

CITY OF CORAL GABLES, FLORIDA

RESOLUTION NO. 2020-

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.

WHEREAS, the Coral Gables Emergency Order issued on May 16, 2020, which allows for the reopening of restaurants and other establishments with conditions, and its subsequent amendments, grants the City Manager with the authority to relax the requirements of the City Code and Zoning Code related to signage and uses on a temporary basis to provide expanded economic opportunity to affected businesses within the City; and

WHEREAS, as the City returns to a new normal in the wake of the COVID-19 public health crisis, the City Commission tasked staff with finding additional creative ways to support businesses and encourage individuals to participate in the local economy; and

WHEREAS, the “Murals on the Mile” program is intended to bring safe, socially distant activations and a sense of pride to the downtown to generate pedestrian traffic and economic growth; and

WHEREAS, the “Murals on the Mile” project will be in place for a period of one year; and

WHEREAS, the City has identified a series of implementable measures to ensure social distancing, the use of facial coverings, and to discourage the congregation of visitors near the murals; and

WHEREAS, the Business Improvement District (BID) will partner with the City to finance the project with a 50/50 match; and

WHEREAS, the City will obtain the necessary permissions from the participating property owners to display murals on their property; and

WHEREAS, as stated in 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.

NOW THEREFORE, BE IT RESOLVED BY THE COMMISSION OF THE CITY OF CORAL GABLES, FLORIDA:

SECTION 1. The foregoing “Whereas” clauses are hereby ratified and confirmed as being true and correct and made part of this Resolution upon the adoption hereof.

SECTION 2. The City Commission hereby approves the implementation of the “Murals on the Mile” project, in partnership with the BID, for a one year period, for the display of murals at 292 Miracle Mile (west-facing wall of Starbucks on the corner of Miracle Mile and Salzedo Street); 150 Miracle Mile (walls on the east, former BurgerFi, and west, Barnes & Noble, of McBride Plaza) and; 200 Miracle Mile, (the east-facing wall of the former Starbucks location).

SECTION 3. This Resolution shall become effective upon its adoption.

PASSED AND ADOPTED THIS TWENTYFIFTH DAY OF AUGUST, A.D., 2020.

(Moved: / Seconded:)

(Yeas: / Nays:)

(Vote:)

(Agenda Item:)

APPROVED:

RAUL VALDES-FAULI
MAYOR

ATTEST:

APPROVED AS TO FORM
AND LEGAL SUFFICIENCY

BILLY Y. URQUIA
CITY CLERK

MIRIAM SOLER RAMOS
CITY ATTORNEY