



Hallandale Beach Community Redevelopment Agency Agenda Cover Memo

Meeting Date:	February 11, 2019		Item Type: (Enter X in box)	Resolution X	Ordinance	Other	
Fiscal Impact: (Enter X in box)	Yes	No	Ordinance Reading: (Enter X in box)	1st Reading		2nd Reading	
	X			Public Hearing: (Enter X in box)	Yes	No	Yes
Funding Source:	Commercial Investment Program 5910-583050		Advertising Requirement: (Enter X in box)	Yes		No	
						X	
Account Balance:	\$988,700		RFP/RFQ/Bid Number:		N/A		
Contract/P.O. Required: (Enter X in box)	Yes	No	Project Number:		46302		
	X						
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 checked="" 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 type="checkbox"/> FEC Corridor <input type="checkbox"/> Southwest Quadrant <input type="checkbox"/> Northeast Quadrant <input type="checkbox"/> Southeast Quadrant <input type="checkbox"/>							
Sponsor Name:	Dr. Jeremy Earle, Executive Director		Department:		HBCRA		

Short Title:

A RESOLUTION OF CHAIR AND BOARD OF DIRECTORS OF THE HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY, HALLANDALE BEACH, FLORIDA, ESTABLISHING THE COMMERCIAL BUSINESS MURAL PROGRAM; AUTHORIZING THE EXECUTIVE DIRECTOR TO TAKE ALL STEPS NECESSARY AND APPROPRIATE TO IMPLEMENT THE COMMERCIAL BUSINESS MURAL PROGRAM; AND PROVIDING AN EFFECTIVE DATE.

Staff Summary:

Background:

The mission of the Hallandale Beach Community Redevelopment Agency (HBCRA) is to promote economic development and enhance the quality of life by eliminating and preventing blighted conditions through the facilitation of community partnerships, business growth, job creation, and neighborhood rehabilitation. During the past year, the HBCRA Board of Directors and HBCRA administration have discussed various art initiatives within the City of Hallandale Beach. These initiatives include artwork on traffic signal boxes, art on fire hydrants, new decorative manhole covers and murals.

In March of 2012, the HBCRA adopted the Community Redevelopment Plan wherein specific areas within the CRA boundaries were designated as Special Redevelopment Areas and Districts. The Fashion Art and Design District (FADD) was designated as a special redevelopment area. The HBCRA Plan also stated that the CRA's strategic priorities included creating an image and sense of community for CRA area. The strategy included the use of signage as an opportunity to add consistency to the design theme desired for districts. Signs should be considered as public art sculptures and murals that enhance the identity of the district as well as the business. The City of Hallandale Beach Administrative code section 32-199, addresses the approval process for Murals within the FAAD.

Art in Public places encourages artistic exploration, infuses creativity, celebrates the historical richness of a city and embraces art as an integral part of life to engage the community. Many cities have created mural programs to promote and foster city pride. HBCRA staff has researched other cities and their art programs. The following cities have art in public places, mural programs or art programs:

- City of Hollywood – Downtown Hollywood Mural Project. The goal is to curate contemporary outdoor murals at central locations in Downtown Hollywood.

- City of Miami - In 2014 the Community Redevelopment Agency Board approved \$102,000 for a mural on the 3rd Avenue Metrorail guideway.
- City of West Palm Beach - Adopted by ordinance in 2014, the art in public places programs strives to contribute to the city's creative life by generating engaging experiences and dynamic public spaces that celebrate the diversity and vitality of its communities. The City of West Palm Beach also has an Art in Public Places Master Plan.
- City of Lake Worth- Murals of Lake Worth and Lake Worth arts Initiative program, began in 2011 to complete murals located throughout the CRA district of Lake Worth.
- The City of Delray Beach – In 2017 the City developed an Art's Warehouse as an art incubator to be a catalyst for economic development and growth. The facility will accommodate uses such as studios, gallery and exhibit space, classroom and workshop space.

The cities listed above have used art as a tool to build community, foster pride and create economic growth.

Current Situation:

This item seeks to inform and request approval from the HBCRA Board of Directors to adopt the HBCRA Commercial Mural Program for the CRA district. The HBCRA seeks to encourage developers and business owners to work together with local artist through the HBCRA Commercial Mural Program to provide opportunities for artistic and creative engagements and expressions on commercial properties throughout the CRA area. Priority will be given to the FAAD District based on the direction given from the HBCRA Board at the January 14, 2019 meeting.

Art murals can offer a competitive advantage for a business, drawing positive attention for the business as it is seen to be engaging more actively with the community. In addition, recent examples of murals on businesses in the Wynwood District in Miami for example have helped increase both social media and foot traffic.

Commercial Business Mural Program

The goal of the HBCRA Commercial Business Mural Program is to curate contemporary outdoor murals at key locations to enhance and enrich the existing cultural fabric of our community to attract more art related activities, increase business retention and events.

A mural is defined as a large-scale artwork, painting or mosaic applied to or mounted directly to an exterior surface of a building, construction fence or other structure and that is visible to the public right -of -way. Its primary intent is to be artistic in nature, rather than purely information, creative signage or commercial

signage. A mural shall not indicate or describe in narrative, the form of commercial activity that happens inside a building. All proposed murals containing and signage elements, will be redirected to apply to the Planning and Zoning Department.

Application Process for HBCRA Commercial Business Mural Program

The application process and guidelines are intended to provide the HBCRA and mural applicants with a reasonable process that will safeguard the interest of the community, as well as those of the individual property owner.

Proposed mural projects must be presented to the HBCRA and are reviewed based on the following criteria:

1. Artistic Qualifications and Experience

- The artist's qualifications, including – the education, training, experience, body of work, and recognition of the artist, and the consistency of the artist's qualifications with the stated goals of the project.
- To the extent applicable, the artist's record of previous collaboration with other agencies, organizations, artists, fabricators, installers to achieve a successful result in implementing the proposed project.
- The artist's experience working in the public realm.
- To the extent applicable, the artist's previous proven successful experience in creating, producing or otherwise implementing projects similar to the one proposed.

2. Aesthetics – Projects will be evaluated on the design quality, potential visual enjoyment, innovation/risk in concept and technical approach, and prospective social interaction.

- The continuation or advancement of the artist's practice.
- The original nature of the proposed concept.
- To the extent applicable, the artist's past work and if it demonstrates the level of craftsmanship needed to realize the proposed project.
- The artist's and/or proposer's consideration of the context of the artwork in relation to the proposed site: scale, materials, form;
- architectural, historical, geographical, landscaping and social/cultural context of the site.
- The work's contribution to the pedestrian friendly culture of City of Hallandale Beach
- The work's enhancement, advancement, and/or diversification of the Art on the Outside program.

- The approach or direction of the artistic discipline taken by the work.
 - The experimental, edgy, boundary-pushing characteristics or use of a new idea into an artistic practice of the work.
 - The inherent artistic quality and aesthetic merit of the work
- 3. Diversity** – The HBCRA is committed to providing opportunities to artist. All ranges of artistic styles, materials and types of artworks and diversity of artists (gender, race and culture) are encouraged to assure a balanced and interesting program.
- 4. Proposed Budget** – Necessary for the HBCRA Board approval if it exceeds Executive Director threshold of \$25,000.00
- The budget of the project given the scope of the proposed project.
 - The cost of fabrication, installation, and other related costs.
 - If the artist or proposing entity is requesting funding from the HBCRA.
 - The sources of funding for the project.
- 5. Public Safety, Materials, Maintenance, and Structural Integrity**
Each Proposal shall be evaluated to ensure that it does not present a hazard to public safety.
- The structural integrity of the proposed work.
 - The public's ability to safely enjoy the project.
 - The appropriateness of the proposed project materials for public space, considering maintenance, safety, and longevity.
- 6. Location** – Each proposal shall be evaluated with the general standards of decency and respect for the diverse beliefs and values of the public in mind.
- The intended audience for the proposal.
 - Whether the public will be a captive audience, or will the proposal require affirmative steps to view it.
 - The location of the proposal and if it will be in an area typically accessed by minors.

Review & Approval Process

Applications are submitted to the HBCRA staff for review to ensure that the above criteria were followed. The HBCRA staff will use their judgment, experience and knowledge to make for approval. The HBCRA staff may request an in-person presentation from the applicant prior to making a recommendation for final approval.

Upon receipt of the proposal the HBCRA Staff may:

- Request that the applicant make further clarification or redesign the proposal before advancing a recommendation.
- Request that the applicant present a new concept for the project; or
- Recommend denial of the proposal due to inconsistencies with the Art on the Outside Review and Evaluation Criteria.
- Upon determination of review and eligibility, the CRA Staff will review proposal for consideration and approval.
- Upon determination of CRA Staff review and approval if the proposal exceeds the Executive Director's threshold, CRA staff will place the application on the available CRA Board Agenda for the Executive Director to be given authorization to expend the funds per the proposal.

Recommendation:

Staff recommends the adoption of the attached resolution approving the creation of the new Mural Program for the CRA area. HBCRA staff has budgeted \$75,000 towards the mural program.

Why Action is Necessary

The Hallandale Beach CRA Board of Directors sets the policies of the Community Redevelopment Agency. In order to ensure greater transparency and accountability, staff recommends combining the policies and applications into one document.

Fiscal Impact:

Fiscal impact will be \$80,000

Attachment(s):

Exhibit 1- Resolution

Faith Phinn

Prepared by: Faith Phinn, Financial Management Analyst



Reviewed by: Jeremy Earle, Ph. D., AICP, FRA-RA, Executive Director/Assistant City Manager