

MOTION

I MOVE that the matter of ENVIRONMENTAL IMPACT REPORT (EIR), PLANNING AND LAND USE MANAGEMENT COMMITTEE REPORT and ORDINANCES FIRST CONSIDERATION relative to establishing the Warner Center 2035 Specific Plan sign district, generally bounded by the Los Angeles River to the north; De Soto Avenue to the east; the Ventura Freeway to the south; and the properties along Topanga Canyon Boulevard to the west, Item 8 on today's Council Agenda (CF 13-0197), BE AMENDED to PRESENT and ADOPT the attached ORDINANCE in lieu of the ordinance attached to the file to effectuate technical corrections.

PRESENTED BY: 
BOB BLUMENFIELD
Councilmember, 3rd District

SECONDED BY: 

ORIGINAL

July 2, 2014

rtm



ORDINANCE NO. _____

An ordinance establishing the Warner Center 2035 Plan Sign District pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code (the Code).

WHEREAS, appropriate signage is essential to the success of a Regional Center that includes a variety of commercial development districts, ranging from pedestrian-oriented neighborhood-serving districts to auto-oriented regional retail and mixed use centers, and entertainment districts; and

WHEREAS, well-designed and well-fabricated signs are required to convey the character of Warner Center as a high-quality regional center for the West Valley; and

WHEREAS, durability and use of environmentally friendly materials are essential to the sustainability of Warner Center; and

WHEREAS, unique signage regulations will play a critical role in the revitalization and development of distinct pedestrian-oriented districts within Warner Center.

NOW, THEREFORE,

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

Section 1. **ESTABLISHMENT OF WARNER CENTER 2035 PLAN SIGN DISTRICT.** As of the effective date of this ordinance, the City Council hereby establishes the Warner Center 2035 Plan Sign District applicable to the areas shown in Figure 3 attached hereto.

Sec. 2. **PURPOSES.** This ordinance is intended to enable the regulation of signs within the Warner Center area of the City in order to:

- A.** Support land uses and urban design objectives of the Warner Center 2035 Plan.
- B.** Reinforce the pedestrian-oriented character of Warner Center's streets by allowing and encouraging pedestrian-oriented signs.
- C.** Contribute to a lively, colorful, 24/7 pedestrian atmosphere in the Uptown and Downtown districts.
- D.** Contribute to a lively, but more restrained, pedestrian atmosphere in other districts.
- E.** Ensure the quality of Warner Center's appearance by avoiding clutter.

F. Ensure that signs are responsive to the aesthetics and character of their particular location and are compatible and integrated with the building's architectural design, including historic elements, and with other signs on the property.

G. Encourage creative, well-designed signs that contribute in a positive way to the City's visual environment, and help maintain an image of quality for Warner Center.

H. Protect residential districts adjoining nonresidential districts and residences within mixed-used projects from potential adverse impacts of signs, including visual impacts of excessive numbers of signs, excessive sign size, sign illumination and sign motion/animation.

I. Minimize potential traffic hazards and protect public safety.

Sec. 3. APPLICATION OF SUPPLEMENTAL USE DISTRICT REGULATIONS.

The regulations of this ordinance are in addition to those set forth in the planning and zoning provisions of the Municipal Code. Wherever this ordinance contains provisions that establish regulations for sign types, sign height, sign area, number of signs, sign dimensions, sign content or other time, place or manner regulations that are different from, more restrictive than, or more permissive than the Municipal Code, 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. Words and phrases not defined here shall be construed as defined in Sections 12.03 and Article 4.4 of the Code.

AERIAL VIEW SIGN. A sign that is applied or placed upon the roof surface, approximately parallel with the roof plane, and intended to be viewed from the sky.

ARCHITECTURAL LEDGE SIGN. A sign with individual channel letters, numbers and/or a prefabricated image, attached to a horizontal projection forming a narrow shelf on a wall or architectural projection.

AWNING SIGN. Any sign located on the valance of a shelter supported entirely from the exterior wall of a building that extends over a building feature (i.e., a door, a window, or a landscape/site feature such as a patio, deck or courtyard) and is constructed of fabric.

BILLBOARD. Any sign on one or more poles or columns that is:

1. four (4) 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.

CAN SIGN. A sign consisting of text, logos and/or symbols placed on the plastic face of an enclosed cabinet.

CAPTIVE BALLOON SIGN. Any object inflated with hot air or lighter-than-air gas that is tethered to the ground or a structure.

CHANNEL LETTERS. Internally illuminated letters, numbers or figures, individually formed in a three dimensional U-shaped channel, typically plastic, and affixed to a building or structure. The illumination source, which may be neon, LED or other, is typically facing the wall and hidden from view. The term Reverse Channel Letters is used when the open channel and illumination source are exposed.

CONTROLLED REFRESH I. The refresh rate of a sign, inclusive of any change in whole or in part of the sign image, that is no more frequent than one refresh event every eight seconds, with an instant transition between images. The sign image must remain static between refreshes.

CONTROLLED REFRESH II. The refresh rate of a sign, inclusive of any change in whole or in part of the sign image, that is no more frequent than one refresh event every six hours, with an instant transition between images. The sign image must remain static between refreshes.

CONTROLLED REFRESH III. The refresh rate of a sign, inclusive of any change in whole or in part of the sign image, that is no more frequent than one refresh event every 12 hours, with an instant transition between images. Sign images must remain static between refreshes.

CUT-OUT LETTERS. Individually cut-out letters, numbers or figures that are not internally illuminated, but may be illuminated from behind, and that are pin- or flush-mounted directly on a wall or on a raceway attached to a vertical or horizontal surface.

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.

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

HANGING SIGN. A sign with individual channel letters or a prefabricated image that is suspended from a horizontal architectural ledge or projection, or from the ceiling of an architectural recess.

IDENTIFICATION SIGN. A wall sign that is limited to a company logo, generic type of business, or the name of a business or building.

INTEGRAL DIGITAL DISPLAY. A sign that:

1. consists predominately of lower resolution Digital Display(s);
2. is attached directly to and made integral with architectural elements on the facade of a building; and
3. contains individual pixels of a digital image that are embedded into architectural components separated vertically or horizontally from one another, and are of a design that allows outward views from and within the supporting structure. Such a design may include low resolution digital mesh or netting, individual large scale illuminated pixels covering a building wall diffused behind translucent material forming an aggregate image, or horizontal or vertical LED banding integrated into the spandrels or louvers of a building's architecture, which when viewed from a distance may be read as a unified image.

INTEGRAL LARGE-SCALE ARCHITECTURAL LIGHTING. A sign that:

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

or vertical LED banding integrated into the spandrels or louvers of a building's architecture.

INTERIOR SIGN. Any sign or sign support structure that (a) is located within an interior courtyard, interior concourse or interior plaza of a non-historic building that is not open to vehicular traffic and that is not visible in any way from a public street, public right-of-way, public facility or public gathering space, and (b) is not visible from any portion of an adjacent lot that is designated as publicly accessible open space, as defined in the Warner Center 2035 Plan.

LARGE-SCALE ARCHITECTURAL LIGHTING. Lighting elements placed on a significant portion of a building's facade to highlight or accentuate vertical, horizontal or other elements of the structure's architecture.

LIGHT COLOR ANIMATION REFRESH. A sign's change in color in whole or in part that takes place without a change in the images or text of the sign. The change may take place by gradient transition between colors once every 30 minutes.

LIMITED ANIMATED REFRESH I. The refresh rate of a sign restricted to one image transition event with a maximum two minute duration, followed by a period of static imagery for a minimum of two minutes. The transition event shall occur smoothly between images with effects including, but not limited to, an irregular pixilated pattern cascade with non-adjoining pixels incrementally changing over the transition period.

LIMITED ANIMATED REFRESH II. The refresh rate of a sign restricted to one image transition event with a maximum one hour duration, followed by a period of static imagery for a minimum of two hours. The transition event shall occur smoothly between images with effects including, but not limited to, an irregular pixilated pattern cascade with non-adjoining pixels incrementally changing over the transition period.

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.

OFF-SITE SIGN. A sign that displays any message directing attention to a business, product, service, profession, commodity, activity, event, person, institution or any other commercial message, which is generally conducted, sold, manufactured, produced, or offered or occurs elsewhere than on the premises where the sign is located. For purposes of the sign regulations in this ordinance, the premises shall include all properties within the combined boundaries of contiguous lots and parcels under common ownership that are operated as a unified development.

OPEN PANEL ROOF SIGN. A type of Roof Sign consisting of Cut-Out Letters, Channel Letters, graphic segments, open lighting elements, or other open form which combines solid segments and transparent spaces. An Open Panel Roof Sign may not include a solid panel or a three-dimensional sculptural form.

PEDESTRIAN SIGN. A type of Projecting Sign that is attached to a wall or to the underside of an awning, architectural canopy or marquee with one or two sign faces approximately perpendicular to the face of the building.

PILLAR SIGN. A freestanding sign that is mounted directly on the ground, consisting of rectangular sign faces or a sculptural themed shape, with a horizontal dimension that does not exceed 25 percent of the length of the vertical dimension.

PROJECTED IMAGE SIGN. An image projected on the face of a delineated wall or screen from a distant electronic device, such that the image does not originate from the plane of the wall.

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.

REFRESH RATE. The frequency with which a Digital Display is updated.

SANDWICH BOARD SIGN. A portable sign consisting of two sign faces connected at the top and extended outward at the bottom of the sign.

SCROLLING ANIMATED REFRESH. The refresh rate of a sign restricted to a constant, smooth, rolling motion across, up or down the display area.

SCROLLING DIGITAL DISPLAY SIGN. A type of Digital Display that contains a message composed only of individual letters, numbers or symbols on a neutral field.

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 this Code: Sections 14.4.10, 14.4.16, 14.4.17, 14.4.18 and/or 14.4.20. A Digital Display that satisfies the requirements of this ordinance does not constitute a Supergraphic Sign.

WINDOW SIGN. Any sign that is attached to, affixed to, leaning against or otherwise placed within 6 feet of a window or door in a manner such that the sign is visible from outside of the building.

VACANT PROPERTY. Any lot that does not contain an occupied building, structure or use of land.

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 unless the sign complies with:

1. The requirements of this ordinance and Article 4.4 of Chapter 1 of the LAMC as determined by the Director;
2. The relevant requirements of Chapter 9 of the LAMC; and
3. If applicable, Article 22.171 of the Los Angeles Administrative Code as it pertains to the review of projects affecting Historic-Cultural Monuments.

B. Director Sign Off. LADBS may issue a permit for the following signs with only a Director sign off on the permit application:

1. Architectural Ledge Signs.
2. Awning Signs.
3. Hanging Signs.
4. Information Signs.
5. Monument Signs.
6. Pedestrian Signs.
7. Identification Signs that are 150 square feet in area or less, that are located in Vertical Sign Zones 1 or 2, and that do not break the roof line.
8. Wall Signs that measure 150 square feet in area or less.
9. Window Signs.

The Director shall sign off on the permit application if it complies with all of the applicable requirements of the Code and this ordinance. The Director's approval shall also be indicated by stamping the plans for the sign and/or sign structure.