



CITY OF DORAL COUNCIL MEETING MEMORANDUM

ITEM TITLE:

A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, APPROVING AN EXISTING WORK OF PUBLIC ART AT THE DORAL MARKET PLACE PROJECT LOCATED AT 10700 NW 41 STREET, DORAL, FLORIDA, PURSUANT TO CHAPTER 75 OF THE CITY'S LAND DEVELOPMENT CODE; PROVIDING FOR IMPLEMENTATION; PROVIDING FOR INCORPORATION OF RECITALS; AND PROVIDING FOR AN EFFECTIVE DATE

DEPARTMENT RECOMMENDATION:

Approval

BRIEF HISTORY:

TGA SJC Doral Marketplace Owner, LLC (the "Applicant") have identified an artistically designed mural to be installed within the Doral Market Place (the "Project"), located at 10700 NW 41 Street, Doral, Florida, as specified in Chapter 75 "Public Arts Program" of the City Code of Ordinances (the "Code") and is seeking approval of the concept from the Mayor and City Council.

LEGISLATIVE ACTION: (IF APPLICABLE)

Date:	Resolution/Ordinance No.	Comments

FINANCIAL INFORMATION: (IF APPLICABLE)

No.	Amount	Account No.	Source of Funds
I.	\$0		

Fiscal Impact Statement: The proposed item has a fiscal impact on revenues and/or expenditures of \$____ 0 _____

STRATEGIC PLAN ALIGNMENT:

The proposed Public Art may further the "Revenue Growth" strategic goals of the City of Doral Strategic Plan (2023). The purpose of Doral's Public Arts Program is to promote the general welfare of the community, increase property values, and enhance the built environment through artistic opportunities that will create a cultural legacy for future generations through the collection and exhibition of high-quality art pieces.

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ATTACHMENT(S):

- A. Exhibit A - Application
- B. Exhibit B - Agenda
- C. Exhibit C - Concept Proposal, Location Plan, Artist and Artwork Information
- D. Exhibit D - Resolution



Memorandum

Date: August 13, 2025

To: Honorable Mayor and Councilmembers

From: Zeida Sardinas
City Manager

Department: Michelle Lopez (PZ)
The Corradino Group
Interim Planning & Zoning Director

Subject: **City of Doral Public Arts Program: Concept for a work of public art by Xavier Cortada (the “Artist”), and TGA SJC Doral Marketplace Owner, LLC (the “Applicant”) in conjunction with Doral Marketplace Mural (the “Project”) located at 10700 NW 41 Street, Doral, Florida 33178**

Introduction

TGA SJC Doral Marketplace Owner, LLC (the "Applicant") is proposing the installation of a mural designed by Xavier Cortada (the "Artist") within the Doral Marketplace (the "Project"), located at 10700 NW 41 Street, Doral, Florida. In accordance with the requirements outlined in Chapter 75 – Public Art Program of the City of Doral Code of Ordinances (the "Code"), this application is being submitted for conceptual review and consideration by the Public Arts Program Advisory Board (the "Board"). A copy of the application is included as “Exhibit A”.

Public Arts Program

On June 15, 2015, the City of Doral implemented the Public Arts Program to guide the placement of public art within new developments in the city. The purpose of the program is to foster unique placemaking within projects that promote the City’s aesthetics, community character, and enhance the built environment through artistic opportunities. In addition, the program will create a cultural legacy for future generations through the collection and exhibition of high-quality art

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pieces, and meaningful opportunities for artists to partner with the public and private sectors to contribute to the development of arts in the City of Doral.

The activities of the Public Arts Program are carried out by a Public Arts Program Advisory Board (the “Arts Advisory Board”) consisting of five (5) members appointed by the mayor. One of the main goals of the Arts Advisory Board is to help administer the Public Arts Program and make recommendations to the Mayor and City Council regarding dedication, donations, installations, maintenance, and acquisitions of public art to fulfill the requirements of the program. Section 75-113 of the City’s Code requires that artwork provided by developers to meet the Public Arts Program requirement be presented to the Arts Advisory Board for review and transmittal to the City Council for final approval.

Background

This item is being presented to the Board to satisfy the Public Art Program requirement for the Doral Marketplace project, as established in Chapter 75 of the City Code. The proposed mural has been created by a Professional Artist, as defined in Section 75-101 of the City’s Land Development Code. The selected artwork aligns with the objectives and intent of the City’s Public Art Program and contributes to the cultural and aesthetic value of the community.

On May 2, 2025, the Applicant submitted an application to the Planning and Zoning Department for the proposed artwork and for consideration by the Arts Advisory Board. On July 1, 2025, the Arts Advisory Board held a meeting and received testimony from the Applicant and interested stakeholders regarding their application and proposed artwork to be placed at the Bridge Point Doral project located at 10700 NW 41 Street, Doral, Florida 33172. After considering the information provided by the Applicant, the Arts Advisory Board voted unanimously (4-0) to recommend approval of the application. As such, the staff is transmitting the application for the Mayor and City Council consideration and approval. A copy of the agenda package of the meeting are attached hereto as “Exhibit B.”

A detailed description, including images of the proposed artwork, is provided on the following pages. The “Location Plan, Artist and Artwork Information” are included as “Exhibit B.”

Description of Artwork

The proposed work of art has been designed by Xavier Cortada (the “Artist”); a Professional Artist as defined in Section 75-101 of the City’s Land Development Code. The proposed artwork design elements selected by the Artist follows the intent of the City’s Public Art Program. A description with images of the proposed artwork is included on the following pages.

"Aqualume and Fruition" is a public art initiative composed of two dynamic, hand-painted murals designed to celebrate the interconnected elements of water, light, and life in South Florida.

Aqualume

Located across Buildings 200 and 400, Aqualume features a series of ten murals—six on Building 200 and four on Building 400. These artworks highlight the often-overlooked beauty

and significance of diatoms, microscopic aquatic organisms that are responsible for generating up to 50% of the oxygen we breathe. Using vibrant colors and bold geometric shapes, the murals visually magnify these life-sustaining organisms and evoke the energy and movement of South Florida's waterways.

Fruition

Positioned on Building 100, at the center of the commercial development, Fruition is a large-scale mural measuring 23 feet high by 50 feet wide. It transforms the flagship grocery store's façade with abstract, geometric representations of locally grown fruits—including oranges, lychee, starfruit, tomatoes, dragon fruit, avocados, and mangoes. These elements float across the composition like ripples on water, symbolizing the connection between water, growth, and nourishment, and reflecting the natural rhythms that bring fruit to life.

Together, Aqualume and Fruition integrate the natural world into the urban environment, turning everyday structures into vibrant reflections of ecological harmony. They celebrate both the microscopic life forms and the abundant harvests shaped by South Florida's unique relationship with water and light.

Additional materials, including the concept proposal, location plan, artist background, and artwork renderings, are provided as Exhibit C.

Artwork Appraisal

The cost of the proposed art and installation is estimated to be \$157,941.91 (one hundred fifty-seven thousand, nine hundred forty-one dollars and ninety-one cents) which is 1.25% of the total construction cost of \$12,635,353.00 (twelve million, six hundred thirty-five thousand, three hundred fifty-three dollars) as required in Chapter 75 "Public Art Program" (see "Exhibit C").

Recommendation

The proposed Public Art installation, designed by a professional artist in accordance with Chapter 75 of the City Code, features design elements developed in collaboration with the Applicant. These elements are in alignment with the goals and objectives of the City's Public Art Program. After a comprehensive review, the Planning & Zoning Department has determined that the installation meets the requirements set forth in Chapter 75 of the City Code and recommends approval of the proposed installation.

EXHIBIT A
Application

EXHIBIT B
Location Plan, Artist and Artwork Information

EXHIBIT C
Appraisal Report