

MIAMI BEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

COMMISSION MEMORANDUM

TO: Mayor Dan Gelber and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: June 5, 2019

SUBJECT: **RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA AUTHORIZING THE CITY MANAGER TO DEVELOP AND ISSUE A REQUEST FOR PROPOSALS (RFP) FOR A NEW ENTRANCE SIGN TO THE CITY AT THE EASTERN END OF THE JULIA TUTTLE CAUSEWAY, AND REQUIRING THAT THE MAYOR AND CITY COMMISSION BE NOTIFIED VIA LETTER TO COMMISSION (LTC) UPON ISSUANCE OF THE RFP.**

RECOMMENDATION

Approve the resolution authorizing the City Manager to develop and issue a Request for Proposals (RFP) for a new entrance sign to the City at the eastern end of the Julia Tuttle Causeway, and requiring that the Mayor and City Commission be notified via Letter to Commission (LTC) upon issuance of the RFP.

SPONSOR

Commissioner Ricky Arriola

BACKGROUND & ANALYSIS

One of the recommendations from the 41st Street Vision Plan is to enhance 41st Street's local identity by providing a gateway into Alton Road and Collins Avenue. One of the opportunities for creating such a gateway is the "Welcome to Miami Beach" entrance sign at the eastern end of the Julia Tuttle Causeway.

The City is moving forward with the pedestrian bridge and entrance sign at 5th Street and Alton Road, as well as the entrance sign at 71st Street. Given that 41st Street is an important gateway to the City and the goals of the Mayor's 41st Street Committee, the Administration believes it is appropriate to reconsider the entrance sign at the eastern end of the Julia Tuttle Causeway.

In order to expedite the release of a solicitation, the Administration recommends that Mayor and City Commission authorize staff to work with the Mayor's 41st Street Committee to develop a Request for Proposals (RFP) for an entrance sign to the City at 41st Street, and authorize the City Manager to release the RFP once it has been drafted. A copy of the RFP will be provided to City Commission via LTC. Final design selection and contractor will be subject to City Commission approval.

CONCLUSION

The Administration recommends that the Mayor and City Commission approve the Resolution authorizing the City Manager to develop and issue a Request for Proposals (RFP) for a new entrance sign to the City at the eastern end of the Julia Tuttle Causeway. The Mayor and City Commission will be notified via Letter to Commission (LTC) once the RFP is released.

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KEY INTENDED OUTCOMES SUPPORTED

Enhance Beauty and Vibrancy of Urban and Residential Neighborhoods; Focusing on Cleanliness, Historic Assets, in Select Neighborhoods and Redevelopment Areas

LEGISLATIVE TRACKING

Property Management/Procurement

JLM / MT / AM / AD / KB