




Florida's Dynamic
Waterfront Community

RIVIERA BEACH COMMUNITY REDEVELOPMENT AGENCY

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MEMORANDUM

TO: Honorable Chair and Members, CRA Board of Commissioners
City of Riviera Beach, Florida

FROM:  Scott Evans, Interim Executive Director, CRA

COPY: J. Michael Haygood, CRA Attorney

DATE: April 10, 2019

SUBJECT: A Resolution Approving the Agency to Initiate Round II of the Riviera Beach
Public Art and Branding Project

REQUEST FOR BOARD ACTION

The CRA staff is requesting Board approval to initiate Round II of the Riviera Beach Public Art & Branding Project (the "Project,") for the purposes of installing new artwork at proposed locations within the CRA District. With the overwhelmingly positive responses received from residents, visitors and community stakeholders, the Agency would like to continue its efforts to complement the City's aquatic beauty and rich history by utilizing the three artists who completed Round I of the Project.

BACKGROUND

On February 28, 2018, the RBCRA Board of Commissioners approved Resolution 2018-03 authorizing staff to negotiate Professional Service Agreements with all three artists: Street Art Revolution, Fondos LLC, and Big "D" Grafix LLC, who responded to and were selected for Round One of the Project. In April of 2018, the Board approved the professional service contracts for all three artists. June 2018, the Board approved nine proposed mural designs for installation. To date, the Agency has installed nine murals within the RBCRA District by partnering with

PROPOSED PLAN

In accordance with the Agency's Procurement Policy (3.5.7.), the Agency will utilize the services of the three top ranked firms selected from RFQ 2017-01. It is in the Agency's best interest to utilize the services of the previous firms in order to insure continuity and uniformity of the art concept from Round I of the Project. The Agency intends to install murals at seven new locations within the CRA District. The proposed locations are listed below;

1. Wall located at the Southeast corner of Blue Heron & Lake Drive **(Exhibit A)**
2. Retaining Wall located at the Southwest corner of Blue Heron & Lake Drive **(Exhibit B)**
3. West side wall of the building located at 1261 E Blue Heron Blvd **(Exhibit C)**
4. Northside of the building located at 1530 Broadway **(Exhibit D)**
5. Community Garden wall at the rear of the property **(Exhibit E)**
6. North side Wall located at 1601 Broadway **(Exhibit F)**
7. 1201 E Blue Heron Blvd on the Northeast side of the building **(Exhibit G)**

This will be accomplished by completing the following task:

1. Staff will secure Licensing Agreements from the seven property owners or lease holders.
2. Request Proposals from the qualified artists for two design options for each location.
3. Submit the design options to the Board for approval.

REQUESTING APPROVAL

The CRA staff is requesting approval to initiate Round II of the Riviera Beach Public Art & Branding Project and to solicit proposals from the three original artists from Round I of the Project.

EXHIBIT A



EXHIBIT B



EXHIBIT C



EXHIBIT D



EXHIBIT E



EXHIBIT F



EXHIBIT G

