



COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Eric Carpenter, Executive Director

DATE: February 3, 2025

TITLE: A RESOLUTION OF THE CHAIRPERSON AND MEMBERS OF THE BOARD OF THE NORTH BEACH COMMUNITY REDEVELOPMENT AGENCY (NORTH BEACH CRA) ACCEPTING THE RECOMMENDATION OF THE NORTH BEACH CRA ADVISORY COMMITTEE AT ITS DECEMBER 10, 2024 MEETING, AND APPROVING, SUBJECT TO APPROVAL BY THE CITY OF MIAMI BEACH, THE USE OF CRA FUNDS FOR SIGNAGE ENHANCEMENTS AT NORTH SHORE PARK, INCLUDING NEW ENTRANCE SIGNAGE AND SUPPORTING DIRECTIONAL SIGNAGE. **JOINT CITY COMMISSION AND NBCRA**

RECOMMENDATION

The CRA Administration recommends approval of the CRA funding allocation for signage enhancements at North Shore Park, estimated at \$50,000, as recommended by the North Beach CRA Advisory Committee, subject to budget appropriation.

A companion item is being considered by the Miami Beach City Commission to approve this project, subject to funding appropriation by the North Beach CRA Board.

BACKGROUND/HISTORY

The North Shore Park & Youth Center is a key public recreational facility within the Redevelopment Area of the North Beach Community Redevelopment Agency (North Beach CRA) offering a fitness center, athletic fields, and a world-class tennis facility. The Miami Beach Tennis Center, located at 501 72 Street, is a public tennis facility in Miami Beach offering pickleball lessons, tennis court rentals, and private tennis training. Operated for the City by the Miami Beach Tennis Academy, it provides year-round clinics, lessons, and community events.

During the July 16, 2024 meeting of the North Beach CRA Advisory Committee, representatives from the Miami Beach Tennis Center expressed interest in collaborating with the North Beach CRA on beautification measures for the facility. The Advisory Committee encouraged further discussions with the Parks and Recreation Department and requested a more detailed proposal for the Committee's consideration.

On December 10, 2024, the Parks and Recreation Department presented a proposal for enhanced entranceway and directional signage at North Shore Park, with a funding request from the North Beach CRA totaling \$50,000. As reported in Letter to Commission (LTC) #546-2024, the Advisory Committee unanimously recommended approval, passing the following motion:

Motion: *The North Beach CRA Advisory Committee recommends the North Beach CRA Board and City Commission approve the installation of new entrance signage, and supporting directional signage, at North Shore Park. The Committee supports the allocation of North Beach CRA funds to enhance entrance signage, recognizing its importance to improving park accessibility and wayfinding.*

ANALYSIS

Alignment with the North Beach CRA Redevelopment Plan

The North Beach CRA Redevelopment Plan, approved by CRA Resolution No. 003-2021 and Miami Beach City Commission Resolution No. 2021-31709, prioritizes beautification and public realm enhancements to improve quality of life. Specifically, the Plan includes:

- **Section 7 (Beautification and Infrastructure Analysis):** Emphasizes the importance of outdoor space to resident quality of life and enhancing public spaces.
 - **7.1.1 (Signage):** Enhanced signage helps strengthen identity and sense of place, and can reflect the style and context of the community.
 - **7.4 (Parks, Gardens, and Green Spaces):** During the City's public design charrette in preparation of the Redevelopment Plan, participants did not seek additional park space, but rather, enhancement of existing parks and civic uses within North Beach.
- **Section 8.3 (Neighborhood Projects and Impacts - Community Facilities):** Supports investment in community facilities to enhance neighborhood character and public engagement.
 - **8.3.2 (Parks and Open Space):** Protect, preserve, and enhance neighborhood assets while increasing accessibility to recreation and open space.
- **Section 9.5 (Redevelopment Goal 5: Improve Quality of Life for Residents and Visitors):** Among others, quality of life measures almost always include those related to access to parks, health and well-being, and activities associated with community spaces.
 - **9.5.1 (Community Spaces):** Promote resident health and well-being by encouraging physical activity and social interaction. Support Parks and Recreation projects that define the North Beach recreation corridor.

Further, section I.4 of the Interlocal Cooperation Agreement (October 4, 2021) between Miami-Dade County, the City, and the North Beach CRA authorizes the CRA to fund public park improvements and public signage projects, provided they are not part of an existing capital improvement plan. The proposed signage enhancements comply with this requirement. The City's FY 2025 Capital Budget included \$150,000 in North Beach Quality of Life funds for North Shore Park Tennis Center Roof Replacement, which is unrelated to the proposed signage improvements.

Community Benefits and Justification

1. Improved Wayfinding & Park Access

- Current signage is outdated and does not adequately represent our world-class tennis facility.
- Enhancing entrance and directional signage will make North Shore Park more accessible to residents and visitors.

2. Enhanced Community Identity & Aesthetic Appeal

- High-quality signage strengthens the North Beach CRA brand and contributes to the area's visual identity.

3. Support for Public Recreation & Economic Activation

- o North Shore Park is a heavily utilized community asset. Improved signage will boost awareness and participation in public programs at the Miami Beach Tennis Center and surrounding facilities.

4. Alignment with Resident Priorities

- o The 2024 Miami Beach Resident Satisfaction Survey (ETC Institute) reports 86% satisfaction with park quality and 85% satisfaction with park maintenance, indicating strong public support for continued investments in recreational facilities.

FISCAL IMPACT STATEMENT

The proposed signage enhancements at North Shore Park represent a one-time capital improvement expense to be funded entirely by the North Beach CRA, with no direct financial impact on the City of Miami Beach. The project budget, capped at \$50,000, will be drawn from the FY 2025 North Beach CRA Operating Budget, specifically the Beautification category, which has sufficient funds to support this initiative.

As required by the Interlocal Agreement, the expenditure will be subject to standard CRA financial oversight to ensure compliance with redevelopment objectives and budgetary constraints. Approval of this item will enable the CRA to move forward with procurement and implementation without affecting other planned projects or requiring additional appropriations.

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

The FY 2025 North Beach CRA Operating Budget, adopted via City Commission Resolution No. 2024-33298 and CRA Resolution No. 021-2024, allocates \$342,000 for Beautification initiatives. The requested \$50,000 signage enhancement project aligns with this budget category.

- **Funding Source:** North Beach CRA – Beautification Budget
- **Project Cost Estimate:** \$50,000
- **CRA Contribution:** Up to \$50,000, contingent upon City Commission approval
- **City Contribution:** No direct City funds anticipated

Economic Impact:

- Increased park usage and community engagement
- Strengthened North Beach branding and visitor experience
- Positive impact on nearby businesses and public event participation

CONCLUSION

The proposed signage enhancements at North Shore Park will significantly improve wayfinding, accessibility, and community branding, reinforcing the park's role as a key recreational and cultural destination.

The North Beach CRA Redevelopment Plan explicitly supports projects that beautify public spaces and enhance community facilities, and the Interlocal Agreement permits CRA contributions to park and signage improvements. Given the strong alignment with City and CRA objectives, as well as available funding, approval of this project is fully justified.

Applicable Area

North Beach

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

No

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

Economic Development

Sponsor(s)

Commissioner Tanya K. Bhatt

Co-sponsor(s)

Condensed Title

Joint, Accept NBCRA Adv Comm Rec/Use CRA Funds for Signage Enhancements at NS Park.
(Bhatt) ED

Previous Action (For City Clerk Use Only)