

MIAMI BEACH

COMMITTEE MEMORANDUM

TO: Land Use and Sustainability Committee Members

FROM: Eric Carpenter, City Manager

DATE: November 25, 2024

TITLE: INSTALLING WAYFINDING SIGNAGE TO OCEAN DRIVE FROM THE ENTRANCE TO THE CITY AT THE MACARTHUR CAUSEWAY.

RECOMMENDATION

The Administration recommends reusing/replacing the six (6) existing wayfinding signs located in the eastbound direction of 5th Street, from MacArthur Causeway to Ocean Drive to incorporate an “Ocean Drive” destination name and directional arrow.

BACKGROUND/HISTORY

On June 26, 2024, at the request of Commissioner Alex Fernandez, the Mayor and City Commission (City Commission) approved a referral to the Land Use and Sustainability Committee (LUSC), Item C4U, (Attachment A), to discuss the installation of wayfinding signage to Ocean Drive from the entrance to the City at the MacArthur Causeway. Commissioner Fernandez believes that effective wayfinding signage at the entrance of the MacArthur Causeway will enhance visitor experience, improve overall navigability within the City, and ensure a smooth and enjoyable journey for those traveling to Miami Beach.

ANALYSIS

The Public Works Department has identified a total of six (6) existing wayfinding signs on the eastbound direction of 5th Street, from MacArthur Causeway to Ocean Drive:

- 5th Street between MacArthur Causeway and Alton Road (1 sign)
- 5th Street between Lenox Avenue and Michigan Avenue (1 sign)
- 5th Street between Euclid Avenue and Washington Avenue (1 sign)
- 5th Street between Washington Avenue and Collins Avenue (2 signs)
- 5th Street between Collins Avenue and Ocean Drive (1 sign)

Below is an image of the sign located by the MacArthur Causeway, west of Alton Road and 5th Street, directing visitors and residents to the Convention Center, Miami Beach Marina and South Pointe Park. This, and the other five signs identified by City staff, have already gone through the required permitting and approval process by the City and the Florida Department of Transportation (FDOT). By using the same locations where signs currently exist, Public Works would only need to incorporate an “Ocean Drive” destination name and directional arrow into the current wayfinding signs, print new copies of them (Attachment B), and mount them onto the existing poles.



FISCAL IMPACT STATEMENT

The cost estimate (based on materials, supplies and condition of the sign and pole) per sign is \$2,000 - \$3,000 or approximately \$18,000. Each sign has a lifespan of 7-10 years

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/>

CONCLUSION

The Administration has identified six (6) existing wayfinding signs in the eastbound direction of 5th Street, from MacArthur Causeway to Ocean Drive that have already been permitted by the City and FDOT. These existing locations and poles can be reused, and signage replaced to incorporate an “Ocean Drive” destination name and directional arrow into the current wayfinding signs. The Administration recommends the endorsement of these changes and submitting the item to the Commission with a favorable 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

Public Works

Sponsor(s)

Commissioner Alex Fernandez

Condensed Title

INSTALLING WAYFINDING SIGNAGE TO OCEAN DRIVE FROM THE ENTRANCE TO THE CITY AT THE MACARTHUR CAUSEWAY.