



DEPARTMENT OF CITY PLANNING
RECOMMENDATION REPORT



City Planning Commission

Date: August 22, 2013
Time: After 8:30 A.M.
Place: Van Nuys City Hall Council Chamber
2nd Floor
14410 Sylvan Street
Van Nuys, CA 91401

Public Hearing: July 16, 2013; Required
Appeal Status: N/A
Multiple Approval: N/A

Case No.: CPC-2011-1964-SN
CEQA No.: ENV-2011-1965-EIR
Incidental Cases: None
Related Cases: None
Council No.: 11 - Bonin
Plan Area: LAX
Specific Plan: LAX
Certified NC: NC of Westchester/Playa
GPLU: Airport Landside,
Airport Airside
Zone: LAX
Applicant: City of Los Angeles /
Los Angeles World Airports
(LAWA)

PROJECT LOCATION: A portion of Los Angeles International Airport (LAX), located at One World Way, as shown on attached map (Exhibit A)

PROPOSED PROJECT: Los Angeles International Airport Signage Supplemental Use District (LAX Sign District)

REQUESTED ACTION:

1. Pursuant to Section 13.11 of the Municipal Code, the creation of a Signage Supplemental Use District.
2. Pursuant to Section 21082.1(c)(3) of the California Public Resources Code, certify the Final Environmental Impact Report (ENV-2011-1965-EIR) and adopt the related environmental Findings of Fact, and Project Design Features and LAX Master Plan Commitments Monitoring and Reporting Program.

RECOMMENDED ACTIONS:

1. **Approve and Recommend** that the City Council **Adopt** the proposed LAX Sign District, as modified and subject to the review of the City Attorney as to form and legality, attached as Exhibit B;
2. **Recommend** that the City Council **Certify and Adopt** the **Final Environmental Impact Report** (ENV-2011-1965-EIR), attached as Exhibit C, for the above referenced project and adopt the Monitoring and Reporting Program (Exhibit D);
3. **Approve and Recommend** that the City Council **Adopt** the attached **Findings**, including the Environmental Findings.

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Exhibits:

- A – Sign District Map
- B – Draft Ordinance
- C – Environmental Impact Report (ENV-2011-1965-EIR)
- D – Project Design Features and LAX Master Plan Commitments Monitoring and Reporting Program
- E – Correspondence from Los Angeles World Airports (LAWA)
- F – Conceptual Sign Plan

PROJECT ANALYSIS

Project Summary

The proposed Los Angeles International Airport Signage Supplemental Use District (LAX Sign District) would allow the installation of new off-site signs subject to certain restrictions. The regulations of the proposed Sign District would supersede the regulations set forth in the Los Angeles Municipal Code (LAMC) and would allow for the display of commercial messaging at the airport for businesses, uses, facilities, services, or products not found at LAX (non-airport-related signage), similar to what is found at many other airports across the United States. The regulations are intended to enhance the visual environment and promote visitor-serving activities and events in the City of Los Angeles.

The LAX Specific Plan, adopted in 2004 and amended in 2013, regulates land use at the airport. The Specific Plan anticipated the subsequent adoption of a sign district at LAX. Section 14.C of the Specific Plan states: "Alteration, redesign or replacement of existing off-site signs, or erection, construction, or installation of new off-site signs, supergraphic signs, and mural signs shall be permitted pursuant to the establishment of a sign district as set forth in LAMC Section 13.11." The proposed LAX Sign District regulations seek to limit new off-site signage to the interior of the LAX campus, within portions of the Landside and Airside subareas identified in the LAX Specific Plan. The project's Conceptual Sign Plan would permit a maximum of 80,722 square feet of proposed new off-site signage within the Landside subarea (at the Central Terminal Area), and a maximum of approximately 289,600 square feet of proposed new off-site signage within the Airside subarea, on passenger boarding bridges only. Landside subarea signage at the Central Terminal Area would be allowed on parking structures, terminal buildings, sky bridges, columns, and light poles.

In general, the ordinance would permit several types of signage, including supergraphics, wall signs, digital display signs, passenger boarding bridge signs, hanging signs, and column wrap signs. The Sign District also includes controls on the number of signs, sign dimensions, sign placement, sign illumination, and use of digital technology. Sign placement requirements, for example, would not allow off-site signage on historic structures in the Central Terminal Area. Signage in the Airside subarea, which would include passenger boarding bridge signs, would not allow illumination. These restrictions are designed to protect public and aviation safety and ensure that new signage will serve to enhance the visitor experience at LAX. As part of the requested ordinance, City Planning Staff has required that no more than 75 percent of the maximum sign area allowed in the Landside subarea be activated at any one time.

The ordinance includes a sign review process to ensure that new signs are well-designed and integrated into the architecture of supporting structures. The review process would be administered by Los Angeles World Airports (LAWA) Staff through the use of sign guidelines similar and complementary to LAWA's current Tenant Signage Standards, which are currently implemented for on-site signs consistent with the adopted LAX Specific Plan.

The proposed Ordinance also includes a Sign Reduction Program and a Visual Blight Reduction Program in order to reduce the amount of non-conforming signage and visual blight in the surrounding area. The Sign Reduction Program requires the removal of one square foot of billboard signage for every three square feet of new off-site signage installed in the Landside subarea. The Visual Blight Reduction Program requires that 1.5 percent of revenue from off-site signage at LAX be used to improve visual aesthetics in gateway corridors at or adjacent to LAX with high percentages of airport visitor traffic to offset the ongoing effects of new off-site signage at the airport.

The LAX Sign District, as recommended by Planning Staff, would meet a number of City goals including contributing to the ongoing modernization of LAX and providing for improvements to the visual environment of the airport and surrounding communities.

Background and Context

With over 63 million annual passengers in 2012, Los Angeles International Airport (LAX) is the sixth busiest airport in the world, the third largest airport in the United States, and the primary gateway to the City of Los Angeles and the greater Los Angeles area. It is also the busiest "origin and destination" airport, with more people beginning or ending their flight at LAX than at any other airport in the world. LAX is owned and operated by Los Angeles World Airports (LAWA), a department of the City of Los Angeles. It is located adjacent to the communities of Westchester, El Segundo, Lennox, and Inglewood. Planning for LAX is governed by a number of policy documents, including the LAX Plan, a component of the Land Use Element of the City's General Plan, and the LAX Specific Plan (last amended by Ordinance 182542), which is the implementing ordinance for airport-owned properties in the LAX Plan area. The LAX Specific Plan was adopted in December 2004 and last amended in May 2013, and is implemented by LAWA. The Specific Plan establishes zoning and land use regulations and procedures to ensure consistency with the LAX Plan and to ensure adequate environmental review and documentation of future airport projects. These planning documents designate land within the airport for Airport Airside and Airport Landside uses. The Airside subarea includes those aspects of passenger and cargo movement that are associated with moving aircraft and related airfield support services. The Landside subarea functions as the interface between airside operations and the regional ground transportation network, which includes the Central Terminal Area (CTA) and its associated roadway network. Powered aircraft are not permitted in the Landside area. The LAX Specific Plan allows and regulates on-site signage and envisions the future adoption of a Sign District ordinance to regulate off-site, supergraphic, and mural signs within both the Airport Airside and Airport Landside subareas.

Project Goals

The proposed Sign District will support and contribute to the modernization of LAX and allow for a more flexible use of existing signage opportunities at the airport. The project is designed to become an integral part of the visual landscape at LAX, taking into account the unique characteristics of this major international gateway. The goal of the proposed sign district is to create an engaging pedestrian and tourist environment, as well as enhance the means of promoting business, cultural, entertainment, and visitor-serving activities and events in the City of Los Angeles. The proposed ordinance is intended to enhance the visitor experience and improve the visual environment of the airport by ensuring that the design of new off-site signage is compatible and integrated with the aesthetic character of existing structures. The proposed ordinance is also aimed at avoiding visual clutter within the airport, while also protecting adjacent communities and assisting with the removal of visual blight in the LAX vicinity.

Project Details

The Project site encompasses a 502-acre area within the interior portion of LAX and the proposed signage would be limited to 203 acres (approximately six percent of the airport's 3,650-acre property), as shown in Exhibit A. The proposed boundary encompasses portions of both the Landside and Airside subareas, with the Airside portion including 102 acres where signs would be allowed on the exterior of passenger boarding bridges which extend from terminal gates to load and unload passengers from aircraft. The Landside portion includes 101 acres of the CTA, which is arranged with one-way, U-shaped roadways (both upper and lower), parking structures at the interior, and terminal buildings to the north, west, and south of the roadways. Signs in this area would be located on parking structures, terminal buildings, sky

bridges (which connect parking structures to terminals), columns, and hanging from light pole and other projections. The proposed project would allow for a range of sign types, subject to carefully crafted conditions, including supergraphics, wall signs, digital display signs, passenger boarding bridge signs, hanging signs, and column wrap signs. The Sign District would allow a maximum of 80,722 square feet of new off-site signage within the Landside subarea and a maximum of 289,600 square feet of new off-site signage within the Airside subarea (on passenger boarding bridges at the airport's maximum 153 permitted gates). As recommended by City Planning Staff, no more than 75 percent (60,542 square feet) of the total square footage of allowable off-site signage in the Landside subarea may be in use at any one time.

Currently, various types of on-site signs are allowed within the project site subject to the regulations of the LAX Specific Plan. On-site signs are those signs which promote a business, use, facility, service, or product located on-site at LAX or which are airport-related. These existing signs include tenant signage on the terminals and on passenger boarding bridges, as well as wall signs and supergraphics on sky bridges. Other existing signage includes wayfinding, terminal identification, traffic, and parking signage. In addition, there are a number of pre-existing billboards with off-site signage located to the north of the airport roadway system, between Sepulveda Boulevard and Terminal 1 (also known as the "Park One" property). No new off-site signs are proposed at this portion of the project site. The siting of new off-site signs in the proposed Sign District is designed to limit their visibility from surrounding communities. Sign placement has also been designed with consideration for the safe operation of aircraft so as to not visually or negatively affect airport operations, as analyzed in the Environmental Impact Report (EIR). No new off-site signs would be placed along the boundary of LAX, and no electronic or light-enhanced off-site signage would be visible from the adjacent residential area to the north and south. In addition, off-site signs would not be permitted on historic structures, which includes the Theme Building and its setting, including the former Airport Traffic Control Tower, built in 1961 (now part of the Clifton A. Moore Administration Building).

Key Issues

Maximum Amount of Signage

The cumulative allowable size of all off-site signs in the Sign District ordinance is 370,322 square feet, with more than three-quarters of that total being allocated to passenger boarding bridges in the Airside subarea. These signs are only visible to passengers and employees who handle airfield operations and would not be illuminated. The total square footage of 289,600 square feet for these signs is based on two typical 800 square foot signs to be located on each of 181 jet boarding bridges serving 153 gates, which is the maximum number of gates allowed to be built at LAX. On-site signage is currently permitted and utilized on jet passenger boarding bridges and the proposed off-site signage would be similar in size and appearance to the existing signage found at these locations today.

The remaining 80,722 square feet of permitted off-site signage is limited to the Landside subarea in the CTA. City Planning Staff recommends limiting the activation of this signage to no more than 75 percent at any one time, or 60,542 square feet. This limitation will ensure an appropriate balance of off-site messaging with wayfinding and other informational signage in this area, while allowing LAWA flexibility in the location and utilization of a variety of permitted sign types. In addition, a proposed sign location on the east elevation of Terminal 1 has been removed in response to community concerns about potential visibility from Sepulveda Boulevard to the east. Based on the total roadway curb length in the CTA, the Los Angeles Municipal Code (LAMC) allows for over 142,000 square feet of signage in this area. The proposed Sign District's maximum of 80,722 square feet of off-site signage in this subarea is less than 58 percent of this amount.

Given the dispersed layout of the CTA, the amount of signage that would be visible to each visitor or passenger at any given location would vary, but would be less than the overall maximum amount allowed. In addition, the type of signage proposed is a common feature at many airports across the country, including John F. Kennedy International Airport, Miami International Airport, Baltimore-Washington International Thurgood Marshall Airport, George Bush Intercontinental Airport, John Wayne Airport Orange County, and LaGuardia Airport. These major U.S. airports have iconic and dominant format signs that are strategically positioned outside the airport terminals for maximum reach and impact. Additionally, major U.S. airports provide commercial messaging on the interior and exterior of passenger boarding bridges. Similarly, the proposed Project would support trade and commerce by engaging the traveling public with the promotion of visitor-related messaging focused on the City of Los Angeles.

Digital Signage, Traffic Safety, and Traffic Delay

As part of the overall allowable signage in the Landside subarea, the proposed Sign District ordinance allows the installation and use of up to 37,109 square feet of digital display signs. These digital displays would be utilized for static images and would not allow animation or moving images. The proposed ordinance places controls on the required time between image changes on such signs, referred to in the ordinance as refresh rates. Digital display signs installed on parking structures would be allowed an image refresh rate of no more than one refresh event every eight seconds, with the exception being Parking Structure 1 which would refresh every 14 seconds. These signage controls are referred to as Controlled Refresh I (CR I). Digital display signs installed on Sky Bridges and on the upper level terminal elevations at the Tom Bradley International Terminal (facing east) and Terminal 4 (facing north) would be allowed an image refresh rate of no more than one refresh event every 12 hours (referred to as Controlled Refresh III, or CR III). As mentioned previously, a digital display sign that had been originally proposed for the east elevation of Terminal 1 has been removed in response to community input. The location of CR I and CR III regulations have been chosen being mindful of driver, pedestrian, Air Traffic Control personnel, and pilot safety. Digital displays will have LEDs aimed horizontally towards the street view using a cubic louvering system to help limit light trespass and direct light away from flight paths. In addition, digital signage would be subject to limits on brightness levels (no more than 300 candelas per square meter at nighttime intensity) and equipped with sensors that modify the brightness of the sign in response to ambient lighting conditions. Digital displays are required to transition gradually from day to nighttime brightness with a 45-minute fade rate to prevent a sudden change in perceptible brightness levels.

Community input regarding proposed digital signage has expressed concern around possible traffic safety and delay impacts. A recent Swedish study in 2012 investigated the relationship between electronic billboards and driver distraction and stated that it was inconclusive as to whether digital signs attract too much attention and whether they are traffic safety hazards. Nonetheless, the proposed ordinance restricts those digital display signs that face moving traffic, such as those positioned on Sky Bridges over the roadway, to limit their refresh rate to only once every 12 hours (CR III) to minimize the opportunity for driver distraction. In addition, the project area is a unique campus-like environment with existing high levels of illumination. The CTA roadway network has a maximum speed limit of 25 miles per hour, six signalized intersections, 18 pedestrian crosswalks, and a large number of LAWA Police that continuously enforce traffic regulations in the CTA. As part of an annual report to the Department of City Planning and the Board of Airport Commissioners, LAWA will assess traffic safety during the implementation of the sign district ordinance and take corrective actions should any unforeseen traffic issues arise.

Digital Signage and Cumulative Impacts

The project's Environmental Impact Report (EIR) assessed cumulative impacts consistent with the requirements of the California Environmental Quality Act (CEQA). Although the EIR did not identify any significant cumulative impacts associated with the proposed Sign District, community input expressed concern about increased energy usage associated with proposed digital display signs. Data analyzed in the Initial Study (IS) conducted for the project revealed that the proposed signage would require 272 kilowatts of energy at full power, or approximately 2,383,499 kilowatt-hours per year (kWh/year) if operated at full power 24 hours per day. This amount would increase energy consumption at LAX by approximately 1.5 percent annually, which would result in a less than significant impact. Further, LAWA has provided additional data on energy consumption by electronic signage that suggests this earlier analysis was conservative and overestimated projected energy consumption by digital display signs by about 40 percent. This additional data helps to reinforce the conclusions of the environmental analysis that the cumulative impacts of energy usage by the project would be less than significant.

Billboard Reduction and Removal of Visual Blight

A required component of sign districts is the removal of visual blight and a reduction in prohibited signage through a sign reduction program. Consistent with other sign district approvals, the draft Ordinance as recommended contains a Sign Reduction Program to remove off-site billboards and a Visual Blight Reduction Program. The programs are established in conjunction with new off-site signage at LAX.

A sign district is a form of supplemental use district, permitting types of signage not otherwise permitted in the LAMC citywide. The establishment of a sign district is a land use entitlement that bestows additional signage rights, regulations, and programs as part of a unified sign program that also allows new off-site (revenue-generating) signage. The approval of these off-site signs is subject to established findings of fact that the overall district serves to reduce and eliminate visual blight. Therefore the proposed sign district includes the establishment of concurrent programs aimed at reducing overall visual blight and reducing non-conforming billboards at LAX and in the LAX vicinity.

The length, or term, of signage rights conferred with the proposed LAX Sign District are not limited (i.e. no requirements to remove or renew the approvals after a 10 year term or a 15 year term, etc.). As a direct result, it is appropriate to include operational programs to fund the removal of visual blight as long as the specific signs authorized by this ordinance remain in use.

LAX is an appropriate location for specially tailored sign regulations, and for the consideration of off-site signage rights. LAX is a transportation center of global importance, and functions as a regional gateway to Los Angeles and Southern California. The elective decision to include off-site signage as part of any sign district is a land use entitlement conveyed by the City, and City policy requires that a commensurate Sign Reduction Program and Visual Blight Reduction program be established to off-set visual impacts.

LAX is a large City-owned property situated directly adjacent to a designated Regional Center area along the Century Corridor. The City's Framework Element designates Regional Centers as economic hubs of regional importance, with higher intensities of land uses, density, and scale. LAX and the Century Corridor Regional Center are mutually dependent on one another and there is a nexus between the airport and its adjacent Regional Center. The Century Corridor serves as the gateway to LAX, and as such they are intertwined. Within the airport itself, there is limited opportunity for the removal of blight to offset the installation of up to 370,322 square feet of cumulative allowable off-site signage. Although proportional in scale to

the airport, the installation of off-site signage of this scale requires a robust and long-term commitment to the ongoing reduction of visual blight at LAX and the LAX vicinity.

The draft Ordinance recommends that a billboard reduction program cover an area generally inclusive of the Community Plan Areas in the vicinity. This area for the take-down of billboards would cover each of the following Community Plan Areas: LAX, Westchester – Playa Del Rey, Venice, Palms – Mar Vista – Del Rey, and West Los Angeles.

The Sign Reduction Program for the Landside subarea would require the removal of 20,181 square feet of off-site billboard signs in the above areas in order for the maximum amount of off-site signage (60,542 square feet) to be activated in the LAX Sign District area. The proposed ordinance allows two options for LAWA to meet this requirement, both of which would require the removal of 20,181 square feet of off-site billboard signs. Option one requires removal of off-site billboard signs concurrent with the activation of new off-site signage in the LAX Sign District, with a credit of three square feet of new off-site signs in the LAX Sign District area to be granted for every square foot of off-site billboard sign removed elsewhere in the designated billboard reduction area. Option two requires sign reduction funding equivalent to 12.5 percent of all net advertising revenue to be placed into a LAWA Sign Removal Trust Fund for the removal of off-site billboard signage within five years of the LAX Sign District ordinance taking effect. The total amount of off-site billboard signage required to be removed would be the same under both options, but Option 2 would reduce the maximum amount of signage allowed in the LAX Sign District's Landside subarea after five years until the total square footage of billboard reduction required has been completed. The reduced maximum would limit off-site signage in the LAX Sign District to three times the amount of off-site billboard signage removed after the end of five years. A billboard removal program is not being required for signage in the Airside subarea.

The proposed ordinance includes a Visual Blight Reduction Program to off-set the introduction of up to 370,322 square feet of off-site signs. The program funds the removal of visual blight and enhances visual aesthetics in gateway corridors with high percentages of airport visitor traffic to offset the ongoing effects of new off-site signage at LAX. By linking the program to the operational term of off-site signs authorized under this ordinance, this program off-sets the ongoing impact of off-site signage and provides a commensurate reduction in blight at LAX and gateway corridor areas adjacent to LAX as a condition of activating off-site signage in the LAX Sign District. The Visual Blight Reduction Program shall be prepared by LAWA in consultation with Planning, and shall be adopted by the Board of Airport Commissioners (BOAC) prior to the installation of any new off-site signage in the Landside subarea. In order to achieve such reduction in blight, this program would require that 1.5 percent of all net revenue from off-site signage in the LAX Sign District be placed in a LAWA Visual Blight Reduction Fund for the purposes of satisfying this requirement. The program would be limited to the LAX Plan Area and Westchester – Playa Del Rey Community Plan Area.

The proposed Ordinance also includes conditions for emergency messaging use.

Recommendation

LAX is a unique site that serves as a global gateway to the City of Los Angeles. Unique signage is necessary and appropriate for the site and was anticipated as part of the LAX Specific Plan, as amended by the City Council in May 2013. Planning Staff recommends approval of the proposed LAX Sign District as conditioned in this report and in the proposed Ordinance.

FINDINGS

General Plan/Charter Findings

1. In accordance with **Charter Section 556**, the proposed LAX Sign District ordinance (Exhibit B) is in substantial conformance with the purposes, intent, and provisions of the General Plan. The proposal is consistent with and implements policies contained in portions of the General Plan, including the General Plan Framework and the LAX Plan. Specifically, the General Plan Framework states the following:

Economic Development Chapter, Introduction.

"...the City must take advantage of the critical role of the Port of Los Angeles and the Los Angeles International Airport in supporting the local economy."

Economic Development Policy 7.2.13.

Facilitate environmentally sound operations and expansion of the Port of Los Angeles and the Los Angeles International Airport as major drivers of the local and regional economy.

Economic Development Policy 7.3.4.

Recognize the crucial role that the Port of Los Angeles and the Los Angeles International Airport play in future employment growth by supporting planned Port and Airport expansion and modernization that mitigates its negative impacts.

These policies recognize the crucial role that LAX plays as a major driver of the local and regional economy. Signage is a common feature at airports that plays a role in defining the image of the airport, and the proposed LAX Sign District is a part of the overall modernization effort to provide an improved image at LAX with state-of-the-art facilities for travelers. The proposed ordinance ensures that signage will be well-designed and integrated into the architecture in a way that enhances the visual environment. In addition, the Sign District is intended to allow for the promotion of the unique character of Los Angeles through positive imagery, illustrations, and sponsorships of familiar local attractions, industries, and landmarks.

Further, the LAX Plan states:

Goal 3: Optimize LAX's critical role in supporting the economy as a major generator of economic activity.

Policy 3.5, Program P2.

Modernize, upgrade, and improve LAX in order to sustain the airport's economic benefits.

Consistent with the economic policies cited from the Framework Element, the LAX Plan also calls for airport improvements that will have beneficial economic impacts beyond the airport itself. As mentioned above, the proposed Sign District will improve the image of the airport, facilitate modernization projects, and allow for the promotion of key components of the Los Angeles economy to visitors. In addition, the sign removal and aesthetic enhancement components of the proposed ordinance will remove visual blight in the surrounding communities and support beautification efforts that support increased economic activity.

Policy 3.9, Program P4 and Policy P4, Program 3.9.

Develop and incorporate signage guidelines that provide guidance and establish controls for signage that are appropriate to an airport.

The LAX Plan calls for the development of sign guidelines and controls that are consistent with the property's use as a major international airport and primary point of entry to the City of Los Angeles. The proposed Sign District ordinance is consistent with and implements this program of the LAX Plan by specifying controls on the number of signs, sign type, sign dimensions, sign placement, sign illumination, and the use of digital technology. In addition, the proposed ordinance includes a design review process to ensure that new off-site signs are consistent with a uniform standard of quality, similar to the existing LAX Airport Tenant Signage Standards for on-site signs. The signage review procedures and process contained in the proposed ordinance does not alter these existing standards, but will be in harmony and comparable with those standards.

Goal 5: Acknowledge neighborhood context and promote compatibility between LAX and the surrounding neighborhoods.

Policy P1, Program 3.2.2.

Ensure that the scale and activity level of airport facilities appropriately relates to any abutting neighborhood edges.

Policy P6, Program 3.2.2.

Locate airport uses and activities with the potential to adversely affect nearby land uses through noise, light spill-over, odor, vibration, and other consequences of airport operations and development as far from, or oriented away from adjacent residential neighborhoods as feasible.

Policy P1, Program 3.9.

Appropriately relate those airport facilities that are adjacent to community land uses to the scale and level of activity of those uses.

Consistent with the above-referenced policies and programs, the proposed ordinance includes Project Design Features that limit the visibility of off-site signs from surrounding communities consistent with LAX Master Plan Commitment LU-4 which pertains to ensuring that the airport is as compatible as possible with surrounding properties and neighborhoods. Consistent with LAX Master Plan Commitment DA-1, the new off-site signage would be located internally within LAX and not within the north and south buffer areas. The signage is designed to be viewed by visitors to LAX and travelers as opposed to viewed from off-airport locations, and would not affect the use of landscaping or other screening methods to obscure views of the airport from surrounding communities. As specified in the Project Design Features, no new off-site signage would be placed along the boundary of LAX, and no electronic or light-enhanced off-site signage would be visible from the adjacent residential areas.

Policy P2, Program 3.9.

Relate Airport Landside facilities to the existing airport infrastructure in a clear, well-organized, functional, and compatible manner.

The proposed Sign District is a part of the overall modernization effort underway at LAX to improve the visual environment by unifying disparate components in the Central Terminal Area through artful integration of lighting, graphics, and architecture. Signage is required to be well-designed and integrated into the architecture in a way that draws

upon and is complementary to key existing airport elements such as the light pylons and Theme Building.

2. In accordance with **Charter Section 558**, the proposed LAX Sign District ordinance (Exhibit B) will have no adverse effect upon the General Plan, specific plans, or any other plans being created by the Department of City Planning. The proposed ordinance is consistent with the General Plan and carries out the General Plan's goals, policies, and objectives as discussed above. In addition, the ordinance is in conformity with the public necessity, convenience, general welfare, and good zoning practice. The proposed LAX Sign District would create unique signage regulations for the Central Terminal Area of LAX and connecting passenger boarding bridges. The provision of specially tailored dynamic signage regulations will advance the LAX Plan's goals for revitalization of the area by creating an engaging visual environment for travelers and reducing visual blight in surrounding communities. The LAX Sign District would enhance the means of promoting business, cultural, entertainment, and visitor-serving activities and events in the City of Los Angeles. The LAX Sign District would create a uniform aesthetic appearance in the messaging, theming, and branding occurring throughout LAX, and help contribute to Los Angeles' image as a world-class entertainment and tourist destination. As such, the LAX Sign District conforms to the public necessity, convenience, and general welfare of the city.

The signage regulations reflect good zoning practice in that they include controls on the type, size, height, hours of operation, illumination level, and other physical characteristics of new, off-site signs at the airport. Appropriate and balanced sign regulations are necessary to maintain compatibility and sensitivity to surrounding uses. The LAX Sign District would establish regulations that minimize potential traffic hazards and protect public safety, including minimizing any potential traffic hazards to the surrounding roadways. Such standards include a reduction of existing off-site signs in surrounding communities, no increase in off-site signage along surrounding public streets, including Sepulveda Boulevard, regulation of refresh rates on digital display signs, and regulations regarding the total amount of allowable commercial signage to be activated within the Sign District area at one time to avoid potential conflicts with airport wayfinding.

The proposed LAX Sign District also conforms to good zoning practice in that it clarifies and establishes certain signage design criteria, standards, location, and types of permitted and prohibited signs. The LAX Sign District would not create visual impacts on the surrounding communities, and no signs would be placed on significant architectural features or buildings within LAX.

The LAX Specific Plan allows for the erection, installation, or construction of new off-site, supergraphic, and mural signs or the alteration, redesign, or replacement of existing off-site, supergraphic and mural signs within the Airport Airside and Airport Landside Sub-Areas, pursuant to the establishment of a sign district as set forth in LAMC Section 13.11. While the LAX Specific Plan supersedes the sign regulations contained in the LAMC, the process of permitting off-site, supergraphic, and mural signs through the supplemental use district application process is specifically provided for by the LAX Specific Plan, and represents good zoning practices consistent with the Department of City Planning's standardized process for review of off-site sign requests.

Further, the proposed ordinance is in support of the General Plan Framework and LAX Plan as discussed above.

Entitlement Findings

The enabling language for the establishment of Sign Districts contained in Section 13.11 B of the Municipal Code requires that the following findings be made:

1. *Each "SN" 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 "Regional Center," "Regional Commercial," or "High Intensity Commercial," or within any redevelopment project area.*

The proposed LAX Sign District is located entirely within the LAX Specific Plan, and all property within the proposed Sign District is designated in the LAX Zone. Notwithstanding the provision in LAMC Section 13.11 B that a Sign District shall only include properties in the C or M Zones, and certain R5 zoned properties, Section 3.B of the LAX Specific Plan provides that the Specific Plan shall prevail and supersede the applicable provisions of the LAMC wherever it contains provisions that establish regulations, including for signage, which are different from, more restrictive or more permissive than would be allowed under the LAMC. Furthermore, the LAX Zone permits M uses and was created to tailor those uses to the needs of a large public airport. Section 14.D of the LAX Specific Plan specifically provides for the alteration, redesign, or replacement of existing off-site signs, or erection, construction, or installation of new off-site signs, supergraphic signs, and mural signs, pursuant to the establishment of a Sign District in accordance with LAMC Section 13.11.

2. *No "SN" District shall contain less than one block or three acres in area, whichever is the smaller.*

The proposed LAX Sign District contains an area of approximately 502 acres, bounded by Sepulveda Boulevard on the east, 96th Street and to the north of Terminals 1, 2, and 3 on the north, to the west of the Tom Bradley International Terminal on the west, and to the south of Terminals 4, 5, 6, 7, and 8 and Sepulveda Boulevard on the south, as depicted on the Plot Plan.

3. *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.*

The proposed LAX Sign District includes contiguous property which is separated only by public streets, as required by Section 13.11 B.

California Environmental Quality Act (CEQA) Findings

Having received, reviewed and considered the following information as well as all other information in the administrative record of all proceeding on this matter, the City Planning Commission hereby finds and recommends that the City Council of the City of Los Angeles finds, determines and declares the following:

1. Certification Of The Final EIR

The City Council of the City of Los Angeles (the "City") hereby finds that the Final Environmental Impact Report State Clearinghouse No. 2012031055, dated June 2013 (the "Final EIR") for the proposed Project described below has been completed in compliance with the California

Environmental Quality Act (CEQA), Public Resources Code Section 21000 et seq. This Final EIR is being certified in connection with all approvals required to implement the Project.

The City determined an EIR was necessary to analyze the potential environmental effects of the proposed Project. The Notice of Preparation (NOP) for a Draft EIR (the "Draft EIR") was circulated for a 30-day review period starting on March 16, 2012, and ending on April 16, 2012. A scoping meeting was held on March 31, 2012. Based on public comments in response to the NOP and a review of environmental issues by the City, the Draft EIR analyzed the following environmental impact areas:

Land Use and Planning; Visual Resources; Artificial Light and Glare; Transportation Safety

On October 11, 2012, the City released the Draft EIR for public comment. The public comment period was 45 days and ended on November 26, 2012. The lead agency received six written comments on the Draft EIR from persons, organizations and public agencies. Responses to all comments received during the comment period are included in the Final EIR.

2. CEQA Findings

Section 21081 of the California Public Resources Code and Section 15091 of the State CEQA Guidelines (the "Guidelines") require a public agency, prior to approving a project, to identify significant impacts of the project and make one or more of three possible findings for each of the significant impacts.

- Changes or alteration have been required in, or incorporated into, the Project which avoid or substantially lessen the significant environmental effect as identified in the Final EIR. (Guidelines Section 15091(a)(1));
- Such changes or alterations are within the responsibility and jurisdiction of another public agency and not the agency making the finding. Such changes have been adopted by such other agency or can and should be adopted by such other agency. (Guidelines Section 15091(a)(2)); or
- Specific economic, legal, social, technological, or other considerations, including provision of employment opportunities for highly trained workers, make infeasible, the mitigation measures or project alternatives identified in the Final EIR. (Guidelines Section 15091(a)(3)).

For those significant effects that cannot be mitigated to a level below significance, the City is required to find that specific overriding economic, legal, social, technological, or other benefits of the project outweigh the significant effects on the environment.

Section 21081.6 of CEQA requires public agencies to adopt a monitoring and reporting program for the changes to the project that have been adopted to mitigate or avoid significant effects on the environment. Based on the analysis contained in Chapter IV (Environmental Impact Analysis) of the Draft EIR, implementation of the proposed Project, which includes implementation of 18 Project Design Features and four applicable LAX Master Plan (Los Angeles World Airports [LAWA]-adopted) commitments, would avoid or reduce any significant environmental impacts. As such, no mitigation measures are required. Although no mitigation measures are required for the proposed Project, the Project Design Features and LAWA-adopted commitments as discussed herewith and as set forth in the Project's Project Design Features and LAX Master Plan (LAWA-adopted) Commitments Monitoring and Reporting Program, have been incorporated by reference into these Findings. In addition, any revisions to

the Project that have occurred during the administrative process are incorporated by reference into these Findings. In accordance with the provisions of CEQA (California Public Resources Code §§ 2100, et seq.) and the CEQA Guidelines (California Code of Regulations Title 14, Chapter 3, §§ 15000 et seq.), these findings are hereby adopted as part of the certification of the Final EIR. As no significant unavoidable potential impacts were found in association with the proposed Project, there is no Statement of Overriding Consideration for the Project.

3. Environmental Impacts Found To Be No Impact or Less Than Significant Without Mitigation

The Final EIR found that the following environmental impacts of the proposed Project will be no impact or less-than-significant without mitigation measures:

Aesthetics

Description of Effects: The Project site is not located adjacent to or within the viewshed of a designated scenic highway or vista and no signage would be placed on or at historic buildings. Proposed signage would be similar to existing signage at the airport. Therefore, implementation of the proposed Project would not damage scenic resources, including historical resources or other locally recognized desirable aesthetic natural features within a City-designated scenic highway or from other non-designated locales.

Agricultural and Forest Resources

Description of Effects: The proposed Project site is located within a developed airport and is surrounded by airport uses, urbanized areas, and the Los Angeles/El Segundo Dunes and is not currently zoned for or used for agricultural purposes or forest land. Implementation of the proposed Project would not result in the loss of or conversation of farmland or forest land. No Williamson Act contracts are applicable within the proposed Project area. Therefore, no impacts to agricultural and forest resources would occur with implementation of the proposed Project.

Air Quality

Description of Effects: Implementation of the proposed Project would involve limited amounts of new air emissions; however, the Project is consistent with development assumptions for the City of Los Angeles, the Air Quality Element of the General Plan, and would not obstruct or conflict with the objectives or implementation of the Air Quality Management Plan.

Implementation of the proposed Project would be limited to the installation of the signage structures/devise and the changing and replacement of the signage as necessary. Air emissions would be very minor and would not exceed the South Coast Air Quality Management District's (SCAQMD's) thresholds of significance for construction or operational emissions. Therefore the proposed Project would not violate an air quality standard or contribute substantially to an existing or projected air quality violation and would not expose sensitive receptors to substantial pollutant concentrations. In addition, due to the distance to sensitive receptors, there would be no odor impact.

Since any potential emissions associated with the proposed Project would be substantially less than the significance criteria, the proposed Project would not result in a cumulatively considerable net increase in any criteria pollutant.

Biological Resources

Description of Effects: The proposed Project is within the boundary of LAX. Wildlife use of the airport is generally limited to common species. The vegetation within the Project site is ruderal (i.e., weeds) and ornamental vegetation (i.e., palm trees, Giant Bird of Paradise, various shrubs and groundcover) planted to denote perimeters or as a buffer. Implementation of the proposed Project would not place signage in a manner that would adversely impact the landscaping. There is no riparian habitat or other sensitive natural community at or near the vicinity of the proposed Project and no adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or state habitat conservation plan that includes the Project site or immediate vicinity. Therefore, implementation of the proposed Project would not impact sensitive or special status species or habitats, or any riparian or other sensitive natural community, nor would there be impacts to adopted conservation plans.

Cultural Resources

Description of Effects: The Project site is a highly disturbed area that has long been, and is currently being, used for airport and airport-related uses. Any resources that may have existed on the site at one time are likely to have been displaced or damaged and, as a result, the overall sensitivity of the site with respect to buried resources is low. Additionally, no excavation into soils is expected to occur, which would further limit the potential for archaeological and paleontological resources, unique geologic features, and human remains resources to be encountered or impacted with implementation of the proposed Project.

Implementation of the proposed Project includes placement of signage on terminal facades, parking structures, sky bridges, columns, and hanging signs throughout the Central Terminal Area (CTA) and passenger boarding bridge signs. No signage would be placed on or at the Theme Building (City Historic Cultural Monument #570) and placement of the signage would not extend above the height of the terminal buildings or parking structures. As a result, the proposed Project would not interfere with scale, proportion, or massing of the Theme Building and its Setting, or adversely reduce or change the setting and primary views of the Theme Building, and therefore, there would be no direct impacts and no adverse indirect impacts on historical resources.

Geology and Soils

Description of Effects: The Project site is not located within an Alquist-Priolo Special Study Zone. The Charnock Fault, a potentially active fault, may be located near or through the eastern portion of the Project site. However, evaluations have indicated that the Charnock Fault is considered to have low potential for surface rupture independently or in conjunction with movement on the Newport-Inglewood Fault Zone, which is located approximately three miles east of the Project site. The proposed Project would involve the establishment of new signage within the Project site mounted on structures (i.e., facades, sky and passenger boarding bridges, columns, and poles). Construction of framework and mounting of the signs would comply with current building codes; therefore, no impact on the exposure of people or structures to risk associated with rupture of a known earthquake fault, strong seismic ground shaking, seismic-related ground failure and liquefaction, and risk of landslides during a seismic event would occur.

The Project site is developed with buildings and covered with impervious surfaces and the proposed Project (which is the placement of signage on existing structures and equipment in compliance with current building code requirements) would not involve any excavation, grading or foundations. Therefore, no impacts related to soil erosion or any risk associated with unstable geologic units or soils, no increased exposure of people or structures to risk associated

with expansive soils, nor any impacts to the ability of on-site soils to support septic tanks or alternative wastewater systems would occur with implementation of the proposed Project.

Greenhouse Gas Emissions

Description of Effects: The proposed Project could generate greenhouse gas (GHG) emissions from vehicle exhaust (i.e., trucks, cherry picker/lift[s], and construction worker commuting) associated with installation of new signage and periodic replacement of the advertising material. Additionally, purchased electricity necessary to operate the signs (digital display signs and lighting of other types of signage) would cause indirect GHG emissions. The operation of the proposed digital display signs (Controlled Refresh [CR] I and CR III combined, which was assumed to be 38,649 square feet [sq ft]), assuming that the digital signage would be operated at full power 24 hours per day, would consume approximately 2,383,499 kilowatt-hours per year (kWh/year). Using global warming potential factors from the Intergovernmental Panel on Climate Change's Second Assessment Report, total carbon dioxide equivalent (CO₂e) emissions were estimated to be approximately 1,331 metric tons per year for all digital displays (i.e., 38,649 sq ft) operating continuously at full power.

Subsequent to distribution of the Final EIR, and in response to questions and concerns raised by the Coalition to Ban Billboard Blight, LAWA provided additional information on the potential energy usage related to the proposed digital signage. Based on new data from Daktronics, which is an industry leader in designing and manufacturing electronic scoreboards, programmable display systems, large screen video displays, and digital billboards, the operation of the proposed digital display signs (maximum of 38,649 sq ft), assuming that it operated at full power 24 hours per day, would consume approximately 1,454,226 kWh/year and the total CO₂e emissions were estimated to be approximately 812 metric tons per year for all digital displays operating continuously at full power. Therefore, the assumptions in the Final EIR were conservative and over estimated projected energy consumption of the proposed digital signage by about 39 percent. This information does not change our conclusions that the energy use from the new signs would be less than significant. Further, we anticipate that advances in sustainable energy use will continue in the future with improved energy usage.

Based on the SCAQMD-established draft GHG emissions significance threshold of 10,000 metric tons CO₂e per year for industrial facilities, total emissions (operational plus amortized construction) would be less than the threshold and less than significant. In addition, as the GHG associated with the proposed Project are less than significant, GHG emissions from the proposed Project would not conflict with Assembly Bill 32, the purpose of which is to reduce statewide GHG emissions to 1990 levels by 2020, or S-3-05.

Hazards and Hazardous Materials

Description of Effects: The proposed Project involves establishment and implementation of a Sign District, and would not involve the use, handling, or storage of any potentially hazardous materials, nor would it involve excavation that could potentially disturb contaminated soils or groundwater. In addition, there are no schools located or proposed within one-quarter mile of the Project site, nor is the Project site within a Wildfire Hazard Area. The Project site is not located within the vicinity of a private airstrip but rather within a public airport. Road closures if needed would be temporarily and areas would remain clear and unobstructed at all times such as not to significantly impair implementation or physically interfere with an adopted emergency response plan or emergency evacuation plan. Therefore, implementation of the proposed Project would not result in the exposure of people or structures to hazards or hazardous materials.

Hydrology and Water Quality

Description of Effects: The proposed Project involves placement of signs on structures and equipment and as such would not cause any violations associated with water quality standards or water discharge requirements. The proposed Project would not change the amount of impervious surfaces at the Project site or otherwise alter existing drainage patterns or surface water runoff quantities on the Project site. As such, implementation of the proposed Project would not result in impacts on surface water quality. Implementation of the proposed Project would not involve dewatering, nor would it change the amount of permeable surface areas, drainage patterns, or affect stormwater drainage systems. Implementation of the proposed Project would not substantially deplete groundwater supplies or interfere with groundwater recharge, and, as such, no impacts would occur. The proposed Project is not located in a 100-year floodplain area and does not involve the construction of housing. In addition, the Project site is not within a boundary of an inundation area from a flood control basin. Further, the Project site is not located within the downstream influence of any levee or dam, nor is the site delineated as a potential inundation or tsunami impacted area or affected by mudflows. Therefore, no impacts due to the exposure of people or structures to a risk of loss, injury, or death involving flooding as a result of the failure of a levee or dam and no impacts resulting from inundation by seiche, tsunami, or mudflow would occur with implementation of the proposed Project.

Land Use and Planning

Description of Effects: The Project site is located entirely within the boundaries of a developed airport in an urbanized area and placement of signs on structures and equipment would not disrupt or divide the physical arrangement of an established community. Thus, the proposed Project would not divide an established community. In addition, there is no adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved habitat conservation plan or other natural community conservation plan that includes the Project site and no impact is anticipated.

Mineral Resources

Description of Effects: The Project site is within the boundaries of the LAX airport and surrounded by airport-related uses. There are no actively-mined mineral or timber resources on the Project site, nor is the site available for mineral resource extraction given the existing airport use. Therefore, the proposed Project would not affect access to or the availability of valued mineral resources. In addition, the Project site is not within an area delineated on the City of Los Angeles Oil Field & Oil Drilling Areas. Therefore, the proposed Project would not affect the availability of a locally-important mineral resource recovery site.

Noise

Description of Effects: The proposed Project would entail installation of signs on existing structures. Implementation of the proposed Project would not result in a substantial temporary or permanent increase in ambient noise levels, nor would it expose persons to generation of noise levels in excess of standards or excessive groundborne vibration or noise. Additionally, the proposed Project would not result in an increase in noise generating activities such as traffic, an increase in the number of daily flights arriving and departing from LAX, or the ambient growth in aviation activity at LAX that is projected to occur in the future. Further, no changes would be made to runway locations or configurations as part of the proposed Project. Therefore, noise impacts are considered to be less than significant.

Population and Housing

Description of Effects: The proposed improvements would not increase existing long-term employment, passenger capacity or aircraft parking capacity at LAX. With no increase in long-term employment or passenger capacity, and no new homes proposed, the proposed Project would not induce substantial population growth. There are no existing residential properties on the Project site; therefore, implementation of the proposed Project would not displace housing. Furthermore, the Project site is located within a developed airport, and no new roads or extensions of existing roads or other growth-accommodating infrastructure are proposed. Therefore, implementation of the proposed Project would not directly or indirectly induce substantial population growth or affect housing and no impacts would occur.

Public Services

Description of Effects: Construction of the proposed Project and periodic replacement of the advertising material could result in temporary periodic closures or partial closures within the CTA roadway. However, access to the Project site would be kept clear and unobstructed at all times in accordance with FAA, State Fire Marshal, and Los Angeles Fire Code regulations, and thereby would not create a significant impact to fire and police protection or response times. In addition, implementation of the proposed Project would not increase existing passenger capacity and would not increase long-term employment that would indirectly result in enrollment increases that would adversely impact schools; it would not create the need for new parks, or governmental services, including roads, and no impact would occur.

Recreation

Description of Effects: The proposed Project does not include development of recreational facilities nor does it include residential development that would increase demand for recreational facilities. The proposed Project would not increase existing passenger capacity at LAX or increase long-term employment such that increased demand for neighborhood and regional parks or other recreational facilities would occur. Therefore, the proposed Project would not result in substantial physical deterioration of existing area recreational facilities or require the construction or expansion of recreational facilities.

Transportation/Circulation

Description of Effects: The proposed Project would not change air traffic patterns or increase airport operations. Therefore, the proposed Project would have no impact on air traffic patterns. Although implementation of the proposed Project may require periodic temporary closures of the segments of lanes within the CTA during construction and periodic installation and removal of advertising material, these related lane closures would be of short duration and occur only at limited locations at any one time so as not to impact intersection flow and emergency access routes within the Project site. In accordance with FAA, State Fire Marshal, and Los Angeles Fire Code regulations, emergency access would be maintained at all times. The proposed Project involves the placement of signage on structures and equipment, which would not conflict with, nor hinder performance of policies, plans, or programs regarding alternative forms of transportation. Therefore, the proposed Project would not result in a significant impact.

Utilities

Description of Effects: The proposed Project would not increase existing employment or passenger capacity at LAX or otherwise affect water use or wastewater generation. As such, implementation of the proposed Project would not require or result in the construction of new water or wastewater treatment facilities, expansion of existing facilities, nor new or expanded

water supply entitlements; therefore, no impact to wastewater or water facilities or water supply would occur. Implementation of the proposed Project would result in the generation of solid waste from the periodic disposal of signage when advertisements are updated/replaced and periodic replacement of the LED lights on the digital display signs. The solid waste generated from replacing signage and lighting would be negligible and would not exceed the current capacity available at the Sunshine Landfill.

4. Environmental Impacts Found To Be Less Than Significant With Project Design Features And LAX Master Plan (LAWA-Adopted) Commitments

The Final EIR found that the following environmental impacts of the proposed Project will be less-than-significant with Project Design Features and LAWA-adopted commitments:

Land Use and Planning

Description of Effects: The development of the proposed Project would be subject to numerous City land use plans, regulations in the Los Angeles Municipal Code (LAMC), and the future LAX sign ordinance (which would supersede the sign regulations set forth in the LAMC). In addition, the proposed Project is intended to support the LAX Specific Plan, which contemplated the establishment of a Sign District at LAX (Section 14[D]). With approval of the LAX sign ordinance, the proposed Project would be consistent with the policies and goals of applicable land use plans and policy documents from the state, regional, and local levels, including Southern California Association of Governments' Regional Comprehensive Plan, Southern California Compass Blueprint Growth Vision, Regional Transportation Plan/Sustainable Communities Strategy, the Airport Land Use Plan, 2011 California Airport Land Use Planning Handbook, the City of Los Angeles General Plan Framework Element, the LAX Plan, the LAX Specific Plan, and the LAMC. In addition, although the proposed Project is under the existing sign ordinance/regulations, consistency with the proposed citywide sign ordinance was addressed. The analysis determined that the proposed Project would be less than significant as related to impacts to land use and planning.

Finding: The proposed Project includes implementation of 18 Project Design Features and four LAWA-adopted commitments to either avoid or reduce potential impacts to a less-than significant level; therefore, there are no significant unavoidable impacts. As such, no mitigation measures are required. As set forth in the Final EIR, although no mitigation measures were required for the proposed Project, Project Design Features and LAWA-adopted commitments will be implemented in accordance with a Monitoring and Reporting Program and will be monitored through the sign ordinance throughout the life of the Project as approved.

Aesthetics (Visual Resources)

Description of Effects: New off-site signage has the potential to negatively impact visual quality. The proposed Project includes a Project Design Feature that restricts the placement of new off-site signage from being located on notable buildings (i.e., the Theme Building, Airport Traffic Control Tower, and future Bradley West Terminal). In addition, signage would not be placed where it would obstruct or degrade views of the notable buildings. Within the Landside Sub-Area, various types of on-site signs are already allowed. Proposed signage would be similar to existing on-site signage and primarily located on existing structures that are largely functional in nature (terminal buildings, sky bridges, parking structures, and columns) without extensive architectural features, and thus, they do not contribute meaningfully to the aesthetic quality of the CTA. The introduction of new well-designed signage would add new and variable visual elements to these functional structures, contributing to the overall aesthetic of LAX. This signage would be located on existing facilities, separated from the viewer by intervening development or features. The signage would not be visually prominent, and would not change

or detract from the existing urban character of the site. As such, the proposed Project would not adversely alter the visual identity of the Landside Sub-Area.

The only signage that would be on the Landside Sub-Area that is not interior to the CTA was the proposed digital display/supergraphic sign on the eastern elevation of Terminal 1. As detailed in the Final EIR, the proposed location of the sign on the eastern facade of the terminal would not substantially alter or degrade the existing visual character along the eastern boundary of the Project site. Subsequent to the distribution of the Final EIR and in response to questions and concerns raised by the Coalition to Ban Billboard Blight, LAWA will eliminate its request for a 800-foot sign on Terminal 1 East Elevation, so that no off-site signage would be visible from anywhere beyond the LAX property lines, including sidewalks, streets, buildings across Sepulveda or the Century Corridor. The elimination of this 800-foot sign would reduce the overall proposed signage within the Landside Sub-Area from 81,522 sq ft to 80,722 sq ft.

Within the Airside Sub-Area, there is existing on-site signage on the passenger boarding bridges. The new off-site signage would be similar to the existing signage and would not change the utilitarian and active character of the site. As such, the proposed Project would not adversely alter the visual identity of the Airside Sub-Area. There are sensitive viewers (residential uses) on the northern and southern boundaries of LAX. Airside Sub-Area signage would be in some fields of view from these locations. However, it would be a limited long distance view of the Airside Sub-Area facilities, and signage in those areas would not be illuminated. Signage would blend into this distant background and not change the visual character or aesthetics of the Project site.

Therefore the proposed Project would not substantially alter, degrade, or eliminate the existing visual character of an area, including valued existing features or resources and would not substantially contrast with the visual character of the surrounding area and its aesthetic image; therefore impacts on visual resources were found to be less than significant and no mitigation is required.

Finding: The proposed Project includes implementation of 18 Project Design Features and four LAWA-adopted commitments to either avoid or reduce potential impacts to a less-than significant level; therefore, there are no significant unavoidable impacts. As such, no mitigation measures are required. As set forth in the Final EIR, although no mitigation measures were required for the proposed Project, Project Design Features and LAWA-adopted commitments will be implemented in accordance with a Monitoring and Reporting Program and will be monitored through the sign ordinance throughout the life of the Project as approved.

Aesthetics (Artificial Light and Glare)

Description of Effects: The Project site is located within a heavily lighted urban area. There are many existing sources of light in the Project area, including building lighting, street lighting, traffic, and airfield lights (runway and taxiway lighting). New lighted signs, including new digital display signs, would add to the existing sources of light in the Project area. Project Design Features have been included to restrict and control the digital display lighting intensity. Although the CTA does not contain traditional light-sensitive receptors, operators of vehicles could perceive additional artificial light associated with the Project signs. However, the Project area is already characterized by high ambient light levels. In addition, the diodes associated with the digital displays would be pointed down and towards the airport roadways, and lighting associated with proposed signage would not add to the ambient glow of the CTA that would represent a substantial change in brightness levels. Furthermore, digital signage would be subject to limits on brightness levels (i.e., 4,500 cd/m² during the daytime and 300 cd/m² during the nighttime) and equipped with sensors that modify the brightness of the sign in response to ambient lighting conditions. With the elimination of the 800-foot sign at the Terminal 1 East

Elevation, none of the new off-site signage within the Landside Sub-Area would be visible from the Project boundary and none of the signage in the Landside Sub-Area would be visible from sensitive receptors. Therefore, a change in brightness and light trespass would not occur.

There are sensitive viewers (residential uses) on the northern and southern boundaries of LAX. Airside Sub-Area signage would be in some fields of view from these locations. However, it would be a limited long distance view of the Airside Sub-Area facilities, and signage in those areas would not be illuminated. Signage would blend into this distant background and not change the existing artificial light conditions; therefore, no change in the existing artificial light conditions would occur.

By design, signage does not include large areas of reflective elements, because they would detract from the visibility of the signage. Therefore, signage would not be a substantial source of glare within, or surrounding, the Project site.

Finding: The proposed Project includes implementation of 18 Project Design Features and four LAWA-adopted commitments to either avoid or reduce potential impacts to a less-than significant level; therefore, there are no significant unavoidable impacts. As such, no mitigation measures are required. As set forth in the Final EIR, although no mitigation measures were required for the proposed Project, Project Design Features and LAWA-adopted commitments will be implemented in accordance with a Monitoring and Reporting Program and will be monitored through the sign ordinance throughout the life of the Project as approved.

Transportation Safety

Description of Effects: The Project site is located within a public airport. Due to the amount of traffic signals, pedestrian crossings, and vehicular activity, the speed of traffic on the CTA roadways is generally lower than the posted speed limit (25 miles per hour) and much lower than on typical public streets. In addition, numerous safeguards at LAX are required to minimize the potential for impacts on airport safety. FAA's Airport Design Standards establish, among other things, land use related guidelines to protect people and property on the ground, including establishment of safety zones that keep areas near runways free of objects that could interfere with aviation activities. The proposed Project involves placing signs on structures and equipment. The proposed Project includes Project Design Features to minimize the potential for traffic hazards and would comply with regulations that are consistent with factors identified as reducing safety concerns. Such Project Design Features include regulating placement of the signs to minimize visibility from off-airport roadways, restricting allowable placement of signs, shielding of lights, and limiting illumination levels (through sensors that modify the brightness of a digital sign in response to ambient lighting conditions) and the control refresh rates of digital signs to lessen the potential for driver distraction to occur. In areas within the Landside Sub-Area (i.e., CTA) where traffic is moving, CR III digital display signs are proposed because they would change or refresh simultaneously every 12 hours. In areas within the CTA not directly in the line-of-sight of moving traffic (such as on the surfaces of parking structures parallel to the roadway) CR I digital display signs are proposed, which have a controlled refresh of no more than one refresh event every eight seconds. The exception is the proposed location of the CR I digital display sign on the east elevation of Parking Structure P1. Because the Parking Structure P1 digital is at an intersection that has a notable amount of oncoming traffic, the CR I at this location would be timed such that the controlled refresh event would occur every 14 seconds.

The Citywide Sign Ordinance establishes controls on the size, height, and spacing of signs to protect the visual environment and regulates the design, construction, and maintenance of outdoor advertising signs to ensure that signs do not interfere with transportation safety or otherwise endanger public safety. The LAX Sign District ordinance includes requirements such

as restricting where signs could be located and limiting total square footage that would prevent visual clutter and help to ensure that roadway visibility would not be obstructed and that wayfinding signs would be visible to help pedestrians and motorists navigate within the CTA. Any signs that are determined by the Department of Building and Safety to have the potential of creating a safety risk are sent to the Los Angeles Department of Transportation (LADOT) for review. If LADOT determines that the signs would be a safety hazard, a permit will not be issued.

Lighting at LAX is not allowed to interfere with the nighttime visibility of ATC operators and incoming pilots, or interfere with lighting used to guide aircraft such as approach lighting, runway/taxiway guidance lighting, runway end identifier lights, and ground lighting/marking. Signs within the Airside Sub-Area would be installed on existing facilities subject to the LAX sign ordinance and would not be lit. Therefore, no distractions to pilots or ATC personnel within the Airside Sub-Area would occur.

Finding: The proposed Project includes implementation of 18 Project Design Features and four LAWA-adopted commitments to either avoid or reduce potential impacts to a less-than significant level; therefore, there are no significant unavoidable impacts. As such, no mitigation measures are required. As set forth in the Final EIR, although no mitigation measures were required for the proposed Project, Project Design Features and LAWA-adopted commitments will be implemented in accordance with a Monitoring and Reporting Program and will be monitored through the sign ordinance throughout the life of the Project as approved.

5. Environmental Impacts Found To Be Significant And Unavoidable

The Final EIR includes Project Design Features and LAWA-adopted commitments as elements of the proposed Project to avoid or reduce potentially significant impacts; therefore, there are no environmental impacts found to be significant and unavoidable.

6. Alternatives To The Proposed Project

As identified in the Final EIR, the LAX Sign District Project objectives are:

- 1) Promote and enhance LAX as an international gateway to the Pacific Rim, an important public amenity, and maintain an image as one of the nation's premier airports by encouraging creative, well-designed signs that contribute in a positive way to LAX's visual environment.
- 2) Recognize the uniqueness of LAX as a regional economic engine.
- 3) Ensure that new off-site signs are responsive to and integrated with the aesthetic character of the structures on which they are located, and are positioned in a manner that is compatible both architecturally and relative to the other signage at the airport, thereby minimizing potential safety issues.
- 4) Protect adjacent communities from potential adverse impacts of new off-site signs by avoiding visual clutter, including visual impacts of excessive number of signs, excessive sign size, sign illumination, and sign motion/animation.
- 5) Support and enhance limited new off-site signage to the interior of LAX and the urban design, land use, economic development, and modernization objectives of the LAX Master Plan and LAX Specific Plan.

GENERAL FINDINGS.

Based on these findings, the Final EIR, and the whole of the administrative record, the City finds that the Final EIR analyzes a reasonable range of alternatives that would feasibly attain most of the basic objectives of the proposed Project, but would not fully realize project objectives. Project alternatives would not allow the flexibility to fully support and enhance limited new off-site signage to the interior of LAX and the urban design, land use, economic development, and modernization objectives of the LAX Master Plan and LAX Specific Plan to the extent allowed for by the proposed Project. Understanding that there are no unavoidable significant impacts associated with the proposed Project, the City finds that the impacts of the alternatives would be similar to the less than significant impacts under the proposed Project or somewhat less when compared with the proposed Project, and the Final EIR adequately evaluates the comparative merits of each alternative. Specifically, the Final EIR considered the following three (3) alternatives:

- 1) No Project Alternative
- 2) Reduced Signage Alternative (80 percent Project)
- 3) No Digital Signage Alternative

[Note: Additionally, Section 15126.6(e)(2) of the CEQA Guidelines requires that an environmentally superior alternative be identified among the analyzed alternatives. See below in Section 7.]

Having weighed and balanced the pros and cons of each of the alternatives analyzed in the Final EIR, and based on the Final EIR's analyses which determined that the proposed Project and the Project alternatives would result in a less than significant impact on the environment, the Project objectives, these CEQA findings, and economic, legal, environmental, social, technological and other considerations, each of the alternatives is hereby found to be infeasible and rejected. These considerations include the provision of development of the proposed Project with the unique LAX campus and conditions of the CTA, lack of significant impacts, as well as the importance to the City, all as supported by the evidence contained in the whole of the administrative record and the evidence and testimony presented in this matter. Following is a matrix displaying the comparison of environmental impacts of the alternatives to those of the proposed Project.

Impact Category	Proposed Project	Alternative 1 No Project	Alternative 2 Reduced Signage	Alternative 3 No Digital Signage
Land Use and Planning	LTS	LTS (0)	LTS (0)	LTS (0)
Visual Resources	LTS	LTS (-)	LTS (-)	LTS (0)
Artificial Light and Glare	LTS	LTS (-)	LTS (0)	LTS (-)
Transportation Safety	LTS	LTS (-)	LTS (0)	LTS (0)

Notes:

LTS: Less Than Significant

LTS (-): Impact considered to be somewhat less when compared with the proposed Project.

LTS (0): Impact considered to be similar or equal to the proposed Project.

LTS (+): Impact considered to be somewhat greater when compared with the proposed Project.

ALTERNATIVE NO. 1

No Project Alternative

This alternative is required by CEQA. Under the No Project Alternative, no new off-site signage would be placed in the Project site. On-site, wayfinding, and tenant signage would continue, as well as the existing off-site signage at the Park One Property (subject to their current leases), and no billboard take downs or compliance with other applicable requirements from the Department of City Planning associated with the proposed Project would occur. In summary, Alternative 1 would not preclude future improvements or signage already permitted within the Project site.

Impact Summary: Similar to the proposed Project, all the potential environmental impacts were found to be less than significant.

Finding: With this Alternative, potential impacts to visual resources, artificial light and glare and transportation safety would be considered to be somewhat less when compared with the proposed Project. The No Project Alternative (Alternative 1) would be the environmentally superior alternative primarily because no new off-site signage, including supergraphics or digital signage, would be placed in the Project site. Under this Alternative, on-site, wayfinding and tenant signage would still be allowed within the Project site. The No Project Alternative does not fully meet the Project's objectives. It is found pursuant to Public Resources Code Section 21081(a)(3), that specific economic, legal, environmental, social, and technological or other considerations of importance to the City, including the provision of employment opportunities, make infeasible the No Project Alternative described in the Final EIR.

Rationale for Finding: This Alternative would be similar to the proposed Project in that it would be consistent with land use and planning requirements. Alternative 1 would introduce fewer new sources of artificial light and glare, fewer elements that have the potential to create traffic distractions associated with new off-site signage than the proposed Project. Alternative 1 would meet the objective of the proposed Project of protecting adjacent communities from visual clutter. Maintaining the signage currently allowed at LAX would partially meet the objectives of providing well-designed signs that support economic development; however, there would be substantially less flexibility to provide modern creative signage to enhance the visual environmental and less opportunity to support economic development and the uniqueness of LAX. The No Project Alternative would not provide a revenue stream that would be used to support infrastructure projects at LAX.

ALTERNATIVE NO. 2

Reduced Project Alternative (80 Percent Project)

The Reduced Project Alternative (Alternative 2) would establish a new sign district that would allow 20 percent less signage throughout the Project site than under the proposed Project. Alternative 2 includes a maximum of approximately 65,218 square feet of proposed new off-site signage within the Landside Sub-Area and a maximum of approximately 231,680 square feet of proposed new off-site signage within the Airside Sub-Area. Alternative 2 would also create a sign ordinance that would govern the type and size of allowable off-site signs and their placement throughout the Project site. The proposed signage types and allowable locations under this alternative would be the same as under the proposed Project and would include supergraphics, wall signs, digital display signs, and other signs such as signs on passenger boarding bridges, hanging signs, and column wraps. As with the proposed Project, Alternative 2 is designed to limit visibility from off-airport locations (i.e., surrounding communities) and to not visually or negatively affect airport operations or affect or alter historical buildings within LAX.

No digital displays or externally lit signs would be allowed in the Airside Sub-Area. As with the proposed Project, Alternative 2 would also include a plan to remove a number of billboards in LAWA's control and compliance with other applicable requirements from the Department of City Planning.

Impact Summary: Similar to the proposed Project, all the potential environmental impacts were found to be less than significant.

Finding: With this Alternative, only the potential impact to visual resources would be considered to be somewhat less when compared with the proposed Project. After the No Project Alternative, Alternative 2 would tie with Alternative 3 as the environmentally superior alternative because either alternative would result in fewer environmental impacts compared to the proposed Project. Alternative 2 would not fully meet the project objectives. It is found pursuant to Public Resources Code Section 21081(a)(3), that specific economic, legal, environmental, social, and technological or other considerations of importance to the City, including the provision of employment opportunities, make infeasible the Reduced Project Alternative described in the Final EIR.

Rationale for Finding: This Alternative would be similar to the proposed Project in that it would be consistent with land use and planning requirements and would introduce similar new sources of artificial light and glare, and elements that have the potential to create traffic distractions associated with new off-site signage. Alternative 2 would support the objectives of the proposed Project, however to a lesser degree, as the decreased amount of signage would provide less flexibility to enhance the visual environment through modern creative signs, and would provide a decreased opportunity to support LAX as a regional engine. In addition, compared to the proposed Project, the decreased amount of signage under Alternative 2 would provide a decreased revenue stream that would be used to support infrastructure projects at LAX.

ALTERNATIVE NO. 3

No Digital Signage Alternative

Under this alternative, no digital off-site signage would be allowed within the Project site. As with the proposed Project, Alternative 3 would establish a new sign district that would allow a maximum of approximately 81,522 square feet of proposed off-site signage within the Landside Sub-Area and a maximum of approximately 289,600 square feet of proposed off-site signage within the Airside Sub-Area. The proposed location of digital displays within the Landside Sub-Area would be replaced with supergraphics.

Proposed new off-site signage within the Airside Sub-Area would remain the same as under the proposed Project. Alternative 3 would also create a sign ordinance which would govern the type and size of allowable off-site signs and their placement throughout the Project site. The proposed signage under this alternative would include supergraphics, wall signs, and other signs such as signs on passenger boarding bridges, hanging signs, and column wraps. Alternative 3 is also designed to limit visibility from off-airport locations (i.e., surrounding communities) and to not visually or negatively affect airport operations or affect or alter historical buildings within LAX. No lighted signs would be allowed in the Airside Sub-Area. Under Alternative 3, there would be no digital display signs available as use for emergency communication as necessary. As with the proposed Project, Alternative 3 would include a plan to remove a number of billboards in LAWA's control and compliance with other applicable requirements from the Department of City Planning.

Impact Summary: Similar to the proposed Project, all the potential environmental impacts were found to be less than significant.

Finding: With this Alternative, only the potential impacts to artificial light and glare would be considered to be somewhat less when compared with the proposed Project. After the No Project Alternative, Alternative 3 would tie with Alternative 2 as the environmentally superior alternative because either alternative would result in fewer environmental impacts compared to the proposed Project. Alternative 3 would not fully meet the project objectives. It is found pursuant to Public Resources Code Section 21081(a)(3), that specific economic, legal, environmental, social, and technological or other considerations of importance to the City, including the provision of employment opportunities, make infeasible the No Digital Signage Alternative described in the Final EIR.

Rationale for Finding: Alternative 3 would support the objectives of the proposed Project; however, to a lesser degree, as without digital displays, the Sign District would have less flexibility to enhance the visual environment through modern creative signs. In addition, compared to the proposed Project, the likely decreased amount of advertising that could be sold with the elimination of digital displays under Alternative 3 would provide a decreased revenue stream that would be used to support infrastructure projects at LAX.

7. Environmentally Superior Alternative

As stated above, Section 15126.6(e)(2) of the CEQA Guidelines requires that an environmentally superior alternative be identified among the analyzed alternatives. From a strictly environmental standpoint, excluding social or economic issues, the No Project Alternative would be the environmentally superior alternative because it would result in less development and therefore fewer impacts. The No Project Alternative, in and of itself, would not fully meet the Project's objectives. Therefore, the Reduced Project and the No Digital Signage Alternatives would both represent the environmentally superior alternative because either alternative would result in fewer environmental impacts compared to the proposed Project. Neither alternative would fully meet the project objectives.

As indicated above, implementation of the proposed Project would not result in any impacts that are significant or could not be mitigated to a level that is less than significant; hence, the need to identify and evaluate alternatives that can avoid or substantially lessen any significant impacts of the proposed Project is diminished.

8. Findings Regarding General CEQA Impact Categories

Short Term versus Long Term Impacts

The proposed Project involves placement of signs on existing structures and equipment at LAX. The proposed Project as approved by the City Council is intended to provide support and enhance limited new off-site signage to the interior of LAX that would support the urban design, land use, economic development, and modernization objectives of the LAX Master Plan and LAX Specific Plan. In addition, the proposed Project as approved is intended to support the LAX Specific Plan, which contemplated the establishment of a Sign District at LAX (Section 14[D]). Short term impacts related to traffic adjacent to placement of new off-site signage near the CTA roadway would occur, but are limited to the immediate signage area and are of short duration. There are no long term impacts associated with the proposed Project.

Growth Inducing Impacts

CEQA Guidelines Section 15126.2(d) requires that an EIR discuss growth inducing impacts of a proposed project. Growth-inducing impacts are ways in which the project could "...foster economic or population growth, or the construction of additional housing, either directly or

indirectly, in the surrounding environment.” This includes projects that would remove obstacles to growth. However, as stated in the Guidelines, “it must not be assumed that growth in any areas is necessarily beneficial, detrimental, or of little significance to the environment.”

Implementation of the proposed Project involves placement of signs on structures and equipment and does not include residential development. The proposed Project would not directly foster significant population growth or the construction of new housing in the Project’s region of influence (Los Angeles County, Orange County, Riverside County, San Bernardino County, and Ventura County), remove obstacles to population growth, or necessitate the construction of new community facilities that would lead to additional growth in the surrounding area.

The direct effects of the proposed Project on regional growth stems from economic growth resulting from labor needs and expenditures. The proposed Project would not result in the generation of a significant amount of jobs at the Project site, as the Project would not result in a change in use of the site. In addition, the proposed signage would not increase passenger capacity at LAX. With no increase in long-term employment or passenger capacity, and no new homes proposed, the proposed Project would not induce substantial population growth. Furthermore, the Project site is located within a developed airport, and no new roads or extensions of existing roads or other growth-accommodating infrastructure are proposed. Therefore, the proposed Project would not directly or indirectly induce substantial population growth through extension of roads or other infrastructure, and no impacts would occur.

An objective of the proposed Project is to support and enhance limited new off-site signage to the interior of LAX and the urban design, land use, economic development, and modernization objectives of the LAX Master Plan and LAX Specific Plan. Development of the proposed Project could generate demand for goods, services, or facilities not directly associated with the proposed Project. Although the proposed Project has the potential to indirectly increase jobs through advertising associated with the proposed Project that could indirectly foster economic development and growth through the potential increase in patronage of businesses and services in the Los Angeles area and as a source of funding for LAX improvements, the growth would not be significant as the Project would serve an existing population. In addition, the proposed Project is smaller in scale as compared to other development projects within the Los Angeles area. Any potential indirect Project-related increase in patronage of businesses and services is expected to have little impact on the regional economy as a whole. Therefore, it is not anticipated that the proposed Project would encourage or facilitate other activities that could significantly affect the environment, either individually or cumulatively.

Significant Irreversible Impacts

CEQA Guidelines Section 15126.2(c) requires that an EIR analyze significant irreversible environmental changes that would be caused by the proposed project. This includes the use of nonrenewable resources during construction and operation of a project to such a degree that the use of the resources thereafter is unlikely. It also includes significant and irreversible environmental changes that could result from environmental accidents associated with the project. Implementation of the proposed Project would consume limited slowly renewable and non-renewable resources. These resources would include: 1) building materials; and 2) fossil fuel, electrical energy, and operational materials/resources. Use of these energy resources would be irretrievable and irreversible.

Construction of the proposed Project would require consumption of various construction materials (mostly metals) associated with the signage framework, hooks or rail system devices, and appurtenant equipment such as lights and electrical boxes. Fossil fuels, such as gasoline and oil, would also be consumed in the use of construction vehicles and equipment.

Operation of the proposed Project would involve ongoing consumption of resources that are not replenishable or resources that may renew so slowly as to be considered non-renewable. These resources include petrochemical synthetics (i.e., plastics and adhesives) associated with supergraphics, wall signs, column wraps, hanging signs, and passenger boarding bridge signs, and electricity and lighting equipment (such as LED light bulbs) associated specifically with digital display signage, as well as lighting for supergraphics and wall signs. In addition, the resources that are needed to produce the signage or lighting consume directly or indirectly electricity, fossil fuels, and natural gas. In addition, fossil fuels, such as gasoline and oil, would also be consumed in the use of vehicles and equipment used to install and maintain the signage. To the extent that fossil fuels remain a principal source of energy within the nation, the proposed Project represents a long-term commitment of these resources.

The commitment of resources associated with the construction and operation of the proposed Project would limit the availability of these resources for future generations. However, consumption of these resources would be consistent with anticipated change and growth and relatively small in scale when compared to the resource consumption for the City of Los Angeles, the County of Los Angeles, and the southern California region. As such, although the materials and energy associated with the proposed Project would be unavailable for other uses, the use of such resources would be justified by the economic growth that could be indirectly increased as a result of the proposed Project.

9. Other CEQA Considerations

Recirculation of Final EIR

CEQA Guidelines Section 15088.5 does not require recirculation of the Final EIR based on the following:

- No significant new information has been added that would deprive the public of a meaningful opportunity to comment on a substantial adverse environmental effect of the Project, a feasible way to mitigate or avoid such an impact that the Applicant has declined to implement, or a feasible Project alternative;
- The new information, including certain factual corrections and minor changes, provides clarification to points and information already included in the Draft EIR;
- There are no significant new environmental impacts resulting from the Project or from a new mitigation measure proposed to be implemented; There is no substantial increase in the severity of an environmental impact that has not been mitigated to a level of insignificance;
- The Applicant has not declined to adopt any feasible project alternatives or mitigation measures, considerably different from others previously analyzed, that clearly would lessen the environmental impacts of the Project; and
- The Final EIR is not so fundamentally and basically inadequate and conclusory in nature that meaningful public review and comment are precluded. The City Council finds that, after considering the Final EIR, there is substantial evidence to conclude that none of the conditions requiring recirculation of the Final EIR are present and therefore recirculation of the Final EIR is not required.

Project Description

CEQA requires that the description of the project include “the whole of an action” and must contain specific information about the proposed Project to allow the public and reviewing agencies to evaluate and review its environmental impacts, and that this description must include all integral components of the proposed Project. A proper project description is important to ensure that “environmental considerations do not become submerged by chopping a large project into many little ones – each with minimal impact on the environment – which cumulatively may have disastrous consequences.” (Bozung v. Local Agency Formation Commission [1975] 13 Cal.3d 263, 283-284.) The Final EIR contains a project description that describes the whole of the proposed action consistent with CEQA requirements.

Substantial Evidence

The City Council finds and declares that substantial evidence for each and every finding made herein is contained in the Draft EIR and Final EIR and other related materials, each of which are incorporated herein by this reference. Moreover, the City Council finds that where more than one reason exists for any finding, the City Council finds that each reason independently supports such finding, and that any reason in support of a given finding individually constitutes a sufficient basis for that finding.

Relationship of Findings to EIR

These Findings are based on the most current information available. Accordingly, to the extent there are any apparent conflicts or inconsistencies between the Draft EIR and the Final EIR, on the one hand, and these Findings, on the other, these Findings shall control and the Draft EIR and Final EIR or both, as the case may be, are hereby amended as set forth in these Findings.

Custodian of Documents

The custodian of the documents or other material which constitutes the record of proceedings upon which the City Planning Commission and City Council’s decision is based is the City of Los Angeles, Department of City Planning, located at 200 North Spring Street, Los Angeles, California 90012.

Miscellaneous

- a. The concept of “feasibility” encompasses the question of whether a particular alternative promotes the underlying goals and objectives of a Project. “Feasibility” under CEQA encompasses “desirability” to the extent that desirability is based on a reasonable balancing of the relevant economic, environmental, social, and technological factors.
- b. CEQA requires that the lead agency exercise its independent judgment in reviewing the adequacy of a Final EIR and that the decision of a lead agency in certifying a Final EIR and approving a Project not be predetermined. The City has conducted its own review and considered the Final EIR, and is exercising its independent judgment when acting as herein provided.
- c. The responses to the comments on the Draft EIR, which are contained in the Final EIR, clarify and amplify the analysis in the Draft EIR.
- d. CEQA requires the Lead Agency approving a Project to adopt a Mitigation Monitoring Program for the changes to the Project which it has adopted or made a condition of Project approval in order to ensure compliance with the mitigation measures during

Project implementation. As the proposed Project does not require mitigation but includes several Project Design Features and LAWA-adopted commitments that have been added to the Project (as detailed in the Final EIR) to would avoid or reduce significant impacts, a Monitoring and Reporting Program (MRP) associated with these Project elements has been developed. The Project Design Features and LAWA-adopted commitments included in the Final EIR as certified by the City Council and included in the MRP as adopted by the City Council serves that function. The MRP includes all of the Project Design Features and LAWA-adopted commitments that are part of the proposed Project to avoid or reduce potential impacts as detailed in the Final EIR and adopted by the City Council in connection with the approval of the Project and has been designed to ensure compliance with such features and commitments during implementation of the Project. In accordance with CEQA, the MRP provides the means to ensure that the Project Design Features and LAWA-adopted commitments are fully enforceable. The final measures are described in the MRP. Each of the features and commitments identified in the MRP, and contained in the Final EIR, is incorporated into the Project. In accordance with the requirements of Public Resources Code § 21081.6, the City Council hereby adopts the MRP and incorporated by reference into these findings.

The City Council finds that the impacts of the Project do not require mitigation and that the Project Design Features and LAWA-adopted commitments identified in the MRP, and contained in the Final EIR, fully avoid or reduce potential impacts to less-than-significant levels.

- e. In accordance with the requirements of Public Resources Code § 21081.6, the City Council hereby adopts each of the Project Design Features and LAWA-adopted commitments expressly set forth herein as conditions of approval for the Project.
- f. The City Council finds and declares that substantial evidence for each and every finding made herein is contained in the Final EIR, which is incorporated herein by this reference, or is in the record of proceedings in the matter.
- g. The City, acting through the Department of City Planning, is the "Lead Agency" for the Project evaluated in the Final EIR. The City Council finds that the Final EIR was prepared in compliance with CEQA and the CEQA Guidelines. The City Council finds that it has independently reviewed and analyzed the Final EIR for the Project, that the Draft EIR that was circulated for public review reflected its independent judgment and that the Final EIR reflects the independent judgment of the City Council.
- h. The City Council finds that the Final EIR provides objective information to assist the decision-makers and the public at large in their consideration of the environmental consequences of the Project. The public review period provided all interested jurisdictions, agencies, private organizations, and individuals the opportunity to submit comments regarding the Draft EIR. The Final EIR was prepared after the review period and responds to comments made during the public review period.
- i. The Planning Department evaluated comments on the environmental issues received from persons who reviewed the Draft EIR. In accordance with CEQA, the Planning Department prepared written responses describing the disposition of significant environmental issues raised. The Final EIR provides adequate, good faith and reasoned responses to the comments. The Planning Department reviewed the comments received and the responses thereto and has determined that neither the comments received nor the responses to such comments add significant new information regarding environmental impacts to the Draft EIR. The Lead Agency has based its actions on a full

evaluation of all viewpoints, including all comments received up to the date of adoption of these findings, concerning the environmental impacts identified and analyzed in the Final EIR.

- j. The significant environmental impacts of the Project and the alternatives were identified and evaluated in the Draft and Final EIR.
- k. The City Council is approving and adopting findings for the entirety of the actions described in these Findings and in the Final EIR as comprising the Project. It is contemplated that there may be a variety of actions undertaken by other State and local agencies (who might be referred to as "responsible agencies" under CEQA). Because the City is the Lead Agency for the Project, the Final EIR is intended to be the basis for compliance with CEQA for each of the possible discretionary actions by other State and local agencies to carry out the Project.

10. Monitoring And Reporting Program

The MRP has been prepared in accordance with Public Resources Code Section 21081.6, which requires a Lead or Responsible Agency that approves or carries out a plan where a Final EIR has identified significant environmental effects to adopt a "reporting or monitoring program for the changes to project which it has adopted or made a condition of project approval in order to mitigate or avoid significant effects on the environment." The City is the Lead Agency for the MRP.

Based on the analysis contained in the Final EIR, implementation of the proposed Project includes implementation of several Project Design Features and LAWA-adopted commitments. As a result no significant unavoidable impacts would result and no mitigation measures are required. Although no mitigation measures were required for the proposed Project, the Project Design Features and applicable LAWA-adopted commitments would be implemented in accordance with this MRP and will be monitored through the sign ordinance throughout the life of the Project as approved. All responsible parties listed in the MRP are within the City unless otherwise noted. The entity responsible for the implementation of all Project Design Features and LAWA-adopted commitments shall be the City unless otherwise noted.

11. Statement Of Overriding Considerations

Based on the analysis contained in the Final EIR, implementation of the proposed Project includes implementation of several Project Design Features and LAWA-adopted commitments. As a result no significant unavoidable impacts would result. Therefore, the proposed Project does not require the City to prepare or adopt a Statement of Overriding Considerations concerning the unavoidable significant impacts or to explain why the benefits of the LAX Sign District Project outweigh and override its unavoidable impacts, as none were found.

PUBLIC HEARING AND COMMUNICATIONS

Public Hearing

A public hearing on this matter was held at the Flight Path Learning Center, 6661 W. Imperial Highway, Los Angeles, CA 90045 on July 16, 2013 at 6:00 P.M.

1. Present: Approximately 32 people attended.
2. Speakers: 4 in SUPPORT; 3 in OPPOSITION or with CONCERNS; 1 GENERAL COMMENT

Communications Received

1. Three written comments were received in support of the proposed project.
2. 13 emails and letters were received in opposition to the project. The majority of these letters cited the inclusion of digital signage as particularly objectionable. Correspondence from the Coalition to Ban Billboard Blight, a non-profit advocacy organization, expressed opposition to the placement of off-site commercial advertising on city-owned and controlled property as a matter of principle. The Coalition also expressed concern about the effects of digital signage on traffic safety and energy usage.
3. Three emails were received with specific concerns about advertisements for alcohol. These letters requested that the City prohibit alcohol advertising within the LAX Sign District.
4. Four emails and letters were received that emphasized the use of caution in proceeding with the signage proposal. These letters related concerns about the total overall amount of signage allowed at a given time and the need for replacement of any trees that might be removed. In this regard, additional controls and limitations were requested to be added to the proposed ordinance. Commenters also emphasized the need for mandatory takedown requirements and expressed support for additional community betterments to be included as part of the ordinance.
5. Written correspondence from Los Angeles World Airports relating to the request is attached to the subject file.

Summary of Public Hearing Testimony and Communications Received

1. Points in Favor:

The project:

- will help update, enhance, and focus the airport's signage while also reducing signage outside the airport
- is similar to that found at other airports around the country
- is needed in order to allow LAX to be a modern, world-class airport
- will improve customer experience at LAX
- will generate revenue that will help modernize LAX and enhance visitor experience
- will benefit nearby businesses by creating a positive experience for customers
- will provide revenue for improved wayfinding signage at the airport
- will provide a means to remove older billboards in the area

- contains proposed signs that are not animated but digital and programmable
- will be limited to the interior of LAX and will not be seen by surrounding communities
- contains a 12-hour refresh rate for digital displays that is a great precedent for the City and should be followed by future sign districts
- contains a 300 candela per square meter maximum nighttime intensity for digital displays that is a great precedent for the City and should be followed by future sign districts

2. Points in Opposition:

The project:

- should not allow commercial advertising signage on public property
- may not necessarily enhance the visual experience of people using the airport
- contains types of signs that could cause visual blight
- allows too much signage in the Central Terminal Area, especially digital displays
- could cause driver distraction leading to traffic accidents and additional traffic delays in an already congested environment
- is different from other airports around the country because LAX does not have a people mover system; as a result, curbside area is especially congested
- could cause additional confusion for many airport visitors
- should consider independent studies on possible traffic hazards associated with proposed signs
- did not fully consider cumulative impacts because many impact areas were scoped out in Initial Study; greenhouse gases and energy usage are of particular concern

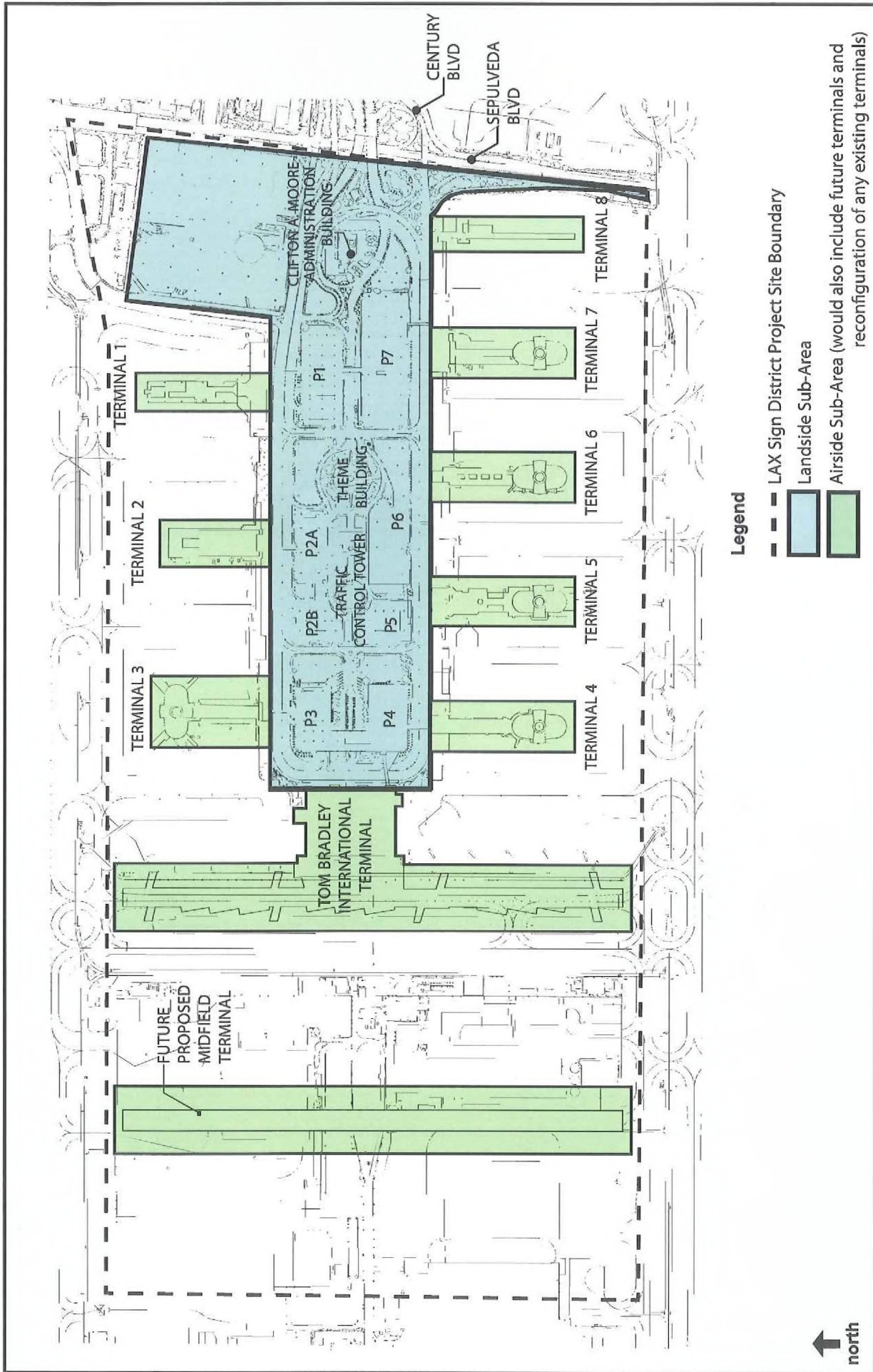
3. Other Feedback:

The project:

- should require mandatory signage removal ("take-downs"); community benefits should be in addition to mandatory take-downs, not as substitute
- should be required to dedicate a portion of signage revenue for a fund to remove off-site signs in other parts of the city
- should be consistent with the citywide sign ordinance with respect to sign types; in particular, column wraps should be reclassified as a sub-type of supergraphics
- should prohibit animation on digital signs
- has too much signage overall and should prohibit or reduce the number and size of digital displays
- should be considered as a test lab to gather additional data on the impacts on signs on traffic safety and delay
- should require in-kind tree replacement where trees are removed as a result of sign placement

EXHIBIT A

DRAFT



Los Angeles International Airport (LAX) Sign District

Map of District



ORDINANCE NO. _____

An Ordinance establishing the Los Angeles International Airport (LAX) Sign District pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code (the Code).

WHEREAS, In 2012, LAX was the world's sixth busiest passenger airport, moving approximately 63.6 million annual passengers making LAX a regional destination that serves as a center of commerce and a gateway to Asia and the Pacific region and international transport. As a world-class airport and international gateway for local and visiting travelers, signage is a vital component of the local, regional, and state economy and world-class airports that contributes to an image of quality and excellence for the City and promotes Los Angeles as a destination of regional importance;

WHEREAS, signage is a common and important feature at world-class airports and plays a role in defining the image of the airport enhancing the visual experience of travelers and fostering a dynamic and engaging pedestrian, tourist, and work environment, as well as promoting business, cultural, entertainment, and visitor-serving activities and events in the City of Los Angeles;

WHEREAS, LAX is a unique resource in the City of Los Angeles and the largest airport in the Western United States and the basic purpose of the Sign District at LAX is to allow and promote a variety of signage in an appropriate manner for this resource that supports the modernization of LAX in an orderly and flexible way.

NOW, THEREFORE,

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

Sec. 1. ESTABLISHMENT OF THE LOS ANGELES INTERNATIONAL AIRPORT SIGN DISTRICT. The City Council hereby establishes the Los Angeles International Airport (LAX) Sign District covering an area that includes the LAX Central Terminal Area and the area along Sepulveda Boulevard known as the Park One Property (collectively known as the "Landside Sub-Area"), and existing (as well as future) passenger boarding bridges located on the airside area east of Taxiway R and surrounding the Central Terminal Area (known as the "Airside Sub-Area"), in the City of Los Angeles, as shown within the boundary lines on the attached Map of District.

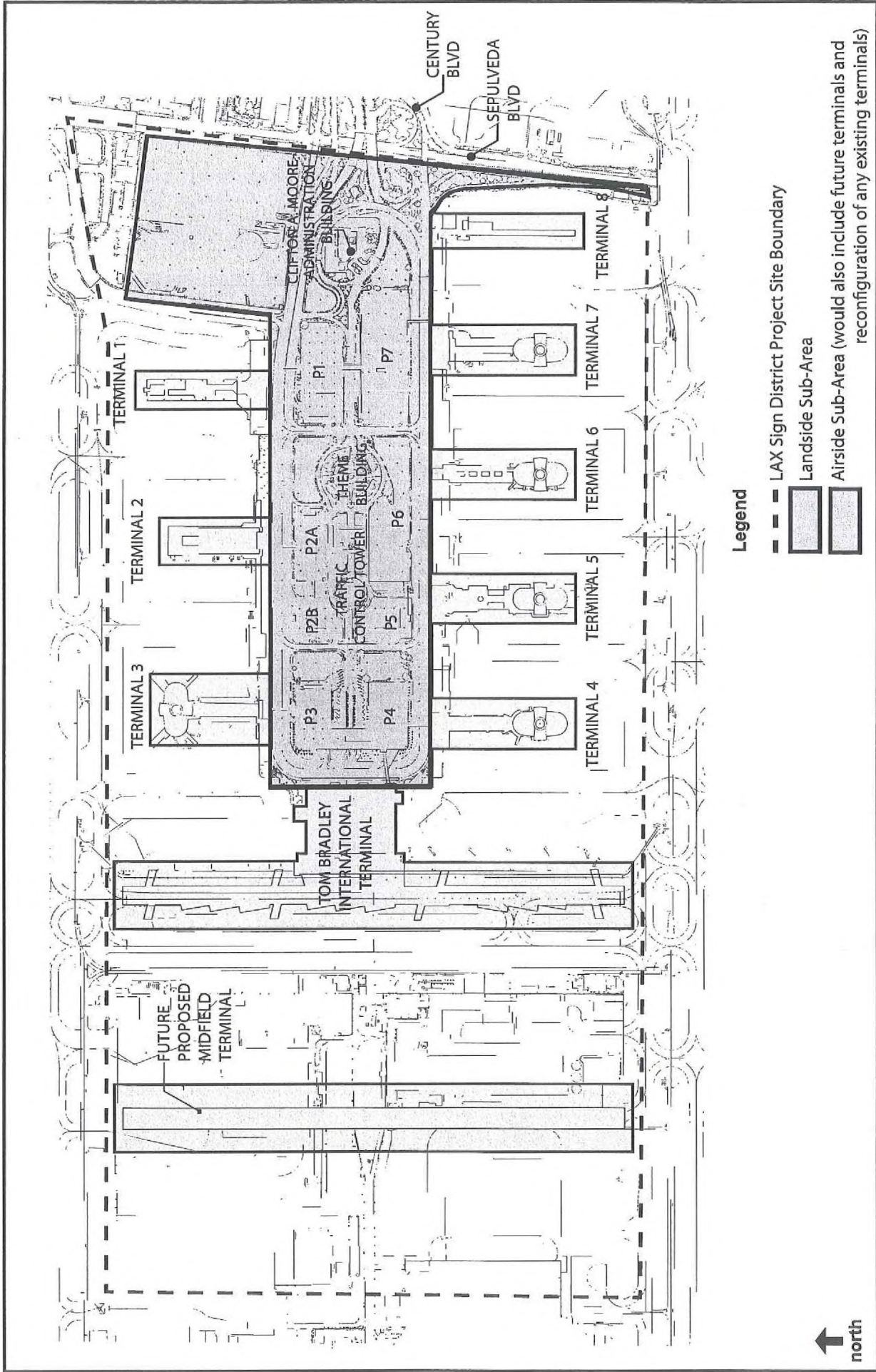


Figure 1. Map of District

Los Angeles International Airport (LAX) Sign District

Sec. 2. PURPOSES. The Los Angeles International Airport (LAX) Sign District is intended to:

- A. Promote and enhance LAX as an international gateway to the Pacific Rim, an important public amenity, and maintain an image as one of the nation's premier airports by encouraging creative, well-designed signs that contribute in a positive way to LAX's visual environment;
- B. Recognize the uniqueness of LAX as a regional economic engine;
- C. Ensure that new Off-Site Signs are responsive to and integrated with the aesthetic character of the structures on which they are located, and are positioned in a manner that is compatible both architecturally and relative to the other signage at the airport;
- D. Protect adjacent residential communities from potential adverse impacts of new Off-Site Signs by avoiding visual clutter, including visual impacts of excessive number of signs, excessive sign size, sign illumination, and sign motion/animation;
- E. Support and enhance limited new Off-Site Signs for the interior of LAX and the urban design, land use, economic development, and modernization objectives of the LAX Master Plan and LAX Specific Plan; and
- F. Remove blight and improve the various gateways to Los Angeles experience through public benefits that enhance the transportation and aesthetic resources surrounding LAX.

Sec. 3. APPLICATION OF SUPPLEMENTAL USE DISTRICT REGULATIONS. The regulations of this Sign District are in addition to those set forth in the planning and zoning provisions of the Code. Wherever this Sign District contains provisions that establish regulations for sign types, sign height, sign area, number of signs, sign dimensions, sign motion/animation, sign content or other time, place or manner regulations that are different from, more restrictive than or more permissive than the Code would allow, this Sign District shall prevail.

Sec. 4. DEFINITIONS. Whenever the following terms are used in this Ordinance, they shall be construed as defined in this section. Words and phrases not defined here shall be construed as defined in Sections 12.03 and Article 4.4 of the Code, and in the LAX Specific Plan (Ordinance No. 182542).

Airside Sub-Area. The area as shown on Map 2 of the LAX Specific Plan (Ordinance No. 182542). The Airside Sub-Area (approximately 102 acres) includes existing (as well as future) terminal concourses, gates, passenger boarding bridges, runways, airport access ways and equipment which allow for the safe and efficient operation of airport airfield activities.

Billboard. Any sign on one or more poles or columns that:

1. is four feet or greater in height as measured from the natural or finished grade, whichever is higher, to the bottom of the sign, and
2. is structurally separate from a building or other improvement on a lot, and/or
3. is supported by an independent footing inside an existing building or other improvement on a lot extending through the roof of the supporting structure, and/or
4. is supporting a sign panel that is attached to the pole(s), post(s), or column(s) and that may be cantilevered over a building or structure on the lot.

Can Sign. A sign whose text, logos and/or 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.

Column Wrap Sign: A sign, attached to the existing columns that support the LAX Central Terminal Area upper level roadway, which wraps around the entire circular column on the LAX Central Terminal Arrivals level.

Controlled Refresh I. The refresh (change) rate of a Digital Display Sign, inclusive of any change in whole or in part of the sign image, which is no more frequent than one refresh event every eight seconds, with an instant transition between images (image must remain static between refreshes).

Controlled Refresh III. The refresh rate of a Digital Display Sign, inclusive of any change in whole or in part of the sign image, which is no more frequent than one refresh event every 12 hours, with an instant transition between images. The sign image must remain static between refreshes.

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

Executive Director. The Executive Director of Los Angeles World Airports (LAWA), or his or her designee.

Hanging Sign. A hanging sign is a type of sign with individual channel letters and/or a prefabricated image that is suspended from an architectural feature or projection.

Historic Building. A building or structure that is:

1. listed as a Historic-Cultural Monument by the City of Los Angeles; or
2. listed in, or has been determined to be “eligible” or “potentially eligible” for listing in the National Register of Historic Places or has been determined “eligible” for listing in the California Register of Historic Places by a local, state, or federal agency as a part of an official survey prepared for such an agency or is listed as such in the State Historic Resources Inventory; or
3. listed as a historically significant building in a historic resources survey that has been accepted by the Planning Director.

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

Information Sign. A sign that is limited to a message giving directions, instructions, menus, selections or address numerals.

Landside Sub-Area. The area as shown on Map 2 of the LAX Specific Plan (Ordinance No. 182542). The Landside Sub-Area (approximately 101 acres) includes the access areas associated with the Central Terminal Area of LAX (i.e., lower and upper roadways associated with arrivals and departures, respectively), portions of the terminals facing the interior Central Terminal Area roadway, parking structures, columns, the property generally located between Sepulveda Boulevard and Terminal 1, and area along Sepulveda Boulevard immediately adjacent to the Central Terminal Area.

LAX Vicinity Sign Reduction Area. The area located within the following City of Los Angeles Community Plan Areas: LAX Plan, Westchester – Playa Del Rey Community Plan, Palms – Mar Vista – Del Rey Community Plan, Venice Community Plan, and the West Los Angeles Community Plan.

Passenger Boarding Bridge Sign. A sign attached to the exterior of the boarding bridges, located on the airside of LAX, that connect passengers from terminals to the aircraft at each aircraft gate.

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.

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.

Sky Bridge Sign. A Supergraphic Sign or Digital Display Sign (Controlled Refresh III only) attached to the side of the pedestrian bridges that connect the LAX Central Terminal Area parking structures to the passenger terminal buildings.

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 the Code: Sections 14.4.10, 14.4.16, 14.4.17, 14.4.18, and/or 14.4.20.

Wall Mural. A painted or digitally produced image generally large in scale, which is incorporated onto the façade of a building. Wall Murals shall count as sign area.

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.

Wayfinding Sign. A pedestrian or auto oriented sign which indicates the route to, direction of or location of a given goal, or which provides regulatory or service information of a non-advertising character.

Window Sign. A sign that is attached to, affixed to, leaning against, or otherwise placed within six feet of any window or door in such a manner that it is visible from outside the building. The term window sign shall not include the display of merchandise in a store window facing away from that window or facing that window and at least six feet away from it.

Sec. 5. PROCEDURAL REQUIREMENTS.

A. Building Permits. The City of Los Angeles Department of Building and Safety (LADBS) shall not issue a permit for a sign, a sign structure, sign illumination, or alteration of an existing sign unless the sign complies with: (1) the requirements of this Ordinance as determined by the Executive Director; and (2) relevant requirements of the Code.

B. Review Procedure. Signs subject to this Ordinance shall not be subject to the LAX Specific Plan Compliance Review procedure, but shall be reviewed and approved by the Executive Director in accordance with this Ordinance prior to issuance of any permit for, or installation of, new signs or sign support structures.

1. Executive Director Review. Prior to approving any sign subject to this Ordinance, the Executive Director shall determine if the proposed sign is in conformance with the regulations set forth in this Ordinance. The Executive

Director shall indicate compliance with the Sign District regulations on the sign permit Clearance Summary Worksheet issued by LADBS.

2. **Proof of Compliance.** LAWA will enforce compliance with this Ordinance pursuant to detailed on-airport Off-Site Sign procedures, including a submittal process (including design review), regulations and standards for signage to help establish consistency and a uniform standard of quality of the Off-Site Signs, which is similar to the existing LAX Airport Tenant Signage Standards (for On-Site Signs). The signage procedures and process will not alter the LAX Airport Tenant Signage Standards or otherwise affect signage for LAX tenants, but be in harmony and comparable with those standards. Similar to the existing LAX Airport Tenant Signage Standards, enforcement will be maintained through the approval process (all Off-Site Signs will be reviewed and approved by LAWA) and through any lease/license agreements and advertising contracts.
3. This Ordinance sets forth regulations for zoning purposes only. It does not supersede the City of Los Angeles Fire Department (LAFD) or LADBS requirements pursuant to the Fire Code or Building Code, or regulations or policies promulgated thereunder based on health and safety concerns.

C. Request for Adjustments from Regulations. The Executive Director shall review requests for adjustments from the sign district regulations, and shall prepare a written recommendation report in conformance with Section 11.5.7 of the Municipal Code. In lieu of the Area Planning Commission, the recommendation report shall be transmitted to the Board of Airport Commissioners (BOAC) for its action on the request. BOAC shall make the Code required findings. BOAC shall have the final decision-making authority for granting adjustments from the provisions of this Ordinance.

D. Request for Exceptions from Regulations. The Area Planning Commission shall have initial decision-making authority for granting exceptions from the provisions of this Ordinance. An applicant requesting an exception from the provisions of this Ordinance shall utilize the procedures for a Specific Plan Exception set forth in Section 11.5.7 F of the Code. In granting an exception, the Area Planning Commission shall make all of the following findings, in lieu of the findings set forth in Section 11.5.7 F.2 of the Code:

1. Strict compliance would result in practical difficulty or unnecessary hardship inconsistent with the purposes of the zoning restrictions, due to unique physical or topographic circumstances or conditions of design;
2. Strict compliance would deprive the applicant of privileges enjoyed by owners of similarly zoned property; and
3. An exception would not constitute a grant of special privilege.

In addition to the limitations imposed by Section 11.5.7 of the Code, no exception may be granted from Section 6.A of this Ordinance or the billboard removal requirements set forth in Section 8 below. No exceptions from the sign district regulations shall be granted to permit signs located outside of the sign district boundaries.

Sec. 6. GENERAL REQUIREMENTS

- A. General Requirements of the Code.** Unless specified in this Ordinance to the contrary, the general sign requirements set forth in the Code shall apply to this Supplemental Use District for permits, plans, design and construction, materials, street address numbers, identification, maintenance, prohibited locations, and sign illumination.
- B. Prohibited Signs.** The following signs shall be prohibited:
1. Billboards;
 2. Can Signs;
 3. Captive Balloon Signs;
 4. Roof Signs;
 5. Sandwich Board Signs;
 6. Signs covering window exteriors, except Window Signs and a single Digital Display sign located on the east elevation of the Tom Bradley International Terminal; and
 7. Any sign not specifically authorized by this Ordinance or the Code.
- C. Prohibited Locations for Signs.** Except for Identification Signs, Information Signs, and Wayfinding Signs, no signs may be erected upon a historic building, which includes the following buildings at LAX: the Theme Building and the former Airport Traffic Control Tower. The locations of these buildings are shown on Figure 1 of this Ordinance. No signs other than Identification Signs, Information Signs, Wayfinding Signs, or Passenger Boarding Bridge Signs shall be erected within the Airport Airside Sub-Area as provided for in Section 5.
- D. Permitted Sign Area, Sign Type, and Maximum Coverage and Size.** The maximum permitted combined sign area, the permitted sign types, and the availability of signs regulated by the Sign District are determined by the following criteria:
1. **Maximum Permitted Combined Sign Area.** The maximum permitted sign area for signs regulated by this Ordinance is 60,542 square feet within the Landside Sub-Area and 289,600 square feet within the Airside Sub-Area. For

the Landside Sub-Area, locations for up to 80,722 square feet of signage are approved; however, no more than 60,542 square feet (75 percent) may be activated at any one time.

All signs subject to this Ordinance shall be included in the calculation of maximum permitted combined sign area except for the following signs:

- a. Signs in an interior courtyard or interior plaza of a building or structure that is not primarily visible from the street, public right-of-way, or publicly accessible plaza adjacent to a public right-of-way.
- b. Identification Signs.
- c. Information Signs.
- d. Temporary Signs.
- e. Wayfinding Signs.

2. **Permitted Sign Types.** Following are the new types of Off-Site Signs that shall be permitted within the Sign District:

- a. Supergraphic Signs;
- b. Wall Signs
- c. Column Wrap Signs;
- d. Hanging Signs
- e. Passenger Boarding Bridge Signs;
- f. Digital Display Signs; and
- g. Sky Bridge Signs.

3. **Size and Dimensions of Individual Signs.** The size and dimensions of individual signs shall be as set forth in Table 1, and as further limited by the requirements for specific sign types set forth in Section 4.

E. Fire Safety. All new signs and sign support structures shall be made of noncombustible materials or plastics approved by both the LAFD and LADBS. In the case of new or untested materials, a sample of the sign's material shall be submitted to both the LAFD and LADBS for approval.

F. Illumination. Except for Passenger Boarding Bridge Signs, which shall not be illuminated, all signs may be illuminated by either internal or external means. The illumination regulations set forth in the Code, including but not limited to Section 93.0117, shall apply. Methods of signage illumination may include

electric lamps, such as neon tubes; fiber optics; incandescent lamps; LED; LCD; cathode ray tubes exposed directly to view; shielded spot lights and wall wash fixtures. Additionally, the applicant shall submit a signage illumination plan as part of the Review Procedure set forth in Section 5 above. The signage illumination plan shall be prepared by a lighting design expert and those portions of the plan setting forth the wattage draw must be certified and stamped by an electrical engineer certified by the State of California. The plan shall include specifications for all illumination, including maximum luminance levels, and shall provide for the review and monitoring of the displays in order to ensure compliance with the following regulations:

1. All illuminated signs shall be designed, located or screened so as to minimize to the greatest reasonable extent possible direct light sources onto adjacent buildings and structures. If signs are to be externally lit, the source of the external illumination shall be shielded from public view.
2. Supergraphic Signs over 20-feet tall at parking structure locations shall be illuminated with LED or metal halide floodlights consisting of adjustable floodlight fixtures mounted at the top of the signage element with a locking knuckle to precisely direct light downwards toward the signage. Cantilever arms, louvers, barn doors and/or glare shields shall be used to allow the fixture to be aimed towards the supergraphic to illuminate the signage element exclusively.
3. Supergraphic Signs over 20-feet tall on terminal facades above canopy locations shall be illuminated with LED or metal halide floodlights mounted to the adjacent canopy. Adjustable floodlight fixtures shall be mounted above the canopy with a locking knuckle to precisely direct light downwards toward the signage. Cantilever arms, louvers, barn doors, and/or glare shields shall be used to allow the fixture to be aimed towards the supergraphic to illuminate the signage element exclusively.
4. Signage shall not use highly reflective materials, such as mirrored glass. Supergraphic Signs, Wall Signs, Column Wrap Signs, and Hanging Signs shall be matte finished.
5. The illuminance contribution of signage shall be limited to 0.3 footcandles above ambient levels.
6. Digital Display Signs shall have the LEDs aimed horizontally towards the street view and oriented downwards toward the street using a cubic louvering system to help to limit light trespass, direct the visual impact of the display to the appropriate audience, and direct light away from flight paths and highly focused driving tasks.

7. Digital Display Signs shall be fully dimmable, and shall be controlled by a programmable timer so that luminance levels may be adjusted according to the time of day.
 8. Digital Display Signs shall have a nighttime brightness no greater than 300 candelas per square meter and a daytime brightness no greater than 4,500 candelas per square meter and equipped with sensors that modify brightness of the sign in response to ambient lighting conditions. The displays shall transition smoothly at a consistent rate from the permitted daytime brightness to the permitted nighttime brightness levels, beginning 45 minutes prior to sunset and concluding 45 minutes after sunset, controlled by an astronomical time clock. In addition, the displays shall transition smoothly at a consistent rate from the permitted nighttime brightness levels to the permitted daytime brightness levels, beginning 45 minutes prior to sunrise and concluding 45 minutes after sunrise.
 9. Digital Display Signs shall have a contrast ratio of less than 30:1 to eliminate glare,
 10. In addition to the above regulations, maximum vertical luminance of illuminated supergraphic signage shall be limited to 7 vertical footcandles during the nighttime brightness period.
- G. Refresh Rate.** This Ordinance permits restricted refresh rates for all Digital Displays. No sign is granted an unrestricted refresh rate. All signs other than Digital Displays shall remain static and shall not contain images, text, parts, or illumination which flash, change, move, blink, or otherwise refresh in whole or in part.
- H. Hazard Review.** Signs that adhere to the regulations outlined in this Sign District shall be exempted from the Hazard Determination review procedures in Code Section 14.4.5. All signs shall continue to be subject to Caltrans approval, where applicable.
- I. Freeway Exposure.** Signs conforming to the regulations of this Sign District are exempt from Section 14.4.6.A of the Code.
- J. Visual Maintenance.** All signs shall be maintained to meet the following criteria at all times:
1. The building and ground area around the signs shall be properly maintained. All unused mounting structures, hardware, and wall perforation from any abandoned sign shall be removed and building surfaces shall be restored to their original condition.
 2. All signage copy shall be properly maintained and kept free from damage and other unsightly conditions, including graffiti.

3. All sign structures shall be kept in good repair and maintained in a safe and sound condition and in conformance with all applicable codes.
 4. Razor wire, barbed wire, concertina wire, or other barriers preventing unauthorized access to any sign, if any, shall be hidden from public view.
 5. The signage copy must be repaired or replaced immediately upon tearing, ripping, or peeling, or when marred or damaged by graffiti.
 6. No access platform, ladder, or other service appurtenance, visible from the sidewalk, street, or public right-of-way, shall be installed or attached to any sign structure.
 7. Multiple temporary signs in windows and along the building walls of a facade are not permitted.
- K. Existing Signs.** Every existing sign and/or sign support structure constructed under a valid approval and used in conformance with the Code regulations and LADBS approvals in effect at the time of construction shall be allowed to continue to exist in the Sign District area under those regulations and approvals even though subsequent adopted regulations and approvals have changed the requirements. All existing non-conforming signs shall be included in computing total sign area. There shall be no increase in sign area or height and no change in the location or orientation of any existing nonconforming sign.
- L. Alterations, Repairs or Rehabilitation.** Any alteration, repair or maintenance work on a legally permitted sign or sign structure shall be governed by the Code.
- M. Materials.** The materials, construction, application, location and installation of any sign shall be in conformance with the Los Angeles Building Code and the Los Angeles Fire Code.

Sec. 7. STANDARDS FOR SPECIFIC TYPES OF SIGNS.

- A. Supergraphic Signs and Wall Signs.** Supergraphic Signs and Wall Signs shall comply with the following regulations:
1. **Location.** Supergraphic Signs and Wall Signs shall only be permitted within the Landside Sub-Area. Supergraphic Signs and Wall Signs are allowed only at the locations identified on Figure 2 and Table 1. A Supergraphic Sign or Wall Sign shall not cover the facade of a Historic Building.
 2. **Area.**
 - a. A Supergraphic Sign shall be greater than 300 square feet in size and an individual Supergraphic Sign shall not exceed 3,000 square feet.

- b. A Wall Sign is 300 square feet or less in size.

3. Construction.

- a. A Supergraphic Sign or Wall Sign that is comprised of vinyl or other material may be attached to a wall with an adhesive or by mechanical means. The means of attachment must be approved by LADBS and LAFD.
- b. The exposed face of a Supergraphic Sign or Wall Sign shall be approximately parallel to the plane of the wall upon which it is located.

B. Column Wrap Signs. Column Wrap Signs shall comply with the following regulations:

1. General. A Column Wrap Sign shall not be a Can Sign or a Digital Display Sign, and shall not be internally illuminated.

2. Location.

- a. A Column Wrap Sign shall be attached to columns/pillars within the Landside Sub-Area; no Column Wrap Signs shall be located within the Airside Sub-Area.
- b. Column Wrap Signs shall be placed on alternating support columns located on the lower (Arrivals) level roadway. Column Wrap Signs shall not be placed on adjacent columns. For every Column Wrap Sign, there shall be another column free from signage.

3. Dimensions.

a. Height.

- (i) A Column Wrap Sign shall not exceed a height of 20 feet above the sidewalk grade or edge of roadway grade nearest the sign, as measured to the top of the sign.
- (ii) The top of a Column Wrap Sign shall be at least 3 feet below the height of any adjacent building facade where the Column Wrap Sign is located.

- b. **Width.** The maximum horizontal dimension of any portion of a Column Wrap Sign and the supporting

elements of the sign shall have a dimension that is no less than 80 percent of the sign face along the same horizontal plane.

C. Hanging Signs. Hanging Signs shall comply with the following regulations:

1. General.

- a. A Hanging Sign shall consist of individual letters or numbers no taller than 24 inches, or an icon no taller than 24 inches. Such letters, numbers, or icons shall be suspended from a ledge or suspended from an architectural feature or projection (such as a light pole).
- b. Solid panels and Can Signs are not permitted as Hanging Signs.
- c. The Hanging Sign shall be oriented so that the message, graphic, or symbol on the sign is approximately parallel with the facade of the structure to which the sign is affixed.
- d. No message, graphic or symbol shall be located on that portion of a Hanging Sign that is perpendicular to the facade of the structure to which the sign is affixed.

2. Location. A Hanging Sign shall only be within the Landside Sub-Area.

3. Dimensions.

- a. The lowest portion of a suspended Hanging Sign shall be at least 8 feet above the natural or finished grade as measured vertically.
- b. Suspension supports which are constructed for the purpose of supporting a Hanging Sign may not exceed 24 inches in height as measured vertically from the top of the letter or symbol to the bottom of the supporting architectural appurtenance, nor may those supports exceed 8 inches in width as measured horizontally.

D. Passenger Boarding Bridge Signs. Passenger Boarding Bridge Signs shall comply with the following regulations:

1. General.

- a. Passenger Boarding Bridge Signs shall not be illuminated

and shall not be Digital Display Signs.

2. Location. These signs are located on the Airport Airside-Sub Area. Passenger Boarding Bridge Signs shall only be located on the exterior of passenger boarding bridges in the Airside Sub-Area. A single passenger boarding bridge shall have no more than two Passenger Boarding Bridge Signs.

3. Dimensions. Each Passenger Boarding Bridge Sign shall not exceed 13 feet in height by 80 feet in length, for a maximum of 1,040 square feet per sign.

E. Digital Display Signs. Digital Display Signs shall comply with the following regulations:

1. Location.

- a. Digital Display Signs are allowed only at the locations identified on Figure 2, in the Landside Sub-Area.
- b. A Digital Display Sign shall be attached to 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.
- c. A Digital Display Sign shall not cover architectural features of a building's facade.
- d. No portion of a Digital Display Sign shall be taller than 100 feet in height, as measured vertically from finished grade.

2. Area. No individual Digital Display Sign shall exceed 2,000 square feet.

3. Illumination. The lighting of a Digital Display Sign shall be subject to the regulations under Section 6.F of this Ordinance.

4. Refresh Rates. Digital Display Signs located on parking structures shall be limited to Controlled Refresh I, except a single Digital Display Sign located on the eastern facing façade of Parking Structure 1 shall be limited to one refresh every 16 seconds in lieu of 1 refresh every eight seconds. All Controlled Refresh I signs shall refresh simultaneously. Digital Display Signs located on Sky Bridges, and terminal facades shall be limited to Controlled Refresh III. All Controlled Refresh III signs shall refresh simultaneously.

5. Hours of Operation for Digital Display Sign. The Digital Display Signs shall be permitted to be operated 24 hours a day, seven days a week.

6. Monitoring. To facilitate the monitoring of compliance with the conditions of this Ordinance, the operator of a Digital Display Sign shall:

- a. Maintain an accurate schedule of images displayed on such Digital Display Sign together with copies of all such images for at least 60 days after the date of an image's display; and
- b. Provide copies of such schedule and images as requested by the Executive Director.

F. Sky Bridge Signs. Sky Bridge Signs shall comply with the following regulations:

1. **General.** A Sky Bridge Sign may be a Supergraphic Sign or a Digital Display Sign.
2. **Location.** Sky Bridge Signs shall only be located on the exterior of Sky Bridges at the departure level of the Landside Sub-Area, as identified on Figure 2. A single Sky Bridge shall have no more than one Sky Bridge Sign.
3. **Dimensions.** Each Sky Bridge Sign shall not exceed 10 feet in height by 210 feet in length, for a maximum of 2,100 square feet per Sky Bridge.
4. **Illumination.** The lighting of a Sky Bridge Sign shall be subject to the regulations under Section 6.F of this Ordinance.
5. **Refresh Rates.** Sky Bridge Signs that are Digital Display Signs shall be limited to Controlled Refresh III. The refresh event shall occur simultaneously for all Sky Bridges.

Sec 8. SIGN REDUCTION, VISUAL BLIGHT REDUCTION, AND COMMUNITY MESSAGING PROGRAM.

A. Sign Reduction Program for the Landside Sub-Area. As specified below, sign reduction is required for all signs within the Landside Sub-Area displaying off-site advertising content. Sign reduction shall not be required for off-site signs within the Airside Sub-Area. As part of the installation of up to 60,542 square feet of off-site signs in the Landside Sub-Area, LAWA shall be responsible for the removal of 20,181 square feet of lawfully permitted off-site Billboard Signs from within the LAX Vicinity Sign Reduction Area.

1. **Sign Reduction Option 1 – Concurrent Removal of Off-Premise Off-Site Billboard Signs.** Concurrently with the installation of up to 60,542 square feet of off-site signage in the Landside Sub-Area, LAWA shall obtain sign reduction credits equal to the square footage of off-site signage installed. LAWA may receive sign reduction credit for any lawfully permitted off-site Billboard Sign that is removed from any property located in the LAX Vicinity

Sign Reduction Area. For every square foot of off-site Billboard Sign removed, three square feet of credit shall be awarded for the installation of off-site advertising signs authorized by this ordinance. LAWA shall provide to the Planning Department an annual report documenting the number, location and square footage of approved off-site signs, and the number, location and square footage of existing off-site Billboard Signs removed. This reporting requirement shall remain in place until 20,181 square feet of lawfully permitted off-site Billboard Signs from within the LAX Vicinity Sign Reduction Area have been removed.

2. **Sign Reduction Option 2 – Sign Reduction Funding for the Removal of Off-Premise Off-Site Billboard Signs.** At any time, LAWA may activate up to 60,542 square feet of new off-site Signs in the Landside Sub-Area, except in the event that a Reduced Maximum, as defined below, occurs. Signs located within the Airside Sub-Area are exempt from a Reduced Maximum limitation. As part of the leases, licenses, or other agreements for all off-site signs, the Executive Director shall require that 12.5% of all revenue net of all expenses payable from sales companies for the placement of advertising media on off-site signs be deposited into a LAWA Sign Removal Trust Fund pursuant to the requirements below. The Trust Fund monies shall be used exclusively to satisfy the requirement in Section 8.A above for the removal of 20,181 square feet of existing off-site Billboard Signs in the LAX Vicinity Sign Reduction Area. To the extent that LAWA has not removed 20,181 square feet of existing off-site signs within five (5) years from the effective date of this Ordinance, LAWA may only activate a calculated maximum of off-site signs in the Landside Sub-Area using the following equation:

Maximum square footage is equal to the square feet of off-site Billboard Signs removed from the LAX Vicinity Sign Reduction Area multiplied by a factor of 3 (“Reduced Maximum”).

In no event shall the Reduced Maximum exceed 60,542 square feet. The Reduced Maximum shall continue as a restriction until LAWA has satisfied its removal obligation in Section 8.A above. LAWA shall provide to the Planning Department an annual report documenting the number, location and square footage of approved off-site signs, and the number, location and square footage of existing off-site Billboard Signs removed. This reporting requirement shall remain in place until 20,181 square feet of lawfully permitted off-site Billboard Signs from within the LAX Vicinity Sign Reduction Area have been removed. Payments into the Trust Fund shall continue for as long as necessary to satisfy LAWA’s obligation to remove 20,181 square feet of existing off-site Billboard Signs from the LAX Vicinity Sign Reduction Area. Upon satisfaction of this sign removal requirement, any remaining monies in the Trust Fund shall be free from any further restriction and LAWA may use such monies for any LAWA purpose.

B. Visual Blight Reduction Program. Whereas the City of Los Angeles has prohibited the installation of new off-site signage citywide, and has deemed such signage as visual blight, the creation of the LAX Sign District requires a commensurate reduction in visual blight at LAX or in the gateway corridor areas adjacent to LAX. Prior to the installation of any off-site signs within the Landside Sub-Area, LAWA shall prepare and present a Visual Blight Reduction Program to the BOAC for adoption and implementation.

1. **Scope and Adoption.** The Visual Blight Reduction Program shall be targeted to improve visual aesthetics at gateway corridor areas at or adjacent to LAX with high percentages of airport visitor traffic, and shall serve, in conjunction with the requirements of Section 8.A, to mitigate the ongoing impacts of new off-site signage at LAX. The program shall be limited in geography to the LAX Plan Area and the Westchester – Playa Del Rey Community Plan Area. The program may include streetscape and landscape capital improvements, graffiti abatement, wayfinding signage, and streetscape maintenance funding. LAWA shall develop the Visual Blight Reduction Program in consultation with the Planning Department, and shall present it to the BOAC for adoption prior to the installation of any off-site signage in the Landside Sub-Area.
2. **Funding.** As part of the leases, licenses, or other agreements for all off-site signs, the Executive Director shall require that 1.5% of all revenue net of all expenses payable from sales companies for the placement of advertising media on off-site signs be deposited into a LAWA Visual Blight Reduction Fund. The Trust Fund monies shall be used exclusively to satisfy the requirement in Section 8.B above.
3. **Term.** The Visual Blight Reduction Program shall be adopted by the BOAC prior to the installation of any off-site signage in the Landside Sub-Area. The funding requirements of Section 8.B.2 shall remain in place to the extent that such off-site signage approved by this ordinance remains operational. Upon removal of off-site sign content on signs authorized by this ordinance, the Visual Blight Reduction Program shall terminate. Upon termination of the Visual Blight Reduction Program, any remaining monies in the Trust Fund shall be free from any further restriction and LAWA may use such monies for any LAWA purpose.

C. Community Messaging Program. Digital Display Signs may be utilized by LAWA and the City, as follows:

1. **LAWA Messaging.** LAWA may, at no cost to LAWA, utilize up to 6.25% of the advertising time of the Digital Display Signs each month for the following, without limitation, to promote: (a) LAWA, airport operations, awareness, events, branding and messaging; (b) public safety, emergency preparedness, homeland security warnings/updates, Amber alerts, etc.; (c) Airport recognition and accolades; and/or (d) public and community art ("LAWA

Promotional Messages"). To the extent that commercial advertising time is unsold and available on the Digital Display Signs, LAWA may utilize, at no cost to LAWA, up to 6.25% of additional advertising time on the Digital Display Signs each month for LAWA Promotional Messages.

2. **Emergency Messaging.** LAWA and the City shall each have the right to display emergency messages on the Digital Display Signs during emergencies that involve the need to reach the traveling public at-large. Any emergency messages may be placed without interruption for up to one (1) hour and intermittently thereafter for a particular emergency.

Sec 9. SEVERABILITY. If any provision of this Ordinance or its application to any person or circumstance is held to be unconstitutional or otherwise invalid by any court of competent jurisdiction, the invalidity shall not affect other provisions, clauses or applications of said ordinance which can be implemented without the invalid provision, clause or application, and to this end the provisions and clauses of this Ordinance are declared to be severable.

**LOS ANGELES INTERNATIONAL AIRPORT
(LAX) SIGN DISTRICT**

**CONCEPTUAL SIGN PLAN
including
Table and Site Plan**

(See Exhibit F of Staff Report)

DRAFT

EXHIBIT C

**Draft and Final
Environmental Impact Report**

V. PROJECT DESIGN FEATURES AND LAX MASTER PLAN COMMITMENTS MONITORING AND REPORTING PROGRAM

INTRODUCTION

The California Environmental Quality Act (CEQA), Section 21081.6, requires public agencies to adopt a monitoring and reporting program for the changes to the project that have been adopted to mitigate or avoid significant effects on the environment. Based on the analysis contained in Chapter IV (Environmental Impact Analysis) of the Draft Environmental Impact Report (EIR), implementation of the proposed Project, which includes implementation of several Project Design Features and applicable LAX Master Plan (Los Angeles World Airports [LAWA] adopted) Commitments, would not result in any significant unavoidable impacts. As such, no mitigation measures are required. Although no mitigation measures were required for the proposed Project, Project Design Features and LAX Master Plan Commitments will be implemented in accordance with this monitoring and reporting program and will be monitored through the sign ordinance throughout the life of the Project as approved.

This monitoring and reporting program for the proposed Project as approved will be in place through all phases of the Project and will help ensure that project objectives are achieved while maintaining adherence to all Project Design Features and LAX Master Plan Commitments. LAWA is the agency responsible for administering the sign ordinance, and hence the implementation of the Project Design Features and LAX Master Plan Commitments, will ensure compliance with all provisions and ensure that monitoring is documented through periodic reports and that deficiencies are promptly corrected. The designated environmental monitor will track and document compliance, notify the appropriate parties of any non-compliance and work with such parties to correct the problem.

SIGNAGE PROCEDURES AND PROCESS

The proposed LAX Sign District is expected to have a detailed on-airport off-site sign procedures managed by LAWA, including a submittal process (including a design review), regulations and standards for signage to help establish consistency and a uniform standard of quality of the off-site signage, which is similar to the existing LAX Airport Tenant Signage Standards (for on-site signage). The signage procedures and process will not alter the LAX Airport Tenant Signage Standards or otherwise affect signage for LAX tenants, but be in harmony and comparable with those standards. Similar to the existing LAX Airport Tenant Signage Standards, enforcement will be maintained through the approval process (all off-site signage will be reviewed and approved by LAWA) and through any lease agreements and advertising contracts.

MONITORING AND REPORTING PROGRAM IMPLEMENTATION

The Project Design Features and LAX Master Plan Commitments in the following table are from the EIR and apply to components of the Project as approved, as indicated below.

The monitoring and reporting program provides: (1) description of the Project Design Features and LAX Master Plan Commitments, (2) the implementation or monitoring phase (3) the party who would be responsible for implementing the Project Design Features and LAX Master Plan Commitments, (4) the method or means of implementing the Project Design Features and LAX Master Plan Commitments, (5) the party who would be responsible for enforcing the Project Design Features and LAX Master Plan Commitments and for ensuring that the monitoring action has been undertaken, and (6) the party responsible for monitoring compliance with the Project Design Features and LAX Master Plan Commitments.

The mechanism that will be used to verify the implementation of the Project Design Features are associated with the implementation of the LAX Sign District Sign Ordinance, while the mechanism that will be used to verify the implementation of the LAX Master Plan Commitments are associated with the implementation of the LAX Specific Plan and LAX Plan. Records pertaining to implementation of the Project Design Features and LAX Master Plan Commitments will be managed in keeping with the sign ordinance procedures and the City's records management practices. These records will be made available for inspection by the public.

List of Project Design Features and LAX Master Plan Commitments Associated With the LAX Sign District Project

<i>Project Design Features and LAX Master Plan Commitments</i>	<i>Timing and Applicability</i>	<i>Responsible Parties</i>
Project Design Features		
1. The allowable locations and sizes of signs shall be designed to limit visibility from off-airport locations (i.e., surrounding communities) and to not visually or otherwise negatively affect airport operations or affect or alter historical buildings within LAX.	Timing: During planning and operation. Applicability: All new off-site signage.	LAWA in accordance with the LAX Sign Ordinance and off-site signage guidelines and procedures
2. No new off-site signage shall be placed along the Project boundary, and no electronic or light enhanced signage shall be visible from the adjacent residential areas (i.e., community of Westchester to the north and City of El Segundo to the south).	Timing: During planning and operation. Applicability: All new off-site signage.	LAWA in accordance with the LAX Sign Ordinance and off-site signage guidelines and procedures
3. No electronic or light enhanced signage shall be installed within or be visible from the Airside Sub-Area.	Timing: During planning and operation. Applicability: Supergraphic Signs, Wall Signs, and Digital Display Signs.	LAWA in accordance with the LAX Sign Ordinance and off-site signage guidelines and procedures
4. Off-site signs shall not be permitted on a number of buildings within the Project site, including the Theme Building, the Airport Traffic Control Tower, and the Clifton A. Moore Administration Building (including the former Airport Traffic Control Tower [1961]).	Timing: During operation. Applicability: Supergraphic Signs, Wall Signs, Digital Display Signs, Column Wrap Signs, and Hanging Signs.	LAWA in accordance with the LAX Sign Ordinance and off-site signage guidelines and procedures
5. Illuminance contribution of signage shall be limited to 0.3 footcandle (fc) at 350 feet from face of sign.	Timing: During operation. Applicability: Supergraphic Signs, Wall Signs, Digital Display Signs.	LAWA in accordance with the LAX Sign Ordinance and off-site signage guidelines and procedures

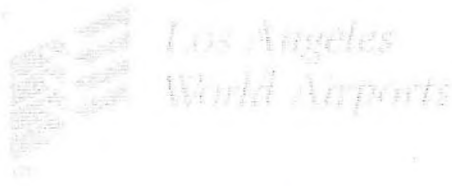
<i>Project Design Features and LAX Master Plan Commitments</i>	<i>Timing and Applicability</i>	<i>Responsible Parties</i>
<p>6. The proposed signage locations and their placement shall be in a manner that would prevent automobile headlight-related glare. For example, signage shall be placed at a higher level than the roadway or perpendicular to headlights (i.e., signage placed on sky bridges).</p>	<p>Timing: During planning and operation. Applicability: All new off-site signage.</p>	<p>LAWA in accordance with the LAX Sign Ordinance and off-site signage guidelines and procedures</p>
<p>7. The proposed Project shall include a plan to remove a number of billboards in LAWA's control and comply with other applicable requirements from the Department of City Planning, as set forth in the LAX Sign Ordinance.</p>	<p>Timing: During planning and operation. Applicability: Existing billboards in LAWA's control and other applicable requirements.</p>	<p>Department of City Planning and LAWA in accordance with the LAX Sign Ordinance and off-site signage guidelines and procedures</p>
<p>8. Digital displays signs shall display static images only (i.e., restriction for any type of sign that contains images, text, parts, or illumination which flash, change, move, blink, or otherwise refresh in whole or in part).</p>	<p>Timing: During operation. Applicability: Digital Display Signs.</p>	<p>LAWA in accordance with the LAX Sign Ordinance and off-site signage guidelines and procedures</p>
<p>9. The digital displays shall have the light emitting diodes (LEDs) aimed horizontally towards the street view using a cubic lowering system to help to limit light trespass, direct the visual impact of the display to the appropriate audience, and direct light away from flight paths and highly focused driving tasks.</p>	<p>Timing: During operation. Applicability: Digital Display Signs.</p>	<p>LAWA in accordance with the LAX Sign Ordinance and off-site signage guidelines and procedures</p>

<i>Project Design Features and LAX Master Plan Commitments</i>	<i>Timing and Applicability</i>	<i>Responsible Parties</i>
<p>10. The proposed location of the two types of digital display signs - Controlled Refresh (CR) I and CR III - shall be chosen being mindful of driver, pedestrian, Air Traffic Control (ATC) personnel and pilot safety consistent with the locations identified in the LAX Sign Ordinance.</p>	<p>Timing: During planning and operation. Applicability: Digital Display Signs.</p>	<p>LAWA in accordance with the LAX Sign Ordinance and off-site signage guidelines and procedures</p>
<p>11. Digital display signs shall be limited in their refresh events consistent with the locations identified in the LAX Sign Ordinance. CR I images shall refresh (change) no more than one event every eight seconds (with the exception being Parking Structure 1 which would refresh every 14 seconds). CR III images shall refresh no more than one event every 12 hours. In addition, the CR III images on the sky bridges shall refresh simultaneously no more than one event every 12 hours.</p>	<p>Timing: During operation. Applicability: Digital Display Signs.</p>	<p>LAWA in accordance with the LAX Sign Ordinance and off-site signage guidelines and procedures</p>
<p>12. Digital signage shall be subject to limits on brightness levels (i.e., 4,500 candelas per meters squared [cd/m²] during the daytime and 300 cd/m² during the nighttime) and shall be equipped with sensors that modify the brightness of the sign in response to ambient lighting conditions.</p>	<p>Timing: During operation. Applicability: Digital Display Signs.</p>	<p>LAWA in accordance with the LAX Sign Ordinance and off-site signage guidelines and procedures</p>
<p>13. The lights of Digital displays shall dim slowly at dusk over a 45 minute fade rate, controlled by an astronomical time clock. The transition from day to nighttime brightness shall be required to occur gradually, to prevent a sudden change in perceptible brightness levels by pedestrians and motorists.</p>	<p>Timing: During operation. Applicability: Digital Display Signs.</p>	<p>LAWA in accordance with the LAX Sign Ordinance and off-site signage guidelines and procedures</p>

Project Design Features and LAX Master Plan Commitments	Timing and Applicability	Responsible Parties
<p>14. Digital displays shall not include large areas of reflective elements and shall have a contrast ratio of less than 30:1 to eliminate glare.</p>	<p>Timing: During operation. Applicability: Digital Display Signs.</p>	<p>LAWA in accordance with the LAX Sign Ordinance and off-site signage guidelines and procedures</p>
<p>15. Supergraphic signage over 20-foot tall at parking structure locations shall be illuminated with LED or metal halide floodlights consisting of adjustable floodlight fixtures mounted at the top of the signage element with a locking knuckle precisely aimed at the signage to eliminate any chance of throwing light into the flight path. Cantilever arms, louvers, barn doors and/or glare shields shall be used to allow the fixture to be aimed towards the supergraphic to illuminate the signage element exclusively.</p>	<p>Timing: During operation. Applicability: Supergraphic Signs over 20-foot tall at parking structures.</p>	<p>LAWA in accordance with the LAX Sign Ordinance and off-site signage guidelines and procedures</p>
<p>16. Supergraphic signage over 20-foot tall on terminal facades above canopy locations shall be illuminated with LED or metal halide floodlights mounted to the adjacent canopy. Adjustable floodlight fixtures shall be mounted above the canopy with a locking knuckle to precisely aim at the signage and eliminate any chance of throwing light into the flight path. Cantilever arms, louvers, barn doors, and/or glare shields shall be used to allow the fixture to be aimed towards the supergraphic to illuminate the signage element exclusively.</p>	<p>Timing: During operation. Applicability: Supergraphic Signs over 20-foot tall on terminal facades.</p>	<p>LAWA in accordance with the LAX Sign Ordinance and off-site signage guidelines and procedures</p>
<p>17. Maximum vertical luminance of illuminated supergraphic signage shall be 5 to 7 fc during nighttime.</p>	<p>Timing: During operation. Applicability: Supergraphic Signs.</p>	<p>LAWA in accordance with the LAX Sign Ordinance and off-site signage guidelines and procedures</p>

<i>Project Design Features and LAX Master Plan Commitments</i>	<i>Timing and Applicability</i>	<i>Responsible Parties</i>
<p>18. Supergraphics/wall signs/column wraps shall have matte finishes, which would prevent glare from the light fixtures</p>	<p>Timing: During operation. Applicability: Supergraphic Signs, Wall Signs, and Column Wraps.</p>	<p>LAWA in accordance with the LAX Sign Ordinance and off-site signage guidelines and procedures</p>
<p>LAX Master Plan Commitments</p>		
<p>19. LU-4: Neighborhood Compatibility Program. Ongoing coordination and planning will be undertaken by LAWA to ensure that the airport is as compatible as possible with surrounding properties and neighborhoods. Measures to enforce this policy will include: 1) Along the northerly and southerly boundary areas of the airport, LAWA will provide and maintain landscaped buffer areas that will include setbacks, landscaping, screening or other appropriate view-sensitive uses with the goal of avoiding land use conflicts, shielding lighting, enhancing privacy and better screening views of airport facilities from adjacent residential uses. Use of existing facilities in buffer areas may continue as required until LAWA can develop alternative facilities. 2) Locate airport uses and activities with the potential to adversely affect nearby residential land uses through noise, light spill-over, odor, vibration and other consequences of airport operations and development as far from adjacent residential neighborhoods as feasible. 3) Provide community outreach efforts to property owners and occupants when new development on airport property is in proximity to and could potentially affect nearby residential uses.</p>	<p>Timing: During planning and operation. Applicability: All new off-site signage.</p>	<p>LAWA LAX Master Plan programs and compliance with LAX Specific Plan and LAX Plan</p>
<p>20. DA-1: Provide and Maintain Airport Buffer Areas. Along the northerly and southerly boundary areas of the airport, LAWA will provide and maintain landscaped buffer areas that will include setbacks, landscaping, screening or other appropriate view-sensitive improvements with the goals of avoiding land use conflicts, shielding lighting, enhancing privacy and better screening views of airport facilities from adjacent residential uses. Use of existing facilities in buffer areas may continue as required until LAWA can develop alternative facilities.</p>	<p>Timing: During planning and operation. Applicability: All new off-site signage.</p>	<p>LAWA LAX Master Plan programs and compliance with LAX Specific Plan and LAX Plan</p>
<p>21. LI-2: Use of Non-Glare Generating Building Materials. Prior to approval of final plans, LAWA will ensure that proposed LAX facilities will be constructed to maximize use of</p>	<p>Timing: During planning and construction. Applicability: All new off-site signage.</p>	<p>LAWA LAX Master Plan programs and compliance with LAX Specific</p>

<i>Project Design Features and LAX Master Plan Commitments</i>	<i>Timing and Applicability</i>	<i>Responsible Parties</i>
<p>non-reflective materials and minimize use of undifferentiated expanses of glass.</p>		<p>Plan and LAX Plan</p>
<p>22. L1-3: Lighting Controls. Prior to final approval of plans for new lighting, L.A.W.A will conduct reviews of lighting type and placement to ensure that lighting will not interfere with aeronautical lights or otherwise impair Airport Traffic Control Tower or pilot operations. Plan reviews will also ensure, where feasible, that lighting is shielded and focused to avoid glare or unnecessary light spill-over. In addition, L.A.W.A or its designee will undertake consultation in selection of appropriate lighting type and placement, where feasible, to ensure that new lights or changes in lighting will not have an adverse effect on the natural behavior of sensitive flora and fauna within the Habitat Restoration Area.</p>	<p>Timing: During planning and operation. Applicability: All new off-site signage.</p>	<p>L.A.W.A LAX Master Plan programs, compliance with LAX Specific Plan and LAX Plan, and FAA (as applicable)</p>



August 5, 2013

Los Angeles City Planning Commission
Los Angeles Department of City Planning
200 North Spring Street, Room 272
City Hall, Los Angeles, CA 90012

Re: LAX Sign District

LAX
LA/Ontario
Van Nuys
City of Los Angeles
Eugene Garofalo
Mayor
Board of Airport
Commissioners
Michael A. Hasko
President
Valeria C. Vatasco
Vice President
Joseph A. Arcenas
Robert D. Boyer
Ronald Holmsted
Hadi Pirani
Fernando R. Garcia III
Gina Marie Lindsey
Executive Director

Honorable Commissioners:

Los Angeles World Airports (LAWA) is in the midst of a multi-billion dollar modernization program for Los Angeles International Airport (LAX). LAX is one of the world's busiest airports serving over 63 million annual passengers. The LAX capital improvement program, already well underway, includes the new Tom Bradley International Terminal, a new Central Utility Plant, new taxiways and taxilanes, terminal renovations, new retail/duty free concessions, restaurants and lounges, as well as a new facelift to the exteriors of the LAX Central Terminal Area (CTA). LAWA now proposes the LAX Sign District as part of this transformative development program to provide upgraded, state-of-the-art facilities for travelers at LAX, improve the traveler's experience from curbside to airside, and create a well-designed and safe sign program that promotes LAX as a world class international gateway and captures the essence of Los Angeles.

LAWA has carefully limited the LAX Sign District boundary to the interior 203 acres (less than 6%) of the 3,650-acre LAX campus, and is now seeking the ability to erect off-site (non-airport related) signage in two distinctive sub-areas, referred to as the LAX Landside and LAX Airside areas. Landside signs would be limited to access areas associated with the CTA on parking garages, columns, pedestrian sky bridges, and terminal facilities. Airside signs would be unlit and limited to passenger boarding bridges. New off-site signs would be visible only by visitors, passengers, and airport employees inside the airport, and no sign would be visible from adjacent residential communities or from Sepulveda Boulevard.

Given that LAX is permitted to and has routinely installed airport-related (otherwise known as on-site) signage in the CTA, we anticipate no real change or very little change to the visual environment. LAWA is merely seeking to erect non-airport related signage in the same areas, and be allowed the same opportunity to implement sign programs already utilized at other major national and international airports. Signage is a common feature at major airports across the country and internationally, such as New York – JFK and La Guardia, Miami, Baltimore, Houston, Atlanta, San Francisco, Orange County, Toronto, Rome, Manila, New Delhi, and Dubai International Airports. These modern airports have routinely and safely offered outdoor LED digital advertising signs on airport roadways to welcome airport passengers and visitors, incorporated progressive media and digital technology for



both terminal interiors and airport exteriors, and have widely installed branding and sponsorship advertising on passenger boarding bridges. As seen with any new or recently modernized airport in the world, the type of quality signage being proposed for LAX is commonplace and integral to enhancing the visual environment and experience for airport passengers and visitors.

As part of the new sign program, LAWA will require that the new signs be well-designed, integrated into the architecture, and seamlessly incorporated into LAX's visual environment. Just as LAWA has developed a robust set of regulations for tenant signage at LAX, LAWA will develop a similar set of detailed regulations and oversight procedures for the new signs associated with the proposed LAX Sign District. Through LAWA sign standards, lease/license agreements, vendor contracts, and the approval process for construction projects, LAWA can and will (1) require all signs meet specified design criteria; (2) require certain a minimum percentage of signage promote the unique character of Los Angeles through positive imagery, messaging, illustrations, and sponsorships of familiar LA locations, landmarks, neighborhoods and personalities, industries and major companies, as well as, emergency and other LAX-specific messaging; and (3) effectively control and monitor the approval process to establish consistency and a uniform standard of safety and quality.

The LAX Sign District together with existing federal, state, local and LAWA regulations will control sign placement, size, total area, sign type, and direction and use of illumination and digital technology. These comprehensive restrictions are intended to protect public and aviation safety and to prevent any potential traffic hazards inside the CTA. The proposed sign program was designed specifically to prevent potential distractions to drivers, pilots and the Air Traffic Control Tower, to ensure smooth airport operations and to not obscure important wayfinding and tenant signage. The sign program requires compliance with layers of regulation and is consistent with the currently proposed Citywide sign ordinance. In addition, LAWA proactively committed to include 18 Project Design Features and four LAX Master Plan commitments to reduce or avoid potential impacts, to ensure safe airport operations, and to address areas of possible community concern. Project design features restrict signage locations and placement, limit motion, control brightness, glare and lighting to enhance the visual environment, set standards for fixtures and angling to complement existing architecture and prevent light spillover, restrict visibility to within airport property, and limit refresh rates to prevent distractions. The safety of all passengers, visitors, pedestrians, commercial vehicle operators and drivers, and especially pilots and air traffic controllers is LAWA's number one primary objective.

LAWA has held a number of early public outreach meetings and throughout the entire environmental clearance and public hearing process to proactively engage the local LAX community, including the Westchester Neighborhood Council and local business groups, and members of the Coalition to Ban Billboard Blight. In response to questions raised by the Westchester Neighborhood Council, LAWA included Project Design Features to restrict visibility of electronic or light enhanced signage by the surrounding community and to address concerns about traffic safety, and in the EIR

clarified specifics about building code compliance, and relationship of the proposed Project with the existing land use plans and the existing LAX Tenant Signage Standards. Accordingly, LAWA only received 4 comment letters during the Draft EIR circulation period, and earned supportive testimony by members of the Westchester Town Center Business Improvement District, the Gateway to LA Business Improvement District, Westchester YMCA, and the Westchester Neighborhood Council at the City Planning Hearing on July 16, 2013.

In addition, LAWA has met several times with the Coalition to Ban Billboard Blight. In response to the Coalition's recommendation, LAWA has eliminated its request for a 800-square foot sign on the Terminal 1 East Elevation, so that no off-site signage would be visible from any point beyond the LAX property lines, including sidewalks, streets, and buildings across Sepulveda or the Century Corridor. To address the Coalition's concerns about the totality of the proposal, LAWA has also volunteered to activate only 75% of total Landside Sign locations at any one time, and volunteered to not erect additional on-site signage on the LAX Campus in excess of the total Sign District limit.

Finally, working closely with the City Planning Department, City Attorney's office, and Council District 11, the LAX Sign Ordinance mandates a number of requirements that will improve the visual environment and public messaging opportunities at LAX. As applicable to all new sign districts in the City of Los Angeles, the LAX Sign District will be required to remove a certain number of existing signs in the City of Los Angeles along with the proposed new signs. Specifically, the LAX Sign Ordinance mandates the removal of a minimum of 20,181 square feet of off-site signs located in the LAX Vicinity, and requires that 12.5% of all net revenues from new digital display signs be deposited into a LAWA Sign Removal Trust Fund to be used exclusively to satisfy LAWA's sign removal commitment. Additionally, the LAX Sign Ordinance requires a minimum of 6.5% of the new digital display signs to be dedicated to LAWA messaging, including messaging regarding Los Angeles, LAX, airport operations, public safety, homeland security warnings/updates, airport recognition, public art, City services or public events, and emergencies to reach the traveling public at-large.

The proposed LAX Sign District helps LAWA to promote and lead LAX into the future. As reported in the September 2012 Economic Impact Analysis of LAX by the Los Angeles Economic Development Corporation, LAWA is working to pump billions of dollars and tens of thousands of jobs into the Los Angeles economy, and ensure that LAX will continue to be Los Angeles' economic engine and a world-class airport. We believe that in working with all of the relevant stakeholders in the community and throughout the City, as well as the City Planning Department and FAA, the proposed LAX sign program puts safety first, responds to community stakeholders, and can serve the City's interest and goals to appropriately regulate digital displays for brightness, message duration and message transition, reduce signage blight citywide, and generate much needed revenue to support the modernization of LAX.

We appreciate your consideration of the LAX Sign District project and respectfully request your approval.

Sincerely,



Gina Marie Lindsey
Executive Director

GML:LT

EXHIBIT F - CONCEPTUAL SIGN PLAN

TABLE 1 - LOS ANGELES INTERNATIONAL AIRPORT (LAX) SIGN DISTRICT

TERMINAL/ELEVATION	SIGN DESCRIPTION	HEIGHT: FT*	WIDTH: FT*	AREA: SF*
SKY BRIDGES - LANDSIDE				
T1 SKY BRIDGE/EAST	CONTROLLED REFRESH III/SUPERGRAPHIC SIGN	10.00	180.00	1,800.00
T2 SKY BRIDGE/EAST	CONTROLLED REFRESH III/SUPERGRAPHIC SIGN	10.00	143.00	1,430.00
T3 SKY BRIDGE/EAST	CONTROLLED REFRESH III/SUPERGRAPHIC SIGN	10.00	118.00	1,180.00
T4 SKY BRIDGE/WEST	CONTROLLED REFRESH III/SUPERGRAPHIC SIGN	10.00	124.00	1,240.00
T5 SKY BRIDGE/WEST	CONTROLLED REFRESH III/SUPERGRAPHIC SIGN	10.00	104.00	1,040.00
T6 SKY BRIDGE/WEST	CONTROLLED REFRESH III/SUPERGRAPHIC SIGN	10.00	120.00	1,200.00
T7 SKY BRIDGE/WEST	CONTROLLED REFRESH III/SUPERGRAPHIC SIGN	10.00	137.00	1,370.00
TBIT SKY BRIDGE/NORTH	CONTROLLED REFRESH III/SUPERGRAPHIC SIGN	10.00	208.00	2,080.00
Total Area				11,340.00
PARKING STRUCTURE 1 - LANDSIDE				
PARKING STRUCTURE 1/NORTH	CONTROLLED REFRESH I or III/SUPERGRAPHIC SIGN	21.00	62.00	1,302.00
PARKING STRUCTURE 1/NORTH	SUPERGRAPHIC SIGN	10.00	32.00	320.00
PARKING STRUCTURE 1/NORTH	SUPERGRAPHIC SIGN	10.00	32.00	320.00
PARKING STRUCTURE 1/NORTH	SUPERGRAPHIC SIGN	32.00	38.00	1,216.00
PARKING STRUCTURE 1/NORTH	CONTROLLED REFRESH I or III/SUPERGRAPHIC SIGN	21.00	62.00	1,302.00
PARKING STRUCTURE 1/EAST	CONTROLLED REFRESH I**	20.00	77.00	1,540.00
PARKING STRUCTURE 1/SOUTH	CONTROLLED REFRESH I or III/SUPERGRAPHIC SIGN	22.00	62.00	1,364.00
Total Area				7,364.00
PARKING STRUCTURE 2A - LANDSIDE				
PARKING STRUCTURE 2A/NORTH	SUPERGRAPHIC SIGN	30.00	15.00	450.00
PARKING STRUCTURE 2A/NORTH	CONTROLLED REFRESH I or III/SUPERGRAPHIC SIGN	18.00	36.00	648.00
PARKING STRUCTURE 2A/NORTH	CONTROLLED REFRESH I or III/SUPERGRAPHIC SIGN	18.00	36.00	648.00
PARKING STRUCTURE 2A/NORTH	SUPERGRAPHIC SIGN	30.00	15.00	450.00
Total Area				2,196.00
PARKING STRUCTURE 2B - LANDSIDE				
PARKING STRUCTURE 2B/NORTH	CONTROLLED REFRESH I or III/SUPERGRAPHIC SIGN	36.00	25.00	900.00
Total Area				900.00
PARKING STRUCTURE 3 - LANDSIDE				
PARKING STRUCTURE 3/NORTH	CONTROLLED REFRESH I or III/SUPERGRAPHIC SIGN	21.00	62.00	1,302.00
PARKING STRUCTURE 3/NORTH	SUPERGRAPHIC SIGN	14.00	53.00	742.00

TERMINAL 1 ARRIVALS/SOUTH	COLUMN WRAP SIGN	13.00	16.70	217.10
TERMINAL 1 DEPARTURES/EAST	CONTROLLED REFRESH III/SUPERGRAPHIC SIGN	10.00	80.00	800.00
TERMINAL 1 DEPARTURES/SOUTH	SUPERGRAPHIC SIGN	15.00	67.00	1,005.00
TERMINAL 1 DEPARTURES/SOUTH	WALL SIGN	7.00	21.00	147.00
TERMINAL 1 DEPARTURES/SOUTH	WALL SIGN	7.00	42.00	294.00
TERMINAL 1 DEPARTURES/SOUTH	WALL SIGN	7.00	42.00	294.00
TERMINAL 1 ARRIVALS/SOUTH	WALL SIGN	7.00	21.00	147.00
TERMINAL 1 ARRIVALS/SOUTH	SUPERGRAPHIC SIGN	7.00	63.00	441.00
TERMINAL 1 ARRIVALS/SOUTH	SUPERGRAPHIC SIGN	7.00	63.00	441.00
TERMINAL 1 ARRIVALS/SOUTH	WALL SIGN	7.00	21.00	147.00
		Total Area		5,669.90

TERMINAL 2 - LANDSIDE

TERMINAL 2 ARRIVALS/SOUTH	COLUMN WRAP SIGN	13.00	16.70	217.10
TERMINAL 2 ARRIVALS/SOUTH	COLUMN WRAP SIGN	13.00	16.70	217.10
TERMINAL 2 ARRIVALS/SOUTH	COLUMN WRAP SIGN	13.00	16.70	217.10
TERMINAL 2 ARRIVALS/SOUTH	COLUMN WRAP SIGN	13.00	16.70	217.10
TERMINAL 2 ARRIVALS/SOUTH	COLUMN WRAP SIGN	13.00	16.70	217.10
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TERMINAL 2 ARRIVALS/SOUTH	COLUMN WRAP SIGN	13.00	16.70	217.10
TERMINAL 2 ARRIVALS/SOUTH	COLUMN WRAP SIGN	13.00	16.70	217.10
TERMINAL 2 ARRIVALS/SOUTH	COLUMN WRAP SIGN	13.00	16.70	217.10
TERMINAL 2 ARRIVALS/SOUTH	COLUMN WRAP SIGN	13.00	16.70	217.10
TERMINAL 2 ARRIVALS/SOUTH	COLUMN WRAP SIGN	13.00	16.70	217.10
TERMINAL 2 ARRIVALS/SOUTH	COLUMN WRAP SIGN	13.00	16.70	217.10
TERMINAL 2 ARRIVALS/SOUTH	COLUMN WRAP SIGN	13.00	16.70	217.10
TERMINAL 2 ARRIVALS/SOUTH	COLUMN WRAP SIGN	13.00	16.70	217.10
TERMINAL 2 DEPARTURES/SOUTH	WALL SIGN	6.00	16.00	96.00
TERMINAL 2 DEPARTURES/SOUTH	WALL SIGN	6.00	16.00	96.00
TERMINAL 2 DEPARTURES/SOUTH	WALL SIGN	6.00	16.00	96.00
TERMINAL 2 DEPARTURES/SOUTH	WALL SIGN	6.00	16.00	96.00
TERMINAL 2 DEPARTURES/SOUTH	WALL SIGN	6.00	32.00	192.00
TERMINAL 2 DEPARTURES/SOUTH	WALL SIGN	6.00	32.00	192.00
TERMINAL 2 ARRIVALS/SOUTH	WALL SIGN	6.00	32.00	192.00
TERMINAL 2 ARRIVALS/SOUTH	WALL SIGN	6.00	16.00	96.00
TERMINAL 2 ARRIVALS/SOUTH	WALL SIGN	6.00	16.00	96.00
TERMINAL 2 ARRIVALS/SOUTH	WALL SIGN	6.00	16.00	96.00
		Total Area		4,869.90

TERMINAL 3 - LANDSIDE

		Total Area		4,070.30
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TERMINAL 4 ARRIVALS/NORTH	WALL SIGN	7.00	21.00	147.00
TERMINAL 5 - LANDSIDE				
TERMINAL 5 ARRIVALS/NORTH	COLUMN WRAP SIGN	13.00	16.70	217.10
TERMINAL 5 ARRIVALS/NORTH	COLUMN WRAP SIGN	13.00	16.70	217.10
TERMINAL 5 ARRIVALS/NORTH	COLUMN WRAP SIGN	13.00	16.70	217.10
TERMINAL 5 ARRIVALS/NORTH	COLUMN WRAP SIGN	13.00	16.70	217.10
TERMINAL 5 ARRIVALS/NORTH	COLUMN WRAP SIGN	13.00	16.70	217.10
TERMINAL 5 ARRIVALS/NORTH	COLUMN WRAP SIGN	13.00	16.70	217.10
TERMINAL 5 ARRIVALS/NORTH	COLUMN WRAP SIGN	13.00	16.70	217.10
TERMINAL 5 DEPARTURES/NORTH	WALL SIGN	5.00	33.00	165.00
TERMINAL 5 DEPARTURES/NORTH	WALL SIGN	5.00	33.00	165.00
TERMINAL 5 DEPARTURES/NORTH	WALL SIGN	5.00	33.00	165.00
TERMINAL 5 DEPARTURES/NORTH	WALL SIGN	5.00	33.00	165.00
TERMINAL 5 ARRIVALS/NORTH	WALL SIGN	9.00	30.00	270.00
TERMINAL 5 ARRIVALS/NORTH	WALL SIGN	9.00	30.00	270.00
TERMINAL 5 ARRIVAL/NORTH	WALL SIGN	9.00	30.00	270.00
TERMINAL 5 ARRIVALS/NORTH	WALL SIGN	9.00	30.00	270.00
TERMINAL 5 ARRIVALS/NORTH	WALL SIGN	9.00	15.00	135.00
TERMINAL 5 ARRIVALS/NORTH	WALL SIGN	9.00	15.00	135.00
TERMINAL 5 ARRIVALS/NORTH	WALL SIGN	9.00	15.00	135.00
TERMINAL 5 ARRIVALS/NORTH	WALL SIGN	9.00	15.00	135.00
Total Area				4,556.80

TERMINAL 6 ARRIVALS/NORTH	WALL SIGN	7.00	21.00	147.00
TERMINAL 6 - LANDSIDE				
TERMINAL 6 ARRIVALS/NORTH	COLUMN WRAP SIGN	13.00	16.70	217.10
TERMINAL 6 ARRIVALS/NORTH	COLUMN WRAP SIGN	13.00	16.70	217.10
TERMINAL 6 ARRIVALS/NORTH	COLUMN WRAP SIGN	13.00	16.70	217.10
TERMINAL 6 ARRIVALS/NORTH	COLUMN WRAP SIGN	13.00	16.70	217.10
TERMINAL 6 ARRIVALS/NORTH	COLUMN WRAP SIGN	13.00	16.70	217.10
TERMINAL 6 ARRIVALS/NORTH	COLUMN WRAP SIGN	13.00	16.70	217.10
TERMINAL 6 ARRIVALS/NORTH	COLUMN WRAP SIGN	13.00	16.70	217.10
TERMINAL 6 ARRIVALS/NORTH	COLUMN WRAP SIGN	13.00	16.70	217.10
TERMINAL 6 DEPARTURES/NORTH	WALL SIGN	5.00	48.00	240.00
TERMINAL 6 DEPARTURES/NORTH	WALL SIGN	5.00	48.00	240.00

TERMINAL 6 DEPARTURES/NORTH	WALL SIGN	5.00	24.00	120.00
TERMINAL 6 DEPARTURES/NORTH	WALL SIGN	5.00	24.00	120.00
TERMINAL 6 DEPARTURES/NORTH	WALL SIGN	5.00	24.00	120.00
TERMINAL 6 DEPARTURES/NORTH	WALL SIGN	5.00	48.00	240.00
TERMINAL 6 ARRIVALS/NORTH	WALL SIGN	9.00	15.00	135.00
TERMINAL 6 ARRIVALS/NORTH	WALL SIGN	9.00	15.00	135.00
TERMINAL 6 ARRIVALS/NORTH	SUPERGRAPHIC SIGN	9.00	45.00	405.00
TERMINAL 6 ARRIVALS/NORTH	SUPERGRAPHIC SIGN	9.00	45.00	405.00
Total Area				3,896.80

TERMINAL 7 - LANDSIDE

TERMINAL 7 ARRIVALS/NORTH	COLUMN WRAP SIGN	13.00	16.70	217.10
TERMINAL 7 ARRIVALS/NORTH	COLUMN WRAP SIGN	13.00	16.70	217.10
TERMINAL 7 ARRIVALS/NORTH	COLUMN WRAP SIGN	13.00	16.70	217.10
TERMINAL 7 ARRIVALS/NORTH	COLUMN WRAP SIGN	13.00	16.70	217.10
TERMINAL 7 ARRIVALS/NORTH	COLUMN WRAP SIGN	13.00	16.70	217.10
TERMINAL 7 ARRIVALS/NORTH	COLUMN WRAP SIGN	13.00	16.70	217.10
TERMINAL 7 ARRIVALS/NORTH	COLUMN WRAP SIGN	13.00	16.70	217.10
TERMINAL 7 DEPARTURES/NORTH	WALL SIGN	7.00	15.00	105.00
TERMINAL 7 DEPARTURES/NORTH	WALL SIGN	7.00	30.00	210.00
TERMINAL 7 DEPARTURES/NORTH	WALL SIGN	7.00	15.00	105.00
TERMINAL 7 DEPARTURES/NORTH	WALL SIGN	7.00	15.00	105.00
TERMINAL 7 ARRIVALS/NORTH	WALL SIGN	9.00	30.00	270.00
TERMINAL 7 ARRIVALS/NORTH	WALL SIGN	9.00	30.00	270.00
TERMINAL 7 ARRIVALS/NORTH	WALL SIGN	9.00	30.00	270.00
TERMINAL 7 ARRIVALS/NORTH	WALL SIGN	9.00	30.00	270.00
TERMINAL 7 ARRIVALS/NORTH	WALL SIGN	9.00	15.00	135.00
TERMINAL 7 ARRIVALS/NORTH	WALL SIGN	9.00	15.00	135.00
TERMINAL 7 ARRIVALS/NORTH	WALL SIGN	9.00	15.00	135.00
Total Area				3,634.70

HANGING SIGNS - LANDSIDE

CTA - UPPER LEVEL ROADWAY	HANGING SIGNS	4.00	14.00	56.00
No of Signs (80 Pylons)		160.00		
Total Area			8,960.00	

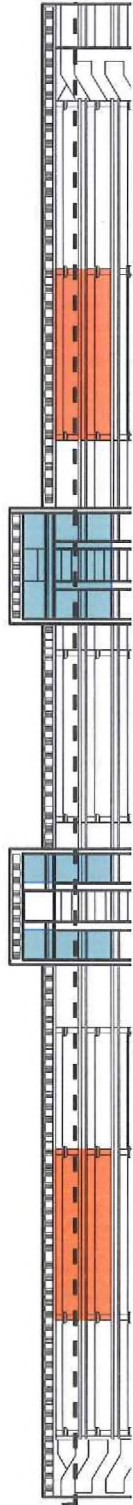
Total LANDSIDE SIGNS **81,522.10**
80,722.10

PASSENGER BOARDING BRIDGES - AIRSIDE

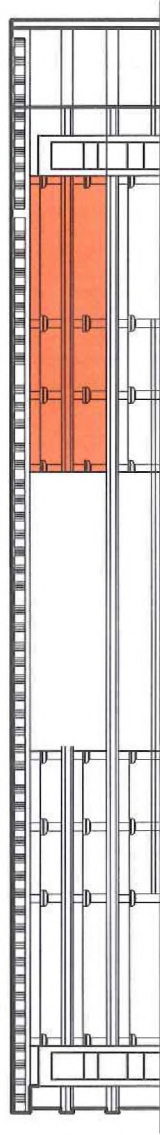
VARIOUS TERMINALS			10.00	80	800
		2 signs per PBB, 181 total			289,600
				Total Area	289,600.00

Total AIRSIDE SIGNS 289,600.00

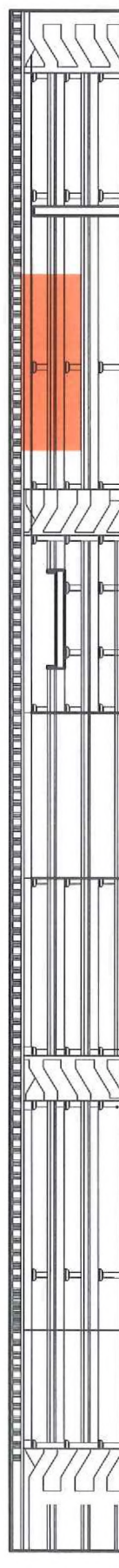
UPPER LEVEL ROADWAY
AT TERMINAL FACADE



PARKING STRUCTURE 1 - NORTH ELEVATION



PARKING STRUCTURE 1 - EAST ELEVATION



PARKING STRUCTURE 1 - SOUTH ELEVATION

SIGN TYPE LEGEND

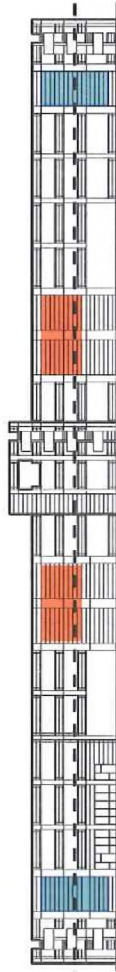
 SUPERGRAPHICS SIGNS

 DIGITAL / CONTROLLED REFRESH I

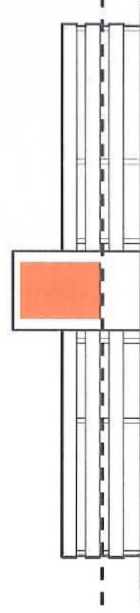
Not to Scale

Source: Gensler, 2012

Note: Locations proposed for Digital/Controlled Refresh I could be used for Digital/Controlled Refresh III or Supergraphic sign (in lieu of digital)



PARKING STRUCTURE 2A - NORTH ELEVATION



PARKING STRUCTURE 2B - NORTH ELEVATION

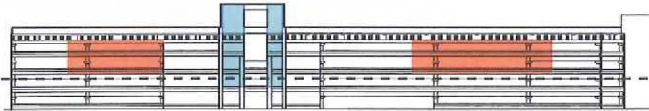
SIGN TYPE LEGEND

- █ SUPERGRAPHICS SIGNS
- █ DIGITAL / CONTROLLED REFRESH I

Not to Scale
Source: Gensler, 2012

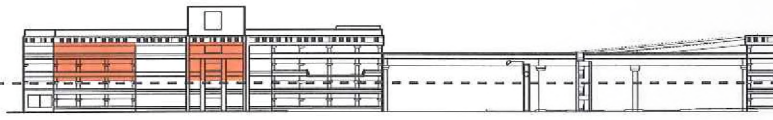
Note: Locations proposed for Digital/Controlled Refresh I could be used for Digital/Controlled Refresh III or Supergraphic sign (in lieu of digital)

UPPER LEVEL ROADWAY
AT TERMINAL FACADE



PARKING STRUCTURE 3 - NORTH ELEVATION

UPPER LEVEL ROADWAY
AT TERMINAL FACADE



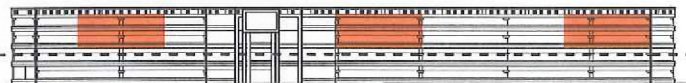
PARKING STRUCTURE 3 - WEST ELEVATION

UPPER LEVEL ROADWAY
AT TERMINAL FACADE



PARKING STRUCTURE 4 - WEST ELEVATION

UPPER LEVEL ROADWAY
AT TERMINAL FACADE



PARKING STRUCTURE 4 - SOUTH ELEVATION

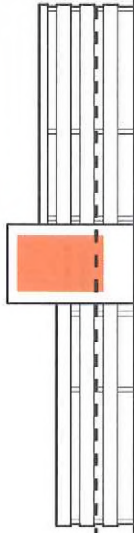
SIGN TYPE LEGEND

-  SUPERGRAPHICS SIGNS
-  DIGITAL / CONTROLLED REFRESH I

Not to Scale
Source: Gensler, 2012

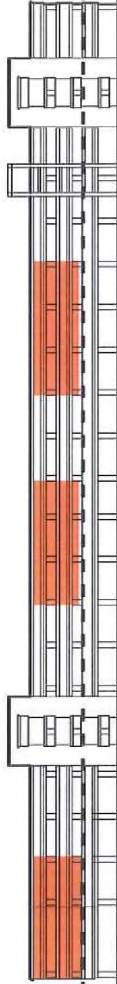
Note: Locations proposed for Digital/Controlled Refresh I could be used for Digital/Controlled Refresh III or Supergraphic sign (in lieu of digital)

UPPER LEVEL ROADWAY
AT TERMINAL FACADE



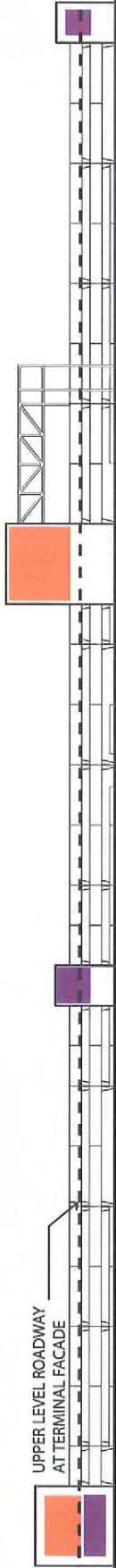
PARKING STRUCTURE 5 - SOUTH ELEVATION

UPPER LEVEL ROADWAY
AT TERMINAL FACADE



PARKING STRUCTURE 6 - SOUTH ELEVATION

UPPER LEVEL ROADWAY
AT TERMINAL FACADE



PARKING STRUCTURE 7 - SOUTH ELEVATION



PARKING STRUCTURE 7 - NORTH ELEVATION

SIGN TYPE LEGEND

WALL SIGNS

DIGITAL / CONTROLLED REFRESH I

Not to Scale

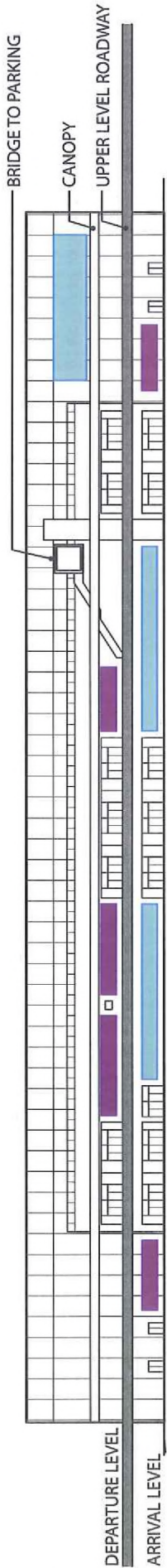
Source: Genster, 2012

Note: Locations proposed for Digital/Controlled Refresh I could be used for Digital/Controlled Refresh III or Supergraphic sign (in lieu of digital)

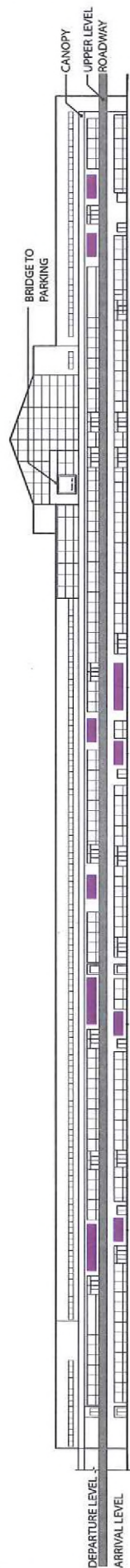
Figure
SP-4

Site Plan

Los Angeles International Airport (LAX) Sign District



TERMINAL 1 - SOUTH ELEVATION



TERMINAL 2 - SOUTH ELEVATION

SIGN TYPE LEGEND

- WALL SIGNS
- SUPERGRAPHICS SIGNS
- DIGITAL / CONTROLLED REFRESH III

Note: Locations proposed for Digital/Controlled Refresh III could be used for Supergraphic sign in lieu of digital

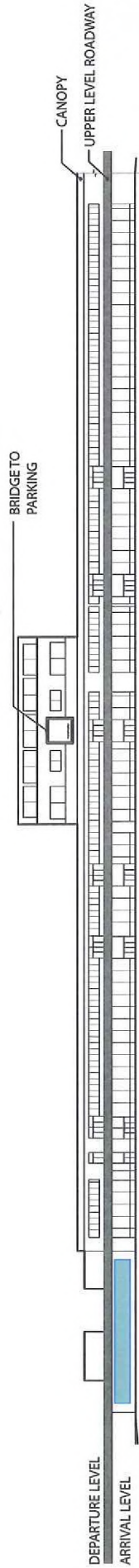
Not to Scale

Source: Gensler, 2012

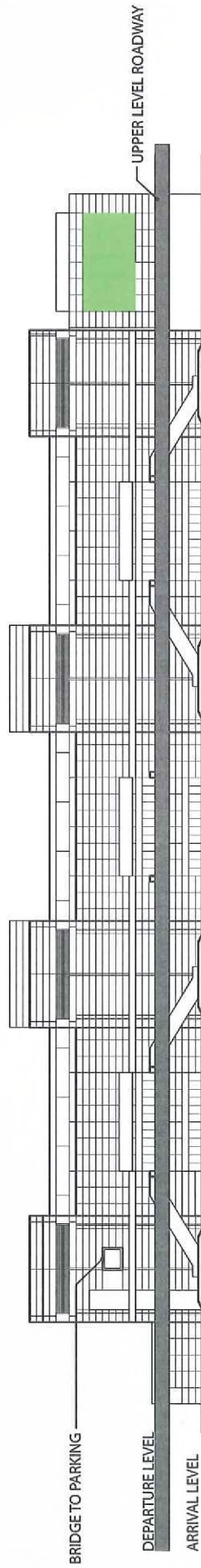
Figure
SP-5

Site Plan

Los Angeles International Airport (LAX) Sign District



TERMINAL 3 - SOUTH ELEVATION



TOM BRADLEY INTERNATIONAL
TERMINAL - EAST ELEVATION

SIGN TYPE LEGEND

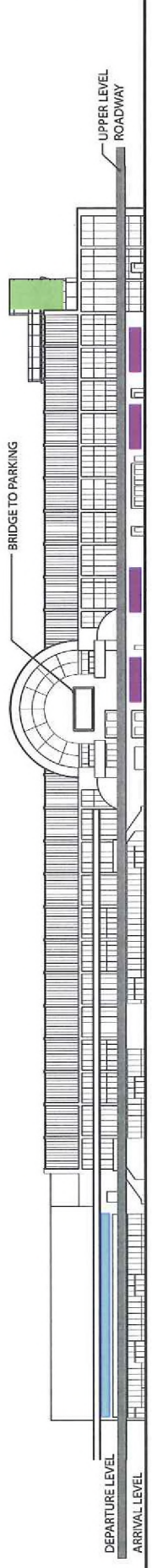
- SUPERGRAPHICS SIGNS
- DIGITAL / CONTROLLED REFRESH III

Not to Scale

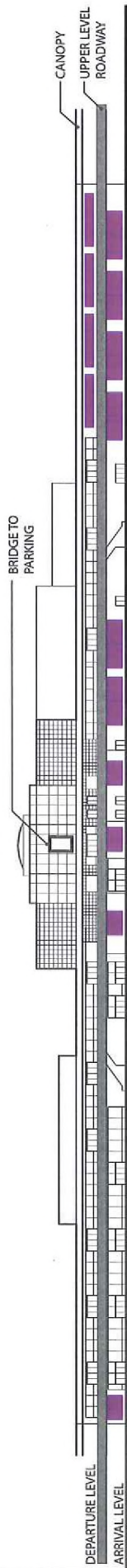
Source: Gensler, 2012

Note: Locations proposed for Digital/Controlled Refresh III could be used for Supergraphic sign in lieu of digital

Los Angeles International Airport (LAX) Sign District	Site Plan	Figure SP-6
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TERMINAL 4 - NORTH ELEVATION



TERMINAL 5 - NORTH ELEVATION

SIGN TYPE LEGEND

- WALL SIGNS
- SUPERGRAPHICS SIGNS
- DIGITAL / CONTROLLED REFRESH III

Not to Scale

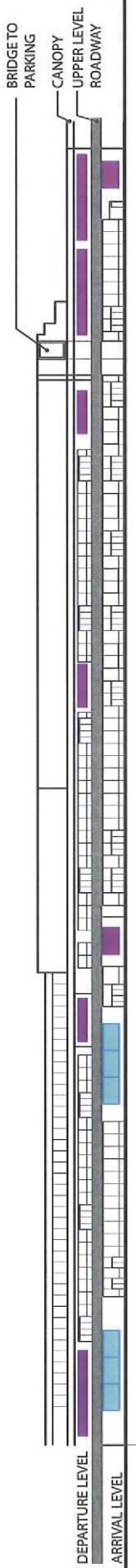
Source: Gensler, 2012

Note: Locations proposed for Digital/Controlled Refresh III could be used for Supergraphic sign in lieu of digital

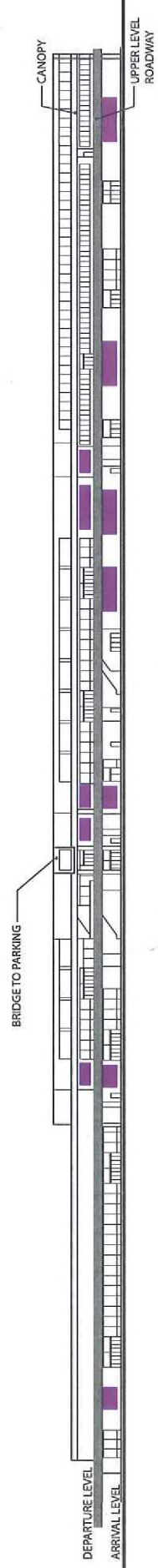
Figure
SP-7

Site Plan

Los Angeles International Airport (LAX) Sign District



TERMINAL 6 - NORTH ELEVATION



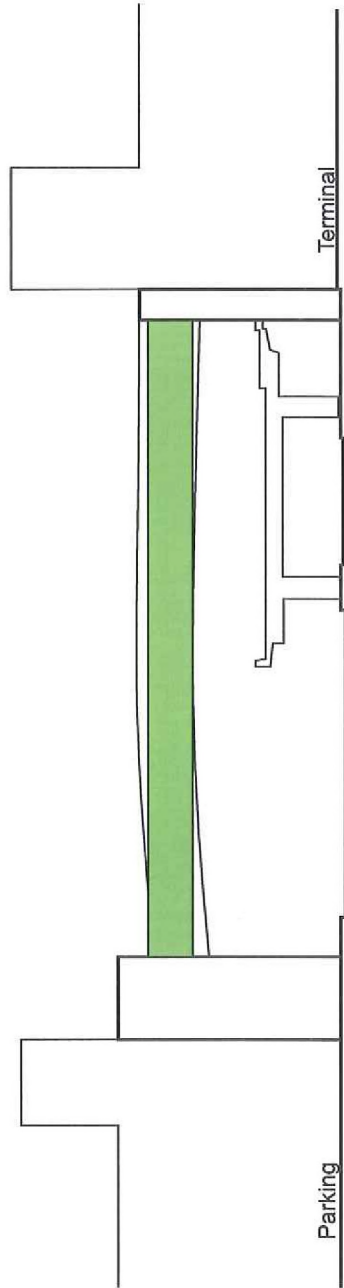
TERMINAL 7 - NORTH ELEVATION

SIGN TYPE LEGEND

- WALL SIGNS
- SUPERGRAPHICS SIGNS

Not to Scale
Source: Gensler, 2012

<p>Los Angeles International Airport (LAX) Sign District</p>	<p>Site Plan</p>
<p>Figure SP-8</p>	



SIGN TYPE LEGEND

DIGITAL / CONTROLLED REFRESH III

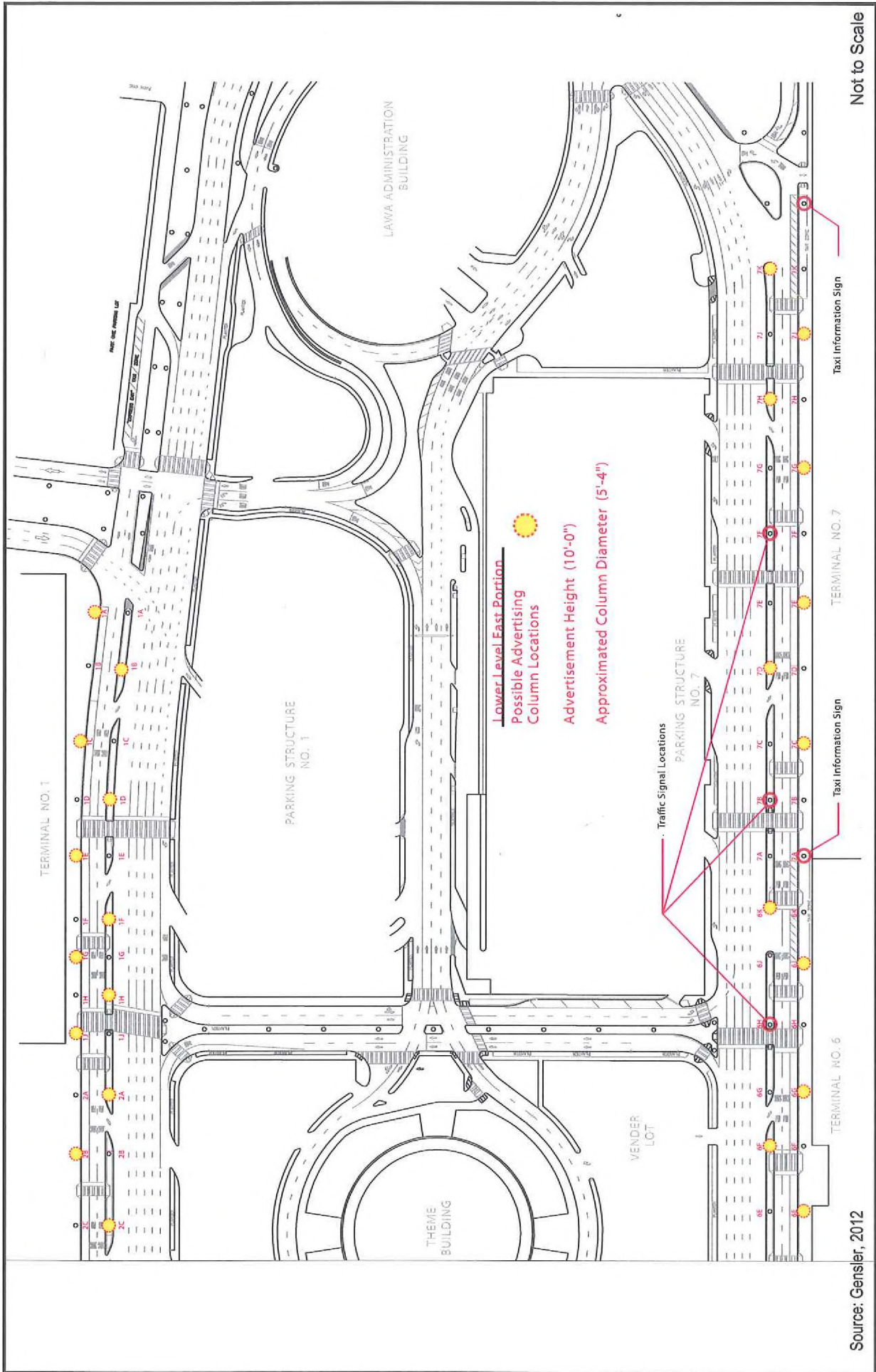
Not to Scale
Source: Gensler, 2012

Note: Locations proposed for Digital/Controlled Refresh III could be used for Supergraphic sign in lieu of digital

Los Angeles International Airport (LAX) Sign District

Site Plan

Figure
SP-9



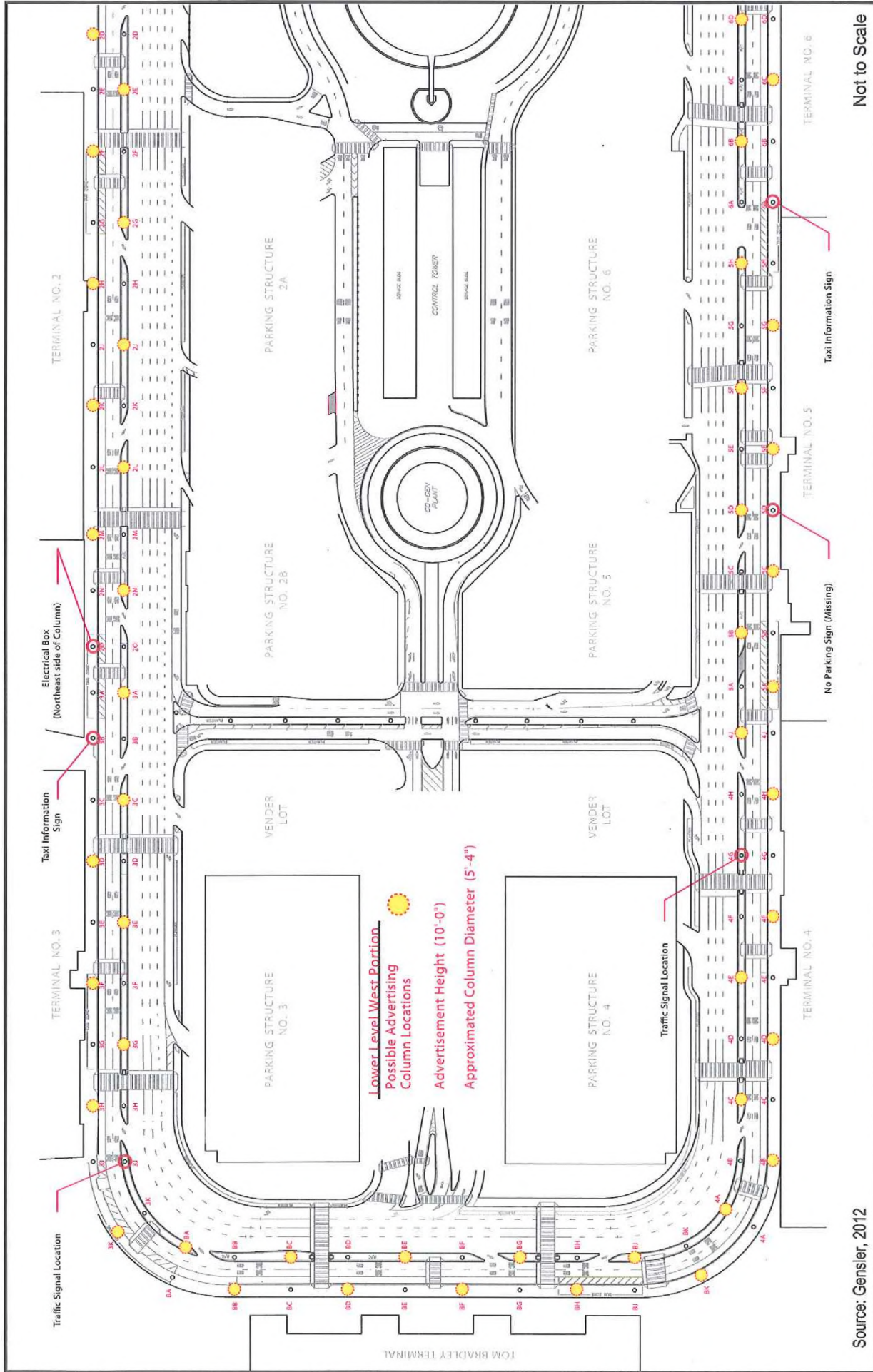
Source: Gensler, 2012

Not to Scale

Figure
SP-10

Site Plan

Los Angeles International Airport (LAX) Sign District



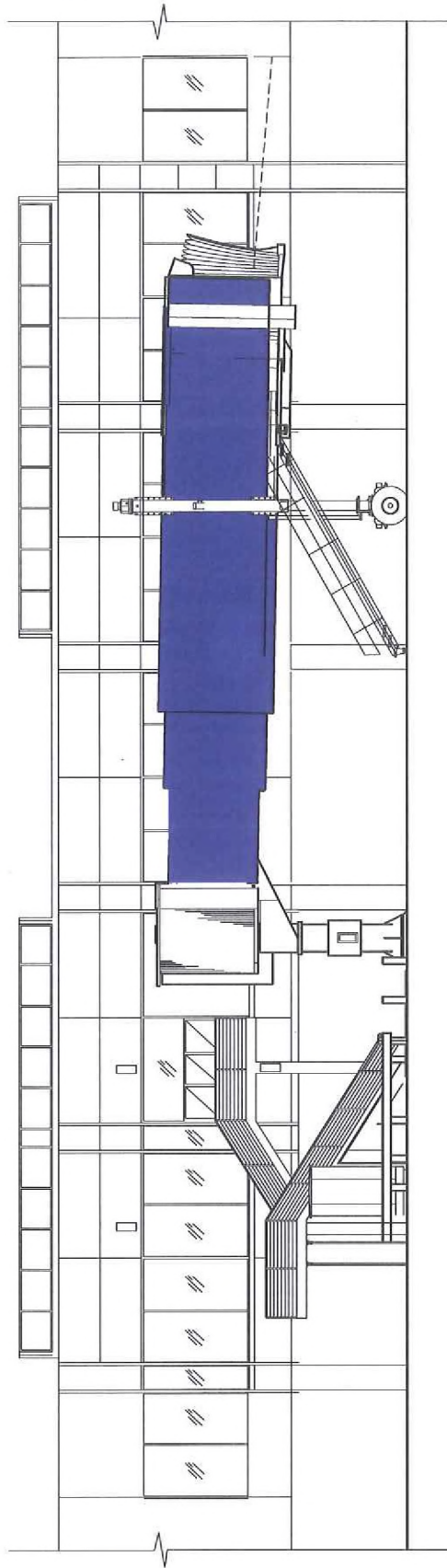
Source: Gensler, 2012

Not to Scale

Figure
SP-11

Site Plan

Los Angeles International Airport (LAX) Sign District



APRON LEVEL

TYPICAL BOARDING BRIDGE

1 SIGN EACH SIDE OF BOARDING BRIDGE

SIGN TYPE LEGEND

■ PASSENGER BOARDING BRIDGE SIGNS

Not to Scale

Source: Gensler, 2012

Los Angeles International Airport (LAX) Sign District

Site Plan

Figure
SP-12

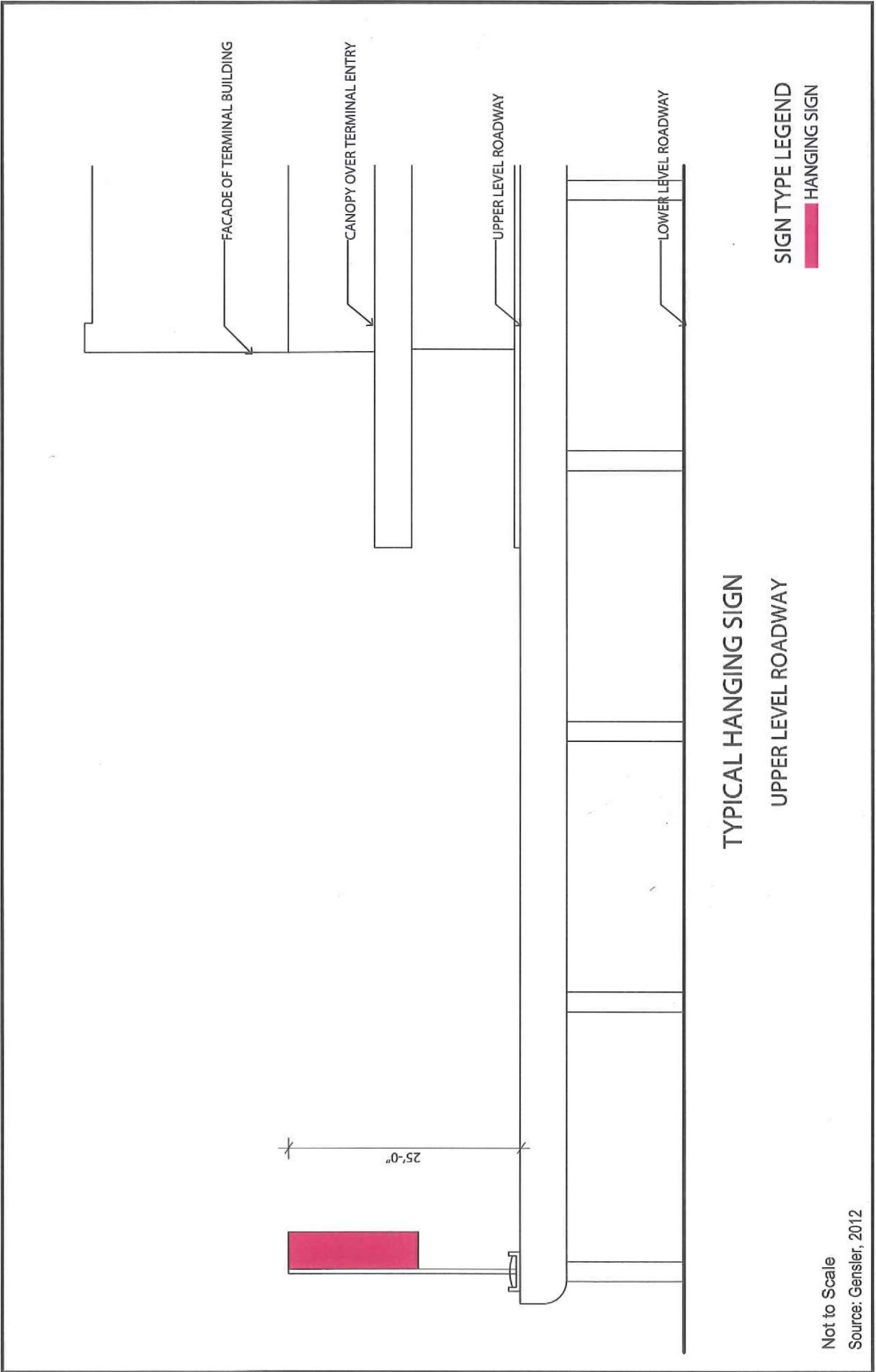


Figure
SP-13

Site Plan

Los Angeles International Airport (LAX) Sign District