

A photograph of a well-maintained urban sidewalk. In the foreground, a large, mature tree with green leaves stands on the left, casting shadows on the sidewalk. The sidewalk is paved with dark grey and light grey interlocking stones. To the left of the sidewalk, there are parked cars, including a red car and a dark SUV. A blue handicapped parking sign is visible. In the background, more trees and a building are visible under a clear sky. The image is framed by a green border on the left and a geometric pattern of orange and green shapes on the right.

# BUSINESS MAINTENANCE COMMUNICATION PLAN

*Goal: Communicate to property/business owners the importance of maintaining a clean business district. Remind property/business owners of their responsibilities.*



# CITY RESPONSIBILITIES

- ▶ Public Works
  - ▶ landscaping on swales
  - ▶ trash cans emptied three times a week and more as needed
  - ▶ street sweeping in some areas of the Downtown
- ▶ Streetscape area
  - ▶ trash pickup
  - ▶ spot cleaning
  - ▶ litter pickup, all multiple times a day
- ▶ Quarterly cleaning of Giralda Plaza



## MAINTENANCE RESPONSIBILITY MATRIX FOR DOWNTOWN

Area	Responsible Party	Required Maintenance	Enforcement Authority
Storefront	Business Owner/Tenant	Exterior building façade must be clean and well maintained, including awnings, signs, windows, doors and sidewalk overhangs; proper window wraps used on vacant properties. No chipping paint, rusted metal, torn fabrics etc.	Coral Gables City Code Sec. 105-29.
Sidewalks	Business Owner/Tenant	Sidewalks must present a smooth continuous surface, free from cracks and defects. Additionally, sidewalks must be cleaned to the edge of the street. Cleaning includes regularly removing debris, gum, plant matter etc. Pressure cleaning should be conducted at least 4x a year or more as necessary (do not pressure clean streetscape pavers, see Miracle Miles and Giralda Plaza Maintenance Guide for details). Sidewalks that do not front a business establishment will be cleaned by the City.	Coral Gables City Code Sec. 58-48 and Sec. 62-151.
Swale	Business Owner/Tenant	Swales and grass strips must be kept clean, litter-free, mowed, edged and trimmed. Swales must be free from holes or hidden dangers.	Coral Gables City Code Sec. 62-151 and Sec. 62-152
Alley	Business Owner/Tenant	Alleys up to and including the median point of the alley must be kept clean and pressure cleaned as needed.	Coral Gables City Code Sec. 62-151.
Landscaping and Street Trees	Business Owner/Tenant/ City	Business owner/tenant should ensure shrubs and landscaped areas are clean and litter free and may water as necessary; the City is responsible for trimming and pruning shrubs, trees, and maintaining orchids in the right of way. Except where otherwise covered by a covenant or encroachment agreement.	Coral Gables City Code Sec. 62-151 and 82-3
Parking Lane/ and City-owned lots and garages	Business Owner/ Tenant/City	Business owners/tenants of abutting property are responsible for keeping parking lanes clean and litter free; all other maintenance is the City's responsibility. The City maintains City-owned parking lots and garages.	Coral Gables City Code Sec. 62-151
Streetscape Pavers on Miracle Mile & Giralda Ave.	Business Owner/Tenant	The streetscape pavers must be kept clean consistent with the Miracle Miles and Giralda Plaza Maintenance Guide	Coral Gables City Code Sec. 58-48 and Sec. 62-151.
Trash and Recycling Receptacles	City	The City shall provide for the regular removal of contents from trash and recycling receptacles in the right of way.	
Storm Drains	City	The City maintains storm drains on a four year cycle unless otherwise necessary for proper functioning	

# MAINTENANCE FLYER: GENERAL INFORMATION

*Flyer focuses on communicating to property and business owners general cleaning and maintenance responsibilities that apply to all properties/businesses. Includes links with more information on the City's website and to search for maintenance covenants.*

## RESPONSIBILITY AREA

- Property/business owners are responsible for maintaining the front and entire length of the property up to where the street begins, as well as the area behind the property to the midpoint of the alley.

- Pick-up litter and trash daily from pedestrian area, green spaces, parking lanes in front of the business
- Pressure clean sidewalks at least four times a year or more as needed
- Pressure clean façades as needed
- Mow the grass
- Remove gum
- Remove weeds and plant debris
- Repair damaged sidewalks

## Questions/Concerns

- Safety issues that require immediate attention: 305-442-1600
- Sidewalk repairs: 305-460-5000

## BUSINESS & PROPERTY OWNERS,

The City of Coral Gables is proud to be known as The City Beautiful. We all benefit from a well-kept, clean and litter-free business district... it's inviting, increases property values, and attracts even more businesses and people. Let's all do our part to keep the business district beautiful.

Let's Keep  
the Beautiful  
in the  
City Beautiful



Coral Gables will continue to assist in keeping our streets clean by having a regular presence and servicing City trash cans daily. However, we want to remind commercial property and business owners that they also must maintain the area in the front and back of their property.

To help you, we've put together an outline of maintenance responsibilities per City Code that apply to all property/business owners in the City.

### What is a property/business owner's responsibility by area?

Property and business owners need to maintain their property/business. They must also maintain the front and entire length of the property up to where the street begins, as well as the area behind the property to the midpoint of the alley.

### What maintenance is required?

- Pick-up litter and trash daily from the pedestrian area, green spaces and parking lanes in front of the business
- Pressure clean sidewalks at least four times a year or more as needed.  
*Do not pressure clean on Miracle Mile or Giralda Plaza\**
- Pressure clean façades as needed
- Mow the grass
- Remove gum
- Remove weeds and plant debris
- Repair damaged sidewalks (For more information, including permitting, call Public Works at 305-460-5000)

We're here to help. If there are safety issues that require immediate attention, please call 305-442-1600.



# MAINTENANCE FLYER: STREETSCAPE AREA

*Flyer provides specific cleaning guidelines for the pavers found in the streetscape area. The flyer focuses on communicating the information to property and business owners.*

- Pick-up litter and trash in the pedestrian area in front of the business daily
- Remove gum
- Clean high-traffic areas regularly to prevent staining (use mild detergent)
- Use a deck brush or horizontal power scrubber
- Rinse pavers well to prevent staining
- Ensure sidewalk furniture is City-approved

## Questions/Concerns

- Damage to pavers, lighting, graffiti: 786-920-3499



# COMBINED MAILER

## What is a property/business owner's responsibility by area?

Property and business owners need to maintain their property/business. They must also maintain the front and entire length of the property up to where the street begins, as well as the area behind the property to the midpoint of the alley.

## What maintenance is required?

- Pick-up litter and trash daily from the pedestrian area, green spaces and parking lanes in front of the business
- Pressure clean sidewalks at least four times a year or more as needed. *Do not pressure clean on Miracle Mile or Giralda Plaza\**
- Pressure clean façades as needed
- Mow the grass
- Remove gum
- Remove weeds and plant debris
- Repair damaged sidewalks (For more information, including permitting, call Public Works at 305-460-5000)

We're here to help. If there are safety issues that require immediate attention, please call 305-442-1600.

*There are greater maintenance responsibilities if the property has a maintenance covenant. To search for maintenance covenants, visit [www.coralgables.com/maintenancecovenants](http://www.coralgables.com/maintenancecovenants). You can also call Public Works at 305-460-5000 or email, [pwpermits@coralgables.com](mailto:pwpermits@coralgables.com).*

## PLEASE NOTE

*\*Specific maintenance and cleaning standards apply to the Miracle Mile and Giralda Plaza Streetscape areas.*

Miracle Mile and Giralda Plaza are the centerpieces of Downtown Coral Gables. Let's do our part to keep these beautiful streets points-of-pride. As a property/business owner, you are responsible for maintaining the pedestrian areas in front of your business.

Here are some guidelines to maintain the beauty of our unique pavers and walkways:

## DO

- ✓ Do pick up litter and trash in the pedestrian area in front of your store on a daily basis
- ✓ Do remove gum from pavers in front of your business
- ✓ Do clean high-traffic areas regularly to prevent staining of the pavers using mild detergent (e.g. dishwashing soap) and a deck brush or horizontal power scrubber
- ✓ Do rinse the pavers well after cleaning to prevent dirty water from staining them
- ✓ Do ensure all street furniture used on the sidewalk is City-approved
- ✓ Do report any streetscape maintenance issues (broken or damaged pavers, graffiti, damaged streetscape furniture, lighting, etc.) to 786-920-3499

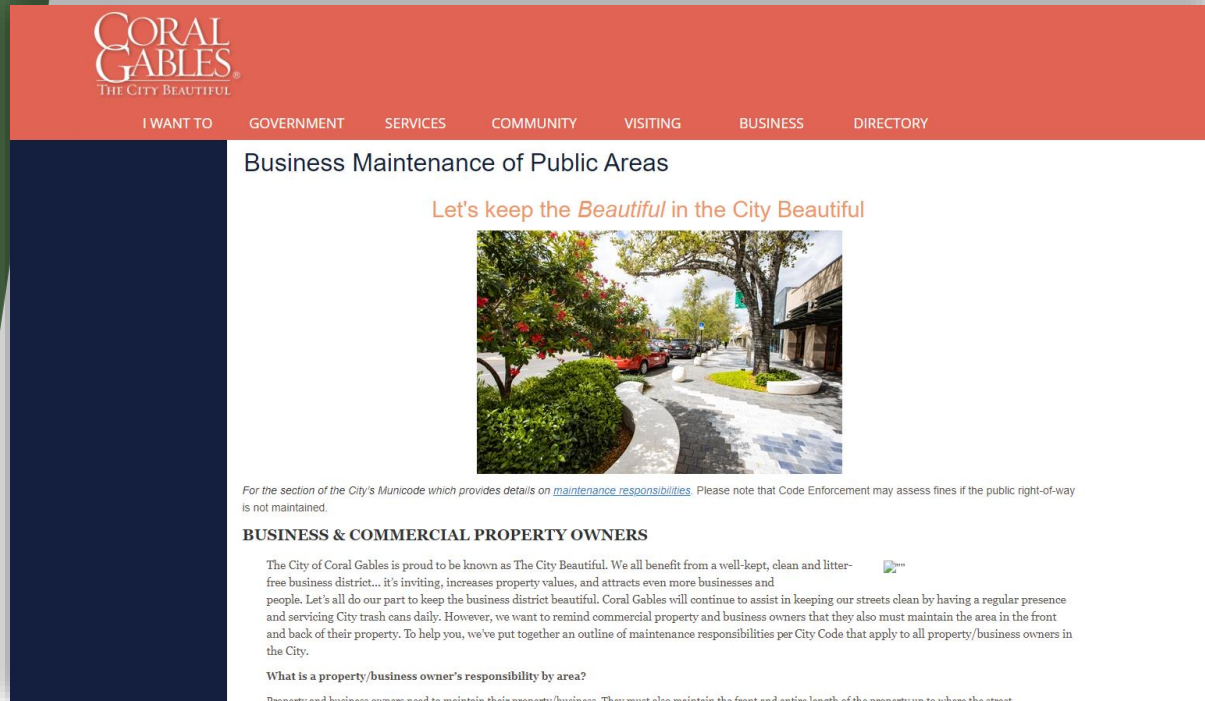
## DON'T

- ✗ Don't pressure clean the pavers
- ✗ Don't allow spills to remain on pavers (they will cause stains)
- ✗ Don't use cleaners that contain acid such as bathroom, grout or tub cleaners to clean the pavers or benches
- ✗ Don't use general-purpose cleaners such as vinegar, bleach, or ammonia
- ✗ Don't use alkaline cleaners not specifically formulated for stone
- ✗ Don't use scouring powders or abrasives, they will scratch the surface
- ✗ Don't use a leaf blower to clear the sidewalk

*Brochure that combines both communication pieces into one document for mailing.*

- *Central Business District*
  - 2,000
  - Sent in Nov.
- *North & South Gables*
  - 4,300

[www.coralgables.com/businessmaintenance](http://www.coralgables.com/businessmaintenance)



# BUSINESS MAINTENANCE WEBPAGE



# CODE ENFORCEMENT

Officers are walking their zones twice a week. Flyers are being handed to businesses.

- Warnings started on December 1<sup>st</sup>
- Citations start on January 3<sup>rd</sup>\*

*\*If violation is egregious, citation is issued immediately.*





CONTINUED  
COMMUNICATION  
EFFORTS WITH  
CHAMBER & BID



Information on e-News & Business Report



Award for model Coral Gables businesses



Informational workshop



Downtown cleanups



THANK YOU