

DEPARTMENT OF
CITY PLANNING
200 N. SPRING STREET, ROOM 525
LOS ANGELES, CA 90012-4801
AND
6262 VAN NUYS BLVD., SUITE 351
VAN NUYS, CA 91401
-
CITY PLANNING COMMISSION
WILLIAM ROSCHEN
PRESIDENT
REGINA M. FREER
VICE-PRESIDENT
SEAN O. BURTON
DIEGO CARDOSO
GEORGE HOVAGUIMIAN
JUSTIN KIM
ROBERT LESSIN
DANA M. PERLMAN
BARBARA ROMERO
-
JAMES WILLIAMS
COMMISSION EXECUTIVE ASSISTANT II
(213) 978-1300

CITY OF LOS ANGELES
CALIFORNIA



ANTONIO R. VILLARAIGOSA
MAYOR

EXECUTIVE OFFICES

MICHAEL J. LOGRANDE
DIRECTOR
(213) 978-1271
ALAN BELL, AICP
DEPUTY DIRECTOR
(213) 978-1272
LISA M. WEBBER, AICP
DEPUTY DIRECTOR
(213) 978-1274
EVA YUAN-MCDANIEL
DEPUTY DIRECTOR
(213) 978-1273
FAX: (213) 978-1275
INFORMATION
www.planning.lacity.org

October 11, 2012

**NOTICE OF AVAILABILITY OF
DRAFT ENVIRONMENTAL IMPACT REPORT
Case No. ENV-2011-1965-EIR and Case No. CPC-2011-1964-SN
State Clearinghouse No. 2012031055**

45 DAY COMMENT PERIOD

COMMENTS DUE DATE: NOVEMBER 26, 2012

TO: Owners of Property, Occupants, and Other Interested Parties

PROJECT NAME: Los Angeles International Airport (LAX) Sign District

PROJECT LOCATION: LAX, One World Way, Los Angeles, CA 90045 (cross-streets are generally Sepulveda Boulevard and Century Boulevard)

PROJECT DESCRIPTION: The Los Angeles World Airport (LAWA) proposes the development and implementation of a Sign District at LAX, in which new off-site signage would be permitted subject to certain restrictions. 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. The proposed Project would include a range of off-site signage, including supergraphics, wall signs, digital display signs, and other signs such as signs on passenger boarding bridges, signs on columns and hanging signs. Off-site signs advertise a business, use, facility, service or product not found at LAX (non-airport-related signage). The estimated implementation date for the construction of the new signage within the Project site is 2013. The advertising material would be periodically changed. Maintenance of the sign and related support structures would occur as needed. 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, etc. The regulations of the proposed 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 control and compliance with other applicable requirements from the Department of City Planning.

It is anticipated that approvals required for the proposed Project would include, but may not be limited to, the following:

- Certification of an Environmental Impact Report

- Pursuant to LAMC 13.08, a Supplemental Use District (SUD) for signage (i.e., Sign District) – City of Los Angeles Department of City Planning.
- Other approvals (as needed), ministerial or otherwise, may be necessary, as the City finds appropriate, in order to execute and implement the proposed Project. Such approvals may include, but are not limited to: sign (including sign support structures) and electrical permits from the City of Los Angeles, and review by the Federal Aviation Administration, as applicable.

ANTICIPATED SIGNIFICANT ENVIRONMENTAL EFFECTS: Based on the analysis contained in Chapter IV (Environmental Impact Analysis) of the Draft Environmental Impact Report (EIR), implementation of the proposed Project, which includes implementation of several Project Design Features and applicable LAX Master Plan (LAWA adopted) commitments, would not result in any significant unavoidable impacts. As such, no mitigation measures are required.

DOCUMENT REVIEW AND COMMENT: The Draft EIR is being made available for public review for a 45-day period from October 11, 2012 to November 26, 2012. If you wish to review a copy of the Draft EIR or the documents referenced in the Draft EIR, you may do so at the City of Los Angeles Department of City Planning at: 200 North Spring Street, Room 667, Los Angeles.

Copies of the Draft EIR are also available at the following Library Branches:

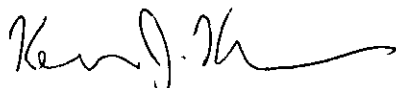
- Los Angeles Central Library, 630 West 5th Street, Los Angeles, CA 90071
- Westchester-Loyola Village Branch Library, 7114 West Manchester Avenue, Los Angeles, CA 90045
- West Los Angeles Regional Public Library, 11360 Santa Monica Boulevard, Los Angeles, CA 90025
- Dr. Mary McLeod Bethune Regional Branch Library, 3900 South Western Avenue, Los Angeles, CA 90062
- El Segundo Library, 111 West Mariposa Avenue, El Segundo, CA 90245
- Inglewood Library, 101 West Manchester Boulevard, Inglewood, CA 90301
- Hawthorne Library, 12700 Grevillea Avenue, Hawthorne, CA 90250
- Culver City Library, 4975 Overland Avenue, Culver City, CA 90230

The Draft EIR is also available online at the Department of City Planning's website [<http://cityplanning.lacity.org> under the tab "Environmental" by selecting "Draft EIR"] and at LAWA's website [www.ourlax.org under the tab "Projects-Publications" by selecting "LAX Sign District Project"]. The Draft EIR can be purchased on CD-ROM for \$7.50 per copy. Contact **Cherry Yap** of the Department of City Planning at **(213) 978-1164** to purchase one.

If you wish to submit comments on the Draft EIR, please reference the project name and case numbers above, and submit them in writing by **November 26, 2012**. Please direct your comments to:

Mr. Greg Shoop, Project Coordinator
 City of Los Angeles, Department of City Planning
 200 N. Spring Street, Room 621
 Los Angeles, CA 90012
 Fax: (213) 978-1226
 Email: greg.shoop@lacity.org

MICHAEL J. LOGRANDE
 Director of City Planning



Kevin J. Keller, AICP
 Senior Planner