

ORDINANCE NO. _____

NOHO WEST SIGN DISTRICT
(as amended by PLUM on 12/13/16)

TABLE OF CONTENTS

SECTION 1. ESTABLISHMENT OF THE NOHO WEST SIGN DISTRICT

SECTION 2. PURPOSES

SECTION 3. APPLICATION OF SUPPLEMENTAL USE DISTRICT REGULATIONS

SECTION 4. DEFINITIONS

SECTION 5. PROCEDURAL REQUIREMENTS

- A. BUILDING PERMITS
- B. DIRECTOR SIGN-OFF
- C. EXEMPT SIGNS
- D. PROJECT PERMIT COMPLIANCE
- E. REQUESTS FOR DEVIATIONS FROM REGULATIONS

SECTION 6. GENERAL REQUIREMENTS

- A. GENERAL REQUIREMENTS OF CODE
- B. SIGN ZONES
- C. PERMITTED SIGNS
- D. PROHIBITED SIGNS
- E. GENERAL SIGN LOCATION REQUIREMENTS
- F. ILLUMINATION
- G. REFRESH RATE
- H. VISUAL MAINTENANCE
- I. HAZARD REVIEW
- J. FREEWAY EXPOSURE
- K. NEW TECHNOLOGIES
- L. ALTERATIONS, REPAIRS OR REHABILITATION
- M. MATERIALS

SECTION 7. STANDARDS FOR SPECIFIC TYPES OF SIGNS

- A. MONUMENT SIGNS
- B. PROJECTING SIGNS
- C. WALL SIGNS
- D. PEDESTRIAN PILLAR SIGNS
- E. LARGE PILLAR SIGNS
- F. ADVERTISING KIOSKS
- G. ARCHITECTURAL CANOPY SIGNS
- H. SUPERGRAPHIC SIGNS
- I. DIGITAL DISPLAYS
- J. WINDOW SIGNS
- K. TEMPORARY SIGNS

L. ORIGINAL ART MURALS / PUBLIC ART INSTALLATIONS

SECTION 8. SEVERABILITY

EXHIBIT MAPS

**EXHIBIT A SIGN LOCATION PLANS
EXHIBIT B SIGN ZONE MAP**

ORDINANCE NO. _____

**NOHO WEST SIGN DISTRICT
(as amended by PLUM on 12/13/16)**

An Ordinance establishing the NoHo West Sign District pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code (Code).

WHEREAS, the NoHo West Project will be located in the North Hollywood – Valley Village Community Plan, where the General Plan Framework calls for preservation and enhancement of the positive characteristics of existing residential neighborhoods while improving the function, design and economic vitality of the commercial corridors;

WHEREAS, the Project is located on the site of the former Laurel Plaza Shopping Center, and on November 29, 2011, the Laurel Canyon Corridor Sign District was initiated by Motion of Councilmember Paul Krekorian;

WHEREAS, the Project will enhance the neighborhood through the activation of an underutilized shopping center and creation of a community hub with a well balanced mix of office, retail, and residential amenities;

WHEREAS, the Project will provide new commercial and office space, which will house a variety of businesses that will serve the neighborhood and surrounding area;

WHEREAS, the Project will preserve and repurpose the original Macy's building on the site for use as office space;

WHEREAS, unique and vibrant signage that informs and attracts visitors to the Project is a necessary component for the success of the Project;

WHEREAS, the permitting of off-site signs and commercial displays at the Project will directly advance the purposes of improving the aesthetics of the area by carefully regulating the placement and design of such signs; and

WHEREAS, the establishment of the Sign District will foster a vibrant urban environment with a unified aesthetic and sense of identity, by setting standards for uniform signage design, providing well-planned placement of signage with consideration for surrounding uses, and directing functional way-finding and building identification throughout the site.

NOW, THEREFORE, THE PEOPLE OF THE CITY OF LOS ANGELES DO ORDAIN AS FOLLOWS:

SECTION 1. ESTABLISHMENT OF THE NOHO WEST SIGN DISTRICT.

The City Council hereby establishes the NoHo West Sign District, which shall be applicable to that area of the City shown within the heavy dashed line on Exhibit B - Sign Zone Map, comprising the approximately 24.7 acre site located at the southeast corner of Laurel Canyon Boulevard and Erwin Street, and generally bound by Erwin Street to the north, Radford Avenue to the east, Laurel Canyon Boulevard and the State Route 170 (Hollywood) Freeway to the west and Oxnard Street to the south. This area is referred to as the "Sign District."

SECTION 2. PURPOSES.

The NoHo West Sign District is intended to:

- A. Support and enhance the land uses and urban design objectives of the North Hollywood – Valley Village Community Plan;
- B. Create a unique and recognizable identity through signage elements, to draw visitors to the North Hollywood area to benefit the local economy and reduce lingering blight;
- C. Permit a variety of signage elements to allow for creativity and flexibility in design over time;
- D. Ensure that new Off-Site signs, Digital Displays, and Supergraphic Signs are responsive to and integrated with the aesthetic character of the structures on which they are located;
- E. Protect adjacent residential communities from potential adverse impacts by concentrating signage away from residential areas, and setting standards for signage amounts, size, illumination, and sign motion/animation; and
- F. Coordinate the location and display of signs so as to enhance the pedestrian realm, minimize potential traffic hazards, protect public safety, and maintain compatibility with surrounding uses.

SECTION 3. APPLICATION OF SUPPLEMENTAL USE DISTRICT REGULATIONS.

- A. The regulations of this Ordinance are in addition to those set forth in the Planning and Zoning provisions of the Code. These regulations do not convey any rights not otherwise granted under the provisions and procedures contained in the Code or other relevant ordinances, except as specifically provided for in this Ordinance.
- B. Wherever this Ordinance contains provisions that establish regulations that are different from, more restrictive than, or more permissive than those contained in the Code or other relevant ordinances, this Ordinance shall prevail.

SECTION 4. DEFINITIONS.

Whenever the following terms are used in this Ordinance, they shall be construed as defined in this Section. Notwithstanding Code Section 13.11, words and phrases not defined here shall be construed as defined in Sections 12.03 and Article 4.4 of the Code.

Advertising Kiosk. A freestanding, double-sided, ground-mounted sign which is incorporated into a free standing architectural structure, and which may incorporate digital displays and off-site signage.

Architectural Canopy Sign. An enclosed structure that is attached to the wall of a building with the face of the sign approximately parallel to the wall and with the message integrated into its surface.

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

Billboard. Any sign on one or more poles that is: structurally separate from an existing building; supported by independent footing inside an existing building or other improvements; and /or support a solid sign panel that is attached to pole(s), or column(s) that may be cantilevered over a building.

Box Sign. Also known as a Cabinet Sign. An internally illuminated cabinet style box consisting of a frame and faces in which lettering or graphics are applied two dimensionally and are not individually articulated,

Canister/Can/Cabinet Sign. An opaque or clear sign with illuminated or non-illuminated text, logos, or symbols placed on, behind, or extruded through the plastic face of an enclosed cabinet attached to the face of the building.

Captive Balloon Sign. Any object inflated with hot air or lighter-than-air gas that is tethered to the ground or a structure.

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.

Feather Sign/ Sail Sign/ Wind Banner. A freestanding or mounted sign that is supported by a flexible or semi-flexible full or partial frame within which is a material constructed of vinyl, paper, or other wind-resistant and moveable materials.

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.

Interior Sign. Any Sign that is: (a) within an interior courtyard, interior concourse or interior plaza of a building that is not intended to be visible in any way from the street, public right-of-way, or publicly accessible plaza or driveway adjacent to a public right-of-way or (b) immediately adjacent to a building on the premises and intended to be viewed primarily from grade by pedestrians within the Commercial Zone of the Sign District area.

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

Monument Sign. A 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.

Off-Site Sign. A sign that displays any message directing attention to a business, product, service, profession, commodity, activity, event, person, institution or any other commercial message, which is generally conducted, sold, manufactured, produced, or offered or occurs elsewhere than on the premises where the sign is located. For purposes of the sign regulations in this ordinance, the premises shall include all properties within the Commercial Zone of the Sign District.

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

Pillar Sign. A freestanding sign that is mounted directly on the ground, consisting of rectangular sign faces or a sculptural themed shape, with a vertical dimension equal to or greater than its horizontal 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.

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

Roof Sign. A sign erected upon a roof of a building.

Sign. Any whole or part of a display board, wall, screen or object, used to announce, declare, demonstrate, display or otherwise present a message and attract the attention of the public.

Supergraphic Sign. A sign, consisting of an image projected onto a wall or printed on vinyl, mesh or other material with or without written text, supported and attached to a wall by an adhesive and/or by using stranded cable and eye-bolts and/or other materials or methods, and which does not comply with the following provisions of the Code: 14.4.10 (Wall Signs), 14.4.16 (Temporary Signs), 14.4.17 (Temporary Signs on Temporary Construction Walls), 14.4.18 (Off-Site Signs), and/or 14.4.20 (Art Murals and Public Art Installations).

Tenant Frontage. The linear building frontage of a tenant space along a public street or right-of-way, driveway, or pedestrian walkway or plaza.

Wall Sign. Any sign attached to, painted on or erected against 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.

Window Sign. Any sign that is attached to, affixed to, leaning against, or otherwise placed within six feet of a window or door in a manner so that the sign is visible from outside of the building.

SECTION 5. PROCEDURAL REQUIREMENTS.

A. Building Permits. The Department of Building and Safety (LADBS) shall not issue a permit for a sign, a sign structure, sign illumination, or alteration of an existing sign within the Sign District unless the sign complies with (1) the requirements of this Ordinance as determined by the Director of Planning (Director) and (2) relevant requirements of the Code.

B. Director Sign-Off. LADBS shall require a Director sign off on any sign permit application with the Sign District. The Director shall sign off on the permit application if the sign complies with all of the applicable requirements of this Ordinance and Exhibit Maps and the applicable requirements of the Code. The Director's approval shall also be indicated by stamping the permit plans.

C. Exempt Signs. LADBS permit applications for the following sign types shall be subject to LADBS review and the relevant requirements of the Code, but are exempt from Director's review and do not require a Director's permit sign-off: window signs, temporary signs, art murals, and public art installations.

D. Project Permit Compliance. LADBS shall not issue a permit for Supergraphic Signs or Digital Displays unless the Director has issued a Project Permit Compliance approval pursuant to the procedures set forth in Section 11.5.7 of the Code and Section 7.H. and Section 7.I of this ordinance.

E. Request for Deviations from Regulations. The procedures for adjustments, exceptions, amendments and interpretations to this Ordinance shall follow the procedures set forth in Section 11.5.7.E-H of the Los Angeles Municipal Code.

SECTION 6. GENERAL REQUIREMENTS.

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

B. Sign Zones. This Sign District is divided into two (2) Sign Zones as shown in the Sign Zone Map (Exhibit B), which includes the Commercial Zone and Residential Zone.

C. Permitted Signs. All signs defined in Section 7 of this Ordinance and all signs otherwise permitted by the Code shall be permitted within the Sign District.

D. Prohibited Signs. The following signs shall be prohibited:

1. Banner Signs;
2. Billboards;

3. Box Signs, except as provided in Section 7.C.5.;
4. Can / Canister / Cabinet Wall Signs, except as provided in Section 7.C.5.;
5. Captive Balloon Signs;
6. Inflatable Devices;
7. Pole Signs;
8. Roof Signs;
9. Sail Signs / wind banners / feather signs;
10. Advertising Kiosks, Architectural Canopy Signs, Digital Displays, Large Pillar Signs, Projecting Signs, and Supergraphic Signs, in the Residential Zone; and
11. Any Sign not specifically authorized by this Ordinance or by the Code.

E. General Sign Location Requirements. The location of signage is subject to standards identified in Section 6 and Section 7 of this Ordinance and Code Section 14.4.4.C (Prohibited Locations). In addition:

1. Signage shall be installed in substantial conformance with the approximate locations identified for each sign type in the Sign Location Map (Exhibit A).
2. No sign shall be placed over the exterior surface of any opening of a building, including its windows, doors, and vents, unless the Los Angeles Fire Department (“LAFD”) determines that the sign would not create a hazardous condition.

F. Illumination.

1. All illuminated signs shall have a brightness limitation of 0.3 foot candles above ambient lighting.
2. All illuminated signs shall be designed, located, and/or screened so as to minimize light travel onto the exterior walls of residential units and windows of commercial buildings, including those on the same site as the sign.
3. All illuminated signs shall have a nighttime brightness no greater than 300 candelas per square meter and a daytime brightness no greater than 5,000 candelas.
4. 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.
5. No sign shall use highly reflective materials such as mirrored glass.
6. All signs shall have a maximum total lumen output of no more than 20 lumens per square foot.

7. All light emitting diodes used within any sign shall have a maximum horizontal beam spread of 165 degrees and a maximum vertical beam spread of 65 degrees. All light emitting diodes shall be oriented towards the street, rather than towards the sky.

8. Any Digital Display shall make a smooth transition at a consistent rate between the permitted daytime to nighttime brightness levels beginning 45 minutes prior to sunset and concluding 45 minutes after sunset.

9. Illumination Testing Protocol for Digital Displays. Prior to the operation of any Digital Display, the applicant shall conduct testing to indicate compliance with the illumination regulations of this Ordinance, and provide a copy of the results along with a certification from an LADBS approved testing agency to the Director and to LADBS stating that the testing results demonstrate compliance with the requirements of this Ordinance. The testing shall be at the applicant's expense and shall be conducted as follows:

a. In order to determine whether the illumination complies with Article 4.4 of the Code and the requirements of this Ordinance, a representative testing site shall be established on or next to those light sensitive receptors, as defined by the City's CEQA Guidelines, which have the greatest exposure to signage lighting on each of the four facades of the Project. A light meter mounted to a tripod at eye level, facing the Project buildings, shall be calibrated and measurements taken to determine ambient light levels with the sign on. An opaque object shall be used to block out the view of the sign and the building from the light meter at a distance of at least four (4) feet away from the tripod. A reading shall then be taken to determine the ambient light levels with the sign off. The difference between the two measurements shall be the amount of light the sign casts onto the sensitive receptor. Alternatively, the applicant may measure light levels by using the same tripod and same light meter, but by turning the signage on and off.

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

c. In addition, if, as a result of a complaint or otherwise, LADBS has cause to believe the Project's signage lighting is not in compliance with this Ordinance, LADBS may request, at the expense of the applicant or its successor, that the testing protocol outlined in this section be implemented to determine compliance. If the testing reveals that the signage is not in compliance with this Ordinance, the applicant or its successor shall adjust the signage illumination to bring it into compliance immediately.

G. Refresh Rate. The Refresh Rate is the rate at which a Digital Display may change content. The Refresh Rates shall be as follows:

1. The Controlled Refresh Rate shall be no more frequent than one refresh event every one minute with an instant transition between images. The sign image must remain static between refreshes.

2. The Non-Controlled Refresh Rate is the Refresh Rate of all Digital Displays 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 to change at an unrestricted rate.

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

1. The building and ground area around the 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 signage copy shall be properly maintained and kept free from damage and other unsightly conditions, including graffiti.

3. All sign structures shall be kept in good repair and maintained in a safe and sound condition and in conformance with all applicable codes.

I. Hazard Review. Signs that adhere to the regulations outlined in this Ordinance shall be exempted from further Hazard Determination review procedures in Code Section 14.4.5. All signs shall continue to be subject to Caltrans approval, where applicable.

J. Freeway Exposure. Signs that adhere to the regulations outlined in this Ordinance shall be exempted from the Freeway Exposure regulations in Code Section 14.4.6. All signs shall continue to be subject to Caltrans approval, where applicable.

K. New Technologies. The Director may permit the use of any technology or material which did not exist as of the effective date of this Ordinance, utilizing the Director's Interpretation procedure outlined in Code Section 11.5.7.H, if the Director finds that such technology or material is consistent with the regulations described herein.

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

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

SECTION 7. STANDARDS FOR SPECIFIC TYPES OF SIGNS.

A. Monument Signs

1. Intent. Monument Signs identify the project site or buildings near the street or driveway entrances, and are intended to be viewed primarily from vehicles.

2. Sign Area. Monument Signs may be incorporated with landscape walls and other architectural elements. The individual sign area of a Monument Sign is measured based on the area containing signage, and does not include any adjacent or attached landscape or architectural elements.

Maximum Individual Sign Area for Monument Signs	Maximum
Commercial Zone	1350 SF
Residential Zone	60 SF

3. Height.

a. Monument Signs in the Commercial Zone shall not exceed a maximum of 15 feet in height.

b. Monument Signs in the Residential Zone shall not exceed a maximum of 6 feet in height.

4. Location.

Maximum Number of Monument Signs	Maximum
Commercial Zone	One (1) on Oxnard Street and one (1) at the corner of Laurel Canyon Boulevard and Erwin Street
Residential Zone	One (1) per each residential building elevation

5. Design. Channel Letters (internally illuminated letters, numbers or figures, individually formed in a three dimensional U-shaped channel) on three dimensional architectural letters are required for letters greater than 6” in height. Monument Signs may be double sided.

6. Illumination. Monument Signs may be non-illuminated or illuminated. If illuminated, the sign shall be internally illuminated or lighting shall be installed to face the monument sign and be hidden from view.

7. Off-Site Standards. Monument Signs shall not be Off-Site Signs.

8. Digital Standards. Monument Signs shall not include Digital Displays.

B. Projecting Signs

1. Intent. Projecting Signs identify tenants or buildings in the Commercial Zone.

2. Sign Area.

Maximum Individual Sign Area for Projecting Signs	Maximum
Commercial Zone: Buildings A through M	50 SF

Commercial Zone: One sign on the northwest corner of Building H	300 SF
Commercial Zone: West elevation of Parking Structure	350 SF

3. Height. Projecting Signs shall not be located lower than eight (8) feet above sidewalk grade or edge of roadway grade nearest the sign. Projecting signs, except for those located on the west elevation of the Parking Structure, shall not extend above the top of the building wall. In addition, the height of Projecting Signs must be equal to or greater than the width for any Projecting Sign larger than 10 square-feet in sign area.

4. Location. Projecting Signs are prohibited in the Residential Zone.

Maximum Number of Projecting Signs	Maximum
Commercial Zone: Number permitted per individual tenant space on Buildings A through M, except one additional sign is allowed to accommodate a single Building H tenant	1 per tenant
Commercial Zone: Number permitted along the western elevation of the Parking Structure	10

5. Design. Each Projecting Sign shall be located at a minimum distance of 15 feet away from any other Projecting Sign. The plane of the sign face of the projecting sign shall be within 15 degrees of being perpendicular to the face of the building, except at the corner of the building. Projecting Signs may be double-sided. Channel letters, push-thru letters, cut-thru letters, and other architecturally integrated methods for lettering are required for letters greater than 6" in height.

6. Illumination. Projecting Signs shall be non-illuminated or internally illuminated.

7. Off-Site Standards. Projecting Signs shall not be Off-Site Signs.

8. Digital Standard. Projecting Signs shall not include Digital Displays.

C. Wall Signs

1. Intent. Wall Signs identify tenants or buildings, and include tenant Wall Signs, multi-tenant Wall Signs, and residential Wall Signs. Wall Signs do not include Supergraphic Signs or Digital Displays.

2. Sign Area.

Maximum Individual Sign Area for Wall Signs	Maximum
Commercial Zone: tenant Wall Signs	1.5 SF per 1 linear foot of tenant frontage. The maximum width for each Wall Sign shall be 75% of the length of the tenant frontage
Commercial Zone: multi-tenant Wall Signs	1000 SF
Residential Zone: residential Wall Signs	100 SF

3. Height.

- a. Tenant Wall Signs and residential Wall Signs shall not extend above the top of the wall of the building.
- b. Multi-tenant Wall Signs are permitted to extend above the building roofline by a maximum of 20% of the Wall Sign height.

4. Location.

Maximum Number of Wall Signs	Maximum
Commercial Zone: tenant Wall Signs	Each tenant is allowed either one Wall Sign or one Architectural Canopy Sign per building elevation
Commercial Zone: multi-tenant Wall Signs	One (1) on Commercial Building A; one (1) on Commercial Building J; four (4) on the Parking Structure
Residential Zone: residential Wall Signs	Four (4) per building elevation

5. Design. Channel letters, push-thru letters, cut-thru letters, and other architecturally integrated methods for lettering are required for letters greater than 6” in height in tenant, multi-tenant and residential Wall Signs.

- a. Wall signs may include one separate custom-shaped Box Sign or Canister/Can/Cabinet Sign component for tenant logos, which shall not exceed 30% of the allowable wall sign area per tenant. The component shall not be separately counted against the total maximum number of wall signs for each tenant.
- b. Each multi-tenant Wall Sign shall be comprised of a minimum of five individual tenant panels for on-site tenants located in the Commercial Zone of the Sign District.

6. Illumination.

- a. Wall Signs in the Commercial Zone shall be non-illuminated or internally illuminated.
- b. Wall Signs in the Residential Zone shall be non-illuminated.

7. Off-Site Standards. Wall Signs shall not be Off-Site Signs.

8. Digital Standards. Wall Signs shall not include Digital Displays.

D. Pedestrian Pillar Signs

1. Intent. Pedestrian Pillar Signs assist in vehicular or pedestrian way-finding.

2. Sign Area.

Maximum Individual Sign Area for Pedestrian Pillar Signs	Maximum
Commercial Zone	25 SF
Residential Zone	25 SF

3. Height. The height for an individual Pedestrian Pillar Sign shall not exceed a maximum of 9 feet.

4. Location. There is no limit on the number of Pedestrian Pillar Signs allowed.

5. Design. Pedestrian Pillar Signs shall be ground-mounted and not attached to any building face. Pedestrian Pillar Signs within the Commercial Zone that are Interior Signs may incorporate a digital display screen with a maximum screen area of 6 square feet.

6. Illumination. Pedestrian Pillar Signs shall be non-illuminated or internally illuminated. Any digital display screen shall be subject to the Controlled Refresh Rate.

7. Off-Site Standards. Pedestrian Pillar Signs shall not be Off-Site Signs.

8. Digital Standards. Pedestrian Pillar Signs shall not be Digital Displays, except as provided in Sections 7.D.5 and 7.D.6 above.

E. Large Pillar Signs

1. Intent. Large Pillar Signs identify tenants or buildings near the street or driveway entrances and are intended to be viewed primarily from vehicles.

2. Sign Area.

Maximum Individual Sign Area for Large Pillar Signs	Maximum
Commercial Zone	350 SF

3. Height. Large Pillar Signs in the Commercial Zone shall not exceed a maximum of 35 feet in height.

4. Location. Large Pillar Signs are prohibited in the Residential Zone.

Maximum Number of Large Pillar Signs	Maximum
Commercial Zone: Number permitted per public street frontage of the Sign District in the Commercial Zone	2

5. Design. Channel letters, push-thru letters, cut-thru letters, and other architecturally integrated methods for lettering are required for letters greater than 6” in height. Large-Scale Pillar Signs may be double sided.

6. Illumination. Large Pillar Signs shall be non-illuminated or internally illuminated.

7. Off-Site Sign Standards. Large Pillar Signs shall not be Off-Site Signs.

8. Digital Standards. Large Pillar Signs shall not include Digital Displays.

F. Advertising Kiosks

1. Intent. Advertising Kiosks are pedestrian-oriented, double-sided signs which are incorporated into a free standing architectural structure.

2. Sign Area.

Maximum Individual Sign Area for Advertising Kiosks	Maximum
Commercial Zone	36 SF

a. No building permit shall be issued for a new Advertising Kiosk with a Digital Display component prior to the removal, as evidenced by final inspection and approval of the removal, of legally permitted billboards within a three-mile radius of the Sign District, pursuant to the terms of the sign reduction program. To apply for the sign reduction program, the applicant shall submit a Project Permit Compliance application with a sign reduction plan to the Director for approval pursuant to Section 11.5.7 of the Code.

b. Terms of Sign Reduction Program. Each square foot of sign area of a new Digital Display shall be offset by a reduction of a minimum of ten (10) square feet of billboard sign area. The reduction of billboard sign area must occur within a three-mile radius of the Sign District.

3. Height. Advertising Kiosks shall not exceed a maximum of 8 feet in height.

4. Location. Advertising Kiosks are prohibited in the Residential Zone.

Maximum Number of Advertising Kiosks	Maximum
Commercial Zone	10

5. Design. Advertising Kiosks shall be Internal Signs and shall be designed with similar materials and construction methods as adjoining existing or simultaneously proposed building or signage elements to ensure that the Advertising Kiosks are compatible with the surrounding architecture.

6. Illumination. Advertising Kiosks shall be non-illuminated or internally illuminated. Any Digital Display element shall be subject to the Controlled Refresh Rate.

7. Off-Site Sign Standards. Advertising Kiosks may be Off-Site Signs.

8. Digital Standards. Advertising Kiosks may include Digital Display elements.

G. Architectural Canopy Signs

1. Intent. An Architectural Canopy Sign may be the primary tenant shopfront sign for each tenant space. An Architectural Canopy Sign can also be a Wall Sign or a Marquee Sign.

2. Sign Area.

Maximum Individual Sign Area for Architectural Canopy Signs	Maximum
Commercial Zone	1.5 SF per 1 linear foot of tenant frontage. The maximum width for Architectural Canopy Signs shall be 75% of the length of the tenant frontage

3. Height.

a. Architectural Canopy Signs shall not extend above the top of the wall of a building.

b. Architectural Canopy Signs shall have a minimum clearance of eight feet above the sidewalk grade or edge of roadway grade nearest the sign and shall not be located closer than two feet from the curb of any roadway.

c. Architectural Canopy Signs shall not occupy a four-foot distance along the exterior wall at one corner of the building's street frontage.

d. Architectural Canopy Signs may project a maximum of three feet from the face of the building.

4. Location. Architectural Canopy Signs are prohibited in the Residential Zone.

Maximum Number of Architectural Canopy Signs	Maximum
Commercial Zone	Each tenant is allowed either one Wall Sign or one Architectural Canopy Sign per building elevation

5. Design. Channel letters, push-thru letters, cut-thru letters, and other architecturally integrated methods for lettering are required for letters greater than 6" in height.

6. Illumination. Architectural Canopy Signs shall be non-illuminated or internally illuminated. Any Digital Display element shall be subject to the Controlled Refresh Rate.

7. Off-Site Standards. Architectural Canopy Signs shall not be Off-Site Signs.

8. Digital Standards. Architectural Canopy Signs shall not include Digital Displays, except that up to two (2) Interior Signs functioning as Marquee Signs for a tenant providing performances or events that occur on the same premises may include a Digital Display element.

H. Supergraphic Signs

1. Intent. Supergraphic Signs are larger signs applied directly to the wall or applied to a frame attached to the wall.

2. Sign Area.

Maximum Individual Sign Area for Supergraphic Signs	Maximum
Commercial Zone: Supergraphic Signs on the west elevation of the Parking Structure and east elevation of Building H	800 SF
Commercial Zone: Supergraphic Sign on the west elevation of Building J	1000 SF

a. No building permit shall be issued for a new Supergraphic Sign prior to the removal, as evidenced by final inspection and approval of the removal, of legally permitted billboards within a three-mile radius of the Sign District, pursuant to the terms of the sign reduction program. To apply for the sign reduction program, the applicant shall submit a Project Permit Compliance application with a sign reduction plan to the Director for approval pursuant to Section 11.5.7 of the Code.

b. Terms of Sign Reduction Program. Each square foot of sign area of a new Supergraphic Sign shall be offset by a reduction of a minimum of five (5) square feet of billboard sign area. The reduction of billboard sign area must occur within a three-mile radius of the Sign District.

3. Height. Supergraphic Signs shall not extend above the top of the wall of a building.

4. Location. Supergraphic Signs are prohibited in the Residential Zone.

Maximum Number of Supergraphic Signs	Max
Commercial Zone: Supergraphic Signs on the west elevation of the Parking Structure	8
Commercial Zone: Supergraphic Signs on the east elevation of Building H	3
Commercial Zone: Supergraphic Signs on the west elevation of Building J	1

5. Design. Supergraphic Signs may include a structural frame upon which the sign material is mounted or attached.

6. Illumination. Supergraphic Signs shall be non-illuminated or illuminated from above with the light source shielded from view.

7. Off-Site Standards. Supergraphic Signs may be Off-Site Signs. However, the three Supergraphic Signs on the east elevation of Building H shall be limited to display non-commercial content.

8. Digital Standard. Supergraphic Signs shall not include Digital Displays.

I. Digital Displays

1. Intent. A Digital Display is a sign that displays images through the use of electronic media or technology that may be changed remotely through electronic means.

2. Sign Area.

Maximum Individual Sign Area for Digital Displays	Max
Commercial Zone	1200 SF

a. No building permit shall be issued for a new Digital Display prior to the removal, as evidenced by final inspection and approval of the removal, of legally permitted billboards within a three-mile radius of the Sign District, pursuant to the terms of the sign reduction program. To apply for the sign reduction program, the applicant shall submit a Project Permit Compliance application with a sign reduction plan to the Director for approval pursuant to Section 11.5.7 of the Code.

b. Terms of Sign Reduction Program. Each square foot of sign area of a new Digital Display shall be offset by a reduction of a minimum of ten (10) square feet of billboard sign area. The reduction of billboard sign area must occur within a three-mile radius of the Sign District.

3. Height. Digital Displays shall not extend above the top of the wall of a building.

4. Location. Digital Displays are prohibited in the Residential Zone.

Maximum Number of Digital Displays	Max
Commercial Zone	Three total; One each on the north, south, and east elevations of the Parking Structure

5. Design. Digital Displays shall use grid lights, cathode ray projections, light emitting diode displays, plasma screens, liquid crystal displays, fiber optics, or other electronic media or technology to be developed.

6. Illumination. Digital Displays shall be internally illuminated. The Digital Display on the east elevation of the Parking Structure shall be subject to the Non-Controlled Refresh Rate.

a. Digital Displays shall only operate between the hours of 7:00 a.m. and 12:00 a.m.

b. Digital Displays shall not be operational until such time as a Certificate of Occupancy has been issued for the Commercial Buildings within the Sign District.

7. Off-Site Standards. Digital Display may be Off-Site Signs.

8. Digital Standard. Digital Displays are digital.

J. Window Signs

Window Signs are allowed within the Sign District and shall comply with the applicable provisions of the Code.

K. Temporary Signs

Temporary Signs are allowed within the Sign District and shall comply with the applicable provisions of the Code.

L. Original Art Murals / Public Art Installation

Original Art Murals and Public Art Installations are allowed within the Sign District and shall comply with the applicable provisions of the Code.

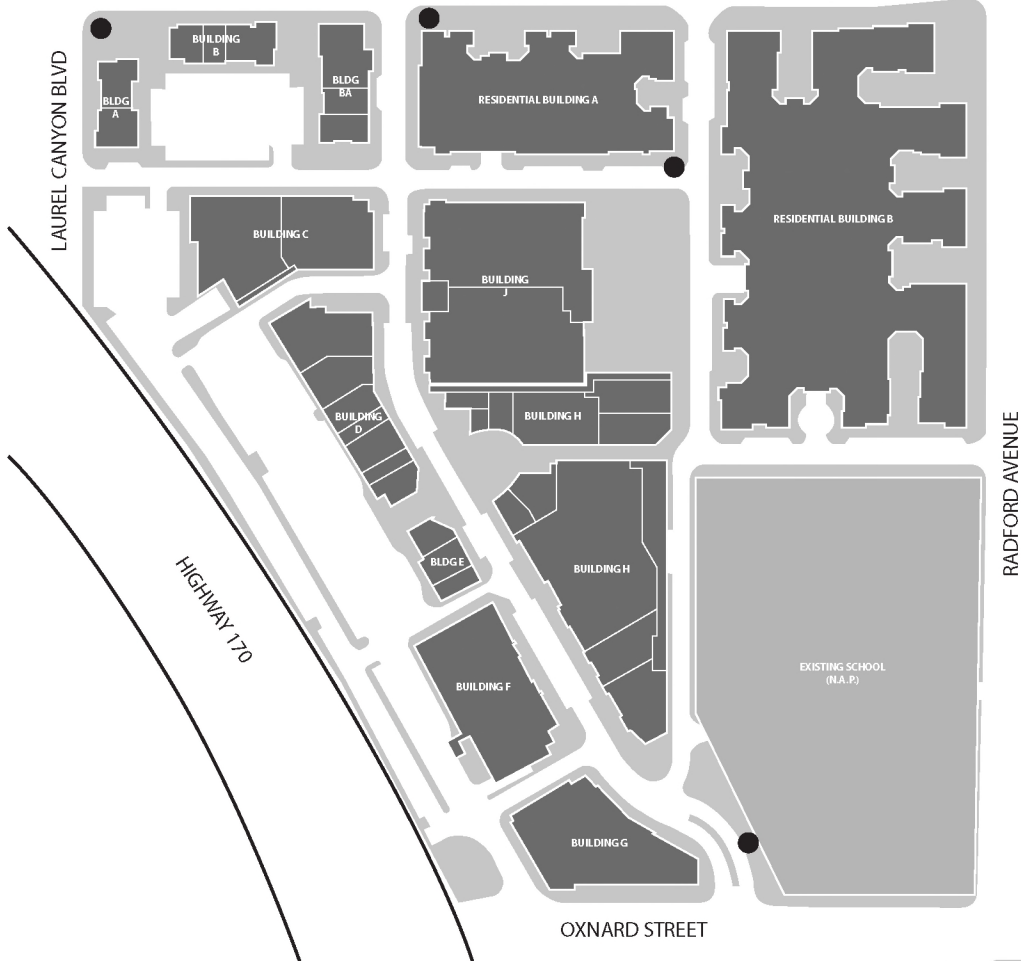
SECTION 8. SEVERABILITY.

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 Ordinance are declared to be severable.

Lower Level Site Plan

ERWIN STREET

Exhibit A



Upper Level Site Plan



● MONUMENT SIGNS

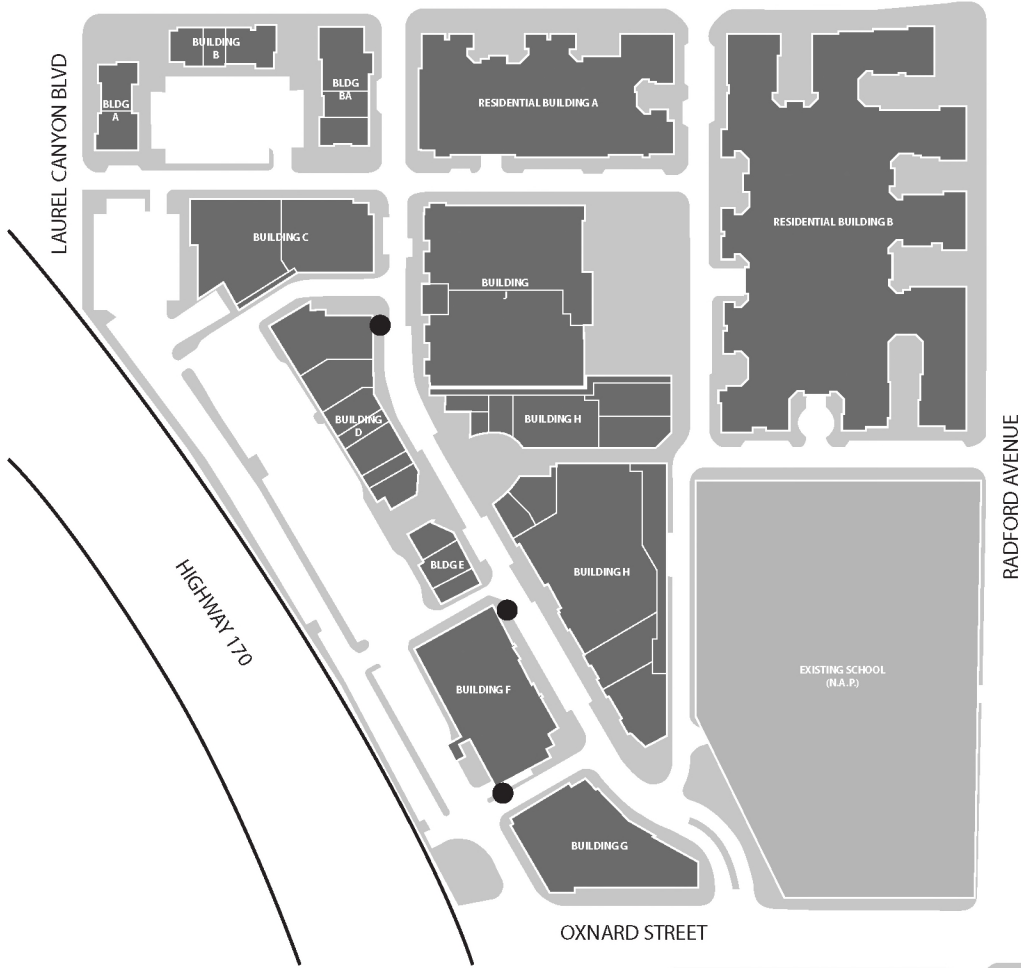
MSP INCLUDES THE FOLLOWING SIGNS:

- JL JUMBO LETTERS
- RM2 RESIDENTIAL MONUMENT

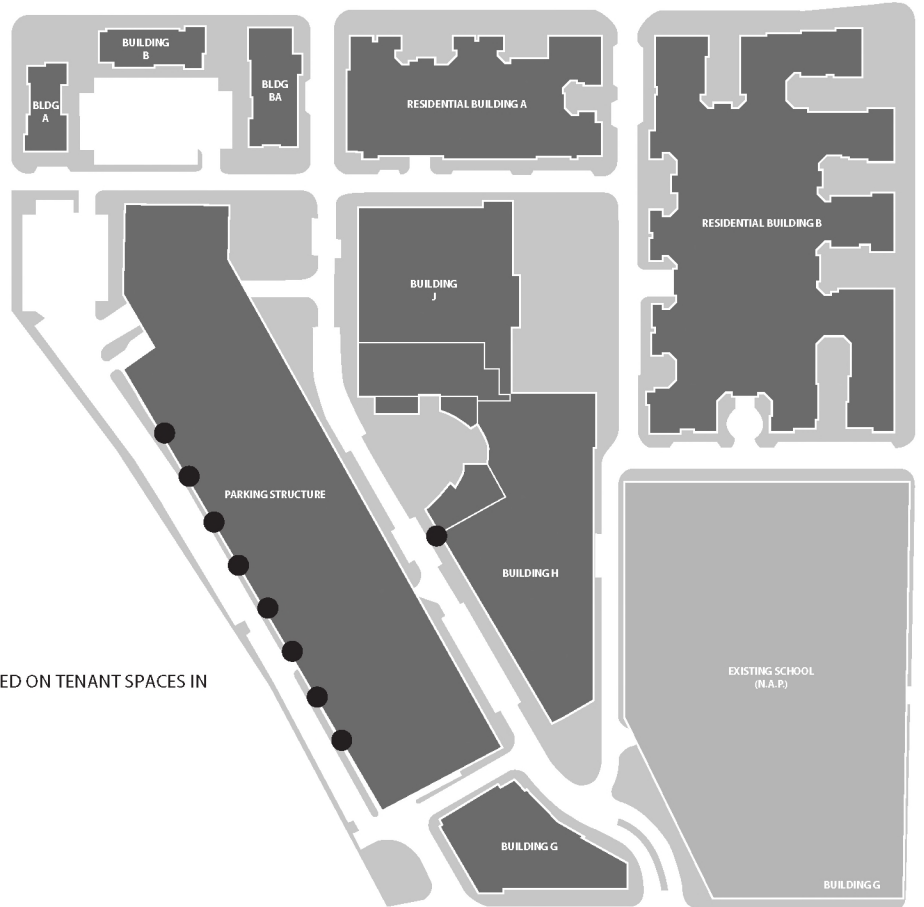
* LOCATIONS APPROXIMATE

Lower Level Site Plan

ERWIN STREET



Upper Level Site Plan



● PROJECTING SIGNS

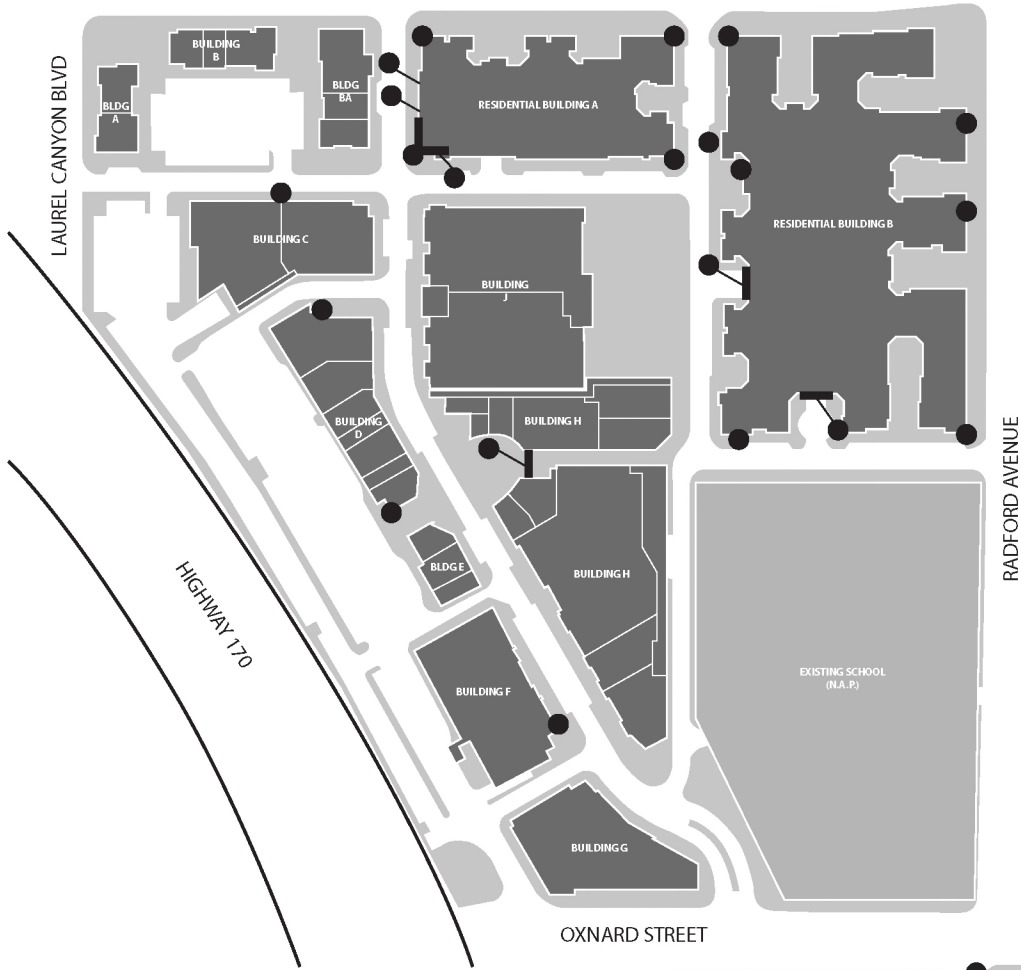
MSP INCLUDES THE FOLLOWING SIGNS:

- F1** PROJECT ID BLADES
- P11** PARKING GARAGE ENTRY ID
- TT** THEATER IDENTIFICATION
- B1** TENANT BLADE - LOCATIONS TO BE DETERMINED BASED ON TENANT SPACES IN COMMERCIAL BUILDINGS A THROUGH J

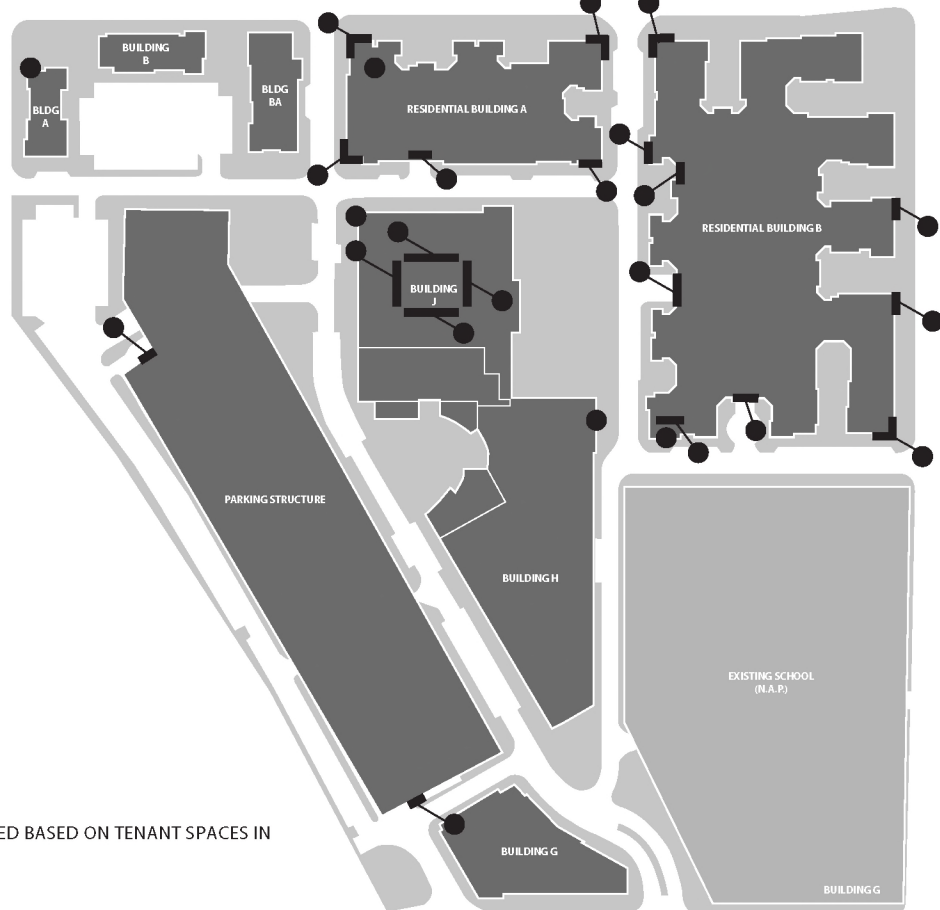
* LOCATIONS APPROXIMATE

Lower Level Site Plan

ERWIN STREET



Upper Level Site Plan



● WALL SIGNS

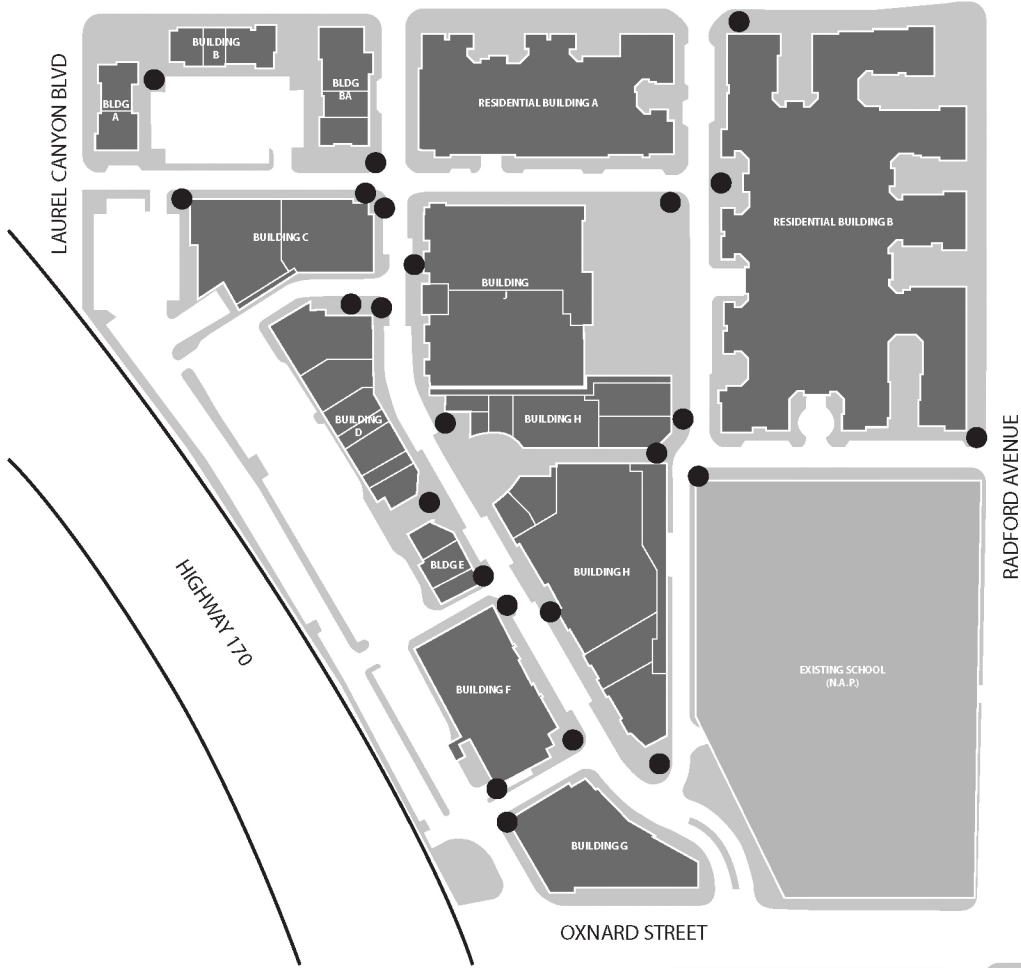
MSP INCLUDES THE FOLLOWING SIGNS:

- P2** PRIMARY PROJECT ID
- P3** PRIMARY PROJECT ID
- P4** PRIMARY PROJECT ID
- R1** **R2** RESIDENTIAL BUILDING ID
- O1** OFFICE BUILDING PARAPET IDENTIFICATION
- GT1** PARKING GARAGE TENANT ID
- OV** OVERHEAD WAYFINDING
- PP1** PEDESTRIAN PARKING ID
- RA** RESIDENTIAL ADDRESS
- RP** **RL** **RE** RESIDENTIAL PARKING ID, LEASING OFFICE ID, AMENITIES ID
- L1** TENANT LOGO/ICON - LOCATIONS TO BE DETERMINED BASED ON TENANT SPACES IN COMMERCIAL BUILDINGS A THROUGH J

* LOCATIONS APPROXIMATE

Lower Level Site Plan

ERWIN STREET



Upper Level Site Plan



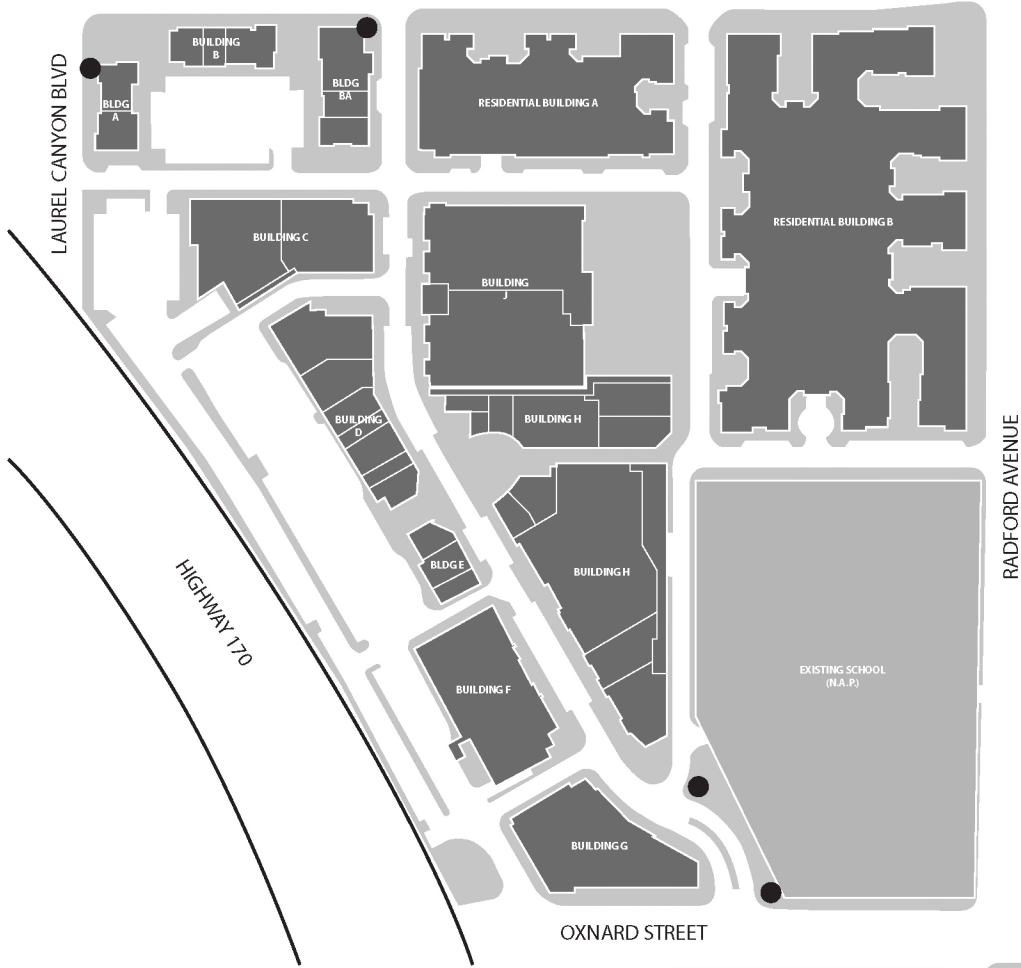
● PEDESTRIAN PILLAR SIGNS

MSP INCLUDES THE FOLLOWING SIGNS:

- RM1** RESIDENTIAL MONUMENT
- VW2** VEHICULAR WAYFINDING - SMALL
- PW** PEDESTRIAN WAYFINDING
- D** DIRECTORY

* LOCATIONS APPROXIMATE

Lower Level Site Plan



Upper Level Site Plan



● LARGE PILLAR SIGNS

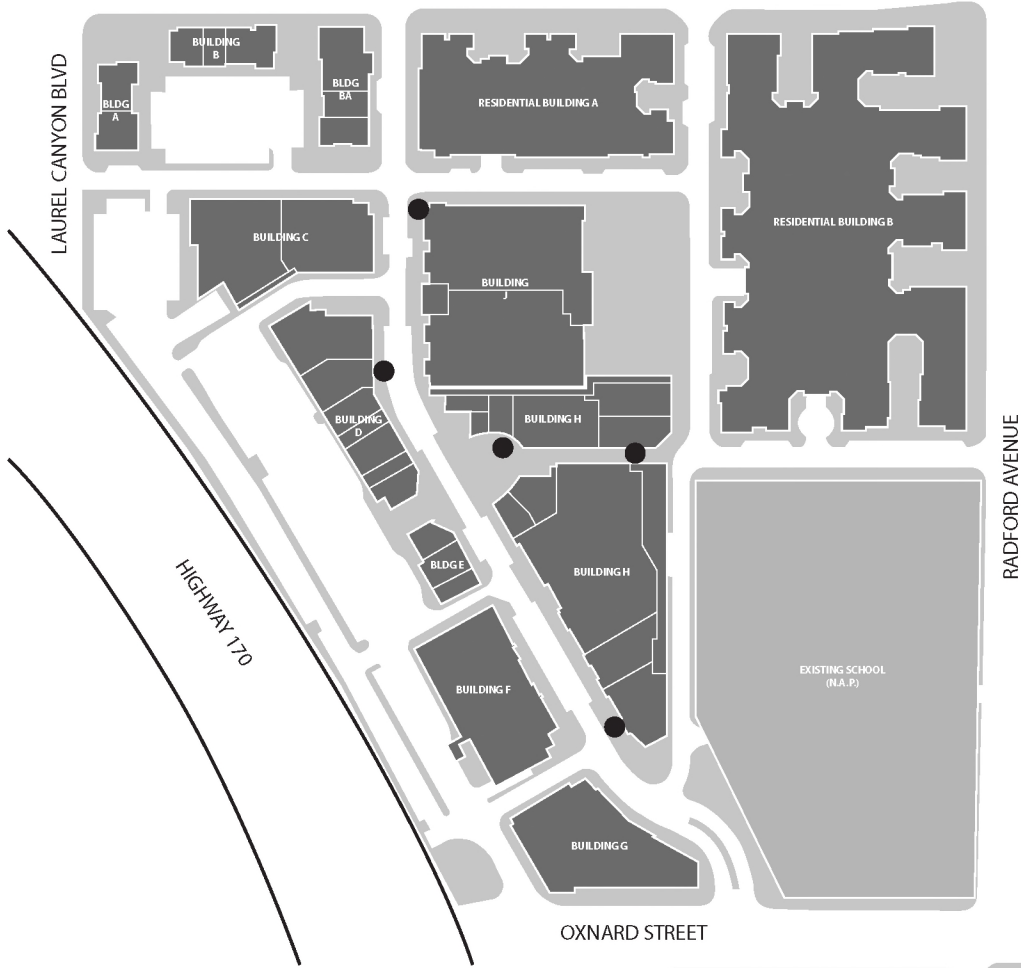
MSP INCLUDES THE FOLLOWING SIGNS:

- P1** PRIMARY PROJECT ID
- VV1** VEHICLE WAYFINDING - LARGE

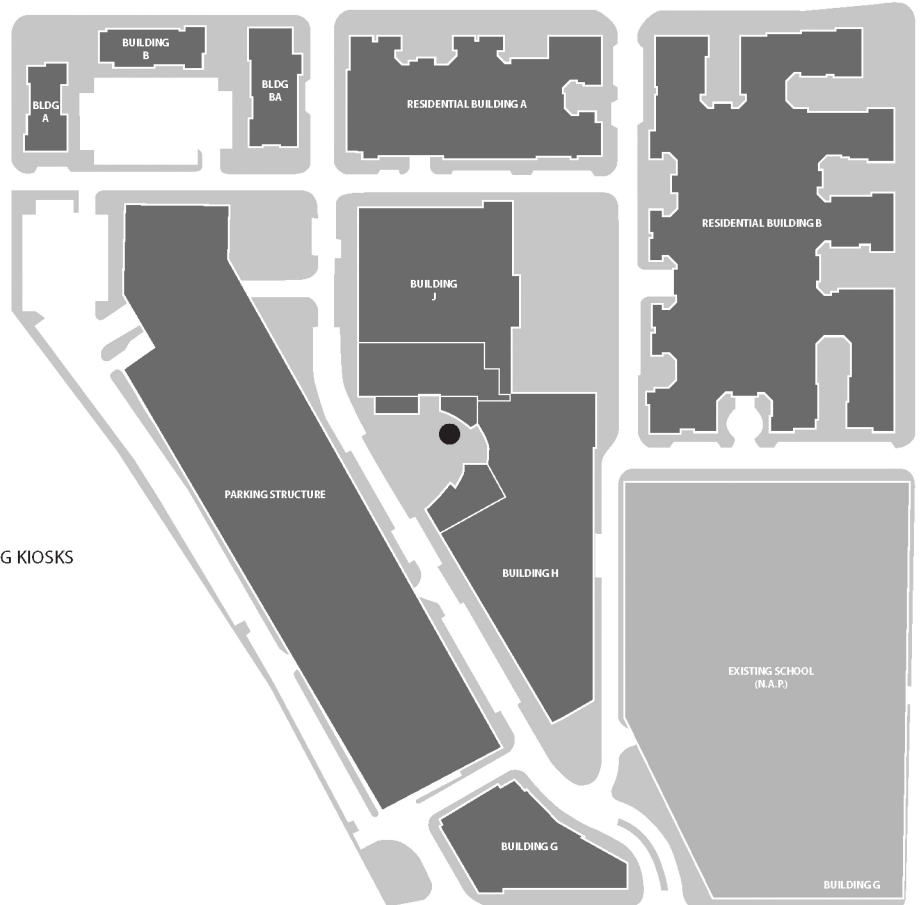
* LOCATIONS APPROXIMATE

Lower Level Site Plan

ERWIN STREET



Upper Level Site Plan



● ADVERTISING KIOSKS

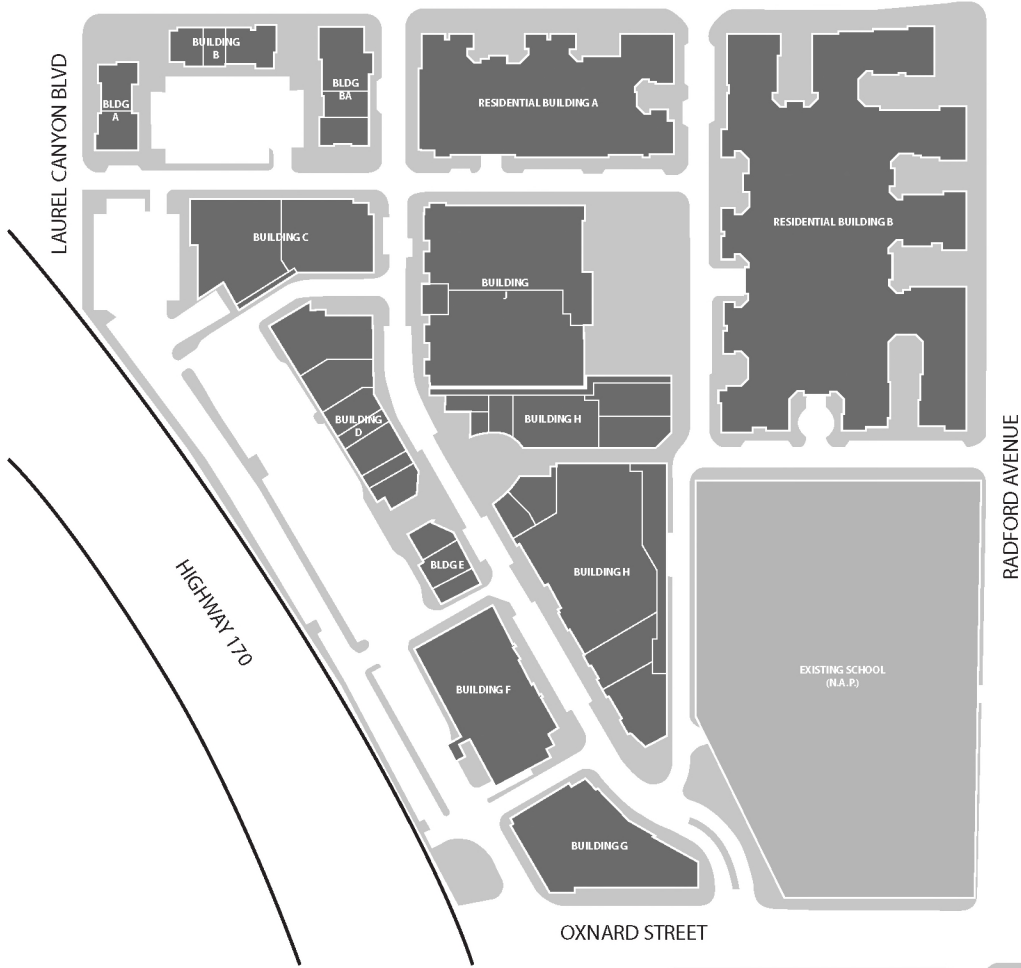
MSP INCLUDES THE FOLLOWING SIGNS:

AK AD KIOSK - LOCATIONS FOR ADDITIONAL ADVERTISING KIOSKS TO BE DETERMINED

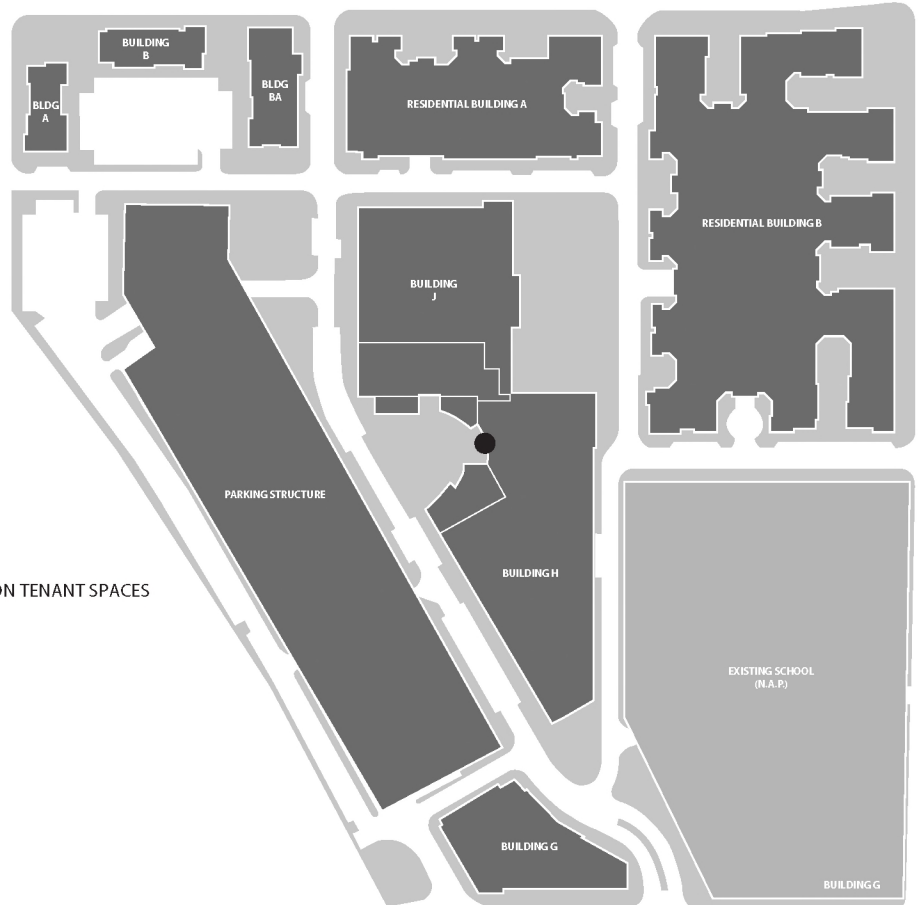
* LOCATIONS APPROXIMATE

Lower Level Site Plan

ERWIN STREET



Upper Level Site Plan



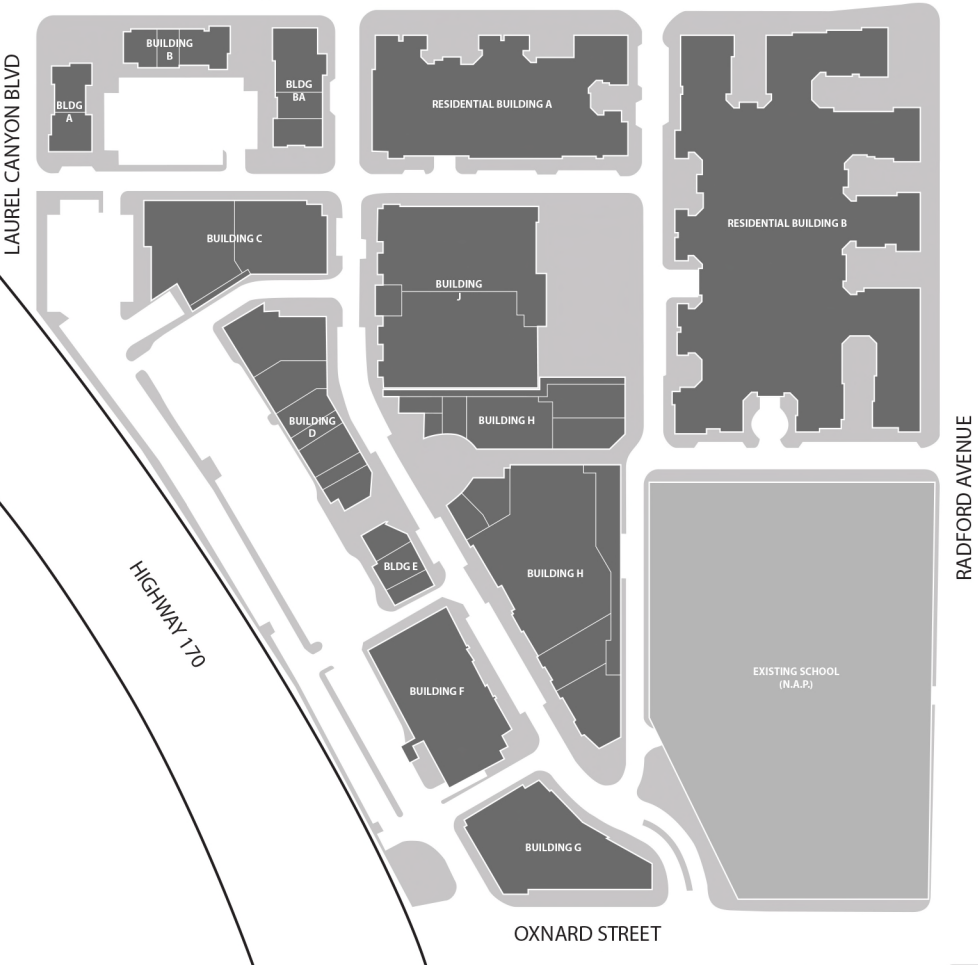
● ARCHITECTURAL CANOPY SIGNS

MSP INCLUDES THE FOLLOWING SIGNS:

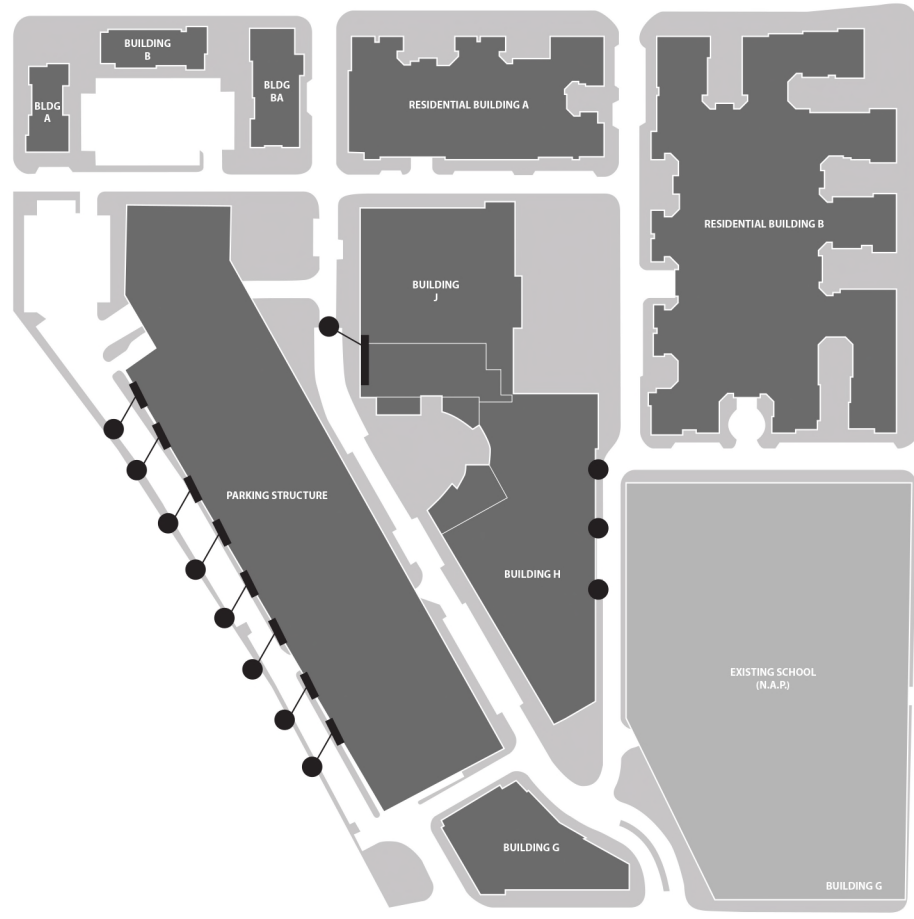
- CC** CINEMA CANOPY LETTERS
- T1** TENANT ID - LOCATIONS TO BE DETERMINED BASED ON TENANT SPACES IN COMMERCIAL BUILDINGS A THROUGH J

* LOCATIONS APPROXIMATE

Lower Level Site Plan



Upper Level Site Plan



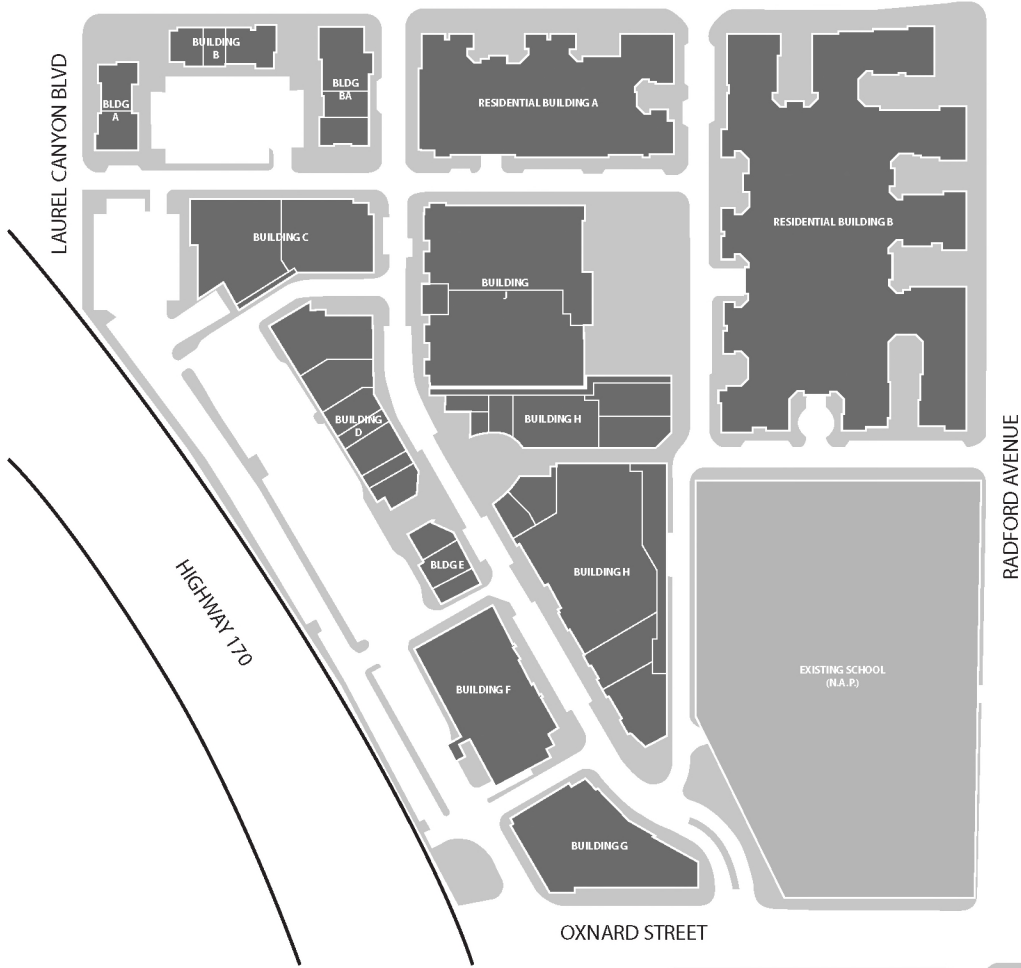
● SUPERGRAPHIC SIGNS

MSP INCLUDES THE FOLLOWING SIGNS:

- AP ON PREMISE PASSIVE ADVERTISING PANELS
- PM1 GARAGE ON PREMISE PASSIVE PANELS
- PM2 GARAGE ON/OFF PREMISE PASSIVE ADVERTISING
- PM3 GARAGE ON PREMISE PASSIVE ADVERTISING
- PM4 BLDG. H ON/OFF PREMISE PASSIVE ADVERTISING

* LOCATIONS APPROXIMATE

Lower Level Site Plan



Upper Level Site Plan



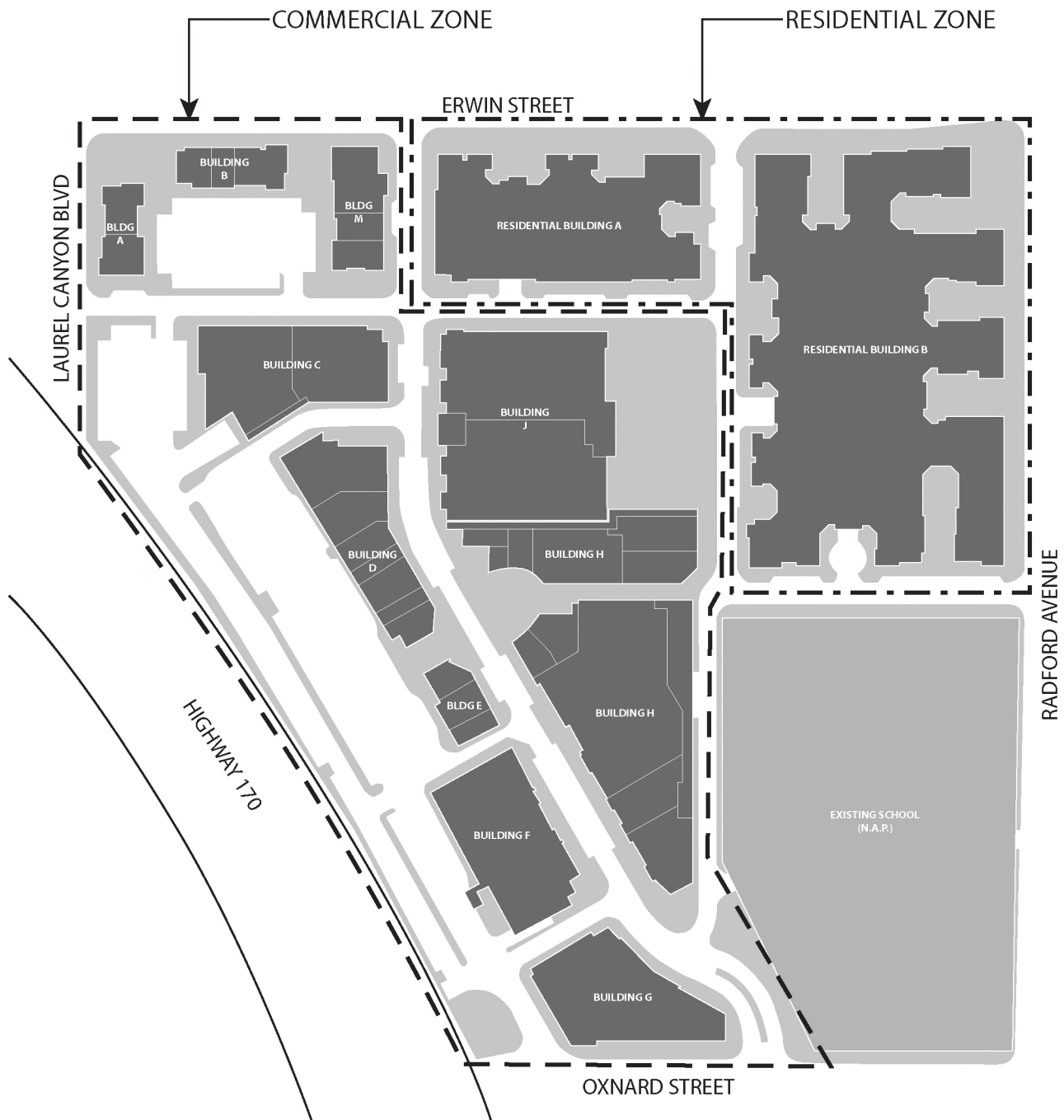
● DIGITAL DISPLAYS

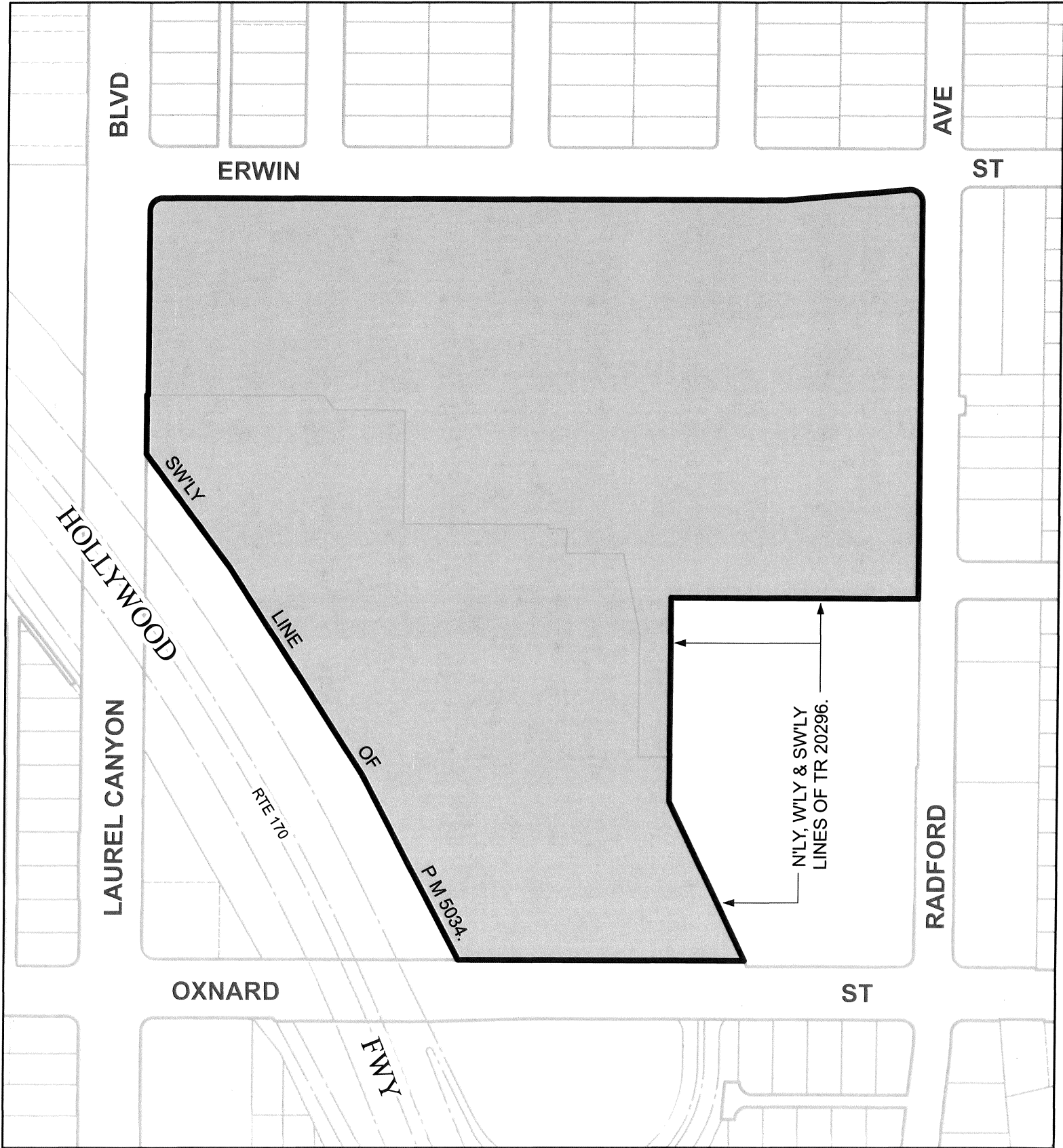
MSP INCLUDES THE FOLLOWING SIGNS:

- AM1 GARAGE LED ON/OFF PREMISE ACTIVE ADVERTISING
- AM2 INTERNAL LED SCREEN
- AM3 GARAGE LED ON/OFF PREMISE ACTIVE ADVERTISING

* LOCATIONS APPROXIMATE

Exhibit B

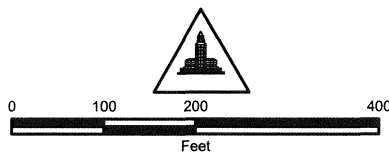




ALL ZONES IN THE AFFECTED AREA REMAIN THE SAME. SUFFIX **SN** WAS ADDED BECAUSE AREA IS NOW INCLUDED IN A SIGN DISTRICT.

NoHo WEST SIGN DISTRICT

City of Los Angeles



CPC-2015-0889-VZC-SN-VCU-MCUP-SPR-ZAD-ZAA

AA/cf

101116

