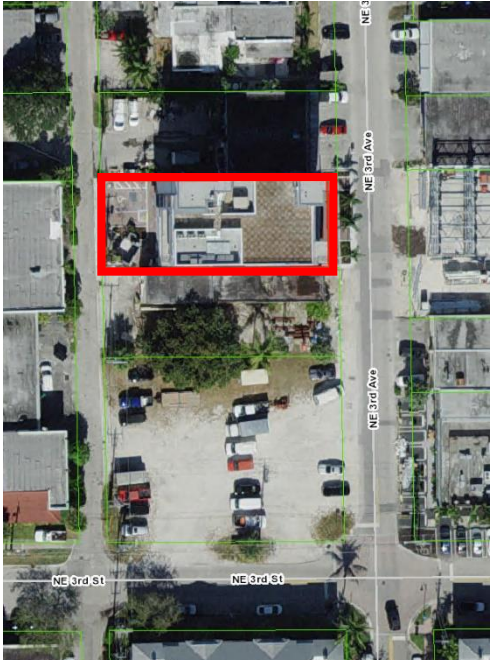




# PUBLIC ART ADVISORY BOARD STAFF REPORT

## DEVELOPMENT SERVICES DEPARTMENT

100 NW 1<sup>ST</sup> AVENUE, DELRAY BEACH, FLORIDA 33444  
PLANNING & ZONING DIVISION: (561) 243-7040 • BUILDING DIVISION: (561) 243-7200

<b>Meeting:</b> September 28, 2021	<b>File No.</b> 2021-222 (North) and 2021-248 (South)	<b>Application Type:</b> Mural Permits
<p> <b>Applicant:</b> Glayson Leroy, Galera Collective  <b>Property Owner:</b> 324 Lofts, LLC  <b>Address:</b> 324 NE 3<sup>rd</sup> Ave  <b>PCN:</b> 12-43-46-16-01-081-0180  <b>FLUM:</b> Commercial Core (CC)  <b>Zoning:</b> Central Business District (CBD)  <b>Adjacent Zoning:</b> <ul style="list-style-type: none"> <li>• North: CBD</li> <li>• West: CBD</li> <li>• South: CBD</li> <li>• East: CBD</li> </ul> <b>Existing Land Use:</b> Mixed Use Development  <b>Item before the Board:</b>            Consideration of two Mural Permit applications (2021-222 and 2021-248) associated with the painting of a mural on the north and south elevations.         </p>		
<b>Optional Board Motions for Action Item:</b>		
<b>Mural Permit – North Elevation (2021-222)</b>		
<ol style="list-style-type: none"> <li>1. Move to continue with direction.</li> <li>2. Move approval of the Mural Permit (2021-222) for the painting of a mural on the north elevation located at <b>324 NE 3rd Avenue</b>, by finding that the request is consistent with the Comprehensive Plan and meets criteria set forth in Chapter 8 of the Land Development Regulations.</li> <li>3. Move denial of the Mural Permit (2021-222) for the painting of a mural on the north elevation located at <b>324 NE 3rd Avenue</b>, by finding that the request is inconsistent with the Comprehensive Plan and does not meet criteria set forth in Chapter 8 of the Land Development Regulations.</li> </ol>		
<b>Mural Permit – South Elevation (2021-248)</b>		
<ol style="list-style-type: none"> <li>1. Move to continue with direction.</li> <li>2. Move approval of the Mural Permit (2021-248) for the painting of a mural on the south elevation located at <b>324 NE 3rd Avenue</b>, by finding that the request is consistent with the Comprehensive Plan and meets criteria set forth in Chapter 8 of the Land Development Regulations.</li> <li>3. Move denial of the Mural Permit (2021-248) for the painting of a mural on the south elevation located at <b>324 NE 3rd Avenue</b>, by finding that the request is inconsistent with the Comprehensive Plan and does not meet criteria set forth in Chapter 8 of the Land Development Regulations.</li> </ol>		

<b>Project Planner:</b> Rachel Falcone, Planner <a href="mailto:FalconeR@mydelraybeach.com">FalconeR@mydelraybeach.com</a>	<b>Review Dates:</b> September 28, 2021	<b>Attachments:</b> <ol style="list-style-type: none"> <li>1. Mural Summary</li> <li>2. Existing Elevations</li> <li>3. Proposed Rendering</li> </ol>
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**Background:**

The subject property is located on NE 3<sup>rd</sup> Avenue within the Central Business District (CBD) in the Railroad Corridor Sub-district. The property consists of 0.15 acres and currently contains a mixed-use commercial structure.

**Project Description:**

The request before the Board are two mural permits (2021-222 and 2021-248) associated with the painting of the northern and southern elevations of the structure. The artist for the mural on the northern façade is known by Hoxxoh and the artist for the mural on the southern façade is known as Remote. Each mural is proposed to be abstract in nature to compliment Artist Alley.

**Mural Analysis:**

Pursuant to LDR Section 8.5.2(A), the following criteria shall be considered, by the Public Art Advisory Board (PAAB), in the review of plans for building permits. 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.

Pursuant to LDR Section 8.5.3(3), 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. Therefore, each mural permit must be reviewed and approved separately.

The proposed murals are located on the northern and southern facades of the existing structure in the Central Business District (CBD), therefore, the murals comply with LDR Section 8.5.3 (A)(1)(c) which states 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).

Due to the location of the proposed murals, each will be seen from the public right-of-way at a pedestrian street level and vehicular. The murals are being curated and completed by artists known as HoxxoH and Remote. The proposed murals are abstract, however, have different stories and meanings behind them. The color palettes are similar on the northern and southern elevations. The applicant is not proposing any illumination, signage, or text. Coverage of the mural on 100% of each façade which is allowed, however, the applicants have not proposed the mural to cover the entirety of each façade. The public safety for others is not in any way interfering with pedestrians or motorists, therefore, LDR Section 8.5.3 Placement and Design requirements has been met.

**Mural Description: North Facing Elevation (2021-222)**

The proposed mural on the northern elevation will be curated and completed by Douglas Hoekzema, also known as HoxxoH. The concept of the proposed mural is to reflect the active ocean lifestyle in Delray Beach. The design consists of splashes throughout and movements to identify the ocean. The proposed mural is located on the blank white wall area of the northern façade. The mural appears to have a base color of multiple shades of blue such as light blue, teal, indigo, etc. Yellow, orange, and pinks will be incorporated throughout the mural with a sponge like appearance on the upper portion of the façade. Throughout the entire mural, white and blue lines are proposed to give the illusion of elements found in the ocean.





**Mural Description: South Facing Elevation (2021-248)**

The proposed mural on the southern elevation will be curated and completed by Jay Bellicchi, also known as Remote. The concept of the proposed mural is to reflect the joy of the booming downtown area of Delray Beach; therefore, the mural will consist of bright colors and various geometric shapes which will tie into the architecture within the downtown area. The proposed mural is located on the eastern portion of the blank white wall area of the southern façade. The mural appears to consist of blues, purple, yellow and black. Throughout the mural are geometric shapes such as triangles in multiple sizes. A paint splash effect will be incorporated throughout the mural and the appearance of paint dripping down the existing dark grey façade is proposed.



**Reviewed by Others:**

On September 13, 2021, the Downtown Development Authority (DDA) recommended approval of the Mural Permits. The Board discussed the character of the art (abstract art) being different from the existing murals in the surrounding area and lacking history and meaning. The DDA recommendation is attached.

On September 22, 2021, the Pineapple Grove Advisory Board (PGMS) will review the Mural Permits for recommendation. The recommendation will be presented at the PAAB meeting.