



1056 West Grand Avenue, Grover Beach, CA 93433

City of Arroyo Grande  
300 E. Branch Street  
Arroyo Grande, CA 93420

June 10, 2024

Dear City Council, City Manager, Mayor and Staff,

Thank you for allowing me to write a letter on behalf of Miner's Ace Hardware.

#### **History of Miner's Ace Hardware in Arroyo Grande**

Miner's Ace Hardware in Arroyo Grande has been operating since 1986, that's 38 years of tax revenue for the City. We are large contributors to the community one of our core values is, "Give back to the community that enables our success." We are constantly giving to the community at large, through youth organizations, non-profits, Lucia Mar School District, and many more.

#### **Location of the Mural**

The mural's placement is on private property, recessed over 90 feet from Traffic Way. It's obscured by landscaping, including shrubs and trees, making it difficult to spot from the road. Additionally, parked cars and trucks on weekends further obscure its visibility from our store. No residences in the City offer a view of this mural. Despite the discrepancy in visibility, this mural intends to display the heart of AG. The mural will display aspects of the rich history it has forged and will beautify the viewpoint of those who pass by it. This endeavor contributes to the collective good by enhancing public spaces, fostering community engagement, and promoting cultural enrichment.

#### **Design and Art Work Artist**

Mia Pelayo Franco, the local designer and artist exemplifies a great resume. Our design has been in collaboration with the artist and celebrates local tradition and history.

#### **Experience Contrast**

Here is a specific example with the same artist and our closest neighbor Grover Beach. Last year after the interviews and submissions process, we hired a great local artist to do a mural at our Grover Beach location on Grand Avenue. This mural is 25 feet tall by 60 feet long and faces Grand Avenue. Our experience included no fees, no permit, no ARC review, no title or description, and a "thank you it looks great". We did not close sidewalks or obstruct public facilities and the project was completed on time. The process and associated fees are well beyond what I find comfortable. The timeline, steps, and costs appear excessive and unreasonable. I'm not objecting to the required fee due to financial difficulties; rather, I'm astonished that I'm expected to fund a process I must undergo to comply with regulations.

Kind Regards,

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Miner's ACE Hardware  
Community Relations  
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