

RESOLUTION NO.: R-CRA-2012-25

A RESOLUTION OF THE HOLLYWOOD, FLORIDA, COMMUNITY REDEVELOPMENT AGENCY, ("CRA"), ESTABLISHING A MURAL REVIEW COMMITTEE, PROVIDING FOR THE PURPOSE AND DUTIES OF THE COMMITTEE; PROVIDING FOR THE NUMBER OF COMMITTEE MEMBERS; PROVIDING FOR CRITERIA FOR COMMITTEE MEMBERSHIP AND PROVIDING FOR THE LENGTH OF TERM OF COMMITTEE MEMBERS, ESTABLISHING THE GUIDELINES AND CRITERIA FOR MURALS; AND ESTABLISHING THE MURAL PROCESSING REVIEW FEE.

WHEREAS, on April 4, 2012, the City Commission passed and adopted Ordinance No. O-2012-06 which amended Section 8.4 of the Zoning and Land Development regulations to set forth that the review process for Murals located in the Downtown Community Redevelopment Area's Music District would be established by the CRA Board; and

WHEREAS, establishing a mural review process will create an incentive for artists to display their murals within the Music District of the Downtown District of the CRA; and

WHEREAS, the committee will focus on making recommendations to the CRA Board for the designation of specific locations for the display of such Murals within the Music District; and

WHEREAS, the purpose of this committee is to review and select Murals to be displayed in conformance with the review criteria set forth herein; and

WHEREAS, the Committee will be composed of the following members:

- District 2 CRA Board member
- Executive Director of the CRA or his/her designee
- Director of the Hollywood Art and Culture Center or his/her designee
- A member of the Downtown Hollywood Business Association
- An at-large member with substantial background in the visual arts
- Two (2) alternate members from either the Downtown Hollywood Business Association or the SmART coalition.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF HOLLYWOOD, FLORIDA:

Section 1: That there is hereby established the Mural Review Committee of the Hollywood, Florida Community Redevelopment Agency.

Section 2: Purpose and Duties. The purpose and duties of the Mural Review Committee shall be to approve the content of and identify specific locations for the display/installation of Murals within the Music District of the Downtown District of the CRA and forward its recommendation to the CRA Board. The Mural Review Committee shall review and approve all mural applications to be located within the Music District of the Downtown District of the CRA based upon the criteria set forth herein.

Section 3: Membership. If only one regular member is absent from a Committee meeting and both alternates are present, the Chairperson shall decide the designation of an alternate member by lots for the meeting.

Section 4: The Mural Review Committee shall consist of five (5) members and two (2) alternates appointed by resolution of the CRA Board, who shall serve without compensation at the pleasure of the CRA Board. The Uniform Regulations for Boards set forth in Chapter 37 of Hollywood's Code of Ordinances shall apply to this Committee. In making appointments, the CRA shall follow these guidelines unless otherwise provided in the appointment Resolution:

A. Except for the District 2 CRA Board member, Executive Director of the CRA or his/her designee and the Director of the Hollywood Art and Culture Center or his/her designee, the members will be in the following categories:

- A member of the Downtown Hollywood Business Association involved in the SmART coalition
- An at-large member with substantial background in the visual arts
- Two (2) alternate members from either the Downtown Hollywood Business Association involved in the Smart coalition or an at-large member with substantial background in the visual arts.

B. Each member shall be appointed by a majority vote of the CRA Board.

C. The Executive Director of the CRA shall designate a CRA staff member to serve as a liaison to the Committee, to aid and assist in the accomplishment of its goals and objectives.

Section 5: The following application and review guidelines are hereby established:

- a. No person, firm or corporation may commence a mural installation on a site without first obtaining approval from the CRA's Mural Review Committee.
- b. An application form must be made in writing on a form furnished by the CRA. The application must contain the following information:
  1. The location for the mural installation.
  2. The mural dimensions.
  3. Photographs of murals previously done by the applicant
  4. A brief description of the proposed mural or sketch of the proposed mural, including paint colors, type of paint to be used, or other materials.
  5. Steps to correct discoloration, damage or vandalism to mural as needed.
- c. The Mural Review Committee shall review all Mural Applications for the Music District of the Downtown District of the CRA based upon the following criteria:
  1. The content of the mural. The mural shall not identify a specific business or contain a commercial message, any alcohol, tobacco, adult entertainment, or obscene or offensive materials.
  2. The paint and sealing process to be used in the installation/creation of the mural shall be of a comparable durability consistent with the term the Mural shall be in place.
  3. The mural display shall be in proportion to the building façade area dedicated to such display.
- d. Decision of the Mural Review Committee. In considering a Mural application request pursuant to c. above, the Committee may grant the request, grant the request with appropriate conditions or safeguards, or deny the request. If an Applicant's request is denied by the Mural Review Committee then the Applicant may file an appeal to the CRA Board within ten (10) days from the Committee's decision. Said appeal shall be scheduled at the next available CRA Board meeting.

- e. Upon approval of a Mural Application, the Applicant shall obtain a Mural Permit and remit the requisite Mural Permit fee as established by Resolution of the CRA Board.
  - f. In the event that the Applicant fails to adhere to the guidelines, criteria and maintenance requirements for the installation of the Mural approved by the Committee, the Executive Director shall have the right to revoke the Permit and require the removal of the Mural at the sole expense of the Applicant.

Section 6: That the Mural process review fee is hereby established as follows:

**Mural Fee** \$100.00

Section 7: That this Resolution shall be in full force and effect immediately upon its passage and adoption.

PASSED AND ADOPTED this 2nd day of May, 2012.

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## PETER BOBER, BOARD CHAIR

**ATTEST:**

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**PHYLLIS LEWIS, SECRETARY**

APPROVED AS TO FORM & LEGALITY

For the use and reliance of the Hollywood, Florida Community Redevelopment Agency, only:

Jeffrey Sheffel DR  
JEFFREY P. SHEFFEL, GENERAL COUNSEL