

## **P.C. Resolution 18-XX**

### **A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF HERMOSA BEACH, CALIFORNIA, DETERMINING THE 1,980± SQUARE FOOT DISPLAY PROPOSED FOR THE SOUTH WALL OF THE EXISTING BUILDING AT 2775 PACIFIC COAST HIGHWAY IS A MURAL AND THE PROPOSED DISPLAY IS NOT A PROJECT UNDER THE CALIFORNIA ENVIRONMENTAL QUALITY ACT.**

The Planning Commission of the City of Hermosa Beach does hereby resolve and order as follows:

**Section 1.** An application was filed on August 15, 2018 by the applicant, seeking determination of whether the proposed display covering 1,980 ± square feet of surface area on south side of a building is consistent with the Hermosa Beach Municipal Code definition of 'Mural' for Dunn Edwards Paints at 2775 Pacific Coast Highway.

**Section 2.** Hermosa Beach Municipal Code Section 17.50.030 defines a mural as "a pictorial representation not specifically identifying goods or services offered by the business on the premises."

**Section 3.** Hermosa Beach Municipal Code Section 17.50.130(B) provides that murals approved by the Planning Commission may be permitted, and in its review the Planning Commission may waive specific provisions of the City's sign regulations related to total sign area, coverage, height, type and style.

**Section 4.** The Planning Commission at its public meeting of September 18, 2018 considered testimony and evidence, both written and oral.

**Section 5.** The proposed display is not a project under the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15378(a), because the mural display is to be painted directly on the south wall of the existing building, and will not result in a direct or reasonably foreseeable indirect physical change in the environment.

**Section 6.** Based on the evidence received at the public meeting, the Planning Commission makes the following findings:

1. The display meets the definition of a mural as set forth in Hermosa Beach Municipal Code Section 17.50.030, because:
  - a. The business on the premises sells architectural, industrial, and high performance paints, and the proposed display, a pictorial representation of beach culture and marine life, does not specifically identify goods or services offered by the business on the premises.
2. Pursuant to Zoning Ordinance Section 17.50.130(B), it is appropriate to waive the specific provisions of the sign code pertaining to sign area, cover, height, type and

style for the subject 1,980± square foot mural displays because the display meets the definition of a mural.

**Section 6.** The proposed display, which depicts a volleyball player at the beach. Pier Plaza, the Hermosa Beach Pier with a statue of surf hero and legendary lifeguard Tim Kelly beside the image, and marine life, is consistent with the Hermosa Beach General Plan (PLAN Hermosa) because the future vision for the Pacific Coast Highway Corridor Character Area in which the subject property is located is a corridor that encourages new gateway monuments and signage to be added to promote Hermosa Beach's identity. The public realm design for this Character Area encourages that the prominence of entryways to Hermosa Beach should be increased through the provision of artwork, monuments, and signage along Pacific Coast Highway. The proposed display celebrates activities closely associated with the city's artistic culture that involves community groups, social events, and the larger community that participates in and values the beauty of public art and creative artistic expression.

**Section 7.** Pursuant to the Code of Civil Procedure Section 1094.6, any legal challenge to the decision of the Planning Commission, after a formal appeal to the City Council, must be made within 90 days after the final decision by the City Council.

VOTE:       AYES:  
              NOES:  
              ABSTAIN:  
              ABSENT:

#### CERTIFICATION

I hereby certify the foregoing Resolution P.C. 18-XX is a true and complete record of the action taken by the Planning Commission of the City of Hermosa Beach, California, at its regular meeting of September 18, 2018.

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Marie Rice, Chairperson

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Ken Robertson, Secretary

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September 18, 2018

Date