

MIAMI BEACH

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

COMMITTEE MEMORANDUM

TO: Members of the Neighborhood and Quality of Life Committee
FROM: Raul J. Aguila, Interim City Manager
DATE: March 22, 2021
SUBJECT: **DISCUSSION REGARDING NAMING THE RIGHT-OF-WAY KNOWN AS "RUE VENDOME" / "RUE VENDOME PLAZA" AS "PLACE VENDOME," PURSUANT TO 82-503 OF THE CITY CODE.**

DocuSigned by:

Raul Aguila

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HISTORY

At its February 10, 2021 meeting, the City Commission referred an item, sponsored by Commissioner David Richardson, to the Neighborhood and Quality of Life Committee (NQLC), to be heard at its March 22, 2021 meeting, regarding a discussion on naming the right-of-way known as "Rue Vendome" or "Rue Vendome Plaza" as "Place Vendome".

Rue Vendome/Rue Vendome Plaza is currently closed to the public as the City undertook a construction project known as the Rue Vendome Plaza Project (the "Project"). The Project includes the permanently closure of the portion of Rue Vendome, located between Normandy Drive and 71 Street, in North Beach for the creation of a vibrant pedestrian-oriented public plaza. The Project will reconfigure the area to create a plaza for community building and streetscape activations by removing the existing asphalt paving, concrete curb and gutters, and adjacent sidewalks and walkways up to and surrounding the adjacent Normandy Fountain, and raising the area using new white concrete pavement and permeable pavers. Oolite stone benches, steps, and ramps have been designed to harmonize the elevated plaza with adjacent commercial properties to the west.

In view of the closure of Rue Vendome/Rue Vendome Plaza to vehicular traffic to accommodate the Project, Commissioner David Richardson is proposing that the right-of-way be renamed as "Place Vendome."

ANALYSIS

The public right-of-way known as Rue Vendome, between Normandy Drive and 71st Street, was conveyed to the City by the Florida Department of Transportation on December 2, 2020, and pursuant to Resolution No. 2020-31254 (attached). A legal description and survey of the Rue Vendome right-of-way is attached to Resolution 2020-31254 as Exhibit "A". Because Rue Vendome is a "street" within the meaning of Section 82-502 of the City Code, this proposal is governed by the procedure in Section 82-503(c)(1)(a) for the co-naming/renaming of streets or portions thereof.

Under this section, streets, or portions thereof, located in the City may be co-named after the following:

1. Miami Beach police officers who died or were killed in the line of duty;
2. A public facility located on the street to be co-named;

3. Private not-for-profit organizations with significant historic value to the city and associated with structures which have a significant historical value or architectural significance to the City and which are located on the street, or portion thereof, to be co-named;
4. Geographic areas within the City; or
5. A commercial establishment that has been in business in the City of Miami Beach for 100 or more years and which is located on the street to be co-named.

The proposed name "Place Vendome" meets criteria no. 4, above, as a "geographic area[] within the City," as it is based on the current name of the right-of-way ("Rue Vendome"), as well as the broader pedestrian plaza currently known as "Rue Vendome Plaza." Notably, "Place Vendome" is a relatively minor change from the current name of the right-of-way.

The NQLC is required to review this renaming request and transmit a recommendation to the City Commission. The Committee's recommendation requires a simple majority vote. Once the NQLC transmits its recommendation to the City Commission, the item would need to be approved by the City Commission by 5/7ths vote following a public hearing. If approved by the City Commission, the co-naming will need to be subsequently approved by the Miami-Dade Board of County Commissioners (BCC). Following BCC approval, City staff will coordinate with Miami-Dade County Department of Transportation and Public Works for the installation of the new renaming signs.

CONCLUSION

The NQLC is required, under the City Code, to review this request to rename Rue Vendome/Rue Vendome Plaza as Place Vendome. Following its review, the NQLC shall transmit its recommendation to the City Commission. The Commission may approve the request, by 5/7ths vote, following a duly noticed public hearing.

Applicable Area

North Beach

Is this a Resident Right to Know item?

No

Does this item utilize G.O. Bond Funds?

No

Strategic Connection

Attachments:

Resolution 2020-31254 and QuitClaim Deed



RJA/ATH/JRG