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**Los Angeles International Airport (LAX) Sign District
Planning and Land Use Management Committee
August 26, 2014**

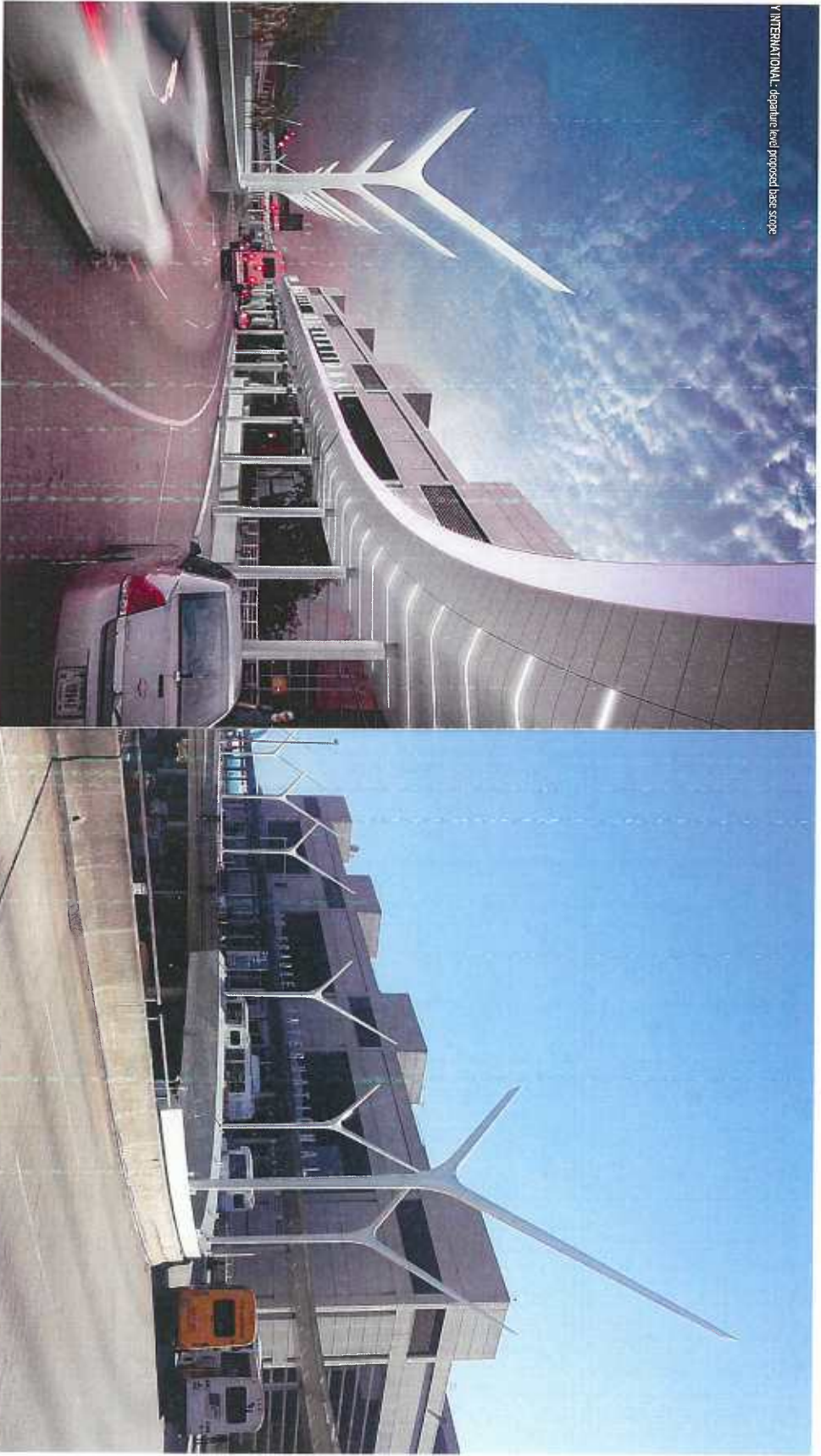
Sign District Overview and Purpose



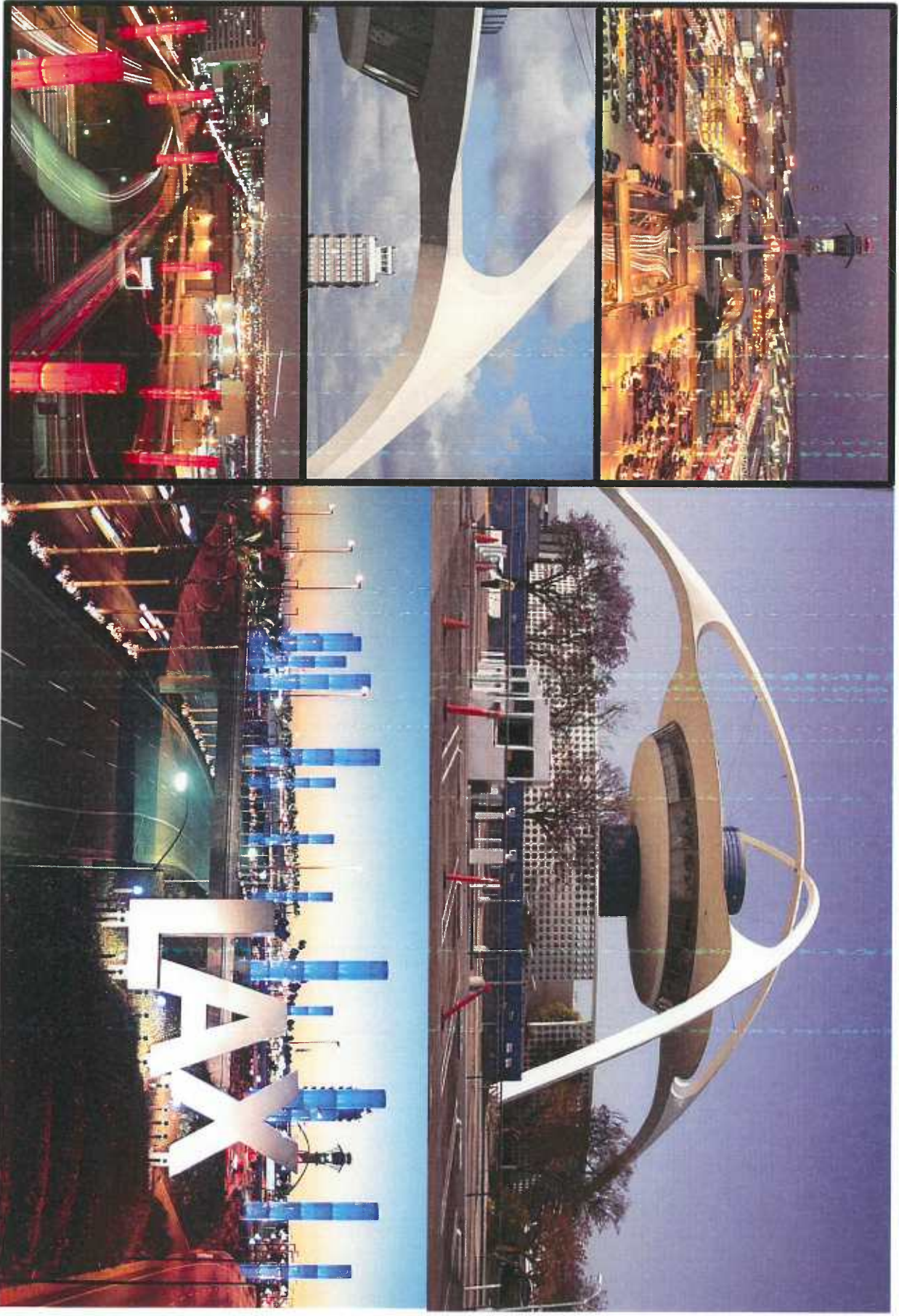
The LAX Sign District is part of the transformative modernization program at LAX intended to:

- Promote and enhance the uniqueness of LAX as a regional economic engine and as an international gateway through creative, well-designed signs that contribute in a positive way to the visual environment and advance the new overall campus vision at LAX
- Ensure that new off-site signs are responsive to and integrated with the aesthetic character of the architecture and compatible with safe operations and other signage at the airport
- Limit signage to interior of the Central Terminal Area and passenger boarding bridges to protect adjacent residential and business communities and ensure that no off-site signage is visible from any public street
- Remove signage and improve the various gateways to Los Angeles through enhancements to the transportation and aesthetic resources surrounding LAX

Facelift of LAX: New Campus Vision



Airport Elements



TBIT “Bradley West”



Inside the Tom Bradley International Terminal



Examples of Signage at Other Airports



JOHN F. KENNEDY INTERNATIONAL AIRPORT, NY



NEWARK AIRPORT, NJ



MIAMI INTERNATIONAL AIRPORT, FL

Source: Gendex, 2012



TORONTO INTERNATIONAL AIRPORT, CANADA



NINYO AQUINO INTERNATIONAL AIRPORT, PHILIPPINES



FUMICINO INTERNATIONAL AIRPORT, ROME, ITALY



DEHI INTERNATIONAL AIRPORT, INDIA



DUBAI INTERNATIONAL AIRPORT, UNITED ARAB EMIRATES

Sign District Project Design Features

The following Project Design Features focus on Airport safety and smooth Airport operations as a top priority:

- Signage will be limited to 203 acres of the 3,650 acre LAX Campus, only 6 % of the LAX Campus
- No signage can be seen from off-airport locations, including the surrounding community or any public street
- No illuminated signs will be allowed on the passenger boarding bridges
- Static images on all digital displays; no flashing or animation
- LEDs in digital displays will be aimed horizontally toward street so as to limit light trespass, visual impact and direct light away from flight path
- Signs on sky bridges visible to oncoming traffic are restricted to refresh only once every 12 hours
- Strict brightness controls consistent with the new proposed Citywide sign ordinance

LAX Sign District Boundary



Proposed Sign Types

The LAX Sign District will allow the following off-site signs:

Landside

- Supergraphic Signs – Approximately 8,131 square feet
- Wall Signs – Approximately 10,368 square feet
- Digital Display Signs:
 - Controlled Refresh I – Approximately 24,388 square feet
 - Controlled Refresh III – Approximately 14,261 square feet
- Column Wrap Signs – Approximately 15,414 square feet
- Hanging Signs – Approximately 8,960 square feet

Airside

- Passenger Boarding Bridge Signs – Approximately 289,600 square feet to accommodate 153 gates

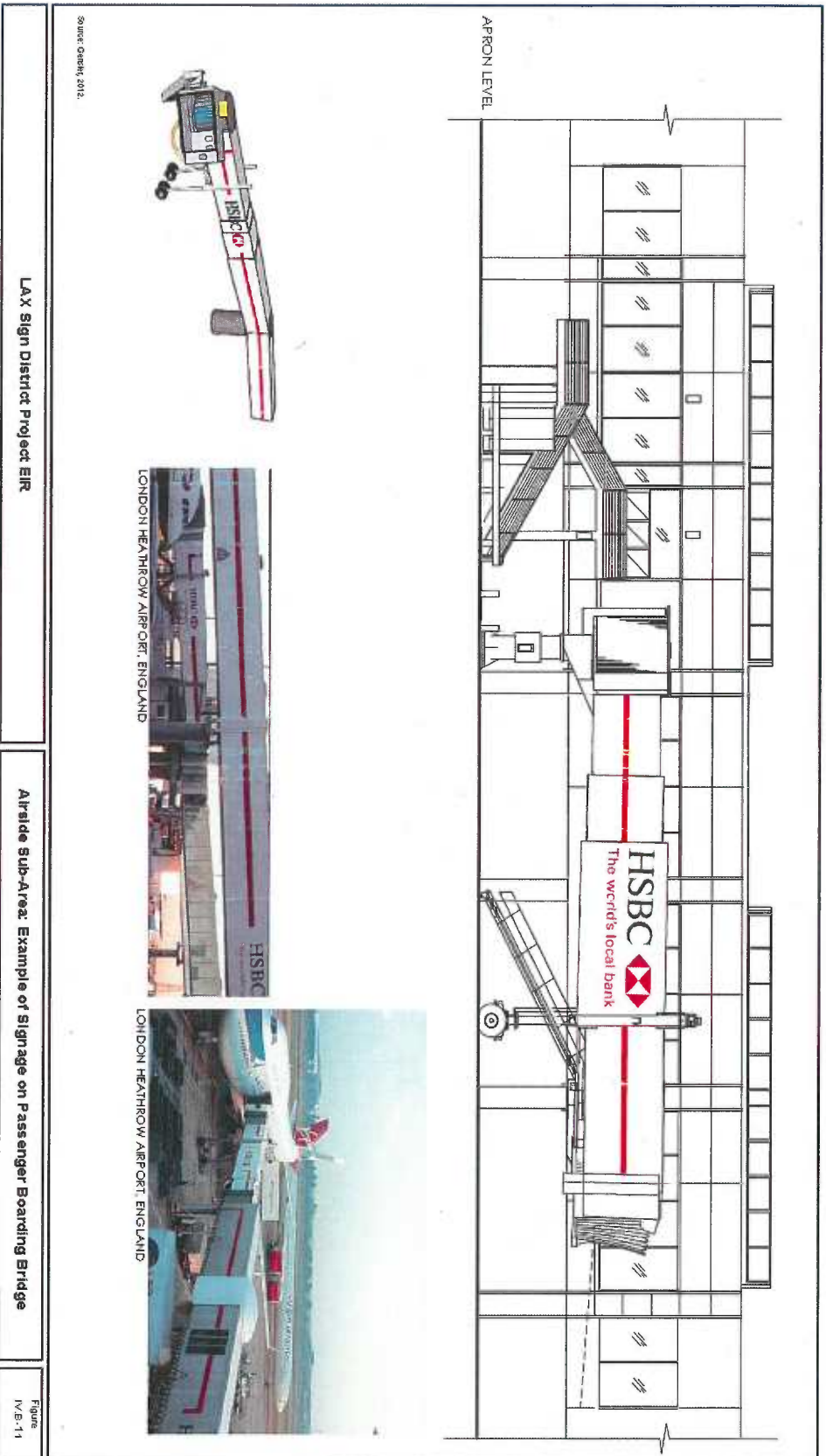
Supergraphic Sign



Column Wrap



Passenger Boarding Bridge Sign



LAX Sign District Project EIR

Alrside Sub-Area: Example of Signage on Passenger Boarding Bridge

Figure IV.E-11

LAX Sign District - Airside and Landside Boundaries

Confidential Draft Deliberative Material

