

12-1611-51

PLANNING & LAND USE MANAGEMENT

MOTION

The outdoor advertising industry has an incredible economic impact on Los Angeles' economy. For instance, the outdoor advertising company will play a key role during the holiday season to promote upcoming films, retail campaigns and holiday events.

Today, the Los Angeles Times reported that a three-judge panel "ordered the removal of 100 digital billboards installed across Los Angeles under a 2006 legal settlement — the latest turn in a decade-long saga surrounding outdoor signs." According to the Los Angeles Times, "the panel instructed a lower court to order the revocation of permits for electronic signs already permitted under the agreement."

This ruling is part of a long line of actions taken by the City of Los Angeles and the courts regarding billboards and digital conversion of billboards within the City limits.

Given the continued controversy and opportunities that stem from the issue of billboards and digital signage, it is critical that the City of Los Angeles continues to work to establish standards for digital signage, which will reduce neighborhood impacts and secure a long-term income stream for the City of Los Angeles.

The Los Angeles City Council must set a direction as to how to move forward regarding outdoor signage and digital billboards, as the City is sure to face continued legal challenges and questions. However, the Council cannot provide clear direction without a full understanding of their legislative options.

I THEREFORE MOVE, that the City Attorney, Chief Legislative Analyst, City Administrative Officer and the Department of Planning, along with other relevant City Departments, prepare a report for the City Council with advice on the options before the City of Los Angeles regarding the recent court decision regarding digital billboards. This report should include:

- Summary of the court decision;
- The timing of when the court decision will become final;
- A report on whether invalidated permits can be replaced with valid permits after a legislative solution is established;
- What the economic consequences would be for the City if digital signage was lost; and
- The opportunities to reduce enforcement costs by seeking to achieve voluntary compliance with any enforcement actions, including the relocation of any problematic signage locations as part of the overall solution.

The City Council should also understand what the next steps of the legal process may be, if there are additional appeals that are planned and additional possible pending legal actions against the City regarding outdoor advertising and digital signage.

I FURTHER MOVE, that this report be prepared and presented to Los Angeles City Council within 30 days.

Presented by: _____

Richard Alarcón
RICHARD ALARCÓN
Councilmember, 7th District

Seconded by: _____

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[Signature]
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