

City Attorney Halts Billboard Construction on MTA Property

(Jan. 3, 2002) With a state court's order in hand, Thursday, Los Angeles City Attorney Rocky Delgadillo forced an advertising company to halt the construction of billboards on MTA property.

During a news conference outside Division 2 at 16th and San Pedro, Delgadillo said the company had

begun installing billboards just hours before a new state law requiring city permits went into effect Monday, Jan. 1.

The company, STI/Outdoor LLC, a joint venture with Viacom subsidiary Outdoor Systems, last weekend placed billboard foundation poles at divisions 2 and 9 and on an MTA-owned right-of-way in East LA. A 30-foot hole for another billboard was dug at Division 7.

The MTA has had a long-standing agreement with STI/Outdoor to allow the erection of 41 billboards and 10 advertising kiosks on MTA property in exchange for placement of 10 Automated Public Toilets at Metro stations. The agreement, however, required the company to get MTA approval and obtain city permits before construction began.

"We will do everything in our power to tear down these billboards and make this company pay for its actions," Delgadillo said.

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A bus operator passes by one of two billboard foundations erected last weekend at Division 2.