



COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Eric Carpenter, City Manager

DATE: September 11, 2024 1:30 p.m. Public Hearing

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE, AT ITS JULY 10, 2024 MEETING, AND APPROVING, BY 5/7TH VOTE, FOLLOWING A DULY NOTICED PUBLIC HEARING, THE CO-NAMING OF 15TH STREET BETWEEN OCEAN DRIVE AND BAY ROAD AS "MAYOR MATTI HERRERA BOWER WAY," SUBJECT TO FINAL APPROVAL OF THE CO-NAMING BY THE MIAMI-DADE COUNTY BOARD OF COUNTY COMMISSIONERS, IN ACCORDANCE WITH SECTION 2-1, RULE 9.02 OF THE MIAMI-DADE COUNTY CODE.

RECOMMENDATION

The City Administration ("Administration") recommends that the Mayor and City Commission ("City Commission") adopt the Resolution (Attachment A) pursuant to the recommendation of the Public Safety and Neighborhood Quality of Life Committee ("PSNQLC" or "Committee").

BACKGROUND/HISTORY

At the May 15, 2024 City Commission meeting, at the request of Commissioner Alex Fernandez and Commissioner Kristen Rosen Gonzalez, the City Commission referred an item (C4 A) to the PSNQLC to discuss the co-naming of 15 Street between Ocean Drive and Bay Road in honor of former City of Miami Beach ("City") Mayor Matti Herrera Bower ("Mayor Bower").

Mayor Bower is the first woman, as well as the first Hispanic, to serve as Mayor of Miami Beach, where she served with distinction from 2007 through 2013. Mayor Bower also served as a City Commissioner for eight (8) years prior to her period of service as Mayor.

Mayor Bower's road to community activism began as a Parent-Teacher Association mom, working to save an elementary school from closing. Her enthusiasm, innate leadership and charisma led Mayor Bower to become president of the Parent-Teacher Association ("PTA") at three (3) Miami Beach public schools, a decade-long record of service. In the process, she became a leading advocate for quality education in Miami Beach and began a long trajectory of service to Miami Beach's public schools.

Mayor Bower served on the Miami-Dade County School Board Attendance to Boundary and Bi-Lingual Education Committees, the Miami Beach Ad Hoc Committee for Quality Education, the Miami Beach Feeder Pattern and Citizen's Advisory Committee, the State of Florida Transition Team task force on Reading and Literacy and championed the expansion of the International Baccalaureate Program to all of Miami Beach's public schools. Through her persistent leadership to ensure quality education for every child in Miami Beach, Mayor Bower achieved the citywide implementation of the International Baccalaureate program, thereby allowing for all students to significantly expand their learning opportunities within our City.

Mayor Bower was also an instrumental part of the campaign to save the historic Art Deco District

in South Beach. Inspired by the leadership of her friend Barbara Baer Capitman, Mayor Bower became an early volunteer with the Miami Design Preservation League and served on the Board of Directors for over a decade. She has advocated for responsible growth management and the creation of historic districts around Miami Beach, including the first and most famous, the Miami Beach Architecture District.

In addition, during her tenure as City Commissioner and Mayor, Mayor Bower helped introduce innumerable ordinances and city code amendments that ushered in the modern era of historic preservation in the City, including championing the amendment to the City's Charter to require voter referendum approval prior to increasing floor area ratios in the City, possibly the single most important piece of growth management legislation in the City.

Furthermore, Mayor Bower also helped create affordable housing for low-income elderly and others. To this day, Mayor Bower serves on the Board of Directors of the Miami Beach Housing Authority, which provides quality affordable housing for seniors and others. For many years, she worked closely with Unidad of Miami Beach, Inc., the non-profit community-based organization that operates the North Beach Oceanfront Center and engages in advocacy for seniors, particularly those in the Hispanic community, and provides social services and cultural programming, among other important work performed for the benefit of our entire community.

In addition to being a champion of education, historic preservation, affordable housing, and social services for the elderly, Mayor Bower has supported many social equality initiatives over the years including the adoption of the City's Human Rights Ordinance and the first City-supported gay pride festival and development of the arts, among other causes.

Mayor Bower has left an indelible mark on the City, not only in her support of many worthy causes over the years, but in terms of her personal touch and her belief in the importance of community engagement and transparency in government decision-making. Mayor Bower is a force of nature and a living example of a public servant that has always stayed true to herself, with values that place people above politics.

ANALYSIS

Under existing criteria in Section 82-503 of the City of Miami Beach Code of Ordinances ("City Code"), City streets or portions thereof, located in the City may be co-named in honor of: 1) a Miami Beach police officer who died or was killed in the line of duty; 2) a public facility located on the street to be co-named; 3) a private not-for-profit organization with significant historic value to the city and associated with structures which have a significant historical value or architectural significance to the city; 4) a geographic area within the city; 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; 6) a deceased person who served as the spiritual leader of a prominent religious institution in the City of Miami Beach for 35 or more years and resided in the City of Miami Beach (expired on July 1, 2019); 7) a deceased person who is known for their role as a gay-rights pioneer and as one of the first openly LGBTQ people ever elected to public office in the U.S. (expired on May 1, 2022); 8) a deceased historical figure who was instrumental in helping Latin American countries achieve independence from the Spanish Empire (expired on July 1, 2022); 9) a prominent Jewish figure who made significant civic contributions to Jewish history and/or Jewish-related initiatives (expired on September 30, 2022); 10) a deceased Cuban-American artist who made vast contributions to Latin music history and culture (expired January 31, 2023); 11) a deceased photographer who documented the life and residents of Miami Beach (expired March 1, 2023); 12) a deceased spiritual leader of a prominent religious institution in the City of Miami Beach who also made significant civic contributions to the City (shall automatically expire on May 31, 2025); 13) a Grammy-award winning singer, actress, songwriter, author,

philanthropist, and businesswoman who made extraordinary contributions to music and culture in the United States and internationally (shall automatically expire on July 31, 2027); 14) a deceased internationally renowned art collector who significantly contributed to the City's arts and culture (shall automatically expire on July 31, 2027); and 15) notable women who made significant contributions to the civic and/ or political fabric of Miami Beach (shall automatically expire on July 31, 2027).

Whenever a request is made to co-name streets, or portions thereof, in the City, Section 82-503(c)(2) of the City Code requires the sponsor to submit the proposal in writing to an appropriate committee (in this case, PSNQLC), which shall include the following: (1) the street, or portion thereof, to be co-named; (2) the proposed co-name of the street, or portion thereof; (3) the reason for the request; and (4) a factual summary confirming that the proposed person falls under the specific criteria outlined in subsection 82-503(c)(1)(a) of the City Code.

The proposal to co-name 15 Street between Ocean Drive and Bay Road as "Mayor Matti Herrera Bower Way" falls under the specific criteria outlined in subsection 82-503(c)(1)(a)(15) of the City Code, "notable women who made significant contributions to the civic and/or political fabric of Miami Beach."

At the July 10, 2024 PSNQLC meeting, the Committee passed a motion recommending the co-naming of 15 Street between Ocean Drive and Bay Road as "Mayor Matti Herrera Bower Way."

Pursuant to the Miami-Dade County Code, the co-naming/re-naming of public streets in Miami-Dade County, including within incorporated municipalities, requires a Resolution from the local governing body (City Commission) where the street is located. Following City Commission approval, the proposed co-naming would need to be sponsored by a Miami-Dade County Commissioner and approved by the Miami-Dade County Board of County Commissioners ("BCC") via a resolution.

Subsequent to BCC approval, the City's Transportation and Mobility Department staff will coordinate with Miami-Dade County Department of Transportation and Public Works ("DTPW") staff on the fabrication and installation of the new street co-name signs.

FISCAL IMPACT STATEMENT

The cost of fabricating and installing two (2) standard street co-designation signs at the west and east ends of the proposed "Mayor Matti Herrera Bower Way" (15 Street between Ocean Drive and Bay Road) would be approximately \$500. The sign fabrication and installation work would be performed by DTPW; and the City would reimburse DTPW for the costs incurred. The funding for fabrication and installation of standard street co-designation signage is included within the Transportation and Mobility Department's Operating Budget.

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-notice/>

FINANCIAL INFORMATION

\$500 / 106-9615-000349-30-403-529-00-00-00-

CONCLUSION

Should the City Commission accept the recommendation of the PSNQLC and approve by 5/7th vote, following a duly noticed public hearing, a Resolution approving the co-naming of 15 Street between Ocean Drive and Bay Road as “Mayor Matti Herrera Bower Way”, and subject to final approval of the street co-naming by the BCC, the Administration will coordinate with DTPW on the manufacturing and installation of the new street co-designation signs.

Applicable Area

South Beach

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

Yes

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

Transportation and Mobility

Sponsor(s)

Commissioner Alex Fernandez

Co-sponsor(s)

Commissioner Kristen Rosen Gonzalez

Commissioner David Suarez

Commissioner Joseph Magazine

Condensed Title

1:30 p.m. PH, Co-Name 15th Street in Honor of Mayor Matti Herrera Bower. (Fernandez/Rosen Gonzalez/Suarez/Magazine) TR 5/7