

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Rickelle Williams, Interim City Manager

DATE: June 26, 2024 1:40 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 APRIL 17, 2024 MEETING, AND APPROVING BY 5/7TH VOTE, FOLLOWING A DULY NOTICED PUBLIC HEARING, THE RE-NAMING OF "MIAMI BEACH DRIVE" AS THE "MIAMI BEACH PROMENADE", IN ACCORDANCE WITH SECTION 201, RULE 9.02 OF THE MIAMI-DADE COUNTY CODE.

RECOMMENDATION

The City Administration ("Administration") recommends that the Mayor and City Commission ("City Commission") approve the Resolution.

BACKGROUND/HISTORY

At the February 21, 2024 City Commission meeting, at the request of Mayor Steven Meiner, an item (C4 P) was referred to the Public Safety and Neighborhood Quality of Life Committee ("PSNQLC" or "Committee") to consider re-naming "Miami Beach Drive", located parallel to the Miami Beach Beachwalk and situated between 24 Street and 29 Street, as the "Miami Beach Promenade".

As noted in the attached referral memorandum, the re-naming of "Miami Beach Drive" as the "Miami Beach Promenade" is fitting and contextually appropriate, since this geographic area within the City of Miami Beach ("City") is in fact a promenade used solely by pedestrians and bicyclists, typically for access to the Beachwalk. In addition, re-naming "Miami Beach Drive" as the "Miami Beach Promenade" would be consistent with the City Commission's goal of initiating a much-needed beautification and improvement project for the area, consistent with the recent improvements completed for the Beachwalk.

ANALYSIS

Under 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/re-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 re-name “Miami Beach Drive” as the “Miami Beach Promenade” falls under the specific criteria outlined in subsection 82-503(c)(1)(a)(4) of the City Code, “geographic areas within the city.”

At the April 17, 2024 PSNQLC meeting, the Committee recommended re-naming “Miami Beach Drive” as the “Miami Beach Promenade.”

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 re-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 would coordinate with the Miami-Dade County Department of Transportation and Public Works (“DTPW”) staff to proceed with the fabrication and installation of the new street name signs along the Miami Beach Promenade.

FISCAL IMPACT STATEMENT

The cost of fabricating and installing two (2) standard street designation signs at the south and north ends of the proposed Miami Beach Promenade (24 Street and 29 Street, respectively) would be approximately \$500. Additional standard street name signs may be installed at each street-end intersection with the Miami Beach Promenade name. 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 designation signage is included in the Transportation and Mobility Department’s Fiscal Year 2024 Operating Budget.

Should the City Commission wish to install aesthetic or branded (i.e. non-standard) street designation signs, the cost of such signage would need to be further explored and could potentially be incorporated as part of a future Miami Beach Promenade capital improvement project.

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-notices/>

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 re-naming of "Miami Beach Drive" as the "Miami Beach Promenade", subject to final approval of the re-naming by the BCC, the City Administration will coordinate with DTPW on the manufacturing and installation of the new street designation signs along the Miami Beach Promenade.

Applicable Area

Middle 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)

Mayor Steven Meiner

Co-sponsor(s)