign, Identification Sign, Interior Sign or Temporary Sign and each Sign Support Structure associated with such Signs;
 - b. a change in Sign advertising or Sign text, images or copy;
 - c. any construction for which a permit is required in order to comply with an order issued by LADBS to repair or replace an unsafe or substandard condition;
 - d. a modification to any Sign, Approved Sign, any Sign Support Structure or to the Conceptual Sign Drawings that results in
 - (i) a change of a Sign from a Digital Display to a Non-Digital Display, or
 - (ii) relocation of any such Sign if it is consistent with the location requirements in Section 8.C.1 or Section 9.W of this Ordinance and

complies with the Zone Sign Area limitations in Section 8.E and Total Sign Area limitations in Section 8.F of this Ordinance.

3. Definitions. For purposes of any review required by this Ordinance pursuant to Section 11.5.7 of the LAMC, the term "specific plan", wherever used in Section 11.5.7 of the LAMC shall be deemed to refer to this Ordinance and the term "Project" shall be deemed to refer, as the case may be, to a "Sign" or "Sign Support Structure" or to the "Conceptual Sign Plan".

4. Process; Decision-Making Authority. Requests for Project Permit Compliance, or modification thereto, for Project Permit Adjustment or for an exception, amendment or interpretation of this Ordinance shall be made in accordance with the procedures set forth in Section 11.5.7 of the LAMC; provided, however, that notwithstanding the provisions of Sections 11.5.7.B through F and H of the LAMC, in each case where the Area Planning Commission has the authority for initial review, hearing and/or approval of a request for Project Permit Compliance, Project Permit Adjustment, modification to a Project Permit Compliance, or an exception, or interpretation of this Ordinance, the Director shall have initial decision-making authority for granting each of the foregoing.

5. Findings.

a. Project Permit Compliance. In granting a Project Permit Compliance approval for one or more Signs and/or Sign Support Structures, the Director shall make the following findings; provided that with respect to clauses (iii) and (iv) below, which relate to the architectural design or layout of the Signs and Sign Support Structures and not to content, such findings shall be used solely to condition an approval and shall not be used to deny a request for a Project Permit Compliance approval otherwise meeting the requirements of this Ordinance:

(i) the proposed Sign(s) and/or Sign Support Structure(s) comply with the applicable regulations of this Ordinance and any previously or concurrently granted exception, amendment or interpretation applicable thereto;

(ii) the proposed Sign(s) and/or Sign Support Structure(s) incorporates mitigation measures, monitoring measures when necessary, or alternatives identified in the environmental review which would mitigate any potentially significant environmental effect of the Sign(s) and/or Sign Support Structure(s), to the extent physically feasible;

(iii) the proposed Sign(s) and/or Sign Support Structure(s) are appropriately scaled to the architectural character of all buildings

and then-existing Signs, and structures within the applicable Sign Zones; and

(iv) all existing and proposed Signs and Sign Support Structures result in a complementary enhancement to the architecture and open spaces of the applicable Sign Zone.

Issuance of a Project Permit Compliance may be conditioned per the applicable regulations of this Ordinance. In addition, in connection with any request for Director approval of a Project Permit Compliance pursuant to Section 6.D of this Ordinance, the Director may permit the use of any technology or material which did not exist as of the Effective Date, if the Director finds that such technology or material has been made subject to CEQA, if applicable.

b. Adjustments and Exceptions. An application to exceed the development regulations in this Ordinance with respect to any Sign or Sign Support Structure shall be processed in accordance with the procedures for Project Permit Adjustments or for exceptions of this Ordinance, as set forth in this Ordinance and LAMC Sections 11.5.7.E and F. In granting an adjustment or exception to this Ordinance, the Director shall make all of the following findings:

(i) 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;

(ii) strict compliance would deprive the applicant of privileges enjoyed by owners of similarly zoned property; and

(iii) an adjustment or exception, as applicable, would not constitute a grant of special privilege.

6. Appellate Authority. The appeal rights set forth in Section 11.5.7 of the LAMC shall apply to applications made under this Ordinance, except as otherwise modified by this Ordinance. Notwithstanding the provisions of Sections 11.5.7.B through F of the LAMC, in each case where the Area Planning Commission has the authority for appeal of a request for Project Permit Compliance, Project Permit Adjustment, modification to a Project Permit Compliance, or an exception, or interpretation of this Ordinance, such authority shall be vested in the South Los Angeles Area Planning Commission.

E. Conceptual Sign Drawings. The Director shall refer to the Conceptual Sign Drawings in Appendices B and C and the regulations set forth in Sections 8 and 9 of this Ordinance to provide guidance in approving Signs and/or Sign Support Structures within the District. The Conceptual Sign Drawings may be modified or

updated in accordance with this Ordinance by a Director's determination upon a finding by the Director that the Total Sign Area and applicable Zone Sign Area(s) are not exceeded and the Signs depicted by such modifications comply with the regulations set forth in Sections 8 and 9 of this Ordinance, as applicable and are determined by the Director to be within the envelope of environmental impacts analyzed by the Final Environmental Impact Report (SCH No. 2010041059), including the Addendum thereto, or any subsequent environmental document prepared or reviewed and approved by the City.

F. Sign Reduction Program. Prior to the issuance of the building permit for an Off-site Digital Display the Director shall determine that the Applicant has complied with the following Sign reduction requirements:

1. For every square foot of Off-site Digital Display permitted, ten (10) square feet of lawfully permitted Off-site Signs shall be removed from within the South Los Angeles or Southeast Los Angeles community plan areas.
2. A copy of the demolition permit coupled with photographic evidence of removal of the Sign shall be submitted to the Director of Planning prior to any approvals of new Off-site Digital Displays.
3. Given the public benefits the project will bring to the community and the economic challenges to constructing and operating a successful sports venue, the Applicant's obligation to comply with the above Sign reduction requirements shall not exceed three (3) million dollars in payments to third parties for actual Off-site Sign removal. Costs incurred by the Applicant in locating Off-site Signs for removal, hiring consultants, or agents to evaluate or negotiate contracts for Off-site Sign removal or other Off-site Sign soft costs shall not count toward the three (3) million dollar limit. Upon submission of documentation that three (3) million dollars have been spent on actual Off-site Sign removal, the Applicant shall have no further obligation to remove Off-site Signs before permits may be issued for new Off-site Digital Displays.

Section 7. APPROVED SIGNS.

This Ordinance approves and authorizes the construction, operation, and use of Approved Signs without further discretionary action, except subject to Section 6.C of this Ordinance.

Section 8. GENERAL REQUIREMENTS.

A. General Requirements of the LAMC. The intent of this Ordinance is to create a vibrant and animated District, with dynamic and creative signage, including many Signs that are not otherwise permitted by the LAMC. Except as otherwise provide herein, LAMC Sections 28., 28.11, 28.15, 67.02(a) and 67.29 shall be superseded by this Ordinance. Unless otherwise specified in this Ordinance to the contrary, the general sign requirements set forth in the LAMC shall apply to

this Ordinance for permits, plans, design and construction, materials, and maintenance. For Signs in this District, the provisions of this Ordinance shall preempt the regulations in LAMC Sections 14.4.1 et seq. and 91.6201 et seq., relating to height, digital displays, sign area or location. A building permit shall be obtained from LADBS in accordance with the applicable provisions of LAMC, for any signs, sign structures, and/or sign alterations, other than changes to or replacement of copy.

B. Permitted and Prohibited Signs.

- 1. Permitted Signs.** Unless specifically prohibited by this Ordinance and notwithstanding Section 14.4.4.B of the LAMC, Signs defined in Section 4 of this Ordinance, all Coliseum Existing and Exposition Park Existing Signs, and Signs otherwise permitted by the LAMC shall be permitted within the District.
- 2. Prohibited Signs.** Except as otherwise provided, the following Signs shall be prohibited:
 - a. Signs permanently attached, affixed or applied to the historic elements of the exterior of the Coliseum structure, except that Coliseum Identity Signs shall be allowed.
 - b. Billboards, except Billboards that are also Exposition Park Existing Signs.
 - c. Can Signs.
 - d. Conventional plastic faced box, canister, or cabinet signs.
 - e. Formed plastic faced box or injection molded plastic signs.
 - f. Illuminated Architectural Canopy Signs.
 - g. Luminous vacuum formed letters.
 - h. Odor-producing signs.
 - i. Pole Signs, except Information Signs.
 - j. Sandwich Board Signs.
 - k. Any Sign covering the exterior of doors, vents, rescue windows or other openings that serve occupants of buildings.

C. General Sign Location Requirements. The following general Sign location provisions shall be in addition to the provisions set forth in Section 9 of this Ordinance.

1. **Location.** A Sign affixed to a structure shall be deemed to be in compliance with the requirements of this Ordinance with respect to location if the Sign's location is as depicted on the Conceptual Sign Drawings in Appendices B and C, or within ten (10) percent of the height or width of the façade (in feet) of that location. A freestanding Sign shall be deemed to be in compliance with the requirements of this Ordinance with respect to location if that Sign's location is as depicted on the Conceptual Sign Drawings in Appendices B and C, or within fifteen (15) feet horizontally from that location.
 2. **Freeway Exposure.** Signs that adhere to the regulations of this Ordinance are exempt from Sections 14.4.6, 91.6201.6.6 and 80.08.4 of the LAMC.
 3. **Hazard Review.** Signs that adhere to the regulations outlined in this Ordinance shall be exempted from the Hazard Determination review procedures in Section 14.4.5 of the LAMC.
 4. **Outdoor Advertising Act.** All Signs shall continue to be subject to the Outdoor Advertising Act, where applicable, as further described in Section 8.L of this Ordinance.
- D. Interior Signs.** Interior Signs as defined in this Ordinance, including existing scoreboards in the Coliseum, shall be allowed, shall not otherwise be subject to this Ordinance or Article 4.4 of Chapter 1 of the LAMC, and shall not count against the Total Sign Area or Zone Sign Area limitations in this Ordinance. Provided, however, the back of scoreboard Signs, as defined by this Ordinance if the back areas are primarily viewed from areas outside of the Coliseum, shall be subject to this Ordinance. Interior Signs shall only be required to comply with Sections 91.6201.1 through 91.6201.4, and 91.6204.1 of the LAMC, and the review of an Interior Sign plan required by Section 9.M of this Ordinance.

E. Sign Zones.

1. Primary Stadium Zone.

- a. **Allowed Signs.** All Signs, which are allowed by this Ordinance, shall be allowed in the Primary Stadium Zone, except for the following Signs, which shall be prohibited:
 - (i) Entry Monument Sign;
 - (ii) Stadium Freeway Signs; and
 - (iii) Soccer Stadium Sign (Secondary Site Sign).
- b. **Allowed Sign Area.** The Zone Sign Area within the Primary Stadium Zone shall not exceed 10,000 square feet, except that the Sign Area

for the Signs on the back of the scoreboards, Coliseum Identification Signs, Coliseum Existing Signs, and Interior Signs shall not count against this limitation.

(i) **Signs on the Back of the Scoreboards.** The Sign Area for Signs on the back of the scoreboards within the Primary Stadium Zone shall not exceed 7,000 square feet. No individual Sign on the back of the scoreboard shall exceed 3,800 square feet.

(ii) **Coliseum Identification Signs.** The Sign Area for Coliseum Identification Signs, which includes Rim Signs (Sign 1A) and the Coliseum Identity Sign (Sign 1B), within the Primary Stadium Zone shall not exceed 7,000 square feet.

- c. Signs on the back of Coliseum scoreboards. Signs may be located on the back of any Coliseum scoreboard and may be oriented to the outside of the Coliseum, as identified on Appendices A, B, C, E and F of this Ordinance. Scoreboards are multi-dimensional structures that are located within the Coliseum or off-set from the perimeter wall of the Coliseum. The portion of a scoreboard, which is oriented to the interior of the Coliseum, shall not be treated as a Sign and shall not be regulated by this Ordinance. Notwithstanding the provisions of Section 3.A of this Ordinance, a permit for a Sign on the back of a Coliseum scoreboard shall not be subject to the provisions of Section 14.4.5 of the LAMC.
- d. Peristyle Area Sign Limitations. No permanent Signs may be placed on the Peristyle, as identified on Map 2 of this Ordinance. Banners and Projected Image Signs (and other forms of illumination) may be used on the Peristyle. Signs within the Peristyle Plaza, as indicated on Appendix E of this Ordinance, may include:
- (i) Signs on kiosks, carts, temporary concession booths, and broadcast facilities;
 - (ii) Banners;
 - (iii) Inflatable Devices;
 - (iv) Projected Image Signs;
 - (v) Temporary Signs;
 - (vi) Freestanding Iconic Elements / Statues; and
 - (vii) Other Signs to be located within the Peristyle Plaza that are approved by the Director.

2. Secondary Stadium Zone.

- a. Allowed Signs. All Signs, which are allowed by this Ordinance, shall be allowed in the Secondary Stadium Zone, except for the following Signs, which shall be prohibited:
 - (i) Signs on the back of the scoreboards;
 - (ii) Stadium Freeway Signs;
 - (iii) Rim Signs; and
 - (iv) Soccer Stadium Sign (Secondary Site Sign).
- b. Allowed Sign Area. The Zone Sign Area within the Secondary Stadium Zone shall not exceed 10,000 square feet except that the Sign Area for the Exposition Park Existing Signs, Information Signs, and Temporary Signs shall not count against this limitation.
- c. Site Identity Signs. There shall be a maximum of two vehicle entry gate structures within the Secondary Stadium Zone (Sign 1E).

3. Soccer Stadium Zone.

- a. Allowed Signs. All Signs, which are allowed by this Ordinance, shall be allowed in the Soccer Stadium Zone, except for the following Signs, which shall be prohibited:
 - (i) Coliseum Identity Sign;
 - (ii) Stadium Freeway Signs; and
 - (iii) Rim Signs.
- b. Allowed Sign Area. The Zone Sign Area within the Soccer Stadium Zone shall not exceed 37,500 square feet except that the Sign Area for Aerial View Signs, Information Signs, Large-Scale Architectural Lighting and Integral Large-Scale Architectural Lighting, and Temporary Signs shall not count against this limitation. Interior Signs shall not be regulated by this Ordinance and also shall not count against this limitation.
- c. Soccer Stadium Sign (Secondary Site Sign). One Soccer Stadium Sign (Secondary Site Sign) (Sign 1D) shall be allowed in the Soccer Stadium Zone.

4. South Parking Lot Zone.

- a. Allowed Signs. All Signs, which are allowed by this Ordinance, shall be allowed in the South Parking Lot Zone, except for the following Signs, which shall be prohibited:
 - (i) Digital Display Signs facing south;
 - (ii) Coliseum Identity Sign;
 - (iii) Stadium Freeway Signs; and
 - (iv) Soccer Stadium Sign (Secondary Site Sign).
- b. Allowed Sign Area. The Zone Sign Area within the South Parking Lot Zone shall not exceed 7,000 square feet except that the Sign Area for the Exposition Park Existing Signs, Information Signs, and Temporary Signs shall not count against this limitation.

5. Freeway Zone.

- a. Allowed Signs. The Existing Major Site Sign shall be allowed within the Freeway Zone east of the I-110 Freeway. Should the Existing Major Site Sign be removed, a replacement Major Site Sign shall be allowed within the Freeway Zone. In addition, up to three Stadium Freeway Signs may be located in the future on up to three other non-contiguous parcels in an expanded Freeway Zone subject to Director's consideration of the Project Permit Compliance for these Signs required by Section 6.D of this Ordinance. The Existing Major Site Sign and Stadium Freeway Signs may incorporate other types of Sign elements allowed by this Ordinance, including but not limited to, Digital Displays, Channel Letters, and Large-Scale Architectural Lighting.
- b. Allowed Sign Area. The Sign Area of the Existing Major Site Sign and up to three Stadium Freeway Signs shall not count against the Total Sign Area limitation established by Section 8.F.1 of this Ordinance.

F. Sign Area.

1. Total Sign Area and Temporary Sign Rights.

- a. Total Sign Area. The Total Sign Area available for Signs in the District shall be 77,175 square feet, provided, however, that the Sign Area of the following types of Signs shall be excluded in the calculation of Total Sign Area:
 - (i) Aerial View Signs on the Soccer Stadium, which are regulated as to Sign Area pursuant to Section. 9.A of this Ordinance;

- (ii) Existing Major Site Sign, which is regulated as to Sign Area pursuant to Section. 9.G of this Ordinance;
- (iii) Stadium Freeway Signs, which are regulated as to Sign Area pursuant to Section. 9.X of this Ordinance;
- (iv) Information Signs;
- (v) Interior Signs, which are not regulated by this Ordinance except for the review of an Interior Sign plan pursuant to Section 9.M of this Ordinance;
- (vi) Large-Scale Architectural Lighting and Integral Large-Scale Architectural Lighting, unless (a) such lighting includes Logos or (b) such lighting acts to extend a Sign image background over a larger architectural area, in which event the portions of such lighting containing Logos or extending a Sign image shall be included in the calculation of Total Sign Area;
- (vii) Coliseum Existing Signs and Exposition Park Existing Signs;
- (viii) Temporary Signs.

b. Temporary Sign Area. The maximum Sign Area of Temporary Signs authorized by this Ordinance shall be 10,000 square feet.

2. Maximum Individual Sign Area. The Maximum Individual Sign Area shall be as set forth in Table 8-1.

**Table 8-1
MAXIMUM INDIVIDUAL SIGN AREA***

Sign Zone	Non-Digital Display Signs	Digital Display Signs
Soccer Stadium Zone		
Vertical Sign Level 1	1,000 sf	500 sf
Vertical Sign Level 2	3,800 sf	5,600 sf
Vertical Sign Level 3	Limited to Aerial View Signs	Not permitted
South Parking Lot Zone		
Vertical Sign Level 1	500 sf	Not permitted
Vertical Sign Level 2	500 sf	4,000 sf

* Does not apply to Aerial View Signs, Coliseum Existing Signs, Exposition Park Existing Signs, Interior Signs or Temporary Signs.

- G. Minimum Sign Separation.** Except as set forth in Section 8.H of this Ordinance, the minimum separation between Signs shall be as set forth in Table 8-2.

**Table 8-2
MINIMUM SIGN SEPARATION***

Sign Zone	
Soccer Stadium Zone	
Vertical Sign Level 1	4 ft
Vertical Sign Level 2	4 ft
Vertical Sign Level 3	8 ft
South Parking Lot Zone	
Vertical Sign Level 1	4 ft
Vertical Sign Level 2	4 ft

* Does not apply to Coliseum Existing Signs, Exposition Park Existing Signs, Interior Signs or Temporary Signs.

- H. Signs Within More Than One Sign Zone or Vertical Sign Level.** Signs may be located in more than one Sign Zone and more than one Vertical Sign Level, provided that each portion of the Sign contained in each of the Sign Zone or Vertical Sign Level meets the applicable requirements of this Ordinance for that Sign Zone or Vertical Sign Level. In no event shall the Sign Area of an individual Sign exceed the Maximum Individual Sign Area for the Sign Zone or Vertical Sign Level in which the majority of the Sign is located. Adjustments for Identification Signs primarily located within one Vertical Sign Level, and protruding by less than ten (10) linear feet into a second, more restrictive Vertical Sign Level, may be processed to comply with the less restrictive Vertical Sign Level requirements pursuant to a Project Permit Adjustment pursuant to Section 6.D.4 and 6.D.5 of this Ordinance. Where portions of a Sign are subject to differing refresh rates, hours of operation or other regulations, each portion of the Sign shall be subject to the applicable regulations for the Vertical Sign Level in which that portion of the Sign is located. No Sign separations shall be required for a single Sign, which is located in more than one Sign Zone or Vertical Sign Level.

I. Illumination.

- 1. Generally.** Signs within the District may be illuminated by either internal or external means. Methods of Sign 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.

- 2. Regulations.** Signs in the Soccer Stadium Zone and South Parking Lot Zone shall meet the following criteria with respect to illumination:
- a. The intensity of each Sign display shall be controlled with 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 brightness of any Sign that includes neon, neon-like, or LED elements shall be fully dimmable and controlled by a timer, which shall be maintained in good working order.
 - c. All illuminated Signs shall be designed, located, and/or screened so as to minimize light travel onto the exterior walls of residential units and the public right-of-way.
 - d. All light emitting diodes used within any illuminated Sign shall have a maximum horizontal beam spread of 165 degrees. The maximum or peak light output of any Sign shall be at or below horizontal.
 - e. The following additional illumination standards shall apply to all Illuminated Signs in the Soccer Stadium Zone and South Parking Lot Zone:
 - (i) Luminance from Signs shall not exceed 0.3 footcandles above ambient 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 300 candelas per square meter.
 - (iii) All Digital Display Signs shall transition smoothly at a consistent rate from the daytime brightness to the permitted nighttime brightness levels, beginning 45 minutes prior to sunset and concluding 45 minutes after sunset.
 - (iv) All Illuminated Signs shall comply with CALGreen (Part 11 of Title 24, California Code of Regulations).
 - (v) Sign brightness shall be measured at an angle that is within 6 degrees of perpendicular to the Sign Face, and from a distance as defined by the following formula:

$$\text{Measurement Distance (in feet)} = \sqrt{\text{DisplayArea} \times 100}$$

where Display Area is the area of the sign display in square feet.

Measurements shall be performed by a testing agency approved by the Department of Building and Safety, and shall be paid for and

submitted by the Owner of the Sign when requested by that Department.

3. Refresh Rate. The minimum required Controlled Refresh Rate for Signs in the Soccer Stadium Zone and South Parking Lot Zone shall be as follows:
 - a. The Non-Controlled Refresh Rate shall apply to Digital Displays identified as Signs DD.05 and DD.06 in Appendices A and C of this Ordinance.
 - b. Scrolling Digital Displays shall be subject to the Scrolling Animated Refresh Rate.
 - c. Except as described in clauses (a) and (b) above, all Digital Displays shall be subject to Controlled Refresh Rate I.
 - d. The copy of Projected Image Signs shall be subject to Controlled Refresh Rate II.
 - e. Large-Scale Architectural Lighting and Integral Large-Scale Architectural Lighting shall be subject to Controlled Refresh Rate II except that such lighting may be subject to the Non-Controlled Refresh Rate for such lighting that qualifies as Interior Signs as defined in this Ordinance and lighting for certain special events if authorized by a determination of the Director.
 - f. Other than Coliseum Existing Signs, Exposition Park Existing Signs, Digital Displays, Integral Digital Displays, Scrolling Digital Displays, Projected Image Signs, Large-Scale Architectural Lighting, Integral Large-Scale Architectural Lighting and Temporary Signs, all Signs and lighting shall remain static.
4. Sign Hours of Operation.
 - a. Non-Digital Displays shall not be subject to restriction on hours of operation.
 - b. The hours of operation for Digital Displays and Integral Digital Displays in the Soccer Stadium Zone and South Parking Lot Zone shall be as set forth in Table 8-3, except that when an event is held in the Soccer Stadium, such signs shall be turned off two hours following the end of the event or at 11:00 pm, whichever is later. In no instance, regardless of the end time of the event, shall such signs operate past 2:00 am, except for Digital Display Sign DD.05, which shall be turned off at 11:00 pm everyday including on event days.

- c. Digital Display Sign DD.07 shall only be operated (i) on days when an event is held in the Soccer Stadium; and (ii) on days when special events occur in Exposition Park in connection with those special events, which shall be coordinated through an Event Hospitality Management Plan to be developed and implemented by the Applicant and the Office of Exposition Park Management.

Table 8-3

PERMITTED HOURS OF OPERATION FOR DIGITAL DISPLAYS*

Sign Zone and Vertical Sign Level	Controlled Refresh Rate	Non-Controlled Refresh Rate
Soccer Stadium Zone		
Vertical Sign Level 1	Dawn to 11:00 PM**	Dawn to 11:00 PM**
Vertical Sign Level 2	Dawn to 11:00 PM**	Dawn to 11:00 PM**
Vertical Sign Level 3	Not Permitted	Not Permitted
South Parking Lot Zone		
Vertical Sign Level 1	Dawn to 11:00 PM**	Not Permitted
Vertical Sign Level 2	Dawn to 11:00 PM**	Not Permitted

* Does not apply to Coliseum Existing Signs, Exposition Park Existing Signs, and Interior Signs.

** Except later hours as allowed by clause (b) above when events occur in the Soccer Stadium.

J. Materials. The materials, construction, application, location and installation of any Sign shall be in conformity with the Los Angeles Building Code and the Los Angeles Fire Code and shall be subject to the following requirements:

1. Signs shall not use highly reflective materials such as mirrored glass.
2. A Sign that is comprised of vinyl or other material may be attached to a wall with an adhesive approved by the Fire Department or by mechanical means approved by LADBS.
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 Fire Department.
4. All new Signs and Sign Support Structures shall be made of noncombustible materials or plastics approved by both the Fire Department and LADBS. In the case of new or untested materials, the Applicant shall submit a sample of a Sign's material to both the Fire Department and LADBS for approval.

K. Visual Maintenance. All Signs shall be maintained to meet the following criteria at all times:

1. The building and ground area around all Signs shall be properly maintained. All unused mounting structures, hardware, and wall perforation from any abandoned Sign shall be removed and building surfaces shall be restored to their original condition.
2. All Sign copy shall be properly maintained and kept free from damage and other unsightly conditions, including graffiti.
3. All Sign Support Structures shall be kept in good repair and maintained in a safe and sound condition and in conformity with all applicable codes.
4. Razor wire, barbed wire, concertina wire, or other barriers preventing unauthorized access to any Sign, if any, shall be hidden from public view.
5. The Sign copy must be repaired or replaced immediately upon tearing, ripping, or peeling, or when marred or damaged by graffiti.
6. No access platform, ladder, or other service appurtenance, visible from the sidewalk, street, or public right-of-way, shall be installed or attached to any Sign Support Structure.
7. Signs that are no longer serving the current tenants, including Sign Support Structures, shall be removed and the building facades originally covered by the Signs shall be repaired and/or resurfaced with materials and colors that are compatible with the facades.
8. Any Sign that includes individual or corporate names as part of the building identification shall be designed so as to present internally consistent and internally proportionate Sign copy.
9. Signs that include individual or corporate names shall utilize lettering size and styles which are generally uniform, in order that all words or names within the Sign are not of a significantly different scale than the rest of the Sign copy.

L. Outdoor Advertising Act. Signs that are both visible from and located within 660 feet from the edge of the right-of-way of interstate highways or primary highways shall continue to be subject to the Outdoor Advertising Act, as applicable or later amended. The Outdoor Advertising Act exempts from certain requirements Signs that are associated with an arena capable of providing a venue for professional sports on a permanent basis that have a capacity of 15,000 or more seats, such as the Coliseum and Soccer Stadium, and that meet the following standards:

1. The Signs must be used to advertise products, goods, or services sold by persons on the Premises of an Arena on a regular basis, or to advertise any products, goods, or services marketed or promoted on the Premises of an Arena subject to one or more Sponsorship Marketing Plan(s);
2. If located on the Premises of an Arena, the Signs must be authorized by an ordinance adopted by the City, such as this Sign District, that establishes regulations that include, at a minimum, all of the following:
 - (i) The number of Signs and total Sign Area allowed, which are set forth in Sections 8.E and 8.F of this Ordinance.
 - (ii) The Maximum Individual Sign Area, which is set forth in Sections 8.F Table 8-1 and Sections 8 and 9 of this Ordinance.
 - (iii) The minimum Sign separation, which is set forth in Section 8.G Table 8-2 of this Ordinance.
 - (iv) Illumination restrictions and regulations, including signage refresh rate, scrolling, and brightness, which are set forth in Section 8.I of this Ordinance.
 - (v) Illuminated Sign hours of operation, which is set forth in Section 8.I of this Ordinance.
3. If located off the Premises of an Arena, the Signs must be authorized by, an ordinance adopted by the City, such as this Sign District, bear the name or logo of the arena, and be visible when approaching offramps from the interstate, primary, or state highways used to access the Premises of an Arena. Such Signs are regulated by the provisions governing Stadium Freeway Signs set forth in Section 9.X of this Ordinance.

Section 9. STANDARDS FOR SPECIFIC TYPES OF SIGNS.

A. Aerial View Signs.

1. General. Aerial View Signs shall be limited to the roof structures of the Soccer Stadium and the roof of the ancillary areas of the Soccer Stadium as shown on the Conceptual Sign Drawings in Appendix C.
2. Area.
 - a. Aerial View Signs on the Soccer Stadium shall not individually exceed 2,200 square feet and shall not collectively exceed 9,300 square feet.
 - b. Aerial View Signs shall not be included in the Zone Sign Area or Total Sign Area.

B. Architectural Ledge Signs.

1. General.

- a. Individual letters or numbers no taller than eight feet (8') or a Logo no taller than eight feet (8') may stand atop a ledge.
- b. Solid panels are not permitted as Architectural Ledge Signs.
- c. Architectural Ledge Signs 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. Dimensions.

- a. Height. The bottom of the ledge on which an Architectural Ledge Sign is located shall be at least seven feet six inches (7'-6") above the natural or finished grade as measured vertically. The bottommost portion of a Sign suspended from an architectural ledge shall be at least seven feet six inches (7'-6") above the natural or finished grade as measured vertically.
- b. Suspension. Supports that are constructed for the purpose of supporting an Architectural Ledge Sign may not exceed thirty six inches (36") 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 twelve inches (12") in width as measured horizontally.

3. Projection. A ledge designed to support an Architectural Ledge Sign may project a maximum of thirty six inches (36") from the Building Face where the Sign is located.

C. Awning Signs. Awning Signs shall comply with the requirements of the LAMC.

D. Banner Signs.

1. General.

- a. Banner Signs shall be used to identify events, facilities, activities or sponsors associated with the Coliseum, Soccer Stadium, Naming Sponsor(s), tenants of the Coliseum, Soccer Stadium, or Exposition Park.
- b. Banner Signs may be erected for an unlimited period of time and may be changed from time to time and are not restricted by the time period for Temporary Signs.

- c. A maximum of twenty five percent (25%) of a Banner Sign may contain a commercial Logo, company name and/or other commercial message; provided, however, the Coliseum, Soccer Stadium, and Naming Sponsor(s) shall not be subject to the twenty five percent (25%) limitation.

2. Location.

- a. Banner Signs may be attached to a building, but may not cover doors, vents, rescue windows, or other openings that serve occupants of the building.
- b. Banner Signs shall not be attached to walls or windows with adhesive.

E. Captive Balloon Signs.

1. General.

- a. Captive Balloon Signs shall be Temporary Signs and shall not be included in the calculation of Zone Sign Area or Total Sign Area.
- b. Captive Balloon Signs shall be equipped with a deflation device as may be required by LADBS or the Fire Department.

2. Location. Captive Balloon Signs may not be attached to the Coliseum.

F. Digital Displays.

1. General. Digital Displays shall be subject to the refresh rate and illumination regulations set forth in Section 8.I of this Ordinance.

2. Location.

- a. Digital Display Signs in the Soccer Stadium Zone may be located as shown on Conceptual Sign Drawings in Appendix C, except for variations from such locations as allowed by Section 8.C of this Ordinance.
- b. A Freestanding Digital Display Sign with two Sign Faces may be located in the northeast corner of the Soccer Stadium Zone identified as Sign ID.03 as shown on Conceptual Sign Drawings in Appendix C and illustrated in Appendix I.
- c. A Freestanding Digital Display Sign with two Sign Faces may be located in the southeast corner of the South Parking Lot Zone with Sign Faces directed east and west identified as Sign DD.10 as shown on Conceptual Sign Drawings in Appendix C and illustrated in Appendix G.

- d. Digital Displays that are Interior Signs shall not be subject to regulation by this Ordinance or Article 4.4 of Chapter 1 of the LAMC.
- e. Notwithstanding subparagraph (a) above, the freestanding Digital Display Signs identified as Signs DD.09 shall be limited to a maximum of five (5) Signs along the east side of the Soccer Stadium and eight (8) Signs along the north side of the Soccer Stadium as shown on Conceptual Sign Drawings in Appendix C.
- f. The Digital Display Sign identified as Sign DD.08 as shown on Conceptual Sign Drawings in Appendix C shall face east toward Figueroa Street.

3. Illumination. Digital Displays that are not Interior Signs shall comply with the illumination requirements in Section 8.I of this Ordinance.

G. Existing Major Site Sign.

1. General.

- a. The Existing Major Site Sign, as shown on Appendices A, C and D of this Ordinance, shall not be limited by this Ordinance, unless the Existing Major Site Sign is substantially remodeled or replaced.
- b. Replacement of the video or messaging elements of the Existing Major Site Sign with new elements or messaging shall not be considered a remodeling or replacement of the Sign as long as the height and width dimensions of the existing Sign are not exceeded.
- c. This Sign may incorporate other types of Sign elements allowed by this Ordinance, including but not limited to Digital Display and Channel Letters.

H. Hanging Signs.

1. General.

- a. A Hanging Sign shall consist of individual letters or numbers no taller than seventy two inches (72"), or a Logo no taller than seventy two inches (72"); provided that within the first twenty feet (20') above finished grade, individual letters or numbers and Logos shall not exceed twenty four inches (24") in height. Such letters, numbers, or Logo shall be suspended from a ledge.
- b. Solid panels are not permitted as Hanging Signs.

- c. Hanging Signs 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. Dimensions. The lowest portion of a suspended Hanging Sign shall be at least seven feet six inches (7'-6") above the finished grade as measured vertically.

3. Projection. A ledge designed to support a Hanging Sign may project a maximum of thirty six inches (36") from the Building Face where the Sign is located and a Hanging Sign shall project no more than forty eight inches (48") from the Building Face.

I. Identification Signs.

1. General. An Identification Sign may take the form of any type of Sign permitted by this Ordinance.

2. Sign Area. Individual Signs shall be only limited in Sign Area to be within the Zone Sign Area limitation for the applicable Sign Zone and the Total Sign Area allowed in the District and may vary in size from the Sign Areas listed in Appendix A of this Ordinance.

3. Location.

- a. Identification Signs may be located in all Sign Zones unless restricted by regulations in this Ordinance applicable to the particular type of Sign.
- b. Identification Signs are permitted to break the plane of a roof. Any portion of an Identification Sign that reaches above the plane of a roof shall consist of free-standing letters or characters that are not applied or attached to any background structure, building, or material, except as necessary for support.

J. Inflatable Signs.

1. General.

- a. An Inflatable Sign is a Temporary Sign and shall not be included in the calculation of Zone Sign Area or Total Sign Area.

- b. An Inflatable Sign shall be equipped with a rapid deflation device acceptable to LADBS and shall be anchored sixty inches (60") off the ground.
- c. An Inflatable Sign shall not contain any text message except for the name of the business or event for which it is displayed, and may include the name of one or Naming Sponsors.

2. Location.

- a. Inflatable Signs may be allowed in any Sign Zone except the Freeway Zone.
- b. Inflatable Signs may be attached to a building, except the historical elements of the Coliseum, and shall not cover doors, vents, rescue windows, or other openings that serve occupants of the building.

K. Information Signs.

1. Location. Information Signs shall not be limited as to location, except that Information Signs that are Pillar Signs shall not interfere or present a hazard to pedestrian or vehicular traffic.

L. Integral Digital Displays.

1. General. Integral Digital Displays are a subset of and shall be regulated as Digital Displays except as otherwise specifically set forth in this Ordinance.

2. Location. Integral Digital Displays shall be integral with the façade of the Soccer Stadium generally consistent with the locations of Integral Digital Displays as shown on the Conceptual Sign Drawings in Appendix C of this Ordinance, except for variations from such locations as allowed by Section 8.C of this Ordinance.

3. Illumination. Integral Digital Displays shall comply with the illumination requirements of Section 8.I of this Ordinance.

M. Interior Signs.

1. General. Interior Signs shall not be regulated by this Ordinance or Article 4.4 of Chapter 1 of the LAMC except that prior to LADBS issuance of a final certificate of occupancy for the Soccer Stadium, the Applicant shall submit to the Director an Interior Sign plan for the Director's review and approval indicating the size, placement, and lighting methods of all Interior Signs to confirm:

- a. that all Interior Signs are consistent with the definition of Interior Sign provided in this Ordinance; and

- b. that no Interior Sign conflicts with any other applicable regulations in this Ordinance.

N. Large-Scale Architectural Lighting and Integral Large-Scale Architectural Lighting.

1. General.

- a. Large-Scale Architectural Lighting 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.
- b. Large-Scale Architectural Lighting may be approved at the time of building design development by a Director's determination and if so approved, shall not be subject to the requirements of Section 6.D of this Ordinance.
- c. Integral Large-Scale Architectural Lighting is a subset of Large-Scale Architectural Lighting and shall be regulated as Large-Scale Architectural Lighting except as otherwise specifically set forth in this Ordinance.

2. Refresh Rate.

- a. On the exterior of the Soccer Stadium, Large-Scale Architectural Lighting shall be consistent with Controlled Refresh Rate II and shall be considered a non-animated lighting element.
- b. In the interior of the Soccer Stadium, Large-Scale Architectural Lighting may have a Non-Controlled Refresh Rate and may be utilized in an animated fashion.

3. Area. Large-Scale Architectural Lighting shall be exempt from the calculation of Zone Sign Area and Total Sign Area for purposes of this Ordinance, except that Large-Scale Architectural Lighting that acts to extend a Sign image background over a larger architectural area shall be included in the calculation of Zone Sign Area and Total Sign Area.

O. Marquee Signs.

1. General.

- a. Marquee Signs may be Digital Display or Non-Digital Display Signs.
- b. Wall Signs located on any marquee shall be affixed to and shall not extend above or below the structure comprising the marquee. Cloth or Banner Signs or drop-roll curtains may be suspended below the

marquee and may extend within seven feet and six inches (7'-6") of the natural or finished grade as measured vertically.

P. Monument Signs.

1. Area. Monument Signs shall not be limited in individual Sign Area, except as may be limited by this Ordinance.

2. Height. Monument Signs shall be limited to a maximum overall height of eight feet (8') above the natural or finished grade as measured vertically.

3. Location. There shall be no limitation on the location of a Monument Sign relative to any another Sign, except that the location of any Monument Sign shall not interfere or present a hazard to pedestrian or vehicular traffic.

Q. Pillar Signs.

1. Location.

a. A Pillar Sign shall be set back at least ten feet (10') from an intersection of two roadways and/or a driveway and roadway and shall not interfere with or present a hazard to a hazard to pedestrian or vehicular traffic.

b. There shall be no limitation on the location of a Pillar Sign relative to any another Sign, except that the location of the Pillar Sign shall not interfere or present a hazard to pedestrian or vehicular traffic.

2. Dimensions. A Pillar Sign shall not exceed the dimensions as shown in Appendix A of this Ordinance.

R. Projected Image Signs.

1. General.

a. Projected Image Signs shall not be classified as Digital Signs for implementation of this Ordinance.

b. Projected Image Signs shall be subject to the Refresh Rates in Section 8.1.3 of this Ordinance.

S. Projecting Signs.

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 permitted on that portion of a Projecting Sign that is parallel to the Building Face.

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 twenty feet (20'), measured horizontally, between a Projecting Sign and any other type Sign, except for a Identification Sign, Information Sign, Wall Sign, Window Sign.

3. Dimensions.

- a. A Projecting Sign shall not exceed eighty feet (80') 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 twenty percent (20%) of the overall height of the Sign and in no event shall exceed six feet (6'). 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 Building Face shall exceed forty eight inches (48") 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 thirty percent (30%) of the total vertical height of the Projecting Sign. In no event shall a Projecting Sign extend higher than 120 feet from grade.

T. Roof Signs.

1. General. Roof Signs shall consist of free-standing Channel Letters, characters or Logos that are not applied or attached to any background structure, building, or material, except as necessary for support.

2. Height. Roof Signs shall not exceed ninety six inches (96") in height.

3. Location. The plane of the Sign Face of a Roof Sign shall be approximately parallel to the Building Face.

U. Scrolling Digital Displays.

1. Location.

- a. A Scrolling Digital Display shall be limited to the Soccer Stadium Zone.
- b. A Scrolling Digital Display shall not cover the exterior of doors, vents, rescue windows or other openings that serve occupants of buildings.
- c. The uppermost portion of a Scrolling Digital Display shall be a maximum of fifty feet (50') above the natural or finished grade as measured vertically.

2. Height. A Scrolling Digital Display Sign shall not exceed ten feet (10') in vertical height dimension.

V. Site Identity Signs.

1. Location. Two vehicle entry gate structures which shall only be located at the perimeter entrances to the District, as shown on Appendices A, C, and H of this Ordinance and may be used for Naming Sponsor(s).

W. Soccer Stadium Sign (Secondary Site Sign).

1. General. One Soccer Stadium Sign (Secondary Site Sign) shall be allowed in the Soccer Stadium Zone.

2. Location. The Soccer Stadium Sign shall be generally located as shown on the Conceptual Sign Drawings in Appendix C and conceptually illustrated in Appendix G of this Ordinance, except that the final orientation and placement of the Sign may be adjusted up to fifty (50) feet horizontally as part of the Director's consideration of the Project Permit Compliance for this Sign required by Section 6.D of this Ordinance.

3. Height. The Soccer Stadium Sign may be a maximum of 100 feet in height, as measured from adjacent grade. Adjacent grade shall include any earthen berm that is provided as a foundation for the Sign.

4. Sign Area. The Soccer Stadium Sign may be multi-sided. The Sign Area for the Soccer Stadium Sign shall not exceed a combined sign area of 6,000 square feet.

5. Dimensions. The Soccer Stadium Sign shall have a 3.5:1 vertical to horizontal orientation.

6. Landscaping. Landscaping shall be provided at the base of the Sign, and a landscaping plan shall be approved by the Director prior to issuance of a building permit for the sign.

7. Design. The Soccer Stadium Sign shall be free-standing and mounted on the ground. Columns, poles or uprights used as its primary structural support shall be architecturally treated and themed. The Soccer Stadium Sign may incorporate a sculptural or themed shape or other types of Sign elements allowed by this Ordinance, including but not limited to Digital Display and Channel Letters.

X. Stadium Freeway Signs.

1. General.

- a. A maximum of three Stadium Freeway Signs are allowed by this Ordinance in addition to the Existing Major Site Sign. An amendment of this Ordinance shall be required to add the locations of such additional Stadium Freeway Signs to the District.
- b. The specifics of a Stadium Freeway Sign shall be considered during the Project Permit review for each sign including future environmental review pursuant to the California Environmental Quality Act, but shall be limited to two sign faces and shall be separated a minimum of 500 feet from another Stadium Freeway Sign.
- c. The Stadium Freeway Signs may incorporate other types of Sign elements allowed by this Ordinance, including but not limited to Digital Display and Channel Letters.

Y. Temporary Signs.

1. General.

- a. Temporary Signs shall not include Banner Signs.
- b. Temporary Signs shall be removed within thirty (180) days of installation.
- c. Temporary Signs shall not be included in the calculation of Zone Sign Area or Total Sign Area.
- d. Temporary Construction Signs on Temporary Construction Walls shall comply with the LAMC; provided however, there shall be no Sign Area limitation, height limit or time limit for Temporary Construction Signs on Temporary Construction Walls.

2. Location.

- a. Temporary Signs may be located in all Sign Zones.

- b. Temporary Signs may be tacked, pasted or otherwise temporarily affixed to windows and/or on the walls of buildings, fences or other improvements, unless otherwise prohibited by this Ordinance.

Z. Wall Signs.

- 1. Sign Area. An individual Wall Sign shall not exceed 3,800 square feet in Sign Area.
- 2. Location. The location of a Wall Sign, with the exception of Temporary Signs, shall be in the location(s) shown on the Conceptual Sign Drawings attached as Appendix C or in such other location as may be approved pursuant to Section 6.C.3 of this Ordinance.

AA. West End Scoreboard Sign.

- 1. General. One West End Scoreboard Sign (Sign 1C) is allowed by this Ordinance as shown on Appendices A, B and F of this Ordinance as one of the Coliseum Existing Signs. The West End Scoreboard Sign may incorporate other types of Sign elements allowed by this Ordinance, including but not limited to, Digital Display and Channel Letters.

BB. Window Signs.

- 1. General.
 - a. Window Signs shall not be affixed to the exterior of a window.
 - b. No Window Sign shall be affixed to any window contained within the historic façade of the Coliseum.
- 2. Location. No portion of any Window Sign shall be located higher than thirty five feet (35') above grade.
- 3. Sign Area.
 - a. Window Signs located on or within six feet (6') of the window plane, painted or attached, shall not exceed fifteen percent (15%) of the glassed area of the Window in which the Window Sign is placed.
 - b. The aggregate area of all Window Signs shall be included in Zone Sign Area and the Total Sign Area.

Section 10. INTERPRETATION.

Whenever any ambiguity or uncertainty exists related to this Ordinance or the application of this Ordinance 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 Ordinance consistent with the purpose and intent of this Ordinance. A request for an interpretation shall be filed pursuant to Section 11.5.7.H (Interpretations of Specific Plans).

Section 11. 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, which 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.

Section 12.

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 _____

[City Signature Blocks]

APPENDIX A
APPROVED SIGNS

[Appendix A follows this page.]

SIGN NUMBER	SIGN TYPE	SIGN TYPE DEFINITION	SIGN LOCATION ZONE	ON-SITE/OFF-SITE	ILLUMINATED	HEIGHT	WIDTH	AREA (SF)	QTY	TOTAL SIGN AREA
PRIMARY STADIUM ZONE - EXTERIOR SIGNS										
1A	COLISEUM IDENTITY	COLISEUM RIM SIGN	PRIMARY STADIUM ZONE	ON-SITE	INTERNAL	12'-0"	250'-0"	3000	2	6000
1B	COLISEUM IDENTITY	MONUMENT SIGN	PRIMARY STADIUM ZONE	ON-SITE	EXTERNAL	8'-0"	125'-0"	1000	1	1000
1C	COLISEUM IDENTITY	WEST END SCOREBOARD	PRIMARY STADIUM ZONE	MARKETING SPONSORSHIP	EXTERNAL	30'-0"	125'-0"	3750	1	3750
1F	GATE IDENTITY	CHANNEL LETTERS	PRIMARY STADIUM ZONE	N/A	INTERNAL	5'-0"	75'-0"	375	5	1875
1H	STADIUM/SPONSOR IDENTITY	STADIUM SPONSOR SIGN	PRIMARY STADIUM ZONE	ON-SITE/MARKETING SPONSORSHIP	INTERNAL	40'-0"	40'-0"	1600	2	3200
1J	COLISEUM/TEAM IDENTITY	BANNER SIGN	PRIMARY STADIUM ZONE	ON-SITE/MARKETING SPONSORSHIP	EXTERNAL	20'-0"	60'-0"	1200	2	2400
										TOTAL AREA 18225
PRIMARY STADIUM ZONE - INTERIOR SIGNS										
2A	STADIUM IDENTITY	WEST END SCOREBOARD	PRIMARY STADIUM ZONE	ON-SITE/MARKETING SPONSORSHIP	INTERNAL	8'-0"	160'-0"	1280	1	1280
2B	COLISEUM IDENTITY	STADIUM IDENTITY SIGN	PRIMARY STADIUM ZONE	ON-SITE/MARKETING SPONSORSHIP	INTERNAL LED	8'-0"	190'-0"	1520	1	1520
2C	STADIUM/SPONSOR IDENTITY	PAINTED LOGO ON FIELD	PRIMARY STADIUM ZONE	ON-SITE/MARKETING SPONSORSHIP	NON-ILLUMINATED	40'-0"	40'-0"	1600	2	3200
2D	STADIUM/SPONSOR IDENTITY	TUNNEL IDENTITY SIGN	PRIMARY STADIUM ZONE	ON-SITE/MARKETING SPONSORSHIP	LED MATRIX	8'-0"	45'-0"	360	1	360
										TOTAL AREA 6360
SECONDARY STADIUM ZONE										
1E	SITE IDENTITY	VEHICLE ENTRY GATE	SECONDARY STADIUM ZONE	ON-SITE/MARKETING SPONSORSHIP	INTERNAL	35'-0"	90'-0"	3150	2	6300
										TOTAL AREA 6300
PERIPHERY STADIUM ZONE										
1D	SOCCER STADIUM IDENTITY	DIGITAL DISPLAY 2 SIDED	SOCCER STADIUM ZONE	MARKETING SPONSORSHIP	INTERNAL LED	100'-0" **	28'-0" **	2800	2	5600
										TOTAL AREA 5600
** PROPOSED SIGN DIMENSIONS										
FREEWAY ZONE										
1G	MAJOR SITE SIGN	IDENTIFICATION SIGN	FREEWAY ZONE	ON-SITE/MARKETING SPONSORSHIP	INTERNAL LED	35'-0"	40'-0"	1400	1	1400
										TOTAL AREA 1400

Summary of Signs included in Coliseum District Specific Plan to be included in Coliseum Sign District

SIGN NUMBER	SIGN TYPE	SIGN TYPE DEFINITION	SIGN LOCATION ZONE	ON-SITE/OFF- SITE	ILLUMINATED	HEIGHT	WIDTH	AREA (SF)	QTY	TOTAL AREA
ID.01	TEAM IDENTITY	WALL SIGN	SOCCER STADIUM ZONE	ON-SITE/MARKETING SPONSORSHIP	INTERNAL	18'-0"	18'-0"	324	4	1296
ID.02	TEAM IDENTITY	WALL SIGN	SOCCER STADIUM ZONE	ON-SITE/MARKETING SPONSORSHIP	INTERNAL	26'-0"	146'-0"	3796	1	3796
ID.03	TEAM IDENTITY	DIGITAL DISPLAY	SOCCER STADIUM ZONE	ON-SITE/MARKETING SPONSORSHIP	INTERNAL	25'-0"	12'-0" X 8' D.	300	2 FACES	600
ID.04	TEAM IDENTITY	PILLAR SIGN	SOCCER STADIUM ZONE	ON-SITE/MARKETING SPONSORSHIP	INTERNAL	20'-0"	4'-0" X 4' D.	80	7	560
ID.05	TEAM IDENTITY	PILLAR SIGN	SOUTH PARKING LOT ZONE	ON-SITE/MARKETING SPONSORSHIP	INTERNAL	20'-0"	4'-0" X 4' D.	80	7	560
ID.06	TEAM IDENTITY	MONUMENT SIGN	SOCCER STADIUM ZONE	ON-SITE/MARKETING SPONSORSHIP	INTERNAL	4'-0"	82'-0"	328	1	328
									Total Area	7140
SI.01	STADIUM IDENTITY	CHANNEL LETTERS/WALL SIGN	SOCCER STADIUM ZONE	SPONSORSHIP	INTERNAL	6'-0"	80'-0"	480	3	1440
SI.02	STADIUM IDENTITY	CHANNEL LETTERS/WALL SIGN	SOCCER STADIUM ZONE	SPONSORSHIP	INTERNAL	6'-0"	30'-0"	180	1	180
SI.03	STADIUM IDENTITY	CHANNEL LETTERS/WALL SIGN	SOCCER STADIUM ZONE	SPONSORSHIP	INTERNAL	8'-0"	20'-0"	200	2	400
SI.04	STADIUM IDENTITY	CHANNEL LETTERS/WALL SIGN	SOUTH PARKING LOT ZONE	SPONSORSHIP	INTERNAL	8'-0"	54'-0"	432	3	1296
SI.05	STADIUM IDENTITY	PILLAR SIGN	SOUTH PARKING LOT ZONE	SPONSORSHIP	INTERNAL	20'-0"	4'-0" X 4' D.	80	8	640
SI.06	STADIUM IDENTITY	CHANNEL LETTERS/WALL SIGN	SOCCER STADIUM ZONE	SPONSORSHIP	INTERNAL	8'-0"	54'-0"	432	2	864
SI.07	STADIUM IDENTITY	PILLAR SIGN	SOCCER STADIUM ZONE	SPONSORSHIP	INTERNAL	20'-0"	4'-0" X 4' D.	80	12	960
S.08	SITE IDENTITY	VEHICLE ENTRY GATE	SOUTH PARKING LOT ZONE	SPONSORSHIP	INTERNAL	8'-0"	54'-0"	432	1	432
S.09	STADIUM IDENTITY	DIGITAL SIGN	SOCCER STADIUM ZONE	ON-SITE SPONSORSHIP	INTERNAL	40'-0"	12'-0" X 10'-0" D	480	2 SIDED	960
									Total Area	7172
AS.01	STADIUM IDENTITY	AERIAL VIEW SIGN	SOCCER STADIUM ZONE	ON-SITE SPONSORSHIP	INTERNAL	25'-6"	84'-0"	2142	4	8568
AS.02	STADIUM IDENTITY	AERIAL VIEW SIGN	SOCCER STADIUM ZONE	ON-SITE SPONSORSHIP	INTERNAL	14'-0"	48'-0"	672	1	672
									Total Area	9240
RT.01	RETAIL TENANT IDENTITY	CHANNEL LETTERS/WALL SIGN	SOCCER STADIUM ZONE	ON-SITE	INTERNAL	5'-6"(typ. ave.)	43'-0" (typ. ave.)	236.5 (typ. ave.)	TBD	8277.5
RT.02	RETAIL TENANT IDENTITY	CHANNEL LETTERS/WALL SIGN	SOCCER STADIUM ZONE	ON-SITE	INTERNAL	20'-0"	25'-0"	500	3	1500
									Total Area	9777.5

Summary of Proposed Signs

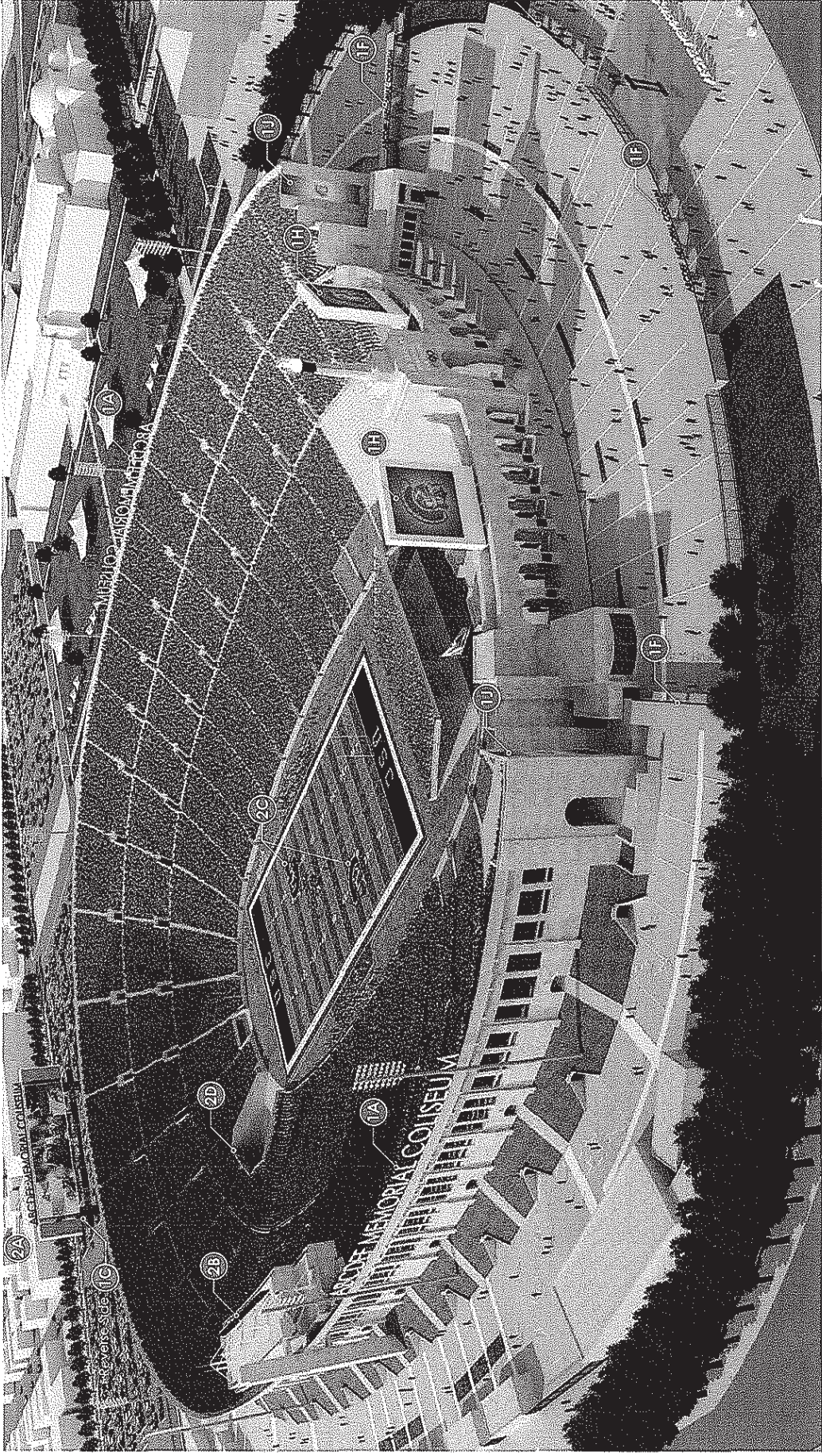
SIGN NUMBER	SIGN TYPE	SIGN TYPE DEFINITION	SIGN LOCATION ZONE	ON-SITE/OFF-SITE	ILLUMINATED	HEIGHT	WIDTH	AREA (SF)	QTY	TOTAL AREA
DD.01	DIGITAL DISPLAY	INTEGRAL DIGITAL DISPLAY	SOCCER STADIUM ZONE	SPONSORSHIP	INTERNAL	10'-0"	2'-0"	40	10	400
DD.02	DIGITAL DISPLAY	STATIC WALL	SOCCER STADIUM ZONE	SPONSORSHIP	INTERNAL	6'-0"	48'-0"	288	2	576
DD.03	DIGITAL DISPLAY	INTEGRAL DIGITAL DISPLAY	SOCCER STADIUM ZONE	SPONSORSHIP	INTERNAL	14'-0"	48'-0"	672	4	2688
DD.04	NOT USED									
DD.05	DIGITAL DISPLAY	INTEGRAL DIGITAL DISPLAY	SOCCER STADIUM ZONE	SPONSORSHIP	INTERNAL	22'-0"	60'-0"	1320	1	1320
DD.06	DIGITAL DISPLAY	INTEGRAL DIGITAL DISPLAY	SOCCER STADIUM ZONE	SPONSORSHIP	INTERNAL	22'-0"	40'-0"	880	1	880
DD.07	DIGITAL DISPLAY	INTEGRAL DIGITAL DISPLAY	SOCCER STADIUM ZONE	SPONSORSHIP	INTERNAL	8'-0"	75'-0"	600	1	600
DD.08	DIGITAL DISPLAY	INTEGRAL DIGITAL DISPLAY	SOCCER STADIUM ZONE	OFF-SITE/SPONSORSHIP	INTERNAL	10'-0"	40'-0"	400	1	400
DD.09	DIGITAL DISPLAY	PILLAR SIGN	SOCCER STADIUM ZONE	OFF-SITE/SPONSORSHIP	INTERNAL	10'-0"	2'-0"	20	13	260
DD.10	DIGITAL DISPLAY	DIGITAL DISPLAY (2 SIDED)	SOUTH PARKING LOT_ZONE	OFF-SITE/SPONSORSHIP	INTERNAL	40'-0"	50'-0"	2000	1 (2 SIDED)	4000
									Total Area	11124
CO.00	CONCOURSE IDENTITY	BANNER SIGNS (THRU-OUT ZONE)	SOCCER STADIUM ZONE	TEAM SPONSORSHIP	Non-Illuminated	10'-0"	2'-0"	20	56	1120
									Total Area	1120
GI.01	GATE ENTRY IDENTITY	CHANNEL LETTERS/WALL SIGN	SOCCER STADIUM ZONE	ON-SITE SPONSORSHIP	INTERNAL	8'-0"	20'-0"	160	6	960
GI.02	GATE/TEAM/STADIUM ENTRY IDENTITY	CHANNEL LETTERS/WALL SIGN	SOCCER STADIUM ZONE	ON-SITE SPONSORSHIP	INTERNAL	4'-0"	10'-0"	40	1	40
									Total Area	1000

Summary of Proposed Signs

APPENDIX B
CONCEPTUAL SIGN LOCATIONS FOR COLISEUM

[Appendix B follows this page.]

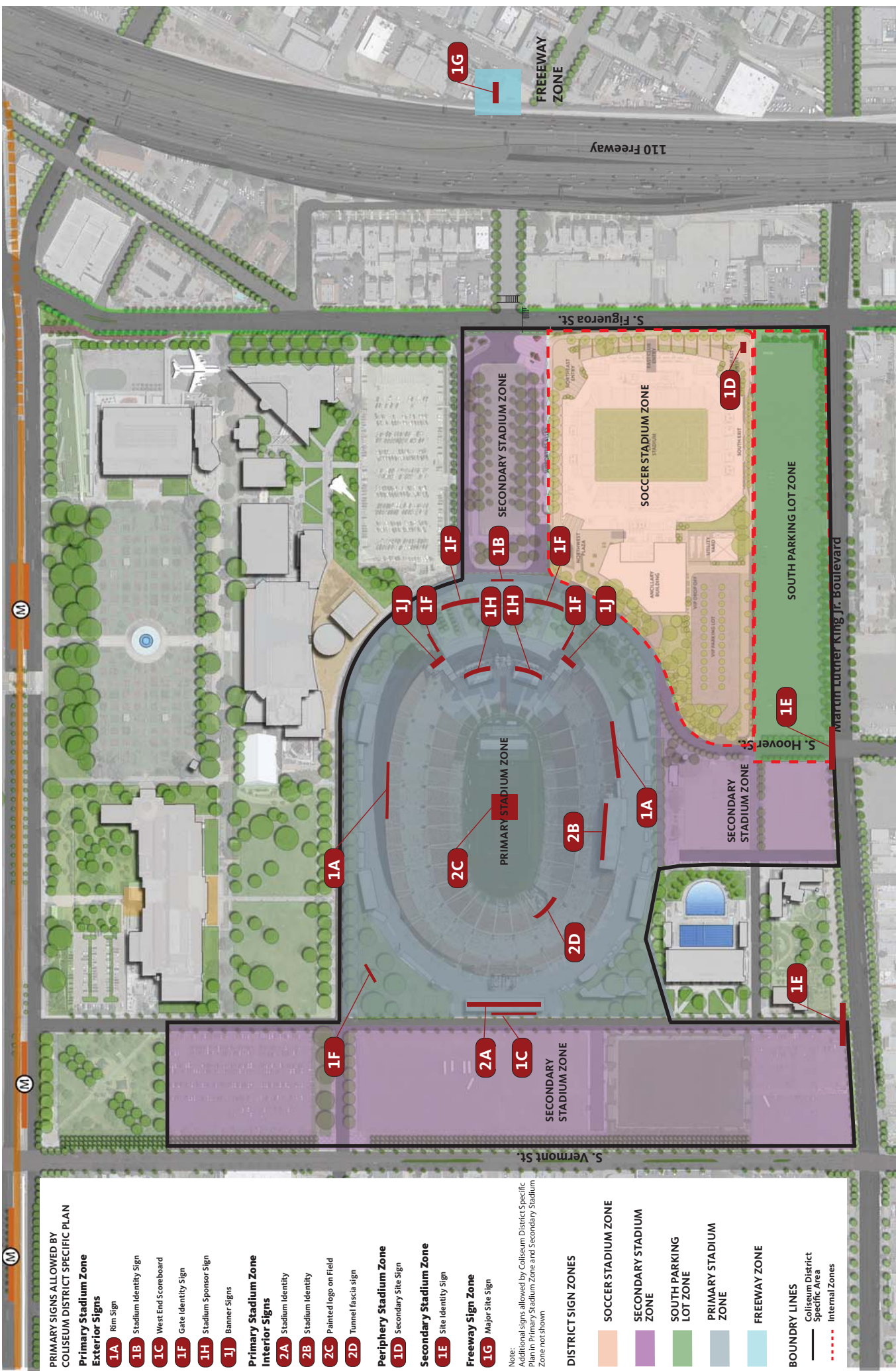
Appendix B
Conceptual Sign Locations for Coliseum



APPENDIX C

CONCEPTUAL SIGN DRAWINGS FOR DISTRICT AND CONCEPTUAL ELEVATIONS FOR SOCCER STADIUM

[Appendix C follows this page.]



PRIMARY SIGNS ALLOWED BY COLISEUM DISTRICT SPECIFIC PLAN

Primary Stadium Zone Exterior Signs

- 1A** Rim Sign
- 1B** Stadium Identity Sign
- 1C** West End Scoreboard
- 1F** Gate Identity Sign
- 1H** Stadium Sponsor Sign
- 1J** Banner Signs

Primary Stadium Zone Interior Signs

- 2A** Stadium Identity
- 2B** Stadium Identity
- 2C** Painted logo on Field
- 2D** Tunnel fascia sign

Periphery Stadium Zone

- 1D** Secondary Site sign

Secondary Stadium Zone

- 1E** Site Identity sign

Freeway Sign Zone

- 1G** Major Site Sign

Note: Additional signs allowed by Coliseum District Specific Plan in Primary Stadium Zone and Secondary Stadium Zone not shown

DISTRICT SIGN ZONES

- SOCCER STADIUM ZONE**
- SECONDARY STADIUM ZONE**
- SOUTH PARKING LOT ZONE**
- PRIMARY STADIUM ZONE**
- FREEWAY ZONE**

BOUNDARY LINES

- Coliseum District Specific Area
- Internal Zones

Appendix C - Conceptual Sign Drawings for District and Conceptual Elevations for Soccer Stadium

SIGN TYPE LEGEND

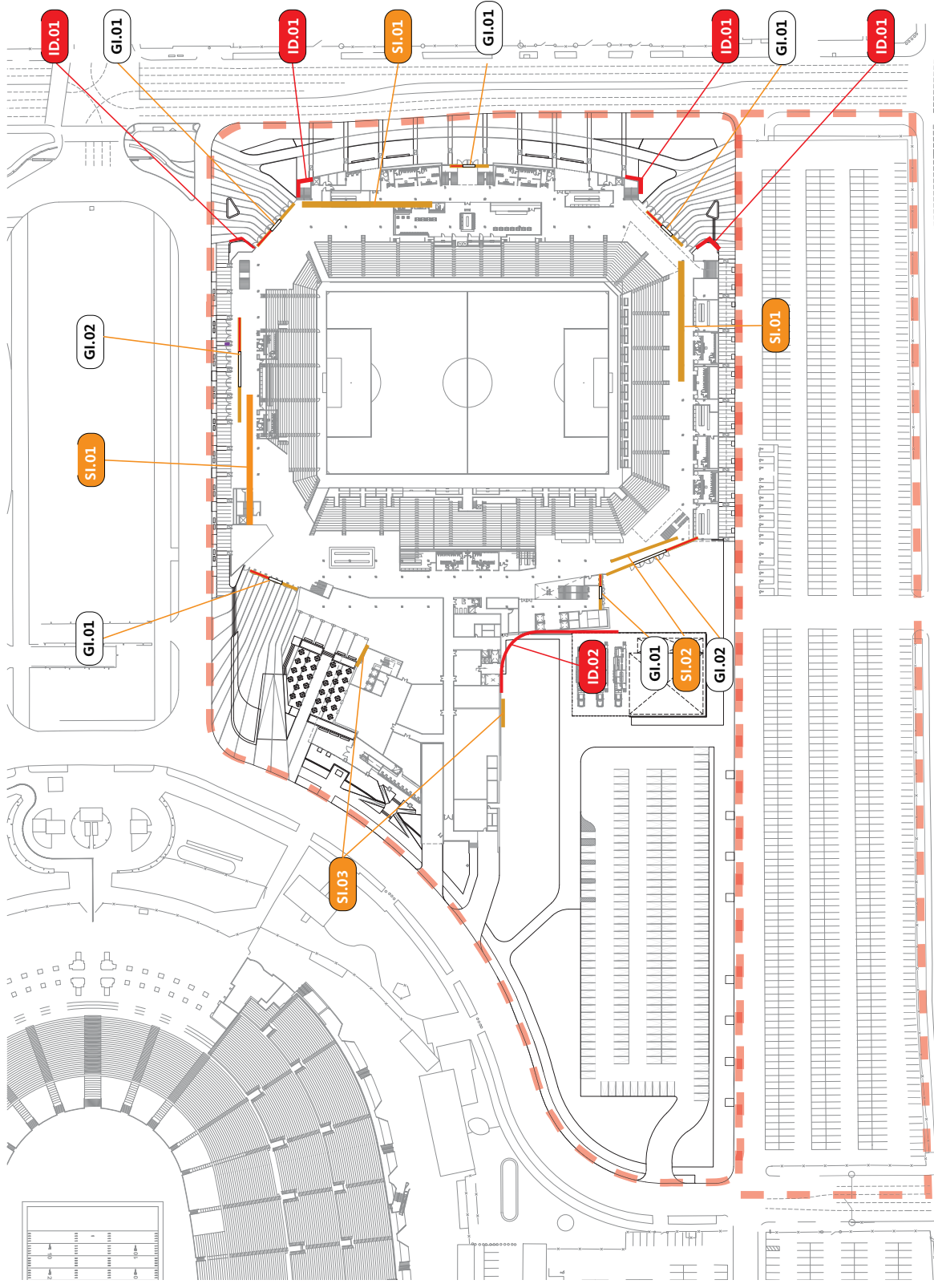
Building Mounted Signs

- ID.00**
Team Identity
- SI.00**
Stadium Identity
- AS.00**
Aerial View Stadium Identity
- RT.00**
Retail Tenant Identity
- DD.00**
Digital Display
- GI.00**
Gate Identity

NOTE:
Interior Signs are not subject to regulation by the sign district ordinance and are not shown.

NOTE:
All proposed sign locations are approximate and may require modifications of location based on final design.

Signs may be relocated vertically and horizontally in accordance with the requirements of the sign district ordinance.



Appendix C - Conceptual Sign Drawings for District and Conceptual Elevations for Soccer Stadium

SIGN TYPE LEGEND

Site Located Signs



ID.00
Team Identity



SI.00
Stadium Identity



AS.00
Aerial View Stadium Identity



RT.00
Retail Tenant Identity



DD.00
Digital Display



GI.00
Gate Identity

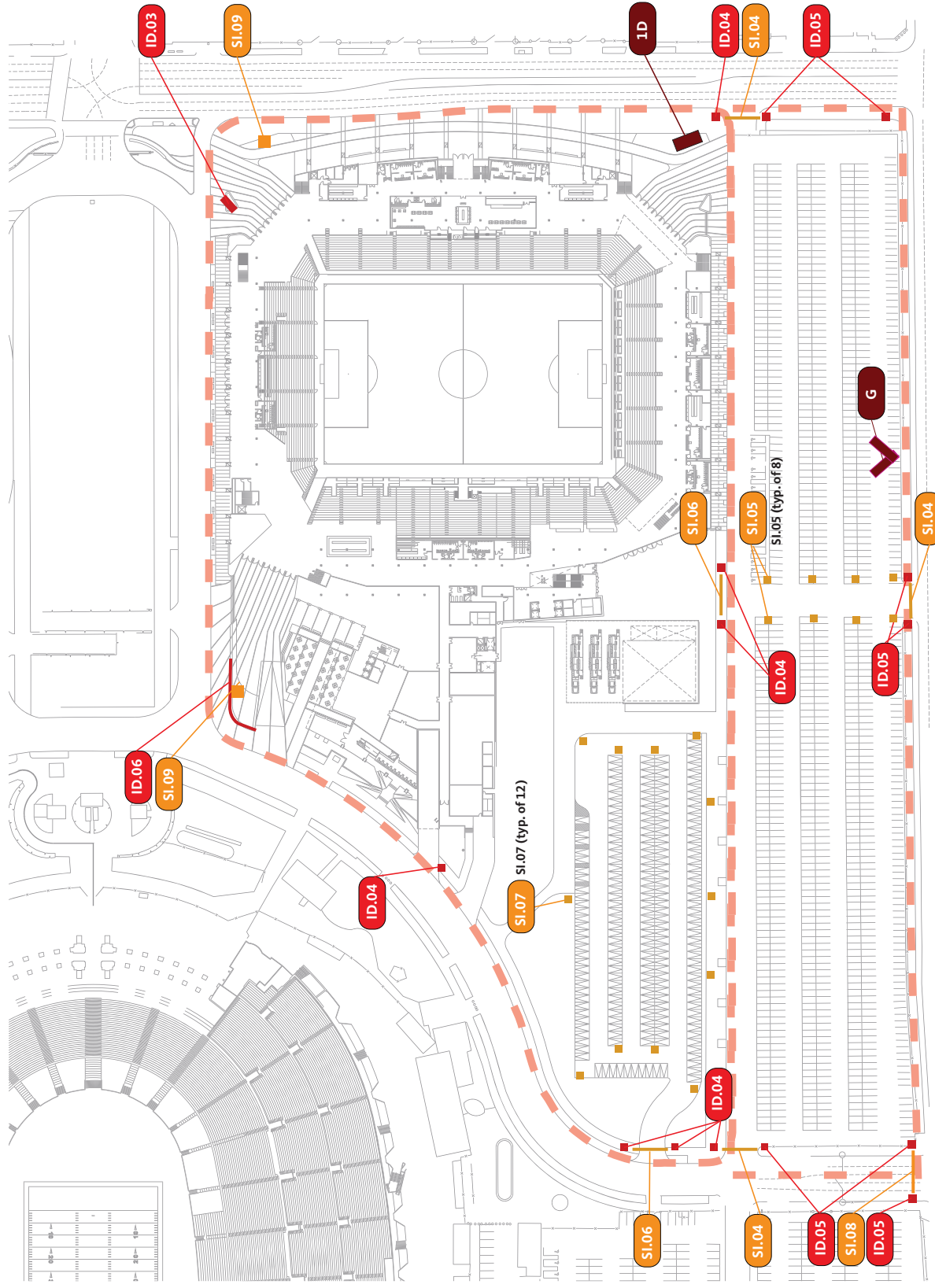
NOTE:

Interior Signs are not subject to regulation by the sign district ordinance and are not shown.

NOTE:

All proposed sign locations are approximate and may require modifications of location based on final design.

Signs may be relocated vertically and horizontally in accordance with the requirements of the sign district ordinance.



Appendix C - Conceptual Sign Drawings for District and Conceptual Elevations for Soccer Stadium

SIGN TYPE LEGEND

Building Mounted Signs



Team Identity



Stadium Identity



Aerial View Stadium Identity



Retail Tenant Identity



Digital Display



Gate Identity

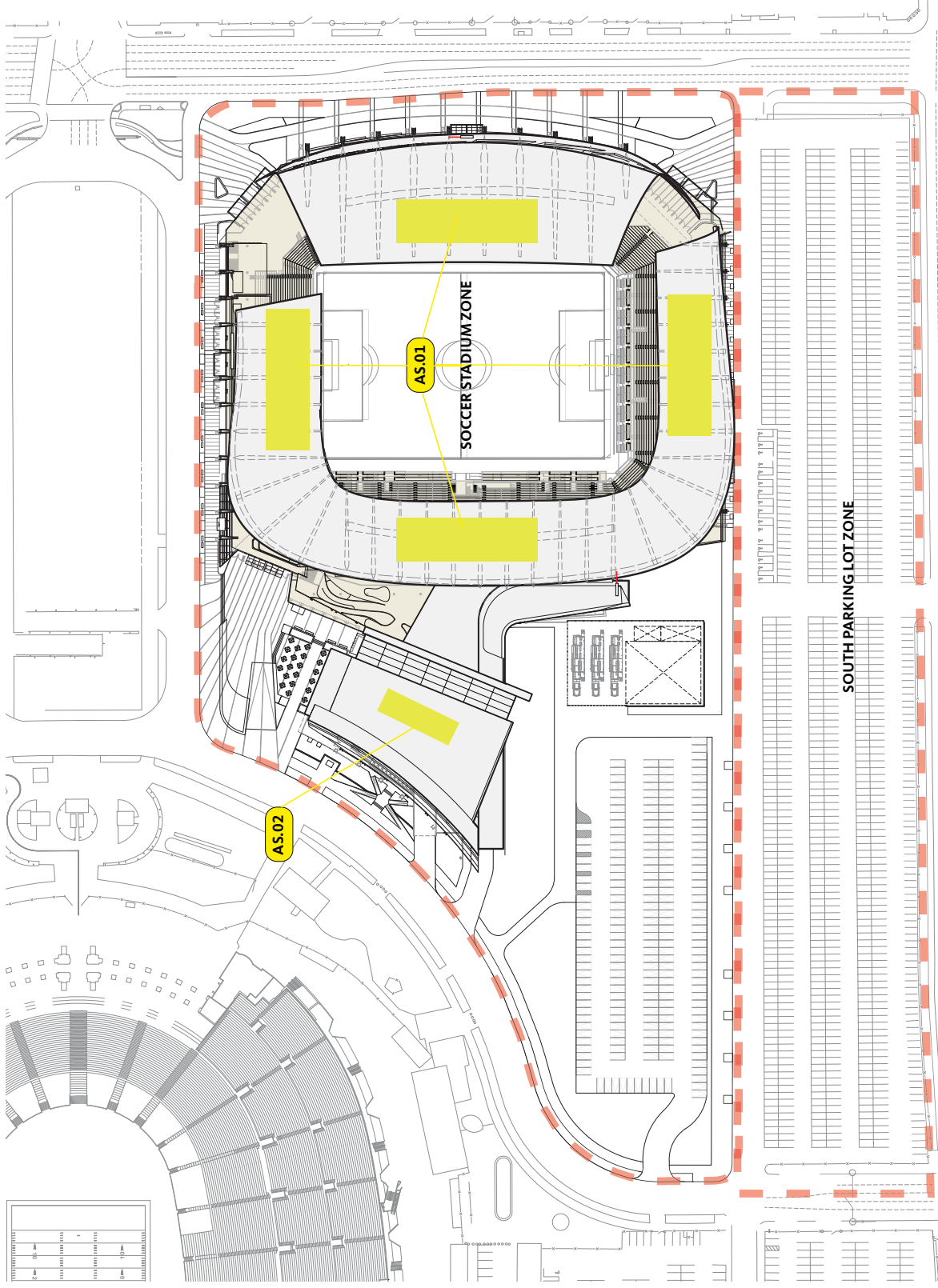
NOTE:

Interior Signs are not subject to regulation by the sign district ordinance and are not shown.

NOTE:

All proposed sign locations are approximate and may require modifications of location based on final design.

Signs may be relocated vertically and horizontally in accordance with the requirements of the sign district ordinance.



SIGN TYPE LEGEND

Building Mounted Signs

ID.00

Team Identity

SI.00

Stadium Identity

AS.00

Aerial View Stadium Identity

RT.00

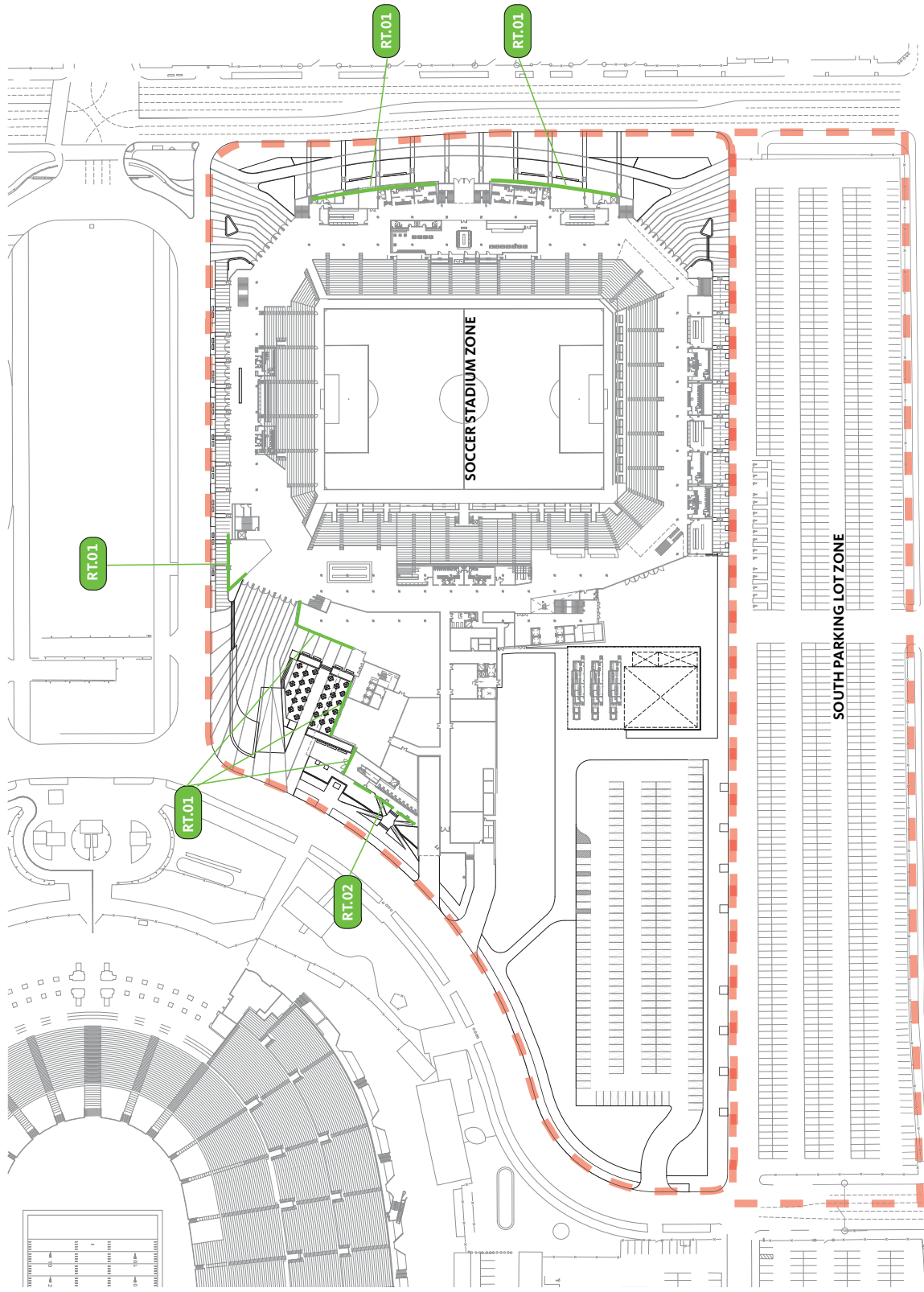
Retail Tenant Identity

DD.00

Digital Display

GI.00

Gate Identity



NOTE:

Interior Signs are not subject to regulation by the sign district ordinance and are not shown.

NOTE:

All proposed sign locations are approximate and may require modifications of location based on final design.

Signs may be relocated vertically and horizontally in accordance with the requirements of the sign district ordinance.

SIGN TYPE LEGEND

Building Mounted Signs

ID.00
Team Identity

SI.00
Stadium Identity

AS.00
Aerial View Stadium Identity

RT.00
Retail Tenant Identity

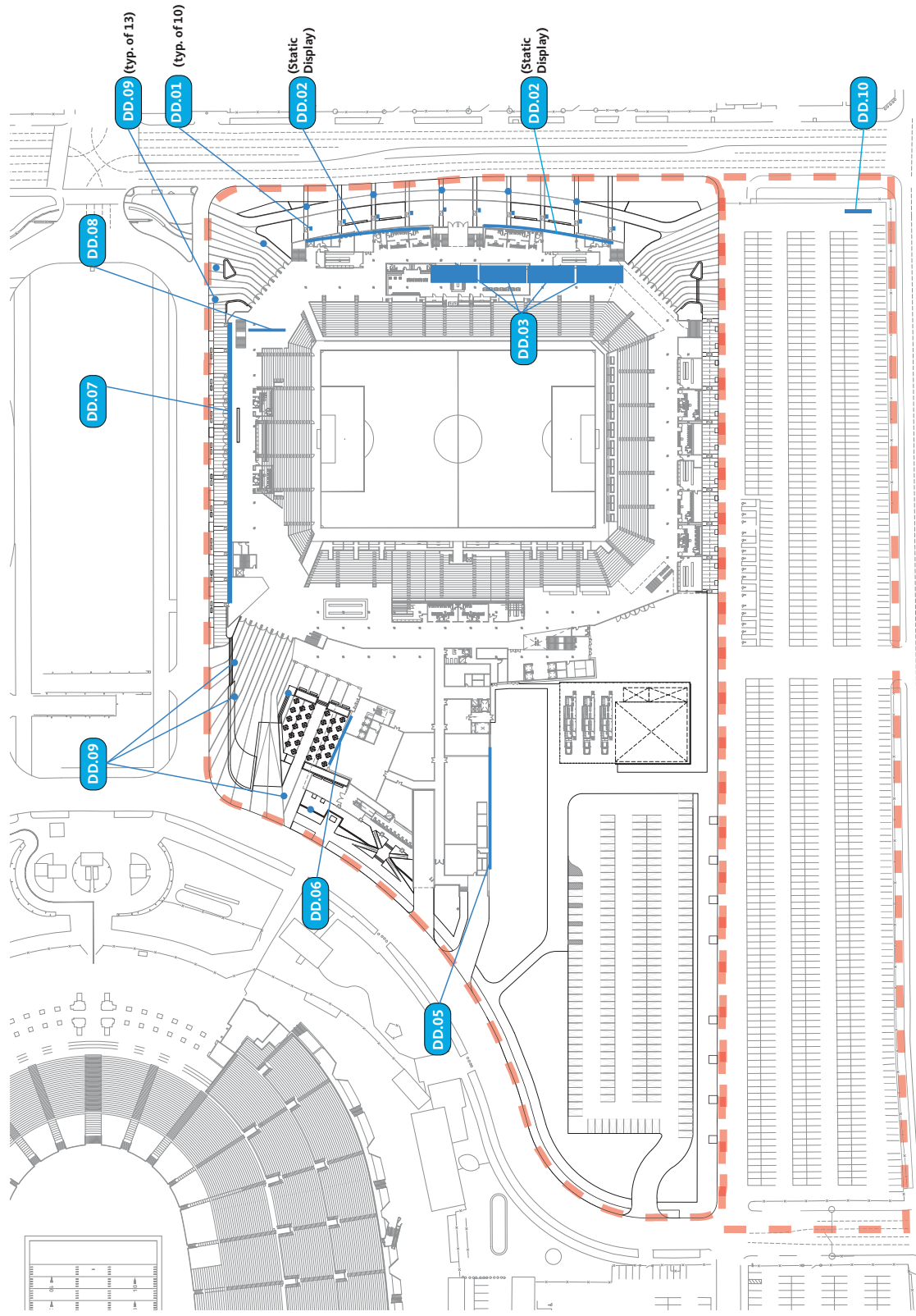
DD.00
Digital Display

GI.00
Gate Identity

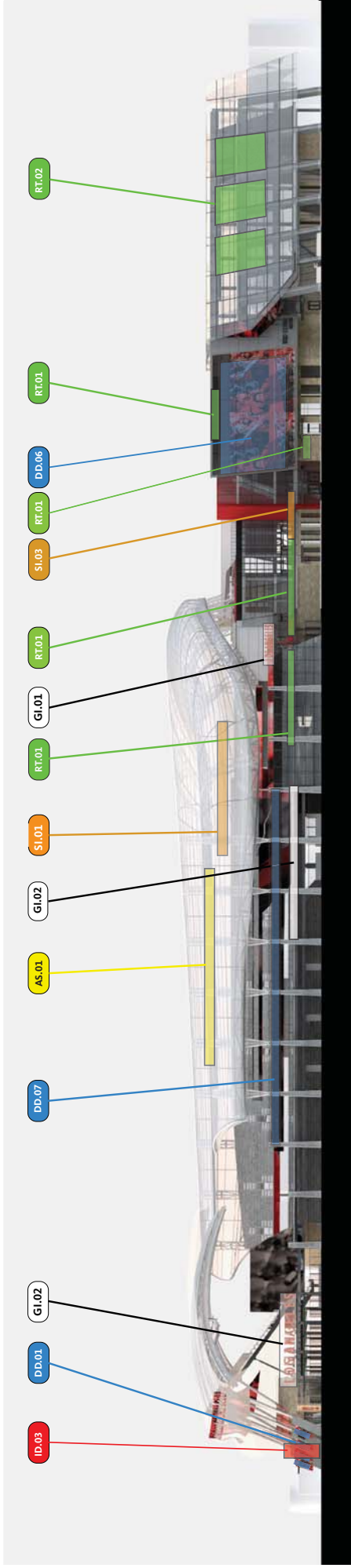
NOTE:
Interior Signs are not subject to regulation by the sign district ordinance and are not shown.

NOTE:
All proposed sign locations are approximate and may require modifications of location based on final design.

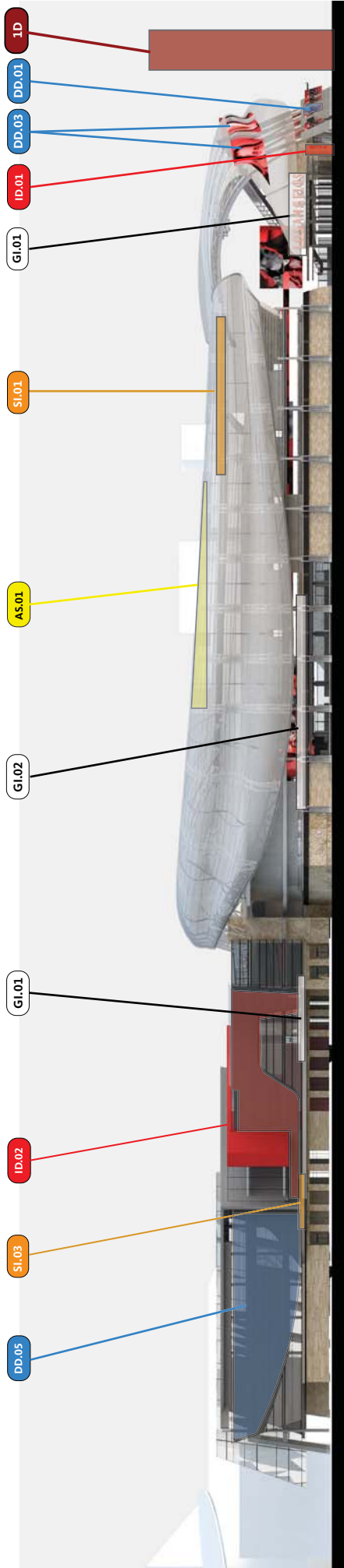
Signs may be relocated vertically and horizontally in accordance with the requirements of the sign district ordinance.



Appendix C - Conceptual Sign Drawings for District and Conceptual Elevations for Soccer Stadium



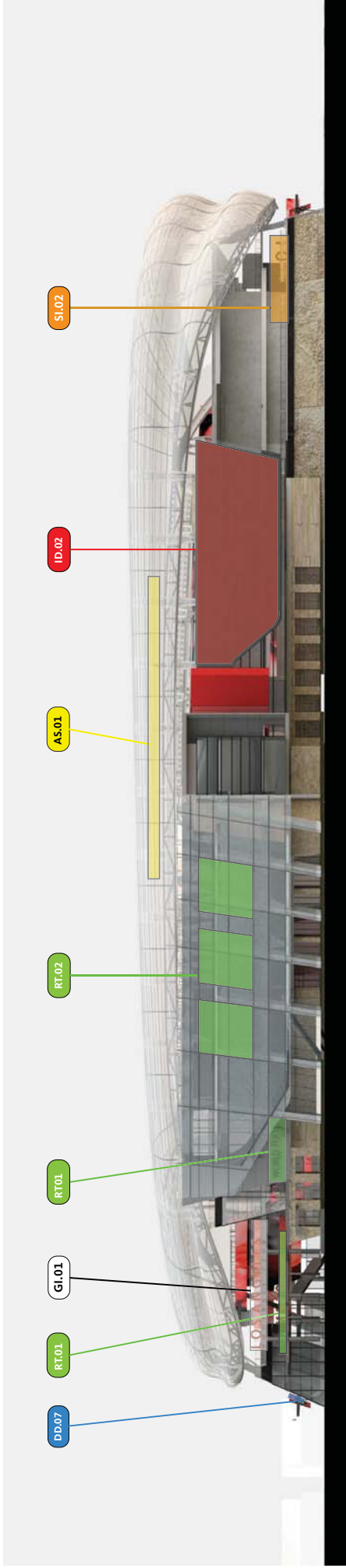
NORTH STADIUM ELEVATION



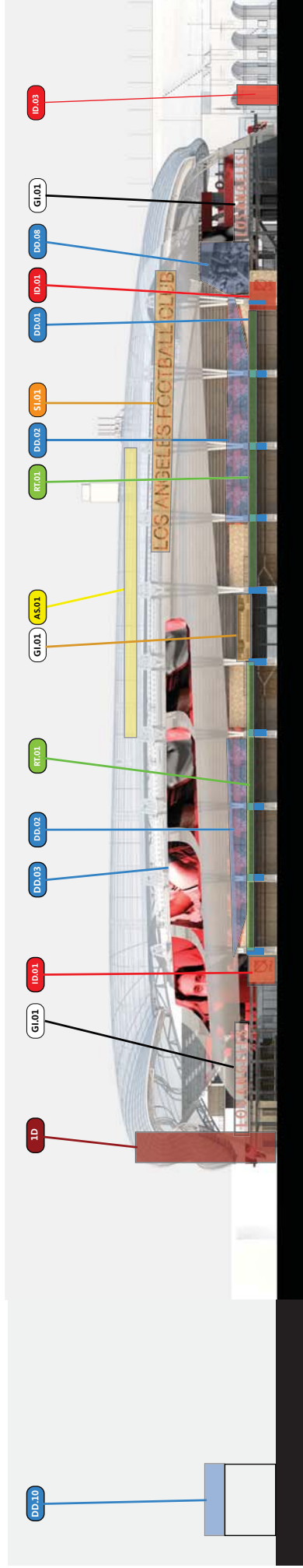
SOUTH STADIUM ELEVATION

NOTE:
Interior Signs are not subject to regulation by the sign district ordinance and are not shown.

NOTE:
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Signs may be relocated vertically and horizontally in accordance with the requirements of the sign district ordinance.



WEST STADIUM ELEVATION



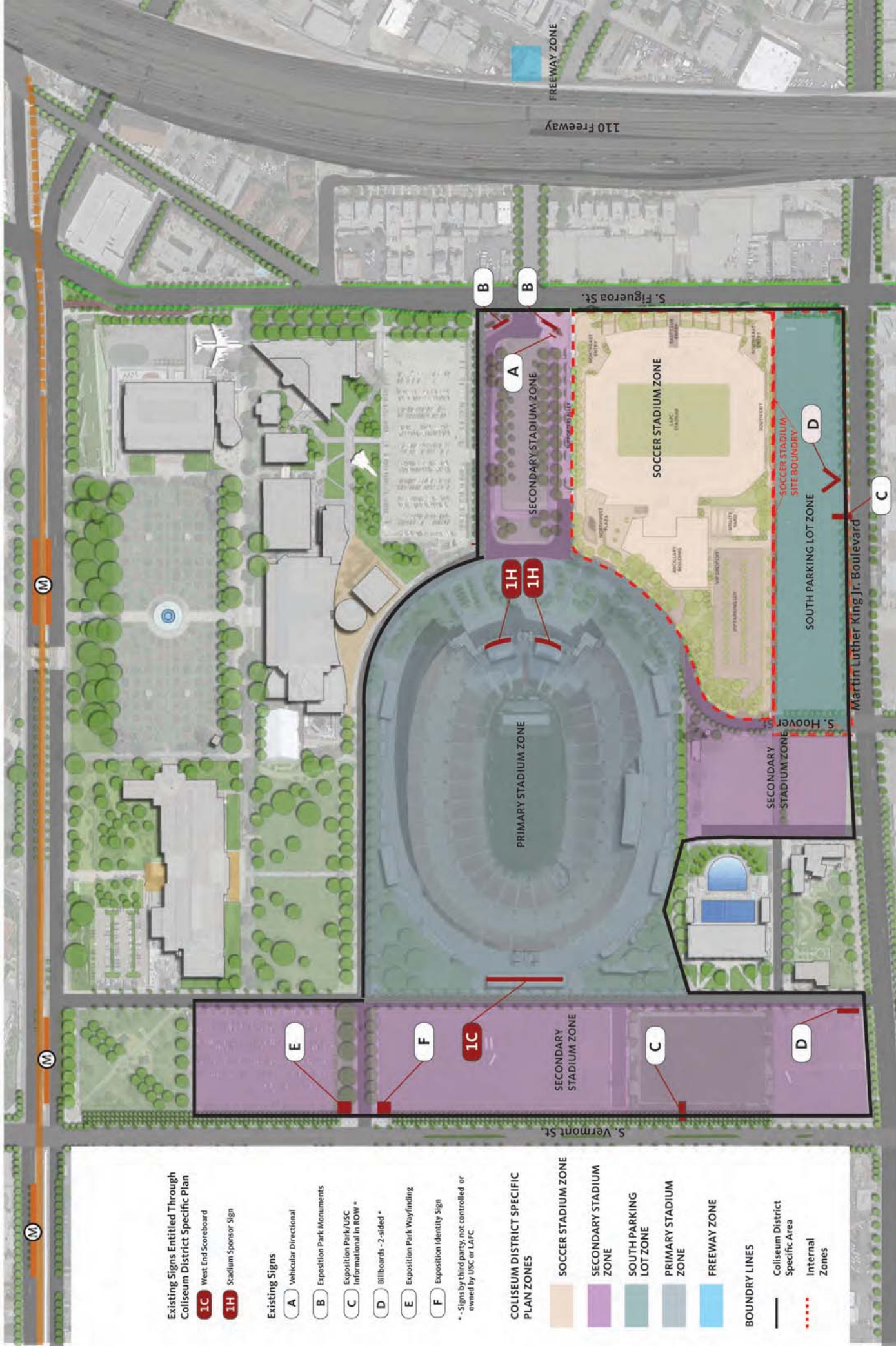
EAST STADIUM ELEVATION - FIGUEROA ST.

NOTE:
Interior Signs are not subject to regulation by the sign district ordinance and are not shown.

NOTE:
All proposed sign locations are approximate and may require modifications of location based on final design.
Signs may be relocated vertically and horizontally in accordance with the requirements of the sign district ordinance.

APPENDIX D
COLISEUM EXISTING AND EXPOSITION PARK EXISTING SIGNS

[Appendix D follows this page.]



Existing Signs Entitled Through Coliseum District Specific Plan

- 1C** West End Scoreboard
- 1H** Stadium Sponsor Sign

Existing Signs

- A** Vehicular Directional
- B** Exposition Park Monuments
- C** Exposition Park/USC Informational In ROW*
- D** Billboards - 2-sided*
- E** Exposition Park Wayfinding
- F** Exposition Identity Sign

* Signs by third party, not controlled or owned by USC or LAFC

COLISEUM DISTRICT SPECIFIC PLAN ZONES

- SOCCER STADIUM ZONE
- SECONDARY STADIUM ZONE
- SOUTH PARKING LOT ZONE
- PRIMARY STADIUM ZONE
- FREEWAY ZONE

BOUNDARY LINES

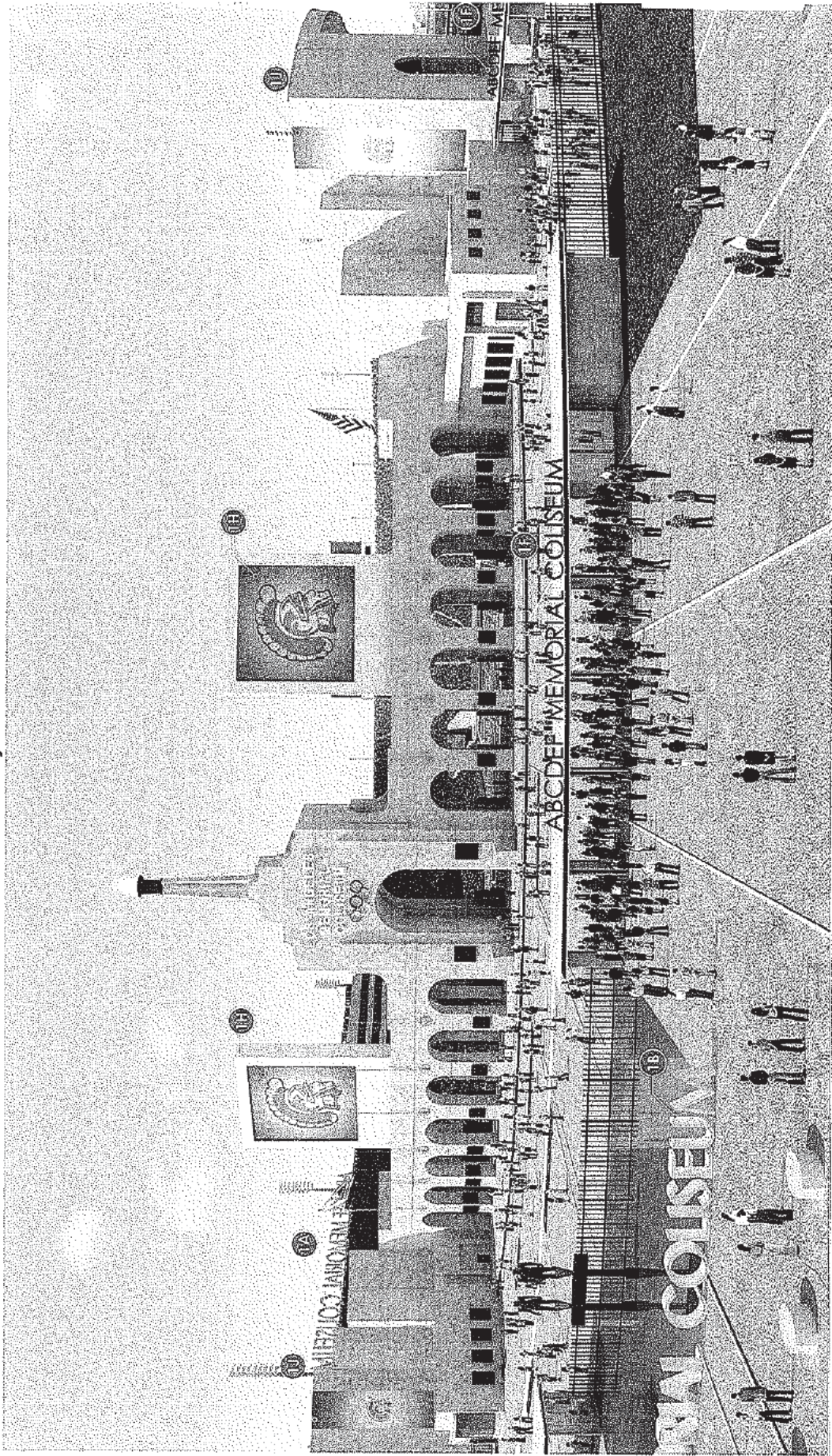
- Coliseum District Specific Area
- Internal Zones

APPENDIX E

PERISTYLE VIEW

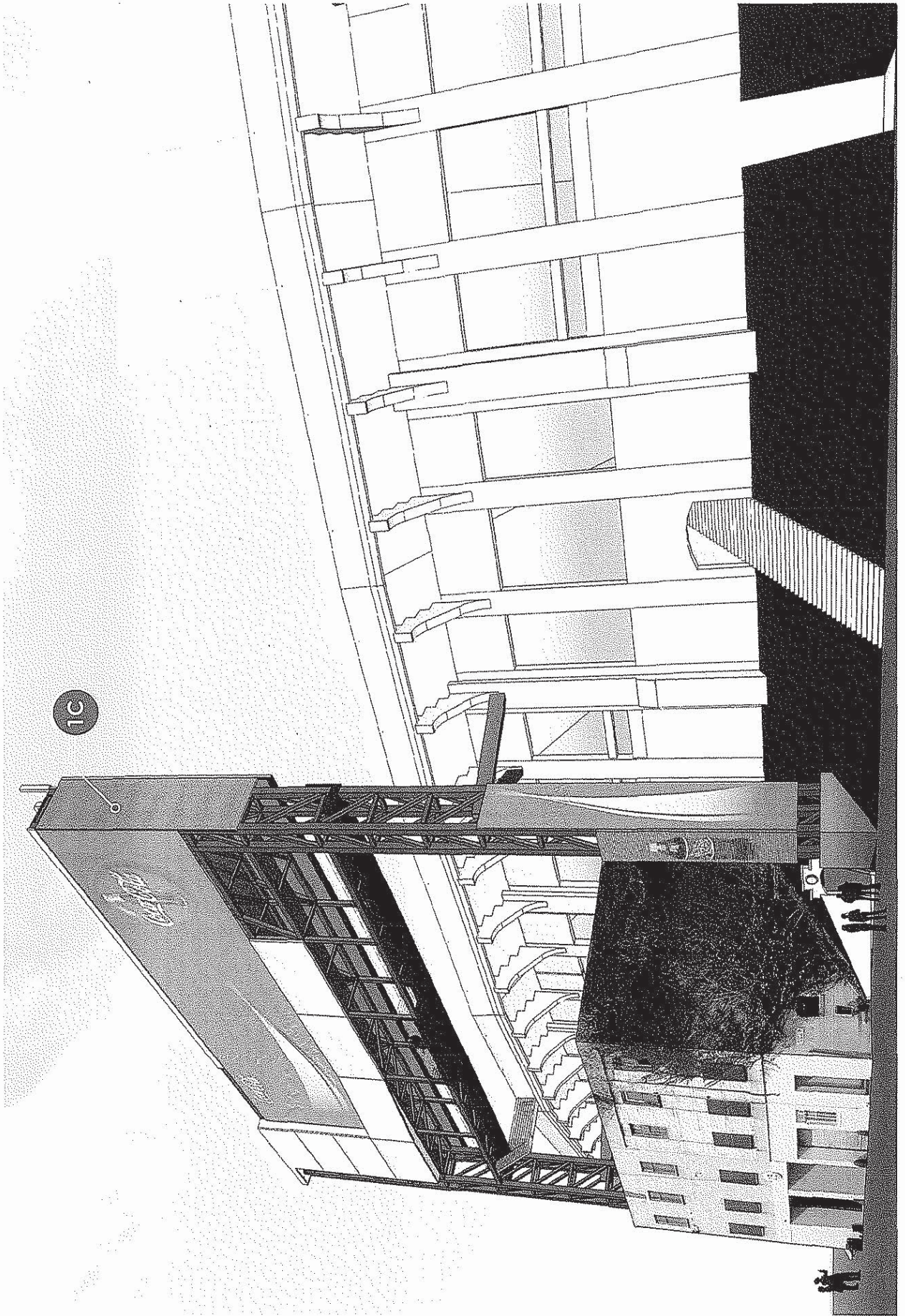
[Appendix E follows this page.]

Appendix E
Peristyle View



APPENDIX F
WEST END SCOREBOARD SIGN (SIGN 1C)
[Appendix F follows this page.]

Appendix F
West End Scoreboard Sign (Sign 1C)



APPENDIX G
SOCCER STADIUM SIGN (SECONDARY SITE SIGN) (Sign 1D) and DIGITAL DISPLAY (SIGN DD.10)

[Appendix G follows this page.]



SIGN DD.10

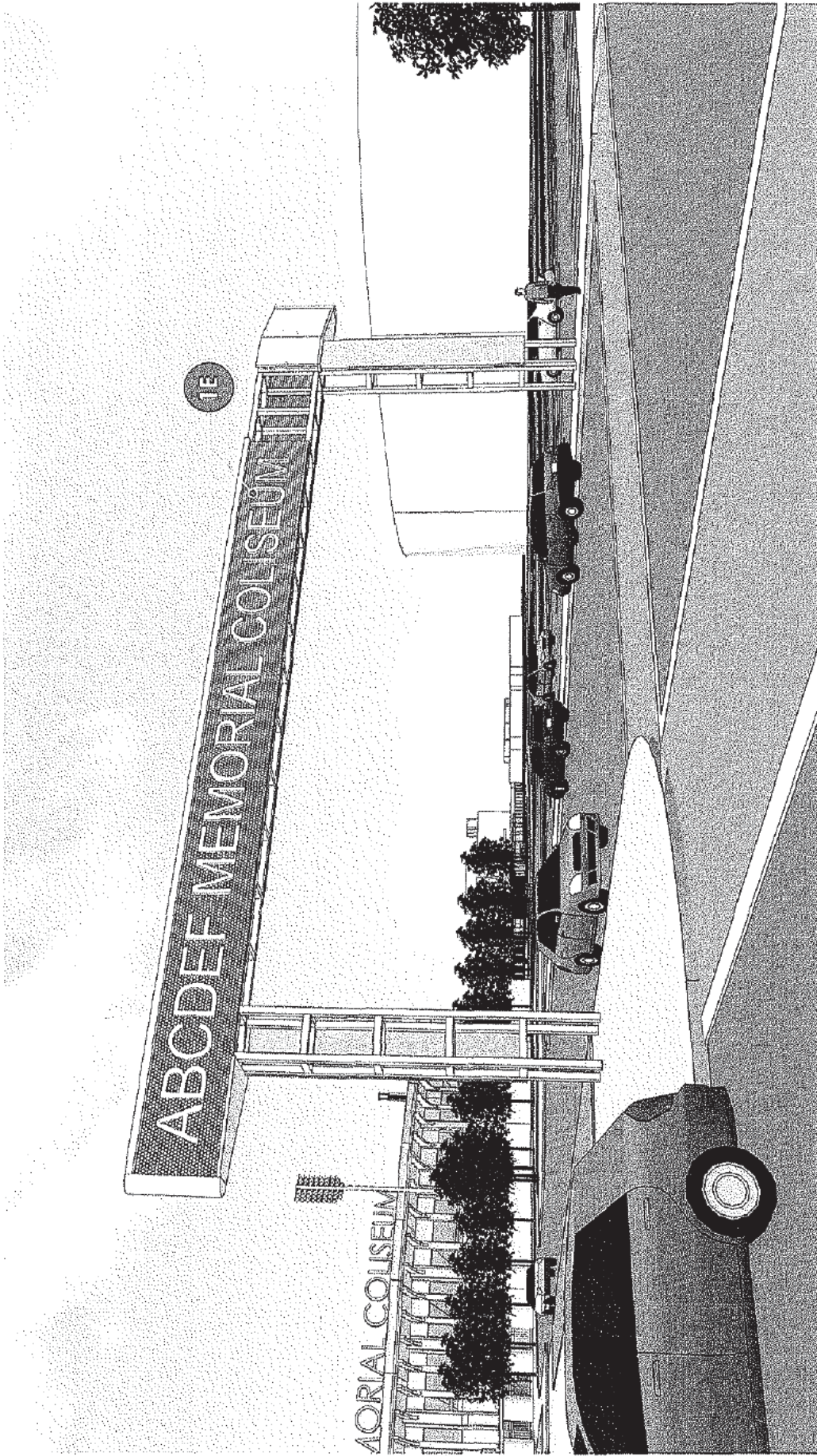
SIGN 1D

APPENDIX G – SIGN 1D AND SIGN DD.10

CONCEPTUAL SIGN DESIGN SUBJECT TO CHANGE WITH FINAL DESIGN

APPENDIX H
SITE IDENTITY SIGN (SIGN 1E)
[Appendix H follows this page.]

Appendix H
Site Identity Sign (Sign 1E)



APPENDIX I

FREESTANDING TEAM IDENTITY SIGN (SIGN ID.03)

[Appendix I follows this page.]

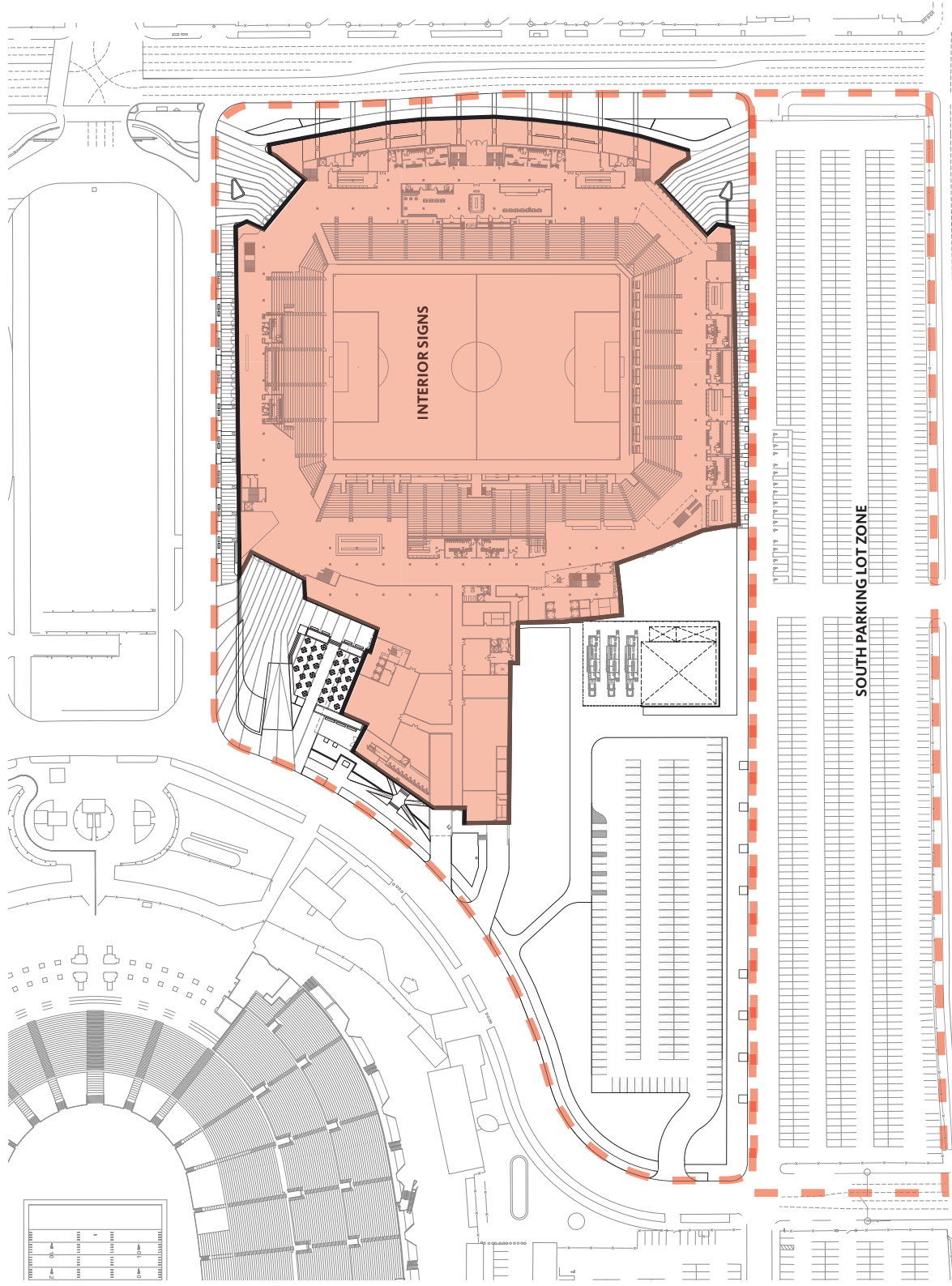


APPENDIX I - SIGN ID.03

CONCEPTUAL SIGN DESIGN SUBJECT TO CHANGE WITH FINAL DESIGN

APPENDIX J
SOCCER STADIUM INTERIOR SIGN LOCATIONS

[Appendix J follows this page.]



NOTE:
 Interior Signs are not subject to
 regulation by the sign district
 ordinance and are not shown.



Soccer Stadium
 Interior Signs