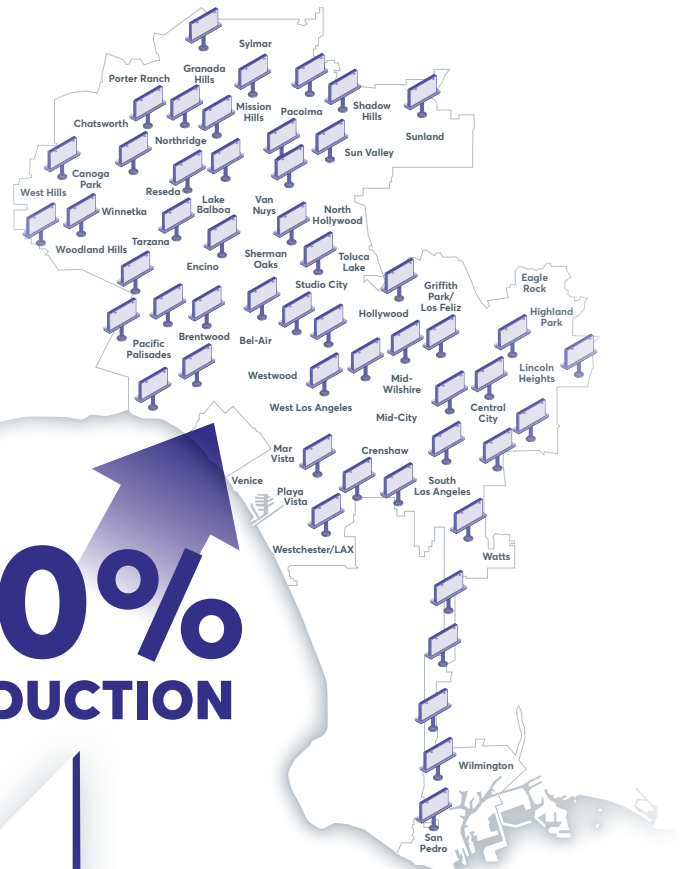


LOS ANGELES' BILLBOARD REDUCTION PLAN

Los Angeles' city leaders are considering **a comprehensive sign ordinance** that will provide the city with the ability to remove a significant number of existing billboards, in exchange for a small number of appropriately placed digital signs. Ordinances like the one L.A. is considering have been **successfully enacted in major cities throughout the nation**, providing communities with the tools to significantly reduce the number of billboards in their neighborhoods.

LOS ANGELES BEFORE

LOS ANGELES AFTER



30%
REDUCTION

HOW WILL L.A. TAKEDOWN SIGNS?

Using takedown ratios, which require a set amount of existing billboards to be removed in order for a new, appropriately located sign to go up. The city is currently considering allowing takedown ratios that could remove **30 percent** of existing billboards, resulting in a dramatic reduction in signs throughout the city and providing communities more control in their neighborhoods.

500,000+

SQUARE-FEET OF EXISTING
BILLBOARD SPACE **REMOVED**



MILLIONS

OF DOLLARS IN ON-GOING
COMMUNITY BENEFIT FUNDING FOR:

- ▶ POLICE
- ▶ FIREFIGHTERS
- ▶ ROAD REPAIR
- ▶ SIDEWALKS
- ▶ YOUTH PROGRAMS
- ▶ HOMELESS SERVICES
- ▶ NEIGHBORHOOD IMPROVEMENTS
- ▶ PARKS AND MORE...