

Legislation Text

File #: R-DCRA-2016-27, **Version:** 1

A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Appointing Four (4) Members To Vacant Positions On The Mural Review Committee.

Staff Recommends: Approval Of The Attached Resolution

Explanation:

A mural is often defined as a painting on a wall, ceiling, or other large permanent surface. Famous muralists include Pablo Picasso, Claude Monet and Diego Rivera as well as pop artists Kenny Sharf and Shepard Fairey.

The Downtown Hollywood Mural Program, considered a pilot project for its first year, now boasts over 20 murals and recently celebrated its fourth anniversary. The program is also considered an enhancement to the Downtown Hollywood ArtWalk with each event featuring a guided tour and interactive opportunities with artists painting during the event.

Since its inception and realizing that art is subjective, the mural program has received reviews and accolades from visitors and residents. The program has been a magnet for publicity and has been featured and lauded by the Sun Sentinel, Miami Herald, Hollywood Gazette, The Huffington Post, The Chicago Tribune, WLRN as well as many other media outlets.

The purpose of the Mural Review Committee is to approve or deny applications based on criteria that the content of the mural does not contain a commercial / advertising message, or any alcohol, tobacco, adult entertainment or obscene or offensive messages or materials, as well as how the mural design relates the building's architecture and enhances the character of Downtown Hollywood. The Committee also considers the sealing method and the size of the mural in comparison to the building façade.

R-CRA-2013-26 specified that the Committee shall be composed of seven members. A total of four appointments shall be made at this time in the following categories:

- One (1) member who owns commercially zoned property within the Downtown District of the CRA.
- One (1) member who is a member of the Downtown Hollywood Business Association

- Two (2) at-large members with a substantial background in the visual arts

The Committee Application Form was posted on the Sunshine Board in City Hall, distributed via e-mail, advertised in the Sun Sentinel, advertised via social media and posted on the Hollywood CRA website. Composite Exhibit "A" features the eight applications received. The deadline to apply was advertised as deadline, Friday, June 10, 2013 at 5:00pm. It was also advertised that appointments were to be made at the July 6th CRA Board meeting.

The eight applicants are as follows:

1. Elizabeth Sanjuan, (Member who owns commercially zoned property within the Downtown District of the CRA)
2. Maribel Ruiz, (Member who owns commercially zoned property within the Downtown District of the CRA)
3. Tina Buccellato, (At-large member with a substantial background in the visual arts)
4. Alissa Alfonso, (At-large member with a substantial background in the visual arts)
5. Heidi Miller, (At-large member with a substantial background in the visual arts)
6. Ambert Rodriguez, (At-large member with a substantial background in the visual arts)
7. John Stengel, (At-large member with a substantial background in the visual arts)
8. Luis Guevara, (Member of the Downtown Hollywood Business Association)

Recommended for inclusion on the agenda by:
Jorge Camejo, Executive Director