

PLANNING AND ZONING BOARD REPORT

PZB Project Number 22-00000011: Request by Wes Blackman on behalf of Mathews Brewing Company, LLC for the approval of a mural installation with two proposed new murals and a previously installed mural on the west face of the subject building located at 130 South H Street. The subject site is zoned Artisanal Industrial (AI) and has a future land use designation of Artisanal Mixed Use (AMU). The subject site is also within the Community Redevelopment Agency (CRA) district.

Meeting Date: November 2, 2022

Property Owner: Mathews Brewing Company LLC

Applicant: Wes Blackman, AICP

Address: 130 South H Street

PCNs: 38-43-44-21-15-053-0010

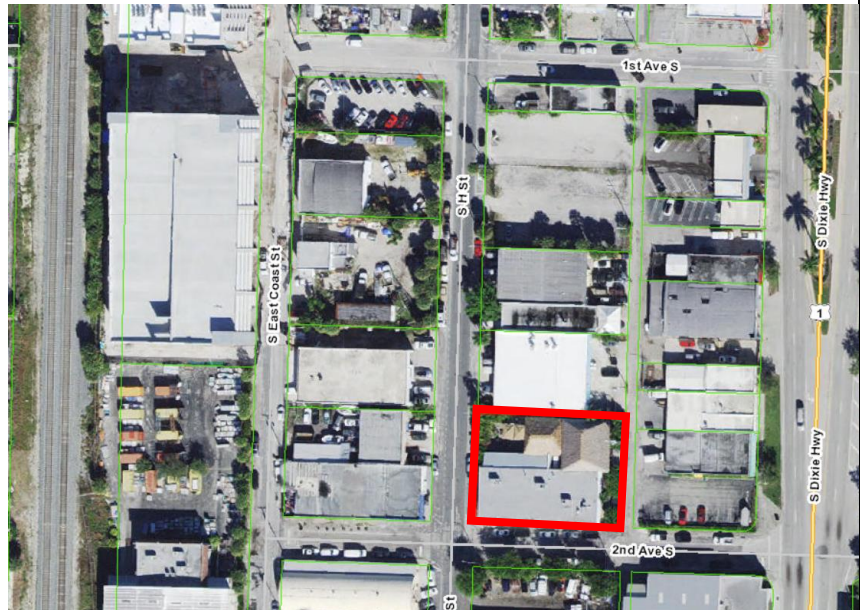
General Location: South 100 block of South H Street

Existing Land Use: Brewery

Current Future Land Use Designation:
Artisanal Mixed Use (AMU)

Zoning District: Artisanal Industrial (AI)

Location Map



RECOMMENDATION

The documentation and materials provided with the application request were reviewed for compliance with the applicable guidelines and standards found in the City of Lake Worth Beach Land Development Regulations (LDRs) and for consistency with the Comprehensive Plan. Staff recommends that the Board review the proposed murals and make a determination of consistency with these standards. Photos of the mural are included as **Attachment A**. Additional information including the artist credentials for Marcus Borges and a justification statement are included as **Attachment B**.

PROJECT DESCRIPTION

Wes Blackman, AICP, on behalf of property owner David Mathews, is requesting approval for two mural installations and one existing mural on the west façade of the building fronting South H Street. The proposed murals feature images of fauna and kites with the text “CRA District”, “Royal Poinciana Neighborhood” and “Welcome to Lake Worth Beach”. The existing mural features a drummer playing on a set of beer cans with the text “Where craft beer meets rock and roll”, “live music venue”, and “craft brewery”. The subject property is located in the Artisanal Industrial (AI) zoning district and retains a Future Land Use (FLU) designation of Artisanal Mixed Use (AMU). The existing land use of the subject building is industrial.

PUBLIC COMMENT

At the time of publication of the agenda, staff has not received written public comment.

BACKGROUND

The site has a painted sign and a mural with commercial messages that were installed without a sign permit. The sign is comprised of text that read “Mathews Brewing Co.,” a logo, and a drummer mural with commercial text. The subject application includes the previously installed drummer mural with commercial messaging and the two new proposed murals. The proposed murals will be placed next to the existing mural on the west building façade facing South H Street. The applicant is requesting approval of all three murals on the west façade of the building.

ANALYSIS

Consistency with the Comprehensive Plan and Strategic Plan

The City’s Comprehensive Plan, including in both the Future Land Use Element and the Economic Development Element, has multiple goals, objectives and policies encouraging the arts and economic development through arts and cultural activities. The City’s Strategic Plan Pillar III.D is to “Inspire arts and culture through City through events and program.” Murals in general are consistent with both the Comprehensive Plan and Strategic Plan.

Consistency with the City’s Land Development Regulations

Per LDR Section 23.1-12, a mural is defined as, “Any picture or graphic design painted on or otherwise applied to the exterior of a building or structure, or to a window.”

LDR Section 23.5-1(e)13 provides standards and requirements for mural installation within the City. With regard to placement and location of murals, generally:

- *Murals shall be permitted in commercial and industrial districts.*
- *Murals shall not be permitted on the fronts of buildings or structures facing Lake Worth Road, Lake Avenue, Lucerne Avenue, Dixie Highway and Federal Highway, except as may be approved by the appropriate Board.*
- *Murals may co-exist with all types of on premises signs. If printed commercial messages are included in a mural, the entire mural shall be considered part of the overall allowable signage permitted by code.*

Staff Analysis: The proposed murals are located on the west façade that fronts South H Street, which is consistent with location requirements in LDR Section 23.5-1(e)13. However, the drummer mural contains commercial messaging which will need to be removed if all combined signage exceeds total maximum wall sign area of 75 square feet. The LDRs also require that the design of the mural be consistent with the requirements of Section 23.2-31(I), which specifies community appearance review criteria. The criteria are listed below, and include staff's response to each criterion.

Lake Worth Beach Code of Ordinances, Land Development Regulations Section 23.2-31(I); Community Appearance criteria:

1. The plan for the proposed structure or project is in conformity with good taste, good design, and in general contributes to the image of the city as a place of beauty, spaciousness, harmony, taste, fitness, broad vistas and high quality.

Analysis: The mural generally appears to be of good taste and good design. It illustrates several images of kites, and some flora. The mural also meets the intent of the City's Comprehensive Strategic Plan to enhance the character of Lake Worth Beach and to inspire arts and culture throughout the City.

2. The proposed structure or project is not, in its exterior design and appearance, of inferior quality such as to cause the nature of the local environment or evolving environment to materially depreciate in appearance and value.

Analysis: The proposed murals will be painted by Marcus Borges, the artist who also installed the existing mural at the subject site. The proposed mural appears to be of a high quality, and will not cause harm to the local environment.

3. The proposed structure or project is in harmony with the proposed developments in the general area, with code requirements pertaining to site plan, signage and landscaping, and the comprehensive plan for the city, and with the criteria set forth herein.

Analysis: The surrounding area of the subject property includes a mix of commercial and industrial buildings, and generally appears to be in harmony with murals that exist elsewhere in the City.

4. The proposed structure or project is in compliance with this section and 23.2-29, as applicable.

Analysis: The subject property, 130 South H Street, is not applying for a Conditional Use Permit. Therefore, this criterion is not applicable.

CONCLUSION AND CONDITIONS

The proposed murals located on the front façade of the building fronting a parking lot and South H Street; are in conformity with good taste and design; and are in harmony with the artisanal industrial area as required by and consistent with the City's Land Development Regulations as conditioned. The conditions are outlined below:

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1. Commercial messaging shall be removed from the drummer mural if the total existing sign area exceeds 75 sf. A painted wall sign permit shall be required if the commercial messaging is to be retained as component of the drummer mural.
2. The applicant shall apply for a City of Lake Worth Beach building permit for the installation of all murals included within PZB 22-00000011.
3. This approval does not include any physical alterations to building exteriors aside from paint application.

4. A mural removal agreement shall be entered between the applicant and the City of Lake Worth. This removal agreement shall be recorded with The Clerk and Comptroller of Palm Beach County, prior to completion of the proposed mural.

BOARD POTENTIAL MOTION:

I MOVE TO APPROVE PZB PROJECT NUMBER 22-00000011 for **mural** installation for the structure located at **130 South H Street**. The application meets the mural criteria based on the data and analysis in the staff report.

I MOVE TO DISAPPROVE PZB PROJECT NUMBER 22-00000011 for **mural** installation for the structure located at **130 South H Street**. The project does not meet the mural criteria for the following reasons [Board member please state reasons.]

Consequent Action: *The Planning & Zoning Board's decision will be final decision for the Murals. The Applicant may appeal the Board's decision to the City Commission.*

ATTACHMENTS

- A. Proposed Murals
- B. Additional Information (Artist credentials and justification statement)