

Communication from Public

Name: Keith Thompson, Chief Revenue Officer - Insite Street Media
Date Submitted: 02/26/2026 10:26 AM
Council File No: 26-0173
Comments for Public Posting: We respectfully urge the PLUM Committee to support this Motion and advance it for full Council consideration. We stand ready to continue working collaboratively with the City to strengthen compliance, protect the public right-of-way, and uphold the standards that Angelenos deserve.



February 26, 2026

Planning and Land Use Management (PLUM) Committee
c/o Los Angeles City Clerk
200 N. Spring Street
Los Angeles, CA 90012

Re: Support for Motion to Strengthen Enforcement Against Illegal Off-Site Signs

Honorable Chair and Members of the Planning and Land Use Management Committee:

On behalf of InSite Street Media, we write to express our strong support for the Motion before the Committee addressing the proliferation of illegal off-site signs and unlawful outdoor advertising activity in the City of Los Angeles.

As outlined in the Motion, illegal commercial signage, particularly those facing the public rights-of-way—ranging from wild postings on construction barricades to mobile billboards and large-format digital displays—has expanded rapidly, undermining the City’s regulatory framework, burdening enforcement resources, and creating unfair marketplace conditions which ultimately reduce the City’s revenue realized from the City’s Urban Transit Amenities (UTA) programs. We agree that immediate legislative action is necessary to restore accountability, close loopholes, and ensure meaningful enforcement tools are available to protect the public right-of-way.

InSite has long operated as a compliant, responsible partner to the City. Through our UTA Bus Bench Program and related services, we provide critical public infrastructure, including bus benches and trash receptacles, while also supporting workforce development initiatives. There are currently 5,365 benches within the City of Los Angeles as part of our operations. These installations directly serve transit riders and neighborhoods across the City.

Beyond infrastructure, InSite has consistently delivered measurable financial benefits to Los Angeles. During the five-year period from 2020–2025, our company paid nearly \$2,000,000 to the City. Prior to that, beginning in 2012, InSite paid an additional \$4.34 million in combined minimum annual guarantees and revenue share payments under the Bus Bench Program. Moreover, in nearly every year from 2011 through 2019—and again resuming in 2022—City payments included both the minimum annual guarantee and an additional “greater of” revenue share component.

We highlight this history to underscore a key point: responsible operators who comply with City regulations can and do generate reliable revenue that directly inures to the City’s benefit, maintains public assets, and operates transparently. Illegal sign operators, by contrast, erode that model. When bad actors ignore permitting requirements, exploit temporary construction wall exemptions, or evade penalties, they undermine legitimate City programs and shift enforcement costs onto taxpayers.

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InSite Street Media, is a division of the COA Group of Companies

[INSITESM.COM](https://www.insitesm.com)

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The Motion’s proposed framework—including mandatory registration of Outdoor Advertising Companies, sworn inventories of assets, meaningful escalating penalties, expanded liability for parent companies and property owners, nuisance abatement authority, a mechanism requiring a minimum 50 percent revenue share with the City, and restrictions on City contracting for violators - is a necessary modernization of the City’s enforcement structure. These measures will help level the playing field, protect neighborhoods, and ensure that those who follow the law are not disadvantaged.

As Los Angeles prepares for the 2028 Olympic and Paralympic Games, it is especially critical that the City assert its regulatory authority and safeguard the integrity of its public spaces. InSite Street Media remains committed to partnering with the City to deliver compliant advertising programs that generate dependable revenue and provide tangible public benefits.

We respectfully urge the PLUM Committee to support this Motion and advance it for full Council consideration. We stand ready to continue working collaboratively with the City to strengthen compliance, protect the public right-of-way, and uphold the standards that Angelenos deserve.

Thank you for your leadership and consideration.

Sincerely,

InSite Street Media

A handwritten signature in black ink, appearing to read 'Keith D. Thompson'.

Keith D. Thompson
Chief Revenue Officer
KThompson@InSiteSM.com