



**Hallandale Beach Community Redevelopment Agency
Board of Directors Meeting
Agenda Cover Memo**

Meeting Date:	January 29, 2018	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:	N/A	Advertising Requirement:	Yes	No	
				X	
Account Balance:	N/A				
Project Number :	N/A	RFP/RFQ/Bid Number:	N/A		
Contract/P.O. Required:	Yes	No	Strategic Priority (Enter X in box):		
	X		<div> Capital Improvements <div style="float: right;"><input type="checkbox"/></div> <div>Goal 1 - Undertake Total Improvements of Public Realm</div> <div>Goal 2 - Promote Public/Public and Public/Private Partnership</div> </div> <div> Promote Projects with Large-Scale Impacts <div style="float: right;"><input type="checkbox"/></div> <div>Goal 1 – Issue a Request for Proposals (RFP) for NW infill Housing</div> <div>Goal 2 – Issue a Request for Qualifications (RFQ) for Dixie Highway/Foster Road parcel</div> </div> <div> Priority Area: <div style="float: right;"><input type="checkbox"/></div> <div>North West Quadrant</div> <div>FEC Corridor</div> <div>Southwest Quadrant</div> <div>Northeast Quadrant</div> <div>Southeast Quadrant</div> </div>		
Sponsor Name:	Roger M. Carlton HBCRA Executive Director		Department:	HBCRA	



Short Title:

A RESOLUTION OF CHAIR AND BOARD OF DIRECTORS OF THE HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY APPROVING THE TERMINATION OF MURAL LICENSE AGREEMENT WITH ALAN WASSER, AS TRUSTEE OF THE ALAN WASSER REVOCABLE TRUST DATED AUGUST 12, 1999, AS AMENDED; THE TERMINATION OF MURAL LICENSE AGREEMENT WITH AARONSHOSH INVESTMENTS, LLC; AND THE AMENDED AND RESTATED MURAL LICENSE AGREEMENT WITH CACIKE INVESTMENTS LLC ALL WITH THE HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY; AUTHORIZING THE EXECUTIVE DIRECTOR TO EXECUTE THE TERMINATIONS OF MURAL LICENSE AGREEMENT AND AMENDED AND RESTATED MURAL LICENSE AGREEMENT; AUTHORIZING THE EXECUTIVE DIRECTOR TO TAKE ALL STEPS NECESSARY AND APPROPRIATE TO IMPLEMENT THE TERMS AND CONDITIONS OF THE TERMINATIONS OF MURAL LICENSE AGREEMENT AND AMENDED AND RESTATED MURAL LICENSE AGREEMENT; AND PROVIDING AN EFFECTIVE DATE.

Staff Summary:

Background:

On November 24, 2015, the Hallandale Beach Community Redevelopment Agency (HBCRA) submitted a grant application to the Community Foundation of Broward for the Art of Community: The Engagement Challenge 2016 (Grant No. 20150433) (Exhibit 1). On February 26, 2016 the Community Foundation of Broward informed staff that the HBCRA was one of the selected recipients of this award. The award amount is \$75,000 and will be utilized for the revival of the Fashion Arts and Design District (FADD), which will create a new identity for the area through increased visibility utilizing a vibrant component of colorful murals. This project will generate awareness of the FADD's engaging potential by inviting people to visit and explore the area thereby stimulating economic development.

On April 18, 2016, pursuant to Resolution 2016-14, (Exhibit 2) the HBCRA Board of Directors approved the Grant Agreement between the HBCRA and the Community Foundation of Broward. The Grant Agreement was executed on May 17, 2016, officially starting the process for the mural project.

On October 17, 2016, pursuant to Resolution 2016-33, (Exhibit 3) the HBCRA Board of Directors ratified the selection by the mural artist selection evaluation committee of Jonathan Brender as the artist to design and implement the mural project in the FADD. A Mural Artist Selection Evaluation Committee ("Evaluation Committee") was comprised of the following eight members:

Property Owners

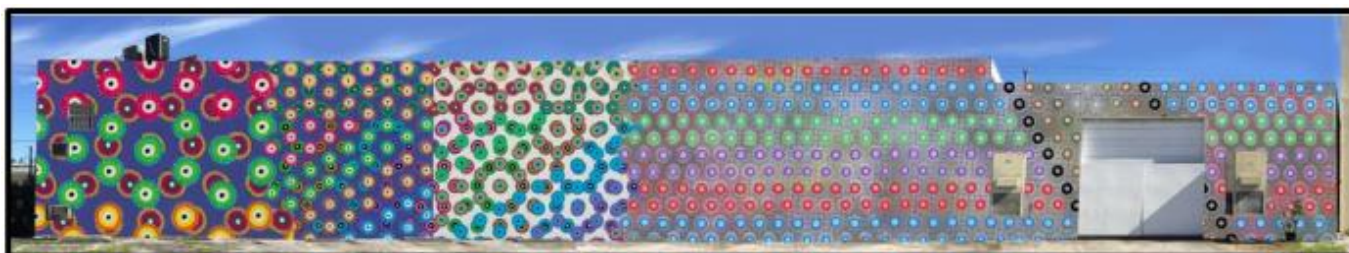
1. Elias Benaim - Dream Team Developers (Building at Entrance of FADD)
2. Leon Roy Hausmann- Dream Team Developers (Building at Entrance of FADD)
3. Josh Wasser (19 NE 1st Av., 129 NE 1st Av., 131 NE 1st Ave.)
4. Luciana Preguerman (139 NE 1st Av.)
5. Michael Lapin (203 NE 1st Av.)
6. Robert Wesley Shay (205 NE 1st Av.)

Architects

7. Hugh Johnson (Architectural Alliance Landscape)
8. Armando Trujillo (BEA Architects)

The medium for the mural was selected by consensus by the property owners and HBCRA staff. The medium is polyurethane "plastic" tiles, which have a five (5) year guarantee. On June 19, 2017, HBCRA staff presented an item (Exhibit 4) to the Board of Directors presenting the chosen mural designs and how they would look on each of the three buildings where the art work would be displayed. The proposed designs were ratified by the Board during this meeting. The selected mural designs are unified and cohesive, and the design for each building will have its own characteristics. Please see below the renderings for each building.

Building No. 1 - 205 NE 1 Avenue



Building No. 2 - 203 NE 1 Avenue



Building No. 3 - 139 NE 1 Avenue



Current Situation:

The initial vision for the mural was that the artwork would be installed on seven buildings along the Fashion Arts and Design District (FADD) facing the railroad and Dixie Highway right of ways. Unfortunately, the HBCRA and the owners of the following properties were not able to reach consensus on the design of the mural.

Property owner: Alan Wasser Revocable Trust

- 19 NE 1 Avenue – Folio No. 5142-27-00-0030
- 119 NE 1 Avenue – Folio No. 5142-27-00-0020

Property Owner: Aaronshosh Investments LLC

- 129 NE 1 Avenue – Folio No. 5142-27-06-0050
- 131 NE 1 Avenue – Folio No. 5142-27-06-0041

As a result, the HBCRA presented for review to the property owners of the above mentioned properties Termination for the Mural License Agreements (Exhibit 5 and 6).

Also, the General Contractor for the Artist, has submitted the permit applications to the City's Building Division for the preparation of the walls and installation of the tiles. As soon as the permits are approved, the HBCRA will make the second payment for the purchase of the tiles. This payment will allow for the tiles to be shipped from Italy. Consequently, preparation of the walls and subsequent installation of the tiles will begin. It is expected that installation of the mural will be completed two months after permit approval.

During the month of December 2018, commercial property owner Ms. Luciana Preguerman, was very vocal in her opposition to the mural project and indicated that she no longer wanted the HBCRA approved mural artwork on her business/building.



Ms. Preguerman of her own volition has had a change of heart regarding the project and has agreed in writing that she would like to proceed with the approved mural project including the artwork. Ms. Preguerman has indicated that she will come to City Hall to re-sign/sign the Amended and Restated Mural License Agreement and permit application for the project. A memorandum was provided to the HBCRA Board in regards to this matter on January 10, 2018 (Exhibit 7).

After installation of the mural has been completed, the HBCRA will host an event to showcase and celebrate the completion of the mural project, which will also be an opportunity to promote local businesses.

The completed mural project is the first step in the revitalization of the FADD in Hallandale Beach. The completed mural will help to bring visibility to the area. The ultimate goal is that the combination of the mural and other redevelopment projects will make the FADD a more desirable destination for locals and visitors to shop and support the local businesses. FADD business owners are enthusiastic about the mural project and eagerly wait to witness the positive effects for the area.

Proposed Action:

Staff recommends authorizing the Executive Director to execute Termination for the Mural License Agreements between the HBCRA and Alan Wasser, Trustee and Aaronshosh Investments LLC.

Attachment(s):

- Exhibit 1 – Resolution
- Exhibit 2 – Resolution and Grant Agreement
- Exhibit 3 – Resolution Ratifying Artist Selection
- Exhibit 4 – Termination of Mural License Agreement (Alan Wasser, Trustee)
- Exhibit 5 – Termination of Mural License Agreement (Aaronshosh Investments LLC)
- Exhibit 6 – Memo to City Commission/HBCRA Board – Re: FADD Mural Project
- Exhibit 7 – Email from Luciana Preguerman



Prepared by: Diana M. Scarpetta, Real Estate Coordinator



Dr. Jeremy Earle, Assistant City Manager