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PRESS RELEASE

FOR IMMEDIATE RELEASE

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City of Miami Beach Activates Rue Vendome Pop-Up Plaza

— Encouraging an Active, Vibrant Place to Serve Residents and Businesses —

Miami Beach, FL – Inspired by the welcoming public spaces in major metropolises across Europe, the City of Miami Beach has transformed the area surrounding Normandy Fountain at 72 Street and Rue Vendome into a pedestrian-oriented public plaza as part of a pilot program to explore the future use of the major corridor.

“While our Capital Improvements team works with an engineering firm to create a construction plan for the plaza, we wanted to foster a community conversation around the future use of the space,” expressed Commissioner Ricky Arriola. “We spoke with area residents, businesses and stakeholders about the future of Normandy Isle and based on their feedback, we launched the pop-up plaza at Rue Vendome.”

Previously operated as a City-owned surface parking lot, the City worked with tactical urban design team, Street Plans, to close off the street and create an Art Deco sunburst in an effort to hide the once defined parking spaces and bring life to the area. Using art as a catalyst, the neighborhood provides a safe space for people to express themselves and create shared cultural experiences with neighbors, friends, family and even strangers – breaking down barriers that keep people from engaging with one another. Further opening up the space, additional elements include innovative seating structures, added lightening and life-size games.

“We wanted to create a vibrant space that allows for both active and passive uses while encouraging play for all ages,” added Arriola. “By creating a focal point of activity, we hope people will continue to explore out and around the fountain as they stumble upon the gems in the area that make North Beach unique.”

“From yoga, meditation and other exciting activations — I look forward to participating and seeing many residents at these temporary, free programmed happenings,” noted Commissioner Kristen Rosen Gonzalez.

As one of the key measures identified in the North Beach Master Plan, the pop-up pilot program will stay active from now through September 2018.

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