



CITY OF DORAL COUNCIL MEETING MEMORANDUM

ITEM TITLE:

A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, APPROVING AN EXISTING WORK OF PUBLIC ART AT DORAL CENTRAL PARK LOCATED AT 3005 NW 92 AVENUE DORAL, FLORIDA, PURSUANT TO CHAPTER 75 OF THE CITY'S LAND DEVELOPMENT CODE; AND PROVIDING FOR AN EFFECTIVE DATE.

DEPARTMENT RECOMMENDATION:

Approval

BRIEF HISTORY:

City of Doral (the "Applicant") have identified an artistically designed sculpture to be installed within Doral Central Park (the "Project"), located at 3005 NW 92 AVE, Doral, Florida, as specified in Chapter 75 "Public Arts Program" of the City Code of Ordinances (the "Code") and is seeking approval of the concept from the Mayor and City Council.

LEGISLATIVE ACTION: (IF APPLICABLE)

Date:	Resolution/Ordinance No.	Comments

FINANCIAL INFORMATION: (IF APPLICABLE)

No.	Amount	Account No.	Source of Funds
I.	\$0		

Fiscal Impact Statement: The proposed item has a fiscal impact on revenues and/or expenditures of \$____ 0 ____

STRATEGIC PLAN ALIGNMENT:

The proposed Public Art may further the "Parks and Recreation" strategic goal of the City of Doral Strategic Plan (2023). The purpose of Doral's Public Arts Program is to promote the general welfare of the community, increase property values, and enhance the built environment through artistic opportunities that will create a cultural legacy for future generations through the collection and exhibition of high-quality art pieces.

ATTACHMENT(S):

- A. Exhibit A - Application
- B. Exhibit B - Agenda
- C. Exhibit C - Concept Proposal, Location Plan, Artist and Artwork Information
- D. Exhibit D - Resolution



Memorandum

Date: May 14, 2025

To: Honorable Mayor and Councilmembers

From: Zeida Sardinas
City Manager

Department: Michelle Lopez (PZ)
The Corradino Group
Interim Planning & Zoning Director

Subject: **City of Doral Public Arts Program: Concept for a work of public art by Scott Gerber (the “Artist”), in conjunction with the Doral Central Park (the “Project”) located at 3005 NW 92 AVE, Doral, Florida 33166.**

Introduction

The City of Doral (the “Applicant”) has identified an artistically designed sculpture to be installed within the Doral Central Park (the “Project”), as specified in Chapter 75 “Public Arts Program” of the City’s Code and is seeking approval of the concept from the Mayor and City Council. A copy of the Application is provided in “Exhibit A”.

Public Arts Program

On June 15, 2015, the City of Doral implemented the Public Arts Program to guide the placement of public art within new developments in the city. The purpose of the program is to foster unique placemaking within projects that promote the City’s aesthetics, community character, and enhance the built environment through artistic opportunities. In addition, the program will create a cultural legacy for future generations through the collection and exhibition of high-quality art pieces, and meaningful opportunities for artists to partner with the public and private sectors to contribute to the development of arts in the City of Doral.

The activities of the Public Arts Program are carried out by a Public Arts Program Advisory Board (the “Arts Advisory Board”) consisting of five (5) members appointed by the mayor. One of the main goals of the Arts Advisory Board is to help administer the Public Arts Program and make recommendations to the Mayor and City Council regarding dedication, donations, installations, maintenance, and acquisitions of public art to fulfill the requirements of the program. Section 75-113 of the City’s Code requires that artwork provided by developers to meet the Public Arts Program requirement be presented to the Arts Advisory Board for review and transmittal to the City Council for final approval.

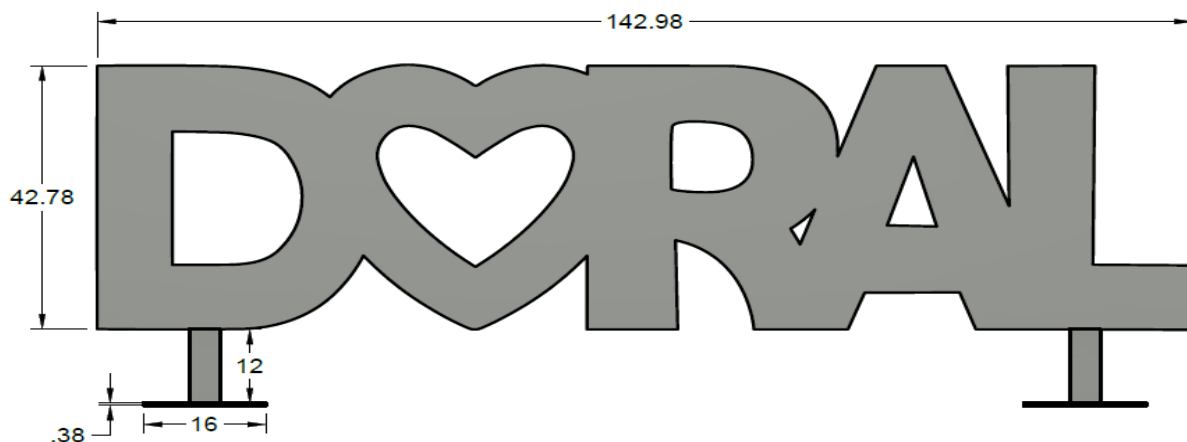
Background

On April 29, 2025, the Applicant submitted an application to the Planning and Zoning Department for the proposed artwork and for consideration by the Arts Advisory Board. On May 9, 2025, the Arts Advisory Board meeting will be held to receive testimony from the Applicant and interested stakeholders regarding their application and proposed artwork to be placed at the Doral Central Park project located at 3005 NW 92 AVE, Doral, Florida 33166. A copy of the meeting agenda is attached hereto as “Exhibit B.”

Description of Artwork

The proposed work of art has been designed by Scott Gerber (the “Artist”); a Professional Artist as defined in Section 75-101 of the City’s Land Development Code. The proposed artwork design elements selected by the Artist follows the intent of the City’s Public Art Program. A description of the proposed artwork is included on the following pages.

“Doral Iconic Sculpture” is a landmark public art installation featuring the word "DORAL" rendered in bold, custom-fabricated metal lettering. A stylized heart symbol replaces the letter "O," serving as a creative focal point that symbolizes the City of Doral’s vibrant, inclusive, and welcoming character. Strategically designed as a community centerpiece, the sculpture functions both as a civic landmark and an interactive photo opportunity, inviting residents and visitors to engage with the artwork and share their experiences. The installation fosters civic pride, encourages social media visibility, and enhances the city's identity through bold visual expression. The concept proposal, location plan, artist and artwork information are attached as “Exhibit C.”





Artwork Appraisal

The cost of the proposed art and installation is estimated to be \$ 49,500 (see "Exhibit C") Concrete pads are not included in this proposal and are to be provided or arranged by the City of Doral. (see "Exhibit A").

Recommendation

The City Manager's Office respectfully requests that the Mayor and City Councilmembers approve the proposed Public Art Program elements for the Doral Central Park project located at 3005 NW 92 AVE, Doral, Florida 33166.