

PLANNING AND ZONING BOARD REPORT

PZB Project Number 25-0000034: Request by Elsi Torrealba for the approval of previously installed murals located on all building façades at 301 North Dixie Highway. The subject site is zoned Mixed Use – Dixie Highway (MU-DH) and has a future land use designation of Mixed Use – East (MU-E).

Meeting Date: March 4, 2026

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Property Owner: Zapeta 301 N Dixie Hwy
Investment LLC

Applicant: Elsi Torrealba

Address: 301 North Dixie Highway

PCN: 38-43-44-21-15-084-0281

General Location: West 300 block of North
Dixie Highway

Existing Land Use: Commercial (Restaurant)

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), and for consistency with the Comprehensive Plan and Strategic Plan. The proposed murals are consistent with the City's Comprehensive Plan and Strategic Plan. As conditioned, the murals comply with the applicable Land Development Regulations, with the exception of the proposed mural on the east façade, which requires Board consideration due to its location facing a major thoroughfare, and the commercial messaging on the west façade, which will be addressed through a separate building permit for wall signage. Accordingly, staff recommends that the Board evaluate the appropriateness of the mural location proposed on the east façade, as well as the remaining murals. Should the Board choose to approve the request, the staff recommended conditions of approval are provided on page 4 of this report.

A rendering of the mural and additional information including the mural specifications, artist information for Daniela Sanchez Vegas, and a justification statement are included as **Attachment A**.

PROJECT DESCRIPTION

Elsi Torrealba, applicant, is requesting approval for the multiple, previously installed murals on all façades of the building, including commercial messaging on the west façade, which will be considered a wall sign, at 301 North Dixie Highway. The mural is an artistic representation inspired by Guatemalan culture and tradition. It has been carefully designed to reflect themes of community, heritage, and unity. The artwork features a Guatemalan bird, lady with skull face (La Calavera Catrina, symbolic of the Day of the Dead celebrated in Mexico and Guatemala), flowers, and landscape composed in a way to welcome everyone while being visually harmonious with the surrounding area. The mural will be painted using high-quality Sherwin Williams paints, ensuring durability and vibrant, long-lasting color. The subject property is located on the west 300 block of North Dixie Highway.

PUBLIC COMMENT

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

BACKGROUND

Below is a summary of the property based on Palm Beach Property Appraiser's records and City records:

Construction: The existing structure was originally built as a restaurant in 1968.

Use: The property has maintained an active business license from 2000-2025 for a restaurant. The use and occupancy inspection for the 2026 business license did not pass due to the addition of murals without permits.

Code Compliance: The property currently has an active code violation related to the existing murals. Approval of the proposed murals, along with issuance of a wall sign permit for the west façade, will bring the property into compliance with the outstanding violation.

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 programs." 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.*

Staff Analysis: The proposed murals are in the MU-DH zoning district and meets the intent of this criterion.

- *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.*

Staff Analysis: The proposed murals are located on all façades of the building. The mural on the east (front) facade will face Dixie Highway; the Planning and Zoning Board will need to consider whether the proposed mural location is appropriate. This mural has text saying “Viva la Vida!” which translates to “Long Live Life” next to a painting of a hummingbird.

The remaining three murals are located on façades that do not face a major thoroughfare and are not subject to this restriction; as such, the Board may consider approval of these murals independently of the mural proposed on the east façade. Staff has added a condition for the applicant/property owner to remove the mural facing Dixie Highway on the east façade if the Planning & Zoning Board does not deem the location appropriate, while the murals on the remaining façades may proceed in accordance with this approval.

- *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: There is commercial message on the west side of the building façade that will be considered a wall sign. Staff has added a condition of approval that the text “Lupitas” will require a separate building permit for a sign and shall meet all the land development regulations for a wall sign.

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 installation generally appears to be of good taste and good design. The mural is an artistic representation inspired by Guatemalan culture and tradition. It has been carefully designed to reflect themes of community, heritage, and unity. The artwork features a Guatemalan bird, lady with skull face (La Calavera Catrina, symbolic of the Day of the Dead celebrated in Mexico and Guatemala), flowers, and landscape composed in a way to welcome everyone while being visually harmonious with the surrounding area. The design was created by the artist Daniela Sanchez Vegas. The mural is consistent with 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 was painted by Daniela Sanchez Vegas. The mural was painted using high-quality Sherwin Williams paints, ensuring durability and vibrant, long-lasting color. The required mural removal agreement ensures that any deterioration that is not remedied would require removal of the mural. Therefore, the proposed mural appears to be of a high quality and is not anticipated to 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 the 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 the mural installation generally appears to be in harmony with murals that exist elsewhere in the City.

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

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

CONCLUSION AND CONDITIONS

Staff is recommending approval of the proposed murals installation based on the board determining if the location is appropriate as it is in conformity with good taste and design; and is in harmony with the area as required by and consistent with the City's Land Development Regulations. Staff has drafted conditions of approval for the proposed mural installation request, outlined below:

Planning and Zoning

1. The applicant shall apply for a City of Lake Worth Beach building permit for the installation of the mural.
2. Approval of the mural located on the east façade facing Dixie Highway shall be at the discretion of the Planning and Zoning Board; if not approved, the applicant shall remove the east façade mural, while the murals on the remaining façades may proceed in accordance with this approval.
3. The text "Lupitas" on the west façade shall require a separate building permit and must comply with all applicable Land Development Regulations for wall signage.
4. This approval does not include any physical alterations to the building's exterior aside from mural installation.
5. Prior to the approval of the building permit, a mural removal agreement shall be entered between the applicant and the City of Lake Worth. The applicant shall record the removal agreement with the Clerk and Comptroller of Palm Beach County.

BOARD POTENTIAL MOTION:

I MOVE TO APPROVE PZB PROJECT NUMBER 25-00000034 for **mural** installation on the north, south, and west building façades located at **301 North Dixie Highway**, and the east façade facing Dixie Highway. The application meets the mural criteria based on the data and analysis in the staff report.

I MOVE TO APPROVE PZB PROJECT NUMBER 25-00000034 for **mural** installation on the north, south, and west building façades located at **301 North Dixie Highway**, excluding the east façade facing 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 25-00000034 for **mural** installation on all building façades located at **301 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 Murals. The Applicant may appeal the Board's decision to the City Commission.*

ATTACHMENTS

- A. Supporting Documents (application, mural renderings, justification statement, artist credentials, etc.)