

OB 6. DISCUSS ESTABLISHING A MATCH FUNDING PROGRAM TO INCENTIVIZE  
BUILDING OWNER PARTICIPATION IN THE HULANICKI ART DECO PASTEL  
COLORS INITIATIVE

Applicable Area:

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Commissioner Kristen Rosen Gonzalez

DATE: July 24, 2024

TITLE: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE TO DISCUSS ESTABLISHING A MATCH FUNDING PROGRAM FOR BUILDING OWNERS WHO WOULD LIKE TO PARTICIPATE IN THE HULANICKI ART DECO PASTEL COLORS INITIATIVE.

### **RECOMMENDATION**

### **BACKGROUND/HISTORY**

In the early 1980s, New York designer Leonard Horowitz collaborated with Barbara Capitman to develop a color palette comprising approximately 40 colors, aimed at revitalizing the aging Art Deco facades in Miami Beach. With the assistance of Ernest Martin, then Director of the Dade County Office of Community and Economic Development, funding was secured to implement a facade painting program utilizing the Horowitz color palette. This program was administered by the Miami Beach Community Development Corporation (MBCDC) and saw participation from over fifty property owners, resulting in the rejuvenation of numerous Art Deco buildings in Miami Beach. On February 26, 2024, the Land Use and Sustainability Committee (LUSC) reviewed a proposal to repaint the Colony Theater and Beach Patrol Headquarters utilizing the Leonard Horowitz color palette. The proposal included consultation from famous artist and fashion designer Ms. Barbara Hulanicki to ensure the color scheme complements the architectural features.

### **ANALYSIS**

### **FISCAL IMPACT STATEMENT**

NA

### **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**

**Applicable Area**

Citywide

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

Yes

**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**

Office of Commissioner Kristen Rosen Gonzalez

**Sponsor(s)**

Commissioner Kristen Rosen Gonzalez

**Co-sponsor(s)**

**Condensed Title**

Ref: FERC - Fund Program for Bldg Owners Participating in Art Deco Pastel Colors Initiative.  
(Rosen Gonzalez)