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## II. PROJECT DESCRIPTION

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### 1. PROJECT LOCATION

The LAX Sign District Project (the “proposed Project”) is located within the Los Angeles International Airport (LAX), which is located within the LAX Plan area in the City of Los Angeles. LAX encompasses approximately 3,650 acres and is situated at the western edge of the City of Los Angeles, as shown in Figure II-1, Regional Location Map. To the north of LAX is the community of Westchester, to the south is the City of El Segundo, to the east is the City of Inglewood, and to the west is the Pacific Ocean.

As shown in Figure II-2, Project Location Map, the Project site (i.e., Sign District) encompasses a 502-acre area within the interior of LAX that includes the Central Terminal Area (CTA), the area along Sepulveda Boulevard known as the Park One Property, and an area that extends to the west of Taxiway R. Off-site signage would be limited to approximately 203 acres of the Project site comprised of two distinct LAX sub-areas – Landside and Airside. The Landside Sub-Area (approximately 101 acres) includes the access areas associated with the CTA (i.e., lower and upper roadways associated with arrivals and departures, respectively), portions of the terminals facing the interior CTA roadway, parking structures, columns, Park One Property, and area along Sepulveda Boulevard immediately adjacent to the CTA. The Landside Sub-Area is visible primarily by visitors, passengers, and airport employees. 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. The Airside Sub-Area is primarily visible to passengers and employees who handle airfield operations. There is some limited visibility to passengers and employees from the gates. No new off-site signs are proposed at the Park One Property, or along Sepulveda Boulevard. In total, the proposed signage would affect approximately 6 percent of LAX (or approximately 203 acres of the 3,650-acre LAX), as shown in Figure II-1.

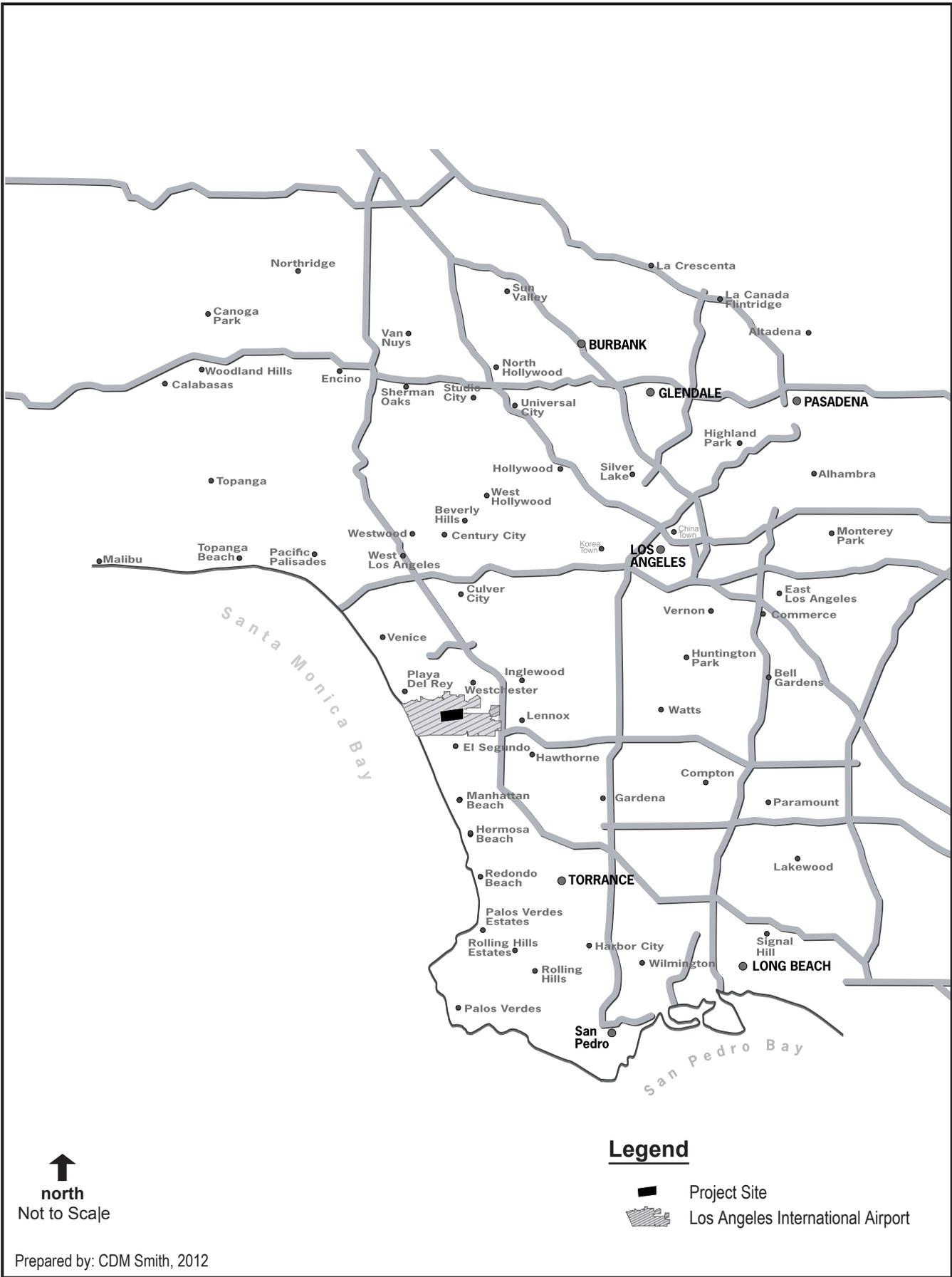
### 2. EXISTING CONDITIONS

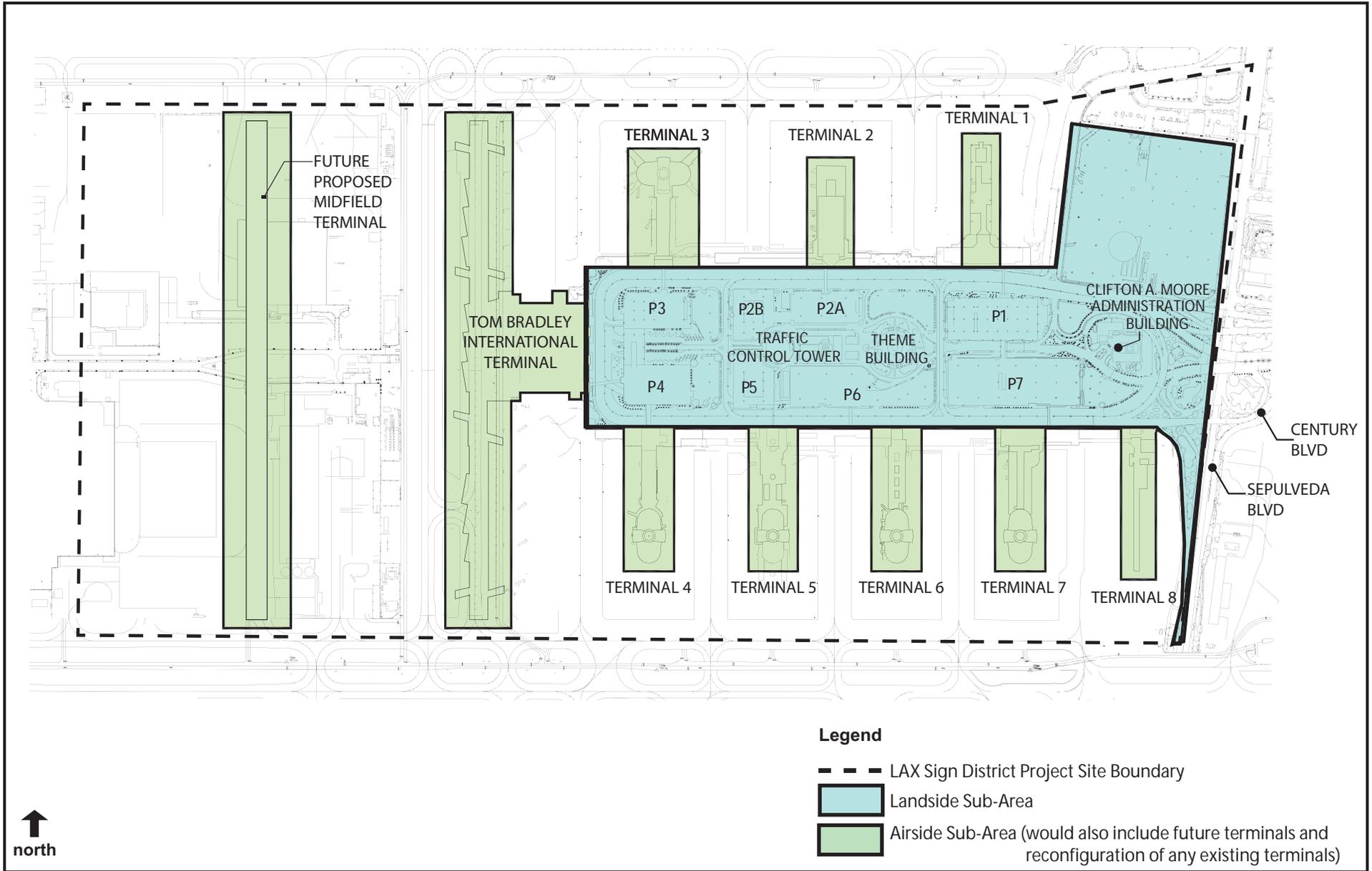
#### a. Regional Setting

The Project site is situated at the western edge of the City of Los Angeles, as shown in Figure II-1, Regional Location Map, and encompasses a portion of LAX. LAX is located north of and adjacent to Interstate 105 (I-105), approximately 1.5 miles west of I-405, and approximately 2 miles south of State Route 90 (SR 90). These highways provide regional access to LAX. Major Highways serving LAX include Sepulveda Boulevard, a Class I Major Highway, and Imperial Highway and Century Boulevard, which are Class 2 Major Highways. In addition to regional highways that directly serve LAX, the LAX Shuttle service is a free shuttle service which provides service to LAX and connects to the Los Angeles County Metropolitan Transportation Authority (Metro) Green Line light rail transit line at Aviation Station and other various public transit service providers at Parking Lot C.

#### b. Existing Land Use

The Project site is located entirely within the LAX Plan area, as well as the LAX Specific Plan area. The Project site is in an area designated in the LAX Plan as "Airport Landside" and "Airport Airside." Existing zoning is LAX-L Zone (Airport Landside Sub-Area) and LAX-A Zone (Airport Airside Sub-Area). Section 14 of the LAX Specific Plan delineates the sign regulations associated with the placement of signage within the Airport





Landside Sub-Area and Airport Airside Sub-Area, and provides for the establishment of a Sign District to permit new off-site signs. Off-site signs are signs that advertise a business, use, facility, service, or product not found at LAX (non-airport-related signage). The proposed Project would not affect existing land use or zoning and is consistent with the LAX Plan and LAX Specific Plan.

### **c. Surrounding Land Uses and Neighborhoods**

The Project site encompasses a portion of the interior of LAX and is limited to the CTA and portions of the airfield associated with the terminals and gates (i.e., passenger boarding bridges). The environmental setting of the Project site is characterized by a highly-built environment with roadway and airfield vehicle and passenger movement activity within and adjacent to the Project site throughout the day and much of the night. The land uses immediately surrounding the Project site include airport operations and facilities (including taxiways and runways) to the north, west, and south, and commercial and industrial uses to the east (along Sepulveda Boulevard and its intersection with Century Boulevard).

Land uses north of airport operations include vacant land (portions of the LAX Northside - a 340-acre area that lies between the airfield and the Westchester and Playa del Rey communities), recreation (i.e., Westchester Golf Course, which is LAX property), and residential (within the community of Westchester). Land uses to the north range in height from one to five stories. Land uses surrounding LAX to the east include hotel, office, parking, and buildings ranging in height from one to 17 stories. Land uses surrounding LAX to the south and west of Sepulveda Boulevard are predominately residential and commercial, which include single-family residential, multi-family residential, with some office and retail land uses. Land uses to the south range in height from one to 11 stories. To the west of LAX are the Los Angeles/El Segundo Dunes, Dockweiler State Beach, and the Pacific Ocean. Residential areas closest to the Project site are approximately 0.4 mile northeast to 0.6 mile north (community of Westchester) and 0.5 mile south (City of El Segundo).<sup>1</sup>

## **3. PROJECT CHARACTERISTICS**

### **a. Proposed Project Elements**

The proposed Project entails the development and implementation of a Sign District at LAX to permit new off-site signs (non-airport-related signage) within two distinctive sub-areas – Landside and Airside. 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. If approved, the proposed Project would create a sign ordinance which would govern the type and size of allowable off-site signs and their placement throughout the Project site.

The proposed Project would contain provisions that establish regulations such as sign types, number of signs, sign dimensions, sign placement, sign illumination, sign motion/animation, etc. The regulations of the proposed Sign District (also known as a Supplemental Use District) would supersede the regulations set forth in the Los Angeles Municipal Code (LAMC). As part of the proposed Project, off-site signage would be limited to the CTA (Landside Sub-Area) and portions of the Airside Sub-Area - no new off-site signage is proposed beyond these areas (see Figure II-2). The proposed Project has been designed to limit visibility from off-airport locations (i.e., surrounding communities) and to not visually or negatively affect airport operations or affect or alter historical buildings within LAX. In addition, the proposed Project would require findings of consistency with the City of Los Angeles General Plan, LAX Plan, and LAX Specific Plan. The proposed Project would provide a revenue stream that would be used to support infrastructure projects at LAX.

<sup>1</sup> The distance to nearest residence was measured on Google® from edge of the proposed Project site boundary to the closest residential land use/zoning as designated by the Department of City Planning.

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 (which includes the former Airport Traffic Control Tower [1961]). These buildings are shown in Figure II-2. In addition, the proposed Project would include a plan to remove a number of billboards in the Los Angeles World Airport's (LAWA's) control and compliance with other applicable requirements from the Department of City Planning.

The weight and installation of signs would be in compliance with the applicable City of Los Angeles Department of Building and Safety codes. Because on-site signs (signs which promote a business, use, facility, service, or product located on-site at LAX or airport-related) are already allowed at LAX under the LAX Specific Plan and tenant signage is allowed under LAX Tenant Signage Standards, both within the proposed Sign District, on-site and tenant signage are not a part of the proposed Project.

Table II-1 lists all the types of proposed off-site signs that would be allowed in the proposed Sign District/Project site and their proposed locations within LAX. As detailed in Table II-1, the proposed Project would include a range of new off-site signage, including supergraphics, wall signs, digital display signs, signs on passenger boarding bridges, signs on columns, and hanging signs. No new off-site signage would be placed along the Project boundary and no electronic or light enhanced off-site 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). Figures II-3 through II-19 present simulations of the proposed signage types and locations. The figures show the maximum amount of signage that could be displayed at one time throughout the Project site depicted from different viewing locations. The amount of signage that would be visible to each visitor/passenger would vary depending upon his or her viewshed while at LAX (i.e., a visitor/passenger to LAX would not view all signage within the Project area, but only those signs that are within visual range.)

As part of the proposed Project, the Sign District would allow flexibility to provide either a digital display or supergraphic at the locations where a digital display has been proposed. In addition, digital display signs could be used for emergency communication as necessary. The analysis of environmental impacts for the proposed Project analyzed in this Draft EIR are based on the maximum use and intensity. This will ensure that the environmental analysis accounts for the total maximum potential scope of the proposed Project.

Signage within LAX is regulated through existing LAX planning documents. The LAX Specific Plan establishes procedures for approval of signage within the LAX Specific Plan area. The LAX Specific Plan, approved by the Los Angeles City Council in December 2004 and effective January 20, 2005, allows for on-site signage and anticipates the erection, installation, or construction of off-site signs, pursuant to the establishment of a sign district as set forth in LAMC Section 13.11. Both on-site and off-site signage are similar in appearance. The difference is the content of the signage; on-site signage is airport-related signage (which includes advertising for products and services related to the airport), while off-site signage is non-airport related signage (which would also include advertising). The proposed Project implements the LAX Specific Plan. Pursuant to the LAX Specific Plan, LAWA submitted an application to the City of Los Angeles, Department of City Planning on August 2, 2011 for the proposed Sign District.

### **b. Project Design Features**

Specific measures or requirements, including components discussed above, are incorporated into the proposed Project as Project Design Features. Project Design Features are features proposed by the Project Applicant that are specifically intended and designed to reduce or avoid impacts.

*Project Design Features*

- 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.
- 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).
- No electronic or light enhanced signage would be installed within or be visible from the Airside Sub-Area.
- 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]).
- Limit illuminance contribution of signage to 0.3 footcandle (fc) at 350 feet from face of sign.
- 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).
- 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.
- 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).
- 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.
- 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, ATC personnel and pilot safety.
- 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.
- Digital signage would be subject to limits on brightness levels (i.e., 4,500 cd/m<sup>2</sup> during the daytime and 300 cd/m<sup>2</sup> during the nighttime) and equipped with sensors that modify the brightness of the sign in response to ambient lighting conditions.
- 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.
- Digital displays would not include large areas of reflective elements and have a contrast ratio of less than 30:1 to eliminate glare.

- 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.
- 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.
- Maximum vertical luminance of illuminated supergraphic signage would be 5 to 7 fc during nighttime.
- Supergraphics/wall signs/column wraps would have matte finishes, which would prevent glare from the light fixtures.

In addition to Project Design Features, the following list of applicable LAX Master Plan (LAWA adopted) commitments that would be included with implementation of the proposed Project are as follows:

**LU-4. Neighborhood Compatibility Program.** Ongoing coordination and planning will be undertaken by LAWA to ensure that the airport is as compatible as possible with surrounding properties and neighborhoods. Measures to enforce this policy will include: 1) Along the northerly and southerly boundary areas of the airport, LAWA will provide and maintain landscaped buffer areas that will include setbacks, landscaping, screening or other appropriate view-sensitive uses with the goal of avoiding land use conflicts, shielding lighting, enhancing privacy and better screening views of airport facilities from adjacent residential uses. Use of existing facilities in buffer areas may continue as required until LAWA can develop alternative facilities. 2) Locate airport uses and activities with the potential to adversely affect nearby residential land uses through noise, light spill-over, odor, vibration and other consequences of airport operations and development as far from adjacent residential neighborhoods as feasible. 3) Provide community outreach efforts to property owners and occupants when new development on airport property is in proximity to and could potentially affect nearby residential uses.

**DA-1. Provide and Maintain Airport Buffer Areas.** Along the northerly and southerly boundary areas of the airport, LAWA will provide and maintain landscaped buffer areas that will include setbacks, landscaping, screening or other appropriate view-sensitive improvements with the goals of avoiding land use conflicts, shielding lighting, enhancing privacy and better screening views of airport facilities from adjacent residential uses. Use of existing facilities in buffer areas may continue as required until LAWA can develop alternative facilities.

**LI-2. Use of Non-Glare Generating Building Materials.** Prior to approval of final plans, LAWA will ensure that proposed LAX facilities will be constructed to maximize use of non-reflective materials and minimize use of undifferentiated expanses of glass.

**LI-3. Lighting Controls.** Prior to final approval of plans for new lighting, LAWA will conduct reviews of lighting type and placement to ensure that lighting will not interfere with aeronautical lights or otherwise impair Airport Traffic Control Tower or pilot operations. Plan reviews will also ensure, where feasible, that lighting is shielded and focused to avoid glare or unnecessary light spill-over. In addition, LAWA or its designee will undertake consultation in selection of appropriate lighting type and placement, where feasible, to ensure that new lights or changes in lighting will not have an adverse effect on the natural behavior of sensitive flora and fauna within the Habitat Restoration Area.

**c. Construction and Operation Timeline**

The estimated implementation date for the construction of the new off-site 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.

**Table II-1  
Types of Signs, Definitions, and Locations**

<b>Types of Signs</b>	<b>Definitions</b>	<b>Locations</b>	<b>Figures</b>
Supergraphic Sign	A supergraphic sign is an off-site sign which consists of an image applied to a wall/facade, which is printed on vinyl or similar material.	Parking Structures 1-7 (including 2A and 2B); Terminal Buildings 1-7	Figures II-3 and II-5 to II-14 <sup>2</sup>
Wall Sign	Similar to a supergraphic, but smaller in size (300 sq ft or less).	Parking Structures 5-7; Terminal Buildings 1, 2, 4, 5, 6 and 7	Figures II-4, II-9, II-10, II-12, and II-13
Digital Display Sign	Digital display signs will show images on a building face or any structural component. Two types of digital display signs are proposed: CR I with an image refresh rate of no more than one refresh event every eight seconds (with the exception being Parking Structure 1 which would refresh every 14 seconds), and CR III with no more than one refresh event every 12 hours, which would occur simultaneously for all CR III signs within the Sign District. 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.	CR I: Parking Structures 1-7 (including 2A and 2B); CR III: Sky Bridges at Terminals 1-7, Tom Bradley International Terminal - TBIT (upper level east elevation), Terminal 1 (upper level east elevation), and Terminal 4 (upper level north elevation)	Figures II-5 to II-12 and II-14
Column Wrap Sign	Column wrap signs are digitally printed on a unique vinyl material designed to adhere to the existing columns that support the CTA upper level roadway.	Alternating columns that flank the terminal curb areas of the internal lower roadway of TBIT and Terminals 1-7	Figures II-15 to II-17
Passenger Boarding Bridge Sign	A passenger boarding bridge sign is a supergraphic sign that is applied to the exterior of the boarding bridges located in the Airside Sub-Area that connects passengers from the terminals to the aircraft.	Boarding Bridges at TBIT and existing Terminals 1-8 and future terminals (Airside Sub-Area)	Figure II-18
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.	Throughout CTA	Figure II-19
Existing Billboards	A billboard is a supported sign panel that is attached to pole(s), post(s), or column(s) and that may be cantilevered over a building or structure.	Park One Property [no new billboard signs are proposed at this location, nor along Sepulveda Boulevard, as part of the proposed Project]	Figure II-2 [for location of Park One Property]

<sup>2</sup> It is assumed that the approved Sign District would allow flexibility to use the locations where a digital display has been proposed for supergraphics; therefore, figures associated with digital displays are also referenced in Table II-1 above under Supergraphic Sign.



LAX Sign District Project EIR

Supergraphic (Example)

Figure  
II-3



LAX Sign District Project EIR

Wall Sign (Example)

Figure II-4

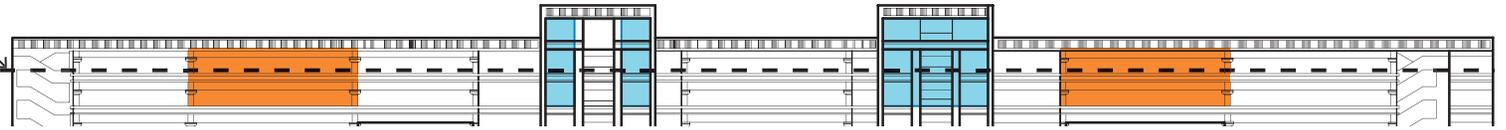


LAX Sign District Project EIR

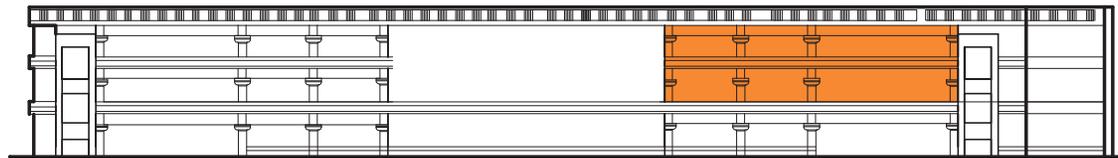
Digital Display (Example)

Figure  
II-5

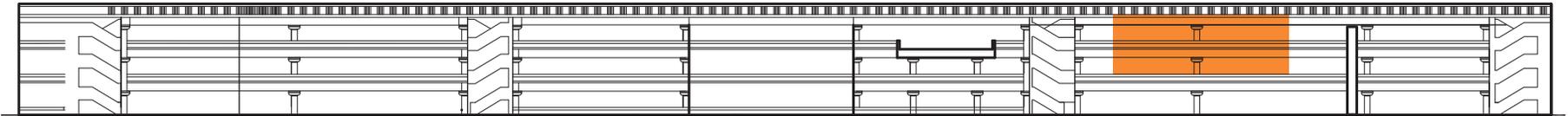
UPPER LEVEL ROADWAY  
AT TERMINAL FACADE



PARKING STRUCTURE 1 - NORTH ELEVATION



PARKING STRUCTURE 1 - EAST ELEVATION



PARKING STRUCTURE 1 - SOUTH ELEVATION

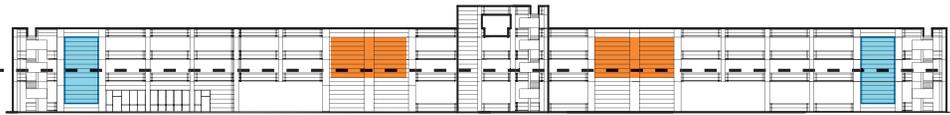
**SIGN TYPE LEGEND**

-  SUPERGRAPHICS SIGNS
-  DIGITAL / CONTROLLED REFRESH I

Not to Scale  
Source: Gensler, 2012

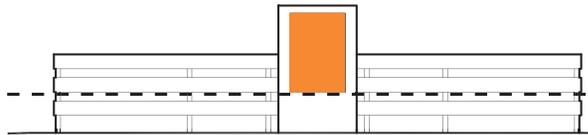
Note: Locations proposed for Digital/Controlled Refresh I  
could be used for Supergraphic signs in lieu of digital.

UPPER LEVEL ROADWAY  
AT TERMINAL FACADE



PARKING STRUCTURE 2A - NORTH ELEVATION

UPPER LEVEL ROADWAY  
AT TERMINAL FACADE



PARKING STRUCTURE 2B - NORTH ELEVATION

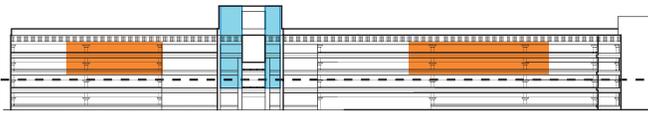
**SIGN TYPE LEGEND**

-  SUPERGRAPHICS SIGNS
-  DIGITAL / CONTROLLED REFRESH I

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Source: Gensler, 2012

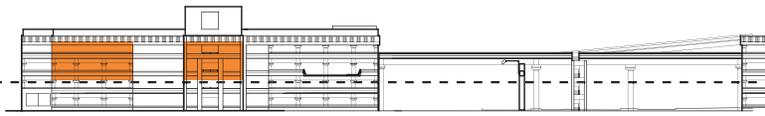
Note: Locations proposed for Digital/Controlled Refresh I could be used for Supergraphic signs in lieu of digital.

UPPER LEVEL ROADWAY  
AT TERMINAL FACADE



PARKING STRUCTURE 3 - NORTH ELEVATION

UPPER LEVEL ROADWAY  
AT TERMINAL FACADE



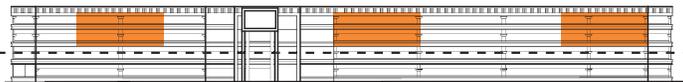
PARKING STRUCTURE 3 - WEST ELEVATION

UPPER LEVEL ROADWAY  
AT TERMINAL FACADE



PARKING STRUCTURE 4 - WEST ELEVATION

UPPER LEVEL ROADWAY  
AT TERMINAL FACADE



PARKING STRUCTURE 4 - SOUTH ELEVATION

**SIGN TYPE LEGEND**

- SUPERGRAPHICS SIGNS
- DIGITAL / CONTROLLED REFRESH I

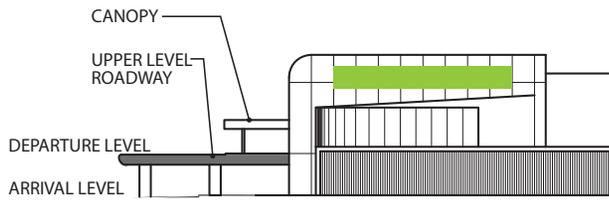
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Source: Gensler, 2012

Note: Locations proposed for Digital/Controlled Refresh I could be used for Supergraphic signs in lieu of digital.

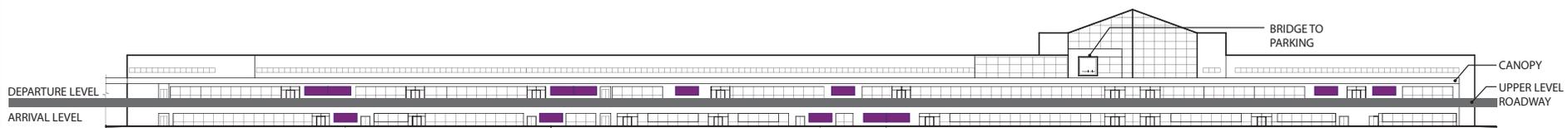




TERMINAL 1 - SOUTH ELEVATION



TERMINAL 1 - EAST ELEVATION



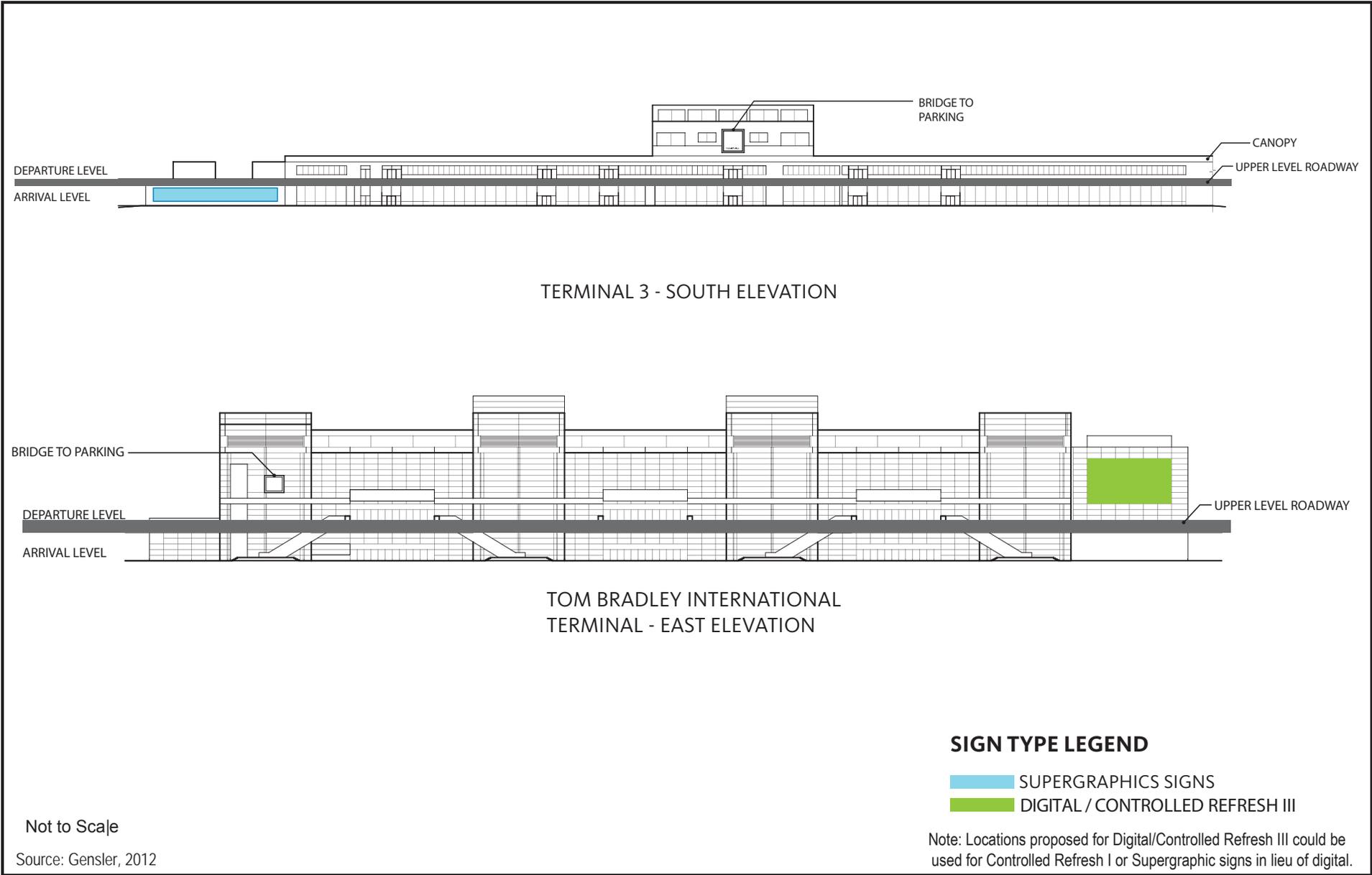
TERMINAL 2 - SOUTH ELEVATION

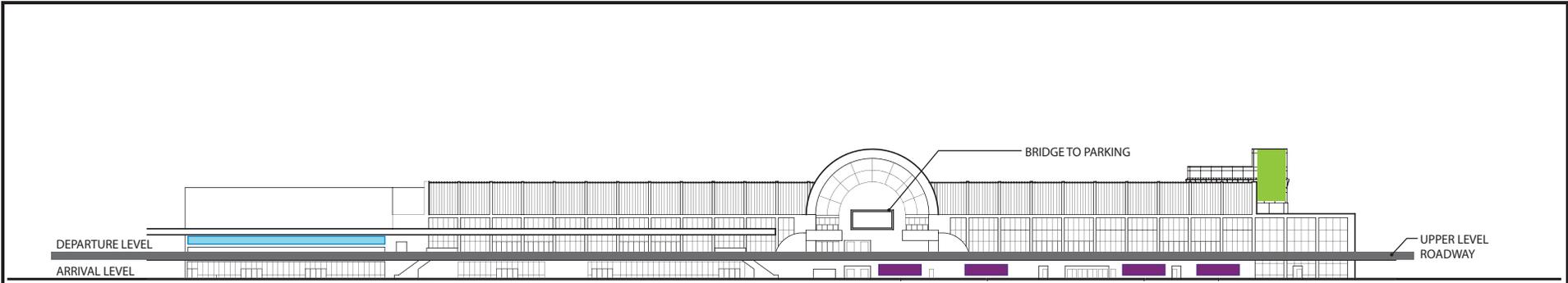
**SIGN TYPE LEGEND**

- WALL SIGNS
- SUPERGRAPHICS SIGNS
- DIGITAL / CONTROLLED REFRESH III

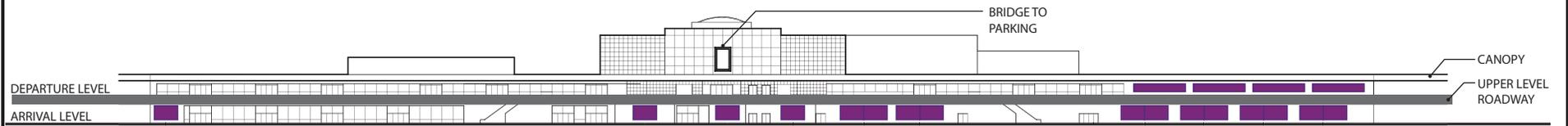
Note: Locations proposed for Digital/Controlled Refresh III could be used for Controlled Refresh I or Supergraphic signs in lieu of digital.

Not to Scale  
Source: Gensler, 2012





TERMINAL 4 - NORTH ELEVATION



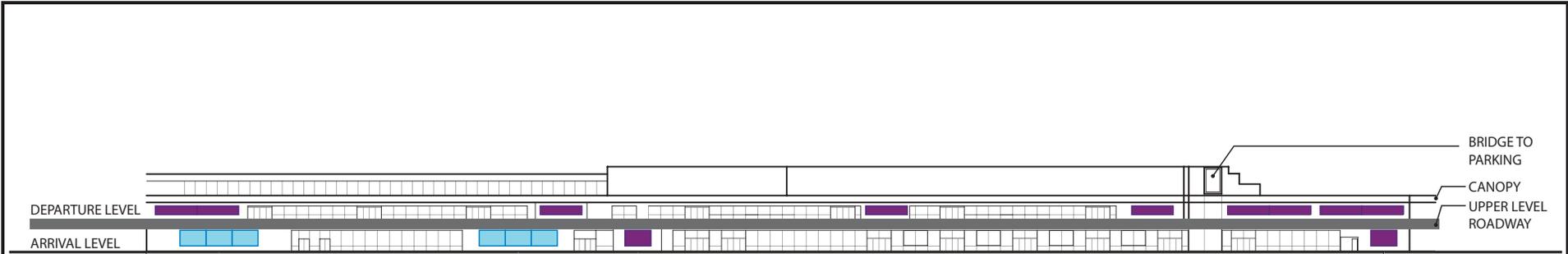
TERMINAL 5 - NORTH ELEVATION

**SIGN TYPE LEGEND**

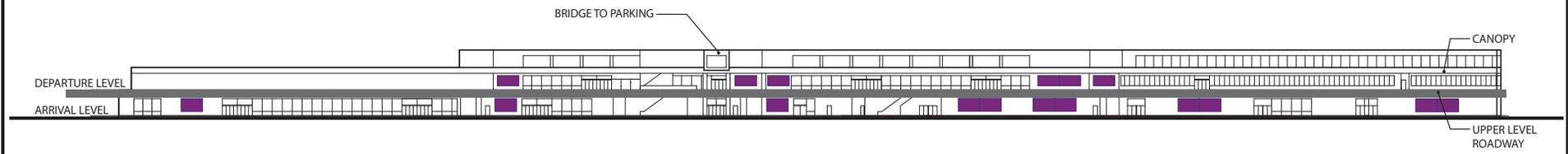
- WALL SIGNS
- SUPERGRAPHICS SIGNS
- DIGITAL / CONTROLLED REFRESH III

Not to Scale  
 Source: Gensler, 2012

Note: Locations proposed for Digital/Controlled Refresh III could be used for Controlled Refresh I or Supergraphic signs in lieu of digital.



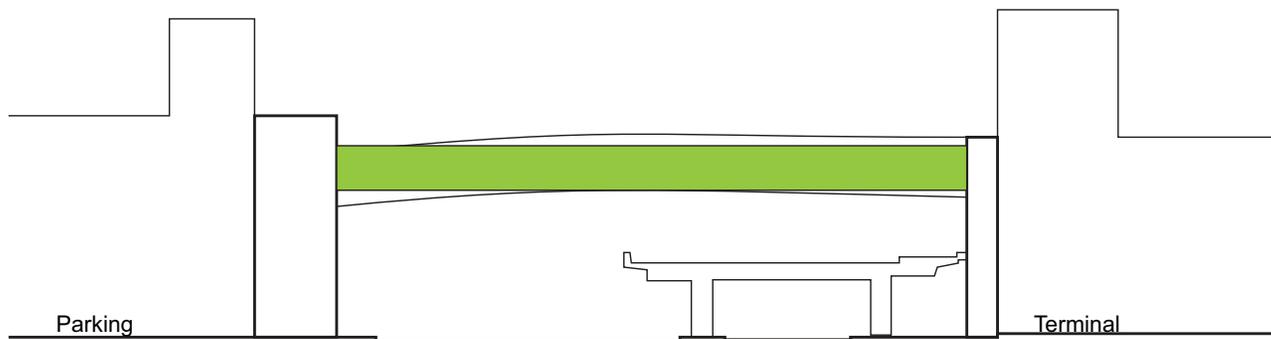
TERMINAL 6 - NORTH ELEVATION



TERMINAL 7 - NORTH ELEVATION

**SIGN TYPE LEGEND**  
 WALL SIGNS  
 SUPERGRAPHICS SIGNS

Not to Scale  
 Source: Gensler, 2012



**SIGN TYPE LEGEND**

 DIGITAL / CONTROLLED REFRESH III

Not to Scale  
Source: Gensler, 2012

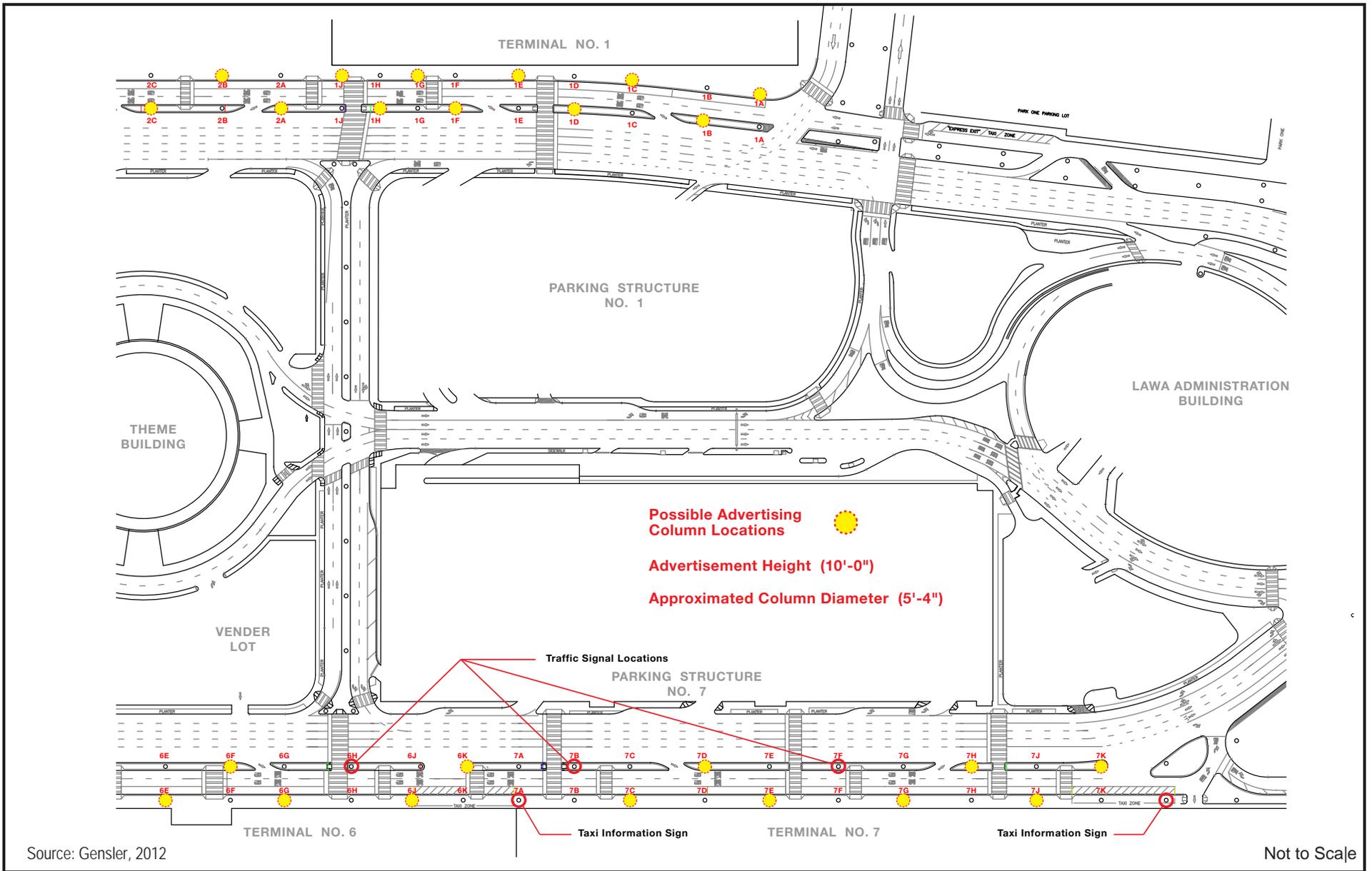
Note: Locations proposed for Digital/Controlled Refresh III could be used for Controlled Refresh I or Supergraphic signs in lieu of digital.

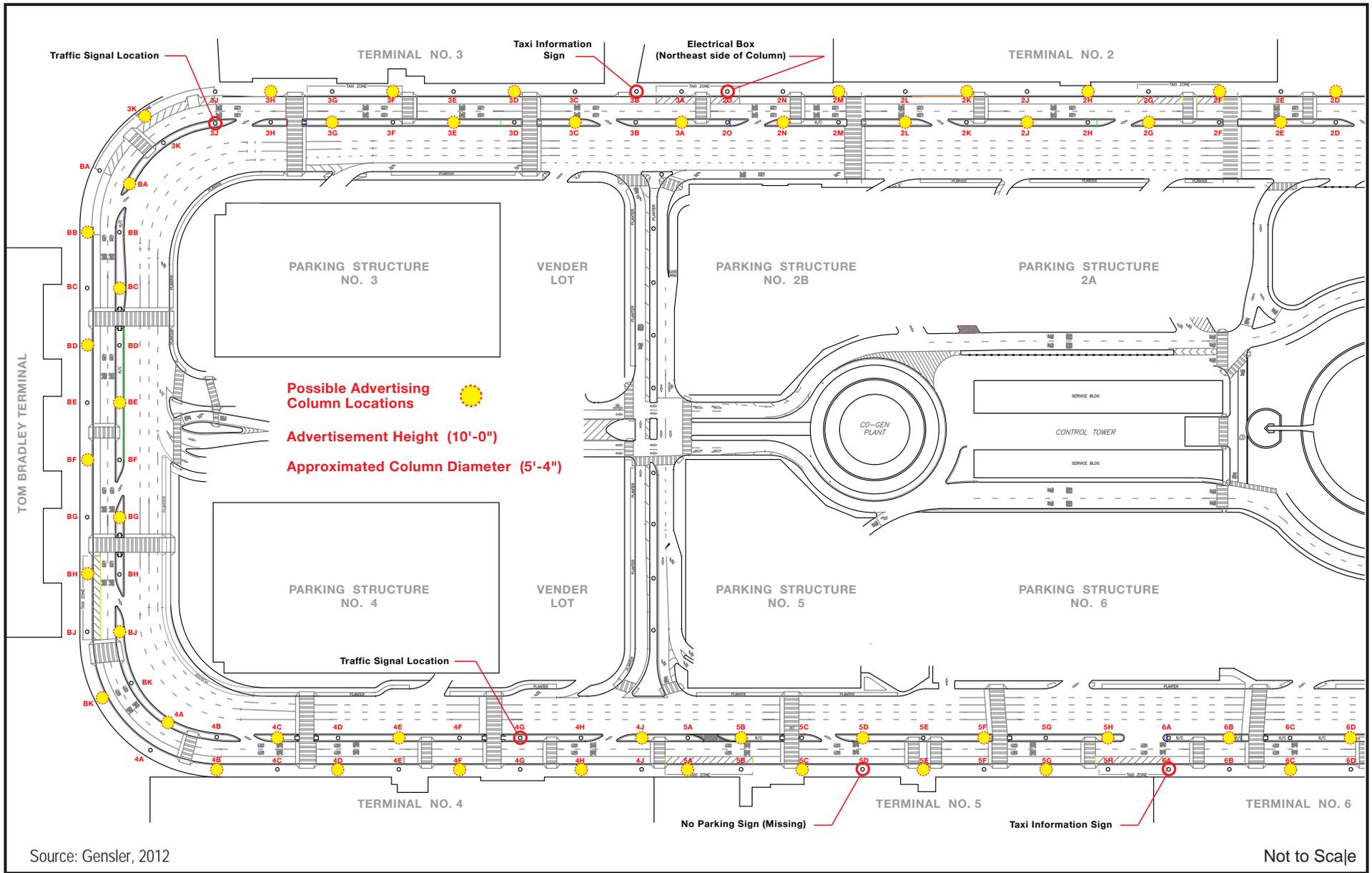


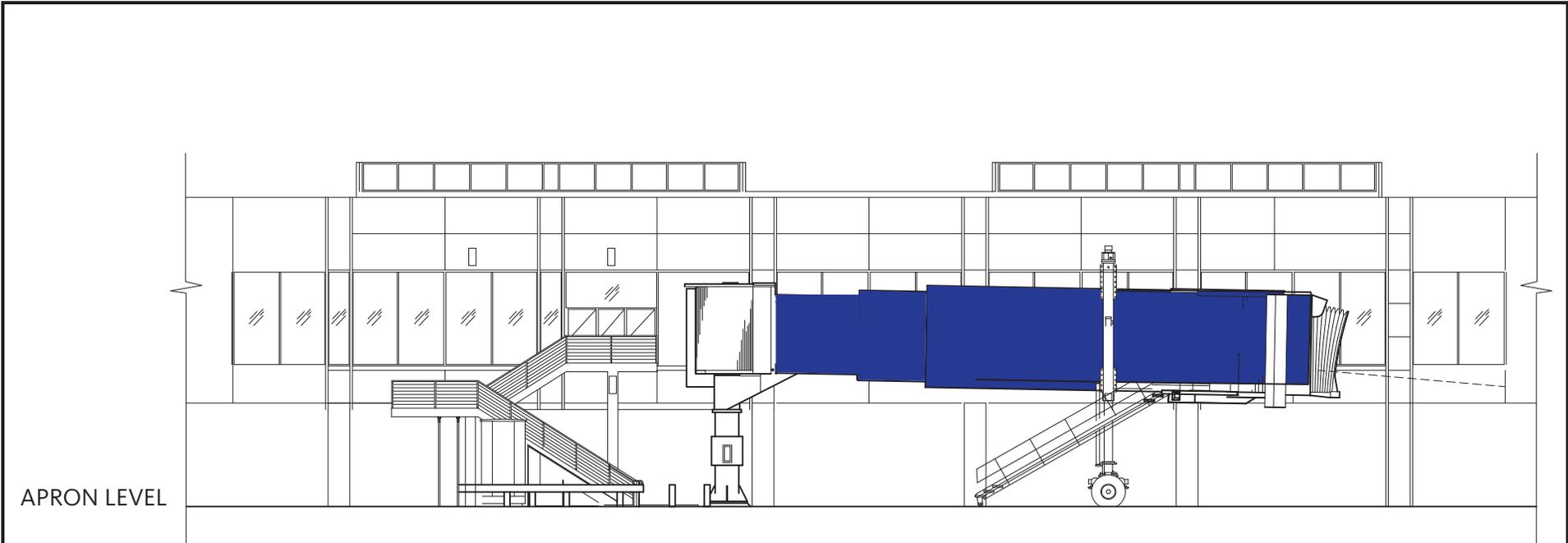
LAX Sign District Project EIR

Column Wrap (Example)

Figure II-15







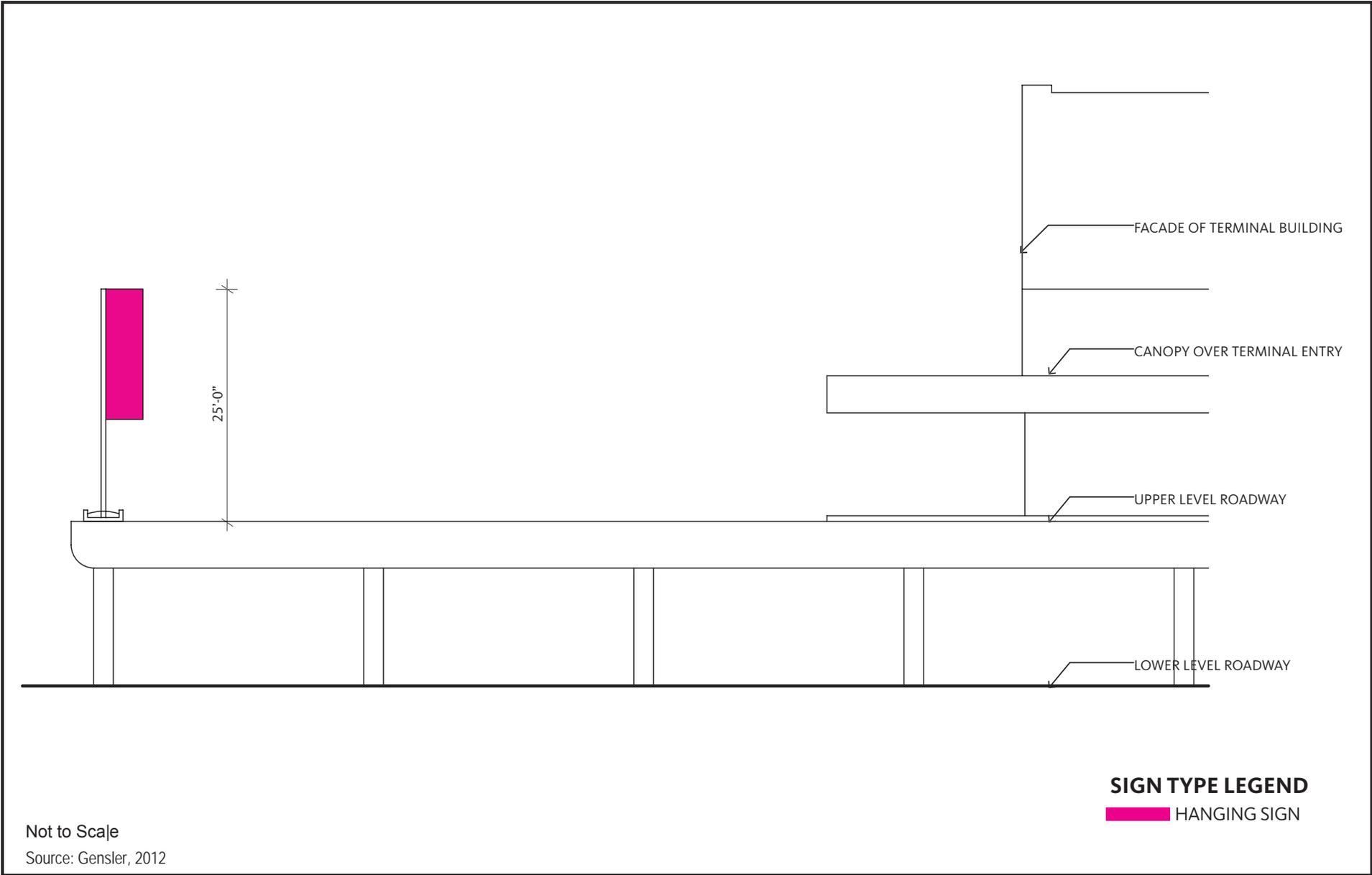
TYPICAL BOARDING BRIDGE

1 SIGN EACH SIDE OF BOARDING BRIDGE

SIGN TYPE LEGEND

PASSENGER BOARDING BRIDGE SIGNS

Not to Scale  
 Source: Gensler, 2012



## **4. PROJECT ALTERNATIVES**

### **a. Alternative 1 – No Project Alternative**

This alternative would evaluate what would be expected to occur in the foreseeable future if the proposed Project were not approved. As is currently the case, under Alternative 1, no new off-site signage would be placed in the Project site. On-site, wayfinding and tenant signage would continue, as well as the existing off-site signage at the Park One Property (subject to their current leases), and no billboard take downs or compliance with other applicable requirements from the Department of City Planning associated with the proposed Project would occur. Alternative 1 would not preclude future improvements or signage already permitted within the Project site and any future improvements with the potential to significantly impact the environment would need to be analyzed in a separate environmental document.

### **b. Alternative 2 – Reduced Signage Alternative**

Under this alternative, 20 percent less signage would be allowed throughout the Project site than under the proposed Project. Alternative 2 includes a maximum of approximately 65,218 sq ft of proposed new off-site signage within the Landside Sub-Area and a maximum of approximately 231,680 sq ft of proposed new off-site signage within the Airside Sub-Area. The proposed signage under this alternative would be the same as under the proposed Project and would include supergraphics, wall signs, digital display signs, and other signs such as signs on passenger boarding bridges, hanging signs, and column wraps. As with the proposed Project, Alternative 2 would also include a plan to remove a number of billboards in LAWA's control and compliance with other applicable requirements from the Department of City Planning. As with the proposed Project, the estimated implementation date for the construction and operation of the new off-site signage under Alternative 2 is 2013.

### **c. Alternative 3 – No Digital Signage Alternative**

Under this alternative, no new digital off-site signage would be allowed within the Project site. As with the proposed Project, this alternative includes a maximum of approximately 81,522 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 location of digital displays within the Landside Sub-Area would be replaced with supergraphics. Proposed new off-site signage within the Airside Sub-Area would remain the same as under the proposed Project. The proposed signage under this alternative would include supergraphics, wall signs, and other signs such as signs on passenger boarding bridges, hanging signs, and column wraps. As with the proposed Project, Alternative 3 would also include a plan to remove a number of billboards in LAWA's control and compliance with other applicable requirements from the Department of City Planning. As with the proposed Project, the estimated implementation date for the construction and operation of the new off-site signage under Alternative 3 is 2013.

## 5. PROJECT OBJECTIVES

A statement of the objectives sought by the proposed Project is required by *State CEQA Guidelines* Section 15124(b). The *State CEQA Guidelines* require the statement of objectives to include the underlying purpose of the proposed Project. The basic purpose of the proposed Project is to allow and promote a variety of signage throughout the proposed Sign District in a manner that encourages and contributes to the modernization of LAX in an orderly and flexible way, without cluttering the visitor's visual environment or impacting the surrounding communities. The objectives of the proposed Project are as follows:

- 1) Promote and enhance LAX as an international gateway to the Pacific Rim, 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 both architecturally and relative to the other signage at the airport, thereby minimizing potential safety issues.
- 4) Protect adjacent communities from potential adverse impacts of new off-site signs by avoiding visual clutter, including visual impacts of excessive number of signs, excessive sign size, sign illumination, and sign motion/animation.
- 5) Support and enhance limited new off-site signage to the interior of LAX and the urban design, land use, economic development, and modernization objectives of the LAX Master Plan and LAX Specific Plan.

## 6. DISCRETIONARY ACTIONS

The City of Los Angeles Department of City Planning is the Lead Agency for the proposed Project. In order to permit development of the proposed Project, approval of the following discretionary actions would be required:

- 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.

Other reviewing agencies for the proposed Project may include, but are not limited to, the following:

- Los Angeles Fire Department
- City of Los Angeles Department of Building and Safety
- Federal Aviation Administration (FAA)
- California Department of Transportation (Caltrans)
- Los Angeles Department of Transportation