



DOWNTOWN MIAMI

# DWNTWN MIAMI...

Epicenter of the Americas

2025 Downtown Miami Master Plan

*Executive Summary*

October 2009

## 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.

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

## 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 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.

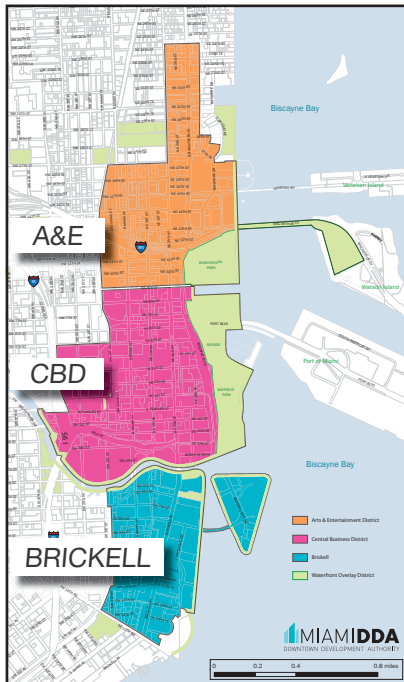
1. Redevelop Bicentennial Park into a Major International Waterfront Park and Museum Complex
2. Complete Baywalk & Riverwalk
3. Create an Iconic Waterfront Element at Flagler Street and Biscayne Bay
4. Improve Inland Connections to Waterfront
5. Activate Waterfront by Providing Greater Daytime Dockage Opportunities
6. Provide Tall Ship Berths and Amenities at FEC Slip
7. Develop Waterborne Transportation System Linking Downtown to Major Waterfront Destinations
8. Enhance Access & Connectivity to Watson Island as a Unique Public Amenity

## 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 into vibrant, attractive public spaces to rival the great streets of the world like the Champs-Elysees in Paris or Las Ramblas in Barcelona.

1. Elevate Brickell Avenue to Iconic Status
2. Create Grand Promenade Along Biscayne Boulevard
3. Create Freedom Plaza at the Nexus Between the Freedom Tower, American Airlines Arena and Port of Miami
4. Promote Public Art and Landmarks Along Biscayne Boulevard and Brickell Avenue
5. Activate Biscayne Boulevard and Brickell Avenue with Ground Floor/Outdoor Dining and Retail
6. Provide a Visitor-Friendly Trolley Linking Major Origin & Destination Points



After a decade of unprecedented public and private investment, Downtown Miami is finally turning a corner from what was once a strictly 9 to 5 district into a 24-7 livable city. Since 2002, development projects with a value of close to \$13 billion have invested in Downtown Miami, creating a strong base of commercial and residential development and serving as a magnet for new businesses and residents. In fact, a recent Miami DDA commissioned independent study by Goodkin/Focus Real Estate Advisors estimated that close to 70,000 people are now living within Miami's urban core with more than 15,000 additional residents projected to move in over the next five years.

While residential growth is an important step in the rebirth of our urban core, we cannot rely on this growth alone to realize the vision for Downtown Miami as a vibrant urban district. The Miami DDA's recently approved and award\* winning **2025 Downtown Miami Master Plan** provides a much needed roadmap to realize a bold vision: **To capitalize on our unique position as a major world city in a tropical waterfront environment to bolster Downtown Miami's standing as the business, social, and cultural epicenter of the Americas.**

Downtown Miami is not only the central business district for South Florida, Miami-Dade County and the City of Miami – it has emerged as the financial and business capital of the Americas. As the largest employment center in the State, Downtown Miami is truly the heart of business, commerce and culture in the region. A vibrant, livable Downtown is critical to promoting the vitality and health of the entire region. With that in mind, we all have a vested interest in realizing its vision as the EPICENTER of the Americas.

Building on dozens of studies, economic and land use analyses, and project proposals, the DDA's Master Plan provides a necessary foundation to achieve this long-term vision.

Our **2025 Master Plan is an action plan** with concepts and ideas setting the pace for projects attached to a doable timeline. A number of quality of life projects are already underway in the district, with some of them expected to be completed before the end of 2010. Steps are also being taken to lay the groundwork for a number of large-scale, long-term projects. Below you will find an overview of the Plan's goals and action items.

\* **2009 Urban Design of the Year - American Institute of Architects, Miami Chapter**

\* **2010 Award of Distinction - International Downtown Association**

**Download a copy for yourself at our website [www.MiamiDDA.com](http://www.MiamiDDA.com).**





### Create Great Streets and Community Spaces



Downtowns are sometimes perceived as a collection of buildings that accommodate certain uses typical to downtowns. 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.

1. Redevelop Flagler Street into Miami's Pedestrian Oriented Main Street
2. Reinforce Brickell Village Center Along and Around South Miami Avenue / Mary Brickell Village
3. Enhance Connectivity to Neighborhoods Surrounding Downtown
4. Enhance Downtown Corridors Through the Development and Implementation of Streetscape Guidelines
5. Connect and Promote Downtown Parks, Open Space and Greenways
6. Enhance Basic Community Services

### Promote Transit and Regional Connectivity



Uncomplicated 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.

1. Rebalance Roadways Towards Transit, Pedestrians & Cyclists
2. Promote Neighborhood Level Transit such as Streetcars, Expanded Metromover and Trolleys
3. Promote Metropolitan Level Transit such as Baylink, Expanded Metrorail and Light Rail
4. Promote Regional Level/Commuter Transit such as the FEC Corridor, Tri-Rail and High Speed Rail
5. Develop a Viable Downtown Intermodal Center at Government Center or Overtown Metrorail Stations
6. Support Transit with Car Sharing, Bike Rentals, PediCabs and other Creative Mobility Solutions
7. Develop a Holistic Parking Management System for Downtown

