



Staff Report

File #: REPORT 19-0614, Version: 1

Honorable Chairman and Members of the Hermosa Beach Planning Commission

Regular Meeting of September 17, 2019

S4 #37 SIGN REVIEW - Determination on whether a proposed 212.5 square foot display on the south wall of the building at 101 Hermosa Avenue is a mural, and determination that the proposed display is not a project under the California Environmental Quality Act.

Applicant: Paul Mance
101 Hermosa Avenue
Hermosa Beach, CA 90254

Property Owner: Rosalee Mance Trust
C/O Paul Mance
101 Hermosa Avenue
Hermosa Beach, CA 90254

Recommended Action:

Adopt the attached resolution and determine that the proposed display covering 212.5 square feet of surface area on the south side of an existing building is consistent with the Hermosa Beach Municipal Code (HBMC) definition of 'Mural' at 101 Hermosa Avenue (Mickey's Deli), and determine that the proposed display is not a project under the California Environmental Quality Act (CEQA).

Background:

The subject property is located at 101 Hermosa Avenue (Mickey's Deli) on the northwest corner of Hermosa Avenue and 1st Street, abutting an alley behind the business to the west. Hermosa Avenue is a minor north/south arterial street through the city. The applicant proposes a 212.5 square foot (sq. ft.) display on the south side of the existing building facing 1st Street and visible from both 1st Street and Hermosa Avenue.

Analysis:

'Mural' as defined in HBMC Section 17.50.030 means a "pictorial representation not specifically identifying goods or services offered by the business on the premises." Mickey's Deli is a business that offers food and beverages for customers.

The proposed display is 17' wide by 12'6" high and depicts an image of Michael Angelo "Mickey" Mance, founder of Mickey's Deli in 1953, at a counter with images of his favorite movie stars Marlon Brando and Frank Sinatra seated at counter stools. The image will include a painted canopy at the top of the mural. No projecting canopy is proposed. In the image, Mr. Mance is seen leaning on the

counter with a portion of the logo on his shirt. The main message of the mural is the image of Mr. Mance, who established his business and personally served the neighborhood for 50 years. The applicant, Mr. Mance's son Paul Mance, noted that the partial logo is important to include because Mr. Mance wore a Mickey's Deli shirt every day. In the image, only the colors of the logo image are shown on the shirt, but not the words "Mickey's Deli." The image does not advertise Mickey's Deli or depict food or drinks sold at the business, thus would meet the Code definition of a mural.

The building wall will be plastered first to create a flat and smooth surface. The display will then be hand painted directly onto the south wall of the existing building by professional muralist Gustavo Zermeno.

Pursuant to HBMC Section 17.50.120.B.6, 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. The mural is proposed to comprise 26.5% of the south-facing wall, at the east end of the wall near the front entrance facing Hermosa Avenue.

The south wall placement of the mural faces the outdoor patio area adjacent to 1st Street, so it is expected that right-of-way impacts will be minimal. The applicant has been informed, and the project has been conditioned, requiring that a permit be obtained from the Public Works Department and that traffic control plans be provided to the Public Works Department for review and approval, if needed, to occupy the right-of-way while painting the display if the public sidewalk or street is impacted.

General Plan Consistency:

The project site is located within the General Plan (PLAN Hermosa) Neighborhood Commercial land use area and within the Walk Street Neighborhood Character Area, which provides a range of beach side residential development and neighborhood commercial services. The future vision intention is to maintain the high quality pedestrian connections through the walk streets and retain the form, scale, and orientation of buildings in this area by designing buildings that take advantage of the opportunities for outdoor living. The intended distribution of land use includes small pockets of neighborhood-scale commercial services around 1st Street, 4th Street, and 22nd Street (PLAN Hermosa, Pg. 73 and 83).

Furthermore, as indicated in the Public Art and Design section of Plan Hermosa's Land Use Element, "The City of Hermosa Beach's artistic past has shaped its vision and guiding principles for the future, and continues to resonate today. Public art includes artwork placed and integrated into the public realm for the community to enjoy. They provide both aesthetic and practical purposes that enhance community character and shapes identity. The public art and design in Hermosa Beach is a true reflection of the City's name, "Hermosa", meaning "beautiful" in Spanish. Since incorporation in 1907, the city has evolved into a vibrant and distinct beach community. The prevalence of public art and festivals contribute to the "funky" and "eclectic" character. Public art and design has played a large role in shaping the city's identity and is appreciated by residents and visitors alike. Public art displays in Hermosa Beach often help to share the rich cultural history of the town in the form of sculptures, murals, and placards or informational displays. These more permanent and highly visible displays - such as the many murals adorning previously blank walls throughout Downtown - contribute to the beautification and aesthetic value of the community and are the result of cooperation, dedication, and commitment from many volunteers, donors, and community groups" (PLAN Hermosa Pg. 69).

PLAN Hermosa Public Art and Design includes the City's goals for murals, "The Hermosa Beach Murals Project uses the professional work of talented artists to beautify buildings throughout the city. Murals displaying Hermosa Beach's rich history and beach culture are showcased bringing community members and visitors from all around to see them. The murals have become a destination point in the city and have educated the community while preserving its unique charm" (PLAN Hermosa Pg. 69).

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 will 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 finds the display is a mural because it does not directly advertise products or goods offered on the premises, but instead depicts the historic 1953 business founder and enhances the pedestrian realm of the Walk Street Neighborhood streetscapes through provision of arts.

Staff recommends the Planning Commission adopt the attached resolution and determine that the proposed display is a mural pursuant to HBMC Sections 17.50.030 and 17.50.120.B.6, and determine that the proposed display is not a project under the California Environmental Quality Act (CEQA).

Attachments:

1. Proposed Resolution
2. Site Photographs
3. Applicant Submittal
4. Notice Poster Verification

Respectfully Submitted by: Christy Teague, Senior Planner
Legal Review: Lauren Langer, City Attorney
Approved: Ken Robertson, Community Development Director