

RADFORD STUDIO CENTER SIGN DISTRICT (DRAFT)

JANUARY 2025

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An ordinance establishing the Radford Studio Center Sign District pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code (Code).

WHEREAS, the site is located in the Sherman Oaks – Studio City – Toluca Lake – Cahuenga Pass Community Plan area, which identifies goals for the continuation of existing entertainment industry uses and opportunities to attract desirable entertainment production and post production uses, with the potential to create jobs and to provide economic benefits to the community.

WHEREAS, the entertainment industry is continually evolving, whether it be technological advancements, shifts in production and post-production, or increased competition from other states and countries, and long-term adaptation in land use and planning is a requirement for ongoing consistency with the City’s General Plan policies;

WHEREAS, the existing Radford Studio Center major film and television studio campus needs to modernize and expand its existing facilities to address the unmet and anticipated future demands of movie, television, streaming, and other forms of content production in order to remain competitive in the industry and for the long-term preservation of the Radford Studio Center campus;

WHEREAS, the development authorized by the Radford Studio Center Specific Plan (Specific Plan) will require a unique and comprehensive program for on-site signage that contributes to and enhances the identity of the Sign District area as an iconic production studio;

WHEREAS, a clear and consistent set of principles and regulations established by this Sign District would provide a level of certainty for future signage for the site while providing signage compatible with the surrounding community character by only permitting on-site signage and limiting digital displays to the interior of the site;

WHEREAS, the Sign District will foster a vibrant urban environment with a unified aesthetic and sense of identity, by setting standards for uniform signage design, providing well-planned placement, design and architectural integration of signage with consideration for surrounding uses and architectural design, and improving pedestrian and traffic safety by directing functional wayfinding and building identification throughout the site.

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

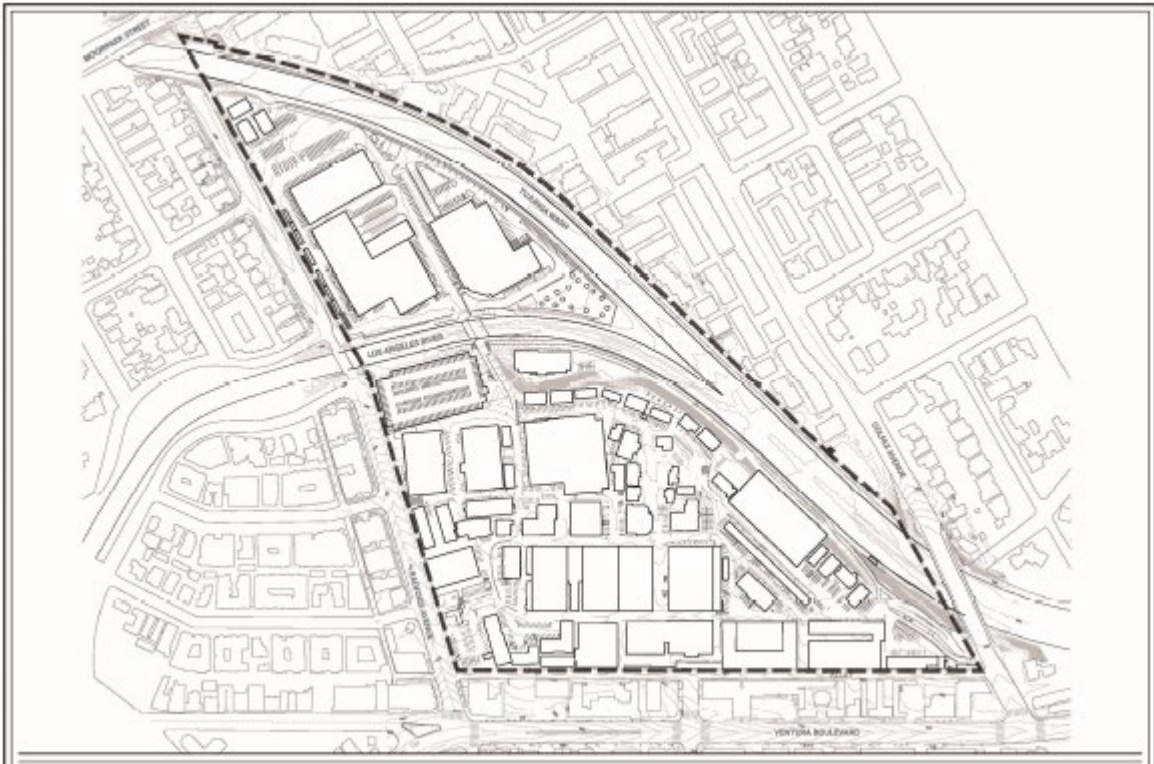
SECTION 1. ESTABLISHMENT OF THE RSC SIGN DISTRICT.

The City Council hereby establishes the Radford Studio Center Sign District (Sign District), which shall be applicable to the approximately 55-acre site located at 4024, 4064 and 4200 North Radford Avenue, generally bounded by the Los Angeles River and

Tujunga Wash to the north and east, Colfax Avenue to the east, Radford Avenue to the west, and a public alley (parallel to Ventura Boulevard) to the south, as shown within the heavy dashed line on Map 1 (Sign District Boundary Map).

MAP 1. SIGN DISTRICT BOUNDARY MAP

[PLACEHOLDER TO BE REPLACED]



SECTION 2. PURPOSE.

The Sign District is intended to:

- A. Support and enhance the unique media and entertainment character of the Radford Studio Center and the land use and urban design objectives of the Sherman Oaks – Studio City – Toluca Lake – Cahuenga Pass Community Plan and Specific Plan;
- B. Encourage signs that contribute positively to the visual environment in a manner that accentuates the architectural characteristics of the studio and reinforces TVC's sense of place as a major urban, cultural, and media center;
- C. Permit a variety of signage elements to allow for creativity and flexibility in design over time;
- D. Protect adjacent residential communities and riverway areas from potential adverse impacts by concentrating signage away from residential and riverway areas, and setting standards for signage amounts, size, illumination, and sign motion/animation; and
- E. Coordinate the location and display of signs so as to enhance the public pedestrian realm, minimize potential traffic hazards, protect public safety, and maintain compatibility with surrounding uses.

SECTION 3. APPLICATION OF SUPPLEMENTAL USE DISTRICT REGULATIONS.

- A. The regulations of this Ordinance are in addition to those set forth in the Planning and Zoning provisions of the Code and the Specific Plan. These regulations do not convey any rights not otherwise granted under the provisions and procedures contained in the Code or other relevant ordinances, except as specifically provided for in this Ordinance.
- B. Wherever this Ordinance contains provisions that establish regulations that are different from, more restrictive than, or more permissive than those contained in the Code, this Ordinance shall prevail.

SECTION 4. DEFINITIONS.

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

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.

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.

Off-Site Sign. A sign 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, offered or occurs elsewhere than within the boundaries of the Sign District.

On-Site Sign. A sign that is other than an Off-Site Sign.

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 the length of the vertical dimension.

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: 14.4.10 (Wall Signs), 14.4.16 (Temporary Signs), 14.4.17 (Temporary Signs on Temporary Construction Walls), 14.4.18 (Off-Site Signs) and/or 14.4.20 (Art Murals and Public Art Installations).

Temporary Sign. Any sign that is to be maintained for a limited duration, not to exceed 120 days, including paper signs and other signs that are not permanently affixed to the ground or building.

SECTION 5. EXISTING SIGNS. RIGHTS OF OWNER TO SIGNS.

- A. Sign Rights.** Existing legally permitted signs may continue to exist and be constructed, operated, maintained, repaired, replaced or structurally altered in accordance with the requirements of Section 91.6216 of the Code.

SECTION 6. 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, or alteration of an existing sign, unless the sign complies with: (1) the applicable requirements of

this Ordinance as determined by the Director of Planning (Director); and (2) the applicable requirements of the Code.

- B. Director Sign-Off.** With respect to the following signs, only a ministerial Director sign-off on the permit application shall be required prior to issuance by LADBS of a sign permit:

1. Architectural Ledge Signs
2. Pillar Signs

The Director shall approve the permit application if the sign complies with all of the applicable requirements of this Ordinance, including Appendix A (Conceptual Sign Plans), and the applicable requirements of the Code. The Director's approval shall be indicated by signing off on the permit application and by stamping and dating the permit plans.

- C. Exempt Signs, Murals, and Art Installations.** LADBS permit applications for the following sign types, Original Art Murals, and Public Art Installations shall be subject to the applicable LADBS review and approval, and/or Department of Cultural Affairs review and approval, and 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. Illuminated Architectural Canopy Signs
3. Information Signs
4. Marquee Signs
5. Monument Signs
6. Original Art Murals
7. Projecting Signs
8. Public Art Installations
9. Roof Signs
10. Temporary Signs

11. Wall Signs, except those being utilized as replacement signs for Supergraphic Signs under Section 8.D, Supergraphics.

12. Window Signs

D. Project Compliance. LADBS shall not issue a permit for any signs that do not comply with this Ordinance, individually or cumulatively, and shall not issue a permit for the following signs unless the Director has issued a Project Compliance approval, pursuant to the procedures set forth in Section 13B.4.2 of the Code and the applicable standards set forth in Section 7 (General Requirements) and Section 8 (Standards for Specific Types of Signs) of this Ordinance. An application for a Digital Display or Supergraphic Sign must be submitted at the same time as an application for the new building or upgrades to an existing façade of a building on which it is proposed to be located. Each application for a Digital Display or Supergraphic Sign shall provide an accounting of all existing and proposed Digital Displays and Supergraphic Signs within the Sign District at the time of application, as well as the associated Project Compliance case numbers and sign permit numbers, as applicable.

1. Digital Displays

2. Supergraphic Signs, or Wall Signs being utilized as replacement signs for Supergraphic Signs pursuant to Section 8.D of this Sign District

E. Requests for Deviations, Modifications, and Interpretations of Regulations.

1. The procedures for adjustments, exceptions, and interpretations to this Ordinance shall follow the procedures set forth in Section 13B.4 of the Code.

2. The procedures for modifications of entitlement shall follow the procedures set forth in Section 13B.5.4 of the Code. In addition, a modification of entitlement process may be utilized for a modification to any sign, any sign support structure, or to Appendix A (Conceptual Sign Plans) of this Sign District that results in a change of a sign from a Digital Display to a Supergraphic Sign.

3. The procedures for amendments of this Ordinance shall follow the procedures set forth in Section 13B.1.2 of the Code.

SECTION 7. 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 Sign District for permits, plans, design and construction, materials, street address numbers, identification, maintenance, prohibited locations and sign illumination.

Notwithstanding the foregoing, any combined area restrictions in Article 4.4 of the Code, including, but not limited to, Code Sections 14.4.8 A.2 (Monument Signs), 14.4.9 B.2 (Projecting Signs), 14.4.10 A.4 (Wall Signs), 14.4.10 A.5 (Wall Signs), 14.4.13 B.3 (Roof Signs), 14.4.13 B.4 (Roof Signs), 14.4.14 B (Window Signs), and 14.4.16 B.2 (Temporary Signs), shall not apply to signs within the Sign District area. In addition, Monument Signs and Projecting Signs shall not be required to be setback from interior lot lines. A building permit shall be obtained from LADBS in accordance with the applicable provisions of the Code for any signs, sign structures, and/or sign alterations, other than changes to or replacement of sign face copy.

B. Permitted Signs. Except as otherwise prohibited in Section 7.D (Prohibited Signs), below, and notwithstanding Section 14.4.4 B of the Code, all signs described and regulated in Section 8 (Standards for Specific Types of Signs) of this Sign District, all signs otherwise permitted by the Code, and all previously legally permitted signs shall be permitted within the Sign District area.

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

1. Off-Site Signs
2. Pole Signs
3. Any sign not specifically authorized by this Ordinance or by the Code

D. General Sign Area and Location Requirements. The sign area and location of signage is subject to the standards identified in Sections 7 (General Requirements) and 8 (Standards for Specific Types of Signs) of this Ordinance and Code Section 14.4.4 C (Prohibited Locations). 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 Los Angeles Fire Department (LAFD) determines, in writing, that the sign would not create a hazardous condition.

For the purposes of calculating sign areas and locations for signs, "streets" shall include public rights-of-way, as well as internal streets, pedestrian pathways, driveways, and/or private drives.

E. Illumination. All signs may be illuminated by either internal or external means. The illumination regulations set forth in the Code shall apply. In addition, signage shall be subject to the following regulations:

1. **Lighting onto Residentially Zoned Property.** All externally illuminated signs shall be designed, located, or screened so as to minimize, to the extent reasonably possible, direct light sources onto any exterior wall of a residentially

zoned property. If signs are externally lit, the light source of the external illumination shall be shielded from any residentially zoned property.

2. **Sign Illumination Limitations.** Pursuant to Code Section 14.4.4E, no sign shall be arranged and illuminated in a manner that will produce a light intensity of greater than three foot-candles above ambient lighting, as measured at the property line of the nearest residentially zoned property. In order to meet this requirement, the following sign illumination limitations shall apply:
 - a. Illuminated signs visible from the public right-of-way, LA River, or Tujunga Wash shall be illuminated by fully shielded light fixtures mounted at the top and bottom of the signs.
 - b. Murals may be illuminated with fully shielded floodlights located at the top of the walls shining down. Mural surface brightness will not exceed 50 cd/m²
 - c. For internally illuminated signs, the maximum allowed lighting power will not exceed the product of the illuminated sign area and 12 watts per square foot.
 - d. All illuminated signs will be controlled with a photocontrol in addition to an automatic time-switch control, or an astronomical time-switch control.
 - e. Signs that are illuminated at night and for more than one hour during daylight hours will be controlled with a dimmer that provides the ability to automatically reduce the sign's power by a minimum of 65 percent during nighttime hours.
 - f. The sign area facing the sensitive use property (motel use), which directly abuts the public alley to the south of the Project Site, will not exceed 270 square feet in area. This limitation shall remain in place as long as the sensitive use (motel use) exists to the south of the Project. If the adjacent sensitive use is removed in the future, this requirement will no longer be applicable.
3. **Reflective Materials.** Signage shall not use highly reflective materials such as mirrored glass.
4. **River Improvement Overlay Zone.** [TBD].
5. **Green Code.** All light sources, including illuminated signage, shall comply with the applicable provisions of CALGreen (Part 11 of Title 24, California Code of Regulations[CCR]) and California Energy Code (Part 6 of Title 24, CCR) 130.3 and Section 140.8) and the Green Code of the City of Los Angeles.

6. Digital Displays and Supergraphic Sign Illumination Standards.

- a. Digital Displays are prohibited within 100 feet of the Sign District boundary, LA River, and Tujunga Wash, refer to Appendix A (Conceptual Sign Plans).
 - b. Supergraphic Signs located within 100 feet from the Sign District boundary, LA River, and Tujunga Wash shall have a nighttime luminance, from sunset to sunrise, no greater than 100 candelas per square meter (cd/m²), and a daytime luminance, from 20 minutes after sunrise to 20 minutes prior to sunset, no greater than 5,000 cd/m².
 - c. Digital Displays, or Supergraphic Signs located beyond 100 feet from the Sign District boundary, shall have a nighttime luminance, from sunset to sunrise, no greater than 300 candelas per square meter (cd/m²), and a daytime luminance, from 20 minutes after sunrise to 20 minutes prior to sunset, no greater than 5,000 cd/m².
 - d. Digital Displays or Supergraphic Signs shall transition smoothly at a consistent rate from their daytime luminance to their maximum permitted nighttime luminance, beginning not less than 20 minutes prior to sunset, and concluding at sunset. After sunrise, signs will transition smoothly from the applicable nighttime maximum for no less than 20 minutes, up to their daytime luminance.
 - e. Each Digital Display or Supergraphic Sign 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.
 - f. All light emitting diodes used within a Digital Display shall have a maximum horizontal beam spread of 165 degrees and maximum vertical beam spread of 90 degrees, with the beam spread primarily facing downwards to minimize light pollution towards the sky.
- 6. Illumination Testing Protocol for Digital Display Signs.** Prior to the operation of any Digital Display, the applicant shall conduct testing as necessary to demonstrate 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:

- a. **Illuminance Testing.** In order to determine whether the illumination complies with Section 14.4 of the Code and the requirements of this Ordinance, a representative testing site shall be established on or next to those residentially zoned properties outside of the Sign District area, which have the greatest exposure to signage lighting on each of the four facades of the Sign District area. An illuminance meter mounted to a tripod at eye level, facing the Sign District area illuminated signs, shall be calibrated and measurements taken to determine ambient light levels with the illuminated sign on and off. 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.
- b. **Luminance Testing.** The luminance (cd/m^2) of all illuminated signs shall also be measured from locations perpendicular to the illuminated sign, at adjacent residentially zoned properties, and/or the public right-of-way to confirm conformance with the standards of this Ordinance.
- c. **Re-testing.** In addition, if 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, or other applicable laws. 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 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.

F. Refresh Rate. 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 8.D (Digital Displays) of this Ordinance:

1. The Controlled Refresh Rate 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. The Non-Controlled Refresh Rate is the Refresh Rate of all Digital Displays that

are not made subject to a Controlled Refresh Rate pursuant to this Ordinance and which shall permit images, parts and/or illumination that flash, change, move, stream, scroll, blink or otherwise incorporate motion to change at an unrestricted rate.

- G. 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 original condition.
 2. All sign copy shall be properly maintained and kept free from damage and other unsightly conditions, including graffiti. It must be repaired or replaced immediately upon tearing, ripping, or peeling, or when marred or damaged by 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 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.
- H. New Technologies.** The Director may permit the use of any technology or material provided that the material is approved by LADBS, utilizing the Director's Interpretation procedure outlined in Code Section 13B.4.6, if the Director finds that such technology or material is consistent with the regulations described herein.
- I. Alterations, Repairs or Rehabilitation.** Any alteration, repair or maintenance work on a legally permitted sign or sign structure shall be governed by the Code.
- J. 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.

SECTION 8. STANDARDS FOR SPECIFIC TYPES OF SIGNS.

A. Architectural Ledge Signs.

1. Sign Area.

- a. The total combined area of Architectural Ledge Signs shall not exceed 2,000 square feet.
- b. An individual Architectural Ledge Sign shall not exceed 150 square feet in area.

2. Height. Architectural Ledge Signs shall have a minimum clearance of 8 feet above grade at the sign location.

3. Number and Location. A maximum of six Architectural Ledge Signs are permitted. Architectural Ledge Signs shall be installed in substantial conformance with Appendix A (Conceptual Sign Plans), and are only allowed at automobile and pedestrian access points. Architectural Ledge Signs shall not be required to be set back from interior lot lines.

4. Design. Channel letters, push-thru letters, cut-thru letters, and other architecturally integrated methods for lettering are required for letters greater than 6 inches in height.

5. Illumination. Architectural Ledge Signs may be internally or externally illuminated and shall be subject to the applicable illumination standards of Section 7.E (Illumination) of this Ordinance.

B. Digital Displays.

1. Sign Area.

- a. The total combined sign area for Digital Displays shall not exceed 20,250 square feet.
- b. An individual Digital Display shall not exceed 1,350 square feet in area.

2. Height. Digital Displays are limited to a maximum height, as measured from adjacent grade, of 40 feet. Digital Displays are not permitted to extend above the top of the building wall.

3. Number and Location. Digital Displays shall only be allowed on the building facades as identified in Appendix A (Conceptual Sign Plans), which are

generally not visible from the public right-of-way, LA River, and Tujunga Wash, and which are located on the interior of the site, meaning that they are located more than 100 feet from the Sign District boundaries and the LA River and Tujunga Wash.

- a. A Digital Display may be replaced in its same location with a Supergraphic Sign. In that instance, the Supergraphic Sign shall instead be subject to maximum sign area standards for Digital Displays and shall be deducted from the combined Digital Display sign area.
4. **Design.** Digital Displays shall be integrated into the architectural design of the building and shall align with major building elements such as window banding or vertical changes in material or texture. Digital Displays shall be reviewed and permitted concurrently with the review and permitting of a new building or with updates to a facade of an existing building. Digital Displays shall be prohibited as stand-alone signs which are not attached to a building.
5. **Illumination.** Digital Displays shall be subject to the applicable illumination standards of Section 7.F (Illumination) of this Ordinance.
6. **Refresh Rate.** Any Digital Display within 200 feet of a residentially-zoned property shall be subject to the Controlled Refresh Rate. All other Digital Displays are subject to the Non-Controlled Refresh Rate.
7. **Hours of Operation.** Digital Displays shall only be permitted to operate between the hours of 7:00 a.m. to 10:00 p.m.
8. **Implementation.** No Digital Display shall be made operative until after the issuance of the first Certificate of Occupancy for a new building under the Specific Plan.

C. Pillar Signs

1. **Sign Area.** Pillar Signs shall not exceed two square feet per linear foot of building frontage, with a maximum individual sign area of 25 square feet per sign face. The sign area of one face of a Pillar Sign shall be used when calculating total sign area.
2. **Height.** Pillar signs shall not exceed nine feet in height above grade.
3. **Location.**
 - a. The location of Pillar Signs shall not interfere with or present a hazard to pedestrian, bicycle, or vehicle traffic.

- b. Pillar Signs shall not be placed within a 25-foot visibility triangle at corners or driveway.
- 4. **Design.** Pillar Signs shall be ground-mounted and not attached to any building face.
- 5. **Illumination.** Pillar Signs may be internally illuminated, or externally illuminated with lighting concealed in the ground plane.
- 6. **Digital Displays.**
 - a. Pillar Signs shall not include Digital Display elements.

D. Supergraphic Signs.

1. Sign Area.

- a. The total combined area of Supergraphic Signs shall not exceed 22,950 square feet.
- b. An individual Supergraphic Sign shall not exceed 1,350 square feet in sign area.

2. Number and Location. Supergraphic Signs shall be installed in substantial conformance with Appendix A (Conceptual Sign Plans) for exterior-facing signs. For all other Supergraphic Signs, they shall only be allowed on the building facades as identified in Appendix A (Conceptual Sign Plans), which are generally not visible from the public right-of-way, LA River, or Tujunga Wash, and which are located on the interior of the site, meaning that they are located more than 100 feet from the Sign District boundaries, LA River, or Tujunga Wash.

- a. In addition, any location for a Digital Display on the Conceptual Sign Plan may instead be replaced with a Supergraphic Sign, notwithstanding the combined sign area limit in Section 7.G.1 for Supergraphic Signs.
- b. Furthermore, a Supergraphic Sign may be replaced in its same location with a large-scale Wall Sign. In that instance, the large-scale Wall Sign shall instead be subject to maximum sign area standards for Supergraphic Signs and shall be deducted from the combined Supergraphic Sign area, and shall not count toward the maximum Wall Sign area restrictions of the LAMC, and shall otherwise be subject to all other requirements for 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 7.J (Materials) of this Sign District.
- c.** Supergraphic Signs shall not obstruct outward views from windows.
- d.** Supergraphics shall be integrated into the architectural design of the building and shall align with major building elements such as window banding or vertical changes in material or texture. Supergraphics Signs shall be reviewed and permitted concurrently with the review and permitting of a new building or with updates to a facade of an existing building. Supergraphics Signs shall be prohibited as stand-alone signs which are not attached to a building.

- 4. Implementation.** No Supergraphic Sign shall be made operative until after the issuance of the first Certificate of Occupancy for a new building under the Specific Plan.

SECTION 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 Ordinance are declared to be severable. The City Council hereby declares that it would have passed this Ordinance and each portion or subsection, sentence, clause, and phrase herein, irrespective of the fact that any one or more portions, subsections, sentences, clauses or phrases be declared invalid.

SECTION 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; and 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.

