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City Attorney

REPORT NO. R10-0333

SEP 23 2010

REPORT RE:

**REVISED DRAFT OF ORDINANCE AMENDING THE HOLLYWOOD SIGNAGE
SUPPLEMENTAL USE DISTRICT, ORDINANCE NO. 176172**

The Honorable City Council
of the City of Los Angeles
Room 395, City Hall
200 North Spring Street
Los Angeles, California 90012

Council File 07-2858-S1
CPC File No. 2007-5866-SN

Honorable Members:

Pursuant to the September 21, 2010 request of the Planning and Land Use Management Committee of the City Council ("PLUM"), we transmit the following revised draft ordinance amending the Hollywood Signage Supplemental Use District, Ordinance No. 176172.

Summary of Ordinance Provisions

The draft ordinance would eliminate supergraphic signs as an available sign type within the Hollywood Signage Supplemental Use District area. The draft ordinance, however, grandfathers projects that have vested rights under California law, and projects that received Planning Department approvals or obtained Sign Covenant Agreements from the Community Redevelopment Agency Board on or before November 12, 2008. Additionally, this ordinance makes various technical changes to the existing regulations.

This revised draft is different from the version we transmitted on September 21, 2010 in that it: (a) provides a corrected map provided by the Planning Department; (b) authorizes off-site messages on Digital Displays pursuant to PLUM's request; and (c) clarifies that a vesting tentative map may provide vested rights under California law regardless of when the vesting tentative map is ultimately approved.

Charter Findings

Pursuant to Charter Section 559, the Director of Planning has disapproved this revised draft ordinance on behalf of the City Planning Commission. Should you adopt this ordinance, you may comply with the provisions of Charter Section 558 by either adopting the findings prepared by the Director of Planning attached to the file or by making your own findings.

CEQA Determination

Regarding the California Environmental Quality Act (CEQA), the Director of Planning recommends that you adopt Mitigated Negative Declaration No. ENV-2003-1377-MND (REC1), and find that the Mitigated Negative Declaration reflects the independent judgment of the lead agency in the City of Los Angeles, and that the documents constituting the record of proceedings in this matter are located in Council file No. 07-2858-S1 in the custody of the City Clerk and in the files of the Department of City Planning in the custody of the Environmental Review Section. You must make this determination prior to or concurrent with your action on the ordinance.

Council Rule 38 Referral

The draft ordinance was sent, pursuant to Council Rule 38, to the Department of Building and Safety. The Department of Building and Safety was requested to report its comments directly to you.

If you have any questions regarding this matter, please contact Deputy City Attorney Michael Bostrom at (213) 978-8068. He or another member of this Office will be present when you consider this matter to answer any questions you may have.

Very truly yours,

CARMEN A. TRUTANICH, City Attorney

By 

PEDRO B. ECHEVERRIA
Chief Assistant City Attorney

PBE/MJB:za
Transmittal

ORDINANCE NO. _____

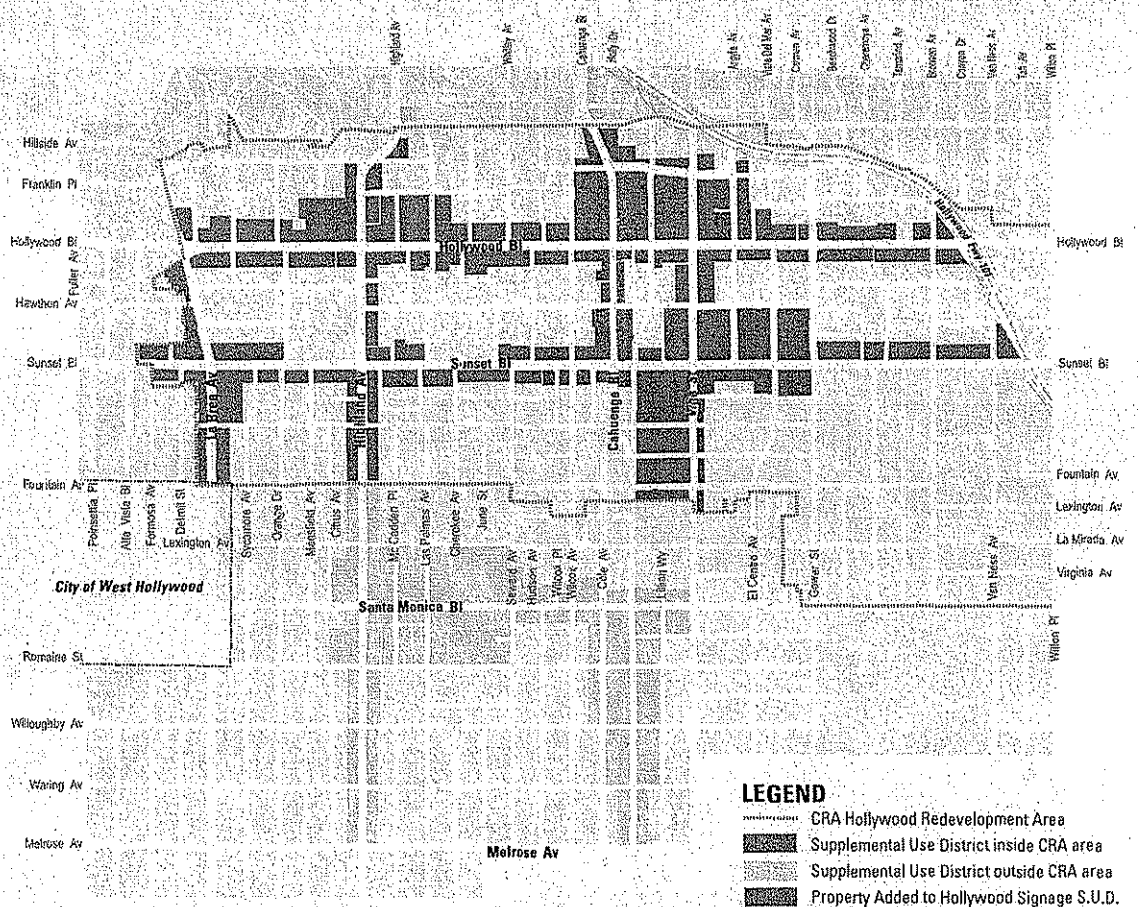
WHEREAS, signage is an important part of Hollywood's architectural history. Marquees on movie palaces, gracefully lettered rooftop signs, projecting signs extending above roof lines, and the Hollywood Sign are the insignia of Hollywood's famous entertainment district. This ordinance is enacted to acknowledge and promote the continuing contribution of signage to the distinctive aesthetic of Hollywood Boulevard, as well as control the blight created by poorly placed, badly designed signs throughout Hollywood; and

WHEREAS, the Hollywood Signage Supplemental Use District also encompasses the Hollywood Media District, home to numerous studios serving the film and television industries and home to one of the largest concentrations of live theaters in Los Angeles;

NOW, THEREFORE,

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

Section 1. **AMENDMENT OF THE HOLLYWOOD SIGNAGE SUPPLEMENTAL USE DISTRICT.** The City Council hereby amends the Hollywood Signage Supplemental Use District, Ordinance No. 176172 applicable to that area of the City of Los Angeles shown within heavy lines on the attached map. The provisions set forth below replace and supersede the provisions set forth in Ordinance No. 176172.



Amended Hollywood Signage Supplemental Use District (SUD)

Prepared by City of Los Angeles Planning Department - Graphics Services Section - January, 2006

Sec. 2. **PURPOSES.** The Amended Hollywood Signage Supplemental Use District is intended to:

A. Provide for the systematic execution of the Hollywood Community Plan and Redevelopment Plan.

B. Promote appropriate and economically viable signage which:

1. Coordinates with the architectural elements of the building on which signage is located;

2. Reflects a modern, vibrant image of Hollywood as the global center of the entertainment industry; and

3. Compliments and protects the character-defining features of historic buildings.

C. Limit visual clutter by regulating the number, size and location of signs.

D. Minimize potential traffic hazards and protect public safety.

E. Protect street views and scenic vistas of the Hollywood Sign and the Hollywood Hills.

F. Protect and enhance major commercial corridors and properties.

G. Provide a public benefit and enhancement to the community environment.

Sec. 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 Los Angeles Municipal Code (Code). 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 which establish regulations for sign types, sign height, sign area, number of signs, sign dimensions, sign content or other time, place or manner regulations that are different from, more restrictive than or more permissive than would be allowed pursuant to the provisions contained in the Code, this Ordinance shall prevail and supersede the applicable provisions of the Code and those relevant ordinances.

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

ARCHITECTURAL LEDGE SIGN: A sign with individual channel letters and/or a pre-fabricated image, attached to a horizontal projection forming a narrow shelf on a wall or architectural projection.

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

BILLBOARD: Any sign on one or more poles or columns which:

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

CAN SIGN: A sign whose text, logos and/or symbols are placed on the plastic face of an enclosed cabinet.

CAPTIVE BALLOON SIGN: Any object inflated with hot air or lighter-than-air gas that is tethered to the ground or a structure.

CHARACTER-DEFINING FEATURE: Any physical characteristic of a Historic Building or Structure, including signage, that conveys its historic significance and is identified as character-defining in a survey report prepared for the Director or the CRA.

CRA: The Community Redevelopment Agency of the City of Los Angeles (CRA).

DIRECTOR: The Director of Planning, or his or her designee.

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

HISTORIC SIGN/SIGNAGE: Any sign which is determined to be historically significant by a Qualified Architectural Historian.

HISTORIC BUILDING: A building or structure that:

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

HISTORIC-CULTURAL MONUMENT: A site designated by the City of Los Angeles as having a particular historic or cultural significance, as defined by Section 22.171.7 of the Los Angeles Administrative Code (LAAC).

MARQUEE SIGN: A sign that is located on a marquee, or a permanent roof structure attached to and supported by the building projecting over public property.

OPEN PANEL ROOF SIGN: A type of Roof Sign consisting of channel letters, graphic segments, open lighting elements or another open form which combines solid segments and transparent spaces.

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

PILLAR SIGN: A freestanding sign that is mounted directly on the ground, consisting of rectangular sign faces or a sculptural themed shape, with a horizontal dimension that does not exceed 25 percent of the length of the vertical dimension.

PRINCIPAL BUILDING FACADE: Any facade of a building located along a public street.

RESTORED HISTORIC SIGN: A Historic Sign that has been restored and maintained in a manner which preserves the sign's historic significance as determined by the Director or CRA.

SANDWICH BOARD SIGN: A portable sign consisting of two sign faces that connect at the top and extend outward at the bottom of the sign.

SOLID PANEL ROOF SIGN: A type of Roof Sign consisting of one or more solid opaque panels that in the aggregate equal more than one-third of the overall area of the sign face.

VACANT PROPERTY: Any lot that does not contain an occupied building, structure or economic use.

Sec. 5. GENERAL REQUIREMENTS.

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

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

1. Billboards
2. Can Signs
3. Captive Balloon Signs
4. High Rise Signs

5. Illuminated Architectural Canopy Signs
6. Pole Signs
7. Sandwich Board Signs
8. Signs for which a permit is required on Vacant Property
9. Signs covering window exteriors, except as Window Signs pursuant to Section 7 of this Ordinance
10. Solid Panel Roof Signs
11. Supergraphic Signs
12. Any sign not specifically authorized by this Ordinance or the Code

C. **Freestanding Signs.** There shall be no more than one of the following per lot: Billboard, Pillar Sign or Pole Sign.

D. **Permitted Off-Site Signage.** Notwithstanding the provisions of Section 14.4.4 of the Code to the contrary, off-site advertising is permitted within the Supplemental Use District on any type of permitted sign except that no off-site advertising is permitted on Architectural Ledge Signs, Awning Signs, Monument Signs, Pedestrian Signs, or Wall Signs.

E. **Maximum Permitted Combined Sign Area.** This Section supersedes any applicable subsections of Article 4.4 of the Code, as they pertain to maximum permitted sign area. The maximum permitted combined sign area on a lot for all Architectural Ledge Signs, Awning Signs, Digital Displays, Illuminated Architectural Canopy Signs, Hanging Signs, Information Signs, Marquee Signs, Monument Signs, Pedestrian Signs, Pillar Signs, Pole Signs, legally permitted Projecting Signs which do not comply with this Ordinance, Wall Signs, and Window Signs, is two square feet of signage for each foot of linear street frontage. The amount of square footage of signage permitted by the length of a certain street frontage shall be used on that same street frontage from which the permitted area was calculated. The maximum areas established by this Ordinance are legal maximums only and as such may not necessarily be permitted.

Applicants may apply for a modification of maximum permitted combined sign area up to a maximum of 20 percent of the total wall area of the Principal Building Facade by following the procedures established in Section 8 of this Ordinance to obtain a sign area bonus. All signs on a lot shall be included in the calculation of maximum permitted combined sign area except for the following signs:

1. Any Historic Signs
2. Open Panel Roof Signs
3. Projecting Signs
4. Signs in interior courtyards or plazas which are not visible from any public right-of-way
5. Temporary Signs
6. Supergraphic Signs

F. **Interior Courtyards or Plazas.** Any sign in an interior courtyard or plaza of a non-historic building which is not visible from the street is only required to comply with Article 4.4. of the Code.

G. **Fire Safety.** All new signs and sign support structures shall be made of

noncombustible materials or plastics approved by both the Fire Department and the Department of Building and Safety. In the case of new or untested materials, the applicant shall submit a sample of a sign's material to both the Fire Department and the Department of Building and Safety for approval.

H. **Illumination.** In addition to the provisions of Article 4.4 of the Code, all illuminated signs shall be designed, located or screened so as to minimize to the greatest reasonable extent possible direct light sources onto any exterior wall of a residential unit and into the window of any commercial building. If signs are to be externally lit, the source of the external illumination shall be shielded from public view.

Sec 6. **SUPPLEMENTAL USE DISTRICT COMPLIANCE REQUIREMENTS.**

A. **Prohibition.** The Department of Building and Safety (LADBS) shall not issue a permit for a sign, a sign structure, sign illumination, or alteration of an existing sign unless the sign complies with the requirements of this Ordinance, as determined by the Director, and relevant requirements of the Code and Article 22.171 of the LAAC as it pertains to review of projects affecting Historic-Cultural Monuments. Unless otherwise specified in this Ordinance to the contrary, all signs shall comply with the provisions of Article 4.4 of Chapter 1 and Article 7 of Chapter 5 of the Code.

B. **Planning Department Sign Off Required.** A permit may be issued by LADBS for the following signs with only a Planning Department sign off on the permit application:

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

C. **Project Permit Compliance Required.** No permit shall be issued by LADBS for the following types of signs unless the Director has issued a Project Permit Compliance approval pursuant to the procedures set forth in Section 11.5.7 of the Code:

1. Digital Display
2. Marquee Sign
3. Open Panel Roof Sign
4. Pillar Sign
5. Projecting Sign
6. A sign which utilizes a sign area bonus, a transfer of a sign area bonus or a transfer of unused sign rights
7. Wall Signs larger than 75 square feet in area

D. **Redevelopment Agency Review Required.** All applications for signs within a redevelopment project area shall be approved both by the Director pursuant to the regulations set forth in this Ordinance, and by the CRA staff for that area pursuant to any regulations or design guidelines adopted by the CRA.

E. **Signs on Historic-Cultural Monuments and Historic Buildings.** Signs proposed to be located on Historic-Cultural Monuments, Historic Buildings, or buildings identified in a historic survey established by the Director or the CRA must also be approved by the Cultural Heritage Commission pursuant to Article 22.171 of the LAAC.

F. **Application for Project Permit Compliance.** An application for Project Permit Compliance shall comply with Section 11.5.7 of the Code. The application may request review of one or multiple signs. The application shall be accompanied by photos of all existing signage and architectural renderings of proposed signage, as well as a scaled plot plan showing the locations of all existing and proposed signage.

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

2. In addition to the requirements above, all sign permits shall be reviewed and approved by the Los Angeles Fire Department (LAFD), as part of the LADBS building permit review process.

G. **Findings Required for Project Permit Compliance Review.** Prior to approval of the Project Permit Compliance review, the Director shall also make the following findings:

1. For signage proposed on Historic-Cultural Monuments, Historic Buildings or buildings identified in a historic survey established by the Director or the CRA, the Cultural Heritage Commission has found the project to be in conformance with Article 22.171 of the LAAC.

2. All existing and proposed signs do not obscure street views of Character Defining Features of Historic Buildings, Historic Signage, the Hollywood Hills or the Hollywood Sign.

3. All proposed signage complies with the applicable regulations found in Sections 5 and 7 of this Ordinance.

4. That the project incorporates mitigations measures, monitoring measures when necessary, or alternatives identified in the environmental review which would mitigate the negative environmental effects of the project, to the extent physically feasible.

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

5. All existing and proposed signs are appropriately scaled to the architectural character of all buildings and structures on the lot.
6. All existing and proposed signs result in a complementary enhancement to the architecture on the lot.
7. All existing and proposed signs result in a visually uncluttered appearance.

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

1. Strict compliance would result in practical difficulty or unnecessary hardship inconsistent with the purposes of the zoning restrictions, due to unique physical or topographic circumstances or conditions of design;
2. Strict compliance would deprive the applicant of privileges enjoyed by owners of similarly zoned property; and
3. An exception would not constitute a grant of special privilege.

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

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

K. **Grandfathering Exception.**

1. **Vested Rights Under California Law.** The prohibition of Supergraphic Signs in this Ordinance shall not apply to any development that is vested under California law. A development is vested under California law if:

- a. Prior to the effective date of this ordinance, a building permit for Supergraphic Signs or Supergraphic Sign structures has issued and substantial work has been performed and substantial liabilities have been incurred in good faith reliance on the building permit;
- b. A vesting tentative map is ultimately approved, but only if: (1) the application materials and/or the environmental review documents for the tentative map reflect that the development includes the installation of Supergraphic Signs; and (2) the application for the vesting tentative map was deemed complete during the time in which City law authorized the installation of

Supergraphic Signs pursuant to the regulations set forth in the prior Hollywood Signage SUD, Ordinance No. 176172; or

c. A development agreement is executed for a development including Supergraphic Signs during the time in which City law authorized the installation of Supergraphic Signs pursuant to the regulations set forth in the prior Hollywood Signage SUD, Ordinance No. 176172.

2. **Grandfather Rights For Previously Approved Developments.** The prohibition of Supergraphic Signs in this Ordinance shall not apply to developments where a Project Permit Approval for Supergraphic Signs was granted on or before November 12, 2008, or where a Sign Covenant Agreement concerning Supergraphic Signs was approved by the Community Redevelopment Agency Board on or before November 12, 2008.

3. **Use of Sign Bank Reduction Program Credits.** Sign Bank Reduction Program credits obtained prior to the effective date of this Ordinance may be used for developments that are grandfathered under this section. Otherwise, such credits may not be used to install a sign that is prohibited by this Ordinance.

L. **Tolling.** In recognition of the delays created by sign litigation, which led to the adoption of Interim Control Ordinance 180445, all Project Permit approvals that had not expired as of December 26, 2008 shall be extended so that they expire six months after the effective date of this Ordinance, or on the expiration date set forth in the Project Permit approval, whichever comes later.

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

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

A. **Architectural Ledge Sign.**

1. **General.**

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

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

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

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

3. **Dimensions.**

a. **Height.** The bottom of the ledge on which an Architectural Ledge

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

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

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

4. **Projection.** A ledge designed to support an Architectural Ledge Sign may project a maximum of 3 feet from the building face where the sign is located.

B. **Awning Signs.** Unless otherwise specified in this Ordinance, an Awning Sign shall comply with Section 14.4.19 of the Code.

C. **Digital Displays.** Notwithstanding the provisions of Section 14.4 of the Code to the contrary, a Digital Display shall only be permitted as a Wall Sign or a Marquee Sign, and only if it complies with the following regulations:

1. **Location.**

a. The bottom of a sign consisting of a Digital Display as measured vertically shall be either:

- (1) Located between 35 and 75 feet above grade, as measured vertically; or
- (2) Located on a Marquee Sign.

b. The top of a sign consisting of a Digital Display, as measured vertically, shall not be greater than 75 feet above grade.

c. A Wall Sign consisting of a Digital Display shall:

(1) Be located within the following locations, and only along a block frontage that is controlled by a traffic signal:

- (a) Hollywood Boulevard between La Brea Avenue and Argyle Avenue;
- (b) Cahuenga Boulevard between Hollywood Boulevard and Sunset Boulevard;
- (c) Sunset Boulevard between Cahuenga Boulevard and Gower Street; or
- (d) Vine Street between Yucca Street and Sunset Boulevard.

(2) Be limited to a maximum of one Digital Display for each side of the block.

d. A Digital Display shall be permitted on any Marquee Sign, but only if the Marquee Sign proposed for conversion to a Digital Display was legally constructed prior to the effective date of this Ordinance.

2. **Area.** A Digital Display that is installed as a Wall Sign shall not exceed 300 square feet in area. A Digital Display that is installed as a Marquee Sign may replace the entire plastic message panel but shall be no larger than the sign panel which it replaces.

3. **Illumination.** Digital Displays shall have both a daytime and night time illumination, and the night time illumination shall not be as bright as the daytime illumination.

D. **Hanging Signs.**

1. **General.**

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

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

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

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

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

3. **Dimensions.**

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

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

4. **Projection.** A ledge designed to support a Hanging Sign may project a maximum of 3 feet from the building face where the sign is located.

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

F. **Marquee Signs.** Unless otherwise specified in this Ordinance, a Marquee Sign shall comply with Section 14.4.15 of the Code.

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

H. **Open Panel Roof Signs.** Notwithstanding the provisions of Sections 14.4.13 of the Code to the contrary, Open Panel Roof Signs shall be permitted if they comply with the following regulations:

1. **General.**

a. Only one Open Panel Roof Sign shall be permitted on a building on a lot that has a street frontage of 50 feet or less. A maximum of two Open Panel Roof Signs shall be permitted on a lot that has a street frontage of more than 50 feet.

b. The back side and structural framework of an Open Panel Roof Sign shall remain exposed to view.

c. A new Open Panel Roof Sign shall not be permitted on a lot which has an existing Billboard, or a Solid Panel Roof Sign on top of the roof.

d. No portion of the sign shall contain a solid panel.

2. **Location.**

a. An Open Panel Roof Sign shall only be permitted on a building which is at least 40 feet in height.

b. No Open Panel Roof Sign shall be permitted on a sloped roof.

c. No portion of an Open Panel Roof Sign and/or sign support structure shall be located within 10 feet of the edge of the roof, parapet, appendage or appurtenance.

d. An Open Panel Roof sign shall not be permitted on a building which is greater than 150 feet in height.

3. **Maximum Permitted Combined Sign Area.** The sign area of an Open Panel Roof Sign shall not be included in calculating the maximum permitted combined sign area allowed on the street frontage that an Open Panel Roof Sign faces.

4. **Area.**

a. The total area of all Open Panel Roof Signs on a building shall not exceed 25 percent of the average of the wall area of all sides of the building.

b. For each Open Panel Roof Sign at least one-third of the sign area shall consist of open space through which the structural framework may be

viewed, and the remaining portion of the sign area may consist of Channel Letters, channel graphic segments or open lighting elements.

5. **Spacing.** An Open Panel Roof Sign shall be at least 100 feet from a Solid Panel Roof Sign, a Billboard, or an Open Panel Roof Sign on an adjoining lot.

- a. Spacing shall be measured between signs that are located on the same side of the same street.
- b. Spacing shall be measured from a line that is perpendicular to the building line and that passes through a point on the building line that is closest to the nearest sign face edge.
- c. Spacing shall be measured along the center line of the street.

6. **Illumination.** Open Panel Roof signs shall only be illuminated between the hours of 7 A.M. and 2 A.M.

H. **Pedestrian Signs.**

1. **General.**

- a. No text message or logos shall be permitted on that portion of a Pedestrian Sign that is parallel to the face of the building.
- b. The text message or logo on a projecting sign shall consist of individual, dimensional letters or graphic elements that are applied onto the sign surface.
- c. A Pedestrian Sign shall not be a Can Sign.

2. **Location.**

- a. Each tenant space that is located on the ground level of a building may have one Pedestrian Sign within five linear feet of the main entrance of that tenant space.
- b. Each tenant space that is located on a second floor level of a building may have a Pedestrian Sign on the ground level if there is direct exterior pedestrian access to the tenant space floor space.

3. **Dimensions.**

- a. **Width.** No portion of a Pedestrian Sign that is parallel to the face of the building shall exceed 2 feet in width.
- b. **Height.** No portion of a Pedestrian Sign shall be located less than 8 feet above the sidewalk grade to the bottom of the sign.

4. **Individual Sign Area.** The sign area for a Pedestrian Sign shall not exceed 6 square feet for each sign face.

5. **Projection From The Building Face.** Notwithstanding the provisions of Section 14.4.9 of the Code to the contrary, a Pedestrian Sign may project up to 3 feet from the face of the building.

I. **Pillar Signs.** Notwithstanding the provisions of Section 14.4.8 and Section 14.4.12 of the Code to the contrary, Pillar Signs shall comply with the following regulations:

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

2. **Location.**

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

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

c. A Pillar Sign shall be set back at least 10 feet from the intersection of a driveway and the public right of way and shall not interfere with or present a hazard to pedestrian or vehicular traffic.

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

3. **Dimensions.**

a. **Height.**

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

(2) The top of a Pillar Sign shall be at least 3 feet below the height of the shortest Principal Building Facade on the lot where the Pillar Sign is located.

b. **Width.** The maximum horizontal dimension of any portion of a Pillar Sign shall not exceed 3 feet.

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

J. **Projecting Signs.** Notwithstanding the provisions of Sections 14.4.9 of the Code to the contrary, projecting signs shall comply with the following regulations:

1. **General.**

a. The text message or logo on a Projecting Sign shall consist of individual, dimensional letters or graphic elements that are applied onto the sign surface.

b. No text message or logos shall be allowed on that portion of a Projecting Sign that is parallel to the face of the building.

2. **Location.**

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

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

c. A new Projecting Sign shall be located at least 1 foot from an interior lot line, as defined by the Department of Building and Safety.

3. **Dimensions.**

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

b. The width of the sign face of a Projecting Sign that is perpendicular to the building shall not exceed 20 percent of the overall height of the sign and in no event shall exceed 4 feet. This measurement does not include the dimensions of the sign's supporting structure.

c. No portion of a Projecting Sign that is parallel to the face of the building shall exceed 2 feet in width.

4. **Extension Above The Roof.** A Projecting Sign may extend above the top of the wall or roof parapet of a building face but the extension shall not exceed 30 percent of the total vertical height of the projecting sign.

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

6. **Maximum Permitted Combined Sign Area.** The sign area of a Projecting Sign shall not be included in calculating the maximum permitted combined sign area allowed on the street frontage where a Projecting Sign is located.

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

L. **Wall Signs.**

1. **Location.**

a. Notwithstanding the provisions of Section 14.4.10 of the Code to the contrary, no portion of any Wall Sign shall be located above the second story of the building on which it is placed or higher than 35 feet above grade as measured vertically, whichever is lower.

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

2. **Area.** A single Wall Sign shall not exceed 300 square feet in area.

M. **Window Sign.** Unless otherwise specified in this Ordinance, a Window Sign shall comply with Section 14.4.14.

1. **Location.** No portion of any Window Sign shall be located above the second story of the building on which it is placed or higher than 35 feet above grade, whichever is lower.

2. **Area.** Window Signs located on or within six feet of the window plane, painted or attached, shall not exceed fifteen percent of the glassed area of the window in which the Window Sign is placed. The number of such signs is not limited by this regulation, but the aggregate area shall be included as part of aggregate sign area, as limited elsewhere in this Ordinance.

Sec 8. **MAXIMUM PERMITTED COMBINED SIGN AREA BONUS.** An applicant may obtain a modification to the maximum permitted combined sign area for Architectural Ledge Signs, Awning Signs, Digital Displays, Hanging Signs, Information Signs, Marquee Signs, Monument Signs, Pedestrian Signs, Pillar Signs, Wall Signs, and Window Signs by submitting a Project Permit Compliance application to the Director for approval pursuant to Section 11.5.7 of the Code. Maximum permitted combined sign area may be modified by removing specified types of legally permitted nonconforming signage, restoring historic signage, or transferring unused sign rights from a historic building or Historic-Cultural Monument to a non-historic building. The sign area of a legally permitted nonconforming sign which may be applied towards a sign area bonus does not include the support structure of the sign. An applicant whose modification to maximum permitted combined sign area involves a transfer of sign rights shall also comply with Subsection D of this section. The following types of modifications of maximum permitted combined sign area are available:

A. **Removal of legally permitted signage which is prohibited by this Ordinance.** One hundred percent of the sign area of any legally permitted sign which is prohibited by Section 5 B of this Ordinance may be applied as a bonus to the maximum permitted combined sign area upon removal and final inspection and approval of the removal of the prohibited sign. Rights to the sign area bonus may be used on the property where the sign was removed, traded or sold for use by a different property owner within the Supplemental Use District, or divided between several property owners within the Supplemental Use District. Eligibility for a sign area bonus and the transfer of a sign area bonus expires three years after the removal of the signs. Procedures for the transfer of a sign area bonus are set forth in Subsection D of this section.

B. **Restoration of historic signage.** One hundred percent of the sign area of a restored historic sign may be applied as a bonus to the maximum permitted combined sign area. Rights to this sign area bonus may be used on the property where the sign was restored, traded for use by a different property owner within the Supplemental Use District, or divided between several property owners within the Supplemental Use District. Eligibility for this sign area bonus and the transfer of a sign area bonus expires one year after completion of restoring a historic sign. Procedures for the transfer of a sign area bonus are set forth in Subsection D of this section.

C. **Transfer of Unused Sign Rights from a historic building or Historic Cultural Monument within the Hollywood Signage Supplemental Use Area to a non-**

historic building within the Hollywood Signage Supplemental Use Area. One hundred percent of the unused maximum permitted combined sign area on a historic building or Historic Cultural Monument can be transferred from the street frontage(s) of the historic building to a non-historic building or buildings within the Supplemental Use District. Maximum permitted combined sign area on a historic building or Historic Cultural Monument shall be defined as two times the street frontage of the lot on which the historic building or Historic Cultural Monument is located. If the historic building or Historic Cultural Monument is located on a corner and has more than one street frontage, the sign rights from all street frontages may be transferred. Transferred unused sign rights may be used on a single site or multiple sites. The Director shall approve the transfer of unused sign rights to a non-historic building within the Supplemental Use District according to the procedures set forth in Subsection D of this section.

D. Procedures for the Transfer of a Sign Area Bonus and Transfer of Unused Sign Rights. The owner of a lot seeking a transfer of a sign area bonus or a transfer of unused sign rights shall follow these procedures:

1. Prior to the issuance of a building permit, the owner of a lot seeking a transfer shall file an application for the approval of a transfer plan with the Planning Department on a form prescribed by the Planning Department at the time of application for Project Permit Compliance review. The application shall be accompanied by photos of the building or lot from where the sign rights are being transferred and photos of the recipient building or lot where the transferred sign rights will be used. The application shall be accompanied by a fee equal to the application fee charged for a "Conditional Use by the City Planning Commission or Area Planning Commissions" pursuant to Section 12.24 U, as set forth in Section 19.01 C of the Code, to cover the cost of processing the application.
2. Prior to the issuance of a LADBS permit to the recipient of the transferred sign rights, the transfer shall be evidenced by a covenant, executed and recorded by the transferor and transferee. The covenant shall specify the total square footage of sign rights being transferred.
3. The Planning Department shall establish and maintain a record of transfers pursuant to this section.
4. The maximum permitted combined sign area on any facade which utilizes transferred sign rights pursuant to this section shall be limited to 20 percent of the total wall area of the Principle Building Frontage.

Sec. 9. SEVERABILITY. If any provision of this ordinance or its application to any person or circumstance is held to be unconstitutional or otherwise invalid by any court of competent jurisdiction, the invalidity shall not affect other provisions, clauses or applications of said ordinance which can be implemented without the invalid provision, clause or application, and to this end the provisions and clauses of this Hollywood Signage Supplemental Use Ordinance are declared to be severable.

Sec. 10. The City Clerk shall certify to the passage of this ordinance and have it published in accordance with Council policy, either in a daily newspaper circulated in the City of Los Angeles or by posting for ten days in three public places in the City of Los Angeles: one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall; ~~one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall East;~~ and one copy on the bulletin board located at the Temple Street entrance to the Los Angeles County Hall of Records.

I hereby certify that 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 _____.

JUNE LAGMAY, City Clerk

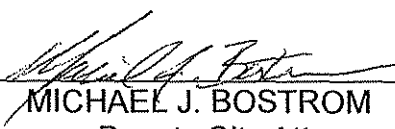
By _____
Deputy

Approved _____

Mayor

Approved as to Form and Legality

CARMEN A. TRUTANICH, City Attorney

By 
MICHAEL J. BOSTROM
Deputy City Attorney

Date 9/22/10

File No(s). _____

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

September 22, 2010

See attached report.


Michael LoGrande
Director of Planning