

# WASHINGTON AVENUE VISION AND MASTER PLAN



## WASHINGTON AVENUE BLUE RIBBON PANEL Action Items . Recommendations

2015.04.01

# WABRP RECOMMENDATIONS

## Washington Avenue Master Plan: **IMPROVING THE PUBLIC REALM**

ITEM		RECOMMENDATIONS	ACTION ITEMS		PRIORITY	
A	CITY SERVICES	A1	Safety and Security	(1)	<b>Enhance Policing</b> with dedicated foot patrol day and night and enforce aggressive panhandling and drinking from open container violations on sidewalks, alleys and bus benches	1
		A2	Freight Loading Zones (FLZ) Regulations - Adjustments / Expansion	(1)	<b>Revert to using existing alleyways</b> as freight loading zones.	1
		A3	Homelessness	(1)	<b>Expand Homeless Outreach Teams</b> to (2) two nights per week.	1
		A4	Sanitation and Cleanliness	(1)	<b>Add late afternoon hand pickup of litter</b> on sidewalks and in gutter.	1
		A5	Property Owners and Store Owners Responsibility	(1)	<b>Eliminate the sale of single beers. Encourage hand pickup of litter</b> in front of store during the day.	1

# WABRRP RECOMMENDATIONS

## Washington Avenue Master Plan: **IMPROVING THE PUBLIC REALM**

ITEM		RECOMMENDATIONS	ACTION ITEM		PRIORITY	
B	TRANSPORTATION, INFRASTRUCTURE AND GREENSPACE	<b>B1.</b> <b>CHANGE MINDSET:</b> <b>PILOT PROJECT along WASHINGTON AVENUE (Interim)</b>  <b>DURATION:</b> (1) One-year time to test all seasons and gauge success	(1)	<b>SCOPE A:</b> 5th Street North to 7th Street with (2) travel lanes in each direction w/sharrow for bikes	1	
			(2)	<b>SCOPE B1:</b> between 7th Street and 15th Street with (1) travel lane in each direction, parallel parking, widened sidewalks/parklets and protected bike lane in both directions	1	
			(3)	<b>SCOPE B2 (OPTION):</b> between 9th Street and 12th Street ONLY with (1) travel lane in each direction, parallel parking, widened sidewalks/parklets and protected bike lane in both directions	1	
			(4)	<b>SCOPE C:</b> between 15th Street North to Lincoln Road with (2) travel lanes in each direction w/sharrow for bikes	1	
		<b>B2.</b>	<b>Implement City's Future Transit Plan along WASHINGTON AVENUE</b>	(1)	<b>Incorporate City's Future Transit Plan to include Dedicated EBT or Light Rail System</b> and all required infrastructure Streetscape Improvements. <i>Note: Dedicated Lane only during peak hours, but otherwise shared.</i>	2
		<b>B3.</b>	<b>Implement PARKLETS Program for Washington Avenue</b>	(1)	Develop Criteria and Design Manual for <b>Washington Avenue PARKLETS Program</b> including: Location; Dimension; Uses; Design Elements Construction + Installation; Maintenance + Upkeep	1
				(2)	<b>Encourage outdoor sidewalk cafes in parklets. Waive cafe permit fee and parking impact fees</b> to be applicable to all outdoor cafes including in parklets for 5 years.	1

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## Washington Avenue Master Plan: **IMPROVING THE PUBLIC REALM**

ITEM		RECOMMENDATIONS	ACTION ITEMS	PRIORITY
B	TRANSPORTATION, INFRASTRUCTURE AND GREENSPACE	B4. <b>Implement Streetscape Enhancement Project ('Woonerf') and New Bus Hub at WASHINGTON AVENUE and LINCOLN ROAD</b>	(1) <b>SCOPE A: Implement 'Woonerf' Design including New Streetscape, New Public Amenities and New Bus Hub on Lincoln Road, between Washington and Collins.</b>	1
		B5. <b>Implement WASHINGTON AVENUE Public Greenspace Improvements</b>	(1) <b>Improve Police Department &amp; Old City Hall Outdoor Plaza for Public Use.</b> Coordinate with Washington Avenue (WA) Center District Plan.	1
			(2) <b>Repurpose City's Parking Lot at NW corner of 10<sup>th</sup> Street and Washington Avenue for Public Use and/or for New Bike Station project.</b> Connect to redesigned Old City Hall Outdoor Plaza and new Washington Hotel plaza.	2
B6. <b>Integrate Wolfsonian Master Plan with Washington Avenue Master Plan</b>	(1) <b>Integrate Wolfsonian-FIU Museum Expansion Plans including Museum's public plaza/courtyard project</b> with Washington Ave 'Public Greenspace' Improvements in the WA Center District.	1		

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## Washington Avenue Master Plan: **IMPROVING THE PUBLIC REALM**

ITEM		RECOMMENDATIONS		ACTION ITEMS		PRIORITY
B	TRANSPORTATION, INFRASTRUCTURE AND GREENSPACE	B5.	Implement Multi-Modal East / West Connection along 11th STREET to support Washington Avenue's Center District	(1)	Implement Streetscape Improvements along 11th Street between Washington Avenue and West Avenue.	2
				(2)	Implement Future Transit Connection along 11th Street between Alton Road and Ocean Drive.	2
		B7.	Implement DREXEL and ESPANOLA Way PILOT PROJECT (Connection)	(1)	SCOPE: Pedestrian Connection along Drexel through Fienberg-Fischer School campus, between Espanola Way and 14 <sup>th</sup> Street.	2

# WABRRP RECOMMENDATIONS

## Washington Avenue Master Plan: **PLACEMAKING OPPORTUNITIES**

ITEM		RECOMMENDATIONS	ACTION ITEMS		PRIORITY
C	PLACEMAKING OPPORTUNITIES	C1. Define WASHINGTON AVENUE Revitalization 'Districts' as part of City's 'Creative Class City' Master Plan VISION	(1)	Create Washington Ave 'District' designations for Programming, Branding and Marketing purposes. Engage Branding / Marketing Consultant to assist with developing a Marketing Plan for Washington Avenue Revitalization.	1
		C2. NORTH GATEWAY District	(1)	Improve Tenancy and Cleanup/Maintenance at 16th Street Garage / Anchor Shops.	1
			(2)	Design and implement pedestrian connection between LINCOLN Road and WASHINGTON Ave through 420 Lincoln building.	2
		C3. CENTER District	(1)	Study Feasibility of Relocating / Repurposing of City of Miami Beach Police Department for P3 Redevelopment including use of Parking Garage for Public Use.	1
			(2)	Integrate WASHINGTON AVE Master Plan and City's cultural destinations (ie. Wolfsonian, Cinematheque, other) for programming/branding of WA Center District.	1

# WABRRP RECOMMENDATIONS

## Washington Avenue Master Plan: **PLACEMAKING OPPORTUNITIES**

ITEM		RECOMMENDATIONS	ACTION ITEMS		PRIORITY	
C	PLACEMAKING OPPORTUNITIES	C4. Implement <b>WASHINGTON AVENUE</b> Districtwide Parking Plan	(1)	<b>Study Feasibility of Repurposing of Police Department Parking Garage for Public Use.</b>	1	
			(2)	<b>Issue RFP for P3 development of New Parking Garage</b> between 9th and 14th Street.	1	
			(3)	<b>Implement public parking wayfinding system</b> and improve signage and access to City’s existing public parking garages	1	
			(4)	<b>Repurpose MDCPS Lot</b> on NW corner of Washington Ave and 14th Street for P3 Development.	2	
		C5.	<b>Implement ‘Art in Public Places’ Program</b> for WASHINGTON AVENUE	(1)	<b>Identify and Study a “public space project” for Washington Avenue</b> with program designed to “create, activate and improve public gathering places.”	1
		C6.	City of Miami Beach <b>Ongoing Master Planning Efforts</b> for WASHINGTON AVE, North Beach and Lincoln Road	(1)	<b>Integrate ALL ongoing master planning efforts</b> as part of comprehensive + strategic Citywide vision (ie. “Creative City” idea....”).	1

# WABRP RECOMMENDATIONS

## Washington Avenue Master Plan: **REGULATORY OUTCOMES**

ITEM		RECOMMENDATIONS		ACTION ITEMS		PRIORITY
D1.	<b>ZONING Recommendations:</b>  Change Zoning Designation from CD-2 Medium Intensity Commercial to <b>CD-2W Medium Intensity Commercial for Washington Avenue</b>	1.	Development Regulations	(a)	Max Floor Area Ratio (FAR) = 1.5	1
				(a)	Max Building Height (feet): 55' (except 75' for lots equal to or greater than 200 feet frontage).	
				(a)	Max # of Stories: 5 (except 7 for lots equal to or greater than 200 feet frontage).	
		(b)	The Panel deadlocked 2-2 on a vote to increase FAR to 2.75. Chairman Saul Gross and Brian Falk voted against the FAR increase. Lyle Stern and Eric Lawrence voted in favor. <b>All votes of the WABRP on other issues were unanimous.</b>			
		(c)	<b>FAR Bonus Provision: Modify existing FAR Bonus Provision to allow 0.5 FAR bonus for office</b> in mixed use building provided it does not require a referendum.	1		
		2.	Uses: Main Permitted Uses, Conditional Uses and Accessory Uses	(a)	<b>Residential Use</b> to be allowable Main Permitted Use. <b>Limit FAR to 2.0 and provide parking per code w/o Impact Fee reduction.</b>	1
				(b)	<b>Encourage Active Rooftop Uses</b> at 2nd level and above.	1
				(c)	<b>New Entertainment Uses</b> such as clubs and dance halls to have maximum frontage not to exceed 25 feet at street level.	1
				(d)	<b>Encourage outdoor sidewalk cafes.</b> Waive cafe permit fee.	
		3.	Setback Requirements	(a)	<b>Pedestal and Tower</b> - Front Setback: 0' at ground level; minimum 5' to 15' above ground level; 40' above 35 feet in height.	1



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## Washington Avenue Master Plan: REGULATORY OUTCOMES

ITEM		RECOMMENDATIONS		PRIORITY	
D1	<p>ZONING Recommendations:</p> <p>Change Zoning Designation from CD-2 Medium Intensity Commercial to</p> <p><b>CD-2W Medium Intensity Commercial for Washington Avenue</b></p>	4.	Parking	(a) <b>Residential:</b> Parking to be provided as required by code without impact fee reduction option	1
				(b) <b>Hotel:</b> No parking required. For <b>Accessory Uses:</b> Provide minimum required parking per code	1
				(c) <b>Office:</b> (1) One space per 500 square feet	1
				(d) Notwithstanding the above, <b>to incentivize small office developments</b> , for projects on lots equal to or less than 200 feet frontage, <b>no parking requirement or parking impacts fee for offices.</b>	1
				(e) <b>Retail:</b> No parking requirement for existing use; (1) One space per 300 square feet for new development;	1
				(f) <b>For outdoor sidewalk cafes:</b> <b>Waive parking impact fees</b> to be applicable to all outdoor cafes including in parklets.	
				(g) <b>The above recommended required parking reductions would sunset after 5 years.</b>	1

# WABRRP RECOMMENDATIONS

## Washington Avenue Master Plan: **REGULATORY OUTCOMES**

ITEM		RECOMMENDATIONS			PRIORITY
D2	Design Guidelines	1.	Uses	(a) <b>Encourage Street-level Retail and Outdoor Sidewalk Cafes</b>	1
		2.	Integrated Guidelines: Building and Facade Articulation Standards	(a) <b>Maximum Building Length:</b> Along Washington Avenue, no plane of a building may continue uninterrupted for greater than 100 feet.	1
				(a) <b>Building 'Offset':</b> Interrupted means an offset of 5' minimum in depth for parking garage with liner; 25 feet minimum in depth for all other uses; Offset widths to total 20% of entire building frontage	1
				(b) <b>Building Orientation:</b> Main building 'axis' should be oriented East / West	1
		(c) <b>Provide a physical separation between building towers</b> (overbuilds) greater than 200' in length and above 35 feet in height from ground floor	1		
D3	Additional Zoning Tools	1.	Provisions	(a) <b>Creation of CRA to fund improvements</b>	1

# WABRRP RECOMMENDATIONS

## Washington Avenue Master Plan: **IMPLEMENTATION & MANAGEMENT**

ITEM		RECOMMENDATIONS	ACTION ITEMS	PRIORITY
E	IMPLEMENTATION AND MANAGEMENT	E1. Implement <b>WASHINGTON AVENUE MASTER PLAN</b> by Establishing a “Washington Avenue Community Redevelopment and Revitalization Area” Pursuant to the Florida Community Redevelopment Act, [F.S. 163.330-463]”	(1) <b>Designate the proposed Washington Avenue Revitalization District as a COMMUNITY REDEVELOPMENT AREA (CRA)</b> pursuant to Chapter 163, Florida Statutes in order to implement a comprehensive revitalization program utilizing tax increment funding as authorized in Chapter 163, Florida Statutes.	1
		E2. Establish a <b>WASHINGTON AVENUE “Leadership Task Force”</b>	(1) <b>Create a Washington Avenue TaskForce</b> to report regularly to City Council and the community on the following: <ul style="list-style-type: none"> <li>• PLAN Implementation Progress;</li> <li>• To assist Implementation by coordinating activities of the PLAN and working with City Agencies as well as</li> <li>• To provide mechanisms for continuing advocacy, problem solving, leadership and action;</li> </ul>	1

# WABRP RECOMMENDATIONS

## Washington Avenue Master Plan: **IMPLEMENTATION & MANAGEMENT**

ITEM		RECOMMENDATIONS	ACTION ITEMS	PRIORITY
E	IMPLEMENTATION AND MANAGEMENT	E3. Engage a Consultant to develop an integrated set of <b>Design Guidelines for WASHINGTON AVENUE</b>	(1) <b>Develop a comprehensive set of design standards that provide for enhancement and preservation of existing assets and perpetuate the character of those assets through new development.</b> At a minimum, the guidelines should address historic preservation and adaptive reuse; street character; uses; setbacks, building and facade articulation standards; etc.	1
		E4. Engage a Consultant to develop a comprehensive <b>WASHINGTON AVENUE Parklets Manual</b> stating goals, policies, process, procedures and guidelines for creating parklets along Washington Ave.	(1) <b>Develop a Washington Avenue PARKLETS MANUAL</b> including guidelines and recommendations for preferred location, dimensions, uses (ie. outdoor cafe/dining; public plazas / seating; bike parking; outdoor art and sculpture; other uses); <b>design elements; construction and installation; maintenance and upkeep.</b> See <a href="http://pavementtoparks.sfplanning.org">http://pavementtoparks.sfplanning.org</a> .	1
		E5. Engage a Consultant to develop a detailed design for the <b>“Woonerf” STREETSCAPE PROJECT &amp; NEW BUS HUB</b> at Washington Avenue and Lincoln Road	(1) <b>Develop detailed designs for the “Woonerf” STREETSCAPE PROJECT and New Bus Hub</b> at Washington Avenue and Lincoln Road for implementation. See also Action Item B4.(1).	1

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ITEM		RECOMMENDATIONS	ACTION ITEMS		PRIORITY	
E	IMPLEMENTATION AND MANAGEMENT	E6.	Establish a <b>WASHINGTON AVENUE “Creative District Alliance”</b>		Create a community-based organization to provide essential services and networking opportunities to local artists and creative individuals and organizations and businesses. Role: Advocacy, collaboration, marketing, professional development, and capacity building to sustain all aspects of cultural development.	
		E7.	Implement a <b>Retail and Cultural Strategy for WASHINGTON AVENUE</b>	(1)	Develop a <b>Washington Avenue Marketing and Audience Development Plan</b> for proposed Districts. See also Action Item C1.(1).	1
				(2)	Implement a <b>Washington Avenue Tourism Marketing Plan</b> to include a broader range of ‘branding’ retail and destination offerings	1
E8.	Establish <b>Partnerships with area Universities and Colleges as well as cultural institutions</b>	(1)	Engage local Universities, Colleges and the Wolfsonian-FIU to <b>assist with Washington Avenue Master Plan Implementation</b>	1		

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