

ORDINANCE NO. 182200

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

WHEREAS, the development of the Arena and 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;

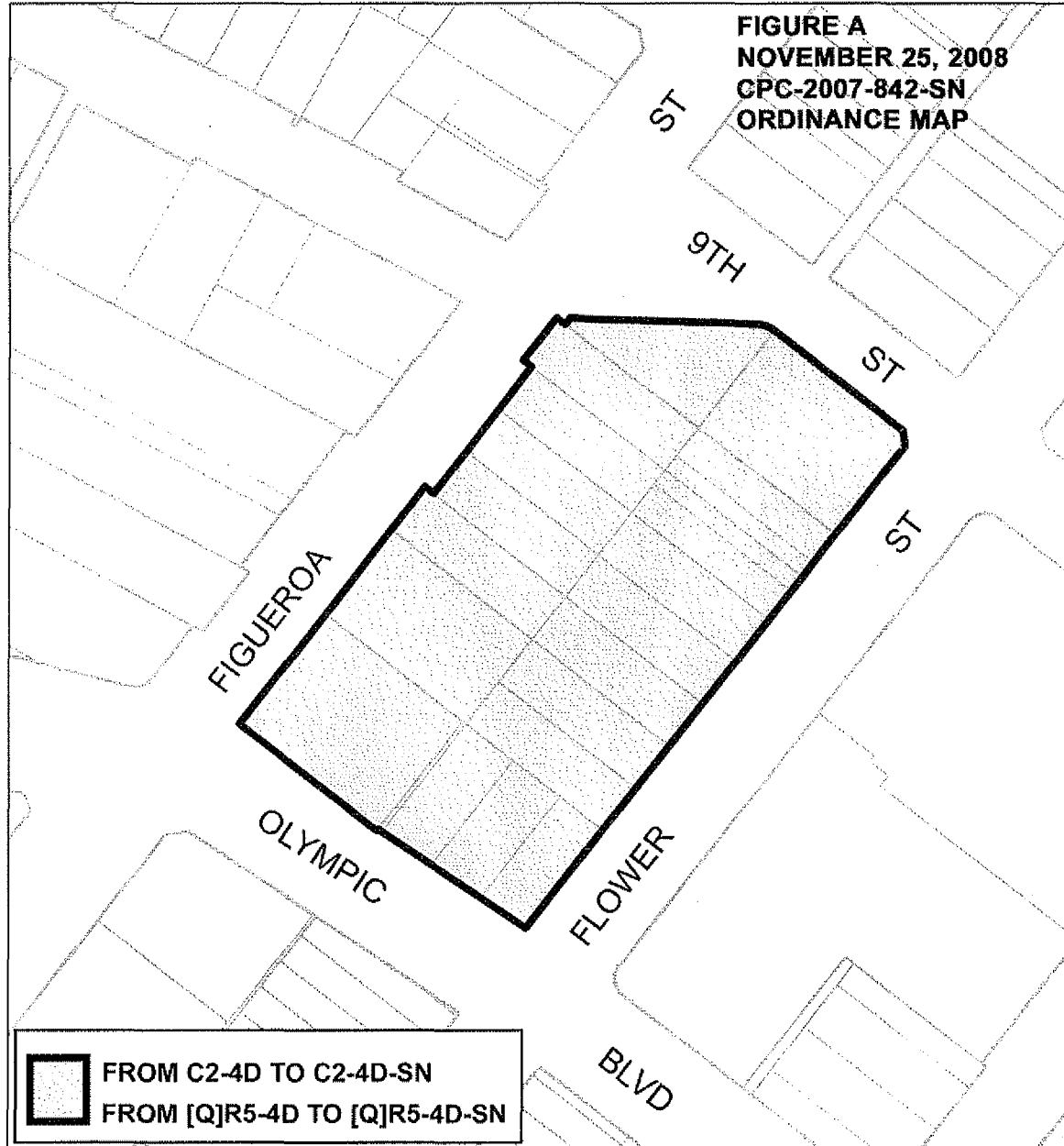
WHEREAS, additional urban infill and redevelopment, including multi-family residential, commercial/retail, and educational projects on and around Figueroa Boulevard up to and including Ninth Street are necessary to ensure the continued vitality of the Arena, LASED, and related projects, and to support the momentum which is transforming the Central City into a world class business, entertainment, and cultural hub;

WHEREAS, such infill projects require unique and vibrant signage both to attract visitors to the Central City area and to attract investment in transformative redevelopment projects;

NOW, THEREFORE,

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

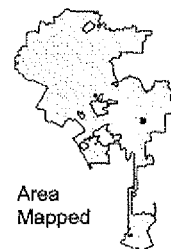
Section 1. **ESTABLISHMENT OF THE FIGUEROA AND OLYMPIC SIGN DISTRICT.** The City Council hereby establishes the Figueroa and Olympic Sign District covering an area bounded by Ninth Street on the north, Figueroa Street on the west, Olympic Boulevard on the south, and Flower Street on the east in the City of Los Angeles, as shown within the heavy lines on the attached map.



1 inch equals 125 feet

D.M. 129 A 207, 127.5 A 207	CPC 2007-0842-SN
AA/	110408

**FIGUEROA AND OLYMPIC
 SIGN DISTRICT**



Data Sources: Department of City Planning, Bureau of Engineering

Sec. 2. **PURPOSES.** The Figueroa and Olympic Sign District is intended to:

- A. Support and enhance land uses and urban design objectives in the Central City Community Plan;
- B. Reinforce the pedestrian-oriented character of the streets within and immediately surrounding the District by allowing and encouraging pedestrian-oriented signs throughout the District; and
- C. Enable the regulation of all signs in order to:
 - 1. Ensure the quality of the Central City's appearance by avoiding clutter;
 - 2. Ensure that new signs are responsive to and integrated with the aesthetic character of the structures on which they are located, and are positioned in a manner that is compatible both architecturally and relative to the other signage on-site;
 - 3. Encourage creative, well-designed signs that contribute in a positive way to the Central City's visual environment, and help maintain an image of quality and excellence for the Central City;
 - 4. Protect residential districts adjoining non-residential districts from potential adverse impacts of signs, including visual impacts of excessive numbers of signs, excessive sign size, sign illumination, and sign motion/animation; and
 - 5. Minimize potential traffic hazards and protect public safety.

Sec. 3. **APPLICATION OF SUPPLEMENTAL USE DISTRICT REGULATIONS.**

The regulations of this Ordinance are in addition to those set forth in the planning and zoning provisions of the Code. Wherever this Ordinance contains provisions that establish regulations for sign types, sign height, sign area, number of signs, sign dimensions, sign content or other time, place or manner regulations that are different from, more restrictive than or more permissive than the Code would allow, this Ordinance shall prevail.

Sec. 4. **DEFINITIONS.** Whenever the following terms are used in this Ordinance, they shall be construed as defined in this section. Words and phrases not defined here shall be construed as defined in Sections 12.03 and Article 4.4 of the Code.

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

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.

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

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

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

Can Sign. A sign whose text, logos and/or symbols are placed on the 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.

Character-Defining Features. Any physical characteristic of a Historic Building or structure, including signage, that conveys its historic identity and is identified as character-defining in a survey report prepared for the Director.

Controlled Refresh 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 II. 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 six hours, with an instant transition between images. The sign image must remain static between refreshes.

Controlled Refresh III. 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 12 hours, with an instant transition between images. The sign image must remain static between refreshes.

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 Planning, or his or her designee.

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

Historic Building. A building or structure that is:

1. listed as a Historic-Cultural Monument by the City of Los Angeles; or
2. listed in, or has been determined to be "eligible" or "potentially eligible" for listing in the National Register of Historic Places or has been determined "eligible" for listing in the California Register of Historic Places by a local, state, or federal agency as a part of an official survey prepared for such an agency or is listed as such in the State Historic Resources Inventory; or
3. listed as a historically significant building in a historic resources survey conducted by the Director.

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

Identification Sign. A wall sign that is limited to a company logo, generic type of business, or the name of a business or building.

Integral Digital Display. A Digital Display that:

1. Consists predominately of lower resolution Digital Display(s);
2. Is attached directly to and made integral with architectural elements on the facade of a building; and

3. 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. Large-Scale Architectural Lighting that:

1. Is attached directly to and made integral with architectural elements on the facade of a building; and
2. 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.

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.

Limited Animated Refresh I. The refresh rate of a sign restricted to one image transition event with a maximum two minute duration, followed by a period of static imagery for a minimum of two minutes. The transition event shall occur smoothly between images with effects including but not limited to an irregular pixilated pattern cascade with non-adjoining pixels incrementally changing over the transition period.

Limited Animated Refresh II. The refresh rate of a sign restricted to one image transition event with a maximum one hour duration, followed by a period of static imagery for a minimum of two hours. The transition event shall occur smoothly between images with effects including but not limited to an irregular pixilated pattern cascade with non-adjoining pixels incrementally changing over the transition period.

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 perpendicular to the nearest face of the building.

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.

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

Projected Image. An image projected 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. A Projected Image shall count as sign area.

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.

Supergraphic Sign. A sign, consisting of an image projected onto a wall or printed on vinyl, mesh or other material with or without written text, supported and attached to a wall by an adhesive and/or by using stranded cable and eye-bolts and/or other materials or methods, and which does not comply with the following provisions of the Code: Sections 14.4.10; 14.4.16, 14.4.17; 14.4.18; and/or 14.4.20.

Wall Sign. Any sign attached to, painted on or erected against the wall of a building or structure, with the exposed face of the sign in a plane approximately parallel to the plane of the wall.

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

Vacant Property. Any lot that does not contain an occupied building or economic use.

Sec. 5. PROCEDURAL REQUIREMENTS.

A. **Building Permits.** The Department of Building and Safety (LADBS) shall not issue a permit for a sign, a sign structure, sign illumination, or alteration of an existing sign unless the sign complies with: (1) the requirements of this Ordinance as determined by the Director; (2) relevant requirements of the Code; and (3) if applicable, Article 22.171 of the Los Angeles Administrative Code as it pertains to review of projects affecting Historic-Cultural Monuments.

B. **Director Sign Off Required.** LADBS may issue a permit for the following signs with only a Director sign off on the permit application:

1. Architectural Ledge Sign.
2. Awning Sign.
3. Hanging Sign.
4. Information Sign.
5. Monument Sign.
6. Pedestrian Sign.
7. Temporary Sign.
8. Identification Sign that measures 75 square feet in area or less.
9. Wall Sign that measures 75 square feet in area or less.
10. Window Sign.

The Director shall sign off on the permit application if it complies with all of the applicable sign requirements of the Code and this Ordinance.

C. **Project Permit Compliance Required.** 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 Code:

1. Any sign that electronically refreshes its image, lighting or coloring.
2. Identification Sign that is larger than 75 square feet in area.
3. Digital Display.
4. Integral Digital Display.

5. Large Scale Architectural Lighting.
6. Pillar Sign.
7. Projecting Sign.
8. Signs displaying off-site advertising content.
9. Supergraphic Sign.
10. Wall Sign greater than 75 square feet in area.
11. Any other type of sign not listed in Section 5.B.

D. Application for Project Permit Compliance. An application for Project Permit Compliance shall comply with Section 11.5.7 of the Code. The application may request review of one or multiple signs. The application shall be accompanied by photographs of all existing signage and architectural renderings of proposed signage, as well as a scaled plot plan showing the location and size of all existing and proposed signage. The application shall identify the refresh rate, hours of operation, and include an illumination plan for the proposed sign(s), as well as any other information the Director reasonably requests. The application shall also identify the Sign Sub-District and the Vertical Sign Zone location of the sign(s) and demonstrate compliance with the requirements specified for that location.

1. **Proof of Compliance.** A sign applicant shall provide copies of permits for all existing signage that is located on the same property as a proposed sign. All existing signs that do not have a valid permit, are not legally constructed, or are not in compliance with an issued permit shall be brought into compliance or removed prior to the approval of any additional sign(s) on the same lot, or on multiple lots that are part of an integrated development having the same ownership.

2. This Ordinance sets forth regulations for zoning purposes only. It does not supersede Fire Department or LADBS requirements pursuant to the Fire Code or Building Code, or regulations or policies promulgated there under based on health and safety concerns.

E. Findings Required for Project Permit Compliance Review. Prior to approval of the Project Permit Compliance review, the Director shall make the following findings, in lieu of the findings set forth in Section 11.5.7.C.2 of the Code:

1. All proposed signage complies with the applicable regulations found in this Ordinance, and the applicable sign regulations in the Code.

2. Pursuant to the California Environmental Quality Act, 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 project, to the extent physically feasible.

The following findings, which relate to the architectural design of the sign structure or layout and not its content, shall be used solely to condition an approval and shall not be used to deny a project:

3. All existing and proposed signs are appropriately scaled to the architectural character of all buildings and structures on the lot.

4. All existing and proposed signs result in a complementary enhancement to the architecture on the lot.

5. All existing and proposed signs result in a visually uncluttered appearance.

F. Request for Adjustments and Exceptions from Regulations. The Area Planning Commission shall have initial decision-making authority for granting exceptions from the provisions of this Ordinance. An applicant requesting an exception from the provisions of this Ordinance shall utilize the procedures for a Specific Plan Exception set forth in Section 11.5.7. F of the Code. In granting an exception, the Area Planning Commission shall make all of the following findings, in lieu of the findings set forth in Section 11.5.7.F.2 of the Code:

1. 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;

2. Strict compliance would deprive the applicant of privileges enjoyed by owners of similarly zoned property; and

3. An exception would not constitute a grant of special privilege.

In addition to the limitations imposed by Section 11.5.7 of the Code, no exception may be granted from Section 6.A of this Ordinance, or from the regulations governing off-site signs, including the development thresholds set forth in Section 6.F, or the billboard removal requirements set forth in Section 8 below.

Adjustments pursuant to Section 11.5.7 of the Code are not permitted except as stated herein.

Sec. 6. **GENERAL REQUIREMENTS.**

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

A. **Prohibited Signs.** The following signs shall be prohibited:

1. Aerial View Signs.
2. Billboards.
3. Can Signs.
4. Captive Balloon Signs.
5. Illuminated Architectural Canopy Signs.
6. Inflatable Devices.
7. Integral Large Scale Architectural Lighting.
8. Internally-illuminated Awning Signs.
9. Pole Signs.
10. Projected Image Signs.
11. Roof Signs.
12. Sandwich Board Signs.
13. Scrolling Digital Displays.
14. Signs for which a permit is required on Vacant Property.
15. Signs covering exterior doors and windows (whether operable or inoperable), rescue windows or other openings that serve habitable floor area, except for Integral Digital Display Signs, Identification Signs in Vertical Sign Zone 4, Supergraphic Signs permitted in accordance with Section 7.L.2.b and Window Signs permitted pursuant to this Ordinance.
16. Any sign not specifically authorized by this Ordinance or the Code.

B. **Sign Sub-Districts.** This District is divided into sub-districts as shown in Figure B. The purpose of the sign sub-districts is to address the relationship between sign intensity and the uses surrounding each district.

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

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

C. **Vertical Sign Zones.** The District area is also divided into four Vertical Sign Zones, as shown on Figure C. The purpose of the Vertical Sign Zones is to address different sign viewing distances, including pedestrian views from street level, pedestrian views from a distance, and views from vehicles. The Vertical Sign Zones are as follows:

1. **Level 1.** This Vertical Sign Zone is applicable to all signs located at street level, from 0 feet to 25 feet above grade;

2. **Level 2.** This Vertical Sign Zone is applicable to all signs located between Vertical Sign Zone 1 (above 25 feet above grade) and up to 150 feet above grade, but not to signs extending above the level of the podium roof line, if present. The upper limit of Level 2 may vary due to building architecture.

3. **Level 3.** This Vertical Sign Zone is applicable to all signs located between Vertical Sign Zone 2 (above 150 feet from grade or above the podium roof line, whichever is lower) and Vertical Sign Zone 4.

4. **Level 4.** This Vertical Sign Zone is applicable to all signs located within the top 24 feet of each building, as measured vertically from the top of the roof parapet.

D. **Signs In More Than One Sub-District or Vertical Sign Zone.** Signs may be located in more than one Sub-District and more than one Vertical Sign Zone, provided that the requirements contained in this Ordinance are met for each portion of the sign contained in each of the Sub-Districts or Vertical Sign Zones. In no event shall

the total sign area of an individual sign exceed the maximum permitted area in the most restrictive Sub-District or Vertical Sign Zone in which the sign is located.

F. Permitted Sign Area, Sign Type, and Maximum Coverage and Size.

Signs may only be placed in the District as set forth below, and as further limited by the requirements for specific sign types set forth in Section 7.

1. **Maximum Permitted Sign Area (By Lot).** The maximum permitted combined sign area on a lot for all signs is four square feet of signage for each foot of linear street frontage. The signage area permitted by the length of a certain street frontage shall be used on that same street frontage from which the permitted area is calculated. The maximum areas established by this Ordinance are legal maximums only and as such may not necessarily be permitted. All signs on a lot shall be included in the calculation of maximum permitted combined sign area except for the following signs:

- a. Signs in an interior courtyard or interior plaza of a non-historic building that is not visible in any way from the street, public right-of-way, or publicly accessible plaza adjacent to a public right-of-way;
- b. Any sign permitted through the use of credits awarded through Section 8. Only Digital Displays, Integral Digital Displays, and Supergraphic Signs in Vertical Sign Zone Level 2, and Identification Signs in Vertical Sign Zone Level 4 qualify for such credits.
- c. Temporary Signs.

2. **Maximum Permitted Combined Sign Area Percentages (By Vertical Sign Zone).** The maximum permitted combined sign area is limited by vertical sign zone as follows:

- a. The Combined Sign Area of all signs (other than Integral Digital Display Signs and Temporary Signs) located in Vertical Sign Zone 1, directly facing any single street from any single building facade, shall not exceed 15% of the building wall area in Vertical Sign Zone 1.
- b. The Combined Sign Area of all signs (other than Integral Digital Display Signs and Temporary Signs) located in Vertical Sign Zone 2, directly facing any single street from any single building facade, shall not exceed 30% of the building wall area in Vertical Sign Zone 2.

3. **Permitted Sign Types by Vertical Sign Zone.** Notwithstanding any provision in the Code to the contrary, the following signs are the only sign types permitted within the District:

Vertical Sign Zone	Permitted Signs
1 (0'-25')	Architectural Ledge Signs, Awning Signs, Identification Signs, Information Signs, Monument Signs, Pedestrian Signs, Projecting Signs, Wall Signs, Window Signs, Supergraphic Signs, Temporary Signs.
2 (25'-150')	Digital Display Signs, Identification Signs, Integral Digital Display Signs, Projecting Signs, Supergraphic Signs, Temporary Signs, Wall Signs.
3 (+150')	No signs permitted.
4 (Top 24' of building)	Identification Signs.

4. **Off-Site Signs.** Off-site signs are only permitted pursuant to the requirements below, and as further specified in the sign reduction requirement in Section 8.

a. Off-site advertising shall be prohibited on all lots that do not contain a building that is at least 175 feet in height. For such lots, on-site advertising and non-commercial signage may be placed in accordance with the regulations set forth in this Ordinance.

b. For lots containing a building that is 175 feet in height or greater, off-site advertising shall be permitted, but only on Digital Displays, Integral Digital Displays, and Supergraphics, and only pursuant to the regulations set forth in this Ordinance.

G. **Interior Courtyards or Plazas.** Any sign in an interior courtyard or interior plaza of a non-historic building that is not visible in any way from the street, public right-of-way, or publicly accessible plaza adjacent to a public right-of-way is only required to comply with Article 4.4. of the Code.

H. **Fire Safety.** All new signs and sign support structures shall be made of noncombustible materials or plastics approved by both the Fire Department and LADBS.

I. **Illumination.** Except for Temporary Signs, which may not be illuminated, all signs within the District may be illuminated by either internal or external means. The illumination regulations set forth in the Code, including but not limited to Section

93.0117, shall apply. Methods of signage 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. Additionally, the applicant shall submit a signage illumination plan to the Director as part of the Project Permit Review procedure set forth in Section 5 above. The signage illumination plan shall be prepared by a lighting design expert, and those portions of the plan setting forth the wattage draw must be certified and stamped by an electrical engineer certified by the State of California. The plan shall include specifications for all illumination, including maximum luminance levels, and shall provide for the review and monitoring of the displays in order to ensure compliance with the following regulations:

1. All illuminated signs shall be designed, located or screened so as to minimize to the greatest reasonable extent possible direct light sources onto any exterior wall of a residential unit and into the window of any commercial building. If signs are to be externally lit, the source of the external illumination shall be shielded from public view.
2. Signage shall not use highly reflective materials such as mirrored glass.
3. In order to satisfy the requirements of the 2008 version of Title 24 of the California Code of Regulations, no signage display or lighting shall have a wattage draw exceeding 12 watts per square foot.
4. Each Integral Digital Display or Digital Display shall be fully dimmable, and shall be controlled by a programmable timer so that luminance levels may be adjusted according to the time of day.
5. No signage display shall have a maximum total lumen output of more than 20 lumens per square foot.
6. The following additional illumination standards shall apply to all Digital Displays and Integral Digital Displays:
 - a. **Brightness.** In Vertical Sign Zones 1 and 2, all signs shall have a nighttime brightness no greater than 600 candelas per square meter and a daytime brightness no greater than 3,500 candelas per square meter. The displays shall transition smoothly at a consistent rate from the permitted daytime brightness to the permitted nighttime brightness levels, beginning 45 minutes prior to sunset and concluding 45 minutes after sunset. At sunrise, the displays shall be illuminated at a brightness no greater than 2,050 candelas per square meter, transitioning smoothly at a consistent rate for 45 minutes up to the maximum permitted daytime brightness.

b. **Beam Spread.** All light emitting diodes used within a Digital Display or Integral Digital Display shall have a maximum horizontal beam spread of 140 degrees and a maximum vertical beam spread of 65 degrees.

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

d. **Interior Spillage.** When measured from any location within a building on which a Digital Display Sign or Integral Digital Display Sign is located, the Digital Display Sign or Integral Digital Display Sign shall not increase the total amount of measurable light more than 1 LUX above the ambient-light level that exists when the Digital Display Sign or Integral Digital Display is extinguished.

J. **Illumination Testing Protocol**

1. Prior to the operation of any sign requiring Project Permit Compliance, and again 12 months after the sign has become operational, the applicant shall conduct testing to indicate compliance with the regulations of this Ordinance, and provide a copy of the results along with a certification from an LADBS approved testing agency to the Director and to LADBS stating that the testing results demonstrate compliance with the requirements of this Ordinance. The testing shall be at the applicant's expense and shall be conducted as follows:

a. In order to determine whether the illumination complies with Section 93.0117 of the Code and the requirements of this Ordinance, a representative testing site shall be established on or next to those light-sensitive receptors, as defined by the City's CEQA Guidelines, which have the greatest exposure to signage lighting on each of the four façades of the Project. A light meter mounted to a tripod at eye level, facing the Project buildings, shall be calibrated and measurements taken to determine ambient light levels with the sign on. An opaque object shall be used to block out the view of the sign and the building from the light meter at a distance of at least four (4) feet away from the tripod. A reading shall then be taken to determine the ambient light levels with the sign off. The difference between the two measurements shall be the amount of light the sign casts onto the sensitive receptor. Alternatively, the applicant may measure light levels by using the same tripod and same light meter, but by turning the signage on and off.

b. The illumination and intensity levels of all Digital Displays and Integral Digital Displays shall also be metered from a minimum of four perspectives (*i.e.*, a perspective metering each façade) using the Candela as unit of measurement, and shall indicate conformance with the standards of this Ordinance.

2. In addition, if, as a result of a complaint, LADBS has cause to believe the Project's signage lighting is not in compliance with the Code or this Ordinance, LADBS may request, at the expense of the applicant or its successor, that the testing protocol outlined in this section be implemented to determine compliance. If the testing reveals that the signage is not in compliance with the Code, this Ordinance, or mitigation measures set forth in the Environmental Clearance that the City certified for this Ordinance, the applicant or its successor shall adjust the signage to bring it into compliance immediately.

K. **Refresh Rate.** This Ordinance permits restricted refresh rates for all Digital Displays and Integral Digital Displays. No sign or lighting is granted an unrestricted refresh rate, except for one Digital Display, which may be located upon a building or structure located on the northwest corner of Olympic Boulevard and Flower Street in Sign Subdistrict B, Vertical Sign Zone 2. Otherwise, each Digital Display and Integral Digital Display sign shall follow Controlled Refresh I, as set forth in Section 7 of this Ordinance. Other than Digital Displays and Integral Digital Displays, all signs and lighting shall remain static.

L. **Sign Hours of Operation.** Digital Displays and Integral Electronic Displays may only operate and be illuminated between the hours of Dawn and 12 A.M.

M. **Hazard Review.** Signs that adhere to the regulations outlined in this Ordinance shall be exempted from the Hazard Determination review procedures in Code Section 14.4.5. All signs shall continue to be subject to Caltrans approval, where applicable.

N. **Freeway Exposure.** Signs conforming to the regulations of this Ordinance are exempt from Section 14.4.6 A of the Code. The refresh rates for all Digital Displays and Integral Digital Displays along the west-facing building frontages shall be limited to Controlled Refresh I. All signs shall continue to be subject to Caltrans approval, where applicable.

O. **Visual Maintenance.** All signs shall be maintained to meet the following criteria at all times:

1. The building and ground area around the signs shall be properly maintained. All unused mounting structures, hardware, and wall perforations from any abandoned sign shall be removed and building surfaces shall be restored to their original condition.

2. All signage copy shall be properly maintained and kept free from damage and other unsightly conditions, including graffiti.

3. All sign structures shall be kept in good repair and maintained in a safe and sound condition and in conformance 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 signage 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 structure.

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

8. Multiple temporary signs in the store windows and along the building walls of a façade are not permitted.

P. **Existing Signs.** Every existing sign and/or sign support structure constructed under a valid permit and used in conformance with the Code regulations and LADBS approvals in effect at the time of construction shall be allowed to continue to exist under those regulations and approvals even though subsequent adopted regulations and approvals have changed the requirements. All existing non-conforming signs shall be included in computing total sign area. There shall be no increase in sign area or height and no change in the location or orientation of any existing non-conforming sign. Before the issuance of a building permit for a new sign on a lot, LADBS shall verify that there are no open sign enforcement actions on the lot.

Q. **Alterations, Repairs or Rehabilitation.** Any alteration, repair or maintenance work on a legally permitted sign or sign structure shall be governed by the Code.

R. **Materials.** The materials, construction, application, location and installation of any sign shall be in conformance with the Los Angeles Building Code and the Los Angeles Fire Code.

Sec. 7. **STANDARDS FOR SPECIFIC TYPES OF SIGNS.**

A. **Architectural Ledge Signs.**

1. **General.**

a. Individual letters or numbers no taller than 24" or an icon no taller than 24" may stand atop or be suspended from a ledge.

b. Solid panels and Can Signs are not permitted as Architectural Ledge Signs.

c. The sign shall be oriented so that the message, graphic, or symbol on the sign is approximately parallel with the façade of the structure to which the sign is affixed.

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

3. **Dimensions.**

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

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

c. **Suspension.** Supports that are constructed for the purpose of supporting an Architectural Ledge Sign may not exceed 24 inches in height as measured vertically from the top of the letter or symbol to the bottom of the supporting architectural appurtenance, nor may those supports exceed eight inches in width as measured horizontally.

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

B. **Awning Signs.** An Awning Sign shall comply with Section 14.4.19 of the Code.

C. **Digital Display Signs.** Digital Display Signs shall be permitted subject to the following regulations:

1. **Number.** There shall be no more than two Digital Display Signs permitted in the Sign District.

2. **Location.**

a. A Digital Display shall be attached to or erected against the wall of a building or structure, with the exposed face of the sign in a plane approximately parallel to the plane of the wall.

b. A Digital Display Sign shall not cover architectural features of a building's façade.

c. No portion of a Digital Display Sign shall be taller than 100 feet in height, as measured vertically from finished grade.

d. One Digital Display is permitted to be located upon a building or structure on the southeast corner of 9th Street and Figueroa Street in Sign Sub District A, Vertical Sign Zone Level 2. Another Digital Display is permitted to be located upon a building or structure on the northwest corner of Olympic Boulevard and Flower Street in Sign Sub District B, Vertical Sign Zone 2. Digital Displays shall not be permitted in any other location.

3. **Area.** The total square footage of both Digital Display Signs located within the Sign District shall not exceed 1,500 square feet. No individual Digital Display Sign shall exceed 1,000 square feet.

4. **Illumination.** The lighting of a Digital Display Sign shall be subject to the regulations under Section 6.I and 6.J of this Ordinance.

5. **Refresh Rates.** The Digital Display located on the southeast corner of 9th Street and Figueroa Street shall be restricted to Controlled Refresh I. The Digital Display located at the northwest corner of Olympic Boulevard and Flower Street may have unrestricted animation.

6. **Monitoring.** To facilitate the monitoring of compliance with the conditions of this Ordinance, the operator of a Digital Display Sign shall:

a. Maintain an accurate schedule of images displayed on such Digital Display or Integral Digital Display Sign together with copies of all such images for at least 60 days after the date of an image's display; and

b. Provide copies of such schedule and images as requested by the Director.

D. Hanging Signs.

1. General.

a. A Hanging Sign shall consist of individual letters or numbers no taller than 24 inches, or an icon no taller than 24 inches. Such letters, numbers, or icon shall be suspended from a ledge.

b. Solid panels and Can Signs are not permitted as Hanging Signs.

c. The sign shall be oriented so that the message, graphic, or symbol on the sign is approximately parallel with the façade of the structure to which the sign is affixed.

d. No message, graphic or symbol shall be located on that portion of a hanging sign that is perpendicular to the façade of the structure to which the sign is affixed.

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

3. Dimensions.

a. The lowest portion of a suspended Hanging Sign shall be at least eight feet above the natural or finished grade as measured vertically.

b. Suspension supports which are constructed for the purpose of supporting a Hanging Sign may not exceed 24 inches in height as measured vertically from the top of the letter or symbol to the bottom of the supporting architectural appurtenance, nor may those supports exceed 8 inches in width as measured horizontally.

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

E. Identification Signs.

1. General. Identification Signs shall be limited to a logo, generic type of business, or the name of a business or building. Identification Signs may be Wall Signs, or other types of installation as allowed by this Ordinance.

2. **Location.**

a. Identification Signs shall only be permitted in Vertical Sign Zones 1 and 2, and in Vertical Sign Zone 4 subject to additional regulations below.

3. **Additional Regulations for Identification Signs in Vertical Sign Zone 4.**

a. **Minimum Building Height.** A building must be at least 150 feet tall to have an Identification Sign or Signs in Vertical Sign Zone 4.

b. **Location.** On a flat-topped building, Identification Signs in Vertical Sign Zone 4 must be located between the top of the windows on the topmost floor and the top of the roof parapet or within an area 24 feet below the top of the roof parapet, whichever is less. On buildings with stepped or otherwise articulated tops, Identification Signs in Vertical Sign Zone 4 may be located within an area 24 feet below the top of the building or within an area 24 feet below the top of the parapet of the main portion of the building below the stepped or articulated top. The Identification Signs must be located on a wall and may not be located on a roof, including a sloping roof. The Identification Signs may be attached directly to the skin of the building, or a screen placed in front of the skin, or located directly within an exterior glass or metal screen, provided all Fire Department requirements are met.

c. **Area.** An Identification Sign in Vertical Sign Zone 4 may not exceed 800 square feet in area.

d. **Number of Identification Signs in Vertical Sign Zone 4.** A building may have no more than two Identification Signs in Vertical Sign Zone 4, and only a single sign face may be seen from a single vantage point.

e. **Other Guidelines.** Identification Signs in Vertical Sign Zone 4 are encouraged to meet the following guidelines:

(i) The use of symbols or logos, rather than names or words, is encouraged.

(ii) Identification Signs should be integrated into the architectural design of the building.

(iii) Identification Signs should be designed to be easily changed over time, in order to accommodate new tenants.

(iv) Identification Signs should be designed to preserve outward views from interior spaces.

(v) Nighttime lighting of Identification Signs in Vertical Sign Zone 4, as well as of distinctive building tops, is encouraged and the two should be integrated. Lighting of Identification Signs in Vertical Sign Zone 4 should include backlighting that creates a "halo" around the Identification Sign. Backlighting may be combined with other types of lighting.

(vi) All Identification Signs in Vertical Sign Zone 4 should be designed so as to present internally consistent and internally proportionate sign copy and 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.

F. **Information Signs.** Unless otherwise specified in this Ordinance, an Information Sign shall comply with Section 14.4.7 of the Code.

G. **Integral Digital Display Signs.** Integral Digital Display Signs shall be permitted subject to the following regulations:

1. **General.** Integral Digital Display Signs by their nature are lower resolution signs. Such signs are encouraged to incorporate larger scale elements of diffuse imagery, including monochromatic or dichromatic color designs, abstract pixilation, and internally illuminated tinted transparent or translucent material. A project permit for pursuant to Section 5.C for an Integral Digital Display Sign shall be considered only at the time of building design development.

2. **Number.** There shall be no more than one Integral Digital Display Sign in the District.

3. **Location.**

a. The Integral Digital Display Sign shall be limited to Sub-District A, Vertical Sign Zone 2, and shall be generally located on either of the towers or structures at the southeast corner of 9th Street and Figueroa Street.

b. The Integral Digital Display Sign shall not cover the exterior of windows, doors, vents, or other openings that serve occupants of a building unless:

i. The operability and functionality of all windows, doors, vents, or openings covered by such Integral Digital Display are maintained to the building's design standards;

ii. Visibility from the interior of each window covered by such Integral Digital Display is maintained to the building's design standards; and

iii. The Integral Digital Display maintains a minimum space of 12 inches in vertical or horizontal dimension between individual lighting components embedded into any mesh, netting, horizontal louvers, vertical louvers, or similar installations. Each horizontal or vertical component may have a consistent linear row of pixels; however, each component or row must maintain a minimum space of 12 inches between components or rows. This requirement is subject to the 20% adjustment procedure set forth in Section 11.5.7 E of the Code. This required spacing serves to maintain lower resolution imagery and allow both outward and inward views of the building's windows, doors, vents, and openings.

c. The Integral Electronic Display Sign shall not cover architectural features of a building's façade.

d. No portion of the Integral Digital Display Sign shall be taller than 150 feet in height, as measured vertically from finished grade.

4. **Area.** The Integral Digital Display shall not exceed a total of 8,300 square feet in area.

5. **Illumination.** The lighting of the Integral Digital Display Sign shall be subject to the regulations of Section 6.I and 6.J of this Ordinance.

6. **Refresh Rates.** The Integral Digital Display may be animated, but shall be restricted to Controlled Refresh I.

7. **Monitoring.** To facilitate the monitoring of compliance with the conditions of this Ordinance, the operator of a Digital Display or Integral Digital Display Sign shall:

a. Maintain an accurate schedule of images displayed on such Digital Display or Integral Digital Display Sign together with copies of all such images for at least 60 days after the date of an image's display; and

b. Provide copies of such schedule and images as requested by the Director.

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

I. **Pedestrian Signs.**

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 sign shall consist of individual, dimensional letters or graphic elements that are applied onto the sign surface.

c. A Pedestrian Sign shall not be a Can Sign.

2. **Location.**

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

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

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

4. **Individual Sign Area.** The sign area for a Pedestrian Sign shall not exceed six square feet for each sign face.

5. **Projection From The Building Face.** Notwithstanding the provisions of Section 14.4.9 of the Code to the contrary, a Pedestrian Sign may project out to a maximum of three feet from the face of the building at a height of at least eight feet above the ground level.

J. **Pillar Signs.** Pillar Signs shall comply with the following regulations:

1. **General.** A Pillar Sign shall not be a Can Sign. A Pillar Sign shall not be a Digital Display.

2. **Location.**

a. A new Pillar Sign shall not be permitted on a lot that has an existing Billboard or pole sign.

b. Pillar Signs shall not be permitted on that portion of a lot having less than 50 feet of street frontage. Lots having at least 50 feet may have one Pillar Sign.

c. A Pillar Sign shall be set back at least ten feet from the intersection of a driveway and the public right of way and shall not interfere with or present a hazard to pedestrian or vehicular traffic.

d. A Pillar Sign shall be located at least 7.5 feet from interior lot lines and at least 15 feet from any other Pillar Sign, Monument Sign, Projecting Sign, Billboard or Pole Sign.

3. **Dimensions.**

a. **Height.**

(i) A Pillar Sign shall not exceed a height of 20 feet above the sidewalk grade or edge of roadway grade nearest the sign, as measured to the top of the sign.

(ii) The top of a Pillar Sign shall be at least three feet below the height of any adjacent building facade on the lot where the Pillar Sign is located.

b. **Width.** The maximum horizontal dimension of any portion of a Pillar Sign shall not exceed three feet. The supporting elements of the sign shall have a dimension that is no less than 80% of the sign face along the same horizontal plane.

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

K. **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 allowed on that portion of a Projecting Sign that is parallel to the face of the building.

2. **Location.**

a. A Projecting Sign shall align with major building elements such as cornices, string courses, window banding, or vertical changes in material or texture.

b. There shall be a minimum distance of 20 feet, measured horizontally, between a Projecting Sign and any other type sign, except for a Pedestrian Sign, Identification Sign, Wall Sign or Window Sign.

c. A new Projecting Sign shall be located at least 1 foot from any interior lot line that does not adjoin a street or alley.

d. A Projecting Sign shall only be located in Vertical Sign Zones 1 and 2.

3. **Dimensions.**

a. A Projecting Sign shall not exceed 50 feet in height as measured vertically from the bottom of the sign to the top of the sign.

b. The width of the sign face of a Projecting Sign that is perpendicular to the building shall not exceed 20 percent of the overall height of the sign and in no event shall exceed four 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 two feet in width.

4. **Extension Above The Roof.** A Projecting Sign may extend above the top of the wall or roof parapet of a building face but the extension shall not exceed 30 percent of the total vertical height of the projecting sign. In no event shall a Projecting Sign extend higher than 150 feet from grade.

5. **Projection From The Building Face.** The planes of Projecting Sign faces shall be parallel to one another unless approved as a design element of a Project Permit Compliance review.

L. **Supergraphic Signs.**

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

2. **Location.**

a. A Supergraphic Sign shall not cover architectural features of a building and shall not cover Character-Defining Features of a façade on a Historic Building.

b. A Supergraphic Sign shall not cover windows, except that a Supergraphic Sign may be installed on a metal frame or screen attached to a building, acting as a screen to a window, provided that all Fire Department requirements are met and that the screen is a minimum of 20 inches in front of the window glass.

c. A Supergraphic Sign shall be permitted only in Vertical Sign Zone Level 2.

d. A maximum of four Supergraphic Signs shall be permitted in the District. A maximum of three Supergraphic Signs shall be permitted in Area B as shown in Figure D. A maximum of one Supergraphic Sign shall be permitted in Area C as shown in Figure D. No other Supergraphic Sign locations are permitted.

3. **Area.**

a. A Supergraphic Sign shall be at least 800 square feet in size.

b. The total combined area of Supergraphic Signs in the District shall not exceed 7,000 square feet.

c. An individual Supergraphic Sign shall not exceed 3,000 square feet.

d. The written message, including logos, shall not exceed 15% of the total area of the sign. Depiction of any logo or text shall be counted as text.

4. **Construction.**

a. A Supergraphic Sign that is comprised of vinyl or other material may be attached to a wall with an adhesive or by mechanical means. The means of attachment must be approved by LADBS and LAFD.

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

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

N. **Wall Signs.**

1. **Location.**

a. No portion of any Wall Sign shall be located above the second story of the building on which it is placed or higher than 35 feet above grade as measured vertically, whichever is lower, except when permitted as an Identification Sign in Vertical Sign Zone 2 or Vertical Sign Zone 4, or as a Digital Display Sign in Vertical Sign Zone 2.

b. A Wall Sign shall not cover the exterior of windows, doors, vents, or other openings that serve the occupants of a building.

2. **Area.** A single Wall Sign shall not exceed 300 square feet in area, except as an Identification Sign in Vertical Sign Zone 4 or as a Digital Display Sign in Vertical Sign Zone 2.

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

1. **Area.** Window Signs located on or within six feet of the window plane, painted or attached, shall not exceed 15 percent of the glass area of the window in which the Window Sign is placed.

2. **Construction.** A Window Sign may be comprised of vinyl or other material and may be attached to a window with an adhesive or by mechanical means. The means of attachment must be approved by LADBS and LAFD.

Sec. 8. **SIGN REDUCTION.** Sign reduction is required for all signs displaying off-site advertising content, and for all Supergraphic Signs, Integral Digital Display Signs and Digital Display Signs. In light of the history of the development of this District, which was delayed due to City-wide sign litigation (see, e.g., *World Wide Rush v. City of Los Angeles*, 606 F.3d 676, 684 (9th Cir. 2010) and Supplemental Findings in Support

of Adopting the Figueroa and Olympic Sign District, Council File No. 09-0189), property owners within the District may obtain credit for previous or future removal of lawfully permitted signs within the District, provided that the sign in question is a sign that the City and/or the Community Redevelopment Agency for the City of Los Angeles has prohibited, which includes Billboards, Mural Signs, Pole Signs, and Off-site Signs.

A. **Procedure.** Prior to the issuance of a building permit for any new off-site sign, Digital Display Sign, Integral Digital Display Sign, or Supergraphic Sign on a lot within the District, a property owner within the District shall file an application for Project Permit Compliance under Section 5.D. above.

1. **Evidence of Sign Removal.**

a. **Signage Already Removed.** When applying for credit for signage that has already been removed, the application shall include evidence of the removal of lawfully permitted Billboards, Pole signs, Supergraphic Signs, Off-site Signs and/or mural signs within the District. Such evidence must include all of the following: (i) a copy of the lawfully issued building permit for the sign in question; (ii) photographic evidence of the sign's prior existence, and (iii) photographic evidence of the sign's permanent removal.

b. **Signage To Be Removed In The Future.** When applying for credit for signage that will be removed in the future, the application shall include a copy of the lawfully issued building permit for the sign in question, and photographic evidence of the sign's existence. The sign credits may not finally issue until photographic evidence of the sign's permanent removal is provided to the Director of Planning. In addition, permits for the demolition of signs shall be obtained from LADBS when Code requires.

2. **Affidavit of Lot Owner Consenting To Award and Distribution of Sign Credits.** The application shall be accompanied by a notarized affidavit from the owner of the lot from which the sign was or will be removed. The affidavit shall state that the owner of the lot in question understands that the purpose of the application is to award sign credits for sign removal under Section 8 of this Ordinance. The affidavit shall also state that the owner of the lot in question agrees that sign credits resulting from the sign removal shall be issued and distributed as set forth below. Finally, the affidavit shall state that the owner of the lot in question understands and agrees that upon issuance of the sign credits the owner shall forfeit the right (if any exists under the Code or other applicable law) to reinstall the sign that was removed from his or her lot, and shall not be entitled to any compensation or credit for the removal of the sign, except as set forth under this Section (if any). Only the initial application for credits for the take down of any sign or signs shall require an affidavit. Subsequent use of the credits shall not require an affidavit. A single sign

application may be used to allocate all applicable take down credits throughout the District.

B. **Sign Credits.** One credit shall be awarded for each square foot of lawfully permitted Billboard, Pole Sign, Supergraphic Sign, Off-Site Sign and/or Mural Sign that was removed from a lot within the District. One credit may be utilized for the installation of one square foot of Digital Display Sign, Integral Digital Display Signs, Supergraphic Sign, or on-site Identification Signs (credits may be utilized for on-site Identification Signs only if the sign will be placed in Vertical Sign Zone Level 4 and only if the credits are necessary for the installation of a sign that is in excess of the Maximum Permitted Combined Sign Area set forth in Section 6.F.1.b above). Credits may only be used for the installation of signs in this District, and signs may only be installed pursuant to the regulations contained in this Ordinance. Only one set of sign credits shall be awarded for the removal of any given sign and the credits shall be valid for the duration of this Ordinance. Under no circumstances may the total number or surface area of Digital Display Signs, Integral Digital Display Signs, or Supergraphic Signs permitted in this Ordinance be exceeded. No more than 16,761 sign credits may be awarded for the District as a whole.

C. **Sign Credit Allotment.** Regardless of the identity of the applicant for sign credits, and regardless of the identity of the owner of the lot from which the sign in question was removed, the issuance of sign credits under this Section shall be distributed to Parcel Groups A through D (as defined in Figure D) as follows:

1. Parcel Group A shall be allocated 58.47 % of the sign credits (9,800 sf maximum).
2. Parcel Group B shall be allocated 31.68 % of the sign credits (5,310 sf maximum).
3. Parcel Group C shall be allocated 9.85% of the sign credits (1,651 sf maximum).
4. Parcel Group D shall be allocated 0% of the sign credits due to the historic nature of the buildings on the parcel.


All square foot area credits shall be rounded up to the nearest whole number.

Sec. 9. **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 Supplemental Use District Ordinance are declared to be severable.

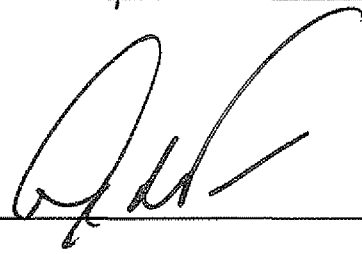
Sec. 10. The City Clerk shall certify to the passage of this Ordinance and have it published in accordance with Council policy, either in a daily newspaper circulated in the City of Los Angeles or by posting for ten days in three public places in the City of Los Angeles: one copy on the bulletin board 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 the foregoing ordinance was introduced at the meeting of the Council of the City of Los Angeles JUN 27 2012, and was passed at its meeting of JUL 24 2012.

JUNE LAGMAY, City Clerk


By  Deputy

Approved AUG 01 2012

 Mayor

Approved as to Form and Legality

CARMEN A. TRUTANICH, City Attorney

By 
Michael J. Bostrom
Deputy City Attorney

Date 3/21/12

File No(s). 09-0189

Pursuant to Charter Section 559, I approve this ordinance on behalf of the City Planning Commission

March 7, 2012

See attached report.


Michael LoGrande
Director of Planning

EXHIBIT B
(UNRESTRICTED ANIMATION FOR DIGITAL
DISPLAY SIGN LOCATED ON NORTHWEST
CORNER OF OLYMPIC & FLOWER)

FIGURE B
NOVEMBER 25, 2008
CPC-2007-842-SN
SUB-DISTRICT MAP

SUB DISTRICT A
 SUB DISTRICT B

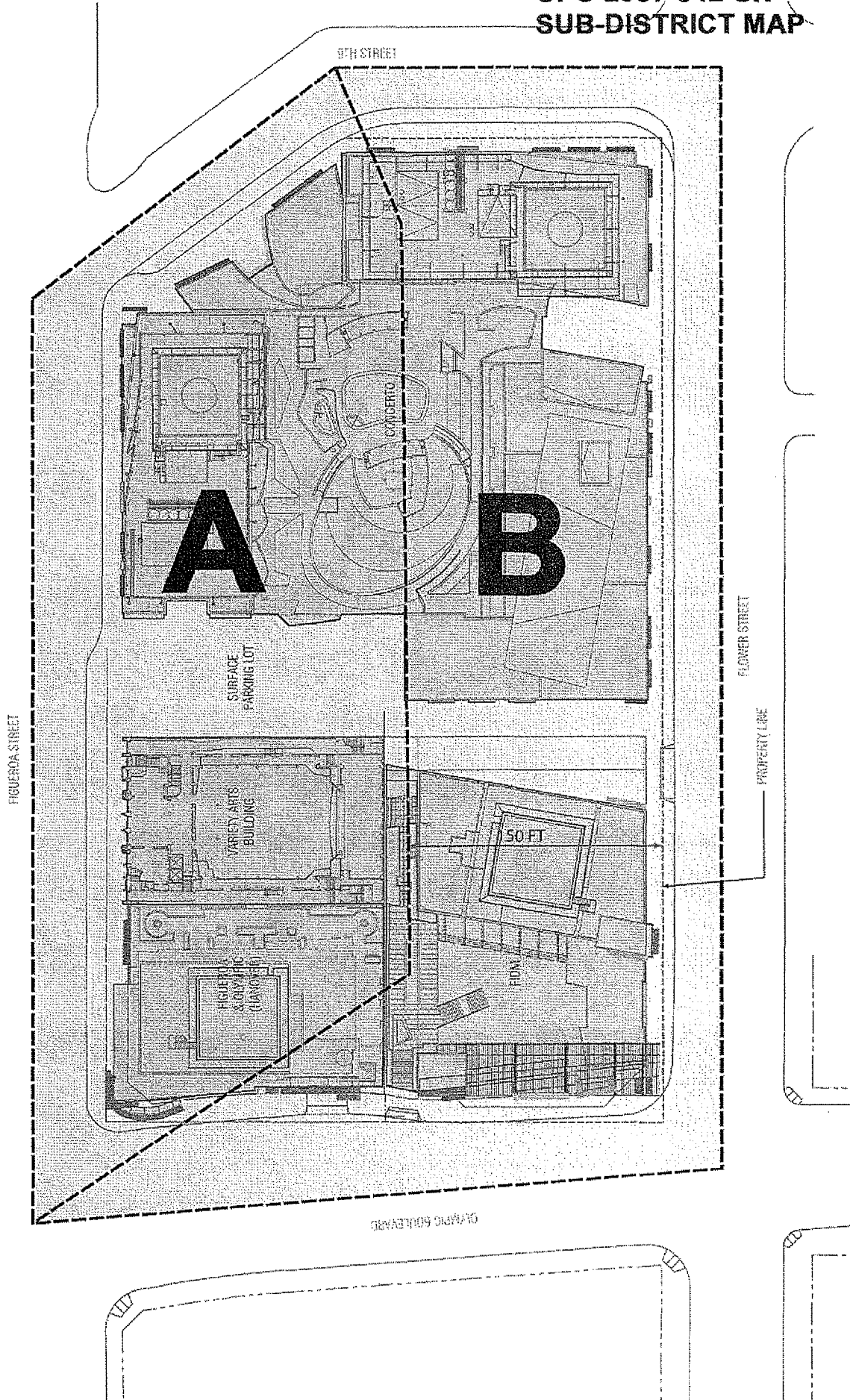


FIGURE C
JANUARY 2012
CPC-2007-842-SN
VERTICAL SIGN ZONES

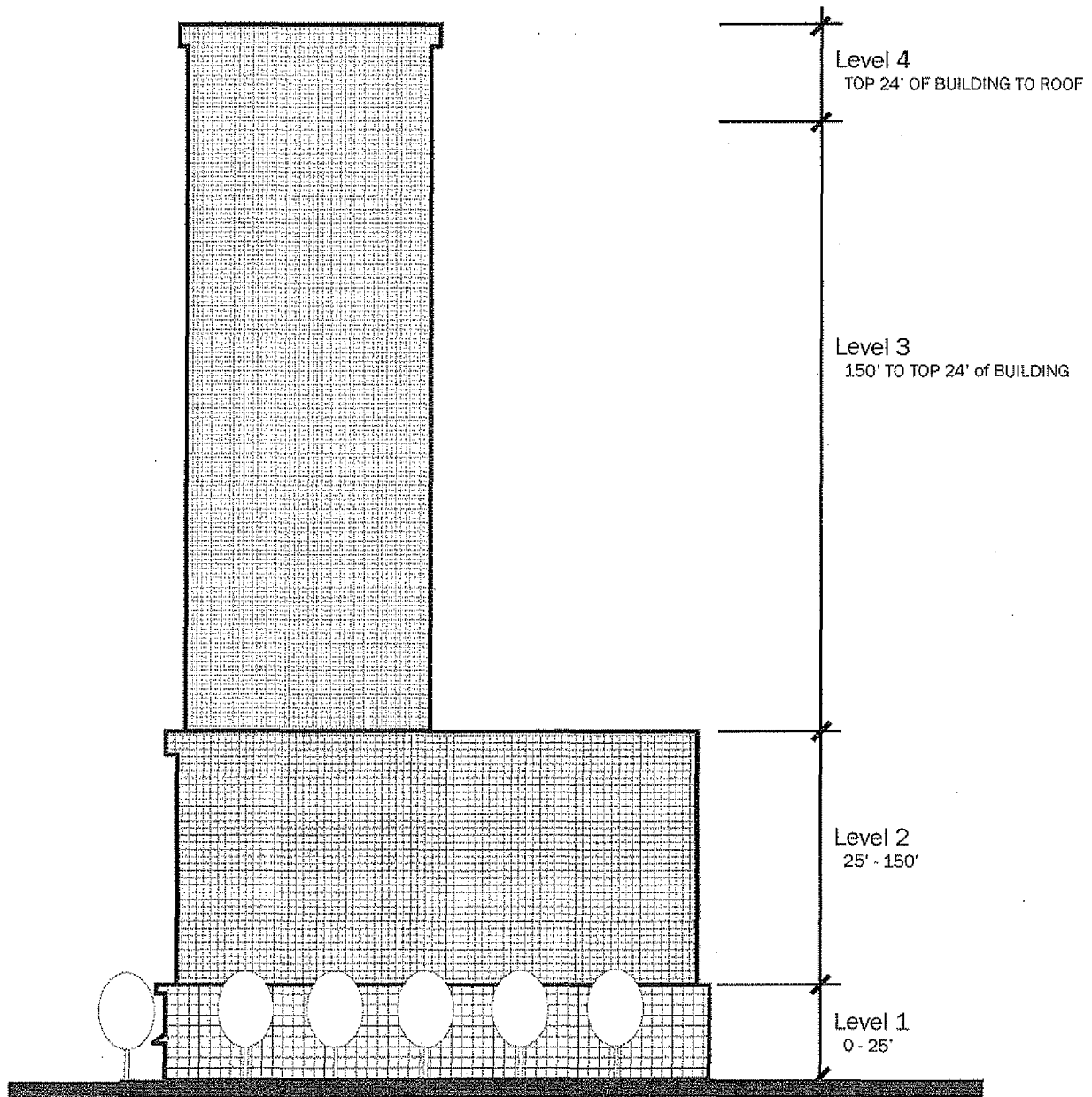


FIGURE D

JANUARY 2012

CPC-2007-842-SN

Allocation of Sign Credits by Parcel Group

Parcel Group A

Maximum of 9,800 SF bonus sign area credits

Parcel Group B

Maximum of 5,310 SF bonus sign area credits

Parcel Group C

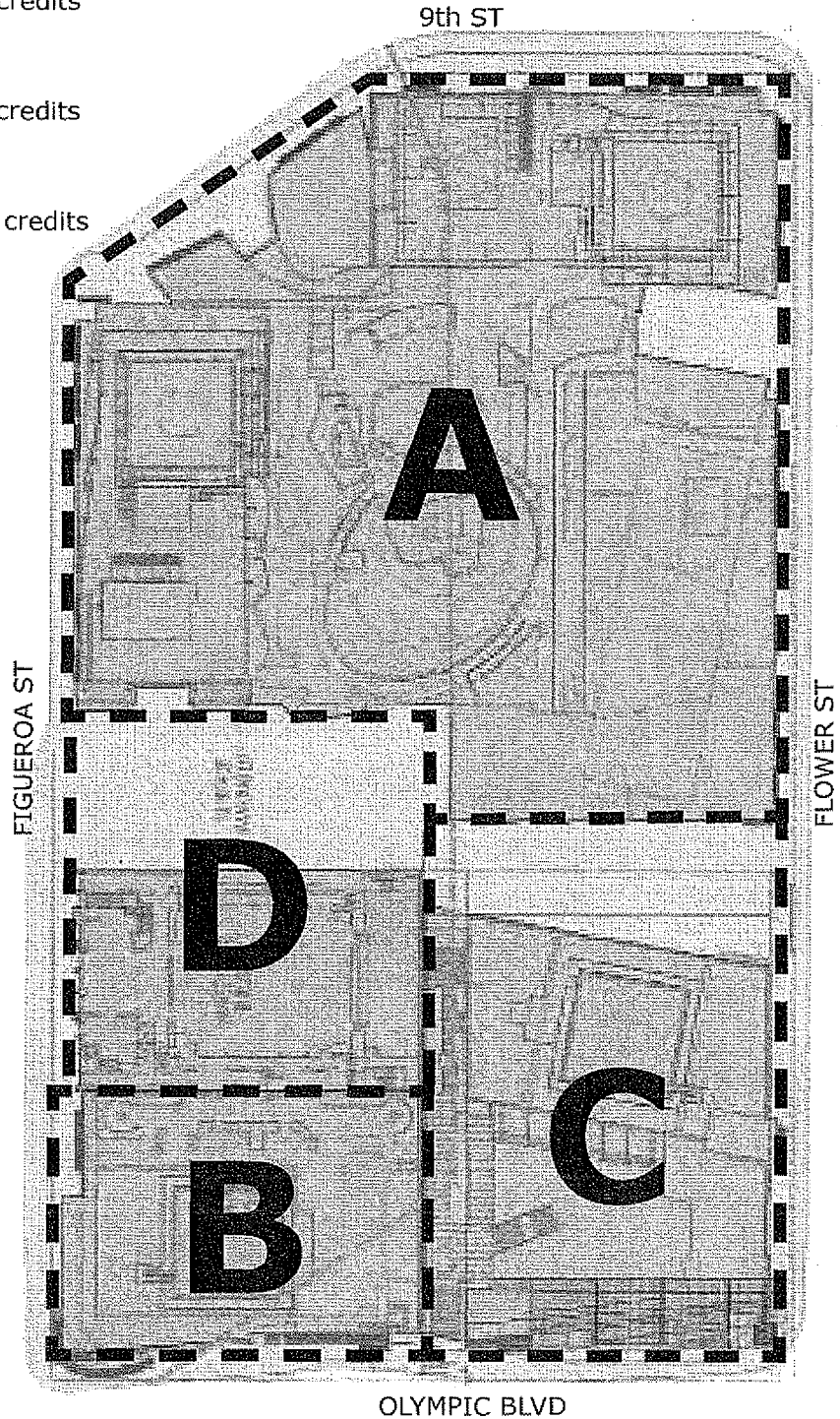
Maximum of 1,651 SF bonus sign area credits

Parcel Group D

No bonus sign area

Total Maximum Bonus Sign Area Credits

16,761 SF



DECLARATION OF POSTING ORDINANCE

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

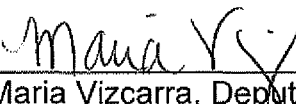
Ordinance No. 182200 – Establishing the Figueroa and Olympic Sign District pursuant to the provisions of Section 13.11 of the Los Angeles Municipal code – CPC 2007-0842-SN - a copy of which is hereto attached, was finally adopted by the Los Angeles City Council on **July 24, 2012**, and under the direction of said City Council and the City Clerk, pursuant to Section 251 of the Charter of the City of Los Angeles and Ordinance No. 172959, on **August 3, 2012** I posted a true copy of said ordinance at each of the three public places located in the City of Los Angeles, California, as follows:

- 1) one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall;
- 2) one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall East;
- 3) one copy on the bulletin board located at the Temple Street entrance to the Los Angeles County Hall of Records.

Copies of said ordinance were posted conspicuously beginning on **August 3, 2012** and will be continuously posted for ten or more days.

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

Signed this **3rd** day of **August, 2012** at Los Angeles, California.



Maria Vizcarra, Deputy City Clerk

Ordinance Effective Date: September 12, 2012

Council File No. 09-0189