



DEVELOPMENT SERVICES

BUILDING | HISTORIC PRESERVATION | PLANNING & ZONING

PUBLIC ARTS ADVISORY BOARD STAFF REPORT

Iron Valor CrossFit

Meeting	File No.	Application Type
June 24, 2025	2025-165-MUR-PAAB	1 Mural Permit Application
Property Owner	Applicant /Agent	
360 NE 4th Street, LLC-Jeremy Stein	Jeremy Stein	
Request		

Consideration of the installation of one mural located at 360 NE 4th Street.

General Data

Location: 360 NE 4th Street

PCN: 12-43-46-16-05-097-0011

Property Size: 0.28 acres

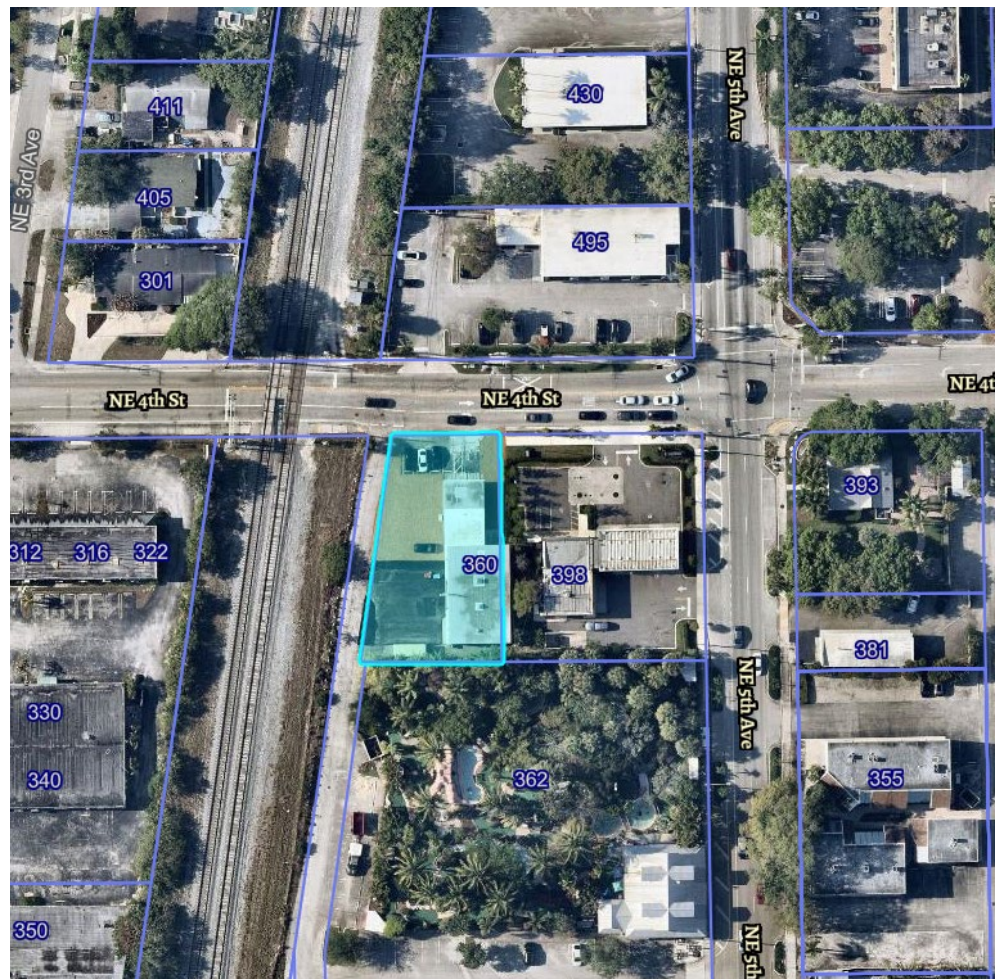
Land Use Designation: Commercial Core (CC)

Zoning District: Central Business District (CBD), Central Core Sub-district (CC)

Adjacent Zoning:

North, South, East and West – Central Business District (CBD), Central Core Sub-district (CC)

Existing Use: Retail/Warehouse



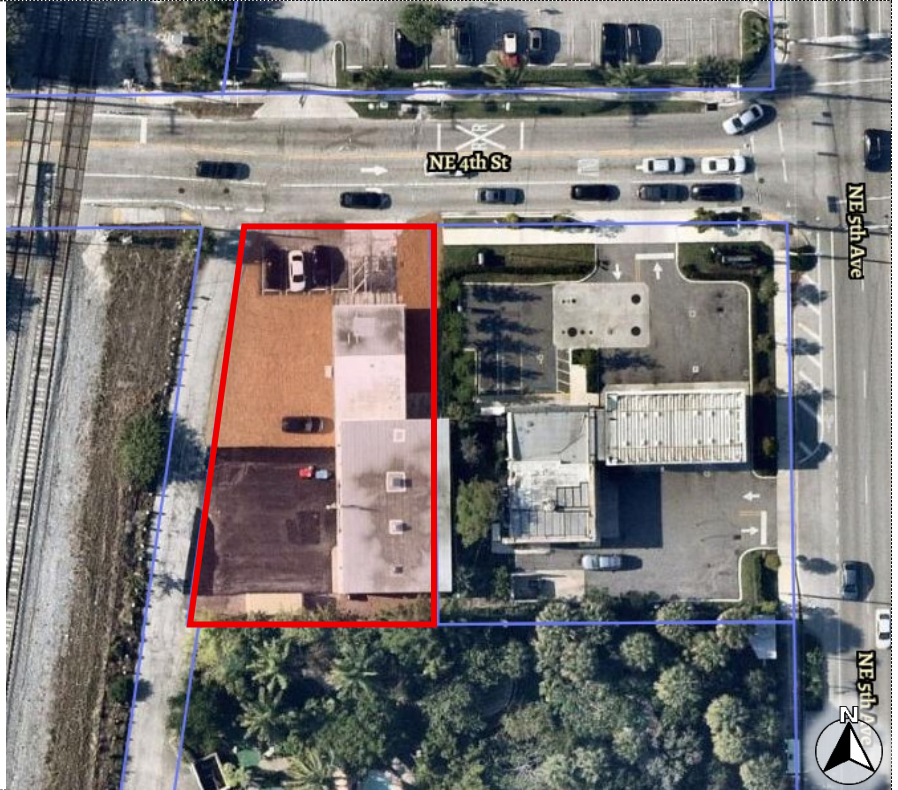
Background

The subject property is located directly East of the FEC Railway on NE 4th Street. The site is approximately 129 feet west from NE 5th Avenue. The 0.28-acre site is located within the Central Business District (CBD) zoning district and a one-story office building with an attached warehouse towards the rear. A summary of the development history is outlined below:

1946-1981: Construction of the development occurred between 1946 and 1981 with a total square foot of 3,673.

04/06/2016: Wheels from the Heart, previous business was subject to a code violation due to a color change that wasn't approved by the Site Plan Review and Appearance Board.

11/30/2016: The Site Plan Review and Appearance Board approved a class I color change application related to the previous code violation.



Description of Request

LDR Section 2.1.8(E)(5), Duties, powers, and responsibilities.

Board Actions

The following duties, powers, and responsibilities shall be carried out by the Public Art Advisory Board: The Board shall take action on all requests for the installation of murals on property not located within a historic district or on any individually designated site listed on the Local Register of Historic Places.

LDR Section 2.1.8(F), Final Actions.

All decisions may be appealed to the City Commission, pursuant to the procedures of [Chapter 2](#).

Pursuant to **LDR Section 8.5.3(C)(3)**, each **façade** is limited to **one** mural and may continue across a contiguous wall provided that the image or theme is consistent throughout. Each façade or surface included in the mural shall require a separate mural permit application.

The existing building has a total of 6 façades. A “façade” is considered the exterior surface or face of a building. Therefore, each flat surface of the exterior wall of the building is considered a distinct façade.

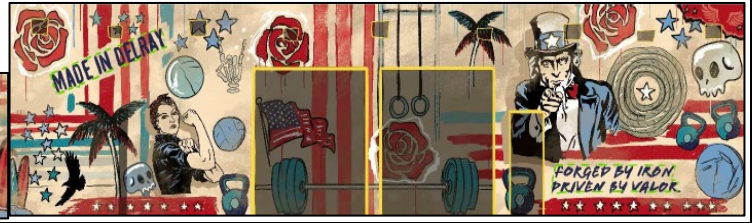
The request is to allow the installation of one mural across the entire west façade of the existing building located at 360 NE 4th Street.

Pursuant to **LDR Section 8.5.2(A)**, the nine (9) criteria shall be utilized, and a positive finding must be made for the Board to approve the requested mural application, whether located on private or public property.

The following review for the mural is below.



(File No. 2025-165)



Office (lower):

Dimensions: 8 feet high by 41.7 feet wide (333.6 square feet)

Coverage: 100% of the façade

Text Limit: 5% = 16.68 square feet

Proposed Text: 13 sq ft (3.89%)

"We Want You": 0.5'x2'= 1 sq ft

"Forged by Iron Driven by Valor": 1.5'x5.5'= 8.25 sq ft

"Delray": 0.5'x3.5" = 1.75 sq ft

"Made in Delray": 1'x2'=2' sq ft

Warehouse(taller):

Dimensions: 13.75 feet high by 64.7 feet wide (889.6 square feet)

Coverage: 100% of the façade

Text Limit: 5% = 44.48 square feet

Proposed Text: 38 sq ft (4.3%)

"Made In Delray": 12'x1.5'= 18 sq ft

"Forged By Iron, Driven By Valor": 2'x10'= 20 sq ft



The mural on the lower façade (office) measures approximately 8 feet in height and 41.7 feet in width, covering the entire surface area. It features an Americana aesthetic, characterized by a predominant color palette of red, white, and blue. The design draws inspiration from both American history and Delray Beach's cultural legacy. Prominent elements include the historic train depot, which references the site's location adjacent to the Florida East Coast (FEC) railway and highlights the significance of this train depot owned by the historic preservation trust that is now used as a surf shop (see image below). The mural also incorporates images such as Delray Beach's Ocean waves, surfboards, and palm trees, symbols that celebrate the city's coastal identity. Additional components include the American flag and motivational words that reinforce themes of patriotism and resilience. Finally, Crossfit equipment is integrated into the design, directly connecting the mural to the business' function and purpose.

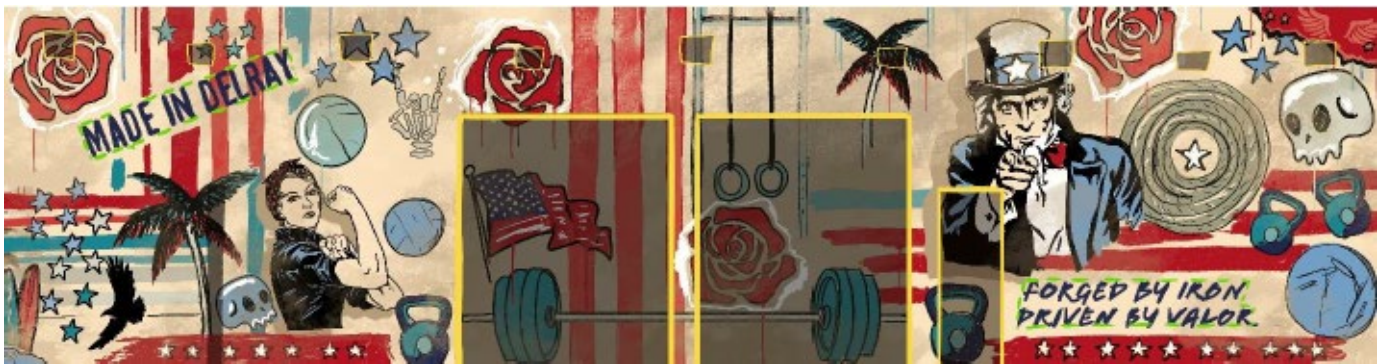
The mural on the warehouse façade measures approximately 13.75 feet in height and 64.7 feet in width, covering the entire surface area. The design reflects an Americana aesthetic, with a dominant color palette of red, white, and blue. Drawing inspiration from American history and culture, the mural features icons such as Uncle Sam and a young woman in vintage attire, symbolizing American society during the 1940s and conveying themes of patriotism, courage, and resilience. Additional elements, such as palm trees and motivational phrases, align with the business' purpose to inspire physical fitness and personal empowerment. The mural also includes references to Delray's local culture, such as the phrase "Made in Delray," along with visual elements like surfboards, palm trees, and volleyballs that evoke a distinctly Floridian atmosphere. Symbols related to fitness such as weights and lifting equipment further reinforce the imagery of the business context with the inclusion of the "forged by iron, driven by valor" further emphasized by the use of motivational words and affirmations associated with a CrossFit gym.



A mural is defined in the LDR as "an original, one-of-a-kind unique mosaic, painting, or graphic art or combination thereof (including collage effects) that is professionally applied to aesthetically enhance the exterior of a building and does not contain any brand name, product name, letters of the alphabet spelling or abbreviating the name of any product, company, profession, or business, or any logo, trademark, trade name, or other commercial message." Furthermore, **LDR Section 8.5.3(C)(4)**, the mural shall be

predominantly pictorial, with text limited to no more than 5 percent of the proposed mural size, except for text used to create the graphic.

While the mural generally meets the LDR requirements, the Board shall consider whether the context of the text is used to create the graphic and is appropriate and promotes a constructive dialogue and uplifting mood or is the text used to brand a name or utilized as a commercial message.



Mural Analysis

There are specific criteria for the Board to consider when taking action on mural requests. The following board criteria and technical criteria are listed below.

LDR Section 8.5.2(A) – Criteria for Board Action.

The following guidelines are to be utilized when making a recommendation or acting on a request for the installation of public art, whether located on private or public property: If the following criteria are not met, the application shall be disapproved:

- (1) Whether the proposed public art conforms to the definition of **public art**;
- (2) Whether the proposed public art is **compatible with the neighborhood** and not injurious to the neighborhood or otherwise detrimental to the **public welfare**;
- (3) Whether the proposed public art presents a safety hazard to the public;
- (4) Whether the proposed public art is of **exceptional quality and enduring value**;
- (5) Whether the proposed public art serves to further the City's goal of promoting **cultural diversity**;
- (6) Whether the proposed public art is **appropriate to the site**;
- (7) Whether the proposed public art should be **installed at the proposed location on a site or at a different location**;
- (8) Whether the proposed public art requires **extraordinary maintenance**, such as any special servicing due to periodic adjustment, repairing, or repair or replacement of moving parts.
- (9) Whether the proposed public art conforms with all other applicable aspects of the LDRs.

The following analysis is provided that includes the board criteria listed above, and the technical criteria listed below.

LDR Section 8.5.3(A), Location

Murals may be proposed on a façade, flat top roof, parking deck, perimeter walls or fences, or dumpster enclosures of any building or structure on a property not located in a historic district or individually designated on the Local Register of Historic Places but that:

- (a) Faces a railroad right-of-way;*
- (b) Faces Interstate 95;*
- (c) Is located within the **Central Business District (CBD)**, Community Facilities (CF), Industrial (I), Light Industrial (LI), Mixed Industrial and Commercial (MIC), Mixed Use Residential Office and Commercial (MROC), General Commercial (GC), Planned Commercial (PC), Neighborhood Commercial (NC), Planned Office Commercial (POC), Professional Office District (POD), Open Space and Recreation (OSR), or Special Activities District (SAD) zoning districts.*

The subject property is located within the CBD zoning district and features a single-story building with a warehouse addition towards the rear, fronting the FEC Railway to the west.

LDR Section 8.5.3(B), Design and installation

Each mural shall be designed and installed with techniques and/or materials that do not permanently damage the facade of the building. Murals are also subject to compliance with the applicable requirements of the Florida Building Code any other applicable local, state, or federal regulations.

LDR Section 8.5.3(C), Placement and Design requirements

All murals must meet the following requirements:

- (1) **Coverage, size, and scale.** Murals shall be proportionate in size and scale to the building facade. A mural may cover 100 percent of the wall, provided it does not paint over windows.*
- (2) **Façade features.** Murals shall be positioned on the façade in a manner that respects architectural features. Murals shall not cover windows or mask architectural details in a manner that detracts from the architecture of the building.*
- (3) **Mural limitations.** Each facade or surface of a building or accessory structure shall have only one mural. A consistent image or theme may continue across contiguous walls; however, each facade or surface included in the mural shall require a separate mural permit.*
- (4) **Mural text size.** The mural shall be predominantly pictorial, with text limited to no more than 5 percent of the proposed mural size, except for text used to create the graphic.*
- (5) **Signage and commercial messaging.** Signage and commercial messaging in murals are regulated in accordance with Section 4.6.7.*
- (6) **Illumination.** Murals may be illuminated only by indirect lighting. Any proposed illumination shall be accompanied by a photometric plan as set forth in Section 2.4.3(B)(17) that demonstrates compliance with Section 4.6.8. Illumination shall not continue after 11:00 pm. Internal illumination, blinking lights, and flashing lights are prohibited.*
- (7) **Preservation and maintenance.** Applicants must provide a preservation and maintenance plan for the proposed mural.*
- (8) **Public safety.** Mural faces may not have any moving or animated parts, or any other electronic movements. Murals may not be illuminated in such a manner so as to cause glare or to impair the vision of motorists or otherwise distract motorists and interfere with their ability to safely operate their vehicles.*
- (9) **Compliance with laws.** Murals must comply with all applicable laws, rules and regulations of the federal, state and county governments. Any proposed amendments to this section must be consistent with applicable federal, state and county laws and ordinances in effect at the time of such amendment.*

Per Appendix A of the LDRs, “**Public Art**” is defined as “a means of artwork or works of art including, but not limited to sculptures, integrated architectural or landscape architectural work, community art, digital media installations, or **murals**....” Therefore, the mural meets the definition of “public art” and satisfies criterion number 1 for public art consideration.

Appendix A of the LDR defines a “**mural**” as “an original, one-of-a-kind unique mosaic, painting, or graphic art or combination thereof (including collage effects) that is professionally applied to aesthetically enhance the exterior of a building or accessory structure such as a dumpster enclosure, fence, or site wall, that does **not** contain any brand name, product name, letters of the alphabet spelling or abbreviating the name of any product, company, profession, or business, or any logo, trademark, trade name, or other commercial message.”

The design of the mural is created by artist named Tiff Urquhart, a female contemporary artist born and raised in Florida. She is known for her creative boldness and her influence in merging environmental and social activism. Her work spans from street murals to high-profile commissions featuring clients like the Philadelphia 76ers and Philadelphia Eagles. The commissioned mural will be a one-of-a-kind artwork combining the Americana influence with Delray Beach cultural history while including the fitness lifestyle of grit and motivation. Bounded by a public street to the north and the FEC railway corridor to the west, the site presents high visibility from both rights-of-way that could influence this overseen corridor. This mural has the potential to transform the current west building façade into an aesthetically pleasing and vibrant style, with American and Delray’s culture artistic expression and creativity. The craftsmanship and scale of the murals will elevate the area into a more decorative site that could be warranted since the building surrounding the FEC railway lacks vibrancy, connectivity and interest. This could be a well-positioned façade to showcase Delray’s purpose to create public art outside the downtown core. Additionally, this could encourage other business owners to increase public art along buildings close to the FEC railway area.

The proposed mural covers 100 percent of the surface wall without obstructing any window openings and respects architectural features such as lighting, however, on the warehouse portion of the building; two overhead doors and a small exit door are proposed to be painted completely to incorporate the mural image. Although the façade includes nine headlights located at the upper area of the warehouse building, the purpose of those lights is to illuminate the driveway and not the proposed mural. The proposed murals do not include any electronic component, animated parts or any illumination that would cause glare to impair or distract the vision of motorists from the ability to safely operate their vehicle.

Objective NDC 2.6 Improve City Corridors
Improve the appearance and function of visually prominent or distressed corridors in Delray Beach.

OBJECTIVE HCE 3.6 Design & Social Interaction

Encourage new developments to promote social interaction through site design.

Policy HCE 3.6.3

Encourage the provision of public art and preserve and increase access to cultural resources.

The theme of the mural is a continuous Americana aesthetic style, characterized by a predominant color palette of red, white, and blue drawing inspiration from both American history and Delray Beach’s cultural legacy with glimpses of a lifestyle of lifting weights, strength, grit, and prosperity. The proposed mural does not have direct signage or commercial messaging. However, both proposed facades included the text “Forge by Valor, Driven by Valor” that might be considered a commercial signage since it promotes the business named “Iron Valor”. The Board should analyze and consider if this text should be considered as a commercial sign or part of the graphic that is an integral part of the mural style.

The applicant has provided a detailed maintenance plan for the murals, which includes annually visual assessments each spring to check for signs of fading, chipping, cracking, or other damages, and a reapplication plan every 10 years or sooner if inspection reveals diminished protection or wear. The maintenance plan also includes an annual cleaning schedule for a surface gently washed with soft brush and mild soap/water solution.

Overall, the proposed mural complies with all applicable regulations of the City of Delray Beach. The Board shall consider whether this proposed public art reflects the exceptional quality and enduring value that further serves the City’s goal of promoting cultural diversity. The Board shall further consider if the site is an appropriate location and compatible with the neighborhood or shall it be at a different location and determinantal to the public welfare. Further analysis of public art locations, as explored in the **Always Delray Comprehensive Plan**, is necessary to align with the City’s broader vision for public art.

Optional Board Actions

- A. Move **approval**, of the Mural Permit (2025-165) to install one mural on the west elevation located at **360 NE 4th Street**, by finding that the request is consistent with the Comprehensive Plan and meets criteria set forth in Chapter 8 of the Land Development Regulations.
- B. **Move approval, as amended**, of the Mural Permit (2025-165) to install one mural on the west elevation located at **360 NE 4th Street**, by finding that the request is consistent with the Comprehensive Plan and meets criteria set forth in Chapter 8 of the Land Development Regulations.
- C. Move **denial** of the Mural Permit (2025-165) to install one mural on the west elevation located at **360 NE 4th Street**, by finding that the request is inconsistent with the Comprehensive Plan and meets criteria set forth in Chapter 8 of the Land Development Regulations.
- D. Postpone