



Office of the Mayor and Town Council

Peggy R. Bell
Mayor

MEMORANDUM

To: Honorable Members of the Town Council

From: Mayor Peggy R. Bell

Date: February 21, 2018

Re: Renaming Cutler Ridge Boulevard S.W. 211 Street (Between S.W. 107 Avenue and S.W. 112 Avenue) to Cutler Bay Boulevard

REQUEST

A RESOLUTION OF THE MAYOR AND TOWN COUNCIL OF THE TOWN OF CUTLER BAY, FLORIDA, FORMALLY REQUESTING THE MIAMI-DADE COUNTY BOARD OF COUNTY COMMISSIONERS RENAME THE SEGMENT OF S.W. 211 STREET/ CUTLER RIDGE BOULEVARD BETWEEN S.W. 107 AVENUE TO S.W. 112 AVENUE AS CUTLER BAY BOULEVARD; PROVIDING FOR TRANSMITTAL; PROVIDING FOR AUTHORIZATION; AND PROVIDING FOR AN EFFECTIVE DATE.

BACKGROUND AND ANALYSIS

When the Town of Cutler Bay (the “Town”) incorporated in 2005, the Cutler Ridge Area became known as Cutler Bay. Currently known as S.W. 211 Street/ Cutler Ridge Boulevard, is a main road within the Town, and renaming this street to Cutler Bay Boulevard will portray the progress and direction the Town has taken since its incorporation.

The Youth Council Committee provided an advisory statement regarding the renaming of S.W. 211 Street/ Cutler Ridge Boulevard, believing the name Cutler Bay Drive would attract visitors as the sign on the Florida Turnpike will reflect this name (*Attachment “A”*). Additionally, the Economic Growth Committee expressed in their advisory statement, that Cutler Bay Boulevard would be the only street within the Town that contains the name “Cutler Bay”, associating Southland Mall with the Town along with the South Miami-Dade Cultural Arts Center, South Dade Library, Social Security Administration, Miami-Dade County District County and the Humane Society of Miami, as they are all on S.W. 211 Street/ Cutler Ridge Boulevard (*Attachment “B”*).

In an effort to promote the Town as a shopping, cultural, governmental and residential hub for South Miami-Dade, the renaming the segment of S.W. 211 Street/ Cutler Ridge Boulevard between S.W. 107 Avenue and S.W. 112 Avenue as Cutler Bay Boulevard is a small, but vital step in branding the Town as the best place to live, work, and play.





RECOMMENDATION

It is recommended that the Town Council adopt the attached Resolution, renaming the portion of S.W. 211 Street/ Cutler Ridge Boulevard (from S.W. 107 Avenue to S.W. 112 Avenue) to Cutler Bay Boulevard.

ATTACHMENTS

- Attachment “A” – Youth Council Committee Advisory
- Attachment “B” – Economic Growth Committee Advisory

