



Downtown Gateway Signs
Los Angeles

Owner *Los Angeles Department of Transportation*
Contact *Ms. Frankie Banerjee*
LADOT
221 North Figueroa Street,
S.500
Los Angeles, CA 90012
(213) 580-1182
Complete *November 1999*
Size *Throughtout downtown Los Angeles*
Cost *\$100,000*
Scope *Provided pedestrian and multi-modal transit linkages and wayfinding graphics*

In anticipation of the Fall 1999 opening of Staples Center, the Los Angeles Department of Transportation (LADOT) was asked to develop a program to ease parking access and minimize traffic disruption before and after Arena events. The LADOT developed a plan which combined closed circuit television cameras mounted on traffic signals, and a group of pole-mounted "changeable message signs" (CMS) which would give live traffic and parking information to motorists.

Suisman Urban Design was asked by LADOT to design seven monumental gateway message signs lining the major approaches to the Los Angeles Convention Center and Staples Arena. They welcome visitors to downtown

and provide traffic and parking information. A neon "downtown" sign is accompanied by a pedestrian downlight.



Excellence in Architectural Design Award
City of Los Angeles Cultural Affairs (2000)