



## HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY COMMERCIAL BUSINESS MURAL PROGRAM

### About the Program

The Hallandale Beach Community Redevelopment Agency (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. Priority will be given to the FADD District based on the direction given from the HBCRA Board.

### 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 \$50,000.00
- 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 recommendations to the HBCRA Board of Directors for final approval. The HBCRA staff may request an in-person presentation from the applicant prior to making a recommendation for 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.

### Step 1: Application Process

- a. Schedule an appointment with HBCRA Staff to discuss potential mural project and make sure it meets Program intent. Please call (954)457-2228.
- b. Submit a completed application with a check for \$100.00 made payable to the City of Hallandale Beach Community Redevelopment Agency for review. Incomplete applications will not be considered for funding until a complete application, and all supporting documents are received by the HBCRA. Applications must be signed by the owner of the property of record; tenants and/or other occupants are ineligible to participate in the Program and are prohibited from filing an application on behalf of an owner, unless otherwise authorized, in writing, by the property owner.
- c. HBCRA will complete the application review within 15 days of receipt and notify Applicants of any missing information or deficiencies in terms of eligibility for the Program.
- d. The mural must be completed within 2 months of application approval.
- e. Application to this grant program is not a guarantee of funding. Funding is at the sole discretion of the HBCRA.
- f. Applicants must submit an original, "hard copy" and electronic copy application with all back-up materials to the HBCRA for review and subsequent approval by the HBCRA. Applications will be considered on a first-come, first-serve basis.

### PLEASE READ THE FOLLOWING PRIOR TO APPLICATION SUBMITTAL

- The application must include **all** of the following items: Photographs of the current condition of site and structures; Three quotes must be obtained for the cost and installation.
- Owners of properties that are for sale may not apply for grant funding. Properties sold within twenty-four months of receiving grant funding **must repay the full grant amount**.
- The property owner shall not begin the process until application approved (Grants cannot be applied retroactively for work previously completed) until the Grant Agreement and Declaration of Restrictive Covenants is signed by all parties and the Declaration has been recorded in Broward County public records. Murals completed prior to approval, will not be eligible for reimbursement.
- Property must not have any delinquent ad valorem taxes, be free of all municipal and county liens, judgments and encumbrances of any kind.

### SUBMISSION OF AN APPLICATION IS NOT A GUARANTEE OF FUNDING

It is the responsibility of the Applicant to READ AND UNDERSTAND all aspects of the Grant Program's Rules/Requirements and Application. NOTICE TO THIRD PARTIES: the grant application program does not create any rights for any parties, including parties that performed work on the project. Nor shall issuance of a grant result in any obligation on the part of the HBCRA to any third party. The HBCRA is not required to verify that entities that have contracted with the Applicant have been paid in full, or that such entities have been paid any subcontractors in full. Applicant's warranty that all bills related to the Project for which is the Applicant is directly responsible is sufficient assurance for the HBCRA to award grant funding.

I have read completely and understand the program requirements, including the application guidelines and grant reimbursement process.

Initials \_\_\_\_\_

\_\_\_\_\_  
Signature

Date\_\_\_\_\_

\_\_\_\_\_  
Printed Name and Title

HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY  
COMMERCIAL BUSINESS MURAL PROGRAM APPLICATION

Date of Application\_\_\_\_\_

1. Property Address: \_\_\_\_\_

2. Name of Applicant: \_\_\_\_\_

3. Address of Applicant: \_\_\_\_\_

Phone: (    )

Fax: (    )

Email: \_\_\_\_\_

4. Does the Applicant own property?    \_\_\_\_\_ Yes    \_\_\_\_\_ No

5. Indicate the owning entity of the property (i.e. name on property title)

\_\_\_\_\_  
Initials \_\_\_\_\_

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**6. Project Description:** \_\_\_\_\_

\_\_\_\_\_

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**7. Total Project Cost** \_\_\_\_\_ **Total Funding Request** \_\_\_\_\_

Authorized Representative (Property Owner or Agent):

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Print Name and Title**

*\*If application is signed by authorized agent, please provide proof through notarized letter, articles of incorporation or some other form acceptable to HBCRA legal counsel.*

**Initials** \_\_\_\_\_

## COMMERCIAL BUSINESS MURAL GRANT PROGRAM CHECKLIST

- One (1) hard copy and one (1) electronic copy of the completed application with a check for \$100.00 made payable to the City of Hallandale Beach CRA.
- Photographs of the current condition of site and structures.
- Three (3) quotes from different companies estimating the cost and installation of the sign for the business.
  
- Applicant acknowledges that the property to be improved does not have any delinquent ad valorem taxes and is free of all municipal and county liens, judgments and encumbrances of any kind.
- Applicant acknowledges that properties that are sold within twenty-four months of receiving grant funding must repay the full amount of the grant and that a **lien** shall be recorded by the CRA against the property in order to secure the right of repayment.
- A canceled check of payment to sign company in order to be approved for reimbursement
- Copy Authorized Agent letter (or other documentation) if Applicant is not the owner
- Copy of Business Tax Receipt
- Completed W-9 Form for payee
- Copy of property insurance for business or building.