

MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # **323-2019**

LETTER TO COMMISSION

TO: Mayor Dan Gelber and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: June 4, 2019

SUBJECT: Mayor's 41st Street Blue Ribbon Committee Motions

The purpose of this Letter to Commission (LTC) is to inform the Commission on the status of four motions that were recommended at the March 14, 2019 Mayor's 41st Street Blue Ribbon Committee (Blue-Ribbon) meeting that was subsequently sponsored by Commissioner Samuelian and referred to the Finance and Citywide Projects Committee (FCWPC) at the April 10, 2019 by the Commission. The four referred motions were withdrawn at the May 15th Blue Ribbon meeting as stated below:

1. To contract with Alta/Gehl to start Phase II of the 41st Street Urban Design Vision Plan (Vision Plan).
2. To recommend the City issue a request for proposals (RFP's") for City owned parking lots within the 41st Street corridor.
3. To recommend the City issue a request for proposals for a 41st Street Farmer's/Produce and Artisanal market.
4. To request to extend the Committee tenure for one year and to request to meet monthly or as needed. The extension request was approved by Mayor's office.

Five (5) subsequent motions were passed at the May 15, 2019 Blue-Ribbon meeting as follows:

Members present: Seth Gadinsky (Chair), Betty Behar, Michael Burnstine, Francisco Diez-Rivas, Jerri Hertzberg Bassuk, Robin Jacobs (Vice Chair), Yechiel Ciment, Eric Hankins, Jeremy Wachtel, Marcella Novela.

Members absent: None

- 1) **MOTION:** To defer the stage II of the Alta Gehl Study.
Motion entertained by: Seth Gadinsky (Chair)
Motion made by: Yechiel Ciment
Motion seconded by: Jerri Hertzberg Bassuk

- 2) MOTION:** To defer the RFP for the development of the City-owned parking within the 41st Corridor.

Motions 1 & 2 were driven by the Blue Ribbon's desire to examine 40th, 41st, and 42nd street as a complete 41st Street district-wide corridor plan. They would like to apply the vision, plan, Alta/Gehl produced across the 41st Street district corridor as a basis for creating a district-wide master plan that may include zoning and land-use changes.

- 3) MOTION:** To start with a temporary Street Farmer's/Produce and Artisanal market program, through special events.

Motion entertained by: Seth Gadinsky (Chair)

Motion made by: Yechiel Ciment

Motion seconded by: Jeremy Wachtel

In order to activate the surrounding residential neighborhood, the Blue-Ribbon committee originally requested an RFP for the 42nd/Royal Palm Ave parking lot be activated as a farmer's market. Economic Development concurs with the use and recommends pursuing a pilot program in 2019 to determine the feasibility of an artisanal or farmers market concept. The Committee agreed; hence making the new motion.

- 4) MOTION:** To follow up with landscape lighting proposal along 41st Street to allow the potential lighting companies to demonstrate their products as part of the review before a contract is awarded.

Motion entertained by: Seth Gadinsky (Chair)

Motion made by: Yechiel Ciment

Motion seconded by: Robin Jacobs

The Blue-Ribbon committee requested staff to seek lighting companies for a pilot lighting activation to assess potential options on the 41st street corridor.

- 5) MOTION:** To have a representative from the Blue-Ribbon committee participate on the RFP selection committee and provide guidance on how the bid should be formatted and presented for the lighting signage on the Julia Tuttle bridge.

Motion entertained by: Seth Gadinsky (Chair)

Motion made by: Yechiel Ciment

Motion seconded by: Jerri Hertzberg Bassuk

Cc: Adrian Morales, Property Management Director
Tom Mooney, Planning Director