



LE BAZAAR

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WHY A BAZAAR?

Though bazaars have been around thousands of years. The term simply means "covered marketplace", or in some instances a network between merchants and traders.

We consider a bazaar a space for the exchange of cultures, services, and goods through a sensorial experience with the use of colors, textures, flavors, and music that will spark curiosity in every visitor. Local businesses will boost their visibility and promotion in our marketplace while selling their crafts to locals and newcomers.

PROJECT GOALS

Retail

HAVE A CONVENIENT RETAIL LOCATION WHERE THE COMMUNITY CAN BUY GOODS, PRODUCTS, FOOD, AND IT CAN SERVE AS AN OPPORTUNITY FOR THEM TO BE A PART OF THE COMPANY'S TEAM.

Hospitality

TO PROVIDE THE INCOMING COMMUNITY AN ENJOYABLE STAY AND MAKING SURE THEY ARE TAKEN CARE OF AND SATISFIED THROUGHOUT THEIR EXPERIENCE IN OUR LOCATION.

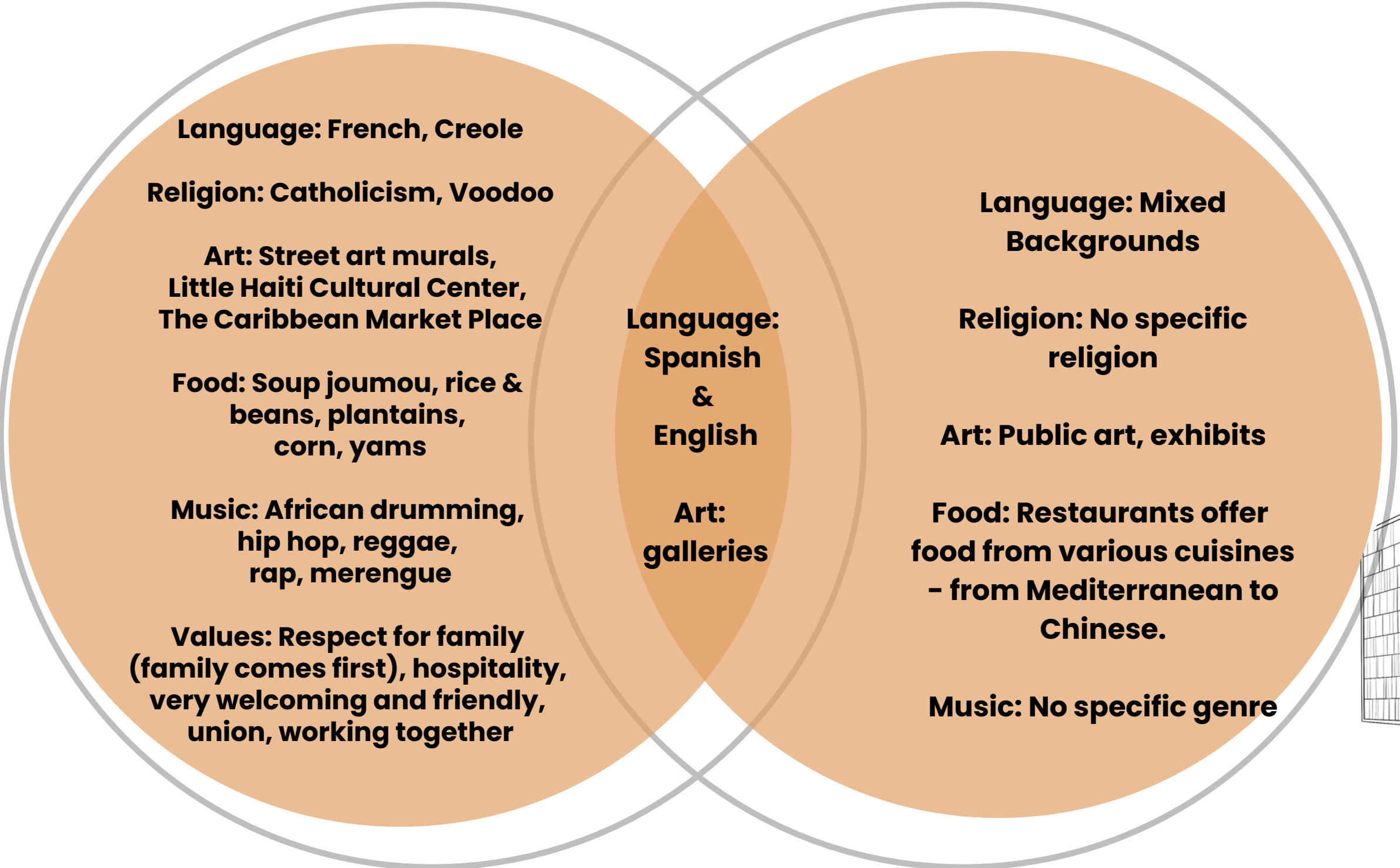
Education

TO BRING A LOCATION WHERE PEOPLE CAN BE EDUCATED IN REGARDS TO THE SERVICES AND HOW THEY TIE WITH THE HAITIAN CULTURE TO PROVIDE A COMFORTABLE SETTING FOR THE COMMUNITY TO COLLABORATE. ENTERTAINMENT AND EDUCATION INTERTWINE FREQUENTLY BECAUSE EDUCATION CAN BE FUN . BOTH OPEN DOORS TO BEING EXPOSED TO INTERACTING WITH OTHER PEOPLE AND IMPROVING SOCIAL COMMUNICATIO

CULTURE IDENTITY

Little Haiti

Design District

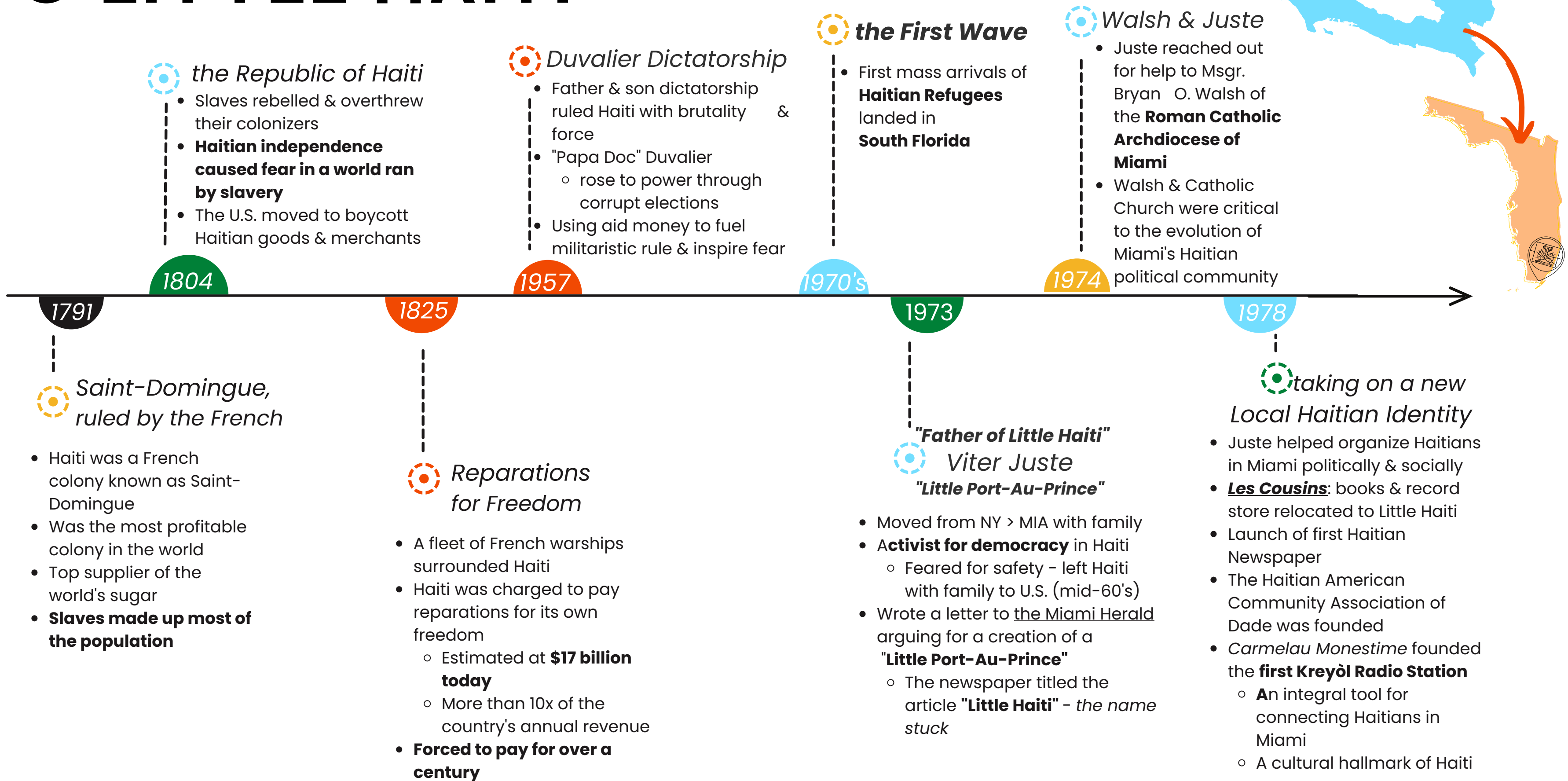


Little Haiti is a district that is composed of Haitian population. The shops found here are more cultural and local shops honoring the Haitian culture. The restaurants in the zone offer foods from Haiti.

Design district is a place full of diversity of cultures since it is very touristic. It is a high end luxury store center in which restaurants are also high end.

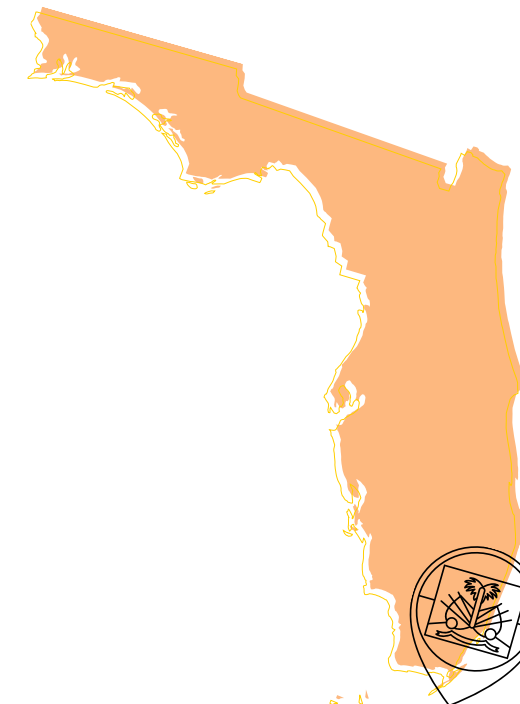


FROM BIG HAITI TO LITTLE HAITI



TAKING ON A NEW

LOCAL HAITIAN IDENTITY



in search of Asylum

- **25,000 Haitians came to S. FL seeking asylum**
- The US Government sent back as many as possible even though they fled their homes in fear

1980's

1980

Notre Dame D' Haiti Catholic Church

- Previously **Cathedral of St. Mary**
- Remains one of the few churches to offer three separate Sunday masses in English, Spanish, & Kreyòl
- *In memory of Haitians who have drowned while attempting to sail to the US a wood & iron crucifix was erected in their honor*

Libreri Mapou

- Opened in Little Haiti
- Offering Books in French, Creole & English on Haiti & the Caribbean

1986

1990

New Cultural Pride & Energy

- Botanicas, Restaurants, & Independent Entrepreneurs brought a new Haitian style to the Neighborhood
 - Haitian- owned businesses

Little Haiti Marketplace

1992

Chef Creole

Tours of

-  *Little Haiti*
 - **David C. Brown** started doing tours
 - Author of *"The Story of Little Haiti: Featuring it's. Pioneers"*

2003

2009

Little Haiti Cultural Center

- Renamed **the Little Haiti Cultural Complex**
- Brought new cultural dimension to the area
- Features: exhibition & studio spaces, theater, & courtyard

Earthquake

- Devastating Earthquake in Haiti

2010

2011

"Big Night in Little Haiti"

- A concert series & street festival
- A cluster of emerging artists & galleries has led to a new artistic bloom
 - Many artists integrating with the neighborhood instead of erasing Little Haiti's cultural identity

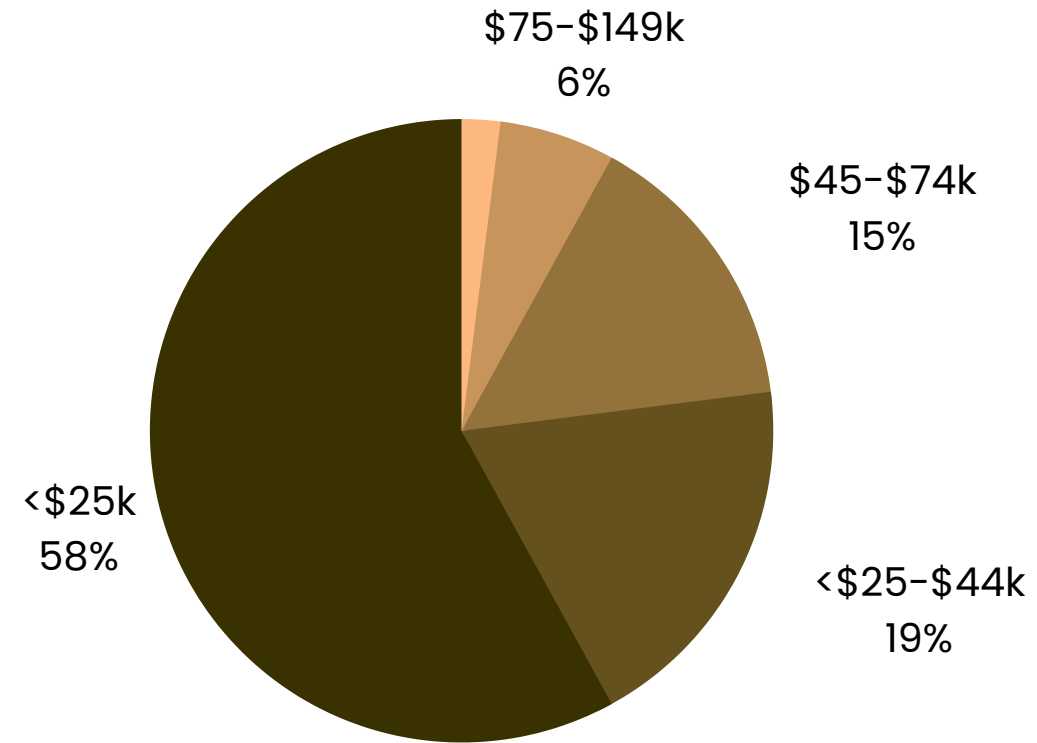
The rise of these cultural venues & events led to recent focus on Little Haiti as an arts destination.

DEMOGRAPHIC

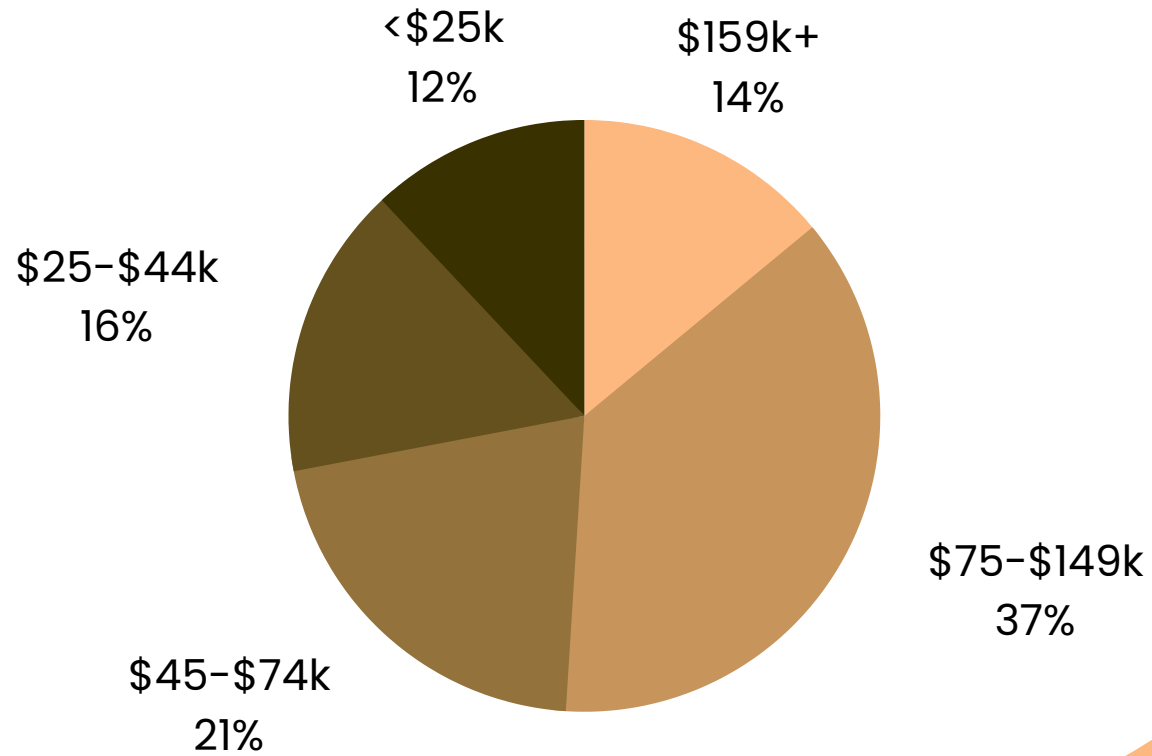
Income

Race

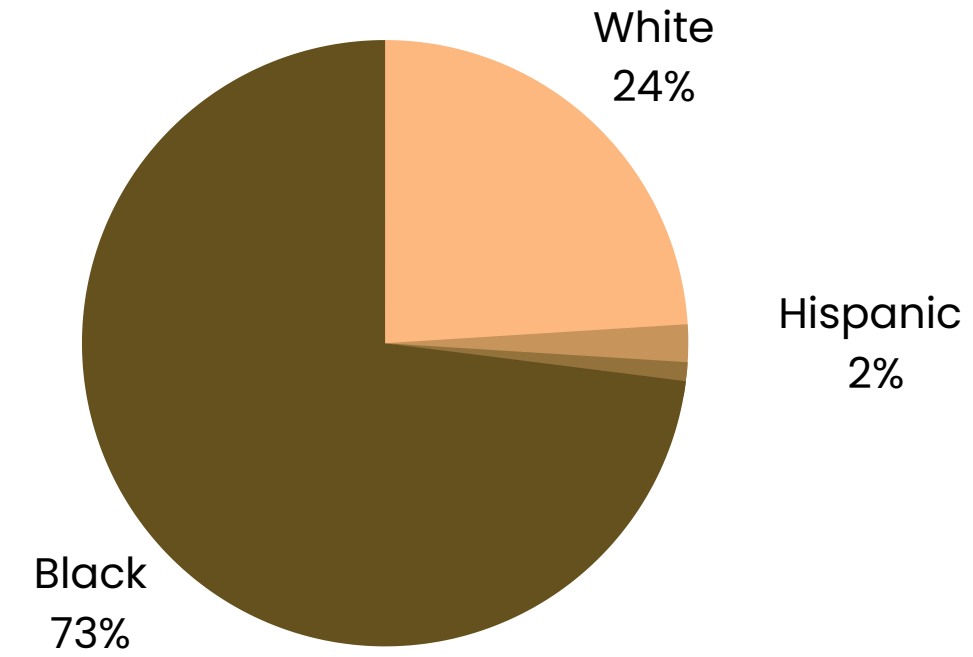
Little Haiti



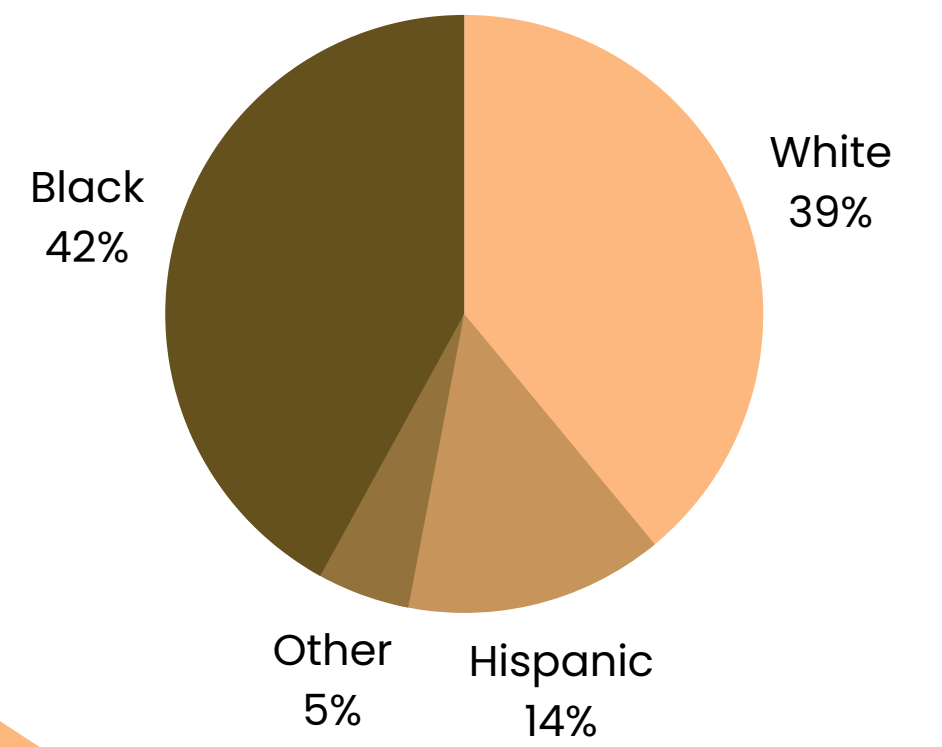
Design District



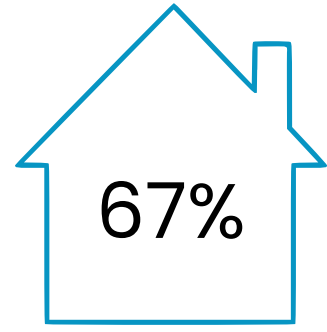
Little Haiti



Design District

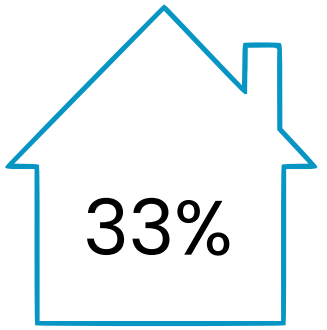


Household Income



Rented

Little Haiti
\$23,331



Owned

Design District
\$69,071

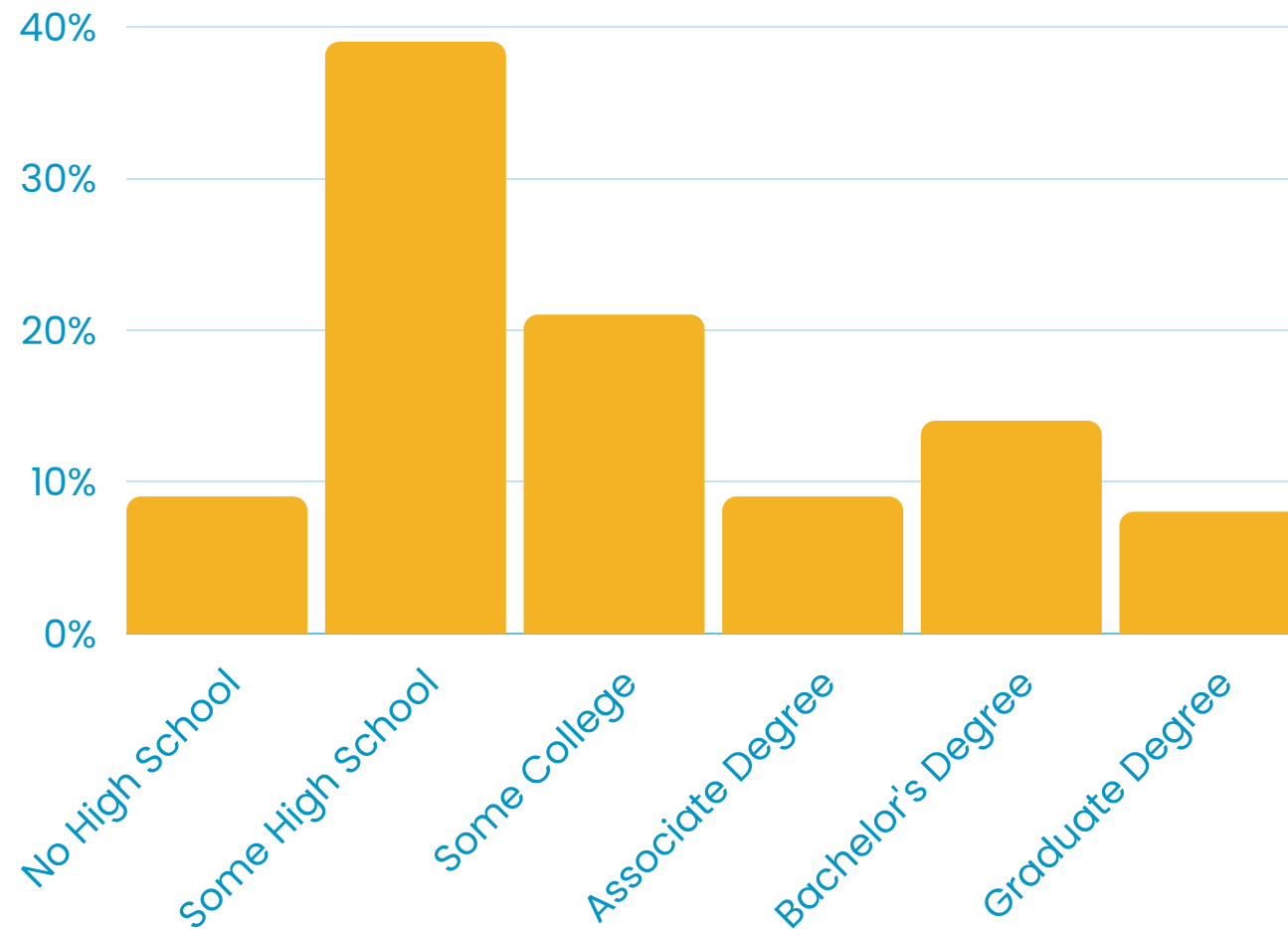
DEMOGRAPHIC CONCLUSIONS

Little Haiti has experienced a lack of support for local businesses from the community and the economy compared to its Design District counterpart. This results in lower **incomes** and fewer job opportunities for the residents of Little Haiti, with 58% of the population making below \$25,000.

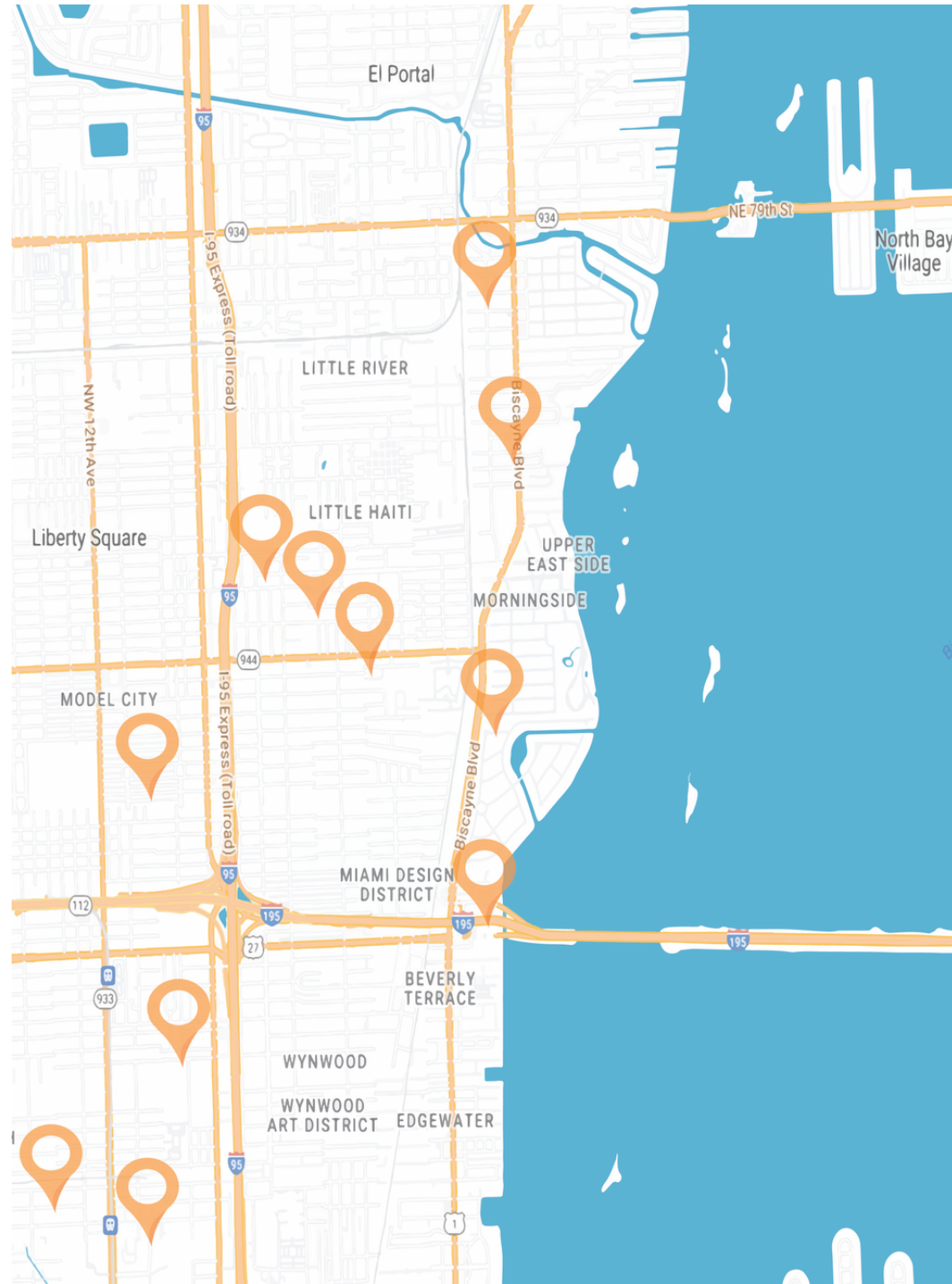
The cost of renting is less than the cost of owning, with living costs related to mortgage or rent occupying at least 35% of income for both owners and renters. This is suggestive of a **housing** cost burden that displaces existing residents.

There is an apparent gap between lower and higher level **education**, as all public schools are seen as below average. This limits students from finding quality jobs and forces them to continue in this cycle of poverty.

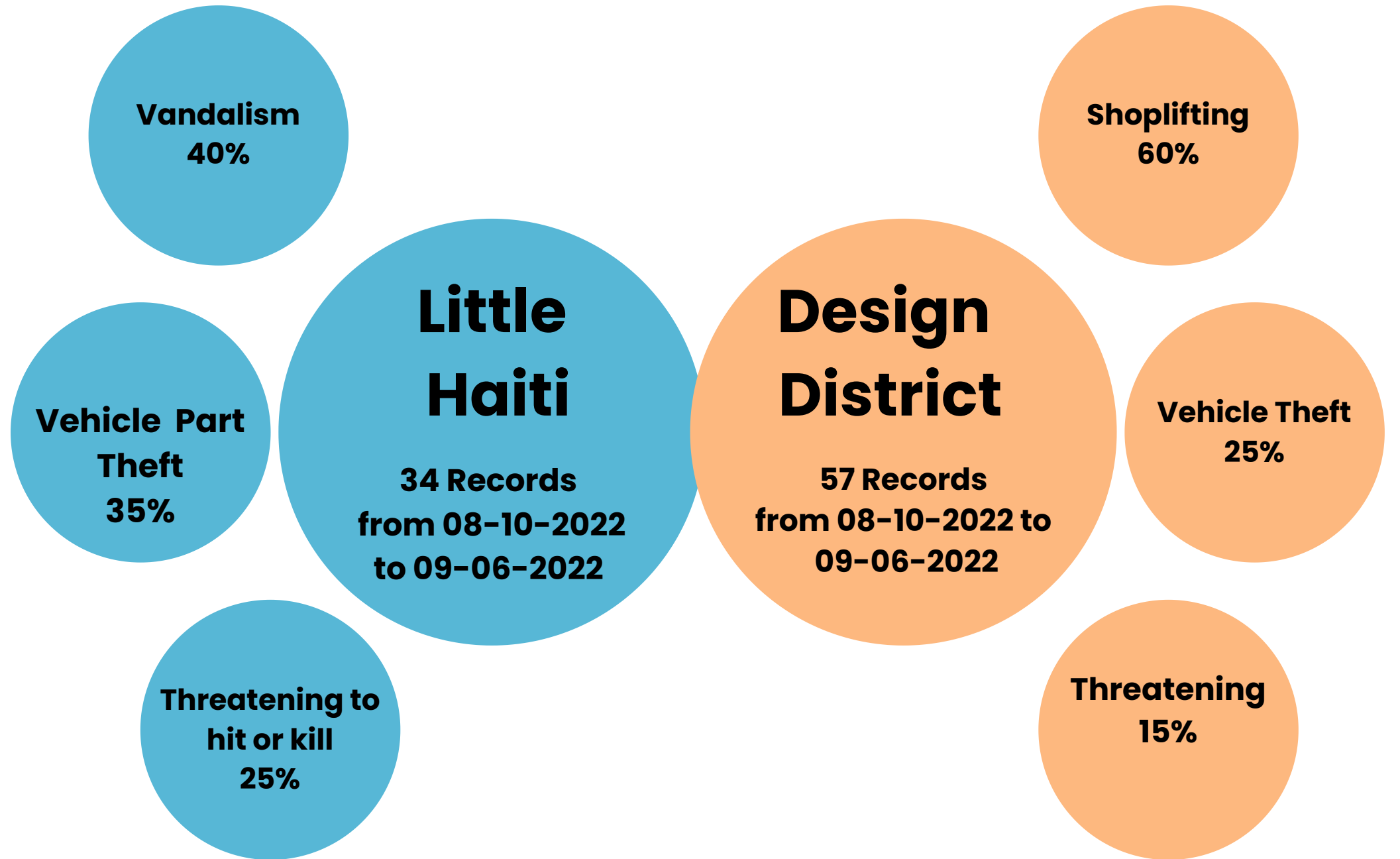
Education



HEALTH AND SAFETY



Health Centers in the Area



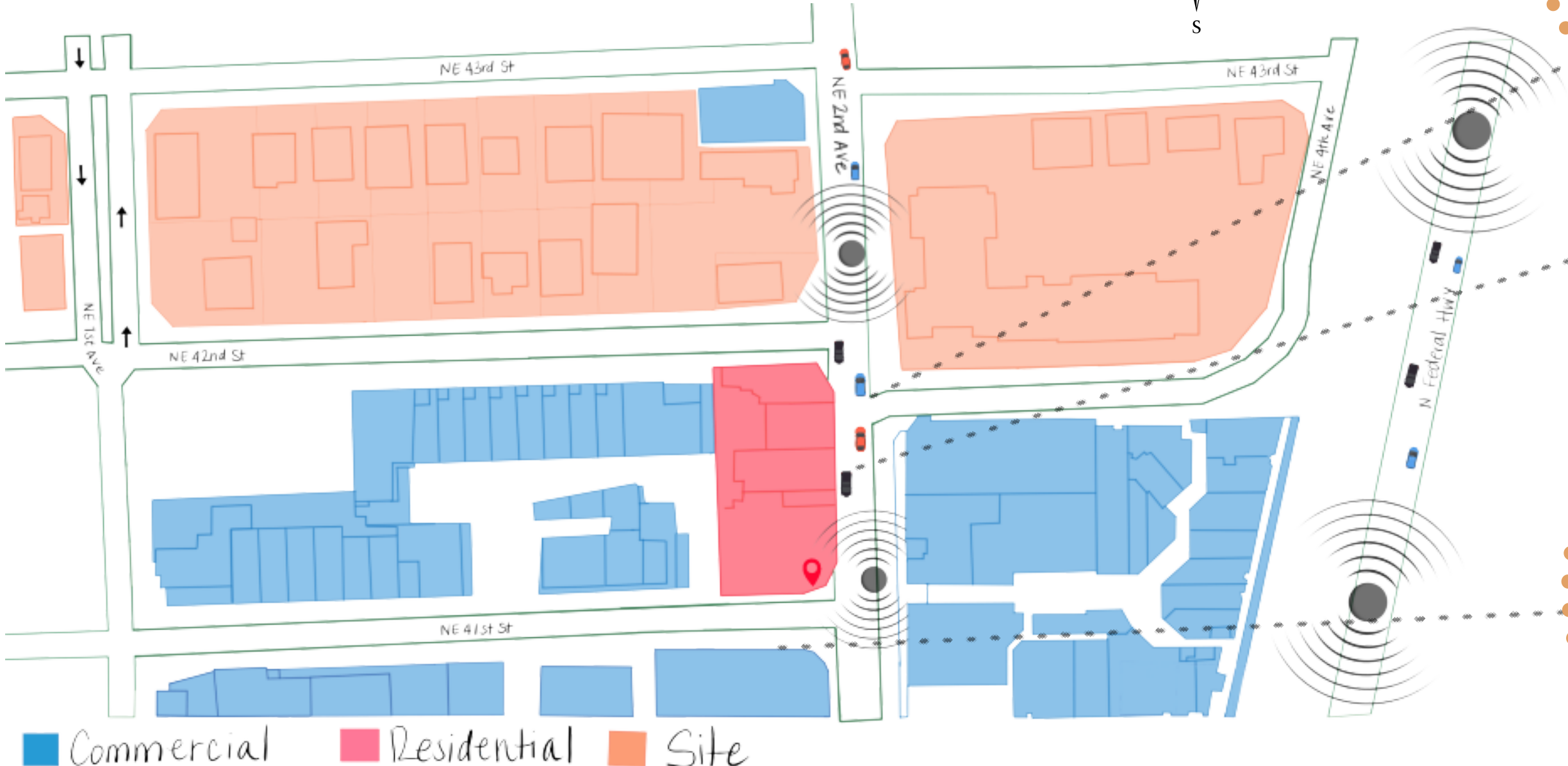
We will put in place a strategy for shoplifting, which is the most frequent crime in this area, in response to safety. We'll develop a concierge service that offers personalized accommodations and companionship while still maintaining control over and knowledge with the building's users. To ensure the success of our business, we want our establishment to be a secure place for both our customers and staff.

SITE

ANALYSIS

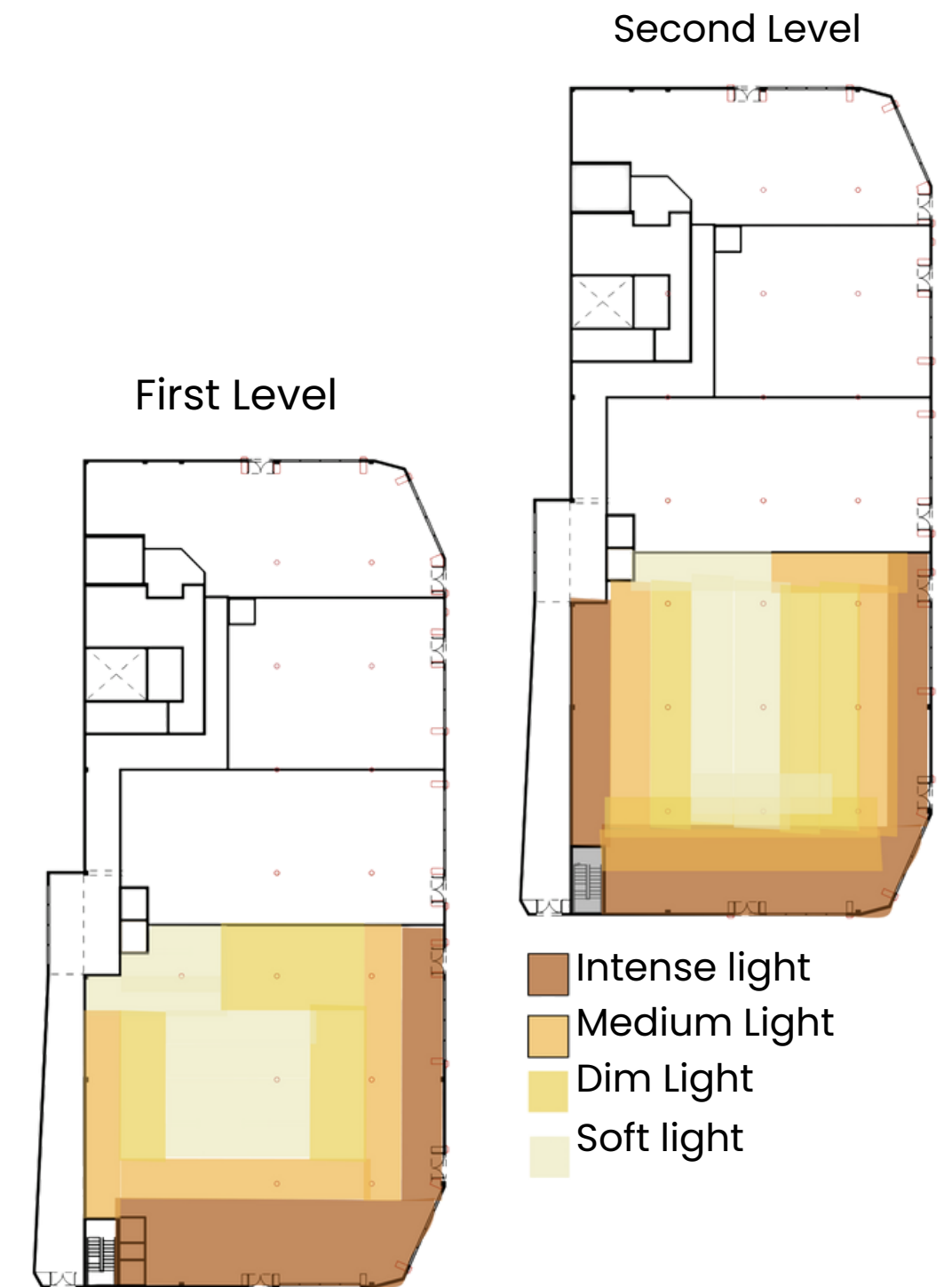
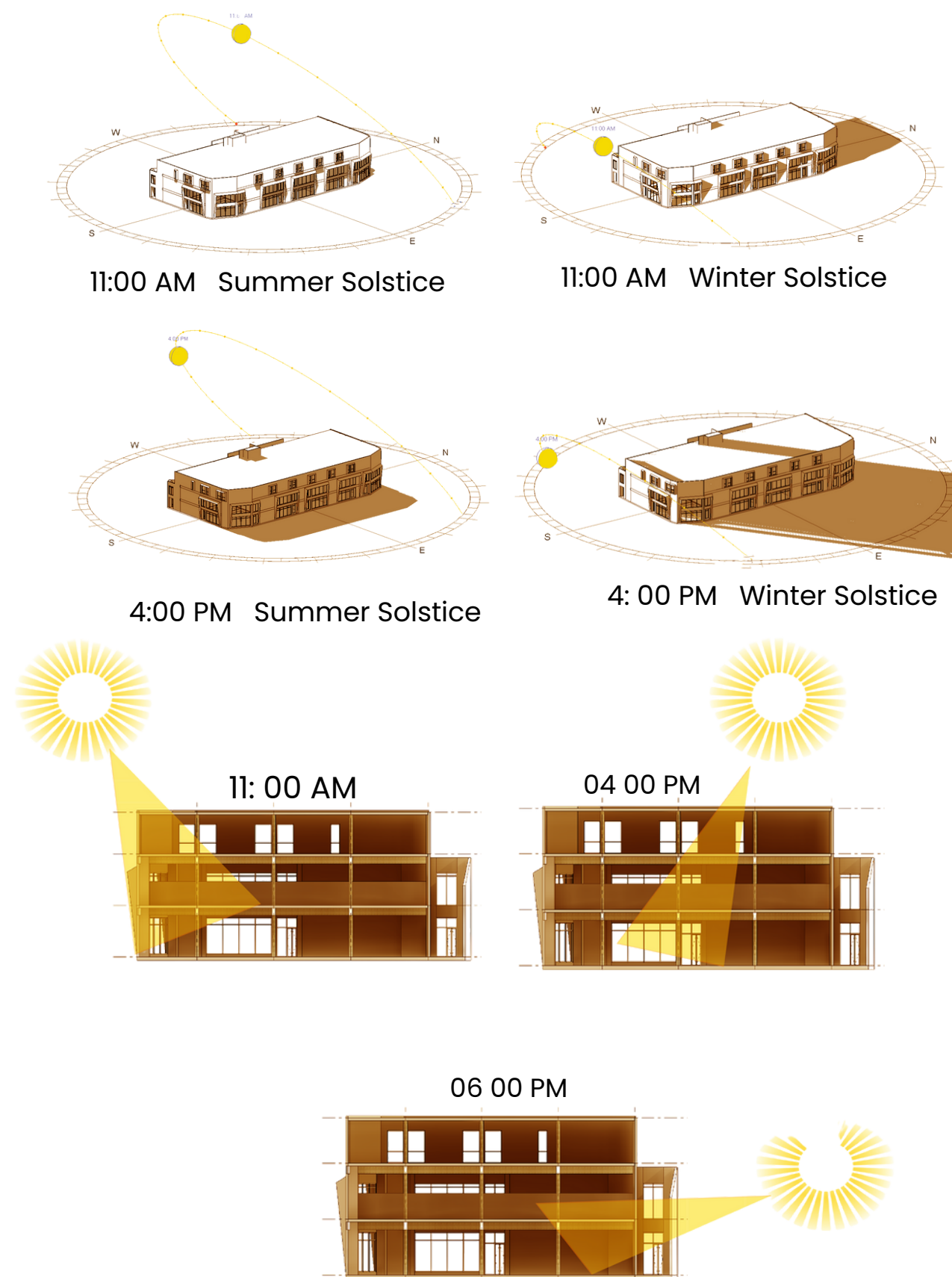
The site is located next to Miami's Design District, a luxury neighborhood where there is dining, boutiques, art, and events. The site is five minutes away from Little Haiti and our goal is to intertwine these distinct communities.

- The **surroundings** of the building consist both residential and commercial areas.
- North East of the site is their parking garage, there is also valet parking offered in the surroundings.
- **Noise** coming from incoming vehicular **traffic** from a busy street in front of the building and the highway. Acoustic treatments are the best way to improve the acoustic quality of space and bring a solution to that problem.

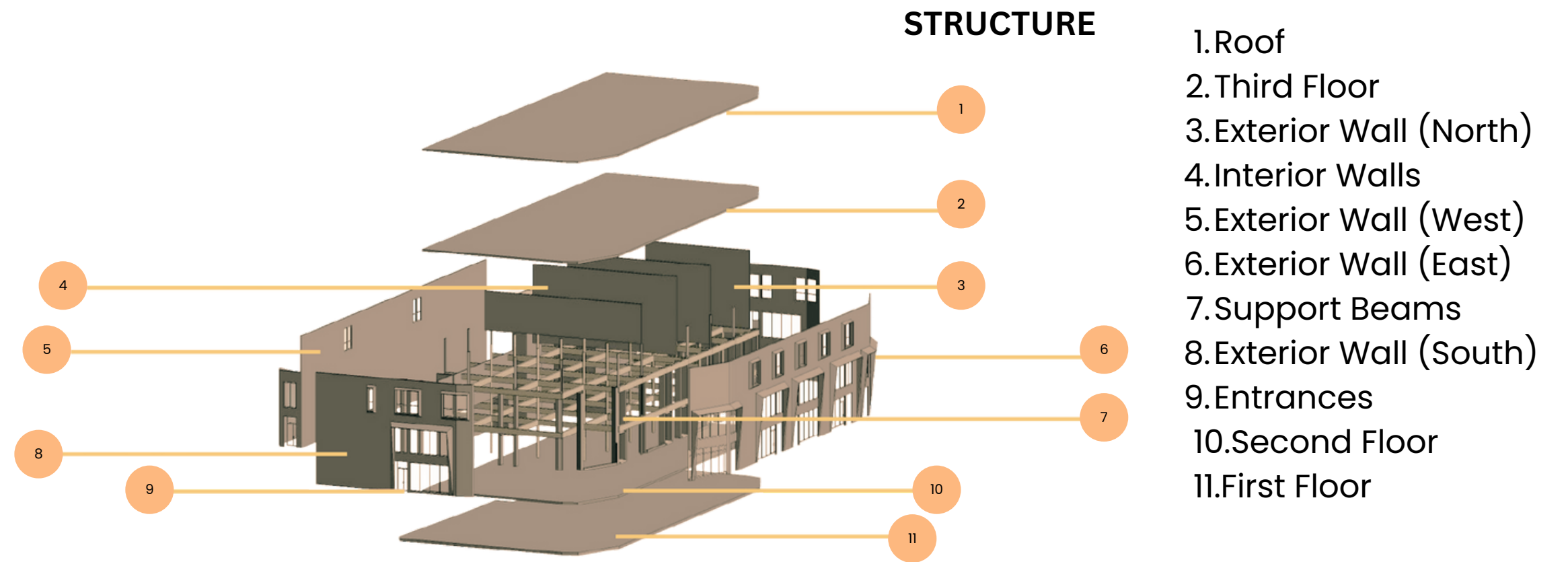


LIGHT ANALYSIS

The east and south windows, especially in the early afternoon, provide an abundance of natural light and brightness. In the late afternoon, the west windows also become lighter. However, when you move deeper inside, less sunlight will reach those areas, making artificial lighting necessary. The programming that will be used in locations with windows facing east and south must take into account how heated those locations get.

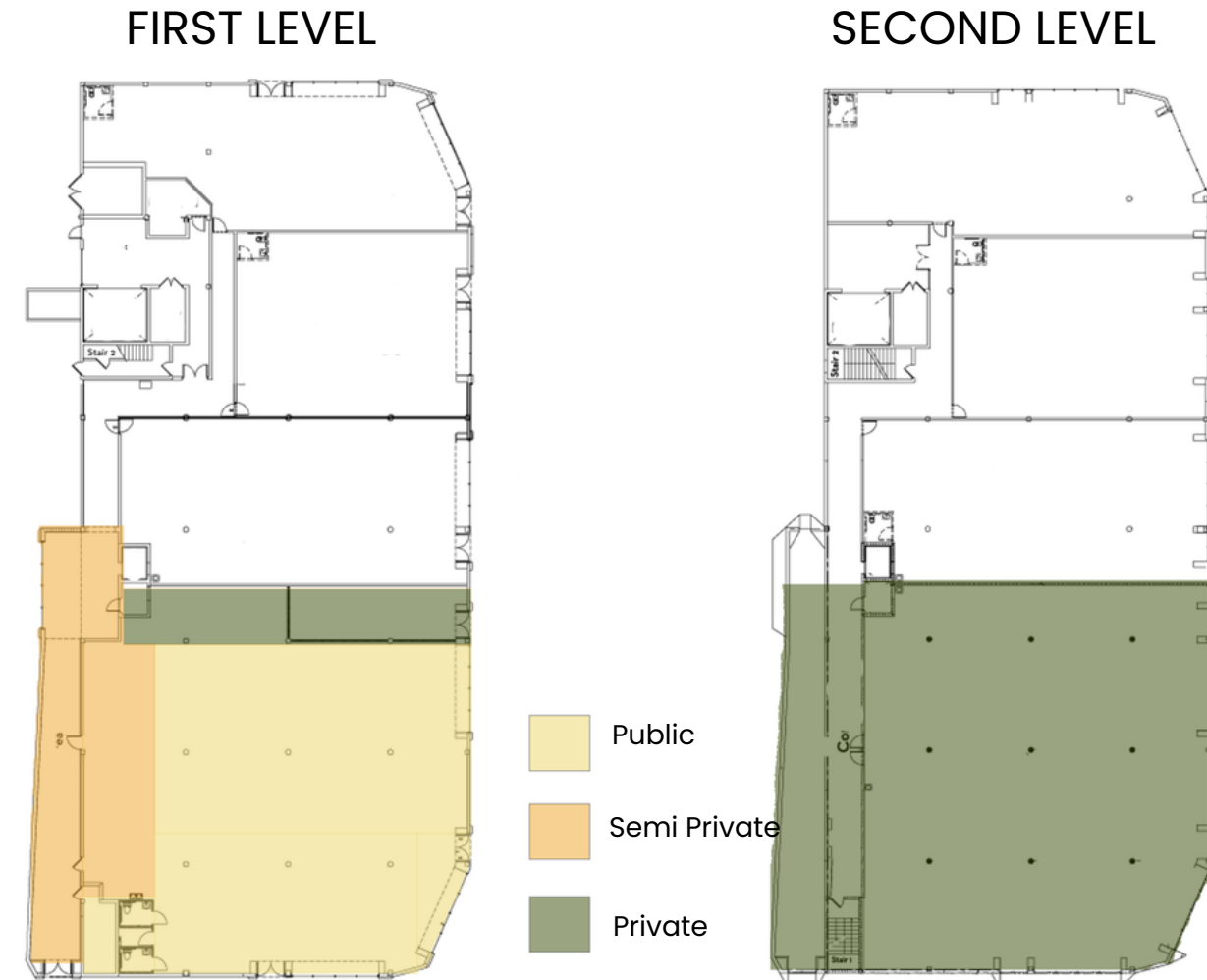


BUILDING ANALYSIS



ZONING AND CIRCULATION

- The site's most **accessible entrances** are on the first floor for the public: one south and two east. The second floor is **private**, as it is not visible to the **public** unless you go up the elevator, where one has to walk around the back of the building, which can be inconvenient to someone disabled. (CON) The **semi-private** areas are used if necessary to access private or public area.
- A walkway bridge connects the building to the Design District over the parking garage. This construction is convenient because pedestrians do not have to walk in front of the garage entrance below. Ultimately, enhancing the safety of the area. (PRO)

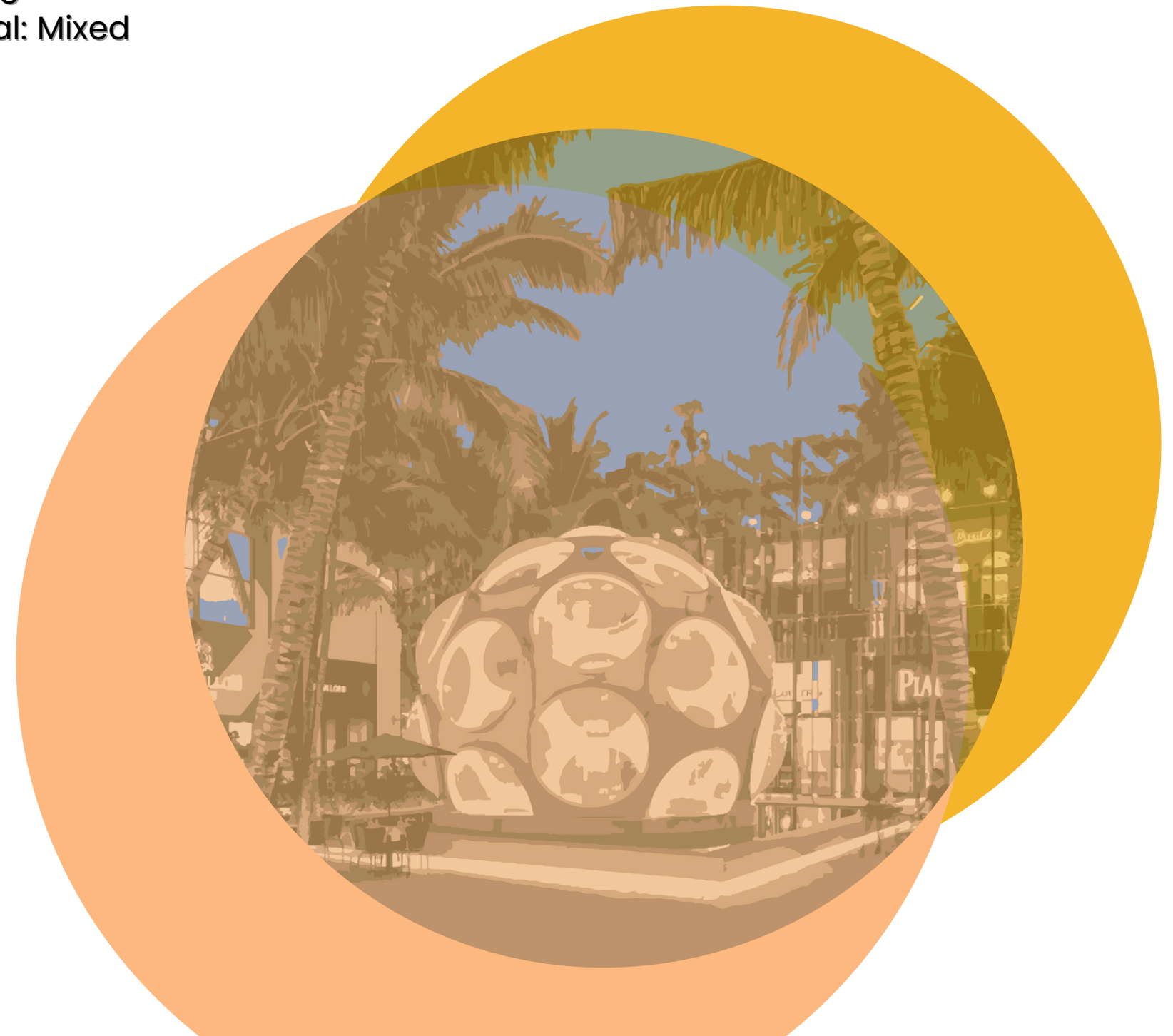


BUILDING OWNERSHIP

The Miami Design District is owned by Miami Design District Associates is a partnership between Dacra, founded by Craig Robins, and L Catterton Real Estate, a global real estate development and investment fund that was established in 2016 by Catterton, LVMH and Groupe Arnault.

Registered Owner: Oak Plaza Associates Del LLC
C/O Miami Design District Associates Manager LLC
Property Class: Mixed Use-Store/Residential: Mixed Use -Commercial
Zoning : Urban Center Zone (T5-O)
Square footage: 54,768
Year built: 1955

Although their ownership has greatly accelerated the growth of the Miami Design District, they do not take into account the necessities of the surrounding neighborhood or the effects of their actions. Gentrification is among the most important problems in the area, although it has received little attention because of the success of primarily business companies.



OUR PROPOSAL

Le Bazaar

Create a Bazaar where local businesses and artists can come together to educate and sell their products to tourists and residents in Little Haiti.

Providing excellent service to our consumers is our first priority but we also strive to educate them on Haitian culture. The marketplace will join local residents and new visitors to create a space which is both inviting and appreciative of the Haitian culture.



Great Service



Insightful



Satisfaction

PROPOSAL BREAKDOWN



Retail 70%

Local businesses will gain recognition and promote their businesses in our Bazaar while selling their crafts to residents and new visitors.



Hospitality 15%

Consumers will receive excellent customer service and be guided through the activities presented in our marketplace by trained staff who admire the Haitian culture just as much as we do.



Education 10%

An education program ran by local students and residents will be held to enrich our consumers on the history of Haitian culture and where they see the future of Little Haiti heading. A percentage of earnings will go towards funding local schools and learning centers.



Entertainment 5%

Provide Authentic Music and performances by local Haitian artists to entertain and expose consumers to Haitian traditions.

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