



**Public Comment Received for:**  
**1801 E Cabrillo Blvd.**  
**(SGN2026-00006)**

<b>Name of Sender</b>	<b>Distributed prior to hearing</b>	<b>Distributed during the hearing</b>	<b>Distributed after the hearing</b>
1. Virginia Rehling	X		

**From:** [Virginia Rehling](#)  
**To:** [Community Development SIGNsecretary](#)  
**Cc:** [Mary Ternovskaya](#)  
**Subject:** Sign Committee 5/26/26. Agenda Item 1, 1801 E Cabrillo Blvd  
**Date:** Thursday, May 21, 2026 4:27:59 PM

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Dear Chair Sorgman and Sign Committee members,

It has been awhile since I noticed this sign after it was built without permits, but please, try to look at Sign A3 at night before you approve this exception to the sign ordinance.

Sign A3 has seven 32-inch high letters, each with its own spotlight.

My impression when I saw it, was a lighted billboard, facing the new traffic circle.

Please review the findings that are required to approve an exception, and ask how those findings can be made about this sign.

Please do not grant the requested exceptions to the sign ordinance for sign A3, which was built without permits.

If you do give the exceptions to the sign ordinance required to approve a giant lighted sign like this at a traffic circle and across from the bird refuge, I believe that other applicants will point to your approval for many years, asking why their lighted billboard should be not be approved too.

This project has sufficient other complex identification signs. This one could be removed completely.

At the very least, as a compromise, please require removal of the lighting.

This site is under HLC jurisdiction. The City Charter (section 819) gives the HLC authority over all external changes within El Pueblo Viejo boundaries. I understand that the City Council tried to take away HLC jurisdiction over signs, except when appealed from the Sign Committee to the HLC; however, a City Charter provision overrules any ordinance provision to the contrary.

Please consider consulting with the HLC about this sign. This could make an appeal to them unnecessary.

Thank you.

Sincerely,  
Virginia Rehling