

Communication from Public

Name: Westwood South of Santa Monica Blvd. HOA
Date Submitted: 02/02/2026 04:54 PM
Council File No: 15-0989-S47
Comments for Public Posting: Please see attached letter that opposes the OSO unless amended to specify that temporary off-site signage may not be considered for permanent status. We also seek additional council action to improve enforcement and increased penalties to improve compliance with LA's Sign Ordinance



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February 2, 2026

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

Re: Feb. 3, 2026 Item 11 / Council File 15-0989-547 - 2028 Olympic and Paralympic Planning and Zoning Exemption Ordinance /Olympics Streamlining Ordinance (OSO)

Councilmembers:

It is very important that current Councilmembers are knowledgeable about the very complicated history of off-site signage in Los Angeles, and about the City's past efforts to regulate billboards and other forms of off-site advertising when considering an Olympics streamlining ordinance that includes references to off-site signage on private property. **The 2028 Olympic and Paralympic Planning and Zoning Exemption Ordinance Olympics Streamlining Ordinance (OSO) as currently drafted with amendments introduced at the January 26, 2026 Council Ad Hoc Olympic and Paralympic Games Committee does not adequately address issues critical to protecting our City from a barrage of new off-site sign blight that could be installed taking advantage of the measure as currently drafted.** We are deeply concerned that, as currently proposed, the ordinance would produce long-lasting citywide negative consequences wholly unrelated to the successful hosting of the Games.

We have been assured that the measure allows only temporary signage that cannot be converted to permanent signage. Yet, those assurances are NOT reflected in the language of the current draft ordinance or its amendments approved by the Ad Hoc Council Committee. We therefore remain opposed to the removal of the exemption for digital advertising signage in the proposed *2028 Olympic and Paralympic Planning and Zoning Exemption (Streamlining) Ordinance* unless there is additional amending language.

On a closely related matter, we wish to call to your attention to the need for a Council File motion which seeks removal of the multitude of illegal off-site signage that blights our City with removal to take place ASAP and prior to the Olympic games.

Many current Councilmembers were not in office or involved with past efforts to reduce the significant sign blight that has plagued Los Angeles for decades and are unaware of the history of off-site advertising in Los Angeles and of the many battles fought that led to the adoption of the City's 2002 Sign Ordinance. The protections that the City currently enjoys, which bans new billboards with the exception of those permitted in limited and regulated Sign Districts,

represents rights that were the result of community advocacy, courtroom battles and the City's resolve to reign in an industry long accustomed to cluttering our visual environment with permitted and unpermitted off-site advertising structures.

The billboard industry has consistently sought to expand its rights and entitlements in the United States through aggressive litigation against cities and their municipal ordinances that restrict sign permits. Sometimes, the billboard companies claim that the city ordinances violate free speech; other times, they claim unequal protection because the city ordinance allows some signs but disallows others. Some of us have firsthand experience with the tactics of the "out-of-home" advertising industry: They have mutilated and/or killed trees in our public right-of-way and on private property to improve the view of their signs and have polluted our neighborhoods with the spillover lighting of ever-changing digital changing advertisements that has led residents of condos, apartments and homes to say that they were living adjacent to an unescapable 24/7 digital sunrise.

Los Angeles battled billboard industry claims for decades. It was not easy, but ultimately, **the City prevailed in the courts because the City's sign laws are limited and their restrictions are supported by a rational basis.**

The City's LA 28 streamlining ordinance needs to be evaluated in light of a new round of litigation against the City that might be brought by the billboard companies, who will be very aware of any ordinance shortcomings. Without this thoughtful evaluation and careful, restrained permissions for new signs, the LA 28 ordinance is likely to become the latest billboard company battleground for overturning any and all sign regulation in Los Angeles.

Are there those in City Hall who would like to return to the wild west days of uncontrolled and growing billboard blight?

There appears to be an easy solution to this possibility. Simply add language to the LA 28 streamlining ordinance that clearly prohibits any signs that it authorizes from applying to or becoming permanent. This provides a rational basis for the ordinance's new temporary sign permissions, namely the financial and wayfinding needs of the LA 28 Olympics. At the same time, it recognizes that the temporary Olympic rationale doesn't provide any reason or support for new permanent signs. As currently drafted, the opportunity under the LA 28 ordinance to turn rational, temporary signs into permanent ones is a bridge too far. It's the opening of Pandora's Box and threatens any sign restrictions and rubric that the City has enacted.

Language in the ordinance must be crystal clear. And, any permits pulled for Olympics-related temporary signage must be accompanied by a legal document signed by the company or organization installing signage that clearly states the deadline for sign removal and the consequences for failure to do so. A steep and graduated set of fines must be adopted for any non-compliance that far outweighs any potential revenues gained in a related ordinance. The OSO must ban any conversions of existing static billboards to digital format. The consequence for any such effort would be to render the entire sign structure illegal and subject to immediate

and permanent removal at the cost of the outdoor advertising company (with language permitting removal by the City at the company's expense, if necessary).

The City should require those erecting new temporary signage to post a bond that would provide the City with the resources necessary to remove such signage if not taken down by the deadline for removals.

A permit fee for Olympics signage is needed to provide the funds required for the number of inspectors that will be needed to monitor not only the Olympics-related signs, but also, if possible, to take action to remove all existing illegal and unpermitted signs across the City. This will make the temporary signs more profitable and will also help to support the City's other advertising programs: STAP and the Metro TCN programs. Testimony before the Ad Hoc Committee pointed out the folly of allowing off-site signage to proliferate in the City that will compete with and undermine the City's own adopted programs and future Convention Center signage.

At the Ad Hoc Committee meeting, staff from LA Dept. of Building and Safety was requested to return to Council with their recommendations related to enforcement. Following review, those recommendations should be incorporated into a companion ordinance. We also suggest that the Planning Dept. be required to update suggested penalties for illegal signage that were proposed under revisions to the Sign Ordinance that were not adopted before the Council File expired. At the time, those penalties were based on a New York City measure designed to ensure that it was not possible for sign operators to view penalties as merely the cost of doing business as their illegal signs remained. Language in the OSO must clearly state that any signs remaining after the stated deadline date will be considered illegal and subject to immediate City takedown down at the cost of the operator.

We respectfully urge that the Council add language to the LA 28 streamlining ordinance to ensure that it authorizes only temporary new Olympic-supporting signage and that none of these new signs can become permanent. They must all be removed at the end of the 28 Olympic Games.

This is the smart way for the City Council to support the coming Olympics while avoiding another decade or more of billboard company litigation. This is also the right way to protect Los Angeles and its residents from the unfettered proliferation of signs.

And, as noted in the Coalition for a Beautiful Los Angeles' letter of January 26, 2026, the Coalition believes that the City is exposed to CEQA legal vulnerabilities by attempting to exempt from CEQA facilities or installations that are intended to remain permanently in place. Further, the lack of specific definitions as to the numbers, types and locations of all installations that might be constructed under this measure (such as an unlimited number and/or types of temporary signs that could be eligible for permanent status) also fails to meet State ordinance streamlining criteria. How does the City intend to define where such signage would be allowed? How far from an Olympics-related venue could such Olympics-related signage be

installed? Images shared by the Mayor's Office of Special Events Department Development Services & Construction Chief, Karo Torossian following the Ad Hoc Committee meeting showed images of the intended temporary signage installed specifically on event facilities and venues, on visitor grandstands, and on event barricades guiding either participants or viewers. They did not show billboards, advertising kiosks or off-site advertising structures in other neighborhood locations (see attached). Better descriptions of the types of off-site signage permitted and prohibited would help to limit the potential negative impacts on the City.

Adopting these recommendations 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, our Association urges the City to amend the ordinance accordingly to ensure that the Olympics leaves Los Angeles with a legacy of pride instead of one of permanent billboard and sign blight.

Thank you for your attention to this matter,

Barbara Broide, President

Communication from Public

Name: Coalition for a Beautiful Los Angeles

Date Submitted: 02/02/2026 05:04 PM

Council File No: 15-0989-S47

Comments for Public Posting: Please consider incorporating the following language and intentions into the Olympics Streamlining Ordinance: It is critical to clarify that the intent of the ordinance, to allow temporary signage, is actually what is to be implemented, and to specify enforcement mechanisms to be incorporated in the OSO. As it stands, the OSO appears to sunset temporary signs, but it also leaves the door open for them to become permanent. The OSO as drafted even seems unclear to City staff, who have given us different interpretations of the ordinance. The OSO is currently a Pandora's Box that will be very difficult to close without language to clarify the intent and without including defined enforcement and penalty pathways. We believe all off-site signage installed for the Olympics under this measure must be deemed to be temporary and subject to removal by October 27, 2028, per ordinance, with added language that clearly states that there is no pathway available to seek permanent status for these structures/installations. This is the intent of the ordinance as explained by Karo Torossian following the Council Ad Hoc Olympic Committee meeting of January 26, 2026. Hard Sunset & Mandatory Removal ? All Olympic off-site signage authorizations granted under the OSO on private property, according to the ordinance, expire automatically on October 27, 2028 and may not be eligible for application for permanent status or extension. ? Signage including supergraphics, billboards, roadway barricades, digital display structures, wayfinding or informational kiosks (interactive or not), etc. must not be eligible for approval as permanent projects unless part of an approved project and permitted under terms of an already existing contract. ? Current static billboards may not be converted to digital status under this measure. Any changes to existing permitted off-site signs would render them illegal and subject to takedown orders. This is needed because the OSO exempts Olympics-related projects from all planning and zoning requirements, including the Sign Ordinance, which contains the language regarding alteration of billboards. ? The provisions of the OSO shall only apply to privately owned land, and do not apply to public spaces, including the public right-of-way. Projects in these spheres are not eligible for approval under the provisions of the OSO unless consistent with an existing contract. ? Current illegal or unpermitted signage may

not seek status to remain in place by applying the provisions of the OSO. ? Failure of a company to remove its signage by the deadline would immediately trigger City removal at owner/operator expense. ? Include private right of action.

Implementation (Non-Negotiable) To be required before installation: ? City to issue a permit. ? Applicant to provide a removal/restoration bond. ? Applicant to sign a legal document acknowledging the temporary status of signs with clear statement that sign is not eligible for permanent status, removal deadline date, and penalties to be levied for non-compliance. ? Payment of permit fee (to support inspection and enforcement costs) (\$___) ? Joint and several liability across Property owner, Sign owner, Operator ? Include private right of action

Public Right-of-Way to be used for Existing City-administered Programs Only Simplify to a bright-line rule: ? All Olympic signage in the public right-of-way must use City-administered programs consistent with the terms of their existing contracts. ? Ensure no conflicts with STAP, Metro TCN, City Convention Center signage programs. ? The OSO cannot allow for temporary off-site signage on the public right-of-way. ? City must retain enforcement authority for illegal signs.

4. Temporary Authorization - No Permanent Rights/Vesting/Grandfathering This is critical: ? Temporary signage, Olympics signage, or enforcement delays shall not establish lawful use, continuous use, vesting, or grandfathered rights under any provision of City or State law. The OSO must have clear temporary application. Without that, the OSO could open the door to a new round of challenges to the Citywide Sign Ordinance. The Olympic and Paralympic Games present a rational exception to the Citywide Sign Ordinance. Anything beyond that would be hard to defend against a litigious industry looking for a way to prevent the City's ability to regulate off-site signage and to limit new billboards to Sign Districts.