



Hallandale Beach Community Redevelopment Agency

Board of Directors Meeting

Agenda Cover Memo

Meeting Date:	March 14, 2016	Item Type:	Resolution X	Ordinance	Other
Fiscal Impact:	Yes	No	Ordinance Reading:	1st Reading	2nd Reading
	X		Public Hearing:	Yes	No
				X	X
Funding Source:	Outside Services		Advertising Requirement:	Yes	No
					X
Account Balance:	5910-534010				
Project Number :	N/A		RFP/RFQ/Bid Number:	N/A	
Contract/P.O. Required:	Yes	No	Strategic Priority (Enter X in box): Capital Improvements Goal 1 - Undertake Total Improvements of Public Realm <input type="checkbox"/> Goal 2 - Promote Public/Public and Public/Private Partnership <input type="checkbox"/> Promote Projects with Large-Scale Impacts Goal 1 - Issue a Request for Proposals (RFP) for NW infill Housing <input type="checkbox"/> Goal 2 - Issue a Request for Qualifications (RFQ) for Dixie Highway/Foster Road parcel <input type="checkbox"/> Priority Area: North West Quadrant <input checked="" type="checkbox"/> FEC Corridor <input checked="" type="checkbox"/> Southwest Quadrant <input checked="" type="checkbox"/> Northeast Quadrant <input checked="" type="checkbox"/> Southeast Quadrant <input checked="" type="checkbox"/>		
Sponsor Name:	Daniel A. Rosemond, HBCRA Executive Director		Department:	Daniel A. Rosemond, HBCRA Executive Director	



Short Title:

N/A – Information Purposes

Staff Summary:

Background

The City of Hallandale Beach wishes to artistically wrap 21 traffic signal boxes located in certain sections of the CRA district. In order to achieve this, 1) a Request for Quote was sent to vendors in order to secure a company to print and install the traffic box wraps and 2) a Call to Artists was released in order to select an artist to design the traffic box wrap.

Current Situation

Traffic Box Fabrication

The HBCRA invited qualified firms to submit a quote to print and install 3M customized artistic wraps on 21 of the CRA district's traffic boxes. Four (4) vendors responded to this Request for Quote:

Car Wrap Solutions	(\$6,279)
Florida Car Wrap	(\$7,589)
Image Graphics 2000	(\$8,400)
Ad Graphics	(\$15,560.46)

Car Wrap Solutions offered the lowest quote and was selected to provide the services related to the Traffic Box Wrap Design Project.

Traffic Box Design

The HBCRA released a Call to Artists in order to identify an artist to create artworks that can be reproduced as a vinyl wrap and applied to 21 traffic signal boxes throughout certain sections of the City of Hallandale Beach (CRA District) (Exhibit 1). This Call to Artists was open to all artists/designers working in any medium, as long as the final artwork will be able to be translated and digitally reproduced on a two dimensional vinyl wrap. Artists were asked to submit short written responses to questions, a resume, work samples, work sample description sheets and a cost proposal. Artist Eligibility, Wrap Design Guidelines and other specific details of the project can be found in Exhibit 2.

In total, 8 artists submitted an application for the Traffic Box Wrap Design Project Call to Artists. The seven (7) members of the Hallandale Beach Beautification Board reviewed each respective submitted body of representative artistic work and ranked each artist on a scale of 1-10 (1 being the lowest and 10 being the highest). The Board reviewed the submissions and selected two artists who they felt would be best able to design traffic box wraps for twenty-one (21) traffic boxes located in the CRA District (Exhibit 2).



The artists selected by the Board are: Ana Chaskalson (8.38) (Exhibit 3) and Jacklyn Laflamme (9.00) (Exhibit 4). The Beautification Board was asked to define a tentative design concept for the traffic box wrap design project. The concept they decided upon is as follows:

- 21 separate designs for 21 separate boxes, however designs should show continuity and utilize repeating themes
- Overall theme should be Subtropical Florida and Fauna (including aquatic environments)

After reviewing the artist recommendations from the Beautification Board, staff has decided to move forward with artist Ana Chaskalson. Both artists recommended by the Board received similar judging scores, however proposed cost estimates varied greatly between the two. Due to this fact, Ana Chaskalson's proposal (Exhibit 3) has been deemed the best option moving forward.

Ana Chaskalson has estimated that her traffic box art proposal will cost \$9,000. This cost proposal includes 21 designs (each including 4 side panels and 1 top panel). The artist has stated that she is willing to donate 5 of the final designs to the City. Each design will be painted by the artist and then converted to digital format for printing. The cost proposal also includes visits to the actual traffic box sites in order to determine the best design, supplies, labor and photographs needed.

Total Cost

The original budget for the Traffic Art Box Wrap Project was \$44,000 and staff reports that the total cost (including Wrap design and fabrication) is estimated to be \$15,279. This final cost estimation is well under budget, but still represents quality work that will help to aid in the beautification of the City.

Analysis

Staff will meet with the selected artist and fabrication/installation vendor on Thursday, March 10 in order to discuss the project in greater detail. An artistic theme will be decided upon at this time and a timeline established. The selected artist has estimated that the project will take between 5-6 months to complete.

Upon design completion, the City will initiate the permitting process in order to obtain permission from the County to install wraps on the traffic signal boxes in question.

Why Action is Necessary

This Cover Memo should serve as an informational document updating members of the CRA Board on the progress of the Traffic Box Wrap Design Project. No direct action is necessary as a result of this item. In the future, CRA Board members will be asked to approve the final traffic box wrap design concepts.

Proposed Action:

No direct action is necessary as a result of this item. In the future, CRA Board members will be asked to approve the final traffic box wrap design concepts prior to installation.



400 South Federal Hwy
Hallandale Beach, FL 33009

Attachment(s):

- Exhibit 1 – Traffic Box Art Project Call to Artists
- Exhibit 2 – Beautification Board Recommendation Documents
- Exhibit 3 – Ana Chaskalson Submission Merged
- Exhibit 4 – Jacklyn Laflamme Submission Merged