

Craig Lawson & Co., LLC

Land Use Consultants

August 25, 2025 BY EMAIL

Hon. Bob Blumenfield, Chair
Planning and Land Use Management Committee
Los Angeles City Council
200 N. Spring Street, Room 395
Los Angeles, CA 90012
email: clerk.plumcommittee@lacity.org

Attn: Candy Rosales – Legislative Assistant

Project:	The Bloc Tower and Signage SUD Project
Council File Nos.:	25-0778, 25-0778-S2, 25-0778-S3
Meeting Date:	August 26, 2025
Agenda Item Nos.:	Agenda Items 8, 9 and 10
Project Addresses:	700 S. Flower Street, 700 W. 7th Street, and 711 S. Hope Street, Los Angeles 90017
Applicant:	NREA-TRC 700, LLC
Case Numbers:	CPC-2021-9958-TDR-SPR-HCA; CPC-2018-6388-SN; CPC-2024-8052-DA ENV-2021-9959-EIR

Dear Chairman Blumenfield and Councilmembers:

I am writing on behalf of NREA-TRC 700, LLC (the “**Applicant**”), the applicant for the above-referenced project (the “**Project**”), which is scheduled for the City Council’s Planning and Land Use Management Committee’s (“**PLUM Committee**”) consideration at its meeting on August 26, 2025.

The Project seeks to enhance and strengthen the existing mixed-use development known as The Bloc, which occupies an approximately four (4) acre city block in the Financial Core. The Project would further the vibrancy of DTLA by adding a new residential tower with up to 466 units to the site’s existing commercial office, retail and hotel uses, and would establish a customized Signage Supplemental Use District (the “**Signage SUD**”) focused on the site’s existing buildings.

We support the City Planning Commission’s recommendation for the Project, with proposed modifications to: (1) revise the sign reduction requirements for the proposed Signage SUD ordinance; (2) revise the public benefit in the proposed Development Agreement; (3) revise the public programming component for digital signs and (4) revise the direct provision payments for the TFAR Public Benefit Payment, all as described further below. The Applicant respectfully requests that

the PLUM Committee recommend that the City Council approve the Project as recommended in the City Planning Commission May 15, 2025 Letters of Determination, with the proposed revisions described in Section A below.

A. Requested Modifications

1. Modifications to Signage SUD Ordinance and Development Agreement

The Applicant respectfully requests revisions to the draft Signage SUD ordinance (the “**Draft SUD Ordinance**”) and the proposed Development Agreement (“**Development Agreement**”) as recommended by the City Planning Commission. Requested revisions to the Draft SUD Ordinance are set forth in **Exhibit A**, hereto.

a. Requested Modifications to Sign Reduction Requirement

The Applicant proposes modified sign reduction requirements as set forth in Section 8 of the revised Draft SUD Ordinance attached as Exhibit A, hereto. The proposed modifications would provide for a total sign reduction of 60 square feet, which would be required to be completed prior to activation of Signs DD-4-A, DD-4-B and DD-4-C. These and related changes are included in Exhibit A.

With the proposed modifications, the proposed Signage SUD will further the City’s objectives of aesthetics and safety. The proposed signage has been carefully designed to further the City’s objectives, including its objectives of aesthetics and safety. The proposed signage is well integrated into the architecture and scale of the existing structures. The proposed SUD ordinance provides tailored regulations to respect adjacent uses. The proposed Signage SUD will serve an important placemaking function that will further activate the site as a retail and transit hub and gathering space where visitors can experience a strong sense of engagement, comfort and security. The proposed signage will further public safety by providing appropriate illumination and enhancing the sense of activity and presence, thereby supporting a vibrant and secure 24-hour environment for The Bloc and surrounding Financial Core.

The proposed Signage SUD will also help draw residents, employees and visitors to The Bloc’s diverse uses and its pedestrian portal to the 7th Street/Metro Center Station. The existing development is accessible to pedestrians from three of its four street frontages, but because most uses face the interior, the proposed signage is needed to enhance visibility and invite connections from the surrounding area.

Because the vast majority of the proposed signage will be located on existing structures, the signage component can be implemented upon Project approval, creating an immediate benefit for The Bloc and the surrounding area. Given the many challenges currently facing DTLA, this near-term enhancement will provide an important boost to a site that is so essential to the vibrancy and energy of the Financial Core.

In addition, the Applicant proposes a contribution of \$1.3 million to fund a portion of the City's 7th Street Streetscape Improvement Project (the "**7th Street Project**"), which would provide substantial improvements to the visual environment and provide both aesthetic and safety benefits to residents, downtown workers, visitors and other stakeholders. The 7th Street Project consists of streetscape improvements designed by the City in collaboration with community and business leaders to add pedestrian and bicyclist safety improvements to 7th Street between Figueroa Street and San Pedro Street. The 7th Street Project seeks to transform this portion of 7th Street into a new boulevard that will safely serve pedestrians, bicyclists, and transit users. Additional details of the City's 7th Street Project are described in the attached Exhibit A and at <https://engineering.lacity.gov/7th-street-streetscape>. The City's 7th Street Project faces a funding shortage, and the City's Bureau of Engineering ("**BOE**") identified this public infrastructure project as an important unfunded need of DTLA. Given the overwhelming needs facing DTLA and the City in general, and in light of the current general fund budget shortfall, this contribution to the public streetscape improvement can have a particularly meaningful impact.

The proposed modifications to the sign reduction requirements are important to achieving many objectives of the Signage SUD. Sign reduction has become increasingly difficult to achieve. The diminishing number of signs available to purchase for purposes of removal, combined with the increased competition for such signs as a result of existing sign reduction requirements for certain other projects, has led to artificially inflated prices for sign reduction, substantial delay in achieving compliance with sign reduction requirements, and tremendous uncertainty that threatens the viability of financing and other project requirements.

b. Requested Modification to the Development Agreement

The Applicant also requests a modification to Section 3.1.3 of the proposed Development Agreement to change the amount of the Applicant's contribution to the City's 7th Street Streetscape Improvement Project (the "**7th Street Project**") to one million three hundred thousand dollars (\$1,300,000).

c. Requested Revisions to Requirements for Public Art/PSAs for Digital Displays

The Applicant proposes to modify the requirement in Section 7.A.10 of the Draft SUD Ordinance to clarify that public service announcements (PSAs) are permitted in addition to public art to satisfy the public programming requirements for Digital Displays. The proposed revisions are set forth in Exhibit A hereto.

2. Modifications to the TFAR Direct Provision Payment

The Applicant understands that Council District 14 has requested a modification to the direct provision portion of the TFAR Public Benefit Payment (\$8,396,158) to direct these funds as follows:

- \$3,000,000 to CD14 Affordable Housing Trust Fund for acquisition in Little Tokyo
- \$5,396,158 to CD14 Public Benefits Trust Fund (\$3,000,000 of which to be allocated to DTLA Street Lighting Repair)

The Applicant supports the requested modification to the payment of the direct provision portion of the TFAR Public Benefit Payment.

The Applicant respectfully requests that the PLUM Committee recommend that the City Council approve the TFAR, Sign District and Development Agreement, and adopt the recommendations of the City Planning Commission, with the proposed revisions requested above.

We look forward to addressing any questions at the PLUM Committee meeting on August 26, 2025.

Sincerely,



Andie Adame
Craig Lawson & Co., LLC

Enclosures:

Exhibit A: Proposed Revisions to Draft Sign Ordinance

EXHIBIT A

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;

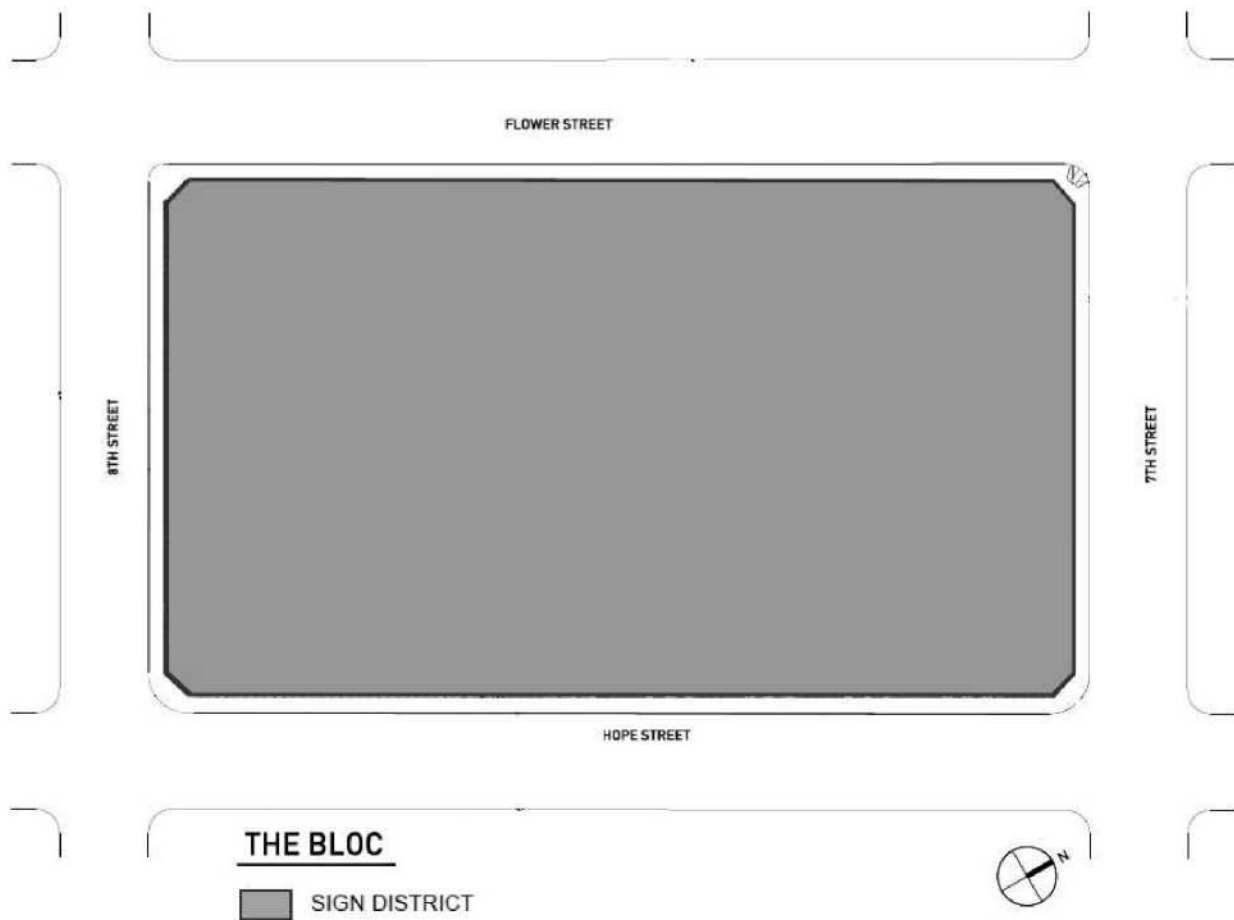
WHEREAS, the Sign District will foster a vibrant urban environment with a unified aesthetic and sense of identity and contribute to placemaking, by setting standards to provide for well-planned placement, design, and architectural integration of signage with consideration for surrounding uses and architectural 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/m^2), and a daytime luminance, from sunrise to sunset, no greater than $6,000 \text{ cd/m}^2$. 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/m^2 .
- 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:
- I. **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.
 - J. **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.
 - K. **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/~~PSA~~ Requirement. The Developer shall make each Digital Display available for public art and/or public service announcements (PSA) for a minimum of two minutes per hour. The Developer shall submit documentation in ~~the a form of agreements, or other documentation,~~ satisfactory to the Department of City Planning, ~~with said artists~~ which details compliance with the requirements of this ~~the amount of time and selected images on each digital sign to demonstrate compliance~~ Section 7.A.10. This obligation shall commence upon the operation for each Digital Display~~digital display~~.
11. Sign Reduction Program. The Developer shall comply with the Sign Reduction requirements of ~~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~~ in compliance with the following requirements. ~~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.~~

A. Removal of Signage. Prior to the activation of Signs DD-4-A, DD-4-B or DD-4-C, the property owner or ground lessee shall demonstrate the removal of a total of 60 square feet of sign area as follows:

1. The sign area removed shall be comprised of Off-Site Sign(s) of any sign type (including nonconforming Off-Site Signs).
2. The sign area removed may consist of one or more signs, provided the total sign area removed is at least 60 square feet. For purposes of compliance with this Section 8A, the square footage of any sign side that contains content shall be included in the calculation of the sign area removed.
3. All signs removed shall be legally permitted (including non-conforming) and in existence as of the effective date of this Ordinance.
4. All signs removed shall be removed from property located within the boundaries of the City.
5. Prior to activation of Signs DD-4-A, DD-4-B or DD-4-C, the applicant shall seek approval of a sign reduction plan demonstrating compliance with the requirements of this Section 8A by filing a Project Compliance application with the Director pursuant to Section 13B.4.2 of the Code.
6. Sign reduction is not required prior to installation or activation of any Off-Site Signs other than Signs DD-4-A, DD-4-B and DD-4-C.

B. Proof of Legal Status, Removal Rights and Indemnification. Sign reduction credits toward the requirements of Section 8A 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. ~~Prior to the activation of Signs DD-4-A, DD-4-B or DD-4-C, t~~The applicant shall submit a final demolition permit(s) and photographic evidence that the sign(s) 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 ~~compliance with Section 8A of this Ordinance. 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.