

PUBLIC WORKS COMMITTEE REPORT and ORDINANCE FIRST CONSIDERATION relative to amending the Los Angeles Municipal Code (LAMC) to clarify the definition of outdoor advertising structure, and to exempt certain approved structures from the prohibition of outdoor advertising structures in the public right-of-way.

Recommendation for Council action, SUBJECT TO THE APPROVAL OF THE MAYOR:

PRESENT and ADOPT the accompanying ORDINANCE, dated November 16, 2021, relative to amending Sections 67.01(a) and 67.02(b) of the LAMC to clarify the definition of outdoor advertising structure, and to exempt certain approved structures from the prohibition of outdoor advertising structures in the public right-of-way.

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

Community Impact Statement: Yes

For:

Downtown Los Angeles Neighborhood Council
West Hills Neighborhood Council
Mar Vista Community Council
Westwood Neighborhood Council
Bel Air-Beverly Crest Neighborhood Council

Against:

Westside Neighborhood Council
Hollywood United Neighborhood Council
Boyle Heights Neighborhood Council
Woodland Hills-Warner Center Neighborhood Council
Sunland-Tujunga Neighborhood Council
Coastal San Pedro Neighborhood Council

For if Amended:

West Los Angeles Neighborhood Council
Del Rey Neighborhood Council
Northwest San Pedro Neighborhood Council
Sun Valley Area Neighborhood Council

Neutral Position:

Reseda Neighborhood Council

SUMMARY

At the meeting held on August 24, 2022, your Public Works Committee considered a City Attorney report and Ordinance relative to amending the Los Angeles Municipal Code (LAMC) to clarify the definition of outdoor advertising structure, and to exempt certain approved structures from the prohibition of outdoor advertising structures in the public right-of-way.

An opportunity for public comment was held. After further discussion of the matter, the Committee moved to approve the Ordinance as presented by the City Attorney, as detailed above. This matter is now forwarded to the Council for its consideration.

Respectfully Submitted,

PUBLIC WORKS COMMITTEE

<u>MEMBER</u>	<u>VOTE</u>
BLUMENFIELD	YES
LEE	YES
DE LEÓN	YES
O'FARRELL	YES

ME 8/24/22

-NOT OFFICIAL UNTIL COUNCIL ACTS-