

BILLBOARDS IN OUR PUBLIC STREETS

What the City approved on April 15, 2025 — and why it matters

BY THE NUMBERS

60

STRUCTURES
authorized citywide

108

DIGITAL SCREENS
full-motion video

40

YEAR TERM
running to ~2065

\$1,000

PER FACE/MONTH
vs. \$5K–10K in 2015

WHAT THE CITY APPROVED

On **April 15, 2025**, the Inglewood City Council approved a Lease and Development Agreement with WOW Media, Inc. authorizing up to 60 digital advertising structures with 108 screens, 12–22 feet tall, on the medians and right-of-way of:

- Century Boulevard • Manchester Boulevard • Prairie Avenue
- Florence Avenue • La Cienega Boulevard

The agreement runs **20 years with two 10-year extension options** — up to 40 years. It was approved as a real-estate lease, with **no Special Use Permit, no Planning Commission review**, and no public hearing on the sign placements themselves.



TURN OVER FOR THE FACTS & HOW TO ACT

A community briefing prepared from public records, City filings, and pending court documents.

Source documents listed on the back. Verify everything yourself.

WHAT THE LAW SAYS — AND DOESN'T

WHAT THE INGLEWOOD CODE SAYS

Inglewood Municipal Code Article 23 (Sign Regulations) — last amended in 2015 — is unambiguous:

§ 12-80(A) — PROHIBITED ZONES

"Billboards and other types of off-site advertising are prohibited ... in any public, flood control or railroad right-of-way."

§ 12-87 — AMORTIZATION

No billboard may be used "on or after January 1, 2050." A 40-year deal goes to 2065.

§ 12-80(B)(1) — PERMIT REQUIRED

Each new billboard requires a Special Use Permit and Planning Commission review.

THE CITY'S OWN CEQA FILING SAYS:

"The proposed project would be located within the public ROW, and the installation of the digital signs are not subject to zoning requirements."

— Mitigated Negative Declaration EA-MND-2025-025, § 3.11 (Land Use and Planning), State Clearinghouse No. 2025030243, filed by the City of Inglewood in March 2025

The City admitted the signs would be in the public right-of-way — then claimed zoning didn't apply. But § 12-80(A) of the City's own Sign Code expressly prohibits billboards in the public ROW.

WHAT THE STATE — AND THE COURTS — ARE SAYING

● CALTRANS — APRIL 7, 2025

The State Department of Transportation advised Inglewood in writing that the structures facing the I-405 freeway require **Outdoor Advertising Display Permits** — i.e., the State classifies them as billboards under the California Outdoor Advertising Act.

● TWO LAWSUITS NOW PENDING IN LOS ANGELES SUPERIOR COURT

Pincay Re LLC v. City of Inglewood (No. 25TRCV04256, filed July 11, 2025) — Stan Kroenke / Hollywood Park / SoFi Stadium entities — 337-page verified petition for writ of mandate.

Forum Entertainment LLC and Murphy's Bowl LLC v. City of Inglewood (filed Aug. 5, 2025) — Steve Ballmer / Intuit Dome / Forum entities — 447-page verified petition.

Both petitions allege the agreement violates the Inglewood Municipal Code's prohibition on billboards in the public right-of-way and was approved without a public bidding process or public hearing.

Inglewood taxpayers are paying the legal fees to defend both cases.

WHAT YOU CAN DO

1 READ IT YOURSELF. cityofinglewood.org/AgendaCenter — Item No. 18832 (April 15, 2025).

2 SHOW UP & SPEAK. City Council meets Tuesdays. Public comment is your right.

3 VOTE IN NOVEMBER. Every council seat shapes what happens next.

OUR STREETS ARE NOT FOR LEASE.

Sources: Inglewood Municipal Code Art. 23 · Inglewood Agenda Item 18832 · Caltrans 4/7/25 letter · LASC 25TRCV04256