

DIGITAL ADVERTISING WORKS FOR CALIFORNIA CITIES

More than 1,000 municipalities in 44 states throughout the nation have enacted comprehensive sign ordinances allowing for the reasonable and responsible use of digital and traditional signs.

Many California cities are among the municipalities that are currently benefitting from the terrific opportunities created by common-sense sign legislation.

1,000 **IN** **44**
MUNICIPALITIES **STATES**

ENACTED COMPREHENSIVE SIGN ORDINANCES

Source: Outdoor Advertising Association of America

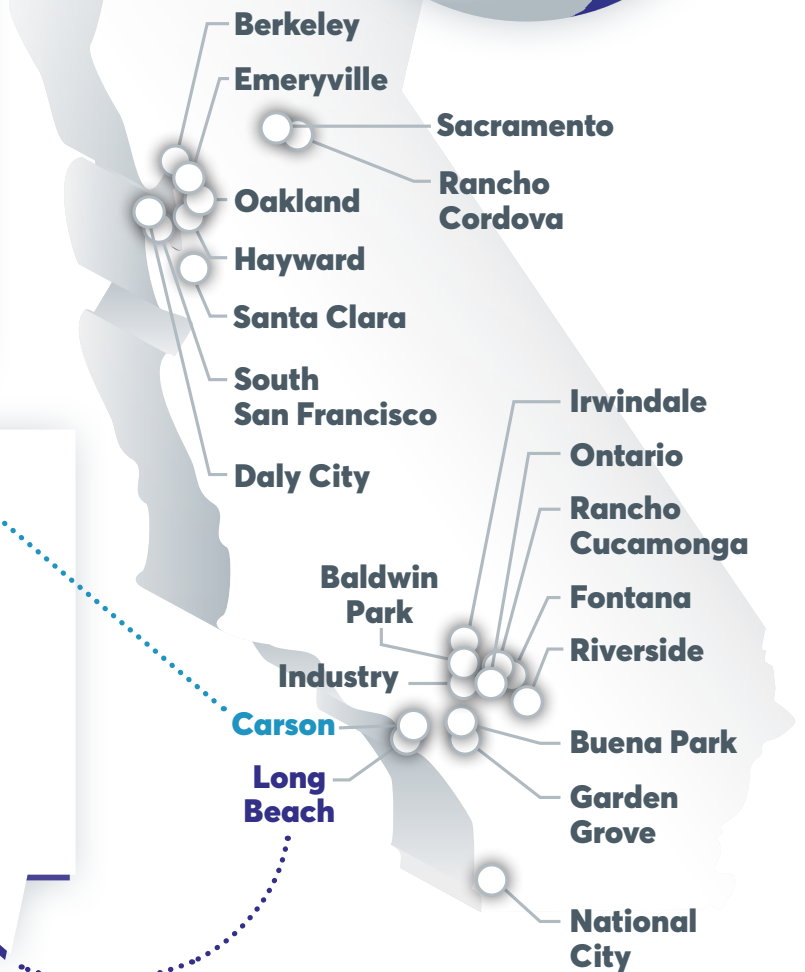


"Since its passage, **our city's sign ordinance has benefitted Carson in many ways**, allowing us to work with the community to ensure signs are beneficial to both residents and local businesses."

LULA DAVIS-HOLMES
CARSON CITY COUNCILMEMBER

"The city's new sign ordinance **has created a tremendous opportunity** by providing us the ability to reconsider the location of existing billboards, while allowing for the construction of new, appropriately placed signs that better suit the needs of the community."

REX RICHARDSON
LONG BEACH CITY COUNCILMEMBER



DIGITAL ADVERTISING CAN WORK FOR LOS ANGELES

Cities throughout California and across the nation are benefitting from the passage of comprehensive sign ordinances. **Los Angeles now has the opportunity to join these progressive cities** in crafting policy that provides much-needed clarity to local businesses and significant revenue and benefits to the city and its communities.

HOW CALIFORNIA'S CITIES HAVE BENEFITTED:



**REASONABLE
RESTRICTIONS
ON SIGN
LOCATIONS**



**SIGNIFICANT
REDUCTION OF
EXISTING SIGNS**



**IMPROVED
VISUAL
LANDSCAPES**



**ASSISTANCE
WITH COMMUNITY
ENHANCEMENT
PROJECTS**



**INCREASED
ADVERTISING
OPPORTUNITIES
FOR LOCAL
BUSINESSES**



**SUBSTANTIAL AND
ON-GOING COMMUNITY
BENEFIT REVENUE FOR:**

- Police
- Firefight
- Road Repair
- Sidewalks
- Landscaping
- Neighborhood Improvements
- Youth Programs
- Parks
- And more...



**DONATED
PUBLIC SERVICE
ADVERTISEMENTS**



**DEDICATED SPACE
FOR TIMELY
EMERGENCY
NOTIFICATIONS FOR:**

- Amber Alerts
- Extreme weather warnings

"Whether it is the use of outdoor signs in notifying the community in emergency situations, supporting outreach efforts for local nonprofits, or helping Los Angeles area businesses grow and create jobs... **outdoor advertising companies are community partners** that provide a tremendous value and service to Angelenos."

JAN SOBEL, PRESIDENT/CEO

THE BOYS & GIRLS CLUB OF THE WEST VALLEY

