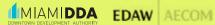
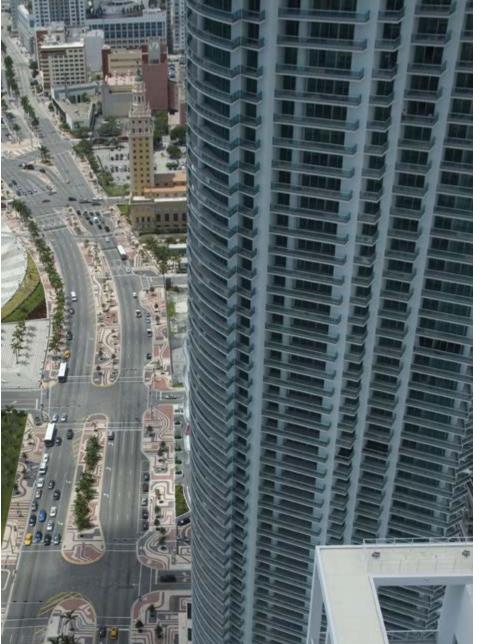
DOWNTOWN MIAMI DWNTWN Epicenter of the Americas

2025 Downtown Miami Master Plan







Burle Marx Streetscape

Miami DDA

TABLE OF CONTENTS:

INTRODUCTION	05
About the Downtown Development Authority	06
Master Plan Overview	06
Foundation	06
Districts	08
Principles	09
Considerations	09
Acknowledgements	10
How to Use this Document	12
VISION	13
Vision Statement	14
GOALS	15
 Enhance our Position as the Business and Cultural Epicenter of the Americas 	19
2. Leverage our Beautiful and Iconic Tropical Waterfront	27
3. Elevate our Grand Boulevards to Prominence	37
4. Create Great Streets and Community Spaces	45
5. Promote Transit and Regional Connectivity	53
IMPLEMENTATION	61
Process	62
Matrix	63
CONCLUSION	69
APPENDIX	71

INTRODUCTION

About the DDA

Master Plan Overview

Foundation

Districts

Principles

Considerations

Acknowledgements

How to Use the Document

DOWNTOWN MIAMI MASTER PLAN (2025)

Introduction

ABOUT THE DDA

The Miami Downtown Development Authority (DDA) is a quasi-independent public agency of the City of Miami charged with making Downtown Miami the most livable urban center in the nation and strengthening its position as the Epicenter of the Americas...an international center for commerce, culture, and tourism.

MASTER PLAN OVERVIEW

The goal of this Downtown Miami Master Plan is to connect and maximize the potential of the Central Business District (CBD), the Arts & Entertainment (A+E) District, Brickell and Miami's celebrated waterfront. Building upon previous plans and studies, this Master Plan provides specific action-oriented implementation items that will increase the livability of downtown, encourage private sector investment and ensure the proper investment of public dollars.



Downtown Miami circa 1989

Miami DDA

FOUNDATION

The Master Plan stands on a foundation of various existing plans, studies and other planning efforts, a sampling of them are listed below:

DDA Board and Public Input, DDA: 2009

As part of the DDA's Master Plan Study effort, countless DDA Board workshops, public workshops and stakeholder meetings were held between 2005 - 2008 to better understand existing conditions and gather ideas for how to revitalize Downtown. Two additional Board workshops and three additional public workshops were held throughout 2009 as part of a final push to complete the Master Plan.

The ideas generated in these workshops and meetings have been instrumental in shaping the Master Plan, and an enormous debt of gratitude is due to all participants.



Downtown Miami today

Miami DDA

"Roadmap to Success" Downtown Master Plan Study (Greater Miami Chamber of Commerce (GMCoC), New World Center (NWC) Committee): 2009

A report sponsored by the GMCoC NWC Committee Master Plan Task Force in response to the 2009 Miami DDA Downtown Master Plan Study. The report identifies, recommends and prioritizes projects within the downtown area.

Downtown Miami Master Plan Study (Zyscovich): 2009

The study identifies existing conditions and potential strategies for strengthening Downtown's position as a world-class destination for residents, tourists, commerce, and culture. The study proposes a new vision for Downtown and identifies potential concepts and initiatives as well as long-term priorities and projects within a 30-year time frame.

Miami-Dade County Aesthetics Master Plan (EDAW): 2009

The aesthetics master plan recognizes the impact that a well presented, visually attractive environment can have on the economic and social health of a community. The master plan identifies improvements for public spaces and roadways, identified as corridors, gateways and facilities to address these issues.

Residential Closings & Occupancy Study (Goodkin / Werley Study): 2009

The study assessed occupancy and closing rates for 73 condominium buildings and seven rental apartment buildings that have been developed since 2003. Combined, the 80 buildings account for 22,959 residential units.

Introduction

Miami 21 (Duany Plater-Zyberk): 2009

Miami 21's mission is to overhaul the City of Miami's zoning code utilizing a holistic approach to land use and urban planning to create a more predictable and efficient regulation. It takes into account integral factors that make each area in the City unique, vibrant places to live, work and play.

Miami Bicycle Master Plan (The Street Plans Collaborative / HNTB): 2009

The City of Miami Bicycle Master Plan includes over 285 miles of inter-connected bicycle routes and when built, whether as part of existing projects or as new capital improvements, they will provide a network of bikeways accessible to every Miami resident within a 1/4mile of where they live, work and play.

Transportation Enhancement Strategies for Downtown Miami (Kimley-Horn & Associates): 2009

A study to explore the role of a multimodal transportation system as an element to support Downtown Miami's vision as a world class destination with a transit-oriented and pedestrian-friendly transportation system that enhances the environment and culture of Downtown Miami by minimizing automobile dependency.

City of Miami Comprehensive Plan (City of Miami Planning Department): updated 2008

The Miami Comprehensive Neighborhood Plan (MCNP) was adopted in February 1989 and contains amendments by the City Commission through November 2008. The purpose of the MCNP is to indicate how the City will meet the needs of existing and future residents, visitors, and businesses, while preserving the character and quality of its communities and create a policy framework that has the effect of law, to guide all public and private development decisions in the City.

A Greenprint for Our Future: The Miami-Dade Street Tree Master Plan (Miami-Dade County Community Image Advisory Board): 2007

The Plan establishes policy and guidance for the management of Miami-Dade County's urban tree canopy while calling attention to the green infrastructure of the county. The Plan encourages partnerships with municipalities for the county-wide implementation of the Plan. The mission of the Miami-Dade County Street Tree Master Plan is "to provide the framework to design and implement street tree plantings that complement the purpose and intent of the Landscape and Tree Ordinances."

Museum Park Plan (Cooper Robertson): 2007

Envisioned to be Miami's landmark urban open space, the Museum Park will be host to both the Miami Art Museum and the Miami Museum of Science and Planetarium. Locating two significant cultural anchors in the park will establish a strong sense of civic pride, as well as provide an attractive tourist destination.

Parks & Public Spaces Plan (Goody Clancy): 2006

The plan was established to address all of Miami's parks, public spaces and extensive public realm, as well as the individual open space elements of 13 different neighborhoods.

The report makes recommendations on policies, guidelines and programs, and establishes new categories of parks and public spaces.

Brickell Area Streetscape Implementation Guidelines (Glatting Jackson): 2005

These guidelines build upon previous studies conducted of the area and propose pedestrian oriented, improved street conditions for the entire Brickell area.

CRA Master Plans (Dover Kohl / Zyscovich): 2004 / 2006

Consistent with the Community Redevelopment Act of 1969, the Southeast Overtown / Park West Community Redevelopment Plan (Dover Kohl) and the Omni CRA Redevelopment Plan (Zyscovich) aim to eliminate the conditions of blight and slum in its vision and recommendations through redevelopment, conservation or rehabilitation.

Miami Transportation Master Plan (David Plummer Associates): 2003

The Miami Downtown Transportation Master Plan (MDTMP) established a framework for transportation improvements in downtown Miami through 2020. The goal of the MDTMP is "to create a unique, progressive, and vibrant Downtown Miami through a balanced transportation system, preservation of neighborhoods, protection of the environment, and improvement of the community's quality of life."

Miami River Greenway Action Plan (Trust for Public Land): 2000

Spearheaded by the Miami River Commission and the Trust for Public Land, the plan addresses the degraded conditions of the river, which holds the potential to become a significant public amenity and economic generator. The study area for the Greenway Action Plan covered the 5.5 miles of the easternmost portion of the river and had a setback of 2500 feet on either side of the river. As the oldest natural landmark in southeast Florida, the river is a valuable resource for shipping, navigation, job creation and a potential public amenity.

DOWNTOWN MIAMI MASTER PLAN

2025

Introduction

DISTRICTS

The Master Plan revises the DDA's subdistrict designations as follows:

Rename the M&E (Media and Entertainment) District the A&E (Arts and Entertainment) District and Expand to Include Parks:

Expand the Media and Entertainment District South to 9th Street, include Bicentennial Park and Watson Island and rebrand it the Arts and Entertainment (A&E) District to better reflect the character and goals of the area.

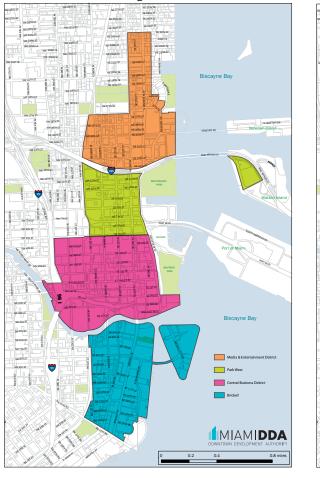
Replace Park West with Expanded CBD:

Expand the Central Business District North to 9th Street and eliminate the Park West District designation to better reflect the DDA's goals for the area as an expansion area for the CBD.

Create a Waterfront Overlay District:

Create a "Waterfront Overlay District" across all three districts along the waterfront and include the entire Bicentennial / Bayfront Park area east of Biscayne Blvd.

Map of Downtown Development Authority (DDA) Existing Districts



Map of Downtown Development Authority (DDA) Proposed Districts



Introduction

PRINCIPLES

The guiding principles that formed the basis for the recommendations of this Master Plan and helped define and develop each of the action items are:

Vision Oriented (Short and Long Term)

This Master Plan will outline a series of projects that support the goal of transforming the Downtown Miami into the Epicenter of the Americas. Recommendations should be distinctive and memorable.

Distinctive: Recommendations should be unique to the character of Downtown Miami and encompass the qualities that will make Downtown Miami recognizable and distinguishable.

Memorable: Recommendations should make significant impacts on the downtown and leave lasting positive impressions on its users.

Action Oriented

Recommendations should be feasible and implementable. This Master Plan is not intended to be another passive plan or study, but rather a working document that lays out an aggressive course for delivery with catalytic action items that can be launched immediately.

Feasible: Recommendations should be pragmatic and tailored to Downtown Miami's needs, climate and culture so that they can be realistically applied.

Implementable: Recommendations should be success-oriented and designed to improve Downtown's economy for results that are immediately evident and long lasting.

CONSIDERATIONS

The considerations incorporate a variety of issues and directives that help make the Master Plan a complete and instructive guide for furtherance of its goals.

Consensus:

This Master Plan has been developed and will continue to be implemented through strategic engagement of downtown businesses, residents and visitor groups. The process stretching over several years encouraged downtown stakeholders to participate in the development of the Master Plan through public meetings, individual interviews and getting involved in other downtown focused improvement efforts - and this effort will continue.

Context:

Downtown Miami is not only the central business district for South Florida, Miami-Dade County and the City of Miami, it is the financial and business capital of the Americas. With a population of more than 60,000 year-round residents and 200,000 office employees, Downtown is the heart of business, commerce and culture in Greater Miami-Dade County. Its signature corridors - Flagler Street, Brickell Avenue and Biscayne Boulevard - are the lifelines that connect and support the district's commercial, residential and recreational uses. It is becoming a model example of a "live, work, play" environment.

Health & Safety:

A vibrant, livable downtown that promotes safety and a healthy environment promotes not only the well being of the community but the well being of individuals within the downtown as well as those throughout the greater region.

Smart Growth:

Concentrate public infrastructure investments in the urban core in order to discourage urban sprawl and encourage "smart growth" where it is most sustainable.

Sustainability:

The Master Plan promotes that a sustainable downtown is one that meets the requirements of the present without compromising the needs of the future. Part of a sustainable approach to the growth and prosperity of a downtown is the ability to leverage public and private investments to provide physical and social infrastructure effectively, efficiently and synergistically. Green and sustainable concepts will underpin the entire Master Plan and its goals and action items.

Quality:

Timely investment in well-designed, quality downtown improvements ensures that projects designed and installed today continue to serve the needs of downtown users for years into the future. An expectation of quality and longevity in the implementation of projects not only immediately raises the quality of life of downtown users, but it also minimizes the need for long-term maintenance and reduces the life-cycle costs of the improvements.

Maintenance:

A downtown that abides by the philosophy of sustainability in its improvements; is attentive to maintaining its existing infrastructure; provides regular and scheduled maintenance for existing improvement projects and anticipates future repair needs by planning projects and setting aside funds as part of a long-term financial plan lowers its overall future maintenance and replacement costs.

DOWNTOWN MIAMI MASTER PLAN

Introduction

ACKNOWLEDGEMENTS

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Goodkin Consulting

Goody Clancy

Greater Miami Chamber of Commerce (GMCC),

New World Center (NWC) Committee

Kimley-Horn & Associates, Inc.

Miami-Dade County

The Street Plans Collaborative / HNTB

Trust for Public Land

Zyscovich Architects



FDAV

DOWNTOWN MIAMI MASTER PLAN 2025

Introduction

Miami Downtown Development Authority Board of Directors

Joe M. Sanchez	Board Chairman
Neisen Kasdin	Board Vice Chairman
Alvin West	Board Treasurer
Bruno A. Barreiro	Miami Dade County
Tony Alonso	La Epoca Department Store
Jose Goyanes	Metro Beauty Center
Jerome Hollo	Florida East Coast Realty
Hank Klein	Cushman & Wakefield of Florida
Danet Linares	Blanca Commercial Real Estate, Inc.
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Oscar Rodriguez	Downtown Miami Resident
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Veronica Xiques	Board Attorney

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Javier Betancourt, AICP; Manager of Urban Planning & Transportation

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...And all other support staff who contributed to this plan.

City of Miami Mayor and Commissioners

Manuel A. Diaz	Mayor
Angel Gonzalez	Commissioner (District 1)
Marc Sarnoff	Commissioner (District 2)
Joe M. Sanchez	Commissioner (District 3)
Tomas P. Regalado	Commissioner (District 4)
Michelle Spence-Jones	Commissioner (District 5)

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City of Miami Planning Department

Miami Parking Authority

Bayfront Parking Management Trust

Community Image Advisory Board, Miami-Dade County

Community Redevelopment Agency

...And all other agencies that contributed to this plan.

A Special Thanks to all the residents, property and business owners and interested persons who participated in the public workshops and attended the public meetings during the development of this master plan and all of the previous foundation studies and plans.

DOWNTOWN MIAMI... EPICENTER OF THE AMERICAS

Flagler Development Group

HOW TO USE THIS DOCUMENT

Sections - The core of the Master Plan report is organized into five sections, each section representing one of the five (5) Miami DDA Goals. The five sections/goals are:

- 1. Enhance Our Position as the Business and Cultural Epicenter of the Americas
- 2. Leverage Our Beautiful and Iconic Tropical
- 3. Elevate Our Grand Boulevards to Prominence
- 4. Create Great Streets and Community Spaces
- 5. Promote Transit and Regional Connectivity

More detailed descriptions of each of these Goals are included in subsequent sections.

<u>Timeline</u> – As is defined in the title, the recommendations described within this Master Plan are intended to be implemented or in-progress by the year 2025. A timeline bar is located on each Action Item page to

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help prioritize projects by importance and/or by ease of implementation. For ease of reference, a time frame – in increments of five years - has been allocated to each of the recommendations. The proposed length of time is meant to express that substantial progress toward the goal will be underway within that time frame.



DOWNTOWN MIAMI MASTER PLAN

VISION

Downtown Miami... Epicenter of the Americas

2025 VISION STATEMENT

"DOWNTOWN MIAMI is the business, social and cultural epicenter of the Americas, which capitalizes on its unique position as a major world city in a tropical waterfront environment."

GOALS

- 1. Enhance Our Position as the Business and Cultural Epicenter of the Americas
- 2. Leverage Our Beautiful and Iconic Tropical Waterfront
- 3. Elevate Our Grand Boulevards to Prominence
- 4. Create Great Streets and Community Spaces
- 5. Promote Transit and Regional Connectivity

DOWNTOWN MIAMI MASTER PLAN

1. ENHANCE OUR POSITION AS THE BUSINESS AND CULTURAL **EPICENTER OF THE AMERICAS**

Downtown is already a regional and international financial hub. Significant development continues with the addition of Museum Park, a renewed waterfront and the growth of world renown cultural institutions, such as the Miami Art Museum, A planned convention/conference center. as well as the recruitment of major corporations are further proof that Downtown Miami is poised to be the cultural and business Epicenter of the Americas.



Miami DDA

2. LEVERAGE OUR BEAUTIFUL AND ICONIC TROPICAL WATERFRONT

Very few downtowns have the benefit of being located on water bodies as beautiful and varied as Biscayne Bay and the Miami River. The serenity of Biscayne Bay known for its consistent bay breezes stands in stark contrast to the bustling commercial activity along the working Miami River. The number of existing streets that terminate at the water along with large areas of public parks and river/bay walks located along the water's edge allow for many points of access to the water as well as a variety of uses, activities and views along it.



3. ELEVATE OUR GRAND **BOULEVARDS TO PROMINENCE**

Of the many important and interesting streets within Miami's downtown, two of them have risen to international prominence - Biscayne Boulevard and Brickell Avenue. The intent of this goal is to physically transform these streets from bayfront boulevard and financial and residential address, respectively, into vibrant, attractive public spaces to rival the great streets of the world like the Champs-Elysees in Paris or Las Ramblas in



www.flickr.com

4. CREATE GREAT STREETS AND **COMMUNITY SPACES**

The importance of the quality of the public realm cannot be overstated. Downtowns are sometimes perceived as a collection of buildings that accommodate certain uses typical to downtowns. However, it is not the buildings that make a downtown (even one with a skyline as attractive as Miami), it is the people that inhabit the downtown and their experiences that ultimately define its character. Great public realms, which include streets and community spaces, are the places at the pedestrian and vehicular level that define one's experiences. Thus, it is crucial that a downtown's streets and spaces embody the image of quality and energy to help define the downtown experience.



Uncomplicated and non problematic access to

5. PROMOTETRANSITAND REGIONAL

CONNECTIVITY

Downtown Miami is critical to its economic and social strength. Access strategies should focus on the continuing development of multiple and intermodal transportation options that ease the ability to get to and from downtown, as well as the ability to move quickly and easily throughout the downtown. Multiple transit options help to maximize the feasibility of doing business shopping, working, and living downtown and ensures that employees, residents, visitors and customers can select the transportation options that best fit their needs, schedules, and financial means.









DOWNTOWN MIAMI MASTER PLAN



Enhance Our Position as the Business and Cultural Epicenter of the Americas

OALS

- 1.1 Build Convention/Conference Center of the Americas and Complementary Uses in CBD North Area
- 1.2 Grow & Attract Business Enterprises and Catalytic National Retailers
- 1.3 Attract Key National/International Institutions
- 1.4 Leverage and Support Further Growth and Development of Major Arts, Cultural & Entertainment Institutions
- 1.5 Increase Opportunities in Downtown for High Quality Public and Private Elementary and Secondary Education
- 1.6 Increase Opportunities for All Levels of Professional Training & Collegiate Studies
- 1.7 Hold a Prominent International Event to Celebrate and Crystallize Downtown's Position as the Epicenter of the Americas

1. Enhance our position as the business and cultural **Epicenter of the Americas**

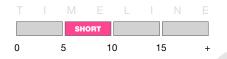
1.1 Build Convention/Conference Center of the Americas and Complementary Uses in CBD North Area



Proposed Convention/Conference Center

Miami DDA

- Build new convention or conference center complex in the CBD North area to bring additional economic activity to Downtown Miami.
- Create complementary uses to encourage visitors to stay downtown while attending conventions or
- Attract new hotels, restaurants, shops and visitor amenities that help create an inviting environment for convention and conference attendees.
- Invest in public infrastructure, transit and services necessary to support the complex and its patrons.
- Ensure that the economic benefits of the center and its associated development are shared by the residents and businesses in the surrounding communities.



DOWNTOWN MIAMI MASTER PLAN

1. Enhance our position as the business and cultural **Epicenter of the Americas**

1.2 Grow & Attract Business Enterprises and Catalytic National Retailers





- Actively seek and provide destination retailers with urban store formats, such as Barnes & Noble, Target, Crate & Barrel, etc.
- Attract a supermarket to CBD and/or A&E to serve Downtown residents.
- Make Miami an international hub by attracting key businesses downtown.
- New businesses are job generators, add vitality to downtown and bring additional residents to the city.

1. Enhance our position as the business and cultural **Epicenter of the Americas**

1.3 Attract Key National and International Institutions



FTAA Headquarters Concept

Florida FTAA / Spillis Candela AECOM



- Continue to pursue the headquarters or major presence of major global/regional organizations, such as the FTAA, foreign consulates, etc.
- Educate the public on the economic and cultural benefits of the presence of these types of organizations in Downtown Miami.
- Promote international governmental and diplomatic events in Downtown that elevate Miami's international prominence, such as trade summits and international mayoral conferences.
- Leverage Miami's existing international institutions, such as SouthCom and centers of higher education.



DOWNTOWN MIAMI MASTER PLAN

1. Enhance our position as the business and cultural **Epicenter of the Americas**

1.4 Leverage and Support Further Growth and Development of Major Arts, Cultural & Entertainment Institutions



Adrienne Arsht Center for the Performing Arts



Art Basel Miami



Proposed Miami Art Museum

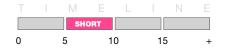
Support the development of two major cultural institutions, the Miami Art Museum and the Miami Museum of Science at Museum Park, and integrate

for the Performing Arts

them into Downtown Miami.

Build upon the presence of the Adrienne Arsht Center

- Encourage and support the growth of local art galleries, studios and other facilities to continue to contribute to the arts focused fabric of the A&E District on a year round basis.
- Give Art Basel a strong presence in Downtown to further promote and distinguish the area as a major Arts and Entertainment destination and better attract the international event's cultural and economic
- Promote greater use and recognition of the Gusman Center for the Performing Arts.
- Promote the proliferation of arts and culture beyond traditional facilities into Downtown's public realm amenities.



2025 DOWNTOWN MIAMI... EPICENTER OF THE AMERICAS

www.miamiartmuseum.org

1. Enhance our position as the business and cultural Epicenter of the Americas

1.5 Increase Opportunities in Downtown for High Quality Public and Private **Elementary and Secondary Education**



EDAV



Law Enforcement Officers' www.schoolofjustice.dadeschools.net Memorial High School

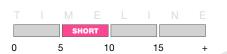


EDA



www.dwell.com

- Attract additional public and private K-12 educational institutions in Downtown Miami
- Promote the new School of Justice and New World School of the Arts as being unique to Miami and the country.
- Promote the wealth of cultural institutions in Downtown Miami as being immediate resources for schools.
- Establish programs to integrate elementary and high schools with institutions such as the Adrienne Arsht Center for the Performing Arts, the Miami Art Museum, the Miami Museum of Science and Planetarium, the Miami Children's Museum and Jungle Island.
- Continue to pursue partnerships between Miami Dade County Public Schools and Miami Dade College.



DOWNTOWN MIAMI MASTER PLAN

1. Enhance our position as the business and cultural Epicenter of the Americas

1.6 Increase Opportunities for All Levels of **Professional Training & Collegiate Studies**



Miami-Dade College

e College Miami DDA

- Promote and leverage presence of Miami Dade College as a downtown anchor.
- Encourage greater University of Miami, Florida International University and other collegiate presence in Downtown to provide downtown with greater opportunities for continuing studies.
- Coordinate internship programs between downtown businesses and Miami Dade College students.
- Build associations with key universities in Latin America through exchange programs, research and business development.
- Explore idea of professional training either through Miami Dade College or in concert with downtown businesses that are geared toward relevant professions.



UNAM (Universidad Nacional Autonoma de Mexico)



FAU USP (Faculdade de Arquitectura e Urbanismo de Universidade de Sao Paulo

SHORT 0 5 10 15 +

DOWNTOWN MIAMI... EPICENTER OF THE AMERICAS

THE AMERICAN

1. Enhance our position as the business and cultural Epicenter of the Americas

1.7 Hold a Prominent International Event to Celebrate & Crystallize Downtown's Position as the Epicenter of the Americas



Chicago Columbian Exposition

 Explore the prospect and feasibility of holding a prominent international event in Miami, such as a world's fair, in order to elevate Downtown Miami's significance as the Epicenter of the Americas and establish it as an international city.



2007 Pan American Games: Rio de Janeiro

www.flic

 Promote Miami's large tourist economy, accessibility and cultural relevance to further its case for holding a prominent international event.



Leverage Our Beautiful and Iconic Tropical Waterfront

GOALS

- 2.1 Redevelop Bicentennial Park into a Major International Waterfront Park and Museum Complex
- 2.2 Complete Baywalk & Riverwalk
- 2.3 Create an Iconic Waterfront Element at Flagler Street and Biscayne Bay
- 2.4 Improve Inland Connections to Waterfront
- 2.5 Activate Waterfront by Providing Greater Daytime Dockage Opportunities
- 2.6 Provide Tall Ship Berths and Amenities at FEC Slip
- 2.7 Develop Waterborne Transportation System linking Downtown to Major Waterfront Destinations
- 2.8 Enhance Access & Connectivity to Watson Island as a Unique Public Amenity

2.1 Redevelop Bicentennial Park into a Major International **Waterfront Park and Museum Complex**











Museum Park Miami www.miamigov.com

Implement Museum Park Plan by Cooper Robertson

- Support the development of two major cultural institutions, the Miami Art Museum and the Miami Museum of Science at Museum Park, and integrate them into Downtown Miami.
- Establish the park as a landmark public space for the City of Miami and a catalyst for downtown and waterfront development.
- Emphasize the recreational and event lawns, passive space, gardens, water features and pedestrian promenades as a complete park program which offers multiple uses and amenities.
- Connect Museum Park to Downtown's other waterfront parks (Margaret Pace Park, "Parcel B", Bayfront Park, Miami Circle Park and Brickell Park) to create a linear greenway for Biscayne Bay.
- Reopen Bicentennial Park Metromover Station.

DOWNTOWN MIAMI MASTER PLAN

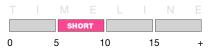
2. Leverage our beautiful and iconic tropical waterfront

2.2 Complete Baywalk & Riverwalk



Riverwalk

- Implement Miami River Greenway Action Plan to carry out plans for open space along Miami River.
- Complete Riverwalk along the Miami River to further establish the multiple uses and character of the river
- Highlight archaeological significance and recreational opportunities of Miami Circle.
- Complete Baywalk along Biscayne Bay to create a consistent Biscayne Bay greenway.
- Promote public art and bicycle/pedestrian amenities along the Riverwalk and Baywalk.
- Incorporate environmental enhancement and educational component where appropriate.
- Develop consistent wayfinding along Baywalk.
- Support the development of a Baywalk connection under I-395 to connect Museum Park to the Miami Herald complex.



2.3 Create an **Iconic Waterfront Element** at Flagler Street & Biscayne Bay







Anglins Pier

City of Miami.

parks operation.

Create an iconic element at Bayfront Park to draw

• Utilize the landmark as a revenue-generator in order

to pay for its own construction, maintenance and

attention to Downtown Miami's waterfront and create

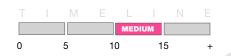
a vivid association between the landmark and the

www.flickr.com Proposed Iconic Landmark: "Eternal Dance"

Julian Romero, Student, SCAD Eiffel Tower, Paris

monumental structure. Similar landmarks throughout the world inspired the idea for an iconic element for Miami. These world famous sites serve to unite communities, attract visitors, and promote a greater quality of life, which are all key objectives of this Master Plan.

• Iconic elements can vary from a historic pier to a • Hold an open, international competition to select the proposed iconic landmark.



DOWNTOWN MIAMI MASTER PLAN

2. Leverage our beautiful and iconic tropical waterfront

2.4 Improve Inland Connections to Waterfront

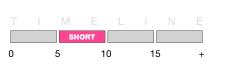




Chicago, IL

- www.flickr.com

- Use well marked signage and wayfinding system to direct people to and from the waterfront along eastwest connections
- Create gateways or arrival points on east-west streets that lead to the waterfront.
- Create well marked entry points or landmarks that establish a public node or gathering place which act as a transition to the waterfront.
- Create connections from downtown streets to Baywalk and Riverwalk pedestrian promenades.
- Ease pedestrian connectivity across Biscayne Boulevard.
- Create a stronger visual and physical connection between Flagler Street and Biscayne Bay.



Miami DDA Providence, RI

2.5 Activate Waterfront by Providing Greater **Daytime Dockage** Opportunities

- Provide daytime dockage along Biscayne Bay and the Miami River to make downtown accessible by watercraft so the boating public can access important public destinations from the waterfront.
- Avoid, consider and mitigate environmental impacts of docking and increased boat traffic on manatee populations, coral, sea grass and other sensitive oceanic concerns.
- Consider adjusting MiaMarina at Bayside dock space allocations in favor of more recreational, daytime dockage.
- Promote Downtown as an easy, safe and exciting boating destination.
- Incorporate environment enhancement and educational components into new projects (planters for native wetland plants, environmental education signage).
- Promote connectivity by advocating for daytime dockage at Watson Island, Virginia Key and Miami Beach.







www.cityofwbp.com

2. Leverage our beautiful and iconic tropical waterfront

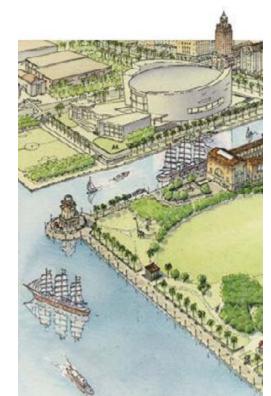
2.6 Provide **Tall Ship Berths and Amenities** at FEC Slip



www.flickr.com







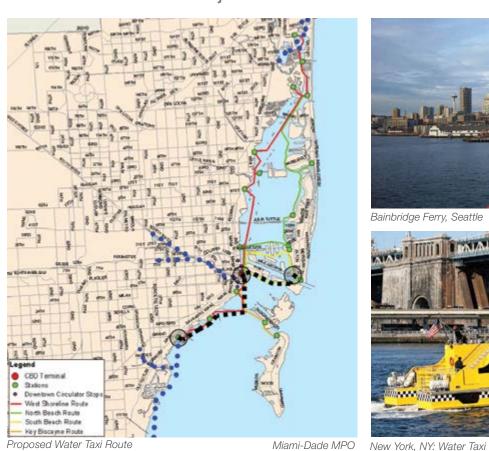
www.doverkohl.com

- The new Museum Park will provide a captive audience for tall ship berths at the FEC Slip and another reason for people to visit the park.
- Promote tall ship berths at the FEC slip to enliven that area of Downtown and create additional waterfront visual identity and tourist amenities.
- Promote aggressive programming schedule that attracts major historic ships, military vessels and other seafaring attractions to the area.
- Implement the Burle Marx Plaza design where the FEC Slip meets Biscayne Blvd.



DOWNTOWN MIAMI MASTER PLAN

2.7 Develop Waterborne Transportation System linking Downtown to Major Waterfront Destinations





Bainbridge Ferry, Seattle



Downtown to other major waterfront destinations.

entities.

Potential downtown destinations could include: Bayfront Park, Museum Park, Watson Island, Brickell, the Port of Miami, the Miami Circle and points along the Miami River.

Implement a waterborne transportation

system as a tourist draw, as well as

an alternate mode of transportation

for Downtown residents and business

Promote a waterborne transportation

system to include water taxis,

water buses and/or ferries to link

- Expand route to connect to Miami Beach, Virginia Key and Coconut Grove, and other nearby cities in order to draw tourists and residents to Downtown Miami.
- Consider and mitigate environmental impacts of docking and increased boat traffic on manatee populations, coral, sea grass and other sensitive oceanic concerns.

DOWNTOWN MIAMI MASTER PLAN

2. Leverage our beautiful and iconic tropical waterfront

2.8 Enhance Access & Connectivity to Watson Island as a Unique Public Amenity









www.miamidade.gov

www.flickr.com Miami Children's Museum

to provide connections to Watson Island, as it continues on to Miami Beach.

amenities.

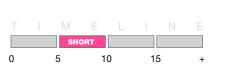
Enhance and support existing attractions on the island, such as the Children's Museum and Jungle Island.

Ensure that a waterborne transportation system

connects to Watson Island to access its public

Promote the planned "BayLink" transit route

- Should Island Gardens project not move forward, promote a different vision for the area as a public
- Promote an iconic element on the island to act as a visual draw from Downtown, the MacArthur Causeway, cruise ships and the Port of Miami.





Elevate Our Grand Boulevards to Prominence



- 3.1 Elevate Brickell Avenue to Iconic Status
- 3.2 Create Grand Promenade Along Biscayne Boulevard
- 3.3 Create Freedom Plaza at the Nexus Between the Freedom Tower, American Airlines Arena and Port of Miami
- 3.4 Promote Public Art & Landmarks Along Biscayne Boulevard and Brickell Avenue
- 3.5 Activate Biscayne Boulevard and Brickell Avenue with Ground Floor/Outdoor Dining and Retail
- 3.6 Provide a Visitor-Friendly Trolley Linking Major Origin and Destination Points

DOWNTOWN MIAMI MASTER PLAN

2025

3. Elevate our grand boulevards to prominence

3.1 Elevate **Brickell Avenue** to Iconic Status

Glatting Jackson

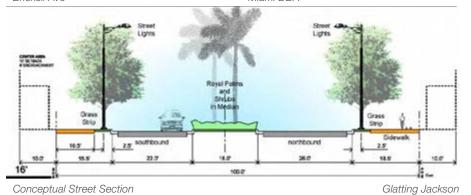


Brickell Area Streetscape Master Plan





- Implement the Brickell Area Streetscape Implementation Guidelines to strengthen Brickell Ave as Miami's signature financial corridor.
- Design new streetscapes as the common and unifying development element along Brickell Ave.
- Transform existing streetscapes into true pedestrian corridors to attract new retailers and entertainment destinations.
- Integrate the redesign of Brickell to surrounding streets to ensure an aesthetic and formal continuity.
- Provide Gateway elements and landmarks that highlight the avenue's iconic status.



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DOWNTOWN MIAMI MASTER PLAN

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3. Elevate our grand boulevards to prominence

3.2 Create Grand Promenade Along Biscayne Boulevard

Miami DDA







Paseo de Recoletos: Madrid, Spain



Miami DDA

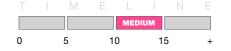
www.flickr.com

Paseo de Recoletos: Madrid, Spain



Paseo del Prado: Madrid, Spain

- Turn Biscayne Boulevard into Miami's grand pedestrian promenade in the tradition of Paseo de Prado in Madrid or Las Ramblas in Barcelona.
- Replace median parking with a pedestrian oriented green median.
- Identify acceptable locations where parking would be relocated within downtown once removed from the Biscayne Boulevard median.
- Develop Biscayne and Brickell as continuous spines throughout downtown and the most significant corridors in the city.
- Ensure that the new Biscayne Boulevard is treated as both an open space and a well designed roadway.
- Establish thorough tree coverage as part of the design and execution of the new Biscayne Boulevard to maintain it as a shaded pedestrian promenade.
- Provide pedestrian amenities and destinations along the corridor such as street furniture, kiosks, cafes and restaurants.

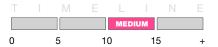


3. Elevate our grand boulevards to prominence

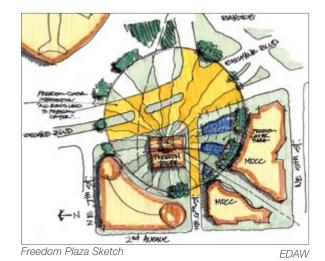
3.3 Create Freedom Plaza at the nexus between the Freedom Tower, the American Airlines Arena and the Port of Miami



Freedom Plaza Location (Aerial)



www.bing.com



- Support the development of Freedom Plaza as a significant public space that creates a central unifying element, connecting the Freedom Tower, Miami Dade College, AAA, Bayside Marketplace and the Port of Miami.
- Ensure that the design of Freedom Plaza is used as a functional public space and not simply a large transportation improvement.
- Ensure that the design of Freedom Plaza is consistent and compatible with the Burle Marx "New World Design" streetscape.

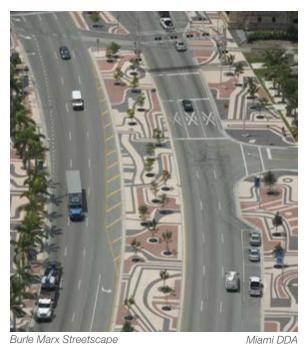
3. Elevate our grand boulevards to prominence

3.4 Promote Public Art & Landmarks Along Biscayne Boulevard and Brickell Avenue



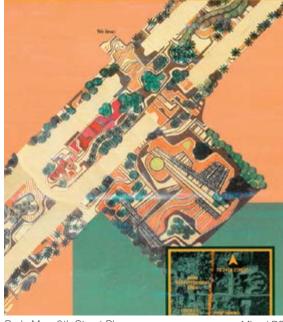
Miami Riverwalk

- Develop a Downtown Miami Signature Art and Iconic Landmarks Plan to promote the planning, design, purchase, installation and maintenance of pieces throughout Downtown with a strong emphasis on Biscayne Blvd and Brickell Ave.
- Implement the Burle Marx Plaza design where the FEC Slip meets Biscayne Blvd (9th Street Plaza).



Burle Marx Streetscape

- Promote Miami-Dade's Art in Public Places program to purchase permanent pieces, as well as installation work throughout downtown.
- Celebrate and build upon Burle Marx "New World Design" streetscapes and reference its aesthetic in the surrounding streetscape design.



Burle Marx 9th Street Plaza

 Utilize Art Basel to further promote and distinguish Downtown as a major Arts and Entertainment destination.



DOWNTOWN MIAMI MASTER PLAN

3. Elevate our grand boulevards to prominence

3.5 Activate Biscayne Boulevard and Brickell Avenue with Ground Floor/Outdoor Dining and Retail



Outdoor Dining / Cafe Seating

- Encourage ground-floor outdoor dining and retail as an essential element of the Brickell Area Streetscape Implementation
- Transform Biscayne Boulevard into Miami's signature pedestrian promenade to activate an engaging public realm that is propelled by the presence of cafes, restaurants and shopping.



Guidelines and Brickell Ave redevelopment.



3. Elevate our grand boulevards to prominence

3.6 Provide a Visitor-Friendly **Trolley** Linking Major Origin & Destination Points



- Provide frequent trolley service that connects major attractions and destinations in Downtown Miami for both tourist destinations, as well as significant business, commercial and residential locations.
- Reference Coral Gables free trolley service as a precedent for Downtown Miami's proposed trolley system.
- Provide connections to Metromover, Metrorail, the existing Brickell Shuttle, the existing Seaport Connector and the proposed Miami Streetcar.

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DOWNTOWN MIAMI MASTER PLAN

2025

DOWNTOWN MIAMI... EPICENTER OF THE AMERICAS

3



Create Great Streets and Community Spaces



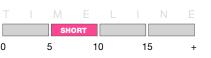
- 4.1 Redevelop Flagler Street into Miami's Pedestrian Oriented Main Street
- 4.2 Reinforce Brickell Village Center Along and Around South Miami Avenue and Mary Brickell Village
- 4.3 Enhance Connectivity to Neighborhoods Surrounding Downtown
- 4.4 Enhance Downtown Corridors through the Development and Implementation of Streetscape Guidelines
- 4.5 Connect and Promote Downtown Parks, Open Space and Greenways
- 4.6 Enhance Basic Community Services

4. Create great streets and community spaces

4.1 Redevelop Flagler Street into Miami's Pedestrian Oriented Main Street



Miami DDA Historic Flagler Street







SE 1st Street

EDAW

4. Create great streets and community spaces

4.2 Reinforce Brickell Village Center Along and Around South Miami Avenue and Mary Brickell Village



Marv Brickell Village

- Renovate South Miami Ave with wider sidewalks, street trees and streetscape elements.
- Continue the development of Brickell Village as a major district shopping, entertainment and dining destination.
- Promote the purchase and use of Triangle Park, at the intersection of S. Miami Ave and SE 1st Ave., as a local open space and gateway for Brickell Village.



Proposed Triangle Park

Rachel Heisterman, Student, University of Miami School of Architecture





DOWNTOWN MIAMI MASTER PLAN

 Protect and leverage the historic assets and human scale of Flagler Street, such as the Olympia Theater at the Gusman Center for the Performing Arts

• Restructure the roadway, sidewalks and open spaces to become a truly pedestrian oriented environment. • Plant shade trees to reduce heat island effect and create a pleasant pedestrian walking environment • Consider replacing parallel parking with wider sidewalks and more pedestrian oriented amenities.

• Promote premium transit along and around Flagler St. • Establish Flagler St as a primary connection between the two waterfronts (Miami River to Biscayne Bay).

• Support efforts to redesign the Miami-Dade Cultural

• Provide enhanced community services, such as

Center to make it more accessible and pedestrian

Promote quality retail and restaurants.

police and sanitation.

4. Create great streets and community spaces

4.3 Enhance Connectivity to **Neighborhoods Surrounding Downtown**







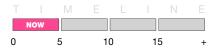
Lyric Theater www.flickr.com

Future UM Life Science Park

www.umlsp.edu Midtown Miami

www.nycfocus.com

- Support public realm improvements between downtown and adjacent neighborhoods.
- Reference the CRA Master Plan to eliminate the conditions of blight and slum in the Overtown/Park West Neighborhoods and connect them with Downtown Miami and other Miami neighborhoods.
- Implement the S.E. Overtown/Park West Redevelopment Plan to establish public/private investment, open space development and reestablish its cultural and historic character.



- Establish connections to Miami Health District and the new University of Miami Life Science Park.
- Provide future connections to the new Miami Marlins Ballpark to create a seamless integration between Downtown, adjacent neighborhoods and the future ballpark.

4. Create great streets and community spaces

4.4 Enhance Downtown Corridors through the Development and Implementation of **Streetscape Guidelines**

EDAW







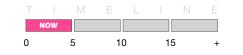


• A complete streetscape gives a continuity to the street and invites pedestrians to walk further.

Bike Racks

EDAW

- 7. Complete streetscape gives a continuity to the street and invites pedestrians to wait further
- Develop comprehensive streetscape guidelines for Downtown to give streetscapes a consistent aesthetic for street furniture, including benches, bike racks, trash receptacles, lighting and signage and wayfinding systems.
- Incorporate Miami-Dade Street Tree Master Plan and Aesthetics Master Plan into the design and construction of new streetscapes.

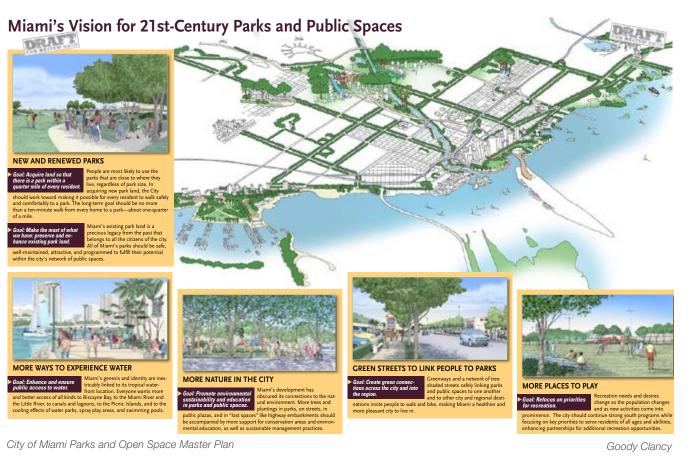


DOWNTOWN MIAMI MASTER PLAN

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4. Create great streets and community spaces

4.5 Connect and Promote Downtown Parks, Open Space and Greenways





Sydney, Australia



Boston, MA

EDAW

- Implement City of Miami Parks & Public Spaces Master Plan.
- Identify park typologies and potential locations for new open space.

4. Create great streets and community spaces

4.6 Enhance Basic Community Services







Downtown Ambassador



Public Safety

Miami DDA

- Enhance community services, such as public safety, solid waste, code enforcement and public works.
- Expand Downtown Ambassadors and Downtown Enhancement Teams (DET) to improve and establish a clean and visitor friendly downtown environment.
- Ensure that local government agencies take an equal part in enhancing basic levels of service for Downtown.
- Continue to support efforts to address homelessness and panhandling.



DOWNTOWN MIAMI MASTER PLAN

Promote Transit and Regional Connectivity



- 5.1 Rebalance Roadways Towards Transit, Pedestrians & Cyclists
- 5.2 Promote Neighborhood Level Transit such as Streetcar, Expanded Metromover and Trolley
- 5.3 Promote Metropolitan Level Transit such as Baylink, Expanded Metrorail and Light Rail
- 5.4 Promote Regional Level/Commuter Transit such as FEC Corridor, Tri-Rail and High Speed Rail
- 5.5 Develop a Viable Downtown Intermodal Center at Government Center or Overtown Metrorail Stations
- 5.6 Support Transit with Car Sharing Service, Bike Rentals, Pedicabs and Other Creative Mobility Solutions
- 5.7 Develop a Holistic Parking Management System for Downtown

DOWNTOWN MIAMI MASTER PLAN

2025

5.1 **Rebalance Roadways** Towards Transit, Pedestrians and Cyclists



Bike Lanes



Portland Streetcar

www.flickr.com



M-Path Ride: Miami

www.criticalmass.meetup.com

- Implement new Miami Bicycle Master Plan to create a signature bicycle network throughout the City of
- Implement Downtown Transportation Master Plan and abide by its goal to "create a unique, progressive, and vibrant Downtown Miami through a balanced transportation system, preservation of neighborhoods, protection of the environment, and improvement of the community's quality of life."
- Implement Brickell Area Streetscape Implementation Guidelines and orient streets toward pedestrian's needs and preferences.
- Expanded Metrorail, new streetcar service, water taxi service and other transit oriented projects to change Miami into a transit driven city and national model.
- Conduct a Bicycle and Pedestrian Mobility Study to identify and promote bicycle and pedestrian transportation improvements.
- Design roadways to calm automobile traffic and improve bicycle and pedestrian safety.
- Remove Port cargo traffic from Downtown streets.
- Consider compatibility with transit, pedestrian and bicycle activity when implementing the redesign of



DOWNTOWN MIAMI MASTER PLAN

5. Promote transit & regional connectivity

5.2 Promote **Neighborhood** Level Transit such as **Streetcar, Expanded Metromover and Trolley**



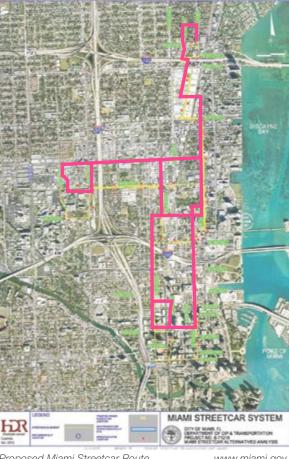
Miami Streetcar Rendering

www.miami.gov

- Implement the Miami Streetcar project to provide service for residents, business people and visitors
- Provide free or affordable rubber tire trolley service, similar to Coral Gables, to connect major attractions and destinations throughout Downtown Miami.
- Increase options to provide connections to metro and regional transportation systems.
- Ensure quality operations and maintenance of existing systems.
- Expand MetroMover to close the Brickell and Omni







Proposed Miami Streetcar Route

www.miami.gov

5.3 Promote Metropolitan Level Transit such as Baylink, Expanded Metrorail and Light Rail



ami Metrorail www.flickr.com

- Actively promote greater connectivity between Downtown Miami and the City of Miami Beach attractions through Baylink, bus rapid transit (BRT) and water tayis
- Expand Metrorail service to connect Downtown Miami to Miami International Airport and other major Miami attractions, such as the Miami Marlins Ballpark and Florida International University

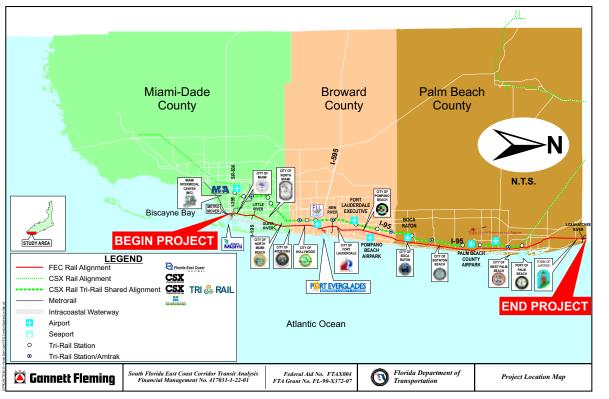


Ensure quality operations and maintenance of existing and expanded systems.

T | M E L | N MEDIUM 0 5 10 15

5. Promote transit & regional connectivity

5.4 Promote Regional Level/Commuter Transit such as SFEC Corridor, Tri-Rail and High-Speed Rail



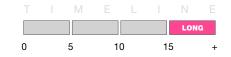
SFEC Corridor Transit Analysis

FDOT



Tri-Rail

- www.flickr.com
- Support and connect Downtown through commuter rail to other Florida East Coast cities along the FEC corridor.
- Designate and provide train stop locations within downtown to encourage transit utilization.
- Promote and advertise a direct connection from TriRail to Downtown Miami upon completion of the MIC-Earlington Heights Metrorail connection.
- Encourage subsidies to transit users for downtown employees



DOWNTOWN MIAMI MASTER PLAN

5.5 Develop a viable **Downtown Intermodal Center** at Government Center or Overtown Metrorail Stations



uicdot.com Union Station: Denver, C



- Design the Intermodal Center as a civic building appropriate to Downtown Miami.
- Provide commuter amenities at new Center, such as shopping, dining, lockers, showers, bicycle parking and storing, and bicycle and car rentals.



Designate and provide an appropriate site for a

downtown intermodal center to connect existing

and future transit systems, including Metrorail, Tri-

Rail, Metromover, Streetcar, Baylink, trolley and

M E L I N E

5. Promote transit & regional connectivity

5.6 Support Transit with Car Sharing Services, Bike Rentals, Pedicabs and Other Creative Mobility Solutions



e Share www.flickr.com

- Implement a downtown bike sharing service, which has proven successful in major metropolitan cities, such as Paris and Montreal. Miami's flat terrain and year round warm weather make it a suitable city for a bike sharing service.
- A dense and compact downtown that retains an active street life and commercial environment will likely provide proximate destinations. As such, bike sharing services could provide a transportation option for short trips or casual rides.



Pedicab www.flickr.com

- Car sharing services, such as Zip Car have proven successful in cities across the country for short trips, visitors, single car households and businesses.
- Pedicabs are an easy way to sightsee, experience the downtown street life and provide a convenient way to get to nearby destinations.







DOWNTOWN MIAMI MASTER PLAN

www.flickr.com

DOWNTOWN MIAMI... EPICENTER OF THE AMERICAS

5.8

light rail.

5.7 Develop a Holistic Parking Management System for Downtown

- Coordinate a downtown parking strategy in partnership with key stakeholders.
- Encourage on-street parking where not in conflict with other pedestrian or bicycle activities to provide additional parking, sidewalk safety and a more active street life.
- Explore a downtown-wide central valet service as an option to reduce the search for parking downtown.
- Provide transit discounts or commuter reward programs for employees to take transit, therefore reducing the demand for parking downtown.
- Promote parking strategy that works with local merchants.
- Develop, as a part of the parking strategy, a focus on security and personal safety issues, as well as maintenance of facilities.
- Establish a clear and aesthetically consistent signage and wayfinding system to identify Downtown parking.



Centralized Valet Service www.flickr.com



sible Parking SIgnage

EDAW



On-Street Parking

EDAW

DOWNTOWN MIAMI MASTER PLAN



IMPLEMENTATION

Implementation Process

Matrix of Goals and Action Items

IMPLEMENTATION

The key to success for any plan is its implementation strategy. Without one, a plan will sit idle on a shelf, as many well-intentioned plans do. A good implementation strategy helps to bring a Plan's recommendations to reality by providing efficient and effective action steps, and a mechanism for ongoing efforts. The Downtown Miami Master Plan lays out such an implementation strategy, as outlined below:

1. Develop Implementation Matrix

Develop a matrix of recommended Action Items, divided into immediate, short, medium, and long-term timeframes, and identify potential costs, responsible agenc(ies) and "captains".

2. Form Master Plan Implementation Committee and Action Teams

Form a Master Plan Implementation Committee and Action Teams (i.e., "subcommittees") to oversee implementation of the Master Plan.

The Implementation Committee would be composed of the DDA's Executive Committee, DDA Program Committee Chairs, and key Downtown stakeholders, including representatives of the City of Miami , Miami-Dade County, Greater Miami Chamber of Commerce New World Center Committee, Downtown Miami Partnership, Brickell Area Association, Bayfront Park Management Trust, Community Redevelopment Agencies, Miami Parking Authority, and other key stakeholder groups.

The Implementation Committee would meet as necessary to form Action Teams for each of the five goals, provide a forum for discussion and coordination, evaluate the Plan on an ongoing basis, and recommend amendments to the Plan to the DDA Board of Directors as necessary.

Five Action Teams would be formed by the Implementation Committee to spearhead action for each of the Master Plan's five goals, as follows:

- (1) Business & Culture Action Team
- (2) Waterfront Action Team
- (3) Boulevards Action Team
- (4) Streets & Spaces Action Team
- (5) Transit & Connectivity Action Team

The Action Teams will meet on a regular basis to prioritize Action Items, develop actionable strategies, assign Action Item "Captains," and recommend amendments to the Plan to the Implementation Committee as necessary.

3. Educate & Enlist

Inform and educate the public and stakeholders about the Master Plan by, among other things, engaging the media, presenting the Plan to elected officials and other key stakeholder groups, distributing the Master Plan to a wide audience, developing a Master Plan webpage, and promoting other creative "roll-out" efforts.

Enlist Master Plan partners and champions within key organizations to promote and facilitate the Plan's ongoing implementation.

4. Execute

Utilize all available powers, resources, and opportunities to execute the Plan.

Work with key organizations to prioritize Master Plan Action Items within their respective plans, capital improvement programs (CIP), and budgets, including the DDA Budget; City of Miami comprehensive plan, Miami 21 Zoning Code, CIP and budget; Miami-Dade County comprehensive plan, CIP and budget; Metropolitan Planning Organization's (MPO) Transportation Improvement Program (TIP) and Long Range Transportation Plan (LRTP); Florida Department of Transportation's (FDOT) 5-Year Work Plan; and other agencies' planning and funding mechanisms.

Explore other funding opportunities, such as grants, TIF monies, bonds, fees, donations, public/private partnerships, etc.

5. Evaluate & Amend

Evaluate the Master Plan on an ongoing basis; including the preparation of an annual report to the Master Plan Implementation Committee.

Amend the Master Plan as necessary to maintain its relevance and effectiveness as a blueprint for Downtown's revitalization.

Appendix

MATRIX OF GOALS AND ACTION ITEMS

The following tables organize the goals and respective action items and identify the time frame, order-of-magnitude cost, responsible agencies and project team captain for each item.

Action Items

Each action item that falls under one of the five general goals has an associated time frame and cost. In addition, there will be a responsible agency for overseeing or implementing the action item along with Action Team Captains who initiate, promote and coordinate the relevant item.

Time Frame

The time frame estimates the time that action items will ultimately be addressed or initiated. Some actions items can begin immediately, while others are longer-term efforts. The time frame categories are Now, Short, Medium and Long term. Now is between 0-5 years, Short is between 6-10 years, Medium is between 11-15 years and Long is any duration 15 years and beyond.



Cost

The cost of action items is very generally represented by dollar signs. The time frame of the item is by no means a reflection of its cost, as some items may be long term but low cost and vice-versa.



Responsible Agencies

Each action item will most likely fall under the guidance of an organizing body, such as the DDA for example. This agency would ultimately be responsible for carrying the project forward during its planning stages. This does not preclude the need for broader agency and stakeholder support. The primary stakeholder will be listed in bold, as the agencies are listed sequentially in order of responsibility.



Action Team Captain

Each Action Item is assigned an Action Team Captain who is responsible for promoting the assigned action item, investigating its potential and further examining what steps must be taken to implement the action item. This column will be completed by the Master Plan Action Teams.

DOWNTOWN MIAMI MASTER PLAN (2025)

IMPLEMENTATION MATRIX

The following table organizes the goals and respective action items and identifies the time frame, order-of-magnitude cost, project team captain and responsible agency for each item.

1. ENHANCE OUR POSITION AS THE BUSINESS AND CULTURAL EPICENTER OF THE AMERICAS						
Action Items	Time Frame	Cost	Responsible Agencies	Action Team Captain	NOTES	
Build Convention/Conference Center of the Americas & Complementary Uses in CBD North Area	Short	\$\$\$\$	Miami DDA City of Miami / CRA Miami-Dade County			
Grow & Attract Business Enterprises and Catalytic National Retailers	Now	\$\$	Miami DDA Beacon Council City of Miami / CRA			
1.3 Attract Key National/International Institutions	Long	\$\$\$	Miami DDA Beacon Council City of Miami / CRA			
Leverage and Support Further Growth and Development of Major Arts, Cultural & Entertainment Institutions	Short	\$	City of Miami / CRA Miami-Dade County Miami DDA			
Increase Opportunities in Downtown for High Quality Public and Private Elementary and Secondary Education	Short	\$\$	School Board / Miami Dade College City of Miami Miami DDA			
Increase Opportunities for All Levels of Professional Training & Collegiate Studies	Short	\$	Miami Dade College, UM, FIU Miami DDA City of Miami / CRA			
Hold a Prominent International Event to Celebrate & Crystallize Downtown's Position as the Epicenter of the Americas	Long	\$\$\$\$	Miami DDA GMCVB City of Miami / CRA			

CRA - Community Redevelopment Agency

UM - University of Miami

FIU - Florida International University

GMCVB - Greater Miami Convention and Visitor's Bureau

IMPLEMENTATION MATRIX

The following table organizes the goals and respective action items and identifies the time frame, order-of-magnitude cost, project team captain and responsible agency for each item.

2. LEVERAGE OUR BEAUTIFUL AND ICONIC TROPICAL WATERFRONT					
Action Items	Time Frame	Cost	Responsible Agencies	Action Team Captain	NOTES
Redevelop Bicentennial Park into a Major International Waterfront Park and Museum Complex	Now	\$\$\$	City of Miami / CRA BPMT Miami-Dade County		
2.2 Complete Baywalk & Riverwalk	Short	\$\$	City of Miami / CRA Miami River Commission Miami DDA		
Create an Iconic Waterfront Element at Flagler Street and Biscayne Bay	Medium	\$\$	BPMT Miami DDA City of Miami		
2.4 Improve Inland Connections to Waterfront	Short	\$\$	City of Miami Miami-Dade County / MPO FDOT		
2.5 Activate Waterfront by Providing Greater Daytime Dockage Opportunities	Short	\$\$	City of Miami BPMT Miami-Dade County		
2.6 Provide Tall Ship Berths and Amenities at FEC Slip	Now	\$\$	City of Miami BPMT Miami DDA		
2.7 Develop Waterborne Transportation System linking Downtown to Major Waterfront Destinations	Medium	\$\$	Miami-Dade County / MPO City of Miami / CRA Miami DDA		
2.8 Enhance Access & Connectivity to Watson Island as a Unique Public Amenity	Short	\$\$	City of Miami / CRA Miami-Dade County / MPO Miami DDA		

BPMT - Bayfront Park Management Trust CRA - Community Redevelopment Agency MPO - Metropolitan Planning Organization

IMPLEMENTATION MATRIX

The following table organizes the goals and respective action items and identifies the time frame, order-of-magnitude cost, project team captain and responsible agency for each item.

3. ELEVATE OUR GRAND BOULEVARDS TO PROMINENCE						
Action Items	Time Frame	Cost	Responsible Agencies	Action Team Captain	NOTES	
3.1 Elevate Brickell Avenue to Iconic Status	Short	\$\$\$	FDOT Miami DDA Miami Parking Authority			
3.2 Create Grand Promenade Along Biscayne Boulevard	Medium	\$\$	FDOT Miami DDA City of Miami			
3.3 Create Freedom Plaza at the Nexus Between the Freedom Tower, the AAA and the Port of Miami	Medium	\$\$	FDOT City of Miami Miami Dade College / AAA / POM			
3.4 Promote Public Art & Landmarks Along Biscayne Boulevard and Brickell Avenue	Now	\$	Miami DDA City of Miami / CRA Miami-Dade County / AIPP			
3.5 Activate Biscayne Boulevard and Brickell Avenue with Ground Floor/Outdoor Dining and Retail	Now	\$	City of Miami / CRA Miami DDA FDOT			
3.6 Provide a Visitor-Friendly Trolley Linking Major Origin & Destination Points	Now	\$\$	City of Miami / CRA Miami DDA Miami-Dade County / MDT			

FDOT - Florida Department of Transportation

CRA - Community Redevelopment Agency

AIPP - Art in Public Places MDT - Miami-Dade Transit

AAA - AmericanAirlines Arena

POM - Port of Miami

IMPLEMENTATION MATRIX

The following table organizes the goals and respective action items and identifies the time frame, order-of-magnitude cost, project team captain and responsible agency for each item.

4. CREATE GREAT STREETS AND COMMUNITY SPACES					
Action Items	Time Frame	Cost	Responsible Agencies	Action Team Captain	NOTES
Redevelop Flagler Street into Miami's Pedestrian Oriented Main Street	Short	\$\$\$	Miami DDA City of Miami Miami-Dade County / MDT		
4.2 Reinforce Brickell Village Center Along and Around South Miami Avenue / Mary Brickell Village	Short	\$\$\$	Miami DDA City of Miami Miami-Dade County / MPO		
4.3 Enhance Connectivity to Neighborhoods Surrounding Downtown	Now	\$	Miami DDA City of Miami / CRA Miami-Dade County		
4.4 Enhance Downtown Corridors through the Development and Implementation of Streetscape Guidelines	Now	\$\$	Miami DDA City of Miami / CRA Miami-Dade County		
4.5 Connect and Promote Downtown Parks, Open Space and Greenways	Now	\$\$	Miami DDA City of Miami / CRA BPMT		
4.6 Enhance Basic Community Services	Now	\$	Miami DDA City of Miami / CRA Miami-Dade County		

MDT - Miami-Dade Transit

CRA - Community Redevelopment Agency

MPO - Metropolitan Planning Organization BPMT - Bayfront Park Management Trust

DOWNTOWN MIAMI MASTER PLAN



IMPLEMENTATION MATRIX

The following tables organize the goals and respective action items and identify the time frame, order-of-magnitude cost, project team captain and responsible agency for each item.

5. PROMOTE TRANSIT AND REGIONAL CONNECTIVITY					
Action Items	Time Frame	Cost	Responsible Agencies	Action Team Captain	NOTES
5.1 Rebalance Roadways Towards Transit, Pedestrians & Cyclists	Now	\$\$	City of Miami / CRA Miami-Dade County / MPO / MDT FDOT		
5.2 Promote Neighborhood Level Transit such as Streetcar, Expanded Metromover and Trolley	Short	\$\$\$	Miami-Dade County / MDT City of Miami / CRA Miami DDA		
5.3 Promote Metropolitan Level Transit such as Baylink, Expanded Metrorail and Light Rail	Medium	\$\$\$\$	Miami-Dade County / MDT City of Miami / CRA Miami DDA		
5.4 Promote Regional Level/Commuter Transit such as FEC Corridor, Tri-Rail and High-Speed Rail	Long	\$\$\$\$	SFRTA / FDOT Miami-Dade County / MDT Miami DDA		
5.5 Develop a Viable Downtown Intermodal Center at Government Center or Overtown Metrorail Stations	Long	\$\$\$	Miami-Dade County / MDT City of Miami / CRA Miami DDA		
5.6 Support Transit with Car Sharing , Bike Rentals, PediCabs and Other Creative Mobility Solutions	Now	\$	Miami DDA City of Miami / CRA Miami-Dade County / MPO		
5.7 Develop a Holistic Parking Management System for Downtown	Short	\$	Miami Parking Authority Miami DDA City of Miami / CRA		

CRA - Community Redevelopment Agency

MPO - Metropolitan Planning Organization

MDT - Miami-Dade Transit

FDOT - Florida Department of Transportation

DOWNTOWN MIAMI MASTER PLAN

CONCLUSION

Conclusion

CONCLUSION

This Downtown Miami Master Plan developed in collaboration with the Miami DDA and key downtown stakeholders constitutes an ambitious vision and plan of action that embraces Downtown Miami's identity as the Epicenter of the Americas. The recommendations delineated herein will augment Downtown Miami's position as an international center of economic growth and transform it so that it regains its role as the region's source of civic pride.

While the recommendations are ambitious, it is Miami's unique place within the Americas, its strong identity as a center of finance and culture and its history of robust growth that assures this plan's success. Cities throughout the State of Florida are growing and their downtown urban centers are strengthening and threatening Miami's position as Florida's preeminent urban center. Now is the time for Downtown Miami to take action toward its vision as the Epicenter of the Americas.

As Downtown Miami continues to develop into an international hub of commerce, arts, culture and entertainment, it must continue to foster its foundation of neighborhoods, local businesses, public space and unique identity. The combination of an established local culture and an attractive global destination is what will make Downtown Miami a vibrant, successful and ultimately, memorable place.



Downtown Miami Miami Miami DDA

DOWNTOWN MIAMI MASTER PLAN

PLAN (202

APPENDIX

Appendix

APPENDIX

The Master Plan stands on a foundation of various existing plans, studies and other planning efforts. The planning studies listed below are compiled in the attached CD.

DDA / Public Input (DDA): 2009

"Roadmap to Success" Downtown Report (Greater Miami Chamber of Commerce (GMCoC), New World Center (NWC) Committee): 2009

Downtown Master Plan Study (Zyscovich): 2009

Miami-Dade County Aesthetics Master Plan (EDAW): 2009

Residential Closings & Occupancy Study (Goodkin / Werley Study): 2009

Miami 21 (Duany Plater-Zyberk): 2009

Miami Bicvcle Master Plan (The Street Plans Collaborative / HNTB): 2009

City of Miami Comprehensive Plan (City of Miami Planning Department): updated 2008

A Greenprint for Our Future: The Miami-Dade Street Tree Master Plan (Miami-Dade County Community Image Advisory Board): 2007

Museum Park Plan (Cooper Robertson): 2007

Parks & Public Spaces Plan (Goody Clancy): 2006

CRA Master Plans (Dover Kohl / Zyscovich): 2004 / 2006

Brickell Area Streetscape Implementation Guidelines (Glatting Jackson): 2005

Miami Downtown Transportation Master Plan (David Plummer & Associates): 2003

Transportation Enhancement Strategies for Downtown Miami (Kimley-Horn & Associates): 2009

Miami River Greenway Action Plan (Trust for Public Land):

INSERT CD HERE

Appendix

Foundation

- Zyscovich Downtown Master Plan Study
- Miami 21
- City Comprehensive Plan
- GMCC NWC Report
- Goodkin / Werley Study
- DPA Miami Downtown Transportation Master Plan
- Glatting-Jackson Brickell Streetscape Plan
- Cooper-Robertson Museum Park Plan Goody Clancy Parks &
- Public Spaces Plan ■ Miami River Greenway
- Action Plan ■ CRA Master Plans
- DDA / Public Input

Rename M&E District the

- A&E (Arts & Ent.) District; Expand to Include Parks Replace "Park West" w/
- Expanded CBD / A&E

DRAFT MASTER PLAN OVERVIEW - DDA BOARD WORKSHOP - MAY 27, 2009

Downtown Miami... Epicenter of the Americas 2025 Downtown Miami Master Plan

Downtown Miami is the business & cultural Epicenter of the Americas; a global city-within-a-city on one of the world's most beautiful and iconic tropical waterfronts

Enhance Our Position as the Business & Cultural Epicenter of the Americas

- ☐ Build Convention/Conference Center of the Americas & Complementary Uses in "CBD North" Area
- ☐ Recruit Key Corporate Headquarters and Catalytic National Retailers
- ☐ Attract Key National/Int'l Institutions That Support Our "Epicenter of the Americas" Vision (e.g. FTAA Headquarters) ☐ Leverage & Support Further Growth and Development of
- Major Arts & Cultural Institutions in A&E District ☐ Increase Opportunities in Downtown for High Quality Public & Private Elementary/Secondary Education
- ☐ Increase Opportunities for All Levels of Workforce Training & Professional Studies
- ☐ Hold Major International Event to Celebrate & Crystallize Our Position as the Epicenter of the Americas

Leverage Our Beautiful & Iconic Tropical Waterfront

- ☐ Redevelop Bicentennial Park into Museum Park by Implementing "Cooper-Robertson Plan" Complete Baywalk & Riverwalk by Implementing Miami River Greenway Action Plan & Miami 21
- Redevelop Bayfront Park Fountain into Miami's Signature Iconic Landmark (our Eiffel Tower)
- ☐ Improve **Inland Connections** to Waterfront along major Boulevards and East/West Streets
- Downtown to Watson Island, Miami Beach, etc.

- ☐ Provide Daytime Dockage Opportunities for Boaters ☐ Provide "Tall Ship" Berths and Amenities at FEC Slip
- ☐ Develop Waterborne Transportation System linking
- ☐ Enhance Access & Connectivity to Watson Island

Implementation ■ Promotional Marketing Strategy & "Road Show Divide Action Items Into Short/Mid/Long Term ■ Develop "Action Teams" to

- Include DDA / Stakeholders Action Teams Prioritize
- Action Items; Develop Strategies; Recommend Amendments

Principles

■ Vision-Oriented

Green & Sustainable

Considerations

■ Feasible

■ Justifiable

■ Equitable

■ Consensus

■ Health & Safety

■ Maintenance

■ Context

Quality

Elevate Our Grand Boulevards to Prominence

- ☐ Create Grand Promenade on Biscavne Boulevard by Replacing Median Parking With "Biscayne Prado" Greenway & Completing Streetscape Improvements
- ☐ Elevate **Brickell Avenue** to Iconic Status by Implementing "Glatting-Jackson Streetscape Plan" ☐ Create "Freedom Plaza" connecting the Freedom Tower
- with the AAA (e.g., "Plaza of the Arts" at Arsht Center) ☐ Promote **Public Art & Landmarks** Along Biscayne
- Boulevard and Brickell Avenue (e.g., Burle Marx) ☐ Activate Biscayne Boulevard and Brickell Avenue with Ground Floor/Outdoor Dining and Retail
- ☐ Provide a Visitor-Friendly **Trolley** Along Biscayne Boulevard and Brickell Avenue Linking Major Origin & Destination

- & Community Spaces
- ☐ Redevelop **Flagler Street** into Pedestrian Oriented Mall by Leveraging Its Historic Assets & Restructuring Its Roadway, Sidewalks & Open Space

Create Great Streets

- ☐ Complete Streetscape Improvements (Street Furniture, Public Art, Signage/Wayfinding, Landscaping...)
- ☐ Enhance Parks, Open Space and Greenways by Implementing Goody Clancy's "City of Miami Parks & Public Spaces Master Plan" ☐ Reinforce "Brickell Village Center" Along South Miami
- Avenue / Mary Brickell Village ☐ Support Implementation of "Overtown Folklife Village
- Center" per CRA Master Plan ☐ Enhance Basic Community Services (i.e., Public Safety, Solid Waste, Code Enforcement, Public Works...)

Promote Transit & Regional Connectivity

- ☐ Promote Streetcar, Expanded Metromover, Trolley and Other Neighborhood Level Transit ☐ Promote Baylink, Expanded Metrorail, Light Rail and
- Other Metropolitan Level Transit ☐ Promote FEC Corridor, Tri-Rail, "Bullet Train" and
- Other Regional Level/Commuter Transit
- ☐ Develop **Downtown Intermodal Center** at Government Center or Overtown Metrorail Stations
- ☐ Rebalance Roadways Towards Transit, Pedestrians & Cyclists by Implementing Transportation Master Plans ☐ Support Transit with "ZipCars," Bike Rentals, PediCabs &
- Other Creative Mobility Solutions ☐ Develop "EZ Park" System That Discourages Excessive
- Driving By Reducing the Search for Parking

Master Plan Overview Chart

DOWNTOWN MIAMI... EPICENTER OF THE AMERICAS

72

DOWNTOWN MIAMI MASTER PLAN

