

ORDINANCE NO. 188078 \_\_\_\_\_

**CONVENTION CENTER AND ARENA SIGN DISTRICT**

## TABLE OF CONTENTS

SECTION 1.	ESTABLISHMENT OF THE CONVENTION CENTER AND ARENA SIGN DISTRICT.....	5
A.	Boundaries.....	5
B.	Sign Zones.....	5
C.	Compliance with State and Federal Laws.....	5
SECTION 2.	PURPOSE.....	8
A.	Purpose. ....	8
SECTION 3.	APPLICATION OF SUPPLEMENTAL USE DISTRICT REGULATIONS	9
SECTION 4.	DEFINITIONS. ....	9
SECTION 5.	PROCEDURAL REQUIREMENTS. ....	10
A.	Building Permits.....	10
B.	Director Sign Off Required.....	10
C.	Exempt Signs, Murals, and Art Installations.....	11
D.	Project Permit Compliance. ....	12
E.	Exceptions. ....	12
F.	Requests for Deviations from or Interpretations of Regulations.....	13
SECTION 6.	GENERAL REQUIREMENTS .....	13
A.	General Requirements of the Code. ....	13
B.	Permitted Signs. ....	13
C.	Prohibited Signs.....	13
D.	Permitted Sign Types by Location. ....	13
E.	Freeway Exposure.....	13
F.	Minimum Sign Separation.....	13
G.	Illumination.....	14
H.	Sign Illumination Plan. ....	14
I.	Illumination Testing Protocol for Digital Displays. ....	15
J.	Refresh Rates.....	16
K.	Visual Maintenance. ....	16
L.	Hazard Review. ....	17
M.	Alterations, Repairs or Rehabilitation.....	18
N.	Materials. ....	18
O.	New Technologies. ....	18

SECTION 7.	STANDARDS FOR SPECIFIC TYPES OF SIGNS. ....	19
A.	Aerial View Signs.....	19
B.	Arena Freeway Sign .....	19
C.	Digital Displays. ....	20
D.	Pillar Signs.....	21
E.	Projected Image Signs.....	22
F.	Projecting Signs.....	22
G.	Supergraphic Signs. ....	23
H.	Temporary Signs. ....	24
I.	Wall Signs.....	24
J.	Window Signs. ....	25
SECTION 8.	SEVERABILITY.....	25
SECTION 9.	CITY CLERK CERTIFICATION AND PUBLICATION .....	26
APPENDICES		
Appendix A Conceptual Sign Plans		
MAPS		
Map 1	Convention Center and Arena Sign District Boundaries .....	6
Map 2	Sign District Zones.....	7

An ordinance amending and restating the sign district formerly known as the Convention and Event Center Sign District (Ordinance No. 182,281) and hereafter known as the Convention Center and Arena Sign District as defined in Section 1.A. of this Ordinance (Sign District), pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code (LAMC).

**WHEREAS**, the development of STAPLES Center Arena (now named Crypto.com Arena) (Arena) 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 Community Plan area as a key business, entertainment, and cultural destination and have enlivened the Los Angeles Convention Center (Convention Center) and increased its attendance and events;

**WHEREAS**, in October 2012, the City Council approved entitlements, including the Convention and Event Center Specific Plan (Existing Specific Plan), for a project to construct an event center intended to host a National Football League team on the site of the existing West Hall (Event Center), construct replacement exhibit and meeting hall space to modernize and expand the Convention Center, and develop other site improvements, including implementation of a comprehensive signage program pursuant to the Convention and Event Center Sign District (Existing Sign District);

**WHEREAS**, the entitlements for the Convention and Event Center project were approved but not effectuated because, among other things, the Event Center is no longer proposed to be constructed;

**WHEREAS**, the Existing Specific Plan has been amended and restated, and is now known as the Convention Center and Arena Specific Plan, to provide for the expansion and modernization of the Convention Center to provide enhanced opportunities for conventions and trade shows, other major events, tourism, and similar or related uses;

**WHEREAS**, development in accordance with the Convention Center and Arena 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 Crypto.com Arena and the future Convention Center development by providing public gathering places and a pedestrian friendly environment;

**WHEREAS**, expansion and modernization of the Convention 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 Community Plan area into a world class business, entertainment, and cultural hub;

**WHEREAS**, unique and vibrant signage within the Sign District continues to be required in the Convention Center and Arena Sign District both to attract visitors to the Central City Community Plan area and to attract investment required to carry out the Convention Center expansion and modernization; and

**WHEREAS**, this ordinance has been developed in conjunction with and in furtherance of the Convention Center and Arena Specific Plan and includes certain modifications to the Existing Sign District to reflect the removal of a substantial volume of signage previously proposed for the Event Center, to add areas and signage options within the Sign District and to better tailor the program to a project focused exclusively on expansion and enhancement of the Convention Center.

**NOW, THEREFORE,**

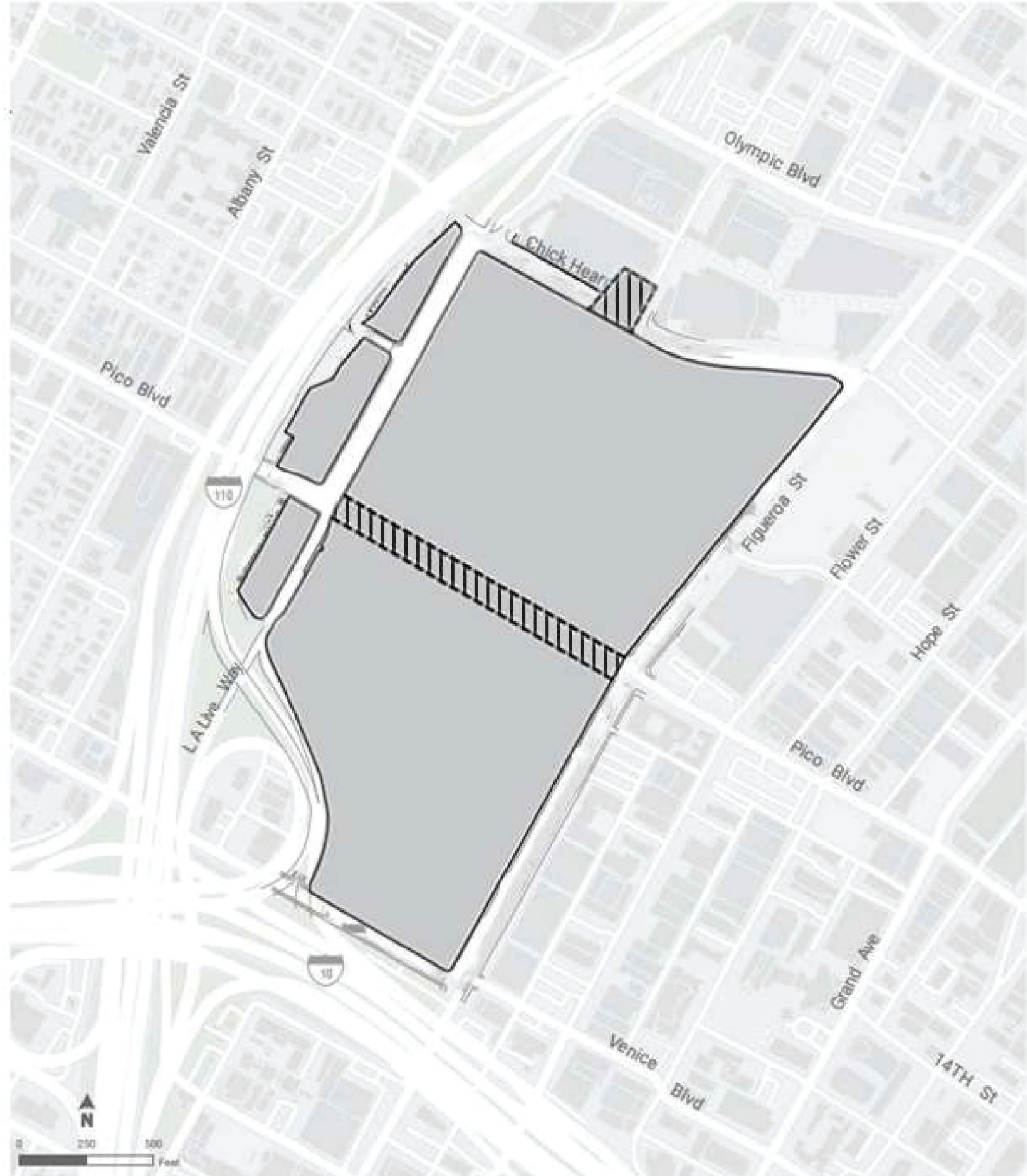
**THE PEOPLE OF THE CITY OF LOS ANGELES  
DO ORDAIN AS FOLLOWS:**

**SECTION 1. ESTABLISHMENT OF THE CONVENTION CENTER AND ARENA SIGN DISTRICT.**

**A. Boundaries.** The City Council hereby amends and restates in its entirety the Existing Sign District, known hereafter as the Convention Center and Arena Sign District, which shall be applicable to the approximately 68 acre site owned by the City and bounded by the south side of Chick Hearn Court on the north; the west side of Figueroa Street on the east; the north side of Venice Boulevard on the south; and the east side of Caltrans right of way adjacent to the 110 Freeway on the west, as generally shown within the solid heavy black line on Map 1. In the event of any conflict between the boundaries stated in this Section 1.A and Map 1, the specific boundaries in this Section 1.A. shall prevail.

**B. Sign Zones.** This Sign District is divided into four 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.

**C. Compliance with State and Federal Laws.** All signs authorized by this Ordinance in any Sign Zone must comply with applicable state and federal laws including California's Outdoor Advertising Act (OAA) (Business & Professions Code Sections 5200-5486) and applicable safety provisions in the California Vehicle Code including Vehicle Code Sections 21465, 21466, and 21466.5. Nothing in this Ordinance can or is intended to alter or avoid applicable state requirements.



MAP 1  
**Convention Center and  
 Arena Sign District**

- SIGN DISTRICT BOUNDARY
- ADDITIONAL SIGN DISTRICT AREA FOR POTENTIAL AIR SPACE PARCELS



MAP 2

# Sign District Zones

- Arena Zone
- Figueroa Corridor Zone
- Chick Hearn Court Zone
- Freeway Edge Zone

NOTES: The boundary of the Arena Zone is considered the area governed by the Arena ground lease. Signage along the Convention Center facade facing the freeway is considered to be located in the Freeway Edge Zone.



## SEC. 2. PURPOSE.

**A. Purpose.** The Sign District is intended to:

1. Support and enhance the land uses and urban design objectives in the Central City Community Plan and the Convention Center and Arena Specific Plan;

2. Reinforce the pedestrian-oriented character of the streets within and immediately surrounding the Sign District by allowing and encouraging pedestrian-oriented signs throughout the Sign District;

3. Establish Sign Zones and provide further regulation of signs in order to:

a. Ensure the quality of the Sign District's appearance;

b. Ensure that new signs are responsive to and integrated with the aesthetic character of the Convention Center and Arena in the areas on which they are located, and are positioned in a manner that is compatible both architecturally and relative to the other signage within the Sign District;

c. Encourage creative, well-designed signs that contribute in a positive way to the visual environment of the Sign District and the Central City Community Plan area in a manner that accentuates the architectural characteristics of the Convention Center and the Crypto.com Arena and reinforces the Sign District's sense of place as a major convention, tourism, 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 the Convention Center, Crypto.com Arena, 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 to minimize potential traffic hazards and protect public safety.



### SEC. 3. APPLICATION OF SUPPLEMENTAL USE DISTRICT REGULATIONS.

**A.** This Ordinance regulates signs within the Sign District. The regulations of this Ordinance are in addition to those set forth in the Planning and Zoning provisions of the Code and applicable requirements of state and federal law.

**B.** Wherever this Ordinance contains provisions that establish regulations that are different from, more restrictive than, or more permissive than the Code, this Ordinance shall prevail. This Ordinance supersedes the signage regulations from Ordinance No. 172,465 (Arena sign regulations) and Ordinance No. 182,281 (Convention and Event Center Sign District), except for existing signage which may be altered, repaired, or rehabilitated pursuant to Section 6.K.

### SEC. 4. DEFINITIONS.

Whenever the following terms are used in this Ordinance, they shall be construed as defined in this Section and state and federal laws. Words and phrases not defined here shall be construed as defined in Section 12.03 and Article 4.4 of the Code.

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

**Arena.** The sports and entertainment building within the Sign District, commonly known as Crypto.com Arena as of the date hereof, and as may be renamed from time to time.

**Arena Freeway Sign.** That existing sign within the Freeway Edge Zone and located on Venice Boulevard along the I-10 freeway as authorized under Ordinance No. 172,465 (Arena sign regulations).

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

**Conceptual Sign Plans.** The Site Plan and Sign Elevations for Options A, B, and C depicting the approved locations within the Sign District for Supergraphic Signs and Digital Displays, and Sign Plans for Wall Signs within the Arena Zone attached to this Ordinance as Appendix A.

**Digital Display.** All signs or other advertising or display faces, building faces, and/or any building or structural components that display 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, or that may be changed remotely through electronic means and that is located within the Sign District.

**Off-Site Sign.** A sign located within the Sign District that displays any message directing attention to a business, product, service, profession, commodity, activity, event, person, institution, or any other commercial message, which is generally conducted, sold, manufactured, produced, or offered or occurs elsewhere than within the boundaries of the Sign District. A sign located within the Sign District displaying the name of the entity for which an Arena, building, or development within the Sign District is named is not an Off-Site Sign.

**On-Site Sign.** A sign located within the Sign District that is other than an Off-Site Sign. An On-Site Sign may be located anywhere within the Sign District's boundaries and one displaying the name of the entity for which an Arena, building, or development within the Sign District is named is an On-Site Sign. The On-Site Sign and the Arena, building, or development all must be located within the Sign District's boundaries.

**Pillar Sign.** A freestanding sign located within the Sign District 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 the length of the vertical dimension.

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

**Wall Sign.** A sign attached to or painted on, the wall of a building or structure located within the Sign District, with the exposed face of the sign in a plane on and approximately parallel to the plane of the wall.

*Note: Definitions for other Signs referenced in this Ordinance are provided in the Code.*

## **SEC. 5. PROCEDURAL REQUIREMENTS.**

**A. Building Permits.** The Los Angeles Department of Building and Safety (LADBS) shall not issue a permit for a sign, a sign structure, sign illumination, sign projection, or alteration of an existing sign within the Sign District unless the sign complies with: (1) the requirements of this Ordinance as determined by the Director of Planning or the Director's designee (Director); and (2) applicable requirements of the Code and state and federal laws.

**B. Director Sign Off Required.** With respect to the following signs, only a ministerial Director sign-off on the permit application will be required prior to issuance by LADBS of a building permit for a sign within the Sign District. The Director shall

approve the permit if the sign is within the Sign District and otherwise complies with all the applicable requirements of this Ordinance and Appendix A, the applicable requirements of the Code, and state and federal law.

1. Aerial View Signs;
2. Digital Display in compliance with Section 7.C and in substantial conformance with the Conceptual Sign Plans attached as Appendix A;
3. Supergraphic Signs in compliance with Section 7.G and in substantial conformance with the Conceptual Sign Plans attached as Appendix A;
4. Pillar Signs;
5. Projecting Signs;
6. Wall Signs in the Chick Hearn Court, Figueroa Corridor, and Freeway Edge Zones;
7. Wall Signs in the Arena Zone in compliance with Section 7.I and in substantial conformance with the Conceptual Sign Plans attached as Appendix A; and
8. Window Signs.

**C. Exempt Signs, Murals, and Art Installations.** The following types of signs, murals, and art installations shall be subject to LADBS review and approval or Department of Cultural Affairs review and approval, based on the applicable requirements of this Ordinance, the Code, and the Administrative Code, but are exempt from Director's review and do not require a Director's permit sign-off:

1. Awning Signs;
2. Information Signs;
3. Marquee Signs;
4. Monument Signs;
5. Original Art Murals;
6. Public Art Installations;
7. Roof Signs; and

8. Temporary Signs (including Captive Balloon Signs and Inflatable Devices).

**D. Project Permit Compliance.** LADBS shall not issue a permit for any signs that do not comply with this Ordinance, individually or cumulatively, or that do not comply with the requirements of state and federal law (including the California Outdoor Advertising Act and the California Vehicle Code) and shall not issue a permit for any of the following signs unless the Director has issued a Project Permit Compliance approval pursuant to the procedures set forth in Code Section 11.5.7. The Director's decision on Project Permit Compliance shall be subject to appeal as set forth in Code Section 11.5.7.

1. Arena Freeway Sign;

2. Digital Displays which exceed the location deviation limits identified in Section 7.C.2 or the sizes indicated on the Conceptual Sign Plans attached as Appendix A, but otherwise are consistent with the intent and purposes of the Sign District, do not individually or in the aggregate exceed the size limits under Section 7.C.1, and do not exceed any applicable illumination standards of the Sign District, Code, or other applicable law;

3. Supergraphic Signs which exceed the location deviation limits identified in Section 7.G.2 or the sizes indicated on the Conceptual Sign Plans attached as Appendix A, but otherwise are consistent with the intent and purposes of the Sign District, do not individually or in the aggregate exceed the size limit under Section 7.G.1, and do not exceed any applicable illumination standards of the Sign District, Code, or other applicable law;

4. Wall Signs in the Arena Zone which exceed the location deviation limits identified in Section 7.I.2 or the sizes indicated on the Conceptual Sign Plans attached as Appendix A, but otherwise are consistent with the intent and purposes of the Sign District, do not individually or in the aggregate exceed the size limit under Section 7.I.1, and do not exceed any applicable illumination standards of this Sign District, Code or other applicable law.

**E. Exceptions.** No Project Permit Compliance or modification thereto or any Project Permit Adjustment shall be required for: (a) a change in sign advertising or sign text, images or copy; (b) 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; or (c) a modification to any 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 6.D 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, provided that the signs otherwise are consistent with the intent and purposes of the Sign District, do not

individually or in the aggregate exceed the size limits, or illumination standards of the Sign District, or Code, or other applicable law.

**F. Requests for Deviations from or Interpretations of Regulations.** The procedures for adjustments, modifications, exceptions, amendments, and interpretations to this Ordinance shall follow the procedures set forth in Code Section 11.5.7.E-H.

## **SEC. 6. GENERAL REQUIREMENTS.**

**A. 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 Ordinance for permits, plans, design and construction, materials, street address numbers, identification, and maintenance, prohibited locations, and sign illumination. Notwithstanding the foregoing, the combined area restrictions in Article 4.4 shall not apply to signs within the Sign District but the area for all such signs that are Digital Displays, Supergraphic Signs, or Wall Signs shall be counted in the combined area restrictions specified therefor in this Ordinance. A building permit shall be obtained from LADBS in accordance with the applicable provisions of LAMC, for any signs, sign structures, and/or sign alterations, other than changes to or replacement of copy.

**B. Permitted Signs.** Except as otherwise prohibited in Section 6.C (Prohibited Signs), below, all signs described and regulated in Section 7 (Standards for Specific Types of Signs) of this Ordinance, and all signs otherwise permitted by the Code or as previously legally permitted signs shall be permitted within the Sign District subject to state and federal law.

**C. Prohibited Signs.** All signs listed in Section 14.4.4.B of the Code are prohibited hereunder unless expressly permitted in this Ordinance.

**D. Permitted Sign Types by Location.** The location of signage within the Sign District is subject to standards identified in Section 7 (Standards for Specific Types of Signs) of this Ordinance, and Code Section 14.4.4.C (Prohibited Locations), and applicable provisions of state and federal law including the Outdoor Advertising Act and the Vehicle Code. In addition, no sign shall be placed over the exterior surface of any opening of a building, including its windows, doors, and vents, unless the LADBS, with the concurrence of the Los Angeles Fire Department (LAFD), determines that the sign would not create a hazardous condition.

**E. Freeway Exposure.** Signs that adhere to the regulations of this Ordinance are exempt from Code Section 14.4.6 (Freeway Exposure).

**F. Minimum Sign Separation.** There shall be no required minimum distance separating signs within the Sign District, except as may otherwise be required pursuant to state or federal law or as specified in this Ordinance.

**G. Illumination.** All signs 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, but are not limited to: Electric lamps, such as neon tubes; fiber optics; incandescent lamps; LED; LCD; cathode ray tubes exposed directly to view; shielded spotlights and wall wash fixtures. In addition, signage shall be subject to the following regulations:

1. **Lighting onto Residential Units and Commercial Buildings.** All illuminated signs shall be designed, located, or screened so as to minimize to the greatest reasonable extent possible light sources onto any exterior or interior wall of a residential unit or onto any window or door of any commercial building. If signs are to be externally lit, the source of the external illumination shall be shielded from view on adjoining or other residential or commercial lots.

2. **Reflective Materials.** Signage shall not use highly reflective materials such as mirrored glass.

3. **Green Code.** All light sources, including illuminated signage, shall comply with CALGreen (Part 11 of Title 24, California Code of Regulations) and the Green Code of the City of Los Angeles.

4. **Adjustment of Luminance.** Each 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 and applicable lighting standards.

**H. Sign Illumination Plan.** Additionally, an initial signage illumination plan for Digital Displays in the Conceptual Sign Plan (see Exhibit 1) is provided as Appendix A.1 in the Addendum to the Convention and Event Center Project Environmental Impact Report ENV-2011-0585-EIR (State Clearinghouse No. 2011031049), and Project Design Features (PDFs) and Mitigation Measures (MMs) are included in the Mitigation Monitoring Program (MMP) for the Addendum. No further signage illumination plan shall be required for signs that conform to the Conceptual Sign Plans and the applicable PDFs and MMs of the MMP. Signs that are not in conformance with the Conceptual Sign Plans, PDFs, and MMs may be required, in addition to all other enforcement mechanisms and liabilities under the Code to conform to a signage illumination plan imposed by the City or a court. If a new or revised signage illumination plan is required, it shall be submitted to the Director as part of the Project Permit Compliance Review procedure for Digital Displays set forth in Section 5.D. 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 by the City at the expense of the owner of the sign in order to ensure compliance with the regulations of this section, and with the following additional regulations:

1. **Brightness.** Digital Displays shall have a nighttime brightness from sunset to sunrise no greater than 600 candelas per square meter, all white, within the Figueroa Corridor Sign Zone and Arena Sign Zone, and a nighttime brightness from sunset to sunrise no greater than 300 candelas per square meter elsewhere in the Sign District. In addition, Digital Displays shall have a daytime brightness from sunrise to sunset no greater than 5,000 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 not less than 45 minutes prior to sunset and concluding at sunset.

2. **Beam Spread.** All light emitting diodes used within a Digital Display shall have a maximum horizontal beam spread of 140 degrees and maximum vertical beam spread of 65 degrees and shall conform to the applicable provisions of the Code, and state law including the California Business & Professions Code and Vehicle Code.

3. **Ground Spillage.** When measured at ground level from any location other than the property on which a Digital Display is located, a Digital Display shall not under any circumstance increase the total amount of measurable light more than 21.5 lux (2.0 foot-candles) above the ambient-light level that exists when the Digital Display is extinguished.

**I. Illumination Testing Protocol for Digital Displays.** Prior to the operation of any Digital Display, the applicant shall conduct testing to indicate compliance with the illumination regulations of this Ordinance and provide a copy of the results along with a certification from an LADBS approved testing agency to the Director and to LADBS stating that the testing results demonstrate compliance with the requirements of this Ordinance. The testing shall be at the applicant's expense and shall be conducted as follows:

1. **Testing.** In order to determine whether the illumination complies with 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 facades of the Project. A light meter mounted to a tripod at eye level, facing the Project buildings, shall be calibrated and measurements taken to determine ambient light levels with the sign on. An opaque object shall be used to block out the view of the sign and the building from the light meter at a distance of at least 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. Testing of Digital Displays shall be with all LED's set to white to present maximum luminance.

2. **Metering.** The illumination and intensity levels of all Digital Displays shall also be metered from a minimum of four perspectives (i.e., a meter reading of each facade) using the Candela as the unit of measurement and shall indicate conformance with the standards of this Ordinance.

3. **Re-testing.** In addition, as a result of a complaint or otherwise, LADBS may undertake a preliminary investigation and determine if it has cause to believe the Project's signage lighting is not in compliance with this Ordinance, the Code to the extent applicable or other applicable laws. If so, 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 immediately adjust the signage illumination to bring it into compliance and shall be subject to all of the enforcement provisions of the Code, including administrative citations for continuing daily violations.

**J. Refresh Rates.** The Refresh Rate is the rate at which a Digital Display may change content. The Refresh Rates are as follows and shall apply to Digital Displays as set forth in Section 7.C.5.

1. **Controlled Refresh Rate 1.** The Controlled Refresh Rate that applies in the Freeway Edge Zone shall be no more frequent than one refresh event every eight seconds, with an instant transition between images. The sign image must remain static between refreshes.

2. **Controlled Refresh Rate 2.** The Controlled Refresh Rate that applies outside of the Freeway Edge Zone shall be no more frequent than one refresh event every four seconds, with an instant transition between images. The sign image must remain static between refreshes.

3. **Full Animation.** Full Animation shall permit images, videos, animation, parts and/or illumination that change, move, stream, scroll, or otherwise incorporate motion to change at an unrestricted rate.

**K. 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 perforation from any abandoned/removed sign shall be removed and building surfaces shall be restored to their previous condition.

2. All sign 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 conformity with all applicable codes.

4. Razor wire, barbed wire, concertina wire, or other barriers preventing unauthorized access to any Sign shall be hidden from public view.

5. 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.

6. Signs that are no longer serving the current tenants, including sign 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.

7. All other requirements of this Ordinance, the Code and other applicable state and federal laws.

#### **L. Hazard Review**

1. In connection with the adoption of this Ordinance, the City has waived the initial review otherwise required under LAMC Section 14.4.5 for signs that adhere to the specifications set forth in this Ordinance and, therefore, shall require no further hazard or Code compliance review, except as set forth below.

2. In the event: (i) any Digital Display or Supergraphic Sign is not in substantial conformance with the Conceptual Sign Plans; (ii) any sign does not adhere to the requirements of this Ordinance or requires an adjustment, exception or amendment to this Ordinance; or (iii) any sign is a New Technologies sign as set forth in Section 6.0 below, the proposed sign will require a permit from LADBS and prior to submission to LADBS, must be submitted to LADOT for hazard evaluation and determination per LAMC section 14.4.5. Until LADOT determines that any such sign, individually or in the aggregate with other signs authorized under this Ordinance, do not constitute a hazard, LADBS shall not issue a permit for the sign or sign structure.

3. In the event the City receives evidence or otherwise reasonably believes that any sign, including any sign that is in substantial conformance with the Conceptual Sign Plans and adheres to the requirements of this Ordinance, is or is being operated in a manner that is, or otherwise constitutes, a hazard to the safe and efficient operation of vehicles upon a street or a freeway, or which creates a condition that endangers the safety of persons or property, the City may act immediately to address the hazard or danger without compensation to the owner or operator of the Sign or any property within the Sign District, or to any other person or entity. In addition, LADBS may refer any Sign to LADOT for hazard evaluation and determination per Code section 14.4.5, and the City may

order the suspension or modification of operations of any Sign pending the LADOT's hazard review and determination without compensation to the owner or operator of the Sign or any property within the Sign District, or any other person or entity. If following a hearing where the sign owner or operator may present evidence, the General Manager of LADOT determines that a Sign constitutes a hazard or creates a hazard or danger to traffic, pedestrians or other persons or property, the City may make the suspension or modification of the hazardous operation of the Sign permanent without compensation to the owner or operator of the Sign or any Property within the Sign District, or to any other person or entity. Either the sign owner or operator may appeal the determination of the General Manager of LADOT to the Transportation Commission and thereafter to the City Council.

4. In the event of a determination by the City in accordance with this Section 6.L that a sign type allowed under this Ordinance constitutes a hazard or creates a condition which endangers persons or property, the City shall have the continuing right to regulate such Signs and amend this Ordinance as applicable to any such sign type or to the Sign District created by this Ordinance without compensation to the owner or operator of the Sign or any property within the Sign District, or to any other person or entity.

**M. Alterations, Repairs or Rehabilitation.** Any alteration, repair or maintenance work on a legally permitted sign or sign structure shall be governed by the Code and applicable state and federal laws. Any existing and legally permitted sign and sign structure as of the effective date of this Ordinance, including, but not limited to, those authorized and installed pursuant to Ordinance No. 172,465 (Arena Project Signage Provisions), may continue to be operated, maintained, repaired, replaced, or structurally altered in accordance with the requirements of the Code and, to the extent applicable, Ordinance No. 172,465, and shall otherwise be included in the maximum totals specified in this Ordinance.

**N. 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.

**O. New Technologies.** The Director may permit the use of any technology or material that did not exist as of the effective date of this Ordinance provided that the material is approved by LADBS, and that the technology or material is permitted under applicable state and federal laws, utilizing the Director's Interpretation procedure outlined in Code Section 11.5.7.H, if the Director finds that such technology or material is consistent with the regulations described herein.

## SEC. 7. STANDARDS FOR SPECIFIC TYPES OF SIGNS.

**A. Aerial View Signs.** Aerial View Signs shall be permitted and shall not be limited in number or sign area.

1. **Location.** Aerial View Signs may either be (i) painted directly on the roof, (ii) mounted or painted on a fire-retardant membrane parallel to the roof, or (iii) composed of raised letters mounted parallel to the surface of the roof. Aerial View Signs shall not extend above the roof by more than 20 feet.

2. **Illumination.** The Aerial View Sign will be primarily visible from above and may be illuminated but may not contain Digital Displays or Supergraphics.

### **B. Arena Freeway Sign.**

1. **General.** The existing Arena Freeway Sign as of the effective date of this Ordinance (Sign DD.31 in Appendix A Conceptual Sign Plan) may be modified or replaced in its same location without an amendment to the Ordinance. Approval for such modification or replacement must be obtained through the Project Permit Compliance Review Procedure set forth in Section 5.D of this Ordinance.

2. **Design.** If replaced, the Arena Freeway Sign shall be limited to two sign faces. In addition, modifications to or replacement of the existing Arena Freeway Sign (Sign DD.31 in Appendix A Conceptual Sign Plan) shall be permitted in accordance with this Section 7.B. The modified or replaced Arena Freeway Sign shall conform to the following requirements:

a. The location shall substantially conform to the sign's existing location.

b. The area shall be limited to 5,000 square feet per sign face, all of which may be comprised of a Digital Display, or in combination with other sign types, subject to Sections 7.C.3, 7.C.4, and 7.C.5 below. The Digital Display element sign area shall count towards the maximum limit of Section 7.C.1 and shall be limited to an additional aggregate 10,000 square feet for the Arena Freeway Sign and shall be subject to the Sign illumination and other standards in this Ordinance applicable to Digital Displays.

c. Height shall not exceed a height of 150 feet as measured from the top of the sign to sidewalk grade or edge of roadway grade nearest to the sign.

d. The modification or replacement complies with all applicable state and federal laws, including as later amended.

3. **Digital Display Elements.** The Arena Freeway Sign may incorporate other types of sign elements allowed by this Ordinance, including, but not limited to, Digital Displays. If the Arena Freeway Sign includes a Digital Display, the Digital Display shall count towards the maximum sign area for Digital Displays and shall be limited to an aggregate 10,000 square feet for the Arena Freeway Sign. Further, any Digital Display element shall be subject to the Sign Illumination and other standards in this Ordinance applicable to Digital Displays.

C. **Digital Displays.** Digital Displays shall comply with the following regulations:

1. **Sign Area.** An individual Digital Display shall not exceed 26,400 square feet in area. The total combined area of all Digital Displays in each Sign Zone shall not exceed the following:

	Arena	Chick Hearn Court	Figueroa Corridor	Freeway-Edge
Maximum Total Digital Display Sign Area	4,014 sf	6,700 sf	30,540 sf	49,560 sf
<p><i>NOTE: A Digital Display may be replaced in its same location with a Supergraphic Sign. In that instance, the Supergraphic Sign area shall be deducted from the Maximum Total Digital Display Area within the Sign Zone and the same amount shall be added to Maximum Total Supergraphic Area limit.</i></p> <p><i>NOTE: An allowance of an aggregate of 675 SF for Digital Displays on Pillar Signs in the Arena Zone is included in the Maximum Total Digital Display area limit and such signs are subject to the area, illumination and other standards specified in this Ordinance.</i></p>				

2. **Number and Location.** Digital Displays shall be installed in substantial conformance with the number and locations identified in any of the Conceptual Sign Plan (Appendix A) options, or combination of options, provided that the total of all Digital Displays in the Freeway-Edge Zone shall not exceed 49,560 square feet. For the purposes of this Ordinance, a sign shall be considered in substantial conformance if it is within 10 feet on the vertical axis and 50 feet on the horizontal axis from the location depicted on the Conceptual Sign Plan. In addition, any location for a Digital Display on the Conceptual Sign Plan may instead be replaced with a Supergraphic Sign.

3. **Design.** Digital Displays shall use grid lights, cathode ray projections, light emitting diode displays, plasma screens, liquid crystal displays,

fiber optics, or other electronic media or technology to be developed but may not include strobe lights, flashing lights, revolving beacon or any other technology that interferes with traffic safety or visibility or is prohibited by applicable state or federal law. The Digital Displays may be flush mounted. Signs should generally align with the grid patterns or mullions of the sign location.

4. **Illumination and Illumination Plan.** Digital Displays shall be internally illuminated and subject to the applicable illumination standards of Section 6.G of this Ordinance.

5. **Refresh Rates and Operation.**

a. Digital Displays within the Arena, Chick Hearn Court, and Figueroa Corridor Sign Zones that are not visible from a freeway may be Full Animation. Digital Displays within the Arena, Chick Hearn Court, and Figueroa Corridor Sign Zones that are visible from a freeway shall be subject to Controlled Refresh Rate 2. Digital Displays within the Freeway-Edge Sign Zone shall be subject to Controlled Refresh Rate 1.

b. Digital Displays within the Figueroa Corridor Subarea shall have no limits on hours of operation. Digital Displays within the Arena, Chick Hearn Court, and Freeway-Edge Subareas shall operate only during the time period beginning at 6:00 a.m. and ending at 2:00 a.m.

6. **On-Site and Off-Site Standards.** The Digital Displays permitted by this subsection may be On-Site or Off-Site Signs.

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

1. **Sign Area.** Each Pillar Sign shall have a maximum of 30 square feet in sign area per sign face, except within the Figueroa Corridor Sign Zone where each Pillar Sign shall have a maximum of 80 square feet in sign area per sign face. In the Arena Sign Zone, nine Pillar Signs shall have a maximum of 100 square feet in sign area per sign face. See Section 7.D.5 below for sign area limits for Digital Displays on Pillar Signs in the Arena Zone.

2. **Height.** The height of a Pillar Sign shall not exceed a maximum of eight feet, except within the Figueroa Corridor Sign Zone and the Arena Sign Zone where each Pillar sign shall be a maximum of 12 feet in height. Further, up to nine additional Pillar Signs not exceeding a maximum of 30 feet in height may be erected in the Arena Sign Zone. The height of any Digital Display on any of the nine Pillar Signs in the Arena Sign Zone shall not exceed 20 feet in height.

3. **Location.** A Pillar sign shall not be located within the Freeway Edge Zone. 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.

4. **Design.** Pillar Signs shall be ground-mounted and not attached to any building face.

5. **Digital Displays.** Pillar Signs shall not include Digital Displays or Supergraphics, except in the Arena Sign Zone where up to nine Pillar Signs may include Supergraphics and/or up to 75 square feet of Digital Display. The Digital Displays shall not be subject to the sign area, number, and location requirements of Section 7.C.2.

6. **Illumination.** Pillar Signs shall be non-illuminated or internally illuminated, except in the Arena Sign Zone where Pillar Signs may be internally or externally illuminated.

7. **On-Site and Off-Site Standards.** Pillar Signs shall be On-Site Signs, except in the Arena Sign Zone where Pillar Signs may be On-Site Signs or Off-Site Signs.

8. **Gilbert Lindsay Plaza.** No Off-Site signage shall face or front Gilbert Lindsay Plaza.

**E. Projected Image Signs.** Projected Image Signs shall be permitted and shall be subject to Controlled Refresh Rate 2 outside the Freeway Edge Zone if visible from a freeway, may be Full Animation if not visible from a freeway, and shall be subject to Controlled Refresh Rate 1 inside the Freeway Edge Zone. Projected Image Signs shall not be treated as Digital Displays for purposes of this Ordinance.

**F. Projecting Signs.** Projecting Signs shall comply with the following regulations:

1. **General.** 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.

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

**3. Dimensions.**

a. A Projecting Sign shall not exceed 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 20 percent of the overall height of the sign and in no event shall exceed 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 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 150 feet from grade.

**5. Projection.** The planes of sign faces of Projecting Signs shall be substantially parallel to one another unless approved pursuant to Project Permit Compliance review.

**G. Supergraphic Signs.**

**1. Sign Area.** An individual Supergraphic Sign shall not exceed 5,300 square feet in area. The total combined area of all Supergraphic Signs in each Sign Zone shall not exceed the following:

	Arena	Chick Hearn Court	Figueroa Corridor	Freeway-Edge
Maximum Total Supergraphic Sign Area	3,552 sf	5,300 sf	0 sf	0 sf

*NOTE: A Digital Display may be replaced in its same location with a Supergraphic Sign. In that instance, the Supergraphic Sign area shall be deducted from the Maximum Total Digital Display Area within the Sign Zone*

**2. Number and Location.** Supergraphic Signs shall be installed in substantial conformance with the locations identified in the Conceptual Sign Plan (Appendix A). For the purposes of this Ordinance, a Sign shall be considered in substantial conformance if it is within 10 feet on the vertical axis and 50 feet on the horizontal axis from the location depicted on the Conceptual Sign Plan. In addition, any location for a Digital Display on the Conceptual Sign Plan may instead be replaced with a Supergraphic Sign.

3. **Design.**

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 approved by LADBS and the LAFD, if applicable.

b. 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 6.D.

c. 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 LAFD.

d. Supergraphic Signs shall not obstruct outward views from windows.

4. **On-Site and Off-Site Signs.** The Supergraphic Signs permitted by this subsection may be On-Site or Off-Site Signs.

**H. Temporary Signs.** Temporary Signs are allowed within the Sign District and shall comply with the applicable provisions of the Code, except there shall be no limit in terms of sign area. Notwithstanding Code Section 14.4.16.C, temporary building identification signs requested in connection with building name changes shall be allowed for signs located within this Sign District provided that they also qualify as a sign displaying the name of an Arena, building, or development within the Sign District, as set forth in the definition of On-Site Sign in this Ordinance. These temporary building identification signs shall be subject to a time limit of one span of 90 days in lieu of a span of a maximum of three 30-day in length installations. Notwithstanding Section 14.4.4.B.12 of the LAMC, Captive Balloon Signs and inflatable Devices shall be permitted and shall otherwise be subject to the regulations applicable to Temporary Signs.

**I. Wall Signs.** Walls Signs cannot also be a Digital Display or a Supergraphic Sign.

1. **Sign Area and Location.** Wall Signs in the Chick Hearn Court, Figueroa Corridor, and Freeway-Edge Zone are allowed within the Sign District and shall comply with the applicable provisions of the Code, or with the sign area and location identified for Wall Signs AS.01, CC.01, CC.02, CC.03, and CC.04, and PP.01 to PP.10 as identified in the Conceptual Sign Plan (Appendix A), whichever is more permissive. Notwithstanding the foregoing, AS.01 may be up to 6,000 square feet.

2. **Sign Area and Location – Arena Zone.** Wall Signs in the Arena Zone are subject to the following provisions:



a. **Sign Area.** An individual Wall Sign shall not exceed the greater of 3,694 square feet in area or other area allowed under the Code. The total combined area of Wall Signs in the Arena Zone shall not exceed the greater of 10,438 square feet in area or the area allowed under the Code. Wall Sign area within the Arena Zone shall not count against any Code wall sign area maximums for the remaining Sign Zones.

b. **Number and Location.** Wall Signs shall be installed as allowed by Code or in substantial conformance with the locations identified in the Conceptual Sign Plan (Appendix A), including allowing for any extensions above the top of the wall of the building by no more than 20 feet. For the purposes of this Ordinance, a Sign shall be considered in substantial conformance if it is within 10 feet on the vertical axis and 50 feet on the horizontal axis from the location depicted on the Conceptual Sign Plan.

4. **On-Site Signs.** The Wall Signs permitted by this subsection can only be On-Site Signs.

J. **Window Signs.** Window Signs are allowed within the Sign District and shall comply with the applicable provisions of the Code, except there shall be no limit in terms of sign area.

## **SEC. 8. SEVERABILITY.**

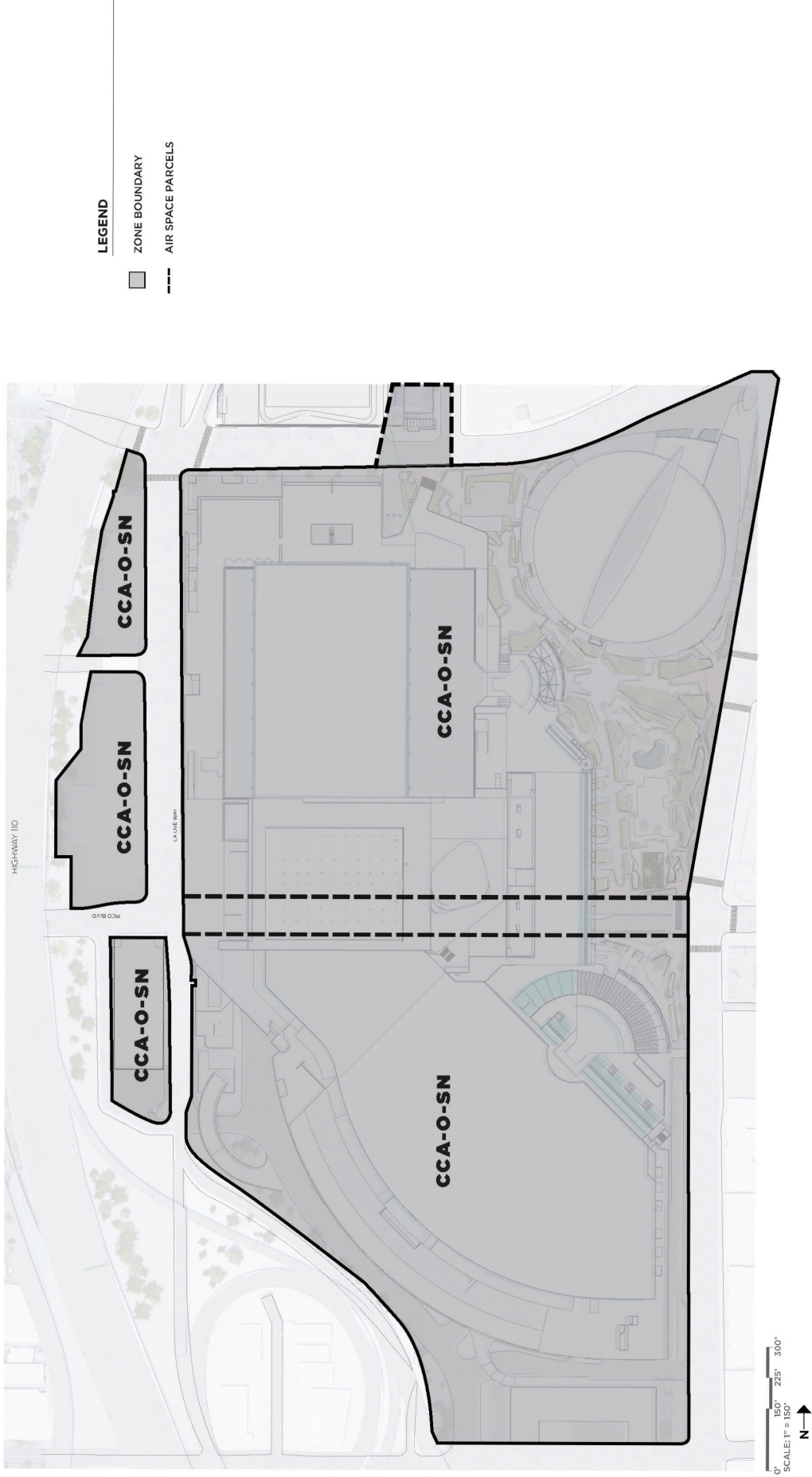
If any provision of this Ordinance or its application to any person or circumstance is held to be unconstitutional or otherwise invalid by any court of competent jurisdiction, the invalidity shall not affect other provisions, clauses, or applications of said ordinance which can be implemented without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

EXHIBIT A

EXHIBIT A

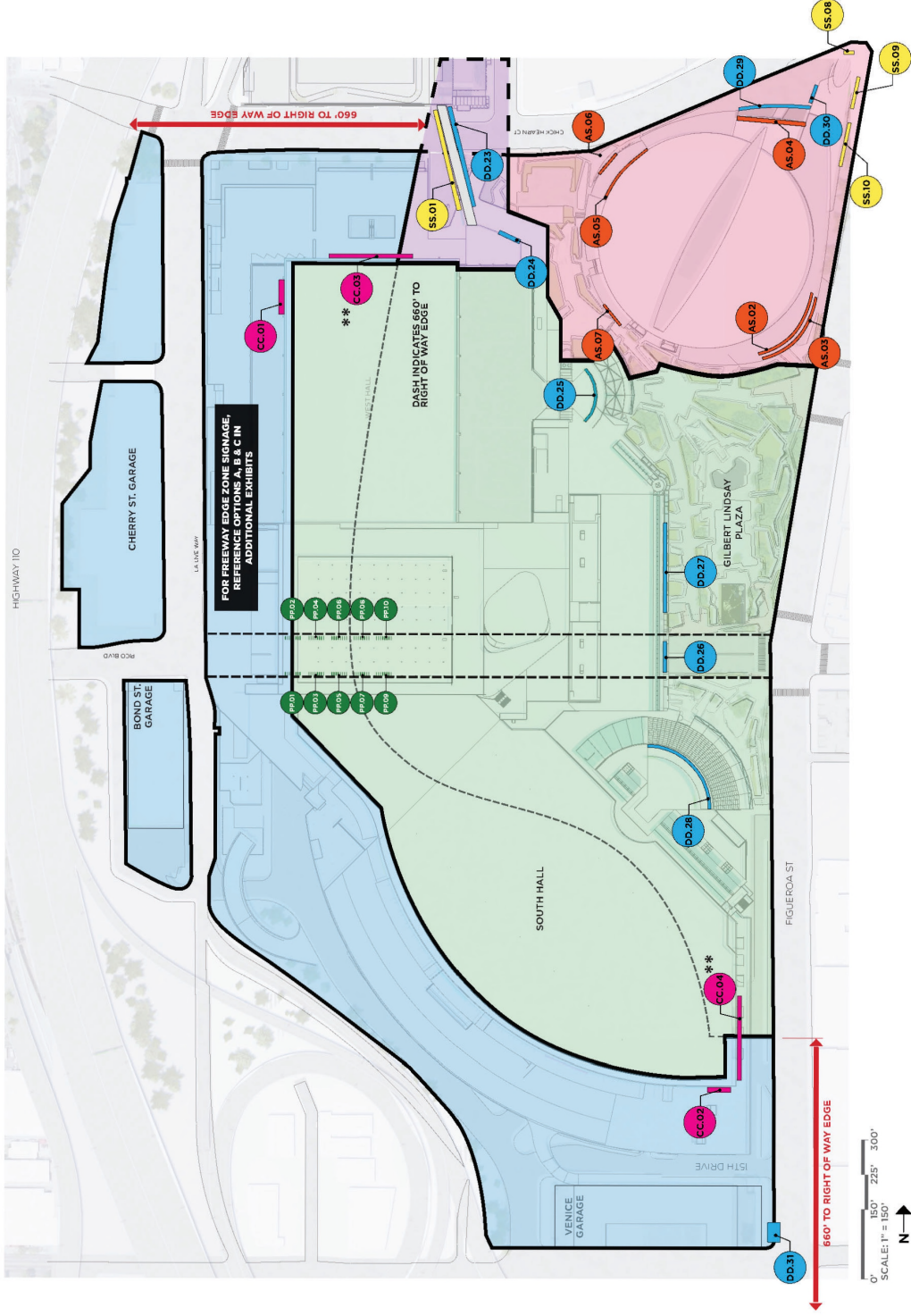
# Convention Center and Arena Sign District

## Appendix A - Conceptual Sign Plans



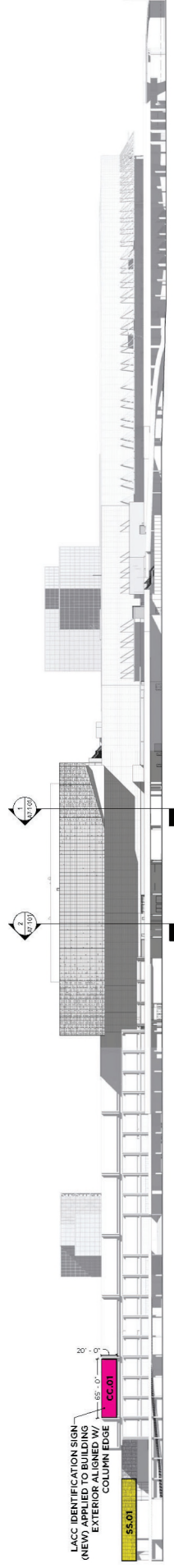
# Convention Center and Arena Sign District

## Appendix A - Conceptual Sign Plans

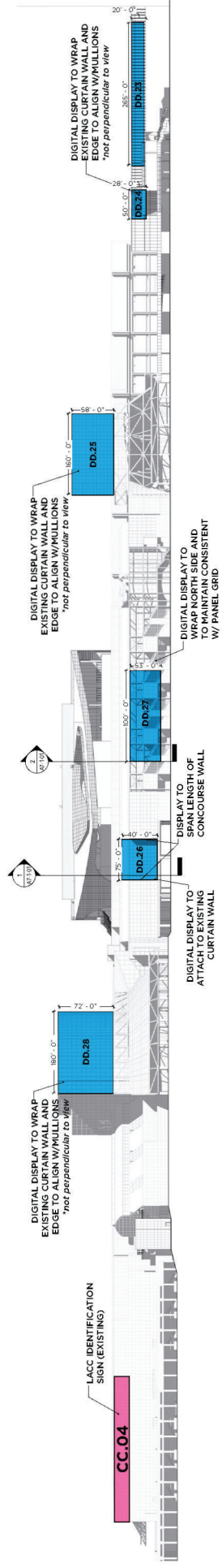


# Convention Center and Arena Sign District

## Appendix A - Conceptual Sign Plans



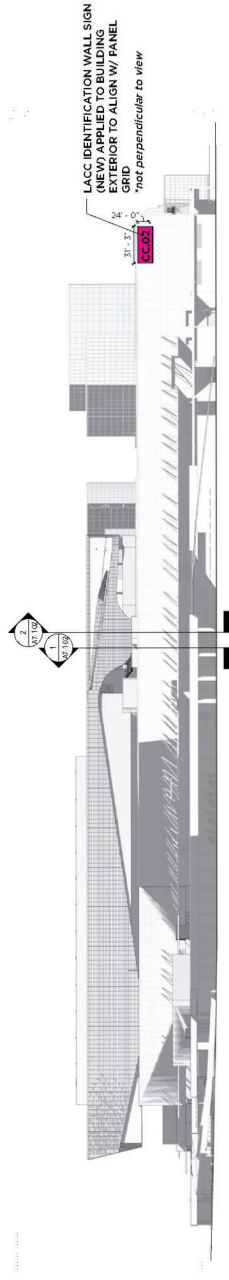
West Elevation



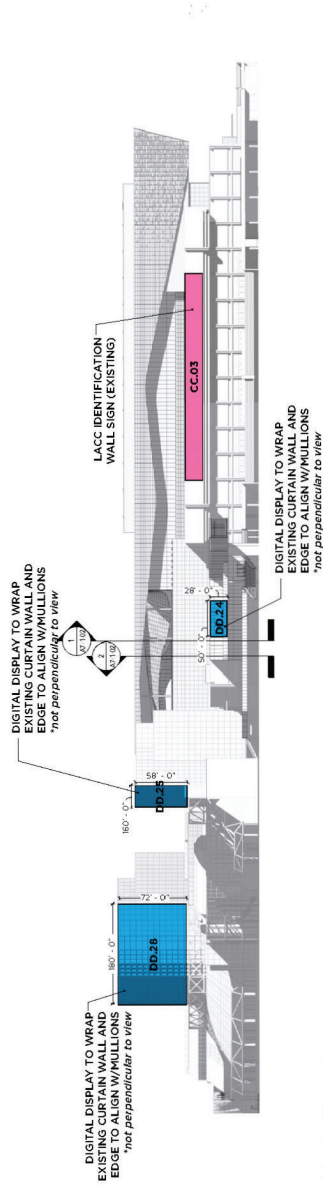
East Elevation

# Convention Center and Arena Sign District

## Appendix A - Conceptual Sign Plans



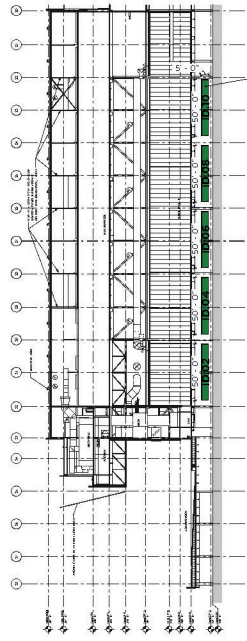
South Elevation



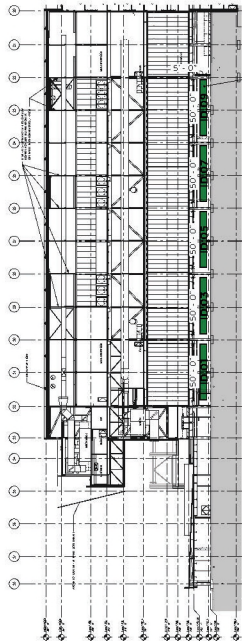
North Elevation

# Convention Center and Arena Sign District

## Appendix A - Conceptual Sign Plans



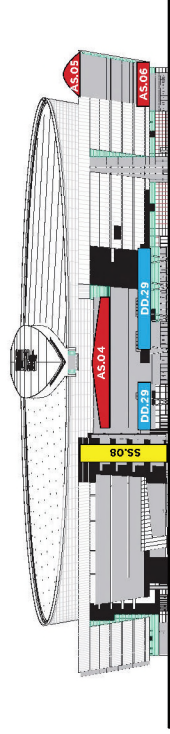
Overall Building Section Through Pico Looking North



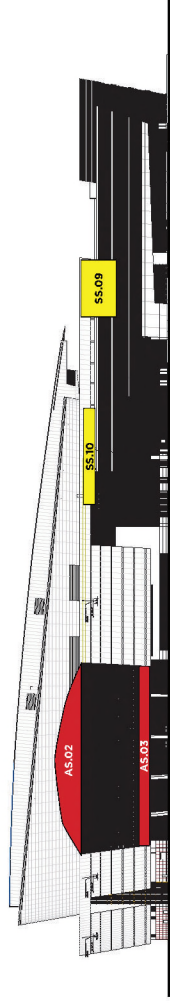
Overall Building Section Through Pico Looking South

# Convention Center and Arena Sign District

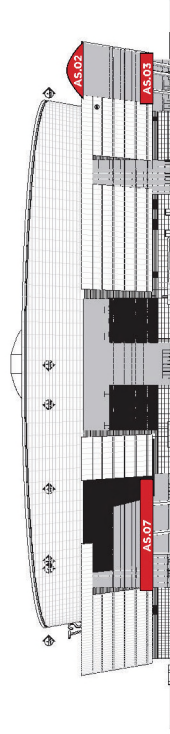
## Appendix A - Conceptual Sign Plans



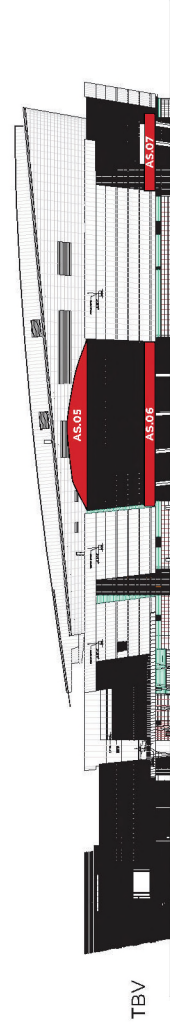
STAIR PLAZA ELEVATION



FIGUEROA ST ELEVATION



VIP ENTRANCE



11TH STREET ELEVATION



# Convention Center and Arena Sign District

## Appendix A - Conceptual Sign Plans

PICO PASSAGE WALL SIGNAGE								
ID	HEIGHT	WIDTH	AREA	B.O.S	T.O.S	SIGN TYPE	ZONE	LOCATION
PP.01	5'-0"	50'-0"	250 SF	1'-0" - 4'-0"	6'-0" - 9'-0"	WALL SIGN**	FIGUEROA CORRIDOR	PICO PASSAGE
PP.02	5'-0"	50'-0"	250 SF	1'-0" - 4'-0"	6'-0" - 9'-0"	WALL SIGN**	FIGUEROA CORRIDOR	PICO PASSAGE
PP.03	5'-0"	50'-0"	250 SF	1'-0" - 4'-0"	6'-0" - 9'-0"	WALL SIGN**	FIGUEROA CORRIDOR	PICO PASSAGE
PP.04	5'-0"	50'-0"	250 SF	1'-0" - 4'-0"	6'-0" - 9'-0"	WALL SIGN**	FIGUEROA CORRIDOR	PICO PASSAGE
PP.05	5'-0"	50'-0"	250 SF	1'-0" - 4'-0"	6'-0" - 9'-0"	WALL SIGN**	FIGUEROA CORRIDOR	PICO PASSAGE
PP.06	5'-0"	50'-0"	250 SF	1'-0" - 4'-0"	6'-0" - 9'-0"	WALL SIGN**	FIGUEROA CORRIDOR	PICO PASSAGE
PP.07	5'-0"	50'-0"	250 SF	1'-0" - 4'-0"	6'-0" - 9'-0"	WALL SIGN**	FIGUEROA CORRIDOR	PICO PASSAGE
PP.08	5'-0"	50'-0"	250 SF	1'-0" - 4'-0"	6'-0" - 9'-0"	WALL SIGN**	FIGUEROA CORRIDOR	PICO PASSAGE
PP.09	5'-0"	50'-0"	250 SF	1'-0" - 4'-0"	6'-0" - 9'-0"	WALL SIGN**	FIGUEROA CORRIDOR	PICO PASSAGE
PP.10	5'-0"	50'-0"	250 SF	1'-0" - 4'-0"	6'-0" - 9'-0"	WALL SIGN**	FIGUEROA CORRIDOR	PICO PASSAGE
<b>ARENA ZONE SUBTOTAL:</b>								0 SF
<b>CHICK HEARN COURT SUBTOTAL:</b>								0 SF
<b>FIGUEROA CORRIDOR SUBTOTAL:</b>								2,500 SF
<b>FREEWAY EDGE SUBTOTAL:</b>								0 SF
<b>TOTAL:</b>								2,500 SF (PREVIOUSLY 33,987*)

\*\*Some or all of the Pico Passage installations may be murals or art and therefore not signs. However, they are treated as wall signs in these Conceptual Sign Plans for flexibility.

LACC IDENTIFICATION SIGNAGE								
ID	HEIGHT	WIDTH	AREA	B.O.S	T.O.S	SIGN TYPE	ZONE	LOCATION
CC.01	20'-0"	65'-0"	1,300 SF	+56'-0"	+76'-0"	WALL SIGN	FREEWAY EDGE	WEST HALL
CC.02	24'-0"	31'-3"	750 SF	+52'-0"	+76'-0"	WALL SIGN	FREEWAY EDGE	SOUTH HALL
CC.03**	20'-0"	180'-0"	3,600 SF	+63'-6"	+83'-6"	ID/WALL SIGN	FREEWAY EDGE	WEST HALL
CC.04**	6'-8"	180'-0"	1,305 SF	69'-4"	+76'-0"	ID/WALL SIGN	FREEWAY EDGE	SOUTH HALL
<b>ARENA ZONE SUBTOTAL:</b>								0 SF
<b>CHICK HEARN COURT SUBTOTAL:</b>								0 SF
<b>FIGUEROA CORRIDOR SUBTOTAL:</b>								0 SF
<b>FREEWAY EDGE SUBTOTAL:</b>								6,955 SF
<b>TOTAL:</b>								6,955 SF (PREVIOUSLY 18,050*)

\*\*Any sign located within two different Sign Zones shall be treated as if entirely inside the Freeway Edge Zone.

ARENA IDENTIFICATION SIGNAGE								
ID	HEIGHT	WIDTH	AREA	B.O.S	T.O.S	SIGN TYPE	ZONE	LOCATION
AS.01	24'-0"	250'-0"	6,000 SF	+58'-0"	+82'-0"	WALL SIGN	FREEWAY EDGE	SOUTH HALL
AS.02	23'-4"	196'-0"	3,694 SF	+83'-5"	+106'-9"	WALL SIGN	ARENA	SOUTHEAST ARENA
AS.03	5'-0"	80'-0"	400 SF	+10'-9"	+15'-9"	WALL SIGN	ARENA	SOUTHEAST ARENA
AS.04	15'-0"	130'-0"	1,950 SF	+60'-0"	+75'-0"	WALL SIGN	ARENA	STAR PLAZA
AS.05	23'-4"	196'-0"	3,694 SF	+83'-5"	+106'-9"	WALL SIGN	ARENA	NORTHWEST ARENA
AS.06	5'-0"	80'-0"	400 SF	+11'-8"	+16'-8"	WALL SIGN	ARENA	NORTHWEST ARENA
AS.07	5'-0"	80'-0"	400 SF	+13'-6"	+18'-6"	WALL SIGN	ARENA	VIP ENTRANCE
<b>ARENA ZONE SUBTOTAL:</b>								10,782 SF
<b>CHICK HEARN COURT SUBTOTAL:</b>								0 SF
<b>FIGUEROA CORRIDOR SUBTOTAL:</b>								0 SF
<b>FREEWAY EDGE SUBTOTAL:</b>								6,000 SF
<b>TOTAL:</b>								16,782 SF

SUPERGRAPHIC SIGN								
ID	HEIGHT	WIDTH	AREA	B.O.S	T.O.S	SIGN TYPE	ZONE	LOCATION
SS.01	20'-0"	265'-0"	5,300 SF	35'-0"	55'-0"	SUPERGRAPHIC SIGN	CHICK HEARN COURT	NORTH LOBBY BRIDGE
SS.08	47'-0"	12'-0"	564 SF	22'-6"	69'-6"	SUPERGRAPHIC SIGN	ARENA	ARENA SIGN
SS.09	33'-0"	60'-0"	1,980 SF	32'-6"	65'-6"	SUPERGRAPHIC SIGN	ARENA	ARENA SIGN
SS.10	12'-0"	84'-0"	1,008 SF	8'-6"	20'-6"	SUPERGRAPHIC SIGN	ARENA	ARENA SIGN
<b>ARENA ZONE SUBTOTAL:</b>								3,650 SF
<b>CHICK HEARN COURT SUBTOTAL:</b>								5,300 SF
<b>FIGUEROA CORRIDOR SUBTOTAL:</b>								0 SF
<b>FREEWAY EDGE SUBTOTAL:</b>								0 SF
<b>TOTAL:</b>								8,952 SF

DIGITAL DISPLAY								
ID	HEIGHT	WIDTH	AREA	B.O.S	T.O.S	SIGN TYPE	ZONE	LOCATION
DD.23	20'-0"	265'-0"	5,300 SF	+35'-0"	+55'-0"	DIGITAL DISPLAY	CHICK HEARN CT.	NORTH LOBBY BRIDGE
DD.24	28'-0"	50'-0"	1,400 SF	+13'-6"	+41'-6"	DIGITAL DISPLAY	CHICK HEARN CT.	NORTH LOBBY
DD.25	58'-0"	160'-0"	9,280 SF	+79'-0"	+137'-0"	DIGITAL DISPLAY	FIGUEROA CORRIDOR	WEST HALL LOBBY
DD.26	40'-0"	75'-0"	3,000 SF	+26'-0"	+66'-0"	DIGITAL DISPLAY	FIGUEROA CORRIDOR	CONCOURSE HALL
DD.27	53'-0"	100'-0"	5,300 SF	+7'-0"	+60'-0"	DIGITAL DISPLAY	FIGUEROA CORRIDOR	CONCOURSE HALL
DD.28	72'-0"	180'-0"	12,960 SF	+79'-0"	+151'-0"	DIGITAL DISPLAY	FIGUEROA CORRIDOR	SOUTH HALL LOBBY
DD.29	27'-0"	112'-0"	3,024 SF	+1'-0"	28'-0"	DIGITAL DISPLAY	ARENA	ARENA SIGN
DD.30	20'-0"	151'-9"	314,235 SF	+18'-0"	38'-0"	EXISTING DD	ARENA	ARENA SIGN
DD.31*	150' MAX	50'-9"	10,000 SF	+31'-0"	150' MAX	DE/ARENA FREEWAY SIGN***	FREEWAY EDGE	ARENA SIGN/MARQUEE
<b>ARENA ZONE SUBTOTAL:</b>								4,012.26 SF**
<b>CHICK HEARN COURT SUBTOTAL:</b>								6,700 SF
<b>FIGUEROA CORRIDOR SUBTOTAL:</b>								10,000 SF + REFERENCE FREEWAY EDGE OPTIONS
<b>FREEWAY EDGE SUBTOTAL:</b>								0 SF
<b>TOTAL:</b>								51,233.26** + REFERENCE FREEWAY EDGE OPTIONS

\*This Arena Freeway Sign is existing but not a Digital Display. It will be replaced by a Digital Display with a maximum sign area of 10,000 SF with a limit of 5,000 SF per sign face

\*\*Includes an allowance of up to 675sf of Digital Displays incorporated into Pillar Signs in the Arena Zone.

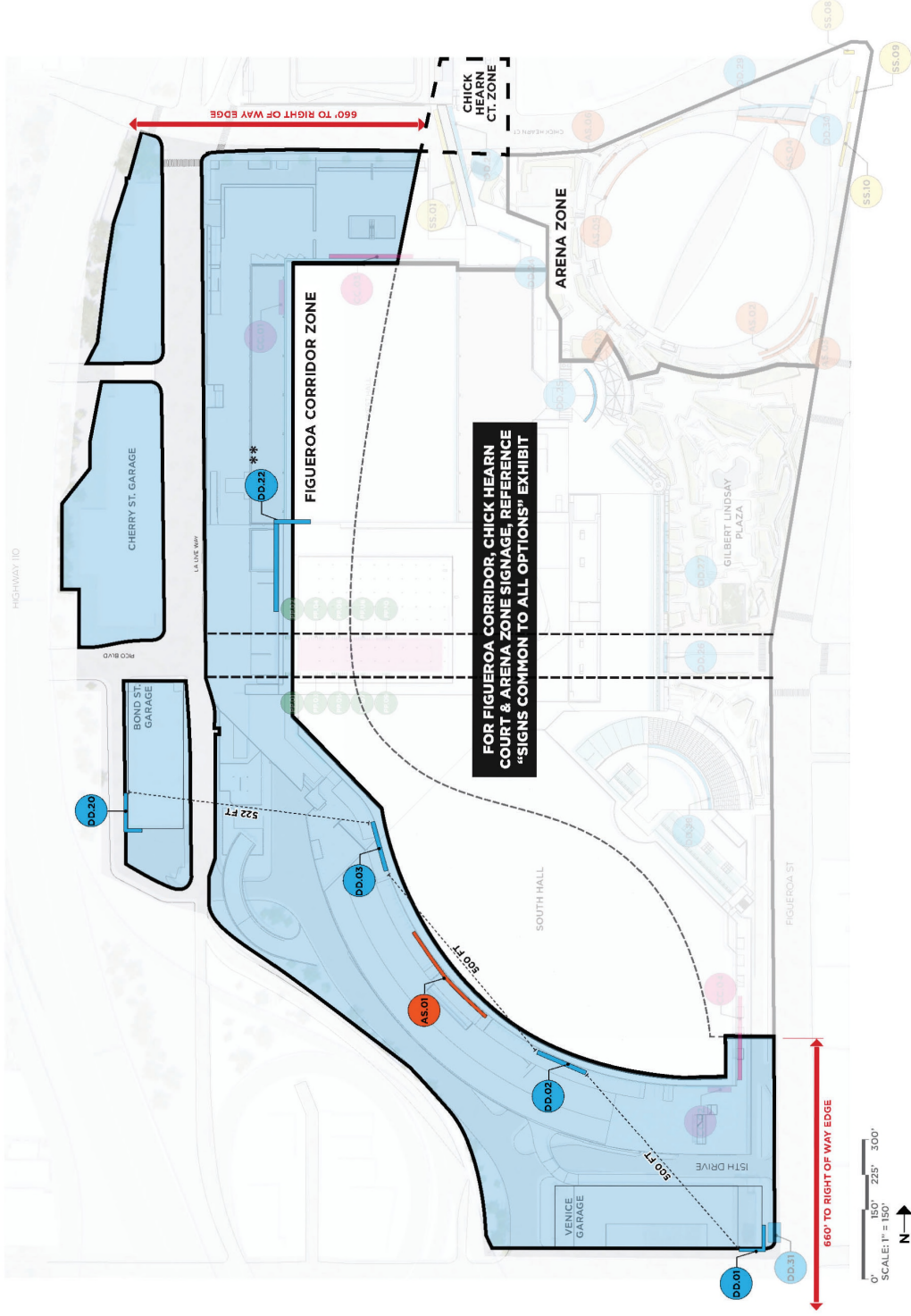
\*\*\* DD/Arena Freeway Sign to match the ordinance's terms.

PROJECT TOTALS)								
<b>ARENA ZONE SUBTOTAL:</b>								16,352.26 SF**
<b>CHICK HEARN COURT SUBTOTAL:</b>								12,000 SF
<b>FIGUEROA CORRIDOR SUBTOTAL:</b>								33,040 SF
<b>FREEWAY EDGE SUBTOTAL:</b>								22,955 SF + REF FREEWAY EDGE OPTIONS
<b>TOTAL:</b>								62,352.26** + FREEWAY EDGE OPTIONS

\*\*Includes an allowance of up to 675sf of Digital Displays incorporated into Pillar Signs in the Arena Zone.

# Convention Center and Arena Sign District

## Appendix A - Conceptual Sign Plans



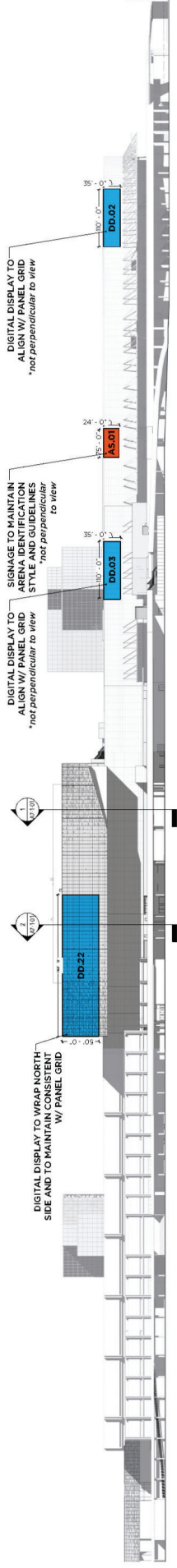
### LEGEND

- LACC IDENTIFICATION SIGN
- ARENA IDENTIFICATION SIGN
- DIGITAL DISPLAY
- SUPERGRAPHIC SIGN
- PICO PASSAGE
- ARENA ZONE
- FIGUEROA CORRIDOR ZONE
- CHICK HEARN COURT ZONE
- FREEWAY EDGE ZONE

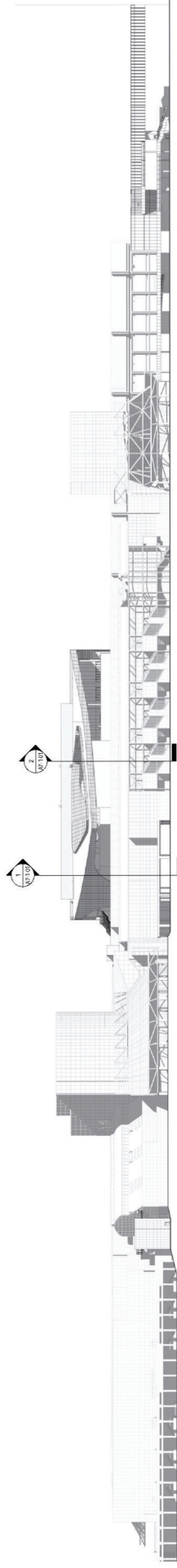
\*\* Any sign located within two different Sign Zones shall be treated as if entirely inside the Freeway Edge Zone.

# Convention Center and Arena Sign District

## Appendix A - Conceptual Sign Plans



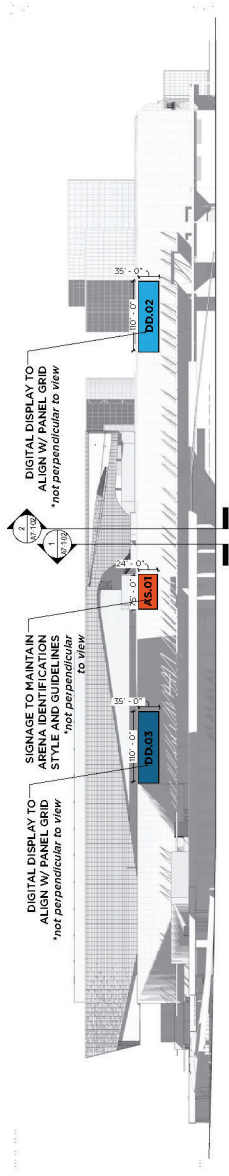
West Elevation



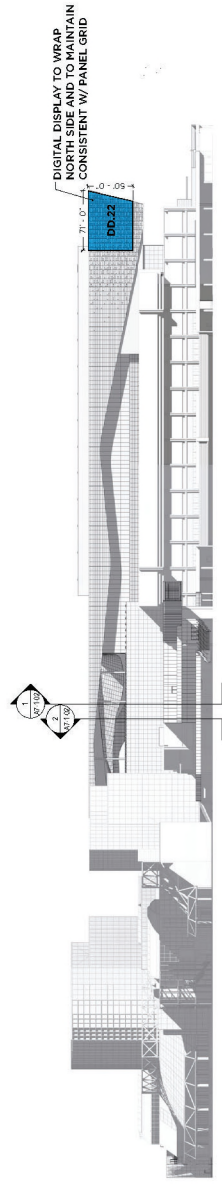
East Elevation

# Convention Center and Arena Sign District

## Appendix A - Conceptual Sign Plans



South Elevation



North Elevation

# Convention Center and Arena Sign District

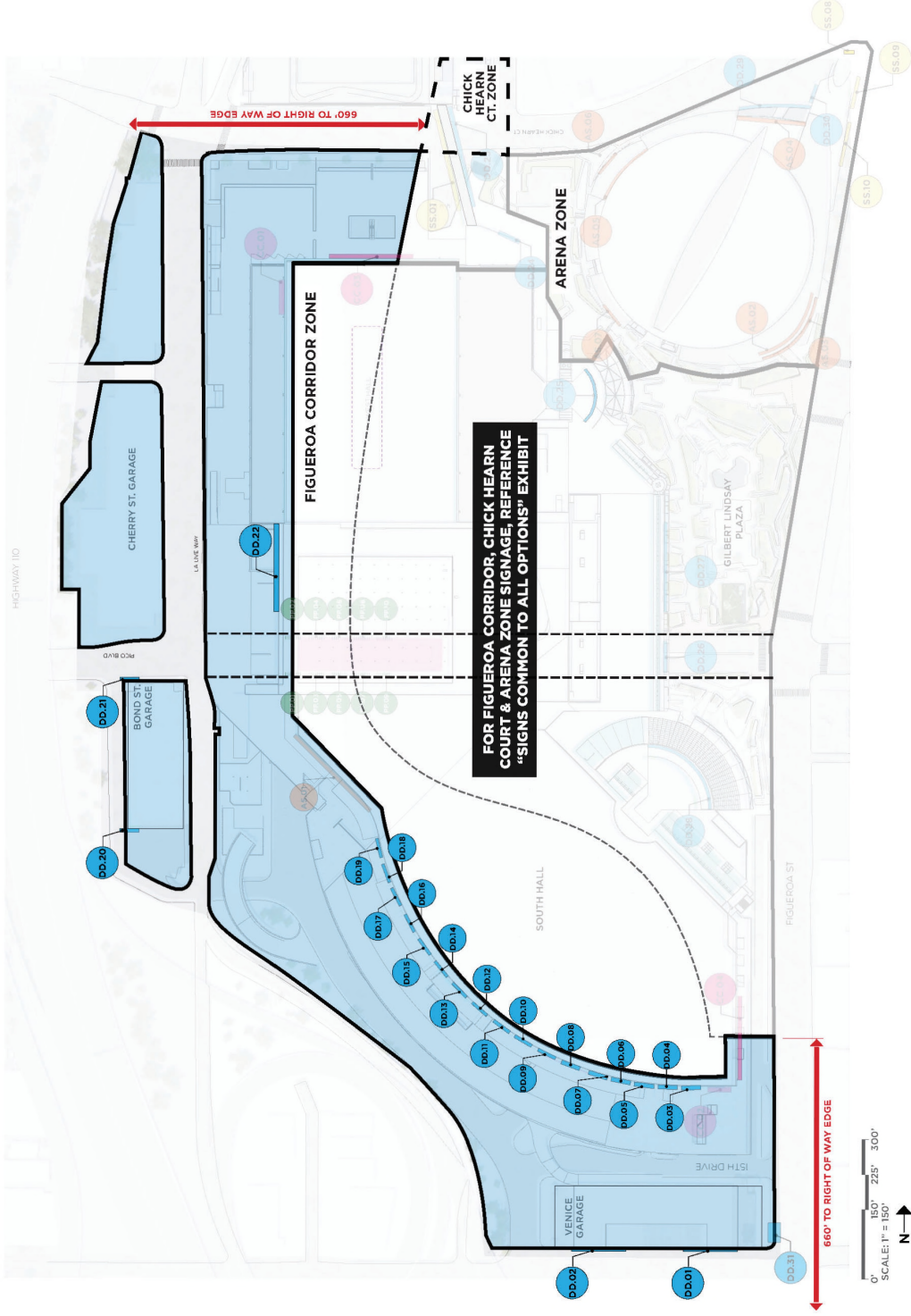
## Appendix A - Conceptual Sign Plans

ID	HEIGHT	WIDTH	AREA	B.O.S	T.O.S	SIGN TYPE	ZONE	LOCATION
DD.01	22'-0"	85'-0"	1,870 SF	+40'-0"	+62'-0"	DIGITAL DISPLAY	FREEWAY EDGE	VENICE GARAGE
DD.02	35'-0"	110'-0"	3,850 SF	+47'-0"	+82'-0"	DIGITAL DISPLAY	FREEWAY EDGE	SOUTH HALL
DD.03	35'-0"	110'-0"	3,850 SF	+47'-0"	+82'-0"	DIGITAL DISPLAY	FREEWAY EDGE	SOUTH HALL
DD.20	26'-0"	97'-0"	2,522 SF	+40'-0"	+66'-0"	DIGITAL DISPLAY	FREEWAY EDGE	BOND ST. GARAGE
DD.22**	50'-0"	268'-0"	13,400 SF	+86'-6"	+156'-6"	DIGITAL DISPLAY	FREEWAY EDGE	PICO HALL
<b>FREEWAY EDGE SUBTOTAL:</b>			<b>25,492 SF</b>					

\*\*Any sign located within two different Sign Zones shall be treated as if entirely inside the Freeway Edge Zone.

# Convention Center and Arena Sign District

## Appendix A - Conceptual Sign Plans



### LEGEND

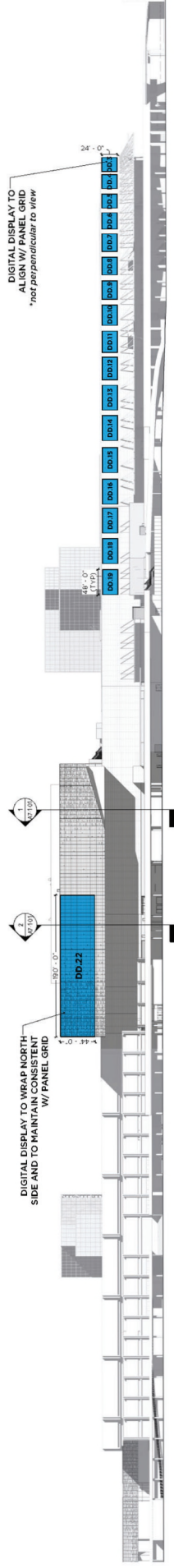
- LACC IDENTIFICATION SIGN
- ARENA IDENTIFICATION SIGN
- DIGITAL DISPLAY
- SUPERGRAPHIC SIGN
- PICO PASSAGE
- ARENA ZONE
- FIGUEROA CORRIDOR ZONE
- CHICK HEARN COURT ZONE
- FREEWAY EDGE ZONE

\*\* Any sign located within two different Sign Zones shall be treated as if entirely inside the Freeway Edge Zone.

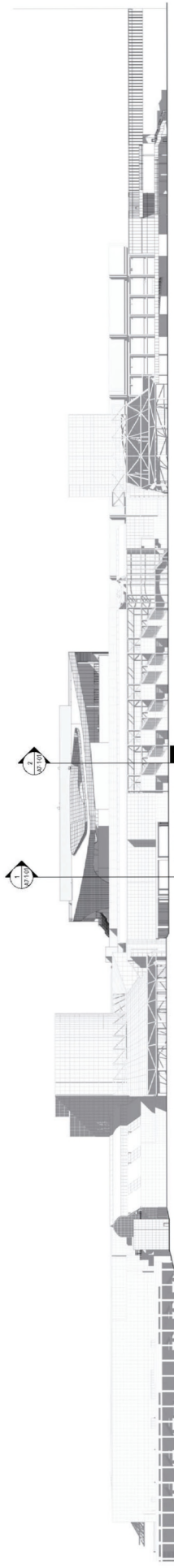
**FOR FIGUEROA CORRIDOR, CHICK HEARN COURT & ARENA ZONE SIGNAGE, REFERENCE "SIGNS COMMON TO ALL OPTIONS" EXHIBIT**

# Convention Center and Arena Sign District

## Appendix A - Conceptual Sign Plans



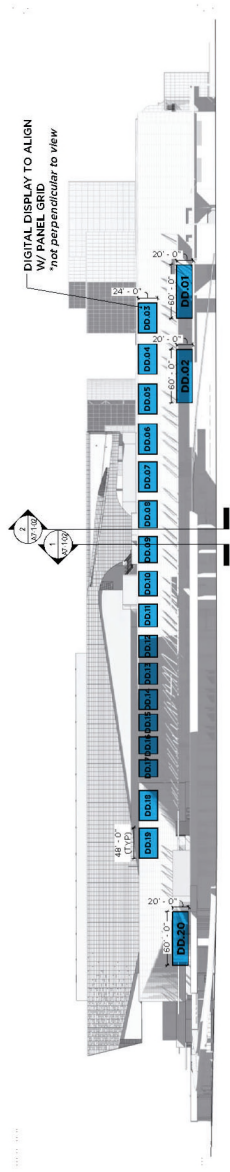
West Elevation



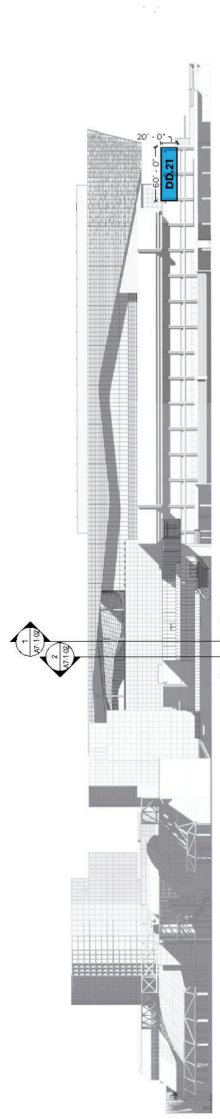
East Elevation

# Convention Center and Arena Sign District

## Appendix A - Conceptual Sign Plans



South Elevation



North Elevation



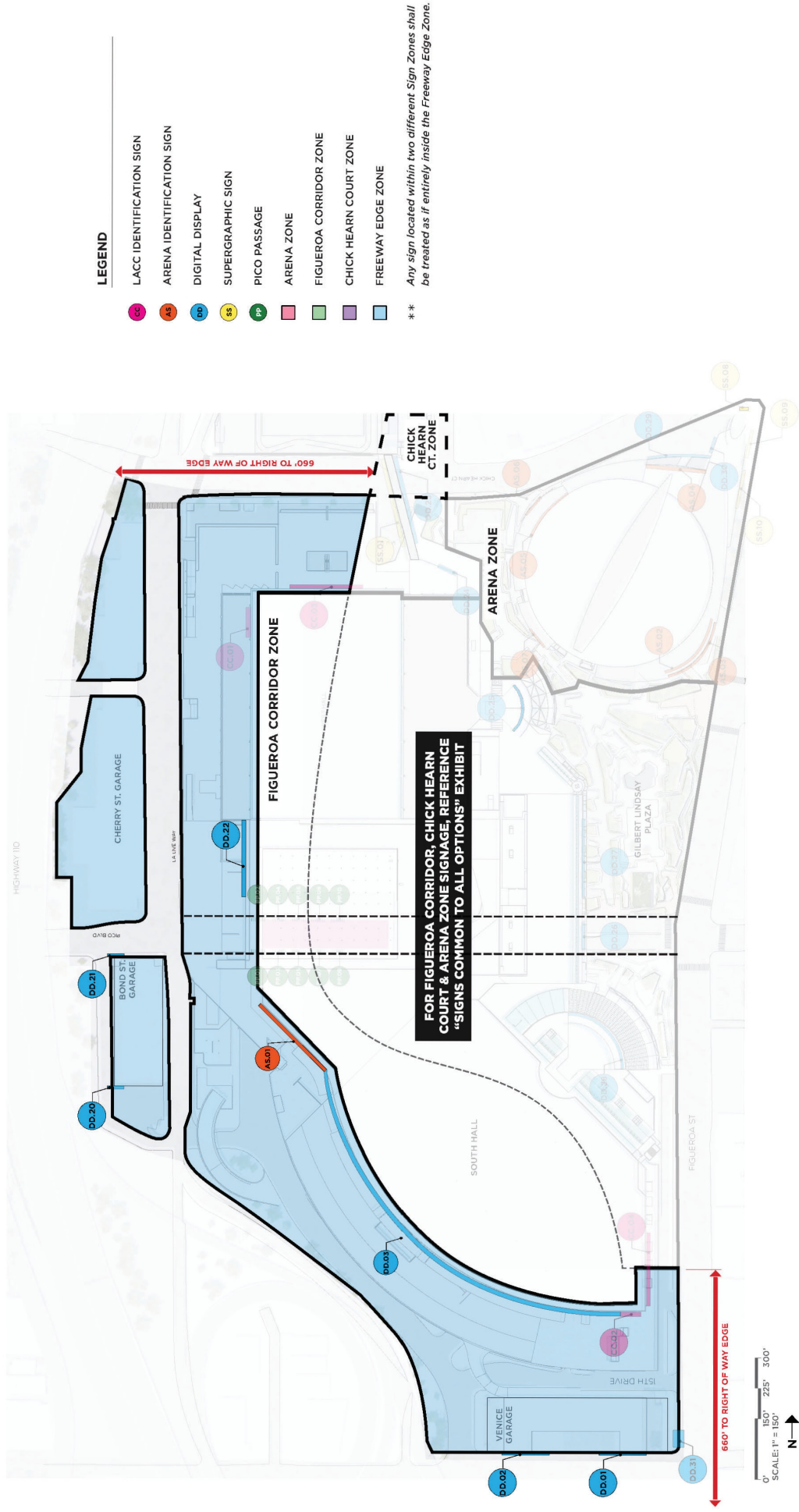
# Convention Center and Arena Sign District

## Appendix A - Conceptual Sign Plans

DIGITAL DISPLAY: SIGNS UNIQUE TO OPTION B ONLY									
ID	HEIGHT	WIDTH	AREA	B.O.S	T.O.S	SIGN TYPE	ZONE	LOCATION	
DD.01	20'-0"	60'-0"	1,200 SF	+40'-0"	+60'-0"	DIGITAL DISPLAY	FREEWAY EDGE	VENICE GARAGE	
DD.02	20'-0"	60'-0"	1,200 SF	+40'-0"	+60'-0"	DIGITAL DISPLAY	FREEWAY EDGE	VENICE GARAGE	
DD.03	24'-0"	48'-0"	1,152 SF	+58'-0"	+82'-0"	DIGITAL DISPLAY	FREEWAY EDGE	SOUTH HALL	
DD.04	24'-0"	48'-0"	1,152 SF	+58'-0"	+82'-0"	DIGITAL DISPLAY	FREEWAY EDGE	SOUTH HALL	
DD.05	24'-0"	48'-0"	1,152 SF	+58'-0"	+82'-0"	DIGITAL DISPLAY	FREEWAY EDGE	SOUTH HALL	
DD.06	24'-0"	48'-0"	1,152 SF	+58'-0"	+82'-0"	DIGITAL DISPLAY	FREEWAY EDGE	SOUTH HALL	
DD.07	24'-0"	48'-0"	1,152 SF	+58'-0"	+82'-0"	DIGITAL DISPLAY	FREEWAY EDGE	SOUTH HALL	
DD.08	24'-0"	48'-0"	1,152 SF	+58'-0"	+82'-0"	DIGITAL DISPLAY	FREEWAY EDGE	SOUTH HALL	
DD.09	24'-0"	48'-0"	1,152 SF	+58'-0"	+82'-0"	DIGITAL DISPLAY	FREEWAY EDGE	SOUTH HALL	
DD.10	24'-0"	48'-0"	1,152 SF	+58'-0"	+82'-0"	DIGITAL DISPLAY	FREEWAY EDGE	SOUTH HALL	
DD.11	24'-0"	48'-0"	1,152 SF	+58'-0"	+82'-0"	DIGITAL DISPLAY	FREEWAY EDGE	SOUTH HALL	
DD.12	24'-0"	48'-0"	1,152 SF	+58'-0"	+82'-0"	DIGITAL DISPLAY	FREEWAY EDGE	SOUTH HALL	
DD.13	24'-0"	48'-0"	1,152 SF	+58'-0"	+82'-0"	DIGITAL DISPLAY	FREEWAY EDGE	SOUTH HALL	
DD.14	24'-0"	48'-0"	1,152 SF	+58'-0"	+82'-0"	DIGITAL DISPLAY	FREEWAY EDGE	SOUTH HALL	
DD.15	24'-0"	48'-0"	1,152 SF	+58'-0"	+82'-0"	DIGITAL DISPLAY	FREEWAY EDGE	SOUTH HALL	
DD.16	24'-0"	48'-0"	1,152 SF	+58'-0"	+82'-0"	DIGITAL DISPLAY	FREEWAY EDGE	SOUTH HALL	
DD.17	24'-0"	48'-0"	1,152 SF	+58'-0"	+82'-0"	DIGITAL DISPLAY	FREEWAY EDGE	SOUTH HALL	
DD.18	24'-0"	48'-0"	1,152 SF	+58'-0"	+82'-0"	DIGITAL DISPLAY	FREEWAY EDGE	SOUTH HALL	
DD.19	24'-0"	48'-0"	1,152 SF	+58'-0"	+82'-0"	DIGITAL DISPLAY	FREEWAY EDGE	SOUTH HALL	
DD.20	20'-0"	60'-0"	1,200 SF	+40'-0"	+60'-0"	DIGITAL DISPLAY	FREEWAY EDGE	BOND ST. GARAGE	
DD.21	20'-0"	60'-0"	1,200 SF	+40'-0"	+60'-0"	DIGITAL DISPLAY	FREEWAY EDGE	BOND ST. GARAGE	
DD.22	44'-0"	190'-0"	8,360 SF	+92'-6"	+136'-6"	DIGITAL DISPLAY	FREEWAY EDGE	PICO HALL	
FREEWAY EDGE SUBTOTAL:									32,748 SF

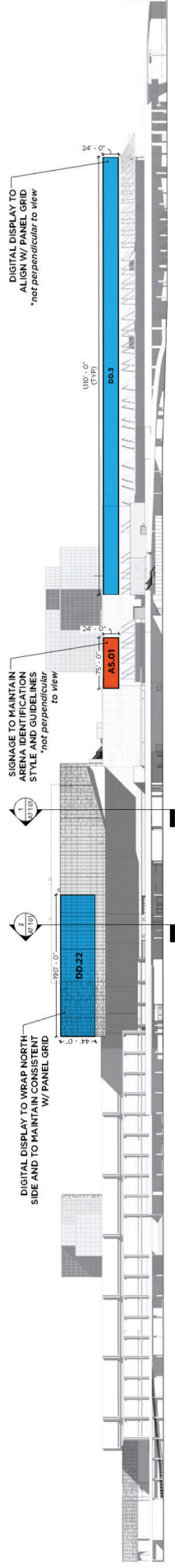
# Convention Center and Arena Sign District

## Appendix A - Conceptual Sign Plans

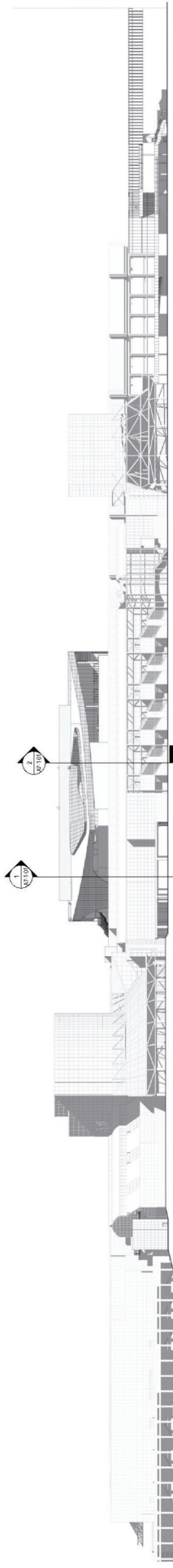


# Convention Center and Arena Sign District

## Appendix A - Conceptual Sign Plans



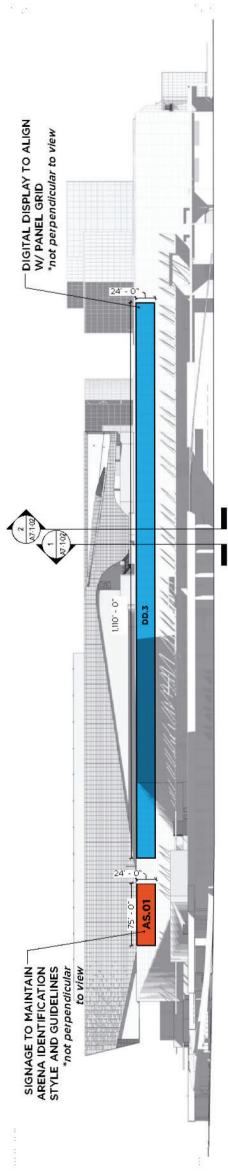
West Elevation



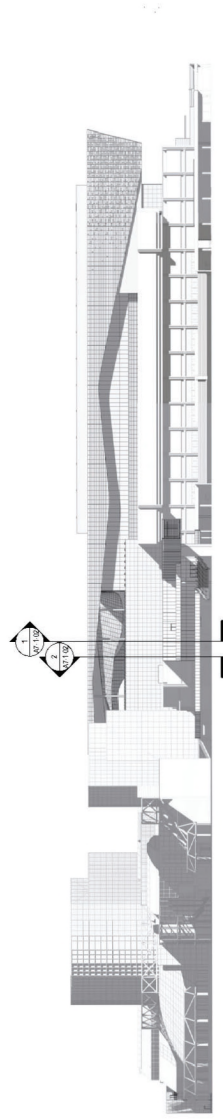
East Elevation

# Convention Center and Arena Sign District

## Appendix A - Conceptual Sign Plans



South Elevation



North Elevation

# Convention Center and Arena Sign District

## Appendix A - Conceptual Sign Plans

DIGITAL DISPLAY SIGNS UNIQUE TO OPTION C ONLY									
ID	HEIGHT	WIDTH	AREA	B.O.S	T.O.S	SIGN TYPE	ZONE	LOCATION	
DD.01	20'-0"	60'-0"	1,200 SF	+40'-0"	+60'-0"	DIGITAL DISPLAY	FREEWAY EDGE	VENICE GARAGE	
DD.02	20'-0"	60'-0"	1,200 SF	+40'-0"	+60'-0"	DIGITAL DISPLAY	FREEWAY EDGE	VENICE GARAGE	
DD.03	24'-0"	1,110'-0"	26,400 SF	+58'-0"	+82'-0"	DIGITAL DISPLAY	FREEWAY EDGE	SOUTH HALL	
DD.20	20'-0"	60'-0"	1,200 SF	+40'-0"	+60'-0"	DIGITAL DISPLAY	FREEWAY EDGE	BOND ST. GARAGE	
DD.21	20'-0"	60'-0"	1,200 SF	+40'-0"	+60'-0"	DIGITAL DISPLAY	FREEWAY EDGE	BOND ST. GARAGE	
DD.22	44'-0"	190'-0"	8,360 SF	+92'-6"	+136'-6"	DIGITAL DISPLAY	FREEWAY EDGE	PICO HALL	
FREEWAY EDGE SUBTOTAL			39,560 SF						

**SEC. 9.** 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.

Approved as to Form and Legality

HYDEE FELDSTEIN SOTO, City Attorney

By   
KENNETH T. FONG  
Deputy City Attorney

Date November 17, 2023

File No. 22-0536

Pursuant to Charter Section 559, I **disapprove** this ordinance on behalf of the City Planning Commission and recommend that it **not** be adopted.

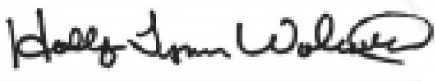
  
VINCENT P. BERTONI, AICP  
Director of Planning

Date November 17, 2023

m:\real prop\_env\_land use\land use\kenneth fong\ordinances active\convention center & arena sp & sign district 2022\city atty rpt & ordinances\11.06.23 final\2023.11.16 sign district ordinance (signed by Bertoni).docx

The Clerk of the City of Los Angeles hereby certifies that the foregoing ordinance was passed by the Council of the City of Los Angeles, **by a vote of not less than two-thirds** of all its members.

CITY CLERK



December 13, 2023

Ordinance Passed \_\_\_\_\_

Ordinance posted: 12/27/2023  
Ordinance Effective date: 02/05/2024

MAYOR



\_\_\_\_\_  
12/21/2023

Approved \_\_\_\_\_