

REGULAR MEETING OF THE ZONING ADMINISTRATOR  
OF THE CITY OF VICTORVILLE

AUGUST 19, 2020  
10:00AM

ZOOM

**MEETING LINK:** <https://victorvilleca-gov.zoom.us/j/93578791443>

**MEETING ID:** 935 7879 1443

**CALL IN NUMBER:** (669)900-9128

Notice to the Public: This meeting is being held in accordance with the Brown Act that is currently in effect under the State Emergency Services Act, the Governor's Emergency Declaration related to COVID-19, and the Governor's Executive Order N-29-20 issued on March 17, 2020. To minimize the spread of COVID-19, City Conference Rooms are closed to the public. This meeting will be available via Zoom and can be accessed through the following link <https://victorvilleca-gov.zoom.us/j/93578791443> or by phone (669)900-9128, Meeting ID 94921624862.

To provide public comments during Zoom, click "Raise Hand" and you will be advised to speak and be unmuted. If you would like your comments to be read during the meeting, please email [mnelson@victorvilleca.gov](mailto:mnelson@victorvilleca.gov) no later than August 19 at 9:00 a.m. Include the agenda item number in your subject line; if your comment doesn't pertain to an item, indicate "general public comment" in the subject line.

ANY INDIVIDUAL WITH A DISABILITY WHO REQUIRES REASONABLE ACCOMMODATIONS TO PARTICIPATE IN A ZONING ADMINISTRATOR'S MEETING MAY REQUEST ASSISTANCE AND/OR RECEIVE THE AGENDA IN AN ALTERNATIVE FORMAT BY CONTACTING THE DEVELOPMENT DEPARTMENT SECRETARY AT (760) 955-5135 NO LATER THAN SEVENTY-TWO HOURS PRIOR TO THE MEETING

CALL TO ORDER

PUBLIC HEARING

**1. MINOR CONDITIONAL USE PERMIT - ADMN20-00050 – ERIC CAMARENA**

ENVIRONMENTAL – CONSIDERATION OF AN ENVIRONMENTAL EXEMPTION

PROJECT – A MINOR CONDITIONAL USE PERMIT WITH AN ENVIRONMENTAL EXEMPTION TO ALLOW FOR THE APPROVAL OF A WALL MURAL ON THE SOUTH FACING WALL OF A BUILDING OLD TOWN SPECIFIC PLAN

LOCATION – 15625 SEVENTH ST.

PUBLIC COMMENTS

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# PUBLIC HEARINGS

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# ZONING ADMINISTRATOR STAFF REPORT

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**DATE:** AUGUST 19, 2020 **AGENDA NO. 1**

**CASE:** ADMN20-00050

**SUBJECT:** A MINOR CONDITIONAL USE PERMIT WITH AN ENVIRONMENTAL EXEMPTION TO ALLOW FOR THE APPROVAL OF A WALL MURAL ON THE SOUTH FACING WALL OF A BUILDING

**APPLICANT:** ERIC CAMARENA

**LOCATION:** WITHIN THE OLD TOWN SPECIFIC PLAN LOCATED AT 15625 SEVENTH STREET

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## **I. STAFF RECOMMENDATION:**

Staff recommends that the Zoning Administrator conduct a public hearing, receive testimony regarding the proposed project and take the following actions:

1. **Environmental Assessment** – Find the project categorically exempt per CEQA Section 15301 – Existing Facilities; and
2. **Minor Conditional Use Permit** – Approve Minor Conditional Use Permit Case No. ADMN20-00050 subject to the recommended Conditions of Approval.

## **II. SUMMARY:**

The applicant, a partnership between the Victor Valley Chamber of Commerce and the High Desert Chamber of Commerce, is requesting approval of this Minor Conditional Use Permit to allow for a wall mural on an existing building in Old Town. The wall mural will depict a Joshua Tree amongst the rocks that overlook Old Town during a High Desert sunset and is intended to exemplify the natural beauty of Victorville. The mural is hoped to bring a sense of pride for Old Town residents and attract tourists travelling along Route 66. The mural will be painted by Artist Evan Meyer of Beautify Earth (See Attachment 'B' for more information).

## **III. STAFF ANALYSIS:**

### **1. Environmental Assessment.**

California Environmental Quality Act (CEQA) Section 15303 allows a categorical exemption for minor alterations of existing private structures, including the wall mural which is consider a minor exterior alteration of the building.

### **2. Minor Conditional Use Permit.**

- The mural will be located on the south side of the existing building on a rather large wall face, it will be facing a vacant lot and a building to the south, viewable from Seventh Street as one looks north walking or driving by. The exact size and location are unknown, and Staff has added a Condition of Approval for further Zoning Administrator review and approval prior to painting.
- Section 4.11 of the Old Town Specific Plan (OTSP) encourages the addition of murals to add nostalgia, charm and beauty as well as attract tourists, pedestrians, and patrons to Old Town. The historic murals must depict a historical or cultural significant event, site, person, or geographic feature that ties into the Route 66 or Old Town theme. Joshua Trees certainly meet this criteria and staff supports its approval. Murals may be approved by a Minor Conditional Use Permit.

### **Required Findings**

- In order to approve a Conditional Use Permit the Development Code requires that the Zoning Administrator make the following findings:
  - *The proposed location of the conditional use is in accord with the objectives and requirements of the Old Town Specific Plan.*
    - Comment: As mentioned, murals are allowed by a Minor Conditional Use Permit and the Specific Plan does not limit the district in which the mural is placed, nor does it specify color, shape, or size. Therefore, the proposed wall mural is in accordance with the Mixed-Use Service overlay District of the Old Town Specific Plan.
  - *The proposed location of the conditional use and the conditions under which it will be operated is consistent with the General Plan and will not be detrimental to the public health, safety and welfare or materially injurious to uses, properties or improvements in the vicinity.*
    - Comment: The site has a General Plan designation of Specific Plan. Being designated Specific Plan, the Old Town Specific Plan is the general land use guide and document for Old Town. Since the proposed mural meets the intent of the Plan, the proposal is consistent with the General Plan. The mural will help the Plans goal to create a vibrant pedestrian friendly 'main street' corridor and is not detrimental to the public.
  - *The traffic generated by the proposed conditional use will not overload the capacity of the surrounding street system and will not create a hazard to public safety.*
    - Comment: The mural itself will not increase traffic and will not create a visually distracting image that will be a driving hazard. The hope would be to slow traffic down among other traffic calming goals in the Plan that would increase public safety.
  - *The proposed conditional use will comply with each of the applicable provisions of the Land Use Plan within the Old Town specific Plan.*
    - Comment: As mentioned, historic wall murals are allowed through Section 4.11 of the Old Town Specific Plan. The mural type and what it depicts is regulated, but not the size shape and location Therefore, the proposal will comply with each of the applicable provisions of the Land Use Plan section of the OTSP.

**IV. SITE CHARACTERISTICS:**

	<b>Existing Land Use</b>	<b>General Plan</b>	<b>Zoning</b>	<b>Specific Plan District</b>
Site	Retail	Specific Plan	S-P	MURO
North	Gas Station	Specific Plan	S-P	MURO
South	Vacant	Specific Plan	S-P	MURO
East	Retail	Specific Plan	S-P	MUR
West	Retail	Specific Plan	S-P	MURO

**NUMBER OF RADIUS LETTERS MAILED: 23**

MJS

Attachments:

Attachment 'B' - Sketch of Mural

Attachment 'B' - Summary of Project and Artist

Attachment 'C' - Street View and Aerial Image

THE ZONING ADMINISTRATOR'S ACTION WILL BE FINAL UNLESS APPEALED TO THE PLANNING COMMISSION WITHIN TEN DAYS.

CONDITIONS OF APPROVAL  
ADMN20-00050  
August 19, 2020

**A MINOR CONDITIONAL USE PERMIT WITH AN ENVIRONMENTAL EXEMPTION TO ALLOW  
FOR THE APPROVAL OF A WALL MURAL ON THE SOUTH FACING WALL OF A BUILDING**

**Planning Conditions:**

1. This approval shall be valid for a historic wall mural of a Joshua Tree among rocks overlooking Old Town at sunset located on the south side of an existing building at 15625 Seventh Street.
2. The proposed wall mural shall comply with all applicable development standards of the Old Town Specific Plan.
3. The proposed wall mural shall be in substantial conformity with the plans submitted as part of this application, unless modification is required to comply with the applicable development standards of Title 16, the Old Town specific Plan, and/or conditions of approval.
4. Any expansion of the proposed use beyond the scope of this Conditional Use Permit shall require submission and approval of a Conditional Use Permit Modification or a new Conditional Use Permit based upon the extent of the expansion.
5. The installation of the mural itself or any change in use or implementation of a new use at the location, which causes a traffic issue shall cause that use to be subject to Zoning Administrator and/or Planning Commission review and approval.
6. The exact location and size of the wall mural shall be reviewed and approved by the Zoning Administrator prior to being painted.
7. The final draft of the wall mural shall be reviewed and approved by the Zoning Administrator prior to being painted.
8. The applicant or owner shall be responsible to clean up any graffiti painted on the mural or the same building wall the mural is located on within 24 hours.
9. The applicant/business owner shall be responsible for obtaining all necessary permits from any affected regulatory agencies.
10. The Applicant/Owner shall agree to defend, indemnify and hold harmless, the City of Victorville, its agents, officers and employees from any claim, action or proceeding against the City of Victorville or its agents, officers or employees to attack, set aside, void or annul this approval. The City of Victorville shall promptly notify the applicant of any such claim, action or proceeding, and the City of Victorville shall cooperate fully in the defense.



# ATTACHMENT 'A'

Text Integrated  
↓ in mural.

WELCOME TO VICTORVILLE  
GATEWAY TO THE MOJAVE DESERT



EXHIBIT A - GENERIC SKETCH OF PROPOSED MURAL

# ATTACHMENT 'B'

## About the Project

Partnership between Victor Valley Chamber of Commerce and High Desert Hispanic Chamber of Commerce

In commemoration of the California Desert Conservation Act that was signed into law in 1994, The new law established the Death Valley and Joshua Tree National Parks and the Mojave National Preserve in the California desert. These protected lands draw millions of visitors from all over the world each year, bolstering our local economy and creating jobs. The Victor Valley is considered a gateway community to these recreational wonderlands. In 2018 alone, 787,000 visitors spent an estimated \$46.5 million in local gateway regions, including the Victor Valley, while visiting just the Mojave National Preserve.

## Mural Location

The mural will be painted on the south facing wall of 15625 Seventh St, Victorville, CA 92395.

## About the Mural

The mural will depict a stylized version of a High Desert sunset with a Joshua Tree and the rock formations that look over downtown Victorville. This mural will exemplify the natural beauty of the High Desert. The desert sunsets are spectacular displays of color and vibrance, with each one being different than the ones before it. We hope that this will be another must-stop location for those tourists that are following Route 66. Most importantly, this will be a source of pride for Old Town residents, and Victorville as a whole.

## About the Artist



Evan Meyer

Co-Founder, Beautify Earth

Evan Meyer is a co-founder, and referred to as the "granddaddy of Beautify Earth," starting "Beautify Lincoln" in an effort to transform Lincoln Blvd in Santa Monica through art. After Evan found success locally, and in other cities around Los Angeles and the country, Beautify Earth was created to perform similar activities on a global level and transform neglected communities through public art, murals, art education, and

## Old Town Mural Project

community engagement. Evan is also the Founder of RideAmigos, a platform that empowers governments and organizations to reduce traffic and parking demand with motivational tools and commuter benefits. Evan is a civic 'actioneer,' loves the outdoors, is a master of creative projects, and an avid artist/musician.

In 2018, Evan completed a mural at Puesta del Sol Elementary School in Victorville.

To learn more about Beatify Earth, visit <https://www.beautifyearth.com/nonprofit-about>.

### Artist's Previous Work



*Figure 1 - Mural at Puesta del Sol Elementary in Victorville.*

Old Town Mural Project



Old Town Mural Project



Old Town Mural Project





# ATTACHMENT 'C'



# CASE: ADMN20-00050

Case Type: Minor Conditional Use Permit  
Existing Zoning: Old Town SP - Mixed Use Retail  
Parcel Size: Approx. 0.22 Acre  
Location: 15625 Seventh Street  
Assessor Parcel Number: 0478-216-05



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# PUBLIC COMMENTS

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SUBJECT: PUBLIC COMMENTS ON PLANNING MATTERS

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In compliance with the Brown Act, it is necessary for the Zoning Administrator to make available time for members of the public to address the Zoning Administrator on items of interest that fall within the Zoning Administrator's subject matter jurisdiction.

SW:rc