

ORDINANCE NO. 183737

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;

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 contributes to an image of quality and excellence for the City and promotes Los Angeles as a destination of regional importance;

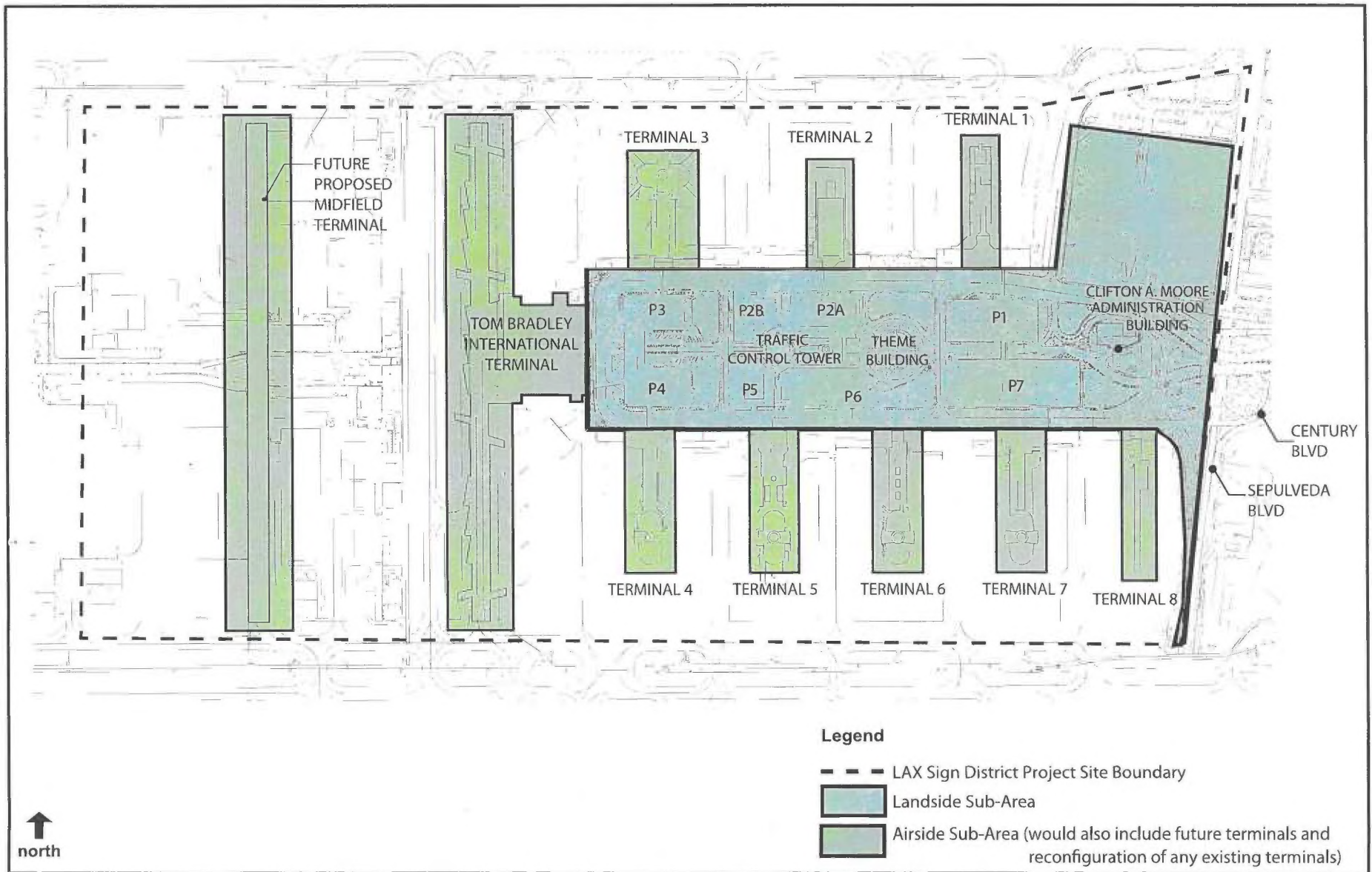
WHEREAS, signage is a common and important feature at world-class airports and plays a role in defining the image of the airport by enhancing travelers' visual experience by fostering a dynamic and engaging pedestrian, tourist, and work environment, and by promoting business, cultural, entertainment,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

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 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:**

Section 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 District Map. This section supersedes Section 13.11 B of the Code to the extent that Section 13.11 B limits Sign Districts to the C, M or R5 Zones, and does not allow Sign Districts in the LAX Los Angeles International Airport Specific Plan Zone.



Los Angeles International Airport (LAX) Sign District

Figure 1. Map of District

Sec. 2. **PURPOSES AND SCOPE.**

A. The Los Angeles International Airport (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. Protect adjacent residential communities from potential adverse impacts of new Off-Site Signs by preventing visual clutter, including visual impacts resulting from signs that are excessive in number, size, illumination, and sign motion/animation;
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; and
7. Minimize potential traffic hazards and protect public safety.

B. Non-commercial and on-site advertising signs located within this District shall comply with Article 4.4 of Chapter 1 of the Code, except as modified by the LAX Specific Plan or Section 6 of this Sign District. Off-site advertising signs shall comply with all applicable regulations in this Sign District. This Sign District does not regulate interior signs (*i.e.*, signs located within buildings).

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. The implementation of this Ordinance shall be subject to and in accordance with applicable federal aviation requirements and grant assurances based on guidance from the Federal Aviation Administration (FAA).

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 Chapter 1 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 is:

1. 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. structurally separate from a building or other improvement on a lot, and/or
3. 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. 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.

BOAC. The Board of Airport Commissioners for LAWA.

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 Director of Planning.

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 the 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.

OFF-SITE SIGN. As defined in Section 14.4.2 of the Code, 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 on the premises where the sign is located.

ON-SITE SIGN. As defined in Section 14.4.2 of the Code, a sign that is other than an Off-Site Sign.

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.

TOTAL SIGN AREA. The maximum permitted sign area for signs regulated by this ordinance.

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.

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 and Article 4.4 of Chapter 1 of the Code as determined by the Executive Director; and (2) relevant requirements of the Building and Electrical Code, as determined by the Building Official.

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 shall 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, developed in direct consultation with an environmental graphics firm, 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 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.B 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.

E. Appeals. Appeals of the issuance of building permits are governed by Sections 98.0403 and 12.26K of the Code.

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 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, the LAX Specific Plan or the Code.

C. Prohibited Locations for Signs. Except for Identification Signs, Information Signs, and Wayfinding Signs, no signs may be erected upon 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 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 On-Site and Off-Site Sign Types.** On-Site and Off-site Signs are authorized to the extent permitted in Table 1, which is attached hereto. Following are the new types of On-Site and 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 On-Site and Off-Site Signs.** The size and dimensions of individual On-Site and Off-Site Signs shall be as set forth in Table 1, and as further limited by the requirements for specific sign types set forth in Section 7.

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.

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, direct light sources onto adjacent buildings and structures to the greatest reasonable extent. 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 sign. 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 sign. 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. Signs 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. Signage illumination 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 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. Digital Display Signs shall be 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 restricts 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 Section 14.4.5 of the Code. 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. Existing non-conforming signs shall not 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 ON-SITE AND OFF-SITE 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 in 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 in area.

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

4. **Refresh Rates.** Digital Display Signs located on parking structures shall be limited to Controlled Refresh I, except the single Digital Display Sign authorized for the eastern facing façade of Parking Structure 1 shall be limited to one refresh every 14 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 may 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 in 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. 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 23,520 square feet of lawfully permitted Off-Site Billboard Signs from within the LAX Vicinity Sign Reduction Area within five (5) years from the issuance of the first building permit for new Off-Site Signs pursuant to this ordinance. 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 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 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 8.A above for the removal of 23,520 square feet of existing Off-Site Billboard Signs in the LAX Vicinity Sign Reduction Area. To the extent that LAWA has not removed 23,520 square feet of existing Off-Site Signs within five (5) years from the issuance of the first building permit for new Off-Site Signs pursuant to this ordinance, the permitted maximum total of Off-Site signs in the Landside Sub-Area shall be adjusted pursuant to 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. If applicable, the Reduced Maximum is intended to be adjusted over time on a periodic basis to reflect the total square footage of Off-Site Billboard Signs actually removed by LAWA from the LAX Vicinity Sign Reduction Area. Any Off-Site Signs that exceed the Reduced Maximum shall be removed. LAWA shall be solely responsible for documenting the total amount of total square footage of Off-Site Billboard 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 Billboard Signs removed. This reporting requirement shall remain in place until 23,520 square feet of lawfully permitted Off-Site Billboard 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 Billboard 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.

The removal of Billboard Signs requires a permit and inspection from LADBS.

B. Visual Blight Reduction Program. Whereas the City of Los Angeles has prohibited the installation of new Off-Site Signs 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, as defined below. 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. 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 8.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 subject to review and approval by the FAA, provided that LAWA can demonstrate that LAWA is developing its properties in Manchester Square for an airport access facility; and (c) areas outside of the VBR Primary Area and the VBR Secondary Area subject to review and approval by the FAA. The program may include streetscape and landscape capital improvements, graffiti abatement, wayfinding signage, and streetscape maintenance funding.

2. LAWA shall develop the Visual Blight Reduction Program in consultation with the Department of City Planning and Council District 11, and shall present it to the BOAC for adoption prior to the installation of any Off-Site Signs in the Landside Sub-Area.

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 requirement in Section 8.B above.

4. **Term.** The Visual Blight Reduction Program shall be adopted by the BOAC within two years of the effective date of this ordinance. The funding requirement of Section 8.B.3 shall remain in place to the extent that such Off-Site Signs approved by this ordinance remains 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.

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

1. **LAWA Messaging.** LAWA may utilize advertising time of the Digital Display Signs 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 Display Signs during emergencies that involve the need to reach the traveling public at-large.

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.

Sec. 10. 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.

I hereby certify that this ordinance was passed by the Council of the City of Los Angeles, **by a vote of not less than two-thirds** of all of its members, at its meeting of JUN 17 2015.

HOLLY L. WOLCOTT, City Clerk

By  Deputy

Approved 6/23/15


 Mayor

Approved as to Form and Legality

Pursuant to Charter Section 559, I **disapprove** this ordinance on behalf of the City Planning Commission and recommend that it not be adopted

MICHAEL N. FEUER, City Attorney

June 17, 2015
See attached report.

By 
MICHAEL J. BOSTROM
Deputy City Attorney

Date 6-17-15


For Michael LoGrande
Director of Planning

File No(s). CF 13-0285-S2