

ORDINANCE NO. _____

DRAFT DISTRICT NOHO SIGN DISTRICT

(as modified by City Council on December 8, 2023)

An ordinance establishing the District NoHo Sign District (Ordinance _____) pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code (Code).

WHEREAS, the General Plan Framework identifies the District NoHo Project (Project) area as a Regional Center, which is intended to serve as a focal point of regional commerce, identity, and activity, and to accommodate the development of multi-modal transportation centers.

WHEREAS, the Project is located in the North Hollywood - Valley Village Community Plan, which 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 site includes the North Hollywood Metro Station, at the terminus of the Los Angeles County Metropolitan Transportation Authority's (Metro)'s G (Orange) and B (Red) Lines, and is in the vicinity of a number of bus lines, located in the greater NoHo Arts District area;

WHEREAS, the Project is intended to be consistent with Metro's vision set forth in its December 2015 Guide for Development for the North Hollywood Station and the City's ongoing planning effort as part of the G (Orange) Line Transit Neighborhood Plan;

WHEREAS, the Project will enhance the neighborhood through the development of a high-intensity, transit-oriented development with an integrated mix of market-rate and affordable housing, and community-serving commercial and office uses around the North Hollywood Metro Station;

WHEREAS, the Project will construct a public transit plaza and other plaza areas, centered on a redeveloped Metro Station, to serve as a new public amenity and community gathering place for North Hollywood;

WHEREAS, unique and vibrant signage that informs and attracts visitors to the site 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, design and architectural integration of signage with consideration for surrounding uses and architectural design, and improving traffic safety by directing functional wayfinding and building identification throughout the site.

SECTION 2. PURPOSE.

The District NoHo 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 enhance and contribute to the redevelopment of the North Hollywood Metro Station, draw visitors to the NoHo Arts District area, 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, setting standards for signage amounts, size, illumination and sign motion/animation, and to establish a program requiring the removal of blight; and
- F.** Coordinate the location and display of signs so as to enhance the pedestrian realm, minimize potential traffic hazards, protect public safety and maintain compatibility with surrounding uses.

SECTION 3. APPLICATION OF SUPPLEMENTAL USE DISTRICT REGULATIONS.

- A.** The regulations of this Ordinance are in addition to those set forth in the Planning and Zoning provisions of the Los Angeles Municipal Code (Code). These regulations do not convey any rights not otherwise granted under the provisions and procedures contained in the Code or other relevant ordinances, except as specifically provided for in this Ordinance.
- B.** Wherever this Ordinance contains provisions that establish regulations that are different from, more restrictive than or more permissive than those contained in the Code, this Ordinance shall prevail.

SECTION 4. DEFINITIONS.

Whenever the following terms are used in this Ordinance, they shall be construed as defined in this Section. Notwithstanding Code Section 13.11, words and phrases not defined here shall be construed as defined in Sections 12.03 and 14.4 of the Code.

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.

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.

Hanging Sign. A sign with individual channel letters and/or logo, non-illuminated or illuminated, suspended from the underside of an awning, canopy, building overhang or other building integrated horizontal projection.

Large-Scale Painted Wall Sign. A Wall Sign which is painted on the wall of a building or structure, as identified in Appendix A, Conceptual Sign Plan.

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 within the boundaries of the Sign District.

On-Site Sign. A sign that is other than an Off-Site Sign.

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 the length of the vertical dimension.

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

Sign Support Structure. A structure of any kind or character, erected, used or maintained for a sign.

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).

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.

SECTION 5. PROCEDURAL REQUIREMENTS.

- A. Building Permits.** The Los Angeles 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) applicable

requirements of the Code.

B. Director Sign-Off. With respect to the following signs, only a ministerial Director sign-off on the permit application shall be required prior to issuance by LADBS of a building permit:

1. Hanging Signs
2. Large-Scale Painted Wall Signs
3. Monument Signs
4. Pillar Signs
5. Roof Signs

The Director shall approve the permit application if the sign complies with all the applicable requirements of this Ordinance and Appendix A and the applicable requirements of the Code. The Director's approval shall also be indicated by stamping and dating the permit plans.

C. Exempt Signs, Murals, and Art Installations. LADBS permit applications for the following sign types, Original Art Murals, and Public Art Installations shall be subject to LADBS review and approval, and/or Department of Cultural Affairs review and approval, and the applicable requirements of the Code, but are exempt from Director's review and do not require a Director's permit sign-off:

1. Awning Signs
2. Information Signs
3. Marquee Signs
4. Original Art Murals
5. Public Art Installations
6. Temporary Signs
7. Wall Signs, which are not Large-Scale Painted Wall Signs
8. Illuminated Architectural Canopy Sign
9. Signs or sign support structures installed by or on behalf of Metro, which are exempt from local building codes and zoning ordinances, pursuant to California Government Code Section 53090.

D. Project Compliance. LADBS shall not issue a permit for the following signs unless the Director has issued a Project Compliance approval, pursuant to the procedures set forth in Section 13B.4.2 of the Code and standards set forth in Section 7.A and/or Section 7.G of this Ordinance. The Director's decision on Project Compliance shall be subject to appeal as set forth in LAMC Section 13B.4.2:

1. Digital Displays
2. Supergraphic Signs

E. Requests for Deviations, Modifications, and Interpretations of Regulations.

1. The procedures for adjustments, exceptions, and interpretations to this Ordinance shall follow the procedures set forth in Section 13B.4 of the Code.
2. The procedures for modifications of entitlement shall follow the procedures set forth in Section 13B.5.4 of the Code. In addition, a modification of entitlement process may be utilized for a modification to any sign, any sign support structure or to Appendix A that results in: (i) a change of a sign from a Digital Display to a Supergraphic Sign, or (ii) subject to Section 7A of this Ordinance, relocation of any such sign within 10 feet on the vertical axis and 50 feet on the horizontal axis from the location depicted on Appendix A, provided that the sign is otherwise consistent with the intent and purposes of the Sign District, does not individually or in the aggregate exceed the size limits, or illumination standards of the Sign District, or Code, or other applicable law.
3. The procedures for amendments of this Ordinance shall follow the procedures set forth in Section 13B.1.2 of the Code.

SECTION 6. GENERAL REQUIREMENTS.

A. General Requirements of Code. Unless specified in this Ordinance to the contrary, the general sign requirements set forth in the Code shall apply to this Sign District for permits, plans, design and construction, materials, street address numbers, identification, maintenance, prohibited locations and sign illumination. Notwithstanding the foregoing, any combined area restrictions in Article 4.4 of the Code, including, but not limited to, Code Sections 14.4.8 A.2 (Monument Signs), 14.4.9 B.2 (Projecting Signs), 14.4.10 A.4 (Wall Signs), 14.4.10 A.5 (Wall Signs), 14.4.13 B.3 (Roof Signs), 14.4.13 B.4 (Roof Signs), 14.4.14 B (Window Signs), and 14.4.16 B.2 (Temporary Signs) shall not apply to signs within the Sign District. A building permit shall be obtained from LADBS in accordance with the applicable provisions of LAMC, for any signs, sign structures, and/or sign alterations, other than changes to or replacement of sign face copy.

B. Permitted Signs. Except as otherwise prohibited in Section 6.E (Prohibited Signs), below, and notwithstanding Code Section 14.4.4 B, all signs described and regulated in Section 7 (Standards for Specific Types of Signs) of this Ordinance, and all signs otherwise permitted by the Code or as previously legally permitted signs shall be permitted within the Sign District.

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

1. Can/Canister/Cabinet Wall Signs;
2. Pole Signs;
3. Any sign not specifically authorized by this Ordinance or by the Code.

D. General Sign Area and Location Requirements. The sign area and 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, no sign shall be placed over the exterior surface of any opening of a building, including its windows, doors, and vents, unless LAFD determines, in writing, that the sign would not create a hazardous condition. For the purposes of calculating sign areas and locations, "streets" shall include public rights of way as well as internal streets and/or private drives.

E. Illumination. All signs may be illuminated by either internal or external means. The illumination regulations set forth in the Code, including, but not limited to, Section 93.0117, shall apply. Methods of signage illumination may include, but are not limited to: electric lamps, such as neon tubes; fiber optics; incandescent lamps; LED; LCD; cathode ray tubes exposed directly to view; shielded spotlights and wall wash fixtures. In addition, signage shall be subject to the following regulations:

1. **Lighting onto Residential Units and Commercial Buildings.** All illuminated signs shall be designed, located, or screened so as to minimize to the greatest reasonable extent possible direct light sources onto any exterior wall of a residential unit or onto any window or door of any commercial building. If signs are to be externally lit, the source of the external illumination shall be shielded from public view on adjoining or other residential or commercial lots.
2. **Sign Illumination Limitations.** No sign shall be arranged and illuminated in a manner that will produce a light intensity of greater than three-foot candles above ambient lighting, as measured at the property line of the nearest residentially zoned property.
3. **Reflective Materials.** Signage shall not use highly reflective materials such as mirrored glass.
4. **Green Code.** All light sources, including illuminated signage, shall comply with CALGreen (Part 11 of Title 24, California Code of Regulations) and the Green Code of the City of Los Angeles.
5. **Digital Display Illumination Standards.**
 - a. Digital Displays shall have a nighttime luminance, from sunset to sunrise, no greater than 300 candelas per square meter (cd/m²), and a daytime brightness, from sunrise to sunset, no greater than 5,000 candelas. The Digital Displays shall transition smoothly at a consistent rate from their daytime luminance to their maximum permitted nighttime luminance levels, beginning not less than 45 minutes prior to sunset, and concluding not more than 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 shall be fully dimmable and shall be controlled by a programmable timer so that luminance levels may be adjusted according to the time of day and applicable lighting standards.
 - c. All light emitting diodes used within a Digital Display shall have a maximum horizontal beam spread of 165 degrees and maximum vertical beam spread of 65

degrees.

- d. Light reducing technology shall be incorporated into:
 - i. All Digital Display Signs by utilizing state-of-the-art louvers with horizontal shading and;
 - ii. Digital Display DD6.3 shall utilize state-of-the-art louvers with horizontal and vertical shading. These louvers shall control the viewing angle of such Digital Displays by keeping light focused on its intended target without spillage onto adjacent residential units such that light measured at adjacent residential units is below 0.2 footcandles above ambient measurements.
6. **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. **Testing.** In order to determine whether the illumination complies with Section 14.4 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, outside of the Sign District area, 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. **Metering.** The illumination and intensity levels of all Digital Displays shall also be metered from a minimum of four perspectives (i.e., a perspective metering each facade) using the Candela as unit of measurement and shall indicate conformance with the standards of this Ordinance.
 - c. **Re-testing.** In addition, if as a result of a complaint or otherwise, LADBS may undertake a preliminary investigation and determine if it has cause to believe the Project's signage lighting is not in compliance with this Ordinance, the Code, or other applicable laws. 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 and shall be subject to all of the enforcement provisions of the Code including administrative citations for

continuing daily violations.

F. Refresh Rate. The Refresh Rate is the rate at which a Digital Display may change content. The Refresh Rates are as follows and shall apply to Digital Displays as set forth in Section 7.A of this Ordinance:

1. The Controlled Refresh Rate shall be no more frequent than one refresh event every eight seconds with an instant transition between images. The sign image must remain static between refreshes.
2. 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.
3. Digital Displays which use a Non-Controlled Refresh Rate and are visible from any public street shall incorporate the following measures:
 - a. Digital Displays shall not incorporate driver interaction features.
 - b. Digital Displays shall not use colors or images that replicate or could be confused with traffic safety signage.
 - c. Digital Displays shall not use stroboscopic or flashing images.
 - d. Digital Displays shall use dissolves for transitions between static and animated content.

G. 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/removed Sign shall be removed and building surfaces shall be restored to their original condition.
2. All sign 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 shall be hidden from public view.
5. 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.
6. Signs that are no longer serving the current tenants, including sign structures, shall be removed and the building facades originally covered by the signs shall be repaired and/or resurfaced with materials and colors that are compatible with the facades.

- H. Hazard Review.** Signs that adhere to the regulations outlined in this Ordinance shall be exempt from further Hazard Determination review procedures in LAMC Section 14.4.5.
- I. 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, provided that the material is approved by LADBS and that the technology or material is permitted under applicable state and federal laws, utilizing the Director's Interpretation procedure outlined in LAMC Section 13B.4.6, if the Director finds that such technology or material is consistent with the regulations described herein.
- J. Alterations, Repairs or Rehabilitation.** Any alteration, repair or maintenance work on a legally permitted sign or sign structure shall be governed by the Code.
- K. 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.

SECTION 7. STANDARDS FOR SPECIFIC TYPES OF SIGNS.

A. Digital Displays.

1. Sign Area.

- a. The total combined area of Digital Displays in the Sign District shall not exceed 8,383 square feet.
- b. An individual Digital Display shall not exceed 3,500 square feet in area.

2. Height. Digital Displays are permitted to extend above the top of the building wall by a maximum of 20 percent of the Digital Display height.

3. Number and Location. Digital Displays shall be installed in substantial conformance with the approximate number and locations identified in any of the Conceptual Sign Plan (Appendix A). For the purposes of this Ordinance, a sign shall be considered in substantial conformance if it is within 10 feet on the vertical axis and 50 feet on the horizontal axis from the location depicted on the Conceptual Sign Plan. In addition, a Digital Display may be replaced in its same location with a Supergraphic Sign. In that instance, the Supergraphic Sign shall instead be subject to maximum sign area standards for Digital Displays and shall be deducted from the combined Digital Display sign area.

4. Design.

- a. 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 but may not include strobe lights, flashing lights, revolving beacon, or any other technology that interferes with traffic safety or visibility or is prohibited by applicable state or federal law.
- b. Digital Displays shall be integrated into the architectural design of the building and shall align with major building elements such as window banding or vertical

changes in material or texture.

5. **Illumination.** Digital Displays shall be internally illuminated and subject to the applicable illumination standards of Section 6.E of this Ordinance.
6. **Refresh Rate.** Digital Display DD 6.3, the Digital Display which faces the interior plaza of the site, shall be subject to the Non-Controlled Refresh Rate. All other Digital Displays shall be subject to the Controlled Refresh Rate.
7. **Hours of Operation.** Digital Displays shall only be permitted to operate between 7:00 a.m. to 10:00 p.m., with the exception of Digital Display DD 6.3, which faces the interior plaza of the site, which shall be permitted to operate between 7:00 a.m. to 12:00 a.m.
8. **On-Site and Off-Site Standards.** Digital Displays may be On-Site or Off-Site Signs.
9. **Sign Reduction Program.** Except as otherwise set forth under Section 8 (Sign Reduction) of this Ordinance, no building permit shall be issued for any Digital Display prior to approval of a sign reduction plan and Project Compliance Review for that sign, incorporating the terms and sign reduction ratios of Section 8 of this Ordinance. Digital Displays that are On-Site Signs are exempt from this requirement.
10. **Operation.** No Digital Display shall be made operative until a Certificate of Occupancy has been issued for the building on which the Digital Sign is located.

B. Hanging Sign.

1. Sign Area.

- a. A Hanging Sign shall not exceed more than 75 percent of the length of the face of the awning, canopy, overhang or projection on which it is mounted.
- b. The sign area of a Hanging Sign shall not exceed more than 1.5 times the length of the face of the awning, canopy, overhang or projection on which it is mounted.

2. Height.

- a. A Hanging Sign shall not exceed two feet in height, as measured from the bottom of the sign to the point at which it is attached to the underside of the awning, canopy, or projection on which it is mounted.
- b. Hanging Signs shall maintain a minimum of eight feet of vertical clearance between the bottom-most point of the sign and the grade below.

3. Design.

- a. A Hanging Sign shall be complimentary in design to the awning, canopy, building overhang or projection to which it is mounted.
- b. Hanging Signs shall be constructed of metals or other durable materials, which excludes plastic, vinyl, fabric, glass, or other non-structural materials.

4. **Illumination.** Hanging Signs may be internally or externally illuminated.
 5. **On-Site and Off-Site Sign Standards.** Hanging Signs shall be On-Site Signs.
 6. **Digital Standards.** Hanging Signs shall not include Digital Display elements.
- C. Large-Scale Painted Wall Signs.** Wall Signs shall comply with the Wall Sign requirements of the Code, with the exception of six Large-Scale Painted Wall Signs, which shall instead be subject to the following regulations:
1. **Sign Area.**
 - a. The total combined area of Large-Scale Painted Wall Signs in the Sign District shall not exceed 12,100 square feet.
 - b. An individual Large-Scale Painted Wall Sign shall not exceed 5,350 square feet in area.
 2. **Height.** A Large-Scale Painted Wall Sign shall not extend above the top of the wall of the building.
 3. **Number and Location.** Large-Scale Painted Wall Signs shall be installed in substantial conformance with the approximate number and locations identified in any of the Conceptual Sign Plan (Appendix A). For the purposes of this Ordinance, a sign shall be considered in substantial conformance if it is within 10 feet on the vertical axis and 50 feet on the horizontal axis from the location depicted on the Conceptual Sign Plan.
 4. **Design.** Large-Scale Painted Wall Signs shall be painted onto the building surface and shall not project off of the façade on which it is located.
 5. **Illumination.** Large-Scale Painted Wall Signs shall not be illuminated, unless externally illuminated with the light source shielded from view.
 6. **On-Site and Off-Site Standards.** Large-Scale Painted Wall Signs shall be On-Site Signs.
 7. **Digital Standards.** Large-Scale Painted Wall Signs shall not include Digital Displays.
- D. Monument Signs.**
1. **Sign Area.**
 - a. Monument Signs shall not exceed 1.5 square feet per linear foot of street frontage with a maximum area of 100 square feet per sign face. The sign area of one face of a Monument Sign shall be used when calculating total sign area.
 - b. A maximum of one Monument Sign is permitted per street frontage for each lot.
 2. **Height.** Monument Signs shall not exceed 12 feet in height above grade as measured vertically.

3. **Location.**

- a. The location of Monument Signs shall not interfere with or present a hazard to pedestrian, bicycle or vehicle traffic.
- b. Monument Signs shall not be placed within a 25-foot visibility triangle at corners or driveways.

4. **Design.**

- a. Channel letters (internally illuminated letters, numbers or figures, individually formed in a three-dimensional U-shaped channel) or three-dimensional architectural letters are required for letters greater than six inches in height on a Monument Sign.

5. **Illumination.**

- a. Monument Signs may be internally illuminated, or externally illuminated with lighting concealed in the ground plane.

6. **On-Site and Off-Site Standards.** Monument Signs shall be On-Site Signs.

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

E. Pillar Signs.

1. **Sign Area.**

- a. Pillar Signs shall not exceed 1.5 square feet per linear foot of street frontage with a maximum area of 120 square feet per sign face. The sign area of one face of a Pillar Sign shall be used when calculating total sign area.
- b. A maximum of one Pillar Sign is permitted per street frontage for each lot.

2. **Height.** Pillar Signs shall not exceed eight feet in height above grade, except that up to four Pillar Signs within the Sign District may be up to 30 feet in height above grade.

3. **Location.**

- a. The location of Pillar Signs shall not interfere with or present a hazard to pedestrian, bicycle, or vehicle traffic.
- b. Pillar Signs shall not be placed within a 25-foot visibility triangle at corners or driveways.

4. **Design.** Pillar Signs shall be ground-mounted and not attached to any building face.

5. **Illumination.** Pillar Signs may be internally illuminated, or externally illuminated with lighting concealed in the ground plane.

6. **On-Site and Off-Site Standards.** Pillar Signs shall be On-Site Signs.

7. **Digital Displays.** Pillar Signs shall not include Digital Displays.

F. Roof Signs.

1. **Sign Area.** Roof Signs shall not exceed two square feet for each foot of street frontage. An individual Roof Sign shall not exceed 375 square feet in area.
2. **Height.** Roof Signs shall not exceed eight feet in height.
3. **Location.**
 - a. Roof signs shall be permitted when placed directly upon flat roofs or upon a roof that slopes downward toward and extends to or over the top of an exterior wall.
 - b. A Roof Sign shall not project over the front of parapet on which it is located.
 - c. The plane of the sign face of a roof sign shall be approximately parallel to the face of the building.
 - d. Roof signs shall only be permitted on lots which abut Lankershim Boulevard.
4. **Design.**
 - a. Roof Signs shall be designed to preserve outward views from interior spaces.
 - b. Roof Signs shall be integrated into the architectural design of the building and shall align with major building elements such as window banding or vertical changes in material or texture.
5. **Illumination.** Roof Signs may be internally illuminated, or externally illuminated from the top of the parapet.
6. **On-Site and Off-Site Standards.** Roof Signs shall be On-Site Signs.
7. **Digital Displays.** Roof Signs shall not include Digital Displays.

G. Supergraphic Signs.

1. **Sign Area.**
 - a. The total combined area of Supergraphic Signs in the Sign District shall not exceed 2,049 square feet.
 - b. An individual Supergraphic Sign shall not exceed 800 square feet.
2. **Number and Location.** Supergraphic Signs shall be installed in substantial conformance with the approximate locations identified in the Conceptual Sign Plan (Appendix A). For the purposes of this Ordinance, a Sign shall be considered in substantial conformance if it is within 10 feet on the vertical axis and 50 feet on the horizontal axis from the location depicted on the Conceptual Sign Plan. In addition, any location for a Digital Display on the Conceptual Sign Plan may instead be replaced with a Supergraphic Sign, notwithstanding the combined sign area limit in

Section 7.G.1 for Supergraphic Signs.

3. Design.

- a. A Supergraphic Sign that is comprised of vinyl or other material may be attached to a wall with an adhesive or by mechanical means approved by LADBS and the LAFD, if applicable.
 - b. Supergraphic Signs comprised of mylar or other film-like transparent material, such as perforated vinyl, may be applied directly to windows subject to the provisions of Section 6.K
 - c. Supergraphic Signs shall not obstruct outward views from windows.
 - d. Supergraphics shall be integrated into the architectural design of the building and shall align with major building elements such as window banding or vertical changes in material or texture.
- 4. Illumination.** Supergraphic Signs may be non-illuminated, or externally illuminated with the light source shielded from view.
- 5. On-Site and Off-Site Standards.** Supergraphic Signs may be On-Site or Off-Site Signs.
- 6. Digital Displays.** Supergraphic Signs shall not include Digital Displays.
- 7. Sign Reduction Program.** No building permit shall be issued for any Supergraphic Sign prior to approval of a sign reduction plan and Project Compliance Review for that sign, incorporating the terms and sign reduction ratios of Section 8, Sign Reduction. Supergraphic Signs that are On-Site Signs are exempt from this requirement.

SECTION 8. SIGN REDUCTION.

Sign reduction is required for all Supergraphics and Digital Displays that are Off-Site Signs. Sign reduction is not required for Sign DD 6.3 which shall not be used as an Off-Site Sign. An applicant shall seek approval of a sign reduction plan by filing a Project Compliance application with the Director pursuant to Section 13B.4.2 of the Code. The application shall demonstrate compliance with the following requirements:

A. Removal of Off-Site Signage. A property owner or ground lessee within the Sign District area shall be permitted to install Supergraphics and Digital Displays that are Off-Site Signs only if the property owner or ground lessee demonstrates the removal of existing, legally permitted Off-Site Signs, including nonconforming Off-Site Signs, in existence as of the effective date of this Ordinance, that are removed from any other property located within the boundaries of Council District 2, as defined in 2023 , 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 two 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 four 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 a Supergraphic Sign or Digital Display subject to this Section 8.

D. Transfer of Rights. The removal of Off-Site signage pursuant to this section shall not be used to install signs on any property outside of this Sign District, or in violation of the requirements of this Ordinance. Under no circumstances shall the removal of Off-Site signage be credited more than once for the approval of an Off-Site Digital Display or Supergraphic Sign within the Sign District.

E. In Lieu Fee. A fee shall be permitted in lieu of removal of Off-Site Signs, provided that the Applicant has completed the removal of at least 10,432 square feet of Off-Site Signage (a minimum of a 1:1 takedown of the total amount of permitted Off-Site Signage).

1. No sign permit shall be issued unless the Applicant has either paid an in-lieu fee or demonstrated the legal right to effectuate the required sign takedown, or a combination of the two.
2. **In Lieu Fees.** The 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 open public spaces, and benefiting the realm in Council District 2. The Applicant shall contribute funds pursuant to the following schedule:
 - i. A fee of \$260 per square foot of new Digital Display sign area, not to exceed \$1,634,685 or \$6,287.25 square feet of new Digital Displays.
 - ii. A fee of \$130 per square foot of new Supergraphic Sign area, not to exceed \$133,185 or \$1,024.5 square feet of new Supergraphic Sign area.
 - iii. These dollar amounts are the baseline year 2023 and the future value of payments as adjusted by the Consumer Price Index at the time of payment.

- iv. Calculation of the applicable signage fees shall be net of any fees paid through the In-lieu Fee Deposit as described in Section E.4. below, as applied at the Applicant's election at the time of payment of sign permit fees.
3. **Purpose.** The funds shall be used to improve the visual environment or provide services to disadvantaged youth, 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
 - youth programming for disadvantaged youth in Council District 2.
 4. **In-Lieu Fee Deposit.** The In-Lieu Fee option shall only be available if, within 120 days after the Metro Board final approval of the Joint Development and Option Agreement, the Applicant has paid \$815,317 in applicable in-lieu fees to the Council District 2 Real Property Trust Fund.

SECTION 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.

SECTION 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; and 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.