



# DEVELOPMENT SERVICES

BUILDING | HISTORIC PRESERVATION | PLANNING & ZONING

## PUBLIC ARTS ADVISORY BOARD STAFF REPORT

### 1878 Dr. Andre's Way

Meeting	File No.	Application Type
April 28, 2025	2025-126 (Bldg. 1878 Façade 6B) 2025-128 (Bldg. 1878 Façade 6D) 2025-131 (Bldg. 1878 Façade 6G)	3 Mural Permit Applications

Property Owner	Applicant /Agent
JMS Boynton Beach	Steven Michael

### Request

Consideration of the installation of 3 murals on Building 1878 located at 1878 Dr. Andre's Way.

### General Data

**Location:** 1878 Dr. Andre's Way

**PCN:** 12-43-46-18-16-000-0020

**Property Size:** 3.9 acres

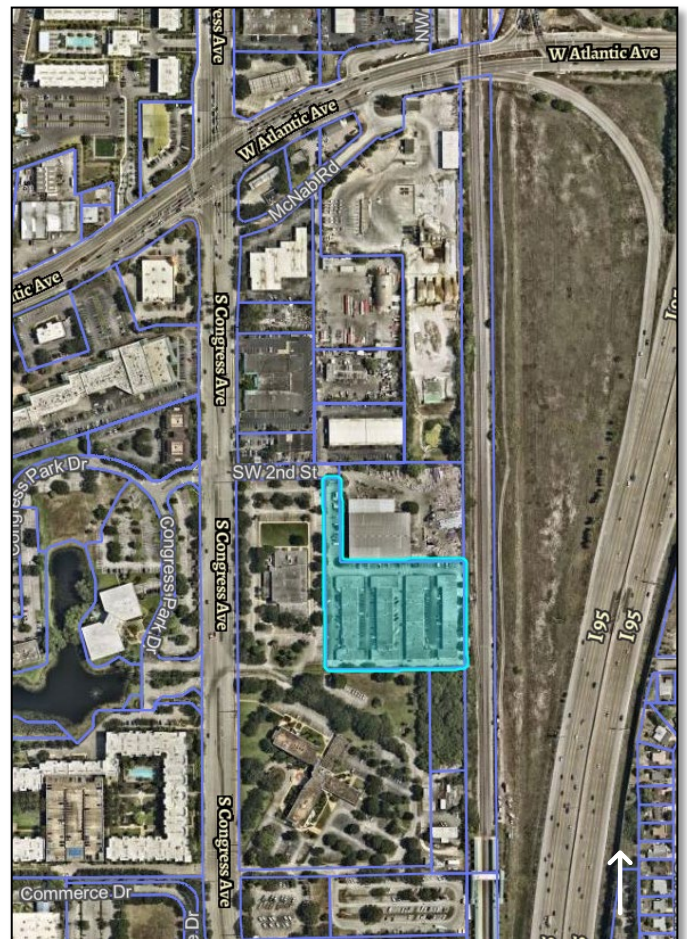
**Land Use Designation:** Congress Avenue Mixed Use (CMU)

**Zoning District:** Mixed Residential Office Commercial (MROC)

#### Adjacent Zoning:

- North, South, and West – MROC
- East: Conservation District (CD) and Florida Department of Transportation (Railroad)

**Existing Use:** Mixed Use Commercial, Retail, Warehouse and Light Industrial



#### Project Planner:

Alexia Howald, Senior Planner  
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## Background

The subject property is located directly west of I-95 and the FEC Railway, south of Atlantic Avenue on the east side of South Congress Avenue. The site is approximately 286 feet from S. Congress Avenue, beyond the County's Administrative Complex that is accessible by SW 2<sup>nd</sup> Street unto Dr. Andre's Way; a private access into the subject property. The 3.91-acre site, also known as "Andre's Design District" is located within the Mixed Residential Office and Commercial (MROC) zoning district and features four warehouse buildings, each with its own address, and associated parking providing 176 parking spaces. A summary of the development history is outlined below:

**1979:** The City Commission approved the final plat for a two-lot subdivision. Lot 1 received a Conditional Use for the McEwen Lumber Company. Additionally, a site plan was approved for the Store-All Warehouse Center Industrial Park to develop a four-building office/warehouse complex (Building A–D) with a total gross floor area of 65,075 square feet. Construction of these buildings occurred between 1981 and 1985.

**1984:** A site plan modification was approved to reduce the footprint of Building D (1874) from 18,000 square feet to 12,935 square feet. All four buildings are single-story structures.

**1990:** As part of a Citywide rezoning initiative, the property's zoning designation was changed from Light Industrial (LI) to Mixed Industrial and Commercial (MIC).

**1997:** The City Commission granted a Conditional Use to convert four bays, totaling 1,500 square feet located at the northeast corner of the site, to accommodate a stone cutting facility. Furthermore, the City Commission approved an amendment to the MIC zoning district regulations, reclassifying automobile paint, body, and repair shop from a Permitted use to a Conditional Use.

**1998:** An additional 9,785 square feet received Conditional Use approval for the establishment of automobile paint, body, and repair shops.

**2004:** The Public Art Advisory Board was established via Ordinance No. 77-04 with the purpose of advising and making recommendations to the City Commission on public art policy.

**2007:** City Commission passed Ordinance No. 5-07 to rezone the property from MIC to MROC zoning district.

**2019:** The current property owner acquired the four buildings with a vision to transform them into Delray's next hub for local businesses, galleries and restaurants which are permitted uses within the MROC zoning district. To attract the public to the "off the beaten path" unique mix of businesses known as "The Andre Design District", a series of murals were commissioned.

**However, these murals were installed without the required mural permit approvals, in violation of the Land Development Regulations (LDR).**

**2022:** The site became a subject to code enforcement action due to the unauthorized painting of the murals, without approval through the required mural permit process. At that time, mural installations were not permitted within the MROC zoning district.

In response, the City Commission adopted Ordinance No. 22-20, which expanded the zoning districts allowed for mural installations to include MROC, streamlining the approval process. Currently, there are 36 murals adorning the buildings, with each mural either directly associated with an individual tenant space or located on the exterior walls of the multi-bay warehouse.



It should be noted that the Code Enforcement case related to these murals remains active until all murals receive formal approval through the Public Arts Advisory Board (PAAB). Mural permit applications have been duly submitted for each building, and the murals are now scheduled for review and final action by the Board.

**April 23, 2024:** At the PAAB meeting, the board approved the first three murals for façades 1 and 4 on Building 1876 and façade 4 on Building 1874. The review of murals on Façade 2 of Building 1876 was postponed to a later meeting date to allow for concurrent review of all proposed murals on the same façade. This should enable the Board to determine if the murals represent a consistent theme or image.

**October 29, 2024:** At the PAAB meeting, the board approved five murals on façade 2 on Building 1876.

**November 26, 2024:** The 13 murals located on Building 1878 were scheduled at the PAAB meeting but were postponed to the January 28, 2025 meeting.

**January 28, 2025:** The 13 murals located on Building 1878 were scheduled at the PAAB meeting and no action was taken due to the applicant absence.

**February 13, 2025:** The 13 murals remain under review by Code Enforcement Board.

**February 25, 2025:** The 4 murals out of the 9 existing murals located on Building 1880 are approved by the PAAB; 4 murals were postponed up to 90 days and 1 mural was denied.

**March 25, 2025:** The 10 murals out of the 13 existing murals located on Building 1878 were approved by the PAAB; 3 murals were postponed up to 90 days.

**April 28, 2025:** The following 3 murals located on Building 1878 are now before the PAAB for reconsideration.

### 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.

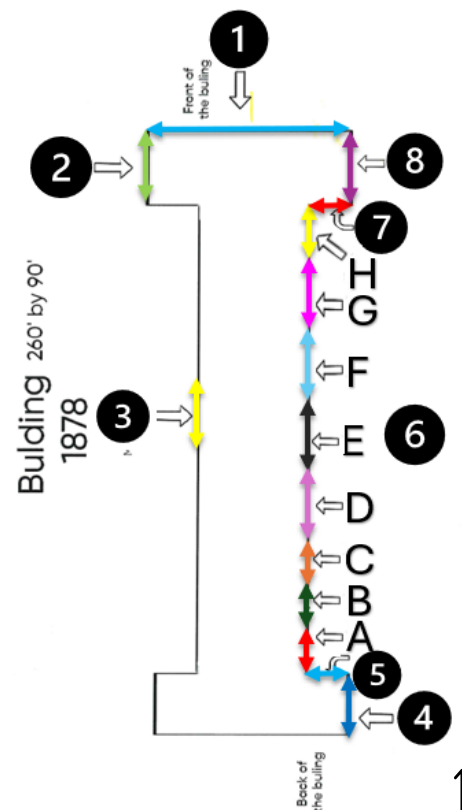
*All decisions may be appealed to the City Commission, pursuant to the procedures of [Chapter 2](#).*

The request is to allow for 3 murals on building 1878 located at 1878 Dr. Andre's Way.

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.

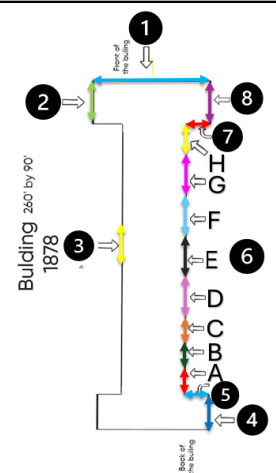
Building 1878 has a total of **12 façades**. A “façade” is considered the exterior surface or face of a building. Therefore, each flat surface of the exterior wall of the building is considered a distinct façade.

On March 25, 2025, the Board reviewed and approved 10 of the 13 murals on Building 1878. The remaining 3 existing murals were postponed up to 90 days to revise the murals. The following review for each mural are below.





Building 1878 Façade 1 (File No. 2025-121)  
Approved on March 25, 2025



**Dimensions:** 12 feet high by 90 feet wide (1,080 square feet)  
**Coverage:** 100% of the façade

The mural is located on Façade 1 on the north elevation of Building 1878 is a bold and dynamic composition featuring an intricate mosaic of geometric shapes in a vibrant, multicolored palette. The mural stretches across the entire north-facing façade, transforming the building's entrance into a visually striking gateway to the Andre Design District. The use of irregular polygons filled with blues, greens, reds, yellows, and purples creates an abstract stained-glass effect, reinforcing the district's artistic and creative identity.

One of the mural's strengths is its seamless integration with the architectural form of the building. Unlike other murals in the district, which may be more figurative or thematic, this purely abstract design enhances the façade without overwhelming the structure's functional elements. The strategic placement of colors and angular forms leads the viewer's eye along the length of the building, creating a sense of movement and flow, which is particularly effective in engaging pedestrians and passersby.

However, there are some critical concerns regarding artistic cohesion and regulatory compliance. While the geometric approach is aesthetically appealing, its lack of thematic or narrative depth could be seen as a missed opportunity to contribute more meaningfully to the public art scene.

From a design perspective, the mural succeeds in creating a visual marker for the district, reinforcing its identity as a hub for art and creativity. However, the repetitive geometric patterns, while visually harmonious, lack variation or focal points, which could make the piece feel more like decorative cladding than an interactive or thought-provoking artwork.

Overall, Façade 1 is a well-executed and architecturally sensitive mural, but it would benefit from additional conceptual layers or artistic nuances to elevate it beyond a decorative feature.

Building 1878 Façade 2 (File No. 2025-122)  
Approved on March 25, 2025

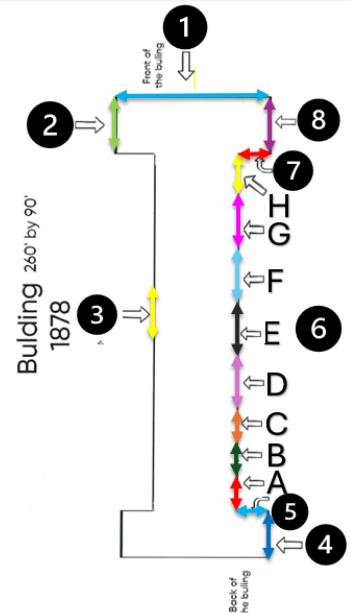


**Dimensions:** 12 feet high by 37 feet wide (444 square feet)  
**Coverage:** 100% of the façade  
**Text Limit:** 5% or 22.2 square feet  
**Total Size Proposed:** 61 inch by 136 inch (55 sf) or 12.38%

The mural on Façade 2 on the west elevation of Building 1878 spans 12 feet high by 37 feet wide, covering 100% of the ©. This mural intertwines cultural heritage and natural beauty, showcasing a vibrant orange hibiscus flower, the Haitian flag, and a serene woman's face surrounded by the national bird of Haiti, a Hispaniolan Trogon. The inclusion of the French text "L' union Fait La Force" (Unity Makes Strength) which appears in the horizontal white ribbon below the coat of arms in a small white box in the center of the flag that is not depicted in this image. The meaning is a motto symbolizing the strength found in unity, that represents the profound sense of courage of the people when they are together tied to their cultural identity of liberation. The juxtaposition of the delicate flower and strong, symbolic imagery creates a balance of softness and resilience that transcends its physical medium.

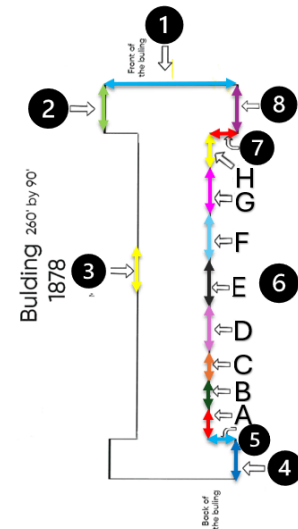
A mural is defined in the LDR as "an original, one-of-a-kind unique mosaic, painting, or graphic art or combination thereof (including collage effects) that is professionally applied to aesthetically enhance the exterior of a building and does not contain any brand name, product name, letters of the 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©(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**. A mural is typically large-scale artwork applied directly into a wall or surface often in public spaces. It serves not only as a visual enhancement but also as a medium for artistic expression or community reflection that does not cross into areas of obscenity, incitement, or hate speech. Ultimately, the determination of the mural involves both artistic and legal perspectives, balancing creative freedom with societal impact.

While the mural partially meets the LDR requirements, the Board shall consider whether the context of the text is used to create the graphic, appropriate and promotes a constructive dialogue, reflects cultural values or addresses social issues within the community respectfully.





Building 1878 Façade 4 (File No. 2025-123)  
Approved on March 25, 2025



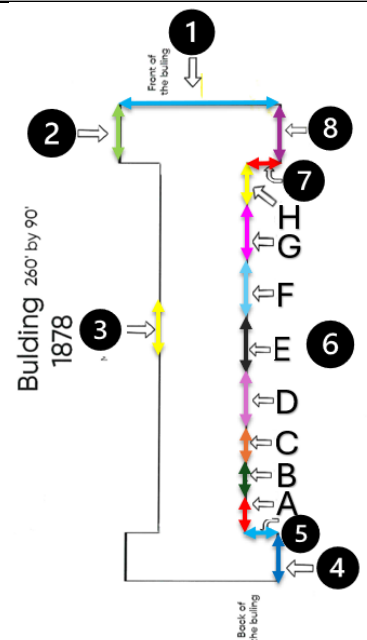
**Dimensions:** 12 feet high by 30 feet wide (360 square feet)  
**Coverage:** 100% of the façade

The mural is located on Façade 4 located on east elevation of Building 1878 presents a visually striking yet conceptually fragmented composition. Utilizing a monochromatic palette with a single bold blue asterisk, the artwork combines photorealistic portraits, books, cameras, and abstract urban elements, suggesting themes of knowledge, creativity, and cultural expression. The depiction of children, particularly the joyful face on the left and the child with oversized glasses on the right, adds an element of curiosity and perception, while the central imagery of books, photography, and design tools alludes to artistic and intellectual pursuits. However, despite its high technical quality and depth, the mural lacks a cohesive visual hierarchy, making it feel more like a collage of individual ideas rather than a unified statement.

A critical concern is the integration of text, specifically the phrase “Spark Great Again,” which raises compliance issues under LDR Section 8.5.3©(4). Murals must be predominantly pictorial, with text limited to 5% of the mural’s area, unless integrated into the graphic design. Given its placement among books and intellectual references, the phrase appears to be a call to creativity, yet its resemblance to political slogans could invite unintended controversy. Additionally, the blue asterisk stands out but appears disconnected from the rest of the mural, lacking clear symbolic intent.

From a design perspective, the mural is visually engaging but contextually inconsistent with the surrounding vibrant and expressive murals of the Andre Design District. While public art in the district aims to foster cultural and economic revitalization, this mural’s serious, academic tone leans more toward an educational institution’s aesthetic rather than a dynamic creative hub. Moreover, the mural’s placement across a split façade, interrupted by a column, further disrupts its visual flow. A more harmonized composition, along with adjustments to text integration and color balance, would enhance its alignment with the district’s artistic identity while ensuring regulatory compliance. Ultimately, while this mural offers a thought-provoking narrative, refinements are needed to strengthen its thematic clarity and spatial coherence within the public art framework.

Building 1878 Façade 5 (File No. 2025-124)  
Approved on March 25, 2025



**Dimensions:** 12 feet high by 20 feet wide (240 square feet)  
**Coverage:** 100% of the façade

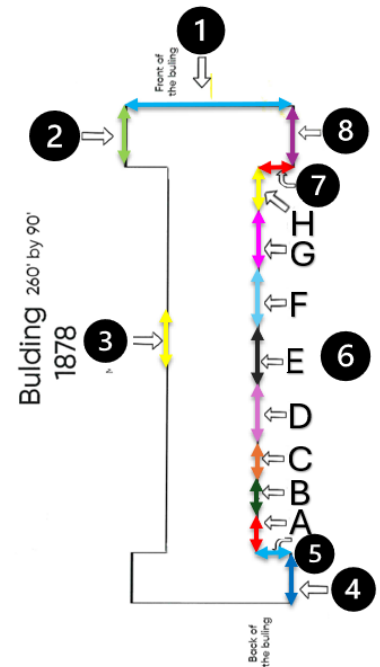
The mural on Façade 5 is on the east elevation on Building 1878 towards the south end of the building employs a serene interplay of blue hues and abstract architectural elements, evoking themes of urban ambition, exploration, and transcendence. The imagery of towering buildings rising towards the sky, with an airplane soaring above, suggests a narrative of progress, aspiration, and the limitless potential of human ingenuity. The inclusion of the abstract asterisk motif subtly anchors the composition, connecting the grounded structures with the celestial, reinforcing a sense of interconnectedness between the built environment and the open sky. The restrained color palette, dominated by shades of blue, adds to the mural's contemplative and dreamlike quality, offering a stark contrast to the more dynamic and vibrant murals found elsewhere in the Andre Design District.

While the mural effectively conveys a sense of ambition and movement, it also raises questions regarding thematic clarity and contextual fit. Unlike other murals on the building, which incorporate direct human engagement or cultural symbolism, this piece leans towards a more abstract interpretation of urbanism, which, while visually appealing, lacks a strong narrative or emotional focal point. Additionally, the asterisk motif, though repeated in other murals, does not clearly integrate into the composition in a meaningful way, potentially making it feel detached or ornamental rather than conceptually essential.

From a regulatory perspective, the mural adheres to LDR Section 8.5.3© by covering 100% of the façade without obstructing any windows or architectural elements. However, as part of a larger collection of murals, it is essential to assess whether it cohesively contributes to the broader artistic vision of the district or if it functions as an isolated visual statement. The monochromatic palette and abstract approach set it apart from the more figurative and community-driven murals in the area, which could either serve as a refreshing variation or create a visual disconnect depending on the district's overall artistic intent.

While this mural demonstrates strong artistic execution and a contemplative aesthetic, it could benefit from a more defined narrative connection to the district's creative identity. Integrating elements that tie it more explicitly to the themes of local culture, innovation, or human experience would strengthen its impact while maintaining its tranquil and ambitious essence.

Building 1878 Façade 6A (File No. 2025-125)  
Approved on March 25, 2025



**Dimensions:** 12 feet high by 20 feet wide (240 square feet)

**Coverage:** 100% of the façade

The mural is located on Façade 6A on the east elevation on Building 1878 towards the south end of the building presents a bold and symbolic representation of individual identity intertwined with national pride. It depicts a man in a suit draped in the American flag, standing against a light blue background adorned with white stars. The imagery suggests themes of patriotism, empowerment, and self-representation, as the figure confidently unveils the flag, implying an act of revelation or transformation. The composition is simple yet direct, with the figure occupying the central space, making it an unmistakable focal point. The use of a bright blue background enhances the visibility of the flag and creates a stark contrast against the more neutral tones of the man's face and clothing.

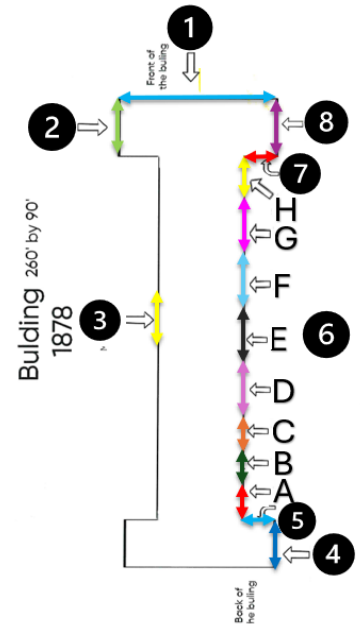
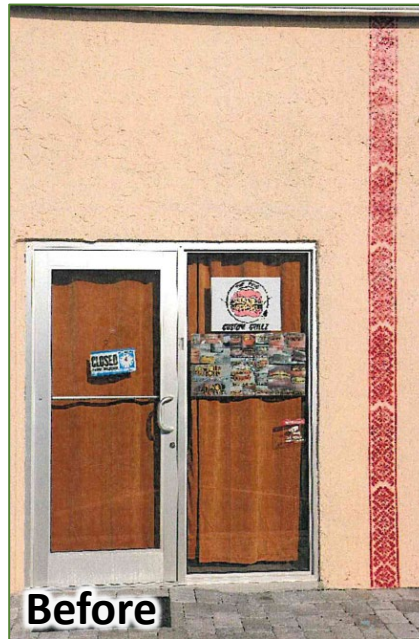
Despite its strong visual presence, the mural raises several critical concerns. Firstly, its narrative and intent remain ambiguous, does it celebrate personal achievement, political ideology, or a broader cultural message? Unlike other murals in the district that focus on art, creativity, and community identity, this piece leans toward national symbolism, which may not fully align with the Andre Design District's artistic vision. Additionally, the realism of the figure's rendering appears inconsistent, particularly in the facial features, which lack the refinement and precision seen in other murals on the building. This discrepancy in artistic execution may impact the overall visual quality and engagement of the piece.

From a regulatory standpoint, the mural appears to comply with LDR Section 8.5.3(C) regarding coverage, as it does not obstruct architectural features. However, the presence of stars and the American flag imagery could raise concerns about whether the mural contains political or commercial connotations, which are subject to public art regulations limiting signage and messaging. Furthermore, its prominent placement next to an entrance door may affect the architectural integration of the artwork, making it feel more like a standalone statement rather than a cohesive part of the district's mural theme.



While the mural is undeniably striking, its symbolism and execution require further refinement to ensure it aligns with both the district's artistic identity and public art standards. Strengthening the realism and compositional balance, as well as clarifying its narrative intent, would enhance its impact and ensure that it contributes meaningfully to the evolving artistic landscape of the Andre Design District.

Building 1878 Façade 6B (File No. 2025-126)



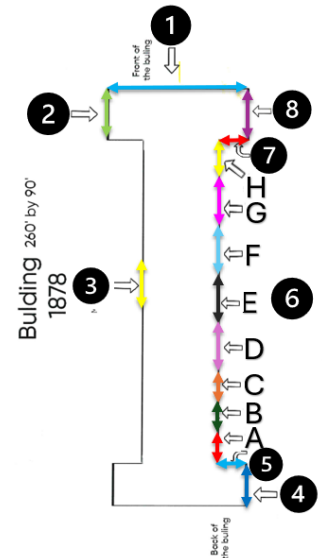
**Dimensions:** 12 feet high by 8 feet wide (76 square feet) The mural is 33 inch by 12 feet (33 feet)  
**Coverage:** 100% of the façade

At the PAAB meeting on March 25, 2025, the Board made observations that the existing mural lacks visual interest and artistic expression that constituted the postponement of the mural to allow the applicant to the address the concerns of the Board by graphically demonstrating the proposed change.

The mural located on Façade 6B on the east elevation on Building 1878 towards the south end of the building is a vibrant hard-edge abstract painting focusing on the overall design and arrangement of elements rather than an emotional expression. The image features bold navy-blue line edges capturing the geometric shapes and patterns forming subtle representation of vibrant tropical branches and leaves, citrus fruits, and rounded shapes creating a central theme while the subtle background by incorporating random angled stripes, polka dots and waves and utilizing lively and bright oranges, blues, teal, yellows, and red colors to unify the image. The mural continues to add visual interest by adding another element highlighting the contrast between the vibrant abstract images and the dark rounded navy-blue linear shape above the door entrance creating a pause and self-reflection of the shape amid the overall design arrangement.

From a design perspective, the mural is visually engaging but contextually inconsistent with the adjacent mural of a portrait of a man and a graffiti-inspired fitness figure mural. While public art in the district aims to foster cultural and economic revitalization, this mural does not achieve the desired result in promoting cultural diversity. However, the use of vibrant colors and clean bold lines creates a mural of exceptional quality and enduring value.

Building 1878 Façade 6C (File No. 2025-127)  
Approved on March 25, 2025



**Dimensions:** 12 feet high by 11.5 feet wide above the glass door (138 square feet)  
**Coverage:** 100% of the façade  
**Text limit:** 5% or 6.9 sf  
**Text size:** 15" by 180" (1.5 sf)

The mural is located on Façade 6C on the east elevation on Building 1878 towards the middle portion of the building is a vibrant and energetic composition that blends graffiti-inspired splashes of color with figurative and textual elements. Dominated by bright greens, oranges, purples, and yellows, the background creates a dynamic and playful visual atmosphere. At the center of the composition is the motivational phrase "You're right where you need to be," positioned prominently across the top, reinforcing a theme of self-acceptance and encouragement. The fitness-oriented imagery, including the depiction of a red-haired woman in athletic wear and a kettlebell with weights, suggests a connection to physical well-being, perseverance, and personal transformation.

While the mural is visually engaging, it presents several critical concerns in terms of artistic execution, thematic clarity, and compliance with mural regulations. Firstly, the text size and placement raise potential LDR compliance issues. LDR Section 8.5.3©(4) restricts text in murals to 5% of the total mural size, except when it is part of the graphic composition. Given the prominent placement and scale of the phrase, it may exceed this limitation, warranting closer evaluation. Additionally, the phrase, while motivational, lacks deeper artistic integration with the rest of the composition, making it feel like a standalone message rather than an organically embedded design element.

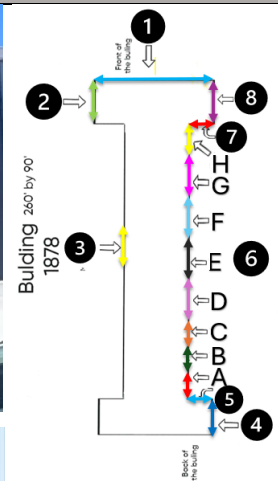
From a design standpoint, the figurative rendering of the female character exhibits stylistic inconsistencies. The proportions and detailing appear simplistic compared to the more realistic murals in the district, reducing the overall artistic cohesion. Additionally, her presence, combined with the fitness-related elements, makes the mural feel highly specific to a business purpose, potentially blurring the line between public art and commercial branding. This raises regulatory concerns regarding whether the artwork functions as a de facto advertisement, which is prohibited under the city's mural regulations limiting commercial messaging.

Architecturally, the mural interacts awkwardly with the built environment. The placement around the glass door and garage bay creates visual disconnection, fragmenting the composition. The use of bright splatter effects, while energetic, competes with rather than enhances the structural elements of the façade, making the piece feel somewhat chaotic rather than harmonious with the building's form.



While this mural succeeds in delivering a bold and uplifting message, its text compliance, thematic focus, and artistic consistency require further scrutiny. Modifications to better integrate the typography, refine the figurative representation, and clarify its role as public art versus business identity would improve its alignment with the district's broader mural program and regulatory standards.

Building 1878 Façade 6D (File No. 2025-128)



**Dimensions:** 12 feet high by 31 feet wide (372 square feet)

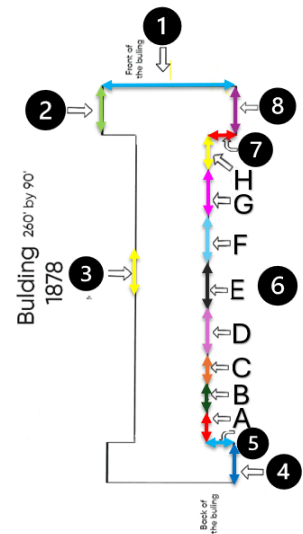
**Coverage:** 100% of the façade

At the PAAB meeting on March 25, 2025, the Board made observations regarding the disconnection between the two images of the existing mural that constituted the postponement of the mural to allow the applicant to address the concerns of the Board by graphically demonstrating the proposed change. The “before” mural illustrates two images on the facade, initially appearing disjointed. The “proposed” mural illustrates the women adorned with green foliage and pink flowers covering her eyes in a monochromatic grayscale palette, are harmoniously connected through the ethereal flow of pink petals. These pink petals seamlessly extend towards the butterfly, originating from the women with her eyes covered with flowers and a whimsical background surrounded by butterflies, petals and leaves creating a perceived aura of mystery and allure, weaving a narrative of transformation and strength. This continuous flow symbolizes a metamorphic journey, illustrating how the natural beauty of femininity and nature intertwines with the delicate grace of a butterfly, creating a visually cohesive story that creates a sense of aura and speaks of growth, and harmony.

Overall, the mural on Façade 6D is an elegant and skillfully executed work that successfully explores themes of beauty, nature, and transformation. The relationship between the two visual components has been successfully executed in a seamless and elegant transition that continues to spark a story between the two.



Building 1878 Façade 6E (File No. 2025-129)  
Approved on March 25, 2025



**Dimensions:** 12 feet high by 31 feet wide (372 square feet)

**Coverage:** 100% of the façade

**Text limit:** 5% or 18.6 sf

**Text Size:** 5"x132" (5.5 sf) or 1.47

The mural is located on Façade 6E on the east elevation on Building 1878 towards the middle portion of the building presents a surreal and visually intriguing composition, blending graphic minimalism with optical illusion techniques. The left side of the mural features white bees floating across a dark, pixelated background, accompanied by the motivational phrase "Imagine • Create • Design". The right side transitions into a black-and-white geometric vortex, creating a striking visual effect that distorts perception and adds depth to the façade. This combination of elements suggests themes of creativity, transformation, and perspective, reinforcing the design-focused identity of the business within.

The bold contrast between organic and structured elements makes the mural visually compelling, drawing the eye toward both the text and the illusionary window space. The use of high-contrast black and white enhances the optical depth while ensuring the imagery remains cohesive and striking from a distance. The bees, often symbolic of community, industriousness, and innovation, complement the thematic message, reinforcing a sense of collective creativity. Additionally, the optical illusion technique on the right side invites interaction, encouraging passersby to engage with the mural both visually and physically.

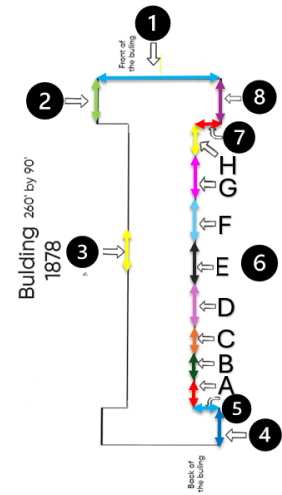
However, the mural raises regulatory and artistic concerns. Firstly, the text size and placement must be evaluated against LDR Section 8.5.3©(4), which limits text in murals to 5% of the total area unless it is integrated into the artwork as a graphic element. While the phrase "Imagine • Create • Design" aligns with the creative theme, its positioning and emphasis may push it beyond the allowed text threshold. Furthermore, the mural's integration with the business storefront blurs the line between public art and branding, raising potential concerns about whether it serves as an implicit advertisement rather than an independent artistic expression.

Architecturally, the mural interacts effectively with the built environment, utilizing the existing window and façade divisions to enhance the overall composition. However, the contrast between the two sections, the organic bee motif and the rigid geometric vortex, feels somewhat disjointed, making it appear as if two separate murals were combined. This could conflict with LDR Section 8.5.3©(3), which limits each façade to a single mural, unless a consistent theme unifies the elements.

Overall, Façade 6E is a highly engaging and conceptually rich mural, successfully incorporating graphic art, symbolism, and visual depth. However, ensuring text compliance, clarifying its relationship to the business, and strengthening the thematic connection

between the two visual components would enhance both its artistic integrity and regulatory adherence within the Andre Design District.

Building 1878 Façade 6F (File No. 2025-130)  
Approved on March 25, 2025



**Dimensions:** 12 feet high by 31 feet wide (372 square feet)  
**Coverage:** 100% of the façade

The mural is located on Façade 6F on the east elevation on Building 1878 is a bold and energetic composition, blending urban graffiti aesthetics with pop-art-inspired character design. The right portion of the mural features a spray paint can character, personified with sunglasses and a chef's hat, seemingly in motion. Surrounding this figure is a vibrant explosion of graffiti-style lettering, incorporating dynamic angular shapes and a multicolored palette of blues, purples, oranges, and pinks. The background features a spray-painted cloud effect in bright cyan, reinforcing the mural's street-art roots and adding depth to the composition. The material used to create the mural comprises an aerosol spray paint by the Mountain (MTN) Spray Paint Technology using the "hardcore" brand with 60-80% glossy finish and <20% matt finish.

One of the mural's strongest aspects is its authentic embrace of graffiti culture, a style historically rooted in self-expression, rebellion, and urban identity. The high-energy lettering and bold colors create an immediate visual impact, capturing the spirit of raw creativity associated with graffiti as a legitimate art form. The playful character design further humanizes the mural, making it more engaging for viewers and adding a sense of personality and movement.

However, the mural raises several critical concerns. Firstly, the lack of clear text readability within the graffiti-style lettering may lead to questions regarding compliance with LDR Section 8.5.3(C)(4), which requires that murals be predominantly pictorial and limit text to 5% of the mural size. If the stylized lettering contains implicit words or phrases, it could risk being classified as unauthorized text, requiring further review. Additionally, the integration of a spray can character—a direct reference to graffiti tools—could be interpreted as self-referential messaging, potentially bordering on a promotional or commercial theme, which is not permitted under the city's public art regulations.

From an architectural standpoint, the mural is asymmetrically placed, covering only a portion of the façade while leaving a significant area blank. This creates a disjointed visual balance, particularly given the stark contrast between the fully painted right side and the completely white left side of the façade. The abrupt transition from mural to blank wall weakens the sense of cohesiveness, making the piece feel unfinished or incomplete in relation to the full façade.

While this mural successfully brings an urban, high-energy aesthetic to the Andre Design District, it could benefit from better integration across the entire façade to enhance visual continuity. Additionally, ensuring compliance with text limitations and non-commercial mural regulations will be key to maintaining its legitimacy as public art rather than an informal graffiti installation.

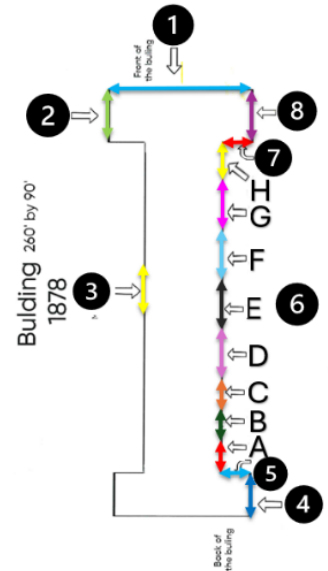


Strengthening the relationship between the left and right halves of the wall could further improve its impact, making it a more harmonious and deliberate contribution to the district's artistic landscape.

Building 1878 Façade 6G (File No. 2025-131)



**Dimensions:** 12 feet high by 32 feet wide (384 square feet)  
**Coverage:** 100% of the façade





The mural is located on Façade 6G on the east elevation on Building 1878 towards the end portion of the building at 12 feet high and 32 feet wide covering 100% of the façade.

The “Before” image shows the original mural included the trademarked “Barbie” logo, which has since been removed to comply with LDR Section 8.5.3(C)(5), which prohibits commercial branding, logos, or promotional messaging in murals. The subsequent design, as seen in the “After” version, now features only the iconic ponytailed silhouette, instantly recognizable yet legally distinct from proprietary branding.

At the PAAB meeting March 25, 2025, the Board considered the mural lacking artistic expression and elements that could enhance the mural rather than the feeling of a barring image on the façade that constituted the postponement of the mural to allow the applicant to address the concerns of the Board by graphically demonstrating the proposed change.

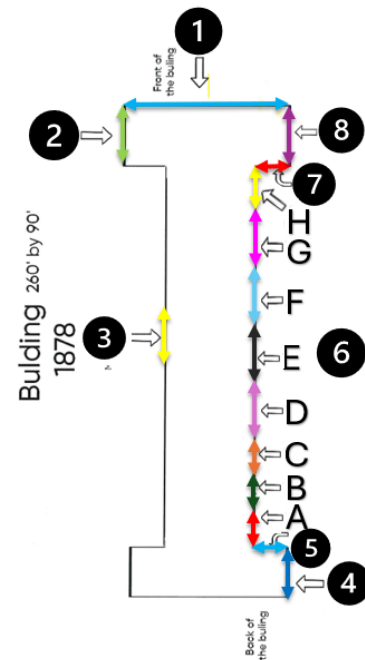
From an artistic perspective, the mural is clean and visually striking, embracing a pop-art aesthetic that relies on the cultural recognition of its imagery rather than intricate details or complex compositions. The ponytailed silhouette and the barbie women driving the pink car compete as the main focal point of the artwork. The overall image utilizes the pink color as the background, however, lacks cohesion behind the story of the artwork. The image of the pink car and barbie with designer sunglasses riding along the sandy beach and blue waters creates this imagery of an optimistic, free-flowing, luxury life that brings peace and warmth whereas the silhouette paired with a dreamlike but distant and fading background gives the impression of a more serious and contemplative figure. This thematic imagery is disconnected and lacks unification and misses the mark on a captivating story telling piece of public art. Each image standing as its own demonstrates a likeness and perhaps creates an interactive piece of public art. However, it raises doubts about what the purpose and intent behind this artwork is.

While the design is effective in its visual clarity, it lacks depth or narrative complexity, making it less engaging compared to other murals in the district that incorporate layered meanings, symbolism, or urban storytelling.

Additionally, from an urban design standpoint, the mural's monochromatic pink dominance contributes to a cohesive aesthetic but also raises concerns about architectural integration. While the façade is visually neat and aligned with the building's theme, it's flat, and chaotic in the true essence of this artwork piece. Incorporating a consistent theme could enhance the mural's ability to stand alone as an independent work of art, rather than feeling like a remnant of a removed commercial display and the addition of a new piece of artwork.

Overall, while the mural on Façade 6G is a modified, high-impact design, it sits on the fine line between artistic expression and pitching images together that may or may not be compatible. Further clarification may be needed on its iconographic recognition, and additional artistic refinements could elevate it from an asunder backdrop to a cohesive engaging public art statement within the Andre Design District.

Building 1878 Façade 7 (File No. 2025-132)  
Approved on March 25, 2025



**Dimensions:** 12 feet high by 20 feet wide (240 square feet)

**Coverage:** 100% of the façade

The mural is located on Façade 7 on the east elevation, facing south on Building 1878 towards the north end is a bold yet contemplative composition, featuring a black silhouette of a solitary tree enclosed within a circular frame, set against a striking red background. The contrast between the deep black and vivid red creates a visually arresting effect, emphasizing themes of nature, solidity, and resilience. The mural's simplicity lends it a symbolic weight, suggesting ideas of life, rootedness, and stability amid an ever-changing environment.

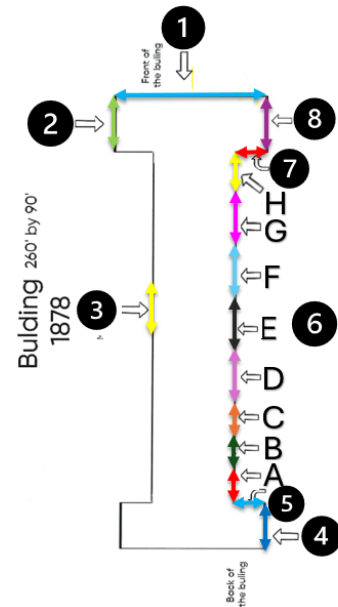
One of the mural's strengths is its strong visual clarity and minimalist execution, which sets it apart from the more intricate or chaotic designs present on other façades of Building 1878. The circular framing of the tree evokes a sense of unity and wholeness, reinforcing the mural's introspective and meditative quality. The design effectively balances abstraction with recognizable symbolism, allowing viewers to derive their own interpretations while maintaining a clear visual impact.

However, despite its artistic strengths, there are critical concerns regarding its context and integration. The stark, singular color scheme, while effective in creating contrast, limits the depth and textural complexity of the artwork, potentially making it feel flat in comparison to the more vibrant and layered murals in the district.

From a regulatory standpoint, the mural complies with LDR Section 8.5.3© in terms of coverage and placement, as it does not include commercial text or branding. However, given the highly symbolic nature of the imagery, the Board may wish to consider whether the piece contributes to the overall artistic narrative of the district, or if it feels too disconnected from the surrounding murals.

Overall, the mural on Façade 7 is an elegant and thought-provoking piece, utilizing minimalism and strong contrast to convey a sense of contemplation and permanence.

Building 1878 Façade 8 (File No. 2025-133)  
Approved on March 25, 2025



**Dimensions:** 12 feet high by 30 feet wide (360 square feet)  
**Coverage:** 100% of the façade

The mural is located on Façade 8 on the east elevation on Building 1878 at the end of the building is a bold, high-energy composition that captures the essence of coastal vibrancy. Dominated by a surreal beachscape, the mural features a pink-haired woman wearing oversized reflective sunglasses, a large, partially buried turquoise surfboard, and a backdrop of a sunset sky with tropical foliage. The intense, saturated color palette, with hues of neon pink, fiery orange, and deep blue, creates a dreamlike, almost cinematic effect, evoking the spirit of South Florida's beach culture.

One of the mural's strengths is its layered depth and dynamic movement. The woman's exaggerated proportions and expression, combined with the perspective of the surfboard leading into the landscape, create a sense of narrative and immersion. The contrast between the hyper-detailed elements (such as the reflection in the sunglasses) and the more stylized background adds an element of visual storytelling, making the mural not just a decorative piece but a thematic experience.

However, there are critical concerns from both an artistic and regulatory perspective. While it does not include explicit logos, the use of a recognizable lifestyle aesthetic, the bold eyewear reflection, and the idealized surf culture imagery might be interpreted as a promotional depiction rather than purely artistic expression. Additionally, the text "@DRAWYCRAZY407" located on the lower right suggests an artist signature or social media handle, which may conflict with mural regulations prohibiting advertising elements.

From an architectural standpoint, the mural is well-integrated into the façade, following the contours of the building and enhancing its street-facing visibility. However, the placement of the surfboard and figure near the entryway may create an unintended association with the building's tenants, making it appear as a thematic extension of a business rather than independent public art.

In summary, Façade 8 is a visually striking, dynamic mural that effectively embraces the coastal energy of the Andre Design District. However, clarification on its potential commercial implications, the inclusion of artist-related text, and its thematic intent will be essential in determining its compliance with the city's public art regulations. Strengthening its artistic independence from commercial imagery while maintaining its vivid, engaging aesthetic would help solidify its role as a standout feature within the district's mural collection.



## Mural Analysis

These murals transform the industrial facades of Building 1878 into a vibrant tapestry of culture, identity, and artistic expression. Each mural tells its own story, yet collectively they create a cohesive narrative that bridges urban grit with creative imagination. The scale and craftsmanship of these works elevate them from mere decoration to a true celebration of human creativity, setting a new standard for public art in the Andre Design District

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 MROC zoning district and features a warehouse building, specifically Building 1878. Although this building does not directly face either a railroad right-of-way or Interstate 95, the property in its entirety does front the FEC Railway and Interstate 95 is directly to the east of the railway.

### **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.

Each of the existing murals covers 100 percent of the wall surface without obstructing any window openings or doors. While the warehouse buildings do not feature prominent architectural elements, the façades are segmented by insets for windows, doors, garage doors as well as rain gutters for the tenant spaces. Each mural is positioned in a manner that respects these architectural features.

The applicant has provided a detailed maintenance plan for the murals, which includes biannual visual assessments to check for signs of fading, chipping, cracking, vandalism, or other damages. In addition, minor repairs will be addressed promptly with touch-ups for fading, damage or vandalism within 72 hours of identification. The maintenance plan also outlines an annual cleaning schedule for removing dirt, dust, and pollutants from all murals, with a protective clear coat or sealant reapplied to safeguard the murals against environmental factors. The proposed murals do not include any electronic components, 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.

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 mural regulations allow text on murals provided that the text size does not exceed 5% of the total mural size and meets the definition of a mural.

The murals were the creation of Denny Graff, an established artist with experience in graffiti art, murals, acrylic painting, and design. His work can be found in prominent locations like Orlando and Wynwood. He began as a graffiti artist on the streets. He is known for his unique ability to blend urban grit with contemporary art. Graff’s comprehensive Biography is attached.

**Objective NDC 1.4 Industrial Land Use Designations**

Apply the industrial land use designations of Industrial and Commerce to those areas where industrial type uses, such as fabrication and assembly of goods, warehousing, and vehicle repair, are the primary economic strategy for the district, to ensure that those industries, which are essential to the local economy, are appropriately accommodated in the city.

**Policy NDC 1.4.9**

Analyze the existing land use and zoning designations of Commerce and Congress Avenue Mixed Use assigned to property along the Congress Avenue Corridor for the purpose of accommodating a balanced mix of commercial, industrial, office, and residential uses with a cohesive aesthetic for the corridor.

Overall, Andre Design District has a total of 32 existing murals spread across four warehouse buildings, illustrating various murals. 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...."

**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.

Therefore, the murals meet the definition of public art and satisfy criterion number 1 for public art consideration. However, 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.

The subject property is surrounded by an industrial use to the north and the County's Administrative Complex to the west and south within the Congress Avenue Corridor with a Congress Avenue Mixed Use (CMU) land use designation. The vision for the Congress Avenue Corridor is to offer new development and redevelopment with a mix of commercial, industrial, office, and residential uses with a cohesive aesthetic for the corridor.

A similar redevelopment strategy has been taking wave through industrial zoned districts such as Wynwood in Miami to revitalize the neighborhood after a mass exodus of residents leaving behind abandoned warehouses. The transformation began for the neighborhood in the early 2000s by a real estate developer who bought the properties. Wynwood has since evolved into one of the most prominent creative communities in the United States, and a global destination for art, fashion, and innovation.

In 2019, the current property owner acquired the four buildings with a vision to transform them into Delray's next hub for local businesses, galleries and restaurants which are permitted uses within the MROC zoning district. The purpose was to attract the public to the "off the beaten path" offering a unique mix of businesses known as "The Andre Design District". At that time, the commissioning of the existing murals existing today was pursued.

The Comprehensive Plan highlights the importance of allowing public art, preserving and increasing access to cultural resources. It promotes strategic partnerships with those involved with the creative arts to establish policies and programs that enhance Delray Beach as a diverse City through cultural attractions, traditions, communities and business districts. The plan also identifies synergies between these clusters of cultural and innovation districts to encourage economic development in mixed use centers and neighborhoods.

**Objective ECP 3.2 Cluster Marketing**

Market and brand Delray Beach focused on the synergies of its industry clusters.

**Policy ECP 3.2.6**

Promote Delray Beach as a diverse city highlighting cultural attractions, traditions and communities in neighborhoods and business districts as well as downtown.

**Policy ECP 3.3.2**

Identify opportunities for potential zones, cultural districts or innovation district to grow the clusters and encourage economic development in mixed-use centers and neighborhoods.

Delray Beach is rich in cultural history, and the vision for the city includes preserving the existing cultural districts, market and brand cultural attractions and traditions. Meanwhile, identifying new opportunities for additional cultural district, allow public arts and expand by creating innovation districts to grow the clusters to create economic prosperity in mixed use centers and neighborhoods.

The creation of a new cultural or innovation district through the commissioning of these murals in the "Andre Design District" aligns with the vision of the Comprehensive Plan provided that this initiative improves the quality of life of Delray Beach residents.

Additionally, further analysis is required under **LDR Section 8.5.3(C)(3), mural limitations** which regulates the number of murals permitted on a façade or flat surface. Only one mural is permitted on one façade of the building. The LDR continues to highlight that 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."

Therefore, the LDR implies that one mural is permitted on a façade that may continue across a contiguous wall provided it is one image or theme. The façade along the east elevation of Building 1878 continues across for 260 feet while the mural or murals are installed across approximately 206 feet of the total building length. See below image.

**Objective SPE 2.1 Private and Nonprofit Organizations**

Increase efforts to build new public-private partnerships and expand existing partnerships to improve the quality of life for Delray Beach residents.

**Policy SPE 2.1.9**

Coordinate with private partners involved in the creative arts to establish policies and programs in building a cultural master plan. [Complete by 2025]



The Board shall consider whether the proposed public art is compatible with the surrounding neighborhood, created with exceptional quality and enduring value that serves the City's goal of promoting cultural diversity and identifies as an opportunity to create an innovation district to grow and encourage economic development. The Board shall also consider if the expansion of the public art which is typically found downtown is appropriate to this site or shall be located at a different location. Additionally, the Board shall consider if the 7 existing murals on the east elevation constitute as separate images or form one consistent theme or image.

Below is an aerial view of the west elevation of Building 1878 identifying the location and the overall length of the murals. The seven murals encompass the east building elevation.



## Optional Board Actions

### Façade 6

#### Façade 6B

- A. Move approval, of the Mural Permit (2025-126) to paint a mural (6b) on the east elevation of Building 1878 located at **1878 Dr. Andre's Way**, 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 (2025-126) to paint a mural (6b) on the east elevation of Building 1878 located at **1878 Dr. Andre's Way**, 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 (2025-126) to paint a mural (6b) on the east elevation of Building 1878 located at **1878 Dr. Andre's Way** 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

### **Façade 6D**

- A. Move approval, of the Mural Permit (2025-128) to paint a mural (6d) on the east elevation of Building 1878 located at **1878 Dr. Andre's Way**, 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 (2025-128) to paint a mural (6d) on the east elevation of Building 1878 located at **1878 Dr. Andre's Way**, 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 (2025-128) to paint a mural (6d) on the east elevation of Building 1878 located at **1878 Dr. Andre's Way**, 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

### **Façade 6G**

- A. Move approval, of the Mural Permit (2025-131) to paint a mural (6g) on the east elevation of Building 1878 located at **1878 Dr. Andre's Way**, 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 (2025-131) to paint a mural (6g) on the east elevation of Building 1878 located at **1878 Dr. Andre's Way**, 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 (2025-131) to paint a mural (6g) on the east elevation of Building 1878 located at **1878 Dr. Andre's Way**, 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