



## **Art Deco Cultural District 12 Point Plan**

1. **Liquor license Reform** – *[Ballot item if necessary]* - There is no reason our City needs 170 establishments able to sell liquor all night long. All it does is project to the world that we are a place that embraces hard partying. We should consider a 2:00 am last call in this district; and a late-night nightclub license only for those establishments with sufficient security and stellar records of compliance (e.g., hotels). While this applies to this district, we could consider extending it to nearby commercial corridors to avoid migration of these challenges to other parts of our City. Further, we need to focus on policy and hours of operation for liquor stores and drug stores offering beer and wine. No single serve products should be permitted at retail. Sale of bottled liquor of any kind in the evening hours creates profound enforcement challenges.
2. **Elimination of noise exemptions** – *[Ballot item if necessary]* - Our police make the point that all the places we allow for excessive noise, mainly on parts of Ocean Drive, become a center of much of the challenging activity. There should be no exemptions for excessive, unreasonable or unnecessary noise from any source. Further, various types of rental vehicles (i.e., mopeds, slingshots, golf carts) promote both dangerous driving behavior and are equipped with sound systems that are often as disruptive to our community as our stationary clubs. They also create meaningful police enforcement challenges. We must sharply reduce or eliminate their presence in our streets.
3. **Update our land regulations to encourage Live-Work-Play** – *[Ballot item if necessary]* – Right now there is a perception that this area is only an entertainment district, even though it is home to a number of full-time residents. It needs to be a true Live-Work-Play area rather than an entertainment district. The business model of this area needs to support other uses, including residential, office, wellness and tech uses. In addition to upgraded hotels, we should be promoting urban residential living, boutique offices and other emerging and compatible uses to give businesses an opportunity to locate here. Also, promoting and incentivizing unique residential living will allow for residents to be a part of the fabric of the area by having more eyes and ears on the ground. This would then create an incentive for more daytime uses. And, while we need to keep our postcard, Ocean Drive, intact in every way, we should be exploring

development models that give structures on Collins and Washington Avenue the ability to upgrade. By providing more incentives along Collins Avenue, we can encourage and incentivize better connectivity with Ocean Drive via the alley (Ocean Court), as well as incentivize investment in Live-Work-Play uses. This same strategy is also applicable to Washington Avenue, as a better mix of uses would complement the area and allow for a more appropriate transition and connection to the Flamingo Park residential area. There is no doubt in my mind that we can do this and still preserve our historic architecture.

4. **Heightened code of conduct for café operators** – [*Ballot item if necessary*] -

We can establish a minimum standard of operation with regard to Ocean Drive operators who use café tables. While we have done this with “hawking” we should consider a minimum standard of conduct that includes banning oversized drinks and Hookah pipes, requiring uniform café tables within each establishment and uniforms for staff, and the banning of deceptive advertising and other practices that have degraded the quality of services. For those operations that are willing to adhere to this high standard we should offer “opening” incentives or rewards for uninterrupted high-quality service (e.g. temporary discounting of café table fees). Further we must explore policies to hold the landlords of buildings with bad operators to account by establishing penalties for insufficient oversight. Finally, we should consider the implementation of performance bonds to further focus operators and landlords on their management responsibilities.

5. **Enhancement of policing** – Although we have increased the size of our force over the last few years, the need for more constant patrols requires a larger full-time force especially since it would be unfair to simply reposition police from other areas of the City. Further considering that South Beach is a regional economic resource, we should request more regular deployment of Metro-Dade resources (e.g.. Miami Dade Special Events to assist on any large-scale events, enhancing Goodwill Ambassador Program) We should also renegotiate leases in South of Fifth so we can require the Marina and Smith & Wollensky to include off-duty policing obligations as terms in the marina and park leases. We can also amend our Code to require off-duty policing as a remedial requirement for alcoholic beverage establishments with code violations involving crowd control and treat promoted events with an enhanced notice and off-duty police requirement and security plans. Residential areas in South Beach need to be protected so police need to provide more park & walks and enhanced patrols, specifically in and around city parks and adjacent residential and commercial areas. Further, if communities adjacent to this area would like to raise funds to enhance policing, the City should help them to do so.

6. **Dedicated code enforcement unit for South Beach** – South Beach has unique challenges so we should designate a unit of code inspectors for only this area. They should know all the local proprietors so that they can make clear what the rules of the

road are. Good businesses should never be caught flatfooted; they should know what to expect and precisely how to comply.

7. **Better preparation for high impact moments** – While curfews and causeway closures shouldn't be the norm, we need to better inform and prepare the public when they are necessary. Giving the public and businesses more notice, letting so-called Spring Breakers know what to expect through aggressive social media campaigns, and providing easier transit on the causeway through use of resident decals, is critical.

8. **Regulate the pesky toys that degrade quality of life** – Scooters, slingshots, golf carts, outlaw jet ski rentals have all infiltrated our community and challenged our quality of life and endangered their operators and other motorists and pedestrians. Further, these rental vehicles promote both dangerous driving behavior and are equipped with sound systems that are often as disruptive to our community as our stationary clubs. While we have passed some ordinances limiting rentals and the legislature has preempted much of what we can do, we need to sharply reduce or eliminate their presence in our streets.

9. **Increased technology deployment**– Technology is a critical tool if we are to be successful going forward. Continue to build on the established LPR enforcement efforts and focus on weekends and high impact periods (e.g. Spring Break, 3-day weekends), and continue to accelerate the deployment of cameras that have already been approved by the G.O. Bond, and completion of the Real Time Crime Center recently approved by the Commission. Do a better job of using social media to deter visitors with bad intentions by letting them know that conduct is videotaped.

10. **Pedestrianization of Ocean Drive** – Make Ocean Drive a principally pedestrian promenade designed at grade, with convertible use for traffic as may be needed. This would be controlled by the installation of permanent, operable and decorative bollards at all side streets. We have an opportunity to begin immediately to improve the signage and lighting necessary to make OD and the ADCD more pedestrian and neighborhood friendly. This was approved by the Commission over a year ago and needs to be implemented now.

11. **Increased budget for year-round cultural festivals and sporting events** – We need to increase our cultural budget substantially so we can support cultural festivals programmed throughout the year (e.g. World-class art shows, Summer Classical & Jazz Music Festival, enhanced Art Deco Festival). Regular, modest and well curated activations consistently produced have the potential to favorably impact the conditions in our streets Further, we need to make sure we give our cultural anchors incentives to remain here as we are with Miami New Drama and the Miami City Ballet.

12. **Explore approaches to controlling transient lodger abuses** – The legislature has severely limited our ability to regulate the abuses of online home-sharing platforms notwithstanding our best efforts. We should explore other approaches, including regulation of room capacity and requirements for on-site supervision.