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**Miami Downtown Development Authority's Downtown Miami Master Plan Recognized by the American Institute of Architects as the "Urban Design of the Year"**

MIAMI – December 3, 2009 – The Miami Chapter of the American Institute of Architects (AIA) recognized the Miami Downtown Development Authority's (Miami DDA) recently completed *2025 Downtown Miami Master Plan* at its annual design awards ceremony, by its selection of Javier A. Betancourt, the Miami DDA's manager of urban planning and transportation. Mr. Betancourt was selected for the "Urban Design of the Year" award for heading the team that authored the 15-year roadmap for enhancing the livability and quality of life in Downtown Miami.

The Miami DDA's *2025 Downtown Miami Master Plan* was selected by the AIA for its creative concepts and ability to combine new land use and planning guidelines, while at the same time, providing comprehensive strategies and timetables for implementation. The final plan, as approved by the Miami DDA's Board in September, marks the culmination of existing studies, and a series of Miami DDA Board workshops, public forums, and stakeholder meetings, designed to gain a better understanding of existing conditions and gather the best and most sustainable ideas for the continuing revitalization of Downtown Miami.

"I am honored to be recognized by the American Institute of Architects for this award. After a great deal of collaborative effort, we finally have a blueprint for our urban core that is both implementable and sustainable over the long-term," said Mr. Betancourt.

The Miami DDA's *2025 Downtown Miami Master Plan* will serve as a benchmark for encouraging investment by both the public and private sectors, with the goal of transforming Miami's urban core into the "Epicenter of the Americas." The Master Plan outlines five core goals for Downtown Miami (bounded at the South end by SE 15<sup>th</sup> Rd. and on the North by NE 22<sup>nd</sup> St.; on the West by I-95 and on the East by Biscayne Bay):

- Enhance Downtown Miami's position as the business and cultural epicenter of the Americas
- Leverage the City's beautiful and iconic tropical waterfront
- Elevate Downtown's grand boulevards to prominence
- Create great streets and community spaces throughout the district
- Promote transit and regional connectivity

According to Mr. Betancourt, a major strength of the Plan is its incorporation of immediate, short-term, and long-term initiatives, which address a balanced mix of small-scale quality of life issues and larger-scale catalytic projects. In fact, a number of these projects already underway.

“The Miami DDA’s Master Plan provides a solid framework for creating a vibrant 24-7 pedestrian friendly district that civic and business leaders have envisioned for years,” said Alyce Robertson, executive director of the Miami Downtown Development Authority. “With the Plan’s completion, it is now imperative that we work efficiently and effectively to implement its key recommendations, under the direction of our Board and management from Javier, as well as cooperation from our various partners in the public, private, and non-profit sectors.”

A copy of the Miami DDA’s *2025 Downtown Miami Master Plan* is available for download at the website [www.miamidda.com](http://www.miamidda.com).

**About the Miami Downtown Development Authority**

The Miami Downtown Development Authority (DDA) is committed to improving the quality of life for businesses, employees, residents, and visitors in downtown Miami. As an independent agency of the City of Miami, the Miami DDA supports business growth, infrastructure improvements, and services for Downtown Miami residents and stakeholders, while positioning Downtown Miami as an international center for commerce, culture, and tourism. The organization is governed by a 15-member board comprised of three public appointees and 12 downtown property owners, residents and/or workers. For more information about the Miami DDA and Downtown Miami, please visit [www.MiamiDDA.com](http://www.MiamiDDA.com).

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