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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, the Arts & Entertainment (A+E) District, Brickell and Miami’s celebrated waterfront. The goal of this Downtown Miami Master Plan is to connect and maximize the potential of the Central Business District, the Arts & Entertainment (A+E) District, Brickell and Miami’s celebrated waterfront. The Miami DDA Downtown Master Plan Study. The report identifies existing conditions and gathers priorities projects within the downtown area.

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.

The Master Plan identifies improvements for public spaces and roadways, as well as locate streets and facades to address these issues. The Master Plan identifies improvements for public spaces and roadways, as well as locate streets and facades to address these issues.

Residential Closeness & Occupancy Study (Goodwin / Whitney 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 building accounts for 22,959 residential units.

Downtown Miami circa 1980
Miami DDA

Downtown Miami today
Miami DDA

The master plan identifies 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, as well as locate streets and facades to address these issues.

Residential Closeness & Occupancy Study (Goodwin / Whitney 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 building accounts for 22,959 residential units.

Miami 21 (Duany Plater-Zyberk): 2003
Miami 21’s mission is to overhaul the City of Miami’s zoning codes. Reaching 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 / INTRIB): 2003
The Miami Bicycle Master Plan includes over 205 miles of inter-connected bicycle routes and when built, will provide safe, comfortable, and convenient bicycle access to all life events in Miami to encourage healthier behavior.

Transportation Enhancement Strategies for Downtown Miami: 2009
A Greenprint for Our Future: The Miami-Dade Street Tree Master Plan (Miami-Dade County Community Image Advisory Board): 2005
This presentation makes recommendations on policies, guidelines and programs, and establishes new categories of park and public spaces.

Blight Area Streetscape Implementation Guidelines (Stating Jackson): 2005
These guidelines build upon previous studies conducted of the area and propose pedestrian oriented, improved street conditions for the entire Blight area.

CRA Master Plans (Dover Kohl / Zyscovich): 2003 Consistent with the Community Redevelopment Act of 1977, the Southern DOWNTOWN / Park West Community Redevelopment Plan (Dover Kohl) and the Omni CRA Redevelopment Plan (Zyscovich) contained the purpose and intent of the Landscape and Tree Master Plan. The Miami Downtown Transportation Master Plan (MTMTP) established a framework for transportation improvements in downtown Miami through 2020. The goal of the MTMTP 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): 2009
Sponsored 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 westernmost portion of the river and had a setback of 500 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.

Miami DDA Board and Public Input: DDDA: 2009
As part of the DDA Master Plan Study effort, countless DDA Board workshops, public workshops and stakeholder meetings were held between 2003-2008 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.

A Greenprint for Our Future: The Miami-Dade Street Tree Master Plan (Miami-Dade County Community Image Advisory Board): 2005
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 community. The Plan identifies partnerships with municipalities for the county-wide implementation of the Plan. The mission of the Miami-Dade County Street Master Plan is “to provide the framework to design and implement street systems that complement the purpose and intent of the Landscape and Tree Master Plans.”

Museum Park Plan (Casarop Roberston): 2007
Envisioned to be Miami’s landmark urban open space, the Museum Park will be located to both the Miami Art Museum and the Miami Museum of Science and Planetarium. Two significant cultural institutions on 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 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 through which the City can identify public and private development decisions in the City.

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 through which the City can identify public and private development decisions in the City.

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Introduction

DISTRICTS
This 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 Park

Replace the Park West District designation

Create a “Waterfront Overlay District” across all three expansion areas for the CBD.

DBD 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 DBD goals for the area as an expansion area for the CBD.

Create a Waterfront Overlay District:
Create a “Waterfront Overlay District” across all three limits along the waterfront and include the entire Biscenier / Bayfront Park area east of Biscayne Blvd.

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 transitioning Downtown Miami into the Epicenter of the Americas. Recommendations should therefore be distinctive and memorable.

Districtive: 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 straightforward and implementable. This Master Plan is not intended to be another passive plan, but rather a working document that leads to an aggressive course of action with catalytic action items that can be launched immediately.

Feasible: Recommendations should be pragmatic and tailored to Downtown Miami’s needs, climate and culture. If 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 longstanding.

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 that 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 landmarks - Flagler Street, Brickell Avenue and Biscayne Boulevard - are the essence 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:

This 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 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 to cover its overall future maintenance and replacement costs.
Introduction

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

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Paul Zamek
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City of Miami Planning Department
Miami Parking Authority
Bayfront Parking Management Trust
Community Image Advisory Board, Miami-Dade County
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Nelson Kasdin  Commissioner (District 2)
Joe M. Sanchez  Commissioner (District 3)
Tomas P. Regalado  Commissioner (District 4)
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...EPICENTER OF THE AMERICAS

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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 Waterfront
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.

Timeline – 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 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 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.”

2025 VISION STATEMENT

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
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 renowned 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.

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 riverway walkways 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 Barcelona.

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.

5. PROMOTE TRANSIT AND REGIONAL CONNECTIVITY

Uncomplicated and non-problematic access to 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.
Enhance Our Position as the Business and Cultural Epicenter of the Americas

GOALS

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

- 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 conferences.
- 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.

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

- 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.

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

- Build upon the presence of the Adrienne Arsht Center for the Performing Arts.
- 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.
- Encourage and support the growth of local art galleries, studios and other facilities 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 promote and distinguish the area as a major Arts and Entertainment destination and better attract the international event’s cultural and economic benefits.
- 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.
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

- 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.

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

- 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.

Miami Dade College

Miami Dade College

FAU (Faculdade de Arquitetura e Urbanismo de Universidade de Sao Paulo)

UNAM (Faculdade de Arquitetura e Urbanismo de Universidade de Sao Paulo)
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

- 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.
- 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

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. Leverage our beautiful and iconic tropical waterfront

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

- 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 views, 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

2.2 Complete Baywalk & 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. Leverage our beautiful and iconic tropical waterfront

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

- Create an iconic element at Bayfront Park to draw attention to Downtown Miami’s waterfront and create a vivid association between the landmark and the City of Miami.
- Utilize the landmark as a revenue-generator in order to pay for its own construction, maintenance and parks operation.

- Iconic elements can vary from a historic pier to a 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.

**Proposal Iconic Landmark: “Eternal Dance”**

- Hold an open, international competition to select the proposed iconic landmark.
- Utilize the landmark as a revenue-generator in order to pay for its own construction, maintenance and parks operation.

**Eiffel Tower, Paris**

- Iconic Landmarks: “Eternal Dance”

**Miami, FL**

- Use well marked signage and wayfinding system to direct people to and from the waterfront along east-west connections.

**Inland Connections** to Waterfront

- 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.

**Miami DDA**

**Inland Connections**

- Create connections from downtown streets to Baywalk and Riverwalk pedestrian promenades.

**Miami**

- Ease pedestrian connectivity across Biscayne Boulevard.

**Create a stronger visual and physical connection between Flagler Street and Biscayne Bay.**

**Miami, FL**

**Chicago, IL**

**Proposed Iconic Landmark: “Eternal Dance”**

- Julian Romero, Student, SCAD

**Miami DDA**

**Miami DDA**

**Providence, RI**

**Airbnb**
2. Leverage our beautiful and iconic tropical waterfront

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 watersport 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 MiAmArts 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.

2.6 Provide Tall Ship Berths and Amenities at FEC Slip

- 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.
2. Leverage our beautiful and iconic tropical waterfront

2.7 Develop **Waterborne Transportation** System linking Downtown to Major Waterfront Destinations

- **Implement** a waterborne transportation system as a tourist draw, as well as an alternate mode of transportation for Downtown residents and business entities.
- **Promote** a waterborne transportation system to include water taxis, water buses and/or ferries to link Downtown to other major waterfront destinations.
- **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.
- **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.

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

- **Ensure** that a waterborne transportation system connects to Watson Island to access its public amenities.
- **Promote** the planned “BayLink” transit route to provide connections to Watson Island, as it continues on to Miami Beach.
- **Enhance** and support existing attractions on the island, such as the Children’s Museum and Jungle Island.
- **Should Island Gardens project** not move forward, **promote** a different vision for the area as a public amenity.
- **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
3. Elevate our grand boulevards to prominence

3.1 Elevate Brickell Avenue to Iconic Status

- 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.

3.2 Create Grand Promenade Along Biscayne Boulevard

- 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 could 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

- 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.

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

- 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).
- 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.
- Utilize Art Basel to further promote and distinguish Downtown as a major Arts and Entertainment destination.
3. Elevate our grand boulevards to prominence

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

- Encourage ground-floor outdoor dining and retail as an essential element of the Brickell Area Streetscape Implementation Guidelines and Brickell Ave redevelopment.
- 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.

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.
Create Great Streets and Community Spaces

GOALS

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

- 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 quality retail and restaurants.
- 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 Center to make it more accessible and pedestrian friendly.
- Provide enhanced community services, such as police and sanitation.

Historic Flagler Street
Miami DDA
SE 1st Street
EDAW

4.2 Reinforce Brickell Village Center Along and Around South Miami Avenue and Mary 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.
- Improve pedestrian connectivity between east and west sides of Mary Brickell Village across S. Miami Ave.
4. Create great streets and community spaces

4.3 Enhance Connectivity to Neighborhoods Surrounding Downtown

- 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.

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

- A complete streetscape gives a continuity to the street and invites pedestrians to walk 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.
4. Create great streets and community spaces

4.5 Connect and Promote Downtown Parks, Open Space and Greenways

- NEW AND RENEWED PARKS
  - People are most likely to use the parks that are close to where they live, regardless of park size. In acquiring new park land, the City should work toward making it possible for every resident to walk safely and comfortably to a park. The long-term goal should be no more than a ten-minute walk from every home to a park—about one-quarter of a mile.
  - Miami's existing park land is a precious legacy from the past that belongs to all the citizens of the city. All of Miami's parks should be safe, well-maintained, attractive, and programmed to fulfill their potential within the city's network of public spaces.

4.6 Enhance Basic Community Services

- 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.

Miami’s Vision for 21st-Century Parks and Public Spaces

EDAW
Boston, MA
Sydney, Australia
Goody Clancy
City of Miami Parks and Open Space Master Plan
• Implement City of Miami Parks & Public Spaces Master Plan.
• Identify park typologies and potential locations for new open space.

4.5 Enhance Basic Community Services

- 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.

Public Safety Miami DDA
DET Team Miami DDA
Downtown Ambassador Miami DDA

NOW NOW
GOALS

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
5. Promote transit & regional connectivity

5.1 Rebalance Roadways Towards Transit, Pedestrians and Cyclists

- Implement new Miami Bicycle Master Plan to create a signature bicycle network throughout the City of Miami.
- 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 I-395.

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

- Implement the Miami Streetcar project to provide service for residents, business people and visitors alike.
- 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 Loops.
5. Promote transit & regional connectivity

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

- Actively promote greater connectivity between Downtown Miami and the City of Miami Beach attractions through Baylink, bus rapid transit (BRT) and water taxis.
- 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.

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

- 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 Tri-Rail to Downtown Miami upon completion of the MIC-Earlington Heights Metrorail connection.
- Encourage subsidies to transit users for downtown employees.
5.5 Develop a viable Downtown Intermodal Center at Government Center or Overtown Metrorail Stations

- Designate and provide an appropriate site for a downtown intermodal center to connect existing and future transit systems, including Metromover, Tri-Rail, Metrorail, Streetcar, Baylink, trolley and light rail.
- 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, bicycle car rentals.
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5.6 Support Transit with Car Sharing Services, Bike Rentals, Pedicabs and Other Creative Mobility Solutions

- 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.
- 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.
5. Promote transit & regional connectivity

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 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.

IMPLEMENTATION

Implementation Process
Matrix of Goals and Action Items
1. Develop Implementation Matrix

Develop a matrix of recommended Action Items, divided into Immediate, short, medium, and long-term timelines, and identify potential costs (responsibility, cost center, and top priority).

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 Executive Committee, DDA Program Chairs, and key Downtown stakeholders, including representatives of the Downtown Miami Partnership, Miami-Dade County, Greater Miami Chamber of Commerce, World Center Committee, Downtown Miami Redevelopment Agencies, Metropolitan Planning Organization, and other key Downtown stakeholders.

The Implementation Committee would meet as necessary to form Action Teams for each of the five goals, provide a matrix of recommended Action Items, develop actionable strategies, assign Action Team Captains, and recommend amendments to the Plan as necessary.

3. Inform & Educate

Inform and educate the public and stakeholders about the Master Plan, by, among other things, engaging key stakeholders (i.e., “captains”), preparing an annual report to the Master Plan Implementation Committee.

4. Execute

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

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 an organizer and implementor of Downtown Miami’s revitalization.

ACTION ITEMS

Each action item that falls under one of the five general goals has an associated time frame and cost. The time frame of the item is used to identify the relevance of its cost, as some items may be long term but low cost and vice versa.

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<th>Cost</th>
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<td>$55 lower cost</td>
<td>$60 mid to high cost</td>
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<td>Primary</td>
<td>Secondary</td>
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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 out the plan for action 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.
## 1. ENHANCE OUR POSITION AS THE BUSINESS AND CULTURAL EPICENTER OF THE AMERICAS

<table>
<thead>
<tr>
<th>Action Items</th>
<th>Time Frame</th>
<th>Cost</th>
<th>Responsible Agencies</th>
<th>Action Team Captain</th>
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<tr>
<td>1.1 Build Convention/Conference Center of the Americas &amp; Complementary Uses in CBX North Area</td>
<td>Short</td>
<td>$$$</td>
<td>Miami DDA, City of Miami / CRA, Miami-Dade County</td>
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<td>1.2 Grow &amp; Attract Business Enterprises and Catalytic National Retailers</td>
<td>Now</td>
<td>$</td>
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<td>1.3 Attract Key National/International Institutions</td>
<td>Long</td>
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<td>1.4 Leverage and Support Further Growth and Development of Major Arts, Cultural &amp; Entertainment Institutions</td>
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<td>1.5 Increase Opportunities in Downtown for High Quality Public and Private Elementary and Secondary Education</td>
<td>Short</td>
<td>$</td>
<td>Miami Dade College, UM, FIU</td>
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<tr>
<td>1.6 Increase Opportunities for All Levels of Professional Training &amp; Collegiate Studies</td>
<td>Short</td>
<td>$</td>
<td>Miami DDA, GMCVB, City of Miami / CRA</td>
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<td>1.7 Hold a Prominent International Event to Celebrate &amp; Crystalize Downtown’s Position as the Epicenter of the Americas</td>
<td>Long</td>
<td>$$$</td>
<td>GMCVB, City of Miami / CRA</td>
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</tbody>
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### Notes
- CRA - Community Redevelopment Agency
- UM - University of Miami
- FIU - Florida International University
- GMCVB - Greater Miami Convention and Visitor's Bureau

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## 2. LEVERAGE OUR BEAUTIFUL AND ICONIC TROPICAL WATERFRONT

<table>
<thead>
<tr>
<th>Action Items</th>
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<td>2.1 Redevelop Bicentennial Park into a Major International Waterfront Park and Museum Complex</td>
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<td>$$$</td>
<td>City of Miami / CRA</td>
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<td>2.2 Complete Baywalk &amp; Riverwalk</td>
<td>Short</td>
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<td>2.3 Create an Iconic Waterfront Element at Flagler Street and Biscayne Bay</td>
<td>Medium</td>
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<td>2.4 Improve Inland Connections to Waterfront</td>
<td>Short</td>
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<td>City of Miami</td>
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<td>2.5 Activate Waterfront by Providing Greater Daytime Dockage Opportunities</td>
<td>Short</td>
<td>$</td>
<td>GMSTA</td>
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<td>2.6 Provide Tall Ship Berths and Amenities at FEC Slip</td>
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<td>$</td>
<td>City of Miami</td>
<td></td>
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<td>GMSTA</td>
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<td>2.8 Enhance Access &amp; Connectivity to Watson Island as a Unique Public Amenity</td>
<td>Short</td>
<td>$</td>
<td>City of Miami / CRA</td>
<td></td>
</tr>
</tbody>
</table>

### Notes
- BMPF - Bayfront Park Management Trust
- CRA - Community Redevelopment Agency
- MPO - Metropolitan Planning Organization
## IMPLEMENTATION MATRIX

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

<table>
<thead>
<tr>
<th>Action Items</th>
<th>Time Frame</th>
<th>Cost</th>
<th>Responsible Agencies</th>
<th>Action Team Captain</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1 Elevate Brickell Avenue to Iconic Status</td>
<td>Short</td>
<td>$$$</td>
<td>FDOT</td>
<td>Miami DDA</td>
<td>Miami Parking Authority</td>
</tr>
<tr>
<td>3.2 Create Grand Promenade Along Biscayne Boulevard</td>
<td>Medium</td>
<td>$</td>
<td>FDOT</td>
<td>City of Miami</td>
<td></td>
</tr>
<tr>
<td>3.3 Create Freedom Plaza at the Nexus Between the Freedom Tower, the AAA, and the Port of Miami</td>
<td>Medium</td>
<td>$</td>
<td>FDOT</td>
<td>City of Miami / AAA / AIPP</td>
<td></td>
</tr>
<tr>
<td>3.4 Promote Public Art &amp; Landmark Along Biscayne Boulevard and Brickell Avenue</td>
<td>Now</td>
<td>$</td>
<td>Miami DDA</td>
<td>City of Miami / CRA</td>
<td></td>
</tr>
<tr>
<td>3.5 Activate Biscayne Boulevard and Brickell Avenue with Ground Floor/Outdoor Dining and Retail</td>
<td>Now</td>
<td>$</td>
<td>City of Miami / CRA</td>
<td>Miami DDA / MDT</td>
<td></td>
</tr>
<tr>
<td>3.6 Provide a Visitor-Friendly Trolley Linking Major Origin &amp; Destination Points</td>
<td>Now</td>
<td>$$$</td>
<td>City of Miami / CRA</td>
<td>Miami DDA / MDT</td>
<td></td>
</tr>
</tbody>
</table>

**Notes:**
- **FDOT** - Florida Department of Transportation
- **CRA** - Community Redevelopment Agency
- **AIPP** - Art in Public Places
- **MDT** - Miami-Dade Transit
- **AAA** - American Airlines Arena
- **POM** - Port of Miami

<table>
<thead>
<tr>
<th>Action Items</th>
<th>Time Frame</th>
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<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1 Redevelop Flagler Street into Miami’s Pedestrian Oriented Main Street</td>
<td>Short</td>
<td>$$$</td>
<td>Miami DDA</td>
<td>City of Miami / MDT</td>
<td></td>
</tr>
<tr>
<td>4.2 Reinforce Brickell Village Center Along and Around South Miami Avenue / Mary Brickell Village</td>
<td>Short</td>
<td>$$$</td>
<td>Miami DDA</td>
<td>City of Miami / MDT</td>
<td></td>
</tr>
<tr>
<td>4.3 Enhance Connectivity to Neighborhoods Surrounding Downtown</td>
<td>Now</td>
<td>$</td>
<td>Miami DDA</td>
<td>City of Miami / CRA</td>
<td></td>
</tr>
<tr>
<td>4.4 Enhance Downtown Corridors through the Development and Implementation of Streetscape Guidelines</td>
<td>Now</td>
<td>$</td>
<td>Miami DDA</td>
<td>City of Miami / CRA</td>
<td></td>
</tr>
<tr>
<td>4.5 Connect and Promote Downtown Parks, Open Space and Greenways</td>
<td>Now</td>
<td>$</td>
<td>Miami DDA</td>
<td>City of Miami / CRA</td>
<td></td>
</tr>
<tr>
<td>4.6 Enhance Basic Community Services</td>
<td>Now</td>
<td>$</td>
<td>Miami DDA</td>
<td>City of Miami / CRA</td>
<td></td>
</tr>
</tbody>
</table>

**Notes:**
- **MDT** - Miami-Dade Transit
- **CRA** - Community Redevelopment Agency
- **MPO** - Metropolitan Planning Organization
- **BPMT** - Bayfront Park Management Trust
### 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.

#### 6. Promote Transit and Regional Connectivity

<table>
<thead>
<tr>
<th>Action Items</th>
<th>Time Frame</th>
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<th>Responsible Agencies</th>
<th>Action Team Captain</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.1 Rebalance Roadways Towards Transit, Pedestrians &amp; Cyclists</td>
<td>Now</td>
<td>$5</td>
<td>City of Miami / CRA, Miami-Dade County / MPO / MDT, FDOT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.2 Promote Neighborhood Level Transit such as Streetcar, Expanded Metromover and Trolley</td>
<td>Short</td>
<td>$$$</td>
<td>Miami-Dade County / MDT, City of Miami / CRA, Miami DDA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.3 Promote Metropolitan Level Transit such as BayLink, Expanded Metromover and Light Rail</td>
<td>Medium</td>
<td>$$$$</td>
<td>Miami-Dade County / MDT, City of Miami / CRA, Miami DDA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.4 Promote Regional Level/Commuter Transit such as PEC Corridor, Tri-Rail and High-Speed Rail</td>
<td>Long</td>
<td>$$$$</td>
<td>SFRTA / FDOT, Miami-Dade County / MDT, Miami DDA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.5 Develop a Viable Downtown Intermodal Center at Government Center or Overtown Metromover Stations</td>
<td>Long</td>
<td>$$$$</td>
<td>Miami-Dade County / MDT, City of Miami / CRA, Miami DDA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.6 Support Transit with Car Sharing, Bike Rentals, Pedicabs and Other Creative Mobility Solutions</td>
<td>Now</td>
<td>$</td>
<td>Miami DDA, City of Miami / CRA, Miami-Dade County / MPO</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.7 Develop a Holistic Parking Management System for Downtown</td>
<td>Short</td>
<td>$</td>
<td>Miami Parking Authority, City of Miami / CRA</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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.
The planning studies listed below are compiled in the existing plans, studies and other planning efforts.

- Brickell Area Streetscape Implementation Guidelines
- Parks & Public Spaces Plan (Goody Clancy): 2006
- Museum Park Plan (Cooper Robertson): 2007
- Miami-Dade County Aesthetics Master Plan (EDAW): 2009
- Downtown Master Plan Study (Zyscovich): 2009
- Michael S. Werley Study): 2009
- Miami-Dade County Comprehensive Plan (City of Miami Planning Department): updated 2008
- A Blueprint 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 Space Plan (Goody Clancy): 2006
- Brickell Area Streetscape Implementation Guidelines (Gutting Jackson): 2005
- Miami-Dade Transportation Master Plan (Board Task Force & Associates): 2003
- Transportation Enhancement Strategies for Downtown Miami (Brickell & Associates): 2003
- Miami River Greenway Action Plan (Trust for Public Land): 2009

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**DRAFT MASTER PLAN OVERVIEW – DDA BOARD WORKSHOP – MAY 27, 2009**

*2025 Downtown 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.

**Natural Environmental Framework**

- Enhance Our Grand Boulevard to Prominence
- Create Great Streets & Community Spaces
- Promote Transit & Regional Connectivity

**Focus Areas**

- Enhance Our Position as the Business & Cultural Epicenter of the Americas
- Leverage Our Beautiful & Iconic Tropical Waterfront
- Promote Transit & Regional Connectivity

**Strategic Overview**

- What is Downtown Miami Today?
- Where is Downtown Miami Exciting?
- What is Miami’s Vision for the Future?
- Why Downtown Miami?