

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Eric Carpenter, City Manager

DATE: December 11, 2024

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING THE LIGHT POLE BANNER APPLICATION AS SUBMITTED BY THE ORANGE BOWL HOST COMMITTEE FOR THE CAPITAL ONE ORANGE BOWL PLAYOFF SEMIFINAL GAME TAKING PLACE ON JANUARY 9, 2025 AT THE HARD ROCK STADIUM, LOCATED IN THE CITY OF MIAMI GARDENS, FLORIDA

RECOMMENDATION

The Administration recommends the Mayor and City Commission adopt the Resolution to approve the light pole banner application submitted by the Orange Bowl Host Committee for the Capital One Orange Bowl Playoff Semifinal game.

BACKGROUND/HISTORY

The Orange Bowl Host Committee has submitted a light pole banner application for approval to install 88 banners throughout the City of Miami Beach to promote the Capital One Orange Bowl Playoff Semifinal Game taking place on January 9, 2025 at the Hard Rock Stadium, located in the City of Miami Gardens, Florida.

ANALYSIS

The application submitted by the Orange Bowl Host Committee is requesting installation of 88 banners from December 17, 2024 to January 10, 2025 in the following locations through the City of Miami Beach:

- A1A (McArthur Causeway) from Fountain to Terminal Isle – 10 banners
- 5th Street from Alton Road to Ocean Drive – 4 banners
- Washington Ave from South Point Drive to 5th Street - 10 banners
- 17th Street from Collins Ave to Alton Road (westbound) 6 banners
- Alton Road from Chase Ave to Dade Blvd – 10 banners
- Collins from 5th to 23rd Street -10 banners
- Collins between 23rd to 41st St -10 banners
- Collins from 41st St to 44th Street – 10 banners
- Collins Ave from 44th Street to 47th Street -10 banners
- On Lincoln Road from Collins Ave to Washington Ave – 4 banners
- On Meridian Ave from 16th Street to Lincoln Road North – 4 banners

The City Code provides parameters for the installation of banners. According to City Code Sec. 82-411. - Prohibited signs generally; exemptions; banners; removal:

(d) Light pole banners. Banners affixed to light poles or other similar structures on the public right-of-way shall be subject to the following regulations:

(1) The right to install, as well as the number, location and method of installation of banners shall be subject to the design review process and approved by the city manager, or his/her designee for special events taking place in the city, and by the city commission for special events held outside of the city.

- a. In considering whether to approve light pole banners for events held outside of the city, the city commission may, among other factors, consider whether the municipality or other governmental entity hosting that special event would reciprocate such action within its own jurisdiction for special events taking place in the city.

Considering the event is taking place outside of the city, the City Commission is requested to review and approve the application. Additionally, since some of the locations are on state roads, the applicant will require approval by the Florida Department of Transportation.

Tangentially, the Orange Bowl Committee has submitted a special event application with the City for an annual Orange Bowl Beach Run, scheduled to take place on December 15, 2024. Although the playoff semifinal game is scheduled to take place in a different municipality, it is expected that attendees will stay in Miami Beach hotels and patronize the businesses within the City.

FISCAL IMPACT STATEMENT

N/A

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 the Mayor and City Commission approve the light pole banner application submitted by the Orange Bowl Host Committee for the Capital One Orange Bowl Playoff Semifinal game taking place on January 9, 2025 at the Hard Rock Stadium, located in the City of Miami Gardens, Florida.

Applicable Area

Citywide

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

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

No

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

Tourism and Culture

Sponsor(s)

Co-sponsor(s)

Condensed Title

Resolution approving light pole banner application for Orange Bowl Host Committee