



# DEVELOPMENT SERVICES

BUILDING | HISTORIC PRESERVATION | PLANNING & ZONING

## PPUBLIC ARTS ADVISORY BOARD STAFF REPORT

### 302 NE 6<sup>th</sup> Avenue - Subculture

Meeting	File No.	Application Type
November 28, 2023	2024-009 MUR-PAAB	Mural Permit
Property Owner	Property Owner Name	Applicant /Agent
302 NE 6 <sup>th</sup> Avenue, LLC.	Rodney Mayo	MAC2; Mitch Amir

#### Request

Consideration for the installation of a mural on the Southern and Eastern facade of the coffee shop located at 302 NE 6<sup>th</sup> Avenue

#### General Data

**Location:** 302 NE 6<sup>th</sup> Avenue

**PCN:** 12-43-46-16-05-105-0131

**Property Size:** 0.20 acres

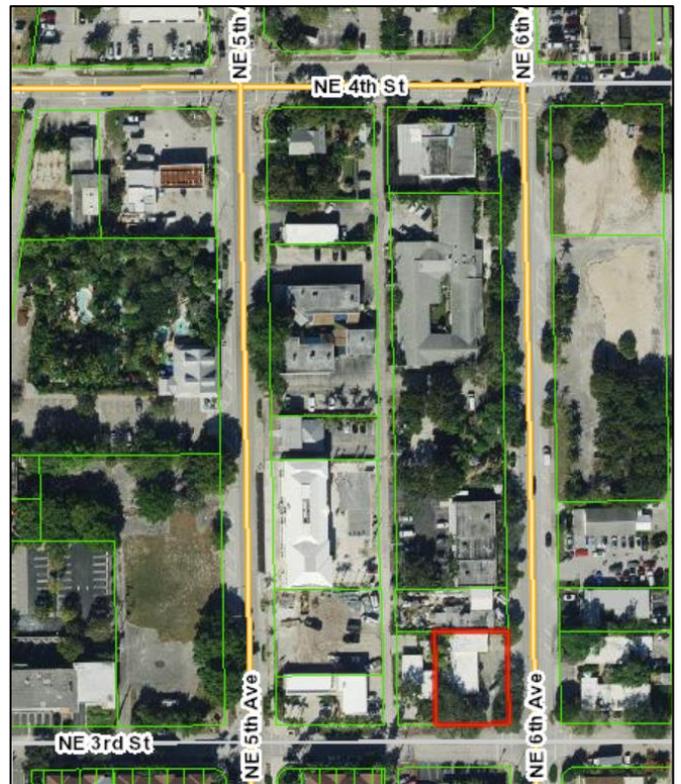
**Land Use Designation:** Commercial Core (CC)

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

#### Adjacent Zoning:

- North, South, East, and West – CBD, Central Core Sub-district

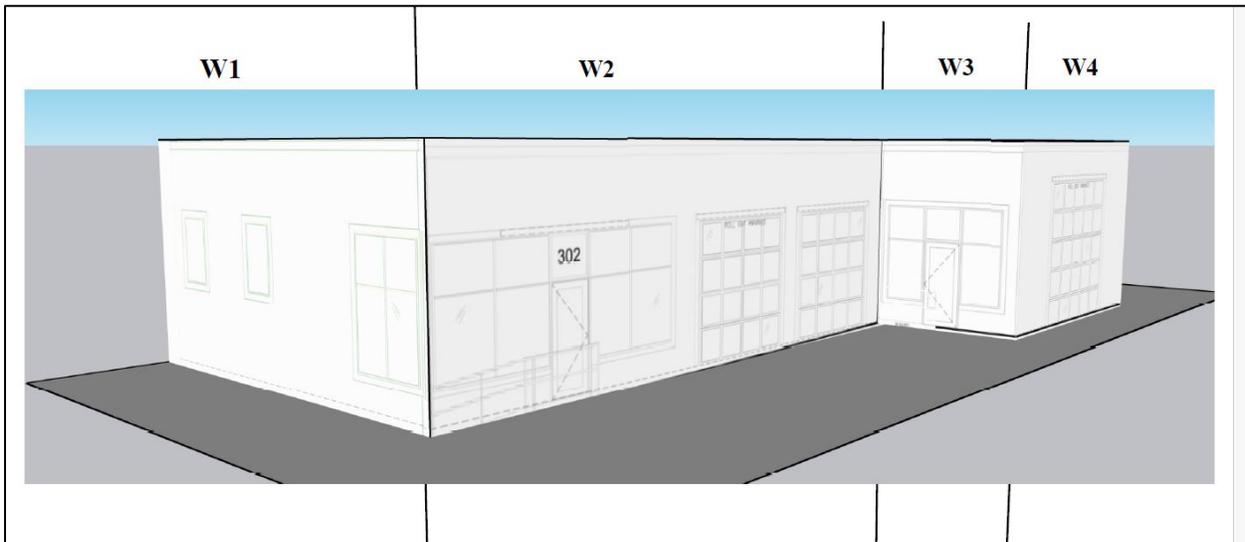
**Existing Use:** Coffee Shop



## Background

The subject property is located at the corner of NE 6th Avenue and NE 3rd Street in the Central Business District Central Core. The property spans 0.20 acres and was constructed in 1950 and functioned as a commercial building. On April 18, 2023, the current owner obtained approval for an In Lieu of parking, as per Resolution 62-23. This approval was granted due to a change of use from commercial to restaurant, resulting in an increased parking requirement. At the time of the In Lieu process, no exterior changes were proposed.

The applicant is currently requesting approval for a continuous mural on the Southern and Eastern facades. Pursuant to Land Development Regulation 8.5.3(C)(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." Board approval from the Public Arts Advisory Board (PAAB) is required for the four facades in question.



## Description of Request

The proposed mural faces a public right-of-way. The mural is curated by Craig Mcinnis, originally from a small town in Connecticut. Having attended the Florida Art Institute, Craig is diverse in his artistic contributions. He specializes in designing storyboard art, is an apprentice tattoo artist, teaches both teens and adults, and has most recently been working behind the scenes in producing an art show. For a comprehensive Biography, refer to the attached description. The proposed murals are characterized by geometric shapes rendered in various vibrant colors inspired by a famous artist in the early 1900's from Argentina, Fernand Leger. His movement included Cubism and Modernism. His bold simplified treatment of modern subject matter later regarded him as a forerunner of pop art.

The color palate can be seen to the left side of the proposed mural. The square footage of each elevation is:

- Elevation 1: 359 SF
- Elevation 2: 439 SF
- Elevation 3: 100 SF
- Elevation 4: 225 SF



### Mural Analysis

The proposed mural complies with LDR Section 8.5.3 (A)(1)(c) *Location*: “Murals may be proposed on a façade of any building or structure on a property that is not located in a historic district or individually designated on the Local Register of Historic Places but that is located within the Central Business District (CBD).” The proposed mural is not located in the Historic District. It is in the CBD-Commercial Core on four separate elevations, each facing a public right-of-way.

LDR 8.5.3(C) *Placement and Design requirements*; All murals must meet the following requirements:

- Coverage, size, and scale.
- Mural limitations.
- Mural text size
- Signage and commercial messaging
- Illumination
- Preservation and maintenance
- Public safety
- Compliance with laws

The proposed murals cover 100 percent of the facades without obstructing any window openings or doors. These murals feature intricate geometric shapes in a palette of vibrant colors including red, blue, green, yellow, tan, and brown, which accentuate the shapes and create precise defining lines. There is no inclusion of text or commercial messages in the design.

The mural is not illuminated, nor will it compromise public safety, and it fully complies with the applicable laws, rules, and regulations of federal, state and county governments. The applicant has submitted a preservation and maintenance plan, which outlines the commitment to keeping the murals in Optimal condition.

The proposed murals will be painted directly on to the elevations, and a protective UV clear coat will be applied. Routine cleaning procedures will be performed to ensure the mural’s continued maintenance and pristine appearance.

In addition to the technical criteria provided above, there are specific criteria to be considered when reviewing a mural request. Pursuant to **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 proposed mural is in the North Federal Highway Redevelopment Plan which was adopted in 1999. The murals are visible to pedestrian traffic as well as motor vehicle traffic. The goal of the North Federal Highway Redevelopment Plan is to extend downtown revitalization effort to significantly underdeveloped properties. While the murals meet the intent of LDR Section 8.5.3(C), the Board should consider if the murals are of exceptional quality and value and appropriate to the site and the surrounding area. These murals will be the first to expand along North Federal Highway, and could add value to the area. The location of the murals is not detrimental to the neighborhood, nor does it present a safety hazard to the public.

**Policy NDC 2.7.9**

Review and update the North Federal Highway Redevelopment Plan to include new development and other improvements that have occurred since the Plan's adoption in 1999 and re-evaluate the vision for the North Federal Highway Redevelopment Area; new development shall comply with the provisions of the adopted Plan until an updated plan is adopted.

**Reviewed by Others:**

The item was presented at the Downtown Development Authority (DDA) meeting of November 13, 2023. (see attached recommendation)

**Optional Board Actions**

**South Façade**

- A. Move **approval**, of the Mural Permit (2024-009) to paint a new mural on the south façade (W1) located at **302 NE 6<sup>th</sup> Avenue**, 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 **denial** of the Mural Permit (2024-009) to paint a new mural on the south façade (W1) located at **302 NE 6<sup>th</sup> Avenue**, 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. Postpone

**East Façade**

- A. Move **approval**, of the Mural Permit (2024-012) to paint a new mural on the east façade (W2) located at **302 NE 6<sup>th</sup> Avenue**, 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 **denial** of the Mural Permit (2024-012) to paint a new mural on the east façade (W2) located at **302 NE 6<sup>th</sup> Avenue**, 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. Postpone

**South Façade**

- A. Move **approval**, of the Mural Permit (2024-013) to paint a new mural on the south façade (W3) located at **302 NE 6<sup>th</sup> Avenue**, 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 **denial** of the Mural Permit (2024-013) to paint a new mural on the south façade (W3) located at **302 NE 6th Avenue**, 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. Postpone

**East Facade**

A. Move **approval**, of the Mural Permit (2024-014) to paint a new mural on the south façade (W4) located at **302 NE 6th Avenue**, 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 **denial** of the Mural Permit (2024-014) to paint a new mural on the south façade (W4) located at **302 NE 6th Avenue**, 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. Postpone