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this matter, please refer to the
Council File No.: [16-0888](#)

OFFICIAL ACTION OF THE LOS ANGELES CITY COUNCIL

March 2, 2018

Council File No.: [16-0888](#)

Council Meeting Date: February 28, 2018

Agenda Item No.: 21

Agenda Description: RULES, ELECTIONS, AND INTERGOVERNMENTAL RELATIONS COMMITTEE REPORT relative to enacting restrictions on commercial advertising of cannabis, cannabis products, commercial cannabis activity, or businesses engaged in any commercial cannabis activity on signs.

Council Action: RULES, ELECTIONS, AND INTERGOVERNMENTAL RELATIONS COMMITTEE REPORT AND AMENDING MOTION (BONIN - MARTINEZ) - ADOPTED

Council Vote:

YES	BOB BLUMENFIELD
YES	MIKE BONIN
ABSENT	JOE BUSCAINO
YES	GILBERT A. CEDILLO
YES	MITCHELL ENGLANDER
YES	MARQUEECE HARRIS-DAWSON
YES	JOSE HUIZAR
YES	PAUL KORETZ
YES	PAUL KREKORIAN
YES	NURY MARTINEZ
YES	MITCH O'FARRELL
YES	CURREN D. PRICE
YES	MONICA RODRIGUEZ
YES	DAVID RYU
YES	HERB WESSON

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RULES, ELECTIONS, AND INTERGOVERNMENTAL RELATIONS COMMITTEE REPORT relative to enacting restrictions on commercial advertising of cannabis, cannabis products, commercial cannabis activity, or businesses engaged in any commercial cannabis activity on signs.

Recommendation for Council action:

REQUEST the City Attorney, with the assistance of the Departments of Cannabis Regulation (DCR) and Building and Safety (DBS), and the Chair of the Rules, Elections, and Intergovernmental Relations Committee, to prepare and present an ordinance amending Article VI, Chapter X of the Los Angeles Municipal Code (LAMC) relative to regulating commercial cannabis advertising as follows:

- a. Amend Section 106.04 to be consistent with the sensitive use restrictions and distances in Article V, Chapter X of the LAMC.
- b. Authorize the City Attorney, with the assistance of the DCR, DBS, and the Chair of the Rules, Elections, and Intergovernmental Relations Committee, to make any technical modifications and/or legal corrections to the ordinance in order to further the objectives as described in these recommendations.

Fiscal Impact Statement: None submitted by the City Planning Commission or the Department of City Planning. Neither the City Administrative Officer nor the Chief Legislative Analyst has completed a financial analysis of this report.

Community Impact Statement: None submitted.

SUMMARY

On December 21, 2017, the City Planning Commission approved a draft ordinance enacting restrictions on commercial advertising of cannabis, cannabis products, commercial cannabis activity, or businesses engaged in any commercial cannabis activity on signs. The ordinance sets various restrictions on certain on-site and off-site signs to help reduce the illegal consumption and purchase of cannabis and cannabis products by children and minors by limiting their exposure to the advertising of cannabis and cannabis products. The draft ordinance prohibits such signs within 800 feet of any alcoholism or drug abuse recovery or treatment facility, day care center, permanent supportive housing, public library, public park, school, or residentially zoned property, except as permitted under LAMC Section 106.05. Additional sign restrictions are also contained in the draft ordinance, including limits on size, contents, and mobile advertising.

At its meeting held February 16, 2018, the Rules, Elections, and Intergovernmental Relations Committee discussed this matter with representatives of the City Planning Department, City Attorney, and DCR. During the public comment period, speakers stated that medians should not be counted as park space for the purpose of this ordinance.

The Rules, Elections, and Intergovernmental Relations Committee recommended that Council request the City Attorney, with the assistance of the DCR, DBS, and the Chair of the Rules,

Elections, and Intergovernmental Relations Committee, to prepare and present a revised draft ordinance, substantially as approved by the City Planning Commission, as amended to amend Section 106.04 to be consistent with the sensitive use restrictions and distances in Article V, Chapter X of the LAMC.

Respectfully Submitted,

Rules, Elections, and Intergovernmental Relations Committee



<u>MEMBER</u>	<u>VOTE</u>
WESSON:	YES
HUIZAR:	YES
HARRIS-DAWSON:	YES

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-NOT OFFICIAL UNTIL COUNCIL ACTS-

MOTION

I HEREBY MOVE that Council AMEND the Rules, Elections, and Intergovernmental Relations Committee Report, relative to enacting restrictions on commercial advertising of cannabis, cannabis products, commercial cannabis activity, or businesses engaged in any commercial cannabis activity on signs, to adopt the following additional recommendation:

REQUEST the City Attorney to ensure that the ordinance makes clear that any new advertising regulations comply with Neighborhood Specific Plan Rules and other advertising rules.

PRESENTED BY _____
MIKE BONIN
Councilmember, 11th District

SECONDED BY _____
NURY MARTINEZ
Councilmember, 6th District

February 28, 2018
CF 16-0888