

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;

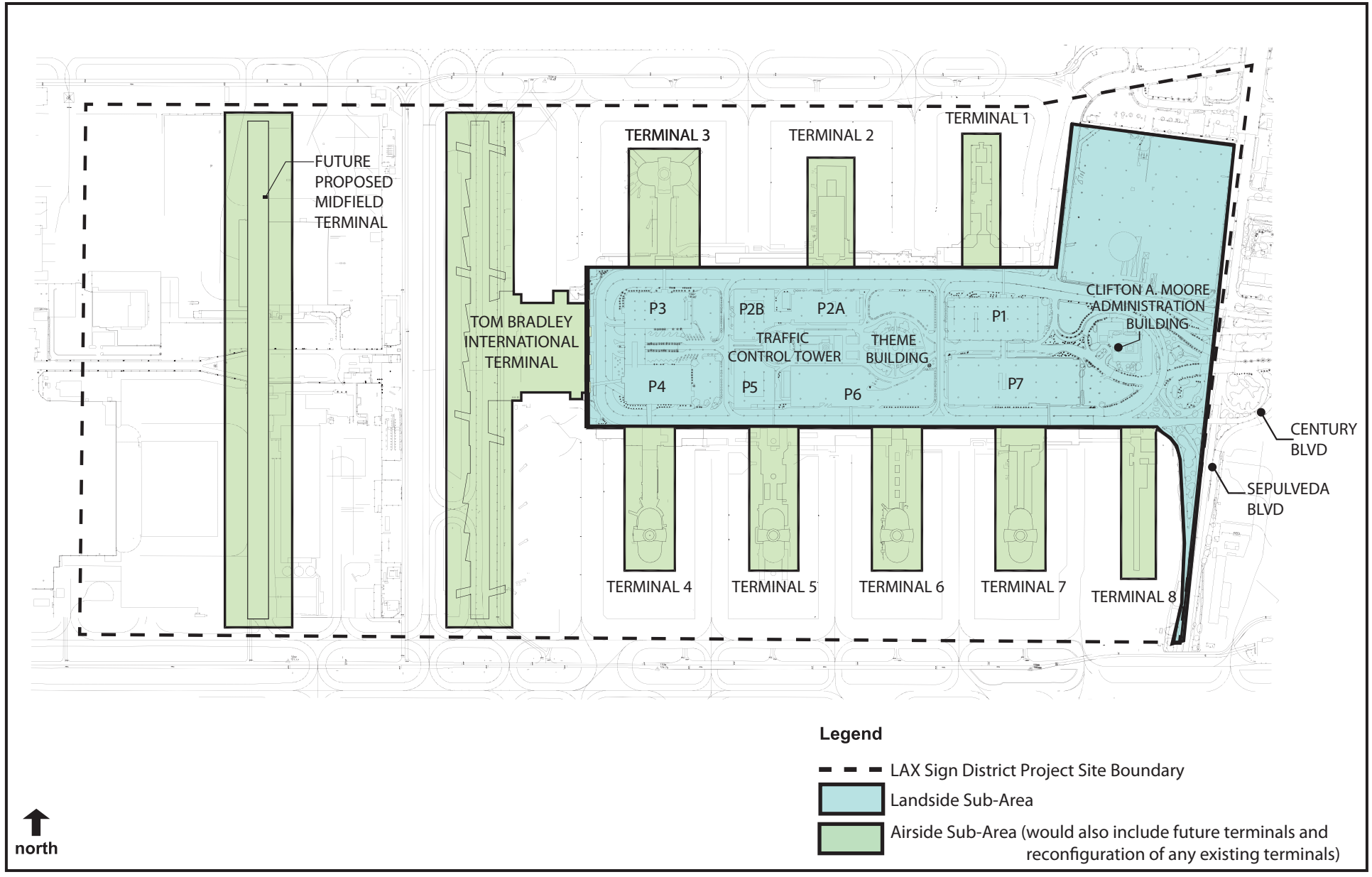
WHEREAS, signage is a common and important feature at world-class airports and plays a role in defining the image of the airport enhancing the visual experience of travelers and fostering a dynamic and engaging pedestrian, tourist, and work environment, as well as promoting business, cultural, entertainment,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



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

INSERT TABLE 1 AND SITE PLAN

DRAFT