



MIAMI DESIGN PRESERVATION LEAGUE
1001 Ocean Drive, Miami Beach, FL 33139
P.O. Box 190180, Miami Beach, FL 33119-0180
Phone 305-672-2014 www.mdpl.org

Dear Commissioner:

I am writing in reference to our request for a fee waiver on the application fee to the Historic Preservation Board, in order to help offset the costs of our planned artwork installations at the Art Deco Welcome Center, a city-owned building managed by Miami Design Preservation League, located at 1001 Ocean Drive.

Miami Design Preservation League has had a presence at the building since 1993. Over the decades, we have worked tirelessly to provide visitor and resident services at the facility. As part of our plans to enhance the overall appearance and experience at the facility, we embarked last year on a program to install artwork on the east facade of the building.

The artwork includes pieces by two artists - both of whom were selected to design Art Deco Weekend posters in the past - winning this prestigious competition to be the official Art Deco Weekend posters of Miami Beach's longest-running free community cultural festival.

The first piece is by Sergey Serebrennikov and will be placed over the entrance to the Art Deco Welcome Center. This center greets approximately 120,000 visitors per year, and is the most visited visitor center by volume in South Florida. We currently have a blank white wall facing the exterior. Sergey has designed a delightful piece of artwork that welcomes visitors to the center and to Ocean Drive and Miami Beach. It incorporates Art Deco elements and we hope it will become another photo opportunity for residents and visitors along the street.

The second piece is a series of three murals by Gabriela David. These show vignettes of Art Deco lifestyle on Ocean Drive, incorporating deco motifs as well as other well-known elements of South Beach, including flamingos, classic cars, and a seaside atmosphere.

By waiving the \$2,500 application fee, the City will allow us to reinvest the funds into our ongoing programs and future artwork installations at the center.

We thank you and the City Commission again for your ongoing support of our efforts to preserve, protect, and promote historic resources in Miami Beach and surrounding areas.

Sincerely,
Daniel Ciraldo
Executive Director
Miami Design Preservation League
daniel@mdpl.org

M D P L - A R T D E C O W E L C O M E C E N T E R



SUPERGRAPHICS LOCATION - OCEAN DRIVE FACADE - ELEVATION

COLOR RENDERING WEST ELEVATION

3526 North Miami Avenue
Miami, FL 33127
Tel: 305-571-1811
Todd Tragash, A.I.A. Florida
Registration Number #11053



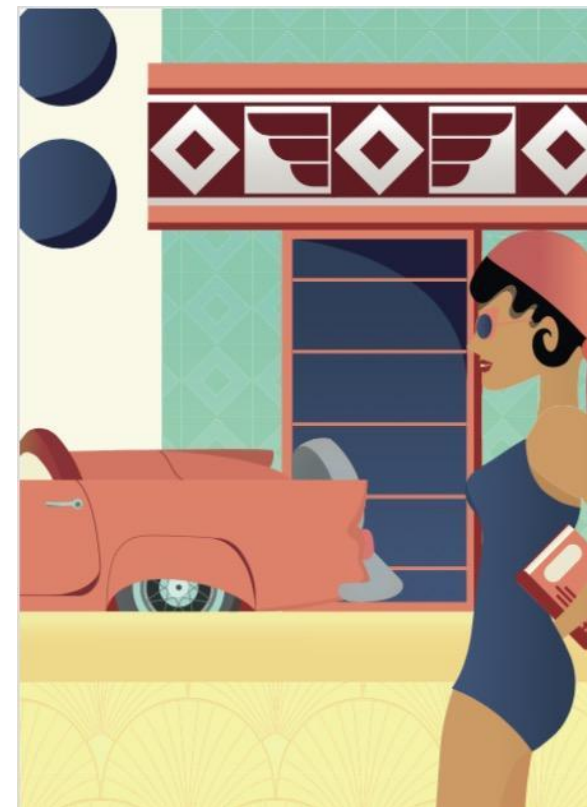
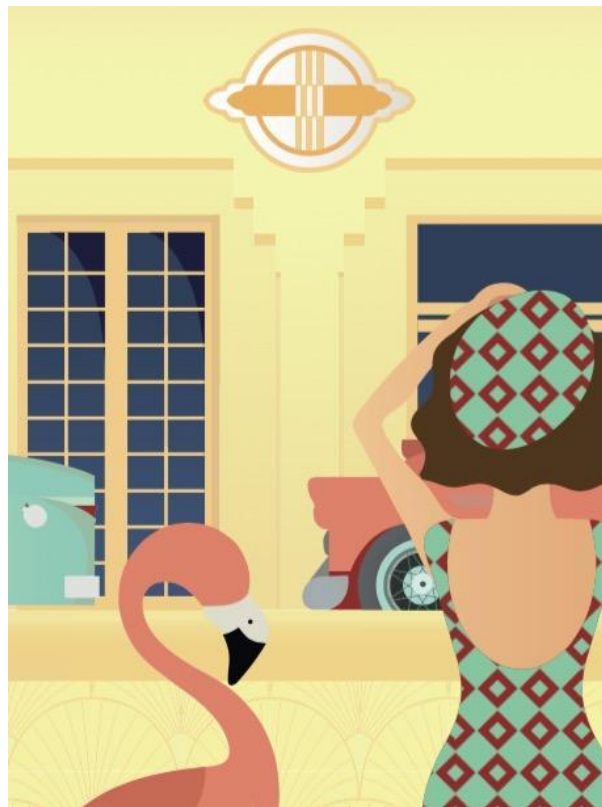
STA ARCHITECTURAL GROUP

M D P L - A R T D E C O W E L C O M E C E N T E R

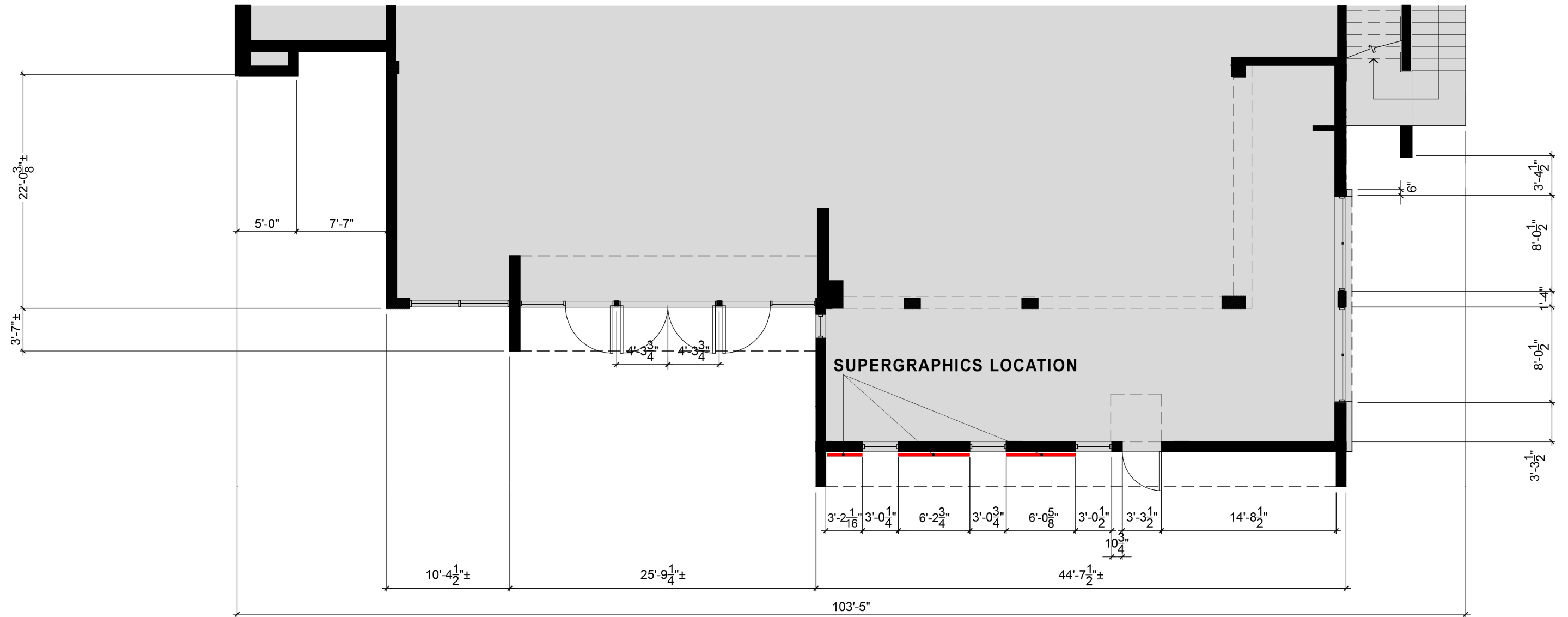


SUPERGRAPHICS LOCATION - OCEAN DRIVE FACADE - ELEVATION





M D P L - A R T D E C O W E L C O M E C E N T E R



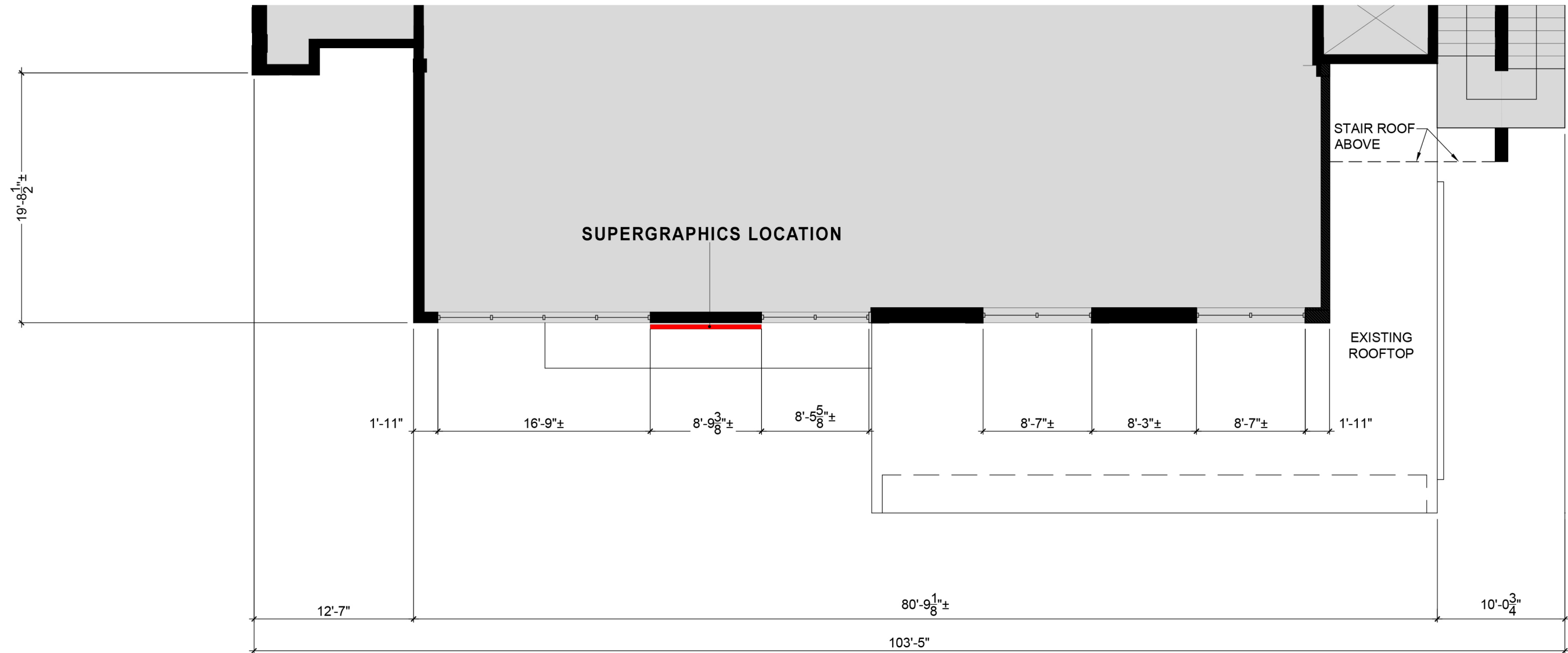
SUPERGRAPHICS LOCATION - OCEAN DRIVE FACADE - FIRST FLOOR

3526 North Miami Avenue
Miami, FL 33127
Tel: 305-571-1811
Todd Tragash, A.I.A. Florida
Registration Number #11053



STA ARCHITECTURAL GROUP

M D P L - A R T D E C O W E L C O M E C E N T E R



SUPERGRAPHICS LOCATION - OCEAN DRIVE FACADE - SECOND FLOOR