

WASHINGTON PARK INDUSTRIAL AREA REDEVELOPMENT PROGRAM

PREPARED FOR:
CITY OF HOLLYWOOD, FL

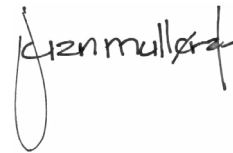
DEC 16, 2024

plusurbia.

PLUSURBIA DESIGN
Planning + Urban Design

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SUBMITTED BY



Juan Mullerat
Principal

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Overtown Revitalization Master Plan, Plusurbia Design

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Simone Knight

Senior Purchasing Agent
City of Hollywood
2600 Hollywood Blvd, Suite 303
Hollywood, FL 33020

December 12, 2024

**Re: Proposal Submission for Washington Park Industrial Area Redevelopment Program
(RFP-229-25-SK)**

Dear Ms. Knight,

Plusurbia Design is pleased to submit our proposal for the Washington Park Industrial Area Redevelopment Program. As a Miami-based, DBE, SBE and MBE-certified urban design and planning firm, we offer a wealth of local experience in creating context-sensitive redevelopment strategies that foster economic growth, enhance quality of life, and preserve community identity.

Here in South Florida, our firm has successfully led transformative projects, including the development of the Overtown Revitalization Master Plan, the Little Havana Revitalization Master Plan, and the Wynwood Neighborhood Revitalization Plan (recipient of APA's National Achievement Award for Economic Development Planning). Along with countless other examples, these projects demonstrate our expertise in addressing complex urban challenges while prioritizing community engagement and stakeholder collaboration. Indeed, they serve as a testament to our ability to integrate robust public input, technical analysis, and innovative solutions to achieve sustainable outcomes wherever we work.

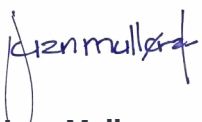
Plusurbia has built a reputation for delivering visionary yet pragmatic planning strategies. With over two decades of experience, we have created a multidisciplinary team with strengths that include public engagement, GIS, urban design, economic planning, and collaboration with local government. Together, the team is dedicated to producing actionable redevelopment plans tailored to the unique needs of districts like Hollywood's Washington Park.

Our proposal outlines a comprehensive approach to reimagining the Washington Park Industrial Area, addressing its blighted conditions while leveraging its assets to create a vibrant and inclusive district. We emphasize collaborative public outreach, GIS analyses, and strategic zoning and land use recommendations to attract investment, guide catalytic design changes, and elevate property values.

Overall, we are enthusiastic about the opportunity to partner with the City of Hollywood to bring this ambitious vision to life. We are confident that our experience, commitment, and innovative approach will contribute to the success of Washington Park, helping to build an even brighter future for Hollywood and its residents.

Thank you for considering Plusurbia Design as a partner for this critical project. We are fully prepared to deliver a thorough and actionable redevelopment program for Washington Park, setting a new course that will better serve future generations. Please feel free to contact me directly at juan@plusurbia.com or (305) 213-4410, and we look forward to the opportunity to further discuss our approach.

Sincerely,

**Juan Mullerat**

Principal
Plusurbia Design





Las Olas Corridor Master Plan, Plusurbia Design

B

QUALIFICATIONS & EXPERIENCE



FIRM OVERVIEW

Year Established:

2010

Ownership Structure:

LLC

Firm Commitment Authorization:

Juan Mullerat, Principal

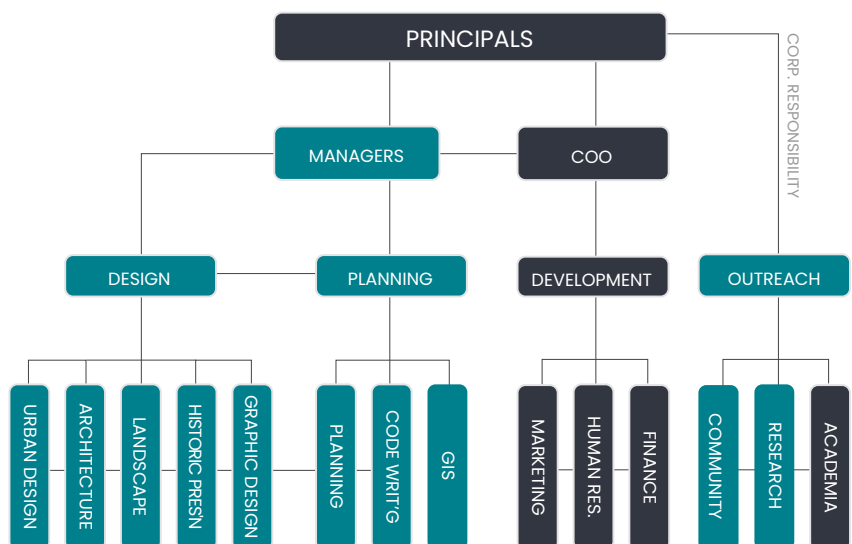
Office Location:

1385 Coral Way, PH 401
Miami, FL 33145

Team's Cumulative Experience:

75+ years

Organizational Profile:





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PLUSURBIA DESIGN

Plusurbia Design is an award-winning planning and urban design firm based in Miami, with offices in Greenville, SC, Washington, DC and San Juan, PR. We excel at these main services, offering special expertise in visioning, urban revitalization, form-based code creation, complete streets design, transit oriented development, and historic preservation.

The practice focuses on the contextual planning and design of cities, towns, and neighborhoods to create lasting value. Our firm's diverse group of planners and designers specialize in creative solutions that forge a vibrant and prosperous sense of place in cities and neighborhoods of all scales.

FIRM PHILOSOPHY ROOTED IN CREATING LIVABLE, SUSTAINABLE COMMUNITIES

Plusurbia's philosophy is to create and capture the essence of places that transcend design trends and instead value culture and identity.

The firm's collaborative approach is based on the belief that a society can be understood by the nature of its public spaces and their relationship with corresponding private development. The studio also believes very strongly in corporate social responsibility, donating thousands of hours toward pro bono, community-based projects.

The City of Miami, Miami-Dade County, and countless organizations have recognized Plusurbia with proclamations and awards honoring its dedication to creating innovative, meaningful design interventions for over a decade.

Plusurbia understands that the best places are continuously re-inventing themselves and constantly evolving to meet rapidly-changing needs. Our experience empowers us to design healthy cities and neighborhoods, transit, recreation, and job-sustaining commerce. Our unique method preserves the best of the past, addresses the needs of the present, and creates a durable plan for a viable and adaptable future.

INNOVATIVE, AWARD-WINNING URBAN DESIGN

Over the years, Plusurbia has assembled a multidisciplinary team that creates innovative planning solutions for resilient communities. The firm comprises city planners, designers, and visionaries with an acute sense of placemaking and **the responsibility to shape, strengthen, and protect the built environment and encourage economic prosperity, diversity, equity, and cultural dynamism** to ensure a resilient future.

Plusurbia believes in inclusive planning and thrives in the challenge of change: to protect, enhance, and envision the evolution of places and spaces through a multidisciplinary approach rooted in collaboration, discourse, and putting people first.

The practice has designed contextual cities, towns, and neighborhoods that create lasting value and has shaped our built environment at many scales. Plusurbia has produced master plans for municipalities and private developers, from regional plans to city and neighborhood zoning codes and comprehensive plans.

Plusurbia's work in both the public and private sectors give the firm the unique ability to understand and bridge the divide between diverse interests. The team has received numerous awards for our innovative city planning, community engagement and design approaches. Plusurbia considers its planners and designers as 'change agents' of the environment, tasked to plan for a better future. The goal is to design resilient, relevant, thriving places rooted in their social and cultural legacy, one project at a time.

The firm's most notable projects, the Little Havana Revitalization Master Plan and the Wynwood Master Plan, have received numerous awards since their unveiling, including a National Award for Economic Development by the American Planning Association (APA), an Award of Excellence from APA Florida and the Gold Coast Section, as well as the 2018 Livable Cities Award and the Dade Heritage Trust's Annual Preservation Award.

Furthermore, the firm's Hialeah Transit Oriented Development Plan and companion Complete Streets Guidelines won the 2017 APA Florida Award of Merit for Neighborhood Planning. Firm founder Juan Mullerat, Assoc. AIA, APA, NCI, CNU, was awarded Urban Designer of the Year by the Miami Chapter

of the American Institute of Architects.

He and other staff members frequently lecture about and publish articles on urban revitalization, placemaking, healthy design, zoning, form-based codes, transportation corridors, TOD and complete/safe streets.

COMMUNITY ENGAGEMENT EXPERTISE

We believe that community involvement is absolutely essential to a successful planning endeavor. **As members of the National Charrette Institute (NCI), we rely heavily on the newest community engagement practices, both in-person and online.**

Our multilingual visual preference surveys have resulted in unprecedented input from a wide range of diverse stakeholders. We also rely on constantly updated project websites, social media, broadcast, print, and online media to gain key coverage of ongoing project developments. Our charrettes and public presentations have even been featured on evening TV news serving a metro area of over one million.

The studio has also worked with remote and online solutions for community engagement over the years, which have become indispensable in a hybridized world.

From robust websites, to engaging surveys and online whiteboards, the studio has the capability to deeply integrate stakeholder input from any medium. Plusurbia adapts to the needs of each project, continuously improving its outreach and engagement methodology.

SMALL BUSINESS CERTIFICATION - BIG IMPACT PROJECTS

Plusurbia is certified as a **Disadvantaged Business Enterprise (DBE)** for the practice of Urban Planning Services in Florida, North Carolina, and South Carolina.

Plusurbia also holds a **Minority Business Certification (MBE)**, as well as Miami-Dade County's **Small Business Enterprise** under the 21.0 – Land Use Planning and Architectural/Engineering category (SBE/A/E Tier 2). The firm also is Technically Qualified in Group 13 – Planning, for 13.6 -- Land Planning/Engineering by the Florida DOT.

**APA Florida Gold Coast Grassroots Initiative Award**

Little Santo Domingo Historic Resources Survey 2024

Annual Preservation Award

Grove Park Historic District 2024

Florida Main Street Distinctive Preservation Award

Lake Wales Downtown Mixed-use Design Standards 2023

APA Florida Gold Coast Award of Excellence

West Grove Affordable Housing Blueprint
Best Plan/Study Award 2022

ASLA Florida Design Awards

Regenerative Planning and Design:
Golf Course Conversion
Award of Honor 2022

Neighborhood Planning

Wynwood Norte Community Vision Plan 2021

Grassroots Initiative

Shenandoah Historic Properties Inventory 2021

APA Florida Award of Excellence

Little Havana Revitalization Plan 2019

APA Florida Award of Merit

Coconut Grove Village Core Master Plan 2019

APA Florida Gold Coast Award of Excellence

Little Havana Revitalization Plan
Best Plan/Study Award 2019

APA Florida Gold Coast Award of Merit

Coconut Grove Village Core Master Plan
Implementation Award 2019

APA Florida Gold Coast Award of Excellence

SFRTA TOD Guidelines
Best Practice Award 2019

International Livable Cities Award

Urban Design/Comprehensive Plan - Little Havana 2019

Miami Today Gold Medal Awards

Urban Design/Corporate Social Responsibility 2018

Dade Heritage Trust Annual Preservation Award

Little Havana National Treasure 2017

APA National Economic Development Plan Award

Wynwood Neighborhood Revitalization 2017

APA Florida Merit Award - Neighborhood Planning

Hialeah Master Plan & Transit Oriented Development 2017

APA Florida 2016 Award of Excellence

Wynwood Neighborhood Revitalization 2016

ULI Southeast Florida/Caribbean Vision Award

Wynwood Walls Garden Collaboration 2016

APA Gold Coast Chapter - Best Plan Award

Wynwood Neighborhood Revitalization 2015

APA's America's - Great Places Award

Wynwood Neighborhood Revitalization 2015

Plusurbia Design Day - Miami City Commission

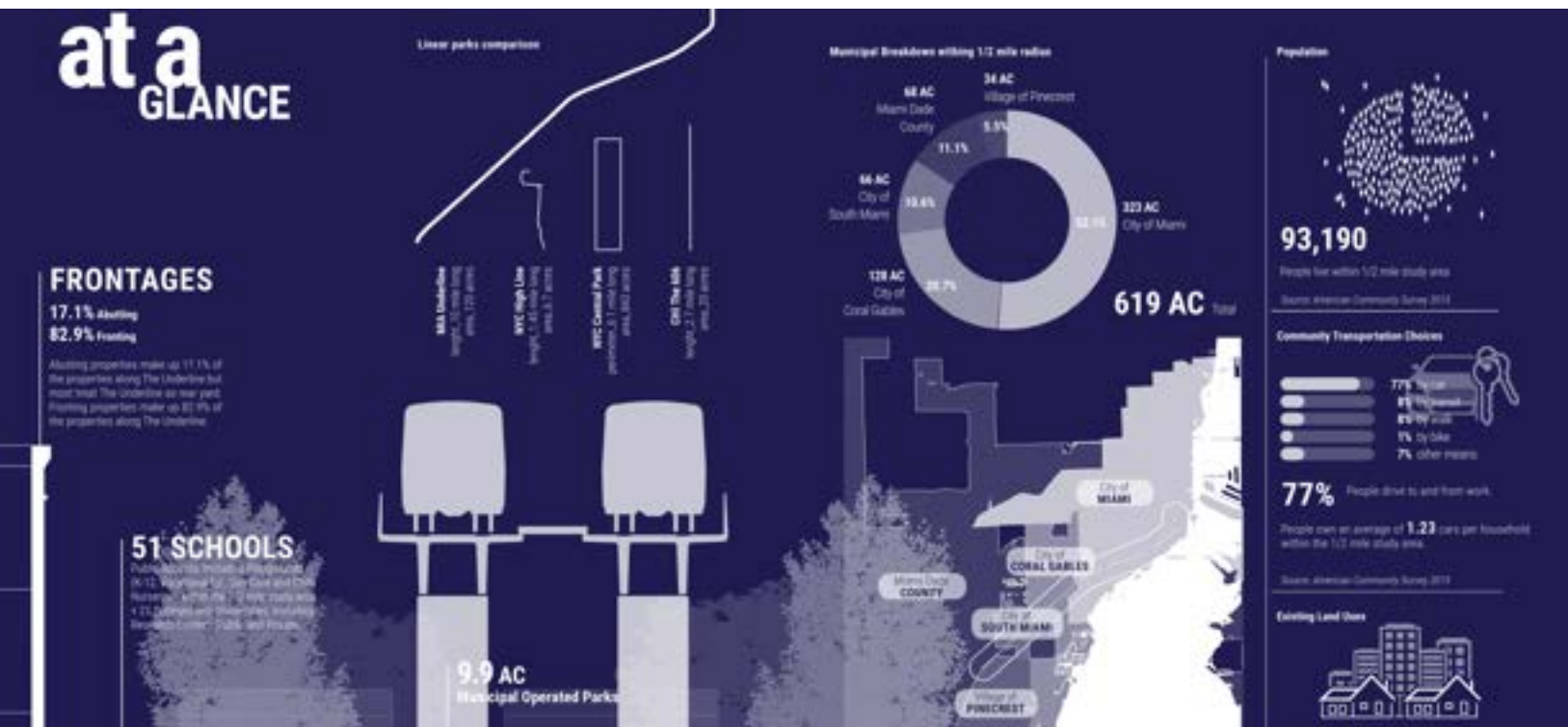
Calle Ocho Corridor Revitalization Initiative 2015

CNU XXII Charter Awards - Best City Plan

City of Curridabat, Costa Rica 2014

Urban Designer of the Year

Juan Mullerat - AIA Miami 2013



TEAM OVERVIEW

This section introduces our entire project team and highlights the collaboration of top-tier firms and experts who will bring their unique strengths to the Washington Park Industrial Area Redevelopment Program.

The project team is led by Plusurbia Design, an award-winning planning and urban design firm based in Miami. We excel at these main services, offering special expertise in visioning, downtown revitalization, form-based code creation, complete streets design, transit oriented development, and historic preservation.

Joining us are two esteemed partners:

BUSINESS FLARE®

BusinessFlare is a leading firm that approaches economic design and redevelopment in a way that envisions each community's potential through unique experience based on authenticity, place brand, and feasibility. This approach will underpin our program's economic revitalization strategies.

Their expertise ensures that our plan will include actionable strategies to attract investment, enhance job opportunities, and foster sustainable economic growth.



EXP is an industry leader in engineering and transportation planning, offering the best experience to meet the world's evolving infrastructure challenges. They will address the critical infrastructure, mobility, and transportation challenges facing Washington Park.

EXP's role ensures the redevelopment program is fully aligned with the area's current and future infrastructure needs while enhancing connectivity and resilience.

COLLABORATIVE EXPERTISE

Each team member builds on the other's strengths, creating a seamless partnership to deliver the most effective redevelopment plan for Washington Park.

Our collective experience spans decades of engaging diverse stakeholders and translating big-picture visions into practical strategies, codes, tools, and investment programs. Together, we are adept at improving community livability, place quality, resiliency, and economic competitiveness.

Plusurbia has collaborated extensively with EXP and Business Flare on numerous successful projects. With EXP,

we worked on the ambitious Hialeah 2050 Master Plan, a transformative initiative to revitalize the entire city through strategic urban interventions, including transportation and mobility improvements.

With Business Flare, we have partnered on various impactful projects such as Opa-Locka, West Grove, and Rockledge, delivering actionable economic development strategies and comprehensive planning solutions.

Our well-rounded team is guided by a shared dedication to visionary, high-quality planning. We understand the profound impact that redevelopment programs can have on communities, ensuring they evolve in alignment with the concerns of citizens, stakeholders, and government officials while adapting to an ever-changing urban context.

COMMITMENT TO EXCELLENCE

We also recognize the City of Hollywood's specific goals for this redevelopment program, which include addressing infrastructure, zoning, mobility, and economic vitality, all while preserving the unique character of Washington Park. By leveraging the combined expertise of Plusurbia Design, Business Flare, and EXP, we are uniquely positioned to meet and exceed these expectations.

Together, we bring not only technical excellence but also a deep commitment to creating plans that inspire action, generate lasting benefits, and reflect the community's vision for the future. We are excited to bring this collaborative approach to Hollywood and Washington Park.

WHY WE ARE THE RIGHT TEAM FOR THIS PROJECT

Regarding the particular nuances of the Washington Park Industrial Area Redevelopment Program, we have summarized a number of skills and attributes possessed by our team that make us the definitive choice for this transformative project.

Deep Expertise in Urban Redevelopment: Plusurbia has a proven track record of revitalizing urban areas, including those dominated by industrial land uses, such as the Overtown Revitalization Master Plan and the Wynwood District Plan.

Our trailblazing work in Wynwood was recognized by the American Planning Association as a national example for revitalization and economic planning, where we integrated zoning updates, infrastructure improvements, and economic strategies.

Specialized Economic Insight: BusinessFlare brings unmatched expertise in crafting actionable economic development strategies tailored to local market conditions. Their work focuses on attracting investment, fostering job creation, and supporting small businesses, making them an ideal partner for Washington Park's economic revitalization needs.

Infrastructure, Mobility, and Connectivity Solutions: EXP, our engineering and transportation partner, specializes in designing and implementing infrastructure solutions that support mobility and connectivity. Their experience will ensure that transportation networks, utilities, and public spaces in Washington Park are seamlessly upgraded to support tactful redevelopment.

Community-Centered Approach: Our team is highly skilled in engaging diverse stakeholders through inclusive and transparent processes. From public workshops to online platforms and interactive surveys, we have demonstrated success in building consensus and ensuring that community voices shape the redevelopment vision.

Actionable Planning: We excel at transforming community aspirations into pragmatic strategies. Our plans are designed to be implementable, with clear timelines, cost estimates, and funding strategies that empower municipalities to achieve tangible results.

Commitment to Preserving Unique Character: Plusurbia is dedicated to context-sensitive design, ensuring that redevelopment enhances, rather than erases, the cultural and historical identity of neighborhoods. For Washington Park, this means balancing innovation with respect for its existing industrial character and community values.

Significant Local Experience: Each team member offers decades of experience in South Florida. We are familiar with Hollywood, particularly BusinessFlare, which has authored numerous studies within the city, and have completed countless projects in similar communities and districts across the region. We want to see Hollywood reach its full potential by revitalizing Washington Park into a destination district.

These capabilities position us as the ideal partner for delivering a redevelopment program that revitalizes Washington Park into a vibrant, economically thriving, and sustainable community.



JUAN MULLERAT

PROJECT ROLE: PRINCIPAL IN CHARGE

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Mullerat is the Founding Principal of Plusurbia Design –a firm that specializes in value-added contextual design methods. Mullerat serves on several Public Boards and Committees that deal with livability and the built environment. In 2013, he was honored as Urban Designer of the Year by the AIA Miami.

A designer with over 20 years of experience, Mullerat has authored numerous projects across five continents, ranging from master plans at all scales, to countless design guidelines, corridor development and urban revitalization projects. Juan will serve as principal in charge, leading the team and offering his expertise in the crafting of the redevelopment plan and design guidelines.

PROFESSIONAL

Plusurbia Design

Founding Principal & Designer
(2009-present)

University of Miami

Associate Professor (2010-present)

Florida APA Gold Coast Section

Chair (2020-2022)

EDUCATION

University of Miami

Master of Architecture
Master of Urban Design

UNC at Charlotte

Bachelor of Arts in Urban Studies
Bachelor of Arts in Architecture

ASSOCIATIONS

American Planning Association (APA)

Florida Chapter - Gold Coast Section
Former Section Chair

National Charrette Institute (NCI)

Member

AREAS OF EXPERTISE

Urban Design / Architectural Design
Complete Streets / Corridor Design
Land Use Planning / Master Planning
Neighborhood Revitalization
Economic Development
Action / Implementation Plans
Visioning Workshops

RELEVANT PROJECTS

URBANIST COMMUNITY MASTER PLAN

BRANDON TC DESIGN GUIDELINES

Brandon, FL 2018-2019

The Brandon Town Center is a mixed-use, walkable downtown environment planned for Brandon, a primarily suburban community located east of Tampa in Hillsborough County. The project includes a variety of uses, including commercial, entertainment & recreational space; multi-family residential; single-family homes; civic & government services; parks; and public art. The project's goal was to create a vibrant, pedestrian-oriented downtown environment that would provide an amenity to the community while providing a positive return on investment for our client.

Reinforcing this urban design vision is an architectural pattern book, including facade designs for a diversity of building types, their floorplans, stylization, landscaping, and streetscaping designs.

URBAN PLANNING AND DESIGN

DOWNTOWN ROCKLEDGE MP

Rockledge, Florida 2020-2021

Vision and design of a vibrant, mixed-use downtown to encourage investment and create a destination for an overwhelming suburban community. The master plan includes a gateway and the connections to and from a central plaza and recreation area designed to enhance multimodal connectivity and entrepreneurial and recreational opportunities.

ECONOMIC DEVELOPMENT + URBAN DESIGN

CITY TERRACE COMMUNITY DEVELOPMENT CORPORATION

Opa-locka, FL 2022-2024

General Planning and Economic Development Strategy Services to provide a holistic redevelopment vision and recommendations for the future of the Opa-Locka CDC's properties as part of a larger special district. The parcels were reimagined as catalytic sites to rebuild the city's downtown. Plusurbia has continued to assist the CDC periodically throughout implementation.

MASTER PLAN + COMMUNITY OUTREACH

CITY OF HIALEAH 2050 MASTER PLAN

Hialeah, FL 2023-present

The City of Hialeah has embarked on an ambitious Master Plan for the vision of the next 25 years.

The project is expected to analyze existing conditions, identify needs related to infrastructure and regulatory gaps, and address development pressures. The City is committed to crafting a vision for Hialeah in time for the city's 100th anniversary in 2025. The Hialeah 2050 Master Plan is an opportunity for the City to look forward and develop a roadmap for the next 25 years that is aligned with this community's goals and desires. The project team's objective is to develop a plan for Hialeah to become vibrant, sustainable, and connected.



MANUEL DE LEMOS

PROJECT ROLE: PROJECT MANAGER, LEAD URBAN DESIGNER

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De Lemos is an urban and architectural designer with nearly two decades of experience in multi-modal mobility, land use planning and transit oriented development. He has managed countless urban design workshops for clients, and served as the project manager for the Greenville East Gateway.

Previously, De Lemos has contributed to countless design guidelines, including those developed for the Coconut Grove Business Improvement District Action Plan, the Omni Entertainment District Master Plan and the Little Havana Revitalization Plan. Leveraging extensive experience, including previous work with BusinessFlare and EXP, he will act as Project Manager.

PROFESSIONAL

Plusurbia Design

Principal Planner & Urban Designer
(2016-present)

Citywise Appraisal & Real Estate Consulting

Associate Appraiser (2012-2016)

Manuel De Lemos, AIA Architects and Planners

Urban Designer (2010-2012)

Young and De La Sota Architects

Urban Designer (2010-2018)

EDUCATION

University of Miami

Bachelor of Architecture

ASSOCIATIONS

Urban Land Institute (ULI)

Member

College of Architects and Landscape Architects of Puerto Rico (CAAPPR)

Member

Appraisal Institute (AI)

Member

AREAS OF EXPERTISE

Urban Design

Architectural Design

Complete Streets/Corridor Design

Land Use Planning/Master Planning

RELEVANT PROJECTS

URBAN PLANNING & DESIGN

NORA DISTRICT MASTER PLAN + REGULATORY FRAMEWORK

West Palm Beach, FL.....2019-2022

This project included both a master plan and proposed regulatory framework for the NoRa District in West Palm Beach.

For ease-of-understanding, the regulatory plan is built around design exhibits that illustrate various concepts and principles to guide future urban design, in order to create a cohesive district. The project also consists of a comprehensive review of land use, zoning, and development potentials.

This regulatory framework provided the guidelines for a change in zoning and other improvements as part of an overlay district carefully calibrated with the planning department.

MASTER PLANNING

GREENVILLE EAST GATEWAY

Greenville, SC.....2021-2022

De Lemos acted as Project Manager for the East Gateway project in Greenville, which identified strategies to weave the built environment along the E. North Street corridor, BSWA, Pettigru Neighborhood and Downtown back together, better establishing physical and psychological connections through eventual redevelopment.

DESIGN GUIDELINES

EL PORTAL GUIDELINES

El Portal, FL.....2019-2020

The El Portal Design Guidelines articulate design principles that guide architects, developers, and property owners in creating a built environment compatible with existing structures, open spaces, and the public realm. They intend to provide a framework for the successful execution of quality urban design and architecture in El Portal, addressing building composition, scale, and articulation to establish a measure of architectural harmony that accommodates diverse styles and uses and addresses landscaping and site design elements. The guidelines also facilitate the review process by clarifying the architectural expectations of the community. These standards aim to achieve street-friendly buildings, authenticity, climate responsiveness and contextuality.

COMMUNITY VISION PLAN

COCONUT GROVE BID ACTION PLAN

Miami, FL.....2019

Created from extensive stakeholder input, the plan is a comprehensive overview and specific action roadmap to guide proper growth that positively impacts economic development and quality of life. The results-oriented plan provides the tools to improve the identity and character, land use and form, and community of the Grove.



MEGAN MCLAUGHLIN, AICP

PROJECT ROLE: SENIOR URBAN PLANNER & PRESERVATIONIST

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McLaughlin is a certified urban planner and historic preservation specialist who has extensive public and private sector experience in urban planning and historic preservation for cities in South Florida and nationwide. Her work with comprehensive plans, urban design, and economic development consistently promotes memorable places as a catalyst for revitalization and community identity. This experience gives her a unique ability to leverage planning and historic preservation as a tool to improve quality of life.

McLaughlin joined Plusurbia from a background with Dover, Kohl & Partners, and has authored a variety of land use regulations. She will be critical in the development of architectural, landscaping and other design guidelines.

PROFESSIONAL

Plusurbia Design

Principal Planner & Historic Preservation Specialist
(2017-present)

University of Miami

Associate Professor (2008-present)

City of Coral Gables

City Planner (2014-2016)

City of Miami

Int Preservation Officer (2012-2014)

City of Miami

Preservation Planner (2011-2012)

Dover, Kohl & Partners

Project Director (2007-2011)

EDUCATION

University of Miami

Master of Architecture

College of William & Mary

Bachelor of Art History

ASSOCIATIONS

American Institute of Certified Planners

Certified Planner

Miami-Dade County

Historic Preservation Board

AREAS OF EXPERTISE

Design/ Architectural Standards
Historic Preservation
Public Involvement

RELEVANT PROJECTS

HISTORIC PRESERVATION

GREENVILLE EAST GATEWAY

Greenville, SC 2021-2022

Led the housing and historic inventory of this Community Vision Plan and designed the proposed Pettigru Neighborhood Transition Area to buffer its character from a reimagined E. North Street corridor.

ARCHITECTURAL STANDARDS

BREVARD VISUAL GUIDELINES

Brevard, NC 2024

In the first phase of Brevard's Architectural Standards update, Megan was an integral part of developing the city's Visual Guidelines, which better defines Brevard's beloved identity through its built form, and identifies four emerging character areas that will receive special overlays.

HISTORIC PRESERVATION

SILVER BLUFF HISTORIC INVENTORY

Miami, FL 2020-2021

Project Manager, lead researcher, directed fieldwork, and author for a Florida Division of Historical Resources-funded project to document a threatened neighborhood of 1920s-1940s era homes on a unique ridge of high ground in Miami. Production of 777 Florida Master Site Files and survey report meeting State statutes. Work submitted and approved by the Florida Division of Historical Resources in 2021.

AFFORDABLE HOUSING

WEST GROVE AFFORDABLE HOUSING

Hialeah, FL 2022

Blueprint to make policy and legislative modifications to the current conditions in Hialeah's West Grove neighborhood to incentivize affordable housing development through infill and missing middle strategies.

HISTORIC PRESERVATION

GROVE PARK NATIONAL REGISTER

Miami-Dade, FL 2020-2022

Working for the Dade Heritage Trust, Megan served as Project Manager, lead researcher, and author for an extensive documentation of historic resources in Miami-Dade County's Grove Park, a neighborhood bifurcated in the 1960's by highway expansion and urban renewal.

COMPREHENSIVE PLANNING

PLAN EL PASO*

El Paso, TX 2011-2012

The nationally-recognized comprehensive plan directs the City of El Paso through the implementation of consensus-based goals created via an extensive public process. The goals, objectives and strategies of the plan involve land use, urban design, historic preservation, housing, transportation, health, sustainability and public facilities.



MARIA BENDFELDT

PROJECT ROLE: SENIOR URBAN PLANNER & URBAN DESIGNER

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Maria is a Senior Project Director at Plusurbia Design. As an urban planner and architectural designer with over 20 years of experience, Bendfeldt has worked on dozens of successful form-based codes and master plans both in the public and private sector. Throughout her career, Bendfeldt has consistently promoted and implemented forward-thinking land use policy that emphasizes walkability, resilience, and multi-modal mobility.

Her expertise in urban design, land use planning, public involvement and conceptual design has been honored with national, statewide, and regional planning awards. Currently, she leads efforts on urban design and land use planning for the ongoing SMART Plan Rapid Transit projects.

PROFESSIONAL

Plusurbia Design

Principal Planner & Urban Designer
(2010-present)

Jaime Correa & Associates

Associate Designer (2007-2009)

EDUCATION

University of Miami

Master of Suburb and Town Design

Universidad Francisco Marroquín

Architecture Degree

ASSOCIATIONS

American Planning Association (APA)

Member

Congress for New Urbanism (CNU)

Member

AREAS OF EXPERTISE

Urban Design / Architectural Design
Complete Streets / Corridor Design
Land Use Planning / Master Planning
Neighborhood Revitalization /
Resilience
Economic, Development Planning
Action / Implementation Plans
Visioning / Workshops
Public Involvement

RELEVANT PROJECTS

AFFORDABLE HOUSING

WEST GROVE AFFORDABLE HOUSING

Hialeah, FL 2022

Blueprint to make policy and legislative modifications to the current conditions in the West Grove neighborhood to incentivize an Affordable Housing component.

URBAN DESIGN

UNDERLINE SPECIAL DISTRICT

Miami Dade County 11Miles

Recommendations to ensure compatible land uses, development patterns, quality urban design and connectivity along the 10+ mile corridor identifying specific value capture mechanisms and inclusive outreach strategies.

TRANSPORTATION PLANNING + URBAN DESIGN

STRATEGIC MIAMI AREA RAPID TRANSIT PLAN - SMART PLAN

Miami-Dade, FL Countywide

Land use scenario, visioning planning and first and last mile strategies for Transit Oriented Development (TOD), on four corridors, to address mobility needs throughout Miami Dade County.

URBAN DESIGN

HIALEAH COMPLETE STREETS PLAN

Hialeah, FL 12,600 AC

Works to promote multi-modal mobility and create more supportive transit infrastructure in this dense, mixed-use district.

FORM BASE & RESILIENCE CODE

MIAMI BEACH RESILIENCE CODE

Miami Beach, FL 9,700 AC

The project focused on the development of a form-based style resiliency code tailored to the City's needs. This code is aimed at creating a strategic plan that preserves the City's historic character and identifies areas for sustainable growth. The new document is meant to provide guidelines for new construction over the next fifty years.

PUBLIC OUTREACH & COASTAL RESILIENCE

TAMPA COASTAL ACTION PLAN

Tampa, Florida 5,000 AC

Extensive public participation was carried out to educate the public on possible resilient adaptation strategies for private property to help protect residents of low-lying coastal communities and gather feedback on community preferences. A report summarizing different adaptation options and applicability considerations was created based on the feedback received.

COMMUNITY PLAN + PUBLIC OUTREACH

LITTLE HAVANA REVITALIZATION

Miami, FL 1700 AC

In partnership with the National Trust for Historic Preservation, plan efforts worked to preserve the authenticity of Little Havana and provide new policy recommendations that incentivize preservation, adaptive re-use and urban infill.



DYLAN
GEHRING

PROJECT ROLE: URBAN PLANNER

plusurbia.
dylan@plusurbia.com
+1.864.633.0008 ext. 720

Gehring is an urban planner and Office Director of Plusurbia Southeast. He has completed numerous corridor, land use, transit oriented development, planning and zoning projects across the country. Gehring holds two degrees in planning, and has played key leadership roles on recent Plusurbia projects, such as the East Gateway in Greenville, SC, Visual Guidelines and Architectural Standards development for Brevard, NC, and the rewrite of Belmont, NC’s Comprehensive Plan.

Gehring will support crafting of the redevelopment plan through writing and redevelopment recommendations.

PROFESSIONAL

Plusurbia Design
Plusurbia Southeast Office Director
(2023-present)

Urban Planner/Designer (2021-2023)

Clemson University
Adjunct Faculty Instructor
(2024-present)

EDUCATION

Clemson University
Master of City & Regional Planning

Ball State University
Bachelor of Urban Planning &
Development

ASSOCIATIONS

**American Planning Association
(APA)**
South Carolina Secretary/Treasurer
AICP Candidate

**Urban Land Institute - South
Carolina (ULI)**
Member

AREAS OF EXPERTISE

Economic Development Planning
Land Use Planning / Master Planning
GIS/ Mapping
Public Involvement / Charrettes

RELEVANT PROJECTS

MASTER PLANNING
GREENVILLE EAST GATEWAY
Greenville, SC 2021-2022
This Community Vision Plan embraces the assets of Greenville’s Gateway District and introduces strategies to weave the built environment back together, better establishing physical and psychological connections to the adjacent downtown. The project began by reimagining the central corridor as a multimodal boulevard flanked by mixed-use, urban-style development. From there, introducing a transition zone offered a way to preserve the adjacent neighborhood’s historic character, while allowing the corridor to reach its ideal density. Furthermore, exploring additional infill development opportunities around the arena revealed the potential for a new entertainment district that will continue to build on Greenville’s legacy of great placemaking.

ARCHITECTURAL STANDARDS
BREVARD VISUAL GUIDELINES
Brevard, NC 2024
Known as the “Land of Waterfalls,” Brevard, NC has made a name for itself as an authentic, small-town mountain destination. The development of Visual Guidelines, the first stage of Plusurbia’s multi-part Architectural Standards update, better defines Brevard’s beloved identity through its built form, and identifies four emerging character areas that will receive special overlays.

COMPREHENSIVE PLANNING
BELMONT MASTER PLAN
Belmont, NC 2024-Ongoing
Located across the Catawba River from Charlotte, NC and its red-hot development market, Belmont faces unprecedented growth pressures. This action-oriented, graphic Comprehensive Plan addresses the challenge on all fronts, creating a roadmap to effectively regulate and harness the power of new development for a better city and riverfront.

URBAN DESIGN
**OVERTOWN NEIGHBORHOOD
REVITALIZATION PLAN**
Miami, FL 2022-2023
An overview and plethora of strategies for inclusive revitalization in Miami’s revered historic Black neighborhood, which has experienced growing pains under the stress of gentrification.

ECONOMIC DEVELOPMENT + URBAN DESIGN
**CITY TERRACE COMMUNITY
DEVELOPMENT CORPORATION**
Opa-locka, FL 2022-2023
General Planning and Economic Development Strategy Services to provide a holistic redevelopment vision and recommendations for the future of the Opa-Locka CDC’s properties as part of a larger special district. The parcels were reimagined as catalytic sites to rebuild the city’s downtown. Plusurbia has continued to assist the CDC periodically throughout implementation.



JESSICA
FELTRIN

PROJECT ROLE: URBAN PLANNER & PRESERVATIONIST

plusurbia.
jessica@plusurbia.com
+1.305.444.4850 ext. 720

Feltrin is an urban planner and historic preservation specialist. Her academic background has equipped her with a strong foundation in both research and visual storytelling. Feltrin has experience developing maps and spreads with several programs, including GIS and Adobe Illustrator. At Plusurbia, she is involved in preservation and planning efforts, with an emphasis on research, mapping, and community outreach.

PROFESSIONAL

- Plusurbia Design**
Urban Planner & Historic Preservation Specialist
(2024-present)
- Colliers International**
Assistant Property Manager (2024)
- Leslie Center for the Humanities**
Student Research Fellow (2022-2023)
- Dartmouth College**
Sustainability Corps Intern (2020)
- Dartmouth College**
Spanish Drill Instructor (2019-2022)

EDUCATION

- Dartmouth College**
Bachelor of Arts, Geography and Art History

AREAS OF EXPERTISE

- Historic Preservation
- Land Use Planning/Master Planning
- Neighborhood Revitalization
- Public Involvement

RELEVANT PROJECTS

HISTORIC PRESERVATION

LITTLE SANTO DOMINGO HISTORIC RESOURCES SURVEY

Miami, FL.....2024
Surveyed 150 historical and cultural resources to nominate Miami’s Little Santo Domingo to the National Register of Historic Places, both as a historic district and as individual historic sites. Emphasis was placed on the neighborhood’s ethnic heritage and evolution as a multi-cultural Black neighborhood. Feltrin was involved in conducting historical research and developing the project report.

COMMUNITY PLANNING

BELMONT COMPREHENSIVE PLAN

Belmont, NC.....2024-Ongoing
Ongoing project to update the Comprehensive Plan for Belmont, NC. Plan policies are updated by working closely with the community, stakeholders, and city officials. Feltrin is involved in community outreach workshops, drafting policy, and developing maps.

HISTORIC PRESERVATION

LAVILLA HISTORIC RESOURCES SURVEY

Jacksonville, FL.....2024-Ongoing
Ongoing project to survey the historically Black community of Lavilla in Jacksonville, FL and nominate portions to the National Register of Historic Places. Emphasis is being placed on the neighborhood’s reclamation and preservation after decades of erasure. Feltrin is involved in project management, map-making, and developing the project report.

URBAN DESIGN + PLANNING SERVICES

SOUTH MIAMI PLACEMAKING

South Miami, FL.....2023-Ongoing
Ongoing project to revitalize South Miami’s hometown district through street design updates, redevelopment, placemaking, and community branding. Feltrin is involved with the project’s community outreach efforts, helping to prepare and present material for workshops.



KEVIN CROWDER, CECD, EDP

PROJECT ROLE: LEAD ECONOMIC STRATEGIST

**BUSINESS
FLARE**
kevin@businessflare.net

Mr. Crowder has 30 years' experience implementing economic development, including 17 years as the Director of Economic Development and Government Affairs for the City of Miami Beach working out of the City Manager's office. He has worked across the country, and built one of the most robust municipal information gathering programs in Florida for economic and market analysis to provide meaningful and relevant information to support investment and economic growth.

Leaning on the experience of several studies completed for the City of Hollywood, Mr. Crowder will lead all economic analyses.

PROFESSIONAL

BusinessFlare
Founder

EDUCATION

West Texas A&M University
International Economic
Development

Council (IEDC) Certification
Courses

Defense Language Institute
US Army Primary Leadership
Development Course

Jungle Operations Training
Course

CERTIFICATIONS

Certified Economic Developer
(CECD)

Entrepreneurship Development
Professional (EDP)

FAA Certified Remote Pilot

ASSOCIATIONS

Urban Land Institute
Florida Redevelopment
Association

AREAS OF EXPERTISE

Economic/Business Development
Entrepreneurship
Policy Guidance
Analytics

RELEVANT PROJECTS

ECONOMIC AND BUSINESS DEVELOPMENT

CITY OF NORTH MIAMI ECONOMIC DEVELOPMENT CONSULTANT

City of North Miami, FL.....

City In July 2020, BusinessFlare was engaged for redevelopment and economic development implementation services.

These services include management of the solicitation process for a public private partnership on city-owned land in downtown for development of a new mixed-use downtown with a new city hall and police station.

This initiative included detailed market analysis and financial feasibility review of potential site plans as well as funding and financing strategies for implementation.

COMMUNITY DEVELOPMENT

VILLAGE OF PALMETTO BAY EDSP - TACTICAL RECOMMENDATIONS

Village of Palmetto Bay, FL.....

On BusinessFlare is in the process of developing an Economic Development Strategic Plan for the Village of Palmetto.

As part of the first phase of the project the team analyzed the existing economic conditions, the built environment, and conducted target interviews.

As a result of the first phase BusinessFlare started generating a couple of tactical interventions that are being vetted by the team.

This included the adaptive reuse of a former bank site and the activation of a vacant lot into a commercial "little village" concept inspired from Key West's Lazy Way.

ECONOMIC DEVELOPMENT

VILLAGE OF PALM SPRINGS ED PLAN AND MARKETING IMPLEMENTATION

Palm Springs, FL.....

BusinessFlare was engaged by Village of Palm Springs CRA in January 2021 to provide a plan update for the Lake Worth Road and Congress Avenue CRA Districts. As part of the CRA plan update process, BusinessFlare met with key stakeholders and business owners to identify opportunities and constraints. After the analysis and public participation BusinessFlare assisted in the creation of the 2021 CRA Plan Update and the adoption process. The plan was approved unanimously in September of 2021. Here is a quote/ message from Mayor Bev Smith, "Great report, it speaks by itself."

CAMILO LOPEZ, MPL

PROJECT ROLE: SENIOR ECONOMIC STRATEGIST



Lopez is passionate about the placemaking side of economic development, with a focus on creating places that people want to be by making the link between quality of life and economic development. His primary areas of expertise are strategic economic development solutions, estate for the public and private sector, place brand and design, market analysis and research, master planning, urban design, architecture, redevelopment, site feasibility analysis, and best practices.

Lopez has developed a broad knowledge of urban planning and design, architecture, city branding, and economic development for government agencies and private developers.

PROFESSIONAL

BusinessFlare
Strategic Economic Planner

City of Doral
Planner

MXD Development Strategists
Strategic Economic Planner

Redevelopment Management Associates
Urban Designer

Lang Architects
Draftsman

Arcwerks Archgitectural Design
Draftsman

Grasshoppers Landscape
Assistant Designer

The Corradino Group
Urban Designer and Planner

EDUCATION

Bachelors in Urban Design and Planning
Florida Atlantic University

Bachelors in Architecture
Florida Atlantic University

AFFILIATIONS

Florida Redevelopment Association
Member

RELEVANT PROJECTS

**CITY OF PARKLAND TOWN CENTER
PHASE 2 - TARGETED USE FEASIBILITY
ANALYSIS**
Parkland, FL

**BRADENTON CRA 9TH AVENUE/MLK
FITMENT AND FEASIBILITY**
Bradenton, FL

**GROVELAND CRA DOWNTOWN
STRATEGIES AND FITMENT AND
FEASIBILITY**
Groveland, FL

**ARCADIA DRAFT FINDING OF
NECESSITY**
Arcadia, FL

**ROCKLEDGE CRA BARTON BOULEVARD
MAIN STREET AND LAKE BETSI
RECREATION AREA FITMENT AND
FEASIBILITY**
Rockledge, FL

**NORTH MIAMI CRA DOWNTOWN,
MOBILITY HUB, AND NOMI MUSIC CITY
OPPORTUNITY SITE FEASIBILITY**
North Miami, FL

**LAKE PARK CRA TRAIN STATION SITE
FEASIBILITY AND US1 MIXED - USE
OVERLAY ZONING CODE REWRITE**
Lake Park, FL

**DORAL MOBILITY CONCEPT PLAN AND
ADAPTIVE REUSE**
Doral, FL

**MARTIN COUNTY INNOVATION HUB
IMPLEMENTATION AND FEASIBILITY**
Martin County, FL

**DORAL POST - COVID ECONOMIC
DEVELOPMENT STRATEGY AND
IMPLEMENTATION**
Doral, FL

**HOMESTEAD CRA REDEVELOPMENT
IMPLEMENTATION AND FITMENT AND
FEASIBILITY**
Homestead, FL

**REDLAND MARKET VILLAGE
INCENTIVES**
Redland, FL

CITY OF STUART INNOVATION SITES
Stuart, FL

**OMNI CRA EXPANSION FINDING OF
NECESSITY**
Miami, FL

**PALMETTO CRA AND MAIN STREET
ECONOMIC ANALYSIS FITMENT AND
FEASIBILITY**
Palmetto, FL



JESÚS FUENTES, PE

PROJECT ROLE: LEAD TRANSPORTATION PLANNER



Jesus.Fuentes@exp.com
+1.954.495.6341

Mr. Fuentes is a detailed-oriented, active transportation engineer who has held project management and field positions with more than 18 years of experience in the South Florida regions. He has been involved in the administration and completion of several transportation projects as well as in grant funding application efforts for FDOT District 4/ 6, MDX, and the Fort Lauderdale DDA. He is also a mass transit, complete streets, and a "Vision Zero" advocate working to create more accessible, walkable, and bikeable places.

Under his management, he has led the implementation of more than 8 mi of buffered on-street bicycle lanes, 11 mi of shared use pathways, 17 mi of conventional on-street bicycle lanes, and 5 mi of other bikeways on low-volume streets as part of the Miami- Dade TPO, Palm Beach TPA and Broward MPO regional mobility plans.

PROFESSIONAL

EXP
Senior Engineer

EDUCATION + TRAINING

Florida International University
Master of Construction
Management

Saint Michael's College
Colchester
Master of Administration

UNEFA
Bachelor of Science in Civil
Engineering

PROFESSIONAL REGISTRATIONS

Professional Engineer
No. 75479 – FL, 2013

LICENSES AND CERTIFICATIONS

CTQP - Asphalt Paving I & II

CTQP - QC Manager

Advanced Maintenance of Traffic
Nuclear Gauge

Stormwater Inspector

Radiation Safety Officer

Hazmat Certification

MSE Wall Installation Inspection
Course

OSHA 30 - hour Training Course

RELEVANT PROJECTS

MOBILITY, ACCESS & CONNECTIVITY PLANNING

SMART STEP TRI-RAIL PEDESTRIAN AND BICYCLE INFRASTRUCTURE

Miami-Dade County, FL.....

The Miami-Dade TPO Urban Mobility and Non-Urban Core Task Forces facilitated interagency coordination, innovation, and accelerated implementation of pedestrian and bicycle improvement projects in Miami-Dade County to increase connectivity and enhance safety. Huaman worked on the evaluation and documentation of the pedestrian and bicycle infrastructure needs as part of the SMART Street Transportation Enhancements Program (STEP).

TRANSPORTATION PLANNING

NW 67 AVENUE FREIGHT INTERMODAL CONNECTOR ANALYSIS

Miami-Dade County, FL.....

The study for NW 67th Avenue is part of an evaluation of a roadway segment of the National Highway Freight Network. Leny is part of the effort to develop improvements that address existing and future operational, social, economic, and safety needs of this corridor that includes the cargo area of the Miami International Airport as well as the adjacent street network that encompasses parts of NW 36 Street, Perimeter Drive, and NW 25 Street. This intermodal connector analysis will also provide freight travel continuity to this critical regional system and a large industrial and trade area.

STREETSCAPE & MOBILITY

MULTIMODAL CORRIDOR STUDY

FDOT DISTRICT SIX, 36TH STREET

Miami-Dade County, FL.....

SR-948/NW-NE 36 Street is an east-west corridor in Miami-Dade County that goes from SR-826/Palmetto Expressway to I-195/SR-112/ Julia Tuttle Causeway, and traverses the cities of Miami Springs, Hialeah, and Miami as well as the Village of Virginia Gardens. Jesús is assisting FDOT with the development and evaluation of multimodal improvements to address existing and future mobility, operational, social, economic, and safety needs along this corridor.

TRANSPORTATION PLANNING

TRUCK PARKING IMPLEMENTATION MASTER PLAN

Miami-Dade County, FL.....

Jesús leads the preparation of an Implementation Master Plan to advance throughout the various screenings, evaluations, and analyses completed—the top sites for implementation of truck parking facilities in Miami-Dade County. Such plan prioritizes potential efforts that can be added to the FDOT's Five-Year Work Program as well as other state/federal funding sources (e.g., grants).



JOSE CLAVELL, PE

PROJECT ROLE: SENIOR TRANSPORTATION ENGINEER

Mr. Clavell has over 20 years of experience managing multimodal planning and preliminary design projects and design projects.

His experience includes work in the multiple SMART Corridor, Transit and PD&E Studies throughout his career. In addition, he has conducted multiple multimodal feasibility studies, master plans, and has provided grants and funding management support for the Florida Department of Transportation (FDOT) Office of Modal Development. He also contributed to the PD&E Manual and the development of manhour estimate when developing PD&E Scopes. He has contributed to all phases of transportation from planning to construction.

PROFESSIONAL

EXP
Senior Engineer

EDUCATION

University of South Florida
Bachelor of Science in Civil
Engineering

PROFESSIONAL REGISTRATIONS

Professional Engineer
No. 66759 – FL, 2007

RELEVANT PROJECTS

TRANSPORTATION PLANNING

US 1 EXPRESS LANES PD&E STUDY

Miami-Dade County, FL.....
Senior engineer for this project consisting in developing and evaluating alternatives to allow toll-paying traffic to use the southern Miami-Dade Busway. The approach was to improve transit operations and facilities for transit passengers to allow for multimodal options for motorists the U.S. Route 1 corridor and throughout southern Miami-Dade County.

TRANSPORTATION ANALYSIS

RE-EVALUATION OF P&R FACILITY AT SW 344TH STREET TRANSITWAY

Miami-Dade County, FL.....
Project Manager responsible for the re-evaluation including engineering assessment and environmental analysis, collecting data for the new section being constructed, environmental data (desktop GIS), development of concepts to define potential impacts, field reviews, development of project cost, drainage, parking layout, coordination with agencies for approval of documents.

TRANSPORTATION PLANNING

NORTH CORRIDOR BRT/HRT PD&E

Miami-Dade County, FL.....
Project Engineer for the research and evaluation of the BRT Concept Evaluation Study and Heavy Rail Technology including the development of conceptual plans for Aerial Guideway Alignment including horizontal and vertical alignment, Elevated Transit Stations, and Systems.

TRANSPORTATION ANALYSIS

KENDALL CORRIDOR PD&E STUDY

Miami-Dade County, FL.....
Project Manager. This PD&E study consisting of evaluating transit/roadway alternatives by analyzing the future demand for these transportation facilities and services. In 2002, the SR- 94/Kendall Drive Corridor (Kendall Corridor) was identified as one of six Rapid Transit Corridors in the People's Transportation Plan (PTP). Miami-Dade TPO Governing Board directed that the Kendall Corridor be implemented in an expedited manner assuming full Bus Rapid Transit (BRT), Light Rail Transit (LRT), Heavy Rail Transit (HRT), or other appropriate premium transit modal technologies and strategies including reversible lanes.

TRANSPORTATION PLANNING

PUBLIC TRANSPORTATION CONSULTANT FDOT DISTRICT SIX

Miami-Dade County, FL.....
Project Manager. Responsible for this contract consisting of public transportation grants management, plans reviews, interagency coordination, conducting corridor analysis studies and providing support for transit technical reviews. Responsibilities were specifically to oversee programs and included preparing scopes and cost estimates, reviewing for compliance of all technical items for Transit Programs in Miami-Dade County.

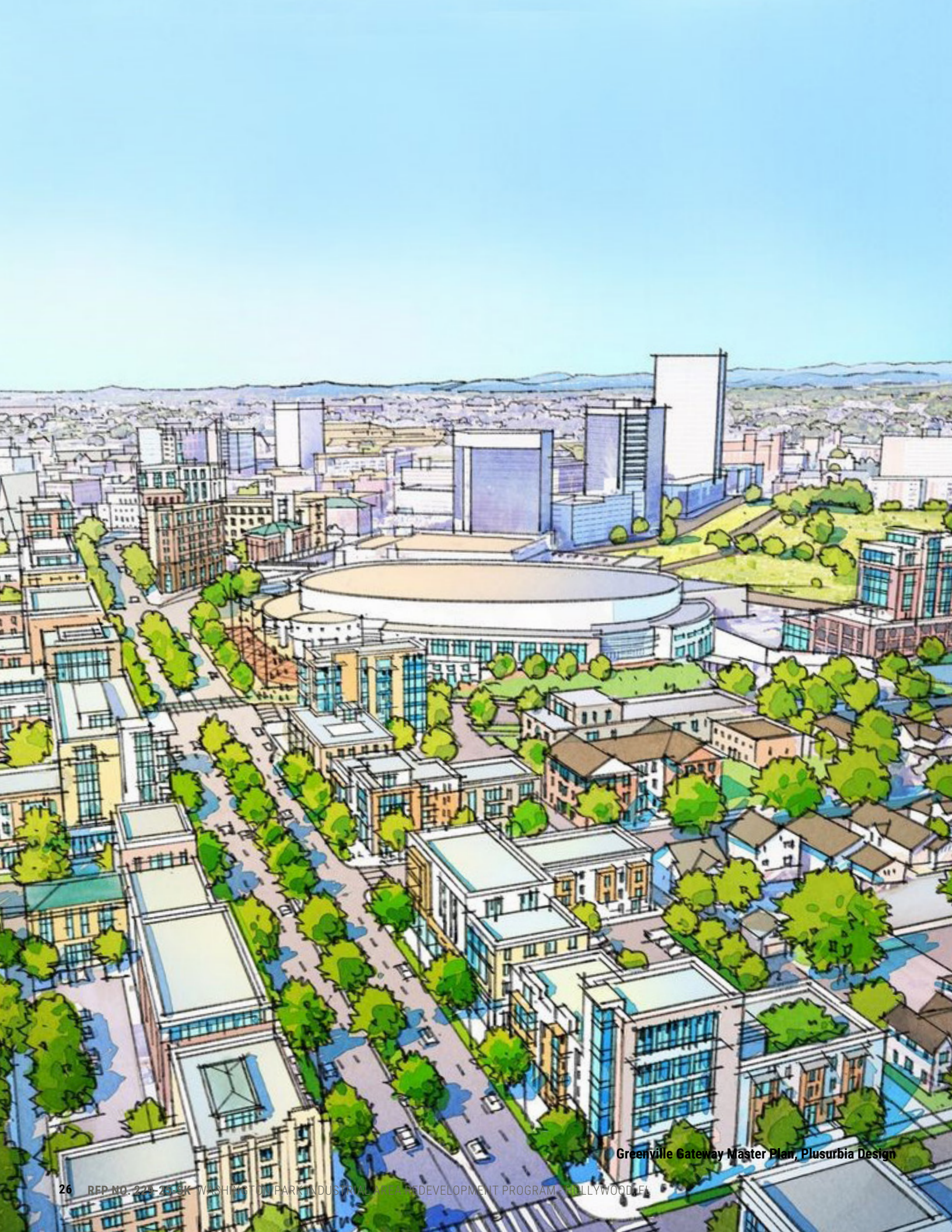




Wynwood Norte Revitalization Master Plan, Plusurbia Design

C

TECHNICAL APPROACH & TIMELINE



Greenville Gateway Master Plan, Plusurbia Design

PROJECT UNDERSTANDING

Our team understands that crafting the right Redevelopment Program for Hollywood's Washington Park Industrial Area represents **a transformative opportunity to guide a blighted and under-performing part of the city into a destination neighborhood** based on a shared community vision.

Spanning ~160 acres, the district currently encompasses a mix of industrial and commercial uses, including auto-related services, repair, and sales, as well as adjacent low-density residential properties. In alignment with the city's vision, our team will craft a Comprehensive Redevelopment Plan that addresses existing blight, promotes reinvestment, and **enhances community quality of life through strategic interventions** in land use, zoning, urban design, environmental mitigation, and economic development.

We understand the challenges facing Washington Park require a holistic approach that will leverage its vast potential while addressing the concerns and aspirations of its stakeholders. By integrating high-quality visual communication through renderings and other graphics into the plan, this initiative also aims to inspire and establish a cohesive vision for the area's future that is thoroughly backed by recommended initiatives, goals, and timeframes.

Central to the success of this program will be robust public engagement that fosters a sense of community ownership of the plan and its implementation. To accomplish this, the Redevelopment Program must **reflect the input of residents, property owners, and other local partners**, ensuring the proposed solutions align with the community's priorities and long-term vision.

By incorporating extensive stakeholder collaboration, the plan will serve as a practical and implementable framework for revitalization the entire community can be proud of.

Through this project, we aim to achieve the following objectives:

Eliminate Blight and Promote Reinvestment: Address deteriorating infrastructure and underutilized properties to attract new private investment and enhance property values.

Recalibrate Zoning and Future Land Use: Develop zoning and land use strategies that enable mixed-use development, increase multimodal connectivity, and improve the area's overall functionality as a cohesive community that meets the daily needs of its residents.

Foster Economic and Community Development: Create actionable recommendations for economic growth based on peer community success stories while building upon Washington Park's existing advantages and unique community vision.

Support Environmental Sustainability: Leverage engineering and urban planning expertise to incorporate green infrastructure and environmental resilience into the redevelopment plan.

Together, our team offers extensive experience in crafting redevelopment programs with similar complexity across South Florida communities. We are confident in our ability to deliver a strategic, actionable, and community-centered plan that will position Washington Park as a destination district that aligns with its stakeholders' goals for the future.



NORA District Master Plan, Plusurbia Design

TECHNICAL APPROACH

Our approach to the Washington Park Industrial Area Redevelopment Program is rooted in creating a data-driven, community-focused plan that integrates technical expertise, inclusive engagement, and actionable strategies.

Our phased methodology ensures a structured process that results in a motivating, comprehensive redevelopment program tailored to the community's needs and aligned with the City of Hollywood's goals.

Based on our previous experience and understanding of the city's desires for the project, we have proposed a slightly modified phasing schedule.

Indeed, in the interest of clarity, especially with regard to public engagement, we have divided Phase 1 into parts 1A and 1B, which focus on background data analysis and the bulk of community outreach, respectively.

PROPOSED PHASES

1A: Background & Data Collection

1B: Community Outreach

2A: Redevelopment Program

2B: Comprehensive Action Plan

Though we are confident in this approach, we would be pleased to collaborate with you to customize this strategy to best fit Hollywood, Washington Park, and your goals for the project.

PHASE 1A - BACKGROUND & DATA COLLECTION

Our plan development process will begin with background data analysis, building our existing understanding of Washington Park into a firm, data-informed foundation to communicate fluently with stakeholders and shape our next steps accordingly.

1A.1 - EXISTING CONDITIONS

We will evaluate current land use patterns, demographics, and infrastructure conditions within Washington Park, benchmarking trends against the City of Hollywood and other comparable communities.

A special focus will be placed on identifying the area's physical conditions, pinpointing blight, public safety issues, vacancies, and capital facility degradation. In analyzing the results of this analysis, GIS tools will be heavily employed to visualize data and pinpoint catalytic opportunities for improvement. Results will be compiled and provided in GIS and Excel spreadsheet formats.

1A.2 - PLANS AND POLICIES

Of equal importance to our team's data-driven analysis of Washington Park will be a thorough examination of relevant local, regional, and state policies, including Hollywood's Comprehensive Plan, zoning ordinances, and prior/ concurrent redevelopment initiatives, to ensure this effort aligns with and compounds existing successes. After all, local ordinance updates may be crucial to supporting the redevelopment of the area in a way conducive to stakeholder visions.



Comprehensive Planning Workshop, Plusurbia Design

Also included in this pursuit will be a review of mobility, utility, and other plans to establish a broad understanding of citywide resources.

Lastly, we recognize that ongoing changes to US-441, Hollywood Blvd, and the Florida Turnpike constitute contextual factors that our team must consider.

1A.3 - ECONOMIC CONDITIONS ANALYSIS

Leveraging BusinessFlare's unrivaled expertise in economic redevelopment across Florida, as well as their previous studies on existing Hollywood corridors, our team will underpin this key initiative by collecting tax base, ownership, and other data alongside proven analyses of long-range real estate market trends and current property values. An ergonomically presented gap analysis will include both quantitative and qualitative data on market opportunities.

While these statistics and projections will inform our economic approach, our team believes truly transformative economic development extends beyond the findings of gap analyses and leverages investment in placemaking to intentionally foster new market demand.

As such, our findings will outline the role of the city, private owners, and other partners in Washington Park's redevelopment, unifying our economic and planning strategy for the district.

PHASE 1A - DELIVERABLES

Community Outreach Plan

With our background assessment of Washington Park, early kick-off meetings, and economic conditions analysis

complete, our team will develop a clear Community Outreach Plan, detailing our vision for continued engagement with the community and stakeholders throughout the project's duration.

We understand this is a critical deliverable, as public engagement must be at the heart of this project for it to be successful, and therefore propose launching this initiative as Phase 1B.

PHASE 1B - COMMUNITY OUTREACH

Based on our broad experience and refined in accordance with background and data collection, our approach to public engagement will emphasize authentic participation and building community buy-in. It will also capitalize on community education opportunities, underscoring the value of the redevelopment program in shaping Washington Park's future.

1B.1 - EMPOWERING THE COMMUNITY

Through a range of engagement methods —workshops, open houses, online platforms, and mobile-friendly surveys— we'll provide accessible avenues for feedback by meeting people where they are.

Our bilingual and culturally responsive engagement, as demonstrated in past plans, such as *Little Havana Me Importa*, will allow us to connect with Washington Park's community, building trust for future planning efforts and supporting their implementation.

1B.2 - ROBUST ONLINE ENGAGEMENT

In today's hybridized world, maintaining a robust digital platform to inform and engage with the public on every aspect of the planning process is paramount.



Pop-up Engagement in Little Havana (Miami), Plusurbia Design

Our team has had great success creating attractive digital platforms for project engagement. We have built several custom websites for projects of all scales, including Hialeah2050.com, BrevardArchStandards.com, and OurBelmont.org.

Bespoke tools like these allow stakeholders to follow along with project progress, track upcoming in-person engagement events, understand the public feedback heard at those events, download materials, and respond to project surveys. We can effectively implement this tool as part of our community outreach should the city feel it is beneficial.

1B.3 - PROMOTIONAL MATERIALS

In advance of public events, our team will produce eye-catching promotional materials for print and digital circulation to maximize attendance and engagement. This will be accomplished through our in-house graphic design team and tailored to the city's recommendations.

1B.4 - PROJECT SURVEYS

Hosted online, project surveys can be deployed to help identify perceived opportunities and issues in Washington Park by residents, business owners, and other stakeholders.

We recommend one preliminary survey be launched during the public engagement kick-off and another be released in conjunction with policy development as recommended programs are refined. This second survey will ask, "Did we hear you?"

1B.5 - SMALL GROUP STAKEHOLDER ENGAGEMENT

Collaborating with city staff, our team will determine the key public and private sector stakeholders of the Comprehensive Redevelopment Program.

To fully engage these individuals and groups, we will conduct four small group meetings to discuss Washington Park's future, constraints, and each stakeholder's relationship to the effort and its outcomes. These meetings will be held throughout the policy-making process to collect input on evolving deliverables. Talking points, observations, and goals will be documented.

1B.6 - COMMUNITY WORKSHOPS

As the heart of our community engagement program, neighborhood workshops will be held to collect public feedback through discussion and graphical means, as well as to promote online survey responses and other follow-up engagement. These in-person meetings will feature one kick-off event and one workshop.

Attendees will offer feedback on their community and suggestions for the district's future development patterns, grounded in the drafting of a new vision statement and goals. Our team will work with city staff on the best time to schedule these events to maximize turnout.

1B.7 - FINAL PRESENTATION

Finally, we acknowledge this plan's path to adoption will involve presentations to Hollywood's Planning and Development Board, City Commission, and other applicable committees.



Hialeah Complete Streets Design, Plusurbia Design

PHASE 1B - DELIVERABLES

Though integration of public feedback and multiple analyses into the full planning document at the conclusion of this project will be the ultimate result of Phase 1, we recognize the city's desire for the Background and SWOT Analysis components to also be packaged as an individual deliverable.

Background Study & SWOT Analysis

A clear and comprehensive background study, including all relevant findings from Phase 1, such as pertinent adopted plans and regulations, existing physical and economic conditions, planned public and private improvements, property ownership, current uses, and market conditions based on the economic analyses, will be produced.

Building on Plusurbia's legacy of highly graphic, easy-to-navigate documents, the information presented will follow a narrative structure supported by images, mapping, and other illustrative communication techniques, such as infographics.

As part of this, a SWOT analysis will also be compiled, summarizing key takeaways from completed research exercises.

PHASE 2A - REDEVELOPMENT PROGRAM

With a clear understanding of the area's conditions and community goals, we will create a targeted redevelopment strategy for Washington Park. The resulting program will serve as an integrated urban planning, design, and economic development approach underpinned by engineering analyses to delineate a forward-looking approach to the district's complete revitalization.

Considering its organization, the program will be directed by a vision statement and goals determined during Phase 1, framing policies that will result in both short-term (1-3 years) and long-term (4-10 years) outcomes.

These best practice recommendations will be supported by case study profiles and illustrative graphics, and will address urban design, mobility/ connectivity and other infrastructure needs, sustainability interventions and upgrades, zoning and land use updates, and implementable economic development strategies.

PHASE 2A - DELIVERABLES

Similar to the Background Study & SWOT Analysis produced at the conclusion of Phase 1B, the Redevelopment Program will be packaged as both an individual deliverable during Phase 2A, and part of a full planning document including the Comprehensive Action Plan.

Conceptual Urban Design Guidelines

To effectively shape future development and public sector investments that will advance the community driven vision for Washington Park's future, Conceptual Urban Design Guidelines will be essential.

Highly experienced in this work, Plusurbia will organize the guidelines by topic area, using custom 3D graphics, charts, and more to ensure they are simple and well organized for the development community to follow, but sufficiently descriptive to reinforce complex ideas.

The concepts outlined in this document will be shaped by public engagement, reflecting the community's preference for building types, styles, public realm upgrades and more.



Little River Master Plan, Plusurbia Design

As requested, the Conceptual Design Guidelines will address streetscape improvements, public space design, and perhaps most importantly, building architecture.

Guidelines for each of these subjects will be clearly delineated into their smaller concepts. For example, the architectural guidelines will detail, at a minimum, building height, massing, setbacks, materials, and facade design.

Mobility & Connectivity Recommendations

A key theme of Washington Park's Redevelopment Program will be increasing multimodal connectivity, enhancing the district's environment for pedestrians, cyclists and transit riders, as well as vehicles to better connect them to new residences, businesses and services.

Sustainability Recommendations

Sustainability-focused recommendations will be woven throughout the program and into the Conceptual Design Guidelines, ensuring consistent issues, such as flooding, are addressed by future infrastructure investments and site design.

Physical Improvement Recommendations

Though the Conceptual Design Guidelines will offer adequate direction for Washington Park's future urban form, multiple catalytic physical improvements will likely be necessary to kickstart economic revitalization. Physical improvement recommendations may include landscaping, community facilities, or parking investments, but may also focus on less visible improvements, including water and sewer capacity upgrades, flood control, and more.

Zoning and Land Use Recommendations

Critically, our team will propose updates to Hollywood's

zoning and future land use policies as needed to efficiently implement the future vision for Washington Park. Such recommendations will be necessary to accommodate any substantial changes in district use and character.

In order to expedite these updates, our team will prepare structural maps that illustrate potential heights, densities, land uses, transportation networks and environmental constraints.

Economic Development

Finally, the robust economic analyses conducted in Phase 1A will lend themselves to planning-linked strategies to address blighted and underused properties, business recruitment and incubation, and facade improvement and property reinvestment incentives.

These economic development recommendations will be backed by case studies as applicable and highlighted within the final document.

PHASE 2B - COMPREHENSIVE ACTION PLAN

As the final project component, our team will develop a Comprehensive Action Plan, translating the information collected in Phase 1 and recommendations from Phase 2A into clear, strategic action steps. Offered as both a standalone deliverable and the third part of a unified planning document for Washington Park, the Action Plan will inform city officials and stakeholders how to coordinate and effectively execute the district's revitalization and redevelopment.

Step-by-step actions, timelines, and cost estimates will be included, alongside possible funding strategies and



recommended partnerships to ensure the final direction is implementable over the life of the plan.

Finally, to ensure ease of use as a working document, the Comprehensive Action Plan will include a limited narrative in favor of timelines, charts, tabs, and other hierarchical measures to convey direction and responsibilities.

PHASE 2B - DELIVERABLES

The completed Comprehensive Action Plan will serve as the deliverable for this section. Specifically, it will offer insight on how to implement the economic incentives, public improvements, and other action items addressed in the Redevelopment Program.

Our team will also ensure potential funding sources have been identified, and will coordinate with staff to detail responsible parties for implementation. In past projects, we have assisted the city to create a Technical Advisory Committee of department heads for implementation to ensure each governmental division is informed and motivated to execute the plan.

Key Performance Indicators

Lastly, to assist with implementation and maintain progress long after plan adoption, our team will include a series of KPIs, developed in conjunction with the city, to assess the meeting of goals and completion of objectives over time. These metrics will emphasize measurability to allow for the most accurate sense of progression possible.



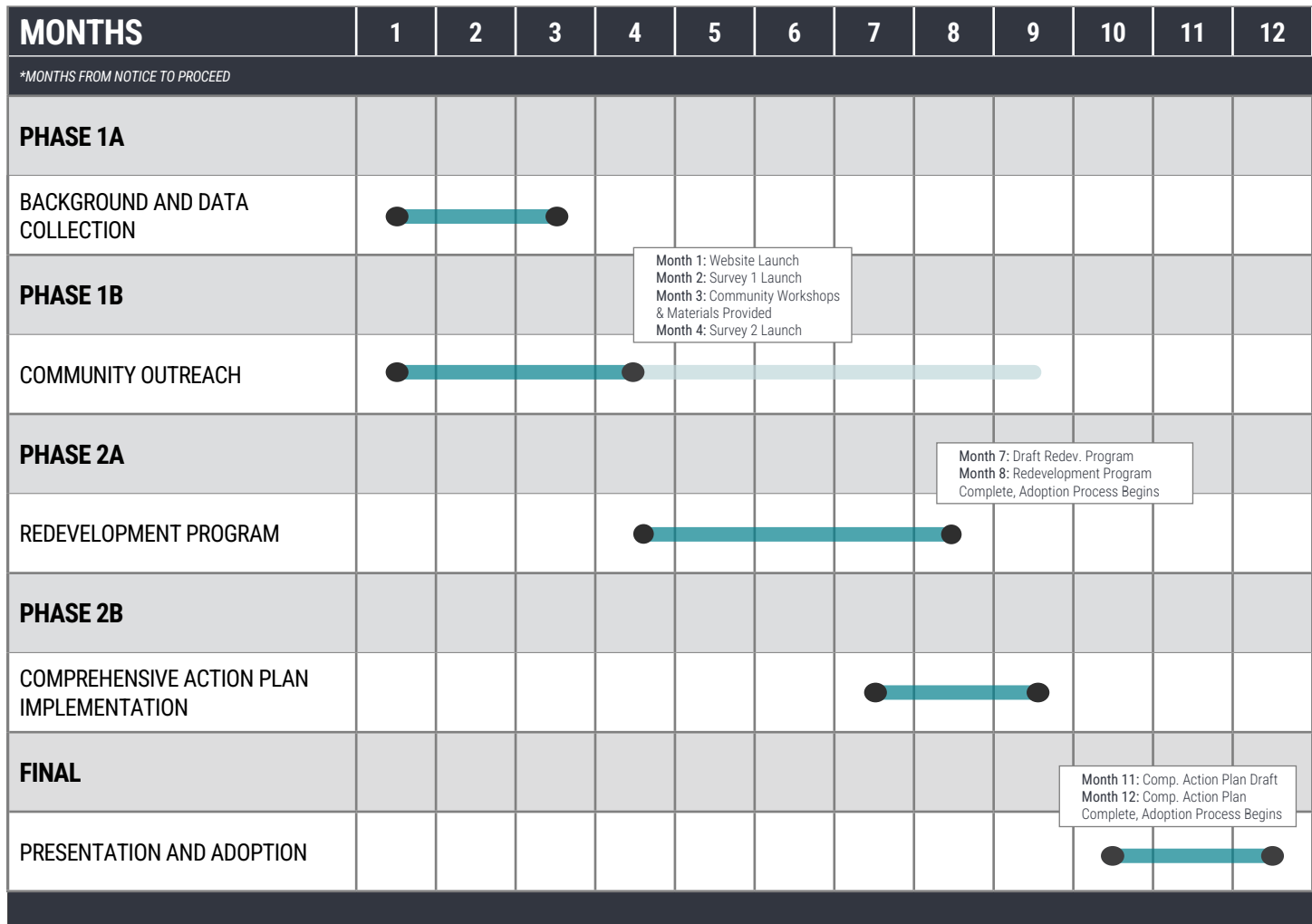
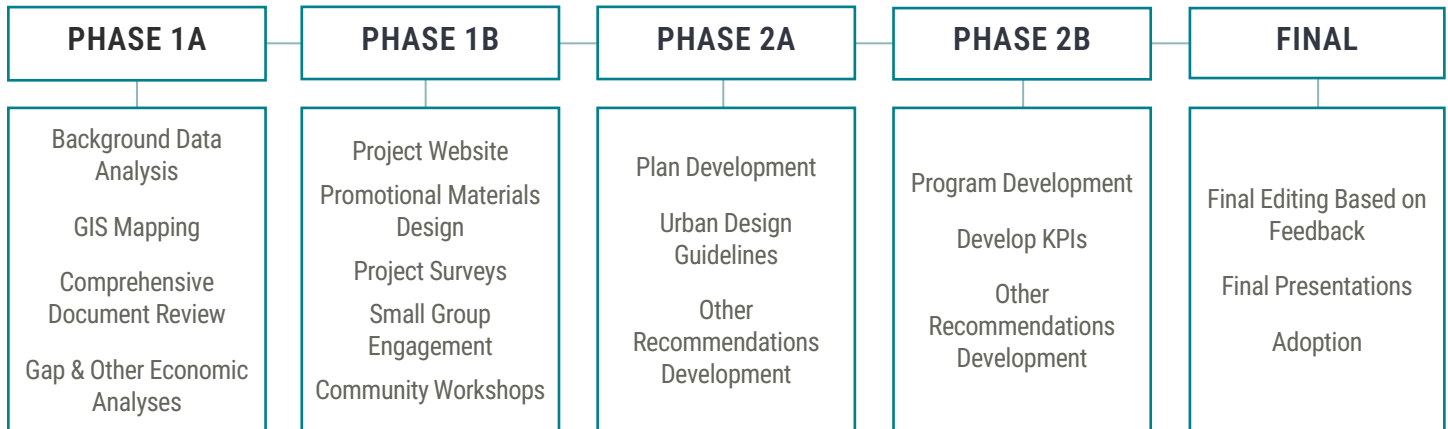
PROJECT TIMELINE

This phased approach ensures that the redevelopment plan is rooted in data, informed by community input, and refined through collaboration with the City and stakeholders. It balances efficiency with thoroughness, resulting in a comprehensive, actionable, and visionary plan for Washington Park.

● Start/End Date

■ Duration

■ Background







Little River TOD Master Plan, Plusurbia Design

D

REFERENCES

VENDOR REFERENCE FORM

City of Hollywood Solicitation #: RFP-229-25-SK for Washington Park Industrial Area Redevelopment Program

Bidder/Respondent's Name: Plusurbia Design

Organization Name providing reference: City of West Plam Beach

Organization Contact Name: Ana Maria Aponte **Title:** Assistant Development Services Director

Email: aaponte@wpb.org **Phone:** 561.822.1439

Name of Referenced Project: NORA District **Contract No:** N/A

Date Services were provided: **Project Amount:** N/A

Referenced Vendor's role in Project: ☐ Prime Vendor ☐ Subcontractor/ Subconsultant

Would you use the Vendor again? ☐ Yes ☒ **X No.** Please specify in additional comments

Description of services provided by Vendor (provide additional sheet if necessary):

Comprehensive planning services for the North Railroad (N.O.R.A.) District. Work included master planning, urban design, and the development of zoning and comprehensive plan amendment recommendations. These efforts aimed to revitalize the district, transforming it into a vibrant mixed-use area with enhanced connectivity, sustainable growth strategies, and a development framework aligned with the revitalization goals while protecting small scale historic residential structures.

Please rate your experience with the Vendor	Need Improvement	Satisfactory	Excellent	Not Applicable
Vendor's Quality of Service				
a. Responsive	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> x	<input type="checkbox"/>
b. Accuracy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> x	<input type="checkbox"/>
c. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> x	<input type="checkbox"/>
Vendor's Organization:				
a. Staff expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> x	<input type="checkbox"/>
b. Professionalism	<input type="checkbox"/>	<input type="checkbox"/>	x <input type="checkbox"/>	<input type="checkbox"/>
c. Staff turnover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	x <input type="checkbox"/>
Timeliness/Cost Control of:				
a. Project	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> x	<input type="checkbox"/>
b. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> x	<input type="checkbox"/>

Additional Comments (provide additional sheet if necessary):

Plusurbia worked with the City on the redevelopment plan for the Nora District and their expertise was fundamental on crafting a plan that fits the community and advanced the area in perfect sink with the overall goals of the downtown plan. Plusurbia was retained by the main property owner on the area to support the city on the new vision for the area and drafting of the zoning changes necessary to implement it. The plan is currently being implemented.

******THIS SECTION FOR CITY USE ONLY******

Verified via:	Email:	<input type="checkbox"/>	Verbal:	<input type="checkbox"/>	Mail:	<input type="checkbox"/>
Verified by:	Name:		Title:			
	Department:		Date:			

VENDOR REFERENCE FORM

City of Hollywood Solicitation #: RFP-229-25-SK for Washington Park Industrial Area Redevelopment Program

Bidder/Respondent's Name: Plusurbia Design

Organization Name providing reference: City of Miami, Planning Department

Organization Contact Name: David Snow **Title:** Director

Email: DSnow@miamigov.com **Phone:** 305-416-1474

Name of Referenced Project: Wynwood Code Amendments **Contract No:**

Date Services were provided: **Project Amount:** \$40,000

Referenced Vendor's role in Project: ☒ Prime Vendor ☐ Subcontractor/
Subconsultant

Would you use the Vendor again? ☐ Yes ☐ No. Please specify in additional comments

Description of services provided by Vendor (provide additional sheet if necessary):

Wynwood NRD-1 zoning code updates, building on the 2015 Wynwood Master Plan and NRD-1 overlay (authored by the same firm). Amendments crafted to align Wynwood's revitalization, refining regulations to support mixed-use development, enhance walkability, and encourage vibrant public spaces. The process required stakeholder collaboration to ensure community buy-in, aligning the district's rapid growth, unique character and shared vision. (Project contracted through the Wynwood BID)

Please rate your experience with the Vendor	Need Improvement	Satisfactory	Excellent	Not Applicable
Vendor's Quality of Service				
a. Responsive	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Accuracy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Vendor's Organization:				
a. Staff expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Professionalism	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Staff turnover	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Timeliness/Cost Control of:				
a. Project	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Additional Comments (provide additional sheet if necessary):

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Verified by:	Name:				Title:	
	Department:				Date:	

VENDOR REFERENCE FORM

City of Hollywood Solicitation #: RFP-229-25-SK for Washington Park Industrial Area Redevelopment Program

Bidder/Respondent's Name: Plusurbia Design

Organization Name providing reference: City of Miami, Planning Department

Organization Contact Name: David Snow **Title:** Director

Email: DSnow@miamigov.com **Phone:** 305-416-1474

Name of Referenced Project: West Grove Revitalization MP **Contract No.:**

Date Services were provided: **Project Amount:** \$120,000

Referenced Vendor's role in Project: ☒ Prime Vendor ☐ Subcontractor/
Subconsultant

Would you use the Vendor again? ☐ Yes ☐ No. Please specify in additional comments

Description of services provided by Vendor (provide additional sheet if necessary):

Plusurbia Design delivered a comprehensive suite of planning services aimed at revitalizing the neighborhood, addressing housing affordability, preserving community character, and mitigating displacement in one of Miami's historically significant areas. The process involved extensive public participation and included tasks such as urban design, mapping, research, GIS analysis, zoning and comprehensive plan amendment recommendations, feasibility through TIF financing, and action planning.

Please rate your experience with the Vendor	Need Improvement	Satisfactory	Excellent	Not Applicable
Vendor's Quality of Service				
a. Responsive	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Accuracy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Vendor's Organization:				
a. Staff expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Professionalism	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Staff turnover	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Timeliness/Cost Control of:				
a. Project	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Additional Comments (provide additional sheet if necessary):******THIS SECTION FOR CITY USE ONLY******

Verified via:	Email:	<input type="checkbox"/>	Verbal:	<input type="checkbox"/>	Mail:	<input type="checkbox"/>
Verified by:	Name:				Title:	
	Department:				Date:	

VENDOR REFERENCE FORM

City of Hollywood Solicitation #: RFP-229-25-SK for Washington Park Industrial Area Redevelopment Program
Bidder/Respondent's Name: Plusurbia Design
Organization Name providing reference: Ten North Group
Organization Contact Name: Dr. Logan **Title:** CEO
Email: Logan@tennorthgroup.com **Phone:** (305) 796-0834
Name of Referenced Project: Opa Locka Downtown MP **Contract No:**
Date Services were provided: 2014-ongoing **Project Amount:** \$150,000
Referenced Vendor's role in Project: ☒ Prime Vendor ☐ Subcontractor/
Would you use the Vendor again? ☒ Yes ☐ No. Please specify in additional comments

Description of services provided by Vendor (provide additional sheet if necessary):

Provided comprehensive services for the Opa-locka Master Plan, including urban design, land use planning, transit-oriented development strategies, zoning recommendations, infrastructure planning, and an economic planning study. These efforts focused on revitalizing the downtown area, enhancing connectivity, and creating a vibrant mixed-use district.

Please rate your experience with the Vendor	Need Improvement	Satisfactory	Excellent	Not Applicable
Vendor's Quality of Service				
a. Responsive	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Accuracy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Vendor's Organization:				
a. Staff expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Professionalism	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Staff turnover	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Timeliness/Cost Control of:				
a. Project	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Additional Comments (provide additional sheet if necessary):

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Verified by:	Name:				Title:	
	Department:				Date:	





Brandon Town Center Master Plan, Plusurbia Design

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PROJECT WORK SAMPLES



REVITALIZATION MASTER PLAN

OVERTOWN REVITALIZATION MASTER PLAN

MIAMI, FL

Project Type: Master Planning

Project Status: Completed | October 2023

Site Area: 413 acres

Team: Plusurbia Design (Lead), Hood Design Studio, Studio Roberto
Rovira, Watson+Co, Streetsense

Client: Terra Group, City of Miami

Faced with development pressures, the Overtown Neighborhood is at risk of being re-developed without a vision that strengthens the identity of this historically rich community.

Barriers, such as the I-95 highway, create physical and perceived obstacles to stitch the neighborhood back together and connect it to its surroundings, providing accessibility to transportation options such as the Metro Rail and Brightline stations and improving public spaces and streets in a coordinated manner.

While much of the reinvestment has been seen in Overtown East, development in Overtown West (to the west of the I-95) has just recently begun. In the interest of a cohesive approach and spearheading a context-conscious approach, this project will analyze and highlight the cultural legacies of the neighborhood and propose recommendations to improve the public realm to reconnect the entire neighborhood and protect its assets to guide future development and public reinvestment. ■





COMMUNITY VISION PLAN

WYNWOOD NORTE

MIAMI, FL

Project Type: Neighborhood Revitalization**Project Status:** Completed | September 2019**Site Area:** 207 acres**Team:** Plusurbia Design + C-Street Collaborative**Client:** Wynwood Community Enhancement Association

Faced with development pressure, the Wynwood Norte Neighborhood is at risk of being redeveloped without a clear, holistic vision where a historically cohesive community may lose its current identity and strengths. This, in turn, may affect the future livability of its current neighbors and future residents. This community-led Master Planning exercise surveys the neighborhood, its character, and conditions; it presents a comprehensive Vision Plan integrating what residents, business owners, community leaders, and stakeholders of Wynwood Norte want to see in their community with best planning practices.

This plan emphasizes growth that supports existing residents. This plan recognizes and addresses residents' fear of keeping their homes by introducing measures to mitigate displacement and improve affordability. Proposed strategies help residents reinvest in existing homes and to provide residents with expanded and better-quality housing options within the neighborhood.

Proactive steps are taken to preserve the existing residential fabric while introducing incentives to develop or redevelop vacant and/or underutilized sites to meet community needs. It prioritizes public investments in infrastructure, transportation, open spaces, and parks, promoting sustainability and green building practices while providing equitable access to jobs and services. ■





NEIGHBORHOOD REVITALIZATION DISTRICT

WYNWOOD NRD-1

MIAMI, FLORIDA

Project Type: Planning & Zoning

Project Status: Completed | August 2015

Dates: August 2015, Follow Up Services Ongoing

Site Area: 273 acres

Team: Plusurbia Design

Client: Wynwood Business Improvement District

The Wynwood NRD enhances pedestrian experiences, promotes diverse housing, and funds open space and centralized parking in a mixed-use, 24-hour neighborhood. The APA award-winning plan preserves unique street art and industrial characteristics while creating a dense, walkable urban development framework with new housing, retail, and open space in an arts district.

It supports creative industries with walkable streets, transit corridors, and green space. The NRD creates more residential development, allowing smaller units to serve millennials and artists with affordable apartments and live-work units. A Transfer of Development Rights program enables warehouse owners to sell the development rights to their buildings – so development pressures do not eliminate legacy structures. ■



APA National Economic Development Plan Award

APA Florida 2016 Award of Excellence

APA Gold Coast Chapter 2015 Best Plan Award

APA 2015 America's Great Places Award



AFFORDABLE HOUSING

WEST GROVE AFFORDABLE HOUSING

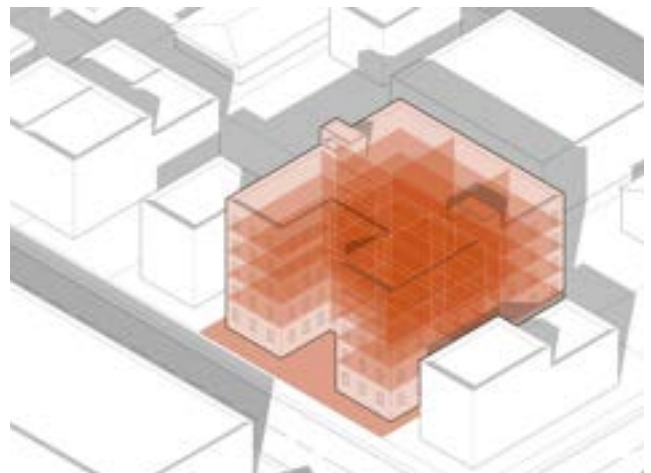
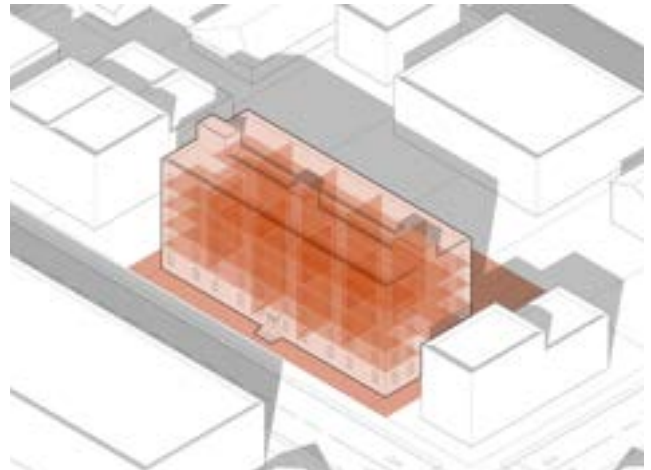
MIAMI, FLORIDA

Project Type: Affordable Housing**Project Status:** Completed | June 2022**Dates:** July 2021 – June 2022**Site Area:** 960 acres**Team:** Plusurbia Design, BusinessFlare, The Corradino Group**Client:** City of Miami

Creating the right conditions for Affordable Housing in a neighborhood requires a carefully calibrated combination of factors to be considered carefully. Variables are often difficult to estimate and predict and differ greatly, including development costs, market conditions, and land availability. Others can be managed through policy, regulation, administrative processes, and financial assistance to increase opportunities and the likelihood of Affordable Housing being built in any given area.

This Blueprint for Affordable Housing provides a guide to make policy and legislative modifications to the current conditions in the West Grove to incentivize its Affordable Housing component. It also includes case studies where this has been achieved and proposes Assistance Programs to mitigate the displacement of its residents.

The proposed recommendations are intended to improve the tangible, implementable, and predictable factors based on current conditions to create Affordable Housing in the West Grove. Regular calibrations and modifications to these recommendations will be necessary to keep up with changing local and regional socio-economic conditions. This will ensure that, over time, families in West Grove can remain in their homes and not be cost-burdened by it, giving them upward economic mobility within the neighborhood. ■





REVITALIZATION MASTER PLAN

LITTLE HAVANA

MIAMI, FL

Project Type: Neighborhood Revitalization**Project Status:** Completed | June 2019**Site Area:** 1,700 acres**Team:** Plusurbia Design (lead), National Trust for Historic Preservation, Dade Heritage Trust, Urban Health Partnerships, Live Healthy Little Havana, City of Miami**Client:** Health Foundation of South Florida

Plusurbia led the team in the partnership, preserving the authenticity of Little Havana while creating design guidelines for proper growth and development and setting the stage for zoning recommendations.

The unprecedented project was in partnership with the National Trust for Historic Preservation, which named Little Havana a “National Treasure.” The effort also focused on healthy urban living, a goal of project partner Live Healthy Little Havana. Dade Heritage Trust and Urban Health Partnerships were also partners in this initiative to retain character, density, scale, and affordability in Little Havana.

This is an outgrowth of Plusurbia’s advocacy for a complete streets approach to the pending FDOT redesign of the Calle Ocho corridor (SW 7 and SW 8 streets between SW 27 and Brickell avenue). Images were created of a 21st-century Calle Ocho with multimodal transportation alternatives such as dedicated bike and transit lanes, comfortable wide sidewalks, and additional safe crosswalks in a vibrant urban setting. ■



APA Florida - Gold Coast - Award of Excellence

APA Florida Award of Excellence

Making Cities Livable Conference Honor Award for Excellence

Dade Heritage Trust Annual Preservation Award

2019

2019

2019

2015



URBAN PLANNING + DESIGN, ZONING REGULATIONS

NORTH RAILROAD AVENUE (NORA) DISTRICT

WEST PALM BEACH, FLORIDA

Project Type: Urban Planning and Design

Project Status: Completed

Dates: November 2019 – March 2022

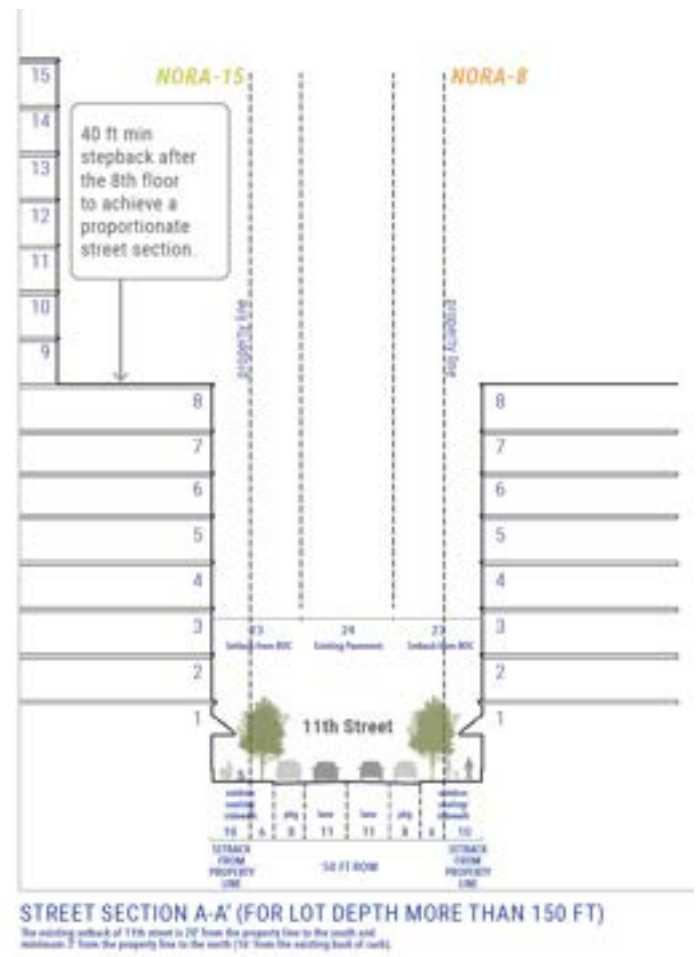
Site Area: 43 acres

Team: Plusurbia Design

Client: NDT Development

The NORA (North Railroad Avenue) District project in West Palm Beach brought forth a visionary master plan and regulatory framework aimed at revitalizing an area populated by grayfields. Rooted in the core principles of Urban Development, Urban Connections, and Vibrant Places, the project sought to breathe new life into the district by creating an attractive urban space that fosters connections between people and their surroundings. The primary goal was to create a dynamic mixed-use entertainment hub, incorporating retail, office spaces, and residential units. Presently, this transformation is actively unfolding through ongoing construction efforts.

Plusurbia meticulously crafted a novel regulatory framework to facilitate the envisioned changes, including the establishment of a zoning overlay district tailored to the area's unique characteristics. Our team will use lessons learned on this project to create highly graphical design guidelines for the Henry Co site, draft an overlay calibrated to the master plan vision, and channel the right components for a destination. ■





MASTER PLAN AND TRANSIT-ORIENTED DEVELOPMENT

OPA-LOCKA CDC

OPA-LOCKA, FL

Project Type: Transportation Planning & Urban Design

Project Status: Ongoing

Dates: June 2022 – present

Site Area: approx. 6 acres

Team: Plusurbia Design + BusinessFlare

Client: Opa-locka Community Development Corporation Inc.

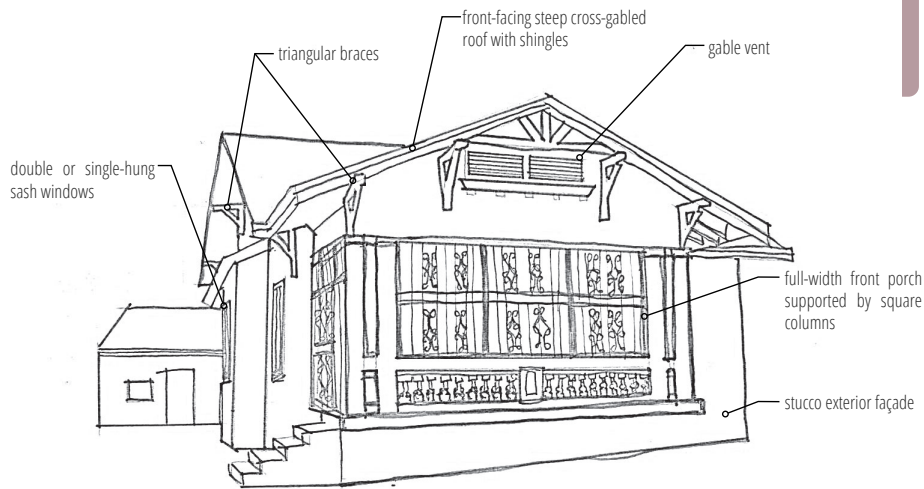
A Miami inner-ring suburb in search of economic recovery, Opa-locka is defined by unique Moorish architecture and an advantageous location. Currently, a Plusurbia-led team is assisting the Opa-locka CDC to define a comprehensive approach to the redevelopment of several parcels at the edge of downtown. With an adjacent, well-maintained rail station offering connectivity to all three metropolitan counties, the project's strategy is based around Transit Oriented Development principles.

Equally important in the catalytic mission of these redevelopment sites is the role they play in citywide safety and security perception. Through Ken Stapleton & Associates' SafeDesign™ expertise, the team has assessed the area regarding safety and security perceptions, and their impact on investment, revitalization, and placemaking efforts. Logically, these became a core component of the recommendations related to the physical environment, metrics, and programs.

The project also highlights the need for multimodality, mixed-use development, and a diversity of housing typologies and price points, providing strategies and policies for each. ■

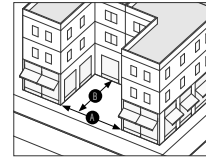


ARTS & CRAFTS



ZONES 4 AND 5

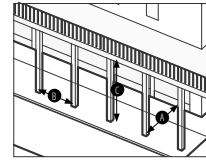
FRONTAGE STANDARDS



FORECOURT

Forecourts are uncovered courts within a building. They usually result in a u-shaped building footprint in which the forecourt is open toward the street. When a forecourt faces a similarly sized one across the street it can define a larger open space that provides an occasional interruption of the street wall. A forecourt allows for increased natural light and ventilation.

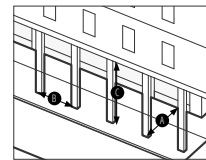
Width	● 40 ft min
Depth	● 40 ft min
Height to width ratio	Height should not exceed 2 times the width of the forecourt



GALLERY

Galleries provide for a roof or balcony that is supported on columns or posts, which are usually spaced regularly. The posts or columns which support the gallery and encroach into the public right-of-way. This frontage type is ideal for retail use when the sidewalk is fully designed within the gallery for complete pedestrian coverage. Easements may be needed, or a building will be permitted to setback from the right-of-way to provide this frontage.

Depth	● 15 ft min
Encroachments into the right-of-way	● May overlap the sidewalk to within 2 feet of the curb
Height	● 12 ft clear min



ARCADE

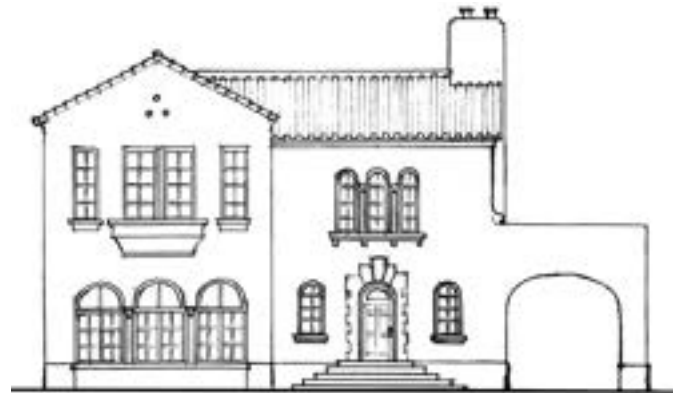
A colonnade supporting habitable space that overlaps the sidewalk, while the facade at sidewalk level remains at or behind the frontage line. This frontage type is ideal for retail use but only when the sidewalk is covered within the colonnade so that a pedestrian cannot bypass it.

Depth	● 15 ft min
Encroachments into the right-of-way	● May overlap the sidewalk to within 2 feet of the curb
Height	● 12 ft clear min

PLANNING, PRESERVATION + URBAN DESIGN

EL PORTAL DESIGN GUIDELINES

EL PORTAL, FLORIDA

Project Type: Planning & Design Guidelines**Project Status:** Completed**Dates:** December 2019 – October 2020**Site Area:** Village-wide**Team:** Plusurbia Design**Client:** Village of El Portal, FL

The Village of El Portal Council unanimously adopted the first El Portal Design Guidelines in October 2020. Crafted by our team, in conjunction with staff and the community through various workshops and design preference exercises, the guidelines aim to preserve and enhance the Village of El Portal's unique character while allowing for change and modern construction methods through new development.

Critically, the guidelines also facilitate the review process by clarifying the architectural expectations of the community. These include an aim to achieve street-friendly buildings (pedestrian-centric), architectural authenticity, resiliency and contextuality.

Primarily focused on infill opportunities, due to the nature of the community, the El Portal Design Guidelines articulate principles that guide architects, developers, and property owners to craft a built environment compatible with the context of existing development.

This includes addressing factors such as building composition, scale, and articulation to establish a measure of architectural harmony that accommodates diverse, yet appropriate, styles/ uses and addresses landscaping and site design elements.

This prior experience with successfully adopted Design Guidelines demonstrates Plusurbia is well suited to develop guidelines for the Washington Park Industrial Area. Additionally, the majority of our staff was educated with an architectural background, understanding both the importance of thorough design planning, but also the realities of cost and constructibility.

Similar to the needs of Washington Park, our project in El Portal featured guidelines for Massing, Composition, Roofs, Doors, Windows, Materials, Color and Frontages, as well as Site Elements like Landscape Design, across a number of Building Typologies. ■





Brandon Town Center Master Plan, Plusurbia Design

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PROJECT WORK SAMPLES

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WYNWOOD

DEVELOPMENT RECOMMENDATIONS

draft - for discussion purposes only


July 2014

created by:

 **PlusUrbia**

in collaboration with:

**The Wynwood
Business Improvement District**



“Vision is day dreaming with your feet on the ground”

Tony Goldman

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PLANNING AND ZONING DEPARTMENT**

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Castillo Arquitectos

cover and back cover art by Shepard Fairey
all aerial photography by google earth and apple maps as credited

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WHAT	1. BACKGROUND / ANALYSIS
WHY	2. THESIS
	3. RECOMMENDATIONS
HOW	4. IMPLEMENTATION
	5. APPENDIX



“Wynwood is a living museum, filled with endless possibilities”

Tom Curitore (Executive Director Wynwood BID)



BACKGROUND/ANALYSIS

INTRODUCTION

Wynwood is an eclectic district in the urban core of Miami, Florida that thrives on color, life, innovation, and character. And with more street art than anywhere in America, Wynwood is further defined by its vibrant look and feel. It's home to a diverse fabric of people, businesses, and organizations rooted in creativity and entrepreneurship. Wynwood's boundaries stretch from NW 20th Street to NW 29th Street and from I-95 to the FEC Railway east of North Miami Avenue.

Throughout the mid-to-late 1900s, this area was an enclave for Caribbean immigrants and home to Miami's Garment District—a bustling manufacturing and logistics hub engaged in trade and commerce with Latin America. Following a decade of economic exodus and depression, the district was awash with vacant warehouses, factories and other neglected buildings.

It's impossible to overstate the impact of art on the subsequent revival of Wynwood. In a unique reversal of progression, street art sparked Wynwood's renaissance. Large concrete structures with windowless facades became canvases for the unprecedented volume of artistic expression that would soon arrive.

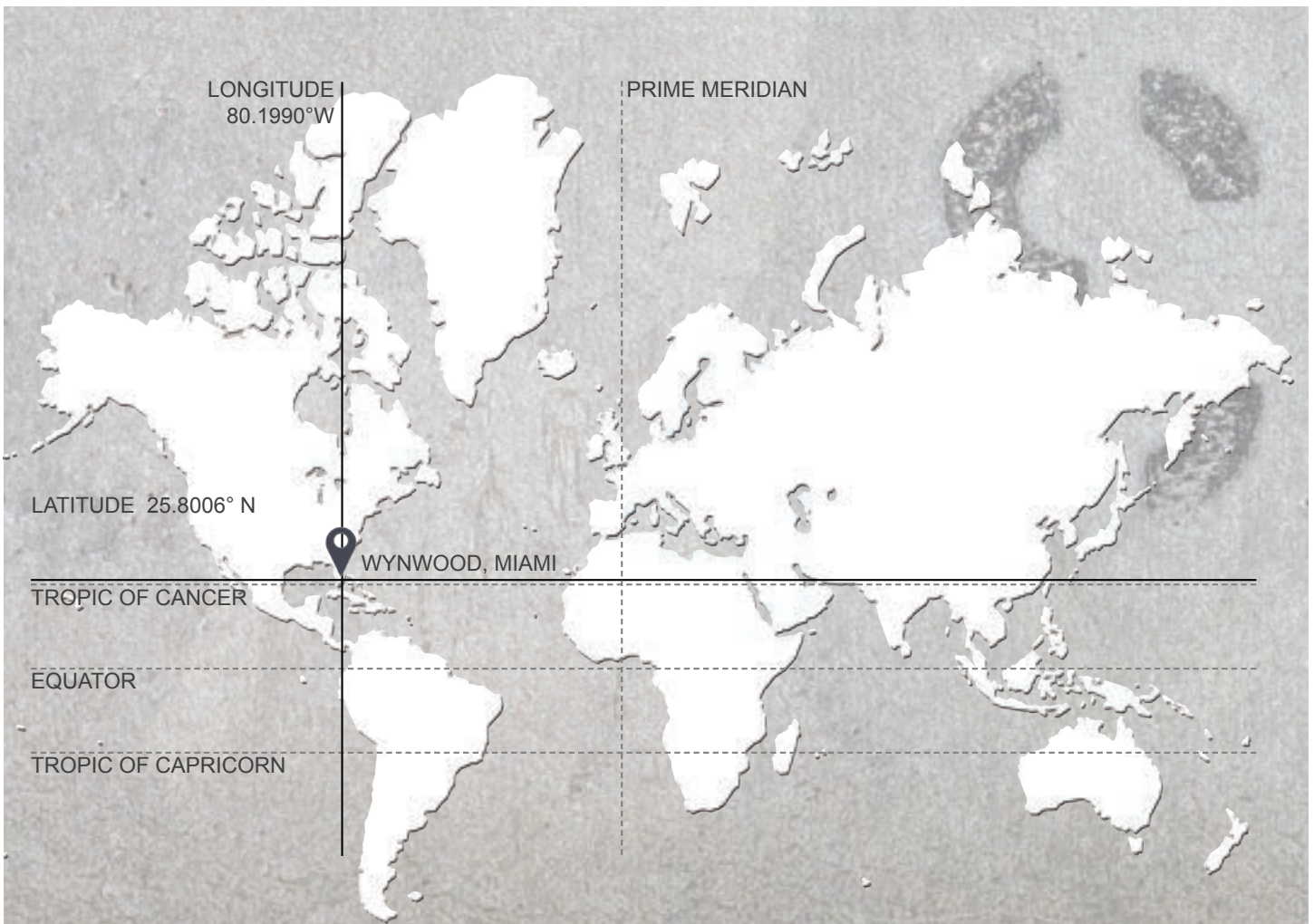
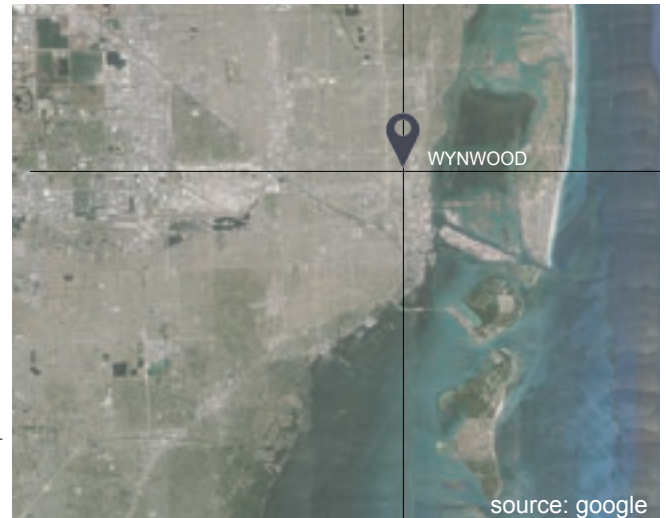
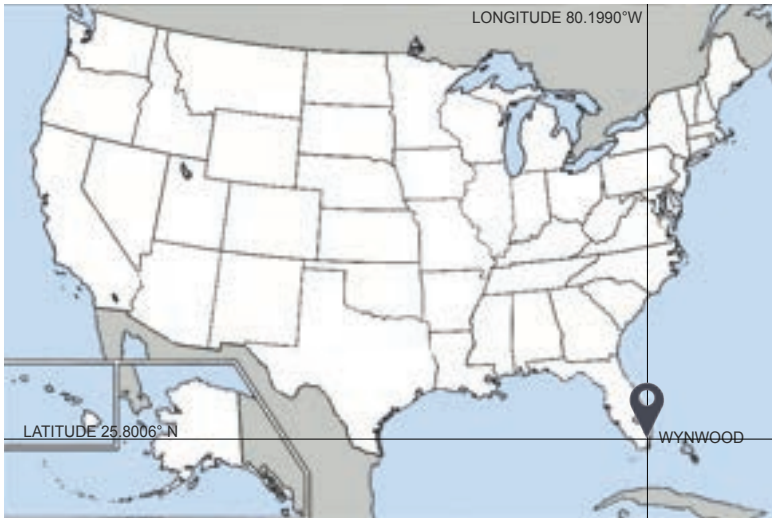
In the early 2000s, Goldman Properties, led by visionary place maker Tony Goldman, along with other imaginative developers and street artists collaborated to transform the dreary landscape into a flourishing canvas filled with museum-quality works of art. Forward-thinking property owners revitalized their spaces into galleries, performance venues, showrooms, creative offices, restaurants and other adaptive reuse endeavors. Vacant alleys that serviced industry were transformed into remarkable spaces for urbane cafés, sculptured gardens and museums.

Prominent and emerging artists travel the world to drape the district's buildings, streets, and sidewalks with mesmerizing installations. Wynwood has amassed the largest collection of public street art and murals anywhere.

Today, Wynwood is a thriving
multifaceted place to EAT, SHOP,
WORK and soon to LIVE.



LOCATION



BACKGROUND/ANALYSIS

INTRODUCTION



The Wynwood Business Improvement District (BID) was formed as a municipal board of the City of Miami government in an effort to spearhead the reforms needed to take Wynwood from a fledgling arts district to a thriving 24-hour community that serves as the heart for art and culture in Miami. BID property owners comprise its Board of Directors and represent hundreds of property owners throughout the 50-city block community. The transition from an industrial area to one where people work, live and play is one that requires changes to the existing zoning code and infrastructure. A new set of parameters must be aligned in order to allow for the rebirth of the district and to allow for its implementation.

In January 2014, the BID hired PlusUrbia Design as their consultant to analyze current conditions and facilitate the planning of a new vision for Wynwood. One that combines the needs and desires of the district with the

City of Miami's Zoning Code, the Miami 21. This document summarizes the recommendations brought to light by extensive analysis, which included a series workshops and stakeholder meetings, in order to determine how best to capture the intent of the BID and work in concert with the City of Miami to allow Wynwood to evolve into a world renowned, prosperous and vibrant community.

Wynwood is more than a destination for urbanites and tourists. Today, Wynwood is recognized on a global scale as a premier destination for art, fashion, innovation, and creative enterprise. Hundreds of thousands of international visitors discover Wynwood each year. It's where a new generation of creatives and entrepreneurs want to live, work, eat, play and learn.

Wynwood is not overly slick or airbrushed but, real and full of promise. It's become a viable pedestrian walking

district where art, fashion and technology converge as a new economic hub for South Florida. There's a bustling mix of 24/7 activity that includes hundreds of innovative businesses including distinguished galleries, independent movie houses, a community bank, and culinary academies. Wynwood is also home to a growing number of manufactured-enabled retailers such as micro breweries, artisan bakeries, craft-coffee houses, organic juice bars, and restaurants serving food made from sustainable and local ingredients in their kitchen. There

are also renowned charter schools and colleges moving into the neighborhood. New residential and commercial development is emerging from the ground-up.

In order for Wynwood to continue to evolve and re-invent itself, it must continue to be accidental and quirky. It must celebrate art and industry while the district accepts new uses and density.



source: Metro1



source: PlusUrbia



source: PlusUrbia

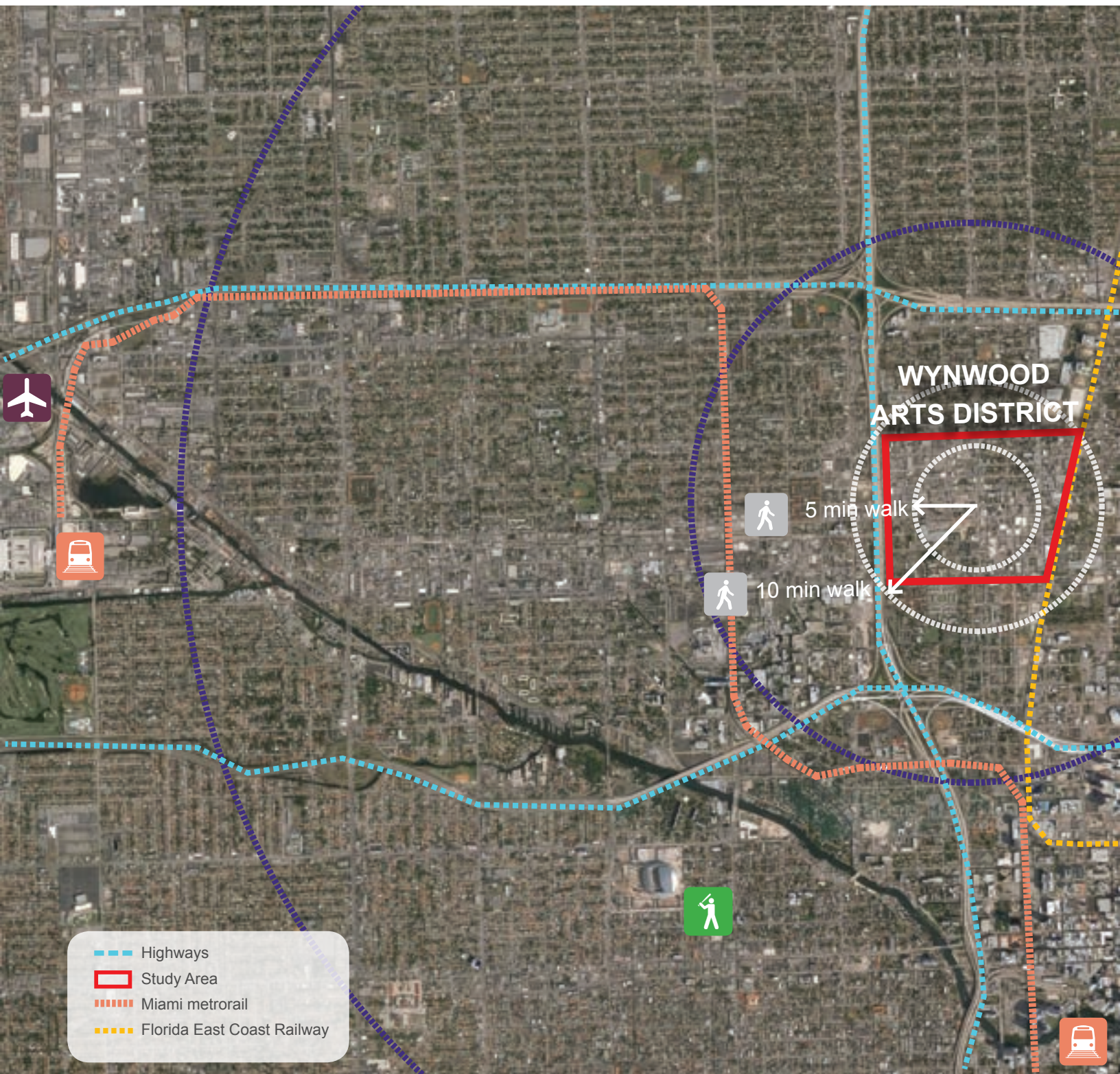


source: Metro1

BACKGROUND/ANALYSIS

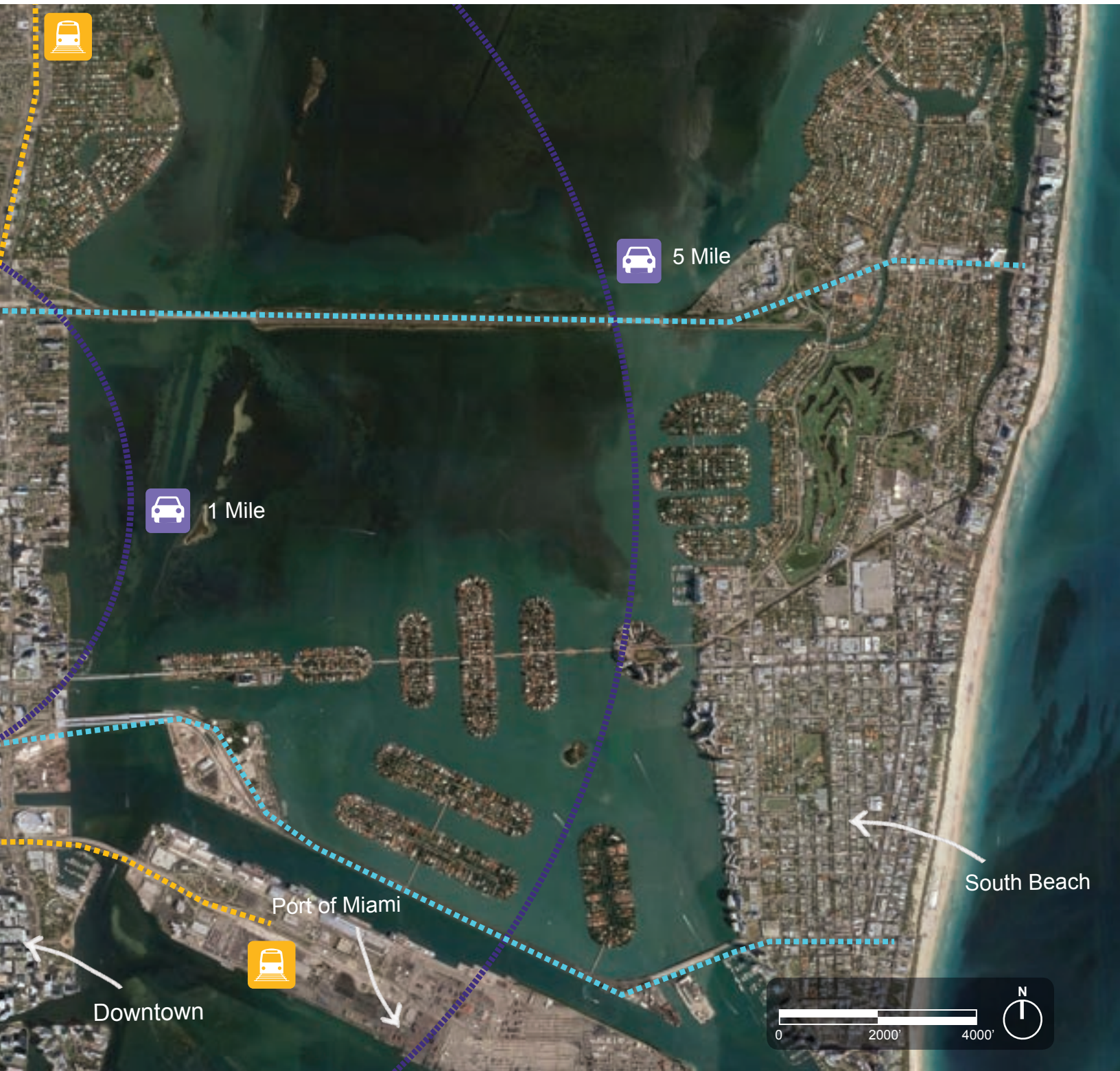
INTRODUCTION





BACKGROUND/ANALYSIS

REGIONAL CONTEXT



EDGEWATER

Edgewater is primarily a residential neighborhood, with many historic early 20th century homes. The neighborhood has seen the addition of many high-rise residential towers to the east along Biscayne Bay. Since 2000, the area has grown in popularity, due to its proximity to Downtown and neighborhoods like the Design District.

Recent developments in the neighborhood have brought rapid urbanization to the area, with the construction of high-rise and mid-rise residential buildings, together with other commercial and civic uses.



MIDTOWN

Midtown has grown rapidly and is home to Shops at Midtown, an outdoor shopping area designed to mimic New York's SOHO neighborhood. It is also home to many national and local retailers and an abundance of upscale apartments. Midtown has also become home to Art Miami, which takes place during Miami's Art Basel week.



OVERTOWN

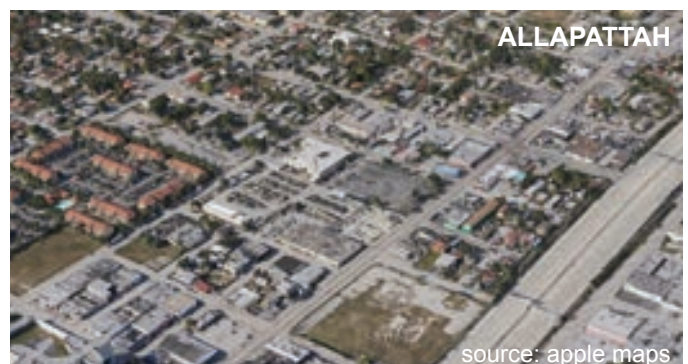
The community of Overtown has a long and rich history as one of the oldest neighborhoods within the original boundaries of the City of Miami. Today, this vibrant corner of Greater Miami displays its cultural and civic pride with colorful murals of African-American heroes, and the historic Lyric Theater that reopened and is working to reclaim its former glory. The neighborhood is also home to non-profit music projects, arts festivals, farmers markets and more.



ALLAPATTAH

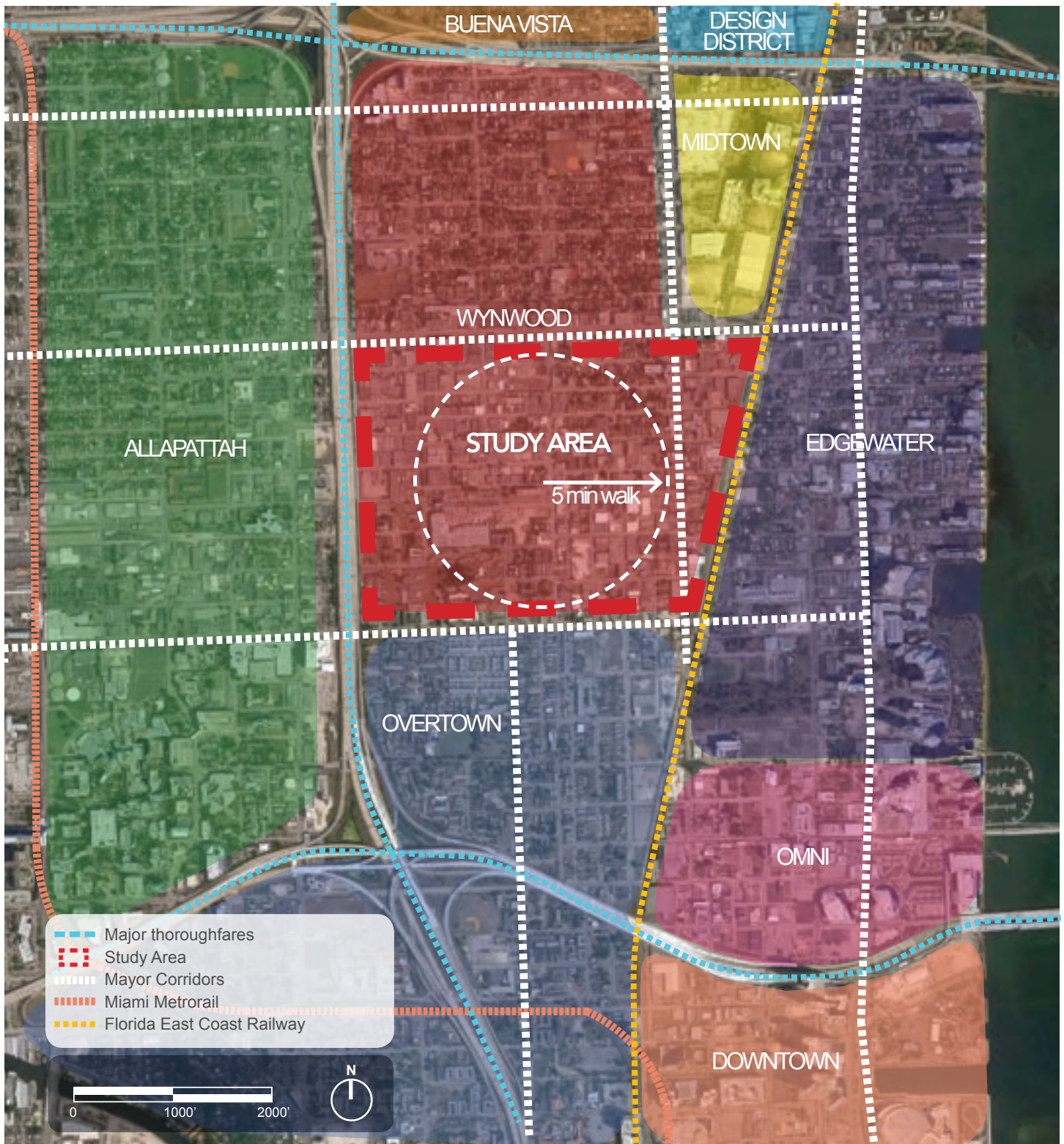
Wynwood's textile industry moved to Allapattah and it is now located along Northwest 20th Street consisting of several garment manufacturing and wholesale outlets. The Produce Market, the largest open-air food distribution center in Miami, serves local supermarkets and "bodegas" with a variety of South Florida produce, tropical fruits and many other products.

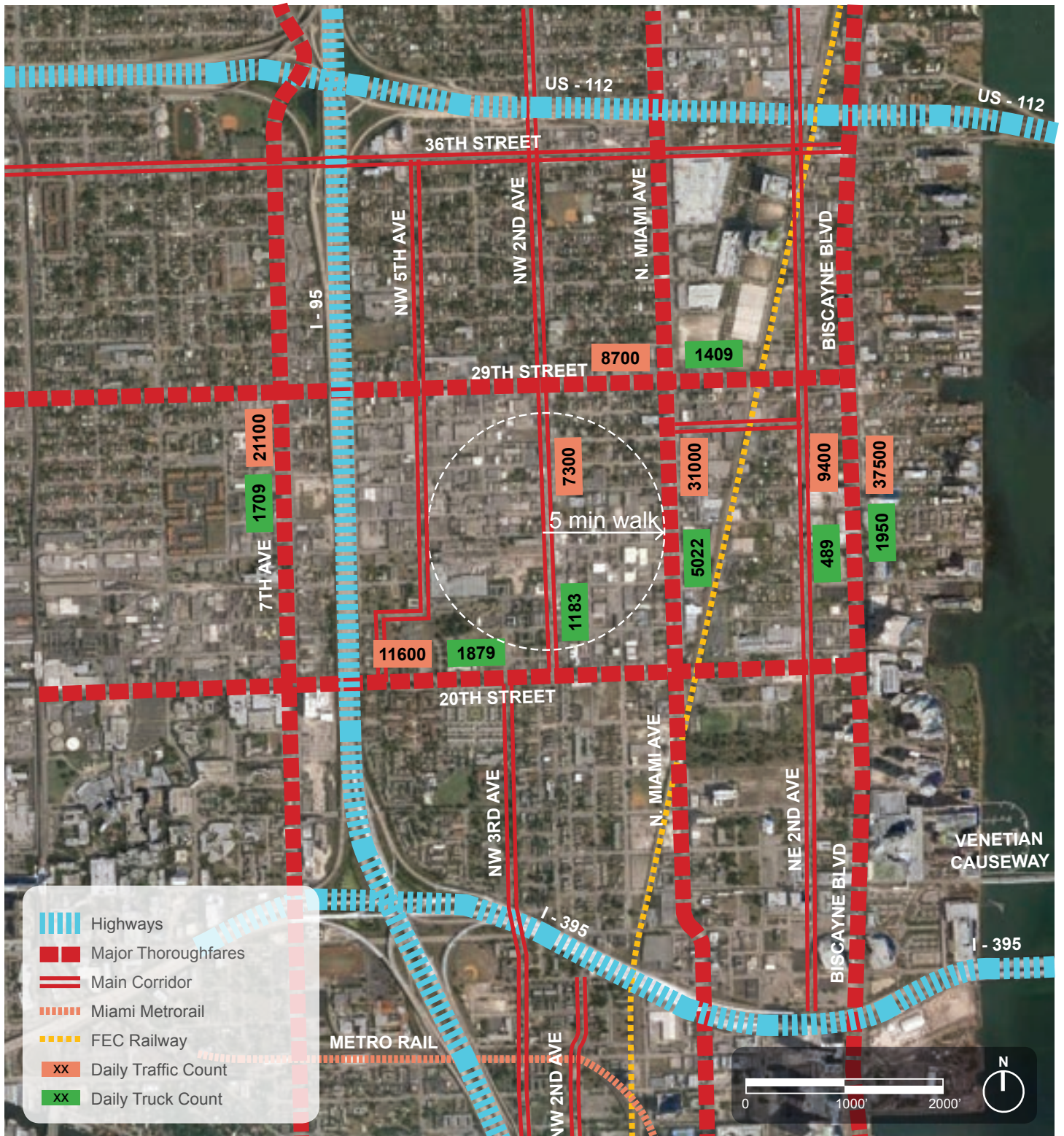
The industrial district of the City of Miami is located in an area straddling the Civic Center and Allapattah, along a former FEC corridor just north of Northwest 20th Street. Additionally, there are several shipyards and dry docks located along the banks of the Miami River.



BACKGROUND/ANALYSIS

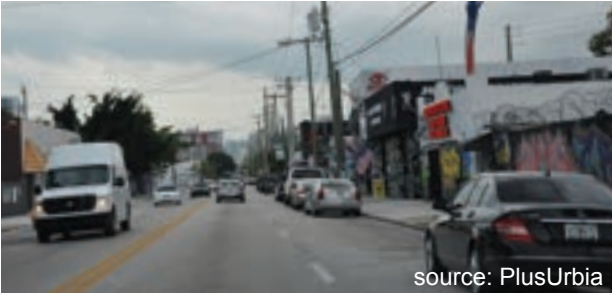
NEIGHBORHOODS





BACKGROUND/ANALYSIS

CORRIDORS

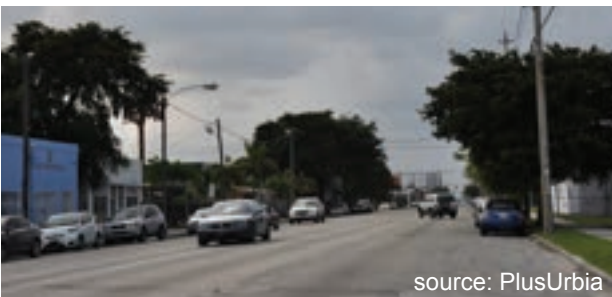


source: PlusUrbia

NORTH MIAMI AVENUE

A 2-way, 4 lane major thoroughfare between Downtown Miami and North Miami. It is the artery that carries the most traffic within the district (including heavy trucks). [Public transit: Bus Line 6]

DAILY TRAFFIC COUNTS: CARS 31,000 - TRUCKS 5022



source: PlusUrbia

NW 29TH STREET

A 2-way, 4 lane major thoroughfare between Allapattah to the west and Edgewater to the east. It is a major thoroughfare and the northern edge of the District separating it from Midtown and a predominantly residential area of North Wynwood. [Public transit: Bus Line 6]

DAILY TRAFFIC COUNTS: CARS 8,700 - TRUCKS 1409

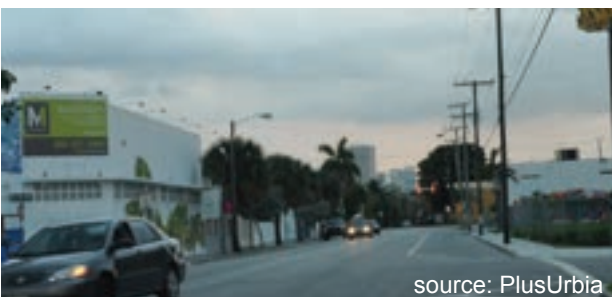


source: PlusUrbia

NW 2ND AVENUE

A 2-way, 2 lane connector with parallel parking on both sides that bisects the District in 2 at either side. 2nd Avenue is currently where most of the commercial activity occurs. [Public transit: Bus Line 2]

DAILY TRAFFIC COUNTS: CARS 7,300 - TRUCKS 1183



source: PlusUrbia

NW 20TH STREET

A 2-way, 4 lane major thoroughfare between Allapattah to the West and Edgewater to the East. It is a major thoroughfare that connects Edgewater with Allapattah and Miami's Civic Center (or Health District). It acts as the southern boundary of the District with Overtown. [Public transit: Bus Line 32]

DAILY TRAFFIC COUNTS: CARS 11,600 - TRUCKS 1879



source: PlusUrbia

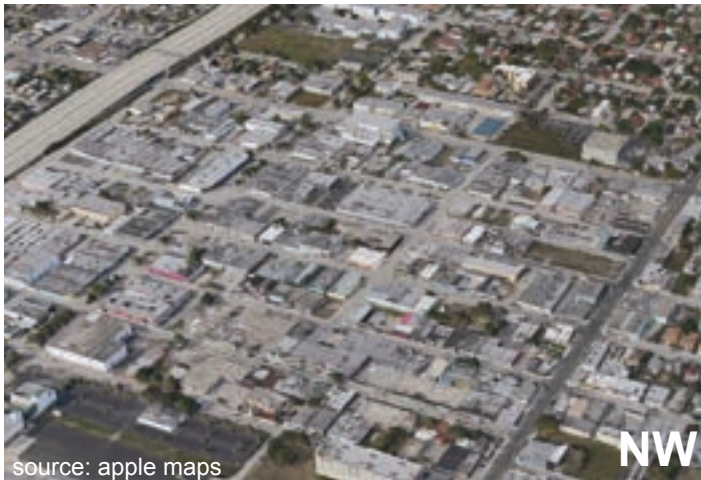
NW 5TH AVENUE

A 2 way, 4 lane thoroughfare with parallel parking on both sides of the street and a full-sized landscaped median. NW 5th Avenue is where most of the wholesale retail is located. (no traffic count information available)

North Miami Avenue has almost as many daily car trips as Biscayne Blvd. and more than double the truck traffic

* Traffic count source: myflorida.com

QUADRANTS

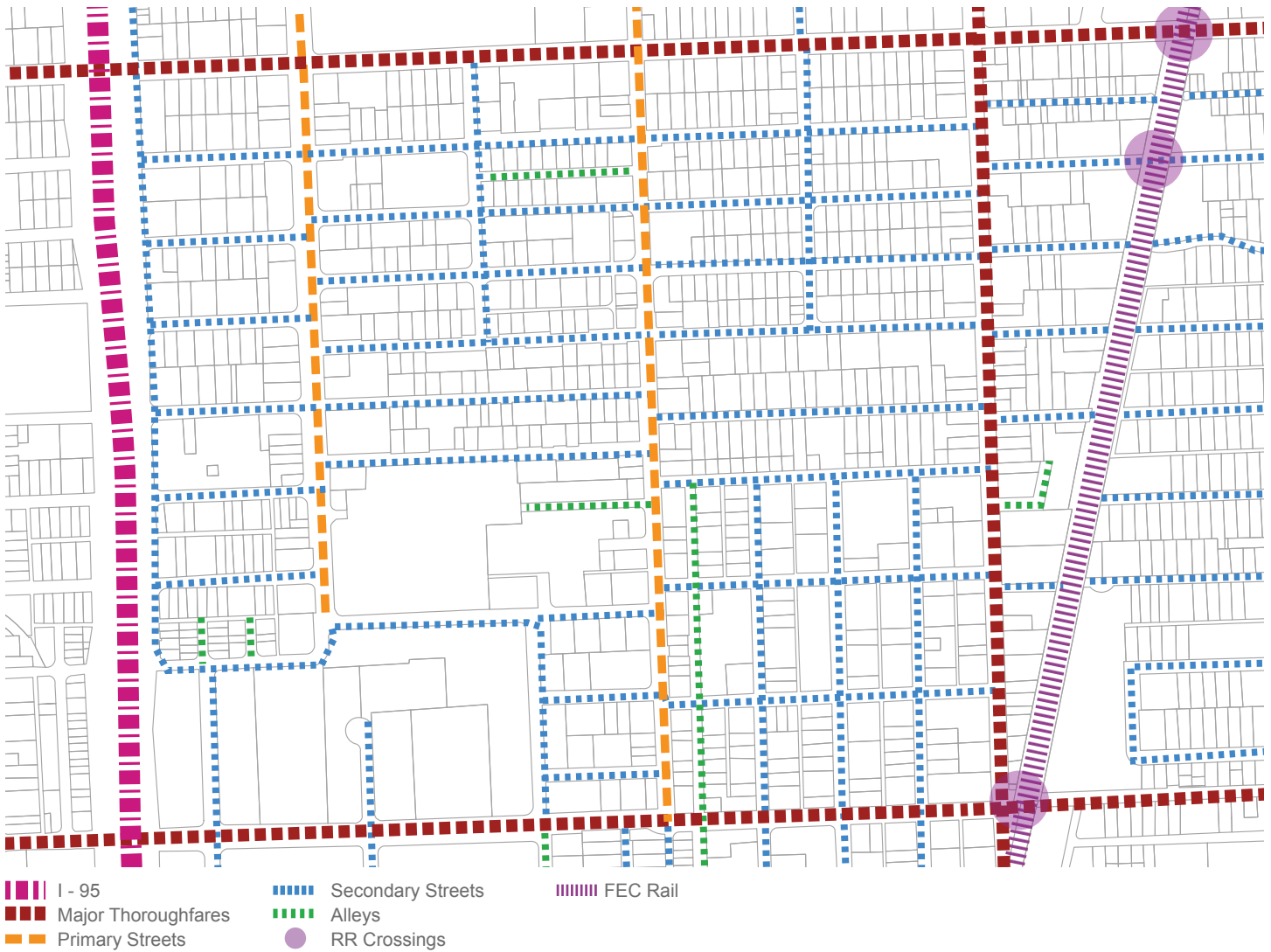


The area is morphologically divided in four quadrants clearly defined by the areas corridors and its form:

- The NW quadrant is predominantly made of warehouses that maintain their industrial uses or that have been adapted for new uses.
- The NE quadrant includes the residential urban fabric of the area. The lots are small with single-family houses or small multifamily housing. Along the FEC Railroad tracks there is a large amount of warehouses that have been adapted for new uses.
- The SE quadrant is made of warehouses. Some still house heavy industrial uses like a large cement factory and a waste transfer station on the SE gateway corner. The Miami Rescue Mission has a large assemblage of lots in this quadrant.
- The SW quadrant is composed by large vacant lots, industrial warehouses, commercial spaces in the northern half of the quadrant and a large component of social housing, an elementary school and a public park within the southern half of the quadrant.

BACKGROUND/ANALYSIS

STREET HIERARCHY



Wynwood has one north-south major thoroughfare, two north-south primary streets, one of which connects the two primary east-west major thoroughfares along the edges of the district.

The secondary streets inside the area are narrow with two-way traffic and on-street parking on both sides typically resulting in yield-traffic.

The way to go to and from I-95 is through North Miami Avenue and connecting to the exit/ramp between NW 37th Street and NW 38th Street.

There are three (3) Edgewater to Wynwood railroad crossings on 20th Street, 27th Street and 29th Street.

VACANT LOTS



Wynwood's land is primarily occupied by warehouses that have been adapted for new creative uses or left as is. There is a large amount of vacant land in Wynwood that could be developed but the current zoning does not allow for it to happen.

There are approximately 832 lots in the study area and around 236 are vacant, resulting in 28% vacant lots unused or used for surface parking.

28% VACANT LOTS

BACKGROUND/ANALYSIS

CURRENT RESIDENTIAL DENSITY



2.8 Residences per Acre



As of today, almost all of the converted warehouse stock is being use for solely commercial (i.e. non-residential) purposes. The only new housing constructed in Wynwood during the past decade are 36 units at Wynwood Lofts, located at 250 NW 23rd Street and Cinergy with 100 Units on North Miami Ave. The housing stock in Wynwood is very limited. There is a residential area on the NE with small low-income single-family houses and a large public housing project on the SW quadrant. The existing inventory consists mostly of lower-priced and substandard houses and apartments.

The NE quadrant and the SW quadrants are the ones that house most people in the area but they are mostly low-income housing.

Today there are a total of 748 Units in an area of 263 Acres. The result is a district that has a total gross density of 2.8 DUA.¹

¹ www.city-data.com

COMMERCIAL FRONTAGES



The commercial frontages are primarily located on N Miami Avenue, NW 2nd Avenue, 5th Avenue and 29th Street. The NW Quadrant has a large amount of commercial frontages, a result of recent redevelopment.

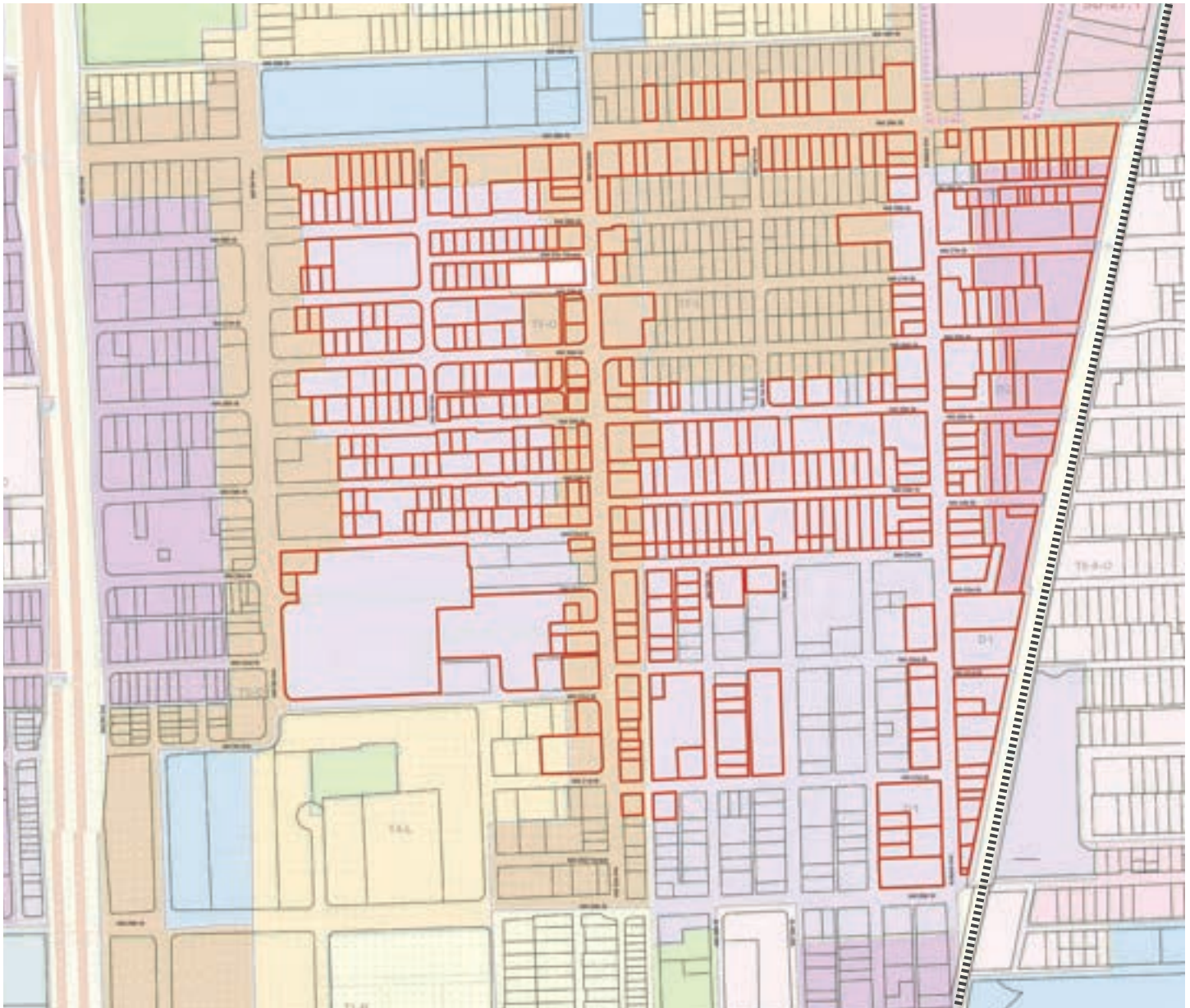
Predominant commercial frontages in the district have a direct correlation to traffic patterns which are mostly north-south. There is no clear hierarchy of east-west commercial connections as commercial frontages are discontinuous. 25th, 24th and 23rd Streets have the largest percentage of ready in place frontages. 25th and 23rd connect major N-S corridors: 5th and North Miami Avenues.

BACKGROUND/ANALYSIS

PARCEL ASSEMBLAGE - UNIFIED PROPERTY OWNERSHIP



EXISTING ZONING



- T3
- T4
- T5
- D2
- D1
- T6-8
- CS
- CI
- Wynwood BID member properties

Most of the area of Wynwood is made up of D1, D2 and T5 zoning. The most important thoroughfares in the district (NW 2nd Ave, NW 5th Avenue, and 29th Street) are lined with T5. North Miami Avenue and 20th Street are lined with mostly D1 and in some parts T5-O, T4-L, and T3.

Most of the NE quadrant has a zoning of T5-L.

The East and West edges are made up of D2's facing I-95 and the FEC Railway line.

BACKGROUND/ANALYSIS

CURRENT ZONING CAPACITY

T5 - 65 DUA

T5 - 65					Scenario: Ideal Unit Size			
BUILDING DISPOSITION					Units	Avg Size	Total Sellable SF	Gross SF
LOT OCCUPATION					24 U	1,000 SF	23,875 SF	28,650 SF
a. Lot Area	with rear vehicular access	16,000 SF	16,000 SF					
b. Lot Width	with rear vehicular access		150 ft.					
c. Lot Coverage	(used as typical floor plate)	12,800 SF	16,000 SF	80%				
d. Floor Lot Ratio (FLR)		105 ft.	150 ft.	70%				
e. Frontage at front Setback		1,600 SF	16,000 SF	10%				
f. Open Space Requirements		24 U	0.37 AC	65				
g. Density								
Floors by Right	5							
Parking Reduction Factor	10%							
Building Efficiency (circulation)	20%							
Floor Plate Coefficient	10%							
Avg. Parking Sq FT	300							
Residential Parking Ratio	1.5							
Commercial Parking Ratio	0.003							

Scenario: Ideal Unit Size			Gross Area	Floors Req.
Residential Floors			28,650 SF	3.20
Commercial Floors	30%		3,840 SF	0.3
Parking	Spots	Parking Area		
Residential	36	10,744 SF		
Commercial	12	3,456 SF		
Visitor	2	716 SF		
Total	45	13,424 SF		
Total Parking Floors				1.0
			Total Floors	4.5
			Δ Floors	0.5

*no shared factor calculated

Existing Zoning Capacity Studies for 16,000 SF Lot - **xx** are variables

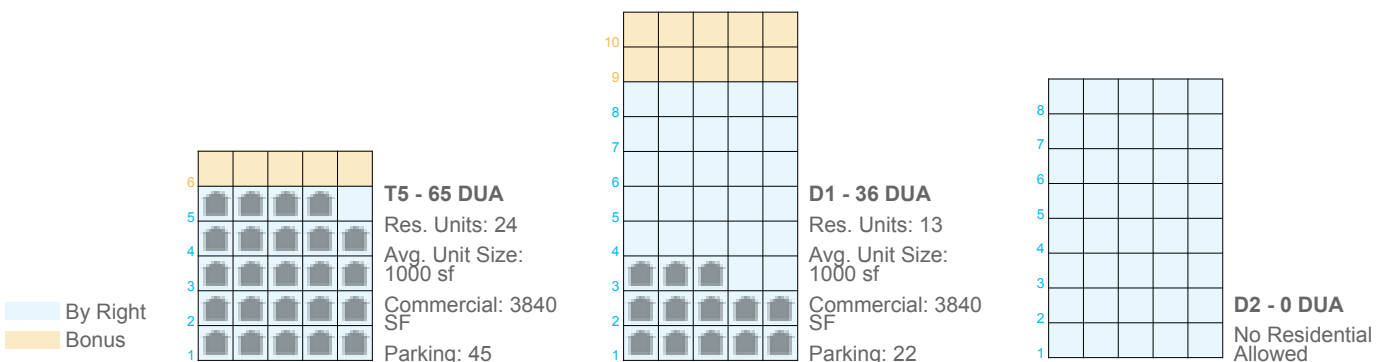
D1 - 36 DUA

D1 - 36					Scenario: Ideal Unit Size			
BUILDING DISPOSITION					Units	Avg Size	Total Sellable SF	Gross SF
LOT OCCUPATION					13 U	1,000 SF	13,223 SF	15,868 SF
a. Lot Area	with rear vehicular access	16,000 SF	16,000 SF					
b. Lot Width	with rear vehicular access		150 ft.					
c. Lot Coverage	(used as typical floor plate)	12,800 SF	16,000 SF	80%				
d. Floor Lot Ratio (FLR)								
e. Frontage at front Setback		800 SF	16,000 SF	5%				
f. Open Space Requirements		13 U	0.37 AC	36				
g. Density								
Floors by Right	8							
Parking Reduction Factor	10%							
Building Efficiency (circulation)	20%							
Floor Plate Coefficient	10%							
Avg. Parking Sq FT	300							
Residential Parking Ratio	1							
Commercial Parking Ratio	0.003							

Scenario: Ideal Unit Size			Gross Area	Floors Req.
Residential Floors			15,868 SF	1.77
Commercial Floors	30%		3,840 SF	0.3
Parking	Spots	Parking Area		
Residential	13	3,967 SF		
Commercial	12	3,456 SF		
Visitor	0	0 SF		
Total	22	6,681 SF		
Total Parking Floors				0.5
			Total Floors	2.6
			Δ Floors	5.4

*no shared factor calculated

Existing Zoning Capacity Studies for 16,000 SF Lot - **##** are variables



The allowed residential densities for Wynwood in a 16,000 SF lot for a typical unit size of 1000 sf only allows its height by right in T5. A residential building on D1 could only reach 3 stories due to its density restriction. D2 does not allow residential.

* This is a graphic interpretation and it does not reflect real size or dimensions.

EXISTING OPEN SPACE



Wynwood does not have enough public open spaces. The only public park in the district is located on the SW quadrant but it is not integrated into the whole district. It can only be accessed from 20th Street. There are few private passages and parklets such as the Wynwood Walls located on NW 2nd Avenue between 25th and 26th Streets.

PUBLIC TRANSPORTATION



Currently Wynwood is serviced by three bus routes. These connect to North Miami, Coconut Grove, Downtown and Allapattah to the West.

The FEC rail line runs on the East of the district which may bring commuter trains to the area in the future. A stop in Midtown is anticipated.

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BACKGROUND/ANALYSIS

EXISTING USES IN D2



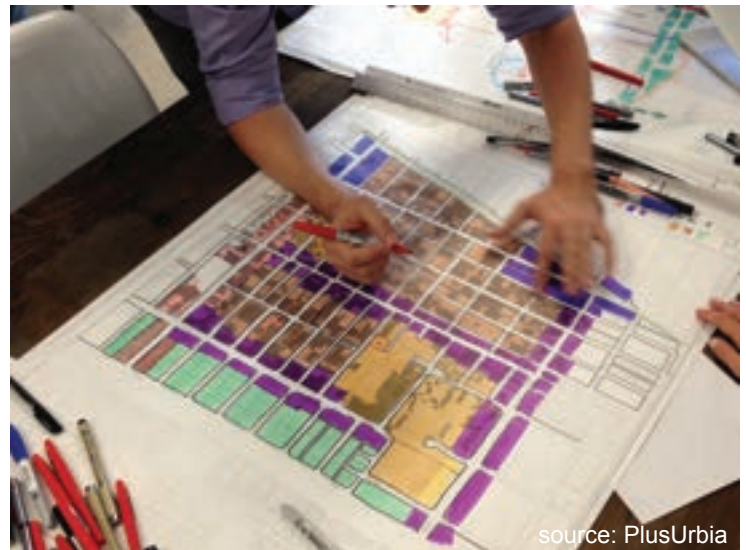
Most of the current land uses zoned D2 in the district are not heavy industrial. They are predominantly compatible with D1 (light industrial).

On the east, the D2 area is made of many warehouses with galleries and offices. On the West D2 area, there are wholesale warehouses, vacant lots and one micro brewery, with some residential to the south.

EXISTING
INDUSTRIAL DISTRICT

+

BID
BUSINESS
IMPROVEMENT
DISTRICT



- NO 24 HOUR ACTIVITIES
- NOT ENOUGH RESIDENTIAL
- LIMITED USES
- LIMITED DENSITY + HEIGHT
- NO OPEN SPACES
- NO PUBLIC TRANSPORTATION

=

DISTRICT WYNWOOD



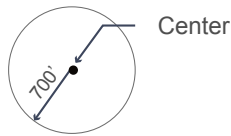
- 24 HOURS ACTIVITIES
- INCREASED RESIDENTIAL OPTIONS
- MIXED USES
- WELL BALANCED DENSITY + HEIGHT
- CREATION OF NEW OPEN SPACES
- NEW PUBLIC TRANSPORTATION
- PRESERVATION OF CHARACTER

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RECOMMENDATIONS



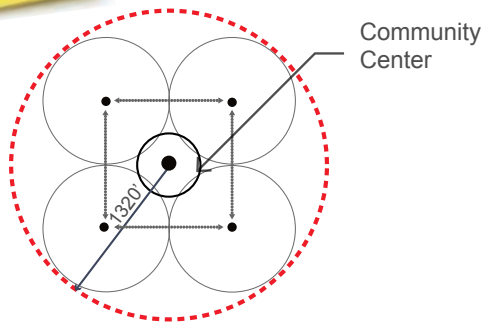
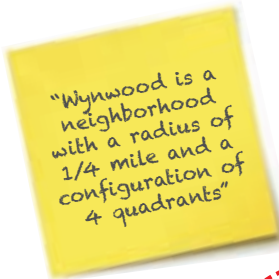
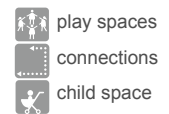
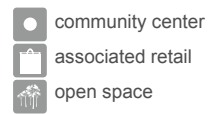
art by David Walker



THE QUADRANT

700 feet (1/8 mile) radius (2.5 minute walk)

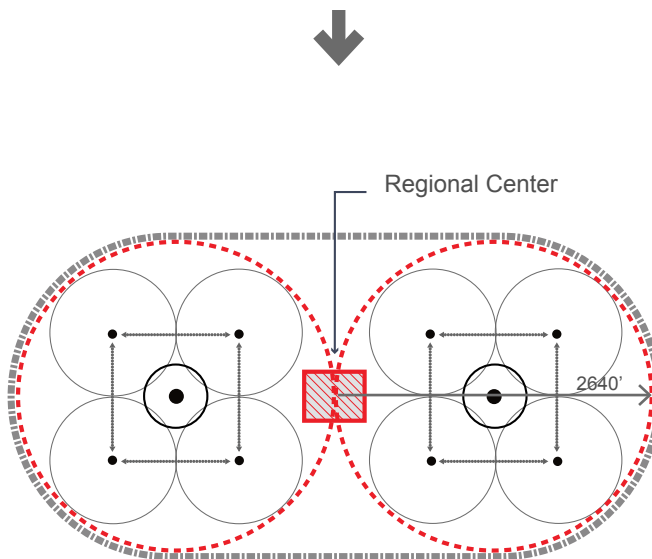
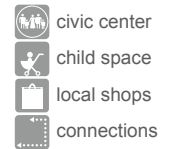
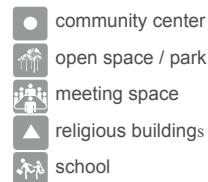
typical non-residential program:



THE NEIGHBORHOOD UNIT

1,320 feet (1/4 mile) radius (5 minute walk)

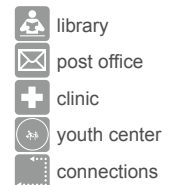
typical non-residential program:



REGIONAL NODE

2,640 feet (1/2 mile) (10 minute walk)

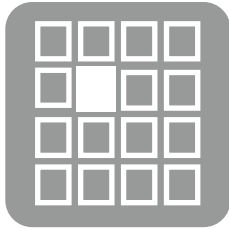
typical non-residential program:



PLANNING PRINCIPLES

- The neighborhood, the district and the corridor are the essential elements of development and redevelopment. They form identifiable areas that encourage citizens to take responsibility for their maintenance and evolution.
- Neighborhoods should be compact, pedestrian friendly, and mixed-use. Districts generally emphasize a special single use and should follow the principles of neighborhood design when possible. Corridors are regional connectors of neighborhoods and districts; they range from boulevards and rail lines to rivers and parkways.
- Ideally, a successful neighborhood will offer the opportunity to reside, work, and carry out the other activities of daily life (i.e., shopping, recreation, entertainment, religious and cultural events, education, etc.) all within an area of comfortable walking distance. To achieve this, a thoughtful mix of residential, employment, commercial and community serving uses should be promoted in a densely developed and well-designed urban fabric.
- Many activities of daily living should occur within walking distance, allowing independence to those who do not drive, especially the elderly and the young. Interconnected networks of streets should be designed to encourage walking, reduce the number and length of automobile trips, and conserve energy.
- Within neighborhoods, a broad range of housing types and price levels can bring people of diverse ages, races, and incomes into daily interaction, strengthening the personal and civic bonds essential to an authentic community.
- Transit corridors, when properly planned and coordinated, can help organize metropolitan structure and revitalize urban centers.
- Appropriate building densities and land uses should be within walking distance of transit stops, permitting public transit to become a viable alternative to the automobile.
- 24-hour environments should be encouraged. A common feature of prosperous metropolitan cores is a “24-hour environment”: a broad and diverse offering of cultural, entertainment, and recreational options that attract and engage residents and visitors on weekends and after the workday ends. This environment encourages social interaction and is a catalyst for economic vitality and attracting businesses and residents. Wynwood provides an excellent opportunity to create the 24-hour environment because of its location and the uses that are already there. The most important addition would be to bring more residents to the area by allowing more density and more residential uses.
- Concentrations of civic, institutional, and commercial activity should be embedded in neighborhoods and districts, not isolated in remote, single-use complexes. Schools should be sized and located to enable children to walk or bicycle to them.
- A range of parks, from tot-lots and village greens to community gardens, should be distributed within neighborhoods. Conservation areas and open lands should be used to define and connect different neighborhoods and districts.
- The revitalization of urban places depends on safety and security. The design of streets and buildings should reinforce safe environments, but not at the expense of accessibility and openness.
- Streets and squares should be safe, comfortable, and interesting to the pedestrian. Properly configured, they encourage walking and enable neighbors to know each other and protect their communities.
- Sustainability¹

¹ Congress of New Urbanism



IDENTITY + CHARACTER



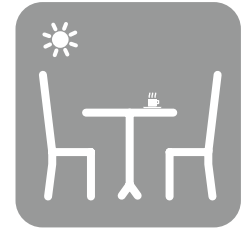
HEALTHY COMMUNITY



HOUSING CHOICES



CULTURE



IMPROVED LIFESTYLE

Wynwood is currently one of the fastest and most dramatically changing districts in Miami-Dade County. Development for current market trends in the area is hindered by structures that were built to serve predominantly industrial uses. The current Miami 21 code supports the existing typology of the district but cannot sustain the expected development trends for the area.

In light of these development trends, a series of recommendations are proposed in this study to allow development to occur under a foreseeable framework, that encourages the creation of open spaces, parking and a variety of housing options necessary to create a livable urban environment, while supporting and preserving the “**Soul of Wynwood**” that makes it such a unique District.

The recommendations set forth in this chapter are descriptive and intended to depict the requirements needed for the evolution of the district. These recommendations are further defined through a set of implementation tools proposed to satisfy the current needs of the district, and create processes for long term implementation.

1. Gateways, Corridors and Edges

Identify and propose development according to a clear hierarchical system.

2. Density

Encourage a variety of housing types and sizes. Increase density to incentivize development.

3. Parking

Propose new parking policies to reduce car dependency while promoting pedestrian connections and sustainable vehicular usage.

4. Uses

Allow more residential typologies. Identify solutions to Live/Work and Work/Live within the district. Propose compatible legacy manufacturing uses.

5. Open Space

Identify new open space and public amenities. Create a system of funding and implementation for a district wide open space network.

6. Accessibility and Mobility

Recommend a hierarchical thoroughfare system. Encourage block permeability to promote pedestrian circulation. Identify potential public transportation options.

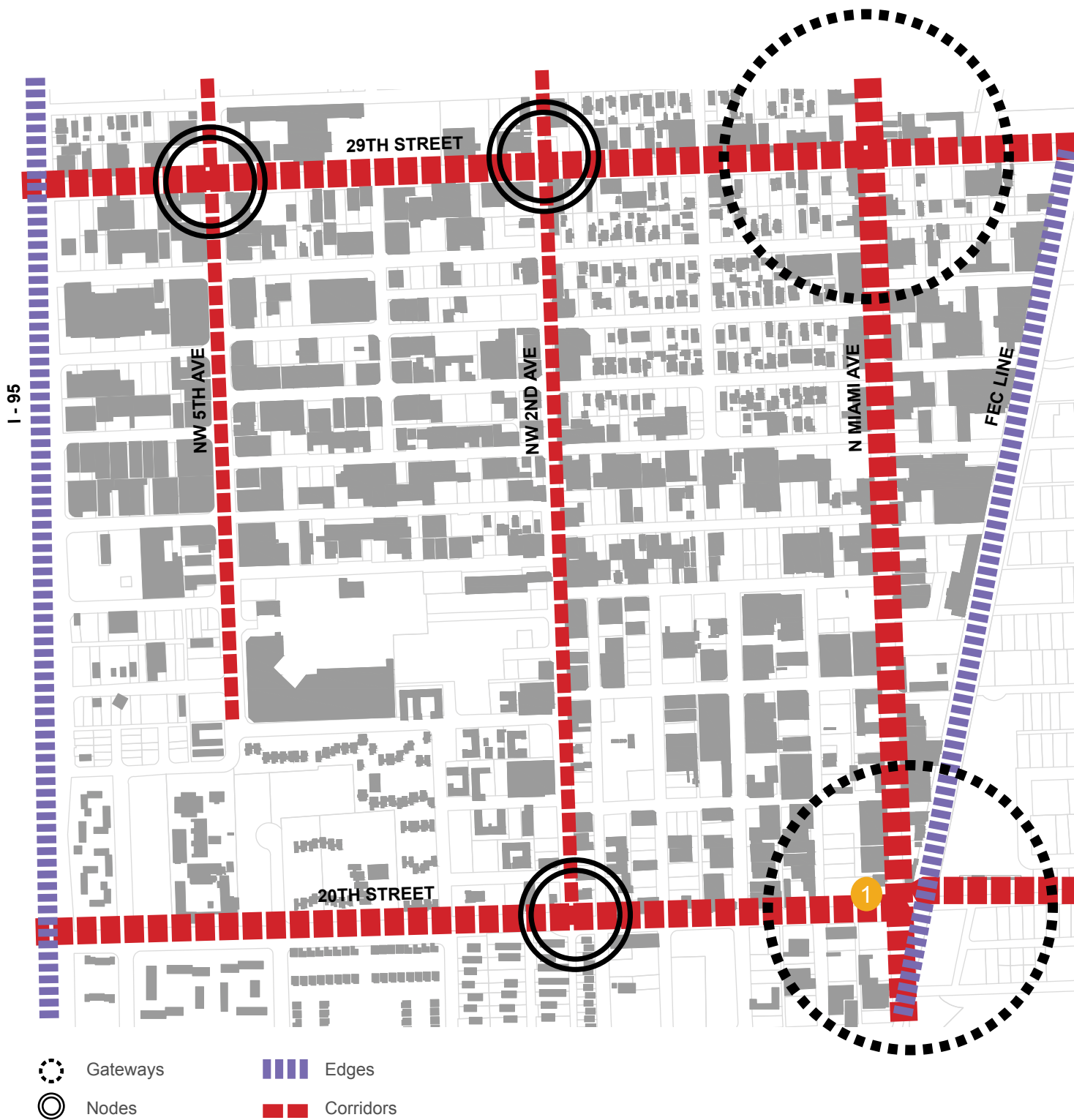
7. Character

Propose a policy based system to maintain the district's character while allowing for its development and growth.

RECOMMENDATIONS

INTRODUCTION





RECOMMENDATIONS

1. GATEWAYS, CORRIDORS AND EDGES

Recommended

- Create clear corridors and gateways
- Increase development along corridors, nodes and gateways

Given the study area's size (about 1/4 mile radius) and current disposition, there is no clear Land Peak Value (LPV) location. Instead, energy is currently funneled through corridors that act as arteries of activity, such as 2nd, 5th and North Miami Avenues (North-South) and 20th and 29th Street (East-West). These corridors are the result of traffic patterns and current opportunistic development.

There are clear gateways, based on current traffic patterns that exist at the District's edges. The main entry points to the District are located on corridor intersections: at the North-East quadrant - the intersection of North Miami Avenue and 29th street and at the South-East quadrant - on 20th Street and North Miami Avenue.

Two nodes have resulted at the intersections of 2nd and 5th Avenues and 20th and 29th Streets, given the commercial activity on 2nd and 5th Avenues. These are increasingly being used for access and egress from the District providing an alternative to North Miami Avenue, bringing traffic to a more central location and diverting the traffic of North Miami Avenue.

Gateways, nodes and corridors have the potential to increase development capacity and may provide ideal locations for increased building height, when deemed appropriate.

Limited interconnectivity between corridors within the study area in an East-West direction need to be improved thereby increasing activity. Examples of these potential future corridors would be 25th and 26th Streets.

I-95 and the FEC line are clear edges that define the area of Wynwood. Pedestrian permeability along the FEC line may provide more accessibility from the East to the West.



1 Wynwood Gateway on North Miami Ave. and 20th Street

* Artist representation for illustrative purposes only



Las Vegas, Nevada | Density: 4 DUA
2 Parking Spaces per Unit Required | source: Google Earth



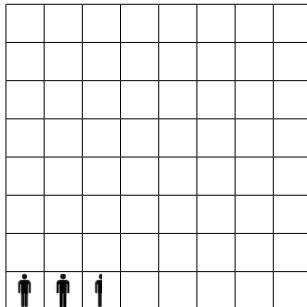
17th Arrondissement. Paris | Density: 79 DUA
No Parking Required | source: Google Earth



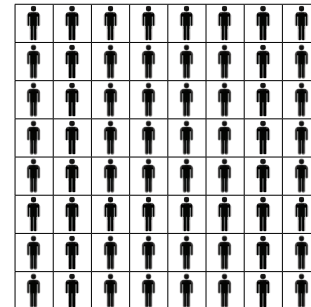
5th Avenue District 8, New York, New York | Density: 94 DUA
No Parking Required | source: Google Earth

RECOMMENDATIONS

2. DENSITY



2.8 DUA
Existing Gross Density



MORE DENSITY

Recommended

- Create a mix of market rate and housing units
- Increase density
- Study a compatible density strategy to reach optimum capacity

The limited housing inventory in Wynwood is the result of the current and past industrial nature of the zoning in the area. The housing options are limited and consist of; Wynwood Lofts (work/live) between the SW and NW quadrants with 36 live/work units and Cynergi on the NE quadrant along North Miami Ave. with 100 Units, a single family residential area on the NE quadrant and a large public housing project on the SW quadrant. Today there are a total of 748 Units in an area of 263 Acres. The result is a District that has a total gross density of 2.8 DUA. The existing inventory consists mostly of substandard houses and apartments. The lack of residential alternatives inhibits efforts to foster a 24-hour environment and limits the options for potential residents. Therefore more density is needed to reach optimum capacity.

The making of vibrant, diverse, and exciting urbanism is directly related to the concentration of population and activity. The more density the highest range of people, public spaces, buildings, facilities, services, and choices.

The direct benefit of higher density of buildings joint with other essential attributes achieves the following:

- Reduction in land used, infrastructure, and energy cost

- Less time spent travelling
- Concentration of knowledge and innovative activity
- Reduction in crime and increase in safety
- Preservation and/or creation of green spaces
- Encouragement of greater physical activity, with consequent health benefits
- Fostering of social connectivity and vitality¹

1. Create a mix of market rate and housing units

A mix of market rate and housing units and types, including rental units, ownership units, multi-family units, and accessory apartments, is necessary to accommodate the diversity and lifestyles of existing and future residents. Edgewater, Midtown and Wynwood North take advantage of their urban character and infrastructure and provide an array of residential choices for current and new residents. Wynwood is very well situated with proximity to Downtown, the beaches, Midtown and Edgewater and could take advantage of a niche that could attract artists and other creative people by offering a setting that allows a wider range of residential choices not currently available anywhere else. It is recommended that the neighborhood assures the integration various economic sectors to stimulate a positive formation of the urban space.

2. Increase density

Increasing density and allowing more residential options will promote development with new smaller “Wynwood units”. This will encourage the expansion of small creative businesses and artists studios within the district.

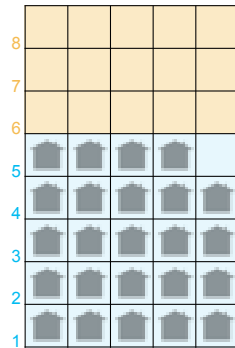
¹ Dhuru A. Thadani, The Language of Towns & Cities

WHAT IS THE RIGHT DENSITY FOR WYNWOOD? DW5

SCENARIO 1:
SAME AVERAGE UNITS SIZE

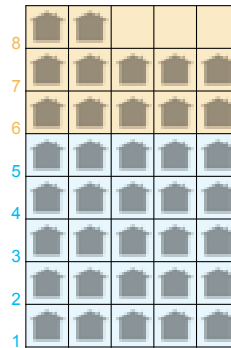
SCENARIO 2:
MAXED-OUT DEVELOPMENT

DW5
65 DUA



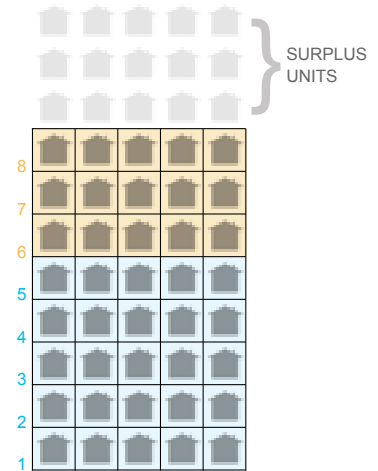
RES. UNITS: 24
AVG UNIT SIZE: 1000 SF
COMMERCIAL: 3200 SF
PARKING: 43

DW5
100 DUA

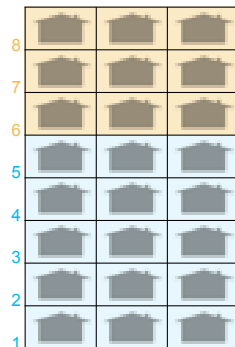


RES. UNITS: 37
AVG UNIT SIZE: 1000 SF
COMMERCIAL: 3200 SF
PARKING: 62

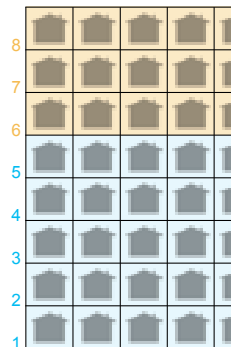
DW5
150 DUA



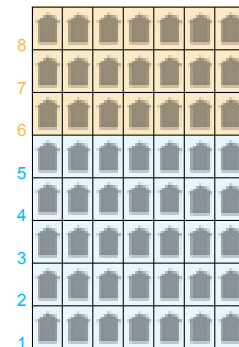
RES. UNITS: 55
AVG UNIT SIZE: 1000 SF
COMMERCIAL: 3200 SF
PARKING: 88



RES. UNITS: 24
AVG UNIT SIZE: 2252 SF
COMMERCIAL: 3200 SF
PARKING: 41



RES. UNITS: 37
AVG UNIT SIZE: 1340 SF
COMMERCIAL: 3200 SF
PARKING: 58



RES. UNITS: 55
AVG UNIT SIZE: 813 SF
COMMERCIAL: 3200 SF
PARKING: 83



In order to incentivize bonuses 150 DUA is the ideal density for DW5 allowing for smaller more varied units

* BASED ON A 16,000 SF LOT

BY RIGHT ■
BONUS ■

RECOMMENDATIONS

DENSITY / CAPACITY DW5

65 DUA

Scenario 1: Ideal Unit Size				Scenario 2: Max Build-Out / Units Size					
Units	Avg Size	Total Sellable SF	Gross SF	Use	Floors	Typical FL	Total Sellable SF	Units	Avg Unit Size
24 U	1,000 SF	23,875 SF	28,650 SF	Commercial	1	3,200 SF	3,200 SF		
				Residential	6	8,960 SF	53,760 SF	24 U	2,252 SF
		Gross Area	Floors Req.						
Residential Floors		28,650 SF	3.20						
Commercial Floors		25% 3,200 SF	0.25						
Parking		Spots	Parking Area						
Residential		36	10,744 SF						
Commercial		10	2,880 SF						
Visitor		2	716 SF						
Total		43	12,906 SF						
Floors Req.			1.0						
		Total Floors	4.5						
		Δ Floors	0.5						

*no shared factor calculated

*no shared factor calculated

100 DUA

Scenario 1: Ideal Unit Size					Scenario 2: Max Build-Out / Units Size					
Units	Avg Size	Total Sellable SF	Gross SF		Use	Floors	Typical FL	Total Sellable SF	Units	Avg Unit Size
37 U	1,000 SF	36,731 SF	44,077 SF		Commercial	1	3,200 SF	3,200 SF		
					Residential	5.6	8,960 SF	50,176 SF	37 U	1,366 SF
		Gross Area	Floors Req.							
Residential Floors		44,077 SF	4.92							
Commercial Floors		25% 3,200 SF	0.25							
Parking	Spots	Parking Area			Parking	Spots	Parking Area			
Residential	55	16,529 SF			Residential	55	16,529 SF			
Commercial	10	2,880 SF			Commercial	10	2,880 SF			
Visitor	4	1,102 SF			Visitor	4	1,102 SF			
Total	62	18,460 SF			Total	62	18,460 SF			
Total Parking Floors			1.4		Floors Req				1.4	
		Total Floors	6.6		Total Floors			8.0		
		Δ Floors	-1.6		Δ Floors			-3.0		
*no shared factor calculated					*no shared factor calculated					

*no shared factor calculated

*no shared factor calculated

150 DUA

Scenario 1: Ideal Unit Size				Scenario 2: Max Build-Out / Units Size					
Units	Avg Size	Total Sellable SF	Gross SF	Use	Floors	Typical FL	Total Sellable SF	Units	Avg Unit Size
55 U	1,000 SF	55,096 SF	66,116 SF	Commercial	1	3,200 SF	3,200 SF		
				Residential	4.9	8,960 SF	43,904 SF	55 U	797 SF
		Gross Area	Floors Req.						
Residential Floors		66,116 SF	7.38						
Commercial Floors		25% 3,200 SF	0.25						
Parking		Spots	Parking Area						
Residential		83	24,793 SF						
Commercial		10	2,880 SF						
Visitor		6	1,653 SF						
Total		88	26,394 SF						
Floors Req.			2.1						
		Total Floors	9.7						
		Δ Floors	-4.7						

*no shared factor calculated

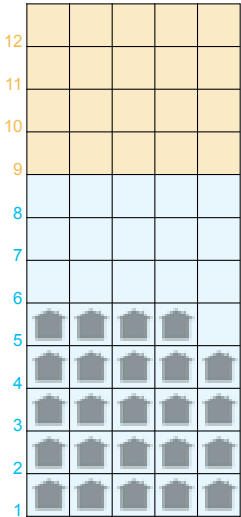
*no shared factor calculated

Capacity Studies for 16,000 SF Lot - ## are variables
Calculations: 20% Building Efficiency, 10% Floor Plate Coefficient, Average Parking Spot 300 sf.

WHAT IS THE RIGHT DENSITY FOR WYNWOOD? DW8

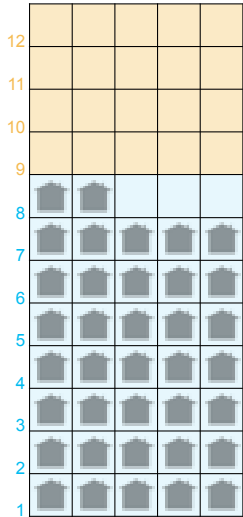
SCENARIO 1:
SAME AVERAGE UNITS SIZE

DW8
65 DUA



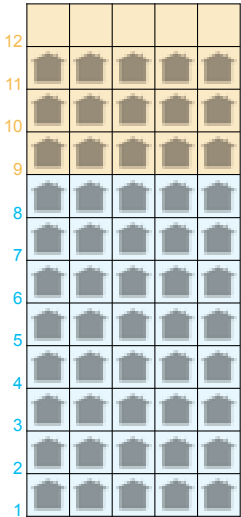
RES. UNITS: 24
AVG UNIT SIZE: 1000 SF
COMMERCIAL: 3200 SF
PARKING: 43

DW8
100 DUA



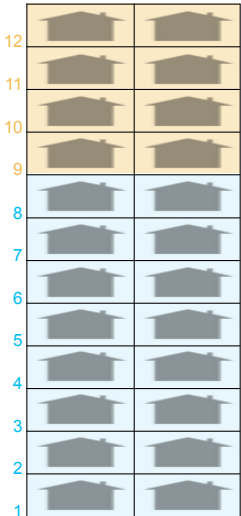
RES. UNITS: 37
AVG UNIT SIZE: 1000 SF
COMMERCIAL: 3200 SF
PARKING: 62

DW8
150 DUA

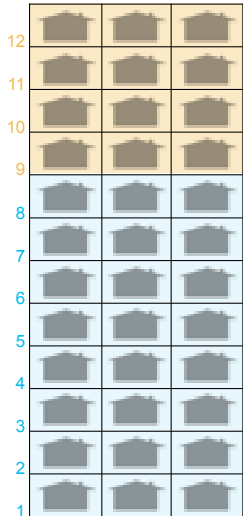


RES. UNITS: 55
AVG UNIT SIZE: 1000 SF
COMMERCIAL: 3200 SF
PARKING: 88

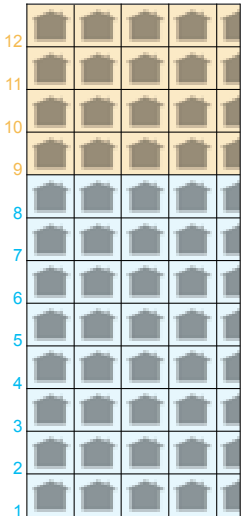
SCENARIO 2:
MAXED-OUT DEVELOPMENT



RES. UNITS: 24
AVG UNIT SIZE: 3378 SF
COMMERCIAL: 3200 SF
PARKING: 43



RES. UNITS: 37
AVG UNIT SIZE: 2195 SF
COMMERCIAL: 3200 SF
PARKING: 62





RES. UNITS: 55
AVG UNIT SIZE: 1464 SF
COMMERCIAL: 3200 SF
PARKING: 88

In order to incentivize bonuses 150 DUA is the ideal density for DW8



* BASED ON A 16,000 SF LOT

BY RIGHT 
BONUS 

RECOMMENDATIONS

DENSITY / CAPACITY DW8

65 DUA

Scenario 1: Ideal Unit Size				Scenario 2: Max Build-Out / Units Size					
Units	Avg Size	Total Sellable SF	Gross SF	Use	Floors	Typical FL	Total Sellable SF	Units	Avg Unit Size
24 U	1,000 SF	23,875 SF	28,650 SF	Commercial	1	3,200 SF	3,200 SF		
				Residential	10	8,960 SF	89,600 SF	24 U	3,753 SF
		Gross Area	Floors Req.						
Residential Floors		28,650 SF	3.20						
Commercial Floors	25%	3,200 SF	0.25						
Parking	Spots	Parking Area		Parking	Spots	Parking Area			
Residential	36	10,744 SF		Residential	36	10,744 SF			
Commercial	10	2,880 SF		Commercial	10	2,880 SF			
Visitor	2	716 SF		Visitor	2	716 SF			
Total	43	12,906 SF		Total	43	12,906 SF			
Floors Req.			1.0	Floors Req.			1.0		
		Total Floors	4.5			Total Floors	12.0		
		Δ Floors	3.5			Δ Floors	-4.0		
*no shared factor calculated				*no shared factor calculated					

*no shared factor calculated

*no shared factor calculated

100 DUA

Scenario 1: Ideal Unit Size					Scenario 2: Max Build-Out / Units Size					
Units	Avg Size	Total Sellable SF	Gross SF		Use	Floors	Typical FL	Total Sellable SF	Units	Avg Unit Size
37 U	1,000 SF	36,731 SF	44,077 SF		Commercial	1	3,200 SF	3,200 SF		
					Residential	9.6	8,960 SF	86,016 SF	37 U	2,342 SF
		Gross Area	Floors Req.							
Residential Floors		44,077 SF	4.92							
Commercial Floors		25% 3,200 SF	0.25							
Parking	Spots	Parking Area			Parking	Spots	Parking Area			
Residential	55	16,529 SF			Residential	55	16,529 SF			
Commercial	10	2,880 SF			Commercial	10	2,880 SF			
Visitor	4	1,102 SF			Visitor	4	1,102 SF			
Total	62	18,460 SF			Total	62	18,460 SF			
Total Parking Floors			1.4		Floors Req				1.4	
		Total Floors	6.6		Total Floors			12.0		
		Δ Floors	1.4		Δ Floors			-4.0		
*no shared factor calculated					*no shared factor calculated					

*no shared factor calculated

*no shared factor calculated

150 DUA

Scenario 1: Ideal Unit Size				Scenario 2: Max Build-Out / Units Size					
Units	Avg Size	Total Sellable SF	Gross SF	Use	Floors	Typical FL	Total Sellable SF	Units	Avg Unit Size
55 U	1,000 SF	55,096 SF	66,116 SF	Commercial	1	3,200 SF	3,200 SF		
				Residential	8.9	8,960 SF	79,744 SF	55 U	1,447 SF
		Gross Area	Floors Req.						
Residential Floors		66,116 SF	7.38						
Commercial Floors		25% 3,200 SF	0.25						
Parking		Spots	Parking Area						
Residential		83	24,793 SF						
Commercial		10	2,880 SF						
Visitor		6	1,653 SF						
Total		88	26,394 SF						
Floors Req.			2.1						
		Total Floors	9.7						
		Δ Floors	-1.7						

*no shared factor calculated

*no shared factor calculated

Capacity Studies for 16,000 SF Lot - ## are variables
Calculations: 20% Building Efficiency, 10% Floor Plate Coefficient, Average Parking Spot 300 sf.

Propose new parking policies to reduce car dependency while promoting pedestrian connections and sustainable vehicular usage

Recommended

- Reduction of parking requirement for all Wynwood dwelling units to one space (1) per unit
- Create a Wynwood BID Parking Improvement Trust Fund where developers can pay-in-lieu of parking
- New public parking structures
- Reduce parking requirements depending on the proximity to a public parking structure
- Small building parking waiver
- Preserve parking for adaptive reuses
- 1 EVCS (Electric Vehicle Charging Station) for every 20 parking spaces provided

Parking incentives have been recommended to solve the lack of parking in Wynwood. Nevertheless it is important to preserve as much on-street parking as possible. This is true not only to preserve it but because parallel parking creates the most positive pedestrian experience. Parked vehicles provide protection for the pedestrian on the sidewalk from moving vehicles. On-Street parking also tends to slow traffic by providing the perception that drivers need to pay attention and slow down. On-Street parking also assist ground level retail, restaurants, and businesses in attracting customers and foot traffic as well.

1. Reduction of parking requirements

By increasing density and allowing more residential options development of smaller units will take place in Wynwood. The existence of centralized parking and more transportation options will promote walkability and reduce the need for more parking spaces. Therefore it is recommended to reduce parking requirements to one (1) parking space per Wynwood dwelling unit.

2. Wynwood BID Parking Improvement Trust Fund

It is recommended to create a Wynwood BID Parking Improvement Trust Fund to improve the overall quality of parking and transit in the area.

Example of the requirements:

- Payment to be made to Wynwood BID Parking Improvement Trust Fund for the benefit of the Wynwood BID
- Payment-in-Lieu of parking should be by right and not by waiver from the Planning Department
- Payment in full of Fee-in-Lieu to be made prior to the TCO or CO date, at which time a parking waiver certificate will be issued and recorded
- No financing or rental Fee-in-Lieu
- Rate per space is TBD
- Wynwood Parking Improvement Trust Fund to be used for the purposes of subsidizing the acquisition,



RECOMMENDATIONS

3. PARKING

Parking Structure Calculations

	Lots Area	# Units	Commercial
D1	772,680 SF	639	154,536 SF
DW5	5,749,346 SF	19,798	1,149,869 SF
DW5-L	474,163 SF	1,633	37,933 SF
DW8	1,733,103 SF	5,968	346,621 SF
T6-12	95,385 SF	328	19,077 SF
	8,824,677 SF	28,366	1,708,036 SF

25% bldg. footprint
25% bldg. footprint
10% bldg. footprint
25% bldg. footprint
25% bldg. footprint

Parking Spaces Required

	D1 (1 per unit)	DW5 (1.25 per unit)	DW5-L (1.25 per unit)	DW8 (1.25 per unit)	T6-12 (1.25 per unit)
Residential	639	24748	2041	7460	411
Commercial (3 per 1000 SF)	464	3450	114	1040	57
Visitor	64	1980	163	597	33
Total 10% parking reduction	1049	27159	2086	8187	451
Grand Total	38933				

* DW5-L commercial optional

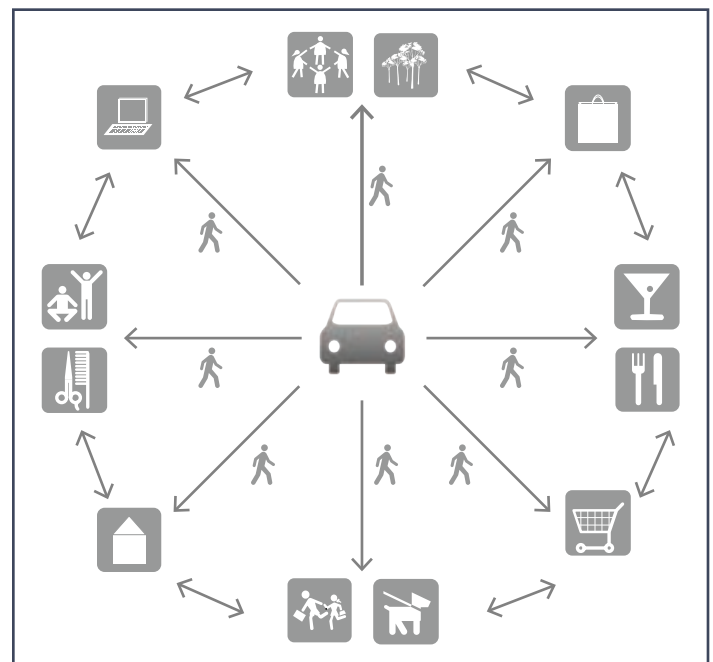
On Street Parking Calculation

Total on street Length	93233 ft.
Contingencies	30%
Parking Space Length	22 ft.
Total On-Street Parking Spaces	2967

Parking Required	38933
Reduction empty lots, legacy structures	30%
Parking Required	27253
Parking On Site	60%

Structure Parking Required	7935
Parking Structures	7
Parking Spaces per Structure	1134
SF per Structure	340,054 SF
# of Floors per Structure	5
Required Lot Size per Structure	68,011 SF

* Numbers in blue are variables



Park Once Diagram

construction and operation of parking facilities (joint venture with private or public entity); marketing parking and transit facilities; right of way improvements related to parking and transit; and associated administrative expenses.

3. Centralized public parking structures

The concept is to create an environment where those who arrive by car can park and then walk to several destinations. Rather than driving to each destination separately, people only use cars when they have completed their activities in the area and are ready to depart. The goals behind this strategy are to consolidate parking, enable walking, and reduce the burden on property owners of mandated parking

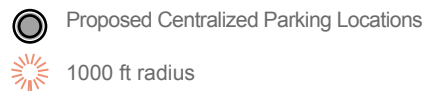
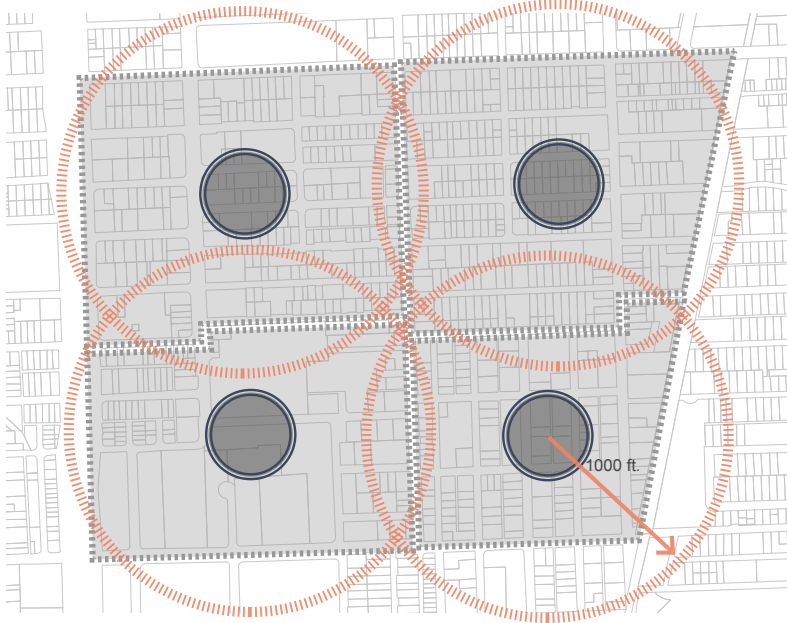
requirements on-site. This strategy encourages walking and decreases traffic congestion by creating mixed-use, compact developments.¹

Parking in Wynwood should be treated among matters of public infrastructure rather than just a private endeavor on private properties.

Public/Private Parking structures are recommended at least one on each one of Wynwood's Quadrants to support the existing parking deficiencies.

Going forward, off-street parking in Wynwood will continue to be less important than in other parts of Miami, since the people drawn to Wynwood are more likely to use alternative

1 Dhiru A. Thadani, The Language of Towns & Cities



modes of transportation (such as car share, bike share and public transportation) to travel between work and home, or even work from home.

If the whole neighborhood were to be fully developed to its capacity with 20% of the properties left as empty lots, parks or legacy structures and 50% of the parking requirements on-site, there would be a necessity for 7, 5 floor parking structures with a typical footprint of approximately 68,000 SF. These numbers were calculated taking into account on-street parking available throughout the neighborhood.

Vacant land surface parking is an option to provide parking off-site while parking structures are being built. This should have an expiration date in order to avoid permanent surface parking within the neighborhood.

4. Parking Reductions for New Construction

If a parcel is located in the Wynwood Arts District Boundaries there are 4 options to get parking reductions for new construction:

- If the property is outside of the boundary of a 1000 ft. of a parking structure there is the option to get a 1/3 parking reduction at full price to the Fee-in-Lieu Program and park the rest on-site.
- If the property is within 1000 ft. of a parking structure

there is the option to get a 1/3 parking reduction at half the price and the rest at full price to the Fee-in-Lieu-Program.

- If the property is within 500 ft. of a public parking structure there is the option to get a 1/3 parking reduction for free and pay for the rest at full price to the Fee-in-Lieu Program.

See parking reductions diagram.

As shared parking facilities are built and the area becomes more developed, livable and pedestrian friendly, with daily needs and services accessible within the vicinity, some households may opt to do without an automobile or share cars among family members.

5. Small Building Parking Exemption

For new construction of less than 10,000 SF of floor area 100% of the parking requirements may be waived at 50% discount to the Fee-in-Lieu-Program.

6. Adaptive Reuse Parking Requirements

A maximum of 50% of the existing parking may be repurposed. Any further reduction of legacy parking should be paid for and transferred to the Fee-in-Lieu Program.

RECOMMENDATIONS

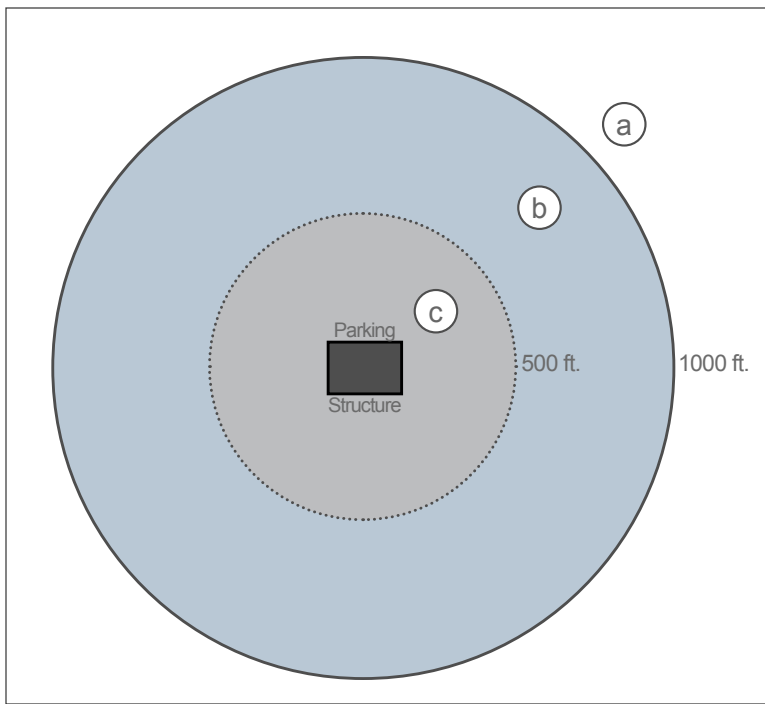
3. PARKING

Additions of no more than 10% of the total SF of the original structure's floor area not to exceed 2,500 SF should be allowed with no extra parking requirements.

7. Electric Vehicle Charging Stations

In new development EVCS are recommended and could be added to the Wynwood Bonus program.

The creation of a Wynwood BID Parking Improvement Trust Fund, parking reductions with proximity to a parking structure, the reduction for parking requirements for dwelling units, the adaptive reuse parking requirements and the EVCS are all part of a unified solution. They create a variety of economic incentives to build parking structures which are a more efficient way to satisfy the need for parking as well as to promote pedestrian traffic and livability.



parking reductions diagram



Wynwood Art Walk - source: PlusUrbia

Recommended

- More residential options
- New Wynwood live/work definition
- Add manufacturing-enabled retail to commercial uses

1. More Residential Options

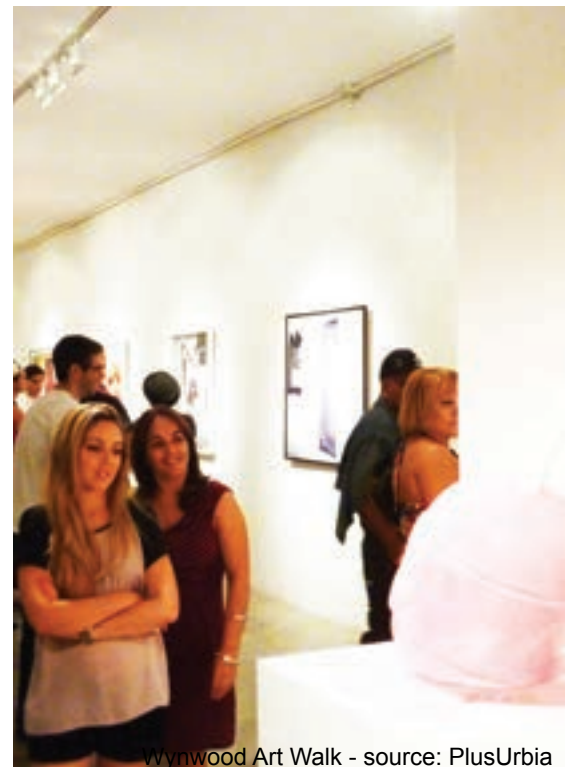
Wynwood has changed dramatically in the past 10 years. The industrial uses allowed in the district no longer serve its market demands.

To accommodate the diversity and lifestyles of existing and future residents it is recommended to allow a mix of residential options. This includes but is not limited to:

- Single Family Residence
- Community Residence
- Multi-Family Housing
- Live/Work - Work/Live



Panther Coffee - source: PlusUrbia



Wynwood Art Walk - source: PlusUrbia

4. USES

DW

	DW-5 DW-8	
DENSITY (UNITS PER ACRE)	150	150
RESIDENTIAL		
SINGLE FAMILY RESIDENCE	R	R
COMMUNITY RESIDENCE	R	R
ANCILLARY UNIT		
TWO FAMILY RESIDENCE	R	R
MULTI FAMILY HOUSING	R	R
DORMITORY	R	R
HOME OFFICE	R	R
LIVE - WORK	R	R
WORK - LIVE	R	R
LODGING		
BED & BREAKFAST	R	R
INN	R	R
HOTEL	R	R
OFFICE		
OFFICE	R	R
COMMERCIAL		
AUTO-RELATED COMMERCIAL ESTAB.	W	W
ENTERTAINMENT ESTABLISHMENT	R	R
ENTERTAINMENT ESTAB. - ADULT		
FOOD SERVICE ESTABLISHMENT	R	R
ALCOHOL BEVERAGE SERVICE ESTAB.	E	E
GENERAL COMMERCIAL	R	R
MARINE RELATED COMMERCIAL ESTAB.	W	W
OPEN AIR RETAIL	W	W
PLACE OF ASSEMBLY	R	R
RECREATIONAL ESTABLISHMENT	R	R
CIVIC		
COMMUNITY FACILITY	W	W
RECREATIONAL FACILITY	R	R
RELIGIOUS FACILITY	R	R
REGIONAL ACTIVITY COMPLEX		
CIVIL SUPPORT		
COMMUNITY SUPPORT FACILITY	W	W
INFRASTRUCTURE AND UTILITIES	W	W
MAJOR FACILITY		
MARINA		
PUBLIC PARKING	R	R
RESCUE MISSION		
TRANSIT FACILITIES	W	W
EDUCATIONAL		
CHILDCARE	W	W
COLLEGE / UNIVERSITY	W	W
ELEMENTARY SCHOOL	W	W
LEARNING CENTER	R	R
MIDDLE / HIGH SCHOOL	W	W
PRE-SCHOOL	R	R
RESEARCH FACILITY	R	R
SPECIAL TRAINING / VOCATIONAL	W	W
INDUSTRIAL		
AUTO-RELATED INDUSTRIAL ESTBL.		
MANUFACTURING AND PROCESSING		
MARINE RELATED INDUSTRIAL ESTBL.		
PRODUCTS AND SERVICES		
STORAGE/ DISTRIBUTION FACILITY		

consolidate and
redefine

add:
manufacturing-
enabled retail

eliminate
"industrial" uses

2. Live/ Work - Work/Live Definition

New Wynwood Live/Work - Work/Live category should be as follows:

- Consolidate Work/Live - Live/Work = New **Wynwood Live/Work**
- Eliminate Proportional square footage standards for Work uses vs. Live uses
- Allow (but not require) Work uses within units. When there is a Commercial, Office or Retail component present, a Certificate of Use may be required.
- Parking requirement for the Wynwood Work/Live should be 1 parking space per unit

A simpler way to apply and get a Certificate of Use in new development where there is a work component in a live/work unit could be to apply for it "per structure" (where a whole floor could have several live/work units for example). After the Certificate of Use has been issued the Certificate of Use can be active or inactive depending on what it is being used as.

3. Manufacturing-Enabled Retail

It is recommended to eliminate light Industrial uses from the Comprehensive Plan in DW-5 and DW-8. In commercial uses allowed by right, a new category should be added: Manufacturing-Enabled Retail

Manufacturing-Enabled Retail should be permitted under these conditions:

- Must have a retail (outlet) component
- Maximum area: 20,000 SF
- Must be on the ground floor
- Parking requirement: 3 per 1000 SF

Examples of uses allowed in Manufacturing-Enabled Retail are: bakeries, breweries, confectionery, ice cream stores, custom woodworking, making and assembling of art and craft products, made and assembled in the district, ironworks, jewelry stores, etc. More uses allowed determined by Wynwood's Design Review Board and the City of Miami's Planning Department to be similar to those enumerated above.

Eliminating industrial uses in these new transect zones is necessary because of health and safety for future residents. There is going to be a large number of people moving to the area, therefore industrial uses are no longer viable.

Access to public parks and green spaces is a key element of quality of life in urban neighborhoods

Recommended

- Acquire more land for publicly accessible green spaces
- Improve public safety with natural surveillance with door and windows fronting public spaces
- Break up long blocks
- Create a “Wynwood Bonus Program” where part of its resources could be used to acquire, create and maintain green spaces
- Require development projects within Wynwood to maintain green spaces in project scope

1. More land for public parks

In order for Wynwood to thrive as a neighborhood there must be access to small parks and green spaces. Access to parks and green spaces is a key element of quality of life in urban neighborhoods, as these types of spaces provide an essential break in an urban environment. It is therefore



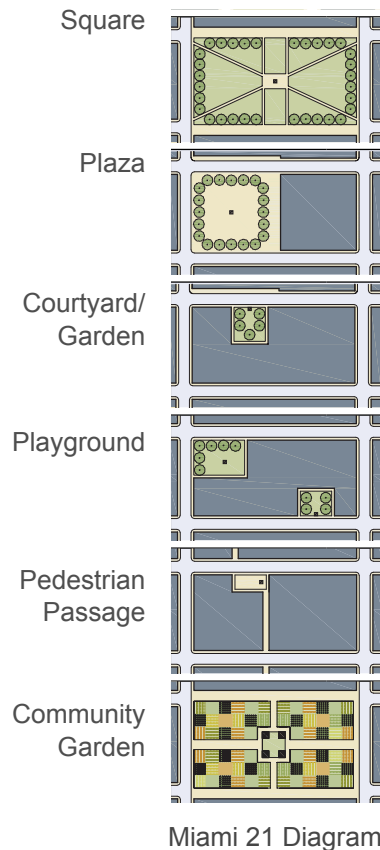
Paley Park NY - source: guestofaguest.com



Oak Plaza Design District - source: architecture.yale.edu

RECOMMENDATIONS

5. OPEN SPACE



vital that a series of green spaces and parks, preferably linked by greenways, be developed within the neighborhood and that existing green spaces and parks be enhanced to provide an amenity to the quality of life for existing and future residents. These green spaces, parks, and greenways will be an important element in developing and maintaining community aesthetics and identity, providing recreational and social opportunities for residents and visitors, and attracting new residents and businesses.

2. Improve public safety with natural surveillance

This can be achieved by requiring that neighboring buildings front all public spaces with doors and windows. This provides open spaces with natural surveillance making them safer for everyone.





<-----> 3. Break up long blocks

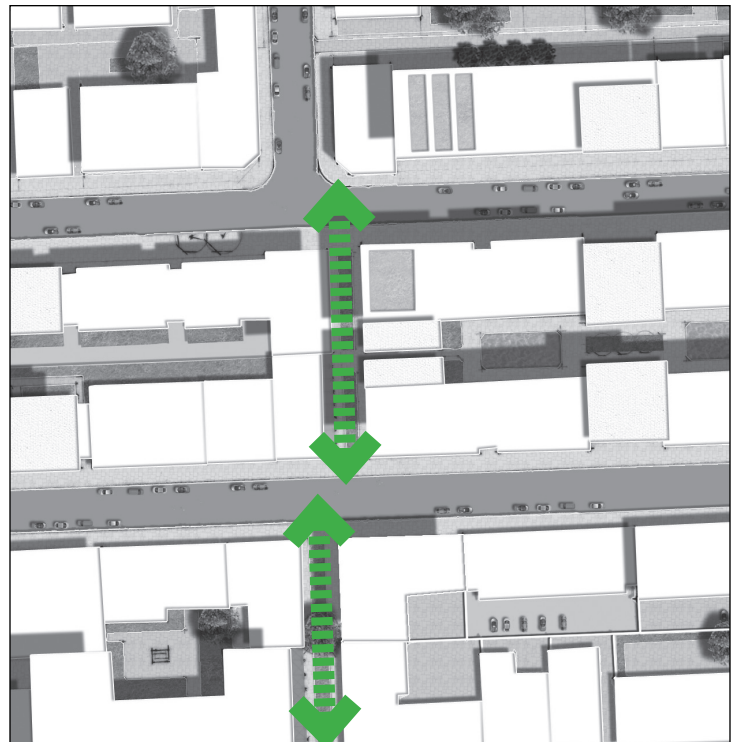
There are several locations where existing blocks are extremely long. These long blocks are not conducive to a good pedestrian experience. It is advisable to “break” some of these long blocks by creating pedestrian passages to cross from one street to another on 1st Ave and 3rd Ave.

By breaking up the long blocks businesses along those passage’s can take advantage of the added frontage and open doors and windows to them, at the same time creating a safer place.

Breaking up long blocks along 23rd, 24th and 25th Streets should be a part of the Wynwood Bonus Program.

Bonuses are achieved if the following conditions are met:

- Passages should be at least 15 ft. wide.
- At least 50% of the length of the passage on both sides shall be glazed with clear glass.
- It is encouraged to front them with storefronts.
- Passages must connect two thoroughfares (connect through the entire block)



RECOMMENDATIONS

5. OPEN SPACE

4. Create “Wynwood Bonus Program”

Wynwood should have a “Wynwood Bonus Program” where part of its resources could be used to acquire, create and maintain green spaces. Bonus development rights can be attained through Miami 21 Public Benefits Program for Wynwood.

5. Promote private art parklets

It takes a long time to acquire land for public parks and Wynwood is in desperate need of green spaces. A way to achieve this faster is by incentivizing the creation of “private parklets”.

An advantage to private parks is that development can increase the amount of retail frontage resulting in more profitable projects. Access for pedestrians from the street is key in a successful urban parklet.

It is recommended to include private “art parklets” in the Wynwood Bonus Program.



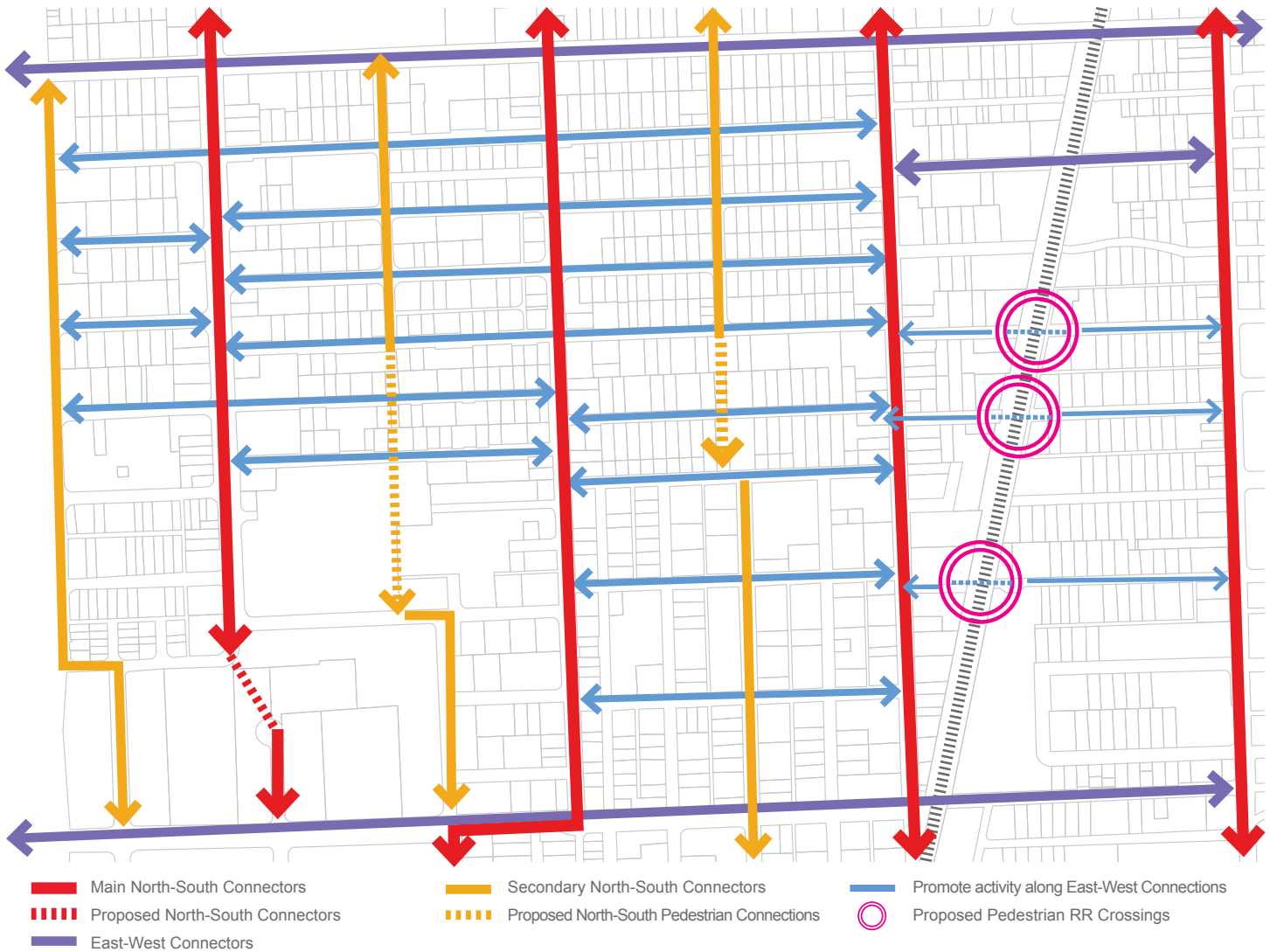
Wynwood Walls - source: PlusUrbia

Recommendations for private/public open spaces:

- Natural surveillance (doors and windows facing open spaces)
- Activate the place with regular activity
- Shape the public space with carefully placed trees and/or buildings surrounding its edges
- Open and frame the views into and from within the space
- Provide shade
- Access for pedestrians from the street is very important
- Slow down traffic close to open spaces
- Provide flexible open spaces for diverse functions
- Reserve places for symbols of civic pride and uniqueness
- Create low-maintenance self-sustainable open spaces



Wynwood Walls - source: PlusUrbia

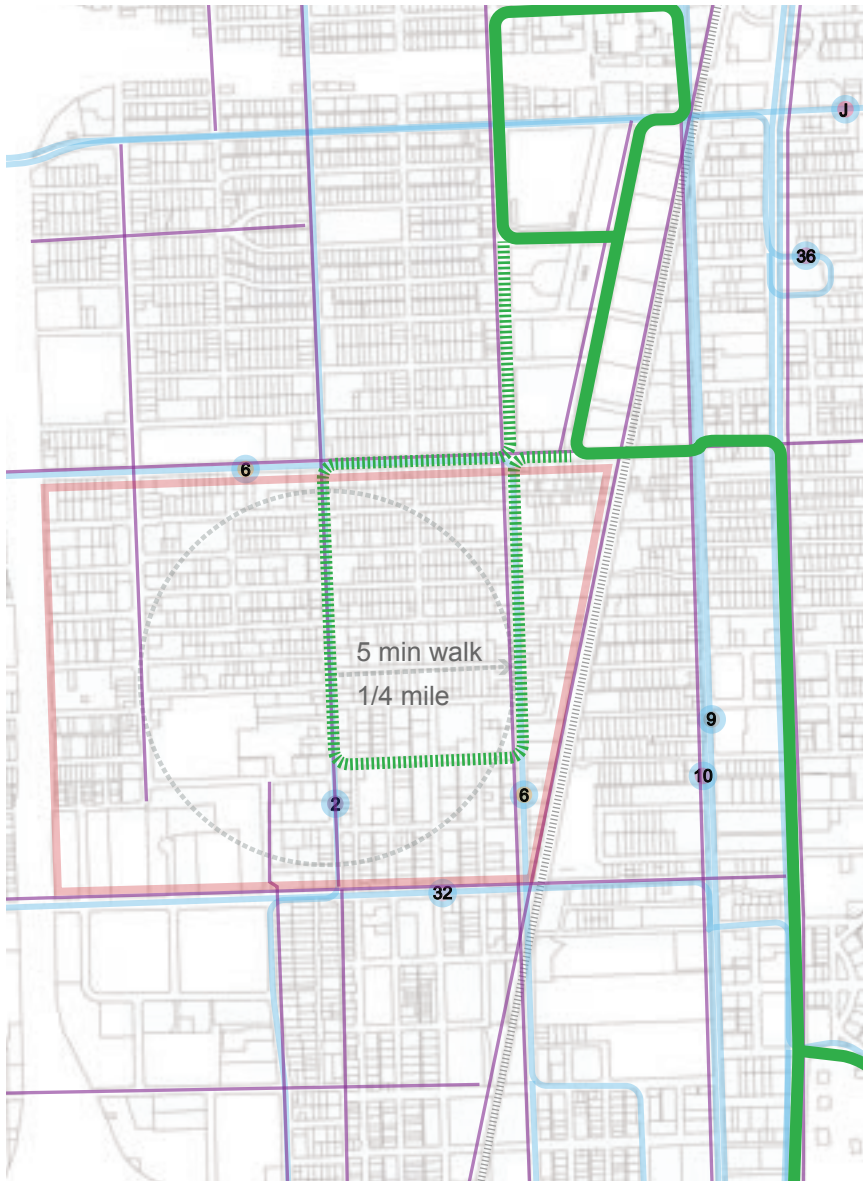


Accessibility

The FEC rail line that runs along Wynwood's east boundary carries cargo to the Port of Miami. This serves a useful purpose, but the tracks themselves form a barrier between Wynwood and Edgewater. The residents of Edgewater could walk or bike to Wynwood, but there are only three vehicular crossways on 29th, 27th, and 20th Streets and they are not pedestrian friendly. With the completion of the port tunnel and the future commuter Tri Rail trains passing on this line there will be a lot of rail traffic. Fortunately for the neighborhood, the train moves slowly though this area because it is nearing the end of the line at the port. To diminish the physical separation between Wynwood and Edgewater, more pedestrian crossings are recommended.

RECOMMENDATIONS

6. ACCESSIBILITY AND MOBILITY



- Existing Biscayne Trolley Line
- - - Proposed Extension to Trolley Line
- Study Area
- City of Miami Proposed 2030 Bike Nwk
- Existing Bus Routes

Recommended

- More pedestrian crossings along the FEC Line
- Bike lanes are encouraged
- Expand trolley route
- Promote street-level businesses along East-West corridors

Mobility

Successful urban environments are supported by a variety of mobility choices giving residents the freedom to move about comfortably, whether on foot, bicycle, public transit or automobile. The people who are drawn to Wynwood are more likely to use alternative modes of transportation like car share, bike share and public transportation. It is important to provide the infrastructure necessary for this variety of mobility choices to happen.

Recommendations:

- Bike Lanes and bike racks are encouraged
- Expand existing Biscayne Trolley Route to come through Wynwood
- Encourage more pedestrian activity on East-West corridors and promote Street level businesses along them

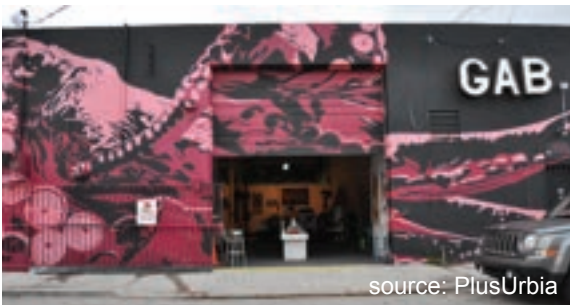




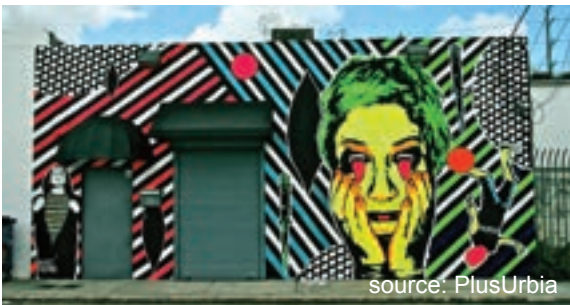
source: PlusUrbia



source: PlusUrbia



source: PlusUrbia



source: PlusUrbia



RECOMMENDATIONS

7. CHARACTER



source: PlusUrbia



source: PlusUrbia

Recommended

- Create mural space
- Create Wynwood Design Review Board
- Create design guidelines/review standards
- Setbacks should be 5 ft.

1. Create mural space

Wynwood has become a vibrant and bustling outdoor museum. You could say color is another synonym for the neighborhood. It is a place where art follows you around. Where colors and shapes come alive and exude the energy and passions of its creators. The artwork fully embodies the very essence of life. Artists from all over the world come to leave their temporary mark on these blank canvases on Wynwood's walls. The fact that these murals change constantly is one of the very interesting features in this neighborhood and should maintain the same, even in new development.

Areas with graffiti usually produce more graffiti and this is how Wynwood's unique character came to be. Graffiti is no longer an underground form of expression but one that is embraced in Wynwood.

New construction should include space for these "blank canvases" as part of their design and maintain their facades as simple as possible. The ground floor facade should provide a minimum of 30% for mural and/or green walls.

2. Wynwood Design Review Board

It is important to maintain the "Soul of Wynwood" and in order to do so it is recommended to create a Wynwood

Design Review Board to ensure that development is consistent with the vision for Wynwood. It will be responsible for determining whether development applications satisfy the Design Review Standards. The Board will be comprised of design professionals, stakeholders and tenants selected by the BID.

3. Design guidelines/review standards

A set of design Guidelines/Review Standards need to be created specifically for Wynwood.

4. Setbacks

Wynwood's industrial-chic streetscape is an important part of Wynwood's identity. This streetscape consists of predominantly zero-setback warehouses that are on average 20' high. In order to maintain the current pedestrian experience it is recommended to keep a 5 ft. setback throughout and allow setbacks from 0 ft. to 10 ft. by Waiver and approval of the Wynwood DRB. If the intention is to maintain the warehouse scale a stepback after the first floor (25' high) is encouraged. Legacy structures and warehouses that embody the area's past should be restored.

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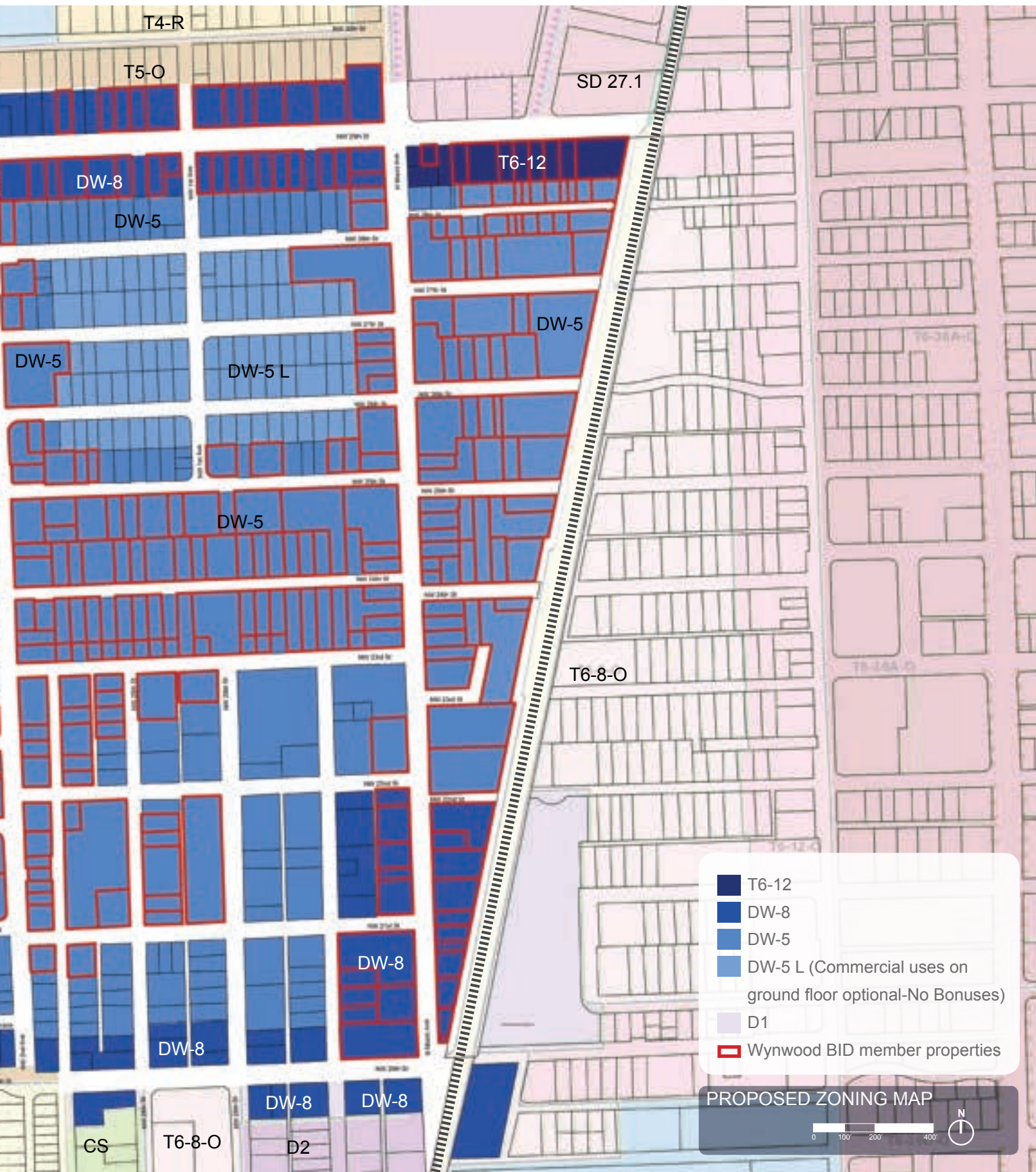
IMPLEMENTATION

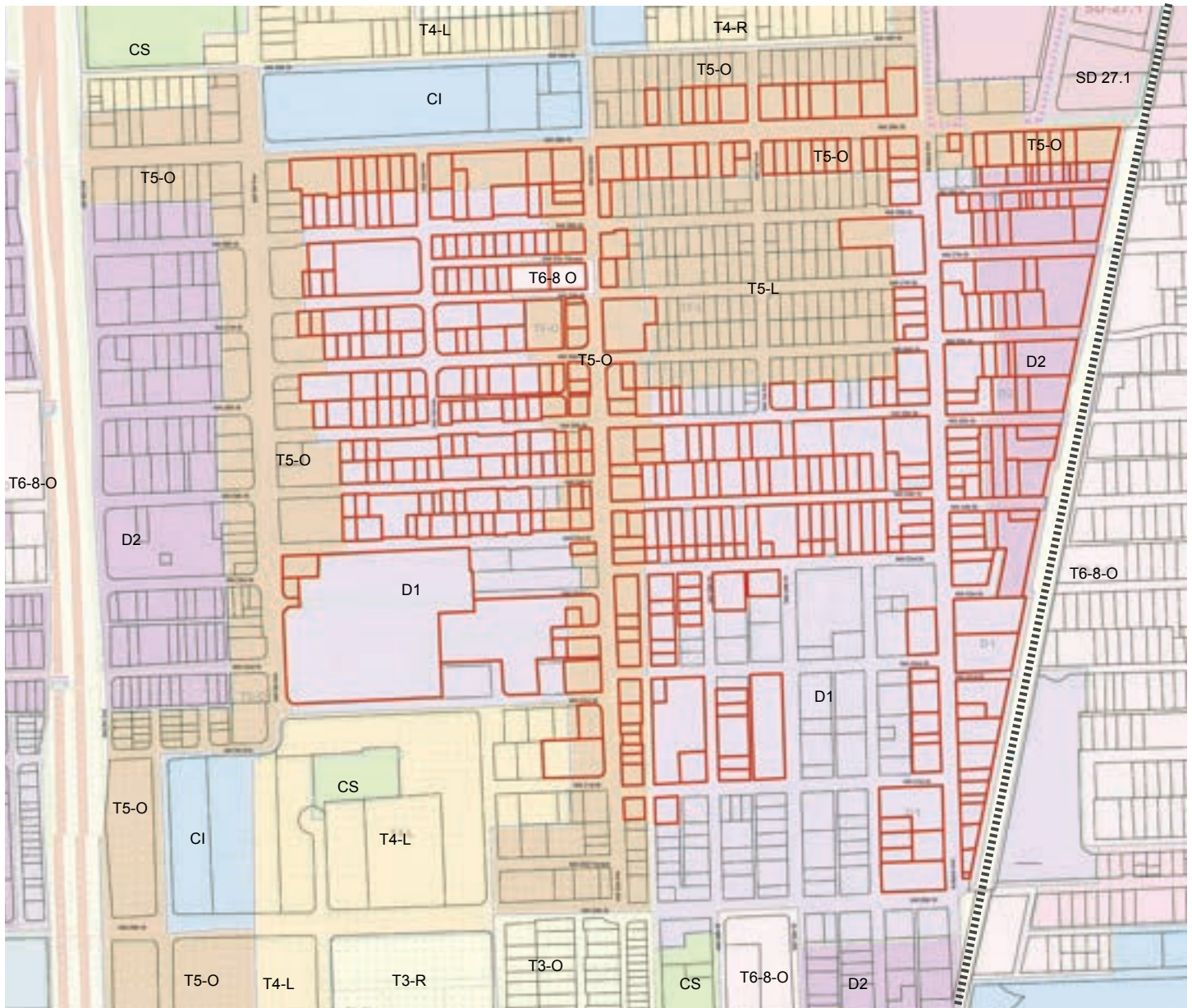


art by Kenny Sharf



IMPLEMENTATION



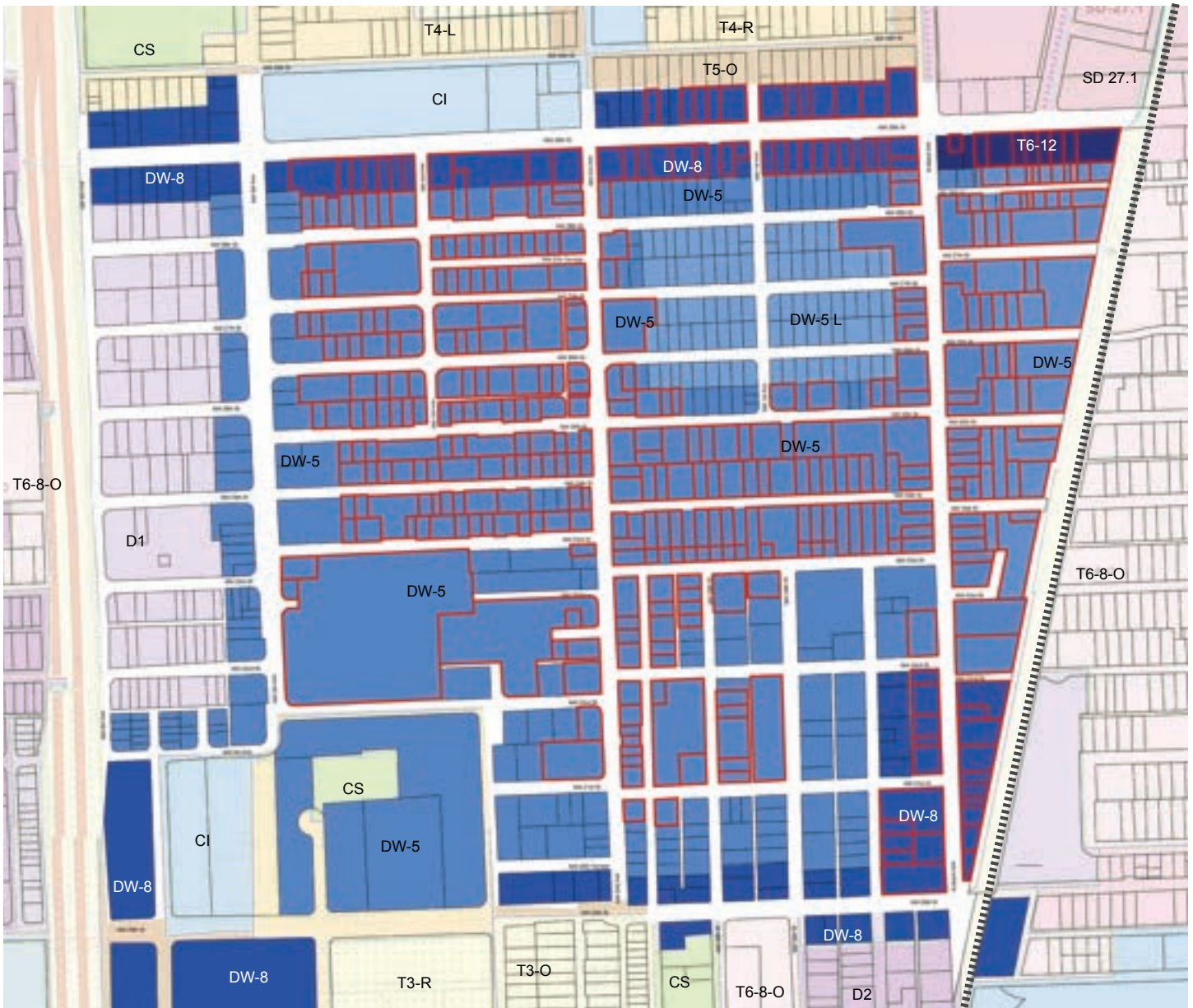


- | | |
|--|--|
| T3 | T6-8 |
| T4 | CS |
| T5 | CI |
| D2 | Wynwood BID member properties |
| D1 | |

Current Miami 21 Zoning

IMPLEMENTATION

IMPLEMENTATION



- T6-12
- DW-8
- DW-5
- DW-5 L (Commercial uses on ground floor optional-No Bonuses)
- D1
- Wynwood BID member properties

Proposed Zoning

DW-5



- DW-5
- DW-5 L (commercial uses on ground floor optional - No Bonuses Allowed)

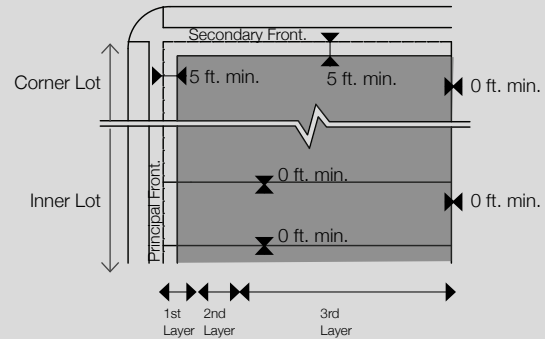
DW-5	
LOT OCCUPATION	
Lot Area	5,000 sf. min.
Lot Width	50 ft. min.
Lot Coverage	90% max.
FLR	N/A
Frontage at front Setback	70% min.
Green/Open Space Requirements	5% Lot Area min.
Density	150 du/acre max.
BUILDING SETBACK	
Principal Front	5 ft. min.
Secondary Front	5 ft. min.
Side	0 ft. min.
Rear	0 ft. min.
BUILDING HEIGHT	
Principal Building	2 min. 5 max.
Benefit Height	3 max.

On Principal and Secondary Frontage a setback between 0 ft. and 10 ft. (excluding 5 ft.) is allowed by Waiver and approval by the Wynwood DRB.

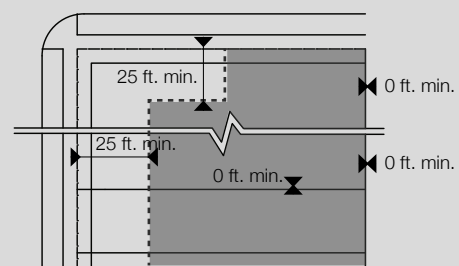
DW5-L does not allow Benefit height and commercial on the ground floor is optional.

For new construction, a minimum of 30% of the ground floor facade shall be used for mural arts and/or green walls.

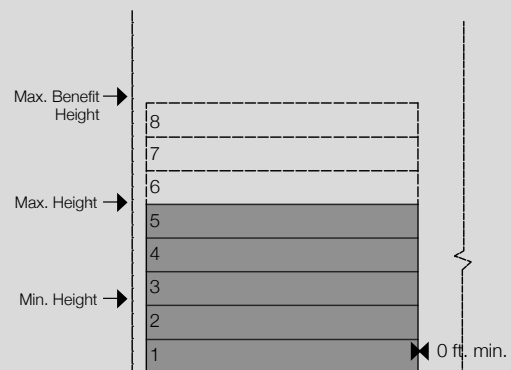
BUILDING PLACEMENT



PARKING PLACEMENT



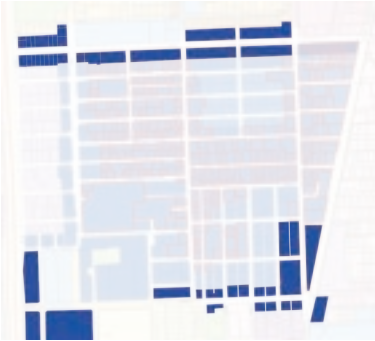
BUILDING HEIGHT



IMPLEMENTATION

ZONING

DW-8

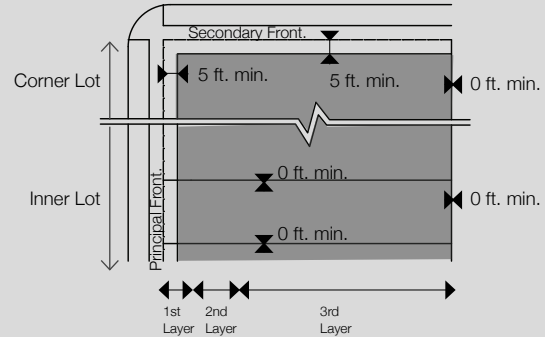


DW-8	
LOT OCCUPATION	
Lot Area	5,000 sf. min.
Lot Width	50 ft. min.
Lot Coverage	90% max.
FLR	N/A
Frontage at front Setback	70% min.
Green/Open Space Requirements	5% Lot Area min.
Density	150 du/acre max.
BUILDING SETBACK	
Principal Front	5 ft. min.
Secondary Front	5 ft. min.
Side	0 ft. min.
Rear	0 ft. min.
BUILDING HEIGHT	
Principal Building	2 min. 8 max.
Benefit Height	4 max.

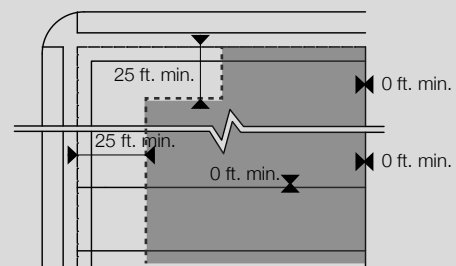
On Principal and Secondary Frontage a setback between 0 ft. and 10 ft. (excluding 5 ft.) is allowed by Waiver and approval by the Wynwood DRB.

For new construction, a minimum of 30% of the ground floor facade shall be used for mural arts and/or green walls.

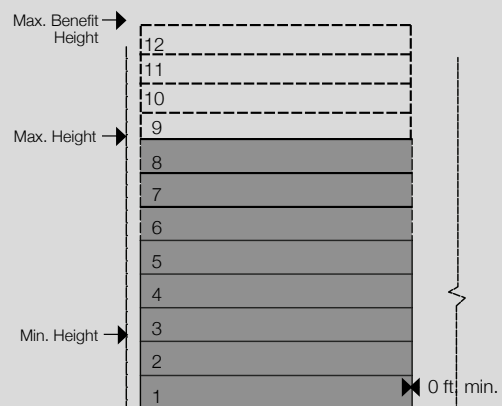
BUILDING PLACEMENT



PARKING PLACEMENT



BUILDING HEIGHT



N Miami Avenue - DW-5



NW 29th Street - DW-8



NW 2nd Avenue - DW-5



IMPLEMENTATION

HEIGHT

NW 27th, 26th, 25th Streets - DW-5



NW 5th Avenue - DW-5



TRANSFER OF DEVELOPMENT RIGHTS AND BONUS CONCEPT

The concept of Transfer of Development Rights and Bonuses in Wynwood allows flexibility in using both of them and at the same time trying to fund the Wynwood Public Benefits Program.

ALLOWED HEIGHTS

Wynwood District will incorporate two new transect types to Miami 21. The new transect designations are DW5 and DW8.

DW5 permits 5 floors by right and allows up to 8 floors via bonuses and/or transfer of development rights (TDR).

DW8 permits 8 floors by right and allows up to 12 floors via bonuses and/or transfer of development rights (TDR).



ADDITIONAL RIGHTS: BONUS AND TDR

Additional Development can be attained in two ways, via:

- Bonuses
- Transfer Development Rights Program (TDR)



IMPLEMENTATION

BONUSES

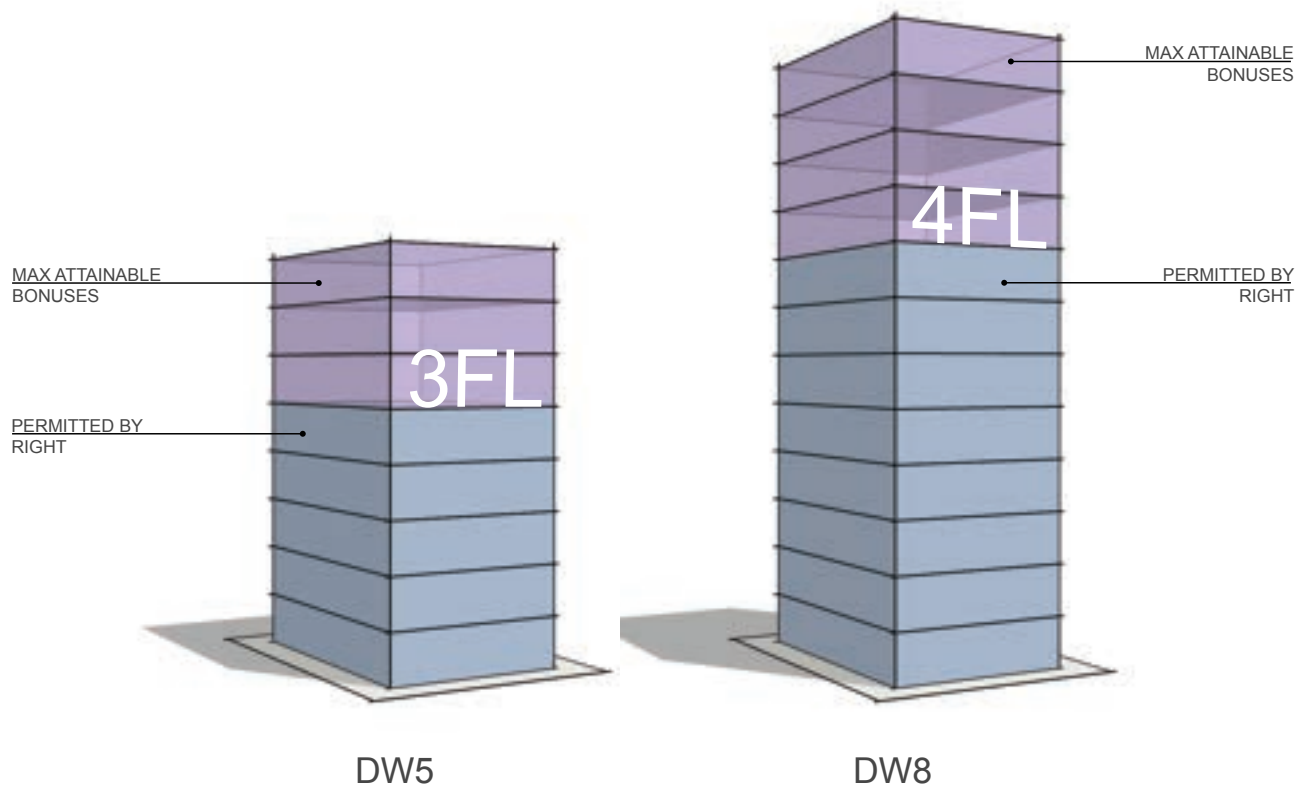
BONUSES

Bonus development rights could be attained through Miami 21 Public Benefits Program for Wynwood. The categories through which additional rights can be attained are the following:

- Affordable / Workforce Housing
- Public Park and Open Space
- Legacy Structures
- Green Building - LEED Certification
- Civic Space and Civil Support
- Public Centralized Parking Structures
- Underground Parking

* For all cash contribution to the Miami 21 Public Benefit Trust Fund for Wynwood, the development shall be allowed additional Floor Area up to the bonus Height and FLR described.

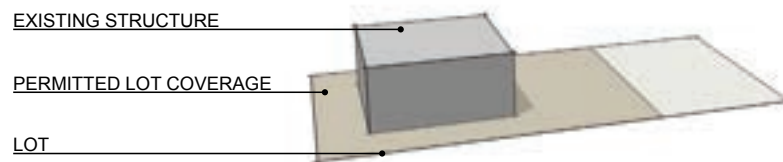
*The first full floor of additional development rights must be attained via bonuses.



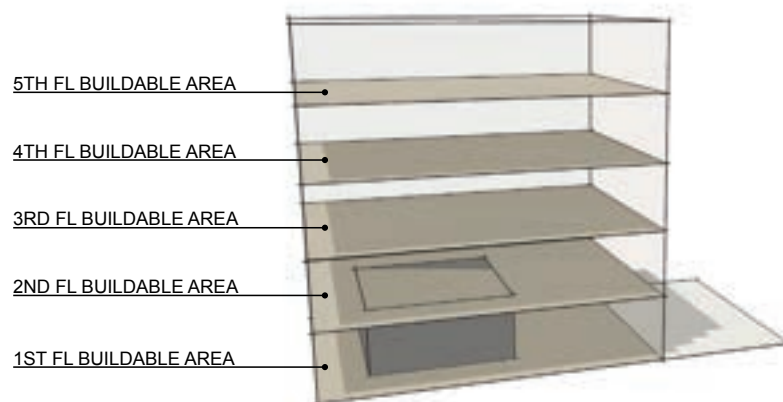
TRANSFER OF DEVELOPMENT RIGHTS (TDR)

Unused development rights from properties within the Wynwood Arts District may be transferred to other properties seeking additional development rights. This TDR program is recommended to be self-contained within the Wynwood Arts District. No rights should be transferred to or from outside the District. Development rights in the Wynwood Arts District are not perpetual and may be bought back.

CALCULATIONS OF BUILDABLE AREA



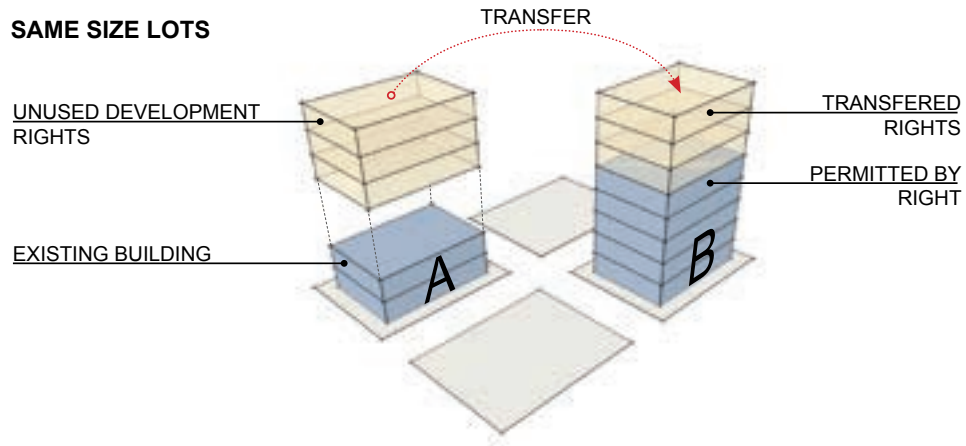
ALLOWED BUILDABLE AREA = LOT COVERAGE X NUMBER OF FLOORS



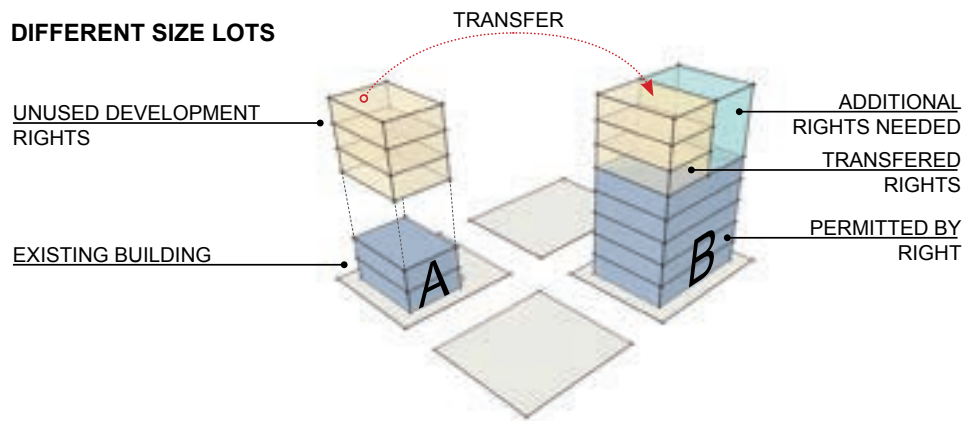
TRANSFERABLE AREA = ALLOWED BUILDABLE AREA - EXISTING BUILT AREA

TDR EXAMPLES

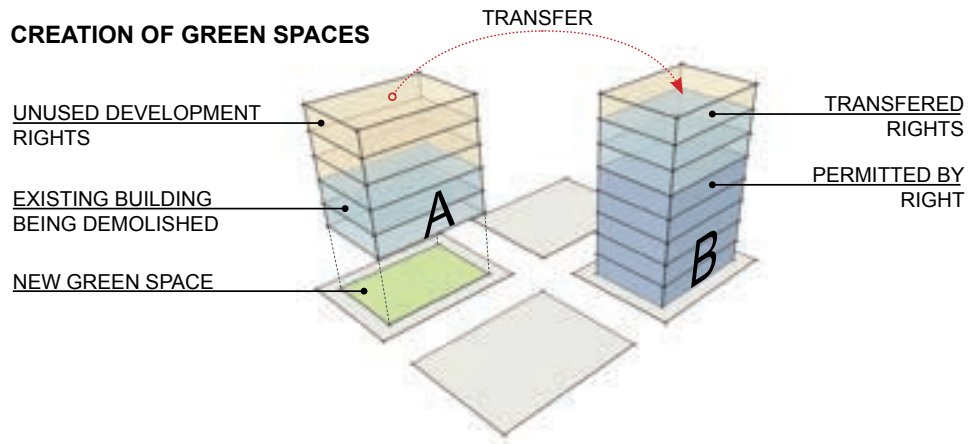
SAME SIZE LOTS



DIFFERENT SIZE LOTS



CREATION OF GREEN SPACES



TDR TYPES

LEGACY STRUCTURES

Legacy Structures are existing buildings which are maintained or repurposed by the owner and the original height and floor count are maintained the same. The unused development rights of the legacy buildings can be sold to the TDR program. The number of floors of a legacy structures will be calculated as currently specified in Miami 21.

TDR FOR OPEN SPACES

Property owners can transfer all permitted development rights in exchange to create and open space along the entirety of the site. The owner can transfer 5 developable floors on DW5 and 8 developable floors on DW8.

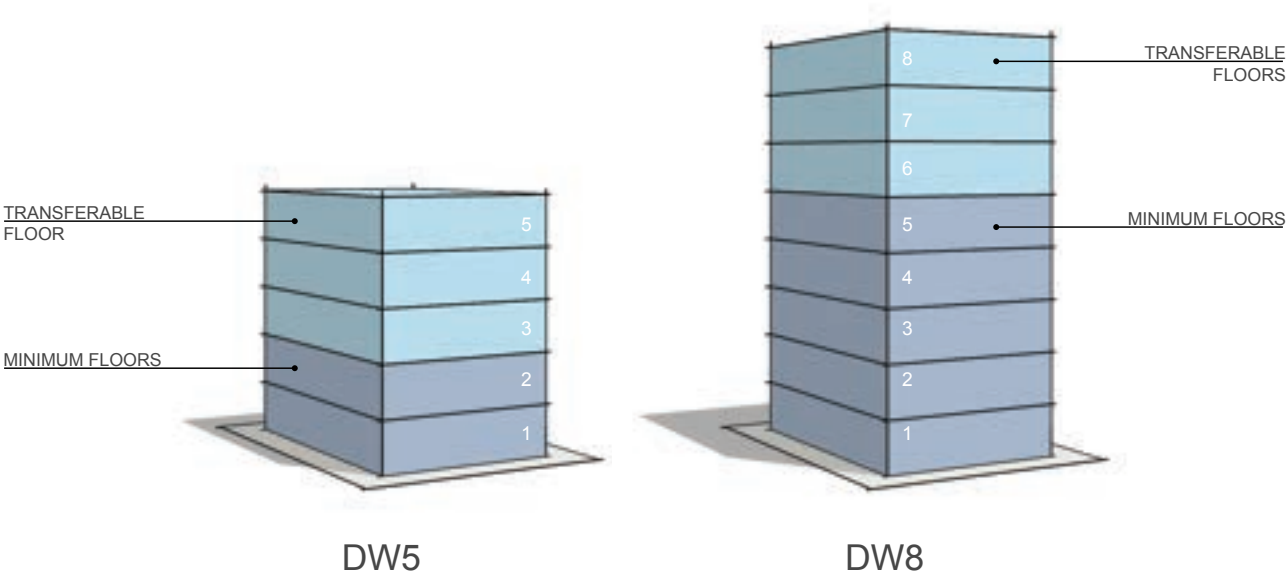
TDR RESTRICTIONS

DW5 and DW8 are only allowed to transfer 3 floors of development rights.

The minimum floor levels for a new development in a DW5 is 2 floors and 2 floors in a DW8.

*The first full floor of additional development rights must be attained via bonuses

TRANSFERABLE FLOOR PER TRANSECT ZONE



IMPLEMENTATION

TDR PROCESS

TDR PROCESS

The Wynwood TDR program will be administrated by the City of Miami. Owners of unused development rights can “sell” and record their unused rights with the City. Developers can in turn “buy” unused development rights from the City to reach their desired building height within the limitations established in the transect zone.

SELLERS

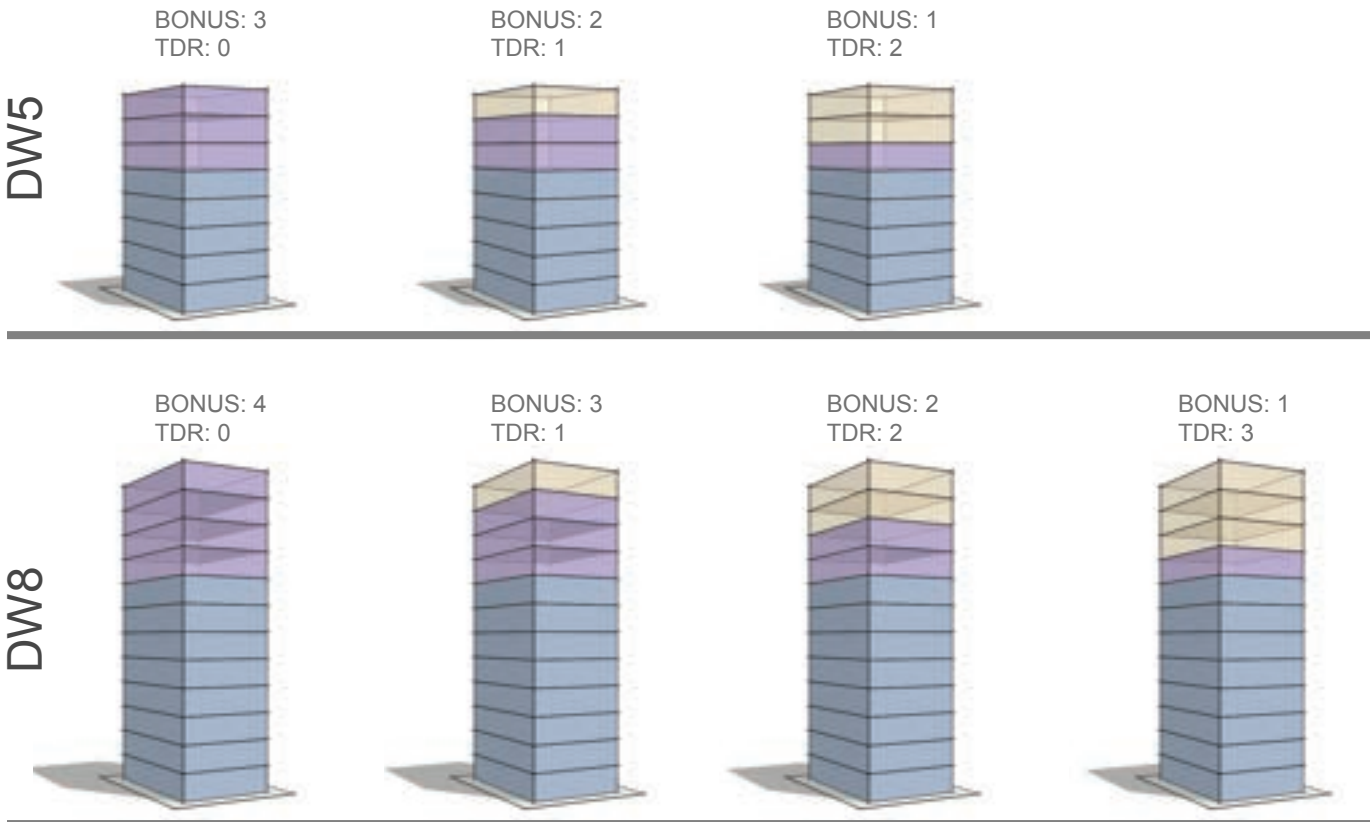
1. Sellers must apply to obtain a Certificate of Eligibility to determine the amount Buildable Area Rights that can be sold.
2. Upon approval the Seller can be compensated for the amount of Buildable Rights sold.

BUYER

1. Buyer must apply to obtain a Certificate of Transfer, which includes a survey, property legal description, proof of ownership, unity of title (if applicable), and a zoning verification letter for receiving site.
2. Upon approval Buyer will pay for development rights and receive Certificate of Transfer.
3. The certificate can then be used during the permitting process of the project.

EXAMPLES: BONUS + TDR

If development seeks to maximize floor count the following diagrams show the different alternatives between bonus and TDR that can be accomplished





* Artist representation for illustrative purposes only

IMPLEMENTATION

AERIAL REPRESENTATION



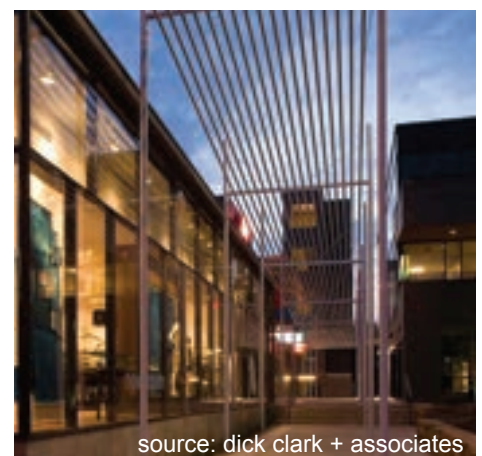
NW 2ND AVE DETAIL



1 Urban Plaza



2 Courtyard

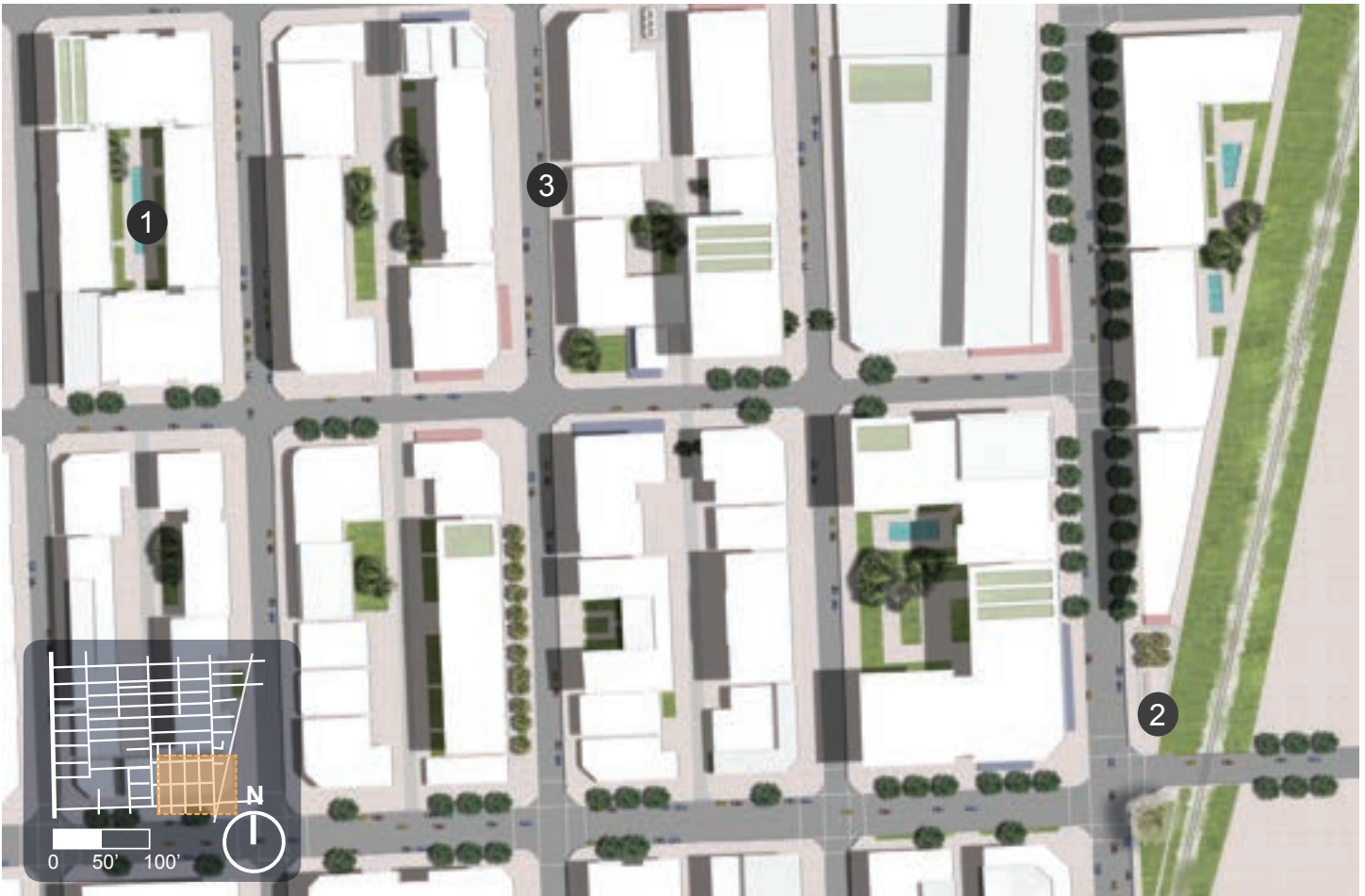


3 Pedestrian Passage

* This Master Plan does not depict actual development. It is a conceptual interpretation of the proposed recommendations.

IMPLEMENTATION

N MIAMI AVE GATEWAY DETAIL



1 Creative Courtyard



2 Gateway Plaza



3 Art on Walls

* This Master Plan does not depict actual development. It is a conceptual interpretation of the proposed recommendations.

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APPENDIX



art by Retna

WORKSHOP

On March 11th 2014 a one day Workshop was conducted at the Wynwood BID office in an intensive planning session where designers, city officials and stakeholders collaborated to create a vision for Wynwood. It provided a forum for ideas and allowed everyone who participated to be a mutual author of the plan.

The design team worked together with everyone involved in the process to produce a set of maps that addressed most concerns. Two maps were produced and presented making many similarities visible.



source: PlusUrbia



source: PlusUrbia



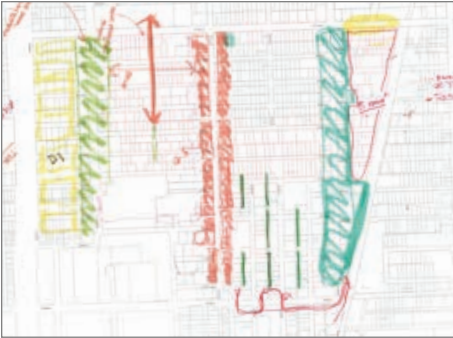
source: PlusUrbia



source: PlusUrbia

APPENDIX

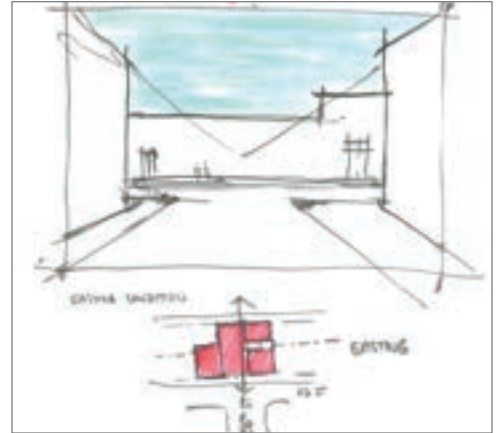
APPENDIX



Group 1 brainstorming master plan a



Group 1 brainstorming master plan b



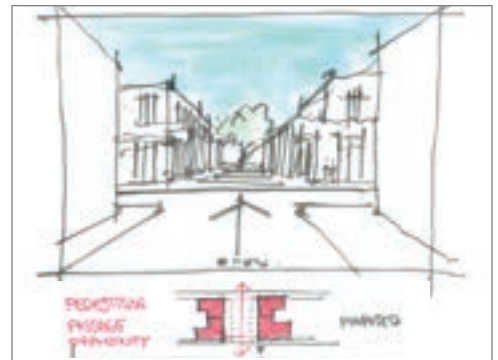
existing conditions 3rd Ave.



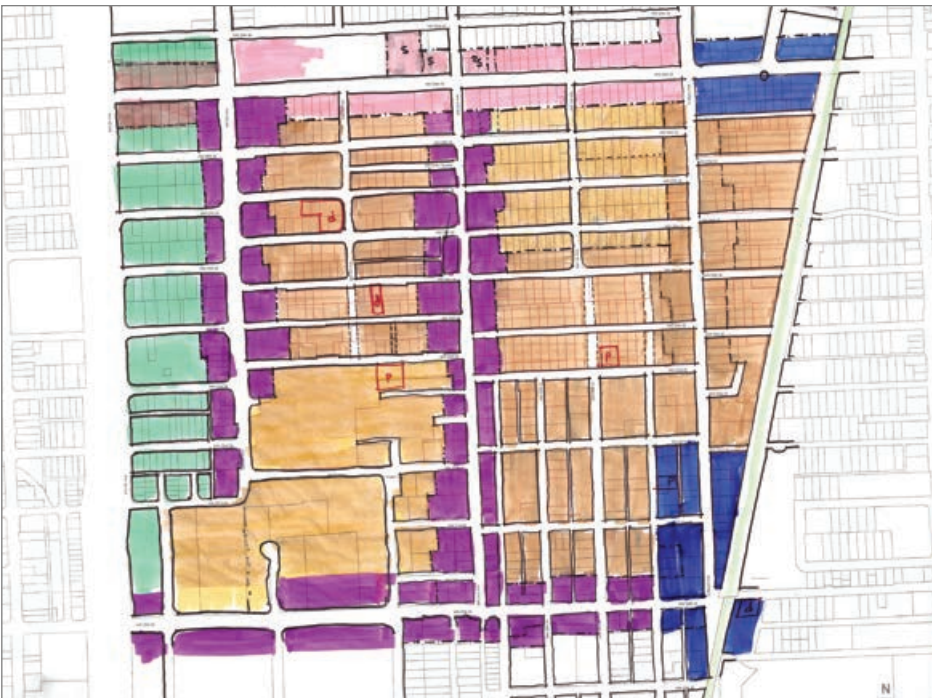
Group 2 brainstorming master plan a



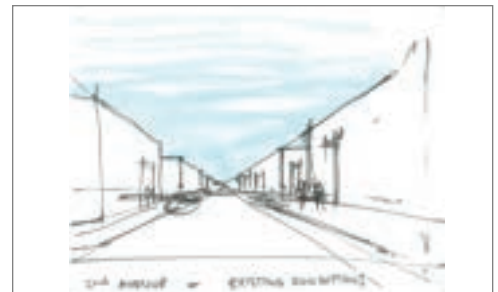
Group 2 brainstorming master plan b



proposed pedestrian passage



zoning master plan



2nd avenue - existing conditions

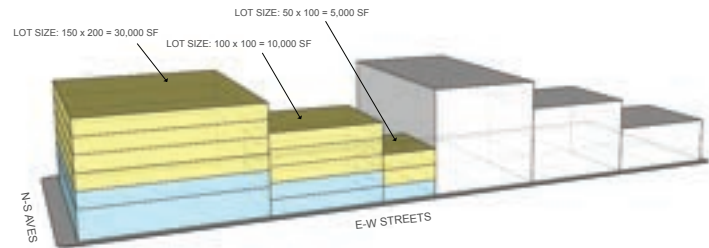


2nd avenue - proposed height / stepbacks

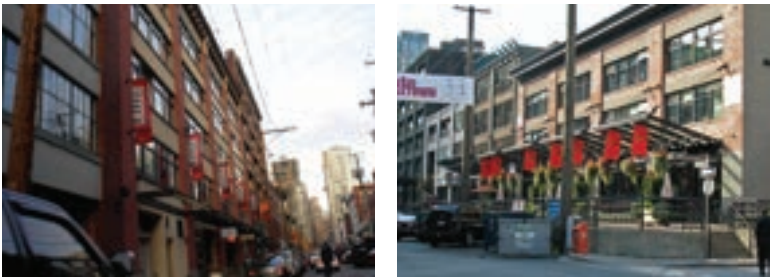
YALETOWN

Vancouver, BC, Canada

Yaletown in Vancouver is similar in size to Wynwood, plus it is a former industrial district transformed into an artsy, mixed-use neighborhood. It’s density/height is similar to Wynwood.



	T-Yaletown
LOT OCCUPATION	
Lot Area	6,000 sf.
Lot Width	50 ft. min.
Percent Max. Lot Coverage	100.0%
Percent Min. Frontage at front Setback	100.0%
Percent Min. Green/Open Space Requirements	0.0%
Residential Density (du/acre max.)	58
BUILDING SETBACK	
Principal Front	0 ft. min.
Secondary Front	0 ft. min.
Side	0 ft. min.
Rear	0 ft. min.
BUILDING HEIGHT	
Principal Building	3 min. 6 max.



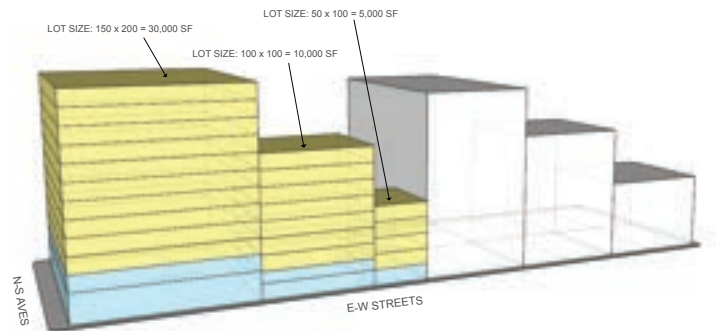
APPENDIX

PRECEDENTS

DUMBO Brooklyn, NY

DUMBO (Down Under the Manhattan Bridge Overpass), a small neighborhood with views of Manhattan and New York's bridges. It is a combination of old warehouses, interesting shops and restaurants, and some high rise apartments.¹ One could find art galleries and neighborhood art shows. It is similar in size and uses as Wynwood.

¹ Wikipedia



	T-Dumbo
LOT OCCUPATION	
Lot Area	10,000 sf.
Lot Width	50 ft. min.
Percent Max. Lot Coverage	80 - 100%
Percent Min. Frontage at front Setback	100.0%
Percent Min. Green/Open Space Requirements	0.0%
Residential Density (du/acre max.)	218
BUILDING SETBACK	
Principal Front	0 ft. min.
Secondary Front	0 ft. min.
Side	0 ft. min.
Rear	0 - 20 ft.
BUILDING HEIGHT	
Principal Building	2 min. 12 max.

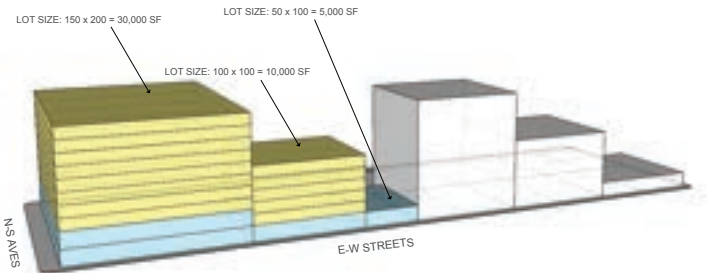


PEARL DISTRICT

Portland, OR

The Pearl District is an area of Portland, Oregon, formerly occupied by warehouses, light industry and railroad classification yards and now noted for its art galleries, upscale businesses and residences. The area has been undergoing significant urban renewal since the mid-1980s when it was reclassified as mixed use from industrial.¹ It is similar in size and uses as Wynwood.

¹ Wikipedia



	T-Pearl District
LOT OCCUPATION	
Lot Area	5000 sf.
Lot Width	100 ft. min.
Percent Max. Lot Coverage	0.8
Percent Min. Frontage at front Setback	100.0%
Percent Min. Green/Open Space Requirements	0 - 10%
Residential Density (du/acre max.)	69
BUILDING SETBACK	
Principal Front	0 ft. min.
Secondary Front	0 - 20 ft. min.
Side	0 ft. min.
Rear	0 - 20 ft.
BUILDING HEIGHT	
Principal Building	1 min. 16 max.



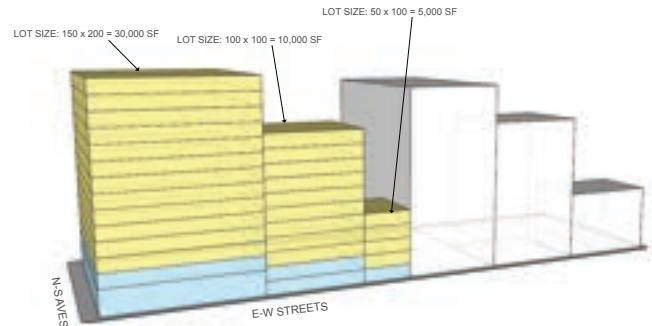
APPENDIX

SoMa San Francisco, CA

South of Market (or SoMa) is a large neighborhood in San Francisco, California located just south of Market Street and contains several sub-neighborhoods including South Beach, Mission Bay and Rincon Hill.

The neighborhood is a vast and diverse stretch of warehouses, auto repair shops, nightclubs, residential hotels, art spaces, loft apartments, furniture showrooms, condominiums, and technology companies.¹ It is similar in the uses as Wynwood.

¹ Wikipedia



	T-SoMa
LOT OCCUPATION	
Lot Area	4,000 sf.
Lot Width	50 ft. min.
Percent Max. Lot Coverage	0.85
Percent Min. Frontage at front Setback	100.0%
Percent Min. Green/Open Space Requirements	0 - 5%
Residential Density (du/acre max.)	89
BUILDING SETBACK	
Principal Front	0 ft. min.
Secondary Front	0 ft. min.
Side	0 ft. min.
Rear	0 ft. min.
BUILDING HEIGHT	
Principal Building	1 min. 14 max.



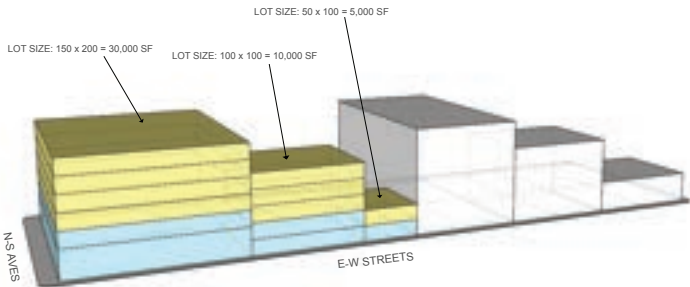
WILLIAMSBURG

Brooklyn, NY

Williamsburg is an influential hub of hipster culture, and the local art community.

In 2005, this area underwent rezoning. The rezoning represented a dramatic shift of scale in the ongoing process of gentrification that had been going on in the area since the early 1990s. The waterfront neighborhoods, once characterized by active manufacturing and other light industry interspersed with smaller residential buildings, were rezoned primarily for residential use.¹ It is similar as Wynwood as it underwent zoning changes

¹ Wikipedia



	T-Williamsburg
LOT OCCUPATION	
Lot Area	5,000 sf.
Lot Width	50 ft. min.
Percent Max. Lot Coverage	0.8
Percent Min. Frontage at front Setback	100.0%
Percent Min. Green/Open Space Requirements	10.0%
Residential Density (du/acre max.)	70
BUILDING SETBACK	
Principal Front	0 ft. min.
Secondary Front	0 ft. min.
Side	10 ft. min.
Rear	20 ft. min.
BUILDING HEIGHT	
Principal Building	2 min. 6 max.

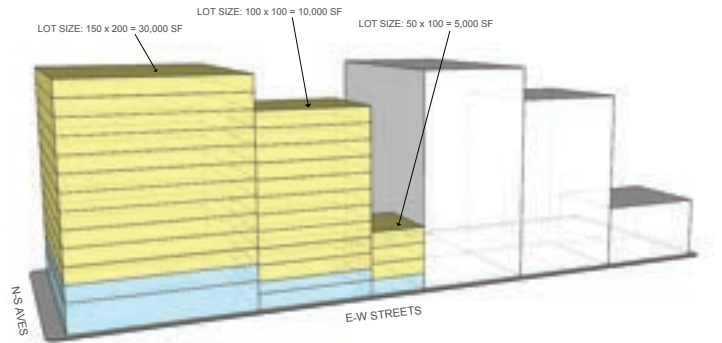


APPENDIX

SoHo New York, NY

SoHo is a neighborhood in Lower Manhattan, New York City, which in recent history came to the public's attention for being the location of many artists' lofts and art galleries. The area's history is an archetypal example of inner-city regeneration and gentrification, encompassing socioeconomic, cultural, political and architectural developments.¹

¹ Wikipedia



	T-SoHo
LOT OCCUPATION	
Lot Area	5,000 sf.
Lot Width	50 ft. min.
Percent Max. Lot Coverage	95-100%
Percent Min. Frontage at front Setback	100.0%
Percent Min. Green/Open Space Requirements	0.0%
Residential Density (du/acre max.)	119
BUILDING SETBACK	
Principal Front	0 ft. min.
Secondary Front	0 ft. min.
Side	0 ft. min.
Rear	0 - 20 ft. min.
BUILDING HEIGHT	
Principal Building	3 min. 13 max.





**The Wynwood
Business
Improvement
District**

info@wynwoodbid.com | +1 786 615 8828



PlusUrbia
d e s i g n

2916 SW 27th Avenue | Miami, FL 33133
info@plusurbia.com | +1 305 444 4850

ZONING ANALYSIS REPORT
DRAFT OCTOBER 2021

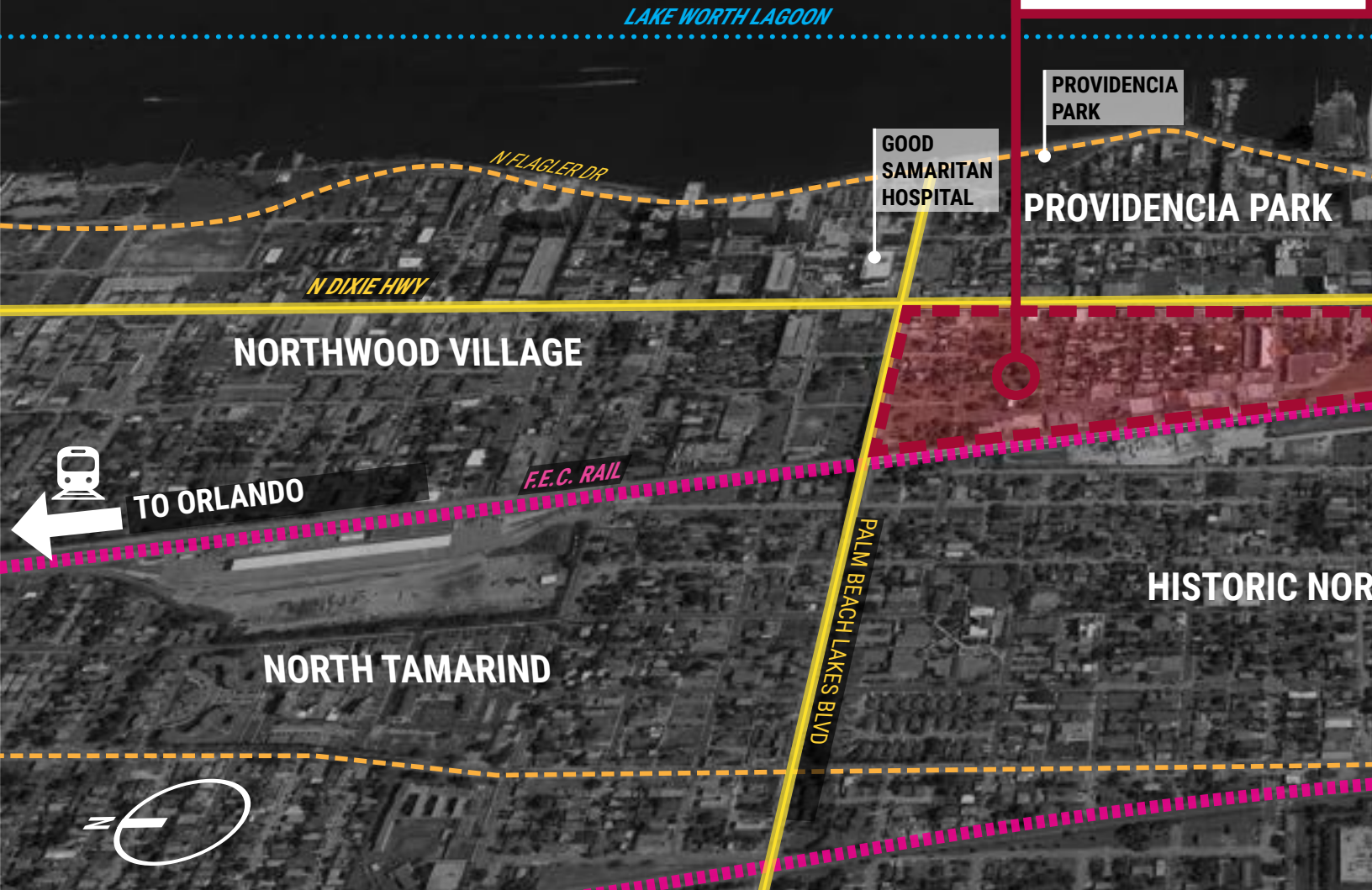
NORA DISTRICT

CONTEXT

NORA DISTRICT - WEST PALM BEACH, FL

PALM BEACH ISLAND

NORA DISTRICT



At a Glance

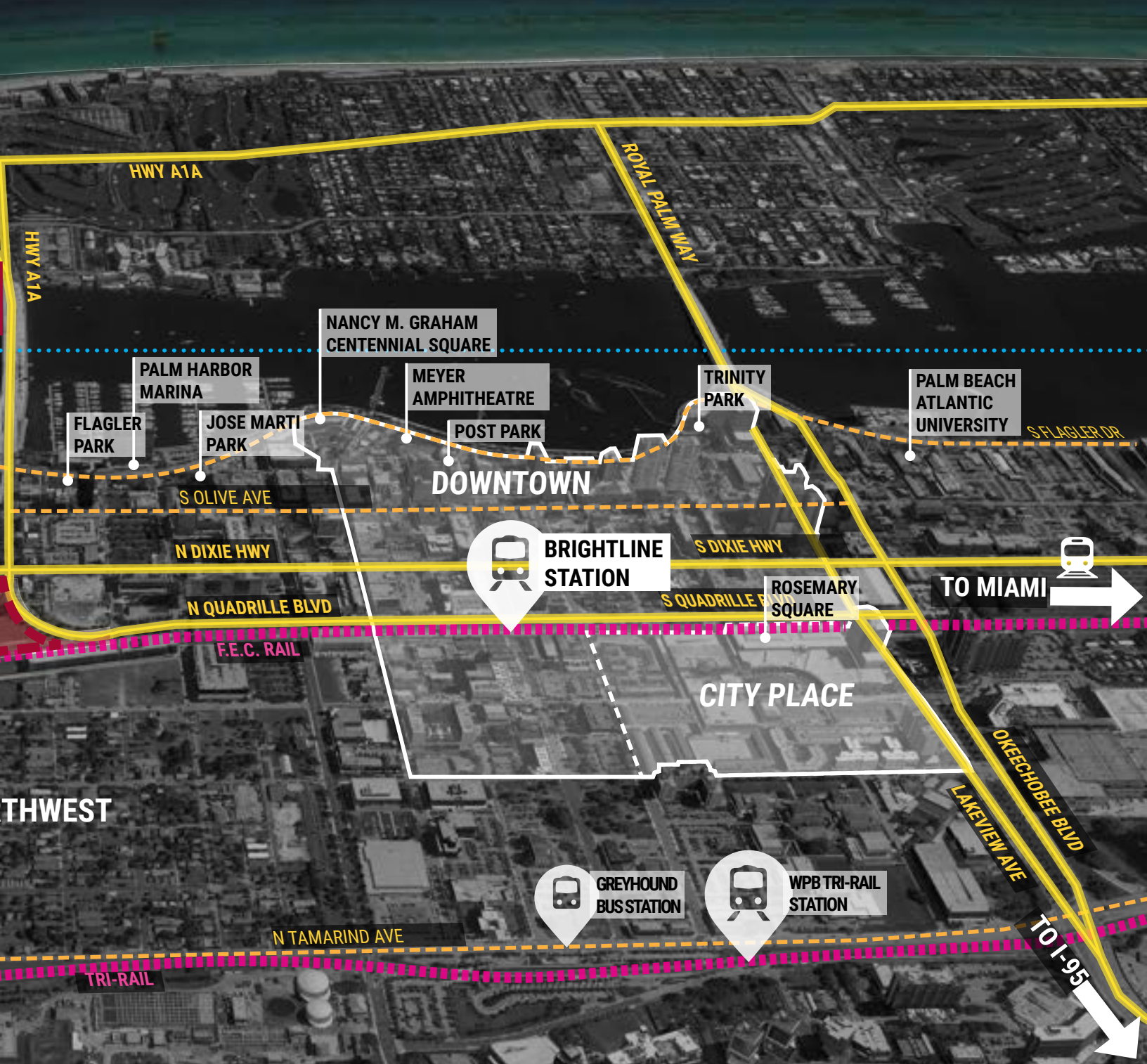
Geographical Proximity

15
minutes



From the NORA District, it is a **15-minute walk to the Virgin-Brightline Station**. It is a 10-minute walk to the Good Samaritan Hospital. It is bordering N and E thoroughfares, N Dixie Hwy and Palm Beach Lakes Blvd, with an average of over 15,000 cars per day.

Source: American Community Survey 2017



Predominant Land Uses

26%
vacancy



According to the existing land-use map, 1/4 of the parcels within 1 mile of the study area are vacant. **Single-Family use** make up 1/3 and **Commercial Uses** makes up 1/6 of the total land uses in the area.

Source: American Community Survey 2015
© 2020 PLUSURBIA LLC

Shifting Job Centers North

10%
job growth

In the last 5 years, the area within 1 mile of the NORA District has experienced a **10% increase in the number of public and private sector jobs**.

Source: Longitudinal Employer-Household Dynamics of the United States Census 2019
NORA DISTRICT | 3





NORA DISTRICT

WPB's Increments

New development west of N Dixie Highway, east of the FEC railroad, south of Palm Beach Lakes Blvd and north of N Quadrille Blvd, requires achieving a cohesive vision for the NORA District as the last district without a plan. Urban neighborhoods are experiencing a renaissance in the United States as younger generations look for places to live in walkable communities.

The NORA District plan recognizes downtown West Palm Beach is growing and the expansion of the Brightline service to Orlando positions the city for near-term growth. With the proposal of catalyst development projects, the NORA District will present itself as an innovative urban district with access to public facilities. This plan takes advantage of the ideal location between the West Palm Beach's downtown and the Good Samaritan Hospital. In addition, the proposal addresses zoning objectives that include: reinvent a blighted neighborhood as an Arts District, compatibility with the Industrial Chic district, and implementing a contextual, gradual transitional scale for the neighborhood. These can be achieved with the help of the following goals:

Form

Improve the relationship between low density residential neighborhoods and adjacent commercial corridors by creating a zoning gradient with appropriate transitions of scale and height following the tansect theory.

Accessibility

Improve the accessibility and use of the existing open spaces via adequate pedestrian crossings and shaded pedestrian routes. This will benefit the neighborhood and adjacent commercial corridor to access the natural resources available to the area.

Character

Establish a rational successional growth strategy that protects established areas through context sensitive interventions that improve the livability and strengthen the character of each place.

Mobility

Ensure that private development contributes to increased infrastructure capacity, while improving the public realm's accessibility, quality and safety.

Intensity

Meticulously increase number of people inhabiting a particular urban area through compact and vibrant development avoiding overcrowging and supporting local commercial areas.

CONTEXT

SURROUNDING DEVELOPMENT



NORA District is in close proximity to the heart of the urban downtown of West Palm Beach and is also within a quarter mile of places of employment, schools, and new developments providing residential units, office spaces, and retail.

The District is bordered to the north by the **Good Samaritan Medical Center** and could provide housing for its employees. There are several schools close to the site, and a quarter mile to the west is the

highly rated public elementary school UB Kinsey/ Palmview School of the Arts.

The recently built residential project Loftin Place Apartments to the east is consistent with the building scale proposed for the NORA District. In addition, the construction of One West Palm is underway, which consists of two 30-story towers that are being erected just south of the site at the central entry point to Palm Beach Island on Quadrille Boulevard.

This project, along with another large development at 360 Rosemary further south of the district, will add much needed office space to downtown West Palm Beach, spurring an influx of business activity and providing the opportunity for a **contiguous and cohesive commercial and residential destination** in NORA District.



GOOD SAMARITAN MEDICAL CENTER

1309 North Flagler Drive

Good Samaritan Medical Center is a 333-bed acute care hospital, which has been providing personalized medical care to Palm Beach County and the Treasure Coast for over 90 years.



UB KINSEY/ PALMVIEW ELEMENTARY SCHOOL OF THE ARTS

800 11th St

U.B. Kinsey/Palmview Elementary School is a public school located in West Palm Beach, FL. It has 629 students in grades PK and K-5.



LOFTIN PLACE APARTMENTS

805 N Olive Ave

Modern luxury building with 259 apartments for rent completed in 2015.



ONE WEST PALM

550 Quadrille Blvd

Opening date TBD

30-story twin tower project that will feature offices, hotels rooms and approximately 325 apartments



CHARACTER BOARD: WPB'S NEW **DESTINATION**



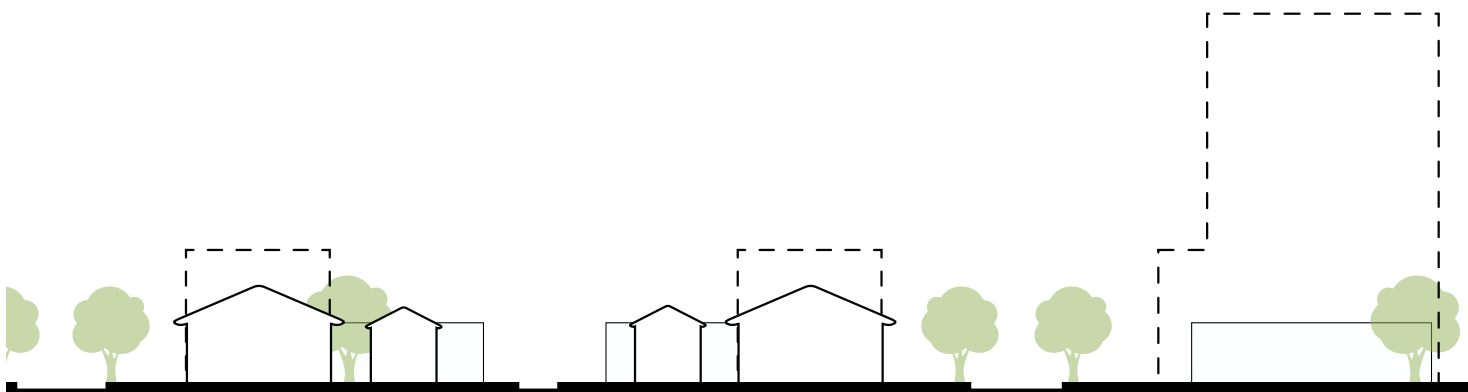
GRADUAL DEVELOPMENT PATTERN

FOR SMALL NEIGHBORHOODS

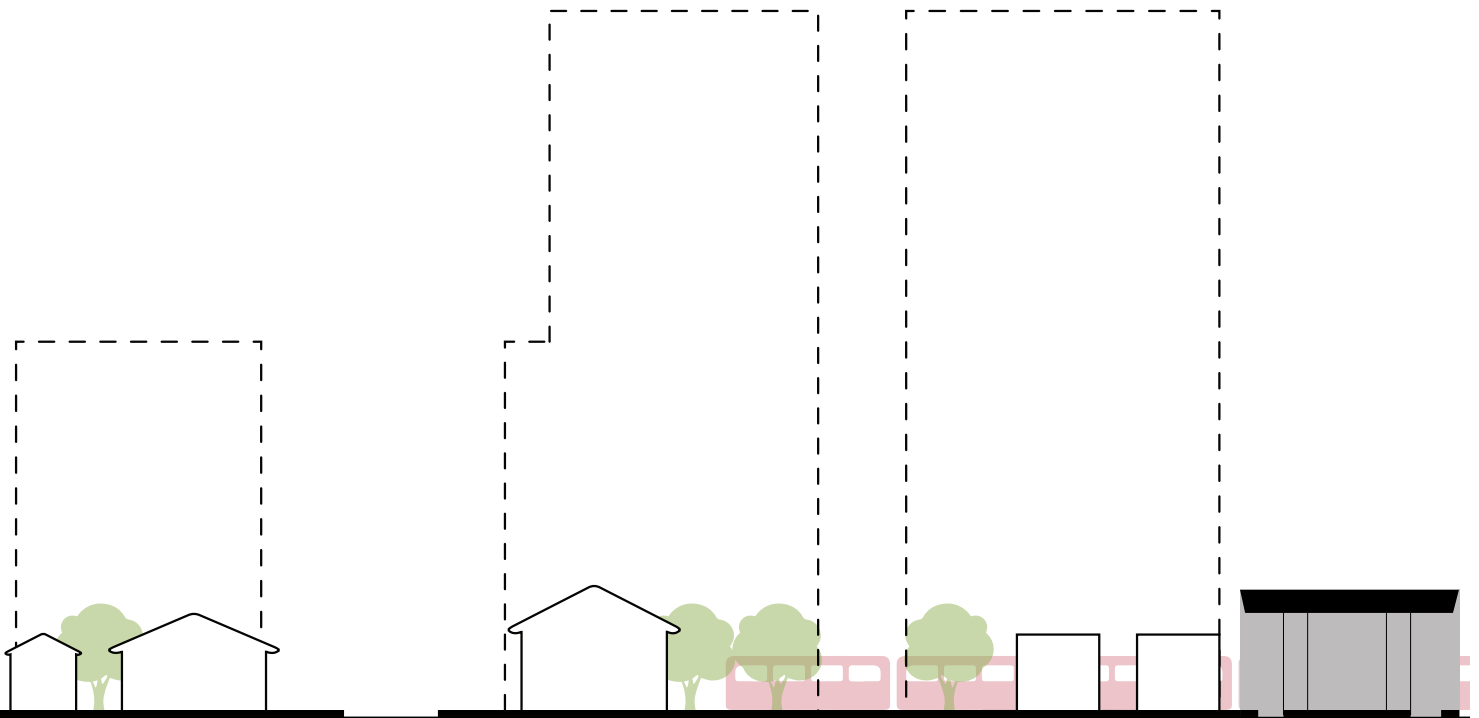
► **LOW INTENSITY LAND USE AREAS** consist of low-scale, mostly residential areas with naturalistic landscape and relatively deep setbacks.



► **MEDIUM INTENSITY LAND USE AREAS** consist of a mix of uses but primarily residential urban fabric. They may have a wide range of building types with variable setbacks and landscaping.



► **HIGH INTENSITY LAND USE AREAS** consist of the highest density, intensity and heights, with the greatest variety of uses and civic buildings of regional importance.



ZONING

Existing Zoning

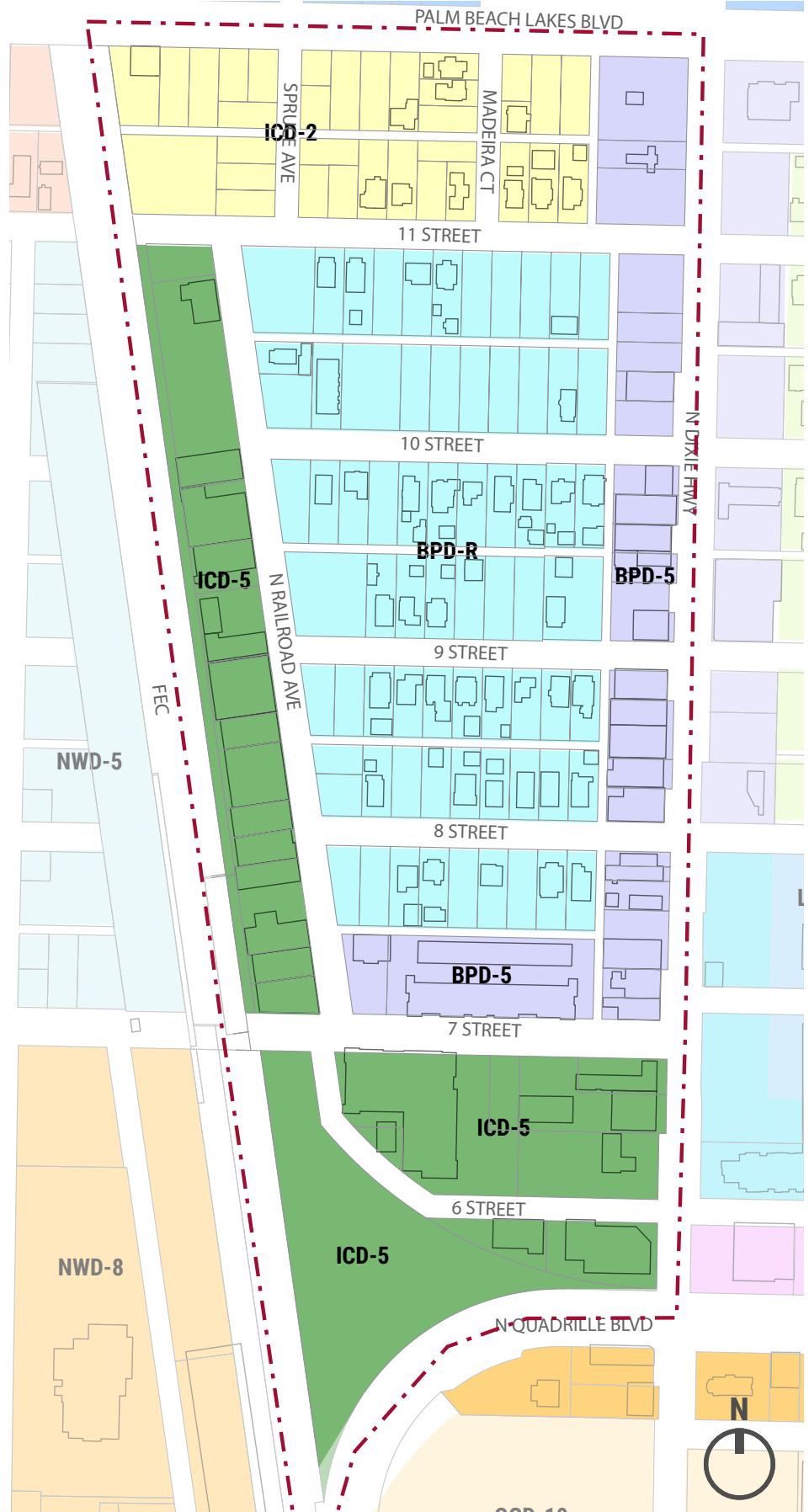
The city of West Palm Beach zoning code is currently divided into various residential, commercial, industrial, and special zoning districts.

NORA District is made up of the 4 zoning districts: ICD-2, ICD-5, BPD-R, BPD-5.

*The Future Land Use map projects NORA District as all Urban Central Business District, suggesting that the projected future of NORA District is already recognized by the FLUM as transitioning to that of an urban character, in line with that of the overlay being proposed for NORA District.

CURRENT ZONING

- **Industrial Chic District (ICD-2)**
2 stories
- **Industrial Chic District (ICD-5)**
5 stories
- **Brelsford Park District (BPD-R)**
3 stories
- **Brelsford Park District (BPD-5)**
5 stories
- - - **Nora District Boundary**



Proposed Zoning

Overlay zoning is a regulatory tool that creates a special zoning district, placed over an existing base zone(s), which identifies special provisions in addition to those in the underlying base zone.

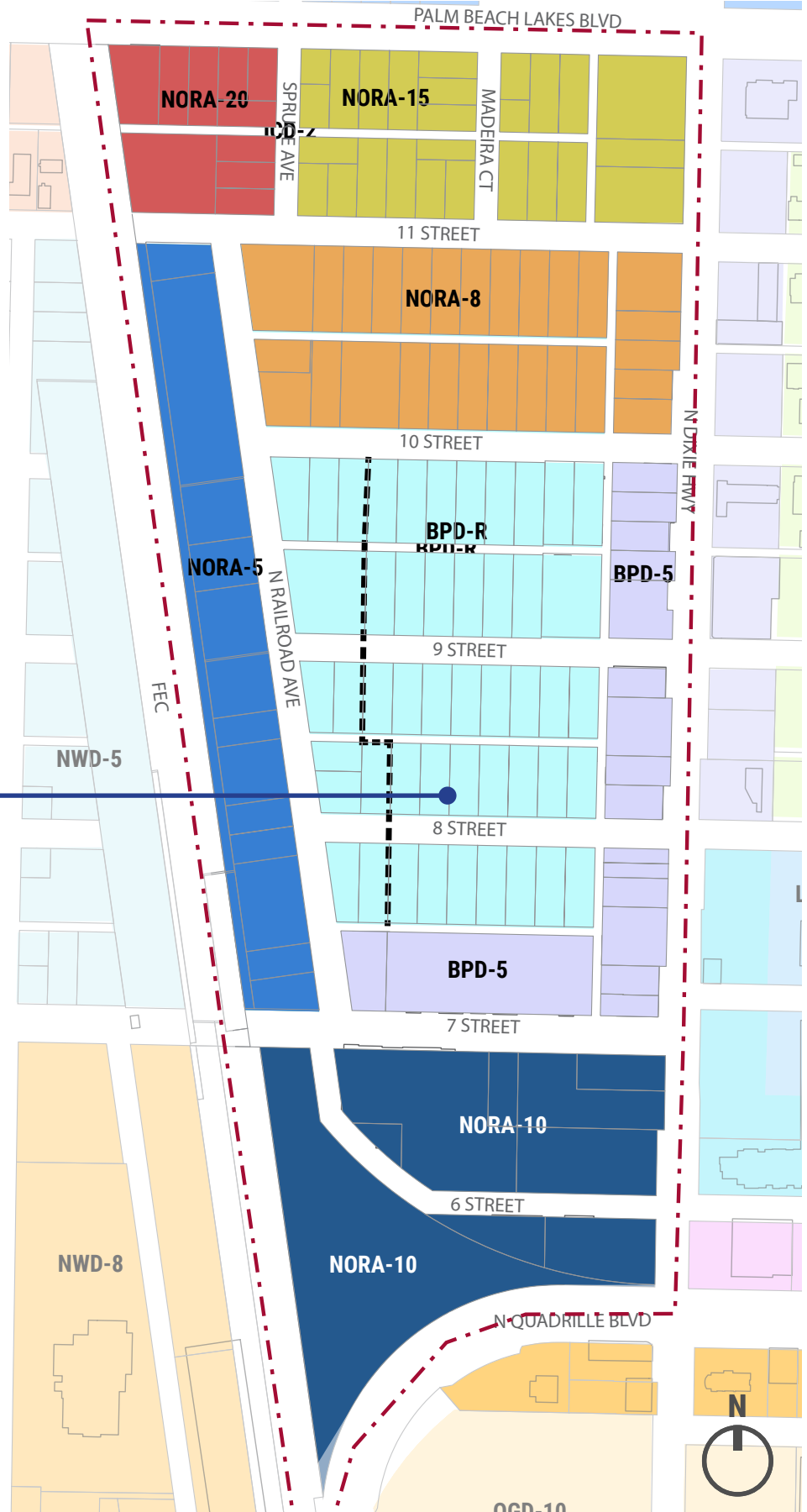
In the proposed overlay for NORA District, there are four additional zoning classifications. The sub-districts based on its form will be categorized by: NORA-20, NORA-15, NORA-10 and NORA-8.

*The overlay recognizes the importance of preserving landmarks such as the building at 905 N Railroad Ave and the historic bungalows in the neighborhood.

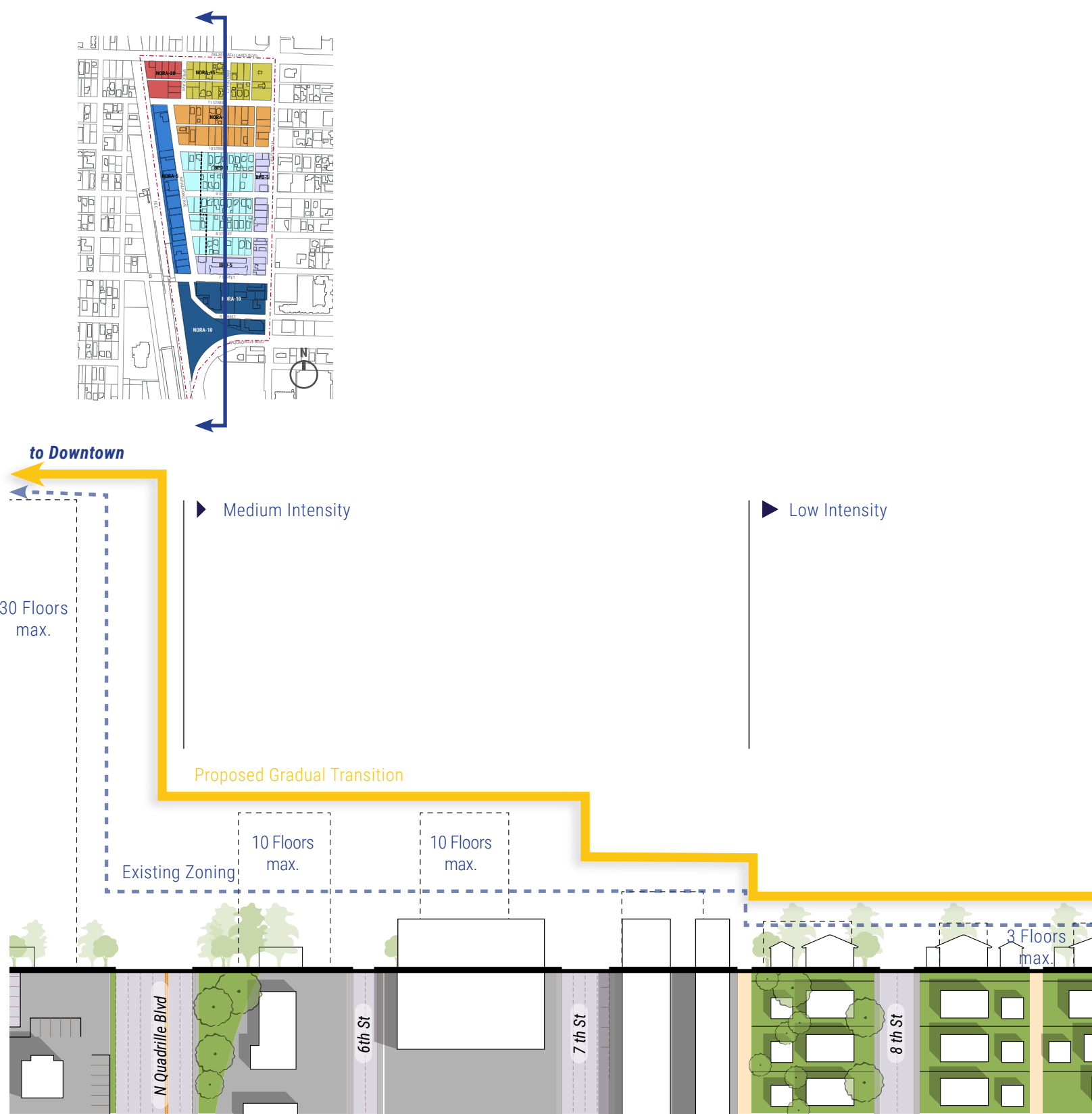
BPD-R - the residential core of the neighborhood - will maintain its' maximum allowable height of 3 stories.

PROPOSED ZONING

- **NORA-20**
20 stories
- **NORA-15**
15 stories
- **NORA-8**
8 stories
- **NORA-10**
10 stories
- **NORA-5**
5 stories
- **BPD-5**
5 stories
- **BPD-R**
3 stories
- **BPD-R Boundary for properties fronting N Railroad Ave**
- **Nora District Boundary**



PROPOSED DEVELOPMENT PATTERNS



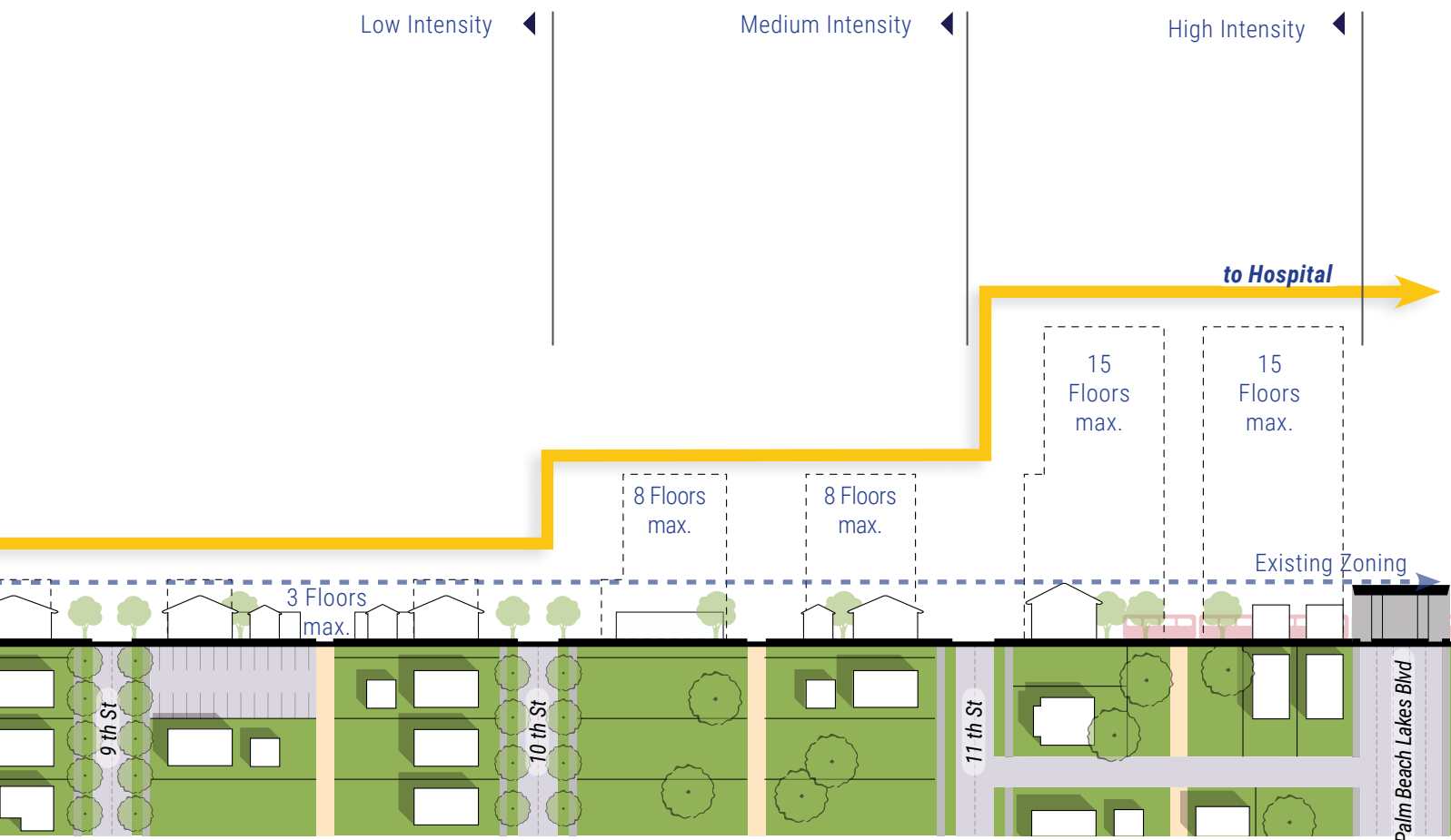
GRADUAL TRANSITIONAL ZONING

Gradual transitional zoning acknowledges the need for and paves the path towards creating missing middle housing that **bridges the gap between single-family residential enclaves and a dense high-rise downtown environment.**

This approach has the potential to ease both the politics of higher density in an already established residential neighborhood and the economics of land assembly. It **encourages context-sensitive redevelopment by helping to create multifamily housing of quality and affordability,** responding to job centers, public amenities, and tax revenues.

By gradually allowing higher intensities, it creates incentives that can increase the value of individual properties and helps maintain surrounding public infrastructure. Also, **by encouraging lower intensities on smaller sites, it protects older neighborhoods against out-of-scale building on single lots.**

The recommended development include the **preservation of existing low-rise structures, such as bungalows, and introduces mid-rise and high-rise buildings gradually to transition into a growing downtown.**



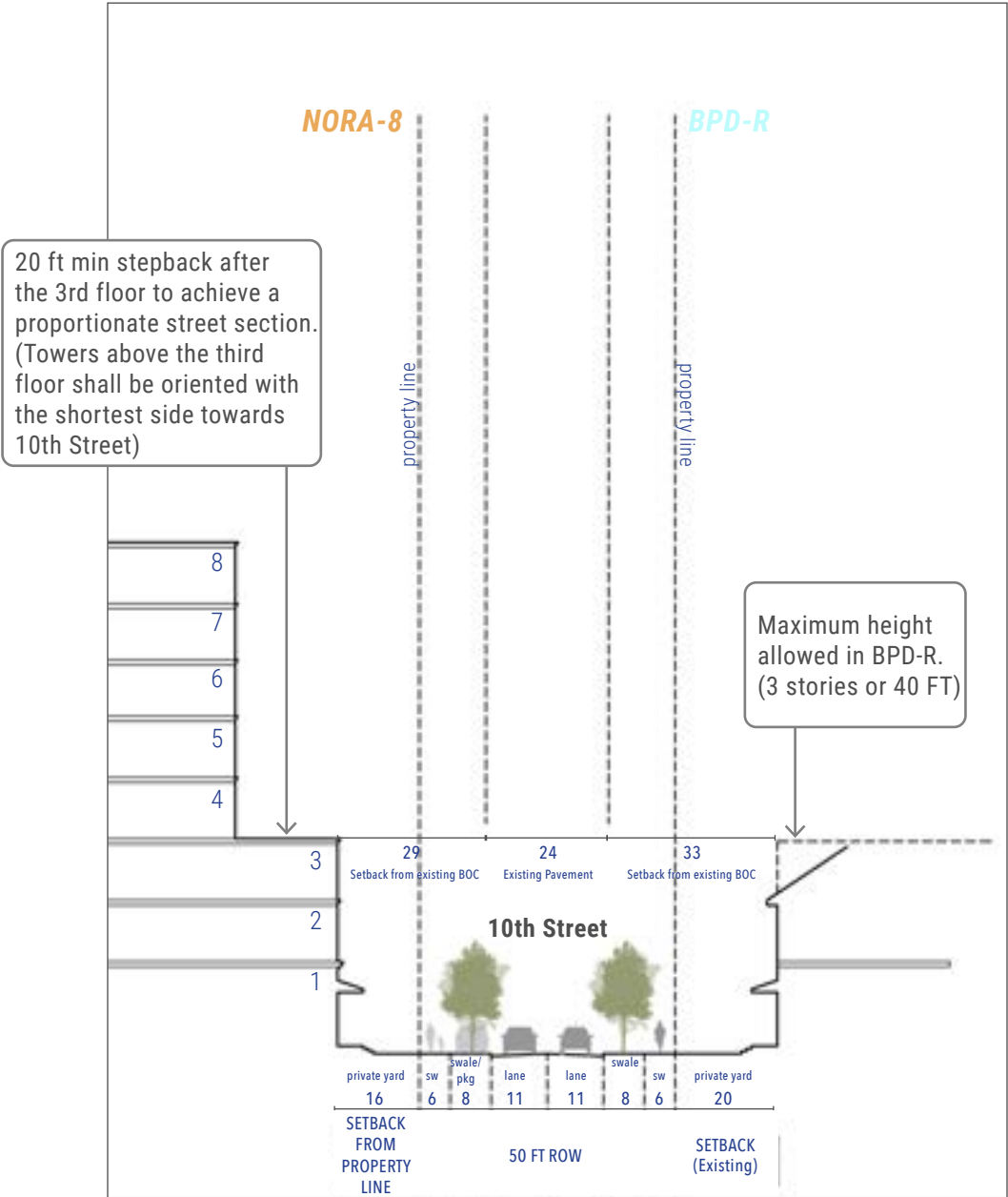
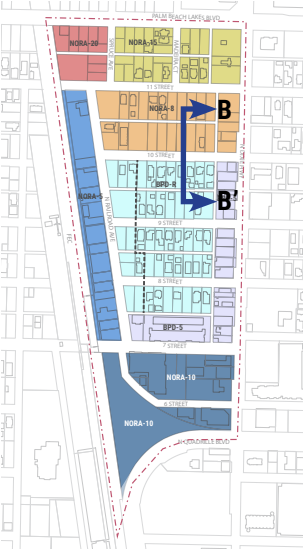
CONCEPT RENDERING



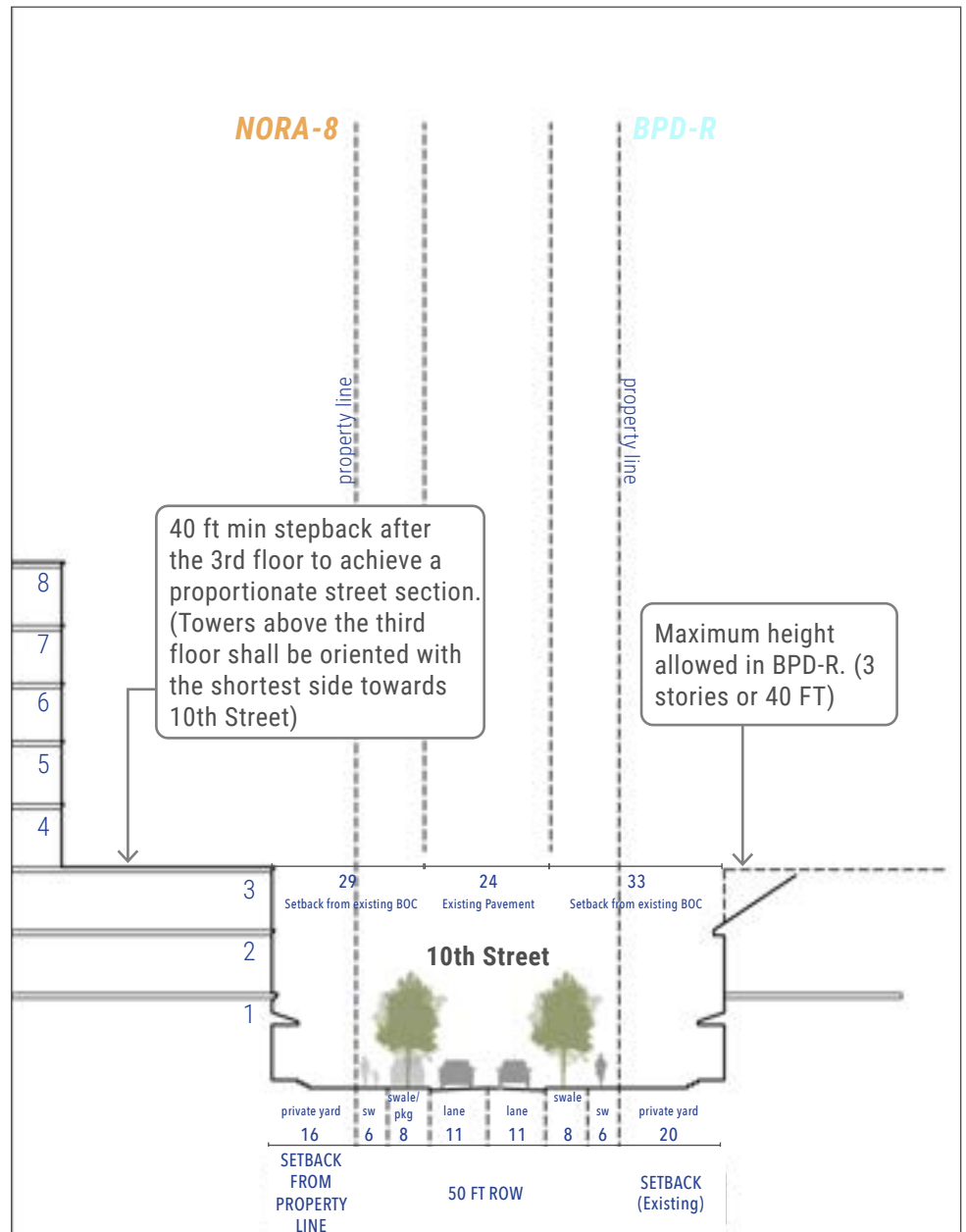
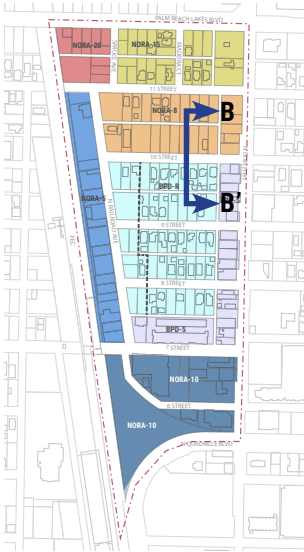
Diagram: Concept birds eye view rendering. (Source: Plusurbia Design)



PROPOSED STREET SECTIONS

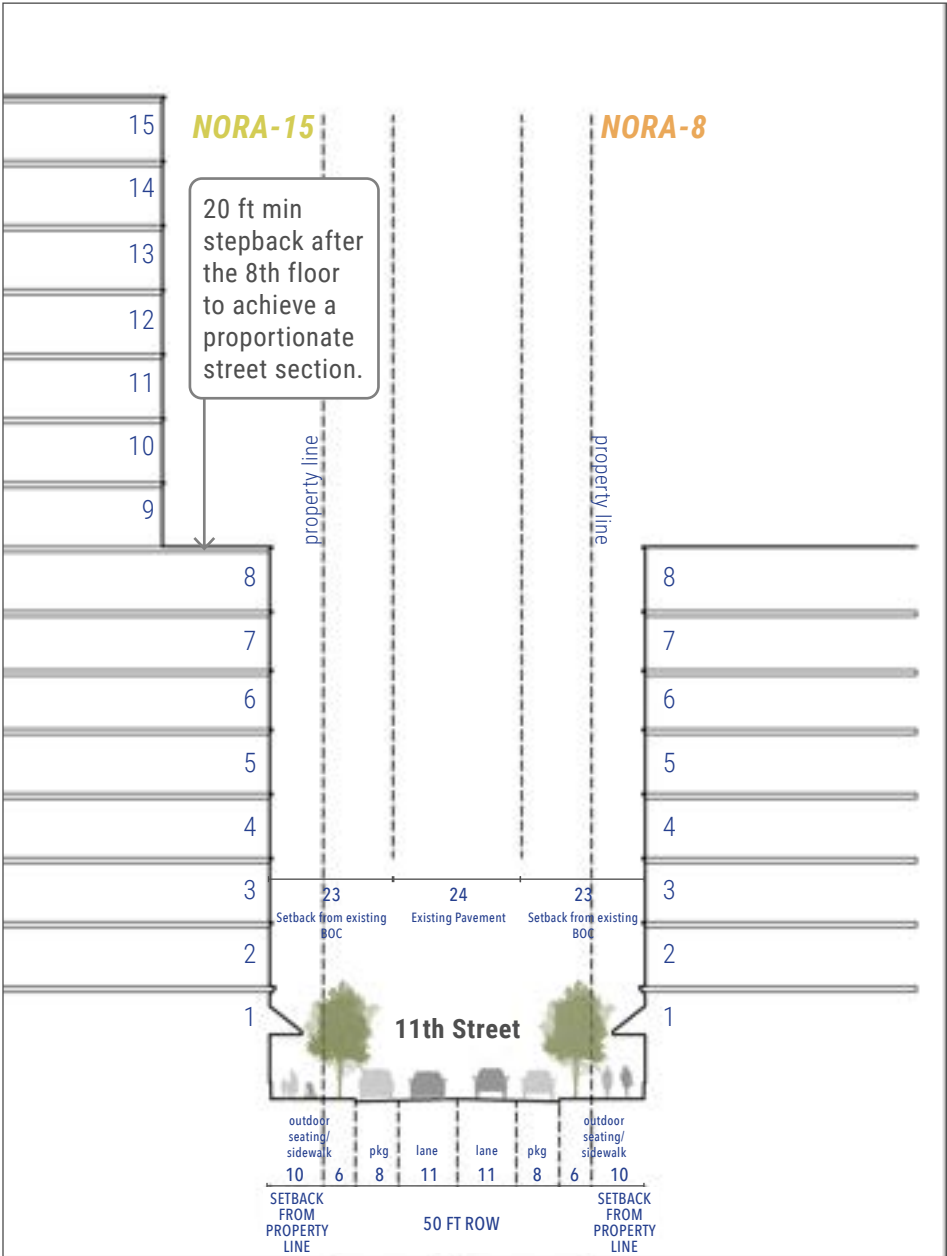


STREET SECTION B-B' (OPTION 1)



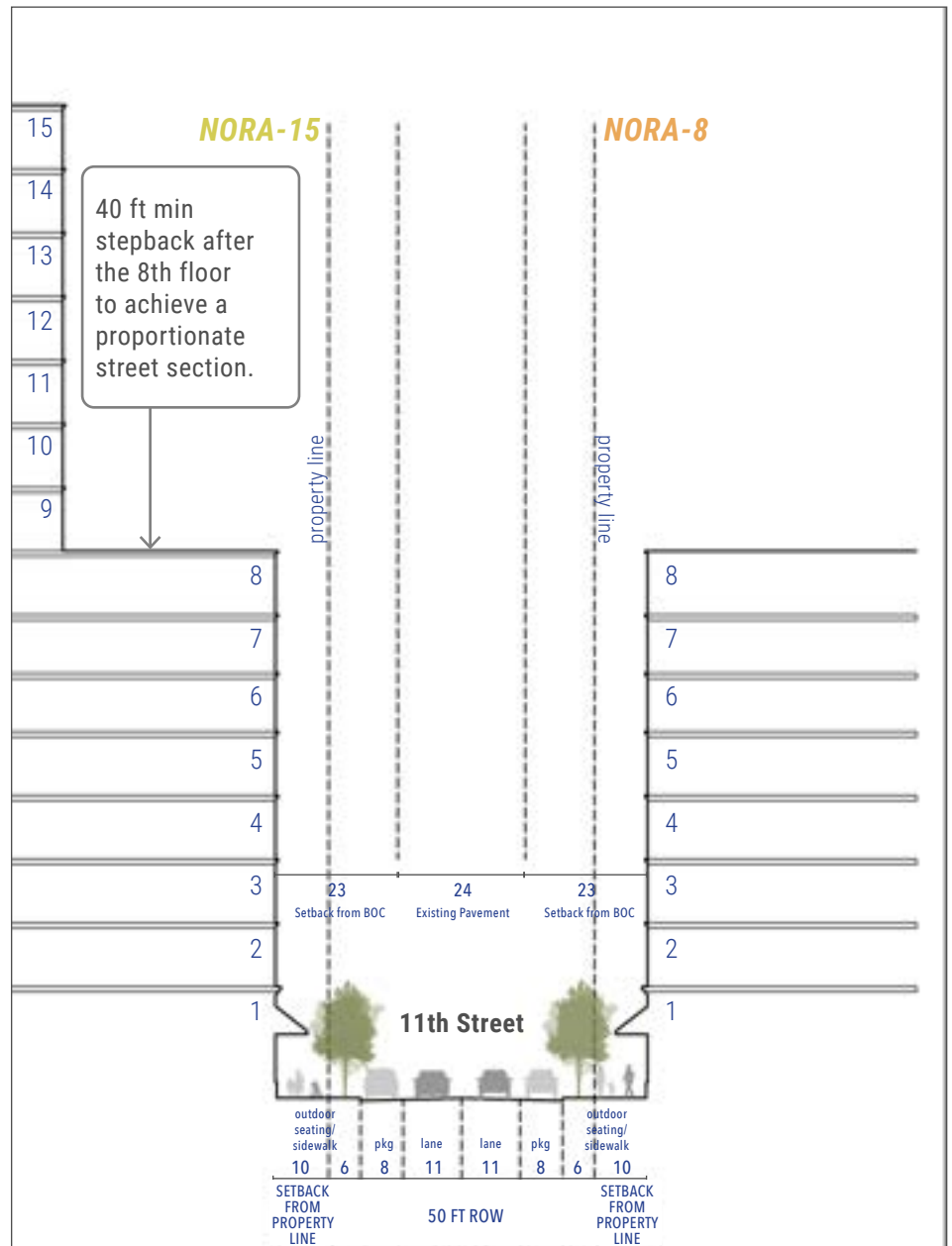
STREET SECTION B-B' (OPTION 2)

PROPOSED STREET SECTIONS



STREET SECTION A-A' (FOR LOT DEPTH LESS THAN 150 FT)

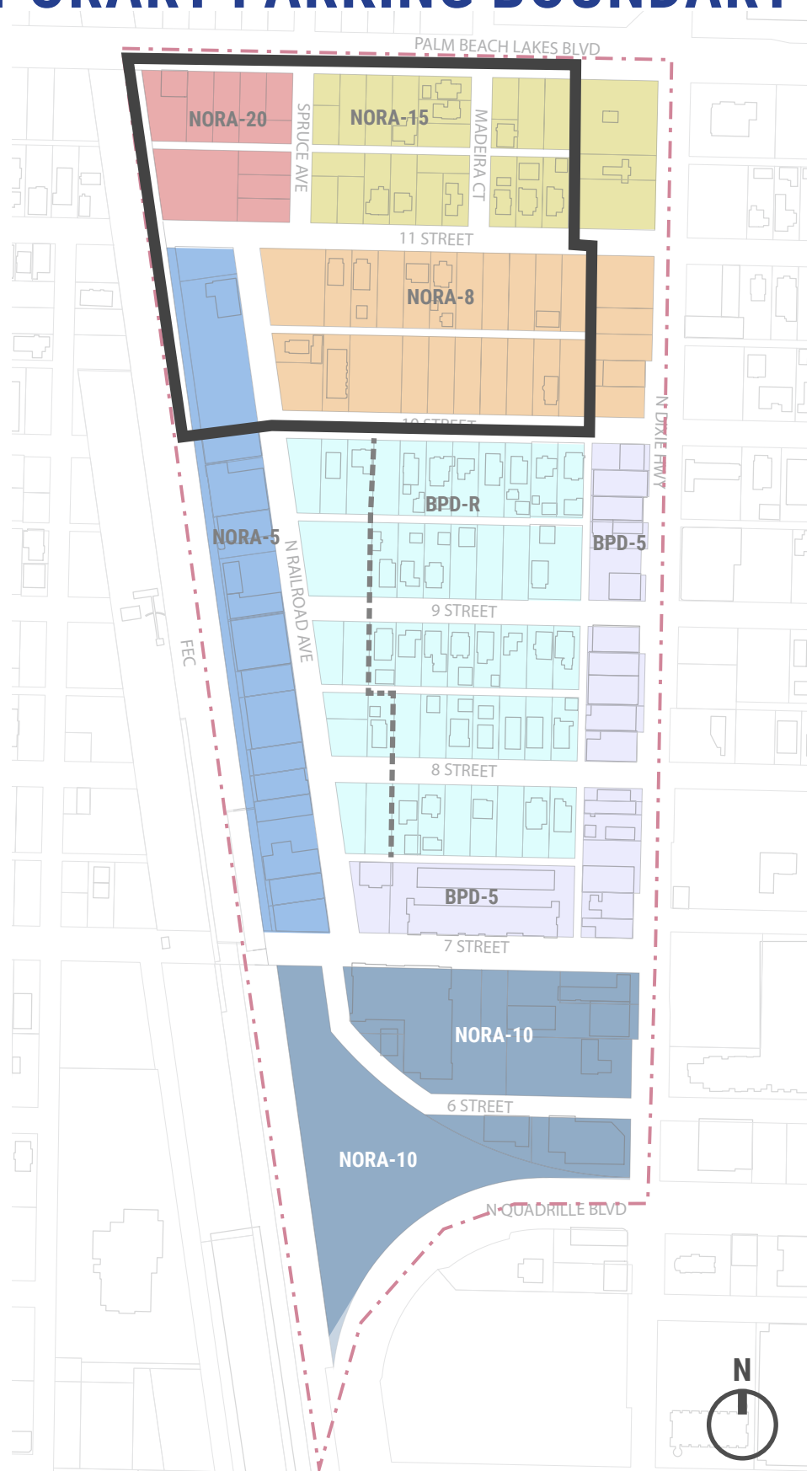
The existing setback of 11th street is 20' from the property line to the south and minimum 3' from the property line to the north (16' from the existing back of curb).



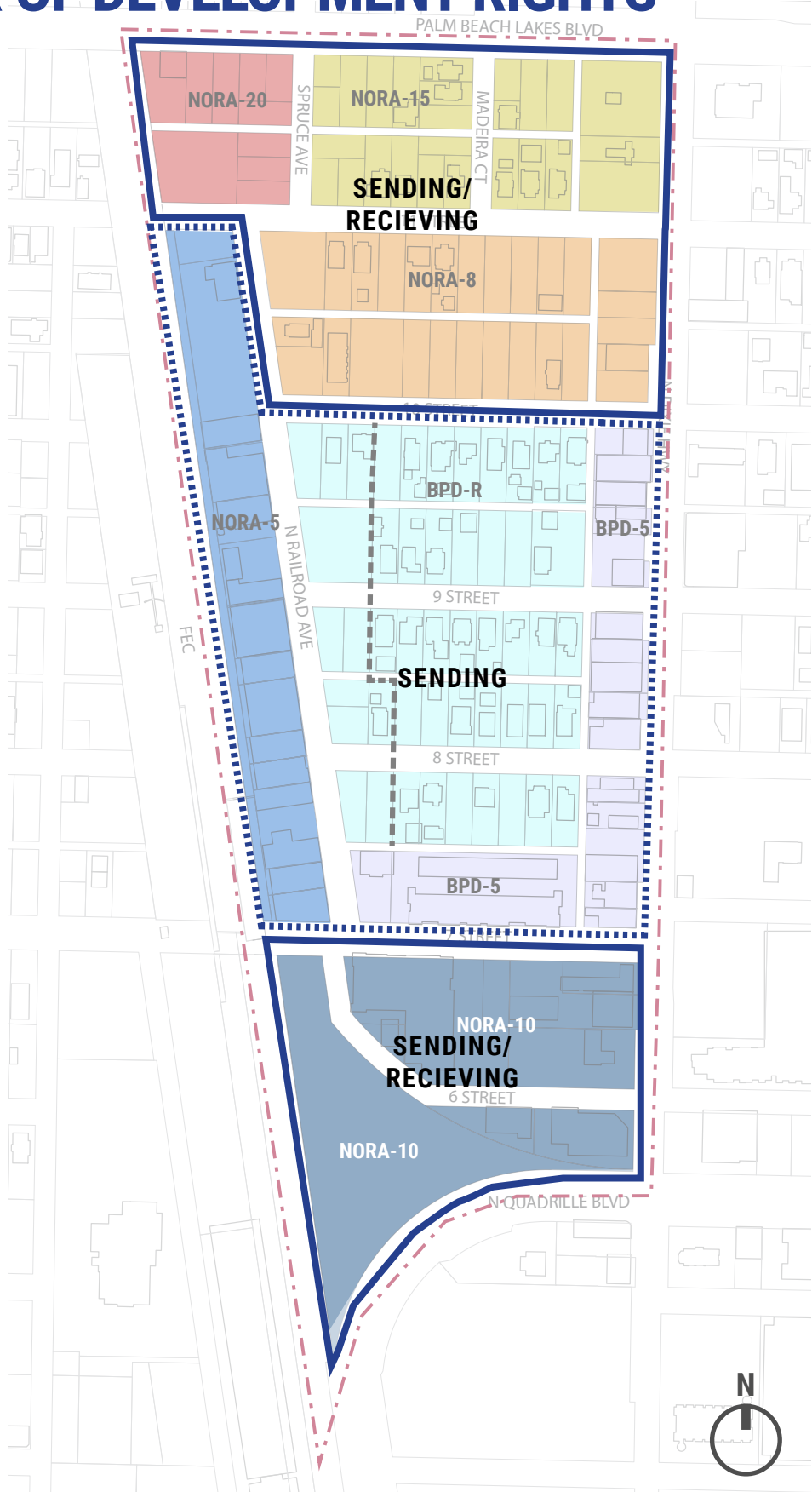
STREET SECTION A-A' (FOR LOT DEPTH MORE THAN 150 FT)

The existing setback of 11th street is 20' from the property line to the south and minimum 3' from the property line to the north (16' from the existing back of curb).

ALLOWED TEMPORARY PARKING BOUNDARY



NORA TRANSFER OF DEVELOPMENT RIGHTS





PLUSURBIA

1385 Coral Way PH401 | Miami, FL 33145
info@plusurbia.com | +1 305 444 4850

This document was prepared for:
NDT Development

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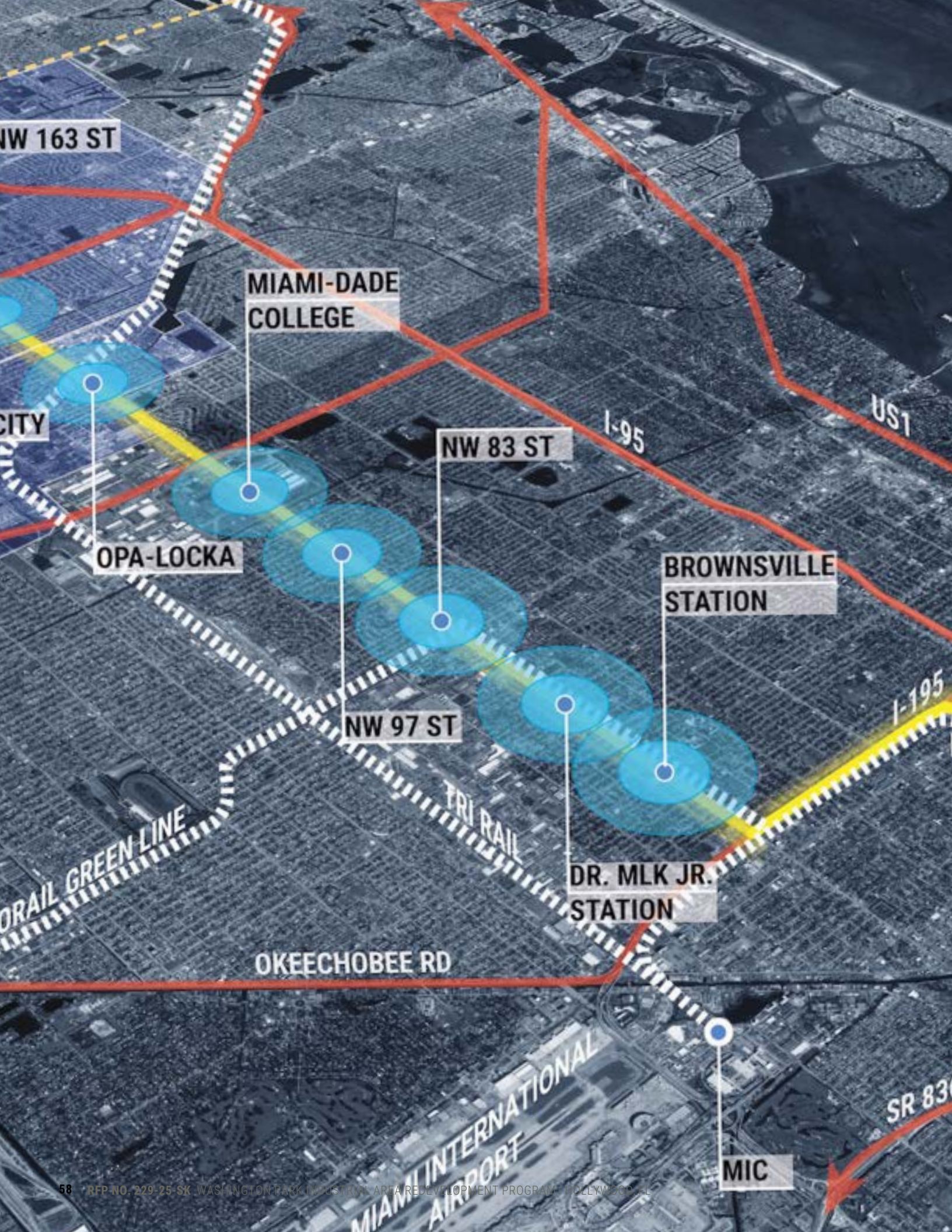




Downtown Fort Lauderdale, Las Olas Boulevard, Plusurbia Design

F

FEE PROPOSAL



NW 163 ST

MIAMI-DADE
COLLEGE

CITY

OPA-LOCKA

NW 83 ST

I-95

US1

BROWNSVILLE
STATION

NW 97 ST

I-195

ORAIL GREEN LINE

TRI RAIL

DR. MLK JR.
STATION

OKEECHOBEE RD

MIAMI INTERNATIONAL
AIRPORT

MIC

SR 83

FEE PROPOSAL

Proposer agrees to supply the products and services included in the Scope of Work; in accordance with the terms, conditions, and specifications contained in the RFQ at the price bid of **\$149,500**.

It is assumed the client will provide the venue(s), seating, projectors, screens, etc. as required for any public meetings or workshops, as well as any convenience items agreed upon. This also includes any mailing and stakeholder correspondence costs other than those specifically identified in this proposal.

We estimate project completion in a **maximum of 12 months** from the notice to proceed. **Completion of each sub-phase shall serve as a payment milestone.** This fee structure and time cadence are based on the current information available for this project, and may be negotiable based on modification of the scope, proposal, or additional discussion.

PHASE 1		
1A - BACKGROUND DATA COLLECTION		\$14,500
1	BACKGROUND DATA ANALYSIS	\$5,000
2	GIS MAPPING	\$3,000
3	COMPREHENSIVE DOCUMENT REVIEW	\$2,000
4	GAP ANALYSIS AND OTHER ECONOMIC ANALYSES	\$4,500
1B - COMMUNITY OUTREACH		\$39,000
1	PROJECT WEBSITE (SIMPLE WEBSITE)	\$3,000
2	PROMOTIONAL MATERIALS DESIGN	\$2,000
3	PROJECT SURVEYS	\$3,000
4	SMALL GROUP STAKEHOLDER ENGAGEMENT (4 MEETINGS)	\$4,000
5	COMMUNITY WORKSHOPS (1 KICK-OFF, 1 WORKSHOP)	\$25,000
6	FINAL PRESENTATIONS	\$2,000
PHASE 2		
2A - REDEVELOPMENT PROGRAM		\$68,000
1	PLAN DEVELOPMENT	\$38,000
2	URBAN DESIGN GUIDELINES	\$20,000
3	OTHER RECOMMENDATIONS	\$10,000
2B - COMPREHENSIVE ACTION PLAN		\$28,000
1	PROGRAM DEVELOPMENT	\$23,000
2	DEVELOP KPIS	\$5,000
TOTAL BUDGET		\$149,500





Greenville Gateway Community Vision Plan, Plusurbia Design

G

REQUIRED FORMS

9. SUBMISSION SECTION AND FORMS

The responsibility for submitting a bid/proposal on or before the time and date is solely and strictly the responsibility of the bidder/proposer, the City will in no way be responsible for delays caused by technical difficulty or caused by any other occurrence. No part of a bid/proposal can be submitted via FAX or via direct Email to the City. No variation in price or conditions shall be permitted based upon a claim of ignorance.

9.1. Respondent Proposal*

Please upload your COMPLETE response in the format shown below. Please exclude uploading any CONFIDENTIAL / PROPRIETARY information here.

Proposals should be organized using the following sections format:

- A. Cover Page and Table of Contents
- B. Firm's and Project Team's Qualification and Experience
- C. Technical Approach and Timeline
- D. References – Vendor Reference Form
- E. Project Work Samples
- F. Fee Proposal
- G. Exceptions to Terms and Conditions (if any)

*Response required

9.2. Please upload any CONFIDENTIAL / PROPRIETARY information here (as applicable).

If applicable, please upload a redacted **and** unredacted copy of any information that is confidential/proprietary. For all redacted items, provide a listing of what was redacted, the applicable page or section number, and justification for the redaction, pursuant to Florida Statutes.

9.3. Required Forms and Acknowledgements

9.3.1. Vendor Reference Form*

A minimum of three (3) references is required for this RFP; at least two (2) references must be from a governmental agency.

The City's Vendor Reference Form must be downloaded and completed by EACH individual or entity providing the reference on behalf of the Respondent. The Respondent will then re-upload all completed Vendor Reference Forms here.

- [Attachment B - Vendor Refer...](#)

*Response required

9.3.2. Hold Harmless and Indemnity Clause *

I, an authorized representative, the contractor, shall indemnify, defend and hold harmless the City of Hollywood, its elected and appointed officials, employees and agents for any and all suits,

actions, legal or administrative proceedings, claims, damage, liabilities, interest, attorney's fees, costs of any kind whether arising prior to the start of activities or following the completion or acceptance and in any manner directly or indirectly caused, occasioned or contributed to in whole or in part by reason of any act, error or omission, fault or negligence whether active or passive by the contractor, or anyone acting under its direction, control, or on its behalf in connection with or incident to its performance of the contract.

☒ Please confirm

*Response required

9.3.3. *Non-Collusion Statement**

I, being first duly sworn, depose that:

- A. He/she is an authorized representative of the Company, the Proposer that has submitted the attached Proposal.
- B. He/she has been fully informed regarding the preparation and contents of the attached Proposal and of all pertinent circumstances regarding such Proposal;
- C. Such Proposal is genuine and is not a collusion or sham Proposal;
- D. Neither the said Proposer nor any of its officers, partners, owners, agents, representatives, employees or parties in interest, including this affiant has in any way colluded, conspired, connived or agreed, directly or indirectly with any other Proposer, firm or person to submit a collusive or sham Proposal in connection with the contractor for which the attached Proposal has been submitted or to refrain from bidding in connection with such contract, or has in any manner, directly or indirectly, sought by agreement or collusion or communication or conference with any other Proposer, firm or person to fix the price or prices, profit or cost element of the Proposal price or the Proposal price of any other Proposer, or to secure an advantage against the City of Hollywood or any person interested in the proposed Contract; and
- E. The price or prices quoted in the attached Proposal are fair and proper and are not tainted by any collusion, conspiracy, connivance or unlawful agreement on the part of the Proposer or any of its agents, representatives, owners, employees, or parties in interest, including this affiant.

☒ Please confirm

*Response required

9.3.4. *Certifications Regarding Debarment, Suspension and Other Responsibility Matters**

The applicant certifies that it and its principals:

Are not presently debarred, suspended, proposed for debarment, declared ineligible, sentenced to a denial of Federal benefits by a State or Federal court, or voluntarily excluded from covered transactions by any Federal department or agency;

Have not within a three-year period preceding this application been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, or local) transaction or contract under a public transaction, violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;

Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State, or local) with commission of any of the offenses enumerated in paragraph (b) of this certification; and

Have not within a three-year period preceding this application had one or more public transactions (Federal, State, or local) terminated for cause or default.

☒ Please confirm

*Response required

9.3.5. *Drug-Free Workplace Program**

A. IDENTICAL TIE PROPOSALS - Preference shall be given to businesses with drug-free workplace programs. Whenever two or more bids which are equal with respect to price, quality, and service are received by the State or by any political subdivision for the procurement of commodities or contractual services, a bid received from a business that certifies that it has implemented a drug-free workplace program shall be given preference in the award process. Established procedures for processing tie proposals will be followed if none of the tied vendors have a drug-free workplace program. In order to have a drug-free workplace program, a business shall:

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employee that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.

5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program (if such is available in the employee's community) by, any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of these requirements.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.

☒ Please confirm

*Response required

9.3.6. *Solicitation, Giving, and Acceptance of Gifts Policy**

Florida Statute 112.313 prohibits the solicitation or acceptance of Gifts. "No Public officer, employee of an agency, local government attorney, or candidate for nomination or election shall solicit or accept anything of value to the recipient, including a gift, loan, reward, promise of future employment, favor, or service, based upon any understanding that the vote, official action, or judgment of the public officer, employee, local government attorney, or candidate would be influenced thereby." The term "public officer" includes "any person elected or appointed to hold office in any agency, including any person serving on an advisory body."

The City of Hollywood/Hollywood CRA policy prohibits all public officers, elected or appointed, all employees, and their families from accepting any gifts of any value, either directly or indirectly, from any contractor, vendor, consultant, or business with whom the City/CRA does business.

The State of Florida definition of "gifts" includes the following:

- Real property or its use,
- Tangible or intangible personal property, or its use,
- A preferential rate or terms on a debt, loan, goods, or services,
- Forgiveness of indebtedness,
- Transportation, lodging, or parking,
- Food or beverage,
- Membership dues,
- Entrance fees, admission fees, or tickets to events, performances, or facilities,
- Plants, flowers or floral arrangements
- Services provided by persons pursuant to a professional license or certificate.
- Other personal services for which a fee is normally charged by the person providing the services.

- Any other similar service or thing having an attributable value not already provided for in this section.

Any contractor, vendor, consultant, or business found to have given a gift to a public officer or employee, or his/her family, will be subject to dismissal or revocation of contract.

As the person authorized to sign the statement, I certify that this firm will comply fully with this policy.

☒ Please confirm

*Response required

9.3.7. *Proof of Sunbiz Registration**

Enter company FEIN to be verified in Sunbiz - Plusurbia Design FEIN: 27-2163647

*Response required

9.4. ACKNOWLEDGMENT AND SIGNATURE PAGE*

9.4.1. *If Corporation - Date Incorporated/Organized:** 1/11/2010

*Response required

9.4.2. *State Incorporated/Organized:** Florida

*Response required

9.4.3. *Remittance Address** 1385 Coral Way PH 401, Miami, FL 33145

*Response required

9.4.4. *Bidder/Proposer's Authorized Representative's Typed Full Name** Juan Mullerat

*Response required

9.4.5. *IT IS HEREBY CERTIFIED AND AFFIRMED THAT THE BIDDER/PROPOSER CERTIFIES ACCEPTANCE OF THE TERMS, CONDITIONS, SPECIFICATIONS, ATTACHMENTS AND ANY ADDENDA. THE BIDDER/PROPOSER SHALL ACCEPT ANY AWARDS MADE AS A RESULT OF THIS SOLICITATION. BIDDER/PROPOSER FURTHER AGREES THAT PRICES QUOTED WILL REMAIN FIXED FOR THE PERIOD OF TIME STATED IN THE SOLICITATION.**

☒ Please confirm

*Response required

9.4.6. *THE EXECUTION OF THIS FORM CONSTITUTES THE UNEQUIVOCAL OFFER OF BIDDER/PROPOSER TO BE BOUND BY THE TERMS OF ITS PROPOSAL. FAILURE TO SIGN THIS SOLICITATION WHERE INDICATED BY AN AUTHORIZED REPRESENTATIVE SHALL RENDER THE BID/PROPOSAL NON-*

*RESPONSIVE. THE CITY MAY, HOWEVER, IN ITS SOLE DISCRETION, ACCEPT ANY BID/PROPOSAL THAT INCLUDES AN EXECUTED DOCUMENT WHICH UNEQUIVOCALLY BINDS THE BIDDER/PROPOSER TO THE TERMS OF ITS OFFER.**

☒ Please confirm

*Response required

9.5. SWORN STATEMENT PURSUANT TO SECTION 287.133 (3) (a) FLORIDA STATUTES ON PUBLIC ENTITY CRIMES*

*9.5.1. This form statement is submitted to the City of Hollywood by:**

(Print individual's name and title) (Print name of entity submitting sworn statement) Juan Mullerat, Principal

*Response required

*9.5.2. Sworn Statement Continuation:**

Enter business address: 1385 Coral Way PH 401, Miami, FL 33145

*Response required

*9.5.3. Sworn Statement Continuation:**

Enter Federal Employer Identification Number (FEIN) is: 27-2163647

If the entity has no FEIN, include the Social Security Number of the individual signing this sworn statement.

*Response required

*9.5.4. Sworn Statement Continuation:**

I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in an federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.

☒ Please confirm

*Response required

*9.5.5. Sworn Statement Continuation:**

I understand that "Affiliate," as defined in paragraph 287.133(1)(a), Florida Statutes, means:

1. A predecessor or successor of a person convicted of a public entity crime, or
2. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The

ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

☒ Please confirm

*Response required

9.5.6. *Sworn Statement Continuation:**

I understand that "person," as defined in Paragraph 287.133(1)(e), Florida Statutes, means any natural person or any entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts let by a public entity, or which otherwise transacts or applies to transact business with a public entity.

The term "person" includes those officers, executives, partners, shareholders, employees, members, and agents who are active in management of an entity

☒ Please confirm

*Response required

9.5.7. *Sworn Statement Continuation:**

Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. (Please indicate which statement applies.)

Division of Administrative Hearings, determined that it was not in the public interest to place the entity submitting this sworn statement on the convicted vendor list. (attach a copy of the Final Order).

Select all that apply

☒ Neither the entity submitting sworn statement, nor any of its officers, director, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

☐ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

☐ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity has been charged with and convicted of a

public entity crime, but the Final Order entered by the Hearing Officer in a subsequent proceeding before a Hearing Officer of the State of the State of Florida,

*Response required

9.5.8. *Sworn Statement Confirmation**

I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN PARAGRAPH 1 (ONE) ABOVE IS FOR THAT PUBLIC

ENTITY ONLY AND THAT THIS FORM IS VALID THROUGH DECEMBER 31 OF THE CALENDAR

YEAR IN WHICH IT IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THAT

PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD

AMOUNT PROVIDED IN SECTION 287.017 FLORIDA STATUTES FOR A CATEGORY TWO OF

ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.

☒ Please confirm

*Response required

9.6. Local Vendor Preference

An additional 5 points will be awarded to Respondent's proposal that meet the following criteria for Local Vendor Preference:

As outlined in the City of Hollywood Code of Ordinances, a Local Hollywood Vendor shall mean a business entity that has maintained a permanent place of business with full-time employees within the City limits for **a minimum of one year** prior to the date of issuance of a bid or proposal solicitation. The permanent place of business must be the primary place of business of the entity and may not be a post office box or a personal residence. The business must actually distribute goods, supplies, materials, equipment or services from the permanent place of business. The business must have a current local business tax receipt from the City and must not be publicly traded.

Note: This solicitation is open to all qualified Vendors. Meeting Local Vendor Preference is Optional.

9.6.1. *Does the Vendor meet the bonus criteria for Local Vendor Preference?**

Vendors will need to provide documentation to claim this preference.

☐ Yes

☒ No

*Response required

9.6.2. *Local Vendor Preference - Local Business Tax Receipt**

Local preference in the form of 5 points will be assigned to each firm identified as a Local Hollywood Vendor.

The business must have a current local business tax receipt from the City and must not be publicly traded.

Please upload Local Business Tax Receipt

*Response required

9.7. Exceptions

9.7.1. *Does the Proposer have exceptions to the solicitation requirements, Scope of Work or Terms and Conditions?**

☐ Yes

☒ No

*Response required

9.7.2. *If you answered "Yes" to the above question and you have exceptions, please upload a separate attachment listing the applicable sections in the solicitation that you have exceptions to.*

Exceptions must:

- A. Clearly identify the affected article and section, and
- B. Clearly note what language is requested to be modified. Unclear requests will be automatically denied.

The City reserves the right to accept or reject any or all bids/proposals, exceptions, to waive irregularities and technicalities, and request new bids/proposals. The City also reserves the right to award any resulting agreement as it deems will best serve the interests of the city.

City of Hollywood
2600 Hollywood Blvd, Suite 303
Hollywood, FL 33020

**Re: Proposal Submission for Washington Park Industrial Area Redevelopment Program
(RFP-229-25-SK)**

Dear Selection Committee,

Plusurbia Design is committed to obtain all necessary insurance coverages upon being selected for the RFP - Washington Park Industrial Area Redevelopment Program (RFP-229-25-SK), specifically the Cyber Liability coverage (\$1,000,000 each claim/ \$2,000,000 aggregate). We are providing our Certificates of Insurance with the coverage that we presently have.

If our team is selectes, we will work with our insurance providers to ensure necessary coverage is attained.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Juan Mullerat', with a large loop at the end.

Juan Mullerat
Principal
Plusurbia Design



THE HARTFORD
BUSINESS SERVICE CENTER
3600 WISEMAN BLVD
SAN ANTONIO TX 78251

December 3, 2024

For Informational Purposes
1385 CORAL WAY PH 401
MIAMI FL 33145-2941

Account Information:

Policy Holder Details :	PLUS URBIA LLC
-------------------------	----------------



Contact Us

Need Help?

Chat online or call us at
(866) 467-8730.

We're here Monday - Friday.

Enclosed please find a Certificate Of Insurance for the above referenced Policyholder. Please contact us if you have any questions or concerns.

Sincerely,
Your Hartford Service Team



CERTIFICATE OF LIABILITY INSURANCE

 DATE (MM/DD/YYYY)
12/03/2024

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER HUB INTERNATIONAL NE LIMITED/PHS 12124015 The Hartford Business Service Center 3600 Wiseman Blvd San Antonio, TX 78251		CONTACT NAME: PHONE (866) 225-7966 (A/C, No, Ext): FAX (A/C, No): E-MAIL ADDRESS:																						
INSURED PLUS URBIA LLC 1385 CORAL WAY PH 401 MIAMI FL 33145-2941		<table border="1"> <thead> <tr> <th colspan="2">INSURER(S) AFFORDING COVERAGE</th> <th>NAIC#</th> </tr> </thead> <tbody> <tr> <td>INSURER A :</td> <td>Sentinel Insurance Company Ltd.</td> <td>11000</td> </tr> <tr> <td>INSURER B :</td> <td>Hartford Casualty Insurance Company</td> <td>29424</td> </tr> <tr> <td>INSURER C :</td> <td></td> <td></td> </tr> <tr> <td>INSURER D :</td> <td></td> <td></td> </tr> <tr> <td>INSURER E :</td> <td></td> <td></td> </tr> <tr> <td>INSURER F :</td> <td></td> <td></td> </tr> </tbody> </table>		INSURER(S) AFFORDING COVERAGE		NAIC#	INSURER A :	Sentinel Insurance Company Ltd.	11000	INSURER B :	Hartford Casualty Insurance Company	29424	INSURER C :			INSURER D :			INSURER E :			INSURER F :		
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INSURER E :																								
INSURER F :																								

COVERAGES

CERTIFICATE NUMBER:

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/Y YY)	LIMITS	
A	COMMERCIAL GENERAL LIABILITY			12 SBM AA6405	07/25/2024	07/25/2025	EACH OCCURRENCE	\$1,000,000
	CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR						DAMAGE TO RENTED PREMISES (Ea occurrence)	\$1,000,000
	<input checked="" type="checkbox"/> General Liability						MED EXP (Any one person)	\$10,000
	GEN'L AGGREGATE LIMIT APPLIES PER:						PERSONAL & ADV INJURY	\$1,000,000
	POLICY <input checked="" type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC						GENERAL AGGREGATE	\$2,000,000
	OTHER:						PRODUCTS - COMP/OP AGG	\$2,000,000
A	AUTOMOBILE LIABILITY			12 SBM AA6405	07/25/2024	07/25/2025	COMBINED SINGLE LIMIT (Ea accident)	\$1,000,000
	ANY AUTO						BODILY INJURY (Per person)	
	ALL OWNED AUTOS		SCHEDULED AUTOS				BODILY INJURY (Per accident)	
	<input checked="" type="checkbox"/> HIRED AUTOS		<input checked="" type="checkbox"/> NON-OWNED AUTOS				PROPERTY DAMAGE (Per accident)	
A	<input checked="" type="checkbox"/> UMBRELLA LIAB EXCESS LIAB		<input checked="" type="checkbox"/> OCCUR CLAIMS-MADE	12 SBM AA6405	07/25/2024	07/25/2025	EACH OCCURRENCE	\$2,000,000
	DED <input checked="" type="checkbox"/> RETENTION \$ 10,000						AGGREGATE	\$2,000,000
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY			12 WEC ZQ9178	07/25/2024	07/25/2025	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER	
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)	Y/N	N/A				E.L. EACH ACCIDENT	\$1,000,000
	If yes, describe under DESCRIPTION OF OPERATIONS below						E.L. DISEASE -EA EMPLOYEE	\$1,000,000
							E.L. DISEASE - POLICY LIMIT	\$1,000,000
A	EMPLOYMENT PRACTICES LIABILITY			12 SBM AA6405	07/25/2024	07/25/2025	Each Claim Limit	\$10,000
							Aggregate Limit	\$10,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

Those usual to the Insured's Operations.

CERTIFICATE HOLDER

For Informational Purposes
1385 CORAL WAY PH 401
MIAMI FL 33145-2941

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

Susan L. Castaneda

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ACORD 25 (2016/03)

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CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

4/16/2024

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

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PRODUCER The Buckner Company 6400 S. Fiddlers Green Circle, Suite 950 Greenwood Village CO 80111		CONTACT NAME: Kasey Heupel PHONE (A/C, No, Ext): 13037538421 FAX (A/C, No): E-MAIL ADDRESS: kheupel@buckner.com	
INSURED PlusUrbia, LLC 1385 Coral Way, PH 401 Miami FL 33145		INSURER(S) AFFORDING COVERAGE INSURER A: Certain Underwriters at Lloyds INSURER B: INSURER C: INSURER D: INSURER E: INSURER F:	
License#: 480397 PLUSLLC-01		NAIC # 15792	

COVERAGES

CERTIFICATE NUMBER: 1456399291

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
	COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:						EACH OCCURRENCE \$ DAMAGE TO RENTED PREMISES (Ea occurrence) \$ MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ GENERAL AGGREGATE \$ PRODUCTS - COMP/OP AGG \$ \$
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY <input type="checkbox"/> AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED <input type="checkbox"/> RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ \$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> Y/N If yes, describe under DESCRIPTION OF OPERATIONS below		N/A				PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/> E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$
A	Professional Liability			TMP00019502	4/14/2024	4/14/2025	Aggregate Per Claim Deductible 1,000,000 1,000,000 10,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER

CANCELLATION

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	AUTHORIZED REPRESENTATIVE

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ACORD 25 (2016/03)

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plusurbia.

PLUSURBIA DESIGN
Planning + Urban Design

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