

# MIAMI BEACH

## COMMITTEE MEMORANDUM

TO: Finance and Economic Resiliency Committee Members

FROM: Eric Carpenter, City Manager

DATE: October 18, 2024

TITLE: DISCUSS IMPLEMENTATION OF A PUBLIC SEATING SPONSORSHIP PILOT PROGRAM ON LINCOLN ROAD

### **BACKGROUND/HISTORY**

On September 11, 2024, at the request of Commissioners Alex Fernandez and Joseph Magazine, the Mayor and City Commission (City Commission) approved a referral to the Finance and Economic Resiliency Committee (FERC), item C4 I (Attachment A), to discuss the implementation of a public seating sponsorship pilot program on Lincoln Road, aimed at supporting small businesses and enhancing public amenities.

Based on the referral memorandum, small businesses, particularly those offering food and beverage services in compact spaces typically under 2,500 square feet, may often face challenges in providing adequate seating for customers, hindering their growth and overall customer experience.

The proposed pilot program would involve the deployment of a limited number of outdoor seating arrangements on the public right-of-way on Lincoln Road with a focus on locations adjacent to “grab and go” types of food and beverage establishments such as ice cream shops. Seating areas would primarily serve customers at these businesses but also be available for the public to use, benefiting a broader community.

Key elements of the Pilot Program should consider:

#### **1. Program Scope and Eligibility:**

- Define the eligibility criteria for businesses to participate, focusing on those with premises less than 2,500 square feet.
  - Take out only establishments with no indoor seating would be eligible for this program.
- Identify potential locations for the seating installations, ensuring they are in areas with high foot traffic and where they can most benefit the businesses and public.
  - Selected locations for seating would be approved by the Public Works and Facilities and Fleet Management Departments, in coordination with the Lincoln Road Business Improvement District (LRBID) so as not to conflict with existing outdoor dining concessions (Attachment B) or dedicated emergency routes.

#### **2. Sponsorship and Funding:**

- Explore the possibility of sponsorship opportunities, wherein businesses, local organizations, or private donors could contribute to the funding of the seating installations.

- Working with the LRBID, businesses will be identified that can benefit from such a program and the City will coordinate with them to procure suitable seating furniture.
- Discuss potential City funding sources or partnerships to support the initial rollout of the Pilot Program.
  - Funding has yet to be identified, however, it is intended that the adjacent participating business will cover expenses needed to procure the seating.

### **3. Design and Maintenance:**

- Discuss design standards for the seating to ensure they are attractive, durable, and consistent with the aesthetic of the surrounding area.
  - The City currently has in effect, a master Special Event Permit for the LRBID. The permit authorizes the LRBID to activate Lincoln Road, between Washington Avenue and Alton Road. The permit delineates allowances, requirements, and permit conditions. The LRBID, in coordination with the businesses, will submit furniture specifications for approval to the Facilities and Fleet Management Department.
- Consider maintenance responsibilities, including potential partnerships with participating businesses or community groups to ensure the seating areas are well-maintained.
  - As part of the permit issued to the LRBID, such daily seating, removal and storage of the furniture after hours will be coordinated with the business.

### **4. Program Evaluation:**

- Develop metrics for evaluating the success of the Pilot Program, such as increased foot traffic, business revenue, and public satisfaction. Determine the duration of the Pilot Program and criteria for potential expansion if successful.
  - This pilot program will be evaluated over six (6) months with the LRBID to see if continuation or expansion is desired and warranted.

On October 3, 2024 the City Administration had preliminary discussions with the LRBID to discuss the requirements and constraints of a proposed Lincoln Road pilot program:

- The pilot program will be processed through the LRBID master permit.
- Terms and conditions in the LRBID master Special Event Permit including authority, permit requirements, compliance with permit and laws, insurance, indemnification, risk, removal of materials and venue will apply towards the proposed pilot program.
- Required documents: Site plans, and right-of-way permits active for six (6) months.
- The LRBID will be recommending a location(s) for the placement of the furniture. The City will approve the final location and furniture design.
- The duration of the pilot program is recommended to last six (6) months.
- Salt and Straw located at 749 Lincoln Road, will be considered for the pilot program, among potential additional businesses to be identified that meet the criteria.

### **FISCAL IMPACT STATEMENT**

To be determined.

### **CONCLUSION**

Should it be the recommendation of the FERC and the City Commission, the Administration is ready to proceed with the implementation of a six (6) month public seating sponsorship pilot program, managed by the LRBID, aimed at supporting small businesses and enhancing public amenities.

### **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

**Department**

Public Works  
Facilities and Fleet Management

**Sponsor(s)**

Commissioner Alex Fernandez, Commissioner Joseph Magazine

**Condensed Title**

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