

4. REVIEW AND DISCUSS DESIGN PROPOSED BY THE WASHINGTON AVENUE BUSINESS IMPROVEMENT DISTRICT AS PHASE 1 OF THE WASHINGTON AVENUE PROJECT OF THE 2018 G.O. BOND PROGRAM.

Applicable Area:

MIAMI BEACH

COMMITTEE MEMORANDUM

TO: Public Safety and Neighborhood Quality of Life Committee Members

FROM: Eric Carpenter, City Manager

DATE: June 11, 2025

TITLE: REVIEW AND DISCUSS DESIGN PROPOSED BY THE WASHINGTON AVENUE BUSINESS IMPROVEMENT DISTRICT AS PHASE 1 OF THE WASHINGTON AVENUE PROJECT OF THE 2018 G.O. BOND PROGRAM.

RECOMMENDATION

The Administration recommends advancing select “quick win” projects in collaboration with the Washington Avenue Business Improvement District (“the BID”), while simultaneously retaining a qualified urban design consultant to develop a cohesive plan for Washington Avenue with the remaining budget of the G.O. Bond Program.

BACKGROUND/HISTORY

On May 10, 2019, the City issued Request for Qualifications (“RFQ”) No. 2019-234-ND for a land use, mobility, and economic development study of the City's Mixed-Use Entertainment (“MXE”) district, also known as the Art Deco Cultural District (“ADCD”). The RFQ sought qualifications from multidisciplinary teams to perform a study covering properties and areas adjacent to commercial corridors including Washington Avenue, Collins Avenue, and Ocean Drive (the “ADCD Vision Plan” or “Project”). The RFQ indicated that any recommendations resulting from the Project, as adopted by the City Commission, would form the basis for more extensive projects, specifically the voter-approved Ocean Drive and Washington Avenue General Obligation Bond (“G.O. Bond”) projects.

On July 31, 2019, the City Commission authorized negotiations with Zyscovich, Inc. (“Zyscovich”), as the top-ranked bidder, and authorized execution of an agreement if negotiations were successful. On October 11, 2020, the City and Zyscovich entered into a professional services agreement.

On February 23, 2022, the Mayor and City Commission adopted Resolution 2022-32056 accepting Zyscovich’s ADCD Vision Plan, in concept, and requested that the Administration prepare a RFQ seeking qualified design professionals for the Ocean Drive G.O. Bond project and to include Lummus Park, if funding is available, with the RFQ to be submitted to the City Commission for consideration and approval prior to issuance. The Resolution did not provide direction related to the Washington Avenue Project.

On June 26, 2024, the Mayor and City Commission approved referral item C4C to the Finance and Economic Resiliency Committee (“FERC”) meeting, to discuss beautifying Washington Avenue by enhancing lighting and streetscaping.

At the September 20, 2024 FERC meeting, members issued a favorable recommendation to move the item to the October 30, 2024 City Commission meeting endorsing the installation of wrap-around lights on median trees along Washington Avenue from 5th Street to 17th Street, at an estimated cost of \$273,000. In addition, FERC requested that the Administration return to the

November 8, 2024 meeting with detailed cost estimates for sidewalk repairs/replacement and the replacement of lighting fixtures along the corridor.

On October 30, 2024, the Mayor and City Commission adopted Resolution 2024-33319 accepting FERC's recommendation to proceed with the installation of wrap lighting on the median trees along Washington Avenue, from 5th Street to 17th Street. The work has since been completed, using non-GOB funds.

At the November 8, 2024 meeting, FERC directed the Administration to return to the January 24, 2025 meeting with an updated plan and cost for upgraded sidewalk materials.

On January 24, 2025, FERC members were presented with an exposed shell specialty concrete option for consideration. Following discussion, the Committee directed the Administration to return to the March 26, 2025 meeting with an additional 3-4 recommendations for specialty sidewalks.

At the March 26, 2025 meeting, FERC members moved the item to the City Commission with a favorable recommendation directing the Administration to proceed with sidewalk improvements on Washington Avenue, from Lincoln Road to 15th Street, using brick pavers, in the estimated amount of \$1.05 million, funded through the 2018 G.O. Bond Program. The motion also instructed the Administration to incorporate input from the Washington Avenue Business Improvement District (the "BID"). A Resolution accepting FERC's recommendation was deferred on May 21, 2025 to the June 25 City Commission meeting.

On April 23, 2025, the Mayor and City Commission approved referral item C4 J to the Public Safety and Neighborhood Quality of life Committee ("PSNQLC"), to review and discuss the design proposed by the Washington Avenue BID as Phase 1 of the Washington Avenue Corridor Improvements 2018 G.O. Bond Project.

ANALYSIS

As part of the 2018 General Obligation (G.O.) Bond Program, \$10 million was allocated toward revitalization efforts along the Washington Avenue Corridor. The planned improvements include upgraded lighting, enhanced landscaping, and pedestrian infrastructure upgrades to promote a safer and more engaging urban environment.

As mentioned above, on May 21, 2025, a Resolution accepting FERC's recommendation directing the Administration to proceed with sidewalk improvements using brick pavers from Lincoln Road to 15th Street, in the amount of \$1.05 million, was deferred to the June 25 City Commission meeting.

The Washington Avenue BID is proposing a series of creative placemaking interventions to further activate the corridor and encourage both resident and visitor engagement throughout the day and evening. To that end, the BID proposes the integration of the following elements into the G.O. Bond Project:

- Artistic installations along the medians (\$1,200,000)*
- Signature "Welcome" signage at 5th Street and 17th Street (\$150,000)*
- Historic Markers (\$250,000)*
- Artistic monument letters in front of Fienberg Fisher School (\$250,000)*
- Smart LED crosswalks (\$3,000,000)*

*The estimated budget amounts provided above were submitted by the BID and have not been reviewed or verified by the City.

A detailed presentation of their proposals is attached as **Exhibit 1**.

While these ideas generally align with the broader scope of the G.O. Bond Project, the administration recommends retaining a qualified urban design consultant to develop a cohesive plan for Washington Avenue. The plan should promote pedestrian activity and support the principles of creative placemaking, with a focus on resident, business and tourist uses.

Concurrently, the administration supports advancing select “quick win” projects in collaboration with the BID - specifically, the Monument Letters and Historic Markers - with the goal of completing them ahead of the upcoming FIFA World Cup, in alignment with the BID’s desired schedule.

It is important to note that any proposed enhancements to Washington Avenue will be subject to review and approval by the Historic Preservation Board (HPB).

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

To be funded under the Infrastructure Category of the 2018 G.O Bond Program.

CONCLUSION

The foregoing is presented to the members of the Public Safety and Neighborhood Quality of Life Committee for discussion.

Applicable Area

South 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?

Yes

Was this Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481, includes a principal engaged in lobbying? Yes

If so, specify the name of lobbyist(s) and principal(s): Troy E. Wright, Executive Director of Washington Avenue BID

Department

G.O. Bond Program

Sponsor(s)

Commissioner Kristen Rosen Gonzalez

Co-sponsor(s)

Condensed Title

Review and Discuss Washington Avenue BID Design for G.O. Bond Project.

EXHIBIT I



WASHINGTON AVENUE BID

GO BOND

AVENUE PLAN

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 capital 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.

Troy E. Wright



PHASE ONE

PLANNED INSTALLATION PRIOR TO THE FIFA WORLD CUP

Troy E. Wright

“ART IN THE HEART” WASHINGTON AVENUE SCULPTURES

IN THE MEDIATE 5th - 17th

Troy E. Wright

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



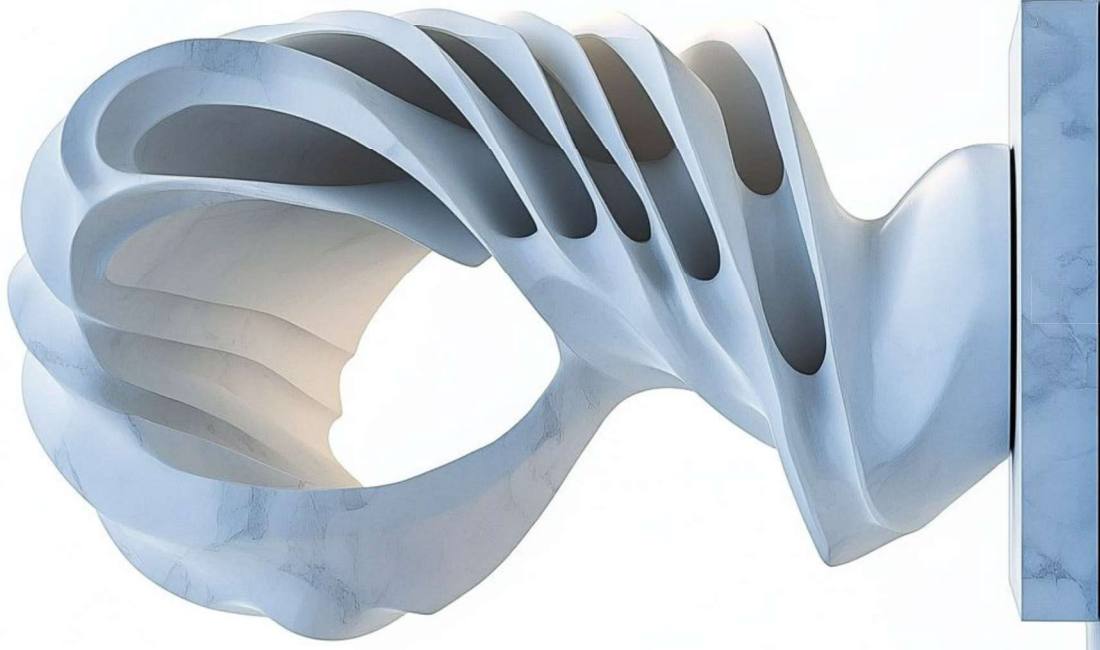
WORLD-WIDE SCULPTURE ARTIST CONTEST

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
for illustrative
purposes only and
do not represent
final designs or
actual renderings.



DOMESTIC & INTERNATIONAL CONTEST - REVISED

Phase	Start Date	End Date	Notes	
Announcement / Launch	June 15, 2025	June 30, 2025	Announce contest details, prizes, rules, and schedule	
Call for Submissions	July 15, 2025	September 15, 2025	Artists submit concepts (60 days for entry)	
National Voting + Jurying	September 16, 2025	October 15, 2025	Public and juried voting to select top 20 finalists	
Winners Announced	October 16, 2025	October 16, 2025	Finalists notified, agreements initiated	
Fabrication Period	October 20, 2025	January 31, 2026	Artists build and prep sculptures (3.5 months)	
Permitting + Engineering	November 1, 2025	January 31, 2026	City reviews, engineering approvals, base prep	
Installation Begins	February 10, 2026	March 31, 2026	Staggered installation of all 24 sculptures	
Completion & Unveiling	March 31, 2026	April 15, 2026	Final inspection, press, and public unveiling	

SIGNATURE WELCOME SIGNS

5th & 17th

Troy E. Wright

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:

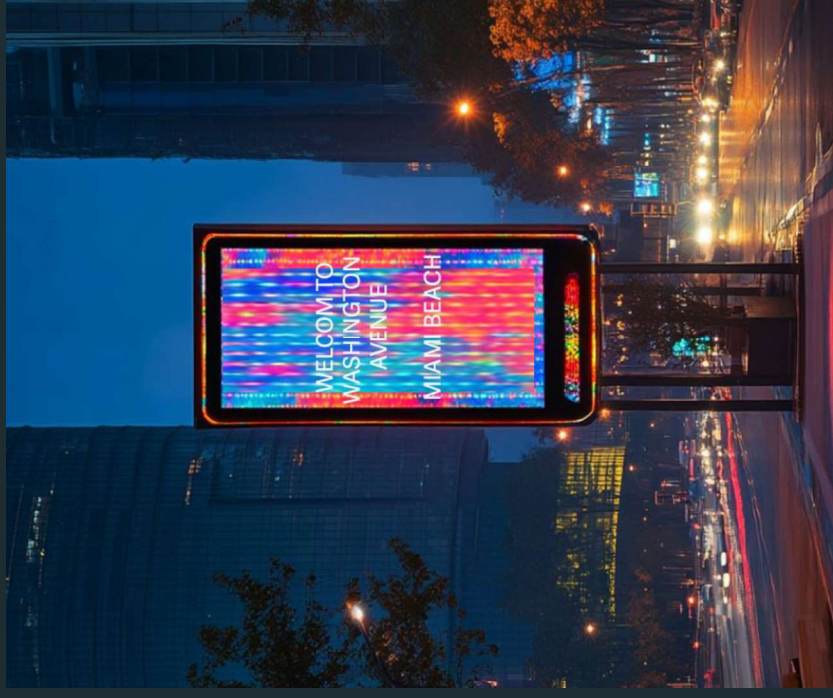
1. A Dynamic and Engaging Visitor Experience

- 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.

Troy E. Wright



OPTION 1



OPTION 2

HISTORIC LIFE GUARD MARKERS

Troy E. Wright



Troy E. Wright



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..

Troy E. Wright

ARTISTIC MONUMENT LETTERS

Troy E. Wright

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:

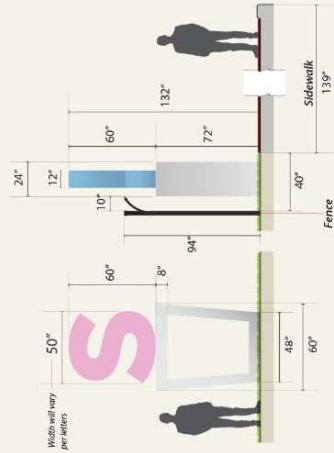
- **Beautification & Enhancement:** The project will elevate the aesthetic appeal of Washington Avenue as well make it a recognizable and vibrant landmark.
- **Cultural & Artistic Activation:** The letters will serve as a visually impactful piece of public art, reinforcing the cultural identity of Miami 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

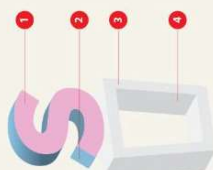
Troy E. Wright

Monument Letters

DIMENSIONS



3D VIEW

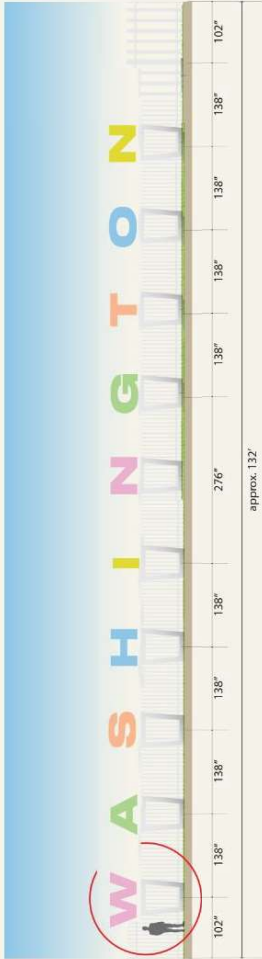


- 1 Aluminum Letters (Custom paint color)
The color will vary per letter
- 2 1/2" Deep Base (Custom paint color)
The color will vary per letter
- 3 Interpolated structure of aluminum angle covered w/ 0.090" thick aluminum received for the structure (Silver painted)
- 4 24" Deep Return (Silver painted)

COLOR PAINT LEGEND

- 0521 C 358 C 1555 C 2905 C 0131 C SILVER

FRONT VIEW



approx. 500 Linear Feet

AERIAL VIEW



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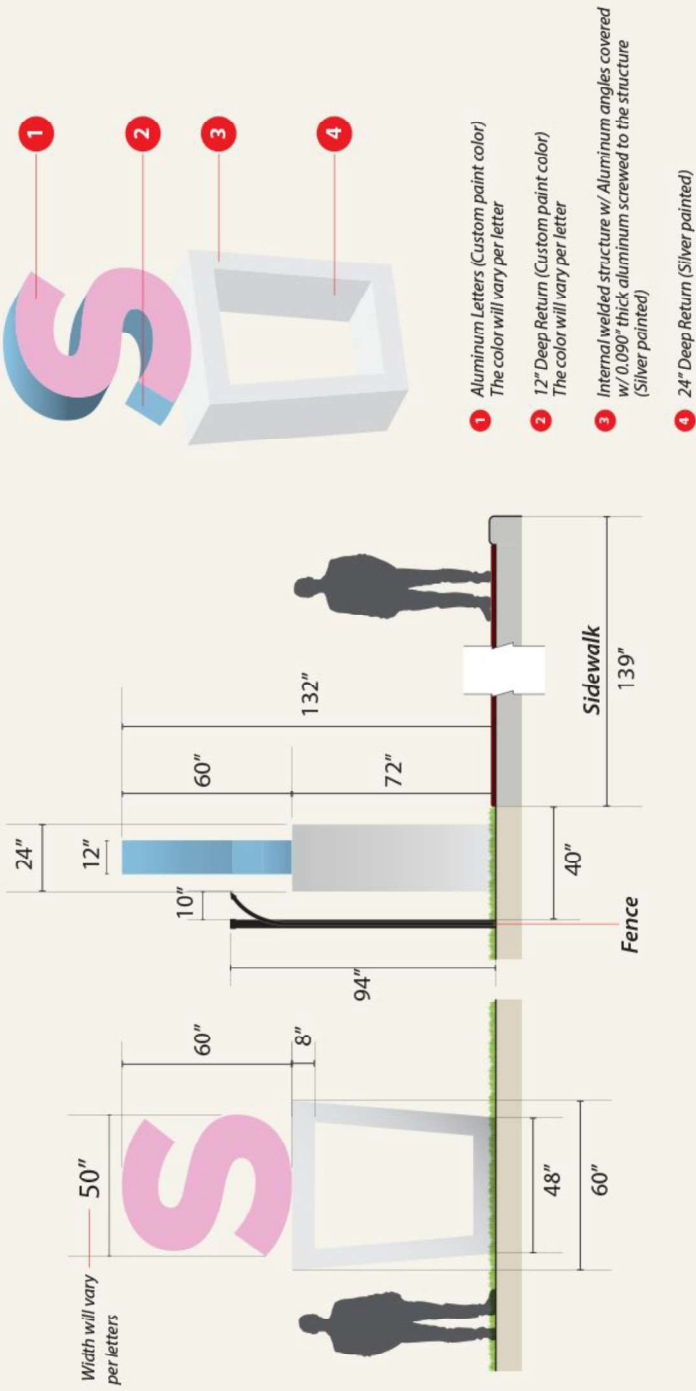
PLEASE CAREFULLY REVIEW THIS PROOF FOR CORRECT COPY, SPELLING AND COLOR. THIS PROOF IS INTENDED FOR A VISUALIZATION REFERENCE ONLY AND COLORS MAY VARY FROM THE FINAL PRODUCT. THIS PROOF IS NOT TO BE USED FOR ANY PROOFS AND VISUAL REPRESENTATION IS NOT TO SCALE. PLEASE REFER TO CALLED OUT MEASUREMENTS FOR FINAL SIZES.		DATE CREATED: 12-8-20		QC		PROJECT: WASHINGTON AVE BID - MONUMENT LETTERS		REVISIONS	
SALES REP: MIKE Q.		MIKE Q.		N/A		ADDRESS: 1234 WASHINGTON AVE #204, MIAMI BEACH, FL 33139		△	
SURVEYED BY: N/A		N/A		N/A		Print: _____		△	
TEMPLATE BY: N/A		N/A		N/A		Signature: _____		△	
DESIGNED BY: MIKE Q.		MIKE Q.		N/A		Date: _____		△	
PROOF BY: RICHARD		RICHARD		N/A		Revisions		△	
PRODUCTION WILL BEGIN ONCE THE PROOF HAS BEEN APPROVED. WE ARE NOT RESPONSIBLE FOR UNDETECTED ERRORS IN APPROVED PROOFS. ALL CUSTOM ORDERS ARE FINAL AND NON-RETURNABLE. CLIENT ACKNOWLEDGES RESPONSIBILITY WHEN SIGNING									

Monument Letters

DIMENSIONS
Scale 2mm = 1 inch

SIDE VIEW
Scale 2mm = 1 inch

3D VIEW
Not to scale



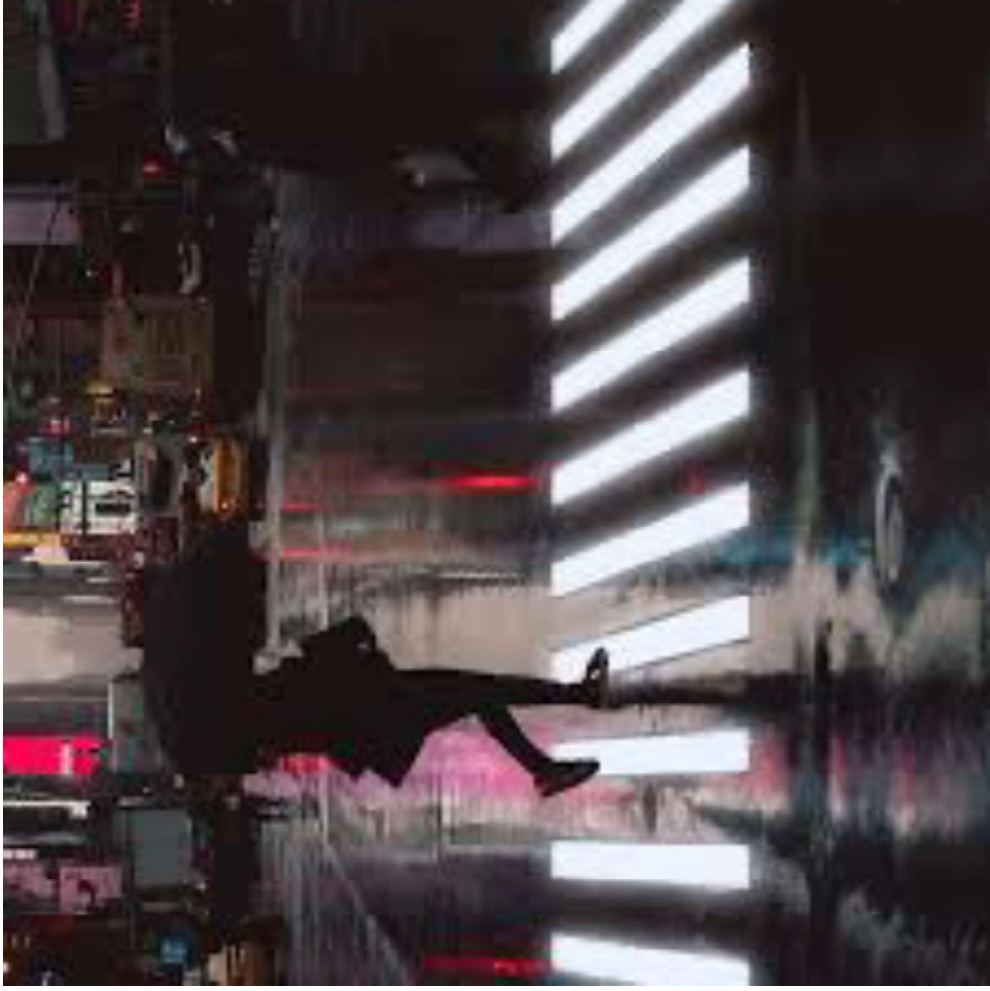
Troy E. Wright



SMART LED PEDESTRIAN ENHANCEMENT

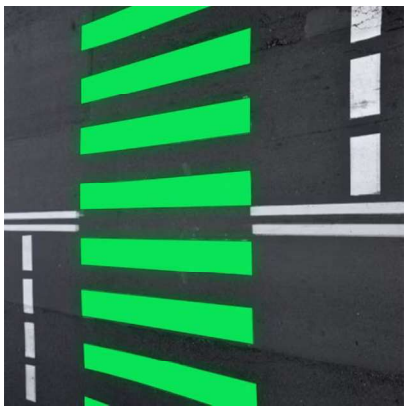
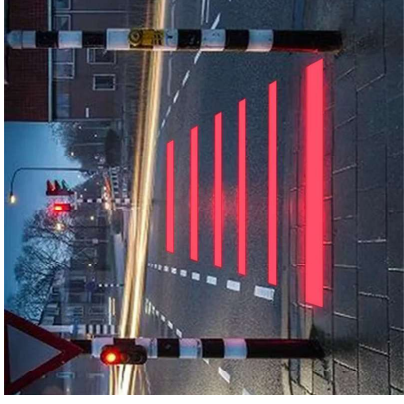
Troy E. Wright





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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Troy E. Wright

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.

Troy E. Wright



JUST AN IDEA

NOT A PART OF OUR BUDGET
BUT WE LIKE IT

Troy E. Wright

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.

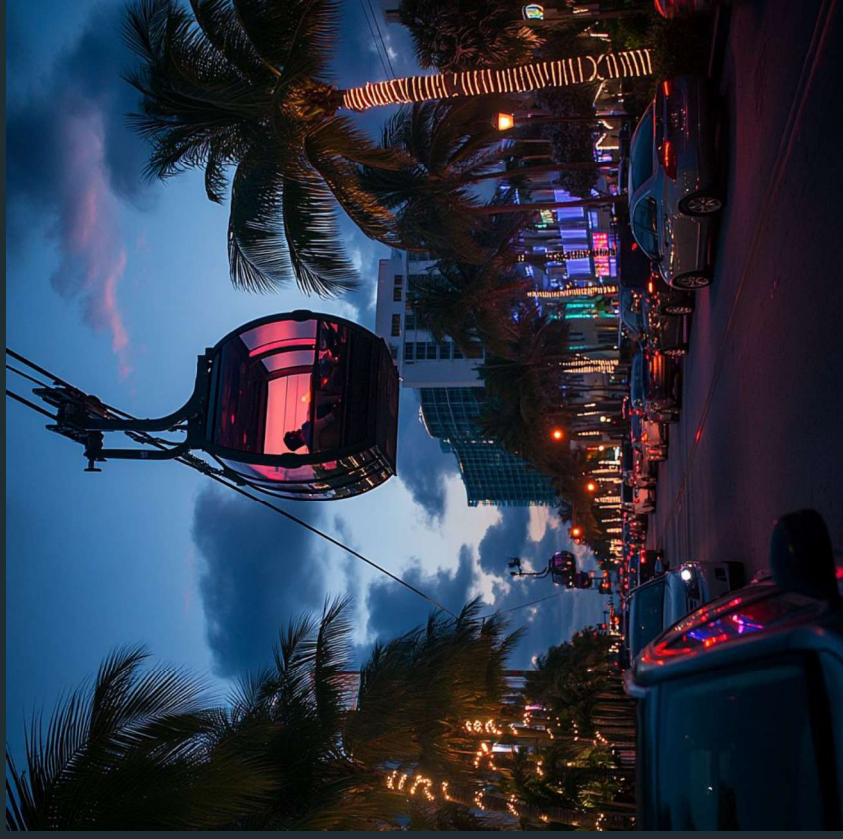
Offset cost - \$2 per person

Troy E. Wright



GONDOLA

TRANSPORTATION - ATTRACTION - REVENUE





THANK YOU

Troy E. Wright



C4 J REFERRAL TO THE PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE – REVIEW AND DISCUSS DESIGN PROPOSED BY WASHINGTON AVENUE BID AS PHASE I OF THE WASHINGTON AVENUE 2018 G.O. BOND CORRIDOR PROJECT.

Applicable Area:

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Commissioner Kristen Rosen Gonzalez

DATE: April 23, 2025

TITLE: REFERRAL TO THE PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE – REVIEW AND DISCUSS DESIGN PROPOSED BY WASHINGTON AVENUE BID AS PHASE I OF THE WASHINGTON AVENUE 2018 G.O. BOND CORRIDOR PROJECT.

RECOMMENDATION

BACKGROUND/HISTORY

Please place on the March 19, 2025 agenda a referral to the Public Safety and Neighborhood Quality of Life Committee (the “Committee”) to review and discuss the design proposed by the Washington Avenue Business Improvement District as Phase I of the Washington Avenue 2018 G.O. Bond Corridor Project.

ANALYSIS

FISCAL IMPACT STATEMENT

NA

Does this Ordinance require a Business Impact Estimate? (FOR ORDINANCES ONLY)

If applicable, the Business Impact Estimate (BIE) was published on:
See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notices/>

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?

Yes

Was this Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481, includes a principal engaged in lobbying? Yes

If so, specify the name of lobbyist(s) and principal(s): Troy E. White; Executive Director Washington Avenue BID

Department

Office of Commissioner Kristen Rosen Gonzalez

Sponsor(s)

Commissioner Kristen Rosen Gonzalez

Co-sponsor(s)

Condensed Title

Ref: PSNQLC - Design by WABID, Ph I of Washington Ave 2018 GO Bond Corridor Proj. (KRG)

Previous Action (For City Clerk Use Only)

Not reached on 3/19/2025 - C4 Y