

12-0662

MOTION

PUBLIC WORKS

MAY 02 2012

Residents in the City of Los Angeles are being deluged with unwanted advertisements and solicitations dumped on their doorsteps, in their lobbies, on their driveways, or attached to their screen doors or door knobs. Despite signs placed by home owners stating they do not want these items, residents still continue to be inundated. Homeowners have had no recourse to block the unwanted advertisements and solicitations. Additionally, this is a public safety issue, for instance, when residents are out of town, the build-up of these advertisements can lead to "Knock and Rob" burglaries.

Many jurisdictions around the country have recognized that these unwanted advertisements are a nuisance and lead to litter and sidewalk trash in the City's neighborhoods. In 2008, New York City started enforcing a law that prohibits the placement of "unsolicited paper, fliers, pamphlets, handbills and other materials advertising a business or soliciting business" at homes in New York City where a property owner had posted a sign saying such materials were unwanted.

The City of West Hollywood has also enacted a "Stop Door Spam" law that prohibits distribution of advertising materials on private property when appropriate signage is present. Their "Stop Door Spam" campaign is a two-part program, designed to help residents communicate directly to advertisers, like the program in New York City. In West Hollywood, residents place a placard, printed both in English and Spanish, stating that such materials are unwanted. If materials continue to be left on the property, residents can send businesses a "Dear Advertiser" letter which explains that the resident is displeased with the advertisements being left on their property, and wishes they would stop. Residents can also report repeat offenses to the City, through the City's website. Advertisers who violate the law face fines from \$150 for the first offense, \$250 for second offense and \$450 for the third.

The City of Los Angeles should have a program similar to those in New York City and West Hollywood where unwanted advertising is dealt with as a nuisance and therefore should be prohibited at the request of the residents who are impacted by these nuisances. Both the actual advertisers as well as the distributors of the advertisements should be held accountable for creating conditions of blight in our neighborhoods which negatively affect residents' quality of life.

I THEREFORE MOVE that the City Council direct the Bureau of Sanitation to report to the Council's Energy and Environment Committee on how to establish a program to address this quality of life issue.

I FURTHER MOVE that the City Attorney report on possible fines and appropriate mechanisms to enforce this program.

PRESENTED BY Paul Koretz  
PAUL KORETZ  
Councilmember, 5<sup>th</sup> District

SECONDED BY Sei Hwisa

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