



Armando Bencomo <armando.bencomo@lacity.org>

Rewrite the proposed ordinance on temporary signs

1 message

Karen Gerst <kgerst@earthlink.net>

Sun, Apr 4, 2021 at 10:12 AM

Reply-To: Karen Gerst <kgerst@earthlink.net>

To: Armando Bencomo <armando.bencomo@lacity.org>

Mr. Armando Bencomo,

To the Members of the PLUM Committee:

Light pollution is a problem in Los Angeles. More and more cities are embracing the idea of dark skies. Illuminated signage increases the problem. In addition, the last things we need on our busy thoroughfares are more distractions. Drivers continue to stare at their phones or dashboard screens ignoring the legitimate traffic signs on the streets.

If the temporary wall signs could be designed by local artists, that would help mitigate their presence.

The status quo regarding temporary wall signs is unacceptable, but the proposed legislation will not fix it. We need an ordinance that will tidy up our streets and ensure compliance.

Thank you for your attention to this matter.

Sincerely,
Karen Gerst
[1030 N. Kenwood Street](#)
[Burbank, CA 91505](#)