

The City of Los Angeles must assert its full regulatory authority to confront the unchecked proliferation of property owners and outdoor advertising companies that violate the City's sign regulations. With the 2028 Olympic and Paralympic Games approaching, illegal commercial advertising activity is rapidly expanding beyond traditional to include "wild" postings, mobile billboards, and massive digital wallscales.

This illicit activity creates an inequitable marketplace that forces taxpayers and code-compliant companies to subsidize the significant enforcement costs to police violations. Furthermore, as the owner and steward of the Public Right-of-Way, the City has an obligation to protect against unnecessary visual clutter and a duty to protect the market share of its own advertising programs. This authority was affirmed in *Metro Lights, L.L.C. v. City of Los Angeles* (2009), which confirmed the City's right to prohibit off-site signage to protect the revenue-generating value of public assets. Despite this responsibility, new illegal digital is rapidly expanding, and loopholes remain. The "temporary" construction wall exemption is frequently exploited by bad actors to generate millions while stalling actual development.

Unfortunately the City's current enforcement tools are lacking as an effective deterrent. As detailed in the Department of City Planning's March 4, 2014 report (CF 11-1705), current citation fees are routinely ignored by operators, forcing the City to rely on resource-intensive criminal prosecutions to ensure compliance. Council Files 08-2020, 11-1705, 17-0893, and 11-1705-S1 document years of requests for stronger enforcement tools that have yet to be implemented. Immediate legislative action is required.

I THEREFORE MOVE that the City Council request the City Attorney, with assistance of the Department of City Planning and the Department of Building and Safety, to prepare and present an ordinance to amend to the Los Angeles Municipal Code to mandate accountability, close regulatory loopholes, and safeguard the public right-of-way with penalties sufficient to deter illegal off-site signage and ambush marketing activity. The amendments should include the following elements:

1. Establish a broad definition of Outdoor Advertising Companies (OACs) that captures any entity marketing space facing the public right-of-way; require all OACs to register a sworn inventory of assets, similar to the Home Sharing Ordinance registration requirements; and mandate an irrevocable Letter of Credit or Surety Bond to guarantee compliance and cost reimbursement;
2. Establish a fine of up to \$50,000.00 per day for code violations related to maintaining digital, off-site signage in any format; and a fine of up to \$25,000.00 per day for violations related to maintaining static, off-site signage in any format; thereby establishing a severe penalty framework with substantial daily, escalating fines;
3. Redefine "on-site" to strictly require bona fide, primary business operations, thereby prohibiting any artificial business arrangement designed to circumvent the City's off-site advertising prohibitions;
4. Clarify that this framework applies to all commercial sign formats including but not limited to, billboards, wallscales, wild postings, mobile, supergraphics, rooftop structures, and window-displays;

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5. Include mechanisms to hold parent companies, property owners, and affiliates liable for fines incurred by shell entities to halt the ability of OACs and property owners to hide assets;
6. Exercise authority under California Government Code Sections 38771 and 38773 to declare illegal off-site signs a public nuisance per se, authorizing summary abatement (removal) of signage and equipment, with all costs assessed against the owner via nuisance abatement liens,;
7. Ensure the applicability of this Ordinance to violators of the Olympic and Paralympic Planning and Zoning Exemption Ordinance (CF No. 15-0989-S47);
8. Preclude any OAC or property owner with outstanding sign violations from bidding on future City contracts or partnerships;
9. Ensure the applicability of this Ordinance to violators of Los Angeles Municipal Code section 14.4.17.; and
10. Facilitate a streamlined process for sign takedowns and pulling demolition permits for unpermitted signs; and waive all related plan check and inspection fees.

I FURTHER MOVE that Department of City Planning, with the assistance of the City Attorney to prepare and present an ordinance to **REPEAL AND REPLACE** Los Angeles Municipal Code section 14.4.17. The Repeal Ordinance should include the following elements:

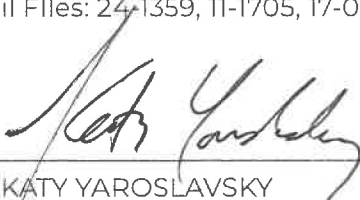
1. An immediate effective date, on the earliest date allowable.

The Replacement ordinance should include the following elements:

2. A mechanism to require a 50% revenue share with the City on all expected gross advertising revenue;
3. Higher fees for vacant properties to discourage continued vacancies;
4. Increased responsibility for graffiti and nuisance abatement clean-up; and
5. A requirement that all currently permitted temporary construction wall signs must: (i) register as an OAC; and (ii) immediately display identification signage ("Imprint") listing the operator and permit number for the remainder of their permit term to facilitate enforcement and verify compliance.

Reference Council Files: 24-1359, 11-1705, 17-0893, 08-2020



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