



CITY OF DORAL NOTICE OF PUBLIC HEARING

All residents, property owners and other interested parties are hereby notified of **COUNCIL ZONING MEETING** on **January 26, 2022 beginning at 6:00 PM** to consider a small scale land use amendment to the City's Comprehensive Plan, Future Land Use Map (FLUM) designation on the Property from Industrial to Business. The City Council will consider this item for **FIRST 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. 2022-06

AN ORDINANCE OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, APPROVING/DENYING A SMALL-SCALE LAND USE AMENDMENT TO THE CITY OF DORAL COMPREHENSIVE PLAN FUTURE LAND USE MAP, BY CHANGING THE LAND USE DESIGNATION FROM INDUSTRIAL (I) TO BUSINESS (B) FOR 0.30± ACRES FOR THE PROPERTY GENERALLY LOCATED ON THE NORTHEAST CORNER OF NW 87 AVENUE AND NW 27 STREET INTERSECTION; PROVIDING FOR SEVERABILITY; PROVIDING FOR CONFLICTS, AND PROVIDING FOR AN EFFECTIVE DATE

HEARING NO.: 22-01-DOR-11

APPLICANT: National Express Wash, LLC d/b/a El Car Wash (the "Applicant")

LOCATION: Northeast corner of NW 87 Avenue and NW 27 Street Intersection

FOLIO NUMBER: Portion of 35-3027-051-0035

SIZE: ±0.30 acres

REQUEST: National Express Wash, LLC (the "Applicant") is seeking a small scale land use amendment to amend the City's Comprehensive Plan, Future Land Use Map (FLUM) designation on the Property from Industrial to Business in order to develop the Property as part of an enhanced and improved commercial and retail development.

LEGAL DESCRIPTION: The East 80 feet of the West 129 feet of Tract "I" of "TRANSAL CORPORATE PARK AMENDED", according to the plat thereof, as recorded in Plat Book 149, at Page 64, of the Public Records of Miami-Dade County, Florida, LESS the North 145 feet thereof.

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

How to Swiftly Navigate a PR Crisis—Just Like That



DIEGO M. RADZINSCHI

Commentary by Julie Talenfeld

In the season premiere of the highly anticipated "Sex and The City" reboot, "And Just Like That," Carrie Bradshaw's beau, Mr. Big, hops on his Peloton for the 1,000th time. The branding was clear, this was definitely a Peloton stationary bike, with familiar instructor Jess King (aka "Allegra" on the show) cheerleading Mr. Big on from the bike's TV monitor. After he achieved his milestone, spoiler alert! Mr. Big dies of a heart attack. Just. Like. That.

Now when I first watched this, I could not believe it. Why would any brand endorse product placement in which a main character is *killed off* using their product? It didn't make sense. Stock prices for Peloton had already been steadily going down, and let's just say this TV moment did *not* help them in the market. The company's shares dropped more than 16% since the show aired on Dec. 9. Oof!

Peloton spokesperson Denise Kelly told BuzzFeed News that the company approved King's appearance but indicated that it didn't know the plot line (and that HBO procured the bike on their own). And after the episode, Peloton's in-house cardiologist noted Mr. Big's unhealthy lifestyle of big steaks, cigars and alcohol—coupled with his family history—were likely the true cause of his death (and that his bike rides may have even delayed it!). Ok folks, Lesson 1—make sure no one dies using your product in the script before you agree to let them use it on TV!

Three days later, Peloton pulled off an incredible response that can teach us all a thing or two about crisis communications and thought leadership in the legal industry and beyond. An ad, narrated by Ryan Reynolds, in which Mr. Big and Allegra (Chris Noth and Jess King) cheers

to new beginnings before deciding to take another ride ... as the camera cuts to two Peloton bikes. Reynolds' voiceover concludes, "And just like that, the world was reminded that regular cycling stimulates and improves your heart, lungs and circulation, reducing your risk of cardiovascular diseases. Cycling strengthens your heart muscles, lowers resting pulse and reduces blood fat levels. He's alive."

Pure genius.

Peloton made this happen at warp speed, and the ad has already received over a million views. They didn't just put out a statement; they *created* something, and they did it with a wink and a nod. It was clever, fun, and didn't disparage anyone. It said, *we're in on the joke. So let's have some fun.*

And just like that—the crises continued to come at warp speed. Within days of the ad's publishing, actor Chris Noth was accused of sexual assault by two different women. In light of these accusations, Peloton immediately pulled the ad. "Every single sexual assault accusation must be taken seriously," a spokesperson for Peloton said in an official statement. "We were unaware of these allegations when we featured Chris Noth in our response to HBO's reboot. As we seek to learn more, we have stopped promoting this video and archived related social media posts." Peloton once again has responded to a crisis with swift action and communication.

When things go wrong, time is of the essence. Would this ad have gone viral if it came out 15 days after the episode, instead of just three days after it? What if Peloton left it online when Chris Noth's reputation became tarnished? Perhaps we would have moved on to the next thing ... after we packed up our Pelotons, of course.

We shall see if Peloton's stock price will recover. But in the meantime, I'm definitely not ditching my bike.

Julie Talenfeld is the founder and CEO of Boardroom PR. Contact her at jtalenfeld@boardroompr.com.

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