

DRAFT THE BLOC SIGN DISTRICT

(APRIL 2025)

ORDINANCE NO. _____

An ordinance establishing The Bloc Sign District (Sign District) pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code (Code).

WHEREAS, the General Plan Framework identifies The Bloc (Project) Site as within the Downtown Center, which is intended for the continuation and expansion of professional office, commercial, residential, transportation, cultural, entertainment, and visitor-serving functions that distinguish and uniquely identify the Downtown Center and that serve the greater Los Angeles region;

WHEREAS, the Project Site is located in the Downtown Community Plan area, and is designated for Transit Core land uses, which are dense centers of activity built around regional transit hubs and encourage a diverse mix of uses to create a vibrant around-the-clock environment, reinforcing Downtown as the primary center of urban activity with inviting and lively pedestrian environments and streetscapes;

WHEREAS, the Project Site consists of a full City block, bounded by 7th Street to the north, Hope Street to the east, 8th Street to the south, and Flower Street to the west; and is developed with existing office, commercial, retail, hotel and parking uses;

WHEREAS, the Project Site includes a pedestrian portal to the Metro 7th Street/Metro Center Station, an underground light rail and rapid transit station serving the A, B, D, and E lines of the Metro Rail system, and is in close proximity to multiple existing bus lines;

WHEREAS, the Project Site is currently improved with an integrated mix of visitor-serving, commercial, office uses proximate to the Metro 7th Street/Metro Center Station and the Project includes the addition of residential uses within a new residential tower;

WHEREAS, unique signage that informs and attracts visitors to the site will support the ongoing success of the existing diverse on-site uses, will maintain a flow of pedestrian traffic, and will navigate people to a major mixed-use development and public transit portal that serves as a gateway into Downtown Los Angeles;

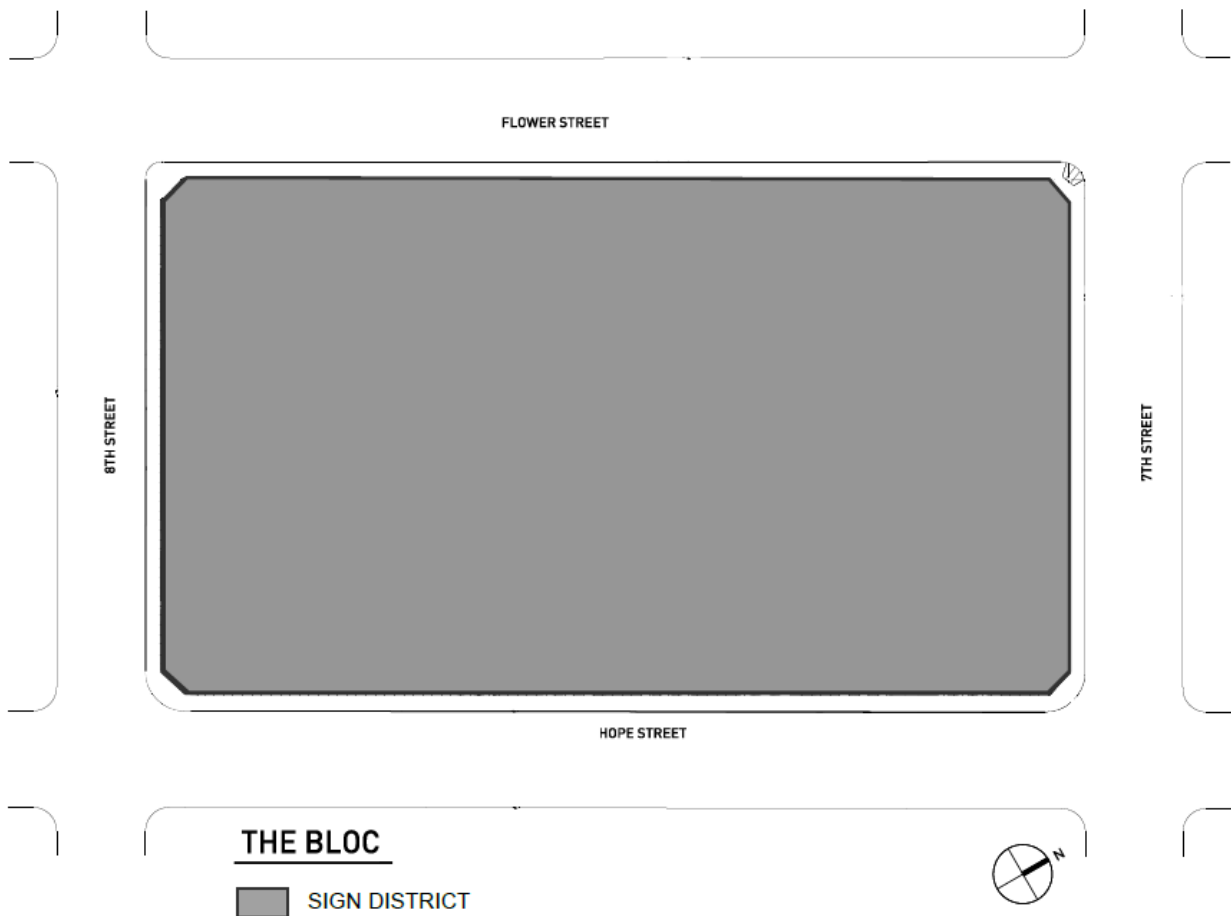
WHEREAS, the Sign District will foster a vibrant urban environment with a unified aesthetic and sense of identity and contribute to placemaking, by setting standards to provide for well-planned placement, design, and architectural integration of signage with consideration for surrounding uses and architectural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

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

SECTION 1. ESTABLISHMENT OF THE BLOC SIGN DISTRICT.

The City Council hereby establishes The Bloc Sign District (Sign District), which shall be that area of the City shown within the heavy solid line as shown on **Map 1 - Sign District Boundary**, comprising the approximately 4.3-acre site encompassing the entire City block bounded by 7th Street to the north, 8th Street to the south, Hope Street to the east, and Flower Street to the west.

MAP 1 - SIGN DISTRICT BOUNDARY



SECTION 2. PURPOSE.

The Sign District is intended to:

- A. Support and enhance the land uses and urban design objectives of the Downtown Community Plan;
- B. Create a unique and recognizable identity through signage elements to enhance and contribute to the Financial Core neighborhood, draw visitors to the area, benefit the local economy, and improve aesthetics;
- C. Permit a variety of signage elements to allow for creativity and flexibility in design over time;
- D. Ensure that new Off-Site Signs, Digital Displays, and other signage authorized by this Ordinance are responsive to and integrated with the aesthetic character of the structures on which they are located;
- E. Protect adjacent residential uses from potential adverse impacts by setting standards for signage amounts, size, illumination, and sign motion/animation; and

- F. Coordinate the location, type and display of signs so as to enhance the pedestrian realm, minimize potential traffic hazards, protect public safety, and maintain compatibility with surrounding uses.

SECTION 3. APPLICATION OF SUPPLEMENTAL USE DISTRICT REGULATIONS.

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

SECTION 4. DEFINITIONS.

Whenever the following terms are used in this Ordinance, they shall be construed as defined in this Section. Words and phrases not defined here shall be construed as defined in Section 4C.11 (Signs) of the Code.

Advertising Kiosk. A wall sign or a freestanding, double-sided, ground-mounted sign, which is incorporated into a freestanding architectural structure; and which incorporates digital display elements and may include on-site or off-site signage.

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

High-Rise Sign 2. A sign located at least 100 feet above grade and attached to the wall of a building within close proximity to the top of the building.

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

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

Supergraphic Sign. A sign consisting of an image projected onto a wall or printed on vinyl, mesh, or other material with or without written text, supported and attached to a wall by an adhesive and/or by using stranded cable and eyebolts and/or other materials or methods, and which does not comply with the following provisions of the Sections 4C.11.6.C.9 (Projecting Signs), 4C.11.6.C.5 (Marquee Signs), 4C.11.2 (Temporary Signs), and 4C.11.1.E.3 (Original Art Murals, Vintage Original Art Murals & Public Art Installations) of the Code.

SECTION 5. PROCEDURAL REQUIREMENTS.

- A. Building Permits.** The Los Angeles Department of Building and Safety (LADBS) shall not issue a permit for a sign, a sign structure, or sign illumination, or alteration of an existing sign within the Sign District unless the sign complies with: (1) the applicable requirements of this Ordinance as determined by the Director of Planning (Director); and (2) applicable requirements of the Code.
- B. Director Sign-Off Required.** With respect to the following signs, only a ministerial Director sign-off on the permit application shall be required prior to issuance by LADBS of a building permit:

1. Supergraphics
2. High-Rise Sign 2 Signs
3. Advertising Kiosks

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

- C. Exempt Signs, Murals, and Art Installations.** LADBS permit applications for the following types of signs, Original Art Murals, and Public Art Installations shall be subject to the applicable LADBS review and approval, and/or Department of Cultural Affairs review and approval, and the applicable requirements of this Ordinance, and the Code, but are exempt from Director's review and do not require a Director's permit sign-off:

1. Awning Signs
2. Illuminated Canopy Signs
3. Marquee Signs
4. Monument Signs
5. Pedestrian Signs
6. Projecting Signs
7. Wall Signs
8. Window Signs
9. Temporary Signs
10. Original Art Murals
11. Public Art Installations

12. Signs or sign support structures installed by or on behalf of Metro which are exempt from local building codes and zoning ordinances pursuant to California Government Code Section 53090.
- D. **Project Compliance.** LADBS shall not issue a permit for the following signs unless the Director has issued a Project Compliance approval, pursuant to the procedures set forth in Section 13B.4.2 of the Code and the applicable standards set forth in Section 6 (General Requirements) and Section 7.A (Standards for Digital Displays) of this Ordinance:
 1. Digital Displays
- E. **Requests for Deviations, Modifications, and Interpretations of Regulations.** The procedures for adjustments, exceptions, and interpretations to this Ordinance shall follow the procedures set forth in Section 13B.4 of the Code. The procedures for modifications of entitlement shall follow the procedures set forth in Section 13B.5.4 of the Code. The procedures for amendments of this Ordinance shall follow the procedures set forth in Section 13B.1.2 of the Code.

SECTION 6. GENERAL REQUIREMENTS.

- A. **General Requirements of the Code.** Unless specified in this Ordinance to the contrary, the general sign requirements set forth in the Code shall apply to this Sign District for permits, plans, design and construction, materials, street address numbers, identification, maintenance, prohibited locations and sign illumination. However, Digital Displays, Supergraphic Signs, and Advertising Kiosks do not count towards the total sign area allocation of four square feet per foot of building frontage as identified in Section 4C.11.5.C.2 (Total Sign Area Allowed – Sign Package 2) of the Code. A building permit shall be obtained from LADBS in accordance with the applicable provisions of the Code, for any signs, sign structures, and/or sign alterations, other than changes to or replacement of sign face copy.
- B. **Permitted Signs.** Except as otherwise prohibited in Section 6.C (Prohibited Signs) of this Ordinance, below, and notwithstanding Section 4C.11.1.C.8 (Prohibited Signs) of the Code, all signs described and regulated in Section 7 (Standards for Specific Types of Signs) of this Ordinance, all signs otherwise permitted by the Code, and all previously legally permitted signs shall be permitted within the Sign District.
- C. **Prohibited Signs.** The following signs shall be prohibited:
 1. Inflatable Devices
 2. Pole Signs
 3. Roof Signs
 4. Any sign not specifically authorized by this Ordinance or by the Code.
- D. **General Sign Area and Location Requirements.** The sign area and location of signage is subject to standards identified in Section 6 (General Requirements) and Section 7 (Standards for Specific Sign Types) of this Ordinance and Section 4C.11.1.C.9 (Prohibited Locations) of the Code. In addition, no sign shall be placed over the exterior surface of any opening of a building, including its windows, doors, and vents, unless the Los Angeles Fire

Department (LAFD) determines, in writing, that the sign would not create a hazardous condition.

E. Illumination. All signs may be illuminated by either internal or external means. The illumination regulations set forth in the Code shall apply. Methods of signage illumination may include, but are not limited to: electric lamps, such as neon tubes; fiber optics; incandescent lamps; LED; LCD; cathode ray tubes exposed directly to view; shielded spotlights and wall wash fixtures. In addition, signage shall be subject to the following regulations:

- 1. Lighting onto Residential Units.** All externally illuminated signs shall be designed, located, or screened so as to minimize to the extent reasonably possible, direct light sources onto any exterior wall of a residential unit. If signs are externally lit, the light source of the external illumination shall be shielded from public view at any residential unit.
- 2. Sign Illumination Limitations.** In accordance with Section 4C.11.1.C.3 (Sign Illumination Limitations) of the Code, no sign shall be arranged and illuminated in a manner that will produce a light intensity of greater than three-foot candles above ambient lighting, as measured at the property line of the nearest residentially zoned property. However, all illuminated signs shall be exempt from any applicable provisions from Section 4C.10.1 (Outdoor Lighting) of the Code.
- 3. Reflective Materials.** Signage shall not use highly reflective materials such as mirrored glass.
- 4. Green Code.** All light sources, including illuminated signage, shall comply with the applicable provisions of CALGreen (Part 11 of Title 24, California Code of Regulations [CCR]), California Energy Code (Part 6 of Title 24, CCR) 130.3 and Section 140.8, and the Green Code of the City of Los Angeles.
- 5. Illumination Standards.**
 - a. All Digital Displays visible from any property outside this Sign District shall have a maximum nighttime luminance, from sunset to sunrise, no greater than 200 candelas per square meter (cd/m²), and a daytime luminance, from sunrise to sunset, no greater than 6,000 cd/m². All Signs shall transition smoothly at a consistent rate from their daytime luminance to their nighttime luminance levels, beginning not less than 45 minutes prior to sunset, and concluding at sunset, and transition smoothly from the nighttime luminance from 45 minutes before sunrise until sunrise.
 - b. Notwithstanding the maximum permitted nighttime luminance established by Section 5.a. of this Ordinance, above, Digital Displays operating between the hours of 10:00 pm and 2:00 am shall be further limited to a maximum luminance no greater than 150 cd/m².
 - c. All light emitting diodes used within a Digital Display shall have a maximum horizontal beam spread of 165 degrees and maximum vertical beam spread of 90 degrees and facing downward.

- F. Sign Illumination Plan.** An initial signage illumination plan for the Digital Displays, Supergraphics, and High-Rise Sign 2 Signs proposed in the Conceptual Sign Plan (Appendix A), is provided in Appendix F of the Project's Draft Environmental Impact Report and case file: "The Bloc Sign Supplemental Use District Lighting Study" by Francis Krahe & Associates, Inc., dated February 23, 2024. No further signage illumination plan shall be required for signs that conform to the Conceptual Sign Plan. Signs that are not in conformance with Conceptual Sign Plan may be required to conform to a signage illumination plan imposed by the City or a court, in addition to all other enforcement mechanisms and liabilities under the Code. If a new or revised signage illumination plan is required, it shall be submitted to the Director as part of Project Compliance or other entitlement procedures for the signs set forth in Section 5 (Procedural Requirements) of this Ordinance. The signage illumination plan shall be prepared by a lighting design expert, and those portions of the plan setting forth the wattage draw must be certified and stamped by an electrical engineer certified by the State of California. The signage illumination plan shall also include specifications for all illumination, including maximum luminance levels, and provide for the review and monitoring of the displays by the City at the expense of the owner of the sign in order to ensure compliance with the regulations of this Section.
- G. Illumination Testing Protocol for Digital Display.** Prior to the operation of any Digital Display, the applicant shall conduct testing as necessary to demonstrate compliance with the illumination regulations of this Ordinance, and provide a copy of the results, along with a certification from an LADBS approved testing agency, to the Director and to LADBS stating that the testing results demonstrate compliance with the requirements of this Ordinance. The testing shall be at the applicant's expense and shall be conducted as follows:
- 1. Illuminance Testing.** In order to determine whether the illumination complies with the requirements of this Ordinance, a representative testing site shall be established at or next to those residentially zoned properties adjacent to and outside of the Sign District area, which have the greatest exposure to signage lighting on each of the four facades of the Sign District area. An illuminance meter mounted to a tripod at eye level, facing the Sign District area illuminated signs, shall be calibrated and measurements taken to determine ambient light levels with the illuminated sign on and off. The difference between the two measurements shall be the amount of light the sign casts onto the sensitive receptor.
 - 2. Luminance Testing.** The luminance (cd/m^2) of all Digital Displays shall also be measured from locations perpendicular to the Digital Display, at adjacent residentially zoned properties, and/or the public right-of-way to confirm conformance with the standards of this Ordinance.
 - 3. Re-testing.** In addition, if as a result of a complaint or otherwise, LADBS may undertake a preliminary investigation and determine if it has cause to believe the Project's signage lighting is not in compliance with this Ordinance, the Code, or other applicable laws. LADBS may request, at the expense of the applicant or its successor, that the testing protocol outlined in this Section be implemented to determine compliance. If the testing reveals that the signage is not in compliance with this Ordinance, the applicant or its successor shall immediately adjust the signage illumination to bring it into compliance and shall be subject to all of the enforcement provisions of the Code including administrative citations for continuing daily violations.

H. Refresh Rates. The Refresh Rate is the rate at which a Digital Display, or Digital Display element on an Advertising Kiosk, may change content. The Refresh Rates are as follows and shall apply to Digital Displays and to Digital Display elements of Advertising Kiosks:

1. **Controlled Refresh Rate.** The Controlled Refresh Rate shall be no more frequent than one refresh event every eight seconds with an instant transition between images. The sign image must remain static between refreshes.
2. **Non-Controlled Refresh Rate.** The Non-Controlled Refresh Rate shall permit images, videos, animation, parts and/or illumination that flash, change, move, stream, scroll, blink or otherwise incorporate motion to change at an unrestricted rate.
3. **Vehicular Safety Features.** Digital Displays which are visible from any public street shall incorporate the following measures:
 - a. Digital Displays shall not incorporate driver interaction features.
 - b. Digital Displays shall not use colors or images that replicate or could be confused with traffic safety signage.
 - c. Digital Displays shall not use stroboscopic or flashing images.
 - d. Digital Displays shall use dissolves for transitions between static and animated content.

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

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

J. Hazard Review.

1. In connection with the adoption of this Ordinance, the City has completed the initial review otherwise required under Section 4C.11.1.C.5 (Hazard to Traffic) of the Code

for signs that adhere to the specifications set forth in this Ordinance and, therefore, shall require no further hazard or Code compliance review, except as set forth below.

2. In the event that: (i) any Digital Display is not in substantial conformance with the Conceptual Sign Plan (Appendix A); (ii) any sign does not adhere to the requirements of this Ordinance or requires an adjustment, exception or amendment to this Ordinance; or (iii) any sign is a New Technologies sign as set forth in Section 6.K of this Ordinance, below, the proposed sign will require a permit from LADBS and prior to submission to LADBS, must be submitted to the Los Angeles Department of Transportation (LADOT) for hazard evaluation and determination per Section 4C.11.1.C.5 of the Code. Until LADOT determines that any such sign, individually or in the aggregate with other signs authorized under this Ordinance, do not constitute a hazard, LADBS shall not issue a permit for the sign or sign structure.
 3. In the event the City receives evidence or otherwise reasonably believes that any sign, including any sign that is in substantial conformance with the Conceptual Sign Plan (Appendix A) and adheres to the requirements of this Ordinance, is or is being operated in a manner that is, or otherwise constitutes, a hazard to the safe and efficient operation of vehicles upon a street or a freeway, or which creates a condition that endangers the safety of persons or property, the City retains all rights to regulate such sign or to change the regulations applicable to the sign or to the sign district without compensation to the sign owner. LADBS may refer that matter to LADOT for hazard evaluation and determination per Section 4C.11.1.C.5 of the Code, and the City may order the sign owner to suspend or modify operations pending the LADOT'S hazard review and determination. If LADOT determines that the sign constitutes a hazard or creates a hazard or danger to traffic, pedestrians or other persons or property, the City may make the suspension or modification of the hazardous operation of the sign permanent.
- I. **Alterations, Repairs, or Rehabilitation.** Any alteration, repair or maintenance work on a legally permitted sign or sign structure shall be governed by the Code.
 - J. **Materials.** The materials, construction, application, location and installation of any sign shall be in conformance with the Los Angeles Building Code and the Los Angeles Fire Code.
 - K. **New Technologies.** The Director may permit the use of any technology or material which did not exist as of the effective date of this Ordinance, provided that the material is approved by LADBS and that the technology or material is permitted under applicable state and federal laws, utilizing the Director's Interpretation procedure outlined in Section 13B.4.6 of the Code, if the Director finds that such technology or material is consistent with the regulations described herein.

SECTION 7. STANDARDS FOR SPECIFIC TYPES OF SIGNS.

A. Digital Displays.

1. Sign Area.

- a. The total combined sign area of Digital Displays shall not exceed 6,036 square feet.

- b. The sign area of an individual Digital Display shall not exceed 2,054 square feet.
- 2. **Height.** Digital Displays shall not extend above the top of the building wall.
- 3. **Number and Location.** Digital Displays shall be installed in substantial conformance with the number, size, and locations identified in the Conceptual Sign Plan (Appendix A).
- 4. **Encroachment Over Property Line.** Notwithstanding Section 4C.11.4.C.4 of the Code, Digital Displays shall be permitted to project over the public right-of-way, and the maximum allowed projection for any Digital Display is six feet, eight inches (and up to seven feet, seven inches at a corner radius), which applies to signs with a clear height of 18 feet or greater. Encroachment permits shall be obtained from the Bureau of Engineering (BOE), as applicable.
- 5. **Design.**
 - a. Digital Displays may use grid lights, cathode ray projections, light emitting diode displays, plasma screens, liquid crystal displays, fiber optics, or other electronic media or technology developed in the future but may not include strobe lights, flashing lights, revolving beacon, or any other technology that interferes with traffic safety or visibility.
 - b. Digital Displays shall be integrated into the architectural design of the building and align with major building elements such as window banding or vertical or horizontal changes in material or texture. Signs which are in substantial conformance as to the design indicated on the Conceptual Sign Plan (Appendix A) are deemed to meet the requirement for architectural compatibility
- 6. **Illumination.** Digital Displays shall be internally illuminated and subject to the applicable illumination standards of Section 6 (General Requirements) of this Ordinance.
- 7. **Refresh Rate.** All Digital Displays shall be subject to the Controlled Refresh Rate.
- 8. **Hours of Operation.** Digital Displays shall only be permitted to operate from 7:00 a.m. until 2:00 a.m.
- 9. **On-Site and Off-Site Standards.** Digital Displays may be On-Site or Off-Site Signs. Section 4C.11.3.C (Off-Site Signs) of the Code shall not apply.
- 10. **Public Art Requirement.** The Developer shall make each Digital Display available for public art for a minimum of two minutes per hour. The Developer shall submit documentation in the form of agreements, or other documentation, satisfactory to the Department of City Planning, with said artists which detail the amount of time and selected images on each digital sign to demonstrate compliance. This obligation shall commence upon the operation for each digital display.
- 11. **Sign Reduction Program.** Except as otherwise set forth under Section 8 (Sign Reduction) of this Ordinance, no building permit shall be issued for any Digital Display prior to approval of a sign reduction plan and Project Compliance for that sign,

incorporating the terms and sign reduction ratios of Section 8. Digital Displays that are On-Site Signs are exempt from this requirement.

B. Supergraphic Signs.

1. Sign Area.

- a. The total combined area of Supergraphic Signs shall not exceed 1,158 square feet.
- b. The sign area of an individual Supergraphic Sign shall not exceed 598 square feet.

2. Encroachment Over Property Line. Notwithstanding Section 4C.11.4.C.4 of the Code, the maximum allowed projection for any Supergraphic Sign is two feet, six inches (and up to five feet, four inches at a corner radius), which applies to signs with a clear height of 12 feet or greater. Encroachment permits shall be obtained from the BOE, as applicable.

3. Number and Location. Supergraphic Signs shall be installed in substantial conformance with the number and locations identified in the Conceptual Sign Plan (Appendix A).

4. Illumination. Supergraphic Signs may be non-illuminated or externally illuminated, subject to the applicable illumination standards of Section 6 of this Ordinance.

5. Hours of Operation. Supergraphic Signs may be illuminated only from 7:00 am. to 2:00 am.

6. On-Site and Off-Site Standards. Supergraphic Signs may be On-Site Signs and shall not be Off-Site Signs.

7. Digital Displays. Supergraphic Signs shall not include Digital Displays.

C. High-Rise Sign 2 Signs.

1. Sign Area.

- a. The total combined area for High-Rise Sign 2 Signs shall not exceed 4,270 square feet.
- b. The sign area for an individual High-Rise Sign 2 Signs shall not exceed 900 square feet.

2. Number of Signs. Each building tower is permitted one High-Rise Sign 2 Sign per elevation, for a maximum of two High-Rise Sign 2 Signs per building tower, with the exception of the new residential tower which is permitted a maximum of three High-Rise Sign 2 Signs.

3. Height and Location. High-Rise Sign 2 Signs shall be in substantial conformance with the height and location identified in Conceptual Sign Plan (Appendix A). For purpose of this Ordinance substantial conformance can also be achieved by complying

with the following regulations. On a flat-topped building, High-Rise Sign 2 Signs must be located between the top of the windows on the topmost floor and the top of the roof parapet or within an area 30 feet below the top of the roof parapet. On buildings with stepped, non-flat, or otherwise articulated tops, High-Rise Sign 2 Signs may be located within an area 30 feet below the top of the building or within an area 30 feet below the top of the parapet of the main portion of the building below the stepped or articulated top.

4. **Design.** High-Rise Sign 2 Signs shall not be subject to Section 4C.11.6.C.3.B.vi or vii of the Code which limit signs to consist of open channel lettering or graphic segments, prohibit box and cabinet signs, and limit signs to one line of text.
5. **Illumination.** High-Rise Sign 2 Signs may be non-illuminated, or internally or externally illuminated, subject to the applicable illumination standards of Section 6 (General Requirements) of this Ordinance.
6. **Hours of Operation.** High-Rise Sign 2 Signs shall be permitted to operate 24 hours a day.
7. **On-Site and Off-Site Standards.** High-Rise Sign 2 Signs shall be On-Site Signs.
8. **Digital Displays.** High-Rise Sign 2 Signs may include Digital Display elements and are otherwise not subject to the standards of Section 7.A (Digital Displays) of this Ordinance.

D. Advertising Kiosks.

1. **Sign Area.**
 - a. The total combined sign area of Advertising Kiosks shall not exceed 312 square feet.
 - b. The sign area of an individual Advertising Kiosk shall not exceed 64 square feet per side of the Advertising Kiosk.
2. **Height.** Advertising Kiosks shall not exceed 10 feet in height to the top of the sign above grade or finished floor level.
3. **Number and Location.** A maximum of eight Advertising Kiosks shall be permitted and shall be in substantial conformance with the number and locations identified in the Conceptual Sign Plan (Appendix A). For the purposes of this Ordinance, substantial conformance for location can also be achieved if the Advertising Kiosk is located in the street and plaza levels and not primarily visible from the Public Right-of-Way.
4. **Illumination.** Advertising Kiosks shall be internally illuminated; and Digital Display elements of Advertising Kiosks shall be subject to the applicable illumination standards of Section 6 (General Requirements) of this Ordinance.
5. **Refresh Rate.** Any Digital Display elements or an Advertising Kiosk shall be subject to the Non-Controlled Refresh Rate.

6. **Hours of Operation.** Advertising Kiosks shall be permitted to operate 24 hours a day.
7. **On-Site and Off-Site Standards.** Advertising Kiosks may be On-Site or Off-Site Signs.
8. **Digital Displays.** Advertising Kiosks may include Digital Display elements and are otherwise not subject to the standards of Section 7.A (Digital Displays) of the Code.

SECTION 8. SIGN REDUCTION.

Sign reduction is required for all Digital Displays that are Off-Site Signs. An applicant shall seek approval of a sign reduction plan by filing a Project Compliance application with the Director pursuant to Section 13B.4.2 of the Code. The application shall demonstrate compliance with the following requirements:

- A. **Removal of Off-Site Signage.** A property owner or ground lessee within the Sign District area may be permitted to install Digital Displays that are Off-Site Signs only if the property owner or ground lessee demonstrates the removal of existing, legally permitted Off-Site Signs, including nonconforming Off-Site Signs, in existence as of the effective date of this Ordinance, that are removed from any other property located within the boundaries of Downtown Community Plan, based upon the following sign reduction ratios:
 1. **Digital Displays.** Each square foot of sign area of a new Digital Display shall be offset by a reduction of a minimum of two square feet of Off-Site Sign area.
- B. **Proof of Legal Status, Removal Rights and Indemnification.** Sign reduction credits shall not be awarded unless the applicant submits the following with the application form:
 1. **Valid Building Permit.** A valid building permit demonstrating that the sign to be removed constitutes a legal use.
 2. **Property Owner's Statement.** Written statement(s) from the owner of the property from which the sign(s) will be removed and the owner of the sign(s) to be removed attesting that they have the legal right to remove the sign at issue and agree that if sign credits are issued, then once any sign is removed for the purpose of obtaining a sign credit, it may not be reinstalled. This written statement must be signed under penalty of perjury and notarized.
 3. **Indemnification.** An executed agreement from the applicant promising to defend and indemnify the City against any and all legal challenges filed by a third party relating to the removal of the sign(s).
- C. **Proof of Sign Removal.** The applicant shall submit a final demolition permit and photographic evidence that the signs in question have been removed prior to the issuance of any new building permit for a Digital Display subject to this Section.
- D. **Transfer of Rights.** The removal of Off-Site signage pursuant to this Section shall not be used to install signs on any property outside of this Sign District, or in violation of the requirements of this Ordinance. Under no circumstances shall the removal of Off-Site signage be credited more than once for the approval of an Off-Site Digital Display within the Sign District.

SECTION 9. SEVERABILITY.

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