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CLERK OF THE BOARD
OF COUNTY COMMISSIONERS
MIAMI-DADE COUNTY, FLORIDA

MEMORANDUM

Agenda Item No. 11(A)(17)

TO: Honorable Chairman Dennis C. Moss
and Members, Board of County Commissioners

DATE: June 30, 2009

FROM: R. A. Cuevas, Jr.
County Attorney

SUBJECT: Resolution directing the Mayor to conduct a feasibility study on the creation of a mega shopping district in Miami-Dade County

Resolution No. R-871-09

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Chairman Dennis C. Moss.

R. A. Cuevas, Jr.
County Attorney

RAC/up

MEMORANDUM
(Revised)

TO: Honorable Chairman Dennis C. Moss and Members, Board of County Commissioners

DATE: June 30, 2009

FROM: R. A. Cuevas, Jr. County Attorney

SUBJECT: Agenda Item No. 11(A)(17)

Please note any items checked.

_____ **"4-Day Rule" ("3-Day Rule" for committees) applicable if raised**

_____ **6 weeks required between first reading and public hearing**

_____ **4 weeks notification to municipal officials required prior to public hearing**

_____ **Decreases revenues or increases expenditures without balancing budget**

_____ **Budget required**

_____ **Statement of fiscal impact required**

_____ **Bid waiver requiring County Mayor's written recommendation**

_____ **Ordinance creating a new board requires detailed County Manager's report for public hearing**

_____ **Housekeeping item (no policy decision required)**

_____ **No committee review**

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 11(A)(17)
6-30-09

RESOLUTION NO. **R-871-09**

RESOLUTION DIRECTING THE MAYOR OR HIS DESIGNEE TO CONDUCT A FEASIBILITY STUDY ON THE CREATION OF A MEGA SHOPPING DISTRICT IN MIAMI-DADE COUNTY

WHEREAS, shopping malls and shopping centers in Miami-Dade County serve both residents and visitors and provide employment opportunities and tax revenue; and

WHEREAS, a mega shopping district, similar to Sawgrass Mills in Broward County, could provide added convenience and selection to Miami-Dade County residents and visitors; and

WHEREAS, a mega shopping district could be an additional attraction for tourists in Miami-Dade County; and

WHEREAS, such a shopping district could create jobs and business opportunities and could increase tax revenue in Miami-Dade County,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that the Mayor or his designee is directed to conduct a feasibility study and report those findings to the Board of County Commissioners within 6 months on the creation of a mega shopping district, including, but not limited to: (i) proposed locations for a mega shopping district, based on considerations such as, but not limited to, existing shopping centers, available land, land use regulations, and available transportation, including proximity to highways and airports; (ii) proposed changes to land use regulations which may be necessary for the creation of a mega shopping district at those

proposed locations; and (iii) incentives that could be used in a mega shopping district, including incentives that have been used in other mega shopping districts such as Sawgrass Mills.

The Prime Sponsor of the foregoing resolution is Chairman Dennis C. Moss. It was offered by Commissioner **Jose "Pepe" Diaz**, who moved its adoption. The motion was seconded by Commissioner **Rebeca Sosa** and upon being put to a vote, the vote was as follows:

Dennis C. Moss, Chairman	**aye**		
Jose "Pepe" Diaz, Vice-Chairman	**aye**		
Bruno A. Barreiro	**absent**	Audrey M. Edmonson	**aye**
Carlos A. Gimenez	**aye**	Sally A. Heyman	**aye**
Barbara J. Jordan	**aye**	Joe A. Martinez	**absent**
Dorrin D. Rolle	**aye**	Natacha Seijas	**aye**
Katy Sorenson	**aye**	Rebeca Sosa	**aye**
Sen. Javier D. Souto	**absent**		

The Chairperson thereupon declared the resolution duly passed and adopted this 30th day of June, 2009. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: **DIANE COLLINS**
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.

Abbie N. Schwaderer

MIAMI-DADE COUNTY
BOARD OF COUNTY COMMISSIONERS
OFFICE OF THE COMMISSION AUDITOR

Legislative Notes

Agenda Item:	**11(A)17**
File Number:	**091608**
Committee(s) of Reference:	**BCC**
Date of Analysis:	**June 5, 2009**
Type of Item:	**Directive**
Sponsor:	**Chairman Dennis C. Moss**

Summary

This resolution directs the County Mayor to conduct a feasibility study on the creation of a mega shopping district within the County, and to report all findings to the Board of County Commissioners within 6 months from the effective date of the resolution. The feasibility report is to include:(1) proposed locations for a mega shopping district, based on considerations such as existing shopping centers, available land, land use regulations, and available transportation, including proximity to highways and airports; (2) proposed changes to land use regulations which may be necessary for the creation of a mega shopping district at those proposed locations; and (3) incentives that could be used in a mega shopping district, including incentives that have been used in other mega shopping districts such as Sawgrass Mills Mall.

Background and Relevant Legislation

Sawgrass Mills Mall is a high-traffic, outlet, shopping mall located in Sunrise, Florida and operated by the Simon Property Group - a real estate investment trust (REIT) which acquires, develops and manages shopping malls and outlet centers. (Source: www.simon.com). There are over 350 retail outlets and name brand discounters as anchors at the Sawgrass Mall including Off 5th Saks Fifth Avenue Outlet, Neiman Marcus, JC Penney Outlet, and Wannado City, to name a few. The mall also contains restaurants, eateries, a movie theater, and video arcades. (Source: www.sawgrassmills.com).

The mall consists of 4 million square feet of retail selling space, has an annual traffic of 28 million visitors, 11,300 parking spaces, approximately 5000 employees and 450 businesses. It is the second largest mall (in terms of retail floor space) in Florida (after Aventura Mall in Miami-Dade County), and the largest outlet mall in the southeastern portion of the U.S. The mall opened in 1990 and has been expanded three times, most recently in 2006. (Source: International Council of Shopping Centers' website - www.icsc.org). The site was chosen because of its intrinsic location value which included factors such as population shifts, suburban development, existing traffic arteries, large tracts of land, existing infrastructure, and neighboring population density. (Source: www.simon.com).

Policy Change and Implication

While the County does map certain geographical areas as commercial business zones for large scales uses such as regional malls and office parks, there is no specific zoning category or classification for mega shopping malls. Establishing mega malls as a permitted use would require changes to the existing zoning regs. This would entail the enactment of a zoning ordinance. Presently, under the County Code, regional shopping centers and other large scale commercial facilities are permissible uses districts zoned as BU-2 zones. However, regional shopping centers are not synonymous with mega malls. The scale of a mega mall is designed to exceed or surpass typical regional malls. The term "mega mall" usually references shopping malls with a total area of leased floor space (consisting of retail shops, consumer services, and entertainment, restaurants; but excluding mall offices, utility areas, storage, rest rooms, interior plazas, and other non-revenue producing spaces) exceeding 2 million square feet of gross leasable space and containing as many as 500 stores. (Source: International Council of Shopping Centers' website - www.icsc.org).

Budgetary Impact

Minimal cost will be incurred for staff-hours to conduct the study.

Prepared By: Lauren Young-Allen