



**BOARD OF  
DIRECTORS**

April 26, 2022

Via Electronic Mail

Lisette Arrogante-Garcia  
Director  
Department of Tourism and Culture  
City of Miami Beach

Lisette,

Thank you for taking the time to meet with the ODA board on 4/19/22 regarding the proposed “Artisanal Market” for Lummus Park. We are grateful for the open and constructive exchange. I thought that I would share the thoughts of the group as you begin to finalize your approach to this significant installation. I would take note that this was the first opportunity for the ODA to hear from the vendor or the city about the specific plans.

1. The ODA board was very impressed by the presentation made by the team from Florida Fresh. They were thorough, well prepared and professional. They seem to bring significant relevant experience. Kudos for selecting them, now subject to final contract negotiations.
2. The ODA board has a significant public safety concern about any installation adjacent/near the intersection of (i) the southbound beach walk, (ii) the serpentine walkway, (iii) one of the busiest entrances to the beach, (iv) the robust pedestrian traffic coming east on 14<sup>th</sup> Place (especially with a “South Beach Promenade” connecting Lincoln Road/Drexel/Espanola Way/14<sup>th</sup> Place and Ocean Drive actively being considered) and (iv) the specifically redirected pedestrian and bicycle traffic from the Promenade on Ocean Drive. The section of the serpentine walkway being considered for the Artisanal Market is already one of the densest locations in Miami Beach (without taking into consideration of the additional impact of people coming to and shopping in the market!).
3. The ODA board has evolved in last 24 months to share what has traditionally been a resident centric view, we need to take particular care about the installation of anything new impacting the park.
4. The ODA board continues to have a significant interest in the nature of the mix of businesses that would be included in the Artisanal Market. Florida Fresh was not able to be precise at all about the ultimate composition of the participating vendors. We would welcome a much more active dialogue about final vendor selection. The ODA community has a particular interest in the nature and quality of any contemplated food vendors.
5. There is also awareness that Ocean Drive has, with the creation of the Pedestrian Promenade, two somewhat distinct sections. The northern portion (above 12<sup>th</sup> street) has a more residential centric quiet contemplative feel. The southern portion, with vehicular traffic, has more energy. The ODA board believes that

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this is something to keep in mind when contemplating any installation. To be clear, we believe deeply that the whole Drive must be pointed in the direction of a carefully curated and elevated resident and visitor experience. Meticulous setup and cleanup is critical to a successful Market.

6. We would make three specific suggestions:

- We would suggest the installation of the “40 tents” (with contemplated Saturday and Sunday until sunset installation every weekend) to the area below 12<sup>th</sup> street. While further research might be needed to identify the optimal location, between 10<sup>th</sup> and 12<sup>th</sup> might be ideal
- We would encourage consideration of moving the Artisanal Market installation to the “spoiled sand area” east of the Coral Wall and closer to the dunes and set up the tents facing east. Getting shoppers off the serpentine walkway will promote a much better environment from a public safety point of view. Having the tents facing east will more actively engage passersby on both the serpentine walkway and on Ocean Drive in a safe manner. Moving the tents both further east (away from all the other Serpentine walkway traffic) and further south (away from the very resident rich north Ocean Drive neighborhood) is likely to be more well received by locals and visitors staying in the area.
- We understand residents have not been briefed on the market. We share your interest in this being a successful endeavor. We believe connecting with the resident community in advance about your specific plans would also be beneficial.

Thank you again for ALL you have been doing to promote a culturally rich Miami Beach. We know the burden has been substantial.

Respectfully,

Jonathan Plutzik  
Chair  
ODA Board of Directors

cc: Alina Hudak, City Manager  
Eric Carpenter, Deputy City Manager  
Lester Sola, Assistant City Manager  
Marcia Monserrat, Chief of Staff  
ODA Board of Directors  
Ceci Velasco, ODA Executive Director