

Communication from Public

Name: Dan Silver

Date Submitted: 01/24/2026 02:27 PM

Council File No: 15-0989-S47

Comments for Public Posting: I am an Angeleno writing to share concerns about the proposed Olympic and Paralympic Planning and Zoning Exemption Ordinance. I understand the importance of the 2028 Games and want them to succeed. However, the ordinance may adversely affect neighborhoods and residents over the long term. Effects on Daily Life and Public Spaces Projects allowed under the ordinance may involve bright lighting, digital signage, noise, and extended operating hours. Public rights-of-way and nearby residential areas are shared community spaces, and changes of this scale could affect safety, visibility, and quality of life. Long Timeframes for “Temporary” Projects Although the ordinance describes projects as temporary, it allows them to be installed years before the Games and remain long after. Based on past experience, it is difficult to believe that all infrastructure structures (installations) will be removed (as planned). Once something is built, it often becomes part of the landscape. Future Changes Without Review The ordinance allows for later City action to make projects permanent. I am concerned that once digital billboards and ad structures are in place they will remain even though they were installed without Angelenos having had a meaningful opportunity to weigh in or before environmental impacts are fully considered. This action would “blow up” the City’s sign district system. Economics Any new billboards will take revenue away from STAP. Removing the exception is “shooting yourself in the foot.” Request I request that the exemption for ad structures be returned to the Olympic and Paralympic Zoning Exemption Ordinance.

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Name: Dan Silver

Date Submitted: 01/24/2026 02:31 PM

Council File No: 15-0989-S47

Comments for Public Posting: Endangered Habitats League appreciates the City of Los Angeles's efforts to prepare for the 2028 Olympic and Paralympic Games and recognize the Legislature's enactment of AB 149 providing a statutory CEQA exemption for certain Games-related activities. Our comments are submitted to ensure that the administrative record fully reflects the scope of the proposed ordinance, the discretionary decisions it authorizes, and the potential environmental effects that may result from its implementation. **Discretionary Decisions Embedded in the Ordinance** Although framed as a zoning exemption of general applicability, the ordinance establishes multiple discretionary determinations at the project level, including: Administrative clearance of projects outside approved venues by City liaisons Determinations of whether a project or use is "essential" to the Games Approval and regulation of temporary signage, including digital displays, with project-specific operational standards These determinations involve judgment and discretion and may result in differing outcomes depending on location, scale, and surrounding conditions. **Improper Project Definition and Segmentation** The ordinance treats all Olympic and Paralympic signage as a single CEQA-exempt activity, without distinguishing between signage that is operationally necessary (such as wayfinding or safety messaging) and large-scale commercial or sponsor advertising. By collapsing distinct activities into a single exempt category, the ordinance risks an improperly narrow definition that forecloses meaningful consideration of environmental effects associated with large-scale commercial signage and related infrastructure. **Scope of the Statutory Exemption** Statutory CEQA exemptions are narrowly construed. While certain temporary facilities and signage may be necessary to host and stage the Games, activities that are not necessary to those functions likely fall outside the scope of the exemption. The ordinance does not distinguish between necessary operational activities and other uses that may exceed what is required to host the Games, raising questions as to whether all activities authorized by the ordinance qualify for statutory exemption. **Environmental Impacts Not Evaluated at the Ordinance Level** The ordinance authorizes a wide range of temporary projects that may give rise to environmental effects, including but not limited to: Light spill, glare, and nighttime

illumination impacts Cumulative visual and aesthetic impacts across neighborhoods and corridors Traffic safety and driver distraction effects Noise and extended hours of operation Impacts to coastal areas and public rights-of-way These impacts are not evaluated at the ordinance level and may vary significantly depending on site-specific conditions. Temporary Designation and Risk of De Facto Permanence Although the ordinance characterizes projects as temporary, it authorizes long operational timeframes before and after the Games and expressly provides pathways for projects to become permanent through future discretionary action. Based on the physical characteristics of the infrastructure contemplated and historical precedent from prior Olympic Games, it is reasonably foreseeable that some projects initially approved as temporary may remain in place or be converted to permanent use. Once installed, This is because the fact that structures have already been installed (and exist) often is used to negate or render moot attempts to subject them to appropriate project-level review, thus removing the opportunity for the public and decision-makers to have a voice. In this case, no project-level environmental review will take place prior to installation and all existing zoning and planning regulations will have been over-ridden. Preservation of the Administrative Record We respectfully request that these issues be preserved in the administrative record to ensure informed decision-making and meaningful review of future discretionary approvals.

Communication from Public

Name:

Date Submitted: 01/24/2026 08:39 PM

Council File No: 15-0989-S47

Comments for Public Posting: Letter from Coalition for a Beautiful Los Angeles

COALITION FOR A BEAUTIFUL LOS ANGELES

January 24, 2026

Ad Hoc Committee on the 2028 Olympic and Paralympic Games
Los Angeles City Council
200 N. Spring St.
Los Angeles, CA 90012

Re. Council File 15-0989-S47
2028 Olympics Streamlining Ordinance

Councilmembers:

The Coalition for a Beautiful Los Angeles (Coalition)¹ opposes the removal of the exemption for digital advertising signage in the proposed *2028 Olympic and Paralympic Planning and Zoning Exemption (Streamlining) Ordinance*. Additionally, the Coalition requests that the City include a provision to ensure take down of the multitude of illegal signage that blights our City, prior to the Olympic games.

The Coalition is deeply concerned that, as currently proposed, the ordinance would produce long-lasting citywide negative consequences wholly unrelated to the successful hosting of the Games. The exemption for off-site digital billboards outside of approved Sign Districts must be restored to the ordinance.

Removal of Longstanding Off-Site Sign Protections

The Coalition supports reinstating the exemptions related to off-site signs that the Planning Department recommended and that PLUM removed. Regarding the original draft of the ordinance, the Planning Department, in a letter accompanying its report dated September 24, 2025, recommended “specific project types to be excluded from the exemption.” (emphasis added) https://cityclerk.lacity.org/online/docs/2015/15-0989-S47_misc_9-24-25.pdf

In that report, the Planning Department stated:

On page 5: “The Motion and Council instructions provide pertinent guidance on the scope of the intended exemption, through the examples cited: ...Olympic and Paralympic temporary and permanent venues, training facilities, security perimeters, broadcast and media centers, transit infrastructure, live sites and fan zones, and associated structures.”

Page 6: “Opposition to the Motion has raised concerns about the possible broad applicability of planning/zoning exemptions, the potential for projects only tangentially

¹ The Coalition for a Beautiful Los Angeles (formerly Coalition to Ban Billboard Blight), established in 1986, is a non-profit dedicated to preserving, protecting and enhancing the scenic beauty and visual character of Los Angeles through education, outreach, and advocacy.

connected to the Games to qualify for an exemption, and the potential loss of transparency and local oversight for projects advancing under these exemptions.”

Page 9: “In response to Council instruction and to address community concerns the ordinance proposes applicability limitations. These safeguards would incorporate the exclusion of: any large-scale permanent cable-guided transit projects, L.A. Metro 28 by 28 Light Rail and HLA Mobility Improvements, and Special Event Planning requirements pursuant to LAMC Sec. 41.20 (as identified in the Council instructions); aerial mobility projects; projects proposing to demolish or permanently alter a Designated Historic Resource; demolition of housing; modifications of housing projects with existing covenants; previously disapproved projects; and off-site signage on private property outside of a Sign District.” (emphasis added)

The Planning Department understood that without this signs-related exemption there would be a lack of transparency, inconsistency with City Zoning, conflicts with the 2002 Sign Ordinance, community overlays, NODs, PODs and additional sign regulatory measures, and the need to protect the City from further legal challenges.

For decades, new off-site digital billboards and advertising structures outside of approved Sign Districts have been prohibited. Removing the exemption for off-site signs effectively overrides the Citywide Sign Ordinance and local land-use, specific plans and overlays across Los Angeles, allowing digital billboards and other advertising structures to be installed in neighborhoods, near homes, parks, open spaces, and public rights-of-way, creating significant negative impacts where they are currently prohibited.

Also see: CityWatchLA article, “*The Lasting Olympics Legacy Angelenos Do Not Want*”
<https://www.citywatchla.com/los-angeles/32119-the-lasting-olympics-legacy-angelenos-do-not-want>

Digital billboards are not “essential” to the Olympic Games. Wayfinding, safety messaging, and public information can be – and already are – provided through noncommercial signage, existing infrastructure, and digital tools (such as via cell phones, Sidewalk and Transit Amenities Program (STAP) and the Metro Transit Communications Network (TCN) program, which are required to provide public messaging) without opening the door to new commercial advertising structures erected throughout the City.

Enforcement Gaps, Illegal Signage Take Down, and Permanent Signage Risk

In a January 23, 2026 letter to the City Council regarding CF 15-0989-S47, Tranzito-Vector, the City’s partner for STAP, warns that the proposed Olympics Streamlining Ordinance creates significant financial, legal, and operational risks. The letter explains that Los Angeles already loses more than \$60 million annually due to illegal and poorly enforced signage, and cautions that broad authorization of Olympic-related signage – particularly in the public right-of-way – could undermine LA28 sponsorship revenue, conflict with existing right-of-way programs, trigger ADA and zoning violations, and allow “temporary” signage to become effectively permanent. Tranzito-Vector urges amendments requiring immediate enforcement, sunset and removal guarantees, and coordination with existing City programs to protect public assets and reduce legal exposure. *See full letter:*

https://cityclerk.lacity.org/onlinedocs/2015/15-0989-S47_PC_PM_01-23-2026.pdf (pages 3-6).

By allowing additional off-site signage, the ordinance as drafted would create competition for advertising revenues in conflict with already-approved City advertising programs such as STAP, Metro TCN, and the Convention Center sign programs.

CEQA and Legal Vulnerability

In a January 7, 2026 letter to the Los Angeles City Planning Commission regarding CF 15-0989-S47, land-use attorney John P. Given concludes that the proposed Olympic and Paralympic Planning and Zoning Exemption Ordinance improperly relies on a statutory CEQA exemption that does not apply to permanent projects. The letter explains that while AB 149 allows CEQA exemption for truly temporary Olympic facilities that are fully removed within six months after the Games, the ordinance authorizes permanent projects and creates pathways for “temporary” projects to later become permanent, thereby exceeding the scope of the exemption. As drafted, the ordinance risks rendering both the ordinance itself and projects approved under it legally vulnerable. Mr. Given recommends that any permanent projects and conversion pathways be removed if the City wishes to rely on the statutory exemption. *See full letter:*

https://cityclerk.lacity.org/onlinedocs/2015/15-0989-S47_PC_PM_01-12-2026.pdf (pages 4-6).

Experience — including the City’s own history with temporary advertising sign removal subsequent to the 1984 Olympic Games — demonstrates that once advertising structures are installed, they are rarely removed. Allowing installation without full planning review, followed by a later opportunity for permanent entitlements, risks predetermining future land-use outcomes before meaningful environmental review or community input can occur.

Concerns About Due Process and Recommendation for Postponement

In a January 13, 2026 letter to the Los Angeles City Council regarding CF 15-0989-S47, United Neighborhoods for Los Angeles (UN4LA), strongly objects to both the substance of the proposed Olympic and Paralympic Planning and Zoning Exemption Ordinance and the manner in which it was advanced for Council consideration. The letter alleges that the ordinance was rushed to Council without adequate public notice or opportunity for comment, raising concerns about potential Brown Act violations and irregularities in the Council File record. UN4LA further asserts that the ordinance is being used to approve digital billboards and transit-related projects that would ordinarily require CEQA review, contrary to public opposition and existing law. The letter urges the Council, at a minimum, to postpone consideration of the ordinance to allow meaningful public engagement. *See full letter:*

https://cityclerk.lacity.org/onlinedocs/2015/15-0989-S47_PC_AM_01-13-2026.pdf

Citywide Cumulative Impacts

The ordinance treats a broad range of signage and infrastructure as a single exempt activity, without distinguishing between operationally necessary Olympic functions and large-scale commercial advertising. The cumulative impacts of digital billboards — including light spill, glare, visual clutter, driver distraction, noise, and impacts to biological and historic resources, and scenic, coastal and residential areas — are not evaluated at the ordinance level and would vary significantly depending on location of the sign.

Requested Action

The remedy is straightforward and consistent with the City's long-standing policies:

- Restore the exemption in the ordinance for off-site advertising sign structures.
- Add a provision in the ordinance to require the take-down of illegal signs, including temporary wall signs.

Doing so would allow the City to efficiently prepare for the Games while preserving neighborhood protections, complying with the intended scope of environmental exemptions, and avoiding the creation of permanent visual advertising clutter unrelated to the Olympic and Paralympic operations.

For all of the reasons listed above, the Coalition urges the City to amend the ordinance accordingly and to ensure that the Olympics leaves Los Angeles with a legacy of pride instead of one of permanent billboard blight.

Thank you for your attention to this matter,

Barbara Broide, Co-President

Wendy-Sue Rosen, Co-President

Coalition for a Beautiful Los Angeles