

LA City Council Considers Banning Alcohol Ads On City Property

by Erik Sass, Tuesday, May 28, 2013 5:17 PM

After several years of delays, the Los Angeles City Council is preparing to consider a city-wide ban on alcohol advertising on municipal property, which would substantially reduce the number of outdoor advertising display surfaces available to alcohol advertisers.

The motion, supported by activists including Advocacy for Alcohol Justice and the Los Angeles Coalition to Ban Alcohol Ads on Public Property, had been held up in the L.A. City Public Safety Committee since 2011, despite a recommendation from the L.A. County Department of Public Health to reduce alcohol advertising in public spaces.

If the City Council approves the motion, the City Attorney can begin drafting the revised ordinance for the city's public advertising code.

Previously, the L.A. Coalition to Ban Alcohol Ads on Public Property succeeded in preventing alcohol ads from appearing on bus benches in the city of Los Angeles.

The L.A. activists have modeled their initiative on several successful municipal bans on alcohol advertising on public property, including a ban on alcohol advertising in public transit in San Francisco and a citywide ban on alcohol advertising on public property in Philadelphia, save for sports stadiums.

The powers that be have already decreed some other sweeping regulations on outdoor advertising in L.A. Last month, Clear Channel Outdoor and CBS Outdoor were ordered to shut down 77 digital billboards by a California Superior Court Judge who ruled that a deal struck by the operators with the Los Angeles City Council in 2007 -- allowing the conversion of hundreds of static billboards to digital displays -- violated the city's own laws.