

**Pam O'Connor**  
*Mayor*

City Council  
1685 Main Street  
Room 209  
Santa Monica  
CA 90401

November 10, 2014

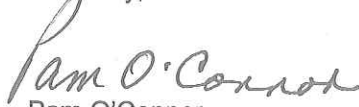
Dear Starbucks,

Here in Santa Monica we are blessed with many creative organizations. One such group is Beautify Earth who has been working with the Lincoln Boulevard businesses and neighbors to improve Lincoln Boulevard by beautifying it through murals and community engagement. Their work has inspired the community, and created a colorful street from what was an eyesore for decades. Businesses with their murals have experienced significant increases in revenue. New, pedestrian friendly businesses have opened and spruced up the street while existing businesses have done their own gardening, paintwork, and murals due to the impact.

Starbucks recently built a new location on the corner of Pico Blvd and Lincoln Blvd. As we have many Starbucks in Santa Monica, we of course welcome you to the community and are excited about your presence here. However, a very special mural existed on the wall that was rebuilt in this location. This mural inspired the community on a neglected street, was designed and painted by a well-known local artist, and stood for the positivity and artisanship we strive to embrace here in Santa Monica.

The community is in support of restoration of the mural and hopes that you will work local organizations like Beautify Earth to restore this mural.

Sincerely,

  
Pam O'Connor  
Mayor