

Communication from Public

Name: J. Ross

Date Submitted: 01/29/2020 10:25 AM

Council File No: 17-0893

Comments for Public Posting: To the City: I cannot attend this hearing on short notice, especially during the work day, so please give this to the Planning Dept. for the staff report, and to the PLUM Committee. I oppose any offsite advertising on construction walls. It is so ugly, and adds to the urban assault on the senses. We need visual peace and calming, and graphics and images are key to that. Can you call Long Beach to get info on their construction wall signage? They mandate that developers post 60% beautiful pictures of the city -- sunset, beach, flowers, foundations, etc. and 40% signs for the project being construction (graphics of the new building, leasing info, complaint line, etc.). L.A. should do these. We let builders set the rules, and end up getting junk. Put the people who live here first. Developers do not have a right to make money off of us like this, and post ugly jump up and down an entire block for months on end (which they do in West LA where I live). Other cities don't put up with this ridiculous idea. Long Beach does it right. Please adopt the Long Beach sign program.

Communication from Public

Name: J. Ross

Date Submitted: 01/29/2020 11:50 AM

Council File No: 17-0893

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