

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Commissioner David Suarez
DATE: May 15, 2024

SUBJECT: REFERRAL TO THE JUNE 10, 2024 LAND USE AND SUSTAINABILITY COMMITTEE MEETING – DISCUSS AUTHORIZING LIMITED DIRECTIONAL SIGNAGE ON LINCOLN ROAD, SUBJECT TO STRICT SIZE AND DESIGN CRITERIA, TO INFORM PEDESTRIANS ON LINCOLN ROAD REGARDING RETAIL AND RESTAURANT BUSINESSES LOCATED ON SIDE STREETS, IN ORDER TO PROMOTE ECONOMIC DEVELOPMENT AND BUSINESS RETENTION IN PARTS OF THE LINCOLN ROAD RETAIL DISTRICT THAT RECEIVE LESS PEDESTRIAN TRAFFIC.

BACKGROUND/HISTORY

1. Was the Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481, including a principal engaged in lobbying? No.
2. If so, please specify name of lobbyist(s) and principal(s): N/A

ANALYSIS

Please place the above item on the May 15, 2024 City Commission meeting agenda as a referral to the June 10, 2024 Land Use and Sustainability Committee (“LUSC”) meeting.

I would like the LUSC to consider authorizing limited directional signage on Lincoln Road, to advise the public regarding retail and restaurant businesses located on side streets off of Lincoln Road, which receive less pedestrian traffic. Any signs would need to meet strict size and design criteria, in recognition of the historic character of Lincoln Road and to limit visual pollution. As part of this item, I would like the Administration and City Attorney’s Office to address whether any Code amendments would be necessary to permit such signage in the Lincoln Road right-of-way.

SUPPORTING SURVEY DATA

N/A

FINANCIAL INFORMATION

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

Strategic Connection

Non-Applicable

Legislative Tracking

Commissioner David Suarez