

C7 N A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING THE LIGHT POLE BANNER APPLICATION AS SUBMITTED BY THE ORANGE BOWL HOST COMMITTEE FOR THE CAPITAL ONE ORANGE BOWL PLAYOFF SEMIFINAL GAME TAKING PLACE ON JANUARY 9, 2025 AT THE HARD ROCK STADIUM, LOCATED IN THE CITY OF MIAMI GARDENS, FLORIDA.

Applicable Area:

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Eric Carpenter, City Manager

DATE: December 11, 2024

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING THE LIGHT POLE BANNER APPLICATION AS SUBMITTED BY THE ORANGE BOWL HOST COMMITTEE FOR THE CAPITAL ONE ORANGE BOWL PLAYOFF SEMIFINAL GAME TAKING PLACE ON JANUARY 9, 2025 AT THE HARD ROCK STADIUM, LOCATED IN THE CITY OF MIAMI GARDENS, FLORIDA

### **RECOMMENDATION**

The Administration recommends the Mayor and City Commission adopt the Resolution to approve the light pole banner application submitted by the Orange Bowl Host Committee for the Capital One Orange Bowl Playoff Semifinal game.

### **BACKGROUND/HISTORY**

The Orange Bowl Host Committee has submitted a light pole banner application for approval to install 88 banners throughout the City of Miami Beach to promote the Capital One Orange Bowl Playoff Semifinal Game taking place on January 9, 2025 at the Hard Rock Stadium, located in the City of Miami Gardens, Florida.

### **ANALYSIS**

The application submitted by the Orange Bowl Host Committee is requesting installation of 88 banners from December 17, 2024 to January 10, 2025 in the following locations through the City of Miami Beach:

- A1A (McArthur Causeway) from Fountain to Terminal Isle – 10 banners
- 5<sup>th</sup> Street from Alton Road to Ocean Drive – 4 banners
- Washington Ave from South Point Drive to 5<sup>th</sup> Street - 10 banners
- 17<sup>th</sup> Street from Collins Ave to Alton Road (westbound) 6 banners
- Alton Road from Chase Ave to Dade Blvd – 10 banners
- Collins from 5<sup>th</sup> to 23<sup>rd</sup> Street -10 banners
- Collins between 23<sup>rd</sup> to 41st St -10 banners
- Collins from 41st<sup>th</sup> St to 44<sup>th</sup> Street – 10 banners
- Collins Ave from 44<sup>th</sup> Street to 47<sup>th</sup> Street -10 banners
- On Lincoln Road from Collins Ave to Washington Ave – 4 banners
- On Meridian Ave from 16<sup>th</sup> Street to Lincoln Road North – 4 banners

The City Code provides parameters for the installation of banners. According to City Code Sec. 82-411. - Prohibited signs generally; exemptions; banners; removal:

(d) Light pole banners. Banners affixed to light poles or other similar structures on the public right-of-way shall be subject to the following regulations:

(1) The right to install, as well as the number, location and method of installation of banners shall be subject to the design review process and approved by the city manager, or his/her designee for special events taking place in the city, and by the city commission for special events held outside of the city.

- a. In considering whether to approve light pole banners for events held outside of the city, the city commission may, among other factors, consider whether the municipality or other governmental entity hosting that special event would reciprocate such action within its own jurisdiction for special events taking place in the city.

Considering the event is taking place outside of the city, the City Commission is requested to review and approve the application. Additionally, since some of the locations are on state roads, the applicant will require approval by the Florida Department of Transportation.

Tangentially, the Orange Bowl Committee has submitted a special event application with the City for an annual Orange Bowl Beach Run, scheduled to take place on December 15, 2024. Although the playoff semifinal game is scheduled to take place in a different municipality, it is expected that attendees will stay in Miami Beach hotels and patronize the businesses within the City.

## **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**

The Administration recommends the Mayor and City Commission approve the light pole banner application submitted by the Orange Bowl Host Committee for the Capital One Orange Bowl Playoff Semifinal game taking place on January 9, 2025 at the Hard Rock Stadium, located in the City of Miami Gardens, Florida.

## **Applicable Area**

Citywide

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

**Is this item related to a G.O. Bond Project?**

No

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**

Resolution approving light pole banner application for Orange Bowl Host Committee



# MIAMI BEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, [www.miamibeachfl.gov](http://www.miamibeachfl.gov)

PLANNING DEPARTMENT

Tel: 305.673.7550 , Fax: 305.673.7559

TOURISM AND CULTURAL DEVELOPMENT

Tel: 305.673.7577 , Fax: 305.673.7063

## LIGHT POLE BANNER APPLICATION

Application Date: 11/21/2024

(submit a min. of 30 days prior to installation)

### EVENT DETAILS

Name of Special Event: Capital One The Orange Bowl Playoff Semifinal

Location of Special Event: Hard Rock Stadium

Date(s) of Event: Jan 9, 2025

Name of Sponsor: Capital One

Nonprofit? ☒ YES / NO ☐

Host Organization: Orange Bowl Host Committee

Nonprofit? ☐ YES / NO ☒

Is Banner for a public institution?

If yes, provide name and address:

Installation Date: 12/17/2024

Removal Date: 1/10/2025

Aggregate area of all text (S.F.): 25%

Banner Size: 3' w x 7' h

Note: the sum of all text on the banner shall not exceed 25% of the total banner area. For a 3'x7' banner, the area of all text is limited to 5.25 S.F. A dimensioned drawing shall be provided to verify the text area calculations and banner design.

List all text on Banner: Playoff Semi Final Capital One Orange Bowl

Note: text is limited to name of event, name of sponsor, and date of event.

Name of Corporate Symbol(s) or Logo(s) displayed on banner: Capital One

Area of corporate symbol(s) or logo(s):

Total # of Banners: 88

Note: One symbol or logo is limited to 5% of the total banner area or 1 S.F., whichever is smaller. A 3'x7' banner is limited to 1 S.F. Two or more symbols are limited to 10% of the total area, or 2 S.F., whichever is smaller.

Banner Material: Vinyl

Double faced? ☒ YES / NO ☐

### BANNER DETAILS

### CONTACT INFO.

Name and Address of Contractor: AAA Flag & Banner d/b/a A3 Visual , 1450 E 11th Ave, Hialeah , FL 33010

Name and Address of Applicant/Company: Orange Bowl Host Committee 14360 NW 77th Cy. Miami Lakes, FL 33016

Signature of applicant and date:

Phone: 305-341-4716

email: mmorrall@orangebowl.org

### GENERAL INFO.

The sponsoring organization shall be required to provide a certificate of insurance that covers the sponsor's property, as well as the property of the City. This shall be approved by the City's office of Risk Management.

A performance bond shall be required to ensure the removal of the banners in case of advanced deterioration of the banners, or if a dangerous condition presents itself, the city may at its sole discretion direct banners to be removed at any time.

Please refer to City Code Section 82-411 (d) for all regulations pertaining to Light Pole Banners.

Please provide three (3) copies of all required documents as part of this application.

List all banner locations on a separate sheet.

Approvals from ALL Departments required prior to banner installations.

Review and approval from Tourism and Cultural Development required PRIOR to any other approval.

DO NOT WRITE BELOW THIS LINE - FOR STAFF USE ONLY

### APPROVALS

Tourism and Cultural Development	Planning Department	City Manager
File No:	File No:	File No:
Approval by:	Approval by:	Approval by:
Date:	Date:	Date:
MCR: Fee:	MCR: Fee: \$50	MCR: Fee:

ORANGE BOWL - COLLEGE FOOTBALL PLAYOFFS -- SEMI FINALS

Game Night JANUARY 9, 2025

**Miami Beach** ( Wait on these 12.17.21)

A1A (McArthur Causeway) from Fountain to Terminal Isle	10 °
5 <sup>th</sup> Street from Alton Road to Ocean Drive	04
Washington Ave from South Point Drive to 5 <sup>th</sup> Street	10
17 <sup>th</sup> Street from Collins Ave to Alton Road ( westbound)	06
Alton Road from Chase Ave to Dade Blvd	10 °
Collins from 5 <sup>th</sup> to 23 <sup>rd</sup> Street	10 °
Collins between 23 <sup>rd</sup> to 41st St	10
Collins from 41st <sup>th</sup> St to 44 <sup>th</sup> Street	10
Collins Ave from 44 <sup>th</sup> Street to 47 <sup>th</sup> Street	10
On Lincoln Road from Collins Ave to Washington Ave	04
On Meridian Ave from 16 <sup>th</sup> Street to Lincoln Road North	<u>04</u>
	88

MIAMI BEACH - 3'-0" X 7'-0"



INFINITE SCALE DESIGN FOR SPORTS

APPROVED	NOT APPROVED

12/02/2024  
Round 5

MIA

STREET BANNERS

3

# APPLICATION TO PLACE BANNERS ON NON LIMITED ACCESS RIGHT OF WAY

**FOR FDOT USE ONLY**

Permit No.:

**APPLICANT INFORMATION**

Name of Applicant/Organization: AAA Flag and Banner d/b/a A3 Visual on behalf of The Orange Bowl

Address: 1450 E 11th Ave Hialeah Florida 33010

Telephone #: 305-474-7600 Fax #: 305-474-7766 E-Mail: retta@a3visual.com

Contact person (This person will serve as the contact person for all questions concerning the banner application and placement): Retta Logan, AAA Flag and Banner d/b/a A3 Visual

Address (if different from above): 1450 E 11th Ave Hialeah Florida 33010

Telephone #: 305-474-7600 Fax #: 305-474-7766 E-Mail: retta@a3visual.com

Date of Request:

**LOCATION AND DISPLAY PERIOD**This is a request to place ☒ pole banners ☐ street banners ☐ on the right of way of:

Highway name &amp; number: A1A/Collins Ave

From (south or west limits): 5th street

To (north or east limits): 47th street

Highway name &amp; number: A1A/MacArthur Causeway

From (south or west limits): Fountain Street

To (north or east limits): Terminal Isle

Highway name &amp; number: SR 907/Alton Road

From (south or west limits): N Michigan Ave

To (north or east limits): Chase Ave

Highway name &amp; number: A1A/5th Street

From (south or west limits): Alton Road

To (north or east limits): Ocean Drive

Projected installation date: Dec 17, 2024

Banners will be removed on or before (if applicable): Jan 10, 2025

Signature of Applicant  
or Contact Person:

Date: 11/12/2024

**LOCAL GOVERNMENTAL ENTITY APPROVAL**

Name of Local Governmental Entity: City of Miami Beach

Name of signing official (please print): Rickelle Williams, Assistant City Manager

Telephone #: 305-673-7000

Fax #:

E-Mail:

rickellewilliams@miamibeachfl.gov

Signature of local official:

Date:

**CONDITIONS AND STIPULATIONS AGREED TO BY THE APPLICANT**

1. Pole banners must be at least 14 ½ feet above the pavement elevation. Street banners must be a minimum of eighteen (18) feet above the pavement elevation.
2. Pole banners will clear the face of the curb (if present) by at least two (2) feet.
3. The applicant (or applicant's designee) will maintain the banners as permitted.
4. The installation of the banners will not require the installation of poles or other support devices on the right of way.
5. The applicant and sponsoring organization will hold the Florida Department of Transportation harmless to the extent allowed by the laws of Florida in all matters concerning the banners and bear all expenses for defense of claims against the Florida Department of Transportation.
6. The applicant is responsible for any damages to public property resulting from the materials or the work of this permit.
7. A sketch of the proposed banners is attached.
8. View of traffic control devices is not impeded to those served by the erection of these permitted banners.

Signature of District Permits

Engineer (or designee):

Date:



STATE OF FLORIDA DEPARTMENT OF TRANSPORTATION  
**APPLICATION TO PLACE BANNERS ON NON LIMITED ACCESS  
RIGHT OF WAY**

**APPLICATION FOR BANNER**

**AGREEMENT:** By signing the reverse of this form, each applicant agrees to the provisions of Section 14-43.001(5)(d), Florida Administrative Code:

1. To the extent provided by law, the Applicant shall indemnify, defend, and hold harmless the Department and all of its officers, agents, and employees from any claim, loss, damage, cost, charge, or expense arising out of any act, error, omission, or negligent act by the Applicant(s), its agents or employees arising from activities under this permit.
2. When the Department receives a notice of claim for damages that may have been caused by the Applicant in the performance of activities that arise under this permit, the Department will forward the claim to the Applicant. The Applicant and the Department will evaluate the claim and report their findings to each other within 14 working days and will discuss options in defending the claim. The Applicant shall bear all expenses for defense of claims against the Department.

**REQUIRED ATTACHMENTS:**

- A sketch or drawing of the banner(s), drawn to scale, including any message, logo, or emblem that will appear on the banner.
- A sketch of the specific location(s) of the banner(s), including height, location of supports, proximity to utility poles.
- Sketches, photographs, or specific descriptions of the method used to affix the banner to the support structure.
- Load rating analysis (or photocopy of previously-submitted analysis) bearing the seal of a professional engineer.