



## **Summary**

The Commercial Cannabis Signage Ordinance is a Los Angeles Municipal Code (LAMC) amendment establishing restrictions on advertising of cannabis, cannabis products, and commercial cannabis activity on signs in the City. It was adopted by the City Council on June 5, 2018 and will become effective on July 23, 2018.

The purpose of the ordinance is to limit children's exposure to advertising of cannabis and cannabis products, to reduce the illegal purchase and consumption of cannabis by children, and to reduce the likelihood of children suffering potential negative impacts as a result of consuming cannabis at an early age.

## **Background**

In March 2017, Los Angeles voters passed Proposition M, which required the City Council to repeal the City's previous Proposition D restrictions on medical cannabis dispensaries and create a comprehensive regulatory framework for all commercial cannabis activity. Proposition M was passed in response to recent State legislation removing prohibitions on adult use of cannabis and regulating commercial cannabis activity.

In response to Proposition M, the City Council enacted a comprehensive set of regulations for commercial cannabis activity, including location restrictions, operating standards, and a process for applying for licenses. The Commercial Cannabis Signage Ordinance is intended to work in conjunction with these proposed regulations to address the specific issue of reducing children's exposure to cannabis advertising.

## **Questions & Answers**

### **What is the purpose of the Commercial Cannabis Signage Ordinance?**

The ordinance aims to limit children's exposure to advertising of cannabis and cannabis products, to reduce the illegal purchase and consumption of cannabis by children, and to reduce the likelihood of children suffering potential negative impacts as a result of consuming cannabis. According to academic research, heavy or regular cannabis use, especially before age 18, is often associated with negative consequences including reduced working memory, reduced higher order executive functions, and impacts on emotion. The ordinance seeks to prevent these harms by restricting cannabis advertising and reducing the chances that children will begin using cannabis.

**What does the Commercial Cannabis Signage Ordinance do?**

- Prohibits cannabis advertising on off-site signs (also known as billboards) that are located within 700 feet of sensitive locations, including alcoholism or drug abuse recovery or treatment facilities, public libraries, public parks, schools, day care centers, and permanent supportive housing. The prohibition does not apply to signs inside of buildings, signs on commercial vehicles used for transporting cannabis, and public service messages opposing the use of cannabis.
- Limits a cannabis business to one on-site sign. The sign may display only the business' name, logogram, address, hours of operation and contact information.
- Prohibits portable signs or sandwich signs located in the public right-of-way in front of a cannabis business, as well as the following specific types of signs:
  - Digital signs
  - Spinner signs
  - Monument signs
  - Illuminated architectural canopy signs
  - Pole signs
  - Marquee signs
  - Roof signs
  - Temporary signs
  - Moving signs and signs with moving parts
  - Supergraphic signs
- Allows a cannabis business to display signs required by a government agency and signs for security agencies whose aggregate size is limited to 30 square inches.

**How does the Commercial Cannabis Signage Ordinance relate to other City sign regulations?**

Signage in the City is regulated by the Zoning Code, with additional restrictions imposed by signage supplemental use districts and other regulations. The Commercial Cannabis Signage Ordinance puts additional restrictions on signs with messages relating to cannabis, cannabis products, or commercial cannabis activity. It does not allow the erection of any types of signs that are currently prohibited, nor does it allow signs to be erected where they are currently prohibited.

**How can I get more information or share my input?**

The full text of the ordinance may be found at <http://planning.lacity.org> under “Ordinances” and “Adopted Ordinances.”

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