

ORDINANCE NO. 185252

THE REEF TRANSIT-ORIENTED SIGN DISTRICT

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ORDINANCE NO. 185252

An ordinance establishing The Reef Transit-Oriented Sign District pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code (LAMC), except as may differ herein.

WHEREAS, the applicant, PHR LA MART LLC, proposes to renovate, construct, use, and maintain a mixed-use project at 1900 South Broadway in the City of Los Angeles. The property includes the following Assessor Parcel Numbers: 5126-030-005, 5126-030-006, 5126-030-009, 5126-030-011, 5126-031-009 and 5126-031-010. The approximately 9.7-acre property consists of two City blocks, bounded by Washington Boulevard to the north, 21st Street to the south, Hill Street to the west and Main Street to the east, and is separated by Broadway;

WHEREAS, the approximately 4.9-acre western block is currently developed with the approximately 861,162 square-foot, 12-story Reef building (formerly, the L.A. Mart) and 400 surface parking spaces (West Block). The approximately 4.7-acre eastern block is currently developed with an approximately 11,150 square-foot warehouse/distribution building and 700 surface parking spaces (East Block). The West Block and the East Block are separated by Broadway;

WHEREAS, the property will be developed with a mixed-use project (The Reef). New construction totals approximately 1,680,306 square feet of floor area and includes: (i) 549 residential apartment units, including 21 live/work units; (ii) 895 residential condominium units; (iii) 69,400 square feet of retail uses, including a 29,355 square-foot grocery store; (iv) 35,657 square feet of restaurant/bar square footage; (v) a 208-key hotel; (vi) a 17,507 square-foot gallery; (vii) a 1,622 square-foot community room, and (viii) two fitness/yoga studios totaling 7,879 square feet. The project also includes 2,512 parking spaces and 1,906 bicycle parking spaces. The project, including the Reef building, will contain 2,541,468 square feet of floor area upon full build out;

WHEREAS, the project will retain the existing uses within the existing Reef building and includes renovation of the ground floor into 20,000 square feet of retail space and 10,000 square feet of restaurant space. In addition, the project will add approximately 8,000 square feet to incorporate a new restaurant and additional outdoor space to accommodate events on the rooftop of the existing Reef building;

WHEREAS, the project includes a comprehensive signage program unique to the project, consistent with the transit-oriented mixed-use nature of the project, necessary to attract visitors, facilitate activity at the pedestrian scale and support current and future investment in the area along the Blue Line;

WHEREAS, this Sign District Ordinance (Ordinance) incorporates the existing and approved signage for The Reef, as well as new signage for the project to activate this part of Southeast Los Angeles as a major transit-oriented residential, commercial and entertainment destination in the City;

WHEREAS, development of the project will enhance the social, cultural and economic goals of the 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 Southeast Los Angeles community by providing new residential units, business opportunities, public gathering open space and a pedestrian friendly environment in a transit-oriented area; and

WHEREAS, the project, including this Sign District Ordinance, presents a major economic opportunity to create good jobs and investment in the City and in the Southeast Los Angeles community, and to serve as a catalyst for renewed investment in Southeast Los Angeles as a key business, entertainment and cultural destination.

NOW, THEREFORE,

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

SECTION 1. ESTABLISHMENT OF THE REEF TRANSIT-ORIENTED SIGN DISTRICT.

A. Authority and Scope. As of the Effective Date of this Ordinance, the City Council hereby establishes The Reef Transit-Oriented Sign District (District), which shall be applicable to that area of the City shown on Map 1, which is bounded by Washington Boulevard to the north, 21st Street to the south, Hill Street to the west and Main Street to the east, and separated by Broadway. Notwithstanding LAMC Section 13.11.B, the District is hereby established in the C2 Zone encompassing the project area.

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

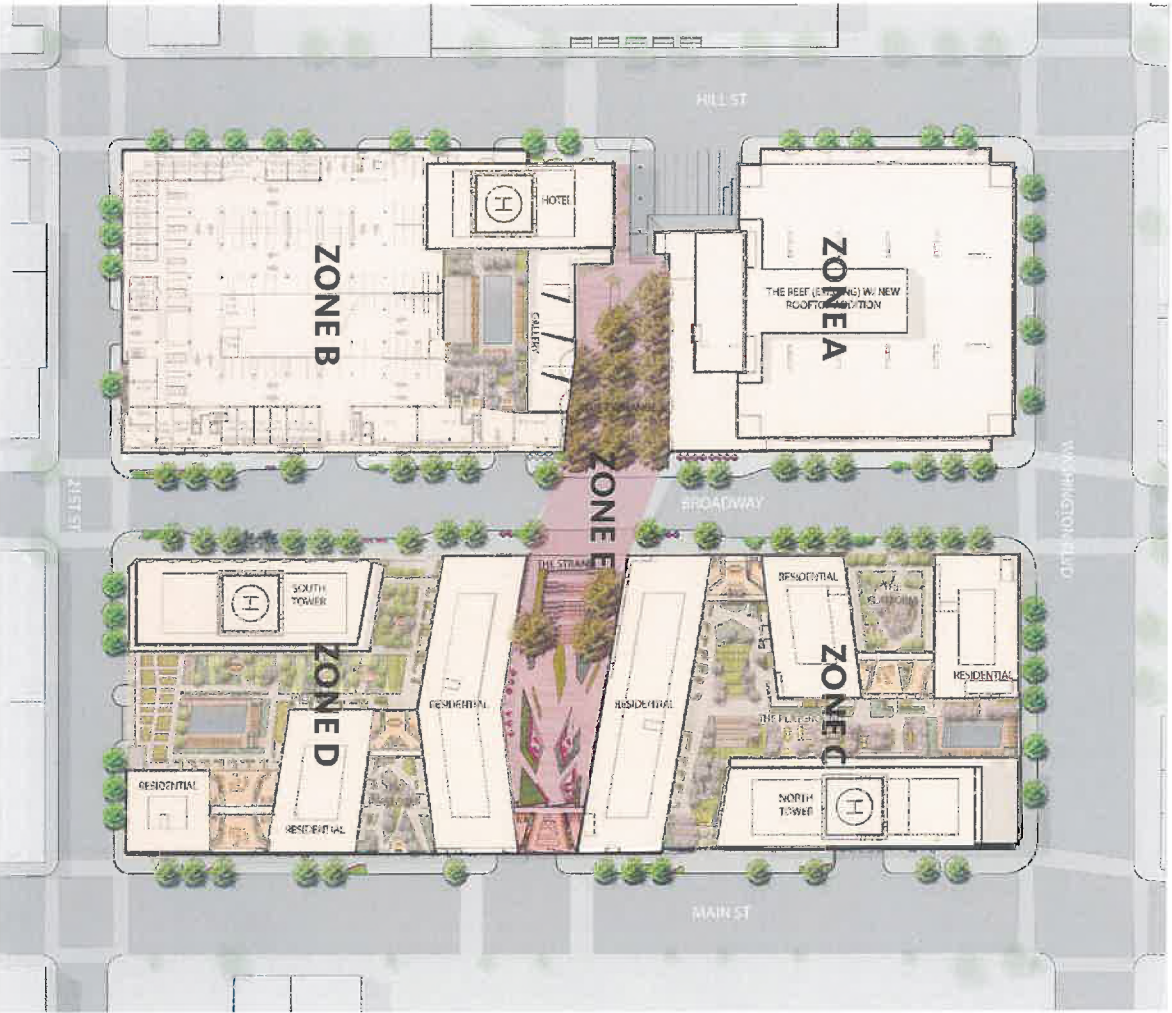
Table 1-1 — Vertical Sign Zones

Sign Zone	Height Above Grade
Sign Zone A	
Vertical Sign Zone Level 1	0 - 25 feet
Vertical Sign Zone Level 2	25 - 75 feet
Vertical Sign Zone Level 3	75 -193 feet 10 inches*
Sign Zone B	
Vertical Sign Zone Level 1	0 - 25 feet
Vertical Sign Zone Level 2	25 - 75 feet
Vertical Sign Zone Level 3	75 - 242 feet*
Sign Zone C	
Vertical Sign Zone Level 1	0 - 25 feet
Vertical Sign Zone Level 2	25 - 75 feet
Vertical Sign Zone Level 3	Signage Prohibited
Sign Zone D	
Vertical Sign Zone Level 1	0 - 25 feet
Vertical Sign Zone Level 2	25 -75 feet
Vertical Sign Zone Level 3	Signage prohibited
Sign Zone E	
Vertical Sign Zone Level 1	0 - 25 feet
Vertical Sign Zone Level 2	Signage prohibited
Vertical Sign Zone Level 3	Signage prohibited
* To top of sign	

Map 1

Sign Zones Map

[Map 1 follows this page.]

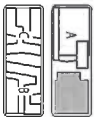


MAP 1: SIGN ZONE MAP

THE REEF
1505 Broadway Los Angeles, CA 90007

Gensler + P-A-T-E-R-N-S
3005 The Grove Drive
Los Angeles, CA 90007
Tel: 213.327.2800
Fax: 213.327.2800

Start Date	End Date	Project Name
NOV 15 2014	NOV 15 2014	ENTERTAINMENT CENTER
NOV 15 2014	NOV 15 2014	ENTERTAINMENT CENTER
NOV 15 2014	NOV 15 2014	ENTERTAINMENT CENTER
NOV 15 2014	NOV 15 2014	ENTERTAINMENT CENTER



Legend:

Project Name: THE REEF

Project Number: 0282003

Discipline: MAP 1: SIGN ZONE MAP

Scale: 1" = 32'

3.50
PROJECT: THE REEF
3.50
32

SEC. 2. PURPOSES AND OBJECTIVES.

A. Generally. This District provides the regulatory framework for the Signs proposed for The Reef and surrounding areas in connection with the development and uses allowed by the project.

B. Purposes and Objectives.

1. Enable the regulation of Signs within the project area;
2. Support and enhance the land uses and urban design objectives in the Southeast Los Angeles Community Plan;
3. Encourage vibrant, clear, attractive signage that enhances the District while complementing and protecting the character of the surrounding areas by limiting visual clutter;
4. Ensure that new Signs are responsive to and integrated with the aesthetic character of the areas on which they are located, and are positioned in a manner that is compatible both architecturally and relative to other Signs within the District;
5. Encourage creative, well-designed Signs that are part of an integrated transit-oriented development; that contribute positively to the District's visual environment in a manner that accentuates the architectural characteristics of the project and reinforces the District's sense of place as a major urban, cultural and visitor destination; and that contribute to a pedestrian-friendly experience to help maintain an image of quality and excellence for the Southeast Los Angeles Community Plan; and
6. Coordinate the location and display of Signs so as to minimize potential traffic hazards and protect public safety.

SEC. 3. APPLICATION.

A. Relationship to the Los Angeles Municipal Code. This Ordinance regulates Signs within the District. The regulations of this Ordinance are in addition to those set forth in the planning and zoning provisions of the LAMC. Wherever this Ordinance contains provisions that are different from, more restrictive than or more permissive than permitted by the LAMC, this Ordinance shall prevail and supersede the other applicable provisions, including, but not limited to, the requirements of Section 13.11, et seq., Section 14.4.1, et seq., and Section 91.6201, et seq., of the LAMC. Unless otherwise specified in this Ordinance to the contrary, all Signs shall comply with the following provisions of the LAMC: Chapter I, Article 4.4 (Sign Regulations); Chapter II, Article 8, Section 28.00, et seq. (Advertising); Chapter VI, Article 7, Section 67.00, et seq. (Outdoor Advertising Structures, Accessory Signs, Post Signs and Advertising Statuary); and Chapter IX, Article 1, Division 62 (Signs).

B. On-Site and Off-Site Signs. All Signs listed in this Ordinance and all Signs listed in Section 14.4.2 of the LAMC, which are not otherwise prohibited by this Ordinance, shall be allowed. Notwithstanding any other provision of the LAMC or this Ordinance, any Sign within the District may be either an On-Site Sign or Off-Site Sign as such terms are defined in this Ordinance. This Ordinance governs all aspects of Signs that are Off-Site Signs within the District.

SEC. 4. DEFINITIONS.

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

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

Approved Signs. The Signs listed in “Approved Signs” attached as Appendix A to this Ordinance, as well as Sign Support Structures associated with such Signs, which shall be in the approximate locations shown in “Conceptual Sign Locations” and “Conceptual Sign Drawings” attached as Appendices B and C to this Ordinance and approved by the City Council pursuant to this Ordinance, as may be modified or amended from time to time in accordance with Section 6.C of this Ordinance.

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

Building Frontage. The projection of the building walls upon the street used for street frontage.

Conceptual Sign Drawings. The conceptual Sign locations, plans, elevations, and renderings depicting the approved locations and types of permanent primary Signs within the District attached to this Ordinance as Appendices B and C, as the same may be modified or amended from time to time in accordance with Section 6.C of this Ordinance.

Controlled Refresh Rate. Controlled Refresh I, Controlled Refresh II, Controlled Refresh III, Limited Animation I, Limited Animation II, Light Color Animation, Scroll Animation, and/or Unrestricted Animation, individually and collectively.

Controlled Refresh I. Restriction for any type of Sign that contains images, text, parts or illumination which flash, change, move, blink or otherwise refresh, in

whole or in part, at a maximum of one refresh event per eight seconds (i.e., must stay static for a minimum of eight seconds before refreshing). Each refresh event shall be an instant transition.

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

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

District. The Reef Transit-Oriented Sign District regulated by this Ordinance.

Effective Date. The date upon which this Ordinance is adopted.

Existing Signs. The existing Signs on The Reef as identified in Appendices A, B and C of this Ordinance.

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

Illuminated Architectural Canopy Sign. An enclosed illuminated structure that is attached to the wall of a building with the face of the Sign approximately parallel to the wall and with the message integrated into its surface.

Information Sign. A Sign that generally includes a message giving directions, instructions, menus, selections or address numerals, or any other commercial or noncommercial message allowed on an on-site sign.

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

LABC. The Los Angeles Building Code.

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

LAFD. The Los Angeles Fire Department.

LAMC. The Los Angeles Municipal Code.

Limited Animation I. A type of restricted animation for Signs that contain images, text, parts or illumination which flash, change, move, blink or otherwise refresh, in whole or in part, at a maximum rate of one animated event per two minutes (i.e., must stay static for a minimum of two minutes before refreshing). Each animated effect shall change by transitional effect, including, but not limited to, an irregular pixilated pattern cascade with non-adjoining pixels incrementally changing over a period of two minutes.

Maximum Individual Sign Area. The maximum Sign Area of each individual Sign, as set forth in Table 8-1 of this Ordinance.

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

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

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 conducted, sold, manufactured, produced, offered or occurs elsewhere than within the boundaries of the District.

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

Owner. The owner of the fee interest in the land within any Sign Zone within the District, provided that during the term of any ground lease of land within the Sign Zone pursuant to a lease with an initial term greater than 25 years, the ground lessee under such ground lease shall also be considered to be an owner for purposes of this definition.

Pole Sign. A freestanding Sign that is erected or affixed to one or more poles or posts and that does not meet the requirements of a Monument Sign.

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

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

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

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

Sign. Any whole or part of a display board, wall, screen or object used to announce, declare, demonstrate, display or otherwise present a message and attract the attention of the public.

Sign Area. An area circumscribed by the smallest geometric shape created with a maximum of eight straight lines, which will enclose all words, letters, figures, symbols, designs and pictures, together with all framing, background material, colored or illuminated areas and attention-attracting devices, forming an integral part of an individual message except that:

1. Wall Signs having no discernible boundary shall have the areas between letters, words intended to be read together and any device intended to draw attention to the sign message included in any computation of surface area.
2. For spherical, cylindrical or other three-dimensional Signs, the area of the Sign shall be computed from the smallest two-dimensional geometrical shape or shapes, which will best approximate the greatest actual surface area visible from any one direction.

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

Sign Support Structure. A structure of any kind or character, erected, used or maintained for a Sign upon which any poster, bill, printing, painting or other message may be placed.

Sign Zone Area. The right granted by this Ordinance to construct up to a specified square footage of Sign Area within each Sign Zone in accordance with the requirements of this Ordinance, excluding the Sign Area of certain Signs as set forth in this Ordinance.

Sign Zones. The five zones established by this Ordinance to regulate Signs as shown on Map 1 of this Ordinance.

Static. A Sign or part of a Sign that does not flash, change, move, blink or otherwise refresh in whole or in part.

Street Frontage. The length of a line separating a lot from one street.

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 standard cable and eye bolts and/or other materials or methods.

Temporary Construction Wall. A temporary solid wooden fence or wooden barrier of wood or similar material that provides protection for pedestrians and is erected and maintained on the perimeter of a construction or demolition site pursuant to Section 3303 of the California Building Code (CBC).

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

Total Sign Area. The right granted by this Ordinance to construct up to 69,278 square feet of Signs in accordance with the requirements of this Ordinance, excluding the Sign Area of certain Signs as set forth in this Ordinance.

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

Wall Sign. A Sign on the wall of a building or structure, with the exposed face of the sign in a plane approximately parallel to the plane of the wall, that has been attached to, painted on or erected against the wall; projected onto the wall; or printed on any material approved in Chapter 62 of the Los Angeles Municipal Code, which is supported and attached to the wall by an adhesive or other materials or methods.

Window Sign. A Sign that is attached to, affixed to, leaning against or otherwise placed within 6 feet of a window or door in a manner so that the Sign is visible from outside the building.

SEC. 5. PRIOR SIGNS; RIGHTS OF OWNER TO SIGNS.

The Existing Signs are hereby declared a legal and conforming use and may continue to exist and be constructed, operated, maintained, repaired, replaced or structurally altered by the Owner in accordance with the requirements of Section 91.6216 of the LAMC. The Owner shall have the right to continue to use the Existing Signs.

SEC. 6. PROCEDURAL REQUIREMENTS.

A. Requirements. LADBS shall not issue a permit for a Sign, a Sign Support Structure, Sign illumination or alteration of an Existing Sign within the District beyond that authorized by Section 5 of this Ordinance unless the Sign complies with:

1. The requirements of this Ordinance as determined by the Director; and
2. Applicable requirements of the LAMC that are not otherwise superseded by this Ordinance as determined by the Director.

B. Application. An Applicant requesting review of one or multiple Signs for conformity with this Ordinance or, if required or permitted hereby, a Project Permit

Compliance or modification thereto, a Project Permit Adjustment, or an exception to, or interpretation of this Ordinance, shall submit the following to the Director in addition to those items specified in Section 11.5.7.B.2(a) of the LAMC:

1. Three copies of the Sign plan drawn to scale, indicating the type, height, placement, lettering styles, materials, colors and lighting methods and specifying the Sign Zone and Vertical Sign Zone Level for the proposed Sign(s) and indicating conformity with the requirements specified for that Sign and location as set forth in Section 8 and, if applicable, Section 9 of this Ordinance;
2. A graphic depiction of the location of the Sign(s) on the Conceptual Sign Drawings;
3. Architectural renderings of the proposed Sign(s); and
4. A scaled plot plan showing the location and size of all existing and proposed Signs.

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

1. Any Approved Sign;
2. Any Sign in a location and of a type generally consistent with the Conceptual Sign Drawings attached as Appendices B and C, as the same may be modified from time to time pursuant to Section 6.E of this Ordinance; and
3. Any of the following Signs and Sign Support Structures, provided that the Sign and/or Sign Support Structure complies with applicable requirements of this Ordinance and the LAMC, as determined by the Director, and the Sign Area of such Sign does not cause the cumulative square footage of Signs subject to the Total Sign Area and applicable Zone Sign Area calculation to exceed the Total Sign Area and applicable Zone Sign Area provide by this Ordinance:
 - a. Awning Signs;
 - b. Digital Displays;
 - c. Identification Signs;

- d. Illuminated Architectural Canopy Signs;
- e. Information Signs;
- f. Integral Digital Displays;
- g. Monument Signs;
- h. Pole Signs;
- i. Projecting Signs;
- j. Supergraphic Signs;
- k. Temporary Signs;
- l. Wall Signs;
- m. Window Signs; and
- n. Any other Sign and/or Sign Support Structure exceptions described in Section 6.D.2 of this Ordinance.

D. Project Permit Compliance.

1. **Required.** Except for Signs subject to the Director sign off process in Section 6.C. of this Ordinance, LADBS shall not issue a permit for any Signs, including the following sign types, unless the Director has issued a Project Permit Compliance approval pursuant to the procedures set forth in Section 11.5.7 of the LAMC:
 - a. Any Sign that electronically refreshes its image, lighting or coloring;
 - b. Digital Displays;
 - c. Integral Digital Displays;
 - d. Projecting Signs;
 - e. Wall Signs; and
 - f. Any other type of allowable sign listed in this Ordinance, excluding Existing Signs.
2. **Exception.** Only a Director sign off (and no Project Permit Compliance or modification thereto or any Project Permit Adjustment or any exception, amendment or interpretation of this Ordinance) shall be required for:

- a. Construction, operation, maintenance, repair, replacement or structural alteration of any Approved Sign, Identification Sign or Temporary Sign and each Sign Support Structure associated with such Signs;
 - 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;
 - c. A modification to any Sign, Approved Sign, any Sign Support Structure or to the Conceptual Sign Drawings that results in:
 - (i) A change of a Sign from a Digital Display to a Non-Digital Display; or
 - (ii) Relocation of any such Sign if it is consistent with the location requirements in Section 8.C.1 of this Ordinance and complies with the Sign Zone limitations in Section 8.D and Total Sign Area limitations in Section 8.E of this Ordinance.
3. **Application of LAMC Section 11.5.7.** For purposes of any review required by this Ordinance pursuant to Section 11.5.7 of the LAMC, the term “specific plan” wherever used in Section 11.5.7 of the LAMC, shall be deemed to refer to this Ordinance and the term “Project” shall be deemed to refer to a “Sign” or “Sign Support Structure” or to the “Conceptual Sign Plan,” as appropriate.
4. **Process; Decision-Making Authority.** Requests for Project Permit Compliance or modification thereto, for Project Permit Adjustment or for an exception, amendment or interpretation of this Ordinance shall be made in accordance with the procedures set forth in Section 11.5.7 of the LAMC; provided, however, that notwithstanding the provisions of Sections 11.5.7.F and H of the LAMC, in each case where the Area Planning Commission has the authority for initial review, hearing and/or approval of a request for Project Permit Compliance, Project Permit Adjustment, modification to a Project Permit Compliance, or an exception, or interpretation of this Ordinance, the Director shall exercise such authority instead of the Area Planning Commission.
5. **Findings.**
- a. **Project Permit Compliance.** In granting a Project Permit Compliance approval for one or more Signs and/or Sign Support Structures, the Director shall make the following findings, provided that with respect to Subparagraphs (iii) and (iv) below, which relate to the architectural design or layout of the Signs and Sign Support Structures and not to content, such findings shall be used solely to condition an approval and shall not be used to deny a request for a

Project Permit Compliance approval otherwise meeting the requirements of this Ordinance:

- (i) The proposed Sign(s) and/or Sign Support Structure(s) complies with the applicable regulations of this Ordinance and any previously or concurrently granted exception, amendment or interpretation applicable thereto;
 - (ii) The proposed Sign(s) and/or Sign Support Structure(s) incorporates mitigation measures, monitoring measures when necessary, or alternatives identified in the environmental review, which would mitigate any potentially significant environmental effect of the Sign(s) and/or Sign Support Structure(s), to the extent physically feasible;
 - (iii) The proposed Sign(s) and/or Sign Support Structure(s) is appropriately scaled to the architectural character of all buildings and the existing Signs, and structures within the applicable Sign Zone(s) and Vertical Sign Zone Level(s); and
 - (iv) All existing and proposed Sign(s) and Sign Support Structure(s) results in a complementary enhancement to the architecture and open spaces of the applicable Sign Zone(s) and Vertical Sign Zone Level(s).
 - (v) Issuance of a Project Permit Compliance may be conditioned consistent with the applicable regulations of this Ordinance. In addition, in connection with any request for Director approval of a Project Permit Compliance pursuant to Section 6.C of this Ordinance, the Director may permit the use of any technology or material which did not exist as of the Effective Date, if the Director finds that such technology or material has been reviewed under the California Environmental Quality Act, if applicable, or that no such California Environmental Quality Act review is required.
- b. Adjustments and Exceptions. An application to exceed the development regulations in this Ordinance with respect to any Sign or Sign Support Structure shall be processed in accordance with the procedures for Project Permit Adjustments or for exceptions of this Ordinance, as set forth in this Ordinance and LAMC Sections 11.5.7E and F. In granting an adjustment or exception to this Ordinance, the Director shall make all of the following findings:
- (i) Strict compliance would result in practical difficulty or unnecessary hardship inconsistent with the purposes of the

zoning restrictions, due to unique physical or topographic circumstances or conditions of design;

- (ii) Strict compliance would deprive the Applicant of privileges enjoyed by owners of similarly zoned property; and
- (iii) An adjustment or exception, as applicable, would not constitute a grant of special privilege.

6. **Appeals.** The appeal rights set forth in Section 11.5.7 of the LAMC shall apply to applications made under this Ordinance, except as otherwise modified by this Ordinance.

E. Conceptual Sign Drawings. The Director shall refer to the Conceptual Sign Drawings in Appendices B and C and the regulations set forth in Sections 8 and 9 of this Ordinance to provide guidance in approving Signs and/or Sign Support Structures within the District. The Conceptual Sign Drawings may be modified or updated in accordance with this Ordinance by a Director's determination upon a finding by the Director that the Total Sign Area and applicable Zone Sign Area(s) are not exceeded and the Signs depicted by such modifications comply with the regulations set forth in Sections 8 and 9 of this Ordinance, as applicable, and are determined by the Director to be within the envelope of the project and environmental impacts analyzed by the Final Environmental Impact Report (ENV-2014-1773-EIR, SCH No. 2014071054), or any subsequent environmental document prepared or reviewed and approved by the City.

F. Conditions. All Signs pursuant to this Ordinance shall comply with the following conditions:

1. The proposed lighting displays (at all levels) shall have a wattage draw not to exceed 12 watts per square foot to meet Title 24, 2013 requirements.
2. The proposed lighting displays (at all levels) shall be fully dimmable and controlled by a programmable timer so that luminance levels may be adjusted according to the time of day.
3. The proposed lighting displays, calculated cumulatively with all project generated lighting, shall have a maximum lumen output that shall not exceed the light intensity level of 2.0 footcandles or more at any sensitive receptor. The proposed lighting displays (at all levels) shall have a maximum lumen output that does not exceed the maximum levels as shown in the tables below.

The Reef Only - Summary Calculations of Allowable Sign Luminance to Achieve 2.0 Foot-Candles at Sensitive Receptors

Project Facade	Zone	Signage Identification	Height Above Ground (ft)	Area (SF) Max Allowable	Distance to Sensitive Receptor (ft)	Maximum Nighttime Allowed Sign Luminance (candelas/sq. meter)	Target Sign Luminance for Nighttime viewing (candelas/sq. meter)	Illumination Produced by Target Luminance
North Facing	North							
	3	Zone A-North	165	13885	433	200	200	0.1
		Zone A-East	165	13664	365	200	200	1.9
	Total Illumination Created by Target Illumination(fc) at Sensitive Receptor							2.0
East Facing	East							
	3	Zone A	140	13665	1566	3900	250	0.1
	Total Illumination Created by Target Illumination(fc) at Sensitive Receptor							0.1
West Facing	West							
	3	Zone A	140	13665	618	600	250	0.8
	Total Illumination Created by Target Illumination(fc) at Sensitive Receptor							0.8

Phase 1 Only - Summary Calculations of Allowable Sign Luminance to Achieve 2.0 Foot-Candles at Sensitive Receptors

Project Facade	Zone	Signage Identification	Height Above Ground (ft)	Area (SF) Max Allowable	Distance to Sensitive Receptor (ft)	Maximum Nighttime Allowed Sign Luminance (candelas/sq. meter)	Target Sign Luminance for Nighttime viewing (candelas/sq. meter)	Illumination Produced by Target Luminance
North Facing	North							
	3	Zone A-North	165	13885	433			
		Zone A-East	165	13664	365	195	195	0.13
		Zone B	75	1364	664	75	75	1.85
	2	Zone A	25	240	330	35	35	0.02
	1	Zone A	11	720	329	35	35	0.01
	Total Illumination Created by Target Illumination(fc) at Sensitive Receptor							2.0
East Facing	East							
	3	Zone A	140	13665	1566	3300	250	0.1294
		Zone B	75	2926	1682	3300	250	0.0240
		Hotel Glass	120	13360	1227	8	8	0.0066
Total Illumination Created by Target Illumination(fc) at Sensitive Receptor							0.16	

		South						
South Facing	3	Zone B	75	1364	1262	4200	250	0.0199
	2	Zone B	25	768	950	4200	250	0.0198
	1	Zone B	11	3072	950	4200	250	0.0791
		Hotel Glass	120	5600	991	8	8	0.0042
Total Illumination Created by Target Illumination(fc) at Sensitive Receptor								0.12
		West						
West Facing	3	Zone A	140	13665	618	340	250	0.8311
		Zone B	75	2926	607	340	250	0.1847
	2	Zone A	25	935	603	340	250	0.0598
		Zone B	25	768	603	340	250	0.0492
	1	Zone A	11	2441	602	340	250	0.1564
		Zone B	11	3072	602	340	250	0.1969
		Hotel Glass	125	13360	989	8	8	0.0102
Total Illumination Created by Target Illumination(fc) at Sensitive Receptor								1.49

Full Project - Summary Calculations of Allowable Sign Luminance to Achieve Standard of 2.0 Foot-Candles at Sensitive Receptors

Project Facade	Zone	Signage Identification	Height Above Ground (ft)	Area (SF) Max Allowable	Distance to Sensitive Receptor (ft)	Maximum Nighttime Allowed Sign Luminance (candelas/sq. meter)	Target Sign Luminance for Nighttime viewing (candelas/sq. meter)	Illumination Produced by Target Luminance
North								
North Facing	3	Zone A-North	165	13885	433	170	170	0.12
		Zone A-East	165	13664	365	170	170	1.62
		Zone B	75	1364	664	50	50	0.01
	2	Zone A	25	0	330	10	10	0.00
		Zone C	25	0	103	10	10	0.00
	1	Zone A	11	960	329	10	10	0.01
		Zone C	11	960	101	10	10	0.09
	Window	North Tower Glass	195	26180	237	8	8	0.15
South Tower Glass		210	29260	712	8	8	0.04	
Total Illumination Created by Target Illumination(fc) at Sensitive Receptor								2.0
East								
East Facing	3	Zone A	140	13665	1566	1800	250	0.1294
		Zone B	75	2926	1682	1800	250	0.0240
	2	Zone C	25	768	1180	1800	250	0.0128
		Zone D	25	695	1154	1800	250	0.0121
	1	Zone C	11	3072	1180	1800	250	0.0513
		Zone D	11	2185	1154	1800	250	0.0381
	Window	North Tower Glass	190	82000	1236	8	8	0.0399
		South Tower Glass	210	93000	1281	8	8	0.0421
Hotel Glass		120	13360	1227	8	8	0.0066	
Total Illumination Created by Target Illumination(fc) at Sensitive Receptor								0.36

		South						
South Facing	3	Zone B	75	1364	1262	2100	250	0.0199
	2	Zone B	25	768	950	2100	250	0.0198
		Zone D	25	695	775	2100	250	0.0269
	1	Zone B	11	3072	950	2100	250	0.0791
		Zone D	11	2185	775	2100	250	0.0845
	Window	North Tower Glass	190	26180	1215	8	8	0.0132
		South Tower Glass	210	29260	636	8	8	0.0538
		Hotel Glass	120	5600	991	8	8	0.0042
	Total Illumination Created by Target Illumination(fc) at Sensitive Receptor							0.30
			West					
West Facing	3	Zone A	140	13665	618	330	250	0.8311
		Zone B	75	2926	607	330	250	0.1847
	2	Zone A	25	935	603	330	250	0.0598
		Zone B	25	768	603	330	250	0.0492
	1	Zone A	11	2441	602	330	250	0.1564
		Zone B	11	3072	602	330	250	0.1969
	Window	North Tower Glass	125	82000	1605	8	8	0.0237
		South Tower Glass	125	93000	1266	8	8	0.0431
		Hotel Glass	125	13360	989	8	8	0.0102
	Total Illumination Created by Target Illumination(fc) at Sensitive Receptor							1.56

4. Light emitting diodes on Signs shall be oriented down towards the street, rather than up towards the sky, or Signs should be provided with a method of shielding diodes so that lighting is not wasted shining into the night sky.
5. The proposed displays shall transition smoothly at a consistent rate of speed from the daytime brightness to the permitted nighttime brightness levels, beginning at 45 minutes prior to sunset and concluding the transition to nighttime brightness 45 minutes after sunset. Where applicable, they shall also transition smoothly at a consistent rate of speed from the permitted nighttime brightness to the permitted daytime brightness levels, beginning 45 minutes prior to sunrise and concluding the transition to daytime brightness 45 minutes after sunrise.
6. Operating hours for lighted Limited Animation I and Controlled Refresh I signage within Vertical Sign Zone 3 shall be limited to 7:00 a.m. to 11:00 p.m., Sunday through Thursday, and 7:00 a.m. to 12:00 midnight, Friday and Saturday.
7. Illumination Testing Protocol. Prior to the operation of any Digital Sign requiring Project Permit Compliance, and again 12 months after the Sign has become operational, the applicant shall conduct testing to indicate compliance with the regulations of this Ordinance, and provide a copy of

the results along with a certification from an LADBS approved testing agency to the Director and to LADBS stating that the testing results demonstrate compliance with the requirements of this Ordinance. The testing shall be at the applicant's expense and shall be conducted as follows:

- a. In order to determine whether the illumination complies with Article 4.4 of the Zoning 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 four feet away from the tripod. A reading shall then be taken to determine the ambient light levels with the Sign off. The difference between the two measurements shall be the amount of light the Sign casts onto the sensitive receptor. Alternatively, the applicant may measure light levels by using the same tripod and same light meter, but by turning the signage on and off.
- b. The illumination and intensity levels of all Digital Displays and Integral Digital Displays shall also be metered from a minimum of four perspectives (i.e., a perspective metering each facade) using the Candela as unit of measurement, and shall indicate conformance with the standards of this Ordinance.
- c. In addition, if, as a result of a complaint or otherwise, LADBS has cause to believe the Project's signage lighting is not in compliance with the Code or this Ordinance, LADBS may request, at the expense of the applicant or its successor, that the testing protocol outlined in this section be implemented to determine compliance. If the testing reveals that the signage is not in compliance with the Code, this Ordinance, or mitigation measures set forth in the Environmental Clearance that the City certified for this Ordinance, the applicant or its successor shall immediately adjust the signage to bring it back into compliance or pay penalties per LAMC Section 11.2.04(a)3.

SEC. 7. APPROVED SIGNS.

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

SEC. 8. GENERAL REQUIREMENTS.

A. General Requirements of the LAMC. The intent of this Ordinance is to create a Transit-Oriented Sign District with dynamic and creative signage, including Signs that are not otherwise permitted by the LAMC. Except as otherwise provided herein, LAMC Sections 28.10, 28.11, 28.15, 67.02(a) and 67.29 shall be superseded by this Ordinance. Unless otherwise specified in this Ordinance to the contrary, the general Sign requirements for permits, plans, design and construction, materials, and maintenance set forth in the LAMC shall apply to Signs regulated by this Ordinance. For Signs in this District, the provisions of this Ordinance shall preempt the regulations in LAMC Sections 14.4.1, et seq., and 91.6201, et seq., relating to height, sign area or location. 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 and Prohibited Signs.

1. **Permitted Signs.** Unless specifically prohibited by this Ordinance and notwithstanding the applicable regulations of the LAMC, Signs defined in Section 4 of this Ordinance, all Existing Signs and Signs otherwise permitted by the LAMC shall be permitted within the District. Digital Displays shall be permitted only in Zones A and B.
2. **Prohibited Signs.** Except as otherwise provided, Signs shall be prohibited if they:
 - a. Contain obscene matters, as defined in Section 311 of the Penal Code of the State of California;
 - b. Contain or consist of posters, pennants, banners, ribbons, streamers or spinners, except as permitted by the LAMC or are a Digital Display allowed by this Ordinance;
 - c. Contain flashing, mechanical and strobe lights in conflict with the provisions of LAMC Sections 80.08.4 and 93.0107;
 - d. Are revolving and where all or any portion rotate at greater than six revolutions per minute;
 - e. Are tacked, pasted or otherwise temporarily affixed on the walls of buildings, barns, sheds, trees, poles, posts or fences, except as permitted by the LAMC;
 - f. Are affixed to any vehicle or trailer on private property if the vehicle or trailer is not intended to be otherwise used in the business and the sole purpose of attaching the sign to the vehicle or trailer is to attract people to a place of business;

- g. Emit audible sounds, odor or visible matter;
- h. Use human beings or live animals in connection with any Sign;
- i. Are inflatable devices; or
- j. Obstruct the free operation of exterior doors, vents, rescue windows or other openings that serve occupants of buildings.

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

- 1. **Location.** A Sign affixed to a structure shall be deemed to be in compliance with the requirements of this Ordinance with respect to location if the Sign's location is as depicted on the Conceptual Sign Drawings in Appendices B and C, or within 10 percent of the height or width of the façade (in feet) of that location. A freestanding Sign shall be deemed to be in compliance with the requirements of this Ordinance with respect to location if that Sign's location is as depicted on the Conceptual Sign Drawings in Appendices B and C, or within 15 feet horizontally from that location.
- 2. **Hazard Review.** Signs that adhere to the regulations outlined in this Ordinance shall be exempt from the Hazard Determination review procedures in the LAMC.
- 3. **Freeway Exposure.** Signs that adhere to the regulations outlined in this Ordinance shall be exempt from the Freeway Exposure regulations in the LAMC.

D. Sign Zones.

1. **Sign Zone A.**

- a. Vertical Sign Zone Level 1.
 - (i) Allowed Signs. Only the following types of Signs shall be allowed:
 - i. Awning Signs;
 - ii. Illuminated Architectural Canopy Signs;
 - iii. Information Signs;
 - iv. Monument Signs;
 - v. Pole Signs;

- vi. Projecting Signs;
 - vii. Supergraphic Signs;
 - viii. Temporary Signs;
 - ix. Temporary Signs on Temporary Construction Walls;
 - x. Wall Signs;
 - xi. Window Signs; and
 - xii. Any other Sign and/or Sign Support Structure exceptions described in Section 6.C.2 of this Ordinance.
- (ii) Sign Zone Area. The combined Sign Area for all Signs in Sign Zone A, Vertical Sign Zone Level 1 shall not exceed the combined maximum sign area permitted for all signage pursuant to the LAMC.
- b. Vertical Sign Zone Level 2.
- (i) Allowed Signs. Only the following types of Signs shall be allowed:
- i. Information Signs;
 - ii. Supergraphic Signs;
 - iii. Wall Signs;
 - iv. Window Signs; and
 - v. Any other Sign and/or Sign Support Structure exceptions described in Section 6.C.2 of this Ordinance.
- (ii) Sign Zone Area. The combined Sign Area for all Signs in Sign Zone A, Vertical Sign Zone Level 2 shall not exceed the combined maximum sign area permitted for all signage pursuant to the LAMC.
- c. Vertical Sign Zone Level 3.
- (i) Allowed Signs. All Signs which are allowed by this Ordinance shall be allowed.

- (ii) Sign Zone Area. The combined Sign Area for all Signs in Sign Zone A, Vertical Sign Zone Level 3 shall not exceed 13,887 square feet for one Sign on the north facade, 13,665 square feet for one Sign on the east facade, and 13,665 square feet on the west facade for a total of 41,217 square feet for three allowable Signs.

2. Sign Zone B.

a. Vertical Sign Zone Level 1.

- (i) Allowed Signs. Only the following types of Signs shall be allowed:

- i. Awning Signs;
- ii. Illuminated Architectural Canopy Signs;
- iii. Information Signs;
- iv. Monument Signs;
- v. Pole Signs;
- vi. Projecting Signs;
- vii. Temporary Signs;
- viii. Temporary Signs on Temporary Construction Walls;
- ix. Wall Signs;
- x. Window Signs; and
- xi. Any other Sign and/or Sign Support Structure exceptions described in Section 6.C.2 of this Ordinance.

- (ii) Sign Zone Area. The combined Sign Area for all Signs in Sign Zone B, Vertical Sign Zone Level 1 shall not exceed the combined maximum Sign Area permitted for all signage pursuant to the LAMC.

b. Vertical Sign Zone Level 2.

- (i) Allowed Signs. Only the following types of Signs shall be allowed:

- i. Information Signs;

- ii. Wall Signs;
 - iii. Window Signs; and
 - iv. Any other Sign and/or Sign Support Structure exceptions described in Section 6.C.2 of this Ordinance.
- (ii) Sign Zone Area. The combined Sign Area for all Signs in Sign Zone B, Vertical Sign Zone Level 2 shall not exceed the combined maximum Sign Area permitted for all signage pursuant to the LAMC.
- c. Vertical Sign Zone Level 3.
- (i) Allowed Signs. All Signs which are allowed by this Ordinance shall be allowed.
 - (ii) Sign Zone Area. The combined Sign Area for all Signs in Sign Zone B, Vertical Sign Zone Level 3 shall not exceed 2,926 square feet each for two Signs, and 1,364 square feet each for two Signs for a total of 8,580 square feet for four allowable Signs.

3. Sign Zone C.

- a. Vertical Sign Zone Level 1.
- (i) Allowed Signs. Only the following types of Signs shall be allowed:
 - i. Awning Signs;
 - ii. Illuminated Architectural Canopy Signs;
 - iii. Information Signs;
 - iv. Monument Signs;
 - v. Pole Signs;
 - vi. Projecting Signs;
 - vii. Temporary Signs;
 - viii. Temporary Signs on Temporary Construction Walls;
 - ix. Wall Signs;

- x. Window Signs; and
 - xi. Any other Sign and/or Sign Support Structure exceptions described in Section 6.C.2 of this Ordinance.
 - (ii) Sign Zone Area. The combined Sign Area for all Signs in Sign Zone C, Vertical Sign Zone Level 1 shall not exceed the combined maximum Sign Area permitted for all signage pursuant to the LAMC.
- b. Vertical Sign Zone Level 2.
 - (i) Allowed Signs. Only the following types of Signs shall be allowed:
 - i. Awning Signs;
 - ii. Illuminated Architectural Canopy Signs;
 - iii. Projecting Signs;
 - iv. Wall Signs; and
 - v. Any other Sign and/or Sign Support Structure exceptions described in Section 6.C.2 of this Ordinance.
 - (ii) Sign Zone Area. The combined Sign Area of all Signs in Sign Zone C, Vertical Sign Zone Level 2 shall not exceed the combined maximum Sign Area permitted for all signage pursuant to the LAMC.
- c. Vertical Sign Zone Level 3 – Signs Prohibited.

4. **Sign Zone D.**

- a. Vertical Sign Zone Level 1.
 - (i) Allowed Signs. Only the following types of Signs shall be allowed:
 - i. Awning Signs;
 - ii. Illuminated Architectural Canopy Signs;
 - iii. Information Signs;
 - iv. Monument Signs;

- v. Pole Signs;
 - vi. Projecting Signs;
 - vii. Temporary Signs;
 - viii. Temporary Signs on Temporary Construction Walls;
 - ix. Wall Signs;
 - x. Window Signs; and
 - xi. Any other Sign and/or Sign Support Structure exceptions described in Section 6.C.2 of this Ordinance.
- (ii) Sign Zone Area. The combined Sign Area of all Signs in Sign Zone D, Vertical Sign Zone Level 1 shall not exceed the combined maximum Sign Area permitted for all signage pursuant to the LAMC.
- b. Vertical Sign Zone Level 2.
- (i) Allowed Signs. Only the following types of Signs shall be allowed:
- i. Awning Signs;
 - ii. Illuminated Architectural Canopy Signs;
 - iii. Projecting Signs;
 - iv. Wall Signs; and
 - v. Any other Sign and/or Sign Support Structure exceptions described in Section 6.C.2 of this Ordinance.
- (ii) Sign Zone Area. The combined Sign Area of all Signs in Sign Zone D, Vertical Sign Zone Level 1 shall not exceed the combined maximum Sign Area permitted for all signage pursuant to the LAMC.
- c. Vertical Sign Zone Level 3 – Signage Prohibited.

5. **Sign Zone E.**

- a. Vertical Sign Zone Level 1.

- (i) Allowed Signs. Only the following types of Signs shall be allowed:
 - i. Awning Signs;
 - ii. Illuminated Architectural Canopy Signs;
 - iii. Information Signs;
 - iv. Monument Signs;
 - v. Pole Signs;
 - vi. Projecting Signs;
 - vii. Temporary Signs;
 - viii. Temporary Signs on Temporary Construction Walls;
 - ix. Wall Signs;
 - x. Window Signs; and
 - xi. Any other Sign and/or Sign Support Structure exceptions described in Section 6.C.2 of this Ordinance.
 - (ii) Sign Zone Area. The combined Sign Area of all Signs in Sign Zone E, Vertical Sign Zone Level 1 shall not exceed the combined maximum Sign Area permitted for all signage pursuant to the LAMC.
- b. Vertical Sign Zone Level 2 – Signage Prohibited.
 - c. Vertical Sign Zone Level 3 – Signage Prohibited.

E. Sign Area.

1. Total Sign Area and Temporary Sign Rights.

- a. Total Sign Area. The Total Sign Area available for Signs in the District shall be 69,278 square feet; provided, however, that the Sign Area of the following types of Signs shall be excluded in the calculation of Total Sign Area:
 - (i) Existing Signs; and
 - (ii) Temporary Signs.

b. Temporary Sign Area. The combined maximum Sign Area of Temporary Signs authorized by this Ordinance shall not exceed 2 square feet for each foot of Street Frontage and the combined Sign Area of Temporary Signs, when placed upon a window, and any other Window Signs shall not exceed a maximum of 10 percent of the window area.

2. **Maximum Individual Sign Area.** The Maximum Individual Sign Area shall be as set forth in Table 8-1.

Table 8-1

MAXIMUM INDIVIDUAL SIGN AREA*

Sign Zone	Maximum Individual Sign Area
Sign Zone A	
Vertical Sign Zone Level 1	54 square feet
Vertical Sign Zone Level 2	Maximum allowable per LAMC
Vertical Sign Zone Level 3	Two signs at 13,655 square feet and one sign at 13,887 square feet
Sign Zone B	
Vertical Sign Zone Level 1	198 square feet
Vertical Sign Zone Level 2	Maximum allowable per LAMC
Vertical Sign Zone Level 3	Two signs at 2,926 square feet each and two signs at 1,364 square feet each
Sign Zone C	
Vertical Sign Zone Level 1	160 square feet
Vertical Sign Zone Level 2	Maximum allowable per LAMC
Vertical Sign Zone Level 3	Signage Prohibited
Sign Zone D	
Vertical Sign Zone Level 1	100 square feet
Vertical Sign Zone Level 2	Maximum allowable per LAMC
Vertical Sign Zone Level 3	Signage Prohibited
Sign Zone E	
Vertical Sign Zone Level 1	54 square feet
Vertical Sign Zone Level 2	Signage Prohibited
Vertical Sign Zone Level 3	Signage Prohibited

* Does not apply to Existing Signs or Temporary Signs.

F. Signs Within More Than One Sign Zone or Vertical Sign Level. Signs may be located in more than one Sign Zone and more than one Vertical Sign Zone Level, provided that each portion of the Sign contained in each of the Sign Zone or Vertical Sign Zone Level meets the applicable requirements of this Ordinance for that Sign Zone or Vertical Sign Zone Level. In no event shall the Sign Area of an individual Sign exceed the Maximum Individual Sign Area for the Sign Zone or Vertical Sign Zone Level in which the majority of the Sign is located. Where portions of a Sign are subject to differing hours of operation or other regulations, each portion of the Sign shall be subject to the applicable regulations for the Vertical Sign Zone Level in which that portion of the Sign is located.

G. Illumination.

1. **Generally.** Signs within the District may be illuminated by either internal or external means. Methods of Sign illumination may include electric lamps, such as neon tubes, fiber optics, incandescent lamps, LED, LCD, cathode ray tubes exposed directly to view, shielded spot lights, and wall wash fixtures.
2. **Regulations.** Signs shall meet the following criteria with respect to illumination:
 - a. The intensity of each Sign display shall be controlled with a photocell with an adjustable set-point that measures available daylight. This set-point shall be used to control the intensity of the Sign output to either the daytime or nighttime brightness standards set forth below in Paragraphs b through d.
 - b. The brightness of any Sign that includes neon, neon-like or LED elements shall be fully dimmable and controlled by a timer, which shall be maintained in good working order.
 - c. All illuminated Signs shall be designed, located and/or screened so as to minimize light travel onto the exterior walls of residential units and the public right-of-way.
 - d. All light emitting diodes used within any illuminated Sign shall have a maximum horizontal beam spread of 165 degrees. The maximum or peak light output of any Sign shall be at or below horizontal.
3. **Refresh Rate.**
 - a. The minimum required Controlled Refresh Rate for Digital Display Signs and Integral Digital Display Signs shall be as set forth in Table 8-2.

- b. Other than Digital Display Signs and Integral Digital Display Signs, all Signs shall remain static.

Table 8-2

**PERMITTED REFRESH RATE FOR DIGITAL DISPLAYS
AND INTEGRAL DIGITAL DISPLAYS ***

Animation and/or Refresh	Permitted Signs
Sign Zones A & B	
Vertical Sign Zone Level 3	
Limited Animation I	Digital Display, Integral Digital Displays and Wall Signs.
Controlled Refresh I	

* Does not apply to Existing Signs.

4. Sign Hours of Operation.

- a. Non-Digital Displays shall not be subject to restriction on hours of operation.
- b. The hours of operation for Digital Display Signs and Integral Digital Display Signs shall be as set forth in Table 8-3.

Table 8-3

**PERMITTED HOURS OF OPERATION FOR DIGITAL DISPLAYS
AND INTEGRAL DIGITAL DISPLAY ***

Animation and/or Refresh	Hours Of Operation
Sign Zones A & B	
Vertical Sign Zone Level 3	
Limited Animation I and Controlled Refresh I	7:00 a.m. to 11:00 p.m. Sunday through Thursday; 7:00 a.m. to 12:00 midnight Friday and Saturday

* Does not apply to Existing Signs.

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

1. Signs shall not use highly reflective materials such as mirrored glass.
2. A Sign that is comprised of vinyl or other material may be attached to a wall with an adhesive approved by the LAFD or by mechanical means approved by LADBS.
3. Signs may be applied directly to windows using materials approved by LADBS.
4. All new Signs and Sign Support Structures shall be made of noncombustible materials or approved plastics. LADBS and the LAFD shall approve any new or untested materials pursuant to LADBS standards and procedures.

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

1. The building and ground area around all Signs shall be properly maintained. All unused mounting structures, hardware and wall perforation from any abandoned Sign shall be removed, and building surfaces shall be restored to their original condition.
2. All Sign copy shall be properly maintained and kept free from damage and other unsightly conditions, including graffiti.
3. All Sign Support Structures shall be kept in good repair and maintained in a safe and sound condition and in conformity with all applicable codes.
4. Razor wire, barbed wire, concertina wire, or other barriers preventing unauthorized access to any Sign, if any, shall be hidden from public view.
5. The Sign copy must be repaired or replaced immediately upon tearing, ripping or peeling, or when marred or damaged by graffiti.
6. No access platform, ladder, or other service appurtenance, visible from the sidewalk, street or public right-of-way, shall be installed or attached to any Sign Support Structure.
7. Signs that are no longer serving the current tenants, including Sign Support Structures, shall be removed and the building facades originally covered by the Signs shall be repaired and/or resurfaced with materials and colors that are compatible with the facades.

SEC. 9. STANDARDS FOR SPECIFIC TYPES OF SIGNS.

A. Awning Signs.

1. General.

- a. No Sign shall be placed on any portion of an awning except the valance.
- b. The Sign lettering is limited to a maximum of 12 inches in height on the portion of the valance that is parallel to the Face of Building, and the awning must comply with all applicable provisions of LAMC Sections 91.3202 and 91.3202.3.1.
- c. Signs are not permitted on awnings with a valance above a height of 14 feet as measured from the nearest sidewalk or edge of roadway grade to the top of the valance.
- d. Have uniformly proportioned lettering that fits within 80 percent of the dimensions of the valance.
- e. Have no internal illumination.
- f. Be constructed of high-quality fabric, canvas, metal or other similar materials.

B. Digital Displays.

- 1. **General.** Digital Displays shall be subject to the refresh rate and illumination regulations set forth in Section 8 of this Ordinance.
- 2. **Illumination.** Digital Displays shall comply with the illumination requirements in Section 8 of this Ordinance.

C. Existing Signs.

1. General.

- a. The Existing Signs, as shown on Appendices B and C of this Ordinance, shall not be limited by this Ordinance, unless the Existing Signs are substantially remodeled or replaced.
- b. The Existing Signs may incorporate other types of Sign elements allowed by this Ordinance and shall be subject to Section 6 of this Ordinance.

D. Illuminated Architectural Canopy Signs.

- 1. **General.** Illuminated Architectural Canopy Signs shall:

- a. Be constructed of ornate ironwork, other metals or decorative, solid and durable materials that comply with the City of Los Angeles's Building Code.
- b. Have three Sign Faces, one parallel and two perpendicular to the associated Street Frontage.
- c. Have Sign Faces designed in a complementary manner with the same design.
- d. Not be constructed of plastic, vinyl, fabric or other nonstructural materials.
- e. Not have changeable letters and symbols, such as those found on a marquee.
- f. Be placed on a fully enclosed architectural canopy, with a decorative treatment on the bottom surface so as to shield from view any support mechanisms, wiring and structures.
- g. Be placed on a structure that is above a primary building entrance, and shall be scaled to the horizontal width of that entrance.

2. **Area.**

- a. The area of Illuminated Architectural Canopy Signs, shall not exceed 2 square feet for each foot of Street Frontage, plus 1 square foot for each foot of Building Frontage along the same street.
- b. In applying Sign Area limits, only the area occupied by the message of the Illuminated Architectural Canopy Signs will be used.
- c. The combined Sign Area of Illuminated Architectural Canopy Signs and Wall Signs facing the same direction shall not exceed 2 square feet for each foot of Street Frontage, plus 1 square foot for each foot of Building Frontage along the same street.
- d. The combined Sign Area of Illuminated Architectural Canopy Signs, Projecting Signs, Monument Signs, Wall Signs, Pole Signs and Window Signs shall not exceed 4 square feet for each foot of Street Frontage on which the signs are located.

3. **Height.** An Illuminated Architectural Canopy Sign shall not extend above the top of the wall of a building.

4. **Clearance.** Illuminated Architectural Canopy Signs shall have a minimum clearance of 8 feet above the sidewalk grade or edge of roadway grade nearest the Sign, and shall not be located closer than 2 feet from the curb of any roadway, as measured horizontally.
5. **Emergency Personnel Access.** Illuminated Architectural Canopy Signs shall not occupy a 4-foot distance along the exterior wall at one corner of the building's street frontage and an additional 4-foot distance along every 50 feet of the Building Frontage.
6. **Illumination.** The Sign shall be internally illuminated so as to illuminate the canopy and the exterior wall below. The Sign shall bear the electric sign label of an approved testing agency with a re-inspection service.
7. **Projections.** Illuminated Architectural Canopy Signs may project over a building line. However, in no event may an Illuminated Architectural Canopy Sign project more than 3 feet from the Face of the Building.

E. Information Signs.

1. **Area.** Information Signs shall not exceed 25 square feet in area.
2. **Location.** Information Signs may be located in all Sign Zones unless restricted by regulations in this Ordinance applicable to the particular type of Sign.
3. **Height.** Information Signs shall be limited to a maximum overall height of 6 feet 6 inches above the sidewalk grade or edge of roadway grade nearest the Sign.

F. Integral Digital Displays.

1. **General.** Integral Digital Displays shall be subject to the refresh rate and illumination regulations set forth in Section 8 of this Ordinance.
2. **Location.** Integral Digital Display Signs may be located as shown on Conceptual Sign Drawings in Appendices B and C, except for variations from such locations as allowed by Section 8 of this Ordinance.
3. **Illumination.** Integral Digital Displays shall comply with the illumination requirements in Section 8 of this Ordinance.

G. Monument Signs.

1. **Area.**

- a. The Sign Area of Monument Signs shall not exceed 1.5 square feet per foot of Street Frontage nor a maximum of 75 square feet for the Sign Face visible to the same direction of traffic.
 - b. The combined Sign Area of Monument Signs, Projecting Signs, Wall Signs, Illuminated Architectural Canopy Signs, Pole Signs and Window Signs shall not exceed 4 square feet for each foot of Street Frontage on which the Signs are located.
- 2. **Height.** Monument Signs shall be limited to a maximum overall height of 8 feet above sidewalk grade or edge of roadway grade nearest the Sign.
 - 3. **Location.** Monument Signs shall be located at least 7.5 feet from interior lot lines and at least 15 feet from any other Monument Sign, Projecting Sign or Pole Sign. The location of Monument Signs shall not interfere or present a hazard to pedestrian or vehicular traffic.
 - 4. **Shape.** Monument Signs shall have a horizontal dimension equal to or greater than their vertical dimension.
 - 5. **Projection.** Monument Signs shall not project over the roof of a building or over the building line.

H. Pole Signs.

- 1. **General.** Pole Signs shall not be permitted on a lot having less than 50 feet of Street Frontage. A lot having a Street Frontage of at least 50 feet may have one Pole Sign for up to the first 200 feet of Street Frontage. For each additional 200 feet of Street Frontage, the lot may have an additional Pole Sign. For the final 200 feet, or fraction thereof, the lot may have a Pole Sign. Any existing Pole Sign or Projecting Sign shall count towards this allowed number of Pole Signs.
- 2. **Area.**
 - a. Sign Area visible to the same direction of traffic shall not exceed 2 square feet for each foot of Street Frontage, plus 1 square foot for each foot of Building Frontage along the same street.
 - b. The maximum area of any one Pole Sign shall not exceed 400 square feet.
 - c. Any Pole Sign that is located at the street corner of a corner lot may use the greater Street Frontage for area limitations.
 - d. The combined Sign Area of Pole Signs, Projecting Signs, Monument Signs, Illuminated Architectural Canopy Signs, Wall

Signs and Window Signs shall not exceed 4 square feet for each foot of Street Frontage.

3. **Height.**

- a. Height shall be measured from the nearest sidewalk or edge of roadway grade to the top of the Sign. The overall height limitation shall be determined by Street Frontage as follows:
 - (i) 25 feet for lots having 50 feet of Street Frontage;
 - (ii) 35 feet for lots having more than 50 feet and less than 100 feet of Street Frontage; and
 - (iii) 42 feet for lots having at least 100 feet of Street Frontage.
- b. Any Pole Sign that is located at the street corner of a corner lot may use the greater Street Frontage for determining height limitation. In no event shall a Sign exceed the height specified for the height district in which the Sign is located.

4. **Location.**

- a. Pole Signs shall be located at least 10 feet from interior lot lines; however, on corner lots and flag lots, Pole Signs may be located 5 feet from interior lot lines.
- b. A Pole Sign shall be located at least 15 feet from any other Pole Sign, Projecting Sign or Monument Sign.
- c. Pole Signs shall be located so as not to interfere or present a hazard to pedestrian or vehicular traffic.
- d. Where the lower part of a Pole Sign is less than 8 feet above sidewalk grade or the edge of roadway grade nearest the Sign, the Sign shall extend to grade or shall be installed in a planter that extends beyond the edges of the Sign and Sign Support Structure and that is a minimum of 18 inches in height.

5. **Projections.** A Pole Sign may project over a building line, but shall not extend beyond the limits shown in Appendix D. Sign projections shall fall within an area that is perpendicular to the building line and has a width of three feet as measured parallel to the building line.

6. **Other Requirements.** A maximum of two poles shall be permitted for any Pole Sign. The maximum cross-sectional dimension of a pole shall not exceed 10 percent of the overall height of the Sign.

I. Projecting Signs.

1. **General.** Projecting Signs shall not be permitted on that portion of a lot having less than 50 feet of Street Frontage. Lots having a Street Frontage of at least 50 feet may have a Projecting Sign for each 200 feet or fraction of that area of Street Frontage, if the Street Frontage does not contain an existing Projecting Sign or a Pole Sign.
2. **Area.**
 - a. The Sign Area of Projecting Signs visible to the same direction of traffic shall not exceed 25 square feet plus 1.5 square feet for each foot of Street Frontage up to a maximum sign area of 300 square feet. Any Projecting Sign located at the street corner of a corner lot may use the greater Street Frontage in computing area limitations.
 - b. The combined Sign Area of Projecting Signs, Wall Signs, Monument Signs, Illuminated Architectural Canopy Signs, Pole Signs and Window Signs shall not exceed 4 square feet for each foot of Street Frontage.
3. **Height.**
 - a. A Projecting Sign shall not be located lower than 8 feet above sidewalk grade or edge of roadway grade nearest the sign and shall not extend above the top of the wall.
4. **Location.**
 - a. A Projecting Sign shall be located at least 7.5 feet from any interior lot line.
 - b. A Projecting Sign shall be located at least 15 feet from any other Projecting Sign, Monument Sign or Pole Sign.
 - c. The plane of the Sign Face of a Projecting Sign shall be within 15 degrees of being perpendicular to the face of the building, except at the corner of the building.
5. **Projections.**
 - a. A Projecting Sign may project over the building line, but shall not extend beyond the limits shown in Appendix D of this Ordinance. Sign projections shall fall within an area that is perpendicular to the building line and has a width of 3 feet as measured parallel with the building line. In no event may a Projecting Sign project more than eight feet from the Face of Building.

- b. For Projecting Signs located above a 16-foot height and on a lot having a Street Frontage greater than 50 feet, projections over the building line may vary linearly from 5 feet at 50 feet to 8 feet at 100 feet of Street Frontage.

J. Temporary Signs.

1. **General.** No Temporary Sign shall also be an off-site sign, except for Temporary Signs on temporary construction walls.
2. **Permit Required.** Notwithstanding any other provision of this Ordinance, a building permit shall be required for a Temporary Sign, pennant, banner, ribbon, streamer or spinner. The permit application shall specify the dates being requested for authorized installation and the proposed location.
3. **Area.**
 - a. Temporary Signs shall not be included in the calculation of Sign Zone Area or Total Sign Area.
 - b. The combined sign area of Temporary Signs shall not exceed 2 square feet for each foot of Street Frontage.
 - c. The combined sign area of Temporary Signs, when placed upon a window, and any other Window Signs shall not exceed a maximum of 10 percent of the window area.
4. **Time Limit.** Temporary Signs shall be removed within 30 days of installation and shall not be reinstalled for a period of 30 days from the date of removal of the previous Sign. The installation of Temporary Signs shall not exceed a total of 90 days in any calendar year.

EXCEPTION: Temporary Signs that do not require a building permit may be installed for a period of greater than 30 days, provided that such signs shall not exceed a total of 90 days in any calendar year.

5. **Location.**
 - a. Temporary Signs may be located in all Sign Zones.
 - b. Temporary Signs may be tacked, pasted or otherwise temporarily affixed to windows, on the walls of buildings or fences.
6. **Construction.** Temporary Signs may contain or consist of posters, pennants, ribbons, streamers or spinners. Temporary Signs may be made of paper or any other material. If the Temporary Sign is made of cloth, it shall be flame retardant when the aggregate area exceeds 100 square

feet. Every Temporary Sign shall be supported and attached with stranded cable of 1/16-inch minimum diameter or by other methods as approved by LADBS.

K. Supergraphic Signs.

1. **General.** Supergraphic Signs may take the form of any type of Sign permitted by this Ordinance.
2. **Location.** Supergraphic Signs may be located as shown on Conceptual Sign Drawings in Appendices B and C, except for variations from such locations as allowed by Section 8 of this Ordinance.

L. Temporary Signs On Temporary Construction Walls.

1. **Permit Required.** A building permit shall be required for a Temporary Sign on a Temporary Construction Wall. Temporary Signs on Temporary Construction Walls shall comply with the construction requirements of the LAMC. For purposes of this section, the term “applicant” shall mean the owner of the sign company or, if there is no sign company, the owner of the property.
2. **Area.** Signs placed on Temporary Construction Walls or solid wood fences surrounding vacant lots pursuant to the terms of this Ordinance shall not extend above the top of the wall or fence and shall comply with the following:
 - a. The combined Sign Area of Temporary Signs shall not exceed 8 square feet for each foot of Street Frontage.
 - b. Individual Signs shall not exceed a Sign Area of 250 square feet.
 - c. Signs may be grouped to form a maximum Sign Area of 250 square feet.
 - d. Signs or groups of Signs having an area of 250 square feet shall be separated from any other Sign on the temporary construction walls or solid wood fences surrounding vacant lots by at least ten feet measured horizontally.
3. **Time Limit.** Signs placed on Temporary Construction Walls or solid wood fences surrounding vacant lots pursuant to the terms of this Ordinance shall be allowed to remain for as long as the building permits associated with the construction site remain in effect or for a period of two years, whichever is less. Signs on solid wood fences surrounding vacant lots,

which are not construction sites, shall remain for a time period not to exceed one year.

4. **Height.**

- a. Signs may only be placed to a maximum height of 8 feet.

5. **Location.**

- a. Temporary Signs placed on the exterior surfaces of any Temporary Construction Walls or solid wood fences surrounding vacant lots are limited to lots located in the C, M or RAS zones.

M. Wall Signs.

1. **Area.**

- a. The total Sign Area of Wall Signs facing a street shall not exceed 2 square feet for each foot of Street Frontage, plus 1 square foot for each foot of Building Frontage for a single-story building, except that any Approved Sign that is deemed a Wall Sign may be limited to the Sign Area identified in Appendix A.
- b. The combined Sign Area of Illuminated Architectural Canopy Signs and Wall Signs facing the same direction shall not exceed 2 square feet for each foot of Street Frontage, plus 1 square foot for each foot of Building Frontage along the same street.
- c. The combined Sign Area of Wall Signs, Projecting Signs, Monument Signs, Illuminated Architectural Canopy Signs, Pole Signs and Window Signs shall not exceed 4 square feet for each foot of Street Frontage on which the Signs are located.

2. **Height.** A Wall Sign may extend above the top of the wall of the building.

3. **Location.**

- a. No Wall Sign shall be located on a wall that faces and is within 5 feet of an interior lot line.
- b. No Wall Sign shall be placed over the exterior surface of any opening of a building, including its windows, doors and vents.

4. **Projection.**

- a. No Wall Sign shall have a projection over any public street, other public property or building line greater than that permitted in Appendix D of this Ordinance.

- b. No Wall Sign shall project more than 24 inches from the Face of Building. If any message is placed on the edge of a Wall Sign, then that portion of the Wall Sign shall be regulated as a Projecting Sign.

N. Window Signs.

- 1. **General.** Window Signs shall:
 - a. Utilize a transparent background when comprised of individual letters.
 - b. Not be internally illuminated.
- 2. **Area.**
 - a. The total area of all Window Signs shall not exceed 10 percent of the area of the window.
 - b. The combined Sign Area of Wall Signs, Projecting Signs, Monument Signs, Illuminated Architectural Canopy Signs, Pole Signs and Window Signs shall not exceed 4 square feet for each foot of Street Frontage on which the Signs are located.

SEC. 10. INTERPRETATION.

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

SEC. 11. SEVERABILITY.

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


Sec. 12. The City Clerk shall certify to the passage of this ordinance and have it published in accordance with Council policy, either in a daily newspaper circulated in the City of Los Angeles or by posting for ten days in three public places in the City of Los Angeles: one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall; one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall East; and one copy on the bulletin board located at the Temple Street entrance to the Los Angeles County Hall of Records.

I hereby certify that this ordinance was passed by the Council of the City of Los Angeles, by a vote of not less than two-thirds of all of its members, at its meeting of NOV 01 2017.

HOLLY L. WOLCOTT, City Clerk

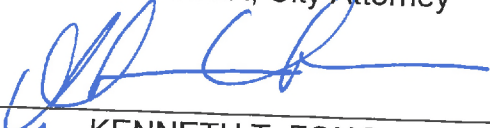
By  Deputy

Approved 09 NOV 2017

By  Mayor

Approved as to Form and Legality

MICHAEL N. FEUER, City Attorney

By 
KENNETH T. FONG
Deputy City Attorney

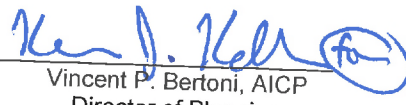
Date 8/24/17

File No(s) CF 16-1058-S2

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

August 24, 2017

See attached report


Vincent P. Bertoni, AICP
Director of Planning

DECLARATION OF POSTING ORDINANCE

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

Ordinance No.185252 – Creation of the Reef Transit-Oriented Sign District for the property located at 1900 South Broadway – a copy of which is hereto attached, was finally adopted by the Los Angeles City Council on **November 1, 2017**, and under the direction of said City Council and the City Clerk, pursuant to Section 2 51 of the Charter of the City of Los Angeles and Ordinance No. 172959, on **November 13 2017** I posted a true copy of said ordinance at each of the three public places located in the City of Los Angeles, California, as follows: 1) one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall; 2) one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall East; 3) one copy on the bulletin board located at the Temple Street entrance to the Los Angeles County Hall of Records.

Copies of said ordinance were posted conspicuously beginning on **November 13, 2017** and will be continuously posted for ten or more days.

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

Signed this **13th** day of **November 2017** at Los Angeles, California.



Juan Verano, Deputy City Clerk

Ordinance Effective Date: December 23, 2017

Council File No. 16-1058-S2

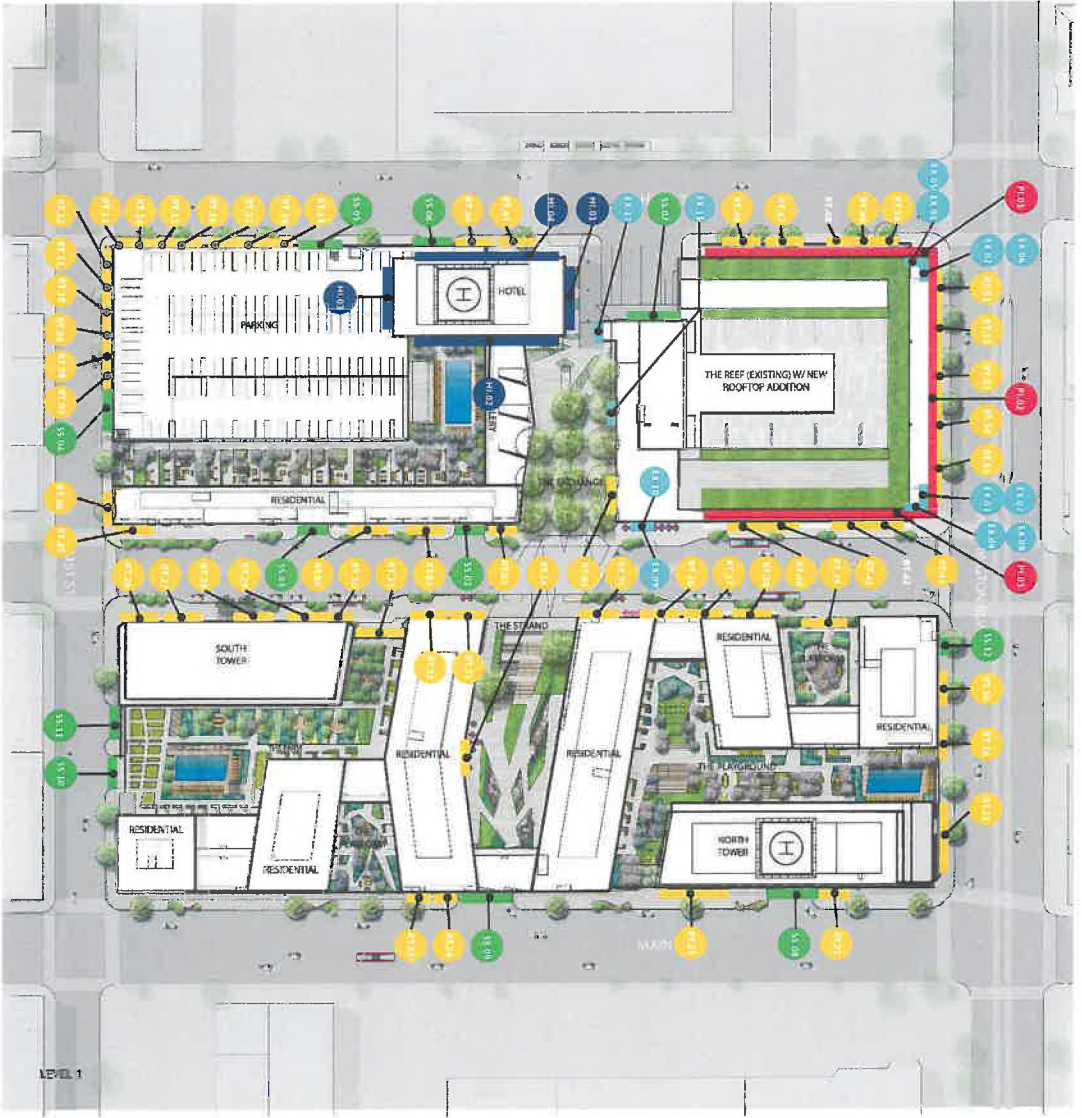
APPENDIX A

APPROVED SIGNS

[Appendix A follows this page.]

APPENDIX B
CONCEPTUAL SIGN LOCATIONS

[Appendix B follows this page.]



- # KEY
- ## SIGN TYPES
- PI** PROJECT IDENTITY
DIGITAL CONCEPT / SITE SIGNAGE
 - HI** HOTEL IDENTITY
 - RT** RETAIL / TENANT
IDENTITY
 - SS** STATIC SIGN
 - EX** EXISTING "THE REEF"
SIGNS

APPENDIX B: CONCEPTUAL SIGN LOCATIONS

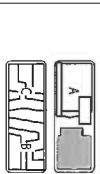
THE REEF

1005 Broadway • San Francisco, CA 94109

Gensler + P-A-T-T-E-R-N-S
 3001 Market Street
 San Francisco, CA 94114
 TEL: 415.774.2800
 FAX: 415.774.2801

DATE: OCTOBER 21, 2018

NO.	DATE	DESCRIPTION



Project Name: _____
 Title: _____
 Project Number: _____
 Date: _____

Drawn by: _____
 Checked by: _____
 Approved by: _____

Scale: 1" = 10' - 32'

3.52

© 2018 Gensler

APPENDIX C
CONCEPTUAL SIGN DRAWINGS

[Appendix C follows this page.]

NORTH TOWER
TOTAL FACADE AREA: 27,335 SF

SOUTH TOWER
TOTAL FACADE AREA: 31,312 SF

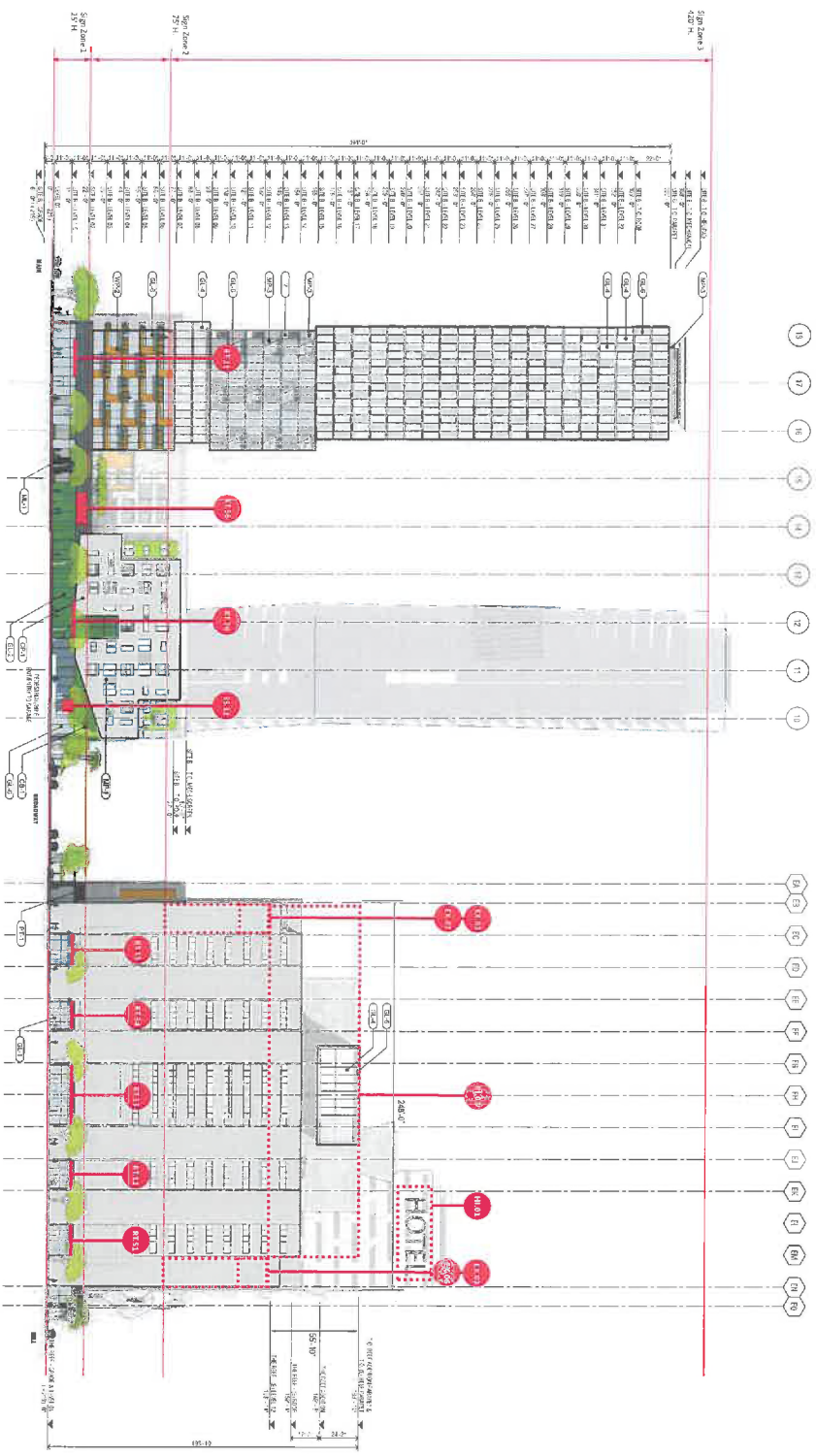
THE REEF
TOTAL FACADE AREA: 37,848 SF
P.102 - BUILDING TOP SIGN: 249' X 55'-0" = 13,687 SF
EX.03/EX.03 - DIVISION SIGN: 20' X 20'(W) = 800 SF
EX.05/EX.07 - TEMPORARY SIGN: 10' X 50'(W) = 1000 SF

HOTEL TOWER
H101 - HOTEL IDENTIFICATION SIGN AT BUILDING TOP -
62'-0" (MAX WIDTH) X 22'-0" = 1,364 SF

THE REEF

100015 Rendering for Applicant, CA 06/06/21

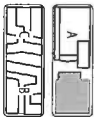
Gensler + PARTNER-S
5255 Broadway, Suite 2000
San Francisco, CA 94115
TEL: 415.774.8700
FAX: 415.774.8701



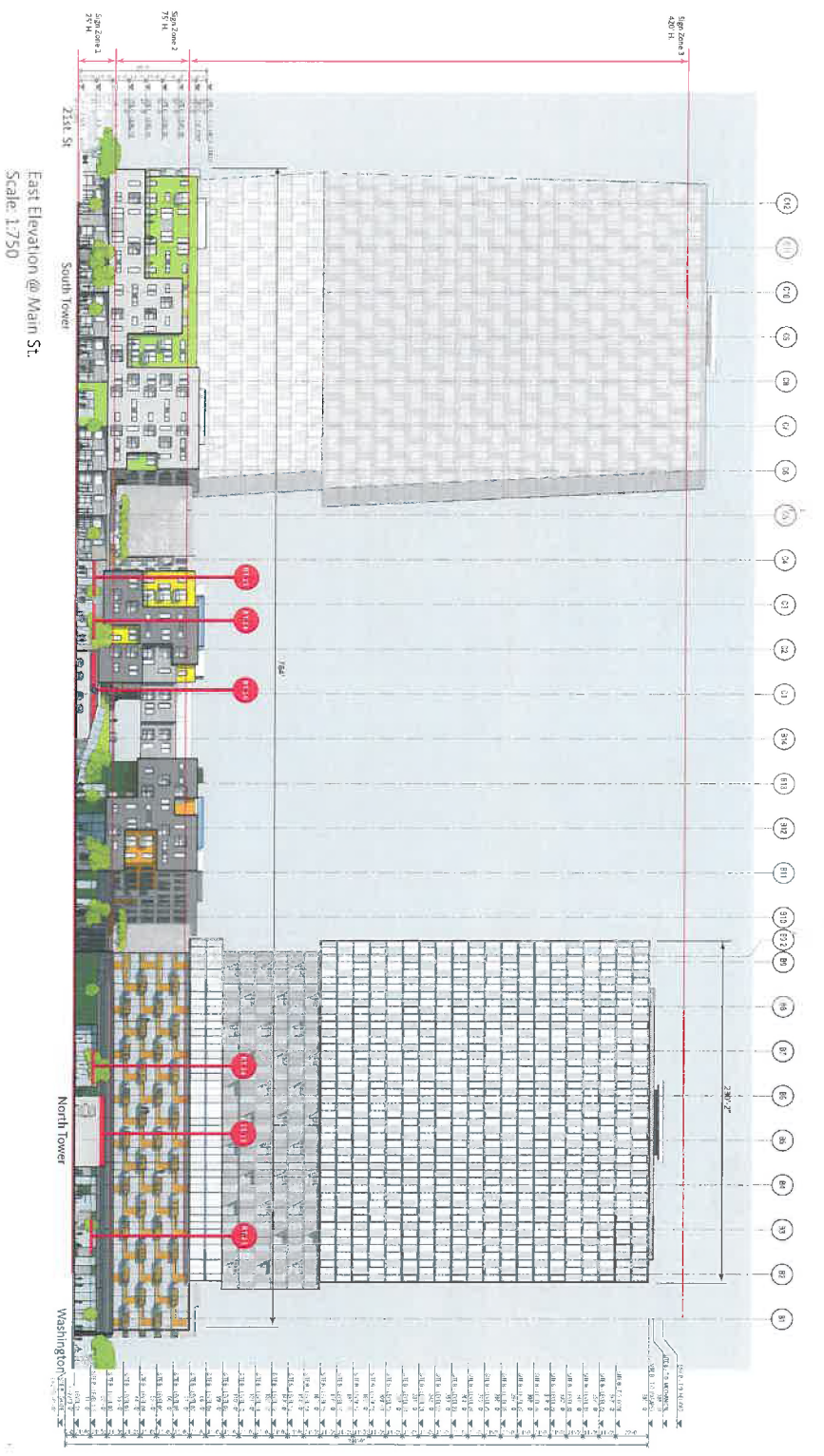
ELEVATION - NORTH (WASHINGTON)

DATE: 02/18/21

Revisions	Date	Description
1	02/18/21	ENTIREMENT



SOUTH TOWER
Zone D
Zone E
Pedestrian Linkage/Passo
NORTH TOWER
Zone C



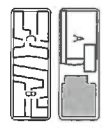
APPENDIX C: CONCEPTUAL SIGN DRAWINGS

THE REEF
1800 S Broadway, Los Angeles, CA 90007

Gensler + PA-T-I-E-R-N-S
1555 Olympic Street
Los Angeles, CA 90015
Tel: 213.777.7000
Fax: 213.777.7001

Architectural Consultant
Tel: 213.777.7000
Fax: 213.777.7001

Issue Date: **Revised**
October 26, 2018
Drawn: **DMIT**
Checked: **DMIT**



Scale: 1:750

Project Name: **THE REEF**

Project Number: **062021006**

Design: **Architect: Conceptual Sign Drawing**

Title: **3.55**

0 4 8 16 32
PROJECTWORK THEOREM
CONSULTING



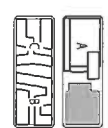
1 ELEVATION - SOUTH (218)

APPENDIX C: CONCEPTUAL SIGN DRAWINGS

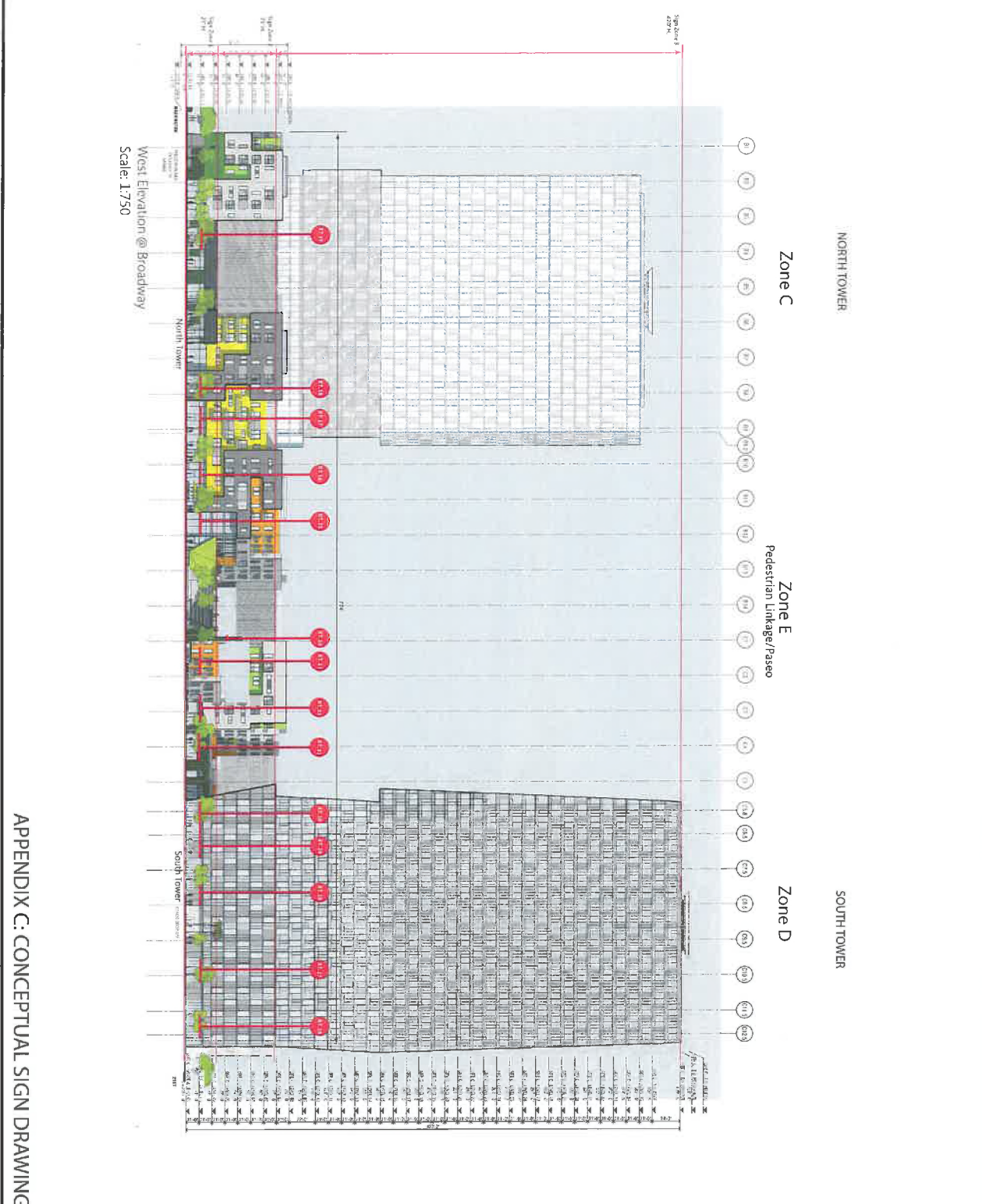
THE REEF
19055 Broadway, Los Angeles, CA 90007

Gensler + PATTERNS
1000 Avenue of the Stars
City of Los Angeles
1000 Avenue of the Stars
10th Floor
Los Angeles, CA 90007
TEL: 213.201.7800
FAX: 213.201.7801

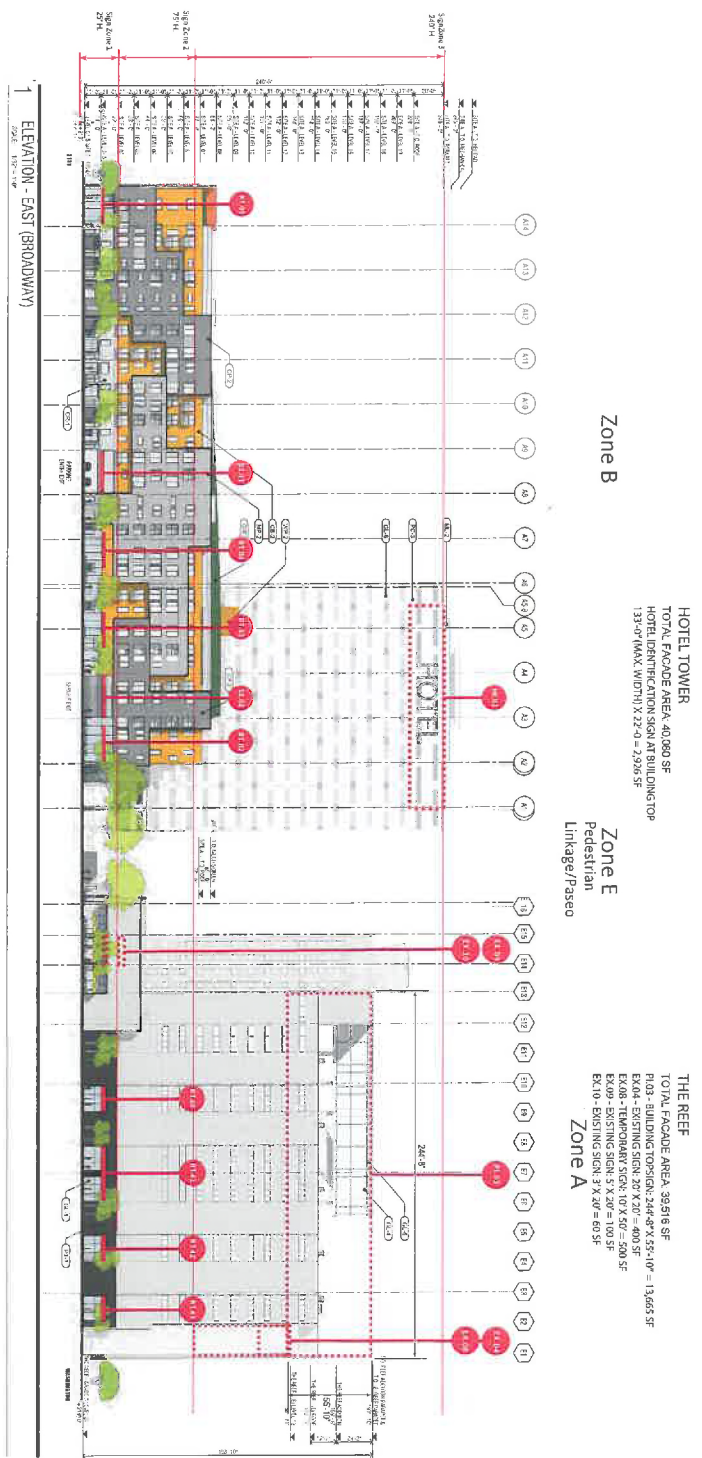
Issue Date: **Final Program**
Contract No: **19-0000000000**
Drawing No: **218**



Scale: 0 4 8 16 32
3.56
CONSTRUCTION
PROJECT NUMBER: **19-0000000000**
DRAWING NUMBER: **218**



<p>Project Name: THE REEF</p> <p>Project Number: 03-00-000</p> <p>Discipline: Appendix C: Conceptual Sign Drawings</p> <p>Scale: 1:750</p> <p>3.57</p>	<p>Legend:</p> <ul style="list-style-type: none"> ▲ Base Date: September ○ October 1, 2015: ENTIREMENT 	<p>Scale: 1" = 32'</p> <p>North Arrow: [North Arrow Symbol]</p>
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Zone B

HOTEL TOWER
 TOTAL FACADE AREA: 40,080 SF
 HOTEL IDENTIFICATION SIGN AT BUILDING TOP
 133'-0" (MAX. WIDTH) X 22'-0" = 2,936 SF

Zone E
 Linkage/Passo
 Pedestrian

THE REEF
 TOTAL FACADE AREA: 39,916 SF
 P103 - BUILDING TOP SIGN: 244'-8" X 55'-10" = 13,665 SF
 EK04 - EXISTING SIGN: 20' X 20' = 400 SF
 EK08 - TEMPORARY SIGN: 10' X 50' = 500 SF
 EK09 - EXISTING SIGN: 5' X 20' = 100 SF
 EK10 - EXISTING SIGN: 2' X 20' = 40 SF

Zone A

APPENDIX C: CONCEPTUAL SIGN DRAWINGS

THE REEF
 1605 Broadway, 15th Floor, Oakland, CA 94607

Gensler + PARTNER-S
 2005 California Street, 32nd Floor, San Francisco, CA 94111
 TEL: 415.774.2500 FAX: 415.774.2501
 WWW.GENSLER.COM

THE REEF
 1605 Broadway, 15th Floor, Oakland, CA 94607

Gensler + PARTNER-S
 2005 California Street, 32nd Floor, San Francisco, CA 94111
 TEL: 415.774.2500 FAX: 415.774.2501
 WWW.GENSLER.COM

Project Name: **Hotel/Reef**

Project Date: **OCTOBER 1, 2015**

Project Location: **DUBLIN, CA**

Project Number: **02171000**

Project Designer: **Appendix C: Conceptual Signage**

Scale: **0 4 8 16 32**

Project Number: **3.58**

Project Name: **THE REEF**

APPENDIX D

PROJECTIONS DIAGRAM

[Appendix D follows this page.]

