

PLANNING AND ZONING BOARD REPORT

PZB Project Number 22-00000014: Request by Rodney Mayo for installation of a new mural installation at 522 Lucerne Avenue. The subject site is zoned Downtown (DT) and has a future land use designation of Downtown Mixed Use (DMU). The subject site also within the Community Redevelopment Agency (CRA) district.

Meeting Date: November 2, 2022

Property Owner: Loretta Lutfy /522 Lucerne LLC

Applicant: Rodney Mayo

Address: 522 Lucerne Avenue

PCNs: 38-43-44-21-15-024-0290

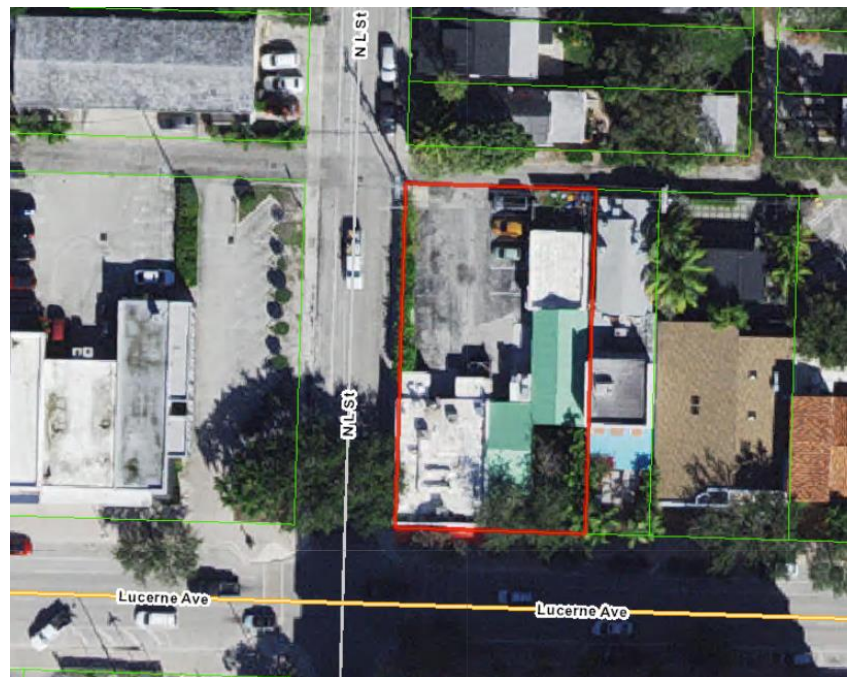
General Location: Southeast corner of North L Street and Lucerne Avenue

Existing Land Use: Vacant-commercial

Current Future Land Use Designation: Downtown (DT)

Zoning District: Downtown Mixed Use (DMU)

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 mural for consistency with these standards. Photos of the mural are included as **Attachment A**. Additional information including the artist credentials for Nargiza Dadabaeva and a justification statement are included as **Attachment B**.

PROJECT DESCRIPTION

Rodney Mayo is requesting approval for a new mural installation on the west façade of the building fronting North L Street. The mural is an abstract monochromatic motif comprised of images of young women from the art work of Man Ray, a famous artist from the Surreal and Dad movements of the 20th Century. The subject property is located in the Downtown (DT) zoning district and retains a Future Land Use (FLU) designation of Downtown Mixed Use (DMU). The existing land uses of the subject building is vacant commercial.

PUBLIC COMMENT

Staff has not received letters of support or opposition from adjacent nor nearby neighbors.

BACKGROUND

The proposed mural will be 40' wide by 12' high on the west façade of the structure located at 522 Lucerne Avenue.

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 mural is located on a west façade that fronts North L Street and is not along the City's major thoroughfare of Lucerne Avenue as consistent with LDR Section 23.5-1(e)13. The LDRs also require that the design of the mural be consistent with the requirements of Section 23.2-31(l), 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. The mural is an abstract monochromatic motif comprised of images of young women from the art work of Man Ray, a famous artist from the Surreal and Dad movements of the 20th Century. 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 mural will be painted by Nargiza Dadabaeva, an Uzbek airbrush artist. 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 residential 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, 522 Lucerne Avenue is not applying for a Conditional Use Permit. Therefore, this criterion is not applicable.

CONCLUSION AND CONDITIONS

The proposed mural is appropriately located on the west façade of the building fronting North L Street; is in conformity with good taste and design; and is in harmony with the surrounding area as required by and consistent with the City's Land Development Regulations. Therefore, staff recommends approval with conditions of the proposed mural installation request. The conditions are outlined below:

Planning and Zoning

1. The applicant shall apply for a City of Lake Worth Beach building permit for the installation of all murals included within PZB 22-00000014.
2. This approval does not include any physical alterations to building exteriors aside from paint application.
3. 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 22-00000014 for a **mural** installation for the structure located at **522 Lucerne Avenue**. The application meets the mural criteria based on the data and analysis in the staff report.

I MOVE TO DISAPPROVE PZB PROJECT NUMBER 22-00000014 for a **mural** installation for the structure located at **522 Lucerne Avenue**. 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 mural. The Applicant may appeal the Board's decision to the City Commission.*

ATTACHMENTS

- A. Proposed Mural
- B. Additional Information