



CITY OF CARSON

PLANNING COMMISSION STAFF REPORT

NEW BUSINESS CONSENT: October 25, 2011
SUBJECT: Design Overlay Review No. 1434-11
APPLICANT: True Value Hardware
Attn.: Ron Ursich
20840 Leapwood Ave.
Carson, CA 90746
REQUEST: Approve a design overlay review for painting an American flag mural on the south elevation of the True Value Hardware building
PROPERTY INVOLVED: 20840 Leapwood Avenue

COMMISSION ACTION

Concurred with staff
 Did not concur with staff
 Other

COMMISSIONERS' VOTE

| AYE | NO | | AYE | NO | |
|-----|----|-------------------|-----|----|----------|
| | | Chairman Faletogo | | | Saenz |
| | | Vice-Chair Gordon | | | Schaefer |
| | | Brimmer | | | Verrett |
| | | Diaz | | | Williams |
| | | Goolsby | | | |

Item No. 9B

I. Introduction

The applicant is proposing to paint an American flag mural on the southeast elevation of the building. According to the applicant the flag is intended to communicate to the public that American made products are sold on the premises. In an effort to renovate the entire site, the applicant has repainted the building, plans to renovate the exterior of the building and the parking lot landscaping, and has filed for a façade improvement application requesting city financial assistance for a new monument sign. In addition, the applicant has removed the illegal free standing banner flags.

II. Background and Analysis

The Planning Commission has not established any specific requirements for the review and approval of private murals. While there are several unauthorized murals within the city, there are only two locations that have received any formal review. The mural located at 22029 S. Figueroa Street was provided for the primary business on the property, A-1 Roofing, and is oriented to the Harbor Freeway. This mural was approved by the Planning Commission. The publically sponsored mural located on Main Street was approved by the City Council.

Staff requests that the Planning Commission consider the request for the proposed mural and determine what process, procedures and standards should be applied to this and future requests. Staff has conducted a preliminary review of other cities and has found that the standards vary. Some communities have adopted specific standards within their municipal codes to assure the type, quality and location of murals and acceptable to the design standards of the community.

Staff believes that the proposed mural is generally acceptable and appropriate in size in relation to the building and would enhance the large south elevation of the building. If the Planning Commission is favorable to the request, staff will bring the item back to the Planning Commission with appropriate conditions of approval. The Commission should consider if this request should be subject to a public hearing in order to advise neighboring property owners and businesses of the proposed mural.

III. Environmental Review

Based upon staff review of the project, the proposed mural will not have a significant effect on the environment since the project site is an existing building with no intensification of the use or structure. Thus, the project is found to be Categorical Exempt, pursuant to California Environmental Quality Act Guidelines, Article 19, Section 15301 – Existing Facilities.




IV. Recommendation


That the Planning Commission:

- REVIEW and CONSIDER the process, procedures and standards for the review and approval of private murals.
- PROVIDE DIRECTION to staff and the applicant.

VI. Exhibits

1. Proposed Mural

Prepared by: 
Saied Naaseh, Senior Planner

Reviewed and Approved by: 
Sheri Repp Loadsman, Planning Officer

