

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Eric Carpenter, City Manager

DATE: April 23, 2025

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING THE CLOSURE OF A SINGLE SOUTHBOUND LANE OF WASHINGTON AVENUE, ON MAY 3, 2025, FROM 6TH STREET TO 5TH STREET, IN ORDER TO ALLOW FOR A SPECIAL EVENT ACTIVATION DURING FORMULA 1 RACE WEEKEND FOR THE CADILLAC FORMULA 1 TEAM 2026 LAUNCH.

RECOMMENDATION

The City administration recommends adopting the resolution.

BACKGROUND/HISTORY

On July 13th, 2016, the Mayor and City Commission, via Resolution 2016-29506, adopted a policy that all future special events requiring lane closures along major thoroughfares in the City obtain prior City Commission approval.

In early March 2025, the Administration was approached by brand representatives and event producers requesting permission for a single southbound lane closure on Washington Avenue directly in front of Queen Miami Beach, located at 550 Washington Avenue, to properly and safely stage a special event for Cadillac x F1 at the front and entrance of the venue. A second southbound lane will remain open to traffic.

ANALYSIS

The over-century-old American automobile manufacturer Cadillac has selected Miami Beach as the location to unveil the newest American F1 team, the Cadillac Formula 1 Team, which will join the existing ten (10) current teams starting in 2026.

Cadillac plans to display this partnership with General Motors (GM) and TWG Motorsports through a private event on Saturday, May 3rd, at Queen Miami Beach. The special event will include displaying vintage Cadillac vehicles in front of Queen Miami Beach on Washington Avenue and a private event titled "Cadillac Club" inside Queen Miami Beach. This private event expects to bring international guests, including celebrities, CEOs, influencers, and locals, who will gather to learn more about the Cadillac Formula 1 brand.

Event Details

Event Date: Saturday, May 3, 2025

Time: 6pm to 11pm

Load-In: Saturday, May 3, 2025, at 12:01 am

Load-Out: Sunday, May 4, 2025, at 4:01am

The activation will feature the display of 6 Cadillacs (5 vintage and 1 Electric Vehicle) as well as a 'step-and repeat' picture opportunity outside of Queen Miami Beach. A minimum of 5 ft of

sidewalk would remain open/unobstructed for regular pedestrian traffic. There will be no 'revving' of engines, the cars are only there for display and photo opportunities.

Proposed Single Lane Closure

The event organizers have requested the closure of the westernmost, Southbound Washington Avenue lane as well as use (rental) of the parking lane/adjacent parking spaces.

On April 10, 2025, as part of the Special Event permit vetting process, the proposed event activation via Special Event permit (SPE0325-1986), was reviewed at the monthly Special Event Internal Review meeting. City Services reviewed the proposed activation and Maintenance of Traffic plan (MOT), attached, and provided input. In addition, the Special Event permit will be reviewed at the publicly noticed monthly Special Event Community Review meeting on April 17, 2025.

Traffic Mitigation Efforts

To minimize the traffic impact of one Southbound lane closure on Washington Avenue from 5th to 6th Street, the Transportation, Parking and Police departments will be overseeing the following measures:

- Valet services will be relocated from Washington Avenue to 6th Street
- Rideshare service geofencing will be redirected to areas adjacent from Queen Miami Beach
- Miami Beach Police Off-Duty officers will be managing traffic on Washington Avenue as required by the Special Event permitting process pertaining to street closures.

Business and Stakeholder Input

As part of the Special Event permitting process, the event organizers are required to provide signature signoffs from the impacted adjacent hotel and business properties. In addition, the event organizers have received support from the Washington Avenue Business Improvement District.

The proposed lane closure on Washington Avenue is scheduled to reopen no later than 4:01am on Sunday, May 4th, 2025.

FISCAL IMPACT STATEMENT

N/A

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

N/A

CONCLUSION

The Administration recommends the approval of the proposed Southbound single lane closure of Washington Avenue between 5th and 6th Streets to properly and safely stage a permitted Special Event, Cadillac Club at Queen Miami Beach.

Applicable Area

South 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

Tourism and Culture

Sponsor(s)

Co-sponsor(s)

Condensed Title

Accept Rec/ Approve Single Lane Closure of One Block of Washington Avenue During Formula
1 Race Weekend

Previous Action (For City Clerk Use Only)