

R9 J DISCUSSION REGARDING LINCOLN ROAD SIDE STREET SIGNAGE PILOT.

Applicable Area:

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission  
FROM: Eric Carpenter, City Manager  
DATE: March 19, 2025  
TITLE: DISCUSSION REGARDING LINCOLN ROADSIDE STREET SIGNAGE PILOT.

### **RECOMMENDATION**

The Administration recommends that the Mayor and City Commission (City Commission) discuss and conclude the item with no further action.

### **BACKGROUND/HISTORY**

On May 15, 2024, at the request of Commissioner David Suarez, the City Commission referred a discussion item regarding directional signage on Lincoln Road (C4 AL) to the Land Use and Sustainability Committee (LUSC). The item sponsor requested that the LUSC discuss and consider a proposal for limited directional signage on Lincoln Road, to advise the public regarding retail and restaurant businesses located on side streets off Lincoln Road. As part of this item, the sponsor has also requested information on whether any code amendments would be necessary to permit such signage in the Lincoln Road right-of-way.

On June 10, 2024, the LUSC discussed the proposal and recommended that the City Commission authorize up to a six (6) month pilot for directional signage on Lincoln Road. The item was placed on the June 26, 2024, July 24, 2024 and September 11, 2024 Commission agendas but was not reached.

### **ANALYSIS**

Pursuant to Chapter 6 of the Land Development Regulations of the City Code (LDRs) and Chapter 82 of the City Code, signs in the public right-of-way are subject to the review and approval of the Public Works Department. Additionally, all signs in the public right-of-way must meet the minimum applicable requirements set forth in these code sections.

To create a provision for advertising signs on Lincoln Road, with the limited purpose of providing identification for businesses on side streets, amendments to Chapter 82 of the City Code, as well as Chapter 6 of the LDRs, would be required. In this regard, unless otherwise permitted elsewhere in the City Code, general advertising signs are prohibited in the city, including within public rights-of-way.

An amendment to the LDRs would require a referral to the Planning Board, as well as two readings of the ordinance. An amendment to Chapter 82 does not require Planning Board review, just two readings of the ordinance. Additionally, if the code should be amended to allow identification and advertising signs for side street businesses off Lincoln Road, the approval of the Historic Preservation Board would be required for such signs.

Currently the only general advertising permitted on Lincoln Road is within approved directory signs. As it pertains to the size, location and design of any future right-of-way signs on Lincoln Road, if the proposal should move forward, it might be worthwhile to consider engaging the design

consultant for the Lincoln Road project, James Corner Field Operations, to develop a standard for such signs. Depending on the scope of the work involved, this may have budget implications.

Should the City Commission vote in favor of moving forward with a pilot program for directional signage on Lincoln Road, as recommended by the LUSC, further evaluation would be needed regarding an appropriate method for implementing such a program. In this regard, the special event permit (SEP) process utilized for Lincoln Road might be an option. However, special events on Lincoln Road are of a limited duration in time, which means that any directional signage installed pursuant to an SEP may need to be removed at the conclusion of the special event period. The City Manager has the discretion to approve a SEP for events that exceed the consecutive day clause / limit of permissible events per venue, as well as the discretion to amend, modify or temporarily suspend the permit for such events.

Regardless of whether the proposed directional sign program moves forward on a permanent or temporary basis, a qualified vendor would need to be retained for the design and fabrication of the signs. Additionally, a process for the installation and maintenance of the signs would need to be established. Finally, as the cost for this proposal has not been identified, budgeted, or appropriated, funding would need to be identified either as an amendment to the adopted Fiscal Year 2025 budget, or as part of the Fiscal Year 2026 Budget process.

After evaluating the proposal, the Administration does not recommend the City Commission move forward with a directional signage program, for the following reasons:

1. Installing signs to on Lincoln Road to identify businesses on side streets would set a precedent for other areas of the city and may result in similar requests for side streets on other major roadways, such as Washington Avenue, Alton Road, 41<sup>st</sup> Street and 71<sup>st</sup> Street.
2. Given the potential number of businesses fronting side streets to the north and south of Lincoln Road, the number of signs could become cumbersome and negatively impact the overall aesthetics of Lincoln Road.
3. The design, installation and maintenance of such a sign program has not been properly developed and would require a budget amendment.
4. Businesses on side streets do have the option of exploring a projecting sign, as opposed to a flat wall sign, which could provide more visibility from Lincoln Road.

### **FISCAL IMPACT STATEMENT**

The cost for this proposal has not been identified, budgeted, or appropriated. As such funding would need to be identified either as an amendment to the adopted Fiscal Year 2025 budget, or as part of the Fiscal Year 2026 Budget process.

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

No.

The Business Impact Estimate (BIE) was published on . See BIE at:  
<https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notice/>

### **FINANCIAL INFORMATION**

Not Applicable

## **CONCLUSION**

The Administration recommends that the City Commission discuss and conclude the item with no further action.

## **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**

Planning

## **Sponsor(s)**

Commissioner David Suarez

## **Co-sponsor(s)**