Item No. 11

Department of City Planning

City Hall, 200 N. Spring Street, Room 525, Los Angeles, CA 90012

February 23, 2022

TO: City Planning Commission

FROM: William Lamborn, City Planner

TECHNICAL MODIFICATION TO THE STAFF RECOMMENDATION REPORT FOR CASE NO. CPC-2019-4572-GPA-VZC-HD-SP-SN; 1201 S. FIGUEROA STREET

The following clarifications, technical modifications, corrections, and attachments are to be incorporated into the staff recommendation report to be considered at the City Planning Commission meeting of February 24, 2022, related to Item No. 11 on the meeting agenda.

Staff Report: Appendix A: Convention Center and Arena Specific Plan

Corrections to the definition of a "Project" in the Specific Plan should be made to broaden the exemption for interior remodeling and maintenance and repair work. Currently, interior remodeling which also specifically includes a change of use would be considered a "Project". However, changes of use which conform to the Specific Plan's permitted use list are already separately exempted and addressed in the fifth exemption listed under the "Project" definition. In addition, the requirement for a building permit for maintenance or repair work (such as roof maintenance, plumbing upgrades, etc.) that would otherwise be exempt should not be a trigger for a "Project", and should be deleted:

Section 3. Definitions:

Project. *The construction, erection, addition to or structural alteration of any building or structure, or improvement or change in use of a building, structure, or land within a Subarea located in whole or in part within the Specific Plan area that requires the issuance of a grading permit, foundation permit, building permit, use of land permit or permit for a change in use. However, the term "Project" shall not include the following:*

1. *Any demolition, in substantial conformance with the Approved Initial Development.*

2. *Exterior remodeling of any building, structure, or improvement, unless the aggregate value of the work, in any one 24-month period, is greater than 50% of the replacement value of the building or structure before the alteration or addition, as determined by the Department of Building and Safety;*

3. *Interior remodeling of any building* ***~~that does not include a change of use~~****;*

4. *Notwithstanding Section 12.23.A.5 of the LAMC, the rehabilitation or reconstruction of a conforming or nonconforming building, structure or improvement which was damaged or destroyed by fire, flood, wind, earthquake or other natural or man-made disaster provided that the repaired building or structure shall have substantially the same purpose and capacity as the original building, structure or improvements and shall otherwise comply with the requirements of this Specific Plan;*

5. *A temporary use of land, or a change or relocation in use within or between any building, structure, or improvement or plaza area, provided that the temporary use of land, proposed use or relocated use is a Permitted Use;*

6. *Landscape, public art installations, open space and streetscape improvements and the relocation thereof, so long as such improvements and location are in substantial conformance with this Specific Plan; and*

7. *Maintenance and repairs* ***~~that do not require a building permit~~****.*

Minor technical edits are required throughout the proposed Specific Plan, to remove various references to “Gil Lindsay Plaza”, which should be corrected to state, “Gilbert Lindsay Plaza”. This includes the following:

Section 3. Definitions:

Approved Initial Development*. The Approved Initial Development shall mean the buildings, structures, improvements, plaza areas, and streetscapes shown in Appendix A, and further development of such plans, provided the same are a logical progression from the plans in Appendix A, including, without limitation, the following: the New Hall; modifications to the South Hall, the South Hall Plaza, the West Hall, North Lobby, and the Concourse Hall;* ***~~Gil~~*** ***Gilbert*** *Lindsay Plaza; Central Plant, Loading Dock and related on- and off-site infrastructure improvements. The Approved Initial Development does not include Pico Passage, Bond Street Garage, or other parking garages.*

Section 4.1.A Permitted Uses (within bullet point list):

Parking (except in Subarea 2: ***~~Gil~~*** ***Gilbert*** *Lindsay Plaza)*

Section 4.5.C. Subarea 2: Gilbert Lindsay Plaza

Prior to the issuance of any permit for ***~~Gil~~*** ***Gilbert*** *Lindsay Plaza improvements (including landscape improvements) within Subarea 2, final design plans shall be submitted to the Director of Planning. Review of plans in substantial conformance with the Specific Plan and the Approved Initial Development set forth in Appendix A shall be conducted through an Administrative Clearance procedure. Otherwise, plans not in substantial conformance shall be conducted through a Project Permit Compliance procedure, or modification, adjustment, exception, or amendment process, as applicable.*

The maximum building height for parking structures in Subarea 4: Parking, should be corrected, as the previously cited maximum height referred to height to the floor level, but did not consider building height measured to the top of the structure's parapet or other appurtenances. In addition, "Gil Lindsay" should be corrected to be "Gilbert Lindsay":

Section 4.3.D Building Height and Massing:

The maximum permitted building heights within the Specific Plan area shall be as set forth as follows, provided, however, that signage and Public Art Installations shall be exempt from the height limitations. Allowable projections permitted in the LAMC need not be included in the height calculation.

- *Subarea 1: Convention Center - 165 feet*
- *Subarea 2: ~~**Gil**~~ **Gilbert** Lindsay Plaza - 65 feet*
- *Subarea 3: Arena - 200 feet*
- *Subarea 4: Parking – ~~**75**~~ **85** feet*

Two pages (Page A1-01 Level 230 – Parking Plan and page SD2.01 – Pico Passage) in the Specific Plan's Exhibit A - Approved Initial Development should be replaced to include the following corrected parking numbers and the following clarifying text regarding the traffic improvements at South Hall Drive and Pico Boulevard (see Attachment 1):

Page A1-01 Level 230 – Parking Plan

Existing South Hall Parking: 1671 spaces (1256 spaces when Kentia Hall in use)
Existing West Hall Parking: 1625 spaces (1475 spaces if New Hall is constructed)
Existing Cherry Street Garage: 850 spaces (2950 spaces if LA Live Garage is constructed)
Existing Bond Street Lot: 282 spaces (930 spaces if Bond Street Garage is constructed)
Existing Venice Street Garage: 1121 spaces

Page SD2.01 – Pico Passage

A new traffic signal on Pico Boulevard at South Hall Drive would provide for westbound left turns to South Hall Drive to facilitate access to the new Bond Street garage from Pico Boulevard east of LA Live Way. Operation of this signal would be coordinated with the signal at Pico Boulevard and L.A. Live Way and they would operate as one signal. Northbound South Hall Drive would be limited to right-turn out only. The exit driveway from the drop-off and pick-off area on the north side of Pico Boulevard would not be a part of or controlled by this signalized intersection. Clear directional routing signage to the new Bond Street Garage would be provided on westbound Pico Boulevard, to utilize this garage access route.

Staff Report Appendix B: Convention Center and Arena Sign District

A correction is needed to the table in Section 7.C.1 (Digital Display - Sign Area) regarding the maximum allowable Digital Display sign area permitted in the Arena Zone. The current identified 3,024 square foot limit only includes the sign area of a new proposed Digital Display, and inadvertently did not include the existing 192 square foot Digital Display located on the north side of the arena (Sign E.01 on Exhibit A Conceptual Sign Plans). As such, the 3,024 square foot limit would be adjusted to 3,216 square feet in order to match Exhibit A:

Section 7.C.1 Digital Displays – Sign Area.

An individual Digital Display shall not exceed 26,400 sf in area. The total combined area of Digital Displays shall not exceed the following per Sign Zone:

	Arena	*Chick Hearn Court*	*Figueroa Corridor*	*Freeway-Edge*
Maximum Total Digital Display Sign Area	***3,216*** ~~***3,024***~~ *sf*	*6,700 sf*	*30,540 sf*	*25,492 sf (Option A)* *32,744 sf (Option B)* *39,560 sf (Option C)*
NOTE: A Digital Display may be replaced in its same location with a Supergraphic Sign. In that instance, the Supergraphic Sign area shall be deducted from the Maximum Total Digital Display Area within the Sign Zone.				

Due to the recent name change for the on-site arena from STAPLES Center to Crypto.com Arena, wall signs containing the new arena name have recently been submitted. The new wall signs would be considered larger than permitted per the Los Angeles Municipal Code (LAMC) due to the incorporation of a background design, which would count towards the wall sign area. As such, modifications to various sections of the Sign District are recommended to include the following provisions (see Attachment 2 to view tracked changes):

- Incorporate the arena wall signs to the Sign District's Appendix A Conceptual Sign Plan.
- Provide an administrative clearance process for the arena wall signs which are in substantial conformance with the sign plan.
- Require a discretionary review process for arena wall signs which deviate within certain parameters from the sign plan.
- Address the size and location of the signs.

In addition, the proposed Sign District includes provisions to allow amendments to the Sign District should potential new Arena Freeway Signs be proposed in the future. However, as there is one existing Arena Freeway Sign (shown as E.02 in Appendix A Conceptual Sign Plan) located adjacent to the Convention Center's Venice Garage at Figueroa Street and Venice Boulevard, it is recommended that additional standards be included to address any potential modifications or replacement in-place of the sign, as otherwise the Sign District is silent on potential changes.

This would include modifications to various sections of the Sign District regarding (see Attachment 2 to view tracked changes):

- Allowance for modification or replacement in-place.
- A discretionary review process for modification or replacement.
- Any Digital Display component would be subject to the Digital Display standards for Freeway Edge Zones, including hours of operation limited to 6am – 2am, and a 300 candela nighttime illumination limit.

General Plan Amendment and Zone Change Clarification

The Convention Center Expansion project includes a General Plan Amendment to Footnote 15 of the existing Central City Community Plan Map to amend the footnote's language. The footnote currently identifies the Convention and Event Center (CEC) zone as a corresponding zone to the Public Facilities land use designation. The General Plan Amendment would replace references to the previous CEC zone with an updated Convention Center and Arena (CCA) zone, as follows:

> Footnote 15: The Convention ~~and Event~~ Center **and Arena** Specific Plan Zone (~~CEC~~ **CCA**) shall be a corresponding zone with respect to the Public Facilities land use designation and, notwithstanding the above footnotes, the FAR, height, and other development standards within the Convention ~~and Event~~ Center **and Arena** Specific Plan area zoned ~~CEC~~ **CCA** shall be those set forth in the Convention ~~and Event~~ Center **and Arena** Specific Plan.

Concurrently, there is a separate and wider policy effort to comprehensively update the Central City Community Plan area's land use designations, maps, and zoning, also known as DTLA2040. The City Planning Commission previously considered and acted on the Central City Community Plan Update at its meeting on September 23, 2021. At that time, the CCA zone was not an existing zone, and therefore, the Commission recommended to maintain the Public Facilities land use designation for the site and recommended the corresponding [HB6-SH1-5] [P2-FA] [CPIO-O] zone for the Convention Center and Arena and the [HB6-G1-5] [P2-FA] [CPIO-O] zone for the parking areas. If the Commission chooses to recommend approval of the CCA zone as part of its actions for Item 11, then in order to remedy the discrepancies between the two Commission actions, it should be clarified that the current recommendation to identify the CCA zone as a corresponding zone to the Public Facilities land use designation should supersede the Commission's previous recommendation, and that the Commission's action be forwarded for the record to the Community Plan Update case file.

Attachment 1: Specific Plan Exhibit A: Initial Development Plans (two replacement pages)

Attachment 2: Sign District (in entirety, tracked changes, and additional Exhibit pages for Arena)

ITEM NO. 11
CPC-2019-4572-GPA-VZC-HD-SP-SN

ATTACHMENT 1:

SPECIFIC PLAN EXHIBIT A:
INITIAL DEVELOPMENT PLANS

(two replacement pages)

A new traffic signal on Pico Boulevard at South Hall Drive would provide for westbound left turns to South Hall Drive to facilitate access to the new Bond Street garage from Pico Boulevard east of LA Live Way. Operation of this signal would be coordinated with the signal at Pico Boulevard and L.A. Live Way and they would operate as one signal. Northbound South Hall Drive would be limited to right-turn out only. The exit driveway from the drop-off and pick-off area on the north side of Pico Boulevard would not be a part of or controlled by this signalized intersection. Clear directional routing signage to the new Bond Street Garage would be provided on westbound Pico Boulevard, to utilize this garage access route. Note added 2.23.2022 per Technical Modification.

A CENTRAL PLAN SITE AREA - 28,000 SQ. FT.

- NEW CONCRETE SIDEWALKS
- IRRIGATED ORNAMENTAL PLANTING
- EXISTING STREET TREES (OUTSIDE OF NEW STRUCTURE) - TO REMAIN
- NEW ASPHALT STREETS WITH CONCRETE CURB & GUTTER
- SITE FURNISHINGS/VEHICULAR CONTROL
- NEW STREET/PEDESTRIAN LIGHTING
- NEW DRAINAGE AS REQUIRED

B REVISED SOUTH HALL DRIVE - 35,000 SQ. FT.

- NEW MEDIAN
- NEW ASPHALT STREET - (2) LANES EACH WAY WITH CONCRETE CURB & GUTTER
- STREET/PEDESTRIAN LIGHTING
- SITE FURNISHINGS/VEHICULAR CONTROL
- NEW DRAINAGE AS REQUIRED

C PICO UNION GATEWAY - 14,000 SQ. FT.

- NEW CONCRETE SIDEWALKS
  - -DECORATIVE CONCRETE
  - -UNIT PAVERS
- NEW MEDIAN
- NEW ASPHALT DRIVE LANE (3) LANES WITH CONCRETE CURB & GUTTER
- STREET/PEDESTRIAN LIGHTING
- SITE FURNISHINGS/VEHICULAR CONTROL
- NEW DRAINAGE AS REQUIRED

D SOUTH HALL PORTE-COCHERE - 53,000 SQ. FT.

- NEW CONCRETE SIDEWALKS
  - -DECORATIVE CONCRETE
  - -UNIT PAVERS
- NEW MEDIAN
- NEW ASPHALT DRIVE LANE (3) LANES WITH CONCRETE CURB & GUTTER
- STREET/PEDESTRIAN LIGHTING
- SITE FURNISHINGS/VEHICULAR CONTROL
- NEW DRAINAGE AS REQUIRED

E REVISED PICO BOULEVARD - 56,000 SQ. FT.

- NEW MEDIAN
- NEW ASPHALT STREET - (3) LANES EAST - 2 LANES WEST
- NEW CONCRETE CURB & GUTTER
- STREET/PEDESTRIAN LIGHTING
- SITE FURNISHINGS/VEHICULAR CONTROL
- NEW DRAINAGE AS REQUIRED

F ATRIUM PORTE-COCHERE - 40,000 SQ. FT.

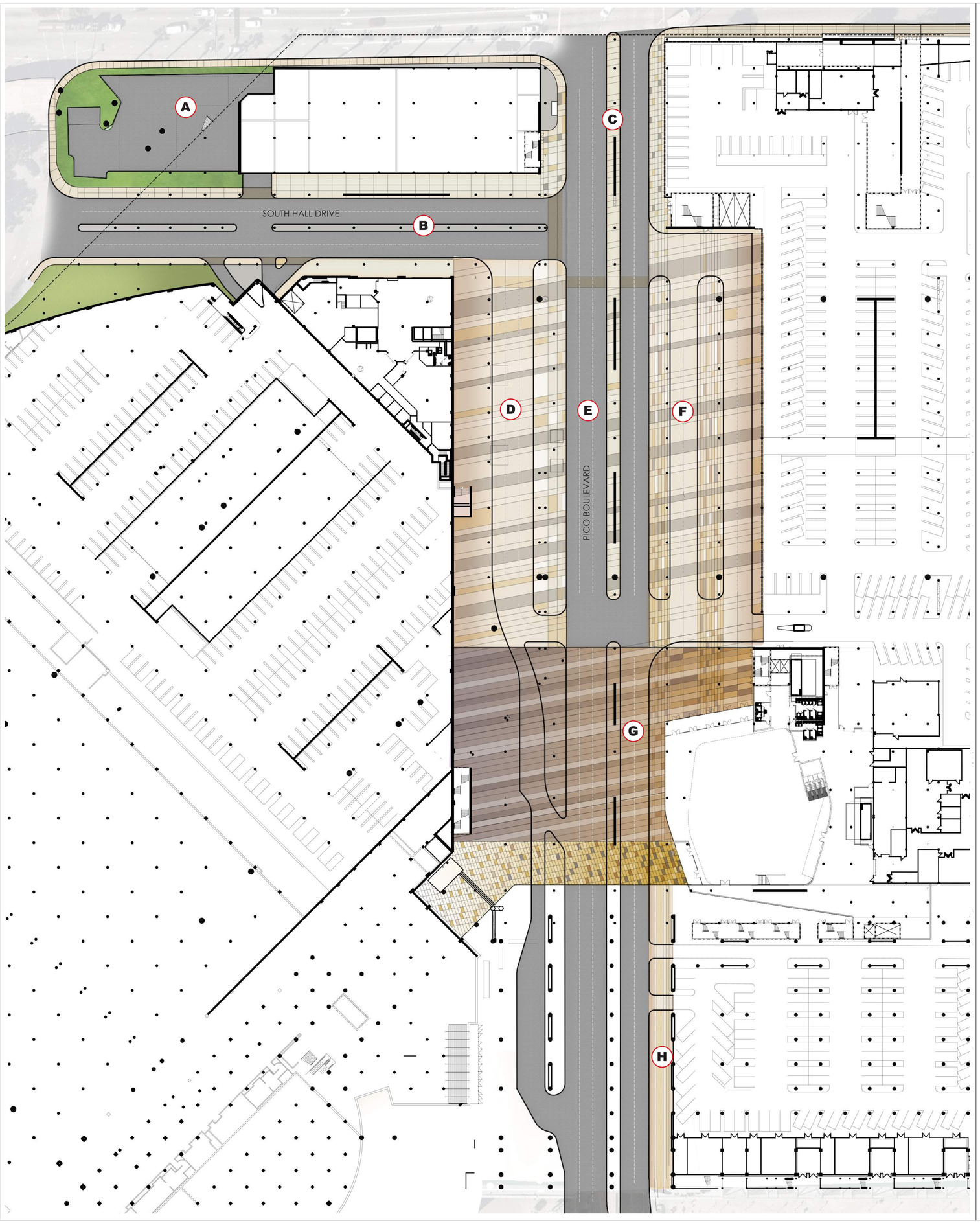
- NEW CONCRETE SIDEWALKS
  - -DECORATIVE CONCRETE
  - -UNIT PAVERS
- NEW MEDIAN
- NEW ASPHALT DRIVE LANE (3) LANES WITH CONCRETE CURB & GUTTER
- STREET/PEDESTRIAN LIGHTING
- SITE FURNISHINGS/VEHICULAR CONTROL
- PARKING CONTROL
  - (1) GUARD BOOTH
  - (2) GATE ARMS
- -- NEW DRAINAGE AS REQUIRED

G ENTRY EXPERIENCE ZONES - 45,000 SQ. FT.

- NEW CONCRETE SIDEWALKS
  - -DECORATIVE CONCRETE
  - -UNIT PAVERS
- ARTWORK/ILLUMINATED PATHWAYS
  - STREET/PEDESTRIAN LIGHTING
- NEW ORANGE LOT ENTRY DRIVE - ASPHALT - (2) LANES
  - PARKING CONTROL
- SITE FURNISHINGS/VEHICULAR CONTROL
- NEW DRAINAGE AS REQUIRED

H GIL LINDSEY GATEWAY - 7,000 SQ. FT.

- NEW CONCRETE SIDEWALKS
  - -DECORATIVE CONCRETE
  - -UNIT PAVERS
- ARTWORK/ILLUMINATED PATHWAYS
  - STREET/PEDESTRIAN LIGHTING
- NEW ORANGE LOT ENTRY DRIVE - ASPHALT - (2) LANES
- PARKING CONTROL
  - (2) GATE ARMS
  - CARD READER
- SITE FURNISHINGS/VEHICULAR CONTROL



LEGEND

- CONCRETE PAVEMENT
- DECORATIVE PAVEMENT (DECORATIVE CONCRETE / DECORATIVE PAVERS)
- ASPHALT PAVEMENT
- ORNAMENTAL PLANTING AREAS

0 15 30 60

Scale 1" = 30'

N

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SCHEMATIC DESIGN+
05/17/19

REVISIONS

NO.	DATE	DESCRIPTION

PROJECT NO. 19.4837 ISSUED BY POPULOUS

ISSUED DATE 05/17/19

SHEET TITLE

PICO PASSAGE

DISCIPLINE - CATEGORY - SUB CATEGORY - SHEET

SD2.01

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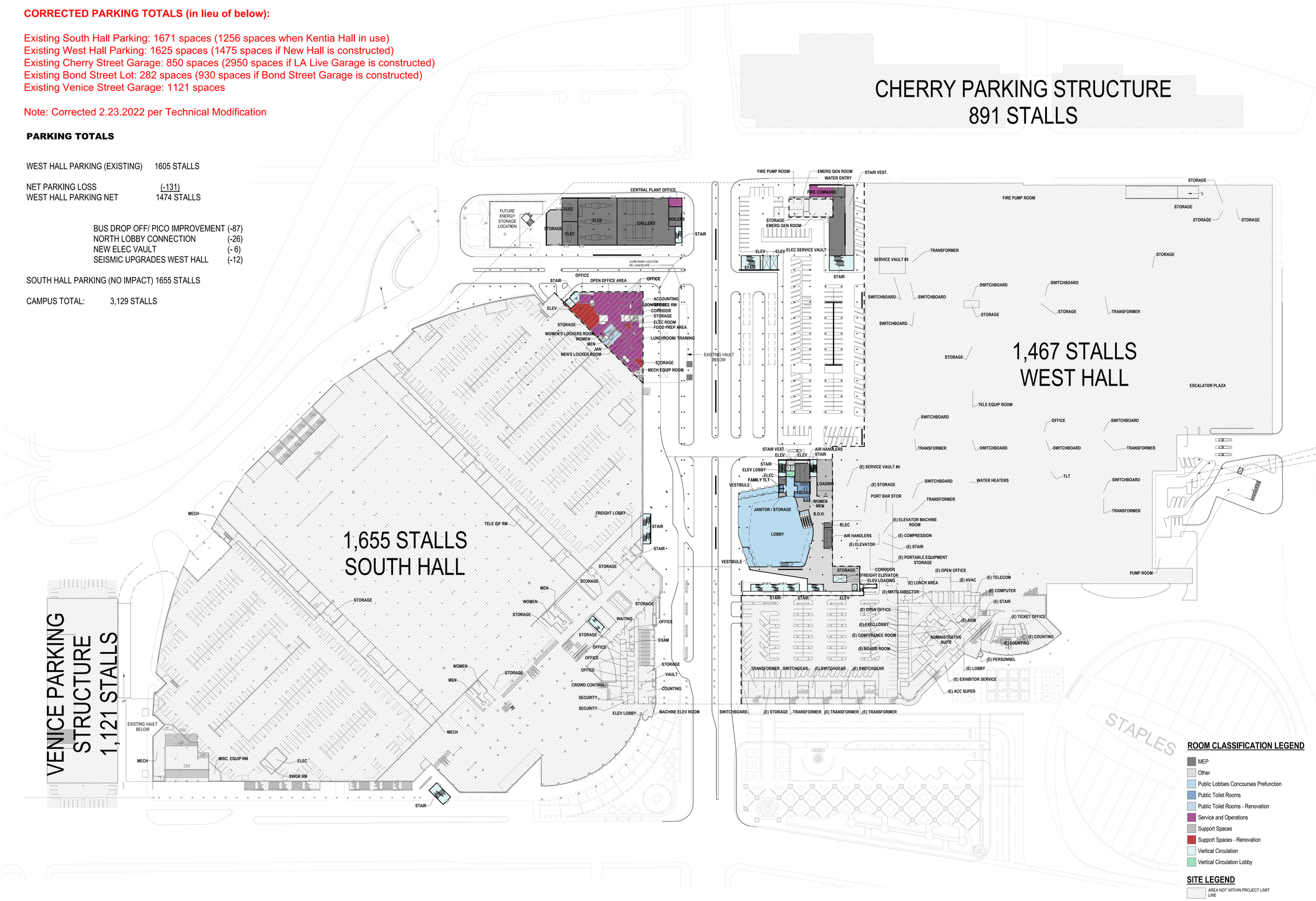
CORRECTED PARKING TOTALS (in lieu of below):

Existing South Hall Parking: 1671 spaces (1256 spaces when Kentia Hall in use)
Existing West Hall Parking: 1625 spaces (1475 spaces if New Hall is constructed)
Existing Cherry Street Garage: 850 spaces (2950 spaces if LA Live Garage is constructed)
Existing Bond Street Lot: 282 spaces (930 spaces if Bond Street Garage is constructed)
Existing Venice Street Garage: 1121 spaces

Note: Corrected 2.23.2022 per Technical Modification

PARKING TOTALS

WEST HALL PARKING (EXISTING)	1605 STALLS
NET PARKING LOSS	(-131)
WEST HALL PARKING NET	1474 STALLS
BUS DROP OFF/ PICO IMPROVEMENT	(-87)
NORTH LOBBY CONNECTION	(-26)
NEW ELEC VAULT	(- 6)
SEISMIC UPGRADES WEST HALL	(-12)
SOUTH HALL PARKING (NO IMPACT)	1655 STALLS
CAMPUS TOTAL:	3,129 STALLS



ROOM CLASSIFICATION LEGEND

- MEP
- Other
- Public Lobbies Concourses Prefunction
- Public Toilet Rooms
- Public Toilet Rooms - Renovation
- Service and Operations
- Support Spaces
- Support Spaces - Renovation
- Vertical Circulation
- Vertical Circulation Lobby

SITE LEGEND

- AREA NOT WITHIN PROJECT LIMIT LINE
- AREA OF RENOVATION
- PROJECT LIMIT LINE

1 **LEVEL 230 OVERALL PLAN - STREET LEVEL**
1/64" = 1'-0"

PROJECT NORTH

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LOS ANGELES CONVENTION CENTER
EXPANSION AND RENOVATION
1201 S. Figueroa Street, Los Angeles, CA 90015

SCHEMATIC DESIGN+
05/17/19

REVISIONS

NO.	DATE	DESCRIPTION

PROJECT NO. 19.4837
ISSUED BY: POPULOUS
ISSUED DATE: 05/17/19
SHEET TITLE:
OVERALL REFERENCE PLAN - LEVEL 230
DISCIPLINE - CATEGORY - SUB-CATEGORY - SHEET
A1-01

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ITEM NO. 11
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ATTACHMENT 2:

SIGN DISTRICT

(in entirety, with tracked changes, including additional Exhibit pages for Arena Wall Signs)

Convention Center and Arena Sign District

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Appendix A Conceptual Sign Plans

MAPS

Map 1 Convention Center and Arena Sign District Boundaries

Map 2 Sign District Zones

ORDINANCE NO. _____

CONVENTION CENTER AND ARENA SIGN DISTRICT

An Ordinance amending and restating a Sign District, formerly known as the Convention and Event Center Sign District (Ordinance No. 182,281) and hereafter known as the Convention Center and Arena Sign District (Sign District), pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code (LAMC).

WHEREAS, the development of STAPLES Center Arena (now named Crypto.com Arena) (Arena) and the Los Angeles Sports and Entertainment District (LASED) projects have served as a catalyst for the removal of blight and renewed interest and investment in the Central City as a key business, entertainment, and cultural destination and have enlivened the Los Angeles Convention Center (Convention Center) and increased its attendance and events; and

WHEREAS, in October 2012, the City Council approved entitlements, including the Convention and Event Center Specific Plan (Existing Specific Plan), for a project to construct an event center intended to host a National Football League team on the site of the existing West Hall (Event Center), construct replacement exhibit and meeting hall space to modernize and expand the Convention Center, and develop other site improvements, including implementation of a comprehensive signage program pursuant to the Convention and Event Center Sign District (Existing Sign District); and

WHEREAS, the entitlements for the Convention and Event Center project were approved but not, by their own terms, effectuated because, among other things, the Event Center is no longer proposed to be constructed; and

WHEREAS, the Existing Specific Plan has been amended and restated, and is now known as the Convention Center and Arena Specific Plan, to provide for the expansion and modernization of the Convention Center to provide enhanced opportunities for conventions and trade shows, other major events, tourism, and similar or related uses; and

WHEREAS, development in accordance with the Convention Center and Arena Specific Plan will enhance the social, cultural, and economic goals of the City of Los Angeles (City), will expand the economic base of the City by providing additional employment opportunities and additional revenues to the region; and will specifically enhance the existing Convention Center and Crypto.com Arena and the future Convention Center development by providing public gathering places and a pedestrian friendly environment; and

WHEREAS, expansion and modernization of the Convention Center will encourage additional urban infill and public-transit oriented redevelopment, including hotels, multi-family residential, office and retail projects on and around Figueroa Street, and will further support the momentum which is transforming the Central City into a world class business, entertainment, and cultural hub; and

WHEREAS, unique and vibrant signage continues to be required in the Convention Center and Arena Sign District both to attract visitors to the Central City area and to attract investment

required to carry out the Convention Center expansion and modernization; and

WHEREAS, this Ordinance has been developed in conjunction with and in furtherance of the Convention Center and Arena Specific Plan and includes certain modifications to the Existing Sign District to reflect the removal of a substantial volume of signage previously proposed for the Event Center and to better tailor the program to a project focused exclusively on expansion and enhancement of the Convention Center.

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

SECTION 1. ESTABLISHMENT OF THE CONVENTION CENTER AND ARENA SIGN DISTRICT.

A. Boundaries. The City Council hereby amends and restates in its entirety the Existing Sign District, known hereafter as the Convention Center and Arena Sign District, which shall be applicable to that area of the City shown within the heavy dashed line on Map 1, comprising the approximately 68 acre site owned by the City and bounded generally by Chick Hearn Court on the north; Figueroa Street on the east; Venice Boulevard on the south; and the Caltrans right of way adjacent to the 110 Freeway on the west.

B. Non-Contiguous Parcels. Notwithstanding LAMC Section 13.11.B, the Sign District boundaries may be amended to include non-contiguous parcels proximate to the 10 (Santa Monica) or 110 (Harbor) Freeways containing Arena Freeway Signs.

C. Sign Zones. This Sign District is divided into four Sign Zones as shown on Map 2. The purpose of the Sign Zones is to address the relationship between sign intensity and the uses surrounding each Sign Zone.

MAP 1: Convention Center and Arena Sign District Boundaries

[NOTE: INTERIM EXHIBIT, MAP IS BEING UPDATED]

MAP 2: Sign District Zones

[NOTE: INTERIM EXHIBIT, MAP IS BEING UPDATED]

SECTION 2. PURPOSE.

A. Purpose. The Sign District is intended to:

1. Support and enhance the land uses and urban design objectives in the Central City Community Plan and the Convention Center and Arena Specific Plan;

2. Reinforce the pedestrian-oriented character of the streets within and immediately surrounding the Sign District by allowing and encouraging pedestrian-oriented signs throughout the Sign District;

3. Establish Sign Zones and provide further regulation of signs in order to:

    a. Ensure the quality of the Sign District's appearance;

    b. Ensure that new signs are responsive to and integrated with the aesthetic character of the Convention Center and Arena in the areas on which they are located, and are positioned in a manner that is compatible both architecturally and relative to the other signage within the Sign District;

    c. Encourage creative, well-designed signs that contribute in a positive way to the visual environment of the Sign District and the Central City Community Plan area in a manner that accentuates the architectural characteristics of the Convention Center and the Crypto.com Arena and reinforces the Sign District's sense of place as a major convention, tourism, urban sports and entertainment destination venue, an exciting pedestrian experience and a lively commercial neighborhood with a visually attractive character.

    d. Ensure that signs are consistent with the identity established by the Convention Center, Crypto.com Arena, the Los Angeles Sports and Entertainment District, and L.A. LIVE, integrated, and compatible in scale with the aesthetic character of the structures on which they are located and relative to the other signage on site while maintaining compatibility and sensitivity to surrounding uses; and

    e. Coordinate the location and display of signs to minimize potential traffic hazards and protect public safety.

SECTION 3. APPLICATION OF SUPPLEMENTAL USE DISTRICT REGULATIONS.

A. This Ordinance regulates signs within the Sign District. 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 the Code or other relevant codes and ordinances, 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 Article 4.4 of the LAMC.

Aerial View Sign. A sign that is applied or placed upon the roof surface, approximately parallel with the roof plane, intended to be viewed primarily from the sky.

Arena. The sports and entertainment building within the Sign District, commonly known as Crypto.com Arena.

Arena Freeway Sign. A sign that is consistent with the requirements of California Business & Professions Code Section 5272(b)-(i) (which applies to advertising displays within view of public highways, within a City of Los Angeles geographic area), as applicable, including as later amended, and located on a contiguous or non-contiguous parcel of the Sign District.

Conceptual Sign Plans. The Site Plan and Sign Elevations for Options A, B, and C depicting the approved locations for Supergraphic Signs and Digital Displays, and Sign Plans for Wall Signs within the Arena Zone, within the Sign District attached to this Ordinance as Appendix A.

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, or 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, including any sign for any other use within the Sign District regardless of the parcel the use or sign is located.

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.

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.

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.

Note: Definitions for other Signs referenced in this Ordinance are provided in the Code.

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 or his/her designee (Director); and (2) applicable requirements of the Code.

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

1. Aerial View Signs;
2. Digital Display, in substantial compliance with Section 6.D and the Conceptual Sign Plans attached as Appendix A;
3. Supergraphic Signs in substantial compliance with Section 6.D and the Conceptual Sign Plans attached as Appendix A;
4. Pillar Signs;
5. Projecting Signs;
6. Wall Signs in the Chick Hearn Court, Figueroa Corridor, and Freeway Edge Zones;
~~6.~~7. Wall Signs in the Arena Zone, in substantial compliance with Section 6.D and the Conceptual Sign Plans attached as Appendix A; and
~~7.~~8. Window Signs.

C. Exempt Signs, Murals, and Art Installations. The following types of signs, murals, and art installations shall be subject to LADBS review or Department of Cultural Affairs review, based on the applicable requirements of this Ordinance and 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. Monument Signs;
5. Original Art Murals;
6. Public Art Installations;
7. Roof Signs; and
8. Temporary Signs.~~;~~

D. Project Permit Compliance. LADBS shall not issue a permit for the following signs unless the Director has issued a Project Permit Compliance approval pursuant to the procedures set forth in Section 11.5.7 of the Code. The Director's decision on Project Permit Compliance shall be subject to appeal as set forth in LAMC Section 11.5.7:

1. Arena Freeway Signs;
2. Digital Displays which exceed the location deviation limits identified in Section 7.C.2 or the sizes indicated on the Conceptual Sign Plans attached as Appendix A, but otherwise are consistent with the intent and purposes of the Sign District, do not exceed the size limits under Section 7.C.1, and do not exceed any applicable illumination standards of the Sign District or Municipal Code; and
3. Supergraphic Signs which exceed the location deviation limits identified in Section 7.G.2 or the sizes indicated on the Conceptual Sign Plans attached as Appendix A, but otherwise are consistent with the intent and purposes of the Sign District, do not exceed the size limit under Section 7.G.1, and do not exceed any applicable illumination standards of the Sign District or Municipal Code.

~~3.~~4. Wall Signs in the Arena Zone which exceed the location deviation limits identified in Section 7.I.2 or the sizes indicated on the Conceptual Sign Plans attached as Appendix A, but otherwise are consistent with the intent and purposes of the Sign District, do not exceed the size limit under Section 7.I.1, and do not exceed any applicable illumination standards of the Sign District or Municipal Code.

E. Exceptions. No Project Permit Compliance or modification thereto or any Project Permit Adjustment or any exception, amendment or interpretation of this Ordinance shall be required for: (a) a change in sign advertising or sign text, images or copy, (b) any construction for which a permit is required in order to comply with an order issued by LADBS to repair or replace an unsafe or substandard condition, (c) a modification to any sign, any sign support structure or to the Conceptual Sign Plans that results in (i) a change of a sign from a Digital Display to a non-Digital Display, or (ii) subject to Section 6.D of this Ordinance, relocation of any such sign within ten (10) feet on the vertical axis and fifty (50) feet on the horizontal axis from the location depicted on the Conceptual Sign Plans.

F. Requests for Deviations from or Interpretations of Regulations. The procedures for adjustments, modifications, exceptions, amendments, and interpretations to this Ordinance shall follow the procedures set forth in Section 11.5.7.E-H of the Code.

SECTION 6. 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 Ordinance for permits, plans, design and construction, materials, street address numbers, identification, and maintenance, prohibited locations, and sign illumination. Notwithstanding the foregoing, any combined area restrictions in Article 4.4, including but not limited to 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), 14.4.12.B.4 (Pole 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 copy.

B. Permitted Signs. Except as otherwise prohibited in Section 6.C (Prohibited Signs), below, and notwithstanding Section 14.4.4.B of the LAMC, 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 Signs / Cabinet Signs.
2. Illuminated Architectural Canopy Signs.
3. Pole Signs, excluding Information Signs.
4. Any sign not specifically authorized by this Ordinance or by the Code.

D. Permitted Sign Types by Location. The location of signage within the Sign District is subject to standards identified in Section 7 (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 Department of Building and Safety with the concurrence of the Los Angeles Fire Department (LAFD) determines, that the sign would not create a hazardous condition.

E. Freeway Exposure. Signs that adhere to the regulations of this Ordinance are exempt from Sections 14.4.6 (Freeway Exposure), 91.6201.6.6 and 80.08.4 of the LAMC.

F. Minimum Sign Separation. There shall be no required minimum distance separating signs within the Sign District, except as may otherwise be required pursuant to California Business and Professions Code Section 5272.2(a)(4)(A) (which applies to advertising displays within view of public highways, within a City of Los Angeles geographic area).

G. 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 spot lights and wall wash fixtures. In addition, signage shall be subject to the following regulations:

1. 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 and into the window 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 lots.

2. Signage shall not use highly reflective materials such as mirrored glass.

3. 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.

4. 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.

H. Sign Illumination Plan. Additionally, an initial signage illumination plan for Digital Displays in the Conceptual Sign Plan (see Exhibit 1) is provided as Appendix A.1 in the Addendum to the Convention and Event Center Project Environmental Impact Report ENV-2011-0585-EIR (State Clearinghouse No. 2011031049), and Project Design Features (PDFs) and Mitigation Measures (MMs) are included in the Mitigation Monitoring Program (MMP) for the Addendum. No further signage illumination plan shall be required for signs that substantially conform to the Conceptual Sign Plans and the applicable PDFs and MMS of the MMP. For signs that are not in substantial conformance with the Conceptual Sign Plans, PDFs, and MMs, a signage illumination plan may be required if the signage illumination is materially different than the initial sign illumination plan. If a new or revised signage illumination plan is required, it shall be submitted to the Director as part of the Project Permit Compliance Review procedure for Digital Displays set forth in Section 5.D. The signage illumination plan shall be prepared by a lighting design expert, and those portions of the plan setting forth the wattage draw must be certified and stamped by an electrical engineer certified by the State of California. The plan shall include specifications for all illumination, including maximum luminance levels, and shall provide for the review and monitoring of the displays in order to ensure compliance with the regulations of this section, and with the following additional regulations:

1. **Brightness.** Digital Displays shall have a nighttime brightness no greater than 600 candelas per square meter, all white, within the Figueroa Corridor Sign Zone, and a nighttime brightness no greater than 300 candelas per square meter elsewhere in the Sign District. In addition, Digital Displays shall have a daytime brightness no greater than 5,000 candelas per square meter. The displays shall transition smoothly at a consistent rate from the permitted daytime brightness to the permitted nighttime brightness levels, beginning 45 minutes prior to sunset and concluding 45 minutes after sunset.

2. **Beam Spread.** All light emitting diodes used within a Digital Display shall have a maximum horizontal beam spread of 140 degrees and maximum vertical beam spread of 65 degrees.

3. **Ground Spillage.** When measured at ground level from any location other than the property on which a Digital Display is located, a Digital Display shall not under any circumstance increase the total amount of measurable light more than 21.5 lux (2.0 footcandles) above the ambient-light level that exists when the Digital Display is extinguished.

I. 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:

1. **Testing.** In order to determine whether the illumination complies with 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, 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 (4) 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. Testing of Digital Displays shall be with all LED's set to white to present maximum luminance.

2. **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.

3. **Re-testing.** In addition, as a result of a complaint or otherwise, LADBS may undertake a preliminary investigation to determine if it has cause to believe the Project's signage lighting is not in compliance with this Ordinance. If so, 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 the Code, this Ordinance, or Mitigation Measures set both in the Environmental Clearance that the City certified for this Ordinance, the applicant or its successor shall adjust the signage illumination to bring it into compliance immediately.

J. Refresh Rates. 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.C.5.

1. **Controlled Refresh Rate.** 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. **Non-Controlled Refresh Rate.** The Non-Controlled Refresh Rate shall permit images, videos, animation, parts and/or illumination that flash, change, move, stream, scroll, blink, or otherwise incorporate motion to change at an unrestricted rate.

K. 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 previous 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 conformity with all applicable codes.

4. Razor wire, barbed wire, concertina wire, or other barriers preventing unauthorized access to any Sign, if any, shall be hidden from public view.

5. 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.

L. Hazard Review. Signs that adhere to the regulations outlined in this Ordinance shall be exempted from hazard determination review procedures in the Code, as such determination was made in connection with the adoption of Ordinance.

M. Alterations, Repairs or Rehabilitation. Any alteration, repair or maintenance work on a legally permitted sign or sign structure shall be governed by the Code. Any existing and legally permitted sign and sign structure as of the effective date of this Ordinance, including but not limited to those authorized and installed pursuant to Ordinance 172,465 (Arena Project Signage Provisions), may continue to be operated, maintained, repaired, replaced, or structurally altered in accordance with the requirements of the LAMC and, to the extent applicable, Ordinance 172,465, and shall otherwise be exempt from this Ordinance.

N. 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.

O. New Technologies. The Director may permit the use of any technology or material that did not exist as of the effective date of this Ordinance provided that the material is approved by LADBS, utilizing the Director's Interpretation procedure outlined in Code Section 11.5.7.H, if the Director finds that such technology or material is consistent with the regulations described herein.

SECTION 7. STANDARDS FOR SPECIFIC TYPES OF SIGNS.

A. Aerial View Signs. Aerial View Signs shall be permitted and shall not be limited in number or sign area.

1. Location. The aerial sign may either be (i) painted directly on the roof, (ii) mounted or painted on a fire-retardant membrane parallel to the roof, or (iii) be composed of raised

letters mounted parallel to the surface of the roof.

2. **Illumination.** The aerial sign will be primarily visible from above and may be illuminated.

B. Arena Freeway Signs

1. **General.** An amendment of this Ordinance shall be required to add the locations of any new Arena Freeway Signs to the Sign District. The existing Arena Freeway Sign as of the effective date of this Ordinance (Sign E.02 in Appendix A Conceptual Sign Plan) may be modified or replaced in its same location without an amendment to the Ordinance. A maximum of two Arena Freeway Signs are allowed by this Ordinance on parcels noncontiguous with this Sign District.

2. **Design.** The specifics of an Arena Freeway Sign shall be considered during the Project Permit Compliance review for each sign including future environmental review pursuant to the California Environmental Quality Act, but shall be limited to two sign faces and shall be separated a minimum of 500 feet from another Arena Freeway Sign. In addition, modifications to or replacement of the existing Arena Freeway Sign (Sign E.02 in Appendix A Conceptual Sign Plan) shall be permitted, provided the modified or replaced sign conforms to the following requirements:

   a. Location shall substantially conform to the sign's existing location.

   b. Area shall be limited to 5,000 square feet per sign face, all of which may be comprised of a Digital Display, subject to Section 7.C.3, 7.C.4, and 7.C.5 below. The Digital Display element sign area shall not count towards the maximum limit of Section 7.C.1.

   c. Height shall not exceed a height of 150 feet as measured from the top of the sign to sidewalk grade or edge of roadway grade nearest to the sign.

   ~~a.~~ The modification or replacement complies with the California Business & Professions Code Section 5272(b)-(i), as applicable, including as later amended,

~~2.~~3. **Digital Display Elements.** The Arena Freeway Signs may incorporate other types of sign elements allowed by this Ordinance, including, but not limited to, Digital Displays. If the Arena Freeway Sign includes a Digital Display, the Digital Display shall not count towards the maximum sign area for Digital Displays and shall be subject to the Sign Illumination standards of Section 6G – 6K.

C. Digital Displays. Digital Displays shall comply with the following regulations:

1. **Sign Area.** An individual Digital Display shall not exceed 26,400 sf in area. The total combined area of Digital Displays shall not exceed the following per Sign Zone:

	Arena	Chick Hearn Court	Figueroa Corridor	Freeway-Edge
Maximum Total Digital Display Sign Area	3,216~~024~~ sf	6,700 sf	30,540 sf	25,492 sf (Option A) 32,744 sf (Option B) 39,560 sf (Option C)
NOTE: A Digital Display may be replaced in its same location with a Supergraphic Sign. In that instance, the Supergraphic Sign area shall be deducted from the Maximum Total Digital Display Area within the Sign Zone.				

2. **Number and Location.** Digital Displays shall be installed in substantial conformance with the approximate number and 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 ten (10) feet on the vertical axis and fifty (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.

3. **Design.** Digital Displays shall use grid lights, cathode ray projections, light emitting diode displays, plasma screens, liquid crystal displays, fiber optics, or other electronic media or technology to be developed. The Digital Displays may be flush mounted. Signs should generally align with the grid patterns or mullions of the sign location.

4. **Illumination and Illumination Plan**. Digital Displays shall be internally illuminated and subject to the applicable illumination standards of Section 6.E of this Ordinance.

5. **Refresh Rates and Operation**.

   a. Digital Displays within the Arena, Chick Hearn Court, and Figueroa Corridor Sign Zones shall be subject to the Non-Controlled Refresh Rate. Digital Displays within the Freeway-Edge Sign Zone shall be subject to the Controlled Refresh Rate.

   b. Digital Displays within the Figueroa Corridor Subarea shall have no limits on hours of operation. Digital Displays within the Arena, Chick Hearn Court, and Freeway-Edge Subareas shall operate only between the hours of 6:00 a.m. and 2:00 a.m.

6. **On-Site and Off-Site Standards.** The Digital Displays permitted by this subsection may be On-Site or Off-Site Signs.

D. **Pillar Signs**. Pillar Signs shall comply with the following regulations:

1. **Sign Area.** Each Pillar Sign shall be a maximum of 30 square feet in sign area per sign face, except within the Figueroa Corridor Sign Zone where each Pillar Sign shall be a maximum of 80 square feet in sign area per sign face.

2. **Height.** The height of a Pillar Sign shall not exceed a maximum of eight feet, except within the Figueroa Corridor Sign Zone where each Pillar sign shall be a maximum of 12 feet in height.

3. **Location.** A Pillar Sign shall be set back at least ten feet from the intersection of a driveway and the public right of way and shall not interfere with or present a hazard to pedestrian or vehicular traffic.

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

5. **Illumination.** Pillar Signs shall be non-illuminated or internally illuminated.

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

E. Projected Image Signs. Projected Image Signs shall be permitted and shall not be subject to the regulations set forth in Section 14.4.4.B.8 of the LAMC and shall not be treated as Digital Displays for purposes of this Ordinance.

F. Projecting Signs. Projecting Signs shall comply with the following regulations:

1. **General.**

   a. The text, message or logo on a Projecting Sign shall consist of individual, dimensional letters or graphic elements that are applied onto the Sign surface.

   b. No text, message or logo shall be permitted on that portion of a Projecting Sign that is parallel to the face of the building.

2. **Location.** A Projecting Sign shall align with major building elements such as cornices, string courses, window banding, or vertical changes in material or texture.

3. **Dimensions.**

   a. A Projecting Sign shall not exceed eighty (80) feet in height as measured vertically from the bottom of the sign to the top of the sign.

   b. The width of the sign face of a Projecting Sign that is perpendicular to the building shall not exceed twenty (20) percent of the overall height of the sign and in no event shall exceed six (6) feet. This measurement does not include the dimensions of the sign's supporting structure.

   c. No portion of a Projecting Sign that is parallel to the face of the building shall exceed four (4) feet in width.

4. **Extension Above The Roof.** A Projecting Sign may extend above the top of the wall or roof parapet of a building face, but the extension shall not exceed thirty (30) percent of the total vertical height of the Projecting Sign. In no event shall a Projecting Sign extend higher than one hundred and fifty (150) feet from grade.

5. **Projection.** The planes of sign faces of Projecting Signs shall be substantially parallel to one another unless approved pursuant to Project Permit Compliance review.

G. Supergraphic Signs.

1. **Sign Area**. An individual Supergraphic Sign shall not exceed 5,300 sf in area. The total combined area of Supergraphic Signs shall not exceed the following per Sign Zone:

	Arena	Chick Hearn Court	Figueroa Corridor	Freeway-Edge
Maximum Total Supergraphic Sign Area	3,552 sf	5,300 sf	0 sf	0 sf
NOTE: A Digital Display may be replaced in its same location with a Supergraphic Sign. In that instance, the Supergraphic Sign area shall be deducted from the Maximum Total Digital Display Area within the Sign Zone.				

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 ten (10) feet on the vertical axis and fifty (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.

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 Fire Department, 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.N of this Ordinance.

   c. Supergraphic Signs may adhere to windows provided that such signs have been scored into ten smaller portions for each glass panel that the sign covers or as otherwise approved by the Fire Department.

   d. Supergraphic Signs shall maintain outward views from windows.

4. **On-Site and Off-Site Signs.** The Supergraphic Signs permitted by this subsection may be On-Site or Off-Site Signs.

H. **Temporary Signs.** Temporary Signs are allowed within the Sign District and shall comply with the applicable provisions of the Code, except there shall be no limit in terms of sign area. Notwithstanding LAMC 14.4.16.C, temporary building identification signs requested in connection with building name changes shall be subject to a time limit of one span of 90 days in lieu of a span of a maximum of three 30-day in length installations.

I. **Wall Signs.** Wall Signs in the Chick Hearn Court, Figueroa Corridor, and Freeway-Edge Zone are allowed within the Sign District and shall comply with the applicable provisions of the Code. Wall Signs in the Arena Zone are subject to the following provisions:

1. **Sign Area**. An individual Wall Sign shall not exceed 3,694 square feet in area. The total combined area of Wall Signs shall not exceed 10,438 square feet in area. Wall Sign area within the Arena Zone shall not count against any LAMC wall sign area maximums for the remaining Sign Zones.

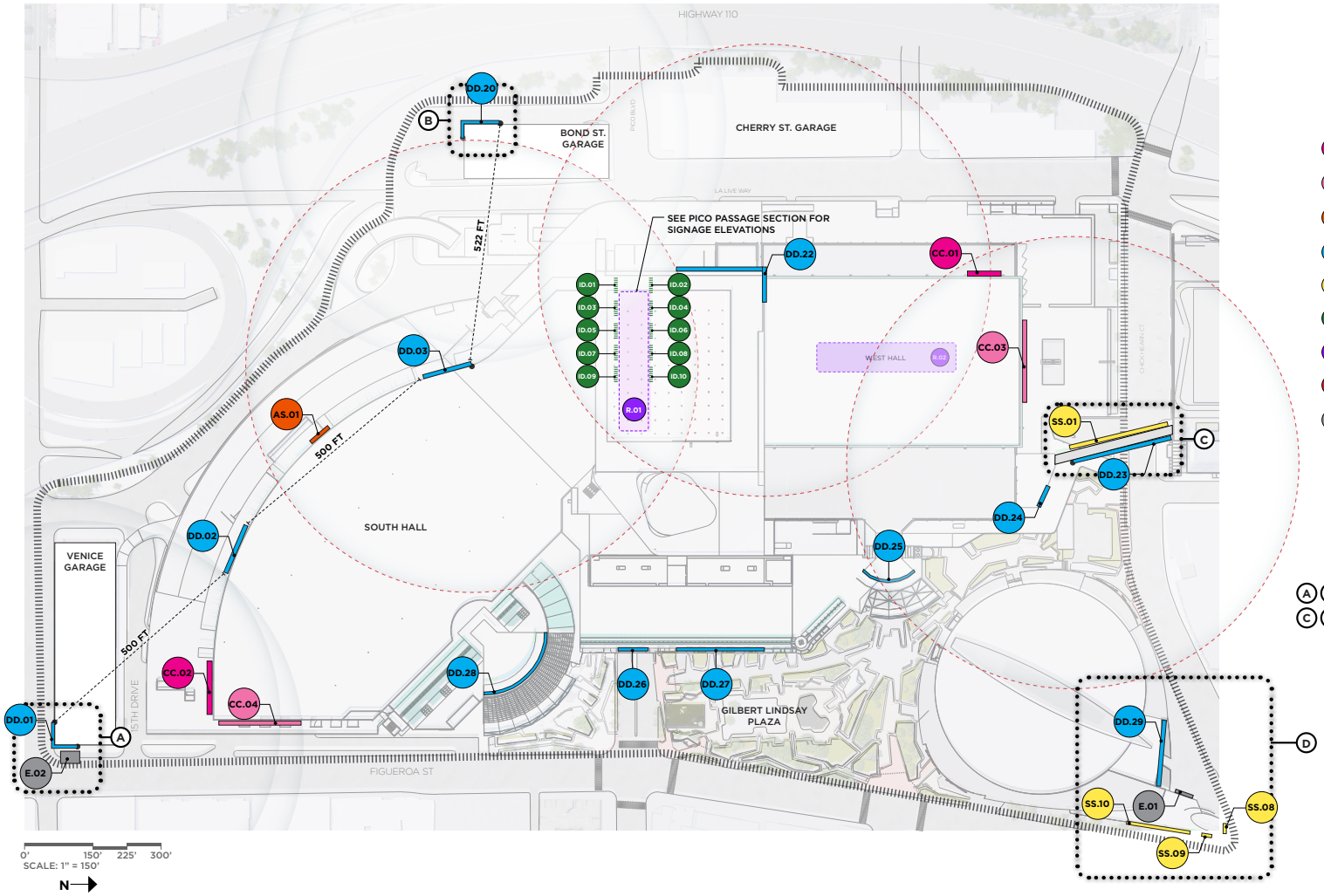
2. **Number and Location.** Wall Signs shall be installed in substantial conformance with the approximate locations identified in the Conceptual Sign Plan (Appendix A), including allowing for any extensions above the top of the wall of the building. For the purposes of this Ordinance, a Sign shall be considered in substantial conformance if it is within ten (10) feet on the vertical axis and fifty (50) feet on the horizontal axis from the location depicted on the Conceptual Sign Plan.

~~1.~~3. **On-Site Signs.** The Wall Signs permitted by this subsection shall be On-Site Signs.

I.J. **Window Signs.** Window Signs are allowed within the Sign District and shall comply with the applicable provisions of the Code, except there shall be no limit in terms of sign area.

SECTION 8. SEVERABILITY.

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



SIGN TYPES LEGEND

- CC — LACC IDENTIFICATION SIGN (New)
- CC — LACC IDENTIFICATION SIGN (Existing)
- AS — ARENA IDENTIFICATION SIGN
- DD — DIGITAL DISPLAY
- SS — SUPERGRAPHIC SIGN
- ID — PICO PASSAGE: ID SIGNAGE, MURALS, ART DISPLAYS
- R — ROOF IDENTITY SIGNAGE
- ES — EVENT SIGN
- E — EXISTING SIGNAGE

(A) (B) (C) (D) ADJACENT SIGNAGE NOT ATTACHED TO THE CONVENTION CENTER WILL MAINTAIN A CONSISTENT DESIGN STYLE AND GUIDELINES AS REST OF CAMPUS

PICO PASSAGE				
ID	HEIGHT	WIDTH	AREA	LOCATION
ID.01	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.02	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.03	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.04	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.05	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.06	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.07	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.08	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.09	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.10	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
2,500 SF (PREVIOUSLY 35,987*)				

*For previous figures, refer to Farmers Field EIR "Static Signage Totals"

SUPERGRAPHIC SIGN				
ID	HEIGHT	WIDTH	AREA	LOCATION
SS.01	20'-0"	265'-0"	5,300 SF	NORTH LOBBY BRIDGE
SS.08	47'-0"	12'-0"	564 SF	ARENA SIGN
SS.09	33'-0"	60'-0"	1,980 SF	ARENA SIGN
SS.10	12'-0"	84'-0"	1,008 SF	ARENA SIGN
8,852 SF				

ROOF IDENTITY SIGNAGE				
ID	HEIGHT	WIDTH	AREA	LOCATION
R.01	105'-6"	245'-0"	25,848 SF	PICO HALL ROOF
R.02	75'-0"	345'-0"	25,875 SF	WEST HALL ROOF
51,723 SF (PREVIOUSLY 59,200)				

*For previous figures, refer to Farmers Field EIR "Roof Identity Totals"

ARENA IDENTIFICATION SIGNAGE				
ID	HEIGHT	WIDTH	AREA	LOCATION
AS.01	24'-0"	75'-0"	1,800 SF	SOUTH HALL
1,800 SF				

LACC IDENTITY SIGN - NEW				
ID	HEIGHT	WIDTH	AREA	LOCATION
CC.01	20'-0"	65'-0"	1,300 SF	WEST HALL
CC.02	7'-6"	100'-0"	750 SF	SOUTH HALL
2,050 SF (PREVIOUSLY 18,050)				

*For previous figures, refer to Farmers Field EIR "Maximum Total Project Signage"

DIGITAL DISPLAY				
ID	HEIGHT	WIDTH	AREA	LOCATION
DD.01	22'-0"	85'-0"	1,870 SF	VENICE GARAGE
DD.02	35'-0"	110'-0"	3,850 SF	SOUTH HALL
DD.03	35'-0"	110'-0"	3,850 SF	SOUTH HALL
DD.20	26'-0"	97'-0"	2,522 SF	BOND ST. GARAGE
DD.22	50'-0"	268'-0"	13,400 SF	PICO HALL
DD.23	20'-0"	265'-0"	5,300 SF	NORTH LOBBY BRIDGE
DD.24	28'-0"	50'-0"	1,400 SF	NORTH LOBBY
DD.25	58'-0"	160'-0"	9,280 SF	WEST HALL LOBBY
DD.26	40'-0"	75'-0"	3,000 SF	CONCOURSE HALL
DD.27	53'-0"	100'-0"	5,300 SF	CONCOURSE HALL
DD.28	72'-0"	180'-0"	12,960 SF	SOUTH HALL LOBBY
DD.29	27'-0"	112'-0"	3,024 SF	ARENA SIGN
65,756 SF (PREVIOUSLY 57,486*)				

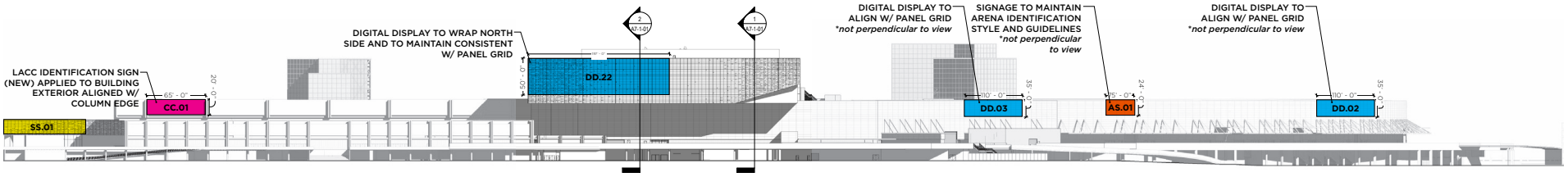
*For previous figures, refer to Farmers Field EIR "Digital Signage Totals"

CURRENT TOTALS
132,681 SF (PREVIOUS: 124,161*)

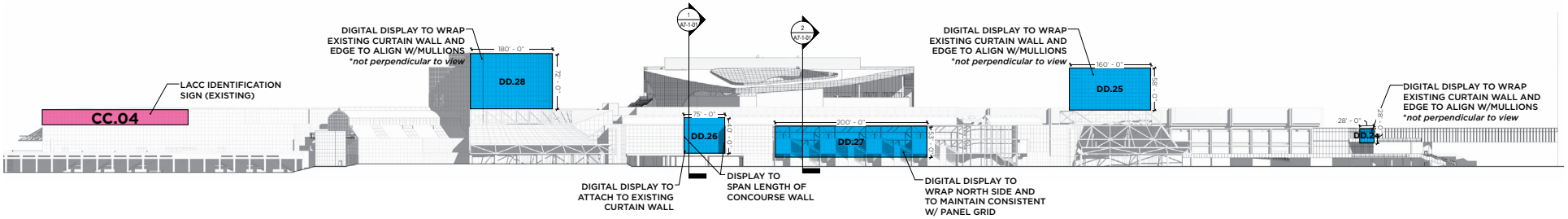
*For previous figures, refer to Farmers Field EIR "Maximum Total Project Signage"

EXISTING SIGNAGE				
ID	HEIGHT	WIDTH	AREA	LOCATION
E.01	Field Verify	Field Verify	Field Verify	ARENA SIGN
E.02	122'-6"	36'-0"	4,414 SF	ARENA SIGN MARQUEE
4,414 SF				

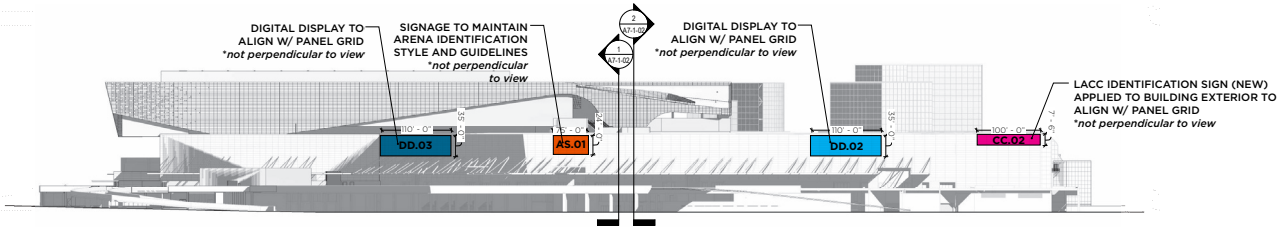
LACC SIGNAGE - EXISTING				
ID	HEIGHT	WIDTH	AREA	LOCATION
CC.03	20'-0"	180'-0"	3,600 SF	WEST HALL
CC.04	66'-8"	180'-0"	1,305 SF	SOUTH HALL
4,905 SF				



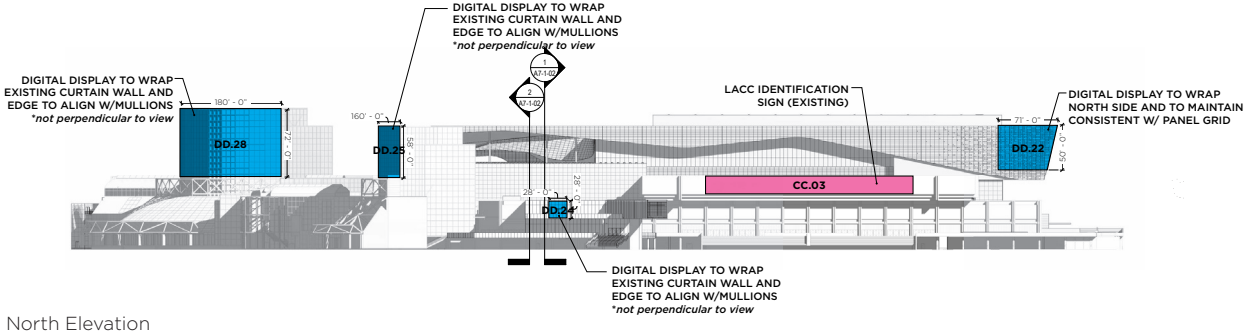
West Elevation



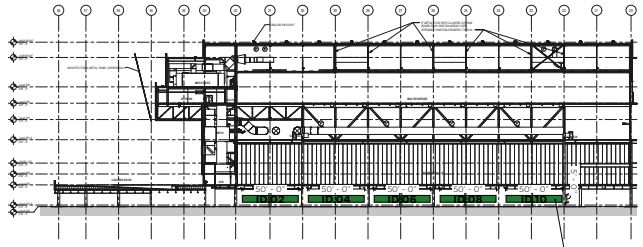
East Elevation



South Elevation

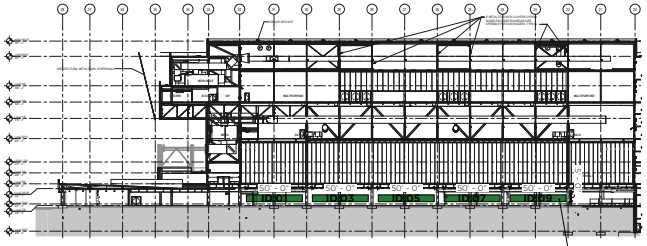


North Elevation



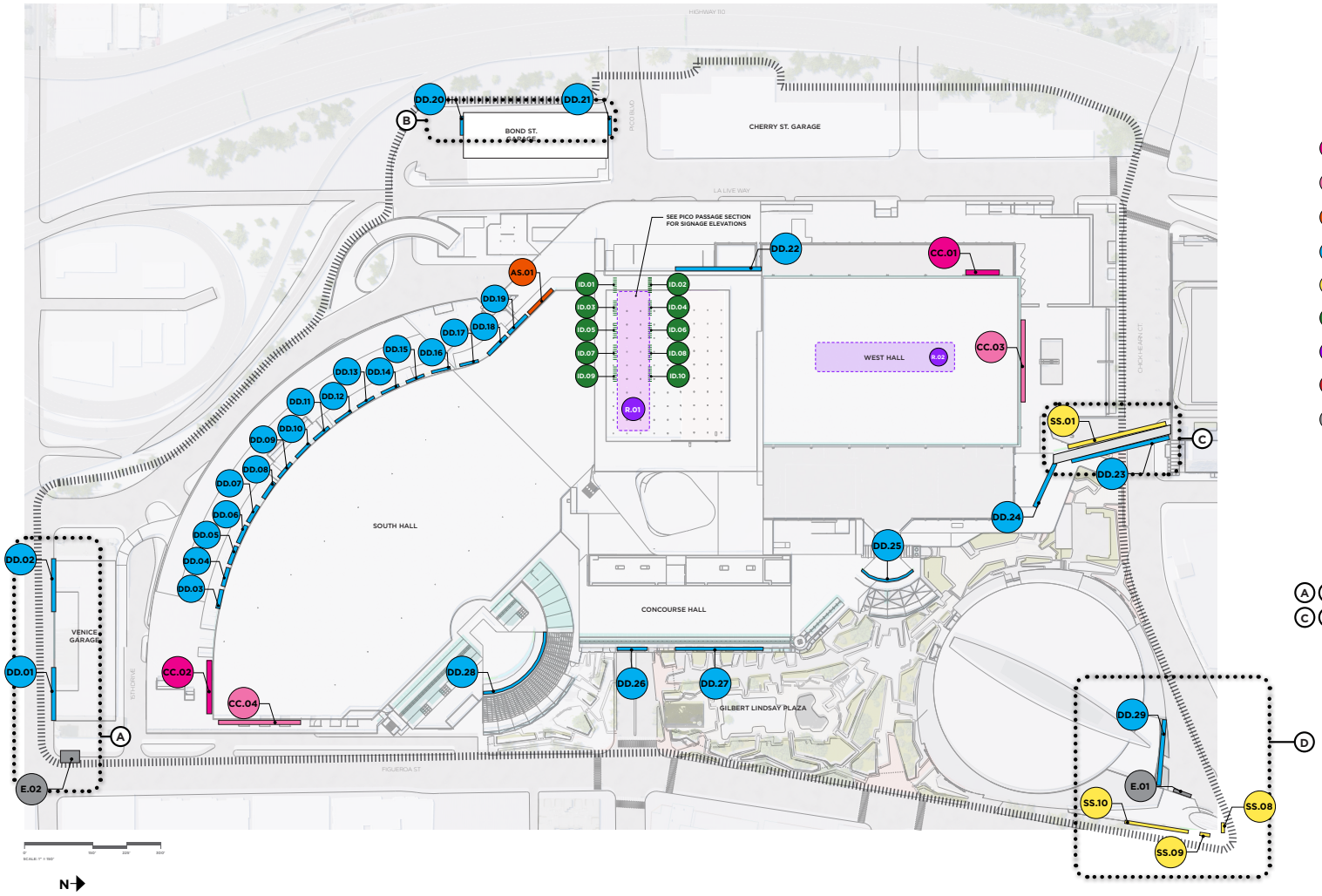
Overall Building Section Through Pico Looking North

PICO PASSAGE: ID SIGNAGE, MURALS, ART DISPLAYS TO ALIGN W/ PANEL GRID



Overall Building Section Through Pico Looking South

PICO PASSAGE: ID SIGNAGE, MURALS, ART DISPLAYS TO ALIGN W/ PANEL GRID



SIGN TYPES LEGEND

- CC — LACC IDENTIFICATION SIGN (New)
- CC — LACC IDENTIFICATION SIGN (Existing)
- AS — ARENA IDENTIFICATION SIGN
- DD — DIGITAL DISPLAY
- SS — SUPERGRAPHIC SIGN
- ID — PICO PASSAGE: ID SIGNAGE, MURALS, ART DISPLAYS
- R — ROOF IDENTITY SIGNAGE
- ES — EVENT SIGN
- E — EXISTING SIGNAGE

(A) (B) (C) (D) ADJACENT SIGNAGE NOT ATTACHED TO THE CONVENTION CENTER WILL MAINTAIN A CONSISTENT DESIGN STYLE AND GUIDELINES AS REST OF CAMPUS

PICO PASSAGE				
ID	HEIGHT	WIDTH	AREA	LOCATION
ID.01	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.02	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.03	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.04	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.05	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.06	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.07	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.08	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.09	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.10	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
2,500 SF (PREVIOUSLY 35,987*)				

*For previous figures, refer to Farmers Field EIR "Static Signage Totals"

SUPERGRAPHIC SIGN				
ID	HEIGHT	WIDTH	AREA	LOCATION
SS.01	20'-0"	265'-0"	5,300 SF	NORTH LOBBY BRIDGE
SS.08	47'-0"	12'-0"	564 SF	ARENA SIGN
SS.09	33'-0"	60'-0"	1,980 SF	ARENA SIGN
SS.10	12'-0"	84'-0"	1,008 SF	ARENA SIGN
8,852 SF				

ROOF IDENTITY SIGNAGE				
ID	HEIGHT	WIDTH	AREA	LOCATION
R.01	105'-6"	245'-0"	25,848 SF	PICO HALL ROOF
R.02	75'-0"	345'-0"	25,875 SF	WEST HALL ROOF
51,723 SF (PREVIOUSLY 59,200)				

*For previous figures, refer to Farmers Field EIR "Roof Identity Totals"

ARENA IDENTIFICATION SIGNAGE				
ID	HEIGHT	WIDTH	AREA	LOCATION
AS.01	24'-0"	75'-0"	1,800 SF	SOUTH HALL
1,800 SF				

LACC IDENTITY SIGN - NEW				
ID	HEIGHT	WIDTH	AREA	LOCATION
CC.01	20'-0"	65'-0"	1,300 SF	WEST HALL
CC.02	7'-6"	100'-0"	750 SF	SOUTH HALL
2,050 SF (PREVIOUSLY 18,050)				

*For previous figures, refer to Farmers Field EIR "Maximum Total Project Signage"

DIGITAL DISPLAY				
ID	HEIGHT	WIDTH	AREA	LOCATION
DD.01	20'-0"	60'-0"	1,200 SF	VENICE GARAGE
DD.02	20'-0"	60'-0"	1,200 SF	VENICE GARAGE
DD.03	24'-0"	48'-0"	1,152 SF	SOUTH HALL
DD.04	24'-0"	48'-0"	1,152 SF	SOUTH HALL
DD.05	24'-0"	48'-0"	1,152 SF	SOUTH HALL
DD.06	24'-0"	48'-0"	1,152 SF	SOUTH HALL
DD.07	24'-0"	48'-0"	1,152 SF	SOUTH HALL
DD.08	24'-0"	48'-0"	1,152 SF	SOUTH HALL
DD.09	24'-0"	48'-0"	1,152 SF	SOUTH HALL
DD.10	24'-0"	48'-0"	1,152 SF	SOUTH HALL
DD.11	24'-0"	48'-0"	1,152 SF	SOUTH HALL
DD.12	24'-0"	48'-0"	1,152 SF	SOUTH HALL
DD.13	24'-0"	48'-0"	1,152 SF	SOUTH HALL
DD.14	24'-0"	48'-0"	1,152 SF	SOUTH HALL
DD.15	24'-0"	48'-0"	1,152 SF	SOUTH HALL
DD.16	24'-0"	48'-0"	1,152 SF	SOUTH HALL
DD.17	24'-0"	48'-0"	1,152 SF	SOUTH HALL
DD.18	24'-0"	48'-0"	1,152 SF	SOUTH HALL
DD.19	24'-0"	48'-0"	1,152 SF	SOUTH HALL
DD.20	20'-0"	60'-0"	1,200 SF	BOND ST. GARAGE
DD.21	20'-0"	60'-0"	1,200 SF	BOND ST. GARAGE
DD.22	44'-0"	190'-0"	8,360 SF	PICO HALL
DD.23	20'-0"	265'-0"	5,300 SF	NORTH LOBBY BRIDGE
DD.24	28'-0"	50'-0"	1,400 SF	NORTH LOBBY
DD.25	58'-0"	160'-0"	9,280 SF	WEST HALL LOBBY
DD.26	40'-0"	75'-0"	3,000 SF	CONCOURSE HALL
DD.27	53'-0"	100'-0"	5,300 SF	CONCOURSE HALL
DD.28	72'-0"	180'-0"	12,960 SF	SOUTH HALL LOBBY
DD.29	27'-0"	112'-0"	3,024 SF	ARENA SIGN
73,008 SF (PREVIOUSLY 69,778*)				

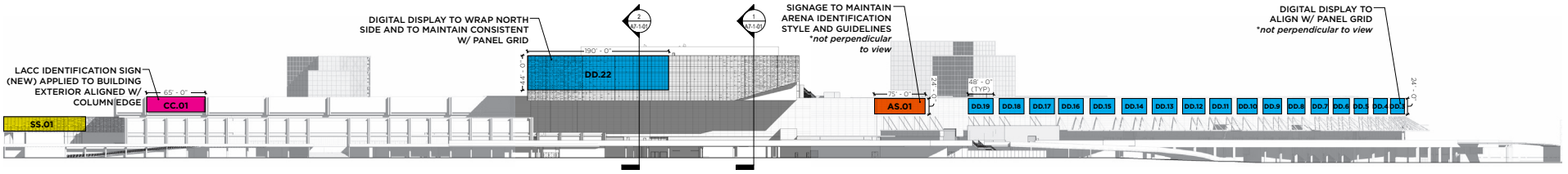
*For previous figures, refer to Farmers Field EIR "Maximum Total Project Signage"

CURRENT TOTALS
139,933 SF (PREVIOUS: 124,161*)

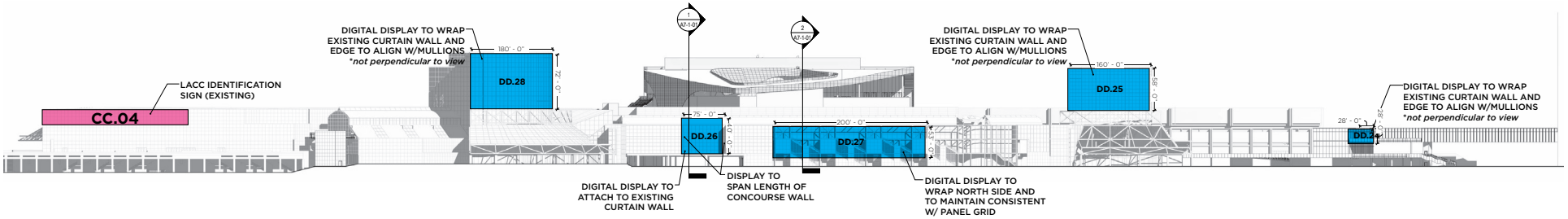
*For previous figures, refer to Farmers Field EIR "Maximum Total Project Signage"

EXISTING SIGNAGE				
ID	HEIGHT	WIDTH	AREA	LOCATION
E.01	Field Verify	Field Verify	Field Verify	ARENA SIGN
E.02	122'-6"	36'-0"	4,414 SF	ARENA SIGN MARQUEE
4,414 SF				

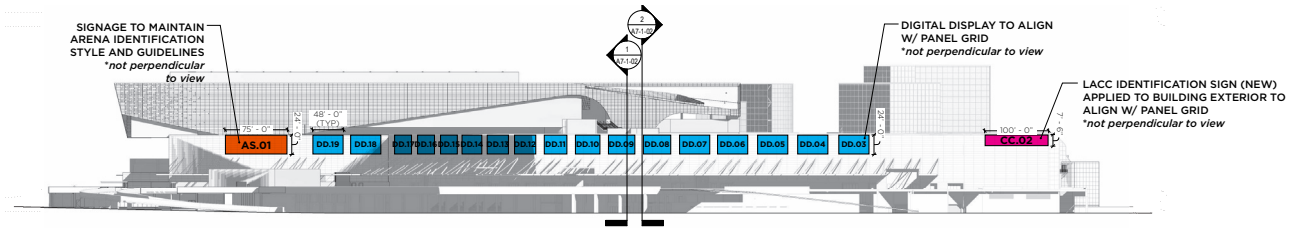
LACC SIGNAGE - EXISTING				
ID	HEIGHT	WIDTH	AREA	LOCATION
CC.03	20'-0"	180'-0"	3,600 SF	WEST HALL
CC.04	66'-8"	180'-0"	1,305 SF	SOUTH HALL
4,905 SF				



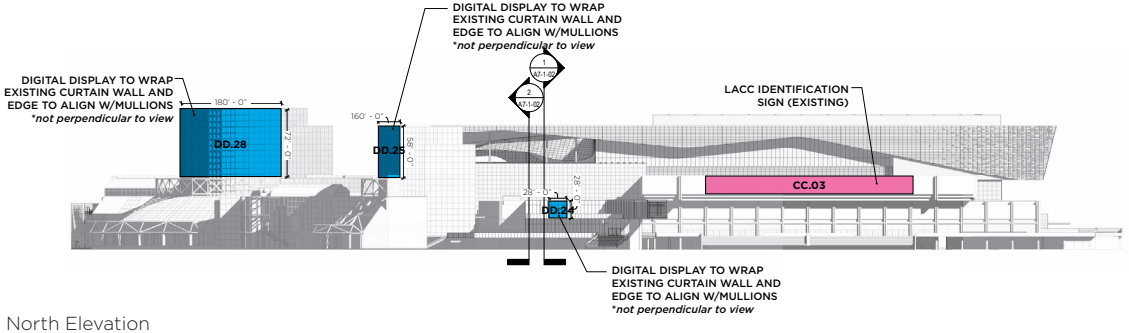
West Elevation



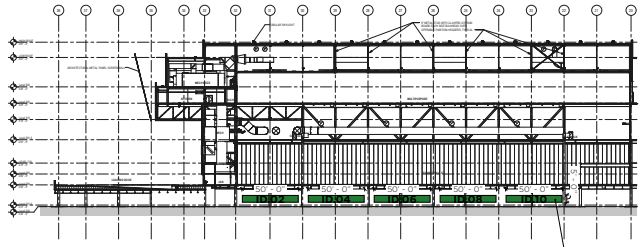
East Elevation



South Elevation

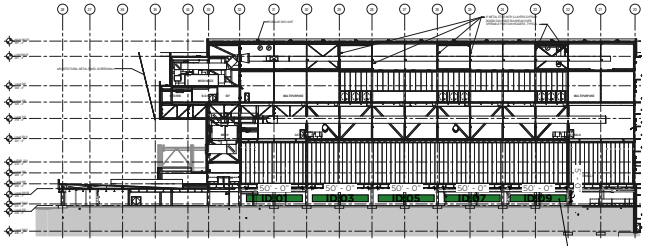


North Elevation



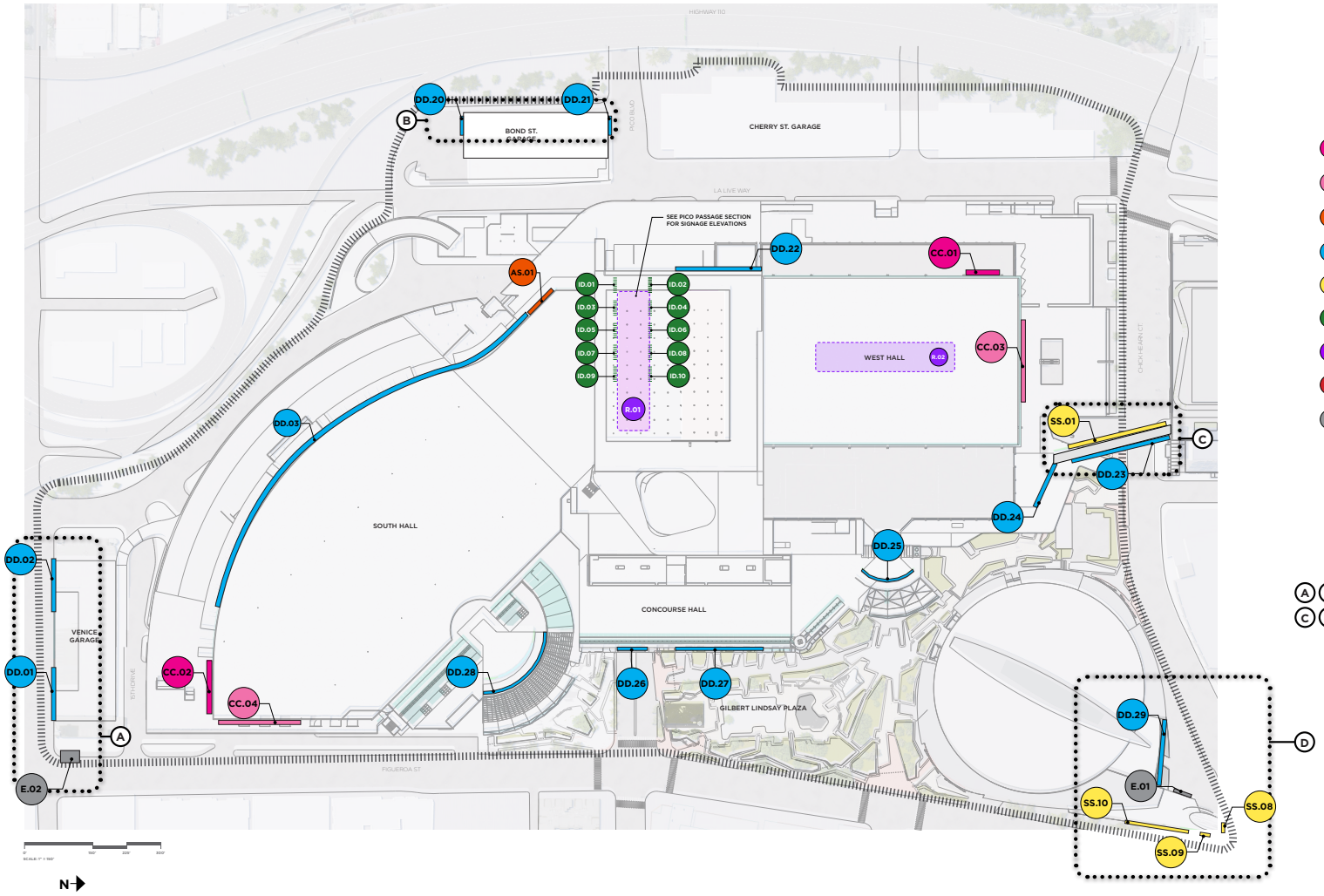
Overall Building Section Through Pico Looking North

PICO PASSAGE: ID SIGNAGE, MURALS, ART DISPLAYS TO ALIGN W/ PANEL GRID



Overall Building Section Through Pico Looking South

PICO PASSAGE: ID SIGNAGE, MURALS, ART DISPLAYS TO ALIGN W/ PANEL GRID



SIGN TYPES LEGEND

- CC — LACC IDENTIFICATION SIGN (New)
- CC — LACC IDENTIFICATION SIGN (Existing)
- AS — ARENA IDENTIFICATION SIGN
- DD — DIGITAL DISPLAY
- SS — SUPERGRAPHIC SIGN
- ID — PICO PASSAGE: ID SIGNAGE, MURALS, ART DISPLAYS
- R — ROOF IDENTITY SIGNAGE
- ES — EVENT SIGN
- E — EXISTING SIGNAGE

A B C D — ADJACENT SIGNAGE NOT ATTACHED TO THE CONVENTION CENTER WILL MAINTAIN A CONSISTENT DESIGN STYLE AND GUIDELINES AS REST OF CAMPUS

PICO PASSAGE				
ID	HEIGHT	WIDTH	AREA	LOCATION
ID.01	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.02	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.03	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.04	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.05	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.06	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.07	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.08	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.09	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.10	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
2,500 SF (PREVIOUSLY 35,987*)				

*For previous figures, refer to Farmers Field EIR "Static Signage Totals"

SUPERGRAPHIC SIGN				
ID	HEIGHT	WIDTH	AREA	LOCATION
SS.01	20'-0"	265'-0"	5,300 SF	NORTH LOBBY BRIDGE
SS.08	47'-0"	12'-0"	564 SF	ARENA SIGN
SS.09	33'-0"	60'-0"	1,980 SF	ARENA SIGN
SS.10	12'-0"	84'-0"	1,008 SF	ARENA SIGN
8,852 SF				

ROOF IDENTITY SIGNAGE				
ID	HEIGHT	WIDTH	AREA	LOCATION
R.01	105'-6"	245'-0"	25,848 SF	PICO HALL ROOF
R.02	75'-0"	345'-0"	25,875 SF	WEST HALL ROOF
51,723 SF (PREVIOUSLY 59,200)				

*For previous figures, refer to Farmers Field EIR "Roof Identity Totals"

ARENA IDENTIFICATION SIGNAGE				
ID	HEIGHT	WIDTH	AREA	LOCATION
AS.01	24'-0"	75'-0"	1,800 SF	SOUTH HALL
1,800 SF				

LACC IDENTITY SIGN - NEW				
ID	HEIGHT	WIDTH	AREA	LOCATION
CC.01	20'-0"	65'-0"	1,300 SF	WEST HALL
CC.02	7'-6"	100'-0"	750 SF	SOUTH HALL
2,050 SF (PREVIOUSLY 18,050)				

*For previous figures, refer to Farmers Field EIR "Maximum Total Project Signage"

DIGITAL DISPLAY				
ID	HEIGHT	WIDTH	AREA	LOCATION
DD.01	20'-0"	60'-0"	1,200 SF	VENICE GARAGE
DD.02	20'-0"	60'-0"	1,200 SF	VENICE GARAGE
DD.03	24'-0"	1,110'-0"	26,400 SF	SOUTH HALL
DD.20	20'-0"	60'-0"	1,200 SF	BOND ST. GARAGE
DD.21	20'-0"	60'-0"	1,200 SF	BOND ST. GARAGE
DD.22	44'-0"	190'-0"	8,360 SF	PICO HALL
DD.23	20'-0"	265'-0"	5,300 SF	NORTH LOBBY BRIDGE
DD.24	28'-0"	50'-0"	1,400 SF	NORTH LOBBY
DD.25	58'-0"	160'-0"	9,280 SF	WEST HALL LOBBY
DD.26	40'-0"	75'-0"	3,000 SF	CONCOURSE HALL
DD.27	53'-0"	100'-0"	5,300 SF	CONCOURSE HALL
DD.28	72'-0"	180'-0"	12,960 SF	SOUTH HALL LOBBY
DD.29	27'-0"	112'-0"	3,024 SF	ARENA SIGN
79,824 SF (PREVIOUSLY 69,778*)				

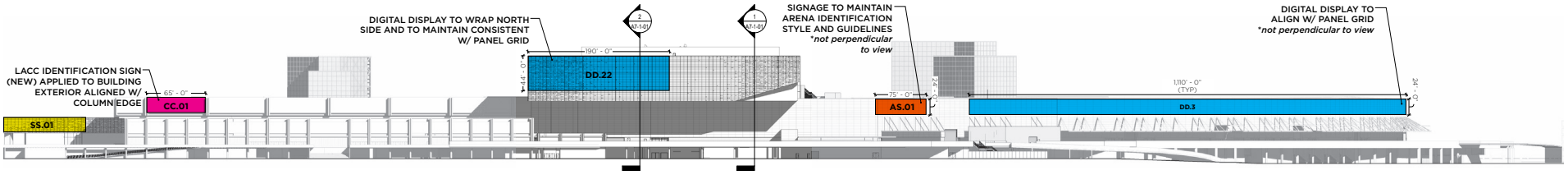
*For previous figures, refer to Farmers Field EIR "Maximum Total Project Signage"

CURRENT TOTALS
146,749 SF (PREVIOUS: 124,161*)

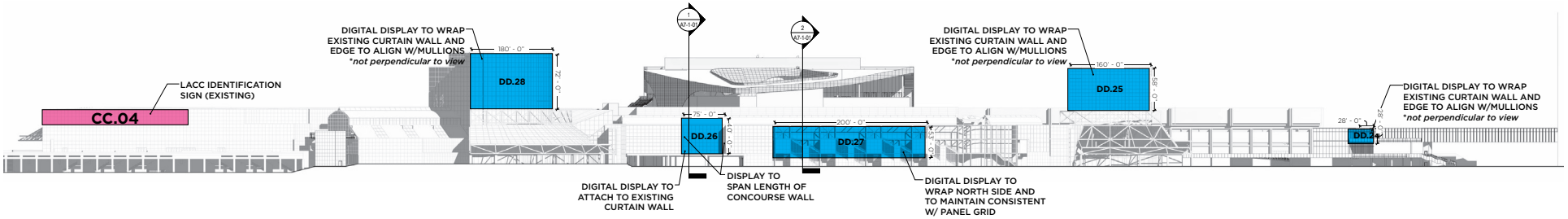
*For previous figures, refer to Farmers Field EIR "Maximum Total Project Signage"

EXISTING SIGNAGE				
ID	HEIGHT	WIDTH	AREA	LOCATION
E.01	Field Verify	Field Verify	Field Verify	ARENA SIGN
E.02	122'-6"	36'-0"	4,414 SF	ARENA SIGN MARQUEE
4,414 SF				

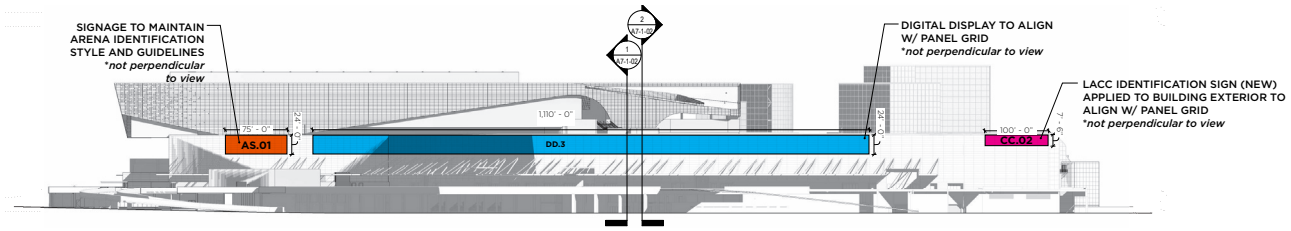
LACC SIGNAGE - EXISTING				
ID	HEIGHT	WIDTH	AREA	LOCATION
CC.03	20'-0"	180'-0"	3,600 SF	WEST HALL
CC.04	66'-8"	180'-0"	1,305 SF	SOUTH HALL
4,905 SF				



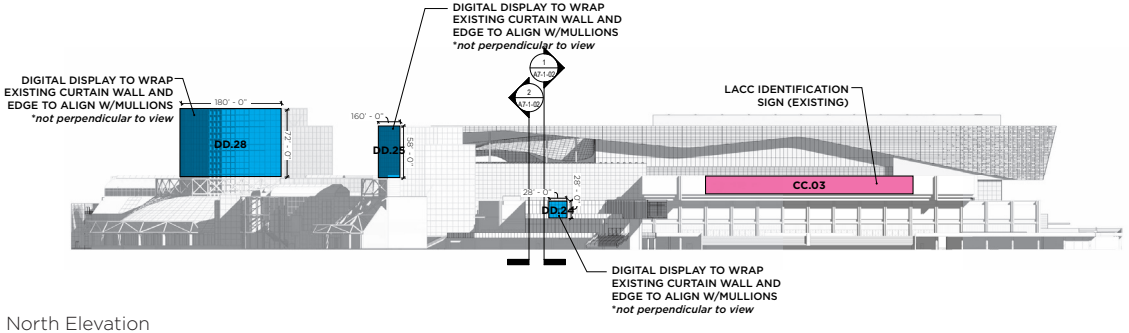
West Elevation



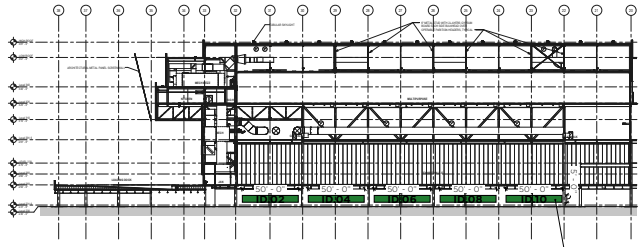
East Elevation



South Elevation

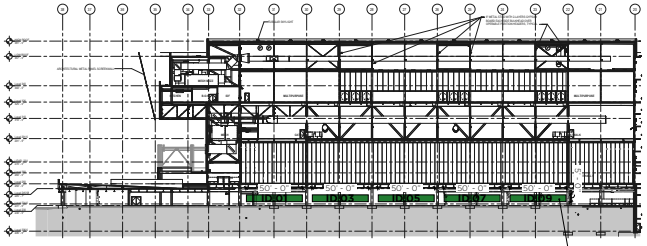


North Elevation



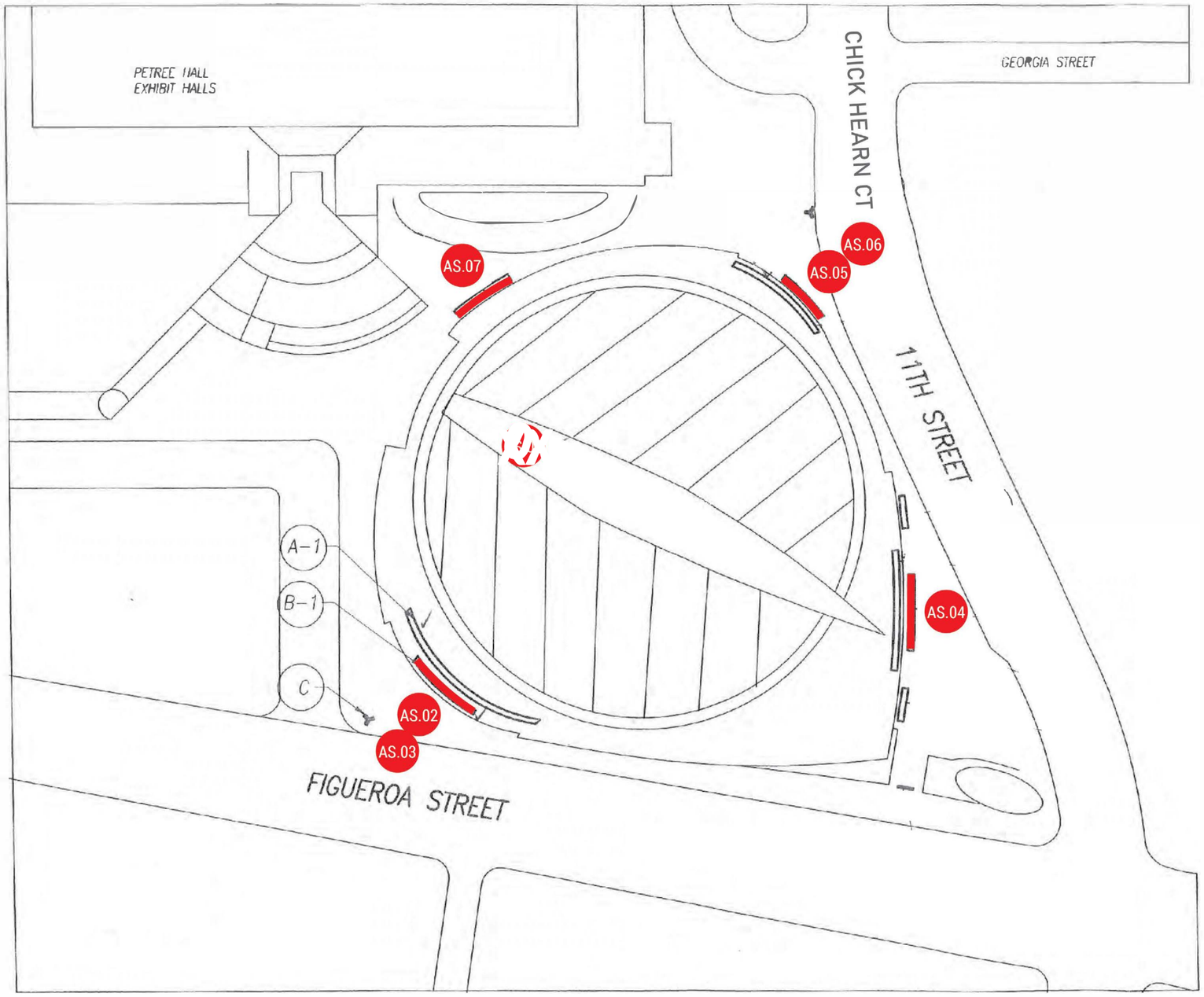
Overall Building Section Through Pico Looking North

PICO PASSAGE: ID SIGNAGE, MURALS, ART DISPLAYS TO ALIGN W/ PANEL GRID



Overall Building Section Through Pico Looking South

PICO PASSAGE: ID SIGNAGE, MURALS, ART DISPLAYS TO ALIGN W/ PANEL GRID



SIGN LOCATION PLAN | SCALE: NTS

Arena Zone Wall Signs

- AS.03 MAIN BUILDING IDENTIFICATION: 3,694 ф
- AS.03 SECONDARY IDENTIFICATION: 400 ф
- AS.03 MAIN BUILDING IDENTIFICATION: 1,949.7 ф
- AS.03 MAIN BUILDING IDENTIFICATION: 3,694 ф
- AS.03 SECONDARY IDENTIFICATION: 400 ф
- AS.03 SECONDARY IDENTIFICATION: 400 ф

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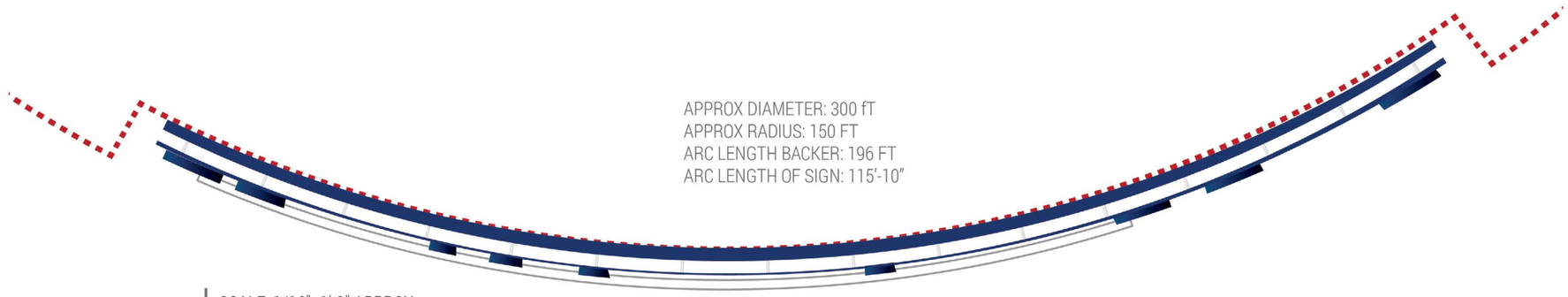
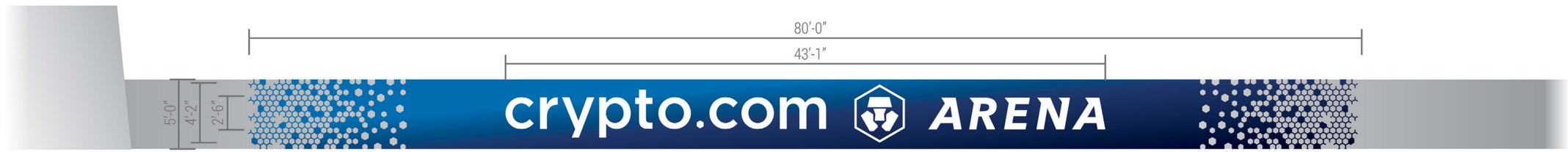


TOP VIEW | SCALE: 1/16"=1'-0" APPROX

AS.02 FIGUERIA STREET
ARCHITECTURAL FEATURE & SIGN | SCALE: 1/16"=1'-0" APPROX
SIGN SQ FT: 3,694

SIDE VIEW | SCALE: 1/16"=1'-0"



AS.03 ARCHITECTURAL FEATURE & SIGN | SCALE: 1/8"=1'-0" APPROX
SIGN SQ FT: 400

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EXTERIOR RENDERING | SCALE: NTS

AT FIGUEROA ST ENTRANCE

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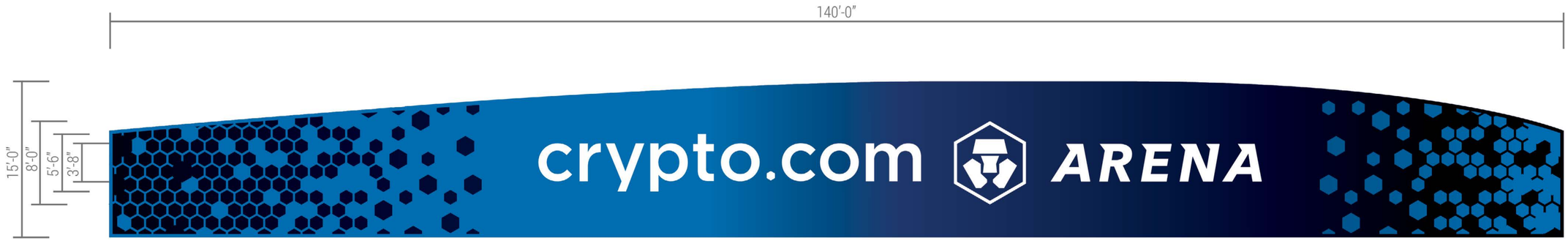

AS.04 FRONT VIEW | SCALE: 3/32"=1'-0"

SIZE IS APPROXIMATE, REQUIRES FIELD VERIFCATION

TOTAL SQ FT: 1,949.7

AREA CALCULATED | SCALE: 3/32"=1'-0"

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STAR PLAZA RENDERING | SCALE: NTS

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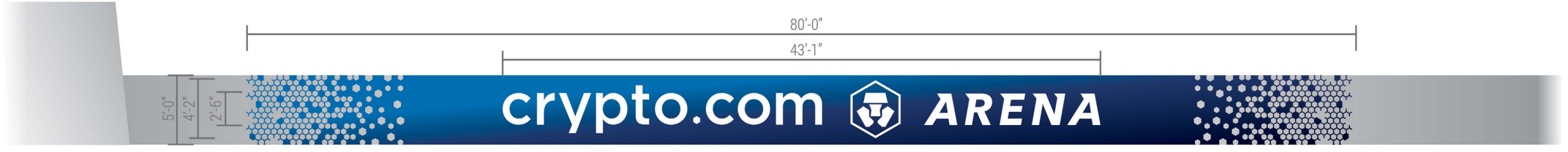
TOP VIEW | SCALE: 1/16"=1'-0" APPROX

AS.05 CHICK HEARN CT (11TH STREET)
ARCHITECTURAL FEATURE & SIGN | SCALE: 1/16"=1'-0" APPROX
SIGN SQ FT: 3,694

SIDE VIEW | SCALE: 1/16"=1'-0"



AS.06 ARCHITECTURAL FEATURE & SIGN | SCALE: 1/8"=1'-0" APPROX
SIGN SQ FT: 400

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EXTERIOR RENDERING | SCALE: NTS

AT CHICK HEARN CT (11TH STREET) ENTRANCE

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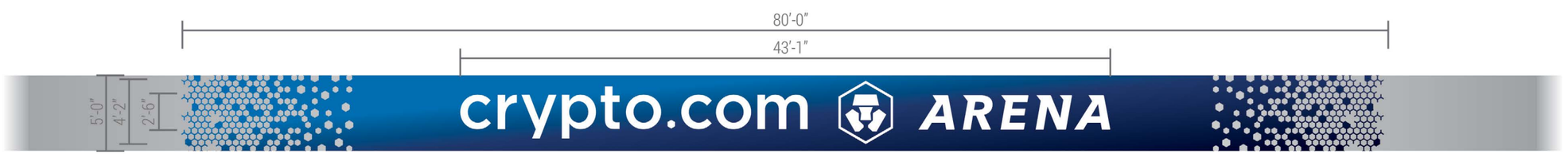
VIP ENTRANCE RENDERING | SCALE: NTS



AS.07 ARCHITECTURAL FEATURE & SIGN | SCALE: 1/8"=1'-0" APPROX

SIGN SQ FT: 400

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