

**CONVENTION AND EVENT CENTER
SIGN DISTRICT
ORDINANCE NO. _____**

CITY OF LOS ANGELES

ORDINANCE NO. _____

CONVENTION AND EVENT CENTER SIGN DISTRICT

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ORDINANCE NO. _____

CONVENTION AND EVENT CENTER SIGN DISTRICT

An Ordinance establishing the Convention and Event Center Sign District pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code (LAMC).

WHEREAS, the development of STAPLES Center and the Los Angeles Sports and Entertainment District (LASED) projects have served as a catalyst for the removal of blight and renewed interest and investment in the Central City as a key business, entertainment, and cultural destination and have enlivened the Los Angeles Convention Center and increased its attendance and events;

WHEREAS, the Convention and Event Center Specific Plan has been enacted in order to modernize the Los Angeles Convention Center and to regulate design and construction of a new Event Center to provide enhanced opportunities for conventions and trade shows, major sporting events, including NFL football, entertainment, and ancillary retail, office, tourism and similar or related uses;

WHEREAS, development in accordance with the Convention and Event Center Specific Plan will enhance the social, cultural, and economic goals of the City of Los Angeles (City), will expand the economic base of the City by providing additional employment opportunities and additional revenues to the region; and will specifically enhance the existing Convention Center and STAPLES Center and future Convention and Event Center development by providing public gathering places and a pedestrian friendly environment;

WHEREAS, modernization of the Convention Center and development of the Event Center will encourage additional urban infill and public-transit oriented redevelopment, including hotels, multi-family residential, office and retail projects on and around Figueroa Street, and will further support the momentum which is transforming the Central City into a world class business, entertainment, and cultural hub;

WHEREAS, unique and vibrant signage is required in the Convention and Event Center Sign District both to attract visitors to the Central City area and to attract investment required to carry out the Convention Center modernization and the development of the Event Center;

WHEREAS, this Sign District Ordinance (Ordinance) has been developed in conjunction with and in furtherance of the Convention and Event Center Specific Plan.

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

SECTION 1. ESTABLISHMENT OF CONVENTION AND EVENT CENTER SIGN DISTRICT.

A. Authority and Scope. The City Council hereby establishes the Convention and Event Center Sign District which shall be applicable to that area of the City shown within the heavy dashed line on Map 1, comprising the approximately 68 acre site owned by the City and bounded generally by Chick Hearn Court (formerly 11th Street) on the north; Figueroa Street on the east; Venice Boulevard on the south; and the Caltrans right of way adjacent to the 110 Freeway on the west. This area is referred to as the “District.”¹

The Convention and Event Center Sign District shall also be known as the “CEC-SN.”

B. Sign Zones and Vertical Sign Levels. This District is divided into three Sign Zones as shown on Map 2. The purpose of the Sign Zones is to address the relationship between Sign intensity and the uses surrounding each Sign Zone. Each of the Sign Zones is divided into Vertical Sign Levels as described in Table 2-1 below. The purpose of the Vertical Sign Levels is to address different Sign viewing distances, including pedestrian views from street level, pedestrian views from a distance and views from vehicles.

TABLE 2-1 VERTICAL SIGN LEVELS

SIGN ZONE A

Vertical Sign Level 1	Below 35 FT
Vertical Sign Level 2	35 – 100 FT
Vertical Sign Level 3	Above 100 FT

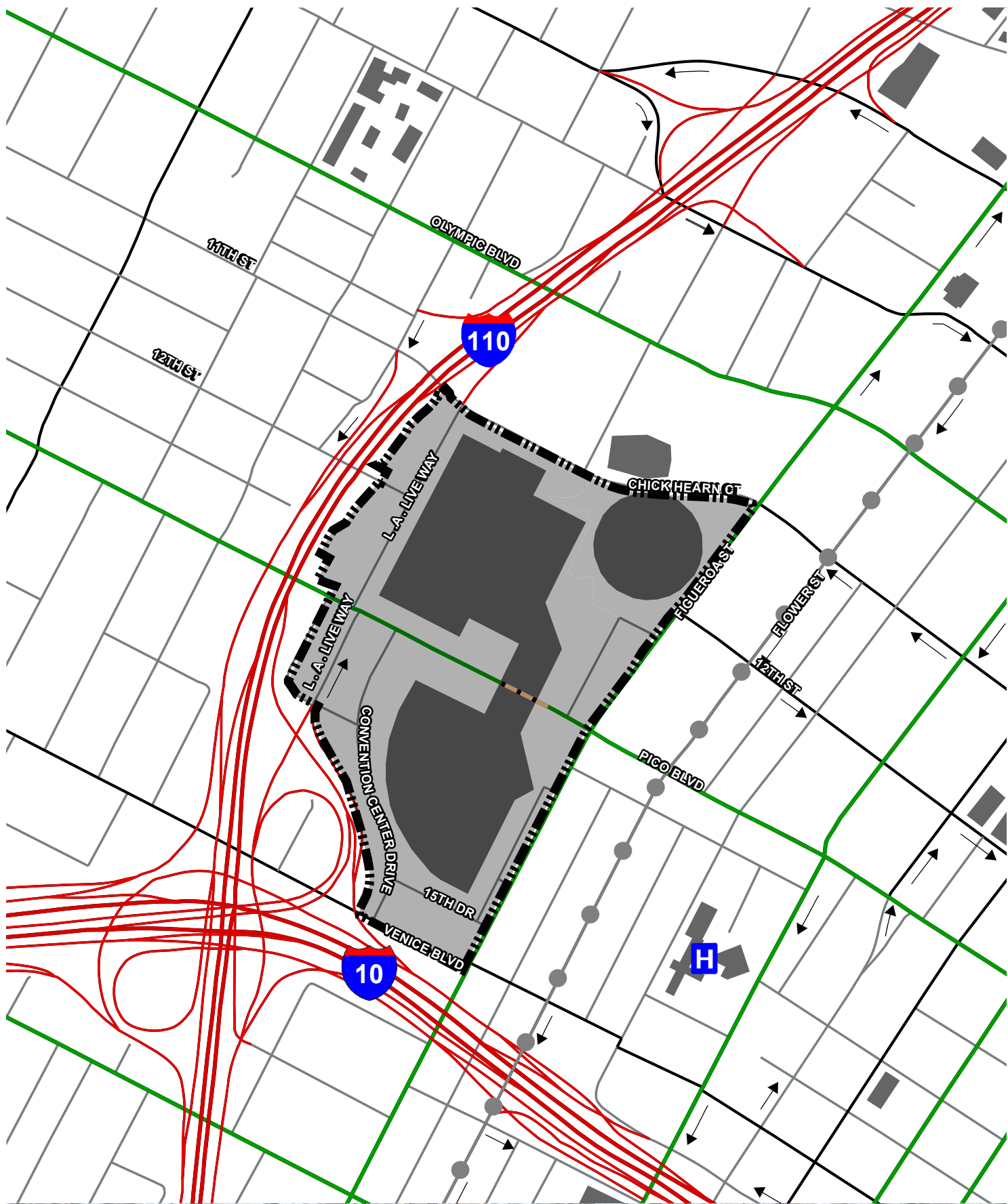
SIGN ZONE A-1


Vertical Sign Level 1	0 – 100 FT
Vertical Sign Level 2	Above 100 FT

SIGN ZONE B

Vertical Sign Level 1	Below 35 FT
Vertical Sign Level 2	35 – 100 FT
Vertical Sign Level 3	Above 100 FT

¹ The District’s western boundary will be the property line between the land owned by the City of Los Angeles and the Caltrans right-of-way in this area, which may be modified from the current property line to take into account a potential land exchange or transfer between Caltrans and the City to provide a more uniform property line at the Caltrans right-of-way and to create a site for a more efficient design of the L.A. Live Way Garage. Pursuant to the transfer, Caltrans would transfer to the City three small remnant parcels of land owned by Caltrans. Upon the completion of such transfer, the Caltrans parcels, which are referred to as “Add Areas”, would be added to the District. If the transfer is carried out as an exchange, the City would convey to Caltrans in exchange a remnant parcel owned by the City adjacent to the Caltrans right-of-way, and the City parcel, referred to as the “Exchange Parcel” would be excluded from the District.



LEGEND	
	District Boundary

Map 1: Convention & Event Center Sign District Area Location Plan



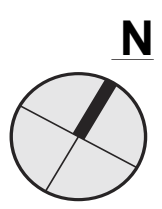
KEY

BOUNDARY LINES

- ▬▬▬▬▬▬ District Boundary
- ▬▬▬▬▬▬ Zone A Includes Pico Passage, including Pico Blvd. at Street Level

SIGNAGE ZONES

- Zone A1
- ▨ Zone A
- Zone B



0 100' 200'

1"=100' @ 48"x36"

Conceptual Sign Plans may be modified in accordance with the requirements of the Sign Ordinance.

CONVENTION & EVENT CENTER PROJECT

5.0.1

GENSLER

MAP 2: CONVENTION & EVENT CENTER
DISTRICT SIGN ZONE MAP

AUGUST 30, 2012

SECTION 2. DEFINITIONS.

Whenever the following terms are used in this Ordinance, they shall be construed as defined in this Section. Notwithstanding Section 13.11 of the Los Angeles Municipal Code (LAMC), words and phrases not defined here shall be construed as defined in Sections 12.03 and Article 4.4 of the LAMC. The definitions set forth in this Section are intended to encompass future technologies and materials which may be utilized in the construction or implementation of the Signs permitted.

Aerial View Sign. A Sign that is applied or placed upon the roof surface, approximately parallel with the roof plane, intended to be viewed primarily from the sky.

Applicant. Any entity or person, as defined in Section 11.01 of the LAMC, submitting an application for a Sign or Sign Support Structure including for Project Permit Compliance or modification thereto, for Project Permit Adjustment, or for an exception, or amendment to, or interpretation of to this Ordinance pursuant to Section 11.5.7 of the LAMC.

Approved Signs. The Signs listed on Appendix B attached to this Ordinance and Sign Support Structures associated with such Signs, which shall be in the locations shown on the Conceptual Sign Plans attached as Appendix A to this Ordinance and approved by the City Council pursuant to this Ordinance or pursuant to other City Council approval.

Architectural Ledge Sign. A Sign with individual Channel Letters and/or a pre-fabricated image, attached to a horizontal projection forming a narrow shelf on a wall or architectural projection.

Arena. The sports and entertainment building within Subarea 3 of the CEC Specific Plan, commonly known as of the Effective Date as STAPLES Center.

Arena Prior Signs. The signs and sign support structures approved for Arena use pursuant to Ordinance 172465.

Awning Sign. A Sign displayed on a canopy that projects over a deck, door or window of a building.

Banner Sign. A Sign that is generally constructed of fabric, canvas, metal or similar material and that is attached to a pole or building and is fixed in place and that is not a Supergraphic Sign.

Can Sign. A Sign whose text, Logos and/or symbols are placed on the plastic face of an enclosed cabinet.

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

CEC Specific Plan. The Convention and Event Center Specific Plan adopted by the City

Channel Letters. Multidimensional, individually cut letters, numbers or figures, illuminated or non-illuminated, affixed to a building or structure.

Conceptual Sign Plans. The Site Plan and Sign Elevations depicting the approved locations and types of permanent Signs within the District attached to this Ordinance as Appendix A as the same may be modified or amended from time to time in accordance with Section 6.E of this Ordinance.

Controlled Refresh Rate. Controlled Refresh Rate I, Controlled Refresh Rate II and/or Scrolling Animated Refresh, individually and collectively.

Controlled Refresh Rate I. The refresh rate of a Sign, inclusive of any change in whole or in part of the Sign image, which is no more frequent than one refresh event every eight seconds, with an instant transition between images. The Sign image must remain static between refreshes.

Controlled Refresh Rate II. The refresh rate of a Sign or Large-Scale Architectural Lighting, inclusive of any change in whole or in part of the Sign image, which is no more frequent than one refresh event every ten minutes, with an instant transition between images. The Sign image must remain static between refreshes.

Convention Center. The buildings, structures and improvements comprising the Los Angeles Convention Center, including, as of the Effective Date, South Hall, Kentia Hall, Concourse Building and West Hall, each as defined in the CEC Specific Plan. Upon demolition of West Hall, the term Convention Center shall be comprised of the buildings, structures and improvements within Subarea 1 of the CEC Specific Plan area only, comprised of South Hall, the Concourse Building, New Hall, Pico Passage, South Hall Plaza and South Hall Circulation, each as defined in the CEC Specific Plan.

Convention Center Prior Signs. The signs and sign support structures historically utilized in Subareas 1 and 2 by the Owner of Subarea 1, including temporary signs, and those approved for Convention Center use pursuant to Ordinance 172465.

Digital Display. A Sign Face, building face, and/or any building or structural component that displays still images, scrolling images, moving images, or flashing images, including video and animation, through the use of grid lights, cathode ray projections, light emitting diode displays, plasma screens, liquid crystal displays, fiber optics, or other electronic media or technology that is either independent of or attached to, integrated into, or projected onto a building or structural component, and that may be changed remotely through electronic means.

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

Effective Date. The date upon which this Ordinance becomes effective.

Event Center. The buildings, structures and improvements proposed to be located within Subarea 2 of the CEC Specific Plan as the same may be modified from time to time consistent with the requirements of the CEC Specific Plan.

Event Center Ground Lease. The ground lease proposed to be entered into by the City, as ground lessor, and L.A. Event Center, LLC, as ground lessee, with respect to Subarea 2.

Face of the building. The general outer surface, not including cornices, bay windows or architectural projections, of any exterior wall of a building.

Final EIR. The Final Environmental Impact Report identified as the Convention Center Modernization and Farmers Field Project EIR (State Clearinghouse Number 20110024) certified by the City in connection with approval of this Ordinance and the CEC Specific Plan.

Hanging Sign. A Sign with individual Channel Letters and/or a prefabricated image that is suspended from a horizontal architectural ledge or projection, or from the ceiling of an architectural recess.

Identification Sign. A Wall Sign that is limited to a company Logo, generic type of business, or the name of a business or building.

Illuminated Signage. Signs producing lighting emissions, comprised of luminous Channel Letter Signs, front-lit Signs and Digital Displays.

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 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.

Integral Digital Display. A Sign that (a) consists predominately of lower resolution Digital Display(s); (b) is attached directly to and made integral with architectural elements on the facade of a building; and (c) contains individual pixels of a digital image that are embedded into architectural components separated vertically or horizontally from one another, and are of a design that allows outward views from and within the supporting structure. Such a design may include low resolution digital mesh or netting, individual large scale illuminated pixels covering a building wall diffused behind translucent material forming an aggregate image, or horizontal or vertical LED banding integrated into the spandrels or louvers of a building's architecture, which when viewed from a distance may be read as a unified image.

Integral Large-Scale Architectural Lighting. Lighting that is attached directly to and made integral with architectural elements on the facade of a building; and contains individual pixels of a digital light source that are embedded into architectural components separated vertically or horizontally from one another, and are of a design that allows outward views from and within the supportive structure. Such a design may include low resolution digital mesh or netting, individual large scale pixels covering a building wall diffused behind translucent material, or horizontal or vertical LED banding integrated into the spandrels or louvers of a building's architecture.

Interior Sign. Any Sign (a) within an interior courtyard, interior concourse or interior plaza of a non-historic building or (b) within or immediately adjacent to the seating bowl of the Event Center and intended to be viewed primarily from the seats within the bowl, suites and other uses within the stadium concourses. Interior Signs may be incidentally visible from adjoining streets, public right-of-ways, or publicly accessible plaza adjacent to a public right-of-way. Interior Signs may include, without limitation, scoreboards, Wall Signs, Digital Displays, Large-Scale Architectural Lighting and Inflatable Signs.

LADBS. The City of Los Angeles Department of Building and Safety.

LAMC. The Los Angeles Municipal Code.

Large-Scale Architectural Lighting. Lighting elements placed on a significant portion of a building's facade to highlight or accentuate vertical, horizontal or other elements of the structure's architecture.

Logo. A graphic mark, emblem, representation or symbol of a name, trademark or abbreviation used by a commercial enterprise, organization and/or individual to aid and promote instant public recognition.

Marquee Sign. A Sign displayed on a roof-like structure that projects over the entrance to a building or structure.

Maximum Individual Sign Area. The maximum Sign Area of each individual Sign, which shall be as set forth in Table 8-1.

Monument Sign. A Sign that is erected directly upon the existing or artificially created grade, or that is raised no more than twelve (12) inches from the existing or artificially created grade to the bottom of the Sign, and that has a horizontal dimension equal to or greater than its vertical dimension.

Mural Sign. A sign that is painted on or applied to and made integral with a wall.

Non-Controlled Refresh Rate. The refresh rate of all Digital Displays and Large-Scale Architectural Lighting that are not made subject to a Controlled Refresh Rate pursuant to this Ordinance and which shall permit images, parts and/or illumination that flash, change, move, stream, scroll, blink or otherwise incorporate motion at an unrestricted rate.

Non-Digital Display. Any Sign that is not a Digital Display.

Owner. The owner of the fee interest in the land within any Subarea; provided that during the term of any ground lease of land within the Subarea pursuant to a lease with an initial term greater than 25 years, the "Owner" shall be the ground lessee under such ground lease.

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

Pico Passage. The area of Pico Boulevard from Figueroa Street to L.A. Live Way and adjacent areas that are covered by the Concourse Building and New Hall, each as defined in the CEC Specific Plan.

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.

Pole Sign. A Sign that is erected or affixed to a single post or pole of forty (40) feet in height or more and that does not meet the requirements of a Monument Sign, Pillar Sign or Scrolling Digital Display.

Prior Sign. Each of the Convention Center Prior Signs and Arena Prior Signs, individually and collectively.

Project Permit Adjustment. A decision by the Director granting a minor adjustment from certain regulations of this Ordinance, subject to the limitations specified by Section 11.5.7 of the LAMC and this Ordinance.

Project Permit Compliance. A determination by the Director pursuant to Section 6.D of this Ordinance of a Sign or Structural Sign Support's compliance with this Ordinance either as submitted or with conditions imposed to achieve compliance.

Projected Image Signs. A Sign that projects an image on the face of a delineated wall or screen from a distant electronic device, such that the image does not originate from the plane of the wall.

Projecting Sign. A Sign, other than a Wall Sign, that is attached to a building or structure and projects outward and/or upward from the building or structure with one or more Sign Faces approximately perpendicular to the face of the building.

Projection. The distance by which a Sign extends beyond the face of the building.

Roof Sign. A Sign erected upon a roof of a building and perpendicular to the ground plane and that is not an Aerial View Sign.

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.

Scrolling Animated Refresh. The refresh rate of a Sign restricted to a constant, smooth, rolling motion across, up, or down the display area.

Scrolling Digital Display. A type of Digital Display that contains a message composed only of individual letters on a neutral field.

Sign. Any whole or part of a display board, wall, screen, projected image or object or any other material or medium, used to announce, declare, demonstrate, display or otherwise present a message and attract the attention of the public, but which exclude Prior Signs.

Sign Area. An area circumscribed by the smallest geometric shape created with a maximum of eight straight lines, which will enclose all words, letters, figures, symbols, designs and pictures, together with all framing, background material, colored or illuminated areas and attention-attracting devices, forming an integral part of an individual message except that (a) Wall Signs having no discernible boundary shall have the areas between letters, words intended to be read together and any device intended to draw attention to the sign message included in any computation of surface area and (b) for spherical, cylindrical or other three-dimensional Signs the area of the Sign shall be computed from the smallest two-dimensional geometrical shape or shapes, which will best approximate the greatest actual surface area visible from any one direction. Sign Support Structures are excluded if neutral in color.

Sign Face. The surface upon which the Sign message is placed.

Sign Support Structure. A structure of any kind or character, erected, used or maintained for a Sign, upon which any Sign, including, without limitation, any poster, bill, printing, painting, Projected Image Sign or other message may be placed.

Sign Zones. The areas established by this Ordinance to regulate Signs as shown in Map 2 of this Ordinance.

Subarea. Has the meaning set forth in the CEC Specific Plan.

Supergraphic Sign. A Sign that consists of an image, with or without written text, which is applied to and made integral with a wall, or printed on vinyl, mesh, window film or other material supported and attached to a wall or window by an adhesive.

Temporary Sign. Any Sign that is to be maintained for a limited duration, not to exceed 30 days, including, without limitation, paper signs, Projected Image Signs and other Signs that are not permanently affixed to the ground or a building. Temporary Signs shall be excluded from the calculation of Total Sign Area.

Temporary Sign Rights. The right granted to the Owner of Subarea 2 by this Ordinance to construct up to 23,000 square feet of Temporary Signs in accordance with the requirements of this Ordinance.

Total Sign Area. The right granted to the Owners of Subarea 2 and Subarea 3 by this Ordinance to construct up to 97,000 square feet of Signs in accordance with the requirements of this Ordinance.

Wall Sign. Any Sign other than a Supergraphic Sign or a Mural Sign attached to, painted on, erected against or projected against the wall or parapet of a building or structure, with the exposed face of the Sign in a plane approximately parallel to the plane of the wall.

Wayfinding Sign. A pedestrian or auto oriented Sign which indicates the route to, direction of or location of a given destination, or which provides regulatory or service information of a non-advertising character, including messages giving directions, instructions, menus, selections, building names (including those buildings or areas whose names include the name of an individual or a sponsoring or corporate entity) or address numerals.

Window. An operable or inoperable opening constructed in a wall or roof that admits light or air to an enclosure and is often framed and spanned with glass or other translucent material, but excluding the operable roof of the Event Center.

Window Sign. Any Sign, except for a Supergraphic Sign, that is attached to, affixed to, leaning against, or otherwise placed within six (6) feet of a Window or door in a manner so that the Sign is visible from outside the building. The term Window Sign shall not include the display of merchandise in a store window.

Vertical Sign Levels. The vertical levels established by this Ordinance to regulate Signs by vertical height as measured from adjacent grade as shown in Table 2-1 of this Ordinance.

SECTION 3. SIGN DISTRICT PURPOSES AND OBJECTIVES.

A. Generally. This Sign District provides the regulatory framework for the Signs proposed by the Convention Center Owner, the Event Center Owner and the Arena Owner in connection with the Initial Development described in the CEC Specific Plan.

B. Purposes and Objectives. The purposes and objectives of this Sign District are as follows:

1. Support and enhance the land uses and urban design objectives in the Central City Community Plan and the CEC Specific Plan;
2. Reinforce the pedestrian-oriented character of the streets within and immediately surrounding the District by allowing and encouraging pedestrian-oriented Signs throughout the District;
3. Establish Sign Zones and Vertical Sign Levels and provide further regulation of Signs in order to:
 - a. Ensure the quality of the District's appearance;
 - b. Ensure that new Signs are responsive to and integrated with the aesthetic character of the structures on which they are located, and are positioned in a manner that is compatible both architecturally and relative to the other signage on-site;
 - c. Encourage creative, well-designed Signs that contribute in a positive way to the visual environment of the District and the Central City Community Plan area in a manner that accentuates the architectural characteristics of the Proposed Project and reinforces the District's sense of place as a major

urban sports and entertainment destination venue, an exciting pedestrian experience and a lively commercial neighborhood with a visually attractive character;

- d. Ensure that Signs are consistent with the identity established by STAPLES Center, the Los Angeles Sports and Entertainment District, and L.A. LIVE, integrated and compatible in scale with the aesthetic character of the structures on which they are located and relative to the other signage on-site while maintaining compatibility and sensitivity to surrounding uses; and
- e. Coordinate the location and display of Signs so as to minimize potential traffic hazards and protect public safety.

SECTION 4. RELATIONSHIP TO CITY LAND USE AND PLANNING REGULATIONS.

- A. Relationship to the Los Angeles Municipal Code.** This Ordinance regulates Signs within the District. The regulations of this Ordinance are in addition to those set forth in the planning and zoning provisions of the LAMC. Wherever this Ordinance contains provisions that are different from, more restrictive than or more permissive than permitted by the LAMC, this Ordinance shall prevail and supersede the other applicable provisions, including, but not limited to, the requirements of Section 14.4 and Section 91.6201 et seq. of the LAMC. Unless otherwise specified in this Ordinance to the contrary, all Signs shall comply with the following provisions of the LAMC: Section 14.4.4; Chapter II, Article 8, Section 28.00 et seq. (Advertising); Chapter VI, Article 7, Section 67.00, et seq. (Outdoor Advertising Structures, Accessory Signs, Post Signs and Advertising Statuary); and Chapter IX, Article 1, Division 62 (Signs).
- B. On-Site and Off-Site Signs.** Notwithstanding any other provision of the LAMC or this Ordinance, any Sign within the District may be either an On-Site Sign or Off-Site Sign as such terms are defined in the LAMC. This Ordinance governs all aspects of Signs that are Off-Site Signs within the District and specifically supersedes the requirements of Sections 14.4.4.B.11 and 14.4.18 of the LAMC.
- C. Applicability of Ordinance.** Immediately upon the effective date of the Event Center Ground Lease and not before, the rules and regulations established by this Ordinance shall become applicable to the property within the District.

SECTION 5. PRIOR SIGNS; RIGHTS OF OWNERS TO SIGNS.

- A. Convention Center Owner Sign Rights.** The Convention Center Prior Signs are hereby declared a legal and conforming use and may continue to exist and be constructed, operated, maintained, repaired, replaced or structurally altered by the Owner of Subarea 1 in accordance with the requirements of the LAMC. The Owner of Subarea 1 shall have the right to continue to use the Convention Center Prior Signs, which shall not be subject to this Ordinance.

B. Event Center Owner Sign Rights. Except as set forth in Section 5.C.2 of this Ordinance, the Signs and Sign Support Structures authorized by this Ordinance, including without limitation the Total Sign Area and the Temporary Sign Rights, shall be controlled by and constructed, operated, maintained, repaired, replaced, modified, structurally altered or enlarged by the Owner of Subarea 2 in accordance with the requirements of this Ordinance.

C. Arena Owner Sign Rights.

1. The Arena Prior Signs are hereby declared a legal and conforming use and may continue to exist and be constructed, operated, maintained, repaired, replaced or structurally altered by the Owner of Subarea 3 in accordance with the requirements of Ordinance 172465; provided, however, that any request for expansion or relocation of such Prior Signs beyond that authorized by Ordinance 172465 shall be reviewed by the City in accordance with the process set forth in Section 6.D of this Ordinance. The Owner of Subarea 3 shall have the right to continue to use the Arena Prior Signs, which shall not be subject to this Ordinance.
2. The Approved Signs and the Signs and Sign Support Structures within Subarea 3 described by the Conceptual Sign Plans shall be controlled by and constructed, operated, maintained, repaired, replaced, modified, structurally altered or enlarged by the Owner of Subarea 3 in accordance with the requirements of this Ordinance.

SECTION 6. PROCEDURAL REQUIREMENTS.

- A. Requirements.** LADBS shall not issue a permit for a Sign or for expansion of a Prior Sign within the District beyond that authorized by Section 5, unless the Sign complies with the requirements of this Section, as determined by the Director.
- B. Application.** An Applicant requesting review of one or multiple Signs for conformity with this Ordinance or, if required or permitted hereby, a Project Permit Compliance or modification thereto, a Project Permit Adjustment, or an exception to, or amendment or interpretation of this Ordinance, shall submit the following to the Director in addition to those items specified in Section 11.5.7 B.2(a) of the LAMC:
1. Three copies of the Sign plan drawn to scale, indicating the type, height, placement, lettering styles, materials, colors and lighting methods and specifying the Sign Zone and Vertical Sign Level for the proposed Sign(s) and indicating conformity with the requirements specified for that Sign and location as set forth in Section 8 and, if applicable, Section 9 of this Ordinance;
 2. A graphic depiction of the location of the Sign(s) on the Conceptual Sign Plans;
 3. Architectural renderings of the proposed Sign(s);

4. A scaled plot plan showing the location and size of all existing and proposed Signs; and
5. A plan denoting Illuminated Signage prepared by a lighting design expert. The plan shall include maximum luminance levels, photometry denoting the distribution of lumens for the specified signage and the review and monitoring of the displays in order to ensure compliance with the regulations set forth in Section 8.G of this Ordinance.

C. Director Sign Off. With respect to the following Signs, only a Director sign-off on the permit application will be required prior to issuance by LADBS of a building permit. Upon review and concurrence by the Director that any Sign described below is in compliance with the requirements of Section 8 and, if applicable, Section 9 of this Ordinance and/or any previously approved exception, amendment or interpretation applicable thereto, the Director shall stamp, sign and date the permit application plans:

1. Any Approved Sign.
2. Large-Scale Architectural Lighting and Integral Large-Scale Architectural Lighting approved pursuant to Section 9.L.1.b of this Ordinance.
3. Any Sign in a location and of a type consistent with the Conceptual Sign Plans attached as Appendix A, as the same may be modified from time to time pursuant to Section 6.E of this Ordinance.
4. Any of the following Signs and Sign Support Structures, provided that (a) the Sign and/or Sign Support Structure complies with the applicable requirements of this Ordinance and the LAMC, as determined by the Director and (b) the Sign Area of such Sign does not cause the cumulative square footage of Signs subject to the Total Sign Area calculation to exceed the Total Sign Area provided by this Ordinance:
 - a. Aerial View Signs, except as set forth in Section 9.A. of this Ordinance.
 - b. Architectural Ledge Signs.
 - c. Awning Signs.
 - d. Banner Signs.
 - e. Captive Balloon Signs.
 - f. Hanging Signs.
 - g. Identification Signs.
 - h. Inflatable Devices.

- i. Marquee Signs.
- j. Monument Signs.
- k. Mural Signs.
- l. Pedestrian Signs.
- m. Pillar Signs.
- n. Projected Image Signs.
- o. Projecting Signs.
- p. Roof Signs.
- q. Temporary Signs.
- r. Wall Signs.
- s. Window Signs.
- t. Any other Sign and/or Sign Support Structure described in Section 6.D.2 of this Ordinance.

D. Project Permit Compliance.

1. **Required.** Unless made subject to the Director sign off process by Section 6.C of this Ordinance, LADBS shall not issue a permit for the following Signs or lighting unless the Director has issued a Project Permit Compliance approval pursuant to the procedures set forth in Section 11.5.7 of the LAMC:
 - a. Any Sign that electronically refreshes its image, lighting or coloring.
 - b. Digital Displays.
 - c. Integral Digital Displays.
 - d. Scrolling Digital Displays.
 - e. Projected Image Signs.
 - f. Any other type of sign not listed in Section 6.C of this Ordinance, but excluding Prior Signs unless specifically required by Section 5.C.1 of this Ordinance.
2. **Exceptions.** No Project Permit Compliance or modification thereto or any Project Permit Adjustment or any exception, amendment or interpretation of this Ordinance shall be required for: (a) construction, operation, maintenance, repair,

replacement or structural alteration of any Approved Sign, Identification Sign, Interior Sign or Temporary Sign and each Sign Support Structure associated with such Sign, (b) a change in Sign advertising or Sign text, images or copy, (c) any construction for which a permit is required in order to comply with an order issued by LADBS to repair or replace an unsafe or substandard condition, (d) a modification to any Sign, Approved Sign, any Sign Support Structure or to the Conceptual Sign Plans that results in (i) a change of a Sign from a Digital Display to a Non-Digital Display, or (ii) subject to Section 8.F of this Ordinance, relocation of any such Sign within ten (10) feet on the vertical axis and fifty (50) feet on the horizontal axis from the location depicted on the Conceptual Sign Plans.

- 3. Definitions.** For purposes of any review required by this Ordinance pursuant to Section 11.5.7 of the LAMC, the term “specific plan”, wherever used in Section 11.5.7 shall be deemed to refer to this Ordinance and the term “Project” shall be deemed to refer, as the case may be, to a “Sign” or “Sign Support Structure” or to the “Conceptual Sign Plan”.
- 4. Process; Decision-Making Authority.** Requests for Project Permit Compliance, or modification thereto, for Project Permit Adjustment or for an exception, amendment or interpretation of this Ordinance shall be made in accordance with the procedures set forth in Section 11.5.7 of the LAMC; provided, however, that notwithstanding the provisions of Sections 11.5.7B through F of the LAMC, in each case where the Area Planning Commission has the authority for initial review, hearing and/or approval of a request for Project Permit Compliance, Project Permit Adjustment, modification to a Project Permit Compliance, or an exception, amendment or interpretation of this Ordinance, the Director shall have initial decision-making authority for granting each of the foregoing.
- 5. Findings.**

 - a. Project Permit Compliance.** In granting a Project Permit Compliance approval for one or more Signs and/or Sign Support Structures, the Director shall make the following findings; provided that with respect to clauses (iii) and (iv) below, which relate to the architectural design or layout of the Signs and Sign Support Structures and not to content, such findings shall be used solely to condition an approval and shall not be used to deny a request for a Project Permit Compliance approval otherwise meeting the requirements of this Ordinance:

 - (i) the proposed Sign(s) and/or Sign Support Structure(s) comply with the applicable regulations of this Ordinance and any previously or concurrently granted exception, amendment or interpretation applicable thereto;

(ii) the project incorporates mitigation measures, monitoring measures when necessary, or alternatives identified in the environmental review which would mitigate the negative environmental effects of the Sign(s) and/or Sign Support Structure(s), to the extent physically feasible;

(iii) the proposed Sign(s) and/or Sign Support Structure(s) are appropriately scaled to the architectural character of all buildings and then-existing Signs, and structures within the relevant CEC Specific Plan Subarea; and

(iv) all existing and proposed Signs and Sign Support Structures result in a complementary enhancement to the architecture and open spaces of the relevant CEC Specific Plan Subarea.

Issuance of a Project Permit Compliance may be conditioned per the applicable regulations of this Ordinance. In addition, in connection with any request for Director approval pursuant to Section 6.D of this Ordinance, the Director may permit the use of any technology or material which did not exist as of the Effective Date, if the Director finds that such technology or material has been made subject to CEQA, if applicable.

b. **Adjustments and Exceptions.** An application to exceed the development regulations in this Ordinance with respect to any Sign or Sign Support Structure shall be processed in accordance with the procedures for Project Permit Adjustments or for exceptions, amendments or interpretations of this Ordinance, as set forth in this Ordinance and LAMC Sections 11.5.7.E and F. In granting an adjustment or exception to this Ordinance, the Director shall make all of the following findings:

(i) strict compliance would result in practical difficulty or unnecessary hardship inconsistent with the purposes of the zoning restrictions, due to unique physical or topographic circumstances or conditions of design;

(ii) strict compliance would deprive the applicant of privileges enjoyed by owners of similarly zoned property; and

(iii) an adjustment or exception, as applicable, would not constitute a grant of special privilege.

6. Appeal Authority. The appeal rights set forth in Section 11.5.7 of the Code shall apply to applications made under this Ordinance, except as otherwise modified by this Ordinance. Notwithstanding the provisions of Sections 11.5.7B through F of the LAMC, in each case where the Area Planning Commission has the authority for appeal of a request for Project Permit Compliance, Project Permit Adjustment, modification to a Project Permit Compliance, or an exception,

amendment or interpretation of this Ordinance, such authority shall be vested in the City Planning Commission in place of the Area Planning Commission.

- E. Conceptual Sign Plans.** The Director shall refer to the Conceptual Sign Plans and the regulations set forth in Sections 8 and 9 of this Ordinance to provide guidance in approving Signs and/or Sign Support Structures within the District. The Conceptual Sign Plans may be modified or updated in accordance with this Ordinance by a Director's determination upon a finding by the Director that the Total Sign Area is not exceeded and the Signs depicted by such modifications comply with the regulations set forth in Section 8 and 9 of this Ordinance, as applicable and are determined by the Director to be within the envelope of environmental impacts analyzed by the Final EIR or any subsequent environmental document prepared by the City.

SECTION 7. APPROVED SIGNS.

This Ordinance approves and authorizes the construction, operation and use of Approved Signs without further discretionary action but subject to Section 6.C of this Ordinance.

SECTION 8. GENERAL REQUIREMENTS.

- A. General Requirements of the LAMC.** The intent of this Ordinance is to create a vibrant and animated District, with dynamic and creative signage, including many Signs that are not otherwise permitted by the LAMC. Except as otherwise provide herein, LAMC Sections 28.10, 28.11, 28.15, 67.02(a) and 67.29 shall be superseded by this Ordinance.

B. Permitted and Prohibited Signs.

- 1. Permitted Signs.** Unless specifically prohibited by this Ordinance, all Signs defined in Section 2 of this Ordinance, all Prior Signs and Signs otherwise permitted by the LAMC shall be permitted within the District.
- 2. Sign Zones and Vertical Sign Levels.** Non-Digital Displays shall be permitted in all Sign Zones and all Vertical Sign Levels. Digital Displays shall be permitted in all Sign Zones in Vertical Sign Levels 1 and 2 only.
- 3. Prohibited Signs.** Except as otherwise provided, the following Signs shall be prohibited:
 - a. Can Signs.
 - b. Conventional plastic faced box, canister, or cabinet signs.
 - c. Formed plastic faced box or injection molded plastic signs.
 - d. Illuminated Architectural Canopy Signs.
 - e. Luminous vacuum formed letters.

- f. Odor-producing signs.
- g. Pole Signs.
- h. Sandwich Board Signs.
- i. Any Sign covering the exterior of doors, vents, rescue windows or other openings that serve occupants of buildings, with the exception of Supergraphic Signs.

C. General Sign Location Requirements. The following general Sign location provisions shall be in addition to the provisions set forth in Section 9 of this Ordinance.

1. **Location.** A Sign shall be deemed to be in compliance with the requirements of this Ordinance with respect to location provided that such Sign is within ten (10) feet on the vertical axis and fifty (50) feet on the horizontal axis from the location depicted on the Conceptual Sign Plans.
2. **Freeway Exposure.** Signs that adhere to the regulations of this Ordinance are exempt from Sections 14.4.6, 91.6201.6.6 and 80.08.4 of the LAMC.
3. **Hazard Review.** Signs that adhere to the regulations outlined in this Ordinance shall be exempted from the Hazard Determination review procedures in Section 14.4.5 of the LAMC.
4. **Outdoor Advertising Act.** All Signs shall continue to be subject to the Outdoor Advertising Act, Cal. Business & Professions Code Section 5200 et seq., where applicable.

D. Sign Area.

1. Total Sign Area and Temporary Sign Rights.

- a. The Total Sign Area available for Signs shall be 97,000 square feet, provided, however, that the area of the following types of Signs shall be excluded in the calculation of Total Sign Area:
 1. Aerial View Signs (which are regulated as to Sign Area pursuant to Section 9.A of this Ordinance);
 2. Interior Signs
 3. Large-Scale Architectural Lighting and Integral Large-Scale Architectural Lighting, unless (a) such lighting includes Logos or (b) such lighting acts to extend a Sign image background over a larger architectural area, in which event the portions of such lighting containing Logos or extending a Sign image shall be included in the calculation of Total Sign Area;

4. Mural Signs, except as set forth in Section 9.P(b) of this Ordinance:
 5. Prior Signs;
 6. Temporary Signs;
 7. Wayfinding Signs.
- b. The total Temporary Sign Rights authorized by this Ordinance shall be 23,000 square feet.
- 2. Maximum Individual Sign Area.** The Maximum Individual Sign Area for Signs shall be as set forth in Table 8-1.

TABLE 8-1 MAXIMUM INDIVIDUAL SIGN AREA*

Non-Digital Display Signs

Digital Display Signs

SIGN ZONE A

Level 1	4,000 SF	2,000 SF
Level 2	5,000 SF	3,000 SF
Level 3	2,000 SF	Not Permitted

SIGN ZONE A-1

Level 1	3,000 SF	3,000 SF
Level 2	5,000 SF	3,000 SF

SIGN ZONE B

Level 1	2,000 SF	2,000 SF
Level 2	5,000 SF	4,000 SF
Level 3	2,000 SF	Not Permitted

TEMPORARY SIGN

Sign Zone A	5,000 SF	5,000 SF
Sign Zone A1	5,000 SF	5,000 SF
Sign Zone B	5,000 SF	5,000 SF

SUPERGRAPHIC SIGN

Sign Zone A	5,000 SF	5,000 SF
Sign Zone A1	5,000 SF	5,000 SF
Sign Zone B	5,000 SF	5,000 SF

**Does not apply to Aerial View Signs.*

E. Minimum Sign Separation. Except as set forth in Section 8.F of this Ordinance, the minimum separation between Signs shall be as set forth in Table 8-2.

TABLE 8-2 MINIMUM SEPARATION BETWEEN INDIVIDUAL SIGNS

SIGN ZONE A

Level 1	4 FT
Level 2	4 FT
Level 3	8 FT

SIGN ZONE A-1

Level 1	0
Level 2	0

SIGN ZONE B

Level 1	4 FT
Level 2	4 FT
Level 3	8 FT

F. Signs Within More Than One Sign Zone or Vertical Sign Level. Signs may be located in more than one Sign Zone and more than one Vertical Sign Level, provided that each portion of the Sign contained in each of the Sign Zone or Vertical Sign Level meets the applicable requirements of this Ordinance for that Sign Zone or Vertical Sign Level. In no event shall the Sign Area of an individual Sign exceed the Maximum Sign Area for the Sign Zone or Vertical Sign Level in which the majority of the Sign is located. Adjustments for Identification Signs primarily located within one Vertical Sign Level, and protruding by less than ten (10) linear feet into a second, more restrictive Vertical Sign Level, may be processed to comply with the less restrictive Vertical Sign Level requirements pursuant to a Project Permit Adjustment pursuant to Section 6.D.4 and 6.D.5 of this Ordinance. Where portions of a Sign are subject to differing refresh rates, hours of operation or other regulations, each portion of the Sign shall be subject to the applicable regulations for the Vertical Sign Area in which that portion of the Sign is located. No Sign separations shall be required for a single Sign which is located in more than one Sign Zone or Vertical Sign Level.

G. Illumination.

- 1. Generally.** Signs within the District may be illuminated by either internal or external means. Methods of Sign illumination may include electric lamps, such as neon tubes; fiber optics; incandescent lamps; LED; LCD; cathode ray tubes exposed directly to view; shielded spot lights and wall wash fixtures.
- 2. Regulations.** Signs shall meet the following criteria with respect to Illumination:
 - a. The intensity of each Sign display shall be controlled with a photocell with an adjustable set-point that measures available daylight. This set-point shall be used to control the intensity of the Sign output to either the daytime or nighttime brightness standards set forth below.
 - b. The following additional illumination standards shall apply to all Illuminated Signs:
 - (i) Illuminance from Signs shall not exceed 32.3 lux (3 footcandles) at the property line of the nearest residential property.
 - (ii) All Illuminated Signs shall have a brightness after sunset and before sunrise of no greater than 800 candelas per square meter.
 - (iii) Illuminated Signs and/or luminaires intended to illuminate Signs shall be shielded, reduced in intensity, or otherwise protected from view such that the brightness of a light source within 10 degrees from a driver's normal line of sight shall not be more than 1,000 times the minimum measured brightness in the driver's field of view, except when minimum values are less than 10 footlamberts (fL). If minimum values are below 10 fL, the source brightness shall not exceed 500 fL plus 100 times the angle, in degrees, between the driver's line of sight and the light source.
- 3. Illumination Testing Protocol.** Testing to indicate compliance with the regulations of this Ordinance and Section 93.0117 of the LAMC shall be carried out with respect to illuminated Signs by each Owner of Signs subject to this Ordinance in accordance with the illumination testing protocol set forth in the Mitigation Monitoring and Reporting Plan attached to the CEC Specific Plan as the same may be modified in accordance with the CEC Specific Plan. If at any time LADBS has good cause to believe that Sign lighting within the District is not in compliance with the LAMC or this Ordinance, LADBS may request, at the expense of the Applicant or its successor, that the testing protocol outlined in this section be implemented to determine compliance. If the testing reveals that the Signs are not in compliance with the LAMC, this Ordinance, or mitigation measures set forth in the Mitigation Monitoring and Reporting Plan, the Applicant or its successor shall promptly adjust the Signs and/or lighting to bring them into compliance.

- 4. Refresh Rate.** The minimum required refresh rates for Signs shall be as follows:
- a. The Non-Controlled Refresh Rate shall apply to Digital Displays and Projected Image Signs in Sign Zone A-1, Vertical Sign Levels 1 and 2.
 - b. Scrolling Digital Displays shall be subject to the Scrolling Animated Refresh Rate.
 - c. Except as described in clause (a) above, the copy of Projected Image Signs shall be subject to Controlled Refresh Rate II.
 - d. Except as described in clauses (a) and (b) above, all Digital Displays shall be subject to Controlled Refresh Rate I.
 - e. Large-Scale Architectural Lighting and Integral Large-Scale Architectural Lighting shall be subject to Controlled Refresh Rate II except that such lighting (i) shall be subject to the Non-Controlled Refresh Rate within Pico Passage and (ii) may be subject to the Non-Controlled Refresh Rate for certain special events if authorized by a determination of the Director.
 - f. Other than Prior Signs, Digital Displays, Integral Digital Displays, Scrolling Digital Displays, Marquee Signs, Projected Image Signs, Large-Scale Architectural Lighting, Integral Large-Scale Architectural Lighting and Temporary Signs, all Signs and lighting shall remain static.
- 5. Sign Hours of Operation.** Non-Digital Displays shall not be subject to restriction on hours of operation. The hours of operation for Digital Displays shall be as set forth in Table 8-3.

TABLE 8-3

PERMITTED OPERATING HOURS FOR DIGITAL DISPLAYS

Sign Zone and Level	Controlled Refresh Rate	Non-Controlled Refresh Rate
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SIGN ZONE A

Level 1	Dawn to 2AM	Dawn to 2AM
Level 2	No Restriction	No Restriction
Level 3	No Restriction	Not Permitted

SIGN ZONE A-1

Level 1	No Restriction	No Restriction
Level 2	No Restriction	Dawn to 2AM

SIGN ZONE B

Level 1	Dawn to 2AM	Dawn to 2AM
Level 2	Dawn to 2AM	Dawn to 2AM
Level 3	No Restriction	Not Permitted

H. Materials. The materials, construction, application, location and installation of any Sign shall be in conformity with the Los Angeles Building Code and the Los Angeles Fire Code and shall be subject to the following requirements:

1. Signs shall not use highly reflective materials such as mirrored glass.
2. A 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.
3. Signs comprised of mylar or other film-like transparent material, such as perforated vinyl, may be applied directly to Windows using materials approved by the Fire Department.
4. All new Signs and Sign Support Structures shall be made of noncombustible materials or plastics approved by both the Fire Department and LADBS. 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 LADBS for approval.

I. Visual Maintenance. All Signs shall be maintained to meet the following criteria at all times:

1. The building and ground area around all Signs shall be properly maintained. All unused mounting structures, hardware, and wall perforation from any abandoned Sign shall be removed and building surfaces shall be restored to their original condition.
2. All Sign copy shall be properly maintained and kept free from damage and other unsightly conditions, including graffiti.
3. All Sign Support Structures shall be kept in good repair and maintained in a safe and sound condition and in conformity with all applicable codes.
4. Razor wire, barbed wire, concertina wire, or other barriers preventing unauthorized access to any Sign, if any, shall be hidden from public view.
5. The Sign copy must be repaired or replaced immediately upon tearing, ripping, or peeling, or when marred or damaged by graffiti.
6. No access platform, ladder, or other service appurtenance, visible from the sidewalk, street, or public right-of-way, shall be installed or attached to any Sign Support Structure.
7. Signs that are no longer serving the current tenants, including Sign Support Structures, shall be removed and the building facades originally covered by the Signs shall be repaired and/or resurfaced with materials and colors that are compatible with the facades.
8. Any Sign that includes individual or corporate names as part of the building identification shall be designed so as to present internally consistent and internally proportionate Sign copy.
9. Signs that include individual or corporate names shall utilize lettering size and styles which are generally uniform, in order that all words or names within the Sign are not of a significantly different scale than the rest of the Sign copy.

SECTION 9. STANDARDS FOR SPECIFIC TYPES OF SIGNS.

A. Aerial View Signs.

1. **General.** Aerial View Signs on the Convention Center may be approved by a Project Permit Compliance review.

2. Area.

- a. Aerial View Signs on the Event Center shall not collectively exceed 59,200 square feet.
- b. Aerial View Signs shall not be included in the Total Sign Area calculation.

B. Architectural Ledge Signs. Architectural Ledge Signs shall comply with the following regulations:

1. General.

- a. Individual letters or numbers no taller than seventy two (72) inches or a Logo no taller than seventy two (72) inches may stand atop or be suspended from a ledge.
- b. Solid panels are not permitted as Architectural Ledge Signs.
- c. Architectural Ledge Signs shall be oriented so that the message, graphic, or symbol on the Sign is approximately parallel with the facade of the structure to which the Sign is affixed.

2. Dimensions.

- a. **Height.** The bottom of the ledge on which an Architectural Ledge Sign is located shall be at least seven feet and six inches (7'6") above the natural or finished grade as measured vertically. The bottommost portion of a Sign suspended from an architectural ledge shall be at least seven feet and six inches (7'6") above the natural or finished grade as measured vertically.
 - b. **Suspension.** Supports that are constructed for the purpose of supporting an Architectural Ledge Sign may not exceed thirty six (36) 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 twelve (12) inches in width as measured horizontally.
- 3. Projection.** A ledge designed to support an Architectural Ledge Sign may project a maximum of three (3) feet from the face of the building where the Sign is located.

C. Awning Signs. Awning Signs shall comply with Section 14.4.19 of the LAMC.

D. Banner Signs.

1. General.

- a. The provisions of this Section shall not apply to Supergraphic Signs, which are not Banner Signs as defined in this Ordinance.

- b. Temporary Signs within Subarea 1 shall be considered Banner Signs and not Supergraphic Signs.

2. Location.

- a. Banner Signs may be attached to a building, but may not cover doors, vents, rescue windows, or other openings that serve occupants of the building.
- b. Banner Signs shall not be attached to walls or Windows with adhesive.

E. Captive Balloon Signs. Captive Balloon Signs shall comply with the following regulations:

1. General.

- a. Captive Balloon Signs shall be Temporary Signs and shall not be included in the calculation of Total Sign Area.
- b. Captive Balloon Signs shall be permitted in the District notwithstanding Section 14.4.4.B.12 of the LAMC.

2. Location. Captive Balloon Signs shall be located in Sign Zones A and A-1 only.

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

1. General. Digital Displays shall be subject to the refresh rate and Illumination regulations set forth in Section 8.G of this Ordinance.

2. Location.

- a. Digital Displays shall not be located in Vertical Sign Level 3, but shall be permitted in all other Sign Zones and Vertical Sign Levels.
- b. Digital Displays are not permitted to break the plane of the roof of any building.

G. Hanging Signs. Hanging Signs shall comply with the following regulations:

1. General.

- a. A Hanging Sign shall consist of individual letters or numbers no taller than seventy two (72) inches, or a Logo no taller than seventy two (72) inches; provided that within the first twenty (20) feet of Vertical Sign Level 1, individual letters or numbers and Logos shall not exceed twenty four (24) inches in height. Such letters, numbers, or Logo shall be suspended from a ledge.
- b. Solid panels are not permitted as Hanging Signs.

- c. Hanging Signs shall be oriented so that the message, graphic, or symbol on the Sign is approximately parallel with the facade 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 facade of the structure to which the Sign is affixed.
- 2. Dimensions.** The lowest portion of a suspended Hanging Sign shall be at least seven feet and six inches (7'6") above the natural or finished grade as measured vertically.
- 3. Projection.** A ledge designed to support a Hanging Sign may project a maximum of three (3) feet from the face of the building where the Sign is located and a Hanging Sign shall project no more than four (4) feet from the face of the building.

H. Identification Signs. Identification Signs shall comply with the following regulations:

- 1. General.** An Identification Sign may take the form of any type of Sign permitted by this Ordinance.
- 2. Location.**
 - a. Identification Signs may be located in all Sign Zones and Vertical Sign Levels unless restricted by regulations in this Ordinance applicable to the particular type of Sign utilized to display event information.
 - b. Identification Signs are permitted to break the plane of the roof. Any portion of an Identification Sign that reaches above the plane of the roof shall consist of free-standing letters or characters that are not applied or attached to any background structure, building, or material, except as necessary for support.

I. Inflatable Signs. Inflatable Signs shall comply with the following regulations:

- 1. General.**
 - c. Inflatable Signs shall be permitted in the District notwithstanding Section 14.4.4.B.12 of the LAMC.
 - d. An Inflatable Sign is a Temporary Sign and shall not be included in the calculation of Total Sign Area.
 - e. An Inflatable Sign shall be equipped with a rapid deflation device acceptable to LADBS and shall be anchored five (5) feet off the ground.
 - f. An Inflatable Sign shall not contain any text message except for the name of the business or event for which it is displayed, and may include the name of one or more individuals or sponsoring or corporate entities.

2. Location.

- a. An Inflatable Sign shall only be permitted in Sign Zones A and A-1.
- b. Inflatable Signs may be attached to a building, but may not cover doors, vents, rescue windows, or other openings that serve occupants of the building.
- c. Inflatable Signs may not exceed the height limits of the building envelope permitted in the Subarea in which the Sign is located pursuant to the CEC Specific Plan.

J. Integral Digital Displays.

- 1. **General.** Integral Digital Displays are a subset of and shall be regulated as Digital Displays except as otherwise specifically set forth in this Ordinance.
- 2. **Location.** Integral Digital Displays may be located within Pico Passage and within such other areas as may be approved by a Director's determination.

K. Interior Signs. Interior Signs shall not be regulated by this Ordinance.

L. Large-Scale Architectural Lighting and Integral Large-Scale Architectural Lighting.

1. General.

- a. Large-Scale Architectural Lighting may serve to highlight or accentuate vertical, horizontal, or other elements of the structure and may be multi-hued and may mark special seasons, weather, or events with unique color arrangements.
- b. Large-Scale Architectural Lighting may be approved at the time of building design development by a Director's determination and if so approved, shall not be subject to the requirements of Section 6.D of this Ordinance.
- c. Integral Large-Scale Architectural Lighting is a subset of Large-Scale Architectural Lighting and shall be regulated as Large-Scale Architectural Lighting except as otherwise specifically set forth in this Ordinance.

2. Location.

- a. In all areas of the District other than Pico Passage, Large-Scale Architectural Lighting shall be consistent with Controlled Refresh Rate II and shall be considered a non-animated lighting element.
- b. In Pico Passage, Large-Scale Architectural Lighting shall be subject to the Non-Controlled Refresh Rate and may be utilized in an animated fashion.

- c. Integral Large-Scale Architectural Lighting shall be permitted only in those areas identified on the Conceptual Sign Plans as “Pico Passage,” and on the Convention Center and garage facades adjacent to the 10 and 110 freeways.

3. Area. Large-Scale Architectural Lighting shall be exempt from the calculation of Sign Area and Total Sign Area for purposes of this Ordinance, except that Large-Scale Architectural Lighting that acts to extend a sign image background over a larger architectural area shall be included in the calculation of Sign Area and Total Sign Area.

M. Marquee Signs. Marquee Signs shall comply with the following regulations and shall not be subject to the regulations in Section 14.4.15 of the LAMC:

1. General.

- a. Marquee Signs may be Digital Display or Non-Digital Display Signs.
- b. Wall Signs located on any marquee shall be affixed to and shall not extend above or below the structure comprising the marquee. Cloth or banner signs or drop-roll curtains may be suspended below the exterior of the marquee and may extend within seven feet and six inches (7’6”) of the natural or finished grade as measured vertically.

N. Monument Signs. Monument Signs shall comply with the following regulations and shall not be subject to the regulations in Section 14.4.8 of the LAMC:

1. Location.

- a. Monument Signs shall be limited to a maximum overall height of eight (8) feet above the natural or finished grade as measured vertically.
- b. The location of Monument Signs shall not interfere or present a hazard to pedestrian or vehicular traffic.
- c. A Monument Sign shall be located at least fifteen (15) feet from any other Monument Sign or from any Pillar Sign, Projecting Sign, billboard or Pole Sign.

O. Mural Signs.

1. General.

- a. Mural Signs shall be permitted in the District notwithstanding Section 14.4.4.B.10 of the LAMC and shall comply with Section 14.4.20 of the LAMC.
- b. Mural Signs may include lettering and a Logo identifying the name of a business or building at the Project provided that the square footage of such components of the Mural Sign comprised of lettering or Logo shall be included in the calculation of Sign Area and Total Sign Area.

P. Pedestrian Signs. Pedestrian Signs shall comply with the following regulations:

1. General.

- a. No text, message or Logo 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 Pedestrian Sign shall consist of individual, dimensional letters or graphic elements that are applied onto the Sign surface.

2. Location.

- a. Each tenant space that is located on the ground level of a building may have one Pedestrian Sign along the linear frontage on which the main entrance of that tenant space is located.
- 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 on the ground level.

3. Dimensions.

- a. **Width.** No portion of a Pedestrian Sign that is parallel to the face of the building shall exceed two (2) feet in width.
- b. **Height.** No portion of a Pedestrian Sign shall be located less than seven feet and six inches (7'6") above the sidewalk grade to the bottom of the Sign. No Pedestrian Sign shall exceed thirty six (36) inches in height.

4. Individual Sign Area. The Sign Area for a Pedestrian Sign shall not exceed nine (9) square feet for each Sign Face.

5. Projection. A Pedestrian Sign shall project no more than four (4) feet from the face of the building.

Q. Pillar Signs. Pillar Signs shall comply with the following regulations:

1. Location.

- a. A Pillar Sign shall be set back at least ten (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. Wayfinding Signs shall not be subject to the restrictions in this Section.
- b. A Pillar Sign shall be located at least fifteen (15) feet from any other Pillar Sign, or any Monument Sign, Projecting Sign, billboard or Pole Sign. Wayfinding Signs shall not be subject to the restrictions in this Section.

2. Dimensions.

a. Height.

1. A Pillar Sign shall not exceed a height of forty (40) 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 three (3) feet below the height of any adjacent building facade within the Subarea where the Pillar Sign is located.

- b. Width.** The maximum horizontal dimension of any portion of a Pillar Sign shall not exceed ten (10) feet.

3. Landscaping Requirements. Landscaping shall be provided at the base of the supporting structure equal to the area of the largest face of the Sign.

R. Projected Image Signs. Projected Image Signs shall not be subject to the regulations set forth in Section 14.4.4.B.8 of the LAMC and shall not be treated as Digital Displays for purposes of this Ordinance.

S. Projecting Signs. 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 Logo shall be permitted 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 twenty (20) feet, measured horizontally, between a Projecting Sign and any other type Sign, except for a Pedestrian Sign, Identification Sign, Wall Sign, Wayfinding Sign or Window Sign.

3. Dimensions.

- a. A Projecting Sign shall not exceed eighty (80) feet in height as measured vertically from the bottom of the Sign to the top of the Sign.
- b. The width of the Sign Face of a Projecting Sign that is perpendicular to the building shall not exceed twenty (20) percent of the overall height of the Sign and

in no event shall exceed six (6) 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 four (4) 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 thirty (30) percent of the total vertical height of the Projecting Sign. In no event shall a Projecting Sign extend higher than one hundred and fifty (150) feet from grade.

5. Projection. The planes of Sign Faces of Projecting Signs shall be parallel to one another unless approved as a design element as part of the Approved Plans (as defined in the CEC Specific Plan), the Approved Signs or pursuant to Project Permit Compliance review.

T. Roof Signs. Roof Signs shall comply with Section 14.4.13 of the LAMC.

U. Scrolling Digital Displays.

1. Location.

- a. A Scrolling Digital Display shall not cover the exterior of doors, vents, rescue windows or other openings that serve occupants of buildings.
- b. The uppermost portion of a Scrolling Digital Display shall be a maximum of fifty (50) feet above the natural or finished grade as measured vertically.

2. Area. A Scrolling Digital Display Sign shall not exceed ten (10) feet in vertical dimension.

V. Supergraphic Signs.

1. General.

- a. Supergraphic Signs shall be permitted in the District notwithstanding Section 14.4.4.B.9 of the LAMC.
- b. A Supergraphic Sign that is comprised of vinyl or other material may be attached to a wall with an adhesive or by mechanical means approved by LADBS and the Fire Department, if applicable.
- c. Supergraphic Signs comprised of mylar or other film-like transparent material, such as perforated vinyl, may be applied directly to Windows subject to the provisions of Section 9.V.1.d of this Ordinance.

- d. Supergraphic Signs may adhere to Windows provided that such Signs have been scored into ten smaller portions for each glass panel that the Sign covers or as otherwise approved by the Fire Department.

2. Location.

- a. Locations for all Supergraphic Signs, with the exception of Temporary Signs, shall be in the locations shown on the Conceptual Sign Plans attached as Appendix A or in such other location as may be approved pursuant to Section 6.C.2 of this Ordinance and shall be integrated into the architecture of the building to the satisfaction of the Director.
- b. Except as set forth in Section 9.V.1.d of this Ordinance, Supergraphic Signs shall not cover doors, vents, rescue windows, or other openings that serve occupants of the building.
- c. Supergraphic Signs shall maintain outward views from Windows.

3. Dimensions. In no event shall a Supergraphic Sign be permitted above one hundred and fifty (150) feet in height, with the exception of Sign District A-1, where sign heights of up to two hundred and twenty five (225) feet shall be permitted.

W. Temporary Signs.

1. General. Temporary Signs shall comply with the following regulations:

- a. Unless otherwise specified in this Ordinance, Temporary Signs shall comply with the provisions of Sections 14.4.16 A, D and E of the LAMC and Temporary Construction Signs on Temporary Construction Walls shall comply with the provisions of Section 14.4.17 of the LAMC; provided, however, that the provisions of Section 14.4.16 B and C of the LAMC shall not be applicable to Temporary Signs within the District.
- b. Temporary Signs shall be removed within thirty (30) days of installation.
- c. Temporary Signs shall not be included in the calculation of Total Sign Area.
- d. Temporary Signs shall not be subject to the provisions of Section 14.4.4.B.2. or 14.4.4.B.5

2. Location.

- a. Temporary Signs may be located in all Sign Zones and Vertical Sign Levels.
- b. Temporary Signs may be tacked, pasted or otherwise temporarily affixed to Windows and/or on the walls of buildings, fences or other improvements.

X. Wall Signs.

1. General.

- a. The provisions of this Section 9.X shall not apply to Supergraphic Signs, which are not Wall Signs as defined in this Ordinance. Wall Signs shall comply with the following regulations and shall not be subject to the regulations set forth in LAMC Section 14.4.10.
- B. Wall Signs may be directly affixed or applied to the glazing of a Window provided such Signs comply with the materials requirements in Section 8.H of this Ordinance and comply with the applicable provisions of the Los Angeles Building Code and Fire Code.

Y. Wayfinding Signs.

1. **Location.** Wayfinding Signs shall be limited to a maximum overall height of twenty (20) feet above the sidewalk grade or edge of roadway grade nearest the Sign.
2. **Area.** Wayfinding Signs shall not exceed the dimensions of a Pillar Sign.

Z. Window Signs. The provisions of this Section shall not apply to Supergraphic Signs, which are not Window Signs as defined in this Ordinance. Window Signs shall comply with the following regulations and shall not be subject to the regulations set forth in Section 14.4.14 of the LAMC.

1. **General.** The aggregate area of all Window Signs shall be included as part of the Total Sign Area.
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 thirty five (35) feet above grade, whichever is lower.
3. **Area.** Window Signs located on or within six (6) feet of the window plane, painted or attached, shall not exceed fifteen (15) percent of the glassed area of the Window in which the Window Sign is placed. The aggregate area of all Window Signs shall be included in Total Sign Area.

SECTION 10. INTERPRETATION.

Whenever any ambiguity or uncertainty exists related to this Ordinance or the application of this Ordinance so that it is difficult to determine the precise application of these provisions, the Director shall, upon application by an owner, operator or lessee, issue written interpretations on the requirements of this Ordinance consistent with the purpose and intent of this Ordinance. A request for an interpretation shall be filed pursuant to Section 11.5.7-H (Interpretations of Specific Plans).

SECTION 11. SEVERABILITY.

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

Sec. 3. The City Clerk shall certify to the passage of this ordinance and have it published in accordance with Council policy, either in a daily newspaper circulated in the City of Los Angeles or by posting for ten days in three public places in the City of Los Angeles: one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall; one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall East; and one copy on the bulletin board located at the Temple Street entrance to the Los Angeles County Hall of Records.

I hereby certify that this ordinance was passed by the Council of the City of Los Angeles at its meeting of _____.

JUNE LAGMAY, City Clerk

By _____
Deputy

Approved _____

Mayor

Approved as to Form and Legality

CARMEN A. TRUTANICH, City Attorney

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

By _____
KENNETH T. FONG
Deputy City Attorney

September , 2012

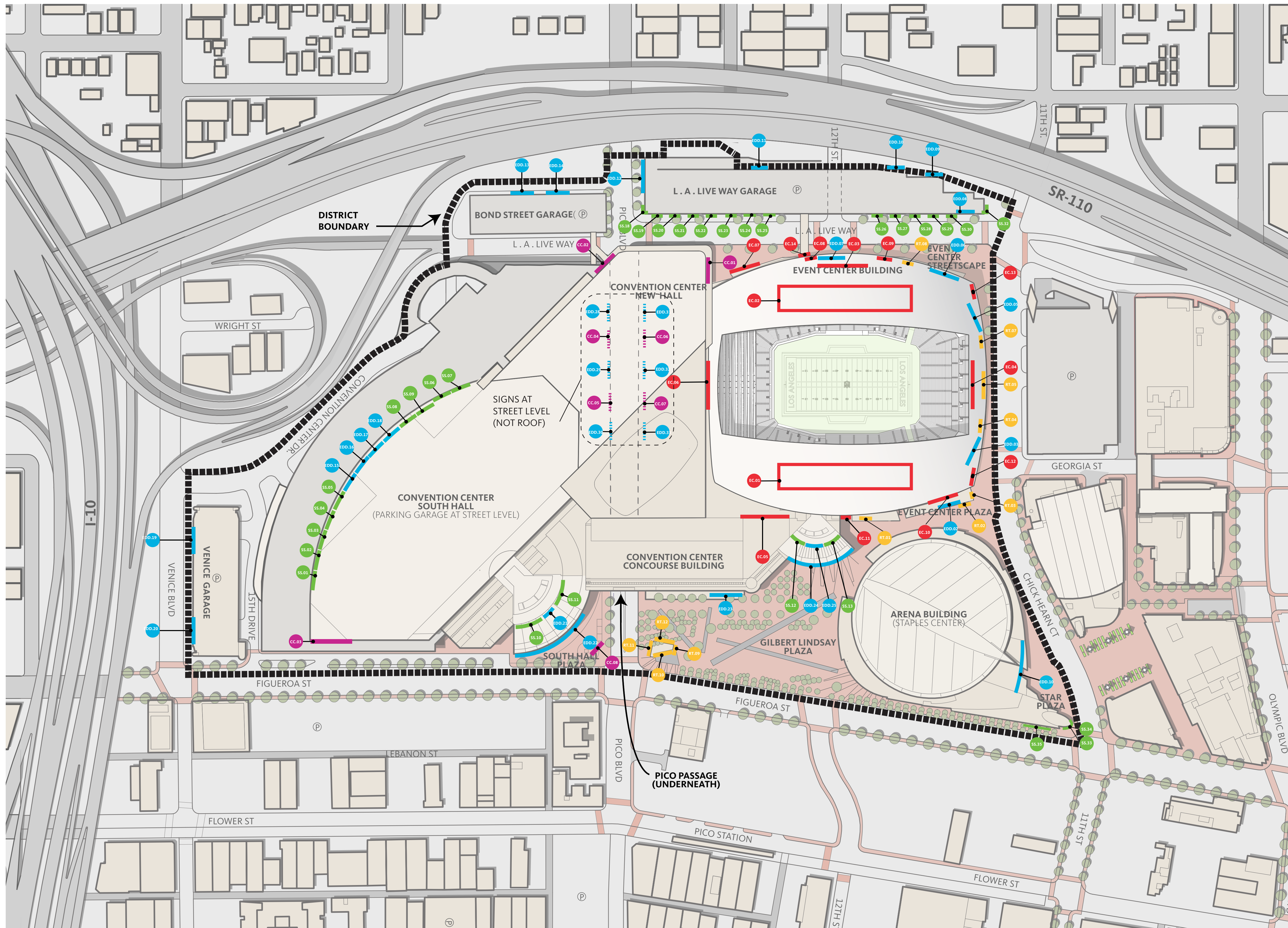
See attached report.

Date _____

Michael LoGrande
Director of Planning

File No. _____

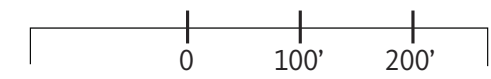
APPENDIX A



KEY

PROPOSED SIGN TYPES

- CC LACC IDENTIFICATION SIGN
- EDD DIGITAL DISPLAY
- SS WALL SIGN
- EC EVENT CENTER IDENTIFICATION SIGN
- RT RETAIL / TENANT IDENTIFICATION SIGN



1"=100' @ 48"x36"

Conceptual Sign Plans may be modified in accordance with the requirements of the Sign Ordinance.

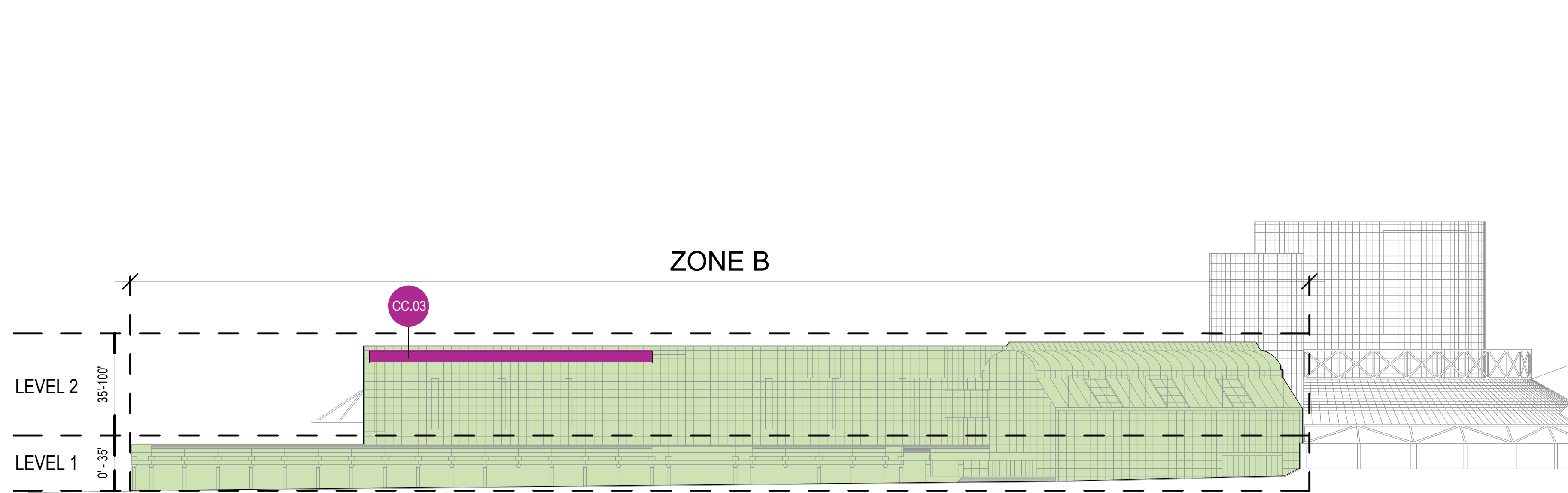
CONVENTION & EVENT CENTER PROJECT

GENSLER

APPENDIX A CONCEPTUAL SIGN PLANS
SITE PLAN

5.0.3

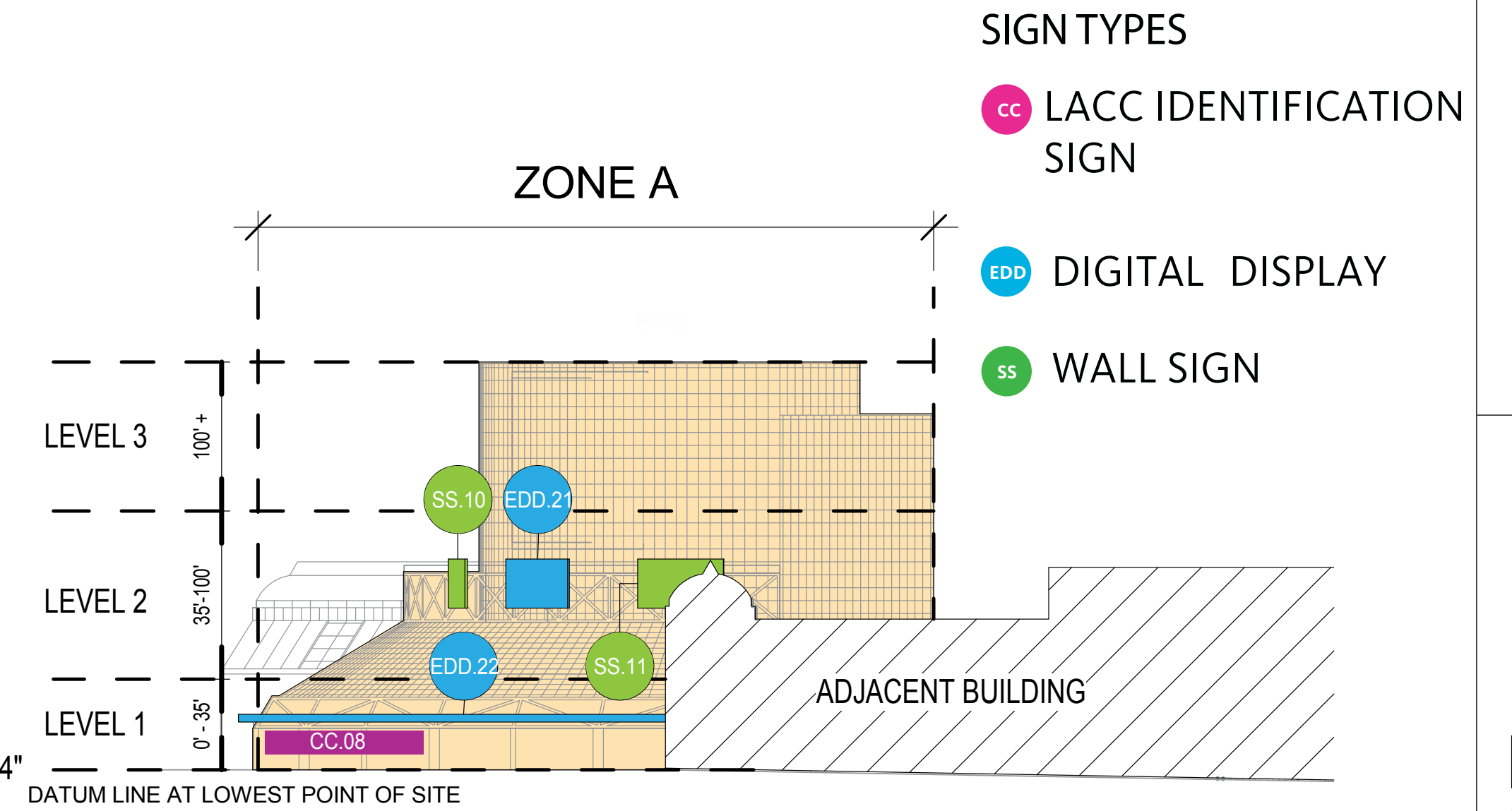
AUGUST 30, 2012



FACADE AREA
LEVEL 2 = 41,643 SF
LEVEL 1 = 20,195 SF

TOTAL SIGNAGE AREA = 1350 SF

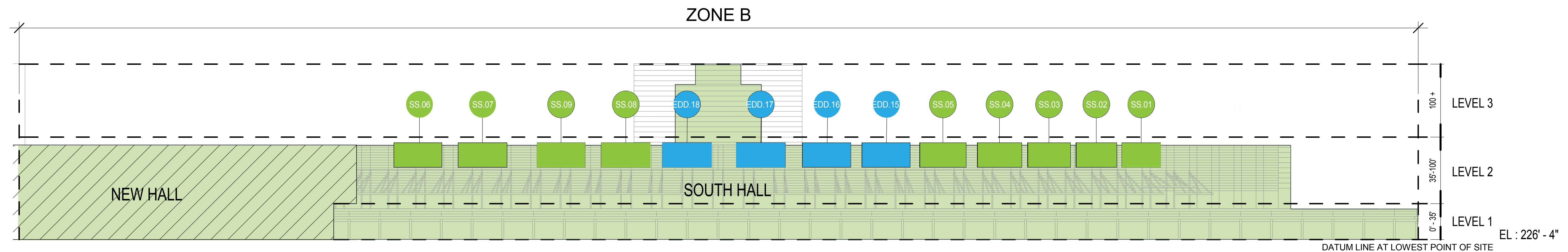
CONVENTION CENTER ELEVATION - SOUTH HALL - EAST
1" = 100'-0"



FACADE AREA
LEVEL 3 = 30,661 SF
LEVEL 2 = 37,772 SF
LEVEL 1 = 8,764 SF

TOTAL PERMANENT SIGNAGE AREA = 2,659 SF

CONVENTION CENTER ELEVATION - SOUTH HALL - NORTH
1" = 100'-0"

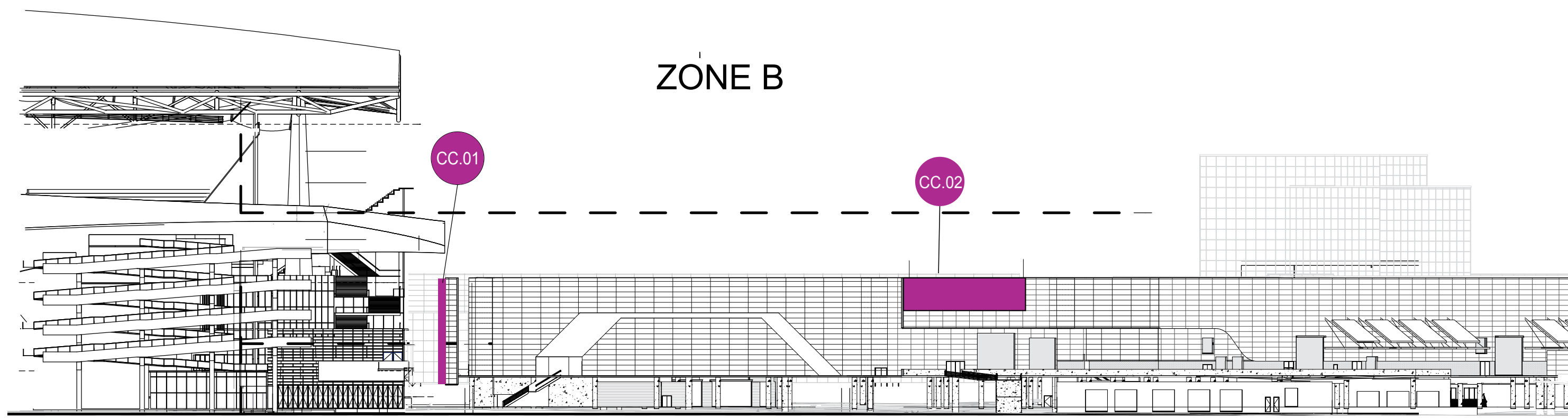


FACADE AREA
LEVEL 3 = 5,190 SF
LEVEL 2 = 66,000 SF
LEVEL 1 = 42,000 SF

TOTAL SIGNAGE AREA = 17,676 SF

CONVENTION CENTER ELEVATION - SOUTH HALL / NEW HALL - SOUTHWEST
1" = 100'-0"

Note: All proposed signs locations are approximate & may require modification of location based on completed design. Signs may be relocated up to 10 feet vertically, and 50 feet horizontally in accordance with the requirements of the sign ordinance.

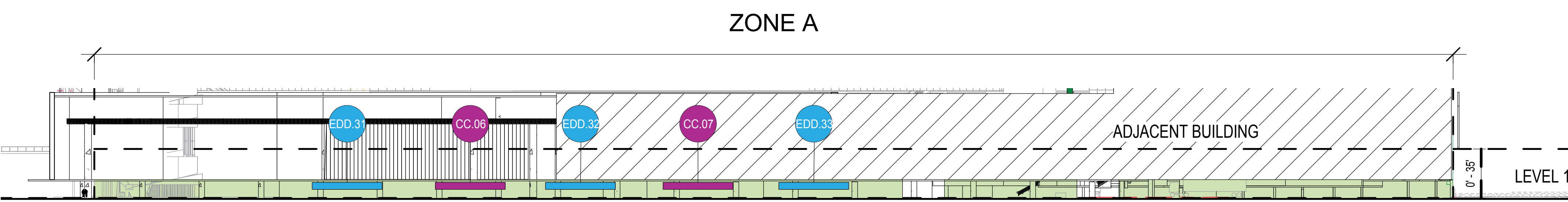


ZONE B

FACADE AREA
 LEVEL 2 = 12,400 SF
 LEVEL 1 = 8,550 SF
 NEW HALL ELEVATION - WEST
 1" = 100'-0"

DATUM LINE AT LOWEST POINT OF SITE
 TOTAL SIGNAGE AREA = 1,305 SF

- SIGN TYPES
- CC LACC IDENTIFICATION SIGN
 - EDD DIGITAL DISPLAY



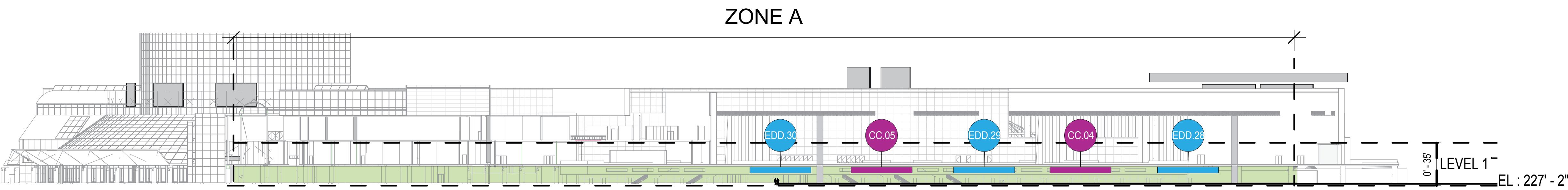
ZONE A

FACADE AREA
 LEVEL 1 = 12,750 SF

DATUM LINE AT LOWEST POINT OF SITE
 TOTAL SIGNAGE AREA = 1,250 SF

NEW HALL PEDESTRIAN ELEVATION - LOOKING NORTH (PICO PASSAGE)

1" = 100'-0"



ZONE A

FACADE AREA
 LEVEL 1 = 11,890 SF

DATUM LINE AT LOWEST POINT OF SITE
 TOTAL SIGNAGE AREA = 1,250 SF

NEW HALL PEDESTRIAN ELEVATION - LOOKING SOUTH (PICO PASSAGE)

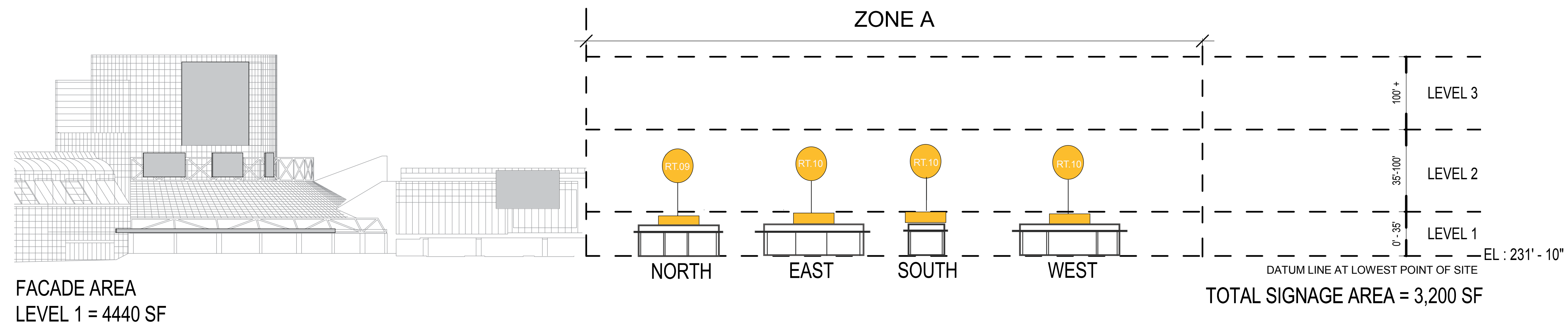
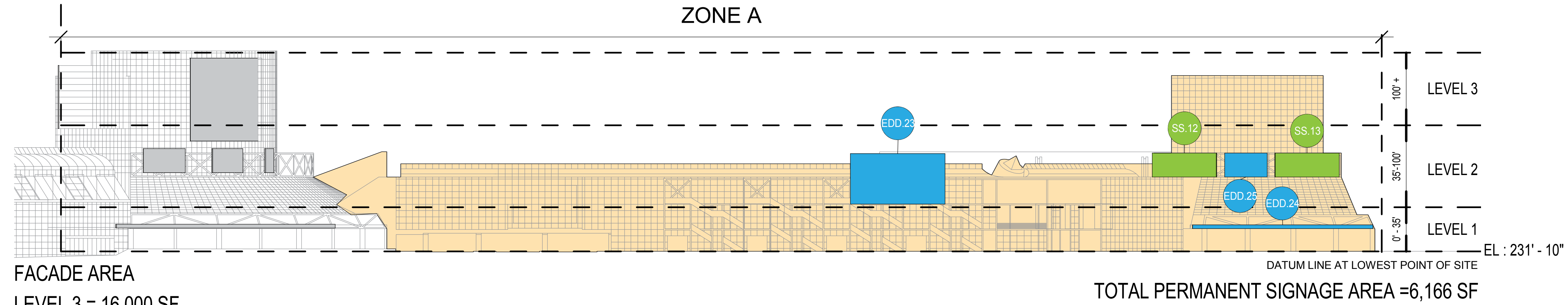
1" = 100'-0"

Note: All proposed signs locations are approximate & may require modification of location based on completed design. Signs may be relocated up to 10 feet vertically, and 50 feet horizontally in accordance with the requirements of the sign ordinance.

Conceptual Sign Plans may be modified in accordance with the requirements of the Sign Ordinance.

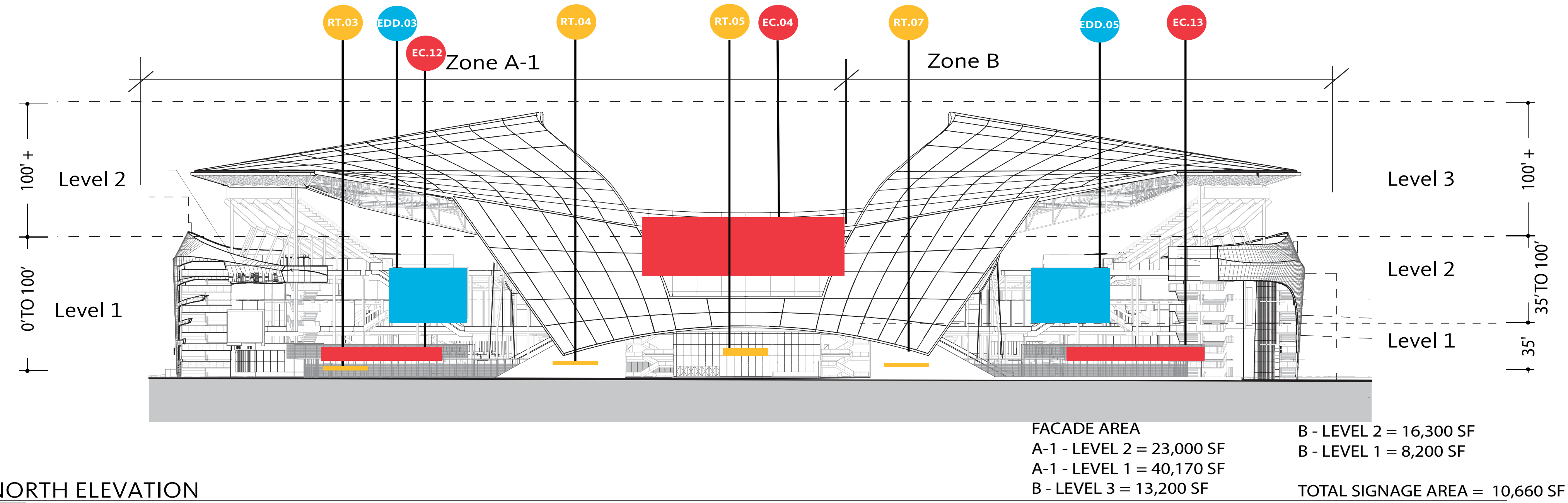
SIGN TYPES

- EDD DIGITAL DISPLAY
- SS WALL SIGN
- SS RETAIL/ TENANT IDENTIFICATION SIGN



Note: All proposed signs locations are approximate & may require modification of location based on completed design. Signs may be relocated up to 10 feet vertically, and 50 feet horizontally in accordance with the requirements of the sign ordinance.

Conceptual Sign Plans may be modified in accordance with the requirements of the Sign Ordinance.

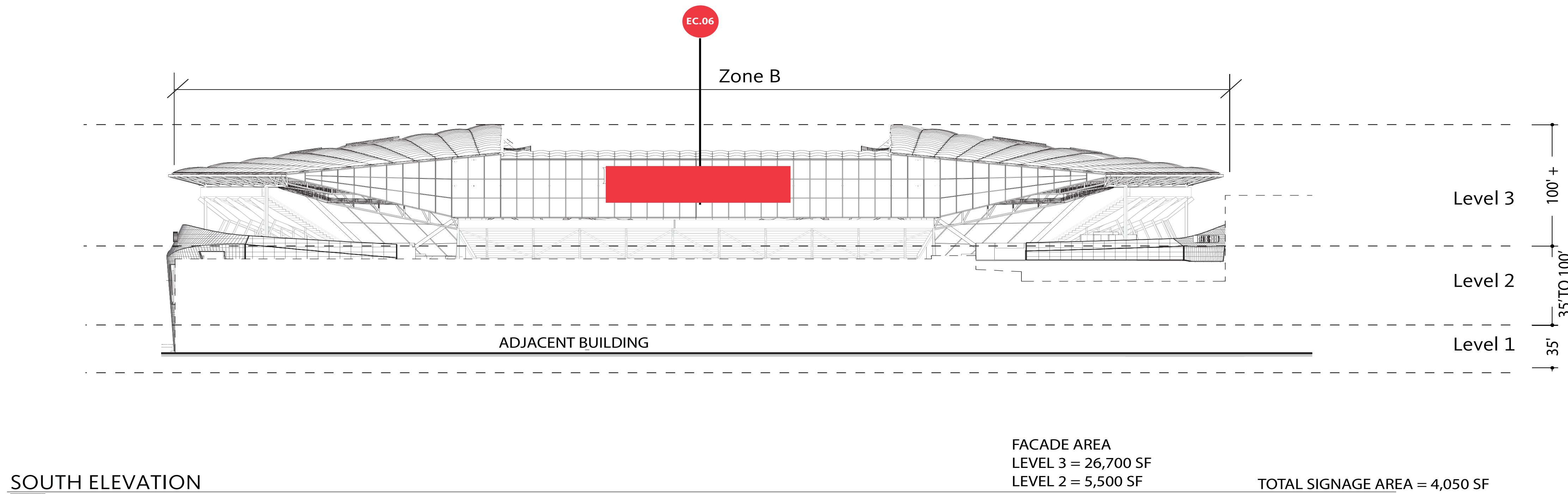


KEY

SIGN TYPES

- EDD DIGITAL DISPLAY
- EC EVENT CENTER IDENTIFICATION SIGN
- RT RETAIL / TENANT IDENTIFICATION SIGN

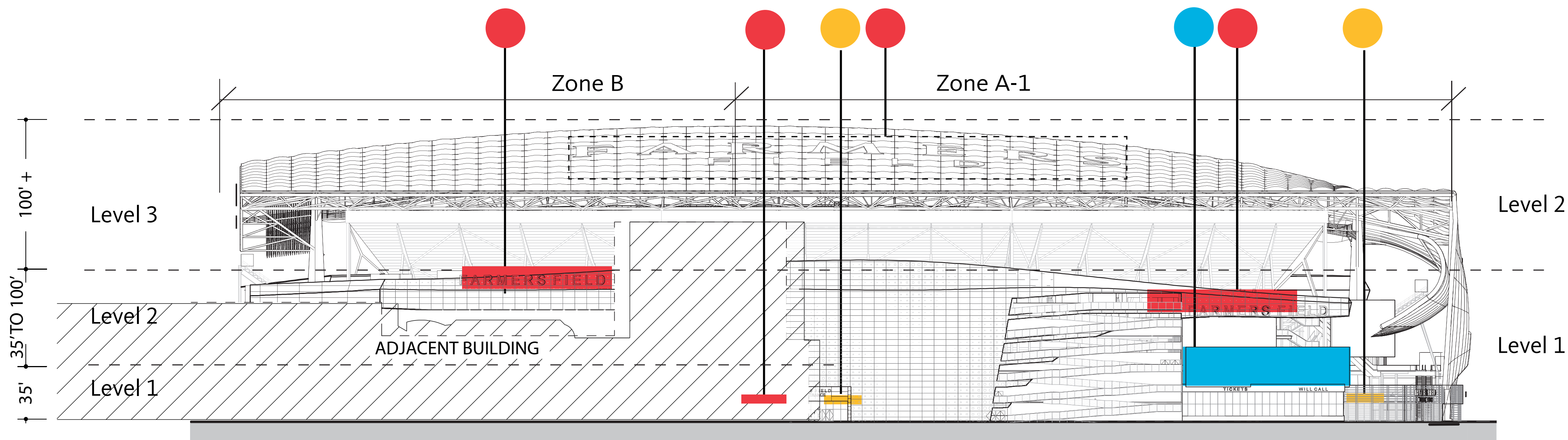
Note: All proposed signs locations are approximate & may require modification of location based on completed design. Signs may be relocated up to 10 feet vertically, and 50 feet horizontally in accordance with the requirements of the sign ordinance.



KEY

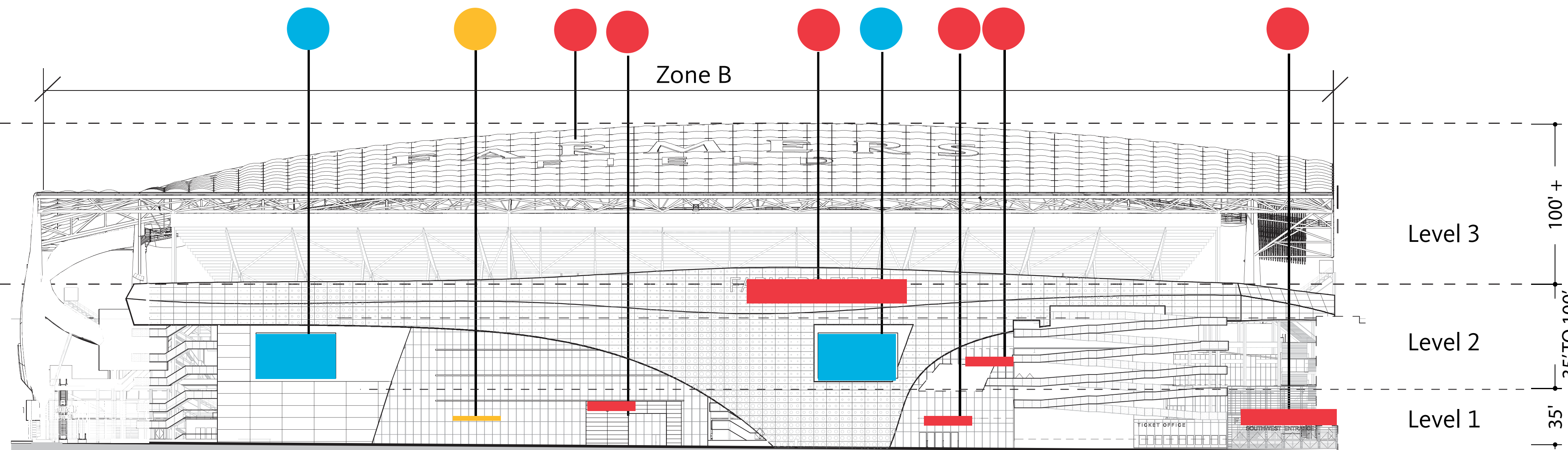
SIGN TYPES

- DIGITAL DISPLAY
- EVENT CENTER IDENTIFICATION SIGN
- RETAIL / TENANT IDENTIFICATION SIGN



FACADE AREA
 B - LEVEL 3 = 26,400 SF A-1 - LEVEL 2 = 32,500 SF TOTAL SIGNAGE AREA = 6,480 SF
 B - LEVEL 2 = 6,500 SF A-1 - LEVEL 1 = 41,600 SF

EAST ELEVATION



FACADE AREA
 LEVEL 3 = 65,100 SF (65,100 SF)
 LEVEL 2 = 53,500 SF (16,050 SF)
 LEVEL 1 = 30,600 SF (6,120 SF) TOTAL SIGNAGE AREA = 5,570 SF

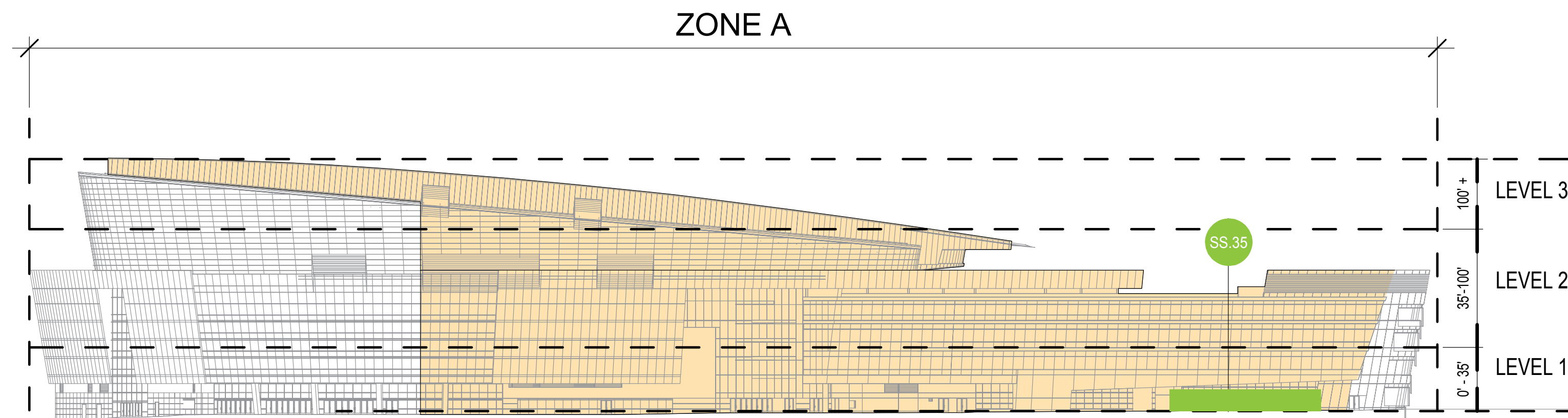
WEST ELEVATION

Note: All proposed signs locations are approximate & may require modification of location based on completed design. Signs may be relocated up to 10 feet vertically, and 50 feet horizontally in accordance with the requirements of the sign ordinance.

Conceptual Sign Plans may be modified in accordance with the requirements of the Sign Ordinance.

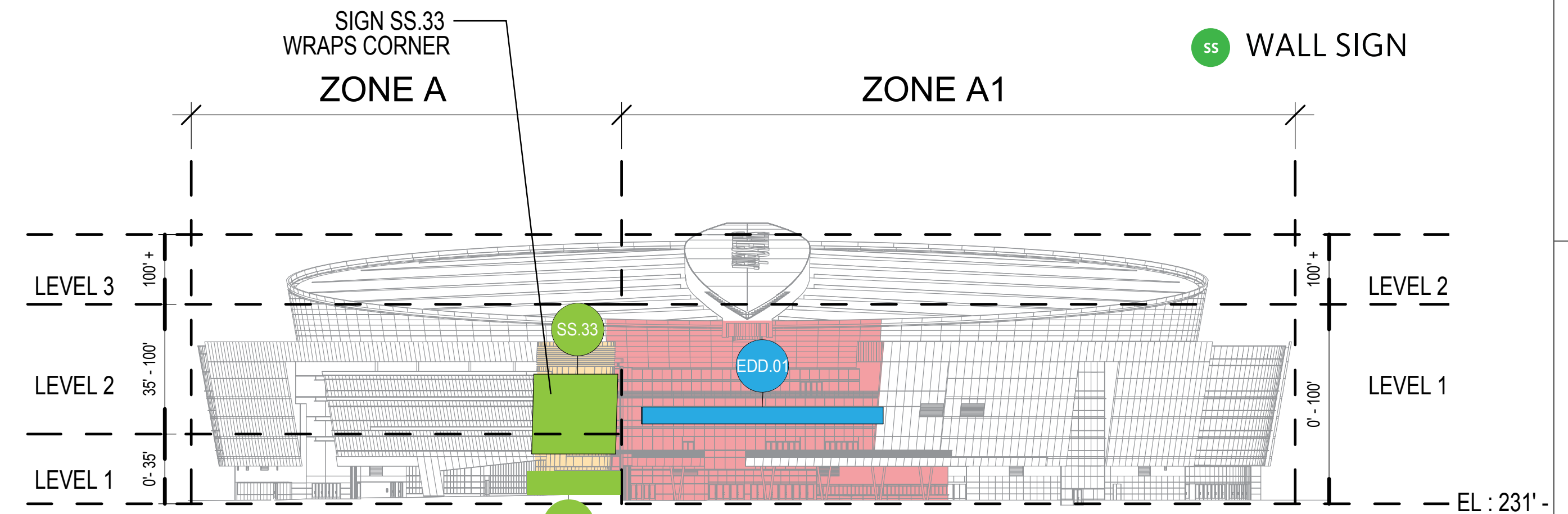
SIGN TYPES

- DIGITAL DISPLAY
- WALL SIGN



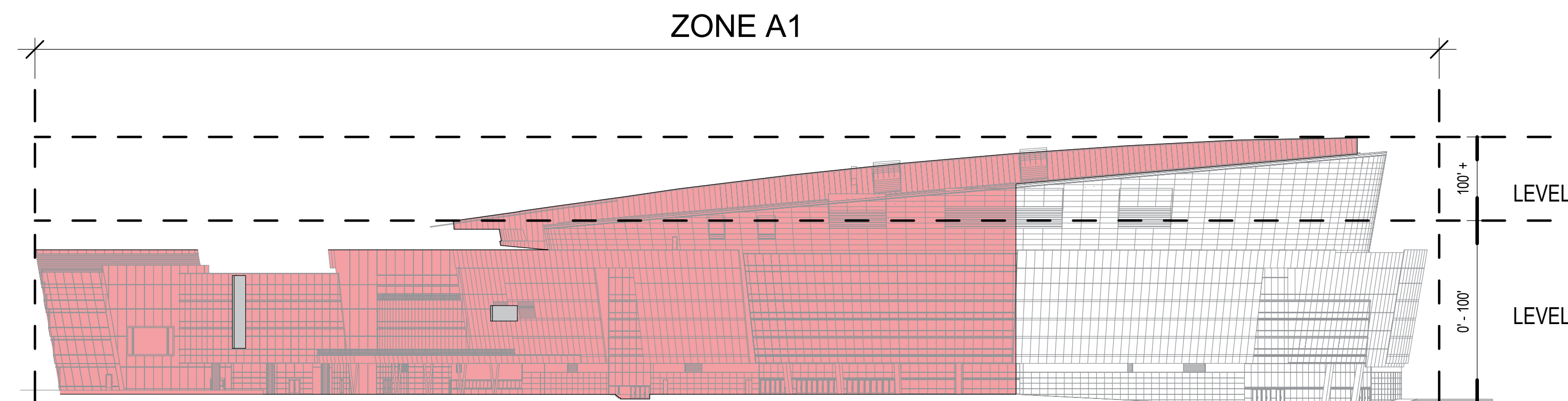
FACADE AREA
 LEVEL 3 = 5,830 SF
 LEVEL 2 = 33,260 SF
 LEVEL 1 = 20,550 SF
TOTAL SIGNAGE AREA = 1,000 SF

ARENA BUILDING ELEVATION - EAST
1" = 100'-0"



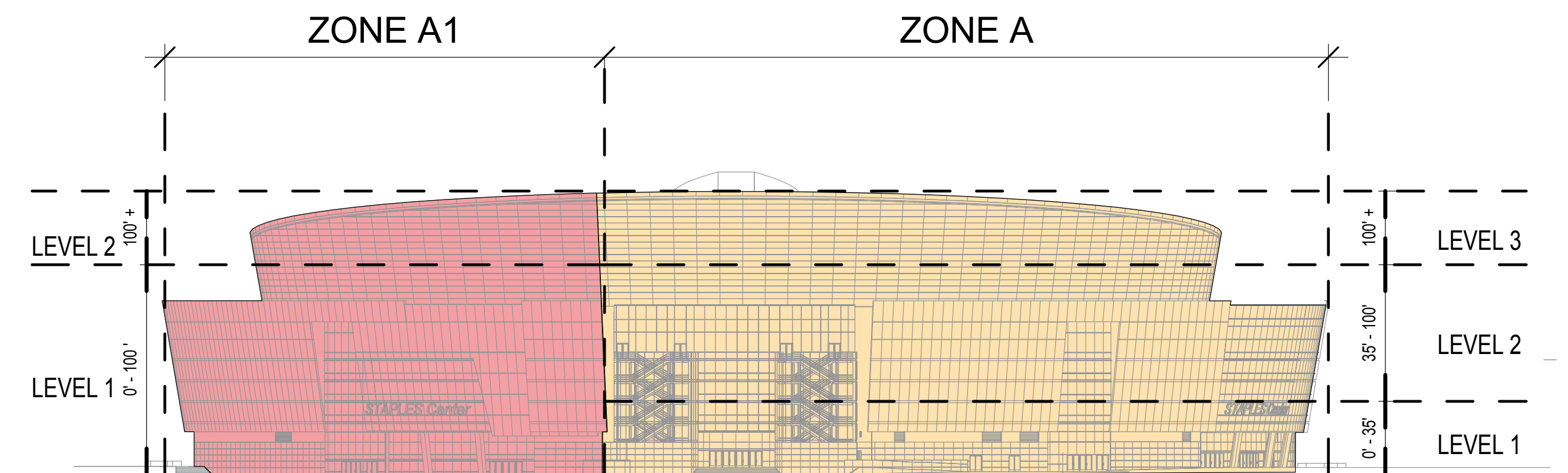
FACADE AREA
 A LEVEL 2 = 2,000 SF
 A LEVEL 1 = 1,500 SF
 FACADE AREA
 A1 LEVEL 1 = 23,750 SF
TOTAL SIGNAGE AREA = 1,105 SF ZONE A1
3,565 SF ZONE A
TOTAL SIGNAGE AREA = 4,670 SF

ARENA BUILDING ELEVATION - NORTH
1" = 100'-0"



FACADE AREA
 LEVEL 2 = 5,830 SF
 LEVEL 1 = 44,925 SF
TOTAL SIGNAGE AREA = 0 SF

ARENA BUILDING ELEVATION - WEST
1" = 100'-0"



FACADE AREA
 A1 LEVEL 2 = 6,875 SF
 A1 LEVEL 1 = 33,475 SF
 FACADE AREA
 A LEVEL 3 = 9,425 SF
 A LEVEL 2 = 28,620 SF
 A LEVEL 1 = 16,485 SF
TOTAL SIGNAGE AREA = 0 SF

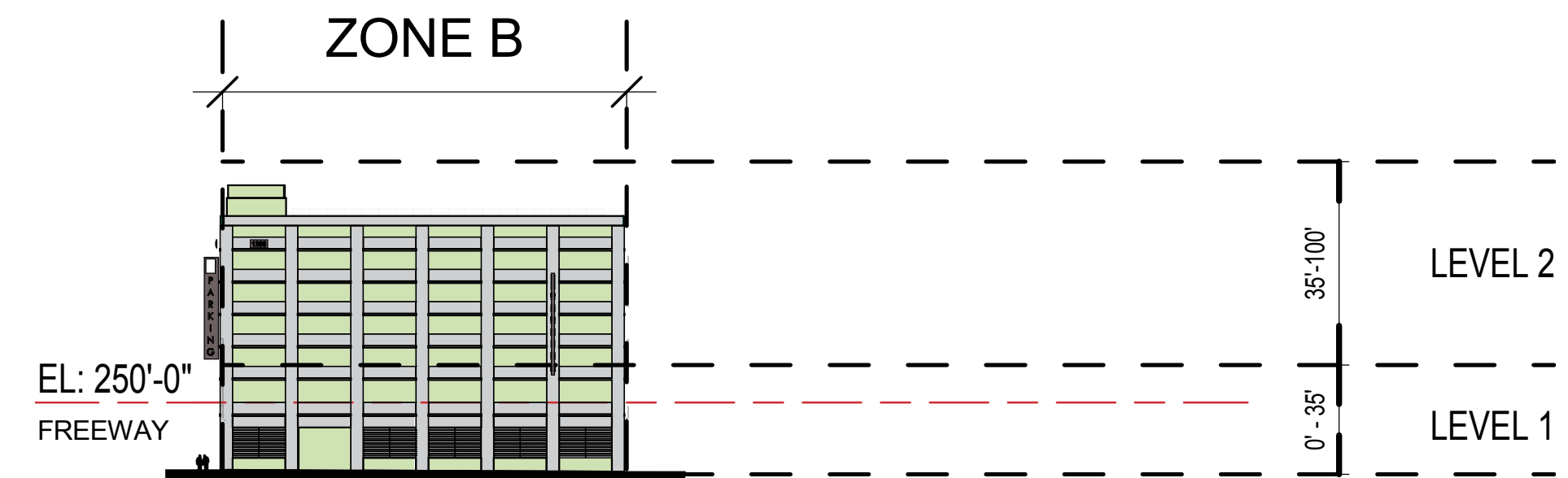
ARENA BUILDING ELEVATION - SOUTH
1" = 100'-0"

Note: All proposed signs locations are approximate & may require modification of location based on completed design. Signs may be relocated up to 10 feet vertically, and 50 feet horizontally in accordance with the requirements of the sign ordinance.

Conceptual Sign Plans may be modified in accordance with the requirements of the Sign Ordinance.

SIGN TYPES

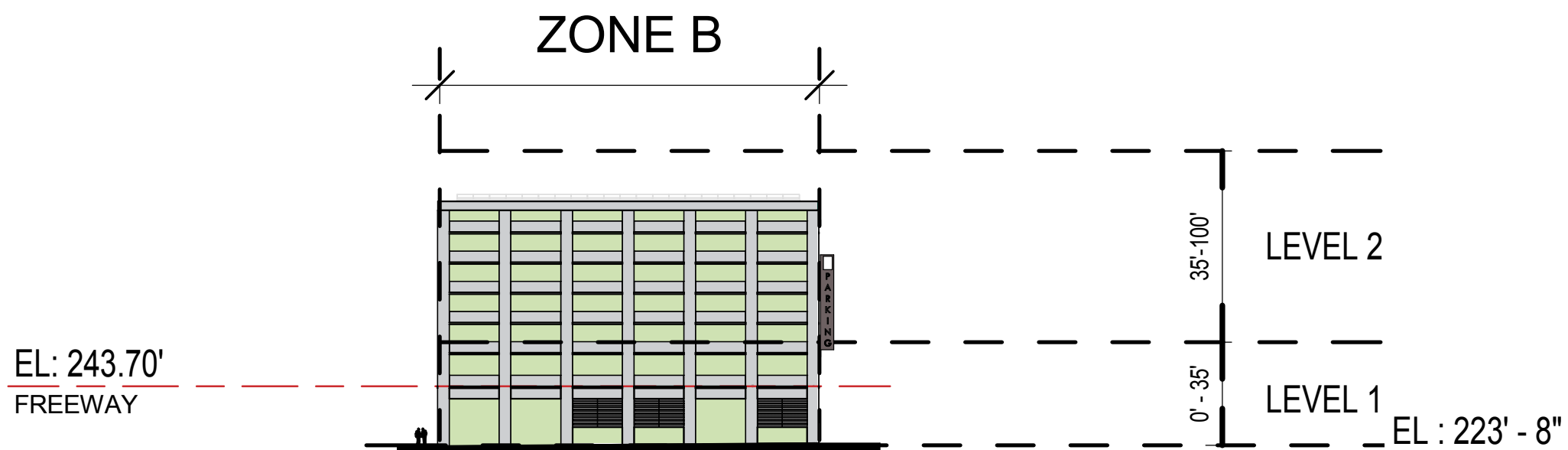
EDD DIGITAL DISPLAY



FACADE AREA
 LEVEL 2 = 5,630 SF
 LEVEL 1 = 4,520 SF
 TOTAL SIGNAGE AREA = 0 SF

BOND STREET PKG SIGNAGE ELEVATION - NORTH

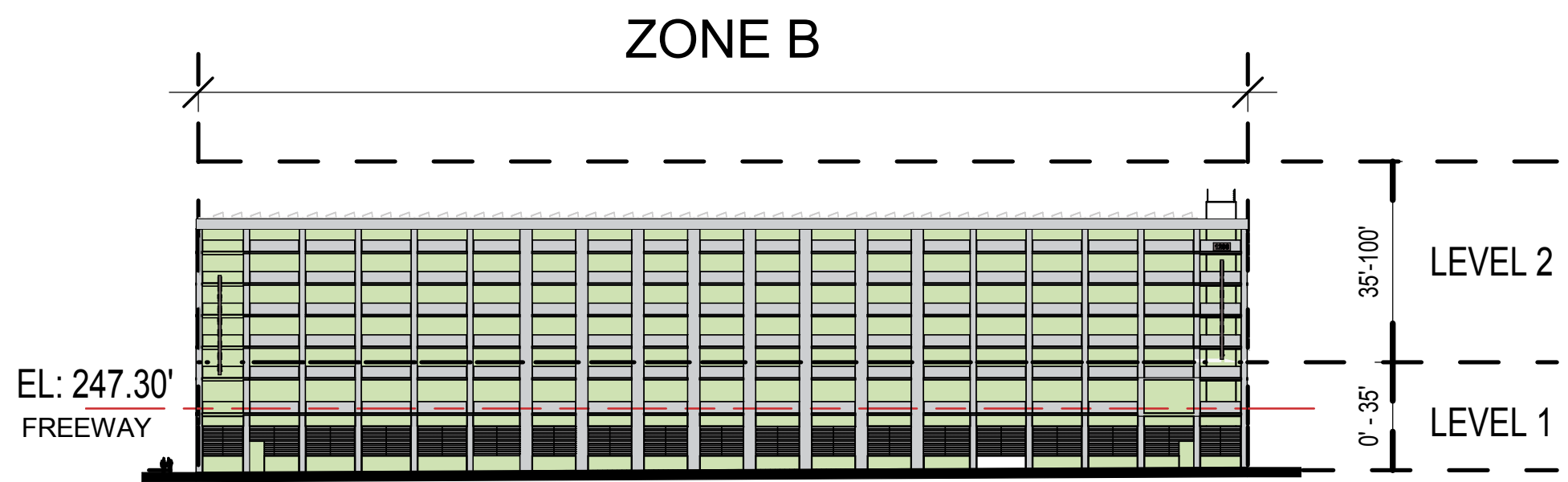
1" = 100'-0"



FACADE AREA
 LEVEL 2 = 5,049 SF
 LEVEL 1 = 4,600 SF
 TOTAL SIGNAGE AREA = 1,400 SF

BOND STREET PKG SIGNAGE ELEVATION - SOUTH

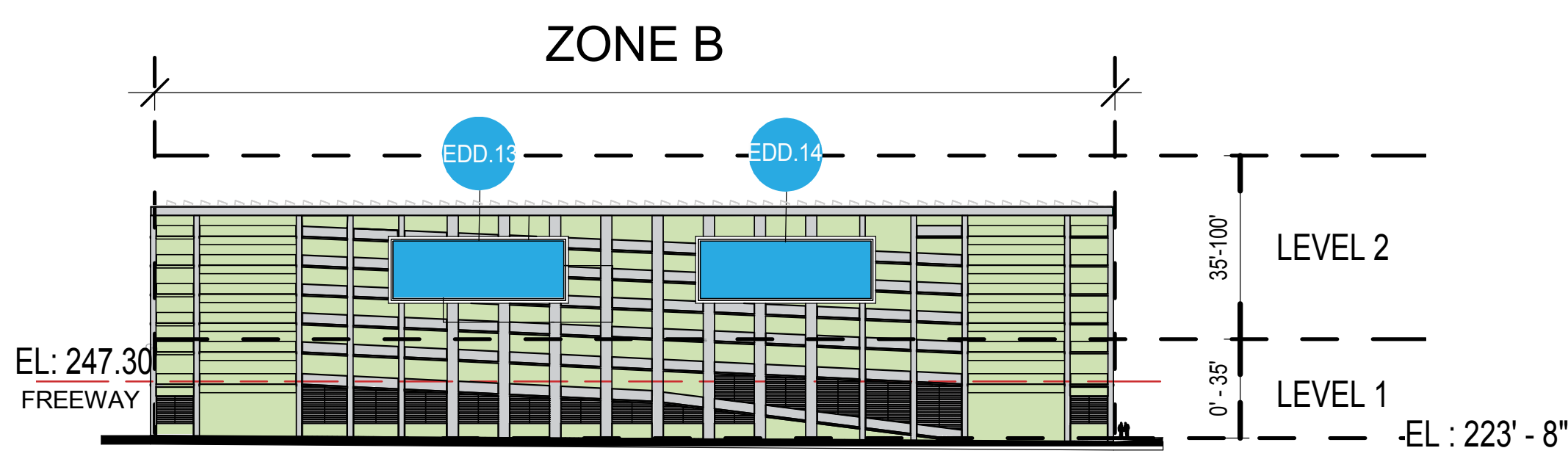
1" = 100'-0"



FACADE LEVEL
 LEVEL 2 = 13,420 SF
 LEVEL 1 = 12,110 SF
 TOTAL SIGNAGE AREA = 0 SF

BOND STREET PKG SIGNAGE ELEVATION - EAST

1" = 100'-0"



FACADE AREA
 LEVEL 2 = 12,490 SF
 LEVEL 1 = 11,310 SF
 TOTAL SIGNAGE AREA = 2,400 SF

BOND STREET PKG SIGNAGE ELEVATION - WEST

1" = 100'-0"

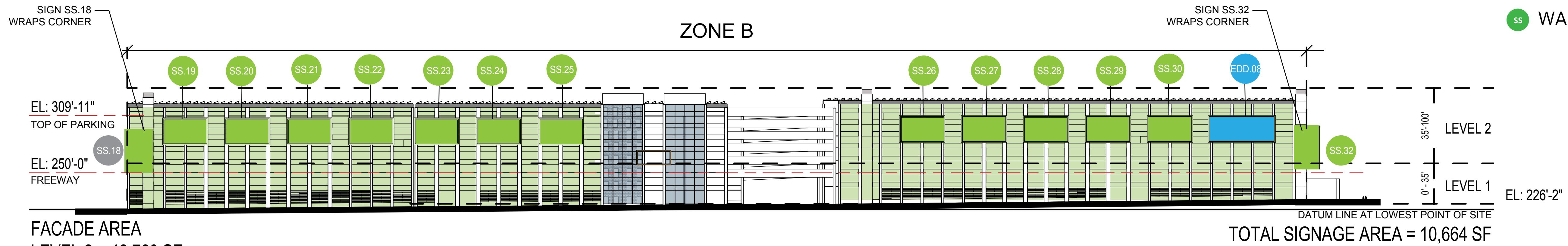
Note: All proposed signs locations are approximate & may require modification of location based on completed design. Signs may be relocated up to 10 feet vertically, and 50 feet horizontally in accordance with the requirements of the sign ordinance.

Conceptual Sign Plans may be modified in accordance with the requirements of the Sign Ordinance.

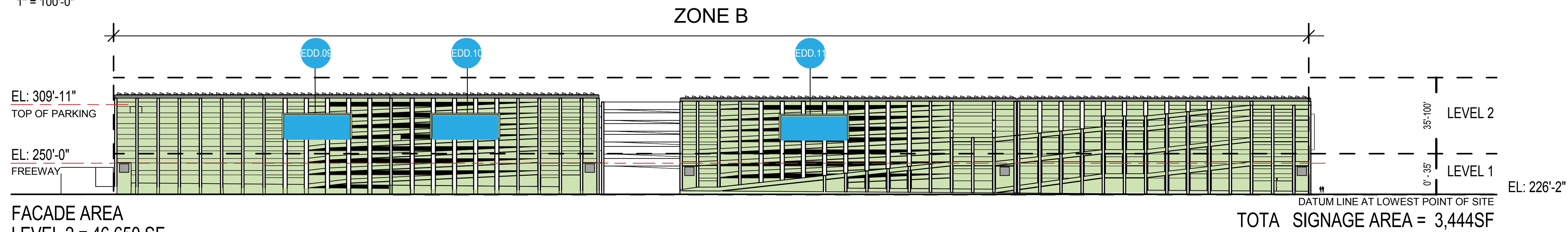
SIGN TYPES

EDD DIGITAL DISPLAY

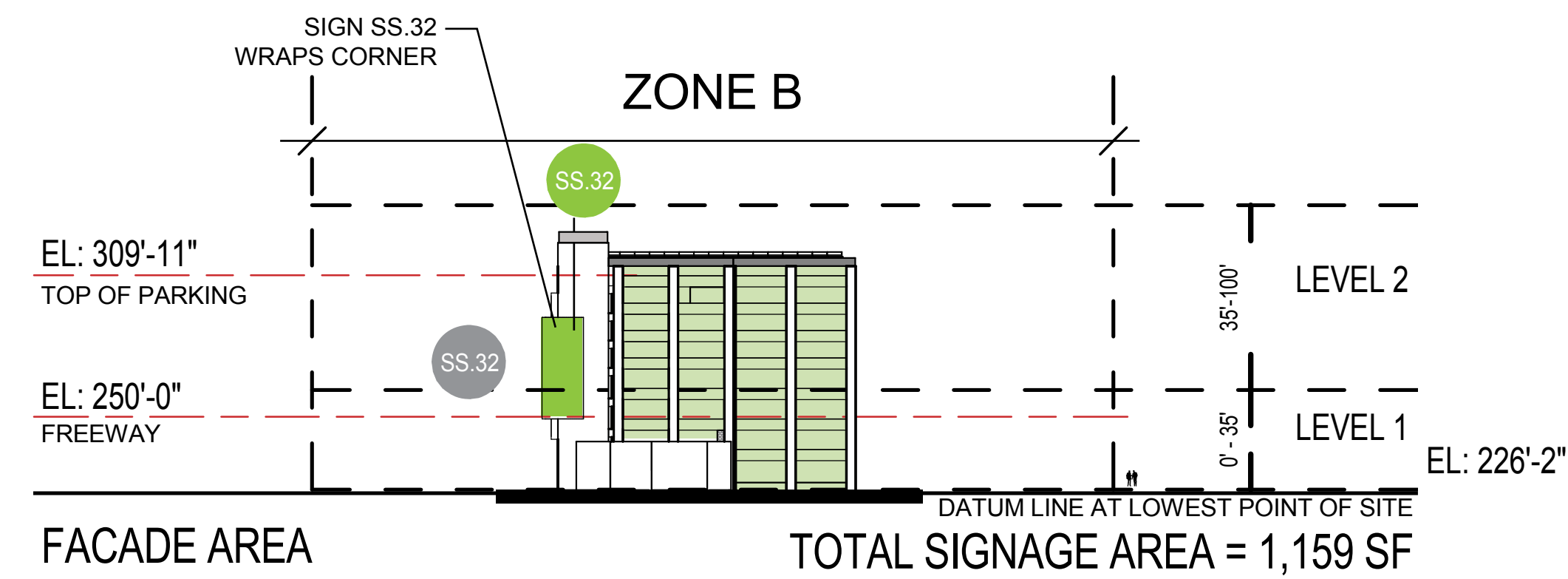
SS WALL SIGN



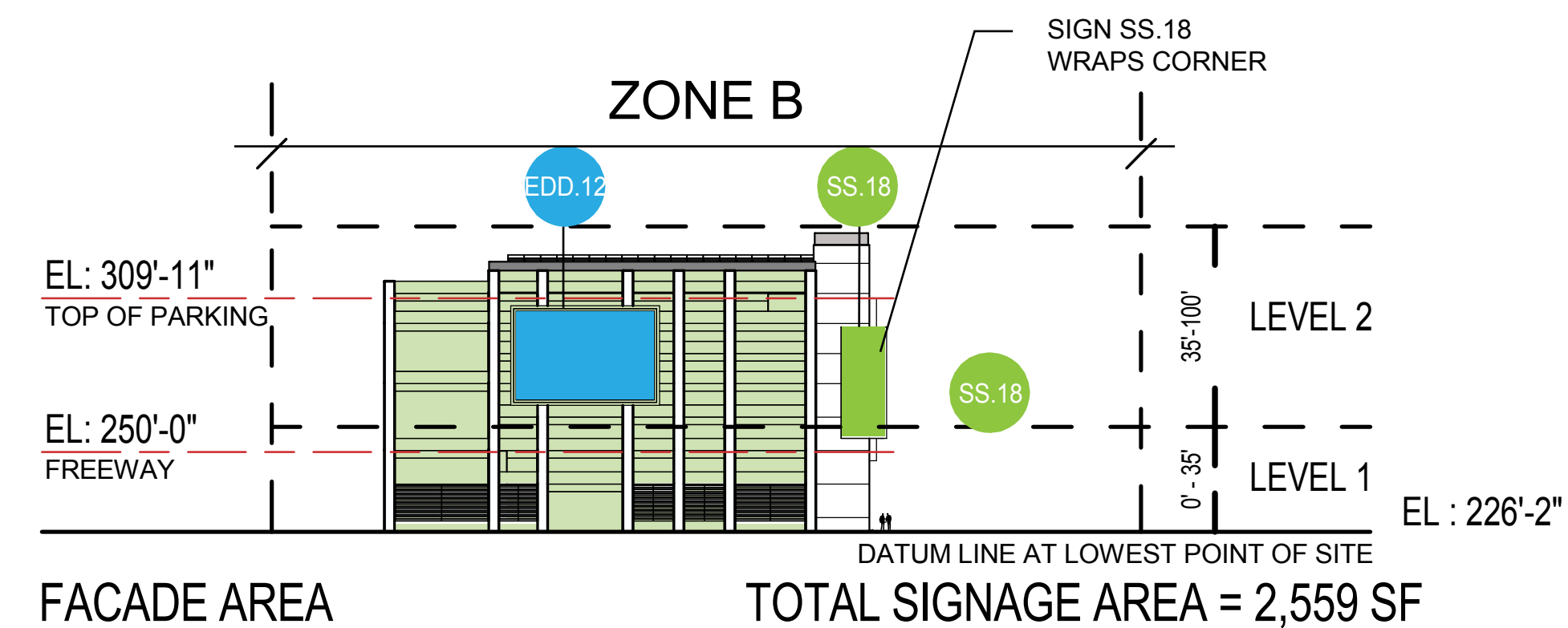
FACADE AREA
 LEVEL 2 = 42,760 SF
 LEVEL 1 = 33,680 SF
 LA LIVE WAY PKG SIGNAGE ELEVATION - EAST
 1" = 100'-0"



FACADE AREA
 LEVEL 2 = 46,650 SF
 LEVEL 1 = 34,350 SF
 LA LIVE WAY PKG SIGNAGE ELEVATION - WEST
 1" = 100'-0"



FACADE AREA
 LEVEL 2 = 8,140 SF
 LEVEL 1 = 7,030 SF
 LA LIVE WAY PKG SIGNAGE ELEVATION - NORTH
 1" = 100'-0"

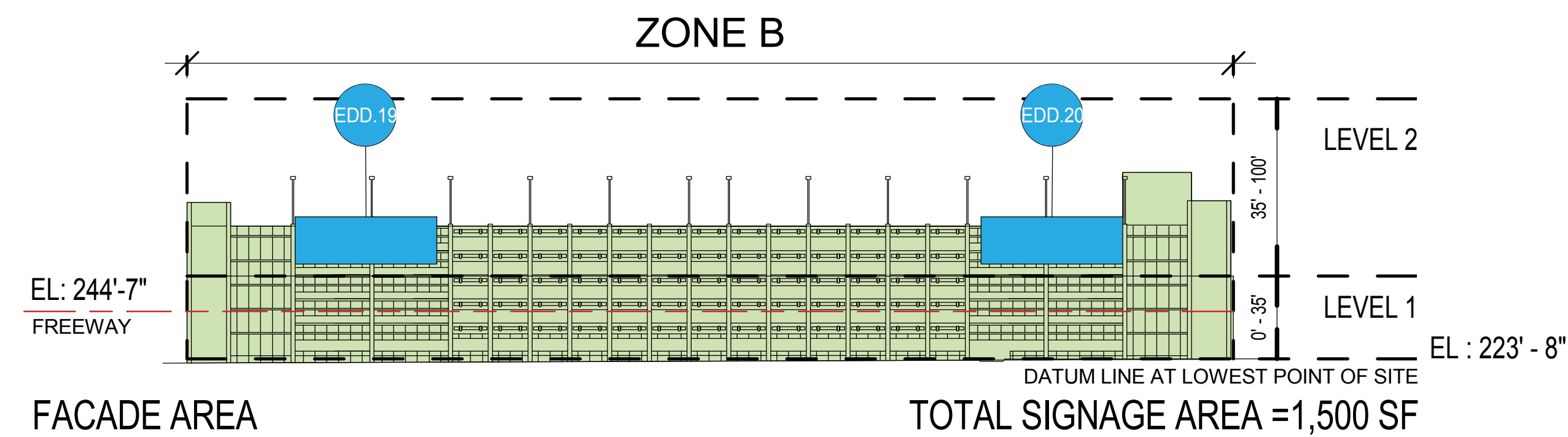


FACADE AREA
 LEVEL 2 = 8,140 SF
 LEVEL 1 = 7,030 SF
 LA LIVE WAY PKG SIGNAGE ELEVATION - SOUTH
 1" = 100'-0"

Note: All proposed signs locations are approximate & may require modification of location based on completed design. Signs may relocated up to 10 feet vertically, and 50 feet horizontally in accordance with the requirements of the sign ordinance.

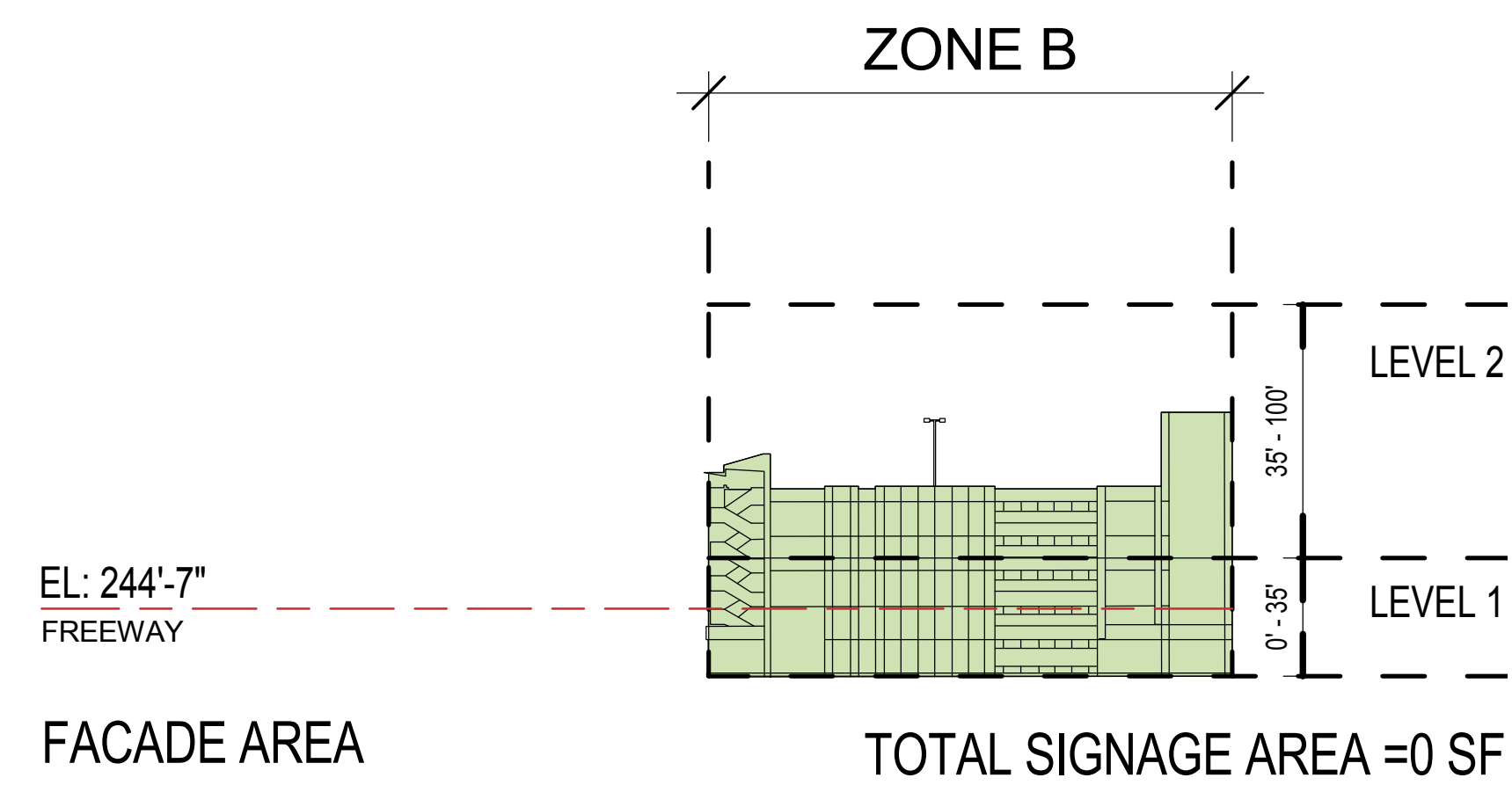
SIGN TYPES

EDD DIGITAL DISPLAY



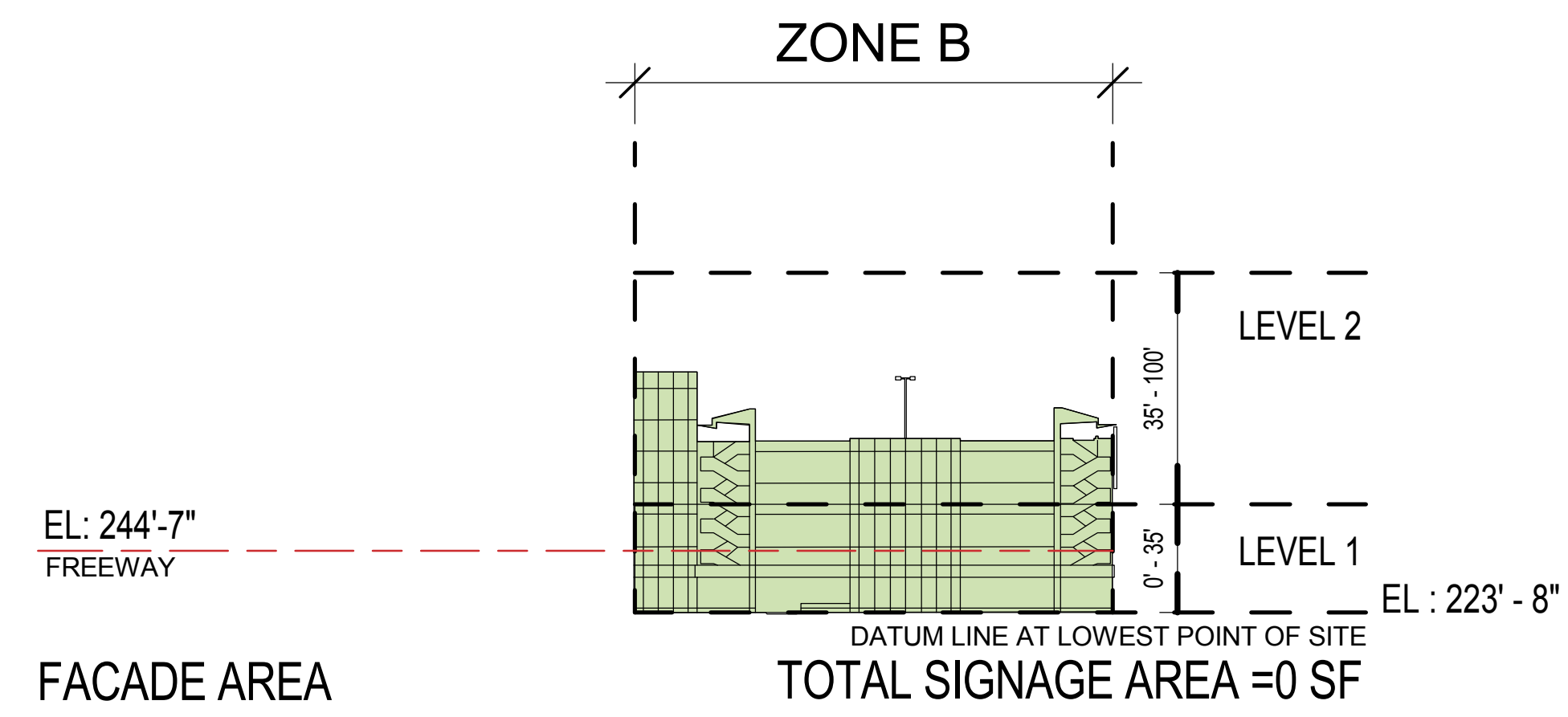
FACADE AREA
LEVEL 2 = 10,380 SF
LEVEL 1 = 15,940 SF

VENICE BLVD. PKG SIGNAGE ELEVATION - SOUTH
1" = 100'-0"



FACADE AREA
LEVEL 2 = 3,830 SF
LEVEL 1 = 5,415 SF

VENICE BLVD. PKG SIGNAGE ELEVATION - EAST
1" = 100'-0"



FACADE AREA
LEVEL 2 = 3,790 SF
LEVEL 1 = 5,400 SF

VENICE BLVD. PKG SIGNAGE ELEVATION - WEST
1" = 100'-0"

Note: All proposed signs locations are approximate & may require modification of location based on completed design. Signs may be relocated up to 10 feet vertically, and 50 feet horizontally in accordance with the requirements of the sign ordinance.

Conceptual Sign Plans may be modified in accordance with the requirements of the Sign Ordinance.

APPENDIX B

SIGN	ELEVATION	SIGN DESCRIPTION (Primary)	SIGN DESCRIPTION (Secondary)	Onsite	HEIGHT ABOVE GROUND	HEIGHT	WIDTH	AREA	SF	SUB AREA	ZONE	ZONE / LEVEL	Animated	Refresh Rate
PERMANENT SIGNAGE PROPOSED														
Event Center														
EDD.02	EAST	Digital Display	Wall	No	23'-0"	26'-8"	112'-0"	3,000	SF	2A	A-1	1 / 2	Yes	Unrestricted
EDD.03	NORTH	Digital Display	Wall	No	43'-0"	67'-0"	38'-0"	2,480	SF	2A	A-1	1	Yes	Unrestricted
EDD.04	Not Used	-	-	-	-	-	-	0	SF	-	-	-	-	-
EDD.05	NORTH	Digital Display	Wall	No	43'-0"	67'-0"	38'-0"	2,480	SF	2A	B	2	Yes	8 Second Static Image; Instant Refresh
EDD.06	WEST	Digital Display	Wall	No	38'-0"	28'-4"	50'-0"	1,420	SF	2A	B	2	Yes	8 Second Static Image; Instant Refresh
EDD.07	WEST	Digital Display	Wall	No	38'-0"	28'-4"	50'-0"	1,420	SF	2A	B	2	Yes	8 Second Static Image; Instant Refresh
EC.03	WEST	Event Center Identification Sign	Wall	Yes	88'-0"	15'-0"	100'-0"	1,500	SF	2A	B	2	No	N/A
EC.04	NORTH	Event Center Identification Sign	Wall	Yes	95'-0"	30'-0"	135'-0"	4,050	SF	2A	A-1	1/2	No	N/A
EC.05	EAST	Event Center Identification Sign	Wall	Yes	80'-0"	15'-0"	100'-0"	1,500	SF	2A	B	2	No	N/A
EC.06	SOUTH	Event Center Identification Sign	Wall	Yes	90'-0"	30'-0"	135'-0"	4,050	SF	2A	B	3	No	N/A
EC.07	WEST	Event Center Identification Sign	Wall	Yes	10'-0"	10'-0"	60'-0"	600	SF	2A	B	1	No	N/A
EC.08	WEST	Event Center Identification Sign	Wall	Yes	10'-0"	6'-0"	30'-0"	180	SF	2A	B	1	No	N/A
EC.09	WEST	Event Center Identification Sign	Wall	Yes	10'-0"	6'-0"	30'-0"	180	SF	2A	B	1	No	N/A
EC.10	EAST	Event Center Identification Sign	Wall	Yes	70'-0"	15'-0"	100'-0"	1,500	SF	2A	A-1	1	No	N/A
EC.11	EAST	Event Center Identification Sign	Wall	Yes	10'-0"	6'-0"	30'-0"	180	SF	2A	A-1	1	No	N/A
EC.12	NORTH	Event Center Identification Sign	Wall	Yes	10'-0"	10'-0"	60'-0"	600	SF	2A	A-1	1	No	N/A
EC.13	NORTH	Event Center Identification Sign	Wall	Yes	10'-0"	10'-0"	60'-0"	600	SF	2A	B	1	No	N/A
EC.14	WEST	Event Center Identification Sign	Wall	Yes	50'-0"	6'-0"	30'-0"	180	SF	2A	B	1	No	N/A
RT.01	EAST	Retail / Tenant Identification	Wall	Yes	10'-0"	6'-0"	25'-0"	150	SF	2A	A-1	1	No	N/A
RT.02	EAST	Retail / Tenant Identification	Wall	Yes	10'-0"	6'-0"	25'-0"	150	SF	2A	A-1	1	No	N/A
RT.03	NORTH	Retail / Tenant Identification	Wall	Yes	12'-0"	3'-0"	30'-0"	90	SF	2A	A-1	1	No	N/A
RT.04	NORTH	Retail / Tenant Identification	Wall	Yes	12'-0"	3'-0"	30'-0"	90	SF	2A	A-1	1	No	N/A
RT.05	NORTH	Retail / Tenant Identification	Wall	Yes	15'-0"	6'-0"	30'-0"	180	SF	2A	A-1	1	No	N/A
RT.06	Not Used	-	-	-	-	-	-	0	SF	-	-	-	-	-
RT.07	NORTH	Retail / Tenant Identification	Wall	Yes	10'-0"	3'-0"	30'-0"	90	SF	2A	B	1	No	N/A
RT.08	WEST	Retail / Tenant Identification	Wall	Yes	10'-0"	3'-0"	30'-0"	90	SF	2A	B	1	No	N/A
26,760 SF														
L.A. Live Way Garage														
EDD.08	EAST	Digital Display	Wall	No	50'-0"	20'-6"	56'-0"	1,148	SF	5A	B	2	Yes	8 Second Static Image; Instant Refresh
EDD.09	WEST	Digital Display	Wall	No	38'-0"	20'-6"	56'-0"	1,148	SF	5A	B	2	Yes	8 Second Static Image; Instant Refresh
EDD.10	WEST	Digital Display	Wall	No	38'-0"	20'-6"	56'-0"	1,148	SF	5A	B	2	Yes	8 Second Static Image; Instant Refresh
EDD.11	WEST	Digital Display	Wall	No	38'-0"	20'-6"	56'-0"	1,148	SF	5A	B	2	Yes	8 Second Static Image; Instant Refresh
EDD.12	SOUTH	Digital Display	Wall	No	38'-0"	30'-0"	46'-8"	1,400	SF	5A	B	2	Yes	8 Second Static Image; Instant Refresh
SS.18	SOUTH/EAST	Wall	Wall	No	21'-0"	38'-0"	30'-6"	1,374	SF	5A	B	1/2	No	N/A
SS.19	EAST	Wall	Wall	No	50'-0"	24'-0"	36'-0"	864	SF	5A	B	2	No	N/A
SS.20	EAST	Wall	Wall	No	50'-0"	24'-0"	36'-0"	864	SF	5A	B	1/2	No	N/A
SS.21	EAST	Wall	Wall	No	50'-0"	24'-0"	36'-0"	864	SF	5A	B	1/2	No	N/A
SS.22	EAST	Wall	Wall	No	50'-0"	24'-0"	36'-0"	864	SF	5A	B	1/2	No	N/A
SS.23	EAST	Wall	Wall	No	50'-0"	24'-0"	36'-0"	864	SF	5A	B	1/2	No	N/A
SS.24	EAST	Wall	Wall	No	50'-0"	24'-0"	36'-0"	864	SF	5A	B	1/2	No	N/A
SS.25	EAST	Wall	Wall	No	50'-0"	24'-0"	36'-0"	864	SF	5A	B	1/2	No	N/A
SS.26	EAST	Wall	Wall	No	50'-0"	24'-0"	36'-0"	864	SF	5A	B	1/2	No	N/A
SS.27	EAST	Wall	Wall	No	50'-0"	24'-0"	36'-0"	864	SF	5A	B	1/2	No	N/A
SS.28	EAST	Wall	Wall	No	50'-0"	24'-0"	36'-0"	864	SF	5A	B	1/2	No	N/A
SS.29	EAST	Wall	Wall	No	50'-0"	24'-0"	36'-0"	864	SF	5A	B	1/2	No	N/A
SS.30	EAST	Wall	Wall	No	50'-0"	24'-0"	36'-0"	864	SF	5A	B	1/2	No	N/A
SS.32	EAST/NORTH	Wall	Wall	No	21'-0"	45'-0"	30'-6"	1,374	SF	5A	B	1/2	No	N/A
19,108 SF														
Bond Street Garage														
EDD.13	WEST	Digital Display	Wall	No	45'-0"	20'-0"	60'-0"	1,200	SF	5A	B	2	Yes	8 Second Static Image; Instant Refresh
EDD.14	WEST	Digital Display	Wall	No	45'-0"	20'-0"	60'-0"	1,200	SF	5A	B	2	Yes	8 Second Static Image; Instant Refresh
2,400 SF														
Los Angeles Convention Center / New Hall														
EDD.15	SOUTH-WEST	Digital Display	Wall	No	50'-0"	24'-0"	48'-0"	1,152	SF	1A	B	2	Yes	8 Second Static Image; Instant Refresh
EDD.16	SOUTH-WEST	Digital Display	Wall	No	50'-0"	24'-0"	48'-0"	1,152	SF	1A	B	2	Yes	8 Second Static Image; Instant Refresh
EDD.17	SOUTH-WEST	Digital Display	Wall	No	68'-0"	24'-0"	48'-0"	1,152	SF	1A	B	2	Yes	8 Second Static Image; Instant Refresh
EDD.18	SOUTH-WEST	Digital Display	Wall	No	68'-0"	24'-0"	48'-0"	1,152	SF	1A	B	2	Yes	8 Second Static Image; Instant Refresh
EDD.21	NORTH	Digital Display	Wall	No	60'-0"	20'-0"	34'-0"	680	SF	1A	A	2	Yes	8 Second Static Image; Instant Refresh
EDD.22	NORTH	Digital Display	Marquee	No	16'-0"	3'-0"	245'-0"	735	SF	1A	A	1	Yes	8 Second Static Image; Instant Refresh
EDD.28	NORTH PEDESTRIAN	Digital Display	Wall	No	8'-0"	5'-0"	50'-0"	250	SF	1B	A	1	Yes	8 Second Static Image; Instant Refresh
EDD.29	NORTH PEDESTRIAN	Digital Display	Wall	No	8'-0"	5'-0"	50'-0"	250	SF	1B	A	1	Yes	8 Second Static Image; Instant Refresh

Conceptual Sign Plans may be modified in accordance with the requirements of the Sign Ordinance.

CONVENTION & EVENT CENTER PROJECT

GENSLER

APPENDIX B
CONVENTION & EVENT CENTER SIGN DISTRICT APPROVED SIGNS

5.0.5a

AUGUST 30, 2012

