

# **Urban Redevelopment, Architecture, Design and Branding**

**Florida International University  
CARTA SOA IAR Fall 2021**

**Marcia Lopes De Mello, Ph.D.**

**Context: established low-income community**  
**Historic neighborhood**

IN-PLACE RESIDENTS and

# *Gentrification*

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graph TD; Context["Context: established low-income community  
Historic neighborhood"]; Residents["IN-PLACE RESIDENTS and"]; Gentrification["Gentrification"]; Displacement["DIS-PLACEMENT"]; CulturalShift["CULTURAL SHIFT"]; Affluent["Affluent residents and businesses"]; LandValue["Increase of land value"]; Character["Changes the character of a neighborhood"]; Style["Gentrified architectural style"]; Context --- Residents; Residents --- Gentrification; Gentrification --> Displacement; Gentrification --> CulturalShift; Displacement --- Affluent; Displacement --- LandValue; CulturalShift --- Character; CulturalShift --- Style;
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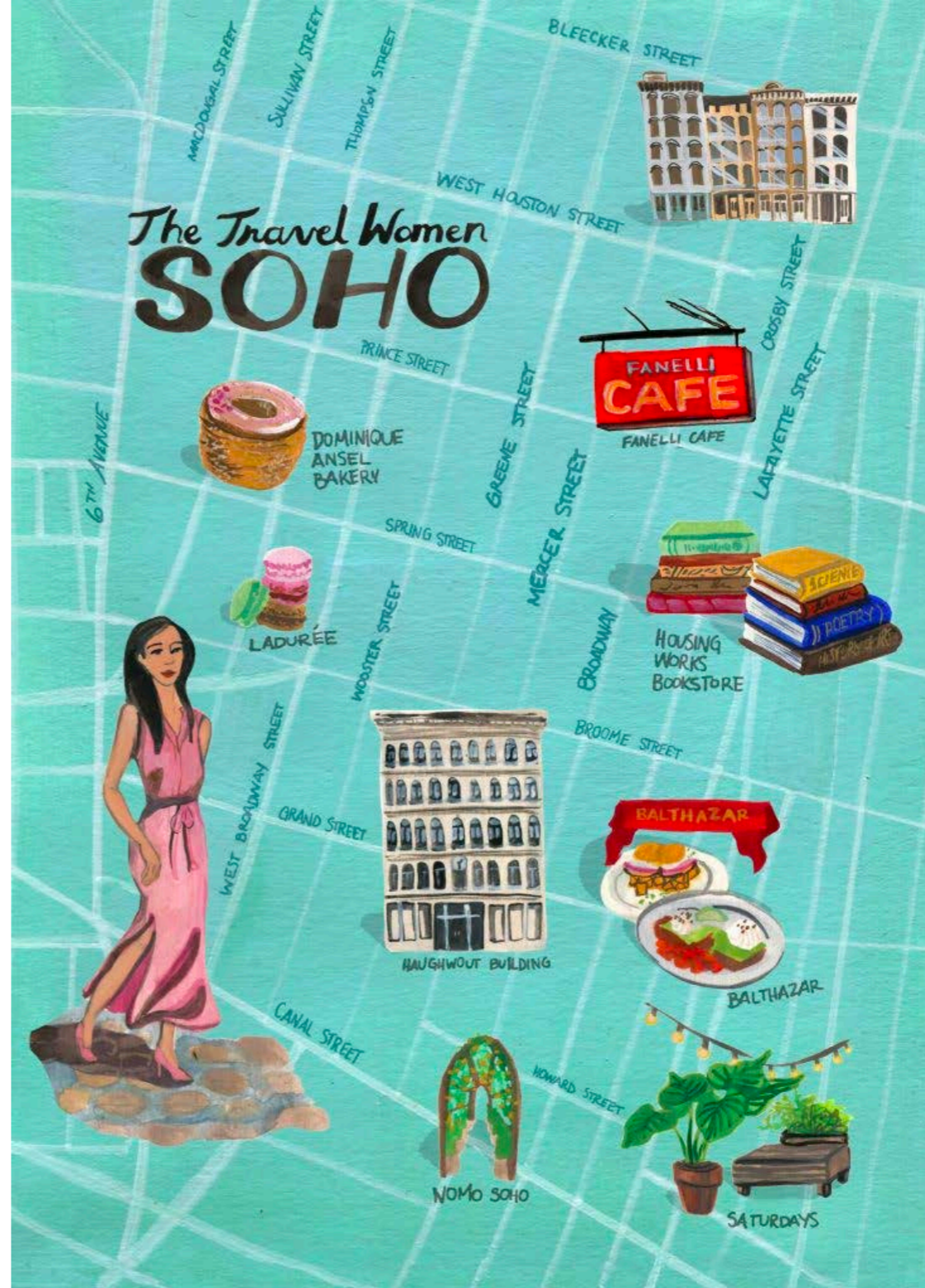
**DIS-PLACEMENT**

**Affluent residents and businesses**  
**Increase of land value**

**CULTURAL SHIFT**

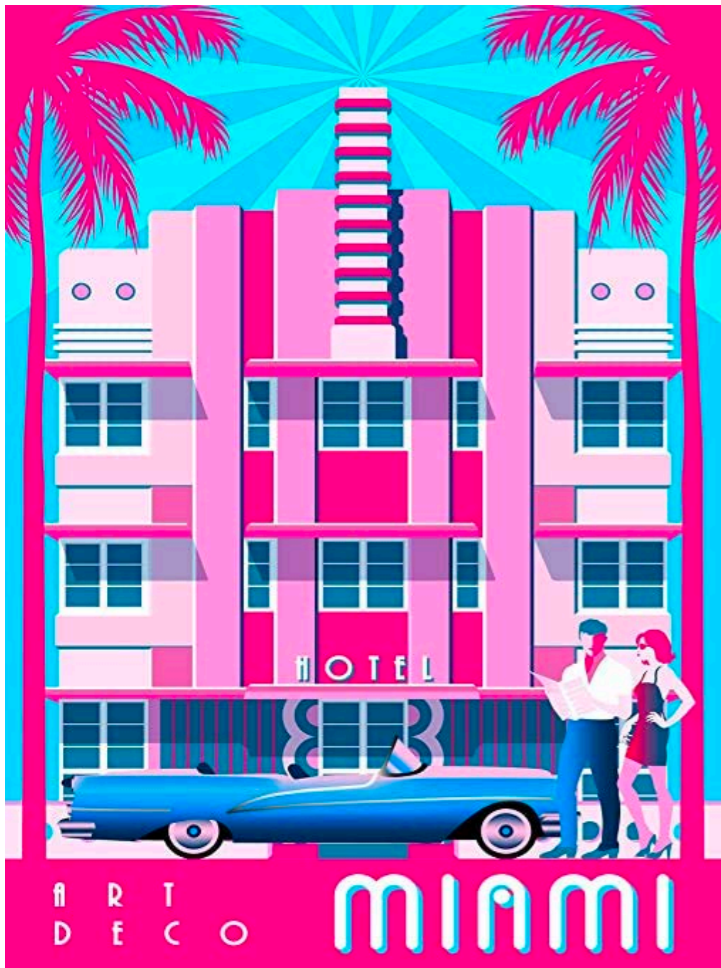
**Changes the character of a neighborhood**  
**Gentrified architectural style**

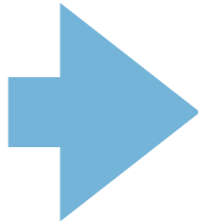
**URBAN REDEVELOPMENT**  
**&**  
**BRANDING**



**S O H O** NYC  
your go to guide for everything SoHo

SO BE





BUSINESS  
IMPROVEMENT  
DISTRICT

**art  
wynwood**





Tony Goldman, Goldman Properties

Not a developer, but "a long-term investor in the **revitalization of historic neighborhoods**"



### Miami Herald

The coolest Miami neighborhood you probably haven't seen is throwing a party. You're invited

[Read more](#)



### Forbes

Miami Design District To Host An International Watch Show This Month

[Read more](#)



### Vogue

Miami's Design District Wants to Be the Coolest Neighborhood in America

[Read more](#)



### Artnet

9 Fascinating Objects at Design Miami 2016

[Read more](#)



### Time Out

Here's how to spend the perfect day in the Miami Design District

[Read more](#)



### CNN Style

Design Miami Basel 2016: Why the design and art worlds are converging

[Read more](#)





MIAMI  
DESIGN  
DISTRICT



# BUENA VISTA SPENDING CLUB

THE DESIGN DISTRICT IS SET TO BECOME *THE*  
PLACE FOR LUXURY SHOPPING



Christian Louboutin has opened its first men's store outside Paris in the neighbourhood, and Hermès and Louis Vuitton have based themselves in temporary outlets while they wait for the completion of their multi-storey flagship stores, which are set to open next year. Yohji Yamamoto and Fendi also have taken up residence.

The list of other current tenants reads like a Paris Fashion Week programme: Cartier, Celine, Dior Homme, Berluti and Prada. They will all be joined by even more haute brands in 2015, not least of which include Tom Ford, Marc Jacobs, Valentino, Fendi and Dolce & Gabbana.

Maria Ruiz, director of community relations at Dacra, the company behind this ambitious project, is keen, however, to play down the importance of the retail aspect. "This is a neighbourhood, it is not a mall," she notes during a presentation given to the press. "Everything, first and foremost is design-focused."

"There will be public art spaces and areas of natural beauty. We're going to plant 40-foot trees on some of the rooftops," she adds.

The brainchild of Craig Robins and his company, Dacra, the District will be fully LEED-certified and will feature public artworks from the likes of Zaha Hadid and Buckminster Fuller, while Robins has also employed the talents of architects like Alison Spear and Sou Fujimoto to help create a stylish nirvana.

As well as the high-price-tag retail experience, the neighbourhood will also offer 130 art galleries, creative services, architectural firms, antiques dealers, restaurants and bars. On the second Saturday of each month, the community comes together for Art & Design Night, where Art Galleries and Design Showrooms open their doors to the public for music and refreshments, adding a real sense of community to an area which was once an eyesore of urban decay.



Heavily supported by the LVMH conglomerate, as well as a number of other luxury groups, the district is becoming stiff competition to the more established Bal Harbour shops or Lincoln Road for the A-list's disposable dollars.

Pictures: Dacra

SHOPPING



# Little River

CVS/Pharmacy

# Shorecrest

EastSide Pizza | Mina's Mediterraneo | Schnitzel Haus

Paulie Gees | Guarapo Organic Juice Bar | The Anderson | Barmeli Miami | U-Haul | Car Wash 305 | Tap 79 | Shorecrest Club Apartments

NE 79 STREET

TO MIAMI BEACH >

Wendy's | Tacobell | 79th Street Auto Center | Half Moon Empanadas | Botero | Mare Azur Miami by Grand Bay

The Big Fish Restaurant

Gourmet Station

Yao Animal Hospital

Royal Motel

Vagabond

Flavorish Market

Nido Cafe

La Tour Eiffel

Devita's

Touch Boutique

Jimmy's Eastside Diner

Hotel/Motel/Residential

New Developments

Retail/Educational

Food & Beverage

# Belle Meade

Jamboree Lounge

Lo De Lea Argentinean Grill

Cena by Michy

Subway

UPS Store

Bay View

Balans

Rebel

Upper Eastside Farmer's Market

LEGION PARK

Home Design Center

Hint Miami

Vintage Revenge & Couture

# MiMO

TENANT HIGHLIGHTS

TRINA TURK

THE ANDERSON

THE FEDERAL

BALANS

THE FEDERAL

dogma

ups

STARBUCKS COFFEE

büro

PAULIE GEES HAMPDEN

VAGABOND HOTEL

CHASE

Bank of America

# Lemon City

# Palm Drive

Dogma Grill

Via Verde

Chase

Blue Collar

Who at 67

New Yorker Boutique

Mercy Super MKT

KMP Furniture

La Comunidad Corporation

Serge de Troyer

Starbucks

The Real Deal

Beacon Hill

South Pacific

Shallnar Hotel

NE 62 STREET

Sinbad Hotel

NE 59 STREET

Biscayne Vet Center

NE 54 STREET

NE 50 TERRACE

NE 54 STREET

NE 50 TERRACE

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N. MIAMI AVE

NE 2 AVENUE

NE 4 COURT

BISCAYNE BLVD

N. MIAMI AVE

NE 2 AVENUE

BISCAYNE BLVD

N. MIAMI AVE

NE 2 AVENUE

BISCAYNE BLVD



South Beach



Miami Design District



Little Havana



Upper Eastside



Wynwood



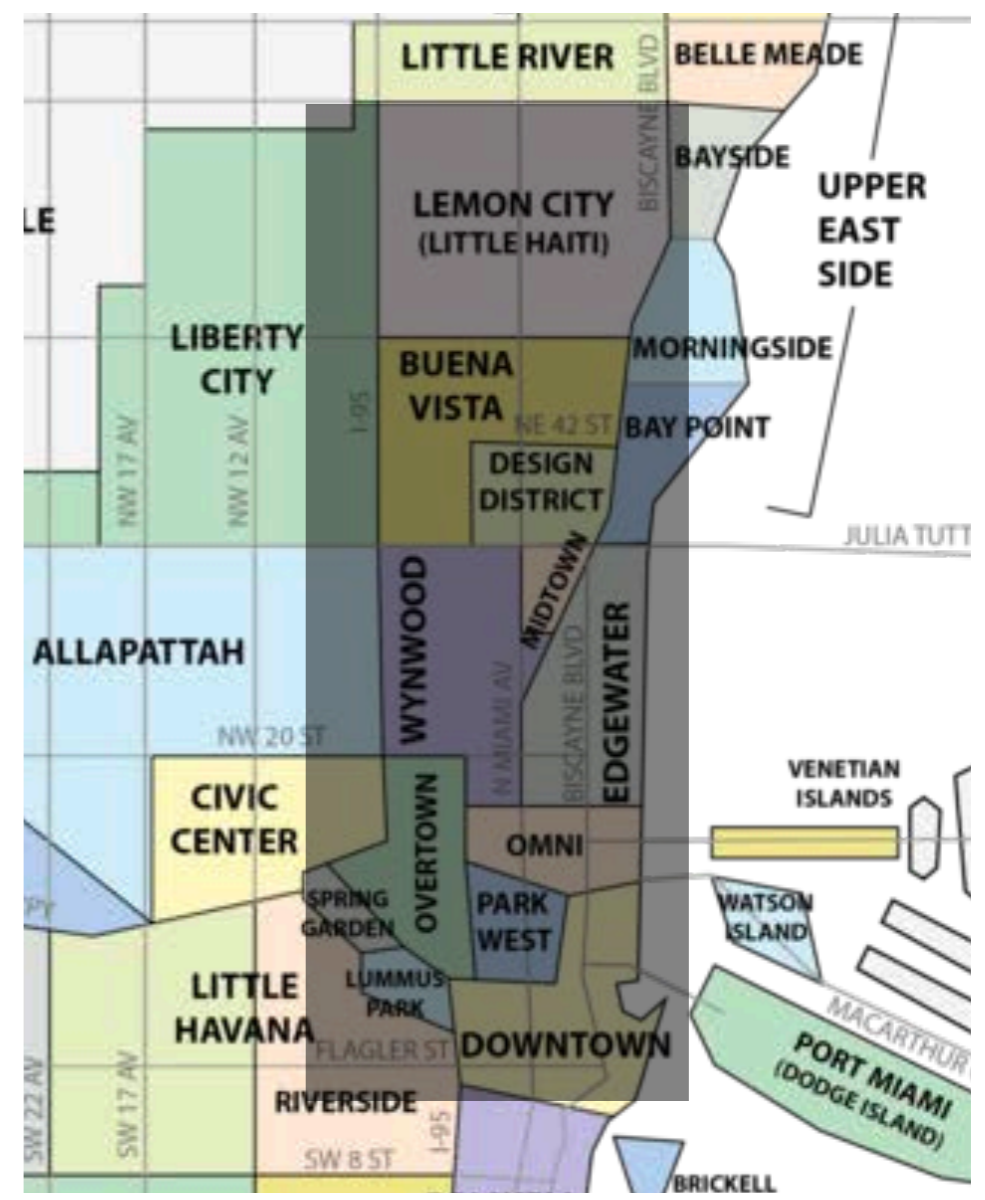
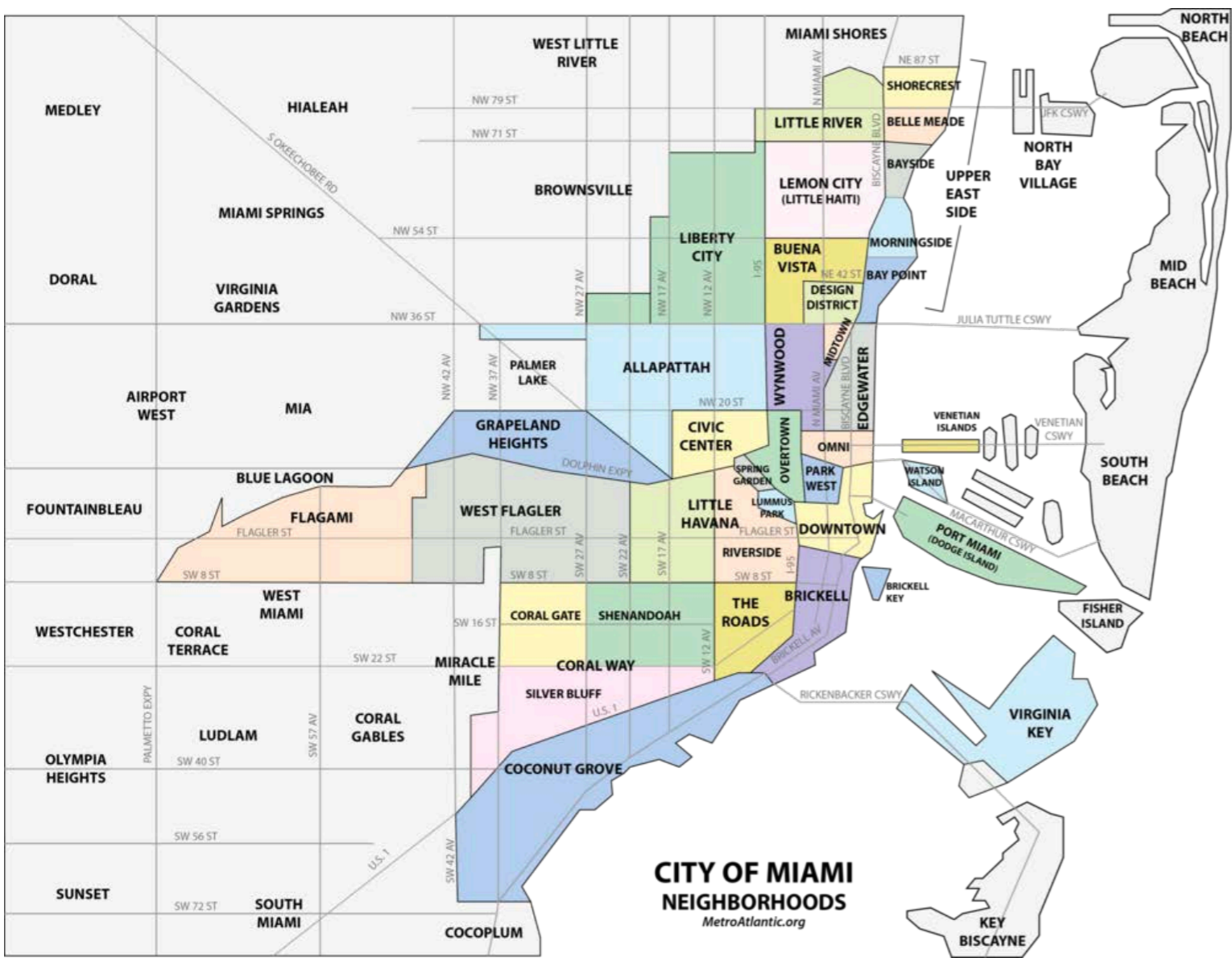
Brickell & Downtown

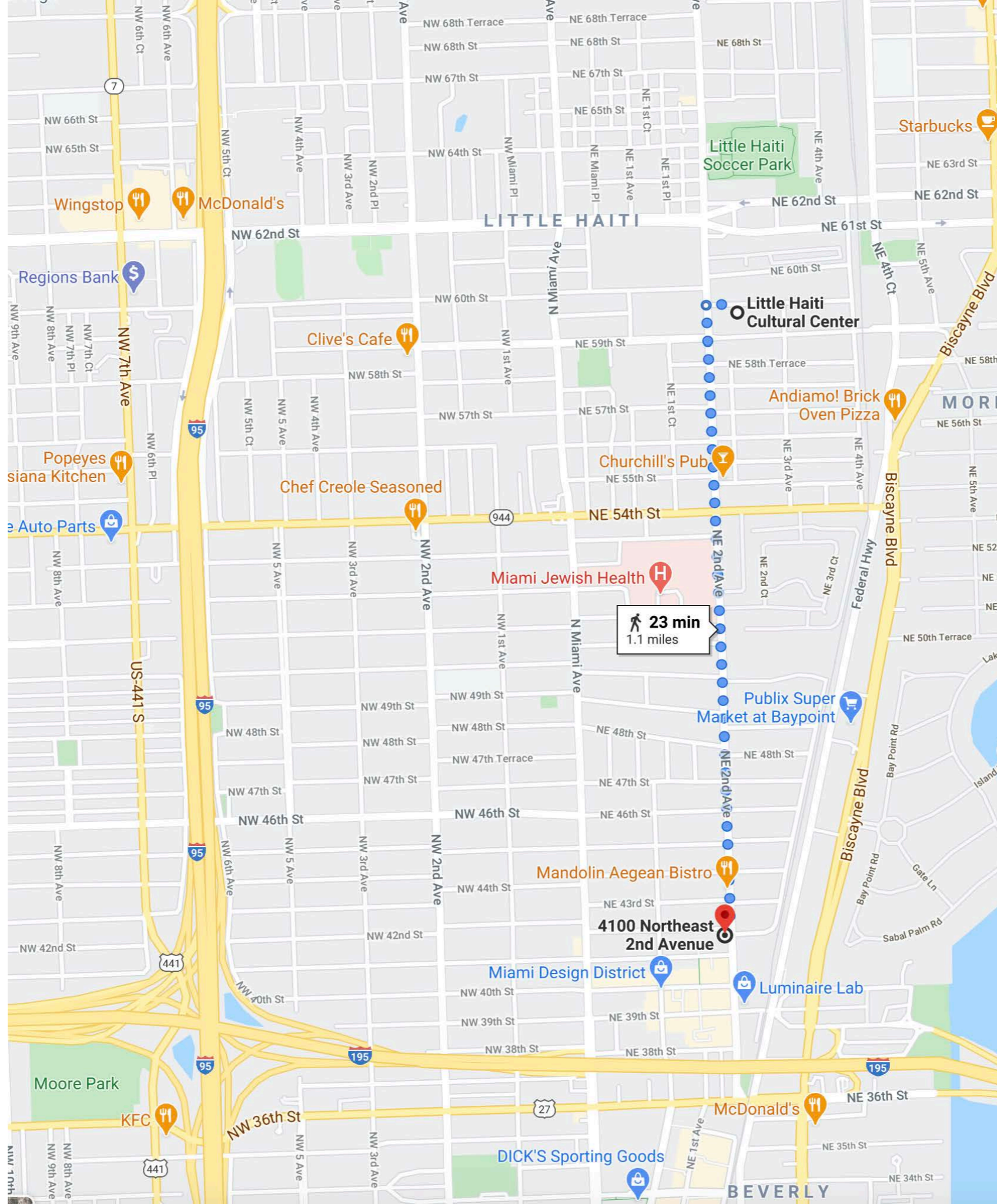



Midtown

# The 10 "coolest" neighborhoods in Miami

**WHAT IS THE NEXT "COOLEST" NEIGHBORHOOD  
IN MIAMI?**





 **23 min**  
1.1 miles

LITTLE HAITI

4100 Northeast  
2nd Avenue

Little Haiti  
Cultural Center

- Wingstop
- McDonald's
- Regions Bank
- Clive's Cafe
- Popeyes Louisiana Kitchen
- Auto Parts
- Chef Creole Seasoned
- Miami Jewish Health
- Churchill's Pub
- Andiamo! Brick Oven Pizza
- Publix Super Market at Baypoint
- Mandolin Aegean Bistro
- Miami Design District
- Luminaire Lab
- KFC
- DICK'S Sporting Goods
- McDonald's
- Starbucks
- Little Haiti Soccer Park
- Moore Park
- Little Haiti Cultural Center
- Publix Super Market at Baypoint
- Miami Design District
- Luminaire Lab
- McDonald's
- DICK'S Sporting Goods
- Starbucks
- Little Haiti Soccer Park

# **Perception of equity in planning and redevelopment: retracing geography of diaspora in Little Haiti, Miami**

Urban Management and Development  
Institute for Housing and Urban Development Studies  
Erasmus University Rotterdam  
Rotterdam, the Netherlands  
Marcia Lopes De Mello

**PLANNING**  
**MIAMI 21 ZONING CODE**

**URBAN REDEVELOPMENT**  
**SPECIAL AREA PLAN (SAP)**

# ZONING

The process of zoning consists of dividing a particular region of land into districts or zones, and then specifying the types of land uses that are allowed and prohibited for each zone.

## DEMARCATIION: TIME

### Miami 21 Zoning Code 2010-2018

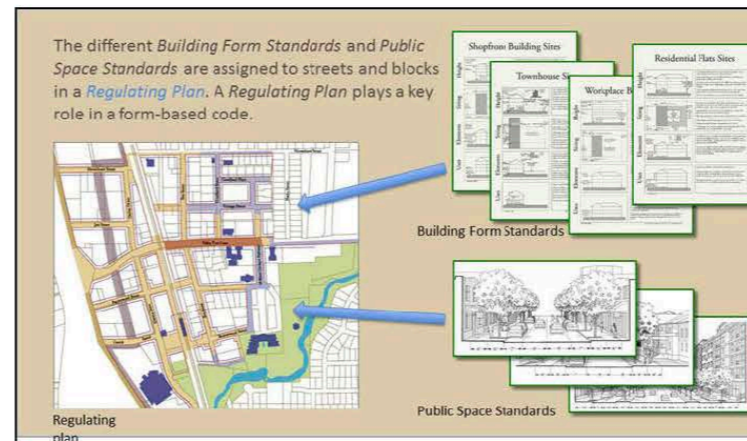
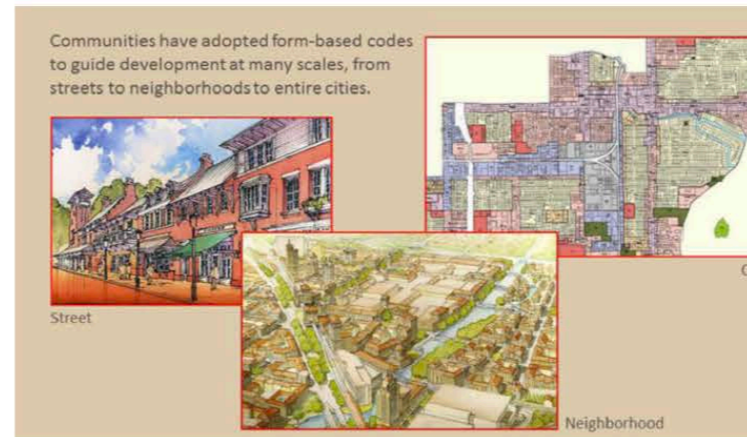
- New Urbanism
- Form-Based Code
- Smart Growth

## NEW URBANISM & SMART GROWTH

### Key Principles:

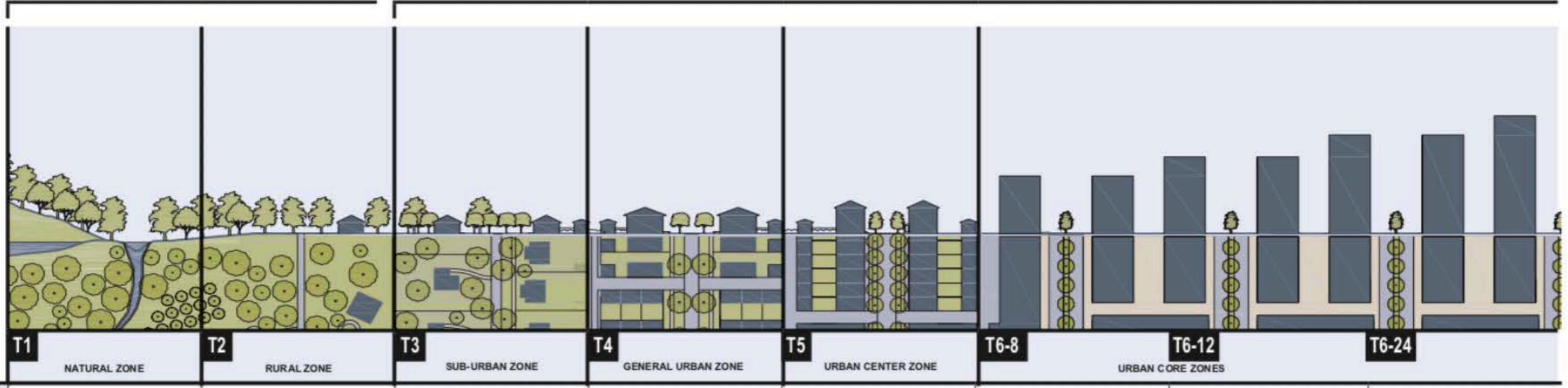
1. Walkability
2. Connectivity
3. Mixed-Use & Diversity
4. Mixed Housing
5. Quality Architecture & Urban Design
6. Traditional Neighborhood Structure
7. Increased Density
8. Smart Transportation
9. Sustainability
10. Community Participation

## FORM-BASED CODE & MIAMI 21



Source: Miami 21.org

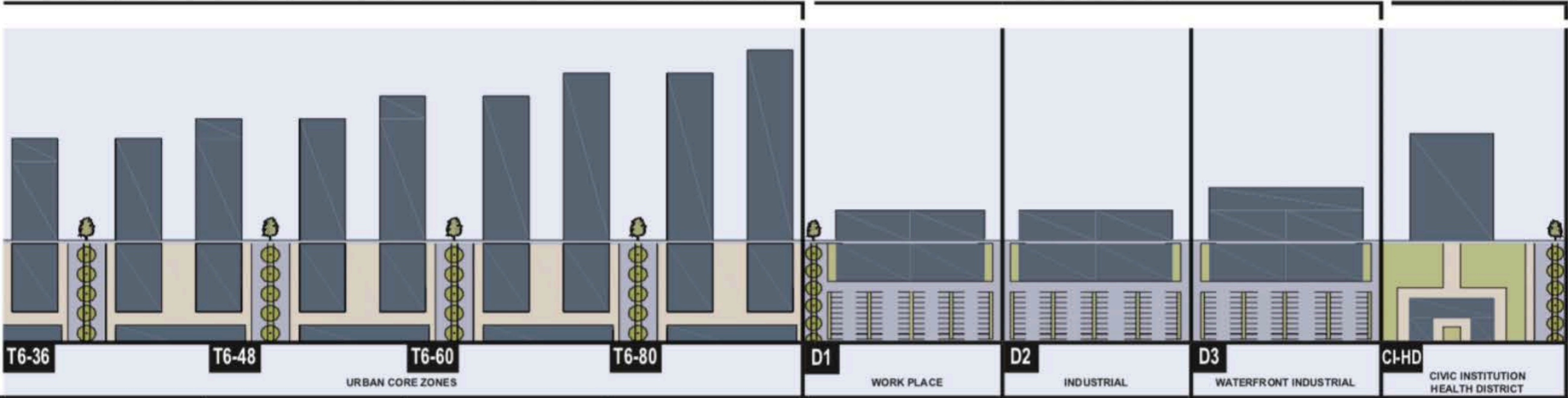
R U R A L



U R B A N

D I S T R I C T S

C I V I C



# SAP

The purpose of a **Special Area Plan** is to allow **parcels greater than nine (9) abutting acres** in size to be **master planned** so as to allow ... **greater flexibility**... so as to result in higher or specialized quality building and streetscape design within the **Special Area Plan**.

# MIAMI 21 SAP

Developers holding at least nine acres of land in Miami can apply for a Special Area Plan, a relatively new zoning tool that allows them to design and plan their project in ways otherwise not allowed under the city's laws. At least 10 projects have been conceived or considered from the Miami River going north.



MARCO RUIZ mruiz@miamiherald.com

# 1. MAGIC CITY

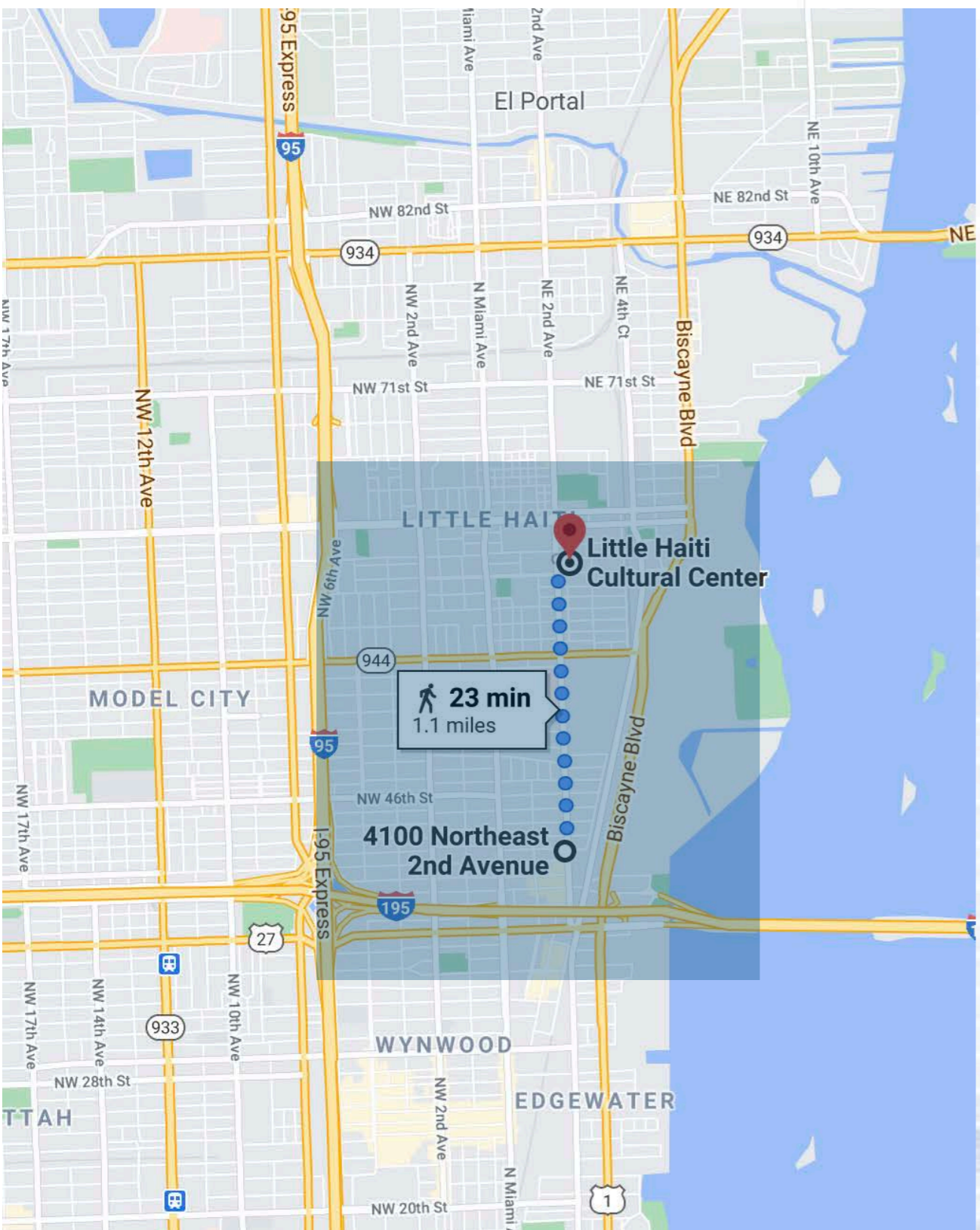



# 2. MJHS



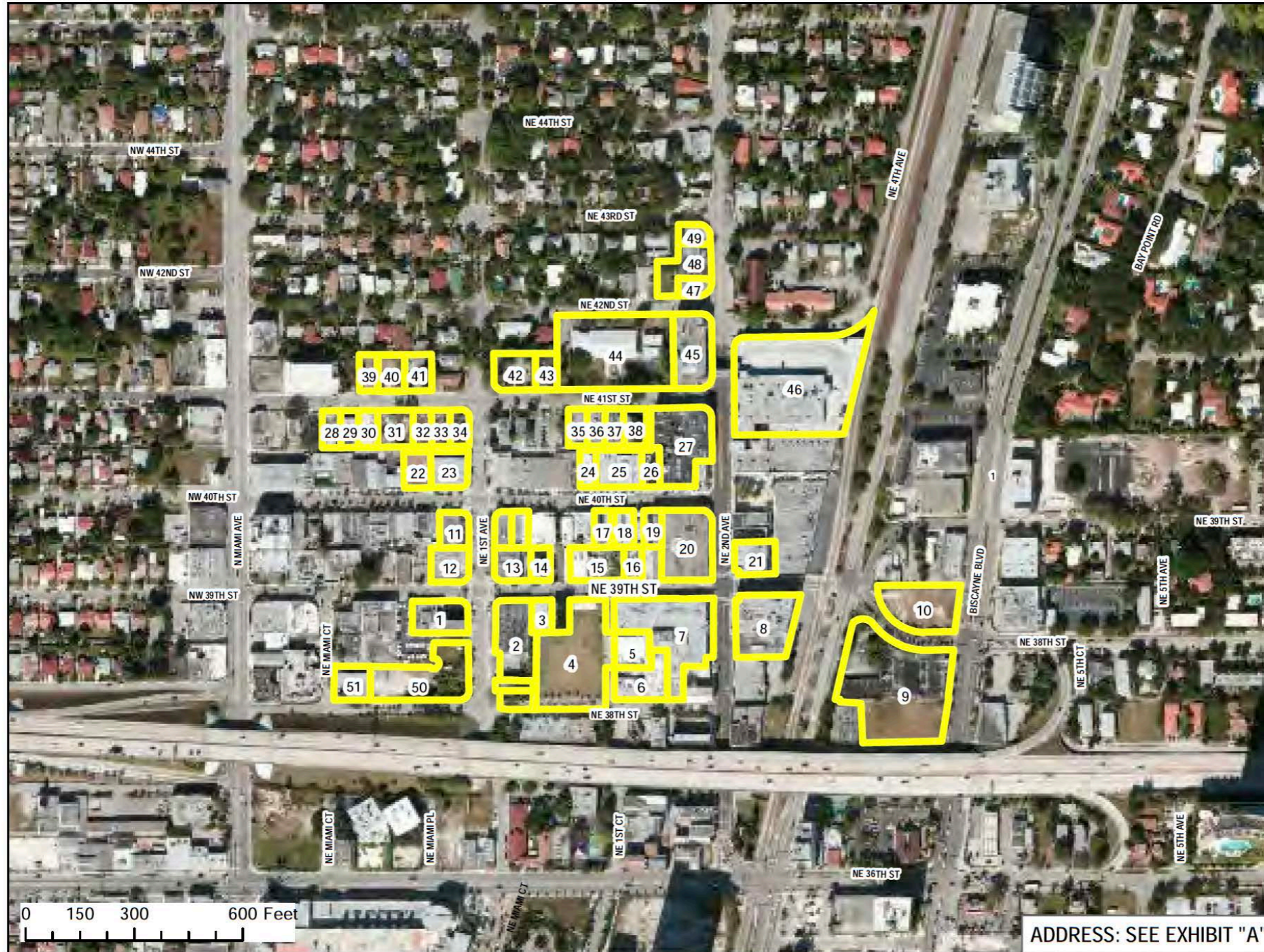
# 3. EASTSIDE RIDGE







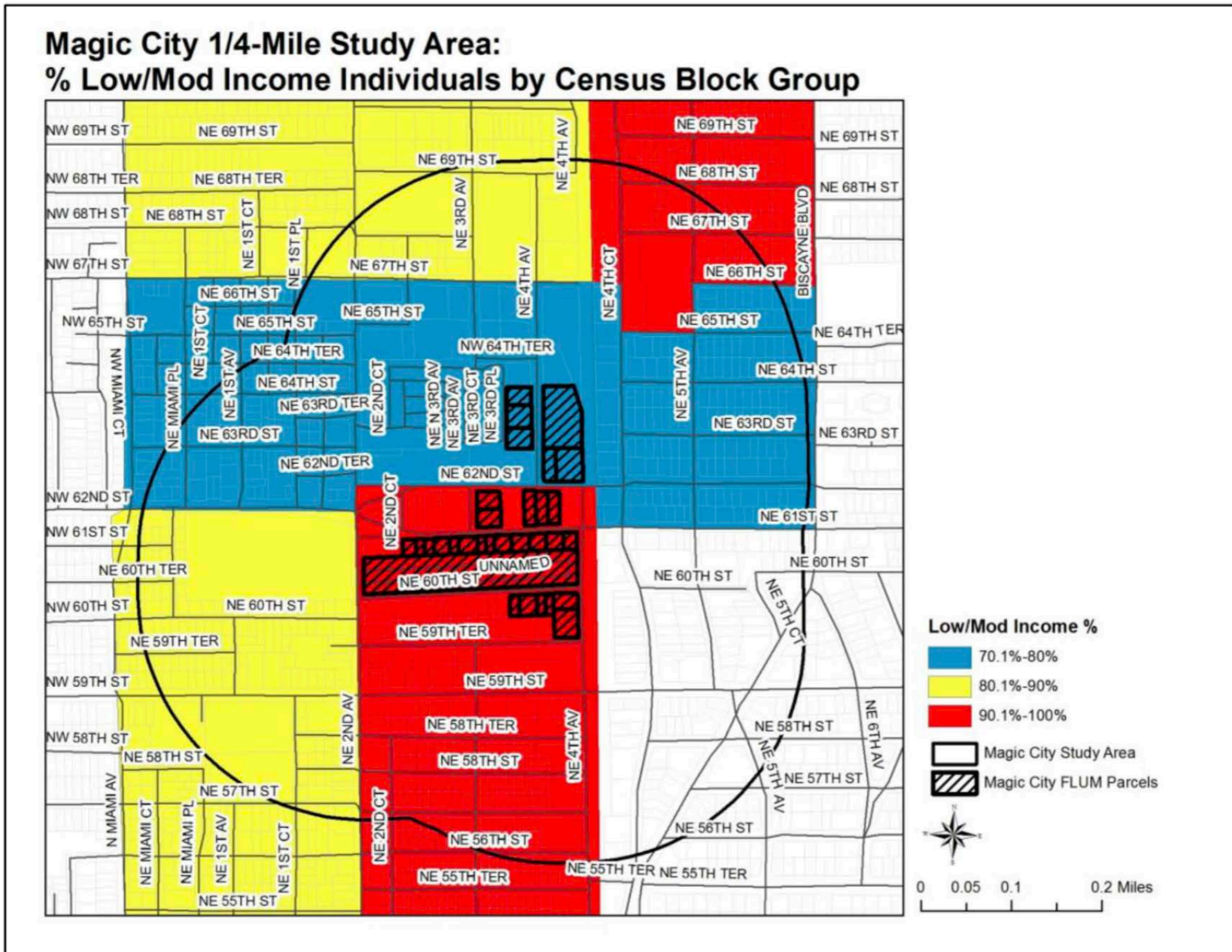
# MIAMI DESIGN DISTRICT RETAIL STREET SAP



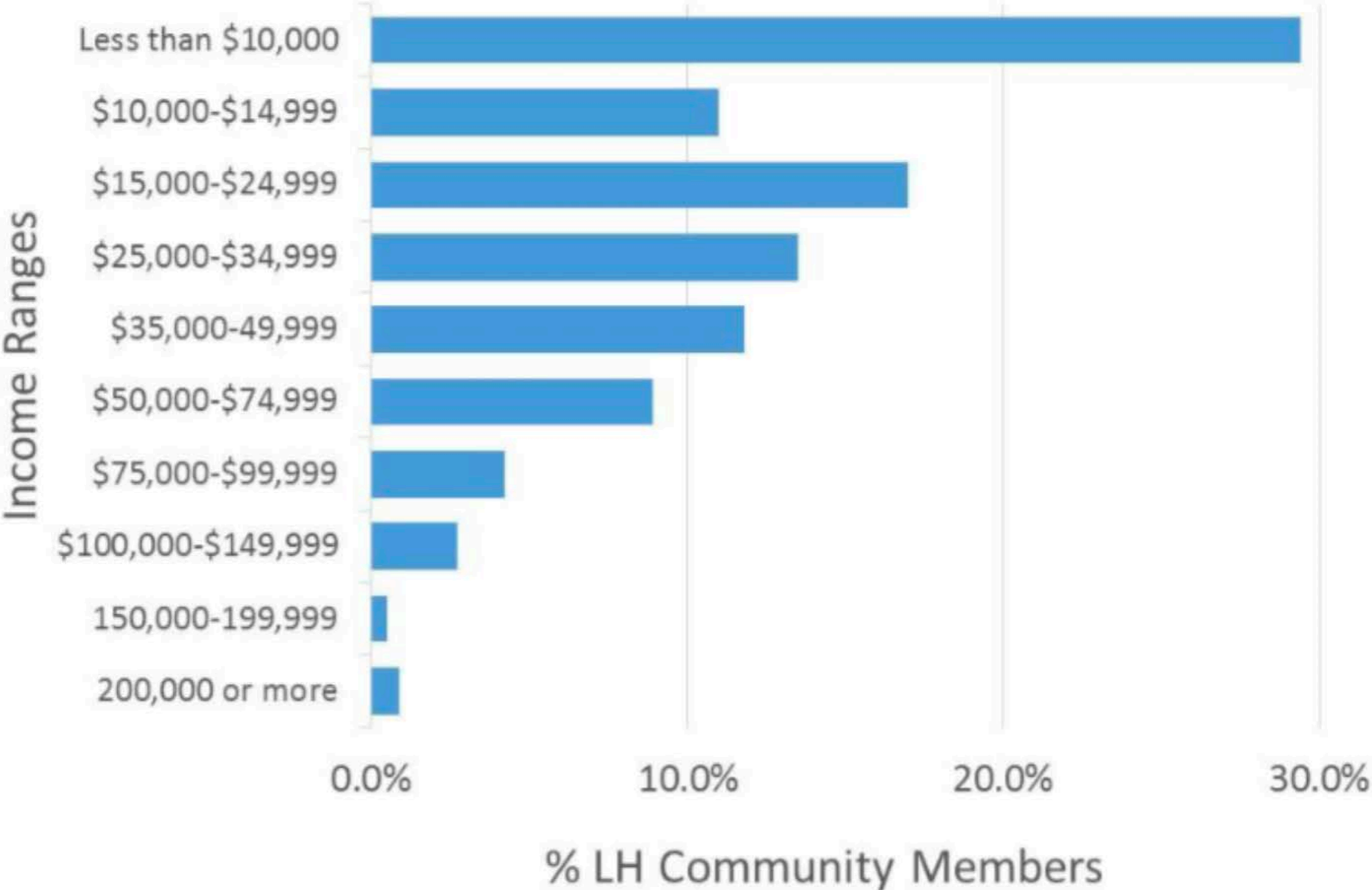
**MAGIC CITY  
INNOVATION DISTRICT  
SAP**

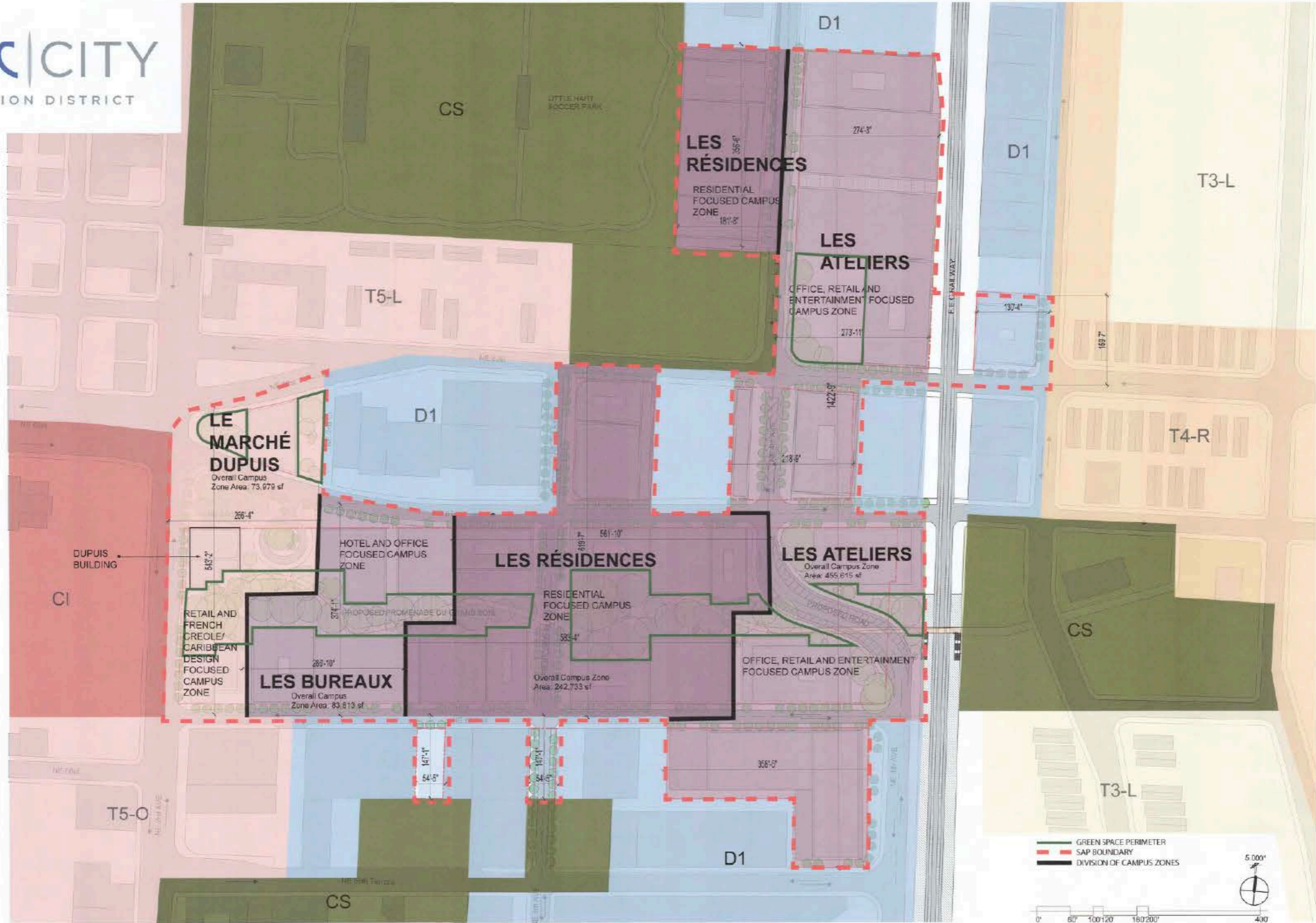


**Figure 19: Low-and Moderate-Incomes within the 1/4-Mile Study Area (City of Miami Planning Department - Community Planning Division, July 2018).**

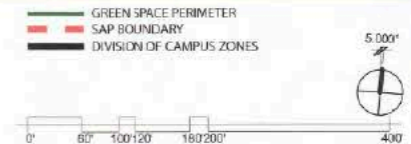


# Little Haiti Household Income Levels, 2009-2013





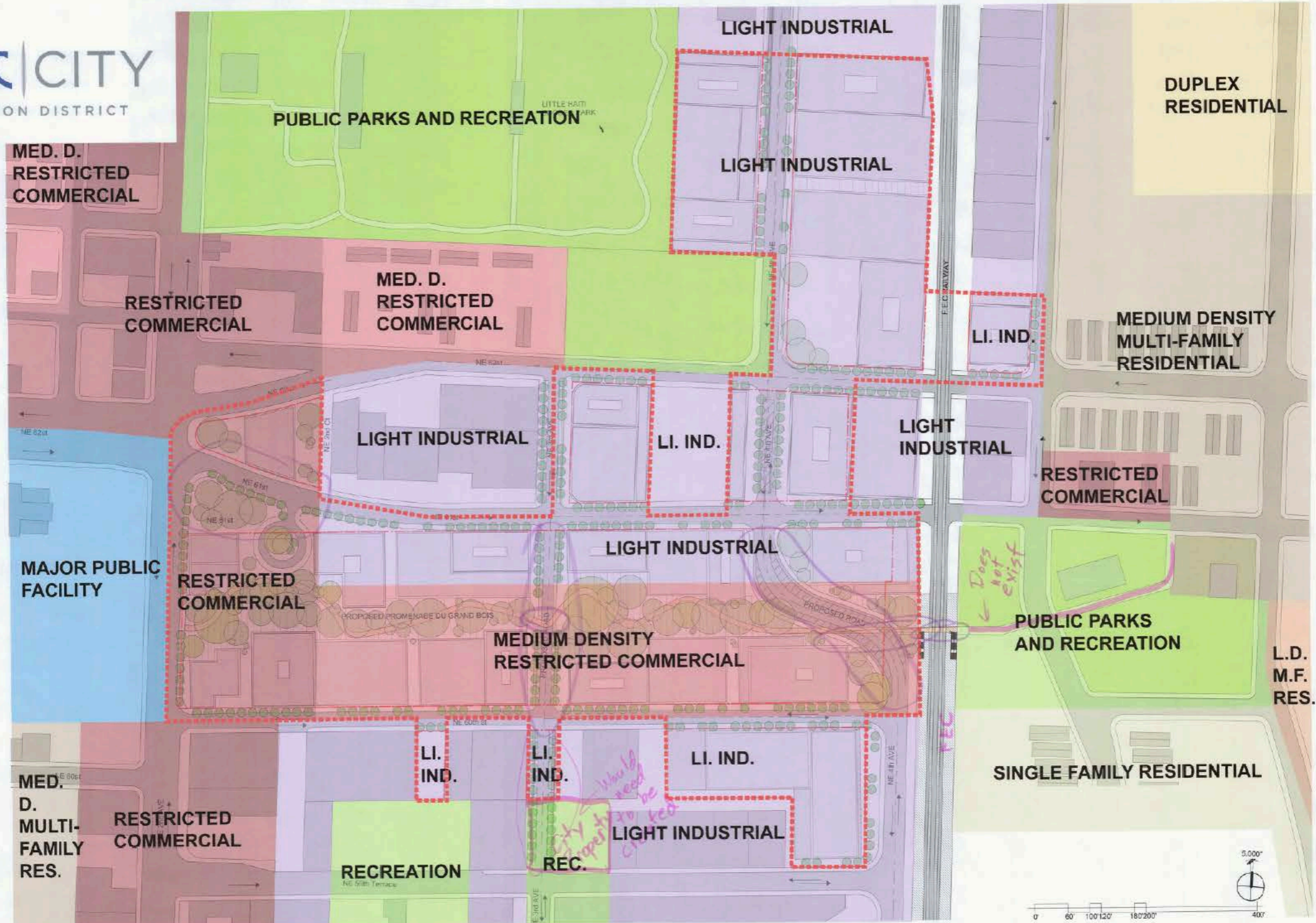
MAGIC CITY INNOVATION DISTRICT SAP - CAMPUS ZONES



**CITY OF MIAMI HEARING BOARDS PLANS REVIEW**  
 Hearing Boards: *LFH* - Date: *6/20/18*  
 Public works: - Date: *6/26/18*  
 By: *[Signature]*  
 Zoning: - Date: *6/21/18*  
 By: *[Signature]*  
 Planning: - Date: *6/21/18*  
 By: *[Signature]*  
 Signature above does not imply approval



June 20, 2018



MAGIC CITY INNOVATION DISTRICT SAP - ADOPTED FUTURE LAND USE MAP (MICRO)

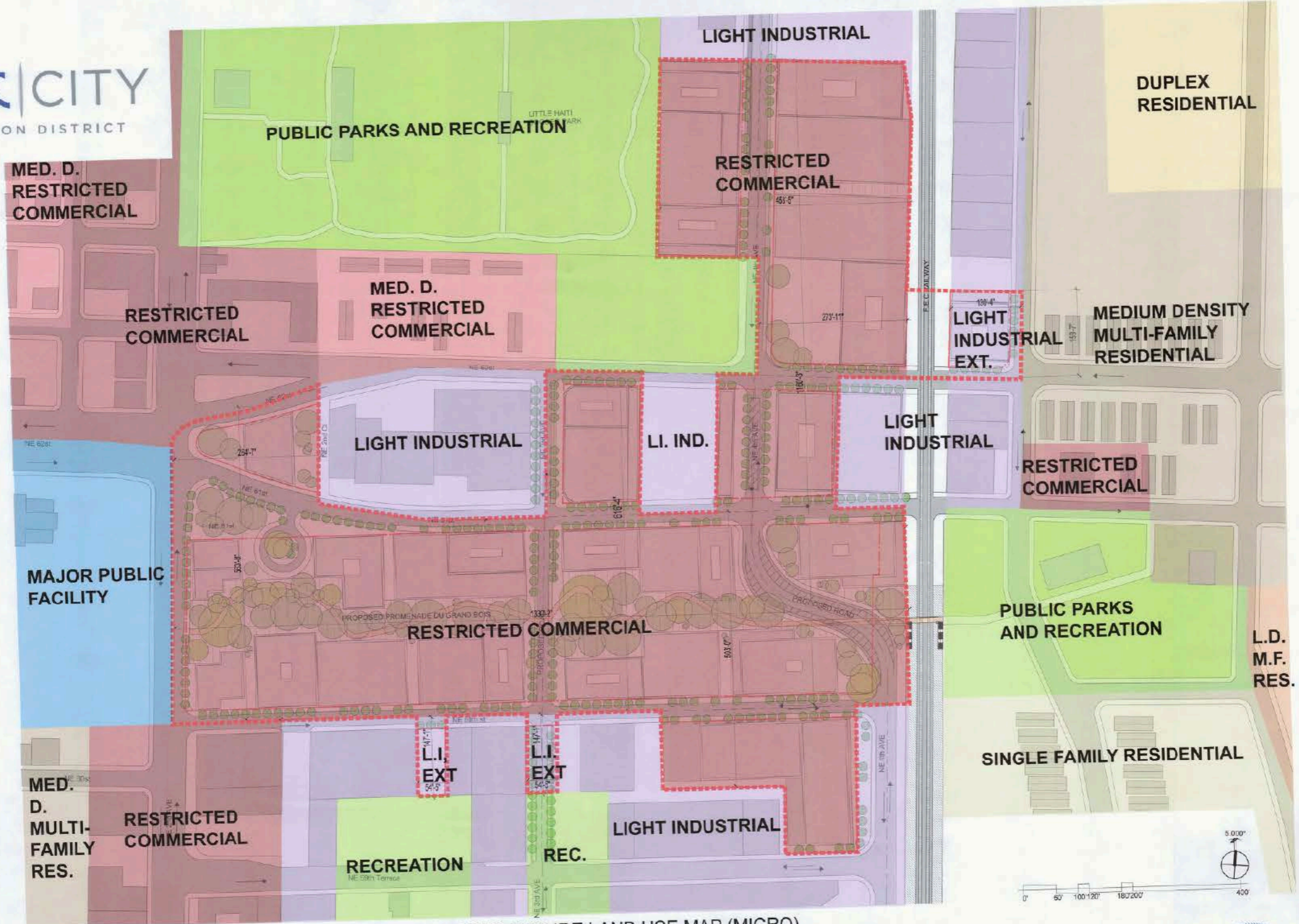
CITY OF MIAMI  
HEARING BOARDS  
PLANS REVIEW

Hearing Boards - Date 6/21/18  
Public Works - Date 6/15/18  
By: [Signature]  
Zoning - Date 6/15/18  
By: [Signature]  
Planning - Date 6/21/18  
By: [Signature]

*Signatures above does not imply approval*



June 20, 2018



MAGIC CITY INNOVATION DISTRICT SAP - PROPOSED FUTURE LAND USE MAP (MICRO)

CITY OF MIAMI  
HEARING BOARDS  
PLANS REVIEW

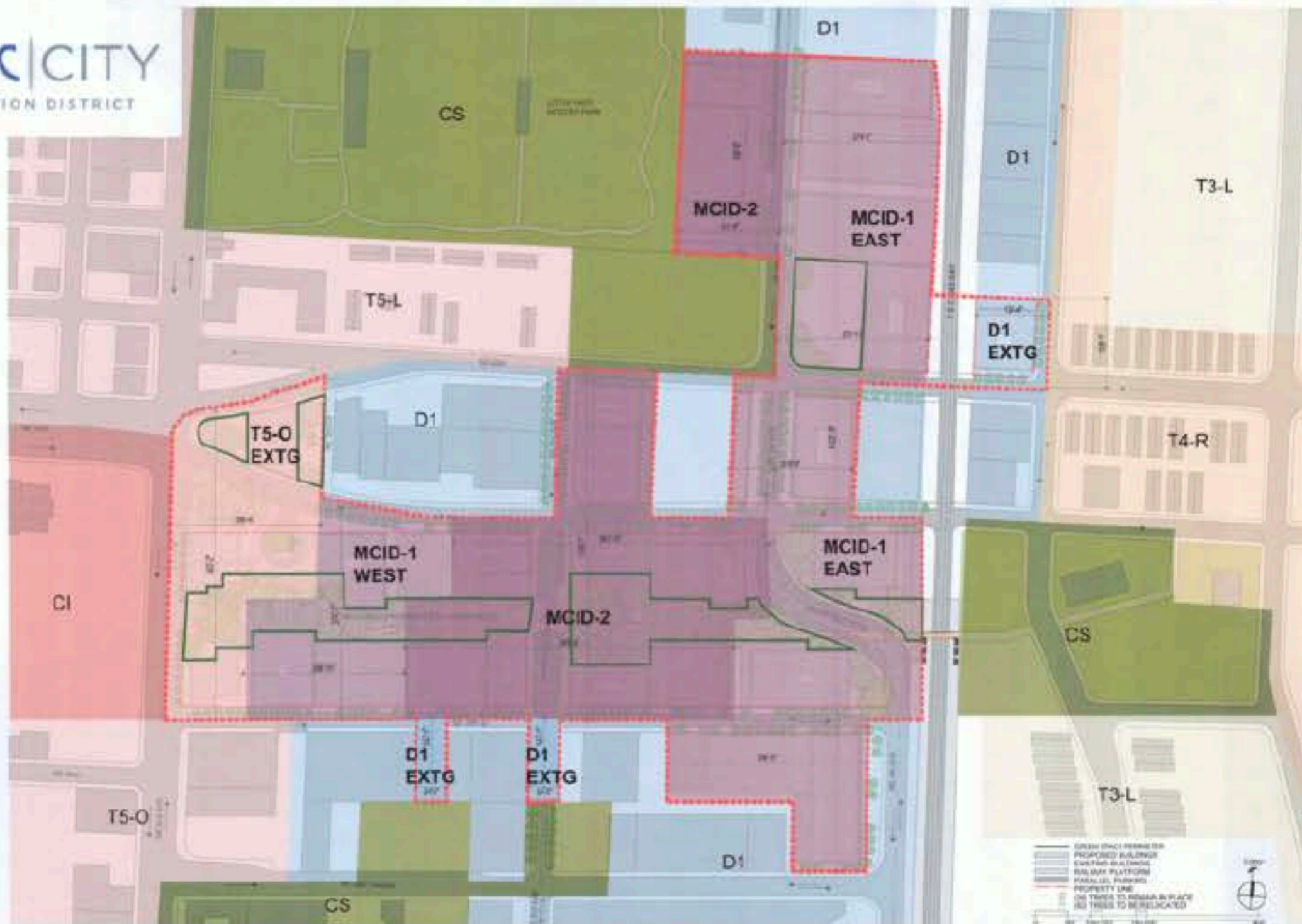
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 By: *off*  
 Zoning: *off* - Date: *6/20/18*  
 By: *off*  
 Planning: *off* - Date: *6/20/18*  
 By: *off*

Signatures above does not imply approval

5,000'

0' 50' 100' 120' 180' 200' 400'

June 20, 2018



MAGIC CITY INNOVATION DISTRICT SAP - PROPOSED ZONING (MICRO)

CITY OF MIAMI  
HEARING BOARD  
PLANS REVIEW

Meeting Date: 6/20/18  
 Public Notice: [Signature]  
 Staff: [Signature]  
 Date: 6/20/18  
 [Signature]

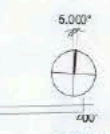
*[Signature]*

June 20, 2018



MAGIC CITY INNOVATION DISTRICT SAP - EXISTING CONDITIONS

- EXISTING BUILDINGS
- DUPUIS BUILDING
- FORMER RAILROAD STATION
- RAILROAD TRACK
- BICYCLE LANES
- ELEVATIONS ABOVE SEA LEVEL
- PROPERTY LINE
- EXISTING TREES

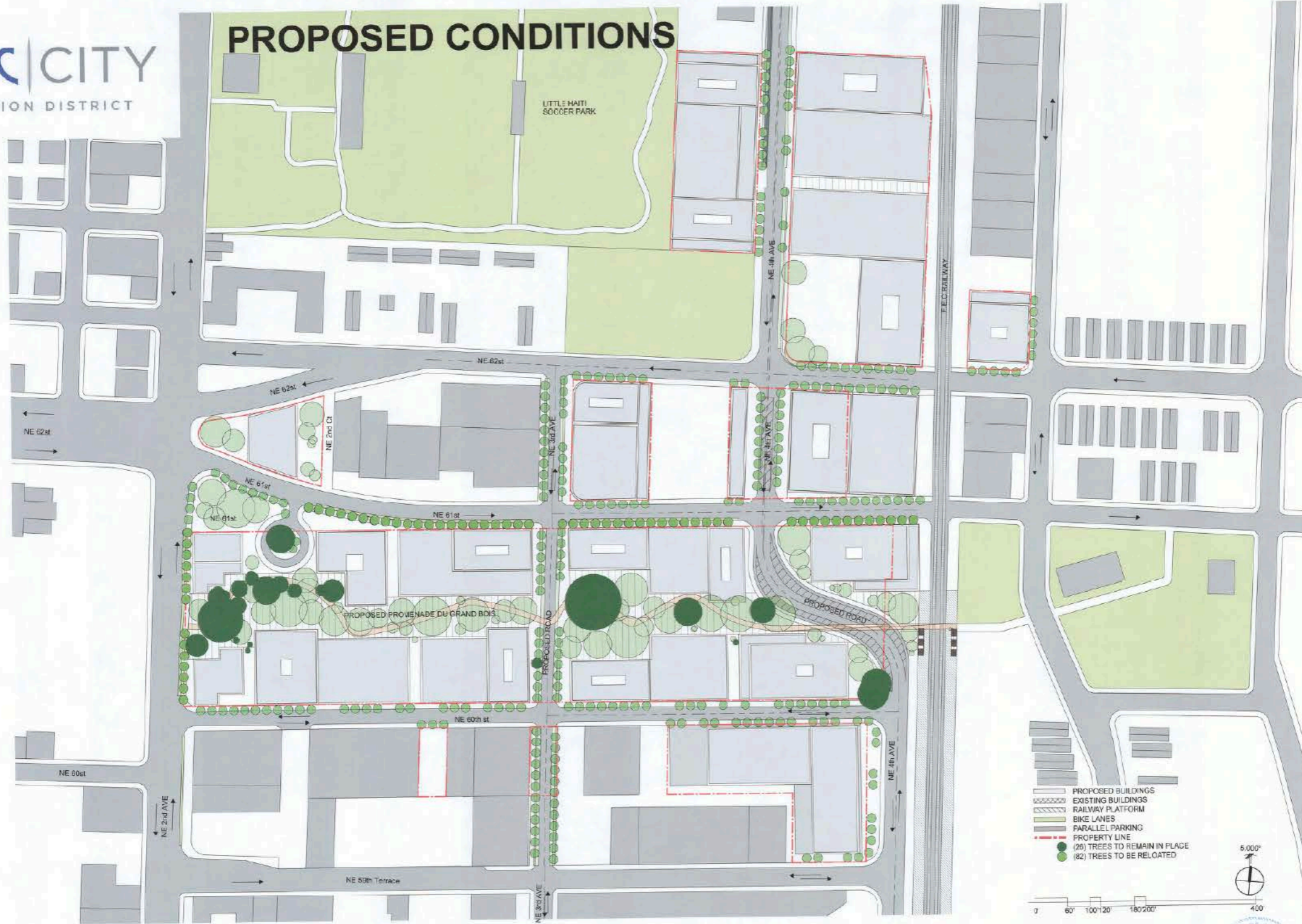


CITY OF MIAMI  
HEARING BOARDS  
PLANS REVIEW

Hearing Boards: *CH* - Date: *6/21/18*  
 Public Works: - Date: *6/22/18*  
 By: *[Signature]*  
 Zoning: - Date: *6/21/18*  
 By: *[Signature]*  
 Planning: - Date: *6/21/18*  
 By: *[Signature]*

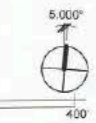


**PROPOSED CONDITIONS**



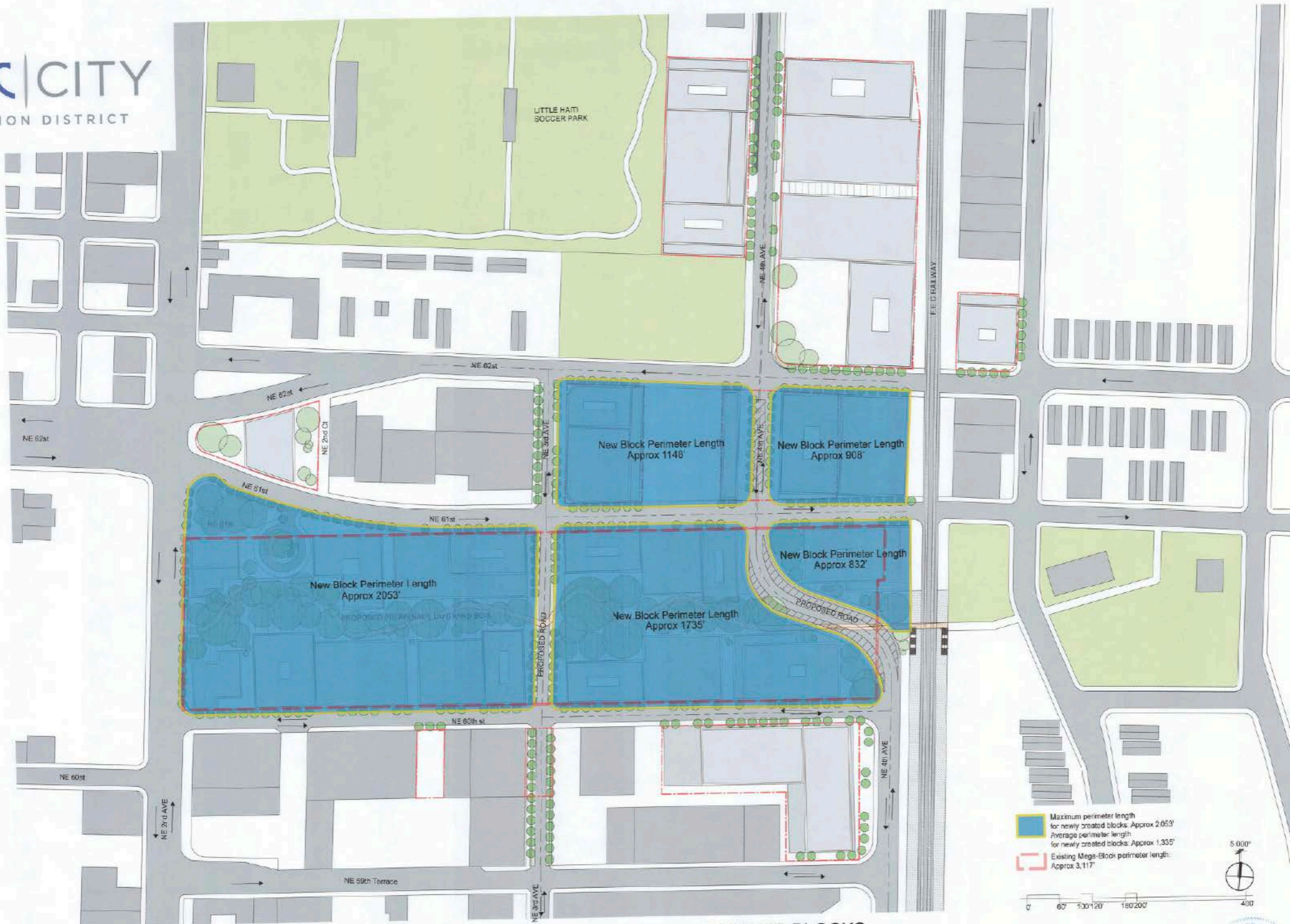
MAGIC CITY INNOVATION DISTRICT SAP - MASTER PLAN

- PROPOSED BUILDINGS
- EXISTING BUILDINGS
- RAILWAY PLATFORM
- BIKE LANES
- PARALLEL PARKING
- PROPERTY LINE
- (26) TREES TO REMAIN IN PLACE
- (82) TREES TO BE RELOCATED



**CITY OF MIAMI HEARING BOARDS PLANS REVIEW**  
 Hearing Boards CT - Date 6/21/18  
 Public works - Date 6/16/18  
 By: [Signature]  
 Zoning - Date 6/11/18  
 By: [Signature]  
 Planning - Date 6/14/18  
 By: [Signature]  
 Signature above does not imply approval

*[Signature]*  
 June 20, 2018  
 20



■ Maximum perimeter length for newly created blocks: Approx 2,053'  
■ Average perimeter length for newly created blocks: Approx 1,335'  
■ Existing Mega-Block perimeter length: Approx 3,117'



**CITY OF MIAMI HEARING BOARDS PLANS REVIEW**

Hearing Boards: *CH* - Date: *6/20/18*  
 Public works: - Date: *6/20/18*  
 By: *[Signature]*  
 Zoning: - Date: *6/20/18*  
 By: *[Signature]*  
 Planning: - Date: *6/20/18*  
 By: *[Signature]*  
 Signature above does not imply approval

*[Signature]*

June 20, 2018

MAGIC CITY INNOVATION DISTRICT SAP - PERIMETER LENGTH FOR NEWLY CREATED BLOCKS



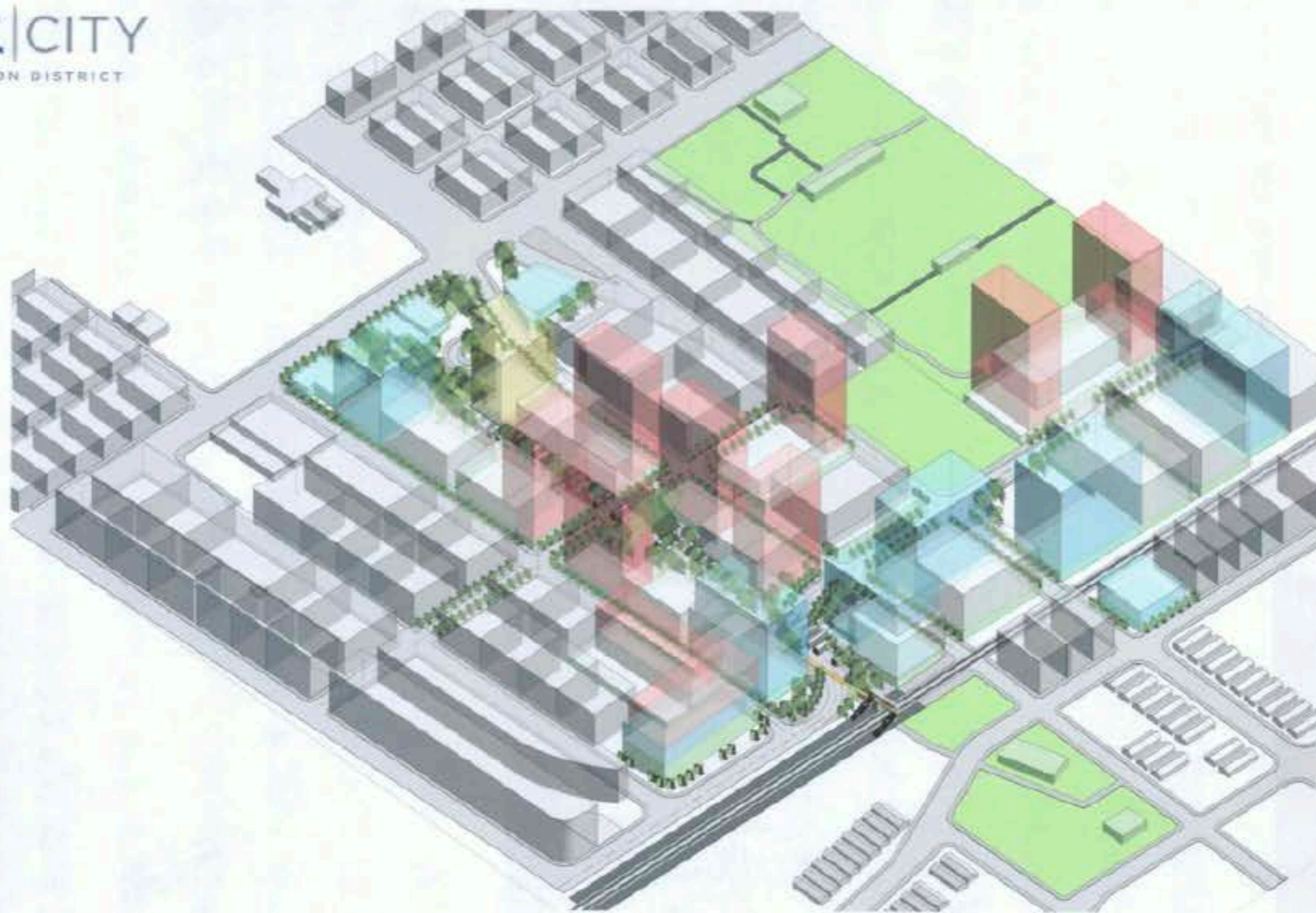
**CITY OF MIAMI  
HEARING BOARDS  
PLANS REVIEW**

Hearing Boards *CH* - Date *6/21/18*  
 Public works - Date *6/21/18*  
 By: *EDD*  
 Zoning - Date *6/21/18*  
 By: *CH*  
 Planning - Date *6/21/18*  
 By: *CH*  
Eighteen above and not in any approval

MAGIC CITY INNOVATION DISTRICT SAP - SOUTH EAST MASSING - PROPOSED SAP MASSING V. CURRENT AREA BUILDOUTS

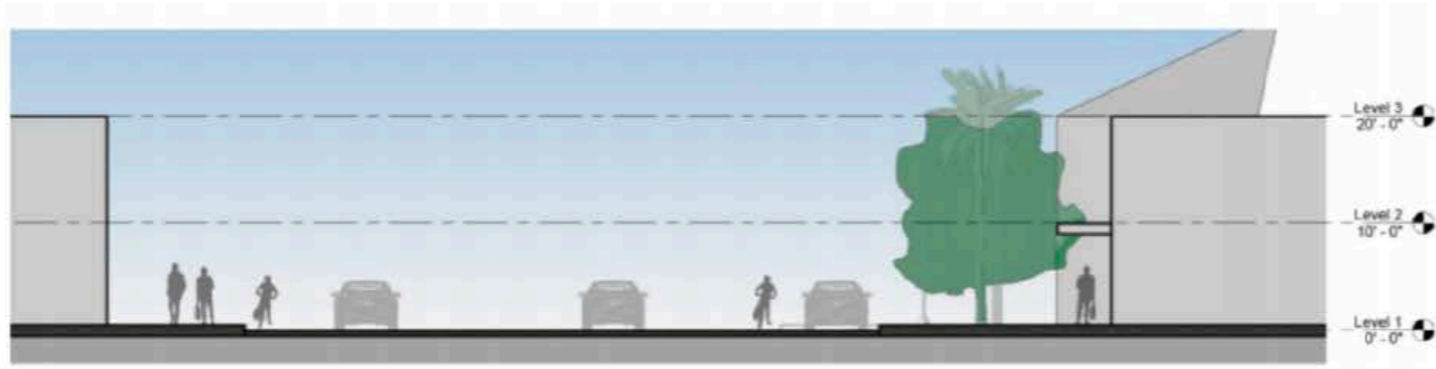


June 20, 2018

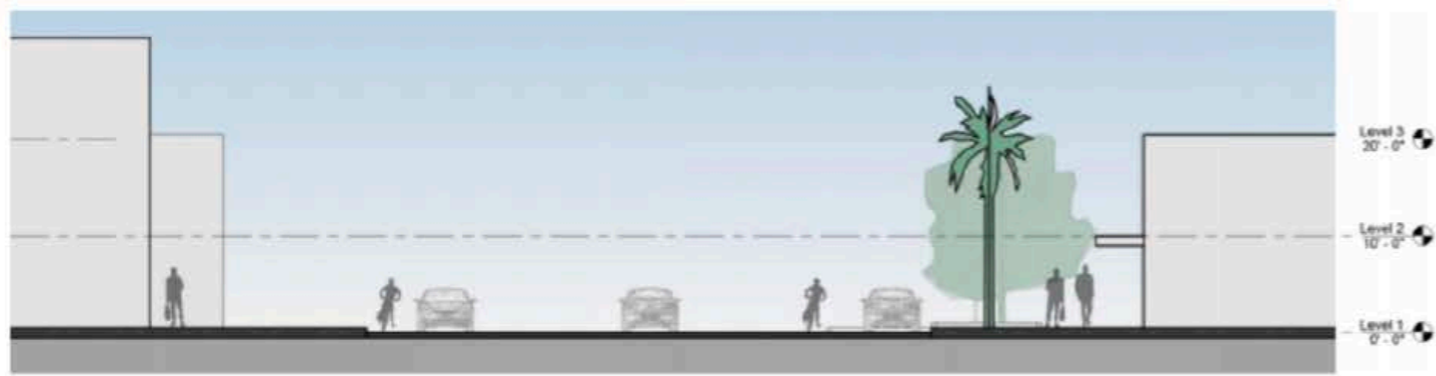


CITY OF MIAMI  
HEARING BOARD  
PLANNING REVIEW

Hearing Board	CH	6/20/18
Public works	SR	
Eng	SR	
PL	SR	
Planning	SR	
By		



STREET SECTION LOOKING TOWARD CULTURAL CENTER



STREET SECTION LOOKING TOWARD 59TH ST.

## NEIGHBORHOOD SCALE

- The existing urban scale of Downtown Little Haiti along its main corridor of NE 2nd Avenue generally consists of **two-story, 20-25 foot commercial storefronts**: small businesses, restaurants, bookstores, galleries and religious spaces.
- The **surrounding area**, branching off minor roads such as NE 3rd Avenue is made of **15-20-foot high warehouses**, as well as civic and residential buildings that do not exceed more than 30 feet.



STOREFRONT PROPORTIONS ALONG NE 2ND. AVE

LITTLE HAITI CULTURAL CNTR

LIBERI  
MAPOU

UNIT TRANSFER

VARIOUS SHOPS

**A COMPARATIVE ANALYSIS**



- Magic City Special Area Plan MCID-1 and MCID-2 maximum allowable building height 20-25 stories

3D AERIAL COMPARISON

**250'**

ASTRONOMICAL INCREASE TO 250'

**40'**

TALLEST BUILDING HEIGHT @ NE 2ND AVE. & 59TH TER

HEIGHT COMPARISON



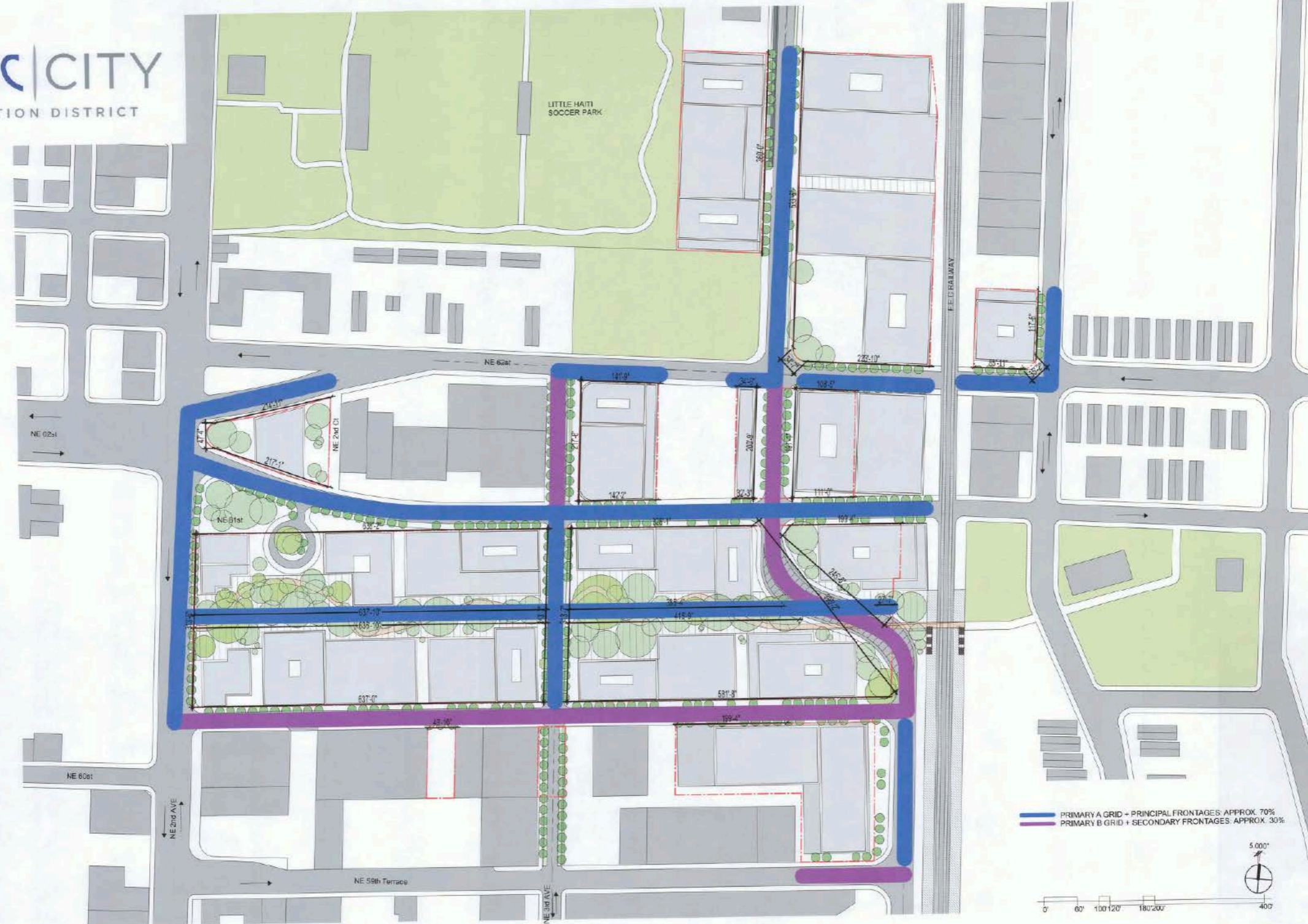
**CITY REQUIRED: 10% LOT AREA AS OPEN SPACE**  
**77,333 SF - 1.8 ACRES**  
**HIGHLIGHTED ABOVE**



**SAP PROVIDED: 21% LOT AREA AS PUBLIC OPEN SPACE**  
**165,528 SF - 3.8 ACRES MINIMUM**  
**HIGHLIGHTED ABOVE**

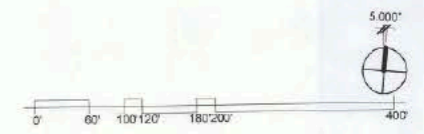
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PLANS REVIEW  
Public works - Date 7/5/18  
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Zoning - Date 7-5-18  
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Planning - Date 7/6/18  
By: [Signature]  
Signature above does not imply approval





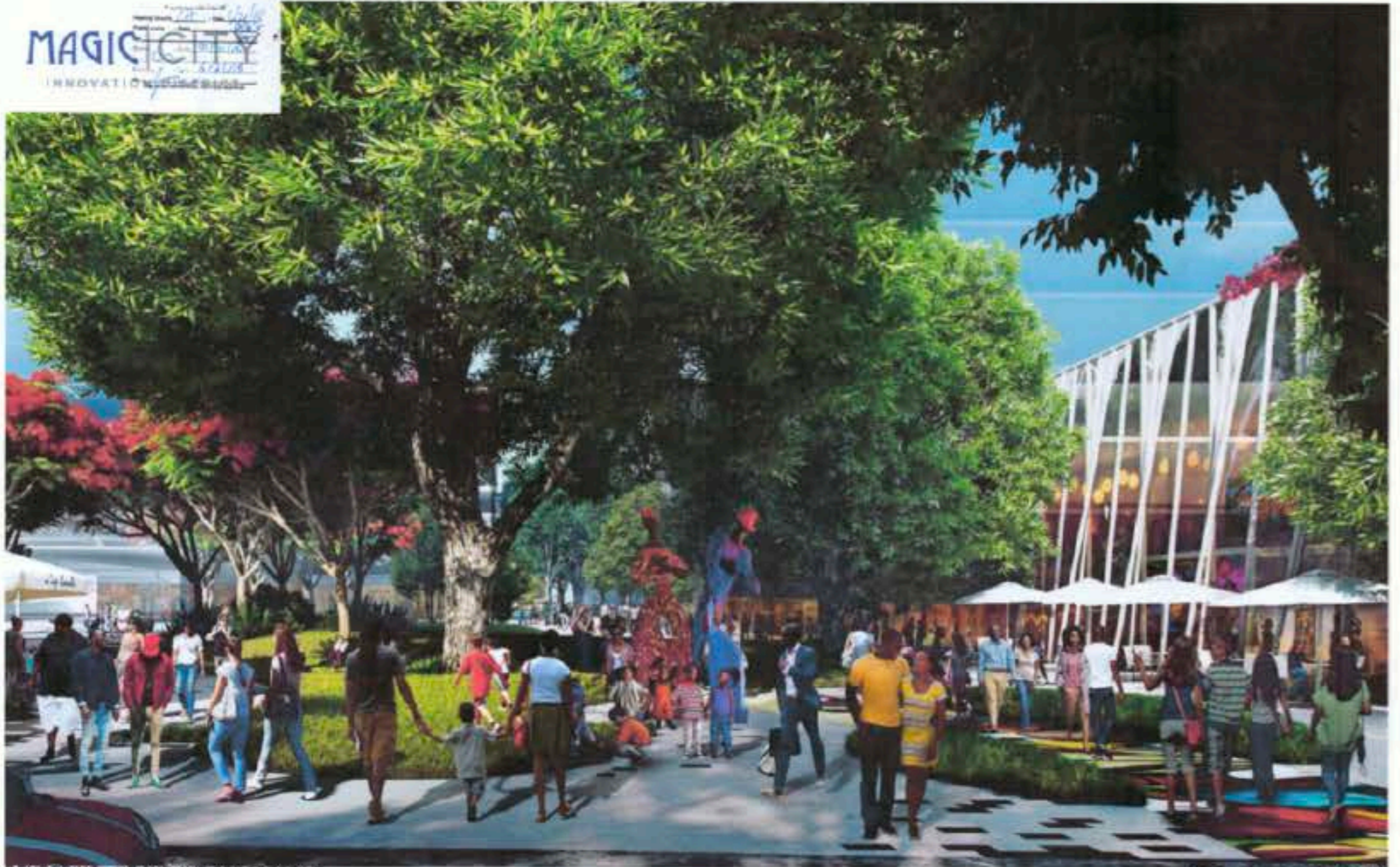
MAGIC CITY INNOVATION DISTRICT SAP - THOROUGHFARES + FRONTAGES

— PRIMARY A GRID + PRINCIPAL FRONTAGES, APPROX. 70%  
— PRIMARY B GRID + SECONDARY FRONTAGES, APPROX. 30%



**CITY OF MIAMI  
HEARING BOARDS  
PLANS REVIEW**  
 Hearing Board: CA Date: 6/20/18  
 Public Works: 8/10/18  
 By: [Signature] Date: 6/20/18  
 Planning: [Signature] Date: 6/20/18  
 By: [Signature] Date: 6/20/18  
Signature above does not imply approval

  
 June 20, 2018



RENDERING - NE 2ND AVE PERSPECTIVE



RENDERING - NE 3RD AVE PERSPECTIVE

# Magic City Trailer Park





## DuPuis Medical Office and Drugstore



# Neighborhood Character

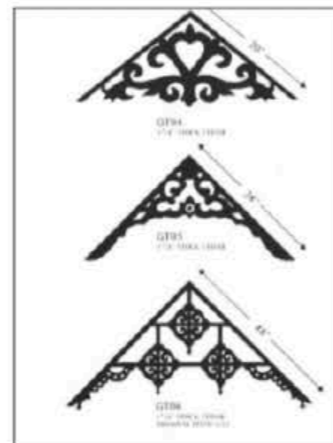
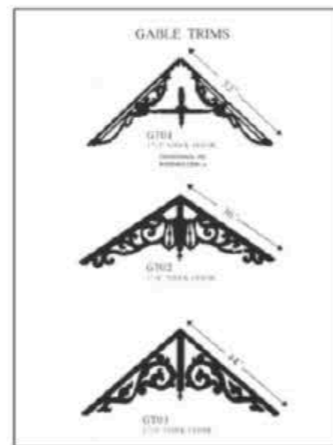
## Haitian Gingerbread Architecture



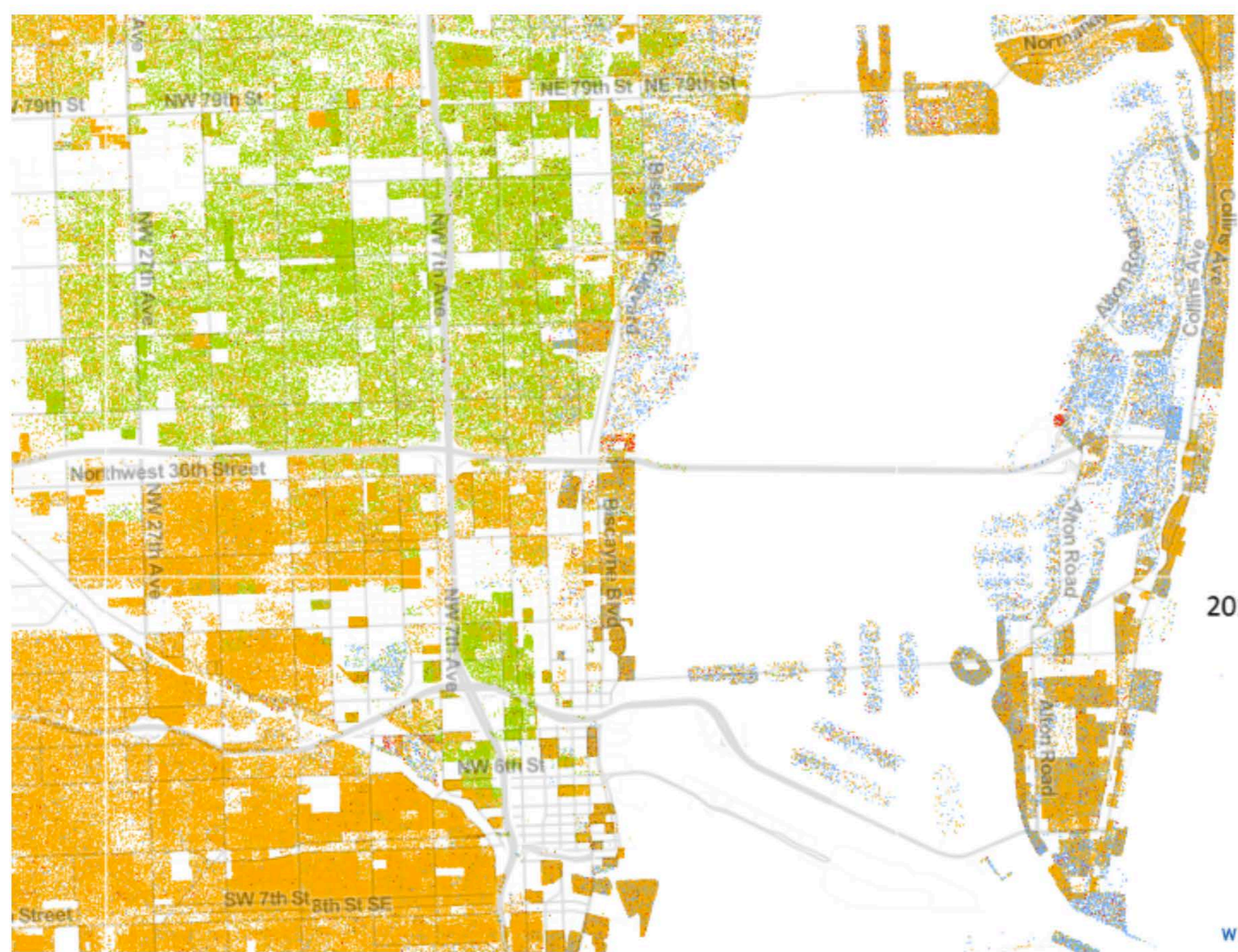
«28 Ave Lamartinière»  
Port-au-Prince

Distinguished by its grand double staircase entrance, this historic residence was built by engineers Jacques Durocher and Thomas Price in 1896, for Thomas Price. He was the engineer in charge of the Hydraulic Service of Port au-Prince and also an engineer for the National Palace. Thomas Price was the nephew and adopted son of Hannibal Price, who was among other things Haiti's Ambassador to the United States. This house was torn down in the

*En 1896, l'ingénieur Thomas Price, assisté de l'ingénieur Jacques Durocher construisit sa propre résidence dont l'entrée desservie par un double escalier en faisait toute sa distinction. Thomas Price, ingénieur responsable du service hydraulique ainsi que du Palais National à Port-au-Prince, était le neveu et fils adoptif d'Hannibal Price qui fut entre autre Ambassadeur d'Haiti aux USA. Cette demeure fut détruite durant les années 70 pour faire place à*



# **PLANNING AND SEGREGATION**



71.2%  
Hispanic/Latino

18.8%  
Black/African-American

2017 U.S. Census Bureau  
Miami

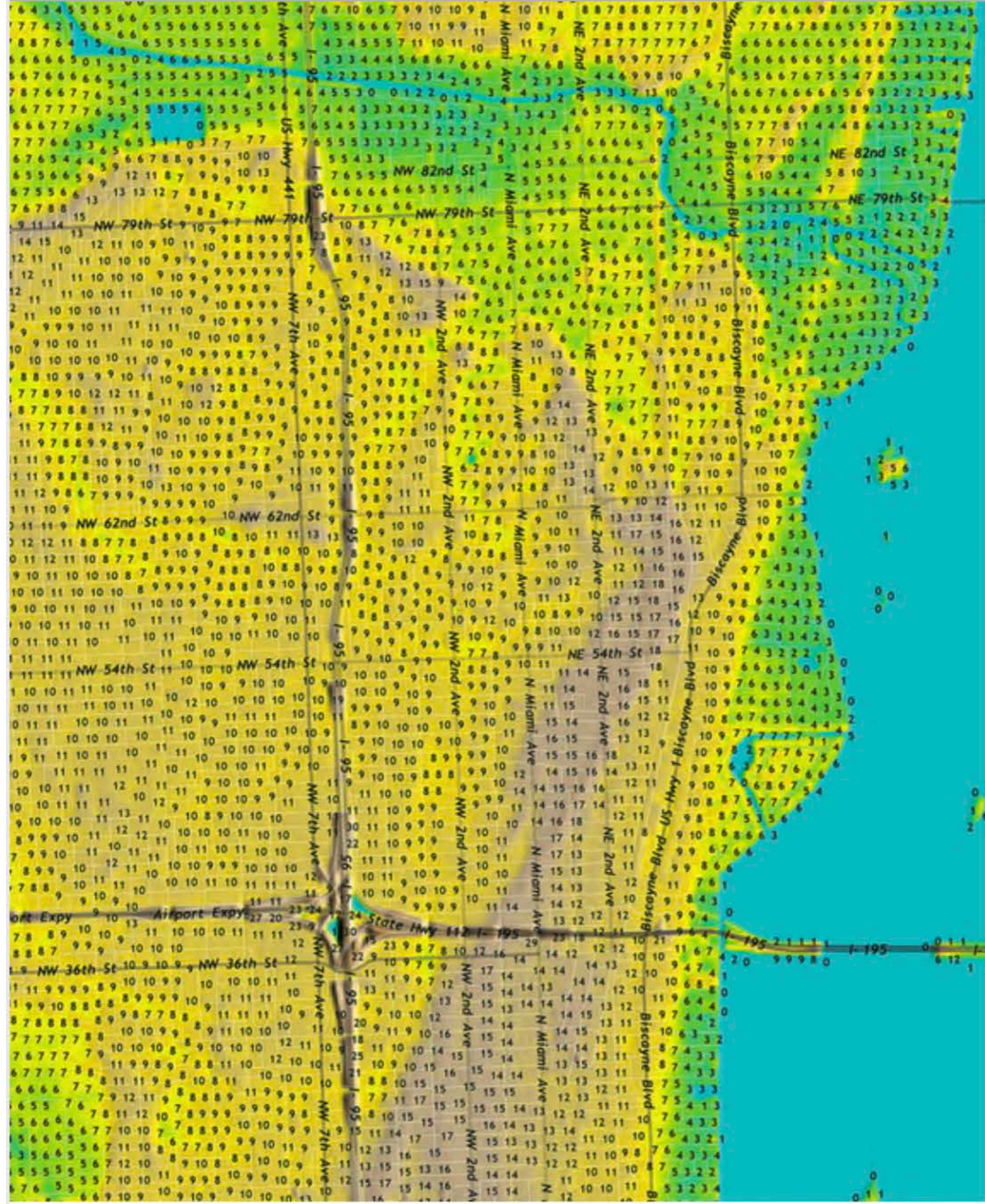
2010 Census Block Data

1 Dot = 1 Person

- White
- Black
- Asian
- Hispanic
- Other Race / Native American / Multi-racial

What am I looking at...?

# **CLIMATE GENTRIFICATION**



**HOW CAN WE ACHIEVE  
EQUITY IN URBAN REDEVELOPMENT?**

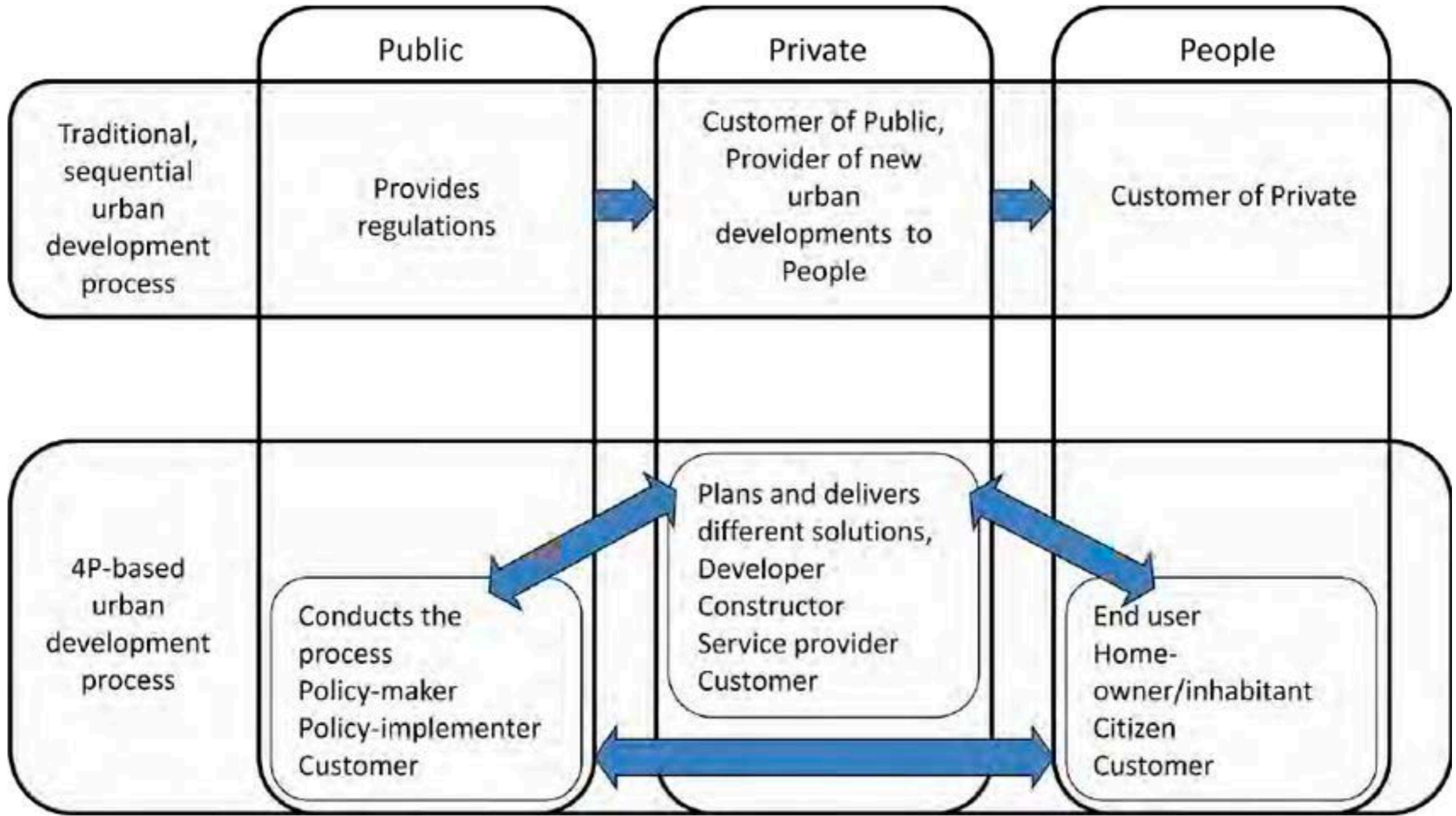
**LEAVING FLORIDA?**

**TAKE A DEVELOPER WITH YOU**

HELP: are we  
asking the right  
questions?

How can Interior Design Profession be a partner with communities in need?  
What role can interior designers play in reducing displacement of resident and in preserving community culture?

# 4P: Public Private People Partnership



## PHASE I: PROBLEM DEFINITION

Selecting a focus user  
and clearly defining  
his or her problem



## PHASE II: NEED FINDING

Building up empathy  
by interviewing and  
observing the user



## PHASE III: IDEATION

Creating many ideas  
to solve the problem



# DESIGN THINKING PROCESS

## PHASE IV: PROTOTYPING

Rapid prototyping  
of one or more ideas

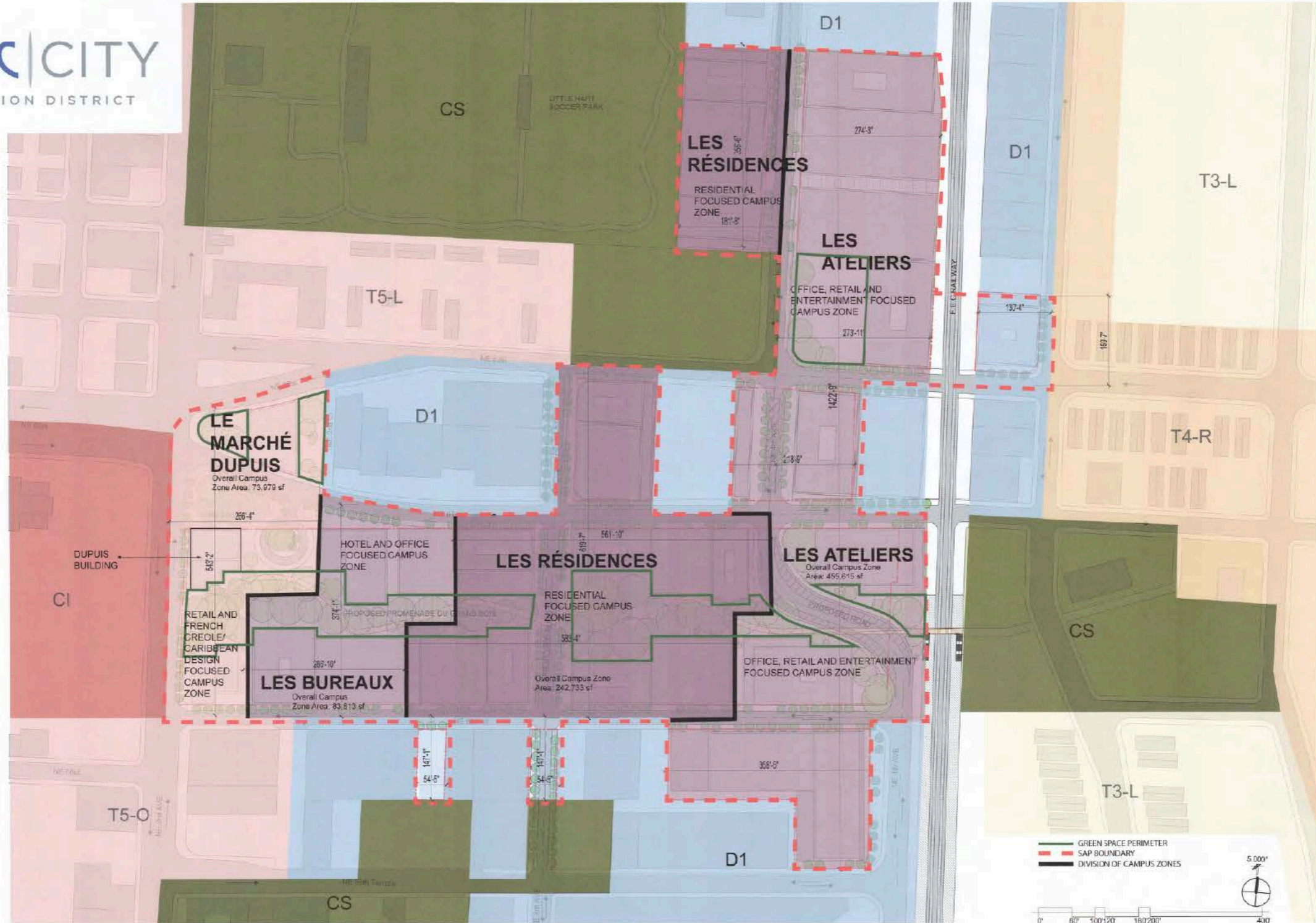


## PHASE V: TESTING

Getting feedback  
on the first prototype  
to improve it



**BUILD UP EMPATHY**



MAGIC CITY INNOVATION DISTRICT SAP - CAMPUS ZONES

CITY OF MIAMI  
HEARING BOARDS  
PLANS REVIEW

Hearing Boards - Date 6/20/18  
Public works - Date 8/16/18  
By: [Signature]  
Zoning - Date 6/21/18  
By: [Signature]  
Planning - Date 6/21/18  
By: [Signature]  
Signature above does not imply approval

[Signature]

June 20, 2018

# MAGIC CITY

INNOVATION DISTRICT

## INNOVATIVE DISTRICTS

CITY OF MIAMI  
HEARING BOARDS  
PLANS REVIEW

Hearing Boards CH - Date 6/20/18  
 Public works - Date 6/20/18  
 By: [Signature]  
 Zoning - Date 6/11/18  
 By: [Signature]  
 Planning - Date 6/22/18  
 By: [Signature]

Signature above does not imply approval

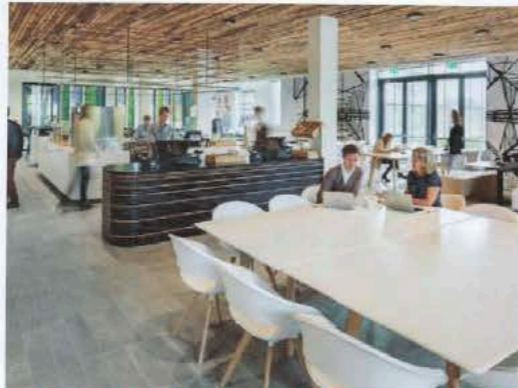


# FOUR PILLARS



**CITY OF MIAMI  
HEARING BOARDS  
PLANS REVIEW**

Hearing Boards - Date 6/21/18  
 Public works - Date 6/21/18  
 By: [Signature]  
 Zoning - Date 6/21/18  
 By: [Signature]  
 Planning - Date 6/21/18  
 By: [Signature]  
Signature above lines not imply approval



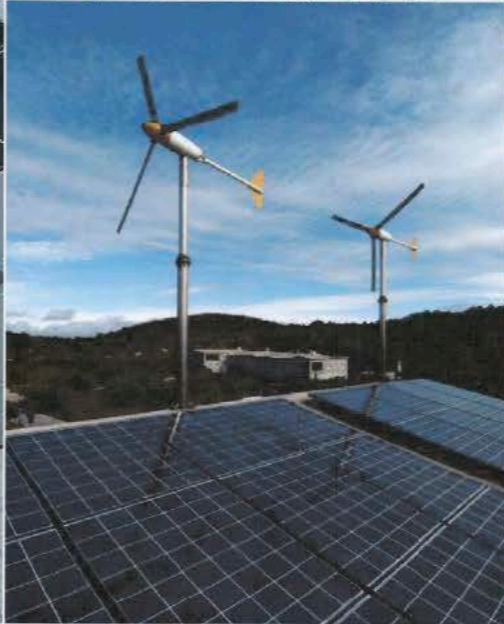
# MAGIC CITY

INNOVATION DISTRICT

## SUSTAINABILITY

CITY OF MIAMI  
HEARING BOARDS  
PLANS REVIEW

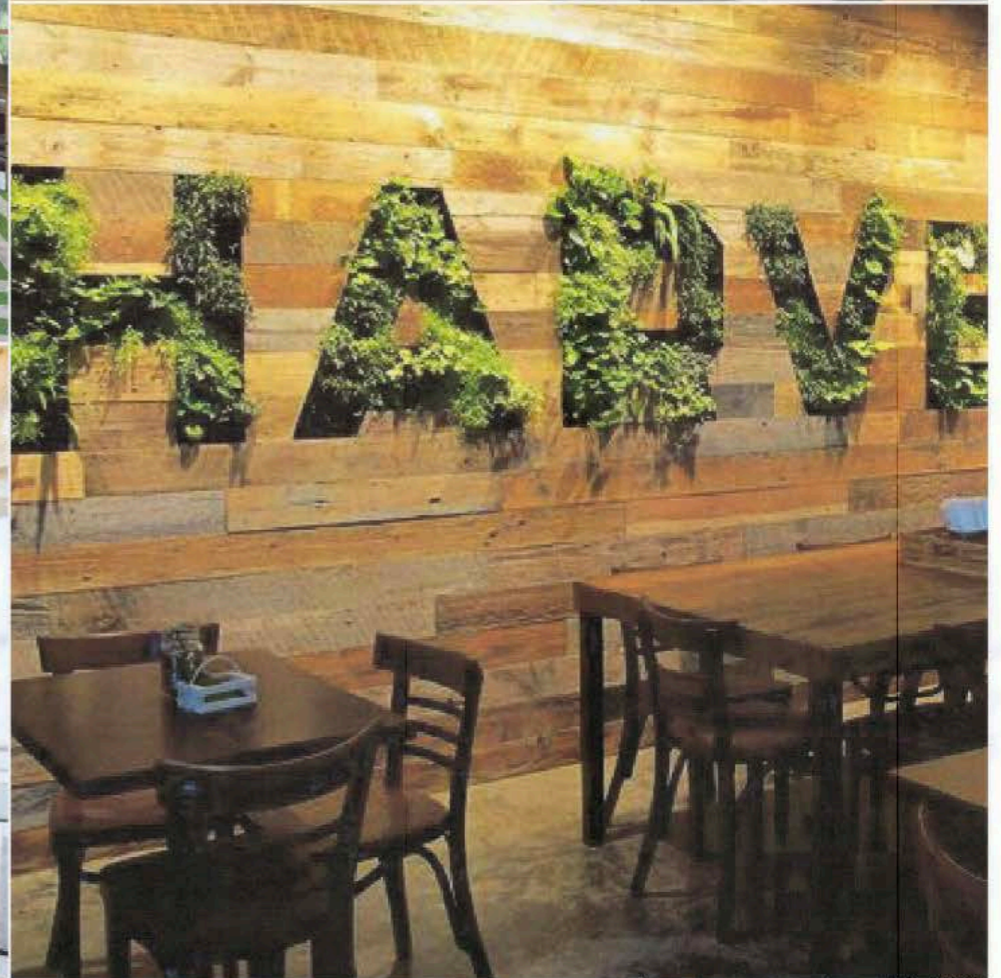
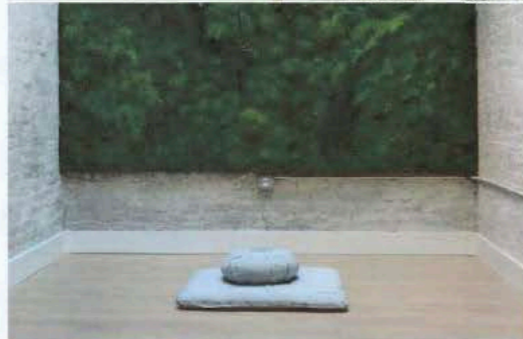
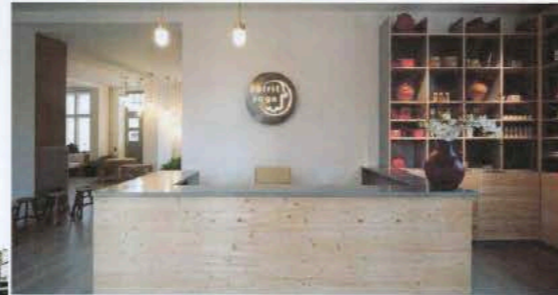
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Public works: - Date: 6/15/18  
By: SOV  
Zoning: - Date: 6/14/18  
By: SOV  
Planning: - Date: 6/21/18  
By: SOV  
Signature above does not imply approval



*Drum* June 20, 2018

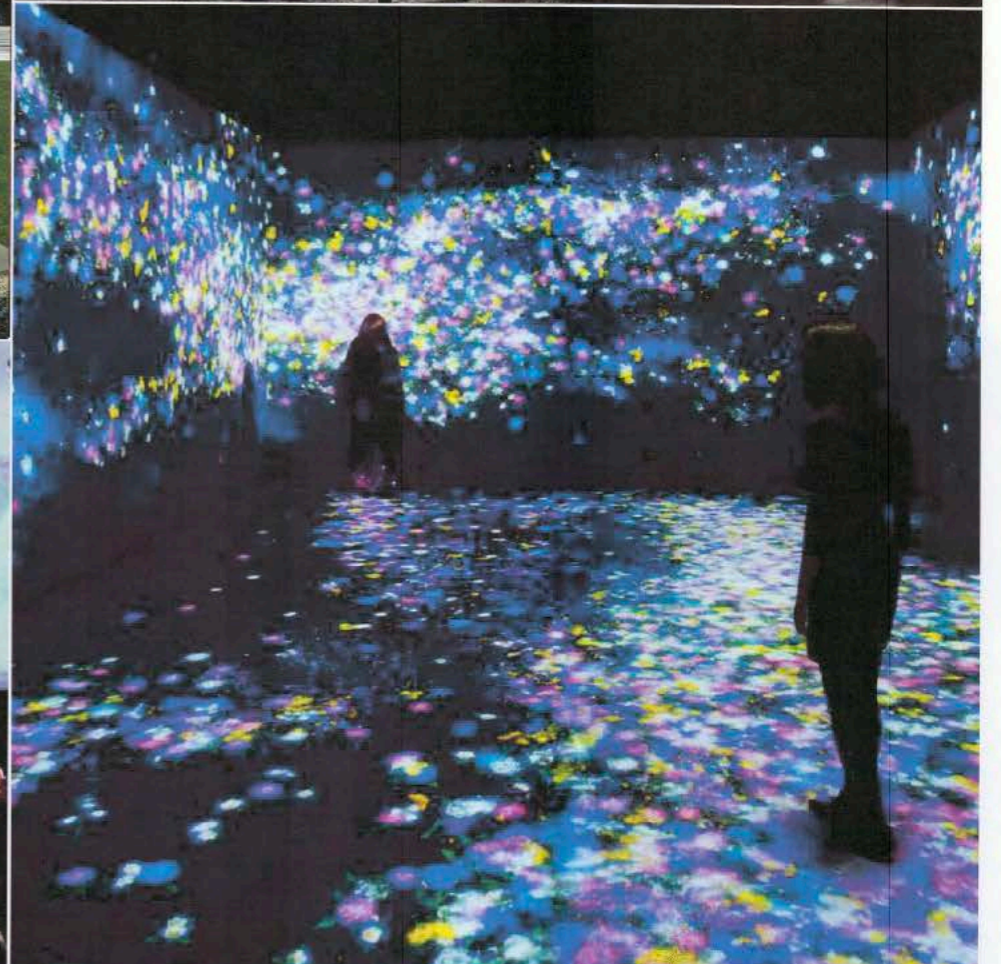
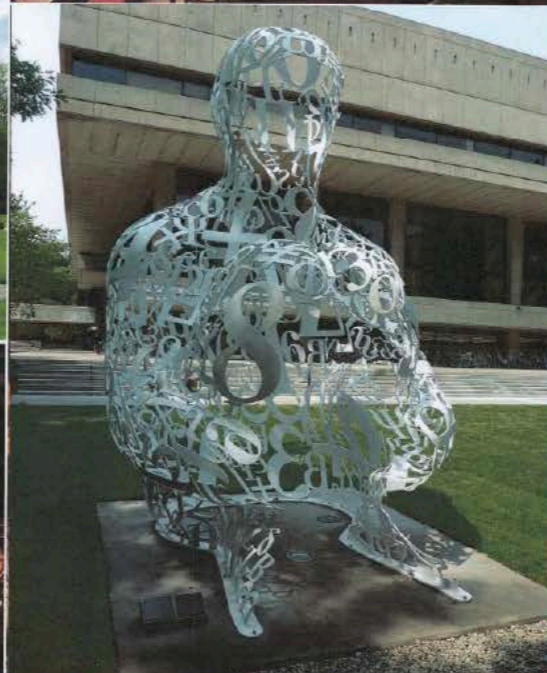
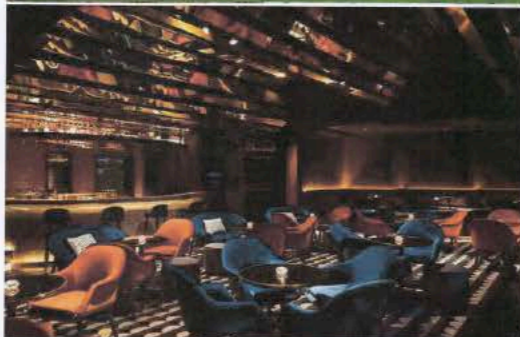
CITY OF MIAMI  
HEARING BOARDS  
PLANS REVIEW

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Public works - Date 6/15/18  
By: [Signature]  
Zoning - Date 6/21/18  
By: [Signature]  
Planning - Date 6/21/18  
By: [Signature]  
Signature above does not imply approval



CITY OF MIAMI  
HEARING BOARDS  
PLANS REVIEW

Hearing Boards # 11 - Date 6/21/18  
Public works - Date 6/21/18  
By: De  
Zoning - Date 6/21/18  
By: De  
Planning - Date 6/21/18  
By: De  
Signatures above does not imply approval



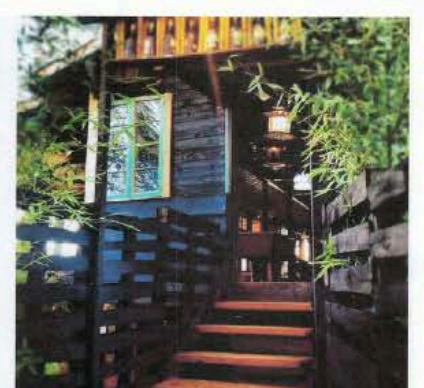
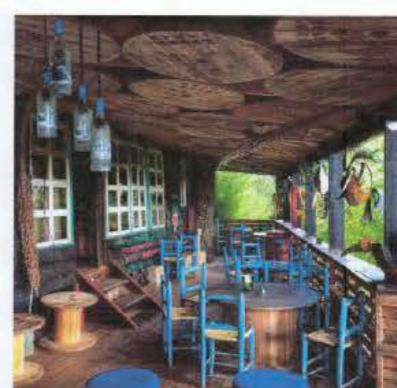
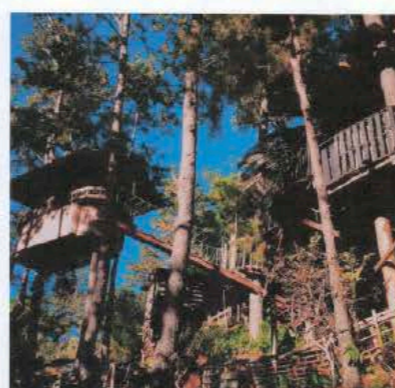
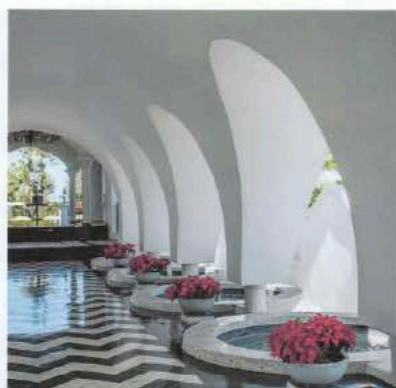
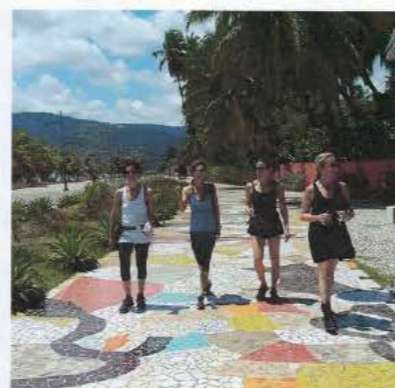
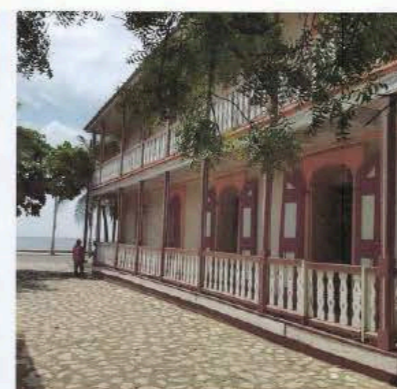
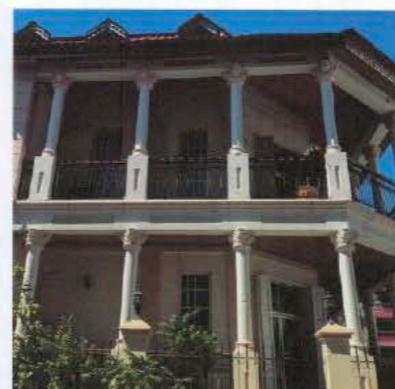
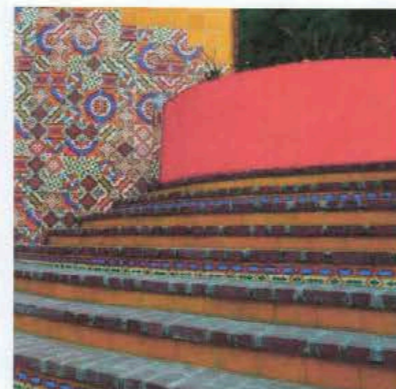
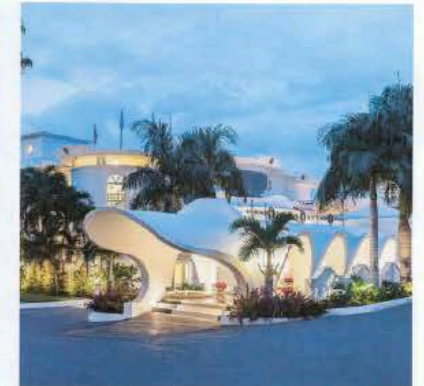
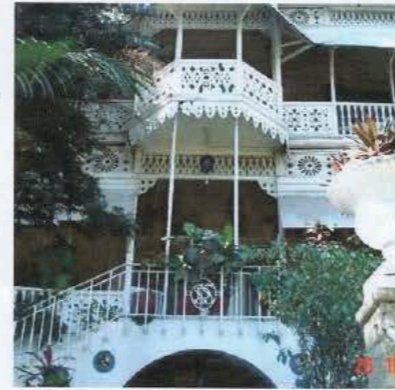
# MAGIC CITY INNOVATION DISTRICT

## CULTURAL, ARCHITECTURAL AND URBAN DESIGN MOOD

CITY OF MIAMI  
HEARING BOARDS  
PLANS REVIEW

Hearing Boards - Date: 6/21/18  
Public works - Date: 6/26/18  
By: [Signature]  
Zoning - Date: 6/27/18  
By: [Signature]  
Planning - Date: 6/27/18  
By: [Signature]

Signature above does not imply approval



NOTE: ILLUSTRATIVE EXAMPLES ONLY

*[Signature]* June 20, 2018

# MAGIC CITY

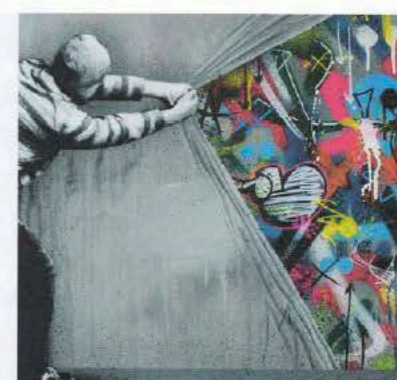
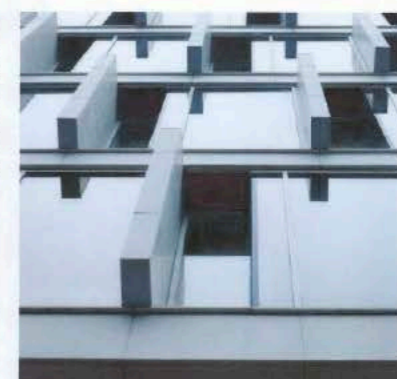
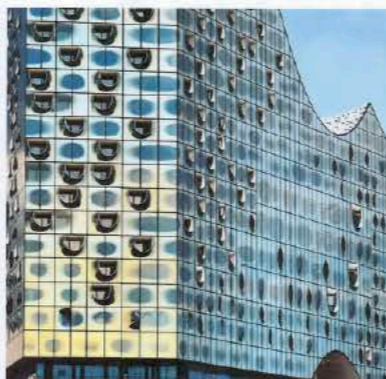
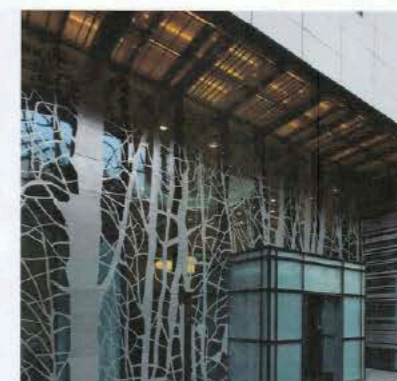
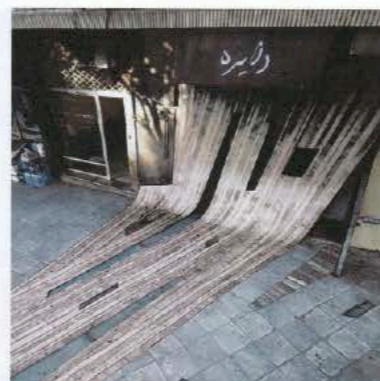
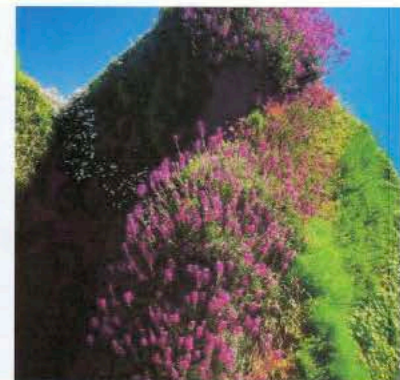
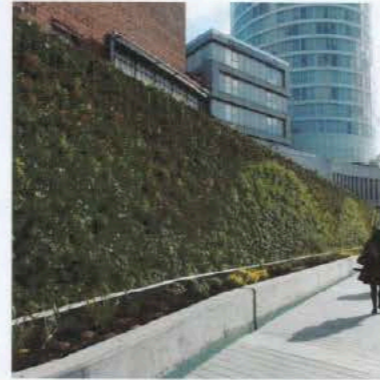
INNOVATION DISTRICT

## NON-ACTIVE FACADE TREATMENT

CITY OF MIAMI  
HEARING BOARDS  
PLANS REVIEW

Hearing Boards - Date 6/21/18  
Public works - Date 6/16/18  
By: [Signature]  
Zoning - Date April 15  
By: [Signature]  
Planning - Date 6/21/18  
By: [Signature]

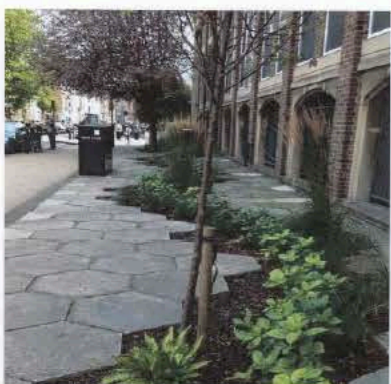
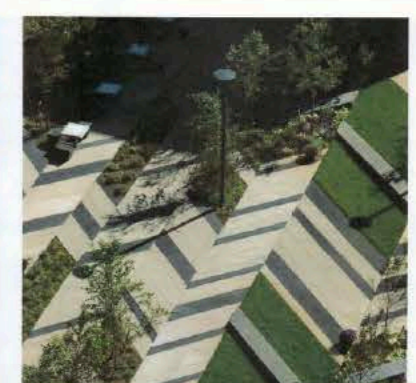
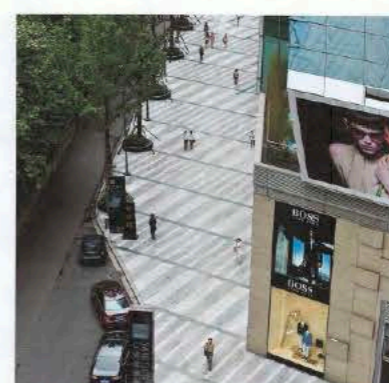
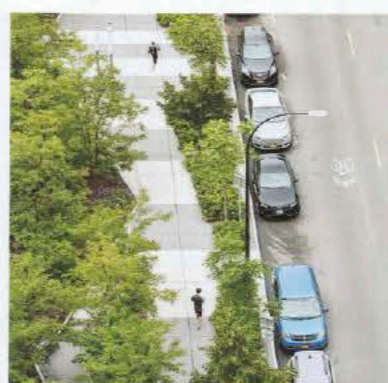
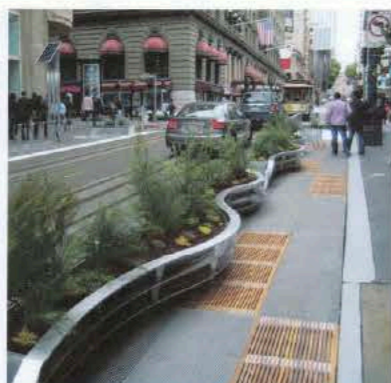
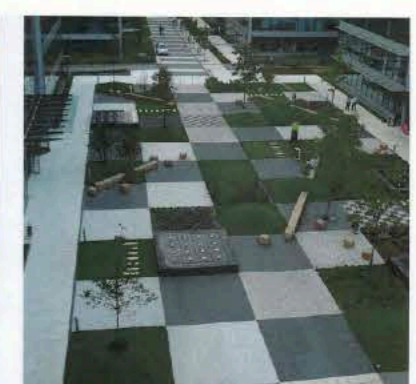
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CITY OF MIAMI  
HEARING BOARDS  
PLANS REVIEW

Hearing Boards - Date 6/21/18  
 Public Works - Date 6/16/18  
 By: [Signature]  
 Zoning - Date 6/14/18  
 By: [Signature]  
 Planning - Date 6/12/18  
 By: [Signature]  
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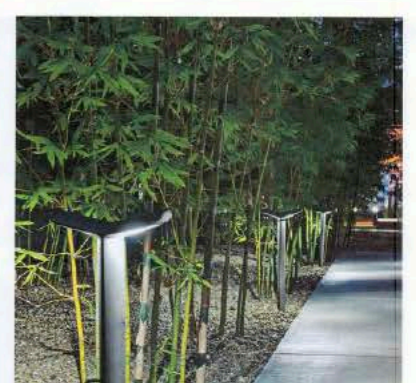
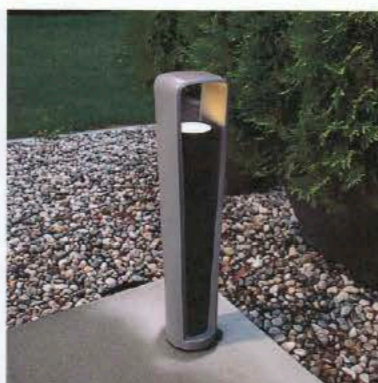
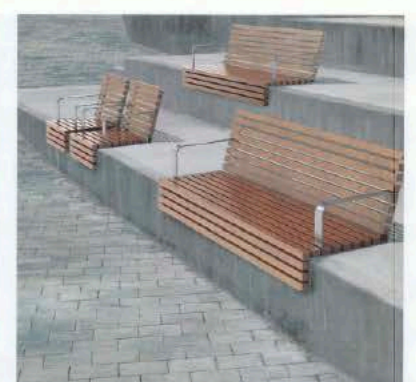
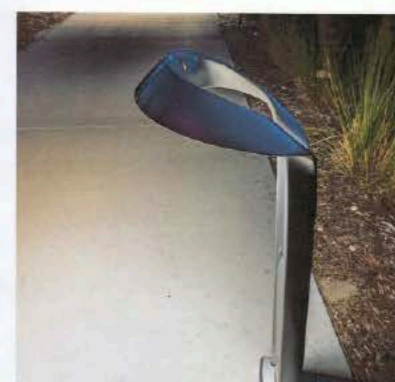
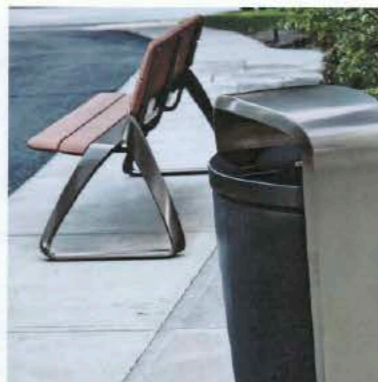
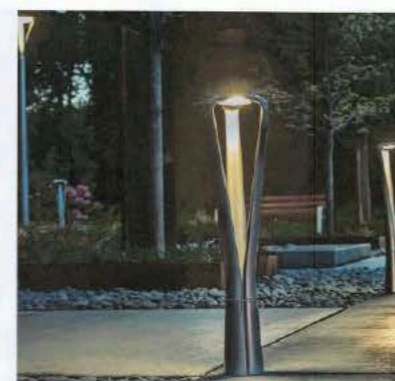
NOTE: ILLUSTRATIVE EXAMPLES ONLY

**SITE FURNISHING  
MOOD**

CITY OF MIAMI  
HEARING BOARDS  
PLANS REVIEW

Hearing Boards - Date: 6/21/18  
Public works - Date: 6/26/18  
By: [Signature]  
Zoning - Date: 6/21/18  
By: [Signature]  
Planning - Date: 6/21/18  
By: [Signature]

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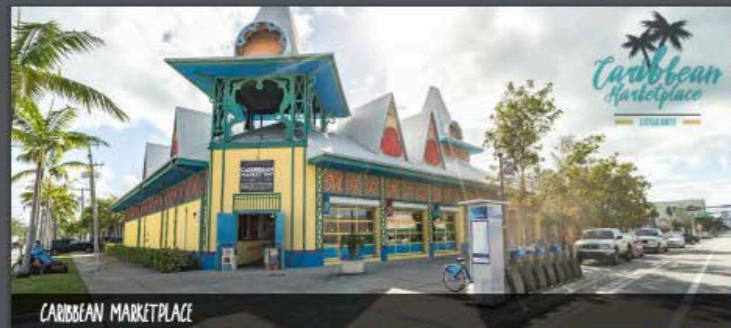
NOTE: ILLUSTRATIVE EXAMPLES ONLY

[Signature], June 20, 2018

# Magic City Innovation District® – Little Haiti is **revitalizing** the Little Haiti and Little River neighborhoods to create a **world-class destination.**

We will provide Miami a walkable, campus-like neighborhood where individuals from diverse backgrounds can enjoy a quality life and **help write the next chapter of history on how we live, work, play and learn together.**

Magic City Innovation District® – Little Haiti will serve as a new **model for future innovation districts and real estate development worldwide.**



CARIBBEAN MARKETPLACE



LITTLE HAITI CULTURAL COMPLEX



ARTIST: MOISE DORELAIN



PANTHER COFFEE



SIXTY40 MIAMI



LA PIAZZETTA PIZZERIA



NOTRE DAME D'HAITI CATHOLIC CHURCH



FIORITO



IMPERIAL MOTO CAFE



SWEAT RECORDS



CHURCHILLS

For more information regarding Little Haiti and general events happening in the city, please visit [miamiandbeachwa.com](http://miamiandbeachwa.com) | [info@littlehaiti.com](mailto:info@littlehaiti.com)

### History of Little Haiti

ORIGINALLY KNOWN AS LEMON CITY, AFTER THE UNUSUAL SWEET LEMON TREES THAT GREW IN THE AREA, THIS VIBRANT NEIGHBORHOOD WAS ALREADY IN EXISTENCE BEFORE MIAMI'S INCORPORATION IN THE LATE 19TH CENTURY. AS THE CITY OF MIAMI GREW AND BECAME MORE PROGRESSIVE, THE EARLY SETTLERS OF LEMON CITY HAVING MOSTLY FROM THE CAROLINAS, NORTH CAROLINA, AND THE FLORIDA COAST, EVENTUALLY RELOCATED TO URBAN NEIGHBORHOODS, LEAVING THE AREA MOSTLY DESERTED.

THE NEIGHBORHOOD NOW KNOWN AS LITTLE HAITI IS LOCATED WITHIN THE HEART OF THE CITY OF MIAMI, ON AN AREA OF APPROXIMATELY 3.5 SQUARE MILES. LITTLE HAITI IS NOT AN INCORPORATED CITY OR TOWNSHIP, BUT RATHER IS A NEIGHBORHOOD THAT WAS OFFICIALLY RECOGNIZED BY THE CITY OF MIAMI IN 2016. IT GAINED ITS NAME IN THE LATE 1930S AND EARLY 1940S WHEN HAITIAN IMMIGRANTS CAME TO MIAMI AND SETTLED IN AN AREA THAT INCLUDED LEMON CITY, LITTLE RIVER AND SANNA VISTA.

WHILE THE ORIGINAL LEMON GROVES ARE LONG GONE, THE AREA NOW HOSTS BUSINESSES, RESTAURANTS, AN ANGEL AND WATSON CREEK, AS WELL AS A MIXTURE OF FOOD, ENTERTAINMENT AND HUMANITY ART STORIES IN THE COMPLEX AND BEHOLD CULTURAL HERITAGES OF THE AFRICAN-CARIBBEAN IMMIGRANTS WHO BUILT IT UP TO ITS AREA TODAY. LITTLE HAITI HAS EVOLVED INTO A CULTURAL BEACH IN MIAMI'S ARTS COMMUNITIES THROUGHOUT THE YEARS, SMALL BUSINESSES LIKE CELEBRATED BEBOP STAINS, HITSOY HANG, AND AUTHENTIC ARTWORK HAVE GROWN INTO THE NEIGHBORHOOD, CREATING THEIR OWN PATRIOTIC PATCHWORK WITHIN THE AFRICAN DISTRICT LITTLE HAITI.

The Miami Trolley is a free service provided by the city of Miami.

Hours of Operation

Weekdays	6:30 AM to 6:00 PM
Saturday	6:30 AM to 6:00 PM
Sunday	6:30 AM to 6:00 PM

### Sounds of Little Haiti

OUNDS OF LITTLE HAITI IS AN IMMERSIVE CULTURAL EXPERIENCE IN THE HEART OF DOWNTOWN LITTLE HAITI. THE FREE OUTDOOR CONCERT IS AN OPPORTUNITY FOR THE HAITIAN IMMIGRANT, LOCAL MIAMIANS AND TOURISTS TO CELEBRATE AUTHENTIC HAITIAN CULTURE AND ITS INFLUENCE ON THE LOCAL COMMUNITY. SOUNDS OF LITTLE HAITI IS THE CULTURAL EVENT TO ATTEND AT THE LITTLE HAITI CULTURAL COMPLEX.

OUNDS OF LITTLE HAITI IS AN EVENING OF LIVE AND ENTERTAINMENT FOR THE WHOLE FAMILY. BEAUTIFUL ART, GREAT FOOD, AND LIVE MUSIC IS ALWAYS AVAILABLE.

Every Third Friday night!