

MIAMIBEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

OFFICE OF THE CITY MANAGER

NO. LTC# **456-2020**

LETTER TO COMMISSION

TO: Mayor Dan Gelber and Members of the City Commission

FROM: Raul J. Aguila, Interim City Manager

DocuSigned by:
Paul J. Aguila
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DATE: December 17, 2020

SUBJECT: **North Beach Community Redevelopment Agency Redevelopment Plan Update**

The purpose of this Letter to Commission (LTC) is to provide information regarding the forthcoming Redevelopment Plan for the North Beach Community Redevelopment Agency (NBCRA).

On December 15, 2020, the Administration hosted a virtual public town hall and kickoff meeting attended by over 80 participants. The Administration introduced to the public the City's consultant team engaged to prepare the Redevelopment Plan, Daedalus Advisory Services, Dover Kohl & Partners, and Redevelopment Management Associates. The consultant team delivered a presentation that covered background, procedure, and process about the CRA and Redevelopment Plan, including the timetable for adoption of the Plan in Spring/Summer 2021. For a recording of the town hall and the City's presentation, additional CRA information and frequently asked questions, please visit www.miamibeachfl.gov/northbeachcra.



Meeting presentation topics included the powers and limitations of the CRA, the relationship between the Redevelopment Plan and the North Beach Master Plan (2016), and the participatory role of the community that will be instrumental in crafting a Redevelopment Plan that transforms North Beach. Much of the informational meeting was interactive, consisting of audience engagement polls and public comment. Although not a statistically valid survey, an executive summary of the poll results conducted by Dover Kohl is attached as Exhibit A. During the question & answer segment, members of the public expressed a shared goal for revitalization of North Beach and the desire for transparency throughout the process.

January 2021 Virtual Community Charrette

To ensure public participation and the consideration of stakeholder concerns during Plan preparation, the City and consultant team will conduct a virtual community charette January 11-15, 2021. The virtual community charette will be heavily promoted by the City over the next several weeks. In the past, the public design charette process has successfully integrated North Beach

stakeholder groups to find consensus and develop planning strategies. The Plan charrette will focus on accomplishments and new ideas since adoption of the North Beach Master Plan, project prioritization, sequencing, and strategies consistent with state statute.

A preliminary schedule and agenda for the virtual charrette in draft form are attached as Exhibit B. The public is not only invited, but encouraged, to attend as many as possible of the live, interactive sessions. Focus groups sessions with various stakeholder groups are planned to take place as part of the charrette. A charrette webpage and media promotion are forthcoming, with details available on the City's website.

Next Steps

On January 13th, the City Commission will consider creation of the North Beach Redevelopment Oversight Committee, an advisory panel to be appointed by the City Commission that will provide guidance on preparation of the Plan. In February, the City Commission will consider action to formally create the CRA.



It is anticipated that a draft Plan will be presented to the City Commission and CRA Board in March and reviewed, as required by statute, by the Planning Board in April. If all goes well, in May, the City Commission and CRA Board will formally adopt and transmit the Plan to the County for approval by the County Commission.

For additional information regarding the North Beach CRA, visit miamibeachfl.gov/northbeachcra. Please direct any questions on the foregoing to Eric Carpenter, Assistant City Manager or Rickelle Williams, Economic Development Director.

Miami Beach NBCRA Kick Off 12-15-2020

Current run (last updated Dec 16, 2020 9:54am)

16

Activities

24

Participants

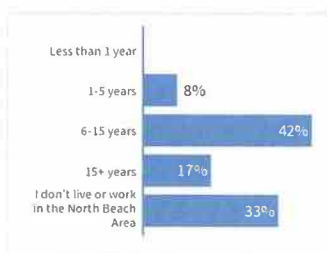
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Average responses



Average engagement

How long have you lived/worked in the North Beach area?



Response options

Count Percentage

Less than 1 year

0 0%

1-5 years

1 8%

6-15 years

5 42%

15+ years

2 17%

I don't live or work in the North Beach Area

4 33%

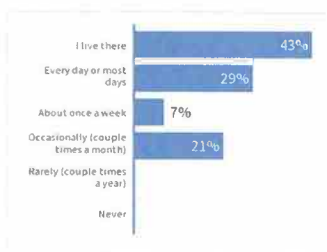


Engagement

12

Responses

How often do you go to North Beach?



Response options

Count Percentage

I live there

6 43%

Every day or most days

4 29%

About once a week

1 7%

Occasionally (couple times a month)

3 21%

Rarely (couple times a year)

0 0%

Never

0 0%

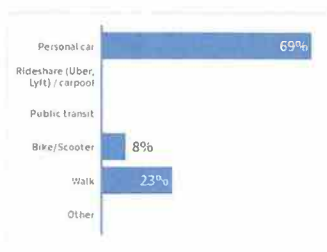


Engagement

14

Responses

What is your primary way to get around?



Response options

Count Percentage

Personal car

9 69%

Rideshare (Uber, Lyft) / carpool

0 0%

Public transit

0 0%

Bike/Scooter

1 8%

Walk

3 23%

Other

0 0%

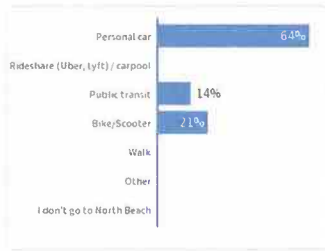


Engagement

13

Responses

How do you get to North Beach?



Response options

- Personal car**
- Rideshare (Uber, Lyft) / carpool
- Public transit
- Bike/Scooter
- Walk
- Other
- I don't go to North Beach

Response options	Count	Percentage
Personal car	9	64%
Rideshare (Uber, Lyft) / carpool	0	0%
Public transit	2	14%
Bike/Scooter	3	21%
Walk	0	0%
Other	0	0%
I don't go to North Beach	0	0%

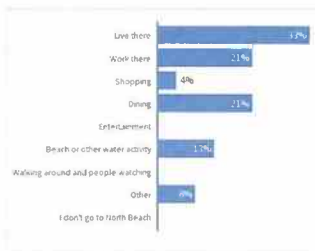


Engagement

14

Responses

Why do you visit North Beach? (Select your top two choices. Send each choice in separate text.)



Response options

- Live there**
- Work there
- Shopping
- Dining
- Entertainment
- Beach or other water activity
- Walking around and people watching
- Other
- I don't go to North Beach

Response options	Count	Percentage
Live there	8	33%
Work there	5	21%
Shopping	1	4%
Dining	5	21%
Entertainment	0	0%
Beach or other water activity	3	13%
Walking around and people watching	0	0%
Other	2	8%
I don't go to North Beach	0	0%

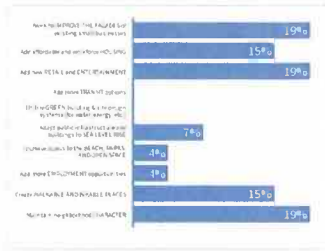


Engagement

24

Responses

What can make North Beach even better? (Choose your top THREE. Send separate texts for each choice)

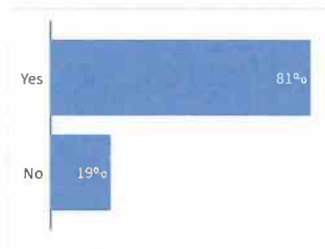


Response options	Count	Percentage
Work to IMPROVE THE FACADES of existing small businesses	5	19%
Add affordable and workforce HOUSING	4	15%
Add new RETAIL and ENTERTAINMENT	5	19%
Add more TRANSIT options	0	0%
Utilize GREEN building & site design systems (for water, energy, etc.)	0	0%
Adapt public infrastructure and buildings to SEA LEVEL RISE	2	7%
Increase access to the BEACH, PARKS, AND OPEN SPACE	1	4%
Add more EMPLOYMENT opportunities	1	4%
Create WALKABLE AND BIKABLE PLACES	4	15%
Maintain neighborhood CHARACTER	5	19%

67% Engagement

27 Responses

Did you participate in the Plan NoBe process?



Response options	Count	Percentage
Yes	13	81%
No	3	19%

67% Engagement

16 Responses

Do you still like this idea from Plan NoBe?



Response options	Count	Percentage
Yes	15	88%
No	2	12%
Not Sure Yet	0	0%

71% Engagement

17 Responses

Do you still like this idea from Plan NoBe?



Response options	Count	Percentage
Yes	11	65%
No	6	35%
Not Sure Yet	0	0%

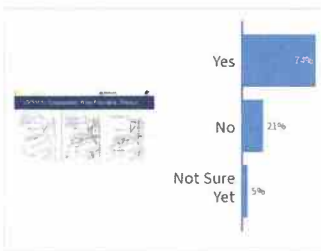
71%

Engagement

17

Responses

Do you still like this idea from Plan NoBe?



Response options	Count	Percentage
Yes	14	74%
No	4	21%
Not Sure Yet	1	5%

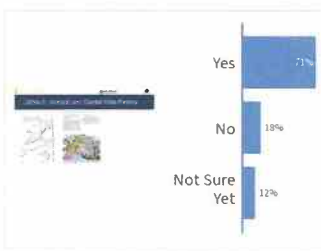
79%

Engagement

19

Responses

Do you still like this idea from Plan NoBe?



Response options	Count	Percentage
Yes	12	71%
No	3	18%
Not Sure Yet	2	12%

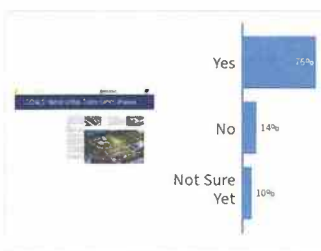
71%

Engagement

17

Responses

Do you still like this idea from Plan NoBe?



Response options	Count	Percentage
Yes	16	76%
No	3	14%
Not Sure Yet	2	10%

88%

Engagement

21

Responses

Do you still like this idea from Plan NoBe?



Response options	Count	Percentage
Yes	16	80%
No	4	20%
Not Sure Yet	0	0%

83%

Engagement

20

Responses

Do you still like this idea from Plan NoBe?



Response options	Count	Percentage
Yes	17	85%
No	2	10%
Not Sure Yet	1	5%

83%

Engagement

20

Responses

ONE word that comes to mind about North Beach NOW



Responses

- Dilapidated
- Forgotten
- POTENTIAL
- Forgotten
- Galbut
- CORRUPTION
- Family-focused
- Slower pace
- Small scale
- DECAYING
- Charming
- Disappointment
- Local
- A
- Neighborhood
- Forgotten
- Shabby
- Modern
- ColonialOppression
- Dilapidated
- Potential
- Locallife
- Hurry up
- Funky
- disappointment
- FRUSTRATING
- Delayed
- Potential
- Sunshine

83%

Engagement

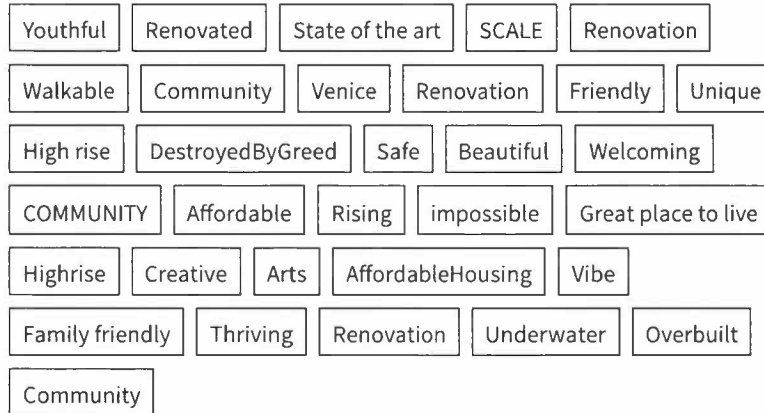
29

Responses

ONE word that comes to mind about North Beach IN THE FUTURE



Responses



Engagement

32

Responses

North Beach CRA Plan - Charrette Schedule 01-11-2021

	Monday, Jan. 11 DAY ONE	Tuesday, Jan. 12 DAY TWO		Wednesday, Jan. 13 DAY THREE	Thursday, Jan. 14 DAY FOUR		Friday, Jan. 15 DAY FIVE
10:00 AM	Team Briefing		Focus Group Meeting 1	Plan Development		Focus Group Meeting 5	Presentation Prep
11:00 AM		OPEN STUDIO	Plan Development		OPEN STUDIO	Plan Development	
12:00 PM	Lunch (no calls/meetings)		Focus Group Meeting 2			Focus Group Meeting 6	
1:00 PM	Presentation Prep		Plan Development			Plan Development	
2:00 PM			Focus Group Meeting 3			Focus Group Meeting 7	Client Pin-up 2 PM
3:00 PM	Meeting Tech Run Through		Plan Development			Plan Development	Presentation Prep
4:00 PM	Final Presentation Prep		Focus Group Meeting 4			Focus Group Meeting 8	
5:00 PM		OPEN STUDIO	Plan Development		OPEN STUDIO	Plan Development	
6:00 PM							
7:00 PM	Charrette Kick-Off & Hands-on Design 6:30 PM						Work-in-Progress Presentation 6:30 PM ALL

Internal Meetings
Team & Client Staff

Focus Group Meetings

OPEN STUDIO

Community Event

Join the City of Miami Beach for an update on the North Beach Community Redevelopment Agency (NBCRA) Redevelopment Plan.

Kick-Off & Hands-On Design Session

Monday, January 11 | 6:30pm

Join us for an informative presentation on city planning and community design. During this presentation you will have the chance to answer our live polling questions and ask your own – all without leaving the comfort of your home!

Open Design Studio

Tuesday, January 12 | 11am & 5pm

Thursday, January 14 | 11am & 5pm

Join these virtual meetings to talk with the design team and provide feedback and ask questions as the plan ideas evolves.

Work-in-Progress Presentation

Friday, January 15 | 6:30pm

See all of the work completed during the Charrette week at the “wrap-up” presentation.

COME HELP PLAN YOUR COMMUNITY !!

What is a Public Design Charrette?

Public Design Charrettes bring all stakeholders together over a short, focused period of time to work intensively with the design team. The goal of the Charrette is to reach a consensus over the future evolution of the community. The Charrette is rapid, intensive, and includes a series of creative work sessions between the design team and community members to produce a draft plan for the future.

Why should you participate?

Participating in the Charrette will give you the opportunity to share your vision for the North Beach Community Redevelopment Plan. Your participation can make a difference between a good plan and a great plan.

How should you participate?

In response to COVID-19, the charrette will be held in an online virtual format, allowing community members the opportunity to participate from home.

Please visit our website below for events and for more information as the dates draw near.

www.miamibeachfl.gov