



DEPARTMENT OF CITY PLANNING

RECOMMENDATION REPORT

City Planning Commission

Date: February 25, 2021
Time: After 8:30 am*
Place: Los Angeles City Hall
200 North Main Street, 3rd Floor
Los Angeles, CA 90012

Case Number: CPC-2015-3059-CA
Council File 11-1705
CEQA Case:
Location: Citywide
Council District: All
Plan Area: All

PUBLIC HEARING: Required

SUMMARY: An ordinance amending various Sections of the Zoning Code to comprehensively revise, consolidate, and supplement current Citywide sign regulations, including the standardization of Sign District establishment criteria, off-site sign takedown requirements, and exceptions to the City's ban on new off-site signs.

RECOMMENDED ACTIONS:

1. Recommend that the City Planning Commission recommend the proposed ordinance (Exhibit A) for adoption with removal of Tier 3 Sign Districts and all related provisions to preclude relocation agreements of off-site signs on private property;
2. Recommend that the City Council direct staff to prepare an Initial Study to assess the effect of the proposed ordinance on the environment;
3. Direct staff to make any ongoing technical and consistency refinements as necessary in consultation with the City Attorney.
4. Adopt the staff report as the Commission report on the subject;
5. Adopt the Findings.

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ADVICE TO PUBLIC: *The exact time this report will be considered during the meeting is uncertain since there may be several other items on the agenda. Requirements for submission of materials can be found on the Department of City Planning website at <https://planning.lacity.org/about/virtual-commission-instructions>. If you challenge these agenda items in court, you may be limited to raising only those issues you or someone else raised at the public hearing agendized herein, or in written correspondence on these matters delivered to this agency at or prior to the public hearing. As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability, and upon request, will provide reasonable accommodation to ensure equal access to these programs, services and activities. Sign language interpreters, assistive listening devices, or other auxiliary aids and/or other services may be provided upon request. To ensure availability of services, please make your request not later than seven working days prior to the meeting by calling the Commission Secretariat at (213) 978-1295.

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Summary

The City of Los Angeles banned off-site advertising in 2002. At that same time, the City Council created the Sign District overlay, which allows off-site advertising and other special types of signage within defined districts and within defined parameters. The adoption of a Sign District is a legislative action, including the establishment of a supplemental use district and zone change. Sign Districts are currently adopted for portions of Hollywood, Broadway in Downtown, along many blocks of Figueroa Street near the Convention Center, in addition to other locations. The City's off-site sign ban and Sign District program survived multiple legal challenges in 2009 and 2010 and remains in effect today.

The proposed Citywide Sign Ordinance is a comprehensive overhaul of the existing sign regulations contained in the Zoning Code. The effort, initiated over a decade ago, strives to consolidate, modernize, and strengthen the City's existing sign regulations including the establishment of new sign districts.

The Department released a revised draft ordinance on December 10, 2020 in response to instructions adopted by the City Council in late 2019. Those instructions directed the Department to prepare a revised draft that created a new and expanded regulatory framework to allow off-site signs on public and private property through a more straightforward process outside of the existing Sign District requirements, and within that framework to implement requirements for community benefits and to include location and operating controls on any new off-site signs on private property.

As outlined in this report, these new sign regulations would be enabled in a "Tier 3 Sign District" which, once activated, would allow for new digital billboard signs in exchange for the removal of existing billboard signs. A "Tier 1 Sign District" option would remain generally equivalent to the current Sign District regulations in the code today and be limited for consideration for designated Regional Commercial and Regional Centers only. A "Tier 2 Sign District" option would have greater eligibility and be reserved for inward looking signage on qualifying larger parcels such as shopping malls or entertainment centers where the signage is effectively blocked from outside viewpoints.

The City Council requested that the City Planning Commission (CPC) review and provide a recommendation on this revised proposed ordinance. The CPC previously considered most of the items included in the proposed ordinance when it was last considered in 2015. Those items that have not been considered are the new provisions related to off-site signs on public and private property. This report will narrate the whole of the proposed ordinance with an emphasis on these new provisions. It will include a discussion of the history to give this current draft context and provide a discussion on these new provisions and remaining policy considerations related to the limits of off-site signing on private property.

The proposed ordinance responds directly to the instructions including new authorizing language allowing off-site signs beyond existing "Tier 1" Sign Districts on both public and private property, however the Department recommends that the City Planning Commission only endorse the regulatory framework related to off-site signs on public property. This framework provides the City with more defined outcomes, expanded

community benefits, and minimizes legal and implementation challenges associated with a wider program developed for private property. Existing “Tier 1” Sign Districts would remain an option for qualifying private parcels.

Initiation

At its September 25, 2019 meeting the City Council adopted instructions (Exhibit B) directing the Department to prepare a revised draft of the proposed Citywide Sign Ordinance. The direction given by Council requested that the revised draft include the following additional provisions:

- New Tier 3 Sign District to allow off-site signs outside sign districts, which will include
 - o Various criteria to limit placement, operations, and size.
 - o A process to allow deviations from those standards.
 - o An opt-out provision to exclude certain Community Plan Areas
- Definition of billboard blighted areas.
- Equitable distribution of community benefits to billboard blight areas and the vicinity of relocated or new off-site signs.
- Definition of public property.
- Cap on off-site signs Citywide for Tier 3 Sign Districts.
- Presentation of options for limiting new or relocated off-site signs to public property only; and phasing in private property after public property.
- Revised Civil Penalties and appeal process in response to the Department of Building and Safety’s concerns raised in a December 2017 report to Council.

These instructions were the culmination of numerous public meetings and hearings by the City Council’s Planning and Land Use Management (PLUM) Committee, and then by the full City Council. The City Council’s debate over the proposed Citywide Sign Ordinance has continued to be centered on exceptions to the City’s ban on off-site signs, and the benefits and risks of expanding those exceptions. The specific benefits and risks have evolved over time, however the draw of potential revenue and community benefits including blight reduction has proven to be resilient and lent itself to a lively and contentious debate. The desire to expand the exception to the City’s ban now focuses on the specifics of maximum discretion, potential revenue and community benefits, and the decision to limit any further exceptions to solely public property or expand to include private property through a Tier 3 Sign District. This is evident in the adopted instructions, and the various components of the Council instructions.

Background

For the uninitiated, understanding sign regulations and the history of proposed Citywide Sign Ordinance can be a daunting undertaking. This section will provide some context to this complex topic. Later in this discussion key court decisions that influenced or impacted the debate or proposed Ordinance will be highlighted. It is important to note that signs have free speech protections under the First Amendment of the US Constitution, and sign

regulations must be essentially content-neutral and focus on time, place, and manner regulations.

The City first adopted a set of comprehensive sign regulations in 1986. This regulated both on-site and off-site signs. On-site signs are a sign that advertises a good or service available at the location where the sign is located. An off-site sign advertises a good or service available somewhere else than where the sign is located. A billboard is a type of off-site sign. Either type of sign can be a static or digital sign. Most of the ongoing debate has focused on off-site signs, which have been banned outside of sign districts, specific plans, and supplemental use districts since 2002. In that same year sign districts were introduced as a new type of supplemental use district that allows tailored sign regulations that are more permissive or more restrictive than the normally required Zoning Code sign regulations. A program was also setup that year to periodically inspect and inventory off-site signs in the City.

In 2007, the City's sign regulations migrated from the Building Code to the Zoning Code. The following year City Council directed the Department to commence work on a comprehensive update to its sign regulations. The City Planning Commission (CPC) first considered and then recommended a version of the proposed Citywide Sign Ordinance to the City Council in 2009. This version was transmitted to City Council's Planning Land Use Management (PLUM) for consideration, and the topic of allowances for off-site signs became the focus of debate. The discussion centered on allowing off-site signs outside sign districts in exchange for either a commensurate or greater removal of existing off-site signs or an in-lieu fee or community benefit package. In its initial stages this debate was influenced by the loss of Citywide revenue by the Great Recession (2007-2009). Various mechanisms and land-use controls were debated to effectuate this goal which culminated in the ordinance being returned to the CPC for a recommendation on these concepts for expanding the off-site sign allowance Citywide in 2015.

Two versions of the proposed ordinance were transmitted (Version A & B) to the CPC along with a rough concept for how to allow signs outside sign districts. As is the case now, the Commission considered and made a recommendation on a majority of the items contained within the proposed ordinance. Beyond the conceptual processes for allowing off-site signs outside sign districts, the following items were reviewed by the City Planning Commission in 2015:

- On-site relocation of existing off-site signs
- Amnesty for existing unpermitted or illegally altered off-site signs
- Historic façade sign adjustments
- Replacement of Pre-1986 mural signs with vinyl

The Commission disapproved all these changes as well as the concepts related to off-site sign allowances before them, as well as the proposed ordinance transmitted. Instead, the Commission instructed the Department to transmit a revised version to the City Council, version B+ (see Exhibit C for comparison chart of B+ with current proposed ordinance). Ultimately the PLUM Committee continued consideration of only Version B and commenced a study to look at questions related to revenue generation and blight reduction if a process for allowing sign outside sign district was pursued. In December 2017 the proposed ordinance was revised again with changes allowing limited on-site

digital signs Citywide and an administrative process for relocation agreements of existing off-site signs. Additional debate took place regarding the level of discretion, revenue and community benefits. This culminated in the current set of instructions adopted by City Council in 2019.

A number of important court decisions have informed the development of the Citywide Sign Ordinance over time. The City was also a party in a number of these court decisions, in most instances defending its ban on and regulations related to off-site signs. Below is a short overview of each of the most pertinent cases to this debate:

- *Metromedia, Inc. v. City of San Diego* (1981) – Supreme Court ruling affirmed a City’s right to enact and enforce a ban on off-site commercial signs.
- *Clear Channel Outdoor v. City of Los Angeles* (2006) – Litigation over annual fee for periodic inspection of off-site signs. Initial settlement agreement allowed conversion of a number of off-site signs to digital Citywide, agreement was ultimately thrown out in subsequent litigation and impacted digital signs disabled.
- *Metro Lights, LLC v. City of Los Angeles* (2009), *World Wide Rush LLC v. City of Los Angeles* (2010), *Vanguard Outdoor LLC v. City of Los Angeles* (2011) – Three 9th Circuit Court of Appeals decisions affirming (and reaffirming) the City’s ban on off-site signs and that it may allow exceptions to that ban.
- *Reed v. Town of Gilbert, AZ* (2015) – Supreme Court decision reaffirming the broad prohibition on content-based speech restrictions for sign regulations
- *Lamar Central Outdoor LLC v. City of Los Angeles* (2016) – Litigation over the free speech provision of the California Constitution. The California Court of Appeals decision affirmed the City’s ban on off-site signs and distinction between on-site and off-site signs.

These cases show the limited latitude the City has in crafting its sign regulations, particularly when it comes to off-site signs. The courts have reinforced that exceptions to a ban must be rational and narrowly tailored. The City must ever be cognizant that with any new exception the risk of exception becoming the rule is a real risk.

Current Sign Provisions

The majority of the City’s sign regulations are contained in Article 14.4 of the Zoning Code. The provisions define various sign related terms, and outline regulations for a variety of sign typologies including: Information Signs, Monument Signs, Projecting Signs, Wall Signs, Illuminated Architectural Canopy Signs, Pole Signs, Roof Signs, Window Signs, Marquee Signs, and Awning Signs. The maximum combined sign area allocation for most parcels is up to 4 square feet per foot of street frontage. Additionally, separate regulations are outlined for Temporary Signs, Temporary Signs on Temporary Construction Walls, Original Art Murals and Public Art Installations. Other specific limitations are also outlined including prohibited locations, maintenance requirements, illumination standards, hazards to traffic, and freeway exposure.

The City also lists prohibited signs in this Article, including its ban on off-site signs and supergraphic signs. The ban, enacted in 2002, allows for these signs to be placed only in sign districts, supplemental use districts, and specific plans as well as through development agreements and relocation agreements (per State Law). Regulations are outlined for off-site signs as well, though these inform rather than dictate restrictions for new off-site signs since they can only be obtained through a legislative process allowing more permissive regulations. They pertain mainly to existing signs. Relief cannot be sought to allow either off-site signs or supergraphic signs.

The regulations allowing the establishment of sign districts is contained in Section 13.11 of the Zoning Code. Minimum criteria must be met to apply for a new sign district, the existing limitations include: a minimum of one block or three acres, and located within in a C, M, or certain R5 zones, or redevelopment areas. Sign regulations in a sign district may be more permissive or restrictive than those in the Zoning Code, including regulations for off-site signs.

Various other sign regulations are found in the Zoning Code. This includes, but is not limited to, regulations outlining sign area limitations in A and R zones, sign allowances for commercial businesses in RAS zones, and prohibitions on certain types of signs in various zones. In many cases this scattered disbursement of sign regulations throughout the existing Zoning Code leads to confusion and implementation challenges.

The current sign regulations are long overdue for an overhaul. They provide a base framework, however, they may be outdated both in terms of terminology and technology as well as in terms of reflecting current sign case law. The City strives to regulate signs in terms of time, place, and manner, and maintain a rational process for dealing with sign related relief and the establishment of sign districts. However, both processes would benefit from additional precision and appropriate sign related criteria and findings.

Most of these issues were impetus for the proposed ordinance when the initial work program was initiated in 2008. They remain a part of the framework of the proposed ordinance, and many have evolved in terms of details and process as a result of new technology, best practices, and case law that has come to fruition since the program was first implemented.

Key Provisions

The proposed Citywide Sign Ordinance is a comprehensive reorganization and modernization of the City's sign regulations. The current draft is a result of years of debate and revisions by both the City Council and the CPC. A recent version drafted at City Council's request, released in December 2017 forms the basis of the current draft as it reflects numerous policy decisions and revisions made by Council since the transmittal of CPC's last recommendation in 2015. The proposed ordinance also incorporates years of research and lessons learned from recent case law and litigation. The proposed ordinance would make the following changes to the Zoning Code and its existing sign regulations:

General Provisions

- Consolidates all sign provisions in the Zoning Code into Article 14.4.
- Updates definitions to provide alignment with the proposed new Zoning Code.
- Establishes new digital illumination standards.
- Establishes digital message standards.
- Establishes a process and standard regulations for on-site digital signs in certain nonresidential zones. Standards include:
 - o Limited to 75% of sign area allotment and cannot exceed 300 square feet.
 - o Allowed in C zones with a Commercial land use designation
 - o Includes certain distancing and minimum frontage requirements
 - o Operational limitations
- Allows new sign copy on painted mural signs legally existing prior to April 17, 2012 using certain materials approved by LADBS and LAFD.
- Creates a sign-specific adjustment and variance process.
- Increases penalties for off-site sign violations and refines proposed process.
- Eliminates content—based regulations for on-site signs.
- Includes technical and consistency corrections.

Off-Site Sign Provisions

- Maintains the ban on off-site signs, with limited exceptions
- Reforms and strengthens the process and criteria to establish sign districts and creates three types of sign districts.
 - o Tier 1 sign district
 - Eligibility limited to large regional centers and entertainment districts with unique characteristics.
 - Off-site signs are allowed if a Sign District is adopted in the area, however a sign reduction plan must be provided.
 - o Tier 2 sign district
 - Designed for campus-like settings.
 - Any off-site signs must be internally facing and not visible from the public right of way.
 - o Tier 3 sign district
 - Allows relocation agreements within district boundaries once established, on private property in C2, C4, and all M zones.
 - Minimum three acres or one block in size and minimum of 2640 feet of street frontage
 - Includes criteria for the relocation of off-site signs and conversion to digital.
 - Distancing requirements from single family homes, scenic highways, and other sensitive uses.
 - Prohibited in Historic Preservation Overlay Zones (HPOZs) and in most existing specific plans and overlays.
 - Includes operational standards and height limits.
 - Require compliances with relocation agreement off-site sign reduction requirements.

- Establishes a relocation agreement process, a limited discretionary process to allow the relocation of an existing sign to a new or existing location and allow conversion to a digital display. Distinct process from the one enabled by the State.
 - o Separate process for public property and private property
 - o Private Property relocation agreements must occur within a Tier 3 Sign District.
 - o Must adhere to specific locations limitations.
 - Prohibited on public properties used for schools, parks, libraries, most civic buildings, and within Tier 1 and 2 sign districts.
 - Distancing requirements from single family homes, scenic highways, and other sensitive uses.
 - Prohibited in HPOZs and most existing specific plans and overlays.
 - Includes operational standards and height limits
 - o Must provide off-site sign reduction plan that removes at a rate of 9:1 or an in-lieu payment proportionate to the reduction provided.
 - o Defines Billboard Blighted Area.
 - Requires roughly equal distribution of off-sign reduction and in-lieu payment between it and vicinity of sign.
 - o Establishes a phase-in scheme and Citywide cap on the total number of relocation agreements for private property.

Penalties, Fines and Enforcement

In consultation with the Los Angeles Department of Building and Safety (LADBS), the draft ordinance proposes a substantial increase in penalties for offsite sign violations and makes refinements to the enforcement processes. In the proposed Ordinance, the provisions for civil administrative penalties are exclusively applied to off-site sign violations which prioritizes resources and provide more effective enforcement. The fines escalate based on the size of the sign in violation and still further for repeat violations. These penalties also accrue daily until the violation is remedied.

In response to implementation and processing recommendations raised by LADBS, the allowed time frame to take corrective action prior to the commencement of penalties is amended to allow for LADBS to exhaust normal administrative enforcement procedure and better implement the new penalty and fine structure. Collectively, these modifications from the 2017 version will garner more effective penalties, fines and enforcement that provide more resources to the Off-Site Sign Periodic Inspection Program (OSSPIP) and keep the program from being overburdened.

Post-Release Revisions

The proposed Ordinance submitted for the Commission's consideration is substantively the same as the one released for public comment on December 10, 2020. However, revisions and technical corrections have been made reflecting internal feedback from within the Department and from the City Attorney, the Department of Building and Safety and the Department of Transportation. These changes are intended to provide clarity on specific regulations, ease implementation, ensure consistency, and remove remaining content-related regulations. The following revisions were made:

- Deleted redundant and incorrect sign references from RE, RS, RU, RZ, RW1, R2, RD, RMP, RW2, R3, R4, R5, C1, C1.5, and C2 zones.
- Deleted content-related provisions from P, CR, MR1, and MR2 zones
- Deleted content-related provisions for signs in Large Family Daycare, Model Dwelling, and Real Estate tract office regulations.
- Sign District provisions:
 - o Clarified applicability of sign reduction and community benefits to each Sign District Tier
- General Sign Provisions:
 - o Deleted Identification Signs and its relationship to High-Rise Signs
 - o Clarified applicability of sign definitions to Sign Districts
 - o Updated Diagrams
- Relocation of Existing Signs:
 - o Simplified definition of Billboard Blighted Area
 - o Applied operational limitations to all relocation agreements
- Civil Administrative Penalties and Appeals
 - o Per LADBS, increased time for compliance before accrual of fines from 15 to 30 days
 - o Allowed greater discretion for enforcement of penalties
 - o Appeal process defaults to existing processes for code enforcement appeals
- Updated exemption from new regulations for applied or initiated Sign Districts and Specific Plans with sign regulations from May 31, 2017 to September 25, 2019.

Discussion & Policy Considerations

The proposed Citywide Sign Ordinance adheres closely to the instructions adopted by the City Council in September 2019. The instructions outlined a conceptual framework for expanding the allowance for new and relocated off-site sign while allowing a degree of latitude for the Department to craft a responsive draft ordinance. Two key considerations stood out in the adopted instructions and overall debate City Council undertook in adopting them:

- Council discretion over future implementation of relocation agreements
- Whether the relocation agreement process will be limited to public property only or allow a phased-in approach for private property.

The following discussion delves into the proposed process for both types of property. This is followed by a discussion of other outstanding policy considerations and the remaining steps in the adoption process of the proposed Citywide Sign Ordinance.

Public Property

Relocation agreements may legally be considered on both public and private property. However, the processes for effectuating and implementing the agreement are distinctly different and both require multiple levels of consideration. Though the approval of an agreement on public property may appear to require less process and includes more permissive location criteria, portions of the process are beyond the control of the Zoning

Code. These include such requirements as property leases, memorandums of understanding (MOU), operations contracts and/or other contractual requirements must be met to utilize public property for such a purpose. This additional layer of process also lends itself to more public input and local government control over the process and outcomes, as well as wider potential for enhanced community benefits and revenue that could be utilized in more capacities.

Public property is defined as land or assets owned by the City, or another governmental agency that has a MOU with the City to allow relocation agreements. As outlined in the proposed ordinance, the process to apply for and consider a relocation agreement on public property begins with meeting certain location and distancing criteria including:

- Limited to C, M and PF zones designated as Regional Center Commercial, Regional Commercial, General Commercial, Highway-Oriented Commercial, Community Commercial, Industrial, or Public Facilities.
- Must be 200 feet from RW1 or more restrictive zones.
- Must be 200 feet from center line of scenic highways and similar corridors.
- Must be at least 500 feet from another digital off-site sign if relocated sign will become digital
- Oriented away from residential zones
- Prohibited locations:
 - o Adopted specific plans and HPOZs
 - o Adopted overlays that prohibit off-site signs
 - o Public parks and facilities
 - o Schools and libraries
 - o Civic Buildings
 - o Tier 1 and Tier 2 Sign Districts
- Allowed to relocate in the same location (rebuilt to become digital) if higher sign reduction ratio met.
- Digital Sign Operation limited to 7 AM to 12 AM
- Must comply with off-site sign and digital display requirements in Zoning Code

If the public property in question meets these standards, a limited discretionary review process would begin to ensure compliance with these regulations. The process also requires compliance with the sign reduction and public benefit payment provisions within the section. Any relocated sign must remove 9 square feet of existing sign area for every one square foot of relocated sign area. As drafted, this reduction requirement can be substituted with a public benefit payment which varies according to a sliding scale, the fee escalates as the amount of sign area removed decreases however at no time may it go below 2 square feet of existing sign area being removed. The sign reduction activity is split between the vicinity of the relocated sign and citywide areas that are designated as billboard blighted. The allocation of the public benefit payment is also split roughly evenly between the vicinity of the relocated sign and a billboard blighted area. A billboard blighted area is a community plan area (CPA) in the top 25 percent of areas, in raw number, of off-site signs overall or in the number of off-site signs located in residential zones. The table below lists the qualifying CPA under each overconcentration category and Exhibit D show the areas mapped.

Billboard Blighted Areas **By Total Off-Site Signs in All Zones**

Community Plan Area	Number of Off-Site Signs
Southeast Los Angeles	774
Wilshire	756
South Los Angeles	722
Northeast Los Angeles	683
Hollywood	538
West Adams – Baldwin Hills – Leimert	523
North Hollywood – Valley Village	349
Sun Valley – La Tuna Canyon	329

Billboard Blighted Areas **By Total of Off-Site Signs in Residential Zones**

Community Plan Area	Number of Off-Site Signs
Southeast Los Angeles	115
Northeast Los Angeles	112
South Los Angeles	61
Hollywood	46
Wilshire	30
Boyle Heights	30
Sun Valley – La Tuna Canyon	22
Silver Lake – Echo Park – Elysian Valley	15

Compliance with location restrictions and the sign reduction requirements are integral factors for approval of a relocation agreement. The process for approval includes a staff review and recommendation to the City Planning Commission, which then presents its recommendation to the City Council which has the final approval over the agreement.

Private Property

A relocation agreement on private property follows the same approval process and must comply with the same sign reduction and public benefit payment requirements that apply to relocation agreements involving public property. The main additional factor is that

relocations involving private property may only occur within adopted Tier 3 sign districts and are also subject to location and distancing requirements.

A Tier 3 sign district requires the same legislative approval as any other sign district and this legislative process allows for discretion over their establishment of the district itself. Once established, the consideration of relocation agreements within the Tier 3 Sign District is subject to objective standards and there is limited discretion to approve or disapprove. A Tier 3 sign district only enables relocation agreements, no other deviations from sign regulations are allowed. The establishment of a Tier 3 sign district is a prerequisite for any relocation agreement to occur on a private property within it. The locational requirements for this type of sign district are:

- Located in a C2, C4, or M zone
- One block or three acres
- Minimum of 2640 feet of street frontage
- Prohibited in:
 - o Existing Sign District
 - o Most Specific Plans and Overlays
 - o HPOZ

Additionally, relocated off-site signs must also comply with specified location, distancing, and operational requirements as outlined in the Tier 3 sign district. These are separate and distinct criteria that apply to any and all relocation agreements within any adopted Tier 3 Sign District. These requirements are:

- Minimum distance of 500 feet from RW1 or more restrictive zones
- Must be 500 feet from center line of scenic highways and similar corridors
- Must be located along a Boulevard or Avenue as delineated in the adopted Mobility Plan
- Must be at least 500 feet from another digital off-site sign if relocated sign will become digital
- Digital Sign Operation limited to 7 AM to 12 AM
- Height and size minimums and maximums
- Must adhere to the off-site sign and digital display requirements in the Zoning Code

After the establishment of the Tier 3 sign district, relocation agreements may be processed for eligible private properties within it and will conform to the same process and sign reduction and public benefit payment requirements as relocation agreements on public property. This means that there is limited discretion for the consideration of each relocation agreement once a Tier 3 Sign District is established for an area.

It is important to note that no relocation agreement will become active immediately upon adoption of the proposed sign ordinance. The establishment of a Tier 3 Sign District through legislative action for a specified area is a prerequisite for the future consideration of any private relocation agreements in that area. In addition, as proposed in the ordinance, a minimum of 30 off-site signs must be approved on public property before the first application for a Tier 3 sign district or relocation agreement on private property may be considered. Other options for phasing-in private property following public property could include allowing a certain number of private signs to apply for relocation

agreements after 1 or more public signs are approved. Furthermore, as proposed in the ordinance, once 150 off-site signs on private property Citywide have been approved for relocation no further applications will be accepted or approved. At no time can more than 10% of this citywide cap of 150 off-site private property signs be allocated to any one Community Plan Area.

Opt-Out Provision and Deviations from Tier 3 Requirements

The September 2019 instructions adopted by the City Council requested the inclusion of a mechanism to allow any community plan area to opt-out of allowing relocation agreements. The proposed ordinance, by design, strengthens this concept and creates an opt-in process where the default is that no relocation agreements are permitted in an area unless a Tier 3 Sign District is first established. It is also important to note that the current zoning code allows for the consideration of Sign Districts in the areas proposed for Tier 3 eligibility in the proposed sign regulations. The process to adopt a sign district is a legislative process, and broad findings must be made to approve or disapprove their establishment.

The instructions also requested a mechanism to deviate from the location and operational requirements proposed for relocation agreements. As proposed, the Tier 3 Sign District does not allow for deviations once established, however a Tier 1 Sign District may be considered for eligible special districts seeking unique or tailored sign regulations and criteria.

Next Steps

The Department will complete further analysis to determine the scale and scope of the needed environmental review required under CEQA. Staff will prepare an Initial Study to assess the effect of the proposed ordinance on the environment. Additionally, staff will perform further analysis and discussions to determine the appropriate structure of the in-lieu public benefit payment allowed under the relocation agreement process.

Public Comments and Correspondence

While it is standard practice to hold a staff level public hearing on code amendments initiated by Council motion, the Sign Ordinance has followed an atypical path. Staff received explicit instruction by City Council to amend specific components of the existing draft Ordinance and present those before the Commission. A full draft ordinance was posted for public review and input on December 10, 2020. Using a comprehensive list of contacts gathered over the years that this topic has been debated, the Department sent out emails to inform the public of this current effort. The email was sent to over 10,000 individual contacts and included a Fact Sheet, Frequently Asked Questions, and the December 10, 2020 draft ordinance. As a result of that effort, some members of the public did request meetings with staff as well as provide written correspondence on the matter. The following is a summary of public comments received during meetings, through Community Impact Statements, and written correspondence.

- Numerous internal and external meetings, including but not limited to:

- The Coalition for Scenic Los Angeles
- California Sign Association
- Department of Transportation
- Department of Building and Safety
- Various community and Neighborhood Council members
- 13 Community Impact Statements (CIS) submitted to the council file, most in support of Version B+
- 53 emails/letters sent to staff

Summary of Comments

- Written correspondence from 17 organization/individuals are in support for Version B+ as recommended by the Commission in 2015. This includes letters from The Coalition for Scenic Los Angeles, The Hillside Federation, Friends of Griffith Park, Westside Regional Alliance of Councils, Scenic America, Holmby Westwood Homeowners Association, Los Feliz Improvement Association, and a majority of CIS letters submitted by various Neighborhood Councils in the Council file. Following is a summary of the points raised:
 - Strong opposition to the proposed Tier 3 Sign Districts whereby existing billboards could be relocated, via relocation agreements, to commercial or manufacturing zoned corridors
 - Digital billboards have significant negative impacts on public safety, quality of life, public health, adjacent/nearby property values
 - Consideration must be given to the potential impacts that digital billboards have on streets. Their impact is in conflict with the stated goals of the City's Vision Zero program
 - The takedown ratio must be at minimum 10:1 as recommended by the CPC in order to succeed at meeting the stated goal of reducing overall blight.
 - No option offered between the removal of signs and community benefits-community benefits should only be an option in instances where a company has no billboard inventory and, thus, no signs to remove
 - Public participation must be a part of any sign placements and in the consideration of granting any exceptions for signs
 - Fines must be rigorous and automatically increased to keep pace with inflation
 - The status of all existing billboards should be clear, and those signs must be removed before any new ordinance is implemented so that illegal signs are not relocated or counted against mandatory takedown ratio requirements
 - No amnesty for existing billboards that lack permits or have been altered in violation of their permits
 - No "grandfathering" of any sign districts that were not approved in the ordinance when it was reviewed by CPC in 2009.
 - No new process, including a Conditional Use Permit process, to authorize construction or operation of digital off-site signs outside of sign districts.

- No off-site signage in city parks, recreation facilities and open spaces, including the LA Zoo.
- Two emails received on the topic of street trees and tree topping with the following summary of points:
 - Consideration must be given to the amount of canopy and wildlife habitat that are being lost for new developments and off-site signage which is needed to combat climate crisis and retain the city's ecosystem
 - Media or signage companies should not be able to apply for street tree trimming in front of private property
 - Permit requests for tree topping must be accompanied by site photos showing current state of the tree and any signage within the visual sphere and if the purpose is to clear visibility for signage, it should be denied or strictly limited with an on-site inspector on site
 - If illegal trimming in front of street-oriented signage occurs, there should be consequences such as fines, or temporary removal of signage from operation
- Written correspondence from 15 organizations/individuals requesting further environmental review stating that a program of this scope that could have such broad application would need to have an environmental CEQA review.
- Written correspondence from 10 organizations/individuals requested addition time to provide comments on the draft ordinance.
- Written correspondence from six organizations/individuals requesting that hand painted wall signs have unique provisions and be treated as an exception in the proposed ordinance with the following summary of points:
 - Murals are an important part of the culture, character and history of Los Angeles. Murals beautify our city and encourage tourism and revive an industrial district.
 - Fine Art Mural Ordinance does not allow for artists to make a living painting murals, and it does not allow for businesses to promote their goods or services in an economically viable way.
 - Sign Districts are not a viable alternative since artists and small property owners would not have access to these districts.
 - Consider hand painted wall sign standards limiting size, time, place and manner separately from other non-hand painted signs.
- Written correspondence from Los Angeles Advertising Coalition in support of updated sign regulations with the following summary points:
 - Ensure consistency with state law and rebuttable presumption.
 - Government-owned property should not be advantaged over property held by
 - private parties.

- Relocation agreements process should be part of the ordinance itself, and not left to an administrative policy.
- Written correspondence from California Sign Association and the International Sign Association in regards to on-site signs with the following summary points:
 - Reduction in the minimum qualifying street frontage from 150 feet to 100 feet
 - Increase the illumination hours from 7 AM to 12 AM to 24-hours
 - Eliminate the need for third party testing of illumination
- Written correspondence from the LA Conservancy with the following summary points:
 - Inclusion of SurveyLA findings and analysis as it relates to historic signage
 - Tier 1 Sign Districts must include language related to historic preservation overlay zones
 - Incorporate language restricting digital signage when adversely affecting historic resources

Conclusion and Recommendation

Taken as a whole the proposed ordinance provides many improvements to the City's current regulations related to both on- and off-site signs. The benefits of updating sign regulations for the City include improved enforceability, clearer implementing procedures, and updated definitions and standards, all of which creates clarification through a consolidated set of regulations. A small but important subset of sign regulations regarding off-site signs and digital displays have garnered significant feedback and continue to dominate the discussion. It is to this end that the Department recommends that the proposed ordinance be adopted with the removal of Tier 3 Sign Districts to preclude relocation agreements on private property in order to retain more control and discretion over where new off-site digital billboards may be relocated within the city.

FINDINGS

Land Use Findings

1. In accordance with Charter Section 556, that the proposed ordinance is in substantial conformance with the purposes, intent and provisions of the General Plan in that it will support Goal 5A of the Citywide General Plan Framework by helping to further shape “a livable city for existing and future residents and one that is attractive to future investment,” by supporting Objective 5.5, to “enhance the livability of all neighborhoods by upgrading the quality of development and improving the quality of the public realm”; Objective 5.5.3, to “formulate and adopt building and site design standards and guidelines to raise the quality of design Citywide” by protecting and enhancing neighborhood character and livability through appropriate time, place and manner regulations on signage; and Policy 5.8.4 to “encourage that signage be designed to be integrated with the architectural character of the buildings and convey a visually attractive character” by reducing visual clutter and creating uniform standards for signs that curb over-proliferation and encourage appropriate siting of new signage in appropriate commercial and nonresidential areas; and

2. In accordance with Charter Section 558 (b) (2), that the proposed ordinance is directly related to the General Plan, specific plans or other plans being prepared by the Department of City Planning, in that it supports Goal 3C of the Citywide General Plan Framework by helping to protect and promote “multi-family neighborhoods that enhance the quality of life for the City’s existing and future residents” by restricting intensive sign types that can disrupt the visual environment and detract from quality of life within and near residences; and also supports General Plan Framework Policy 3.7.4, to “improve the quality of new multi-family dwelling units based on the standards in Chapter 5 (Urban Form and Neighborhood Design Chapter) of this Element” by limiting the height, area and spacing of signage citywide, including in the city’s many mixed-use areas where commercial signage can visually impact residential environments.

The proposed ordinance supports the Citywide General Plan Framework’s Livable Neighborhoods Subsection (under the Land Use Section), which provides that “all neighborhoods in the City deserve to have well designed buildings and a safe, secure, and attractive public realm” by establishing restrictive standards for signage citywide that will provide both short and long-term improvements in the quality of the public realm.

The proposed ordinance is in substantial conformance with the public necessity, convenience, general welfare and good zoning practice in that it supports Goal 9P of the Citywide General Plan Framework by helping to “protect and preserve the nighttime environment, views, driver visibility, and otherwise minimize or prevent light pollution, light trespass, and glare” and Policy 9.40.3, to “develop regulations to ensure quality lighting to minimize or eliminate the adverse impact of lighting due to light pollution, light trespass, and glare for façade lighting, security lighting, and advertising lighting, including billboards” by establishing a baseline citywide prohibition on, and illumination and

operational restrictions of, digital displays and off-site signs, which have been shown to distract drivers and have such land use impacts as light pollution, light trespass, and excessive glare.

The proposed ordinance further supports the Citywide General Plan Framework's Economic Development Objective 7.2 by helping to "establish a balance of land uses that provides for commercial and industrial development which meets the needs of local residents, sustains economic growth, and assures maximum feasible environmental quality" and Policy 7.2.2 to "concentrate commercial development entitlements in areas best able to support them, including community and regional centers, transit stations, and mixed-use corridors. This concentration prevents commercial development from encroaching on existing residential neighborhoods." This is accomplished by creating clear parameters, rational regulations, and an orderly hierarchy of sign regulations for on-site signs, and instituting a baseline ban on off-site signs with narrow exceptions that support and compliment commercial and industrial development while minimizing and protecting residential properties, Citywide assets, and natural spaces all while ensuring public participation in the process.

EXHIBIT A: Proposed Ordinance

ORDINANCE NO. _____

A proposed ordinance amending Sections 12.04.09, 12.05, 12.06, 12.07, 12.07.01, 12.07.1, 12.08, 12.08.1, 12.08.3, 12.08.5, 12.09, 12.09.1, 12.09.3, 12.09.5, 12.10, 12.10.5, 12.11, 12.11.5, 12.12, 12.12.1, 12.12.2, 12.13, 12.13.5, 12.14, 12.17.5, 12.18, 12.21, 12.21.1, 12.22, 12.23, 12.32, 12.36, 13.07, 13.11, and 14.00; Article 4.4 of Chapter I; and Sections 19.01 and 91.6216.4.3 of the Los Angeles Municipal Code to enact new criteria for the establishment of Sign Districts, create new relief provisions for certain deviations from the sign regulations, establish administrative civil penalties for violations of ~~the off-site~~ sign regulations, incentivize sign and blight reduction Citywide, and enact related technical corrections and other measures to control the potential impacts of signs on traffic safety and the visual environment.

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

Section 1. Subdivision 12 of Subsection B of Section 12.04.09 of the Los Angeles Municipal Code is added to read as follows:

12. Relocation of an existing off-site signs approved pursuant to Section 14.4.24.

~~Section 12.~~ Subdivision 14 of Subsection A of Section 12.05 of the Los Angeles Municipal Code is deleted.

Sec. ~~23~~. Subparagraph (2) of Paragraph (a) of Subdivision 16 of Subsection A of Section 12.05 of the Los Angeles Municipal Code is deleted.

Sec. ~~34~~. Paragraph (j) of Subdivision 2 of Subsection A of Section 12.06 of the Los Angeles Municipal Code is deleted.

Sec. ~~45~~. Subdivision 14 of Subsection A of Section 12.07 of the Los Angeles Municipal Code is deleted.

Sec. 6. Subdivision 9 of Subsection A of Section 12.07.01 of the Los Angeles Municipal Code is deleted.

Sec. 7. Subdivision 9 of Subsection A of Section 12.07.1 of the Los Angeles Municipal Code is deleted.

Sec. ~~58~~. Subdivision 9 of Subsection A of Section 12.08 of the Los Angeles Municipal Code is deleted.

Sec. 9. Subdivision 6 of Subsection B of Section 12.08.1 of the Los Angeles Municipal Code is amended to read as follows:

6. ~~Name plates and signs, and r~~Required automobile parking as provided for in Section 12.21 A. of this Code.

Sec. 10. Subdivision 7 of Subsection B of Section 12.08.3 of the Los Angeles Municipal Code is amended to read as follows:

7. ~~Name plates and signs, and r~~Required automobile parking as provided for in Section 12.21 A. of this Code.

Sec. 11. Subdivision 5 of Subsection B of Section 12.08.5 of the Los Angeles Municipal Code is amended to read as follows:

5. ~~Name plates and signs, and r~~Required automobile parking as provided for in Section 12.21 A. of this Code.

Sec. 12. Subdivision 7 of Subsection A of Section 12.09 of the Los Angeles Municipal Code is deleted.

Sec. 13. Subdivision 11 of Subsection A of Section 12.09.1 of the Los Angeles Municipal Code is amended to read as follows:

11. ~~Name plates and signs, and r~~Required automobile parking as provided for in Section 12.21 A. of this Code.

Sec. 14. Subdivision 9 of Subsection A of Section 12.09.3 of the Los Angeles Municipal Code is deleted.

Sec. 15. Subdivision 6 of Subsection B of Section 12.09.5 of the Los Angeles Municipal Code is amended to read as follows:

6. ~~Name plates and signs, and r~~Required automobile parking as provided for in Section 12.21 A. of this Code.

Sec. 16. Subdivision 10 of Subsection A of Section 12.10 of the Los Angeles Municipal Code is amended to read as follows:

10. ~~Name plates and signs, and r~~Required automobile parking as provided for in Section 12.21 A. of this Code.

Sec. ~~617~~. Subdivision 4 of Subsection B of Section 12.10.5 of the Los Angeles Municipal Code is deleted.

Sec. 18. Subdivision 12 of Subsection A of Section 12.11 of the Los Angeles Municipal Code is amended to read as follows:

12. ~~Name plates and signs, and r~~Required automobile parking as provided for in Section 12.21 A. of this Code.

Sec. ~~719~~. Subdivision 4 of Subsection B of Section 12.11.5 of the Los Angeles Municipal Code is deleted.

Sec. 20. Subdivision 10 of Subsection A of Section 12.12 of the Los Angeles Municipal Code is amended to read as follows:

10. ~~Name plates and signs, and r~~Required automobile parking as provided for in Section 12.21 A. of this Code.

Sec. 21. Paragraph (b) of Subdivision 3 of Section 12.12.1 of the Los Angeles Municipal Code is amended to read as follows:

(b) ~~Identification signs displaying only the names of the operators or sponsors of the parking area (including customary emblems or trademarks), the hours of operation and the parking charges made in accordance with the following regulations~~Signs are permitted when in compliance with Article 4.4 and the following regulations:

(1) On any lot there may be one such sign not exceeding 25 square feet in area adjacent to any one street, except when required by Sec. 103.202 of this Code. Such sign shall not be located within 30 feet of an A or R Zone.

(2) On a lot having at least 100 feet of frontage along a major or secondary highway in lieu of the sign permitted by Subparagraph (1), there may be an ~~identification~~ sign, the size of which shall be calculated at a ratio of .25 square feet of sign area for each foot of said frontage for the first 100 feet; at a ratio of .50 square feet of sign area for each foot of said frontage beyond the initial 100 feet and up to a total of 200 feet of frontage; and at a ratio of .75 square feet of sign area for each foot of said frontage beyond 200 feet and up to a total of 300 feet of frontage. In no case shall this sign exceed 150 square feet in area, in which, if applicable, advertising may be placed on both a front and back side; a dimension greater than 15 feet on any one side; and on an overall height of 30 feet. Such sign shall not be located within 50 feet of an A or R Zone, and not more than one such sign may be located on any one lot frontage. ~~Said sign may be of a pylon type providing that the combined area of all individual identification plaques do not exceed that allowed for the total lot frontage.~~ Where such ~~identification~~ sign is directly opposite and across the street

from an A or R Zone, all lettering and identifying matter shall be placed on a face of the sign which is at right angles to the lot line abutting the highway at the nearest point to the sign.

~~All signs permitted in the P Zone may be illuminated but shall comply with the requirements set forth in Sec. 62.200 of this Code and shall not contain any flashing, moving or animated parts or features.~~

(3) All such signs abutting a major or secondary highway or a local street shall be placed clear of the ultimate street dedication line determined in accordance with the current Standard Street Dimensions adopted by the City Planning Commission.

(4) Where the sign area has been previously determined and the lot frontage subsequently altered either by sale, division of land, or other means, a new determination based on the new lot frontages must be made by the Department of City Planning for allowable sign areas in accordance with the provisions of this section. Notwithstanding any other provision of this article, any existing signs which are in excess of the size limitations contained in this section may be maintained, provided that the owner or owners of record of all lots whose frontages were included in the original frontage, record in the office of the County Recorder a covenant or covenants, running with the land, in which said owner or owners agree to erect no new signs until the existing signs which are in excess of the size limitations contained in this section have been removed or are made to conform to said size limitations. A copy of said recorded covenant or covenants shall be filed with the Department of Building and Safety by said owner or owners. Further, if said covenant or covenants are not recorded, any existing signs which are in excess of the size limitations contained in this section must be removed or made to conform to said size limitations within six months of the date on which the frontage was altered. In addition, the applicant shall advise the Superintendent of Building and Safety in writing within six months that the existing signs which are in excess of the size limitations have been removed.

EXCEPTION:

The foregoing provisions shall not apply in those instances where a sign island of C2 Zone has been established within a P-zoned area by means of a zone change and/or the zone boundary adjustment procedure. In those instances, no building permits for the erection of signs in the surrounding P Zone shall be issued without prior determination and

authorization by the Director of Planning in cases involving zone boundary adjustments, and for cases involving a zone change, the City Planning Commission or the Area Planning Commission pursuant to Section 12.32.

Sec. 22. Subdivision 6 of Subsection A of Section 12.12.2 of the Los Angeles Municipal Code is amended to read as follows:

6. Signs, which shall be attached to a building and ~~all letters, lights and other identification matter~~ shall be confined to only one surface of the sign, which surface shall be parallel with and facing the front lot line; except that on a corner lot such signs may be placed on a building so that the sign surface ~~on which the identification matter is confined~~, is parallel with the side street lot line, or where a building is constructed with a diagonal or curved wall facing the adjacent street intersection, the signs may be attached to such wall so that the sign surface, ~~on which the identification matter is confined~~, is parallel thereto. No portion of any sign on a lot shall extend along the side street more than 50 feet from the principal street upon which said lot abuts (for the determination of the principal street, refer to Subsection C. of this section).

No portion of any such sign shall project more than 12 inches beyond the wall of the building nor project above the roof ridge or parapet wall (whichever is the higher) of the building.

A zoning Administrator shall determine the application of these regulations concerning the required placement of signs, where such regulations are difficult to apply because of the unusual design of a building or its location on the lot, or because of the odd shape of the lot.

Provided, however, that any name plate or sign permitted on a lot in an R Zone by Section ~~12.21 A.7.~~ 14.4.3 G shall likewise be permitted on a lot in a CR Zone containing no building or structure.

Sec. 23. Subsubparagraph (4) of Subparagraph (b) of Paragraph 2 of Subsection A of Section 12.13 of the Los Angeles Municipal Code is deleted.

Sec. 24. Subdivision 6 of Subsection A of Section 12.13.5 of the Los Angeles Municipal Code is deleted.

Sec. 25. Subdivision 2 of Subsection A of Section 12.14 of the Los Angeles Municipal Code is deleted.

Sec. 26. Paragraph (c) Subdivision 9 of Subsection B of Section 12.17.5 of the Los Angeles Municipal Code is deleted.

Sec. 27. Paragraph (c) Subdivision 5 of Subsection B of Section 12.18 of the Los Angeles Municipal Code is deleted.

Sec. ~~28~~. Subdivision 7 of Subsection A of Section 12.21 of the Los Angeles Municipal Code is deleted.

Sec. ~~29~~. Paragraph (b) of Subdivision 3 of Subsection B of Section 12.21.1 of the Los Angeles Municipal Code is deleted.

Sec. 30. Paragraph (b) of Subdivision 3 of Subsection A of Section 12.22 of the Los Angeles Municipal Code is deleted.

Sec. 31. Paragraph (i) of Subdivision 10 of Subsection A of Section 12.14 of the Los Angeles Municipal Code is amended to read as follows:

(i) Not more than one sign is placed on each designated model dwelling. Said sign shall not exceed 12 square feet in area ~~and shall be used only for identification or directional purposes~~. Prohibited are banners, posters, pennants, ribbons, streamers, string of light bulbs, spinners, or other similarly moving devices.

Sec. 32. Paragraph (b) of Subdivision 11 of Subsection A of Section 12.14 of the Los Angeles Municipal Code is deleted.

Sec. ~~4033~~. Subsubparagraph (i) of Subparagraph (6) of Paragraph (a) of Subdivision 23 of Subsection A of Section 12.22 of the Los Angeles Municipal Code is amended to read as follows:

(i) In addition to the requirements set forth in Article 4.4 of this chapter, no person shall erect on the lot or lots the following signs, as defined in Section 14.4.2 of this Code, unless a Sign Adjustment is obtained per Section 14.4.2~~21~~ of this Code: pole signs; projecting signs; or roof signs.

(ii) Monument signs ~~and information signs~~ shall be located only within landscape-planted areas of the lots or lots.

Sec. ~~4134~~. Subparagraph (5) of Paragraph (b) of Subdivision 23 of Subsection A of Section 12.22 of the Los Angeles Municipal Code is amended to read as follows:

(5) **Covenant.** Prior to the issuance of a building permit or land use permit, the owner of the lot or lots shall execute and record a covenant and agreement in a form satisfactory to the

Director of Planning, acknowledging that the owner shall implement each of the conditions set forth in Paragraph (b) of this subdivision, and shall not permit the establishment of any uses enumerated in Section 12.24 W 27 of this Code without first obtaining a conditional use approval, and shall not permit the erection of any signs enumerated in Paragraph (a)(6)(i) of this subdivision without first obtaining a Sign Adjustment. The covenant and agreement shall run with the land and be binding upon the owners, and any assignees, lessees, heirs, and successors of the owners. The City's right to enforce the covenant and agreement is in addition to any other remedy provided by law.

Sec. ~~4235~~. Subsubparagraph (iii) of Subparagraph (1) of Paragraph (c) of Subdivision 23 of Subsection A of Section 12.22 of the Los Angeles Municipal Code is amended to read as follows:

(iii) All signs proposed to be located on the site shall comply with Paragraph (a)(6) of this subdivision; and

Sec. ~~4336~~. Subsubparagraph (i) of Subparagraph (6) of Paragraph (a) of Subdivision 28 of Subsection A of Section 12.22 of the Los Angeles Municipal Code is amended to read as follows:

(i) In addition to the requirements set forth in Article 4.4 of this chapter, no person shall erect a pole sign or projecting sign, as defined in Section 14.4.2 of this Code, on the lot or lots unless a Sign Adjustment is obtained per Section 14.4.2~~21~~ of this Code.

(ii) Monument signs ~~and information signs~~ may only be located within landscape-planted areas of the lots or lots.

Sec. ~~4437~~. Paragraph (j) of Subdivision 20 of Subsection C of Section 12.22 of the Los Angeles Municipal Code is deleted.

Sec. ~~4538~~. Subdivision 3 of Subsection C of Section 12.23 of the Los Angeles Municipal Code is deleted.

Sec. ~~4639~~. Paragraph (c) of Subdivision 4 of Subsection S of Section 12.32 of the Los Angeles Municipal Code shall be amended to read as follows:

(c) **Procedures.** Applicants for Projects that comply with the provisions of an adopted Commercial and Artcraft District, Pedestrian Oriented District, Community Design Overlay District, Mixed Use District,

Community Plan Implementation Overlay District, River Improvement Overlay District, Clean Up Green Up Overlay District, or Sign District shall submit plans to the Director for an Administrative Clearance, if applicable. The Director or his/her designee shall review the Project for compliance with the applicable Supplemental Use District development regulations. Projects that do not qualify for Administrative Clearance shall follow the procedures set forth in the applicable Supplemental Use District.

Sec. ~~4740~~. Subdivision 6 of Subsection C of Section 12.36 of the Los Angeles Municipal Code is added to read as follows:

6. **Relocation of Existing Off-Site Signs.** If a project requiring multiple approvals also includes the relocation of an existing off-site sign, the relocation of that off-site sign shall be decided and governed by the rules set forth in Section 14.4.24 of this Code and, if applicable, Section 13.11 of this Code.

Sec. 4841. Paragraph (a) of Subdivision 9 of Subsection E of Section 13.07 of the Los Angeles Municipal Code is amended to read as follows:

9. Signs

(a) Notwithstanding any provisions of the Los Angeles Municipal Code to the contrary, no person shall erect the following signs as defined in ~~Section 91.6203~~ Article 4.4 of the Los Angeles ~~m~~Municipal Code:

- (i) off-site commercial signs, except that existing legally erected off-site commercial signs may be replaced on the same or a new site provided that the location and sign otherwise meet all current applicable requirements of ~~Division 62 Article 4.4~~ (Signs), Chapter 62, and Section ~~91.6200-14.4.16~~ (Off-site Signs);
- (ii) pole signs,
- (iii) projecting signs; or
- (iv) roof signs advertising individual businesses.

Signs advertising the entire POD are permitted if approved by the Director of Planning.

Sec. ~~4842~~. Section 13.11 of the Los Angeles Municipal Code is hereby amended in its entirety to read as follows:

SEC. 13.11. "SN" SIGN DISTRICT.

A. Purpose. This section sets forth procedures and guidelines for the legislative creation of "SN" Sign Districts. The purpose of each Sign District is to facilitate the creation of a unique quality, theme or character within each districts, ~~that have a distinctive identity and that serve as destinations or hubs of commerce, culture, entertainment or international transport.~~ The creation of a unique quality, theme or character will be supported by a design or architectural theme that is compatible with the surrounding environment. ~~A further purpose of each Sign District is to eliminate blight or improve aesthetics or traffic safety.~~ A range of Sign District typologies exist depending on the goal and scale of the project. In most instances, a Sign District serves to enhance a regional hub of commerce, entertainment, or transport, or provide unique opportunities for campus-like settings. An additional goal is to facilitate blight reduction and improve the aesthetics of commercial corridors.

B. ~~Tier 1 and Tier 2 Sign Districts~~ Tiers. There shall be ~~two~~ three types of Sign Districts. Tier 1 Sign Districts have a larger minimum district size than Tier 2 Sign Districts and can allow off-site signs. Tier 2 Sign Districts can ~~only~~ allow off-site signs, ~~but the off-site sign shall not be that are not~~ visible from the public right-of-way or any property other than ~~those within the Sign District the subject property.~~ Tier 3 Sign Districts can allow off-site signs but shall only be permitted through Relocation Agreements that further the City's goal of off-site sign related blight reduction.

C. Establishment of Tier 1 Sign Districts.

1. The procedures set forth in Section 12.32 S of this Code shall be followed; however, each Tier 1 Sign District shall only include properties that:

(a) are located in an area designated on an adopted community plan as "Regional Center" or "Regional Commercial" and also zoned C or R5, or rezoned from C or R5 to a ~~new~~ specific plan zone; or

(b) are located in the area of the Los Angeles International Airport (LAX) Specific Plan or the Port of Los Angeles Plan, if such plan authorizes off-site signage in a Sign District; or

(c) are located in the "Greater Downtown Housing Incentive Area," as defined in Section 12.03 of this Code and also zoned C, M or R5, or rezoned from C, M or R5 to a ~~new~~ specific plan zone; or

(d) include a stadium or arena with a seating capacity of 20,000 or more; or

(e) include a zoo and botanical garden of 60 acres or greater, where the sign face of any requested off-site sign shall not be visible from any public right-of-way not on the subject property, nor from any property other than the subject property.

2. Any Sign District shall contain at least 5,000 linear feet of street frontage within and including the boundaries of the proposed Sign District or be 15 acres in area, except that in the Greater Downtown Housing Incentive Area, the minimum street frontage shall be 2,640 linear feet within and including the boundaries of the proposed Sign District. For purposes of applying this provision, "street frontage" shall be as defined in Section 14.4.2 of this Code, and "linear feet" does not mean that all street frontage must be in one straight line.

3. Within a Sign District, no off-site sign shall be located:

(a) within 500 feet of an RW1 zone or a more restrictive zone; an ecological preserve, as defined by California Fish and Game Code Section 1584; a state or national park; or an adopted River Improvement Overlay District; or

(b) ~~along the frontage of, or on public land~~ within 500 feet of the center line of, a scenic highway, scenic parkway, scenic corridor or scenic route as designated by the State of California Department of Transportation, on an adopted specific plan, community plan or adopted element of the General Plan.

4. In addition to the requirements of Section 12.32 C 2 of this Code, the City Planning Commission shall hold a public hearing on ~~each proposed the establishment of a~~ Sign District and make a report to the City Council with its recommendation. The report shall include an analysis as to regarding whether the proposed Sign District satisfies the following factors:

(a) The area of the proposed Sign District comprises an existing or future district with a unique regional identity that serves or will serve as a regional destination or hub of commerce, culture, entertainment, or international or regional transport; and

(b) The area of the proposed Sign District possesses a unique quality, theme or character, or zoning regulations have been established to create a unique quality, theme or character; and

(c) The proposed signs include special design or architectural attributes that support the maintenance or creation of the Sign District's unique quality, theme or character; and

(d) The proposed design or architectural attributes of the proposed signage are compatible with the surrounding environment. Compatibility shall be determined by the relationships of the elements of form, proportion, scale, color, lighting, materials, surface treatment, overall sign size, and the size and style of lettering irrespective of content of sign. The surrounding environment shall be comprised of other nearby signs, other elements of street and site furniture, and adjacent and surrounding properties, including residential areas; and

(e) If the Sign District provides an exception to the citywide ban on off-site signs or any other provision of the citywide sign regulations, the ~~ban or other provision~~ Sign District continues to directly advance the purposes of blight and off-site sign reduction, aesthetics and traffic safety despite the exception; and

(f) The elimination of blight, or the improvement of aesthetics or traffic safety, resulting from establishment of the Sign District outweighs any aesthetic or traffic safety harm resulting from signage within the Sign District that would otherwise be prohibited by the citywide sign regulations.

D. Establishment of Tier 2 Sign Districts.

1. The procedures set forth in Section 12.32 S of this Code shall be followed; however, each Tier 2 Sign District shall only include properties that are ~~not~~ zoned OS or PF-C, M, R5 or rezoned from C, M or R5 to a specific plan zone and that have:

(a) a minimum of three acres of non-residential development or at least 50,000 square feet of non-residential floor area if the site is located in an area designated on an adopted community plan as “Regional Center” or “Regional Commercial” or is located in the “Greater Downtown Housing Incentive Area,” as defined in Section 12.03 of this Code; or

(b) a minimum of five acres of non-residential development or at least 100,000 square feet of non-residential floor area if the site is located in any area other than those set forth in Subsection (a), above.

2. An applicant may not request a Tier 2 Sign District for property within an established Sign District or within any Specific Plan, Historic Preservation Overlay Zone, or Supplemental Use District that contains special signage regulations.

3. In a Tier 2 Sign District, off-site signs ~~may be allowed as long as~~ shall only be permitted if each sign face is not visible from any public right-of-way or any property other than ~~the subject property~~ the Sign District.

4. In addition to the requirements of Section 12.32 C 2 of this Code, the City Planning Commission shall comply with Section 13.11 C 4 of this Code regarding a proposed Tier 2 Sign District.

E. Establishment of Tier 3 Sign Districts.

1. The procedures set forth in 12.32 S of this Code shall be followed; however, each Tier 3 Sign District shall only include properties that are zoned C2, C4, C5, or any M zone, and that have a minimum area of 3 acres or 1 block and include a minimum of 2640 linear feet of street frontage.

2. A Tier 3 Sign District shall not be permitted for property within an established Sign District or with any Specific Plan, Historic Preservation Overlay Zone, Community Plan Implementation Overlay that prohibits off-site signs, or Supplemental Use District that contains special signage regulations.

Exception. Notwithstanding the preceding subdivision, Tier 3 Sign Districts are allowed in the following Specific Plans: the Coastal Transportation Plan, the Conditional Use Approval for Sale of Alcoholic Beverages Specific Plan, and the West Los Angeles Transportation Improvement and Mitigation Specific Plan.

3. A Tier 3 Sign District shall only regulate off-site signs. Off-site signs shall only be permitted by Relocation Agreement pursuant to Section 14.4.24 of this Code and in conformance with Section 14.4.3 D of this Code. Notwithstanding any provisions of Sections 14.4.16 or 14.4.19 of this Code to the contrary and in lieu of Section 14.4.24 G of this Code in its entirety, a relocated off-site sign will only be permitted if the following requirements are satisfied:

(a) The off-site sign shall not be located within 500 feet of an RW1 zone or a more restrictive zone; an ecological preserve, as defined by California Fish and Game Code Section 1584; a state or national park; or an adopted River Improvement Overlay District.

(b) The off-site sign shall not be located within 500 feet of the center line of a scenic highway, scenic parkway, scenic corridor or scenic route as designated by the State of California Department of Transportation, on an adopted specific plan, community plan, or adopted element of the General Plan.

(c) Off-site signs with a digital display shall be at least 500 feet away from any other digital off-site sign, except that signs with a digital display relocated to a site adjacent to the boundaries of an existing Tier 1 sign district, shall be at least 250 feet away from any other digital off-site sign.

(d) The off-site sign shall be located on a parcel fronting a street designated as a Boulevard I, Boulevard II, Avenue I, Avenue II, or Avenue III, as defined by the Mobility element of the General Plan.

(e) The bottom of the off-site sign face shall be a minimum of 24 feet above adjacent finished grade. Furthermore, the top of the sign face and sign support structure shall be a maximum of 42 feet above adjacent finished grade.

(f) The off-site sign shall be a minimum of 300 square feet in total sign area and shall not exceed 800 square feet in total sign area.

(g) If the off-site sign is a digital display, operation of the digital display shall only be permitted between the hours of 7:00 am and 12:00 am.

(h) Conformance with Section 14.4.24 H, Sign Reduction and Public Benefit Payment, is required.

4. In addition to the requirements of Section 12.32 C 2 of this Code, the City Planning Commission shall hold a public hearing on the proposed establishment of a Tier 3 Sign District and make a report to the City Council with its recommendation. The report shall include an analysis as to whether the proposed Tier 3 Sign District satisfies the factors enumerated in section 13.11 C 4 (d) – (f) of this Code.

F. Contiguous Parcels in Sign Districts. Every parcel within a Sign District must be contiguous to at least one other parcel within the Sign District. Parcels that are only separated by public streets, ways, alleys or other physical features shall still be considered contiguous. Precise boundaries are required at the time of application for or initiation of an individual district.

FG. Sign Reduction and Community Benefits. Tier 1 Sign Districts shall comply with all regulations within this Subsection. Tier 2 Sign Districts shall comply with the provisions in Subdivision 2 of this Subsection. Tier 3 Sign Districts are subject to the sign reduction and public benefit payment provisions enumerated in Section 14.4.24 H.

1. **Sign Reduction.** If the ordinance establishing a Tier 1 Sign District allows off-site signs, which are otherwise prohibited by Section 14.4.4 B 9 of this Code, then the ordinance shall:

(a) Identify the boundaries of a “sign impact area,” which shall have at least one boundary adjacent to the Sign District.

(b) Require, at a minimum, that every square foot of sign area of a new off-site sign be offset by a reduction of at least one square foot of existing off-site sign area, or a reduction of at least two square feet of existing off-site sign area if the for every square foot of new off-site sign area that has a digital display. The reduction of off-site sign area must occur within either the Sign District or the "sign impact area."

(c) Establish procedures for sign reduction credits, to include the following requirements:

(i) Credits for reduction of off-site sign area shall be assigned to the owner of the sign from which sign area is being reduced. Credits are transferrable and can be used to acquire rights to establish new off-site signage within the boundaries of the Sign District.

(ii) Any credit for reduction of off-site sign area shall be requested by the sign owner from the Director of Planning through a Project Permit Compliance application pursuant to Section 11.5.7 C of this Code. Any application for sign reduction credit shall include a signed statements under penalty of perjury that the applicant is the sign owner and acknowledgement of the requested action by the property owner.

(iii) Notice of the Director's determination on the Project Permit Compliance application shall be provided to the sign owner, the owner of the property on which the sign is located, and any other parties as required by Section 11.5.7 of this Code. Notice shall also be provided to the sign operator if the sign operator is identified in the application or in the off-site sign inventory maintained by the Department of Building and Safety pursuant to Section 91.6205.18.5 of this Code. Such determination shall inform the aforementioned parties of their right to appeal and contain instructions for filing an appeal.

(iv) Any appeal of a determination on sign reduction credits shall be filed pursuant to Paragraph 6 of Subsection C of Section 11.5.7 of this Code.

(d) The sign reduction requirement established by this subsection can only be met through the removal of existing, legally permitted off-site signs, including nonconforming off-site signs, in existence as of the effective date of the ordinance establishing the Sign District. The reduction and physical removal of the ~~in~~ existing sign area

shall be accomplished only after the Department of City Planning has verified that the sign is a legally existing sign and prior to issuance of a building permit for the new off-site sign, and shall be inclusive of all related sign support structures. The applicant shall obtain the required alteration or demolition permits from the Department of Building and Safety prior to any demolition work:-

2. **Community Benefits Program.** In addition to the sign reduction requirements set forth in Subdivision 1 above, Community Benefits Measures that directly eliminate blight or improve aesthetics or traffic safety shall also be implemented within either the Sign District or the “sign impact area” if a nexus can be made between the Community Benefits Measures and negative impacts caused by signs in the Sign District. The ordinance establishing the Sign District shall designate the City department that will oversee and administer the Community Benefits Program and set forth administrative procedures and fees. Potential community benefits measures include:

(a) **Community Benefits Measures**

(i) **Sidewalk Widening and Landscaping.** The widening and repaving of the sidewalk and narrowing of the adjacent roadway, which includes permanent public landscaping integrated into the sidewalk, the roadway median, or both.

(ii) **Undergrounding of Utilities.** The undergrounding of all visible utilities within a defined area, which includes electric, phone and cable wiring and the removal from view of all associated poles, boxes and other equipment.

(iii) **Streetscape Improvements.** Improvements adopted through a Streetscape Plan.

(iv) **Lighting Improvements.** Improvements adopted through adoption of an assessment district or other appropriate vehicle.

(v) **Original Art Murals and Public Art Installations.** Public Art Installations registered pursuant to the requirements of Section 19.85.4 of the Los Angeles Administrative Code or the requirements of Section 91.107.4.6 of the Los Angeles Municipal Code. Original Art Murals registered pursuant to the requirements of Section 22.119 of the Los Angeles Administrative Code.

(vi) **Public Parking Structures to Serve Pedestrian Centers.** Public parking structures serving a significant number of commercial, employment, or residential destinations that are easily accessible via a short walk of 750 feet or less from the parking structure.

(vii) **Facade Improvements.** Improvements to building facades, which may include repair or replacement of old or worn building surfaces, grill work, paint, and signage.

(viii) **Other Improvements.** Improvements of a permanent nature that directly eliminate blight or improve aesthetics or traffic safety within either the Sign District or the “sign impact area.”

(b) A Community Benefits Program shall include only those Community Benefits Measures directly attributable to the establishment of the new Sign District. No credit for community benefits shall be granted for measures already implemented or that would be implemented even if no Sign District were established.

(c) All approved Community Benefits Measures shall be implemented before any sign permit may be issued for new off-site signs allowed in conjunction with the Community Benefits Program.

3. **Exception for the Rehabilitation of Historic Buildings within the Greater Downtown Housing Incentive Area.** For Sign Districts located within the Greater Downtown Housing Incentive Area, neither sign reduction nor community benefits shall be required for the rehabilitation of historic buildings, where off-site sign rights are being used to incentivize blight reduction through the rehabilitation of buildings within a National Register Historic District and approved signs have been determined by the Department of City Planning’s Office of Historic Resources to comply with the Secretary of the Interior’s Standards for the Treatment of Historic Properties. In such Sign Districts, off-site sign rights may be granted only after the completion of a rehabilitation project, as that term is defined in the ordinance that creates the Sign District. The City Council finds that because these types of projects provide a uniquely significant reduction in blight and improvement in aesthetics for the historically blighted and economically pivotal Greater Downtown Housing Incentive Area, they inherently meet factors (e) and (f) enumerated in Paragraph 4 of Subsection C of this Section 13.11 without the provision of sign reduction or community benefits, as otherwise required by this subsection.

GH. Sign Regulations. The ordinance establishing a “SN” Sign District may be more restrictive than the sign regulations set forth in Article 4.4 of this chapter. The ordinance may also be less restrictive than Article 4.4 and may allow signs prohibited by

that article. In no case, however, may such an ordinance supersede this Section, Article 7, Chapter 5 of this Code (Fire Code) or Chapter IX of this Code (Building regulations). If all or a portion of a defined geographic area is governed by both a specific plan and a “SN” Sign District, the “SN” Sign District regulations applicable to that area shall not conflict with or supersede the specific plan’s special sign regulations applicable to the same area. ~~Only s~~Signs as defined in Section 14.4.2 of this Code may be permitted in a Sign District.

Exception. In a Tier 3 Sign District, the sign regulations for off-site signs shall not be less restrictive than the requirements enumerated in Section 13.11 E.

H.I. **Conformance.** The Department of Building and Safety shall not issue a building permit for a sign within a “SN” Sign District unless the sign conforms to the regulations set forth in the specific ordinance establishing that “SN” Sign District.

I.J. **Administration.** The Director may grant an Administrative Clearance or building permit sign-off for all proposed signage that complies with the applicable regulations of the Sign District, relying on the procedures set forth in Section 12.32 S 4 of this Code. Signage not eligible for an Administrative Clearance must follow the procedures set forth in Section 11.5.7 of this Code, except that the findings for a Project Permit Adjustment for signage shall be the same as the findings for a Sign Adjustment, as set forth in Section 14.4.2~~12~~ of this Code, and the findings for an Exception for signage shall be the same as the findings for a Sign Variance, as set forth in Section 14.4.2~~23~~ of this Code.

Exception. In a Tier 3 Sign District, the sign regulations for off-site signs shall not be less restrictive than the requirements enumerated in Section 13.11 E, nor may relief be sought from any of the provisions in Section 13.11 E.

Sec. ~~1943~~. Paragraph (a) of Subdivision 8 of Subsection A of Section 14.00 PUBLIC BENEFIT PROJECTS of the Los Angeles Municipal Code is amended to read as follows:

(a) **Performance Standards:**

- (1) There no other shelters for the homeless within 300 feet of the subject property;
- (2) The use is conducted in conformance with the City’s noise regulations pursuant to Chapter 11 of this Code;
- (3) There are no outdoor public telephones on the site;
- (4) No outdoor toilets are present on the site;

(5) All graffiti on the site is removed or painted over in the same color as the surface to which it is applied within 24 hours of its occurrence;

(6) At least ten percent of the number of parking spaces otherwise required by Section 12.21 A 4 are provided, and in no event are fewer than two spaces provided; and

(7) All streets, alleys or sidewalks adjoining the property meet standard street dimensions.

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Sec. ~~2044~~. Article 4.4 of Chapter I of the Los Angeles Municipal Code is amended in its entirety to read as follows:

ARTICLE 4.4 SIGN REGULATIONS

SEC. 14.4.1. PURPOSE.

The purpose of this article is to promote public safety and welfare by regulating signs in keeping with the following objectives:

- A. That the design, construction, installation, repair and maintenance of signs will not interfere with traffic safety or otherwise endanger public safety.
- B. That the regulations will provide reasonable protection to the visual environment by controlling the size, height, spacing and location of signs.
- C. That both the public and sign users will benefit from signs having improved legibility, readability and visibility.
- D. That consideration will be given to equalizing the opportunity for messages to be displayed.
- E. That adequacy of message opportunity will be available to sign users without dominating the visual appearance of the area.
- F. That the regulations will conform to judicial decisions, ~~thereby~~ limiting ~~further~~ costly litigation and facilitating enforcement of these regulations.

SEC. 14.4.2. DEFINITIONS.

The definitions of the following terms shall apply to this article and Sign Districts established pursuant to Section 13.11 of this Code. Any sign type defined without corresponding regulations in this Article shall only be allowed in a Sign District. Any other term used in this article shall have the meaning given to that term in Section 12.03 of this Code.

Aerial View Sign. A sign that is applied or placed upon the roof surface, approximately parallel with the roof plane, and intended to be viewed from the sky. ~~This type of sign may only be allowed in a Tier 1 or Tier 2 Sign District.~~

Architectural Ledge Sign. A sign with individual channel letters or a pre-fabricated image, attached to a horizontal projection forming a narrow shelf on a wall or architectural projection.

Awning Sign. ~~A sign displayed on a canopy that projects over a deck, door, or window of a building. A sign painted, sewn, pasted or otherwise adhered to the material of an awning as an integrated part of the awning itself.~~

Bisecting Line. A line that equally divides the angle created by the projection of intersecting lot lines of a lot adjoining the street of a corner lot as illustrated in Diagram C of this article.

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

Building Frontage. The projection of the exterior building walls upon the street used for street frontage, as measured perpendicular to the edge of the street. For walls that are not parallel to the street, the building frontage shall be measured along the wall that, other than open parking spaces, has direct and unimpeded access to the street.

Building Line. A line established on a property as defined in Section 91.202 of this Code.

~~**Can Sign.** A wall sign whose text, logos and symbols are placed on the plastic face of an enclosed cabinet.~~

~~**Canopy Sign.** A sign affixed to a canopy.~~

~~**Captive Balloon Sign.** Any object inflated with hot air or lighter-than-air gas that is tethered to the ground or a structure. This type of sign may only be allowed in a Tier 1 or Tier 2 Sign District.~~

Channel Letters. Individually cut letters, numbers or figures, illuminated or non-illuminated, affixed to a building or structure.

~~**Commercial Message.** Any message that advertises a business conducted, services rendered, or goods produced or sold.~~

Digital Display. A sign face, building face, 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, attached to, integrated into, or projected onto a building or structural component, and that may be changed remotely through electronic means.

Freeway. A highway that the owners or those in possession of abutting lands have no right or easement of access to or from their abutting lands or that

owners have only limited or restricted right or easement of access, and that is declared to be a freeway, in compliance with the Streets and Highways Code of the State of California.

Hanging Sign. A sign with individual channel letters that is suspended from a horizontal architectural ledge or projection, or from the ceiling of an architectural recess.

High-Rise Sign. A sign located at least 100 feet above adjacent finished grade, and attached to the building façade.

~~**Identification Sign.** A wall sign that may display a company logo, generic type of business, or the name of a business or building, or any other message allowed on an on-site sign.~~

~~**Illuminated Architectural Canopy Sign.** An enclosed illuminated canopy 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. A sign integrated into an enclosed internally illuminated canopy that is attached to the wall of a building.~~

Inflatable Device. A sign that is a cold air inflated object, which may be of various shapes, made of flexible fabric, resting on the ground. Inflatable devices are restrained, attached, or held in place by a cord, rope, cable or similar method. The term inflatable device shall not include any object that contains helium, hot air or a lighter-than-air substance.

~~**Information Sign.** A sign that may display a message giving directions, instructions, menus, selections or address numerals, or any other message allowed on an on-site sign.~~

Main Traveled Roadway of a Freeway. The portion of a freeway, including interchange roadways connecting one freeway with another, which is designed for the movement of large volumes of vehicular traffic, efficiently and safely at high speed, but not including service roadways, landscape areas, or ingress or egress ramps connecting the freeway with other streets.

~~**Marquee Sign.** A sign displayed on a roof-like structure that projects over the entrance to a building or structure. A sign attached to the periphery of a marquee.~~

~~**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. A freestanding sign which is wholly independent of a building for support, erected~~

directly upon the existing or artificially created grade, or that is raised no more than 12 inches from grade to the bottom of the sign.

Off-Site Sign. A sign that displays any message directing attention to a business, product, service, profession, commodity, activity, event, person, institution or any other commercial message, which is generally conducted, sold, manufactured, produced, offered or occurs elsewhere than on the premises where the sign is located.

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

Original Art Mural. A one-of-a-kind, hand-painted, hand-tiled, or digitally printed image on the exterior wall of a building that does not contain any commercial message. ~~For definition purposes, a commercial message is any message that advertises a business conducted, services rendered, or goods produced or sold.~~

Pedestrian Sign. A sign attached perpendicular to the building façade that hangs from a bracket or support which extends more than 1 foot from the outside wall of a building.

Perpendicular Line. A straight line between the point on a sign face that is closest to the street and the point where the line intersects the street lot line at a 90 degree angle, as illustrated in Diagram C of this article.

Pillar Sign. A freestanding sign, consisting of rectangular sign faces or a sculptural themed shape, which is erected directly upon the existing or artificially created grade and not on any visible poles or posts, with a horizontal dimension that does not exceed 25 percent of the length of the vertical dimension. ~~This type of sign may only be allowed in a Tier 1 or Tier 2 Sign District.~~

~~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 or a pillar sign.~~ A freestanding sign that is wholly independent of a building for support, permanently affixed to the ground using one or more poles or posts.

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

Projection. The distance by which a sign extends beyond the building face.

Public Art Installation. A facility, amenity or project that does not contain any commercial message and which is either an “approved public arts project” as

defined by Section 19.85.4 of the Los Angeles Administrative Code or approved pursuant to Section 91.107.4.6 of the Los Angeles Municipal Code. ~~For definition purposes, a commercial message is any message that advertises a business conducted, services rendered, or goods produced or sold.~~

Public Property. Land or asset owned by the City of Los Angeles, or another governmental agency with which the City has a memorandum of understanding or similar agreement expressly permitting off-site signs on land or an asset owned by that governmental agency within the City.

Relocation Agreement. An agreement or other City contract authorizing the relocation of a conforming off-site sign, or nonconforming off-site sign that legally existed at the time the regulations with which it does not conform became effective, in conformance with the provisions of Section 14.4.24, and when applicable Section 13.11. The agreement or other City contract may authorize a legally existing off-site sign to convert to a digital display in its existing location or a new location.

Roof Sign. A sign erected upon a roof of a building.

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 and for which a building permit is required. ~~This type of sign may only be allowed in a Tier 1 or Tier 2 Sign District.~~

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, Legally Existing. A sign authorized by all necessary permits.

~~**Sign Area.** An area circumscribed by the smallest geometric shape created with a maximum of eight straight lines that 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. For wall signs having no discernible boundary, each of the following shall be included in any computation of surface area: (a) the areas between letters; (b) words intended to be read together; and (c) any device intended to draw attention to the sign message.~~

~~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, projected image or other message may be placed.

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 stranded cable and eye-bolts and/or other materials and methods, and which does not comply with the following provisions of this Code: Sections 14.4.~~98~~, 14.4.~~1514~~, 14.4.~~1615~~, 14.4.~~1716~~ and/or 14.4.~~2019~~.

Temporary Construction Wall. A wooden fence or wooden barrier that provides protection for pedestrians and is erected and maintained on the perimeter of a construction or demolition site pursuant to Sections 3303 and 3306 of the California Building Code (CBC).

Temporary Sign. Any sign that is to be maintained for a limited duration, including paper signs, posters, pennants, banners, ribbons, streamers, spinners and other signs that are not permanently affixed to the ground or building.

Vintage Original Art Mural. An Original Art Mural that existed prior to the operative date of Los Angeles Ordinance No. 182706, which is October 12, 2013.

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 by the Department of Building and Safety which is supported and attached to the wall by ~~any adhesive or other materials or methods~~ s approved by the Department of Building and Safety.

Window. An operable or inoperable opening constructed in a wall that admits light or air into an enclosure and is often framed and spanned with glass or other translucent material.

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. ~~The term window sign shall not include the display of merchandise in a store window.~~

~~**Yard Sign.** A small sign placed in a yard or other amenity space.~~

SEC. 14.4.3. APPLICATION.

A. **Scope.** All exterior signs and sign support structures not located entirely in the public right-of-way shall conform to the requirements of this article, Article 1 of Chapter IX (Building), Article 3 of Chapter IX (Electrical) and Article 7 of Chapter V (Fire) of this Code. The regulations in this Article do not apply to signs located within the public right-of-way.

EXCEPTION: A sign, having no sign face visible from any public or private right-of-way, that is enclosed by permanent, opaque architectural features on the project site, including building walls, freestanding walls, roofs, or overhangs, shall not be subject to the requirements of this article except for the general brightness limitation set forth in Section 14.4.4 E of this Code.

B. **Permissive Sign Regulations.** The sign regulations set forth in Article 4.4 of Chapter I of this Code are permissive. Thus, only those uses or structures expressly authorized in Article 4.4 of Chapter I are allowed. Any use or structure that is not so authorized is prohibited. ~~For example, Article 4.4 of Chapter I does not expressly authorize supergraphic signs, which means that they are not allowed. This amendment clarifies the City Council's long-standing interpretation and does not change existing law. Thus, i~~ It shall be unlawful for any person to erect, construct, install, enlarge, alter, repair, move, remove, convert, demolish, use or maintain any sign or sign support structure, or cause or permit those actions, in violation of any of the provisions of Article 4.4 of Chapter I.

C. **On-Site Signs.** ~~Information signs, m~~ Monument signs, projecting signs, wall signs, illuminated ~~architectural~~ canopy signs, pole signs (not including pole signs permitted by Section 14.4.1716 of this Code), window signs, marquee signs and awning signs may only display on-site or noncommercial messages. The following sections of this Code, as applicable, shall apply to on-site signs: 14.4.4; 14.4.5; 14.4.6; 14.4.7; 14.4.8; 14.4.9; 14.4.10; 14.4.11; 14.4.12; 14.4.13; 14.4.1417; 14.4.18; 14.4.19; 14.4.20; 14.4.21; 14.4.22; 14.4.23; ~~14.4.24; 14.4.26;~~ 14.4.27; and 14.4.28; ~~and 14.4.29.~~

D. **Off-Site Signs.** Legally existing non-conforming off-site signs, off-site signs permitted in a ~~Tier 1 or Tier 2~~ Sign District Tier established pursuant to Section 13.11 or permitted by a ~~r~~Relocation ~~a~~Agreement or other City contract pursuant to Section 14.4.25 of this Code may display off-site or noncommercial messages. The following sections of this Code, as applicable, shall apply to off-site signs: 14.4.4; 14.4.5; 14.4.1716; 14.4.2019; 14.4.2221; 14.4.2322; 14.4.2423; 14.4.2524; 14.4.2625; 14.4.2726; 14.4.2827; and 14.4.2928.

E. **Temporary Signs.** Temporary signs may display only on-site or noncommercial messages, except that temporary signs on temporary construction walls may display off-site messages. The following sections of this Code, as applicable, shall

apply to temporary signs: 14.4.4; 14.4.5; 14.4.~~1514~~; 14.4.~~1615~~; 14.4.~~2221~~; 14.4.~~2322~~; 14.4.~~2625~~; 14.4.~~2726~~; 14.4.~~2827~~; and 14.4.~~2928~~.

F. Zones.

1. Signs are allowed on any lot in the A1, A2, RA, RE, RS, R1, RU, RZ, RW1, R2, RD, RMP, RW2, R3, R4 or R5 zones, provided that these signs comply with the requirements of the zone and with the provisions of the following sections of this Code, as applicable: 14.4.4; 14.4.5; 14.4.~~68~~; 14.4.~~910~~; 14.4.~~1114~~; 14.4.15; 14.4.~~1617~~; 14.4.~~1820~~; ~~14.4.21~~; ~~14.4.26~~; 14.4.27; ~~and~~ 14.4.28, ~~and 14.4.29~~.

2. Signs are allowed on any lot in a RAS or other A or R zone where C or M uses are permitted by right; on any lot in an A or R zone where the use was permitted pursuant to Section 12.24 or Section 12.27 of this Code; ~~and~~ on any lot in the C, M, OS, PF or SL zones, provided that these signs comply with the requirements of the zone and with the provisions of the following sections of this Code, as applicable: 14.4.4; 14.4.5; 14.4.6; 14.4.7; 14.4.8; 14.4.9; 14.4.10; 14.4.11; 14.4.12; 14.4.13; 14.4.14; 14.4.15; 14.4.~~1615~~; 14.4.~~1817~~; 14.4.~~2019~~; 14.4.~~2625~~; 14.4.~~2726~~; 14.4.~~2827~~, and 14.4.~~2928~~.

3. Signs are allowed on any lot in the P and PB zones, provided that these signs comply with the requirements of the zone and all applicable provisions of this article.

4. A sign located on a lot comprising two or more zones shall be regulated by the provisions of this Code applicable to the zone where the sign is located.

G. Signs in A and R Zones.

1. General Provisions for Signs in A and R Zones.

(a) No freestanding sign shall exceed a height of 6 feet.

(b) No sign which is attached to a building shall project above the lowest point of any roof, eave or ridge of the building where the sign is located.

(c) A sign may be single-faced or double-faced and may be located in any required front yard, side yard, rear yard, passageway or other required open space.

(d) No sign shall contain any flashing lights, moving parts or be a digital display.

2. **Temporary Signs in A and R Zones.** Notwithstanding Subsection F of this Section 14.4.3, temporary signs shall be allowed in the A1, A2, RA, RE, RS, R1, RU, RZ, RW1, R2, RD, RMP, RW2, R3, R4 or R5 zones, subject to the following regulations:

(a) The sign area of any temporary sign shall not exceed 10 square feet.

(b) The sign area of all temporary signs on a lot shall be included in the total sign area limit for the zone as listed in Subdivision 3 of Subsection G of this Section 14.4.3.

(c) Temporary signs shall comply with the time limit specified in Section 14.4.1514 of this Code.

3. **Permanent Signs in A and R Zones.** Notwithstanding Subsection F of this Section 14.4.3, permanent signs shall be allowed in the zones and subject to the provisions listed below:

(a) **A1 and A2 Zones.** Any number of awning signs or wall signs and one pole sign or monument sign shall be permitted on each lot. No individual awning sign or wall sign shall exceed 20 square feet in area. No individual pole sign or monument sign shall exceed 9 square feet in area. The cumulative sign area of all signs on a lot in the A1 or A2 zones shall not exceed 30 square feet.

(b) **RA, RE, RS, R1, RU, RZ, RW1, R2 and RW2 Zones.** Any number of wall signs and one pole sign or monument sign free-standing sign with a maximum height of 6 feet shall be permitted on each lot. No individual wall sign shall exceed 10 square feet in area. No individual free standing sign shall exceed 12 square feet in area. The cumulative sign area of all signs on a lot in the RA, RE, RS, R1, RU, RZ, RW1, R2 or RW2 zones shall not exceed 20 square feet.

(c) **RD Zones.** Any number of awning signs or wall signs and one pole sign or monument sign shall be permitted on each lot. No individual awning sign or wall sign shall exceed 15 square feet in area. No individual pole sign or monument sign shall exceed 9 square feet in area. The cumulative sign area of all signs on a lot in the RD zones shall not exceed 20 square feet in area for all the sign faces.

(d) **R3, R4 and R5 Zones.** Any number of awning signs or wall signs and one pole sign or monument sign shall be permitted on each lot. No individual awning sign or wall sign shall exceed 20 square feet in area. No individual pole sign or monument sign shall exceed 9 square feet in

area. The cumulative sign area of all signs on a lot in the R3, R4 or R5 zones shall not exceed 30 square feet in area for all the sign faces.

(e) **RMP Zone.** Any number of awning signs or wall signs shall be permitted on each lot. No individual awning sign or wall sign shall exceed 10 square feet in area. The cumulative sign area of all signs on a lot in the RMP zone shall not exceed 15 square feet.

SEC. 14.4.4. GENERAL PROVISIONS.

A. **Ideological and Political Signs.** No provision of this article shall prohibit an ideological, political or other noncommercial message on a sign otherwise allowed by this article.

B. **Prohibited Signs.** Signs are prohibited if they:

1. Contain obscene matters, as defined in Section 311 of the Penal Code of the State of California.

2. Contain or consist of posters, pennants, banners, ribbons, streamers, spinners, or similar devices, except as permitted by Sections 14.4.~~4514~~ and 14.4.~~4615~~ of this Code.

3. Contain flashing, mechanical or strobe lights in conflict with the provisions of Sections 80.08.4 and 93.0107 of this Code.

4. Are revolving and where all or any portion rotate at greater than six revolutions per minute.

5. Are tacked, pasted or otherwise temporarily affixed on the walls of buildings, barns, sheds, trees, poles, posts or fences, except as permitted by Sections 14.4.~~4514~~ and 14.4.~~4615~~ of this Code.

6. Are affixed to any vehicle or trailer on private property if the vehicle or trailer is not 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.

7. Emit audible sounds, odor or visible matter.

8. Use human beings, live animals, animated figures, motion pictures, projectors, or any other means that cause continuous motion in connection with any sign.

9. Are off-site signs, including off-site digital displays, except when off-site signs are specifically permitted in a ~~Tier 1 or Tier 2~~ Sign District pursuant to Section 13.11, are legally existing off-site wall or mural signs with changes

permitted pursuant to Section 14.4.~~24~~23, specifically permitted by a ~~R~~Agreement or other City contract, pursuant to Section 14.4.~~25~~24 and if applicable Section 13.11 E, or are temporary signs on temporary construction walls pursuant to Section 14.4.~~16~~15 of this Code. This prohibition shall also apply to alterations, enlargements or conversions to digital displays of legally existing off-site signs, except for alterations that conform to the provisions of Section 91.6216 and all other requirements of this Code.

10. Are inflatable devices.

11. Are on-site signs with a digital display, except when on-site signs with a digital display are specifically permitted pursuant to a ~~Tier 1 or Tier 2~~ Sign District pursuant to Section 13.11, pursuant to a specific plan or other supplemental use district that specifically permits on-site signs with a digital display, are in compliance with Sections 14.4.~~19~~18 and 14.4.~~20~~19 of this Code, or are digitized numbers on signs at service stations.

12. Are supergraphic signs, except when supergraphic signs are specifically permitted pursuant to a Tier 1 or Tier 2 Sign District or previously adopted Sign District.

C. Prohibited Locations.

1. No sign or sign support structure shall project into any public alley, except that a sign or sign support structure above a height of 14 feet may project no more than 6 inches into a public alley.

2. No sign or sign support structure shall be located less than 6 feet horizontally or 12 feet vertically from an overhead electrical conductor, which is energized in excess of 750 volts. The term “overhead electrical conductor” shall mean any electrical conductor, either bare or insulated, installed above ground, except an electrical conductor that is enclosed in iron pipe or other material covering of equal strength. Arcs of 6-foot radius may be used to define corners of prohibition area.

3. No sign or sign support structure shall be erected in a visibility triangle as defined by Sections 12.21 C 7 and 62.200 of this Code.

4. No sign or sign support structure shall be located within 2 feet of the curb or edge of any roadway, as measured horizontally.

5. Under no circumstances shall a sign obstruct the free operation of a door or window, or ingress or egress through a door or window.

D. Maintenance.

1. **Appearance.** Every sign shall be maintained in a clean, safe and good working condition, including the replacement of defective parts, defaced or broken faces, lighting and other acts required for the maintenance of the sign. The display surfaces shall be kept neatly painted or posted and free of graffiti at all times.

2. **Debris Removal.** The base of any sign erected on the ground shall be kept clear of weeds, rubbish or other combustible material at all times.

3. **Abandoned Signage.** Ninety days after the cessation of a business activity, service or product, the related signs shall be removed, or the face of the signs shall be removed and replaced with blank panels or shall be painted out.

E. **General Brightness Limitation.** No sign shall be arranged and illuminated in a manner that will produce a light intensity of greater than 23-foot candles above ambient lighting, as measured from the property line. This general brightness limitation shall also apply to signs allowed by the exception provision of Section 14.4.3 A of this Code. Notwithstanding the foregoing, signs with a digital display shall comply with the limitations set forth in Sect 14.4.19.

F. **Combination Signs.** A sign, which is subject to more than one classification, shall meet the requirements for the classification to which each portion is subject.

G. **Flag Lots.** For purposes of this article, flag lots containing less than 50 feet of street frontage shall be allotted 50 feet of street frontage for the purpose of determining the type of sign permitted and for the allowable sign area.

H. ~~**Street Address Requirement-Numbers.** No sign shall be maintained on any property unless the street address of the property is maintained in accordance with the provisions of Section 63.113 of this Code. A property must have a street address maintained in accordance with Section 63.113 of this Code as a prerequisite to the placement of any sign on the property.~~

I. **Sign Permit Priority Status.**

1. To maintain location, area, frontage, or spacing status, signs must be installed within six months of issuance of a building permit ~~or~~ and prior to expiration of any permit extension granted by the Department of Building and Safety.

2. When more than one permit is issued for a sign or signs on a lot and the more recently issued permit or permits cause such sign or signs to violate this article, the more recently issued permit or permits are invalid and are

subject to revocation. Any prior issued permits remain valid provided that such permits were issued in compliance with this article.

J. Lots with Multiple Street Frontages. If a lot is a corner lot or other lot with two or more street frontages, then the following regulations shall apply:

1. A freestanding sign shall be considered to be located along a particular street if the sign and its support structure are located entirely on the side of the bisecting line closest to that street, and the sign face is placed at the same angle as the perpendicular line or at an angle not to exceed 20 degrees from either side of the perpendicular line as shown on Diagram C of this article.

2. On a through lot, a freestanding sign shall be considered to be located along a particular street if the sign and its support structure are located entirely on that half of the lot closest to the lot line adjoining that street.

K. Sign Height. The height of all signs permitted by this article shall be measured as the distance in a straight vertical line from the top of the sign to the sidewalk grade or to the edge of roadway grade nearest the sign if there is no sidewalk. No sign may be located at a height that exceeds the height limit above grade established by any land use ordinance, including the height limit established for the underlying zone or height district.

L. Sign Area. An area circumscribed by the smallest geometric shape created with a maximum of eight straight lines that 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. For wall signs having no discernible boundary, each of the following shall be included in any computation of surface area: (a) the areas between letters; (b) words intended to be read together; and (c) any device intended to draw attention to the sign message.

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.

3. Sign support structures are excluded if neutral in color and are not utilized to extend the background of the sign face.

LM. Relief. Notwithstanding the provisions of Sections 12.24, 12.27, 12.28 or any other section of this Code, no relief from the sign regulations set forth in this article shall be granted, except as provided by Sections 14.4.~~2221~~ and 14.4.~~2322~~ of this Code. Nevertheless, pursuant to Section 12.24 F of this Code, the decision-maker may adjust

the height and area of signs, so long as the findings set forth in Section 14.4.2221 of this Code are made in addition to all other required findings.

MN. Replacement of Signs on Historic Buildings. Signs on historic buildings may be reconstructed or re-created if the Department of City Planning's Office of Historic Resources determines that sufficient photographic documentation or a building permit has been submitted to prove that a sign was previously a character-defining feature of a historic building, and that the reconstructed or re-created sign will comply with the Secretary of the Interior's Standards for the Treatment of Historic Properties. For the purposes of this section, a "historic building" shall be defined as a building that is a City-designated Historic-Cultural Monument, is listed in or formally determined eligible for listing in the National Register of Historic Places or the California Register of Historical Resources, or is a Contributor in an established Historic Preservation Overlay Zone. Signs reconstructed or re-created pursuant to this provision shall retain any applicable non-conforming rights, provided there is no increase in height or sign area.

NO. Legal Access on Adjoining Lots. A sign that solely provides advertising for a business located on an immediately adjoining lot shall not be considered an off-site sign if pedestrian access for the benefit of the lot where the business is located is provided across the common property line continuously to where the sign is located. Such access shall be provided on grade, open to the sky, and not less than 4 feet in width and shall be improved and documented through a recorded easement to the satisfaction of the Department of Building and Safety.

SEC. 14.4.5. FREEWAY EXPOSURE.

A. New Signs. No person shall erect, construct, install, paint, maintain, and no building or electrical permit shall be issued for, any sign or sign support structure within 2,000 feet of a freeway unless the Department of Building and Safety has first determined that the sign will not be viewed primarily from a main traveled roadway of a freeway or an on-ramp/off-ramp.

The phrase "**viewed primarily from**" shall mean that the message may be seen with reasonable clarity for a greater distance by a person traveling on the main traveled roadway of a freeway or on-ramp/off-ramp than by a person traveling on the street adjacent to the sign.

B. Exemptions. The provisions in Subsection A above shall not apply to off-site signs or their support structures if ~~authorized pursuant to Section 14.4.25 of the Los Angeles Municipal Code.~~ they are:

1. An off-site sign, inclusive of the support structure, authorized pursuant to Section 14.4.24, and on Public Property; and

~~The wall signs specified in Subdivisions 1 and 2 below are exempt from the limitation of Subsection A above. These signs shall not have moving parts or any arrangement of lights that create the illusion of movement.~~

~~1. Identification sign, providing the area of the sign is not more than 50 square feet or is not larger than 5 percent of the area of the side of the building that faces primarily to the freeway, whichever is greater; and~~

~~2. Wall signs on which the advertising is limited to the name of any person, firm or corporation occupying the building, or the type of business, services rendered, or the name of any product manufactured or sold on the premises, or any other on-site message. The total area of all wall signs permitted in this subdivision 2 shall not exceed 100 square feet. Any one sign shall not exceed 50 square feet in area.~~

2. Wall signs in compliance with the following Subdivisions and shall not have moving parts, movings images or any arrangement of lights that create the illusion of movement.

(a) The total area of all wall signs on a building permitted in this subdivision cannot exceed 100 square feet; and

(b) Any individual wall sign shall not exceed 50 square feet in area.

3. Wall signs that can be viewed primarily ~~only~~ from an off ramp and not from the main traveled roadway of a freeway.

~~SEC. 14.4.6. INFORMATION SIGNS.~~

~~A. **Area.** Information signs shall not exceed 25 square feet in area.~~

~~B. **Height.** No information sign shall exceed a height of 6 feet 6 inches.~~

~~C. **Area.**~~

~~1. The combined area of roof signs, illuminated architectural canopy signs, wall signs, marquee signs and information signs facing the same direction shall not exceed 2 square feet for each foot of street frontage on which the signs are located, plus 1 square foot for each foot of building frontage along the same street.~~

~~2. The combined sign area of information signs, marquee signs, wall signs, projecting signs, monument signs, illuminated architectural canopy signs, pole signs, roof signs, architectural ledge signs, hanging signs and window signs~~

~~shall not exceed 4 square feet for each foot of street frontage on which the signs are located.~~

SEC. 14.4.~~76~~. MONUMENT SIGNS.

A. Area.

1. The sign area of monument signs shall not exceed 1.5 square feet per foot of street frontage on which the signs are located nor a maximum of 75 square feet for the sign face visible to the same direction of traffic.

2. The combined sign area of ~~information signs~~, marquee signs, wall signs, projecting signs, monument signs, illuminated ~~architectural~~ canopy signs, pole signs, roof signs, architectural ledge signs, hanging signs and window signs shall not exceed 4 square feet for each foot of street frontage on which the signs are located.

B. **Height.** Monument signs shall be limited to a maximum overall height of 8 feet.

C. **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. A monument sign shall be located so as not to present a physical visibility obstruction that could interfere with or present a hazard to pedestrian or vehicular traffic.

~~D. **Shape.** Monument signs shall have a horizontal dimension equal to or greater than their vertical dimension.~~

~~E~~D. **Projection.** Monument signs shall not project over the ~~b~~Building ~~l~~Line, as defined in Section 12.03.

SEC. 14.4.~~87~~. PROJECTING SIGNS.

A. **Permitted.** Projecting signs shall not be permitted on 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 of street frontage or fraction thereof. Projecting signs shall not be permitted for ~~m~~Mini-~~s~~Shopping ~~e~~Centers and ~~e~~Commercial ~~e~~Corners Developments unless a Sign Adjustment is granted.

B. Area.

1. 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 on which the signs are located, up to a maximum sign area of 300 square feet for one sign face and 600 square feet on all sign faces combined.

Any projecting sign located at the street corner of a corner lot may use the greater street frontage in computing area limitations.

2. The combined sign area of ~~information signs~~, marquee signs, wall signs, projecting signs, monument signs, illuminated ~~architectural~~ canopy signs, pole signs, roof signs, architectural ledge signs, hanging signs and window signs shall not exceed 4 square feet for each foot of street frontage on which the signs are located.

C. **Height.** A projecting sign shall not be located lower than 8 feet above finished grade directly below the sign face or structure and shall not extend above the top of the building wall.

D. **Location.**

1. A projecting sign shall be located at least 7.5 feet from any interior lot line.

2. A projecting sign shall be located at least 15 feet from any other projecting sign, monument sign or pole sign.

3. 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.

E. **Projection.** A projecting sign may project over the ~~b~~Building line into the public right of way, but shall not extend beyond the limits shown in Diagram A of this article. Sign projections shall fall within an area that is perpendicular to the ~~b~~Building line, as defined in Section 12.03, and shall have a maximum ~~has a~~ width of 3 feet 18 inches as measured parallel with the ~~b~~Building line. In no event may a projecting sign project more than 58 feet from the face of a building.

EXCEPTION: ~~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.~~

SEC. 14.4.~~98~~. WALL SIGNS.

A. **Area.**

1. For a single-story building, the total sign area of wall signs facing on a street shall not exceed 2 square feet for each foot of street frontage on which the signs are located, plus 1 square foot for each foot of building frontage along the same street.

2. For buildings more than one story in height, the combined wall sign area shall not exceed that permitted for a single story by more than 10 percent for each additional story. In no event, shall the combined wall sign area exceed by 50 percent that area permitted for a single-story building.

3. For wall signs that are made up of individual letters that use the wall of the building as background, the allowable sign area may be increased by 20 percent, provided there is no change in color between the background and the surrounding wall area.

4. The combined sign area of illuminated ~~architectural~~ canopy signs, roof signs, and wall signs ~~and information signs facing the~~ visible to the same direction of traffic shall not exceed 2 square feet for each foot of street frontage on which the signs are located, plus 1 square foot for each foot of building frontage along the same street.

5. The combined sign area of ~~information signs~~, marquee signs, wall signs, projecting signs, monument signs, illuminated ~~architectural~~ canopy signs, pole signs, roof signs, architectural ledge signs, hanging signs and window signs shall not exceed 4 square feet for each foot of street frontage on which the signs are located.

B. **Height.** A wall sign shall not extend above the top of the wall of the building where the sign is located.

EXCEPTION: Where there is less than 3 feet between the top of the wall and the top of a window, ~~the a~~ wall sign placed above the window may extend above the top of the wall by a maximum of 3 feet.

C. **Location.**

1. No wall sign shall be located on a wall that faces and is within 5 feet of an interior lot line.

2. Wall signs installed on a wall that faces the rear lot line and that is located within 30 feet of property that is zoned R3 or that is zoned more restrictively shall not be illuminated.

3. No wall sign shall be placed over the exterior surface of any window, door, vent or opening of a building, ~~including its windows, doors and vents~~, unless the Department of Building and Safety and the Fire Department determines that the sign would not create a hazardous condition and the sign is approved in a ~~Tier 1 or Tier 2~~ Sign District.

4. No wall sign shall cross the perimeter of any window, door, vent or opening of a building, ~~including its windows, doors and vents~~, at any point 24

inches or less of the exterior building face measured perpendicularly to the surface of the opening, unless the Department of Building and Safety and Fire Department determines that the sign would not create a hazardous physical condition that either contributes to fire risk or decreases access for Fire crews into a building and the sign is approved in a ~~Tier 1 or Tier 2~~ Sign District.

D. Projection.

1. No wall sign shall have a projection over any public street, other public property or ~~b~~Building ~~l~~Line greater than that permitted in Diagram A of this article.

2. No wall sign shall project more than 24 inches from the face of the 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.

E. **High Rise Signs.** Any wall signs located over 100 feet above grade shall be used as ~~identification-an on-site~~ signs only. ~~Identification-High Rise s~~Signs shall comprise no more than 80 percent of the width of that portion of the building where the signs are attached. Notwithstanding the provisions of Subsection A above, the area of these signs may constitute up to 5 percent of the area of the building wall where the signs are attached and may be in addition to the area permitted in Subsection A above.

F. **Parking Lots.** Notwithstanding the provisions of Section 14.4.4 B 5 of this Code, where a parking lot exists between a wall sign and the street, and there is a fence or freestanding wall between the parking lot and the street, a portion of the total sign area permitted by this section may be used on the fence or freestanding wall located between the parking lot and the street so long as the sign does not project beyond the lot line. The sign shall be restricted to that portion of the fence or freestanding wall between 2 feet 6 inches and 3 feet 6 inches in height above the finished grade at the base of the fence or freestanding wall generally facing the street.

G. **Architectural Ledge and Hanging Signs.** Architectural ledge and hanging signs shall be regulated pursuant to Subsections A through D 1 of ~~this~~ Section 14.4.~~98~~.

H. **Supergraphic Signs.** A supergraphic sign that does not also qualify as a wall sign will be subject to the City's ban on supergraphic signs set forth in Section 14.4.4 B 12.

SEC. 14.4.~~109~~. ILLUMINATED ~~ARCHITECTURAL~~ CANOPY SIGNS.

A. Area.

1. The area of illuminated ~~architectural~~ canopy signs shall not exceed 2 square feet for each foot of street frontage on which the signs are located, plus 1 square foot for each foot of building frontage along the same street.

2. In applying sign area limits, only the area occupied by the message of the illuminated architectural canopy signs will be used.

3. The combined sign area of illuminated ~~architectural~~ canopy signs, roof signs and wall signs ~~facing-visible to~~ the same direction ~~of traffic~~ shall not exceed 2 square feet for each foot of street frontage on which the signs are located, plus 1 square foot for each foot of building frontage along the same street.

4. The combined sign area of ~~information signs~~, marquee signs, wall signs, projecting signs, monument signs, illuminated ~~architectural~~ canopy signs, pole signs, roof signs, architectural ledge signs, hanging signs and window signs shall not exceed 4 square feet for each foot of street frontage on which the signs are located.

B. **Height.** An illuminated ~~architectural~~ canopy sign shall not extend above the top of the wall of the building on which it is located.

C. **Clearance.** Illuminated ~~architectural~~ canopy signs shall have a minimum clearance of 8 feet above finished grade ~~nearest~~ directly below the sign face or structure and shall not be located closer than 2 feet from the curb of any roadway, ~~as~~ measured horizontally.

D. **Emergency Personnel Access.** Illuminated ~~architectural~~ canopy signs shall not occupy a 4-foot ~~horizontal~~ distance along the exterior ~~building~~ wall at one corner of the building's street frontage and an additional 4-foot distance along every 50 feet of the building frontage.

E. **Illumination.** The sign shall be internally illuminated so as to illuminate the canopy and the exterior wall below. The illuminated ~~architectural~~ canopy sign shall bear the electric sign label of an approved testing agency with a re-inspection service and be listed in accordance with the National Electrical Code.

F. **Projection.** Illuminated ~~architectural~~ canopy signs may project over a ~~Building Line~~ into the public right of way. However, in no event may an illuminated ~~architectural~~ canopy sign project more than 3 feet from the face of the building.

SEC. 14.4.4110. POLE SIGNS.

A. **Permitted.** Pole signs shall not be permitted on a lot having less than 50 feet of street frontage. Lots having a street frontage of at least 50 feet may have a pole sign for each 200 feet of street frontage or fraction thereof. Pole signs shall not be

permitted for ~~m~~Mini-~~s~~Shopping ~~e~~Centers and ~~e~~Commercial ~~e~~Corners Developments unless a Sign Adjustment is granted.

B. Area.

1. The Pole sign area visible to the same direction of traffic shall not exceed 2 square feet for each foot of street frontage on which the signs are located, plus 1 square foot for each foot of building frontage along the same street.

2. The maximum area of any one pole sign shall not exceed 400 square feet for one sign face and 800 square feet on all sign faces combined.

3. Any pole sign that is located at the street corner of a corner lot may use the greater street frontage for area limitations.

4. The combined sign area of ~~information signs~~, marquee signs, wall signs, projecting signs, monument signs, illuminated ~~architectural~~ canopy signs, pole signs, roof signs, architectural ledge signs, hanging signs and window signs shall not exceed 4 square feet for each foot of street frontage on which the signs are located.

C. Height. The overall height limitation shall be determined by street frontage as follows:

1. 25 feet for lots having 50 feet of street frontage;
2. 35 feet for lots having more than 50 feet and less than 100 feet of street frontage; and
3. 42 feet for lots having at least 100 feet of street frontage.

Any pole sign that is located at the street corner of a corner lot may use the greater street frontage for determining height limitations. In no event shall a sign exceed the height specified for the height district in which the sign is located.

D. Location.

1. 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 no less than 5 feet from interior lot lines.

2. A pole sign shall be located at least 15 feet from any other pole sign, projecting sign or monument sign.

3. Pole signs shall be located so as not to present a physical visibility obstruction that could interfere or present a hazard to pedestrian or vehicular traffic.

4. Notwithstanding the requirements of Subsection F of this Section 14.4.1110, 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.

E. **Projection.** A pole sign may project over a ~~b~~Building ~~l~~ine into the public right of way, but shall not extend beyond the limits shown in Diagram A of this article. Sign projections shall fall within an area that is perpendicular to the ~~b~~Building ~~l~~ine, as defined in Section 14.4.2, and has a width of 18 inches~~3 feet~~ as measured parallel to the ~~b~~Building ~~l~~ine.

F. **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.

SEC. 14.4.1211. ROOF SIGNS.

A. **Permitted.** Roof signs shall be permitted only when placed directly upon a roof that slopes downward toward and extends to or over the top of an exterior wall. Roof signs shall not be permitted for ~~m~~Mini-~~s~~Shopping ~~e~~Centers and ~~c~~Commercial ~~c~~Corners Developments unless a Sign Adjustment is granted.

B. **Area.**

1. Roof sign area shall not exceed 2 square feet for each foot of street frontage on which the signs are located, plus 1 square foot for each foot of building frontage along the same street.

2. The maximum area of any one roof sign shall not exceed 300 square feet.

3. The combined area of roof signs, illuminated ~~architectural~~ canopy signs and wall signs facing the same direction shall not exceed 2 square feet for each foot of street frontage on which the signs are located, plus 1 square foot for each foot of building frontage along the same street.

4. The combined sign area of ~~information signs~~, marquee signs, wall signs, projecting signs, monument signs, illuminated ~~architectural~~ canopy signs, pole signs, roof signs, architectural ledge signs, hanging signs and window signs shall not exceed 4 square feet for each foot of street frontage on which the signs are located.

C. **Height.** The top of the roof sign shall be located at least 2 feet below the ridge of the roof.

D. **Location.**

1. Roof signs shall be located at least 10 feet from interior lot lines.
2. Roof signs shall be located at least 2 feet from the edge of the roof.
3. The plane of the sign face of a roof sign shall be approximately parallel to the ~~face of the~~ building wall.

SEC. 14.4.1312. WINDOW SIGNS.

A. **Area.** The total area of all window signs shall not exceed 10 percent of the area of the window in which signs are placed.

B. **Combined Area.** The combined sign area of ~~information signs,~~ marquee signs, wall signs, projecting signs, monument signs, illuminated ~~architectural~~ canopy signs, pole signs, roof signs, architectural ledge signs, hanging signs and window signs shall not exceed 4 square feet for each foot of street frontage on which the signs are located.

SEC. 14.4.4413. MARQUEE SIGNS.

A. **General Requirements.** Marquee signs shall comply with the requirements set forth in Sections 14.4.3 A, 14.4.4 B, 91.3106, 91.3106.1, 91.6205 and 91.6207 of this Code.

B. **Location.** Marquee signs shall only be attached to the marquee. Signs on a marquee shall not extend above or below the marquee.

C. **Combined Area.** The combined sign area of ~~information signs,~~ marquee signs, wall signs, projecting signs, monument signs, illuminated ~~architectural~~ canopy signs, pole signs, roof signs, architectural ledge signs, hanging signs and window signs shall not exceed 4 square feet for each foot of street frontage on which the signs are located.

SEC. 14.4.1514. TEMPORARY SIGNS.

A. **General Requirements.** No temporary sign shall also be an off-site sign, except for temporary signs on temporary construction walls.

B. **Permit Required.** Notwithstanding any other provision of this Code, 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.

EXCEPTION: Pursuant to Section 91.6201.2(1)(c) of this Code, no building permit shall be required for a temporary sign, ~~pennant, banner, ribbon streamer or spinner~~ of less than 20 square feet of sign area that contains a political, ideological or other noncommercial message.

C. Area.

1. The combined sign area of temporary signs shall not exceed 2 square feet for each foot of street frontage on which the signs are located.

2. The combined sign area of temporary signs, when placed upon a window and with any other window signs, shall not exceed a maximum of 10 percent of the window area.

D. 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.

E. Location. Temporary signs may be allowed on fences, on the interior surface of windows and doors, and at any location where any permanent sign of any type is allowed by this article. Pennants, ribbons, streamers or spinners are allowed between light standards on private property.

F. 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 the Department of Building and Safety.

SEC. 14.4.1615. TEMPORARY SIGNS ON TEMPORARY CONSTRUCTION WALLS.

Reserved.

Undergoing separate legislative review. See case number CPC-2017-455-CA and Council File number 17-0893.

SEC. 14.4.~~17~~16. OFF-SITE SIGNS.

Off-site signs are prohibited in the City, except for those permitted within a ~~Tier 1~~ or ~~Tier 2~~ Sign District, pursuant to Section 13.11, or those permitted by a ~~r~~Relocation ~~a~~Agreement, pursuant to Section 14.4.~~25~~24 of this Article. The following regulations apply to any off-site signs permitted pursuant to Section 14.4.~~25~~24 and to ~~to~~ legally existing off-site signs.

A. **Area.** The sign area of a single sign face shall not exceed 800 square feet.

B. **Height.**

1. The height of the off-site sign shall be limited to a maximum of 42 feet. Notwithstanding the foregoing, where more than 80 percent of an off-site sign or sign structure is located above a roof of a building, the top of the sign may be a maximum of 30 feet above the surface of the roof under the sign.

2. In no event shall the height exceed a height greater than the height allowed by the height district, specific plan or zone in which the sign is located, or by any applicable land use ordinance, or a height of 60 feet above the sidewalk grade or edge of roadway grade nearest the sign, whichever is more restrictive.

3. The bottom of the off-site sign shall be at least 8 feet above finished grade directly below the sign face or structure.

C. **Location.**

1. No portion of an off-site sign with a sign area greater than 80 square feet shall be placed within 200 feet of a residentially zoned lot, which is located on the same side of the same street as the lot on which the sign is placed. However, where a lot has two or more street frontages, a sign may be located on that street frontage, which is not on the same street as the residentially zoned lot, provided the sign and sign support structure are placed in that half of the lot that is the farthest from the street frontage on which the residentially zoned lot is located.

2. No portion of an off-site sign or sign support structure shall be located in that half of a lot located farthest from the street frontage when residentially zoned property is located to the rear of that street frontage.

3. Off-site signs are not permitted along that portion of a lot having a street frontage of less than 50 feet.

4. No more than four off-site signs shall be located at the intersection of two or more streets when the off-site signs are located within 150 feet of the intersection of two street frontages.

5. An off-site sign face shall not be located within 1 foot of an interior lot line.

D. Frontage Determination on Lots with Lot Lines Adjoining More Than One Street.

1. An off-site sign shall be considered to be on a single street for purposes of Subsections C and E of this section if (1) the sign and its support structure are located entirely on the side of the bisecting line closest to that street and (2) the sign face is placed at the same angle as the perpendicular line or at an angle not to exceed 20 degrees from either side of the perpendicular line as shown on Diagram C of this article.

2. An off-site sign located on a through lot shall be considered to be located on a single street if the sign and its support structure are located entirely on that half of the lot closest to the lot line adjoining that street.

Any off-site sign not in conformance with either Subdivision 1 or 2 above shall be considered to be located on more than one street frontage.

E. Spacing.

1. An off-site sign, which is either single-faced or parallel double-faced, shall be spaced as specified in Table No. B of this article from any other existing or previously permitted off-site sign, which is single-faced or parallel double-faced. If an off-site sign is located within a California Department of Transportation jurisdiction area, then the spacing rules set forth in Section 5408 of the Business and Professions Code must be followed, but spacing shall not be less than what this article requires.

2. For any double-faced off-site sign, the spacing requirements shall be based on the area of the largest sign face.

3. For double-faced off-site signs whose faces are not parallel, the spacing between any proposed, permitted or existing off-site sign shall be determined by the following formula:

$$D = S(1 + \frac{(B - 5)}{90})$$

WHERE:

D = required spacing between signs in feet.

S = sign spacing determined from Table No. B, below, in feet.

B = widest edge separation of sign faces in feet.

4. Spacing shall be measured between off-site signs that are located on the same side of the same street. Spacing shall be measured from a line that is perpendicular to the ~~b~~Building ~~l~~ine and that passes through a point on the ~~b~~Building ~~l~~ine that is closest to the nearest sign face edge. Spacing shall be measured along the center line of the street.

F. Double-faced Off-Site Signs.

1. Off-site signs may be either single- or double-faced.

2. For double-faced off-site signs whose faces are parallel, the distance between sign faces shall not exceed 6 feet.

3. For double-faced off-site signs whose faces are not parallel, the distance between sign faces at their widest point shall not exceed 35 feet. The separation of sign faces at their closest point shall not exceed 6 feet. In no event shall the angle between sign faces exceed 37 degrees.

G. Projection. Off-site signs shall not project beyond the ~~b~~Building ~~l~~ine or into the public right of way.

H. Covering. The backs of off-site signs exposed to public view shall be covered with a finished surface or material and shall be properly maintained.

I. Other Requirements.

1. A maximum of two poles shall be permitted for any off-site sign. The maximum cross-sectional dimension of a pole shall not exceed 10 percent of the overall height of the sign.

2. Off-site sign supports shall be structurally independent of a building.

3. Sign support structures must be located directly under the sign face as viewed from the front of the sign. The maximum horizontal distance between the center of the sign support structure and the sign face measured perpendicular to the sign face shall not exceed 10 feet.

SEC. 14.4.~~18~~17. AWNING SIGNS.

No awning sign shall be placed on any portion of an awning except the valance. The sign area is limited to a maximum of 12 inches in height on the portion of the valance that is parallel to the building face, and only when the awning complies with all applicable provisions of Section 3202 of the City of Los Angeles Building Code and Section 91.3202.3.1 of this Code. Awning signs are not permitted on awnings with a valance above a height of 14 feet, as measured from finished grade directly below the sign face or structure.

SEC. 14.4.~~19~~18 ON-SITE SIGNS WITH DIGITAL DISPLAYS OUTSIDE SIGN DISTRICTS

A. **Authority.** On-site signs outside sign districts with digital displays shall require administrative approval by the Director. Such signs shall comply with the provisions set forth in this Section and Section 14.4.~~20~~19 of this Code, except that roof signs with digital displays shall be prohibited.

B. **Area.**

1. The digital display area of on-site signs permitted pursuant to this Section shall be limited to 75 percent of the maximum sign area allowed for the lot by other provisions of this Article, not to exceed a cumulative total of 350 square feet on a lot. The area of any on-site digital displays shall be included in the maximum sign area allowed for the lot.

2. No digital display sign area of an individual on-site sign permitted pursuant to this Section shall exceed 300 square feet.

C. **Location.**

1. On-site signs with digital displays shall only be located on properties zoned C and designated on an adopted community plan as "Regional Center Commercial", "Regional Commercial", "General Commercial", "Highway Oriented Commercial", "Community Commercial", "Neighborhood Office Commercial", or "Commercial Manufacturing".

2. On-site signs with digital displays shall only be located on a property having at least 150 feet of street frontage. The minimum street frontage shall be contiguous, not divided by any public right-of-way.

3. On-site signs with digital displays shall not be located within, and shall be located at least 100 feet from, a lot zoned RW1 Zone or a more restrictive zone, a Historic Preservation Overlay Zone, an ecological preserve as defined by California Fish and Game Code Section 1584, a state or national

park, or an adopted River Improvement Overlay District. Said distance shall be measured as a radius from any point of the sign face to the lot line of the RW1 Zone or a more restrictive zone. For one-sided signs, said distance need not be provided from the side of the sign where no message is placed.

4. On-site signs with digital displays shall not be located ~~along the frontage or~~ within 100 feet, as measured from the centerline, of a scenic highway, scenic parkway, scenic corridor, or scenic route designated by the State of California Department of Transportation, on an adopted specific plan, community plan, or adopted element of the General Plan.

5. The minimum distance between on-site signs with digital displays and any other sign with a digital display shall be at least 100 feet, as measured from the outermost edge of each display closest to the other display.

D. **Recorded Agreement.** The owner(s) of the property on which the on-site sign having a digital display is located shall record an agreement in the Office of the Counter Recorder of Los Angeles County, California, as a covenant running with the land for the benefit of the City of Los Angeles, providing that such owner(s) shall ensure that any sign authorized pursuant to this Section shall be used and maintained only as an on-site sign, as defined in Section 14.4.2 of this Code, and that the such sign shall comply with the provisions in Section 14.4.~~2019~~ applicable to on-site signs permitted pursuant to this Section.

SEC. 14.4.~~2019~~. DIGITAL DISPLAYS.

A. Digital displays are subject to the City's ban on off-site digital displays and to the City's ban on on-site digital displays set forth in Sections 14.4.4 B 9 and 11, respectively, and new digital displays are only allowed in conjunction with signs permitted in a sign district formed under Section 13.11, on-site signs permitted pursuant to Section 14.4.~~1918~~, and off-site signs permitted pursuant to Section 14.4.~~2524~~ of this Code. Digital displays shall be subject to the provisions in this Section 14.4.~~2019~~, unless otherwise provided by the terms of the sign district.

B. Digital displays with changing messages shall observe a minimum duration of 8 seconds for each message. The message shall remain static between transitions.

C. Digital displays with changing messages shall utilize an instant transition between messages. At no time shall a digital display go blank during a transition.

D. All digital displays shall be equipped with a sensor or other device that automatically adjusts the brightness of the display according to changes in ambient lighting to comply with a brightness limitation of 0.3-foot candles above ambient lighting.

Sign brightness shall be measured at an angle that is within 6 degrees of perpendicular to the sign face, and from a distance as defined by the following formula:

$$\text{Measurement Distance (in feet)} = \sqrt{\text{DisplayArea} \times 100}$$

where Display Area is the area of the sign display in square feet.

In addition, the maximum brightness of any digital display shall not exceed 300 candelas per square meter during the nighttime and 7,500 candelas per square meter during the daytime. The operation of digital displays for on-site signs and relocated off-site signs, permitted pursuant to either Section 14.4.4918 or Section 14.4.24 of this Code, shall be limited to the hours between 7 a.m. and midnight.

Digital displays for all signs shall transition smoothly at a consistent rate from the permitted daytime brightness to the permitted nighttime brightness levels, beginning at 45 minutes prior to sunset and concluding 45 minutes after sunset.

~~Measurements shall be performed by a testing agency approved by the Department of Building and Safety, and shall be paid for and submitted by the owner of the sign when requested by that Department.~~

E. Based on new or updated information and studies, the City Council reserves the right to amend the standards and other provisions set forth in this Section and the general brightness limitation set forth in Section 14.4.4 E of this Code in order to mitigate impacts on the visual environment on residential or other properties, to reduce driver distractions or other hazards to traffic, or to otherwise protect and promote the public health, safety and welfare. Further, the City Council reserves the right to apply these amended standards to existing signs and digital displays.

SEC. 14.4.2120. ORIGINAL ART MURALS, VINTAGE ORIGINAL ART MURALS, AND PUBLIC ART INSTALLATIONS.

An Original Art Mural that conforms to the requirements of Section 22.119 of the Los Angeles Administrative Code is not considered a sign and therefore is not subject to the provisions of this article or any other ordinance that regulates signs. Any supposed "mural" that does not conform to the requirements of Section 22.119 of the Los Angeles Administrative Code shall be considered a sign and subject to the provisions of this article or any other ordinance that regulates signs and digital displays. A Public Art Installation registered pursuant to the requirements of Section 19.85.4 of the Los Angeles Administrative Code or the requirements of Section 91.107.4.6 of the Los Angeles Municipal Code is not a sign, but is subject to Section 14.4.4 E of this article and any other applicable zoning and land use regulations set forth in the Los Angeles Municipal Code. A building permit from the Department of Building and Safety is required for a new hand-tiled or digitally printed Original Art Mural or any Public Art Installation.

Severability. If any part, sentence, phrase, clause, term or word in Section 14.4.2 or Section 14.4.20 of this Code relating to Original Art Murals is declared invalid or unconstitutional by a valid court judgment or decree of any court of competent jurisdiction, the declaration of such unconstitutionality shall not affect the constitutionality or lawfulness of the remainder of this Code, the Los Angeles Administrative Code or any other City regulation regulating signage, billboards or Original Art Murals.

SEC. 14.4.221. SIGN ADJUSTMENTS.

A. **Authority.** The Zoning Administrator shall have the authority to grant an adjustment of the provisions of this article pertaining to height, location, sign area of an individual sign, shape, projection and clearance of signs; time limit of temporary signs; and sign type for commercial corners and mini-shopping centers. Any request for an adjustment pertaining to height or sign area of an individual sign is limited to an increase of less than 20 percent beyond what is otherwise permitted by this Code.

B. **Procedures.** No Sign Adjustment may be granted unless the Zoning Administrator makes all of the findings specified in this section in writing. In making determinations on applications for a Sign Adjustment, no consideration shall be given to the content or message of the sign. The procedures for considering applications for a Sign Adjustment shall be the same as the procedures for adjustments set forth in Section 12.28 of this Code, except that the findings for approval shall be as follows:

1. Site characteristics or existing improvements make strict adherence to the sign regulations impractical or infeasible; and
2. The requested signage shall be compatible with the surrounding environment. Compatibility shall be determined by the relationships of the elements of form, proportion, scale, color, materials, surface treatment, overall sign size and the size and style of lettering. The surrounding environment shall be comprised of other nearby signs, other elements of street and site furniture, and adjacent and surrounding properties, including residential areas.

C. **Plan Approvals.** The procedures for considering an application for a plan approval for a Sign Adjustment shall be the same as the procedures for variances set forth in Section 12.27 U of this Code, except that the findings for approval shall be the findings set forth under Subsection B of this Section 14.4.21.

D. **No Adjustments for Off-Site Signs.** No Sign Adjustment shall allow any sign prohibited by Section 14.4.4 B of this Code or to allow any sign prohibited by an individual Sign District.

SEC. 14.4.223. SIGN VARIANCES.

A. **Authority.** The Zoning Administrator shall have the authority to grant a variance to the provisions of this article pertaining to height, location, sign area of an individual sign, location of combined sign area, shape, projection, clearance, time limit of temporary signs, sign type and number of signs. ~~No sign variance shall allow any sign prohibited by Section 14.4.4 B of this Code.~~

B. **Procedures.** No sign variance may be granted unless the Zoning Administrator makes all of the findings specified in this Section 14.4.2221, in writing. In making determinations on applications for a sign variance, no consideration shall be given to the content or message of the sign. The procedures for considering applications for a sign variance shall be the same as the procedures for variances set forth in Section 12.27 of this Code, except that the findings for approval shall be as follows:

1. The strict application of the sign regulations would result in practical difficulties or unnecessary hardships inconsistent with the general purposes and intent of the sign regulations; and
2. There are special circumstances applicable to the subject property such as size, shape, topography, location or surroundings that do not apply generally to other property in the same zone and vicinity; and
3. The variance is necessary for the preservation and enjoyment of a substantial property right or use generally possessed by other property in the same zone and vicinity, but which, because of the special circumstances and practical difficulties or unnecessary hardships, is denied to the property in question; and
4. The requested signage shall be compatible with the surrounding environment. Compatibility shall be determined by the relationships of the elements of form, proportion, scale, color, materials, surface treatment, overall sign size and the size and style of lettering. The surrounding environment shall be comprised of other nearby signs, other elements of street and site furniture, and adjacent and surrounding properties, including residential areas.

C. **Plan Approvals.** The procedures for considering an application for a plan approval for a sign variance shall be the same as the procedures for variances set forth in Section 12.27 U of this Code, except that the findings for approval shall be the findings set forth under Subsection B of this Section 14.4.2221.

D. **Prohibitions.** No Sign Variance shall allow any sign prohibited by Section 14.4.4 B of this Code or allow any sign prohibited by an individual Sign District.

SEC. 14.4.2423. CONTINUATION OF NONCONFORMING SIGNS.

Any existing sign that legally existed at the time the regulations with which it does not conform became effective may be continued, repaired and rehabilitated, including changes or replacement of copy and necessary structural, electrical and mechanical alterations to be conducted as set forth in Section 91.6216 of this Code. If the sign or sign support structure is a qualified historical structure, then the applicant may comply with the applicable provisions of the California Historical Building Code in lieu of Division 62 of this Code, including, but not limited to, Section 91.6216 of this Code. The replacement of nonconforming signs is allowed as permitted by Section 16.03 or Section 12.23 A 4 of this Code, or when the work is required in order to comply with an order issued by the Department of Building and Safety to repair or remedy an unsafe or substandard condition.

Notwithstanding the prohibitions pursuant to Section 14.4.4.B of this Article, any wall sign or mural sign legally existing prior to April 17, 2012 and in regular use for off-site advertising within the Greater Downtown Housing Incentive Area as of December 4, 2012, shall be allowed to continue in such operation and to display changes of copy using paint ~~or~~ vinyl adhesive materials approved by the Department of Building and Safety and the Fire Department, or other such approved materials. A building permit shall be required when a sign is being changed from paint to any other material.

SEC 14.4.~~2524.~~ RELOCATION OF EXISTING OFF-SITE SIGNS

A. **Authority.** The City Council shall have the authority to relocate an existing off-site sign through a Relocation Agreement, pursuant to the procedures and restrictions in this Section, and if applicable Section 13.11 E. ~~conforming sign, or nonconforming sign that legally existed at the time the regulations with which it does not conform became effective, by a relocation agreement or other City contract, pursuant to the procedures and restrictions in this Section.~~ The authority to relocate includes authorizing a legally existing sign to convert to a digital display in its existing location or a new location.

B. Applicability.

1. **Public Property.** The provisions within this Section, in their entirety, are applicable to Relocation Agreements on or relocated to Public Property, as defined in Section 14.4.2.

2. **Private Property.** Relocation Agreements not involving Public Property must be in conformance with and located within a Tier 3 Sign District, established pursuant to Section 13.11 E of this Code. Furthermore, any application for consideration of a Relocation Agreement onto private property shall comply with the following:

(a) The property with the existing sign and the property where the sign is being relocated shall both be within the same Tier 3 Sign District; and

(b) The off-site sign provisions, requirements and location restrictions in Section 13.11 E take precedence over those regulations enumerated within Subsections F and G. All remaining provisions of this Section shall remain applicable for consideration of a Relocation Agreement; and

(c) An application for and consideration of a Relocation Agreement may happen concurrently with the establishment of a Tier 3 Sign District.

C. Relocation Agreement Cap and Phase-In Program.

1. There shall be no cap on the number of Relocation Agreements allowed on or relocated to Public Property.

2. On all other qualifying property in a Tier 3 Sign District, there shall be a Citywide cap of 150 off-site signs authorized by Relocation Agreements and 120,000 square feet of total combined off-site sign area authorized by Relocation Agreement. Notwithstanding the foregoing, at time no shall more than 10% of the overall Citywide cap be permitted in any one Community Plan area.

3. No applications shall be accepted or considered for a Relocation Agreement on qualifying properties in a Tier 3 Sign District unless and until 30 off-site signs authorized by a Relocation Agreement have been approved on Public Property. Only after this threshold has been met will said applications be accepted for consideration.

D. Application Acceptance and Review. The Director of Planning shall develop and have the authority to implement administrative procedures for the acceptance and review of applications requesting Relocation Agreements. Such procedures shall control the number of applications accepted within periodic windows to ensure that resources are available for timely processing, that the application process is handled fairly, and that applications submitted within a similar time frame are considered comprehensively. Said procedures shall also set forth neutral rules for determining which application takes precedence when an applicant proposes a location that conflicts with the proposed location of one or more other applicant(s), all of whom having submitted application within the same periodic window. A timestamp system, lottery system, or other such method of application intake may be used to ensure fair access and consideration for a limited number of signs authorized for a Relocation Agreement.

B-E. Procedures.

1. Once a complete application is received, as determined by the Director, a Hearing Officer on behalf of the Director shall hold a public hearing

~~pursuant to the procedures set forth in Section 12.32.C.4 of the Los Angeles Municipal Code. A complete application shall include written verification that the applicant participated in a pre-filing consultation with the Department of City Planning and the applicable City Council office(s).~~

~~2. Following the public hearing, the Director shall submit a report and recommendation regarding the terms of the relocation agreement to the City Council within 90 days of the filing of a complete application. This time limit may be extended by mutual consent of the applicant and the Director. If the Director fails to act on an application within the time allowed by this Subsection, the terms of the relocation agreement requested by the applicant shall be forwarded to the City Council.~~

~~3. The City Council shall take an action on the requested relocation agreement within 90 days of its having been forwarded to the City Council, with or without a report and recommendation from the Director. This time limit may be extended by mutual consent of the applicant and the City Council.~~

1. Once a complete application is received, as determined by the Director, the City Planning Commission or Hearing Officer shall hold a public hearing pursuant to the procedures set forth in Section 12.32 C.4 of the Code. If a Hearing Officer holds the public hearing, they shall make a recommendation on the application. The application, and if applicable a recommendation on the application, shall be heard by the City Planning Commission within 90 days of receipt of the recommendation. The time limit to act may be extended by the mutual consent of the City Planning Commission and the applicant.

2. After consideration, the City Planning Commission shall submit a recommendation on the application to the City Council for final consideration. The City Council shall take action on the application and recommended action for the Relocation Agreement within 90 days of receipt of the recommendation. The time limit to act may be extended by mutual written consent of the applicant and the Council.

3. If the City Planning Commission fails to act on an application within the time allowed in this Subsection, then the application shall be forwarded to City Council without recommendation.

4. If the Relocation Agreement is subject to the requirements of Section 13.11 E, and the Tier 3 Sign District wherein the relocated off-site sign will be located is pending consideration, then the time to act set forth in Section 12.32 S shall take precedence and the consideration of the Relocation Agreement and the establishment of the Tier 3 Sign District shall occur concurrently.

F. Standards for Off-site Signs. The standards for off-site signs set forth in Sections 14.4.1716 and 14.4.19 of this Article shall apply to any off-site sign relocated pursuant to this Section, unless the provisions in this Section explicitly state otherwise. **Exception:** For off-site signs with a digital display, the spacing requirements set forth in this Section shall supersede those in Section 14.4.1716.

G. Location

1. Signs shall only be relocated to properties zoned C, M, or PF and designated on an adopted community plan as “Regional Center Commercial”, “Regional Commercial”, “General Commercial”, “Highway Oriented Commercial”, “Community Commercial”, “Industrial”, or “Public Facilities”.

2. Relocated signs shall not be located within, and shall be located at least 200 feet from, an RW1 Zone or a more restrictive zone, an ecological preserve as defined by California Fish and Game Code Section 1584, a state or national park, or an adopted River Improvement Overlay District.

3. Relocated signs shall not be located to a site ~~along the frontage or~~ within 200 feet, as measured from the center line, of a scenic highway, scenic parkway, scenic corridor or scenic route as designated by the State of California Department of Transportation or on an adopted specific plan, community plan or adopted element of the General Plan.

4. Relocated signs with a digital display shall be at least 500 feet away from any other digital off-site sign, except that signs with a digital display relocated to a site adjacent to the boundaries of a sign district adopted by the City Council, shall be at least 250 feet away from any other digital off-site sign.

5. The face of any relocated sign shall be oriented away from adjacent residential zones, or those including residential zones across an adjoining alley.

6. Prohibited Locations. Signs shall not be relocated to the following locations:

(a) Adopted Specific Plans and Historic Preservation Overlay Zones, ~~adopted specific plans, or in any adopted overlay district which prohibit off-site signs.~~

~~(a)(b) Any adopted overlay district which prohibits off-site signs.~~

~~(b)(c) Public parks or recreation facilities under the control of the City Board of Recreation and Parks Commissioners.~~

~~(e)~~(d) Public or private schools which offer instruction in any grades K through 12 in those courses of study required by the California Education Code or which is maintained in accordance with standards set by the State Board of Education.

~~(d)~~(e) Public libraries under the control, operation or management of the City Board of Library Commissioners.

~~(e)~~(f) Civic buildings, except for centers that primarily store city archives and records.

~~(f)~~(g) Tier 1 and Tier 2 Sign Districts.

7. **Exceptions to Location Restrictions.** Notwithstanding the location restrictions enumerated in Subdivisions 1 through 6 of this Subsection, the location restrictions do not apply to existing signs being relocated to their existing location for purposes of conversion to digital displays, provided that, ~~at a minimum, every square foot of relocated sign area is offset by a reduction of at least four square feet of existing sign area, pursuant to the sign reduction credit provisions in LAMC Section 13.11.F.1(c) and (d).~~ the requirements in Section 14.4.24 H are met.

H. **Sign Reduction and Public Benefit Payment.** Any Relocation Agreement shall conform with the sign reduction and public benefit payments requirements of this Subsection.

1. **Definition.** For the purposes of this subsection, the term "Billboard Blighted Area" is defined as:

A community plan area which, based on either the total number of off-site signs, or the total number of off-site signs in all residential zones, ranks in the top quartile of all the community plan areas Citywide. The total number of off-site signs will be determined utilizing off-site sign data collected pursuant to Section 91.6205.18.3.

2. The Director of Planning shall promulgate processes and procedures to implement the provisions of this Subsection, referred to as a billboard blight reduction policy document which may include, but is not limited to, application requirements, interpretations, identification of Billboard Blighted Areas, and the public benefit payment schedule that shall be considered and adopted by the City Council by resolution.

3. Every square foot of off-site sign area, subject to a Relocation Agreement ~~relocated~~ pursuant to the authority established in this Section, shall be offset by a reduction of at least nine square feet of legally existing off-site sign area. Reduction of existing sign area less than

the nine square feet described in this Subdivision shall be permitted only with a public benefit payment corresponding to the ratio of sign reduction, pursuant to a schedule contained in a billboard blight reduction policy document adopted pursuant to the preceding subdivision. However, in no event shall the reduction of existing off-site sign area be less than two square feet for every square foot of relocated off-site sign area, or be no less than four square feet for every square foot of relocated off-site sign area when an existing sign is being relocated to their existing location pursuant to Subdivision 7 of this Subsection.

4. The Relocation Agreement shall distribute the off-site sign reduction and public benefit payments between the area in the vicinity of the relocated off-site sign and a Billboard Blighted Area. The distribution of the off-site sign reduction is as follows:

(a) A minimum of 40% and a maximum of 60% of the required reduction in off-site sign area and any required public benefit payment shall be distributed to an area within 5280 feet of any property line of the parcel containing the relocated sign. If the Director of Planning determines that feasible sign and blight reduction opportunities exist beyond the 5280 foot radius, the funds collected through the public benefit payment may be aggregated within a community plan area for sign and blight reduction and used throughout the community plan area in which they were collected.

4. (b) A minimum of 40% and a maximum of 60% of the required reduction in off-site sign area and any required public benefit payment shall be distributed to a Billboard Blighted Area.

~~2. Reduction of existing sign area less than the nine square feet described in Subdivision 1 of this Subsection shall be permitted only with a public benefit payment corresponding to the ratio of sign reduction, pursuant to a schedule contained in a billboard blight reduction policy document adopted by the City Council. However, in no event shall the reduction of existing off-site sign area be less than two square feet for every square foot of off-site sign area.~~

I. Findings. The City Council shall authorize an Relocation ~~a~~Agreement between the City and the applicant to relocate a legally existing off-site sign upon making the following blight reduction and public benefit findings:

1. The agreement or other City contract results in a net reduction of legally existing conforming or non-conforming off-site signs at a rate of at least two square feet of existing off-site sign area for every one square foot of

relocated off-site sign area pursuant to the sign reduction credit provisions in LAMC Section 13.11.F.1(c) and (d).

2. The agreement includes a public benefit payment corresponding to the ratio of sign reduction, pursuant to a schedule contained in a billboard blight reduction policy document adopted by resolution by the City Council, if the sign reduction is less than nine square feet of legally existing off-site sign area for every square foot of relocated off-site sign area.

3. The agreement results in a relocated off-site sign for which the location, size, height, operations, and other significant features will be compatible with and will not adversely affect or further degrade the surrounding environment or public safety. The surrounding environment shall be construed to mean adjacent and surrounding properties, including residential areas, elements of street and site furniture, and other nearby signs in terms of size, typology, and concentration. Neither the content of the sign nor the sponsors of its message shall be considered in making this finding.

J. Indemnification and Reimbursement of Litigation Costs. Applicants shall execute an indemnity and reimbursement agreement with the City to defend, indemnify and hold harmless the City from any and all actions against the City relating to or arising out of, in whole or in part, the City's processing and approval of any ~~relocation~~ agreement or other City contract and to reimburse the City for any and all costs incurred in defense of an action related to any relocation agreement or other City contract,

SEC. 14.4.2645. VIOLATIONS AND ADMINISTRATIVE CIVIL PENALTIES.

A. **Purpose.** This Section 14.4.2625 applies only to the off-site sign regulations set forth in Article 4.4 of Chapter I and in Chapter IX of this Code and to violations of any other off-site sign regulations established by ordinance, including supplemental signage use districts, commonly known as "sign districts." The City Council finds there is a need for alternative methods of enforcing all provisions of this Code pertaining to off-site signage. The City Council further finds that the assessment of additional civil administrative penalties for violations of these sign regulations is a necessary alternative method for gaining compliance with the sign regulations. To address violations of the off-site sign regulations, the assessment of the civil penalties established in this Section 14.4.256 ~~shall~~ may replace any other administrative or judicial remedies established by this Code to address violations of the sign regulations.

B. Authority and General Provisions.

1. Both the owner of the property on which a off-site sign is located and the owner of the sign and sign support structure are a "Responsible Party"

for purposes of this Section 14.4.~~2625~~ and Section 14.4.~~2726~~. Responsible Parties are jointly and severally liable for the civil penalties assessed pursuant to this section.

2. The Department of Building and Safety shall have the authority to issue an order to comply and assess penalties against any Responsible Party for violation of the sign regulations set forth in Subsection A of this Section 14.4.~~2625~~ pertaining to signage in addition to any other methods or means enabled by this Code.

3. A violation of the off-site sign regulations is deemed a continuing violation, and each day that a violation continues is deemed to be a new and separate offense.

4. The order to comply shall be mailed via U.S. First Class Mail to each Responsible Party.

5. Penalties shall begin to accrue on the ~~16th~~31st day after the effective date shown on the order to comply, unless the violation is corrected or the sign ~~copy~~ is removed before midnight on the ~~15th~~30th day after the effective date.

6. The amount of penalties shall follow the chart in Subsection C below. These penalty amounts shall be in addition to any other fees required by Chapter IX of this Code.

7. After correcting the violation or removing the sign~~copy~~, the Responsible Party must contact the representative of the Department of Building and Safety who issued the order to comply to request a re-inspection. Any penalties assessed will cease to accrue starting on the day that the Department of Building and Safety determines through its re-inspection that the violation has been corrected or that the sign ~~copy~~ has been removed.

8. If the Department of Building and Safety rescinds an order to comply, the violation shall be considered corrected, and no penalties shall be due except when an updated or corrected order to comply is subsequently issued.

9. All other matters pertaining to the issuance of orders to comply and assessment of penalties for violation of sign regulations not addressed by this Section 14.4.~~2625~~ or Section 14.4.~~2726~~ of this Code, including, but not limited to, the processing of appeals, shall be as regulated by Chapter IX of this Code.

C. Amount of Penalties.

~~4.~~ The amount of administrative civil penalties for off-site signs are as set forth in the following table:

SIGN AREA OF OFF-SITE SIGN IN VIOLATION	CIVIL PENALTIES PER DAY OF VIOLATION		
	First Violation	Second Violation	Third Violation and All Subsequent Violations
Less than 150 square feet	\$2, 50 000	\$4,000	\$8,000
150 to less than 300 square feet	\$4,000	\$8,000	\$16,000
300 to less than 450 square feet	\$6,000	\$12,000	\$24,000
450 to less than 600 square feet	\$8,000	\$16,000	\$32,000
600 to less than 750 square feet	\$10,000	\$20,000	\$40,000
750 or more square feet	\$12,000	\$24,000	\$48,000

~~2. The amount of administrative civil penalties for on-site or noncommercial signs of any size shall be the same as the general civil penalty defined in Section 11.00 L of this Code, for the first and all subsequent violations.~~

~~3. For signs of less than 20 square feet in sign area, administrative civil penalties per day for a violation of Section 14.4.3 G of this Code shall be \$500 per day for the first and all subsequent violations.~~

D. **Appeals of Administrative Civil Penalties.** Appeals of any civil penalties imposed by the provisions of this Section shall be processed and adjudicated pursuant to Section 12.26 K of this Code.

E. **Effective Date.** The penalties and other provisions in this Section 14.4.26~~25~~ and Section 14.4.27~~26~~ shall become effective 90 days after the effective date of this ordinance.

SEC. 14.4.27. APPEALS OF ADMINISTRATIVE CIVIL PENALTIES.

~~Appeals shall be reviewed and determined by the Director of Planning, who is granted authority to handle the appeals, including any aspects of an appeal involving ordinances or laws relating to the construction, alteration, repair or demolition of signs or sign structures, pursuant to Section 14.4.26 of this Code.~~

A. **Filing of Appeals.**

~~1. An appeal of civil penalties must be filed within 15 days of the effective date shown on the order to comply issued to the Responsible Party by the Department of Building and Safety. An appeal may only be filed by a Responsible Party.~~

~~2. The appeal must be filed at a public counter of the Department of City Planning, on a form provided by the Department of City Planning, and accompanied by the applicable fees. The appeal shall set forth specifically the points at issue, the reasons for the appeal, and the basis upon which the appellant claims there was an error or abuse of discretion by the Department of Building and Safety. The appeal shall be accompanied by a copy of the order to comply and any other relevant correspondence between the Department of Building and Safety and the Responsible Party. The submittal of the appeal shall follow the mailing procedures set forth in Paragraph 1 of Subsection D of this Section 14.4.27.~~

~~3. Upon the filing of any appeal made pursuant to this Section 14.4.25, the Department of City Planning shall provide a copy of the appeal to the Department of Building and Safety. The Department of Building and Safety shall provide to the Department of City Planning a written report addressing the assertions contained in the appeal and any other relevant information.~~

~~4. The Director of Planning shall assign the review of the appeal to an Administrative Hearing Officer. An Administrative Hearing Officer shall be a qualified employee of the Department of City Planning or other person whom the Director of Planning has deemed qualified to hear the appeal. The appellant may opt to apply for an expedited appeal by paying the fees required to cover the cost of expedited review.~~

~~5. Penalties shall stop accruing on the date that an appeal is filed, and will resume accruing under the circumstances set forth in Subsection E of this Section 14.4.27.~~

~~B. Filing Fees.~~

~~1. The fee to file an appeal under this Section 14.4.27 shall be as specified in Table 4-A of Section 98.0403.2 of this Code.~~

~~2. The fee to file an expedited appeal shall be as specified in Section 19.01 B 3 of this Code.~~

~~3. If the Responsible Party withdraws its appeal of civil penalties, any portion of the fee not expended to process the hearing and review of the appeal shall be refunded.~~

~~C. Time for Appeal Hearing.~~ ~~A hearing for an expedited appeal shall be scheduled no later than 30 days upon filing of the appeal. A hearing for a non-expedited appeal shall be scheduled no later than 90 days upon filing of the appeal.~~

~~D. Notification and Hearing Procedures.~~

~~1. The Department of City Planning shall ensure that notice is sent by mail of the date, time and location of the hearing to the appellant, all responsible parties, the Department of Building and Safety, owners of all properties abutting, across the street or alley from, or having a common corner with the subject property, the applicable Certified Neighborhood Council, and to all persons known to the Department of City Planning to have an interest in the matter. The notices shall be mailed at least 24 days prior to the hearing and shall contain instructions for the submittal of comments in writing.~~

~~2. No less than 20 days before the hearing, the Responsible Party shall post notice of the hearing in a conspicuous location on the premises where the sign or sign structure that is the subject of the appeal is located.~~

~~E. Decision.~~

~~1. The Administrative Hearing Officer may overturn or modify, in whole or in part, the order to comply, and may reduce the amount of the civil penalties. The decision of the Administrative Hearing Officer shall be based solely on the record and evidence that relates to whether or not the Responsible Party violated the sign regulations and whether the Department of Building and Safety erred or abused its discretion as well as testimony introduced at the hearing. In making his or her decision, the Administrative Hearing Officer may consider the seriousness of the violation, previous violations, the number of days the violation has occurred, and good faith efforts taken by the Responsible Party to correct prior violations. The Administrative Hearing Officer, as part of the determination, shall make a finding regarding whether the matter may have a Citywide impact, as described in Subdivision 4 of Section 12.26 K of this Code, or concerns only the use of specific property.~~

~~2. If the Administrative Hearing Officer overturns the order to comply, the case shall be abated and all accrued penalties shall be rescinded. If penalties have been paid, the penalties shall be refunded.~~

~~3. If the Responsible Party withdraws its appeal of civil penalties prior to the hearing, civil penalties shall accrue from the date the citation was issued until the date the violation is corrected.~~

~~4. If the Administrative Hearing Officer upholds the civil penalties, the Responsible Party shall correct the violation(s) (or remove the sign copy in its entirety) within 15 days of the date the decision is mailed to the Responsible Party, or within another time period as determined by the Administrative Hearing Officer. If the violation(s) are not corrected, or the sign copy not removed in its entirety (and no replacement sign copy installed in its place), within this 15-day period, or other period as determined by the Administrative Hearing Officer, penalties shall begin accruing after the end of the period until the violation is corrected (or the sign copy is removed in its entirety).~~

~~5. The decision of the Administrative Hearing Officer shall be in writing. A copy of the decision shall be provided to the appellant, all responsible parties, the Department of Building and Safety, owners of all properties abutting, across the street or alley from, or having a common corner with the subject property, the applicable Certified Neighborhood Council, all persons who have filed written requests for this notice with the Department of City Planning, and all persons known to have an interest in the matter.~~

~~6. The decision of the Administrative Hearing Officer may be appealed following the procedures set forth in Subdivisions 6 through 10 of Section 12.26 K of this Code. The City Planning Commission or the Area Planning Commission is granted authority to handle such appeals, including any aspects of an appeal involving ordinances or laws relating to the construction, alteration, repair or demolition of signs or sign structures.~~

~~7. The Administrative Hearing Officer shall issue a decision on an administrative appeal within 75 days from the date of the hearing on the appeal. If the Administrative Hearing Officer determines that he or she needs an extension of time beyond the 75-day period to make the decision, the Administrative Hearing Officer may at his or her sole discretion extend that time beyond the 75 days. If the decision of the Administrative Hearing Officer is then appealed to the City Planning Commission or an Area Planning Commission, the City Planning Commission or Area Planning Commission shall then issue a decision on the administrative appeal within 75 days. If the City Planning Commission or Area Planning Commission determines that it needs an extension of time beyond the 75-day period to make the decision, the City Planning Commission or Area Planning Commission may at its sole discretion extend that time beyond the 75-day period.~~

SEC. 14.4.2847. RECOVERY OF COSTS.

Pursuant to the procedures and authority found in Article 4.6 of Chapter 1 of Division 7 of the Los Angeles Administrative Code, any City department shall be entitled to recover any fee, charge or cost incurring in enforcing the sign regulations that is collectible under Government Code Section 54988. Collectible fees, charges or costs shall include permit fees, fines, late charges, interest and costs incurred in performing inspections and otherwise enforcing the sign regulations.

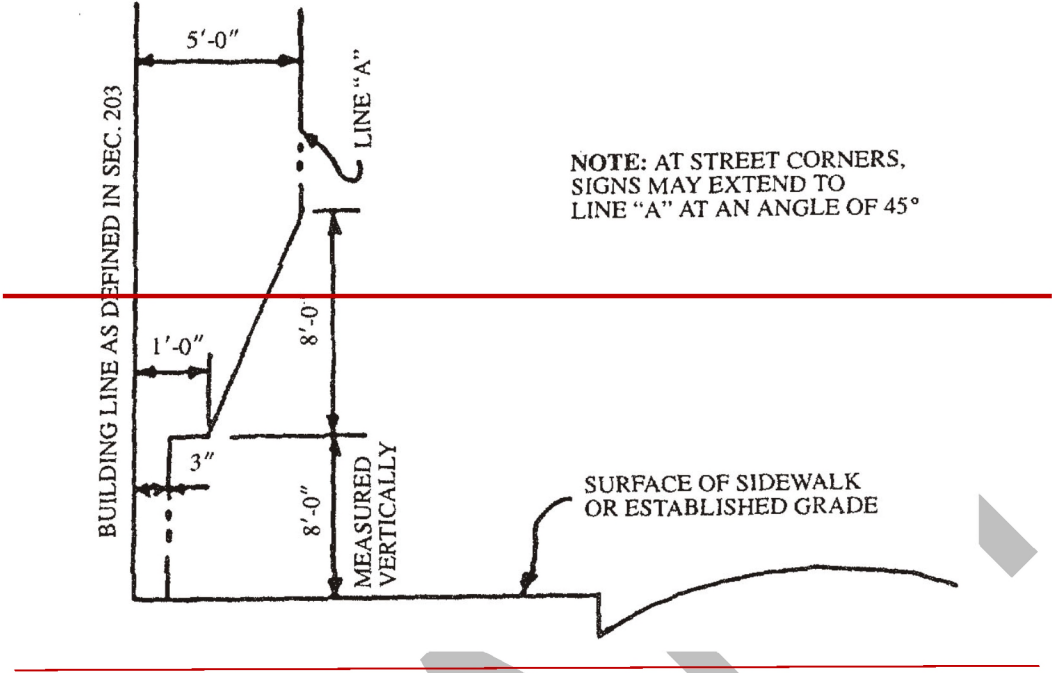
SEC. 14.4.2948. SEVERABILITY.

If any part, sentence, phrase, clause, term, or word of Section 13.11 or Article 4.4 of the Code, which deal with Sign Districts and sign regulations, respectively, is declared invalid or unconstitutional by a valid court judgment or decree of any court of competent jurisdiction, the declaration of such unconstitutionality shall not affect the

constitutionality or lawfulness of any other provision or section of this Code regulating signage, billboards, or Original Art Murals.

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DIAGRAM A



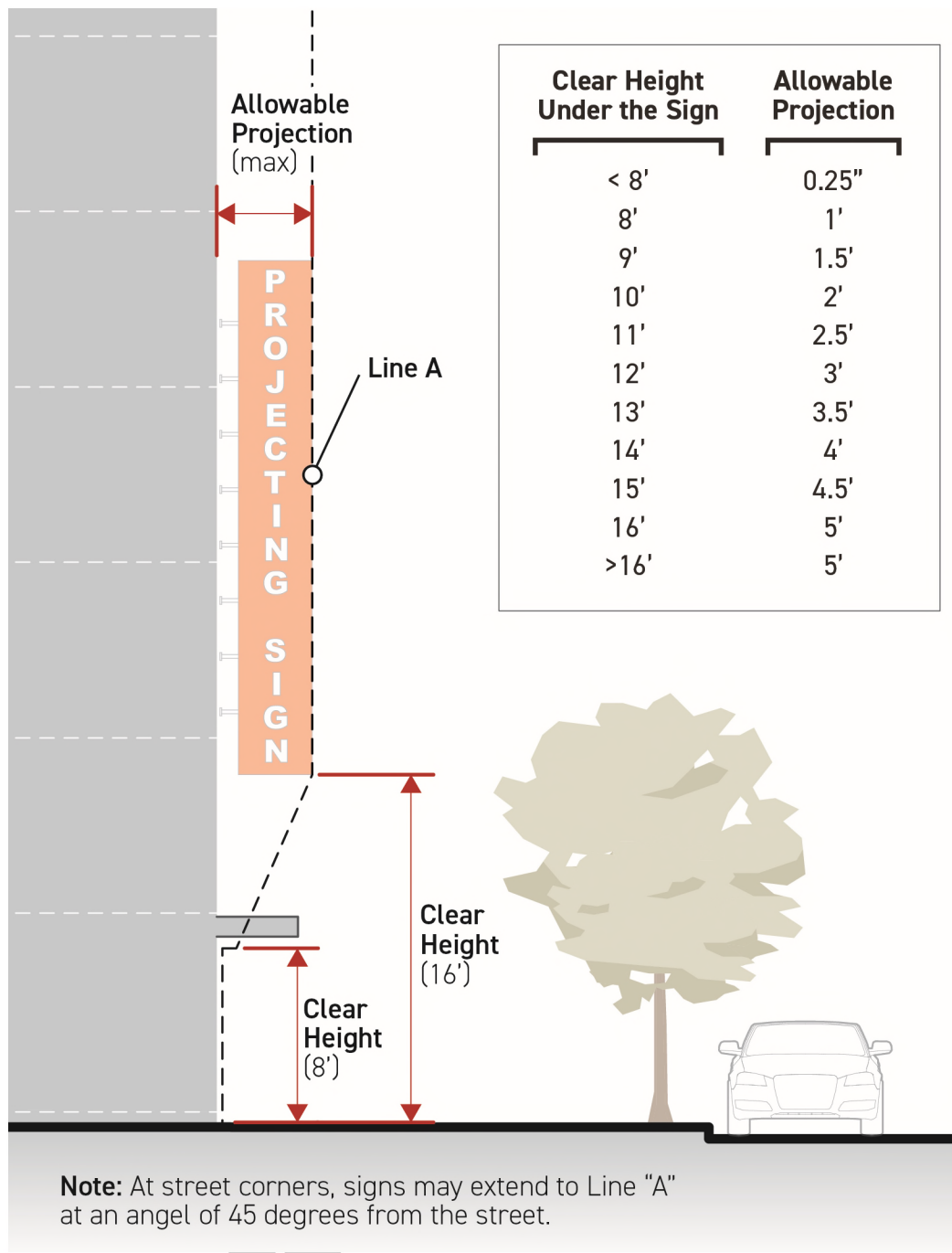
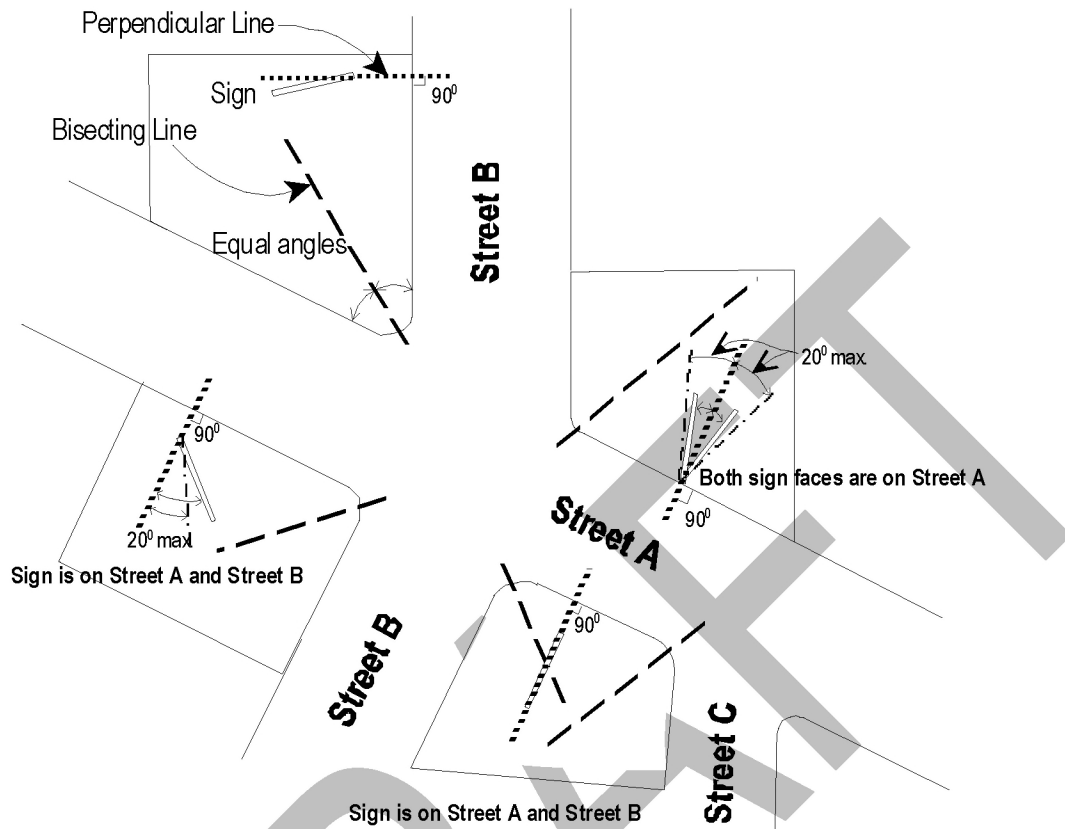
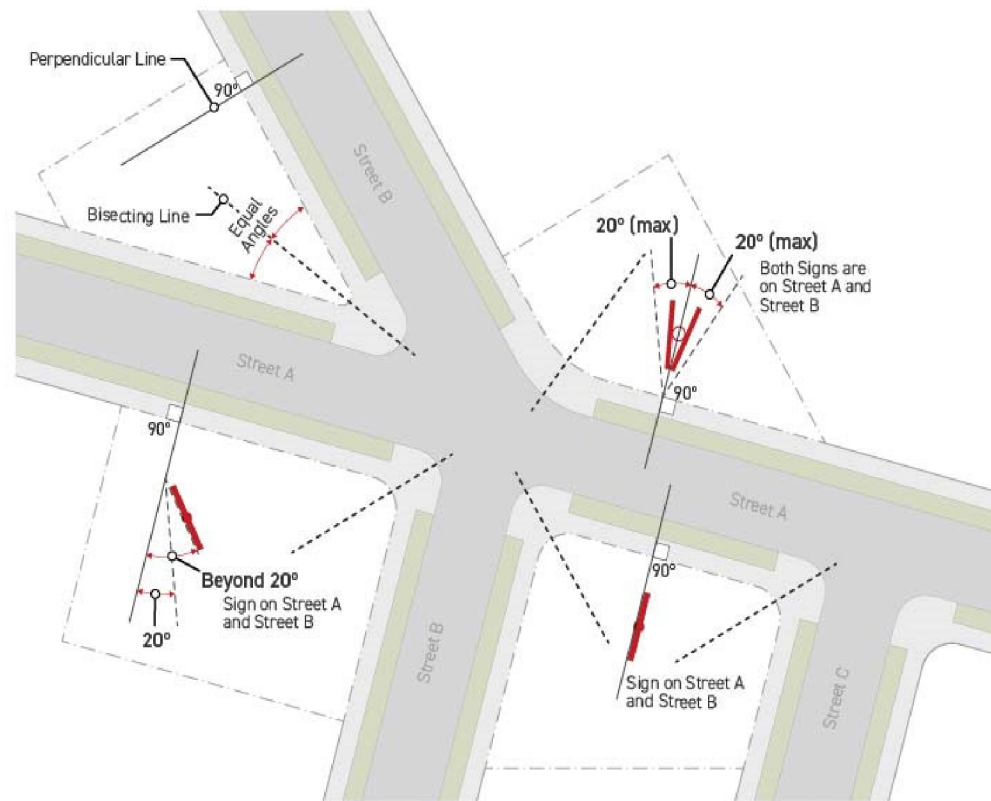


TABLE NO. B
SPACING REQUIREMENTS BETWEEN OFF-SITE SIGNS

	Sign Area	PROPOSED SIGN		
		Less than 80 sq. ft.	80 sq. ft. to 300 sq. ft.	Greater than 300 sq. ft.
Existing or Permitted Sign	Less than 80 sq. ft.	100 ft.	100 ft.	200 ft.
	80 sq. ft. to 300 sq. ft.	100 ft.	300 ft.	300 ft.
	Greater than 300 sq. ft.	200 ft.	300 ft.	600 ft.

DIAGRAM C





DRAFT

Sec. 2149. The table in Subsection A of Section 19.01 of the Los Angeles Municipal Code is amended to read as follows:

Type of Application	Fee (1)
Zone Change - Single Family and Multi-Family dwelling up to 49 units (Section 12.32)	\$11,734
Zone Change - Single Family and Multi-Family dwelling - additional fee for each 50 units over 49 (Section 12.32)	\$5,747
Zone Change - Non-residential less than and including 49,999 square feet (Section 12.32)	\$11,737
Zone Change - Non-residential 50,000 square feet and greater (Section 12.32)	\$16,440
Clarification of Q Classifications or D Limitations - each (Section 12.32 H)	\$4,428
Land Use Determinations by City Planning Commission (Section 12.24.1)	\$11,060
Amendment of Council's Instructions involving (T) Tentative Classifications (Section 12.32)	\$4,264
Height District Change (Section 12.32)	\$11,123
Supplemental Use District: Change or Removal including, but not limited to, O, S, G, RPD, K, CA, POD, CDO, MU, FH, RFA, NSO and Tier 1 SN Districts (Section 12.32 S)	\$67,915
Supplemental Use District: Establishment including, but not limited to, O, S, G, RPD, K, CA, POD, CDO, MU, FH, RFA, NSO and Tier 1 SN Districts (Section 12.32 S)	\$134,608
Tier 2 Sign District – Establishment (Section 13.11 D)	\$67,915
Tier 2 Sign District - Change or Removal (Section 13.11 D)	\$31,316
Conditions of Approval for Oil Drilling (Section 13.01 H)	\$7,650
Zone Boundary Line Adjustment (Section 12.30 H)	\$5,473
Building Line - Establishment, Change or Removal (Section 12.32)	\$8,833
Surface Mining Permits (Section 13.03)	\$2,640

Sec. ~~2250~~. Subsection B of Section 19.01 of the Los Angeles Municipal Code is amended to read as follows:

B. Appeal Fees.

1. Except as expressly provided in Subdivisions 2 and 3 below, the following fees shall be charged and collected with the filing of all appeals.

(a) A fee equal to 85 percent of the underlying application or \$13,277 for first level appeal and \$11,211 for additional level appeals, whichever is less when the appeal is made by the applicant.

(b) A fee of \$89 in the case of an appeal by a person, other than the applicant, claiming to be aggrieved.

2. An appeal filed pursuant to Section 12.26 K 2 of this Code shall be accompanied by a filing fee as specified in Table 4-A of Section 98.0403.2 of the Code, to be collected by the Department. An appeal filed pursuant to Section 12.26 K 6 of this Code shall be charged a fee in accordance with Subdivision 1, above.

~~3. **Expedited Sign Appeal.** An appeal filed pursuant to Section 14.4.27 C of this Code shall be accompanied by an initial filing fee of \$6,000. Any additional costs to the City for human and physical resources necessary to process the appeal in an expedited fashion shall be charged to the appellant.~~

Sec. ~~2351~~. Subsection G of Section 19.01 of the Los Angeles Municipal Code is amended to read as follows:

G. Sign Applications.

[FILING FEE]

Type of Application	Fee
Sign Variance (Section 14.4. 2322)	\$6,448
Sign Adjustment (Section 14.4. 2221)	\$5,370
Plan Approval – Sign Variance (Section 14.4. 2322 C)	\$5,754
Plan Approval – Sign Adjustment (Section 14.4. 2221 C)	\$5,754

Sec. ~~2452~~. Section 91.6216.4.3 of the Los Angeles Municipal Code is hereby amended to read as follows:

91.6216.4.3. The alteration, repair or rehabilitation of any existing sign or sign support structure that exceeds 50 percent of the replacement cost of both the sign and sign support structure must comply with all the requirements of this Code.

EXCEPTION: If the sign or sign support structure is a qualified historical structure, then the applicant may comply with the California Historical Building Code in lieu of Division 62 of this Code.

Sec. ~~2553~~. **APPLICATION OF REGULATIONS TO EXISTING PROJECTS AND INITIATED OR APPLIED FOR SIGN DISTRICTS AND SPECIFIC PLANS.**

This ordinance amends Article 4.4 and related provisions of the Los Angeles Municipal Code to enact new requirements and provisions regulating signs. This ordinance also amends Section 13.11 of the Code to enact new findings and other criteria for the establishment of "SN" Sign Districts. This section sets forth the rules for application of this ordinance to granted discretionary land use approvals and initiated or applied for Sign Districts and specific plans.

A. Discretionary Land Use Approvals.

This ordinance shall not apply to any discretionary land use approval set forth in Section 16.05 B 2 or Section 11.5.7 of the Los Angeles Municipal Code granted prior to the effective date of this ordinance, provided the approval is still valid and specifically allowed signs or otherwise granted relief from the sign regulations. In particular, this ordinance shall not supersede any of the provisions set forth in the approval related to signs, nor shall it supersede any of the procedures set forth in Chapter I of the Los Angeles Municipal Code that authorize a decision-maker to modify the provisions set forth in the approval related to signs.

B. Initiated or Applied for Sign Districts.

Any initiated or applied for Sign District shall be subject to the Sign District regulations in this Code as of ~~May 31, 2017~~September 25, 2019, rather than to the subsequently updated regulations.

An "initiated or applied for Sign District" is one which was not approved before ~~May 31, 2017~~September 25, 2019, but was initiated or applied for before this date, pursuant to Section 12.32 of this Code; or any Sign District for which geographically defined boundaries were identified in a notice of preparation or an environmental impact report issued by the Department of City Planning before ~~May 31, 2017~~September 25, 2019. The term "initiated" shall refer to any proposed Sign District for which a motion was ~~introduced by a City Councilmember or Councilmembers adopted by City Council~~ and referred to the Department of City Planning.

After an initiated or applied for Sign District is adopted, any proposed amendments that would allow signs prohibited by Section 14.4.4 C of this Code shall be subject to the Sign District provisions in this Code at the time such amendments are proposed.

C. Initiated or Applied for Specific Plans.

Within any initiated or applied for specific plan, any regulations governing signage shall be removed from the proposed specific plan and set forth in a proposed Sign District. The proposed Sign District shall be reviewed concurrently with the specific plan, ~~shall not require an application fee,~~ may be allowed in any zone, and shall be subject to the regulations governing specific plans in this Code as of ~~May 31, 2017~~September 25, 2019, rather than the regulations governing Sign Districts.

An "initiated or applied for specific plan" is one which was not approved before ~~May 31, 2017~~September 25, 2019, but was initiated or applied for before this date, pursuant to Section 12.32 of this Code or any specific plan for which geographically defined boundaries were identified in a notice of preparation or an environmental impact report issued by the Department of City Planning before ~~May 31, 2017~~September 25, 2019. The term "initiated" shall refer to any proposed Sign District for which a motion was ~~introduced by a City Councilmember or Councilmembers~~adopted by City Council and referred to the Department of City Planning.

After an initiated or applied for specific plan is adopted and a Sign District is adopted as provided above, any proposed amendments to the Sign District shall be subject to the Sign District provisions in this Code at the time such amendments are proposed.

Sec. 2654. 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 vote of not less than two-thirds** of all its members, at its meeting of _____.

HOLLY L. WOLCOTT, City Clerk

By _____ Deputy

Approved _____

Mayor

Approved as to Form and Legality

MICHAEL N. FEUER, City Attorney

By _____
KENNETH T. FONG
Deputy City Attorney

Date _____

File No(s). CF Nos. 11-1705

EXHIBIT B: City Council Instructions

HOLLY L. WOLCOTT
CITY CLERK

PETTY F. SANTOS
EXECUTIVE OFFICER

City of Los Angeles
CALIFORNIA



ERIC GARCETTI
MAYOR

OFFICE OF THE
CITY CLERK

Council and Public Services Division

200 N. SPRING STREET, ROOM 395
LOS ANGELES, CA 90012
GENERAL INFORMATION - (213) 978-1133
FAX: (213) 978-1040

PATRICE Y. LATTIMORE
DIVISION MANAGER

CLERK.LACITY.ORG

When making inquiries relative to
this matter, please refer to the
Council File No.: [11-1705](#)

OFFICIAL ACTION OF THE LOS ANGELES CITY COUNCIL

September 27, 2019

Council File No.: [11-1705](#)

Council Meeting Date: September 25, 2019

Agenda Item No.: 4

Agenda Description: PLANNING AND LAND USE MANAGEMENT COMMITTEE REPORT relative to citywide sign regulations including opt-in provision, alternative approaches to off-site signs, defining billboard blight, equity for small businesses and mural signs, and related matters.

Council Action: PLANNING AND LAND USE MANAGEMENT COMMITTEE REPORT AND AMENDING MOTION (KREKORIAN - HARRIS-DAWSON) - ADOPTED

Council Vote:

ABSENT	BOB BLUMENFIELD
NO	MIKE BONIN
YES	JOE BUSCAINO
ABSENT	GILBERT A. CEDILLO
YES	MARQUEECE HARRIS-DAWSON
YES	JOSE HUIZAR
YES	PAUL KORETZ
YES	PAUL KREKORIAN
YES	JOHN LEE
YES	NURY MARTINEZ
YES	MITCH O'FARRELL
YES	CURREN D. PRICE
YES	MONICA RODRIGUEZ
YES	DAVID RYU
YES	HERB WESSON

HOLLY L. WOLCOTT
CITY CLERK

Adopted Report(s)

Title	Date
Amending Motion	09/25/2019
Report from Planning and Land Use Management Committee	08/13/2019

PLANNING AND LAND USE MANAGEMENT COMMITTEE REPORT relative to citywide sign regulations including opt-in provision, alternative approaches to off-site signs, defining billboard blight, equity for small businesses and mural signs, and related matters.

Recommendations for Council action:

1. INSTRUCT the Department of City Planning (DCP), with the assistance of relevant departments, to prepare and present a proposed Ordinance regarding citywide sign regulations be presented to the Los Angeles City Planning Commission, then forwarded to Council for its consideration, and to include the following options:
 - a. Establish a Tier 3 Sign District to allow digital signs in commercial designations outside of Regional Centers.
 - b. Enhance the standards by which digital signs can be located by creating more nuanced criteria that accounts for heavily trafficked commercial corridors, limiting placement to certain commercial nodes, establishing height limitations, hours of operation, refresh rates, and other criteria, where these standards would be applicable to signs seeking a relocation agreement.
 - c. That the standards also have a minimum thresholds to prevent an over concentration of small signs.
 - d. Establish a process by which deviations from these standards would require a discretionary approval that would require the consideration, approval and/or would be appealable to the City Council.
 - e. Include an Opt-Out provisions that would prohibit the participation of digital signage, including take down and in lieu, by Community Plan Area and incorporate provisions that would spell out the process which by which a Community Plan Area, may Opt-Out once the ordinance has been adopted.
2. INSTRUCT the DCP to further study and define blight based on the number of signs in a particular geography as well as signs located in Residential zones.
3. INSTRUCT the DCP to draft the proposed Ordinance to direct a minimum of 50 percent of the takedown come from Billboard Blighted areas and that the other 50 percent come from signs in the vicinity of where a digital sign is located.
4. INSTRUCT the DCP to draft the proposed Ordinance a minimum of 50 percent of the in-lieu fee be directed in areas identified as Billboard Blighted areas.
5. INSTRUCT the DCP to define public as land or assets owned by the City, or another governmental agency with which the City that has a memorandum of understanding or other agreement expressly permitting off-site digital signage within the City.
6. INSTRUCT the DCP to establish a citywide cap of new digital signs, both in number of

signs and overall square footage.

7. INSTRUCT the DCP, based on a Citywide cap, establish a phasing program where by signs in public areas would be permitted before digital signs can be located on private property.
8. INSTRUCT the DCP that the proposed penalties be expanded to include the property owners, in addition to any administrative fees related to code enforcement currently in place, and that the penalties identified in the December 2017 report be updated to current values and updated on an annual basis.

Fiscal Impact Statement: None submitted by DCP. Neither the City Administrative Officer nor the Chief Legislative Analyst has completed a financial analysis of this report.

Community Impact Statement: Yes.

For:

Arroyo Seco Neighborhood Council
Brentwood Community Council
Downtown Los Angeles Neighborhood Council
Glassell Park Neighborhood Council
Granada Hills South Neighborhood Council
Greater Wilshire Neighborhood Council
Hollywood Hills West Neighborhood Council
Northwest San Pedro Neighborhood Council
P.I.C.O. Neighborhood Council
Silver Lake Neighborhood Council
Studio City Neighborhood Council

For if amended:

Boyle Heights Neighborhood Council
Coastal San Pedro Neighborhood Council
Los Feliz Neighborhood Council
South Robertson Neighborhood Council
Tarzana Neighborhood Council

Against:

Bel Air-Beverly Crest Neighborhood Council
Historic Highland Park Neighborhood Council
Palms Neighborhood Council
Rampart Village Neighborhood Council
West Los Angeles Neighborhood Council

Against unless amended:

Del Rey Neighborhood Council
Eagle Rock Neighborhood Council
Echo Park Neighborhood Council (formerly Greater Echo Park Elysian Neighborhood Council)

Neutral:
Westside Neighborhood Council

Summary

At a regular meeting held on August 13, 2019, the Planning and Land Use Committee considered a DCP report relative to citywide sign regulations including opt-in provision, alternative approaches to off-site signs, defining billboard blight, equity for small businesses and mural signs, and related matters. During consideration, the Committee posed questions to DCP and asked they respond to the comments made by the public. After providing an opportunity for public comment, and after further deliberation, the Committee recommended that Council instruct DCP to present a proposed Ordinance and other instructions related to the proposed Ordinance. This matter is now forwarded to Council for its consideration.

Respectfully Submitted,

PLANNING AND LAND USE MANAGEMENT COMMITTEE



<u>MEMBER</u>	<u>VOTE</u>
HARRIS-DAWSON	YES
BLUMENFIELD	YES
PRICE	YES
CEDILLO	YES
SMITH	ABSENT

AC

-NOT OFFICIAL UNTIL COUNCIL ACTS-

MOTION

I HEREBY MOVE that Council AMEND the Planning and Land Use Management Committee Report relative to citywide sign regulations including opt-in provision, alternative approaches to off-site signs, defining billboard blight, equity for small businesses and mural signs, and related matters to revise Recommendation No. 7 to read as follows:

INSTRUCT the Department of City Planning, based on a Citywide cap, to report to Council with proposals for:

- a. a phasing program whereby signs in public areas would be permitted before digital signs can be located on private property; and,
- b. a program limiting digital signs only to public areas.

PRESENTED BY _____
PAUL KREKORIAN
Councilmember, 2nd District

SECONDED BY _____
MARQUEECE HARRIS-DAWSON
Councilmember, 8th District

September 25, 2019

CF 11-1705

EXHIBIT C: Comparison Chart – Version B+ and Current Proposal

Key Differences: CPC Version B+ and 2021 Version

Version B+ (October 2015)		City Council Version (February 2021)
On-Site Digital Signs	<i>Disapproved in concept</i>	<ul style="list-style-type: none"> Allowed in C Zones 75% of sign area allotment; not more than 350 sf total; no one sign larger than 300 sf Property must have 150-foot frontage Not permitted within 100' of SF zones, Scenic ROWs, or another digital sign Operations limited to 7 am to 12 am
Content-Related Provisions	<ul style="list-style-type: none"> Amended definitions and content-related provisions to allow any On-Site Sign 	<ul style="list-style-type: none"> Removed all content-related provisions
Relocation Agreements	<i>Disapproved in concept</i>	Allowed in Tier 3 and on Public Property w/ specific limitations
Public Property	<i>Not Approved, Merited Further Study</i>	<ul style="list-style-type: none"> Public Property is defined Relocation Agreements allowed on C, M and PF zones Prohibited in: <ul style="list-style-type: none"> Not within 200' of SF zones, ecological preserve, RIO, state scenic highway Not within HPOZ, parks, schools, libraries, civic buildings (most), Sign Districts Must be 500' from another digital offsite sign Limited operations to 7 am to 12 am
Tier 1 Sign Districts	<ul style="list-style-type: none"> Min 15 acres or 5,000' of street frontage; Reduced in GDHI Area 	No Change

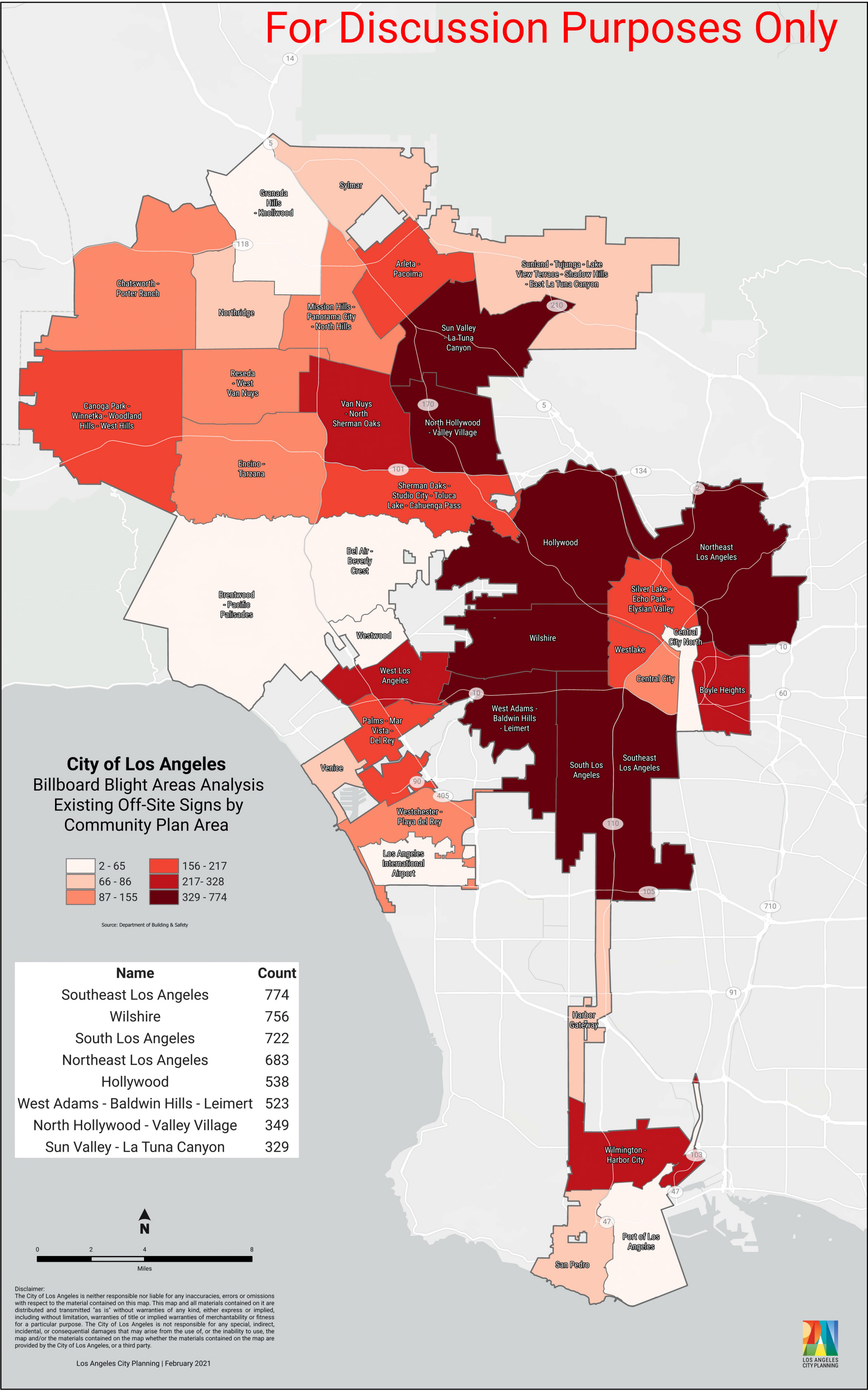
	<ul style="list-style-type: none"> • Regional Center or Regional Commercial & zoned C or R5 • Greater Downtown Housing Incentive Area & zoned C, M or R5 • LAX Specific Plan; or Port of LA Plan; or 20,000-seat stadiums/arenas; or 60-acre zoos/botanical gardens • Distancing Restrictions <ul style="list-style-type: none"> ○ SFD ○ Scenic Hwys/Parks • Council Approval 	
Tier 2 Sign Districts	<ul style="list-style-type: none"> • Allowed in all zones except OS & PF • 3 acres of non-residential development or 50,000 s.f. of non-residential floor area if in designated Regional Center, Regional Commercial, or Greater Downtown Housing Incentive Area, or • At least 5 acres of non-residential development or 100,000 s.f. of nonresidential if in other areas 	<ul style="list-style-type: none"> • Allowed in R5, C, and M zones or if rezoned from those zones to a Specific Plan zone • All other provisions identical
Tier 3 Sign Districts	<i>Not Previously Considered</i>	<ul style="list-style-type: none"> • Allows Relocation Agreements on private property • Allowed in C2, C4, and M zones • Must be at least 3 acres, 1 block or 2640 s. f. of street frontage • Strict off-site sign location restrictions including: <ul style="list-style-type: none"> ○ Not with 500' of single family homes, scenic highways, nature preserves

		<ul style="list-style-type: none"> ○ Not allowed in existing most specific plans, CPIOs, overlays, and Tier 1 and 2 sign districts ○ Limited operations to 7 am to 12 am
Off-Site Sign Reduction	<ul style="list-style-type: none"> • Tier 1 Sign Districts <ul style="list-style-type: none"> ○ 5:1 – Static Signs ○ 10:1 – Digital Signs ○ Sign Impact Area and Areas w/ Reasonable Relationship to new off-site sign 	<ul style="list-style-type: none"> • Tier 1 Sign Districts: <ul style="list-style-type: none"> ○ 1:1 for static signs ○ 2:1 for digital signs • Relocation Agreements/Tier 3: <ul style="list-style-type: none"> ○ 9:1 for off-site signs or in-lieu payment (not less than 2:1) ○ Not less than 4:1 if relocating to existing location (public property only)
Community Benefits Program	<ul style="list-style-type: none"> • Applicable to Tier 1 Sign Districts • Unclear applicability to Tier 2 Sign Districts 	Applicable to both Tier 1 and Tier 2 Sign Districts
Targeted Blight Reduction	<i>Not Previously Considered</i>	<ul style="list-style-type: none"> • Billboard Blighted Areas defined • Tier 3 and Relocation Agreements must equally distribute sign reduction and public benefit payment b/w vicinity of sign and Billboard Blighted Areas
Freeway Exposure	No exceptions to 2000' buffer	Exception from 2000' buffer for Relocation Agreements on Public Property
Illumination Standards	<ul style="list-style-type: none"> • Limitation of 0.3 foot candles above ambient lighting • Maximum nighttime brightness of 300 candelas per square meter and maximum daytime brightness of 5,000 per square meter 	<ul style="list-style-type: none"> • Limitation of 2 foot candles above ambient lighting for static signs. • Digital Displays are limited by separate regulations.

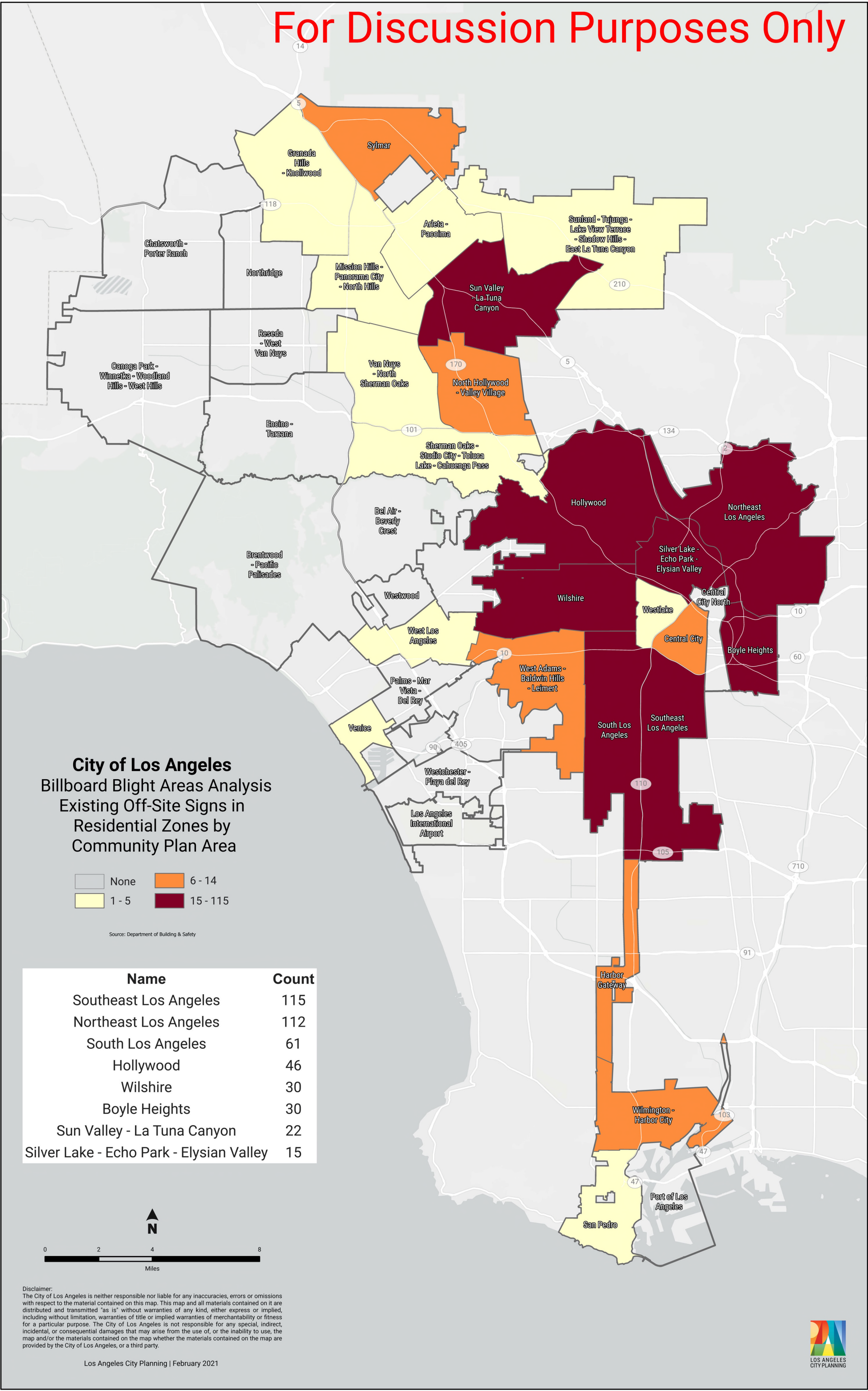
	<ul style="list-style-type: none"> • Neon, neon-like, or LED elements must be dimmable and controlled by timer • No use of highly reflective materials • Maximum lumen output of no more than 20 lumens per square foot. • Light emitting diodes restricted to maximum horizontal beam spread of 165 degrees and a maximum vertical beam spread of 65 degrees, oriented downward. 	
Digital Display Standards	<ul style="list-style-type: none"> • Limitation of 0.3 foot candles above ambient lighting • Maximum nighttime brightness of Same as above, under General 450 candelas per square meter and brightness of 7,500 candelas per square meter 	<ul style="list-style-type: none"> • Limitation of 0.3 foot candles above ambient lighting • Additional limit on operating hours of 7 am to 12 am for all digital displays for on-site signs and relocation agreements with digital displays
Civil Administrative Penalties & Appeals	<ul style="list-style-type: none"> • Significant penalties for off-site and on-site sign violations • Fines start at \$2000/day for violations • Escalate by size of sign and number of violations • Appeal Process 	<ul style="list-style-type: none"> • Applies solely to off-site signs • Fines start to accrue after 30 days not 15 days • DBS discretion in applying fines • Refined appeal process for civil penalties
Applicability to Existing, Applied for and Initiated Sign Districts and Specific Plans	<ul style="list-style-type: none"> • Grandfather date of March 26, 2009 for Sign Districts 	<ul style="list-style-type: none"> • Grandfather date of September 25, 2019 for Sign Districts and Specific Plans

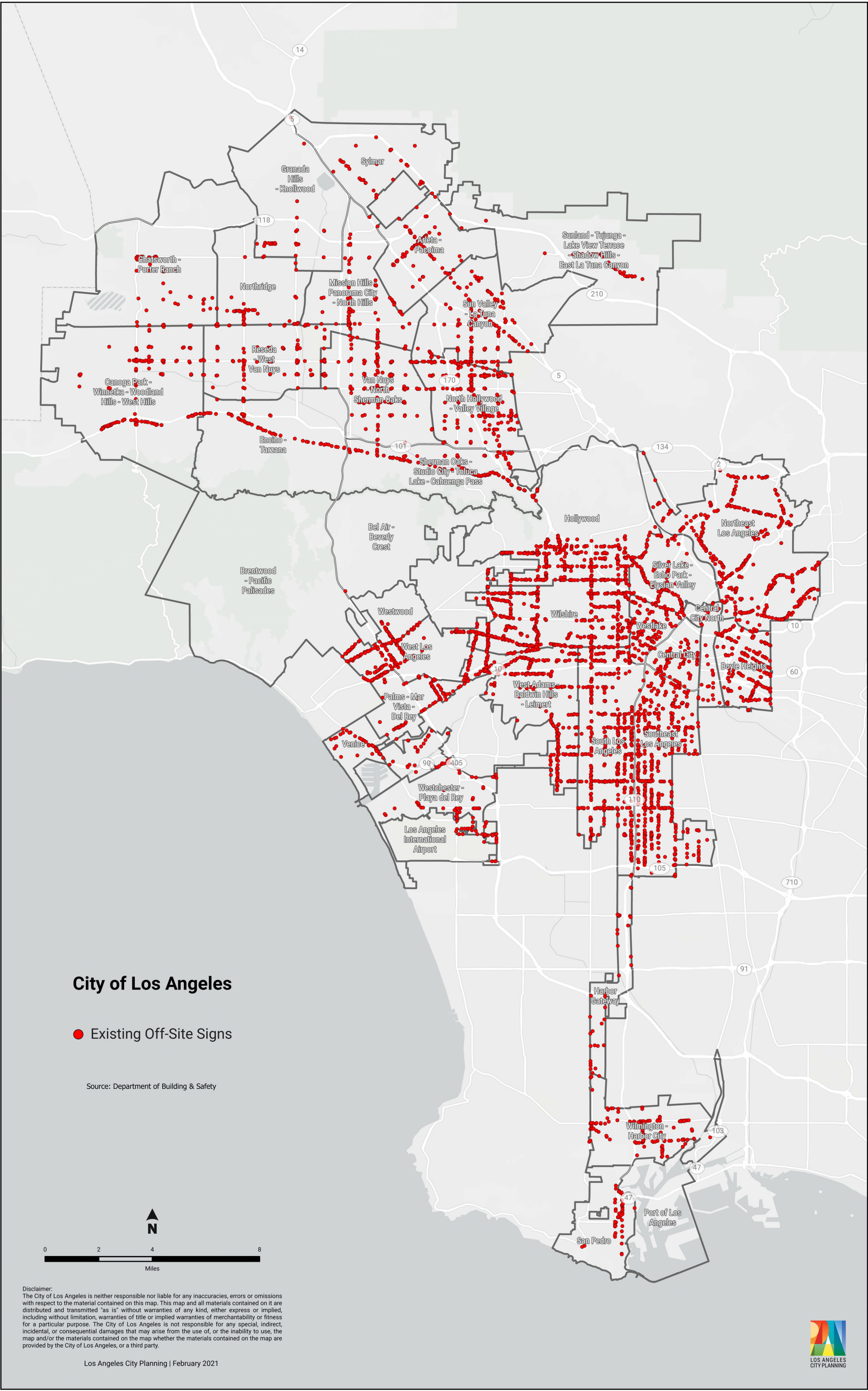
**EXHIBIT D: Billboard
Blighted Areas and Off-Site
Sign Maps**

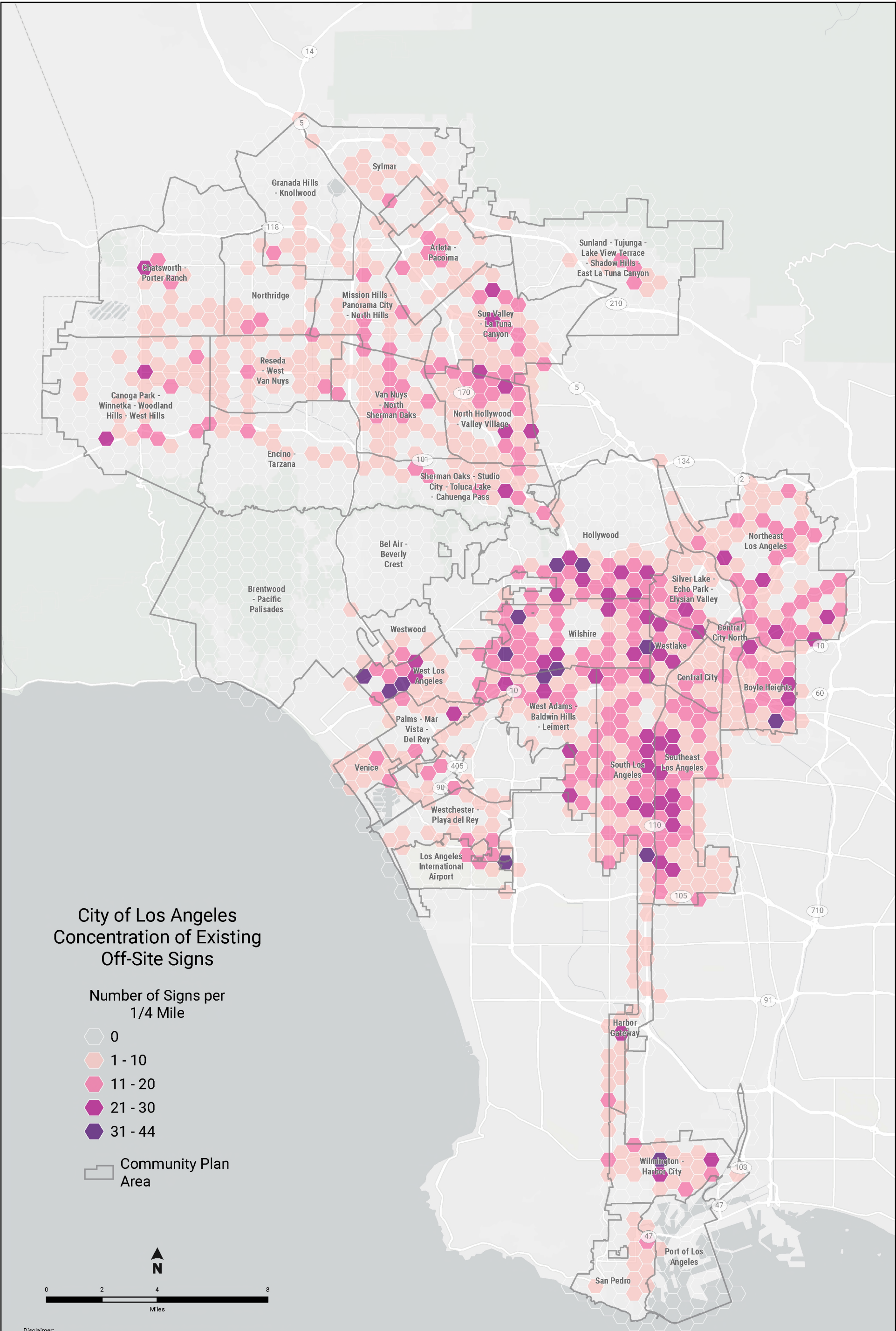
For Discussion Purposes Only



For Discussion Purposes Only







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