



Armando Bencomo <armando.bencomo@lacity.org>

Rewrite the proposed ordinance on temporary signs

1 message

Sandy Hubbard <sandy@magazinec.com>
Reply-To: Sandy Hubbard <sandy@magazinec.com>
To: Armando Bencomo <armando.bencomo@lacity.org>

Fri, Apr 2, 2021 at 4:48 PM

Mr. Armando Bencomo,

To the Members of the PLUM Committee:

We are writing to oppose the proposed ordinance CF 17-0893 unless amended.

The existing "temporary" sign ordinance has been abused for years because of minimal enforcement, and when cities, companies just accept ordinance violations as a cost of doing business. This needs to stop--if necessary, the fines should double to encourage compliance.

We have also noted that internally illuminated "temporary" signs are starting to appear, making these "temporary" signs look like digital billboards. This needs to fall under the enforcement of digital signage.

For safety's sake, we suggest that each temporary wall have grated windows placed every 100 feet, to render visible what is taking place at the lot. This aids in accountability and compliance.

Unfortunately the proposed legislation will not fix the issues with the current law. We need an ordinance that will tidy up our streets and ensure compliance with the 2002 ordinance.

Thank you for your attention to this matter.

Respectfully,
Sandy Hubbard
Valley Village Residents Association boardmember
VVRA is a member of United Neighbors

Sincerely,
Sandy Hubbard
[11911 Magnolia Blvd](#)
[VALLEY VILLAGE, CA 91607](#)