DEPARTMENT OF CITY PLANNING
RECOMMENDATION REPORT

City Planning Commission

Date: December 11, 2008
Time: After 8:30 AM
Place: City Hall Council Chambers, 3rd Floor
       200 N. Spring St.
       Los Angeles, CA 90012

Public Hearing: November 10, 2008
Appeal: N/A

Case No.: CPC-2007-842-SN
CEQA No.: ENV-2007-843-MND
Incidental Cases: None
Related Cases: None
Council No.: 9
Plan Area: Central City
Specific Plan: N/A
Certified NC: Downtown Los Angeles
GPLU: Regional Center, High Density Residential
Zone: C2-4D, [Q] R5-4D
Applicant: LA Southpark High-Rise, LP
Representative: Craig Lawson & Associates

PROJECT LOCATION: 900 S. Figueroa St. (Block bounded by 9th Street to the north, Flower Street to the east,
                    Olympic Boulevard to the south, and Figueroa Street to the west)

PROPOSED PROJECT: The proposed Figueroa and Olympic Signage Supplemental Use District (Sign District) would create a Supplemental Use District permitting and regulating signage. The Sign District would establish permitted and prohibited types of signage based on geographic location in a number of sub-districts and vertical sign zones. The Sign District would also regulate signage characteristics including, but not limited to, the following: design and materials, electronic displays, animated/illuminated signage, permitted sign area, sign location, offsite content, or number of signs.

REQUESTED ACTION:
1. Pursuant to Section 13.11 of the Municipal Code, the creation of a Sign Supplemental Use District.
2. Adoption of a Mitigated Negative Declaration for the above referenced project.

RECOMMENDED ACTIONS:
1. Approve and Recommend that the City Council Adopt the requested Sign District, as modified and subject to the review of the City Attorney as to form and legality, attached as Exhibit D.
2. Adopt the attached findings, including the related environmental finding that Mitigated Negative Declaration prepared for this action, ENV-2007-843-MND, is adequate environmental clearance for the subject request.
3. Advise the applicant that, pursuant to California State Public Resources Code Section 21081.6, the City shall monitor or require evidence that mitigation conditions are implemented and maintained throughout the life of the project and the City may require any necessary fees to cover the cost of such monitoring.

4. Advise the applicant that pursuant to State Fish and Game Code Section 711.4, a Fish and Game Fee and / or Certificate of Fee Exemption is now required to be submitted to the County Clerk to or concurrent with the Environmental Notice of Determination (NOD) filing.

S. GAIL GOLDBERG, AICP
Director of Planning

______________________________  ________________________________
David Gay, Principal City Planner  Charles Rausch, Senior City Planner

______________________________  ________________________________
Kevin Keller, Senior City Planner  Jon Tanury, City Planning Assistant
213-978-1214

ADVICE TO PUBLIC: *The exact time this report will be considered during the meeting is uncertain since there may be several other items on the agenda. Written communications may be mailed to the Commission Secretariat, Room 272, City Hall, 200 North Spring Street, Los Angeles, CA 90012 (Phone No. 213-978-1300). While all written communications are given to the Commission for consideration, the initial packets are sent to the week prior to the Commission’s meeting date. If you challenge these agenda items in court, you may be limited to raising only those issues you or someone else raised at the public hearing agendized herein, or in written correspondence on these matters delivered to this agency at or prior to the public hearing. As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability, and upon request, will provide reasonable accommodation to ensure equal access to this programs, services and activities. Sign language interpreters, assistive listening devices, or other auxiliary aids and/or other services may be provided upon request. To ensure availability of services, please make your request not later than three working days (72 hours) prior to the meeting by calling the Commission Secretariat at (213) 978-1300.
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PROJECT ANALYSIS

Project Summary

The proposed Figueroa and Olympic Signage Supplemental Use District (Sign District) permits a range of dynamic and innovative signs. These permissive sign regulations are intended to create a lively, colorful, and exciting pedestrian atmosphere with dynamic and illuminated graphics. The regulations also seek to limit visual clutter and protect existing historic resources. The project’s Conceptual Sign Plan permits a maximum of approximately 20,000 square feet of signage on approximately 400,000 square feet of building façade.

The project proposes two distinct sign Sub-Districts of varying sign intensity (Exhibit B2). Sub-District A is located along Figueroa Street and permits the greatest range, types, illumination and amounts of intense signage. Sub-District B permits a mid to low-range amount of more restrained signage, and is located on the remainder of the project area, mostly along Flower Street. Sub-District A is more permissive and intense due to the commercial and entertainment qualities of Figueroa Street, while Sub-District B is more subdued because of the mix of residential uses along Flower Street.

Signs are limited to a range of Vertical Sign Zones (Exhibit B1). There are three proposed Vertical Sign Zones: Sign Zone 1 for heights up to 25 feet, Level 2 from 25 to 100 feet, and Level 3 at 100 feet and up. Sign Zone 1 is geared primarily to storefront signage. Sign Level 2 is the most permissive Vertical Sign Zone. Animation, where conceptually permitted and subject to additional restrictions, is generally allowed only in Vertical Sign Zone 2 of Sub-District A. Vertical Sign Zone 3 is the most restrictive sign zone, and is the most removed from the public pedestrian realm. The boundaries of the Vertical Sign Zones were created to minimize viewshed and transportation impacts by restricting animated signage to areas above drivers’ general sight lines and keeping signage below a height that would allow visibility from outside the immediate surroundings.

These Sign Sub-Districts and Vertical Sign Zones are conceptually consistent with the regulations of the approved Los Angeles Sports and Entertainment District (LASED) Specific Plan to the south.

As part of the requested ordinance, Planning staff has required the development of a Conceptual Sign Plan to show the design, integration and interaction of future signage. This Conceptual Sign Plan is attached to this report. As revised by this recommendation, additional changes are made to the Conceptual Sign Plan are made to bring it into consistency with the proposed Ordinance. In general, the Plan includes several types of signage: Wall Signs, Integral Electronic Display Signs, Electronic Message Display Signs, Projecting Signs, Supergraphic Signs, Architectural Ledge Signs, Window Signs, High Rise Signs. The proposed Ordinance contains definitions for the specific sign types, while also regulating locations and sizes.

The Sign District also limits the hours of operation, type, size, animation and intensity of individual signs. The Ordinance includes a sign review process for complex major sign elements and animated signs, while streamlining the approval process for simple signage such as tenant signs.
As part of the requested Ordinance, Planning staff has required the development of a Conceptual Sign Plan to show the design, integration and interaction of future signage. This Conceptual Sign Plan is attached to this report. Planning staff also required the removal of all existing signage from the site as part of the project.

The proposed Ordinance also includes the requirement that all non-permitted and non-conforming signage, including billboards, be removed from the project area prior to the approval of any Electronic Message Display or Integral Electronic Display Sign under the Ordinance. Photographic evidence of such take-down shall be provided to the Director.

Background

The project site is a complete city block, bounded by Figueroa Street, Olympic Boulevard, 9th Street and Flower Street. The site comprises four main developments:

- The existing Variety Arts Center located mid-block on Figueroa Street. This is an existing Cultural Historic Resource.
- The 26-story Hanover Residential tower at 717 Olympic Boulevard, located at the corner of Figueroa Street and Olympic Boulevard. This mixed-use residential tower was completed earlier this year.
- The “Concerto” development occupies the northern half of the block. Currently under construction, this development consists of two high-rise residential towers with a smaller mid-rise mixed use component.
- The 21-story Fashion Institute of Design and Merchandising (FIDM) mixed-use tower is approved for the site at the corner of Olympic Boulevard and Flower Street. Construction has not yet begun on this development.

<table>
<thead>
<tr>
<th>Sub-Site</th>
<th>Location</th>
<th>Status (as of May 2007)</th>
<th>Stories</th>
<th>Land Use</th>
<th>Size (unit)</th>
</tr>
</thead>
</table>
| 717 Olympic Blvd.  | • 940–950 S. Figueroa St.  
                     • 717 W. Olympic Blvd. | under construction       | 26      | Condominiums 151     | 7,499 sf    |
|                 |                                   |                          |         | Retail            |             |
|                 |                                   |                          |         | Parking           | 231 spaces  |
| Variety Arts Center | • 940 S. Figueroa St.          | existing historic structure | 5       | Theatre and clubhouse | 72,426 sf  |
| Astani Site (“Concerto”) | • 900 S. Figueroa St.  
                        • 700 W. 9th St.  
                        • 901 S. Flower St. | under construction (grading and excavation phase) | 6, 28, and 28 | Condominiums 629     | 25,023 sf   |
|                 |                                   |                          |         | Retail            |             |
|                 |                                   |                          |         | Parking           | 977 spaces  |
| FIDM Site        | • 939 S. Flower St.  
                     • 709 W. Olympic Blvd. | entitled (temporarily being used as staging area) | 21      | Dwellings Units 112 | 90,000 sf   |
|                 |                                   |                          |         | Non-Residential   |             |
|                 |                                   |                          |         | Parking           | 366 spaces  |

Note: "du = dwelling unit.

The LASED is located directly south of the project site. Adopted in 2001, and amended in 2006 and 2007, the LASED is a mixed-use urban entertainment and sports district surrounding the City's Convention Center and STAPLES arena. The "LA LIVE" entertainment complex, including the Convention Center Hotel, is currently under construction within this area. LASED contains signage regulations designed to foster a...
high-level of activity and unique character within the project site, designed to mesh with
the sports and entertainment uses planned for the area.

The proposed Sign District as a whole serves as an extension and termination of the
LASED located directly south of the project site. Two of the major parcels within the
proposed Sign District fall under the existing LASED Development Agreement, but the
block is outside the boundaries of the Specific Plan and therefore currently has no
special signage regulations.

The Sub-Districts, as proposed, continue to encourage pedestrian activity along
Figueroa Street, while gradually placing additional limits and restrictions as one moves
away from the LA LIVE area. Sub-District B continues the strict restrictions of signage
along Flower Street to protect adjacent residential uses from visual impacts. Sub-District
A restricts the most intense signage to the Figueroa Street corridor, away from Olympic
Boulevard, 9th Street and Flower Street.

The block also falls under the adopted LASED Streetscape Plan, calling for wide,
comfortable sidewalks, upgraded street furniture and signature paving patterns
throughout.

Planning staff prepared a rigorous analysis of illumination and intensity in regards to new
digital display technology as part of the environmental review, and such mitigation
measures are included in the proposal. One major component of the project was to
have been a 9,000 square foot Integrated Electronic Display to be located on
approximately the upper 14 floors of the 26-story Concerto tower. This sign received a
high degree of nationwide media attention earlier in 2008 when proposed. At Planning
staff direction, as part of the environmental review process, this large-scale sign was
voluntarily removed from the Conceptual Sign Plan. The smaller Integral Electronic
Display Sign on the second Concerto tower remains, at a height no taller than 150 feet.

**Issues**

Staff has recommended approval of the attached Ordinance only after having achieved
reductions in the size, animation, Sub-District and vertical zone boundaries, as outlined
in the attached draft Ordinance and proposed Conceptual Sign Plan, attached to this
report. The proposal also eliminates the large Integral Electronic Display Sign that was
to have been placed on the upper floors of the Concerto first-phase tower. The revised
drawings and Conceptual Sign Plan reflect a further reduction in total square footage
requested by staff to offset the large-scale signage the applicant is envisioning. Many
particular issues were addressed when drafting the proposed Ordinance:

- **Sub-District Boundaries.**

  The plan includes Sub-District A and Sub-District B. Sub-District A includes
  higher intensity signage, such as electronic displays with restricted animation.
  This Sub-District is approximately limited to Figueroa Street frontage. Sub-
  District B contains more restrictive sign regulations, and does not permit any
  electronic signs or animation. At the public hearing, Sub-District A was
  proposed to extend along Olympic Boulevard and 9th Street. As revised in
  this recommendation, staff proposes to limit Sub-District A to those locations
  approximately along Figueroa Street, as shown below.
Original Boundaries, as proposed by applicant:
Revised Boundaries, as proposed by staff:
The revised boundaries are referenced in the attached Ordinance and shown on Exhibit B2. The original boundaries proposed by the applicant allowed the more intense signage of Sub-District A to extend along both 9th Street and Olympic Boulevard, and partially onto the northern and southern ends of Flower Street within the project area. This is not consistent with the intent of the Sign District, and, most importantly, is not consistent with the adopted LASED signage Sub-District boundaries to the south. LASED does not include any animation beyond the mid-point of the block as one travels from Figueroa Street to Flower Street. Staff recognizes that unique content and displays may be created on the FIDM campus once constructed. However, allowing electronic displays and animation throughout as previously indicated would create a precedent extending these types of signage easterly adjacent to existing residential neighborhoods. The LASED restrains its intense signage to locations along Figueroa Street in order to minimize aesthetic and lighting impacts on neighboring residential uses, a practice which is reflected in Exhibit B2.

At the public hearing, a representative from FIDM presented testimony accompanied by a follow-up letter outlining the rationale for allowing full animated electronic display signage on a single, approximately 430 square foot sign facing Olympic Boulevard east of Flower Street.

This sign was identified as a static non-electronic display on the diagrams submitted as part of the case file and application in 2007, and would be permitted as such under the proposed Ordinance.

As part of the environmental analysis of the Sign District, animation was evaluated for the site under a Sub-District A designation, and would be covered from an environmental standpoint under the Mitigated Negative Declaration (MND) developed for the project. However, staff is not recommending any electronic displays along the half of the block facing Flower Street, consistent with the adopted LASED.

- **Vertical Sign Zone Boundaries.**

  Initially proposed as general ranges, staff has recommended revised Vertical Sign Zone boundaries as shown on Exhibit B1. These boundaries do not significantly vary with the original boundaries proposed by the applicant, which allowed for each boundary to be delineated by a height range. In past application, staff has learned that discreet boundaries are easier to regulate, enforce and understand, giving both the public and property owners within the project area a better idea of what they could expect regarding signage locations.

- **Electronic Displays.**

  In addition to traditional electronic displays, the project includes a new architectural signage technology defined as an Integral Electronic Display. Such large-area displays involve screens or louvers attached directly to wide portions of the building’s façade. Such screens or louvers are embedded
with LED pixels. When viewed from a distance, an electronic image is created.

The technology proposed for this project involved the use of one-inch thin horizontal louvers spaced approximately six inches apart from one another. The louvers were to be directly embedded on the building skin, over both solid and window portions of the building. The louvers maintain outward views from the building. From a distance, each horizontal louver reads as a line of pixels, effectively creating a large-format digital display.

Staff carefully evaluated appropriate locations and regulations for signs incorporating electronic displays. As part of the discussions and for environmental reasons, a large-scale Integral Electronic Display was removed from the Conceptual Sign Plan. The remaining smaller Integral Electronic Display included in the Conceptual Sign Plan is subject to technical regulations in the Ordinance regarding hours of operation, rates of motion, brightness and viewshed (angle of visibility) made possible by the proposed use of LED technology. This sign, as well as the Electronic Message Display sign type, were analyzed in the environmental document prepared for the project for traffic/circulation, historic resources and aesthetics impacts. This document also outlines the restricted animation standards that are incorporated into the ordinance.

- Integral Electronic Display Sign, as initially proposed by applicant:

![Integral Electronic Display Sign](image)
- **Integral Electronic Display Sign, as revised by staff:**

![Image of electronic display sign]

### Illumination.

The proposed Sign District includes a range of new illumination and intensity mitigation conditions in response to new electronic display technologies.

Currently, electronic displays fall under existing City illumination standards that were developed for more traditional forms of signage and lighting. As many signs throughout the City “modernize” to use digital faces, this may create new and unanticipated sources of light impacts.

In response to this, staff worked with leaders in the emerging LED lighting field and developed intensity standards based on the candela. Briefly put, the candela is a measure of luminous intensity - the intensity and brightness of the source itself. This measure is an effective way to measure intensity when viewing the source itself. Other common measurements of light include the lumen – a measure of the total output of light from a source given its angle, and the lux – a general measure of brightness in the environment. A single fluorescent light may give a reading of 500 lux in a small kitchen, but the same single light with the same lumens in a large factory will give a much smaller lux reading spread over the larger factory floor. In outdoor applications, even the brightest of lights will result in a relatively small number of lux at the ground level relative to background illumination.

The proposed Ordinance is the first of its kind in the city to introduce both a daytime and a nighttime standard of illumination intensity using the candela, reflecting the fact that a digital display during the daylight hours will require more candelas to remain visible, but the same display at night will be easily viewed with a fraction of that intensity.

The proposed Ordinance establishes a daytime brightness for Integral Electronic Displays to be no greater than 7,000 candelas per square meter. There is a transition period for the 45 minutes prior to and after sunset, with
the brightness at sunset not to exceed 2,900 candelas per square meter. The nighttime brightness shall not exceed 1,200 candelas per square meter.

For reference, estimates have been submitted stating that most of the recently converted digital billboards in the city operate at somewhere between 5,000 and 8,000 candelas per square meter around the clock.

- **Off-site Advertising Proliferation - Proposed Billboard Interim Control Ordinance.**

This Sign District proposal was submitted in 2007 pursuant to Section 13.11, and has been in review for over one year for environmental clearance and draft ordinance development by staff.

Subsequent to the filing of this application, a number of billboard related topics have been vetted by the City Planning Commission in response to changing community responses to signage and, more specifically, billboards and digital modernizations. Also, the City Planning Commission recommended approval of more rigorous standards for the adoption of future signage supplemental use districts on September 25, 2008.

Planning staff viewed this proposal as an opportunity to learn about the emerging digital electronic display technologies, and develop first-generation conditioning language to regulate intensity and illumination and other related factors. Such mitigation language represents a step forward in the ability of the city to regulate electronic display technology as the Planning Department prepares more sweeping revisions to the citywide Code in response to new challenges.

The proposed Billboard Interim Control Ordinance (ICO) passed by the City Planning Commission on November 13, 2008, does not directly affect the ability of the Commission to review and consider new Signage Districts where appropriate, with required regulations and environmental clearance. However, if approved by City Council, the ICO would prohibit the issuance of any building permits for the signage structures themselves during the duration of the ICO.

- **Window Coverings.**

Staff included a prohibition against permanent signage that covers windows in the Ordinance text, regardless of whether that signage is applied in a semi-opaque bus-frit manner or applied as an opaque material. Included in the Conceptual Sign Plan are signs which could potentially cover windows; if so, such signs would be prohibited under the proposed Ordinance. Prohibiting signage from covering windows follows a trend in other sign ordinances in the City, namely the forthcoming revisions to the Hollywood Sign District, scheduled for City Planning Commission review in early 2009. From public outcry in that community, staff has heard that residents aesthetically prefer truly transparent glass to that covered with even semi-opaque signs, and that
building occupants prefer working and living in buildings that have windows that can actually be seen through. Also, it has been shown that buildings without signage applied to their windows are more likely to have greater occupancy, opposed to those property owners who prefer the revenue gained from advertising signage over tenants.

- **Temporary Signage.**

  Staff has generally excluded temporary sign types from the Ordinance, but recommends approval of limited conceptual temporary signage. The draft Ordinance originally submitted by the applicant included provisions for Temporary Special Displays; similar to those currently permitted in the Hollywood Sign District, these signs would have essentially been supergraphics that would have been permitted for a certain time period every year. Due to enforcement issues in the Hollywood Sign District and public outcry against the proliferation of signage Temporary Special Displays created in that community, staff has recommended removing Temporary Special Displays as a sign type from the Ordinance, effectively prohibiting them. However, as conciliation to the current economic hardships being faced by developers, staff has worked with the applicant to add Construction/Lease Signs as a permitted sign type; these signs would be allowed on a temporary basis during construction and leasing, to be removed as units or commercial space is leased or sold. The one-time nature of Construction/Lease signs is viewed as less of a potential enforcement issue than a constant rotation of Temporary Special Displays within the project area.

  At the public hearing, a representative from FIDM expressed a desire for flexibility in the use of temporary signage as part of cultural and academic programs at that institution. Open-ended temporary display square footage has proven extremely difficult to regulate in the Hollywood Sign District, and as such is not recommended for approval. The alternative is a “pool” of approved square footage for the FIDM building consistent with the overall limitations on façade coverage outlined in this ordinance. This pool may be created as part of a subsequent one-time Project Permit review for that building’s sign plan outlining areas in which the signage would be placed over time.

  Note that Supergraphics are not permitted to cover windows. One location proposed by the applicant would place signage over glass window areas on the FIDM building, and therefore would not be permitted by this action.

- **Billboard Reduction Program.**

  The Ordinance requires the removal of all existing non-permitted and non-conforming signage on site, including a number of billboards and larger mural-type signage. These signs have for the most part already been removed. No permit for signage is allowed until photographic evidence is submitted to the Director showing the removal of all remaining non-permitted and non-conforming signage.
Other signage supplemental use districts require billboard take-downs at a specified square footage ratio to permit new supergraphics and large-format advertising displays directly integrated into buildings. The Hollywood Sign District includes such language. The LASED does not. For that reason, the provisions of the recommended Ordinance represent a blend of the two – requiring the removal of all existing billboards, supergraphics, and mural signs. Staff will continue to evaluate mandatory billboard square footage take down ratios for future districts.

**Conclusion**

The proposed Sign District represents a balanced, logical transition from the previously adopted LASED to the south and the Financial Core to the north.

The Sign District extends the signage emphasis on Figueroa Street northwards as part of Sub-District A, while maintaining more restrictive signage controls along Flower Street (Sub-District B).

The signage regulations and conditions have been developed through an extensive environmental review process, and represent a move forward in regulatory tools available for digital signage technology. Animation and electronic displays have been strictly limited to Sub-District A, which itself was reduced to focus solely on Figueroa Street - a move consistent with the LASED to the south.

The project involves the use of new sign technology, such as the Integrated Electronic Display, and specific new mitigations have been developed to guide the use of this technology. These mitigations may lead to better electronic display signage regulations citywide as part of ongoing city Code revisions.

The signage itself is architecturally integrated into the building, having been conceptually designed at the time of building development itself. As essentially a ground up development, the opportunity exists to establish concrete regulations to permit unique and dynamic signage, while maintaining compatible residential uses.

The desire for new sign districts will most likely continue. This proposal represents a logical termination of the LASED related signage, and serves as a transition between the Financial Core to the north and the sports, restaurant, retail, cinema, hotel, and theater uses to the south. Furthermore, it strictly contains animated and digital signage to those frontages along Figueroa Street, maintaining Flower Street as a residential-adjacent buffer with virtually no non-tenant signage.

Signage regulations are in a state of flux, and the opportunity will exist to provide more guidance and safeguards to the diverse neighborhoods of the City. As carefully conditioned, the proposed Sign District will compliment and build upon the renewed excitement in the South Park area, while preserving the necessary measures of containment, restraint, and creativity.
FINDINGS

General Plan/Charter Findings

Findings under Charter Section 556: Conformance with the General Plan

Los Angeles City Charter Section 556 and LAMC Section 12.32(C)(7) require that prior to adopting a land use ordinance, such as a signage supplemental use district, the City Council make findings that the ordinance is in substantial conformance with the purposes, intent and provisions of the General Plan.

The Figueroa and Olympic Signage Supplemental Use District (Sign District) is in substantial conformance with the purposes, intent and provisions of the General Plan in the following respects:

1. Central City Community Plan

The Sign District will promote the objectives, polices and goals of the Central City Community Plan by continuing to foster the development of Figueroa Street as a mixed-use, entertainment-oriented corridor. By instituting more permissive signage regulations, the Sign District acts as a medium to promote more creative pedestrian displays at street level, while at the same time giving retail and restaurant tenants extra incentive to locate their businesses within the project area. Just as retail tenants will be drawn to the project area, visitors, tourists and residents will have their interests piqued by the unique signage displays that the proposed Sign District permits. The Sign District is consistent with applicable objectives and policies of the Central City Community Plan, including the following:

Objective 2-1. To improve Central City’s competitiveness as a location for offices, business, retail, and industry. Increased flexibility for vibrant signage creates an opportunity to draw stable retail and restaurant tenants to locate within the district.

Objective 2-3. To promote land uses in Central City that will address the needs of all the visitors to Downtown for business, conventions, trade shows, and tourism. Large-scale, intense graphics contribute to a unique, entertainment-based atmosphere which draws visitors into the project area; by permitting such signage, such land uses which desire increased amounts of signage will continue to be drawn to the project area.

Objective 2-4. To encourage a mix of uses which create an active, 24-hour downtown environment for current residents and which would also foster increased tourism. Large-scale, intense graphics contribute to a unique, entertainment-based atmosphere; the regulations in the proposed Sign District will permit intense, active signage, while at the same time restricting signage in such a way so as not to discourage people from residing in the project area.

The Sign District will also facilitate the continuation of the Los Angeles Sports and Entertainment District (LASED) by allowing for the creation of an active, engaging streetscape along Figueroa, stimulated by creative signage. The developments within the project area will implement the streetscape plan called for in the LASED.
District emulates and builds upon the signage provisions enumerated in the LASED regarding allowable off-site signage and electronic displays, to foster consistency with the purposes of the LASED to continue the development of a vibrant residential and commercial neighborhood.

2. General Plan Framework

The General Plan Framework, adopted in December 1996, provides current guidance on land use issues for the entire City. The Sign District block is located within an area designated as Downtown Center on the General Plan Framework. Land uses encouraged within the Downtown Center consist of major visitor and convention facilities, government offices, uses as recommended by the Downtown Strategic Plan, corporate and professional offices, retail commercial (including malls), offices, personal services, eating and drinking establishments, telecommunications centers, entertainment, major cultural facilities, (libraries, museums, etc.), commercial overnight accommodations, mixed use structures integrating housing with commercial uses, multifamily housing (independent of commercial), major transit facilities, and inclusion of small parks and other community-oriented activity facilities. The Downtown Center is defined as “the principal government and business center of the region, with a worldwide market. It is intended to be the highest density center of the City and hub of regional transportation.” The Downtown Center is identified as a primary destination for businesspersons and travelers from around the world. In order to meet a Downtown Center goal of being maintained as the primary economic, governmental and social focal point of the region, Downtown Center development should reflect a high design standard.

The Sign District was developed according to the objectives and features set forth by the General Plan Framework, particularly as they relate to land use and economic development. Objective 3.11 of the General Plan Framework provides for “the continuation and expansion of government, business, cultural, entertainment, visitor-serving, housing, industries, transportation, supporting uses, and similar functions at a scale and intensity that distinguishes and uniquely identifies the Downtown Center.”

Permitting more liberal signage through the Sign District regulations would allow for the incorporation of large-scale signage and the latest digital technologies, creating a greater diversity and intensity of signage types at key locations throughout the district, and furthering the economic development goals of the General Plan Framework by allowing for greater marketing opportunities for potential retail tenants, potential restaurant tenants, and the Fashion Institute of Design and Merchandising. The proposed Sign District is also consistent with General Plan Framework Objective 5.8 and its supporting policies to provide “[w]ell lit exteriors fronting on the sidewalk that provide safety and comfort commensurate with the intended nighttime use, … and [to] encourage that signage be designed to be integrated with the architectural character of the buildings and convey a visually attractive character.”

3. Transportation Element

The Sign District is consistent with applicable objectives and policies of the Transportation Element, including the following:
Goal A, Objective 3: Support development in regional centers, community centers, major economic activity areas and along mixed-use boulevards as designated in the Community Plans. The project area is a mixed-use district, partially designated as a regional center by the General Plan. The Sign District will promote additional development, as well as help to better draw and retain retail tenants within the project area.

The project does not propose increases in floor area, construction of new dwelling units or intensification of any uses within the project area. The project does have potential traffic safety impacts related to vehicular traffic and potential driver distraction stemming from conceptual electronic signage; however, these potential impacts were mitigated in the environmental analysis through the addition of pertinent lighting, location and motion restrictions designed to reduce the risk associated with any potential traffic hazards. Therefore, the proposed Sign District will not result in any significant transportation, parking or circulation issues not analyzed in the Mitigated Negative Declaration prepared for the project.

Findings under Charter Section 558

Los Angeles City Charter Section 558 and LAMC Section 12.32(C)(7) require that prior to adopting a land use ordinance, the City Council make findings that the ordinance conforms with public necessity, convenience, general welfare and good zoning practice. The Sign District conforms to public necessity, convenience, general welfare and good zoning practice in the following respects:

The proposed Sign District would create unique signage regulations for an outlined geographic area in downtown Los Angeles. The Sign District does not propose any new uses, additional development floor area or height. The provision of specially tailored dynamic signage regulations will advance the revitalization of the Figueroa Street corridor in the vicinity of the Convention Center, and will build on the similar regulations established for the LASED Specific Plan directly to the south. As a whole, the ordinance will complement pedestrian-friendly sidewalks and amenities installed under the LASED streetscape regulations and create a dynamic and engaging pedestrian environment. As such, the Sign District conforms to the public necessity, convenience, and general welfare of the city.

Furthermore, geographic Sub-Districts within the proposed Sign District will reflect good zoning practice in that intense signage is restricted to those frontages directly along Figueroa Street, while limiting the types and intensity of signage along Flower Street and its adjacent residential uses. In addition, lighting and illumination intensity standards are incorporated into the ordinance to limit and mitigate impact on adjacent sensitive receptors. The proposed Ordinance also conforms to good zoning practice in that they clarify and make certain creative signage design criteria, standards, location, and types of permitted and prohibited signs. This Ordinance is consistent with public necessity and convenience and good zoning practice in that it represents specifically tailored signage regulations which will effectively transition between the intense activity of the LASED and the more restrained Financial Core to the north, and residential districts to the east.
Entitlement Findings

The enabling language for the establishment of Sign Districts contained in Section 13.11 (B) of the Code requires that the following findings be made:

1. Each “SN” Sign District shall include only properties in the C or M Zones, except that R5 Zone properties may be included in a “SN” Sign District provided that the R5 zoned lot is located within an area designated on an adopted community plan as a “Regional Center,” “Regional Commercial,” or “High Intensity Commercial,” or within any redevelopment project area. The entire project is located within an area designated as a Regional Center and High Density Residential; the area encompassed by the proposed Sign District is divided approximately in half between C2 and R5 zones.

2. No “SN” Sign District shall contain less than one block or three acres in area, whichever is the smaller. The proposed Sign District is approximately one city block in size, bounded by 9th Street to the north, Flower Street to the east, Olympic Boulevard to the south and Figueroa Street to the west. The project area covers approximately 4.2 acres and 1,800 feet of street frontage. Although the site is not a part of the LASED, the southern portion of the Sign District falls within the LASED Development Agreement, and is also subject to the LASED Streetscape Plan. The proposed Sign District further integrates the character of development into the existing adopted LASED area.

3. The total acreage in the district shall include contiguous parcels of land which may only be separated by public streets, ways or alleys, or other physical features, or as set forth in the rules approved by the Director of Planning. The proposed Sign District includes one contiguous city block, which is separated only by public ways and alleys.

CEQA Findings

A Mitigated Negative Declaration (ENV-2007-843-MND) was prepared for the proposed project. On the basis of the whole of the record before the lead agency including any comments received, the lead agency finds that, with imposition of the mitigation measures described in the Mitigated Negative Declaration, there is no substantial evidence that the proposed project will have a significant effect on the environment. The attached Mitigated Negative Declaration (Exhibit C) reflects the lead agency’s independent judgment and analysis. The records upon which this decision is based are with the Community Planning Section of the Planning Department in Room 667, 200 North Spring Street. Staff hereby recommends adoption of the Mitigated Negative Declaration (MND), the mitigation measures of which are implemented within the Ordinance Text, attached as Exhibit D.

CEQA Response to Comments

Comments were received by staff regarding the MND prepared for the proposed project, and staff has provided responses to those comments:
The Community Redevelopment Agency (CRA) submitted comments stating that the Agency concurred with the proposed mitigation measures regarding aesthetics, historic resources and transportation/circulation, which have been incorporated into the proposed Ordinance. The CRA stated that it would support a further mitigation measure that would further address the potential impacts of the Conceptual Sign Plan, and potentially offset or reverse those impacts. The mitigation measure proposed by the CRA would require applicants for revenue-generating signage to pay a percentage of said revenue to a fund that would provide for infrastructure and aesthetic improvements within the project area. Alternatively, a public art or public service component for signage could be established.

Staff has determined that the mitigation proposed by the CRA is infeasible to implement through the proposed Ordinance. The City has no mechanism through which to collect such a fee from applicants seeking Project Permit Compliance entitlements for revenue-generating signage, and has not yet performed a nexus study to establish a relationship between fee-based mitigations and signage impacts. The individual Integrated Electronic Displays themselves will require subsequent approval by the Director through the Project Permit Compliance Review procedures outlined in LAMC 11.5.7. An opportunity exists to formalize any voluntary art component or public service messaging plans as part of that process. The mitigation measures as developed in the MND reduce any impact from electronic displays, as conditioned, to a less than significant impact.

The applicant submitted a comment regarding proposed mitigation measure MM 1D-15, which regulates animation of signage within the Sign District. The applicant stated that it would support a change in the proposed language, removing the outright prohibition against full motion displays, as well as creating uniform regulations for all signage which incorporates electronic displays. As the proposed mitigation measure MM 1 D-15 currently is written, the only type of signage allowed any limited motion is an Integral Electronic Message Display Sign.

As shown in the Conceptual Sign Plan, signage incorporating electronic displays is only allowed in Sub-District A, as a mitigation measure intended to limit impacts on residential and other sensitive uses surrounding the project area; intense, electronic signage is limited to Figueroa-facing building facades. Also, signs incorporating electronic displays are generally restricted to the two higher Vertical Sign Zones; these locations were deemed appropriate for limited motion graphics because they are located generally outside the viewing range of vehicular traffic moving along Figueroa Street and 9th Street.
PUBLIC HEARING AND COMMUNICATIONS

Public Hearing

A public hearing on this matter was held City Hall, 200 N. Spring Street, 10th Floor Hearing Room 1050 on November 10, 2008 at 9:00 A.M.

1. Present: Approximately 25 people attended.

2. Speakers: 12 in SUPPORT; 1 in OPPOSITION

3. A representative of the Mayor’s Office was present and spoke in support of the project.

4. A letter from Councilmember Jan Perry was submitted in support of the project.

5. A representative from the Community Redevelopment Agency was present and spoke in support of the project, and also raised questions regarding the mitigation of signage related environmental impacts.

6. A letter from the Downtown Los Angeles Neighborhood Council was submitted in support of the project.

Communications Received

1. Eleven letters were received in support of the project.

2. Written correspondence from other governmental offices and agencies relating to the request are attached to the subject file. One letter was received from the Community Redevelopment Agency raising questions regarding the mitigation of signage related environmental impacts.

Summary of Public Hearing Testimony and Communications Received

1. Councilmember Jan Perry, Council District 9:

   ▪ Expression of support for the project, regarding it as a scaled-down continuance of the LASED signage regulations to the south of the project area.
   ▪ Acknowledges billboard blight in the City, and states that she does not believe that denying such signage outright is a good solution. Supports the project as a balance of signage and good design.

2. Representative of the Mayor’s Office:

   ▪ Recognition of the long process that this project has gone through, and supports the project as an enhancement to the South Park area.
- Indication of support for any conditions or mitigation measures the Director or the Community Redevelopment Agency believes necessary for the success of the project.

3. **Representative from the Community Redevelopment Agency:**

   - Expression of support for the project, viewed as a part of the LASED developments.
   - Explained request for mitigation measure requiring fees as a percentage of advertising revenue from the Sign District; desire to use money from those fees to make transportation and aesthetic improvements to the project area.
   - Expression of understanding that the development community is using signage revenue to offset early economic issues associated with construction. Additional community benefits and ongoing positive mitigations are desirable.

4. **Comments from the Applicant:**

   - Acknowledgement of signage as a citywide issue, believes this project will result in well-regulated, well-planned and well-regulated signage.
   - Believes that most of the citywide issues with signage stem from illegal signage, does not foresee illegal signage being an issue within the project area.
   - Indication that the project has gone through considerable environmental review, and the impacts on residential areas have been mitigated.
   - Indication that neighboring properties have shown support for the project.
   - Desire for complimentary sign rights similar to those granted in LASED.
   - Believes the signage will create a sense of place.
   - Acknowledgement that revenue from signage will be used to off-set the costs of development.
   - Expression of disagreement with the proposed CRA mitigation measure.
   - Desire to use conceptual signage on the FIDM building for showcasing student work with full motion graphics as part of a single electronic display.
   - Desire for Temporary Special Displays on the FIDM building for school events.
   - Belief that the project area has shared the regulatory burdens of LASED and the requirements of the Development Agreement, but does not reap the benefits from its signage regulations.
   - Belief that the project sufficiently addresses issues of potential light pollution.
   - Belief that the project has been sufficiently mitigated through highly technical restrictions on electronic displays.
   - Statement that the proposed electronic displays will be limited to a brightness of roughly twenty percent of that of the recently converted billboards in the City.
   - Belief that requirement for Project Permit Compliance for individual signs may be redundant, unnecessary review process.

5. **Points in Favor:** The project:
• is a natural extension of the LASED signage regulations to the south of the project area
• will act as a mechanism to further create interest and draw people into the South Park area.
• will blend well aesthetically with the surrounding area.
• as conditioned, will mitigate visual pollution concerns by keeping high-intensity signage away from Flower Street and residential uses.

6. Points in Opposition: The project:

• will be a new source of light pollution.
• will be an unfavorable extension of the LASED.
• may set an unfavorable precedent for similar projects further south on Figueroa Street.
• will impact the surrounding neighborhoods, though not in the primary viewsheds of the project, by causing a higher level of ambient light.
• adds to the proliferation of large-scale signage in the City, which is changing the urban fabric in a negative way.
EXHIBIT A1
NOVEMBER 25, 2008
CPC-2007-0842-SN
SIGN DISTRICT MAP

FROM C2-4D TO C2-4D-SN
FROM [Q]R5-4D TO [Q]R5-4D-SN

1 inch equals 125 feet

FIGUEROA AND OLYMPIC
SIGN DISTRICT

Data Sources: Department of City Planning, Bureau of Engineering
EXHIBIT B1
NOVEMBER 25, 2008
CPC-2007-0842-SN
VERTICAL SIGN ZONES

Level 3
100'-0" TO ROOF

Level 2
25'-0" - 100'-0"

Level 1
0'-0" - 25'-0"
ORDINANCE NO. ________________

An Ordinance establishing the Figueroa and Olympic Signage Supplemental Use District (the “Figueroa and Olympic Sign District”) pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code (the “Code”).

WHEREAS, signage is an important part of the architectural history of Downtown Los Angeles, and it is important to recognize the contribution that signage plays in the revitalization and redevelopment of pedestrian-oriented, cultural, and entertainment-related districts.

WHEREAS, the properties within the project area include structures which have been designed to be oriented primarily towards major streets.

WHEREAS, the structures within the project area have been designed in such a way to architecturally integrate signage into their design.

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

SECTION 1. ESTABLISHMENT OF THE FIGUEROA AND OLYMPIC SIGN DISTRICT

The City Council hereby establishes the Figueroa and Olympic Sign District applicable to the areas shown on the map attached hereto as Figure A, dated November 25, 2008, and made a part hereof for all purposes.

SECTION 2. PURPOSE

This Ordinance is enacted to establish guidelines and standards to:

A. Support and enhance land uses and urban design objectives in the Central City Community and Redevelopment Plans;

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

C. Contribute to a lively and colorful pedestrian atmosphere along the major arterial streets linking Figueroa North properties and the Los Angeles Sports and Entertainment District (LASED), in part by allowing and encouraging large-scale graphics that are compatible with the sports, retail and entertainment uses in the LASED, while recognizing and promoting signage appropriate to the residential, educational, retail and historic uses within the Figueroa and Olympic Sign District; and

D. Enable the regulation of all signs in order to:
1. Ensure the quality of the Central City’s appearance by avoiding clutter and subjecting certain sign types to the Project Permit Review process;

2. Ensure that new signs are responsive to and integrated with the aesthetic character of the structures on which they are located, and are positioned in a manner that is compatible both architecturally and relative to the other signage on-site;

3. Encourage creative, well-designed signs that contribute in a positive way to the City’s visual environment, and help maintain an image of quality for the Central City; and

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

SECTION 3. APPLICATION OF SUPPLEMENTAL USE DISTRICT REGULATIONS

A. The regulations of this Ordinance are in addition to those set forth in the planning and zoning provisions of the Los Angeles Municipal Code (Code). Except as specifically provided for in this Ordinance, these regulations do not convey any rights not otherwise granted under the provisions and procedures contained in the Code or other relevant ordinances.

B. Wherever this Ordinance contains provisions which establish regulations that are different from, more restrictive than or more permissive than would be allowed pursuant to the provisions contained in the Code, this Ordinance shall prevail and supersede the applicable provisions of the Code and those relevant ordinances and any amendments thereto.

SECTION 4. SUPPLEMENTAL USE DISTRICT COMPLIANCE REQUIREMENTS

A. Prohibition. The Department of Building and Safety (LADBS) shall not issue a permit for a sign unless the sign complies with the requirements of this Ordinance, as determined by the Director of Planning. Unless otherwise specified in this Ordinance to the contrary, all signs shall comply with the provisions of LAMC Section 14.4.

B. Review Procedure. The Applicant shall submit three copies of proposed signage drawn to scale, indicating the sign area, sign location, sign type, sign height, placement, lettering styles, materials, colors and lighting methods for the proposed sign(s). The application shall also identify the Sub-District location, the proposed location of the sign, and indicate conformance with the requirements set forth in Subsection C of this Section. Prior to the issuance of any permit, the Director shall stamp, sign, and date an approved sign plan to be given to LADBS to ensure consistency in the permitting process.
1. **Planning Department Sign Off Required.** A permit may be issued by LADBS for the following type of signs with only a Planning Department sign off on the permit application:

   a) Architectural Ledge Sign;
   b) Awning Sign;
   c) Pedestrian Sign;
   d) Monument sign;
   e) Wall Sign;
   f) Window Sign; and
   g) Information Sign.

2. **Sign Application Required.** No permit shall be issued by LADBS for the following types of 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:

   a) Electronic Message Display Sign;
   b) Integral Electronic Display Sign;
   c) Construction/Lease Sign;
   d) Projecting Sign;
   e) High-Rise Sign;
   f) Supergraphic Sign; and
   g) Any other signs which are permitted by the LAMC and are not prohibited by this Ordinance.

C. **Findings Required for Project Permit Compliance.** Signs shall be reviewed for consistency with all applicable sections of this Ordinance. Prior to approval of a Project Permit, the Director shall make the following findings:

1. All proposed signage is appropriately scaled to the architectural character of all buildings, existing signs, and structures on the lot;

2. All existing and proposed signage results in a complementary enhancement to the architecture and open spaces on the lot, and results in a visually uncluttered appearance;

3. The proposed signage complies with all of the applicable sign regulations of this Ordinance, including sign area, total signage facade coverage, sign type, sign height, and operating hours; and

4. The proposed signage is generally consistent with the Conceptual Sign Plan. The Director shall refer to the Conceptual Sign Plan, dated November 25, 2008 and located in the City file, to provide guidance in approving permitted signage within the Sign District project.

**SECTION 5. DEFINITIONS**

The following terms whenever used in this Ordinance are defined below or cross-referenced to definitions used in the Code. To the extent that other terms used in this
Ordinance are not listed below but are defined in the Code, those definitions shall apply. The definitions set forth in this Section are intended to encompass future technologies and materials which may be utilized in the construction or implementation of the signs permitted.

**Animation.** Movement, including, but not limited to, flashing, changing, moving, streaming, scrolling, blinking of any part of a sign, including, but not limited to, images, parts, or illumination at a rate of more than once every 24 hours.

**Architectural Ledge Sign.** A sign with individual channel letters, numbers, symbols or icons, which stand atop a horizontal projection forming a narrow shelf on a wall or architectural projection.

**Awning Sign.** Any sign located on the valance of a shelter supported entirely from the exterior wall of a building which extends over a building feature (door, window, or landscape/site feature such as a patio, deck, or courtyard) and is constructed of fabric, or other approved material, supported by a framework of metal or other noncombustible materials.

**Billboard Sign.** Any sign on one or more poles or columns which:

1. is four feet or greater in height as measured from the natural or finished grade, whichever is higher, to the bottom of the sign; and
2. is supporting a sign panel that is attached to the pole(s), post(s), or column(s) and that may be cantilevered over a building or structure on the lot; and
3. is structurally separate from an existing building or other improvement on a lot; and/or
4. is supported by an independent footing inside an existing building or other improvement on a lot extending through the roof of the supporting structure.

**Cabinet Sign.** Also known as can or plastic-faced box sign. A sign with text, logos and/or symbols placed on the plastic face of an enclosed cabinet attached to the face of a building. The face may be translucent or opaque and may be illuminated or non-illuminated.

**Captive Balloon Sign.** Any object inflated with hot air or lighter-than-air gas that is tethered to the ground or a structure.

**Channel Letters.** Three-dimensional, individually cut letters, numbers or symbols, which can be illuminated or non-illuminated.

**Character-Defining Feature.** Any physical characteristic of a Historic Building or Structure, including signage, that conveys its historic identity and is identified as character-defining in a report prepared by a Qualified Architectural Historian.

**Construction/Lease Sign.** A temporary sign, consisting of an image that is printed on vinyl, mesh or other material, which is placed on the exterior of a building during the construction/lease period, and which does not comply with the provisions of Section 14.4
et. seq. of the Code, relating to Wall Signs, Mural Signs, Off-Site Signs and/or Temporary Signs.

**Director.** The Director of Planning or her or his designee.

**Electronic Display.** A sign which uses still images, scrolling images or moving images, including video and animation, utilizing a series or grid of lights that may be changed through electronic means, including cathode ray, light emitting diode display (LED), plasma screen, liquid crystal display (LCD), fiber optic, or other electronic media or technology. An Electronic Display shall be permitted as an Electronic Message Display or an Integral Electronic Message display only.

**Electronic Message Display Sign.** A sign which consists predominately of an Electronic Display and is attached to 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.

**Historic Building.** A building or structure that is:

1. listed as a Historic-Cultural Monument by the City of Los Angeles; or

2. listed in, or has been determined to be “eligible” or “potentially eligible” for listing in the National Register of Historic Places or has been determined “eligible” for listing in the California Register of Historic Places by a local, state, or federal agency or by a Qualified Architectural Historian as a part of an official survey prepared for such an agency or is listed as such in the State Historic Resources Inventory; or

3. listed as a historically significant building in a historic resources survey conducted by the Director.

**Historic Sign.** Any sign which is determined to be historically significant by a Qualified Architectural Historian.

**Illuminated Architectural Canopy Sign.** An enclosed illuminated structure that is attached to the wall of a building with the face of the sign approximately parallel to the wall and with the message integrated into its surface.

**Integral Electronic Display Sign.** A sign which:

1. consists predominately of an Electronic Display; and

2. is attached directly to and made integral with architectural elements on the façade of a building; and

3. has an open or lattice design which allows outward views from within the supporting structure.
**Neon Sign.** Letters, numbers or figures formed from illuminated, gas-filled, vacuum-sealed glass tubes.

**Pedestrian Sign.** A type of pedestrian-oriented Projecting Sign which is attached to a wall or to the underside of an awning, architectural canopy or marquee, with one or two sign faces perpendicular to the face of the building.

**Pole Sign.** Any sign structure, except a Billboard Sign, which is erected or affixed to one or more poles or posts and the pole or post of which exceed(s) a height of 8 feet as measured from the existing or artificially created grade to the bottom of the sign.

**Projecting Sign.** A sign, other than a Wall Sign, which is attached to a building and projects outward therefrom with one or more sign faces approximately perpendicular to the face of the building.

**Qualified Architectural Historian.** A recognized expert in the field of architectural history whose qualifications are accepted by the Director.

**Supergraphic Sign.** A sign, consisting of an image that is applied to and made integral with a wall or printed on vinyl, mesh or other material, and which does not comply with the provisions of Section 14.4 et seq. of the Code, relating to wall signs, mural signs, off-site signs and/or temporary signs.

**Wall Sign.** Any sign (excluding an Integral Electronic Display Sign, Electronic Message Display Sign or a Supergraphic 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.

**Window Sign.** A sign, except for a Supergraphic Sign, that is attached to, affixed to, leaning against, or otherwise placed within six feet of any window or door in such a manner that it is visible from outside the building.

**SECTION 6. GENERAL REQUIREMENTS**

A. **General Requirements of the Code.** Unless otherwise specified in this Ordinance to the contrary, the general sign requirements set forth in the Code shall apply to this Supplemental Use District for permits, plans, design and construction, materials, street address numbers, identification, maintenance, prohibited locations, and sign illumination.

B. **Permitted Signs.** Except as otherwise provided in Subsection C, below, all signs defined in Section 5, above, and signs which are otherwise permitted by the Code shall be permitted, as set forth in this Ordinance.

C. **Prohibited Signs.**

1. Billboard Signs;
2. Cabinet Signs or conventional plastic faced box, canister, or can signs;
3. Captive Balloon Signs;
4. Illuminated Architectural Canopy Signs;
5. Internally Illuminated Awning Signs;
6. Inflatable Devices;
7. Monument Signs, except for Monument Signs that contain the project name and/or logo of such project on the property where such sign is located and as regulated by this Ordinance;
8. Signs covering exterior doors and windows (whether operable or inoperable), rescue windows or other openings that serve habitable floor area, except for Integral Electronic Display Signs and Construction/Lease Signs as regulated by this Ordinance;
9. Roof Signs, including signs on sloping roofs;
10. Electronic Displays, except as Integral Electronic Display Signs and/or Electronic Message Display Signs.

D. Hazard Review. Signs that adhere to the regulations outlined in this Ordinance shall be exempted from the Hazard Determination review procedures in LAMC Section 14.4.5. All signs containing Electronic Displays shall be subject to review under the process established by Section 4 of this Ordinance. As part of this process, the Director of Planning shall consult with the General Manager of the Department of Transportation on the design and operational elements of any Electronic Display. All signs shall continue to be subject to any applicable Caltrans review.

E. Sign Area Calculation.

1. The Combined Sign Area of all signs (other than Integral Electronic Display Signs and Construction/Lease Signs) located in Vertical Sign Zone 1, directly facing any single street from any single building facade, shall not exceed 15% of the building wall area in Vertical Sign Zone 1.

2. The Combined Sign Area of all signs (other than Integral Electronic Display Signs and Construction/Lease Signs) located in Vertical Sign Zone 2, directly facing any single street from any single building facade, shall not exceed 30% of the building wall area in Vertical Sign Zone 2.

3. The Combined Sign Area of all signs located in Vertical Sign Zone 3 (other than Integral Electronic Display Signs), directly facing any single street from any single building facade, shall not exceed 5% of the building wall area in Vertical Sign Zone 3.

F. Illumination. All signs (except Construction/Lease Signs) within the Figueroa and Olympic Sign District may be illuminated. Signs may be illuminated by either internal or external means. Methods of signage illumination may include, but not be limited to: electric lamps, such as neon tubes; fiber optic; incandescent lamps; LED; LCD; cathode ray tubes exposed directly to view; shielded spot lights and wall wash fixtures. All Illuminated Signs shall be designed, located or screened so as to limit direct light sources onto any residential units, as well as limit view of the source of the light itself.

G. Animation. Limited animation of Integral Electronic Displays and Electronic Message Displays is permitted in Sub-District A, as further restricted by the
regulations for specific sign types in this Ordinance. Animation of signs is prohibited for any other type of sign or in any other location.

H. **Sign Hours of Operation of Electronic Display Signs.** Electronic Displays shall be limited in their hours of operation, and may only be illuminated between the hours of 7 AM and 12 AM.

I. **Signs Within More Than One Sub-District or Vertical Sign Zone.** In those instances where a single sign is proposed to cross more than one Sub-District or more than one Vertical Sign Zone, the sign shall be permitted and the sign area shall be calculated based upon each applicable district and level within which the sign is located. In no event shall the sign area of an individual sign exceed that permitted in the most permissive Sub-District or Vertical Sign Zone area in which the sign is located. Where portions of a sign are subject to differing animation, hours of operation or other regulations, each portion of the sign shall be subject to the applicable regulations for that portion of the sign.

J. **Removal of Existing Non-Conforming Signs.** A building permit for a new sign on a parcel within the Figueroa and Olympic Sign District shall not be issued until:

1. All prohibited signs, regardless of whether or not such signs were legally permitted (unless such signs are designated Cultural Resources), have been removed from such parcel and the removal has been inspected and approved by the Director.

2. All un-permitted signs (unless such signs are designated Cultural Resources), have been removed from such parcel and the removal has been inspected and approved by the Director.

K. **Historic Buildings.** Signage on Historic Buildings or on parcels on which Historic Buildings are located is allowed so long as:

1. The signage does not cover the Character-Defining Features or Historic Signage of the Historic Building; and

2. The signage does not alter or destroy Historic Signage or alter the street views of Historic Signage on the building or adjacent Historic Buildings, including Historic Signage on which the message has been replaced due to deterioration, except for a Temporary Sign; and

3. The signage does not interfere with street views of Character-Defining Features of the Historic Building on which the signage is located or any adjacent Historic Building; and

4. Affixing and removing the signage does not permanently alter the Character-Defining Features of the Historic Building; and

5. The signage is integrated with and complements the architecture of the building and conforms to all other applicable provisions of this Ordinance; and
6. For signs in Vertical Sign Zones 2 and 3, it is determined by the Director, with advice from a Qualified Architectural Historian, that attaching the sign or signs shall not damage the Historic Building or diminish its historical significance.

L. Other Regulations. All signs in the Figueroa and Olympic Sign District shall meet all of the following criteria:

1. No sign shall be located or mounted on a rooftop or on poles or other structures that pass through a rooftop.

2. No sign shall encroach into the airspace above any building or structure.

3. The building and ground area around signs shall be properly maintained at all times. All unused mounting structures, hardware and wall perforations from any previous sign shall be removed and building surfaces shall be restored to their original condition.

4. All signage copy shall be properly maintained and free from damaged sign material and other unsightly conditions, including graffiti.

5. Any sign structure shall be at all times kept in good repair and maintained in a safe and sound condition and in conformance with all applicable codes.

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

7. The signage copy must be repaired or replaced immediately upon tearing, ripping, or peeling or when marred or damaged by graffiti.

8. 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.

9. Existing signs that are no longer serving the current tenants, including support structures, shall be removed and the building facades originally covered by the signs shall be repaired/resurfaced with materials and colors that are compatible with the facades.

M. Permitted Off-Site Signage. Notwithstanding the provisions of Section 14.4.4 of the Code to the contrary, off-site content is permitted within the Supplemental Use District on any type of permitted sign. The Sign District does not regulate the content of any sign.
SECTION 7. SIGN SUB-DISTRICTS

Creation of Sign Sub-Districts. For sign regulation purposes, the Figueroa and Olympic Sign District includes the following Sub-Districts (collectively, “Sign Sub-Districts,” all as shown on Figure B, dated November 25, 2008):

A. Sub-District A: Sub-District A signage is intended to be active and engaging, and to support the vitality of Figueroa Street. Signage that enhances the various uses along this street will be encouraged, and non-residential tenants will be encouraged to incorporate innovative and dynamic building displays and signage. Restricted animation is permitted in this Sub-District. This Sub-District generally encompasses signs that are along Figueroa Street.

B. Sub-District B: The signage contained in Sub-District B is intended to be more restrained than the signage contained in Sub-District A and to promote a peaceful living environment without undue visual impact upon residential uses on Flower Street, 9th Street or Olympic Boulevard. Animation of signage is prohibited in Sub-District B. This sub-district generally encompasses signs that are applied directly to Flower Street, 9th Street and Olympic Boulevard building facades.

C. Prohibited Locations of Sign Types by Sub-District. In addition to the regulations of the Code and those regulations elsewhere in this Ordinance, the following signs are prohibited in the following Sub-Districts within the Figueroa and Olympic Sign District:

1. Sub-District B: Electronic Message Displays, Integral Electronic Display Sign and Construction/Lease Signs

SECTION 8. VERTICAL SIGN ZONES

Creation of Vertical Sign Zones. For sign regulation purposes, the Figueroa and Olympic Sign District area is divided into three Vertical Sign Zones, as shown on Figure C, attached and dated November 25, 2008. The purpose of the Vertical Sign Zones is to address different sign viewing distances, including pedestrian views from street level, pedestrian views from a distance, and views from vehicles. The Vertical Sign Zones include the following zones:

A. Vertical Sign Zone 1: Vertical Sign Zone 1 shall be located at the ground floor level, defined as 0 feet to 25 feet above grade;

B. Vertical Sign Zone 2: Vertical Sign Zone 2 shall be located at the podium or mid-level of multi-story buildings, defined as 25 feet to 100 feet above grade; and

C. Vertical Sign Zone 3: Vertical Sign Zone 3 shall be located at the upper levels of mid-to high-rise buildings, defined as above 100 feet above grade.

D. Permitted Locations of Sign Types by Vertical Sign Zone. Notwithstanding those signs that are both permitted by the Code and not prohibited by this
Ordinance, the following signs are the only sign types permitted in the following Vertical Sign Zones within the Figueroa and Olympic Sign District, subject to the regulations in this Ordinance:

<table>
<thead>
<tr>
<th>Vertical Sign Zone</th>
<th>Permitted Signs (1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Architectural Ledge Signs, Awning Signs, Monument Signs, Pedestrian Signs, Projecting Signs, Wall Signs, Window Signs, Information Signs, Supergraphic Signs, Wall Signs.</td>
</tr>
<tr>
<td>3</td>
<td>High Rise Signs, Integral Electronic Display Signs.</td>
</tr>
</tbody>
</table>

(1) Exception: An Electronic Message Display Sign, to be located upon a building or structure at the northwest corner of 9th Street and Figueroa Street, shall be permitted to be located below the height of 25 feet as otherwise required, subject to the approval of the Director of Planning.

SECTION 9. REGULATIONS FOR SPECIFIC TYPES OF PERMITTED SIGNS

A. Architectural Ledge Sign.

1. General. Individual letters or numbers no taller than 24” or an icon no taller than 24” may stand atop a ledge. No solid panels or Can Signs shall be allowed.

2. Location. An Architectural Ledge Sign shall only be located over an entranceway or window on the first floor of a building.

3. Dimensions.

a) Height. The bottom of the ledge on which an Architectural Ledge Sign is located shall be at least eight feet above the natural or finished grade as measured vertically.

b) Length. A ledge which is constructed for the purpose of supporting an Architectural Ledge Sign may not exceed 15 feet in length as measured horizontally.
4. **Projection.** A ledge designed to support an Architectural Ledge Sign may project a maximum of 5 feet from the building face where the sign is located.

B. **Awning Sign.** Notwithstanding the provisions of Section 14.4.19 of the Code to the contrary, letters, numbers or figures applied directly to the awning may be located above the valance, provided that the sign area is less than 20% of the surface area of the face of the awning and the letters, numbers or figures are located below a height of 18 feet above the sidewalk elevation.

C. **Construction/Lease Sign.**

1. **Minimum Building Height.** A building must be at least 150 feet tall to have a Construction/Lease Sign.

2. **Location.**
   a) No portion of a Construction/Lease Sign shall be higher than 100 feet in height nor lower than 35 feet in height, as measured vertically from finished grade.
   b) A Construction/Lease sign shall not cover any window of any occupied dwelling unit.
   c) A construction lease sign may only be located on a building façade that is approximately parallel with Figueroa Street.

3. **Area.** A Construction/Lease Sign shall not be larger than 40% of the total area of the façade of the building on which the Construction/Lease Sign is located. A Construction/Lease Sign shall be at least 1,200 square feet in size.

4. **Construction.**
   a) A Construction/Lease Sign may be comprised of vinyl or other material and may be attached to a wall with an adhesive or by mechanical means. Both the sign and adhesive materials must be approved by LADBS and the Fire Department.
   b) The exposed face of a Construction/Lease Sign shall be approximately parallel to the plane of the wall upon which it is located.

5. **Illumination.** A Construction/Lease Sign shall not be illuminated.

6. **Duration.** A Construction/Lease Sign may be installed and maintained during a period up to two years from the issuance of any Certificate of Occupancy for the building to which the sign will be attached. The sign may be installed during construction of the building, subject to LADBS approval. All Construction/Lease Signs shall be removed two years after the issuance of any Certificate of Occupancy for the building to which the sign will be attached.
D. Electronic Message Display Sign.

1. Location.

   a) An Integral Electronic Display Sign shall not cover architectural features of a building’s façade, but rather shall create and enhance the building’s architecture and be consistent and compatible with the overall design of the building.

   b) No portion of an Integral Electronic Display Sign shall be taller than 100 feet in height, as measured vertically from finished grade.

2. Area. The total square footage of all Electronic Message Display Signs located within the Sign District shall not exceed 2,000 square feet.

3. Brightness. The lighting of Integral Display Signs shall be subject to the following regulations:

   a) Timer. The brightness of an Integral Electronic Display Sign shall be controlled by a timer (not a light meter or sensor), which shall be maintained in good working order sufficient to comply with the requirements of this Section.

   b) Brightness. An Integral Electronic Display Sign shall:

      I. from 45 minutes after sunset to 45 minutes before sunrise be no brighter than 1,200 candelas per square meter; or
      II. from 45 minutes after sunrise to 45 minutes before sunset be no brighter than 7,000 candelas per square meter.

   During the period beginning 45 minutes before sunset and continuing until 45 minutes after sunset, an Integral Electronic Display Sign shall transition from its daytime brightness level to its evening brightness level at a consistent rate of speed, being no brighter than 2,900 candelas per square meter at sunset. During the period beginning 45 minutes before sunrise and continuing until 45 minutes after sunrise, an Integral Electronic Display Sign shall transition from its evening brightness level to its daytime brightness level at a consistent rate of speed, being no brighter than 2,900 candelas per square meter at sunrise.

4. Ground Spillage. When measured at ground level from any location other than the property on which an Integral Electronic Display Sign is located, an Integral Electronic Display Sign shall not under any circumstance increase the total amount of measurable light more than 2 LUX above the ambient-light level that exists when such Integral Electronic Display Sign is extinguished.

5. Interior Spillage. When measured from any location within a building on which an Integral Electronic Display Sign is located, said Integral
Electronic Display Sign shall not increase the total amount of measurable light more than 1 LUX above the ambient-light level that exists when such Integral Electronic Display Sign is extinguished, unless said light increase is the result of exterior atmospheric conditions.

6. Light Disbursement. In the event that an Integral Electronic Display Sign contains light emitting diodes, each such light emitting diode shall have a light disbursement standard of no more than 140° when measured on a horizontal axis or 80° when measured on a vertical axis, as shown on Figure D.

7. Animation. Electronic Message Displays may be animated, subject to the following restrictions:

a) Angle of Movement. No image may be displayed upon an Integral Electronic Display Sign, which, when measured from a point 100 feet distant from the exterior surface of such Integral Electronic Display Sign, would cause an eye tracking such image to travel more than 20° per second.

b) Cutting/Montage.

I. Fade or Bleed. Each transition (or cut) between images displayed on an Integral Electronic Display Sign shall be a fade or a bleed, with each such fade or bleed lasting a minimum of 3 seconds.

II. Speed of Cuts. Once a transition (or cut) has been completed, the image displayed on an Integral Electronic Display Sign shall continue to be displayed for at least three seconds.

III. Pan. No pan of an image displayed on an Integral Electronic Display Sign shall cause such image to move across such Integral Electronic Display Sign at a rate greater than seven and one-half feet per second.

IV. Zoom. No zoom shall increase or decrease the size of an image being displayed on an Integral Electronic Display Sign by more than 10% per second.

8. Percent Text. Calculated over any given calendar day, the percentage sum determined by the use of the following formula shall not exceed 25%:

(a) the total daily product of (i) the area on which text has actually been displayed, multiplied by (ii) the period of time such text has been displayed, divided by (b) the product of (i) the total area of the Integral Electronic Display Sign, multiplied by (ii) the total period of time during such day in which the Integral Electronic Display Sign was operated.

E. High Rise Signs.
1. **Minimum Building Height.** A building must be at least 150 feet tall to have a High Rise Sign or Signs.

2. **Location.** On a flat-topped building, High Rise Signs must be located between the top of the windows on the topmost floor and the top of the roof parapet or within an area 24 feet below the top of the roof parapet, whichever is less. On buildings with stepped or otherwise articulated tops, High Rise Signs may be located within an area 24 feet below the top of the building or within an area 24 feet below the top of the parapet of the main portion of the building below the stepped or articulated top. The High Rise Signs must be located on a wall and may not be located on a roof, including a sloping roof, and may not block any eye-level windows.

3. **Number of High Rise Signs.** A building may have no more than two High Rise Signs.

4. **Other Guidelines.** High Rise Signs are encouraged to meet the following guidelines:
   
   a) The use of symbols or logos, rather than names or words, is encouraged.
   b) High Rise Signs should be integrated into the architectural design of the building.
   c) High Rise Signs should be designed to be easily changed over time, in order to accommodate new tenants.
   d) Nighttime lighting of High Rise Signs, as well as of distinctive building tops, is encouraged and the two should be integrated. Lighting of High Rise Signs should include backlighting that creates a “halo” around the Skylight Sign. Backlighting may be combined with other types of lighting.

F. **Integral Electronic Display Signs.** Notwithstanding any portion of the Code to the contrary, Integral Electronic Display Signs shall be permitted subject to the following regulations:

1. **Location.**

   a) An Integral Electronic Display Sign shall not cover the exterior of windows, doors, vents, or other openings that serve occupants of a building unless:

   I. the operability and functionality of all windows, doors, vents, or openings covered by such Integral Electronic Display Sign are maintained to the building’s design standards; and
   II. visibility from the interior of each window covered by such Integral Electronic Display Sign is maintained to the building’s design standards.
b) An Integral Electronic Display Sign shall not cover architectural features of a building’s façade, but rather shall create and enhance the building’s architecture and be consistent and compatible with the overall design of the building.

c) No portion of an Integral Electronic Display Sign shall be taller than 150 feet in height, as measured vertically from finished grade.

2. **Area.** An Integral Electronic Display Sign shall not be larger than 40% of the area of the façade of the building on which the Integral Electronic Display Sign is located.

3. **Brightness.** The lighting of Integral Display Signs shall be subject to the following regulations:

   a) **Timer.** The brightness of an Integral Electronic Display Sign shall be controlled by a timer (not a light meter or sensor), which shall be maintained in good working order sufficient to comply with the requirements of this Section.

   b) **Brightness.** An Integral Electronic Display Sign shall:

      I. from 45 minutes after sunset to 45 minutes before sunrise be no brighter than 1,200 candelas per square meter; or
      II. from 45 minutes after sunrise to 45 minutes before sunset be no brighter than 7,000 candelas per square meter.

    During the period beginning 45 minutes before sunset and continuing until 45 minutes after sunset, an Integral Electronic Display Sign shall transition from its daytime brightness level to its evening brightness level at a consistent rate of speed, being no brighter than 2,900 candelas per square meter at sunset. During the period beginning 45 minutes before sunrise and continuing until 45 minutes after sunrise, an Integral Electronic Display Sign shall transition from its evening brightness level to its daytime brightness level at a consistent rate of speed, being no brighter than 2,900 candelas per square meter at sunrise.

4. **Ground Spillage.** When measured at ground level from any location other than the property on which an Integral Electronic Display Sign is located, an Integral Electronic Display Sign shall not under any circumstance increase the total amount of measurable light more than 2 LUX above the ambient-light level that exists when such Integral Electronic Display Sign is extinguished.

5. **Interior Spillage.** When measured from any location within a building on which an Integral Electronic Display Sign is located, said Integral Electronic Display Sign shall not increase the total amount of measurable light more than 1 LUX above the ambient-light level that exists when such Integral Electronic Display Sign is extinguished, unless said light increase is the result of exterior atmospheric conditions.
6. **Light Disbursement.** In the event that an Integral Electronic Display Sign contains light emitting diodes, each such light emitting diode shall have a light disbursement standard of no more than 140° when measured on a horizontal axis or 80° when measured on a vertical axis, as shown on Figure D.

7. **Animation.** Integral Electronic Displays may be animated, subject to the following restrictions:

   a) **Angle of Movement.** No image may be displayed upon an Integral Electronic Display Sign, which, when measured from a point 100 feet distant from the exterior surface of such Integral Electronic Display Sign, would cause an eye tracking such image to travel more than 20° per second.

   b) **Cutting/Montage.**

      i. **Fade or Bleed.** Each transition (or cut) between images displayed on an Integral Electronic Display Sign shall be a fade or a bleed, with each such fade or bleed lasting a minimum of 3 seconds.

      ii. **Speed of Cuts.** Once a transition (or cut) has been completed, the image displayed on an Integral Electronic Display Sign shall continue to be displayed for at least three seconds.

      iii. **Pan.** No pan of an image displayed on an Integral Electronic Display Sign shall cause such image to move across such Integral Electronic Display Sign at a rate greater than seven and one-half feet per second.

     iv. **Zoom.** No zoom shall increase or decrease the size of an image being displayed on an Integral Electronic Display Sign by more than 10% per second.

8. **Percent Text.** Calculated over any given calendar day, the percentage sum determined by the use of the following formula shall not exceed 25%: (a) the total daily product of (i) the area on which text has actually been displayed, multiplied by (ii) the period of time such text has been displayed, divided by (b) the product of (i) the total area of the Integral Electronic Display Sign, multiplied by (ii) the total period of time during such day in which the Integral Electronic Display Sign was operated.

9. **Community/Art Content.** Voluntary community programming, art and public service messages are encouraged and supported. As part of an approved Project Permit Compliance Review for an Integrated Electronic Display, an applicant may submit a schedule of operation outlining any planned public art component or community serving uses.
10. Monitoring. To facilitate the monitoring of compliance with the conditions of this Ordinance, the operator of an Integral Electronic Display Sign shall:

a) maintain an accurate schedule of images displayed on such Integral Electronic Display Sign together with copies of all such images for at least 60 days after the date of an image’s display; and
b) provide copies of such schedule and images as requested by the Director.

G. Pedestrian Signs.

1. General.

a) A Pedestrian Sign shall be used to identify the business tenant served by the sign.

b) No text message or logos shall be permitted on that portion of a Pedestrian Sign that is parallel to the face of the building.

c) 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.

d) A Pedestrian Sign shall be double-faced and the faces shall be parallel.

2. Location.

a) Each business that is located on the ground level of a building may have one Pedestrian Sign within five linear feet of the main entrance of that business.

b) Each business that is located on a second floor level of a building may have a Pedestrian Sign on the ground level if there is direct exterior pedestrian access to the business floor space.

3. Dimensions.

a) Width. No portion of a Pedestrian Sign that is parallel to the face of the building shall exceed 1 feet in width.

b) Height. No portion of a Pedestrian Sign shall be located less than 8 feet above the sidewalk grade to the bottom of the sign.

4. Individual Sign Area. The sign area for a Pedestrian Sign shall not exceed 9 square feet for each sign face.
5. **Projection From The Building Face.** Notwithstanding the provisions of Section 14.4.9 of the Code to the contrary, a Pedestrian Sign may project up to 3 feet from the face of the building at a height of at least 8 feet above the sidewalk grade.

H. **Supergraphic Signs.**

1. **General.** A Supergraphic Sign shall not be allowed on any parcel where a Billboard or Solid Panel Roof Sign is located.

2. **Location.**
   
   a) A Supergraphic Sign shall not cover architectural features or Character-Defining Features of a façade on a historic building.

3. **Area.**
   
   a) A Supergraphic Sign shall be at least 1200 square feet in size.
   
   b) The written message, including logos, shall not exceed 15% of the total area of the sign. Depiction of any logo or text shall be counted as text.

4. **Construction.**
   
   a) A Supergraphic Sign that is comprised of vinyl or other material may be attached to a wall with an adhesive approved by the Fire Department or by mechanical means approved by LADBS.
   
   b) The exposed face of a Supergraphic Sign shall be approximately parallel to the plane of the wall upon which it is located.

I. **Wall Signs.**

1. **Area.** A Wall Sign shall be less than 1,200 square feet in area.

J. **Window Signs.** Unless otherwise specified in this Ordinance, a Window Sign shall comply with Section 14.4.14 of the Code and the following regulations:

1. **Location.** No portion of any Window Sign shall be located above the second story of the building on which it is placed or higher than 35 feet above grade, whichever is lower.

2. **Area.** Window Signs located on or within six feet of the window plane, painted or attached, shall not exceed fifteen percent of the glassed area of the window in which the Window Sign is placed. Number of such signs is not limited by this regulation, but aggregate area shall be included as part of aggregate sign area, as limited elsewhere in this Ordinance.
SECTION 10. SIGN REDUCTION PROGRAM

Prior to the issuance of a building permit for any new Electronic Message Display Sign, Integral Electronic Display or Supergraphic Sign on a parcel within the Figueroa and Olympic Sign District, the applicant shall show evidence, to the satisfaction of the Director, that all existing billboards, mural signs and other prohibited signs have been removed from the Sign District.

SECTION 11. 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 Figueroa and Olympic Signage Supplemental Use Ordinance are declared to be severable.
FIGURE D
NOVEMBER 25, 2008
CPC-2007-0842-SN
VERTICAL LIGHT
DISBURSEMENT