

LAX SIGN DISTRICT ORDINANCE AMENDMENT

Neighborhood Council Westchester / Playa (NCWP) Board Meeting
February 3, 2026

AGENDA

- **Background**
 - **Outreach & Stakeholder Engagement**
 - **LAX Sign District Ordinance**
- **Overview**
- **Purpose of Amendment**
- **1961 Air Traffic Control Tower (ATCT)**
 - **Honoring the 1961 ATCT**
- **CEQA Analysis**
- **Proposed Approval Timeline and Schedule**

OUTREACH & STAKEHOLDER ENGAGEMENT



Airfield & Terminal Modernization Program (ATMP)

ROADWAY IMPROVEMENTS PROJECT

LAWA | LAX VNY

WESTCHESTER PLAYA NEIGHBORHOOD COUNCIL
SEPTEMBER 25, 2025

ATMP Roadway Improvements



LAX Sign and Gateway Pylon Removal



LAWA and its partners are working to reimagine the LAX Sign and Gateway Pylons

Recent ATMP Neighborhood Council Presentations

- **July 24, 2025** – Neighborhood Council of Westchester Playa – Airport Relations Committee
- **October 7, 2025** - Neighborhood Council of Westchester Playa
- **October 14, 2025** - Neighborhood Council of Westchester Playa – Planning and Land Use Committee

LAX SIGN DISTRICT ORDINANCE

OFF-SITE SIGNAGE ONLY ALLOWED IN APPROVED SIGN DISTRICTS

- Off-Site Signage advertises a business or product not located on the parcel where the sign is installed.
- In 2002, the City banned the off-site signage to address widespread billboard blight and only allows signage within approved geographic areas with unique characteristics.

LAX SIGN DISTRICT APPROVED IN 2015

- The LAX Sign District was approved in 2015 by the City Planning Commission and City Council to implement a comprehensive, airport-wide sign program at LAX to ensure clear wayfinding and a cohesive visual identity that supports passenger navigation, safety, and modernization.

ORDINANCE NO. 183737

An ordinance establishing the Los Angeles International Airport (LAX) Sign District pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code (the Code).

WHEREAS, in 2012, LAX was the world's sixth busiest passenger airport, moving approximately 63.6 million annual passengers making LAX a regional destination that serves as a center of commerce and a gateway to Asia and the Pacific region and international transport;

WHEREAS, as a world-class airport and international gateway for local and visiting travelers, signage is a vital component of the local, regional, and state economy and world-class airports that contributes to an image of quality and excellence for the City and promotes Los Angeles as a destination of regional importance;

WHEREAS, signage is a common and important feature at world-class airports and plays a role in defining the image of the airport by enhancing travelers' visual experience by fostering a dynamic and engaging pedestrian, tourist, and work environment, and by promoting business, cultural, entertainment, and visitor-serving activities and events in the City of Los Angeles; and

WHEREAS, LAX is a unique resource in the City of Los Angeles and the largest airport in the Western United States and the basic purpose of the Sign District at LAX is to allow and promote a variety of signage in an appropriate manner that supports the modernization of LAX in an orderly and flexible way.

NOW, THEREFORE,

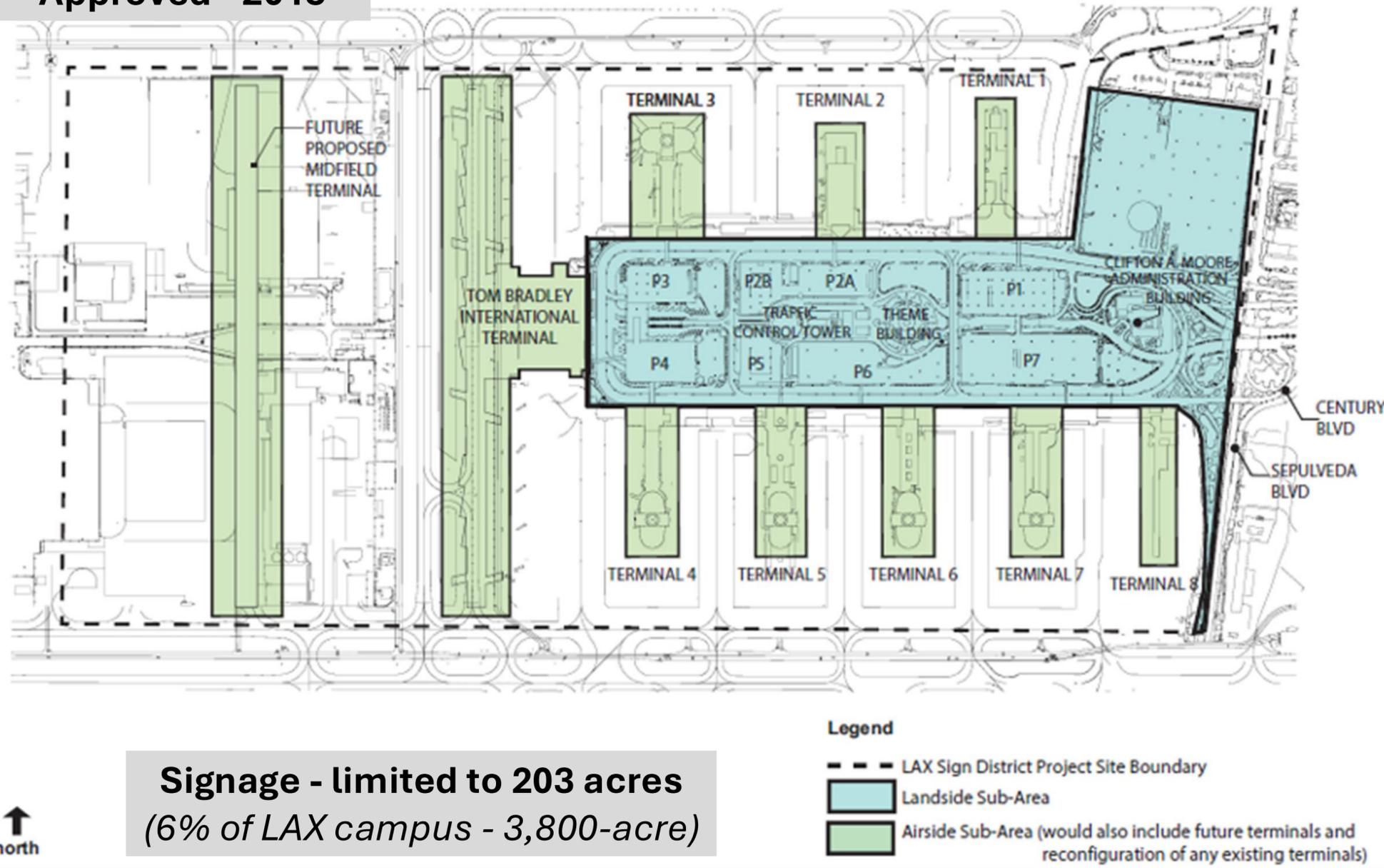
**THE PEOPLE OF THE CITY OF LOS ANGELES
DO ORDAIN AS FOLLOWS:**

Section 1. **ESTABLISHMENT OF THE LOS ANGELES INTERNATIONAL AIRPORT SIGN DISTRICT.** The City Council hereby establishes the Los Angeles International Airport (LAX) Sign District covering an area that includes the LAX Central Terminal Area and the area along Sepulveda Boulevard known as the Park One Property (collectively known as the "Landside Sub-Area"), and existing (as well as future) passenger boarding bridges located on the airside area east of Taxiway R and surrounding the Central Terminal Area (known as the "Airside Sub-Area"), in the City of Los Angeles, as shown within the boundary lines on the attached District Map. This section supersedes Section 13.11 B of the Code to the extent that Section 13.11 B limits Sign Districts to the C, M or R5 Zones, and does not allow Sign Districts in the LAX Los Angeles International Airport Specific Plan Zone.

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OVERVIEW - LAX SIGN DISTRICT ORDINANCE

Approved - 2015



Signage - limited to 203 acres
(6% of LAX campus - 3,800-acre)

MAXIMUM OFF-SITE SIGNS ALLOWED

Sub-Area	Square Feet (SF)
Landside Within the Central Terminal Area (CTA)	80,722 sf No more than 75% (60,542 sf) activated at any one time
Airside On Passenger Boarding Bridges	289,600 sf

- Allows off-site signs in LAX Central Terminal Area and created site-specific signage regulations.
- The Sign Ordinance predated the LAX LAMP Project and current needs; prohibited off-site signage on the Theme Building and 1961 Former Airport Traffic Control Tower (Former ATCT).

PURPOSE OF AMENDMENT

To accommodate proposed updates in alignment with evolving needs of the airport and its users.

- 1961 ATCT to be used as signage platform for welcome messages, celebratory content, and artistic digital displays.
- Other updates: Clarifications and refinements to better align with airport's broader strategic goals and achieve greater consistency with recently adopted sign districts.



1961 Air Traffic Control Tower (ATCT)

- The 1961 Airport Traffic Control Tower (ATCT) is not currently occupiable because of fire, life safety reasons, but is eligible as a City of Los Angeles historic cultural monument.
- Consistent with the LAX Preservation Plan, the signage on the 1961 ATCT will respect the existing historic fabric and preserve the tower's integrity.



HONORING THE 1961 ATCT

Design Approaches To Honor the 1961 ATCT and LAX Preservation Plan

1. Permeable LED System
2. Floor by Floor LED Bands
3. Removal of added railings as non-contributing elements
4. Interpretive Elements

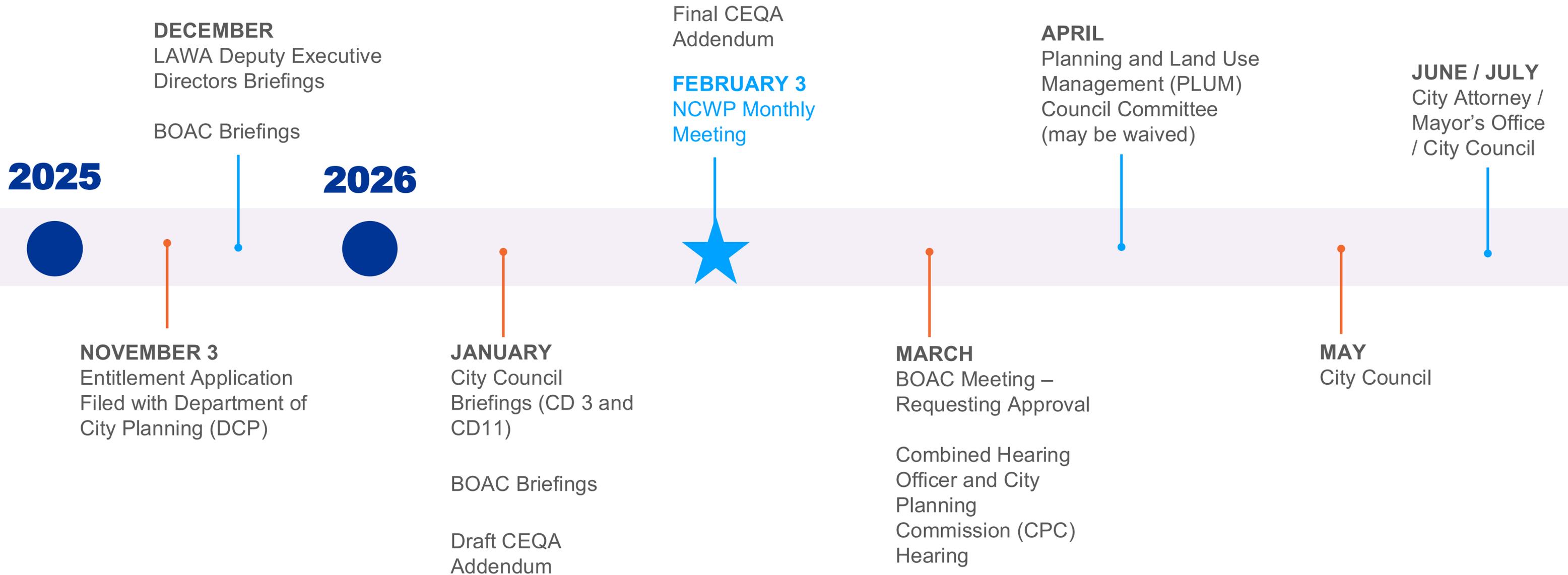


*LED Digital Display simulation of historic building
– projecting an image of original vertical louvers*

CEQA ANALYSIS

- The amendment to the LAX Sign District Ordinance required California Environmental Quality Act (CEQA) analysis.
- The analysis reviewed proposed modifications to the LAX Sign District Ordinance and demonstrated that no new or significant impact was created. Therefore, no need for a supplemental or subsequent EIR.
- An addendum to the original Environmental Impact Report (EIR) certified by City Council in June 2015 was developed.

PROPOSED APPROVAL TIMELINE AND SCHEDULE



QUESTIONS

Key Updates

1. Historic 1961 Airport Traffic Control Tower (Former ATCT)

- Allow digital cultural /welcome/ art signage on Former ATCT.
- No off-site advertising proposed.
- Coordinated with Office of Historic Resources and LA Conservancy for concurrence on design approach and compliance with the LAX Preservation Plan and Secretary of Interior Standards.

2. Existing Visual Blight Reduction

- Billboard removal at 3:1 ratio requirement
- Remove ratio and replace with a total of approximately 23,520 square feet of existing off-site signs already in progress.
- Former ATCT square footage will not trigger additional removals.

3. Clarifications and Refinements

Clarifications

- Exempted signage
- Allowed sign types
- Plan Compliance review process
- Substantial Conformance
(Providing flexibility – in alignment with Other City-approved sign ordinances)

Refinements

- Refinements will be included in the LAX Sign District Standards and Guidelines. Some of the refinements include:
- Sign location
- Sign dimension