



Special Meeting
Community Redevelopment Agency

Tuesday, June 9, 2026

7:00 PM

Commission Chambers

CALL TO ORDER AND ROLL CALL

MOMENT OF SILENCE AND PLEDGE OF ALLEGIANCE

APPROVAL OF MINUTES

Community Redevelopment Agency Meeting Minutes

Attachment: March 10, 2026 , March 31, 2026

APPROVAL OF COMMUNITY REDEVELOPMENT AGENCY AGENDA

June 9, 2026

ZOOM INFORMATION

Join Zoom Meeting by clicking the below link

<https://deerfield-beach.zoom.us/j/87653979426?pwd=FI1U2M3nQaXNV01wZCXzsfYhUd14J0.1>

Join Zoom Meeting via telephone by dialing

Call-in Number: (305) 224-1968

Meeting ID: 876 5397 9426#

Participant ID: #

Passcode: 452416#

For complete instructions on joining and/or participating during Public Comment, please click the following link or attend in person in the City Commission Chambers.

<https://deerfield-beach.zoom.us/j/88614212000?pwd=wExDmTP0pYWQDAwQrMmHmCjCjYGIzJt.1>

Attachment: Zoom Instructions

GENERAL ITEMS**1. Presentation by Xavier Cortada, Deerfield Beach Stars, regarding Public Art and Civic Engagement Initiative.**

Suggested Action: CRA Board to provide consensus approval for the CRA to work with the Cortada Studio to develop a cost-effective plan to enhance the S-Curve streetscape with a variety of public art media that heightens the awareness of the beach/ocean environment of Deerfield Beach.

Attachment: Public Art and Civic Engagement

BOARD/ADMINISTRATION COMMENTS**PUBLIC INPUT****ADJOURNMENT****NEXT MEETING**

Tuesday, July 14, 2026

Any person wishing to appeal any decision made by the City Commission with respect to any

matter considered at such meetings or hearings will need a record of the proceedings, and for such purposes may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and the evidence upon which the appeal is made. The above notice is required by State Law (F.S. 286.0105). Anyone desiring a verbatim transcript shall have the responsibility, at his/her own expense, to arrange for the presence of a certified court reporter at the hearing.



Meeting Minutes Community Redevelopment Agency

Tuesday, March 10, 2026

7:00 PM

Commission Chambers

CALL TO ORDER AND ROLL CALL

The meeting was called to order on the above date by Chair Todd Drosky at 7:00 p.m., in the City Commission Chambers, 150 NE 2nd Avenue, Deerfield Beach, Florida.

Present:

Mr. Michael Hudak
Mr. Tom Plaut
Mr. Daniel Shanetzky
Vice Chair Ben Preston
Chair Todd Drosky

Also Present:

Deputy City Manager Eric Power
City Attorney Anthony Soroka
City Clerk Heather Montemayor

PLEDGE OF ALLEGIANCE

There was a moment of silence, followed by the Pledge of Allegiance.

APPROVAL OF MINUTES

Community Redevelopment Agency Meeting Minutes - February 10, 2026.

MOTION was made by Vice Chair Preston, seconded by Mr. Hudak, to approve the February 10, 2026 minutes as submitted. Voice Vote:

Yeas: 5 - Mr. Hudak, Mr. Plaut, Mr. Shanetzky, Vice Chair Preston, and Chair Drosky
Nays: 0

APPROVAL OF AGENDA

March 10, 2026

MOTION was made by Mr. Plaut, seconded by Vice Chair Preston, to approve the agenda as submitted. Voice Vote:

Yeas: 5 - Mr. Hudak, Mr. Plaut, Mr. Shanetzky, Vice Chair Preston, and Chair Drosky
Nays: 0

GENERAL ITEMS

- 1. CRA Resolution 2026/003 - A Resolution of the City of Deerfield Beach Community Redevelopment Agency, authorizing and approving the expenditure of an amount not to exceed \$60,000.00 for the purchase and delivery of furniture and furnishings in connection with the CRA's office space and the common areas to be located at the new Sullivan Park facility and related moving expenses; authorizing a budget transfer within the CRA fund in the amount of \$60,000.00 from the other contractual services line item to the materials to maintain building line item; providing for implementation and an effective date. (Funds from Account #190-500-520-5200-000-55200-503524 - Materials to Maintain Building)**

The Resolution was read by title only.

Michael Chen, CRA Director, stated that staff has begun moving out of the trailers; therefore, approval is critical.

Chair Drosky opened the public hearing.

Dan Herz, 330 SE 19th Avenue, Deerfield Beach, spoke in support of the CRA offices being located on the first floor. Thereafter, he spoke in support of Item 1.

Chair Drosky closed the public hearing.

MOTION was made by Mr. Hudak, seconded by Vice Chair Preston, to approve Item 1, adopted CRA Resolution 2026/003. Roll Call:

Yeas: 5 - Mr. Hudak, Mr. Plaut, Mr. Shanetzky, Vice Chair Preston, and Chair Drosky
Nays: 0

2. Discussion regarding the official naming of the Marine Science Center.

Joe Cox, 1638 NE 7th Place, Fort Lauderdale, highlighted a brief PowerPoint presentation. Thereafter, he provided an overview of the naming perception survey, whereby, "MODS Deerfield Beach Nature Center" consistently outperformed all other naming options. Further, he explained that "Presented by JM Family Enterprises" will be integrated into interior exhibit signage and graphics, as they do not want their recognition incorporated into the name of the facility.

Mr. Shanetzky commented on the Jellyfish Museum in Pompano Beach and suggested that the name be simplified to "Deerfield's MODS Adventure."

Mr. Cox clarified that the Jellyfish Museum will focus specifically on jellyfish.

Mr. Hudak said tourists may not know what MODS stands for, which is why he previously recommended spelling out the acronym.

Mr. Cox explained that the next step involves developing a marketing campaign and branding; nonetheless, many visitors will research the facility beforehand.

Mr. Plaut agreed with spelling out the acronym. Further, he recommended that the words "experience" and "interactive" be incorporated into a tagline, i.e. "An interactive experience."

Mr. Cox stated that once launched, there will be a page on the Museum of Discovery and Science (MODS) website. Further, he spoke in support of spelling out the acronym, but the sizing and signage would need to be determined.

Vice Chair Preston stated that although he understands the request to spell out the acronym, he does not believe retaining the acronym will deter visitors, as many research destinations before visiting.

Chair Drosky agreed with Vice Mayor Preston, as the Fort Lauderdale facility is known as MODS. Further, he understands that there is a science behind marketing and branding, and spelling out the acronym may not be the best long-term option; nonetheless, he will leave the decision to the marketing and branding experts.

GENERAL ITEMS - CONTINUED

Mr. Shanetzky reiterated the importance of simplicity in branding.

In response to Mr. Hudak's comment, Mr. Chen stated that the building is approximately 60 days from completion, and there is a lead time required to order and install the sign; therefore, timely action is essential.

Mr. Cox stated that they can consult with the sign company about two options, one using the acronym and another with it spelled out.

After a brief discussion, it was the consensus of the Board to have Mr. Cox and staff return with renderings of the two sign options.

3. Discussion and direction regarding CRA Community Policing Program deputy detail service times.

Anthony Soroka, City Attorney, outlined the current level of service for community policing deputy detail.

In response to Michael Chen's, CRA Director, question, Captain Hofstein, District X, replied that although service times were established at 7:00 a.m., deputies were patrolling at 6:00 a.m. due to the various complaints, i.e. dogs, open containers, bird feeding, etc.

Mr. Chen stated that, with the revitalization of the area, it was recommended to extend the service time to 2:00 a.m.

In response to Chair Drosky's questions, Captain Hofstein replied that target areas differ by assignment. The morning detail focuses on community engagement, addressing quality-of-life concerns, and enforcing municipal ordinance violations. While violent crime in the area is not considered likely, the 2:00 a.m. detail would focus on crime prevention, disorderly intoxication, noise complaints, etc. Further, he said it would be the board's desire to establish the mission perimeter; nonetheless, he explained that there is already a regular patrol deputy assigned to the area, this detail simply adds an additional deputy.

Vice Chair Preston stated that the Board must determine how to achieve the greatest coverage and evaluate how effective the current policing efforts are for the public.

Mr. Shanetzky expressed concerns about restaurant staff having to walk to their cars at night while carrying their earnings, as well as patrons walking to their vehicles late at night. Further, dogs, cigarettes, etc., are nuisances that could be addressed through appropriate signage; therefore, he spoke in support of extending the time to 2:00 a.m.

In response to Mr. Hudak's question, Captain Hofstein replied that the position is voluntary, and maintaining a continuous shift makes it easier to staff.

In response to Mr. Hudak's question, Mr. Soroka replied that pursuant to CRA Resolution 2025/002, the hourly rate for deputies is \$74 per hour.

Captain Hofstein stated that daytime is when families and children visit the CRA, making it the most important time for engagement and ensuring safety.

Mr. Plaut spoke in support of the continuous coverage. Unfortunately, there is no perfect solution since the timing of criminal activity cannot be predicted. Although, he would like coverage after midnight, the Island is already patrolled by the regular deputy. Thereafter, he spoke in support of having additional detail late at night versus morning.

Mr. Shanetzky stated that additional late-night patrols would help attract businesses. Thereafter, he reiterated his concerns for the restaurant staff and patrons.

Chair Drosky stated that there is no single solution that satisfies everyone, as some will inevitably be dissatisfied. Thereafter, he referenced Vice Chair Preston's comments regarding coverage for the public, which he interprets as acting in the best interest of Deerfield Beach residents. Over his nine years in office, he has spoken with businesses on the S-Curve and has never heard concerns about personal or employee safety, but has received numerous

GENERAL ITEMS - CONTINUED

complaints regarding dogs on the boardwalk, roller-skaters and bicyclists, smoking, etc.; therefore, he recommends maintaining the current coverage, as it serves as a benefit to the residents.

Chair Drosky opened the public hearing; however, there were none to speak and the public hearing was closed.

MOTION was made by Mr. Hudak, seconded by Vice Chair Preston, to maintain the current level of service for community policing deputy detail. Roll Call:

Yeas: 4 - Mr. Hudak, Mr. Plaut, Vice Chair Preston, and Chair Drosky

Nays: 1 - Mr. Shanetzky

4. Presentation and discussion regarding the FY2027 Budget and Priorities.

Michael Chen, CRA Director, recommended setting aside funds for direct business support. Further, anticipated Capital Improvement Projects (CIP) include a parking garage and improvements to the Cove. Thereafter, he asked the Board to provide direction on their priorities, as the CRA is sunsetting in the next three to four years.

Mr. Hudak recommended setting funds aside for the Ocean Rescue Headquarters. Additionally, he stated that the Island's infrastructure and traffic patterns should be studied, as there is only one point of access in and out, which results in significant traffic congestion. Mr. Hudak agreed with setting funds aside for business support, as well as special events. Further, the City Attorney is working with the County to determine whether the CRA has three or four years remaining, as this determination will impact proposed projects.

Anthony Soroka, City Attorney, said there is a disagreement regarding the amount the County is required to fund in the final year of operation; nevertheless, they are working to resolve the issue.

In response to Mr. Shanetzky's questions, Mr. Chen replied that the current CIP project plan includes the development of a parking garage. Further, he said the parking garage near the beach is privately owned.

Mr. Hudak clarified that the parking garage has been part of the project plan for quite some time, but no plans have ever moved forward. Further, he reiterated that there is a privately owned parking garage on the Island that remains largely empty Monday through Thursday; therefore, he stated that an additional parking garage would not be useful and that he would not support it.

Chair Drosky agreed that the parking garage has been a placeholder in the CIP for many years; nonetheless, he requested that Mr. Chen and Michelle Caba, Director of Economic Development, gauge the Cove business owners on their views regarding the construction of a parking garage in the Cove Shopping Center.

In response to Mr. Chen's comment, Chair Drosky stated that a comprehensive strategy must be developed to address the parking situation in the Cove. Further, he agreed with Mr. Hudak's stance on infrastructure. Additionally, if a business were to occupy the property at the corner of N. Ocean Drive and Hillsboro, there could be an opportunity for a partnership.

ADMINISTRATION

CRA Offices - Michael Chen, CRA Director, said staff will be vacating the trailers the third week of March.

BOARD COMMENTS

DISTRICT 1

Florida Power & Light (FP&L) - In response to Mr. Hudak's question, Michael Chen, CRA Director, replied that staff is actively working with FP&L regarding the schedule for energizing the new facility.

BOARD COMMENTS - CONTINUED**DISTRICT 3**

S-Curve Lighting - In response to Mr. Shanetzky's question, Mr. Chen replied that all lighting is operational except for one fixture, which is awaiting a bracket. Thereafter, he said the bollards receive regular maintenance.

DISTRICT 4 - *None.*

DISTRICT 2 - *None.*

MAYOR - *None.*

PUBLIC COMMENT

Dan Herz, 330 SE 19th Avenue, Deerfield Beach, commented on the proposed parking garage in the Cove Shopping Center.

ADJOURNMENT

MOTION was made by Vice Chair Preston, seconded by Mr. Hudak, to adjourn the meeting at 8:30 p.m. Voice Vote:

Yeas: 5 - Mr. Hudak, Mr. Plaut, Mr. Shanetzky, Vice Chair Preston, and Chair Drosky
Nays: 0

TODD DROSKY, CHAIR

Heather Montemayor, Clerk



Meeting Minutes Community Redevelopment Agency

Tuesday, March 31, 2026

6:30 PM

Commission Chambers

CALL TO ORDER AND ROLL CALL

The meeting was called to order on the above date by Chair Todd Drosky at 6:30 p.m., in the City Commission Chambers, 150 NE 2nd Avenue, Deerfield Beach, Florida.

Present:

Mr. Michael Hudak
Mr. Tom Plaut
Mr. Daniel Shanetzky
Vice Chair Ben Preston
Chair Todd Drosky

Also Present:

Deputy City Manager Eric Power
City Attorney Anthony Soroka
City Clerk Heather Montemayor

PLEDGE OF ALLEGIANCE

There was a moment of silence, followed by the Pledge of Allegiance.

APPROVAL OF AGENDA

March 31, 2026

MOTION was made by Mr. Hudak, seconded by Vice Chair Preston, to approve the agenda as submitted. Voice Vote:

Yeas: 5 - Mr. Hudak, Mr. Plaut, Mr. Shanetzky, Vice Chair Preston, and Chair Drosky
Nays: 0

GENERAL ITEMS

- 1. CRA Resolution 2026/ - A Resolution of the Deerfield Beach Community Redevelopment Agency (CRA), approving the name and designation of the Marine Science Center to be known as the Museum of Discovery and Science Deerfield Beach Nature Center; providing for implementation and an effective date.**

The Resolution was read by title only.

Michael Chen, CRA Director, provided a brief overview of the item. Thereafter, the proposed sign design was displayed.

GENERAL ITEMS - CONTINUED

Chair Drosky stated that he was initially concerned with the length of the name; however, after reviewing the sign design, he spoke in support of the proposed name.

Mr. Plaut expressed similar concerns; however, he stated that the sign design looked great and effectively showcased the wording "Deerfield Beach Nature Center."

Mr. Hudak spoke in support of the proposed name and designation. Thereafter, he thanked staff and Mr. Cox for the mock-up, as it was helpful to have a visual representation.

Vice Chair Preston agreed with the concerns expressed by the others; however, he stated that displaying the wording on two lines looks great and was not overly wordy. Thereafter, he spoke in support of the proposed name and designation.

Chair Drosky opened the public hearing.

Peggy Ross, 103 NE 19th Avenue, Deerfield Beach, spoke in support of the proposed name and designation, as other forms of nature could be incorporated in the future.

Chair Drosky closed the public hearing.

MOTION was made by Mr. Hudak, seconded by Vice Chair Preston, to approve Item 1, adopted CRA Resolution 2026/003. Roll Call:

Yeas: 5 - Mr. Hudak, Mr. Plaut, Mr. Shanetzky, Vice Chair Preston, and Chair Drosky

Nays: 0

BOARD COMMENTS

DISTRICT 1

Museum of Discovery and Science Deerfield Beach Nature Center - In response to Mr. Hudak's question, Michael Chen, CRA Director, replied that staff continues to coordinate with Florida Power & Light (FP&L) to obtain a schedule for the electrical hookup. Further, the project remains on target at this time, but could potentially be delayed if a schedule is not established soon.

DISTRICT 3

Upgrades/Improvements - Mr. Shanetzky commented on the ongoing improvements at the Cove Shopping Center. Thereafter, he recommended that the light fixtures on the S-Curve, as well as in and near the Cove, be upgraded, as the current fixtures are plain and standard.

DISTRICT 4 - None.

DISTRICT 2

Thank You - Vice Chair Preston thanked everyone involved for their efforts with the Museum of Discovery and Science Deerfield Beach Nature Center.

MAYOR - None.

ADMINISTRATION

None.

PUBLIC COMMENT

Peggy Ross, 103 NE 19th Avenue, Deerfield Beach, asked for clarification on the location of parking for the Museum of Discovery and Science Deerfield Beach Nature Center.

ADJOURNMENT

MOTION was made by Mr. Plaut, seconded by Vice Chair Preston, to adjourn the meeting at 6:45 p.m. Voice Vote:

Yeas: 5 - Mr. Hudak, Mr. Plaut, Mr. Shanetzky, Vice Chair Preston, and Chair Drosky
Nays: 0

TODD DROSKY, CHAIR

Heather Montemayor, Clerk



Community Redevelopment Agency Meeting - June 9, 2026

DEERFIELD BEACH - YOU ARE HEREBY NOTIFIED that the **Community Redevelopment Agency** meeting will be held on **Tuesday, June 9, 2026, at 7:00 PM in the City Commission Chambers located at the City Hall Complex, 150 NE 2nd Avenue, Deerfield Beach, Florida.** A quorum will be physically present at the meeting and the City will be utilizing communications media technology with most City staff participating through video conferencing.

The June 9, 2026, Community Redevelopment Agency meeting will proceed utilizing communications media technology; **however, the City Commission Chambers located at the City Hall Complex, 150 NE 2nd Avenue, Deerfield Beach, will be open to the public as an additional method** for speakers wishing to speak on items. A copy of the agenda for the June 9, 2026 meeting will be available at <http://www.deerfield-beach.com/1554/Meetings-Agendas>.

Attending and Viewing the Community Redevelopment Agency Meeting:

This meeting will be broadcast live for members of the public. There are several options available to the public to attend/view the meeting:

- 1. In Person Attendance.** Attend in person in the City Commission Chambers.
- 2. Zoom,** which now requires participants to authenticate before joining meetings. Please follow the steps below to ensure you can access the meeting without delay.

Before the Meeting

- Ensure you have a Zoom account. **You can sign up for free.**
- Download or update the Zoom application at www.zoom.us if you do not already have it.

Joining the Meeting

1. Click the Zoom meeting link provided below.
2. When prompted, **sign in to your Zoom account.**
3. If you are not already signed in, Zoom will redirect you to log in.
4. After signing in, you will automatically be admitted to the meeting.

- a. Via Zoom Online** - Access to the meeting will begin at 6:45 PM on June 9, 2026.

- i. Use the following link below to access the meeting via Zoom:

<https://deerfield-beach.zoom.us/j/87653979426?pwd=F11U2M3nQaXNV01wZCXzsfYhUd14J0.1>

- ii. The video camera display feature is disabled for public use.

- b. Via Zoom Telephone** - Join the meeting via telephone (audio only) using the Call-in number below, followed by the Meeting ID when prompted. No computer or access code is required.

Call-in Number: (305) 224-1968, Meeting ID: 876 5397 9426#, Participant ID: #, Passcode: 452416#

For more information on using Zoom, please visit Zoom Support at the following link: <https://support.zoom.us/hc/en-us>.

Providing Public Comment:

Public participation is strongly encouraged. Your comments will be limited to three minutes per person. To participate via Zoom, please complete the attached comment card, and e-mail it to the City Clerk at web.clerk@deerfieldbeachfl.gov prior to the meeting. If you attend in person, comment cards will be provided in the Commission Chambers.

- 1. In person** - Public comment may be given in the Commission Chambers during the applicable public comment portion of the meeting.
- 2. Live Zoom Video Participation** - If attending via Zoom online, at the appropriate public comment period, click “raise hand” which is located at the bottom of the screen under the “reactions” tab, and your audio will be unmuted when you are recognized.
- 3. Live Zoom Telephone Participation** - If attending via Zoom by telephone, at the appropriate public comment period, press *9 to “raise your hand” and your audio will be unmuted when you are recognized.

IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT AND FLORIDA STATUTE 286.26, PERSONS WITH DISABILITIES NEEDING SPECIAL ACCOMMODATION TO PARTICIPATE IN THIS PROCEEDING SHOULD CONTACT THE CITY CLERK NO LATER THAN 3 DAYS PRIOR TO THE MEETING AT (954) 480-4213 FOR ASSISTANCE.

Should you have any questions, please feel free to contact the City Clerk’s Office at 954.480.4213. For additional information on the agenda items for the Commission meeting, please visit www.dfb.city.



PUBLIC COMMENT

ONE CARD PER AGENDA ITEM OR PUBLIC COMMENT, PLEASE!

Date: _____

Agenda Item #: _____

Public Comment: (Circle one) YES/NO

If you wish to address the City Commission, please provide the below required information:

Name: _____

Address: _____

You may also provide the following optional information, so staff may contact you, if necessary:

Phone and/or E-mail Address (optional): _____

***NOTE: You have 3 minutes to speak. TIME IS NOT TRANSFERRABLE.**

Public comment shall be governed by the City Commission Meeting Rules of Procedure outlined in Resolution 2018/014, which states that no comments shall be made related to the personal life, or personal qualities of any person and no language which would offend persons of ordinary sensibilities shall be permitted.



Face Sheet File Number: I.D. 2026-296

Agenda Date: 6/9/2026

Status: General Items

In Control: Community Redevelopment Agency (CRA)

Title

Presentation by Xavier Cortada, Deerfield Beach Stars, regarding Public Art and Civic Engagement Initiative.

Recommended Action

CRA Board to provide consensus approval for the CRA to work with the Cortada Studio to develop a cost-effective plan to enhance the S-Curve streetscape with a variety of public art media that heightens the awareness of the beach/ocean environment of Deerfield Beach.

Background/History

Shopping district branding transforms a collection of random stores into a premier destination. It drives local foot traffic, builds emotional loyalty among residents and visitors, extends how long people linger, and boosts overall property values for commercial stakeholders. Important reasons to invest in shopping district branding include:

- **Creates a Distinct Identity:** Branding gives an area a unique "vibe" and story. It differentiates a physical space from competitors by providing a tangible experience.
- **Drives Economic Value:** A unified, strong brand attracts higher-quality tenants and accelerates the leasing process.
- **Improves Foot Traffic and Navigation:** Strategic district branding involves inviting aesthetics, stimulating shoppers to navigate the area and explore more stores.
- **Increases Dwell Time:** By curating the right mix of retail, food, and sensory experiences, a branded district becomes a lifestyle hub where people want to spend their time and money.
- **Fosters Community Connection:** Branding aligns the shopping area with local culture. It creates a gathering place that resonates with both tourists and residents.

The CRA was introduced to the Cortada Studio by Vice Mayor Hudak. Xavier Cortada is a Cuban American artist based in Miami whose work uses art as a platform for civic engagement, environmental awareness, and community problem-solving. Cortada has served as Miami-Dade County's inaugural Artist-in-Residence and has received national recognition for his ability to communicate science and engage the public through art. The National Academies of Sciences, Engineering, and Medicine recognized Cortada as an Excellence in Science Communication awardee, noting his community-driven art, ecological restoration work, public school and library participation projects, and science-art initiatives addressing sea-level rise. He has also been inducted into the Florida Artists Hall of Fame, which recognizes artists who have made a lasting impact on Florida's cultural landscape.

Current Activity

The initiative is based on Xavier Cortada's award-winning, socially engaged art project, focused on sea-level rise and climate action. The project uses public art, elevation numbers, QR codes, data

visualization, and civic engagement to help people understand their relationship to sea level and the future of coastal communities. The S-Curve branding initiative is expected to have a variety of elements, potentially including:

- A freestanding “8” elevation sculpture near the 7-Eleven: 1991 North Ocean Drive. The sculpture would include a QR code linking to a Deerfield Beach-specific webpage with information about the project, elevation, sea-level-rise awareness, local resilience resources, and ways to participate.
- Fabricated metal sea stars installed on the large black streetlight poles along the S-Curve provide strong vertical infrastructure for a highly visible public art intervention.
- The bollard light posts along the S-Curve could be painted with blue wave variations and activated with textured ceramic sea stars.
- A sea star ceramic mural will serve as the primary Deerfield Beach Stars photo op. Perhaps located by the pier’s restrooms, this mural would create a strong visual anchor at the water’s edge.
- A Deerfield Beach Stars public participation campaign, including:
 - QR-code interpretive signage
 - Deerfield Beach Stars webpage content
 - Integrated nomination form
 - Stewardship action prompts
 - Launch event planning and participation
 - Public introduction of the project
 - Initial campaign rollout

Recommendation

Staff recommends the CRA Board provide consensus approval for the CRA to work with the Cortada Studio to develop a cost-effective plan to develop an arts-based branding identity for the S-Curve shopping and dining district.



The Underwater S-Curve:

Deerfield Beach Stars

A Public Art, Beautification, Branding, and Civic Engagement Proposal for the Deerfield Beach CRA

Prepared for: Deerfield Beach Community Redevelopment Agency

Prepared by: Cortada Studio

Project Location: Deerfield Beach S-Curve

Preliminary Project Budget: \$228,637.50

Executive Summary

The Underwater S-Curve: Deerfield Beach Stars is a public art, beautification, branding, and civic engagement initiative designed to enhance one of Deerfield Beach's most visible coastal corridors.

The S-Curve already benefits from what makes Deerfield Beach special: the beach, the fishing pier, the ocean, restaurants, shops, visitors, residents, and the everyday experience of being near the water. This proposal builds on that identity.

Through colorful sea star sculptures, hand-painted ceramic works, a pier mural, a freestanding elevation sculpture, QR-code signage, and a digital participation campaign, the project transforms the S-Curve into a more recognizable, walkable, photographable, and meaningful coastal corridor.

The proposal has two connected components:

- 1. The Underwater**

An environmental education initiative that makes elevation visible and helps residents and visitors understand the importance of resilience in Deerfield Beach.

- 2. Deerfield Beach Stars**

A public-facing interactive public art campaign that uses sea stars to celebrate residents, visitors, business owners, students, civic leaders, and environmental stewards who take small actions to help protect the community.



The project supports the CRA's economic development goals by strengthening the district's brand, enhancing the visitor experience, encouraging people to linger and share their experience, improving the appearance of existing street infrastructure, and adding a cultural tourism layer to the beach, pier, dining, and fishing activity already present.

At the same time, the project gives the S-Curve a deeper purpose. It uses a cohesive artistic theme to create identity, QR codes to deliver educational content, and participatory elements to invite people into action.

The result is an artist-led public art corridor that uses the language of the coast to advance beautification, economic vitality, environmental education, and stewardship.

Project Concept

The Underwater S-Curve transforms existing infrastructure into an exciting public art experience.

The tall light poles become easels for colorful aluminum sea star sculptures. The smaller concrete light posts become pedestals for hand-painted blue wave variations and textured ceramic sea stars. The pier becomes a mural site. The S-Curve becomes a cultural experience that residents and visitors can encounter casually, on foot, in flip-flops or in heels, on the way to the beach, a restaurant, or the fishing pier.

This is a key distinction. The proposal is not to place generic beach décor throughout the corridor. It is to create a thoughtful public art environment that is visually joyful, site-specific, and participatory.

The sea star becomes the central image of the project because it is familiar, coastal, colorful, and symbolically powerful. It recalls the well-known story of a child walking along a beach where sea stars have washed ashore. They begin throwing them back into the ocean one at a time. When told that the effort cannot possibly make a difference, the child responds that it made a difference to the one that was just saved.

That story becomes the heart and soul of **Deerfield Beach Stars**.

The message is simple: no one person can solve every challenge facing the coast, but each person can take one action that matters.



Why This Matters for the CRA

The CRA's investment in the S-Curve is an investment in place, identity, and economic vitality. Public art can support that work by making the district more distinctive, more walkable, more memorable, and more engaging.

This proposal advances several overlapping goals:

- **Beautification:** Bringing color, texture, and original artwork to existing street infrastructure.
- **Branding:** Giving the S-Curve a recognizable visual identity connected to Deerfield Beach's coastal character.
- **Economic development:** Encouraging people to walk, linger, take photos, share their experience, support local businesses, and return.
- **Cultural tourism:** Adding a museum-like public art experience to the area's existing beach, pier, dining, and fishing tourism.
- **Environmental education:** Helping residents and visitors understand marine conservation and coastal resilience.
- **Civic engagement:** Inviting the public to participate through QR codes, nominations, pledges, and stewardship actions.
- **Quality of life:** Creating a more beautiful and meaningful experience for residents and visitors.

Component One: The Underwater

Climate Resilience and Environmental Education

The Underwater is Xavier Cortada's long-running, award-winning, socially engaged art project focused on sea-level rise and climate action. The project uses public art, elevation numbers, QR codes, data visualization, and civic engagement to help people understand their relationship to sea level and the future of coastal communities.

For the Deerfield Beach S-Curve, The Underwater component would include a freestanding #8 elevation sculpture near the 7-Eleven: 1991 North Ocean Drive, Deerfield Beach, FL, USA

The sculpture would mark the elevation of the S-Curve and invite residents and visitors to ask:

- **What does that number mean?**
- **What is my home's elevation?**



- **How can I help protect Deerfield Beach?**

The sculpture would include a QR code linking to a Deerfield Beach-specific webpage with information about the project, elevation, sea-level-rise awareness, local resilience resources, and ways to participate.

This component gives the project its climate resilience and environmental education foundation. It helps Deerfield Beach address real coastal challenges in a way that is visual, accessible, and constructive. The end goal is to use beauty and curiosity to help people understand where they are standing and what kind of future the community is preparing for.

About The Underwater

The Underwater began as a way to make sea-level rise visible at the scale of the individual home, street, school, park, and neighborhood. Cortada uses elevation numbers as public art interventions, inviting people to display their elevation above sea level and begin conversations about climate vulnerability, adaptation, and individual responsibility.

The project has been implemented through yard signs, murals, public activations, school programs, community events, digital platforms, and permanent public artworks. It transforms abstract climate data into something immediate and local.

Rather than speak about sea-level rise in general terms, The Underwater asks people to confront a specific number: the elevation of the place where they stand.

This approach is powerful because it does three things at once:

1. **It creates curiosity.**
People see a number and want to know what it means.
2. **It localizes climate change.**
Sea-level rise becomes connected to a specific street, building, school, business, or public space.
3. **It invites action.**
QR codes and participatory platforms move people from awareness to engagement.

The Underwater has received significant recognition and support, ranging from the National Academies of Science, Engineering, and Medicine to the White House's 5th National Climate Assessment. It has also been covered by major media, including The Washington Post, New York Times, PBS NewsHour, and many others. For Deerfield Beach, The Underwater provides a credible and already-recognized platform for connecting public art to coastal resilience.

Component Two: Deerfield Beach Stars

Beautification, Branding, and Public Participation

Deerfield Beach Stars is the public-facing identity and participatory campaign for the S-Curve.

Inspired by the idea of a “walk of stars,” the project creates Deerfield Beach’s own coastal walk of stars. But instead of celebrating celebrity, Deerfield Beach Stars celebrates stewardship.

The stars are both physical and human.

The physical stars appear throughout the S-Curve as colorful aluminum cutouts, textured ceramic works, painted light post transformations, and a hand-made ceramic mural by the pier’s restrooms.

The human stars are the residents, visitors, business owners, students, and others who care for Deerfield Beach. The public message is:

Be a Star. Turn the Tide.

Participants will be invited to scan a QR code next to the pier mural and visit a Deerfield Beach Stars webpage where they can:

- Learn about the project
 - Read the sea star story
 - Nominate a Deerfield Beach Star
 - Choose a stewardship action
 - Learn about The Underwater and elevation
 - Share their participation on social media
 - Connect to local resilience and environmental resources
-

The Sea Star Story

The well-known sea star parable gives the project its emotional hook.



A child walks along a beach where thousands of sea stars have washed ashore. They begin throwing the sea stars back into the ocean one by one. Someone watching says the effort cannot possibly make a difference because there are too many. The child picks up another sea star, throws it back into the water, and says that it made a difference to that one.

That story is simple, accessible, and universal. It speaks to individual responsibility without pretending that one individual can solve everything alone.

For Deerfield Beach, it becomes a way to ask:

What is one thing you can do to help turn the tide?

That action may be environmental, civic, or community-based. It may be picking up litter, reducing plastic use, supporting a local business, protecting coastal wildlife, learning your elevation, helping keep the shoreline clean, or nominating someone else who is already making a difference. This is how the project gives people an easy first step and a visible way to participate.

Deerfield Beach Stars Participation Platform

The digital platform is central to this proposal.

The QR codes are the connective tissue between the artworks and the campaign.

A person sees the sea star mural or elevation sculpture, they scan the QR codes, and they are taken to a Deerfield Beach-specific webpage. There, they can learn, participate, nominate a star, and share.

The proposed webpage could include:

1. Welcome to the Underwater S-Curve

A concise explanation of the public art corridor, its location, and its purpose.

2. What's Your Elevation?

An explanation of The Underwater, the elevation sculpture, sea-level-rise awareness, and local resilience.

3. Become a Deerfield Beach Star



A simple public pledge:

As a Deerfield Beach Star, I will do one thing to help turn the tide for our community and our future.

4. Nominate a Deerfield Beach Star

A nomination form where residents, visitors, and businesses can recognize people who are helping Deerfield Beach.

Possible nominees include:

- Environmental volunteers
- Local business owners
- Teachers and students
- City workers
- Beach cleanup leaders
- Civic leaders
- Neighbors who help others
- Residents taking meaningful local action

5. Star Actions

A list of simple actions people can take:

- Pick up litter
- Reduce single-use plastic
- Use reef-safe sunscreen
- Support a local S-Curve business
- Protect sea turtles and coastal wildlife
- Bring a reusable bottle
- Learn your elevation
- Plant native species
- Walk, bike, or carpool when possible

6. Share the Campaign

Suggested hashtags and social media prompts.

Potential campaign language:

Be a Star. Turn the Tide.
See a Star. Be a Star.



**One Act Can Turn the Tide.
Deerfield Beach Stars**

This digital layer allows the project to continue growing after the artworks are installed. It also gives the CRA a platform to highlight businesses, residents, events, schools, environmental partners, and community leaders.

Public Art Scope

The proposed physical scope includes four major public art components and one activation package.

1. Tall Light Pole Sea Stars

Scope: 55 fabricated metal sea stars installed across 30 tall light posts.

The large black streetlight poles along the S-Curve provide strong vertical infrastructure for a highly visible public art intervention. Colorful aluminum sea stars will be mounted to these poles, creating a visual rhythm throughout the corridor.

Proposed distribution:

Light Post Type	Quantity of Posts	Stars Per Post	Total Stars
Large star posts	10	One 5' x 5' star	10 large stars
Mixed star posts	15	One 4' x 4' star and one 3' x 3' star	15 medium stars and 15 small stars
Small cluster posts	5	Three 3' x 3' stars	15 small stars
Total	30 posts		55 stars

Final star count:

- 10 metal sea stars at 5' x 5'
- 15 metal sea stars at 4' x 4'



- **30 metal sea stars at 3' x 3'**
- **55 total metal sea stars**

These works will help establish the visual identity of the S-Curve from a distance and create a memorable passage for pedestrians, cyclists, drivers, and visitors approaching the pier area.

Budget: \$35,000 + \$5,000 engineering fee

2. Small Light Post Transformations

Scope: Approximately 40 smaller square concrete light posts transformed with painted blue wave variations and textured ceramic sea stars.

The smaller square concrete light posts along the S-Curve offer an opportunity for a more intimate, pedestrian-scale artwork. These elements will be painted with blue wave variations and activated with textured ceramic sea stars.

Each light post becomes a small sculptural site. Together, the 40 transformed posts create a sequence of individual artworks that can be discovered while walking the corridor.

This is where the project becomes museum-like. The works are not replicas produced from a generic mold. They are intended as unique, artist-designed interventions that bring texture, color, and authorship to existing infrastructure.

Budget: \$50,000

Based on approximately 40 light post transformations at **\$1,250 each**.

3. Underwater Elevation Sculpture

Scope: Freestanding elevation sculpture marking the S-Curve's elevation and connecting the district to The Underwater project.

The elevation sculpture will serve as the climate resilience and environmental education anchor of the project. It will mark the elevation of one spot on the S-Curve and connect the public to QR-linked educational content about elevation, sea-level rise, and coastal resilience.

The #8 elevation sculpture should be placed on the 7-Eleven corner for maximum visibility:
1991 North Ocean Drive, Deerfield Beach, FL, USA



This component connects Deerfield Beach to Xavier Cortada's broader Underwater platform while creating site-specific artwork for the S-Curve.

Budget: \$50,000

4. Sea Star Ceramic Tile Mural

Scope: 6' wide x 8' tall textured ceramic tile mural near the pier.

The sea star ceramic mural will serve as the primary Deerfield Beach Stars photo and participation location. Located by the pier's restrooms, this mural will create a strong visual anchor at the water's edge.

The mural will be hand-made and hand-painted, using textured ceramic tile to create a durable, tactile, coastal public artwork. It will include or be accompanied by QR-code signage inviting viewers to become Deerfield Beach Stars, nominate local stewards, and take one action to help turn the tide.

The working cost is based on **48 square feet at \$750 per square foot.**

Budget: \$36,000

5. Activation Package

Scope: QR-code signage, Deerfield Beach Stars webpage/content with integrated nomination form, and launch event.

This package activates the public art as a civic campaign.

The activation package includes:

- QR-code interpretive signage
- Deerfield Beach Stars webpage content
- Integrated nomination form
- Stewardship action prompts
- Launch event planning and participation
- Public introduction of the project
- Initial campaign rollout



This package ensures that the artwork does not remain passive. It gives the public a clear way to participate and gives the CRA a campaign that can continue to be promoted after installation.

Budget: \$14,000

Preliminary Budget

Component	Scope	Budget
Tall Light Pole Sea Stars	55 fabricated metal sea stars installed across 30 tall light posts: 10 at 5' x 5', 15 at 4' x 4', and 30 at 3' x 3'.	\$35,000
Engineering for Tall Light Pole Sea Stars	Engineering review and documentation for the permanent attachment of the aluminum sea stars to the tall light posts. The engineer will design the installation methodology, including attachment mechanisms and specifications that address wind load, durability, public safety, and long-term exterior conditions.*	\$5,000
Small Light Post Transformations	Approximately 40 smaller square concrete light posts painted with blue wave variations and activated with textured ceramic sea stars at \$1,250 each.	\$50,000
Underwater Elevation Sculpture	Freestanding elevation sculpture marking the S-Curve's elevation and connecting the district to The Underwater project.	\$50,000
Sea Star Ceramic Tile Mural	6' x 8' textured ceramic tile mural near the pier, serving as the primary Deerfield Beach Stars photo and participation location.	\$36,000
Activation Package	QR-code signage, Deerfield Beach Stars webpage/content with integrated nomination form, and launch event.	\$14,000



Project Management	Includes design development, project coordination, site coordination, refinement of artwork concepts, final layouts, color studies, material specifications, vendor/fabrication coordination, installation planning, signage/content coordination, and preparation of documentation needed for CRA/City review, approval, fabrication, and installation.	\$27,750
Subtotal		\$217,750
Contingency	5% contingency to address unforeseen costs, minor scope adjustments, material or fabrication changes, site conditions, coordination needs, and other project-related variables that may arise during design development, fabrication, or installation coordination.	\$10,887.50
Total Project Budget		\$228,637.50

***Note:** The project budget includes engineering for the tall light pole sea stars but does not include City/CRA installation or permitting costs for those elements. The engineer will design and sign off on the attachment methodology, and the City of Deerfield Beach / CRA will be responsible for installing the sea stars through its Public Works team using the approved methodology.

Preliminary Timeline

The following timeline is preliminary and will depend on CRA approval, City coordination, permitting, engineering review, fabrication lead times, and installation access.

Phase	Estimated Duration	Scope
Concept Approval / CRA Direction	2 to 4 weeks	Review proposal, confirm scope, budget, sites, and desired presentation path



Design Development	4 to 6 weeks	Finalize visual language, colors, sea star layouts, elevation sculpture design, mural design, signage strategy, and campaign structure
Engineering / Permitting / Site Coordination	4 to 8 weeks, overlapping where possible	Confirm attachment methods, structural requirements, City approvals, utilities, access, and installation logistics
Fabrication	10 to 16 weeks	Fabricate metal sea stars, ceramic sea stars, painted/ceramic light post elements, mural, elevation sculpture, and signage
Installation	4 to 6 weeks	Install light pole artworks, small light post transformations, mural, signage, and elevation sculpture
Launch / Activation	1 event plus campaign rollout	Public launch, QR campaign, Deerfield Beach Stars nomination form, and social media rollout

Estimated total timeline: approximately **6 to 9 months from approval**, depending on review, permitting, fabrication, and installation requirements.

Maintenance and Durability

The proposed materials and fabrication methods are intended for outdoor public art use in a coastal South Florida environment.

Anticipated maintenance considerations include:

- Aluminum sea stars will be fabricated and finished for exterior exposure.
- Ceramic elements are designed for outdoor durability.
- Painted concrete light posts may require periodic touch-ups over time.
- QR-code signage will be UV-resistant, weather-resistant, and replaceable if damaged.
- Digital QR-code content can be updated without replacing the physical artwork.
- Annual inspection is recommended to identify any damage, fading, corrosion, loosening, or maintenance needs.
- Cleaning can be coordinated with regular streetscape maintenance.
- Damaged ceramic pieces can be repaired or replaced as needed.



A final maintenance plan would be developed during the design development phase in coordination with the City and CRA.

Economic Development and District Identity

The Underwater S-Curve: Deerfield Beach Stars supports economic development by helping the S-Curve become more distinctive.

The project creates a recognizable identity that can be used in marketing, social media, walking maps, launch events, business participation, and visitor engagement. It gives the S-Curve a visual language that is rooted in Deerfield Beach's coastal identity but elevated through original public art.

This matters because many coastal commercial districts have similar ingredients: restaurants, shops, parking, beach access, ocean imagery, and visitors. The S-Curve can differentiate itself by adding a concentrated public art experience that is elegant, participatory, and specific to Deerfield Beach.

This project creates cultural value without displacing the existing visitor experience. It complements the beach, pier, dining, and fishing. It gives residents and visitors another layer of meaning and another reason to engage with the area.

The project invites people to:

- Come for the beach
- Walk the S-Curve
- Discover the artworks
- Take photos
- Scan the QR codes
- Nominate a Deerfield Beach Star
- Support local businesses
- Share the experience
- Return with others

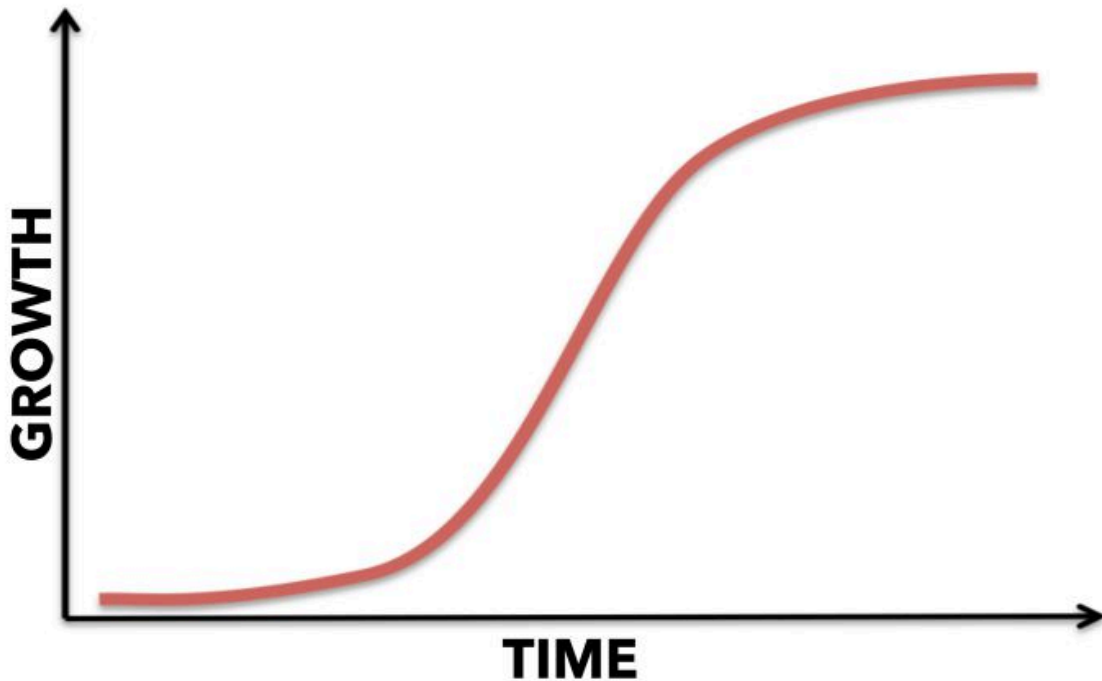
That is how public art can support economic vitality.



Resilience and the S-Curve Metaphor

The S-Curve can also become a model for how coastal communities adapt.

In policy, culture, and innovation, change often begins slowly. A few people understand the issue. A few people take action. Then awareness grows. Participation builds. Eventually, the behavior becomes part of the culture.



This project uses Deerfield Beach's actual S-Curve to tell that story.

A single person picks up litter. A business reduces plastic. A visitor learns their elevation. A student nominates a teacher. A resident protects wildlife. A family scans a QR code. A community begins to see stewardship as part of its identity.

Over time, these small acts can help build a more sustainable culture.

This is what it means to use beauty as a public policy tool. The artwork attracts attention, but the campaign points that attention toward action.

For Florida's coastal communities, sustainability is not separate from economic viability. The future of coastal prosperity depends on protecting the natural beauty, public spaces, ecological systems, and cultural fabric that make these places desirable.



The Underwater S-Curve: Deerfield Beach Stars gives Deerfield Beach a visible, public-facing way to model that idea.

About Xavier Cortada

Xavier Cortada is a Cuban-American socially engaged artist based in Miami whose work uses art as a platform for civic engagement, environmental awareness, and community problem-solving.

Over the last three decades, Cortada has created more than 150 public artworks, installations, collaborative murals, and socially engaged projects across six continents. He is the only artist to create work at both of the Earth's poles, and his practice has long focused on climate change, sea-level rise, biodiversity loss, ecological restoration, and civic participation.

Cortada has served as Miami-Dade County's inaugural Artist-in-Residence and has received national recognition for his ability to communicate science and engage the public through art. The National Academies of Sciences, Engineering, and Medicine recognized Cortada as an Excellence in Science Communication awardee, noting his community-driven art, ecological restoration work, public school and library participation projects, and science-art initiatives addressing sea-level rise. He has also been inducted into the Florida Artists Hall of Fame, which recognizes artists who have made a lasting impact on Florida's cultural landscape.

Cortada's public art practice is especially relevant to Deerfield Beach because this proposal builds upon *Shoal*, the public artwork the Deerfield Beach CRA commissioned him to create at the First Street surface parking lot, and because his broader practice operates at the intersection of beauty, place, science, and public participation. His projects are platforms for people to gather, learn, act, and see themselves as part of a larger civic story.

Conclusion

The Underwater S-Curve: Deerfield Beach Stars is a proposed \$228,637.50 public art, beautification, branding, and civic engagement initiative for the Deerfield Beach CRA.

It builds on what already makes Deerfield Beach a destination: the beach, the fishing pier, the ocean, restaurants, shops, residents, visitors, and the experience of being near the water.



It adds a new layer: a walkable public art experience that uses sea stars, ceramic works, light pole transformations, a pier mural, an elevation sculpture, QR codes, and a digital campaign to make the S-Curve more beautiful, more recognizable, more participatory, and more meaningful.

The project advances CRA priorities by strengthening district identity, supporting economic vitality, improving the public realm, encouraging visitors to linger, and creating a distinctive visual experience.

It also helps Deerfield Beach address the future of Florida's coastline by connecting public art to environmental education, coastal resilience, and stewardship.

In short:

- The Underwater S-Curve beautifies the district.
- Deerfield Beach Stars activates the community.
- Together, they create a public art corridor where beauty, tourism, culture, sustainability, and economic vitality reinforce one another.



The Underwater S-Curve: *Deerfield Beach Stars*

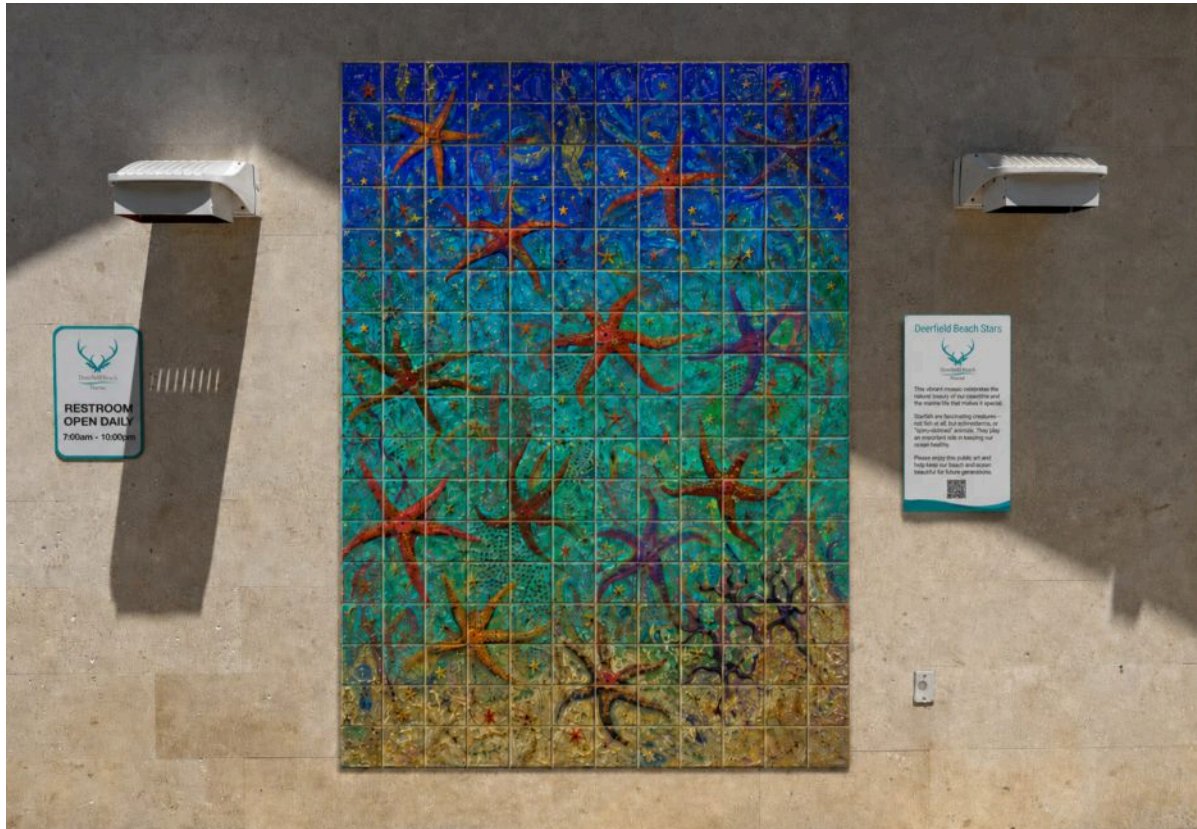
Tall Light Pole | Sea Star Metal



Small Light Post Transformations | Sea Star Textured Ceramic & Paint



Pier Restroom Mural | Sea Star Ceramic Tile



Underwater Elevation Sculpture

