

ORDINANCE NO. _____

An Ordinance establishing the Figueroa and Pico Sign District (Sign District) pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code (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 Figueroa Street from the Los Angeles Convention Center, 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 District;

WHEREAS, the Sign District extends from the boundary of the existing Los Angeles Sports and Entertainment District (LASED) Specific Plan, which includes creative and 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 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;

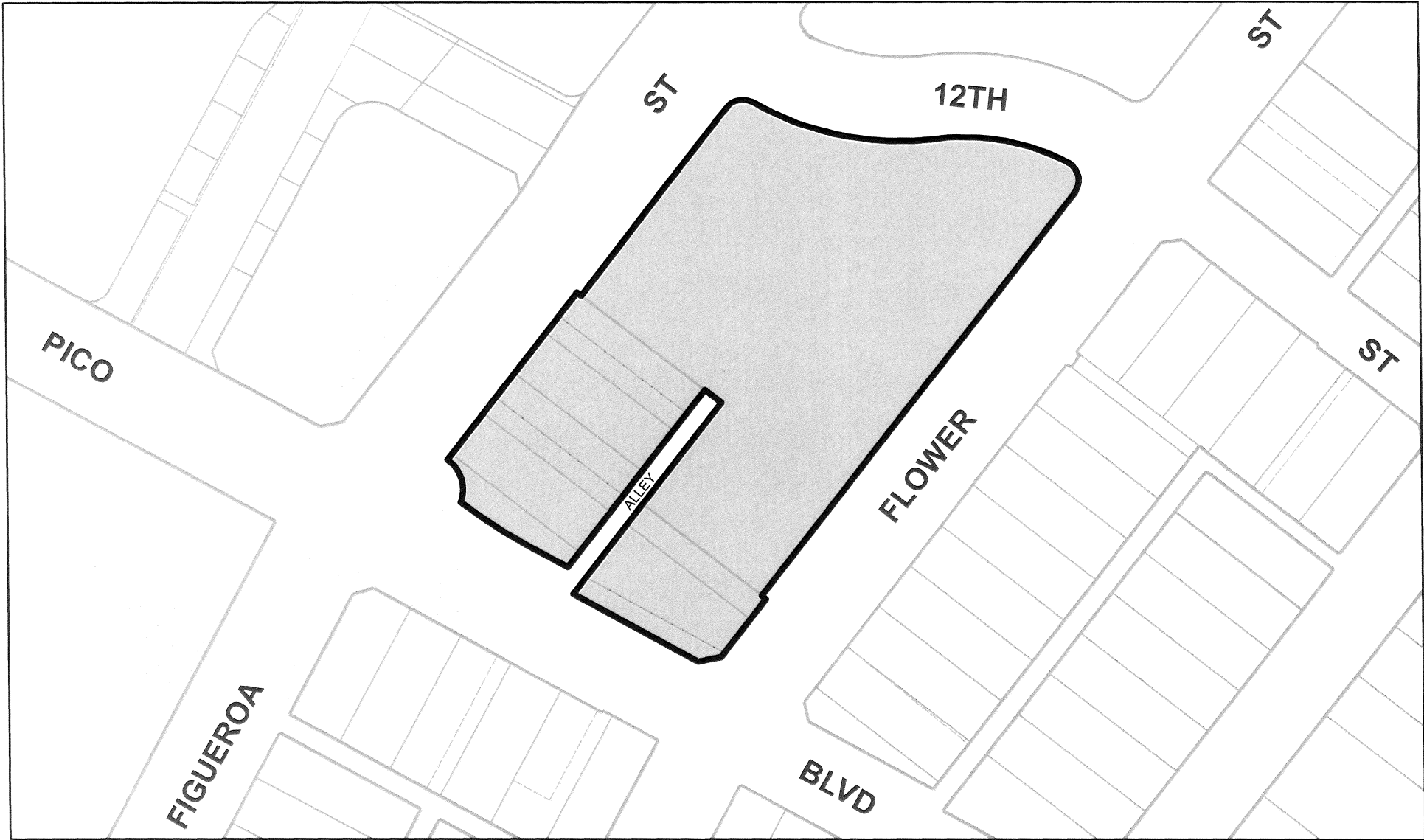
WHEREAS, the Sign District will foster a vibrant urban environment with a unified aesthetic and sense of identity, by setting standards for uniform signage design, providing well-planned placement of signage with consideration for surrounding uses, while also providing functional way-finding and building identification along streets, thereby connecting regional transit, entertainment, and Convention Center areas.

WHEREAS, the District includes the Fig+Pico Conference Center Hotels, which are designed to serve the Los Angeles Convention Center and the hotel needs of the City, and require unique 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 to further promote the entertainment character of the 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

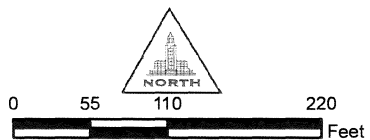
WHEREAS, on July 1, 2016 the City Council instructed the Planning Department to initiate a Sign District that creates unique identity between the Los Angeles Convention Center, the Fig+Pico Conference Center Hotels, the South Park community, and the City and private parcels in the area;

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



FIGUEROA AND PICO SIGN DISTRICT

 **Sign District Boundary**



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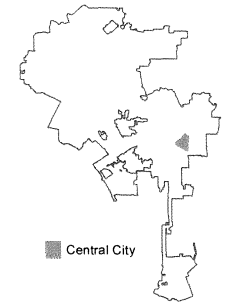


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SECTION 1. ESTABLISHMENT OF THE FIGUEROA AND PICO SIGN DISTRICT.

The City Council hereby establishes the Figueroa and Pico Sign District, which shall be applicable to that area of the City shown within the heavy dashed line on Figure 1 – Sign District Map, comprising approximately 3.86 acres, generally located along Figueroa Street, Pico Boulevard, and Flower Street.

SECTION 2. PURPOSES

The Figueroa and Pico Sign District is intended to:

- A. Support and enhance the land uses and urban design objectives of the Central City Community Plan and South Park district;
- B. Create a unique and recognizable identity through 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 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. This Ordinance regulates signs within the District. The regulations of this Ordinance are in addition to those set forth in the Planning and Zoning provisions of the 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 that are different from, more restrictive than, or more permissive than those contained in the Code or other relevant ordinances, this Ordinance shall prevail. **However, the regulations of this District do not supercede the regulations of the Los Angeles Sports and Entertainment District Specific Plan applicable to Subarea B.**

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.

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

Interior Sign. 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 on the premises where the sign is located.

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 displaying any message for the adjacent City of Los Angeles Convention Center or for Los Angeles County Metropolitan Transportation Authority (Metro) transit information shall be considered as 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, 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: *Subsection 8.C. Wall Signs* of this Ordinance and Sections 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) of the Code.

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.

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, Supergraphic Sign, Temporary Sign, Window Sign.

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 Required. LADBS may issue a permit for the following types of signs with only a Director sign off on a sign permit application with the Sign District:

1. Identification Signs
2. Monument/Pillar Signs
3. Projecting Signs
4. Wall Signs

The Director shall sign off on the permit application if the sign complies with all of the applicable requirements of this Ordinance and Exhibits and the applicable requirements of the Code. 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 and the relevant requirements of the Code, but are exempt from Director's review and do not require a Director's permit sign-off:

1. Information Signs
 2. Interior Signs
 3. Original Art Murals
 4. Public Art Installations
 5. Temporary signs
 6. Window Signs
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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. Integral Large-Scale Architectural Lighting
3. Supergraphic Signs
4. Off-site Signs

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. Permitted Signs. Except as otherwise prohibited in *Subsection 6.C. Prohibited Signs* below, all signs defined 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.

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

1. Can Sign, or conventional plastic faced box, canister, or cabinet signs (except as permitted in *Subsection 8.C. Wall Signs*)
2. Captive Balloon Sign
3. Digital Displays on Flower Street
4. Illuminated Architectural Canopy Sign
5. Inflatable Device
6. Off-Site Sign (except as permitted in *Subsection 8.D. Supergraphics* and *Subsection 8.E. Digital Displays*)
7. Pole Sign
8. Roof Sign
9. Sandwich Board Sign
10. 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 *Subsection 6.C. Prohibited Signs*, and shall not be subject to the requirements of this Sign District except for the general brightness limitation set forth in Section 14.4.4 E of the Municipal Code.

E. Illumination. Except for Temporary Signs, which may not be illuminated, all signs within the District may be illuminated by either internal or external means. The illumination regulations set forth in the Code, including but not limited to Section 93.0117, shall apply. Methods of signage illumination may include electric lamps, such as neon tubes; fiber optics; incandescent lamps;

LED; LCD; cathode ray tubes exposed directly to view; shielded spot lights and wall wash fixtures. In addition, signage shall be subject to the following regulations:

1. All illuminated signs shall be designed, located or screened so as to minimize to the greatest reasonable extent possible direct light sources onto any exterior wall of a residential unit and into the window of any commercial building. If signs are to be externally lit, the source of the external illumination shall be shielded from public view.
2. Signage shall not use highly reflective materials such as mirrored glass.
3. All light sources, including illuminated signage, shall comply with CALGreen (Part 11 of Title 24, California Code of Regulations).
4. Each Digital Display shall be fully dimmable, and shall be controlled by a programmable timer so that luminance levels may be adjusted according to the time of day.
5. Light trespass shall not exceed 3 foot-candles, as measured at any adjacent residential use.

F. Sign Illumination Plan. Additionally, the applicant shall submit a signage illumination plan to the Director as part of the Project Permit Review procedure for Digital Displays set forth in Subection 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 section, and with the following additional regulations:

1. **Brightness.** Digital Displays shall have a nighttime brightness no greater than 300 candelas per square meter and a daytime brightness no greater than 5,000 candelas per square meter. The displays shall transition smoothly at a consistent rate from the permitted daytime brightness to the permitted nighttime brightness levels, beginning 45 minutes prior to sunset and concluding 45 minutes after sunset.
2. **Beam Spread.** All light emitting diodes used within a Digital Display shall have a maximum horizontal beam spread of 140 degrees and maximum vertical beam spread of 65 degrees.
3. **Ground Spillage.** When measured at ground level from any location other than the property on which a Digital Display is located, a Digital Display shall not under any circumstance increase the total amount of measurable light more than 2 LUX above the ambient-light level that exists when the Digital Display is extinguished.
4. **Interior Spillage.** When measured from any location within a building on which a Digital Display is located, the Digital Display shall not increase the total amount of measurable light more than 1 LUX above the ambient-light level that exists when the Digital Display is extinguished.

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 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.
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 both 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 shall be as follows:

1. **Controlled Refresh Rate 1.** 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. **Controlled Refresh Rate 2.** 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.

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.
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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 further Hazard Determination review procedures in Code Section 14.4.5. All signs shall continue to be subject to Caltrans approval, where applicable.

K. 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.

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 under those regulations and approvals even though subsequent adopted regulations and approvals have changed the requirements. All existing non-conforming signs shall be included in computing total sign area. 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 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.

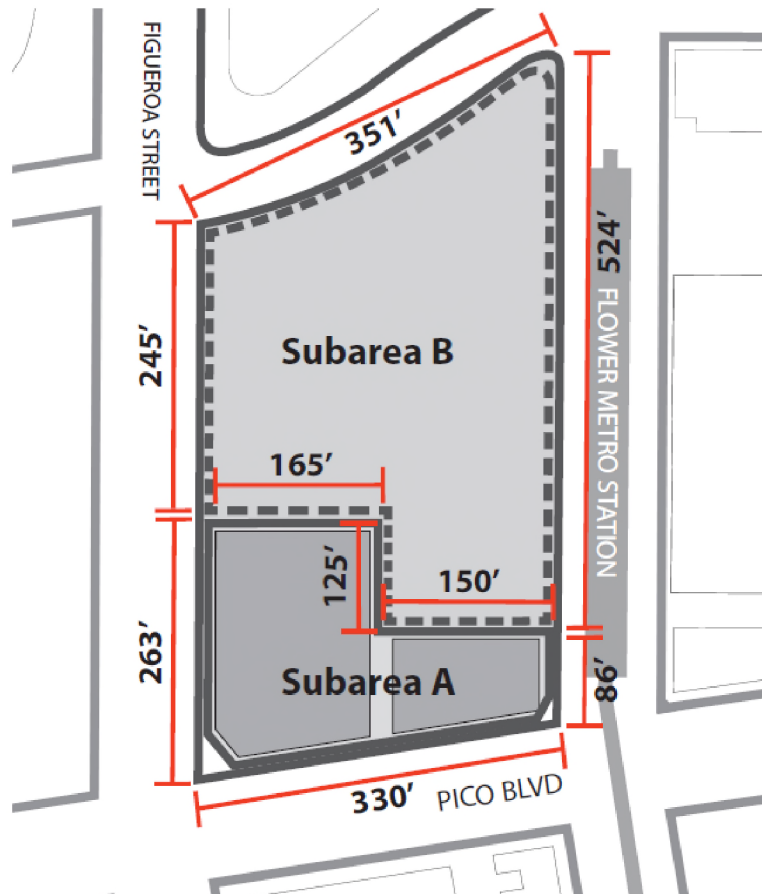
P. Exterior Covering. Signs, including temporary signs, shall not cover exterior doors and windows (whether operable or inoperable), rescue windows or other openings that serve habitable floor area, except as permitted pursuant to this Ordinance or the LAMC.

Q. Street Tree Maintenance. Street trees along the street frontages of Subarea A shall be trimmed by the Urban Forestry Division of the Bureau of Street Services. Street tree trimming by private parties shall be prohibited, in order to ensure that street trees are not damaged for the purpose of increasing sign visibility.

SECTION 7. SUBAREAS AND VERTICAL SIGN ZONES.

A. Sign District Subareas. The Sign District is divided into two subareas, as shown in *Figure 1*. The purpose of the subareas is to allow for signage rights to extend from the boundary of the Los Angeles Sports and Entertainment District Specific Plan (LASED) area, with new signage regulations implemented along the Figueroa Street and Pico Boulevard commercial corridors (Subarea A), and maintaining the existing signage regulations of the LASED Specific Plan for property currently within the LASED boundary (Subarea B).

Figure 1. Sign District Subareas.*



*Note: The boundary of Subarea A shall be consistent with the boundary of the property identified in VTT-74239

Subarea A. Subarea A encompasses parcels with frontage on the east side of Figueroa Street, north side Pico Boulevard, and west side of Flower Street. Signs in Subarea A shall be in constantial conformance with Exhibit 1, except as may be modified to comply with the provisions of this Ordinance.

Subarea B. Subarea B encompasses parcels with frontage on the east side of Figueroa Street, south side 12th Street, and west side of Flower Street. The regulations of the Sign District do not apply to this Subarea, and the Sign District has no regulatory effects on existing signage rights pursuant to the Los Angeles Sports and Entertainment District Specific Plan.

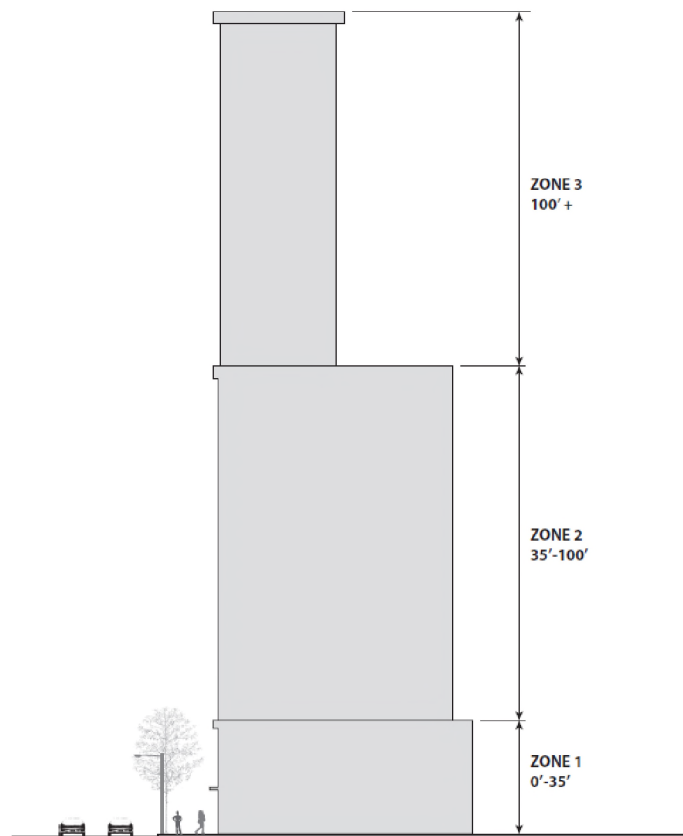
B. Vertical Sign Zones. Subarea A is divided into three Vertical Sign Zones (VSZ), as shown in *Figure 2*. The purpose of the Vertical Sign Zones is to address different sign viewing distances, including pedestrian views from street level, pedestrian views from a distance, and views from vehicles.

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 Subarea or Vertical Sign Zone. Signs may be located in more than one Subarea or Vertical Sign Zone, provided that the requirements contained in this Ordinance are met for each portion of the sign contained each of the Subareas or Vertical Sign Zones. In no event shall the total sign area of an individual sign exceed the maximum permitted area in the most restrictive Subarea or Vertical Sign Zone in which the sign is located.

D. Permitted Sign Types by Location. The location of signage 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 Subarea A, as exhibited in the following table:

SIGN TYPES	VERTICAL SIGN ZONES
Monument/Pillar Signs	1
Projecting Signs	1,2
Wall Signs (*only Identification Signs allowed in Zone 3)	1,3*
Supergraphic Signs	2
Digital Displays	2
Integral Large-Scale Architectural Lighting	1,2,3

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.

SECTION 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 75 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. Identification signs shall comprise no more than 80 percent of the width of that portion of the building where the signs are attached. 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
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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 Skylight 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 15,200 square feet in area. An individual Supergraphic Sign shall be at least 800 square feet in area, and shall not exceed 5,500 square feet in area. The written message, including logos, shall not exceed 25% of the total area of the sign. Depiction of any logo or text shall be counted as text.
 2. **Height.** Supergraphic Signs shall not extend above the top of the wall of a building.
 3. **Location.** Supergraphic Signs are prohibited outside of Vertical Sign Zone 2. A maximum of four (4) 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 the Fire Department 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.
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Illumination. All lighting for a Supergraphic Sign shall be non-operational between the hours of midnight and 7:00 a.m.

5. **Building Occupancy.** Supergraphics shall not be installed until such time as a Certificate of Occupancy has been issued for the building on which it is placed. Supergraphics shall not be permitted prior to the development of a minimum of 500,000 square feet of floor area within Subarea A.
6. **Off-Site Signs.** No building permit shall be issued for any Supergraphic Sign displaying off-site content prior to approval of a sign reduction plan and Project Permit Compliance Review, pursuant to the terms and sign reduction ratios of *Section 9, Sign Reduction*.
7. **Metro/Convention Center.** Each Supergraphic Sign shall dedicate a minimum of 20% of each individual Supergraphic Sign, or the collective area representing 20% of the total area of Supergraphic Signs installed within Subarea A, for equal use by the Los Angeles Convention Center (LACC) and Metro. Documentation shall be submitted in the form of agreements with LACC and Metro which detail the amount of time and the specific messaging advertised on the Supergraphic Signs to demonstrate compliance with this obligation.

E. Digital Displays.

1. **Sign Area.** The total combined area of Digital Displays in Subarea A shall not exceed 12,100 square feet in area. An individual Digital Display shall not exceed 10,750 square feet in area. No building permit shall be issued for a new Digital Display prior to approval of a sign reduction plan and Project Permit Compliance Review, pursuant to the terms of *Section 9, Sign Reduction*.
 2. **Height.** Digital Displays shall not extend above the top of the wall of a building.
 3. **Location.** Digital Displays are prohibited outside of Vertical Sign Zone 2. A maximum of two (2) Digital Displays shall be permitted in Subarea A, and shall be limited to the following locations: along Figueroa Street and along the corner of Figueroa Street and Pico Boulevard, as shown in Exhibit 1. No Digital Displays are otherwise permitted along Pico Boulevard or Flower Street, unless the Digital Display is exclusively utilized to provide public transit-related information for Metro, DASH, or other public transit agencies.
 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 illumination standards under *Section 6. Standard Regulations* of this Ordinance.
 6. **Refresh Rates**
 - a. Digital Displays along Figueroa Street shall be subject to the Controlled Refresh Rate 1.
 - b. All Digital Displays shall be non-operational between the hours of midnight and 7:00 a.m.
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7. **Building Occupancy.** Digital Displays shall not be operational until such time as a Certificate of Occupancy has been issued for the building on which it is placed. Digital Displays shall not be permitted prior to the development of a minimum of 500,000 square feet of floor area within Subarea A.
8. **Off-Site Signs.** No building permit shall be issued for any Digital Display displaying off-site content prior to approval of a sign reduction plan and Project Permit Compliance Review, pursuant to the terms and sign reduction ratios of *Section 9, Sign Reduction*.
9. **Metro/Convention Center.** Each Digital Display shall make available for use by the Los Angeles Convention Center (LACC) and Metro, no less than three (3) minutes per hour, to LACC and Metro each, for each Digital Display during hours of signage operation at no cost to LACC and Metro. The time on the Digital Display shall be provided within each hour increment and cannot be consolidated into a single hour, and each time increment shall not be less than 8 seconds (consistent with the Refresh Rate). Documentation in the form of agreements with LACC and Metro shall be submitted which detail the amount of time and the specific messaging advertised on the Supergraphic Signs to demonstrate compliance with this obligation.

F. Integral Large-Scale Architectural Lighting.

1. **Sign Area.** Integral Large-Scale Architectural Lighting be exempt from sign area. 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 minutes with no change in intensity and be considered a non-animated lighting element. The Director of Planning shall place limits on illumination intensity and retain the right to impose additional conditions.

SECTION 9. SIGN REDUCTION.

Sign reduction is required for all signs displaying off-site advertising content. An applicant shall seek approval of a sign reduction plan by filing an application with the Director pursuant to Section 11.5.7 of the Code. The application shall demonstrate compliance with the following requirements:

- A. **Removal of Off-Site Signage.** A property owner in Subarea A shall be permitted to install Off-Site Signs only if the property owner demonstrates the removal of existing, legally permitted Off-
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Site Signs, including nonconforming Off-Site Signs, in existence as of the effective date of the ordinance establishing the Sign District, that are removed from any other property located within the sign impact area (the Central City, Westlake, South East Los Angeles, and South Los Angeles Community Plan areas), based upon the following sign reduction ratios:

1. **Supergraphic:** Each square foot of sign area of a new Supergraphic shall be offset by a reduction of a minimum of one (1) square foot of Off-Site Sign area.
2. **Digital Displays:** Each square foot of sign area of a new Digital Display shall be offset by a reduction of a minimum of two (2) square feet of Off-Site Sign area.

B. Proof of Legal Status, Removal Rights and Indemnification. Sign reduction credits shall not be awarded 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 if sign credits are issued, then 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. The applicant shall submit a final demolition permit and photographic evidence that the signs in question have been removed prior to the issuance of any new building permit for an Off-Site Sign.

D. Transfer of rights. Sign credits 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 more than one credit.

SECTION 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.
