

Recommended Changes and Additions to the WC 2035 Plan Sign Ordinance

1. A separate 'Warner Center Sign Dictionary', similar to the one prepared for Hollywood, should be developed after implementation of the WC 2035 Plan Sign Ordinance, as the sign ordinance is not organized in a manner to permit ease of use and does not include some definitions that are referenced in the body of the document.
2. The Sign Ordinance needs to be reviewed for consistency / conflicts and specifically for references to "this District" that do not specify which district is referred to.
3. In accordance with the five-year review mandated in Section 10.4.2 of the WC 2035 Plan, all sign ordinance provisions, including the number of signs implemented since Plan adoption (specifically Digital Displays, Scrolling Digital Displays, and Integral Digital Displays), shall be specifically reviewed.

Additionally, the number of Integral Digital Displays shall be limited to 3 per District.

4. Please revise the Plan name from 'Specific Plan' to '2035 Plan' on pg 1 of the City Attorney's 1.24.14 Report.
5. Please include a map showing the eight Warner Center Sub-districts along with the Warner Center map.
6. Please review definitions for proper alphabetization.
7. Interior Sign definition to be amended to:

"Interior Sign. Any sign or sign supporting structure that is located within an interior courtyard, interior concourse, or interior plaza of a non-historic resource that is not open to vehicular traffic and that is not visible from the publicly owned and publicly maintained right-of-way. New Streets will be considered frontage for the purposes of calculating maximum combined sign area."

Signs within Pedestrian Adapted Pathways (PAPs) are considered Interior, as PAPs are not open to vehicular traffic.

Previously conferred and non-conforming rights will be retained.

****City Attorney/Planning:** Please confirm that the Interior Sign definition is crafted such that signage on New Streets, that have frontage included within the maximum combined sign area calculation, will not be considered interior signage.

Date:

4/8/14

Submitted in

PLUM

Committee

Council File No:

13-0197

Item No.:

6

Deputy

Communication from CD3

8. Pg. 7, Projecting Sign – definition should include the following
“...perpendicular to the face of the building or parking structure.”
9. Pg. 10 – The findings required for Project Permit Compliance Review (Section E, 3 a – c, shall be replaced by:
 3. The following findings, which relate to the architectural design of the sign structure or layout and not its content, shall be used solely to condition an approval and shall not be used to deny a project, and shall be made as set forth in Section 11.5.6.C.2(a) of the LAMC:
 - (a) That the project substantially complies with the applicable regulations, findings, standards and provisions of the Specific Plan.
10. Pg. 11 – Please provide clarification as some of the items in the “Prohibited Sign” list are not always prohibited - as relayed in the following sections of the sign ordinance.
11. Pg. 13 (a) – As the definition of “frontage” refers to Section 12.03 of the LAMC, please add: “New Streets, meeting Local Street Standard Street Dimensions or greater, will be considered frontage for the purposes of calculating maximum sign area.”
12. Pg. 13 – Activity Nodes and Active Frontage streets were developed to encourage a concentration of pedestrian and commercial activity including pedestrian serving retail and restaurants.

As such, please add the following sentence to 1. Maximum Permitted Combined Sign Area (a):

“The Combined Sign Area of signs within Activity Nodes and along Active Frontage streets shall not exceed 2.5 square feet for each linear foot of street frontage.”
13. Pg. 13, Remove (c) – murals are not signs, and therefore should not be regulated in this ordinance.
14. Pg. 14 - Please relist Pedestrian Signs as signs permitted in Vertical Zone 1.
15. Pg. 16 - #7 – Add hyphen as follows: Large-Scale
16. Pg. 18 L – This Interior Sign information should be emphasized within the accompanying Warner Center Sign Dictionary.
17. ‘Visual Maintenance’ (Pg. 18 O 1–8) and ‘Other Regulations’ (Pg. 20 R 1–9) duplications: Remove Section O, Visual Maintenance (Page 18) as all of these requirements are included within Section R, Other Regulations.
18. Pg. 20 R #9 – Existing Sign Removal: After discussion regarding the maintenance of non-conforming sign rights for incoming tenants, and determination that blight was the motivation for the inclusion of number 9

within Section R, Other Regulations (Page 20), it was determined that the removal of visual blight and sign maintenance were handled within #4, which shall be revised to:

#4 "All signage copy shall be properly maintained, by the property owner regardless of whether there are existing tenants, and free from damaged sign material and other unsightly conditions, including graffiti".

Therefore #9 will be removed.

19. Pg. 19 P - Existing Signs:

- a. Existing Sign Legality: The CAC referred to the discussion of 'signs with no permit' within Planning's 3.4.14 Memo, "Report on Outstanding Issues on Proposed Citywide Sign Ordinance", which, through the State standard of 'rebuttable presumption', designates existing signs that have been in place for five years as "...presumed to be "lawfully erected"... [and] deemed to be legal non-conforming signs".

Based on this, existing signs that have been in place for five years are deemed to be legal non-conforming signs, and will not affect the ability to issue a Project Permit Compliance (PPC) approval. These signs would be included in the inventory of signs required for PPC.

Non-conforming sign status and rights will be retained.

Therefore, revise to the following:

P. Existing Signs. Every existing sign and/or sign support structure constructed under a valid permit, and/or deemed to be a legally non-conforming sign, 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, absent City mandated Street Widening or other City required dedications, no change in the location or orientation of any existing nonconforming sign. Before the issuance of a Project Permit Compliance, all existing illegal unpermitted signage on that lot shall be removed or demolished, except for those signs that are deemed lawfully erected under state law.

- b. Pole Signs - Existing Pole signs shall be permitted to be refreshed or updated provided there is no increase in their square footage.

The following language will be added to the WC 2035 Plan Sign

Ordinance:

"Pole Signs. Existing non-conforming pole signs serving current businesses may be refaced or remodeled provided that they are no higher than, nor of greater area than the original pole sign. Additionally, in the event of City required street widening or other required dedications, the refaced or remodeled pole sign shall be permitted to be placed in another location on the subject property."

****We have been assured that preserving existing / existing non-conforming sign rights in the event of a City required street widening / dedication requirement is handled somewhere within the LAMC. Please confirm which section of the LAMC preserves these rights.**

20. Pg. 20 S – Removal of Existing Non-Conforming Signs:

- a. "...new Integral Electronic Display Sign..." should be changed to "...new Integral Digital Display Sign..."

21. Pg. 22 D 2 a – Please revise to the following:

(a) "Digital Display signs may be oriented towards Topanga Canyon Boulevard provided they are within Visual Sign Zone 1. No Digital Display signs in Visual Sign Zone 2 shall be oriented towards Topanga Canyon Boulevard. Digital Display signs east of Owensmouth Avenue may be oriented towards Topanga Canyon Boulevard in Visual Sign Zone 1 and Visual Sign Zone 2."

22. Pg. 25 J – Please remove J. Marquee signs. There is no need to include a Marquee size restriction within this Sign Ordinance.

23. Pg. 28 O b – Scrolling Digital Displays – Please add "...and must be located in Vertical Sign Zones 1 and 2..."

24. Pg. 29 P – Temporary Sign Permit Length: The length of a Temporary Permit will be lengthened to match that of a Temporary Land Use permit – to 120 days.

Please revise to the following:

"Temporary Signs. Notwithstanding the provisions of Section 14.4.16 of the Los Angeles Municipal Code, Temporary Signs shall be removed within 120 days of installation."

25. Pg. 29 R 2 – Window Signs: Please revise to the following "...or attached, shall not exceed 15 percent of the cumulative glassed area of all windows."

26. Flag signs and / or banner signs shall be permitted as Temporary Signs and shall not count against maximum combined sign area.