Maryanne Cronin

From: DV - Cultural Heritage
Sent: Wednesday, February 17, 2021 1:29 PM
To: Dionne Bearden; Maryanne Cronin
Cc: Patricia Diefenderfer
Subject: FW: Murals for Lift building 4th street and Temple

Alejandro Plascencia
Planner

Long Beach Development Services | Planning
411 W. Ocean Blvd., 3rd Fl. | Long Beach, CA 90802
Office: 562-570-6437

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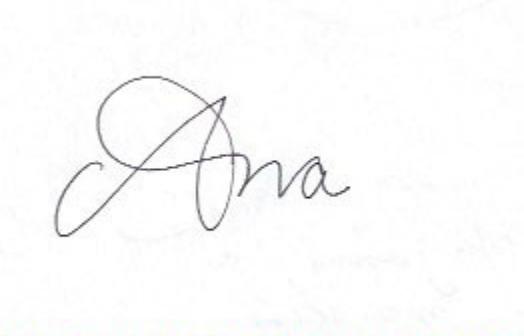
From: Ana Forrester <[redacted]
Sent: Tuesday, February 16, 2021 3:53 PM
To: DV - Cultural Heritage <cultural.heritage@longbeach.gov>
Subject: Murals for Lift building 4th street and Temple

-EXTERNAL-

I live in Bulff Heights and unlike my Association cohorts, I think these proposed murals for the Lift Dispensary are terrific. I don't find the girl exploitive and delight in the exuberance of the colors. The mural on 3rd and Redondo has been a lovely addition to our neighborhood and I feel that the proposed murals will only add more vibrancy and celebrate our community. I think these young artists are exciting and proud that LB is supporting the arts.



Maryanne Cronin

From: DV - Cultural Heritage
Sent: Thursday, February 18, 2021 10:04 AM
To: Maryanne Cronin
Cc: Dionne Bearden; Patricia Diefenderfer
Subject: FW: Public comment: proposed mural at 2800 E. 4th Street (the Lyft Dispensary)

Alejandro Plascencia
Planner

Long Beach Development Services | Planning
411 W. Ocean Blvd., 3rd Fl. | Long Beach, CA 90802
Office: 562-570-6437

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From: Andrew Cherene [redacted]
Sent: Wednesday, February 17, 2021 8:24 PM
To: DV - Cultural Heritage <cultural.heritage@longbeach.gov>
Subject: Public comment: proposed mural at 2800 E. 4th Street (the Lyft Dispensary)

-EXTERNAL-

Hello. I am a resident of the Bluff Heights Neighborhood, and I've been told that we have an opportunity to submit comments related to the approval of the subject mural project.

I really enjoy the displays of public art in Long Beach. I support adding more murals in our neighborhoods, particularly in commercial corridors, like this area of 4th Street. After reviewing Exhibit B and the proposed project, I very much like the look of the proposed mural on the northern wall of the building - the woman with flowers in greens, yellows, and oranges. I support that one 100% and think it should be approved. The west-facing walls are a bit different. I have no objection to the abstract pattern, but maybe a better color palette could be used? The bright fuschia seems a bit much.

That is all. Thank you for your consideration.

Andrew Cherene
[redacted]

Maryanne Cronin

From: DV - Cultural Heritage
Sent: Tuesday, February 23, 2021 11:30 AM
To: Maryanne Cronin; Dionne Bearden
Cc: Patricia Diefenderfer
Subject: FW: MURAL PROPOSAL 2800 E 4th ST. LONG BEACH, CA 90814
Attachments: Exhibit-B-Existing-Photos-and-Mural-_3_-_1_.pdf

Alejandro Plascencia
Planner

Long Beach Development Services | Planning
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Office: 562-570-6437

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From: Lopez, Andrew <[redacted]
Sent: Monday, February 22, 2021 2:48 PM
To: DV - Cultural Heritage <cultural.heritage@longbeach.gov>
Subject: RE: MURAL PROPOSAL 2800 E 4th ST. LONG BEACH, CA 90814

-EXTERNAL-

Hello,

To whom it may concern. I oppose the mural as proposed.

1. The portion of the proposed mural fronting 4th St is overtly sexual, including the subject's fingers inserted between her breasts. This is still a neighborhood and this is not something I think my daughters need to be seeing.
2. The artists are not local, one is Australian and the other is from San Francisco. Muralists should come from Long Beach, or at least the LA Metro area.

I live at [redacted]

--

Andrew López, PE, ENV SP, ALM
Master of Liberal Arts in Sustainability 2020

MURAL PROPOSAL
2800 E 4th ST. LONG BEACH, CA 90814

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BAY HOTEL

DULK

ART WALK

EAST VILLAGE/DOWNTOWN
LONG BEACH, CA 90802

OPEN 4 – 10 P.M.
EVERY SECOND SATURDAY

JUST BLOCKS AWAY FROM THE BEACH IN THE HEART OF THE EAST VILLAGE ARTS DISTRICT IS THE LONG BEACH ART WALK. ARTISTS AND ART ENTHUSIASTS ALIKE MAY WALK THE ROUTE OF THEIR CHOICE WHICH EXPANDS 6 BLOCKS WITH 10 GALLERIES, 21 MURALS, AND 28 BUSINESSES WITH ART! WITH AN ARTS COMMUNITY AS DIVERSE AS THE PORT CITY IT RESIDES IN LONG BEACH CELEBRATES THE ARTS EVERY 2ND SATURDAY OF THE MONTH.

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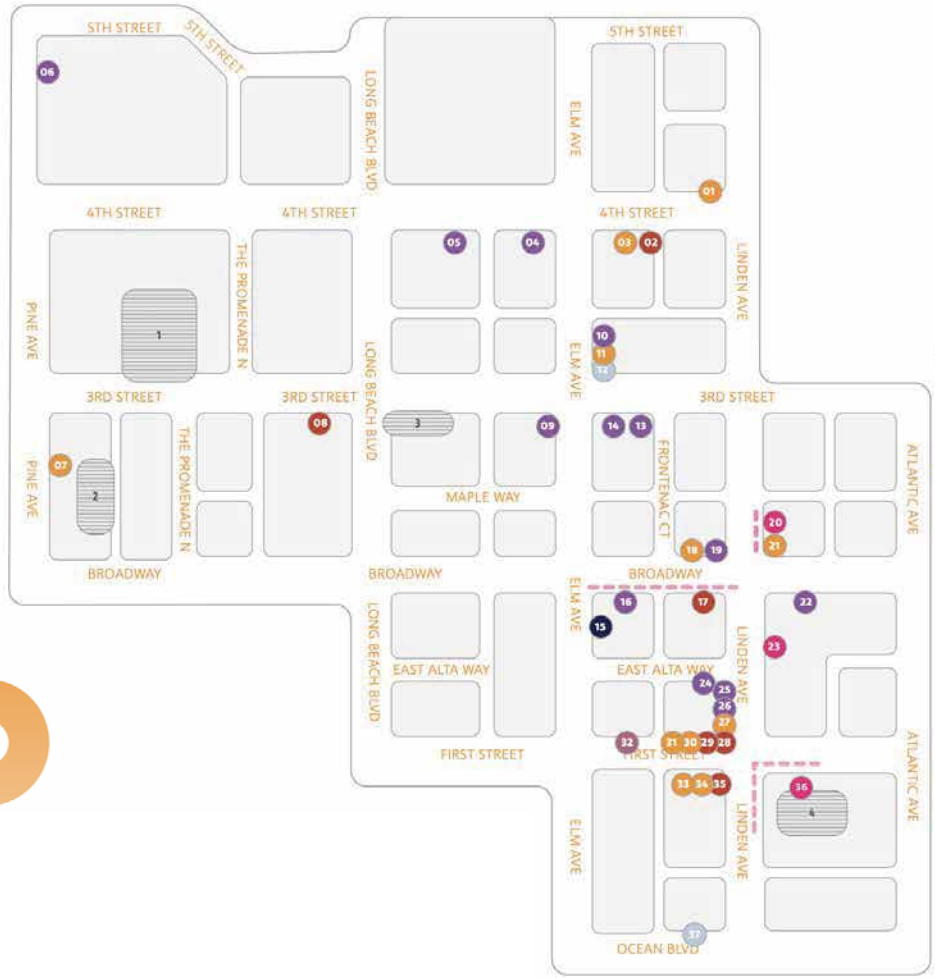
ART WALK MAP



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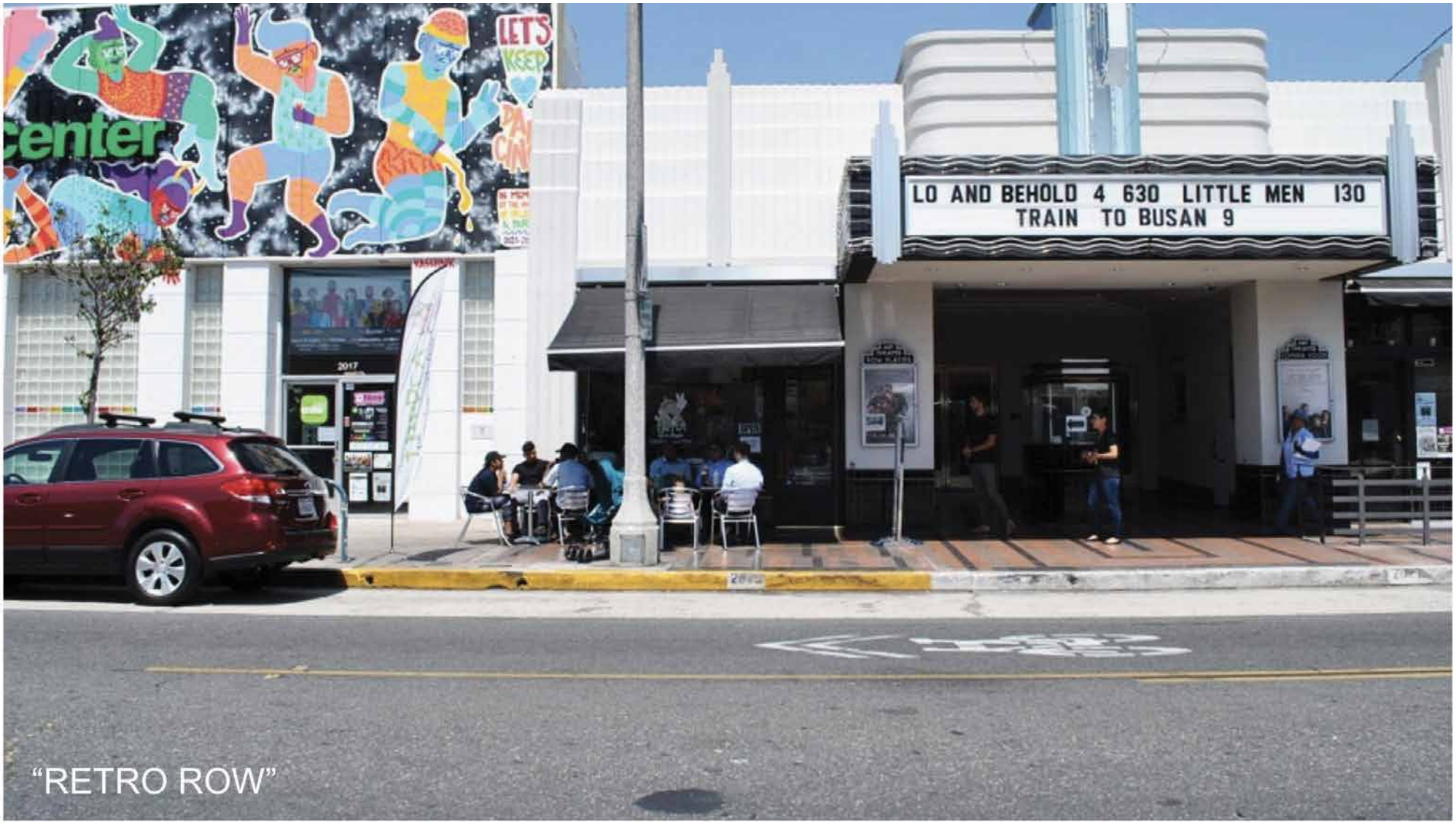


"RETRO ROW"

Dubbed "Retro Row", 4th Street is where the vibrancy and creative spirit of Long Beach lives. Known for their independence and diversity, this is a community that welcomes all walks of life with open arms. With full intentions of honoring this mantra, we have selected 2 artists who truly exemplify this.

new being project
Lola's

2800 E 4th St.

CURRENT

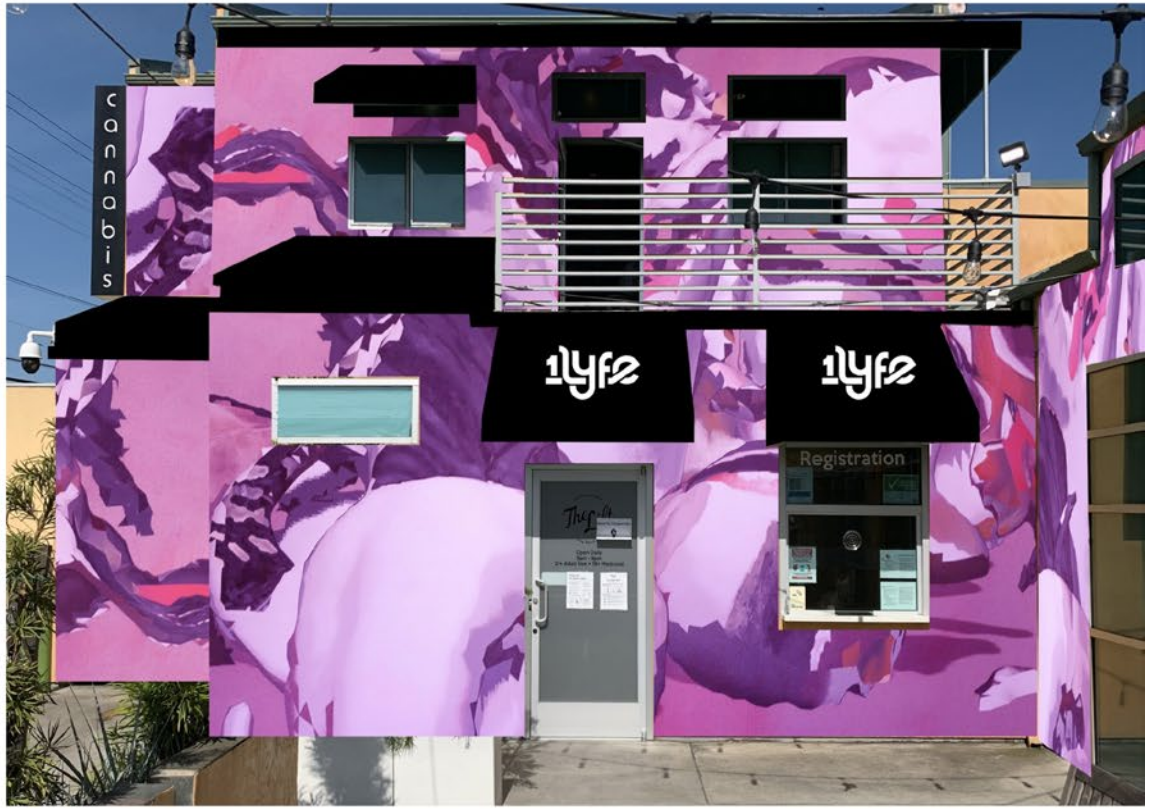
2800 E 4th St.

CURRENT

2800 E 4th St.

CURRENT

2800 E 4th St.



FACELIFT

2800 E 4th St.

FACELIFT

2800 E 4th St.

FACELIFT

cannabis
1lyfe
1lyfe

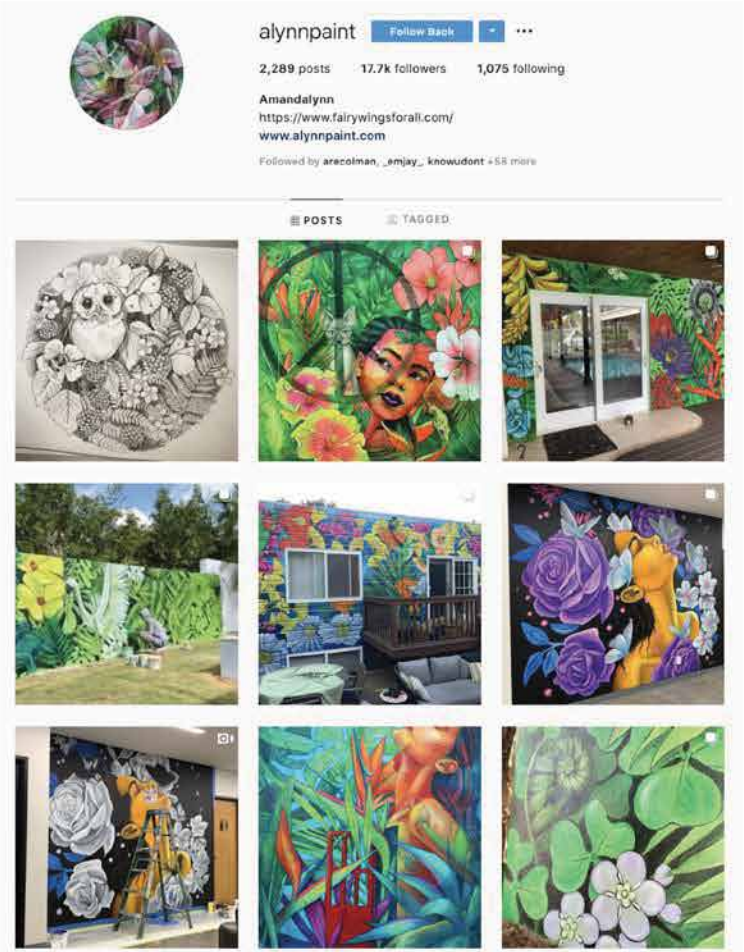
E 4th St
E 4th St
E 4th St
E 4th St
Temple Ave
Temple Ave
Temple Ave
O'Connell's Cocktails
Patio
elivery
Beach Dry Cleaners
& Alterations
2812
Mural Wall
Solid Color Wall

THE ARTISTS

Amandalynn, a San Francisco artist has a solo show in Escondido.

Once again wowing the San Diego art world, Amandalynn returns this month with a live mural and her solo exhibition "Seasons of Change" at Distinction Gallery in Escondido.

From her beginnings as a painter 16 years ago on the streets of San Francisco with graffiti writers The Seventh Letter to collaborating with Lady Mags and painters from all over the world, Amandalynn's works strike at the heart and senses of viewers.



THE ARTISTS

Amandalynn is a San Francisco based Muralist, Fine Artist, Conservator, and Art Director. Inspired by the female form and spirit, Amandalynn depicts strong, seductive women and illustrates their strength through line work and decorative patterning. Her works can be found in Galleries and Streets all over the world. She began developing her distinct Street Art style mural work in 2001, painting alongside the infamous graffiti collective, The Seventh Letter. Amandalynn is very passionate about her outdoor mural work and still enjoys collaborating with a variety of different artists, as well as creating large solo works. In recent years she has been Art Directing and curating for large music and arts festivals. Amandalynn has always enjoyed curating and assisting other artists in their work, making Art Direction a natural path for her. Fine Art also plays a key role in Amandalynn's life, as she continues to develop her career as a Gallery artist. She has a Bachelor's of Fine Art from the San Francisco Academy of Art, and has worked alongside professional conservators within her career. Amandalynn believes that sharing the creative process with others is the key to living an inspired life.

askewone

Message

4,063 posts **96.7k** followers **3,030** following

Askew One

@the_most_dedicated MSK - sharing history & discussion around keeping innovation in graffiti going. For my fine art check out @elliotodonnell79

www.askew1.com

About Askew One

Askew One/Elliot O'Donnell is a self-taught multi-disciplinary artist hailing from the capital of the South Pacific, Auckland, New Zealand. From his roots in his city's graffiti scene during the early 90's, he became one of the key figures known internationally from the region. He has been an integral part of the scene through organising Auckland's first graffiti festival, setting up multiple gallery spaces (Disrupt Gallery, Gallery With No Name and Studio 40) and publishing both a magazine (Disrupt Magazine) and book (InForm: New Zealand Graffiti Artists Discuss Their Work) showcasing New Zealand graffiti art. Additionally he has directed around 35 music videos for mostly hip hop artists.

Since 2010 Askew One has evolved his art practice into the Post-Graffiti realm, focusing on studio work and large scale outdoor murals. Askew One's focus has progressed from text and portraiture based paintings into a style he describes as 'portraiture by alternative means' that is part still life and part abstraction. He uses a combination of analogue and digital techniques to create compositions made from 3D scans of random objects and textures from the street. He views these components as a recording of human movement through urban space - like a mass portrait versus one of an individual.

From 2016 Askew One has been based between Brooklyn and his home city of Auckland.

Maryanne Cronin

From: DV - Cultural Heritage
Sent: Monday, February 22, 2021 10:02 AM
To: Dionne Bearden; Maryanne Cronin
Cc: Patricia Diefenderfer
Subject: FW: Yes yes yes! Mural at the Lift

Alejandro Plascencia
Planner

Long Beach Development Services | Planning
411 W. Ocean Blvd., 3rd Fl. | Long Beach, CA 90802
Office: 562-570-6437

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-----Original Message-----
From: Brian Morrison <[redacted]
Sent: Saturday, February 20, 2021 8:24 AM
To: DV - Cultural Heritage <cultural.heritage@longbeach.gov>
Subject: Yes yes yes! Mural at the Lift

-EXTERNAL-

This mural is beautiful. I for one own a home on 4th and junipero. And my neighbors went through and exhausting process of getting colors "approved" to repaint their home. This whole process of approval for colors is utterly ridiculous and I hope in the coming years there is new blood that make up these committees that are not so attached to these made up institutions. What is wrong with expression? What is the harm in vibrancy? Ok off my soap box but yes!! Let them go forward with the mural it is stunning!!!

Sent from my iPhone

Maryanne Cronin

From: DV - Cultural Heritage
Sent: Monday, February 22, 2021 10:03 AM
To: Dionne Bearden; Maryanne Cronin
Cc: Patricia Diefenderfer
Subject: FW: Lyft Murals

Alejandro Plascencia
Planner

Long Beach Development Services | Planning
411 W. Ocean Blvd., 3rd Fl. | Long Beach, CA 90802
Office: 562-570-6437

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From: Chris Robson <c[redacted]
Sent: Saturday, February 20, 2021 3:11 PM
To: DV - Cultural Heritage <cultural.heritage@longbeach.gov>
Subject: Lyft Murals

-EXTERNAL-

A approve of the project.

Christopher Robson

[redacted]

[redacted]

8[redacted]

https://www.linkedin.com/feed/

Maryanne Cronin

From: DV - Cultural Heritage
Sent: Monday, February 22, 2021 9:55 AM
To: Dionne Bearden; Maryanne Cronin
Cc: Patricia Diefenderfer
Subject: FW: Lyft mural at 4th and Temple

Alejandro Plascencia
Planner

Long Beach Development Services | Planning
411 W. Ocean Blvd., 3rd Fl. | Long Beach, CA 90802
Office: 562-570-6437

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From: dkcundiff <[redacted]
Sent: Thursday, February 18, 2021 9:14 PM
To: DV - Cultural Heritage <cultural.heritage@longbeach.gov>
Subject: Lyft mural at 4th and Temple

-EXTERNAL-

Dear Cultural Heritage Commission,
I like the creativity, energy, and passion depicted in the pdf of the proposed project. I think it would make the area a destination in a good way. I might wander by that area more often than now.

Best wishes,

David Cundiff

Maryanne Cronin

From: DV - Cultural Heritage
Sent: Wednesday, February 17, 2021 1:31 PM
To: Dionne Bearden; Maryanne Cronin
Cc: Patricia Diefenderfer
Subject: FW: Notice received re; 2800 E. 4th Street

Alejandro Plascencia
Planner

Long Beach Development Services | Planning
411 W. Ocean Blvd., 3rd Fl. | Long Beach, CA 90802
Office: 562-570-6437

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From: papuof4@aol.com <p[redacted]>
Sent: Wednesday, February 17, 2021 11:32 AM
To: DV - Cultural Heritage <cultural.heritage@longbeach.gov>
Subject: Notice received re; 2800 E. 4th Street

-EXTERNAL-

To; Whom it may Concern

I am opposed to an murals being painted at 2800 E. 4th St.

David Lewsadr

Maryanne Cronin

From: David Welch <[redacted]>
Sent: Thursday, February 18, 2021 8:52 AM
To: DV - Cultural Heritage
Cc: Maryanne Cronin

-EXTERNAL-

Dear Cultural Heritage Commission Members,

Our names are David Welch and Christine Votava. We are long-time residents of Bluff Heights Historic District in Long Beach. We are active members of our community, having volunteered for local PTAs, The Bembridge House, and the Bluff Heights Neighborhood Association.

We are writing to you to express our concern about the proposed mural project at 2800 East 4th Street on the corner of Temple Avenue and 4th Street. This location is on the northern border of Bluff Heights and the southern border of Rose Park, both historical neighborhoods. This location was formerly a much-loved neighborhood restaurant. It is now a cannabis dispensary.

The proposed mural project would paint two murals on the building. According to the proposal: "The East Village Arts District appeals to the artist in all of us, with it's avant-garde shops, galleries and restaurants… It is our intent to add to this beauty." The proposal also states that: "Retro Row, 4th Street, is where the vibrancy and creative spirit of Long Beach lives."

The issue we have with the proposal is that:

1) Bluff Heights is NOT the East Village Arts District
2) Bluff Heights is NOT Retro Row

The issue with these murals is one of APPROPRIATENESS. While they would look great on Retro Row or in the East Village, these murals are NOT appropriate for Bluff Heights.

The current façade of the building (tan and green) is perfectly appropriate for our historic neighborhood and should be preserved. It is highly inappropriate to paint avant-garde, urban themed murals in a historic neighborhood, even if the property is technically 'non-contributing'. The charm and overall aesthetic of our neighborhood would be adversely affected by these murals.

Neighbors of Bluff Heights have worked for many years to preserve the historic spirit and aesthetic of our neighborhood. We ourselves MUST curtail our more avant-garde instincts as it regards to our own properties. The same standards should be applied across the board.

We respectfully request that the Cultural Heritage Commission decline a Certificate of Appropriateness to the proposed mural project.

Sincerely yours,
David Welch
Christine Votava

Sent from Mail for Windows 10

Maryanne Cronin

From: DV - Cultural Heritage
Sent: Monday, February 22, 2021 9:55 AM
To: Dionne Bearden; Maryanne Cronin
Cc: Patricia Diefenderfer
Subject: FW: Denial of murals on 2800 E 4th Street

Alejandro Plascencia
Planner

Long Beach Development Services | Planning
411 W. Ocean Blvd., 3rd Fl. | Long Beach, CA 90802
Office: 562-570-6437

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From: Debra Gray <[redacted]
Sent: Thursday, February 18, 2021 12:27 PM
To: DV - Cultural Heritage <cultural.heritage@longbeach.gov>
Cc: Donna Sievers <donnarsievers@yahoo.com>
Subject: Denial of murals on 2800 E 4th Street

-EXTERNAL-

Hello,

I am writing to request the disapproval of the murals proposed at Lyft Dispensary due to their sexual nature. I do not think the image of an almost-naked young woman (touching herself) reflects the values or purpose of Bluff Heights and the surrounding neighborhood.

Please consider my opinion when you go to vote on Feb 23.

Thank you.
Respectfully yours,
Debra Gray
Former Board Member, Bluff Heights Neighborhood Association

Regarding the proposed mural at The Lyft on 4th Street:

While my husband and I do not personally approve of the entire mural concept in historical neighborhoods, we understand many residents approve. So be it.

However, the mural with the young women with her breast exposed is completely inappropriate on a large neighborhood building. I am referring to the proposed 2800 E. 4th Street mural which is in the Bluff Heights neighborhood.

Our society has a growing awareness of the inappropriate sexualization of women's bodies for exploitation. I looked up the definition of exploitation and found the following: "Exploitation is the act of selfishly taking advantage of someone or a group of people in order to profit from them or otherwise benefit oneself." I believe that The Lyft is using a sexualized woman's body to benefit their own business interest. In my opinion, this mural has no relevant significance and it is insulting to all women and men who value equality and support social justice.

When I first saw the proposed mural on 4th Street, I immediately thought that this young woman is being **"groomed"** to accept that her body is not her own. While others may see that the artist had another purpose in mind, to me, this is a young woman, whose body is on display, for the sole purpose of exploitation. In fact, the artist, Amandalynn, in her bio, indicates that she "depicts strong, seductive women and illustrates their strength…" I just do not think a seductive woman belongs in public display.

I have never supported any level of art censorship. Art exhibited for individuals or in a museum adds such value to the human experience. However; art designed for public display should have a public value added. I submit that the proposed 4th Street mural does not meet any criteria of how public art should benefit society.

Another fact is that the mural colors of red, orange and purple, are not appropriate choices for our historic neighborhood. I understand that purple has significance for the cannabis community but are these colors the right colors for the historic neighborhood of Bluff Heights? I doubt that anyone in our community would be allowed to paint their home in any of these colors.

The main point needs to be reinforced. There is absolutely no way that our children, families, and our neighbors should walk or drive by a mural of a young woman being exploited in a large outdoor mural. Please vote to disallow the proposed mural at 2800 E. 4th Street.

I also question if The Lyft is proposing to change their name to 1 Lyfe as indicated in the proposal.

Thank you,
Donna Sievers and Lee Apel

Maryanne Cronin

From: DV - Cultural Heritage
Sent: Monday, February 22, 2021 9:55 AM
To: Dionne Bearden; Maryanne Cronin
Cc: Patricia Diefenderfer
Subject: FW: Lyft mural proposal

Alejandro Plascencia
Planner

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-----Original Message-----
From: Emily Rader [redacted]
Sent: Thursday, February 18, 2021 11:07 AM
To: DV - Cultural Heritage <cultural.heritage@longbeach.gov>
Subject: Lyft mural proposal

-EXTERNAL-

I have looked at the photos of Lyft's proposed repainting and would like to offer my opinion.

The design and colors of the murals are fine with me. I am disappointed, though, that there is no mural on the side facing and closest to 4th St. I can understand the choice of a solid color on the east side, which faces a business—why pay for artwork that isn't visible to the public. The solid color on the south side, which faces a house, is probably a good idea since the large-scale design of the murals would be intrusive to the people living there. But 4th St. is a busy street, and drivers and pedestrians would enjoy seeing a design there, too. To me, the solid lavender color is dull.

I request that the Commission inquires about extending the mural to the currently un-muraled wall.

Thank you,

Emily Rader, [redacted]

Maryanne Cronin

From: Emily Stevens <[redacted]
Sent: Tuesday, February 23, 2021 7:53 AM
To: Maryanne Cronin; Michelle Arend-Ekhoff
Subject: Proposed mural for LYFT
Attachments: lyft.pdf

-EXTERNAL-

Hello Maryanne,

I hope my letter is in time to be included in the approval process.

I strongly disapprove of the proposed mural at this location. I am a resident of Rose Park Neighborhood and I do not believe it is appropriate for our historic district. The photos that they have included in their proposal make the property look like the mural would be an improvement, however this building is actually in pretty good shape. I have always thought it was clean and pretty.

The Rose Park Neighborhood Association is striving to have the charm of our historic neighborhood recognized and supported by the city. This mural, because of its psychedelic design is counter to that effort.

Painted murals degrade quickly. They fade and peel. Our neighborhood is left with an eyesore.

Please record my request to deny approval for this mural.

Thank you.

Emily Stevens
RPNA board member
Historic District [redacted]

MURAL PROPOSAL
2800 E 4th ST. LONG BEACH, CA 90814

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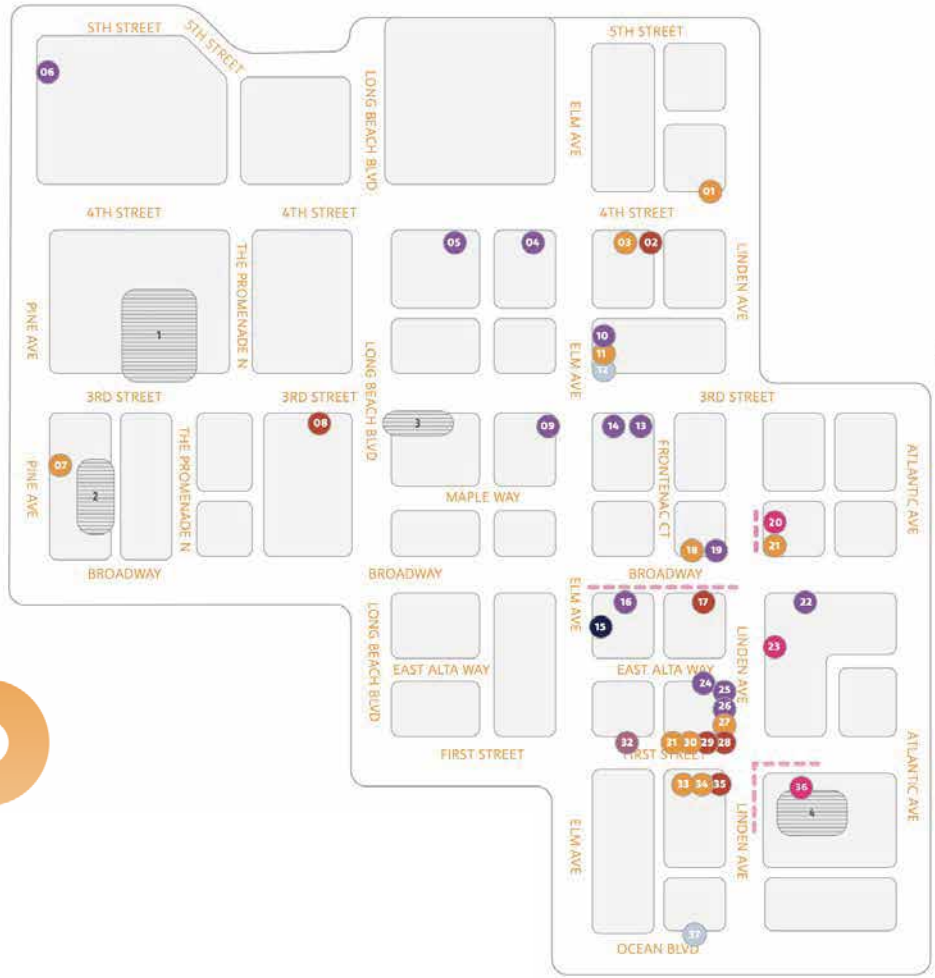

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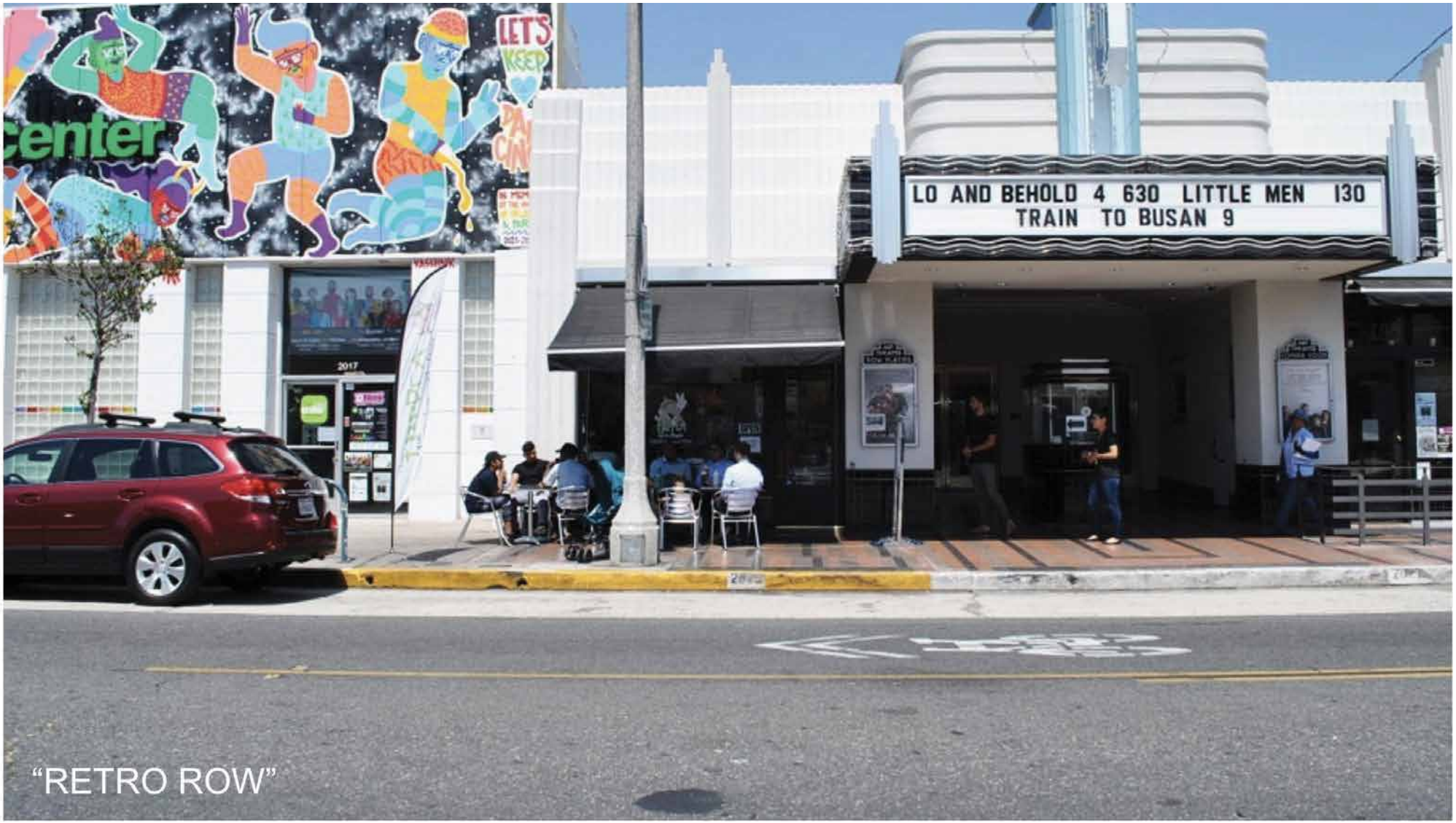

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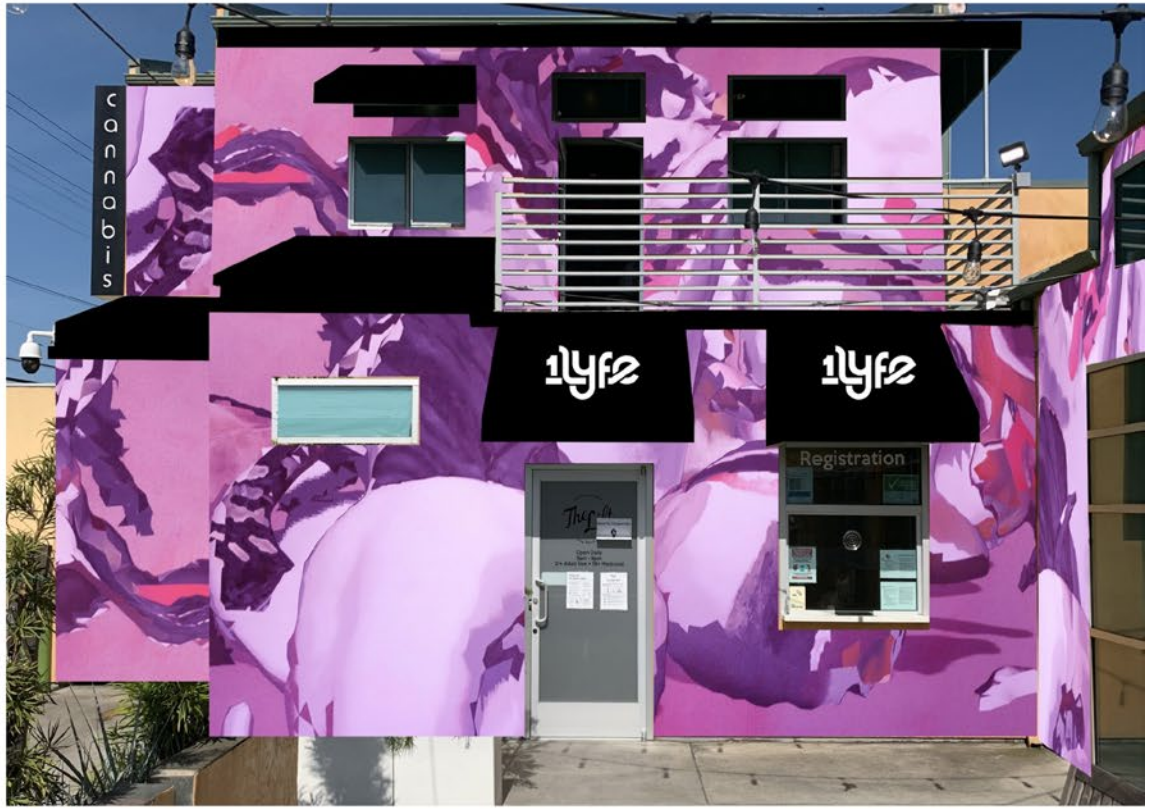
CURRENT

2800 E 4th St.



FACELIFT

2800 E 4th St.

FACELIFT

2800 E 4th St.

FACELIFT

cannabis
1lyfe
1lyfe

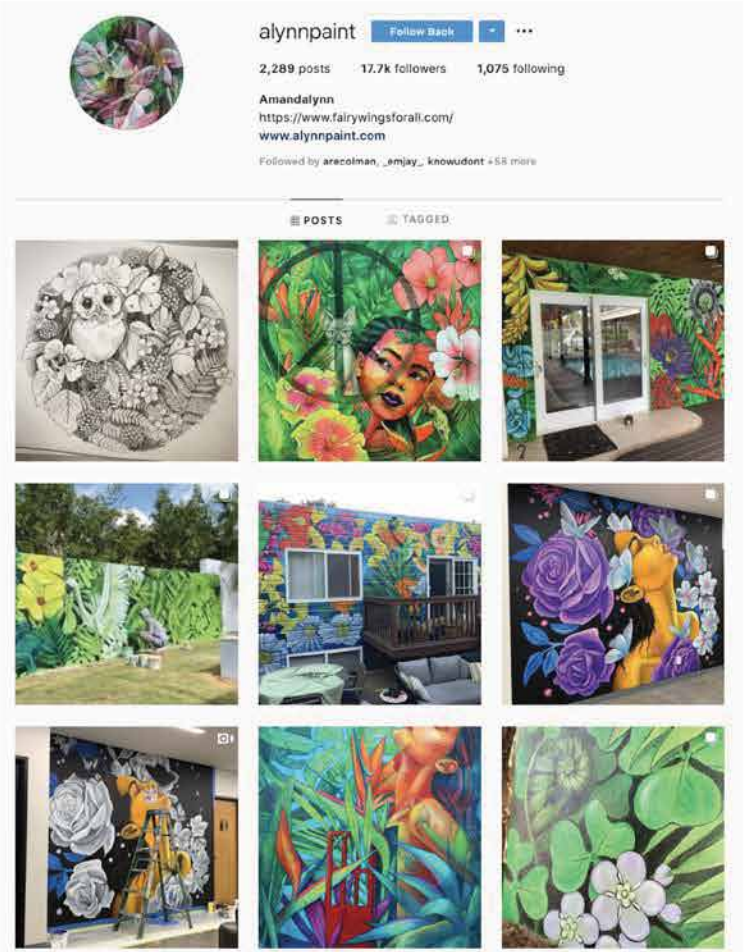
E 4th St
E 4th St
E 4th St
E 4th St
Temple Ave
Temple Ave
Temple Ave
O'Connell's Cocktails
Patio
elivery
Beach Dry Cleaners
& Alterations
2812
Mural Wall
Solid Color Wall

THE ARTISTS

Amandalynn, a San Francisco artist has a solo show in Escondido.

Once again wowing the San Diego art world, Amandalynn returns this month with a live mural and her solo exhibition "Seasons of Change" at Distinction Gallery in Escondido.

From her beginnings as a painter 16 years ago on the streets of San Francisco with graffiti writers The Seventh Letter to collaborating with Lady Mags and painters from all over the world, Amandalynn's works strike at the heart and senses of viewers.



THE ARTISTS

Amandalynn is a San Francisco based Muralist, Fine Artist, Conservator, and Art Director. Inspired by the female form and spirit, Amandalynn depicts strong, seductive women and illustrates their strength through line work and decorative patterning. Her works can be found in Galleries and Streets all over the world. She began developing her distinct Street Art style mural work in 2001, painting alongside the infamous graffiti collective, The Seventh Letter. Amandalynn is very passionate about her outdoor mural work and still enjoys collaborating with a variety of different artists, as well as creating large solo works. In recent years she has been Art Directing and curating for large music and arts festivals. Amandalynn has always enjoyed curating and assisting other artists in their work, making Art Direction a natural path for her. Fine Art also plays a key role in Amandalynn's life, as she continues to develop her career as a Gallery artist. She has a Bachelor's of Fine Art from the San Francisco Academy of Art, and has worked alongside professional conservators within her career. Amandalynn believes that sharing the creative process with others is the key to living an inspired life.

askewone

Message

4,063 posts **96.7k** followers **3,030** following

Askew One

@the_most_dedicated MSK - sharing history & discussion around keeping innovation in graffiti going. For my fine art check out @elliotodonnell79

www.askew1.com

About Askew One

Askew One/Elliot O'Donnell is a self-taught multi-disciplinary artist hailing from the capital of the South Pacific, Auckland, New Zealand. From his roots in his city's graffiti scene during the early 90's, he became one of the key figures known internationally from the region. He has been an integral part of the scene through organising Auckland's first graffiti festival, setting up multiple gallery spaces (Disrupt Gallery, Gallery With No Name and Studio 40) and publishing both a magazine (Disrupt Magazine) and book (InForm: New Zealand Graffiti Artists Discuss Their Work) showcasing New Zealand graffiti art. Additionally he has directed around 35 music videos for mostly hip hop artists.

Since 2010 Askew One has evolved his art practice into the Post-Graffiti realm, focusing on studio work and large scale outdoor murals. Askew One's focus has progressed from text and portraiture based paintings into a style he describes as 'portraiture by alternative means' that is part still life and part abstraction. He uses a combination of analogue and digital techniques to create compositions made from 3D scans of random objects and textures from the street. He views these components as a recording of human movement through urban space - like a mass portrait versus one of an individual.

From 2016 Askew One has been based between Brooklyn and his home city of Auckland.

Maryanne Cronin

From: DV - Cultural Heritage
Sent: Monday, February 22, 2021 10:05 AM
To: Dionne Bearden; Maryanne Cronin
Cc: Patricia Diefenderfer
Subject: FW: Proposed mural for The Lyft at 2800 E 4th St

Alejandro Plascencia
Planner

Long Beach Development Services | Planning
411 W. Ocean Blvd., 3rd Fl. | Long Beach, CA 90802
Office: 562-570-6437

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-----Original Message-----
From: Gina Najm <n[redacted]
Sent: Saturday, February 20, 2021 5:23 PM
To: DV - Cultural Heritage <cultural.heritage@longbeach.gov>
Subject: Proposed mural for The Lyft at 2800 E 4th St

-EXTERNAL-

Hello, I live in the neighborhood and have seen images of the proposed mural for this location. I appreciate the boldness of the colors being used and the overall effect of the project, but as a woman I feel the over exposed breasts in the woman's image are not appropriate. Here we have yet one more example of women being objectified or using sex to sell a product - enough already!

Please consider something more artistic and less sexist.

Thank you,
Gina Najm

Maryanne Cronin

From: DV - Cultural Heritage
Sent: Tuesday, February 23, 2021 11:33 AM
To: Maryanne Cronin; Dionne Bearden
Cc: Patricia Diefenderfer
Subject: FW: Mural - Lyft Dispensary

Alejandro Plascencia
Planner

Long Beach Development Services | Planning
411 W. Ocean Blvd., 3rd Fl. | Long Beach, CA 90802
Office: 562-570-6437

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-----Original Message-----
From: Helen Brand [redacted]
Sent: Tuesday, February 23, 2021 8:57 AM
To: DV - Cultural Heritage <cultural.heritage@longbeach.gov>
Subject: Mural - Lyft Dispensary

-EXTERNAL-

To Whom It May Concern:

I am a resident of Rose Park and would like to express my opinion regarding the proposed mural at the Lyft Dispensary. The mural, as pictured, does not fit with the otherwise "quiet" atmosphere of the surrounding buildings and with the neighborhood in general. It is "loud" and distracting, taking away from the historic feel of the Rose Park area. Please do not approve this mural.

Sincerely,
Helen Brand
[redacted]
Long Beach

Maryanne Cronin

From: Jeff Mallin [redacted]
Sent: Tuesday, February 23, 2021 12:15 AM
To: DV - Cultural Heritage; Maryanne Cronin
Subject: CHC Hearing on a COA for Murals Painted on a Building in the Bluff Heights Historic District - February 23, 2021 - Agenda Item # 21-003CH

-EXTERNAL-

Dear Honorable Commissioners on the Cultural Heritage Commission of the City of Long Beach:

Regarding the hearing on Item # 21-003CH, on Tuesday, February 23, 2021, on two murals being proposed at 2800 E. 4th Street, in the Bluff Heights Historic District, I **appreciate the detailed, well-reasoned Staff Report** describing how this unique location could be an acceptable site for the drastic change to the external façade of a building (even if non-contributing) in an historic district. This kind of alteration would not otherwise be appropriate for, and should **not be the source of a precedent** in, the Bluff Heights Historic District nor in any of the other historic districts in the city.

I agree with and would request approval of the **Staff's two additional conditions**: First, in framing and significantly reducing the extent of the murals to minimize the building's coverage with the murals. Second, in working with the nearby residents and the Bluff Heights Neighborhood Association (BHNA) board, if they so choose, on an appropriate color scheme for the parts of the building that face the residential buildings in the Historic District.

Finally, while I hesitate at the idea of censoring art for decency, I agree with and respect the reasonable concern voiced by others that the **depiction of the female figure** may be perceived as exploitative and demeaning -- unless I am missing a connection to something or someone that the artist intended to convey. Art in the public realm should have oversight and be defensible, with consideration given to the current time, place and milieu in which we are living and to those whose likeness is represented in the artwork. As an aside, I cannot help to wonder if the murals' subject matter and color palette might in some way reflect or take from the historic nature of the Bluff Heights Historic District.

Thank you for taking the time to read and consider my comments.

Sincerely,
-jeff

Jeffrey Mallin
[redacted]
A resident of the Bluff Park Historic District in the 3rd City Council District

Maryanne Cronin

From: DV - Cultural Heritage
Sent: Thursday, February 18, 2021 10:07 AM
To: Dionne Bearden; Maryanne Cronin
Cc: Patricia Diefenderfer
Subject: FW: proposed mural at one lyfe on 4th and Temple

Alejandro Plascencia
Planner

Long Beach Development Services | Planning
411 W. Ocean Blvd., 3rd Fl. | Long Beach, CA 90802
Office: 562-570-6437

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From: Jill L. Ferguson [redacted]>
Sent: Thursday, February 18, 2021 9:27 AM
To: DV - Cultural Heritage <cultural.heritage@longbeach.gov>
Subject: proposed mural at one lyfe on 4th and Temple

-EXTERNAL-

I wanted to write and express my support for the proposed mural on One Lyfe. I am glad the company chose a woman artist, that the woman in the painting is not white but of unknown or mixed looking heritage and that the painting will be vivid, gorgeous, and full of life, just like Mother Earth is. I love that Long Beach has murals on buildings to beautiful otherwise mundane wall space. Thank you in advance for approving more artwork in our city.

Sincerely,

Jill L. Ferguson

Artist, Best-selling Author, Coach, Consultant, Entrepreneur

Founder of Women's Wellness Weekends

Maryanne Cronin

From: DV - Cultural Heritage
Sent: Monday, February 22, 2021 10:04 AM
To: Dionne Bearden; Maryanne Cronin
Cc: Patricia Diefenderfer
Subject: FW: Proposed mural

Alejandro Plascencia
Planner

Long Beach Development Services | Planning
411 W. Ocean Blvd., 3rd Fl. | Long Beach, CA 90802
Office: 562-570-6437

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-----Original Message-----
From: JoAnne <[redacted]
Sent: Saturday, February 20, 2021 3:26 PM
To: DV - Cultural Heritage <cultural.heritage@longbeach.gov>
Subject: Proposed mural

-EXTERNAL-

Cultural Heritage Commission,

I am writing regarding the proposed mural at 2800 East 4th street.

While his artwork is beautiful, this mural would be very intrusive, actually shocking, in our historic area. It's large scale would be a distraction to drivers and an eyesore for neighbors. Please do not approve a certificate of appropriateness for this mural.

JoAnne Keenan

Sent from my iPad

Maryanne Cronin

From: DV - Cultural Heritage
Sent: Tuesday, February 23, 2021 3:56 PM
To: Dionne Bearden; Maryanne Cronin
Cc: Patricia Diefenderfer
Subject: FW: 2800 e 4th murals - in favor

Alejandro Plascencia
Planner

Long Beach Development Services | Planning
411 W. Ocean Blvd., 3rd Fl. | Long Beach, CA 90802
Office: 562-570-6437

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From: Katie Taylor <[redacted]>
Sent: Tuesday, February 23, 2021 1:25 PM
To: DV - Cultural Heritage <cultural.heritage@longbeach.gov>
Subject: 2800 e 4th murals - in favor

-EXTERNAL-

Hi,

I'm in favor of the murals! Why not, it looks fun.

I own a home in Rose Park and am a member of the Rose Park Neighborhood association.

Thanks,

Katie

Begin forwarded message:

> **From:** Rose Park Neighborhood Association <info@rpna.org[redacted]
> **Date:** February 23, 2021 at 6:03:36 AM PST

To: [redacted]
Subject: Posts from Newsletter – Rose Park Neighborhood Association for 02/23/2021
Reply-To: Rose Park Neighborhood Association <info@rpna.org>

Historic neighborhood in Long Beach, CA

View this email in your browser

New post at

Newsletter – Rose Park Neighborhood Association

The historic Rose Park neighborhood is located in the City of Long Beach, California

PROPOSED MURAL PROJECT

By Danielle Potter Dague on Feb 19, 2021 03:54 pm

We are asking residents to take a few minutes to consider whether or not the proposed mural at 2 E. 4th Street (the Lyft Dispensary) should be approved or disapproved by the Cultural Heritage Commission on February 23, 2021.

The owners of the building at 2800 E. 4th Street (Corner of Temple and 4th Street) proposed seve large murals to be painted on the outside of the Lyft Dispensary located on that property. They requested a Certificate of Appropriateness from the Cultural Heritage Commission. As part of the approval process, the Bluff Heights Neighborhood Association (BHNA) Board was notified of the upcoming meeting on **February 23 at 5:00PM** at which time the Long Beach Cultural Heritage Commission will either approve or disapprove of the proposed mural. There are also posters at th property detailing the information.

Please find the document HERE **entitled Exhibit B, which will provide you with the details of the proposed mural, the artists, and other examples within Long Beach.**

Please note: Slides 7 – 9 are photos of the current property operated by Lyft Dispensary.

Slides 10 – 13 are the proposed visuals and paint colors for the mural.

Should you wish to express your opinion, written comments may be submitted by February 22 to Cultural.Heritage@longbeach.gov**. For more information, you may contact Maryanne Cronin at** maryanne.cronin@longbeach.gov **or (562) 570-5683. You can also visit** Cultural Heritage Commission**.**

Error! Filename not specified.

Read in browser »

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The Community Within Us

SUBMIT YOUR VOTE for rpna!

COMMUNITY MEETING WRAP UP!

JOIN US!

NOTICE OF PUBLIC HEARING AND Q&A SESSION

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Our mailing address is:

Rose Park Neighborhood Association

3350 E. 7th Street #140

Long Beach, CA 90804

Add us to your address book

Want to change how you receive these emails?

You can update your preferences or unsubscribe from this list

Maryanne Cronin

From: Marco Pizzo [redacted] >
Sent: Monday, February 22, 2021 11:37 PM
To: DV - Cultural Heritage
Cc: Maryanne Cronin
Subject: RE: 2800 E. 4th Street Mural: 21-003CH

-EXTERNAL-

Dear Maryanne and the Cultural Heritage Commission,
I am a resident of the Bluff Park Historic District. I am writing to you regarding the proposed murals as a concerned resident.

I have looked at the 2 mural proposal for the building at 2800 E. 4th street - the intersection of Temple of 4th St. I am very familiar with this building having actually dined there many times prior when it was Cafe Neo.

To begin, I want to state that I support the arts and I do believe murals are a wonderful way to bring energy to areas. I think murals allow simple flat wall type buildings, alleys or parking lots to become more exciting. It seems a mural is typically better suited for facades that are larger, plain and more like the 2nd story northern face of the 2800 E. 4th Street building.

I feel the staff report touched upon one of my concerns and agree with its recommendations to make one of the elevations on the north side painted solid. I would go further to say perhaps there should probably only be one mural or more relief. I feel the two murals compete with each other and overwhelm the building. Personally, it seems the multiple large glass and door penerations don't really lend themself to a successful mural. I believe one mural would be a better focus.

I also agree with staff recommendation that the color of the plain paint should be consulted with neighbors - or perhaps even the Bluff Heights Neighborhood Association. Care should be made to make the residential side of the building more suited to the historic integrity of the historic district.

Lastly, I have heard concerns from residents of the exploitative nature of the woman depicted on the north side "green mural" and what that may represent. I share this concern. I realize artwork is very subjective, but perhaps as a recommendation, the young woman's middle finger could be lifted off her breasts or her holding the butterfly differently? I realize telling an artist what to paint is not ideal, but perhaps this can be remedied with something more simple in nature.

Thank you for your time. I hope this helps you and the CHC and it brings more insight for a decision.
Sincerely,
Marco Pizzo

Maryanne Cronin

From: DV - Cultural Heritage
Sent: Tuesday, February 23, 2021 11:31 AM
To: Maryanne Cronin; Dionne Bearden
Cc: Patricia Diefenderfer
Subject: FW: Oppose purposed mural at 2800 E. 4th

Alejandro Plascencia
Planner

Long Beach Development Services | Planning
411 W. Ocean Blvd., 3rd Fl. | Long Beach, CA 90802
Office: 562-570-6437

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From: Merry Cheers <s[redacted]>
Sent: Monday, February 22, 2021 5:34 PM
To: DV - Cultural Heritage <cultural.heritage@longbeach.gov>
Subject: Oppose purposed mural at 2800 E. 4th

-EXTERNAL-

To whom it may concern,

As a neighboring resident, I am opposed to the action mentioned above. The property was once a well loved mechanics garage. The structure that has since been built on the property is tasteful, but not within the guidelines of the designs for the Historic District that it is in. I believe the mural is over the top and would completely affect the significant historical, cultural, architectural and aesthetic of the historic district in which it is located. The scale, colors, and design are not consistent with the period nor are they compatible with the adjacent structures in the neighborhood. We need to keep the authenticity of our Historical District and not allow this mural to be painted.
Thank you for allowing me to voice my opinion.

Kind regards.
Merry Cheers

Maryanne Cronin

From: DV - Cultural Heritage
Sent: Thursday, February 18, 2021 10:06 AM
To: Dionne Bearden; Maryanne Cronin
Cc: Patricia Diefenderfer
Subject: FW:

Alejandro Plascencia
Planner

Long Beach Development Services | Planning
411 W. Ocean Blvd., 3rd Fl. | Long Beach, CA 90802
Office: 562-570-6437

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From: Mike M. <[redacted]>
Sent: Thursday, February 18, 2021 6:54 AM
To: DV - Cultural Heritage <cultural.heritage@longbeach.gov>
Subject:

-EXTERNAL-

Hello,

We live at [redacted] in Bluff Heights and we approve of the proposed mural at Temple and 4th.

Thank you,
Mike

Mike Mabley
Realtor, MLO, PMM, PTS, CHMS, FTBS, CTC
DRE# 02082685
Mortgage Loan Originator NMLS ID# 1987731
(562) 343-0150
All California Brokerage, Inc.
11060 E. Artesia Blvd. Suite G
Cerritos, CA 90703

Maryanne Cronin

From: DV - Cultural Heritage
Sent: Wednesday, February 17, 2021 1:31 PM
To: Dionne Bearden; Maryanne Cronin
Cc: Patricia Diefenderfer
Subject: FW: Mural @ 2800 4th St.

Alejandro Plascencia
Planner

Long Beach Development Services | Planning
411 W. Ocean Blvd., 3rd Fl. | Long Beach, CA 90802
Office: 562-570-6437

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From: Rporcaro <[redacted]>
Sent: Wednesday, February 17, 2021 11:23 AM
To: DV - Cultural Heritage <cultural.heritage@longbeach.gov>
Subject: Mural @ 2800 4th St.

-EXTERNAL-

Just a neighbor asking that you **not allow** any Murals to be painted at the 2800 E. 4th St.

We do not need any more graffiti or murals in Long Beach.... we need to clean up the city...focus on homeless people...

In your Notice sent out, it may of been helpful if u sent pictures of what they want to do.

Again... I say I oppose this Mural.

R. Porcaro local resident

Maryanne Cronin

From: DV - Cultural Heritage
Sent: Monday, February 22, 2021 10:03 AM
To: Dionne Bearden; Maryanne Cronin
Cc: Patricia Diefenderfer
Subject: FW: Application No. COAC2012-03 - 2800 East 4th St. Mural

Alejandro Plascencia
Planner

Long Beach Development Services | Planning
411 W. Ocean Blvd., 3rd Fl. | Long Beach, CA 90802
Office: 562-570-6437

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From: [redacted]
Sent: Saturday, February 20, 2021 10:55 AM
To: DV - Cultural Heritage <cultural.heritage@longbeach.gov>
Subject: Application No. COAC2012-03 - 2800 East 4th St. Mural

-EXTERNAL-

2/19/2021

To the Cultural Heritage Commission for the City of Long Beach California.

In response to Application Number COAC2012-03.
For the property located at 2800 East 4th Street (APN: 7257-009-002)
The application is for painting of murals on the existing commercial building.

I am writing as the concerned, 45-year owner of the property located at 390 Temple Ave.
My property is adjacent to the commercial building in question.

Your "Proposed Project" refers to this as a property developed with a "noncontributing structure". I must agree that the existing structure is noncontributing to the Historical Architectural Integrity of the

community. The structure does not conform or support the preservation of the Historical Architecture that we all should treasure. I realize the structure is what the structure is and accept it as it stands. However, when this commercial property become a Cannabis distributor, all the local property values suffered. Because my property is adjacent to Cannabis distribution, it suffered a substantial greater loss in value.

Now we are faced with the possible further degradation to our quaint historical treasure by embracing larger than life, louder than life murals. The Cultural Heritage Commission has stated its objective is "…to do their best to maintain the historic nature of the existing buildings and the surrounding neighborhood." How do murals in a mixed residential commercial neighborhood help maintain the historic nature of the existing buildings or the surrounding neighborhood?

Appreciation of any art is an individual personal preference. To allow murals to dominate the neighborhood is tantamount to defining all graffiti as a universally treasured art form and as such should be promoted in all neighborhoods. I would expect most people would find this suggestion repugnant. Likewise, I find the proposed mural adjacent to my house equally objectionable.

Now is the time to apply some Common sense for the sense of the common good.
I must strongly object to the COAC2012-03 proposal and respectfully request that this application be denied.

Thank you for your support.

Feel free to call me if you have any questions.

RJ Deardurff
[redacted])

Maryanne Cronin

From: DV - Cultural Heritage
Sent: Monday, February 22, 2021 10:01 AM
To: Dionne Bearden; Maryanne Cronin
Cc: Patricia Diefenderfer
Subject: FW: Public hearing: Four Temple #COAC2012-03

Alejandro Plascencia
Planner

Long Beach Development Services | Planning
411 W. Ocean Blvd., 3rd Fl. | Long Beach, CA 90802
Office: 562-570-6437

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-----Original Message-----
From: Janice Deardurff <[redacted]
Sent: Friday, February 19, 2021 3:40 PM
To: DV - Cultural Heritage <cultural.heritage@longbeach.gov>
Subject: Public hearing: Four Temple #COAC2012-03

-EXTERNAL-

Cultural Heritage Commission,
As the property owners of the adjacent property to 2800 East Temple 4th Street, the property in question. We, Robert & Janice Deardurff owners of 390 Temple Avenue, Long Beach strongly abject to this proposed project.
This will greatly negatively affect our property value.
We were never asked to approve the properties use permit of selling mar which negatively affected our property value.
This building is in the Bluff Heights Historic District which I believe is an protected area. These murals do not reflect a Historic District & do not belong in this area.
This neighborhood is of families & businesses that have been there for a very long time.
These murals will negatively affect this Historic district!!
Again we are opposed to this request/application.
Sincerely
Robert & Janice Deardurff
[redacted]
Long Beach, Ca

Maryanne Cronin

From: DV - Cultural Heritage
Sent: Monday, February 22, 2021 10:06 AM
To: Dionne Bearden; Maryanne Cronin
Cc: Patricia Diefenderfer
Subject: FW: Proposed Mural - Lyft Dispensary

Alejandro Plascencia
Planner

Long Beach Development Services | Planning
411 W. Ocean Blvd., 3rd Fl. | Long Beach, CA 90802
Office: 562-570-6437

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From: [redacted]
Sent: Monday, February 22, 2021 6:23 AM
To: DV - Cultural Heritage <cultural.heritage@longbeach.gov>
Subject: Proposed Mural - Lyft Dispensary

-EXTERNAL-

I'm a homeowner in Rose Park South, just two blocks from the proposed mural at Lyft Dispensary at 2800 E. 4th Street. The beauty of the neighborhood is not just the gorgeous architecture of the historic homes, but also the rich diversity of the residents. I was excited to hear that there is a mural proposed for this corner -- until I saw the colors. The (mostly green) mural facing 4th Street is beautiful, but I vehemently oppose the pink colors on the rest of the building. Honestly, it looks like South Beach, which is appropriate for Miami, but not for Long Beach.

In an area with strict codes for house colors (I went through the stringent nightmare process myself a couple years ago), it's ironic and a bit jaw-dropping that a prominent building may be the color of Pepto-Bismol. There surely must be a healthy compromise of respect for the neighborhood's historic significance and embracing a vibrant future.

I ask that you consider having the very talented artist choose a different palette.

Thank you.

Sandy Devich
[redacted]

Maryanne Cronin

From: DV - Cultural Heritage
Sent: Monday, February 22, 2021 9:56 AM
To: Dionne Bearden; Maryanne Cronin
Cc: Patricia Diefenderfer
Subject: FW: Mural at 2800 E. 4th Street

Alejandro Plascencia
Planner

Long Beach Development Services | Planning
411 W. Ocean Blvd., 3rd Fl. | Long Beach, CA 90802
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From: suzanne <s[redacted]
Sent: Friday, February 19, 2021 10:02 AM
To: DV - Cultural Heritage <cultural.heritage@longbeach.gov>
Subject: Mural at 2800 E. 4th Street

-EXTERNAL-

I've looked through the proposal (although it is a little confusing) and what I understand is the proposed artwork for 1LYFE at The Lift.
Is this a piece of advertising for 1LYFE at The Lift or is 1LYFE taking over the building?
I'm all for public art but adding a mural to advertise for 1LYFE is like painting a big Nike swoosh and calling it art.
I like the pink design piece and am not a fan of the tropical piece but either way, if 1LYFE is the business there, that's one thing to paint their logo all over it but if the business if The Lift dispensary, then I'm not happy to have someone paint it simply to advertise on it.

Suzanne Hetrick
[redacted]

Maryanne Cronin

From: DV - Cultural Heritage
Sent: Thursday, February 18, 2021 10:05 AM
To: Maryanne Cronin; Dionne Bearden
Cc: Patricia Diefenderfer
Subject: FW: Mural project on Fourth St

Alejandro Plascencia
Planner

Long Beach Development Services | Planning
411 W. Ocean Blvd., 3rd Fl. | Long Beach, CA 90802
Office: 562-570-6437

To help balance the City's budget during this economic downturn, some services are closed on alternating Fridays for staff furloughs (unpaid time off). These furloughs affect many operations in all City Departments and help prevent significant service reductions to the community. To see a schedule of impacted service days, visit www.longbeach.gov/furlough. We appreciate your patience and understanding.

-----Original Message-----
From: [redacted]
Sent: Wednesday, February 17, 2021 8:44 PM
To: DV - Cultural Heritage <cultural.heritage@longbeach.gov>
Subject: Mural project on Fourth St

-EXTERNAL-

We think these proposed
Murals are great and will attract new visitors to the area and its businesses. Also - the bison corridors are not supposed to Come under historic preservation requirements.

Suzanne Ridley and Jim
Herzberg
[redacted]

Maryanne Cronin

From: r[redacted]
Sent: Sunday, February 21, 2021 6:45 PM
To: Historic Preservation
Subject: No Thank you re; Mural @ 2800 4th St

-EXTERNAL-

I am a local resident and am not in favor of any mural or murals being painted at 2800 E. 4th St, I received a mailing piece from you, that is why I am responding, I have spoke to many neighbors about this, not 1 was in favor of it.

Thank you, Thomas Mathis

Maryanne Cronin

From: DV - Cultural Heritage
Sent: Wednesday, February 17, 2021 1:30 PM
To: Dionne Bearden; Maryanne Cronin
Cc: Patricia Diefenderfer
Subject: FW: the mural proposal of 2800 E. 4th street

Alejandro Plascencia
Planner

Long Beach Development Services | Planning
411 W. Ocean Blvd., 3rd Fl. | Long Beach, CA 90802
Office: 562-570-6437

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From: Veronica Cherene [redacted]
Sent: Tuesday, February 16, 2021 4:01 PM
To: DV - Cultural Heritage <cultural.heritage@longbeach.gov>
Subject: the mural proposal of 2800 E. 4th street

-EXTERNAL-

To Whom it may concern,

I am writing about some concerns I have with the proposed mural on 2800 E. 4th street, which happens to be at the end of my block. Although I am a big fan of the mural scene in Long Beach, I feel that this one would not benefit our neighborhood. Mainly I object to the large swatch of purple that would cover the building. Our neighborhood is a historic district, and our colors are more muted to reflect the colors of the era when our houses were built, 100 years ago. This building is surrounded by historic homes, and having it be bright purple is garish. The other murals in our neighborhood stick to one wall, and tend to be more in line with the feel of the neighborhood. These murals cover multiple walls with loud colors.

Please reconsider these murals, especially covering the whole building in bright purple.

Thank you,
Veronica Cherene