

**ORDINANCE NO. 185666**

An ordinance establishing the Figueroa and Pico Sign District pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code.

**WHEREAS**, the Figueroa and Pico Sign District will be located in the Downtown Center, where the General Plan Framework calls for the continuation and expansion of commercial, residential, transportation, entertainment, and visitor-serving functions that distinguish and uniquely identify the Downtown Center;

**WHEREAS**, the Sign District is located directly across S. Figueroa Street from the Los Angeles Convention Center (LACC), near the Staples Center and LA Live, adjacent to rail transit, and in proximity to several hotels and entertainment venues where unique sign regulations are required to accommodate the convention, entertainment, community, and business character of the properties in and around the Sign District;

**WHEREAS**, the Sign District is adjacent to the area subject to the existing Los Angeles Sports and Entertainment District (LASED) Specific Plan, which includes creative, animated, and other extensive signage rights for properties within the LASED, and development within the LASED has served as a catalyst for investment in the Central City as a key destination for business, entertainment, and cultural activities;

**WHEREAS**, additional urban infill and redevelopment, including hotels, convention center, multi-family residential, commercial and retail uses, and infrastructure projects on and around S. Figueroa Street continue to transform the South Park neighborhood into a vibrant area comprised of world-class entertainment venues, creative signage, expanded convention facilities, regional attractions, and residential uses with a distinct demographic and aesthetic identity;

**WHEREAS**, 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, while also providing functional way-finding and building identification along streets, thereby connecting regional transit, entertainment, and LACC areas;

**WHEREAS**, the Sign District includes the Fig+Pico Conference Center Hotels, which are designed to serve the LACC and the hotel needs of the City, and require unique digital displays and vibrant signage to be consistent with the adjacent LASED and further evolve the physical and aesthetic identity of the area for residents, visitors, and businesses in the Central City area and further promote the entertainment character of the Sign District and surrounding areas;

**WHEREAS**, the permitting of off-site signs and digital displays at the Fig+Pico Conference Center Hotels will directly advance the purposes of improving the aesthetics of the area by carefully regulating the placement and design of such signs; and

**WHEREAS**, on July 1, 2016, the City Council initiated the Sign District (CF 16-0725) and instructed the Planning Department to implement the process to create a sign district that establishes a unique identity between the LACC, LASED, the Fig+Pico Conference Center Hotels, the South Park community, on City-owned and private parcels that comprise the Sign District area described in this ordinance.

**NOW, THEREFORE,**

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

Section 1. **ESTABLISHMENT OF THE FIGUEROA AND PICO SIGN DISTRICT.**

The City Council hereby establishes the Figueroa and Pico Sign District (Sign District), which shall be applicable to that area of the City shown within the heavy dashed line on Figure 1 – Sign District Subareas, comprising approximately 4.35 acres, generally located along S. Figueroa Street, W. Pico Boulevard, and S. Flower Street, including without limitation those properties located at 1240-1260 S. Figueroa Street, 601 W. Pico Boulevard, 1300 S. Figueroa Street, 535 W. Pico Boulevard, 520-638 W. Pico Boulevard, 1220-1308 S. Flower Street, and 1309-1315 S. Flower Street.

Sec. 2. **PURPOSES.**

The Sign District is intended to:

- A.** Support and enhance the land uses and urban design objectives of the Central City Community Plan, the LASED and South Park district;
- B.** Create a unique and recognizable identity, consistent with adjacent signage in the LASED utilizing creative signage elements, to draw visitors to the South Park 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 uses from potential adverse impacts by concentrating signage away from residential areas, and setting standards for signage numbers, size, illumination, and sign motion/animation; and

F. Coordinate the location, type, and display of signs with the adjacent LASED so as to enhance the pedestrian realm, minimize potential traffic hazards, protect public safety, and maintain compatibility with surrounding uses.

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

A. This ordinance as adopted, or as may be amended from time to time, regulates signs within the Sign District. The regulations of this ordinance are in addition to those set forth in the Planning and Zoning provisions of the Los Angeles Municipal Code (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 for sign types, sign height, sign area, number of signs, signs approvals, issuance of permits for the installation and operation of signs, sign dimensions, sign illumination, sign content or other time, place or manner regulations that are different from, more restrictive than, or more permissive than the Code or other relevant codes and ordinances, this ordinance shall prevail.

### Sec. 4. **DEFINITIONS.**

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

**Can Sign.** A wall sign whose text, logos and symbols are placed on the plastic face of an enclosed cabinet.

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

**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.

**Identification Sign.** A wall sign that is encouraged to be, but is not limited to, a company logo, generic type of business, or the name of a business or building.

**Integral Large-Scale Architectural Lighting.** Large-Scale Architectural Lighting that: (1) is attached directly to and made integral with architectural elements on the facade of a building; and (2) contains individual pixels of a digital light source that are embedded into architectural components separated vertically or horizontally from one another, and are of a design that allows outward views from and within the supportive structure. Such a design may include low resolution digital mesh or netting, individual large-scale pixels covering a building wall diffused behind translucent material, or horizontal or vertical LED banding integrated into the spandrels or louvers of a building's architecture.

**Interior Sign.** A sign, having no sign face visible from any public or private right-of-way that is enclosed by permanent, opaque architectural features on the project site, including building walls, freestanding walls, roofs, or overhangs.

**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.

**Monument/Pillar Sign.** A freestanding sign, consisting of rectangular sign faces or a sculptural themed shape, which is erected directly upon the existing or artificially created grade and not on any visible poles or posts.

**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 within the boundaries of the Sign District.

**On-Site Sign.** A sign that is other than an Off-Site Sign. For purposes of the sign regulations in this ordinance, signage located within the Sign District that displays any message for the adjacent LACC, including any message relating to events occurring at the LACC, or for Los Angeles County Metropolitan Transportation Authority (Metro), including any transit information, shall be considered an On-Site 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.

**Sandwich Board Signs.** A portable sign consisting of two sign faces that connect at the top and extend outward at the bottom of the sign and for which a building permit is required.

**Sign, Legally Existing.** A sign authorized by all necessary permits.



**Supergraphic Sign.** A sign that consists of an image with or without written text, which is applied to and made integral with a wall, projected onto a wall, illuminated by LED or other pixilated lighting where permitted, or printed on vinyl, mesh, window film, or other material supported and attached to a wall or window by an adhesive and/or by using stranded cable and eye-bolts and/or other materials or methods.

**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.

**Wayfinding.** Pedestrian or auto-oriented content that indicates the route to, direction of or location of a given destination, or that provides regulatory or service information of a non-advertising character (including local and regional transit information), including messages giving directions, instructions, menu, 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.

*Note: Definitions for other signs referenced in this ordinance are provided in the Code: Illuminated Architectural Canopy Sign, Information Sign, Original Art Mural, Pole Sign, Projecting Signs, Public Art Installation, Roof Sign, Sign, Temporary Sign, Window Sign.*

## Sec. 5. PROCEDURAL REQUIREMENTS.

**A. Building Permits.** The Los Angeles 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) applicable requirements of the Code.

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

1. Identification Signs
2. Integral Large-Scale Architectural Lighting
3. Monument/Pillar Signs
4. Projecting Signs
5. Wall Signs

The Director shall sign off on the permit application if the sign (a) substantially complies with all of the applicable requirements of this ordinance and the Code and (b) is in substantial conformance with Exhibit 1 (Subarea A Sign Plan) if the sign is located in Subarea A. The Director shall take action on the request within 30 days of the date the application is submitted to the Director. The Director's approval shall also be indicated by stamping the permit plans.

**C. Exempt Signs.** The following sign types shall be subject to LADBS review, based on the applicable requirements of this ordinance and the Code, but are exempt from Director's review and do not require a Director's permit signoff:

1. Information Signs
2. Interior Signs
3. Original Art Murals
4. Public Art Installations
5. Temporary Signs
6. Window Signs

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

1. Digital Displays
2. Supergraphic Signs

Before a permit can be issued, the Director must find that the sign or lighting is in substantial conformance with Exhibit 1 (Subarea A Sign Plan).

**E. Requests for Deviations from or Interpretations of 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 Code.

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

**A. General Requirements of Code.** The intent of this ordinance is to create a sign district with dynamic, animated and creative signage, including signs that are not otherwise permitted by the Code. For signs within the Sign District, the provisions of this ordinance shall preempt and supersede the regulations in Code Sections 14.4.1, et seq., and 91.6201, et seq., relating to sign height, sign area, sign type and sign location. A building permit shall be obtained from LADBS in accordance with the applicable provisions of the Code for all signs, sign structures and/or alterations to existing signs, other than changes to or replacement of sign face copy.

**B. Permitted Signs.** Except as otherwise prohibited in Section 6.C (Prohibited Signs), below, all signs described and regulated in Section 8 (Standards for Specific Types of Signs) of this ordinance and all signs otherwise permitted by the Code shall be permitted within the Sign District. Wayfinding information may be displayed on any of the permitted sign types.

**C. Prohibited Signs.** The following signs shall be prohibited:

1. Can Sign (except as permitted in Section 8.C (Wall Signs))
2. Captive Balloon Sign
3. Digital Displays, except for those located in Subarea A
4. Illuminated Architectural Canopy Sign
5. Inflatable Device
6. Off-Site Sign, except for Digital Displays or Supergraphic Signs located in Subarea A
7. Pole Sign
8. Roof Sign
9. Sandwich Board Sign
10. Supergraphic Sign, except for those located in Subarea A
11. Any sign not specifically authorized by this ordinance or by the Code

**D. Interior Signs.** Interior Signs may be any sign type, except for prohibited signs listed in Section 6.C. (Prohibited Signs), and shall not be subject to the applicable requirements of this ordinance or the Code.

**E. Illumination.** Except for Temporary Signs (which may not be illuminated), all signs within Subarea A may be illuminated. Such signs may be illuminated by either internal or external means. Methods of signage illumination may include, but are not limited to: electric lamps, such as neon tubes; fiber optic; incandescent lamps; LED; LCD; cathode ray tubes exposed directly to view; shielded spot light and wall wash fixtures.

**F. Digital Display Illumination Standards.**

1. Digital Displays along S. Flower Street and a portion of W. Pico Boulevard (a length of 60 feet) shall have a nighttime luminance no greater than 300 candelas per square meter (cd/m<sup>2</sup>) as identified on Exhibit 1 (Subarea A Sign Plan). All Digital Displays located parallel to S. Figueroa Street, and along the radius corner with W. Pico Boulevard as identified on Exhibit 1 shall have a nighttime luminance no greater than 500 cd/m<sup>2</sup> and shall immediately transition to 300 cd/m<sup>2</sup> at the Candela level boundary as indicated on Exhibit 1. The Digital Displays shall transition smoothly at a consistent rate from their daytime luminance to their maximum permitted nighttime luminance levels, beginning 45 minutes prior to sunset and concluding 45 minutes after sunset. After sunrise, signs will transition smoothly from the applicable nighttime maximum luminance for 45 minutes, up to their daytime luminance.
2. Each Digital Display shall be fully dimmable and shall be controlled by a programmable timer and photocell to adjust the sign luminance according to the time of day and applicable lighting standards.

3. All light emitting diodes used within a Digital Display shall have a maximum horizontal beam spread of 165 degrees and maximum vertical beam spread of 65 degrees.
4. Any external sign illumination shall be directed onto the signage itself and not directly onto adjacent residential units.
5. Signage shall not use highly reflective materials such as mirrored glass.

**G. 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:

1. **Testing.** In order to determine whether the illumination complies with the requirements of this ordinance, a light meter shall be calibrated and measurements taken to determine sign illumination. An opaque object shall be used to block out the view of the sign and the building from the light meter at a distance of at least 4 feet away from the tripod. 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.
2. **Metering.** 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.
3. **Re-testing.** 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 the Code, this ordinance, or Mitigation Measures set forth in the Environmental Clearance that the City certified for this ordinance, the applicant or its successor shall adjust the signage illumination to bring it into compliance immediately.

**H. Refresh Rate.** The Refresh Rate is the rate at which a Digital Display may change content. The Refresh Rates are as follows and shall apply to Digital Displays within Subarea A of the Sign District, as set forth in Section 8.E (Illumination), below:

1. **Controlled Refresh Rate.** The Controlled Refresh Rate shall be no more frequent than one refresh event every eight seconds, with an instant transition between images. The sign image must remain static between refreshes.
2. **Non-Controlled Refresh Rate.** 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, videos, animation, parts and/or illumination that flash, change, move, stream, scroll, blink or otherwise incorporate motion to change at an unrestricted rate.

**I. 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.
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 signage 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 structure.
7. Existing signs that are no longer serving the current tenants, including support structures, shall be removed and the building façades originally covered by the signs shall be repaired/resurfaced with materials and colors that are compatible with the facades.

8. Multiple Temporary Signs in the store windows and along the building walls of a façade are not permitted.

**J. Hazard Review.** Signs that adhere to the regulations outlined in this ordinance shall be exempted from hazard determination review procedures in the Code.

**K. Freeway Exposure.** Signs that adhere to the regulations outlined in this ordinance shall be exempted from the freeway exposure regulations in the Code.

**L. Existing Signs.** Every existing sign and/or sign support structure constructed under a valid permit and used in conformance with the Code regulations and LADBS approvals in effect at the time of construction shall be allowed to continue to exist even though subsequent adopted regulations and approvals have changed the requirements for such signs or sign structures. All existing non-conforming signs shall be included in computing total sign area allowed under this ordinance. There shall be no increase in sign area or height and no change in the location or orientation of any existing non-conforming sign. Before the issuance of a building permit for a new sign on a lot, LADBS shall verify that there are no open sign enforcement actions on the lot.

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

**N. 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.

**O. New Technologies.** The Director may permit the use of any technology or material that 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.

**P. Exterior Covering.** Signs, including temporary signs, shall not adhere to exterior doors and windows (whether operable or inoperable), vents, rescue windows or other openings that serve occupants of buildings.

## Sec. 7. **SUBAREAS AND VERTICAL SIGN ZONES.**

**A. Sign District Subareas.** The Sign District is divided into four subareas, as shown in **Figure 1**. The purpose of the subareas is to address the relationship between sign intensity and the uses surrounding each subarea, with more permissive signage allowed along the eastern frontage of the S. Figueroa Street commercial corridor (Subarea A).

Figure 1. Sign District Subareas.



**Subarea A.** Subarea A includes parcels with frontage on the east side of S. Figueroa Street, the north side of W. Pico Boulevard, and the west side of S. Flower Street. Signs in Subarea A shall be in substantial conformance with Exhibit 1 (Subarea A Sign Plan).

**Subarea B.** Subarea B includes parcels with frontage on the east side of S. Figueroa Street, the south side of W. Pico Boulevard, and the west side of S. Flower Street.

**Subarea C.** Subarea C includes parcels with frontage on the north side W. Pico Boulevard and the east side of S. Flower Street, directly adjacent to the Metro Pico Station.

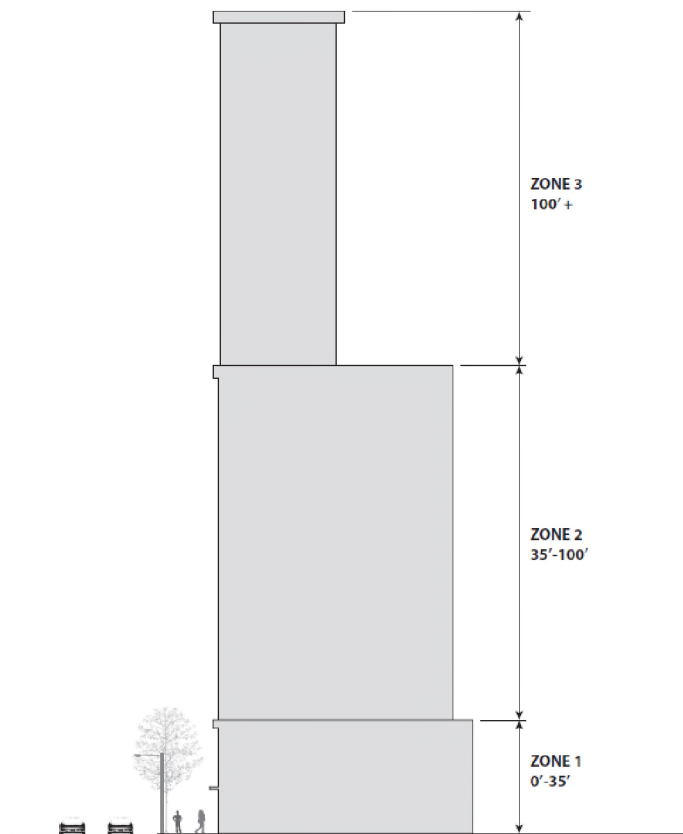
**Subarea D.** Subarea D includes parcels with frontage on the south side of W. Pico Boulevard and the east side of S. Flower Street.

**B. Vertical Sign Zones.** Subarea A is divided into three Vertical Sign Zones, as shown in **Figure 2**. The purpose of the Vertical Sign Zones is to address different sign viewing distances, including pedestrian views from street level, pedestrian views from a distance, and views from vehicles.

**Zone 1:** This zone is applicable to all signs located at street level, defined as 0 feet – 35 feet above grade.

**Zone 2:** This zone is applicable to all signs located at the podium or mid-level of multi-story buildings, defined as 35 feet – 100 feet above grade.

**Zone 3:** This zone is applicable to all signs located at the upper levels of mid- to high-rise buildings, defined as 100 feet or more above grade.



**Figure 2. Vertical Sign Zones.**



**C. Signs Within More Than One Vertical Sign Zone.** Signs may be located in more than one Vertical Sign Zone, provided that the requirements of this ordinance are met for each portion of the sign contained in each of the Vertical Sign Zones. In no event shall the total sign area of an individual sign exceed the maximum permitted area in the most restrictive Vertical Sign Zone in which the sign is located. Notwithstanding the foregoing, any Supergraphic Sign or Digital Display along W. Pico Boulevard or S. Flower Street located in both Vertical Sign Zone 1 and Vertical Sign Zone 2 shall only be subject to the requirements for signs located in Vertical Sign Zone 2, provided that: (1) in no event shall the bottom of any such sign or display be less than 28 feet above grade; and (2) such sign or display is in substantial conformance with the sign location as shown in Exhibit 1 (Subarea A Sign Plan).

**D. Permitted Sign Types by Location.** The location of signage within the Sign District is subject to standards identified in Section 8 (Standards for Specific Types of Signs) of this ordinance, and Code Section 14.4.4.C (Prohibited Locations). In addition, sign types identified in this ordinance shall be permitted in the following Vertical Sign Zones identified for each subarea, as set forth in the following table:

SIGN TYPES	SUBAREAS / VERTICAL SIGN ZONES			
	Subarea A	Subarea B	Subarea C	Subarea D
<b>Monument Signs</b>	1	1	1	1
<b>Projecting Signs</b>	1,2	1,2	1,2	1,2
<b>Wall Signs</b> (*only Identification Signs allowed in Zone 3)	1,3*	1,3*	1,3*	1,3*
<b>Supergraphic Signs</b> (**subject to Section 7.C)	1**, 2	Prohibited	Prohibited	Prohibited
<b>Digital Displays</b> (**subject to Section 7.C)	1**, 2	Prohibited	Prohibited	Prohibited
<b>Integral Large-Scale Architectural Lighting</b>	1,2,3	1,2,3	1,2,3	1,2,3

**Sec. 8. STANDARDS FOR SPECIFIC TYPES OF SIGNS.**

**A. Monument/Pillar Signs.**

1. **Sign Area.** The sign area of Monument/Pillar Signs shall not exceed 1.5 square feet per foot of street frontage. Each individual Monument/Pillar Sign shall not exceed a maximum of 150 square feet for the sign face visible to the same direction of traffic. Monument/Pillar 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.

2. **Height.** Monument/Pillar Signs shall be limited to a maximum overall height of 10 feet.

3. **Location.** Monument/Pillar Signs shall be located a minimum of 7.5 feet from any interior lot line and a minimum of 15 feet from any other Monument/Pillar Sign or Projecting Sign. The location of the sign shall not interfere with or present a hazard to pedestrian or vehicular traffic.

4. **Design.** Monument/Pillar Signs may be double sided.

## **B. Projecting Signs.**

1. **Sign Area.** The sign area of Projecting Signs shall not exceed 1.5 square feet per foot of street frontage. Each individual sign shall be limited to a maximum sign area of 300 square feet for one face and 600 feet for all faces combined.

2. **Height.** A Projecting Sign shall not be located lower than 8 feet above finished grade directly below the sign face or structure and shall not extend above the top of the wall.

3. **Location.** Projecting Signs shall be located a minimum of 7.5 feet from any interior lot line and a minimum of 3 feet from any other sign. The plane of the sign face of a Projecting Sign shall be within 15 degrees of being perpendicular to the face of the building, except at the corner of the building.

### **4. Design.**

a. A Projecting Sign shall align with major building elements such as cornices, string courses, window banding, or vertical changes in material or texture. Projecting Signs may be double-sided.

b. The width of the sign face of a Projecting Sign that is perpendicular to the building shall not exceed four feet. This measurement shall not include the dimensions of the sign's supporting structure.

c. No portion of the Projecting Sign that is parallel to the face of the building shall exceed two feet in width.

d. No portion of the Projecting Sign that is parallel to the face of the building shall contain any text, message, or logo.

## **C. Wall Signs.** Wall Signs do not include Supergraphic Signs or Digital Displays.

### **1. Sign Area.**

- a. **Vertical Sign Zone 1:** The sign area of Wall Signs shall not exceed 2 square feet per foot of street frontage. Each individual Wall Sign shall not exceed 150 square feet in area.
  - b. **Vertical Sign Zone 2:** No Wall Signs are permitted.
  - c. **Vertical Sign Zone 3:** Wall Signs located in Sign Zone 3 shall be Identification Signs only. Individual Identification Signs shall be limited to a maximum sign area of 800 square feet.
2. **Height.** Wall Signs shall not extend above the top of the wall of the building.
3. **Location.**
  - a. **Vertical Sign Zone 3:** Each building is permitted one Identification Sign per building elevation. Identification Signs shall be located on a wall and shall not be located on a roof, including a sloping roof, and shall not obscure views out from the interior of the building.
4. **Design.**
  - a. **Vertical Sign Zone 1:** Wall signs may include one separate custom-shaped Can 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. **Vertical Sign Zone 3:** Identification Signs are encouraged to meet the following guidelines:
    - i. The use of symbols or logos, rather than names or words, is encouraged.
    - ii. Identification Signs should be integrated into the architectural design of the building.
    - iii. Identification Signs should be designed to be easily changed over time, in order to accommodate new tenants.
    - iv. Identification signs should be designed to preserve outward views.
    - v. Nighttime lighting of Identification Signs, as well as of distinctive building tops, is encouraged and the two should be integrated. Lighting of Identification Signs should include backlighting that creates a “halo” around the sign. Backlighting may be combined with other types of lighting.

- vi. Identification signs should be designed so as to present internally consistent and internally proportionate sign copy and 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.

#### **D. Supergraphic Signs.**

1. **Sign Area.** The total combined area of Supergraphic Signs in Subarea A shall not exceed 10,550 square feet in area. An individual Supergraphic Sign shall be at least 800 square feet in area, and shall not exceed 4,600 square feet in area.
2. **Height.** Supergraphic Signs shall not extend above the top of the wall of a building.
3. **Location.** Supergraphic Signs are only permitted in Subarea A in Vertical Sign Zone 1 and Vertical Sign Zone 2. A maximum of three (3) Supergraphic Signs shall be permitted in Subarea A.
4. **Design.** A Supergraphic Sign that is comprised of vinyl or other material may be attached to a wall with an adhesive approved by LAFD or by mechanical means approved by LADBS. The exposed face of a Supergraphic Sign shall be approximately parallel to the plane of the wall upon which it is located.
5. **Project Permit Compliance.** No building permit shall be issued for any Supergraphic Sign prior to approval of a Project Permit Compliance review in accordance with Section 5.C (Project Permit Compliance) of this ordinance.
6. **Off-Site Signs.** No building permit shall be issued for any Supergraphic Sign that is an Off-Site Sign prior to Project Permit Compliance review and demonstrating compliance with the terms of Section 9 (Sign Reduction) of this ordinance.

#### **E. Digital Displays.**

1. **Sign Area.** The total combined area of Digital Displays in Subarea A shall not exceed 16,750 square feet in area. An individual Digital Display shall not exceed 15,100 square feet in area.
2. **Height.** Digital Displays shall not extend above the top of the wall of a building.
3. **Location.** Digital Displays are only permitted in Subarea A in Vertical Sign Zone 1 and Vertical Sign Zone 2, provided that in no event shall the bottom of any Digital Display be less than 28 feet above grade on S. Flower

Street and 35 feet above grade along W. Pico Boulevard and S. Figueroa Street. A maximum of two (2) Digital Displays shall be permitted in Subarea A. Digital Displays shall be in substantial conformance with the following locations as shown in Exhibit 1 (Subarea A Sign Plan):

a. One 15,100 square-foot Digital Display located entirely within Vertical Sign Zone 2 along S. Figueroa Street and wrapping the corner at W. Pico Boulevard and extending east on W. Pico Boulevard.

b. One 1,650 square-foot Digital Display located along S. Flower Street and within Vertical Sign Zone 1 and Vertical Sign Zone 2.

4. **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.

5. **Illumination.** Digital Displays shall be subject to the applicable illumination standards of Section 6.F (Digital Display Illumination Standards) of this Ordinance. The applicant shall submit a signage illumination plan to the Director as part of the Project Permit Compliance review procedure for Digital Displays set forth in Section 5.D above. The signage illumination plan shall be prepared by a lighting design expert, and those portions of the plan setting forth the wattage draw must be certified and stamped by an electrical engineer certified by the State of California. The plan shall include specifications for all illumination, including maximum luminance levels, and shall provide for the review and monitoring of the displays in order to ensure compliance with the regulations of this ordinance.

6. **Refresh Rates.**

a. The Digital Displays along S. Flower Street shall be subject to the Controlled Refresh Rate and limited to hours of operation from 7am to midnight.

b. The Digital Displays along S. Figueroa Street and W. Pico Boulevard shall be subject to the Non-Controlled Refresh Rate and have no limits to hours of operation.

7. **Project Permit Compliance.** No building permit shall be issued for a Digital Display prior to approval of a Project Permit Compliance review in accordance with Section 5.C (Project Permit Compliance) of this ordinance.

8. **Off-Site Signs.** No building permit shall be issued for any Digital Display that is an Off-Site Sign prior to Project Permit Compliance review and demonstrating compliance with the terms of Section 9 (Sign Reduction) of this ordinance.

## **F. Integral Large-Scale Architectural Lighting.**

1. **Sign Area.** Integral Large-Scale Architectural Lighting shall be exempt from sign area calculations. Large-Scale Architectural Lighting that acts to extend a sign image background over a larger architectural area shall be included in the calculation of sign area.
2. **Height.** Integral Large-Scale Architectural Lighting is permitted in all Vertical Sign Zones.
3. **Location.** Integral Large-Scale Architectural Lighting is permitted in Subarea A.
4. **Design.** Integral Large-Scale Architectural Lighting shall contain no text, logos, messages, or images of any kind, and shall serve only to highlight or accentuate vertical, horizontal, or other elements of the structure.
5. **Illumination.** Integral Large-Scale Architectural Lighting may be multi-hued and may gently change hues in a slow, deliberate manner with a slow, drawn-out constant intensity, and may mark special seasons, weather, or events with unique color arrangements. At no time shall Integral Large-Scale Architectural Lighting flash, blink, scroll, move, or stream. Integral Large-Scale Architectural Lighting shall change hue no more than once every ten (10) minutes with no change in intensity and be considered a non-animated lighting element. The Director shall place limits on illumination intensity and retain the right to impose additional conditions.

## **Sec. 9. SIGN REDUCTION.**

Sign reduction is required for all Off-Site Signs in compliance with the following requirements:

**A. Removal of Off-Site Signage.** Only Digital Displays or Supergraphic Signs in Subarea A shall be permitted to be Off-Site Signs, subject to the following sign reduction requirements, which shall be satisfied prior to the activation of any Off-Site Digital Display or installation of any Off-Site Supergraphic Sign:

1. **Number of Signs:** Not less than ten (10) existing, legally permitted Off-Site Signs, in existence as of the effective date of this ordinance, shall be removed.
2. **Minimum Size:** Each Off-Site Sign that is removed shall have a minimum area of 60 square feet.
3. **Location:** Each Off-Site Sign that is removed shall be located within the area governed by one of the following Community Plans: Central City,

Central City North, Boyle Heights, Westlake, South Los Angeles, Southeast Los Angeles and Northeast Los Angeles.

**B. Proof of Legal Status, Removal Rights and Indemnification.** Sign reduction shall not be approved unless the applicant submits the following with the application form:

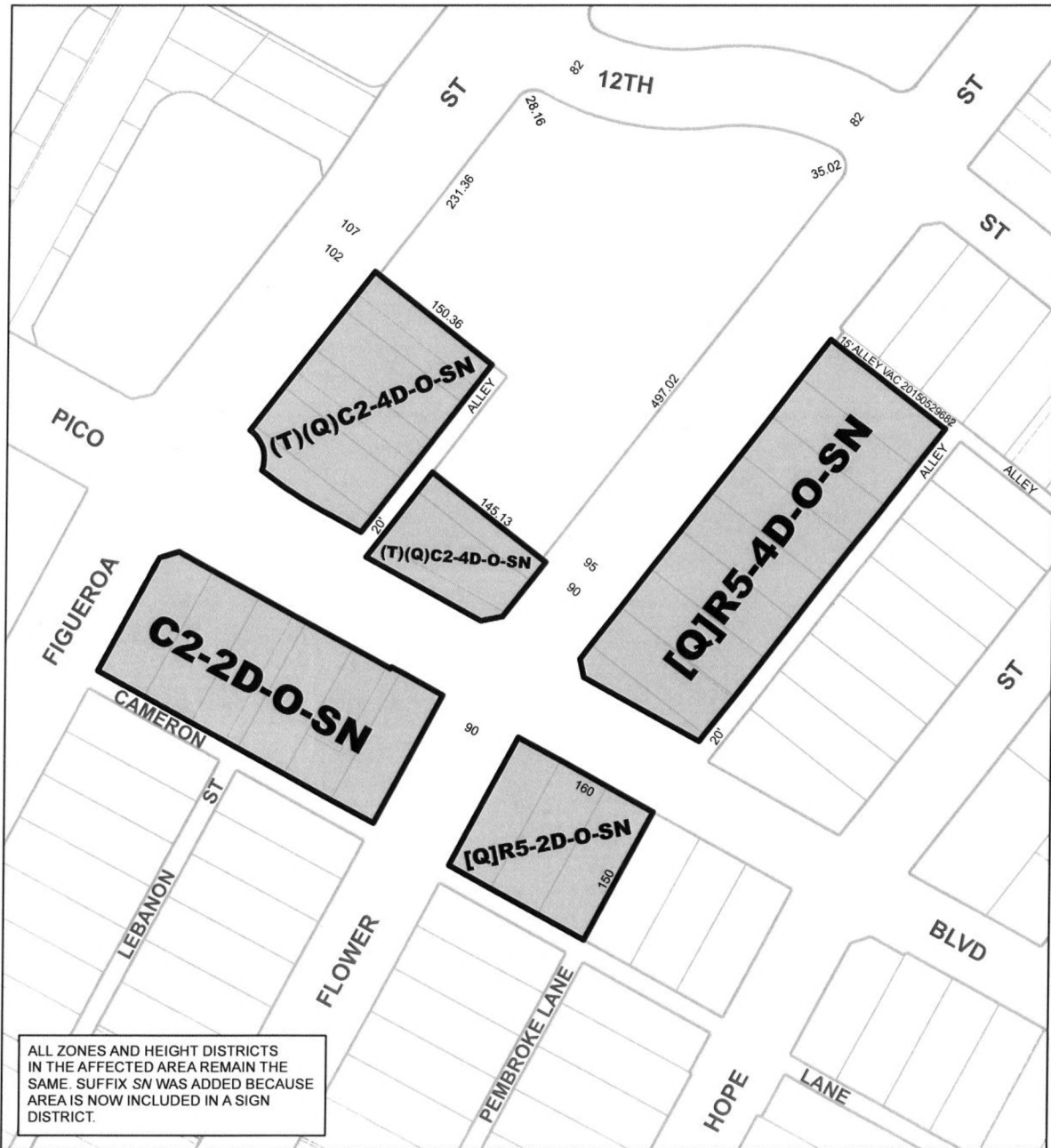
1. **Valid Building Permit.** A valid building permit demonstrating that the sign to be removed constitutes a legal use.
2. **Property Owner's Statement.** A written statement from the owner of the property from which the sign(s) will be removed attesting that the owner has the legal right to remove the sign at issue and agrees that once removed the sign(s) at issue may not be reinstalled. This written statement must be signed under penalty of perjury and notarized.
3. **Indemnification.** An executed agreement from the applicant promising to defend and indemnify the City against any and all legal challenges filed by a third party relating to the removal of the sign(s).

**C. Proof of Sign Removal.** With respect to each removed Off-Site Sign, the applicant shall submit a final demolition permit (if such permit is required for the sign removal) and photographic evidence that such sign has been removed prior to the issuance of any building permit for an Off-Site Sign.

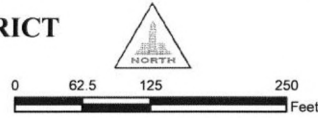
**D. Transfer of rights.** Signage awarded pursuant to this section shall not be used to install signs on any property outside of this District, or in violation of the requirements of this ordinance. Under no circumstances shall the removal of one sign result in the issuance of sign credits in any other Sign District.

Sec. 10. **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.



**FIGUEROA AND PICO SIGN DISTRICT**



CPC-2016-4220-SN  
 MY/cf 061918



Data Sources: Department of City Planning & Bureau of Engineering



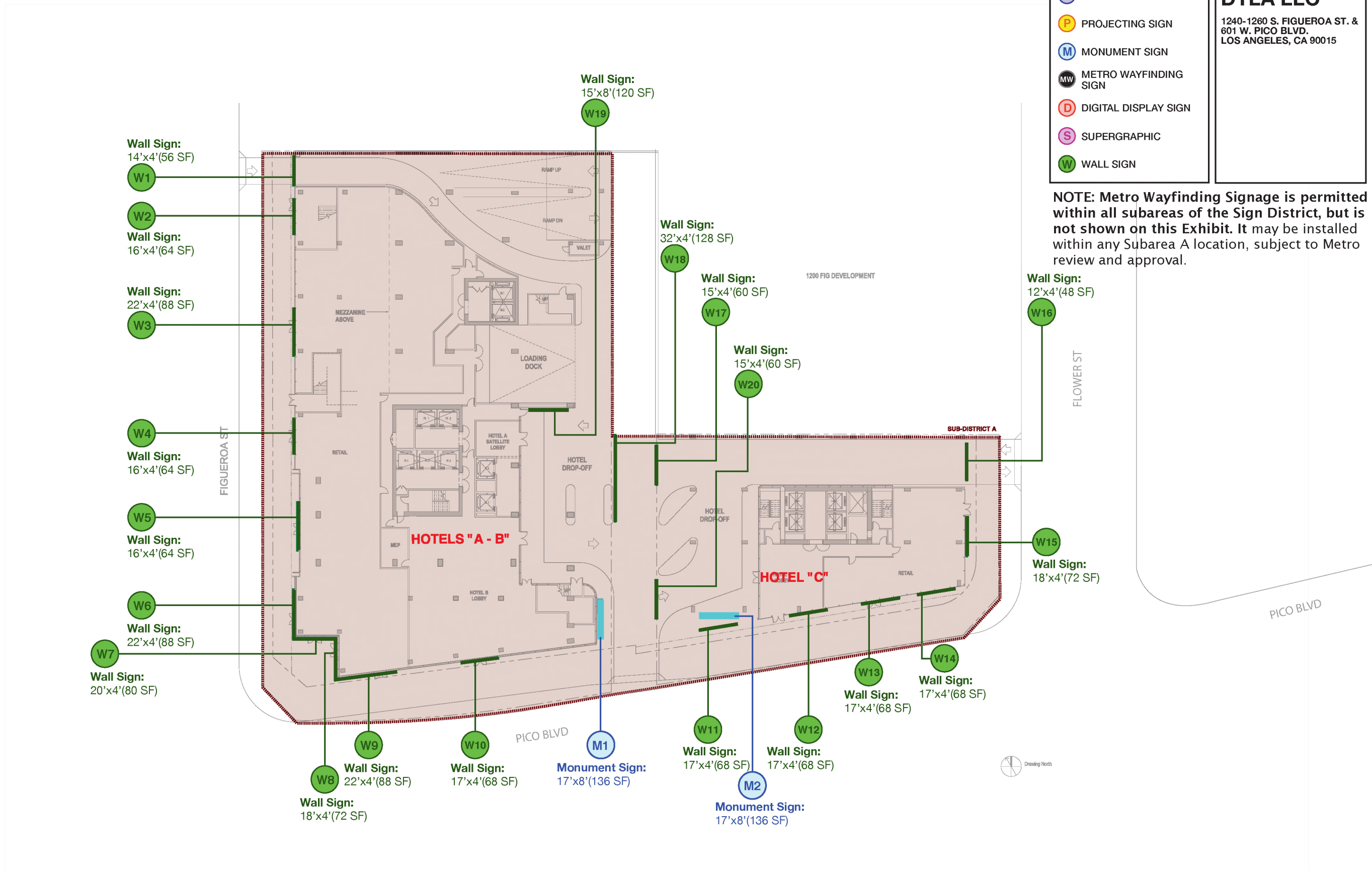
# EXHIBIT 1 - SUBAREA A SIGN PLAN

SHEET NOTES	
<span style="color: blue;">I</span>	IDENTIFICATION SIGN
<span style="color: yellow;">P</span>	PROJECTING SIGN
<span style="color: blue;">M</span>	MONUMENT SIGN
<span style="color: black;">MW</span>	METRO WAYFINDING SIGN
<span style="color: red;">D</span>	DIGITAL DISPLAY SIGN
<span style="color: pink;">S</span>	SUPERGRAPHIC
<span style="color: green;">W</span>	WALL SIGN

## LIGHTSTONE DTLA LLC

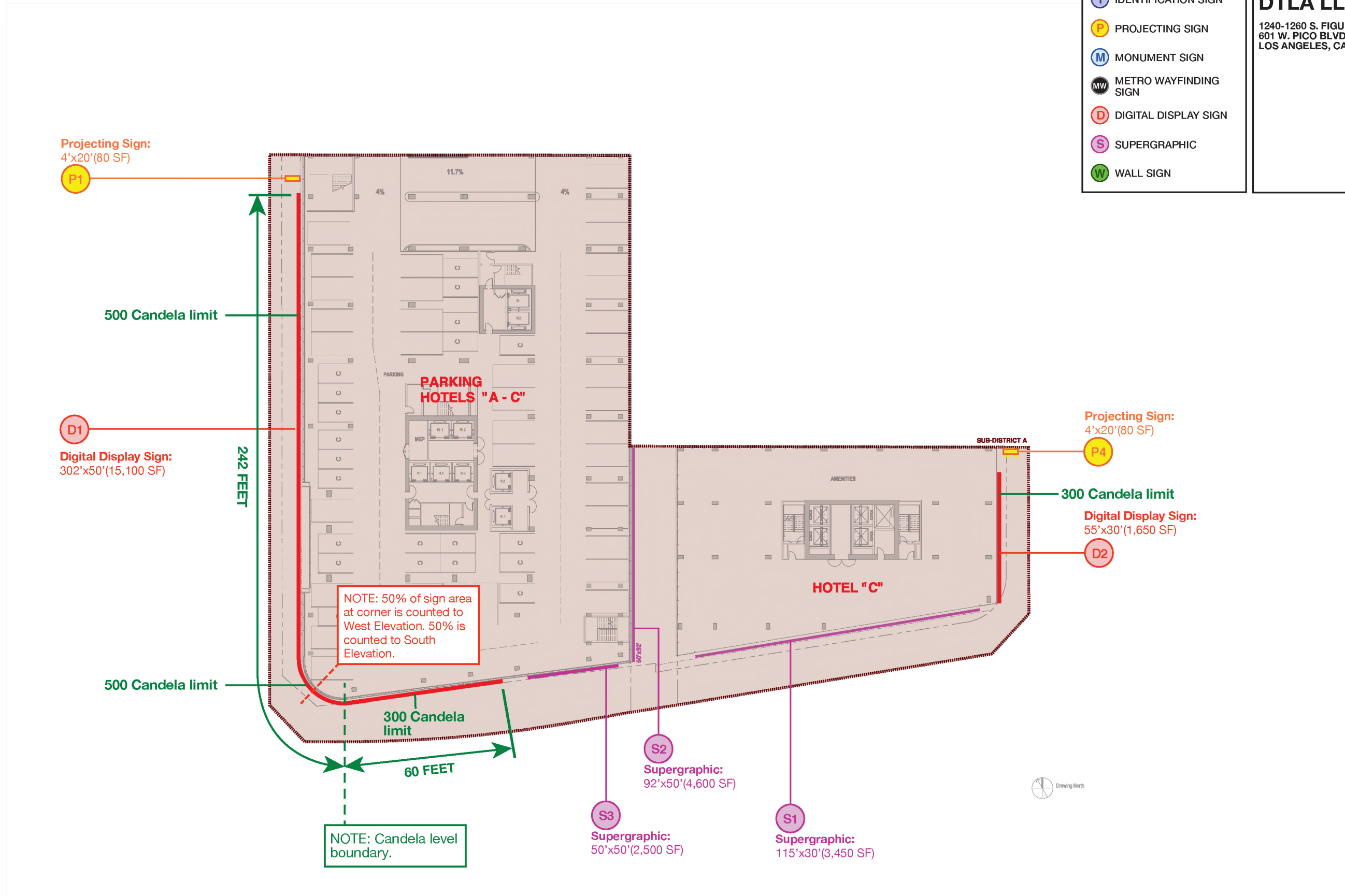
1240-1260 S. FIGUEROA ST. &  
601 W. PICO BLVD.  
LOS ANGELES, CA 90015

**NOTE: Metro Wayfinding Signage is permitted within all subareas of the Sign District, but is not shown on this Exhibit. It may be installed within any Subarea A location, subject to Metro review and approval.**



# EXHIBIT 1 - SUBAREA A SIGN PLAN

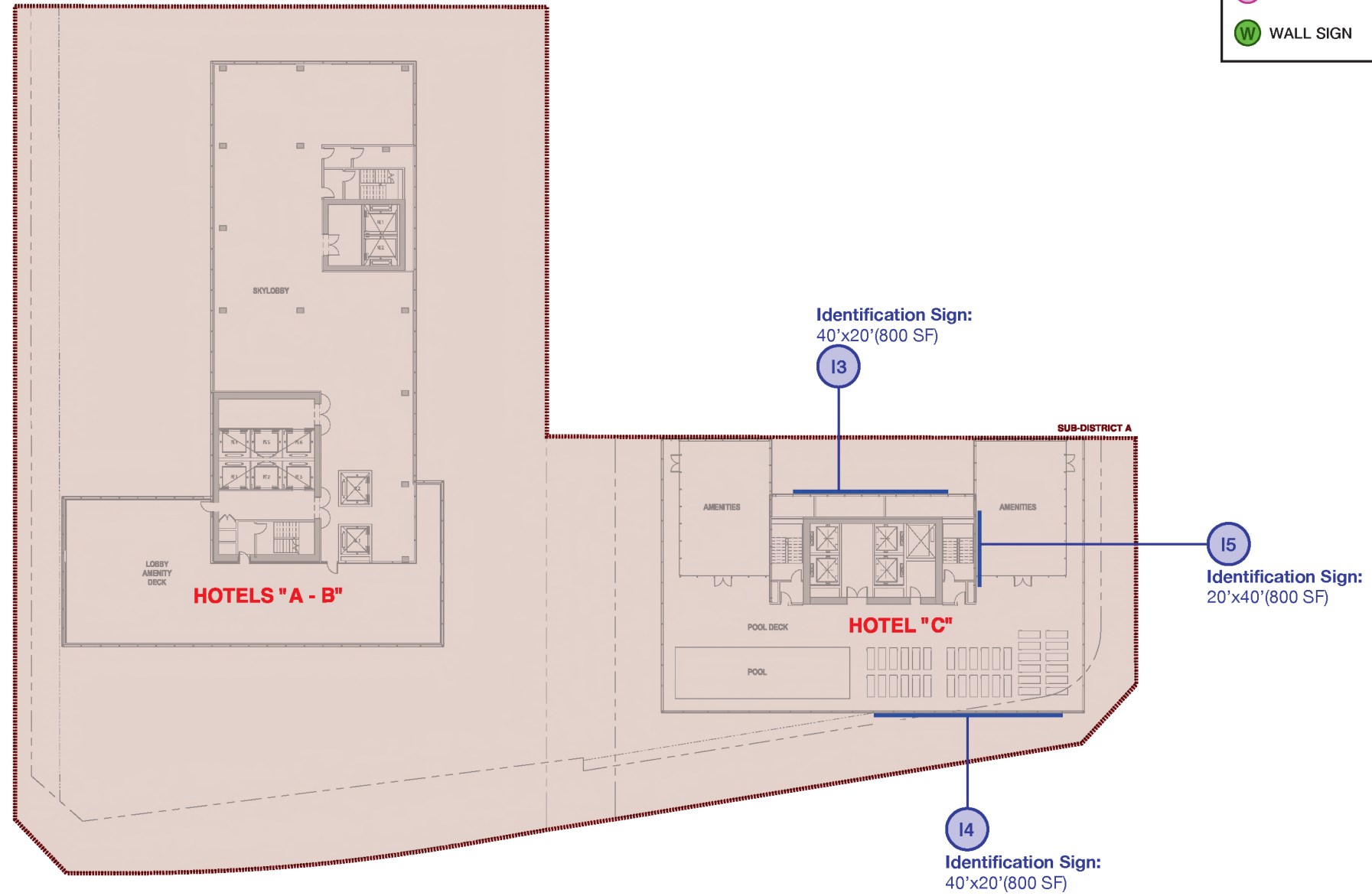
SHEET NOTES		LIGHTSTONE DTLA LLC	
(I)	IDENTIFICATION SIGN	1240-1260 S. FIGUEROA ST. & 601 W. PICO BLVD. LOS ANGELES, CA 90015	
(P)	PROJECTING SIGN		
(M)	MONUMENT SIGN		
(MW)	METRO WAYFINDING SIGN		
(D)	DIGITAL DISPLAY SIGN		
(S)	SUPERGRAPHIC		
(W)	WALL SIGN		



**EXHIBIT 1 - SUBAREA A  
SIGN PLAN**

- SHEET NOTES**
- I IDENTIFICATION SIGN
  - P PROJECTING SIGN
  - M MONUMENT SIGN
  - MW METRO WAYFINDING SIGN
  - D DIGITAL DISPLAY SIGN
  - S SUPERGRAPHIC
  - W WALL SIGN

**LIGHTSTONE  
DTLA LLC**  
 1240-1260 S. FIGUEROA ST. &  
 601 W. PICO BLVD.  
 LOS ANGELES, CA 90015

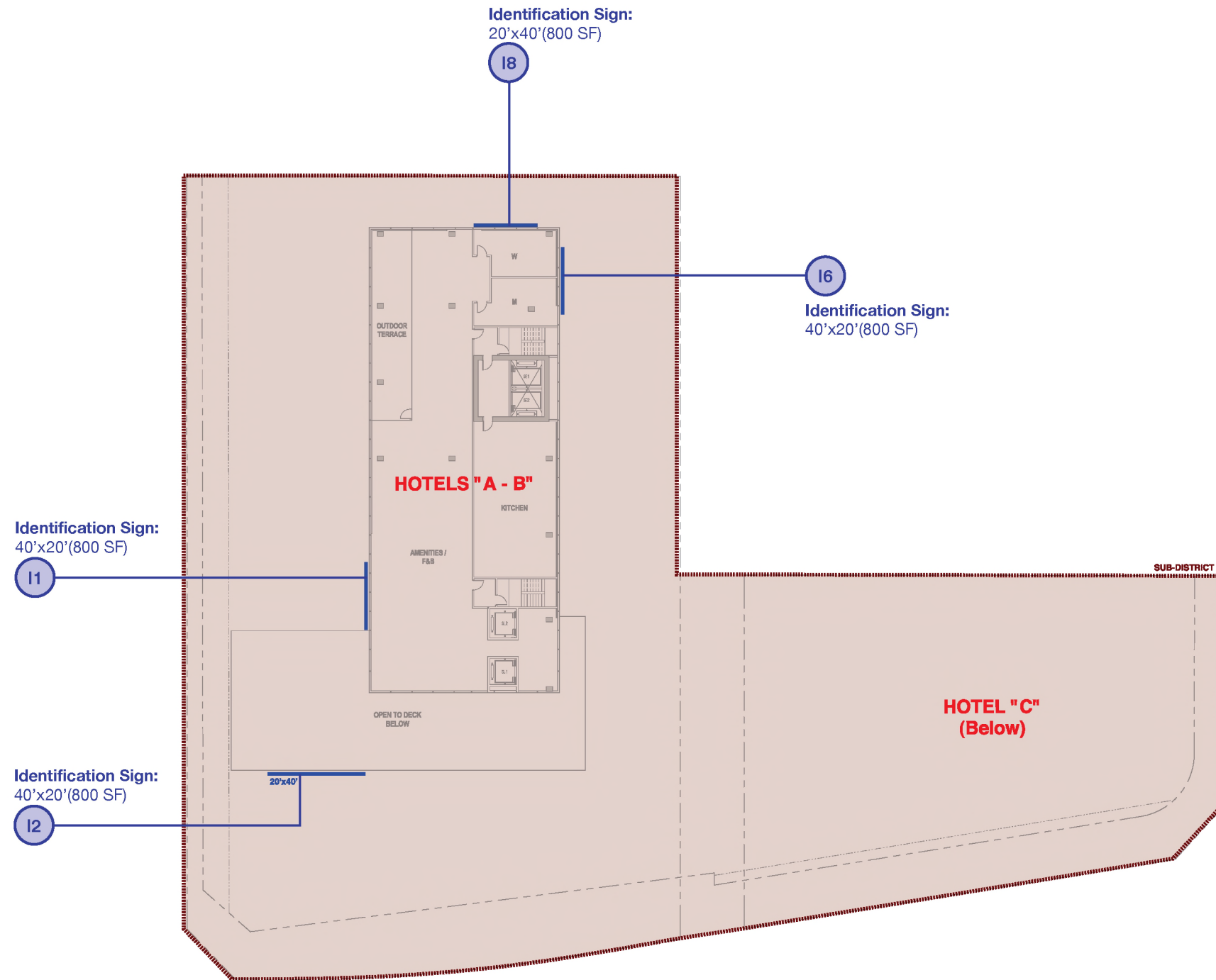


**EXHIBIT 1 - SUBAREA A  
SIGN PLAN**

SHEET NOTES	
<b>I</b>	IDENTIFICATION SIGN
<b>P</b>	PROJECTING SIGN
<b>M</b>	MONUMENT SIGN
<b>MW</b>	METRO WAYFINDING SIGN
<b>D</b>	DIGITAL DISPLAY SIGN
<b>S</b>	SUPERGRAPHIC
<b>W</b>	WALL SIGN

LIGHTSTONE DTLA LLC	
1240-1260 S. FIGUEROA ST. & 601 W. PICO BLVD. LOS ANGELES, CA 90015	

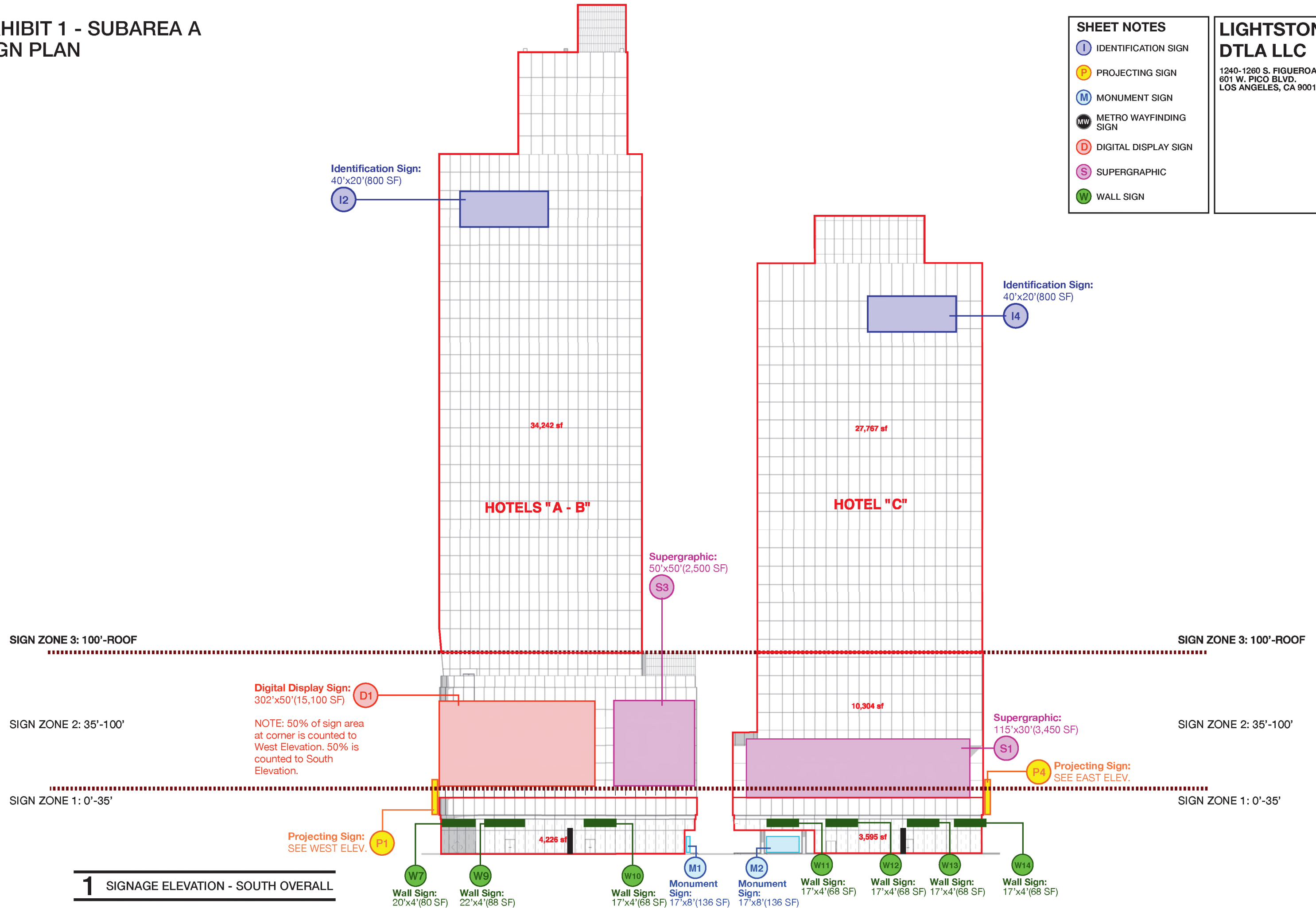




# EXHIBIT 1 - SUBAREA A SIGN PLAN

SHEET NOTES	
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<b>D</b>	DIGITAL DISPLAY SIGN
<b>S</b>	SUPERGRAPHIC
<b>W</b>	WALL SIGN

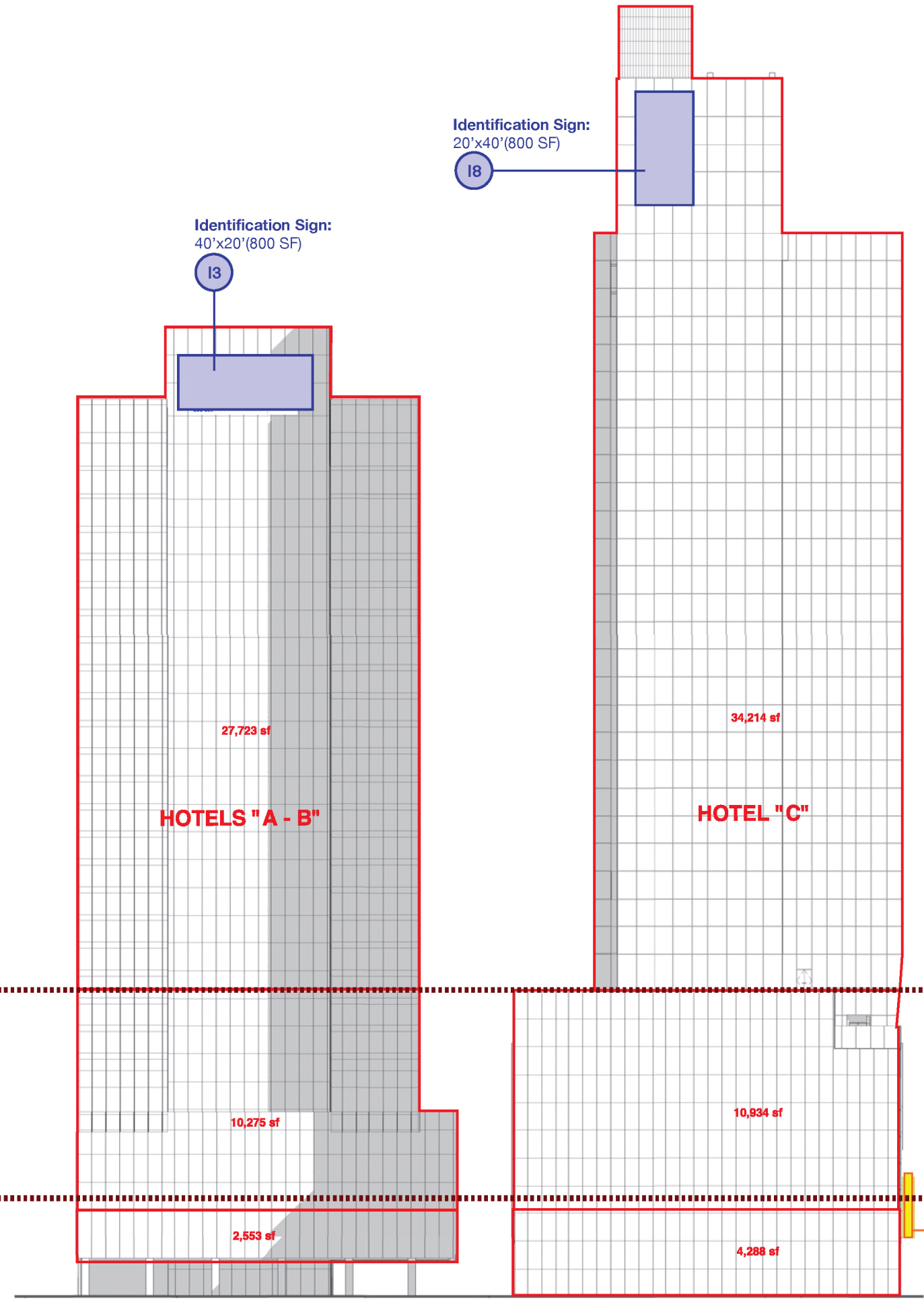
**LIGHTSTONE DTLA LLC**  
 1240-1260 S. FIGUEROA ST. &  
 601 W. PICO BLVD.  
 LOS ANGELES, CA 90015



**1** SIGNAGE ELEVATION - SOUTH OVERALL

# EXHIBIT 1 - SUBAREA A SIGN PLAN

SHEET NOTES		LIGHTSTONE DTLA LLC	
<span style="border: 1px solid blue; border-radius: 50%; padding: 2px;">I</span>	IDENTIFICATION SIGN	1240-1260 S. FIGUEROA ST. & 601 W. PICO BLVD. LOS ANGELES, CA 90015	
<span style="border: 1px solid yellow; border-radius: 50%; padding: 2px;">P</span>	PROJECTING SIGN		
<span style="border: 1px solid blue; border-radius: 50%; padding: 2px;">M</span>	MONUMENT SIGN		
<span style="border: 1px solid black; border-radius: 50%; padding: 2px;">MW</span>	METRO WAYFINDING SIGN		
<span style="border: 1px solid red; border-radius: 50%; padding: 2px;">D</span>	DIGITAL DISPLAY SIGN		
<span style="border: 1px solid purple; border-radius: 50%; padding: 2px;">S</span>	SUPERGRAPHIC		
<span style="border: 1px solid green; border-radius: 50%; padding: 2px;">W</span>	WALL SIGN		



SIGN ZONE 3: 100'-ROOF

SIGN ZONE 3: 100'-ROOF

SIGN ZONE 2: 35'-100'

SIGN ZONE 2: 35'-100'

SIGN ZONE 1: 0'-35'

SIGN ZONE 1: 0'-35'

P1 Projecting Sign:  
SEE WEST ELEV.

**1** SIGNAGE ELEVATION - NORTH OVERALL

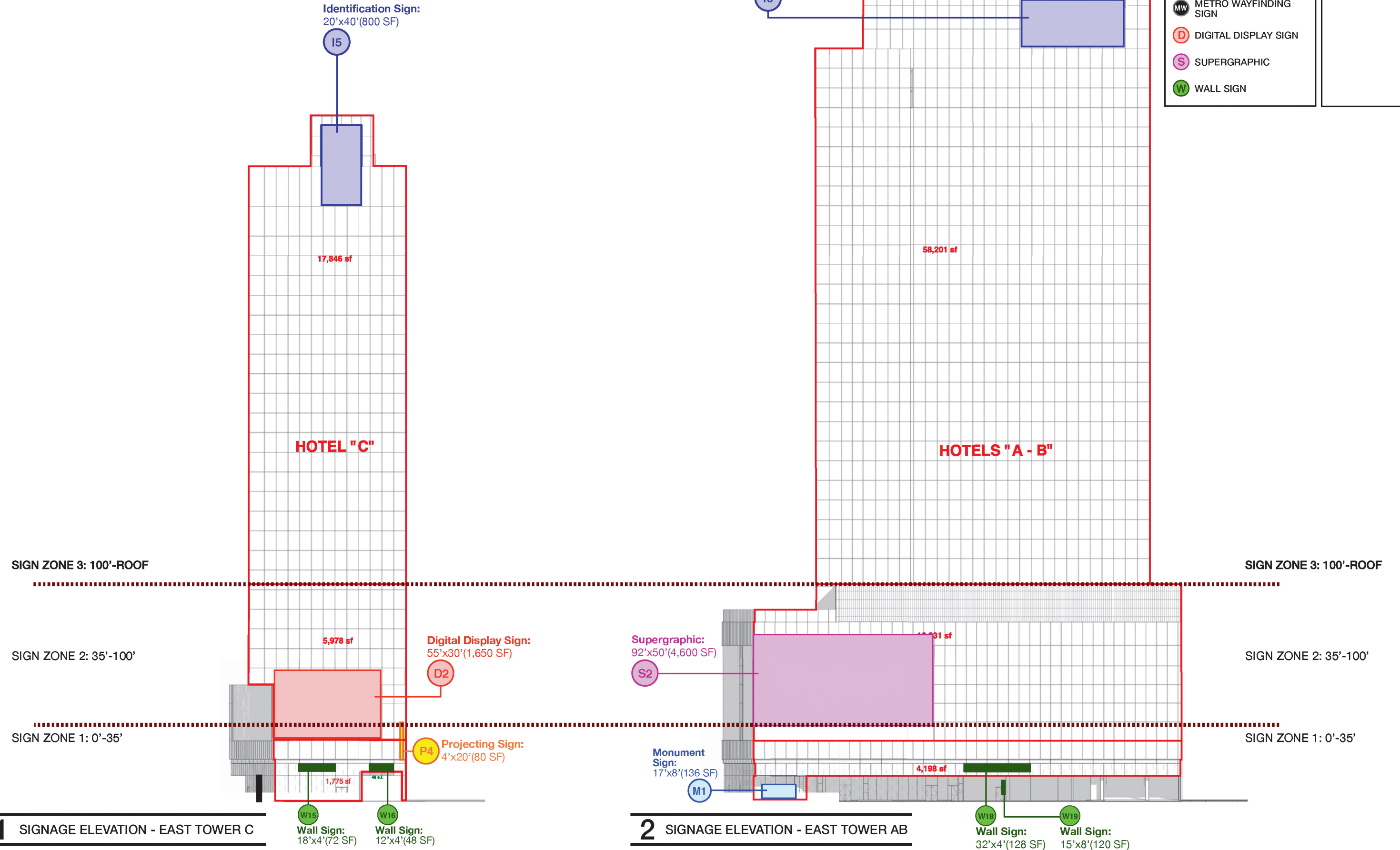
# EXHIBIT 1 - SUBAREA A SIGN PLAN

## SHEET NOTES

- I IDENTIFICATION SIGN
- P PROJECTING SIGN
- M MONUMENT SIGN
- MW METRO WAYFINDING SIGN
- D DIGITAL DISPLAY SIGN
- S SUPERGRAPHIC
- W WALL SIGN

## LIGHTSTONE DTLA LLC

1240-1260 S. FIGUEROA ST. &  
601 W. PICO BLVD.  
LOS ANGELES, CA 90015



**1** SIGNAGE ELEVATION - EAST TOWER C

**2** SIGNAGE ELEVATION - EAST TOWER AB

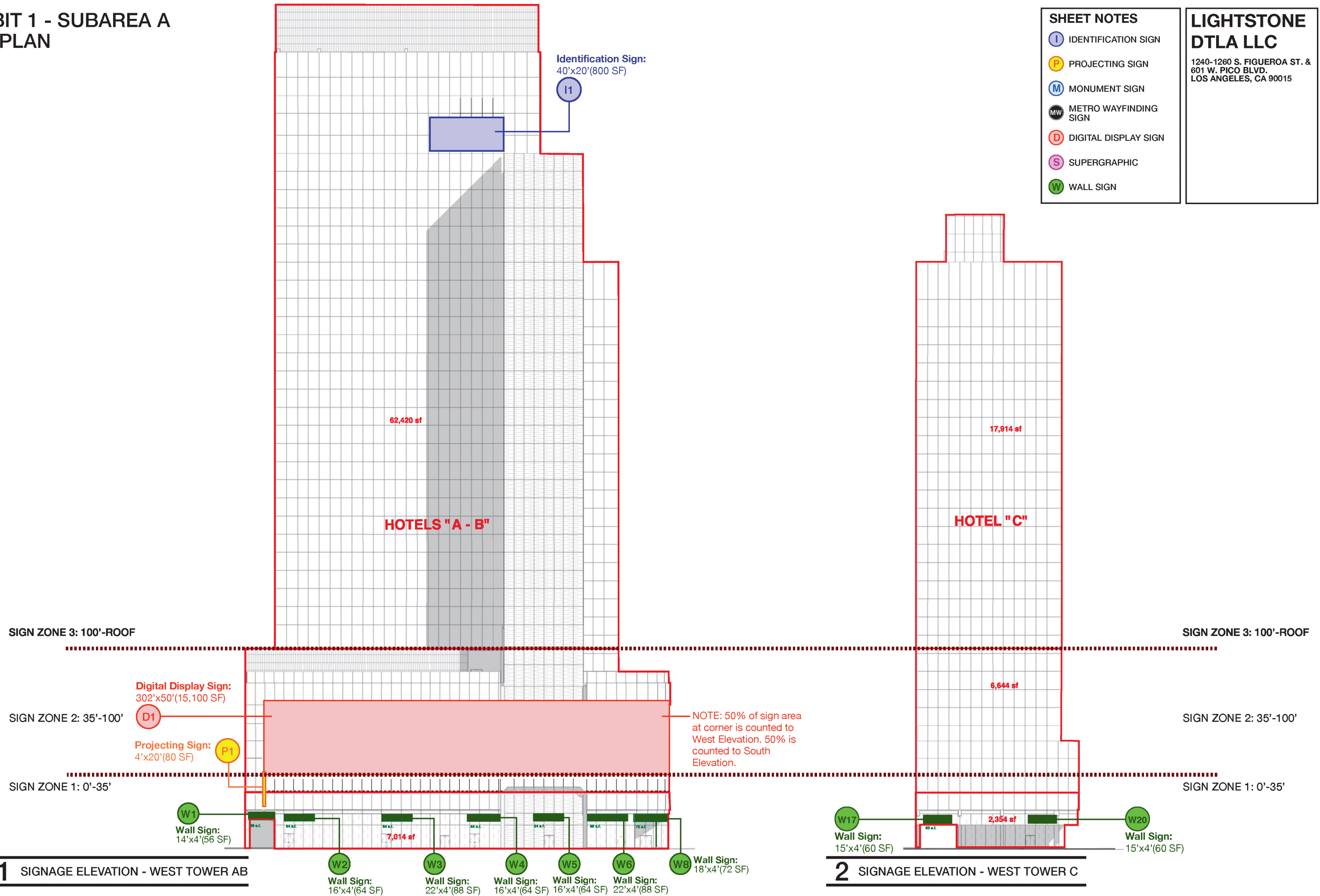


# EXHIBIT 1 - SUBAREA A SIGN PLAN

SHEET NOTES	
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<span style="border: 1px solid yellow; border-radius: 50%; padding: 2px;">P</span>	PROJECTING SIGN
<span style="border: 1px solid blue; border-radius: 50%; padding: 2px;">M</span>	MONUMENT SIGN
<span style="border: 1px solid black; border-radius: 50%; padding: 2px;">MW</span>	METRO WAYFINDING SIGN
<span style="border: 1px solid red; border-radius: 50%; padding: 2px;">D</span>	DIGITAL DISPLAY SIGN
<span style="border: 1px solid purple; border-radius: 50%; padding: 2px;">S</span>	SUPERGRAPHIC
<span style="border: 1px solid green; border-radius: 50%; padding: 2px;">W</span>	WALL SIGN

LIGHTSTONE DTLA LLC	
1240-1260 S. FIGUEROA ST. & 601 W. PICO BLVD. LOS ANGELES, CA 90015	





**EXHIBIT 1 - SUBAREA A  
SIGN PLAN**

**NORTH ELEVATION**

SIGN	SIGN AREA (sq. ft.)
I8	800
<b>TOTAL</b>	<b>800</b>

**SOUTH ELEVATION**

SIGN	SIGN AREA (sq. ft.)
D1 (partial)	3,675
I2	800
M1	136
MW1	48
S3	2,500
W7	80
W9	88
W10	68
<b>TOTAL</b>	<b>7,395</b>

**EAST ELEVATION**

SIGN	SIGN AREA (sq. ft.)
I6	800
S2	4,600
W18	128
W19	120
<b>TOTAL</b>	<b>5,648</b>

**WEST ELEVATION**

SIGN	SIGN AREA (sq. ft.)
D1 (partial)	11,425
I1	800
P1	80
W1	56
W2	64
W3	88
W4	64
W5	64
W6	88
W8	72
<b>TOTAL</b>	<b>12,801</b>

**HOTELS "A and B" TOTAL SIGN AREA**

<b>TOTAL</b>	<b>26,644 SQUARE FEET</b>
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**NOTES:**

The area of a sign that wraps a project corner (Sign D1) is partially counted towards each elevation  
Projecting Sign P1 is located in Sign Zones 1 and 2 (36 SF in Sign Zone 1 and 44 SF in Sign Zone 2)

**HOTELS A and B**

**Sign Area Totals**

**LIGHTSTONE  
DTLA LLC**  
1240-1260 S. FIGUEROA ST. &  
601 W. PICO BLVD.  
LOS ANGELES, CA 90015

**EXHIBIT 1 - SUBAREA A  
SIGN PLAN**

**NORTH ELEVATION**

SIGN	SIGN AREA (sq. ft.)
I3	800
<b>TOTAL</b>	<b>800</b>

**SOUTH ELEVATION**

SIGN	SIGN AREA (sq. ft.)
I4	800
M2	136
MW2	48
S1	3,450
W11	68
W12	68
W13	68
W14	68
<b>TOTAL</b>	<b>4,706</b>

**EAST ELEVATION**

SIGN	SIGN AREA (sq. ft.)
D2	1,650
I5	800
MW3	48
P4	80
W15	72
W16	48
<b>TOTAL</b>	<b>2,698</b>

**WEST ELEVATION**

SIGN	SIGN AREA (sq. ft.)
W17	60
W20	60
<b>TOTAL</b>	<b>120</b>

**HOTEL "C" TOTAL SIGN AREA**

<b>TOTAL</b>	<b>8,324 SQUARE FEET</b>
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**NOTES:**

Projecting Sign P4 is located in Sign Zones 1 and 2 (36 SF in Sign Zone 1 and 44 SF in Sign Zone 2)

<p><b>LIGHTSTONE DTLA LLC</b> 1240-1260 S. FIGUEROA ST. &amp; 601 W. PICO BLVD. LOS ANGELES, CA 90015</p>
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**HOTEL C**

**Sign Area Totals**

Sec. 11. The City Clerk shall certify to the passage of this ordinance and have it published in accordance with Council policy, either in a daily newspaper circulated in the City of Los Angeles or by posting for ten days in three public places in the City of Los Angeles: one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall; one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall East; and one copy on the bulletin board located at the Temple Street entrance to the Los Angeles County Hall of Records.

Approved as to Form and Legality

MICHAEL N. FEUER, City Attorney

By   
KENNETH T. FONG  
Deputy City Attorney

Pursuant to Charter Section 559, I  
**disapprove** this ordinance on behalf of  
the City Planning Commission and  
recommend that it not be adopted . . . .

June ~~28~~, 2018

 FOR  
Vincent P. Bertoni, AICP  
Director of Planning

Date June 28, 2018

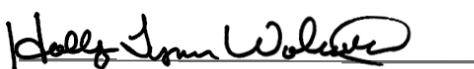
File No. 18-0269

m:\real prop\_env\_land use\land use\kenneth fong\ordinances\Fig + Pico Sign District\City Atty Rpt and Ordinance\Final Draft Ordinance.docx

I hereby certify that the foregoing ordinance was passed by a two-thirds majority of the Council of the City of Los Angeles.

CITY CLERK

MAYOR





Ordinance Passed 07/03/2018

Approved 07/06/2018

Ordinance Effective Date: 08/15/2018  
Council File No.: 18-0269

# DECLARATION OF POSTING ORDINANCE

I, Juan Luis (Luigi) Verano state as follows: I am, and was at all times hereinafter mentioned, a resident of the State of California, over the age of eighteen years, and a Deputy City Clerk of the City of Los Angeles, California.

**Ordinance No.** 185666 - a copy of which is hereto attached, was finally adopted by the Los Angeles City Council on 07/03/2018, and under the direction of said City Council and the City Clerk, pursuant to Section 251 of the Charter of the City of Los Angeles and Ordinance No. 172959, I conspicuously posted a true copy of said ordinance at each of the three public places located in the City of Los Angeles, California, as follows: 1) one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall; 2) one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall East; 3) one copy on the bulletin board located at the Temple Street entrance to the Los Angeles County Hall of Records beginning on 07/06/2018 and will be continuously posted for ten or more days.

I declare under penalty of perjury that the foregoing is true and correct.



\_\_\_\_\_  
Deputy Clerk

Date: 07/06/2018

Ordinance Effective Date: 08/15/2018

Council File No.: 18-0269