

## Arriola, Ricky

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**From:** Derek Hewitt <derek.hewitt@gmail.com>  
**Sent:** Tuesday, October 16, 2018 7:22 AM  
**To:** Coley, Roy  
**Cc:** Gelber, Dan; Arriola, Ricky; Soto, Luis  
**Subject:** Turning a Miami Beach Eyesore Into an Art Asset

Dear Mr. Coley: This is the view from my apartment at Parkview Point (7441 Wayne Avenue, Miami Beach) of the water reservoir tanks at 75th Street and Dickens Avenue. As you can see, they are an ugly blight on the landscape. This letter is a proposal to transform these into an artistic asset as part of the North Beach improvement program.



I understand from Public Works people at the site this last weekend that the tanks are about to be cleaned and prepped for repainting. Before just repainting them the same color, I would request you to consider a different approach, going one of two ways:

1. Allow the tanks to be repainted with a design that blends them into the landscape i.e. the tops painted as a tree canopy and the sides with palm trunks or a foliage mural that matches the other trees on the island.
2. Allow a more colorful design so that the tanks become an art attraction on Miami Beach, just as murals have transformed the Wynwood area. This could be done in time for Art Basel, and enable North Beach to make an artistic statement they way the rest of Miami Beach does at that time.

Two famous examples of transformation of essential urban industrial installations into notable artworks (which have become tourist attractions in their own right) are the gas tanks in Boston, and the Whaling Wall on a power station in Redondo Beach CA.

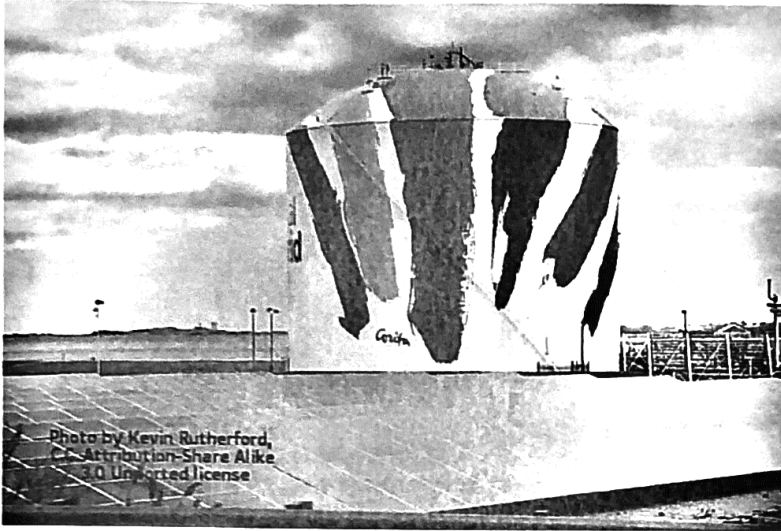
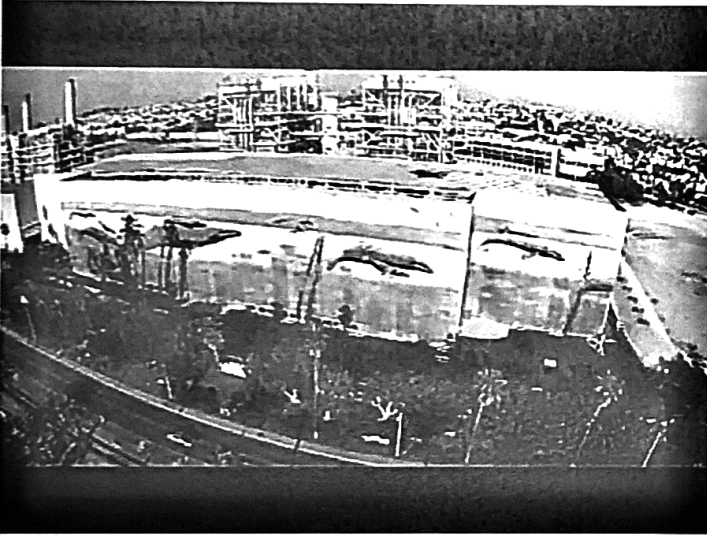


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There is no reason why Miami Beach can't turn the water tanks in North Beach into landmarks, or at least improve their appearance dramatically. I presented a proposal on this subject to the North Beach Blue Ribbon Panel in 2014 and it was well received but was shelved because of other priorities. Frankly, I think I should have been talking to Public Works.

Here's a way to execute this change easily if you agree to allow access to this space:

1. Accept a few design proposals from artists. For example, I have had discussions with New World School of the Arts, and they appear willing to have their students submit designs and help execute the painting. I believe that if you invite the top graffiti artists in Wynwood to submit designs for permission to paint the tanks, you will have a large response from quality artists who will generally provide the work in return for the exposure.
2. Seek sponsors to cover the incremental cost (if any) of paints, security while the work is being executed etc. I believe our Condominium Association may contribute to such an effort.

I would be glad to assist in facilitating this initiative if necessary. Since you are about to paint these tanks anyway, this may be the perfect time for Miami Beach Public Works to step up and help transform the North Beach environment for the better. Why should Wynwood get all the glory?

Thanks and regards

Derek

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