

RESOLUTION NO.

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE AT ITS NOVEMBER 8, 2024 MEETING, AND APPROVING THE ESTABLISHMENT OF THE ART DECO PAINTING INCENTIVE PROGRAM TO INCENTIVIZE BUILDING OWNER PARTICIPATION IN THE BARBARA HULANICKI ART DECO PASTEL COLORS INITIATIVE WITH AN INITIAL BUDGET ALLOCATION OF \$88,000, SUBJECT TO BUDGET APPROPRIATION IN FISCAL YEAR 2025.

WHEREAS, on January 31, 2024, at the request of Commissioner Kristen Rosen Gonzalez, the City Commission referred a discussion to the Land Use and Sustainability Committee (LUSC) regarding strategies to encourage property owners to incorporate exterior paint colors consistent with the historic Art Deco pastel palette introduced by Leonard Horowitz in the early 1980s; and

WHEREAS, the Leonard Horowitz pastel palette, comprising approximately 40 shades, played a pivotal role in the revitalization of Miami Beach's Architectural District in the 1980s and remains a defining element of its architectural identity; and

WHEREAS, on February 26, 2024, the LUSC recommended several actions, including repainting select City-owned buildings with the pastel palette and identifying funding mechanisms to support private property owner participation; and

WHEREAS, on April 3, 2024, the City Commission directed the Administration to repaint two City buildings using the pastel palette, in collaboration with Ms. Barbara Hulanicki, a celebrated British designer whose contributions have highlighted the cultural and historical vibrancy of Miami Beach; and

WHEREAS, on July 24, 2024, the Mayor and City Commission referred the establishment of a match-funding program to the Finance and Economic Resiliency Committee (FERC) to promote private property owner participation in Ms. Hulanicki's Art Deco pastel color initiative; and

WHEREAS, at its November 8, 2024, meeting, the FERC recommended creating an Art Deco Painting Incentive Program with an initial budget allocation of \$88,000 to support up to four (4) private properties within the Miami Beach Architectural District; and

WHEREAS, the proposed program aims to encourage private property owners to adopt the pastel color palette, fostering investment, enhancing visual appeal, and promoting Miami Beach's cultural and historic legacy, with a planned launch during Art Deco Weekend in January 2025; and

WHEREAS, the Program shall operate as a matching grant initiative to assist property owners of multifamily residential and mixed-use commercial buildings within the Miami Beach Architectural District in repainting façades using the Leonard Horowitz pastel color palette, with the details including:

- Matching grants covering up to 50% of eligible project costs, with a maximum City contribution of \$20,000 per property.
- Allocation of \$88,000 in Fiscal Year 2025, comprising \$80,000 for project grants and \$8,000 for consulting services by Barbara Hulanicki, who will provide paint selection and design recommendations, subject to City and property owner approval.
- Grants awarded on a reimbursement basis, requiring completion of work and verification of expenses.
- Additional guidelines, regarding program eligibility, scope, and execution, are detailed in the program guidelines attached to the Commission Memorandum accompanying this Resolution.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission hereby accept the recommendation of the Finance and Economic Resiliency Committee at its November 8, 2024 meeting, and approve the establishment of the Art Deco Painting Incentive Program to incentivize building owner participation in the Barbara Hulanicki Art Deco pastel colors initiative with an initial budget allocation of \$88,000, subject to budget appropriation in Fiscal Year 2025.

PASSED AND ADOPTED this ____ day of November, 2024.

ATTEST:

Rafael E. Granado, City Clerk

Steven Meiner, Mayor

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION



City Attorney

11/19/2024
Date