

'It's not us, it's you.' Miami Beach makes impassioned plea to spring-breakers

BY MADELEINE MARR
mmarr@miamiherald.com

Over it. The city of Miami Beach is just not that into spring break anymore.

In a social-media campaign aimed at taming wild, law-breaking partiers, a few concerned citizens appear in a public-service announcement to give it to them straight.

"Hey," waves a brunette in a bandanna. "We need to talk."

"This isn't working anymore," says a hunky guy sitting on a bench on Ocean Drive.

"And it's not us, it's you," adds a different woman, riffing off of George Costanza's infamous line. "We just want different things."

Another 20-something then holds up her phone with a video of utter chaos. "Do you even remember what happened last March?!"

Then, a montage of headlines about arrests, out-of-control behavior and crackdowns — basically all the things that officials don't want a repeat of this year.

"The measures I pro-

posed approved by our Commission will ensure that our residents, businesses, and visitors are safe and thrive during Spring Break," said Miami Beach Mayor Steven Meiner in a press release about the "Miami Beach is Breaking Up with Spring Break" spot. "Everyone is invited to enjoy the beauty and hospitality of our City. But we are a law and order City and we will enforce our laws all year round, including during March's Spring Break."

What this means for potential merrymakers: major buzzkills such as bag checks, pricey parking, doubled towing fees for non-residents, DUI checkpoints and cops everywhere.

Comments under the post were mixed.

"Oh my God! Yessss!" wrote a traumatized local. "I couldn't leave my apartment for a week last year!"

Others were concerned the mayhem would migrate to other areas, such as Wynwood, the Design District or Midtown, or even back to (eek!) Broadway.

Madeleine Marr:
@madeleinemarr



PEDRO PORTAL pportal@miamiherald.com

Miami Beach Mayor Steven Meiner joins Florida Gov. Ron DeSantis in Miami Beach on Tuesday. This is a pivotal moment for our city, Meiner said, noting that he asked for resources beyond what the state initially offered. They came through, and they gave us even more. Miami Beach is bracing for a wave of visitors during the next two weekends.

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SPRING BREAK

the Florida Department of Highway Safety and Motor Vehicles, which oversees the Florida Highway Patrol. The governor was also flanked by more than two dozen officers from the agencies.

He said Florida Highway Patrol troopers will assist by directing traffic, helping with crowd control, conducting DUI checkpoints, flying drones, providing security in residential neighborhoods and operating license-plate readers at some entrances to Miami Beach.

mi Beach.

The governor added that 24 "quick response troopers" will be on standby to respond to any major incidents in Miami-Dade, Broward, Bay and Volusia counties. In the weeks leading up to spring break, DeSantis said on multiple occasions that he was prepared to send assistance to Miami Beach and other cities dealing with large, unruly crowds. He spoke with Meiner about what resources the city might need.

"This is a pivotal moment for our city," Meiner said Tuesday, noting that he asked for resources beyond what the state initially offered. "They came through, and they gave us even more."

Miami Beach is bracing for a wave of visitors during the next two weekends.

City officials have imposed curfews during spring break in March in each of the past three years after huge crowds packed Ocean Drive. Last year, a midnight curfew was enacted after two deadly shootings.

This year, the city has sought to signal to poten-

tial visitors ahead of time that the party is over.

Officials have announced a host of aggressive measures for this weekend and next weekend, when the highest volume of visitors is expected. The measures include public parking closures and license-plate readers on the Julia Tuttle and MacArthur causeways, which connect the city to the mainland.

The city could also impose a curfew this weekend, though an announcement has not yet been made.

In some years, the city had sought to shut down state-run causeways entering the city. DeSantis said Tuesday that he is hopeful that won't be necessary, given the proactive steps being taken, but that if Meiner asks him for help, "our folks will be ready to respond."

"This is really unprecedented," DeSantis said of the proactive approach.

Miami Beach leaders have tried to get the word out about the city's measures through a public messaging campaign that declares the city is "breaking up with spring break." A video in which actors talk about the effort — "it's not us, it's you," one says — has gone viral on social media.

For more details of the city's spring-break plans, go to miami-beach.fl.gov/breakup.

Aaron Leibowitz:
305-376-2235, @aaron_leib

Details about DUI checkpoints and license-plate readers in Miami Beach

BY HOWARD COHEN
hcohen@miamiherald.com

Miami Beach is ramping up enforcement efforts as more schools in Florida and nationwide begin spring break.

This means more people are about to descend on

South Beach and one thing crowds can expect over the next couple weekends are traffic jams, DUI checkpoints and license-plate readers.

Here are the locations of planned sobriety checkpoints and license plate readers. Depending on how things go through the

rest of March, city officials and police may add more checkpoints or restrictions.

SOBRIETY CHECKPOINTS

● **Where:** A DUI checkpoint conducted by the Florida Highway Patrol will be in place along

Fifth Street, a prime location in South Beach's entertainment district.

● **When:** The sobriety checkpoint will be in place on Friday and Saturday and on March 15-16, according to Miami Beach police. FHP did not say when the checkpoint would be in place.

LICENSE-PLATE READERS

● **Where and when:** Miami Beach police will have license-plate readers in the eastbound lanes of the MacArthur and Julia Tuttle causeways Friday to Sunday and the same weekend days on March 15-17. Miami Beach police

will also have a license-plate reader set up along the Fifth Street corridor from March 22-24.

● **Traffic:** Expect significant traffic as eastbound lanes will be reduced on the MacArthur and Julia Tuttle causeways, according to city officials.

Howard Cohen:
305-376-3619,
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CITY OF DORAL
NOTICE OF PUBLIC HEARING

All residents, property owners and other interested parties are hereby notified of a **COUNCIL ZONING MEETING** on **March 20, 2024** beginning at **6:00 PM** to consider a text amendment to Section 53-184(e), "Zoning Workshop" of Chapter 53 "Administration" of the City's Land Development Code. The City Council will consider this item for **SECOND READING**. The meeting will be held at the **City of Doral, Government Center, Council Chambers** located at **8401 NW 53rd Terrace, Doral, Florida, 33166**.

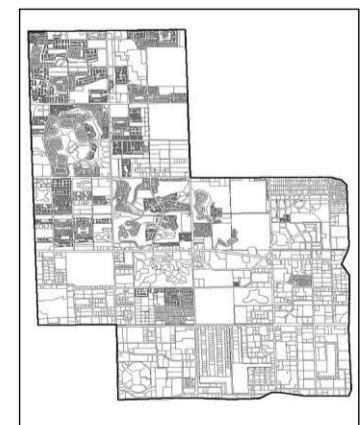
The City of Doral proposes to adopt the following Ordinance:

ORDINANCE No. 2024-06

AN ORDINANCE OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, AMENDING SECTION 53-184(e), "ZONING WORKSHOP," OF CHAPTER 53, "ADMINISTRATION," OF THE CITY OF DORAL LAND DEVELOPMENT CODE; PROVIDING FOR A REVISED TIME FRAME WITHIN WHICH ZONING WORKSHOPS CAN BE SCHEDULED; PROVIDING FOR INCORPORATION INTO THE CODE; PROVIDING FOR SEVERABILITY; PROVIDING FOR CONFLICTS; AND PROVIDING FOR AN EFFECTIVE DATE

HEARING NO.: 24-03-DOR-05
APPLICANT: City of Doral
REQUEST: The Planning and Zoning Department respectfully recommends that the Mayor and City Councilmembers approve an amendment to Section 53-184(e) "Zoning Workshop" to provide for a revised time frame within which zoning workshops can be scheduled.

Location Map



Inquiries regarding the item may be directed to the Planning and Zoning Department at 305-59-DORAL.

Pursuant to Section 286.0105, Florida Statutes, if a person decides to appeal any decisions made by the City Council with respect to any matter considered at such meeting or hearing, they will need a record of the proceedings and, for such purpose, may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. This notice does not constitute consent by the City for introduction or admission of otherwise inadmissible or irrelevant evidence, nor does it authorize challenges or appeals not otherwise allowed by law. In accordance with the Americans with Disabilities Act, any person who are disabled and who need special accommodations to participate in this meeting because of that disability should contact the Planning and Zoning Department at 305-59-DORAL no later than three (3) business days prior to the proceeding.

Connie Diaz, MMC
City Clerk
City of Doral