

ORDINANCE NO. _____

THE LOS ANGELES INTERNATIONAL AIRPORT (LAX) SIGN DISTRICT

An ordinance amending and restating the Los Angeles International Airport (LAX) Sign District (Ordinance No. 183,737) pursuant to the provisions of Section 13.11 of Chapter 1 of the Los Angeles Municipal Code (Code).

WHEREAS, the General Plan Framework identifies LAX as a Regional Center and major transportation hub, which plays a critical goal in the regional economy.

WHEREAS, the General Plan identifies LAX as a site adjacent to the communities of Westchester/Playa del Rey, El Segundo, Lennox and Inglewood, and is intended to promote an arrangement of airport uses that encourages and contributes to the modernization of the airport in an orderly and flexible manner within the context of the City and region;

WHEREAS, the Project Site is designated for Airport Landside and Airport Airside land uses and is located within the Los Angeles International Airport Community Plan (LAX Plan) area, a component of the Land Use Element of the City's General Plan, which envisions the evolution of LAX into a modern, safe, and secure airport of the 21st century, continuing to serve as the region's principal international gateway within a more regional Southern California aviation system and committed to setting the global airport standard for customer satisfaction and security, regional economic leadership and organizational performance;

WHEREAS, the LAX Plan, and the LAX Specific Plan (last amended by Ordinance 185,164), which is the implementing ordinance for airport-owned properties in the LAX Plan area, are the guiding land use policy and regulatory documents for LAX.

WHEREAS, the LAX Specific Plan establishes zoning and land use regulations and procedures to ensure consistency with the LAX Plan, allows and regulates on-site signage, and states that the LAX Sign District will regulate off-site, supergraphics, digital displays, and mural signs.

WHEREAS, in June 2015, the City Council approved the LAX Sign District to regulate off-site signage within a 469-acre interior portion of LAX surrounding passenger terminal areas.

WHEREAS, in 2024, LAX was the world's eleventh busiest passenger airport, moving approximately 76.6 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.

WHEREAS, 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 contribute 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 by enhancing travelers' visual experience by

fostering a dynamic and engaging pedestrian, tourist, and work environment, and by promoting business, cultural, entertainment, and visitor-serving activities and events in the City of Los Angeles;

WHEREAS, in anticipation of hosting the 2026 FIFA World Cup and 2028 Olympic and Paralympic Games, the City has invested billions into modernizing LAX, including, but not limited to the renovation of terminals and construction of an Automated People Mover (APM) to transport travelers to and from the LAX facilities and the regional transportation system; and

WHEREAS, an amendment to the LAX Sign District would support the LAX Plan and LAX Specific Plan, and is necessary to update the signage regulations to be consistent with LAX modernization efforts, including the repurposing of the former 1961 Airport Traffic Control Tower as a placemaking and signage element, as well as include updates for consistency with other City signage regulations and Chapter 1A of the LAMC.

NOW, THEREFORE,

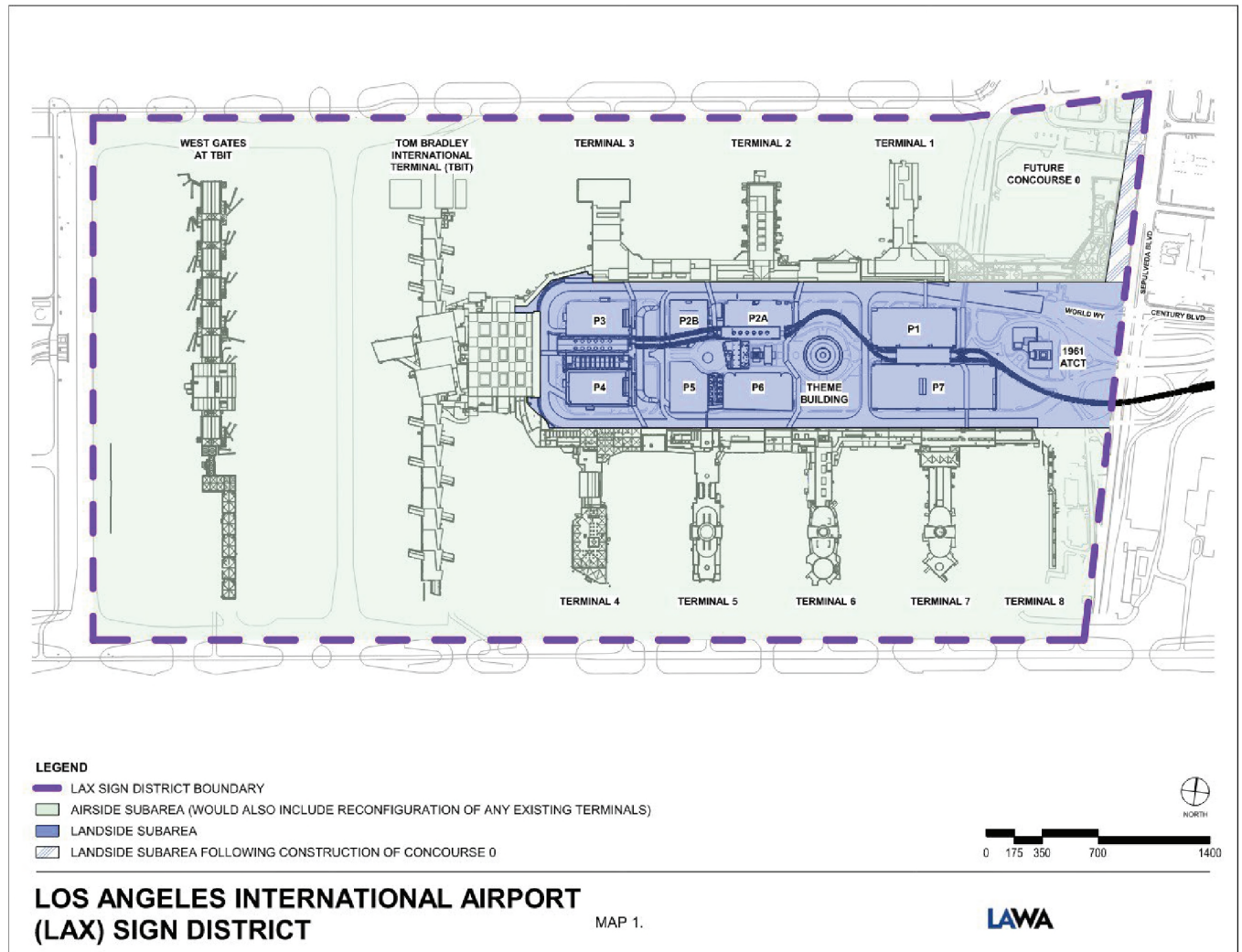
**THE PEOPLE OF THE CITY OF LOS ANGELES
DO ORDAIN AS FOLLOWS:**

**SECTION 1. ESTABLISHMENT AND AMENDMENT OF THE LOS ANGELES
INTERNATIONAL AIRPORT SIGN DISTRICT.**

- A. Boundaries.** The City Council hereby amends and restates the LAX Sign District (Sign District) in its entirety, which shall be applicable to the approximately 469-acre portion of LAX, covering an area that includes the LAX Central Terminal Area along World Way and the area along Sepulveda Boulevard as shown within the boundary lines on Map 1 - Sign District Boundary and Subarea Map. This section supersedes Section 13.11 B of Chapter 1 of the Code to the extent that Section 13.11 B limits Sign Districts to the C, M or R5 Zones, however, a Sign District shall also be permitted in the LAX Los Angeles International Airport Specific Plan Zone.
- B. Subareas.** This Sign District is divided into two Subareas as shown on Map 1. The purpose of the Subareas is to address the relationship between sign intensity and the uses surrounding each Subarea.
 - 1. **Airside Subarea.** The Airside Subarea as shown on Map 1 of this Ordinance is a portion of the Airport Airside area as shown on Figure 2 of the LAX Specific Plan and includes terminal concourses, gates, passenger boarding bridges, airport access ways and equipment which allow for the safe and efficient operation of airport airfield activities.
 - 2. **Landside Subarea.** The Landside Subarea as shown on Map 1 of this Ordinance, which includes portions of the Airport Airside area and Airport Landside area and

shown on Figure 2 of the LAX Specific Plan, including the arrival and departure roadways associated with the Central Terminal Area of LAX, as well as portions of the terminals facing the interior Central Terminal Area roadway, parking structures, roadway columns, the ground access areas and property generally located between Sepulveda Boulevard and Terminal 1, and the area along Sepulveda Boulevard immediately adjacent to the Central Terminal Area.

MAP 1 - SIGN DISTRICT BOUNDARY AND SUBAREA MAP



SECTION 2. PURPOSE.

A. The LAX Sign District is intended to:

1. Promote and enhance LAX as an international gateway to the Pacific Rim and as 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 with the surrounding architecture and other signage at the airport;
4. Promote compatibility between Off-Site Signs and adjacent residential communities by encouraging design strategies that minimize visual impacts such as clutter, excessive scale, illumination, and motion or animation. This approach supports the preservation of neighborhood character and enhances the overall visual environment;
5. Support and enhance limited new Off-Site Signs for LAX in an effort to achieve the urban design, land use, economic development, and modernization objectives of the LAX Master Plan and LAX Specific Plan;
6. Remove blight and improve the various gateways to Los Angeles by attaining public benefits that enhance the transportation and aesthetic resources surrounding LAX;
7. Minimize potential traffic hazards and protect public safety;
8. Allow for flexibility in the use of emerging technologies and evolving planning methodologies, while ensuring that signage remains compatible with the character, scale, and identity of the surrounding area;
9. Encourage signs that contribute positively to the visual environment in a manner that accentuates the architectural characteristics of the airport;
10. Permit a variety of signage elements to allow for creativity and flexibility in design over time; and
11. Coordinate the location and display of signs to enhance the public pedestrian realm, minimize potential traffic hazards, protect public safety, and maintain compatibility with surrounding uses.

SECTION 3. APPLICATION OF SUPPLEMENTAL USE DISTRICT REGULATIONS.

- A.** The regulations of this Ordinance are in addition to those set forth in the Planning and Zoning provisions of the Code and the LAX Specific Plan. These regulations do not convey any rights not otherwise granted under the provisions and procedures contained in the Code or other relevant ordinances, except as specifically provided for in this Ordinance.
- B.** Wherever this Ordinance contains provisions that establish regulations that are different from, more restrictive than, or more permissive than those contained in the Code, this Ordinance shall prevail. Whenever this Ordinance contains references to sign regulations

in Section 4C.11 of Chapter 1A of the Code, they shall supersede references to Section 14.4 of Chapter 1 of the Code in Section 14 of the LAX Specific Plan.

- C. On-Site Signs located within this Sign District shall comply with Section 14.4 of Chapter 1 of the Code, except as modified by the LAX Specific Plan or this Sign District. Off-Site Signs shall comply with all applicable regulations in this Sign District and the LAX Sign District Design Standards and Guidelines. Notwithstanding any other provision of this Ordinance, the LAX Specific Plan, or the Code, any sign permitted and constructed as an Off-Site Sign may contain on-site messages without being subject to On-Site Sign regulations in the Code.

SECTION 4. DEFINITIONS.

Whenever the following terms are used in this Ordinance, they shall be construed as defined in this Section. Words and phrases not defined here shall be construed as defined in Section 4C.11 (Signs) and Section 14.3 (Glossary) of Chapter 1A of the Code and in the LAX Specific Plan.

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.

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

LAX Sign District Design Standards and Guidelines. LAX Sign District Design Standards and Guidelines approved by the Executive Director of Los Angeles World Airports (LAWA) established for the purpose of implementing this Ordinance by implementing parameters for a sign program that respond to the complex and fluid nature of the airport environment by: 1) prioritizing wayfinding signage, 2) structuring the approach to size and placement of Off-Site Signs to minimize distractions to drivers and pedestrians, and 3) providing signage opportunities within a visual field of a consistent size and type.

Off-Site Sign. A sign that displays any message directing attention to a business,

product, service, profession, commodity, activity, event, person, institution, or any other commercial message, which is generally conducted, sold, manufactured, produced, offered or occurs elsewhere than within the boundaries of the Sign District.

On-Site Sign. A sign that is other than an Off-Site Sign.

Pole Sign. A freestanding sign that is wholly independent of a building for support, permanently affixed to the ground using one or more poles or posts.

Supergraphic Sign. A sign, located within the Sign District, 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 that does not comply with the following provisions of the Code: Chapter 1A Sections 4C.11.6.C.9. (Projecting Signs), 4C.11.6.C.4. (Marquee Signs), 4C.11.2. (Temporary Signs), 4C.11.1.E.3 (Original Art Murals, Vintage Original Art Murals & Public Art Installations).

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

SECTION 5. EXISTING SIGNS. RIGHTS OF OWNER TO SIGNS.

- A. Sign Rights.** Existing legally permitted signs may continue to exist and be constructed, operated, maintained, repaired, replaced or structurally altered in accordance with the requirements of Section 91.6216 of the Code.
- B. Historic Sign.** The Terminal 6 Sign Tower sign, as shown in Figure 1 below, located on the roof of Terminal 6, is the only known historic sign within the Sign District as of the effective date of this Ordinance. No modification or replacement of the historic sign is permitted without approval from the Department of City Planning's Office of Historic Resources (OHR). Any approval or determination by OHR shall be made based on conformance with the Secretary of the Interior's Standards.

Figure 1 – Historic Sign



LAX SIGN DISTRICT

FIGURE 1.

LAWA

SECTION 6. PROCEDURAL REQUIREMENTS

- A. Building Permits.** The Los Angeles Department of Building and Safety (LADBS) shall not issue a permit for a sign, a sign structure, sign illumination, or alteration of an existing sign, unless the sign complies with: (1) the applicable requirements of this Ordinance as determined by the Executive Director (also known as the Chief Executive Officer) of LAWA, or their designee (Executive Director); and (2) the applicable requirements of the Code and state and federal laws.
- B. Review Procedure.**
- 1. Executive Director Sign-Off.** With respect to the following signs, only a ministerial Executive Director sign-off on the permit application shall be required prior to issuance of a building permit by LADBS for the following Off-Site Signs within the Sign District.

- a. Column Wrap Signs
- b. Digital Displays
- c. Pole Signs
- d. Supergraphic Signs
- e. Wall Signs

2. **Executive Director Sign-Off Review Procedure.** The Executive Director shall approve the permit if the sign is within the Sign District and otherwise complies with all the applicable requirements of this Ordinance and the LAX Sign District Design Standards and Guidelines, the applicable requirements of the Code, and State and federal laws. The Executive Director's approval shall also be indicated by stamping and dating the permit plans.

- a. Each Off-Site Sign permit application shall include an inventory of all existing and proposed Off-Site Signs within the Sign District at the time of application. Prior to the issuance of any building permit resulting in a change to the total sign area of Off-Site Signs, the Executive Director shall verify that the amounts of total Off-Site Signs proposed do not exceed the maximum allowed by the Sign District. The Executive Director shall at all times maintain an updated summary sheet that accurately reflects: (a) the amount of Off-Site Sign area proposed and built within the Sign District; and (b) the remaining amounts of sign area available under the Sign District.

C. Exempt Signs, Murals, and Art Installations. LADBS permit applications for the following sign types shall be subject to the applicable LADBS review and approval and/or Executive Director review and approval under the LAX Specific Plan, the Code and the Administrative Code, but are exempt from Executive Director's review under this Ordinance:

- 1. On-Site Signs pursuant to the Code or the LAX Specific Plan;
- 2. Original Art Murals;
- 3. Public Art Installations;
- 4. Temporary Signs.

D. Sign Reduction, Visual Blight Reduction, and Community Messaging Program. As set forth under Section 9 (Sign Reduction, Visual Blight Reduction, and Community Messaging Program) of this Ordinance, no building permit shall be issued for any Off-Site Sign within the Landside Subarea prior to compliance with that section.

E. Requests for Deviations, Modifications, and Interpretations of Regulations.

1. **Adjustments, Exceptions, Interpretations.** The procedures for project adjustments, project exceptions, and specific plan interpretations to this Ordinance shall follow the procedures set forth in Section 13B.4 (Specific Plan Implementation) of Chapter 1A of the Code.
2. **Modifications of Entitlement.** The procedures for modifications of entitlement shall follow the procedures set forth in Section 13B.5.4 of Chapter 1A of the Code.
3. **Initiation.** An application for a Project Adjustment, Project Exception, Specific Plan Interpretation, or Modification of Entitlement is filed with LAWA instead of the Planning Department.
4. **Decision and Appeal Authority.** Notwithstanding the provisions of the Code, the initial decision maker for a Project Adjustment and a Specific Plan Interpretation shall be the Executive Director and all references to the Director shall mean the Executive Director instead. In each case where a Planning Commission has the authority for initial review, hearing, appeal and/or approval of a request for Modification of Entitlement, Project Adjustment, Project Exception, or Specific Plan Interpretation, such authority shall be vested in the Board of Airport Commissioners for Los Angeles World Airports (BOAC) in place of the Planning Commission.
5. **Sign District Ordinance Amendment.** The procedures for amendment of this Ordinance shall follow the procedures set forth in Section 13B.1.2 of Chapter 1A of the Code. In addition to the entities listed in Section 13B.1.2.B of Chapter 1A of the Code, BOAC may also initiate an amendment to this Ordinance.
6. **LAX Sign District Design Standards and Guidelines Amendment.** The LAX Sign District Design Standards and Guidelines may be amended by the Executive Director from time to time pursuant to procedures established by LAWA. LAWA shall notify the Department of City Planning, the Council Office, and local Neighborhood Council(s) at least 45 days prior to the Executive Director decision of the intent to amend the LAX Sign District Design Standards and Guidelines.
 - a) The Executive Director must make the following Findings prior to amending the LAX Sign District Design Standards and Guidelines:
 - i. The LAX Sign District Design Standards and Guidelines, as amended, will be in conformance with the goals, policies and intent of the LAX Sign District, LAX Specific Plan, the Community Plan and General Plan.
 - ii. The LAX Sign District Design Standards and Guidelines, as amended, will not result in any additional building mass, height, or bulk.
 - iii. The LAX Sign District Design Standards and Guidelines, as amended, will continue to be pedestrian and transit oriented, especially in the

design and configuration of the street level facades.

- IV. The LAX Sign District Design Standards and Guidelines, as amended, will be in proper relation to adjacent uses or to the development or the community.
- V. The LAX Sign District Design Standards and Guidelines, as amended, will be desirable to the public convenience or welfare.
- VI. The LAX Sign District Design Standards and Guidelines, as amended, will not be materially detrimental to the character of development in the immediate neighborhood.

F. Exceptions. No Modification of Entitlement, or any Adjustment shall be required for: (a) a change in sign advertising or sign text, images or copy; (b) any construction for which a permit is required in order to comply with an order issued by LADBS to repair or replace an unsafe or substandard condition; or (c) a modification to any sign or any sign support structure that results in a change of a sign from a Digital Display to a Non-Digital Display.

SECTION 7. GENERAL REQUIREMENTS.

A. General Requirements of the Code. Unless specified in this Ordinance to the contrary, the general sign requirements set forth in the Code shall apply to this Sign District for permits, plans, design and construction, materials, street address numbers, identification, maintenance, prohibited locations and sign illumination. Notwithstanding the foregoing, any combined area restrictions in Section 4C.11 (Signs) of Chapter 1A of the Code, shall not apply to signs within the Sign District area, but the area for all Off-Site Signs shall be counted in the combined area restrictions specified in this Ordinance. A building permit shall be obtained from LADBS in accordance with the applicable provisions of the Code for any signs, sign structures, and/or sign alterations, other than changes to or replacement of sign face copy.

B. Permitted Signs. Except as otherwise prohibited in Section 7.C (Prohibited Signs), below, and notwithstanding Section 4C.11.1.C.8 (Prohibited Signs) of Chapter 1A of the Code, all signs described and regulated in Section 8 (Standards for Specific Types of Signs) of this Ordinance, all signs otherwise permitted by the Code, and all previously legally permitted signs shall be permitted within the Sign District area.

C. Prohibited Signs. The following signs shall be prohibited:

1. Can Signs;
2. Captive Balloon Signs;
3. Roof Signs;

4. Signs covering window exteriors;
5. Any sign not specifically authorized by this Ordinance or by the Code.

D. Illumination. All signs may be illuminated by either internal or external means. The illumination regulations set forth in the Code shall apply, except as set forth herein. Methods of signage illumination may include but are not limited to electric lamps, such as neon tubes; fiber optics; incandescent lamps; LED; LCD; cathode ray tubes exposed directly to view; shielded spotlights and wall wash fixtures. In addition, signage shall be subject to the following regulations:

1. Signage within the Airside Subarea shall not be illuminated.
2. No sign or combination of signs shall produce greater than 0.3 footcandles (fc) of illumination as measured at the nearest residentially zoned property line.
3. Sign lighting contrast ratios shall be limited to a maximum of 30:1 to eliminate glare.

E. Reflective Materials. Signage shall not use highly reflective materials such as mirrored glass.

F. Green Code. All light sources, including illuminated signage, shall comply with the applicable provisions of CALGreen (Part 11 of Title 24, California Code of Regulations [CCR]), California Energy Code (Part 6 of Title 24, CCR) 130.3 and Section 140.8, and the Green Code of the City of Los Angeles.

G. Digital Display Illumination Standards.

1. **Brightness.** Digital Displays shall have a nighttime luminance, from sunset to sunrise, no greater than 300 candelas per square meter (cd/m²), all white, and a daytime brightness, from sunrise to sunset, no greater than 6,000 cd/m². The Digital Displays shall transition smoothly at a consistent rate from their daytime luminance to their maximum permitted nighttime luminance levels, beginning not less than 45 minutes prior to sunset, and concluding at sunset. After sunrise, signs will transition smoothly from the applicable nighttime maximum luminance of 300 cd/m² for 45 minutes, up to their daytime luminance.
2. **Adjustment of Luminance.** Each Digital Display shall be fully dimmable and shall be controlled so that luminance levels may be adjusted according to the time of day and applicable lighting standards. Sign luminance would be reduced to the maximum nighttime brightness (300 cd/m²) at any time when ambient sunlight is less than 100 footcandles (fc).
3. **Beam Spread.** All light emitting diodes used within a Digital Display shall have a maximum horizontal beam spread of 165 degrees and maximum vertical beam spread of 90 degrees, facing primarily downwards and shall conform to the

applicable provisions of the Code as well as federal and State laws, including the California Business and Professions Code and Vehicle Code.

H. Refresh Rate. The Refresh Rate is the rate at which a Digital Display may change content. Refresh Rates are as follows and shall apply to Digital Displays as set forth in Section 8.B (Digital Displays) of this Ordinance.

1. **Controlled Refresh Rate I.** The refresh (change) rate of a Digital Display, 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. The sign image must remain static between refreshes.
2. **Controlled Refresh Rate II.** The refresh (change) rate of a Digital Display, inclusive of any change in whole or in part of the sign image, which is no more frequent than one refresh event every sixteen seconds, with an instant transition between images. The sign image must remain static between refreshes.
3. **Controlled Refresh Rate III.** The refresh (change) rate of a Digital Display, inclusive of any change in whole or in part of the sign image, which is no more frequent than one refresh event every 1 hour, with an instant transition between images. The sign image must remain static between refreshes.

I. Hazard Review.

1. In connection with the adoption of this Ordinance, the City has completed the initial review otherwise required under Section 4C.11.1.C.5 (Hazard to Traffic) of Chapter 1A of the Code for signs that adhere to the specifications set forth in this Ordinance and, therefore, shall require no further hazard or Code compliance review, except as set forth below.
2. In the event:
 - a) Any Digital Display is not in substantial conformance with the LAX Sign District Design Standards and Guidelines;
 - b) Any sign does not adhere to the requirements of this Ordinance or requires an adjustment, exception or amendment to this Ordinance; or
 - c) Any sign that utilizes New Technologies, as set forth in Section 7.M (New Technologies) of this Ordinance will require a permit from LADBS; and prior to submission to LADBS, must be submitted to the Los Angeles Department of Transportation (LADOT) for hazard evaluation and determination per Section 4C.11.1.C.5 (Hazard to Traffic) of Chapter 1A of the Code. Until LADOT determines that any such sign, individually or in the aggregate with other signs authorized under this Ordinance, does not constitute a hazard, LADBS shall not

issue a permit for the sign or sign structure.

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/removed sign shall be removed and building surfaces shall be restored to their original condition.
2. All sign copy shall be properly maintained and kept free from damage and other unsightly conditions, including graffiti. It must be repaired or replaced immediately upon tearing, ripping, or peeling, or when marred or damaged by graffiti.
3. All sign structures shall be kept in good repair and maintained in a safe and sound condition and in conformance with all applicable codes.
4. Razor wire, barbed wire, concertina wire, or other barriers preventing unauthorized access to any sign shall be hidden from public view.
5. No access platform, ladder, or other service appurtenance, visible from the sidewalk, street, or public right-of-way, shall be installed or attached to any sign structure.
6. Signs that are no longer serving the current tenants, including sign structures, shall be removed and the building facades originally covered by the signs shall be repaired and/or resurfaced with materials and colors that are compatible with the facades.

K. Alterations, Repairs or Rehabilitation. Any alteration, repair or maintenance work on a legally permitted sign or sign structure shall be governed by the Code.

L. 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.

M. New Technologies. The Executive Director may permit the use of any technology or material provided that the material is approved by LADBS if the Executive Director finds that such technology or material is consistent with the regulations described herein.

SECTION 8. STANDARDS FOR SPECIFIC TYPES OF SIGNS.

A. General Sign Area and Location Requirements.

1. **Maximum Permitted Combined Sign Area.** The maximum permitted sign area for Off-Site Signs regulated by this Ordinance is 80,722 square feet within the Landside Subarea and 289,600 square feet within the Airside Subarea.

2. **Permitted Off-Site Sign Types.** Off-Site Signs are authorized to the extent permitted in this Ordinance and the LAX Sign District Design Standards and Guidelines. The following are the types of Off-Site Signs that shall be permitted within the Sign District; only Off-Site Signs shall be included in the calculations of maximum permitted combined sign area:
 - a. Column Wrap Signs;
 - b. Digital Displays;
 - c. Pole Signs;
 - d. Supergraphic Signs;
 - e. Wall Signs.
3. **Locations for Signs.**
 - a. **General.** No sign shall be placed over the exterior surface of any opening of a building, including its windows, doors, and vents, unless the LAFD determines, in writing, that the sign would not create a hazardous condition.
 - b. **Landside Subarea.** Off-Site Signs are prohibited on the Theme Building and the Clifton A. Moore Administration building (excluding the 1961 Former Airport Traffic Control Tower). The location of these buildings is shown on Map 1 of this Ordinance.
 - c. **Airside Subarea.** Off-Site Signs are only permitted on Passenger Boarding Bridges (structures located in the Airside Subarea that connect passengers from terminals to the aircraft at each aircraft gate).
4. **Design Standards and Guidelines.** In addition to the regulations in this section, Off-Site Signs shall also comply with the general, area, and location standards identified in the LAX Sign District Design Standards and Guidelines adopted by the Executive Director.
5. **Sign Reduction, Visual Blight Reduction, and Community Messaging Program.** As set forth under Section 9 (Sign Reduction, Visual Blight Reduction, and Community Messaging Program) of this Ordinance, no building permit shall be issued for any Off-Site Sign within the Landside Subarea prior to compliance with that section.
6. **Digital Displays.**
 - a. **Illumination.** Digital Displays shall be internally illuminated and subject to the

applicable illumination standards of Sections 7.D (Illumination), 7.E (Reflective Materials), 7.F (Green Code), and 7.G (Digital Display Illumination Standards) of this Ordinance.

7. Refresh Rates.

- a. Digital Displays located on the parking structures shall be limited to Controlled Refresh Rate I, except the single Digital Display authorized for the eastern facing facade of Parking Structure 1 shall be limited to Controlled Refresh Rate II. All Controlled Refresh Rate I signs shall refresh in a coordinated manner as established in the LAX Sign District Design Standards and Guidelines.
- b. Digital Displays on the east face of Terminal 1 or the east face of future Concourse 0 shall be limited to Controlled Refresh Rate II. Digital Displays on these buildings and the Digital Display on the eastern facade of Parking Structure 1 shall refresh in a coordinated manner as established in the LAX Sign District Design Standards and Guidelines.
- c. Digital Displays on the 1961 Former ATCT shall be limited to Controlled Refresh Rate II. Digital Displays on the 1961 Former ATCT do not need to refresh simultaneously with other signs.
- d. Digital Displays on Sky Bridges, which are the pedestrian bridges that connect the LAX Central Terminal Area parking structures or an Automated People Mover (APM) Station to the passenger terminal buildings, shall be limited to Controlled Refresh Rate III. All Controlled Refresh Rate III signs shall refresh in a coordinated manner as established in the LAX Sign District Design Standards and Guidelines.

8. Hours of Operation. Digital Displays may be operated 24 hours a day, seven days a week.

9. 1961 Former Airport Traffic Control Tower (ATCT) Signs. The 1961 ATCT is the existing 13-story tower at the eastern end of the Central Terminal Area within the center of the Clifton A. Moore Administration Building that was used for air traffic control from 1961 until 1996. Digital Displays on the 1961 ATCT shall comply with the following regulations.

- a. Prior to the issuance of any sign permit for the 1961 ATCT, an application for a Historic-Cultural Monument shall be submitted to the Department of City Planning.
- b. Prior to the issuance of any sign permit for the 1961 ATCT, sign plans shall be submitted for review and approval by the Department of City Planning's Office of Historic Resources (OHR). Any approval or determination by OHR shall be made based on conformance with the Secretary of the Interior's Standards.

SECTION 9. SIGN REDUCTION, VISUAL BLIGHT REDUCTION, AND COMMUNITY MESSAGING PROGRAM.

A. Sign Reduction Program. As specified below, sign reduction is required for all signs within the Landside Subarea that are Off-Site Signs. Sign reduction shall not be required for Off-Site Signs within the Airside Subarea. As part of the installation of up to 80,722 square feet of Off-Site Signs in the Landside Subarea, LAWA shall be responsible for the removal of 23,520 square feet of legally permitted Off-Site Signs from within the LAX Vicinity Sign Reduction Area (the area 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) within five (5) years from the issuance of the first building permit for new Off-Site Signs pursuant to this Ordinance. All signage removed from within the LAX Vicinity Sign Reduction Area in the ten (10) years preceding implementation of this Ordinance shall be credited toward this Sign Reduction Program. LAWA shall develop the LAX Vicinity Sign Reduction Program in consultation with the Department of City Planning and Council District 11.

Upon the effective date of this Ordinance, LAWA may install up to 80,722 square feet of new Off-Site Signs in the Landside Subarea. As part of the leases, licenses or other agreements for all new Off-Site Signs within the LAX Sign District, the BOAC 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 (LSR) Trust Fund pursuant to the requirements below. The LSR Trust Fund monies, including, without limitation, any expenditures, shall be controlled by the BOAC in its sole discretion and used exclusively to satisfy the requirement in Section 9.A above for the removal of 23,520 square feet of existing Off-Site Signs in the LAX Vicinity Sign Reduction Area.

LAWA shall be solely responsible for documenting the total amount of total square footage of Off-Site Signs removed from the LAX Vicinity Sign Reduction Area, and shall provide to the Department of City Planning and Council District 11 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 Signs removed. This reporting requirement shall remain in place until 23,520 square feet of lawfully permitted Off-Site Signs from within the LAX Vicinity Sign Reduction Area have been removed. Payments into the LSR Trust Fund shall continue for as long as necessary to satisfy LAWA's obligation to remove 23,520 square feet of existing Off-Site Signs from the LAX Vicinity Sign Reduction Area. Upon satisfaction of this sign removal requirement, any remaining monies in the LSR Trust Fund shall be freed from any further restriction and LAWA may use such monies for any LAWA purpose.

B. Sign Reduction Program. The following shall be provided to demonstrate compliance with the Sign Reduction Program:

1. **Proof of Sign Removal.** A final demolition permit and photographic evidence that

such sign has been removed prior to the issuance of any building permit for any Off-Site Digital Display or Supergraphic Sign subject to this Section of this Ordinance.

C. Visual Blight Reduction Program. Prior to the installation of any Off-Site Signs within the Landside Subarea, LAWA shall prepare and present a Visual Blight Reduction Program (VBR) to the BOAC for adoption and implementation. The BOAC shall be solely responsible for adoption and implementation of the Visual Blight Reduction Program, including, without limitation, any expenditure of funds from the VBR Trust Fund defined below.

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 9.A, to mitigate the ongoing impacts of new Off-Site Signs at LAX. The program shall be limited in geography to the LAX Plan Area and the Westchester - Playa del Rey Community Plan Area with the following priorities: (a) within the VBR Primary Area defined as the corridors of (1) Century Boulevard (west of Aviation Boulevard), (2) Sepulveda Boulevard (south of Manchester Avenue and north of Imperial Highway), (3) Lincoln Boulevard (south of Westchester Parkway), and (4) World Way (any location); (b) within the VBR Secondary Area defined as the corridor of Century Boulevard between Aviation Boulevard and the Interstate 405 freeway; and (c) areas outside of the VBR Primary Area and the VBR Secondary Area subject to review and approval by the Federal Aviation Administration (FAA). The program may include streetscape and landscape capital improvements, graffiti abatement, wayfinding signage, and streetscape maintenance funding.
2. **Development of VBR.** As required by the originally adopted LAX Sign District, LAWA has developed the Visual Blight Reduction Program in consultation with the Department of City Planning and Council District 11. The BOAC adopted it on April 20, 2017 (Resolution No. 26219), prior to the installation of any Off-Site Signs in the Landside Subarea.
3. **Funding.** The BOAC shall require that a one-time payment in the amount of \$3,750,000 be deposited into a LAWA Visual Blight Reduction (VBR) Trust Fund within five years from the issuance of the first building permit for new Off-Site Signs pursuant to this Ordinance. The VBR Trust Fund monies shall be controlled by the BOAC and used exclusively to satisfy the requirements in Section 9.C above.
4. **Term.** As required, the Visual Blight Reduction Program was adopted by the BOAC within two years of the effective date of this Ordinance. The funding requirement of Section 9.A shall remain in place to the extent that such Off-Site Signs approved by this Ordinance remain operational. Upon removal of all 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 VBR Trust Fund shall be free from any further restriction and LAWA may use such monies for any LAWA purpose.

D. Community Messaging Program. Digital Displays may be utilized by LAWA and the City as follows.

1. **LAWA Messaging.** LAWA may utilize advertising time of the Digital Displays each month 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.
2. **Emergency Messaging.** LAWA may display emergency messages on the Digital Displays during emergencies that involve the need to reach the traveling public at-large.

SECTION 10. 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. The City Council hereby declares that it would have passed this Ordinance and each portion or subsection, sentence, clause and phrase herein, irrespective of the fact that any one or more portions, subsections, sentences, clauses or phrases be declared invalid.

SECTION 11. CITY CLERK CERTIFICATION AND PUBLICATION

The City Clerk shall certify to the passage of this Ordinance and have it published in accordance with Council policy, either in a daily newspaper circulated in the City of Los Angeles or by posting for ten days in three public places in the City of Los Angeles: one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall; one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall East; and one copy on the bulletin board located at the Temple Street entrance to the Los Angeles County Hall of Records.