

Communication from Public

Name: Sarah Boyd

Date Submitted: 01/23/2026 10:01 AM

Council File No: 15-0989-S47

Comments for Public Posting: I object to the City adding DIGITAL DISPLAYS to our LA landscape! The Olympics should not give the City carte blanche to add digital billboards to the streets! Because this ordinance specifically refers to digital displays, it seems likely that digital billboards would be included. Please DO NOT FAST TRACK these digital displays! It's also possible that "wayfinding" kiosks, as previously proposed, would be included, since the city claims they're helpful to tourists. While the language suggests that these would be only temporary signs, City Planning staff has said that some "temporary" projects could become permanent, if the city determined they provided public benefit. Again, I object to LA becoming a waste land of digital eyesores - please don't turn Los Angeles into Blade Runner's dystopia! Thank you.



Communication from Public

Name: Tranzito-Vector
Date Submitted: 01/23/2026 05:11 PM
Council File No: 15-0989-S47
Comments for Public Posting: Letter from Tranzito-Vector



January 23, 2026

Los Angeles City Council
200 N Spring St
Los Angeles, CA 90012

Re: CF: 15-0989-S47

Council President and Councilmembers,

Tranzito-Vector is the City's selected partner for the Sidewalk and Transit Amenities Program ("STAP"), which is currently delivering shelter, shade, safety, and comfort for Los Angeles bus riders while making significant investments in the public right-of-way ("ROW"), including ADA-compliant sidewalks, curb ramps, and critical electrical infrastructure.

STAP's advertising revenue share is 60.5% paid directly to the City to fund additional transit amenities and pedestrian improvements. The program is being deployed citywide, including within several Olympic-priority corridors, and represents one of the City's most significant long-term investments in the public right-of-way.

Tranzito-Vector fully supports the City's preparations for the 2028 Olympic and Paralympic Games and recognizes the need for flexibility to deliver a successful global event. At the same time, as the City's long-term ROW partner, we have significant concerns regarding the proposed Olympic and Paralympic Planning and Zoning Exemption Ordinance—particularly as it relates to temporary and digital signage—that, if not addressed, present unnecessary risk to the City and to the success of the proposed program.

Immediate Enforcement Is Required to Protect LA28 Revenue and the Public Right-of-Way

The success of LA28's sponsorship and advertising program depends on the City's ability to control and protect advertising in and around Olympic venues—particularly within the public right-of-way. Without immediate and proactive enforcement, the proposed expansion of temporary signage will be undermined by illegal and non-compliant installations that devalue authorized Olympic sponsorships and cannibalize City revenue.

An [independent analysis by CityFi](#) found that Los Angeles currently loses more than \$60 million per year due to illegal signage and insufficient enforcement of existing "temporary" signage programs. That analysis identified systemic failures that remain unresolved today, including fragmented oversight, inadequate enforcement staffing, difficulty removing non-compliant signs once installed, and a recurring pattern in which "temporary" signage becomes effectively permanent.



Enforcement must begin immediately, not at the start of the Games. Early action is essential to:

- Allow the City to recoup tens of millions of dollars annually in lost revenue;
- Deter bad actors well in advance of the Games;
- Prevent guerrilla advertising from undermining LA28 sponsorships; and
- Establish a credible and enforceable pathway for the timely removal of temporary signage post-Games.

Absent immediate enforcement enhancements, the ordinance risks accelerating the very conduct that has historically eroded City control of the ROW.

ROW Coordination Is Essential

Within the public right-of-way, coordination with existing ROW programs is essential due to the unique constraints and risks involved. ROW installations implicate:

- Finite sidewalk space and spacing requirements;
- Electrical capacity and power draw limitations;
- ADA clear-path and boarding-area requirements;
- Predictability of the pedestrian environment; and
- Overlapping jurisdictional and operational responsibilities across City departments.

Uncoordinated temporary signage in the ROW creates direct conflicts with existing City programs, strains limited City resources and increases the risk of accessibility violations and operational failure.

STAP infrastructure—particularly digital bus shelters, Interactive Kiosks, and Icon Pillars—can be rapidly deployed or adapted to support Olympic advertising and wayfinding while ensuring compliance with existing ROW standards. By investing in STAP elements, where appropriate, the city will build long term public amenities that will generate lasting recurring revenue for the City. Where additional temporary signage is proposed within the ROW, it should be coordinated with existing programs and infrastructure to avoid duplication, conflicts, and unintended consequences.

Ordinance Creates Heightened Legal and Regulatory Risk

As drafted, the ordinance broadly authorizes Olympic-related temporary signage without clearly addressing how such installations will be coordinated with existing ROW programs, Board of Public Works approvals, zoning controls or accessibility review processes.

This creates heightened legal risk in several areas:

- ADA compliance, including clear paths of travel, curb ramps, transit boarding zones, and sidewalk predictability;



- Board of Public Works authority, where ROW installations traditionally require permits and oversight;
- Zoning and land-use controls, particularly where temporary signage resembles permanent structures; and
- Existing settlements and litigation, including recent City actions involving CEQA, digital signage, and privacy concerns.

The City's experience in *Willits v. City of Los Angeles* and ongoing accessibility litigation demonstrates the financial and operational consequences of insufficient ROW and ADA oversight. Given the scale, visibility, and compressed timelines of the Games, even limited failures could result in outsized legal exposure, emergency remediation, and reputational harm.

Clear coordination, enforceable standards, and upfront review are therefore not merely advisable—they are necessary risk controls.

Required Clarifications and Amendments

To mitigate these risks and support a successful Olympic and Paralympic Games, Tranzito-Vector respectfully requests that the ordinance be clarified or amended to include:

1. Immediate enforcement measures, effective upon adoption.
2. Mandatory removal and sunset provisions for all temporary signage, with clear enforcement mechanisms and timelines post-Games.
3. Explicit coordination requirements for any Olympic-related signage in the public right-of-way, including review for spacing, power availability, accessibility, and consistency with existing ROW programs.
4. Priority use of existing City ROW programs, including STAP, where they can deliver immediate Olympic benefits while preserving long-term public value and recurring revenue.

Tranzito-Vector is committed to the success of the 2028 Olympic and Paralympic Games. As the City's partner and an experienced operator in the public right-of-way, we believe these issues must be addressed now to avoid preventable revenue loss, enforcement failures, and legal exposure. We welcome prompt engagement with the Mayor and City Council to ensure the ordinance advances the City's objectives without undermining existing programs or creating avoidable risk.

Sincerely,

Marc Borzykowski, CEO, Tranzito-Vector
Gene Oh, President, Tranzito-Vector

Communication from Public

Name:

Date Submitted: 01/23/2026 06:22 PM

Council File No: 15-0989-S47

Comments for Public Posting: Do not violate current billboard restrictions. Do not bypass billboard laws to streamline for the Olympics. Billboards are a blight and will not make visitors to LA think well of our city.