

# MIAMI BEACH ART DECO CULTURAL DISTRICT

*A SOUTH BEACH REIMAGINED*

The current Entertainment District has become too difficult and costly to police and, equally important, too inconsistent with our brand. And it's too special and iconic a place to be so badly underperforming. The following ordinance changes, incentives and development will seek to define this area as the cultural district it should be and promote a compatible business climate.

The "Entertainment District" will be replaced with an "Art Deco Cultural District" ("ACD") that reflects our community's cultural profile. Towards that goal, we will implement the following:

## **Alcohol Sales:**

- Last call everywhere in the ACD will be midnight and establishments must apply to a newly created *Beverage Control Board* for conditional permission to serve alcohol later.
- The *Beverage Control Board* will have authority over applications for extended alcohol sales; extensions would bring extra requirements (E.g. like paying for police on-site, codes of conduct, or agreements not to host promoted parties).



- Decisions of the *Beverage Control Board* will be final and they can revoke any extensions they grant.
- Any establishment in this area selling packaged alcohol (like liquor stores and convenience/grocery stores) will have a 5pm cutoff (currently 8pm).

## **Noise and Land Development Regulations:**



- Stand-alone bars and stand-alone drinking establishments will be prohibited in the ACD, unless as part of a hotel.
- Sidewalk café operations are treated as all restaurants with last call at midnight unless approved for later; no outdoor speakers will be allowed in the street or sidewalk or audible music outside the confines on each individual property (other than curated via special event permits).
- Commercial uses of rooftops will be limited to restaurants.
- Property owners will be liable for the actions of their tenants - currently many building owners currently don't know they are hosting bad operators and aren't the ones receiving fines.

## **Ocean Drive:**

- Ocean Drive will be elevated to be level with sidewalks and permanently pedestrianized; each side street will have dedicated loading and delivery spaces.

- Hotels and restaurants will be afforded the privilege of creating outdoor dining experiences in the expanded areas consistent with our City Code of Conduct.
- G.O. Bond Funds are allocated for Ocean Drive and Lummus Park, which will be used for the redesign to enhance the experience.

### **Arts and Culture:**

- We will seek to incentivize the growth of businesses that promote arts, culture and wellness - like galleries, museums, and wellness centers.
- That will include expanding the footprint of the Wolfsonian Museum on Washington Avenue, which will be on the ballot this November.
- We will expand the reach of organizations that promote our history, art and architecture to increase their impact in the ACD, and attract visitors seeking an elevated cultural experience. Regular cultural and art programming, and similar experiences will define this area as a true cultural destination.