

ORDINANCE NO. 184056

An ordinance establishing a Signage Supplemental Use District, pursuant to Los Angeles Municipal Code Section 13.11, known as the Historic Broadway Sign Supplemental Use District.

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

Section 1. The City Council hereby establishes and adopts the attached Historic Broadway Sign Supplemental Use District in Downtown Los Angeles from 1st Street to 12th Street, encompassing the Broadway Theater and Entertainment District and parcels fronting along intersecting streets, as depicted in the map attached to the Supplemental Use District as Exhibit 1.

HISTORIC BROADWAY SIGN SUPPLEMENTAL USE DISTRICT

SECTION 1. ESTABLISHMENT

The City Council hereby establishes the Signage Supplemental Use District applicable to South Broadway in Downtown Los Angeles from 1st Street to 12th Street, encompassing the Broadway Theater and Entertainment District and parcels fronting along intersecting streets, as depicted in the map attached hereto as Exhibit 1.

SECTION 2. PURPOSES

- A. Establish a sign district that supports and enhances historic preservation, economic development, and revitalization of the Broadway Theater and Entertainment District and directly adjacent blocks, and that reduces blight along the corridor.
- B. Allow a variety of appropriate and economically viable signage that will contribute to the historic nature of the Broadway district in a way that:
 1. Complements and protects the character-defining features of the historic buildings;
 2. Incentivizes rehabilitation, activation and reactivation of buildings, and the revitalization and historic preservation of the Broadway Theater and Entertainment District and adjacent blocks;
 3. Encourages new infill investment on Broadway through new construction on vacant and underutilized locations;
 4. Supports and encourages pedestrian activity;
 5. Reflects the historic character of the District's signage and where appropriate, incorporates new types of signage and technology;
 6. Coordinates with the architectural elements of the buildings on which signage is located and enhances the overall characteristics of the District; and
 7. Incentivizes the completion of the improvements contemplated in the Broadway Streetscape Master Plan and the installation of façade lighting treatments in accordance with the Broadway Community Design Overlay District
- C. Limit visual clutter and blight by regulating the type, size, location, design, and operation of signs.
- D. Minimize potential traffic hazards and protect public safety.
- E. Utilize off-site advertising rights to incentivize investment in the rehabilitation and reactivation of existing buildings and construction of new buildings on vacant and underutilized sites.

- F. Reinforce the authenticity of Broadway as one of California's oldest and most unique historic districts.

SECTION 3. APPLICATION OF 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 (LAMC). These regulations do not convey any rights not otherwise granted under the provisions and procedures contained in the Code or other relevant ordinances, except as specifically provided for in this Ordinance.
- B. Wherever this Ordinance contains provisions that establish regulations that are different from, more restrictive than, or more permissive than those contained in the LAMC or other relevant ordinances, this Ordinance shall prevail.

SECTION 4. GENERAL STANDARDS

- A. Only the sign types specifically authorized in this Ordinance shall be erected on parcels located within the Broadway Sign District.
- B. Unless otherwise specified in this Ordinance to the contrary, the general sign requirements set forth in the LAMC shall apply for placement, permits, plans, design and construction, materials, street address numbers, identification, maintenance, prohibited locations, and sign illumination.
- C. Where signs are required to be painted, a professional sign painter shall be used. . All signs shall use typography and images that are uniform in point size, kerning and overall appearance. All signs shall be produced using an identifiable font. Spray-on paint and airbrushes shall not be used for lettering or iconography. The exposed backs and sides of all signs visible from a public right-of-way shall be finished.
- D. All signs shall be maintained in good repair.
- E. **Rights to Sign Visibility.** This Ordinance grants no right of visibility to any sign operator. Nor shall the impact on a sign's visibility be used as a basis to deny or condition an application for a sign or any other structure located in the Sign District or on properties adjacent thereto.
- F. Signs located in an open air, interior courtyard or plaza of a Non-Historic Building that are not visible from the street

are not subject to the provisions of this Ordinance and need only comply with Article 4.4 of the Code.

- G. All new signs and sign support structures shall be made of noncombustible materials or approved plastics. The Department of Building and Safety and the Fire Department shall approve any new or untested materials pursuant to LADBS's standards and procedures.
- H. **Existing Non-Conforming Signs.** Every existing sign and/or sign support structure constructed under a valid permit and used in conformance with the LAMC regulations and Los Angeles Department of Building and Safety approvals in effect at the time of construction shall be allowed to continue to exist under those regulations and approvals, even though subsequent adopted regulations and approvals have changed the requirements.
 - 1. All existing non-conforming signs shall be included in computing Combined Signage Area.
 - 2. No increase in sign area, height, location or orientation of an existing non-conforming sign shall be permitted.
 - 3. Any existing billboard(s) or solid-panel roof sign(s) shall be removed before placement of any new sign structure containing off-site commercial content is permitted.
- I. **Combined Signage Area.** The location and size of any individual sign is governed by the provisions set forth below regulating each sign type. Additionally, the total combined area of all Temporary, Wall, Window, Existing Non-Conforming Signs, and any other sign types not regulated in this ordinance that are located on a single building frontage shall be limited to 1.5 square feet of sign area per linear foot of that building frontage.
- J. **Sign Content.** Notwithstanding any contrary regulation or statement of intent set forth below, to the extent any onsite commercial message is permitted on a sign, all onsite commercial messages are permitted on that sign. Furthermore, no provision of this ordinance shall prohibit an ideological, political or other noncommercial message on a sign otherwise permitted by this ordinance.
- B. All illuminated signs shall have a nighttime brightness no greater than 300 candelas per square meter and a daytime brightness no greater than 5,000 candelas.
- C. The brightness of any sign that includes neon, neon-like, or LED elements shall be fully dimmable and controlled by a timer which shall be maintained in good working order.
- D. No sign shall use highly reflective materials such as mirrored glass.
- E. All signs shall have a maximum total lumen output of no more than 20 lumens per square foot.
- F. All light emitting diodes used within any sign shall have a maximum horizontal beam spread of 165 degrees and a maximum vertical beam spread of 65 degrees. All light emitting diodes shall be oriented downwards towards the street, rather than towards the sky.
- G. Any Marquee Digital Sign shall make a smooth transition at a consistent rate between the permitted daytime to nighttime brightness levels beginning 45 minutes prior to sunset and concluding 45 minutes after sunset.
- H. **Illumination Testing Protocol.** Prior to the operation of any Marquee Digital Sign requiring Project Permit Compliance, and again 12 months after the sign has become operational, the applicant shall conduct testing to indicate compliance with the regulations of this Ordinance, and provide a copy of the results along with a certification from an LADBS approved testing agency to the Director and to LADBS stating that the testing results demonstrate compliance with the requirements of this Ordinance. The testing shall be at the applicant's expense and shall be conducted as follows:
 - 1. In order to determine whether the illumination complies with Article 4.4 of the Zoning Code and the requirements of this Ordinance, a representative testing site shall be established on or next to those light sensitive receptors, as defined by the City's CEQA Guidelines, which have the greatest exposure to signage lighting on each of the four facades of the Project. A light meter mounted to a tripod at eye level, facing the Project buildings, shall be calibrated and measurements taken to determine ambient light levels with the sign on. An opaque object shall be used to block out the view of the sign and the building from the light meter at a distance of at least four (4) feet away from the tripod. A reading shall then be taken to determine the ambient light levels with the sign off. The difference

SECTION 5: ILLUMINATION STANDARDS

- A. All illuminated signs shall be designed, located, and/or screened so as to minimize light travel onto the exterior walls of residential units and windows of commercial buildings, including those on the same site as the sign.

between the two measurements shall be the amount of light the sign casts onto the sensitive receptor. Alternatively, the applicant may measure light levels by using the same tripod and same light meter, but by turning the signage on and off.

2. The illumination and intensity levels of all Digital Displays and Integral Digital Displays shall also be metered from a minimum of four perspectives (i.e., a perspective metering each facade) using the Candela as unit of measurement, and shall indicate conformance with the standards of this Ordinance.
3. In addition, if, as a result of a complaint or otherwise, LADBS has cause to believe the Project's signage lighting is not in compliance with the Code or this Ordinance, LADBS may request, at the expense of the applicant or its successor, that the testing protocol outlined in this section be implemented to determine compliance. If the testing reveals that the signage is not in compliance with the Code, this Ordinance, or mitigation measures set forth in the Environmental Clearance that the City certified for this Ordinance, the applicant or its successor shall adjust the signage to bring it into compliance immediately or pay penalties per LAMC Section 11.2.04(a)3.

- K. Solid Panel and other Roof Signs not specifically permitted herein
- L. Supergraphic Signs¹

SECTION 5. PROHIBITED SIGN TYPES

The following sign types are prohibited:

- A. Billboards
- B. Canister/Can/Cabinet Signs
- C. Captive Balloon Signs
- D. Electronic / Digital Displays that do not qualify as Marquee Signs
- E. Illuminated Canopy Signs
- F. Inflatable Devices
- G. Monument Signs
- H. Pillar Signs
- I. Pole Signs
- J. Sail Signs / Wind Banners / Feather Signs

¹ Painted Secondary Façade Signs that comply with the regulations in this Ordinance shall not be considered Supergraphic Signs in this District.

SECTION 7. ADMINISTRATIVE PROCEDURES

- A. Building Permits.** The Department of Building and Safety (LADBS) shall not issue a permit for a sign, a sign structure, sign illumination, recreation / reconstruction of a sign, or alteration of an existing sign unless the sign complies with the requirements of this Ordinance and zoning regulations in the LAMC, as determined by the Director. The Department of Building and Safety shall ensure compliance with all other LAMC requirements. Any sign projecting into the right of way shall also require the approval of the Department of Public Works.
- B. Office of Historic Resources Review.** This ordinance does not exempt review by the Office of Historic Resources, when otherwise required.
- C. Planning Department Sign-Off Required.** A permit may be issued by LADBS for the following signs with only a sign-off by the Department of City Planning and Office of Historic Resources on the permit application:
1. Architectural Ledge Sign
 2. Awing Sign
 3. Historic Designation Identification and Description Sign
 4. Information Sign
 5. Illuminated Projection Sign
 6. Pedestrian Sign
 7. Sandwich Board Sign
 8. Storefront Vacancy Sign
 9. Temporary Sign
 10. Temporary Sign on Temporary Construction Wall
 11. Wall Sign
 12. Window Sign

7.1 PROJECT PERMIT

- A. Project Permit Compliance 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:
1. Architectural Canopy Sign
 2. Blade Sign
 3. Open Panel Roof Sign
 4. Marquee Digital Sign
 5. Painted Secondary Façade Sign
 6. Any sign that contains Three-Dimensional Sculptural Elements
 7. Any sign that contains Kinetic Elements
 8. Freestanding Rooftop Elements

7. Any sign that displays Off-Site Advertising, except for Illuminated Projection Signs

B. Application Submittal Requirements.

1. An application for Project Permit Compliance shall comply with Section 11.5.7 of the LAMC.
2. The application may request review of one or multiple signs.
3. The application shall be accompanied by photographs of all existing signage and architectural renderings of proposed signage, as well as a scaled plot plan showing the location and size of all existing and proposed signage.
4. The application shall identify the refresh rate, hours of operation, and include an illumination plan for the proposed sign(s), as well as any other information the Director reasonably requests.
5. The application shall identify the location of the sign(s) and demonstrate compliance with the requirements specified for that location and specific sign type.

7.2 OFF-SITE ADVERTISING INCENTIVE PROGRAM

- A. Intent.** By allowing Off-Site advertising pursuant to the provisions of this Section, the City intends to incentivize property owners to invest in their own properties, which will not only inure to the property owner's benefit, but will also assist the City in accomplishing its goal of revitalizing the Broadway Theater and Entertainment District, rehabilitating historic structures, and removing blight.
- B. Permissible Sign Types.** Off-Site advertising is permitted on the following sign types provided that all the requirements of this Section, and the requirements set forth in Section 9 for each sign type are satisfied:
1. Illuminated Projection Signs
 2. Marquee Digital Signs
 3. Open Panel Roof Signs
 4. Painted Secondary Façade Signs
- C. Permissible Buildings.** All buildings may display Off-Site advertising as part of Illuminated Projection Signs, provided that the requirements of Section 9 are satisfied. Off-site advertising is permitted on Marquee Digital Signs, Open Panel Roof Signs or Painted Secondary Façade Signs, but only if the building is a Historic Building, or if the building exceeds 50 feet in height. Off-site advertising is prohibited on all other signs.
- D. Term Grant.** As part of the Project Permit Compliance Review, the Director shall only approve Off-Site advertising on Marquee Digital Signs, Open Panel Roof

Signs, and Painted Secondary Façade Signs pursuant to a term grant. Illuminated Projection Signs are not subject to the term grant requirement. The Term Grant approval shall comply with the following requirements:

1. The Term Grant approval shall be limited to three years. At the expiration of the three-year period, the applicant may file an application to renew the approval.
2. Prior to the issuance of a Project Permit Compliance approval, the building shall be subject to the Inspection and Field Compliance Review of Operations procedures to verify that:
 - i. Each floor of the building can be legally occupied, and that the LAMC does not prohibit occupancy on any floor of the building due to deferred maintenance, LAMC violations, or other regulatory requirements.
 - ii. The building's occupancy rate is at least 75%.
 - iii. The building has no outstanding code violations related to signage.
 - iv. The building's facades are free of graffiti.
 - v. The building owner has installed facade lighting that complies with the Broadway Community Design Overlay District.

The inspection shall be conducted pursuant to the Inspection and Field Compliance Review of Operations procedures set forth in LAMC Section 12.24 F. If the owner of the building elects to apply for a renewal of the Term Grant, the building shall be reinspected twelve months prior to the expiration of the Term Grant.

E. Completion of Street Improvements. Prior to approving a Project Permit Compliance review for signs with off-site advertising, the Director shall determine that the street improvements set forth in the Historic Broadway Streetscape Master Plan have been completed for the block on which the off-site advertising will be displayed.² If the City has not yet completed the streetscape improvements for the block in question due to budgetary constraints, the applicant, either acting individually or in conjunction with other property owners on the block, may complete the streetscape improvements himself or herself, after securing all appropriate permits from the Department of Public Works, and all other relevant City agencies. Alternatively, the applicant may pay a one-time *in lieu* fee for the cost of street improvements for that portion of the street located directly adjacent to the applicant's

property. The in lieu fee shall be in the amount of \$2,755.89* per linear foot of street frontage on Broadway and any perpendicular street within the boundaries of the Sign District. Use of these funds shall be limited to construction of improvements identified in the adopted Broadway Streetscape Master Plan, within the same block as the contributing property. This payment is only required upon the first approval for an individual property and not required for sign renewal.

** Starting in 2017, the price shall be escalated at the Construction Cost Index rate.*

F. Illuminated Projection Signs. Illuminated Projection Signs shall only be permitted in conjunction with a Special Event, as defined in LAMC Section 41.20.1.

² The Completion of Street Improvement requirement shall not apply to off-site advertising displayed in conjunction with Illuminated Projection Signs.

7.3 REQUIRED PROJECT PERMIT FINDINGS

Prior to approval of the Project Permit Compliance review the Director shall make the following findings:

- A. All proposed signage complies with the applicable regulations of this Ordinance.
- B. All existing and proposed signs are compatible with the surrounding environment.

Compatibility shall be determined by the relationships of the elements of form, proportion, scale, color, materials, surface treatment, overall sign size and the size and style of lettering. The surrounding environment shall be comprised of other nearby signs, other elements of street and site furniture, and adjacent and surrounding buildings, including residential areas. The Director's written findings must explain why the proposed sign is or is not compatible with the surrounding environment. The Director may also conditionally approve a sign, including conditions that would render the proposed sign compatible with the surrounding environment. In no case shall the Director consider the content or message of any proposed sign when making a compatibility determination.

- C. The project incorporates mitigation measures, monitoring measures when necessary, or alternatives identified in the environmental review that would mitigate the negative environmental effects of the project, to the extent physically possible, pursuant to the California Environmental Quality Act., or the project is found to be Categorically Exempt.

7.4 FURTHER FINDINGS FOR HISTORIC BUILDINGS

Prior to approval of the Project Permit Compliance Review for signs on Historic Buildings, the Director shall make the following findings:

- A. The signage was approved by the Cultural Heritage Commission pursuant to Article 22.171 of the LAMC, if required;
- B. The signage does not cover the Character-Defining Features or Historic Signage of the building, except for a limited period during recreation, restoration or rehabilitation of the Historic Building or Historic Signage, upon agreement with the Director through the Project Permit Compliance procedures of Section 11.5.7 of the Code;

- C. The signage does not alter or destroy the Historic Signage on the building or adjacent Historic Buildings, including Historic Signage on which the message has been replaced due to deterioration; and
- D. Affixing and removing the signage does not permanently alter the Character- Defining Features of the building.

7.5 TEMPORARY SIGNS

- A. **Building Permits.** Temporary Signs and Temporary Signs on Temporary Construction Walls are permitted within the Broadway Sign District pursuant to the provisions found in Section 14.4 of the LAMC, except that no such sign shall be located more than 15 feet above the natural or finished grade.
- B. **Time Limits.**
 - a. **Illuminated Projection Signs.** Illuminated Projection Signs shall only be permitted in conjunction with a Special Event, as defined in LAMC Section 41.20.1, and Illuminated Projection Signs shall not be displayed on a property more than 10 days in a calendar year.
 - b. **Sandwich Board Signs.** Sandwich Board Signs shall be limited in time pursuant to the provisions found in Article 4.4 of the LAMC regarding Temporary Signs.
 - c. **Storefront Vacancy Signs.** Storefront Vacancy Signs shall be limited in time to a period of no more than two years.
 - d. **Temporary Signs.** Temporary Signs shall be limited in time pursuant to the provisions found in Article 4.4 of the LAMC regarding Temporary Signs.
 - e. **Temporary Signs on Temporary Construction Walls.** Notwithstanding the other provisions of the section, Temporary Signs shall be limited in time pursuant to the provisions found in Article 4.4 of the LAMC regarding Temporary Signs on Temporary Construction Walls.

7.6 ADJUSTMENTS AND EXCEPTIONS

The Area Planning Commission shall have initial decision-making authority for granting exceptions from the provisions of this Ordinance. An applicant requesting an exception from the provisions of this Ordinance shall utilize the procedures for a Specific Plan Exception set forth in Section 11.5.7 F of the LAMC. In granting an exception, the Area Planning Commission

shall make all of the following findings, in lieu of the findings set forth in Section 11.5.7.F.2 of the LAMC:

- A. Strict compliance would result in practical difficulty or unnecessary hardship inconsistent with the purposes of the zoning restrictions, due to unique physical circumstances or conditions of design;
- B. Strict compliance would deprive the applicant of privileges enjoyed by owners of similarly zoned property; and An exception would not constitute a grant of special privilege.

No exception may be granted from Sections 6 and 7.2 of this Ordinance, and adjustments pursuant to Section 11.5.7.E of the LAMC are not permitted in this District. The Area Planning Commission shall not consider the content of the message of the proposed sign when considering the exception application.

7.7 RECONSTRUCTED/RECREATED HISTORIC BLADE SIGNS & SECONDARY FAÇADE SIGNS

- A. Blade Signs, Marquee Signs, and Secondary Façade Painted Wall Signs that previously existed on historic buildings during their period of historic significance may be reconstructed or recreated if the Department of City Planning's Office of Historic Resources determines that sufficient photographic documentation or a building permit has been submitted to prove that a blade sign or painted wall sign once existed at that location, and that recreated sign is consistent with the historic nature of the building or historic district.
- B. Reconstructed / Recreated Historic Blade Signs and Secondary Façade Painted Wall Signs created pursuant to this provision, shall not be subject to the Design Standards and Location Standards for their respective sign types.
- C. Historic Marquee Signs may also be recreated, subject to the requirements of 9.11 of this ordinance.
- D. All recreated signs shall be constructed using the same materials, or their modern equivalent, with the same copy as the original historic sign, be of the same dimensions, and shall be placed in the same location, to the extent feasible as determined by the Director of Planning in consultation with the Office of Historic Resources.

7.8 FINES

- A. Enforcement of these regulations shall be governed by Section 11.2.01 of the LAMC and fines shall be levied in accordance with Section 11.2.04.(a).3.
- B. A violation of the sign regulations herein is deemed a continuing violation and each day that a violation continues is deemed to be a new and separate offensive.

SECTION 8 DEFINITIONS

Billboard – Any sign on one or more poles that is: structurally separate from an existing building; supported by independent footing inside an existing building or other improvements; and /or support a solid sign panel that is attached to pole(s), or column(s) that may be cantilevered over a building.

Canister/Can/Cabinet Sign – An opaque or clear sign with illuminated or non-illuminated text, logos, or symbols placed on, behind, or extruded through the plastic face of an enclosed cabinet attached to the face of the building.

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 figures, illuminated or non-illuminated, that are affixed to the façade of a building or structure as a wall sign or part of a wall sign.

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

Feather Sign/ Sail Sign/ Wind Banner - A freestanding or mounted sign that is supported by a flexible or semi-flexible full or partial frame within which is a material constructed of vinyl, paper, or other wind-resistant and moveable materials.



Ghost Sign - Faded business identification, advertisements and signage from an earlier twentieth century era, often hand painted directly on building masonry side walls.



Historic Building - A building or structure that is: (1) listed as a Historic-Cultural Monument by the City of Los Angeles; or (2) is listed, is a contributor to, 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 survey conducted by the former Community Redevelopment Agency

Kinetic Element. An element of a sign, other than digital electronic movement of words, graphics or other visual images, that includes dynamic, motorized or mechanically moving parts.

Light Mapping Technology – Specialized software used to project an image on a two- or three-dimensional object that accounts for the unique dimensions and surface conditions on which the image is being projected.

Neon. Neon is encouraged as are technologies that mimic neon lights. In such cases, and to the extent possible, neon-like signage should replicate the quality of neon through light warmth, color, and brightness. To qualify as a neon sign, the lighting tube elements must be visible as part of open channel lettering or placed on top of a sign face. Lighting elements enclosed in covered channel lettering or any other method of concealment shall not qualify as neon.

Off-Site Messaging. A sign that displays any message directing attention to a business, product, service, profession, commodity, activity, event, person, institution, or any other commercial message, which is generally conducted, sold, manufactured, offered, or occurs elsewhere than on the premises where the sign is located.

Pillar Sign - A freestanding sign which is mounted directly on the ground, consisting of rectangular sign faces or a sculptural themed shape, visible from street in an open air environment, with a horizontal dimension that does not exceed 25 percent of the length of the vertical dimension.

Secretary Of The Interior Standards - The Secretary of the Interior's Standards for Rehabilitation, also known as The Standards, are part of the United States Department of the Interior - National Park Service - Secretary of the Interior's Standards for the Treatment of Historic Properties. The Secretary of the Interior's Standards provide guidance and a framework for maintaining, repairing, and replacing historic materials, as well as designing new additions or making alterations to historic buildings and historic districts.

Sequential Lighting Element. Illumination of sculptural elements, letters or other sign parts outlined in individual light bulbs, neon tubing or neon-like elements and illuminated in sequence and from sequential positions to give the appearance of motion of that element.

Example of Sequential Lighting Element:



Sign Support Structure - A structure of any kind or character, erected, used or maintained for a sign upon which any poster, bill, printing, painting, projected image or other message may be placed.

Solid Panel Roof Sign - A type of roof sign consisting of one or more solid opaque panels that in the aggregate equal more than one-third of the overall area of the sign face.

Three Dimensional Sculptural Element. A sculpted, crafted or otherwise extruding artistic element or customized statue that can be integrated into a sign or stand freely on a roof. Three Dimensional Sculptural Elements are allowed only as part of an Open Panel Roof Sign, Blade Sign, or Pedestrian Sign.

SECTION 9.1 ARCHITECTURAL CANOPY SIGNS

A. DEFINITION & INTENT

An enclosed structure attached to the wall of a building that has three exposed sides, with the front sign-face approximately parallel to the wall, and side sign-faces approximately perpendicular to the wall, with the message integrated into its surface, and that provides on-site business or building identification. These signs are intended to be integrated with, and enhance, a building's features.

B. DESIGN STANDARDS

Architectural Canopy Signs shall:

1. Be constructed of ornate ironwork, other metals, or decorative, solid and durable materials that comply with the City of Los Angeles's Building Code;
2. Have three sign faces, one parallel and two perpendicular to the associated street frontage;
3. Have sign faces designed in a complementary manner with the same design;
4. Not be constructed of plastic, vinyl, fabric, or other non-structural materials;
5. Not have changeable letters and symbols, such as those found on a marquee;
6. Be placed on a fully enclosed architectural canopy, with a decorative treatment on the bottom surface so as to shield from view any support mechanisms, wiring, and structures;
7. Be placed on a structure that is above a primary building entrance, and shall be scaled to the horizontal width of that entrance.
8. Comply with the element standards of Table 9.1.1 and the dimensional standards of Table 9.1.2 below:

Table 9.1.1

Neon, neon-like, individual bulbs	Encouraged
Sequential Lighting Elements	Not Allowed
Kinetic Elements	Not Allowed
Three-Dimension Elements	Not Allowed
Off-Site Messaging	Not Allowed

C. LOCATION STANDARDS



Table 9.1.2

Architectural Canopy Sign Standards	MIN	MAX
Height/Letter Area (a)	-	1.5'
Sign Area Width (b)	-	18'
Projection (c)	-	8'
Clear Height (d)	8'	-

D. EXAMPLES OF INTENDED PHYSICAL CHARACTER



SECTION 9.2 ARCHITECTURAL LEDGE SIGNS

A. DEFINITION & INTENT

A type of sign with individual channel letters or an image identifying a business in the same building, or the individual numbers of an address, which stand atop a horizontal projection forming a ledge or narrow shelf affixed to a wall.

B. DESIGN STANDARDS

Architectural Ledge Signs shall:

1. Be located over a ground floor entranceway or window;
2. Use individual letters and symbols constructed of ornate ironwork, other metals, wood or decorative, solid and durable materials;
3. Not be constructed of plastic, vinyl, fabric, or other non-structural materials that comply with the Building Code;
4. Comply with the element standards of Table 9.2.1 and the dimensional standards of Table 9.2.2 below:

Table 9.2.1

Neon, neon-like, individual bulbs	Encouraged
Sequential Lighting Elements	Not Allowed
Kinetic Elements	Not Allowed
Three-Dimension Elements	Not Allowed
Off-Site Messaging	Not Allowed

C. LOCATION & SIZE STANDARDS

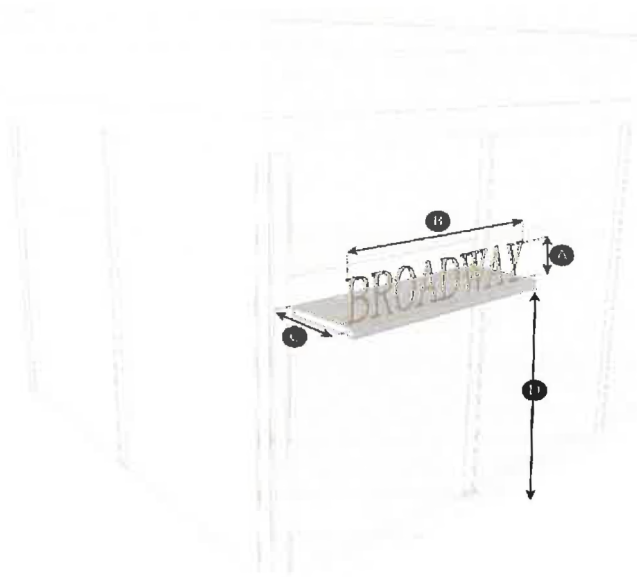
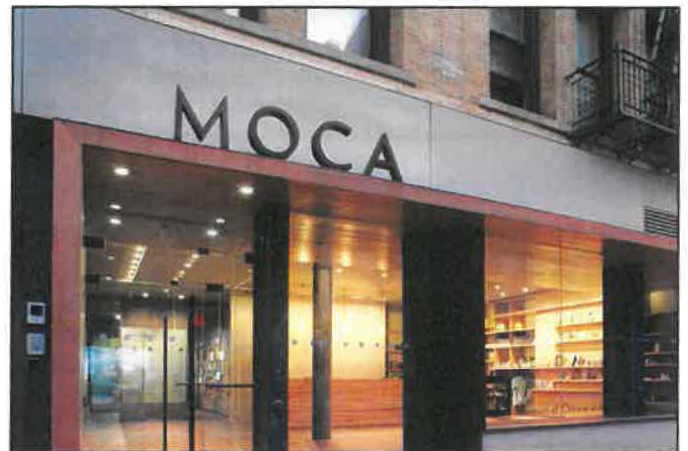


Table 9.2.2

Architectural Ledge Sign Standards	MIN	MAX
Height/Letter Area A	-	18"
Width B	-	15'
Projection C	-	4'
Clear Height D /Height from Grade A + D	8'	20'

D. EXAMPLES OF INTENDED PHYSICAL CHARACTER



SECTION 9.3 AWNING SIGNS

A. DEFINITION & INTENT

A sign located on a shelter supported entirely from the exterior wall of a building feature such as a door, window, or landscape/site feature, such as a sidewalk, patio, deck, or courtyard.

B. DESIGN STANDARDS

Awning Signs shall:

1. Have uniformly proportioned lettering that fits within 80% of the dimensions of the valance;
2. Have sign copy that is placed only on the valance;
3. Have no internal illumination;
4. Be constructed of high-quality fabric, canvas, metal, or other similar materials;
5. Comply with the element standards of Table 9.3.1 and the dimensional standards of Table 9.3.2 below:

Table 9.3.1

Neon, neon-like, individual bulbs	Not Allowed
Sequential Lighting Elements	Not Allowed
Kinetic Elements	Not Allowed
Three-Dimension Elements	Not Allowed
Off-Site Messaging	Not Allowed

C. LOCATION & SIZE STANDARDS

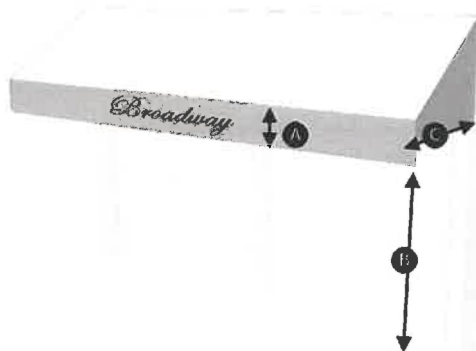


Table 9.3.2

Awning Sign Standards	MIN	MAX
Height/Letter Area A		12"
Clear Height B	8'	-
Projection C		7'

D. EXAMPLES OF INTENDED PHYSICAL CHARACTER



SECTION 9.4 BLADE SIGNS

A. DEFINITION & INTENT

A sign that is attached to a building starting above the ground level and projects outwards with one or more sign faces approximately perpendicular to the face of the building which provides on-site business or building identification. These signs are encouraged to provide building or tenant identification through a highly-visible, vertical design element that reflects creativity and proportionally-scaled signage.

B. DESIGN STANDARDS

Blade Signs shall:

1. Be limited to one sign per building, except for those buildings with more than 100 feet of street frontage which are limited to one sign for each full 75 feet of linear street frontage;
2. Be limited to building or tenant identification only;
3. Have two sign faces, both perpendicular to the associated street frontage;
4. Use individual, illuminated letters or graphic elements that are permanently integrated into the architecture of the sign;
5. Have identical sign faces on both sides;
6. Be primarily constructed of metal, and not constructed of fabric, paper, vinyl, cloth, plastic, wood, composite, and/or other such non-structural materials;
7. Comply with the element standards of Table 9.4.1 and the locational and dimensional standards of Table 9.4.2 and Table 9.4.3 below:

Table 9.4.1

Neon, neon-like, individual bulbs	Required
Sequential Lighting Elements	Allowed
Kinetic Elements	Allowed
Three-Dimension Elements	Allowed
Off-Site Messaging	Not Allowed

C. LOCATION STANDARDS

Table 9.4.2

Blade Sign Standards	MIN	MAX
Clear Height ● (not shown)	15'	-
Building Separation ●	1'	-
Separation from other Blade Sign	25'	-
Separation from other Blade Sign on same building	75'	-
Extension above roofline ●	-	10' ²

1 Unless this prevents a site from at least one such sign. 2 No more than 20% of the overall sign height.

D. SIZE STANDARDS

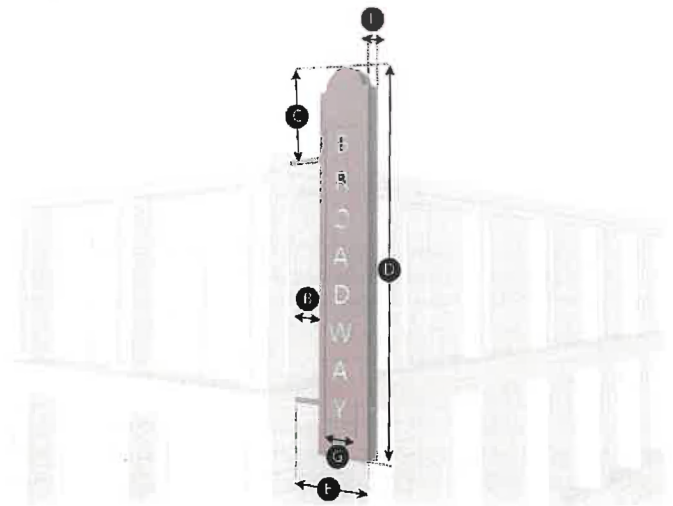


Table 9.4.3

Blade Sign Standards	MIN	MAX
Height ●	20'	50'
Height (with use of neon) ●	20'	-
Projection ●	-	7'
Projection of 3D Elements	-	8'
Depth ●	-	18"
Depth of 3D Sculptural Element	-	4'
Lettering Area ●	-	85% of sign area

E. EXAMPLES OF INTENDED PHYSICAL CHARACTER



SECTION 9.5 BUILDING IDENTIFICATION SIGNS

A. DEFINITION & INTENT

An existing sign that identifies the address and/or common reference name of a building, including but not limited to the name of the building within the National Register of Historic Places. Building Identification Signs are usually integrated into the architecture and materials used in the construction of the building. These signs foster continued use and understanding of a building's historic name and presence on the street.

C. SIZE STANDARDS

As existing signs, the allowable sign area for building identification signs shall not be included in calculating the maximum permitted combined sign area. New building identification signs shall be considered wall signs, and shall be included in the calculation of the maximum permitted combined sign area as indicated under the Wall Signs section of these standards.

D. EXAMPLES OF INTENDED PHYSICAL CHARACTER



SECTION 9.6. FREESTANDING ROOFTOP SIGNS

A. DEFINITION & INTENT

A Three Dimensional Sculptural Element limited to placement on rooftops that is no more than 1000 cubic feet when measured by the greatest extent in each dimension. Freestanding Rooftop Elements are limited to 10 square feet of text and/or logos.

B. DESIGN STANDARDS

Freestanding Rooftop Signs shall:

1. Be located on a rooftop;
2. Be limited to 10 square feet of text and/or logos;
3. Comprise no more than 1,000 cubic feet when measured by the greatest extent in each dimension;
4. Comply with the element standards of Table 9.6.1 and the locational and dimensional standards of Table 9.6.2 and Table 9.6.3 below:

Table 9.6.1

Neon, neon-like, individual bulbs	Not Allowed
Sequential Lighting Elements	Not Allowed
Kinetic Elements	Not Allowed
Three-Dimension Elements	Not Allowed
Off-Site Messaging	Not Allowed

E. EXAMPLES OF INTENDED PHYSICAL CHARACTER



C. LOCATION STANDARDS

Table 9.6.2

High Rise Sign Standards	MIN	MAX
Distance from roofline or parapet	2'	-
Distance from same sign type	1500'	-

D. SIZE STANDARDS

Table 9.6.3

Freestanding Rooftop Sign Standards	MAX
Sign Size	500 cubic feet

SECTION 9.7. HIGH RISE SIGNS

A. DEFINITION & INTENT

A type of sign located on the façade of the uppermost portion of a building that identifies or represents either the historical name of the building or the primary on-site tenant. These signs are intended to be viewed from afar and provide the building or business identification information for Broadway's tallest buildings.

B. DESIGN STANDARDS

High Rise Signs shall:

1. Be limited to no more than one sign for each building façade (buildings with rounded tops may have 4 such signs);
2. Have identical design where multiple signs are placed on a single building;
3. Not be permitted on any portion of a building less than 150 feet in height;
4. Be limited to open face channel lettering and may not be back lit in any way;
5. Be illuminated only through neon, neon-like, or by individual light bulbs;
6. Not block any windows or obscure any historic building features;
7. Consist of only one line of copy or symbols;
8. Comply with the element standards of Table 9.7.1 and the locational and dimensional standards of Table 9.7.2 and Table 9.7.3 below:

Table 9.7.1

Neon, neon-like, individual bulbs	Required
Sequential Lighting Elements	Not Allowed
Kinetic Elements	Not Allowed
Three-Dimension Elements	Not Allowed
Off-Site Messaging	Not Allowed

C. LOCATION STANDARDS

Table 9.7.2

High Rise Sign Standards	MIN	MAX
Height from street	150'	-
Distance from roofline or parapet	2'	-

D. SIZE STANDARDS

Table 9.7.3

High Rise Sign Standards	MIN	MAX
Sign Height	-	16'
Sign Width	-	50'
Sign Width as % of building façade width	-	80%

E. EXAMPLES OF INTENDED PHYSICAL CHARACTER



SECTION 9.8. HISTORIC IDENTIFICATION & DESCRIPTION SIGNS

A. DEFINITION & INTENT

A small plaque or sign mounted to the front façade of a building which provides information about the historical nature of the building.

B. DESIGN STANDARDS

Historic Identification and Description Signs shall:

1. Be installed in a position that does not damage or cover the character defining features of a Historic Building;
2. Be made of unpolished bronze or other similar metal;
3. Use individual raised lettering and symbols;
4. Be located near building entrances or prominent building features;
5. Comply with the element standards of Table 9.8.1 and the locational and dimensional standards of Table 9.8.2 and Table 9.8.3 below:

Table 9.8.1

Neon, neon-like, individual bulbs	Not Allowed
Sequential Lighting Elements	Not Allowed
Kinetic Elements	Not Allowed
Three-Dimension Elements	Not Allowed
Off-Site Messaging	Not Allowed

C. LOCATION STANDARDS

Table 9.8.2

Historic Identification & Description Sign Standards	MIN	MAX
Number per façade	-	2
Height from grade		8'

D. SIZE STANDARDS

Table 9.8.3

Historic Identification & Description Sign Standards	MIN	MAX
Individual Sign Area	-	6 sq ft
Total Sign Area per façade	-	6 sq ft

E. EXAMPLES OF INTENDED PHYSICAL CHARACTER



SECTION 9.8. INFORMATION SIGNS

A. DEFINITION & INTENT

A sign limited to a message giving directions, instructions, menus, selections, or address numerals. Theater and menu display cases are considered Information Signs.

B. DESIGN STANDARDS

Information Signs shall:

1. Be installed in a position that does not damage or cover the character defining features of a Historic Building;
2. Comply with the element standards of Table 9.9.1 and the locational and dimensional standards of Table 9.9.2 and Table 9.9.3 below:

Table 9.9.1

Neon, neon-like, individual bulbs	Not Allowed
Sequential Lighting Elements	Not Allowed
Kinetic Elements	Not Allowed
Three-Dimension Elements	Not Allowed
Off-Site Messaging	Not Allowed

C. LOCATION STANDARDS

Table 9.9.2

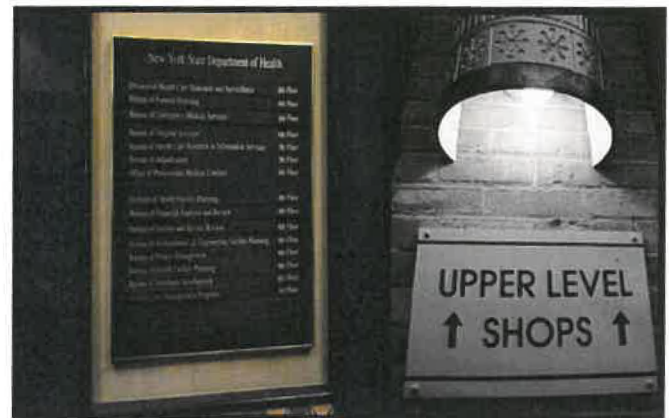
Information Sign Standards	MIN	MAX
Number per façade	-	4
Height from grade		8'

D. SIZE STANDARDS

Table 9.9.3

Information Sign Standards	MIN	MAX
Individual Sign Area	-	3 sq ft
Theater Display Case Area	-	12 sq ft
Total Sign Area per façade	-	24 sq ft

E. EXAMPLES OF INTENDED PHYSICAL CHARACTER



SECTION 9.10. ILLUMINATED PROJECTION SIGNS

A. DEFINITION & INTENT

A representation of an original work of visual art or the artistic illumination of building features, or any other non-commercial or on-site commercial message - including but not limited to, the projection of images of paintings, drawings, motion pictures, illustrations, typographies, computer-generated graphics, photographs or sculptures and projections of colored or non-colored light -- that is produced by projection of an image or colored or non-colored light onto an exterior wall of a structure that is visible to pedestrians. These signs use nighttime illumination or projection technology to display images onto a building(s) for a limited duration to increase community identity, district vitality, public engagement, economic development, and tourism during Public Events.

B. DESIGN STANDARDS

Illuminated Projection Signs shall:

1. Be displayed only during Special Events, as defined in LAMC Section 41.20.1, and shall only be displayed during the hours of the approved Special Event;
2. Only operate nightly between 5:00 p.m. and 12:00 a.m.;
3. Be exempt from the Illumination Standards found in Section 5;
4. Not contain flashing or strobe lights, moving parts, or motion pictures;
5. Not change the image projected onto the wall any more frequently than once per eight seconds;
6. Not exceed the height or width of the building onto which the sign is projected;
7. Not have lighting spillover from the display that exceeds the height or width of the building onto which the sign is projected;
8. Be certified, by the applicant in the permit application, that the applicant has permission to display the Illuminated Projection on the subject building surface and to project the image from the property on which the projector is located;
9. Have a text and/or logo area that comprises no more than 10% and 50 square feet of the projected sign area, which may be displayed no longer than ten minutes per hour;
10. Be subject to the Time Limitations found in Section 7.5 of this ordinance;
11. Employ Light Mapping Technology;
12. Comply with the element standards of Table 9.10.1 below:

Table 9.10.1

Neon, neon-like, individual bulbs	n/a
Sequential Lighting Elements	n/a
Kinetic Elements	n/a
Three-Dimension Elements	n/a
Off-Site Messaging	Allowed

C. EXAMPLES OF INTENDED PHYSICAL CHARACTER



SECTION 9.11. MARQUEE DIGITAL SIGNS

A. DEFINITION & INTENT

The conversion of an existing marquee sign or recreation of a historic marquee to digital display in the area that is used for changeable copy. These signs are intended to support entertainment and public use of historic theatres and Performance Arts Centers by attracting attention to Broadway’s entertainment venues. The Marquee Digital is the only digital sign type allowed within the Historic Broadway Sign District.

B. DESIGN STANDARDS

Marquee Digital Signs shall:

1. Be limited to existing or recreated marquee signs associated with the:
 - a. Million Dollar Theater
 - b. Roxie Theater
 - c. Cameo Theater
 - d. Arcade Theater
 - e. Los Angeles Theater
 - f. Palace Theater
 - g. The State Theater
 - h. Globe Theater
 - i. Tower Theater
 - j. Rialto Theater
 - k. Orpheum Theater
 - l. United Artists Theater
2. Not display off-site commercial messages anywhere except the Changeable/Digital sign area, which shall only display off-site messages for a total of four minutes each hour and only if approved pursuant to Section 7.2 above;
3. Limit the operation of the digital display portion of the sign to the hours of 7:00 a.m. and 2:00 a.m.;
4. Not change images or messages any more frequently than once every 8 seconds;
5. Comply with the element standards of Table 9.11.1 below:

Table 9.11.1

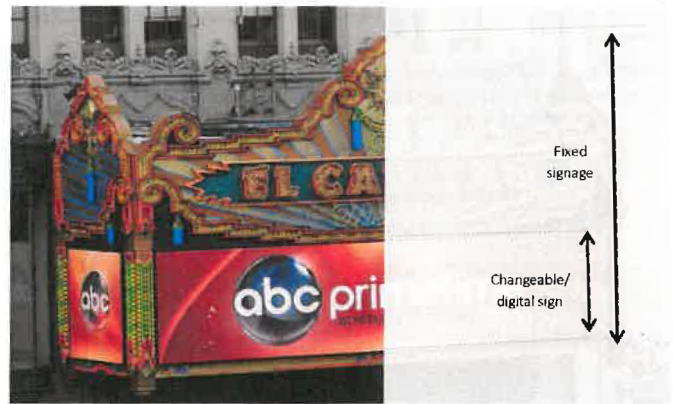
Neon, neon-like, individual bulbs	Encouraged
Sequential Lighting Elements	Allowed
Kinetic Elements	Allowed
Three-Dimension Elements	Allowed
Off-Site Messaging	Allowed*

*Only in the changeable/digital sign area.

C. LOCATION & SIZE STANDARDS

1. Digital sign area is only allowed on existing marquee signs and only allowed to replace existing plastic message panel and shall not expand that area beyond 10% of the existing area measured in square feet.

D. EXAMPLES OF INTENDED PHYSICAL CHARACTER



SECTION 9.12. OPEN PANEL ROOF SIGNS

A. DEFINITION & INTENT

A type of roof sign consisting of channel letters, graphic segments, open lighting elements, or other open forms affixed to a non-solid panel sign support structure, including Radio Towers. These signs are encouraged to evoke the historic character of the district through the integration of graceful neon and/or illuminated channel lettering, graphic segments, or open lighting elements within large, primarily-transparent roof-top structures. These signs are intended to be viewed from afar.

B. DESIGN STANDARDS

Open Panel Roof Signs shall:

1. Be limited to one sign on a building with 115 feet or less of Broadway street frontage, two signs on a building with more than 115 feet of Broadway street frontage;
2. On buildings with frontage on Broadway and another parallel street, only one Open Panel Roof Sign shall be allowed to be oriented towards the non-Broadway frontage.
3. Not contain closed panels on the face of the sign structure;
4. Have all associated sign equipment screened from view;
5. Have a minimum of 60% of the sign area open, through which the structural framework may be seen;
6. Not be allowed on a building or lot that contains a roof sign or billboard;
7. Not contain closed and/or internally illuminated lettering/symbols;
8. Comply with the element standards of Table 9.12.1 and the locational and dimensional standards of Table 9.12.2 and Table 9.11.3 below:

Table 9.12.1

Neon, neon-like, individual bulbs	Encouraged
Sequential Lighting Elements	Allowed
Kinetic Elements	Allowed
Three-Dimension Elements	Allowed
Off-Site Messaging	Allowed

C. LOCATION STANDARDS

Table 9.12.2

Open Panel Roof Sign Standards	MIN	MAX
Height from grade ¹ (B)	65'	-
Height from roofline or parapet (D)		35'
Setback from property line	2'	

Separation from same sign type (when parallel along the same frontage)	50'
--	-----

¹Except for Historic Theaters, which are exempt from this requirement

D. SIZE STANDARDS

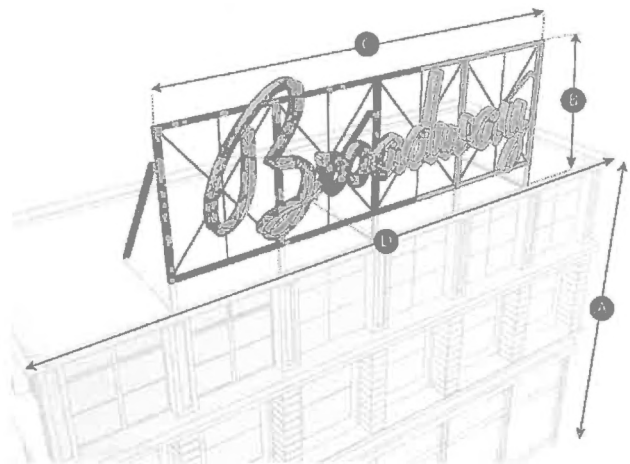


Table 9.12.3

Open Panel Roof Sign Standards	MAX
Height (B)	35' ²
Width (L)	75'
Width as % of façade (L/D)	70% ³

²Including 3D Sculptural Elements

³Except for such signs that are not parallel to Broadway

E. EXAMPLES OF INTENDED PHYSICAL CHARACTER



SECTION 9.13. PAINTED SECONDARY FAÇADE SIGNS

A. DEFINITION & INTENT

A type of wall sign painted or hand-tiled on a building façade that does not immediately abut Broadway or other streets that intersect Broadway. These signs may face an alley.

B. DESIGN STANDARDS

Secondary Façade Signs shall:

1. Be hand-painted or hand tiled;
2. Contain text and logos that represent no more than 25 percent of the total sign area;
3. Allow the underlying building material texture to remain visible;
4. Not cover windows or other openings;
5. Not cover or alter existing Ghost Signs;
6. Be coated with graffiti-proof finish;
7. Comply with the element standards of Table 9.13.1 below:

Table 9.13.1

Neon, neon-like, individual bulbs	Not Allowed
Sequential Lighting Elements	Not Allowed
Kinetic Elements	Not Allowed
Three-Dimension Elements	Not Allowed
Off-Site Messaging	Allowed

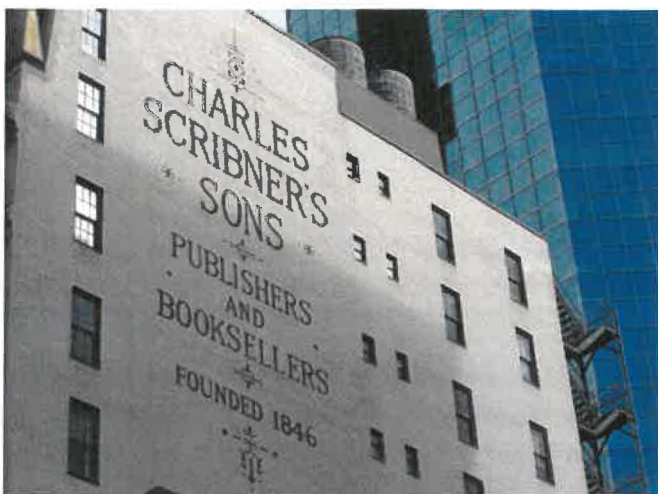
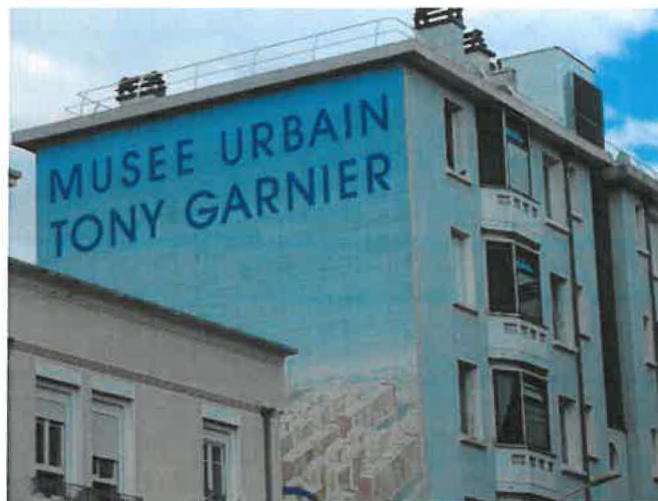
C. LOCATION STANDARDS

1. Secondary Façade Signs shall be located only on a façade that does not immediately front Broadway or any intersecting street within the Signage District. A Secondary Façade Sign may be located along an alley or a rear lot line.
2. Secondary Façade Signs shall be located at least 2 feet below the roofline or parapet.
3. One Secondary Façade Sign is allowed per secondary façade.

D. SIZE STANDARDS

1. Secondary Façade Signs shall cover no more than 60% of the exposed portion of the building.

E. EXAMPLES OF INTENDED PHYSICAL CHARACTER



SECTION 9.14. PEDESTRIAN SIGNS

A. DEFINITION & INTENT

A type of projecting sign that is attached to a wall with 1 or 2 sign faces perpendicular to the building façade. The intent of pedestrian signs is to enhance the pedestrian experience by identifying the name and character of businesses along Broadway.

B. DESIGN STANDARDS

Pedestrian Signs shall:

1. Have text and graphics only on sign faces that are perpendicular to the building;
2. Only identify a single building tenant;
3. Be limited to one sign for each tenant that has direct sidewalk access;
4. Have a consistent size and design when multiple signs are placed along a single building with multiple tenants;
5. Be constructed of durable materials, and not constructed of canvas, fabric, paper, vinyl, cloth, or similar non-structural materials;
6. Comply with the element standards of Table 9.14.1 and the dimensional standards of Table 9.14.2 and 9.14.3 below.

Table 9.14.1

Neon, neon-like, individual bulbs	Encouraged
Sequential Lighting Elements	Allowed
Kinetic Elements	Allowed
Three-Dimension Elements	Allowed
Off-Site Messaging	Not Allowed

C. LOCATION STANDARDS

1. Pedestrian Signs shall be located near a primary pedestrian entrance.

Pedestrian Sign Standards	MIN	MAX
Separation from same sign type ^A	15'	-
Height from grade	8'	12'
Sign Face Projection ^C	6"	3'
Sign Support or 3D Element Projection ^B	-	4'
Sign Width (area parallel to building)	-	12"

Table 9.14.2

D. SIZE STANDARDS

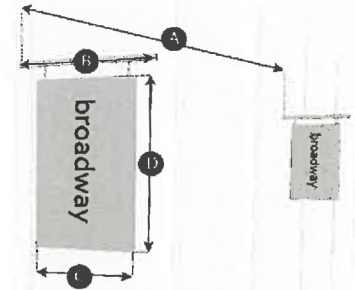


Table 9.14.3

Pedestrian Sign Standards	MAX
Individual sign area (without neon elements) (sqft.) ^C X ^D	5'
Individual sign area (with neon elements) (sqft.) ^C X ^D	7'

E. EXAMPLES OF INTENDED PHYSICAL CHARACTER



SECTION 9.15, SANDWICH BOARD SIGNS

A. DEFINITION & INTENT

A portable information sign consisting of two sign faces that connect at the top and extend outward at the bottom, and that is limited to a message giving directions, instructions, menus or selections.

B. DESIGN STANDARDS

Sandwich Board Signs shall:

1. Be constructed of durable materials, which may include wood or metal;
2. Not be constructed of fabric, paper, vinyl, cloth, plastic, wood, composite, and/or other such non-structural materials;
3. No be electronic or illuminated in any way;
4. Not include any secondary materials, such as paper or vinyl attached to the sign;
5. Be subject to the Time Limitations found in Section 7.5 of this ordinance;
6. Comply with the element standards of Table 9.15.1 and the dimensional standards of Table 9.15.2 below:

Table 9.15.1

Neon, neon-like, individual bulbs	Not Allowed
Sequential Lighting Elements	Not Allowed
Kinetic Elements	Not Allowed
Three-Dimension Elements	Not Allowed
Off-Site Messaging	Not Allowed

C. LOCATION STANDARDS

1. One Sandwich Board Sign is allowed per business ;
2. No more than one Sandwich board sign is allowed per 30 linear feet along the sidewalk;

D. SIZE STANDARDS

Table 9.15.2

Sandwich Board Sign Standards	MAX
Total Sign Area (sq ft)	6
Sign Face Height	3'
Sign Face Width	2'

E. EXAMPLES OF INTENDED PHYSICAL CHARACTER

SECTION 9.16: STOREFRONT VACANCY SIGNS

A. DEFINITION & INTENT

Signs that are permitted to cover more than 10% up to the entirety of storefront windows and transparent doors for the purpose of screening the view of construction or vacant storefronts. These signs allow for the temporary use of well-designed, custom screening and limited signage associated with construction activity and storefront vacancy to attractively shield the view of spaces that are vacant and under construction.

B. DESIGN STANDARDS

Storefront Vacancy Signs shall:

1. Be affixed to the inside of a window;
2. Be maintained and kept in good condition during the duration of their use;
3. Not cover or damage any historic feature of the building, and shall not cover openings of doors, vents, or other openings that serve occupants of buildings;
4. Use materials and application methods approved by LADBS and the Fire Department;
5. Be subject to the Time Limitations found in Section 7.5 of this ordinance;
6. Comply with the element standards of Table 9.16.1 and the locational and dimensional standards of Table 9.16.2 and Table 9.16.3 below:

Table 9.16.1

Neon, neon-like, individual bulbs	Not Allowed
Sequential Lighting Elements	Not Allowed
Kinetic Elements	Not Allowed
Three-Dimension Elements	Not Allowed
Off-Site Messaging	Not Allowed

C. LOCATION STANDARDS

Table 9.16.2

Storefront Vacancy Sign Standards	MIN	MAX
Height from grade		15'

D. SIZE STANDARDS

Table 9.16.3

Storefront Vacancy/Construction Screening Signs Standards	MAX
Sign Height	10'

E. EXAMPLES OF INTENDED PHYSICAL CHARACTER



SECTION 9.17. WALL SIGNS

A. DEFINITION & INTENT

Any sign attached to, projected upon, painted on or suspended / 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.

B. DESIGN STANDARDS

Wall Signs shall:

1. Be constructed of durable materials, which may include metal, neon, or paint on the surface of a wall;
2. Not cover Ghost Signs;
3. Not be constructed of fabric, paper, vinyl, cloth, plastic, wood, composite, and/or other such non-structural materials;
4. Not cover any character defining features of a historic building;
5. Not cover any portion of any window;
6. Feature no more than 1 single tenant on a single wall sign;
7. Comply with the element standards of Table 9.17.1 and the locational and dimensional standards of Tables 9.17.2 and 9.17.3 below:

Table 9.17.1

Neon, neon-like, individual bulbs	Encouraged
Sequential Lighting Elements	Allowed
Kinetic Elements	Not Allowed
Three-Dimension Elements	Not Allowed
Off-Site Messaging	Not Allowed

C. LOCATION STANDARDS

Table 9.17.2

	MIN	MAX
Storefront Vacancy Sign Standards		
Height from grade		20'

D. SIZE STANDARDS

Table 9.17.3

Wall Sign Standards	MAX
Individual sign horizontal length (non-neon)	15'
Individual sign horizontal length (neon)	30'
Individual sign area (non-neon) (sqft.)	30'
Individual sign area (neon) (sqft.)	60'

E. EXAMPLES OF INTENDED PHYSICAL CHARACTER



SECTION 9.18. WINDOW SIGNS

A. DEFINITION & INTENT

A sign that is attached to, affixed to, leaning against, or otherwise placed within 4 feet of any window, opening, or door in such a manner that is visible from outside the building. The intent of such signs is to maintain transparency into the building while providing on-site business or building identification, viewed by and scaled to pedestrian view.

B. DESIGN STANDARDS

Window Signs shall:

1. Utilize a transparent background when comprised of individual letters;
2. Not obscure character defining features of windows on historic buildings or obscure window trim or molding on any building;
3. Not cover more than 15% of the area of any individual window, unless made of individual painted letters which may cover up to 30%;
4. Not be internally illuminated;
5. Comply with the element standards of Table 9.18.1 and the location and dimensional standards of Tables 9.18.2 and 9.18.3 below:

Table 9.18.1

Neon, neon-like, individual bulbs	Not Allowed
Sequential Lighting Elements	Not Allowed
Kinetic Elements	Not Allowed
Three-Dimension Elements	Not Allowed
Off-Site Messaging	Not Allowed

C. LOCATION STANDARDS

Table 9.18.2

Window Sign Standards	MIN	MAX
Height from grade	-	15'
Number per storefront	-	1

D. SIZE STANDARDS

Table 9.18.3

Window Sign Standards	MAX
Individual sign area (solid background) (sqft.)	4'
Individual sign area (open background) (sqft.)	8'

E. EXAMPLES OF INTENDED PHYSICAL CHARACTER



SECTION 9.19. WINDOW SIGNS IN UPPER STORIES

A. DEFINITION & INTENT

A sign that is affixed to any window in a building's upper stories in a manner that is visible from the outside of the building. The intent of such signs is to maintain transparency into the building while providing on-site business or building identification.

B. DESIGN STANDARDS

Window Signs in Upper Stories shall:

1. Utilize a transparent background;
2. Be comprised of individual letters, characters, or symbols;
3. Be affixed to the building interior portion of a window;
4. Not obscure character defining features of windows on historic buildings or obscure window trim or molding on any building ;
5. Not cover more than 30% of the area of any individual window;
6. Not be illuminated;
7. Comply with the element standards of Table 9.19.1 and the location and dimensional standards of Tables 9.19.2 and 9.19.3 below:

Table 9.19.1

Neon, neon-like, individual bulbs	Not Allowed
Sequential Lighting Elements	Not Allowed
Kinetic Elements	Not Allowed
Three-Dimension Elements	Not Allowed
Off-Site Messaging	Not Allowed

C. LOCATION STANDARDS

Table 9.19.2

Window Sign Standards	MIN	MAX
Height from grade	15'	50'
Distance from same sign type	25'	-

D. SIZE STANDARDS

Table 9.19.3

Window Sign Standards	MAX
Individual sign area (open background) (sqft.)	6'


E. EXAMPLES OF INTENDED PHYSICAL CHARACTER




Sec. 2. The City Clerk shall certify to the passage of this ordinance and have it published in accordance with Council policy, either in a daily newspaper circulated in the City of Los Angeles or by posting for ten days in three public places in the City of Los Angeles: one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall; one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall East; and one copy on the bulletin board located at the Temple Street entrance to the Los Angeles County Hall of Records.

I hereby certify that this ordinance was passed by the City Council of the City of Los Angeles, by a **vote of not less than at least two-thirds** of all its members, at its meeting of JAN 20 2016.

HOLLY L. WOLCOTT, City Clerk

By  Deputy

Approved 1/28/16

 Mayor

Approved as to Form and Legality

MICHAEL N. FEUER, City Attorney

By 
MICHAEL J. BOSTROM
Deputy City Attorney

Date 1-15-16

File No. 16-0020

Pursuant to Charter Section 559, I **disapprove** this ordinance on behalf of the City Planning Commission and recommend that it be adopted

January 15, 2016

See attached report.


Michael LoGrande
Director of Planning

DECLARATION OF POSTING ORDINANCE

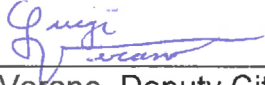
I, JUAN VERANO, state as follows: I am, and was at all times hereinafter mentioned, a resident of the State of California, over the age of eighteen years, and a Deputy City Clerk of the City of Los Angeles, California.

Ordinance No.184056 – Establishing a Signage Supplemental Use District, pursuant to Los Angeles Municipal Code Section 13.11, known as the Historic Broadway Sign Supplemental Use District - a copy of which is hereto attached, was finally adopted by the Los Angeles City Council on **January 20, 2016**, and under the direction of said City Council and the City Clerk, pursuant to Section 251 of the Charter of the City of Los Angeles and Ordinance No. 172959, on **January 29, 2016** I posted a true copy of said ordinance at each of the three public places located in the City of Los Angeles, California, as follows: 1) one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall; 2) one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall East; 3) one copy on the bulletin board located at the Temple Street entrance to the Los Angeles County Hall of Records.

Copies of said ordinance were posted conspicuously beginning on **January 29, 2016** and will be continuously posted for ten or more days.

I declare under penalty of perjury that the foregoing is true and correct.

Signed this **29th** day of **January 2016** at Los Angeles, California.



Juan Verano, Deputy City Clerk

Ordinance Effective Date: **March 9, 2016**

Council File No. 16-0020