



## 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, and to 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. It is the primary intent 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 signage elements will be redirected to apply to the Planning and Zoning Department. Priority will be given to applicants in District 8 based on the direction given by the HBCRA Board.

**Eligible Area:** Anywhere within the HBCRA

**Eligible Applicants:** The property owner (Owner) and the tenant must be joint applicants if they are different individuals.

### **Application Process:**

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

Applicants may bring forward their own Mural concepts based on the criteria below, or a mural and artists can be selected by the HBCRA,

If an applicant chooses to select their own artists, the mural project must be presented to the HBCRA and be 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 the 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 in 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 artists. 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** – The budget of the project must reasonably match the given scope of the proposed project.
- The cost of fabrication, installation, and other related costs.
  - The sources of funding for the project. Proposals requesting over \$25,000 in funding will require HBCRA Board Approval.
- 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.

## 7. Automatic Disqualifications

- It is determined that the application does not meet the spirit, intent, and/or legal requirements for the grant.
- The applicant is currently a party in litigation against the HBCRA and/or City or has threatened litigation against the HBCRA and/or City.
- Any work done prior to - approval does not qualify.
- Religious organizations or sites being utilized for religious purposes (unless the funding will not have as its primary effect the advancing or inhibiting of religion) and other Tax Exempt non for profit or organizations will not be considered for funding.
- The applicant has previously defaulted on any prior grant agreement or other agreement with the HBCRA and/or City.
- A prior grant awarded to the applicant was rescinded.

### **Review & Approval Process**

Applications are submitted to the HBCRA staff for review to ensure that the above criteria are 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 Review and Evaluation Criteria listed above.
- 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



**BUSINESS**

**CBFL APPLICATION**

Initial \_\_\_\_\_

- 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. Completed applications are to be submitted in person only, applications will not be accepted via email or mail. 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 the mural 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 Board of Directors. 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 the application is 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 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.

\_\_\_\_\_  
Signature

Date \_\_\_\_\_

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

Initial \_\_\_\_\_



**HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY  
COMMERCIAL 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)

\_\_\_\_\_

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

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.*

Initial \_\_\_\_\_



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## 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 the site and structures.
- Three (3) artists concepts for review by the HBCRA Staff artists
- 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 HBCRA against the property in order to secure the right of repayment.
- 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.

REVISED SEPTEMBER 2023

