

# MODIFY THE CORAL GABLES PICKUP TRUCK ORDINANCE

THE CITY OF CORAL GABLES CAN STILL REMAIN  
THE CITY BEAUTIFUL WITH MODERN SUVs AND  
PICKUP TRUCKS



## AESTHETICS

Opposition:

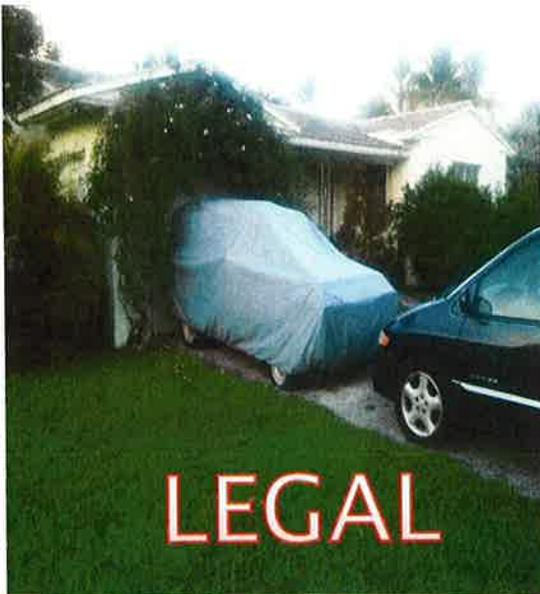
- ▶ Trucks are unsightly and if we allow them in Coral Gables we will lose our reputation as The City Beautiful.

**CONFLICTING LOGIC AND THE WEAKEST POINT**

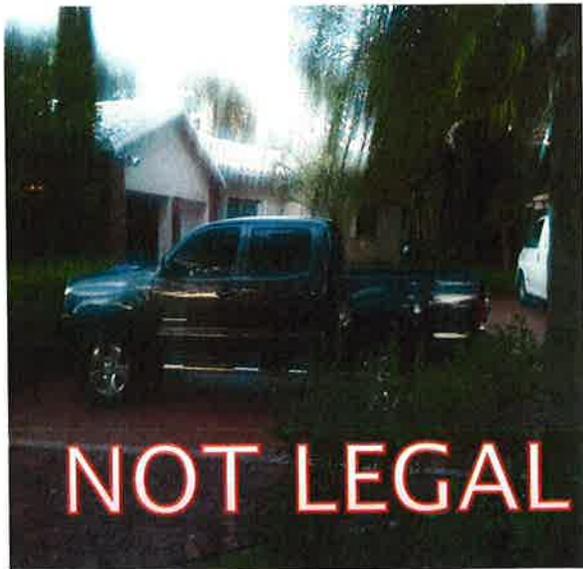
# AESTHETICS



# AESTHETICS



LEGAL



NOT LEGAL

Junk & Derelict Car Ordinance

# AESTHETICS



○ Coral Gables

## ZILLOW HOME VALUE INDEX

▲  
UP 6%

Zillow

NOV

2011

JUL

PROPERTY VALUES

\$4261  
\$4241  
\$4221  
\$4201  
\$4181  
\$4161  
\$4141  
\$4121  
\$4101  
\$4081

# INTENT

- ▶ If your vehicle has a bed attached, you have the ability to commit commerce.



# INTENT

- ▶ The All American Jeep®
- ▶ The Hummer
- ▶ The Pickup Truck



# TIMING

- ▶ TRUCKS CAN NOT BE PARKED IN THE GABLES BETWEEN THE HOURS OF 7:00 PM – 7:00 AM.

# TIMING



# SIZE

Opposition:

- ▶ The North Gables cannot handle pickup trucks. Trucks are too big.

**FALSE**



# SIZE

- ▶ Escalade – Length 18' – Height 6'
- ▶ Sport Trac – Length 17' – Height 6'
- ▶ Difference – Length 1'



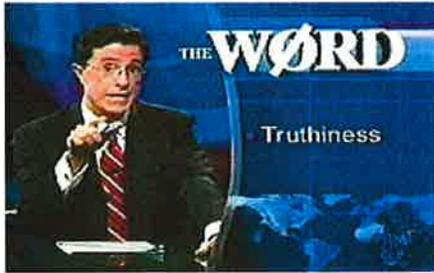
# EXCEPTIONS

1. If you reside or work on the University of Miami campus the pickup truck ban *does not apply.*
2. If you are a government entity, the pickup truck ban *does not apply.*

**REALLY?**



# LAMPOON



Jimmy Cefalo



# CONCLUSION

- ▶ The City Beautiful still can remain The City Beautiful with non-commercial pickup trucks.

