

RESOLUTION NO. \_\_\_\_\_

**A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE FINANCE AND CITYWIDE PROJECTS COMMITTEE REGARDING STOREFRONT WINDOW COVER INCLUDING AUTHORIZING THE CITY TO PURCHASE ADDITIONAL STOREFRONT WINDOW COVERINGS UTILIZING THE EXISTING COVERING DESIGN, AND AUTHORIZING THE ADMINISTRATION TO UTILIZE FUNDS PREVIOUSLY ALLOCATED TO NORTH BEACH CORPORATION DURING THE 2017/2018 AND 2018/2019 FISCAL YEARS, TOTALING \$36,000.**

**WHEREAS**, during the April 20, 2018 Finance and Citywide Projects Committee ("FCWPC") meeting, the Committee discussed the issue of ground floor storefront vacancies throughout many of the major commercial corridors in Miami Beach; and

**WHEREAS**, the FCWPC directed Staff to create a catalog of the number and location of vacancies among major corridors – North Beach 63<sup>rd</sup> – 70<sup>th</sup>, 41<sup>st</sup> Street, Washington Avenue, Ocean Drive and Lincoln Road ("studied areas"), and to look into creative ways and ideas to address vacancies and increase the vibrancy throughout commercial districts; and

**WHEREAS**, during the FCWPC meeting on July 27<sup>th</sup>, 2018, the Administration explained its outreach efforts, and challenges that brokers and property owners faced in finding new tenants; and

**WHEREAS**, current conditions for the studied areas do not attract new and emerging businesses; and

**WHEREAS**, the FCWPC concluded that creative marketing and branding of the City needs to be prioritized in order to increase and promote businesses to move into the studied areas, as businesses are leaving the Beach as consumers believe, they can receive a better value (more space for less) with less traffic; and

**WHEREAS**, the business community expressed concerns over poor lighting and lack of parking as a barrier to a success business within the studied areas; and

**WHEREAS**, Miami Beach used to be the dominate municipality for entertainment, however, in recent years, the competition has grown through the County; and

**WHEREAS**, proposed capital improvements in the pipeline will be able to address many of the issues the businesses within the studied areas are facing including such improvements as: sidewalk enhancements, increased lighting, and bike lanes; and

**WHEREAS**, independent stores are competing in the world of big box stores, and they are struggling to survive due to the competition from these big stores; and

**WHEREAS**, starting a business and converting a property from one industry to the next (retail to restaurant) is financially burdensome, especially for small startups; and

**WHEREAS**, during the September 14, 2018 FWPC meeting, the Administration advised they would work, in partnership with the Small Business Task Force ("Task Force"), to identify City measures that would help streamline the business start-up process; and

**WHEREAS**, the Administration suggested creative alternatives to better support the small business community in addressing storefront vacancies including a "Curated Storefront Initiative," to encourage small-scale manufacturing, Pink Zones, revising Section 138-140 of the City Code to require the use of approved Miami Beach storefront coverings, an "Anchor Tenant Incentive Program," and a "Grand Opening Assistance Program"; and

**WHEREAS**, FCWPC recommended the Administration to draft an ordinance to revise Section 138-140 of the City Code with respect to storefront covers to require such covers be the approved covers of Miami Beach and require the discontinuation of the use of brown window paper coverings; and

**WHEREAS**, the FCWPC recommended that staff return to the FCWPC with updated window covering designs that would appeal to and reflect the image of the City; or in the alternative, to present up to three window covering design options that reflect the unique spirit of South Beach, Mid-Beach and North Beach, which designs would also include an area for owner/realtor information; and

**WHEREAS**, the FCWPC recommended that the Administration utilize \$18,000 from Fiscal Year 2017/2018, and \$18,000 from the Fiscal Year 2018/2019 funds originally allocated to North Beach Development Corporation, to purchase additional window coverings with the City's existing design to be provided to the Community; to amend Section 138-140 of the City Code to require use of the City's storefront covering; and to design new City design coverings.

**NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA**, that the Mayor and City Commission hereby accept the recommendation of the Finance and Citywide Projects Committee regarding storefront window cover including authorizing the City to purchase additional storefront window coverings utilizing the existing covering design, and authorizing the Administration to utilize funds previously allocated to North Beach Corporation during the 2017/2018 and 2018/2019 fiscal years, totaling \$36,000.

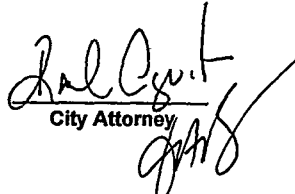
**PASSED and ADOPTED** this 17<sup>th</sup> day of October, 2018.

**ATTEST:**

\_\_\_\_\_  
Dan Gelber, Mayor

\_\_\_\_\_  
Rafael E. Granado, City Clerk

APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION

  
\_\_\_\_\_  
City Attorney

10/15/18  
\_\_\_\_\_  
Date