

MIAMI BEACH

Mayor's Ad-Hoc 41st Street Committee

4:00pm Tuesday, April 11, 2019

Iberia Bank

400 41st Street, Miami Beach

MINUTES

Committee Members in Attendance:

- Seth Gadinsky, Chair
- Jerri Herzberg Bassuk
- Betty Behar
- Michael Burnstine
- Yechiel Ciment
- Francisco Diez-Rivas
- Eric Hankin
- Robin Jacobs, Vice Chair
- Marcella Novella

City Staff in Attendance:

- Bo Martinez, Economic Development Director
- Leonard Roberts, Economic Development Assistant Director
- Elizabeth Miro, Property Management Assistant Director
- Tom Curitore, Code Compliance Assistant Director
- Gedel Merzius, Economic Development Specialist
- Lily Alvarez, Administer Service Manager, Property Management
- Heather Shaw, Acting Director Tourism, Culture and Economic Development

Seth Gadinsky opened the meeting at 4:05 p.m. and welcomed all in attendance. Seth Gadinsky welcomed Bo Martinez, Economic Development Director and Leonard Roberts, Economic Development Assistant Director to the 41st Street Committee.

March Motions

Bo Martinez discussed the status of the four March motions.

- 1) To request the City, hire Alta/Gehl to do Phase II (execution phase) of the initial plan.
- 2) To recommend the City issue RFPs for City owned parking lots within the 41st Street corridor.
- 3) To request to extend the 41st Street Committee tenure for one year and to request to meet monthly or as needed.
- 4) To recommend the City issue a request for proposals for a 41st Street Farmer's/Produce and Artisanal market.

These four motions were approved at the April 10th Commission Meeting where they first became a Letter to Commission (LTC) and picked up by Commissioner Samuelian to be heard at the next Finance City Wide Projects Committee meeting.

Jerri Herzberg Bassuk inquired about the motion regarding the non-sworn officer within the 41st corridor. Heather stated that there will be a pilot for a non-sworn officer that will be located on 41st Street and Pinetree, Monday to Friday from 3:30 to 6:00, the start date will be TBD. Miami Beach Police department has committed to picking up the cost.

Robin Jacobs suggested that a press release be sent out to local business around the corridor highlighting the specific motion that was passed and scheduled to take place.

Finance City Projects Committee

Bo gave a status update regarding the Finance City Wide Project committee items. Bo stated that the 41st Street implementation plan & funding sources accepted and approved the implementation plan at the April 10, 2019 FCWP committee. Bo also discussed the parklet program which was also accepted to be placed on 41st Street and Royal palm avenue using the midtown quality of life funds.

Neighborhood Community Affairs Committee

Bo stated that at the February Neighborhood Community Affairs committee meeting the staff recommended that there is no need for a police substation. Seth suggested that we move on from the police substation motion and accept the NCAC committee and staff's decision to forgo on a police substation within the 41st street corridor.

Land Use Development Committee

Heather briefed the committee of the Pop-up store activation and its requirements. There was a revision to the requirements which now entails a \$250 dollar pop up shop fee, 3 months of occupancy which must be of the same use from previous use.

41st Street Implementation Plan & Funding Sources

Seth asked for more of an explanation about the march motion regarding hiring Alta/Gehl to do a Phase II (execution phase) of the initial plan. Heather explained that the committee had suggested in their March motion to engage Alta - Gehl to help with the implementation plan of their design and vision plan so that the committee implement initiatives strategically and systematically.

RFPs for City owned parking lots within the 41st Street corridor

Seth asked which department will handle this specific item? Heather responded that parking might handle this motion. Seth than gave the committee an update regarding a Publix being built on the 41st street corridor, stating that creating city owned parking lots will help gather momentum for a Publix supermarket to possibly come into the 41st street area.

Discussion of Master Planning – Coral Gables/Miracle Mile

Leonard Roberts gave a brief presentation on the Coral Gables Master plan on Miracle Mile. Leonard stated that the project started originally as a charrette project, the city hired a consultant to develop a concept as to what they wanted the corridor to look like. As a result of the charette the City Manager at the time began looking for funding resources as to how they were going to implement the plan. The commission ended up approving an assessment to surrounding businesses the assessment applied to the streets outside of Miracle Mile and Giralda Avenue. The location of the street scape was based on a budget of \$20 million dollars, of that 20 million dollars for initial funding the surrounding businesses paid 10 million of it. Surrounding business owners were in support of the assessment because the enhancements would propel economic vitality.

Leonard also stated that the Miracle Mile area was in Business Improvement District with a business improvement allocation component. Currently non-ad-valorem tax which the city commission stated that a fee will not be paid until street construction has concluded.

Leonard referenced the umbrella sky project which has had over 250 million social media impressions. Leonard stated that the area has now offered street scape seating that has now been activated on the Giralda Avenue corridor. Leonard stated that the City of Coral Gables invested in a retail strategy that composed previous discussions with realtors, brokers, business owners, property owners, stakeholders, city commissioners, did demographic studies, and the five main retail components they came to realize the area needed chef driven restaurants, menswear, womenswear, athletic leisure apparel, and home goods and design.

Leonard stated that their next focus was to pinpoint mid-sales local retail small business owners. The way specific information was pushed out to the public was through storefront design workshops, how to utilize and maximize business growth through social media and various other workshop to business, property and store owners to capture growth.

Robin Jacobs asked Leonard how many businesses were assessed? Leonard replied that all of miracle mile was examined, and the assessment consisted the linear square footage on the frontage of the number of floors minus residents and on the second tier which was Andalusia and Aragon Avenue the assessment number was reduced.

Seth stated that a key component of their success was having a professional dedicated to the retail of recruiting businesses that were conducive with the plan of the city's vision for the area.

Seth inquired about the status of five retail uses and how the city has upheld those core values so far. Leonard responded by stating that there have been challenges with segmented owners who owned a significant amount of real estate overall throughout the city, and trust fund stake real estate owners who owned and passed down properties through family generations.

Francisco stated that as a committee currently they are implementing specific stages of the 41s street plan. Francisco stated that the complete dynamic of the City of Coral Gables has completely changed, and it started with the side walk being expanded. Leonard stated that the sidewalk was one concept but overall because of the loss stores were taking from internet and on-line sales. Governments realized that a presence was needed. Placing parks in specific areas so that parents can play with their kids then be in walking distance to a local restaurant and enjoy a meal. The more civic presence that government puts into place, the more you attract people to an area. People are attracted to an area because they have an incentive to stay longer, if they stay longer it converts to direct sales.

Seth stated that ultimately this committee needs to roll into a bid.

Marcella suggested that if there isn't a budget for a full-time retail strategist she would like to recommend Michael Conrad who specializes in focusing on different endeavors bringing areas to life.

Jerri asked Leonard about the retail strategist position at the City of Coral Gables and in what capacity did the position entail. Leonard stated that a retail strategist was hired as an outside consultant and their recommendations were those five previously mentioned retail components in addition to having a full-time retail strategist recruiting businesses.

Eric Hankin asked does Gehl has a retail strategist to market and strategize, Heather replied that she did not believe Gehl specialized in retail strategy. Seth stated that finding a retail broker shouldn't be a problem it is just paying figuring out how they are going to pay for the specific position.

Francisco stated that the City should develop a feasibility study for the development of 41st street by leveraging the money the committee has and find out ways to on how assessments will be made. Bo stated that Leonard presented the group with five specific retail components that were essential in

developing a successful corridor for creative placemaking. Bo also posed the question to the committee asking if they were ready to hire a retail specialist, the committee answered that they were not. Bo stated that a vision and a plan would be needed to be implemented than a retail strategist can be implemented.

Francisco stated that the committee needs to find a specialized strategist. There is a need for someone to create a planned community with the existing infrastructure, then there needs to be direction on how the committee and the city will fund the projects. The strategist must figure out how they are going to deal with all those obstacles within this area and primarily focus the objectives.

NEET (North End Enhance Team) update

Tom Curitore gave an explanation and update to the committee on the NEET program. The City has had a significant focus on North Beach over the past five years, and there are many outstanding projects in the pipe line that will be real gamechangers for the area. The goal is to start this program over the next few weeks. We will notify you when we conduct our first sweep. For the record, there is no increase in head count or additional cost associated with this program. The key is to conduct recurring sweeps in North Beach to change the look and narrative in the NOBE neighborhood.

Lighting on 41st Street

Elizabeth Miro presented the committee with two different options for lighting that they have secured quotes for. The first option is Light 365, a low voltage light that is hard wired so there is practically never has any downtime. The other lighting option is RDL Electric that will provide rope lighting for the trees. The cost of the Light 365 package is approximately \$2,600 per tree. Elizabeth stated that there is a less maintenance with the light 365 option in variation to the rope lighting option from RDL Electric which would need to be replaced every year.

Mr. Merzius stated that there were less expensive alternatives, such as rope lighting, which would require year-round maintenance and upkeep. Mr. Morales can present a plan at the April meeting. Jerri stated that an option that the committee should look at is implementing lighting on every other tree, instead of every tree.

Marcella suggested that we should implement different lighting ideas that promote a different concept with video projection that illuminate the street and different shade structures. Committee members agreed to this suggestion as well.

Jim Morrison suggested an implementation for the RGB (Red, Green, Blue) lighting

Meeting adjourned 5:57 pm