

Proposed Framework: Art Deco Painting Incentive Program

1. Background/Purpose:

The Art Deco Painting Incentive Program (“Program”) is a matching grant incentive Program designed to assist property owners of multifamily residential and mixed-use commercial buildings in covering the costs associated with painting and enhancing the exterior façade of their building.

The distinctive architecture and historic color schemes of the Miami Beach Art Deco/Architectural District contribute to its celebrated Art Deco architectural style and historic character. This Program seeks to reinforce that character by supporting visual improvements that enhance the sense of place and visual appeal within the district. Program awards are structured as matching grants, covering up to 50% of eligible project expenses, with a maximum grant of \$20,000 per application. Grants are awarded on a reimbursement basis, requiring that work be completed and expenses incurred before reimbursement.

The Program’s primary goals are to:

- Promote and highlight the Art Deco character of buildings within the Miami Beach Architectural District, fostering a welcoming and attractive environment for residents, visitors, shoppers, and merchants alike.
- Support and encourage property owners in the painting, improvement, repair, and preservation of historic buildings.
- Stimulate private investment and revitalization efforts within the district.

2. Proposed Budget Allocation: Total: \$88,000 in Fiscal Year (FY) 2025

a. Incentive Funds: \$80,000

(Supporting at least four (4) projects with up to \$20,000 per property, for costs associated with painting and preparation of the building to be painted.)

b. Consulting Services: \$8,000

(Engagement of Barbara Hulanicki to advise on color selection and design for up to four (4) properties, specifically, to provide recommendations to property owners on potential paint selection and design aesthetics, which will require pre-approval by the City and property owner.)

3. Program Boundary:

The Miami Beach Architectural District, listed on the National Register of Historic Places, and specifically targeting Washington Avenue, Collins Avenue and/or Ocean Drive, between 5th to 15th Streets, including properties abutting adjacent side streets within this area.

Eligibility and Scope:

4. Eligibility Criteria:

Any building owner or commercial tenant of a contributing building located within the Program Boundary is eligible to apply. The Planning Department will confirm a property’s contributing status within the historic district. All applications submitted by building tenants require written consent of the building owner.

5. **Exclusions:** The following property types are ineligible:

- a. Properties containing or operating prohibited or non-conforming uses.
- b. Properties whose primary purpose is a place of worship.
- c. Properties encumbered by judgement liens, delinquent mortgage and tax obligations, and/or building or code violations.
- d. Vacant, unimproved land.

6. **Eligible Improvements:**

Painting and related improvements shall only be eligible for reimbursement if located on the building exterior and visible from the public right-of-way. Examples of eligible improvements include:

- a. Painting (only colors approved administratively by the City, in consultation with Barbara Hulanicki, based on the Leonard Horowitz color palette);
- b. Waterproofing and other building preparation required for painting; and
- c. Stucco and/or clapboard restoration.

7. **Ineligible Improvements:**

- a. Improvements inconsistent with the direction of the Program or application guidelines;
- b. Improvements performed prior to execution of final agreement with the City;
- c. Interior renovations and new construction;
- d. Exterior/façade improvements not explicitly listed above as Eligible Improvements;
- e. Removal of architecturally significant features; and
- f. Payments for the applicant's own labor or other in-kind costs.

Program Execution:

8. **Application Requirements:**

An application will be accepted for consideration when preliminary approval of the following requirements has been satisfied. The City reserves the discretion to accept, reject or request modification of any application.

- a. Online submission of completed application form
- b. Color photographs of current façade from sidewalk or street
- c. Conceptual design and specific scope of work
- d. Proof of fire and extended insurance for property
- e. Proof of insurance and necessary business licenses for selected contractor/painter
- f. Three (3) project cost estimates/quotes for the proposed work
- g. Property owner consent
- h. Documentation or verification of good standing: subject property is current on City of Miami Beach and Miami-Dade County property taxes and the property has an active and valid City of Miami Beach Business Tax Receipt (BTR)

9. **Verification Eligibility Determination:**

City staff shall verify all information as necessary. Once City staff has determined an application has met eligibility requirements, an initial site inspection will evaluate suitability and determine existence of code violations or life and safety issues requiring remediation. Applicants will be notified in writing regarding eligibility status, including explanation of application denial, if applicable.

10. **Award Approval:**

Grant awards are only authorized following recommendation by the City Manager (or designee) and approval by the City Commission.

11. **Proposed Application Timeline:**

- Applications accepted on a rolling basis and evaluated on a first-come, first-qualified, first-served basis.
- Complete applications will be evaluated and recommended within 3-4 weeks. If an application is not recommended for award, the applicant will be notified.
- Staff will meet with applicant to ensure clear understanding of the Program's guidelines, and the parties' obligations and responsibilities.
- Recommendations will be based on funding availability and eligibility criteria. Each recommendation for award must be approved by City Commission Resolution.
- Following City Commission approval, the grant recipient will execute a grant agreement outlining program details.
- Grant recipients will have six (6) months from date of executed agreement to begin project, and twelve (12) months following execution of the agreement to complete the scope of work. The award letter and application agreement will specify the deadline for when the work needs to be completed.
- All work/improvements must comply with Miami Beach City Code and Florida Building Code.
- Reimbursement of the grant recipient's own labor or other in-kind costs are NOT eligible.
- Grant recipient must provide monthly updates to City staff throughout project execution.
- Grant recipient must provide the following for review, prior to reimbursement of expenses: copies of receipts and/or paid invoices, proof of payment (copy of checks or bank statements), contractor license documentation (as necessary), and photos of completed work. Additional documents may be required by City staff as requested.

12. **Incentive Award Process:**

- a. *Maximum Award:* The maximum incentive available per applicant or property is \$20,000.
- b. *Match Amount:* Up to fifty percent (50%) of total project costs, in an amount not to exceed \$20,000 per project, on a reimbursement basis.
- c. *Disbursement:* Fifty percent (50%) of the grant is eligible to be disbursed upon satisfactory completion of fifty percent (50%) of the approved improvements, or at 100% project completion.
- d. Project costs incurred before application approval are ineligible for reimbursement.
- e. *Frequency:* Property owners may only participate in the program once per year and are subject to a one (1)-year waiting period before new applications for another property are eligible for submission.
- f. Amendments to these guidelines may be incorporated from time at the City's discretion. The City Manager or designee shall be authorized to approve minor waiver or amendment of Program guidelines. Any major amendment or deviation from guidelines shall require approval of the City Commission.

13. **Marketing and Outreach:**

The City's marketing campaign will target property owners and tenants to raise awareness and encourage participation. This will include a press release, direct outreach, social media engagement, and promotional events. Program launch targeted for Art Deco Weekend 2025 (January 18 – 20, 2025).