



DEPARTMENT FOR COMMUNITY SUSTAINABILITY
Planning Zoning Historic Preservation Division
1900 2ND Avenue North
Lake Worth Beach, FL 33461
561-586-1687

HISTORIC RESOURCES PRESERVATION BOARD REPORT

HRPB Project Numbers 26-00100160 and 26-00000008: Consideration of a Certificate of Appropriateness (COA) and planning/zoning application for installation of a mural at 728 Lake Avenue. The subject site is zoned Downtown (DT) and has a future land use designation of Downtown Mixed Use (DMU). The subject property is a contributing resource in the Old Town Historic District.

Meeting Date: July 8, 2026

Owner: 728 Lake Ave Holdings LLC

Applicant: Lake Worth Beach CRA

Address: 728 Lake Ave

PCNs: 38-43-44-21-15-508-0150

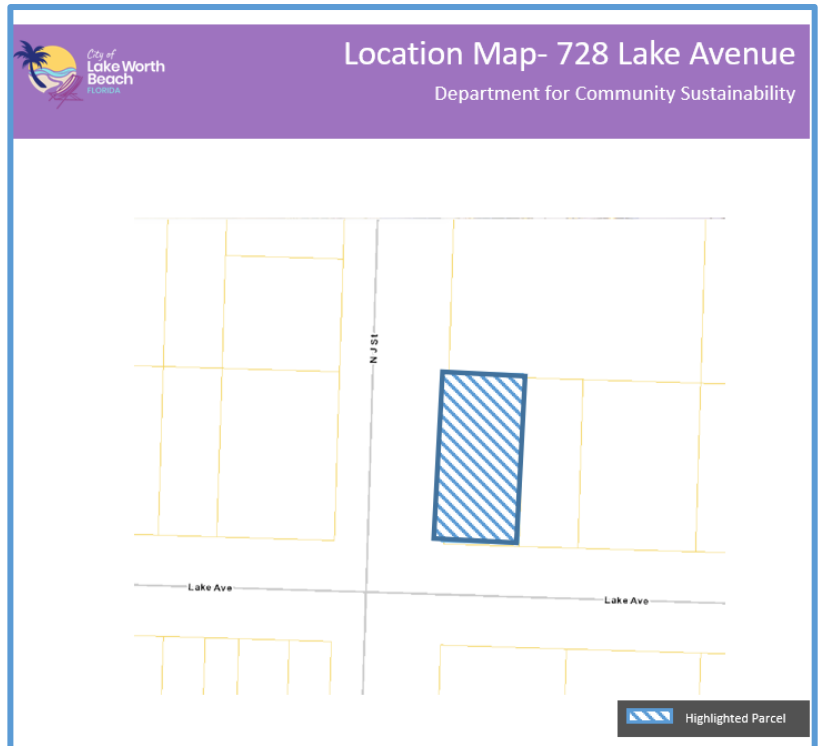
General Location: Northeast corner of Lake Avenue and North J Street

Existing Land Use: Vacant commercial

Current Future Land Use Designation:
Downtown Mixed Use (DMU)

Zoning District: Downtown (DT)

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), Historic Preservation Ordinance and for consistency with the Comprehensive Plan. The proposed mural design is consistent with the Comprehensive Plan, Strategic Plan, and LDRs as conditioned. Therefore, staff recommends **approval with conditions**. Renderings of the mural designs, artist credentials, and a justification statement are included as **Attachment A**.

PROJECT DESCRIPTION

The applicant, the Lake Worth Beach Community Redevelopment Agency, on behalf of the property owner, 728 Lake Ave Holdings LLC, is requesting approval for a mural installation on the rear (north) alley-facing façade of the building at 728 Lake Avenue; this request includes both a planning/zoning application and a Certificate of Appropriateness (COA) application. The proposed mural is part of the CRA's "Find your Flavor, Find it Downtown" campaign (<https://findyourflavorlwb.com/>) a culinary-focused initiative that highlights local restaurants and promotes Downtown Lake Worth Beach as a dining destination. The proposed mural was designed by Jacober Creative, with installation to be performed by artist Andres Pico. The subject property is located in the Downtown (DT) zoning district and has a Future Land Use (FLU) designation of Downtown Mixed Use (DMU).

PUBLIC COMMENT

At the time of publication, staff has not received any letters of support or opposition for this application.

BACKGROUND

The property at 728 Lake Avenue was constructed c.1925 in the Masonry Vernacular architectural style and has served as a commercial structure for the entirety of its history according to available City records.

A previous mural was approved by the City's Planning Board for the north façade of the structure in 1994 (#94-16) which at the time housed the business Island Water Sports. Streetview imagery suggests that a mural further existed in this location between approximately 2007-2011 but was painted over sometime between 2011-2014. The property is currently vacant.

ANALYSIS

Consistency with the Comprehensive Plan and Strategic Plan

Both the Future Land Use Element and the Economic Development Element of the City's Comprehensive Plan have 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, a fence or a wall." The analysis for the mural is provided in this section below and is consistent with the installation criteria located in Attachment B.

LDR Section 23.4-27 provides standards and requirements for mural and sculpture installation within the City. This section was recently updated (Ord. 2026-02) to adjust the review criteria and requirements for murals and sculptures, the HRPB should carefully note that the new criteria which are included below are newly-adopted and will slightly differ from the criteria under which previous murals were approved.

Regarding placement, location, and size of murals and sculptures, generally:

Section 23.4-27(d); Design: *All murals and sculptures attached to structures shall be designed in a matter that complements, supports and harmonizes with the proposed and/or existing architecture and using durable materials suited for display outdoors.*

Staff Analysis: The proposed mural incorporates design elements that harmonize with the existing architecture and do not detract from the character of the historic structure. The proposed mural features durable materials and will be suited for display outdoors.

Section 23.4-27(e); Installation: Any mural or sculpture attached to structures shall be installed: 1. In strict conformity with approved plans and any special conditions; 2. By an artist, sculptor, artisan, painter, craftsman or similarly qualified person as demonstrated through related experience, talent, expertise, training, and/or education; 3. Properly and safely applied or affixed to the structure's surface, using proper sealant, exterior paint, and/or other materials; 4. Suitably weatherproofed and protected against deterioration; and 5. In a manner that allows for maintenance in accordance with subsection (j). 6. Maximum height may extend the existing or proposed structure by up to ten (10) feet, provided the total height does not exceed maximum height allowed in the corresponding zoning district.

Staff Analysis: Installation criteria are addressed in **Attachment B** below, the proposed mural meets all of the above criteria for installation.

Section 23.4-27(f); Location: Murals and sculptures shall be allowed throughout the city; however, they shall not be permitted on street facing facades of buildings or structures along any of the City's Major Thoroughfares or within the Downtown (DT) zoning district, except only upon findings by the planning and zoning board or historic resources preservation board, as applicable that the mural or sculpture complies with the major thoroughfare design guidelines and/or the historic preservation design guidelines, as applicable.

Staff Analysis: The proposed mural is located within the Downtown zoning district and can be viewed from North J Street, a designated Major Thoroughfare. The Major Thoroughfare Design Guidelines encourage connecting public art installations to businesses in order to develop a sense of local identity and begin to tell stories of the culture, community, and history of the City, whenever possible. They further identify that murals can be used to bring visual interest to older, bland buildings. The proposed mural directly supports these goals by creating a mural installation that ties in to the cultural identity of Lake Worth Beach as a dining destination, and provides additional visual interest on the rear façade of an historic structure that is currently under-utilized. Therefore, the proposed mural does meet the requirements for facades along major thoroughfares within the City. Further analysis of the mural's consistency with the historic preservation design guidelines is included below.

Section 23.4-27(g) Murals and sculptures attached to structures, Criteria required for approval:

The Land Development Regulations require all murals and sculpture requests to be analyzed for consistency with Section 23.4-27(g). Staff have reviewed the application against this section which the analysis outlined as follows:

1. The mural or structure must be compatible with the existing or proposed architecture, zoning district, surrounding land uses, and adopted comprehensive plan policies

Staff analysis: The proposed mural incorporates design elements that complement the existing building façade and contribute to the visual character of the area. The mural is compatible with the surrounding land uses and is consistent with the City's policies supporting public art. **Meets Criterion.**

2. The mural or sculpture must be scaled in proportion to the area of the wall of the structure on which it will be attached and not obscure or alter primary architectural features of the structure

Staff analysis: The proposed mural is scaled proportionately to the wall area on which it will be installed and does not extend beyond the boundaries of the façade. In addition, the mural does not obscure or alter any primary architectural features of the building, as it is located on a blank rear facade. **Meets Criterion.**

3. The mural or sculpture must not create a safety hazard or obstruct visibility, access, or traffic control devices.

Staff analysis: The proposed mural will be painted directly onto the existing building façade and does not project into any pedestrian or vehicular circulation areas. The mural does not create any obstruction or a safety hazard.

Meets Criterion.

Section 23.4-27 (h); Signs: *Murals and sculptures are not intended to function as signage. Murals or sculptures that contain shall be considered signs and shall comply with Section 23.5-1 of these LDRs.*

Staff Analysis: There are no commercial messages included in the mural that are specific to any local business. The mural is intended to promote Downtown Lake Worth Beach as a whole and to encourage both locals and visitors to explore what the area has to offer.

Section 23.2-31(l) – Community Appearance Criteria: All site development, structures, buildings or alterations to site development, structures or buildings shall demonstrate proper design concepts, express honest design construction, be appropriate to surroundings, and meet the following 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 proposed mural design generally appears to be of good taste and good design. The mural features a young woman on a scooter, surrounded by a backdrop of pasta and other food items. The text of the mural reads “Find your Flavor; Find it Downtown Lake Worth Beach”. This mural generally contributes to the image of the City as a destination for culture and dining, and provides a vibrant and approachable character.

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 appears to be of a sufficient quality as to not cause harm to the local environment. The applicant has indicated the proposed muralist is Andres Pico, through the Jacober Creative branding and marketing agency.

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 buildings, and the proposed designs 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.

Analysis: Not applicable; the subject property is not applying for a Conditional Use Permit.

Section 23.5-4(k) – Guidelines for Alterations and Additions: In approving or denying applications for certificates of appropriateness for alterations and additions, the city shall consider the following additional guidelines:

- A. Is every reasonable effort being made to provide a compatible use for a property that requires minimal alteration of the building, structure or site and its environment, or to use the property for its originally intended purpose?

Analysis: Not applicable; no change of use is proposed for the property/structure in the subject application.

- B. Are the distinguishing original qualities or character of a building, structure or site and its environment being destroyed? The removal or alteration of any historic material or distinctive architectural features shall be avoided whenever possible.

Analysis: The installation of a new mural on the rear (north) elevation of 728 Lake Avenue will not destroy or remove any distinguishing original qualities, character, or distinctive architectural features of the historic building. The mural will be applied to the façade of the structure and will be entirely removable, therefore not altering or destroying any distinctive historic materials or features.

- C. Is the change visually compatible with the neighboring properties as viewed from a primary or secondary public street?

Analysis: The proposed mural is located on the rear façade of the structure at 728 Lake Avenue, and will be visible from North J Street. 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. The proposed mural location is visually compatible with neighboring properties, and will not have an impact on the property as viewed from either Lake Avenue or North J Street.

- D. When a certificate of appropriateness is requested to replace windows or doors the HRPB or development review officer, as appropriate, may permit the property owner's original design when the city's alternative design would result in an increase in cost of twenty-five (25) percent above the owner's original cost. The owner shall be required to demonstrate to the city that:
1. The work to be performed will conform to the original door and window openings of the structure; and
 2. That the replacement windows or doors with less expensive materials will achieve a savings in excess of twenty-five (25) percent over historically compatible materials otherwise required by these LDRs. This factor may be demonstrated by submission of a written cost estimate by the proposed provider of materials which must be verified by city staff; and
 3. That the replacement windows and doors match the old in design, color, texture and, where possible, materials where the property is significant for its architectural design or construction.
 4. If the applicant avails himself of this paragraph the materials used must appear to be as historically accurate as possible and in keeping with the architectural style of the structure.

Analysis: Not applicable; the subject application does not include window or door replacement.

CONCLUSION AND CONDITIONS

The proposed mural design is appropriately located on the north façade of 728 Lake Avenue; 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. The proposed mural will not affect or alter the existing historic material of the structure, and will promote public art in the Downtown core of Lake Worth Beach. Therefore, staff recommends approval of the application with the conditions outlined below.

Conditions of Approval:

1. The applicant shall apply for a City of Lake Worth Beach building permit for the installation of the mural.
2. This approval does not include any physical alterations to the building's exterior aside from mural installation.

BOARD POTENTIAL MOTION:

I MOVE TO APPROVE HRPB Project Numbers 26-00100160 and 26-00000008 with staff-recommended conditions for **mural** installation for the structure located at **728 Lake Avenue**. The application meets the mural and certificate of appropriateness criteria based on the data and analysis in the staff report.

I MOVE TO DISAPPROVE HRPB Project Numbers 26-00100160 and 26-00000008 for **mural** installation for the structure located at **728 Lake Avenue**. The project does not meet the mural or certificate of appropriateness criteria for the following reasons [Board member please state reasons.]

Consequent Action: *The Historic Resources Preservation Board's decision will be final decision for the mural. The Applicant may appeal the Board's decision to the City Commission.*

ATTACHMENTS

- A. Application Package, Proposed Mural Designs, Artists Credentials, and Justification Statement
- B. Installation requirements for new murals and sculptures

ATTACHMENT B – Installation requirements for murals and sculptures

Section 23.4-27(e) Installation. Any mural or sculpture attached to structures shall be installed:	Analysis
1. <i>In strict conformity with approved plans and any special conditions.</i>	In compliance
2. <i>By an artist, sculptor, artisan, painter, craftsperson or similarly qualified person as demonstrated through related experience, talent, expertise, training, and/or education.</i>	In compliance
3. <i>Properly and safely applied or affixed to the structure's surface, using proper sealant, exterior paint, and/or other materials.</i>	In compliance
4. <i>Suitably weatherproofed and protected against deterioration</i>	In compliance
5. <i>In a manner that allows for maintenance in accordance with subsection (j)</i>	In compliance
6. <i>Maximum height may extend the existing or proposed structure by up to ten (10) feet, provided the total height does not exceed maximum height allowed in the corresponding zoning district.</i>	Not applicable