

MIAMI BEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139,
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Tourism and Culture Department Tel: 305-673-7577

May 9, 2026

Thomas Mooney
Planning Director
Planning Department
City of Miami Beach
1700 Convention Center Drive, 2nd Floor
Miami Beach, FL 33139

Re: DRB LETTER OF INTENT – Design Review Board Letter of Intent for permanent public artwork at Bay Supermarket at 905 Bay Dr, Miami Beach, FL 33141

Dear Mr. Mooney,

At the February 17, 2026, AiPP Committee meeting, and communicated via LTC#059-2026, the Elevate Española program has been expanded to a citywide mural program. To reflect this expanded scope, the program will now be referenced as the Elevate Miami Beach Mural Program. The new location for the first iteration of the expanded project scope will be in North Beach across from Normandy Fountain Plaza on the exterior wall of Bay Supermarket (909 Normandy Dr). Utilizing a limited entry competition, four (4) artists were engaged to develop corresponding proposals.

On April 21, 2026, the Art in Public Places (AiPP) Committee members selected the “Flying Colors” proposal by artist Michelle Weinberg as the public artwork mural to be placed on the east-facing wall of Bay Supermarket. This was communicated to the Mayor and City Commission via LTC 166-2026. The AiPP Committee’s alternate selection was Michelle Weinberg’s “Community Table” proposal.

On May 5, 2026, Tourism and Culture Department staff met with the Bay Supermarket property owners to present artist proposals. The property owners confirmed support for the AiPP Selection of “Flying Colors” proposal by artist Michelle Weinberg.

In addition, staff also presented the proposals to a representative of the Normandy Fountain Business Association. He expressed preference for the “Concept 3” by artist duo We Are Nice’n Easy.

The selected artist will paint a mural, measuring approximately 45 feet wide and 20 feet tall. The Administration plans to present to selected “Flying Colors” proposal to the City Commission for

approval. However, should that proposal not be able to be implemented, we are presenting all three proposals for Design Review Board as alternates.

Proposed Location:

North Beach is the northernmost district of Miami Beach, stretching roughly from 60th Street to the Surfside border. It is known for its laid back, residential character, and a slower pace. The area blends longtime residents, families, and a diverse international community of Latin American, Caribbean, and European cultural influences. North Beach has a goal of developing arts and culture as a focus of the community.

The mural site is the exterior wall of Bay Supermarket along 905 Bay Dr, located adjacent to Normandy Plaza, the central public space of the Isle of Normandy and a key gathering point within North Beach. The plaza functions as a true neighborhood hub, with regular foot traffic, outdoor seating, small restaurants, cafés, and local shops that draw a steady mix of residents moving through on foot, bike, and transit. It is a walkable, community-oriented area characterized by a strong sense of local identity, proximity to both Biscayne Bay and the ocean, and a blend of longtime residents and newer arrivals.

The Art in Public Places (AiPP) program is a city board responsible for the commission and purchase of artwork by contemporary artists in all media. The program is funded from 2% of hard costs for city projects and joint private/public projects. Funds from construction projects may be aggregated into the AiPP Fund and allocated for artwork at public sites and for collection maintenance. The fund is administered by a City Commission-appointed citizen’s board of seven members, the AiPP Committee.

The scope of work for the selected artist, Michelle Weinberg or We Are Nice’n Easy, includes providing, delivering and installing a custom mural at the designated location. The proposals “Flying Colors”, “Community Table”, and “Concept 3” were required to provide a maintenance plan for the care of artwork.

Project Descriptions:

Michelle Weinberg’s “Flying Colors” will translate the joy of pure color and shape, inspired by painted strips dropped in chance arrangements on the artist’s studio floor. It suggests a game played on an architectural scale. The free-form super-graphic will identify the Normandy circle as a vibrant and welcoming gathering spot for arts, cultural activities and everyday life. The artist’s personal engagement with geometry is inspired by observing how human social behavior penetrates and activates surfaces and veneers.

On the other hand, Weinberg’s other proposal, “Community Table,” channels the relaxed and positive energy of resident families and visitors who gather in the Normandy neighborhood for meals, gelato, shopping, festivals, music and more. The color palette brings together the pastel hues of art deco architecture with more saturated, hothouse colors.

Weinberg has exhibited her work widely, in galleries, non-profit spaces and museums in the US and abroad. Currently she has designed a 700 linear footprint mural installation called "River Semaphore" for the Battery Park City Authority in Lower Manhattan, commissioned by ArtBridge and NYC Parks.

We Are Nice'n Easy focuses on creating immersive mixed media installations, works in sculpture, painting, design and murals. Nice'n Easy develops a visually cohesive subtropical vernacular with their material choices and use of repeated motifs. They have exhibited works at Locust Projects, Spinello Projects, Art and Cultural Center of Hollywood, Young at Art Museum and The Bass Museum. They have realized several public art projects commissioned by the Museum of Contemporary Art North Miami, Miami-Dade Art in Public Places, Miami Beach Art in Public Places, Broward Public Art & Design, and Downtown Hollywood Mural Project among other private commissions.

Per the Design Review Criteria, section 2.5.3.1 of the Land Development Regulations, the design of the mural proposal(s) address the following criteria:

- a. The existing and proposed conditions of the lot, including but not necessarily limited to topography, vegetation, trees, drainage, and waterways. (Not Applicable)
- b. The location of all existing and proposed buildings, drives, parking spaces, walkways, means of ingress and egress, drainage facilities, utility services, landscaping structures, signs, and lighting and screening devices. (Not Applicable)
- c. The dimensions of all buildings, structures, setbacks, parking spaces, floor area ratio, height, lot coverage and any other information that may be reasonably necessary to determine compliance with the requirements of the underlying zoning district, and any applicable overlays, for a particular application or project. (Not Applicable)
- d. The color, design, selection of landscape materials and architectural elements of exterior building surfaces and primary public interior areas for developments requiring a building permit in areas of the city identified in section 2.5.3.2.(Applicable)

The proposed site plan, and the location, appearance and design of new and existing buildings and structures are in conformity with the standards of this article and other applicable ordinances, architectural and design guidelines as adopted and amended periodically by the design review board and historic preservation board and all pertinent master plans. (Not Applicable)

- a. The proposed structure, or additions or modifications to an existing structure, indicates a sensitivity to and is compatible with the environment and adjacent structures, and enhances the appearance of the surrounding properties. (Applicable)
- b. The design and layout of the proposed site plan, as well as all new and existing buildings shall be reviewed so as to provide an efficient arrangement of land uses. Particular attention shall be given to safety, crime prevention and fire protection,

- relationship to the surrounding neighborhood, impact on contiguous and adjacent buildings and lands, pedestrian sight lines and view corridors. (Not Applicable)
- c. Pedestrian and vehicular traffic movement within and adjacent to the site shall be reviewed to ensure that clearly defined, segregated pedestrian access to the site and all buildings is provided for and that all parking spaces are usable and are safety and conveniently arranged; pedestrian furniture and bike racks shall be considered. Access to the site from adjacent roads shall be designed so as to interfere as little as possible with traffic flow on these roads and to permit vehicles a rapid and safe ingress and egress to the site. (Not Applicable)
 - d. Lighting shall be reviewed to ensure safe movement of persons and vehicles and reflection on public property for security purposes and to minimize glare and reflection on adjacent properties. Lighting shall be reviewed to assure that it enhances the appearance of structures at night. (Not Applicable)
 - e. Landscape and paving materials shall be reviewed to ensure an adequate relationship with and enhancement of the overall site plan design. (Not Applicable)
 - f. Buffering materials shall be reviewed to ensure that headlights of vehicles, noise, and light from structures are adequately shielded from public view, adjacent properties and pedestrian areas. (Not Applicable)
 - g. The proposed structure has an orientation and massing which is sensitive to and compatible with the building site and surrounding area and which creates or maintains important view corridor(s). (Not Applicable)
 - h. The building has, where feasible, space in that part of the ground floor fronting a street or streets which is to be occupied for residential or commercial uses; likewise, the upper floors of the pedestal portion of the proposed building fronting a street, or streets shall have residential or commercial spaces, shall have the appearance of being a residential or commercial space or shall have an architectural treatment which shall buffer the appearance of the parking structure from the surrounding area and is integrated with the overall appearance of the project. (Not Applicable)
 - i. The building shall have an appropriate and fully integrated rooftop architectural treatment which substantially screens all mechanical equipment, stairs and elevator towers. (Not Applicable)
 - j. An addition on a building site shall be designed, sited and massed in a manner which is sensitive to and compatible with the existing improvement(s). (Not Applicable)
 - k. All portions of a project fronting a street or sidewalk shall incorporate an architecturally appropriate amount of transparency at the first level in order to achieve pedestrian compatibility and adequate visual interest. (Not Applicable)
 - l. The location, design, screening and buffering of all required service bays, delivery bays, trash and refused receptacles, as well as trash rooms shall be arranged to have a minimal impact on adjacent properties. (Not Applicable)
 - m. In addition to the foregoing criteria, section 104-6 (t) the General Ordinances shall apply to the design review board's review of any proposal to place, construct, modify or maintain a wireless communications facility or other over the

air radio transmission or radio reception facility in the public rights-of-way. (Not Applicable).

- n. The structure and site comply with the sea level rise and resiliency review criteria in chapter 7, article I, as applicable. (Not Applicable)

Per the Sea Level rise and Resiliency Review Criteria from section 7.1.2.4 of the Land Development Regulations, the architectural drawings of the proposed new log cabin address the following criteria:

Criteria for development orders:

- a. A recycling or salvage plan for partial or total demolition shall be provided. (Not Applicable)
- b. Windows that are proposed to be replaced shall be hurricane proof impact windows. (Not Applicable)
- c. Where feasible and appropriate, passive cooling systems, such as operable windows, shall be provided. (Not Applicable)
- d. Resilient landscaping (salt tolerant, highly water-absorbent, native, or Florida-friendly plants) shall be provided, in accordance with chapter 4 in Land Development Regulations. (Not Applicable)
- e. The project applicant shall consider the adopted sea level rise projections in the Southeast Florida Regional Climate Action Plan, as may be revised from time-to-time by the Southeast Florida Regional Climate Change Compact. The applicant shall also specifically study the land elevation of the subject property and the elevation of surrounding properties. (Not Applicable)
- f. The ground floor, driveways, and garage ramping for new construction shall be adaptable to the raising of public rights-of-way and adjacent land and shall provide sufficient height and space to ensure that the entryways and exits can be modified to accommodate a higher street height of up to 3 additional feet in height. (Not Applicable)
- g. As applicable to all new construction, all critical mechanical and electrical systems shall be located above base flood elevation. All redevelopment projects shall, whenever practicable and economically reasonable, include the relocation of all critical mechanical and electrical systems to a location above base flood elevation. (Not Applicable)
- h. Existing buildings shall, wherever reasonably feasible and economically appropriate, be elevated up to base flood elevation, plus City of Miami Beach Freeboard. (Not Applicable)
- i. When habitable space is located below the base flood elevation plus City of Miami Beach Freeboard, wet or dry flood proofing systems will be provided in accordance with chapter 54 in General Ordinances. (Not Applicable)
- j. As applicable to all new construction, stormwater retention systems shall be provided. (Not Applicable)
- k. Cool pavement materials or porous pavement materials shall be utilized. (Not Applicable)
- l. The design of each project shall minimize the potential for heat island effects on-site. (Not Applicable)

The City of Miami Beach Tourism and Culture Department, as well as the Miami Beach Art in Public Places Committee, respectfully requests the Design Review Board's favorable review and approval of this application for mural options. If you have any questions or require additional information, please contact me at 305-673-7577 x 26597.

Sincerely,



Lissette Garcia Arrogante, MPA Director
Tourism and Culture Department City of Miami Beach