



*Planning, Zoning, and Building Department*

**BOARD ACTION REPORT – APPEALABLE ITEM**

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**Project Name:** Silver Ball Museum Mural  
**Project Location:** 19 NE 3<sup>rd</sup> Avenue  
**Request:** Class I Site Plan Modification  
**Board:** Site Plan Review and Appearance Board  
**Meeting Date:** November 30, 2016

**Board Action:** Approved 5 – 1 with Shannon Dawson dissenting (1 vacant seat).

**Project Description:**

The subject property is 7,697 sq. ft. and is located on the east side of NE 3rd Avenue, between Atlantic Avenue and NE 1st Street within the City's Central Business District (CBD) and the Central Core Sub-District (19 NE 3rd Avenue)

The action before the Board is a request to paint a mural on the north, east, south and west elevations of the building which faces interior to the parking lot.

The mural was tabled at the November 17, 2016 meeting by the Site Plan Review and Appearance Board with direction to modify the drawings. On November 30, 2016, the mural was approved.

The mural will be painted by Daniel Medina who does a lot of work in Miami's Wynwood area and downtown Tampa. The mural is bright colors depicting characters and actions from the pinball and arcade world and will be painted in flat, semi-gloss and some gloss.

Staff supported the request.

**Board Comments:**

none

**Public Comments:**

The comment from the public was to protect the character and brick of the building.

**Associated Actions:**

none

**Next Action:**

SPARB action is final unless appealed by the City Commission.

**SITE PLAN REVIEW AND APPEARANCE BOARD  
MEMORANDUM STAFF REPORT**

**Applicant/Agent:** Silver Ball Museum/Rob Ilvento

**Project Name:** Pinball Mural

**Project Location:** 19 NE 3<sup>rd</sup> Avenue

**ITEM BEFORE THE BOARD**

The action before the Board is consideration for approval of a Class I Site Plan Modification request for **19 NE 3<sup>rd</sup> Avenue** associated with architectural elevations changes (mural), pursuant to LDR Section 2.4.5(F).

**BACKGROUND**

The subject property is 7,697 sq. ft. and is located on the east side of NE 3rd Avenue, between Atlantic Avenue and NE 1st Street within the City's Central Business District (CBD) and the Central Core Sub-District (19 NE 3rd Avenue)

The action before the Board is a request to paint a mural on the north, east, south and west elevations of the building which faces interior to the parking lot.

**ARCHITECTURAL ELEVATION ANALYSIS**

**LDR Section 4.6.18(E) Criteria for Board Action:** The following criteria shall be considered, by the Site Plan Review and Appearance Board (SPRAB) in the review of plans for building permits. If the following criteria are not met, the application shall be disapproved:

- (1) The plan or the proposed structure is in conformity with good taste; good design, and in general contributes to the image of the City as a place of beauty, spaciousness, harmony, taste, fitness, broad vistas, and high quality.
- (2) The proposed structure, or project, is in its exterior design and appearance of quality such as not to cause the nature of the local environment or evolving environment to materially depreciate in appearance and value.
- (3) The proposed structure, or project, is in harmony with the proposed developments in the general area, with the Comprehensive Plan, and with the supplemental criteria which may be set forth for the Board from time to time.

The mural will be painted by Daniel Medina who does a lot of work in Miami's Wynwood area and downtown Tampa. The mural is bright colors depicting characters and actions from the pinball and arcade world and will be painted in flat, semi-gloss and some gloss. The west elevation which is the entrance to the museum has two pinball machines, pinballs and blue stars, the east elevation has characters from a game. The north elevation is full of bright red colors and shooting asteroids with a ship. The south elevation also has characters from a game



with bold red and a sea theme. The mural is behind Johnnie Browns and just East of the railroad tracks and will be visible to pedestrian traffic.

The proposed elevation change is in harmony with surrounding area and will not materially depreciate or adversely affect the neighboring areas. Based upon the above positive findings can be made with respect to LDR Section 4.6.18 (E).

#### REVIEW BY OTHERS

At its meeting of September 28, 2016 the **Pineapple Grove Mainstreet** reviewed the proposed mural and the consensus was to recommend approval of the Class I Site Plan Modification with the removal of the words on the north and south elevations. Motion was approved unanimously.

At its meeting of October 10, 2016, the **Downtown Development Authority** reviewed the proposed mural and the consensus was to recommend approval of the Class I Site Plan Modification with the removal of the words on the north and south elevation and the pinball machines on the west elevations.

#### ALTERNATIVE ACTIONS

- A. Continue with direction.
- B. Move approval of the request for a Class I site plan modification for elevation changes for **19 NE 3<sup>rd</sup> Avenue** by adopting the findings of fact and law contained in the staff report, and finding that the request is consistent with the Comprehensive Plan and meets criteria set forth in Section 4.6.18(E) of the Land Development Regulations.
- C. Move denial of the request for a Class I site plan modification for elevation changes for **19 NE 3<sup>rd</sup> Avenue** by adopting the findings of fact and law contained in the staff report, and finding that the request is inconsistent with the Comprehensive Plan and does not meet criteria set forth in Section 4.6.18(E) of the Land Development Regulations.

#### RECOMMENDATION

Move approval of the request for a Class I site plan modification for elevation changes for **19 NE 3<sup>rd</sup> Avenue** by adopting the findings of fact and law contained in the staff report, and finding that the request is consistent with the Comprehensive Plan and meets criteria set forth in Section 4.6.18(E) of the Land Development Regulations.

Prepared by: Jennifer Buce, Assistant Planner

Attachment:

- Architectural Elevations (Mural),
- Site Plan
- Location Map

**SITE PLAN REVIEW AND APPEARANCE BOARD  
MEMORANDUM STAFF REPORT**

**Applicant/Agent:** Silver Ball Museum/Rob Ilvento

**Project Name:** Pinball Mural

**Project Location:** The subject property is 7,697 sq. ft. and is located on the east side of NE 3rd Avenue, between Atlantic Avenue and NE 1st Street within the City's Central Business District (CBD) and the Central Core Sub-District (19 NE 3rd Avenue).

**ITEM BEFORE THE BOARD**

The action before the Board is reconsideration of approval for a Class I Site Plan Modification for **19 NE 3<sup>rd</sup> Avenue** associated with architectural elevations changes (mural), pursuant to LDR Section 2.4.5(F).

**BACKGROUND & PROJECT DESCRIPTION**

The proposed mural was before the Site Plan Review and Appearance Board on November 17, 2016 and tabled until the November 30<sup>th</sup> meeting in order for the applicant to modify some of the artwork on the proposed elevations.

The mural which will be painted by Daniel Medina who works in Miami's Wynwood area and downtown Tampa and consists of:

- **East Elevation:**
  - Bright colors with two pinballs and a boardwalk.
- **West Elevation:**
  - Bright color sea characters from pinball games, flying saucers and a bit of nostalgic Delray Beach in the corner with a rendering of the Seacrest Hotel.
- **South Elevation:**
  - Bright aquatic colors with the Queen of Hearts and Jack of Diamonds from a pinball game. The City logo should be removed and replaced with a pinball.
- **North Elevation:**
  - Bright colors with a blue border on top and a roller coaster throughout the mural. The theme is carried over from the east elevation which is a boardwalk.
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**LDR Section 4.6.18(E) Criteria for Board Action:** The following criteria shall be considered, by the Site Plan Review and Appearance Board (SPRAB) in the review of plans for building permits. If the following criteria are not met, the application shall be disapproved:

- (1) The plan or the proposed structure is in conformity with good taste; good design, and in general contributes to the image of the City as a place of beauty, spaciousness, harmony, taste, fitness, broad vistas, and high quality.
- (2) The proposed structure, or project, is in its exterior design and appearance of quality such as not to cause the nature of the local environment or evolving environment to materially depreciate in appearance and value.



- (3) The proposed structure, or project, is in harmony with the proposed developments in the general area, with the Comprehensive Plan, and with the supplemental criteria which may be set forth for the Board from time to time.

The applicant took into consideration the board's concerns about the mural looking more like a billboard than a mural and changed the elevations to reflect so. The mural still shows the uniqueness of pinball games on the south elevation, Delray's classic sea theme on the west elevation, and Boardwalk theme's on the north and east elevation. The proposed elevation change is in harmony with surrounding area and will not materially depreciate or adversely affect the neighboring areas. Based upon the above positive findings can be made with respect to LDR Section 4.6.18 (E).

#### ALTERNATIVE ACTIONS

- A. Continue with direction.
- B. Move approval of the request for a Class I site plan modification for elevation changes for **19 NE 3<sup>rd</sup> Avenue** by adopting the findings of fact and law contained in the staff report, and finding that the request is consistent with the Comprehensive Plan and meets criteria set forth in Section 4.6.18(E) of the Land Development Regulations.
- C. Move denial of the request for a Class I site plan modification for elevation changes for **19 NE 3<sup>rd</sup> Avenue** by adopting the findings of fact and law contained in the staff report, and finding that the request is inconsistent with the Comprehensive Plan and does not meet criteria set forth in Section 4.6.18(E) of the Land Development Regulations.

#### RECOMMENDATION

Move approval of the request for a Class I site plan modification for elevation changes for **19 NE 3<sup>rd</sup> Avenue** by adopting the findings of fact and law contained in the staff report, and finding that the request is consistent with the Comprehensive Plan and meets criteria set forth in Section 4.6.18(E) of the Land Development Regulations.

Prepared by: Jennifer Buce, Assistant Planner

Attachment:

- Architectural Elevations (Mural),
- Site Plan
- Location Map





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City of Delray Beach  
Planning & Zoning



50 Building  
est.

Rolling  
years  
up  
city!





HAND  
Rendering



Seacrest Hwy