

MIAMI DDA RECLAIMS PUBLIC SPACE FOR PEDESTRIANS WITH INSPIRING BISCAYNE GREEN PILOT PROJECT

Running January 6 through January 26, 2017, the public installation will create a reimagined Biscayne Boulevard that puts people first

MIAMI – December 15, 2016 – Downtown Miami residents and visitors alike will have a new reason to ditch their cars this January, as the Miami Downtown Development Authority (Miami DDA) will launch Biscayne Green, a public space ‘intervention’ that temporarily reclaims the parking medians and reimagines Biscayne Boulevard as a public park and pedestrian promenade.

The month-long installation will transform two parking medians and Bayfront Metromover station along Biscayne Boulevard – from SE 2nd Street to NE 1st Street – into active public space programmed with free events and entertainment from January 6 through January 26, 2017. According to the Miami DDA, Biscayne Green will demonstrate how smart planning can help activate our streets and create a city center worthy of world-class status.

“Spanning 20 days and featuring more than 20 events, Biscayne Green will have something for everyone,” says City of Miami District 2 Commissioner and Miami DDA Chairman Ken Russell. “While it’s designed to entertain, it will also help reveal what can be achieved when we put people first and prioritize quality of life at the street level.”

Russell adds that as a result, the boulevard will go from being a barrier to being a destination that connects Downtown Miami to the park and to its iconic waterfront.

Some of the highlight events include:

- **Biscayne Green Grand Opening Get-Down** | January 6 from 7 – 10 p.m.
Celebrate the grand opening of Biscayne Green with handcrafted cocktails, live music and art.
- **Biscayne Screen with O Cinema** | January 8, 15, and 22 from 6 – 10 p.m.
Watch movies cuddled up on the Green with free blankets, popcorn and empanadas.
- **Out of Office – Coffee + Wifi** | January 11, 18, 25 from 9 – 11 a.m.
Enjoy the fresh air and fuel up for the day with coffee and snacks.
- **Baila on Biscayne** | January 12, 19 from 7 – 10 p.m.
Enjoy al fresco music, dancing and people watching.
- **Taste of Downtown** | January 14 from 6 – 10 p.m.
Enjoy a taste of downtown with specialties from some of the area’s hottest culinary masters.
- **Brunch on the Green** | January 15, 22 from 11 a.m. – 3 p.m.
Sip on mimosas and nibble on brunch offerings from local foodie hotspots.

The temporary installation is part of the Miami DDA's long-term initiative to advocate for Biscayne Green, an ambitious urban design project that will repurpose the Biscayne Boulevard Corridor (US1) between SE 1st Street and NE 6th Street Biscayne. The proposal hopes to transform existing median parking into a grand pedestrian promenade or "People Place" akin to the Embarcadero in San Francisco or Las Ramblas in Barcelona. The proposal will include repurposing four vehicle lanes – up to two lanes in each direction – providing for additional pedestrian and bicycle paths, an exclusive public transit lane and relocated on-street parking.

The ambitious project is one of many proposed by the Miami DDA to make Downtown more livable and walkable for the 90,000 people who live there and the more than 235,000 who come in each business day. These include the Flagler Street renovation, a \$13-million revitalization project to widen sidewalks and improve streetscapes along the historic Flagler Street; Baywalk, a linear bike and pedestrian path spanning the perimeter of Biscayne Bay from the Arts & Entertainment District to Brickell; and a Complete Streets initiative to transform the SE/SW 1st Street corridor between SW 2nd Avenue and Biscayne Boulevard into a multimodal street that provides transit priority and accommodates all street users, including cyclists, in a safe and comfortable manner.

"Downtown Miami has experienced a nearly 150 percent increase in population over the past 15 years, with the majority of these new residents falling between the ages of 20 and 44," says Miami DDA Executive Director Alyce Robertson. "This young demographic overwhelmingly favors public transit over traffic, connectivity and public space over sprawl, and community experiences over material accumulation."

The temporary installation is made possible by seed funding from the Knight Foundation and The Miami Foundation. As part of the 2015 Knight Foundation's Knight Cities Challenge, the Miami DDA's proposal for Biscayne Green was selected as a winning project among 4,500 ideas submitted and 158 finalists nationwide.

The Biscayne Green long-term project has been granted funding approval from the Florida Department of Transportation (FDOT) to advance a Lane Elimination Analysis, which has been identified as the next step to solidify plans for a permanent Biscayne Green.

For more information, to get involved, or to stay up to date on the events taking place during the Biscayne Green pilot project, please visit www.biscaynegreenmiami.com. You can also follow along on social media using #BiscayneGreenMIA.

About the Miami Downtown Development Authority

The Miami DDA is an independent agency of the City of Miami funded by a special tax levy on properties in its district boundaries. It is governed by a 15-member Board comprised of three public appointees and 12 downtown property owners, residents and/or workers who are tasked with overseeing the direction of the agency and setting policy. The agency is committed to grow, strengthen and promote the economic health and vitality of downtown Miami. As an autonomous agency of the City of Miami, the Miami DDA advocates, facilitates, plans, and executes business development, planning and capital improvements, and marketing and communication strategies. Visit www.MiamiDDA.com for more information.

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