



**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](http://www.mdpl.org)

February 2, 2018

Ms. Deborah Tackett  
Chief of Historic Preservation  
1700 Convention Center Drive  
Miami Beach, FL 33139

Re: Letter of Intent for Approval of Certificate of Appropriateness for Supergraphics for the Property located at 1001 Ocean Drive in Miami Beach, Florida

Dear Deborah:

Miami Design Preservation League ("MDPL") files this application with respect to the property located at 1001 Ocean Drive (the "Property") within the City of Miami Beach (the "City"). This letter shall serve as the letter of intent in connection with MDPL's request for a Certificate of Appropriateness for the installation of Supergraphics.

Property Information. The Property is located at the intersection of Ocean Drive and 10<sup>th</sup> Street. Miami-Dade County Property Appraiser's Office identifies the Property by Folio No. 02-3203-000-0030. The Property is within the Ocean Drive/Collins Avenue Historic District and is zoned Civic and Government Use (GU).<sup>1</sup>

The Property contains a two-story structure originally constructed in 1954, known as the Ocean Front Auditorium. The building is unique in that its true front is its east façade, which faces Lummus Park, while its true back is its west façade, which faces Ocean Drive. The structure was renovated and expanded in 2008, and now contains the Miami Design Preservation League's Art Deco Museum and Official Art Deco Gift Shop on the first level, and the Miami Design Preservation League Headquarters on the second level.

Request: Supergraphics. Pursuant to City Code Section 138-204(a), MDPL proposes to install four (4) Supergraphics on the western, rear façade of

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<sup>1</sup> Although occupied by the Miami Design Preservation League's headquarters, the Property is owned by the City of Miami Beach. The City Manager's Office has been included on this request and accompanying application. An owner's affidavit will be signed and executed by the City Manager.

Miami Beach Art Deco Museum and Gift Shop. The Supergraphics will be printed, in color, on vinyl banners attached to the exterior of the building. All four (4) Supergraphics are noncommercial and are purely to enhance the aesthetic of the building. All of the Supergraphics will be placed on the non-contributing Ocean Drive façade. One of the Supergraphics will be placed above the Art Deco Welcome Center sign, and the other three (3) will be placed on the first level between the museum and the gift shop entrances.

The artwork is designed by Gabriela David and Sergey Serebrennikov. Both artists are former poster contest winners for Art Deco Weekend. Gabriela David is originally from Brazil, and has been living in the United States since 2012. Ms. David enjoys digital illustration, and combining textures with colors and elements of fashion into her compositions. Ms. David created the three (3) Supergraphics that will be displayed along the first level between the Gift Shop windows. Sergey Serebrennikov is originally from Russia, and is well known for his retro and Art Deco style. He, like Ms. David, has a deep love for Miami Beach. Mr. Serebrennikov took inspiration from Ms. David's three (3) smaller Supergraphics and created the one (1) larger Supergraphic that will be displayed on the second level.

The art work is designed in classic Art Deco style with bold geometric shapes and bright coordinating colors. The current façade is entirely flat white, and the Art Deco Welcome Center Sign is silver. The Supergraphics will primarily be orange, yellow, and teal, which will add additional Art Deco flair to the structure while highlighting a significant era of Miami Beach's history. The art work itself depicts 1920s Miami Beach and features men and women in typical attire as well as vintage cars.

MDPL's goal is to make the Art Deco Welcome Center more welcoming. The objective is to highlight the Art Deco artwork and history contained in the museum as well as to attract additional visitors. The Supergraphics will also complement surrounding Art Deco buildings.

Conclusion. MDPL's proposal is consistent with the character of Ocean Drive, as well as the intent of the City's code. The surrounding community will greatly benefit from the proposed Supergraphics which highlight Art Deco artwork and the heart of this area. We respectfully request your recommendation of approval.

Sincerely,

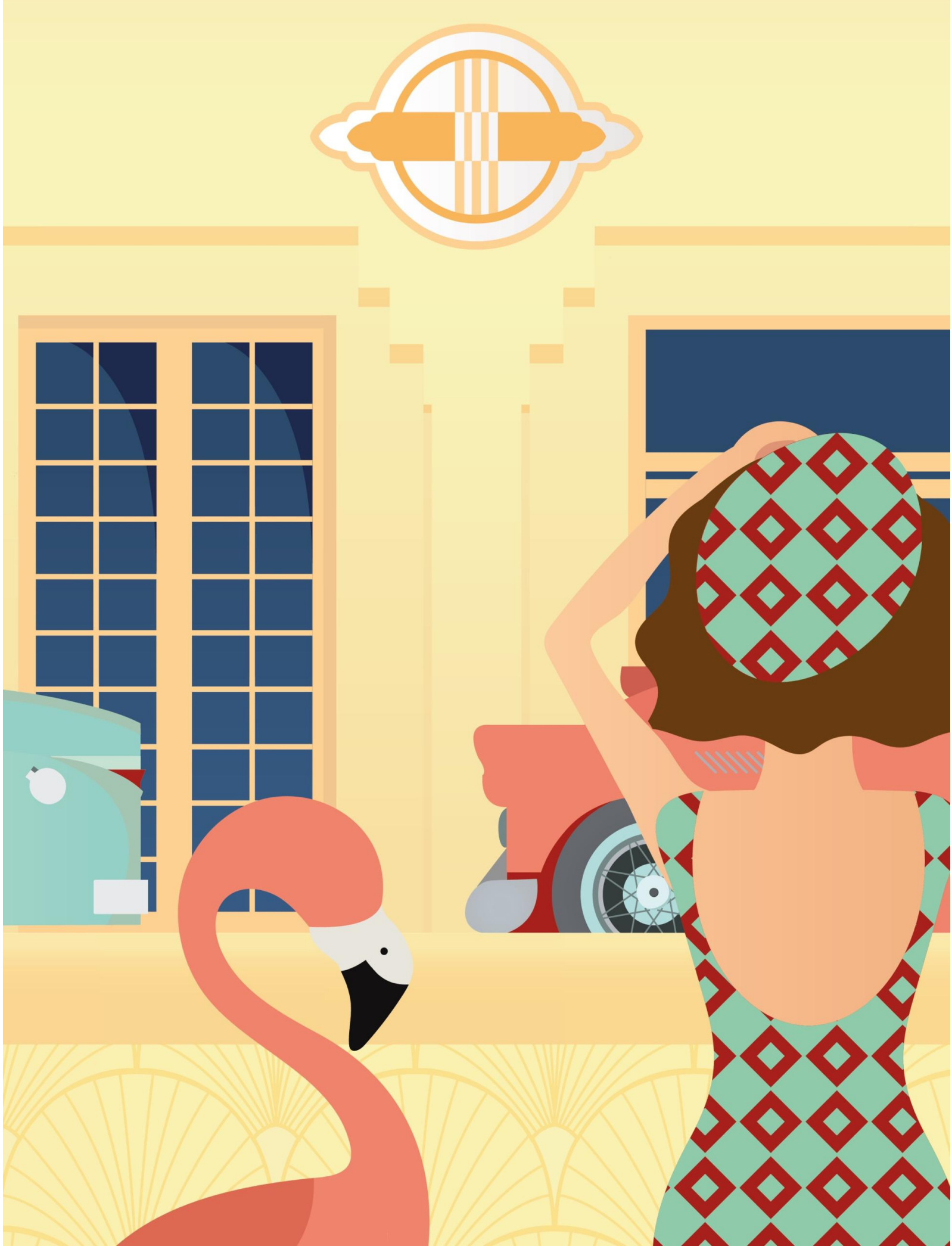
Daniel Ciraldo  
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WELCOME TO  
**MIAMI**  
**BEACH**







## ART DECO WELCOME CENTER, 1001 OCEAN DRIVE



Existing West Panoramic



Existing East Panoramic

East/West Panoramic



## ART DECO WELCOME CENTER, 1001 OCEAN DRIVE



Existing North Panoramic



Existing South Panoramic

North/South Panoramic



## ART DECO WELCOME CENTER, 1001 OCEAN DRIVE



Existing Aerial taken from Google Maps