

RESOLUTION NO. 2018-30380

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING, IN PART, THE RECOMMENDATIONS OF THE NEIGHBORHOOD/COMMUNITY AFFAIRS COMMITTEE AT ITS MARCH 21, 2018 MEETING AND AUTHORIZING THE CREATION OF A BRICK PAVER PROGRAM IN THE CITY, ALONG THE BEACHWALK PATH BETWEEN 53RD AND 64TH STREETS, WHICH WOULD PROVIDE AN OPPORTUNITY FOR THE PUBLIC TO PURCHASE BRICK PAVERS TO COMMEMORATE LOVED ONES AND SPECIAL EVENTS, AND WHICH WOULD PROVIDE AN ADDITIONAL MEANS TO FINANCE PUBLIC EDUCATIONAL PROGRAMS IN THE CITY OF MIAMI BEACH.

WHEREAS, at the January 17, 2018 City Commission meeting, Miami Beach resident Caren Kamlet spoke during the Dr. Stanley Sutnick Citizen's Forum to propose the creation of a memorial walk along the City's beachwalk corridor which is presently under construction; and

WHEREAS, the item was referred for discussion to the NCAC at the February 14, 2018 City Commission meeting; and

WHEREAS, at the request of residents from the North Beach community to develop a program between Mid-Beach and North Beach, City staff considered possible locations on the beachwalk corridor north of 23rd Street; and

WHEREAS, at its March 21, 2018 meeting, the NCAC recommended that the City Administration develop a memorial paver program, to commemorate loved ones and special events, for the beachwalk at a cost of \$1,000.00 per paver, a corporate paver program in the amount of \$5,000 to \$10,000, and a lower cost memorial program in City Parks, and moved the discussion to the City Commission; and

WHEREAS, the City Administration developed three potential paver program options, which included a commemorative brick paver program on the beachwalk, a commemorative memorial wall at Brittany Bay Park, and a commemorative memorial wall at North Shore Park & Youth Center; and

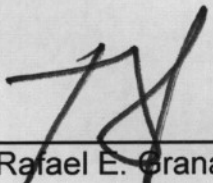
WHEREAS, at its June 6, 2018 meeting, the City Commission voted in favor of creating option one, a commemorative brick paver program on the beachwalk corridor between 53rd and 64th Streets, for \$1,000.00 per paver, regardless of residence, but with no corporate sponsorship option, and directed that profits from the program go towards funding public educational programs in the City.


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 accept, in part, the recommendations of the Neighborhood/Community Affairs Committee at its March 21, 2018 meeting and

authorize the creation of a Brick Paver Program in the City, as set forth herein, along the beachwalk corridor between 53rd and 64th Streets, which would provide an opportunity for the public to purchase brick pavers to commemorate loved ones and special events, and would provide an additional means to finance public educational programs in the City of Miami Beach.

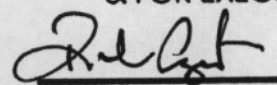

PASSED and **ADOPTED** this 6th day of June, 2018.

ATTEST:


JUL 9, 2018
Rafael E. Granado, City Clerk


Dan Gelber, Mayor



APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION

City Attorney 
6/27/18
Date

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Jimmy L. Morales, City Manager
DATE: June 6, 2018

SUBJECT: DISCUSSION REGARDING MIAMI BEACH PAVER MEMORIAL PROGRAM.

RECOMMENDATION

Mayor and Commission recommendation on the incorporation of a commemorative program in Miami Beach.

ANALYSIS

At the January 17, 2018 Commission meeting, Miami Beach resident Caren Kamlet approached the dais during Dr. Stanley Sutnick Citizen's Forum hour to propose the creation of a memorial walk along the Beach Walk. The Beach Walk is presently under construction.

At the January 24, 2018 Neighborhood/Community Affairs Committee ("NCAC") meeting, the Committee discussed the creation of a paver memorial program. Administration was directed to look at other programs and come back with suggestions for a program and options that tie in with the Miami Beach Art Deco identity.

At the February 14, 2018 Commission meeting, the item was formally referred as a discussion item to the NCAC.

At the March 21, 2018 NCAC meeting, the Committee directed staff to develop a memorial paver program for the beach walk at a cost of \$1,000.00 per paver, a corporate paver program in the amount of \$5,000 to \$10,000; and a lower cost memorial program in City Parks, and moved the discussion to full Commission.

Miami Beach residents have expressed their desire to incorporate a paver memorial program, or a similar concept, in locations that are either highly trafficked by residents, such as the Beach Walk, or within passive parks between Mid-Beach and North Beach. At the request of members from the North Beach community, staff has redirected this concept away from tourist hot spots, and targeted denser residential areas (between 23rd street to 82nd street), as well as include affordable options for Miami Beach residents.

The Beach Walk, or parks that are serene, quiet or waterfront, were described as optimal locations to run the memorial program. Parks that met these considerations included Brittany Bay Park, Allison Park, Parkview Island Park Annex, Pinetree Park, and Maurice Gibb Memorial Park.

Administration researched similar programs within Miami. As a comparison, Miami Children's Museum offers personalized commemorative tiles at its walkway entrance at a cost of \$1,000.00. Similarly, the City of Aventura offers an "Honor Roll Founders" program a person can become an Honor Roll Founder by donating between \$1,000.00 to \$5,000.00. In recognition of their support, names of Honor Roll Founders are displayed on an "Honor Roll" plaque, featured in the Center's lobby.

In consideration of the community's desires and direction from NCAC, Staff has developed three potential program options, listed below.

• **Option 1: Commemorative Brick Paver Program on the Beach Walk (Exhibit A)**

This program presents donors with the option to choose between a "Flamingo" or "Buff" colored 4x8 concrete brick, to be featured on the Beach Walk. As the project is presently underway, incorporating this program is relatively seamless. Once the commemorative brick is engraved, a matching brick on the Beach Walk would be swapped out with the commemorative brick of the same color. The commemorative text may have up to 21 characters per line at a maximum of 4 lines per brick. Given the abundance of pavers on the Beach Walk, this program could offer reduced sponsorship costs to Miami Beach residents and remain profitable.

Possible locations within corridor:

- Beach Walk entrance on 53rd Street (Indian Beach Park)
- Beach Walk entrance on 64th Street (Allison Park)
- Beach Walk path between 53rd and 64th streets

Commemorative Brick Paver Program		
Beach Walk Cost per Brick: \$39.00		
Sponsorship Cost		Profit (per brick)
Residents	\$750.00	\$711.00
Non-Residents	\$1,000.00	\$961.00
Corporate Sponsorship	\$5,000.00	\$4,961.00

• **Option 2: Commemorative Memorial Wall at Brittany Bay Park (Exhibit B)**

This custom option incorporates tasteful Miami Beach inspired memorial wall design at a waterfront park. It is important to note there are greater upfront costs associated with the construction of a memorial wall, as well as with the fabrication of the memorial plaque system.

This program option is more restrictive as there are limitations associated with the overall dimensions of the frame and the amount of commemorative tile squares offered per frame. As a reference the quoted memorial system, illustrated in Exhibit B, features a total of 112 squares; thus, this caps potential profits to \$46,368.00, if the sponsorship cost is set at \$1000.00 per commemorative tile. Due to the limited amount of space, Administration does not recommend reduced sponsorship costs for residents for this program option.

Commemorative Memorial Wall	
Brittany Bay Park Cost to City: \$65,578.00	
<u>Cost Breakdown:</u>	
Construction of Wall: \$28,500.00	
Memorial System Frame: \$15,150.00	
Cost for (112) Tile Engravings: \$18,928.00	
Misc. Costs (Wall Lettering/Landscape): \$3000.00	
	Profit

Sponsorship Cost		(if all tiles sold)
Residents	\$1,000.00	\$46,368.00
Non-Residents	\$1,000.00	
Corporate Sponsorship	N/A	N/A

• **Option 3: Commemorative Memorial Wall at North Shore Park & Youth Center**

This custom option features the Memorial Wall Program at a park facility. Unlike Option 2's commemorative wall at a park, NSPYC has plenty of exterior wall space, which reduces associated construction costs. However, are still limitations associated with the overall dimensions of the frame and the amount of commemorative tile squares offered per frame. In this option potential profits are capped at \$74,816.00, if the sponsorship cost is set at \$1000.00 per commemorative tile.

Commemorative Memorial Wall		
NSPYC Estimated Cost to City: \$37,078.00		
<u>Cost Breakdown:</u>		
Memorial System Frame: \$15,150.00		
Cost for (112) Tile Engravings: \$18,928.00		
Misc. Costs (Wall Lettering/Landscape): \$3000.00		
Sponsorship Cost		Profit (if all tiles sold)
Residents	\$1,000.00	\$74,816.00
Non-Residents	\$1,000.00	
Corporate Sponsorship	N/A	N/A

If the program is approved, Administration needs direction as to where funds from this program should go.

Legislative Tracking

Parks and Recreation

Sponsor

Commissioner Kristen Rosen Gonzalez

ATTACHMENTS:

Description

- ❑ Exhibit A - Commemorative Brick Paver Program on the Beach Walk
- ❑ Exhibit B – Commemorative Memorial Wall

Commemorative Brick Paver Program on the Beach Walk

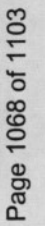
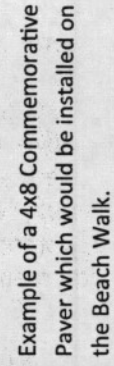
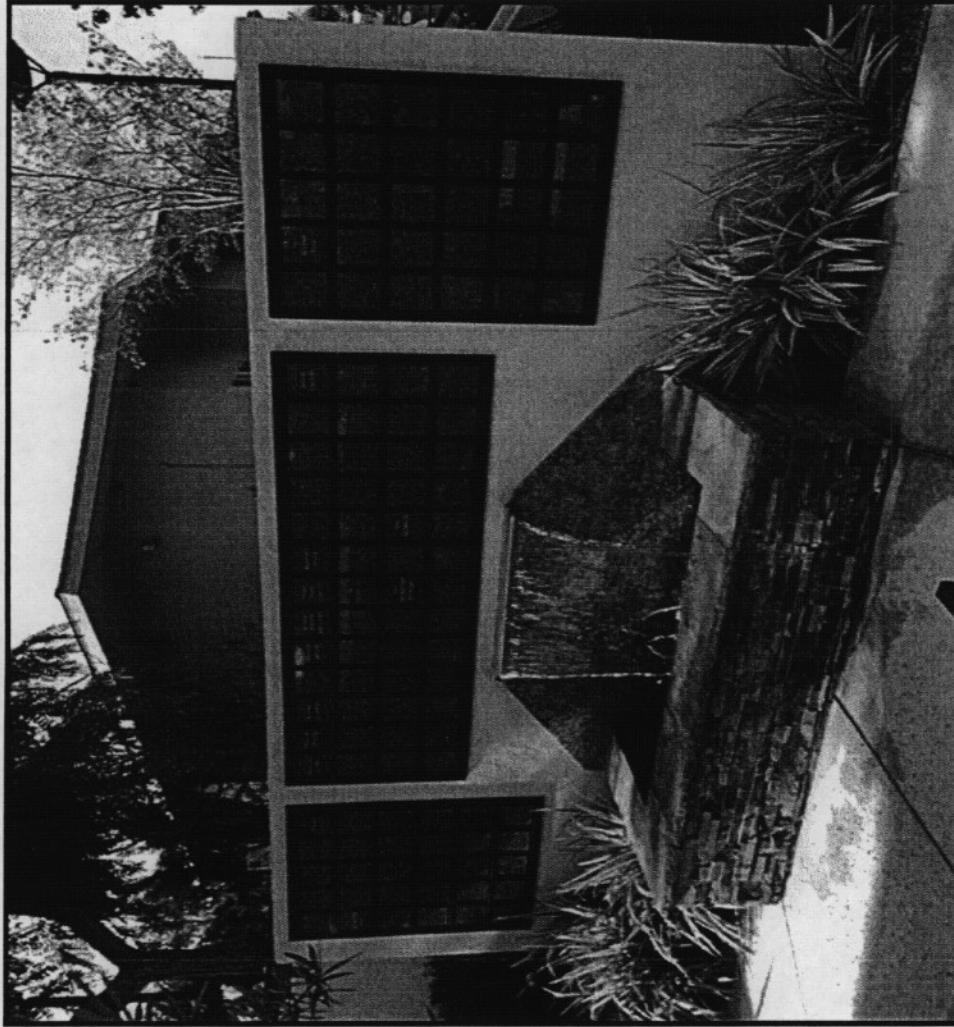
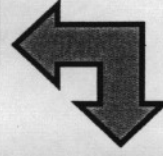
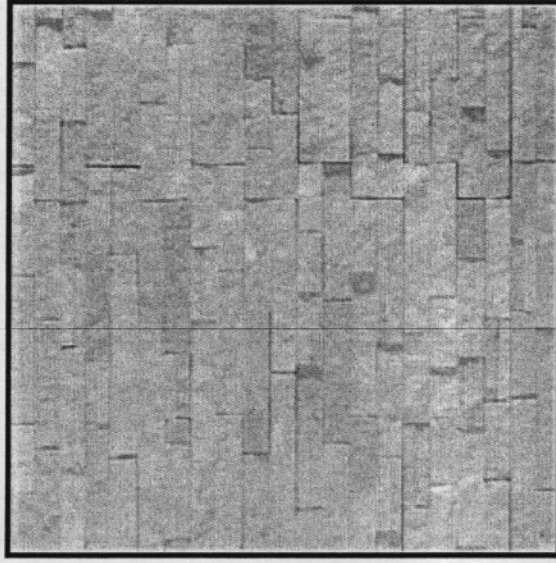


EXHIBIT B

Commemorative Memorial Wall Program



Pictured above: Memorial Wall System. Exterior wall plaques are 3ft wide by 4ft high. Middle wall plaque is 8ft wide by 6ft high.



- The freestanding wall in Option 2 would feature a white stone/ rock ridge glacier decorative face, pictured above.
- Wall dimensions: 7 ft. high by 10 ft. wide.