

MIAMI BEACH

PLANNING DEPARTMENT

Staff Report & Recommendation

Planning Board

TO: Chairperson and Members
Planning Board

DATE: July 24, 2018

FROM: Thomas R. Mooney, AICP
Planning Director



SUBJECT: **1200 Meridian Avenue – Flamingo Park**

PB 18-0212. 1200 Meridian Avenue – Flamingo Park. Review of a Waiver of development regulations in a GU (Government Use) District pertaining to Section 138-73, of the Land Development Regulations (LDR), entitled “General Advertising Signs,” in order to authorize the installation of a general advertising sign for the Flamingo Park Fitness Zone at Flamingo Park.

RECOMMENDATION

Transmit the proposed Waiver of Development Regulations to the City Commission with a favorable recommendation.

HISTORY/ BACKGROUND

Flamingo Park will be undergoing a planned outdoor fitness equipment area approved through the Flamingo Park Master Plan. The project will be funded by a donation from The Trust for Public Land (TPL) through a grant awarded by TD Bank. In recognition of the funding partners, signage is planned to be installed within the outdoor fitness equipment area.

One of the requirements is the placement of a “Welcome to your Flamingo Park Fitness Zone” sign which includes the TPL logo, TD Bank logo and the City of Miami Beach logo in English and Spanish (Exhibit B). The dimensions of each of the signs will be 25.625” x 39” and will be located on the northwest side of the fitness zone as depicted in Exhibit C.

The second requirement is to include donor recognition plaques, which are circular signs with the TD Bank logo, which says “Thanks to TD Bank for their generous support of this project” (Exhibit D). The plaques will go below the instructional signage on 6 of the 9 pieces of equipment. The sign is 7” in diameter. Exhibit E shows a sample photo of the signage on a piece of equipment.

However LDR Section 138-73 prohibits general advertising signs:

Sec. 138-73. General advertising signs.

No general advertising sign shall be constructed, erected, used, operated or maintained in the city.

The location is zoned Government Use (GU) and, as per LDR Section 142-425(d), the City Commission may waive by five-sevenths (5/7) vote, following a public hearing, development regulations “pertaining to governmental owned or leased buildings, uses and sites which are wholly used by, open and accessible to the general public, or used by not-for-profit, educational, or cultural organizations, or for convention center hotels, or convention center hotel accessory garages, or city utilized parking lots, provided they are continually used for such purposes.”

The aforementioned Section further requires Planning Board review prior to approval by the City Commission. On June 6, 2018, the City Commission referred the proposed waiver to the Planning Board for review, pursuant to LDR Section 142-4125(d).

RECOMMENDATION

In view of the foregoing analysis, staff recommends that the Planning Board transmit the proposed waiver to the City Commission with a favorable recommendation.

TRM/MAB/AG

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EXHIBIT B

Welcome to your
FLAMINGO PARK

Fitness Zone[®] AREA

Congratulations
on choosing a
healthy lifestyle!

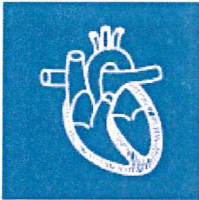
Get Active

Try to be active every day.
Even if you've never exercised
or haven't exercised in many
years, you can benefit from
fitness at any age.

Before You Start

- Start slowly. Warm up for 5 to 10 minutes with easy stretching or brisk walking.
- Take it easy. Moderate exercise can benefit you as much as intense exercise.
- Read and understand all exercise instructions.


A Complete Exercise Program Includes **3 TYPES OF ACTIVITY:**



AEROBIC EXERCISE

(minimum 30 minutes a day)


- Raises your heart rate
- Uses the large muscles of the body (arms, legs, back)
- Decreases risk of chronic disease
- Helps you lose weight



STRENGTH-BUILDING

(minimum 10 minutes a day)


- Increases strength
- Improves balance
- Increases bone density




STRETCHING

(minimum 5 to 10 minutes a day)

- Loosens stiff joints
- Lengthens and loosens muscles

 **Bank**

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FITNESS ZONE AREAS ARE A PROJECT OF THE TRUST FOR PUBLIC LAND TO HELP COMMUNITIES GET FIT AND STAY HEALTHY. | tpl.org/fitnesszones

Bienvenido a su

Fitness Zone[®] AREA

de FLAMINGO PARK

¡Felicidades por
elegir un estilo de
vida saludable!

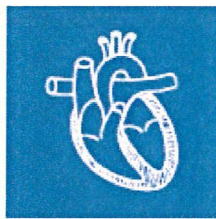
Manténgase Activo

Trate de estar más activo cada día. Aún, si nunca ha ejercitado o no lo ha hecho por muchos años, el ejercicio lo puede beneficiar a cualquier edad.

Antes De Comenzar

- Empiece despacio. Haga ejercicios de calentamiento de 5 a 10 minutos, haciendo ejercicios de estiramiento suaves o una caminata a paso ligero.
- Tómelo con calma. El ejercicio moderado lo puede beneficiar tanto como un ejercicio intenso.
- Lea y comprenda todas las instrucciones del ejercicio.

Un Programa De Ejercicio Completo Que Incluye **TRES TIPOS DE ACTIVIDADES:**



EJERCICIO AERÓBICO

(comience hasta llegar a por lo menos 30 minutos al día)

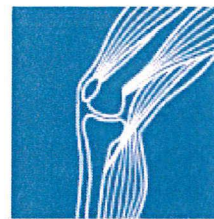
- Es cualquier actividad que incremente el ritmo cardíaco
- Usa los músculos grandes del cuerpo (brazos, piernas, espalda)
- Reduce el riesgo de enfermedades crónicas
- Ayuda a bajar de peso



FORTALECIMIENTO

(comience hasta llegar a por lo menos 10 minutos al día)

- Incrementa el vigor
- Incrementa la habilidad para quemar calorías
- Incrementa la densidad de los huesos



ESTIRAMIENTO

(comience hasta llegar a por lo menos de 5 a 10 minutos por día)

- Ayuda a relajar las coyunturas rígidas
- Incrementa el grado de movilidad y flexibilidad



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LAS ZONAS DE EJERCICIOS FÍSICOS (FITNESS ZONE AREAS) SON UN PROYECTO DE: THE TRUST FOR PUBLIC LAND PARA AYUDAR A QUE LAS COMUNIDADES LOGREN UN BUEN ESTADO FÍSICO Y PERMANEZCAN SALUDABLES. | tpl.org/fitnesszones

[illegible]

EXHIBIT D

**Thanks to TD Bank for their generous
support of this project**

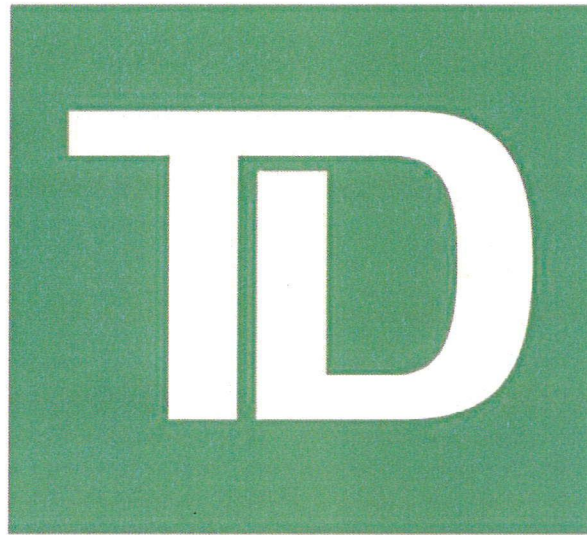


EXHIBIT E

