



Rita Moreno &lt;rita.moreno@lacity.org&gt;

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## Public Comments Not Uploaded Public Comment: Temporary Signs on Construction Walls Ordinance

1 message

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**Jay Ross** <ross\_jay@hotmail.com>  
Reply-To: clerk.plumcommittee@lacity.org  
To: "Clerk.PLUMCommittee@LACity.org" <Clerk.PLUMCommittee@lacity.org>

Tue, Jan 28, 2020 at 3:25 PM

To the City PLUM:

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.

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.

Jay Ross

West LA

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**From:** Phyllis Nathanson <[Phyllis.Nathanson@lacity.org](mailto:Phyllis.Nathanson@lacity.org)>  
**Sent:** Saturday, January 25, 2020 1:35 AM  
**To:** Phyllis Nathanson <[Phyllis.Nathanson@lacity.org](mailto:Phyllis.Nathanson@lacity.org)>  
**Cc:** Yi Lu <[yi.lu@lacity.org](mailto:yi.lu@lacity.org)>  
**Subject:** Temporary Signs on Construction Walls Ordinance

Dear Interested Parties:

We would like to let you know that the Temporary Signs on Construction Walls ordinance will be considered by the Planning and Land Use Management (PLUM) Committee of the City Council on Tuesday, January 28, in the City Council Chamber, Room 340, City Hall, [200 North Spring Street](#). The PLUM Committee meeting starts at 2:30 p.m. The ordinance is on the [agenda](#) as Item No. 12.

Best regards,  
Phyllis Nathanson



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