

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: City Attorney Ricardo J. Dopico

DATE: March 19, 2025 9:50 a.m. First Reading Public Hearing

TITLE: AN ORDINANCE OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, AMENDING CHAPTER 82 OF THE CODE OF THE CITY OF MIAMI BEACH, ENTITLED "PUBLIC PROPERTY," BY AMENDING ARTICLE VI, ENTITLED "NAMING OF PUBLIC FACILITIES AND ESTABLISHMENT OF MONUMENTS OR MEMORIALS," BY AMENDING SECTION 82-503 THEREOF, ENTITLED "NAMING OF PUBLIC FACILITIES; CO-NAMING AND RE-NAMING OF STREETS," BY AMENDING SUBSECTIONS (C)(1)(A) AND (C)(2)(A) TO PROVIDE ADDITIONAL CRITERIA AND PROCEDURES FOR THE CO-NAMING OF STREETS IN HONOR OF AN INDIVIDUAL WHO MADE LASTING AND SIGNIFICANT CONTRIBUTIONS TO THE CITY OF MIAMI BEACH COMMUNITY THROUGH HEALTHCARE PHILANTHROPY, AND ARTS AND CULTURE; PROVIDING SUNSET PROVISIONS THEREOF; PROVIDING FOR REPEALER, SEVERABILITY, CODIFICATION, AND AN EFFECTIVE DATE.

### **RECOMMENDATION**

### **BACKGROUND/HISTORY**

### **ANALYSIS**

The attached Ordinance was prepared at the request of Commissioners Alex J. Fernandez and Joseph Magazine.

At the December 11, 2024 City Commission meeting, Commissioners Alex J. Fernandez and Joseph Magazine referred to the Public Safety and Neighborhood Quality of Life Committee ("PSNQLC") a proposal to co-name a portion of 17th Street in honor of Norman Braman, along with any amendment to Section 82-503 of the City Code that may be required to accomplish the co-naming.

Under existing criteria in Section 82-503 of the City Code, City streets may only be co-named of (1) Miami Beach police officers who died or were killed in the line of duty; (2) a public facility located on the street to be co-named; (3) private not-for-profit organizations with significant historic value to the city and associated with structures which have a significant historical value or architectural significance to the city; (4) geographic areas within the city; or (5) a commercial establishment that has been in business in the City of Miami Beach for 100 or more years and which is located on the street to be co-named.

The proposal was discussed at the January 29, 2025 PSNQLC meeting, and received favorable recommendations to proceed to the full City Commission, along with necessary amendments to Section 82-503(c)(1) of the City Code with a sunset date.

Norman Braman, born on August 22, 1932, in West Chester, Pennsylvania, is married to Irma Miller. Mr. Braman has created a legacy in South Florida, not only through his business achievements but also through his deep commitment to enhancing the well-being of others. His leadership and generosity have shaped the cultural, healthcare and civic fabric of Miami Beach and beyond.

Mr. Braman's philanthropic leadership was instrumental in the establishment of the Braman Comprehensive Cancer Center at Mount Sinai Medical Center, which is set to open in 2026 to provide state-of-the-art, personalized, and comprehensive cancer care for individuals across the region, leaving a lasting impact on the South Florida healthcare system.

Mr. Braman has also been key in preserving the memory of the Holocaust in Miami Beach as an original founder and former president of the Miami Beach Holocaust Memorial, a place of reflection, education, and remembrance for the community.

Additionally, Mr. Braman and Ms. Miller have been influential patrons of the arts, with a particular focus on bringing world-class cultural events and exhibitions to Miami Beach. In the early 2000s, they helped bring the Swiss art fair Art Basel – one of the most prestigious contemporary art fairs in the world – to Miami Beach, solidifying Miami Beach as a prominent destination for artistic and cultural innovation.

In order to co-name a City street in honor of a of an individual who made lasting and significant contributions to the City of Miami Beach community through healthcare philanthropy, and arts and culture, the adoption of the limited, additional co-naming criteria set forth herein is required.

#### **FISCAL IMPACT STATEMENT**

N/A

**Does this Ordinance require a Business Impact Estimate?** Yes  
(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-notice/>

#### **FINANCIAL INFORMATION**

#### **CONCLUSION**

##### **Applicable Area**

Citywide

**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?**

No

**Was this Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481, includes a principal engaged in lobbying?** No

If so, specify the name of lobbyist(s) and principal(s):

**Department**

City Attorney

**Sponsor(s)**

Commissioner Alex Fernandez

**Co-sponsor(s)**

Commissioner Joseph Magazine

**Condensed Title**

9:50 a.m. 1st Rdg PH, Amend Criteria/Procedures, Co-Naming Streets-Norman Braman.  
(AF/JM) CA

**Previous Action (For City Clerk Use Only)**

Not reached on 2/26/2025 – R5 Q