

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Eric Carpenter, City Manager

DATE: June 25, 2025

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE FAVORABLE RECOMMENDATION OF THE PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE FROM ITS JUNE 11, 2025 MEETING; DIRECTING THE ADMINISTRATION TO PROCEED WITH THE IMPLEMENTATION OF ONE OF THE CONCEPTS PROPOSED BY THE WASHINGTON AVENUE BUSINESS IMPROVEMENT DISTRICT ("THE BID"), SPECIFICALLY THE "ARTISTIC MONUMENT LETTERS"; AND RETAIN A QUALIFIED URBAN DESIGN FIRM TO DEVELOP A COHESIVE PLAN FOR WASHINGTON AVENUE WITH THE REMAINING G.O. BOND FUNDS.

RECOMMENDATION

The Administration recommends adopting the Resolution.

BACKGROUND/HISTORY

On May 10, 2019, the City issued Request for Qualifications ("RFQ") No. 2019-234-ND for a land use, mobility, and economic development study of the City's Mixed-Use Entertainment ("MXE") district, also known as the Art Deco Cultural District ("ADCD"). The RFQ sought qualifications from multidisciplinary teams to perform a study covering properties and areas adjacent to commercial corridors including Washington Avenue, Collins Avenue, and Ocean Drive (the "ADCD Vision Plan" or "Project"). The RFQ indicated that any recommendations resulting from the Project, as adopted by the City Commission, would form the basis for more extensive projects, specifically the voter-approved Ocean Drive and Washington Avenue General Obligation Bond ("G.O. Bond") projects.

On July 31, 2019, the City Commission authorized negotiations with Zyscovich, Inc. ("Zyscovich"), as the top-ranked bidder, and authorized execution of an agreement if negotiations were successful. On October 11, 2020, the City and Zyscovich entered into a professional services agreement.

On February 23, 2022, the Mayor and City Commission adopted Resolution 2022-32056 accepting Zyscovich's ADCD Vision Plan, in concept, and requested that the Administration prepare a RFQ seeking qualified design professionals for the Ocean Drive G.O. Bond project and to include Lummus Park, if funding is available, with the RFQ to be submitted to the City Commission for consideration and approval prior to issuance. The Resolution did not provide direction related to the Washington Avenue Project.

On June 26, 2024, the Mayor and City Commission approved referral item C4C to the Finance and Economic Resiliency Committee ("FERC") meeting, to discuss beautifying Washington Avenue by enhancing lighting and streetscaping.

At the September 20, 2024 FERC meeting, members issued a favorable recommendation to move the item to the October 30, 2024 City Commission meeting endorsing the installation of

wrap-around lights on median trees along Washington Avenue from 5th Street to 17th Street, at an estimated cost of \$273,000. In addition, FERC requested that the Administration return to the November 8, 2024 meeting with detailed cost estimates for sidewalk repairs/replacement and the replacement of lighting fixtures along the corridor.

On October 30, 2024, the Mayor and City Commission adopted Resolution 2024-33319 accepting FERC's recommendation to proceed with the installation of wrap lighting on the median trees along Washington Avenue, from 5th Street to 17th Street. The work has since been completed, using non-GOB funds.

At the November 8, 2024 meeting, FERC directed the Administration to return to the January 24, 2025 meeting with an updated plan and cost for upgraded sidewalk materials.

On January 24, 2025, FERC members were presented with an exposed shell specialty concrete option for consideration. Following discussion, the Committee directed the Administration to return to the March 26, 2025 meeting with an additional 3-4 recommendations for specialty sidewalks.

At the March 26, 2025 meeting, FERC members moved the item to the City Commission with a favorable recommendation directing the Administration to proceed with sidewalk improvements on Washington Avenue, from Lincoln Road to 15th Street, using brick pavers, in the estimated amount of \$1.05 million, funded through the 2018 G.O. Bond Program. The motion also instructed the Administration to incorporate input from the Washington Avenue Business Improvement District (the "BID"). A Resolution accepting FERC's recommendation was deferred on May 21, 2025 to the June 25 City Commission meeting.

On April 23, 2025, the Mayor and City Commission approved referral item C4J, sponsored by Commissioner Kristen Rosen Gonzalez, to the Public Safety and Neighborhood Quality of life Committee ("PSNQLC"), to review and discuss the design proposed by the Washington Avenue BID ("the BID") as Phase 1 of the Washington Avenue Corridor Improvements 2018 G.O. Bond Project.

ANALYSIS

As part of the 2018 General Obligation (G.O.) Bond Program, \$10 million was allocated toward revitalization efforts along the Washington Avenue Corridor. The planned improvements include upgraded lighting, enhanced landscaping, and aesthetic and creative placemaking enhancements to promote a safer and more engaging urban environment.

As mentioned above, on May 21, 2025, a Resolution accepting FERC's recommendation directing the Administration to proceed with sidewalk improvements using brick pavers from Lincoln Road to 15th Street, in the amount of \$1.05 million, was deferred to the June 25 City Commission meeting.

On June 11, 2025, the BID gave a presentation to the PSNQLC, proposing a series of placemaking interventions to further activate the corridor and encourage both resident and visitor engagement throughout the day and evening. The presentation is attached as Exhibit 1. Below is a list of the proposed items:

- Artistic installations (sculptures) along the medians (\$1,200,000)*
- Signature "Welcome" signage at 5th Street and 17th Street (\$150,000)*
- Historic Markers (\$250,000)*
- Artistic monument letters in front of Fienberg Fisher School (\$250,000)*
- Smart LED crosswalks (\$3,000,000)*

*The estimated budget amounts provided above were submitted by the BID and have not been reviewed or verified by the City.

Following discussion, PSNQLC members made a motion to move the item to the City Commission with a favorable recommendation, directing the Administration to proceed with the implementation of one of the concepts proposed by the BID, specifically the “Artistic Monument Letters”, while simultaneously retaining a qualified urban design firm to develop a cohesive plan for Washington Avenue with the remaining G.O. Bond funds.

FISCAL IMPACT STATEMENT

The scope of work outlined in this Resolution will be funded through the Washington Avenue Project (#36), approved as part of the 2018 G.O. Bond. The estimated cost for the Artistic Monument Letters (as proposed by the BID) is \$250,000, and the estimated cost for the scope of work to be performed by the Urban Design Firm ranges from \$150,000 – \$200,000.

Does this Ordinance require a Business Impact Estimate?

(FOR ORDINANCES ONLY)

If applicable, the Business Impact Estimate (BIE) was published on:

See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notices/>

FINANCIAL INFORMATION

CONCLUSION

The Administration recommends accepting the favorable recommendation of the Public Safety and Neighborhood Quality of Life Committee, from its June 11, 2025 meeting, directing the Administration to proceed with the implementation of one of the concepts proposed by the Washington Avenue Business Improvement District (“the BID”), specifically the “Artistic Monument Letters”, while simultaneously retaining a qualified urban design firm to develop a cohesive plan for Washington Avenue with the remaining G.O. Bond funds.

Applicable Area

South Beach

Is this a “Residents Right to Know” item, pursuant to City Code Section 2-17?

No

Is this item related to a G.O. Bond Project?

Yes

Was this Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481, includes a principal engaged in lobbying? Yes

If so, specify the name of lobbyist(s) and principal(s): Troy E. Wright, Executive Director of Washington Avenue BID

Department

G.O. Bond Program

Sponsor(s)

Commissioner Kristen Rosen Gonzalez

Co-sponsor(s)

Condensed Title

Accept Rec/Implement Artistic Monument Letters/Cohesive Plan for Washington Ave. (KRG)
GOB

Previous Action (For City Clerk Use Only)