


MIAMI BEACH
PLANNING DEPARTMENT
Staff Report & Recommendation

Design Review Board

TO: DRB Chairperson and Members

FROM: Thomas R. Mooney, AICP 
Planning Director

SUBJECT: Design Review File No. 23270
770 West 41st Street – Super graphic

DATE: June 7, 2016

The applicants, 245 EAST EIGHTH LLC, are requesting Design Review Approval for the installation of an artistic super graphic on the west elevation of an existing building.

RECOMMENDATION:
Approval with conditions

LEGAL DESCRIPTION:

North 100 feet of Lot 19 lying west of Chase Avenue of Block 8 in the "Mid Golf Subdivision 1st Addition" according to Plat thereof as recorded in Plat Book 7, Page 161 of the Public Records of Miami-Dade County, Florida.

SITE DATA:

Zoning: CD-3 (Commercial, High Intensity)
Future Land Use Designation: CD-3

EXISTING STRUCTURE:

The artwork is proposed to be located entirely within private property, along the western elevation of the existing Roosevelt Theatre, currently non-operational, originally built in 1948 by notable architect Albert Anis.

THE PROJECT:

The applicant has submitted plans entitled "Lebo Roosevelt Theatre", as prepared by Lebo, undated.

The applicant is proposing to install a new artistic super graphic along the western elevation of an existing theatre building.

COMPLIANCE WITH ZONING CODE:

A preliminary review of the project indicates that the application, as proposed, appears to be inconsistent with the following sections of the City Code:

Sec. 138-204. - Artistic or super graphics.

Artistic or super graphics and/or neon banding that have no commercial association are permitted, and may or may not face a street, with the approval of the design review board.

The above noted comments shall not be considered final zoning review or approval. These and all zoning matters shall require final review and verification by the Zoning Administrator prior to the issuance of a Building Permit.

Access to the Site from adjacent roads shall be designed so as to interfere as little as possible with traffic flow on these roads and to permit vehicles a rapid and safe ingress and egress to the Site.

Not Applicable

9. Lighting shall be reviewed to ensure safe movement of persons and vehicles and reflection on public property for security purposes and to minimize glare and reflection on adjacent properties. Lighting shall be reviewed to assure that it enhances the appearance of structures at night.

Not Applicable

10. Landscape and paving materials shall be reviewed to ensure an adequate relationship with and enhancement of the overall Site Plan design.

Not Applicable

11. Buffering materials shall be reviewed to ensure that headlights of vehicles, noise, and light from structures are adequately shielded from public view, adjacent properties and pedestrian areas.

Not applicable

12. The proposed structure has an orientation and massing which is sensitive to and compatible with the building site and surrounding area and which creates or maintains important view corridor(s).

Not Applicable

13. The building has, where feasible, space in that part of the ground floor fronting a street or streets which is to be occupied for residential or commercial uses; likewise, the upper floors of the pedestal portion of the proposed building fronting a street, or streets shall have residential or commercial spaces, shall have the appearance of being a residential or commercial space or shall have an architectural treatment which shall buffer the appearance of the parking structure from the surrounding area and is integrated with the overall appearance of the project.

Not Applicable

14. The building shall have an appropriate and fully integrated rooftop architectural treatment which substantially screens all mechanical equipment, stairs and elevator towers.

Not Applicable

15. An addition on a building site shall be designed, sited and massed in a manner which is sensitive to and compatible with the existing improvement(s).

Not Applicable

16. All portions of a project fronting a street or sidewalk shall incorporate an architecturally appropriate amount of transparency at the first level in order to achieve pedestrian compatibility and adequate visual interest.

Not Applicable

17. The location, design, screening and buffering of all required service bays, delivery bays, trash and refuse receptacles, as well as trash rooms shall be arranged so as to have a minimal impact on adjacent properties.

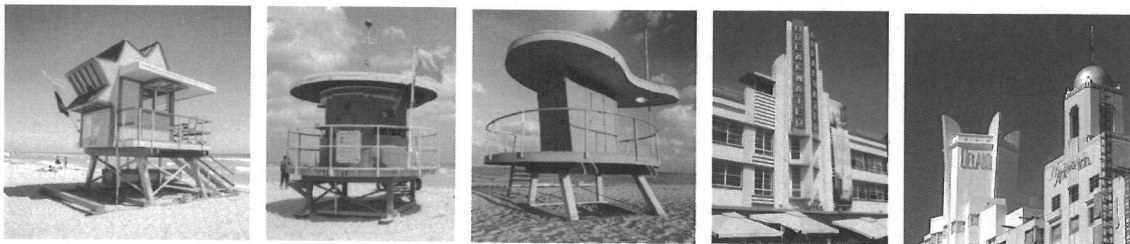
Not Applicable

STAFF ANALYSIS:

Staff has no objections to the installation of an artistic super graphic along the west elevation of the existing vacant theatre building. This west elevation has a high degree of visibility due to its positioning near the bridge and the waterway. Aside from the dynamic Roosevelt signage, this elevation is a featureless blank wall with no architectural detailing. Originally built in 1948 as a theatre, the Albert Anis building has remained dormant for some time now.

The muralist, David Le Batard, known in the art world as 'Lebo', is recognized for working in a wide spectrum of creative mediums including murals, paintings and sculptures. He is one of the most respected and sought after muralists in Miami with showrooms in Wynwood and a studio in Miami Beach. Lebo's art can be found all over the world, as street art on selected walls, in private collections, and in corporate partnerships including Norwegian Cruise Lines, Harley Davidson, Google, Ketel One and Bacardi among others.

The mural features a cartoon parakeet sitting on a branch with the words "Welcome to Miami Beach" playfully laid out in vivid colors and differing letters under a bright South Florida sun. Although the proposed mural will be an improvement over the blank wall, staff would recommend the artist explore the incorporation of other imagery that is more contextually specific to Miami Beach. Examples may include art deco architecture or the City's recently adopted whimsical lifeguard stations.



Also the green copy "beach" gets lost in the field of blue.

Overall, staff is highly supportive of the proposal to have a 'Lebo' mural installed on the Roosevelt. Any minor changes to the artistic mural, as suggested herein, can be easily addressed administratively, as indicated in the recommendation. However, any substantial alterations or deviations from the artistic imagery approved herein, either now or in the future, must be reviewed by the Design Review Board as a new application.

RECOMMENDATION:

In view of the foregoing analysis, staff recommends the application be **approved**, subject to the conditions enumerated in the attached Draft Order, which address the inconsistencies with the aforementioned Design Review criteria.

TRM/JGM

DESIGN REVIEW BOARD
City of Miami Beach, Florida

MEETING DATE: June 7, 2016

FILE NO: 23270

PROPERTY: **770 West 41st Street**

APPLICANT: 245 EAST EIGHTH LLC

LEGAL: North 100 feet of Lot 19 lying west of Chase Avenue of Block 8 in the "Mid Golf Subdivision 1st Addition" according to Plat thereof as recorded in Plat Book 7, Page 161 of the Public Records of Miami-Dade County, Florida.

IN RE: The Application for Design Review Approval for the installation of an artistic super graphic on the west elevation of an existing building.

ORDER

The City of Miami Beach Design Review Board makes the following FINDINGS OF FACT, based upon the evidence, information, testimony and materials presented at the public hearing and which are part of the record for this matter:

I. Design Review

- A. The Board has jurisdiction pursuant to Section 118-252(a) of the Miami Beach Code. The property is not located within a designated local historic district and is not a individually designated historic site.
- B. Based on the plans and documents submitted with the application, testimony and information provided by the applicant, and the reasons set forth in the Planning Department Staff Report, the project as submitted is consistent with the Design Review Criteria in Section 118-251 of the Miami Beach Code.
- C. The project would remain consistent with the criteria and requirements of section 118-251 if the following conditions are met:
 1. Revised elevations prior to the installation of the proposed supergraphic; at a minimum, such drawings shall incorporate the following:
 - a. The artist shall explore other imagery that is more contextually specific to Miami Beach within the mural for the supergraphic, such as art deco architecture or one of the City's whimsical lifeguard stations. Any minor change to incorporate such imagery may be reviewed and approved by staff consistent with the Design Review Criteria and/or the directions from the Board. Any substantial alterations or deviations from the artistic imagery approved herein either now or in the future shall be reviewed by the Design Review Board as a new application.

Meeting Date: June 7, 2016

DRB File No. 23270

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COUNTY OF MIAMI-DADE

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Miami-Dade County, Florida

My commission expires:

My commission expires: _____

Approved As To Form:

City Attorney's Office: _____ ()

Filed with the Clerk of the Design Review Board on _____ ()