

REPORT ON DECEMBER 31, 1992 LIGHT UP EFFORT

The illumination of Miami on the eve of December 31, 1992 during the Orange Bowl Parade, created an amazing spectacle. Because we see it every night, the illuminated Miami skyline is often taken for granted and we may fail to notice its great achievement over time. However, the view of downtown Miami shared by the nation through NBC was simply spectacular! More so for taking place 4 months after Hurricane Andrew. Strangers to our city could only have the very best image of Miami after watching this video and this great parade.

The support of the Orange Bowl Committee and of the Greater Miami Conventions and Visitors Bureau made the exposure of the New Years eve light-up event possible. It is indeed thanks to every major and intentional effort, by so many people, for the making of the the Light-Up a success. No effort is small when they are all accumulated. One person lighting one window in time & place makes a positive difference. Such windows, from the right perspective, if kept dark or illuminated, affects a skyline. From many angles, the unaware traveler or the camera eye, or the building owner's eye - goes "wow!" Every effort counts. The dark spots are only potentials for next year.

NEXT YEAR: Light Up Miami makes the request of all buildings to please add to your yearly budget either a line item, or into already built line items; between \$5,000 to \$20,000 for image enhancement illumination. The nation's view of Miami through NBC is no accident. No city could afford the publicity we get now for free and the image booster that this illumination provides. It took Miami four short years to become the best illuminated city in the USA, and now four short months to -almost- do it all over again! Of the 33 buildings and a total 38 structures permanently illuminated on the outside, all received some damage and all but three are back to operation. If anyone wonders what lighting does for increase in leases, just ask Phill Yaffa of One Bayfront Plaza. Many, many people deserve much praise. Even if we ignore the attraction of tourism & outside business and increase in leased space; the internal pride and sense of hope derived are powerful enough reason to illuminate.

On December 31, at night, I walked all of Biscayne up to N. 11th Street, then down and west to Flagler and W. 2nd Avenue. Then east and south to Brickell and S. 14th Street. At the risk of leaving out someone unintentionally, there were a substantial number of buildings who did an extra effort to respond in the last minute to the light-up request.

As said before everyone but three of the illuminated structures were fully illuminated and these buildings deserve special praise. Hopefully, there will be 45 next year at this time (or better still, 50). Orange in color, I saw the **International Place** (Murray Greene & William Black), **Sunbank International** [formerly Amerifirst (Bob Murphy & Jeff LeMay)], **New World Tower** [100 N. Biscayne (David Zell)]. Is there anyone I missed? A few managers told me that with more advance warning they could have used orange cellophane over their lamps for an orange effect.

ADVANCE NOTICE: Friday, December 31, 1993, color request: ORANGE. There.

Seven+ buildings were outstanding for the amount of internal illumination (windows) and the effect that was created. **One Biscayne Tower** was exceptional. If we had more Bill Kelley's, this city would be in real trouble for having solved all its troubles. Thanks to Sergio Perez, 90% of the **Sunbank Building** (777 Brickell Avenue) and the **Barnett Bank Building** (with the top two floors glowing at 701 Brickell Avenue) were lit. Not as large, but showing very strong effort was **330 N. Biscayne Boulevard**, thanks to Esther Rizo. Centrally located on Biscayne Boulevard this building is flanked on the south by the **Everglades Hotel** (Shirley Ostroff) and the north by the **Marina Park Hotel** (Julio Burgos & Michael Cojocea) both of which had their guests leave lights on & curtains open while looking at the parade or while walking to Bayside or Barfront Park. **Bayside**, thanks to Bob Ross & Patti Allen was sparkling full of lights. The fifth building is the **Republic National Bank Building** (150 S. E. 2nd Avenue) with Terry Engebriqtsen & Johnny Winston. The seventh building, or maybe the first by total 100% illumination was the **Metro-Dade buliding** (140 W. Flagler) thanks to Andy Andrade and assistants, everyone of its unique windows was lit.

Many other buildings made a noticeable effort reaching more than 50% internal illumination. For many buildings, this is not an easy task.

Brickell area and the central core area, for example, **First Union** (800 Brickell) was 80% thanks to Katherine Carver and Sandy Ellis. The **Government Center** cries for exterior illumination, but it had all its windows lit, thanks to John Groden. The public **Parking Garage #4** had almost all its exterior lights back on. The top two floors of the **Alfred I. Dupont Building** on Flagler Street were visible from a great distance.

Although non-lit buildings are a potential in the making for the future, the only negative note in this otherwise positive and thankful report is in reference to the back end of Burdines at street level. In the heart of an active and energetic city, this half block of South 1st Street has to be the darkest corridor in South Florida. Even darker than the underside of the Peoplemover. A family of five fearfully hurried hand-in-hand across the deserted area only one block from the half a million people parade moving down Flagler Street. It was around 7:20 pm, December 31, 1992, under the beautifully lit skyline that I heard the father say, "Hurry, this downtown is so depressing, why did we come here?" Thanks Burdines!

FUTURE: We hope that the many buildings that are contemplating restoration or construction or simply enhancement, take seriously the great advantages of nighttime exterior illumination. And, that they do it not only for their own gains, but for aesthetic and safety gains plus for the community benefits derived.

- * Exterior illumination
- * Color change
- * Interior window lights
- * On and off capabilities

These four simple factors, at a city scape scale, will change the image of Greater Miami worldwide. (As Bill Wassey would say, "End of story").

IDEAL: It becomes cost effective to plan ahead of time all or several of the above mentioned elements, in order to support a large event, welcome official dignitaries, create a desired effect or simply to tell the world that Miami is doing well, thank you. If each building devises their most efficient cost effective way to illuminate the exterior, change the light's colors, turn them on and off in a clever simple way, and coordinate from a central source on interior lights (windows) for, lets say, five or six times a year, we will have a working prodigy in our midst. It is well worth the effort.

This year we almost did a turning-on of the downtown lights in 10 seconds (light-up in 10 seconds) effort for the Orange Bowl Parade. This requires a massive effort of coordination and cooperation. We know Miami can do it. (FPL has already said that they can take the power surge). Someday, this will happen. Light Up Miami is writing a proposal for the Orange Bowl Committee to plan this for the 1993 parade. If not, we would like to do it at an annual light-up event, probably Thanksgiving Eve. Please keep this in mind and give some thought on how your building can turn lights on in 10 seconds.

The beauty of the light up is that each building benefits individually as well as the entire community benefits collectively. Thanks to everyone's effort.



Carlos Batista
Light Up Miami
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