



OMNI: District Recommendations  
and Design Guidelines

# MAeD

MEDIA + ART + ENTERTAINMENT | DISTRICT

POTENTIAL DEVELOPMENT STRATEGY

November 2017



# OMNI: Historic, Media + Art Entertainment District Design Guidelines

\* all aerial photography by Google Earth and Apple Maps

Media + Art + Entertainment | District

# MAeD

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**Media + Arts + Entertainment | District**  
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**PLUSURBIA**





## Introduction

# Why MAeD?

The area known as The Miami Arts and Entertainment District (MAeD) is an urban mixed-use neighborhood within the OMNI CRA, located just north of Downtown Miami. It is bounded by NE 24th Street to the north, I-395 Interstate to the south, the Florida East Coast [FEC] Railway/NE 2nd Avenue to the west, and Biscayne Bay to the east. OMNI is an emerging Media + Art and Entertainment District, MAeD, where art, events, restaurants and technology converge as a new economic hub for South Florida.

There's a bustling mix of new construction to the north of NE 14th St that includes innovative businesses, studios and high-rises such as Canvas Condominium and Square Station, which will bring an estimated 2,500+ residents within the next 24 months. In the southern part of Omni, the Miami Innovation District and the Heritage Park, running parallel to I-395 expressway, will connect the Media + Art and Entertainment district/neighborhood with Overtown.

The Omni MAeD is home to Flea Market, a monthly event that attracts a growing number of small businesses such as food trucks, offering gourmet entrees, craft coffee and juice bar service, small businesses and entrepreneurs to the area. There are also in the neighborhood, the Miami-Dade County Public Schools and easy access to the Metromover final stop, the School Board Station.

For the district to continue to evolve, it must find a way to preserve its scale and historic character, while continuing to grow. Omni can leverage the strength of its media and arts industry while the new land uses and densities.

**Boundaries**

The Omni Community Redevelopment Agency [CRA] boundary is roughly bounded on the: North by NE 20th Terrace, South by Interstate 395, East by Biscayne Bay and West by NW 2nd Avenue.



# Analysis + Design Process

Historic

# Significance

The 1300 block of North Miami Avenue is located within the Omni Community Redevelopment Agency boundaries, and is unique as one of the few remaining streetscapes in Miami that retains a majority of its pre-1960 buildings on both sides of the street. Why is this significant? Before the 1960s, the City of Miami Zoning Code did not require on-site parking; buildings built before the 1960s were built with shopfronts, office space, and residential space fronting the street, not parking, which contributed to the lively, active, pedestrian-friendly streetscapes that historic preservationists seek to preserve today, and that urban planners strive to replicate in new development.

Historically, this block was home to commercial supply establishments such as restaurant equipment; these uses remain in the majority of buildings today. The block also includes a unique seven-story apartment building (The Vera Building) that was considered eligible for the National Register for Historic Places until its windows were removed and boarded up in the late 2000s so that the building could be used for storage. The Citizens Bank of Miami building at 1367 North Miami Avenue is a locally-designated, vacant historic building that is considered eligible for the National Register for Historic Places.

When a historic survey of this block was conducted in 1995, the 1300 Block of North Miami Avenue was determined ineligible for listing on the National Register for Historic Places as a historic district, however the block could be eligible for designation as a local district, particularly when taking into consideration the fifty-year significance of all of the buildings (In 2017, buildings constructed prior to 1967 are now studied for historic significance, whereas in 1995, only buildings constructed prior to 1945 were considered.) The alterations to the buildings are superficial in nature, primarily boarding up of windows and storefronts, and it is reasonable to expect that the buildings on this block could be rehabilitated to their historic appearance through the replacement of windows and restoration of the original storefronts.

Streetscapes like the 1300 Block of North Miami Avenue are in high demand as a new generation of city-dwellers seeks out authentic, walkable places to shop, dine, work, and live. This block is located in an area that is rapidly changing, with convenient access to transit, I-395, regional arts and cultural centers, Downtown Miami, Wynwood, Overtown, and Edgewater. It has the potential to become a community gathering place, a unique collection of traditional lower-scale mixed use buildings amidst a neighborhood that is under construction with high-rise condominiums with parking podiums.



The block is already beginning to transform with new restaurants and bars located in buildings that were previously used as commercial equipment supply or warehousing. It is advisable that incentives are put into place to retain the existing building fabric on this block, whether through local historic designation or other planning and zoning tools.

REPORT OF PLUSURBIA DESIGN LLC

On behalf of Dade Heritage Trust  
for the study of historic buildings at  
1300 block, **NORTH MIAMI AVENUE**  
for the Omni Community Redevelopment  
Agency, CRA.

June 2017  
Analysis + Design Process



 OMNI CRA  
 Site Boundary

*\* All photo are from Google Maps Images*

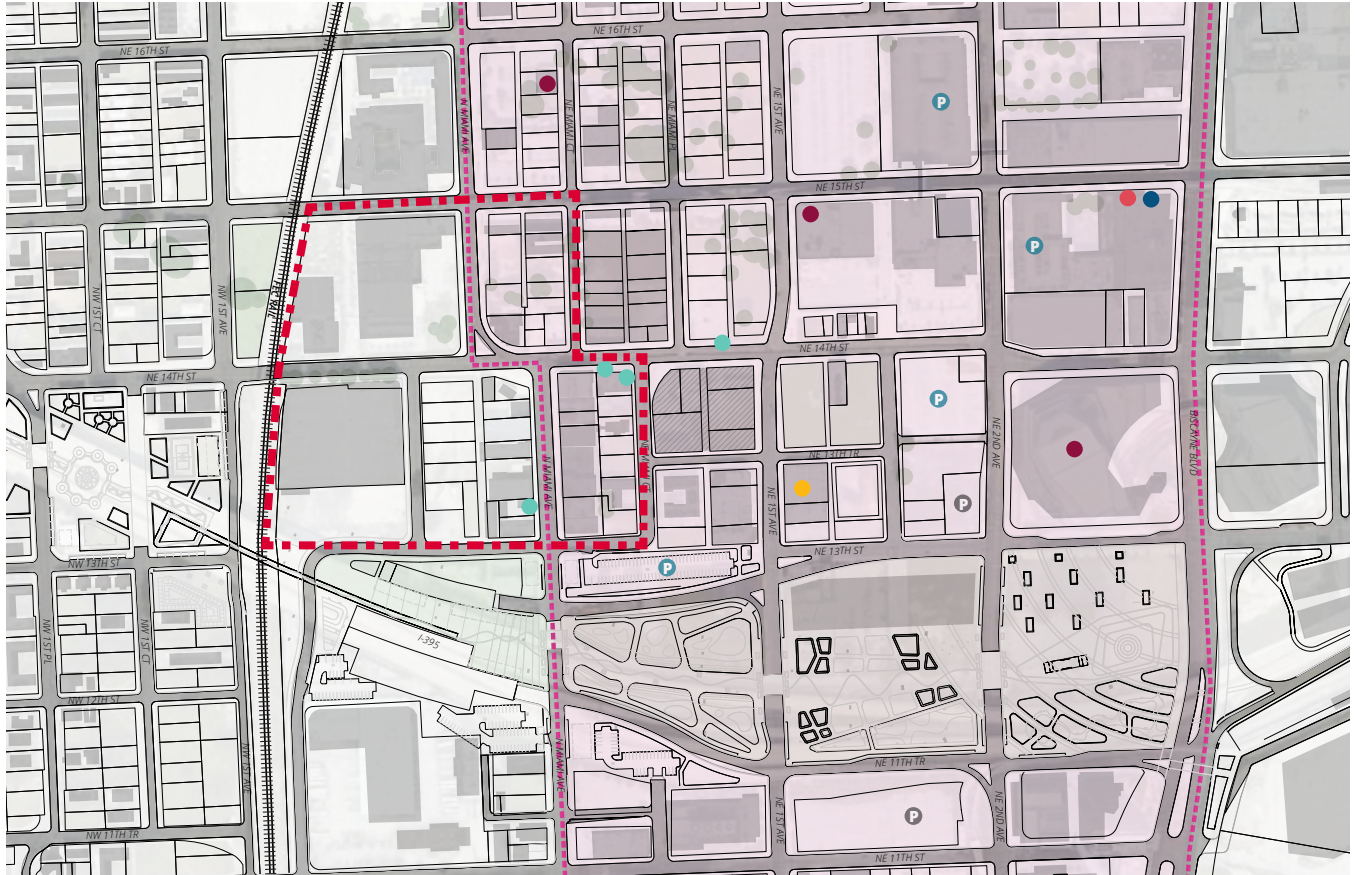
**Top Left\_** Aerial view and diagram of the OMNI CRA boundary and Site boundaries.

**Middle Left\_** Aerial view of N Miami Ave and NE 14th St intersection.










**Below Left\_** Historic Building, Firehouse #2, new CRA headquarters

**Below Right\_** The Citizens Bank.





Aerial view of the study area and surroundings.

-  Arts + Entertainments District Boundary
-  Study Area Boundary
-  Primary Vehicular Circulation
-  Nightlife
-  Wellness
-  Retail
-  Arts & Culture
-  Dining
-  Parking

# STUDY AREA



\* All photo are from Google Maps Images. Authors are unknown.  
 \* Images for reference purposes only.





Aerial view of MAeD and surroundings.



MAeD and Downtown Miami.



Volumes and urban fabric diagram.



# CONTEXT

Omni's MAeD [*Media + Arts and Entertainment District*] is recognized as a dynamic urban mixed use neighborhood in downtown Miami strategically located between the Wynwood Arts District and Downtown Miami.

Omni has high-rise residential towers, as well as small scale historic buildings such as the Citizens Bank, Firehouse #2, new CRA headquarters and the Vera building. It is within walking distance to several cultural institutions including the Arsht Center for the Performing Arts, The Patricia and Phillip Frost Art Museum of Science and the Perez Art Museum. Omni's creative industry businesses enjoy commuter rail connectivity to the entire region, via the School Board Metromover Station and its links to Metrorail and Tri-Rail.

The American Airlines Arena is within walking distance of Omni. Cultural landmarks, such as the Miami Woman's Club, some of the city's oldest churches and synagogues and the City of Miami Cemetery -- where Julia Tuttle, the mother of Miami rests -- also are within easy walking distance of Omni's residential, office and commercial activity.

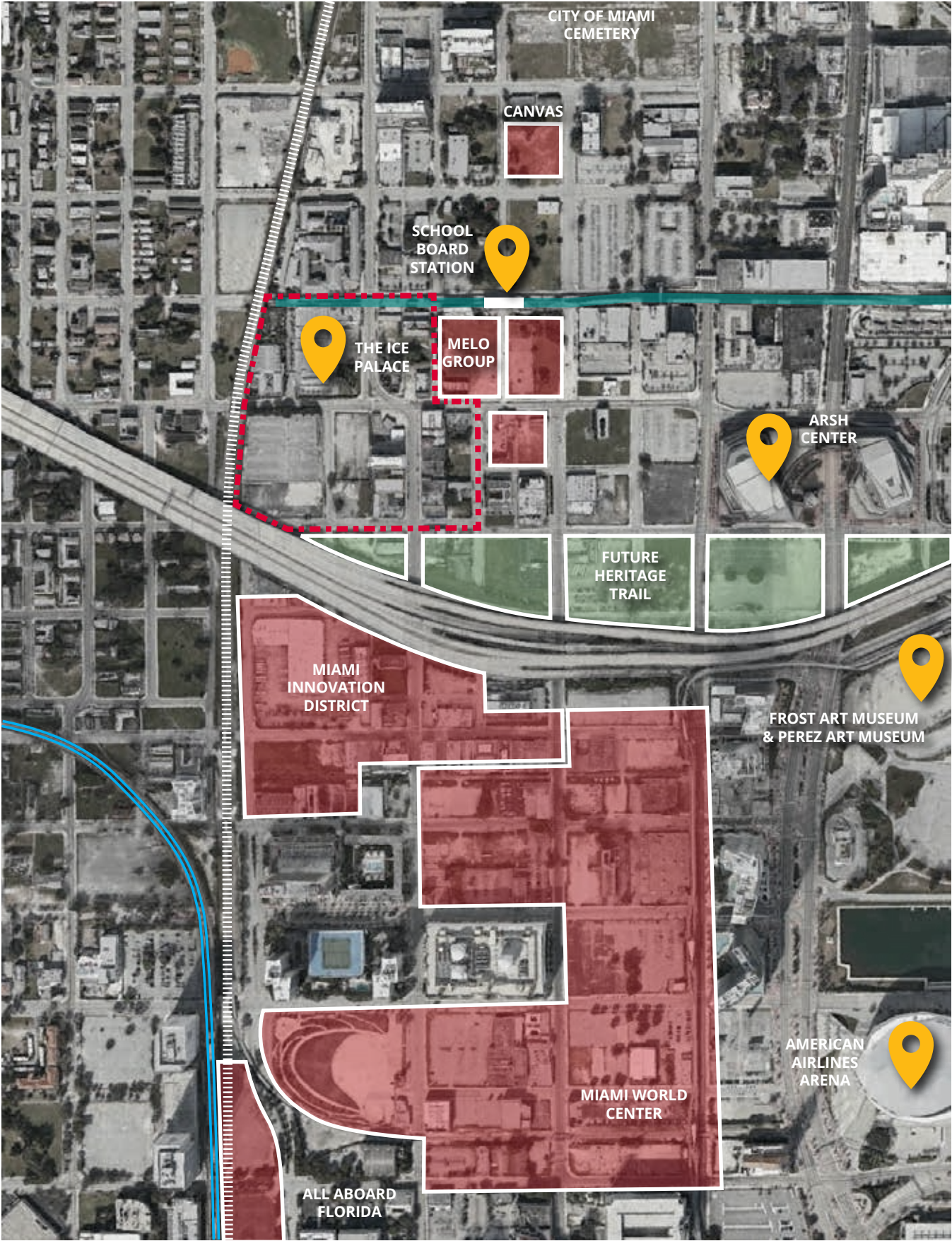


Context and boundary line diagram.



Neighborhoods diagram.





Future Parks   Future Developments   Site Boundary   Places of Interest  
Analysis + Design Process



# FUTURE DEVELOPMENT

## HERITAGE TRAIL

A 45-acre trail at ground level under the new I-395 signature bridge will create new public open space with the goal of improving the Overtown area and reconnecting it to surrounding neighborhoods. This iconic trail will be celebrate Miami's rich cultural history through passive and active recreation areas that feature fountains, landscaping, a pedestrian bridge and gathering places.



## MIAMI INNOVATION DISTRICT

An approximately 7 million square foot development on 10.4 acres will help position Miami as Florida's Silicon Valley. The program includes micro units (apartments under 300 square feet.) and flexible open floor plates for high-tech office uses. The Innovation District will bring financial benefits, sustainable economic growth and jobs to the city.



## MIAMI CENTRAL STATION

This railroad station will bring life to downtown Miami while serving as the terminal for the Brightline, which will provide rail service from Miami to Fort Lauderdale, West Palm Beach and ultimately, Orlando. The 2-acre gateway complex will feature a food hall and other commercial development. Covering six downtown blocks, Miami Central will feature residences, office space, retail and parking.



## MIAMI WORLD CENTER

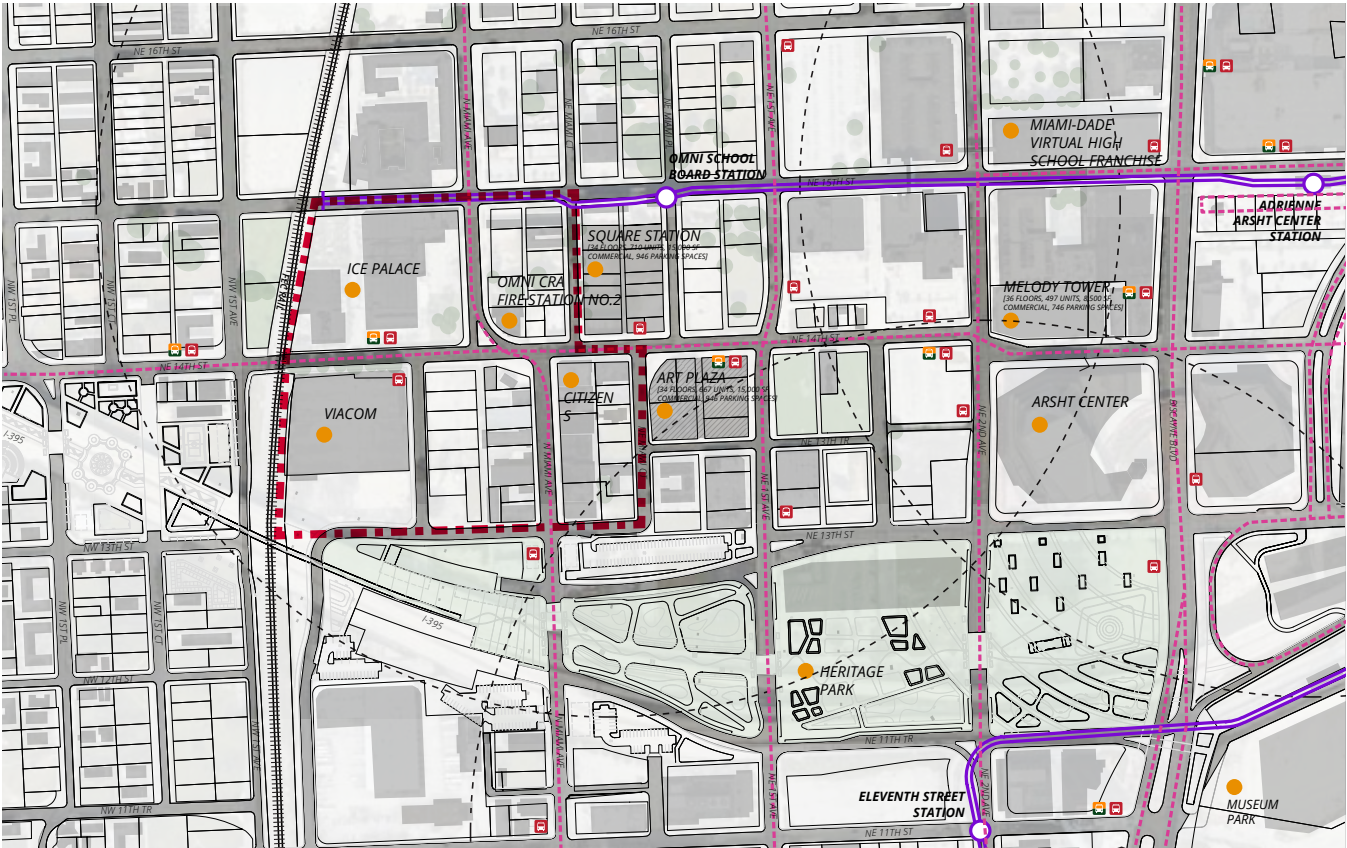
The World Center is 30 acres of high-rise residential, shopping, entertainment and office development with a convention-scale hotel and meeting space. This \$3 billion investment in the urban core is within walking distance of Omni.



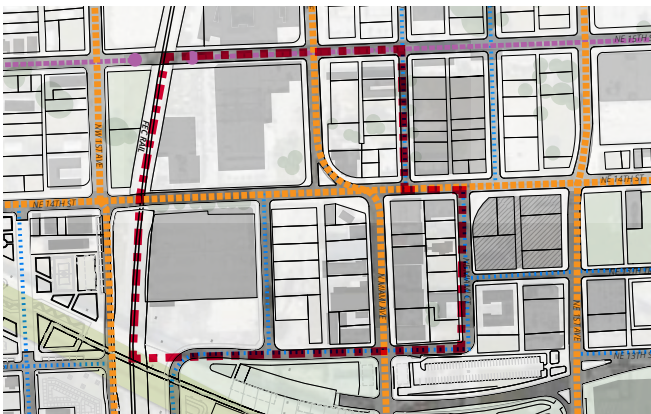


# TRANSPORTATION

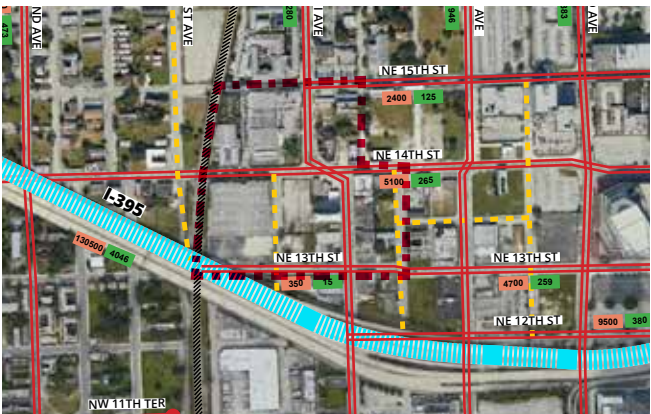
**PUBLIC TRANSPORTATION:**



**STREET HIERARCHY:**

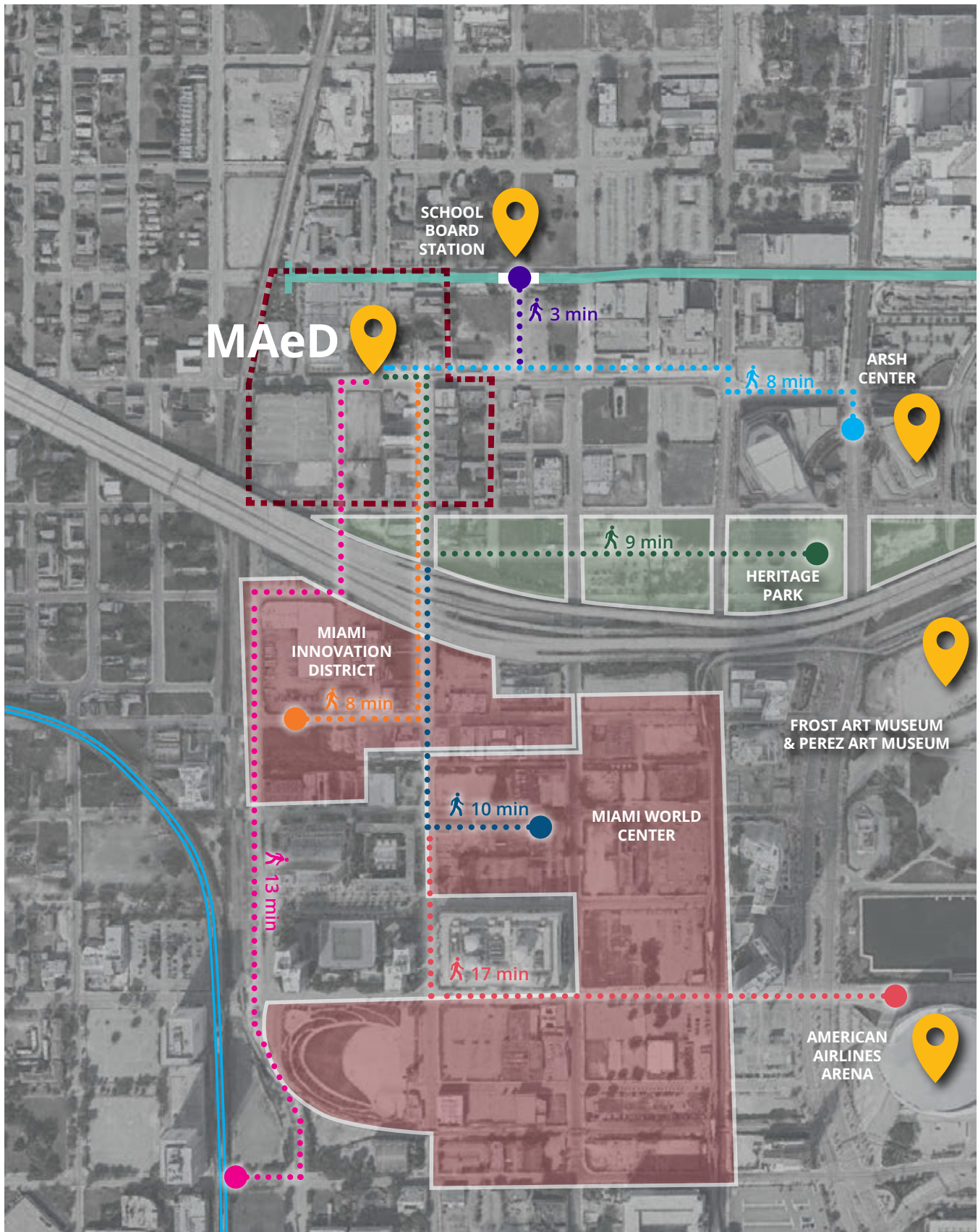


**VEHICLE COUNT:**





## WALKING DISTANCES



## Workshop: What did we learn ?

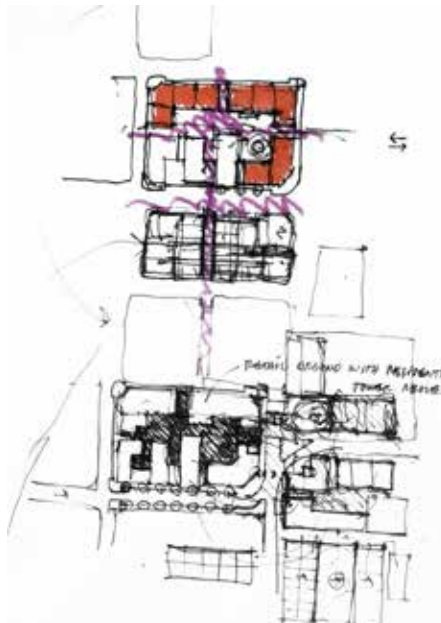
In late August, PlusUrbia Design and the OMNI Community Redevelopment Agency (CRA) OMNI held a workshop focused on the Media & Entertainment District. Local stakeholders, a group composed of business owners and real estate developers, participated in an exchange of ideas for the improvement of the District. The group discussed ways to: improve the urban quality of life, create safer environments for pedestrians, calm vehicular traffic, build housing for young professionals, create urban community space and preserve existing architectural style. PlusUrbia followed up by meeting one-on-one with the stakeholders and walking the project area with them to gain further insight into the opportunities of the neighborhood.

This report expresses the visioning of ideas and recommendations based on the information that prevailed throughout the meetings. Stakeholder visioning ideas focused on the streetscape, preservation of urban scale and architectural character, zoning, new development, and improving the quality of life and commercial activity. This report embodies the spirit of coming together to create a viable plan of action for the Omni's Media + Art and Entertainment District.



**“We want people to go to OMNI, not through it”**





Connect the block, pedestrian oriented design.

"The stories define the buildings more than the architecture"



Design process of master plan.



"We want people to go to OMNI, not through it"

OMNI is in close proximity to a Metromover station to the north and the upcoming Heritage Park on the South, it should become a destination. Public transportation is a key element to bring people to the area.



# What we heard...



## IDENTITY AND CHARACTER

1. **Preserve OMNI's urban scale**
2. Design the first 5 floors
3. Alternative to reduce code regulations to create paseos/arcades
4. **Coordinate signage**
5. Explore "temporary" street closure
6. Transform neighborhood's image



## OPEN SPACES

1. **Shade** and **landscape** are important, but visibility is also important for local businesses. Provide alternate solutions for providing shade.
2. Improve access to entrances to Parks
3. Improve/Enhance **pedestrian access** throughout the site



## MOBILITY

1. Enhance/**Improve Bike Trail**
2. Create better **parking solutions**, like a central garage
3. North Miami Ave should not have parallel parking
4. Connect to Michael Simkins development, Miami Innovation District.



## DEVELOPMENT

1. OMNI "**Urban Village**" concept
2. Maintain existing scale/massing/character of OMNI
3. Maintain / Reinforce MIAMI 21. Maintain at 5 stories. While striving for more density
4. First level should be retail [mix parking structure and retail store to the perimeter]
5. Motivate the media companies to move to the neighborhood
6. Review T6-24 B + FLR, parking reduction in exchange for T6-24 B



## ...we proposed

1. **Preserve/Enhance** & Restore "Built Assets"
2. Explore "Temporary Weekend" street closure
3. Create new/enhance visual/physical access to the MAeD
4. Respect OMNI's Existing Built Form and **urban scale**
5. Brand the Media + Art and Entertainment District
6. Create **Gateways**

1. Create paseos and/or courtyards to **promote pedestrian circulation** and connectivity throughout the site
2. **Enhance Sidewalks** and pedestrian connections
3. Existing Open Spaces Improvements
4. Explore/Allow/Encourage pedestrian "Arcades" (Shade devices such as overhangs and awnings)

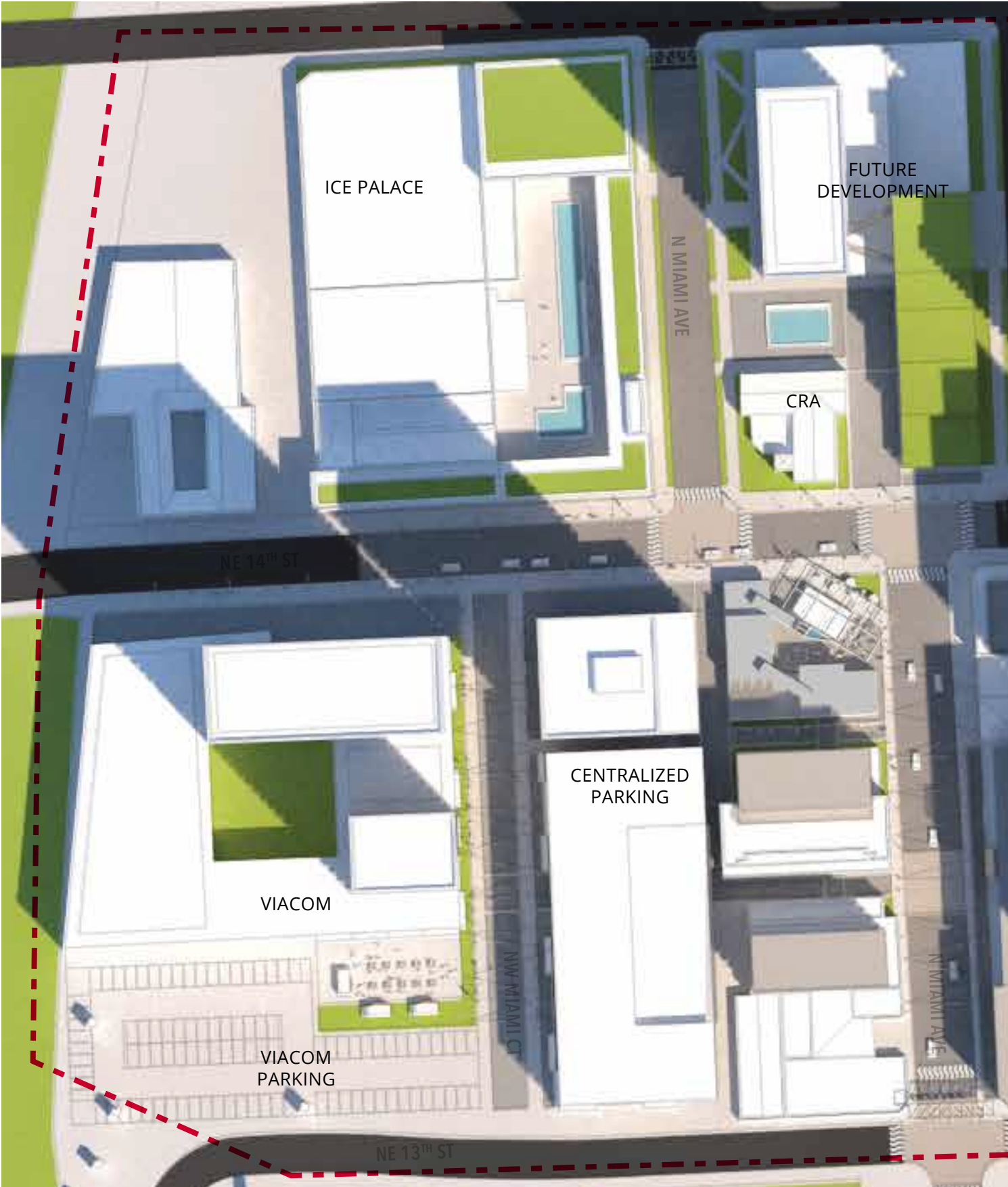
1. Change **Metromovers Station** name to **MAeD**, emphasis the upcoming district as a destination.
2. Explore/Improve **Pedestrian prioritization** options.
3. Create a pedestrian "Scramble" / **Raised Intersections**
4. Explore replacing parking w/ expanded sidewalks + additional trees.
5. Explore reducing travel lanes / Improving Ped/Bike Areas
6. "Edge Parking" / No tour buses in Center
7. Create/Explore new pedestrian "Paseos" (pedestrian network.)

1. Create **affordable** spaces for rent [Office + micro units]
2. Create an **entertainment outlet**, bring **mix-uses** to create an ecosystem.
3. Create/build a **general parking** near Metromover Station to have parking reduction.



[walkability] [destination]  
[design][connectivity][scale]  
[density][mix-uses][diversity]

# Recommendations



# STREET IMPROVEMENT MASTER PLAN



## ASSEMBLAGE

Create a plan to adapt and grow with the surrounding neighborhood, while preserving OMNI's architectural character and history.



## URBAN CONDITIONS

Invest on the open space network to promote and expand public spaces. Enhance and create new connections to future developments such as Heritage Park and the Miami Innovation District.

Enhance and improve circulation and access for ALL within MAeD boundary and through OMNI and the Entertainment District by implementing a holistic approach to mobility. Prioritize a safe environment for pedestrians and bicyclists.



## CHARACTER

Strengthen the identity and character of OMNI by preserving and enhancing its existing assets. Promote and enhance OMNI's unique "architectural and urban scale" Identity.



## DEVELOPMENT

Promote context sensitive development with a focus on the historic charm and urban scale identity that identifies the area. Promote the development of open spaces by focusing on more compact smaller development with a well balance mixed of uses.



WIDE STREET  
NARROW SIDEWALKS



UNUSED SPACES

PROPOSE A NEW STREET DESIGN THAT  
SLOWS TRAFFIC WITH WIDE SIDEWALKS

CREATE OPEN SPACE ELEMENTS LIKE  
COURTYARDS AND PASEOS



## FUTURE TRANSFORMATION



# NOW EXISTING



LIMITED COMMERCIAL ACTIVITY



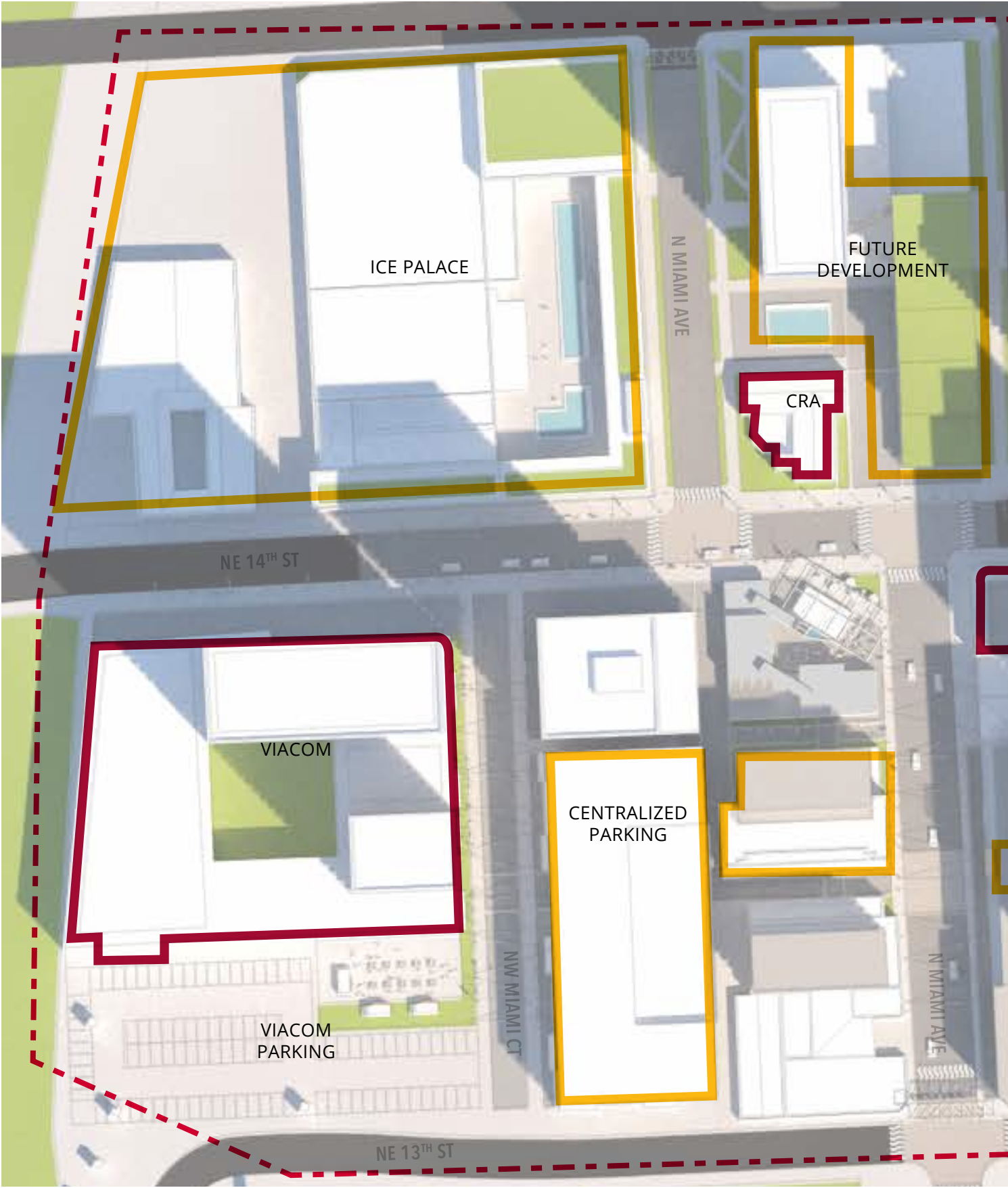
NONE TO LIMITED AMOUNT OF RETAIL  
FRONTAGE

MONTHLY VENUES  
CLOSED STREET ACTIVITY



STORE FRONT  
OUTDOOR CAFES



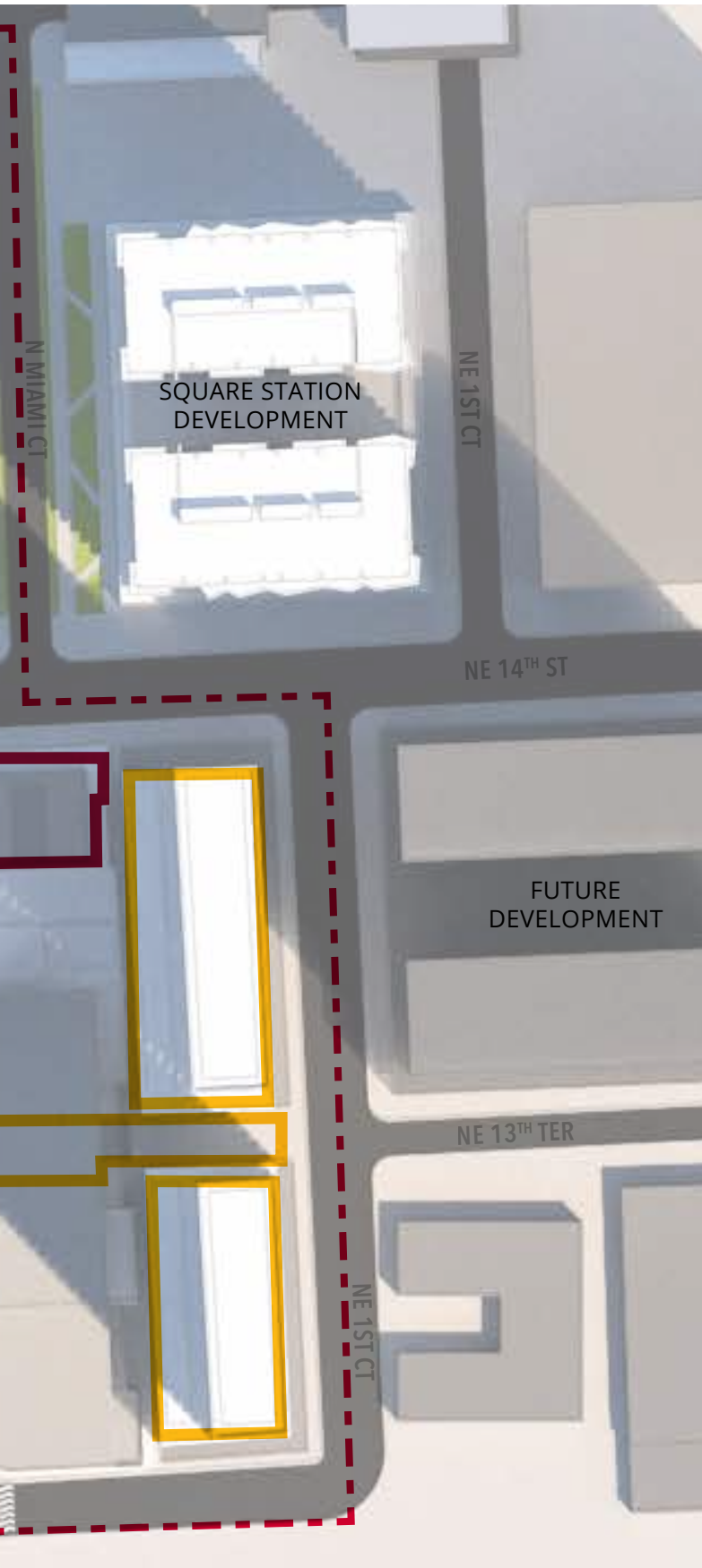






## LOT ASSEMBLAGE

The combining of two or more adjoining lots [owned by one or several stakeholders] into one large tract. This will help to increase the value of the individual because a larger building would be capable of producing a larger net return and may be erected on the larger parcel.



- Boundary
- CRA Lots
- Assembled Lots

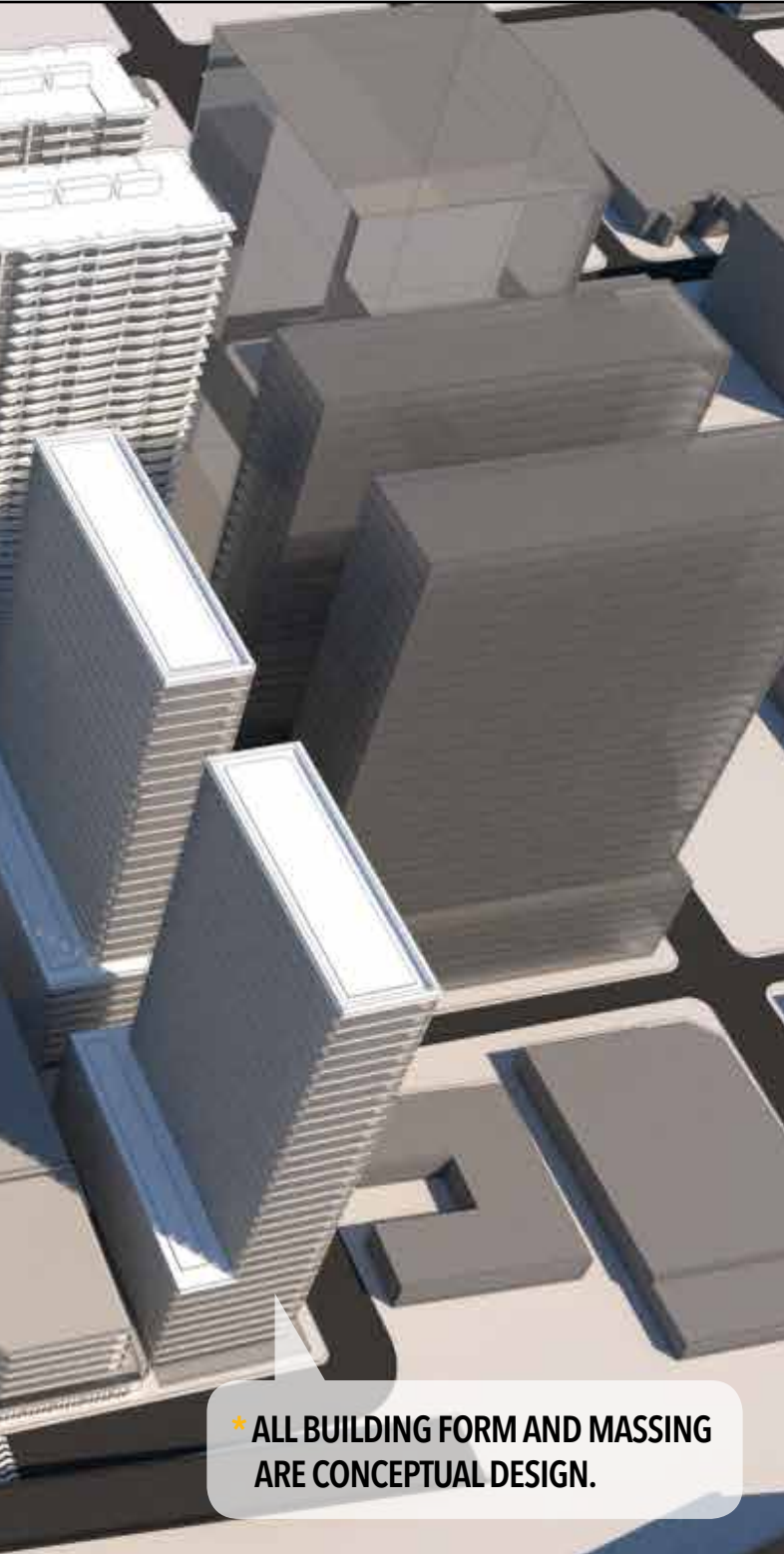


(JOINT VENTURE) **CRA** OWNS **2.15** ACRES





## CONCEPTUAL RENDERING



\* ALL BUILDING FORM AND MASSING  
ARE CONCEPTUAL DESIGN.







## CONCEPTUAL RENDERING



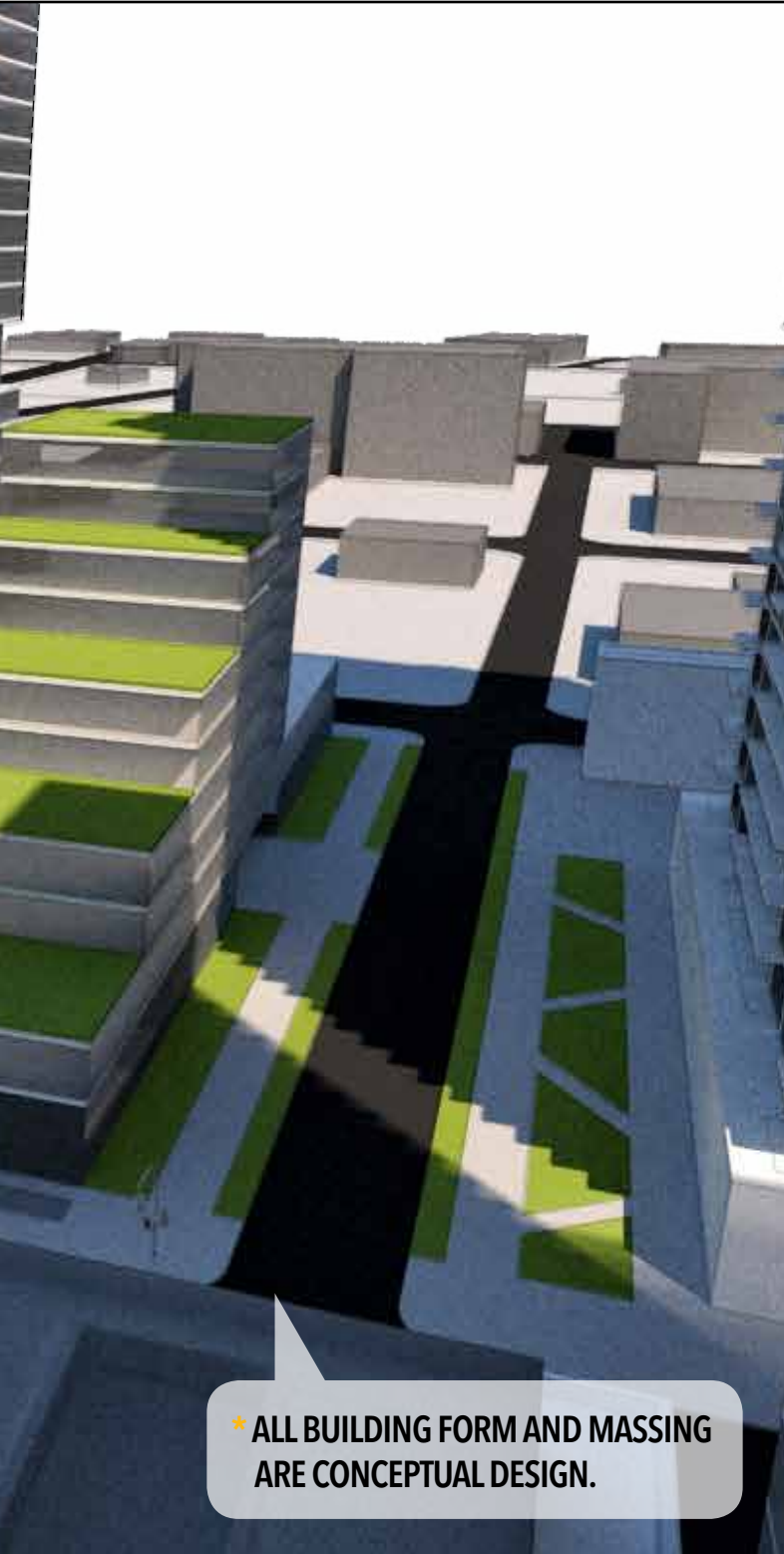
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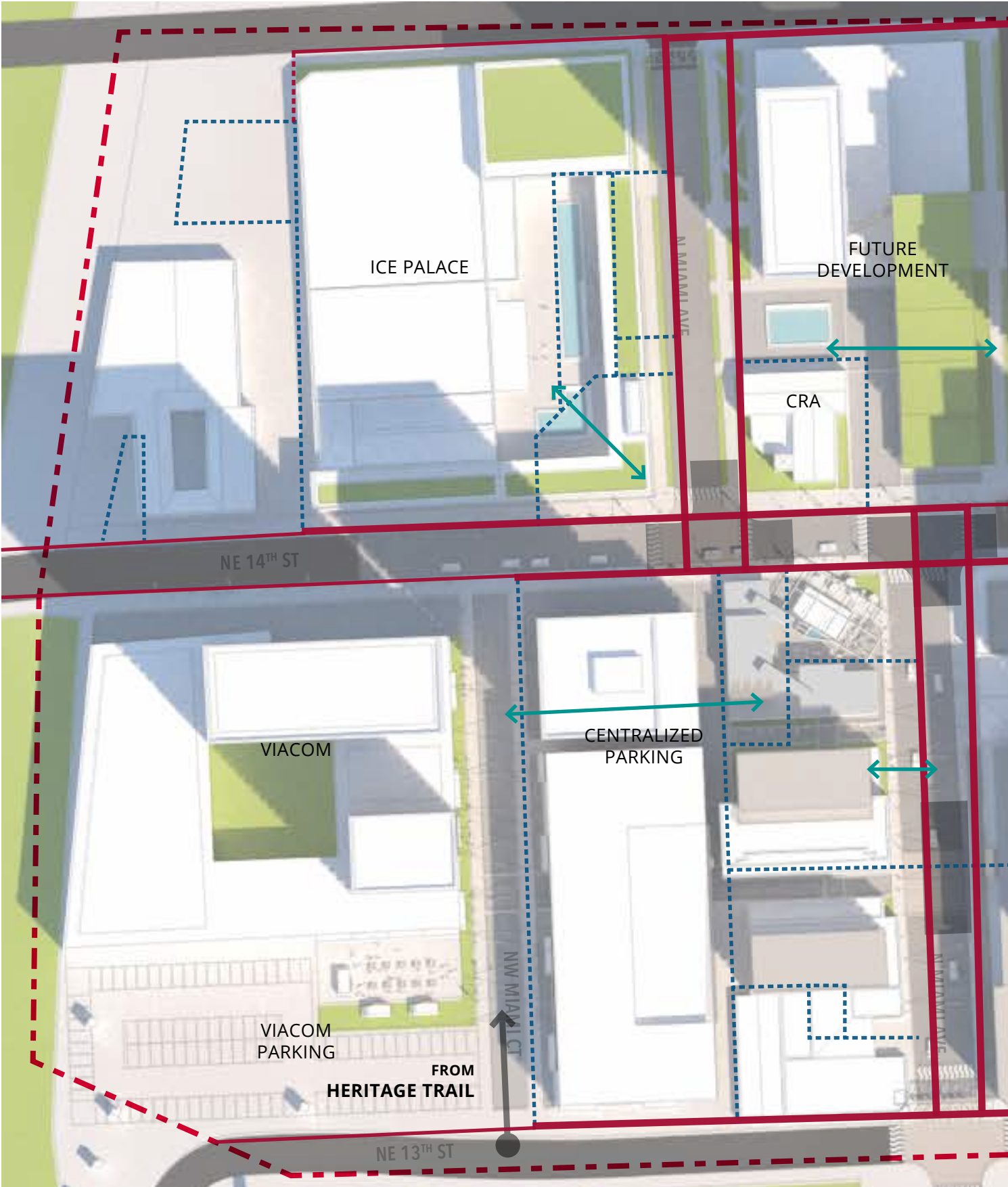






# CONCEPTUAL RENDERING



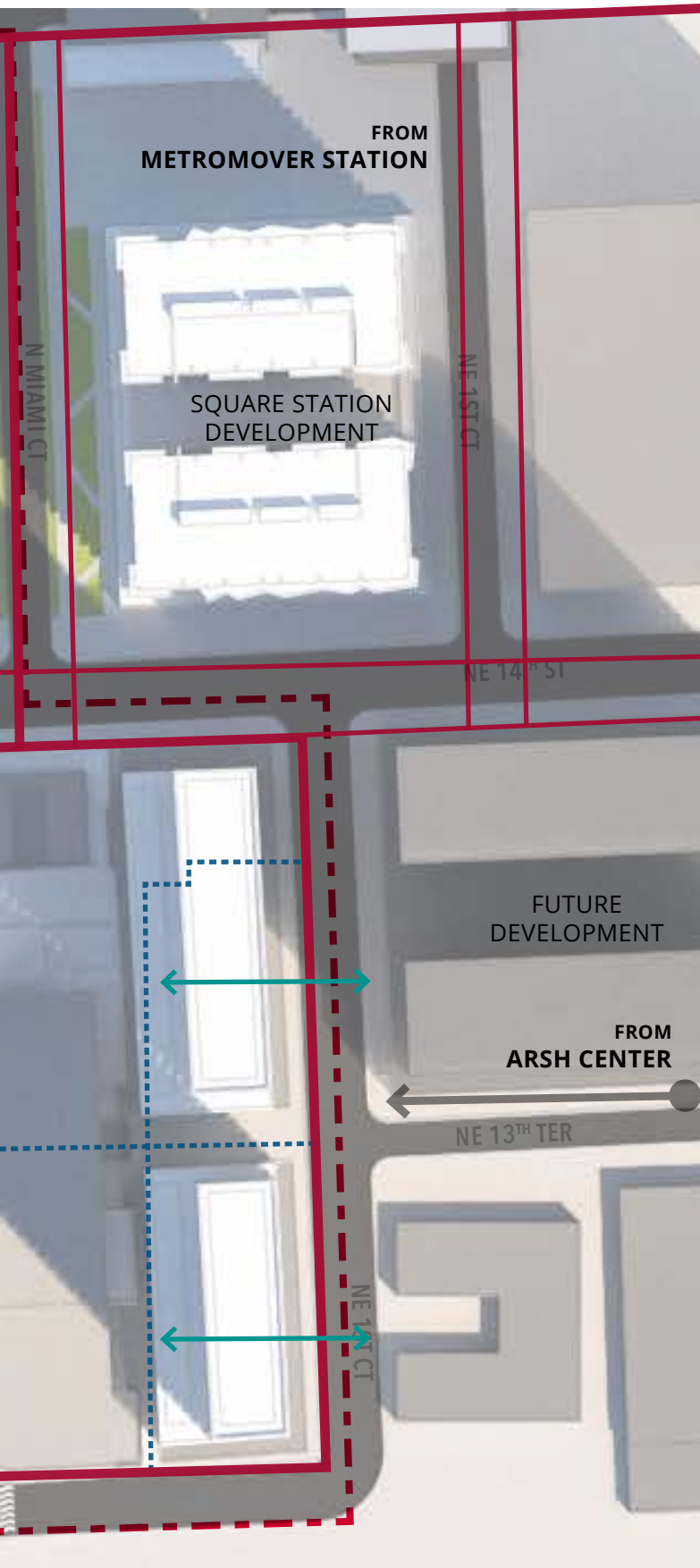






# PEDESTRIAN URBAN CONDITIONS

- Main Street Circulation
- Secondary Circulation
- Paseos
- ↔ Corridors







# CONCEPTUAL RENDERING





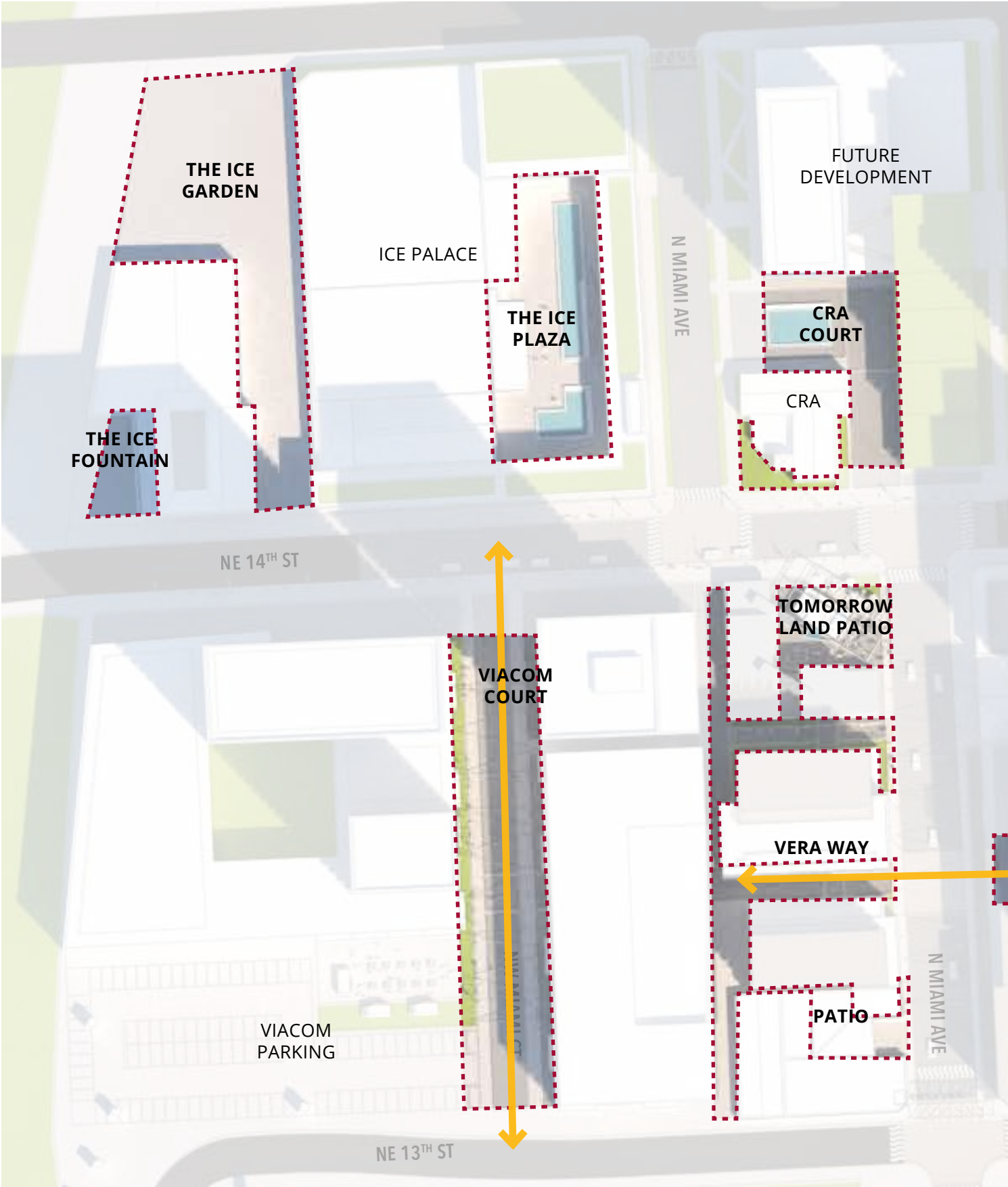




## PRECEDENT MOVABLE/ADAPTABLE





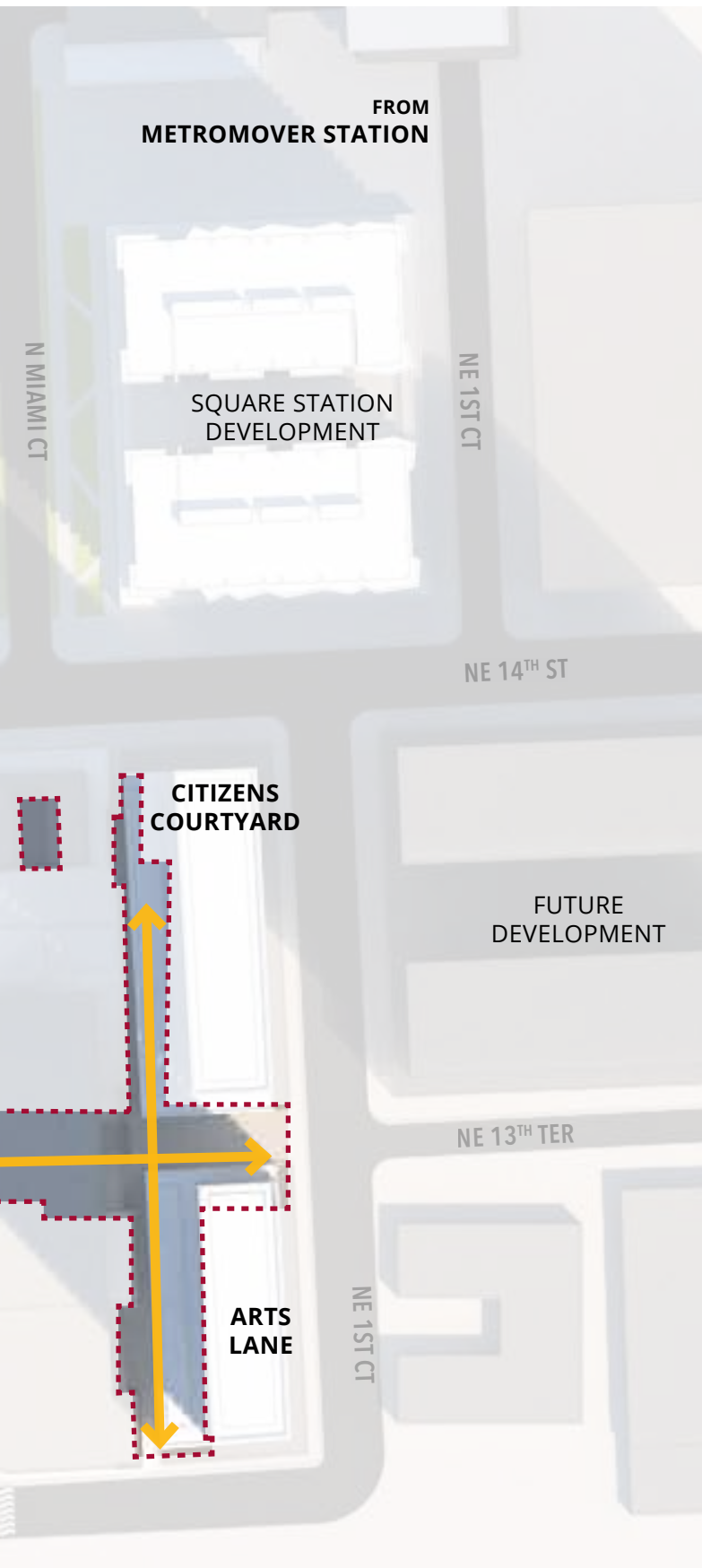




## PATIOS AND COURTYARDS

... Patios / Courtyards

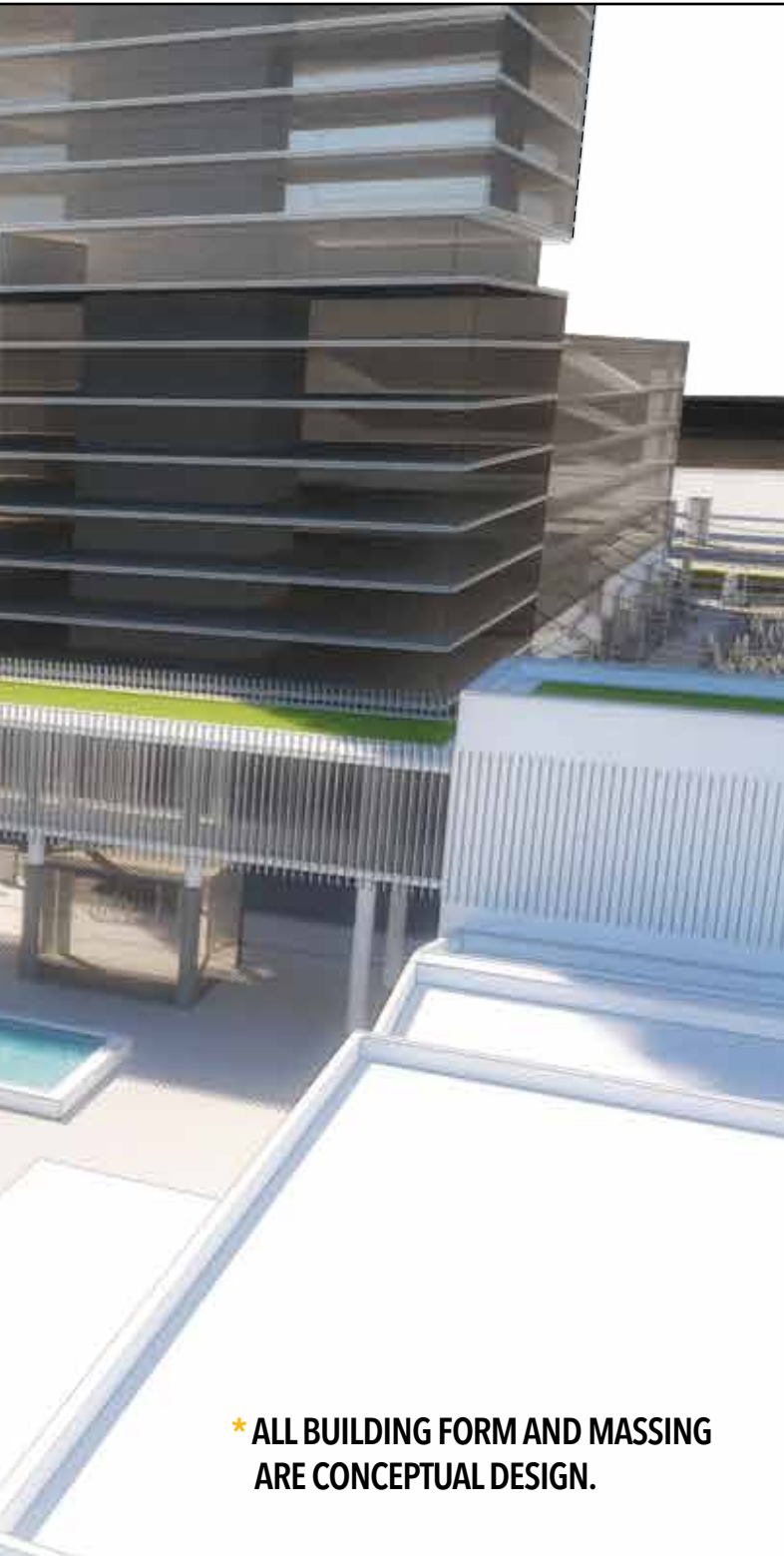
↔ Primary Paseos







## CONCEPTUAL RENDERING







## CONCEPTUAL RENDERING



\* ALL BUILDING FORM AND MASSING  
ARE CONCEPTUAL DESIGN.





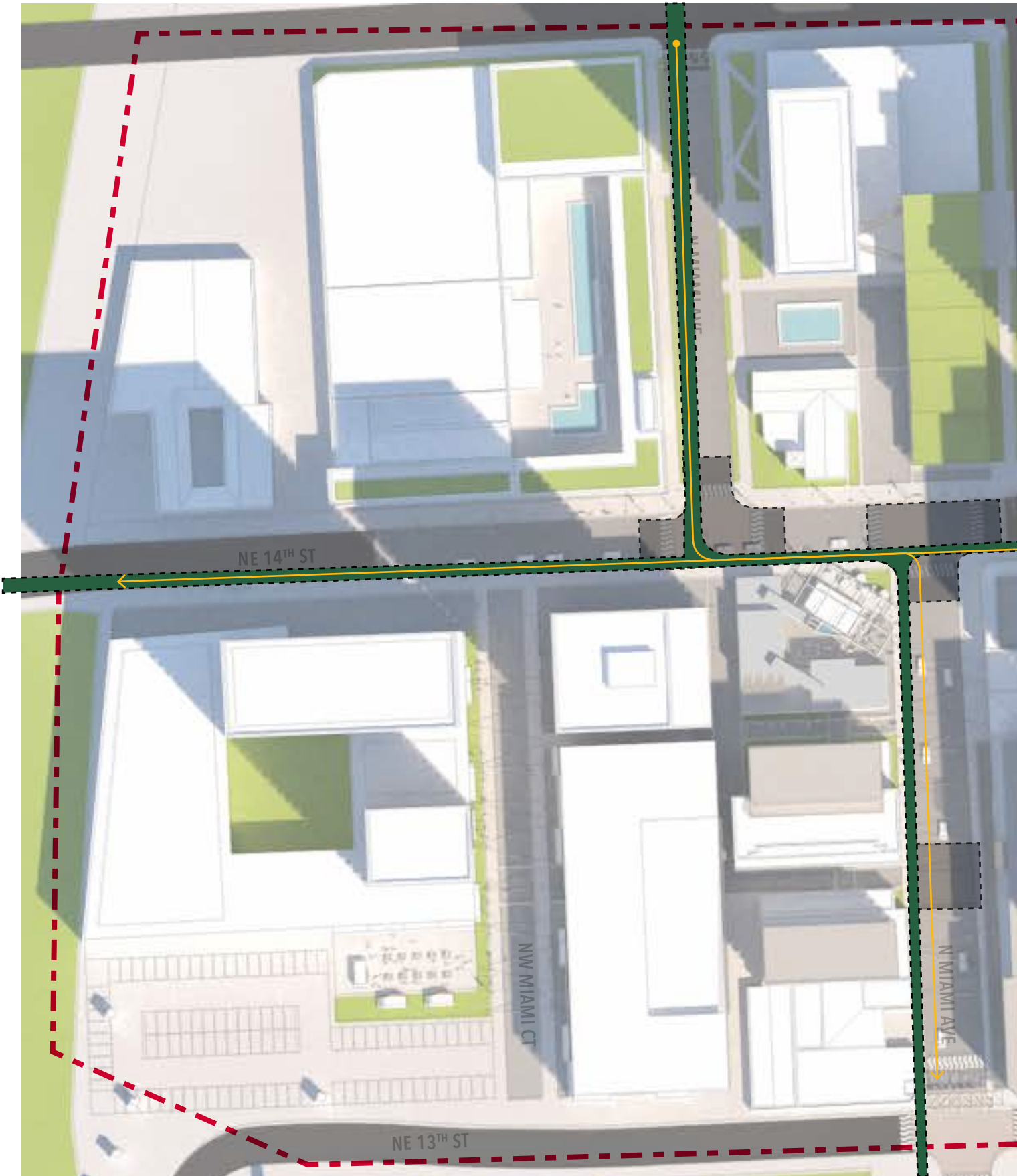




# PRECEDENT PATIOS + COURTYARDS









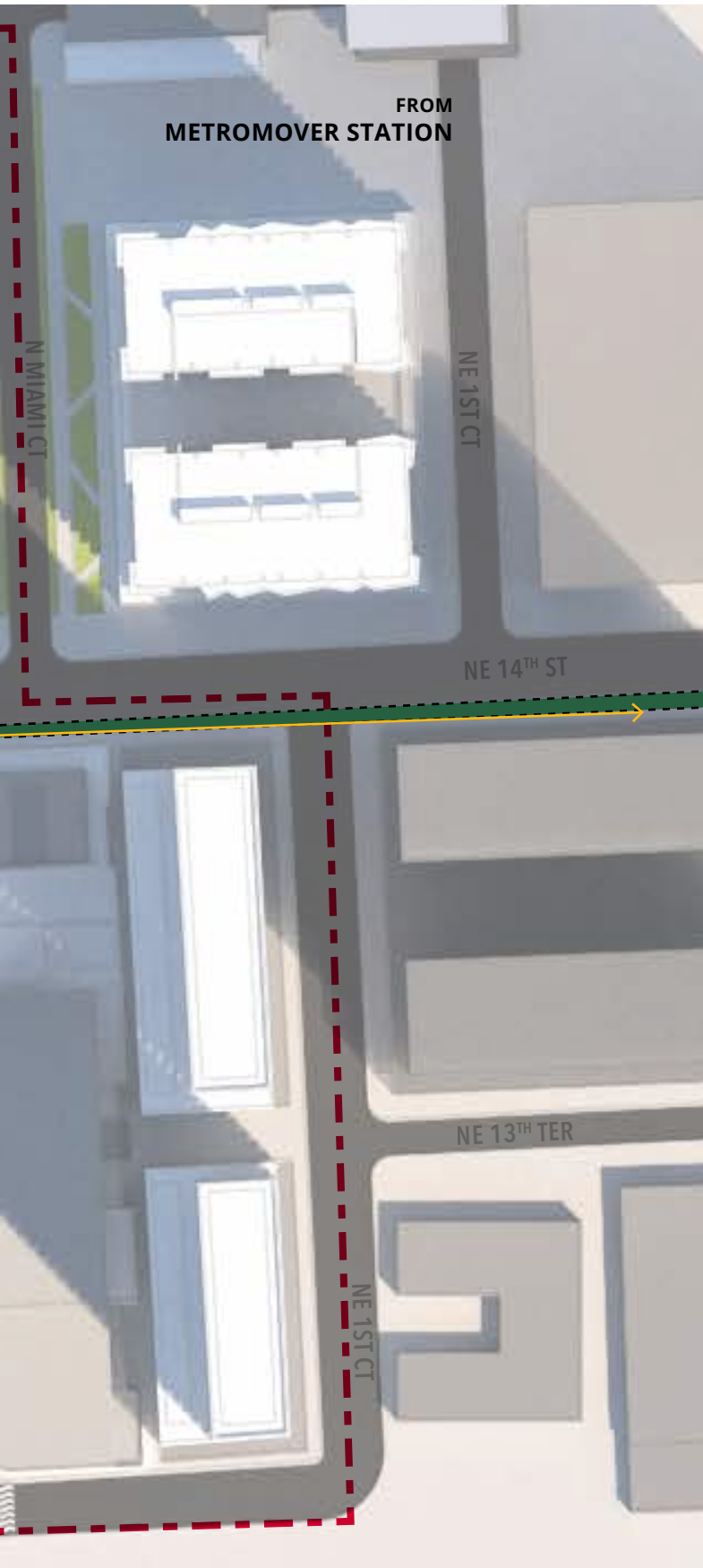


# BIKE LANE MOBILITY

 Pedestrian Intersections

 Bike Routes

 Bike Lane



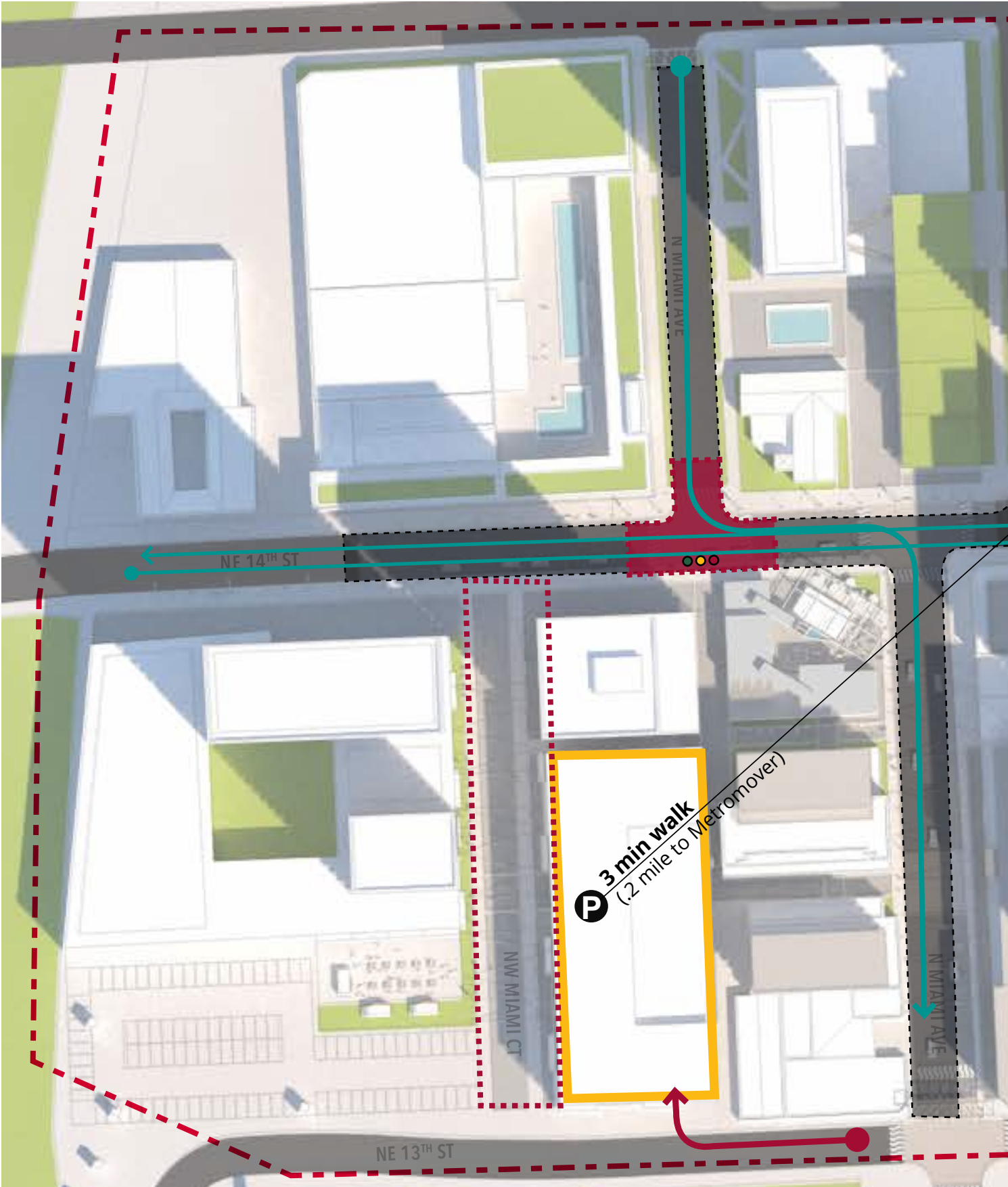
## PRECEDENT CYCLING SAFETY





# PRECEDENT MOBILITY







# VEHICULAR URBAN CONDITIONS



Central Parking Structure



Main Vehicular Circulation



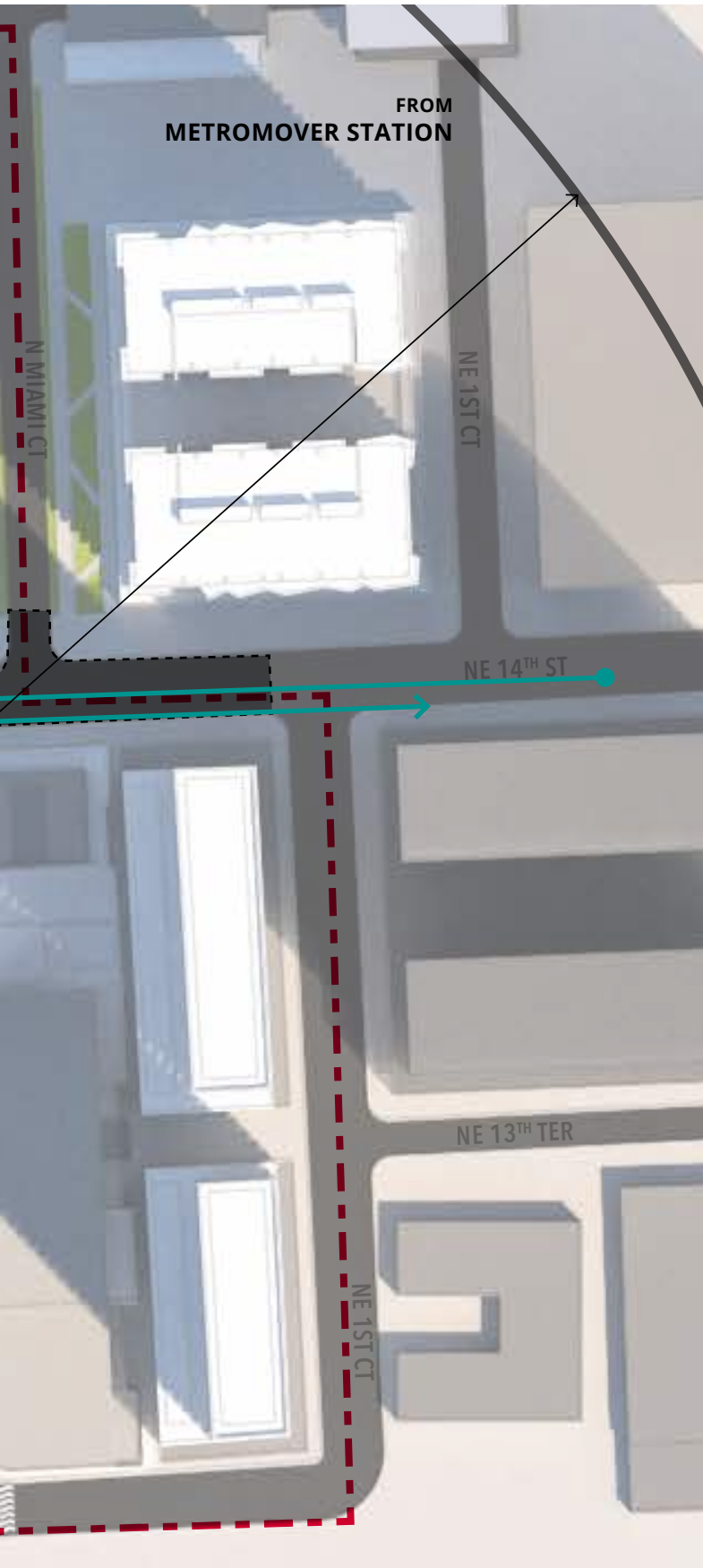
Street Section



New "T" Intersection



Closed Street









# IDENTITY CHARACTER







# CONCEPTUAL RENDERING









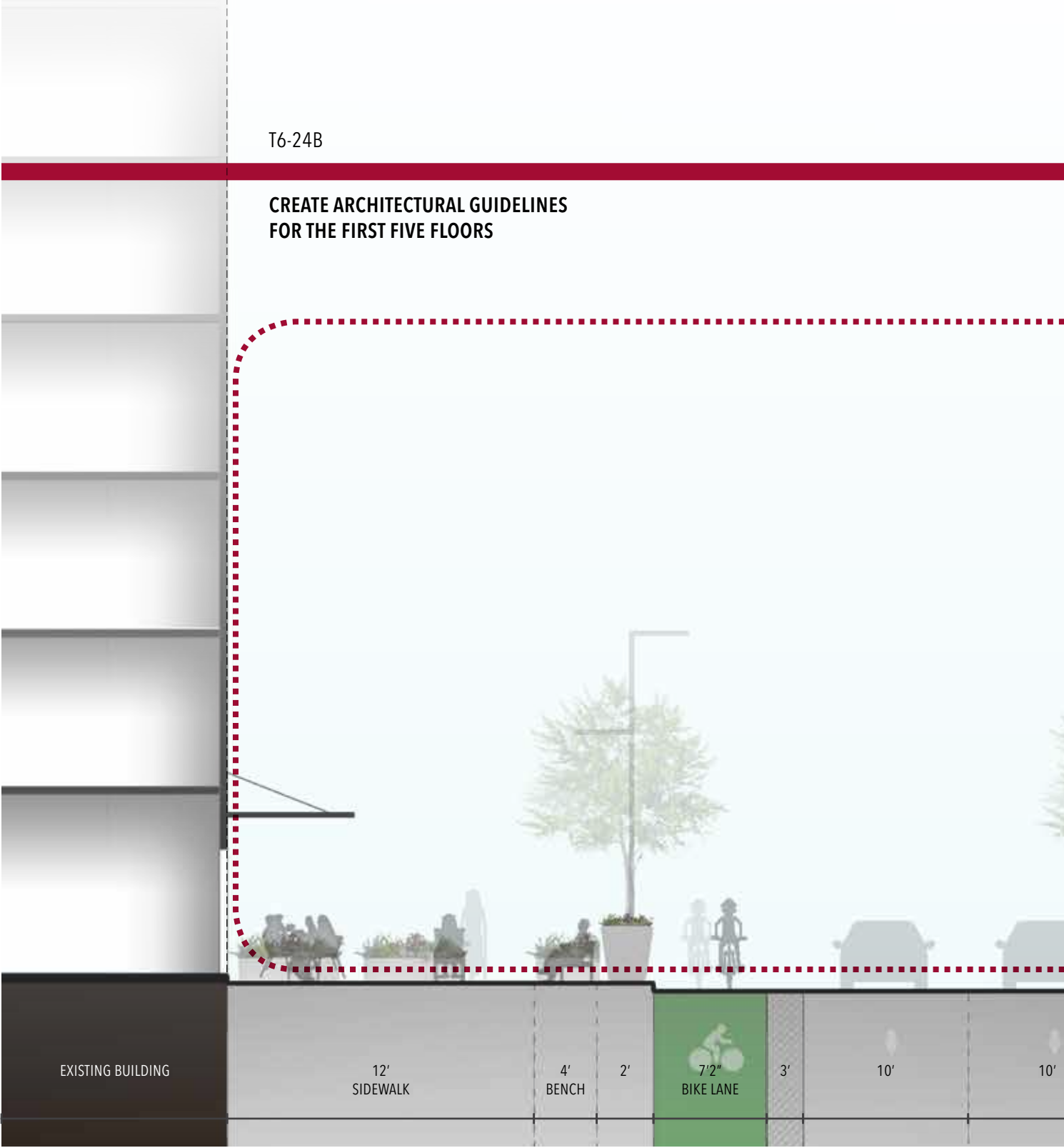
# RETAIL FRONTAGE DEVELOPMENT

■ Retail Frontage



T6-24B

CREATE ARCHITECTURAL GUIDELINES  
FOR THE FIRST FIVE FLOORS



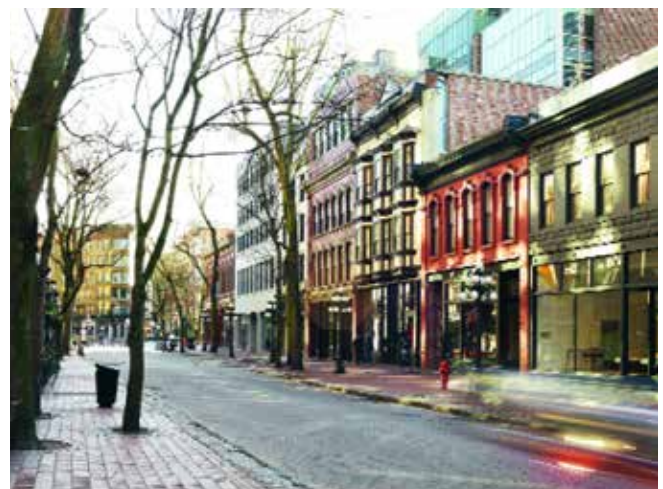
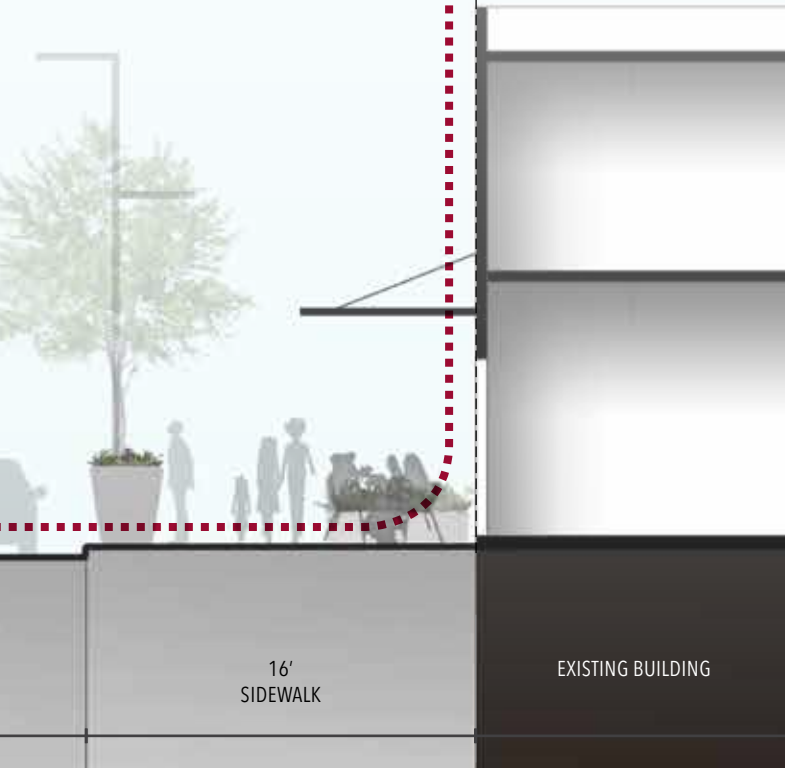


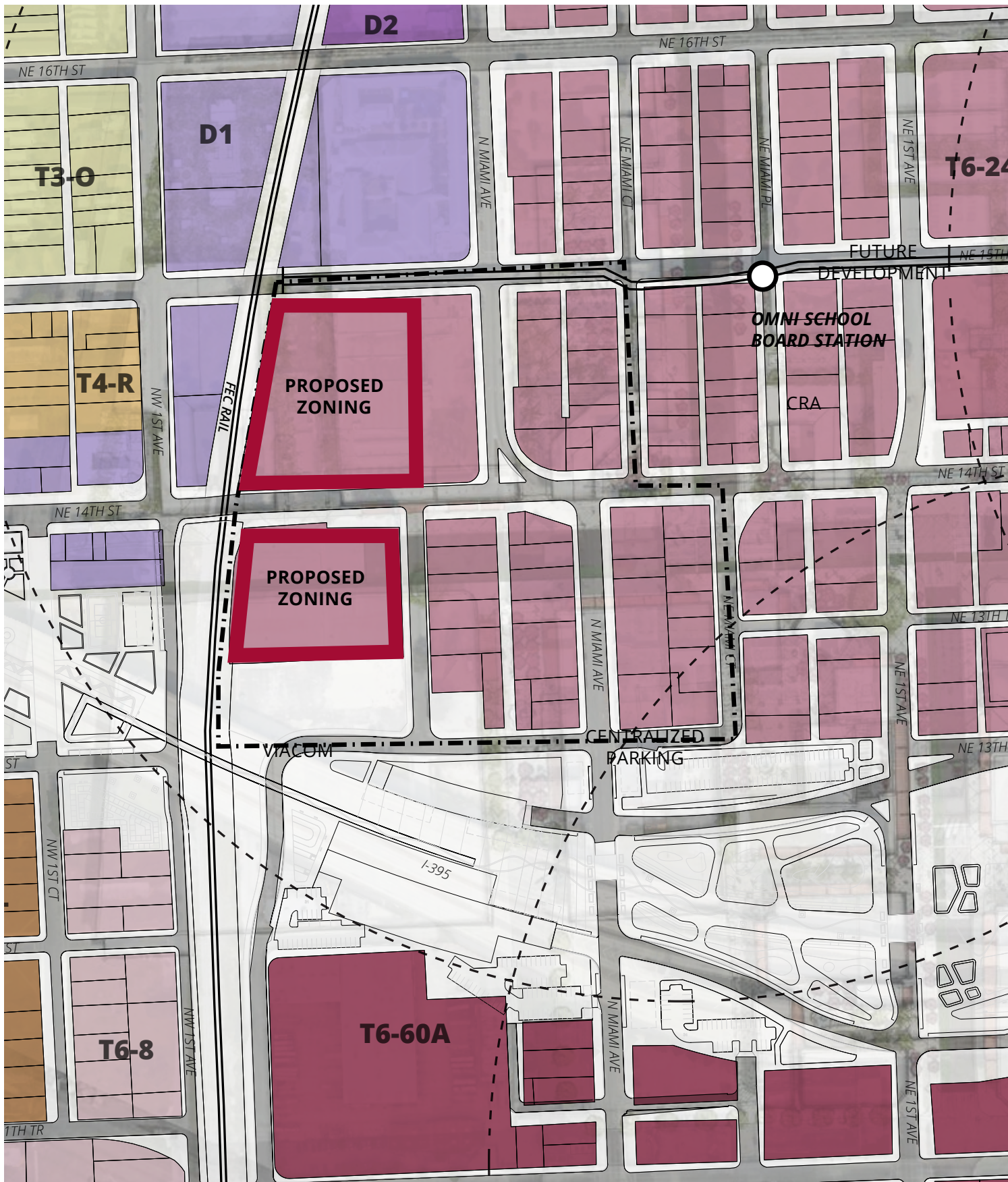


## FIRST FIVE FLOORS DEVELOPMENT

The CRA should invest in creating design guidelines to guarantee the architectural and urban quality of future developments below the first five floors.

\* ALL OBJECTS DESIGNED TO  
BE MOVABLE FOR EVENTS.

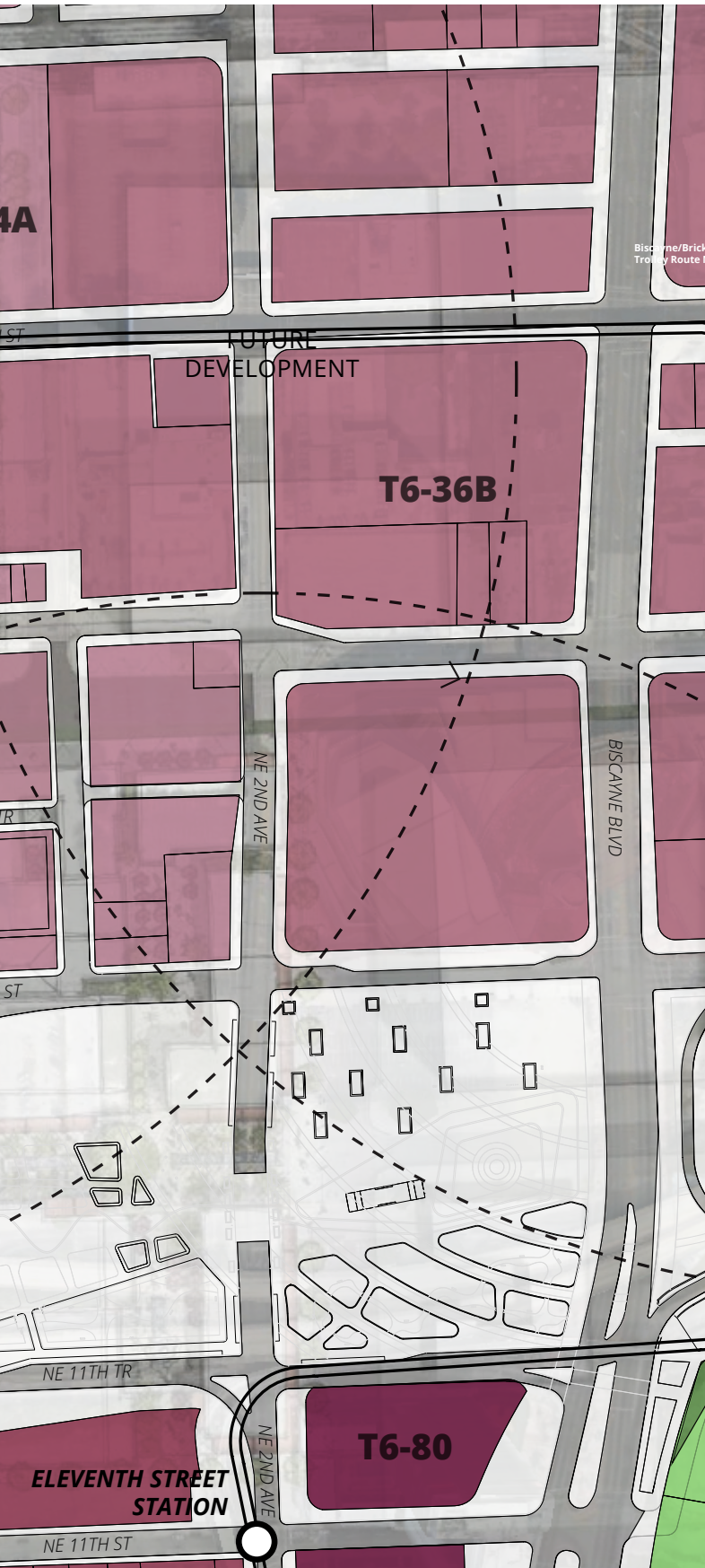








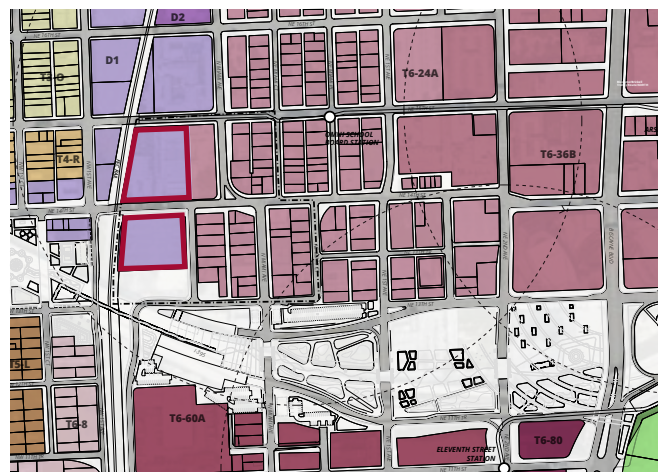
# ZONING DEVELOPMENT



## MIAMI 21 ZONING

	T3 SUB-URBAN
	T4 GENERAL URBAN
	T5 URBAN CENTER
	T6-24 URBAN CORE
	T6-36 URBAN CORE
	T6-60 URBAN CORE
	T6-80 URBAN CORE
	D1 WORK PLACE
	D2 INDUSTRIAL
	CS CIVIC SPACE/PARKS

## CURRENT ZONING





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OMNI CRA

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