

Section 4 Signage and Graphics

4.1 Definitions

The following definitions shall apply to signs within the Sports and Entertainment Complex:

DG-4.1.1 Sign Type

- (A) Aerial View Sign. A sign that is attached to, applied or erected on, or integrated into the roof surface of a structure, meaning any portion of a structure that is within 30 degrees of horizontal, intended to be viewed primarily from the sky.
- (B) Façade Sign. Any sign attached to, painted on, erected against, suspended from, or projected onto any façade or projection from a façade of a building or structure, which may project from or be parallel to the façade. A façade sign may include a Wall Sign, Projecting Sign, or Mural Wall Sign, as defined by Ch. 12, Article 23, Section 12-69.
- (C) Free-standing Sign. A sign that is not attached to, supported by, or projected onto a building or structure, which may include a Monument Sign or a Pole Sign as defined by Ch. 12, Article 23, Section 12-69 of the Inglewood Municipal Code, or signs integrated into sculptural elements, except a Tower Sign.
- (D) Kiosk Sign. A pedestrian-scale freestanding or façade sign that is intended to provide information to employees, patrons, and the public.
- (E) Perimeter Sign. A free-standing monument or pylon sign located near a site access point from the public right-of-way.
- (F) Tower Sign. A sign that is attached to, painted on, or projected onto a tower-like structure primarily erected for the display of signage.

DG-4.1.2 Display Type

- (A) Channel Letter Sign. A non-digital display comprised of multidimensional individual letters, numbers, figures, and/or an image or images that is attached to or suspended from a building or structure.
- (B) Digital Display. A display that exhibits still images or moving 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 may be changed remotely through electronic means.
- (C) Interactive Display. A Digital Display or Projected Image with which a human may interact to obtain information or entertainment, including but not limited to touch-screen, voice- or motion-activated technology, or electronic communication.
- (D) Non-Digital Display. Any display other than a Digital Display or Interactive Display.
- (E) Projected Image. An image projected onto a wall, façade, screen or other immovable and unchanging surface from a distant electronic device such that the image does not originate from the plane of the surface on which it appears.

DG-4.1.3 Sign Function

- (A) Building Identification Sign. A sign that displays the name or function of a building within the Sports and Entertainment Complex, including the Mark of any Team and/or Sponsor or affiliate.
- (B) Business Identification Sign. A sign that identifies or directs attention to a business, product, service, profession, commodity, activity, sponsor, event, person, institution or any other commercial message which is generally conducted, sold, manufactured, produced, offered or occurs within the Sports and Entertainment Complex.
- (C) Entertainment Sign. A sign that displays live, recorded, full-motion, or broadcast content or static images for purposes of directing attention to or related to an activity, event, business, product, service, profession, commodity, Sponsor, Team, person, institution or any other message. An Entertainment Sign may be an on-site or off-site sign as defined by Ch. 12, Article 23, Section 12-69 of the Inglewood Municipal Code.
- (D) Informational Sign. A sign that displays directional, wayfinding, safety and security, scheduling, and similar types of information to visitors, employees, patrons, or the public.
- (E) Message Sign. A sign that displays a static image or message for purposes of directing attention to an activity, event, business, product, service, profession, commodity, Sponsor, Team, person, institution or any other message. A Message Sign may be an on-site or off-site sign as defined by Ch. 12, Article 23, Section 12-69 of the Inglewood Municipal Code.

DG-4.1.4 Sign Orientation

- (A) Aerial. A sign oriented towards and intended to be viewed primarily from the sky, which may be incidentally viewed from adjacent streets, public rights-of-way, or properties.
- (B) External Primary. A sign oriented towards and intended to be viewed from West Century Boulevard or South Prairie Avenue and public rights-of way, which may be incidentally viewed from other adjacent streets or properties.
- (C) External Secondary. A sign oriented towards and intended to be viewed from a public street other than West Century Boulevard or South Prairie Avenue, which may be incidentally viewed from adjacent properties.
- (D) Internal. A sign oriented towards and intended to be viewed primarily from outdoor pedestrian circulation areas within the Sports and Entertainment Complex site or adjacent public right-of-way, which may be incidentally viewed from adjoining streets or adjacent properties.

DG-4.1.5 General Definitions

- (A) Sign. Any display, wall, screen, projected image, object, or other material or medium or device primarily used to announce, declare, demonstrate, or display a message and attract the attention of the public on any surface other than the ground. Non-textual and graphic patterns or marks (except those protected by registered trademark) shall not be considered a Sign.
- (B) Mark. The trade name, trademark, service mark, logo, ~~slogan symbol of, and/or symbol of~~slogan or brand tag line synonymous or closely identified with, a Sponsor or Team.
- (C) Sponsor. Any owner, operator, or tenant of the Arena and its affiliates, together with any person or entity sponsoring or otherwise providing goods, services, or support to any owner, operator, event, or tenant of the Arena or its designee pursuant to a sponsorship marketing plan, contract, or agreement (as may be modified from time to time).
- (D) Team. Any professional sports team or franchise that plays the majority of its home games at the Sports and Entertainment Complex on an annual basis.

4.2 Building Identification Signs

DG-4.2.1 Building identification may be permitted as shown in *Table 4.2 Building Identification Signs* and *Entertainment Signs* and *Figure 4.1 Sports and Entertainment Complex Sign Zones*.

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DG-4.2.2 A building identification façade sign may break the plane of the roof of the building on which it appears.

DG-4.2.3 The text of any slogan that appears on or is part of a building identification sign as a Mark of a Team or Sponsor shall be smaller in scale than other textual elements of the sign such that the slogan is not the primary focus of the sign.

DG-4.2.4 There shall be no limit on the number or size of building identification signs within the Sports and Entertainment Complex that conform to *Table 4.2 Building Identification Signs*, *Figure 4.1 Sports and Entertainment Complex Sign Zones*, and these SEC Design Guidelines.

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Table 4.2 Building Identification Signs			
Sign Type	Display Type	Sign Orientation	Location
Aerial View	Non-Digital	Aerial	Zone 1, 4, 5
Façade	Digital	External Primary Internal	Zone 1, 2, Pedestrian Bridge
Façade	Channel Letter	External Primary External Secondary Internal	Zone 1, 2, 3, 4, 5, Pedestrian Bridge
Freestanding	Digital	External Primary Internal	Zone 1, 2, 4
Freestanding	Non-Digital	External Primary External Secondary Internal	Zone 1, 2, 3, 4, 5
Tower	Digital	External Primary	Zone 2

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	Non-Digital		
Kiosk	Digital Interactive	External Primary External Secondary Internal	Zone 1, 2, 3, 4, 5, 6, Pedestrian Bridge
Perimeter	Digital Non-Digital	External Primary	Zone 2, 4, 6

4.3 Business Identification Signs

DG-4.3.1 Business identification signs may be permitted anywhere within the Sports and Entertainment Complex as shown in *Table 4.3 Business Identification Signs* and *Entertainment Signs* and *Figure 4.1 Sports and Entertainment Complex Sign Zones*.

DG-4.3.2 There shall be no limit on the number or size of business identification signs within the Sports and Entertainment Complex that conform to *Table 4.3 Business Identification Signs*, *Figure 4.1 Sports and Entertainment Complex Sign Zones*, and these SEC Design Guidelines.

Table 4.3 Business Identification Signs			
Sign Type	Display Type	Sign Orientation	Location
Façade	Digital	Internal	Zone 1, 2, 3 Pedestrian Bridge
Façade	Non-Digital	External Primary External Secondary Internal	Zone 1, 2, 3 Pedestrian Bridge
Freestanding	Digital	Internal	Zone 1, 2, 3
Freestanding	Non-Digital	External Primary External Secondary Internal	Zone 1, 2, 3, 4, 5
Kiosk	Digital Interactive	External Primary External Secondary Internal	Zone 1, 2, 3, 4, 5, 6 Pedestrian Bridge

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4.4 Informational Signs

- DG-4.4.1 Informational signs shall be permitted anywhere within the Sports and Entertainment Complex as shown in *Table 4.4 Informational Signs* and *Figure 4.1 Sports and Entertainment Complex Sign Zones*.
- DG-4.4.2 Informational signs should be used to aid and guide the flow of vehicular and pedestrian traffic through the site and provide information to visitors, employees, and the public about the Sports and Entertainment Complex operations, amenities, safety measures, and similar information.
- DG-4.4.3 There shall be no limit on the number or size of informational signs within the Sports and Entertainment Complex that conform to *Table 4.4 Informational Signs, Figure 4.1 Sports and Entertainment Complex Sign Zones*, and these SEC Design Guidelines.

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Table 4.4 Informational Signs			
Sign Type	Display Type	Sign Orientation	Location
Façade Freestanding	Non-Digital	External Primary	Zone 1, 2, 3, 4, 5, 6
		External Secondary	Pedestrian Bridge
		Internal	
Kiosk	Digital Interactive	External Primary	Zone 1, 2, 3, 4, 5, 6,
		External Secondary	Pedestrian Bridge
		Internal	
Perimeter	Digital	External Primary	Zone 2, 4, 6
	Non-Digital		

4.5 Message and Entertainment Signs

DG-4.5.1 Message Signs and Entertainment Signs may be permitted within the Sports and Entertainment Complex as shown in *Table 4.5 Message and Entertainment Signs* and *Figure 4.1 Sports and Entertainment Complex Sign Zones*.

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DG-4.5.2 There shall be no limit on the number or size of message and entertainment signs within the Sports and Entertainment Complex that conform to *Table 4.5 Message and Entertainment Signs, Figure 4.1 Sports and Entertainment Complex Sign Zones*, and these SEC Design Guidelines.

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Table 4.5 Message and Entertainment Signs				
Sign Type	Display Type	Sign Function	Sign Orientation	Location
Façade	Digital	Entertainment	External Primary Internal	Zone 1, 2
Façade	Digital	Message	External Primary Internal	Zone 1, 2, 3, Pedestrian Bridge
Façade	Non-Digital	Message	External Primary Internal	Zone 1, 2, 3, 4, 5, Pedestrian Bridge
Freestanding	Digital	Entertainment	External Primary Internal	Zone 1, 2
Freestanding	Non-Digital	Message	External Primary Internal	Zone 1, 2, 3, 4, 5
Tower	Digital Non-Digital	Entertainment	External Primary Internal	Zone 2
Perimeter	Digital	Message	External Primary	Zone 2,4, 6
Kiosk	Digital Interactive	Entertainment	External Primary External Secondary Internal	Zone 1, 2, 4, 5, Pedestrian Bridge

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4.6 Orientation

- DG-4.6.1 Business Identification Signs and Informational Signs should be oriented to be primarily viewed by the intended audience.
- DG-4.6.2 All exterior Digital Display Signs shall include louvers integrally cast into sign faces to improve visibility and direct the display to the intended audience and reduce visibility of the sign face and direct light away from overhead flight paths.
- DG-4.6.3 Conceptual examples of External Primary and External Secondary orientations are provided for illustrative purposes in *Figure 4.6 External Orientation*.

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4.7 Projection

- DG-4.7.1 Façade signs may project no more than three feet into the public right-of-way. Any projection into the public right-of-way shall require an approval by the Department of Public Works.
- DG-4.7.2 A minimum of ten feet of vertical clearance shall be provided from the bottom of a façade sign projecting from a building or structure to the finished grade below the sign for any sign that projects into the public right-of-way.

4.8 Illumination and Brightness

- DG-4.8.1 Any Sign within the Sports and Entertainment Complex may be illuminated by internal or external means.
- DG-4.8.2 All Signs within the Sports and Entertainment Complex shall conform to an approved Lighting Design Plan, as defined and required by Mitigation Measure 3.1- 2(b) of the IBEC MMRP, included in Appendix B for convenience and reference purposes only.
- DG-4.8.3 All Digital Display Signs and Interactive Display Signs shall be controllable by the combination of a photocell that measures available daylight and remote adjustment capabilities that control the luminance levels of the Sign, and utilize automatic dimming technology, include a default mechanism that causes the Sign to revert immediately to a black screen if the Sign malfunctions in a way that causes the display to wholly or partly flash.
- DG-4.8.4 All Digital Display Signs and Interactive Display Signs shall comply with the relevant maximum daytime and nighttime luminance levels set forth in *Table 4.8 Digital Luminance Levels*.

Table 4.8 Digital Luminance Levels	
Period	Maximum Luminance Level
Daytime Luminance Level	8,000 candelas per square meter
Nighttime Luminance Level	800 candelas per square meter

- DG-4.8.5 The luminance of any Digital Display Sign shall transition smoothly at a consistent rate of speed from the Daytime Luminance Level to the Nighttime Luminance Level, beginning no less than 20 minutes prior to sunset and concluding the transition to nighttime intensity level no less than 20 minutes after sunset.

DG-4.8.6 The luminance of any Digital Display Sign shall transition smoothly at a consistent rate of speed from the Nighttime Luminance Level to the Daytime Luminance Level, beginning no less than 20 minutes prior to sunrise and concluding the transition to daytime intensity level no less than 20 minutes after sunrise.

4.9 Presentation

- DG-4.9.1 Any image displayed on any External Primary-oriented Digital Display Message Sign shall be presented continuously for at least eight seconds following the completion of its transition from the previous message and including the transition time to the next message.
- (A) When an image is changed electronically, the transition between presentation of the previous image and presentation of the next image shall be accomplished in one-half second or less. The transition period shall be measured as that period between the time that the previous image is fully presented and the next image is fully presented.
- DG-4.9.2 Any Internal-oriented Digital Display or Interactive Display Entertainment Sign shall not be subject to a limitation on time between transition, display time, or motion.

4.10 Materials

- DG-4.10.1 All permanent signs should be constructed of materials that are durable and not likely to fade, corrode, or otherwise deteriorate.
- DG-4.10.2 Signs shall not use highly reflective materials such as mirrored glass.

4.11 Exempt Signs

DG-4.11.1 The following permitted signs and/or sign structures are exempt from the permit requirement of Ch. 12, Article 23, Section 12-72 of the Inglewood Municipal Code:

- (A) Interior Signs. Signs located within a structure or a building.
- (B) Portable Signs. Bi-faced, free-standing signs, not to exceed four (4) feet in height at fully-open standing position, if such signs may be readily removed from public view at the end of each business day.
- (C) Temporary Signs. Temporary graphics, decorations, and freestanding elements associated with special events, holidays, commemorations, or celebrations (e.g., concert event) or seasons (e.g., the NBA Basketball season).
- (D) String Pennants. String pennants may be displayed to activate public spaces for temporary events, provided that such string pennants are displayed in an orderly and well-maintained condition.
- (E) Public and Community Notices and Signs. Public notices posted pursuant to law, signs erected by governmental agencies and public utilities, warning or information signs required by law for public health and safety, and public service announcements.
- (F) Building Banner Graphics. A sign, consisting of a Projected Image onto a building face or wall or printed on vinyl, mesh or other material with or without written text, supported and attached by an adhesive and/or by using stranded cable and eye-bolts and/or other materials or methods.
- ~~(F)(G)~~ Changeable Copy Signs. The changing of the copy or message on any permitted sign.