
I. INTRODUCTION

SUMMARY OF THE PROPOSED PROJECT

The proposed Project entails the development and implementation of a Sign District at the Los Angeles International Airport (LAX), in which new off-site signage would be permitted subject to certain restrictions. The Project site (i.e., Sign District) encompasses a 502-acre area within the interior portion of LAX that includes the Central Terminal Area (CTA), the area along Sepulveda Boulevard known as the Park One Property, and an area that extends to the west of Taxiway R. Although the Project site is a 502-acre area, the proposed signage is limited to approximately 203 acres, which is about 40 percent of the Project site and approximately 6 percent of LAX (which is approximately 3,650 acres). The proposed Project includes a maximum of approximately 81,522 square feet (sq ft) of proposed new off-site signage within the Landside Sub-Area and a maximum of approximately 289,600 sq ft of proposed new off-site signage within the Airside Sub-Area (on passenger boarding bridges). The proposed Project would include a range of new off-site signage, including supergraphics, wall signs, digital display signs, and other signs such as signs on passenger boarding bridges, hanging signs, and column wraps. Off-site signs advertise a business, use, facility, service, or product not found at LAX (non-airport-related signage).

The proposed Project would include a sign ordinance which would contain provisions that establish regulations such as sign types, placement, number, dimensions, illumination, motion/animation, content, etc. The regulations of the proposed LAX Sign District would supersede the regulations set forth in the Los Angeles Municipal Code. The proposed Project would also include a program to remove a number of billboards in the Los Angeles World Airport's (LAWA) control and compliance with other applicable requirements from the Department of City Planning.

Signage is a common feature at airports that plays a role in defining the image of the airport that affects the visual experience of the passenger or visitor. Major airports across the country and internationally, including John F. Kennedy International Airport, Miami International Airport, Baltimore-Washington International Thurgood Marshall Airport, George Bush Intercontinental Airport, John Wayne Airport Orange County, LaGuardia Airport, Toronto International Airport, Fiumicino International Airport, Ninoy Aquino International Airport, Delhi International Airport, and Dubai International Airport feature signage similar to the existing and proposed signage at LAX. These airports strive to elevate brands in their key markets by extending ambassadorial messages to arriving and departing passengers, and those driving past the airport on roadways. These major U.S. and international airports have iconic and dominant format signs that are strategically positioned outside the airport terminals for maximum reach and impact on passenger and vehicular traffic. Additionally, major United States airports provide advertising on the interior and exterior of passenger boarding bridges. Like major airports around the country, the proposed Project would engage the traveling public, make a standout impression, and support trade and commerce.

Similar to these other airports, various types of "on-site" signs (signs which promote a business, use, facility, service or product located on-site at LAX or airport-related) are already allowed and utilized at LAX within the Project site. These on-site signs currently include tenant signage on the terminals and on passenger boarding bridges and on-site related wall signs and supergraphics on sky bridges, as well as the existing off-site billboard signs at the Park One Property. Other signage within the Project site includes wayfinding, terminal identification, traffic, and parking signage. The Project proposes the establishment of a Sign District to permit new "off-site"

signs, which are signs that advertise a business, use, facility, service, or product not found at LAX (non-airport-related signage) in compliance with the Los Angeles Municipal Code. The proposed Project is designed to be an integral part of the LAX visual landscape, taking into consideration the special characteristics and role of LAX, as well as the surrounding communities. The program includes a focus on the internal areas of LAX and the CTA, which is internal to LAX, and limits off-site visibility of the signage.

LAX is a regional destination that serves as a center of commerce and international transport. As a world-class airport and international gateway for local and visiting travelers, it is a vital component of the local, regional, and state economy that occupies a unique role in Los Angeles. It is the sixth busiest airport in the world and the third busiest in the United States. Nearly 63 million passengers used LAX in 2012, making it the most traveled "origin and destination" airport around the globe. As the top gateway to Asia and the Pacific region, it is one of the busiest airports in the country for international traffic.

As an airport, the Project site represents a unique location for signage. The Project site encompasses a 502-acre area within the interior portion of LAX and the proposed signage would affect approximately 6 percent of LAX (or approximately 203 acres of the 3,650-acre LAX). The Project site is a highly developed and illuminated environment that provides for the safe and efficient movement of pedestrians, vehicles and aircraft. The Project site is limited to the CTA and portions of the airfield associated with the terminals and gates (i.e., passenger boarding bridges). The CTA portion of the Project site is arranged similar to a "campus" in that there is an internal collection of buildings (i.e., terminals and parking structures) and roadways (both upper and lower) that are in a U-shaped area. The roadway within the CTA is one-way with recirculation roadway segments located in the interior (both levels). There are six signalized intersections and 18 signalized pedestrian crosswalks within the CTA. The CTA roadway has a speed limit of 25 miles per hour. The proposed new off-site signage within the Airside Sub-Area is limited to signage on the exterior of passenger boarding bridges, which extend from the terminal gates, as needed, to load and unload passengers from the aircraft. The Project site operates on a 24-hour basis.

As a whole, the proposed Project would help foster a dynamic and engaging pedestrian, tourist, and work 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 Project would encourage creative, well-designed signs that contribute in a positive way to the airport's visual environment and create a bold, lively and uniform aesthetic appearance in the messaging, theming and branding occurring throughout LAX that contributes to an image of quality and excellence for the City and promotes Los Angeles as a destination of regional importance.

The estimated implementation date for the construction of the new off-site signage within the Project site is 2013. The advertising material would be periodically changed. Maintenance on the fixtures would occur as needed.

ENVIRONMENTAL REVIEW PROCESS

The proposed Project was reviewed by the City of Los Angeles Department of City Planning, which determined that the Project required the preparation of an Environmental Impact Report (EIR).

Comments from identified responsible and trustee agencies, as well as interested parties on the scope of the EIR, were solicited through a Notice of Preparation (NOP) process. The NOP for the 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. Refer to Appendix A to the Draft EIR for a copy of the Initial Study, NOP, and the two written comments submitted to the Department of City Planning in response to the NOP.

On October 11, 2012, the City released the Draft EIR for public comment. The comment period was 45 days, starting on October 11, 2012, and ending on November 26, 2012, as provided for by Section 15105 of the California Environmental Quality Act (CEQA).

Before approving a project, CEQA required the Lead Agency to prepare and certify a Final Environmental Impact Report (Final EIR). The contents of a Final EIR are specified in Section 15132 of the State CEQA Guidelines, as follows:

The Final EIR shall consist of:

- a) The Draft EIR or a revision of the Draft.*
- b) Comments and recommendations received on the Draft EIR either verbatim or in summary.*
- c) A list of persons, organizations, and public agencies commenting on the Draft EIR.*
- d) The responses of the Lead Agency to significant environmental points raised in the review and consultation process.*
- e) Any other information added by the Lead Agency.*

The Lead Agency must provide each agency that commented on the Draft EIR with a copy of the Lead Agency's proposed response at least 10 days before certifying the Final EIR.

ORGANIZATION OF THE FINAL EIR

This document, together with the Draft EIR for the Project, and the Technical Appendices to the Draft EIR, constitute the "Final EIR" for the Project. The Draft EIR consisted of the following:

- The Draft, which included the environmental analysis for the Project and Technical Appendices, which included:

Appendix A: Initial Study, Notice of Preparation, and Written Comments to NOP

Appendix B: Sign Lighting Survey

This Final EIR is organized in the following Chapters:

I. Introduction

This Chapter is intended to provide a summary of the Project description, CEQA requirements, and EIR history for the Project.

II. List of Commenters

This Chapter includes a list of persons, organizations, and public agencies who submitted comments on the Draft EIR.

III. Responses to Comments

This Chapter includes detailed responses to the comment letters submitted to the City in response to the Draft EIR. Copies of the original comments letters are included in this Chapter.

IV. Corrections and Additions

This Chapter provides a complete overview of the corrections and additions that have been incorporated into the Draft EIR since the public review period.

V. Project Design Features and LAX Master Plan (LAWA adopted) Commitments Monitoring and Reporting Program

This Chapter provides a complete list of the Project Design Features and applicable LAX Master Plan (LAWA adopted) Commitments detailed in the Draft EIR that are included with implementation of the proposed Project. 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 or LAX Master Plan Commitments, (4) the method or means of implementing the Project Design Features or LAX Master Plan Commitments, (5) the party who would be responsible for enforcing the Project Design Features or 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 or LAX Master Plan Commitments.