



April 22, 2015

Karen Dial
H.B. Drollinger Co.
President

John Ruhlen
Ruhlen & Associates
Secretary

Miki Payne
H.B. Drollinger Co.
Treasurer

William F. Allen
HFH Ltd.

Jack Davis
Coldwell Banker Realtors

Sander de Wildt
CB Richard Ellis

Heather Lemmon
The Real Estate Consultants
LB Property Management

Donald R. Duckworth
Executive Director

Planning and Land Use Management Committee
Los Angeles City Council
City Hall, Room 395
200 North Spring Street
Los Angeles, CA 90012

Re: Los Angeles International Airport (LAX) Sign District

Dear Honorable Chairman Huizar and Honorable
Councilmembers Cedillo and Englander,

On behalf of the members of the Westchester Business Improvement Association, this letter is written to express the BID's support for the proposed Sign District at LAX. The proposed district dovetails nicely with the airport's other modernization efforts, including other efforts related to signage.

This proposal would allow for well-designed signage that enhances the visual environment at the airport. As part of the airport's overall vision, we hope it will also result in the removal of old, static billboards outside the airport and the addition new and upgraded way-finding signage for travelers coming to and from the airport.

We believe this district will make the airport a more-visually appealing place for visitors, replacing blank walls and static, boring signage with 21st Century LED lighting and digital display signs that will engage the traveler.

We urge you to support this project.

Thank you,

Donald R. Duckworth
Executive Director

Los Angeles International Airport Signage Supplemental Use District

(LAX Sign District – Council File No. 13-0285-S2) ✓

Planning and Land Use Management Committee - April 21, 2015

#3

13-0285-S2

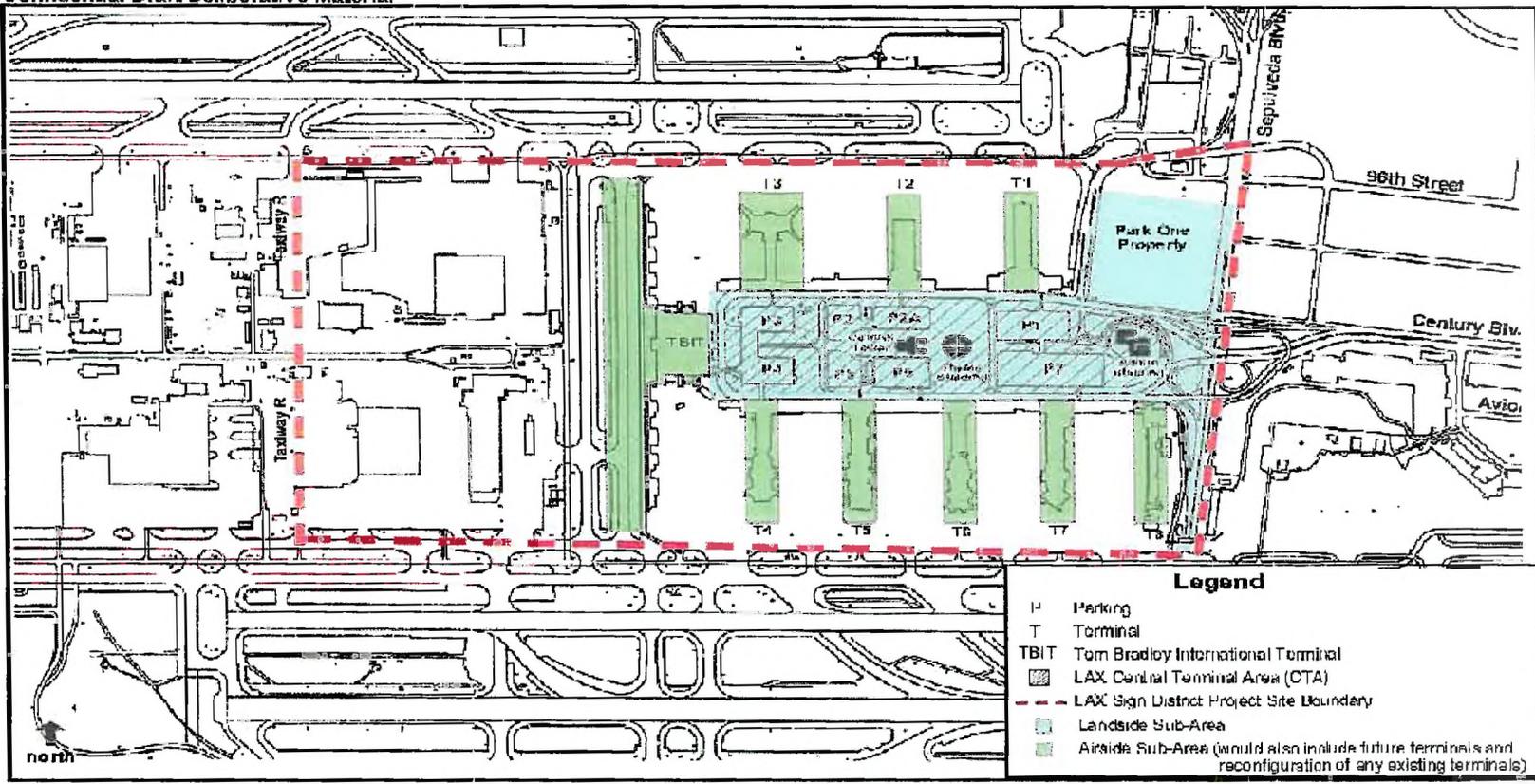
Tab No.	Document Description
1	LAX Sign District Boundary
2	LAX Sign District -- Airside and Landside Boundaries
3	LAX Sign District Framework
4	FAA Requested Revisions to the Proposed Sign Ordinance – Approved by the Board of Airport Commissioners on December 4, 2014
5	LAX Vicinity Sign Reduction Area
6	LAX Gateway Corridor Areas to Benefit from LAX Sign District
7	Photographs of the LAX Modernization Efforts (Central Terminal Area, Tom Bradley International Terminal/Bradley West)
8	Photographs of Outdoor Advertising at Other Airports (Foreign and Domestic)
9	LAX Sign District Project Design Features
10	Process/Controls/Monitoring of Signage at LAX

LAX Sign District Boundary



LAX Sign District - Airside and Landside Boundaries

Confidential Draft Deliberative Material



LAX Sign District Project

Project Location Map

Figure 2

LAX Sign District Framework

- The proposed LAX Sign District encompasses a 502-acre area within the interior portion of LAX
- Proposed signage would affect approximately six (6) percent of LAX (or approximately 203 acres of the 3,650-acre campus)
- The proposed LAX Sign District would permit new off-site signage in two distinctive sub-areas: Landside and Airside
- The proposal includes a maximum of 80,722 square feet of new off-site signage locations in the Landside Sub-Area and a maximum of 289,600 square feet within the Airside Sub-Area
- The LAX Sign Ordinance would allow LAWA to implement the provision of the LAX Specific Plan that approves the establishment of a signage supplemental use district at LAX

Revisions to the Proposed Sign Ordinance

As currently revised, the LAX Sign Ordinance addresses FAA concerns. The revised LAX Sign Ordinance includes the following provisions:

1. Funding for the proposed Visual Blight Reduction Program would be limited to a one-time payment in the amount of \$3,750,000.
2. The Visual Blight Reduction Program shall be adopted by BOAC and funding would be controlled by LAWA.
3. Program funding would be required within five (5) years of the issuance of the first building permit for new Off-Site Signage.
4. LAWA would increase the removal amount from 20,181 to 23,520 square feet of existing Off-Site Billboard Signs from within the LAX Vicinity Sign Reduction Area.
5. LAWA would maintain the right to display emergency messages on the Digital Display Signs during emergencies and for public safety, emergency preparedness, homeland security warnings/updates, Amber alerts, etc.

LAX Vicinity Sign Reduction Area

The area located within the 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.



LAX Gateway Corridor Areas



**Century Boulevard
(West of Aviation)**



**Sepulveda Boulevard
(south of Manchester north of Imperial)**

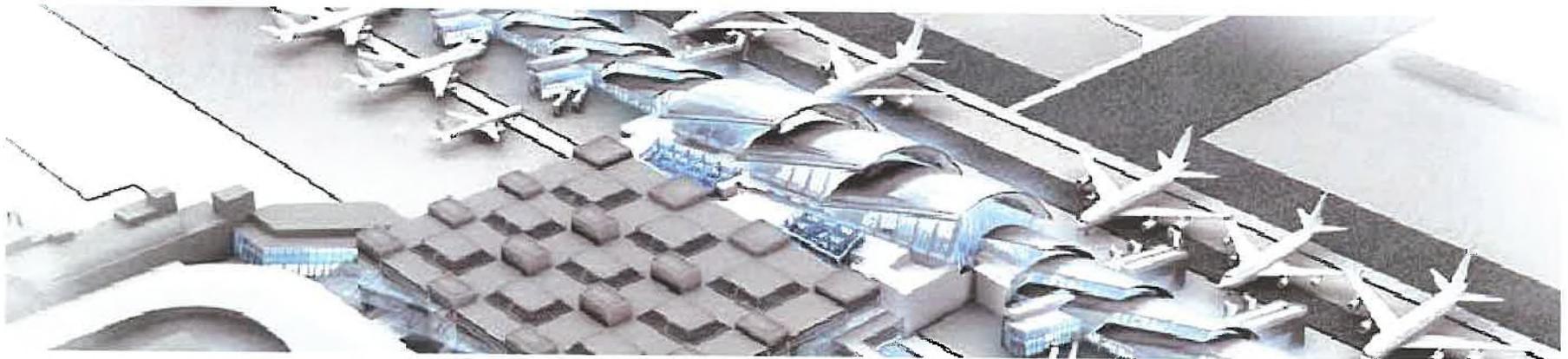


**Lincoln Boulevard
(south of Westchester Parkway)**

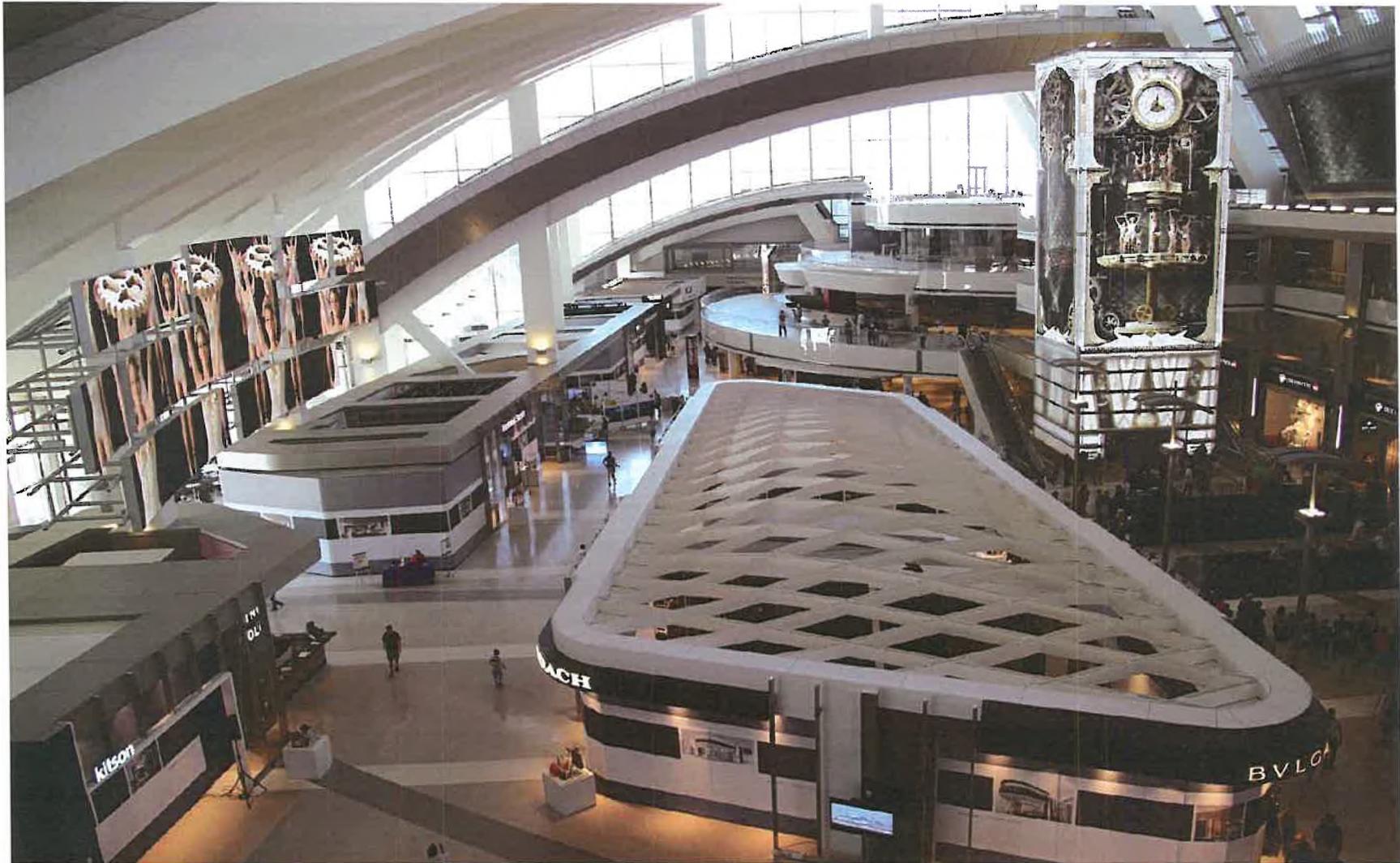


**World Way
(Any Location)**

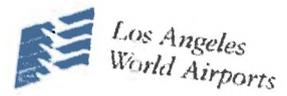
TBIT “Bradley West”



Inside the Tom Bradley International Terminal



The New Face of the Central Terminal Area



Examples of Signage at Other Airports



JOHN F. KENNEDY INTERNATIONAL AIRPORT, NY



TORONTO INTERNATIONAL AIRPORT, CANADA



FIUMICINO INTERNATIONAL AIRPORT, ROME, ITALY



NEWARK AIRPORT, NJ



NINYO AQUINO INTERNATIONAL AIRPORT, PHILIPPINES



DEHLI INTERNATIONAL AIRPORT, INDIA



MIAMI INTERNATIONAL AIRPORT, FL

Source: [Gomris, 2012](#)



DUBAI INTERNATIONAL AIRPORT, UNITED ARAB EMIRATES

LAX Sign District Project Design Features

Following is a list of all the Project Design Features that would be included with implementation of the proposed Project:

Project Design Features

1. The allowable locations and sizes of signs have been designed to limit visibility from off-airport locations (i.e., surrounding communities) and to not visually or otherwise negatively affect airport operations or affect or alter historical buildings within LAX.
2. No new off-site signage would be placed along the Project boundary, and no electronic or light enhanced signage would be visible from the adjacent residential areas (i.e., community of Westchester to the north and City of El Segundo to the south).
3. No electronic or light enhanced signage would be installed within or be visible from the Airside Sub-Area.
4. Off-site signs would not be permitted on a number of buildings within the Project site, including the Theme Building, the Airport Traffic Control Tower, and the Clifton A. Moore Administration Building (including the former Airport Traffic Control Tower [1961]).
5. Limit illuminance contribution of signage to 0.3 footcandle (fc) at 350 feet from face of sign.
6. The proposed signage locations and their placement would be in a manner that would prevent automobile headlight-related glare. For example, signage would be placed at a higher level than the roadway or perpendicular to headlights (i.e., signage placed on sky bridges).
7. The proposed Project would include a plan to remove a number of billboards in LAWA's control and comply with other applicable requirements from the Department of City Planning.
8. Digital displays signs would display static images only (i.e., restriction for any type of sign that contains images, text, parts, or illumination which flash, change, move, blink, or otherwise refresh in whole or in part).
9. The digital displays would have the light emitting diodes (LEDs) aimed horizontally towards the street view 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. Refer to Figure IV.C-2 for a typical light emitting diode beam spread and plan view of the layout for the directionality of the LEDs associated with the digital display signs.
10. The proposed location of the two types of digital display signs - Controlled Refresh (CR) I and CR III - have been chosen being mindful of driver, pedestrian, Air Traffic Control (ATC) personnel and pilot safety.
11. Digital display signs shall be limited in their refresh events. CR I images would refresh (change) no more than one event every eight seconds (with the exception being Parking Structure 1 which would refresh every 14 seconds). CR III images would refresh no more than one event every 12 hours. In addition, the CR III images on the sky bridges would refresh simultaneously no more than one event every 12 hours.
12. Digital signage would be subject to limits on brightness levels (i.e., 4,500 candelas per meters squared [cd/m^2] during the daytime and 300 cd/m^2 during the nighttime) and equipped with sensors that modify the brightness of the sign in response to ambient lighting conditions.
13. Dim lights of digital displays slowly at dusk over a 45 minute fade rate, controlled by an astronomical time clock. The transition from day to nighttime brightness would be required to occur gradually, to prevent a sudden change in perceptible brightness levels by pedestrians and motorists.
14. Digital displays would not include large areas of reflective elements and have a contrast ratio of less than 30:1 to eliminate glare.

15. Supergraphic signage over 20-feet tall at parking structure locations would 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 precisely aimed at the signage to eliminate any chance of throwing light into the flight path. Cantilever arms, louvers, barn doors and/or glare shields would be used to allow the fixture to be aimed towards the supergraphic to illuminate the signage element exclusively.
16. Supergraphic signage over 20-feet tall on terminal facades above canopy locations would be illuminated with LED or metal halide floodlights mounted to the adjacent canopy. Adjustable floodlight fixtures would be mounted above the canopy with a locking knuckle to precisely aim at the signage and eliminate any chance of throwing light into the flight path. Cantilever arms, louvers, barn doors, and/or glare shields would be used to allow the fixture to be aimed towards the supergraphic to illuminate the signage element exclusively.
17. Maximum vertical luminance of illuminated supergraphic signage would be 5 to 7 fc during nighttime.
18. Supergraphics/wall signs/column wraps would have matte finishes, which would prevent glare from the light fixtures.

Robust Project Approval Process at LAX

