

**MICHAEL N. FEUER**  
CITY ATTORNEY

REPORT NO. R 21-0343  
NOV 16 2021

REPORT RE:

**DRAFT ORDINANCE AMENDING SECTIONS 67.01(a) AND 67.02(b) OF  
THE LOS ANGELES MUNICIPAL CODE 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**

The Honorable City Council  
of the City of Los Angeles  
Room 395, City Hall  
200 North Spring Street  
Los Angeles, California 90012

Council File No. 20-1536

Honorable Members:

Pursuant to your request, this Office has prepared and now transmits for your consideration the enclosed draft ordinance, approved as to form and legality. The draft ordinance amends Sections 67.01(a) and 67.02(b) of the Los Angeles Municipal Code (LAMC) to clarify the definition of Outdoor Advertising Structure, and to exempt Outdoor Advertising Structures that are part of the Public Works Department's approved public right-of-way advertising program from the prohibition of Outdoor Advertising Structures in the public right-of-way.

Background and Summary of Ordinance Provisions

The definition of Outdoor Advertising Structure in LAMC 67.01(a) includes “any structure ... upon which any ... device or other advertisement of any kind whatsoever may be placed ... or used in connection with, including so-called electric and/or cutout signs ...” The draft ordinance clarifies that this definition includes electronic displays.

LAMC Section 67.02(a) prohibits Outdoor Advertising Structures in the public right-of-way. Currently, LAMC Section 67.02(b) exempts from the prohibition only a transit shelter that has been exempted by the City Council. The proposed ordinance expands the exemption to include an Outdoor Advertising Structure associated with an outdoor advertising program for the public right-of-way that is approved by the Board of Public Works.

Council Rule 38 Referral

A copy of the draft ordinance was sent, pursuant to Council Rule 38, to the Department of Public Works – Bureau of Street Services, the Planning Department, and the Department of Building and Safety, with a request that all comments, if any, be presented directly to the City Council when this matter is considered.

If you have any questions regarding this matter, please contact Assistant City Attorney Edward Jordan at (213) 978-8130. He or another member of this Office will be available when you consider this matter to answer questions you may have.

Sincerely,

MICHAEL N. FEUER, City Attorney

By 

DAVID MICHAELSON  
Chief Assistant City Attorney

DM:EJ:ev  
Transmittal

ORDINANCE NO. \_\_\_\_\_

An ordinance amending Sections 67.01(a) and 67.02(b) of the Los Angeles Municipal Code 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.

**THE PEOPLE OF THE CITY OF LOS ANGELES  
DO ORDAIN AS FOLLOWS:**

Section 1. Section 67.01(a) of the Los Angeles Municipal Code is amended to read as follows:

(a) The term “**outdoor advertising structure**” as used in this article is hereby defined to be any structure or device erected upon the surface of the ground for outdoor advertising purposes, or to attract the attention of the public and visible from any public street, alley, or other public place, as distinguished from any sign attached to or placed on a building, upon which any poster, bill, printing, painting, device, electronic display, or other advertisement of any kind whatsoever may be placed, posted, painted, fastened, or affixed, or used in connection with, including a so-called electric and/or cutout sign; provided, however, that the same shall not be deemed to include any board, sign, or surface used exclusively to display official notices issued by any court or public officer in performance of a public duty or a private person in giving a legal notice; nor shall the same include any sign not exceeding 20 square feet in area used exclusively to advertise the sale or lease of the property on which the sign is placed, or to designate the name of the owner or occupant of the premises, or to identify the premises such as a physician’s, or surgeon’s name sign, apartment house sign, post sign, or accessory sign.


Sec. 2. Section 67.02(b) of the Los Angeles Municipal Code is amended to read as follows:

(b) The provisions of Subsection (a) of this section shall not apply to any outdoor advertising structure associated with an outdoor advertising program for the public right-of-way that is approved by the Board of Public Works.

Sec. 3. The City Clerk shall certify to the passage of this ordinance and have it published in accordance with Council policy, either in a daily newspaper circulated in the City of Los Angeles or by posting for ten days in three public places in the City of Los Angeles: one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall; one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall East; and one copy on the bulletin board located at the Temple Street entrance to the Los Angeles County Hall of Records.

Approved as to Form and Legality

MICHAEL N. FEUER, City Attorney

By  \_\_\_\_\_  
EDWARD M. JORDAN  
Assistant City Attorney

Date 11/16/21

File No. 20-1536

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The Clerk of the City of Los Angeles hereby certifies that the foregoing ordinance was passed by the Council of the City of Los Angeles.

CITY CLERK

MAYOR

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Ordinance Passed \_\_\_\_\_

Approved \_\_\_\_\_