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August 19, 2019

VIA E-MAIL AND HAND DELIVERY

Councilmember Marqueece Harris-Dawson, Chair  
Planning and Land Use Management Committee  
c/o Patrice Lattimore, City Clerk  
200 North Spring Street  
Los Angeles, California 90012

patrice.lattimore@lacity.org  
clerk.plumcommittee@lacity.org

Re: NoHo West Sign District Amendment  
CF 18-0634-S1  
PLUM Hearing Date: August 20, 2019; Item #7

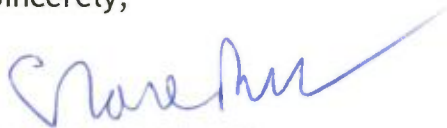
Hon. Councilmember Harris-Dawson,

This letter is submitted on behalf of Merlone Geier Partners, the developer of the NoHo West project and the applicant for the pending amendment to the NoHo West Sign District Ordinance (“Ordinance”).

In order to provide clarity to the Planning and Land Use Management Committee regarding the Ordinance, we have attached the complete, corrected, and up to date version of the Ordinance, including the revised exhibits updated by Planning staff and dated June 2019.

We will be available to address any questions at the August 20, 2019 meeting.

Sincerely,



CLARE BRONOWSKI  
of GLASER WEIL FINK HOWARD AVCHEN & SHAPIRO LLP

Encl.

cc: Karo Torossian, CD 2  
Ken Fong, City Attorney’s office  
Milena Zasadzien, City Planning

ORDINANCE NO. \_\_\_\_\_

**NOHO WEST SIGN DISTRICT**

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An ordinance amending the NoHo West Sign District (Ordinance 184,950) pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code (Code).

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

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

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

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

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

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

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

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

**NOW, THEREFORE,**

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

**SECTION 1. ESTABLISHMENT OF THE NOHO WEST SIGN DISTRICT.**

The City Council hereby establishes the NoHo West Sign District, which shall be that area of the City shown within the heavy dashed line on Exhibit B - Sign Zone Map, comprising the approximately 24.7-acre site located at the southeast corner

of Laurel Canyon Boulevard and Erwin Street, and generally bound by Erwin Street to the north, Radford Avenue to the east, Laurel Canyon Boulevard and the State Route 170 (Hollywood) Freeway to the west and Oxnard Street to the south. This area is referred to as the "Sign District."

## **SEC. 2. PURPOSE.**

The NoHo West Sign District is intended to:

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

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

**A.** The regulations of this Ordinance are in addition to those set forth in the Planning and Zoning provisions of the Code. These regulations do not convey any rights not otherwise granted under the provisions and procedures contained in the Code or other relevant ordinances, except as specifically provided for in this Ordinance.

**B.** Wherever this Ordinance contains provisions that establish regulations that are different from, more restrictive than or more permissive than those contained in the Code or other relevant ordinances, this Ordinance shall prevail.



## 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 here shall be construed as defined in Sections 12.03 and Article 4.4 of the Code.

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

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

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

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

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

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

**Digital Display.** A sign face, building face, and/or any building or structural component that displays still images, scrolling images, moving images or flashing images, including video and animation through the use of grid lights, cathode ray projections, light emitting diode displays, plasma screens, liquid crystal displays, fiber optics, or other electronic media or technology that is either independent of or attached to, integrated into, or projected onto a building or structural component, and that may be changed remotely through electronic means.

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

**Inflatable Device.** A sign that is a cold air inflated object, which may be of various shapes, made of flexible fabric, resting on the ground or structure and equipped with a portable blower motor that provides a constant flow of air into the

device. Inflatable Devices are restrained, attached or held in place by a cord, rope, cable or similar method. The term Inflatable Device shall not include any object that contains helium, hot air or a lighter-than-air substance.

**Interior Sign.** Any sign that is within an interior courtyard, interior concourse or interior plaza of a building that is not visible in any way from the street, public right-of-way, or publicly accessible plaza adjacent to a public right-of-way. Signs may be visible from adjoining lots within the Sign District area but not visible outside of the combined boundaries of the Sign District area. Notwithstanding the foregoing, the Digital Displays and Supergraphic Signs depicted as Interior Sign on Exhibit A shall each be considered to be an Interior Sign.

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

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

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

**On-Site Sign.** A sign that is other than an off-site sign and that identifies or provides directions to the particular property within the Commercial Zone where the advertised product or service is available.

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

**Pole Sign.** A freestanding sign that is erected or affixed to one or more poles or posts and that does not meet the requirements of a monument sign or pillar sign.

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

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



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

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

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

**Wall Sign.** Any sign attached to, painted on or erected against the wall of a building or structure, with the exposed face of the sign in a plane approximately parallel to the plane of the wall.

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

## **SEC. 5. PROCEDURAL REQUIREMENTS.**

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

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

**C. Exempt Signs.** LADBS permit applications for the following sign types shall be subject to LADBS review and the relevant requirements of the Code, but are exempt from Director's review and do not require a Director's permit sign-off: wall signs on parking structures that identify the parking structure or that provide directions for the parking structure, or that display any other noncommercial message, window signs, and temporary signs.

**D. Project Permit Compliance.** LADBS shall not issue a permit for Supergraphic Signs or Digital Displays unless the Director has issued a Project Permit

Compliance approval pursuant to the procedures set forth in Section 11.5.7 of the Code and Section 7.H and Section 7.I of this Ordinance. The Director's decision on Project Permit Compliance shall be subject to appeal as set forth in LAMC Section 11.5.7.

**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.

## **SEC. 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. Notwithstanding the foregoing, any combined area restrictions in Article 4.4, including but not limited to Sections 14.4.14.B, 14.4.10.A.4 and 14.4.10.A.5, shall not apply to signs within the Sign District.

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

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

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

1. Banner Signs;
2. Billboards;
3. Can/Canister/Cabinet Wall Signs, except as provided in Section 7.C.5;
4. Captive Balloon Signs;
5. Inflatable Devices;
6. Pole Signs;
7. Roof Signs;
8. Sail Signs/Wind Banners/Feather Signs;
9. All of the following types of signs are prohibited in the Residential Zone: Advertising Kiosks, Architectural Ledge Signs, Digital Displays, Large Pillar Signs, Projecting Signs and Supergraphic Signs; and



10. Any Sign not specifically authorized by this Ordinance or by the Code.

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

1. Signage shall be installed in substantial conformance with the approximate locations identified for each sign type in the Sign Location Map (Exhibit A).

2. No sign shall be placed over the exterior surface of any opening of a building, including its windows, doors, and vents, unless the Los Angeles Fire Department (LAFD) determines, in writing, that the sign would not create a hazardous condition.

**F. Illumination.**

1. All illuminated signs shall have a brightness or light intensity limitation of 0.3 foot candles above ambient lighting.

2. All illuminated signs shall be designed, located and/or screened so as to minimize light travel onto the exterior walls of residential units and windows of commercial buildings, including those on the same site as the sign.

3. All illuminated signs shall have a nighttime brightness no greater than 300 candelas per square meter and a daytime brightness no greater than 5,000 candelas.

4. The brightness of any sign that includes neon, neon-like, or LED elements shall be fully dimmable and controlled by a timer which shall be maintained in good working order.

5. No sign shall use highly reflective materials such as mirrored glass.

6. All signs shall have a maximum total lumen output of no more than 20 lumens per square foot.

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

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



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

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

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

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

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

1. The Controlled Refresh Rate shall be no more frequent than one refresh event every 10 seconds with an instant transition between images. The sign image must remain static between refreshes.

2. The Non-Controlled Refresh Rate is the Refresh Rate of all Digital Displays that are not made subject to a Controlled Refresh Rate pursuant to this Ordinance and which shall permit images, parts and/or illumination that flash, change, move, stream, scroll, blink or otherwise incorporate motion to change at an unrestricted rate.

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

1. The building and ground area around the signs shall be properly maintained. All unused mounting structures, hardware and wall perforation from any abandoned sign shall be removed, and building surfaces shall be restored to their original condition.

2. All signage copy shall be properly maintained and kept free from damage and other unsightly conditions, including graffiti.

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

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

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

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

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

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

## **SEC. 7. STANDARDS FOR SPECIFIC TYPES OF SIGNS.**

### **A. Monument Signs.**



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

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

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

**3. Height.**

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

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

**4. Location.** Monument Signs are only allowed at locations indicated in table below.

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

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

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

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

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

**B. Projecting Signs.**

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



## 2. Sign Area.

Zone	Maximum Individual Sign Area for Projecting Signs
Commercial Zone: Buildings A through M	50 square feet
Commercial Zone: One sign on the northwest corner of Building H	300 square feet
Commercial Zone: west elevation of Parking Structure	350 square feet

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

**4. Location.** Projecting Signs are only allowed at locations indicated in table below.

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

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

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

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

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

## C. Wall Signs.

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

2. **Sign Area.**

Zone	Maximum Individual Sign Area for Wall Signs
Commercial Zone: tenant Wall Signs	1.5 square feet per 1 linear foot of tenant frontage. The maximum width for each Wall Sign shall be no more than 75% of the length of the tenant frontage
Commercial Zone: multi-tenant Wall Signs	1000 square feet
Residential Zone: residential Wall Signs	100 square feet

3. **Height.**

a. Tenant Wall Signs and residential Wall Signs shall not extend above the top of the wall of the building.

b. Notwithstanding any height limitation in the Code or a Q Condition, Multi-tenant Wall Signs are permitted to extend above the top of the building wall by a maximum of 35% of the Wall Sign height.

4. **Location.** Wall Signs are allowed at locations indicated in table below.

Zone	Maximum Number of Wall Signs
Commercial Zone: tenant Wall Signs	Each tenant is allowed either one Wall Sign or one Architectural Canopy Sign per building elevation
Commercial Zone: multi-tenant Wall Signs	One each on Commercial Buildings A, H, and J; four on the Parking Structure
Residential Zone: residential Wall Signs	Four per building elevation

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

a. Wall signs may include one separate custom-shaped Canister/Can/Cabinet Sign component for tenant logos, which shall not exceed 30% of the allowable Wall Sign area per tenant. The component shall not be separately counted against the total maximum number of Wall Signs for each tenant.

b. Each multi-tenant Wall Sign shall be comprised of a minimum of five individual tenant panels for on-site tenants located in the Commercial Zone of the Sign District.

**6. Illumination.**

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

b. Wall Signs in the Residential Zone shall be non-illuminated.

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

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

**D. Pedestrian Pillar Signs.**

**1. Intent.** A "Pedestrian Pillar Sign" is a Pillar Sign that is intended to assist in vehicular or pedestrian way-finding.

**2. Sign Area.**

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

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

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

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

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

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

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



## E. Large Pillar Signs.

1. **Intent.** A "Large Pillar Sign" is a Pillar Sign that identifies tenants or buildings near street or driveway entrances and is intended to be viewed primarily from vehicles.

### 2. Sign Area.

Zone	Maximum Individual Sign Area for Large Pillar Signs
Commercial Zone	350 square feet

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

4. **Location.** Large Pillar Signs are only allowed at locations in table below.

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

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

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

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

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

## F. Advertising Kiosks.

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

**2. Sign Area.**

Zone	Maximum Individual Sign Area for Advertising Kiosks
Commercial Zone	36 square feet

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

**4. Location.** Advertising Kiosks are only allowed at locations indicated in table below.

Zone	Maximum Number of Advertising Kiosks
Commercial Zone	10

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

**6. Illumination.** Advertising Kiosks shall be non-illuminated or internally illuminated. For Advertising Kiosks that are Interior Signs, any Digital Display element shall be subject to the Non-Controlled Refresh Rate. For Advertising Kiosks that are not Interior Signs, any Digital Display element shall be subject to the Controlled Refresh Rate.

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

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

**G. Architectural Ledge Signs.**

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

**2. Sign Area.**

Zone	Maximum Individual Sign Area for Architectural Ledge Signs
Commercial Zone	1.5 square feet per 1 linear foot of tenant frontage. The maximum width for Architectural Ledge Signs shall be no more than 75% of the length of the tenant frontage

**3. Height.**

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

b. Architectural Ledge Signs shall have a minimum clearance of 8 feet above the sidewalk grade or edge of roadway grade nearest the sign and shall not be located closer than two feet from the curb of any roadway.

c. Architectural Ledge Signs shall not occupy a 4-foot distance along the exterior wall at one corner of the building's street frontage.

d. Architectural Ledge Signs may project a maximum of 3 feet from the face of the building.

**4. Location.** Architectural Ledge Signs are only allowed at locations in table below.

Zone	Maximum Number of Architectural Canopy Signs
Commercial Zone	Each tenant is allowed either one Wall Sign or one Architectural Canopy Sign per building elevation, except that one tenant in Building H is allowed both a Wall Sign and an Architectural Canopy Sign to identify a single tenancy.

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

**6. Illumination.** Architectural Ledge Signs shall be non-illuminated or internally illuminated. Digital Displays on the two Interior Signs (Marquee Signs) described in Subsection 8 shall be subject to the Non-Controlled Refresh Rate.

**7. Off-Site Standards.** Architectural Ledge Signs shall not be Off-Site Signs.

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

**H. Supergraphic Signs.**

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



**2. Sign Area.**

Zone	Maximum Individual Sign Area for Supergraphic Signs
Commercial Zone: Supergraphic Signs on the west elevation of the Parking Structure	565 square feet
Commercial Zone: Supergraphic Signs on the south elevation of the Parking Structure and east elevation of Building H	800 square feet
Commercial Zone: Supergraphic Signs on the west or south elevations of Building J or the north elevation of Building H (interior to plaza)	1000 square feet

**3. Height.** Notwithstanding any height limitation in the Code or a Q Condition, Supergraphic Signs are permitted to extend above the top of the building wall by a maximum of 20% of the Supergraphic Sign height.

**4. Location.** Supergraphic Signs are only allowed at locations indicated in table below.

Zone	Maximum Number of Supergraphic Signs
Commercial Zone: Supergraphic Signs on the west elevation of the Parking Structure	4
Commercial Zone: Supergraphic Signs on the south elevation of the Parking Structure	1
Commercial Zone: Supergraphic Signs on the east elevation of Building H	3
Commercial Zone: Supergraphic Signs facing the central commercial plaza (on the west and south elevations of Building J or the west elevation of Building H)	3

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

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

**7. Off-Site Standards.** Supergraphic Signs that are Interior Signs (signs facing the central commercial plaza) may be Off-Site Signs. The three Supergraphic Signs on the east elevation of Building H may only display noncommercial messages.

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

**9. Sign Reduction Program.** No building permit shall be issued for any Supergraphic Sign prior to approval of a sign reduction plan and Project Permit Compliance Review for that sign, incorporating the terms and sign reduction ratios of Section 8, Sign Reduction. Supergraphic Signs that are Interior Signs (signs facing the central commercial plaza) and non-commercial Supergraphic Signs (signs on the east elevation of Building H) are exempt from this requirement.

**I. Digital Displays.**

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

**2. Sign Area.**

Zone	Maximum Individual Sign Area for Digital Displays
Commercial Zone: Digital Display-on the east elevation of the Parking Structure	1200 square feet
Commercial Zone: Digital Display on the north elevation of the Parking Structure	630 square feet
Commercial Zone: Digital Displays on the south elevation of the Parking Structure	925 square feet

**3. Height.** Notwithstanding any height limitation in the Code or a Q Condition, Digital Displays are permitted to extend above the top of the building wall by a maximum of 30% of the Digital Display height.

**4. Location.** Digital Displays are only allowed at locations indicated in table below.

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

**5. Design.** Digital Displays may use grid lights, cathode ray projections, light emitting diode displays, plasma screens, liquid crystal displays, fiber optics, or other electronic media or technology developed in the future.

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



elevations of the Parking Structure shall be subject to the Controlled Refresh Rate.

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

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

**7. Off-Site Standards.** Digital Displays that are Interior Signs (signs on the east elevation of the Parking Structure) may be Off-Site Signs.

**8. Digital Standard.** Digital Displays are digital.

**9. Sign Reduction Program.** No building permit shall be issued for any Digital Display prior to approval of a sign reduction plan and Project Permit Compliance Review for that sign, incorporating the terms and sign reduction ratios of Section 8, Sign Reduction. Digital Displays that are Interior Signs (signs on the east elevation of the Parking Structure) are exempt from this requirement.

**J. Window Signs.**

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

**K. Temporary Signs.**

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

**L. Original Art Murals/Public Art Installation.**

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

**SEC. 8. SIGN REDUCTION.**

Sign reduction is required for all exterior-facing Supergraphics and Digital Displays. Sign reduction is not required for Digital Display elements of an Advertising Kiosk, Marquee Sign, or Pedestrian Pillar Sign. 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 this district shall be permitted to install exterior-facing Supergraphics and Digital Displays only if the property owner demonstrates the removal of existing, legally permitted Off-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 a one mile radius of the boundaries of the Sign District, based upon the following sign reduction ratios:

1. **Supergraphic Signs:** Each square foot of sign area of a new Supergraphic Sign shall be offset by a reduction of a minimum of 5 square feet 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 10 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 any sign is removed for the purpose of obtaining a sign credit, it 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.

**E. Visual Environment Improvement Program.** If the applicant and signage company have demonstrated a good-faith effort to remove any existing signs in the area under their control, but are unable to fulfill the take-down requirements of the Sign Reduction Program outlined in Subsections A through D, the applicant may alternatively elect to proceed with the following:

1. **In-Lieu Fee.** In lieu of a sign reduction plan, an applicant may elect to pay the following amounts in community benefit funds to the Council District 2 Real Property Trust Fund to be dedicated to improving the visual environment, use of public open spaces, and benefiting the public realm in Council District 2, as follows:

a. The property owner shall contribute funds pursuant to the following schedule:

i. \$200 per square foot for each Digital Display, up to \$311,000 for 1,555 square feet of Digital Displays; and

ii. \$100 per square foot for each Supergraphic Sign, up to \$226,000 for 2,260 square feet of Supergraphic Signs.

b. **Purpose.** The funds shall be used to improve the visual environment in the North Hollywood area within one mile of the property, including, but not limited to the following projects in consultation with the community and under the direction of the Council Office: improvements to existing parks and pocket parks located in this area; landscaping of sidewalks, parkways and medians in the area; community beautification projects; community cleanups; street and parkway tree planting and graffiti removal.

c. **Time Limit.** The In-Lieu Fee option shall only be available 90 days after the passage of this ordinance and fees paid shall be for the entirety of the takedown not available by the applicant within the area.

d. **Proof of Payment.** The applicant shall submit proof of payment with the application form for Project Permit Compliance.

2. **Additional Maintenance Obligations.** In addition to the above in-lieu payments, the property owner, prior to the issuance of a building permit for the first exterior-facing Digital Display or Supergraphic Sign, shall sign and record a Visual Environment Maintenance Covenant which obligates the property owner to install and maintain the following improvements for a minimum of 20 years:

a. Plant two rows of trees along the Oxnard frontage of the property, or such other street tree enhancement approved following consultation and approval of the Bureau of Engineering and Urban Forestry.



b. Landscape or provide aesthetic treatment to Lot G and any other vacant portions of the commercial development site that have not been built, and maintain such landscaping or treatment until such time as building permits are issued for that area.

c. Landscape and improve the medians to the satisfaction of the Council Office for the street segments along:

- i. Laurel Canyon between Oxnard Street and Victory Boulevard
- ii. Erwin Street between Radford Avenue and Laurel Canyon
- iii. Radford Avenue between Erwin Street and Oxnard Street, including future medians at the Radford and Oxnard intersection
- iv. Oxnard Street between Laurel Canyon and Radford Avenue

d. The minimum maintenance cost of the covenanted items shall be approximately \$6,000 per month.

**3. Annual Reporting:** The property owner shall prepare a report 180 days after the first exterior-facing Digital Display or Supergraphic Sign is installed, and annually thereafter, detailing compliance with the Visual Environment Improvement Program and the requirements of the Sign District. The report shall be submitted to the Council Office and the Department of City Planning for placement in the case file.

## **SEC. 9. 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. The City Council hereby declares that it would have passed this Ordinance and each portion or subsection, sentence, clause and phrase herein, irrespective of the fact that any one or more portions, subsections, sentences, clauses or phrases be declared invalid.



Sec. 10. 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

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

By   
KENNETH T. FONG  
Deputy City Attorney

  
VINCENT P. BERTONI, AICP  
Director of Planning

Date 7-24-2019

Date 7-26-19

File No. 18-0634-S1

m:\real prop\_env\_land use\land use\kenneth fong\ordinances\noho west sign district 2019 amendment\city atty rpt & ordinance\noho west sign district ordinance.docx

The Clerk of the City of Los Angeles hereby certifies that the foregoing ordinance was passed by the Council of the City of Los Angeles, **by a vote of not less than two-thirds** of all its members.

CITY CLERK

MAYOR

\_\_\_\_\_

\_\_\_\_\_

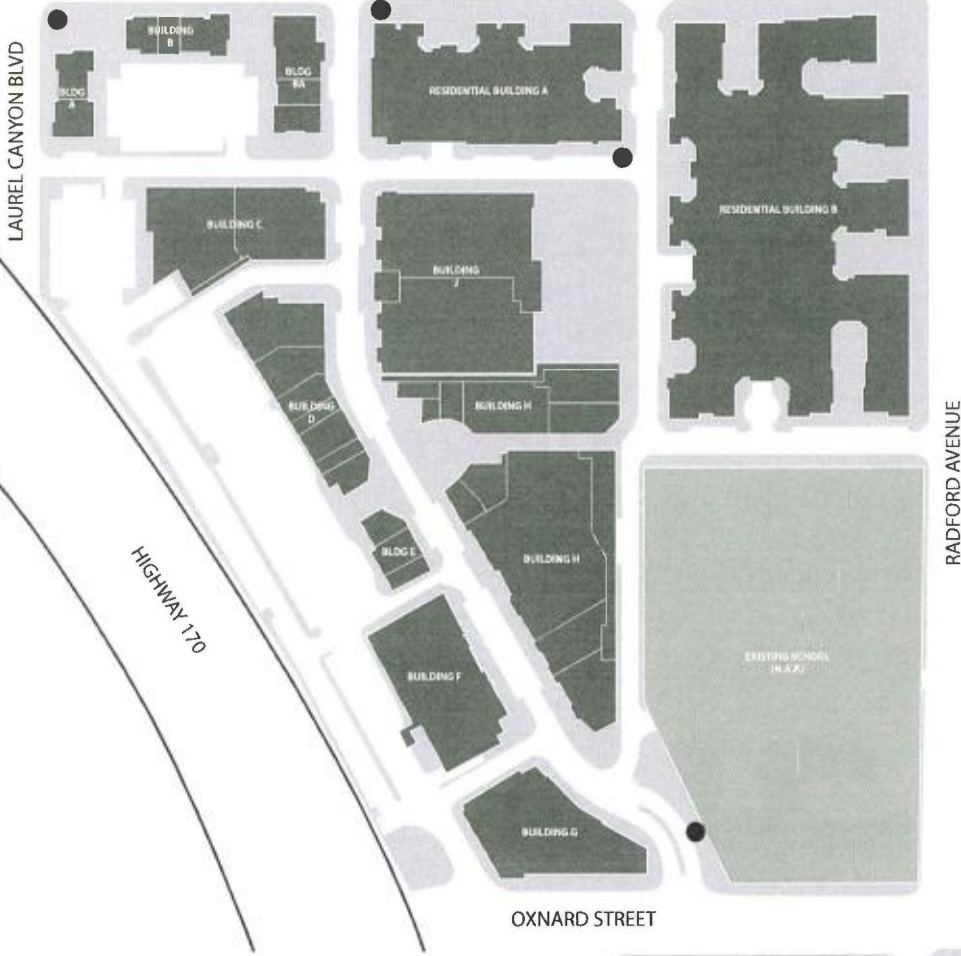
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Approved \_\_\_\_\_

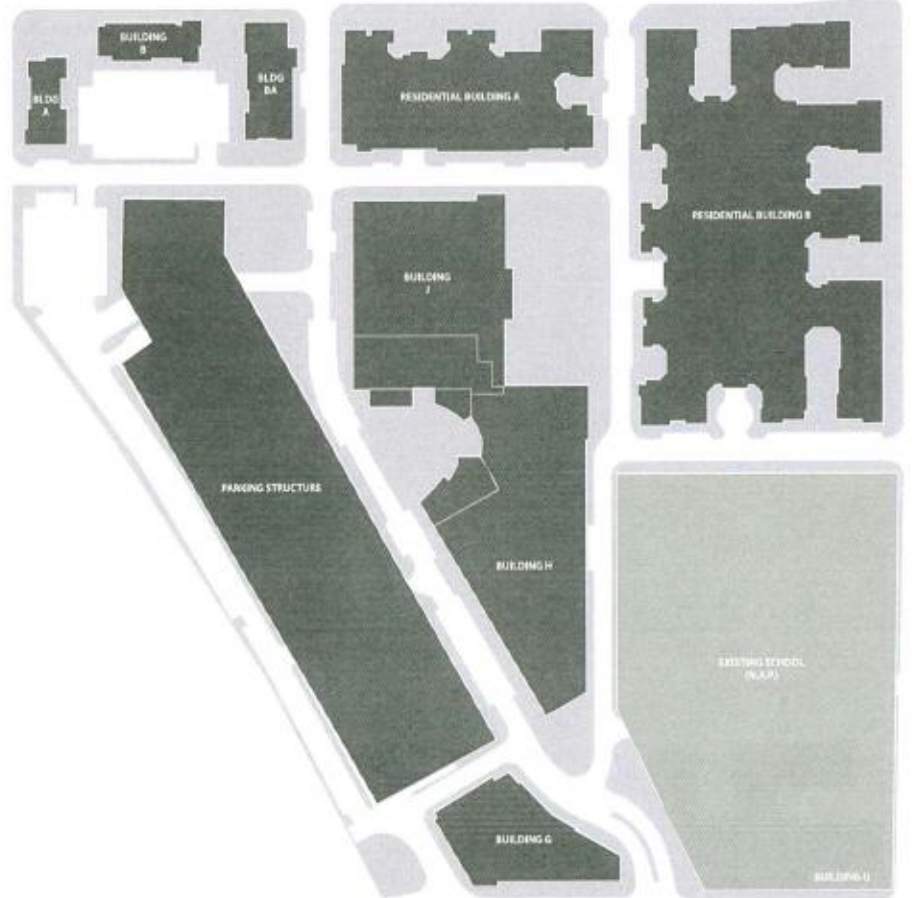
# Exhibit A

## Lower Level Site Plan

ERWIN STREET



## Upper Level Site Plan



● MONUMENT SIGNS

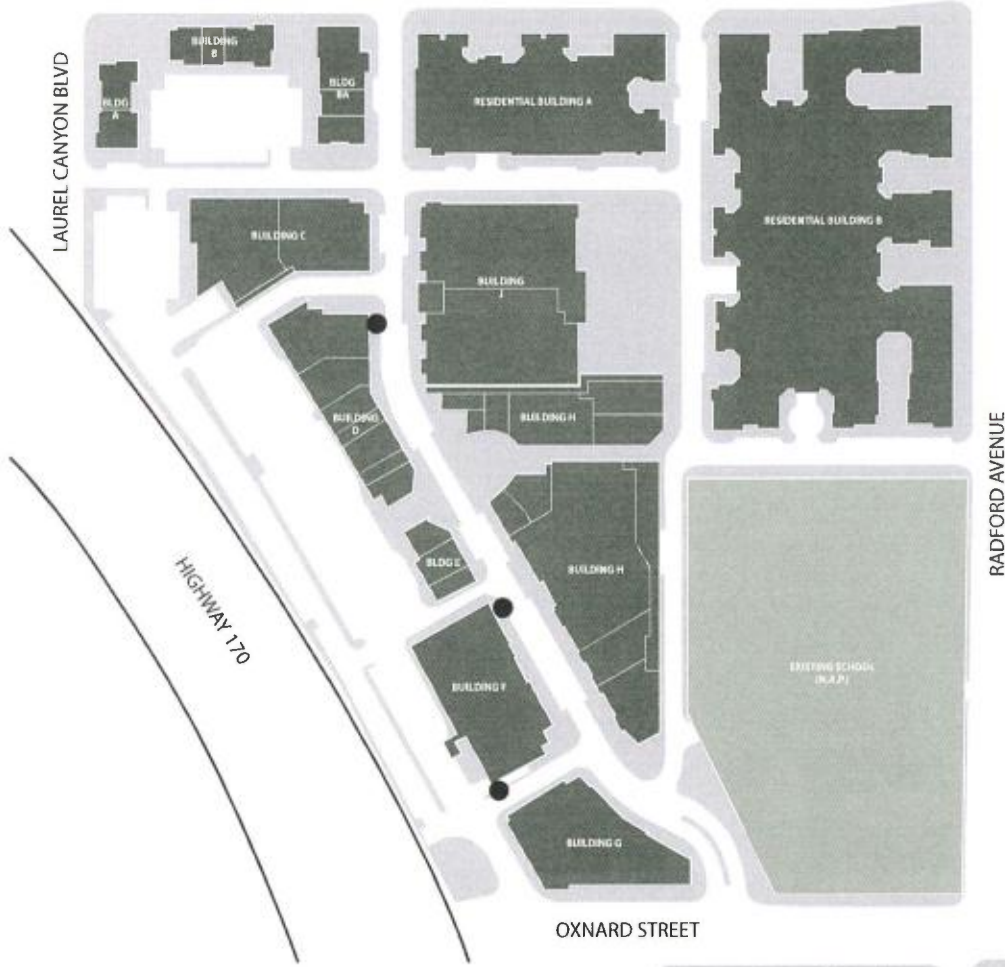
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- JL JUMBO LETTERS
- RM2 RESIDENTIAL MONUMENT

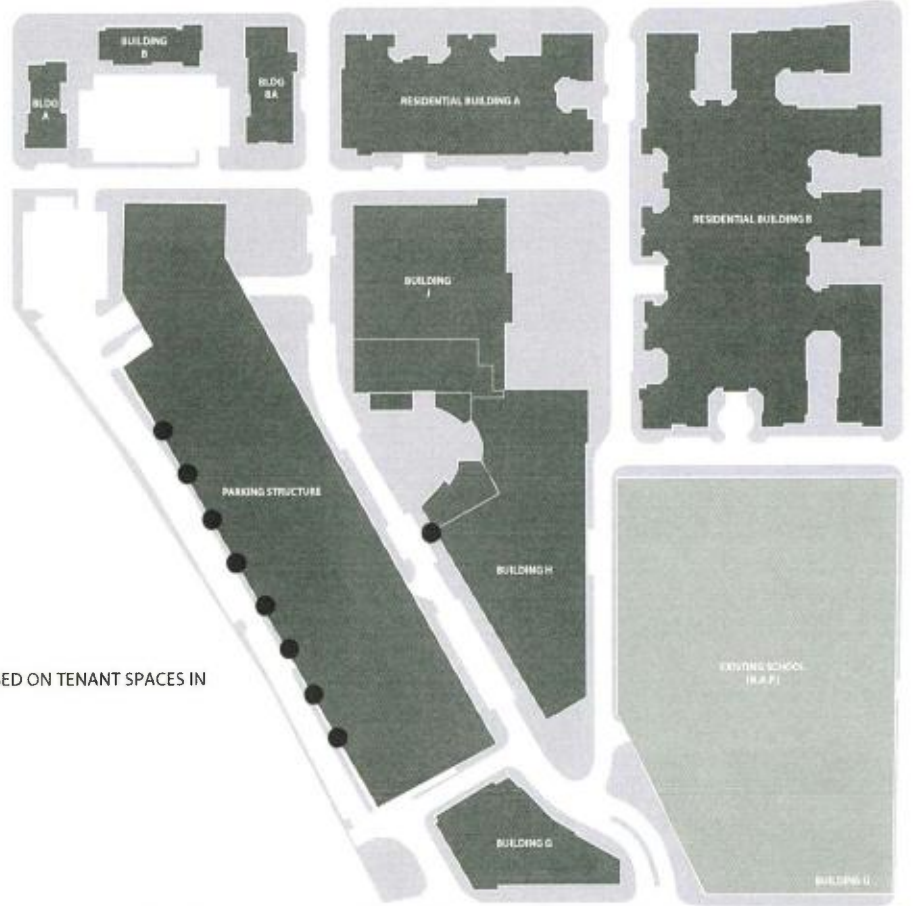
\* LOCATIONS APPROXIMATE

Lower Level Site Plan

ERWIN STREET



Upper Level Site Plan



● PROJECTING SIGNS

MSP INCLUDES THE FOLLOWING SIGNS:

- F1** PROJECT ID BLADES
- PI1** PARKING GARAGE ENTRY ID
- TT** THEATER IDENTIFICATION
- B1** TENANT BLADE - LOCATIONS TO BE DETERMINED BASED ON TENANT SPACES IN COMMERCIAL BUILDINGS A THROUGH J

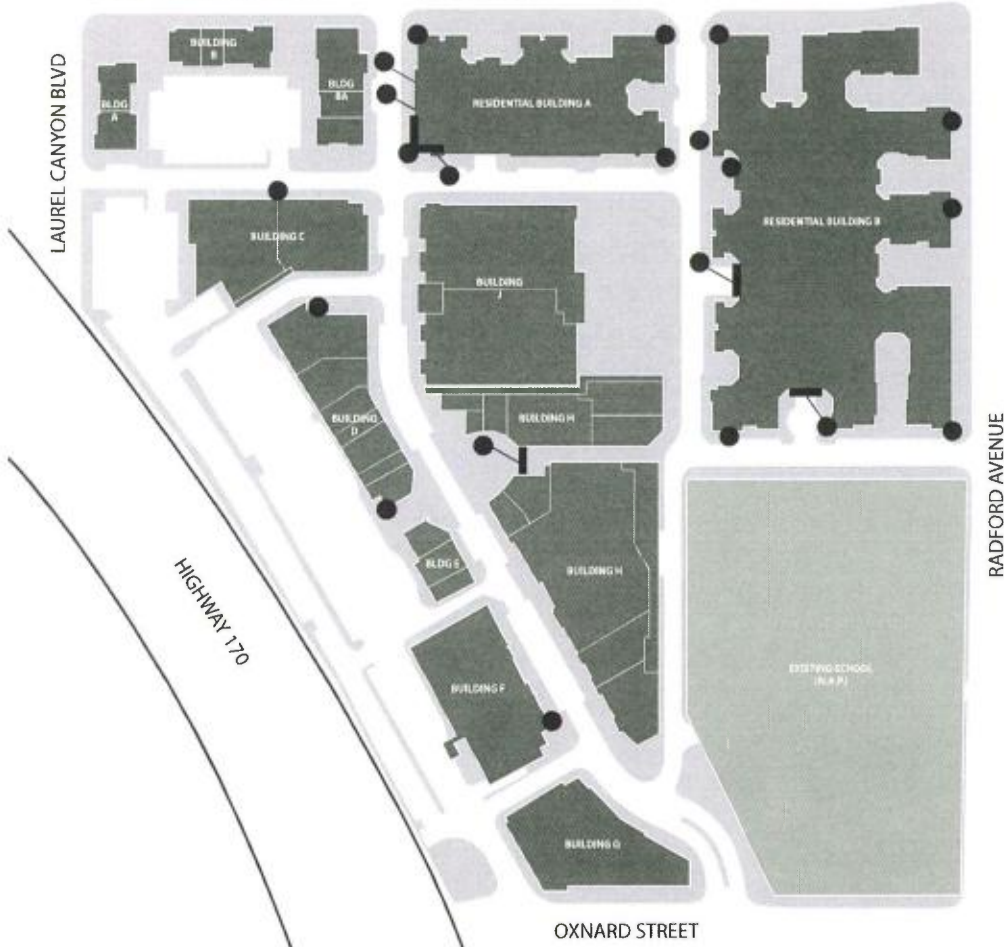
\* LOCATIONS APPROXIMATE



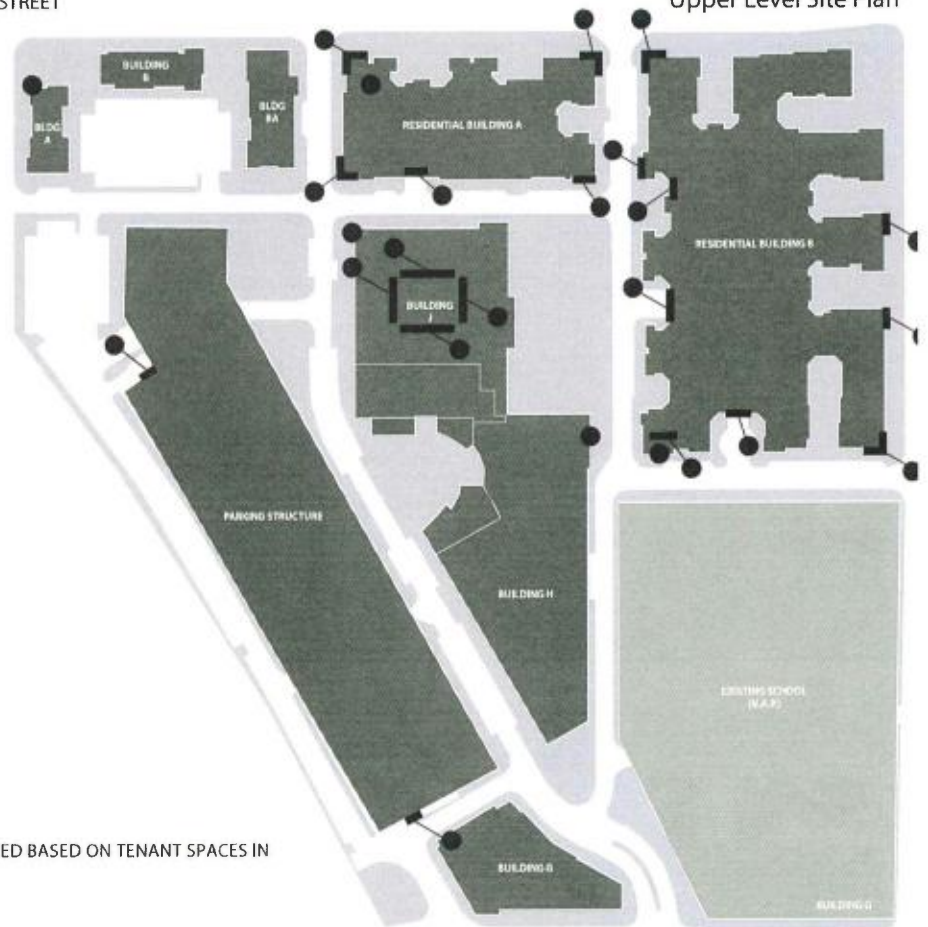
Lower Level Site Plan

ERWIN STREET

LAUREL CANYON BLVD



Upper Level Site Plan



● WALL SIGNS

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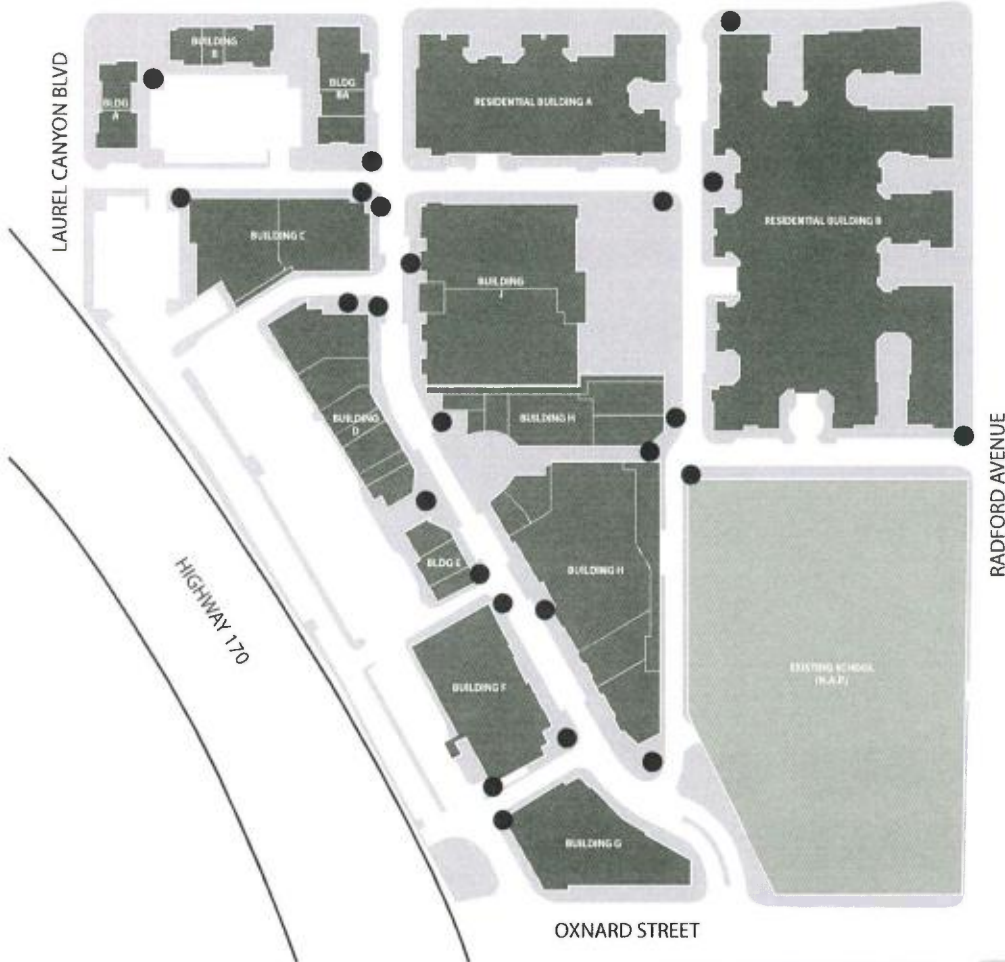
- P2** PRIMARY PROJECT ID
- P3** PRIMARY PROJECT ID
- P4** PRIMARY PROJECT ID
- R1** **R2** RESIDENTIAL BUILDING ID
- OI** OFFICE BUILDING PARAPET IDENTIFICATION
- GT1** PARKING GARAGE TENANT ID
- OV** OVERHEAD WAYFINDING
- PP1** PEDESTRIAN PARKING ID
- RA** RESIDENTIAL ADDRESS
- RP** **RL** **RE** RESIDENTIAL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

\* LOCATIONS APPROXIMATE

Lower Level Site Plan

ERWIN STREET

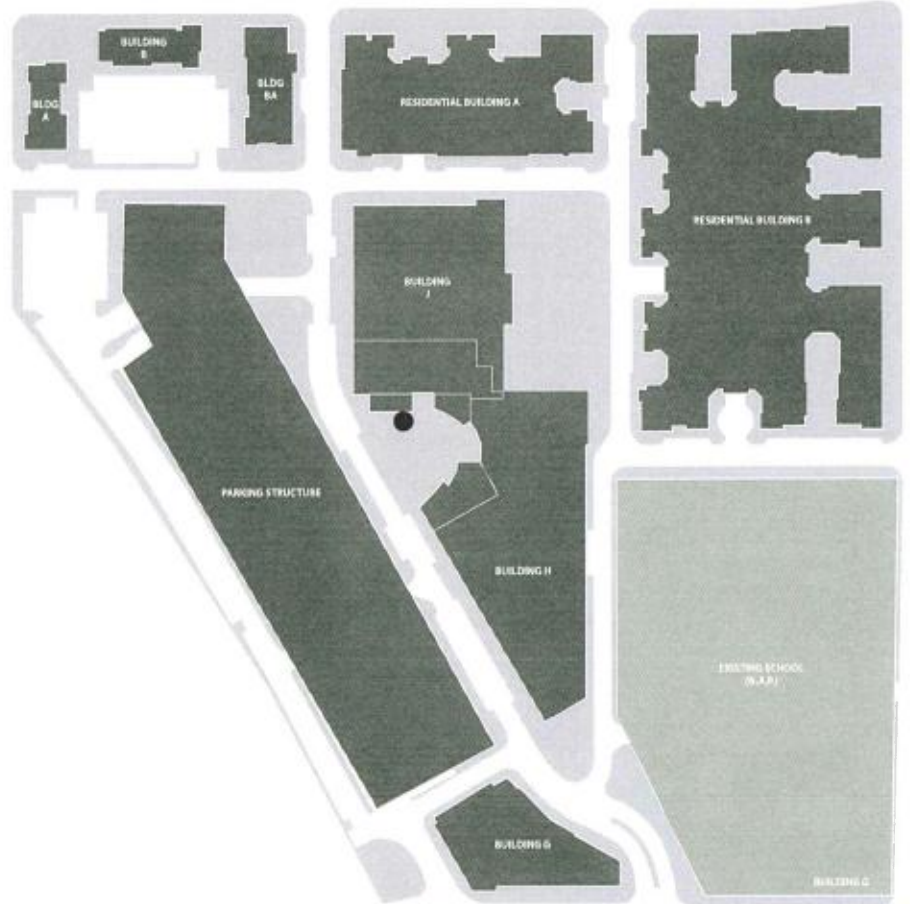
LAUREL CANYON BLVD



OXNARD STREET

RADFORD AVENUE

Upper Level Site Plan



● PEDESTRIAN PILLAR SIGNS

MSP INCLUDES THE FOLLOWING SIGNS:

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

\* LOCATIONS APPROXIMATE

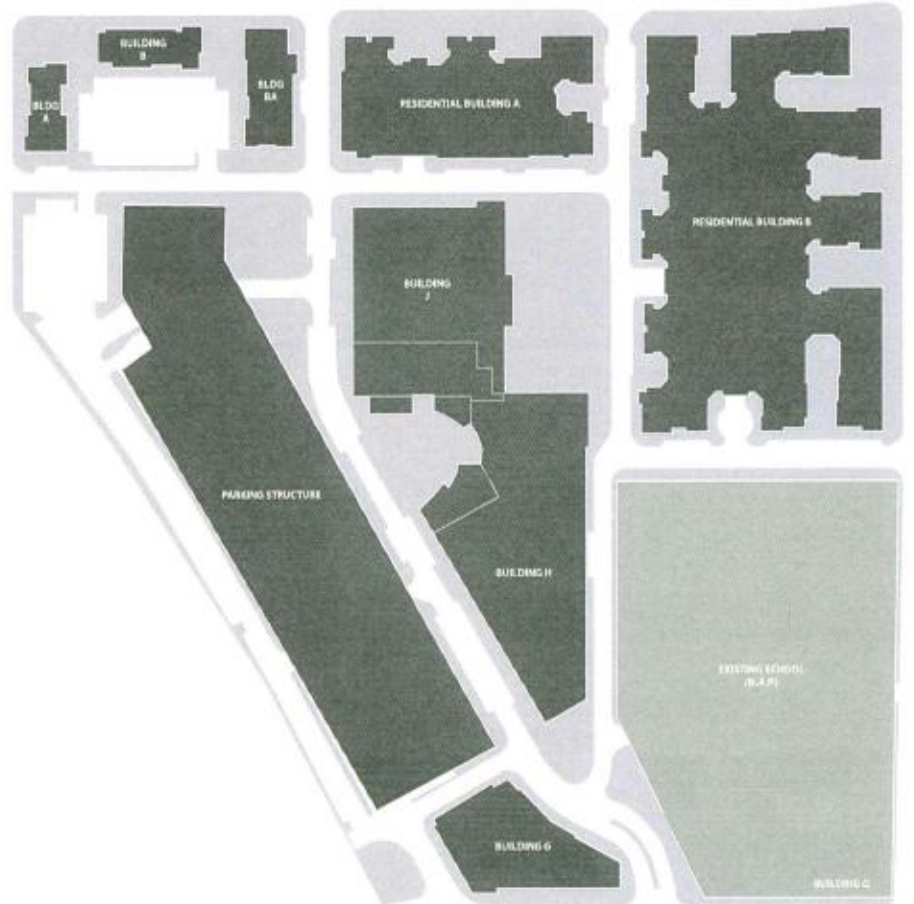


Lower Level Site Plan

ERWIN STREET



Upper Level Site Plan



● LARGE PILLAR SIGNS

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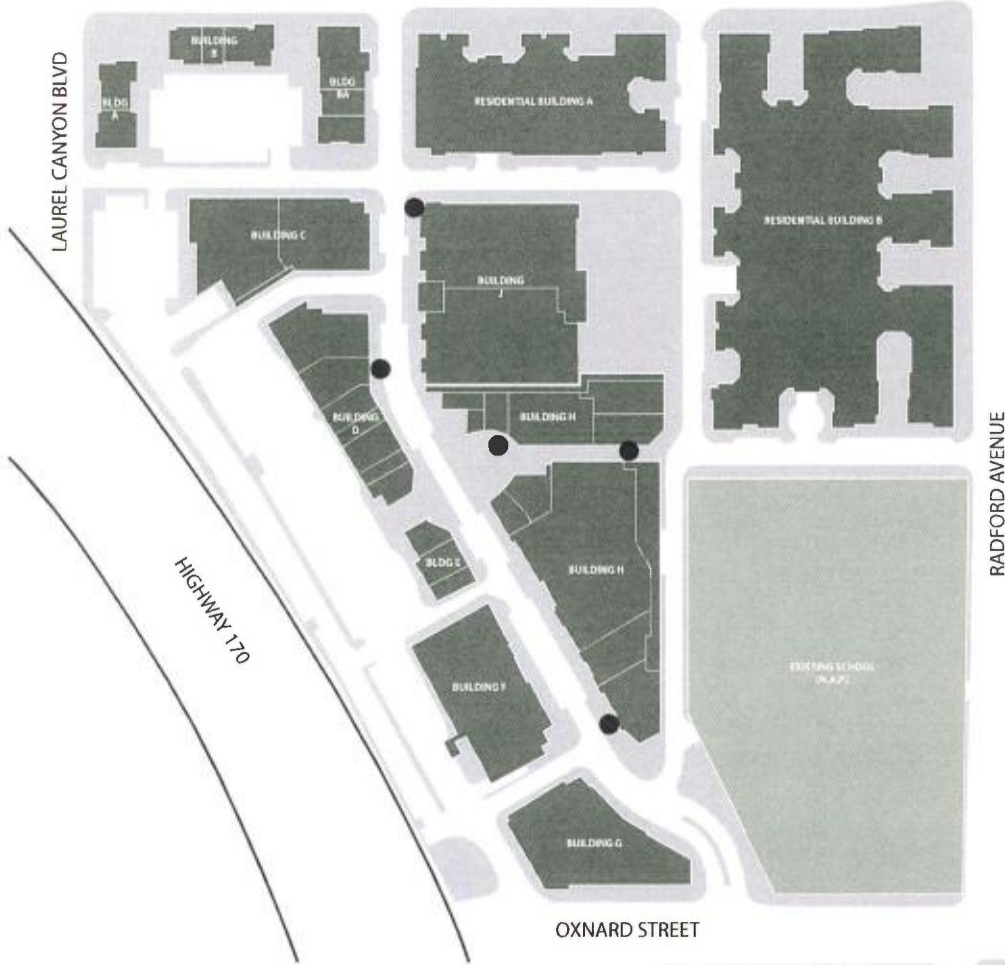
- PI** PRIMARY PROJECT ID
- VW1** VEHICLE WAYFINDING - LARGE

\* LOCATIONS APPROXIMATE

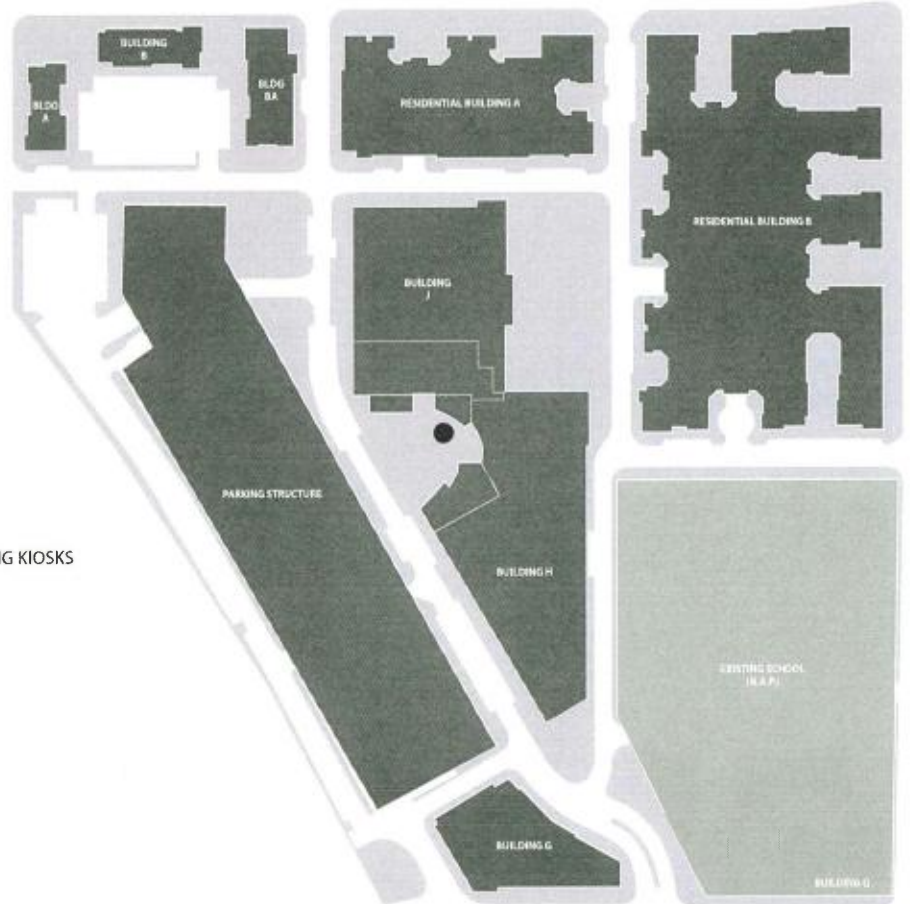


Lower Level Site Plan

ERWIN STREET



Upper Level Site Plan



● ADVERTISING KIOSKS

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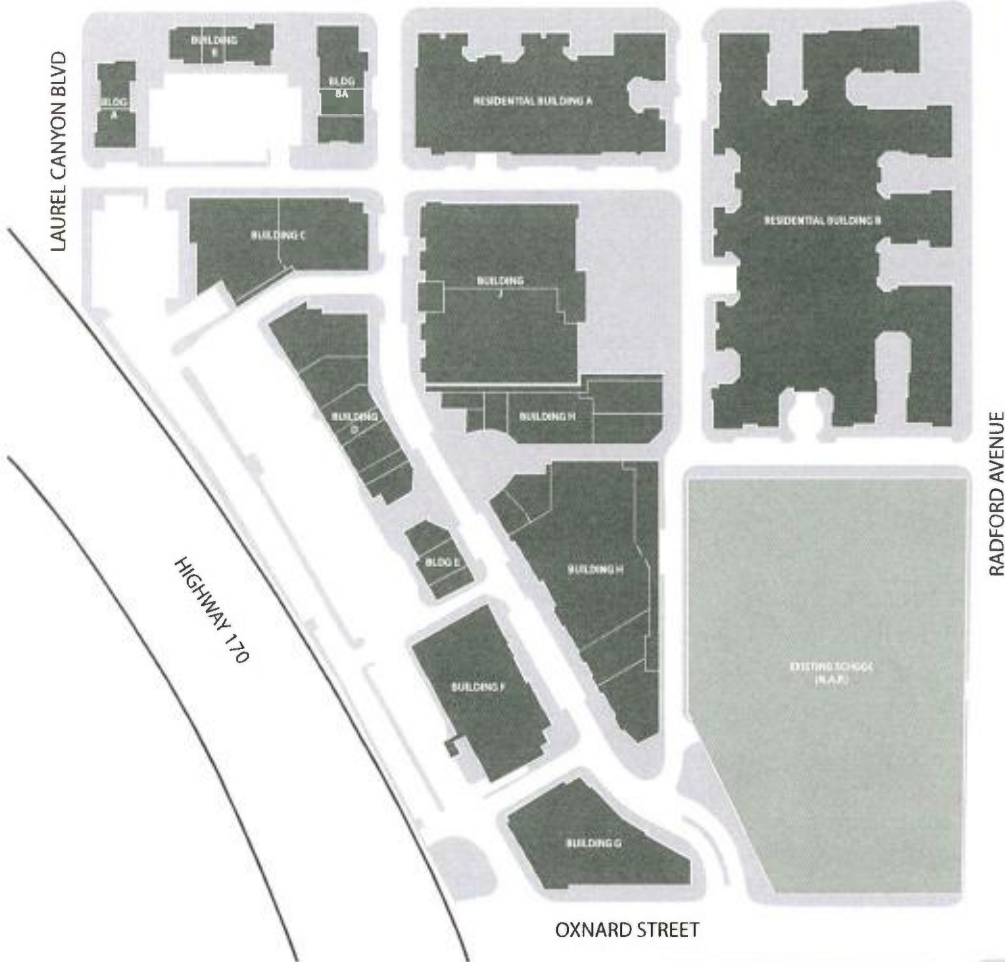
- AK AD KIOSK - LOCATIONS FOR ADDITIONAL ADVERTISING KIOSKS TO BE DETERMINED

\* LOCATIONS APPROXIMATE

Lower Level Site Plan

ERWIN STREET

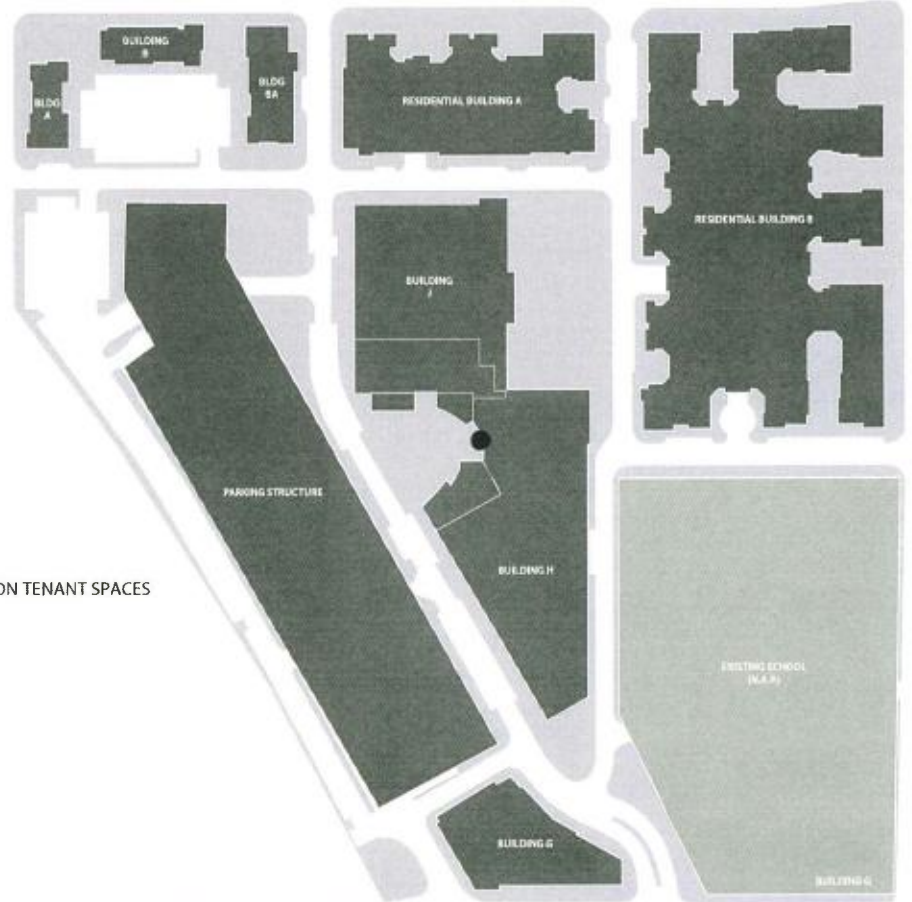
LAUREL CANYON BLVD



RADFORD AVENUE

OXNARD STREET

Upper Level Site Plan



● ARCHITECTURAL LEDGE SIGNS

MSP INCLUDES THE FOLLOWING SIGNS:

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

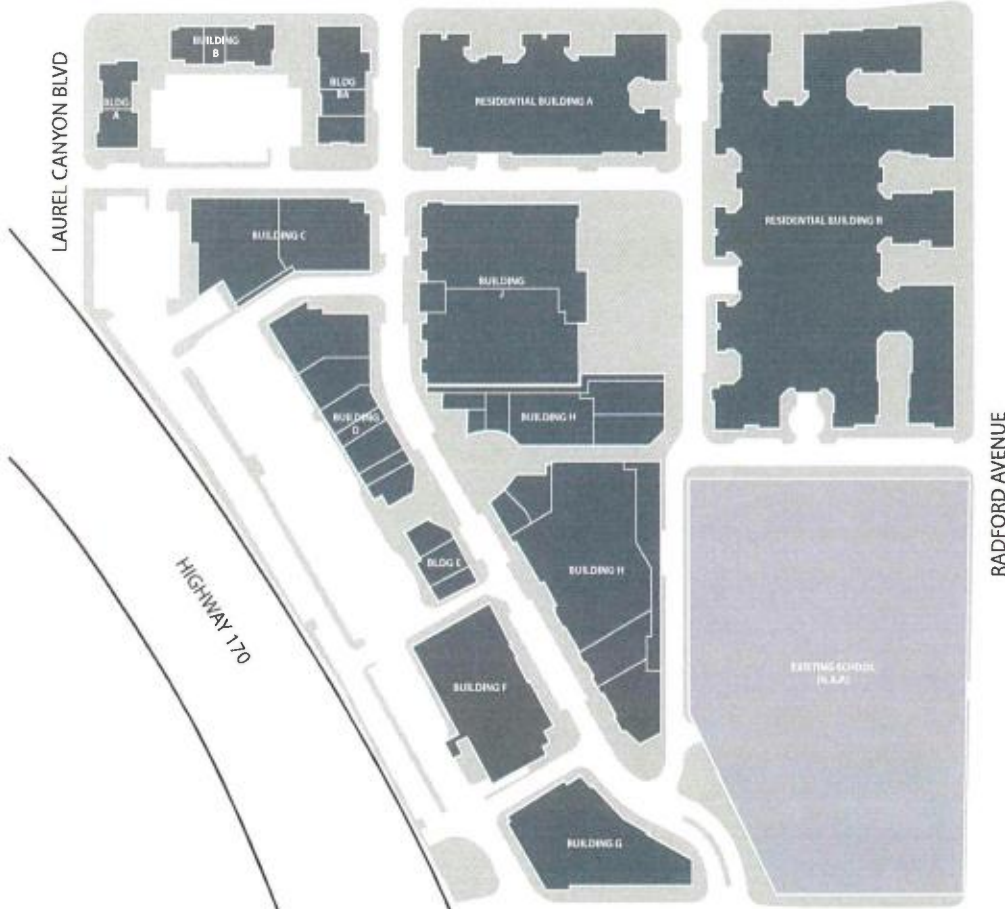
\* LOCATIONS APPROXIMATE



Lower Level Site Plan

ERWIN STREET

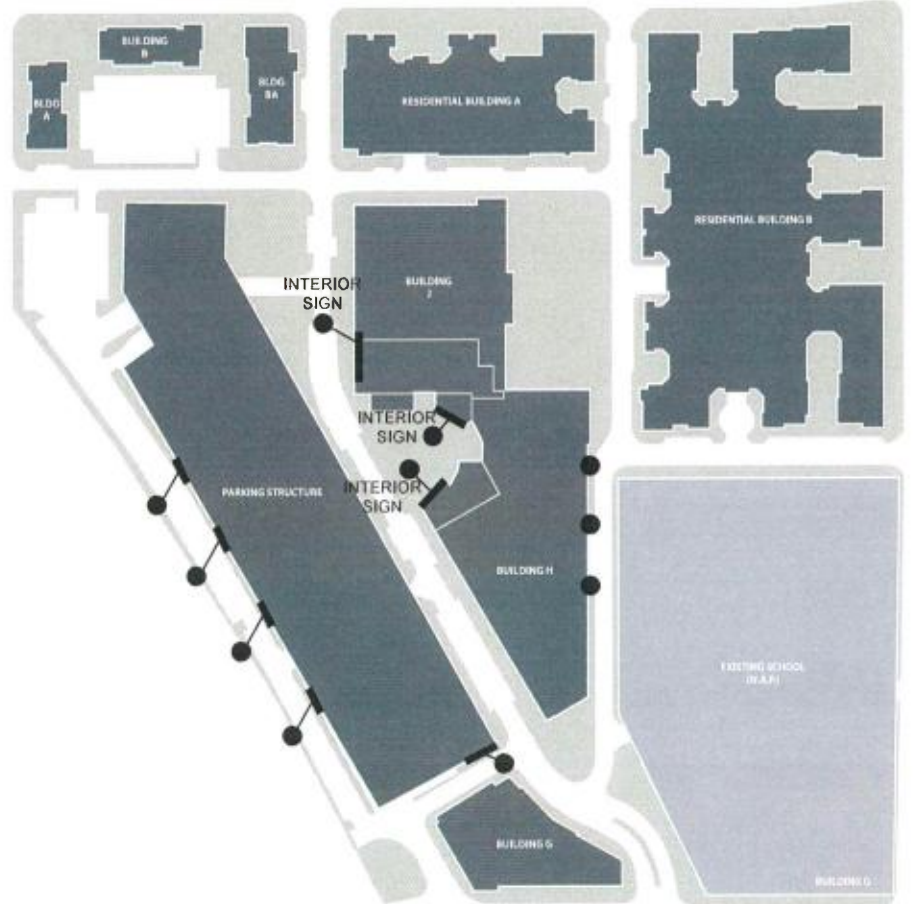
LAUREL CANYON BLVD



OXNARD STREET

RADFORD AVENUE

Upper Level Site Plan



● SUPERGRAPHIC SIGNS

MSP INCLUDES THE FOLLOWING SIGNS:

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

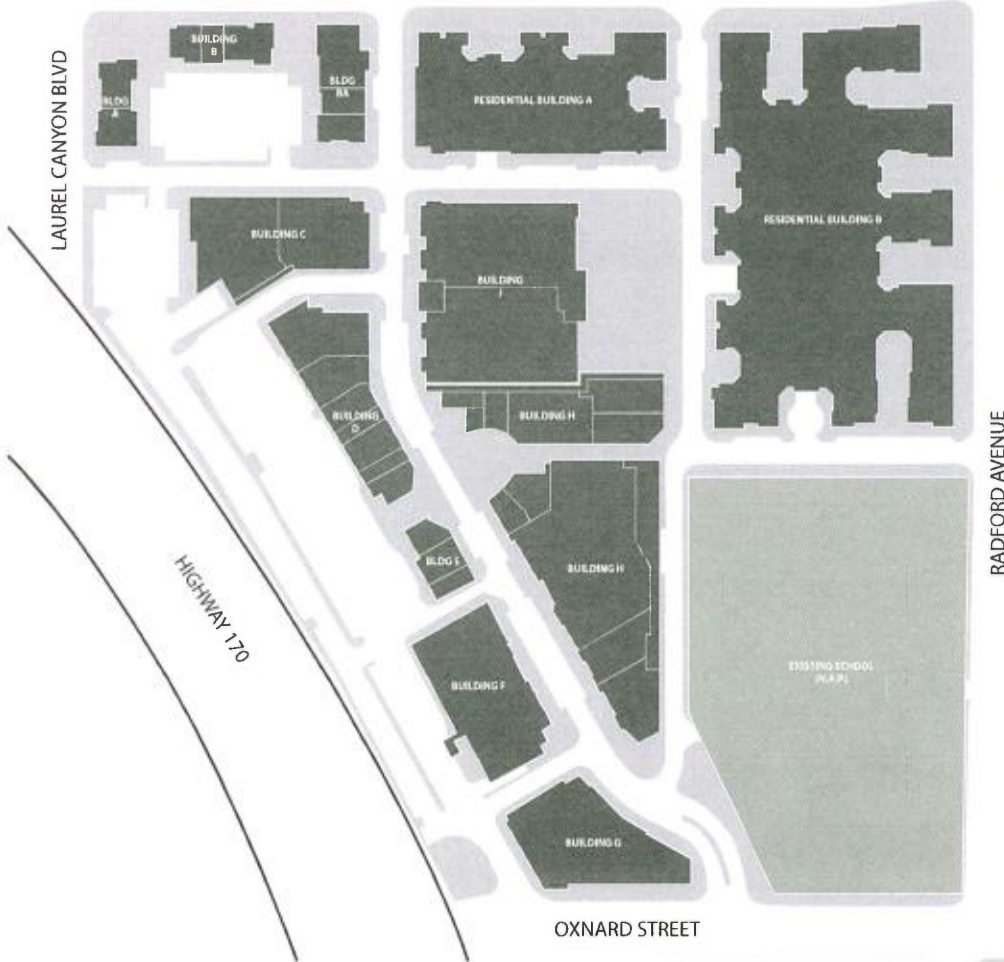
\* LOCATIONS APPROXIMATE



Lower Level Site Plan

ERWIN STREET

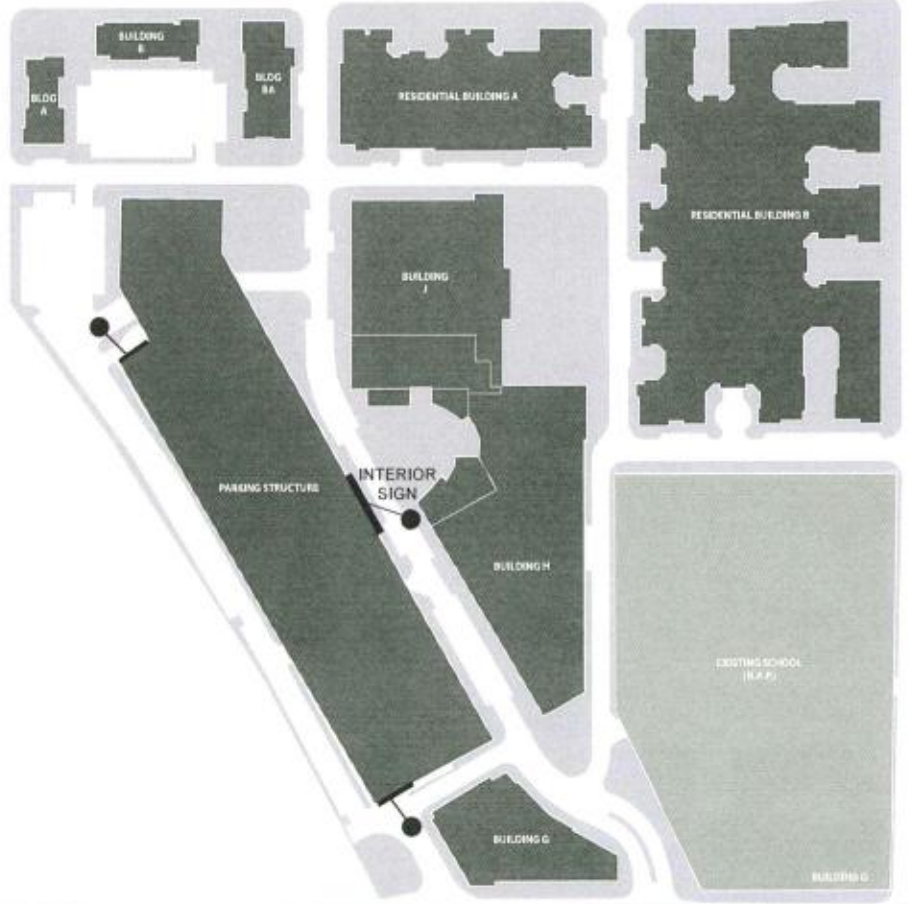
LAUREL CANYON BLVD



RADFORD AVENUE

OXNARD STREET

Upper Level Site Plan



● DIGITAL DISPLAYS

MSP INCLUDES THE FOLLOWING SIGNS:

- AM1 GARAGE LED SCREEN
- AM2 INTERNAL LED SCREEN
- AM3 GARAGE LED SCREEN

\* LOCATIONS APPROXIMATE

Exhibit B

