

Art Deco Cultural District Initiatives

December 4, 2020

Ten Point Plan for Ocean Drive

1)	Immediate additional police, security and sanitation workers for Ocean Drive	
A.	Patrolling public areas	Ongoing
B.	Police and Park Rangers	Ongoing
C.	Open Containers	Ongoing
D.	Security to Patrol Private Property	Pending
E.	Sanitation	Ongoing
F.	Alley Lighting	Complete
2)	Business Improvement District ("BID")	On Hold
3)	Umbrellas, Furniture and Fixtures	
A.	New Guidelines	Complete
B.	Table and Chairs Footprint	Complete
C.	Trees	Part of GOB Projects
D.	Width of Umbrellas and Awnings	Complete
E.	Height of Umbrellas and Awnings	Complete
F.	Width of Tables	Complete
G.	Securing Umbrellas into the Sidewalk	Complete
H.	Lighting	Ongoing
I.	Umbrella Zippers	Complete
J.	Roll-Down Tarp	Complete
K.	Awnings	Complete
L.	Street Lighting	Ongoing

Ten Point Plan for Ocean Drive

4)	Prohibition on Formula Restaurants and Retail and Other Limits on Retail	
A.	"Chain" Retail	Complete
B.	Size of Retail	Pending
C.	Certain Stores	Complete
D.	Food Displays	Complete
E.	"Bait and Switch"	Ongoing
F.	Hospitality Training	Complete
G.	Adult Entertainment	Complete
5)	"Hawking" by Bar and Restaurant Personnel Prohibited	Ongoing
6)	Street Vendors and Promoters Prohibited	
A.	Prohibition	Complete
B.	Fines	Complete
C.	Enforcement	Ongoing
7)	Music or other noise being produced by golf carts or other open-air commercial vehicles shall be prohibited	On Agenda at NQLC
8)	Music Heard on Sidewalks and Lummus Park	Noise Ordinance on Agenda at Commission
A.	Food and beverage establishments	
B.	Retail stores	
C.	Other legislation	
9)	Lummus Park should be activated with art/sculpture installations and cultural programming. The area between the serpentine walkway and the beach west of the dunes should be activated with additional recreational amenities. In order to minimize food consumption in Lummus Park, urban appropriate picnic tables should be considered for this same underutilized area between the serpentine walkway and the dunes. The City's Department of Tourism and Cultural Affairs should be responsible to create a regular schedule of cultural programming and recreational activities for these areas.	Art and sculpture installations and cultural programming are ongoing. Additionally, the City has significantly enhanced the fitness/recreation facilities in the Muscle Beach area (8th -9th St) of Lummus Park. Several substantial pieces of equipment have been approved by the HPB and installed by the City.
10)	No person or business is allowed to sell, buy, dispense, use or otherwise possess marijuana in Miami Beach. This Proposal underscores this point for the area of Ocean Drive. No person or business will be allowed to sell, buy, dispense, use or otherwise possess marijuana on Ocean Drive, including but not limited to on the sidewalks, street, Lummus Park, Ocean Court alley or other public areas in the vicinity of Ocean Drive, or in any private property fronting Ocean Drive or a street perpendicular to Ocean Drive west to Collins Avenue. With regard to medical marijuana, if that becomes legal in Miami Beach, medical marijuana dispensaries will be banned in properties fronting Ocean Drive.	Ongoing

Shulman Plan for Ocean Drive



Shulman +
Associates

ADCD Safety/Security (Police)

A.	Lighting improvements balancing public safety and protecting the environment (Public Works)	Collins LED Conversion FDOT project begins 12/7/20
B.	Cameras (installation and monitoring) to more than double through GOB to act as force multiplier (Police)	Lummus Park Cameras to be completed in Dec Wash/Collins still pending
C.	Assessment of Community Policing, Boots on the Ground, Overwatch, Overlap of shifts, expand bike patrol (Police)	
i.	Reassignment of resources to increase Police Presence in ADCD	Implemented 9/14/20
ii.	High Impact Operation for Thanksgiving Weekend	Implemented 11/26/20
iii.	Directed Patrols and Strike Force as Part of Operation ADCD Safe	Implemented 11/30/20
D.	Assessment of Code Compliance priorities/resources to focus on quality of life issues (Code)	
i.	Additional Weekend Deployment of ADCD Team on Overtime	First Deployed 11/6/20
ii.	Plainclothes detail in ADCD	Random Days beginning 11/13/20
iii.	Dedicated Weekend Team in ADCD	Pending
E.	Additional restrictions to address/mitigate anything goes perception	
i.	Limit hours of alcohol sales at package stores (Planning)	Complete
ii.	Limit hours of sidewalk cafes upon violation of Code of Conduct (Public Works)	Legislation being discussed 12/4
iii.	Off duty police officers at all alcohol establishments with service after 12 am graduated staffing levels with minimum of two Officers (Planning)	Pending
iv.	Training for club security staff overseen by Police (Police)	Pending
v.	Reimplementation of TOPS program (Police)	Complete
vi.	Further restrictions pertaining to scooter/golf cart rentals and operation including geofencing pedestrian areas and limiting noise from vehicles (Planning)	Portions in place remainder on Agenda at Commission

ADCD Activation (Tourism and Culture)

A.	Develop an immediate 6-12-month, short-term strategy that weaves programming from 5 th to 22 nd street with art, culture and special event engagements – including Ocean Dr, Washington Ave, Espanola, Lincoln Rd., Soundscape Park, Collins Canal Park and Collins Park(Tourism and Culture).	
i.	Identify opportunities to activate resident and visitors by leveraging public spaces	Proposals from prequalified vendors due in December
ii.	Involve Lummus Park design team to identify activation areas in new Park design	Design team engaged through Parks Department
iii.	Reactivate and elevate the artisanal / produce market	City taking over market and ready to implement when safe
iv.	Integrate art, culture and wellness programming	Pending
v.	Explore relevant, fun and timely temporary art / instagrammable moments	Pending
B.	Develop a long-term strategy (3-5 years) that designs consistent, holistic, and creative annual and episodic programming (Tourism & Culture)	
i.	Spring Break	Tom Bercu Productions selected and presented to Commission
ii.	Memorial Day Weekend	Pending
C.	Explore expansion of holiday/decorative lighting in Lummus (Property Management)	Lighting installed 11/1
D.	Identify requirements or activations that private businesses need to be eligible for additional beach club privileges (Property Management)	Pending
E.	World class welcome center and gift shop (Tourism and Culture/Property Management)	Working with MDPL to make improvements

ADCD Target Industries/Incentives (Economic Development)

A.	Identify target industries to improve mix of uses (ie microbreweries, bakeries, arts and culture) (Economic Development/Planning)	On Agenda at LUSC
B.	Incentive opportunities to attract target industries ie fee rebates (Economic Development/Planning)	On Agenda at FERC
C.	Explore changing office needs/opportunities in post Covid environment (Economic Development)	Evaluate as part of Master Planning effort
D.	Identify experiential retail to attract locals and activate district (Economic Development)	Ongoing
E.	TIF District to drive operational improvements in the District. (Economic Development)	Pending
F.	Facilitate formation of the Business Improvement District (Economic Development)	On Hold

ADCD Branding (Communications)

A.	Prepare branding strategy for presentation at workshop (Communications)	Complete
B.	Prepare draft procurement package for branding/marketing (Communications)	Complete
C.	Evaluate GMCVB role versus independent Miami Beach marketing firm (Communications/Tourism and Culture)	Ongoing
D.	Explore ways to identify the District through lighting and directional signage (wayfinding, welcome and banner)	Pending

ADCD Transportation/Transit (Transportation)

A.	Evaluate transit corridors for recommendations on route (Transportation)	Vision presented as part of Workshop. Additional evaluation to occur as part of Master Planning effort
B.	Evaluate traffic data prepandemic for potential impacts resulting from modifications to street pattern (Transportation)	Presented as part of Workshop. Additional analysis will take place as part of Master Planning effort
C.	Convene focus groups on street reconfigurations (Zyscovich)	Evaluate as part of Master Planning effort
D.	Evaluate parking losses and improve access to parking facilities including reevaluation of parking garage on Collins and 13 th with ground floor cultural activation (Parking)	Pending (funding challenges)
E.	Address street parking versus loading on Collins (Parking)	Evaluate as part of Master Planning effort
F.	Preserve and protect service access and business access (Transportation/Parking)	Ongoing
G.	Propose street layouts for Washington, Collins and Ocean (Transportation)	Vision presented as part of Workshop. Additional evaluation to occur as part of Master Planning effort.
H.	Evaluation of Pilot Programs on Washington and Collins (Transportation)	Ongoing
I.	Evaluate valet program vs competitive districts county-wide (Parking)	Ongoing current valet pilot on 7th and 11th Streets
J.	Advance funding of the GO Bond Projects for Washington and Ocean (GOB)	Pending January Discussion at GOBOC

ADCD Zoning Amendments (Planning)

A.	Incentives for reinvestment to preserve and highlight historic character of district	
<i>i.</i>	Streamline permitting process for property improvement and targeted reuse	Pending
<i>ii.</i>	Playbook for allowing connection of properties through air rights easements from across Ocean Court (ie Tides/Betsy/Essex prior approved bridge installations).	Pending
<i>iii.</i>	Height incentives for preservation of and investment in historic structures on Collins	On Agenda at LUSC
<i>iv.</i>	FAR incentives for back of house/operational needs to attract better operators	Pending
B.	Explore restrictions as catalyst for a greater mix of uses (ie restrict stand alone bars, restaurants possibly only as accessory use to hotels, rooftops for hotel accessory and/or restaurant only)	On Agenda at LUSC
C.	LDR Amendments regarding times for Alcohol sales and CUP process	CUP item on Agenda at LUSC
D.	Reduce or eliminate music above ambient	On Agenda at Commission
E.	Require daytime activation of all properties to avoid daytime dead zones because of club use	Pending (only Wash)
F.	Set distance requirement between clubs/dance halls (create specific uses for different areas and create daytime activation and limit on street queues)	Pending (only Wash)
G.	Improve/elevate layout and standards for café furniture, signage, lighting etc.	Tied to GO Bond Project

Washington Avenue



Ocean Drive

