

Murals Code Amendment

Zoning and Coastal Code Amendments
to Sign Regulations for Art Murals

Planning Commission Meeting
July 10, 2019



Background

- June 18, 2019- City Council:
 - Reviewed Public Art program regarding Murals
 - Directed Sign Code Amendments to differentiate between art Murals and Commercial advertising signage



Mural and Sign Examples Manhattan House



Skechers



The Kettle



Right Tribe



Baskin – Robbins



Sand Spa



Hurley in Hermosa



City Hall Underground Parking Lot



City Hall Upper Parking Lot



City Hall Ramp



Joslyn Center



Mural Standards and Procedures

- Currently reviewed informally by Planning Staff for Sign determination only
- Proposed begins with Planning review, and continues with Recreation/Arts review if graphic found to be a Mural
- Standards for Murals to be adopted by City Council
- Graphics determined to be Signs would continue to be regulated by Zoning Signs.



Proposed Language

- Add Definition:

“Mural” means art work, in conformance with standards established by the City Council, that does not identify or promote any business, product, or service, or otherwise meet the definition of a “sign” pursuant to this Chapter.



Conclusion

- Conduct public hearing
- Discuss and adopt resolution
- Planning Commission recommendation to be heard at future City Council public hearing

