



Development Services Department

City Advisory Board Memo

Damn Good – 2019-272

The subject property is located within the CBD (Central Business District) zoning district; and consists of TOWN OF DELRAY LOTS 24 & 25 /LESS RD R/W/ BLK 109. The one-story office building was built in 1986 and consists of 4,301 SF. The current use is an advertising agency.

The request before the board is for two murals one on the front of the building (east elevation) and one to the rear of the building on a dumpster enclosure. The mural on the east elevation of the building is a pair of wings in green, blue, white and red. The background is black. The applicant's idea behind the wings is that it specifically takes the social buzz by providing interaction guidelines regarding how and where to stand for a photo opportunity.

The mural on the dumpster enclosure appears to be a type of superhero in yellow, black and red colors and reads "Delrageous".

Both murals are a result of a code enforcement action.

Application Type:
Class I Mural

Address/Location:
98 SE 6th Avenue

Zoning District/ Overlay:
(CBD) Central Business District zoning district

Applicant:
9 Squared Adventures LLC

Project Planner:
Jennifer Buce
buce@mydelraybeach.com

Advisory Board Review Date(s):
PAAB, August 26, 2019

Final Action Review Date:
SPRAB, September 11, 2019

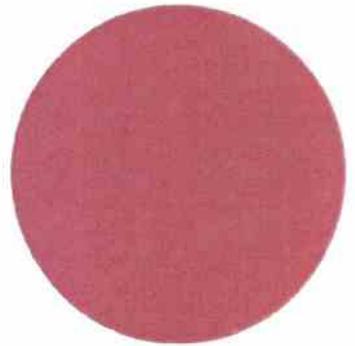
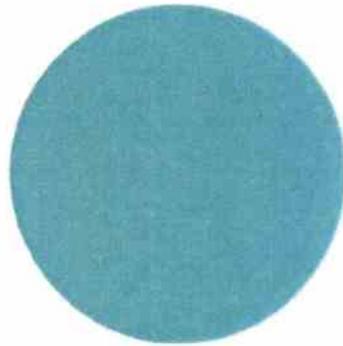
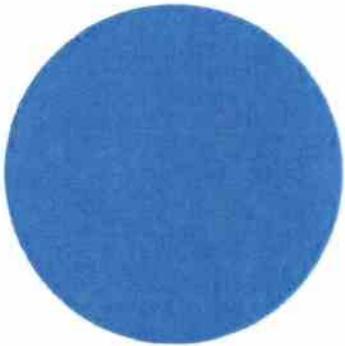
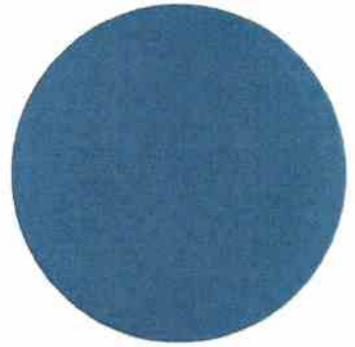
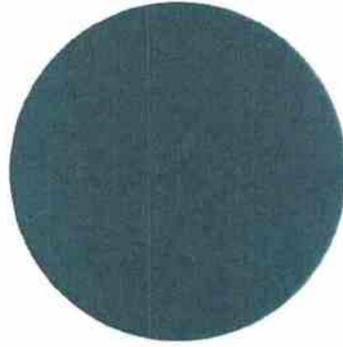
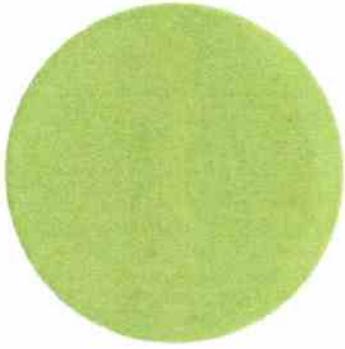
Attachments: Mural renderings

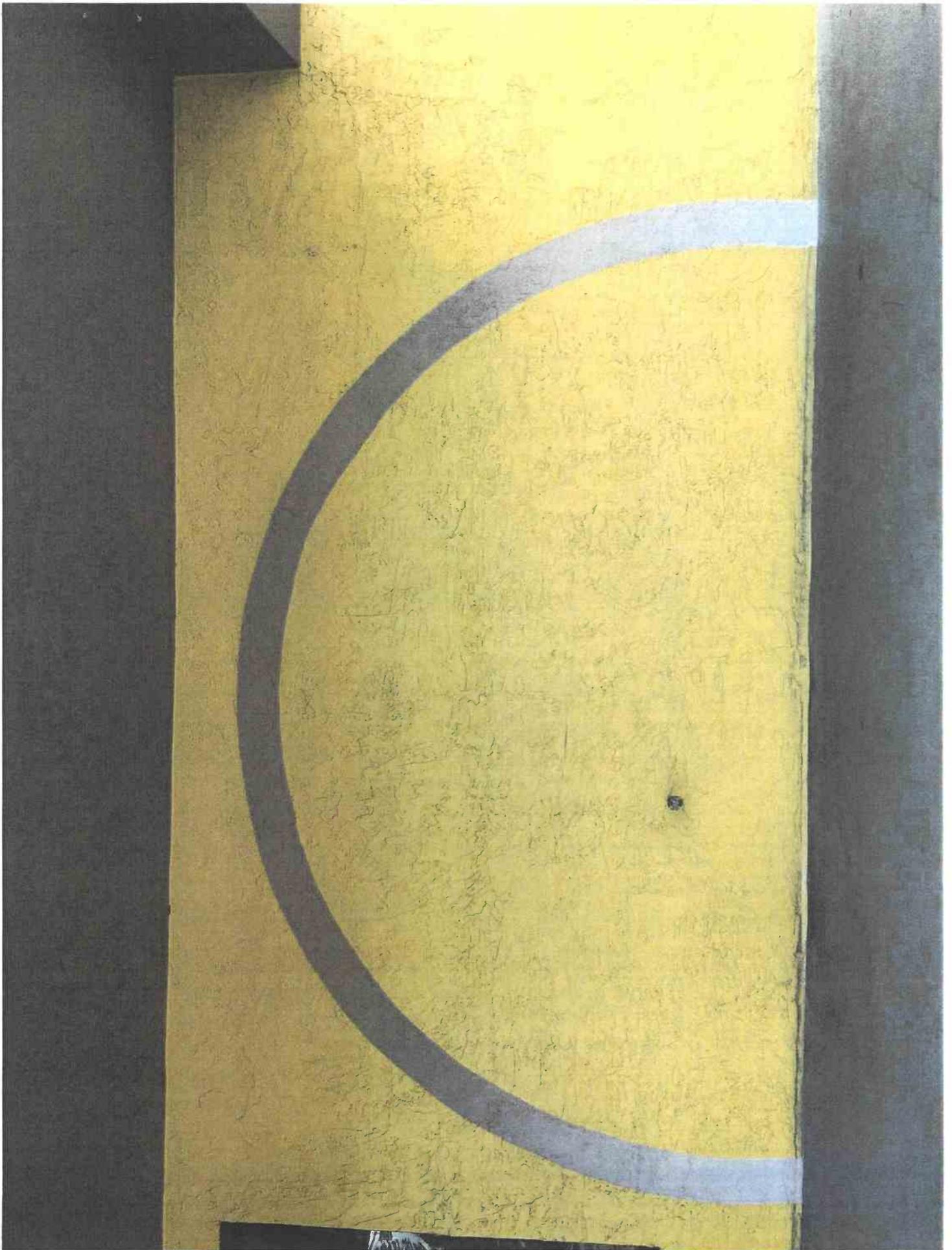
NOTE: This item is under review and is subject to changes upon further analysis based on comments made by Staff according to the City's Land Development Regulations (LDR) and other department technical reviews. Any comments or objections shall be presented to the approving body during the scheduled meeting or discussed with the project planner in advance.

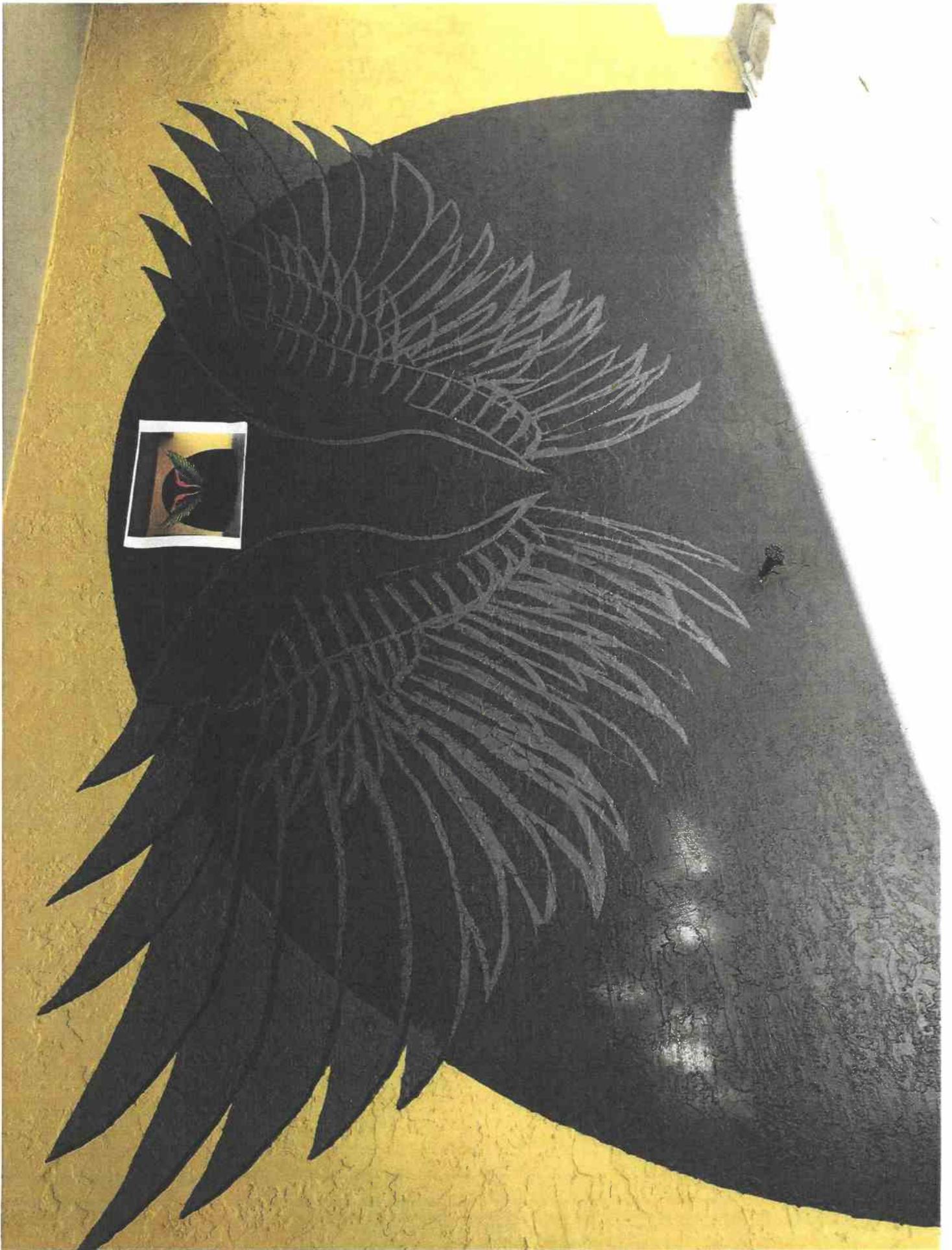
Memo Date: August 14, 2019

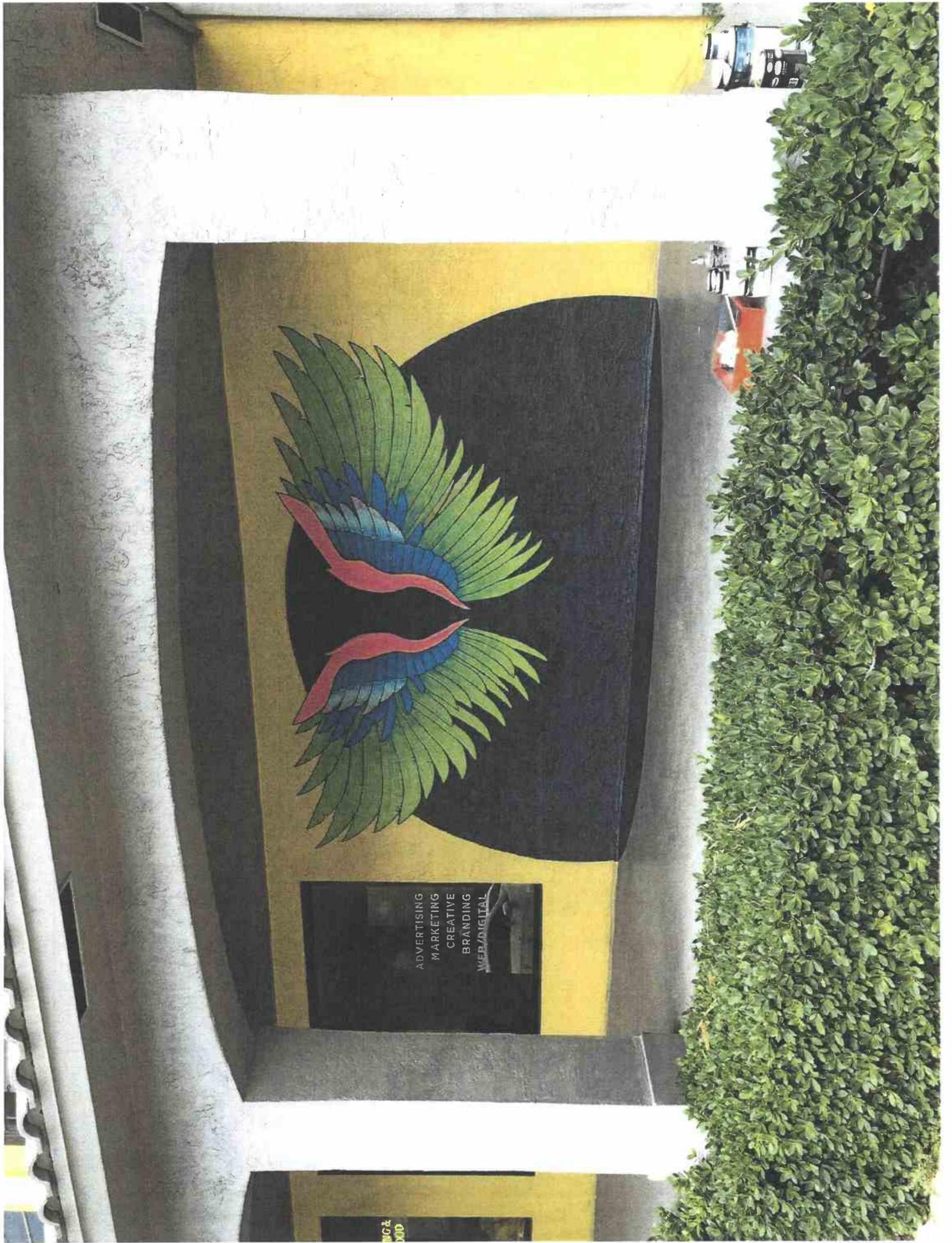
Location Map





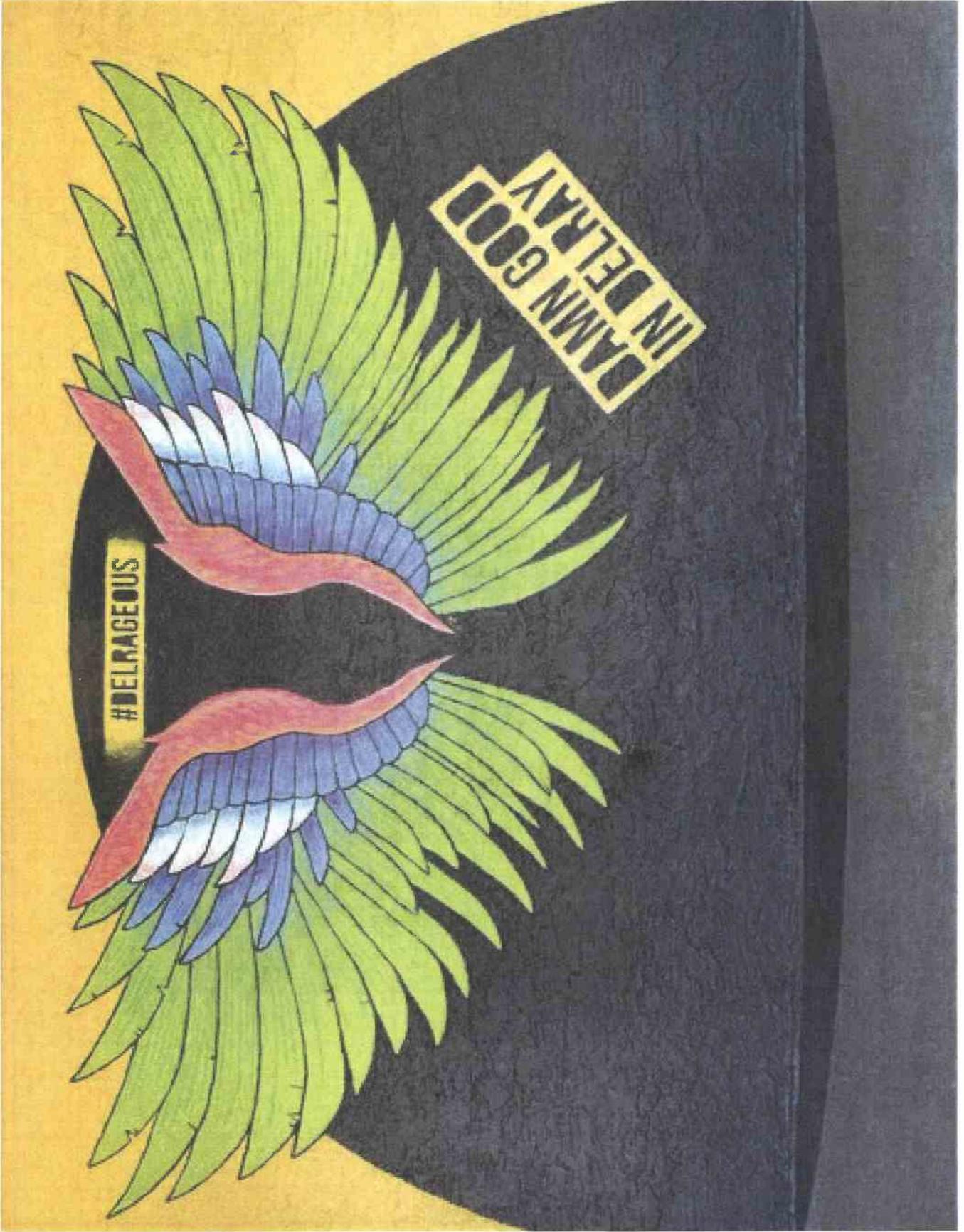


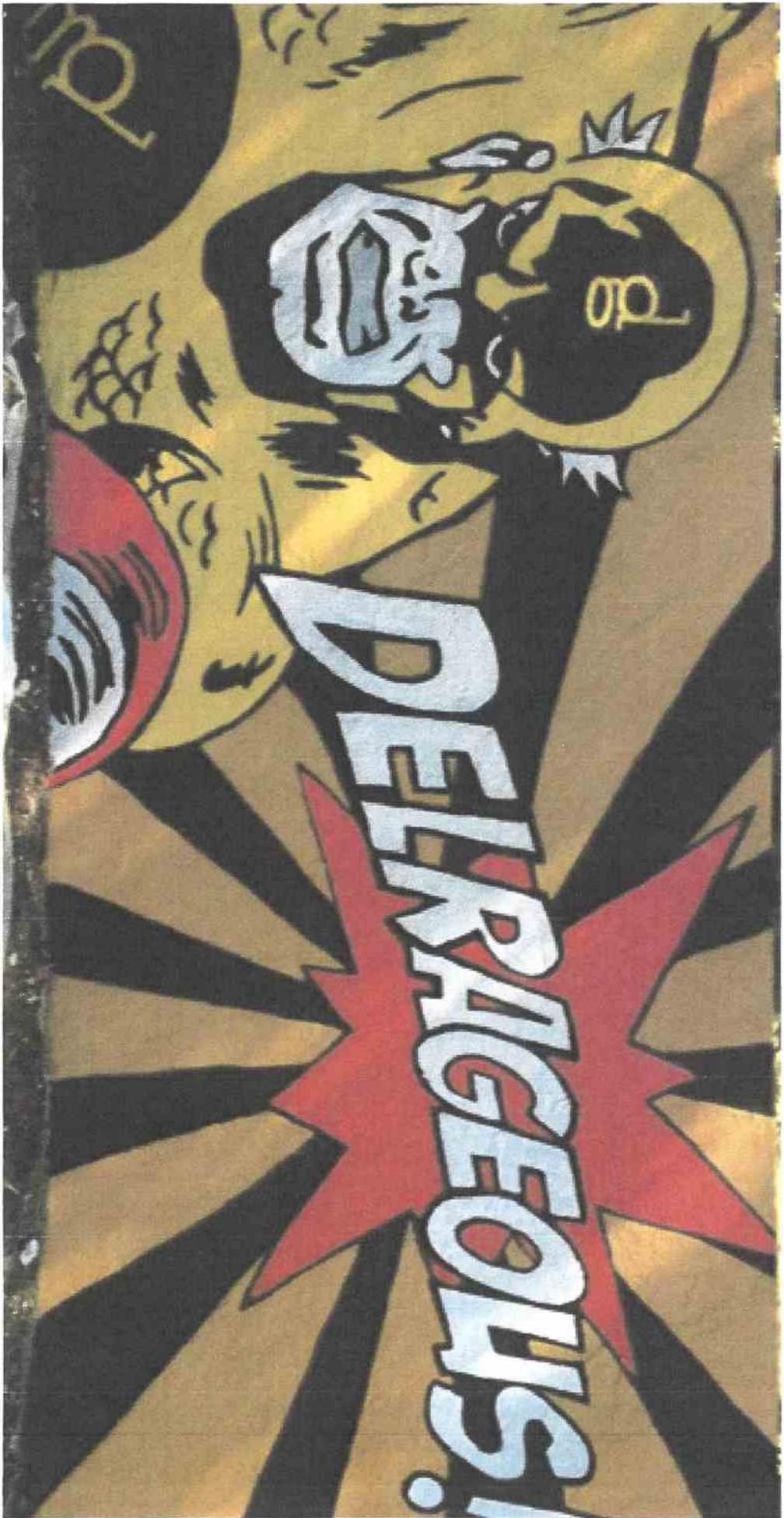




ADVERTISING
MARKETING
CREATIVE
BRANDING
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Brief Description of Proposed Improvements:

The wall surrounding the dumpster in our parking lot was only moderately more visually appealing than what it concealed. But, to our progressive ad agency, it was an opportunity. DAMN GOOD had already developed a strong relationship with nearby Florida Atlantic University, offering internships with real professional experience to students, and providing classes with tours and discussion sessions at the office. So it was a natural for our agency to reach out to FAU's communications department and arrange an event where we would paint a mural on the wall together.

Our message was also a natural. As residents of Delray Beach for over 20 years, the agency has long been proud of our city, and had coined the term "Delrageous" to describe the unique, art-friendly city. Our staff of professional artists and illustrators collectively settled on the design, and a date was set to bring the mural to life.

It began in the early morning hours of April 8, 2016, with a dedicated DAMN GOOD staffer carefully outlining of the design. Hours later the rest of the staff were joined by about 15 FAU students and their instructors in the parking lot in what quickly became a celebration. Ice cream and donuts were served, and the mural was finished by 4pm that same day. Students were thrilled to participate in the project, which has earned compliments from agency visitors ever since. For DAMN GOOD, it was more than just a dumpster beautification project. It was about community. The community of Delray Beach, aspiring local students, and one DAMN GOOD advertising agency coming together to make a given Friday in April something lasting and exceptional.

After all, doing amazing and meaningful work is what DAMN GOOD is all about, and we were and ARE proud to share it with this incredible city.