



## **AIRPORT SIGN POLICY**

This section provides a brief overview of the Los Angeles International Airport Sign Policy for tenant signage in the Central Terminal Area. For a full version of the LAX Tenant Sign Standards, visit Section 10 of the Design and Construction Handbook in the LAX web site ([http://www.lawa.org/uploadedFiles/LAXDev/News\\_for\\_LAXDev/Design\\_Construction\\_HandbookFinal.pdf](http://www.lawa.org/uploadedFiles/LAXDev/News_for_LAXDev/Design_Construction_HandbookFinal.pdf)).

These guidelines are intended to provide tenant signage criteria for the existing and the new or remodeled terminal facilities being proposed and constructed at LAX. This policy is meant to provide the minimum limitations on signage in these areas.

It is understood that any signs not having the approval of Los Angeles World Airports (LAWA) in writing shall not be installed and any existing signs not having approval of LAWA shall be removed; and the request for approval shall be submitted in accordance with Paragraph 5 of this policy. If any existing sign exceeds the limitations stated in this policy, but has previously been approved by LAWA, that sign shall be allowed to remain as is. However, if there is to be a change or relocation in any way involving approved signs, LAWA shall require these signs to be changed to conform to the limitations of this policy.

The purpose of this sign code is to provide an effective signing program to aid the public using airport facilities and, at the same time, limit the advertising nature of such signing. In short, the acceptable criteria for a sign are one that meets the immediate needs of the airport user. Signs of an advertising nature will not be allowed.

In practice, regardless of the many guidelines, unauthorized signs always pose problems. LAWA will, periodically, review the leaseholds for signage compliance. By referring to this policy for the proper procedures and limitations, unnecessary expenditures and inconveniences can be alleviated.

### **1. General Rules and Definitions**

- a.** All signs shall be of an informative nature designed to meet the immediate needs of the traveling public. Signs of an advertising nature are not permitted unless contracted with LAWA's Commercial Development Group.
- b.** No backwashed, animated, or flashing signs are permitted. Internally illuminated signs shall be kept to a minimum and will only be allowed in the specific circumstances mentioned in the text of this code.
- c.** Signs in public areas are the responsibility of LAWA. Signs in leased areas are the responsibility of the tenant.
- d.** No signs shall be permitted on exterior doors or windows except those required to meet safety standards.
- e.** No signs shall be permitted on the roof of any building. This regulation also



applies to any structure atop a building, such as the ticketing building pylons.

- f. No exposed cans, raceways, crossovers, or exposed neon tubing shall be permitted.
- g. All signs must meet safety standards. All illuminated signs shall bear the label of the Underwriters' Laboratories, Inc., and shall meet all local code requirements.
- h. Signs or gimmicks of a promotional nature may be displayed if such signs or gimmicks are first authorized in writing by the Commercial Development Group; with the understanding that such gimmicks are of a temporary nature. The Commercial Development Group shall approve the duration of the promotional activity, but that said activity shall have a maximum longevity of 45 days.
- i. Signs not covered in this code are to be considered prohibited. Exceptions may be granted if such additional signing serves the public.

**2. Exterior Airline Signs - Ticketing and Satellite/Concourse Buildings**

- a. Ticketing Buildings (upper and lower levels). No signage shall be permitted on the exterior surfaces of the ticketing buildings. Signing for the tenants and terminal activities will be limited to sign modules under the canopies and under the elevated roadways. All under canopy and roadway signing shall be furnished and installed by LAWA. The copy on these signs will be limited to the system alphabet (Helvetica) and color or logo/signatures will not be permitted. The copy, frequency, and placement of these signs will be determined by LAWA.
- b. Sidewalk Check-in Facilities. Airline identification signs shall be permitted on curbside check-in counters. Letter area and logo height shall not exceed six inches. These signs shall be attached to the check-in counter only. No signs shall be permitted on conveyor systems, housings, or other structures.
- c. Satellite/Concourse Buildings. No signs shall be permitted on the exterior surfaces of the satellite/concourse buildings or tenant constructed appendages except those relating to safety or numerical gate identification. Gate numerals shall have a height of 18 inches. Such signs may be illuminated as specifically approved.

**3. Interior Airline Signs - Ticketing and Satellite/Concourse Buildings**

- a. Ticketing Buildings. Airlines are responsible for the primary airline identification (recognized logo/signature) shall be confined to the counter backwall.



Airline identification on the overhanging fascia will be limited to the corporate name in the system alphabet (Helvetica) and is the sole responsibility of LAWA.

Airline identification will be limited to the basic corporate name in the system alphabet (Helvetica) on the fascia. Additional copy such as "Airlines" will not be permitted. Frequency and copy size will be governed by linear counter length, architectural guidelines for that building, and follow the standards set by LAWA. All fascia signs are the sole responsibility of LAWA.

- b.** Baggage Claim or Check-In Signs. Signs directly relating to the claiming of baggage or check-in of baggage are permitted. Letter height is restricted to a maximum of 4 inches with a maximum letter area height of 18 inches.
- c.** Satellite/Concourse Buildings. No signs in these areas shall be illuminated, except numerical gate identification signs.

**4. Concessionaire Signs in the Passenger Areas**

- a.** Auto Rental Agency
  - i.** Identification on the overhanging fascia will be limited to the basic corporate name in the system alphabet (Helvetica). The letter height will be dictated by the signage system or motif requirements of that area or building and approval by LAWA.
  - ii.** Corporate identification (recognized logo/signature) shall be confined to the counter backwall. The backwall treatment shall be restricted in display content to one logo/signature. The preferred sign is an individually mounted dimensional tenant corporate signature with a logo/logotype with a maximum height of 18 inches. Internally illuminated combination logo/reservation plastic holders are not permitted.
  - iii.** Line control or queue signs suspended from the fascia directly above the counters shall be greater than 4 inches high and the letters shall not exceed 2 inches in height. Logo/signatures shall not appear on these devices nor shall they have additional attached appendages. These signs shall match in illumination and clear distance from the floor.
  - iv.** Signs used to identify unoccupied counters or telephones for this purpose shall have a maximum letter height of 1 inch and a maximum letter area height of 4 inches.
- b.** Bus and Limousine Services. All signs for bus or limousine services shall



have a letter height not to exceed 4 inches, with a maximum letter area height of 12 inches.

- c. All Other Concessionaires. Concessionaires must submit graphics and sign proposals to LAWA for review. Graphics, signs, and letters sizes will be approved based on each individual situation. Refer to the “Los Angeles World Airport Concession Design Guidelines” in the Concessions Management Division listing on the LAX website.

## **5. Submitting Sign Requests**

- a. Before any sign may be installed, drawings must be approved by the Executive Director of Los Angeles World Airports. Submit all requests to:

Commercial Development Group  
Los Angeles World Airports  
6053 W. Century Boulevard, Suite 400  
Los Angeles, CA 90045  
Tel: (424) 646-7200  
Fax: (310) 417-9256

Sign drawing shall include but not be limited to the following:

- i. A scale drawing of sign location and an elevation view of building fascia or wall showing the sign in place
  - ii. A detail scale drawing of the sign showing letter style, dimensions, and specifications describing materials and color
- b. For other buildings or conditions not listed in the code, review and approval of signs will be based on those portions of this Sign Policy deemed to be most applicable to the sign presented for approval.
  - c. Every sign permit issued shall expire 180 calendar days from the date of issuance if the work permitted thereunder has not commenced, or if the work started has been suspended for a period of 180 days or more.
  - d. All signs must comply with LAX Tenant Sign Standards which can be downloaded from [http://www.lawa.org/welcome\\_LAWA.aspx?id=4162](http://www.lawa.org/welcome_LAWA.aspx?id=4162).