

SignDictionary: Broadway

Historic Broadway Signage Supplemental Use District

As a reference guide for the **permitted** and **prohibited** sign types on the Historic Broadway corridor in Downtown Los Angeles, this document acknowledges and promotes the continuing contribution of signage to the distinctive aesthetic of Broadway as well as the importance of controlling the blight created by poorly -placed, badly-designed signs throughout the Historic Core of Downtown L.A.

Signage Types:

On-Site: A sign that is used to advertise a tenant, business conducted, services rendered, or goods produced or sold on the lot upon which the sign is placed

Off-Site: A sign that is used to advertise business conducted, services rendered or goods produced or sold on a lot other than the one upon which the sign is placed

Permitted Signs:

- reinforce the authenticity of Broadway as one of California's oldest historic districts
- coordinate with the architectural elements of the building on which it is located
- complement and protect the character-defining features of historic buildings
- are visually appropriate and economically viable
- use clear and attractive graphics
- do not contribute to visual clutter
- minimize potential traffic hazards and protect public safety
- support and encourage pedestrian activity
- protect street views and scenic vistas
- enhance the Historic Broadway corridor and adjacent properties

Permitted Signage

Architectural Canopy Sign

An enclosed structure attached to the wall of a building that has three exposed sides, which provide on-site business or building identification.



Architectural Ledge Sign

A type of wall sign with individual channel letters or an image identifying a business in the same building, or the individual numbers of an address, which stand atop a horizontal projection forming a ledge or narrow shelf affixed to a wall.



Awning Sign

Any sign located on a shelter supported entirely from the exterior wall of a building which extends over a building feature such as a door or window or a landscape/site feature such as a sidewalk, patio, deck, or courtyard.



Blade Sign

A sign, other than a wall sign, that is attached to a building starting above the ground floor and projects outwards from the building with 1 or more sign faces perpendicular to the face of the building which provides on-site business or building identification.



Building Identification Sign

An existing sign that identifies the address and/or common reference name of a building, including but not limited to the name of the building within the National Register of Historic Places; Building Identification Signs are usually integrated into the architecture and materials used in the construction of the building.



Free-Standing Rooftop Sign

A Three-dimensional Sculptural Element limited to placements on rooftops.



High-Rise Sign

A type of sign located on the façade of the uppermost portion of a building of 150 feet in height or more that identifies or represents either the historical name of the building or an on-site tenant which utilizes no text except for the name of the company.



Historic Identification & Description Sign

A small plaque or sign mounted to the front façade of a building which provides information about the historical nature of the building.



Illuminated Projection Sign

A representation of an original work of visual art or the artistic illumination of building features that is produced by projection of an image or lighting onto an exterior wall of a structure that is visible to pedestrians.



Information Sign

A sign limited to a message giving directions, instructions, menus, selections, or address numerals. Theater and menu display cases are considered Information Signs.



Marquee Digital Sign

A sign on an existing historic theater that is attached to and supported by the building, projecting over public property may be converted to a digital display.



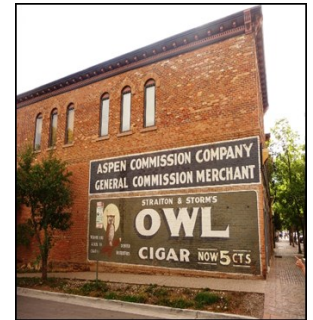
Open Panel Roof Sign

A type of roof sign consisting of channel letters, graphic segments, open lighting elements, or other open forms affixed to a non-solid panel sign support structure, including radio towers.



Painted Secondary Façade Sign

A type of wall sign painted or hand-tiled on a building façade that does not immediately abut Broadway or other streets that intersect Broadway.



Pedestrian Sign

A type of projecting sign that is attached to a wall within with 1 or 2 sign faces perpendicular to the building façade and that identifies a tenant of the building.



Sandwich Board Sign

A portable information sign consisting of two sign faces which connect at the top and extend outward at the bottom, and that is limited to a message giving directions, instructions, displaying menus, or selections.



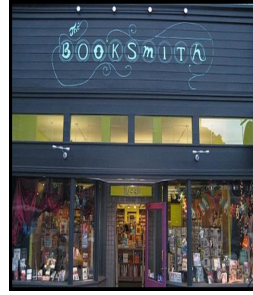
Storefront Vacancy Signs

Temporary signs which are permitted to cover more than 10% up to the entirety of storefront windows and transparent doors for the purpose of screening the view of construction or vacant storefronts.



Wall Sign

Any sign attached to, projected upon, painted on or suspended/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.



Window Sign

A sign that is attached to, affixed to, leaning against, or otherwise placed within 4 feet of any window, opening, or door in such a manner that is visible from outside the building.



Window Signs in Upper Stories

Sign that is affixed to any window in a building's upper stories so it is visible from the outside of the building.



Sign Design Features

Sequential Lighting Elements

Illumination of sculptural elements, letters or other sign parts outlined in individual light bulbs, neon tubing or neon-like elements and illuminated in sequence and from sequential positions to give the appearance of motion of that element.

- Allowed on:
- Blade signs
 - Pedestrian signs
 - Open panel roof signs
- Prohibited on:
- All other sign types



Kinetic Elements

An element of a sign, other than digital and / or electronic movement of words, graphics or other visual images, which includes dynamic, motorized or mechanically moving parts.

- Allowed on:
- Blade signs
 - Pedestrian signs
 - Open panel roof signs
- Prohibited on:
- All other sign types



Three-Dimensional Elements

A sculpted, crafted or otherwise extruding artistic element or customized statue that can be integrated into a sign or stand freely on a roof.

- Allowed on:
- Blade signs
 - Pedestrian signs
 - Open panel roof signs
- Prohibited on:
- All other sign types



Prohibited Signage

Billboard

Any sign on one or more poles that is: structurally separate from an existing building; supported by independent footing inside an existing building or other improvements; and/or support a solid sign panel that is attached to pole(s), or column(s) that may be cantilevered over a building.



Canister / Can / Cabinet Sign

An opaque or clear sign with illuminated or non-illuminated text, logos, or symbols placed on, behind or extruded through the plastic face of an enclosed cabinet attached to the face of a building.



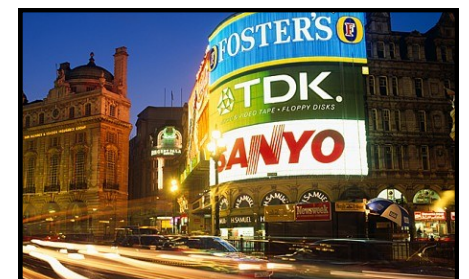
Captive Balloon Sign

Any object inflated with hot air or lighter-than-air gas that is tethered to the ground or a structure.



Electronic / Digital Display (Non-Marquee)

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



Illuminated Canopy Sign

An enclosed illuminated structure 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

Any cold air-inflated object that is made of flexible fabric or material, resting on the ground or a structure, inflated and sealed or equipped with a portable blower motor that provides a constant flow of air into the device, and restrained, attached, or held in place by cord, rope, cable, or similar device.



Monument Sign

A sign that is erected directly upon the existing or artificially created grade, or that is raised no more than 12 inches from the existing grade to the bottom of the sign, and that has a horizontal dimension equal to or greater than its vertical dimension.



Pillar Sign

A freestanding sign which is mounted directly on the ground, consisting of rectangular sign faces or a sculptural themed shape, not on any visible poles or posts, visible from street in an open air environment, with a horizontal dimension that does not exceed 25 percent of the length of the vertical dimension.



Pole Sign (except Parking/Transit)

A freestanding sign that is erected or affixed to one or more poles, columns or posts and that does not meet the requirements of a monument sign.



Sail Sign / Wind Banner

A freestanding or mounted sign that is supported by a flexible or semi-flexible full or partial frame within which is a material constructed of vinyl, paper, or other wind-resistant and moveable materials.



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.



This dictionary is for informational purposes only. Please refer to Article 4.4 of the Los Angeles Municipal Code or the Broadway Signage Supplemental Use District Ordinance (Ordinance No. 184056) for formal definitions and other regulations.