

Los Angeles Daily News

Los Angeles bans alcohol ads on city buildings, buses

By Rick Orlov

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The Los Angeles City Council on Tuesday approved a measure banning the advertising of all alcohol products on city property, including buses and other vehicles.

Council members, in a 10-0 vote — 5 members were absent — argued the city should not benefit from the advertising of the products, particularly when so many of the ads are directed at young people.

In his report to the council, City Attorney Mike Feuer said, “Alcohol is the most widely used substance of abuse among American’s youth, and the latest research demonstrates a compelling need to address alcohol use early and continuously and in the context of human development.”

Dennis Hathaway of Ban Billboard Blight, said it’s an issue that will likely come back to the city as it adopts regulations on what will be permitted in sign districts.

L.A. has been attempting to deal with advertising of alcohol products for years on city vehicles and city property.

Councilman Bernard Parks said he wants to see the measure expanded to include smoking products, including the increasing use of e-cigarettes. The city already bans advertising for tobacco products.