



COMMITTEE MEMORANDUM

TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Kathie G. Brooks, Interim City Manager *KGB*

DATE: March 13, 2013

SUBJECT: **REFERRAL TO THE HISTORIC PRESERVATION AND DESIGN REVIEW BOARDS TO SEEK THEIR DIRECTION AS TO WHAT TYPE OF DIRECTORY STRUCTURES ARE MOST APPROPRIATE FOR THE LINCOLN ROAD CORRIDOR**

**BACKGROUND**

The City currently has an agreement with Clear Channel Adshel Inc., to construct, operate and maintain directory structures in the Lincoln Road Area, to provide directory information location maps, offer advertising space for commercial use, fabricate and install street signs and block numbers at ten (10) intersections along Lincoln Road.

Interest has been expressed which calls for replacing the current fixed advertising panels on Lincoln Road with digital advertising panels. Clear Channel Adshel Inc. recently sought approval from the Historic Preservation and Design Review Boards for the replacement of existing fixed advertising panels with digital advertising panels in twenty (20) bus shelters located in South Beach, but both Boards denied the request.

**ANNALYSIS**

A presentation to the Finance and Citywide Projects Committee was made at the meeting of February 20, 2013. After discussion, the Board recommended that the Administration go to Historic Preservation and Design Review Boards to seek their direction as to what type of directory structures are most appropriate for the Lincoln Road Corridor. After this direction is obtained, the Administration recommends that a Request For Proposals be issued.

**CONCLUSION**

The Administration recommends that the Mayor and the City Commission refer the matter to the Historic Preservation and Design Review Boards to seek their direction as to what type of directory structures are most appropriate for the Lincoln Road corridor.

*KGB*

KGB/FHB

F:\WORK\5ALL\1) EMPLOYEE FOLDERS\FIORELLA SARMIENTO\Adshel FCWP February 2013.docx

Agenda Item C4I  
Date 3-13-13

**THIS PAGE INTENTIONALLY LEFT BLANK**