

ORDINANCE NO. _____

A proposed ordinance amending Sections 12.05, 12.06, 12.07, 12.08, 12.10.5, 12.11.5, 12.21, 12.21.1, 12.22, 12.23, 12.32, 13.11, Article 4.4 of Chapter I, Section 19.01, and Section 91.6216.4.3 of Chapter IX 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 sign regulations, 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 14 of Subsection A of Section 12.05 of the Los Angeles Municipal Code is deleted.

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

Sec. 3. Paragraph (j) of Subdivision 2 of Subsection A of Section 12.06 of the Los Angeles Municipal Code is deleted.

Sec. 4. Subdivision 14 of Subsection A of Section 12.07 of the Los Angeles Municipal Code is deleted.

Sec. 5. Subdivision 9 of Subsection A of Section 12.08 of the Los Angeles Municipal Code is deleted.

Sec. 6. Subdivision 4 of Subsection B of Section 12.10.5 of the Los Angeles Municipal Code is deleted.

Sec. 7. Subdivision 4 of Subsection B of Section 12.11.5 of the Los Angeles Municipal Code is deleted.

Sec. 8. Subdivision 7 of Subsection A of Section 12.21 of the Los Angeles Municipal Code is deleted.

Sec. 9. Paragraph (b) of Subdivision 3 of Subsection B of Section 12.21.1 of the Los Angeles Municipal Code is deleted.

Sec. 10. 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:

(6) **Signs.**

(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 14.4.22 of this Code: pole signs; projecting signs; or roof signs.

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

Sec. 11. 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 of the 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. 12. 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 comply with Paragraph (a)(6) of this subdivision; and

Sec. 13. 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:

(6) **Signs.**

(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 14.4.22 of this Code.

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

Sec. 14. Paragraph (j) of Subdivision 20 of Subsection C of Section 12.22 of the Los Angeles Municipal Code is deleted.

Sec. 15. Subdivision 3 of Subsection C of Section 12.23 of the Los Angeles Municipal Code is deleted.

Sec 16. Paragraph (c) of Subdivision 4 of Subsection S of Section 12.32 of the 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 or Sign District shall submit plans to the Director for an Administrative Clearance. 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. 17. 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 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.

B. Tier 1 and Tier 2 Sign Districts. There shall be two types of Sign Districts. Tier 1 Sign Districts have a larger minimum size than Tier 2 Sign Districts and can allow off-site signs. Tier 2 Sign Districts can only allow off-site signs that are not visible from the public right-of-way or any property other than the subject property.

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 through 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 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. 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. Except for Sign Districts involving a stadium or arena with a seating capacity of 20,000 or more, 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 Implementation Overlay; or

(b) along the frontage of, or on public land within 500 feet of the center line of, a major highway or secondary highway identified as a scenic highway, scenic parkway, scenic corridor or scenic route as designated on an adopted specific plan, community plan or adopted element of the General Plan.

4. Any on-site or off-site sign within a Tier 1 Sign District that utilizes a digital display, as defined in Section 14.4.2 of this Code, shall only be in operation between the hours of 7:00 am and 12:00 am.

5. In addition to the findings required by Section 12.32 C 2 of this Code, the findings below shall be made in establishing a Sign District. The review of an initial Sign District, or any amendment to an approved Sign District, shall not consider the content or message of any proposed signs.

(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 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, 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; 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 continues to directly advance the purposes of 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 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. A Tier 2 Sign District cannot be requested 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 they are consistent with the purpose of Section 13.11 of this Code and each sign face is not visible from any public right-of-way or any property other than the subject property.

4. Any on-site or off-site sign within a Tier 2 Sign District that utilizes a digital display, as defined in Section 14.4.2 of this Code, shall only be in operation between the hours of 7:00 am and 12:00 am.

5. In addition to the findings required by Section 12.32 C 2 of this Code, the findings in Section 13.11 C 4 of this Code shall be made in establishing a Tier 2 Sign District.

E. 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.

F. Sign Reduction and Community Benefits. Tier 1 Sign Districts shall comply with all regulations within this Subsection. Tier 2 Sign Districts shall only comply with the provisions in Subdivision 2 of this Subsection.

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 D 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 more than five square feet of existing off-site sign area, or a reduction of more than ten square feet of existing off-site sign area if the new off-site sign has a digital display. The reduction of off-site sign area must occur within either the Sign District, the “sign impact area”, or an area with a reasonable relationship to the new signage.

(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 statement under penalty of perjury that the applicant is the sign 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 in existing sign area shall be accomplished prior to issuance of a building permit for the new off-site sign. The applicant shall obtain the required 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," which shall have one boundary adjacent to 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. The ordinance establishing the Sign District must establish a nexus between any Community Benefits and negative impacts caused by signs in the Sign District.

(a) **Community Benefits Measures**

(i) **Sidewalk Widening and Landscaping.** The widening and repaving of the sidewalk and narrowing of the adjacent roadway shall include 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 shall include electric, phone and cable wiring and the removal from view of all associated poles, boxes and other equipment.

(iii) **Streetscape Improvements.** Improvements shall be planned and adopted through a Streetscape Plan.

(iv) **Lighting Improvements.** Improvements shall be planned and adopted through an assessment district or other appropriate vehicle.

(v) **Original Art Murals and Public Art Installations.** Public Art Installations shall be 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 shall be registered pursuant to the requirements of Section 22.119 of the Los Angeles Administrative Code.

(vi) **Public Parking Structures to Serve Pedestrian Centers.** Such public parking structures must serve 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 may include repair or replacement of old or worn building surfaces, grill work, paint, and signage.

(viii) **Other Improvements.** Improvements shall be of a permanent nature and shall 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 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 required findings (e) and (f) enumerated in Paragraph 4 of Subsection C of this Section without the provision of sign reduction or community benefits, as otherwise required by this Subsection.

G. 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 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 signs as defined in Section 14.4.2 of this Code may be permitted in a Sign District.

H. 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. Administration. The Director may grant an Administrative Clearance 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 14.4.22 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 14.4.23 of this Code.

Sec. 18. 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

Section	
14.4.1	Purpose.

- 14.4.2 Definitions.
- 14.4.3 Application.
- 14.4.4 General Provisions.
- 14.4.5 Freeway Exposure.
- 14.4.6 Information Signs.
- 14.4.7 Monument Signs.
- 14.4.8 Projecting Signs.
- 14.4.9 Wall Signs.
- 14.4.10 Illuminated Architectural Canopy Signs.
- 14.4.11 Pole Signs.
- 14.4.12 Roof Signs.
- 14.4.13 Window Signs.
- 14.4.14 Marquee Signs.
- 14.4.15 Temporary Signs.
- 14.4.16 Temporary Signs on Temporary Construction Walls.
- 14.4.17 Off-Site Signs.
- 14.4.18 Awning Signs.
- 14.4.19 Digital Displays.
- 14.4.20 Original Art Murals, Vintage Original Art Murals and Public Art Installations.
- 14.4.21 Signs in A and R Zones.
- 14.4.22 Sign Adjustments.
- 14.4.23 Sign Variances.
- 14.4.24 Continuation of Nonconforming Signs.
- 14.4.25 Violations and Civil Penalties.
- 14.4.26 Appeal Procedures.
- 14.4.27 Recovery of Costs.

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. 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 through a Tier 1 or Tier 2 Sign District.

Architectural Ledge Sign. A wall 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.

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.

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 through 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.

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 or a prefabricated image that is suspended from a horizontal architectural ledge or projection, or from the ceiling of an architectural recess.

Identification Sign. A wall sign that 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 listed in accordance with the National Electrical Code 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.

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 or structure and equipped with a portable blower motor that provides a constant flow of air into the device. 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.

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.

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.

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 through 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.

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.

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.

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 through 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 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.

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 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 this definition.

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 which is supported and attached to the wall by an adhesive or other materials or methods.

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.

SEC. 14.4.3. APPLICATION.

A. **Scope.** All exterior signs and sign support structures shall conform to the requirements of this article and Article 7 of Chapter V (Fire) of this Code.

EXCEPTION: A sign 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 illumination standards set forth in Section 14.4.4 E of this Code. No sign face shall be visible from any public right-of-way or any property other than the subject property. Such features may have necessary openings for ingress and egress.

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 enumerated in Article 4.4 of Chapter I are allowed. Any use or structure that is not so enumerated is prohibited. This amendment clarifies the City Council's long-standing interpretation and does not change existing law. Thus, 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 to be done, in violation of any of the provisions of Article 4.4 of Chapter I.

C. **On-Site Signs.** Information signs, monument signs, projecting signs, wall signs, illuminated architectural canopy signs, pole signs (not including pole signs permitted by Section 14.4.17 of this Code), window signs, marquee signs and awning signs may only display on-site or noncommercial messages. On-site signs must comply with the following provisions of the Code, as applicable: Sections 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; 14.4.18; 14.4.19; 14.4.20; 14.4.21; 14.4.22; 14.4.23; 14.4.24; 14.4.25; 14.4.26; 14.4.27; 91.6205; 91.6207; and 91.6216.

D. **Off-Site Signs.** Legally existing non-conforming off-site signs may display off-site or noncommercial messages. Such off-site signs must, to the extent applicable, comply with the following provisions of the Code: 14.4.4; 14.4.5; 14.4.17; 14.4.22; 14.4.24; 14.4.25; 14.4.26; 14.4.27; 91.6205; 91.6206; and 91.6207.

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; 14.4.15; 14.4.16; 14.4.21; 14.4.25; 14.4.26; 14.4.27; 91.6205; and 91.6207.

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; 14.4.6; 14.4.9; 14.4.11; 14.4.15; 14.4.16; 14.4.18; 14.4.21 and 14.4.24.

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; 14.4.16; 14.4.18; 14.4.19; and 14.4.24.

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 and Section 12.12.1 of this Code.

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.

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 14.4.15 and 14.4.16 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 14.4.15 and 14.4.16 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, or 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 pursuant to a Tier 1 or Tier 2 Sign District. 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 or pursuant to a specific plan or other supplemental use district that specifically permits on-site signs with a digital display.

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. Illumination Standards (all signs, including digital displays).

1. All illuminated signs shall have a brightness limitation of 0.3 foot candles above ambient lighting.
2. All illuminated signs shall have a nighttime brightness no greater than 300 candelas per square meter and a daytime brightness no greater than 5,000 candelas.

3. The brightness of any sign that includes neon, neon-like, or LED elements shall be fully dimmable and controlled by a timer which shall be maintained in good working order.

4. No sign shall use highly reflective materials such as mirrored glass.

5. All signs shall have a maximum total lumen output of no more than 20 lumens per square foot.

6. All light emitting diodes used within any sign shall have a maximum horizontal beam spread of 165 degrees and a maximum vertical beam spread of 65 degrees. All light emitting diodes shall be oriented downwards towards the street, rather than towards the sky.

Notwithstanding Section 14.4.3 A of this Code, the aforementioned illumination standards shall also apply to interior signs.

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 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.

I. **Sign Permit Priority Status.**

1. To maintain location, area, frontage, or spacing status, signs must be installed within 6 months of issuance of a building permit or prior to expiration of any permit extension granted by the Department of Building and Safety.

2. Where more than one permit has been issued and the effect of those permits when considered together results in a violation of this article, all permits except the permit with the earlier date and time of issuance shall be invalid.

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 edge of roadway grade nearest the sign. 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. **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 14.4.22 and 14.4.23 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 14.4.22 of this Code are made in addition to all other required findings.

M. **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 historic sign once existed at that location, and that the reconstructed or re-created sign will enhance the historic nature of the building or historic district and comply with the Secretary of the Interior's Standards. 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.

N. **Legal Access on Adjoining Lots.**

A sign providing 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 and not less than 4' in width and shall be 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. However, at the termination of an off-ramp, any wall sign located along the front line may be viewed primarily from the 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. **Exemption.** 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 signs, 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 on a building permitted in this subdivision shall not exceed 100 square feet. Any one sign shall not exceed 50 square feet in area.

The Department of Building and Safety and the Department of Transportation shall determine whether or not the sign or sign support structure is in conflict with the provisions of this Section 14.4.5. If it is determined that any sign or sign support structure is in conflict with any of the provisions of this Section 14.4.5, then the permittee or other responsible person shall be advised and shall remove, rearrange or relocate the sign or sign support structure within this three-year period.

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.

SEC. 14.4.7. 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 monument signs, projecting signs, wall 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 above sidewalk grade or edge of roadway grade nearest the sign.

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. The location of monument signs shall not 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. **Projection.** Monument signs shall not project over the roof of a building or over the building line.

SEC. 14.4.8. 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 mini-shopping centers and commercial corners 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 face and 600 square feet on all 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 projecting signs, wall 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 sidewalk grade or edge of roadway grade nearest the sign and shall not extend above the top of the 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 building line, 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 building line and has a width of 3 feet as measured parallel with the building line. In no event may a projecting sign project more than 8 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. 14.4.9. WALL SIGNS.

A. **Area.**

1. For a single-story building, the total sign area of wall signs facing 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 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.

5. The combined sign area of 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.

EXCEPTION: Where there is less than 3 feet between the top of the wall and the top of a window, the wall sign 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 more restrictive shall not be illuminated.

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

4. No wall sign shall cross the perimeter of any 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 Fire Department determines that the sign would not create a hazardous condition and the sign is approved through 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 building 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 signs only. Identification 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 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 D1 of this Section.

SEC. 14.4.10. 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 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 illuminated architectural canopy signs, projecting signs, monument signs, wall 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 the sidewalk grade or edge of roadway grade nearest the sign

and shall not be located closer than 2 feet from the curb of any roadway, as measured horizontally.

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

F. **Projection.** Illuminated architectural canopy signs may project over a building line. However, in no event may an illuminated architectural canopy sign project more than 3 feet from the face of the building.

SEC. 14.4.11. POLE SIGNS.

A. **Permitted.** Pole signs shall not be permitted on that portion of a lot having less than 50 feet of street frontage. Lots having a street frontage of at least 50 feet may have a pole sign for each 200 feet of street frontage or fraction thereof. Pole signs shall not be permitted for mini-shopping centers and commercial corners unless a Sign Adjustment is granted.

B. **Area.**

1. 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 face and 800 square feet on all 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 pole signs, projecting signs, monument signs, illuminated architectural canopy signs, wall 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.** Height shall be measured from the nearest sidewalk or edge of roadway grade to the top of the sign. The overall height limitation shall be determined by street frontage as follows:

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 interfere or present a hazard to pedestrian or vehicular traffic.
4. Notwithstanding the requirements of Subsection F of this Section, 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 building line, 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 building line and has a width of 3 feet as measured parallel to the building line.

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 ten percent of the overall height of the sign.

SEC. 14.4.12. 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 mini-shopping centers and commercial corners 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 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.

SEC. 14.4.13. WINDOW SIGNS.

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

B. **Combined Area.** The combined sign area of 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. 14.4.14. 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.** Signs shall not be attached to any portion of the marquee except on the periphery. Wall signs on the periphery of a marquee shall not extend above or below the periphery of the marquee. Signs shall not be extended above nor suspended below the exterior periphery of a marquee sign.

SEC. 14.4.15. 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. 14.4.16. TEMPORARY SIGNS ON TEMPORARY CONSTRUCTION WALLS.

A. Permit Required. A building permit shall be required for a temporary sign on a temporary construction wall. Temporary signs on temporary construction walls shall comply with the construction requirements of Section 14.4.15 E of this Code. For purposes of this Section 14.4.16, the term “applicant” shall mean the owner of the sign company or, if there is no sign company, the owner of the property.

B. Area. Notwithstanding the provisions of Section 14.4.15 C 1 and 2 of this Code, signs placed on temporary construction walls or solid wood fences surrounding vacant lots pursuant to the terms of this section shall not extend above the top of the wall or fence and shall comply with the following:

1. The combined sign area of temporary signs shall not exceed 8 square feet for each foot of street frontage on which the signs are located.
2. Individual signs shall not exceed a sign area of 250 square feet.
3. Signs may be grouped to form a maximum sign area of 250 square feet.
4. Signs or groups of signs having an area of 250 square feet shall be separated from any other sign on the temporary construction walls or solid wood fences surrounding vacant lots by at least 10 feet measured horizontally, except that information signs governed by Paragraph 8 of Subsection F of this section may be placed within such 10-foot spaces.

C. Time Limit. Notwithstanding the provisions of Section 14.4.15 C of this Code, signs placed on temporary construction walls or solid wood fences surrounding vacant lots pursuant to the terms of this section shall be allowed to remain for as long as the building permits associated with the construction site remain in effect or for a period of two years, whichever is less. Building permits for signs on solid wood fences surrounding vacant lots, which are not construction sites, shall be issued for a time period not to exceed one year. The Department of Building and Safety shall grant a new building permit for a period equal to the original building permit term upon the receipt of (i) an application for a new building permit, (ii) the payment of the building permit fee and (iii) a written statement from the Director of the Office of Community Beautification of the Department of Public Works (Office of Community Beautification) consenting to the new building permit.

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

E. **Location.** Temporary signs placed on the exterior surfaces of any temporary construction walls, or solid wood fences surrounding vacant lots are limited to lots located in the C, M, or RAS zones.

F. **Special Requirements for Signs on Temporary Construction Walls or Solid Wood Fences Surrounding Vacant Lots.**

1. **Office of Community Beautification.** The Office of Community Beautification is hereby designated the authorized representative of the City for the purpose of enforcing and implementing the provisions of Sections 91.8904.1.2 and 91.8307 of this Code to remove the nuisances described in this Section 14.4.16.

2. **Review by the Office of Community Beautification.** At any time after the issuance of a building permit under this section and upon request of the Council district office of the Council district in which the site or lot is located, the Office of Community Beautification shall investigate an area consisting of a 500-foot radius around the permitted site or lot to determine whether there exists a public nuisance due to the presence of graffiti or posters/handbills on light poles, utility poles, bus stops, and any other illegal postings on public property. If the Office of Community Beautification cannot establish that the area constitutes a public nuisance because of the presence of graffiti, posters/handbills and any other illegal postings on public property within a 500-foot radius around the permitted site or lot, then the Office of Community Beautification shall expand the radius around the site or lot in 250-foot increments, up to a maximum radius of 1500-feet.

3. **Notification of Locations for Placement of Signs.** Within 10 days after the issuance of the building permit, the applicant shall provide written notification to the Office of Community Beautification and the Council district office of the Council district in which the construction site or vacant lot is located. The notification shall contain the name and address of the applicant and the property address where the signs will be placed. The notification to the Office of Community Beautification shall include a copy of the applicant's contract with the property owner to post signs at the specified location.

4. **Nuisance Abatement.** It shall be the applicant's responsibility to clean and maintain free from graffiti public property and rights-of-way within an area consisting of a 500-foot radius or any expanded radius required by the Office of Community Beautification around the permitted site or lot. The applicant shall patrol the abatement area every 24 four hours to search for graffiti and remove any graffiti within 24 hours of its discovery. The removal of graffiti shall include, but not be limited to, spray paint on walls, poles, and fences on public property. In addition, the applicant shall also be responsible for removing any posters/handbills on light poles, utility poles, bus stops, and any other illegal postings on public property. At the time of graffiti removal, the applicant shall

also remove any trash, debris or rubbish from the public sidewalks within the abatement area around the permitted site. The Office of Community Beautification shall enforce the provisions of this subsection.

5. **Permit Revocation.** Any building permit issued pursuant to this section may be revoked by the Department of Building and Safety for any of the following reasons, provided a written and signed notification of the applicant's failure to comply with the following Paragraphs (a), (d), (e) or (f) of this subsection is sent to the Department of Building and Safety by the Director of the Office of Community Beautification:

(a) Failure by the applicant to maintain the temporary construction wall or solid wood fence surrounding a vacant lot free from graffiti.

(b) Failure by the applicant to comply with the terms of the permit.

(c) Failure by the applicant to maintain the bond required in Subsection A of this section.

(d) Failure by the applicant to eradicate graffiti within a 500-foot radius, or any expanded radius required by the Office of Community Beautification, of the temporary construction wall or solid wood fence surrounding a vacant lot within 20 hours of receiving notification of the presence of graffiti from the Office of Community Beautification or the Council staff in the Council district in which the construction site or vacant lot is located.

(e) Failure by the applicant to remove posters/handbills placed on light poles, utility poles, bus stops and any other illegal postings on public property within a 500-foot radius or any expanded radius required by the Office of Community Beautification of the temporary construction wall or solid wood fence surrounding a vacant lot within 20 hours of receiving notification of the presence of posters/handbills or other illegal postings from the Office of Community Beautification or the Council staff in the Council district in which the construction site or vacant lot is located.

(f) Failure by the applicant, at the time of graffiti removal, to remove trash, debris or rubbish from the public sidewalks within the abatement area around the permitted site.

6. **Removal of Signs.** If the Department of Building and Safety revokes the building permit allowing signs on temporary construction walls or solid wood fences surrounding vacant lots then any signs placed on the temporary construction walls or solid wood fences surrounding vacant lots shall

be removed by the applicant within seventy two hours after receipt of written notification.

7. **Public Nuisance.** Any signs remaining on temporary construction walls or solid wood fences surrounding vacant lots after the building permit is revoked are deemed to be a public nuisance that can be abated by utilizing the procedure contained in Section 91.8904, *et seq.*, of this Code.

8. **Information Sign.** Each temporary construction wall or solid wood fence surrounding vacant lots shall display an information sign that provides the following governmental safety information, the date the wall was erected or permitted, the address and telephone number of the person responsible for maintaining the property, and the address and telephone number of the Office of Community Beautification. If the Office of Community Beautification maintains a graffiti hotline, this telephone number shall also be displayed on the information sign. The information sign shall conform to the requirements of Section 14.4.6 of this Code, and may be located within the 10-foot spaces between signs on the temporary construction wall or solid wood fence.

SEC. 14.4.17. OFF-SITE SIGNS.

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

B. **Height.**

1. The height to the top of the off-site sign shall be limited to a maximum of 42 feet above the sidewalk grade or edge of roadway grade nearest the sign. 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 to the top of the off-site sign 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 the sidewalk grade or edge of roadway grade nearest the sign.

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:

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

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 building line and that passes through a point on the building line 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 building line.

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 shall not exceed 10 feet.

SEC. 14.4.18. 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 California 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 the nearest sidewalk or edge of roadway grade to the top of the valance.

SEC. 14.4.19. DIGITAL DISPLAYS.

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

B. Digital displays with changing messages shall utilize either an instant transition between messages, or a fading transition with a transition time between messages of not less than 1 second and not more than 2 seconds. At no time shall a digital display go blank during a transition.

C. 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 the illumination standards set forth in Section 14.4.4.E.1.a.

D. Digital displays 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.

E. Digital displays shall only operate between the hours of 7:00 a.m. and 12:00 a.m.

F. **Illumination Testing.** Prior to the operation of any digital sign, and again 12 months after the sign has become operational, the applicant shall conduct testing to indicate that illumination and intensity levels from each sign face are in compliance with the provisions in Section 14.4.4.E and provide a copy of the results along with a certification from a Department of Building and Safety-approved testing agency to the Department of Building and Safety stating that the testing results demonstrate compliance. The testing shall be at the applicant's expense.

In addition, if as a result of a complaint, the Department of Building and Safety has cause to believe the subject sign illumination is not in compliance with the Municipal Code or the regulations in Section 14.4.4.E, the Department of Building and Safety may request that the subject sign be retested at the applicant's or its successor's expense to determine compliance. If the testing reveals that the sign is not in compliance with the illumination standards in Section 14.4.4.E or elsewhere in the Municipal Code, the applicant or its successor shall adjust the signage to bring it into compliance immediately or pay penalties per Section 14.4.25.

G. 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 illumination limitations 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. 14.4.20. 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. 14.4.21. SIGNS IN A AND R ZONES.

A. General Provisions.

1. No freestanding sign shall exceed a height of 6 feet.
2. No sign which is attached to a building shall project above the lowest portion of any roof, eave or ridge of the building.
3. 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.
4. No sign shall contain any flashing, moving, or digital display.

B. Temporary Signs. 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:

1. The sign area of any temporary sign shall not exceed 10 square feet.
2. 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 Subsection C of this Section.
3. Temporary signs shall comply with the time limit specified in Section 14.4.15 of this Code.

C. Permanent Signs. Permanent signs shall be allowed in the zones and subject to the provisions listed below:

1. **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 sign area of all signs on a lot in the A1 or A2 zones shall not exceed 30 square feet.

2. **RA, RE, RS, R1, RU, RZ, RW1, R2 and RW2 Zones.** Any number of wall signs and one 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 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.

3. **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 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.

4. **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 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.

5. **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 sign area of all signs on a lot in the RMP zone shall not exceed 15 square feet.

SEC. 14.4.22. 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 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 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.

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 allow any sign prohibited by an individual Sign District.

SEC. 14.4.23. 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 14.4.23. 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 14.4.23.

SEC. 14.4.24. CONTINUATION OF NONCONFORMING SIGNS

Any existing sign that lawfully 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.

SEC. 14.4.25. VIOLATIONS AND ADMINISTRATIVE CIVIL PENALTIES.

A. **Purpose.** This Section 14.4.25 applies only to the sign regulations set forth in Article 4.4 of Chapter I and in Chapter IX of this Code and to violations of any other sign regulations established by ordinance. The City Council finds there is a need for alternative methods of enforcing all provisions of this Code pertaining to 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. The assessment of the civil penalties established in this Section 14.4.25 is in addition to any other administrative or judicial remedies established by law which may be pursued to address violations of the sign regulations.

B. Authority and General Provisions.

1. 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 any provisions of this Code pertaining to signage.

2. The owner of the property on which a sign is located and the owner of the sign and sign support structure are both responsible parties for complying with all provisions of this Code pertaining to signage. In addition, the owner of

the property and the owner of the sign or sign support structure are jointly and severally liable for the civil penalties assessed pursuant to this section.

3. A violation of the 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 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 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.

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 14.4.25 or Section 14.4.26 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.

1. 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	\$2,500	\$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, civil penalties per day for a violation of Section 14.4.21 of this Code shall be \$500 per day of violation for the first and all subsequent violations.

D. **Effective Date.** The penalties and other provisions in this Section 14.4.25 and Section 14.4.26 shall become effective 90 days after the effective date of Los Angeles Ordinance No. _____.

SEC. 14.4.26. APPEALS OF ADMINISTRATIVE CIVIL PENALTIES.

The procedures set forth in this section govern appeals of the administrative civil penalties assessed pursuant to Section 14.4.25 of this Code. Such appeals shall be reviewed and determined by the Director of Planning, who 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. Further, such appeals shall not require review by the Board of Building and Safety Commissioners as would otherwise be required by Section 91.105.5.5 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 as published by the Department of City Planning, to include mailing recipients as specified in Paragraph 1 of Subsection D of this Section.

3. Upon the filing of any appeal made pursuant to this Section 14.4.26, 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. The City Attorney, upon the request of the Director of Planning, may assign a deputy or assistant city attorney to attend any hearing and give advice on any and all legal matters pertaining to the proceeding.

B. Filing Fees.

1. The fee to file an appeal under this Section 14.4.26 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. Expedited Appeal Review. A hearing for an expedited appeal shall be scheduled no later than 30 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. Any comments on the appeal must be received in writing, and shall be made available to members of the public upon request.

3. 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.

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. After the end of the period, the penalties shall resume 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. 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 and during that time extension the accrual of penalties shall be suspended notwithstanding Section 14.4.25 B 5 of this Code. If the decision of the Administrative Hearing Officer is then appealed to the City Planning Commission or an Area Planning Commission, the suspension shall stop and penalties shall once again commence accruing. 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 and during that time extension the accrual of penalties shall be suspended notwithstanding Section 14.4.25 B 5 of this Code. Penalties shall continue to accrue during any extension of time requested by the party bringing the administrative appeal, unless the decision-maker determines at its sole discretion that the penalties should be suspended during that extension of time.

SEC. 14.4.27. RECOVERY OF COSTS.

Pursuant to the procedures and authority found in Los Angeles Administrative Code Section 7.35.3, 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. 14.4.28. 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.

DIAGRAM A

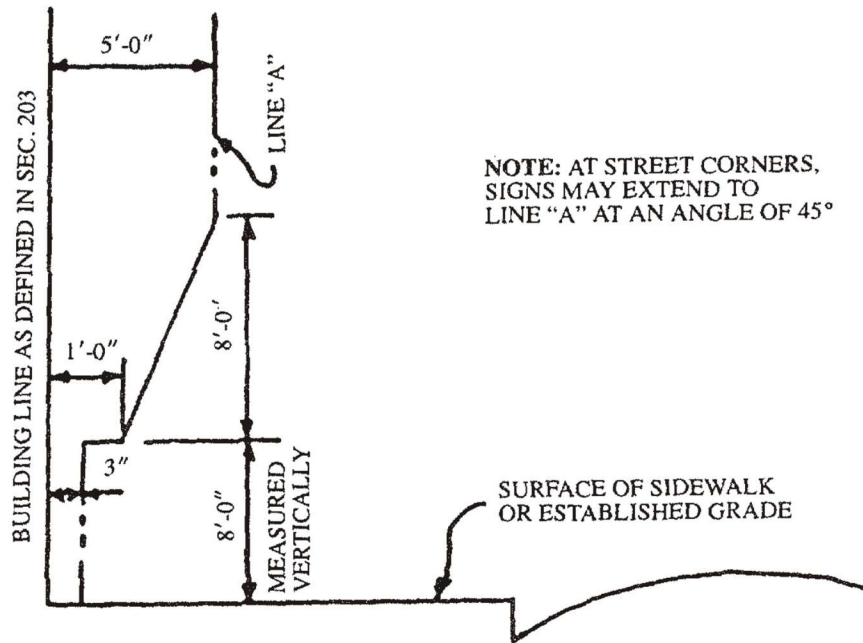
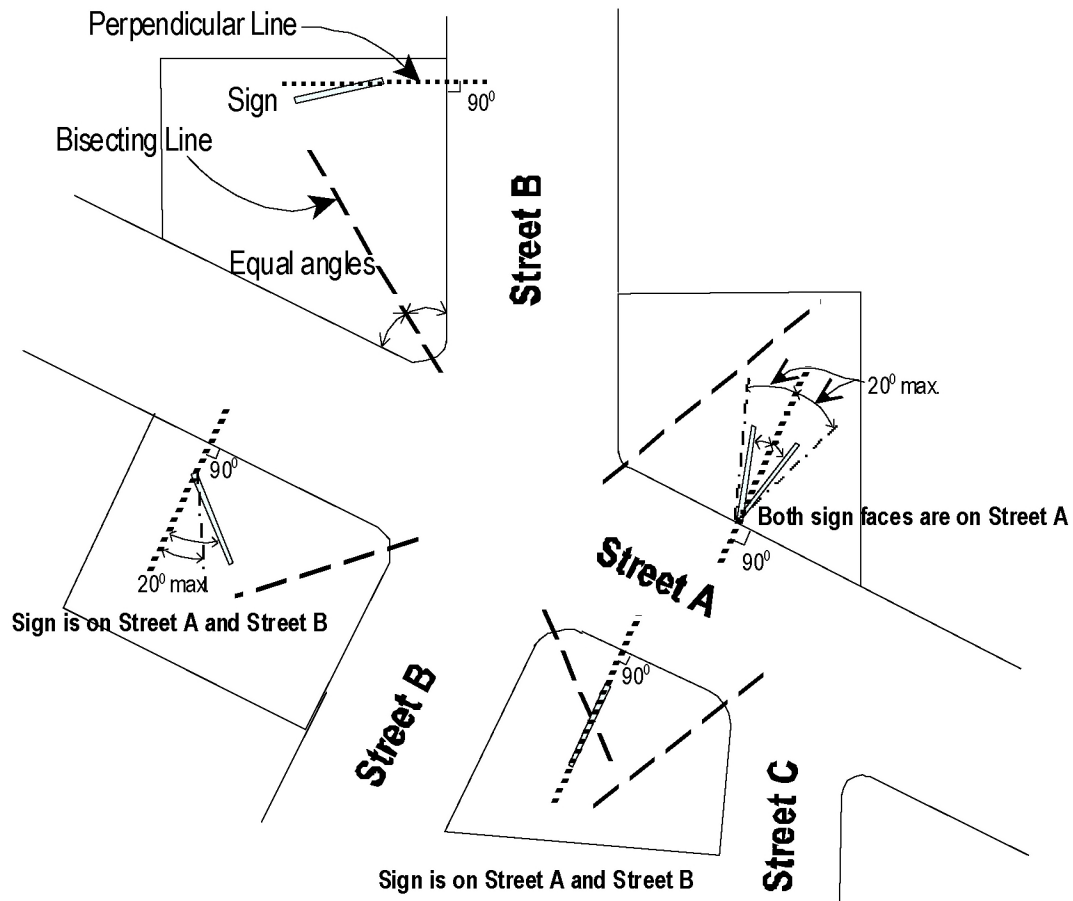


TABLE NO. B
SPACING REQUIREMENTS BETWEEN OFF-SITE SIGNS

	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



Sec. 19. Subsection B of Section 19.01 of the Los Angeles Municipal Code is amended to read:

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 14.4.26 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. 20. 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 (2)
Zone Change - Single Family and Multi-Family dwelling - additional fee for each 50 units over 49 (Section 12.32)	\$5,747 (2)
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. 21. Subsection G of Section 19.01 of the Los Angeles Municipal Code is amended to read:

G. Sign Applications.

[FILING FEE]

Type of Application	Fee
Sign Variance (Section 14.4.23)	\$6,448
Sign Adjustment (Section 14.4.22)	\$5,370
Plan Approval – Sign Variance (Section 14.4.23 C)	\$5,754

Plan Approval – Sign Adjustment (Section 14.4.22 C)	\$5,754
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Sec. 22. 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. 23. APPLICATION OF REGULATIONS TO EXISTING PROJECTS, INITIATED OR APPLIED FOR SIGN DISTRICTS AND SPECIFIC PLANS, AND APPROVED SIGN DISTRICTS.

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 Sign District initiated or applied for prior to March 26, 2009 shall be subject to the Sign District regulations in this Code rather than to the subsequently updated regulations.

A “Sign District initiated or applied for” is one which was not approved before March 26, 2009 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 March 26, 2009. The term “initiated” shall refer to any proposed Sign District for which a motion was introduced by a City Councilmember or Councilmembers 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 December 16, 2014 rather than the regulations governing Sign Districts.

An "initiated or applied for specific plan" is one which was not approved before December 16, 2014 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 December 16, 2014. The term “initiated” shall refer to any proposed Sign District for which a motion was introduced by a City Councilmember or Councilmembers 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.

D. Approved Sign Districts

Sign Districts approved by the City Planning Commission prior to the effective date of this ordinance shall be subject to the Sign District regulations in effect at the time of approval rather than to the subsequently updated regulations.

Sec. 24. **STATEMENT OF INTENT.**

This ordinance amends Article 4.4 of Chapter 1 of the Los Angeles Municipal Code to clarify that the sign regulations are permissive. This ordinance affirms the Council’s intent that a use or structure is only allowed if the codes and ordinances of the City of Los Angeles expressly allow it. Any use or structure that is not regulated by these codes and ordinances is prohibited. This amendment clarifies the Council’s long-standing interpretation and does not change existing law.

In addition, when supergraphic signs, which are extremely large wall signs, first appeared they were regulated as either wall signs or temporary signs. In 2002, the Council added a definition to the Code for supergraphic signs and enacted a ban. This ordinance deletes the definition of supergraphic signs. It is the intent of Council in enacting the new provisions of this ordinance to again require that supergraphic signs comply with the provisions of wall signs or temporary signs.

Sec. 25. 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 at its meeting of _____.

HOLLY 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. 08-2020, 11-0724, 11-1705 and 12-1611