



City of Coral Gables
CITY COMMISSION MEETING
August 25, 2020

ITEM TITLE:

Resolution. A Resolution of the City Commission of Coral Gables, Florida approving the “Murals on the Mile” program for a one-year period to boost the recovery of the local economy and activate the downtown area in partnership with the Business Improvement District of Coral Gables (BID), and providing for an effective date.

DEPARTMENT HEAD RECOMMENDATION:

Approval

BRIEF HISTORY:

During the COVID-19 pandemic, pedestrian traffic in downtown Coral Gables declined by more than 60 percent - significantly affecting businesses that depend on that traffic. The “Murals on the Mile” program is intended to boost the recovery of the local economy and activate the downtown. The program achieves this through a safe, socially distant activity.

Four separate walls on Miracle Mile were identified as containing optimal visibility and the potential for safe pedestrian interactions. The subject walls are at:

1. 292 Miracle Mile (west-facing wall of Starbucks on the corner of Miracle Mile and Salzedo Street);
2. 150 Miracle Mile (walls on the east, former BurgerFi, and west, Barnes & Noble, of McBride Plaza; and,
3. 200 Miracle Mile (east-facing wall of the former Starbucks location).

These murals will be located in areas where sufficient space will be available to accommodate social distancing. In addition, signs will be posted throughout the area to remind visitors and residents of the social distancing and facial covering requirements. The sidewalk will be marked with signs reminding everyone to maintain a social distance from others and discouraging any congregation around the murals. These campaigns will be enforced during Phase I and II of the City’s Reopening Program. In Phase III, the City will have the option of maintaining either the social distancing or facial coverings in order to maintain a level of safety in the general vicinity of the murals.

The design for the murals will be inspired by the City’s flora, rich history, and unique characteristics. The walls will contain positive messaging and designs intended to resonate with residents and visitors, rekindling pride of place and community. The murals will

serve to enhance the City’s pedestrian experience and create beautiful backdrops for social media engagement.

The estimated budget for “Murals on the Mile” is \$50,000. The City will partner with the Business Improvement District (BID) to finance the project 50/50. The cost includes design, labor, paint, equipment rentals, and touchups. The City will own the intellectual property rights to the designs, and retain design and project management functions. The City may use the designs to create merchandise to recoup the cost of the project or for other activities.

Pursuant to the City’s Zoning Code, under Article 4-Zoning Districts, Section 4-206, Business Improvement Overlay District (BIOD), Section B8, the City Manager or his/her designee may approve temporary adjustments to the BIOD with the intent of creating a lively and vibrant district. Staff recommends the approval of this project for the above-stated reasons, for a limited timeframe of one year, as a program that will drive people back to the downtown which will in turn support the City’s small businesses.

ATTACHMENT(S):

1. Draft Resolution
2. Draft Memorandum of Understanding with the Business Improvement District of Coral Gables
3. Exhibit A – “Mural on the Mile” Presentation