



DEPARTMENT OF CITY PLANNING RECOMMENDATION REPORT



City Planning Commission

Date: September 24, 2015
Time: After 8:30 a.m.
Place: Van Nuys City Hall
Council Chamber, 2nd Floor
14410 Sylvan Street
Van Nuys, CA 91401

Case No.: CPC-2015-3059-CA
CEQA No.: ENV 2009-0009-CE
Related Cases: CPC-2009-0008-CA,
CF 08-2020, CF 11-0724, CF 11-1705,
CF 12-1611
Council No.: All
Plan Area: All

SUMMARY: Discussion and action on proposed changes to the citywide sign regulations, including changes set forth in Version B and Version A, and any additional modifications to such drafts and reactivation of delegation of authority to the Director to act on behalf of the City Planning Commission on the above Council File numbers.

RECOMMENDED ACTIONS:

1. **Determine** whether to approve or disapprove Version B of the sign ordinance.
2. **Determine** whether any provisions of Version B should be modified or added.
3. **Direct** staff to draft a supplemental ordinance incorporating the four items (Version A) added by the Planning and Land Use Management Committee on June 30, 2015 that were not previously vetted by the City Planning Commission.
4. **Direct** staff to draft an ordinance allowing digital or non-digital off-site signs outside of sign districts.
5. **Redelegate** the authority to the Director to act on behalf of the City Planning Commission on the above Council File numbers.
6. **Approve** Categorical Exemption ENV 2009-0009-CE, Attachment IX.

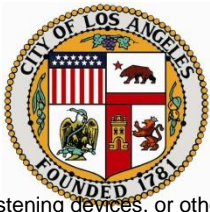
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DEPARTMENT OF CITY PLANNING SUPPLEMENTAL RECOMMENDATION REPORT



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SUMMARY

At its June 30, 2015 meeting the Planning and Land Use Management (PLUM) Committee settled on revisions to the ordinance approved by City Planning Commission (CPC) on March 26, 2009. Proposed revisions included changes to items the CPC had previously considered as well as items it had not previously addressed. These are reflected in Ordinance Versions B and A, respectively. The PLUM Committee directed the Department to bring the items not yet considered by the CPC to it for its review and recommendation. In addition, the PLUM Committee directed the Department to review options to allow digital or non-digital off-site signs outside of sign districts for CPC recommendation.

This staff report serves to provide the following:

- Clarify the differences between the PLUM's revised sign ordinance, the CPC-approved sign ordinance, and current sign regulations;
- Discussion of Version B for CPC consideration;
- Present new items added to the ordinance by the PLUM Committee (from Version A) for the CPC's review and action; and
- Provide background information in order for the CPC to direct staff to draft an ordinance to allow digital or non-digital off-site signs outside of sign districts.

DISCUSSION

Introduction

On March 26, 2009, the City Planning Commission approved a proposed sign ordinance (Attachment I). The approved ordinance was submitted to Planning and Land Use Management (PLUM) Committee of the City Council for further consideration and recommendation. As part of its deliberation on the matter, PLUM held numerous public meetings and directed the Department to modify the draft ordinance. On February 13, 2014, the City Planning Commission received an update on the status and a review of revised provisions of the ordinance to date as a part of the Director's Report. Since the update was not an agenda item, the CPC did not take a policy action on it at that time.

On June 30, 2015, after approximately 11 public meetings, PLUM settled on a set of final revisions to the proposed ordinance. The revisions included items the CPC had previously considered as well as four items it had not. The City's Charter requires that before the City Council can adopt any land use ordinance, the CPC must first consider the matter.

For that reason the PLUM Committee created two versions of the revised sign ordinance: Version B (Attachment II), containing revisions on items previously considered by the City Planning Commission, and Version A (Attachment III), containing all of Version B plus the four additional items not previously vetted by the City Planning

Commission. Version B was transmitted to the City Attorney for review prior to its consideration for adoption by the City Council. The PLUM Committee directed the Department of City Planning to bring Version A to the CPC for review and recommendation.

This report provides an overview of important milestones pertinent to the City's efforts to regulate signs over the years to provide context and compares the major provisions of the current regulations, the ordinance adopted by the City Planning Commission on March 26, 2009, and Version B of the PLUM Committee's proposed sign ordinance. A comparison chart has been prepared outlining the differences and similarities and is included as Attachment IV. This report describes the PLUM Committee's Version B to facilitate a determination by the CPC as to whether or not to approve it. This report also describes the four items from Version A not previously vetted by the City Planning Commission so that the Commission may direct staff to incorporate the four additional items into a supplemental sign ordinance. Finally, this report presents, for the City Planning Commission's direction to staff, discussion about whether or not digital or non-digital off-site signs should be allowed outside of sign districts, and if so, how they should be regulated.

Background – Brief Chronology of City's Sign Regulations

The history of sign regulations in the City of Los Angeles has predominately revolved around the control of off-site signs. The City has been careful to avoid violating the free-speech rights protected by the U.S. Constitution's First Amendment by limiting sign regulations to time, place, and manner of signage and steering clear of regulating message content. The City's sign regulations also distinguish between on-site and off-site signs: an on-site sign advertises goods or services sold or provided on the same site as the business location; an off-site sign advertises goods or services at a location that is different from the business location. Off-site signs and billboards are synonymous terms. Digital displays are a type of sign that can be located on- or off-site.

The following chronology highlights important milestones pertinent to the City's efforts to regulate signs:

- 1981.** A seminal U.S. Supreme Court decision upheld the City of San Diego's right to enact and enforce a ban on off-site commercial signs (*Metromedia, Inc. v. City of San Diego*).
- 1986.** The City adopted its first comprehensive sign ordinance, which supplanted a patchwork of existing regulations. The intent was to address the issue of visual blight caused by the proliferation of billboards.
- 2002.** The City enacted legislation that enabled the establishment of sign districts and banned all new off-site billboards, with the exception that new billboards could be allowed within a supplemental use district or a specific plan (or by development or relocation agreement). The basis of the ban was to reduce visual blight and improve community aesthetics and traffic safety.

The City also implemented the Off-Site Sign Periodic Inspection Program (OSSPIP), a Department of Building and Safety off-site sign inspection program which required the payment of \$314 per off-site sign. Several outdoor advertising companies (under *Clear Channel Outdoor, Inc. v. City of Los Angeles*) sued the City on the charge that OSSPIP inspection fees unfairly subjected off-site signs, not all signs, to inspection and payment of fees.

2003-2005. During this period several sign districts were approved under the 2002 rules. Also, a number of off-site signs were allowed in exception to the ban.

2006. The *Clear Channel Outdoor, Inc. v. City of Los Angeles* lawsuit resulted in settlements that required removal of a modest number of signs in exchange for authorization to convert over 100 static signs into digital displays (the settlements were subsequently invalidated, and the digital displays were shut off).

2007. The City's building regulations were converted into International Building Code standards, and the City's sign regulations were transferred from the Building Code to the Zoning Code.

2008. The PLUM Committee directed the Department of City Planning to examine the standards for establishing sign districts and update the City's sign regulations. An interim control ordinance prohibiting digital billboard conversions, new billboards, and supergraphic signs was also adopted.

2009. On March 26, 2009, the City Planning Commission approved a sign ordinance that established more limited criteria for creating sign districts, including a mandatory sign reduction program, prohibited digital displays, provided a penalty system for noncompliance, and tightened regulations applicable to on-site signs. The proposed ordinance was transmitted to the PLUM Committee.

The City prevailed in the U.S. 9th Circuit Court of Appeals on a First Amendment challenge to City's ban on off-site signs (*Metro Lights, LLC v. City of Los Angeles*). The Court reversed a District Court decision, ruling that the City's ban on off-site signs remained valid and the City may allow exceptions to the ban.

2010. The City prevailed in the U.S. 9th Circuit Court of Appeals on a challenge that the City was enforcing its ban on off-site signs unfairly (*World Wide Rush, LLC v. City of Los Angeles*). The Court reversed the District Court's decision and affirmed the validity of the City's ban and the City's right to allow for exceptions. The ruling also provided a roadmap as to how the City might allow exceptions without invalidating the ban: exceptions cannot conflict with the ban's purpose to reduce visual blight and improve community aesthetics and traffic safety.

2011. The City prevailed in the U.S. 9th Circuit Court of Appeals which upheld the District Court's ruling in favor of the City's control of signage (*Vanguard Outdoor, LLC v. City of Los Angeles*). Citing the previous rulings in *Metro Lights, LLC v. City of Los Angeles* and *World Wide Rush, LLC v. City of Los Angeles*, the *Vanguard Outdoor, LLC v. City of Los Angeles* ruling reaffirmed the validity of the City's ban and the City's right to allow of exceptions.

- 2013.** The Department of City Planning convened a Billboard and Visual Environment Visioning Group of approximately 40 participants representing a variety of stakeholders. Led by a professional facilitator, the group met three times to explore whether or not digital off-site signs should be allowed outside sign districts, and if so, how they should be regulated.
- 2014.** The City Planning Commission received an update on the status of the proposed sign ordinance as part of the Director's Report.
- 2015.** The U.S. Supreme Court reaffirmed the broad prohibition against content-based speech restrictions in its ruling on Gilbert, Arizona sign regulations (*Reed v. Town of Gilbert, Arizona*).

The City is currently facing a challenge that the City's ban on off-site signs violates California's free speech rights and that regulations improperly distinguish between on- and off-site signs (*Lamar Central Outdoor, LLC v. City of Los Angeles*). The California Superior Court struck down the City's ban; an appeal by the City is in process in the California Court of Appeals. The trial court's decision has been stayed while the appeal is pending.

After holding over 11 meetings and hearings on the sign ordinance approved by the City Planning Commission, on June 30, 2015 the PLUM Committee decided on revisions that included provisions having to do with items the City Planning Commission had previously considered as well as those it had not. A PLUM Committee-proposed ordinance incorporating revisions on items previously considered by the City Planning Commission is being finalized by the City Attorney before being submitted to the City Council. In addition, the PLUM Committee directed the Department of City Planning to bring the remaining four provisions, as well as the question as to whether or not digital signs should be allowed outside of sign districts, to the City Planning Commission for their consideration.

Review of Existing City of Los Angeles Sign Regulations

The City's sign regulations are found in Section 14.4 of the Zoning Code. As previously stated, the regulations reflect legislation from 2002 transferred to the Zoning Code from the Building Code in 2008. These provisions define and regulate the following different types of signs: Information, Monument, Projecting, Wall, Illuminated Architectural Canopy, Pole, Roof, Window, Marquee, Temporary, Temporary on Temporary Construction Walls, Off-Site, Awning, and Original Art Murals and Public Art Installations. The City has the most liberal allocation of sign area in the County, which is up to 4 square feet of sign area per foot of street frontage. The regulations further regulate signs with respect to prohibited locations (due to safety considerations), maintenance requirements, illumination limitations, hazard to traffic, and freeway exposure.

Several types of signs are expressly prohibited, such as off-site signs with static or digital displays and supergraphic signs, except when specifically permitted by a specific

plan, supplemental use district, a development agreement, or in the case of off-site signs, pursuant to a relocation agreement. Relief mechanisms otherwise available in various sections of the Zoning Code cannot be utilized to allow supergraphic or off-site sign regulations. Also, the relief mechanisms that are otherwise theoretically available are not clearly or appropriately applicable to signs. There are currently almost 6,000 off-site signs in the City. Please see Attachment V - Off-Site Signs in the City of Los Angeles.

Code Section 13.11 addresses the establishment of sign districts. These are permitted on property, as small as one block or 3 acres, in the C or M Zones, in the R5 Zone if designated as Regional Center or Regional Commercial, or in a redevelopment area. Such small sign districts could be challenged as “spot zoning”. These limitations are considered to be overly liberal and allow vast areas of the City to be converted into sign districts, and specific plans could be established anywhere in the City. Please see Attachment VI – Areas Eligible for Sign Districts.

Exceptions to the ban on off-site and supergraphic signs allow them to be erected in supplemental use districts or specific plans, making it too easy to situate these “prohibited” signs. The Courts have indicated that this loose, subjective criteria could violate the free speech rights of sign owners. The unanswered question remains: at what point are there so many exceptions that the exceptions have swallowed the rule?

CPC-Approved Sign Ordinance Transmitted to the PLUM Committee

As previously mentioned, in 2008 the PLUM Committee directed the Department of City Planning to re-examine the standards for establishing sign districts and update the City’s sign provisions to ensure a rational regulatory system. On March 26, 2009, the City Planning Commission approved a proposed sign ordinance (Attachment IV), the key provisions of which are summarized below. The ordinance was transmitted to the PLUM Committee for their consideration and recommendation to the City Council.

The City Planning Commission retained the ban on off-site signs as the foundation of the approved ordinance. To that end the approved ordinance established more limited criteria for creating sign districts, including a mandatory sign reduction program, prohibited all digital displays, and provided a serious penalty system for noncompliance. It also tightened regulations applicable to on-site signs.

Specifically, the following is a summary of the major changes to the Code proposed by the CPC-approved sign ordinance:

- Specific plans, supplemental use districts, and development agreements were no longer a mechanism by which to obtain an exception to the ban on off-site signs or supergraphics. Roof signs and on-site digital signs were added to the existing list of prohibited signs. Off-site signs could only be allowed in a sign district or by a relocation agreement.
- Reduced the maximum sign area for on-site signs to 2.5:1 (1 square foot of sign area for every linear foot of street frontage plus 1.5 square feet of sign area for every linear foot of building frontage). The Code currently provides maximum sign areas

that differ per type of sign, up to a sign area of 4:1 (4 square feet of sign area for each foot of street frontage).

- Prohibited wall signs from covering windows, doors, and vents (not currently prohibited).
- Eliminated the term “supergraphic” and regulated supergraphic signs with the limits applicable to wall signs, which does not allow them to get large enough to constitute a “supergraphic”.
- Reduced maximum height of pole signs from 42 to 25 feet and reduced maximum pole sign area from 400 to 200 square feet.
- Restricted signs on high-rise buildings to identification only. These signs are currently not restricted.
- Eliminated the ban on murals and regulated them as wall signs. However, in 2013 (after the subject proposed ordinance was transmitted to the PLUM Committee) Ordinance No. 182,706 was enacted and distinguishes murals from commercial signs, regulating them as original art.
- Established substantial penalties for violations, which were based on sign area and number of violations, and ranged from \$2,000 (for smaller signs, first infraction) to \$48,000 (for larger signs, three or more infractions). However, in 2013 (after the subject proposed ordinance was transmitted to the PLUM Committee) Ordinance No. 182,610 was enacted and established the penalties in the CPC-approved sign ordinance.
- Enabled an owner or occupant of property within 500 feet of a sign that violates the Code provisions to sue the person who erected or maintains that sign. No such right currently exists.
- Established a mechanism by which the Zoning Administrator may grant a modification on the height, location, and sign area provisions of up to 20 percent. Also, a Comprehensive Sign Program may allow a sign area of up to 4:1, instead of the 2.5:1 elsewhere, and pole signs may be as tall as 50 feet, instead of the 25 feet elsewhere. No other relief was allowed. The mechanisms currently available for modifications or relief are pursuant to Code Sections 12.24 (Conditional Use), 12.27 (Variances), and 12.28 (Adjustments), the limitations and findings for which are not clearly or appropriately applicable to signs. None are currently allowed to be used to permit supergraphic or off-site signs.
- Reduced the maximum illumination allowed, from 3 foot candles to 2 foot candles above the ambient lighting, as measured at the property line of the nearest residentially zoned property.
- Exempted sign districts approved by the City Planning Commission prior to March 26, 2009 from the provisions of the ordinance.

- Further restricted where sign districts could be established – only on C, PF or R5-Zoned property designated as Regional Center, Regional Commercial, or Downtown Center. Also, sign districts were prohibited from being established adjacent to single-family zoned property.
- Further restricted the erection of new off-site signs and digital signs in sign districts by requiring that such signs be offset by at least a 1:1 reduction (remove at least 1 square foot of existing sign area for every 1 square foot of new sign area), either in the sign district or in the adjacent “sign impact area.”
- Established a minimum sign district size of at least 5,000 feet of frontage or 15 acres, instead of the current Code’s more liberal minimum of one block or 3 acres, whichever is smaller.
- Established sign-specific findings to be made in order to establish a new sign district, instead of the currently-required more generic findings applicable to any legislative actions.
- Established provisions to allow Comprehensive Sign Programs for the purpose of accommodating a unified design/theme for on-site signage in major projects. Comprehensive Sign Programs are restricted to projects of at least 100,000 square feet of nonresidential floor area on property of at least 5 acres in the C, M, PR, or R5 Zones. Regulations allow a sign area of up to 4:1, instead of the 2.5:1 elsewhere, and a pole sign height of up to 50 feet, instead of the 25 feet elsewhere. There are currently no provisions in the Code for this purpose.

PLUM Committee Ordinance (Version B)

Since the transmittal of the CPC-approved sign ordinance, the PLUM Committee has held approximately 11 public meetings to discuss and revise proposed provisions. After numerous iterations of a proposed sign ordinance, on June 30, 2015, the PLUM Committee settled on a set of revisions reflected in two versions of the ordinance as described in the introduction: Versions A and B.

The ban on off-site signs remains the foundation of the Version B. The ordinance also codifies World Wide Rush principles, such as precise, clear, and objective standards and rules for considering exceptions to the ban, to ensure that future sign districts comply with the roadmap laid out by the Court. Key differences between the Version B ordinance and the one approved by the City Planning Commission March 26, 2009 are summarized as follows:

- Specific plans, supplemental use districts, development agreements continue not to be a mechanism by which to obtain an exception to the ban on off-site signs or supergraphics. Off-site signs and all digital signs are still banned, but can be allowed in sign districts (Tier 1 or Tier 2). Roof signs are removed from the list of prohibited signs.

- Regarding allowable sign area, the PLUM ordinance eliminates the reduced allowable sign area approved by the CPC and reverts back to current Code provisions.
- Retains the prohibition against wall signs covering windows, doors, and vents, but these could be allowed in Tier 1 and 2 sign districts if evaluated and cleared by the Fire Department.
- Retains elimination of the term “supergraphic” and that supergraphic signs are regulated under limits applicable to walls signs.
- Regarding maximum height and sign area of pole signs, the reduced height and area approved by the City Planning Commission are eliminated; regulations revert back to current Code provisions.
- Retains the CPC-approved restriction that signs on high-rise buildings must be for identification only.
- No change to the current Code regarding murals, the regulation of which was addressed by Ordinance No. 182,706 in 2013.
- Establishes minutely different penalties for violations than approved by the City Planning Commission and enacted by Ordinance No. 182,610 in 2013. The difference is that for a first violation on smaller signs the penalty would be \$2,500 as opposed to \$2,000 as the current regulations pursuant to the enacted ordinance. All the other fines are identical.
- Retains the CPC-approved ability of an owner or occupant of property within 500 feet of a sign that violates the Code provisions to sue the person who erected or maintains that sign.
- Retains the CPC-approved sign-specific relief mechanism as an adjustment by which the Zoning Administrator may grant relief of up to 20 percent, but limits the relief to height and sign area provisions (excludes location) and adds that relief cannot allow prohibited signs. Adds a sign-specific variance, which cannot be used to permit prohibited signs and allows a decision-maker to adjust the height and area of signs as part of a conditional use permit or pursuant to the further authority of the Zoning Administrator. No other relief is allowed.
- Eliminates the reduced maximum illumination allowed approved by the CPC. Reverts back to the provisions in the current Code, which is a maximum illumination of 3 foot candles above the ambient lighting, as measured at the property line of the nearest residentially zoned property.
- Establishes standards and provisions regulating digital displays, summarized as:
 - Required automatic brightness adjustment to 0.3 foot candles above ambient lighting.

- Absolute brightness limited to 7,500 candelas per square meter during the day and 450 candelas per square meter at night.
 - Minimum message duration of 8 seconds.
 - Message transition either instant or fading between 1 and 2 seconds in duration.
- Allows replacement of signs on historic buildings pursuant to the determination of the Office of Historic Resources that a historic sign once existed at that location.
- Exempts sign districts or specific plans initiated or applied for prior to December 16, 2014 from the provisions of the ordinance.
- Establishes two types of sign districts: Tier 1, which is analogous to the sign district approved by the CPC, and Tier 2, which is analogous to the Comprehensive Sign Program approved by the CPC.
- Tier 1 Sign Districts – for regional hubs of commerce
 - Can be located in a designated Regional Center or Regional Commercial and zoned C or R5; or in the Greater Downtown Housing Incentive Area and zoned C, M, or R5; in the LAX Specific Plan; in the Port of LA Plan; in 20,000-seat stadiums or arenas; or in 60-acre zoos or botanical gardens.
 - Within a sign district, off-site signs cannot be within 500 feet of a single-family zone, ecological preserve, state or national park, river implementation overlay, or scenic highways/corridors.
 - In addition to the mandatory 1:1 sign reduction required by the CPC-approved ordinance, requires community benefit measures and increases the mandatory sign reduction for new digital signs to 2:1 (remove at least 2 square feet of existing sign area for every 1 square foot of new digital sign area) either in the sign district or in the adjacent “sign impact area”.
 - Retains the minimum sign district size approved by the CPC in most areas, but reduces it to a minimum of 2,640 feet of street frontage in the Greater Downtown Housing Incentive Area.
- Tier 2 Sign Districts – for enclosed properties, such as campuses and shopping centers
 - Allowed in all zones except OS (Open Space) and PF (Public Facilities) and on at least 3 acres of non-residential development or have at least 50,000 square feet of non-residential floor area if located in an area designated as Regional Center or Regional Commercial, or located in the Greater Downtown Housing Incentive Area; or at least 5 acres of non-residential development or have at least 100,000 square feet of non-residential floor area if located anywhere else.

- Can allow off-site signs only if they are not visible from any public right-of-way or any other property.
- Eliminates maximum sign area limits.
- Findings for establishing sign districts, either Tier 1 or Tier 2, now incorporate principles established by the ruling on the World Wide Rush lawsuit, including:

“If the sign district provides an exception to the citywide ban on off-site signs or any other provision of the citywide regulations, the ban or other provision continues to directly advance the purposes of aesthetics and traffic safety despite the exception”, and

“The elimination of blight, or the improvement of aesthetics or traffic safety, resulting from the 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.”

PLUM Committee Ordinance (Version A)

Version A of the proposed sign ordinance reflects all of PLUM’s requested changes, including not only those that were previously considered by the Commission, but also changes having to do with issues the Commission had not previously discussed. The new provisions found in Version A must be considered by the City Planning Commission before the City Council may take an action on them. These additional provisions can be extracted from Version A and incorporated into a supplemental ordinance for the Commission’s consideration and recommendation to the PLUM Committee.

The following are the four items to be considered by the City Planning Commission for incorporation into a proposed supplemental sign ordinance:

On-site relocation. The City’s current ban on new off-site signage also applies to alterations of existing off-site signs. As such, relocating an existing sign from one spot to another spot on the same lot is prohibited. The sign’s nonconforming rights are lost. The new provisions include regulations granting the Zoning Administrator authority to approve on-site relocation. In addition, a sign for a business on an adjoining lot would be considered an on-site sign if pedestrian access to the lot on which the business is located is provided across the common property line.

Amnesty for existing off-site signs. The Department’s report to the PLUM Committee, dated March 4, 2014, included recommendations on how to treat a limited number of existing off-site signs that either (a) have no permit; or (b) have a permit, but do not comply with all of its requirements. The California Business and Professions Code states that there is a “rebuttable presumption” that an existing sign is lawfully erected if it has been in place for five years or longer without being issued an order to comply, unless a governmental entity proves otherwise. For signs without permits on record, it would be very difficult to prove

they were erected in violation of the regulations in effect at the time they were established, since that time is unknown. For signs in violation of their permits, enforcement is possible, but the burden would be on the City to rebut the presumption of legality.

The PLUM Committee directed staff to grandfather both groups of signs by granting them all legal conforming status. Such action shields these signs from enforcement action including assessment of heightened civil penalties. Amnesty is to apply only to signs identified by the Department of Building and Safety as having been erected with no permit (approximately 546) or having been modified in violation of an issued permit (approximately 391) for a total of approximately 937 signs.

Historic façade sign adjustments. The sign adjustment procedure has been expanded to provide the Director of Planning with the authority to adjust a limited number of design standards regulating digital display signs on historic facades. The new procedure only applies to sign districts established prior to the date the new citywide sign regulations will take effect.

Pre-1986 mural signs. The City granted permits for a specified number of mural signs painted by noted muralist Barry Blue as part of the 1984 Summer Olympics. The permits require that the murals be hand-painted. A new proposed provision permits vinyl installations as long as all other provisions of the pre-1986 permits are adhered to, and only for the mural signs specified on a defined list.

Digital or Non-Digital Off-Site Signs Outside of Sign Districts

The question as to whether or not digital or non-digital off-site signs should be allowed outside of sign districts has generated considerable interest and controversy. The idea originated from the experience of other cities that have allowed digital signs either in exchange for sign reduction and/or as a revenue generation mechanism for cities

The Department of City Planning previously reported back to the PLUM Committee on this issue with the following information:

On October 10, 2013, in response to a request by the PLUM Committee to address alternatives to permit the siting of digital off-site signs outside of sign districts, the Department of City Planning submitted a report to the PLUM Committee. The report stated that staff had reviewed input gathered from a variety of sources, including the Billboard and Visual Environment Visioning Group (summary as Attachment VII) and several cities that had adopted programs allowing new digital off-site signs in exchange for removal of existing off-site signs and/or revenue sharing to fund City services. The report outlined three policy options for allowing digital signs to be sited outside of sign districts. The policy options considered were 1) No digital off-site signs outside of sign districts; a “Public Option” allowing digital off-site signs outside of sign districts only on City-owned property; and 3) a “Public/Private Option” allowing digital off-site signs outside of sign districts on public and/or private property. The report concluded that the development of any program to allow digital off-site signs outside of sign districts is a complex and controversial issue requiring

considerable outreach, research, and coordination by a dedicated Sign Unit comprised of a City Planner, a City Planning Associate, and a GIS Analyst. The Department would also require a consultant to prepare an Environmental Impact Report for the enabling legislation and a contract with a consultant for the financial analysis of prospective revenue-sharing or community benefit agreements.

On June 18, 2015, a Department of City Planning/Chief Legislative Analyst joint report (Attachment VIII) reviewed the following potential new provisions with respect to regulating off-site digital signs outside of sign districts:

1. Create a conditional use permit for off-site digital signs outside of sign districts.
2. Require relocation agreements in connection with allowing off-site digital signs outside of sign districts.
3. Establish clear standards and conditions for off-site digital signs outside of sign districts.
4. Establish a sign removal program requiring the removal of 4 square feet of sign area or more in exchange for every 1 square foot of new sign area (4:1 removal ratio) for off-site digital signs outside of sign districts.
5. Assess community benefits or mitigation fee in exchange for a conditional use permit for off-site digital signs outside of sign districts.
6. Create restrictions, such as location per zone, distance from neighboring signs, and illumination standards for off-site digital signs outside of sign districts.
7. Establish a citywide cap on the number of new signs or prohibit a net increase in the total number of signs or total sign area that can be authorized by conditional use permit, possibly by geographic area, for off-site digital signs outside of sign districts.

On June 30, 2015, the PLUM Committee instructed the Department of City Planning to further develop recommendations contained in the Department of City Planning/Chief Legislative Analyst joint report regarding whether or not digital signs should be allowed outside of sign districts, and if so, through what standards and procedures.

Notwithstanding the aforementioned joint report, there may be problems with employing a conditional use permit, or any discretionary mechanism, to allow digital off-site signs outside of sign districts. Discretionary determinations, while appropriate for a myriad of land use issues, do not work well in the context of governmental free-speech guarantees. A discretionary process could be a slippery slope toward politicized decisions on whether or not to authorize the location of a new sign based on the sign's proponents and, as a result, their presumptive message. Such determinations could be vulnerable to legal challenge.

If the City determines that allowing digital off-site signs outside of sign districts is appropriate and in the City's interest, due to the controversy, level of interest, financial stakes, and potential for litigation, the policy should be carefully and appropriately structured. To protect itself, the City must be especially vigilant in avoiding any new

policies that create exceptions that negate the citywide ban on off-site digital and non-digital signs.

This work requires the attention of a dedicated Sign Unit. The current budget includes position authorities for new staff but no funding except for \$400,000 in contractual services. To carry out this work program, an estimated two to three years plus full funding for a Sign Unit is necessary.

Conclusion

Department of City Planning staff has provided an overview of the status of the City's proposed sign regulations for the purpose of informing the City Planning Commission for their future actions on this topic. While the City Planning Commission approved a sign ordinance on March 26, 2009, revisions have been made to it by the PLUM Committee, which include four items the Commission had not previously considered. The PLUM Committee has moved forward a version of the ordinance (Version B), containing only items previously considered by the City Planning Commission, to the City Attorney for review before it goes to the City Council. The four items not previously vetted by the City Planning Commission have been presented in this report for City Planning Commission's review and direction to staff to incorporate them into a supplemental ordinance.

The PLUM Committee also directed Department of City Planning staff to further develop a response as to whether or not digital signs should be allowed outside of sign districts, and if so, how they should be regulated. This report summarizes the discussion on this topic to date. Due to the sensitivity and complexity of the issue the Department of City Planning requires a dedicated Sign Unit and funding to proceed in this direction.

ATTACHMENTS

- I. Sign ordinance approved by CPC, March 26, 2009
- II. Sign ordinance, PLUM revisions (Version B)
- III. Sign ordinance, PLUM revisions (Version A)
- IV. Chart - Sign Ordinance Comparison
- V. Map - Off-Site Signs in the City of Los Angeles
- VI. Map - Areas Eligible for Sign Districts (per current Zoning Code)
- VII. Summary of Billboard and Visual Environment Visioning Group
- VIII. Report from Sharon M. Tso, Chief Legislative Analyst, and Michael LoGrande, Director of Planning, to PLUM Committee, "Citywide Sign Regulations for Digital Off-site Signs", June 18, 2015.
- IX. Notice of Exemption - ENV 2009-0009-CE (see file for CEQA narrative)

Approved by the City Planning Commission on March 26, 2009

ORDINANCE NO. _____

A proposed ordinance amending Sections 11.5.7, 12.05, 12.21, 12.22, 12.23, 13.11 and Articles 4.4 and 9 of Chapter 1 of the Los Angeles Municipal Code to establish total sign area limits for properties; establish area and height limits for individual signs; prohibit off-site signs, digital displays and roof signs; create new relief provisions for certain deviations from the sign regulations; establish administrative civil penalties for violations of the sign regulations; enact new criteria for the establishment of sign districts; and enact related technical corrections and other measures to reduce visual clutter and otherwise mitigate the potential impacts of signs on the visual environment.

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

Section 1. Article 4.4 of Chapter I of the Los Angeles Municipal Code is amended to read:

**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	Hazard to Traffic
14.4.6	Freeway Exposure
14.4.7	Information Signs
14.4.8	Monument Signs
14.4.9	Projecting Signs
14.4.10	Wall Signs
14.4.11	Illuminated Architectural Canopy Signs
14.4.12	Pole Signs
14.4.13	Roof Signs
14.4.14 <u>13</u>	Window Signs
14.4.15 <u>14</u>	Marquee Signs
14.4.16 <u>15</u>	Temporary Signs
14.4.17 <u>16</u>	Temporary Signs on Temporary Construction Walls
14.4.18 <u>17</u>	Off-Site Signs
14.4.19 <u>18</u>	Awning Signs
14.4.20	Mural Signs
<u>14.4.19</u>	<u>Signs in A and R Zones</u>
<u>14.4.20</u>	<u>Sign Modifications</u>
<u>14.4.21</u>	<u>Comprehensive Sign Programs</u>
<u>14.4.22</u>	<u>Continuation of Nonconforming Signs</u>

<u>14.4.23</u>	<u>Administrative Civil Penalties</u>
<u>14.4.24</u>	<u>Right of Private Action</u>
<u>14.4.25</u>	<u>Recovery of Costs</u>

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.

SEC. 14.4.2. DEFINITIONS.

The definitions of the following terms shall apply to this article. Other terms used in this article shall have the meanings set forth in Section 12.03 of this Code, if defined in that section.

Awning Sign. A sign displayed on a canopy that projects over a deck, door, or window of a building or structure.

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.

Face of 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 building walls upon the street used for street frontage.

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

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

Digital Display. A sign face that displays still images, scrolling images or moving images, including video and animation, through a series of grid lights, including cathode ray, light emitting diode display, plasma screen, liquid crystal display, fiber optic, or other electronic media or technology, and that may be changed remotely through electronic means.

Freeway. A highway in respect to which the owners or those in possession of abutting lands have no right or easement of access to or from their abutting lands or in respect to which the owners have only limited or restricted right or easement of access, and which is declared to be a freeway, in compliance with the Streets and Highways Code of the State of California.

Identification Sign. A wall sign that is limited to a company logo, generic type of business, or the name of a business or building.

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 is limited to a message giving directions, instructions, menus, selections or address numerals.

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 rooflike 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.

Mural Sign. ~~A sign that is painted on or applied to and made integral with a wall, the written message of which does not exceed three percent of the total area of the sign.~~

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

Off-Site Sign Structure. ~~A structure of any kind or character, erected, used or maintained for an off-site sign or signs upon which any poster, bill, printing, painting, projected image or other advertisement may be placed.~~

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

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.

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.

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 line.

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

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, which 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. Wall signs having no discernible boundary shall have the areas between letters, words intended to be read together and any device intended to draw attention to the sign message included in any computation of surface area.

2. For spherical, cylindrical or other three-dimensional signs the area of the sign shall be computed from the smallest two-dimensional geometrical shape or shapes, which will best approximate the greatest actual surface area visible from any one direction.

~~3. Sign support structures are excluded if neutral in color.~~

~~4. "Time and Temperature" sign copy is excluded from computation of sign area if the copy is less than 56 square feet in area.~~

Sign Face. The surface upon which the sign message is placed.

Sign Support Structure. A structure of any kind or character, erected, used or maintained for a sign upon which any poster, bill, printing, painting, projected image or other message may be placed.

Street Frontage. The length of a line separating a lot from one street.

~~**Supergraphic Sign.** A sign, consisting of an image projected onto a wall or printed on vinyl, mesh or other material with or without written text, supported and attached to a wall by an adhesive and/or by using stranded cable and eye bolts and/or other materials or methods, and which does not comply with the following provisions of this Code: Sections 14.4.10; 14.4.16, 14.4.17; 14.4.18; and/or 14.4.20.~~

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 Section 3303 and 3306 of the California Building Code. (CBC).

Temporary Sign. Any sign that is to be maintained for a limited duration, ~~not to exceed 30 days~~, including paper signs and other signs that are not permanently affixed to the ground or building.

~~**Wall Sign.** Any sign attached to, painted on or erected against 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.~~

Wall Sign. A sign on the wall of a building or structure, with the exposed face of the sign in a plane approximately parallel to the plane of the wall, that has been attached to, painted on, or erected against the wall; projected onto the wall; or printed on any material approved in Chapter 62 of the Los Angeles Municipal Code, which is supported and attached to the wall by an adhesive or other materials or methods.

Wall. An upright structure serving to enclose, divide or protect an area.

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

Window Sign. Any A sign except for a supergraphic sign, that is attached to, affixed to, leaning against, or otherwise placed within six 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 all other applicable provisions of this Code. ~~except that the provisions of Sections 14.4.4 E and G; 14.4.4 I; 14.4.5; 14.4.6; 14.4.12; 14.4.18; 91.6205.2; and 91.6216 of this Code shall not apply to the relocation of signs or sign support structures that existed on January 17, 1993, that were erected or are maintained by the Los Angeles Memorial Coliseum Commission (Commission) on property owned or controlled, in whole or in part, by the Commission.~~

B. **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 article), window signs, marquee signs and awning signs may only display on-site or noncommercial messages. The following provisions of this Code, as applicable, shall apply to on-site signs: Sections 14.4.4 A; 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; 14.4.19-18; 14.4.19; 14.4.20; 14.4.21; 14.4.22; 14.4.23; 14.4.24; 14.4.25; 91.6205; 91.6207; and 91.6216.

C. **Off-Site Signs.** Pole signs conforming to the regulations set forth in Section 14.4.17 of this article may display off-site or noncommercial messages. The following provisions of this Code, as applicable, shall apply to off-site signs: Sections 14.4.4 A; 14.4.5; 14.4.6; 14.4.1817; 14.4.22; 14.4.23; 14.4.24; 14.4.25; 91.6205; 91.6206; and 91.6207.

D. **Temporary Signs.** The following provisions of this Code, Temporary signs may display off-site, on-site or noncommercial messages. The provisions of the following sections of this Code, as applicable, shall apply to temporary on-site and off-site signs: Sections 14.4.4 A; 14.4.5; 14.4.6; 14.4.1615; 14.4.1716; 14.4.19; 14.4.21; 14.4.23; 14.4.24; 14.4.25; 91.6205; and 91.6207.

E. Zones.

1. Signs are permitted 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 provisions of the following sections of this article, as applicable: Sections 14.4.1; 14.4.2; 14.4.3; 14.4.4; 14.4.5; 14.4.6; 14.4.7; 14.4.10; 14.4.12; 14.4.15; 14.4.16; 14.4.18; 14.4.19; 14.4.20; 14.4.22; 14.4.23; 14.4.24; and 14.4.25.

2. Signs are permitted 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, P, PB, PF or SL zones; provided that these signs comply with the provisions of every section of this article except Section 14.4.19, as applicable.

3. A sign located on a lot comprised of two or more zones shall be regulated by the provisions of this article applicable to the zone the sign is in.

~~E. F. **Mural Signs.** The following provisions of this Code, as applicable, shall apply to mural signs: Section 14.4.4 A; 14.4.5; 14.4.6; 14.4.20; 91.6205; and 91.6207.~~
Relationship to Other Provisions of this Code. If the provisions of this article conflict with any other provisions of this Code related to signs, then this article shall govern.

SEC. 14.4.4. GENERAL PROVISIONS.

A. Permitted Signs. Only the signs defined in and regulated by this article and no others are allowed. 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 this article.

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

~~B. **C. 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, or spinners, except as permitted by Sections 14.4.46 15 and 14.4.47 16 of this Code.

3. contain flashing, mechanical and 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 14.4.46 15 and 14.4.47 16 of this Code.

6. are affixed to any vehicle or trailer on private property if the vehicle or trailer is not intended to be 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, digital displays, or continuous motion slide projectors in connection with any sign.

~~9. are supergraphic signs, except when supergraphic signs are specifically permitted pursuant to a legally adopted specific plan, supplemental use district or an approved development agreement.~~

~~10. are mural signs, except when mural signs are specifically permitted pursuant to a legally adopted specific plan, supplemental use district or an approved development agreement.~~

~~11. 9. Are off-site signs, except when off-site signs are specifically permitted pursuant to a legally adopted specific plan, supplemental use district, an approved development agreement, or a relocation agreement entered into pursuant to California Business and Professions Code Section 5412. This prohibition shall also apply to alterations or enlargements of legally existing off-site signs, except for alterations or enlargements specifically permitted by Section 91.6216 of this Code.~~

~~12. 10. are inflatable devices. except when inflatable devices are specifically permitted pursuant to a legally adopted specific plan, supplemental use district or an approved development agreement.~~

11. Are roof signs.

G. D. 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 six inches into a public alley.

2. No sign or sign support structure shall be located less than six feet horizontally or 12 feet vertically from overhead electrical conductors, which are energized in excess of 750 volts. The term “**overhead electrical conductors**” as used here shall mean any electrical conductor, either bare or insulated, installed above ground, except electrical conductors that are enclosed in iron pipe or other material covering of equal strength. Arcs of six 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 two feet of the curb or edge of any roadway.

~~D.~~ E. **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 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.~~ F. **Sign Illumination Limitations.** No sign shall be arranged and illuminated in a manner that will produce a light intensity of greater than ~~three~~ two foot candles above ambient lighting, as measured at the property line of the nearest residentially zoned property.

~~F.~~ G. **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.~~ H. **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.~~ I. **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.~~ J. **Sign Permit Priority Status.**

1. To maintain location, area, frontage, or spacing status, signs must be installed within six months of issuance of a building permit or 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.

K. **Maximum Sign Area.** The maximum sign area allowed on a lot shall be one square foot of sign area for every linear foot of street frontage and 1.5 square feet of sign area for every linear foot of building frontage. This sign area may be located anywhere on

the building or the lot or aggregated on one sign or multiple signs, provided that each individual sign complies with all applicable provisions of this article.

EXCEPTION: Temporary signs and information signs shall not be subject to the maximum sign area limitation imposed by this subsection.

L. Lots with Multiple Street Frontages.

1. If a lot is a corner lot or other lot with two or more street frontages, no more than two-thirds of the maximum sign area allowed under Subsection K above shall be located along any one street frontage.

2. 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.

3. 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.

M. Maximum Number of Signs. Each lot shall be subject to a maximum number of monument signs, projecting signs, and pole signs based on street frontage, as shown in the chart below. There is no maximum number of information signs, wall signs, illuminated architectural canopy signs, window signs, marquee signs, and awning signs permitted on a lot.

<u>Street frontage of lot</u>	<u>Permitted monument signs</u>	<u>Permitted pole signs</u>	<u>Permitted projecting signs</u>	<u>Total permitted freestanding signs and projecting signs</u>
<u>0- less than 50 feet</u>	<u>None</u>	<u>None</u>	<u>1</u>	<u>1</u>
<u>50 to less than 100 feet</u>	<u>None</u>	<u>None</u>	<u>1</u>	<u>1</u>
<u>100 to less than 200 feet</u>	<u>1</u>	<u>None</u>	<u>2</u>	<u>2</u>
<u>200 to less than 400 feet</u>	<u>2</u>	<u>None</u>	<u>3</u>	<u>4</u>
<u>400 to less than 600 feet</u>	<u>3</u>	<u>1</u>	<u>4</u>	<u>7</u>
<u>600 to less than 800 feet</u>	<u>4</u>	<u>1</u>	<u>5</u>	<u>9</u>
<u>800 to less than 1000 feet</u>	<u>5</u>	<u>1</u>	<u>6</u>	<u>11</u>
<u>1000 or more feet</u>	<u>5</u>	<u>1</u>	<u>6</u>	<u>11</u>

N. 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 established by any land use ordinance, including the height limit established for the underlying zone or height district.

O. **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 14.4.20 and 14.4.21 of this article.

SEC. 14.4.5. HAZARD TO TRAFFIC.

A. **Prohibition.** No sign or sign support structure shall be erected, constructed, painted or maintained, and no permit shall be issued, if the sign or sign support structure, because of its location, size, nature or type, 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.

B. **Hazard Referral.** The Department of Building and Safety shall refer the following to the Department of Transportation for hazard evaluation and determination prior to the issuance of a building permit:

1. All permit applications for signs that will be visible from and are located within 500 feet of the main traveled roadway of a freeway; and

2. All other permit applications and any signs that are determined by the Department of Building and Safety to have a potential for hazard.

C. **Hazard Determination.** The Department of Transportation shall return to the Department of Building and Safety each application so referred to it, together with a written statement of its determination, within 120 days of the date of referral by the Department of Building and Safety, or within an extended period of time as mutually agreed upon by the permit applicant and the Department of Transportation. Failure of the Department of Transportation to return the application and a hazard determination to the Department of Building and Safety shall be deemed a finding by the Department of Transportation of no hazard, and the Department of Transportation shall then approve the permit application. If the Department of Transportation determines that the sign or sign support structure will constitute a hazard, the Department of Building and Safety shall deny the application for permit.

D. **Appeal.** An appeal of the determination of the Department of Transportation's hazard determination may be filed by the permit applicant with the Board of Transportation Commissioners within 15 days of the date the determination is issued. Any appeal so filed pursuant to this subsection stays proceedings in the matter. The Board must act within 75 days of the date the appeal is filed. The decision of the Board of Transportation Commissioners may not be further appealed, subject to Charter Section 245.

E. **Procedures.** The Department of Transportation shall prepare and make available to the public procedures for administering the provisions of this section.

SEC. 14.4.6. FREEWAY EXPOSURE. No person shall erect, construct, install, or maintain any sign or sign support structure within 660 feet of a freeway unless the sign conforms to the requirements of California Business and Professions Code Sections 5403, 5404, 5405, 5406, 5408, 5440, 5440.1, 5442.11 and 5442.13.

~~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 identifying the building where the sign is located, providing the area of the sign is not more than 50 square feet or is not larger than five percent of the area of the side of the building, which 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. 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.~~

~~C. **Existing Signs.** Within three years of the opening of a freeway to public travel, all signs that existed prior to the opening of the freeway and that are in conflict with the provisions of this section and/or Section 14.4.5 of this Code shall be removed, or shall be rearranged or relocated so as to eliminate any conflict with the provisions of this section and/or Section 14.4.5 of this Code.~~

~~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 and/or Section 14.4.5 of this Code. If it is determined that any sign or sign support structure is in conflict with any of the provisions of this section and/or Section 14.4.5 of this Code, then the permittee and/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. 14.4.7. INFORMATION SIGNS.

A. **Area.** ~~Information signs shall not exceed 25 square feet in area. The maximum area of any one information sign shall not exceed a total of 25 square feet for all the sign faces.~~

B. **Height.** ~~Information signs shall be limited to a maximum overall height of six feet six inches above the sidewalk grade or edge of roadway grade nearest the sign. No information sign shall exceed a height of six feet six inches.~~

SEC. 14.4.8. MONUMENT SIGNS.

A. **Area.** The maximum sign area of any one monument sign shall not exceed a total of 60 square feet for all the sign faces.

1. ~~The sign area of monument signs shall not exceed 1.5 square feet per foot of street frontage 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 and window signs shall not exceed four square feet for each foot of street frontage.~~

B. **Height.** ~~Monument signs shall be limited to a maximum overall height of eight feet above sidewalk grade or edge of roadway grade nearest the sign. No monument sign shall exceed a height of eight feet.~~

C. **Location.** ~~Monument signs shall be located at least 7.5 feet from interior lot lines and at least 15 feet from any other monument sign, projecting sign or pole sign. The location of monument signs shall not interfere 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. 14.4.9. PROJECTING SIGNS.

A. **Permitted.** ~~Projecting 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 projecting sign for each 200 feet or fraction of that area of street frontage, if the street frontage does not contain an existing projecting sign or a pole sign.~~

~~B. A. Area. The maximum sign area of any one projecting sign shall not exceed a total of 50 square feet for all the sign faces.~~

~~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 up to a maximum sign area of 300 square feet. 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 and window signs shall not exceed four square feet for each foot of street frontage.~~

~~C. B. Height. A projecting sign shall not be located lower than eight feet above sidewalk grade or edge of roadway grade nearest the sign and shall not extend above the top of the wall. Clearance. Projecting signs shall have a minimum clearance of eight feet above the sidewalk grade or edge of roadway grade nearest the sign and shall not extend above the top of the wall.~~

~~D. C. 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. D. Projections. 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 three feet as measured parallel with the building line. In no event, may a projecting sign project more than eight 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 five feet at 50 feet to eight feet at 100 feet of street frontage.

SEC. 14.4.10. WALL SIGNS.

~~A. Area.~~

~~1. The total sign area of wall signs facing a street shall not exceed two square feet for each foot of street frontage, plus one square foot for each foot of building frontage for a single-story building.~~

~~2. For buildings more than one story in height, the combined sign area shall not exceed that permitted for a single story by more than ten 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 two square feet for each foot of street frontage, plus one square foot for each foot of building frontage.~~

~~5. The combined sign area of wall signs, projecting signs, monument signs, illuminated architectural canopy signs, pole signs, roof signs and window signs shall not exceed four square feet for each foot of street frontage.~~

~~B.~~ A. Height. A wall sign shall not extend above the top of the wall of the building.

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

G. B. Location.

1. No wall sign except a non-illuminated painted wall sign shall be located on a wall that faces and is within five 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 R-3 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.

4. No wall sign shall cross the perimeter of any opening of a building, including its windows, door, and vents, at any point within 24 inches of the building face.

~~D.~~ C. 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 a building face. ~~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. D. High Rise Identification Signs Above 100 Feet in Height.~~ Any wall signs located over 100 feet above grade Notwithstanding the provisions of Section 14.4.4 K of this article, shall be used as the sign area of identification signs only located at a height of 100 feet or more shall not be included in a lot's maximum sign area if:

~~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 five 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.~~

1. No more than two identification signs are located at a height of 100 feet or more.

2. No more than one identification sign is located at height of 100 feet or more on any building face.

3. The sign area of identification signs located at a height of 100 feet or more complies with the following limitations:

<u>Sign Height</u>	<u>Sign Area Limits</u> (square feet)
<u>100 feet or more but less than 175 feet</u>	<u>5 x building face width at uppermost mounted sign height</u>
<u>175 feet or more but less than 275 feet</u>	<u>6 x building face width at uppermost mounted sign height</u>
<u>275 feet or more but less than 400 feet</u>	<u>7 x building face width at uppermost mounted sign height</u>
<u>400 feet or more</u>	<u>8 x building face width at uppermost mounted sign height</u>

4. Identification signs use channel letters.

5. Illumination from an identification sign is restricted to no greater than one foot candle above ambient light level, as measured at the property line of a lot classified in the RW1 zone or a more restrictive zone, when such property line is within 200 feet of the lot where the identification sign is located.

~~F. E. Parking Lots.~~ Notwithstanding the provisions of Section 14.4.4 C 5 of this article, where a parking lot exists between a wall sign and the street, and there is a wall between the parking lot and the street, a portion of the total sign area permitted by this section article may be used on the 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 wall between two feet six inches and three feet six inches in height above the finished grade at the base of the wall generally facing the street.

SEC. 14.4.11. ILLUMINATED ARCHITECTURAL CANOPY SIGNS.

A. Area.

~~1. The area of illuminated architectural canopy signs shall not exceed two square feet for each foot of street frontage, plus one square foot for each foot of building frontage. The maximum sign area of any one illuminated architectural canopy sign shall not exceed a total of 50 square feet for all the sign faces.~~

2. In applying the sign area limits specified by this article, only the area occupied by the message of ~~the~~ an 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 two square feet for each foot of street frontage, plus one square foot for each foot of building frontage.~~

~~4. The combined sign area of illuminated architectural canopy signs, projecting signs, monument signs, wall signs, pole signs, roof signs and window signs shall not exceed four square feet for each foot of street frontage.~~

B. **Height.** An illuminated architectural canopy sign shall not extend above the top of the wall of a building.

C. **Clearance.** Illuminated architectural canopy signs shall have a minimum clearance of eight feet above the sidewalk grade or edge of roadway grade nearest the sign and shall not be located closer than two feet from the curb of any roadway.

D. **Emergency Personnel Access.** Illuminated architectural canopy signs shall not occupy a four-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. **Projections.** Illuminated architectural canopy signs may project over a building line. However, in no event may an illuminated architectural canopy sign project more than three feet from the building face. ~~the face of the building.~~

SEC. 14.4.12. 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 or fraction of that area of street frontage, if the street frontage does not contain an existing pole sign or projecting sign.~~

B. A. Area. The maximum sign area of any one pole sign shall not exceed a total of 200 square feet for all the sign faces, and no single sign face shall exceed 100 square feet.

~~1. Sign area visible to the same direction of traffic shall not exceed two square feet for each foot of street frontage, plus one square foot for each foot of building frontage.~~

~~2. The maximum area of any one pole sign shall not exceed 400 square feet.~~

~~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 and window signs shall not exceed four square feet for each foot of street frontage.~~

B. Height. The maximum height of any one pole sign shall not exceed the maximum sign area permitted for a single sign face divided by four.

~~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. C. Location.

1. Pole signs shall be located at least ten feet from interior lot lines; however, on corner lots and flag lots, pole signs may be located five 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.~~

D. Clearance. ~~4. Where the lower part of a pole sign is less than eight 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. Projections. 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 three 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. 14.4.13. 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.~~

~~B. Area.~~

~~1. Sign area shall not exceed two square feet for each foot of street frontage, plus one square foot for each foot of building frontage.~~

~~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 two square feet for each foot of street frontage, plus one square foot for each foot of building frontage.~~

~~4. The combined sign area of wall signs, projecting signs, monument signs, illuminated architectural canopy signs, pole signs, roof signs and window signs shall not exceed four square feet for each foot of street frontage.~~

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

~~D. Location.~~

~~1. Roof signs shall be located at least ten feet from interior lot lines.~~

~~2. Roof signs shall be located at least two 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. 14.4.44~~13~~. WINDOW SIGNS.

~~A. **Area.** The total area of all window signs shall not exceed ten percent of the area of the window used to display the sign.~~

~~B. **Combined Area.** The combined sign area of wall signs, projecting signs, monument signs, illuminated architectural canopy signs, pole signs, roof signs and window signs shall not exceed four square feet for each foot of street frontage.~~

SEC. 14.4.45~~14~~. MARQUEE SIGNS.

A. **General Requirements.** Marquee signs shall comply with the requirements set forth in Section ~~3402~~ 3106 of the CBC Los Angeles Building Code and the following provisions of this Code: Sections 14.4.3 A; 14.4.4 A B; 14.4.5; 14.4.6; 91.6205; and 91.6207.

B. **Location.** Signs shall not be attached to any portion of the marquee except on the periphery. Wall signs on the periphery shall not extend above or below the periphery. Cloth or banner signs or drop-roll curtains may be suspended below the exterior periphery and ~~extend within seven feet of the grade~~ not closer than seven feet from the grade.

SEC. 14.4.46 ~~15~~. TEMPORARY SIGNS.

A. **Permit Required.** Notwithstanding any other provision of this article, a building permit shall be required for a temporary sign, pennant, banner, ribbon, streamer or spinner. ~~other than one that contains a political, ideological or other noncommercial message.~~ The permit application shall specify the dates being requested for authorized installation and the proposed location.

EXCEPTION: Pursuant to Section 91.6201.2.1a of this Code, no building permit shall be required for a temporary sign, pennant, banner, ribbon streamer or spinner that contains a political, ideological or other noncommercial message, or that, pursuant to Section 91.101.5 of this Code, contains less than 20 square feet of sign area.

B. Area.

~~1. The combined sign area of temporary signs shall not exceed two square feet for each foot of street frontage.~~ In addition to the sign area allowed under Section 14.4.4-K of this article, each lot shall be allowed one square foot of sign area for every linear foot of street frontage. This sign area shall only be used on temporary signs and no other signs allowed by this article. The limitation on sign area imposed by this subsection applies to all temporary signs, including temporary signs that do not require a building permit.

2. The combined sign area of all temporary signs, when placed upon ~~a~~ the interior surface of a window and any other window signs shall not exceed a maximum of ten percent of the window area.

C. Time Limit.

~~1. Temporary signs that require a permit shall be removed within 30 days of installation and shall not be reinstalled for a period of 30 days of 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.~~

~~2. Temporary signs that do not require a permit shall be removed within 30 days of the date of installation of the sign.~~

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.

D. Location. Temporary signs, including those that do not require a building permit, may be tacked, pasted or otherwise temporarily affixed to windows and/or on the walls of buildings, barns, sheds or fences.

E. 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 proofed when the aggregate area exceeds 100 square feet. Every temporary cloth 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. 14.4.17 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 14.4.16 15 E. For purposes of this section, 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 14.4.16 15 B 1 and 2 of this Code, signs placed on temporary construction walls, and/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 eight square feet for each foot of street frontage.

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 and/or solid wood fences surrounding vacant lots by at least ten feet measured horizontally.

C. Time Limit. Notwithstanding the provisions of Section 14.4.16 15 C 1 ~~and 2~~ of this Code, signs placed on temporary construction walls, and/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 consenting to the new building permit.

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

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

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

1. **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 of the Department of Public Works (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 and/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. If the Office of Community Beautification finds the existence of a public nuisance on public property within the expanded radius area beyond the original 500 foot radius, then it shall require the applicant to abate the public nuisance in the expanded radius area in accordance with Subdivision 3, below.

2. Notification of Locations for Placement of Signs. Within ten 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.

3. 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 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.

4. 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 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 and/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, and/or solid wood fence surrounding a vacant lot within 24 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, and/or solid wood fence surrounding a vacant lot, within 24 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.

5. Removal of Signs. If the Department of Building and Safety revokes the building permit allowing signs on temporary construction walls, and/or solid wood fences surrounding vacant lots, then any signs placed on the temporary construction walls and/or solid wood fences surrounding vacant lots shall be removed by the applicant within 72 hours after receipt of written notification.

6. Public Nuisance. Any signs remaining on temporary construction walls, and/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 the Code.

7. 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.

SEC. 14.4.48 17. OFF-SITE SIGNS.

A. Area. The sign area of a single 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, except that a sign that is more than 80 percent above a roof of a building may extend to the top of the sign 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 ~~that height specified for the height district~~ 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 eight 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 one 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 Sections 14.14.18 A and 14.14.18 D of this Code 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. An off-site sign located on a through lot shall 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:

WHERE:

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

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 six 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 six 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 ten 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 ten 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 Sections 91.3202 and 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. 14.4.20 MURAL SIGNS.

~~Approval for mural signs shall be obtained from the Cultural Heritage Commission. The placement, height, and overall area of a mural sign shall be as approved by the Cultural Heritage Commission. In making its determination, the Cultural Heritage Commission shall find that the proposed sign does not conflict with the purposes and objectives set forth in Section 14.4.1 of this Code.~~

SEC. 14.4.19. SIGNS IN A AND R ZONES.

A. General Provisions.

1. No sign shall exceed a height of six feet.

2. No interior illumination of a sign is allowed.

3. No sign which is attached to a building shall project above the lowest portion of any roof, eave or ridge of the building.

4. 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.

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 all temporary signs on a lot shall not exceed six square feet for all the sign faces.

2. Temporary signs related to the occasional sale of used and hand made goods cannot be erected more than two days prior to the sale and shall be removed by sunset of the day of the sale.

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 shall be permitted on each lot. Any individual awning sign or wall sign shall not exceed twenty square feet in area. No pole sign shall exceed nine square feet in area. The sign area of all permanent signs on a lot in the A1 or A 2 zones shall not exceed thirty square feet in area for all the sign faces.

2. RA, RE, RS, R1, RU, RZ, RW1, R2 and RW2 zones: One wall sign not to exceed two square feet in area shall be allowed on each lot.

3. RD zones: Any number of awning signs or wall signs and one pole sign shall be permitted on each lot. But any individual awning sign or wall sign shall not exceed fifteen square feet in area. No pole sign shall exceed nine square feet in area. The sign area of all permanent signs on a lot in the RD zones shall not exceed twenty 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 shall be permitted on each lot. But any individual awning sign or wall sign shall not exceed twenty square feet in area. No pole sign shall exceed nine square feet in area. The sign area of all permanent signs on a lot in the R3, R4, or R5 zones shall not exceed thirty 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. But no individual awning sign or wall sign shall exceed ten square feet in area. The sign area of all permanent signs on a lot in the RMP zone shall not exceed fifteen square feet in area for all the sign faces.

SEC. 14.4.20. SIGN MODIFICATIONS.

A. Height, Location and Sign Area. The Zoning Administrator shall have the authority to grant a modification of the height, location and sign area provisions of this article, provided that no modification of 20 percent or more is granted. In making determinations on applications for a sign modification, no consideration shall be given to the content message of the sign.

B. Procedures. No sign modification may be granted unless the Zoning Administrator makes all of the findings specified in this section. The procedures for

considering applications for a sign modification 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. that 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.

2. that 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.

3. that the modification 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.

SEC. 14.4.21. COMPREHENSIVE SIGN PROGRAM.

A. **Purpose.** A comprehensive sign program is intended to integrate the design of signs with the design of a development project's buildings and structures, in order to create a unified design or architectural theme. A further purpose of a comprehensive sign program is to define common sign regulations for multi-tenant development projects. A comprehensive sign program is intended to further, not hinder, the purpose of this article.

B. **General Provisions.** A comprehensive sign program:

1. shall not permit any sign prohibited by Section 14.4.4 C of this article; and

2. may only be submitted for existing or proposed development projects on development sites that have a minimum of five acres and at least 100,000 square feet of non-residential floor area; and

3. shall only be approved for development projects located in the C, M, PF or R5 zones.

C. **Sign Regulations.** A comprehensive sign program may only include provisions that vary from the following provisions of this article:

1. **Maximum Sign Area.** The provisions set forth in Section 14.4.4 K of this article, provided that the maximum sign area on the site of a development project shall not exceed two square feet of sign area for every linear foot of street frontage and two square feet of sign area for every linear foot of building frontage.

2. **Lots with Multiple Street Frontages.** The provisions set forth in Section 14.4.4 L of this article.

3. **Maximum Number of Signs.** The provisions set forth in Section 14.4.4 M of this article.

4. **Information Signs.** The area and height provisions set forth in Section 14.4.7 of this article.

5. **Monument Signs.** The area, height and location provisions set forth in Section 14.4.8 of this article.

6. **Projecting Signs.** The area and location provisions set forth in Section 14.4.9 of this article.

7. **Identification Signs over 100 Feet in Height.** The provisions set forth in Section 14.4.10 D of this article.

8. **Illuminated Architectural Canopy Signs.** The area provisions set forth in Section 14.4.11 of this article.

9. **Pole Signs.** The area and height provisions set forth in Section 14.4.12 of this article, provided that no pole sign shall be allowed to exceed a height of 50 feet.

10. **Window Signs.** The provisions set forth in Section 14.4.13 of this article.

11. **Temporary Signs.** The time limit and area provisions set forth in Section 14.4.15 of this article, provided that the sign area of temporary signs shall not exceed two square feet of sign area for every linear foot of street frontage.

D. **Procedures.** The initial decision-maker for a comprehensive sign program shall be the Director and the appellate body shall be the City Planning Commission.

1. **Application.** An application for a comprehensive sign program shall be filed at a public office of the Department of City Planning, on a form provided by the Department, and accompanied by applicable fees. The application must provide all of the information required by the Department, including a visual representation in color of the size, illumination, height, projection, location, street orientation and type of all the permanent and temporary signs proposed for the development project.

2. **Public Hearing and Notice.** The Director shall set the matter for a public hearing, following the procedures for providing notice of the time, place and purpose of the hearing as set forth in Section 12.27 C of this Code.

3. **Initial Decision by the Director.** The Director's initial decision shall be supported by written findings of fact based upon written or oral statements and documents presented to him or her, which may include photographs, maps, and plans, together with the result of his or her investigations. Upon making a determination pursuant to an application for a comprehensive sign program, the Director shall transmit a copy of the written findings and decision to the applicant, the Department of Building and Safety, owners of all properties within 100 feet of the boundary of the subject property, owners of all properties abutting, across the street or alley from, or having a common corner with the subject property, and to all persons who have filed written requests for this notice with the Department of City Planning. The Director shall also place a copy of the findings and decision in the file.

4. **Findings.** The Director of Planning, or the City Planning Commission on appeal, must make all of the following findings in order to approve an application for a comprehensive sign program:

a. The proposed comprehensive sign program is consistent with and furthers the purpose of this article and the purpose of this section;

b. The proposed signs visually relate to each other and convey a unified design or architectural theme;

c. The proposed signs are appropriately related in size, illumination, height, projection, location and street orientation to the buildings and structures on the development site;

d. The size, illumination, height, projection, location and street orientation of the proposed signs are compatible with the buildings and structures in the surrounding area;

e. The proposed comprehensive sign program shall not constitute a hazard to the safe and efficient operation of vehicles upon a street or a freeway, or create a condition that endangers the safety of persons, pedestrians or property; and

f. The proposed comprehensive sign program will not create light pollution or other negative environmental effects that will be materially detrimental to the character of development in the immediate neighborhood outside the development site.

g. The size, illumination, height, projection, location and street orientation of the proposed signs within 500 feet of a residentially zoned lot are compatible with residential uses.

5. **Filing of an Appeal.** Any person aggrieved by an initial decision of the Director concerning a comprehensive sign program, may appeal the decision to the City Planning Commission by filing an appeal with the Department of City Planning

within 15 days of the date of mailing of the Director's decision. The appeal shall be filed at a public office of the Department of City Planning, on a form provided by the Department, and 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 Director. The City Planning Commission shall not consider any appeal not filed within the 15-day period. The filing of an appeal stays proceedings in the matter until the City Planning Commission has made a decision. Once an appeal is filed, the Director shall transmit the appeal and the Director's file to the City Planning Commission. At any time prior to the action of the City Planning Commission on the appeal, the Director shall submit any supplementary pertinent information he or she deems necessary or as the City Planning Commission may request.

6. **Appellate Decision - Public Hearing and Notice.** Before acting on the appeal, the City Planning Commission shall set the matter for hearing, giving notice by mail of the time, place and purpose of the hearing to the appellant, to the applicant, to the owner or owners of the property involved, to the Director, and to any interested party who has requested in writing to be so notified. The notice shall be mailed at least 24 days prior to the hearing.

7. **Time for Appellate Decision.** The City Planning Commission shall make its decision within 75 days after the expiration of the appeal period. The 75 day time limit to act on an appeal may be extended by mutual written consent of the applicant and the City Planning Commission. If the City Planning Commission fails to act within this time limit, the action of the Director on the matter shall be final.

8. **Appellate Decision.** The City Planning Commission may reverse or modify the ruling or decision appealed from only upon making written findings setting forth specifically the manner in which the action of the Director was in error or constituted an abuse of discretion. Upon making a decision, a copy of the findings and decision shall forthwith be placed on file in the Department of City Planning, and copies of the decision shall be sent to the applicant, the appellant, the Department of Building and Safety, the Director of Planning and the Office of Zoning Administration.

E. **Compliance.** All signs on a development site must comply with the approved comprehensive sign program.

F. **Amendment.** A comprehensive sign program may be amended, subject to the same procedures and other provisions set forth in this section.

G. **Content Message.** The review of an initial comprehensive sign program, or an amendment to an approved comprehensive sign program, shall not consider the content message of the proposed signs.

SEC. 14.4.22. 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, provided that no structural, electrical or mechanical alterations are made to the sign, except as set forth in Section 91.6216 of this Code.

SEC. 14.4.23. ADMINISTRATIVE CIVIL PENALTIES.

This section governs administrative civil penalties for violations of the sign regulations set forth in this article and violations of any other sign regulations established by ordinance.

A. Declaration of Purpose.

The City Council finds there is a need for alternative methods of enforcing the sign regulations. The City Council further finds that the assessment of civil penalties for violations of the sign regulations is a necessary alternative method for gaining compliance with the sign regulations. The administrative assessment of civil penalties established in this article 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. General Provisions.

1. 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 the sign regulations.

2. Violations of the sign regulations are deemed continuing violations and each day that a violation continues is deemed to be a new and separate offense.

3. Whenever the Department of Building and Safety determines that a violation of the sign regulations has occurred or continues to exist, the Department of Building and Safety may issue a written order to comply to all the responsible parties.

4. The order to comply shall be posted in a conspicuous location on the premises where the violation has occurred and mailed via U.S. first class mail to the owner of the property on which a sign is located and the owner of the sign and sign support structure.

5. The order to comply shall cite which provisions of the sign regulations have been violated; the date and location of the violation; the action required to correct the violation; the date by which the violation must be corrected; the date from which civil penalties will accrue; the daily amount of the civil penalties; and information concerning the right of appeal, including the date by which an application to appeal the order to comply and the amount of the civil penalties must be filed.

6. Civil penalties are due and payable within 30 days of the date the Department of Building and Safety issues the order to comply.

C. Authority.

1. The Department of Building and Safety shall have the authority to assess the following civil penalties against each responsible party for the first, second, third and all subsequent violations of the sign regulations on the same lot.

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

EXCEPTION: The civil penalty per day of a violation of Section 14.4.19 of this article for signs of less than 20 square feet in sign area shall be \$500 for the first violation, \$1,000 for the second violation, and \$2,000 for the third and all subsequent violations on the same lot.

2. Civil penalties shall accrue until the responsible parties complete all actions required by the order to comply and pay all of the civil penalties due.

3. Filing of an appeal with the Department of City Planning does not stop civil penalties from accruing.

4. Compliance with the actions required by the order to comply does not cancel any civil penalties that have accrued.

5. Payment of the civil penalty shall not excuse a failure to correct the violation nor shall it bar further enforcement action.

6. If the Department of Building and Safety or the administrative hearing officer rescinds an order to comply, the violation shall be considered corrected and no civil penalties shall be due.

D. Appeals.

1. Any appeal of an order to comply or the civil penalties must be filed within 15 days of the date the order to comply is mailed to the responsible party by the Department of Building and Safety.

2. An appeal may only be filed by a responsible party.

3. The appeal must be filed at a public office of the Department of City Planning, on a form provided by the Department of City Planning, and accompanied by applicable fees. The appeal must 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.

E. Public Hearings.

1. The Chief Zoning Administrator shall appoint one or more administrative hearing officers to hear appeals filed pursuant to this section. The administrative hearing officer shall exercise all the powers and duties to conduct hearings and make decisions pursuant to this article.

2. The Chief Zoning Administrator shall set the matter for a public hearing, following the procedures for providing notice of the time, place and purpose of the hearing as set forth in Section 12.27 C of this Code.

3. The Chief Zoning Administrator may grant continuances; however, when an administrative hearing officer has been appointed, no continuances may be granted, except by him or her, and only for good cause shown, so long as the matter remains before him or her.

4. The administrative hearing officer shall proceed with reasonable dispatch to conclude any matter being heard. Due regard shall be shown for the convenience and necessity of any parties or their representatives.

5. All oral testimony shall be upon oath or affirmation. The administrative hearing officer shall have the authority to administer oaths and to allow cross-examination of witnesses.

6. The proceedings of the hearing shall be recorded by an audio recorder.

F. Evidence.

The administrative hearing officer shall only consider 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.

G. Rights of Parties.

Each party shall have the right to represent himself or herself, or to be represented by an attorney or other person of his or her choice; to introduce exhibits; to cross-examine opposing witnesses on any matter relevant to the issues; to impeach any witness regardless of which party first called him or her to testify; and to rebut the evidence presented against him or her.

H. Decision.

1. The administrative hearing officer may reverse or modify, in whole or in part, the order to comply. The administrative hearing officer may also reduce the amount of the civil penalties. The administrative hearing officer's decision shall be based solely on the record and evidence and 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.

2. The decision of the administrative hearing officer shall be in writing. A copy of the decision shall be provided to the owner of the property on which the sign and support structure is located, the owner of the sign and sign support structure, 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 and to all persons who have filed written requests for this notice with the Office of Zoning Administration. The administrative hearing officer shall also place a copy of the findings and decision in the file.

3. The administrative hearing officer may establish dates by which the civil penalties must be paid.

4. The decision of the administrative hearing officer is final and may not be appealed.

I. Collection.

1. If the civil penalty is not paid in a timely manner, the City Council may order that the civil penalty be specially assessed against the real property on which the sign found in violation is located. If the City Council orders that the civil penalty be specially assessed against the real property on which the sign found in violation is located, it shall confirm the assessment, and the assessment may be collected at the same time and in the same manner as ordinary real property taxes are collected. The assessment shall be subject to the same penalties and the same procedure and sale in case of delinquency as provided for ordinary real property taxes. All laws applicable to the levy, collection, and enforcement of real property taxes are applicable to the special assessment.

2. The City Council may also cause a notice of lien to be recorded. The notice shall, at a minimum, identify the record owner or possessor of the real property, set forth the last known address of the record owner or possessor, the date on which the penalty was imposed, a description of the real property subject to the lien, and the amount of the penalty.

3. The Office of Finance shall refer to a collection agency civil penalties that the owner of the sign and sign support structure has not paid in a timely manner.

J. **General Fund.** Civil penalties collected pursuant to this section shall be credited to the general fund.

SEC. 14.4.24. RIGHT OF PRIVATE ACTION.

A. Any person who erects or maintains a permanent sign in violation of this article and is issued an order to comply by the Department of Building and Safety shall be liable in a civil action to the owner or occupant of real property located within 500 feet of a permanent sign for damages, as determined by the court, and may, at the discretion of the court, be awarded court costs and attorneys' fees. If an order to comply is appealed, a civil action may only be pursued if the administrative hearing officer concurs with the Department of Building and Safety that the sign regulations have been violated.

B. For purposes of this section, a "permanent sign" shall be a sign for which a permit is required under this article.

C. Remedies provided by this section and Section 14.4.23 of this article are in addition to any other legal or equitable remedies and are not intended to be exclusive.

SEC. 14.4.25. 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.

DIAGRAM A

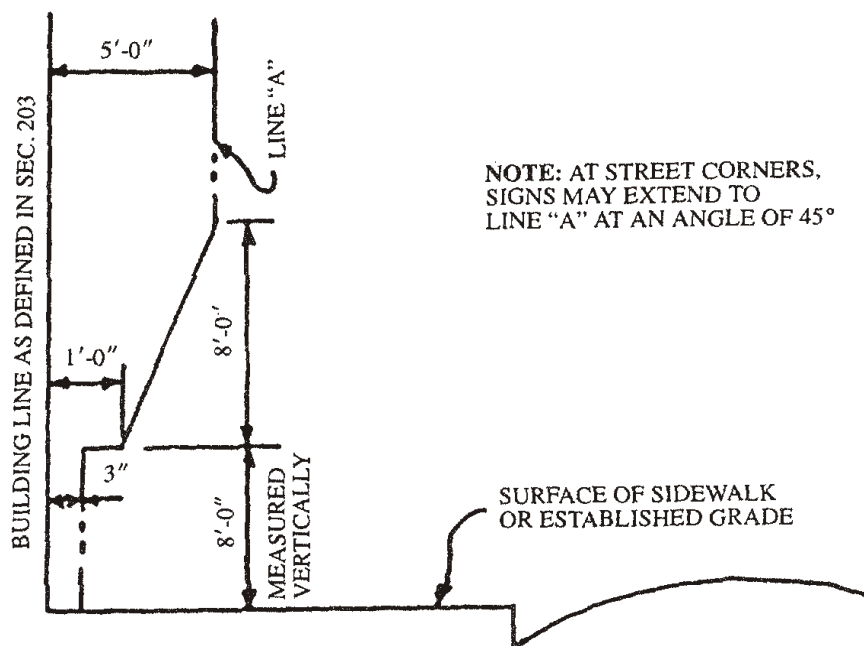
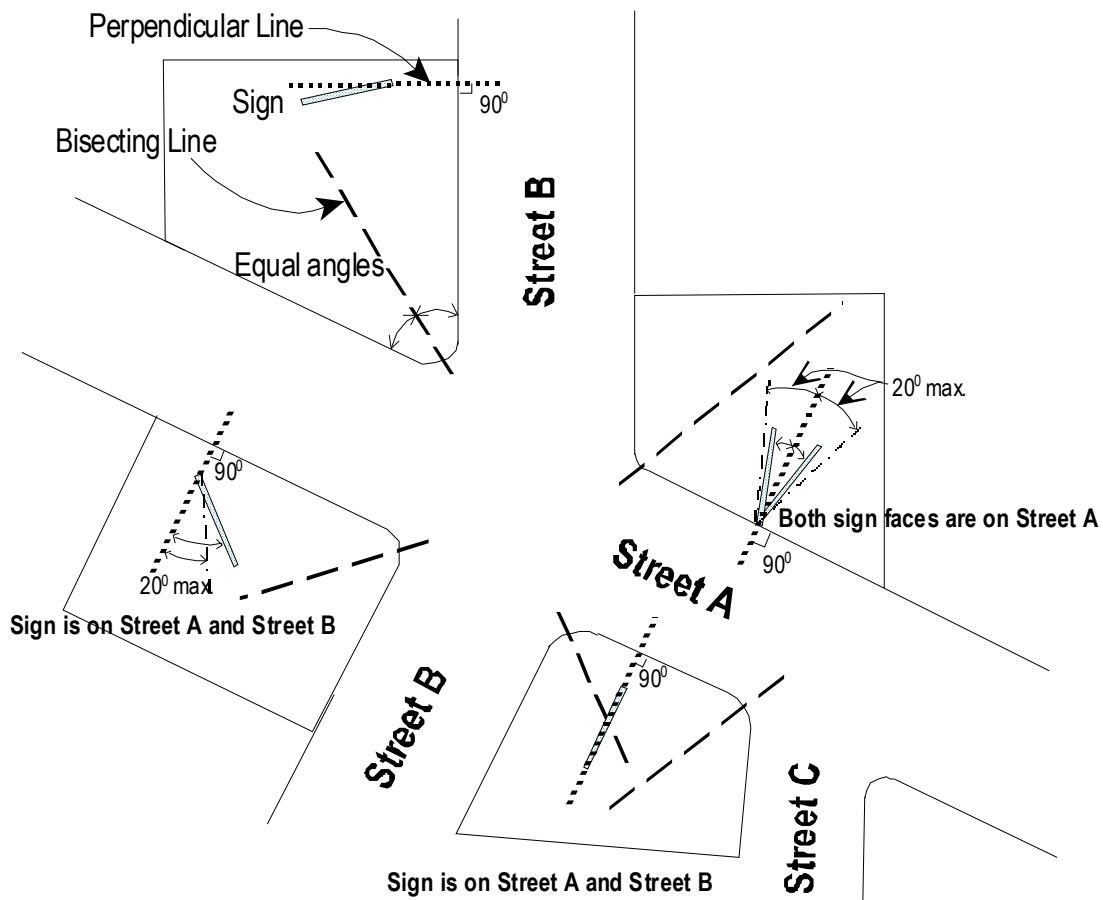


TABLE NO. B
SPACING REQUIREMENTS BETWEEN OFF-SITE SIGNS

	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. 2. A new Subsection K shall be added to Section 11.5.7 of Article 1.5 of Chapter 1 of the Los Angeles Municipal Code to read:

K. Sign Regulations. A specific plan shall not permit any of the signs prohibited by Section 14.4.4 C of this Code. Any sign regulations included in a specific plan must be more restrictive and may not be more permissive than the sign regulations set forth in Article 4.4 of Chapter 1 of this Code.

Sec. 3. Subparagraph (2) of Paragraph (a) of Subdivision 16 of Subsection A of Section 12.05 of the Los Angeles Municipal Code is hereby deleted:

~~(2) Notwithstanding Section 12.21 A 7 of this Code, signs and window or outside displays in connection with the home occupation are prohibited.~~

Sec. 4. Subdivision 7 of Subsection A of Section 12.21 of the Los Angeles Municipal Code is hereby deleted:

~~7. No nameplate, sign or advertising matter of any kind shall be placed or maintained on any lot in any zone except in accordance with the following regulations:~~

~~(a) All nameplates, signs and advertising matter on a lot in an "A" or "R" Zone shall pertain to a permitted use (except that no signs shall be permitted to identify a home occupation) or indicate the name of the occupant and shall be located on the same lot with that use;~~

~~(b) No nameplate, sign or advertising matter, which is attached to a building on a lot in an "A" or "R" Zone, may project above the roof ridge or parapet wall (whichever is the higher) of the building;~~

~~(c) No illuminated nameplate, identification sign or advertising matter, which is permitted by this subdivision, may be of the flashing, moving or animated type;~~

~~(d) There may be only one unlighted nameplate for each dwelling unit on a lot in an "A" or "R" Zone indicating the name of the occupant, (except that no signs shall be permitted to identify a home occupation), and no nameplate may exceed three square feet in area in an "A" Zone, nor exceed one and one half square feet in area in an "R" Zone;~~

~~(e) There may be one or more unlighted signs pertaining to the sale of farm products raised or produced on the premises, but the total area of all these signs shall not exceed 20 square feet on any lot in an "A" Zone, nor exceed 12 feet on any lot in an "R" Zone;~~

~~(f) There may be one or more unlighted signs pertaining to the prospective rental or sale of the property, but the total area of all these signs shall not~~

~~exceed 20 square feet on any lot in an "A" Zone, nor exceed 12 square feet on any lot in an "R" Zone;~~

~~(g) There may be one identification sign for each farm, ranch, estate or building other than a dwelling in an "A" Zone, but that identification sign may not exceed 20 square feet in area;~~

~~(h) There may be one or more signs identifying the buildings or permitted use (except that no signs shall be permitted to identify a home occupation) on any lot in any "R" Zone, but no one sign may have a surface area which exceeds 20 square feet, nor shall the total surface area of all these signs exceed 30 square feet;~~

~~(i) There may be one church bulletin board, not exceeding 18 square feet in area, on any lot in any "A" or "R" Zone;~~

~~(j) There may be one or more signs, warning against trespassing, on any lot in an "A" Zone, but no one sign shall exceed three square feet in area.~~

~~(k) **Temporary Subdivision Directional Signs.** Notwithstanding any other provision of this article, a Zoning Administrator may approve the use of any property in an "A" or "R" Zone for the erection and maintenance of temporary unlighted subdivision directional signs, which are neither reflective nor fluorescent, if he or she finds that the location of the signs is proper in relation to uses of adjacent property and that the use will not be materially detrimental to the property of other persons located in that vicinity. This approval shall be subject to the following regulations:-~~

~~(1) An application shall be filed in the Office of Zoning Administration upon a form and accompanied by the data and information as has been prescribed by the Office. Each application shall be consented to and acknowledged by the owner or lessee of each parcel of property upon which a sign is to erected. Only one application need be filed for all temporary, unlighted, subdivision directional signs relating to a single subdivision separately numbered and recorded by the Los Angeles County Recorder. The manner of installation and conditions regulating number, size and type of signs shall be determined and approved by a Zoning Administrator. To the extent possible, he or she shall make available a list or explanation of those installation features and conditions that are usually required.~~

~~(2) An approval to erect and maintain signs pursuant to this paragraph shall be valid for one year. If, after one year, 3/4 of the dwelling units or lots have not been sold or leased for the first time, approval for retaining the directional signs for not more than an additional one-year period may be granted by a Zoning Administrator.-~~

~~(3) No sign erected pursuant to this paragraph shall exceed 12 square feet in area.~~

~~(4) One temporary, unlighted, subdivision directional sign may be approved for location adjacent to each street which constitutes a separate and distinct direction on the route from a major or secondary highway to a subdivision site. Where there are two or more major or secondary highways from which there are routes to a subdivision site, signs may be approved only along two routes.~~

~~(5) The erection and maintenance of temporary, unlighted, subdivision directional signs may be approved only on vacant property; however, if a Zoning Administrator determines that vacant property is not available in locations where provisions for travel directions are essential, he or she may approve developed property for the location of signs.~~

~~(6) Signs may not be located within the public right of way of any highway, street, alley, or on any other public right-of-way.~~

~~(7) All signs permitted by this paragraph shall be removed within five days after the expiration of the authorized time period. Each application shall contain a statement signed by the applicant, the owner of the signs, and the owner or lessee of the property upon which the signs are to be placed, agreeing that if the signs are not removed as required above, they may be confiscated, removed and destroyed by the City without further notice. Prior to the erection of any signs authorized pursuant to any single application, the applicant shall deposit \$100 with the Department of Building and Safety for the purposes of defraying any expense incurred by the City in the removal of the signs. This money shall be refunded on the expiration of the prescribed time period if all of the signs have been removed by the applicant, the owner of the signs, or the owner and the lessee of the property where the signs are placed.~~

~~(8) Any sign erected pursuant to these regulations may be used only for the purpose of providing necessary travel direction to a subdivision development located in the City of Los Angeles, and must include the name of the owner, the City Planning Department file number, and the expiration date of the approval period. The sign may contain the name of the land development project to which it pertains, including a characteristic trademark or other identifying insignia. The content of each sign shall be subject to approval by a Zoning Administrator.~~

~~(9) The approval of temporary subdivision directional signs pursuant to these regulations does not release the applicant from the responsibilities of complying with any provisions of the Los Angeles Municipal Code pertaining to building permit requirements or any other provisions of the Code regulating signs.~~

~~(10) **Appeals.** Appeals from a determination by a Zoning Administrator may be taken to the Area Planning Commission in the manner prescribed in Section 12.24 I.~~

~~(I) **Off-site signs.** No off-site sign shall be allowed in any zone, except when off-site signs are specifically permitted pursuant to a legally adopted specific plan,~~

~~supplemental use district, an approved development agreement, or a relocation agreement entered into pursuant to California Business and Professions Code Section 412. Further, legally permitted existing signs shall not be altered or enlarged.~~

Sec. 5. 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:

(6) Signs.

~~(i) In addition to the requirements set forth in Division 62 of this Code, no person shall erect on the lot or lots the following signs, as defined in Section 91.6203 of this Code without first obtaining a conditional use permit: pole signs; projecting signs; or roof signs.~~

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

Sec. 6. Subparagraph (5) of paragraph (b) of Subdivision 23 of Subsection A of Section 12.22 of the Los Angeles Municipal Code is hereby amended to read:

(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 erection of any of the signs enumerated in Paragraph (a)(6) of this subdivision or the establishment of any uses enumerated in Section 12.24 W.27. of this Code without first obtaining a conditional use approval. 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. 7. Section (iii) of Subparagraph (1) of paragraph (c) of Subdivision 23 of Subsection A of Section 12.22 of the Los Angeles Municipal Code is hereby deleted:

~~(iii) no sign identified in Paragraph (a)(6) of this subdivision shall be erected on the site; and~~

Sec. 8. Paragraph (j) of Subdivision 20 of Subsection C of Section 12.22 of the Los Angeles Municipal Code is hereby deleted:

~~(j) Name plates, signs, and advertising matter, as permitted by this article, may be located in any required front yard, side yard, rear yard, passageway or other open space; provided that the total area of all identification signs in any required yard, shall not exceed 12 square feet, and any sign appertaining to the sale of farm products raised or produced on the premises shall be located at least ten feet from any side lot line.~~

Sec. 9. Subdivision 3 of Subsection C of Section 12.23 of the Los Angeles Municipal Code is hereby deleted:

~~3. Continuation of Signs. Any existing nonconforming sign, as defined in Section 91.6203 of this Code, may be continued, provided that no structural, electrical or mechanical alterations are made to the sign except as permitted in Section 91.6206 of this Code.~~

Sec. 10. Section 13.11 of the Los Angeles Municipal Code is hereby amended as follows:

A. Purpose. ~~This section sets forth procedures, guidelines and standards for the establishment of "SN" Sign Districts in areas of the City, the unique characteristics of which can be enhanced by the imposition of special sign regulations designed to enhance the theme or unique qualities of that district, or which eliminate blight through a sign reduction program.~~ This section sets forth procedures, guidelines and standards for the establishment of "SN" Sign Districts. The purpose of the "SN" Sign District is to facilitate the creation of a sense of place in areas of the City that have a unique quality, theme or character through special sign regulations that convey a unified design or architectural theme, especially those areas of the City that have unique entertainment or cultural attributes. A further purpose of the "SN" Sign District is to improve the visual environment of the City through sign reduction.

B. Establishment of Districts. ~~The procedures set forth in Section 12.32 S shall be followed, however each "SN" Sign District shall include only properties in the C or M Zones, except that R5 Zone properties may be included in a "SN" Sign District provided that the R5-zoned lot is located within an area designated on an adopted community plan as a "Regional Center," "Regional Commercial," or "High Intensity Commercial," or within any redevelopment project area. No "SN" Sign District shall contain less than one block or three acres in area, whichever is the smaller. The total acreage in the district shall include contiguous parcels of land which may only be separated by public streets, ways or alleys, or other physical features, or as set forth in the rules approved by the Director of Planning. Precise boundaries are required at the time of application for or initiation of an individual district.~~

1. The procedures set forth in Section 12.32 S shall be followed, however each "SN" Sign District shall only include properties located in a C, PF, or R5 zone:

(a) in the "Downtown Center," as designated on the Framework Element of the General Plan; or

(b) in an area designated on an adopted community plan as "Regional Center" or "Regional Commercial".

2. No “SN” Sign District shall contain less than 5,000 linear feet of street frontage or 15 acres in area, whichever is the smaller. For purposes of applying this provision, “street frontage” shall be as defined in Section 14.4.2 of this Code.

3. The boundaries of an “SN” Sign District shall not abut an RW1 zone or a more restrictive zone.

4. In addition to the findings required by Section 12.32 C 2 of this Code, the following findings shall be made in establishing an “SN” Sign District:

(a) The area of the proposed “SN” Sign District has a unique quality, theme or character; and

(b) The proposed special sign regulations convey a unified design or architectural theme that will enhance the unique quality, theme or character of the proposed “SN” Sign District; and

(c) The proposed special sign regulations shall not constitute a hazard to the safe and efficient operation of vehicles upon a street or a freeway, or create a condition that endangers the safety of persons, pedestrians or property; and

(d) The proposed special sign regulations will not create light pollution or other negative environmental effects that will be materially detrimental to the character of development in the immediate neighborhood outside the proposed district; and

(e) The proposed special sign regulations will further the applicable goals, objectives and policies of the urban form and neighborhood design chapter of the Framework Element of the General Plan.

5. The total acreage in an “SN” Sign District shall include contiguous parcels of land which may only be separated by public streets, ways or alleys, or other physical features, or as set forth in the rules approved by the Director of Planning. At the time of application for or initiation of an individual district precise boundaries are required.

C. **Sign Reduction.** If the ordinance establishing the “SN” Sign District allows off-site signs, as otherwise prohibited by Section 14.4.4 C 9 of this Code, or sign faces with digital displays, as otherwise prohibited by Section 14.4.4 C 8 of this Code, then the ordinance must also:

1. Identify the precise boundaries of a “sign impact area” adjacent to the “SN” Sign District. Properties to be included in the “sign impact area” shall be those properties most likely to be impacted by the proposed new off-site signs or new sign faces with digital displays.

2. Require, at a minimum, that every square foot of sign area of a new off-site sign or a new sign face with a digital display must be offset by a reduction of more than one square foot of existing sign area, within either the "SN" Sign District or the "sign impact area."

The sign reduction requirement established by this subsection shall only be met through the demolition of existing, legally permitted off-site signs, including nonconforming off-site signs. The reduction in existing sign area must be accomplished prior to issuance of a building permit for the new off-site sign or new sign face with a digital display. The applicant must provide evidence satisfactory to the Department of Building and Safety that the demolition of the required off-site sign area has been accomplished.

~~**C. Development Regulations.** 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 a specific "SN" Sign District ordinance. The development regulations for each "SN" Sign District shall be determined at the time the district is established, except that definitions shall conform with those found in Section 91.6203 of this Code, if defined in that section. The sign regulations shall enhance the character of the district by addressing the location, number, square footage, height, light illumination, hours of illumination, sign reduction program, duration of signs, design and types of signs permitted, as well as other characteristics, and can include murals, supergraphics, and other on-site and off-site signs. However, the regulations for a "SN" Sign District cannot supersede the regulations of an Historic Preservation Overlay District, a legally-adopted specific plan, supplemental use district or zoning regulation needed to implement the provisions of an approved development agreement.~~

D. Sign Regulations. The ordinance establishing the "SN" Sign District may allow signs prohibited by Section 14.4.4 C of this Code. In addition, the sign regulations set forth in a specific "SN" Sign District ordinance may be less restrictive or more restrictive than the sign regulations set forth in Article 4.4 of Chapter 1 of this Code. "SN" Sign Districts that prohibit new off-site signs may be established.

E. 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 a specific "SN" Sign District ordinance.

F. Procedures. The procedures to administer an "SN" Sign District shall be the specific plan procedures set forth in Section 11.5.7 of this Code. Notwithstanding these procedures, a modification of the district's height, location and sign area provisions shall be limited to less than 20 percent. This limitation shall apply to project permit adjustments granted pursuant to Section 11.5.7 E of this Code and exceptions granted pursuant to Section 11.5.7 F of this Code.

Sec. 11. A new Subsection Y shall be added to Section 19.01 of Article 9 of Chapter 1 of the Los Angeles Municipal Code to read:

Y. SIGN REGULATIONS FEES.

1. The filing fee for a sign modification pursuant to Section 14.4.20 of this Code shall be \$3,867. The appeal fee shall be 85 percent of the filing fee.

2. The filing fee for a comprehensive sign program pursuant to Section 14.4.21 of this Code shall be \$10,000. The appeal fee shall be 85 percent of the filing fee.

3. The filing fee to amend a comprehensive sign program pursuant to Section 14.4.4.21 of this Code shall be \$5,756. The appeal fee shall be 85 percent of the filing fee.

4. The fee to file an appeal of the Department of Building and Safety's order to comply pursuant to Section 14.4.23 of this Code shall be \$6,688.

Sec. 12. APPLICATION OF REGULATIONS TO EXISTING PROJECTS AND INITIATED OR APPLIED FOR 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 ordinance shall not apply to any project that had received a discretionary land use approval prior to the effective date of this ordinance, and such approval specifically permitted signs, or granted a variance, adjustment or other exception from the sign regulations. A "discretionary land use approval" shall only refer to a grant of privileges by a Zoning Administrator, the Director of Planning, the City Planning Commission, an Area Planning Commission, or an appellate body on appeal, and such privileges had not expired as of the effective date of this ordinance.

This ordinance shall also not apply to "SN" Sign Districts that have not been established, but that the City Planning Commission had approved on or before March 26, 2009, pursuant to Section 12.32 of the Code.

Sec. 13. 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.

Sec. 14. DIGITAL DISPLAYS.

It is a further intent of this Council that this ordinance's prohibition against new digital displays shall also apply to the conversion of an existing sign face to a new digital display, regardless if a settlement agreement would otherwise allow such a conversion.

Sec. 15. The City Clerk shall certify that ...

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 ~~50,000~~ 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. 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. 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. 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.

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 one square foot of

existing off-site sign area, or a reduction of more than two 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 or the “sign impact area,” unless a Community Benefits Program has been approved for the Sign District as outlined in Paragraph 2 below.

(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.** ~~Up to one-half of the sign reduction requirement may be replaced by one or more of the Community Benefits Measures listed below, if the City Planning Commission determines that the needs and priorities of the community will be equally or better served by such measures than by the full amount of sign reduction that would otherwise be required, and that there is a nexus between the impacts resulting from the signs allowed in the new Sign District and the Community Benefits Measures. Specifically, in conjunction with an approved Community Benefits Program, the City Planning Commission shall require the removal of at least 1 square foot of existing, legally permitted off-site signage for every 2 square feet of new off-site signage approved. 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”. 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.~~

(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) — In approving a Community Benefits Program, the City Planning Commission shall find that the Community Benefits Measures in concert with the approved sign reduction requirement provide a public benefit substantially equivalent to the sign reduction requirement specified in Section 13.11 F 1(b) above.~~

~~(d)~~ (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 wall 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 is limited to a company logo, generic type of business, or the name of a business or building.

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 is limited to a message giving directions, instructions, menus, selections or address numerals.

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 general brightness limitation 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. **General Brightness Limitation.** No sign shall be arranged and illuminated in a manner that will produce a light intensity of greater than 3 foot candles above ambient lighting. Notwithstanding Section 14.4.3 A of this Code, the aforementioned general brightness limitation 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.

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 identifying the building where the sign is located, 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. 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.

C. **Existing Signs.** Within three years of the opening of a freeway to public travel, all signs that existed prior to the opening of the freeway and that are in conflict with the provisions of this section shall be removed, or shall be rearranged or relocated so as to eliminate any conflict with the provisions of this section of this Code.

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 identifies 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 with 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 a brightness limitation of 0.3 foot candles above ambient lighting. In addition, the maximum brightness of any digital display shall not exceed 450 candelas per square meter during the nighttime and 7,500 candelas per square meter during the daytime. 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.

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

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

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

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

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

SEC. 14.4.20. 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

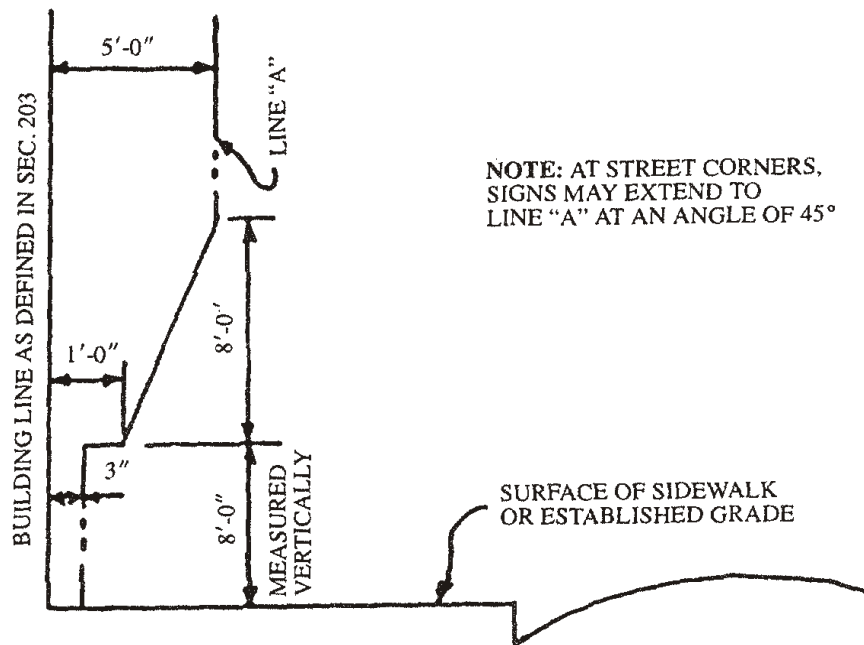
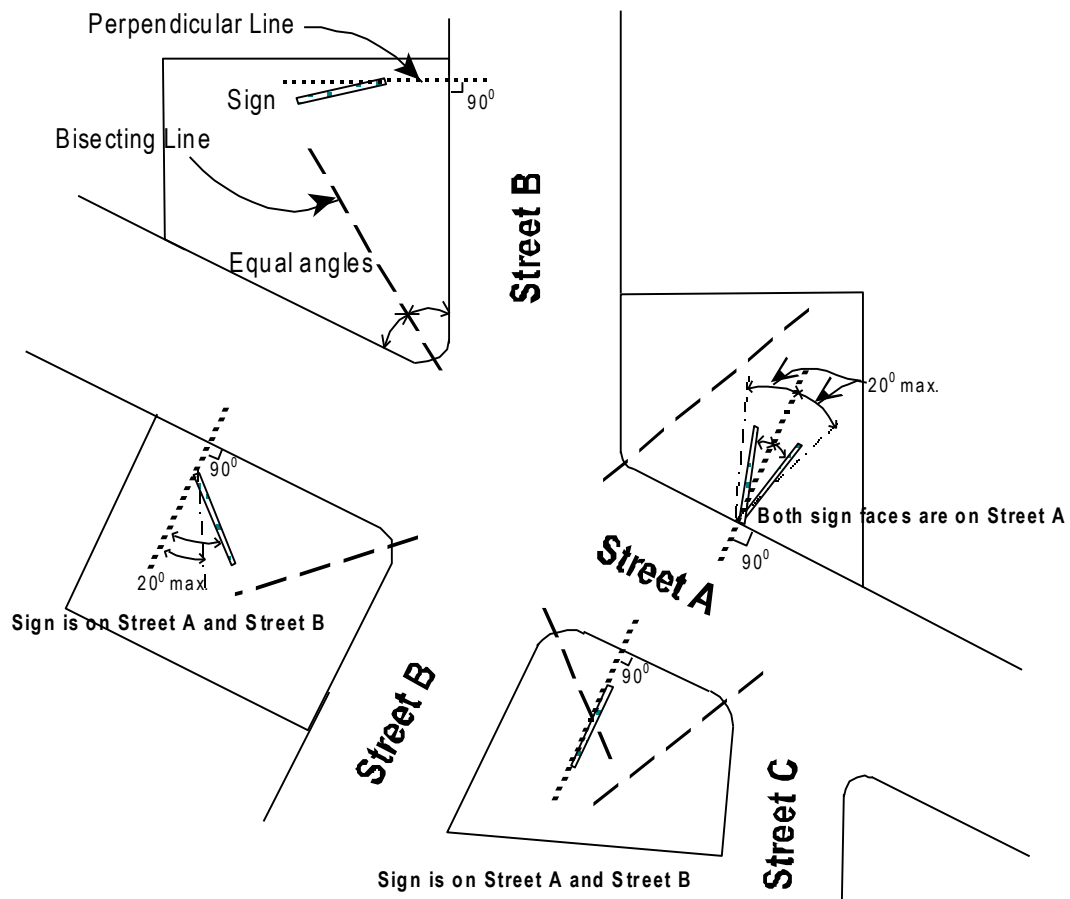


TABLE NO. B
SPACING REQUIREMENTS BETWEEN OFF-SITE SIGNS

	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	\$4,264

Classifications (Section 12.32)	
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

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 AND INITIATED OR APPLIED FOR SIGN DISTRICTS AND SPECIFIC PLANS.

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

A. Discretionary Land Use Approvals.

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

B. Initiated or Applied for Sign Districts.

Any initiated or applied for Sign District shall be subject to the Sign District regulations in this Code as of ~~December 6, 2011~~, December 16, 2014 rather than to the subsequently updated regulations. Notwithstanding the foregoing, in order to approve such a Sign District, the following shall apply: (1) findings (e) and (f) of Paragraph 4 of Subsection C of Section 13.11 of this Code must be made; (2) to support those findings, the requirements of Subsection F of Section 13.11 must be met; and (3) the applicant for the Sign District must pay an application fee calculated pursuant to this Code in effect on ~~December 6, 2011~~, December 16, 2014 that covers all of the staff time to review the proposed Sign District.

An “initiated or applied for Sign District” is one which was not approved before ~~December 6, 2011~~, December 16, 2014 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 ~~December 6, 2011~~. 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 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 6, 2011~~, December 16, 2014 rather than the regulations governing Sign Districts. Notwithstanding the foregoing, in order to approve the Sign District, findings (e) and (f) of Paragraph 4 of Subsection C of Section 13.11 of this Code must be made. In order to support such findings, the requirements of Subsection F of Section 13.11 must be met.

An "initiated or applied for specific plan" is one which was not approved before ~~December 6, 2011~~, 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 6, 2011~~. 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.

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

Pursuant to Charter Section 559, **I disapprove** this ordinance on behalf of the City Planning Commission and recommend that it not be adopted

_____, 2015

By _____
KENNETH T. FONG
Deputy City Attorney

See attached report.

Date _____

Michael LoGrande
Director of Planning

File No(s). CF Nos. 08-2020, 11-0724, 11-1705 and 12-1611

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 50,000 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. 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. 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. 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.

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 one square foot of

existing off-site sign area, or a reduction of more than two 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 or the “sign impact area,” unless a Community Benefits Program has been approved for the Sign District as outlined in Paragraph 2 below.

(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.** ~~Up to one-half of the sign reduction requirement may be replaced by one or more of the Community Benefits Measures listed below, if the City Planning Commission determines that the needs and priorities of the community will be equally or better served by such measures than by the full amount of sign reduction that would otherwise be required, and that there is a nexus between the impacts resulting from the signs allowed in the new Sign District and the Community Benefits Measures.~~ Specifically, in conjunction with an approved Community Benefits Program, the City Planning Commission shall require the removal of at least 1 square foot of existing, legally permitted off-site signage for every 2 square feet of new off-site signage approved. 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”. 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.

(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) — In approving a Community Benefits Program, the City Planning Commission shall find that the Community Benefits Measures in concert with the approved sign reduction requirement provide a public benefit substantially equivalent to the sign reduction requirement specified in Section 13.11 F 1(b) above.~~

~~(d)~~ (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 wall 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 is limited to a company logo, generic type of business, or the name of a business or building.

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 is limited to a message giving directions, instructions, menus, selections or address numerals.

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 that 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 general brightness limitation 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. General Brightness Limitation. No sign shall be arranged and illuminated in a manner that will produce a light intensity of greater than 3 foot candles

above ambient lighting. Notwithstanding Section 14.4.3 A of this Code, the aforementioned general brightness limitation 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 identifying the building where the sign is located, 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. 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.

C. **Existing Signs.** Within three years of the opening of a freeway to public travel, all signs that existed prior to the opening of the freeway and that are in conflict with the provisions of this section shall be removed, or shall be rearranged or relocated so as to eliminate any conflict with the provisions of this section of this Code.

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 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 identifies 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 with 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 a brightness limitation of 0.3 foot candles above ambient lighting. In addition, the maximum brightness of any digital display shall not exceed 450 candelas per square meter during the nighttime and 7,500 candelas per square meter during the daytime. 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.

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

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

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

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

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

SEC. 14.4.20. 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. The Zoning Administrator shall also have the authority to approve the relocation on the same lot of an existing off-site sign, as set forth in Subsection E below. The Director shall have the authority to grant an adjustment to specified design standards, as set forth in Subsection F below.

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.

E. **On-Site Relocation of Off-Site Signs.** Notwithstanding the prohibition in Section 14.4.4 B 9 of this Code, the Zoning Administrator may approve the relocation of an existing off-site from one area of the lot on which it is located to another area on the same lot, subject to the following limitations:

1. The relocated off-site sign must conform to the applicable provisions of Section 14.4.17 of this Code.
2. No increase in height, sign area or the number of sign faces, or conversion to a digital display, may be granted as part of a relocation approval. Otherwise, all other provisions of this Code including the prohibition in Section 14.4.4. B 9 shall continue to apply to the relocated off-site sign.
3. If not utilized within six months of its effective date the approval granted pursuant to this Subsection shall be deemed rescinded.
4. No sign relocated pursuant to this Subsection shall be eligible for sign reduction credit pursuant to Section 13.11 F of this Code.
5. In order to approve an application for relocation the Zoning Administrator must make the findings and follow the procedures set forth in Subsection B above.
6. The relocated sign must comply with the current zoning regulations applicable to the lot.

F. **Digital Display Signs on Historic Facades.** The Director may grant a Sign Adjustment to the following design standards for a Digital Display sign: height above grade; number of signs or displays on a block face or building; and square footage of the sign face, subject to the following limitations:

1. The sign must be located on a building designated as a Historic-Cultural Monument in a Sign District established prior to the effective date of this ordinance, pursuant to Section 13.11 of this Code.

2. Maximum sign area for an individual sign may not exceed 20 percent of the area of the façade of the building on which the sign is located.
3. A Sign Adjustment may not be granted that would cause the maximum sign area for all signs combined to be exceeded, as set forth in the Sign District.
4. The sign must conform to the Secretary of the Interior's Standards for Rehabilitation.

In order to grant a Sign Adjustment the Director must make the findings set forth in Subsection B above and follow the project permit adjustment procedures set forth in Section 11.5.7 E of this Code.

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 AND CERTAIN PRE-1986 MURAL SIGNS.

- A. 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.
- B. Certain existing off-site signs for which no valid permit has existed on record with the Department of Building and Safety from at least the five years preceding December 16, 2014, and no order to comply has been written by the Department of Building and Safety, shall be deemed lawfully erected nonconforming signs. Such signs are eligible for sign reduction credit pursuant to Section 13.11 F of this Code. The provisions of this Subsection shall only apply to the signs specifically listed in Exhibit A as included in Council File No. _____.
- C. Certain existing off-site signs that do not meet the terms of the building permit that was issued authorizing their construction, and for which the Department of Building and Safety did not issue an order to comply from at least the five years preceding December 16, 2014, shall be deemed lawfully erected nonconforming signs. Only the area of the sign that conforms to the building permit on record with the Department of Building and Safety shall be eligible for sign reduction credit pursuant to Section 13.11 F of this Code. The provisions of this Subsection shall only apply to the signs listed in Exhibit B as included in Council File No. _____.

- D. Any off-site sign deemed a lawfully erected nonconforming sign pursuant to either Subsection B or C above may be continued pursuant to Subsection A above. Such an off-site sign remains subject to the prohibition set forth in Section 14.4.4 A 9 of this Code.
- E. The copy on certain pre-1986 mural signs may be changed using a vinyl material approved by the Department of Building and Safety that is glued or sticky-backed to the existing wall. These mural signs must remain in compliance with all other terms of the building permits authorizing their construction and all other provisions of this Section and the City's zoning regulations. The provisions of this Subsection shall only apply to the signs listed in Exhibit C as included in Council File No. _____.

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

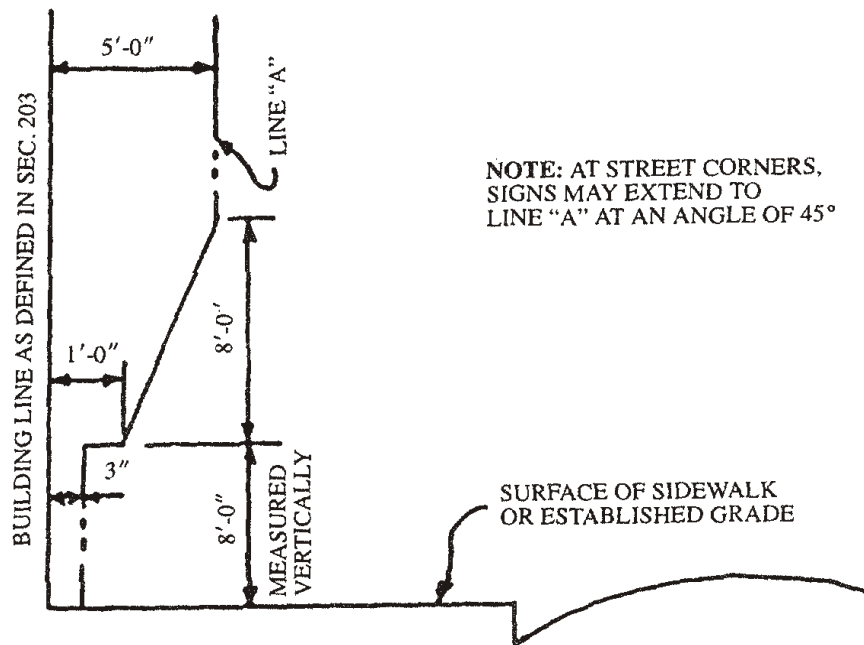
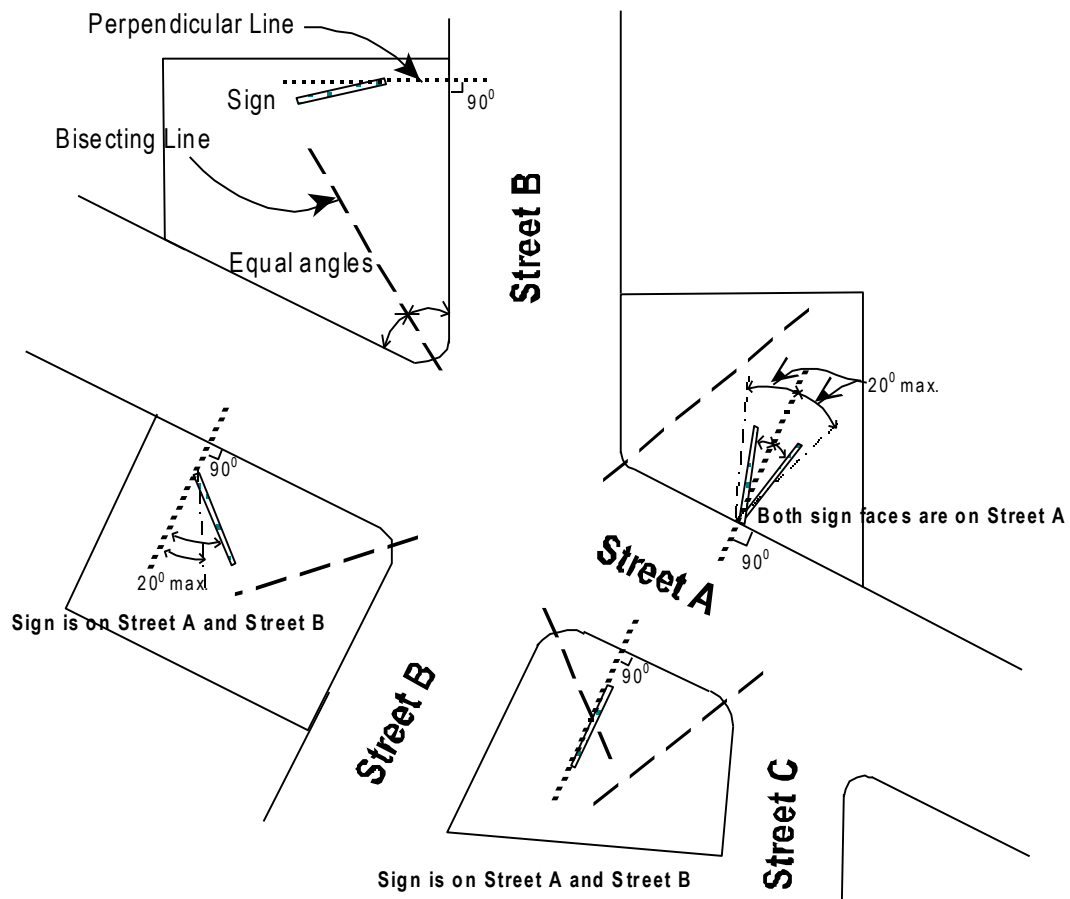


TABLE NO. B
SPACING REQUIREMENTS BETWEEN OFF-SITE SIGNS

	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	\$4,264

Classifications (Section 12.32)	
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

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 AND INITIATED OR APPLIED FOR SIGN DISTRICTS AND SPECIFIC PLANS.

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

A. Discretionary Land Use Approvals.

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

B. Initiated or Applied for Sign Districts.

Any initiated or applied for Sign District shall be subject to the Sign District regulations in this Code as of ~~December 6, 2011~~, December 16, 2014 rather than to the subsequently updated regulations. Notwithstanding the foregoing, in order to approve such a Sign District, the following shall apply: (1) findings (e) and (f) of Paragraph 4 of Subsection C of Section 13.11 of this Code must be made; (2) to support those findings, the requirements of Subsection F of Section 13.11 must be met; and (3) the applicant for the Sign District must pay an application fee calculated pursuant to this Code in effect on ~~December 6, 2011~~, December 16, 2014 that covers all of the staff time to review the proposed Sign District.

An “initiated or applied for Sign District” is one which was not approved before ~~December 6, 2011~~, December 16, 2014 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 ~~December 6, 2011~~. 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 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 6, 2011~~, December 16, 2014 rather than the regulations governing Sign Districts. Notwithstanding the foregoing, in order to approve the Sign District, findings (e) and (f) of Paragraph 4 of Subsection C of Section 13.11 of this Code must be made. In order to support such findings, the requirements of Subsection F of Section 13.11 must be met.

An “initiated or applied for specific plan” is one which was not approved before ~~December 6, 2011~~, 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 6, 2011~~. 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.

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

Pursuant to Charter Section 559, **I disapprove** this ordinance on behalf of the City Planning Commission and recommend that it not be adopted

_____, 2015

By _____
KENNETH T. FONG
Deputy City Attorney

See attached report.

Date _____

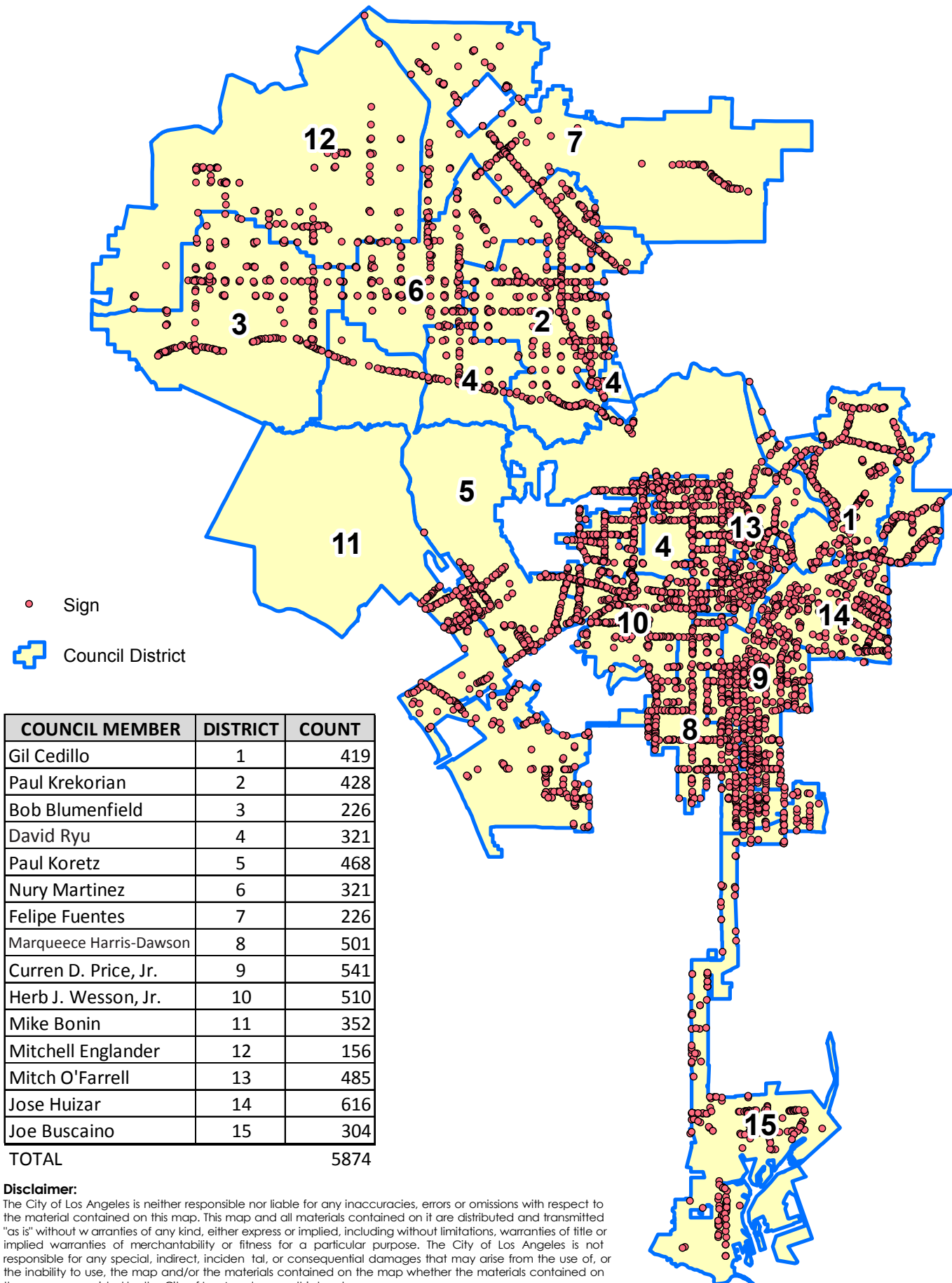
Michael LoGrande
Director of Planning

File No(s). CF Nos. 08-2020, 11-0724, 11-1705 and 12-1611

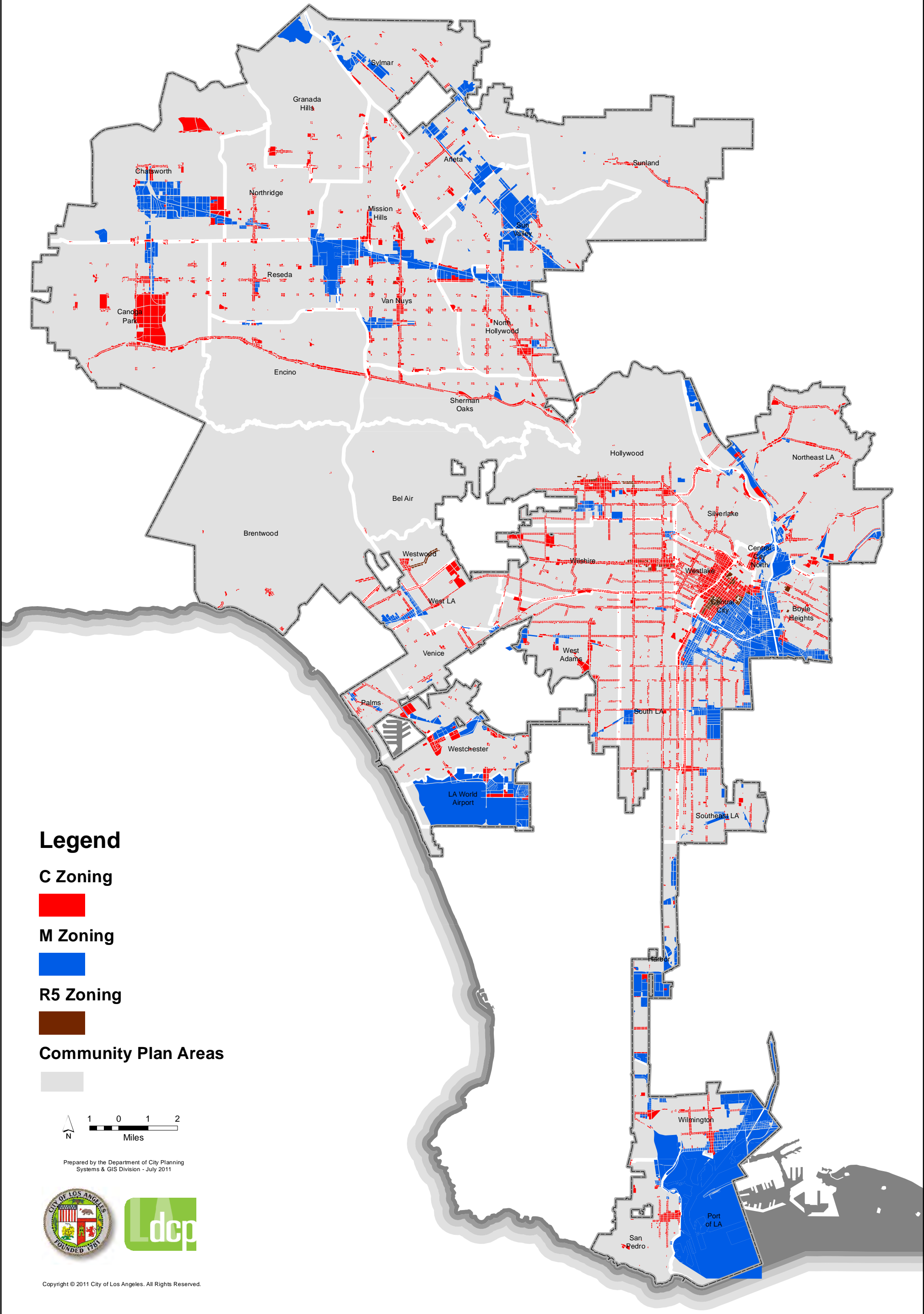
Sign Ordinance Comparison

Current Code	CPC Ordinance (March 26, 2009)	PLUM Ordinance, Version B (June 30, 2015)
General Standards	General Standards	General Standards
<ul style="list-style-type: none">Prohibits off-site signs, supergraphics, except can be allowed in supplemental use district, specific plans, or by development agreement (or by relocation agreement for off-site signs)	<ul style="list-style-type: none">Retained prohibition of off-site signs; also prohibited all digital & roof signsSpecific plans, supplemental use districts, development agreements no longer vehicles for allowing off-site signsOff-site signs only allowed in sign districts or by relocation agreements	<ul style="list-style-type: none">No longer prohibits roof signs.Off-site & all digital signs prohibited, but can be allowed in Tier 1 & 2 Sign Districts
<ul style="list-style-type: none">Maximum sign area varies, up to 4:1	<ul style="list-style-type: none">Reduced maximum on-site sign area to 2.5:1	<ul style="list-style-type: none">Reverts maximum sign area back to current Code provisions
<ul style="list-style-type: none">No regulation preventing wall signs from covering windows, doors, or vents	<ul style="list-style-type: none">Prohibited wall signs covering windows, doors, vents	<ul style="list-style-type: none">Prohibits, but can be allowed in Tier 1 & 2 Sign Districts per LAFD clearance
<ul style="list-style-type: none">Supergraphics prohibited, except can be allowed in sign districts, SUDs, and development agreements	<ul style="list-style-type: none">Eliminated "supergraphics" term & regulated them with limits applicable to wall signs	<ul style="list-style-type: none">Retains
<ul style="list-style-type: none">Pole signs allowed up to 42 feet tall & 400 s.f. of sign area	<ul style="list-style-type: none">Reduced height of pole signs to maximum of 25 feet tall & reduced sign area to 200 s.f.	<ul style="list-style-type: none">Reverts back to current Code provisions
<ul style="list-style-type: none">High rise signs not restricted	<ul style="list-style-type: none">Limited high-rise signs to building identification purposes only, with sign area limits proportional to building height & width	<ul style="list-style-type: none">Retains
<ul style="list-style-type: none">Murals regulated as “original art murals” per Ordinance No. 182,706 (2013)	<ul style="list-style-type: none">Eliminated previous ban on murals & regulated them with limits applicable to wall signs	<ul style="list-style-type: none">Murals regulated as “original art murals” per Ordinance No. 182,706 (2013)
<ul style="list-style-type: none">Substantial penalties for violations per Ordinance No. 182,610 (2013)	<ul style="list-style-type: none">Established substantial penalties for violations	<ul style="list-style-type: none">Recommends slightly different penalties for violations, but moot since Ordinance No. 182,610 adopted in 2013
<ul style="list-style-type: none">No right of private action against illegal signs	<ul style="list-style-type: none">Created right of private action against illegal signs	<ul style="list-style-type: none">Eliminates right of private action against illegal signs
<ul style="list-style-type: none">No appropriate relief mechanism; relief cannot allow supergraphic or off-site signs	<ul style="list-style-type: none">Established sign-specific relief up to 20% + comprehensive sign program	<ul style="list-style-type: none">Retains 20% sign specific relief, adds sign-specific variance (cannot permit prohibited signs)
<ul style="list-style-type: none">Illumination limited to 3 foot candles above ambient lighting	<ul style="list-style-type: none">Reduced allowable illumination to 2 foot candles above ambient lighting	<ul style="list-style-type: none">Reverts back to current Code provisions
<ul style="list-style-type: none">Off-site digital signs banned, except can be allowed in sign districts, specific plans, and development agreements; on -site digital signs allowed	<ul style="list-style-type: none">Banned all digital signs, except can be allowed in sign districts	<ul style="list-style-type: none">Establishes standards/provisions for all digital signs<ul style="list-style-type: none">0.3 foot candles above ambient lightingDaytime limit of 7,500 candelas / sq. meter, nighttime 4508 second timingTransition standards
		<ul style="list-style-type: none">Allows replacement of signs on historic buildings
	<ul style="list-style-type: none">Exempted sign districts approved by CPC prior to 3/26/2009	<ul style="list-style-type: none">Exempts sign districts or specific plans initiated prior to 12/16/2014
Sign Districts	Sign Districts	Tier 1 – Sign Districts for unique areas (i.e. entertainment, cultural)
<ul style="list-style-type: none">Can allow signs otherwise prohibited	<ul style="list-style-type: none">Can allow signs otherwise prohibited	<ul style="list-style-type: none">Can allow signs otherwise prohibited
<ul style="list-style-type: none">Sign districts limited to C or M Zones, except R5 - zoned properties can be in a Sign District if property designated Regional Center, Regional Commercial, or High Intensity, or within a redevelopment project area	<ul style="list-style-type: none">Limited sign districts to C, PF or R5 Zones in designated Regional Center, Regional Commercial, or Downtown Center. Cannot be adjacent to SF zones	<ul style="list-style-type: none">Sign districts limited to designated Regional Center or Regional Commercial & zoned C or R5; or in Greater Downtown Housing Incentive Area & zoned C, M or R5; or LAX Specific Plan; or Port of LA Plan; or 20,000-seat stadiums/arenas; or 60-acre zoos/botanical gardens.
		<ul style="list-style-type: none">Adds that within a Sign District, offsite signs cannot be within 500 feet of a single family zone, ecological preserve, state or national park, river implementation overlay, or scenic highways/corridors
<ul style="list-style-type: none">No sign reduction or community benefits required to establish a Sign District	<ul style="list-style-type: none">If off-site signs or digital displays allowed in Sign District, required sign square-footage reduction of 1:1	<ul style="list-style-type: none">Retains, but adds required community benefit measures, and increases mandatory sign s.f. reduction for new digital signs to 2:1
<ul style="list-style-type: none">Sign District must be a minimum of 1 block or 3 acres, whichever is smaller	<ul style="list-style-type: none">Minimum district size of 5,000 feet frontage or 15 acres	<ul style="list-style-type: none">Retains, but in Greater Downtown Housing Incentive Area minimum Sign District street frontage reduced to 2,640 feet
<ul style="list-style-type: none">Public hearing + findings<ul style="list-style-type: none">Same as all legislative actionsConsistent with the General Plan and in conformity with public necessity, convenience, general welfare and good zoning practices	<ul style="list-style-type: none">Public hearing + findings<ul style="list-style-type: none">Unique quality, theme, or characterNo hazard to vehicles, persons, propertyNo light pollution or other negative environmental impactsFurther goals, objectives, policies of urban form & neighborhood design chapter of Framework Element	<ul style="list-style-type: none">Public hearing + findings<ul style="list-style-type: none">Regional destination/hubUnique quality, theme, or characterSigns must have special design/architectural themeCompatible with surrounding environmentExceptions to ban must continue to support aesthetics & traffic safety; improvement of aesthetics & safety from Sign District must outweigh any harm from signage within Sign District
<ul style="list-style-type: none">Approval by City Council	<ul style="list-style-type: none">Approval by City Council	<ul style="list-style-type: none">Approval by City Council
	Comprehensive Sign Programs for major projects	Tier 2 - Sign Districts for campus-like projects
	<ul style="list-style-type: none">Allowed cohesive sign standards for major projects	<ul style="list-style-type: none">Can allow off-site signs + digital displays not visible from public ROW
	<ul style="list-style-type: none">Limited to projects of at least 100,000 s.f. of nonresidential floor area + 5 acres in C, M, PF or R5 Zones	<ul style="list-style-type: none">Allowed in all zones except OS & PF<ul style="list-style-type: none">3 acres of non-residential development or 50,000 s.f. of non-residential floor area if in designated Regional Center, Regional Commercial, or Greater Downtown Housing Incentive Area, orAt least 5 acres of non-residential development or 100,000 s.f. of nonresidential if in other areas
	<ul style="list-style-type: none">Restricted to onsite signs only	<ul style="list-style-type: none">Can allow off-site signs
	<ul style="list-style-type: none">Could allow sign area ratio of up to 4:1 and pole sign height up to 50 ft.	<ul style="list-style-type: none">Eliminates maximum sign area
	<ul style="list-style-type: none">Public hearing + findings<ul style="list-style-type: none">Unified design/architectural themeNo hazard to vehicles, persons, propertyCompatible with surrounding areaNo light pollution or other negative environmental effectsIf within 500 feet of residential zone, must be compatible with residential uses	<ul style="list-style-type: none">Public hearing + findings (Identical to Tier 1 Sign Districts)
	<ul style="list-style-type: none">Approval by Director	<ul style="list-style-type: none">Approval by City Council

Off-Site Signs in the City of Los Angeles Attachment V



Areas Eligible for Sign Districts (current)



Billboard and Visual Landscape Visioning Group Summary

Overview

In March of 2013, pursuant to a directive by the Planning and Land Use Committee, the Department of City Planning initiated a Billboard and Visual Landscape Visioning Group to explore policy options for allowing off-site digital signs outside of sign districts. The Department assembled approximately 40 individuals carefully selected to represent the diverse array of viewpoints regarding billboards and signage throughout the City. Included were representatives from neighborhood and community groups, billboard companies, local business coalitions, and urban design professionals. An experienced consultant, Gayla Kraetsh Hartsough of KH Consulting Group, facilitated discussion during each of the three meetings held. On March 26, 2013, a report synthesizing the input gathered was presented to the PLUM committee.

Key Themes

The following is a brief summary of the key themes that surfaced during the course of the three meetings:

Fairness and Residential Protection

Those representing commercial interests expressed their concern regarding the lack of process and transparency by which numerous exceptions to the current ban had been granted. This group argued for more transparent process and consistent rules for approving off-site digital signs that would benefit both the industry and communities. While neighborhood groups understood the business utility of billboards, they also wanted clear and consistent rules that would help protect residential communities, park spaces, and scenic areas from light pollution, incompatible aesthetic structures, and impacts to neighborhood character imposed by digital billboards. In addition, neighborhood groups wanted the opportunity to provide input as to how digital off-site signs are regulated and believed that certain communities like South Los Angeles were overburdened by billboards. Commercial representatives acknowledged the need to protect residential areas but did not address the problem of siting billboards in proximity to sensitive areas such as schools and park areas.

Billboard Inventory

Commercial representatives expected that the City of Los Angeles would not allow any new billboards under the Code current provisions. Neighborhood groups did not want the City to allow any new billboards at this time and advocated for a reduction of existing billboards. They stipulated that their support for new off-site digital signs would come only with the reduction of the overall number of signs throughout the City.

Enforcement and Public Service Announcements

Neighborhood groups maintained that the City could benefit from more diligent enforcement of sign regulations. They argued that stronger enforcement would help protect the interests of local communities, since community groups typically have limited resources with which to defend their property in the legal system.

Commercial representatives stated that using off-site digital signs to display public service announcements would benefit the general public by expanding the delivery of emergency information for public service announcements (PSAs) and AMBER Alerts. Neighborhood representatives responded with concern about these broadcasts occurring at disruptive times, such as in very early morning hours. In addition, neighborhood representatives argued that despite any public benefit that would be derived, the off-site digital signs would be used for commercial advertising the majority of the time. Neighborhood representatives also argued that the digital signs would be useless in the event of an earthquake or other disaster causing electricity and other utilities to be interrupted.

Revenue Sharing / Community Benefits

Commercial representatives argued the City could benefit from sharing the revenues generated by these signs, the funds from which could be used to provide for roadway improvements and street landscaping. If revenue was to be forthcoming, neighborhood representatives wanted communities to have the ability to determine community needs and be assured that benefits would be designed and directed to meet those needs.

Aesthetics

Commercial representatives wanted the City and neighborhood groups to consider the potential future landscape of Los Angeles and argued that there should be areas in the City where off-site digital signage would be allowed, in a responsible manner, to create or contribute to a “futuristic” appearance. Commercial representatives argued that photo simulations of proposed signs should be integral part of the application process and would provide communities with better information that would lead to more productive discourse and more public support for new signs. Neighborhood groups agreed with the approach but wanted to ensure that new signs adhere to the General Plan.

Conclusions

The overall conclusion drawn from the three meetings of the Billboard and Visual Landscape Visioning Group was that digital off-site signs are a complex and controversial topic and representatives from the participating stakeholder groups appeared to be unable as yet to come together on a variety of important issues. The development of any program that would allow digital off-site signs outside of sign districts would require considerable outreach, research, and the establishment of a dedicated Sign Unit to pursue this policy option further.

**CITY OF LOS ANGELES
INTER-DEPARTMENTAL CORRESPONDENCE**

Date: June 18, 2015

To: Honorable Members, Planning & Land Use Management Committee

From: Sharon M. Tso, Chief Legislative Analyst *ST* Assignment No. 15-06-0462
Michael LoGrande, Director of Planning *ML*

Subject: **Citywide Sign Regulations for Digital Off-site Signs**

On December 16, 2014, the Planning and Land Use Management (PLUM) Committee instructed the Chief Legislative Analyst and the Department of City Planning to submit a report addressing seven issues relative to permitting digital off-site signs outside of Sign Districts (Council File No. 11-1705). These questions were in response to an October 10, 2013 Planning Department report and draft ordinance that outlined three policy options for the regulation of digital billboards: 1) No digital off-site signs outside of Sign Districts; 2) a "Public Option" allowing digital off-site signs on City-owned property only; and 3) a "Public/Private Option" allowing digital off-site signs on public and private properties.

In addition to this report, the City Administrative Officer (CAO) was instructed to prepare a fiscal analysis for the three options presented by the Planning Department, including all of the costs that the City would incur as well as any revenue that may be realized.

The October 10, 2013 report noted that options 2 and 3 would require funding in the amount of \$200K for a new "sign unit" within the Planning Department. This unit would research and develop selected policy options for digital signs outside of Sign Districts and prepare the necessary Environmental Impact Report (EIR).

The following information is in response to your Committee's December 16, 2014 instructions:

Issue #1 Discuss the feasibility of Creating a Conditional Use Permit for Off-Site Digital Signs Outside of Sign Districts:

A possible creation of a new Conditional Use Permit (CUP) for off-site digital signs outside of Sign Districts would mandate a 500-foot public notification of a mandatory public hearing for each new sign. The City's current CUP findings provide the decision maker, either the City Planning Commission, Area Planning Commissions, or Zoning Administrator, with broad discretion to approve or deny a project based on subjective findings such as whether the project will "adversely affect or further degrade adjacent properties, the surrounding neighborhood, or the public health, welfare, and safety."

Such findings would have to be overhauled to comply with the legal parameters of being "narrow, definite, and objective." Although the granting of the CUP would only be appealable to the City Council if the underlying decision maker is the City Planning Commission, the process would enable stakeholders to provide recommendations for conditions on each sign proposed. Additionally, the Area Planning Commissions (APC) would consider any appeals of CUP cases decided by the Zoning Administrator, and the Council would have the option to assert jurisdiction per Charter Section 245, on any decision, of the Area Planning Commission.

A new CUP process would require additional Planning Department staff to conduct the necessary land use analyses and hearings and applicants would have to pay a CUP filing fee. As such, PLUM could direct the Planning Department to prepare a full cost recovery fee ordinance to assess projected costs.

Issue #2 Discuss the feasibility of Requiring Relocation Agreements:

Some cities have utilized relocation agreements in connection with the relocation of existing static and digital billboards to other sites in those cities.

Relocation Agreements are authorized by the *California Outdoor Advertising Act* (California Business and Professions Code Section 5414), which "prohibits removal of a lawfully erected advertising display without payment of compensation," and the section further authorizes a local entity to enter into an agreement with a display owner to relocate a display (relocation agreement) as quoted below:

"Cities, counties, cities and counties, and all other local entities are specifically empowered to enter into relocation agreements on whatever terms are agreeable to the display owner and the city, county, city and county, or other local entity, and to adopt ordinances or resolutions providing for relocation of displays."

The California Outdoor Advertising Act specifically defines Relocation to mean, the "removal of a display and construction of a new display to substitute for the display removed."

To permit relocation agreements, the Council would need to adopt an ordinance, with the necessary findings that delineate the need for relocation agreements. The relocation agreements would need to identify the number of static signs that would need to be removed in exchange for digital signs. As such, relocation agreements identify specific signs that need to be relocated to a specific new site in order to avoid the City having to compensate the owner of the signs for their removal. Alternatively, the Council could choose to permit digital signs by negotiating *development agreements* with off-site digital sign owners.

Issue #3 Discuss the feasibility of creating clear standards and conditions for Digital Signs outside of Sign Districts:

An ordinance to establish standards and conditions for digital off-site signs could be drafted by the Planning Department to regulate the following matters:

- prohibition of digital signs in single-family zones and other districts
- spacing criteria between signs
- illumination limitations
- brightness limitations
- moving, flashing, shimmering, glittering, and video limitations
- message frequency

Issue #4 Discuss the feasibility of take down requirements of 4:1 or greater:

For each new digital sign allowed, the City could specify a number of static (or digital) sign removals. The City could adopt an ordinance to replicate the proposed Citywide Sign Ordinance take down model for static signs discussed in the October 10, 2013 draft ordinance included in the Planning Department report, which proposes a 1:1 takedown based on the overall square footage of static signs and not the actual number of signs. It would mandate the removal of one square foot of existing off-site signage for one square foot of new off-site signage.

For the static signs (non-digital), your Committee has discussed a ratio of 1.5:1 with required 'community benefits' such as sidewalk and streetscape improvements, undergrounding of utilities, and construction of public parking structures. The model used for static signs could be similarly used for digital signs, however, your Committee discussed a minimum ratio of 4:1 or greater. This is a policy decision that would need to be codified as part of the digital sign regulations that would need to be adopted by City Council.

Issue #5 Discuss options relative to assessment of community benefits per CUP:

Site specific conditions imposed through a CUP for a new digital sign must be supported by a nexus between the subject sign and the condition. Following are potential community benefit conditions that could possibly be supported by a nexus study, subject to further review by the Planning Department and City Attorney:

- streetscape improvements.
- public art programs.
- public transportation improvements.
- funding for safety related maintenance or upgrades for transit related services, including charter buses, dial-a-ride, or other public transit service.
- funding for safety related purchase, lease, or rental of transit related equipment, including buses, trucks, transit shelters, and street furniture.

- funding consultant studies, city staff costs, land acquisition, design or construction of sidewalks, curb improvements, speed humps, street resurfacing, traffic lane or pedestrian marking and signage, and beautification projects needed to improve conditions for users of the public-right-of way.
- public safety, public service, and/or emergency messaging.

Any community benefits recommended as a project condition could be done in consultation with the subject Council office. The process would be codified in an ordinance that would require issuance of a CUP, or any discretionary action, to be contingent on a community benefits agreement or relocation agreement, to pay for the community benefits, or otherwise fulfillment of the required community benefits in some other manner.

Alternatively, a Mitigation Fee Ordinance could be adopted that would include a community benefit requirement or component to mitigate adverse and detrimental neighborhood impacts. The Mitigation Fee Ordinance could quantify the dollar amount of each of the *agreed upon* 'community benefits,' and in either option the funds would be deposited into a trust fund.

Issue #6 Discuss restrictions on digital off-site signs outside sign districts, their location per zone, including distance from neighboring signs and illumination standards:

The October 17, 2013 draft ordinance would prohibit digital off-site signs unless they are permitted as part of a Tier 1 or Tier 2 Sign District, other Supplemental Use District, or Specific Plan.

Tier 1 Sign Districts would be large (at least 15 acres or 5,000 linear feet of street frontage) and can be located only in Regional Centers (R5 or C Zones).

Tier 2 Sign Districts would be smaller in size (at least 5 acres or 100,000 square feet of nonresidential floor area if not in a Regional Center) but can be located in most parts of the City. All signs in these districts would be prohibited from being visible from any public right of way or any property other than the subject property.

The draft Sign Ordinance also proposes:

Illumination standards:

- new brightness limits of 7,500 candelas by day and 450 candelas by night
- sensors for automatic dimming

Sign Districts limited to the following zones:

- Regional Centers or Regional Commercial Designations (R5 or C Zones)
- Greater Downtown Housing Incentive Area (R5, C, or M Zones)

Port of LA, LA Zoo, or Stadiums with minimum 50,000 seats

- prohibited near single family zones, Los Angeles River, State/National parks, botanical gardens of 60 acres or greater

The draft Sign ordinance also would regulate the number of Sign Districts inasmuch as they are limited where they can be located as described above, and because it proposes minimum size requirements for sign districts. Distance criteria, and other land use regulatory controls, would need to be developed for digital signs to comply with the findings that are necessary for Sign Districts and which address aesthetics and traffic safety.

Issue #7 Citywide cap on digital off-site signs on public and private land:

The CUP process could enable the City to cap the number of digital signs by either prohibiting a net increase in total number of signs or total sign area. The CUP regulations could be structured to cap digital signs based on geography (e.g. by Area Planning Commission boundaries, Neighborhood Council boundaries, or Council boundaries). The ordinance would need to include the necessary selection criteria and update the findings to be less subjective.

OPTIONS:

Should the City Council wish to disallow digital off-site signs outside sign districts, or to adopt a Digital Off-Site Sign Program for locations outside of Sign Districts, the following are two options for your consideration:

1. REQUEST the City Attorney to prepare and present an ordinance which would not allow digital off site signs outside sign districts.

Or:

2. REQUEST the City Attorney prepare and present an ordinance which would allow digital off site signs outside sign districts, along with the following directives:
 - a. INSTRUCT the Planning Department, with the assistance of the City Administrative Officer, and in consultation with the City Attorney and the Chief Legislative Analyst, to prepare a full cost recovery fee ordinance to recover the costs of a Conditional Use Permit (CUP) process for digital off-site signs outside sign districts.
 - b. INSTRUCT the Planning Department, in consultation with the City Attorney, to prepare a draft ordinance to establish standards and conditions for digital off-site signs outside sign districts, and that also incorporates a 4:1 takedown ratio requirement, and includes distance criteria, illumination standards, zoning restrictions, minimum size for digital signs outside sign districts, by replicating the criteria noted in the October 17, 2013 draft Sign Ordinance for digital on-site signs.

- c. INSTRUCT the Planning Department, in consultation with the City Attorney, to prepare a draft ordinance to require community benefits with each Conditional Use Permit, or any discretionary action, to be contingent on a community benefits agreement or relocation agreement, to pay for the community benefits, or otherwise fulfillment of the required community benefits in some other manner and which will be deposited into a trust fund. The community benefits will be done in consultation with the Council office where the project is located, and the funds will be deposited into a trust fund, or:

INSTRUCT the Planning Department, in consultation with the City Attorney, to prepare a draft Mitigation Fee Ordinance to mitigate adverse and detrimental neighborhood impacts that requires *agreed upon* community benefits as part of the Conditional Use Permit for Digital off-site signs outside sign districts. The funds will be deposited into a trust fund.

- d. INSTRUCT the Planning Department, in consultation with the City Attorney, to prepare a draft ordinance to cap the number of digital signs by geography, such as by Area Planning Commission, Neighborhood Council boundaries, or by Council district boundaries, with specific distance criteria denoting minimum/maximum distance from one digital off site sign to another digital off site sign, and other land use regulatory controls, as well as the necessary findings for their creation, along with the involvement of all necessary stakeholders, such as but not limited to, Council offices and Neighborhood Council representatives, homeowner association, and/or Business Improvement District (BID)/Chamber of Commerce representatives.

COUNTY CLERK'S USE

CITY OF LOS ANGELES


CITY CLERK'S USE

OFFICE OF THE CITY CLERK
200 NORTH SPRING STREET, ROOM 360
LOS ANGELES, CALIFORNIA 90012

CALIFORNIA ENVIRONMENTAL QUALITY ACT

NOTICE OF EXEMPTION

(California Environmental Quality Act Section 15062)

DOCUMENT FILED City Clerk's Office	NE-13-054	Certified by 	Date: 9-30-13
	No.		

Filing of this form is optional. If filed, the form shall be filed with the County Clerk, 12400 E. Imperial Highway, Norwalk, CA 90650, pursuant to Public Resources Code Section 21152 (b). Pursuant to Public Resources Code Section 21167 (d), the filing of this notice starts a 35-day statute of limitations on court challenges to the approval of the project. Failure to file this notice with the County Clerk results in the statute of limitations being extended to 180 days.

LEAD CITY AGENCY City of Los Angeles Department of City Planning	COUNCIL DISTRICT All
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PROJECT TITLE *Proposed Citywide Sign Ordinance	LOG REFERENCE ENV-2009-0009-CE CPC-2009-0008-CA CF 08-2020, 11-1705
--	--

PROJECT LOCATION *Citywide

DESCRIPTION OF NATURE, PURPOSE, AND BENEFICIARIES OF PROJECT:
* 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, 19.01, Article 4.4 of Chapter I and Section 91.6216 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.

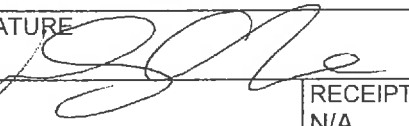
NAME OF PERSON OR AGENCY CARRYING OUT PROJECT, IF OTHER THAN LEAD CITY AGENCY: *City of Los Angeles, Lead City Agency: Department of City Planning

CONTACT PERSON *Daisy Mo	AREA CODE * 213	TELEPHONE NUMBER *978-1338	EXT.
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EXEMPT STATUS: (Check One)			
	STATE CEQA GUIDELINES	CITY CEQA GUIDELINES	
<input type="checkbox"/> MINISTERIAL	Sec. 15268	Art. II, Sec. 2b	
<input type="checkbox"/> DECLARED EMERGENCY	Sec. 15269	Art. II, Sec. 2a (1)	
<input type="checkbox"/> EMERGENCY PROJECT	Sec. 15269 (b) & (c)	Art. II, Sec. 2a (2) & (3)	
<input checked="" type="checkbox"/> CATEGORICAL EXEMPTION	Sec. 15300 <i>et seq.</i>	Art. III, Sec. 1	
Class <u>3, 11</u> Category _____ (City CEQA Guidelines)			
<input type="checkbox"/> OTHER	(See Public Resources Code Sec. 21080 (b) and set forth state and City guideline provision.		

JUSTIFICATION FOR PROJECT EXEMPTION: Most on-site signs, and all off-site signs that could be allowed under the proposed ordinance, meet the criteria for the exemption for limited numbers of small structures (Class 3). All on-site signs meet the criteria for the exemption for on-premise signs and/or minor accessory structures (Class 11).

IF FILED BY APPLICANT, ATTACH CERTIFIED DOCUMENT ISSUED BY THE CITY PLANNING DEPARTMENT STATING THAT THE DEPARTMENT HAS FOUND THE PROJECT TO BE EXEMPT.

SIGNATURE 	TITLE City Planning Associate	DATE 9/30/2013
FEE: N/A	RECEIPT NO. N/A	REC'D. BY N/A
		DATE N/A

DISTRIBUTION: (1) County Clerk, (2) City Clerk, (3) Agency Record
Rev. 11-1-03 Rev. 1-31-06 Word

IF FILED BY THE APPLICANT:

*
NAME (PRINTED)

*
SIGNATURE

*
DATE