

11-1532

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Refer To: 11-0002-S105

TRANSPORTATION

MOTION

Mobile billboard advertising displays are a visual blight, pose significant safety hazards for motorists, reduce available on-street parking and impair the visibility of pedestrians and drivers. In order to address the proliferation of this type of advertising, last year the California Legislature adopted AB 2756 giving local authorities the ability to regulate advertising on non-motorized vehicles. Unfortunately, mobile billboard operators found loopholes in the law and began attaching billboards to sleds, bicycles and inoperable vehicles. They also began moving billboards a few inches at a time to avoid citation and impoundment.

In order to address these loopholes, the California Legislature recently adopted AB1298 (Blumenfield), which amends the definition of "mobile billboard advertising display" and regulates advertising signs on motor vehicles parked or left standing upon a public street. The legislation also provides specific authority for a local jurisdiction to enact ordinances establishing a minimum distance a vehicle must be moved after 72 hours. This would allow the City to establish a reasonable distance that a vehicle parked on the street must be moved to help curb the problem of long-term vehicle storage on roadways.

In anticipation of the Governor's signature of AB 1298, it is critical that the City Council promptly amend the Los Angeles Municipal Code (LAMC) to implement AB 1298 (Blumenfield) that would include the establishment of penalties for the removal of the mobile billboard advertising display and misdemeanor criminal penalties, as well as the a minimum distance that a mobile billboard advertising display shall be moved after a specified time period.

I THEREFORE MOVE that the Council request the City Attorney, working the Los Angeles Department of Transportation, to prepare and present appropriate amendments to the Los Angeles Municipal Code that will allow the City to regulate advertising signs on motor vehicles parked or left standing upon a public street and establishment of a minimum distance a vehicle must be moved after 72 hours, which are contained in AB 1298 (Blumenfield), as soon as possible after the passage of the legislation and upon its effective date.

PRESENTED BY: *Mitchell Englander*
MITCHELL ENGLANDER
Councilmember, 12th District

SECONDED BY: *Tony Cardus*
EC

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