



MEMORANDUM DATE: February 5, 2020

AGENDA DATE: February 12, 2020

TO: Chair and Members of the Historic Resources Preservation Board

RE: **513 - 515 Lake Avenue**

FROM: Jordan Hodges, Senior Preservation Coordinator
Abraham Fogel, Preservation Planner
Department for Community Sustainability

TITLE: **HRPB Project Number 19-00000010:** Consideration of a request for Mural Installation for the contributing structure located at **513 - 515 Lake Avenue**; PCN#38-43-44-21-15-023-0141. The subject property is located in the Downtown (DT) Zoning District and the Old Town Local Historic District.

OWNER: Robert Mandell
513 515 Lake Avenue LLC
5550 Homeland Road
Wellington, Florida 33449

APPLICANT: Maria Paz
Art Studio Café LLC
515 Lake Avenue
Lake Worth Beach, Florida 33460

BACKGROUND

The subject property at 513 - 515 Lake Avenue was constructed c.1952 in the commercial Mid-Century Modern architectural style. The structure has street frontage on Lake Avenue to the north. Local prominent architect Edgar Wortman designed the structure at a cost of \$21,000. The original architectural drawings are located within the City's property files and are included in this report in **Attachment B**. The architectural drawings for the structure illustrate a single-story, three-bay commercial building of masonry construction with a flat roof. Character defining features of the building include a stone veneer on the front façade, large plate glass storefront windows with jalousie vents at the top, aluminum detailing, and a recessed parapet designed to accommodate signage. City building permit records indicate the structure was constructed as a two-bay commercial building instead of three-bays as indicated in the original architectural drawings. The building has been subject to significant alterations overtime, which include interior renovations, awning installation, and exterior alterations that removed original character-defining features from the front façade. Overall, the structure retains a moderate degree of historic integrity of location, setting, and design.

REQUEST:

The Applicant, Maria Paz, has submitted a request for a mural installation on the east elevation facing South M Street. A general project description, a rendering of the proposed mural, and a resume have been submitted. These items have been included in this report as **Attachment C**. Maria Paz, is a local artist, who currently runs the Art Studio Café, located at 515 Lake Avenue. She is proposing to sketch out

and supervise the painting of the mural. As stated in the application, community volunteers would paint the mural, while under the supervision of Maria Paz to ensure that it matches the rendering. Current photos of the building are included as **Attachment D**.

ANALYSIS:

Zoning

Staff has reviewed the documentation and materials provided and has outlined the applicable guidelines and standards found in the City of Lake Worth Beach Land Development Regulations (LDRs) concerning mural installation.

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.*

The Code regulations also require that the design of the mural must meet the requirements of Section 23.2-31(l), which defines community appearance standards and 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.

Staff response: The proposed mural generally appears to be of good taste and good design. The mural rendering is titled, “Saturday at Lake Worth Beach.” It illustrates various people enjoying a day at the beach. The proposed mural generally meets the intent of the City’s Comprehensive Plan and 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.

Staff response: The mural is assigned to Maria Paz, a local artist, who runs an art studio at the subject property. Based on the artist biography submitted, Maria Paz has had art displayed in local galleries, exhibitions, and art shows in Boynton Beach, Fort Lauderdale, Palm Beach Gardens, West Palm Beach, Orlando, Miami, and Lake Worth Beach. In addition to her experience, she specializes in acrylic and oil painting, which appear to be high quality, not causing 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.

Staff response: The surrounding area of the subject property includes a mix of residential and commercial buildings, and generally appear 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.

Staff response: The subject property, 513 - 515 Lake Avenue, is not applying for a Conditional Use Permit. Therefore, this criterion is not applicable to this application.

Historic Preservation

It is the analysis of Staff that the project as proposed is generally compatible with the review criteria set forth in the City's Land Development Regulations, Historic Preservation Ordinance, Section 23.5-4.

Historic commercial structures often utilized murals on the side and rear elevations in downtown commercial core areas in order to advertise products or to add artistic beauty and interest within the downtown. Murals on the front of structures in historic commercial downtowns are atypical. The primary facades of these structures were typically reserved for signage and were not ornamented with murals so that the architectural details on the storefront facades could be readily visible. The proposed mural will be installed on the east (side) elevation, fronting South M Street. It is Staff's analysis that the mural location is appropriate for the Old Town Local Historic District.

Comprehensive Plan

The proposed mural is compatible with the following portion of the City of Lake Worth Beach's Comprehensive Plan:

Goal 1.3: To preserve and enhance the City's character as a quality residential community and business center within the Palm Beach County urban area.

Staff response: The surrounding area of the subject property includes a mix of residential and commercial buildings. The proposed mural appears to be in harmony with the surrounding uses and other murals that exist elsewhere in the city's urban area.

PUBLIC COMMENT

At the time of publication of the agenda, Staff has received no written public comment.

CONSEQUENT ACTION:

Approve the Mural application; approve the application with conditions; continue the hearing to a date certain to request additional information; or deny the application.

Mural Installation

If the Board chooses to approve the Mural application, Staff suggests the following conditions:

- 1) This approval does not include any physical alterations to building exteriors aside from paint application.
- 2) Prior to the mural being installed, the applicant shall apply for a City of Lake Worth Beach building permit.
- 3) Unless a time extension is granted in accordance with Code, this application shall expire one year from Historic Resources Preservation Board Approval.
- 4) Prior to the completion of the proposed mural, a Mural Removal Agreement shall be entered between the applicant and the City of Lake Worth Beach for each mural. This removal agreement shall be recorded with The Clerk and Comptroller of Palm Beach County.

POTENTIAL MOTIONS:

I MOVE TO **APPROVE** HRPB Project Number 19-00000010: Consideration of a request for mural installation for the contributing structure located at **513 - 515 Lake Avenue**, with the conditions as recommended by Staff, based upon the competent substantial evidence, and pursuant to the City of Lake Worth Beach Land Development Regulations Sections 23.5-1(e)13, 23.2-31(l) and 23.5-4.

I MOVE TO **DENY** HRPB Project Number 19-00000010: Consideration of a request for mural installation for the contributing structure located at **513 - 515 Lake Avenue**, because the Applicant has not established by competent substantial evidence that the application is in compliance with the City of Lake Worth Beach Land Development Regulations Sections 23.5-1(e)13, 23.2-31(l) and 23.5-4.

ATTACHMENTS:

- A. Location Map – 513 - 515 Lake Avenue
- B. Property File Documentation
- C. Mural Application
- D. Current Photos

ATTACHMENT A

