

PLANNING AND LAND USE MANAGEMENT (PLUM) COMMITTEE REPORT relative to preparing an ordinance to amend the Los Angeles Municipal Code (LAMC) 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; and related matters.

Recommendations for Council action, as initiated by Motion (Yaroslavsky, Blumenfield – Harris-Dawson, et al.):

1. INSTRUCT the Department of City Planning (DCP), with the assistance of the Los Angeles Department of Building and Safety (LADBS), the City Attorney and the City Administrative Officer (CAO), to prepare and present an ordinance to amend to the LAMC 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:
 - a. 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.
 - b. Establish a fine of up to \$50,000 per day for code violations related to maintaining digital, off-site signage in any format; and a fine of up to \$25,000 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.
 - c. 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.
 - d. Clarify that this framework applies to all commercial sign formats including but not limited to, billboards, wallsapes, wild postings, mobile, supergraphics, rooftop structures, and window-displays.
 - e. 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.
 - f. 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.
 - g. Ensure the applicability of this Ordinance to violators of the Olympic and Paralympic Planning and Zoning Exemption Ordinance (Council file No. 15-0989-S47).
 - h. Preclude any OAC or property owner with outstanding sign violations, or more than 3 violations of the revised enforcement framework within the prior 3 years, from bidding on future City contracts or partnerships and from obtaining a permit for any additional off-site signage.
 - i. Ensure the applicability of this Ordinance to violators of LAMC Section 14.4.17.
 - j. Facilitate a streamlined process for sign takedowns and pulling demolition permits for unpermitted signs; and waive all related plan check and inspection fees.

- k. Provide a private right of action against registered or unregistered OACs or property owners, as well as additional mechanisms to enlist registered OACs to assist the City in identification of and enforcement against unpermitted signs.
2. INSTRUCT the DCP, with the assistance of the LADBS and the City Attorney to prepare and present an ordinance to amend LAMC Section 14.4.17 that includes the following elements:
 - a. A mechanism to require a revenue share with the City on all expected gross advertising revenue.
 - b. Higher fees for vacant properties to discourage continued vacancies.
 - c. Increased responsibility for graffiti and nuisance abatement clean-up.
 - d. A requirement that all currently permitted temporary construction wall signs must:
 - i. Register as an OAC.
 - 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.
3. INSTRUCT the CAO, with the assistance of the DCP, the LADBS, and the City Attorney, to provide recommendations within 30 days on:
 - a. Establishing substantial fines and penalties sufficient to fully offset the City's costs derived from permitting legal signage, enforcement framework administration.
 - b. Mechanisms to maximize the City's revenue-sharing percentage from permitted advertising.
 - c. A requirement that signage on temporary construction walls comply with the City's existing sign regulations and zoning code, including applicable limitations on size and location.
 - d. A prohibition on temporary signs on construction walls surrounding any open business.
 - e. Penalties for OACs that fail to submit required clean-up information to the Office of Community Beautification and Council Offices.
 - f. Staffing required for effective enforcement of sign regulations.
4. INSTRUCT the DCP, with the assistance of the LADBS and the City Attorney, to provide recommendations regarding additional amendments to LAMC 14.4.17, including:
 - a. Improvements to the permitting process to encourage compliance.
 - b. Restrictions on permits for temporary signs that are within the clean-up radius of an existing permitted sign.
5. INSTRUCT the LADBS that reports submitted pursuant to Council file No. 25-1182 also be submitted under Council file No. 26-0173.
6. INSTRUCT the City Attorney, with the assistance of the LADBS and DCP, to report back with a legal analysis of the revenue share, fine structure, regulatory authority to regulate a market when the City is a participant, and any other potential issues of liability and/or constitutionality as outlined in the motion prior to final consideration of the ordinances.

7. INSTRUCT the DCP to report to the Los Angeles City Planning Commission (LACPC) with a report and recommendations on both potential ordinances for LACPC and Council consideration.
8. INSTRUCT the CAO, with the assistance of the LADBS and DCP, to report back with a budget and staffing analysis and recommendations to enhance and support pro-active code enforcement against illegal on-site signage.
9. REQUIRE that any replacement ordinance shall require that signage on temporary construction walls comply with the City's existing sign regulations and zoning code, including applicable limitations on size and location; the ordinance shall not create a new category of off-site signage exempt from those regulations and shall establish clear time limits to ensure such signage remains temporary.

Fiscal Impact Statement: Neither the City Administrative Officer nor the Chief Legislative Analyst has completed a financial analysis of this report.

Community Impact Statement: Yes

For:
Westside Neighborhood Council

Summary:

At its regular meeting held on March 10, 2026, the PLUM Committee considered Motion (Yaroslavsky, Blumenfield – Harris-Dawson, et al.) relative to preparing an ordinance to amend the LAMC 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; and related matters. During the meeting, the Chief Legislative Analyst staff read several amendments into the record, including those proposed by Councilmember Hutt and Councilmember Lee. After consideration and having provided an opportunity for public comment, the Committee moved to approve the Motion, as amended and detailed in the above recommendations. This matter is now forwarded to the Council for its consideration.

Respectfully Submitted,

PLANNING AND LAND USE MANAGEMENT COMMITTEE

<u>MEMBER</u>	<u>VOTE</u>
BLUMENFIELD:	YES
HUTT:	YES
NAZARIAN:	YES
LEE:	YES
RAMAN:	YES

CR/dl
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-NOT OFFICIAL UNTIL COUNCIL ACTS-