

Communication from Public

Name: Ani Boyadjian

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Council File No: 26-0173

Comments for Public Posting: Please find attached CCA's letter of support for this motion.



March 23, 2026

The Honorable Bob Blumenfield
Chair, Planning & Land Use Management Committee
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Re: Support – Enforcement of Illegal Off-Site Signs

CF 26-0173

Dear Councilmember Blumenfield,

For over 100 years, CCA has advanced policies and partnerships that strengthen Los Angeles as a place to live, work, invest, and visit. We lead by convening diverse perspectives and aligning them around practical, forward-looking solutions. **We are writing in strong support of stronger enforcement of unpermitted and illegal off-site signs.**

We are longstanding advocates of efforts to improve the city's public realm and enhance the experience of people living in and visiting Los Angeles. The most successful tools to achieve this goal have been public-private initiatives like the Sidewalk and Transit Amenities Program (STAP) and the Bus Bench Program, which smartly leverage advertising revenue to pay for public realm infrastructure and services. However, the proliferation of unpermitted off-site advertising signage undercuts these important and thoroughly vetted programs, taking away revenues that would otherwise flow to the City for public benefits. These unpermitted signs also create a visual disorder that detracts from the character of our neighborhoods and increases public safety risk.

Amid an especially fiscally sensitive time for the City, we should take swift actions like those called for in this motion to ensure the City receives its rightful revenues that are directly tied to delivering public services. CCA is your partner in this effort. Thank you for considering our comments.

Sincerely,

Nella McOsker
President & CEO
Central City Association

CC: Honorable Members of the Planning & Land Use Management Committee