

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Mayor Steven Meiner
DATE: February 21, 2024

SUBJECT: REFERRAL TO THE PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE TO DISCUSS RE-NAMING "MIAMI BEACH DRIVE" AS THE "MIAMI BEACH PROMENADE."

RECOMMENDATION

I would like to refer the above-referenced item to Public Safety and Neighborhood Quality of Life Committee (the "Committee") to consider re-naming Miami Beach Drive, located parallel to the Miami Beach Boardwalk and situated between 24th Street and 27th Street, as the "Miami Beach Promenade."

Under existing criteria in Section 82-503 of the City Code, City streets may only be re-named following review by the Committee, and upon a 5/7ths vote of the City Commission, following a duly noticed public hearing.

I believe the re-naming of Miami Beach Drive as the "Miami Beach Promenade" is fitting and contextually appropriate, since this geographic area within the City is in fact a promenade used solely by pedestrians, typically for access to the Beachwalk. In addition, renaming Miami Beach Drive as the "Miami Beach Promenade" would be consistent with the City Commission's goal of initiating a much-needed beautification and improvement project for the area, consistent with the recent improvements completed for the Beachwalk.

SUPPORTING SURVEY DATA

N/A

FINANCIAL INFORMATION

N/A

Applicable Area

Middle Beach

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

No

Does this item utilize G.O. Bond Funds?

No

Strategic Connection

Non-Applicable

Legislative Tracking

Mayor Steven Meiner