

# MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC #

**365-2016**

LETTER TO COMMISSION

TO: Mayor Philip Levine and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: September 2, 2016

SUBJECT: Ocean Drive Proposals

A handwritten signature in black ink, appearing to be 'JL Morales', written over the 'FROM' line of the letterhead.

The purpose of this Letter to Commission is to present a Ten Point Plan that Commissioner Ricky Arriola has prepared in conjunction with several business owners on Ocean Drive. Commissioner Arriola had been asked at the July 20, 2016 City Commission meeting to work with business and other stakeholders to negotiate a comprehensive proposal for improvements to Ocean Drive. Attached please find a cover memorandum and the 10 Point Proposal for discussion at the City Commission on September 14, 2016.

# MIAMIBEACH

OFFICE OF THE MAYOR AND COMMISSION

## MEMORANDUM

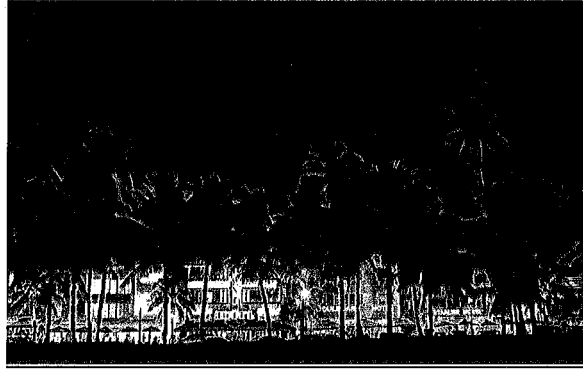
**TO:** Jimmy Morales, City Manager  
**FROM:** Ricky Arriola, Commissioner  
**DATE:** September 2, 2016  
**SUBJECT:** 10 Point Proposal for Ocean Drive

Please find attached a 10 Point Proposal that recommends several significant measures that the City and the Ocean Drive businesses should consider adopting. As the Proposal states, it was prepared by myself as well as several Ocean Drive hotel and restaurant owners and their legal counsel. I also worked and consulted with our City staff including – our police, code enforcement, planning, legal and City Manager departments. We also took into account the past recommendations of the Ocean Drive Task force and recent recommendations from the City's Historic Preservation Board.

To highlight some of the major proposals that the team is recommending include – (1) removal of the “gauntlet” along Ocean Drive; (2) significant reduction in music and loud noise; (3) increased safety measures, including the installation of lights along the alleys on Ocean Court; (4) restricting/prohibiting certain types of businesses on Ocean Drive and the MXE district; (5) increased police and security presence; and (6) the creation of an Ocean Drive BID, among other measures. The attached document has more details.

Our team spent hundreds of hours over the past 7 weeks working on this Proposal. We are eager to disseminate this to my colleagues on the Commission and to City residents for their consideration. It is our hope that the Proposal will be discussed and considered for adoption by the City Commission at our next meeting on September 14<sup>th</sup>.

Best,  
Ricky Arriola  
Commissioner, City of Miami Beach



## **TEN POINT PLAN FOR OCEAN DRIVE**

### **Introduction**

At the July 20<sup>th</sup> Commission meeting, Mayor Levine asked Commissioner Arriola to meet with Ocean Drive businesses and other stakeholders to negotiate a comprehensive proposal for changes to Ocean Drive that would reinvigorate and improve numerous aspects of this critically important and iconic street. Over the past several weeks, Commissioner Arriola has had many discussions with residents, neighborhood groups, business owners, the Police Chief, City Manager, City Attorney and other City Staff.<sup>1</sup> Therefore, this work product is the result of careful deliberation with and collaboration among key stakeholders. The proposal contained in this document (the “Proposal”) aims to balance the vision of City leaders with the interests of residents, private property owners and businesses in order to create a more welcoming and safer environment for residents and tourists visiting Ocean Drive. Ultimately, all parties desire to re-create the charm and glamour of Ocean Drive.

Many of the issues addressed here have, over the last 12 months, been the subject of extensive analysis by the Mayor’s Ocean Drive Task Force. The Task Force received substantial public comment and testimony on these issues. This document incorporates many of those same Task Force recommendations, which previously were approved by the City Commission and referred to City Staff for implementation.

This Proposal takes aim at the major elements that must be addressed in a comprehensive plan – police/security; noise; safety; sanitation; aesthetics; code of conduct; allowable businesses and other related matters.

---

<sup>1</sup> Commissioner Arriola also has had many meetings with Jonathan Plutzik, Chairman of the Ocean Drive Task Force. Further, the Commissioner met with Mike Palma, Executive Vice President of Brio Destinations, which owns The Clevelander Hotel; and Alexander Tachmes, Partner at Shutts & Bowen LLP and the Clevelander’s counsel. In July of this year, the Clevelander had submitted a proposal to the Mayor and City Commission proposing changes to Ocean Drive.





















