

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

An ordinance establishing the Sunset Bronson Studios Signage Supplemental Use District (District) pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code (LAMC).

**WHEREAS**, Sunset Bronson Studios (SBS) is a multi-tenant, mixed-use, creative office campus with onsite motion picture, media, radio, and television production facilities. The SBS campus encompasses approximately 10.5 acres in the Hollywood community of the City of Los Angeles (City). The unique entertainment related characteristics of the SBS campus warrant special sign regulations that enhance the unique entertainment and media qualities of Hollywood and the District;

**WHEREAS**, entertainment branding and signage is an important part of Hollywood's identity and history, and the District establishes comprehensive regulations for signage on the SBS campus that will enhance its visual character consistent with the Hollywood legacy of entertainment by displaying creative content that is produced on-site and contributes to Hollywood's history and future as a world-famous entertainment center;

**WHEREAS**, the SBS campus is located adjacent to the Hollywood Signage Supplemental Use District (the "Hollywood Signage SUD"), which encompasses the Hollywood Media District, home to numerous studios serving the film and television industries and one of the largest concentrations of live theaters in the City. The District regulations will complement and advance the goals and purposes of the Hollywood Signage SUD; and

**WHEREAS**, the District regulations acknowledge and promote the evolving nature of entertainment and studio uses that contribute to the distinctive aesthetic and entertainment character of Sunset Boulevard and Hollywood.

**NOW, THEREFORE,**

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

**SECTION 1. ESTABLISHMENT OF SUNSET BRONSON STUDIOS SIGN DISTRICT.** The City Council hereby establishes the Sunset Bronson Studios Sign District ("Ordinance"), applicable to that area bounded by Sunset Boulevard to the north, Van Ness Avenue to the east, Bronson Avenue to the west and Fernwood Avenue (vacated) to the south, as shown within the heavy lines on the attached map. This area is referred to herein as the "District". This Ordinance applies to all existing and proposed signs within the District.

**SECTION 2. PURPOSES.** The Sunset Bronson Studios Sign District is intended to:

- A. Support and enhance the unique entertainment character of Hollywood and complement the land uses and urban design objectives in the Hollywood Community Plan;
- B. Create special sign regulations that enhance the theme and unique entertainment qualities of the SBS campus and promote creative media that is produced, curated or edited on-site;

- C. Promote appropriate signage that enhances the architectural elements of SBS campus and reflects a modern, vibrant image of Hollywood as the historic and future global center of the entertainment industry;
- D. Limit visual clutter by regulating the number, type, size and location of signs;
- E. Protect and enhance the aesthetic and character of Sunset Boulevard as a major commercial corridor that contains numerous entertainment studios and related properties.

**SECTION 3. APPLICATION OF SUPPLEMENTAL USE DISTRICT REGULATIONS.**

- A. The regulations of this Ordinance are in addition to those set forth in the planning and zoning provisions of the LAMC. These regulations do not convey any rights not otherwise granted under the provisions and procedures contained in the LAMC 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 would be allowed pursuant to the provisions contained in the LAMC, this Ordinance shall prevail and supersede the applicable provisions of the LAMC and those relevant ordinances including, but not limited to, the requirements of Article 4.4 of the LAMC (*Sign Regulations*).

**SECTION 4. DEFINITIONS.** Whenever the following terms are used in this Ordinance, they shall be construed as defined in this Section. Words and phrases not defined herein shall be construed as defined in Sections 12.03 (*Definitions*) and Article 4.4 (*Sign Regulations*) of the LAMC.

**Billboard.** Any sign on one or more poles or columns which is:

1. Four feet or greater in height as measured from the natural or finished grade, whichever is higher, to the bottom of the sign; and
2. Structurally separate from an existing building or other improvement on a lot; and/or
3. Supported by an independent footing inside an existing building or other improvement on a lot extending through the roof of the supporting structure, and/or
4. Supporting a sign panel that is attached to the pole(s), post(s), or column(s) and that may be cantilevered over a building or structure on the lot.

**Conceptual Sign Plans.** The site plan and sign plans attached as **Exhibit 1**, depicting the approved locations and types of signs within the District, which is attached hereto and on file with the Department of City Planning, and may be modified or amended from time to time in accordance with Section 6.G of this Ordinance.

**Controlled Refresh Rate.** The refresh rate of a Digital Display Sign, inclusive of any change in whole or in part of the sign image, which is no more frequent than one refresh event every eight (8) seconds, with an instant transition between images. The sign image must remain static between refreshes.

**Director.** The Director of Planning, or his or her designee.

**Existing Pole Sign.** The existing Pole Sign located at the corner of Sunset Boulevard and Van Ness Avenue and constructed pursuant to Building Permit No. 17048-10000-01917 issued on July 28, 2017.

**Historic Building.** A building or structure that is listed:

1. as a Historic-Cultural Monument by the City of Los Angeles; or
2. in, or has been determined to be “eligible” or “potentially eligible” for listing in the National Register of Historic Places or has been determined “eligible” for listing in the California Register of Historic Places by a local, state, or federal agency as a part of an official survey prepared for such an agency or is listed as such in the State Historic Resources Inventory; or
3. as a historically significant building in a historic resources survey conducted by the Director; or
4. as a contributing structure to a National Register Historic District.

**Identification Sign.** A wall sign that may display a company logo, generic type of business, or the name of a business or building, or any other noncommercial message.

**Information Sign.** A sign that may display a message giving directions, instructions, menus, selections, or address numerals, any other message allowed on an on-site, or any other noncommercial message.

**Interior Sign.** Any Sign that is: (a) within an interior courtyard, interior concourse or interior plaza of a building that is not visible from the street, public right-of-way, or publicly accessible plaza adjacent to a public right-of-way, except for incidental views of that sign from those locations, or (b) immediately adjacent to a building on the premises and viewed primarily from grade by pedestrians within the SBS campus.

**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 SBS campus and is wholly unrelated to the businesses conducted within the District. Signs containing graphics and text displaying media produced, curated, edited or owned by tenants at the SBS campus shall not be considered Off-site signs.

**Sign Support Structure.** A structure of any kind or character, erected, used or maintained for a sign, upon which any sign, including, without limitation, any poster, bill, printing, painting, projected image or other message may be placed.

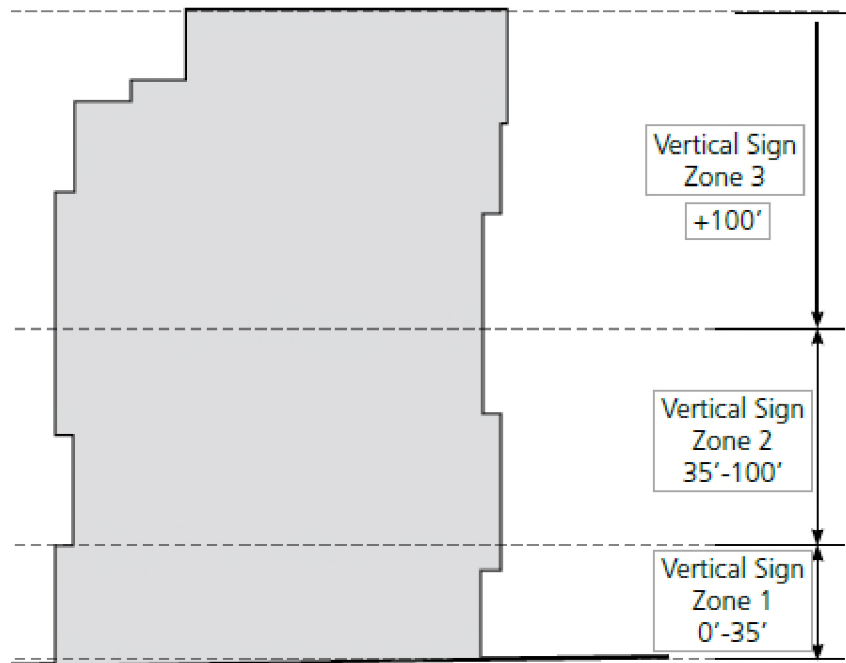
**Studio Banner Sign.** A sign that is attached to a building and fixed in place and generally constructed of vinyl or plastic materials approved by LADBS, and which contain images and text relating only to content that is created, curated, edited, designed or distributed within the District. Studio Banner Signs are not Supergraphic Signs, as defined in the LAMC, and may be changed periodically without the need for prior approval.

**SECTION 5. GENERAL REQUIREMENTS.**

- A. Relationship to Other Regulations.** Except as otherwise provided herein, and without limiting the generality of Section 3 of this Ordinance, conflicting provisions of the LAMC are superseded by this Ordinance.
- B. Permitted Signs.** Except as otherwise prohibited in Subsection 5.C (*Prohibited Signs*) of this Ordinance, all signs identified on the Conceptual Sign Plans and for which regulations are provided in Section 7 (*Standards for Specific Types of Signs*) of this Ordinance, and signs otherwise permitted by the LAMC, shall be permitted within the District.
- C. Prohibited Signs.** The following signs shall be prohibited within the District:
  - 1. Billboards
  - 2. Can Signs
  - 3. Captive Balloon Signs
  - 4. Illuminated Architectural Canopy Signs
  - 5. Inflatable Devices
  - 6. Off-Site Signs
  - 7. Pole Signs, except the Existing Pole Sign
  - 8. Roof Signs
  - 9. Sandwich Board Signs
  - 10. Solid Panel Roof Signs
  - 11. Supergraphic Signs
  - 12. Signs covering exterior doors and windows (whether operable or inoperable), rescue windows or other openings that serve habitable floor area
  - 13. Any sign not specifically authorized by this Ordinance or the LAMC

D. **General Sign Location, Height Requirements and Vertical Sign Zones.** Except as set forth in this Section 5 (*General Requirements*) and Section 7 (*Standards for Specific Types of Signs*) of this Ordinance, and in LAMC Section 14.4.4 C (*Prohibited Locations*), Signs shall be located as generally depicted in the Conceptual Sign Plans, subject to the review and approval of the Director, as applicable pursuant to Section 6.B (*Director Sign-Off Required*) hereof.

1. **Vertical Sign Zones.** The Sign District is divided into three Vertical Sign Zones, each as defined below. 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.



- a. Zone 1: This Zone is applicable to all Signs located at street level, defined as 0 feet – 35 feet above grade.
- b. Zone 2: This Zone is applicable to all Signs located above 35 feet and less than 100 feet above grade.
- c. 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. Signage within this Zone shall be limited to the area within 20 feet below the top of the roof parapet. For buildings with stepped, non-flat, or otherwise articulated tops, the 20 feet shall be measured from top of the roof parapet of the main portion of the building below the stepped or articulated top.

**E. Sign Area.**

1. **Maximum Permitted Combined Sign Area.** The maximum permitted combined sign area for all signs within the District shall not exceed 13,469 square feet, as shown on the Conceptual Sign Plans. All signs within the District shall be included in the calculation of maximum permitted combined sign area except for the following signs:
  - a. Information Signs
  - b. Temporary Signs
  - c. Interior Signs not identified in the Conceptual Sign Plans
  
2. **Existing Sign Area.** The signage of all existing signage constructed under a valid permit and in conformance with the regulations of the Sign District shall be calculated and included as part of the Maximum Permitted Combined Sign Area.
  
3. **Sign Area Per Street Frontage.** The maximum permitted sign area shall be distributed throughout the District based on the linear street frontage as described in this Section. Notwithstanding anything to the contrary set forth in this Section, the Director may approve a transfer of unused sign area from one street frontage to another provided that the total sign area of the District is not exceeded.
  - a. Sunset Boulevard facing signs shall not exceed a total sign area of 1,028.5 square feet, comprised of the following signs and as shown on Sheet 4 of the Conceptual Sign Plans:

<b>Maximum Sign Area for Sunset Boulevard Facing Signs</b>		
Sign type	Dimensions	Sign Area (SF)
Wall Sign (existing)	7'w x 8'h (4x)	224
Wall Sign	26'w x 7'h	182
Wall Sign (existing)	26'w x 7'h	182
Wall Sign	10'w x 5'h	50
Wall Sign (existing)	18'w x 1.25'h	22.5
Wall Sign	7.5'w x 2'h	15
Digital Display Sign	Electronic Message Display: 20.5'w x 5.5'h; Static Sign: 7.5'w x 5.5' h (per side (2x))	353*
<b>Total Permitted Sign Area</b>		1,028.5
Street Frontage		600.83 ft.

*\*(incl. 82.5 sf static sign between digital sign faces)*

- b. Van Ness Avenue facing signs shall not exceed a total sign area of 5,626.8 square feet, comprised of the following signs and as shown on Sheet 7 of the Conceptual Sign Plans:

<b>Maximum Sign Area for Van Ness Avenue Facing Signs</b>		
Sign Type	Dimensions	Sign Area (SF)
Studio Banner	32'w x 40'h	1,280
Studio Banner	32'w x 40'h	1,280
Studio Banner	32'w x 40'h	1,280
Studio Banner	16'w x 56'h	896
Monument Sign	4.5'w x 4'h (two-sided)	36
Wall Sign (existing)	71'w x 4'h	284
Wall Sign (existing)	2.75'w x 50'h	137.5
Wall Sign (existing)	20.35'w x 3.75'h	76.3
Pole Sign (existing)	10.5'w x 17'h (two-sided)	357
<b>Total Permitted Sign Area</b>		5,626.8
Street Frontage		735.5 ft.

- c. Bronson Avenue facing signs shall not exceed a total sign area of 2,005.75 square feet, comprised of the following signs and as shown on Sheet 5 of the Conceptual Sign Plans:

<b>Maximum Sign Area for Bronson Avenue Facing Signs</b>		
Sign Type	Dimensions	Sign Area (SF)
Studio Banner	18'w x 8'h	144
Studio Banner	18'w x 8'h	144
Studio Banner	18'w x 8'h	144
Studio Banner	18'w x 8'h	144
Studio Banner	16'w x 21'h	336
Studio Banner	16'w x 21'h	336
Wall Sign	26'w x 7'h	182
Wall Sign	32'w x 13'h	416
Studio Banner	3.5'w x 5'h (6x)	105
Wall Sign	1.5'w x 2.5'h (5x)	18.75
Monument Sign	4.5'w x 4'h (two-sided)	36
<b>Total Permitted Sign Area</b>		2,005.75
Street Frontage		735.5 ft.

- d. Fernwood Avenue (vacated) facing signs shall not exceed a total sign area of 416 square feet, comprised of the following sign and as shown on Sheet 6 of the Conceptual Sign Plans:

<b>Maximum Sign Area for Fernwood Avenue (vacated) Facing Signs</b>		
Sign Type	Dimensions	Sign Area (SF)
Wall Sign	32'w x 13'h	416
<b>Total Permitted Sign Area</b>		416
Street Frontage		600.83 ft.

- F. Fire Safety.** All new Signs and Sign Support Structures shall be made of noncombustible materials or plastics approved by both the Fire Department and LADBS. In the case of new or untested materials, the applicant shall submit a sample of the sign's material to the LAFD for approval.
- G. Illumination.**
1. 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 LAMC, including but not limited to Section 93.0117, shall apply. Methods of sign illumination may include, but are not limited to: electric lamps, such as neon tubes; fiber optic; incandescent lamps; Light Emitting Diode (LED); Liquid Crystal Display (LCD); cathode ray tubes exposed directly to view; shielded spot lights; and wall wash fixtures.
  2. Externally illuminated Signs shall incorporate design elements to limit the direct view of the light source surface at all exterior light fixtures to ensure that the light source cannot be seen from adjacent residential properties or the public right-of-way. Such design elements could include one or more of the following: use of light fixtures that comply with the ratings specified in CALGreen Table 5.106.8; use of light fixtures with a focused output where the output angles greater than 20 degrees from beam centerline do not exceed 300 candelas; glare shields and louvers attached to the front face of the light fixture; and/or architectural screens to conceal the direct view of the light fixtures at the center of adjacent streets at the Project Plan boundary to the north, south, east, and west. All light sources, including illuminated Signs, shall comply with CALGreen (Part 11 of Title 24, California Code of Regulations).
- I. Refresh Rate.** This Ordinance restricts the refresh rates for the Digital Display Signs. No sign or lighting is granted an unrestricted refresh rate. The Digital Display Sign shall observe the Controlled Refresh Rate, as set forth below. Other than the Digital Display Sign, all signs and lighting shall remain static.
1. **Controlled Refresh Rate.** The Controlled Refresh Rate shall be no more frequent than one refresh event every eight (8) seconds, with an instant transition between images. The sign image must remain static between refreshes.
- J. Hazard Review.** Signs that adhere to the regulations outlined in this Ordinance shall be exempted from Hazard Determination review procedures in LAMC Section 14.4.5 (*Hazard to Traffic*).
- K. Freeway Exposure.** Signs that adhere to the regulations outlined in this Ordinance shall be exempted from LAMC Section 14.4.6 A (*Freeway Exposure*). The refresh rates for the Digital Display Sign along the Sunset Boulevard building frontage shall be limited to the Controlled Refresh Rate.
- L. Visual Maintenance.** All signs shall be maintained to meet the following criteria at all times:



1. The building and ground area around the signs shall be properly maintained. All unused mounting structures, hardware, and wall perforation from any abandoned sign shall be removed and building surfaces shall be restored to their original condition.
  2. All signage copy shall be properly maintained and kept free from damage and other unsightly conditions, including graffiti.
  3. All sign structures shall be kept in good repair and maintained in a safe and sound condition and in conformance with all applicable codes.
  4. Razor wire, barbed wire, concertina wire, or other barriers preventing unauthorized access to any sign, if any, shall be hidden from public view.
  5. The signage copy must be repaired or replaced immediately upon tearing, ripping, or peeling, or when marred or damaged by graffiti.
  6. No access platform, ladder, or other service appurtenance, visible from the sidewalk, street, or public right-of-way, shall be installed or attached to any sign structure.
  7. Existing signs that are no longer serving the current tenants, including support structures, shall be removed and the building façades originally covered by the signs shall be repaired/resurfaced with materials and colors that are compatible with the façades.
- M. Existing Signs.** Every existing sign and/or Sign Support Structure constructed under a valid permit and used in conformance with the LAMC regulations and LADBS approvals in effect at the time of construction shall be allowed to continue to exist even though subsequent adopted regulations and approvals have changed the requirements for such signs or sign structures. All existing non-conforming signs shall be included in computing total sign area allowed under this Ordinance. There shall be no increase in sign area or height and no change in the location or orientation of any existing non-conforming sign.
- N. Alterations, Repairs or Rehabilitation.** Any alteration, repair or maintenance work on a legally permitted sign or sign structure shall be governed by the LAMC and the Los Angeles Building Code.
- O. 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.
- P. 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 LAMC Section 11.5.7 H (*Interpretation of Specific Plans*), if the Director finds that such technology or material is consistent with the regulations described herein.

## SECTION 6. 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 District unless the sign complies with: (1) the requirements of this Ordinance as determined by the Director; and (2) relevant requirements of the LAMC.
- B. Director Sign-Off Required.** A permit may be issued by LADBS for the following signs with only a Director sign-off:

1. Wall Signs and Studio Banner Signs up to 300 square feet
2. Monument Signs

The Director shall sign off on the permit application if the sign: (a) substantially complies with all of the applicable requirements of this Ordinance and the LAMC and (b) is in substantial conformance with Exhibit 1 (*Conceptual Sign Plans*).

**C. Project Permit Compliance.**

1. **Required.** No permit shall be issued by LADBS for the following types of signs unless the Director has issued a Project Permit Compliance approval pursuant to the procedures set forth in Section 11.5.7 (*Specific Plan Procedures*) of the LAMC:
  - a. Digital Display Signs
  - b. Wall Sign, and Studio Banner Signs exceeding 300 square feet
2. **Exception.** Only a Director sign-off pursuant to Section 6.B (and not Project Permit Compliance pursuant to Section 6.C) is required for any signs identified on the Conceptual Sign Plans, provided that a building permit for such signs is issued within 24 months of the effective date of this Ordinance. In addition, prior to the issuance of any permits relative to this matter, an Master Covenant and Agreement concerning all applicable operational standards for each respective sign type contained in this Ordinance shall be recorded with the County Recorder's Office. The Agreement shall run with the land and shall be binding on any subsequent property owners, heirs or assigns. The Agreement shall be submitted to the Department of City Planning for approval before being recorded. After recordation, a copy bearing the Recorder's number and date shall be provided to the Department of City Planning for attachment to the file.

- D. Exempt Signs.** The following sign types shall be subject to LADBS review, based on applicable requirements of this Ordinance and the LAMC, but are exempt from Director's review and do not require a Director's permit sign-off as set forth in Section 6.B, above:

1. Information Signs

2. Temporary Signs
  3. Interior Signs
- E. Application for Project Permit Compliance.** An application for Project Permit Compliance shall comply with Section 11.5.7 (*Specific Plan Procedures*) of the LAMC. The application may request review of one or multiple signs. The application shall be accompanied by photographs of all existing signage and architectural renderings of proposed signage, as well as scaled plot and elevation plans showing the location and size of all existing and proposed signage. The application shall identify the refresh rate, hours of operation, and include an illumination plan for the proposed sign(s), as well as any other information the Director reasonably requests.
1. **Conceptual Sign Plan.** The application shall include a copy of the approved stamp dated conceptual sign plan. The sign applicant shall identify all of the corresponding sign locations and identification numbers for all of the signs proposed as part of the application.
  2. In addition to the requirements above, all sign permits shall be reviewed and approved by the Los Angeles Fire Department (LAFD), as part of the LADBS building permit review process.
- F. Requests for Deviations from or Interpretations of Regulations.** The procedures for other adjustments, exceptions, amendments and interpretations to this Ordinance shall follow the procedures set forth in Section 11.5.7 E-H of the LAMC. The Director shall have the authority to grant adjustments or modifications to the standards for specific types of signs related to the individual sign area or the individual sign dimensions as required by this Ordinance and as shown on the Conceptual Sign Plans. The Area Planning Commission shall have initial decision-making authority for granting exceptions from the provisions of this Ordinance. An applicant requesting an exception from the provisions of this Ordinance shall utilize the procedures for a Specific Plan Exception set forth in Section 11.5.7 F of the LAMC. In granting an exception, the Area Planning Commission shall make all of the following findings, in lieu of the findings set forth in Section 11.5.7 F.2 of the LAMC:
1. Strict compliance would result in practical difficulty or unnecessary hardship inconsistent with the purposes of the zoning restrictions, due to unique physical or topographic circumstances or conditions of design;
  2. Strict compliance would deprive the applicant of privileges enjoyed by owners of similarly zoned property; and
  3. An exception would not constitute a grant of special privilege.
- G. Signs on Historic-Cultural Monuments and Historic Buildings.** Repairs or alterations to any signs located on Historic Buildings shall comply with the Secretary of Interior Standards and shall be approved by the Director in consultation with the Office of Historic Resources.

## SECTION 7. STANDARDS FOR SPECIFIC TYPES OF SIGNS.

### A. Digital Display Signs.

1. **Refresh Rate.** Digital Display Signs shall be subject to the Controlled Refresh Rate.
2. **Number Permitted.** A maximum of one (1) Digital Display Sign with two (2) sign faces shall be permitted within the District.
3. **Size.** The existing Digital Display Sign, as shown in Exhibit 1, consists of two electronic message display sign faces joined by a static sign bullnose. Any new Digital Display Sign shall not exceed the electronic message display sign area and dimensions of the existing Digital Display Sign.
4. **Location.** Digital Display Signs may be located only in the locations specified on the Conceptual Sign Plans. Digital Display Signs shall only be permitted in Vertical Sign Zone 2.
5. **Illumination.**
  - a. Digital Display Signs shall have a nighttime luminance of no greater than 300 candelas per square meter and daytime brightness of 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. After sunrise, signs will transition smoothly from the applicable nighttime maximum luminance for 45 minutes, up to their daytime luminance.
  - b. Each Digital Display Sign shall be fully dimmable and shall be controlled by a programmable timer and photocell to adjust the sign luminance according to the time of day and applicable lighting standards.
  - c. All light emitting diodes used within a Digital Display Sign shall have a maximum horizontal beam spread of 165 degrees and maximum vertical beam spread of 65 degrees.
  - d. **Hours of Operation.** All Digital Displays shall be non-operational between the hours of 2:00 a.m. and 7:00 a.m.

B. **Pole Signs.** The Existing Pole Sign may be repaired and maintained pursuant to the applicable provisions of the LAMC and the Los Angeles Building Code. No additional Pole Signs shall be permitted within the District.

### C. Studio Banner Signs.

1. **General.** Studio Banner Signs are intended to display and promote content that is produced, created, edited or distributed from the SBS campus and/or

by the tenants of the SBS campus. Studio Banner Signs are not Supergraphic Signs.

2. **Number Permitted.** A maximum of thirty-one (31) Studio Banner Signs shall be permitted within the District, excluding any Interior Signs which are also Studio Banner Signs.
3. **Location.** Studio Banner Signs may be located anywhere within the District and in Vertical Sign Zones 1 and 2 in the approximate locations shown on the Conceptual Sign Plans.
4. **Replacement.** Once initially permitted, Studio Banner Signs may be periodically changed and replaced in the same size and location without requiring subsequent approval.

**D. Monument Signs.**

1. **General.** Unless otherwise specified in this Ordinance, Monuments Signs shall be in conformance with Section 14.4.8 of the LAMC.
2. **Number Permitted.** A maximum of two (2) Monument Signs shall be permitted in the District.
3. **Dimensions.** Monument signs shall have a horizontal dimension equal to or great than their vertical dimension.
4. **Location.** Monument Signs shall only be located in Vertical Sign Zone 1 and on the street facing Bronson Avenue and Van Ness Avenue as shown on the Conceptual Sign Plans. A Monument Sign cannot be located within fifteen (15) feet of any other Monument or Pole Sign.

**E. Wall Signs.**

1. **General.** Wall Signs are intended to identify a specific tenant, use, building, studio or stage on the SBS campus. Wall Signs may contain tenant and/or user names, logos, images and stage numbers or any other content necessary to identify a particular use or tenant.
2. **Location.** Wall Signs shall be permitted to identify every use, studio and stage on the SBS campus. Wall Signs may be located on the wall of the building, the KTLA tower along Sunset Boulevard, any studio or stage wall, as applicable, and in the general location shown on the Conceptual Sign Plans. Wall Signs shall be permitted in all Vertical Sign Zones.
3. **Number Permitted.** A maximum of twenty-four (24) Wall Signs shall be permitted within the District, excluding any Interior Signs which are also Wall Signs.
4. **Replacement.** Once initially permitted, Wall Signs may be periodically changed and replaced without requiring subsequent approval.

**SECTION 8. SEVERABILITY.** If any provision of this Ordinance or its application to any person or circumstance is held to be unconstitutional or otherwise invalid by any court of competent jurisdiction, the invalidity shall not affect other provisions, clauses or applications of said ordinance which can be implemented without the invalid provision, clause or application, and to this end the provisions and clauses of this Supplemental Use District Ordinance are declared to be severable.

**EXHIBIT 1**

**CONCEPTUAL SIGN PLANS**

*(To be inserted)*