

C4 R REFERRAL TO THE PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE TO CONSIDER CO-NAMING 17TH STREET IN HONOR NORMAN BRAMAN.

Applicable Area:



**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-notice/>

### **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