

From: noreply@granicusideas.com <noreply@granicusideas.com>
Sent: Thursday, September 22, 2022 11:19 AM
To: Melanie Bristow <mhurtado@hermosabeach.gov>
Subject: New eComment for Planning Commission Virtual Special Meeting 9/22/22

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Raymond Dussault submitted a new eComment.

Meeting: Planning Commission Virtual Special Meeting 9/22/22

Item: b. REPORT 22-0566 SPECIAL MEETING TO REVIEW AND DISCUSS THE COMPREHENSIVE ZONING CODE UPDATE: CITYWIDE STANDARDS (Associate Planner Maricela Guillen)

eComment: Dear Planning Commissioners. Murals beautify our city and it should not be so difficult or expensive to paint one that it can only be accomplished by a large group of people working over 10-12 years. If a business owner wants to invest their time and money into beautifying a dirty alley by painting angel wings (Silvios) or a punk rock skateboarder (Vista), they should not be punished for doing so. They should be encouraged. We are all aware, I'm sure, that Hermosa is known throughout California as the least friendly city to do business in. Business processes are prohibitively expensive and molasses slow. You have an opportunity to make small changes to that perception. A permit process is necessary to prevent the possibility of a business putting up something racist or overtly offensive. Also, in terms of it being a commercial sign or not, I don't think anyone would want overt billboards on the sides of buildings. So the process is necessary; however, it is currently overly and needlessly burdensome and, more importantly, ridiculously expensive. From Silvios and Vista, I have heard they were told fees ranging from \$3,000-\$6,000, non-refundable even if their mural is denied. If that's the case it's an insane obstacle to put in the way of beautification. As to sign determination: the language should be clearer but also provide flexibility. Both Hennessey's and Good Stuff's murals have "advertising sign" aspects that are so small and/or subtle that very few people see them as advertising. There should be room for this type of interpretation.. As to murals not complicated by advertising potential (like Silvio's angel wings and Vista's skateboarder), the system should be simple, encouraging and relatively inexpensive. There is no logical reason for a business to pay more than \$250 to get a non-advert mural approved. They beautify our city! Mural approval should be handled at the staff level for \$250 application fee with the opportunity to petition Planning or Council if the approval is denied. Please consider this in your upcoming "mural determinations" and as you seek to update our building codes. Please ask, what is the potential for unintended consequences? Are we making our city more or less inviting to quality businesses? Sincerely, Raymond