

# MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC# 481-2022

## LETTER TO COMMISSION

TO: Mayor Dan Gelber and Members of the City Commission

FROM: Alina T. Hudak, City Manager 

DATE: November 14, 2022

SUBJECT: **City of Miami Beach Unveils New Designs for Vacant Storefront Cover Program**

The purpose of this Letter to Commission (LTC) is to provide information regarding five (5) new design options added to the City of Miami Beach Vacant Storefront Cover Program.

The Vacant Storefront Cover Program (the "Program"), created in 2018, improves the appearance of vacant street-level commercial buildings, located throughout the City of Miami Beach. The Program works to beautify vacant storefront windows and doors and promote available and/or underutilized commercial spaces. This voluntary no-cost Program offers property owners pre-approved designs for temporary display, to help revitalize vacant spaces.

Storefronts are important to Miami Beach commercial corridors and neighborhoods. Storefront designs are a visible expression of the street and help to amplify the vibrancy and character of the community. The designed storefront covers enhance and give identity to Miami Beach's diverse network of commercial districts. The Program has helped businesses and property owners upgrade their storefronts, draw attention to available commercial space, enhance the neighborhood business corridor and support Miami Beach's business retention and attraction efforts. The Program previously allowed property owners to choose from five (5) pre-approved artistic designs created by Design and Architecture Senior High (DASH) students in 2018.

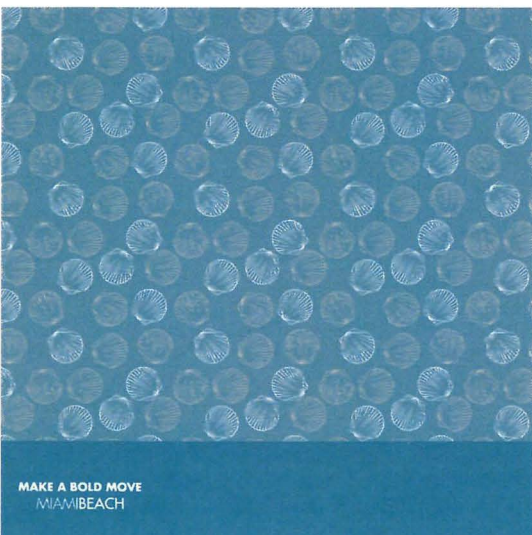
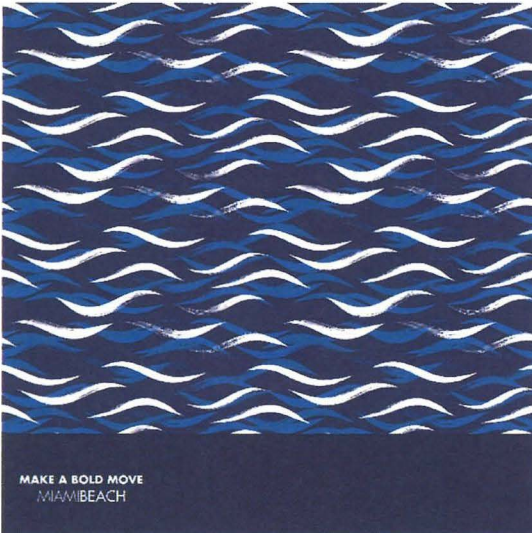
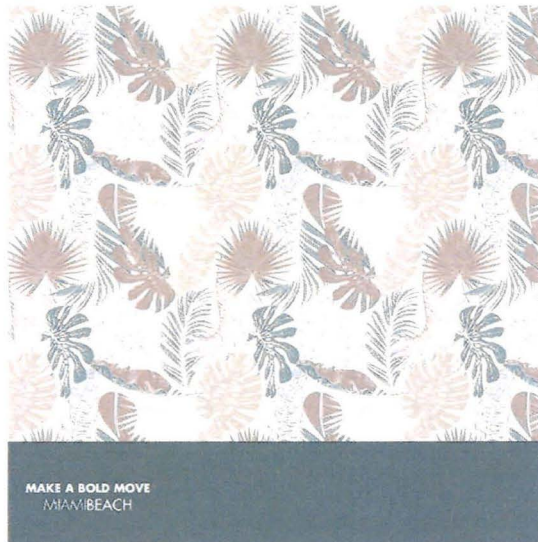
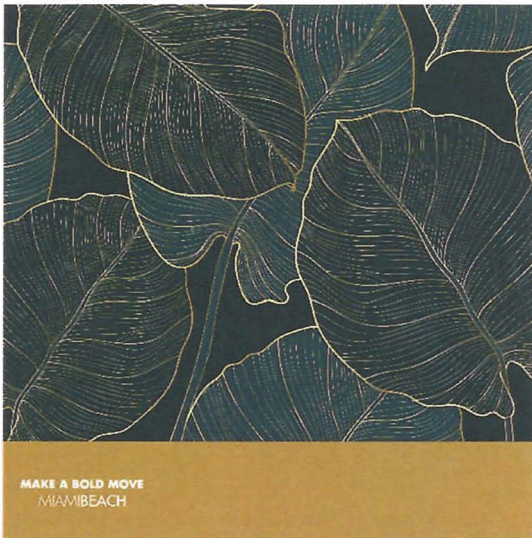
In an effort to maximize Program participation prior to Art Week Miami Beach (November 29 – December 4, 2022), the Economic Development Department is excited to add five (5) new designs to the Program catalogue for a total of ten (10) design options. The new designs were developed by the Marketing and Communications Department and inspired by the Economic Development Department's *Make a Bold Move* business attraction marketing campaign. All designs were reviewed by the Planning Department for compliance with applicable Miami Beach Code of Ordinances. The new designs are intended to encapsulate the culture and reflect the charm, appeal, brand and personality of Miami Beach neighborhoods, people, and businesses. Targeted outreach has commenced in major commercial areas, including Lincoln Road, Ocean Drive, and Washington Avenue.

To view the new designs please see Exhibit A attached. An updated Vacant Storefront Cover Program application is also attached as Exhibit B and may be accessed and completed via fillable form [here](#). For more information, please contact Rickelle Williams, Economic Development Director at [rickellewilliams@miamibeachfl.gov](mailto:rickellewilliams@miamibeachfl.gov).

EC/RW/HS/LW/MR

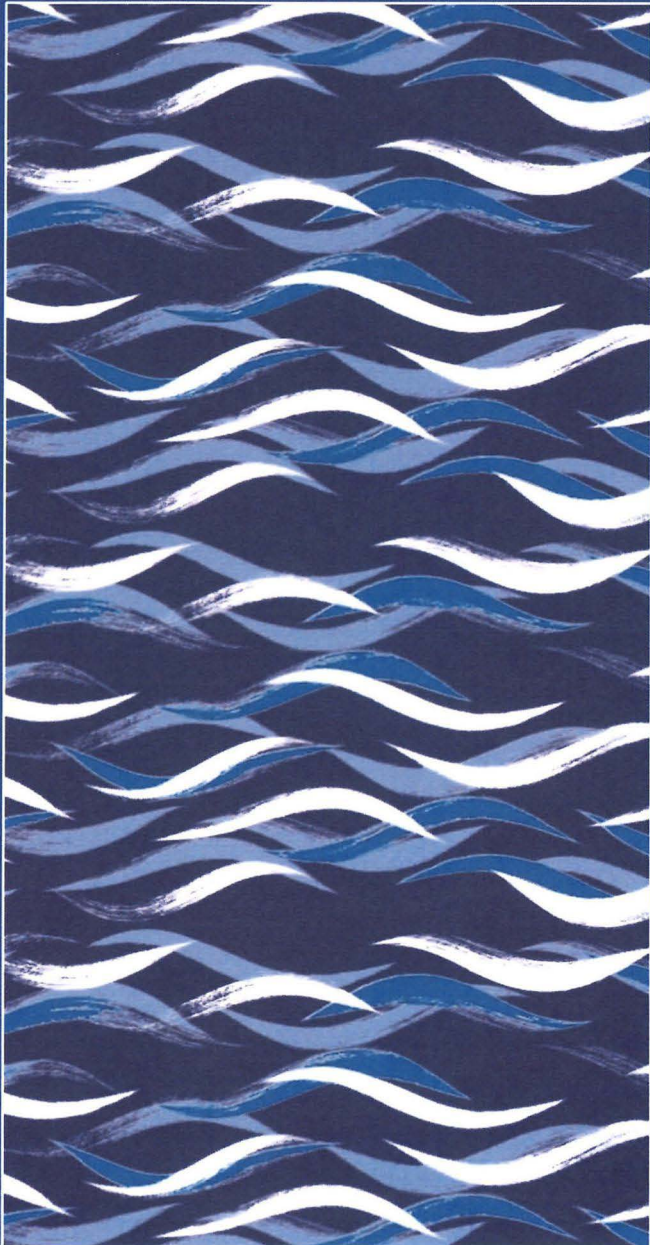


**Exhibit A – New Designs**





# **VACANT STOREFRONT COVER PROGRAM**



MIAMIBEACH



## PRE-APPROVED STOREFRONT COVER DESIGNS



### PROGRAM OVERVIEW & PURPOSE

The purpose of the Vacant Storefront Cover Program ("the Program") is to improve the appearance of vacant street-level commercial buildings located throughout the City of Miami Beach and to support the development of retail uses within the City. This initiative allows property owners to cover their vacant storefronts with pre-approved artistic designs already permitted by the City. The Program works to beautify vacant storefront windows and doors to promote available or underutilized tenant spaces. Through this voluntary, no-cost Program, pre-approved designs can be temporarily displayed in storefront windows to help revitalize empty spaces.

### BENEFITS

- Improve property's appearance and curb appeal
- Deter vandalism, graffiti, and illegal dumping
- Attract prospective tenants and increase property value
- Activate the street and encourage placemaking and public safety
- Maintain community integrity and promote accessibility

### ELIGIBILITY REQUIREMENTS

This Program applies to commercial tenant spaces with storefront windows located on the ground level that are visible and accessible from the public right-of-way.

### APPLICATION AND INSTALLATION PROCESS

1. Property owner or authorized representative submits completed application form, storefront photo and waiver to City.
2. City submits request to pre-approved installation vendor.
3. Installation vendor contacts property owner/authorized representative to schedule a visit to the property to take measurements.
4. Installation vendor produces mock-up/rendering of storefront cover design.
5. Property owner and City approve rendering (proof).
6. Installation vendor coordinates with property owner to install the storefront cover.
7. Installation vendor submits invoice to City.
8. City approves the invoice from the installation vendor and processes payment.

## FREQUENTLY ASKED QUESTIONS

**1) Does the City Code require storefront covers for vacant commercial properties?**

Yes. Per Section 138-140 of the City of Miami Beach Code of Ordinances, if a vacant commercial property is vacant for more than 15 days all glass surfaces visible to the public shall be kept clean and the interior of such vacant store shall be screened from public view until the property is occupied.

**2) Can the property owner use their own design for a storefront cover?**

Yes, but not through the Program. Property owners may use their own designs which must be approved by the Design Review Board and subsequently permitted.

**3) Is a property owner participating in the Program required to receive Design Review Board approval and a permit?**

No. The Program uses pre-approved designs that have already been approved by the Design Review Board and permitted by the City of Miami Beach.

**4) Can more than one City of Miami Beach pre-approved design be selected for a single property/space?**

No. Only one pre-approved design may be selected per property/space.

**5) Is payment required to participate in the Program?**

No. All expenses are paid by the City of Miami Beach while funding is available. Unless additional funding is identified, this Program will be available until funds have been exhausted.

**6) How often may a property owner participate in the Program?**

Property owners may participate in the Program once per fiscal year, per unique property/space. A property owner may submit two separate applications in the same fiscal year for two different properties.

**7) Does the City have a pre-approved installation vendor/contractor?**

Yes. The City of Miami Beach utilizes a pre-approved vendor/contractor to install storefront covers as part of the Program.

**8) Does the Program apply to vacant storefronts above the ground floor?**

No. The Program only applies to street-level vacant storefronts on the ground floor.

**9) How long does the process take?**

Although installation time may vary depending on the size of the storefront, covers are typically installed within 7 days after the City has approved an invoice from the pre-approved installation vendor.

**10) Will the City remove the covers when a tenant moves in?**

No. After installation by the City of Miami Beach, the property owner is responsible for removal of the storefront cover at the sole expense of the property owner.

**11) If the City no longer has funding for the program or the property owner prefers to use a different installation vendor, can the City's pre-approved designs be used?**

Yes. City of Miami Beach pre-approved designs may be requested by a property owner for use as a storefront cover design only. Once the City's funds are exhausted or if the property owner prefers another installation vendor, the pre-approved designs will be available by request. The City can provide a high-resolution file of the storefront cover design to the property owner who can then contract directly with another installation vendor (or the City's installation vendor). It is recommended that the installation be done by a professional to ensure proper alignment and compliance with the City's Code.



# VACANT STOREFRONT COVER PROGRAM APPLICATION

## PRE-APPROVED STOREFRONT COVER DESIGNS



This Form and Waiver are required from all vacant storefront property owners who wish to participate in the City of Miami Beach Vacant Storefront Cover Program. Please fill in all information & attach photo per instructions below. Incomplete application forms may delay the approval process.

**PLEASE CAREFULLY REVIEW YOUR SPELLING & DESIGN CHOICE.** Production will begin once your design request is approved. Storefront sizes will be examined and may be rejected due to large size. We are not responsible for errors on approved proofs. ALL ORDERS ARE FINAL.

### THE CITY OFFERS TEN (10) PRE-APPROVED STOREFRONT COVER DESIGNS:

1. Choose the design you want for your storefront by selecting a design.

1 [ ] 2 [ ] 3 [ ] 4 [ ] 5 [ ]  
6 [ ] 7 [ ] 8 [ ] 9 [ ] 10 [ ]

2. STOREFRONT ADDRESS: \_\_\_\_\_

3. DATE OF INITIAL VACANCY: \_\_\_\_\_

4. PROPERTY OWNER or AUTHORIZED REPRESENTATIVE INFORMATION:

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone Number: \_\_\_\_\_

5. REAL ESTATE BROKER INFORMATION:

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone Number: \_\_\_\_\_

6. Complete the Waiver & Release on the following page.

# VACANT STOREFRONT COVER PROGRAM APPLICATION

7. Submit the following to MBbiz@miamibeachfl.gov:
  - A. Application Form,
  - B. Waiver; and
  - C. Current picture of the storefront
8. Save a copy of your completed Application Form and Waiver for your records!

## WAIVER AND RELEASE VACANT STOREFRONT COVER PROGRAM INSTALLATION

**Property Address:** \_\_\_\_\_

**Owner/Authorized Representative:** \_\_\_\_\_

This Waiver and Release is executed by and on behalf of the individual signing below, hereinafter referred to as "Participant." The Participant is the owner and/or authorized representative of the property located in the City of Miami Beach ("City") at the address indicated above. The Participant is duly authorized to execute this document on behalf of the Property and its legal owner, as applicable.

The Participant hereby grants permission to the City, and its respective successors, assigns, members, officers, employees, agents, and contractors (all herein collectively referred to as "Releasees"), to enter upon the Property for the **purpose of installing** artistic window coverings and other activities related to vacant storefront covers.

Participant, on behalf of himself or herself, his or her personal representative, heirs, next-of-kin, successors, and assigns (all hereinafter collectively referred to as "Participant"), hereby knowingly and voluntarily agrees to hold harmless the Releasees from any and all known and unknown claims, actions, demands, or damages, including, but not limited to, accidents, injury, death, or damages to person or property, including claims based on negligence, that may arise or result from the installation of the storefront covers.

Participant further acknowledges that by agreeing to the installation, Participant consents to Releasees, in their sole discretion, to make and publish photographs and recordings of the Property as pertains to the Property's vacant storefront covers, and all such media shall be the sole property of the City.

This Release contains the entire agreement between the parties hereto and the terms of this Release are contractual and not a mere recital.

**PARTICIPANT FURTHER AFFIRMS THAT HE/SHE HAS CAREFULLY READ THIS AGREEMENT AND UNDERSTANDS ITS CONTENTS AND MEANING AND EXECUTES THIS RELEASE AS HIS/HER OWN FREE AND VOLUNTARY ACT.**

Signature: \_\_\_\_\_

Date: \_\_\_\_\_