

# MIAMI BEACH

## COMMITTEE MEMORANDUM

TO: Public Safety and Neighborhood Quality of Life Committee Members  
FROM: Eric Carpenter, City Manager  
DATE: January 29, 2025  
TITLE: DISCUSSION ON CO-NAMING 17 STREET IN HONOR OF NORMAN BRAMAN.

### **RECOMMENDATION**

The City Administration (“Administration”) recommends that the Public Safety and Neighborhood Quality of Life Committee (“PSNQLC” or “Committee”) discuss this item and provide a recommendation on whether to propose an amendment to Section 82-503(c) of the City Code to provide for additional criteria for the co-naming of streets in honor of men who made lasting and significant contributions to the City of Miami Beach community through healthcare philanthropy, and arts and culture.

### **BACKGROUND/HISTORY**

At the December 11, 2024 City Commission meeting, at the request of Commissioner Alex Fernandez and Commissioner Joseph Magazine, the Mayor and City Commission (“City Commission”) referred an item (C4 R) to the PSNQLC to discuss co-naming 17 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.

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.

Norman Braman has played a pivotal role in advancing cancer care in our region. His 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. This center will 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. Mr. Braman is an original founder and former president of the Miami Beach Holocaust Memorial, a place of reflection, education, and remembrance for the community. His leadership in establishing the Memorial has helped future generations understand the significance of Holocaust remembrance and the importance of combating intolerance and hatred.

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. Their contributions to the arts have solidified Miami Beach as a prominent destination for artistic and cultural innovation. To co-name a City street in honor of Mr. Braman who has 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 in Section 82-503 of the City Code is required.

The sponsors respectfully submit that Norman Braman is worthy of consideration for a street co-naming opportunity to mark his contributions as a lifelong philanthropist, civic leader, and champion of healthcare, education and cultural preservation in our community.

## **ANALYSIS**

Under the existing criteria in Section 82-503 of the City Code, city streets may only be co-named in honor 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; and (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.

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 Section 82-503(c)(1)(a) of the City Code.

In order to co-name a street in the City in honor of men who made lasting and significant contributions to the City of Miami Beach community through healthcare philanthropy, and arts and culture, the PSNQLC must first recommend an amendment to Section 82-503(c) of the City Code to provide for additional criteria for the co-naming of streets in honor of men who made lasting and significant contributions to the City of Miami Beach community through healthcare philanthropy, and arts and culture. The amendment would require two readings by the City Commission. In addition, the PSNQLC should recommend the east-west limits for this co-naming along 17 Street.

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**

Should the PSNQLC recommend and the City Commission wish to move forward with co-naming 17 Street in honor of Norman Braman, the fabrication and installation of the new co-naming signs would be performed by the DTPW; and the City would reimburse DTPW for the costs incurred for this work, which can be absorbed within the Transportation and Mobility Department budget.

## **Does this Ordinance require a Business Impact Estimate?**

(FOR ORDINANCES ONLY)

The Business Impact Estimate (BIE) was published on .

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

## **FINANCIAL INFORMATION**

**CONCLUSION**

In order to co-name a street in the City in honor of men who made lasting and significant contributions to the City of Miami Beach community through healthcare philanthropy, and arts and culture, the PSNQLC must first recommend an amendment to Section 82-503(c) of the City Code to provide for additional criteria for the co-naming of streets in honor of men who made lasting and significant contributions to the City of Miami Beach community through healthcare philanthropy, and arts and culture.

This item is being presented to the PSNQLC for discussion and a recommendation.

**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 Joseph Magazine

**Condensed Title**

Discussion on Co-Naming 17th Street in Honor of Norman Braman