

CITY OF HALLANDALE BEACH, FLORIDA
MEMORANDUM
CM18-140

DATE: January 10, 2018
TO: Honorable Mayor and City Commissioners
FROM: Roger M. Carlton, City Manager/Executive Director
SUBJECT: Fashion and Arts District Mural Project



Over the past month there has been some discussion by Hallandale Beach Community Redevelopment Agency Staff (HBCRA) and the HBCRA Board of Directors regarding the status and direction of the Fashion and Arts District Mural Project. At the HBCRA Board meeting that was held on December 18, 2017, one of the property owners in the Fashion and Arts District, Luciana Preguerman, was very vocal in her opposition to the mural project and indicated that she no longer wanted the HBCRA Board approved mural artwork on her business/building.

I am pleased to say that Ms. Preguerman of her own volition has had a change of heart regarding the project and has agreed to us in writing that she would like to proceed with the approved mural project including the approved artwork. HBCRA Staff has reached out to Ms. Preguerman, who has indicated that she will come to City Hall next week to re-sign/sign the required documents including the Mural License Agreement and the permit application when she returns to the country.

Now that this issue appears to be resolved, I am directing that the next series of payments for this project be released so that we can have the mural tiles delivered from Italy and make whatever additional payments are required to the artist Jonathan Brender. This will ensure that we can complete this important project within approximately 60 days, and continue with our efforts to revitalize the area.

Cc: Jeremy Earle, Assistant City Manager
Diana Scarpetta, Real Estate and Property Management Coordinator
Matt Cohen, Assistant Director Public Works/Capital Projects
Jennifer Merino, City Attorney
Steve Zelkowitz, CRA Attorney
Jonathan Brender, Mural Artist