

# 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: October 14, 2020

**SUBJECT: SPECIAL LAND USE AND SUSTAINABILITY COMMITTEE MIAMI BEACH ART  
DECO CULTURAL DISTRICT WORKSHOP OF SEPTEMBER 17, 2020**

A Special Land Use and Sustainability Committee Miami Beach Art Deco Cultural District virtual workshop was held on September 17, 2020. Land Use and Sustainability Committee Members participating were Commissioners Mark Samuelian, Michael Gongora, Ricky Arriola and Micky Steinberg as well as Mayor Dan Gelber, Commissioner David Richardson and Commissioner Steven Meiner. City Attorney Raul Aguila participated, as well as members from the administration, including City Manager Jimmy Morales, Assistant City Managers Eric Carpenter and Alina T. Hudak. Police Chief Rick Clements, Thomas Mooney, Nick Kallergis, Tonya Daniels, Heather Shaw, Maria Hernandez, Amy Mehu, Jose R. Gonzalez, and Josiel Ferrer-Diaz, also participated.

The meeting was called to order at 1:06 PM

1. SPECIAL WORKSHOP – THE ART DECO CULTURAL DISTRICT REIMAGINED  
A. DISCUSS A COMPREHENSIVE STRATEGY FOR OCEAN DRIVE AND THE LARGER  
MXE AND CD-2 DISTRICTS. B. DISCUSSION PERTAINING TO LAND USE  
REGULATIONS SPECIFIC TO OCEAN DRIVE AND THE MIXED-USE  
ENTERTAINMENT (MXE) AREA. C. DISCUSS PROHIBITING STAND ALONE BARS ON  
OCEAN DRIVE.

Mayor Dan Gelber, Commissioner Ricky Arriola and Commissioner Steve Meiner  
July 29, 2020 (C4I and C4J)

### **A. DISCUSS A COMPREHENSIVE STRATEGY FOR OCEAN DRIVE AND THE LARGER MXE AND CD-2 DISTRICTS.**

#### **AFTER ACTION:**

Commissioner Samuelian provided opening comments and discussed the procedures for the meeting.

Mayor Dan Gelber provided a historical perspective on the area, and discussed the present challenges and purpose of the workshop.

Eric Carpenter introduced a video presentation prepared by the Communications Department.

### **Safety and Security:**

Chief Clements provided a presentation on safety and security in the area.

Commissioner David Richardson commented on the status of safety measure infrastructure and implementation, including installation of additional cameras (~40 to ~100).

Chief Clements commented that the plan is to have the cameras operational by January.

Eric Carpenter noted that additional lighting will be provided on Collins Avenue (from FDOT).

Commissioner David Richardson commented on the revenues generated in the district and the cost for services, and the need for a true economic analysis of the district.

Jimmy Morales commented on the analysis that would be needed.

Commissioner David Richardson also indicated support for more police presence in the area.

Amy Mehu commented on the economic analysis that has been/will be performed.

Commissioner Steven Meiner commented in support of police presence and public safety improvements and inquired on the homelessness in the area.

Chief Clements commented on homelessness from a humanitarian standpoint and law enforcement efforts in the area.

Commissioner Arriola indicated support for questions raised by Commissioner David Richardson regarding the need for a more comprehensive economic study.

Commissioner Mark Samuelian commented in support of the police force and the challenges present with safety & security and nightlife. He also commented in support of the off-duty program, and the additional technological measures that will be provided.

Mayor Dan Gelber commented on the change in the community and that we need to ask ourselves if this district is what we want it to be.

### **Activation, Targeted Industry and Branding Plan:**

Amy Mehu provided a verbal presentation on the district's business makeup and ideas for reimagining of the area, such as target business industries (e.g. experiential retail/dining) and potential financial incentives to attract them. She indicated that current BTR data shows that hospitality and lodging establishments make up the majority of the MXE today. She stated that the Administration proposes the creation of a tax increment financing (TIF) district in order to incentivize investment in the area and to encourage the formation of the South Beach business improvement district (BID).

Heather Shaw introduced a short term 12-month activation plan for the district and beyond, specifically from 5<sup>th</sup> Street to 23<sup>rd</sup> Street. The activation presentation illustrated that the aging population, shrinking population and cost of living are having an adverse impact on the creative population. However, there is opportunity to enhance the MB cultural community by creating a strategic framework for change that focuses on encouraging innovation, promoting integration and advocating incubation. The presentation offered a robust, but episodic, short term plan with diverse programming, but advocated that a long term (3-5-year strategy) will be a game changer for the district and beyond. With 36 organizations providing 323 performance annually; creative and intimate community programming; artisanal markets; instagrammable temporary art installations; artist in residence programs; reenergizing Art Week Miami Beach, with local alternative and collaborative Art Basel activations; and investment in public art; a long term plan can create a foundation to rebound from the negative impact of COVID-19, democratize access to quality art and cultural programming, and put the Miami Beach on a path for long-term reputational change that reflects the history, character and ethos of the City. The question to the Committee was whether Miami Beach, this district and beyond, is ready to move from episodic cultural programming to a holistic, strategic, measurable, productive and financially responsible strategy with long term continual benefits.

Tonya Daniels provided a branding presentation, with a recommendation to create a marketing task force from representatives from all areas of the city, along with the timeframe and estimated funding.

Commissioner Arriola indicated his support for engaging the best branding firm as soon as possible.

Commissioner David Richardson agreed that serious work is needed on the branding and his support for getting the best firm. He also indicated that further macro level review is needed.

Commissioner Steven Meiner commented on the need for family activation every day of the year, and opportunity to make Lummus Park exciting for residents.

Jimmy Morales commented on resident survey results and MXE district is not high on the list.

Mayor Dan Gelber commented on branding and funding issues raised with the 'Greater Miami Visitors and Convention Bureau' (GMVCB).

Commissioner Mark Samuelian indicated agreement with need for family activation and need for a multi-year view. He also commented on branding focus, vs. relaunch, and that linkage to regional efforts is critical.

### **Transportation, Transit and Zoning:**

Jose R. Gonzalez provided an overview on mobility and re-imagining streets that supports economic development.

Josiel Ferrer-Diaz provided a presentation on mobility, including short term and long-term recommendations for Ocean Drive, Collins Avenue and Washington Avenue.

Commissioner Ricky Arriola commended staff for visioning a repurposed Ocean Drive, including street-ends with drop-off areas and open-air areas for walking and bicycling. He supports and shares staff's visioning for Ocean Drive.

Commissioner Michael Gongora commented that changes to the road need to happen and expressed that he is open to what the community recommends crafting a new vision for Ocean Drive while keeping historic elements that have made it famous and popular over time.

Mayor Dan Gelber commented in support of the transportation visioning.

Commissioner David Richardson stated that he is not convinced that closing Ocean Drive to all vehicular transportation is needed and is open to ideas. He believes that the master planning consultant should advise the City in this area prior to the Administration making any decisions on street configurations. He expressed a concern with pick-up/drop-off areas for hotel and restaurant customers if Ocean Drive is fully pedestrianized.

Commissioner Steven Meiner expressed support for pedestrianizing certain areas of the District, such as Ocean Drive, and activating the area with family-friendly programming.

Commissioner Mark Samuelian stated that the City's transportation strategy which places pedestrians first should be the guiding principle. He supports the Administration's proposed concepts in the presentation and does not support cars on Ocean Drive as cars, parking, traffic, noise, and cruising are part of the problem. He recommends that the Administration investigate making alleys more attractive as well as taking into consideration current pilot projects which have been positively recognized. He stated that if Ocean Drive is pedestrianized, the Administration should consider permeable pavement for water quality. He expressed the need to have connectivity to Flamingo Park, Lincoln Road and Española Way, and agrees with having the City's master planning consultant consider the Administration's proposed concepts along with community feedback.

### **Zoning Amendments and Incentives**

Thomas Mooney provided a verbal presentation on the proposed zoning amendments and incentives for the area.

Commissioner Ricky Arriola commented in support of the proposed zoning amendments, with the exception of a new Board to regulate additional hours for alcohol. He also indicated that he did not want to focus on alcohol hours and bars solely, but rather on the other elements proposed so far.

Commissioner Michael Gongora commented on the need for safety and security measures on public streets and that all the focus should not be solely on alcohol operations on private properties. He also commented that much more time is needed to review any proposed code changes, and that a midnight last call was too early. He also indicated that he is not supportive of an alcohol control board.

Mayor Dan Gelber commented that it is difficult to get rid of the bad operators, which are difficult to stop under the current system. He also expanded on the reasons for proposed changes to the hours for alcohol service with everyone starting at midnight and there would be a process and requirements for expanded hours.

Commissioner David Richardson commented on the past economic cycles on the beach, and that we are trying to continue a rebirth of the area. He also indicated that he does not believe that the primary problem is with the operators. He also indicated that he is not supportive of a board to regulate alcohol hours, and not supportive of a midnight closing.

Commissioner Steven Meiner commented that the city has lost control of the area, and the situation is not sustainable. He also indicated that some level of control is needed, but a control board for alcohol may not be the best idea. He also indicated support for any incentives that would aid in high quality development,

Commissioner Mark Samuelian indicated that the city does not have the degree of control that is needed, and a lot of resources are provided to Ocean Drive. He indicated that the nightlife and parties all night have contributed to the problems, and a roll back of alcohol hours is needed, but a board to regulate the hours may not be what is needed. He also commented that changes in this district may have a negative impact elsewhere in the city, and a set time for alcohol hours is the best option now.

Commissioner Ricky Arriola commented that the focus needs to be on attracting the best bars, restaurants, clubs, live entertainment and hotels, and incentivizing their investment in the area.

Raul Aguila commented that there will likely be a legal challenge if alcohol hours are rolled back for properties that have an existing Conditional Use Permit, but that the city will defend any legal challenges if the City Commission moves in the direction to change hours.

Mayor Dan Gelber provided a closing summary.

Commissioners David Richardson and Michael Gongora provided additional closing comments.

## **B. DISCUSSION PERTAINING TO LAND USE REGULATIONS SPECIFIC TO OCEAN DRIVE AND THE MIXED-USE ENTERTAINMENT (MXE) AREA.**

### **AFTER ACTION:**

**See A. above**

## **C. DISCUSS PROHIBITING STAND ALONE BARS ON OCEAN DRIVE.**

### **AFTER ACTION:**

**See A. above**

The meeting adjourned at 5:03 p.m.

JLM/EC/TRM/MB