



Armando Bencomo <armando.bencomo@lacity.org>

Rewrite the proposed ordinance on temporary signs

1 message

Robert Aronson <Robert@aronson.law>
Reply-To: Robert Aronson <Robert@aronson.law>
To: Armando Bencomo <armando.bencomo@lacity.org>

Thu, Apr 1, 2021 at 8:23 PM

Mr. Armando Bencomo,

Esteemed Members of the PLUM Committee:

I am writing concerning the proposed temporary sign ordinance, CF 17-0893.

Most "temporary" signs are a bigger blight than billboards. They are slapped up nearly everywhere, often for years at a time, even on the walls of functioning businesses. It's out of control, and I'm writing to ask that you put an end to this abuse.

The City's enforcement is either non-existent or weak, so please provide the citizens with the ability to enforce this ordinance by adding a private right of action and an award of attorney's fees and costs to the prevailing plaintiff. Then you'll see how quickly the scofflaws and offenders straighten up!

The proposed ordinance is terrible. "Temporary" signs should be banned completely. Why are we allowing signs on construction fences? They are ugly and serve no socially useful purpose. None.

"Temporary" signs should be prohibited anywhere on the premises of a functioning business.

The fines are a pittance and don't discourage violators, since the fines are far far less than the income.

Can you believe there are now "temporary" signs that are internally illuminated? Please include a ban on these in the new ordinance.

Thank you for considering my opinion.

Robert Aronson

Sincerely,
Robert Aronson
[108 Catamaran Street](#)
[Venice, CA 90292](#)