



HUNTINGTON BEACH ART CENTER
...where art meets community

January 28, 2025

To: City of Huntington Beach Design Review Board

Re: Planning Application

Dear Design Review Board,

This year, the Huntington Beach Art Center celebrates 30 years of community arts and education. In my first year as Senior Cultural Arts Supervisor, I am embarking on some long-needed building maintenance in time for the anniversary. Currently, the Art Center building exterior is in need of a long-overdue paint refresh. The existing paint is drab and faded, and many community members, exhibiting artists, and parents of our students have commented that the building does not stand out and is hard to find.

We would like to repaint the Art Center's exterior steel frame and iconic electrical tower in the bold red from the City of Huntington Beach official style guide. The distinctive red color would stand out against the blue beach sky and surrounding buildings. Many major museums use red as an accent color for this reason – including LACMA here in Southern California. The color red would signal to the community where creativity, art and culture take place. Please see the attached for renderings of how the Art Center would look with the more pronounced red, as well as images of other major museums using this color scheme.

Thank you for considering our redesign – as we increase our public programs and continue to attract more community members, we are excited to make the Art Center more prominent and identifiable to our visitors.

Warm regards,

A handwritten signature in black ink, appearing to read 'Dan Faltz', with a long, wavy underline.

Dan Faltz

Senior Cultural Arts Supervisor

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