

REVISED AMENDED  
DESIGN FOR DEVELOPMENT  
For  
SIGNS IN HOLLYWOOD

HOLLYWOOD REDEVELOPMENT PROJECT  
THE COMMUNITY REDEVELOPMENT AGENCY  
of  
LOS ANGELES, CALIFORNIA

**I. PURPOSES.** The Amended Sign Design for Development is intended to:

- A. Provide for the systematic execution of the Hollywood Redevelopment Plan.
- B. Promote appropriate and economically viable signage that:
  - a) Uses clear, attractive graphics;
  - b) Coordinates with the architectural elements of the building on which signage is located;
  - c) Reflects a modern, vibrant image of Hollywood as the global center of the entertainment industry; and
  - d) Compliments and protects the character-defining features of historic buildings.
- C. Limit visual clutter by regulating the number, size and location of signs.
- D. Minimize potential traffic hazards and protect public safety.
- E. Protect street views and scenic vistas of the Hollywood Sign and the Hollywood Hills.
- F. Protect and enhance major commercial corridors and properties.
- G. Encourage and promote the removal of billboards and poles sign in the Project Area and Hollywood Community Plan area thus reducing visual clutter in the community.

**II. APPLICATION OF THE AMENDED SIGN DESIGN FOR DEVELOPMENT.**

- A. The regulations of this Amended Sign Design for Development are in addition to those set forth in the Hollywood Signage Supplemental Use District ordinance adopted by the City Council on August 18, 2004, (“Sign SUD”) as depicted in Exhibit A and in the planning and zoning provisions of the Los Angeles Municipal Code (“Municipal Code”). The provisions of this Amended Sign Design for Development do not convey any rights not otherwise granted under the provisions and procedures contained in the Sign SUD or the Municipal Code or other relevant Amended Sign Design for Developments.

- B. Wherever this Amended Sign Design for Development contains provisions that establish regulations that are more restrictive than would be allowed pursuant to the provisions contained in the Sign SUD or the Municipal Code, this Amended Sign Design for Development shall prevail.
- C. The Amended Sign Design for Development shall apply to all signs subject to the Sign SUD and for which permits are required pursuant to Municipal Code Section 6205.1.
- D. Unless specifically restricted by this Amended Sign Design for Development, all signs shall conform to the City Sign Code or specific plan adopted by the City within the Hollywood Redevelopment Project Area.

**III. DEFINITIONS.** Whenever the following terms are used in this Amended Sign Design for Development, they shall be construed as defined in this section. Words and phrases not defined here shall be construed as defined in Sections 12.03 and 91.6203 of the Municipal Code.

- 1. **ARCHITECTURAL LEDGE SIGN:** A type of roof 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 narrow shelf on a wall or architectural projection.
- 2. **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 such as a door or window or a landscape/site feature such as a patio, deck, or courtyard and which is constructed of fabric.
- 3. **BILLBOARD:** Any sign on one or more poles or columns that:
  - A. 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/or
  - B. is structurally separate from an existing building or other improvement on a lot, and/or
  - C. is supported by an independent footing inside an existing building or other improvement on a lot extending through the roof of a building or structure, and/or
  - D. 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.

4. **BLADE SIGN:** A type of projecting sign, not exceeding four feet in width, which projects out perpendicularly from a building face, has a vertical dimension which exceeds the horizontal dimension, and may or may not extend above a roof line.
5. **CAN SIGN:** A sign whose text, logos and/or symbols are 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 unilluminated.
6. **CAPTIVE BALLOON SIGN:** Any object inflated with hot air or lighter-than-air gas that is tethered to the ground or a structure.
7. **CHANNEL LETTERS:** Three-dimensional individually cut letters, numbers or figures, illuminated or unilluminated, affixed to a building or structure.
8. **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.
9. **ELECTRONIC MESSAGE DISPLAY:** A wall sign or theater marquee sign, that displays 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.
10. **ENTERTAINMENT-RELATED BUSINESS:** 1) a performing arts center; 2) cinema; 3) broadcast or production studios; or 4) headquarters or regional corporate offices for entertainment or media companies. An entertainment-related business shall not include adult entertainment uses as defined in Section 12.70 of the Municipal Code.
11. **HIGH RISE SIGN:** Any “Wall Sign” (defined below) that is located within the top 24 feet of a building that is at least 100 feet tall.
12. **HISTORIC SIGN/SIGNAGE:** Any sign which is determined to be historically significant by a Qualified Architectural Historian.
13. **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 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 survey conducted by the CRA.

14. **ILLUMINATED ARCHITECTURAL CANOPY SIGNS:** Any Sign located on an enclosed structure containing internal illumination that shines through fabric, plastic, glass, or other material that is attached to the wall of a building. The face of the Sign is approximately parallel to the wall and has a message integrated into its surface. An Illuminated Architectural Canopy Sign shall not include Signs located on such structures with internal illumination that does not shine through fabric, plastic, glass, or other material.
15. **MARQUEE SIGNS:** A projection or hood that has a voluminous appearance and is attached to a building or structure over the main entrance of a theater, cinema, or performance venue.
16. **MONUMENT SIGNS:** A sign structure as defined in the City Sign Code.
17. **OPEN PANEL ROOF SIGN:** A type of roof sign consisting of Channel Letters, graphic segments, open lighting elements, or another open form which combines solid segments and transparent spaces. An open panel roof sign that includes a three-dimensional sculptural form or a solid panel, pursuant to Section VI.F. of this Amended Sign Design for Development, shall also be considered an Open Panel Roof Sign.
18. **PEDESTRIAN SIGN:** A type of 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 and which identifies a use or service exclusively or primarily by symbol.
19. **PERFORMING ARTS CENTER:** A legitimate theater, nightclub, comedy club, concert hall or cabaret.
20. **PILLAR SIGN:** A freestanding sign that is mounted directly on the ground, consisting of rectangular sign faces or a sculptural themed shape, with a horizontal dimension that does not exceed 25 percent of the length of the vertical dimension.
21. **PRINCIPAL BUILDING FACADE:** The facade of the building located along a public street.
22. **PROJECTING SIGN:** A sign structure as defined in the City Sign Code.

23. **QUALIFIED ARCHITECTURAL HISTORIAN:** A recognized expert in the field of architectural history whose qualifications are accepted by both the Director of City Planning for the City of Los Angeles and the Agency.
24. **RESTORED HISTORIC SIGN:** An Historic Sign that has been restored and maintained in a manner that preserves the sign's historic significance as determined by a Qualified Architectural Historian.
25. **SANDWICH BOARD SIGN:** A portable sign consisting of two sign faces that connect at the top and extend outward at the bottom of the sign.
26. **SKYLINE LOGO/ICON:** A type of roof sign consisting of a sculpted, three-dimensional symbol, figure or graphic on top of a roof that identifies or represents a business or company and which utilizes no text except for the name of the company.
27. **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.
28. **SUPERGRAPHIC SIGN:** A sign, consisting of an image which is applied to and made integral with a wall, or projected onto a wall or printed on vinyl, mesh or other material, and which does not comply with the provisions of Section 91.6201 et seq. of the Municipal Code, relating to wall signs, mural signs, off-site signs and/or temporary signs.
29. **TEMPORARY SIGN:** A sign as defined in Section 91.6216 of the Los Angeles City Sign Code.
30. **TEMPORARY SPECIAL DISPLAY:** Signage that is used for special events, such as, but not limited to, a film or play premiere and initial run, a special film screening or series, or film festival; or community events, such as, but not limited to, parades, festivals and fairs.
31. **VACANT PROPERTY:** Any lot that does not contain an occupied building or structure or economic use.
32. **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.

#### **IV. GENERAL REQUIREMENTS.**

- A. **General Requirements of the Amended Sign Design for Development.** Unless otherwise specified in this Amended Sign Design for Development to the contrary, the general sign requirements set forth in the Municipal Code shall apply to this Amended Sign Design for Development for permits, plans, design and construction, materials, maintenance, prohibited locations, landscaping, placement, orientation, and illumination.
- B. **Prohibited Signs.** The following signs shall be prohibited:
1. Billboards.
  2. Can Signs.
  3. Captive Balloon Signs.
  4. Illuminated architectural canopy signs.
  5. Inflatable Devices.
  6. Pole signs.
  7. Sandwich Board Signs.
  8. Signs for which a permit is required on Vacant Property.
  9. Signs covering window exteriors, except as allowed for Supergraphic Signs pursuant to Section VI. K. and Window Signs pursuant to Section VI. N. of this Amended Sign Design for Development.
  10. Solid Panel Roof Signs.
  11. Temporary Special Display
- C. **Freestanding Signs.** There shall be no more than one Billboard, Pillar Sign or Pole sign per lot.
- D. **Sign Area Calculation.** Sign area shall be calculated in accordance with Section 91.6203 of the Municipal Code.
- E. **Maximum Permitted Combined Sign Area.** The maximum permitted combined sign area for all signs located on a lot is four square feet for each foot of street frontage. The area of all of the following types of signs on a lot shall be included in the calculation of maximum permitted combined sign area:
1. Architectural Ledge Signs
  2. Awning Signs
  3. Electronic Message Displays
  4. Illuminated Architectural Canopy Signs
  5. Marquee Signs
  6. Monument Signs
  7. Pedestrian Signs

8. Pillar Signs
9. Pole Signs
10. Legally permitted projecting signs which do not comply with Section VI. I. 3.b. of this Amended Sign Design for Development
11. Wall Signs
12. Window Signs

F. **Increase of Maximum Permitted Combined Sign Area.** Applicants may apply for a modification of maximum permitted combined sign area up to a maximum of twenty percent (20%) of the total wall area of the Principal Building Facade by following the procedures established in Section VII. of this Amended Sign Design for Development to obtain a sign area bonus.

G. **Exemptions from Maximum Permitted Combined Sign Area.** The following signs shall be exempt from the calculation of maximum permitted combined sign area:

1. Any Historic Signs
2. Open Panel Roof Signs
3. Projecting Signs
4. Skyline Logo/Icons
5. Supergraphic Signs
6. Temporary Signs

H. **Historic Buildings or Structures.** Signage on Historic Buildings or on lots on which Historic Buildings are located is allowed if all of the following conditions are met:

1. the signage does not cover the Character-Defining Features or Historic Signage of the building, except:
  - a) for a limited period during 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 Municipal Code, or
2. the signage does not alter or destroy the Historic Signage or the signage does not alter the street views of the Historic Signage on the building or adjacent Historic Buildings, including Historic Signage on which the message has been replaced due to deterioration;
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;

4. affixing and removing the signage does not permanently alter the Character-Defining Features of the building; and
5. the signage blends with the architecture of the building and conforms with other provisions of this Amended Sign Design for Development.

- I. **Fire Safety.** All new signs and sign support structures shall be made of noncombustible materials or approved plastics. In the case of new or untested materials, the applicant shall submit a sample of a sign's material to the Fire Department for approval.

## V. **APPROVAL OF SIGN PERMIT APPLICATIONS.**

- A. **Application for Sign Permit Approval.** An application for approval of a sign permit shall comply with Section 11.5.7 of the Municipal Code. The application may request review of one sign or multiple signs. The application shall be accompanied by photos of all existing signage and accurate architectural renderings of proposed signage, as well as a scaled plot plan showing the locations of all existing and proposed signage.

1. **Proof of Compliance.** A sign applicant shall provide copies of permits for all existing signage which is located on the same property as a proposed sign. All existing signs that have not been issued a valid permit, are not legally constructed, or are not in compliance with an issued permit shall be brought into compliance prior to approval of another sign on the same lot as the noncompliant existing sign.
2. **Sign Application for a Historic Building.** If the proposed location for a sign is a parcel containing an Historic Building, or a parcel which is adjacent to a Historic Building, the applicant shall submit documentation prepared by a Qualified Architectural Historian, which verifies that the proposed sign will not obscure or alter Character-Defining Features, views of Character-Defining Features, Historic Signs, or views of Historic Signs on the building where the sign is located or any adjacent Historic Buildings, and that the sign blends with the architecture of the building.

- B. **Findings Required for Approval of a Sign Permit Application.** Prior to approval of a sign permit application, Agency staff shall make the following determinations:

1. All existing and proposed signs are appropriately scaled to the architectural

character of all buildings and structures on the lot;

2. All existing and proposed signs result in a complementary enhancement to the architecture on the lot;
3. All existing and proposed signs result in a visually uncluttered appearance;
4. All existing and proposed signs do not obscure street views of Character-Defining Features of Historic Buildings, Historic Signage, the Hollywood Hills and the Hollywood Sign; and
5. All existing and proposed signs do not exceed the maximum permitted combined sign area allowed pursuant to Section 5 F of this Amended Sign Design for Development.

C. **Agency Agreement Required.** Agency staff shall not approve a sign permit application for the following types of signs unless the Agency Board has approved the execution of a Sign Agreement between and among the Agency, the property owner, and the sign company:

1. Open Panel Roof Signs with a solid panel element that exceeds 300 square feet.
2. Pillar Signs
3. Supergraphics
4. Transfer of Sign Area from one location to another pursuant to Section VII.
5. Any sign that requires a variation of this Amended Sign Design for Development.

All Sign Agreements with the Agency Board shall include the following required provisions:

- Assurances from both the property owner and the sign company that each has not been issued a citation by the City relating to any signage located within the area of the Sign SUD within the six months prior to the application, and/or that all such citations have been resolved.
- A provision that limits the term for which the signage may be displayed to a maximum of ten years from the date any permit is issued, provided that this term may be extended by means of a new permit application and compliance with applicable regulations existing at the time of requested extension.
- A liquidated damages provision for material breach of the Sign Agreement,

including the representations as to compliance with City Sign Code and the 10-year term of the signage, that calls for the payment of gross revenues from the affected signage, to compensate for the otherwise incalculable damages to the Agency's ability to implement its redevelopment program and to the community's visual environment.

A sample Agency Sign Agreement is attached hereto as Exhibit B, and approved herewith.

D. **City Planning Department Approval.** City Planning Department approval is also required for the following types of signs:

1. Electronic Message Display Sign
2. Open Panel Roof Sign with a solid panel element that is 300 or less square feet in area
3. Pedestrian Sign
4. Projecting sign
5. Skyline Logo/Icon
6. A sign which utilizes a sign area bonus, a transfer of a sign area bonus, a transfer of unused sign area, or a sign reduction program

E. **Existing Signs.** Every existing sign and/or sign support structure constructed under a valid permit and used in conformance with the Municipal Code regulations, applicable Design for Development regulations, and City 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. All existing non-conforming signs shall be included in computing total sign area. There shall be no increase in sign area or height and no change in the location or orientation of the sign.

F. **Alterations, Repairs or Rehabilitation.** All existing Sign Structures that have previously obtained required building permits, were inspected and approved by the Department of Building and Safety, and which remain in compliance with the terms and conditions of those permits but that are not in conformance with the provisions of this Design for Development shall become non-conforming uses.

Any reconstruction, redesign, alteration, or renovation to an existing, non-conforming Sign Structure must be in conformance with these provisions if such work exceeds 30% of the cost to physically reconstruct the Sign Structure. The foregoing shall not apply with respect to normal repair and maintenance of such existing non-conforming Sign Structures, or with respect to changing the advertising message.

## VI. STANDARDS FOR SPECIFIC TYPES OF SIGNS.

A. **Architectural Ledge Sign.** An Architectural Ledge Sign shall be approved on a wall sign or a marquee sign if it complies with the following standards:

1. **General.**

- a) Individual letters or numbers no taller than 18 inches or an icon no taller than 18 inches may stand atop a ledge.
- b) No solid panels or Can Signs shall be allowed.

2. **Location.**

- a) 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 8 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 from Building Face.**

- a) A ledge designed to support an Architectural Ledge Sign may project a maximum of 3 feet from the building face where the sign is located.

B. **Electronic Message Display.** An Electronic Message Display shall be approved if it complies with the following standards:

1. **General.**

- a) An Electronic Message Display shall only be located on a building or lot which is occupied by:

- (1) an entertainment-related business which is a cinema with at least 300 seats or a performing arts center with at least 20,000 square

feet; or

- (2) any other entertainment-related business that occupies at least 15,000 square feet or more of floor area.

**2. Location.**

- a) The bottom of a sign consisting of an Electronic Message Display as measured vertically shall be at least 35 feet above grade, except on a theater marquee.
- b) An Electronic Message Display shall be permitted on the face of a building if:
  - (1) The Director of City Planning, or designee, determines that the location of the sign will not present a hazard to traffic; and
  - (2) If the building is a Historic Building, the Director of City Planning, or designee, with advice from a Qualified Architectural Historian, determines that attaching the Electronic Message Display will not damage the building or diminish the building's historical significance.
- c) A wall sign consisting of an Electronic Message Display shall:
  - (1) Be located along a block frontage that is controlled by a traffic signal in the following locations: Hollywood Boulevard between La Brea Avenue and Argyle Avenue; Cahuenga Avenue between Hollywood Boulevard and Sunset Boulevard; Sunset Boulevard between Cahuenga Boulevard and Gower Street; and Vine Street between Yucca Street and Sunset Boulevard, as delineated in Exhibit C.
  - (2) Be limited to a maximum of one Electronic Message Display for each side of the block.
- d) An Electronic Message Display shall be permitted on any theater marquee sign, including any historic theater marquee sign:
  - (1) If the marquee sign is on a property being used for Entertainment-Related Business, and

(2) The Director of City Planning, or designee, determines that the location of the sign will not present a hazard to traffic, and

(3) If the building is a Historic Building, the Director of City Planning, or designee, with advice from a Qualified Architectural Historian, determines that attaching the Electronic Message Display to a historic theater marquee will not damage the marquee or diminish the theater's historical significance.

3. **Area.**

a) An Electronic Message Display which is located on a wall sign shall not exceed 300 square feet in area.

b) An Electronic Message Display which is located on a theater marquee may replace the entire plastic message panel and shall be no larger than the sign panel which it replaces.

C. **High Rise Sign.** A High Rise Signs shall be approved if it complies with the following standards:

1. **General**

a) A building may have no more than two High Rise Signs and they may only appear on opposite sides of the building. Only one High Rise Sign may be visible from any single vantage point. If more than one High Rise Sign is proposed on a building, both High Rise Signs must be identical.

b) A High Rise Sign shall not be located on or obscure any decorative or distinctive building feature or design element or any Character Defining Feature of an Historic Structure.

c) A High Rise Sign shall not be approved on any building or property that has an Open Panel Roof Sign, Solid Panel Roof Sign, or a Skyline Logo/Icon.

2. **Area**

a) A High Rise Sign shall not occupy more than 80% of the area in which the Sign may be located on a single building face or 1,000 square feet, whichever is less, and may include only a single line of text including symbols, pictures, text, or logos.

3. **Height**

- a) A building must be at least 100 feet tall to have a High Rise Sign or Signs.

4. **Materials**

- a) High Rise Signs must be constructed of high quality, durable materials that are compatible with the building materials. Cutout letters that are individually pin-mounted and backlit are encouraged. Box signs are prohibited.

5. **Design Guidelines**

- a) High Rise Signs are encouraged to meet the following guidelines:
- (1) High Rise Signs should use symbols, rather than names or words.
  - (2) High Rise Signs should be integrated into the architectural design of the building.
  - (3) High Rise Signs should have night time lighting, and be integrated with the building tops on which they are placed.
  - (4) High Rise Signs lighting should include backlighting that creates a “halo” effect around the sign. Backlighting may be combined with other types of lighting.

D. **Marquee Signs.** A sign on a marquee shall be approved if the marquee complies with the following standards:

1. **General**

- a) The placement of a Marquee shall not block or obscure the view of any traffic or pedestrian crossing signal.
- b) The operation of a Marquee shall not interfere with traffic signal coordination systems.

2. **Location**

- a) A Marquee shall be placed only on a property that is (or will be) occupied by an operating cinema or legitimate theater with 300 seats or more or a performance venue of 20,000 square feet or greater.

- b) A Marquee shall be located only at the primary entrance to the cinema, theater, or performance venue.

3. **Height**

- a) A Marquee structure shall not project above the floor of the third story of a building or structure.

4. **Projection from Property Line**

- a) A Marquee structure shall not extend over a sidewalk by more than one half the distance between the property line and curb face.

5. **Clearance Above Sidewalk**

- a) A Marquee structure shall maintain a minimum clearance of 10 feet from the sidewalk.

E. **Open Panel Roof Signs.** Open Panel Roof Signs shall be approved if it complies with the following standards:

1. **General.**

- a) An Open Panel Roof Sign that contains a solid panel element that exceeds 300 square feet in area shall be permitted only by approval of an Agreement with the Agency pursuant to Section V. B. of this Amended Sign Design for Development.
- b) Only one Open Panel Roof Sign shall be permitted on a lot that has a street frontage of 50 feet or less. A maximum of two Open Panel Roof Signs shall be permitted on a lot that has a street frontage of more than 50 feet.
- c) The back side and structural framework of an Open Panel Roof Sign shall remain exposed to view.
- d) A new Open Panel Roof Sign shall not be permitted on a lot which has an existing Billboard, a Solid Panel Roof Sign or Skyline Logo/Icon on top of the roof.
- e) No Electronic Message Display shall be permitted on an Open Panel Roof Sign.



2. **Location.**

- a) An Open Panel Roof Sign shall only be permitted on a building that is at least 40 feet in height.
- b) No Open Panel Roof Sign shall be permitted on a sloped roof.
- c) No portion of an Open Panel Roof Sign and/or sign support structure shall be located within 10 feet of the edge of the roof, parapet, appendage or appurtenance.

3. **Area.**

- a) The total area of all Open Panel Roof Signs on a building shall not exceed 25 percent of the average of the wall area of all sides of the building.

4. **Maximum Permitted Combined Sign Area.**

- a) The sign area of an Open Panel Roof Sign shall not be included in calculating the maximum permitted combined sign area allowed on the street frontage that an Open Space Roof Sign faces.
- b) Notwithstanding the foregoing, that portion of an Open Panel Roof Sign that contains a solid panel which exceeds 300 square feet in area, shall count as part of the maximum permitted combined sign area.

5. **Spacing.**

- a) An Open Panel Roof Sign shall be at least 100 feet from a Solid Panel Roof Sign, a Billboard, a Skyline Logo/Icon, or an Open Panel Roof Sign on an adjoining lot.
- b) Spacing shall be measured between signs that are located on the same side of the same street.
- c) Spacing shall be measured from a line that is perpendicular to the building line and that passes through a point on the building line that is closest to the nearest sign face edge.
- d) Spacing shall be measured along the center line of the street.

6. **Design Standards.** For each Open Panel Roof Sign:
  - a) At least one-third of the sign area shall consist of open space through which the structural framework may be viewed,
  - b) At least one-third of the sign area shall consist of Channel Letters, channel graphic segments or open lighting elements, and
  - c) If the sign contains a solid panel or three-dimensional sculptural form, as allowed pursuant to the sign reduction program in Section VIII. of this Amended Sign Design for Development, that solid panel or three-dimensional sculptural form shall occupy no more than one-third of the total sign area.

F. **Pedestrian Signs.** A Pedestrian Sign shall be approved if it complies with the following standards:

1. **General.**

- a) A Pedestrian Sign shall be used to identify the business served by the sign.
- b) No Electronic Message Display shall be permitted on a Pedestrian Sign.
- c) No text message or logos shall be permitted on that portion of a Pedestrian Sign that is parallel to the face of the building.

2. **Location.**

- a) Each business that is located on the ground level may have one Pedestrian Sign within five lineal feet of the main entrance of that business.
- b) Each business that is located on a second floor level 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 2 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 6 square feet for each sign face.
  - 5. **Projection From The Building Face.** A Pedestrian Sign may project up to 3 feet from the face of the building at a height of 8 feet above the sidewalk grade.
- G. **Pillar Signs.** A Pillar Sign shall be approved if it complies with the following standards:
- 1. **General.**
    - a) A Pillar Sign shall be permitted only by approval of an Agreement with the Agency pursuant to Section V. B. of this Amended Sign Design for Development.
    - b) No Electronic Message Display shall be permitted on a Pillar Sign.
  - 2. **Location.**
    - a) A new Pillar Sign shall not be permitted on a lot which has an existing Billboard or pole sign.
    - b) Pillar Signs shall not be permitted on that portion of a lot having less than 50 feet of street frontage. Lots having a street frontage of at least 50 feet may have one Pillar Sign.
    - c) A Pillar Sign shall be set back at least 10 feet from the intersection of a driveway and the public right of way and shall not interfere with or present a hazard to pedestrian or vehicular traffic.
    - d) A Pillar Sign shall be located at least 7.5 feet from interior lot lines and at least 15 feet from any other Pillar Sign, monument sign, projecting sign, Billboard or pole sign.
  - 3. **Dimensions.**
    - a) **Height.**

- (1) A Pillar Sign shall not exceed a height of 20 feet above the sidewalk grade or edge of roadway grade nearest the sign, as measured from the grade to the top of the sign.
- (2) The top of a Pillar Sign shall be at least 3 feet below the height of the shortest Principal Building Facade on the lot where the Pillar Sign is located.

b) **Width.**

- (1) The maximum horizontal dimension of any portion of a Pillar Sign shall not exceed 3 feet.

4. **Landscaping Requirements.**

- a) Landscaping shall be provided at the base of the supporting structure equal to twice the area of the largest face of the sign.

H. **Projecting Signs** (also commonly referred to as “Blade Signs”). A Projecting Sign shall be approved if it complies with the following standards:

1. **General.**

- a) No Electronic Message Display shall be permitted on a projecting sign.
- b) The text message or logo on a projecting sign shall consist of individual letters or graphic elements that are applied onto the sign surface.
- c) No text message or logos shall be allowed on that portion of a projecting sign that is parallel to the face of the building.
- d) The planes of projecting sign faces shall be parallel to one another unless by variation pursuant to Section IX. as a design element of a sign program, and if approved by the Director of City Planning, or designee.

2. **Location.**

- a) A projecting sign shall align with major building elements such as cornices, string courses, window banding, or vertical changes in material or texture.
- b) A projecting sign shall be located at least 1 foot from an interior lot line.

3. **Dimensions.**

- a) A projecting sign shall not exceed 50 feet in height as measured vertically from the bottom of the sign to the top of the sign
- b) A greater height may be permitted by variation pursuant to Section IX. as a design element of a sign program, and if approved by the Director of City Planning, or designee.
- c) The sign face of a projecting sign that is perpendicular to the building shall not exceed 20 percent of the overall height of the sign and in no event shall exceed 4 feet.
- d) No portion of a projecting sign that is parallel to the face of the building shall exceed 2 feet in width.

4. **Extension Above The Roof.**

- a) A projecting sign may extend above the top of the wall or roof parapet of a building face.
- b) The extension shall not exceed 30 percent of the total vertical height of the projecting sign.
- c) A greater height above the wall or parapet may be approved by variation pursuant to Section IX. as a design element of a sign program, and if approved by the Director of City Planning, or designee.

5. **Projection From The Building Face.** Projecting Signs shall not extend beyond the building face greater than that permitted by the City Sign Code.

6. **Maximum Permitted Combined Sign Area.** The sign area of a Projecting Sign shall not be included in calculating the maximum permitted combined sign area allowed on the street frontage where a Projecting Sign is located.

7. **Spacing.** There shall be a minimum distance of 20 feet, measured horizontally, between a projecting sign and any other type sign, except for a Pedestrian Sign, Wall Sign or Window Sign.

I. **Skyline Logo/Icon.** A Skyline Logo/Icon shall be allowed if it complies with the following standards:

1. **General.**

- a) A Skyline Logo/Icon shall not be permitted on any lot which has a Billboard or a Solid Panel Roof Sign.
- b) No Electronic Message Display shall be permitted on a Skyline Logo/Icon.

2. **Area.** The total area of all Skyline Logo/Icons, including any support structure, shall not exceed 25 percent of the average of the wall area of all sides of the building.

3. **Maximum Permitted Combined Sign Area.** The sign area of a Skyline Logo/Icon shall not be included in calculating the maximum permitted combined sign area.

4. **Spacing.** A Skyline Logo/Icon shall be at least 100 feet from another Skyline Logo/Icon, a Billboard, an Open Panel Roof Sign or a Solid Panel Roof Sign.

- a) Spacing shall be measured between signs that are located on the same side of the same street.
- b) Spacing shall be measured from a line that is perpendicular to the building line and that passes through a point on the building line that is closest to the nearest sign face edge.
- c) Spacing shall be measured along the center line of the street.

J. **Supergraphic Signs.** A Supergraphic Sign shall be approved if it complies with the following standards:

1. **General.**

- a) A Supergraphic Sign shall be permitted only by approval of an Agreement with the Agency pursuant to Section V. C. of this Amended Sign Design for Development.
- b) A Supergraphic Sign shall not be allowed on any lot where a Billboard or Solid Panel Roof Sign is located.
- c) To qualify for a Supergraphic Sign an applicant shall participate in the

sign reduction program, pursuant to Section VIII. of this Amended Sign Design for Development.

- d) The exposed face of a Supergraphic Sign shall be approximately parallel to the plane of the wall upon which it is located.

2. **Location.**

- a) A Supergraphic Sign shall not cover windows on a Principal Building Facade, including operable or inoperable windows, and window walls pursuant to Section VI. L. of this section, or except when the building has more than two Principal Building Facades.
- b) A Supergraphic Sign shall not cover doors, vents, rescue windows or other openings that serve occupants of the building.
- c) There shall be no other signage on a facade which contains a Supergraphic Sign, except for a high-rise sign.
- d) A Supergraphic Sign shall not cover architectural features or Character-Defining Features of a facade.
- e) A maximum of two Supergraphic Signs may be located on a building provided the images are located on opposite walls of the building and cannot be viewed at the same time from any location.

3. **Area.**

- a) A Supergraphic Sign shall be at least 1,200 square feet in size.
- b) The written message, including logos, shall not exceed 15 percent of the total area of the sign. Depiction of any logo or text shall be counted as text.

4. **Maximum Permitted Combined Sign Area.** The sign area of a Supergraphic Sign shall not be included in calculating the maximum permitted combined sign area allowed on the building frontage where a Supergraphic Sign is located.

5. **Materials and Connections.**

- 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, such as eye bolts and stranded cable, approved by City Department of Building and Safety.

- b) Supergraphic Signs comprised of mylar or other film-like transparent material, such as perforated vinyl, may be applied directly to individual windows not located on Principal Building Facades.

K. **Wall Signs.** A Wall Sign shall be approved if it complies with the following standards:

1. **General.** The exposed face of a Wall Sign shall be approximately parallel to the plane of the wall upon which it is located.
2. **Location.**
  - a) No portion of any wall sign shall be located above the second story of the building on which it is placed or higher than 35 feet above grade as measured vertically, whichever is lower, except as a high rise sign or an Electronic Message Display.
  - b) A wall sign shall not cover the exterior of windows, doors, vents, or other openings that serve occupants of buildings.
3. **Area.** A single wall sign shall not exceed 300 square feet in area.

L. **Window Sign.** A window sign shall be approved if it complies with the following standards:

1. **General.** No Electronic Message Display shall be permitted on a window sign.
2. **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.
3. **Area.** The total area of all window signs painted on, affixed to, or located within six feet of the window plane shall not exceed 10 percent of the area of the window.

## **VII. SIGN AREA BONUS, TRANSFER OF SIGN AREA BONUS, TRANSFER OF UNUSED SIGN AREA.**



- A. An applicant may obtain a modification to the maximum permitted combined sign area for the following types of signs:
1. Architectural Ledge Signs,
  2. Awning Signs,
  3. Electronic Message Displays,
  4. Marquee signs,
  5. Monument signs,
  6. Pedestrian Signs,
  7. Pillar signs,
  8. Wall signs,
  9. Window Signs
- B. An application for sign area bonus, transfer of sign area bonus, or transfer of unused permitted sign area shall be approved only by Agreement with the Agency pursuant to Section V. B.
- C. Sign area bonuses and transfers must also be approved by the Director of City Planning.
- D. Maximum permitted combined sign area may be modified by any one of the following methods:
1. removing specified types of legally permitted nonconforming signage,
  2. restoring historic signage,
  3. transferring unused sign area permitted by Section IV. E. from a historic building to a non-historic building.
- E. The sign area of a legally permitted nonconforming sign, the removal of which may be applied towards a sign area bonus, does not include the support structure of the sign.
- F. An applicant whose modification to maximum permitted combined sign area involves a transfer of sign area shall also comply with Subsection H of this section.
- G. The maximum permitted combined sign area may be increased by the following methods:
1. **Removal of legally permitted signage that is prohibited by this Amended Sign Design for Development.**

- a) One hundred percent of the sign area of any legally permitted sign which is prohibited by Section IV. B. of this Amended Sign Design for Development, may be applied as a bonus to the maximum permitted combined sign area upon removal and final inspection and approval of the removal of the prohibited sign.
- b) The sign area bonus may be used on the property where the sign was removed, traded or sold for use by a different property owner within the SUD area, or divided between several property owners within the SUD area, pursuant to a written agreement that includes the Agency.
- c) Eligibility for a sign area bonus and the ability to transfer a sign area bonus expires three years after the removal of the signs.
- d) Procedures for the transfer of a sign area bonus are set forth in Subsection H of this section.

2. **Restoration of historic signage.**

- a) One hundred percent of the sign area of a restored historic sign may be applied as a bonus to the maximum permitted combined sign area.
- b) The sign area bonus may be used on the property where the sign was restored, traded for use by a different property owner within the SUD area, or divided between several property owners within the SUD area, pursuant to a written agreement that includes the Agency.
- c) Eligibility for this sign area bonus and the ability to transfer a sign area bonus expires one year after completion of restoring a historic sign.
- d) Procedures for the transfer of a sign area bonus are set forth in Subsection H of this section.

3. **Transfer of Unused Permitted Sign Area from a historic building within the Hollywood Signage Supplemental Use District Area to a non-historic building within the Hollywood Signage Supplemental Use District Area.**

- a) One hundred percent of the unused maximum permitted combined sign area on a historic building can be transferred from the street frontage(s) of the historic building to a non-historic building or buildings within the area of the SUD area.

- b) Maximum permitted combined sign area on a historic building shall be defined as four times the street frontage of the lot on which the historic building is located. If the historic building is located on a corner and has more than one street frontage, the sign area from all street frontages may be transferred, but all signs on the historic building shall be calculated in determining the sign area available for transfer.
- c) The transfer of Sign Area shall also require the approval of the Director of City Planning, or designee.
- d) If unused permitted sign area is transferred from a historic building within a Redevelopment Area portion of the SUD area, the Agency may establish a fee as a condition for the transfer.
- e) The fee shall be used for the restoration of historic buildings within the Redevelopment Area.

H. **Procedures for the Transfer of A Sign Area Bonus and Transfer of Unused Permitted Sign Area.** The owner of a parcel seeking a transfer of a sign area bonus or a transfer of unused permitted sign area shall follow these procedures:

- 1. The owner shall submit an application to the Agency requesting a sign area bonus or transfer. The application shall include photos of the building or lot from where the sign area is being transferred and photos of the recipient building or lot where the transferred sign area will be used.
- 2. Any approved transfer of sign area from one location to another shall be evidenced by a covenant, executed and recorded by the transferor and transferee. The covenant shall specify the total square footage of sign area being transferred.

I. The maximum permitted combined sign area on any facade which utilizes transferred sign area pursuant to this section shall be limited to 20 percent of the total wall area of the Principle Building Frontage of the building receiving the bonus.

### **VIII. SIGN REDUCTION PROGRAM.**

A. No building permit shall be issued for a new Supergraphic sign or solid panel portion of an Open Panel Roof Sign prior to the removal within the Sign SUD area or the Hollywood Community Plan area, pursuant to the terms of the sign reduction program for the following types of signs:

1. legally permitted billboards,
2. solid panel roof signs
3. pole signs

B. A sign reduction program shall not be required for new Supergraphic Signs or solid panel portion of an Open Panel Roof Sign if:

1. it is included as part of a sign program for which the CRA has prepared an environmental review and was approved as part of a Disposition and Development Agreement, Owner Participation Agreement, lease agreement, or other agreement with the Agency, and
2. the agreement contains performance, one-time fee, or on-going revenue provisions that allows the Agency to undertake projects, programs, or other activities that improve the visual environment in a redevelopment project area.

However, it is the intent of the Agency to encourage sign reduction wherever feasible.

C. Approval by the Director of City Planning, or designee, shall be required.

D. Terms of Sign Reduction for Approval of A Supergraphic Sign.

1. Within the Sign SUD Area.
  - a) One square foot of sign face of a legally permitted Billboard and/or Solid Panel Roof Sign, which is **at least** 672 square feet in size, **or** one square foot of Pole Sign shall be removed from the Sign SUD Area in order to approve **two** square feet of a Supergraphic Sign within the Sign SUD Area, or
  - b) One square foot of sign face of a legally permitted Billboard and/or Solid Panel Roof Sign, which is **less than** 672 square feet in size, **or** one square foot of pole sign that is removed from the Sign SUD Area shall be removed from the SUD area in order to approve **one** square foot of a Supergraphic Sign within the Sign SUD Area.
2. Within the Hollywood Community Plan Area, but outside the boundaries of the Sign SUD Area.
  - a) One square foot of legally permitted Billboard and/or Solid Panel Roof Sign, which is **at least** 672 square feet in size, shall be removed within the

Hollywood Community Plan Area in order to approve **two** square feet of a Supergraphic Sign within the Sign SUD Area, or

b) One square foot of sign face of a legally permitted Billboard and/or Solid Panel Roof Sign, which is **less than** 672 square feet in size, shall be removed from the Hollywood Community Plan Area in order to approve **one** square foot of a Supergraphic Sign within the Sign SUD area. .

3. Bonus for increasing the size of a Supergraphic Sign pursuant to removal of a cluster of Billboards and Solid Panel Roof Signs from a designated area.

a) An applicant for a Supergraphic Sign may receive up to a 50% bonus from the square footage allowed by Section VIII. D. 1. and 2. of this Amended Sign Design for Development by removing all of the Billboards and Solid Panel Roof Signs located within a minimum three Block area of the Hollywood Community Plan Area.

b) In order to qualify for this bonus a minimum of four Billboards and/or Solid Panel Roof Signs must be removed from the area.

c) All of the Billboards or Solid Panel Roof Signs contained within the designated area must be removed regardless of ownership. Where there are multiple ownerships of Billboards or Solid Panel Roof Signs, the bonus shall be apportioned among the owners according to the square footage of signs owned and removed. The Supergraphic permitted by this Section may be used on multiple sites as long as the minimum square footage for a Supergraphic pursuant to Section VI. K. 3. of this Amended Sign Design for Development is complied with.

**E. Procedures for the Supergraphic Sign Bonus for the Removal of a Cluster of Billboards or Solid Panel Roof Signs.**

1. The owner(s) seeking a Supergraphic Sign Bonus for the removal of a cluster of Billboards or Solid Panel Roof Signs shall follow these procedures:

a) Prior to the issuance of an approval for a Supergraphic Sign Bonus, the applicant(s) shall also file an application for the approval of Supergraphic Sign Bonus with the Planning Department on a form prescribed by the Planning Department.

b) The application shall be accompanied by photos and a radius map showing the location of the Billboards and Solid Panel Roof Signs to be

removed. The application shall also show the ownership of the signs to be removed, the square footage of the signs to be removed and a scaled diagram of each sign to be removed.

2. Prior to the issuance of any building permit for a Supergraphic Sign utilizing this bonus, the applicant(s) shall file a covenant, executed and recorded by the applicant(s), the Agency, and the Department of City Planning. The covenant shall specify the total square footage of Billboards and Solid Panel Roof Signs being removed from an individual site and prohibit any future Billboards or Solid Panel Roof Signs being located on the site.
3. The Agency, in coordination with the Department of City Planning, shall establish and maintain a record of the Supergraphic Sign area obtained and their use for each applicant pursuant to this section.
4. The Supergraphic Sign area obtained pursuant to this Section may be used at multiple sites by the applicant(s) subject to these rules.

**F. Terms of Sign Reduction for Approval of Solid Panels on An Open Panel Roof Sign.**

1. One square foot of a legally permitted Billboard, Solid Panel Roof Sign, or Pole Sign shall be removed from the Sign SUD Area **or** one square foot of legally permitted Billboard or Solid Panel Roof Sign shall be removed from the Hollywood Community Plan Area in order to approve one square foot of solid panel on an Open Panel Roof Sign.

**IX. VARIATIONS**

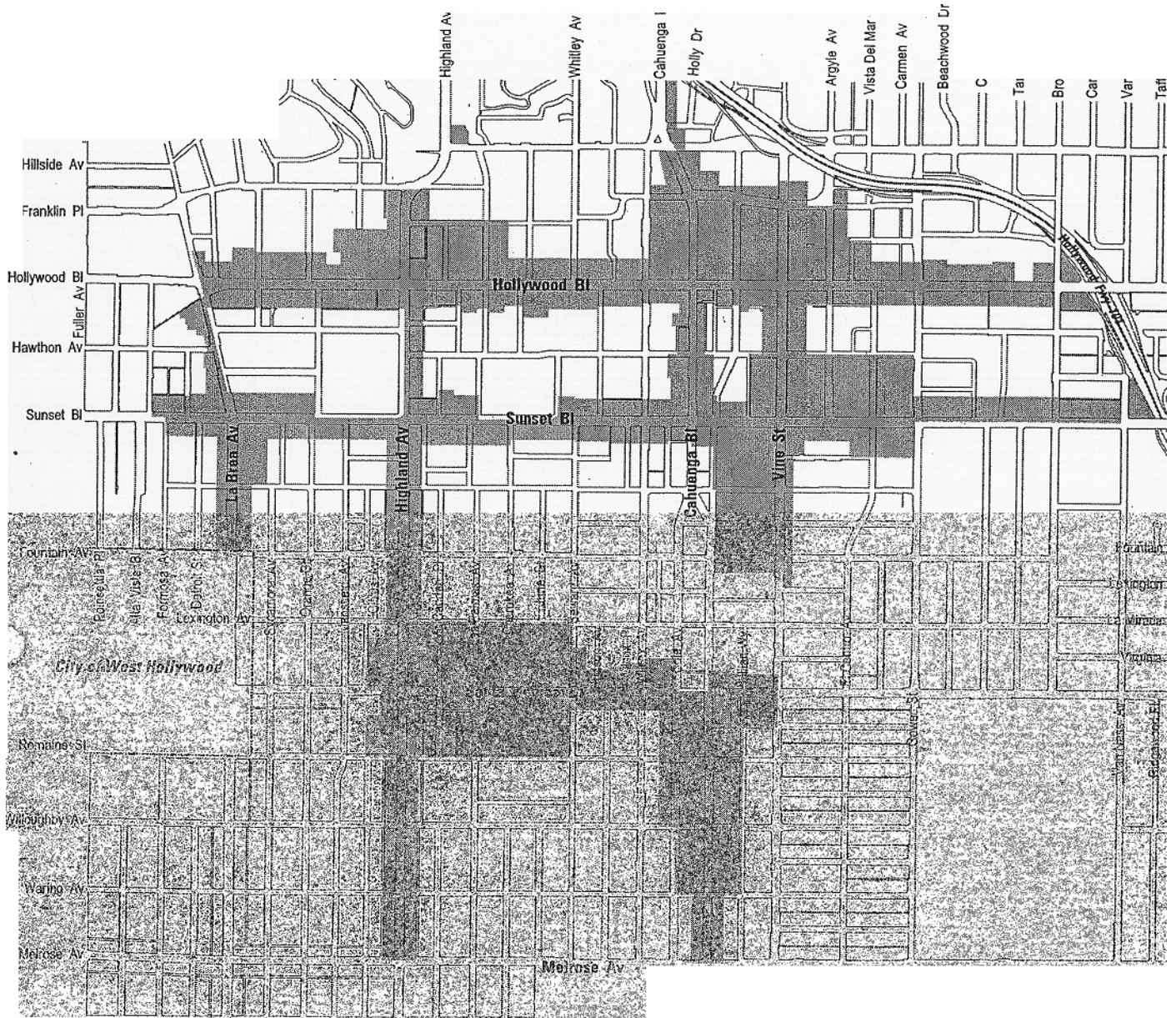
- A. A proposed variation to this Design for Development may be approved only if the Agency determines each of the following:
  1. The application of this Design for Development would result in practical difficulties or unnecessary hardships inconsistent with the general purpose and intent of the Redevelopment Plan and Design for Development.
  2. There are exceptional circumstances or conditions applicable to the property or to the intended development of the property that do not apply generally to other properties having the same standards, restrictions, and controls.
  3. Permitting a variation will not be materially detrimental to the public welfare or injurious to property or improvements in the area.

4. Permitting a variation will not be contrary to the objectives of this Design for Development or the Redevelopment Plan.

**X. SEVERABILITY.** If any provision of this Amended Sign Design for Development 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 Amended Sign Design for Development which can be implemented without the invalid provision, clause or application, and to this end the provisions and clauses of this Amended Sign Design for Development are declared to be severable.

Adopted: October 18, 2007

# EXHIBIT A



## HOLLYWOOD SIGN DISTRICT

..... Hollywood Redevelopment Project Boundary

Not to Scale



NORTH



**EXHIBIT B**

AGREEMENT BETWEEN

[SIGN COMPANY]

and

[PROPERTY OWNER]

and

THE COMMUNITY REDEVELOPMENT AGENCY  
OF THE CITY OF LOS ANGELES, CALIFORNIA

THIS AGREEMENT is entered into with respect to the following facts:

1. The [PROPERTY OWNER] (“Owner”) is the owner of property located at [ADDRESS], Los Angeles, California (the “Site”).
2. The [SIGN COMPANY] (“Company”) is a [nature of entity] which is engaged in the business of providing off-site advertising in the City of Los Angeles (the “City”).
3. THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF LOS ANGELES, CALIFORNIA (the “Agency”) is a public body, corporate and politic, and charged with undertaking the redevelopment of blighted areas within the City of Los Angeles (the “City”).
4. The Site is located within the duly adopted Hollywood Redevelopment Project Area.
5. On August 18, 2004, the City adopted Ordinance No.176172, which established the Hollywood Signage Supplemental Use District (the “SUD”), which allowed certain signage not otherwise permitted under the Los Angeles Municipal Code. Section 6. D. of the Ordinance provides for Agency review and approval of all signage otherwise permitted by the SUD within the Hollywood Redevelopment Project Area, in order to assure conformity of such signage to the Hollywood Redevelopment Plan.
6. On January \_\_\_, 2005, the Agency duly adopted the Amended Design for Development for Signs in Hollywood (the “Amended Sign DFD”) affecting certain signs, including Supergraphic Signs, Pillar Signs, Open Panel Roof Signs containing solid panel elements in excess of 300 square feet, sign programs that involve transfers of permitted sign area from one location to another, and signs requiring approval of a variation (collectively called herein “Special Signs”), within the Hollywood Redevelopment Project Area.
7. Section V.C. of the Amended Sign DFD requires that Agency approval of a Special Sign

within the Hollywood Redevelopment Project be conditioned upon the entry into an agreement among the Agency, the Owner and the Company that provides, among other things, (a) a maximum time limit of ten (10) years on the entitlement of the Special Sign; (b) that the Owner and Company provide proof that citations by the City for illegal or non-compliant signage in the Hollywood SUD District have been resolved; and (c) that the Owner and Company agree to liquidated damages in the amount of 100% of the gross revenues of the Special Sign so entitled, to compensate for breach of the material terms of this Agreement.

8. Section VIII. B. of the Amended Sign DFD also provides that it is an adopted policy of the Agency to reduce, to the maximum extent possible, existing billboards and pole signs in the Hollywood Redevelopment Project Area and the Hollywood Community Plan Area, and that Supergraphic signage approved by the Agency under the Amended Sign DFD must include some amount of billboard or pole sign reduction.

9. Owner and Company have applied for a permit to entitle Owner and Agency to erect the following Special Sign(s) within the Hollywood SUD District:

**[Description of Proposed Special Sign]**

10. The purpose of this Agreement is to document Owner's and Company's representations and promises concerning the Special Sign, and the terms and conditions upon which the Agency's review and determination is based.

NOW, THEREFORE, Owner, Company, and the Agency hereby agree as follows:

**Section 1.** Owner represents to the Agency that any "Order to Comply" issued by the City of Los Angeles Department of Building and Safety for any violation of the Los Angeles Municipal Code related to sign structures on the property, if any, has been successfully resolved with the City, as demonstrated by the attached \_\_\_\_\_. This is a material representation to this Agreement.

**Section 2.** Company represents to the Agency that any "Order to Comply" issued by the City of Los Angeles Department of Building and Safety for any violation of the Los Angeles Municipal Code related to sign structures at any location in the Project Area, if any, have been successfully resolved with the City, as demonstrated by the attached \_\_\_\_\_. This is a material representation to this Agreement.

**Section 3.** The signage permitted under this Agreement shall meet the following design criteria:

**[List of Design Criteria]**

- Type of Sign Structure
- Dimension of structures
- Area
- Location on Building or Property
- Physical characteristics such as material, method of attachment, etc.

**Section 4.** The signage permitted under this Agreement shall be entitled to be displayed for a maximum of ten (10) years from the date this Agreement is approved by the Agency. However, nothing in this Agreement shall preclude Owner or Company, or their successors in interest, from seeking a new entitlement for this or different signage at the expiration of the term of this Agreement, pursuant to such laws and regulations as may exist at that time. For purposes of avoiding disputes, the date which is ten years from the date this Agreement is approved is hereby set forth:

\_\_\_\_\_.

**Section 5.** Owner and Company each acknowledge that use of the signage contemplated by this Agreement upon the terms and conditions described above, including time limitations and design control, are material inducements to the Agency's finding that such signage conforms to the Hollywood Redevelopment Plan and duly adopted Design Guidelines.

**Section 6.** Owner and Company also acknowledge that any breach of Sections 1 through 4, inclusive, of this Agreement will cause damage to the Agency and the community of the Hollywood Redevelopment Project Area in the form of increased visual blight, public nuisance, and increased costs to the Agency in pursuing redevelopment of the Project Area. Owner and Company agree that such damages are not capable of ready calculation and therefore agree to pay liquidated damages in the event of a breach of said Sections. Liquidated damages shall be calculated as follows:

- a. In the event the Agency discovers that the material representations contained in Section 1 has been breached by the Owner, liquidated damages in the amount of Sixty Percent (60%) of any revenues received by Owner from rent or other revenue, for any signage permitted under this Agreement, calculated from the date of this Agreement to the date any citation referenced in Section 1 is resolved;
- b. In the event the Agency discovers that the material representations contained in Section 2 has been breached by the Company, liquidated damages in the amount of Sixty Percent (60%) of gross revenues received by Company, for any signage permitted under this Agreement, calculated from the date of this Agreement to the date any citation referenced in Section 2 is resolved;
- c. In the event the Agency discovers that the conditions described in Section 3 have been breached, liquidated damages in the amount of Fifty percent (50%) of the gross revenues generated by any sign not in compliance with the provisions of Section 3,

calculated from the date of this Agreement to the date any non-compliant sign is brought into compliance; and

- d. In the event of a breach of the time limitation provided in Section 4 occurs, liquidated damages in the amount of One Hundred Percent (100%) of the gross revenues from each sign causing such breach, calculated from the date written in Section 4, and shall continue until either (1) the sign(s) are removed or (2) a new entitlement is issued.

All liquidated damages shall be paid to the Agency and shall be used by the Agency to mitigate adverse visual impacts in the Hollywood Redevelopment Project.

Owner and Company each acknowledge the terms of this liquidated damages provision.

\_\_\_\_\_

**Section 7.** The terms of this Agreement shall extend to all subsequent owners of the Site and/or the Signage permitted at this Site.

**Section 8.** This Agreement may be executed by the parties in counterparts and, when so fully executed, each counterpart shall be deemed to be a single agreement.

**Section 9.** The effective date of this Agreement shall be the date when the last party has executed the Agreement, and Owner and Company shall each execute this Agreement prior to the Agency.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the dates set forth below their respective signatures.

**OWNER OF PROPERTY**

By: \_\_\_\_\_

Date: \_\_\_\_\_

**SIGN COMPANY**

By: \_\_\_\_\_

Date: \_\_\_\_\_

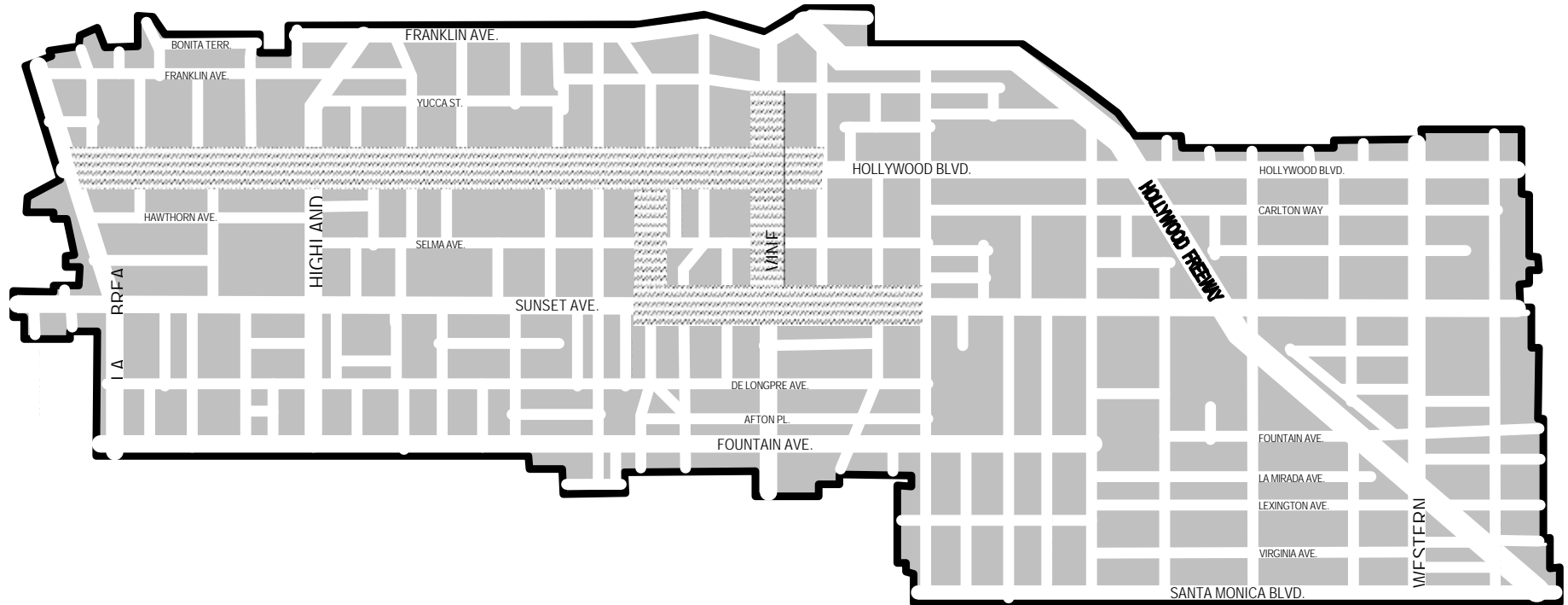
THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF  
LOS ANGELES, CALIFORNIA

By: \_\_\_\_\_

Date: \_\_\_\_\_

# Hollywood Redevelopment Project

EXHIBIT C



 **Electronic Message  
Display Areas**



Not to Scale

NORTH