

City Council Votes To Ban Alcohol Ads On Buses, Public Property

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After

After banning alcohol ads at bus shelters last year, city officials want to extend the ban to buses and other city-owned vehicles. (Photo credit: NoAlcoholAds.org)

LOS ANGELES (CBSLA.com) — The City Council Tuesday unanimously voted to ban advertisements for any alcoholic beverages on public property.

[The ordinance \(PDF\)](#) bars the advertising of alcoholic beverages on all city-owned and -controlled property, including buses and other vehicles. Prior to the ban, alcohol-related ads made up about 20 percent of the space offered on city property in five council districts.

The Los Angeles Convention Center, Los Angeles Zoo, Los Angeles International Airport and other city-controlled properties would be exempt because they operate restaurants, sell alcohol or serve as venues for sports events, concerts and other types of entertainment.

Due to advertising contracts currently in place with the city, the ads may be visible for six more years, according to officials.

Members of the Coalition to Ban Alcohol Ads on Public Property in Los Angeles were at the meeting to discuss the ordinance.

Last June, the City Council voted unanimously in favor of [a motion banning alcohol ads](#) in any future Bureau of Street Services contracts for bus shelters and other projects.

A March 2011 report by the Los Angeles County Department of Public Health found the total economic cost of alcohol use is \$10.8 billion annually in Los Angeles County, translating to roughly \$1,000 per resident or \$3,100 per family each year, according to City Attorney Mike Feuer's office.

Los Angeles joins San Francisco and Philadelphia in banning alcohol ads on public property.

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