



# DEVELOPMENT SERVICES

BUILDING | HISTORIC PRESERVATION | PLANNING & ZONING

## PPUBLIC ARTS ADVISORY BOARD STAFF REPORT

75 SE 4<sup>th</sup> Avenue

Meeting	File No.	Application Type
October 24, 2023	2023-255 MUR-PAAB	Mural Permit

Property Owner	Applicant /Agent
342 East Delray, LLC.	Virginia Santarisiero and Piya Charanjiva

**Request**  
 Consideration of the installation of a mural on the north elevation located at 75 SE 4<sup>th</sup> Avenue

### General Data

**Location:** 75 SE 4<sup>th</sup> Avenue

**PCN:** 12-43-46-16-01-101-0112

**Property Size:** 0.0608

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

**Zoning District:** Central Business District Central Core Sub-district

**Adjacent Zoning:**

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

**Existing Use:** Retail

**CBD Central Core Sub-district**

- o SE 4<sup>th</sup> Avenue: Primary Street



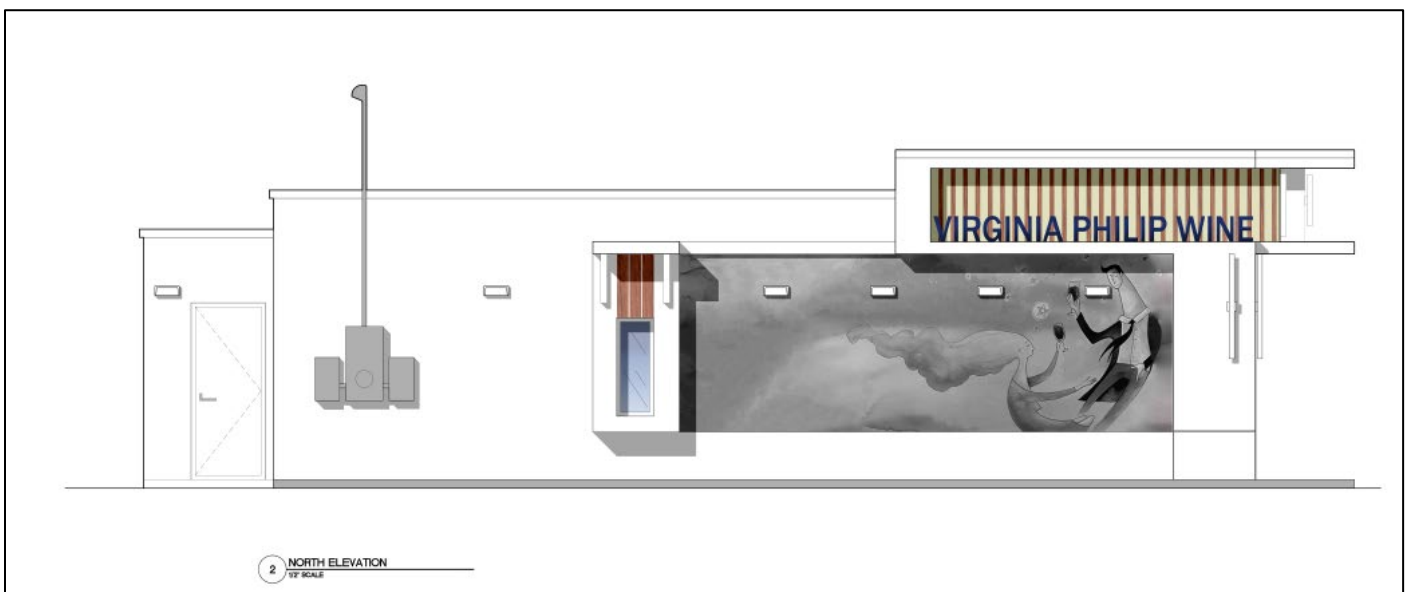
## Background

The subject property is located in the Central Core Sub-district of the CBD. The 0.061-acre site is located on the Eastern side of SE 4<sup>th</sup> Avenue between East Atlantic Avenue and SE 1<sup>st</sup> Street. The subject property was built in 1950. There is an existing mural on the Northern elevation, which is slated for replacement with a new mural. On August 23, 2023, the Site Plan Review and Appearance Board (SPRAB) granted approval of a Class I Site Plan modification, which encompasses minor modifications to the architectural elevations including the removal of the existing mural. The building is set to be occupied by Virginia Wine Concepts as a retail store.



## Description of Request

The proposed mural fronts a parking lot and spans a total of 145 square feet. The mural is curated by Teresa Parenti, a Concept Artist, Character Designer from Florence, Italy. The envisioned mural is an artistic homage recreating a previous work by the artist originally painted for a winery in Tuscany, Italy. This masterpiece is aptly named "Coevo" a translation that encapsulates - "Contemporary".



## 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 CC on a façade which is an approved location. It should be noted that the sign on the north elevation will be approved reviewed under a sign permit.

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 mural maintains an appropriate size and scale, containing approximately half of the Northern elevation, while harmonizing seamlessly with the proposed architectural elements like the eyebrow and window features. The mural is an abstract work of art rendered in shades of black, white, and grey, portraying a recurring theme of two people savoring a glass of wine. It's a portion extracted from a larger painting curated by Teresa Parenti. There is no intention to include text on the mural. For future references, if text were to be incorporated into the proposed mural, it would be limited to covering a maximum of 5% of the mural area, and a sign permit will be required. The mural is not illuminated, will not hinder public safety, and is in compliance with the applicable laws, rules, and regulations of federal, state and county governments. The applicant has submitted a preservation and maintenance plan. The proposed mural will be digitally printed in high quality resolution on weatherproof, exterior rated material. Additionally, a protective clear coat film will be applied to shield the mural from the effects of UV rays and potential graffiti. Routine cleaning procedures will be performed to ensure the mural's continued maintenance and pristine appearance. The mural also complies with LDR 8.5.3(B) *Design and Installation*; the applicant will attach metal panels to the wall with countersunk screws.

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.

While the mural does not consist of vibrant colors; black, white, and grey are used in abstract art to make a “big statement.” The location of the mural is not injurious to the neighborhood, nor does it present a safety hazard to the public. The mural is visible to pedestrian traffic as well as motor vehicle traffic and will add value to the area. A Maintenance Plan is submitted by the applicant for preservation of the artwork. The mural will also attract attention with the Downtown Development Authority mural walk.

**Objective NDC 2.2 Downtown and Surrounding Neighborhoods**

Protect and enhance the “Village by the Sea” character of the downtown and neighborhoods located east of I-95.

**Reviewed by Others:**

The item was presented at the Downtown Development Authority (DDA) meeting of August 14, 2023, and was supported.

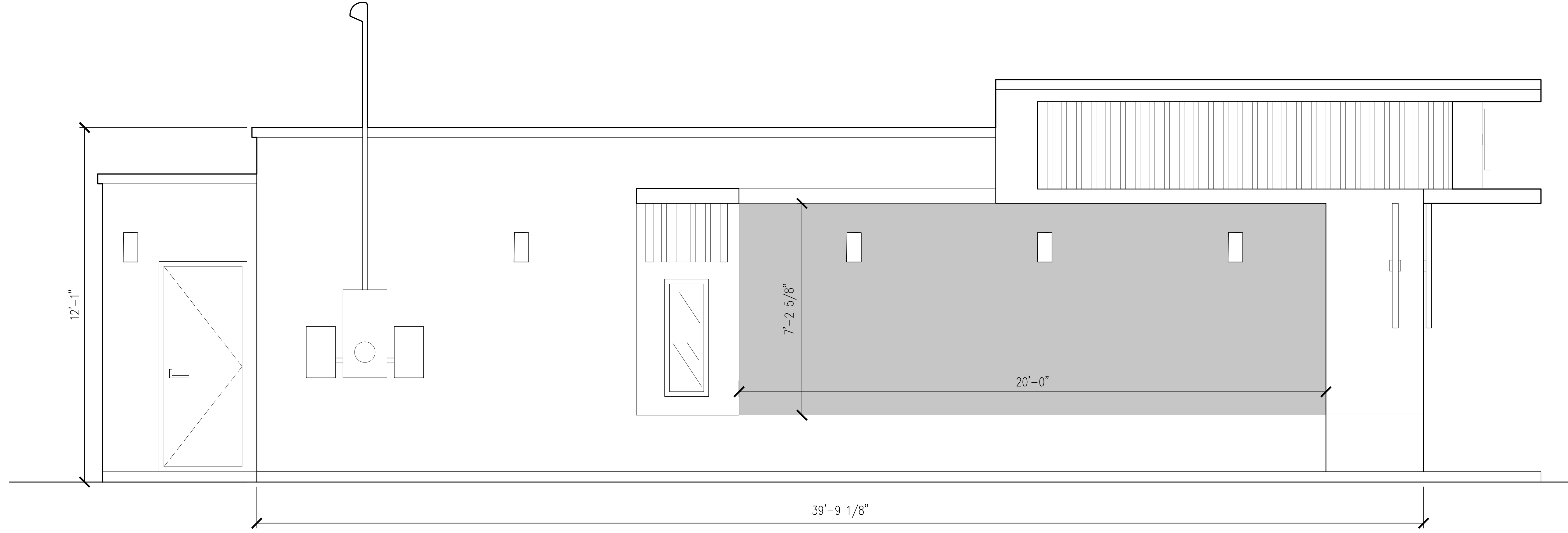
**Optional Board Actions**

- A. Move approval, of the Mural Permit (2023-235) to paint a new mural on the north façade located at **75 SE 4th 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 (2023-235) to paint a new mural on the north façade located at **75 SE 4<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

# EXISTING WALL: South Parking Lot View







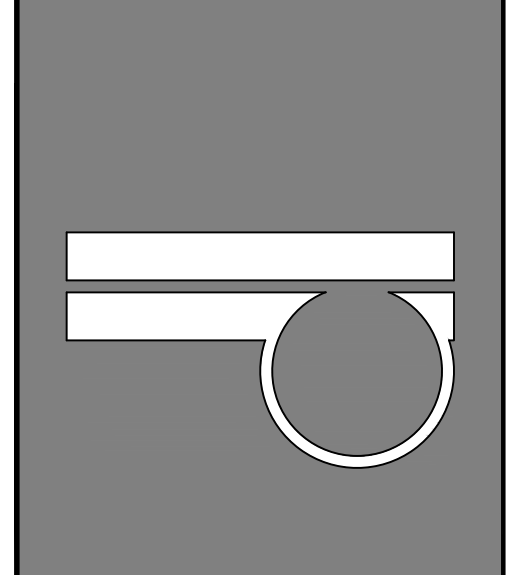
2 NORTH ELEVATION  
1/2" SCALE

NOTE	
SYMBOL	DESCRIPTION
■	AREA OF MURAL

NOTE: SIGNAGE AND MURAL BY OTHERS.

SCALE:	AS NOTED	REVISIONS:
DATE:	3/17/2023	4/6/2023 REVISIONS
DRAWN:	HAL	5/5/2023 REVISIONS
SHEET#	A2.0B	5/16/2023 REVISIONS
		7/14/2023 REVISIONS
		8/28/2023 REVISIONS

VIRGINIA PHILIP WINE  
75 SE 4TH AVENUE  
DELRAY BEACH, FLORIDA  
EXTERIOR MURAL WALL ELEVATION



DESIGN LOGIC ARCHITECTS, PC  
INNOVATIVE EXTERIOR AND INTERIOR PLANNING  
18 COMPUTER DRIVE EAST, SUITE 103  
ALBANY, NEW YORK 12205  
319 CLEMATIS STREET, SUITE 213  
WEST PALM BEACH, FL 33401  
PH 518.426.8880  
www.designlogicarchitects.com

Wine Store Mural  
75 SE 4th Ave Delray Beach, FL 33483  
Maintenance Plan

Mural will be digitally Printed in HQ resolution.  
It will be printed on weatherproof, exterior Rated Material.  
Final Print will have a clear coat film to protect MURAL from UV rays.  
Final product will be protected with an Anti-Graffiti Film to allow protection and easy clean in case of vandalism.

To maintain the Mural, requires only periodical cleaning with humid rugs to remove dust.

To install it on the wall we have two options:

- 1) Attach panels to the wall (Metal panels) with countersunk screws. And apply the digital print to it.
- 2) Apply the Print directly to the wall. The GC will provide a perfectly smooth surface, and the GC is applying on that wall to make sure that we are using the best Vinyl to adhere to the surface.