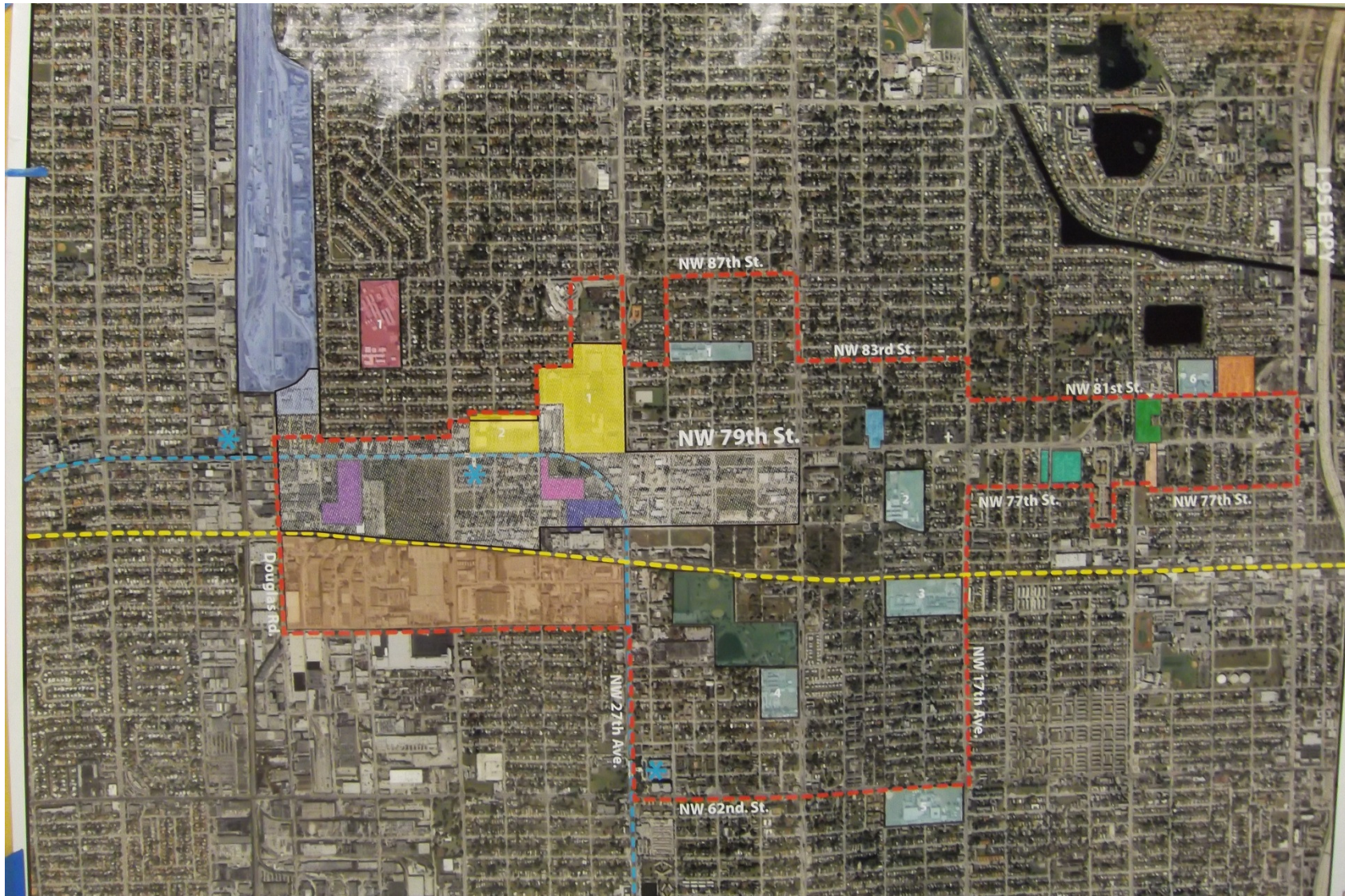

Technical Advisory Panel (TAP) 79th Street Corridor Sites/Miami Dade Economic Advocacy Trust

**November 14 & 15, 2013
Joseph Caleb Center, Miami**

Panelists

- Ralph Rosado, So FL Comm. Dev. Coalition, Chair
- Javier Avino, Bilzin Sumberg
- Tony Cho, Metro 1 Properties
- Julio Collier, Kimley-Horn & Associates
- Bill Fuller, Barlington Group
- Joe Furst, Goldman Properties
- Douette Pryce, Pryce Resources
- Javier Salman, Stantec
- Betsy Suiter, EDSA

Map of 79th Street Corridor



Focus of Panel's Work

- Three main sites along NW 79th Street
 - *the intersection of NW 7th Avenue and NW 79th Street and the needed gateway project at this site,*
 - *the Poinciana Industrial Park site, which is mostly vacant at this time, and*
 - *the area around the TOD project at NW 36th – 32nd Avenue and NW 79th Street.*

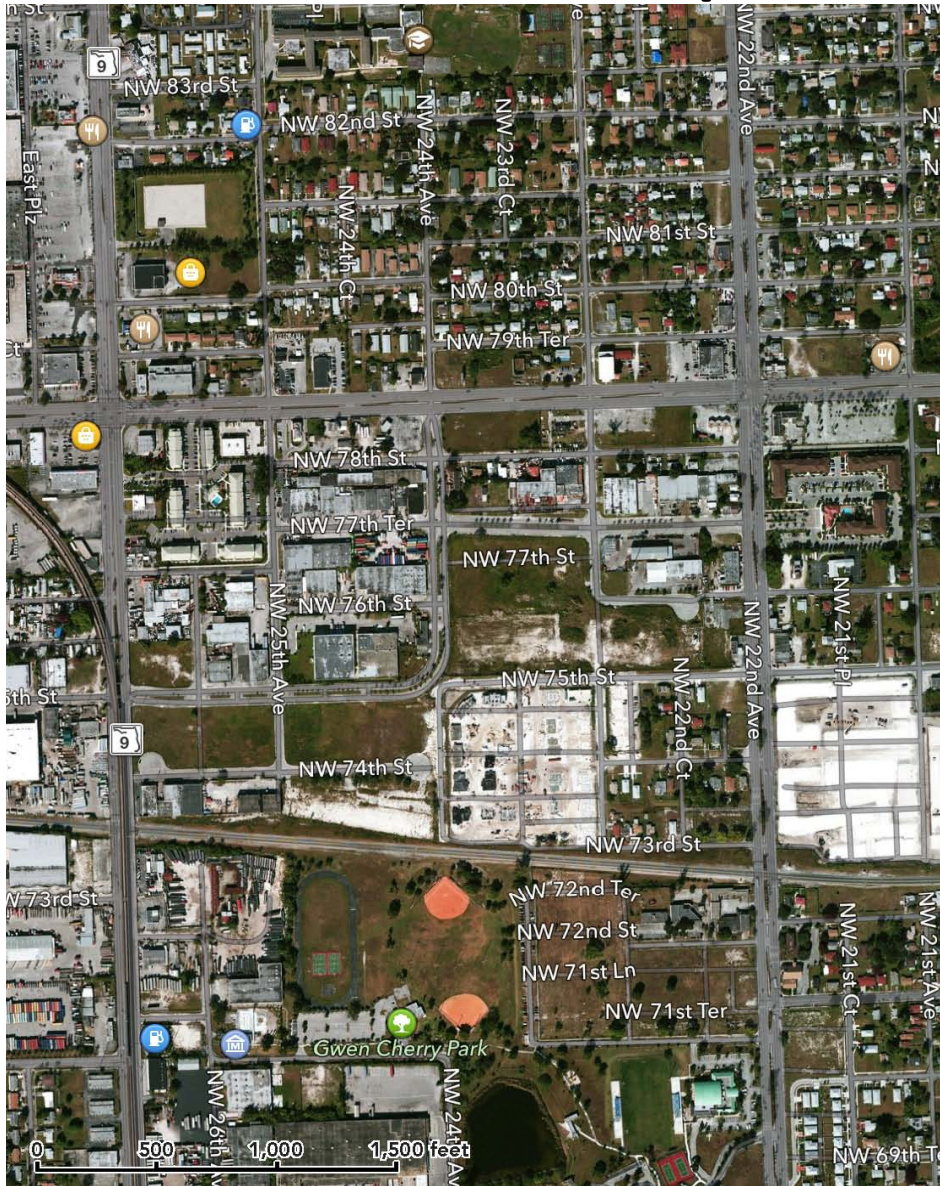
Community Concerns

- Need for new investments on corridor to create jobs
- Need to address economic justice & disenfranchisement
- Underdevelopment of Poinciana Park
- Need for more mixed income housing
- Walkability & safety issues
- Create a sense of place

Main Issues for Panel

- At Gateway, how to redevelop? Steps?
- For Poinciana, possible uses and how to attract private sector involvement?
 - What is the best way to issue a Request for Proposals?
- At TOD area, what public steps could be taken to leverage off Walmart site for more economic growth?

Map of Poinciana



Poinciana Industrial Park Assets

- Possible access to FEC rail line
- Location in Enterprise Zone, Empowerment Zone and Targeted Urban Area
- Miami-Dade County ownership of 30 acres within site – CDBG \$ used for infrastructure
- Only place on corridor with public land ownership

Poinciana Industrial Park Challenges

- Possible additional brownfield mitigation needed
- HUD liens on some properties
- Lack of buildings to market to possible tenants
- Need to brand & market industrial park
 - Lack of sense of place for the park – no markers, signs, gateways, etc.
 - PIP is not viewed as a ‘destination’

Poinciana Industrial Park

- Must create conditions for risk taking by private sector
- Steps include:
 - New vision for the site
 - Related set of updated implementation strategies
 - Strong, committed leadership from area & county

“79th Street Corridor should be about job density.”

Poinciana Industrial Park Strategies

- **BRANDING**

- Vision & marketing theme that conveys compelling image of what unique experience PIP can deliver. Why locate here?
 - Vision should inspire action & provide framework for public/private investment in 21st Century terms
 - Decide on a business theme. Potential theme: food- related, both wholesale and retail
 - Need park overlay district to include design requirements/color scheme to help brand with logo
 - Designate lead person to work with Beacon Council to market site

Poinciana Industrial Park Example

- **Possible focuses/themes for Park:**
 - To build on existing businesses, one example: **Food Industries**, including warehouse, distribution, incubator & co-working space for new businesses created by local residents



Poinciana Industrial Park Strategies

- **SPACE TYPES & LOCATION**

- Range of uses & building types, such as light industrial, warehousing, wholesale distribution, incubator and/or co-working spaces for new businesses created by local residents
- Sites facing 79th Street, use as a gateway – a multi-use building to include bakery, coffee, green market & associated businesses
- This serves as neighborhood anchor, activity on the street

Poinciana Industrial Park Example

- Produce/farmers' market, similar to St. Louis or others



St. Louis Food Hub and Mobile Market

Presentation for
2012 Illinois Specialty Crops, Agritourism and Organic Conference

Carol Coren



January 11, 2012

- **Sports/recreational parks/community gathering spaces** – in a highly visible locale fronting on 79th Street





Poinciana Industrial Park Example

– LINK JOB CREATION & EDUCATION

- Tie the industrial vision to the educational vision
- “Grow your own” businesses & workers
- PIP forge alliances with Carrie P. Meek Center and area high schools on technical training to match park focus
- Attract a Charter High School with technical focus, either along corridor or in the Park

Poinciana Industrial Park Strategies

- **Suggested incentives/partnerships**
 - Review existing overlay district zoning for relevance – need update to 21st Century focus, perhaps limit more automotive shops
 - Marketing to include understanding of what incentives available through Enterprise, Empowerment & TUA Zones
 - What costs are county willing to ‘write down’? Land cost? Land swap?

Poinciana Industrial Park Strategies

County-negotiated incentives might include:

- Waive building & impact fees?
- Fast-track approvals?
- Offer low-interest rate loans?
- Suspend county taxes for set number of years?
- Provide infrastructure such as streetscape & utilities?
- Purchase additional land contiguous to Park?

Poinciana Industrial Park RFQ/RFP/ITN

Work with Beacon Council & Others to Market:

- Park not ready for this step yet. Need vision and possible incentives & requirements in place first.
- When ready, suggest using RFQ to get widest response.
- Could also use new tool, the Florida P3 Intent to Negotiate law passed last year.
 - Allows public private partnerships in new ways

A 79th Street Corridor Gateway



Gateway Project at 7th Ave. & 79th St.

- Rezone frontage blocks at 7th Ave. to allow for deeper, more significant development and to help rid area of existing undesirable uses
- Review & redesign traffic patterns off I-95 to incorporate gateway. Add directional signage
- Streetscape upgrade important to site
- Uses might include housing, but should left to market

Gateway Project at 7th Ave. & 79th St.

- Create 'sense of arrival' missing from intersection now
 - Deeper lots will allow more intense development to serve as an anchor
 - Could be housing, with retail on ground floor
 - On-street parking should be considered all along 79th Street
 - Pedestrian-scale street lighting and other suggestions in CRA plan have great merit

1-95 SOUTH BOUND



ICONIC BUILDING/
SIGNAGE OPPORTUNITY

NW 80th St

VIEW CORRIDOR FOR I-95 SOUTH
BOUND TRAFFIC TO GATEWAY
STATEMENT BUILDING

STREETSCAPE IMPROVEMENTS

MIXED USE DEVELOPMENT

GREEN GATEWAY
STATEMENT TO 79TH
STREET CORRIDOR

FEEDER ROAD FROM I-95
SOUTH BOUND

I-95 CORRIDOR

MIXED USE DEVELOPMENT

1-95 NORTH BOUND



ICONIC GATEWAY BUILDING
(SIGNAGE OPPORTUNITY ON
BUILDING FOR VISUAL FROM I-95)

NW 78th St

© 2013 Google

VIEW CORRIDOR FOR I-95 NORTH
BOUND TRAFFIC TO GATEWAY
STATEMENT BUILDING

ICONIC BUILDING/ SIGNAGE OPPORTUNITY

TOD Area at Corridor's West End

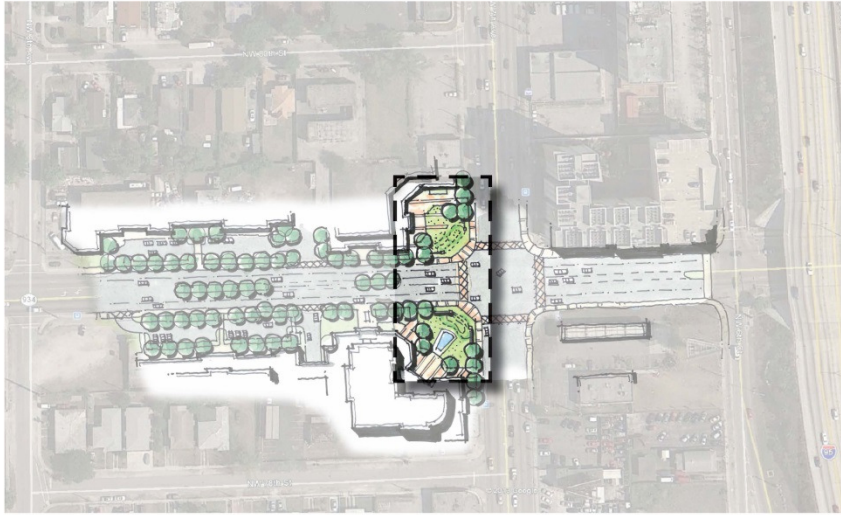
- Private investment already happening, i.e. Walmart
- Allow market uses to expand naturally, perhaps Home Depot or Lowe's
- Mixed-income housing desirable here – might be possible after retail up and running.



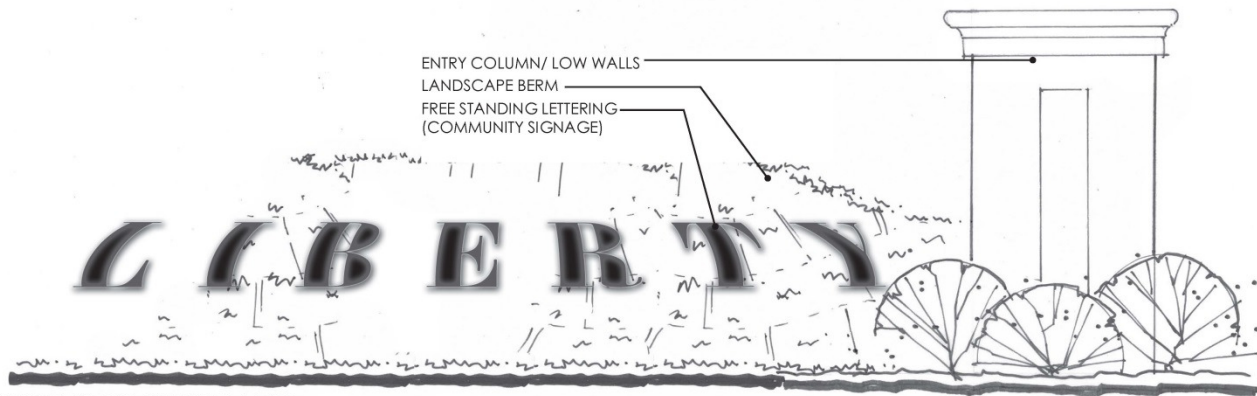
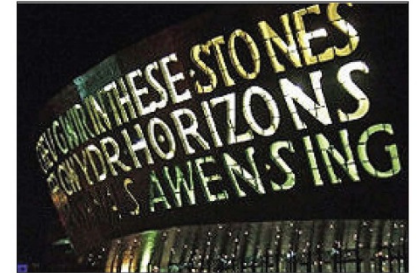
TOD Area at Corridor's West End

- Since investment already happening, support this activity with better streetscape along Corridor, especially from 22nd – 36th Aves.
- Create a park to bridge new housing and transit
- Market to encourage new small retail to help complete revitalization of western part of corridor





PEDESTRIAN SCALE MARKER:
PLACE ALONG 79TH STREET CORRIDOR

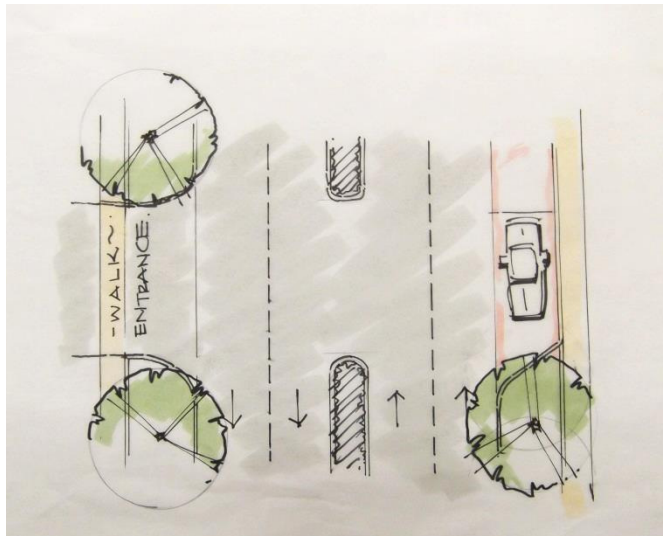
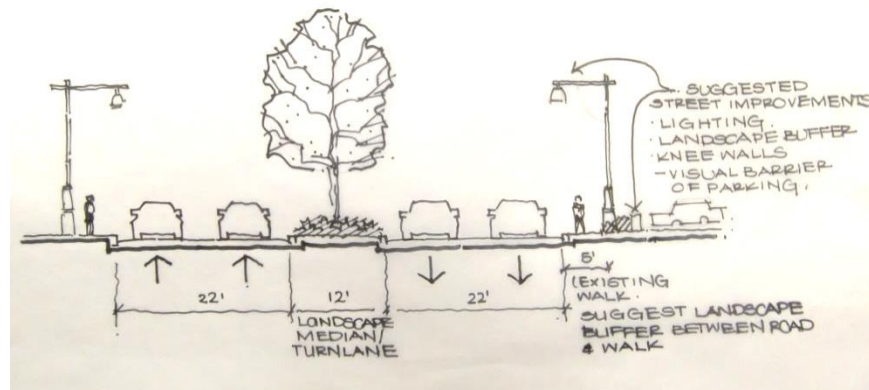
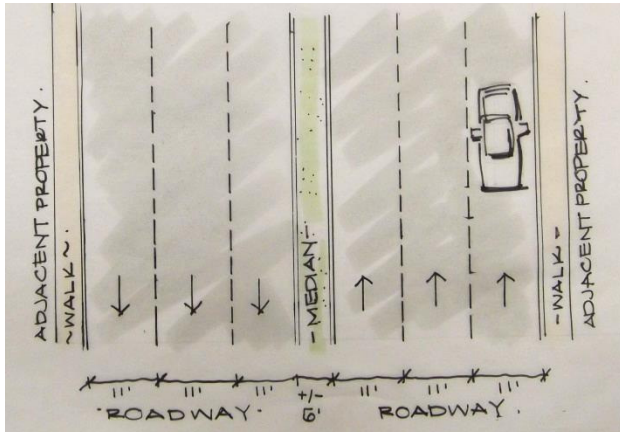


VEHICULAR SCALE GATEWAY STATEMENT:
LIBERTY CITY/ 79TH STREET GATEWAY STATEMENT (TO BE FURTHER DEVELOPED/BRANDED BY MARKETING CONSULTANT)

Overall Corridor

- Make entire corridor more pedestrian-friendly with strategies and actions such as:
 - bike racks
 - removal of travel lanes and on-street parking
 - landscape buffer between sidewalk & road
 - pedestrian-scale lighting
 - shade trees
 - clearly marked pedestrian crosswalks
- These are achievable in the short term

Streetscape Beautification



Overall Corridor

- Convene a meeting of MD County Departments needed to accomplish this streetscaping.
- Also need key people from P & Z to focus on TAP recommendations at 7th Ave. and PIP
- In the longer term:
 - Explore parking alternatives for both pedestrian and commercial activity
 - Need parking study

Overall Corridor

- Must overcome fact that corridor lacks an identifiable **urban form**
- One Panelist commented “There is no THERE there.” Needs sense of place
- These TAP recommendations are all made to help remedy the sense of place issue

Unification of Voices

- Area has a rich history – subject of many plans
- To be heard today, it needs to speak with a single voice and deliver the same message.
- Need agreement on same set of priorities: what needs to happen and in what order.
- Poinciana Park is a good place to start – center of corridor and significant public ownership

Unification of Voices

- Invest in a new steering committee to promote long-term coordination by key stakeholder groups, government & others committed to Corridor
- Leverage Citi Foundation grant to Neighborhood Housing Services of South Florida
- Time for County to play active role
- 79th Street Business Association & 79th Street Corridor Initiative, others important to success

Closing

- Revitalization can be achieved with a unified strategic message from this community
- As our real estate market improves and economic engines like the port and airport expand, it is time to utilize the Corridor's potential
- 21st Century community/private sector alliances focused on the future are required to make it happen

Thank You

Questions?
