



MICHAEL N. FEUER
CITY ATTORNEY

REPORT NO. R 21-0343
NOV 16 2021

REPORT RE:

**DRAFT ORDINANCE AMENDING SECTIONS 67.01(a) AND 67.02(b) OF
THE LOS ANGELES MUNICIPAL CODE TO CLARIFY THE DEFINITION OF
OUTDOOR ADVERTISING STRUCTURE, AND TO EXEMPT CERTAIN APPROVED
STUCTURES FROM THE PROHIBITION OF OUTDOOR ADVERTISING
STRUCTURES IN THE PUBLIC RIGHT-OF-WAY**

The Honorable City Council
of the City of Los Angeles
Room 395, City Hall
200 North Spring Street
Los Angeles, California 90012

Council File No. 20-1536

Honorable Members:

Pursuant to your request, this Office has prepared and now transmits for your consideration the enclosed draft ordinance, approved as to form and legality. The draft ordinance amends Sections 67.01(a) and 67.02(b) of the Los Angeles Municipal Code (LAMC) to clarify the definition of Outdoor Advertising Structure, and to exempt Outdoor Advertising Structures that are part of the Public Works Department's approved public right-of-way advertising program from the prohibition of Outdoor Advertising Structures in the public right-of-way.

Background and Summary of Ordinance Provisions

The definition of Outdoor Advertising Structure in LAMC 67.01(a) includes “any structure ... upon which any ... device or other advertisement of any kind whatsoever may be placed ... or used in connection with, including so-called electric and/or cutout signs ...” The draft ordinance clarifies that this definition includes electronic displays.

LAMC Section 67.02(a) prohibits Outdoor Advertising Structures in the public right-of-way. Currently, LAMC Section 67.02(b) exempts from the prohibition only a transit shelter that has been exempted by the City Council. The proposed ordinance expands the exemption to include an Outdoor Advertising Structure associated with an outdoor advertising program for the public right-of-way that is approved by the Board of Public Works.

Council Rule 38 Referral

A copy of the draft ordinance was sent, pursuant to Council Rule 38, to the Department of Public Works – Bureau of Street Services, the Planning Department, and the Department of Building and Safety, with a request that all comments, if any, be presented directly to the City Council when this matter is considered.

If you have any questions regarding this matter, please contact Assistant City Attorney Edward Jordan at (213) 978-8130. He or another member of this Office will be available when you consider this matter to answer questions you may have.

Sincerely,

MICHAEL N. FEUER, City Attorney

By 

DAVID MICHAELSON
Chief Assistant City Attorney

DM:EJ:ev
Transmittal