

NB 14. DISCUSS IMPLEMENTATION OF A PUBLIC SEATING SPONSORSHIP PILOT  
PROGRAM ON LINCOLN ROAD  
Applicable Area:

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Commissioners Alex Fernandez and Joseph Magazine

DATE: September 11, 2024

TITLE: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE:  
DISCUSS IMPLEMENTATION OF A PUBLIC SEATING SPONSORSHIP PILOT  
PROGRAM ON LINCOLN ROAD.

### **RECOMMENDATION**

### **BACKGROUND/HISTORY**

### **ANALYSIS**

Please place on the September 11, 2024 agenda a referral to the Finance and Economic Resiliency Committee ("FERC") to explore the feasibility and benefits of establishing a Public Seating Sponsorship Pilot Program aimed at supporting small businesses and enhancing public amenities on Lincoln Road.

In urban environments, small businesses, particularly those offering food and beverage services in compact spaces (typically under 2,000-2,500 square feet), often face challenges in providing adequate seating for their customers. This limitation can hinder their growth and diminish the overall customer experience. Additionally, the availability of outdoor seating contributes to the vibrancy of public spaces, enhancing the pedestrian environment and offering residents and visitors an inviting place to relax and enjoy the city.

The proposed Public Seating Sponsorship Pilot Program (the "Pilot Program") would involve the installation by the City of a limited number of outdoor seating arrangements on the public right-of-way in Lincoln Road, with a focus on locations adjacent to small food and beverage businesses, such as ice cream shops and "grab and go" establishments. These seating areas would primarily serve the customers of these businesses but would also be available for public use, thereby benefiting the broader community.

Key elements of the Pilot Program to be discussed include:

#### **1. Program Scope and Eligibility:**

- Define the eligibility criteria for businesses to participate, focusing on those with premises less than 2,000-2,500 square feet.

- Identify potential locations for the seating installations, ensuring they are in areas with high foot traffic and where they can most benefit the businesses and public.
- 2. Sponsorship and Funding:**
- Explore the possibility of sponsorship opportunities, wherein businesses, local organizations, or private donors could contribute to the funding of the seating installations.
  - Discuss potential City funding sources or partnerships to support the initial rollout of the Pilot Program.
- 3. Design and Maintenance:**
- Discuss design standards for the seating to ensure they are attractive, durable, and consistent with the aesthetic of the surrounding area.
  - Consider the maintenance responsibilities, including potential partnerships with participating businesses or community groups to ensure the seating areas are well-maintained.
- 4. Program Evaluation:**
- Develop metrics for evaluating the success of the Pilot Program, such as increased foot traffic, business revenue, and public satisfaction.
  - Determine the duration of the Pilot Program and criteria for potential expansion if successful.

The Administration should have representative from the various departments that would be involved in the design and implementation of the Pilot Program (e.g., Public Works, Planning, Economic Development) be prepared to address the issues identified above.

#### **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?**

**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**

City Attorney

**Sponsor(s)**

Commissioner Alex Fernandez  
Commissioner Joseph Magazine

**Co-sponsor(s)**

**Condensed Title**

Ref: FERC - Lincoln Road Public Seating Sponsorship Pilot Program. (Fernandez/Magazine)  
CA

Permit Name	Street #	Street Name
I SCREAM GELATO	211	Lincoln Road
MUNCHIES	324	Lincoln Road
HAAGEN DAZS	424	Lincoln Road
ANDRES CARNE DE RES	455	Lincoln Road
ROSINELLA	525	Lincoln Road
PIZZERIA ROMANA	533	Lincoln Road
TAPELIA	551	Lincoln Road
CHEESECAKE FACTORY	600	Lincoln Road
STARBUCKS #13007	605	Lincoln Road
OSTERIA DA FORTUNATA	607	Lincoln Rd
THE LOBSTER SHACK	613	Lincoln Road
BAKLAVA	618	Lincoln Road
ZEKE'S ROADHOUSE	625	Lincoln Road
BRAZA Y LENA (OLE OLE)	626	Lincoln Road
NESPRESSO	643	Lincoln Road
HAAGEN DAZS	665	Lincoln Road
PIZZA TUA (CUBANITA)	667	Lincoln Road
MAMMAMIA	670	Lincoln Rd
SPRIS INC.	731	Lincoln Road
HAVANA 1957	819	Lincoln Road
STARBUCKS #8251	826	Lincoln Road
ROMINA'S	833	Lincoln Road
OH MEXICO (LA CERVECERIA DEL BARRIO)	836	Lincoln Road
PLAYA MIAMI	915	Lincoln Road
TASCA PAELLA	920	Lincoln Road
AURA AT BOOKS	927	Lincoln Road
GROOVY'S PIZZA	938	Lincoln Road
FINNEGANS ROAD	942	Lincoln Road
IT ITALIAN TRATTORIA	1014	Lincoln Road
ISSABELLA'S	1022	Lincoln Road
CAPITAL ONE CAFÉ	1029	Lincoln Road
SEGAFREDO/COLONY THEATER	1040	Lincoln Road
SHAKE SHACK	1111	Lincoln Road
PIZZETTE	1223	Lincoln Road
PANIZZA BISTRO	1229	Lincoln Road
POLLOS Y JARRAS	1237	Lincoln Road
CVI.CHE 105	1245	Lincoln Road