

MIAMI BEACH

COMMITTEE MEMORANDUM

TO: Public Safety and Neighborhood Quality of Life Committee Members

FROM: Eric Carpenter, City Manager

DATE: March 12, 2025

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

RECOMMENDATION

The Administration recommends the Public Safety and Neighborhood Quality of Life Committee discuss the designation of an area around the Normandy Fountain to display art, with the Normandy Fountain Business Association curating the art. Should the initiative receive a favorable recommendation, the Administration recommends that the Normandy Fountain Business Association present proposed works of art to the Art in Public Places Committee for review of appropriateness and include in the Normandy Fountain Business Association 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 to the Public Safety and Neighborhood Quality of Life Committee (PSNQL) to discuss and recommend designating an area around the Normandy Fountain Plaza to display art organized by the Normandy Fountain Business Association (NFBA).

The Normandy Fountain Business Association (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. 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. With the 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 Normandy Fountain Business Association (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 Normandy Fountain Plaza. 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 the 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.

The Administration is prepared to work with the NFBA to identify an area to display art and guide them in the curation if needed. The Administration recommends that the proposed works of art be presented to the Art in Public Places Committee (AiPP) for appropriateness review. Other organizations, such as the Ocean Drive Association, have historically presented proposed works of art to AiPP for review and recommendation.

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-notice/>

FINANCIAL INFORMATION

CONCLUSION

The Administration recommends the Public Safety and Neighborhood Quality of Life Committee discuss the designation of an area around the Normandy Fountain to display art, with the Normandy Fountain Business Association curating the art. Should the initiative receive a favorable recommendation, the Administration recommends that the Normandy Fountain Business Association present proposed works of art to the Art in Public Places Committee for review of appropriateness and include in the Normandy Fountain Business Association special event master permit.

Applicable Area

North Beach

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

No

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

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 an area around the Normandy Fountain to display art, Normandy Fountain
Business Association to curate