



**CITY OF FORT LAUDERDALE**  
**City Commission Agenda Memo**  
**REGULAR MEETING**

**#25-0685**

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**TO:** Honorable Mayor & Members of the  
Fort Lauderdale City Commission

**FROM:** Rickelle Williams, City Manager

**DATE:** June 30, 2025

**TITLE:** Motion Approving a Temporary Mural in Middle River Terrace Park -  
(Commission District 2)

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**Recommendation**

Staff recommends the City Commission approve a service agreement for a temporary mural in Middle River Terrace Park.

**Background**

The Middle River Terrace Neighborhood Association has submitted a request for the installation of a new temporary mural at Middle River Terrace Park to replace artwork that has been removed. The original mural was installed on a wooden fence within the park that was removed as part of a project to upgrade the park. The proposed temporary mural will be painted on Medium Density Overlay (MDO) panels, a material commonly used for signage and currently serving as a fence structure within the park. Given the characteristics of MDO, the mural is considered temporary in nature, with an expected durability of approximately three to five years.

The total budget for the project is \$9,500 with \$5,000 allocated for the mural and \$4,500 for a new MDO panel fence to replace the wooden fence that was removed during the project to upgrade the park. In coordination with the Middle River Terrace Neighborhood Association, City staff have been advised that the mural installation is desired to be completed prior to a community celebration anticipated in mid to late summer 2025.

The artist selected for the project is Moshe Yehoshoua, who completed the original mural that was removed. The temporary mural will maintain a similar aesthetic and thematic approach to the prior piece, reflecting the community's preferences and preserving the park's artistic character. The temporary mural is intended to transform Middle River Terrace Park into a space of imagination and escape through a vivid composition of flowing, colorful lines. Though abstract in form, the piece evokes a dreamlike landscape, one that invites viewers to momentarily step away from the routine of daily life. By embracing movement, rhythm, and bold color, the mural creates a sense of wonder and possibility, encouraging passersby to see their surroundings through a more playful and creative lens. An image of the prior mural and the new temporary mural are included in the service agreement attached as Exhibit 1.

The Public Art and Placemaking Advisory Board reviewed and unanimously approved the artist selection and proposed design. The Middle River Terrace Neighborhood Association has also provided formal approval and support for the project.

### **Resource Impact**

Funds for this agreement in the amount of \$9,500 are available in the FY2025 Budget in the account listed below. The artist will receive \$5,000 for the mural supplies and the remaining \$4,500 will be utilized for the MDO wood substrate that will also serve as a fence.

<i>Funds available as of June 13, 2025</i>					
ACCOUNT NUMBER	COST CENTER NAME (Program)	CHARACTER/ ACCOUNT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
10-001-6034-572-30-3203	General Parks Maintenance	Services/Materials – Artistic Services	\$10,013,263	\$923,765	\$5,000
10-001-6034-572-30-3999	General Parks Maintenance	Services/Materials – Other Supplies	\$10,013,263	\$923,765	\$4,500
<b>PURCHASE TOTAL ►</b>					<b>\$9,500</b>

### **Strategic Connections**

This item is a *2025 Top Commission Priority*, advancing the Citywide Cleanliness initiative.

This item supports the *Press Play Fort Lauderdale 2029* Strategic Plan, specifically advancing:

- The Public Places Focus Area
- Goal 5: Build a beautiful and welcoming community.
- Objective: Improve the appearance of public parks, green spaces, and landscapes while attracting visitors and creating a sense of place for neighbors.

This item advances the *Fast Forward Fort Lauderdale 2035* Vision Plan: We Are Here

### **Attachment**

Exhibit 1 – Service Agreement

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Prepared by: Joshua Carden, Cultural Affairs Officer, Development Services Department

Department Director: Porshia L. Garcia, Acting Director, Development Services Department