

R5 R MASSAGE THERAPY CENTERS – NORTH BEACH USE REGULATIONS  
AN ORDINANCE OF THE MAYOR AND CITY COMMISSION OF THE CITY OF  
MIAMI BEACH, FLORIDA, AMENDING THE RESILIENCY CODE OF THE CITY OF  
MIAMI BEACH, BY AMENDING CHAPTER 7, ENTITLED “ZONING DISTRICTS  
AND REGULATIONS,” ARTICLE 3, ENTITLED “OVERLAY DISTRICTS,” AT  
SECTION 7.3.10, ENTITLED “NORTH BEACH COMMERCIAL CHARACTER  
OVERLAY,” TO ESTABLISH REGULATIONS AND REQUIREMENTS FOR  
MASSAGE THERAPY CENTERS WITHIN THE OVERLAY; AND PROVIDING FOR  
REPEALER, SEVERABILITY, CODIFICATION, AND AN EFFECTIVE DATE.  
Applicable Area:

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Eric Carpenter, City Manager

DATE: October 30, 2024 5:03 p.m. Second Reading Public Hearing

TITLE: MASSAGE THERAPY CENTERS – NORTH BEACH USE REGULATIONS  
AN ORDINANCE OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, AMENDING THE RESILIENCY CODE OF THE CITY OF MIAMI BEACH, BY AMENDING CHAPTER 7, ENTITLED “ZONING DISTRICTS AND REGULATIONS,” ARTICLE 3, ENTITLED “OVERLAY DISTRICTS,” AT SECTION 7.3.10, ENTITLED “NORTH BEACH COMMERCIAL CHARACTER OVERLAY,” TO ESTABLISH REGULATIONS AND REQUIREMENTS FOR MASSAGE THERAPY CENTERS WITHIN THE OVERLAY; AND PROVIDING FOR REPEALER, SEVERABILITY, CODIFICATION, AND AN EFFECTIVE DATE.

### **RECOMMENDATION**

The Administration recommends that the City Commission adopt the ordinance.

### **BACKGROUND/HISTORY**

On September 14, 2022, at the request of Commissioner Alex Fernandez, the City Commission referred a proposed amendment regarding commercial district use regulations in North Beach (C4 X) to the Land Use and Sustainability Committee (LUSC) and the Planning Board. On March 1, 2023, the LUSC discussed a proposed ordinance regulating certain uses in North Beach and moved it to the Planning Board.

The LUSC also bi-furcated and continued the discussion pertaining to potential regulations for massage therapy centers to the May 10, 2023 LUSC meeting. On May 10, 2023, the LUSC endorsed the proposed ordinance pertaining to the regulation of massage therapy centers in North Beach and recommended that the Planning Board transmit the ordinance to the City Commission with a favorable recommendation.

### **ANALYSIS**

Massage therapy centers are defined as follows under the Land Development Regulations (LDRs) of the City Code:

*Massage therapy center* means an establishment that offers, sells, or provides manipulations of the tissues or other tactile stimulation of the human body with the hand, foot, arm, leg, elbow, or part of the torso, whether or not aided by any electrical or mechanical device; and may include bathing, hydrotherapy, thermal therapy, or application of chemicals, oils, lotions, or similar preparations to the human body.

The current regulations in the Art Deco/MiMo Commercial Character Overlay incorporate regulations that are applicable to the Ocean Terrace/Harding Town Site area of the overlay which limit the hours of massage therapy centers from 7:00 a.m. to 9:00 p.m., in order to minimize potential negative impacts from such establishments.

The proposed ordinance would make the restrictions on hours applicable to the entire North Beach Commercial Character Overlay. In addition, the ordinance provides additional regulations regarding the permitted locations of massage therapy centers as follows:

#### Permitted Use Locations

1. State certified schools for obtaining a massage therapy license.
2. Multi-family residential buildings, apartment hotels, suite hotels or hotels with at least 50 rooms, as an accessory use.
3. Fitness centers, gyms and wellness centers, as a component of the main use.
4. State licensed medical offices and clinics, such as physical therapy centers.

#### Conditional Use Locations

1. Within office buildings located in a commercial district, TC district, or TC-C district.
2. Within multi-family residential buildings, apartment hotels, suite hotels or hotels with less than 50 units.

In all other locations in North Beach, massage therapy centers would be prohibited.

When properly regulated and operated, massage therapy centers provide beneficial services to the community, and the proposed regulations are intended to better define locations for massage therapy centers to operate.

#### **PLANNING BOARD REVIEW**

On June 27, 2023, the Planning Board held a public hearing and transmitted the proposed ordinance to the City Commission with a favorable recommendation (6-0).

#### **UPDATE**

On July 26, 2023, the City Commission approved the subject ordinance at First Reading, with no changes, and scheduled Second Reading / Adoption for September 13, 2023. The City Commission also waived the applicable fees based on the proposed amendment implementing best practices in urban planning.

On September 13, 2023, the item was deferred to December 13, 2023, with no discussion. On December 13, 2023, the item was deferred to January 31, 2024, with no discussion, and on January 31, 2024, the item was deferred to April 3, 2024, with no discussion. The item was not reached at the April 3, 2024, meeting and was moved to the May 15, 2024 meeting.

On May 15, 2024, at the request of the item sponsor, the City Commission referred the item to the LUSC (R5 G). On June 10, 2024 the item was deferred to a future LUSC meeting. On September 5, 2024, the LUSC discussed the proposal and recommended that the City Commission adopt the ordinance at Second Reading, with an amendment to allow massage therapy centers at the first floor in commercial districts, subject to CUP approval. This amendment is included in the revised ordinance for Second Reading.

#### **FISCAL IMPACT STATEMENT**

No Fiscal Impact

**Does this Ordinance require a Business Impact Estimate?** Yes  
(FOR ORDINANCES ONLY)

If applicable, the Business Impact Estimate (BIE) was published on: 9/27/2024.  
See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notice/>

**FINANCIAL INFORMATION**

Not Applicable

**CONCLUSION**

The Administration recommends the City Commission adopt the ordinance.

**Applicable Area**

North 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 Alex Fernandez

**Co-sponsor(s)**

**Condensed Title**

5:03 p.m. 2nd Rdg, Massage Therapy Centers - North Beach Use Regs. (Fernandez) PL

**Massage Therapy Centers - North Beach Use Regulations**

**ORDINANCE NO. \_\_\_\_\_**

**AN ORDINANCE OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, AMENDING THE RESILIENCY CODE OF THE CITY OF MIAMI BEACH, BY AMENDING CHAPTER 7, ENTITLED "ZONING DISTRICTS AND REGULATIONS," ARTICLE 3, ENTITLED "OVERLAY DISTRICTS," AT SECTION 7.3.10, ENTITLED "NORTH BEACH COMMERCIAL CHARACTER OVERLAY," TO ESTABLISH REGULATIONS AND REQUIREMENTS FOR MASSAGE THERAPY CENTERS WITHIN THE OVERLAY; AND PROVIDING FOR REPEALER, SEVERABILITY, CODIFICATION, AND AN EFFECTIVE DATE.**

**WHEREAS**, the North Beach area of the City includes all properties to the north of 63<sup>rd</sup> Street; and

**WHEREAS**, a large portion of the North Beach area is located within the North Shore National Register District and the Normandy Isles National Register District; and

**WHEREAS**, a large portion of the North Beach area is located within the Normandy Isles Historic District, North Shore Historic District, Harding Townsite Historic District, Altos Del Mar Historic District, and the North Beach Resort Historic District, all of which are locally designated; and

**WHEREAS**, properties fronting Ocean Terrace and Collins Avenue between 73<sup>rd</sup> and 75<sup>th</sup> Streets are within the Harding Townsite historic district and the North Shore National Register historic district; and

**WHEREAS**, properties fronting Harding Avenue between 73<sup>rd</sup> and 75<sup>th</sup> Streets are within the North Shore National Register historic district; and

**WHEREAS**, the City of Miami Beach has undertaken a master planning process for North Beach, in order to encourage the revitalization of the area by improving cultural, retail, and dining experiences for residents and visitors to the area; and

**WHEREAS**, the Mayor and City Commission desire to adopt additional regulations on massage therapy centers to ensure public safety, establish minimum requirements, and mitigate impacts to neighborhoods in the North Beach area; and

**WHEREAS**, the City Commission finds that it is in the best interest of its residents, businesses, and visitors to adopt regulations to protect the public health, safety, welfare, and morals; and

**WHEREAS**, the amendments set forth below are necessary to accomplish all of the above objectives.

NOW THEREFORE, BE IT ORDAINED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA.

**SECTION 1.** Chapter 7, entitled "Zoning Districts and Regulations, Article 3, entitled "Overlay Districts," at Section 7.3.10, "North Beach Commercial Character Overlay District," is hereby amended as follows:

**CHAPTER 7**  
**ZONING DISTRICTS AND REGULATIONS**  
\* \* \*  
**ARTICLE 3. OVERLAY DISTRICTS**  
\* \* \*

**7.3.10 NORTH BEACH COMMERCIAL CHARACTER OVERLAY DISTRICT**

\* \* \*

**7.3.10.2 Compliance with regulations (North Beach Commercial Character Overlay District).**

The following regulations shall apply to the overlay district. There shall be no variances allowed from these regulations. All development regulations in the underlying zoning district and any other applicable overlay regulations shall apply, except as follows:

a. The following limitations shall apply to the commercial uses listed below:

\* \* \*

v. Massage therapy centers shall ~~comply with~~ be subject to the following regulations:

1. Such establishments shall not operate between 9:00 pm and 7:00 am in the Ocean Terrace/Harding Townsite Overlay Area.

2. Such establishments shall ~~only~~ be considered a permitted use in accordance with the following as part of the following developments:

a. State certified schools for obtaining a massage therapy license, as a component of the main use.

b. Multi-family residential buildings, apartment hotels, suite hotels or hotels, with at least 50 units, as an accessory use.

c. Fitness centers, gyms and wellness centers, as a component of the main use.

d. State licensed medical offices and clinics, such as physical therapy centers, as a component of the main use.

3. Such establishments shall ~~only~~ be ~~only~~ permitted as a conditional use as follows:

a. Within office buildings located in a commercial district, TC district, or TC-C district, ~~provided the massage therapy center is located above the first floor.~~

- b. Within multi-family residential buildings, apartment hotels, suite hotels, or hotels, with less than 50 units.

**SECTION 2. REPEALER.**

All ordinances or parts of ordinances and all section and parts of sections in conflict herewith are hereby repealed.

**SECTION 3. CODIFICATION.**

It is the intention of the City Commission, and it is hereby ordained, that the provisions of this Ordinance shall become and be made part of the Code of the City of Miami Beach, as amended; that the sections of this Ordinance may be re-numbered or re-lettered to accomplish such intention; and that the word "ordinance" may be changed to "section" or other appropriate word.

**SECTION 4. SEVERABILITY.**

If any section, subsection, clause or provision of this Ordinance is held invalid, the remainder shall not be affected by such invalidity.

**SECTION 5. EFFECTIVE DATE.**

This Ordinance shall take effect ten days following adoption.

**PASSED** and **ADOPTED** this \_\_\_\_ day of \_\_\_\_\_, 2024.

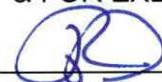
**ATTEST:**

\_\_\_\_\_  
Steven Meiner, Mayor

APPROVED AS TO  
FORM AND LANGUAGE  
& FOR EXECUTION

\_\_\_\_\_  
Rafael E. Granado, City Clerk

First Reading: July 26, 2023  
Second Reading: October 30, 2024

  
\_\_\_\_\_  
City Attorney NK

10/18/2024  
Date

Verified By: \_\_\_\_\_  
Thomas R. Mooney, AICP  
Planning Director

# FROM PAGE 10NW DORAL

- Amendment 7 would change how members are appointed to city boards and agencies. It proposes that each board or agency have five members, with the mayor and each council member appointing one member. Currently, members are appointed by the mayor subject to council approval.

- Amendment 9 proposes changing the review period for the Charter Revision Commission, which operates under the direction of the council to review and suggest changes to the city charter. The review cycle would shift from every five years to every 10 years.

- Amendment 10 seeks to replace the Office of Charter Enforcement with an Office of Inspector General. If the amendment passes the new office would be responsible for conducting investigations, audits, reviews, and oversight of municipal matters, including city contracts, programs, projects and expenditures.

*Verónica Egui Brito:*  
305-376-2664, *VeroEgui*

**MIAMI-DADE COUNTY PUBLIC NOTICE**

**SUBSTANTIAL COMPLIANCE ADVERTISEMENT**

Pursuant to Section 33-310.1A(l) of the Code of Miami-Dade County, the Assistant Director of the Department of Regulatory and Economic Resources has approved the following Substantial Compliance Determination:

**D202400034: Substantial Compliance Determination for PRH Parcel 7 Owner, LLC, for a property located at 6 Fisher Island Drive, in unincorporated Miami-Dade County, Florida.**

Plan entitled "Six Fisher Island – Parcel 7", as prepared by Cohen Freedman Encinosa & Assoc., Architects, PA., consisting of twenty-six (26) sheets dated stamped received August 16, 2024; were found to be substantially in accordance by the Department of Regulatory and Economic Resources and with previous plans approved pursuant to Resolution Z-18-20, passed and adopted by the City Commission on September 24, 2020.

For legal ads online, go to [www.miamidade.gov](http://www.miamidade.gov)

**Avi Piblik**

**REFERANSYONAL REFERANDÒM VIL MIAMI 5 NOVANN 2024**

**HANJMAN TANPORÈ NAN BIWO VÒT**

anpòr manjan vòt anpòr yo. Sipèvizè Eleksyon an te fe chanjman sa yo dapre Seksyon 101.71 Lwa Florid yo.

A SYEN LOKAL	NOUVO LOKAL
Commercial Park, 6447 NE 7 Ave	Little Haiti Cultural Complex, 212 NE 59 Ter
Woodside, 5821 NW 7 Ave	Tuscany Cove Apartments, 5900 NW 7 Ave
Monte Miami-Dade, 2901 W Flagler St	Miami Senior High School, 2450 SW 1 St
Oriental Miami, 500 Brickell Key Dr	Brickell Key Village Green, 520 Brickell Key Dr

For more information, visit [www.miamigov.com/elections](http://www.miamigov.com/elections) or contact Biwo Grefye Vil Miami an pa woua 305-250-5361.

**CITY OF MIAMI BEACH  
NOTICE OF PUBLIC HEARING**

**MASSAGE THERAPY CENTERS - NORTH BEACH USE REGULATIONS  
ORDINANCE AMENDING THE NORTH BEACH COMMERCIAL CHARACTER  
OVERLAY TO ESTABLISH REGULATIONS AND REQUIREMENTS FOR  
MASSAGE THERAPY CENTERS WITHIN THE OVERLAY**

**OCTOBER 30, 2024  
CITY COMMISSION MEETING**

NOTICE IS HEREBY GIVEN that on **October 30, 2024**, at 5:03 p.m., or as soon thereafter as the matter can be heard, the Mayor and City Commissioners of the City of Miami Beach will hold a **Second Reading/Public Hearing** on the following proposed Ordinance:

**MASSAGE THERAPY CENTERS - NORTH BEACH USE REGULATIONS**

AN ORDINANCE OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, AMENDING THE RESILIENCY CODE OF THE CITY OF MIAMI BEACH, BY AMENDING CHAPTER 7, ENTITLED "ZONING DISTRICTS AND REGULATIONS," ARTICLE 3, ENTITLED "OVERLAY DISTRICTS," AT SECTION 7.3.10, ENTITLED "NORTH BEACH COMMERCIAL CHARACTER OVERLAY," TO ESTABLISH REGULATIONS AND REQUIREMENTS FOR MASSAGE THERAPY CENTERS WITHIN THE OVERLAY; AND PROVIDING FOR REPEALER, SEVERABILITY, CODIFICATION, AND AN EFFECTIVE DATE. *This Ordinance is being heard pursuant to Chapter 2, Article IV of the Resiliency Code. Inquiries may be directed to the Planning Department at 305.673.7550.*

During the **October 30, 2024**, Commission Meeting, the City of Miami Beach will host a Hybrid Commission Meeting. During the Hybrid Commission Meeting, the City Commission will be physically present in the **Commission Chamber, located at 1700 Convention Center Drive, 3rd Floor, Miami Beach, Florida 33139.**

Members of the public who wish to attend this Commission Meeting or provide public comment in person may appear at the Commission Chamber. Applicants and members of the public who wish to participate or provide comment virtually during the Commission Meeting may join the webinar at: <https://miamibeachfl-gov.zoom.us/j/81392857671> or via telephone at: 1.305.224.1968 (U.S.) or 888.475.4499 (Toll-Free). Webinar ID: 81392857671#. Members of the public wanting to speak virtually on an Item during the meeting must click the "raise hand" icon if using the Zoom app or press \*9 on the telephone to raise their hand.

INTERESTED PARTIES are invited to take part in this meeting or be represented by an agent. The public may submit written comments on Commission Meeting Items by either submitting an eComment through the agenda page at <https://www.miamibeachfl.gov/cityhall/city-clerk/agenda> and clicking the comment bubble icon in the "Current and Upcoming Meetings" section or by emailing [CityClerk@miamibeachfl.gov](mailto:CityClerk@miamibeachfl.gov) with the Agenda Item Number in the subject line. Comments received, in either format, will be accepted until 5:00 p.m. the day before the meeting. All submissions will be forwarded to the Mayor and Commissioners and included in the meeting record.

Copies of Agenda Items are available for public inspection at: <https://www.miamibeachfl.gov/city-hall/city-clerk/agenda>. This meeting, or any Item therein, may be continued, and under such circumstances, additional legal notice need not be provided.

Pursuant to Section 286.0105, Fla. Stat., the City hereby advises the public that if a person decides to appeal any decision made by the City Commission concerning any matter considered at its meeting or its hearing, such person must ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. This notice does not constitute consent by the City for the introduction or admission of otherwise inadmissible or irrelevant evidence, nor does it authorize challenges or appeals not otherwise allowed by law.

To request this material in an alternate format, sign language interpreter (five-day notice required), information on access for persons with disabilities, and/or any accommodation to review any document or participate in any City-sponsored proceedings, call 305.604.2489 and select 1 for English or 2 for Spanish, then option 6; TTY users may call via 711 (Florida Relay Service).

The City Commission Meeting will be broadcast live on Miami Beach TV (MBTV), viewable on the City's website at <https://www.miamibeachfl.gov/government/mbtv/>, as well as on Breezeline Cable channel 660 or 2004 (HD), AT&T U-verse channel 99, Hotwire Communications channel 395, and Roku device on PEG-TV channel, and on social media at <https://www.facebook.com/cityofmiamibeach>.

To review the *Business Impact Estimates* for the above proposed Ordinance, please visit <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notices/>.

**Parking**  
Meeting attendees can park at the City Hall Garage, 1755 Meridian Avenue, Miami Beach, Florida 33139.

**MIAMI BEACH**  
0302024-08  
Rafael E. Granado, City Clerk  
City of Miami Beach  
[CityClerk@miamibeachfl.gov](mailto:CityClerk@miamibeachfl.gov)