

R7 C 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 JANUARY 29, 2025 MEETING, AND APPROVING, BY 5/7TH VOTE, FOLLOWING A DULY NOTICED PUBLIC HEARING, THE CO-NAMING OF 17TH STREET BETWEEN WASHINGTON AVENUE AND ALTON ROAD AS "NORMAN BRAMAN WAY," SUBJECT TO FINAL APPROVAL OF THE CO-NAMING BY THE MIAMI-DADE COUNTY BOARD OF COUNTY COMMISSIONERS, IN ACCORDANCE WITH SECTION 2-1, RULE 9.02 OF THE MIAMI-DADE COUNTY CODE.

Applicable Area:

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Eric Carpenter, City Manager
DATE: April 23, 2025 9:56 a.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 JANUARY 29, 2025 MEETING, AND APPROVING, BY 5/7TH VOTE, FOLLOWING A DULY NOTICED PUBLIC HEARING, THE CO-NAMING OF 17TH STREET BETWEEN WASHINGTON AVENUE AND ALTON ROAD AS "NORMAN BRAMAN WAY," SUBJECT TO FINAL APPROVAL OF THE CO-NAMING BY THE MIAMI-DADE COUNTY BOARD OF COUNTY COMMISSIONERS, IN ACCORDANCE WITH SECTION 2-1, RULE 9.02 OF THE MIAMI-DADE COUNTY CODE.

RECOMMENDATION

The City Administration ("Administration") recommends that the Mayor and City Commission ("City Commission") adopt the Resolution (Attachment A) pursuant to the recommendation of the Public Safety and Neighborhood Quality of Life Committee ("PSNQLC" or "Committee").

BACKGROUND/HISTORY

At the December 11, 2024, City Commission meeting, at the request of Commissioner Alex Fernandez and Commissioner Joseph Magazine, the City Commission referred an agenda item (C4 R) to the PSNQLC to discuss co-naming 17 Street in honor of Norman Braman along with any amendment to Section 82-503 of the City of Miami Beach ("City") Code that may be required to accomplish the co-naming.

Norman Braman, born on August 22, 1932, in West Chester, Pennsylvania, is married to Irma Braman. Mr. Braman has created a legacy in South Florida, not only through his business achievements but also through his deep commitment to enhancing the well-being of others. His leadership and generosity have shaped the cultural, healthcare and civic fabric of Miami Beach and beyond.

Norman Braman has played a pivotal role in advancing cancer care in our region. His philanthropic leadership was instrumental in the establishment of the Braman Comprehensive Cancer Center at Mount Sinai Medical Center, which is set to open in 2026. This center will provide state-of-the-art, personalized, and comprehensive cancer care for individuals across the region, leaving a lasting impact on the South Florida healthcare system.

Mr. Braman has also been key in preserving the memory of the Holocaust in Miami Beach. Mr. Braman is an original founder and former president of the Miami Beach Holocaust Memorial, a place of reflection, education, and remembrance for the community. His leadership in establishing the Memorial has helped future generations understand the significance of Holocaust remembrance and the importance of combating intolerance and hatred.

Additionally, Mr. and Mrs. Braman have been influential patrons of the arts, with a particular focus

on bringing world-class cultural events and exhibitions to Miami Beach. In the early 2000s, they helped bring the Swiss art fair Art Basel – one of the most prestigious contemporary art fairs in the world – to Miami Beach. Their contributions to the arts have solidified Miami Beach as a prominent destination for artistic and cultural innovation.

To co-name a City street in honor of Mr. Braman, an individual who has made lasting and significant contributions to the City of Miami Beach community through healthcare philanthropy, and arts and culture, the adoption of the limited, additional co-naming criteria in Section 82-503 of the City Code is required.

The sponsors respectfully submit that Norman Braman is worthy of consideration for a street co-naming opportunity to mark his contributions as a lifelong philanthropist, civic leader, and champion of healthcare, education and cultural preservation in our community.

ANALYSIS

Under existing criteria in Section 82-503 of the City Code, City streets or portions thereof, located in the City may be co-named in honor of: 1) a Miami Beach police officer who died or was killed in the line of duty; 2) a public facility located on the street to be co-named; 3) a private not-for-profit organization with significant historic value to the city and associated with structures which have a significant historical value or architectural significance to the city; 4) a geographic area within the city; 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; 6) a deceased person who served as the spiritual leader of a prominent religious institution in the City of Miami Beach for 35 or more years and resided in the City of Miami Beach (expired on July 1, 2019); 7) a deceased person who is known for their role as a gay-rights pioneer and as one of the first openly LGBTQ people ever elected to public office in the U.S. (expired on May 1, 2022); 8) a deceased historical figure who was instrumental in helping Latin American countries achieve independence from the Spanish Empire (expired on July 1, 2022); 9) a prominent Jewish figure who made significant civic contributions to Jewish history and/or Jewish-related initiatives (expired on September 30, 2022); 10) a deceased Cuban-American artist who made vast contributions to Latin music history and culture (expired January 31, 2023); 11) a deceased photographer who documented the life and residents of Miami Beach (expired March 1, 2023); 12) a deceased spiritual leader of a prominent religious institution in the City of Miami Beach who also made significant civic contributions to the City (shall automatically expire on May 31, 2025); 13) a Grammy-award winning singer, actress, songwriter, author, philanthropist, and businesswoman who made extraordinary contributions to music and culture in the United States and internationally (shall automatically expire on July 31, 2027); 14) a deceased internationally renowned art collector who significantly contributed to the City's arts and culture (shall automatically expire on July 31, 2027); 15) notable women who made significant contributions to the civic and/ or political fabric of Miami Beach (shall automatically expire on July 31, 2027); and 16) a dedicated athlete, world-renowned streak runner, and community icon who made significant contributions to the wellness culture of Miami Beach (shall automatically expire on December 31, 2027).

Whenever a request is made to co-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.

At the January 29, 2025, PSNQLC meeting, the Committee passed a motion recommending that the City Commission adopt an ordinance amending the City Code to include a criterion to allow the co-naming of 17 Street between Washington Avenue and Alton Road as “Norman Braman Way.”

At the March 19, 2025, City Commission meeting, the City Commission approved an ordinance (on first reading) amending the City Code to include subsection 82-503(c)(1)(a)(17) – “an individual who made lasting and significant contributions to the Miami Beach community through healthcare philanthropy, and arts and culture.” The Second Reading of the Ordinance is slated for City Commission consideration on April 23, 2025.

The proposal to co-name 17 Street between Washington Avenue and Alton Road as “Norman Braman Way” would fall under the specific criteria outlined in subsection 82-503(c)(1)(a)(17) of the City Code - “an individual who made lasting and significant contributions to the Miami Beach community through healthcare philanthropy, and arts and culture.”

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 co-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 will coordinate with Miami-Dade County Department of Transportation and Public Works (“DTPW”) staff on the fabrication and installation of the new street co-name signs.

FISCAL IMPACT STATEMENT

The cost of fabricating and installing two (2) standard street co-designation signs at the west and east ends of the proposed “Norman Braman Way” (17 Street between Washington Avenue and Alton Road) would be approximately \$500. 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 co-designation signage is included within the Transportation and Mobility Department’s Operating Budget.

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-notice/>

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 co-naming of 17 Street between Washington Avenue and Alton Road as “Norman Braman Way”, and subject to final approval of the street co-naming by the BCC, the Administration will coordinate with DTPW on the manufacturing and installation of the new street co-designation signs.

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

Transportation and Mobility

Sponsor(s)

Commissioner Alex Fernandez

Co-sponsor(s)

Commissioner Joseph Magazine

Condensed Title

9:56 a.m. PH, Accept Rec/Co-Name 17th Street - "Norman Braman Way."
(Fernandez/Magazine) TR 5/7

Previous Action (For City Clerk Use Only)



COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Commissioner Alex Fernandez
Commissioner Joseph Magazine

DATE: December 11, 2024

TITLE: REFERRAL TO THE PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE TO CONSIDER CO-NAMING 17TH STREET IN HONOR NORMAN BRAMAN.

RECOMMENDATION

BACKGROUND/HISTORY

ANALYSIS

Please place on the December 11, 2024 agenda a referral to the Public Safety and Neighborhood Quality of Life Committee (“PSNQLC”) from Commissioners Alex J. Fernandez and Joseph Magazine to consider the co-naming of 17th Street, in honor of Norman Braman, along with any amendment to Section 82-503 of the City Code that may be required to accomplish the naming.

Whenever a request is made to co-name streets or portions thereof, 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, the 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 a relevant subsection of 82-503(c) of the City Code.

Norman Braman was born on August 22, 1932, in West Chester, Pennsylvania. He is married to Irma Miller. Mr. Braman has left a lasting impact on South Florida, not only through his business achievements but also through his deep commitment to enhancing the well-being of others. His leadership and generosity have shaped the cultural, healthcare and civic fabric of Miami Beach and beyond.

Norman Braman has played a pivotal role in advancing cancer care in our region. His philanthropic leadership was instrumental in the establishment of the Braman Comprehensive Cancer Center at Mount Sinai Medical Center, which is set to open in 2025. This center will provide state-of-the-art, personalized, and comprehensive cancer care for individuals across the region, leaving a lasting impact on South Florida healthcare system.

Mr. Braman has also been key in preserving the memory of the Holocaust in Miami Beach. Mr. Braman is an original founder and former president of the Miami Beach Holocaust Memorial, a place of reflection, education, and remembrance for the community. His leadership in establishing the Memorial has helped future generations understand the significance of Holocaust remembrance and the importance of combating intolerance and hatred.

Additionally, Mr. Braman have been influential patrons of the arts, with a particular focus on bringing world-class cultural events and exhibitions to Miami Beach. In the early 2000s, they helped bring the Swiss art fair Art Basel – one of the most prestigious contemporary art fairs in the world – to Miami Beach. Their contributions to the arts have solidified Miami Beach as a prominent destination for artistic and cultural innovation.

To co-name a City street in honor of Mr. Braman who has made lasting and significant contributions to the City of Miami Beach community through healthcare philanthropy, and arts and culture, the adoption of the limited, additional co-naming criteria in Section 82-503 of the City Code is required.

The sponsors respectfully submit that Norman Braman is worthy of consideration for a naming opportunity to mark his contributions as a lifelong philanthropist, civic leader, and champion of healthcare, education and cultural preservation in our community.

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

CONCLUSION

Applicable Area

Citywide

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

City Attorney

Sponsor(s)

Commissioner Alex Fernandez
Commissioner Joseph Magazine

Co-sponsor(s)

Condensed Title

Ref. PSNQLC: Co-naming 17th Street in Honor of Norman Braman. (Fernandez/Magazine) CA

RESOLUTION NO. _____

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 JANUARY 29, 2025 MEETING, AND APPROVING, BY 5/7TH VOTE, FOLLOWING A DULY NOTICED PUBLIC HEARING, THE CO-NAMING OF 17TH STREET BETWEEN WASHINGTON AVENUE AND ALTON ROAD AS "NORMAN BRAMAN WAY," SUBJECT TO FINAL APPROVAL OF THE CO-NAMING BY THE MIAMI-DADE COUNTY BOARD OF COUNTY COMMISSIONERS, IN ACCORDANCE WITH SECTION 2-1, RULE 9.02 OF THE MIAMI-DADE COUNTY CODE.

WHEREAS, at the December 11, 2024, City Commission meeting, at the request of Commissioner Alex Fernandez and Commissioner Joseph Magazine, the City Commission referred an agenda item (C4 R) to the PSNQLC to discuss co-naming 17th Street in honor of Norman Braman along with any amendment to Section 82-503 of the City of Miami Beach ("City") Code that may be required to accomplish the co-naming; and

WHEREAS, on April 23, 2025, the Mayor and City Commission adopted an ordinance amending Section 82-503(c) of the City Code to provide for additional criteria for the co-naming of a street in honor of an individual who made lasting and significant contributions to the Miami Beach community through healthcare philanthropy, and arts and culture; and

WHEREAS, Norman Braman, born on August 22, 1932, in West Chester, Pennsylvania, is married to Irma Miller; and

WHEREAS, Mr. Braman has created a legacy in South Florida, not only through his business achievements but also through his deep commitment to enhancing the well-being of others; and

WHEREAS, his leadership and generosity have shaped the cultural, healthcare and civic fabric of Miami Beach and beyond; and

WHEREAS, Norman Braman has played a pivotal role in advancing cancer care in our region; and

WHEREAS, his philanthropic leadership was instrumental in the establishment of the Braman Comprehensive Cancer Center at Mount Sinai Medical Center, which is set to open in 2026; and

WHEREAS, the Braman Comprehensive Cancer Center will provide state-of-the-art, personalized, and comprehensive cancer care for individuals across the region, leaving a lasting impact on the South Florida healthcare system; and

WHEREAS, Mr. Braman has also been key in preserving the memory of the Holocaust in Miami Beach; and

WHEREAS, Mr. Braman is an original founder and former president of the Miami Beach Holocaust Memorial, a place of reflection, education, and remembrance for the community; and

WHEREAS, leadership in establishing the Memorial has helped future generations understand the significance of Holocaust remembrance and the importance of combating intolerance and hatred; and

WHEREAS, Mr. Braman and Ms. Miller have been influential patrons of the arts, with a particular focus on bringing world-class cultural events and exhibitions to Miami Beach; and

WHEREAS, in the early 2000s, they helped bring the Swiss art fair Art Basel – one of the most prestigious contemporary art fairs in the world – to Miami Beach; and

WHEREAS contributions to the arts have solidified Miami Beach as a prominent destination for artistic and cultural innovation; and

WHEREAS, the sponsors respectfully submit that Norman Braman is worthy of consideration for a street co-naming opportunity to mark his contributions as a lifelong philanthropist, civic leader, and champion of healthcare, education and cultural preservation in our community; and

WHEREAS, as 17th Street is a platted, public road, the proposed co-naming must be approved by the Miami-Dade County Board of County Commissioners pursuant to Rule 9.02 of Section 2-1 of the Miami-Dade County Code.

NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission hereby accept the recommendation of the Public Safety and Neighborhood Quality and approve, by 5/7th vote, following a duly noticed public hearing, the co-naming of 17th Street between Washington Avenue and Alton Road as “Norman Braman Way,” subject to final approval of the co-naming by the Miami-Dade County Board of County Commissioners, in accordance with Section 2-1, rule 9.02 of the Miami-Dade County Code.

PASSED AND ADOPTED this ____ day of _____ 2025.

Steven Meiner, Mayor

ATTEST:

Rafael E. Granado, City Clerk

(Sponsored by Commissioner Alex J. Fernandez
Co-Sponsored by Commissioner Joseph Magazine)

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION



City Attorney

11/13/2025

Date