

# MIAMI BEACH

## COMMITTEE MEMORANDUM

TO: Public Safety and Neighborhood Quality of Life Committee Members

FROM: Eric Carpenter, City Manager

DATE: May 14, 2025

TITLE: DISCUSS DESIGNATING AN AREA AROUND THE NORMANDY FOUNTAIN TO DISPLAY ART, NORMANDY FOUNTAIN BUSINESS ASSOCIATION TO CURATE

### **RECOMMENDATION**

The Administration recommends that the Public Safety and Neighborhood Quality of Life Committee (PSNQLC) discuss the designated area around the Normandy Fountain Plaza to display art, with the Normandy Fountain Business Association (NFBA) coordinating the art. Other organizations, such as the Ocean Drive Association, have historically presented proposed works of art to the Art in Public Places Committee for review and recommendation based on the Special Event Guidelines for any art exhibition extending beyond 14 consecutive days. Should the initiative receive a favorable recommendation, the Administration recommends that the NFBA present proposed works of art to the Tourism and Culture Director for review of appropriateness and include in the NFBA special event master permit.

### **BACKGROUND/HISTORY**

At the February 3, 2025, City Commission Meeting, the Mayor and City Commission approved a referral by Commissioner Alex Fernandez (Item C4 I referral attached) to the PSNQLC to discuss and recommend designating an area around the Normandy Fountain Plaza to display art organized by the Normandy Fountain Business Association (NFBA). Refer to Exhibit A sketch for proposed locations.

The NFBA was formed to stabilize and improve the Normandy Fountain Plaza community through promotion, activation, marketing, and similar services by representing and advocating for the property and business owners within the Normandy Fountain Plaza neighborhood. The NFBA believes in developing the neighborhood through storytelling, community events, and building long-term community through culture to elevate quality of life.

The City provides an annual sponsorship for the cultural program planning of Normandy Fountain Plaza overseen by the NFBA in an amount of \$90,000. With sponsorship, NFBA organizes, operates, and manages family-friendly cultural programming.

### **ANALYSIS**

Public Art and community engagement can build community identity, promote cultural awareness, and support economic development.

Currently, the NFBA organizes diverse weekly programming at the Normandy Fountain Plaza, including live music, dance performances, farmers, and vintage markets. These activations are permitted through the NFBA Master special event permit and go through all city requirements for special events.

The NFBA also partners with organizations to host cultural events. On November 2, 2024,

Sybarite Productions, Inc. presented the LoveisLove Miami event at the NFBA. The LoveisLove event celebrated Hip Hop culture, including DJ performances, breakdancers, graffiti artists, and artistic installations. The graffiti artists included Marcus Blake, who created an installation of hats hung over the Normandy Fountain Plaza. In acknowledgment of the Normandy Fountain's 100th anniversary, an obelisk sculpture was installed in the Normandy Fountain Plaza with four (4) graffiti artists (Marcus Blake, Dister Rondon, UnCutt Art, and Stephen Arboite) painting each side of the obelisk.

At the November 19, 2024 Art in Public Places (AiPP) Committee Meeting, the NFBA presented extending the obelisk installation in the Normandy Fountain Plaza beyond their special permit and the potential for a second obelisk sculpture to be exhibited during Art Week Miami Beach. The AiPP Committee gave a favorable recommendation to extend the current temporary obelisk sculpture and the addition of a second sculpture through January 2, 2025. The temporary sculptures were included in the NFBA special event master permit.

At the March 12, 2025 PSNQLC meeting, the item (New Business #11) was heard and was asked to return to the April PSNQLC meeting with revised language granting the Normandy Fountain Business Association BID the authority to coordinate the art, along with a site plan depicting the area of proposed art installation.

The Administration has collaborated with the NFBA to identify an area to display art and will guide them in the coordination of art exhibitions, if needed. The Administration recommends that the proposed works of art be presented to the Tourism and Culture Director for review of appropriateness. Other organizations, such as the Ocean Drive Association, have historically presented proposed works of art to AiPP for review and recommendation based on the Special Event Guidelines for any art exhibition extending beyond 14 consecutive days.

### **FISCAL IMPACT STATEMENT**

N/A

### **Does this Ordinance require a Business Impact Estimate?**

(FOR ORDINANCES ONLY)

The Business Impact Estimate (BIE) was published on .

See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notices/>

### **FINANCIAL INFORMATION**

### **CONCLUSION**

The Administration recommends that the Public Safety and Neighborhood Quality of Life Committee discuss the designated area around the Normandy Fountain Plaza to display art, with the Normandy Fountain Business Association (NFBA) coordinating the art. Should the initiative receive a favorable recommendation, the Administration recommends that the NFBA present proposed works of art to the Tourism and Culture Director for review of appropriateness and include in the NFBA special event master permit.

### **Applicable Area**

North Beach

**Is this a "Residents Right to Know" item, pursuant to City Code Section 2-17?**

**Is this item related to a G.O. Bond Project?**

No

No

**Was this Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481, includes a principal engaged in lobbying?** No

If so, specify the name of lobbyist(s) and principal(s):

**Department**

Tourism and Culture

**Sponsor(s)**

Commissioner Alex Fernandez

**Co-sponsor(s)**

**Condensed Title**

Discuss Designating Area Around Normandy Fountain to Display Art