

June 12, 2007

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

**Regular Meeting of  
June 19, 2007**

**SUBJECT:           CENTENNIAL MURAL PROJECT AT 19 PIER AVENUE**  
**REQUEST:          TO ALLOW THE MURAL AS AN EXCEPTION TO SIGN AREA  
                          REQUIREMENTS**

**Recommendation**

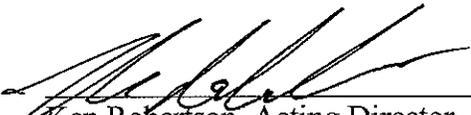
To approve the request by minute order.

**Background/Analysis:**

The proposed mural is proposed to be located on the west side of the brick building at 19-Hermosa Avenue. It does not involve any painting directly on the building, but will be a large painting mounted on the side wall facing the alley, the Mermaid parking lot, and the Strand.

Pursuant to Chapter 17.50, murals are a type of sign, defined as a pictorial representation not specifically identifying goods or services offered by the business on the premises. The Commission may waive sign area requirements for murals.

The mural exclusively contains images related to the Hermosa Beach's history, unrelated to the business or merchandise provided on the premises. Therefore, the Commission may exempt the entire mural from sign area requirements.

  
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Ken Robertson, Acting Director  
Community Development Department



# PROPOSED HERMOSA BEACH CENTENNIAL MURAL PROJECT

Artists: Neil & Dawn Von Flue

Y2KOENIG-GRAPHICS 2007