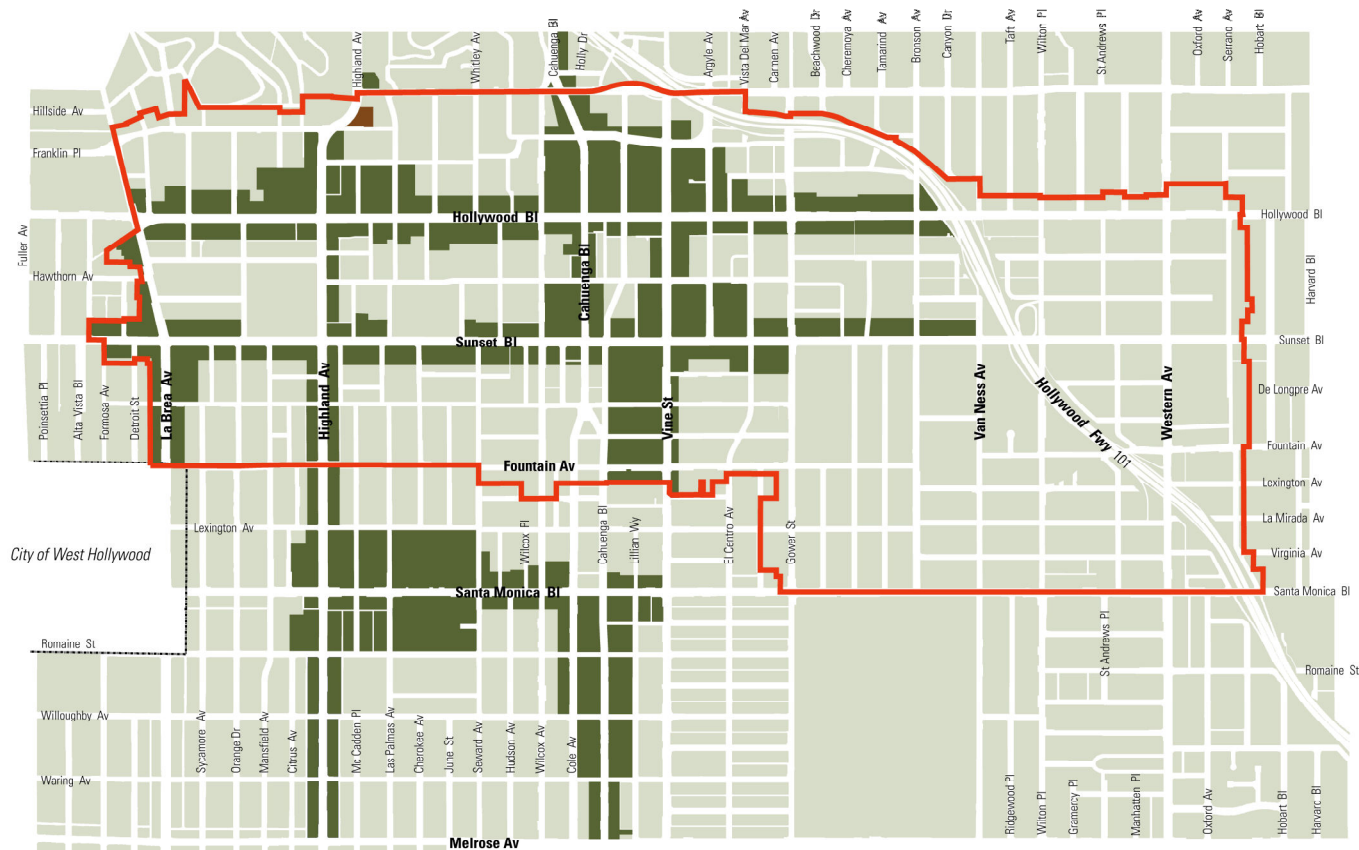
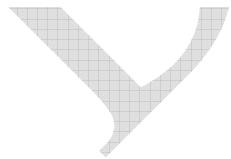


Section 1. ESTABLISHMENT OF THE HOLLYWOOD SIGNAGE SUPPLEMENTAL USE DISTRICT. The City Council hereby establishes the Hollywood Signage Supplemental Use District applicable to that area of the City of Los Angeles shown within heavy lines on the attached map.



Hollywood Signage Supplemental Use District (SUD)

Prepared by Los Angeles Department of City Planning | City of Los Angeles | June 2016



Section 2. PURPOSES. The Hollywood Signage Supplemental Use District is intended to:

- A.** Provide for the systematic execution of the Hollywood Community Plan and Redevelopment Plan.
- B.** Promote appropriate and economically viable signage which:
 - 1. Uses clear, attractive graphics;
 - 2. Coordinates with the architectural elements of the building on which the signage is located;
 - 3. Reflects a modern, vibrant image of Hollywood as the global center of the entertainment industry; and
 - 4. 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.

Section 3. APPLICATION OF SUPPLEMENTAL USE DISTRICT REGULATIONS.

- A.** The regulations of this Ordinance are in addition to those set forth in the planning and zoning provisions of the Los Angeles Municipal Code (“Code”). 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 which establish regulations that are different from, more restrictive than or more permissive than would be allowed pursuant to the provisions contained in the Code, this Ordinance shall prevail and supersede the applicable provisions of the Code and those relevant ordinances.

Section 4. DEFINITIONS. Whenever the following terms are used in this Ordinance, 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 14.4.2 of the Code.

ARCHITECTURAL LEDGE SIGN: A sign with individual channel letters and/or a pre-fabricated image, which stands atop a horizontal projection forming a narrow shelf on a wall or architectural projection.

AWNING SIGN: Any sign located on the valance of a shelter supported entirely from the exterior wall of a building which extends over a building feature (door, window, or landscape/site feature such as a patio, deck, or courtyard) and is constructed of fabric.

BILLBOARD: Any sign on one or more poles or columns which:

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

CAN SIGN: A sign whose text, logos and/or symbols are placed on the plastic face of an enclosed cabinet attached to the facade of a building. The face may be translucent or opaque and may be illuminated or non-illuminated.

CAPTIVE BALLOON SIGN: Any object inflated with hot air or lighter-than-air gas that is tethered to the ground or a structure.

CHANNEL LETTERS: Three-dimensional, individually cut letters, numbers or symbols, which can be illuminated or non-illuminated.

CHARACTER-DEFINING FEATURE: Any physical characteristic of a Historic Building or Structure, including signage, that conveys its historic significance and is identified as character-defining in a survey report prepared by a Qualified Architectural Historian.

CRA: The Community Redevelopment Agency of the City of Los Angeles (“CRA”).

DIRECTOR: The Director of Planning, or his or her designee.

ELECTRONIC MESSAGE DISPLAY: A Wall sign or Theater Marquee Sign, which displays still, scrolling or moving images, including video and animation. These displays utilize 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.

HANGING SIGN: A type of sign with individual channel letters and/or a pre-fabricated image, which is suspended from a horizontal architectural ledge or projection, or from the ceiling of an architectural recess.

HISTORIC SIGN/SIGNAGE: Any sign which is determined to be historically significant by a Qualified Architectural Historian.

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. is listed as a historically significant building in a historic resources survey conducted by the CRA or the Director; or
4. is listed as a contributing structure to a National Register Historic District.

ILLUMINATED ARCHITECTURAL CANOPY SIGN: An enclosed illuminated structure that is attached to the wall of a building with the face of the sign approximately parallel to the wall and with the message integrated into its surface.

INFLATABLE DEVICE: A sign that is a cold air inflated object, which may be of various shapes, made of flexible fabric, resting on the ground or on a structure and equipped with a portable blower motor that provides a constant flow of air into the device. Inflatable devices are restrained, attached, or held in place by a cord, rope, cable or similar method. The term inflatable device shall not include any object that contains helium, hot air or a lighter-than-air substance.

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 7 of this Ordinance, shall also be considered an Open Panel Roof Sign.

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.

PILLAR SIGN: A Freestanding Sign which 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.

PRINCIPAL BUILDING FACADE: Any facade of a building located along a public street.

QUALIFIED ARCHITECTURAL HISTORIAN: A recognized expert in the field of architectural history whose qualifications are accepted by both the Director and the CRA.

RESTORED HISTORIC SIGN: A Historic Sign which has been restored and maintained in a manner which preserves the sign's historic significance as determined by a Qualified Architectural Historian.

SANDWICH BOARD SIGN: A portable sign consisting of two sign faces which connect at the top and extend outward at the bottom of the sign.

SKYLINE LOGO/ICON: A type of Roof Sign consisting of a sculpted, three-dimensional symbol, figure or graphic on top of a roof. These signs identify or represent a business or company, and utilize no text except for the name of the company.

SOLID PANEL ROOF SIGN: A type of Roof Sign consisting of one or more solid opaque panels, which in the aggregate equal more than one-third of the overall area of the sign face.

SUPERGRAPHIC SIGN: A sign, consisting of an image that is applied to and made integral with a wall, projected onto a wall, or printed on vinyl, mesh or other material, and which does not comply with the provisions of Section 14.4 et seq. of the Code, relating to Wall Signs, Mural Signs, Off-site Signs and/or Temporary Signs.

THEATER MARQUEE SIGN: A Marquee Sign, as defined by Sec. 14.4.15 of the Code, which is attached to a structure containing an area used for performances or for showing motion pictures.

VACANT PROPERTY: Any lot that does not contain an occupied building, structure or economic use.

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

SECTION 5. GENERAL REQUIREMENTS.

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

B. Prohibited Signs. The following signs shall be prohibited:

1. Billboards
2. Can Signs
3. Captive Balloon Signs
4. Illuminated Architectural Canopy Signs
5. Pole Signs
6. Sandwich Board Signs
7. Signs for which a permit is required on Vacant Property
8. Signs covering window exteriors, except as Window Signs pursuant to Section 7 of this Ordinance.
9. Solid Panel Roof Signs
10. Temporary Special Displays
11. Inflatable Devices
12. Electronic Message Displays, except as Wall Signs or Theater Marquee Signs.

C. Freestanding Signs. There shall be no more than one Billboard, Pillar Sign or Pole Sign per lot.

D. Permitted Off-Site Signage. Notwithstanding the provisions of Section 14.4.18 of the Code to the contrary, off-site advertising is permitted within the Supplemental Use District on all types of permitted signs.

E. Sign Area Calculation. Sign area shall be calculated in accordance with Section 14.4.2 of the Code.

F. Maximum Permitted Combined Sign Area. This Section supersedes any applicable subsections of Section 14.4 of the Code, as they pertain to maximum permitted sign area. The maximum permitted combined sign area for all signs located on a lot is two square feet of signage for each foot of linear street frontage. The amount of square footage of signage permitted by the length of a certain street frontage shall be used on that same street frontage from which the permitted area was calculated. The maximum areas established by this Ordinance are legal maximums only and as such may not necessarily be permitted.

Applicants may apply for a modification of maximum permitted combined sign area up to a maximum of 20 percent of the total wall area of the Principal Building Facade by following the procedures established in Section 8 of this Ordinance to obtain a sign area bonus. All signs on a lot shall be included in the calculation of maximum permitted combined sign area except for the following signs:

1. Open Panel Roof Signs
2. Projecting Signs
3. Skyline Logo/Icons
4. Supergraphic Signs
5. Temporary Signs
6. Signs in Interior Courtyards or Plazas which are not visible from any public right-of-way.

G. Interior Courtyards or Plazas. Any sign in an interior courtyard or plaza of a non-historic building which is not visible from the street is only required to comply with Sections 14.4.1 through 14.4.6 of the Code.

H. Historic Buildings or Structures. Signage on Historic Buildings or on lots on which Historic Buildings are located is allowed if:

1. the signage does not cover the Character-Defining Features or Historic Signage of the building, except 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 Code; and
2. the signage does not alter or destroy Historic Signage or 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; and
3. the signage does not interfere with street views of Character-Defining Features of the Historic Building on which the signage is located or any adjacent Historic Building; and
4. affixing and removing the signage does not permanently alter the Character-Defining Features of the building upon which the sign is affixed; and
5. the signage blends with the architecture of the historic building and conforms with other provisions of this Ordinance.

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 both the Fire Department and the Department of Building and Safety for approval.

J. Illumination. All illuminated signs shall be designed, located or screened so as to minimize to the greatest reasonable extent possible direct light sources onto any exterior wall of a residential unit and into the window of any commercial building. Electronic Message Displays shall be constructed, to the greatest extent possible, to have a limited pedestrian viewshed. If signs are to be externally lit, the source of the external illumination shall be shielded from public view.

Section 6. SUPPLEMENTAL USE DISTRICT COMPLIANCE REQUIREMENTS.

A. Prohibition. The Department of Building and Safety (LADBS) shall not issue a permit for a sign, a sign structure, sign illumination, or alteration of an existing sign unless the sign complies with the requirements of this Ordinance, as determined by the Director, and relevant requirements of the Code.

B. Planning Department Sign Off Required. A permit may be issued by LADBS for the following signs with only a Planning Department sign off on the permit application:

1. Awning Sign

2. Information Sign
3. Monument Sign
4. Temporary Sign
5. Wall Sign which does not have an Electronic Message Display and measures 60 square feet in area or less.
6. Window Sign
7. Pedestrian Sign
8. Architectural Ledge Sign
9. Hanging Sign

C. 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. Electronic Message Display Sign
2. Marquee Sign
3. Open Panel Roof Sign
4. Pillar Sign
5. Projecting Sign
6. Skyline Logo/Icon
7. Supergraphic Sign
8. A sign which utilizes a sign area bonus, a transfer of a sign area bonus, a transfer of unused sign rights, or a sign reduction program
9. Wall Sign which measures greater than 60 square feet in area

D. Redevelopment Agency Review Required. All applications for signs within a redevelopment project area shall be approved by the CRA staff for that area, pursuant to any regulations or design guidelines adopted by the CRA, as well as the Director.

E. Application for Project Permit Compliance. An application for Project Permit Compliance shall comply with Section 11.5.7 of the Code. The application may request review of one or multiple signs. The application shall be accompanied by photos of all existing signage and 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 Historic Building, or a building 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 existing historic building.

F. Findings Required for Project Permit Compliance Review. In addition to the findings otherwise required by Section 11.5.7 C 2 of the Code, prior to approval of the Project Permit Compliance review, the Director shall also make the following findings:

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 or 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 Ordinance.
6. All proposed signage complies with the applicable guidelines found in Section 7 of this Ordinance.

G. Request for Exceptions from Regulations. The Area Planning Commission shall have initial decision-making authority for granting exceptions from the provisions of this Ordinance. An applicant who is 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 Code. In granting an exception, the Area Planning Commission shall make all of the enumerated findings set forth in Section 11.5.7 F 2 of the Code.

H. Existing Signs. Every existing sign and/or sign support structure constructed under a valid permit and used in conformance with the code regulations and LADBS 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 any existing non-conforming sign. Before the issuance of a building permit for a new sign on a lot, all existing unpermitted signage on that lot shall be removed or demolished.

I. Alterations, Repairs or Rehabilitation. Any alteration, repair or maintenance work on a legally permitted sign or sign structure shall be governed by Section 14.4.3d of the Code.

Section 7. STANDARDS FOR SPECIFIC TYPES OF SIGNS.

A. Architectural Ledge Sign.

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

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

3. Dimensions.

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

b. Length. A ledge which is constructed for the purpose of supporting an Architectural Ledge Sign may not exceed 15 feet in length as measured horizontally.

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

B. Awning Signs. Unless otherwise specified in this Ordinance, an Awning Sign shall comply with Section 14.4.19 of the Code.

C. Electronic Message Display. Notwithstanding the provisions of Section 14.4.4 of the Code to the contrary, an Electronic Message Display shall only be permitted as a Wall Sign or a Marquee Sign if it complies with the following regulations:

1. Location.

a. The bottom of a sign consisting of an Electronic Message Display as measured vertically shall be either:

- I.** located between 35 and 75 feet above grade, as measured vertically;
- or
- II.** located on a theater marquee.

b. The top of a sign consisting of an Electronic Message Display, as measured vertically, shall not be greater than 75 feet above grade.

c. An Electronic Message Display shall be permitted on the face of a building if:

- I.** It is determined by the Director that the location of the sign will not present a hazard to traffic; and
- II.** If the building is a Historic Building, it is determined by the Director, with advice from a Qualified Architectural Historian, which attaching the Electronic Message Display will not damage the building or diminish the building's historical significance.

d. A Wall Sign consisting of an Electronic Message Display shall:

- I.** Be located along a block frontage that is controlled by a traffic signal in

the following locations:

- I. Hollywood Boulevard between La Brea Avenue and Gower Avenue; or
 - II. Cahuenga Avenue between Hollywood Boulevard and Sunset Boulevard; or
 - III. Sunset Boulevard between Cahuenga Boulevard and Gower Street; or
 - IV. Vine Street between Yucca Street and Sunset Boulevard.
- II. Be limited to a maximum of one Electronic Message Display for each side of the block.
- e. An Electronic Message Display shall be permitted on any Theater Marquee Sign, if:
- I. it is determined by the Director that the location of the sign will not present a hazard to traffic, and
 - II. the building is a Historic Building, it is determined by the Director, with advice from a Qualified Architectural Historian that attaching the Electronic Message Display to a historic theater marquee will not damage the marquee or diminish the theater's historical significance.

2. **Area.** An Electronic Message Display which is located on a Wall Sign shall not exceed 300 square feet in area. 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.

D. Hanging Sign.

1. General.

- a. A Hanging Sign shall consist of individual letters or numbers no taller than 24" or an icon no taller than 24" which are suspended from a ledge.
- b. Solid panels and Can Signs are not permitted as Hanging Signs.
- c. The sign shall be oriented so that the message, graphic, or symbol on the sign is approximately parallel with the façade of the structure to which the sign is affixed.
- d. No message, graphic or symbol shall be located on that portion of a hanging sign that is perpendicular to the façade of the structure to which the sign is affixed.

2. **Location.** A Hanging Sign shall only be located over an entranceway or window on the first floor of a building.

3. Dimensions.

- a. Height. The lowest portion of a suspended Hanging Sign shall be at least eight feet above the natural or finished grade as measured vertically.
- b. Suspension supports which are constructed for the purpose of supporting a Hanging Sign may not exceed 24 inches in height as measured vertically from the top of the letter or symbol to the bottom of the supporting architectural appurtenance, nor may those supports exceed 8 inches in width as measured horizontally.

4. Projection. A ledge designed to support a Hanging Sign may project a maximum of 3 feet from the building face where the sign is located.

E. Information Signs. Unless otherwise specified in this Ordinance, an information sign shall comply with Section 14.4.7 of the Code.

F. Marquee Signs. Unless otherwise specified in this Ordinance, a sign on a marquee shall comply with Section 14.4.15 of the Code.

G. Monument Signs. Unless otherwise specified in this Ordinance, a Monument Sign shall comply with Section 14.4.8 of the Code.

I. Open Panel Roof Signs. Notwithstanding the provisions of Sections 14.4.13 and 14.4.18 of the Code to the contrary, Open Panel Roof Signs shall be permitted if they comply with the following regulations:

1. General.

- a. Only one Open Panel Roof Sign shall be permitted on a building 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.
- b. The back side and structural framework of an Open Panel Roof Sign shall remain exposed to view.
- c. 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.

2. Location.

- a. An Open Panel Roof Sign shall only be permitted on a building which 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.
- d. An Open Panel Roof sign shall not be permitted on a building which is greater than 150 feet in height.

3. Maximum Permitted Combined Sign Area. 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 Panel Roof Sign faces. 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.

4. 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.
- b. For each Open Panel Roof Sign:
 - I. At least one-third of the sign area shall consist of open space through which the structural framework may be viewed; and
 - II. At least one-third of the sign area shall consist of Channel Letters, channel graphic segments or open lighting elements; and
 - III. If the sign contains a solid panel or three-dimensional sculptural form, as allowed pursuant to the sign reduction program in Section 9 of this Ordinance, that solid panel or three-dimensional sculptural form shall occupy no more than one-third of the total sign area.

5. Spacing. 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.

- 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.

6. **Illumination.** Open Panel Roof signs shall only be illuminated between the hours of 7 A.M. and 2 A.M.

J. Pedestrian Signs.

1. General.

- a. No text message or logos shall be permitted on that portion of a Pedestrian Sign that is parallel to the face of the building.
- b. The text message or logo on a projecting sign shall consist of individual, dimensional letters or graphic elements that are applied onto the sign surface.
- c. A Pedestrian Sign shall not be a Can Sign.

2. Location.

- a. Each tenant space that is located on the ground level of a building may have one Pedestrian Sign within five linear feet of the main entrance of that tenant space.
- b. Each tenant space that is located on a second floor level of a building may have a Pedestrian Sign on the ground level if there is direct exterior pedestrian access to the tenant space 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.** Notwithstanding the provisions of Section 14.4.9 of the Code to the contrary, a Pedestrian Sign may project up to 3 feet from the face of the building. All portions of the sign must be at least 8 feet above the sidewalk grade, as measured vertically.

K. Pillar Signs. Notwithstanding the provisions of Section 14.4.12 of the Code to the contrary, Pillar Signs shall comply with the following regulations:

1. General. A Pillar Sign shall not be a Can 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.

- I. 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
- II. 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. The maximum horizontal dimension of any portion of a Pillar Sign shall not exceed 3 feet.

4. Landscaping Requirements. Landscaping shall be provided at the base of the supporting structure equal to twice the area of the largest face of the sign.

L. Projecting Signs. Notwithstanding the provisions of Sections 14.4.9 of the Code to the contrary, projecting signs shall comply with the following regulations:

1. General.

- a. The text message or logo on a Projecting Sign shall consist of individual, dimensional letters or graphic elements that are applied onto the sign surface.
- b. No text message or logos shall be allowed on that portion of a Projecting Sign

that is parallel to the face of the building.

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. 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.
- c. A new Projecting Sign shall be located at least 1 foot from an interior lot line, as defined by the Building and Safety Department.

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, unless approved as a design element in a Project Permit Compliance review.
 - b. The width of 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. This measurement does not include the dimensions of the sign's supporting structure.
 - c. No portion of a Projecting Sign that is parallel to the face of the building shall exceed 2 feet in width.
- 4. Extension Above The Roof.** A Projecting Sign may extend above the top of the wall or roof parapet of a building face but the extension shall not exceed 30 percent of the total vertical height of the projecting sign, unless a greater height above the wall or parapet is approved as a design element of a Project Permit Compliance review.
- 5. Projection From The Building Face.** The planes of Projecting Sign faces shall be parallel to one another unless approved as a design element of a Project Permit Compliance review.
- 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.

M. Skyline Logo/Icon. Notwithstanding the provisions of Section 14.4.13 of the Code to the contrary, a Skyline Logo/Icon shall be permitted if it complies with the following regulations:

1. **General.** A Skyline Logo/Icon shall not be permitted on any lot which has a Billboard or a Solid Panel Roof Sign.
2. **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.
3. **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.
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.

N. Supergraphic Signs.

1. **General.**
 - a. A Supergraphic Sign shall not be allowed on any lot where a Billboard or Solid Panel Roof Sign is located.
 - b. To qualify for a Supergraphic Sign an applicant shall participate in the sign reduction program, pursuant to Section 9 of this Ordinance.
2. **Location.**
 - a. A Supergraphic Sign shall not cover architectural features or Character-Defining Features of a façade on a historic building.
 - b. A maximum of two Supergraphic Signs may be located on a building provided that the images cannot be viewed at the same time from any one location. No two Supergraphic Signs shall be permitted on a single building frontage.
 - c. The topmost portion of a Supergraphic Sign shall not be located greater than 150 feet above grade, as measured vertically.
3. **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.

4. Area.

- a. A Supergraphic Sign shall be at least 1200 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.

5. Construction.

- a. A Supergraphic Sign that is comprised of vinyl or other material may be attached to a wall with an adhesive approved by the Fire Department or by mechanical means approved by LADBS.
- b. The exposed face of a Supergraphic Sign shall be approximately parallel to the plane of the wall upon which it is located.
- c. A Supergraphic Sign shall not cover doors, vents, rescue windows or other openings that serve occupants of the building.

O. Temporary Signs. Unless otherwise specified in this Ordinance, a temporary sign shall comply with Section 14.4.16 of the Code.

P. Wall Signs.

1. Location.

- a. Notwithstanding the provisions of Section 14.4.10 of the Code to the contrary, 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.

2. Area. A single Wall Sign shall not exceed 300 square feet in area.

3. High-Rise Signs. Unless otherwise specified in this Ordinance, a High-Rise sign shall comply with Section 14.4.10 of the Code. A high-rise sign shall not be permitted on any building or property which has an Open Panel Roof Sign, Solid Panel Roof Sign or a Skyline Logo/Icon.

Q. Window Sign. Unless otherwise specified in this Ordinance, a Window Sign shall

comply with Section 14.4.14 of the Code and the following regulations:

1. **Location.** No portion of any Window Sign shall be located above the second story of the building on which it is placed or higher than 35 feet above grade, whichever is lower.
2. **Area.** Window Signs located on or within six feet of the window plane, painted or attached, shall not exceed fifteen percent of the glassed area of the window in which the Window Sign is placed. Number of such signs is not limited by this regulation, but aggregate area shall be included as part of aggregate sign area, as limited elsewhere in this Ordinance.

Section 8. MAXIMUM PERMITTED COMBINED SIGN AREA BONUS. An applicant may obtain a modification to the maximum permitted combined sign area for Architectural Ledge Signs, Awning Signs, Electronic Message Displays, Hanging Signs, Information Signs, Marquee Signs, Monument Signs, Pedestrian Signs, Pillar Signs, Wall Signs, and Window Signs by submitting a Project Permit Compliance application to the Director for approval pursuant to Section 11.5.7 of the Code. Maximum permitted combined sign area may be modified by removing specified types of legally permitted nonconforming signage, restoring historic signage, or transferring unused sign rights from a historic building to a non-historic building. The sign area of a legally permitted nonconforming sign which may be applied towards a sign area bonus does not include the support structure of the sign. An applicant whose modification to maximum permitted combined sign area involves a transfer of sign rights shall also comply with Subsection D of this section. The following types of modifications of maximum permitted combined sign area are available:

A. Removal of legally permitted signage which is prohibited by this Ordinance.

One hundred percent of the sign area of any legally permitted sign which is prohibited by Section 5 B of this Ordinance 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. Rights to 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 Supplemental Use District, or divided between several property owners within the Supplemental Use District. Eligibility for a sign area bonus and the transfer of a sign area bonus expires three years after the removal of the signs. Procedures for the transfer of a sign area bonus are set forth in Subsection D of this section.

B. Restoration of historic signage. 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. Rights to this sign area bonus may be used on the property where the sign was restored, traded for use by a different property owner within the Supplemental Use District, or divided between several property owners within the Supplemental Use District. Eligibility for this sign area bonus and the transfer of a sign area bonus expires one year after completion of restoring a historic sign. Procedures for the transfer of a sign area bonus are set forth in Subsection D of this section.

C. Transfer of Unused Sign Rights from a historic building within the Hollywood Signage Supplemental Use Area to a non-historic building within the Hollywood Signage Supplemental Use Area. 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 Supplemental Use District. Maximum permitted combined sign area on a historic building shall be defined as two 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 rights from all street frontages may be transferred. Transferred unused sign rights may be used on a single site or multiple sites. The Director shall approve the transfer of unused sign rights to a non-historic building within the Supplemental Use District according to the procedures set forth in Subsection D of this section. If sign rights are being transferred from a historic building within a redevelopment area, the CRA may establish a fee as a condition for the transfer. The fee shall be used for the restoration of historic buildings within the redevelopment area.

D. Procedures for the Transfer of A Sign Area Bonus and Transfer of Unused Sign Rights. The owner of a lot seeking a transfer of a sign area bonus or a transfer of unused sign rights shall follow these procedures:

1. Prior to the issuance of a building permit, the owner of a lot seeking a transfer shall file an application for the approval of a transfer plan with the Planning Department on a form prescribed by the Planning Department at the time of application for Project Permit Compliance review. The application shall be accompanied by photos of the building or lot from where the sign rights are being transferred and photos of the recipient building or lot where the transferred sign rights will be used. The application shall be accompanied by a fee equal to the application fee charged for a "Conditional Use by the City Planning Commission or Area Planning Commissions" pursuant to Section 12.24 U, as set forth in Section 19.01 C of the Code, to cover the cost of processing the application.
2. Prior to the issuance of a LADBS permit to the recipient of the transferred sign rights, the transfer shall be evidenced by a covenant, executed and recorded by the transferor and transferee. The covenant shall specify the total square footage of sign rights being transferred.
3. The Planning Department shall establish and maintain a record of transfers pursuant to this section.
4. The maximum permitted combined sign area on any facade which utilizes transferred sign rights pursuant to this section shall be limited to 20 percent of the total wall area of the Principle Building Frontage.

Section 9. SIGN REDUCTION PROGRAM FOR SUPERGRAPHIC SIGNS OR SOLID PANEL PORTION OF OPEN PANEL ROOF SIGNS. No building permit shall be issued for a new Supergraphic sign or solid panel portion of an Open Panel Roof Sign within the

Supplemental Use District prior to the removal, as evidenced by final inspection and approval of the removal of legally permitted billboards, solid panel roof signs or pole signs within the Supplemental Use District or the Hollywood Community Plan area, pursuant to the terms of the sign reduction program.

To apply for the sign reduction program, the applicant shall submit a Project Permit Compliance application with a sign reduction plan to the Director for approval pursuant to Section 11.5.7 of the Code.

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

1. Within the Supplemental Use District.

- a. Two square feet of a Supergraphic Sign within the Supplemental Use District shall be approved for every square foot of sign face of a legally permitted Billboard, Solid Panel Roof Sign, and/or Pole Sign, which is at least 672 square feet in size which is removed from the Supplemental Use District; or
- b. One square foot of a Supergraphic Sign within the Supplemental Use District shall be approved for every square foot of sign face of a legally permitted Billboard, Solid Panel Roof Sign and/or Pole Sign, which is less than 672 square feet in size that is removed from the Supplemental Use District.
- c. Applicants utilizing the bonus permitted by Subsection B below would be allowed three square feet of Supergraphic Sign for each square foot of sign face of a legally permitted Billboard and/or Solid Panel Roof Sign removed which is at least 672 square feet in size, and 1.5 square feet of Supergraphic Sign for every square foot of sign face of a legally permitted Billboard and/or Solid Panel Roof Sign removed which is less than 672 square feet in size.

2. Within the Hollywood Community Plan Area, but outside the boundaries of the Supplemental Use District.

- a. Two square feet of a Supergraphic Sign within the Supplemental Use District shall be approved for every 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 which is removed within the Hollywood Community Plan Area; or
- b. One square foot of a Supergraphic Sign within the Supplemental Use District shall be approved for every 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 that is removed from the Hollywood Community Plan Area.
- c. Applicants utilizing the bonus permitted by Subsection B below would be allowed three square feet of Supergraphic Sign for each square foot of sign face of a legally permitted Billboard and/or Solid Panel Roof Sign removed which is at least 672 square feet in size, and 1.5 square feet of Supergraphic

Sign for every square foot of sign face of a legally permitted Billboard and/or Solid Panel Roof Sign removed which is less than 672 square feet in size.

B. Bonus for Increasing the Size of a Supergraphic Sign Pursuant to Removal of a Grouping of Billboards and Solid Panel Roof Signs from a Designated Area. An applicant for a Supergraphic Sign may receive the bonus set forth in Subdivisions 1c and 2c of Subsection A above, by removing all of the Billboards and/or Solid Panel Roof Signs located within a minimum three block area of the Hollywood Community Plan Area. In order to qualify for this bonus a minimum of four Billboards and/or Solid Panel Roof Signs must be removed from the area. Where there are multiple ownerships of Billboards and/or Solid Panel Roof Signs, the bonus shall be apportioned among the owners according to the square footage of sign faces owned and removed. The Supergraphic Sign rights established under this subsection may be used on multiple sites provided that each Supergraphic Sign is at least 1,200 square feet in size pursuant to Section 7N3 of this Ordinance.

C. Procedures for the Supergraphic Sign Bonus for the Removal of a Grouping of Billboards or Solid Panel Roof Signs. The owner(s) seeking a Supergraphic Sign Bonus for the removal of a grouping of Billboards and/or Solid Panel Roof Signs shall follow these procedures.

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

The application shall be accompanied by photos and a radius map showing the location of the Billboards and/or 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 sign faces to be removed and a scaled diagram of each sign to be removed. The application shall be accompanied by a fee equal to the application fee charged for a "Conditional Use by the City Planning Commission or Area Planning Commissions" pursuant to Section 12.24U, as set forth in Section 19.01 of the Code, to cover the cost of processing the application.

2. Prior to the issuance of a LADBS permit for a Supergraphic Sign utilizing this bonus, the applicants(s) shall file a covenant, executed and recorded by the applicant(s) and the Department of City Planning. The covenant shall specify the total square footage of Billboards and/or Solid Panel Roof Signs being removed from an individual site and prohibit any future Billboards and/or Solid Panel Roof Signs being located on the site.
3. The Department of City Planning shall establish and maintain a record of the Supergraphic Sign rights obtained and their use for each applicant pursuant to this subsection.

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

1. One square foot of a solid panel portion of an Open Panel Roof Sign within the Supplemental Use District shall be approved for every square foot of a legally permitted Billboard, Solid Panel Roof Sign or pole sign which is removed from the Supplemental Use District or every square foot of a legally permitted Billboard or Solid Panel Roof Sign which is removed within the Hollywood Community Plan Area.

Section 10. Severability. If any provision of this ordinance or its application to any person or circumstance is held to be unconstitutional or otherwise invalid by any court of competent jurisdiction, the invalidity shall not affect other provisions, clauses or applications of said ordinance which can be implemented without the invalid provision, clause or application, and to this end the provisions and clauses of this Hollywood Signage Supplemental Use Ordinance are declared to be severable.

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