

Maryanne Cronin

From: kristen womersley <[REDACTED]>
Sent: Sunday, April 25, 2021 8:25 AM
To: DV - Cultural Heritage; Maryanne Cronin
Subject: Lift Mural COAC2021

-EXTERNAL-

As a neighboring resident, I am opposed to this proposed mural. 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. Most importantly the mural objectifies women and what we as women are trying to get away from in 2021. 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.

Have a a great day!
Kristen Corenbaum

Maryanne Cronin

From: kristen womersley <[REDACTED]>
Sent: Monday, April 26, 2021 6:56 PM
To: Maryanne Cronin
Subject: Re: Lift Mural COAC2021

-EXTERNAL-

Thank you for sending me the new proposal. My feelings still stand!

When I paint my home it needs to fall within the historical guidelines. I have a color palette I have to use as per the historical guidelines.

I believe the mural is still 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.

Have a great day!

Kristen Corenbaum

> On Apr 26, 2021, at 9:55 AM, Maryanne Cronin <Maryanne.Cronin@longbeach.gov> wrote:

>

> 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. Most importantly the mural objectifies women and what we as women are trying to get away from in 2021. 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.

Maryanne Cronin

From: Jeff Mallin <[REDACTED]@longbeach.gov>
Sent: Tuesday, May 04, 2021 8:59 AM
To: Maryanne Cronin
Cc: Christopher Koontz; Patricia Diefenderfer
Subject: Planning Commission Hearing on a COA for Murals Painted on a Building in the Bluff Heights Historic District - May 6, 2021 - Agenda Item # 21-031PL

-EXTERNAL-

Dear Honorable Commissioners on the Planning Commission of the City of Long Beach:

Regarding the hearing on Item # 21-031PL, scheduled for Thursday, May 6, 2021, on the painting of two murals and changing building facade paint colors on 2800 E. 4th Street, in the Bluff Heights Historic District, I appreciate and applaud the **thoughtful engagement** of the applicant (property owner) with both the appellant (nearby residents) in the historic district and the leadership of the Bluff Heights Neighborhood Association (BHNA), resulting in understanding and compromise. To me, the value of the **City's appeals process** has been brought to light.

I believe that when property owners, city planners knowledgeable in historic preservation, nearby residents, and neighborhood associations have the opportunity to **discuss proposed projects together**, the best possible outcomes and satisfaction are achievable -- taking into consideration the needs, desires, rights and limitations of all involved.

I appreciate the expert perspectives expressed in the **Staff Response to the Appeal** (Attachment H) and in the **Revised Conditions of Approval** (Attachment K). In the latter document, I especially support the conditions specified under bullet points 4 and 5 that would require additional review and approval by the City's Department of Development Services Planning Bureau of any signage and of the paint color(s) of the wall(s) facing the historic district. Having paint colors neutral in tone and compatible with the residential character of the historic district seems to be an excellent suggestion, along with the recommendation to engage the residents, and, if I may add, the leadership of the BHNA as desired, in the decision-making process.

Thank you so much for taking the time to consider my perspectives and for your service as our commissioners in the care of maintaining the integrity of the City's historic neighborhoods and ongoing development needs in changing times.

Sincerely,
-jeff

Jeffrey Mallin
[REDACTED]

A resident of the Bluff Park Historic District in the 3rd City Council District

----- Forwarded message -----

From: Jeff Mallin
Date: Tue, Feb 23, 2021 at 12:15 AM
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
To: <cultural.heritage@longbeach.gov>, Maryanne Cronin <Maryanne.Cronin@longbeach.gov>

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


A resident of the Bluff Park Historic District in the 3rd City Council District

Maryanne Cronin

From: [REDACTED]
Sent: Sunday, April 25, 2021 9:37 PM
To: Maryanne Cronin
Subject: Re: Notice of Public Hearing: Appeal of COAC2012-03 (2800 East 4th Street)

-EXTERNAL-

Please no more murals, we have enough , can you just focus on making the city a better place by cleaning up so many other issues... Covid, Homelessness, surfacing damaged streets, trimming trees the list can go on and on.

In a message dated 4/22/2021 5:07:22 PM Pacific Standard Time, Maryanne.Cronin@longbeach.gov writes:

Good Afternoon,

You are receiving this email from the City of Long Beach (City) because you participated in the Cultural Heritage Commission public hearing on February 23, 2021 for Application No. COAC2012-03 for a project consisting of the painting of two murals and changing building façade paint colors on elevations of an existing commercial building located at 2800 East 4th Street in the Bluff Heights Historic District.

An appeal of the Cultural Heritage Commission's February 23, 2021 decision was filed within the 10-day appeal period. The Planning Commission will hear the appeal of the project at the May 6, 2021 Planning Commission meeting. The application includes an alternate mural proposal for Planning Commission consideration.

Document Availability: Due to the State of Emergency declared by local, state and federal authorities, the hearing will be held in a virtual format. Information for the hearing can be found on the attached notice or on the City website: <http://www.longbeach.gov/lbds/planning/commission/>

We thank you for your participation.

Thank you.

Maryanne Cronin

From: rental4rent@aol.com
Sent: Monday, April 26, 2021 1:14 PM
To: Maryanne Cronin
Subject: Re: Notice of Public Hearing: Appeal of COAC2012-03 (2800 East 4th Street)

-EXTERNAL-

I am opposed to painting any murals on this property, I own property near this location, it looks clean the way it is now.

We have too many murals around on buildings, not sure if they have been painted going thru the city process, some of them are bad.

Thank you for your time, VOTE NO on the Mural

In a message dated 4/22/2021 5:07:22 PM Pacific Standard Time, Maryanne.Cronin@longbeach.gov writes:

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