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TO: City of Miami Beach

PROJECT: Julia Tuttle Causeway
Entrance Sign Modification

Jim Morrison Productions hereby proposes the following:

As most know, when "A Celebration of Light" was permanently installed in 1997, the work consisted of an arrangement of Neon rings. The original proposal to Art In Public Places was not to include trees at the existing sign, only the rear grove. However I was encouraged to include the sign and expanded the arrangement to flank the Welcome Sign. For the first 10 years, the installation was maintained and kept unchanged. In 2007, the rings were updated to a color changing LED product. This allowed for color themes and animation.

Aside from traditional holidays, I was asked specifically to change the installation to blue for the month of April to recognize National Autism Awareness Month. At that point, I wanted to somehow make the association between the color themes and the associated causes.

In 2012, a car accident led to major damage to the Welcome Sign. Property Management patched it together, however over time, since I am at the site often, I noticed that the sheet metal was separating from the structure. The internal i-beams had been damaged and the structure was becoming unsound.

I suggested that the City consider a new sign and developed some general designs which might include a small LED display. I saw it as an opportunity to make the connection between the coloring of the tree rings and recognition of a holiday or cause displayed as part of the Welcome Sign.

At the time, I took my suggestion to Max Sklar who seemed open to the idea, however noted that making such a change to the original design of the exiting sign would be problematic and to look into moving such a display further west on the causeway as a separate installation. With that, the damaged sign was rebuilt exactly to original specs.

I then looked to install a temporary version of such a display, during the holiday season to allow for community feedback. One issue that came up was that of power. None was readily available on the stretch of the Julia Tuttle between the two bridges however power was available on the MacArthur where a small glass block Welcome Sign once sat. Works informed me that although the sign on the MacArthur was gone, power was still there and available.

So the focus turned to the MacArthur Causeway. That temporary display was planned for the holidays of 2017, however Art in Public Places had concerns and encouraged me to move the concept to Beach High, which is now looking seriously at installing a new display which would feature artwork created by local students and emerging artists.

Now with talk of installing permanent light features that would offer flexibility to acknowledge holidays, I propose taking another look at incorporating a small display into the existing Julia Tuttle Welcome Sign. Content would be strictly controlled and not commercialized in any way. And we would work with local students and emerging artists to create the curated images for consideration.

Complete cost to remove existing panel and upgrade to a 4.8mm high resolution LED display including all product, fabrication, associated equipment and complete installation is not to exceed \$45,000.

No other changes would be made to the existing sign.