

## Communication from Public

**Name:** Andy McDonald, OAAA SVP, Government Affairs  
**Date Submitted:** 03/27/2026 01:08 PM  
**Council File No:** 26-0173  
**Comments for Public Posting:** Please find the Out of Home Advertising Association of America, Inc.'s letter in support of Motion to Strengthen Enforcement against Illegal Off-Site Signage and Repeal/Replace LAMC Section 14.4.17 [Council File No. 26-0173].



Out of Home Advertising Association of America

March 27, 2026

Los Angeles City Council  
Planning and Land Use Management (PLUM) Committee  
Los Angeles City Hall  
200 N. Spring Street, Suite 525  
Los Angeles, California 90012

***RE: Motion to Strengthen Enforcement Against Illegal Off-Site Signage and Repeal/Replace LAMC § 14.4.17***

Honorable Council President and Members of the Los Angeles City Council:

On behalf of the Outdoor Advertising Association of America, Inc. (OAAA) — the national trade association formed in 1891 representing operators in the out-of-home (OOH) advertising industry — we write to express our support for the Motion addressing the widespread proliferation of illegal off-site signage and abusive practices undermining the public right-of-way management and lawful advertising programs throughout the City of Los Angeles.

The Motion accurately identifies the magnitude and urgency of the City's challenge. Illegal advertising activity — including *wild postings, unpermitted digital wallsapes, and exploitation of the "temporary" construction wall exemption* — has rapidly expanded, especially as Los Angeles approaches the 2028 Olympic and Paralympic Games. This unlawful activity distorts the marketplace, burdens enforcement agencies, and compromises the City's stewardship of the public right-of-way. OAAA agrees with the Motion's central conclusion: the City must assert its full regulatory authority, close longstanding loopholes, and modernize its enforcement tools to protect public assets and maintain a level, competitive landscape.

Lawful, transparent advertising programs provide significant civic value, including public service messaging, low-cost advertising to small local businesses, maintenance of street furniture, graffiti mitigation, and infrastructure improvements. In stark contrast, illegal operators exploit regulatory gaps, divert revenue from City programs, create visual disorder, delay development, and force taxpayers to subsidize enforcement costs. The Motion correctly recognizes that the construction wall exemption has evolved into a shadow advertising system that is widely abused to generate high-value outdoor advertising without any meaningful public benefit.

OAAA commends the Council for its leadership and for confronting a long-standing issue that affects the City's regulatory credibility, public realm quality, and advertising program revenue. The Motion presents a comprehensive, enforceable, and forward-looking framework that will meaningfully restore order, strengthen compliance, and protect City assets.

Thank you for your commitment to responsible governance and for addressing illegal signage with the seriousness it warrants.

Respectfully,

Andy McDonald  
SVP, Government Affairs