



MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # **505-2016**

LETTER TO COMMISSION

TO: Mayor Philip Levine and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: November 22, 2016

SUBJECT: FAENA Procession

This letter serves to inform the Mayor and Commission of the FAENA District's Grand Opening event, the Tide by Side Procession, taking place Sunday, November 27, 2016, from 3:00 PM to 6:00 PM. The Procession is a major collaborative artistic installation, feature floats, vehicles, dancers and other artists, curated by Faena, which will convert the entire district into a moving block party installation. The area of impact is from 32 Street to 36 Street, from Collins Avenue to Indian Creek Drive. Closures will be required for procession use and public safety, with the hours of closure limited to 2:00 PM to 8:00 PM, with roads opened as they are able at the conclusion of the event and removal of equipment and clean-up of the area. The closures sought by the applicant and approved by Commission include the two westernmost northbound lanes of Collins Avenue from 32 Street to 36 Street, the single easternmost southbound lane of Indian Creek Drive from 32 Street to 36 Street, and the 100 and 200 blocks (from east of Collins Avenue to Indian Creek) of the finger streets on 32, 33, 34, 35 and 36 Streets. There will be no structural installations on the major roadways of Collins Avenue or Indian Creek, but added closures are needed for installations on the finger streets, including tents, bleachers, risers and a control container. The eastern lane of Collins will remain open to local traffic, emergency services and MDTA bus routes. The western lane of Indian Creek will be available for all uses. Full access and uses will be available in the area of Collins Avenue and Indian Creek Drive between 23 and 32 Streets and between 36 and 41 Streets, but through traffic, particularly northbound, will be advised to detour using Pine Tree Drive.

The event producer has provided a comprehensive Management of Traffic Plan, FDOT approval and will hire a comprehensive staffing plan of Fire and Police personnel to manage the closures and ensure public safety. All parking within the closures has been reserved and will be cleared in the closure area. The event producer is required to place Variable Message Signs alerting motorists of the planned event impact and detours on the day of the event, starting on Wednesday, November 23. The producer has also directly notified all residents and businesses in the Collins Avenue and Indian Creek area between 23 and 41 Street and obtained signed consent forms from all residents and businesses within the direct closure area between 32 and 26 Streets. A free shuttle will be provided to attendees, with pick up locations at each of the major garages in the City, to try to get attendees not to seek parking in the impacted area. Locals within the closure area will identify themselves to security places at all buildings in the closure area that are occupied for immediate access or egress. In addition to Faena's outreach, the City's Communications Department is transmitting details about the traffic impacts in e-blasts and social media platforms.

The opening Procession is the kick off to a week-long celebration of the opening of the Faena District, with activations taking place inside the Faena Forum (including an AMFAR charity performance by Madonna and friends), Faena hotel (including a Sirius XM performance by Bon Jovi in the Theater), the Bazaar (including a Samsung Virtual Reality activation), Casa Claridge and on the beachfront eats of Faena, which will see the installation of several elements, including a geodome structure, which will host many receptions and a performance by Kendrick Lamar.

C:

Kathie Brooks, Assistant City Manager

Vanessa Williams, Interim Director, Tourism Culture and Economic Development

Attachment

KGB/WW/GW

**FAENA DISTRICT OPENING
SHUTTLE SERVICE ROUTE
SUNDAY 11/27/2016
1 PM - 8 PM**

