

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING A WAIVER OF THE LAND DEVELOPMENT REGULATIONS PERTAINING TO GENERAL ADVERTISING SIGNAGE AT FLAMINGO PARK, LOCATED AT 1200 MERIDIAN AVENUE, MIAMI BEACH, FLORIDA, BY A 5/7TH VOTE OF THE CITY COMMISSION PURSUANT TO CITY CODE SECTION 142-425(d), IN ORDER TO PERMIT A BANNER FOR JACKSON HEALTH SYSTEM AT THE FOOTBALL STADIUM AND SOCCER FIELD IN FLAMINGO PARK, IN CONNECTION WITH JACKSON HEALTH SYSTEM'S DONATION TO THE CITY.

WHEREAS, Jackson Health Systems is donating \$30,000.00 to the City of Miami Beach to assist the City's Parks and Recreation Travel Soccer Program with player uniforms, TRACE Cameras (Camera system that is used to record soccer games and assist players with building highlight reels to be used towards college/university recruitment), soccer goals for the team's practice/game locations, and coaching equipment for practices; and

WHEREAS, the remaining portion of the donation will help to offset the cost of producing the 2021-2022 School Agenda Books, which provides 7,300 School Agenda Books to Miami Beach students for homework and school assignments; and

WHEREAS, as a benefit for Jackson Health System's donation to the City, two (2) 6'x8' banners are planned to be installed within the interior of the Soccer Field and Football Stadium at Flamingo Park for one calendar year; and

WHEREAS, the banners would not be street facing, Section 138-73 of the City Code prohibits general advertising signs: "[N]o general advertising sign shall be constructed, erected, used, operated or maintained in the City"; and

WHEREAS, the proposed location is zoned Government Use (GU) and, in accordance with Section 142-425(d) of the City Code, the City Commission may waive by 5/7th vote, following a public hearing, development regulations "pertaining to governmental owned or leased buildings, uses and sites which are wholly used by, open and accessible to the general public, or used by not-for-profit, educational, or cultural organizations, or for convention center hotels, or convention center hotel accessory garages, or city utilized parking lots, provided they are continually used for such purposes"; and

WHEREAS, a waiver is necessary to acknowledge the valuable contribution Jackson Health systems is making to the City; and

WHEREAS, at the June 23, 2021 City Commission meeting, the Mayor and City Commission adopted Resolution No. 2021-31734 setting a public hearing on July 28, 2021, to consider granting a waiver of certain Land Development Regulations pertaining to general advertising signage, by a 5/7th vote of the City Commission, pursuant to City Code Section 142-425(d) to permit a banner for Jackson Health System at the Football Stadium and Soccer Field at Flamingo Park.

NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission hereby approve a waiver of the Land Development Regulations pertaining to General Advertising signage at Flamingo Park, located at 1200 Meridian Avenue, Miami Beach, Florida, by a 5/7th vote of the City Commission pursuant to City Code Section 142-425(d), in order to permit a banner for Jackson Health System at the Football Stadium and Soccer Field in Flamingo Park, in connection with Jackson Health System's donation to the City.

PASSED and **ADOPTED** this 28th day of July, 2021.

ATTEST:

Dan Gelber, Mayor

Rafael E. Granado, City Clerk

**APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION**

City Attorney

ff 7-23-21
Date