



Armando Bencomo <armando.bencomo@lacity.org>

Rewrite the proposed ordinance on temporary signs

1 message

Stephanie Jackel <sjackel@cox.net>

Fri, Apr 2, 2021 at 2:21 PM

Reply-To: Stephanie Jackel <sjackel@cox.net>

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

Mr. Armando Bencomo,

To the Members of the PLUM Committee:

The visual quality of a city is exceedingly important. A pleasant visual quality provides a congenial and comfortable environment for residents; it makes visitors feel welcome.

Visual quality erodes quickly and easily. The proposed ordinance (CF 17-0893) regarding temporary signs is a dangerous step toward this erosion.

The proposed ordinance is wrong on its face and needs to be rewritten. Temporary signs are intended to be temporary, but many businesses such as gas stations and car washes have them as permanent fixtures. We need a ban on such "temporary" signs surrounding functioning businesses.

The ordinance has been abused for years because of weak enforcement. Companies routinely violate the ordinance and accept the light penalties as a cost of continuation. The fines for non-compliance need to be at least doubled.

Internally illuminated "temporary" signs are starting to appear. This completely violates the spirit of the law, making these allegedly temporary signs resemble digital billboards. Allowing these will make the 2002 Sign Ban moot.

We would prefer, for safety, that each temporary wall have grated windows every hundred feet, to render visible what is taking place at the lot. This aids accountability and compliance.

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.

Please safeguard the visual quality of your city. Thank you for your attention to this matter.

Sincerely,
Stephanie Jackel
[1500 Green Oak Road](#)
[Vista, CA 92081](#)