

MOTION

Partly in response to the proliferation of mobile billboards on the streets of Los Angeles and the blight they created, the California State Legislature amended the California Vehicle Code to allow local municipalities to regulate mobile billboards. With the benefit of the state law authorization, the City adopted Section 87.53 of the Los Angeles Municipal Code to prohibit the placing of mobile billboards on public streets or City property.

It's been five years since the City adopted Section 87.53. The City should review the effectiveness of Section 87.53 and make any changes to ensure that the City is utilizing the full authority granted by the State in order to keep blight caused by mobile billboards off our streets and City property

I THEREFORE MOVE that the Council request the City Attorney, with the assistance of the Department of Transportation and the Police Department, to review Section 87.53 of the Los Angeles Municipal Code and to prepare and present an ordinance that amends Section 87.53 to ensure that the City is regulating mobile billboards to the maximum legal authority allowed by the California Vehicle Code.

PRESENTED BY:



BOB BLUMENFIELD
Councilmember, 3rd District

SECONDED BY:



ORIGINAL

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