

**Case No. CPC-2015-3059-CA Item No. 8 11-1705 August 13, 2019**

**Comments from Stash Maleski - Stakeholder in Venice, CA**

Owner of I.C.U. Art – In Creative Unity, a Los Angeles-based mural production company painting murals in Los Angeles for over 25 years. We paint off-site signs all over the United States.

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Please allow for small businesses that do hand painted murals as off-site advertising to be able to participate with legal murals in the City of LA.

There should be criteria other than simply taking down offensive existing signage in order to have access to permitted off-site signage. Small business, building owners and artists do not have permits to trade out.

Hand painted murals that recognize sponsors and commercial projects are not currently allowed as part of the fine art mural ordinance. This leaves muralists and small arts organizations dependent on the nearly non-existent funding sources such as non-profits and private commissions to fund mural projects. This has proven to be extremely inadequate to properly fund high-quality mural projects. We need access to the large national companies that want to sponsor murals projects in exchange for sponsor recognition.

Please support local small businesses that have been beautifying this city with hand painted murals for decades instead of handing over all access to off-site signage to the large multi-national billboard companies that have caused the current blight of off-site signs.

Artists, small local businesses, mom & pop property owners and small hand-paint sign companies should be able to control a portion of the media where hand painted murals can be placed.

Hand painted murals can activate a neighborhood in a positive way by encouraging people to interact with the murals and take photos in front of it. They can help bring pedestrian traffic to a neighborhood and reduce illegal graffiti. Murals encourage tourism and social media posts about specific neighborhoods.

Hand painted murals do not obstruct views or block out sunlight. They cannot fall, catch fire or block exits. Murals do not blast light pollution into the neighborhoods like lighted billboards or digital signs. They are simply paint on an existing wall.

We have an opportunity to provide jobs for a large number of muralists and artists that could paint beautifully crafted hand-painted "sponsored murals". This will also reduce illegal graffiti as we offer a path for young muralists to paint and develop a career as an artist.

**As the owner of a hand paint mural company that does advertising murals, we would be open to regulate the content of client murals in the following ways:**

Murals must be original art, not repeated imagery that you would see on a billboard

Limit any type of violent or offensive imagery such as violent horror films

No need to install lights – no light pollution or extra energy consumption

Limit the size of logo and text to a percentage of the overall design

Only paint in commercial or industrial districts.

Limitations on advertising for alcohol or cannabis products

Do not allow for the removal of fine art murals for commercial murals in order to preserve existing works of art.

Limit the number of commercial murals in specific districts