

Communication from Public

Name: Tranzito-Vector
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Council File No: 26-0173
Comments for Public Posting: Tranzito-Vector strongly supports the repeal and replacement of LAMC §14.4.17 and significantly stronger enforcement penalties against illegal signage.



February 16, 2026

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

Re: CF: 26-0173

Dear Councilmembers,

Tranzito-Vector strongly supports the repeal and replacement of LAMC §14.4.17 and significantly stronger enforcement penalties against illegal signage. We want to thank Council President Harris-Dawson and Councilmembers Yaroslavsky, Blumenfield, Park, Raman, and Rodriguez for their leadership.

The proposed enforcement within the motion offers the city groundbreaking options to stop the proliferation of illegal barricade and digital signs, which a [Cityfi report](#) conservatively estimates costs the city \$60 million in ad revenue annually.

The motion correctly recognizes that the “temporary” construction wall exemption is being exploited to generate significant advertising revenue while delaying housing development, undermining City assets, and weakening enforcement. We respectfully offer the following recommendations to ensure any replacement ordinance both protects existing City advertising programs and maximizes public return.

Recommended Ordinance Provisions:

1. Limit Sign Sizes

Current city-controlled ROW advertising is approximately 25 sq feet. The current barricade ordinance enables installations totaling thousands of square feet, which dwarf other ROW assets controlled by the city. These large-scale billboard installations are typically reserved for billboards which are viewed at a height and from a distance that requires greater size.

We recommend that these barricade signs should be brought in line with other ROW and street level advertising opportunities to reduce visual clutter, enhance safety, and align these assets with other city-controlled ROW assets.

2. Location Restrictions + 1,000-Foot Buffer from City ROW Assets

Temporary signs should be limited to areas already approved for off-premise advertising and required to maintain a minimum 1,000-foot separation from any City ROW advertising asset, including bus shelters, bus benches, TCN billboards and other City controlled assets that exist or may exist in the future.



This prevents creation of new advertising corridors, protects existing City investments, and preserves consistency with established sign districts.

3. Hard One-Year Maximum Term (No Extensions)

Permits should expire one year from issuance, with no extensions permitted. This would restore the meaning of “temporary,” prevents indefinite monetization of vacant or stalled sites, and reintroduces development urgency.

4. Revenue Participation Above 50%

While we support the motion’s proposed 50% revenue share, we recommend a higher percentage to reflect the City’s contribution of public visibility and corridor access.

The City’s STAP program currently returns approximately 60.5% of revenue while repairing the sidewalk to ensure ADA compliance, installing new electric service points – helping the city upgrade its grid system, and extensive cleaning and maintenance, far greater operational obligations than temporary permit holders.

5. Enhanced Beautification Requirements

One of the key reasons for the creation of the “temporary sign” ordinance was to allow property owners to earn money in exchange for investing in the cleanliness of the ROW. Since COVID, the city has seen skyrocketing graffiti and illegal dumping throughout the ROW.

The replacement ordinance should require the property owner benefiting from the advertisement to pay for graffiti cleanup, trash pick-up, and sidewalk power washing for the length of the block the temporary sign is placed. The ordinance should mandate clear service level agreements.

This partnership will help the city’s current beautification efforts and create a cleaner environment.

Conclusion

The motion appropriately recognizes that §14.4.17, while well intended, has evolved into a parallel commercial advertising system that has been abused by sign companies and property owners, offers negligible benefit which is far outweighed by the cost to the city, and undermines City assets.

We hope you will strongly consider our recommendations. These recommendations are intended to reinforce your objectives: restoring regulatory alignment, protecting City revenue streams, discouraging prolonged vacancy, and ensuring temporary



signage serves its original graffiti-abatement purpose rather than functioning as a shadow ROW advertising network.

We appreciate your leadership on this issue and welcome the opportunity to provide further data or analysis.

Respectfully,

Marc Borykowski
CEO, Tranzito-Vector

Gene Oh
President, Tranzito-Vector