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COUNCIL DISTRICT 13

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GARCETTI LEGISLATION TARGETS ELECTRONIC BILLBOARDS

Los Angeles City Council President Eric Garcetti today introduced two resolutions that would address the proliferation of electronic billboards in Los Angeles.

"The proliferation of billboards in residential neighborhoods across our city is a growing blight on our communities. Irresponsibly-placed electronic billboards are not only nuisances to residents who have to live with light blaring into their homes, but can be dangerous for neighborhood drivers, pedestrians, and cyclists," said Council President Garcetti.

One Garcetti motion instructs the City Attorney and Department of Building and Safety to review the terms of a settlement between the City of Los Angeles and major billboard companies that resulted in the city allowing the companies to convert a certain number of traditional billboards to electronic billboards. The settlement agreement allowed the City of Los Angeles to avoid paying potentially millions of dollars to the billboard companies when the courts opined in favor of the billboard companies, which alleged that the city's billboard regulations limited their freedom of speech.

In recent weeks, Angelenos have seen the addition of electronic billboards in neighborhoods, including one amid the residential Silver Lake neighborhood that Garcetti represents. The motion also instructs the City Attorney and Department of Building and Safety to review whether the new billboard is in compliance with the settlement. This motion was referred to the Council's Planning and Land Use Management Committee.

The other motion is a resolution that would put the City of Los Angeles officially on record in opposition to Governor Arnold Schwarzenegger's proposal to allow Amber Alert message boards to be used for commercial advertising. This resolution is expected to be heard in Council next week.

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