

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission  
FROM: Commissioner Mark Samuelian  
DATE: April 29, 2021

SUBJECT: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE TO DISCUSS THE POTENTIAL FOR PEDESTRIAN ENHANCEMENTS IN THE OCEAN DRIVE, LINCOLN ROAD, AND ESPANOLA WAY COMMERCIAL CORRIDORS.

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### **ANALYSIS**

This item asks the Finance and Economic Resiliency Committee to discuss FY 2022 budget funding for pedestrian enhancements connecting Ocean Drive, Española Way, and Lincoln Road as currently being planned by the Transportation Department, and supported by the Española Way and Ocean Drive Association (see attached) with the Lincoln Road Business Improvement District interested in and reviewing the proposed project (attached).

### **SUPPORTING SURVEY DATA**

N/A

### **Applicable Area**

South Beach

### **Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?**

Yes

### **Does this item utilize G.O. Bond Funds?**

No

### **Legislative Tracking**

Commissioner Mark Samuelian

### **ATTACHMENTS:**

#### **Description**

- ▢ Española Way Association Letter of Support
- ▢ Ocean Drive Association Letter of Support
- ▢ Lincoln Road BID Upcoming ADCD Connectivity Project Review Letter



To: Commissioners Mark Samuelian and Ricky Arriola

From: David Berg, Vice-President & Scott Robins, President – Espanola Way Association

Date: April 9<sup>th</sup>, 2020

Re: Ocean Drive – Espanola Way – Lincoln Road Connectivity + Plaza De Espana Art Installation

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On Behalf of the Espanola Way Association, we would like to express our support for the City of Miami Beach and the Commission to study and approve a pedestrian promenade connecting Ocean Drive, Espanola Way and Lincoln Road.

We believe that destination streets in the ADCD need to be more unified. By creating a pedestrian promenade that starts on 14<sup>th</sup> PL (aka the Betsy Ally) and connects through Espanola Way and along Drexel to Lincoln, both tourists and residents alike have a defined pedestrian path to explore some of Miami Beach's main attractions including the art deco architecture of Ocean Drive, the Mediterranean Spanish village of Espanola Way and the pedestrian friendly outdoor shopping and dining experiences of Lincoln Road. In accordance with this promenade the city should explore uniform street paving, lighting, signage, and landscaping from 14<sup>th</sup> Place through Espanola Way and along Drexel Avenue.

In addition, we believe a critical element to the success of this ADCD initiative is to activate Plaza De Espana (the plaza on Espanola Way and Drexel Ave) with a one-of-a-kind art and culture experience. This can be achieved through a unique sculpture, fountain, or even a suspended activation in the trees to compliment the string lighting and romantic characteristics of the Espanola Way village.

Proceeding with the pedestrian promenade and activation of Plaza De Espana will go along way in delivering an enhanced experience to the new Art Deco Cultural District.

Thank you for consideration.

Respectfully,

A handwritten signature in black ink, appearing to be "David Berg", written in a cursive style.

David Berg, Vice President Espanola Way Association



April 12, 2021

Via Electronic Mail

The Honorable Mark Samuelian  
City Commissioner  
City of Miami Beach  
1700 Convention Center Drive  
Miami Beach, FL 33139

Dear Commissioner Samuelian,

The purpose of this letter is to communicate the Ocean Drive Association's strong support for implementing a program to "connect" Lincoln Road, Drexel, Espanola Way, 14th Place, Ocean Drive and Lummus Park through the deployment of comprehensive pedestrian signage and lighting.

We are blessed to have some of the most compelling individual destinations in the country. Connecting these elements and promoting resident and guest enjoyment of these assets will have a profoundly positive effect on the neighborhood and larger community.

Sincerely,

Ceci Velasco  
Executive Director

CC: Mayor and Commission  
ODA Board Members  
Raul Aguila, Interim City Manager  
Rafael Granado, City Clerk

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Executive Director*

# LINCOLN RD

April 12, 2021

Commissioner Mark Samuelian  
Miami Beach City Commission  
Miami Beach City Hall  
1700 Convention Center Drive  
Miami Beach, Florida 33139

Re. Art Deco Cultural District Connectivity Project

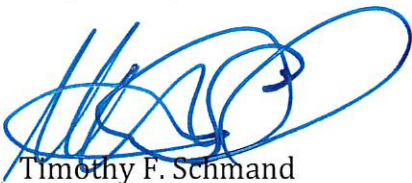
Dear Commissioner Samuelian,

The Lincon Road BID has not had the opportunity to review and discuss the *Art Deco Cultural District Connectivity Project*. The LRBID has long-standing commitment to cultural vibrancy and connectivity, and this item is included on the April 15, 2021, LRBID Board of Directors Meeting agenda.

Speaking for myself, the plan for a pedestrian promenade that links the main destinations in the Art Deco Cultural District – specifically Ocean Drive, Espanola Way and Lincoln Road is a long recognized need. City approval of enhanced lighting, signage, landscaping, as well as pedestrian friendly pavers to link these three magnificent, only in Miami Beach, destinations is a transformational and achievable near term goal.

Thank you for your attention to this matter.

Respectfully,



Timothy F. Schmand  
Executive Director

cc: file

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Lincoln Road Business  
Improvement District, Inc.

[LincolnRd.com](http://LincolnRd.com) | [LRBID.com](http://LRBID.com)