



Staff Report

File #: REPORT 18-0443, Version: 1

Honorable Chairman and Members of the Hermosa Beach Planning Commission

Regular Meeting of July 17, 2018

SIGN REVIEW - DETERMINATION WHETHER A PROPOSED DISPLAY BY THE HERMOSA BEACH MURAL PROJECT TO BE PAINTED ON THE SOUTH SIDE OF THE EXISTING MUNICIPAL PARKING STRUCTURE (LOT C) IS A MURAL

Recommended Action:

Adopt the attached resolution determining the display is a mural and may exceed the maximum signage area and wall coverage.

Background:

The Hermosa Beach Murals Project, a local nonprofit organization devoted to capturing the history of the City in murals, proposes to install its eighth mural on the south wall of the Municipal Parking Structure. This would be the third mural on the parking structure.

The proposed location for the display would cover an approximate 520 square foot portion of the south elevation on a wall adjacent to the main driveway entrance to the parking structure, across 13th Street from the Bijou building, and would be visible from Hermosa Avenue. The proposed display is to celebrate the history of punk rock and skateboarding in Hermosa Beach, and celebrate the artists that were part of the punk rock movement.

Analysis:

A mural is defined as “a pictorial representation not specifically identifying goods or services offered by the business on the premises” per Municipal Code Section 17.50.030. Because the proposed display is proposed to be located on a public parking structure, and does not identify goods or services offered on the premises, it can be considered a mural.

Additionally, under Section 17.50.130(B) pertaining to murals, the Planning Commission may waive specific provisions of the sign code relating to total sign area, coverage, height, type and style. The addition of the proposed mural display, which totals approximately 520 square feet, exceeds the sign area maximum and the proportional wall coverage allowed on this portion of building.

Staff recommends the Commission adopt the attached resolution determining that the display is a mural and may exceed standards for sign area and wall coverage.

Attachments:

1. Resolution
2. Mural images

Respectfully Submitted by: Ken Robertson, Community Development Director

Approved by: Ken Robertson, Community Development Director