

PLANNING AND LAND USE MANAGEMENT (PLUM) COMMITTEE REPORT relative to amending relevant sections of the Los Angeles Municipal Code (LAMC) to increase fines and penalties to deter further installation of unpermitted illegal off-site signs, and related matters.

Recommendation for Council action, pursuant to Motion (Blumenfield - Raman):

INSTRUCT the Los Angeles Department of Building and Safety, with the assistance of the Department of City Planning, and in consultation with the City Attorney, to prepare a report with recommendations within 90 days, and prepare and present a proposed ordinance, to amend relevant sections of the LAMC to increase fines and penalties to deter further installation of unpermitted illegal off-site signs, and thereby deter this unlawful conduct, and consider the feasibility to base the fine amounts on a multiple of the income generated from each sign; and to enhance and improve enforcement measures and inspections, potentially including a private right of action against property owners and/or sign companies.

Fiscal Impact Statement: Neither the City Administrative Officer nor the Chief Legislative Analyst has completed a financial analysis of this report.

Community Impact Statement: None submitted

Summary:

At a regular meeting held on December 3, 2024, the PLUM Committee considered Motion (Blumenfield - Raman) relative to amending relevant sections of the LAMC to increase fines and penalties to deter further installation of unpermitted illegal off-site signs, and related matters. After providing an opportunity for public comment, the Committee moved to approve the recommendation as detailed above. This matter is now submitted to the Council for consideration.

Respectfully Submitted,

PLANNING AND LAND USE MANAGEMENT COMMITTEE

<u>MEMBER</u>	<u>VOTE</u>
LEE:	YES
HUTT:	ABSENT
YAROSLAVSKY:	YES
PADILLA:	ABSENT
DE LEON:	YES

CR/dl
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-NOT OFFICIAL UNTIL COUNCIL ACTS-