

PLANNING AND ZONING BOARD REPORT

PZB Project Number 22-00000018: Request by Edward Jones for a previously installed mural at 1032 North Dixie Highway. The subject site is zoned Mixed Use- Dixie Highway (MU-HD) and has a future land use designation of Mixed Use- East (MU-E).

Meeting Date: November 2, 2022

Property Owner: Edward Jones/ Herff Jones

Applicant: Edward Jones

Address: 1032 North Dixie Highway

PCNs: 38-43-44-2115-310-0050

General Location: Southeast corner of 11th Avenue North and North Dixie Highway

Existing Land Use: Photography studio

Current Future Land Use Designation: Mixed Use-East (MU-E)

Zoning District: Mixed Use- Dixie Highway (MU-DH)

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). Staff recommends that the Board review the proposed mural and make determination of consistency with these standards. Photos of the mural are included as **Attachment A**. Additional information including the artist credentials for Carlton Jones and a justification statement are included as **Attachment B**.

PROJECT DESCRIPTION

Edward Jones is requesting approval for a mural installation on the south façade of the building fronting a parking lot and 10th Avenue North. The mural was previously installed and shows graduates throwing their caps at Bryant Park. The subject property is located in the Mixed Use- Dixie Highway (MU-DH) zoning district and retains a Future Land Use (FLU) designation of Mixed Use - East (MU-E). The existing land uses of the subject is a photography studio.

PUBLIC COMMENT

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

BACKGROUND

The proposed mural will be 24' wide by 11' high and will be on the south elevation of the structure located at 1032 North Dixie Highway.

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 an south façade that fronts a parking lot and not the City's major thoroughfare of North Dixie Highway 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(l); 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 graduates throwing their caps at Bryant Park, some flora, and a craftsman. 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 Carlton Jones, an artist who has over nine years of experience in working with various art mediums. 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, 1032 North Dixie Highway is not applying for a Conditional Use Permit. Therefore, this criterion is not applicable.

CONCLUSION AND CONDITIONS

The proposed mural's location, design and installation appear to be generally consistent with the City's Land Development Regulations as conditioned. The conditions are outlined below:

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1. The applicant shall apply for a City of Lake Worth Beach building permit for the installation of all murals included within PZB 22-00000018.
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 22-00000018 for a **mural** installation for the structure located at **1032 North Dixie Highway**. The application meets the mural criteria based on the data and analysis in the staff report.

I MOVE TO DISAPPROVE PZB PROJECT NUMBER 22-00000018 for a **mural** installation for the structure located at **1032 North Dixie Highway**. 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