

TVC 2050 SIGN DISTRICT

(As modified by the PLUM Committee on December 3, 2024)

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ORDINANCE NO. _____

An ordinance establishing the Television City (TVC) 2050 Sign District pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code (Code).

WHEREAS, the site is located in the Wilshire Community Plan area, which identifies goals toward accommodating "a broad range of uses that serve the needs of adjacent residents [and] are developed to be desirable places in which to live, work and visit, both in daytime and nighttime."

WHEREAS, the entertainment industry is continually evolving, whether it be technological advancements, shifts in production and post-production, or increased competition from other states and countries, and long-term adaptation in land use and planning is a requirement for ongoing consistency with the City's General Plan policies;

WHEREAS, the existing TVC major film and television studio campus needs to modernize and expand its existing facilities to address the unmet and anticipated future demands of movie, television, streaming, and other forms of content production in order to remain competitive in the industry and for the long-term preservation of the TVC campus;

WHEREAS, modernization of the TVC campus will honor William Pereira and Charles Luckman's original vision for a major studio headquarters, which was designed to be modified and expanded over time to meet the changing needs of the constantly evolving media and entertainment industry;

WHEREAS, the development authorized by the TVC 2050 Specific Plan (Specific Plan) will require a unique and comprehensive program for on-site signage that contributes to and enhances the identity of the Sign District area as an iconic production studio;

WHEREAS, a clear and consistent set of regulations established by this Sign District would provide a level of certainty for future signage for the site while remaining mindful of historic signage components, providing signage compatible with the surrounding community character by only permitting on-site signage and limiting digital displays to the interior of the site; 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 pedestrian and traffic safety by directing functional wayfinding and building identification throughout the site.

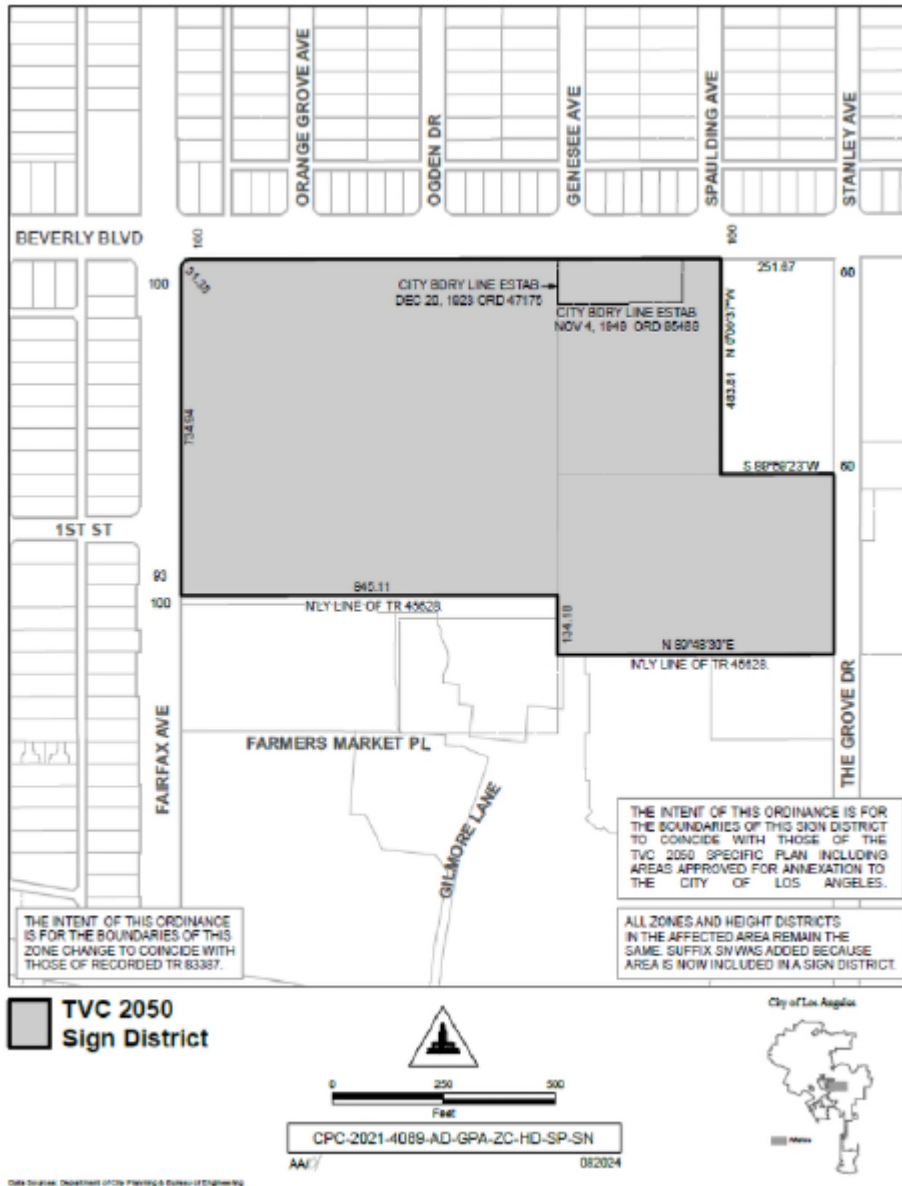
**NOW, THEREFORE,
THE PEOPLE OF THE CITY OF LOS ANGELES DO
ORDAIN AS FOLLOWS:**

SECTION 1. ESTABLISHMENT OF THE TVC 2050 SIGN DISTRICT.

The City Council hereby establishes the TVC 2050 Sign District (Sign District), which shall be applicable to the approximately 25-acre site located at 7716-7860 West Beverly Boulevard shown within the dashed line as shown on Map 1 - Sign District Boundary Map, generally bounded by Beverly Boulevard to the north, The Grove Drive and apartments to

the east, The Original Farmers Market and The Grove shopping and entertainment center to the south, and Fairfax Avenue to the west.

MAP 1. SIGN DISTRICT BOUNDARY MAP



SECTION 2. PURPOSE.

The TVC 2050 Sign District is intended to:

- A.** Support and enhance the unique media and entertainment character of TVC and the land uses and urban design objectives of the Wilshire Community Plan and Specific Plan;
- B.** Encourage signs that contribute positively to the visual environment in a manner that accentuates the architectural characteristics of the studio and reinforces TVC's sense of place as a major urban, cultural, and media center;
- C.** Permit a variety of signage elements to allow for creativity and flexibility in design over time;
- D.** Protect adjacent residential communities from potential adverse impacts by concentrating signage away from residential areas, restricting digital displays to the interior of the site, prohibiting off-site signs, and setting standards for signage amounts, size, illumination and sign motion/animation; and
- E.** Coordinate the location and display of signs so as to enhance the public 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 Code and the Specific Plan. 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. Wherever the Specific Plan contains provisions related to historic signs (referenced in Section 5.B. [Historic Signs]), the Specific Plan shall prevail.

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 here shall be construed as defined in Section 12.03 and Article 4.4 of the Code or the Specific Plan.

Architectural Ledge Sign. A sign with individual channel letters and/or a pre-fabricated image, attached to a horizontal projection forming a narrow shelf on a wall or architectural projection.

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.

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.

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).

Temporary Sign. Any sign that is to be maintained for a limited duration, not to exceed 120 days, including paper signs and other signs that are not permanently affixed to the ground or building.

SECTION 5. EXISTING SIGNS. RIGHTS OF OWNER TO SIGNS.

- A. Sign Rights.** Existing legally permitted signs may continue to exist and be constructed, operated, maintained, repaired, replaced or structurally altered in accordance with the requirements of Section 91.6216 of the Code.
- B. Historic Signs.** Section 5.A (Sign Rights) and other provisions of this Ordinance shall not apply to existing signs identified within the TVC 2050 Specific Plan Appendix F (Historic Sign Guidelines). Signs identified within Appendix F shall be designed and constructed per the Historic Sign Guidelines and shall be reviewed by the Office of Historic Resources (OHR). Specifically, the TVC 2050 Specific Plan allows for replacement of non-conforming signs on the Primary Studio Complex (a City-designated Historic Cultural Monument [HCM]), and the signs may be retained or recreated at the approval of OHR based on sufficient evidence of the existence of the

historic sign, and upon consensus that the sign complies with the Secretary of the Interior's Standards.

SECTION 6. 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, unless the sign complies with: (1) the applicable requirements of this Ordinance as determined by the Director of Planning (Director); and (2) the applicable requirements of the Code.
- B. Director Sign-Off.** With respect to the following sign, only a ministerial Director sign-off on the permit application shall be required prior to issuance by LADBS of a sign permit:

1. Architectural Ledge Signs
2. Pillar Signs

The Director shall approve the permit application if the sign complies with all of the applicable requirements of this Ordinance, including Appendix A (Conceptual Sign Plans), and the applicable requirements of the Code. The Director's approval shall be indicated by signing off on the permit application and 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 Installation shall be subject to the applicable LADBS review and approval, and/or Department of Cultural Affairs review and approval, and the applicable requirements of this Ordinance, the Code, and the Administrative Code, but are exempt from Director's review and do not require a Director's permit sign-off:

1. Awning Signs
2. Illuminated Architectural Canopy Signs
3. Information Signs
4. Marquee Signs
5. Monument Signs
6. Original Art Murals
7. Projecting Signs
8. Public Art Installations

9. Roof Signs

10. Temporary Signs

11. Wall Signs, except those being utilized as replacement signs for Supergraphic Signs under Section 8.D, Supergraphics

12. Window Signs

D. Project Compliance. LADBS shall not issue a permit for any signs that do not comply with this Ordinance, individually or cumulatively, and 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 the applicable standards set forth in Section 7 (General Requirements) and Section 8 (Standards for Specific Types of Signs) of this Ordinance. An application for a Digital Display or Supergraphic Sign must be submitted at the same time as an application for the new building or upgrades to an existing facade of a building on which such sign is proposed to be located. Each application for a Digital Display or Supergraphic Sign shall provide an accounting of all existing and proposed Digital Displays and Supergraphic Signs within the Sign District at the time of application, as well as the associated Project Compliance case numbers and sign permit numbers, as applicable.

1. Digital Displays

2. Supergraphic Signs, or Wall Signs being utilized as replacement signs for Supergraphic Signs pursuant to Section 8.D.

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 (Conceptual Sign Plans) that results in a change of a sign from a Digital Display to a Supergraphic Sign.

3. The procedures for amendments of this Ordinance shall follow the procedures set forth in Section 13B.1.2 of the Code.

SECTION 7. GENERAL REQUIREMENTS.

A. General Requirements of the 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 area. In addition, Monument Signs and Projecting Signs shall not be required to be set back from interior lot lines. A building permit shall be obtained from LADBS in accordance with the applicable provisions of the Code 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 7.C (Prohibited Signs), below, and notwithstanding Code Section 14.4.4 B, all signs described and regulated in Section 8 (Standards for Specific Types of Signs) of this Ordinance, all signs otherwise permitted by the Code, and all previously legally permitted signs shall be permitted within the Sign District area.

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

1. Off-Site 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 the standards identified in Sections 7 (General Requirements) and Section 8 (Standards for Specific Types of Signs) 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 the Los Angeles Fire Department (LAFD) determines, in writing, that the sign would not create a hazardous condition.

For the purposes of calculating sign areas and locations for signs, "streets" shall include public rights-of-way, as well as internal streets, pedestrian pathways, driveways, 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. In addition, signage shall be subject to the following regulations:

1. **Lighting onto Residentially Zoned Property.** All illuminated signs shall be designed, located, or screened so as to minimize, to the extent reasonably possible, direct light sources onto any exterior wall of a residentially zoned property. If signs are externally lit, the light source of the external illumination shall be shielded from any residentially zoned property.

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 and Supergraphic Sign Illumination Standards.**
 - a. No Digital Displays or illuminated Supergraphic Signs are permitted within 91.5 feet of the Shared Eastern Property Line. Refer to Appendix A (Conceptual Sign Plans). Digital Displays are prohibited within this area.
 - b. Digital Displays or Supergraphic Signs located at or within 116 feet of the south, west, and north Sign District area property line, and at or within 91.5 to 200 feet of the Shared Eastern Property Line, shall have a nighttime luminance, from sunset to sunrise, no greater than 100 candelas per square meter (cd/m^2), and a daytime luminance, from 20 minutes after sunrise to 20 minutes prior to sunset, no greater than 5,000 cd/m^2 .
 - c. Digital Displays or Supergraphic Signs located more than 116 feet from the south, west, and north Sign District area property line and more than 200 feet of the Shared Eastern Property Line shall have a nighttime luminance, from sunset to sunrise, no greater than 300 cd/m^2 , and a daytime luminance, from 20 minutes after sunrise to 20 minutes prior to sunset, no greater than 5,000 cd/m^2 .
 - d. Digital Displays or Supergraphic Sign shall transition smoothly at a consistent rate from their daytime luminance to their maximum permitted nighttime luminance, beginning not less than 20 minutes prior to sunset, and concluding at sunset. After sunrise, signs will transition smoothly from the applicable nighttime maximum luminance for no less than 20 minutes, up to their daytime luminance.
 - e. Each Digital Display or Supergraphic Sign 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.
 - f. 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.

6. Illumination Testing Protocol for Digital Display Signs. Prior to the operation of any Digital Display, the applicant shall conduct testing as necessary to demonstrate 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. **Illuminance 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 residentially zoned properties outside of the Sign District area, which have the greatest exposure to signage lighting on each of the four facades of the Sign District area. An illuminance meter mounted to a tripod at eye level, facing the Sign District area illuminated signs, shall be calibrated and measurements taken to determine ambient light levels with the illuminated sign on and off. 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.
- b. **Luminance Testing.** The luminance (cd/m^2) of all illuminated signs shall also be measured from locations perpendicular to the illuminated sign, at adjacent residentially zoned properties, and/or the public right-of-way to confirm 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 8.B (Digital Displays) 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.

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. It must be repaired or replaced immediately upon tearing, ripping, or peeling, or when marred or damaged by 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. New Technologies. The Director may permit the use of any technology or material provided that the material is approved by LADBS, utilizing the Director's Interpretation procedure outlined in Code Section 13B.4.6, if the Director finds that such technology or material is consistent with the regulations described herein.

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

J. 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 8. STANDARDS FOR SPECIFIC TYPES OF SIGNS.

A. Architectural Ledge Signs.

1. Sign Area.

- a. The total combined area of Architectural Ledge Signs shall not exceed 2,000 square feet.
- b. An individual Architectural Ledge Sign shall not exceed 150 square feet in area.

2. Height.

- a. Architectural Ledge Signs shall have a minimum clearance of 8 feet above grade at the sign location.

3. Number and Location. A maximum of 12 Architectural Ledge Signs are permitted. Architectural Ledge Signs shall be installed in substantial conformance with Appendix A (Conceptual Sign Plans), and are only allowed at automobile and pedestrian access points. Architectural Ledge Signs shall not be required to be set back from interior lot lines.

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

5. Illumination. Architectural Ledge Signs may be internally or externally illuminated and shall be subject to the applicable illumination standards of Section 7.E (Illumination) of this Ordinance.

B. Digital Displays.

1. Sign Area.

- a. The total combined sign area for Digital Displays shall not exceed 20,250 square feet.
- b. An individual Digital Display shall not exceed 1,350 square feet in area.

2. Height. Digital Displays are not permitted to extend above the top of the building wall.

3. Number and Location. Digital Displays shall only be allowed on the building facades as identified in Appendix A, which are generally not visible from the public right-of-way, and which are located on the interior of the site, meaning that they are located more than the following distances from the Sign District boundaries:

more than 100 feet from the boundary along Fairfax Avenue, Beverly Boulevard, and The Grove Drive, more than 30 feet from the Shared Eastern Property Line, more than 10 feet from the Southern Shared Access Drive, and more than 30 feet from west of the Southern Shared Access Drive, as depicted in Appendix A (Conceptual Sign Plans). No Digital Displays are permitted to be visible from a public right-of-way, or visible from the Shared Eastern Property Line if the sign is within 91.5 feet of the Shared Eastern Property Line.

- a. 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.** 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. Digital Displays shall be reviewed and permitted concurrently with the review and permitting of a new building or with updates to a facade of an existing building. Digital Displays shall be prohibited as stand-alone signs which are not attached to a building.
5. **Illumination.** Digital Displays shall be subject to the applicable illumination standards of Section 7.E (Illumination) of this Ordinance.
6. **Refresh Rate.** Any Digital Display within 200 feet of the Sign District boundary adjacent to the existing multi-family use located to the northeast of the Sign District area shall be subject to the Controlled Refresh Rate. All other Digital Displays are subject to the Non-Controlled Refresh Rate.
7. **Hours of Operation.** Digital Displays within 200 feet of the Sign District boundary adjacent to the existing multi-family use located to the northeast of the Sign District area shall only be permitted to operate between the hours of 7:00 a.m. to 10:00 p.m. All other Digital Displays located on the interior of the site would have no limitation on hours of operation.
8. **Implementation.** No Digital Display shall be made operative until after the issuance of the first Certificate of Occupancy for a new building under the Specific Plan.

C. Pillar Signs.

1. **Sign Area.** Pillar Signs shall not exceed two square feet per linear foot of building frontage, with a maximum individual sign area of 25 square feet per sign face. The sign area of one face of a Pillar Sign shall be used when calculating total sign area.
2. **Height.** Pillar Signs shall not exceed nine 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 driveway.

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. Digital Displays.

- a. Pillar Signs shall not include Digital Display elements.

D. Supergraphic Signs.

1. Sign Area.

- a. The total combined area of Supergraphic Signs shall not exceed 49,500 square feet.
- b. An individual Supergraphic Sign shall not exceed 1,350 square feet in sign area.

2. Number and Location. Supergraphic Signs shall be installed in substantial conformance with Appendix A (Conceptual Sign Plans) for exterior-facing signs. For all other Supergraphic Signs, they shall only be allowed on the building facades as identified in Appendix A (Conceptual Sign Plans), which are generally not visible from the public right-of-way, and which are located on the interior of the site, meaning that they are located more than the following distances from the Sign District boundaries: more than 100 feet from the boundary along Fairfax Avenue, Beverly Boulevard, and The Grove Drive, more than 30 feet from the Shared Eastern Property Line, more than 10 feet from the Southern Shared Access Drive, and more than 30 feet from west of the Southern Shared Access Drive.

- a. 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 8.D.1 for Supergraphic Signs.
- b. Furthermore, a Supergraphic Sign may be replaced in its same location with a large-scale Wall Sign. In that instance, the large-scale Wall Sign shall instead be subject to maximum sign area standards for Supergraphic Signs

and shall be deducted from the combined Supergraphic Sign area, and shall not count toward the maximum Wall Sign area restrictions of the LAMC, and shall otherwise be subject to all other requirements for a Supergraphic Sign.

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 7.J (Materials).
- 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. Supergraphics shall be reviewed and permitted concurrently with the review and permitting of a new building or with updates to a facade of an existing building. Supergraphics shall be prohibited as stand-alone signs which are not attached to a building.

- 4. Implementation.** No Supergraphic Sign shall be made operative until after the issuance of the first Certificate of Occupancy for a new building under the Specific Plan.

SECTION 9. SIGN DISTRICT AREA BOUNDARIES FOLLOWING ACTION BY THE LOCAL AGENCY FORMATION COMMISSION FOR THE COUNTY OF LOS ANGELES (LAFCO).

- A.** If LAFCO approves the proposed annexation action, then the TVC 2050 Sign District shall encompass those areas shown on Map 1 (Sign District Boundary Map).
- B.** If LAFCO modifies the proposed annexation area, the boundaries of the TVC 2050 Sign District shall be modified consistent with LAFCO's action, and the Director is authorized to modify Map 1 (Sign District Boundary Map) of this Ordinance consistent with the modified boundaries.
- C.** No further Area Planning Commission, City Planning Commission or City Council action shall be required to modify the Sign District to be consistent with the LAFCO action. The exhibit modification procedures shall apply only to modifications for consistency with the LAFCO action. All other boundary adjustments, exceptions, amendments, and interpretations to this Ordinance shall follow the procedures set forth in the Charter or the Code.

SECTION 10. 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.

TVC 2050 Sign District

APPENDIX A: Conceptual Sign Plans

Appendix A - Conceptual Sign Plan



LEGEND

- Dashed blue line: Digital Display Location Boundary Line (interior of site)
- Blue line: Facades Suitable for Digital Display and Supergraphic Signage
- Pink line: Potential Locations of Digital Displays (interior of site)
- Orange line: 200' Multi-Family Buffer¹
- Purple line: Supergraphics Signs (exterior of site)
- Purple line: Supergraphics Signs (interior of site)
- Yellow line: Architectural Ledge Signs

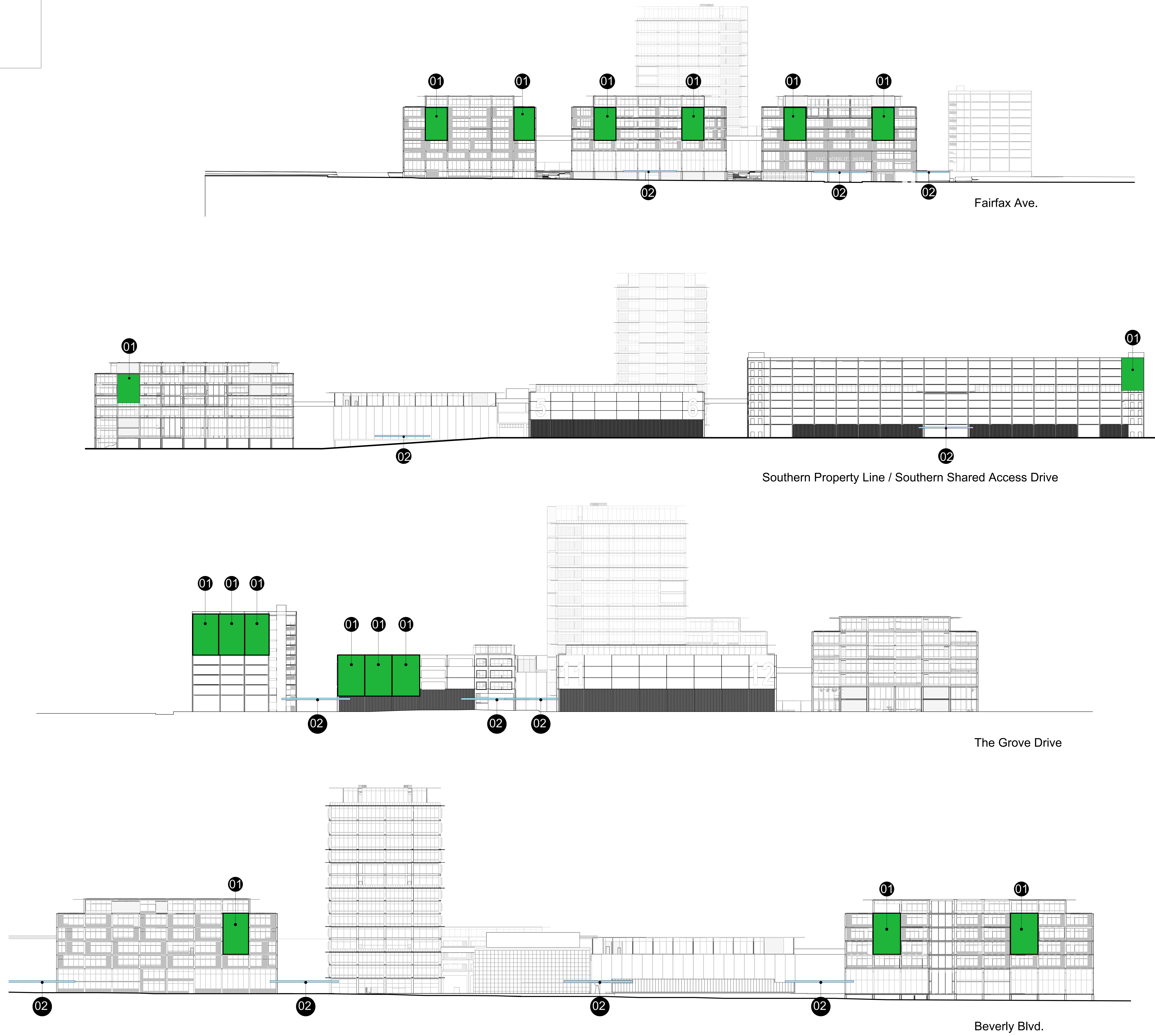
¹ ILLUMINATION OF DIGITAL DISPLAYS AND SUPERGRAPHIC SIGNS WILL BE LIMITED WITHIN 200 FEET OF THE EXISTING MULTI-FAMILY USE LOCATED TO THE NORTHEAST OF THE PROJECT SITE, PURSUANT TO SECTION 7.E OF THE SIGN DISTRICT AND ONLY PERMITTED BETWEEN THE HOURS OF 7 A.M. AND 10 P.M.

NOTE:
- DIGITAL DISPLAYS WILL NOT BE PERMITTED ON THE PROJECT EXTERIOR

Potential Digital Display and
Supergraphic Sign Locations

SIGNAGE KEY

| | | |
|----|--------------------------|---|
| 01 | Supergraphic/Wall Sign | ■ |
| 02 | Architectural Ledge Sign | ■ |



Proposed Signage Elevations