

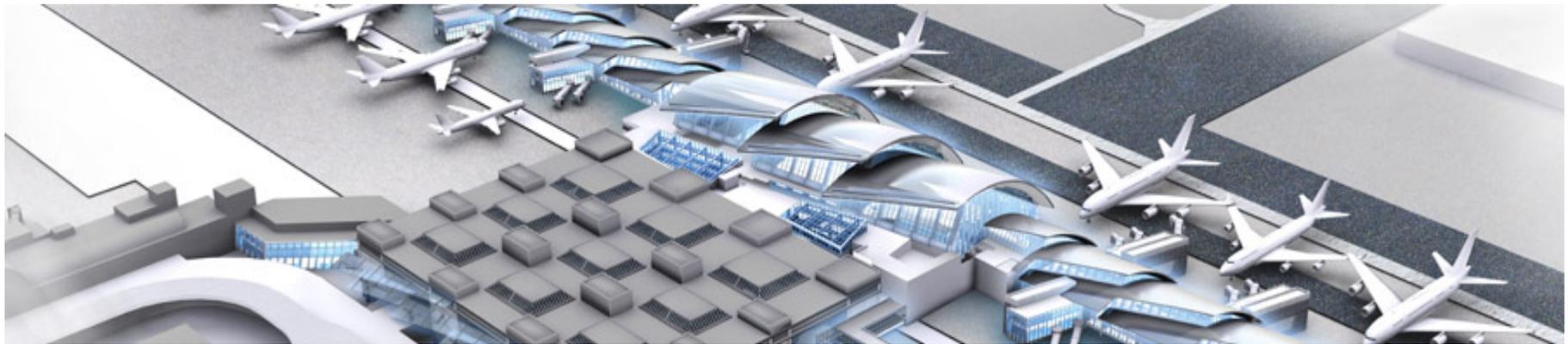


**Los Angeles International Airport
Sign District - July 2013**

LAX Theme Building Renovation



TBIT “Bradley West”



Inside the Tom Bradley International Terminal



Facelift of LAX: New Campus Vision



Curbside View from the Tom Bradley International Terminal



The New Face of the Central Terminal Area

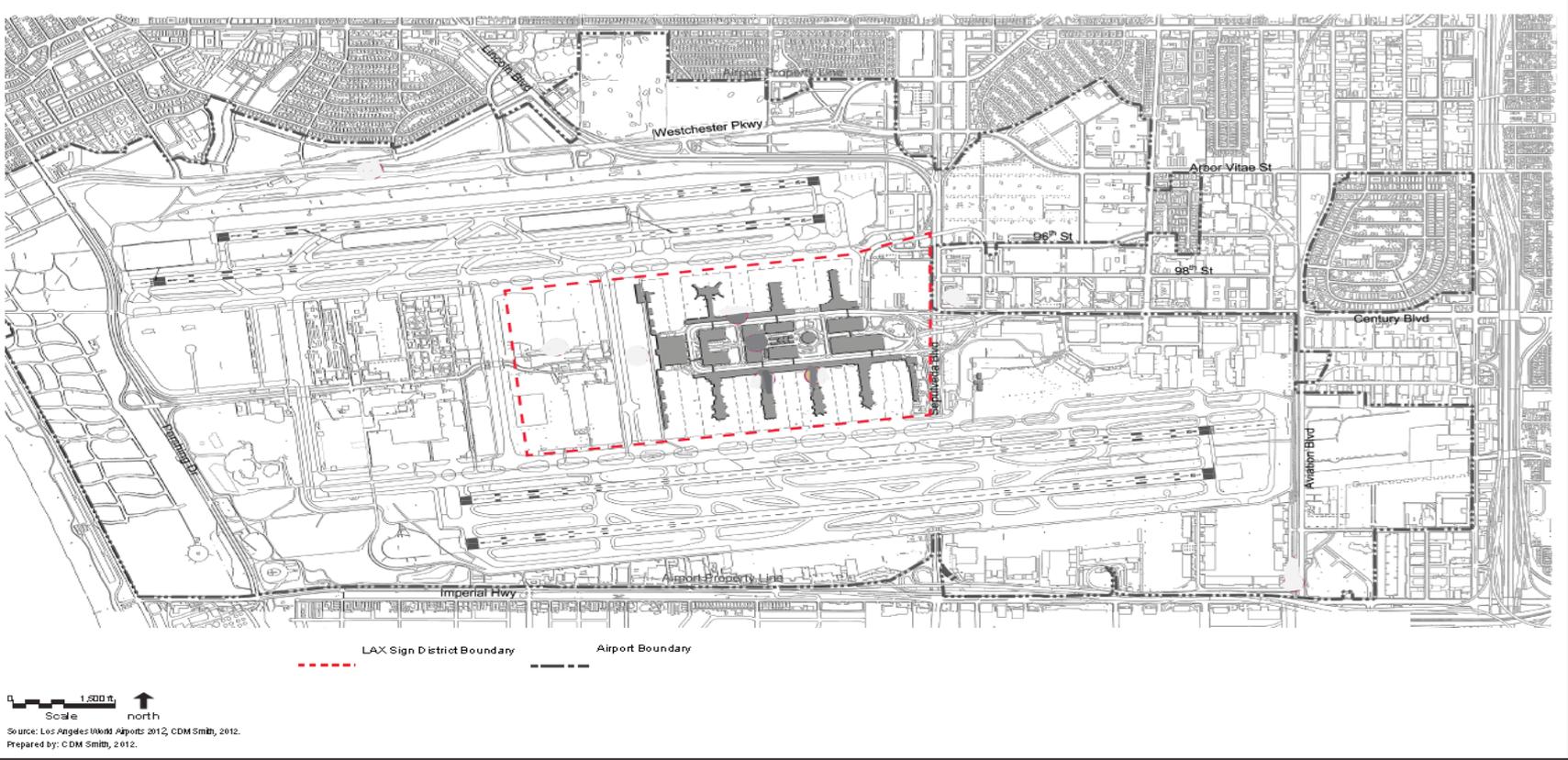


Sign District Overview and Purpose

- The LAX Sign District is part of the transformative modernization program at LAX
- Promote and enhance LAX as an international gateway and encourage creative, well-designed signs that contribute in a positive way to LAX's visual environment and advance the new overall campus vision
- Promote the uniqueness of LAX as a regional economic engine and unique character of Los Angeles through positive imagery, illustrations, and sponsorship signage
- 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 sign enforcement in the City of LA and improve the various gateways to Los Angeles experience to enhance the transportation and aesthetic resources surrounding LAX.

LAX Sign District Boundary

Confidential Draft Deliberative Material



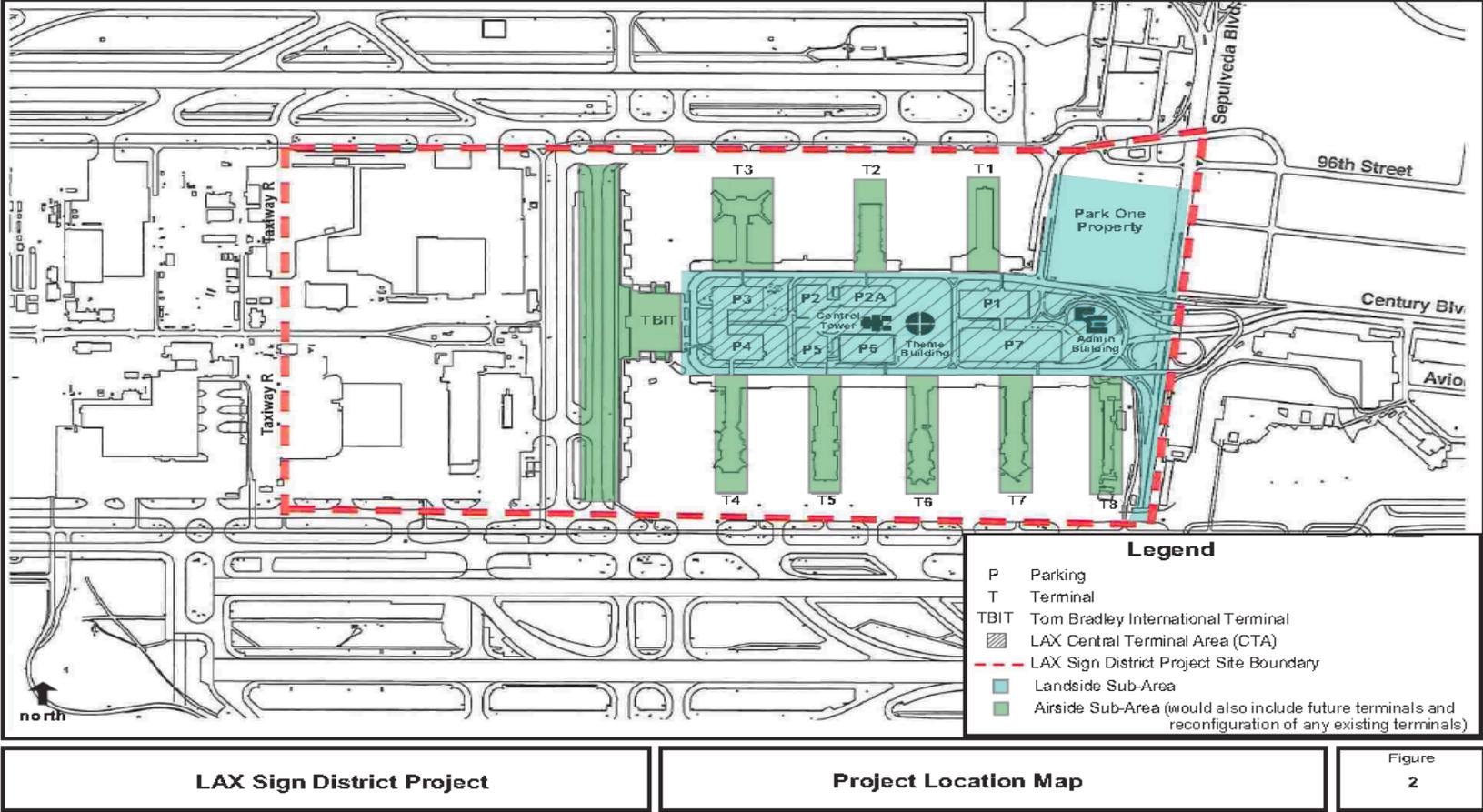
LAX Sign District Project EIR

Development Projects At or Adjacent to LAX Sign District

Figure III-6

LAX Sign District - Airside and Landside Boundaries

Confidential Draft Deliberative Material



LAX Sign District Project

Project Location Map

Figure
2

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

Existing On-Site Signage at LAX: Supergraphic Sign



Column Wrap



Existing Billboard Signs at the Park One Property



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: Gensler, 2012.



DUBAI INTERNATIONAL AIRPORT, UNITED ARAB EMIRATES

Digital Signage at Denver International Airport



John F. Kennedy International Airport, NY



Outdoor LED Digital Advertising at John F. Kennedy International Airport



Outdoor LED Digital Advertising at Frankfurt Airport



Newark Airport, NJ



Toronto International Airport, Canada



T1 GRAND HALL EXTERIOR WALL MURAL

Fiumicino International Airport, Rome, Italy



Dehli International Airport, India



Ninoy Aquino International Airport, Philippines



Miami International Airport, FL



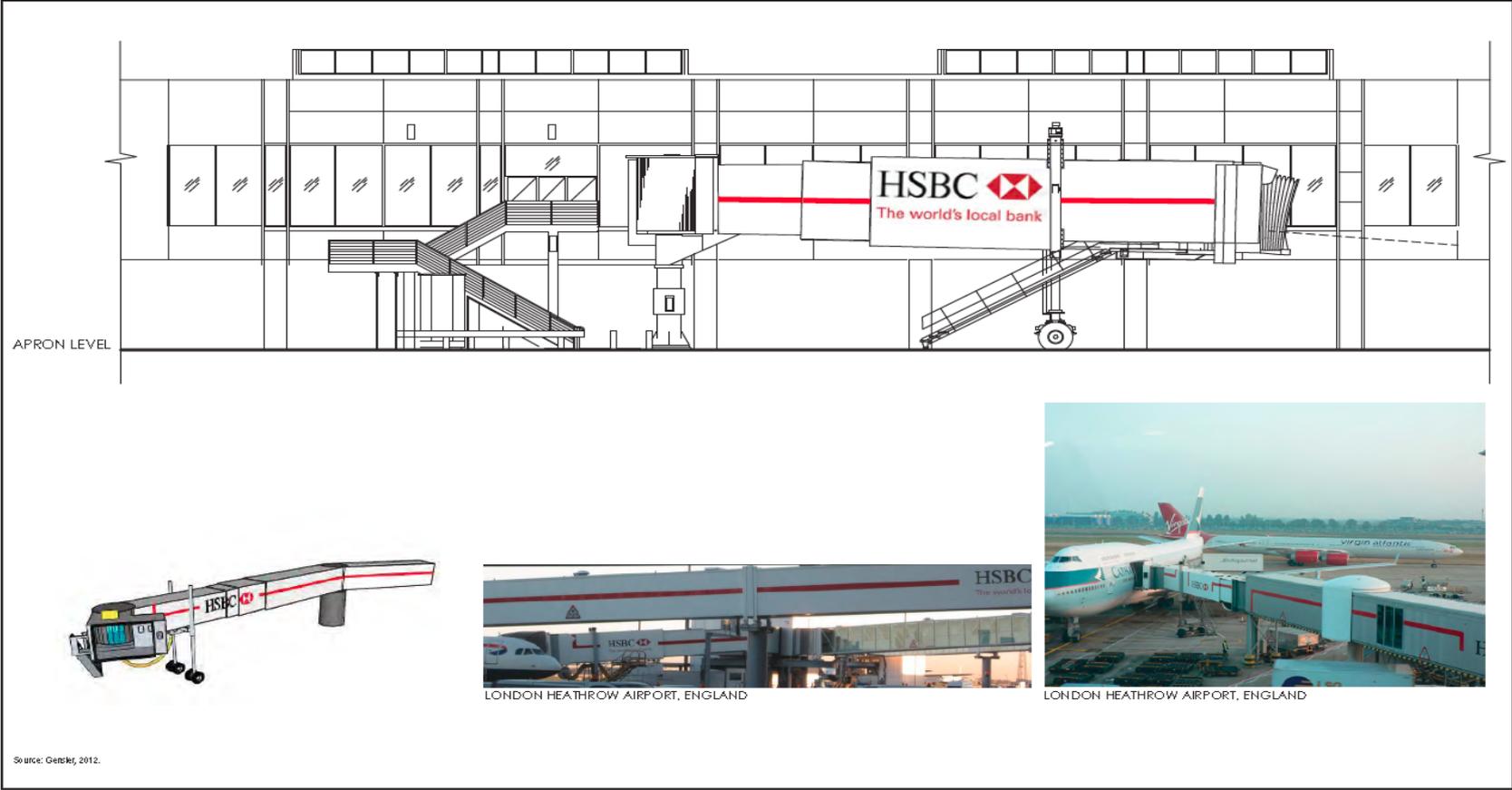
Outdoor LED Digital Advertising at Heathrow International Airport



Dubai International Airport, United Arab Emirates



Passenger Boarding Bridge Sign



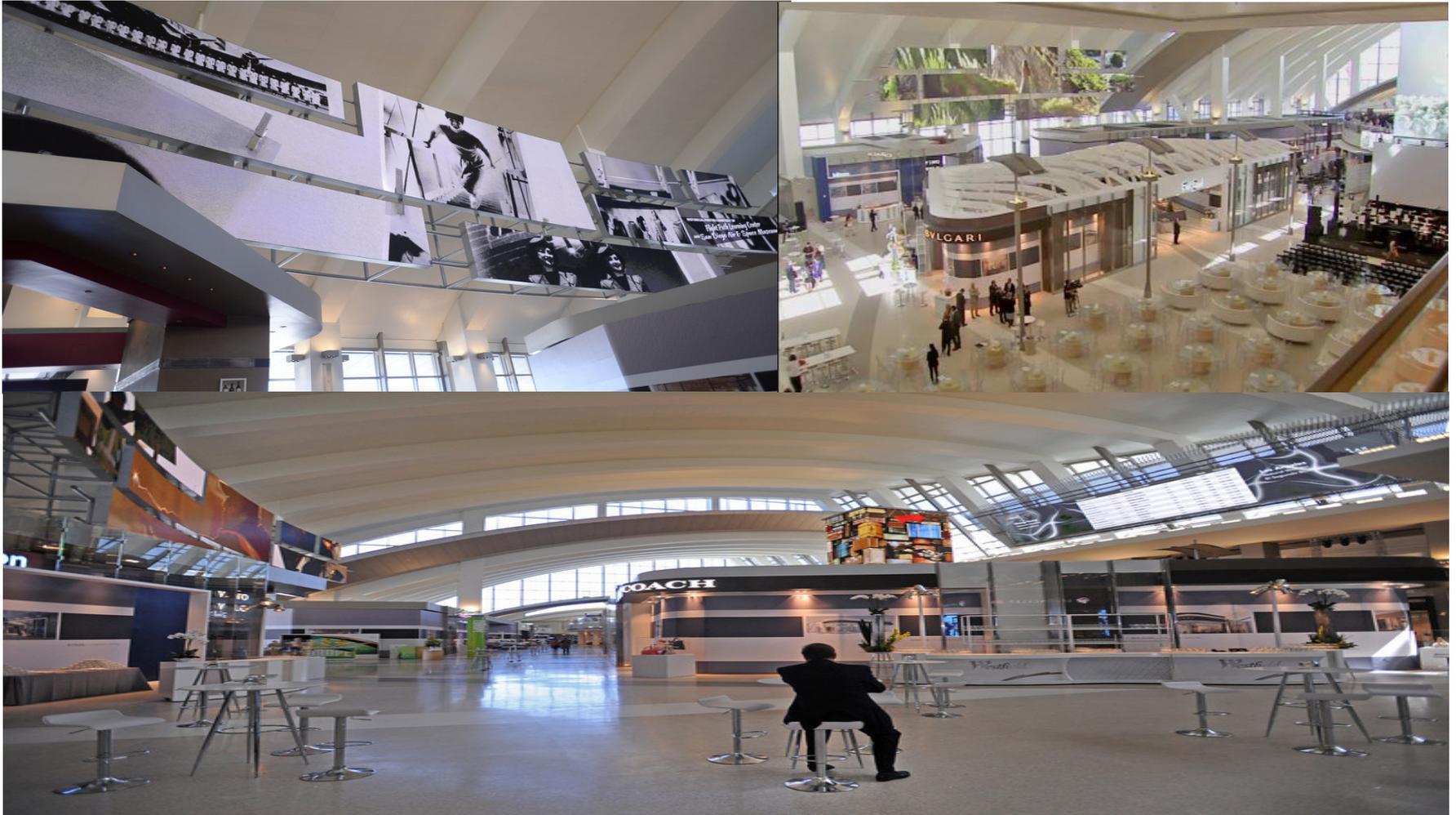
Source: Getzky, 2012.

LAX Sign District Project EIR

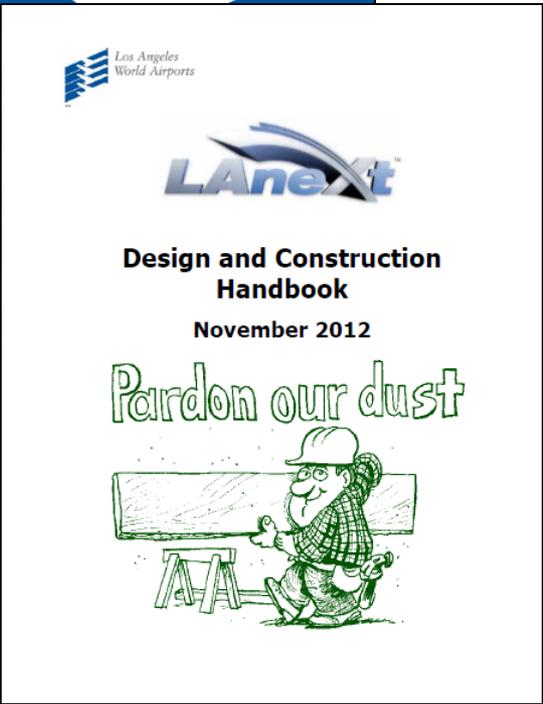
Airside Sub-Area: Example of Signage on Passenger Boarding Bridge

Figure IV.B-11

The Message Board located within the Great Hall



Robust Project Approval Process at LAX



North and South Concourse Portals



Sign District Project Design Features

Top Priorities: Airport Safety and Smooth Airport Operations

- Signage will be limited to 203 acres of the 3,650 LAX Campus, only 6 % of LAX Campus
- No signage can be seen from off-airport location and any public street, or by the surrounding community
- No illuminated signs 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

Robust Set of Controls/Monitoring of Signage

- Detailed set of regulations and oversight procedures to be developed, similar to:
 - the LAX Tenant Signage Standards,
 - TBIT TMO Design Standards, and
 - the LAWA Tenant and Design & Construction Handbook
- LAWA established design guidelines and controls for TBIT West Terminal Media Operator to integrate advertising on the digital boards with unique sponsorships, cultural media and the promotion of travel and City of Los Angeles
- Enforcement will be controlled through LAWA approval process, and lease/license agreements and ad contracts
- LAWA will produce an annual report to City Planning and BOAC, and LADBS will retain enforcement authority

Issue Areas Eliminated In Initial Study/ Scoping Process

Issue Areas Eliminated:

- Agricultural and Forest Resources
- Air Quality
- Biological Resources
- Cultural Resources
- Geology/Soils
- Greenhouse Gas Emissions
- Hydrology/Water Quality
- Mineral Resources
- Noise
- Population/Housing
- Public Services
- Recreation
- Utilities/Service Systems

Issue Areas Partially Eliminated:

- Aesthetics (scenic vistas/resources/highways)
- Hazards/Hazardous Materials (hazardous materials, emergency response, wildfires)
- Land Use (divide a community, conflict with habitat conservation plan)
- Transportation/Traffic (consistency with plans, no increase in vehicle or air traffic)
- Mandatory/Cumulative (related to all issues areas eliminated)

Issues Analyzed in the Draft EIR

- Land Use and Planning (Section IV.A)
- Aesthetics
 - Visual Resources (Section IV.B)
 - Artificial Light and Glare (Section IV.C)
- Transportation/Traffic and Hazards (related to traffic)
 - Transportation Safety (Section IV.D)
- Mandatory/Cumulative (related to resource areas with potential for impacts; found within each section)