



Staff Report

File #: REPORT 18-0570, Version: 1

Honorable Chairman and Members of the Hermosa Beach Planning Commission

Regular Meeting of September 18, 2018

SIGN REVIEW - S4 #35 Determination on whether a proposed 1,980± square foot display proposed on the south wall of the building at 2775 Pacific Coast Highway is a mural, and the proposed display is not a project under the California Environmental Quality Act.

Applicant: John Faulkner
Dunn-Edwards Paints
4855 E. 52nd Place
Los Angeles, CA 90058

Property Owner: Joseph and Gail Lowenstein
705 Walden Drive
Beverly Hills, CA 90210

Recommended Action:

Adopt the attached resolution and determine that the proposed display covering 1,980 ± square feet of surface area on south side of an existing building is consistent with the Hermosa Beach Municipal Code definition of 'Mural' at 2775 Pacific Coast Highway, and the proposed display is not a project under the California Environmental Quality Act (CEQA).

Background:

The subject property is located at 2775 Pacific Coast Highway, the main north/south arterial and commercial corridor through the city. The applicant proposes a 1,980 ± square feet of display on the south side of the existing building at 2775 Pacific Coast Highway.

The proposed location for the display covers an approximate 66-foot wide by 30-foot high portion of the south elevation of the building. The proposed display 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 at the bottom of the display. This display is to be painted directly onto the south wall of the existing building by artist Clinton Bopp, a New Zealand native who has painted murals and streets scenes in Los Angeles, is known to paint on any surface, and whose themes depict social observations reflecting the times.

Analysis:

'Mural' as defined in Hermosa Beach Municipal Code Section (HBMC) 17.50.030 means a "pictorial representation not specifically identifying goods or services offered on the premises." Pursuant to HBMC Section 17.50.140(B), the Planning Commission may waive specific provisions of the sign ordinance relating to total sign area, coverage, height, type and style for a display deemed to be a mural.

Dunn Edwards Paints is a business that sells architectural, industrial, and high performance paints.

General Plan Consistency:

The Hermosa Beach General Plan (PLAN Hermosa) 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. In addition, 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. Furthermore, as indicated in the Public Art and Design section of PLAN Hermosa's Land Use Element, the artistic culture in Hermosa Beach involves "community groups, social events, and the larger community that participates in and values the beauty of public art and creative artistic expression."

Environmental Analysis:

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

Conclusion:

Staff believes the display is a mural because it does not directly advertise products or goods offered on the premises, but instead depicts the city's artistic beach culture which includes public arts to enhance the public realm in the Pacific Coast Highway Corridor.

Staff recommends the Commission adopt the attached resolution and determine that the proposed display is a mural and that it be allowed to exceed standards for total sign area pursuant to HBMC Section 17.50.130B, and the proposed display is not a project under the California Environmental Quality Act (CEQA).

Attachments:

1. Draft Resolution
2. Site Photograph
3. Applicant Submittal

4. Poster Verification

Respectfully Submitted by: Kathy Khang, Assistant Planner

Concur: Kim Chafin, Planning Manager

Approved: Ken Robertson, Community Development Director