

C4 L REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE AND THE PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE TO DISCUSS THE ACTIVATION OF ALLEYS IN SOUTH BEACH (ART DECO SIGNS) AND NORTH BEACH (MIMO SIGNS).

Applicable Area:

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Commissioner Tanya K. Bhatt

DATE: July 24, 2024

TITLE: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE AND THE PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE TO DISCUSS THE ACTIVATION OF ALLEYS IN SOUTH BEACH (ART DECO SIGNS) AND NORTH BEACH (MIMO SIGNS).

### RECOMMENDATION

### BACKGROUND/HISTORY

### ANALYSIS

Please place on the July 24, 2024, agenda a dual referral to the Finance and Economic Resiliency Committee ("FERC") and the Public Safety and Neighborhood Quality of Life Committee to discuss the activation of alleys in South Beach (SoBe) with Art Deco signs and in North Beach (NoBe) with Miami Modern (MiMo) signs. This initiative is in furtherance of a previously referred item (April 3, 2024 City Commission meeting item C4O), which was also a dual referral to the FERC and the PSLQLC. The objective is to improve alley engagement and safety.

Alleys in urban areas, including Miami Beach, often become breeding grounds for crime and unsavory activities due to their hidden and neglected nature. By reclaiming these alleys and transforming them into engaging, well-lit spaces, we can deter criminal activities and enhance public safety.

The concept is to activate alleys through the installation of Art Deco signs and historical markers in South Beach, and MiMo signs and historical markers in North Beach. We can utilize Miami Beach's iconic neon signage from the Art Deco and Miami Modern eras to create visually engaging elements. The City should explore collaboration with cultural anchors such as the Miami Design Preservation League and the Wolfsonian to create and curate QR code-generated self-guided walking tours accessible via smartphones. The alley activations should celebrate and elevate recognition of Miami Beach's historical and architectural heritage.

This project will not only beautify the alleys, but has the potential of enhancing public safety by transforming dark, neglected alleys into safe, engaging and Instagram-ready destinations. The application of Crime Prevention Through Environmental Design (CPTED) best practices could assist in this endeavor. Of course, the installations would need to be installed to ensure they do not block or interfere with vehicular access or impinge on residents' privacy and sleep.

This project has the potential to capture local, national, and international nostalgia for Miami Beach's unique history and culture.

References:

- Las Vegas Neon Museum: <https://www.neonmuseum.org/>
- Study/history of MB hotel names: <https://www.jstor.org/stable/453627?seq=1>
- Neon Alley Lights Up Pueblo: <https://springsmag.com/neon-alley-lights-up-pueblo/>
- Alberta Canada Neon Sign Museum:  
<https://www.facebook.com/travelalbertacanada/posts/the-neon-sign-museum-the-first-of-its-kind-in-canada-is-a-free-outdoor-museum-fe/10158192443328942/>

The appropriate members of the Administration should be prepared to discuss the financial and logistical implications of this proposal, and how best to move forward. Additionally, the Miami Beach Police Department (MBPD) should be prepared to discuss how this initiative could improve crime issues in these two parts of our 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-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 Tanya K. Bhatt

**Co-sponsor(s)**

**Condensed Title**

Ref: FERC/PSNQLC - Activation of Alleys, SoBe and NoBe. (Bhatt) CA