



**Honorable Chairperson and Members of the Hermosa Beach Planning Commission**

**REQUEST FOR A MURAL DETERMINATION (MD26-01) FOR A PROPOSED 825-SQUARE-FOOT PAINTED DISPLAY ON THE NORTH FACING (SIDE) OF THE COMMERCIAL BUILDING LOCATED AT 601 CYPRESS AVENUE IN LIGHT MANUFACTURING (M-1) – 26-CDD-049**

**CEQA:** Determine the project is categorically exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15301 of the CEQA Guidelines.  
(Community Development Director Alison Becker)

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**Recommended Action:**

Staff recommends Planning Commission:

1. Determine that the project is categorically exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15301 of the CEQA Guidelines; and
2. Adopt a Resolution finding the artistic rendering is consistent with the Hermosa Beach Municipal Code (HBMC) Section 17.50.030 definition of a mural.  
**(Attachment 1)**

**Executive Summary:**

The applicant is seeking approval of a proposed 825-square-foot painted display on the exterior of the north facing (side) wall of existing commercial building located at 601 Cypress Avenue. Staff recommend that the Planning Commission determine that the artistic rendering is consistent with HBMC Section 17.50.030, definition of a mural and determine the project is categorically exempt from CEQA.

**Background:**

The property is located at 601 Cypress Avenue and is zoned Light Manufacturing (M-1) Commercial. The site has a general plan designation of Creative Industrial (CI) and is located within the Cypress District character area. The property is currently developed with a three-story commercial building occupied by a ceramics studio and office uses. The Leadership Hermosa Class of 2026 has selected a site for a mural installation as its class project.

Site Information Table:

The following table describes the existing site characteristics:

Site Information	
General Plan	Community Commercial (CC)
Zoning	Light Manufacturing (M-1)
Lot Size	8,933 square feet ( <i>data obtained via LA County Assessor Portal</i> )
Existing Square Footage	3,300 square feet
Surrounding Zoning	North: Light Manufacturing (M-1)
	East: Light Manufacturing (M-1)
	South: Light Manufacturing (M-1)
	West: Two Family Residential (R-2)
Surrounding Uses	North: Commercial
	East: Commercial
	South: Commercial
	West: Residential

Other Information:

Pursuant to HBMC Chapter 17.50 regulating Signs, murals approved by the Planning Commission may be permitted. The Planning Commission may waive specific provisions relating to total sign area, coverage, height, type, and style if it determines that the proposed rendering constitutes a mural.

**Project Description**

The applicant proposes a mural up to 825 square feet in size on the north elevation of the building. The mural is intended to serve as a welcoming visual feature for residents and visitors while helping to establish and identify the area as the “Arts District.” The mural depicts the Hermosa Beach pier, waves, Cypress Street sign, surfboards, vans, and artist tools, including paintbrushes and guitars. A conceptual rendering of the proposed mural is included as **Attachment 2**.

Discussion:

HBMC Section 17.50.030 defines “Mural,” as a “pictorial representation not specifically identifying goods or services offered by the business on the premises.” The applicant’s proposal depicts Hermosa Beach culture and arts generally, rather than advertising a specific commodity or business. The mural incorporates a design element resembling the city’s logo. In accordance with Hermosa Beach Municipal Code Section 1.06.040, use of the city logo or a similar design is not permitted without approval of the City Council, and a condition of approval reflecting this requirement is recommended by staff. The 825-

square-foot mural would be painted on the building's north-facing (side) wall, covering up to 25 percent of the elevation. The mural would enhance the blank façade and contribute to placemaking efforts while promoting the community's arts and cultural identity.

**General Plan Consistency:**

PLAN Hermosa, the City's General Plan, was adopted by the City Council in August 2017. The requested mural determination is consistent with the PLAN Hermosa goals and policies in the table below:

<b><u>General Plan Consistency</u></b>	
<b>Goals &amp; Policies</b>	<b>Findings</b>
<b>Land Use and Design Element</b>	
<p><b>Goal 11: A proud and visible identity as an arts and cultural community</b></p> <p><b>Policy 11.1</b> Locally appropriate art. Prioritize public art that reinforces the identity of Hermosa Beach, incorporating the culture, people, neighborhoods and ideas.</p> <p><b>Policy 11.2 Creative expression in the built environment.</b> Encourage the infusion of creative expression within the city's-built environment to create a memorable urban landscape that respects the past and builds for the future.</p> <p><b>Policy 11.8 Public art in private development</b> Actively encourage private development to contribute to the cultural and economic health and the public realm through incorporation of public art.</p>	<p>The project integrates elements that reflect the artistic creativity and coastal identity of Hermosa Beach.</p> <p>The building is privately owned, and the applicant proposing the project is committed to enhancing cultural vitality by incorporating public art into their development.</p> <p>The project muralist uses his skill concept art to create for others. This local artist's perspective and needs are integral to the project, ensuring that the mural reflects both the artistic vision and the community's character.</p>

Staff recommends the approval of the mural with the following Conditions of Approval:

1. The mural shall be maintained in strict accordance with the design reviewed and approved by the Planning Commission. Any modifications to the approved design must receive prior approval from the Planning Commission.

2. The applicant must revise the mural to remove the Hermosa Beach logo or similar feature unless and until its use is approved in accordance with Hermosa Beach Municipal Code (HBMC) Chapter 1.06 Custody and Use of the City Seal, Logo and City Insignia. The applicant shall submit a revised rendering of the proposed mural to the Community Development Director subject to approval to determine adherence with the condition and HBMC.
3. Any acts of vandalism occurring on the site must be addressed, and the affected areas must be cleaned or repaired within 48 hours of discovery.

**Environmental Determination:**

Pursuant to the California Environmental Quality Act (CEQA), the proposed project qualifies for a Class 1 categorical exemption, Existing Facilities as defined in section 15301 of the CEQA Guidelines, as it consists of minor exterior alterations to an existing building. Moreover, none of the exceptions to the categorical exemption(s) apply, nor would the project result in a significant cumulative impact of successive projects of the same type in the same place over time or have a significant effect on the environment due to unusual circumstances or damage a scenic highway or scenic resources within a state scenic highway.

**Public Notification:**

Public notice is not required pursuant to HBMC Section 17.50.140. Therefore, public notice for this matter has not been distributed.

**Attachments:**

1. Draft Resolution
2. 601 Cypress Mural Plan and Photo

**Respectfully Submitted by:** Leo Zalyan, Management Analyst

**Concur:** Angelique Soliz, Contract Planner

**Concur:** Alexis Oropeza, Planning Manager

**Legal Review:** Sarah Locklin, Interim Assistant City Attorney

**Approved:** Alison Becker, AICP, Community Development Director