



WASHINGTON AVENUE BID

G.O. BOND

PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE
JUNE 11, 2025

Troy E. Wright



WASHINGTON AVENUE BID - GO BOND PROPOSAL

The Washington Avenue Business Improvement District is excited to propose a series of impactful installations funded by the **GO Bond**, aimed at transforming Washington Avenue into a vibrant, world-class destination.

To stay on track for completion by March 2026, we urgently need your feedback and support on the following GO Bond-funded initiatives:

- Art In The Heart Washington Avenue Sculptures - in the Median
- Signature Welcome Signs
- Historic Lifeguard Markers
- Artistic Monument letters
- Smart LED Pedestrian Enhancements

In addition, the capitol Improvements addresses the much-needed beautification that will transform Washington Avenue into the vibrant, dynamic destination we all envision. Beyond aesthetics, these enhancements will also improve Miami Beach's safety, economic growth, tourism appeal, sustainability, and overall quality of life—creating a more inviting and thriving community for residents and visitors alike.

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PHASE ONE

PLANNED INSTALLATION PRIOR TO THE FIFA WORLD CUP

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“ART IN THE HEART” WASHINGTON AVENUE SCULPTURES

IN THE MEDIATE 5th - 17th

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24 Artistic Median Sculptures

We propose the installation of 24 outdoor sculptures strategically placed in the median, with two sculptures on each block. These sculptures will serve as both an artistic focal point and a beautification measure for Washington Avenue. The art deco-inspired designs will reflect the history of the area while enhancing its modern appeal. The sculptures will add vibrancy to the streetscape, making Washington Avenue an outdoor gallery that celebrates its cultural richness.

Start: June 15, 2025

Estimated Time Eight Months



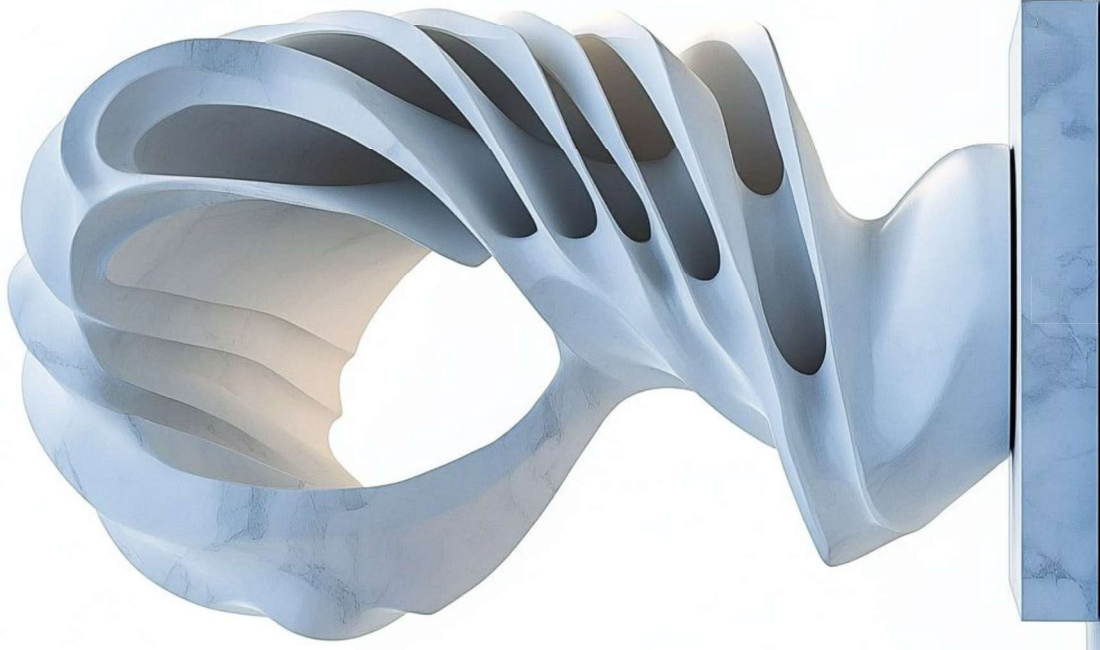
WORLD-WIDE SCULPTURE ARTIST CONTEST

A worldwide sculpture artist contest to create 24 stunning sculptures along the median of Washington Avenue would be a transformative cultural landmark, attracting renowned and emerging artists from around the globe. This competition would elevate Miami Beach's artistic reputation, turning Washington Avenue into an open-air gallery that blends creativity, history, and innovation.

By bringing together renowned artists—those who may not always be in the spotlight but possess extraordinary talent—this initiative provides a global stage for fresh, diverse perspectives. Sculptors will have the opportunity to leave a lasting legacy in one of the world's most iconic cities, drawing inspiration from Miami's vibrant energy, Art Deco history, and diverse culture.

Beyond the artistic significance, this initiative will generate widespread media attention and tourism interest, making Washington Avenue a must-visit destination for art lovers, travelers, and cultural enthusiasts. The sculptures will serve as photo-worthy landmarks, driving engagement on social media and increasing foot traffic for local businesses.

This contest is not just about art—it's about shaping the identity of Washington Avenue as a place where creativity meets community, innovation meets tradition, and talent from around the world is celebrated. With public engagement, artist collaborations, and a long-lasting cultural impact, this project will ensure that Miami Beach continues to be a world-class hub for artistic expression and urban beautification.



Images shown are
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SIGNATURE WELCOME SIGNS

5th & 17th

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WELCOME SIGNS

Benefits of Installing Welcome Signs on Washington Avenue, Miami Beach

The installation of accent outdoor LED welcome signs at 5th Street & Washington Avenue and 17th Street & Washington Avenue will create a transformative visual experience for visitors, enhancing the identity of Miami Beach as a world-class destination. These state-of-the-art displays will offer numerous benefits:

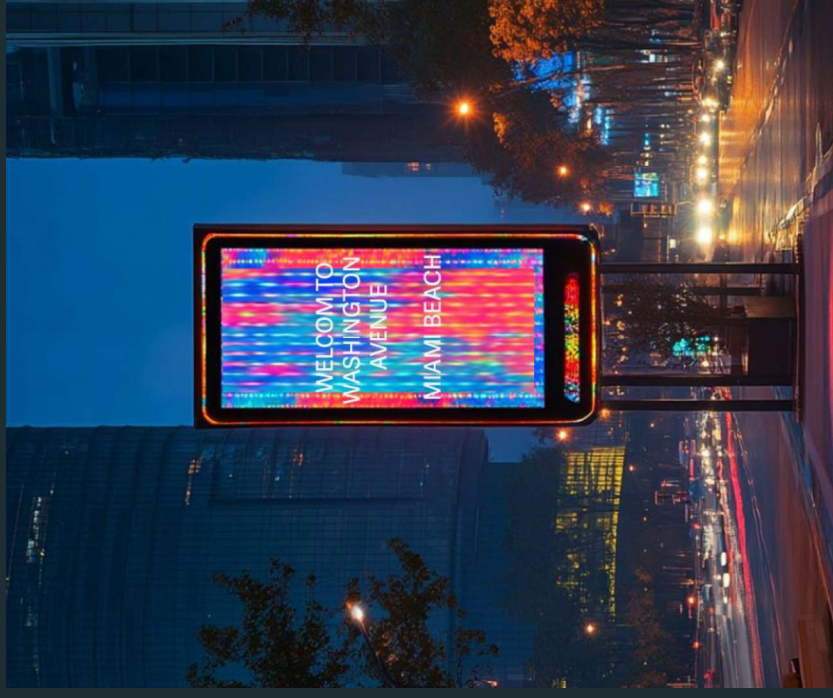
1. A Dynamic and Engaging Visitor Experience

- The LED screens will serve as interactive welcome points, greeting millions of visitors with vibrant visuals that showcase the unique energy of Miami Beach.
- High-resolution displays will highlight major events like the World Cup and national championship games, making Washington Avenue a focal point for sports fans and tourists alike.

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OPTION 1



OPTION 2

HISTORIC LIFE GUARD MARKERS

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LIFEGUARD HISTORIC MARKERS

A Place in Miami Beach History

Washington Avenue will soon become home to a series of historical markers honoring iconic figures who have made a lasting impact on Miami Beach. Honorees include Muhammad Ali, Jackie Gleason, Prince, Deanne Connolly Graham, the legacy of *Miami Vice*, Gianni Versace, Michael Aller, Mark Samuelian, and Josephine Baker.

Each marker will be placed at a location that holds significance to the individual's connection to the city—such as Muhammad Ali's marker being installed near 5th Street and Washington Avenue—or adjacent to the Monument Letters along the corridor.

This initiative aims to add a powerful historical and cultural layer to Washington Avenue, transforming it into a destination where visitors can engage with the stories of the extraordinary people who helped define Miami Beach's identity.

Looking ahead, future marker submissions will require a \$25,000 sponsorship from the nominating individual or organization. Applications will be reviewed through a community voting process facilitated by a Miami Beach and Washington Avenue Committee. Funds from the sponsorship will cover the installation and maintenance of the markers.

Estimated time three months. - Start with ten markers..

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ARTISTIC MONUMENT LETTERS

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MONUMENT LETTERS

WASHINGTON AVENUE - FIENBERG FISHER SCHOOL

The Washington Avenue Business Improvement District (BID) is proposing the installation of 15-foot-high monument letters in front of the Fienberg Fisher school east fence. This installation serves multiple purposes:

- **Beautification & Enhancement:** The project will elevate the aesthetic appeal of Washington Avenue as well make it a recognizable and vibrant landmark.
- **Cultural & Artistic Activation:** The letters will serve as a visually impactful piece of public art, reinforcing the cultural identity of Miami Beach.
- **Barrier Support:** The school has expressed a need for a barrier in this area, and this installation will help fulfill that request in a visually engaging manner.

Installation Spring 2026

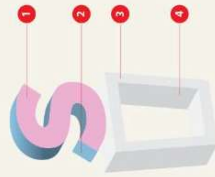
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DIMENSIONS

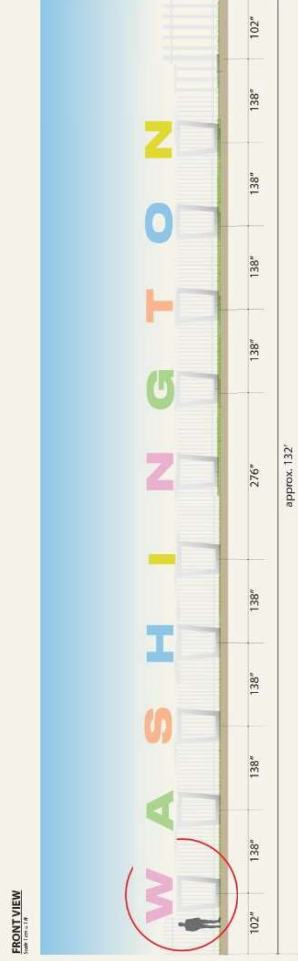
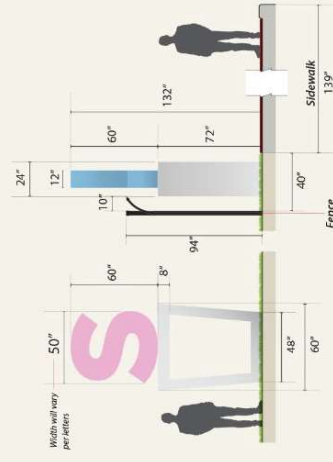
3D VIEW

Technical drawings of the 'S' sculpture and its base. The top drawing shows the 'S' sculpture with dimensions 24", 12", 60", 10", 132", 72", 40", and 139". The bottom drawing shows the base with dimensions 50", 60", 8", 94", 48", and 60". A list of options is provided on the right.

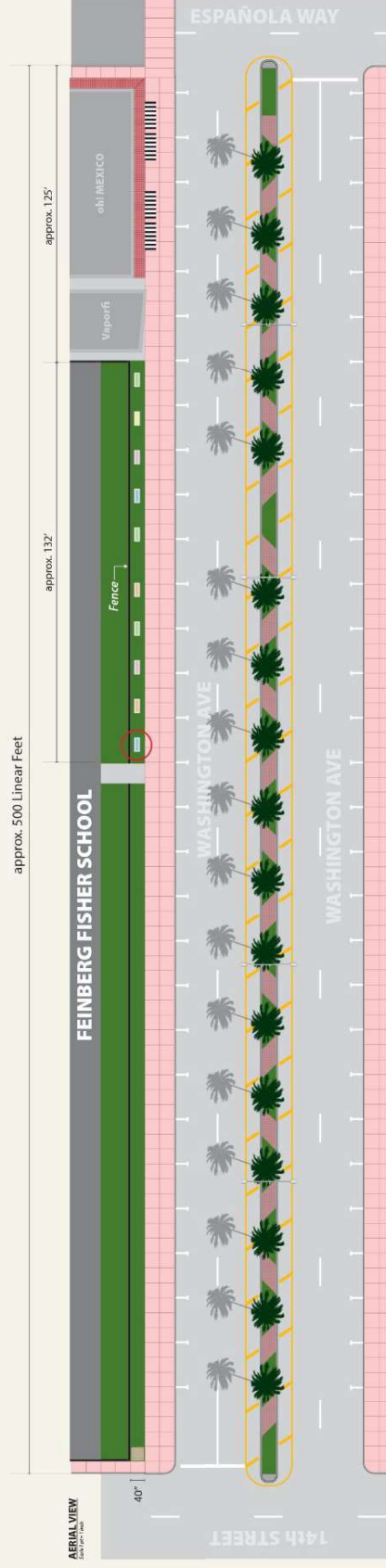
- 1 Aluminum Letters (Custom paint color)
The color will vary per letter
- 2 12" Deep Return (Custom paint color)
The color will vary per letter
- 3 Intersect welded structure w/ Aluminum (Silver painted)
- 4 24" Deep Return (Silver painted)



- 1 Aluminum Letters (Custom paint color)
The color will vary per letter
- 2 12" Deep Return (Custom paint color)
The color will vary per letter
- 3 Internal welded structure w/ Aluminum angles covered w/ 0.090" thick aluminum screwed to the structure (Silver painted)
- 4 24" Deep Return (Silver painted)



approx. 500 Linear Feet



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SURVEYED BY:	N/A
TEMPLATE BY:	N/A
DESIGNED BY:	MIKE Q.
PROOF BY:	RICHARD

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PROJECT:

PROJECT:	W
ADDRESS:	

☐ **Approved**

Print:
Signa
Date:

HINGTON AVE BID - MONUMENT LETTERS

REVISIONS

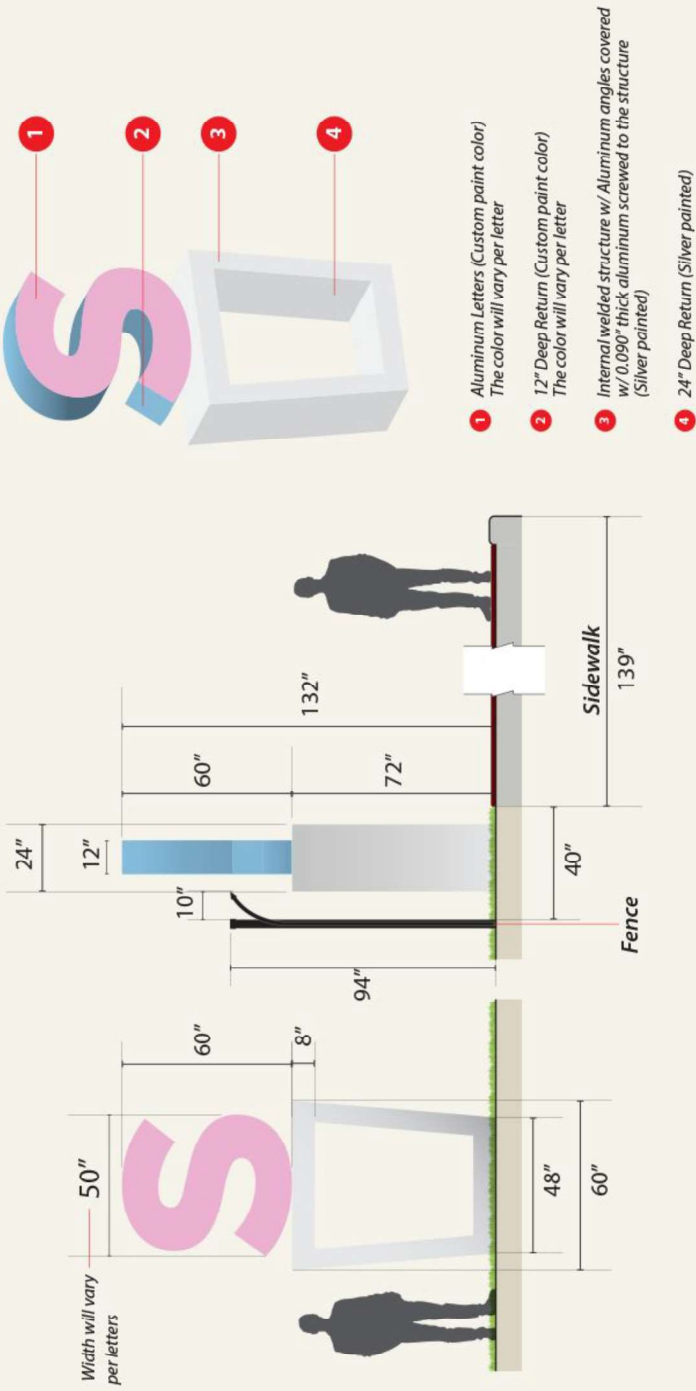


Monument Letters

DIMENSIONS
Scale 2mm = 1 inch

SIDE VIEW
Scale 2mm = 1 inch

3D VIEW
Not to scale



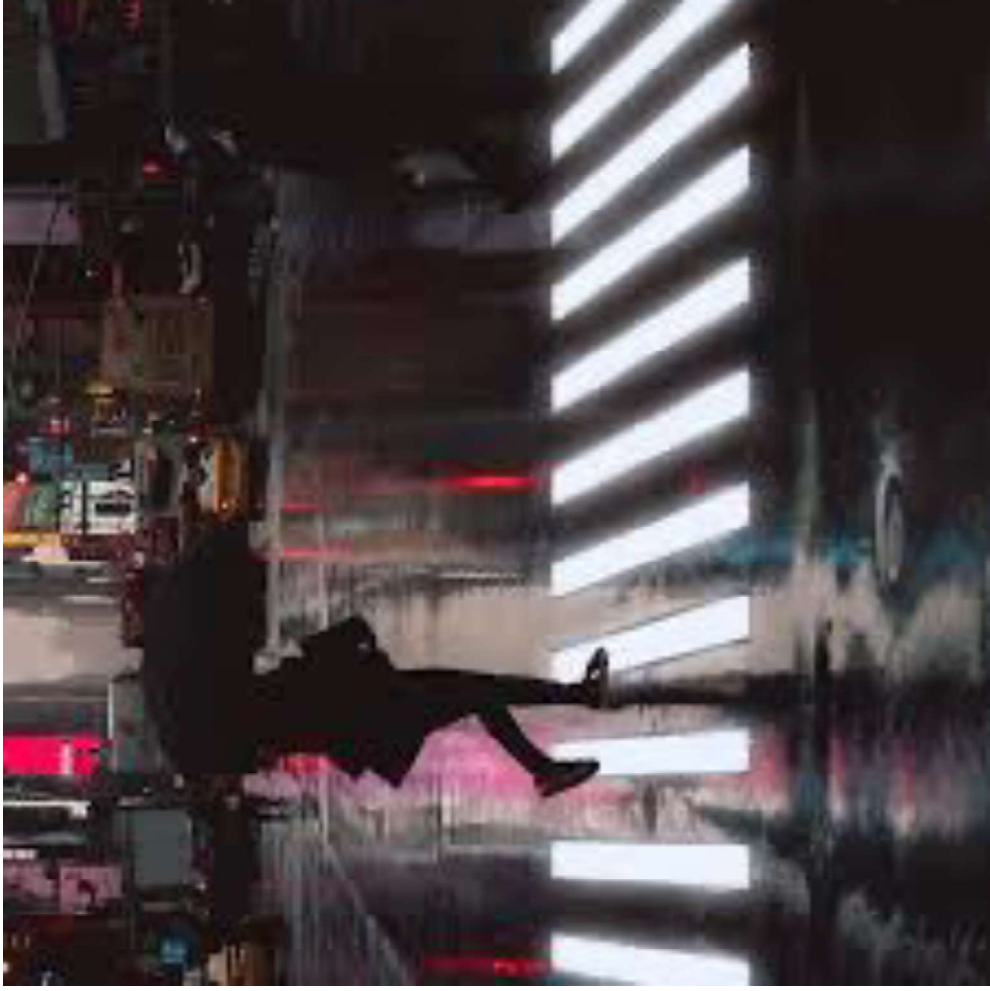
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SMART LED PEDESTRIAN ENHANCEMENT

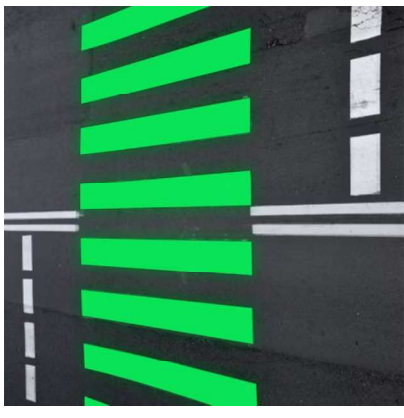
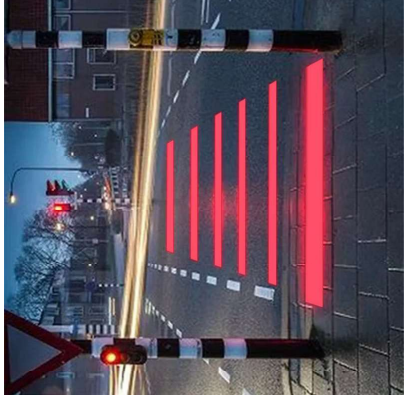
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Smart Pedestrian Crossing LED Zebra Pedestrian Crossing Pavement Signal Light -

https://youtu.be/ZdEZZkw9_1k?si=dNaU6MZvZVhq7k3m





SMART LED PEDESTRIAN ENHANCEMENTS

Creating a Safer, Smarter, and More Connected Corridor

As part of our commitment to innovation and public safety, the Washington Avenue Business Improvement District proposes the installation of Smart Pedestrian Sidewalks and Lighting Enhancements along the Avenue.

Positive Purpose and Community Benefits:

- **Enhanced Safety:** Increased illumination and responsive lighting reduce accidents, deter crime, and improve walkability—especially at night.
- **Sustainability:** Energy-efficient LED technology lowers electricity usage and carbon emissions.
- **Modern Appeal:** A visually striking and tech-forward design reinforces Washington Avenue as a forward-thinking, visitor-friendly destination.
- **Accessibility:** Clear, illuminated pathways support inclusivity for all pedestrians, including seniors and individuals with disabilities.
- **Data Insights:** Integrated sensors provide anonymized pedestrian flow data to inform future urban planning and business development decisions.

This smart infrastructure investment will transform Washington Avenue into a model of 21st-century urban design—where technology meets safety, sustainability, and style.

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BUDGET SUMMARY

- Art In The Heart Washington Avenue Sculptures - in the Median- \$1,200,000
- Signature Welcome Signs - \$150,000
- Historic Lifeguard Markers - \$250,000
- Artistic Monument Letters - \$250,000
- Smart LED Pedestrian Enhancements - \$3,000,000

Total: \$4,850,000





PHASE TWO

The Washington Avenue Business Improvement District has identified three additional capital improvement projects, which we plan to introduce at a later date.

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JUST AN IDEA

NOT A PART OF OUR BUDGET
BUT WE LIKE IT

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OUR TWO CENTS - NOT A PART OF OUR GO BOND

TRANSPORTATION

Given the county's plan to use metro movers to transport people to 5th and Washington, and the city's current reliance on buses, which is not an innovative solution, we propose a gondola system for Washington Avenue. This would offer an efficient and modern way to transport hundreds of people daily between 5th and Washington and the Convention Center.

Unlike buses, which can be inefficient, a gondola system provides a fast, reliable, and scenic option that reduces traffic congestion and lowers emissions. Beyond practicality, the gondola would also become a signature attraction, enhancing convenience for residents, tourists, and convention attendees, while elevating the overall appeal and experience of Washington Avenue.

This is not a part of the Washington Avenue BIDS GO Bond proposal, however it makes sense given money is available through federal transportation.

For a 1.5-mile stretch along Washington Avenue, the estimated cost could be between \$4.5 million and \$18 million, depending on factors such as the number of stations, design elements, and construction complexity.

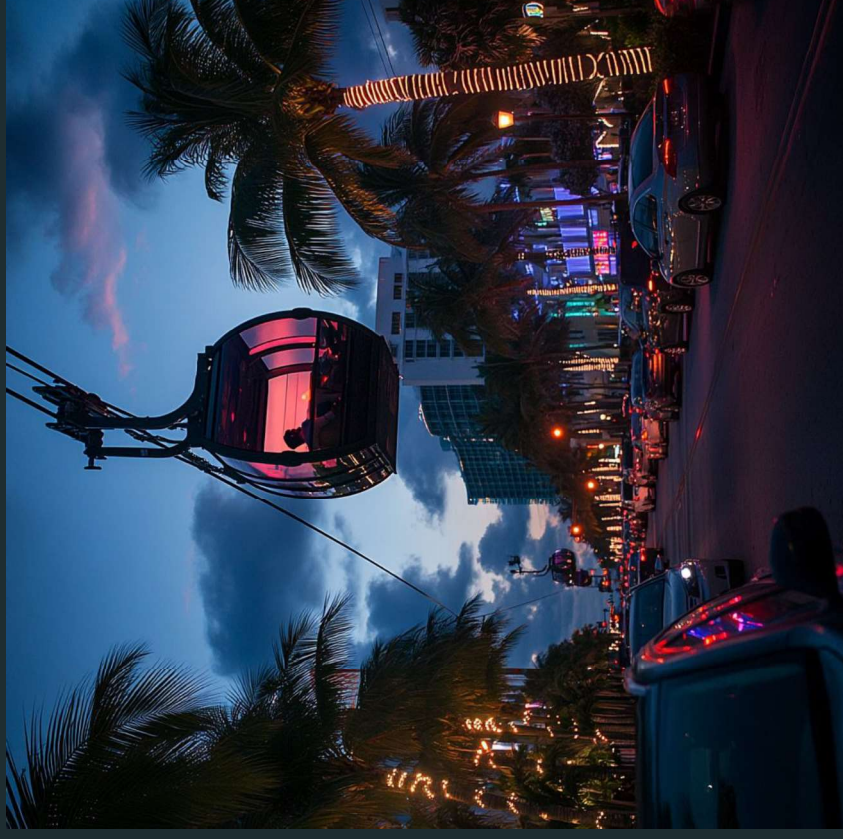
Offset cost - \$2 per person

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GONDOLA

TRANSPORTATION - ATTRACTION - REVENUE





THANK YOU

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