



MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # **050-2017**

LETTER TO COMMISSION

TO: Mayor Philip Levine and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: January 30, 2017

SUBJECT: High Impact Events on Beach Property – Spring 2017 Schedule

This letter serves to inform the Mayor and Commission of the actions taken by the City Manager to install the provisions of the City's High Impact Events on Beach Property during the busy spring, 2017 period. As you recall, following the April, 2016 unpermitted Floatopia social media happening and the ensuing trash left behind by the crowd who attended, the Commission directed the City Manager to strengthen enforcement provisions and provide limitations for beachgoers as protective measures for residents and visitors to the beach and City. The result was the Commission's May 11, 2016 approval of Ordinance 2016-4019, which amended Chapter 82 of the City Code of the City of Miami Beach, amending Article V, entitled "Beaches." This Ordinance provided the City Manager with the discretionary power to install such protective measures when a High Impact Period is deemed to occur, wherein large crowds and activities, by permitted or unpermitted use, may pose a threat of damage or destruction to City property. Measures imposed during a High Impact Period on beach property will include:

- The prohibition of coolers;
- The prohibition of any inflatable devices;
- The prohibition of tents, tables, and similar structures;
- The limitation of live or amplified music;
- The limitation of traffic routes to prohibit vehicular access to non-residents, and permit access only for residents and those patrons and employees of businesses located in the specific area where traffic routes have been limited;
- The establishment of occupancy limits for different segments of beach property, and prohibiting access to those areas that have reached those occupancy limits, in order to protect the health, safety, and welfare of the general public;
- The prohibition of any direct or indirect consumption of alcohol on the beach property;
- And the implementation of a license plate reader police detail, which may be utilized on eastbound traffic lanes of the MacArthur Causeway, Julia Tuttle Causeway, and on any other access points to the City.

For the upcoming spring, 2017 period, inclusive of spring break and Winter Music Conference schedules, the City Manager and Police Department have identified the dates of March 3 through April 16 as a High Impact Period on beach property, based on estimates derived from prior years to meet the following requirements to enact the above measures. Per 2016-4019, only one of the below requirements is sufficient to trigger

these protective measures.

- An event, activity or period of time is expected to generate attendance by more than 5,000 people for an area of beach property that extends less than 15 blocks from north to south. Ocean Rescue's patron attendance estimates for the beachfront from South Pointe to 15 Street during the same time period averaged 42,375 patrons per weekend day/ 127,124 patrons per weekend in 2015 and 43,052 patrons per weekend day/ 136,330 patrons per weekend in 2016.
- City parking lots and garages in an area within a 15 block radius of beachfront property are at full capacity. Parking Department's use reports of garages nearby the public beach area (7 Street garage, 12 Street garage, 13 Street garage, 16 Street/ Anchor garage) for the same March and April period show an average of 48% over capacity in 2015 and an average of 55.6% over capacity in 2016.
- There is a designated major event period (as set forth and identified within the special event regulations and guidelines). The special event regulations and guidelines define Winter Music Conference, this year March 21-24, as a major event period.
- A maintenance of traffic plan is required (including street closures) based upon the high impact. In 2016, Police Department closed Ocean Drive from 7 to 11 Streets from 7pm to 7am on successive weekends (the last weekend in March and the first weekend in April), based on higher arrest totals the prior two weekends than the previous Memorial Day Weekend.
- Hotel occupancy levels are anticipated to be greater than 75% in the City. The Greater Miami Convention and Visitor Bureau's Smith Travel Research estimates for the same periods in 2015 and 2016 averaged 86.5% hotel occupancy.

These periods reflect historically high attendance on Miami Beach beachfront property, due to the schedule of various Florida and Georgia college spring breaks, as well as Miami-Dade high school spring break.

In addition to this LTC, the City Manager will file notification of implementation of these measures with the City Clerk and the Communications Department will inform appropriate news media for publication and broadcast of the restrictions imposed during these dates. Once any such measures are imposed, any violation of the imposed measures shall be punished as provided in section 1-14 of City Code.

C: Kathie Brooks, Assistant City Manager
Eva Silverstein, Director, Tourism Culture and Economic Development
Vanessa Williams, Assistant Director, Tourism Culture and Economic Development
Graham Winick, Film and Event Production Manager, Tourism Culture and Economic Development

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