

Community Impact Statement Recommendation

To: Downtown Los Angeles Neighborhood Council Board
From: Livability Committee
Date Approved by Committee: 01/13/22
For Board Consideration on: 02/08/22

Re: Council File 20-1536 - Sidewalk and Transit Amenities Program (STAP) / Public Engagement / Request for Proposals

Motion or Recommendation of the committee:

The Livability Committee recommends a vote on CF 20-1536.

For	X
For if amended	
Against	

Committee Vote Count: Yes (4), No (0), Abstention (0), Absent (2), Recused (0)

Supplemental Statement: DLANC is supportive of having digital media devices that allow for opportunities to display public information for pedestrian and transit users.

Summary:

The Council File instructs the Bureau of Street Services to continue the public engagement process while the Sidewalk and Transit Amenities Program (STAP) Request for Proposals (RFP) process is underway, provide a public report on the proposals received in response to the RFP, and, with assistance from other departments as necessary, report to the City Council within 60 days of receiving proposals regarding any outstanding issues that will shape the final operational details of a contract for the STAP, including:

- Parameters of digital advertising and/or digital displays to ensure compatibility with their surrounding environments, traffic safety, and land use zones such as specific plans and scenic highways
- A policy governing data collection, ownership, privacy and use from devices placed within public rights-of-way or on City facilities
- How advertising proposed within public rights-of-way can be governed and coordinated to ensure maximum benefits to the City and its residents and strict compliance enforcement
- Controls over the content of advertising within public rights-of-way or on public property and the operational means to enforce them
- Strategies for capital investment necessary to maximize STAP benefits and the re-investment of program revenue into street and sidewalk improvements that facilitate safety, transit use, and mobility

At the request of the Public Works committee, the City Attorney drafted 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 (clarified to include electronic displays), 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.

PUBLIC WORKS AND GANG REDUCTION

MOTION

The City's current Coordinated Street Furniture Program expires at the end of 2021. Since 2018, the City Council, led by the Public Works and Gang Reduction Committee, held numerous hearings and policy discussions on the topic and on November 26, 2019, authorized StreetsLA to undertake a competitive process and issue a Request for Proposals (RFP) to establish a successor program, the Sidewalk and Transit Amenities Program (STAP) (C.F. 00-1073-S1). Under this authority, the release of an RFP to solicit proposals for STAP is being considered by the Board of Public Works on November 24, 2020.

The expansion and enhancement of facilities that support public transit riders, improve bus stops, and offer wayfinding for visitors and residents alike are among the opportunities presented by the modernization of the street furniture program. The integration of digital elements into this program offers many opportunities for convenience, revenue, emergency and public service messaging, and local benefits; but it also raises the specters of potential privacy infringement, intrusively illuminated signage, and overall aesthetic diminishment. Last week, we heard similar questions and concerns from a number of community members.

These and other outstanding issues of significance require policy guidance from the City Council and, as was the expectation when the City Council last acted on this matter, must be addressed to shape the final design of the STAP and to assure the public that adequate controls are in place to protect neighborhoods and the City's interests. The deliberation and decision making on these issues must be made in a transparent fashion and be resolved before any award to operate the STAP is approved.

I THEREFORE MOVE that Bureau of Street Services be instructed to continue the public engagement process while the Sidewalk and Transit Amenities Program (STAP) Request for Proposals (RFP) process is underway, provide a public report on the proposals received in response to the RFP, and, with assistance from other departments as necessary, report to the City Council within 60 days of receiving proposals regarding any outstanding issues that will shape the final operational details of a contract for the STAP, including:

- Parameters of digital advertising and/or digital displays to ensure compatibility with their surrounding environments, traffic safety, and land use zones such as specific plans and scenic highways;
- A policy governing data collection, ownership, privacy and use from devices placed within public rights-of-way or on City facilities;
- How advertising proposed within public rights-of-way can be governed and coordinated to ensure maximum benefits to the City and its residents and strict compliance enforcement;
- Controls over the content of advertising within public rights-of-way or on public property and the operational means to enforce them; and
- Strategies for capital investment necessary to maximize STAP benefits and the re-investment of program revenue into street and sidewalk improvements that facilitate safety, transit use, and mobility.

PRESENTED BY:

BOB BLUMENFIELD (verbal)
Councilmember, 3rd District

MIKE BONIN (verbal)
Councilmember, 11th District

SECONDED BY:

MARQUEECE HARRIS-DAWSON (verbal)
Councilmember, 8th District

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

Ordinance Passed _____

Approved _____