

MIAMI BEACH

COMMITTEE MEMORANDUM

TO:	Finance and Economic Resiliency Committee Members
FROM:	Rickelle Williams, Interim City Manager
DATE:	June 28, 2024
TITLE:	DISCUSS FUNDING FOR ARTISTIC WAYFINDING SIGNAGE AT CITY HALL

BACKGROUND/HISTORY

On January 31, 2024, at the request of Commissioner Tanya K. Bhatt, the Mayor and City Commission approved the referral of item C4 Z to the Finance and Economic Resiliency Committee ("FERC" or the "Committee") to discuss funding options for an artistic, informational, and placemaking installation at the City Hall Plaza facing 17th Street.

This item was included on the May 24, 2026 FERC agenda but was not reached.

ANALYSIS

The City is completing the process of taking inventory of signage and wayfinding citywide. Note that the artistic wayfinding installation proposed pursuant to the referral item is for City Hall facing 17th Street, and is intended be a standalone piece, not subject to current city-wide signage standards or style. The artistic signage would serve not only to inform pedestrians of points of interest in proximity to City Hall, but also provide the opportunity for branding and placemaking.

In considering funding this project, direction is needed on the overall vision, size, and nature of the desired artistic wayfinding signage.

Based on the FERC's feedback, the potential design path would either follow a direct route with contracting a designer or, if a visual artist were required, the engagement of the Art in Public Places ("AiPP") process would be implemented. Should AiPP be engaged, once the location and funding have been identified, an open Call to Artists would be issued to begin the artist selection process. This would have an approximate six (6) month timeline.

The following artist selection process is recommended:

- Issue open Call to Artists
- Art in Public Places (AiPP) Committee, Facilities and Fleet Management, Tourism and Culture, and Communications Departments would review submissions and recommend a short list of artists (3-5) to develop site specific project proposals.
- Short list of artists present proposals to AiPP Committee, Facilities and Fleet, Tourism and Culture, and Communications Department. Selected artist is recommended.
- Presentation of recommended artist to FERC and/or another Commission Committee.
- Presentation of recommended artist to Design Review Board and/or Historic Preservation Board, as required. Presentation of recommended artist to City Commission.

The Facilities and Fleet Management and the Tourism and Culture departments would collaborate to recommend options and identify funding needs.

FISCAL IMPACT STATEMENT

The fiscal impact is currently unknown.

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

In consideration of the foregoing, the Administration recommends the Committee discuss and provide feedback on the option of making this sign creative or artistic. In addition, the Committee should discuss prioritizing funding for Fiscal Year 2025 to begin design or a call to artists for the wayfinding signage at City Hall and provide a recommendation to the City Commission.

Applicable Area

South Beach

<u>Is this a “Residents Right to Know” item, pursuant to City Code Section 2-17?</u>	<u>Is this item related to a G.O. Bond Project?</u>
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

Facilities and Fleet Management

Sponsor(s)

Commissioner Tanya K. Bhatt

Co-sponsor(s)