

**DRB22-0864 North Beach Entrance Markers / Normandy Site**  
**Public Process to Date / Narrative Response to Comments**  
**July 11, 2022**

***Public Process to Date:***

Date	Action
2014	As part of continuing services contract, S+A is asked to explore concepts for signage at Normandy & Harding sites as well as improvements to 71 Street bridge
April 7, 2014	Presentation to Blue Ribbon Panel/North Beach
August 11, 2014	Second presentation to Blue Ribbon Panel/North Beach incorporating previous input
June 9, 2015	Economic Development Division contracts with S+A for Conceptual Design
Late 2015-2016	Project moves to Transportation
2017-May 2019	Project is dormant
May 8, 2019	Memo from City Manager: SUBJECT: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING THE REVISED CONCEPTS AND RECOMMENDED STRATEGY FOR THE IMPLEMENTATION OF THE NORTH BEACH ENTRANCE SIGNS AND THE 71 STREET BRIDGE ENHANCEMENTS.
May 8, 2019	RESOLUTION 2019-30832 passed
February 2022	Project resumes under direction of CIP

***Narrative Response to Comments:***

***Planning Review:***

Please respond to any related comments that are provided for the other sign location submitted under file HPB22-0531

[See below](#)

Additionally, it is recommended that safe pedestrian access to the location be explored, as people will still access the site for photo opportunities.

[Earlier concept designs included pedestrian access to the sign via a proposed crosswalk from the sidewalk to the west of the project site. The proposed crosswalk crossed the U-turn lane which spans from the westbound lane to the eastbound lane. The project site is within the FDOT right-of-way, and therefore subject to their review. FDOT expressed concern with encouraging pedestrian access to the sign. The alterations that would be required to accommodate safe pedestrian access extend beyond the parameters of this project and extent of the project site. The pedestrian access was therefore removed from the project.](#)

***HPB Plan Review:***

1. APPLICATION - Provide a letter of intent outlining the proposed project and any previous City actions/ public meetings.

[See above](#)

2. DEFICIENCIES IN PRESENTATION

- a. Provide an enlarged site and canopy plan  
(N/A for Normandy site. Site and canopy plans are as large as possible already.)
- b. Provide additional details of the proposed channel letter signage, indicate the proposed letter finish

The design intent for the letters is to replicate or approximate the look of typical channel letter signage used in hotel signage all over Miami Beach: typically an aluminum or metal-look frame with neon or LED lighting and a white plastic face. The letters will be illuminated at night. Applicant is working with a signage vendor on the exact specification.

- c. Are the existing yellow and black arrow signs remaining?  
(N/A for Normandy site.)
- d. In the renderings, it is unclear what the white sidewalk material appears to be, it does not seem to be indicated in the plans.

N/A for Normandy site; but the renderings have been updated to include current conditions including the existing metal barrier.

3. DESIGN/APPROPRIATENESS COMMENTS (Recommendations)

- a. N/A

*Urban Forestry Group Review:*

- 1. Palms/trees with character or leaning trunks within the public ROW will not be accepted. Palms and trees in private property with character/leaning trunks will be accepted.
- 2. Palm species should be reconsidered. Sabal palms do not have a stature that indicates a grand entrance to the city. Nonnative palms could be considered, and the UF department would be willing to waive the Florida native requirements.

Palm specifications have been reconsidered and to provide further clarification we have updated comment notes for Sabal Palms. See chart on sheet LP-1.

Proposed palms are specified as specimen character palms. They will be hand-picked, and photos are attached to provide further details for the proposed establishment on site. In order to provide the Grand Entrance appeal and maintain a sustainable approach, native plant types are selected for future maintenance ease and cost-effective upkeep.

See photos on following pages.



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