

REQUESTED AMENDMENTS TO THE CONVENTION CENTER AND ARENA SIGN DISTRICT ORDINANCE

SECTION 4. DEFINITIONS.

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. A sign with the name of the entity for which development within the area bounded by Figueroa Street, Chick Hearn Court, L.A. Live Way, and Olympic Boulevard is named is not an Off-Site Sign.

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 where the use or sign is located. A sign with the name of the entity for which development within the area bounded by Figueroa Street, Chick Hearn Court, L.A. Live Way, and Olympic Boulevard is named is an On-Site Sign.

SECTION 6. GENERAL REQUIREMENTS.

H. Sign Illumination Plan.

- Brightness.** Digital Displays shall have a nighttime brightness no greater than ~~300~~ 600 candelas per square meter, all white, within the Figueroa Corridor Sign Zone and the Arena 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.

SECTION 7. STANDARDS FOR SPECIFIC TYPES OF SIGNS

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

- Sign Area.** An individual Digital Display shall not exceed 26,400 square feet 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	3,216sf	6,700 sf	30,540 sf	25,492 sf (Option A) 32,744 sf (Option B) 39,560 sf (Option C)
<i>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.</i>				
<u><i>NOTE: Digital Displays on Pillar Signs in Arena Zone are not subject to the maximum total</i></u>				

Digital Display limit.

2. **Number and Location.** Digital Displays shall be installed in substantial conformance with the approximate number and locations identified in any of the Conceptual Sign Plan options or in combination among the options provided that the total of all Digital Displays in the Freeway-Edge Zone shall not exceed 39,560 square feet (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.

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. in the Arena Zone 9 Pillar Signs be a maximum of 100 square feet in sign area per sign face. See Section 7.D.5 below for sign area limits for Digital Displays on Pillar Signs in the Arena Zone.
2. **Height.** The height of a Pillar Sign shall not exceed a maximum of eight feet, except within the Figueroa Corridor Sign Zone and the Arena Zone where each Pillar sign shall be a maximum of 12 feet in height. Further, in the Arena Zone up to nine additional Pillar Signs may be up to a maximum of 30 feet in height. The height of any Digital Display on any of the 9 Pillar Signs in the Arena Zone shall not exceed 20 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. **Digital Displays.** Pillar Signs shall not include Digital Displays, except in the Arena Zone where up to 9 Pillar Signs may include up to 75 square feet of Digital Display. The Digital Displays shall not be subject to the sign area, number, and location requirements of Sections 7.C.1 and 7.C.2.
6. **Illumination.** Pillar Signs shall be non-illuminated or internally illuminated except in the Arena Zone where Pillar Signs may be internally or externally illuminated.
7. **On-Site and Off-Site Standards.** ~~Pedestrian~~ Pillar Signs shall be On-Site Signs. except in the Arena Zone where Pillar Signs may be On-Site Signs or Off-Site Signs.
8. No Off-Site signage shall face or front Gilbert Lindsay Plaza.

I. Wall Signs. Wall Signs do not include Digital Displays and Supergraphic Signs.

1. 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, or with the sign area and location identified for Wall Signs AS.01, CC.01, CC.02,

CC.03, and CC.04, as identified in the Conceptual Sign Plan (Appendix A), whichever is more permissive. Notwithstanding the foregoing, AS.01 may be up to 6,000 square feet.