

## BEAUTIFICATION PROGRAM

The effect the environment has on the economic, social and cultural character of an area is substantial. Beauty has positive effects and ugliness, negative effects. The Greater Miami Area has been deteriorating in visual appearance because of the virtually uncontrolled growth and development occurring during the past few decades.

The problems associated with beauty are compounded by the fact that existing conditions tend to be perpetuated. Many people intuitively create and build in the image of that to which they are continually exposed. Dade County's image as a tropical paradise, so vital to economic health, is badly tarnished. Action must be taken to reverse the existing trends in developments which are the cause of many unsightly areas. A comprehensive and conscientious program aimed at beautifying the urban environment is the means by which this can be accomplished.

To help meet the beautification needs of Dade County, a four-part program is proposed: (1) the enactment of ordinances; (2) joint public-private program; (3) urban renewal; and (4) the development of a greenway system. The beautification goals that this four-part program is designed to help achieve are as follows:

1. Recognition and Protection of Natural Environmental Values.

The natural setting of Dade County is of intrinsic biological value and provides considerable aesthetic potential. Greater recognition and skillful use of this potential, plus supporting measures to prevent the unwarranted abuse of these resources will increase not only the beauty but the health and economy of Dade County.

2. Harmonious Urban Development.

Harmony, the existence of complimentary relationships, functionally and aesthetically, is an essential quality of beauty. In the urban environment, beauty through harmony can arise at many scales and in many relationships such as between the man-made and natural environment, between differing land uses, and between patterns of development and architecture within a common land use area.

3. Improved Urban Design.

Enlightened and sensitive planning and design of urban development, including architecture, streets, open space, and the functional and decorative paraphernalia that accompany them, can greatly increase the level of urban beauty. Improvement in the design of public improvements, plus coordinated public-private beautification programs can inspire and be an incentive for better urban design at all scales.

## ORDINANCES

Ordinances can be effective in preventing and abating urban ugliness. One of the chief virtues is the widespread benefit to local government at little cost. Such cities as Coral Gables and Miami Shores already have benefited considerably through the strict enforcement of ordinances requiring the provision of visual amenities in land development. Residents and businessmen of these communities have as a result of initial high quality standards, perpetuated a visually pleasant environment.

The following ordinances should be instituted on a countywide basis to:

1. Control the type, size and location of outdoor advertising.
2. Establish minimum standards for landscaping and site development. The existing county ordinance regulating the landscaping of off-street parking areas is already a step in this direction.

3. Place all utility lines underground.

4. Amend the subdivision regulation to permit cluster development, and require the donation of open space for public recreation use when land is subdivided.

5. Establish a commission of architecture and design experts to evaluate and make recommendations relative to the design of new proposed public buildings and other structures.

## JOINT BEAUTIFICATION PROJECTS

To improve the appearance of a street or place, it is usually necessary that both public property in the form of street and sidewalk rights-of-way and adjacent private property be improved. The face lifting of store fronts on a barren street or the building of a beautiful boulevard through a rundown neighborhood simply does not by itself result in a beautiful area. Improvements on one and not the other can be wasted effort and money. A program should be established that would encourage public agencies and private interests to work cooperatively on beautification projects.

A joint program should be set up in such a way that private interests would initiate action by submitting to an agency of local government a plan of improvements. Such a plan should state what private interests intend to do and what they would like local government to do in return. A joint effort could then be negotiated. Priorities for projects of this type should be based on the overall impact of each project on the metropolitan environment and on the degree of citizen participation.

The assistance of local government could be: (1) technical advice to citizen groups; (2) design of specific beautification projects; (3) capital investments, and (4) maintenance of improved areas.

## URBAN RENEWAL

The environmental deterioration of some places has become so intense and widespread that it is no longer feasible or practical to rehabilitate. In these places, it is necessary to remove the old and start over again. Renewal can be accomplished privately when the area is comparatively small and only a few land owners are involved. Unfortunately many of the areas in need of renewal are vast, owned by many people and inhabited by the poor.

More often than not, the local Urban Renewal agency is the only body capable of handling the renewal problem.

Where needed, urban renewal should be encouraged. This program provides one of the few opportunities for developing adequate parks and open space in some of the heavily populated central areas. It also provides an opportunity to redesign whole sections of the urban area in an attractive manner and, thereby, add permanency to the new development.

## GREENWAYS

Second to homes and places of work, comes more exposure to linear open spaces than any other component of the metropolitan environment. These are the areas through which people and goods must go to get from one place to another. Linear open space consists of highways, rail lines, major utility rights-of-way, canals and rivers. The fact that linear open space is viewed frequently and for long periods of time by many people has significant implications for a beautification program. It gives us the opportunity of providing almost every segment of the population a pleasant visual experience every day.

A multi-purpose system of attractive interconnecting linear open space links should be developed for visual enjoyment and recreational opportunities to complement the natural environment. Because such spaces would conserve and make accessible natural areas, they are called "greenways." Depending upon other functions linear open spaces could be used for walking and riding for pleasure, horseback riding, hiking, bicycling, and boating. Greenways also can complement adjacent public facilities and help unify the whole metropolitan area. Little acquisition would be necessary for the proposed system because most of the land involved is already in public or public utility ownership.

Figure 15 illustrates the proposed greenway system. Criteria used in selecting the links that make up the proposed greenway system include: (1) traffic volume; (2) ability to provide great visual impact and recreation use at reasonable cost; and (3) ability to preserve and make accessible areas of natural beauty. The links selected are of major importance and should be considered as basic to a countywide greenway system. Dade County, however, has many other linear open spaces that could be developed, and desirably so, to complement the proposed system.

Linear open spaces constituting the proposed system include expressways and major arterials, parkways, canals, and Florida Power and Light Company power transmission rights-of-way.

### Expressways and Major Arterials

Most tourists coming to Dade County enter via expressways and major arterials. What they see will be the first im-

pression of the county, which should be favorable. The right-of-way should, therefore, be landscaped and maintained in a fashion that would afford pleasing visual experiences to the traveling public.

The following highway entrances to Dade County are included in the proposed greenway system:

I-95, Sunshine State Parkway, Golden Glades Interchange (Broward County to 119 Street, North)

Tamiami Trail (Krome Avenue to proposed West Dade Expressway)

Airport Expressway

State Road 27 South (Homestead to Everglades National Park)

U. S. 1 South (Homestead to Monroe County)

Of these the Tamiami Trail should, in addition to being beautified, be developed for recreation activities. The canal that closely parallels the Trail has considerable recreation potential. People are already using unimproved areas along the canal for fishing and boating. Recommended development for this corridor includes landscaping, picnic grounds, camp sites, boat access facilities, hike and pedestrian ways, and areas to serve local recreation needs.

Expressways and major arterials carry thousands of people daily throughout the metropolitan area. Expressways become physical barriers, often dividing neighborhoods, and dominating the visual element. Because the expressways and major arterials are used frequently by so many people, and because of the overwhelming effect on adjacent property, expressways and major arterials should be given special landscaping and design consideration in a beautification program.

Expressways included in the proposed greenway system are as follows:

Interama Expressway

West Dade Expressway

Opa-Locka Expressway

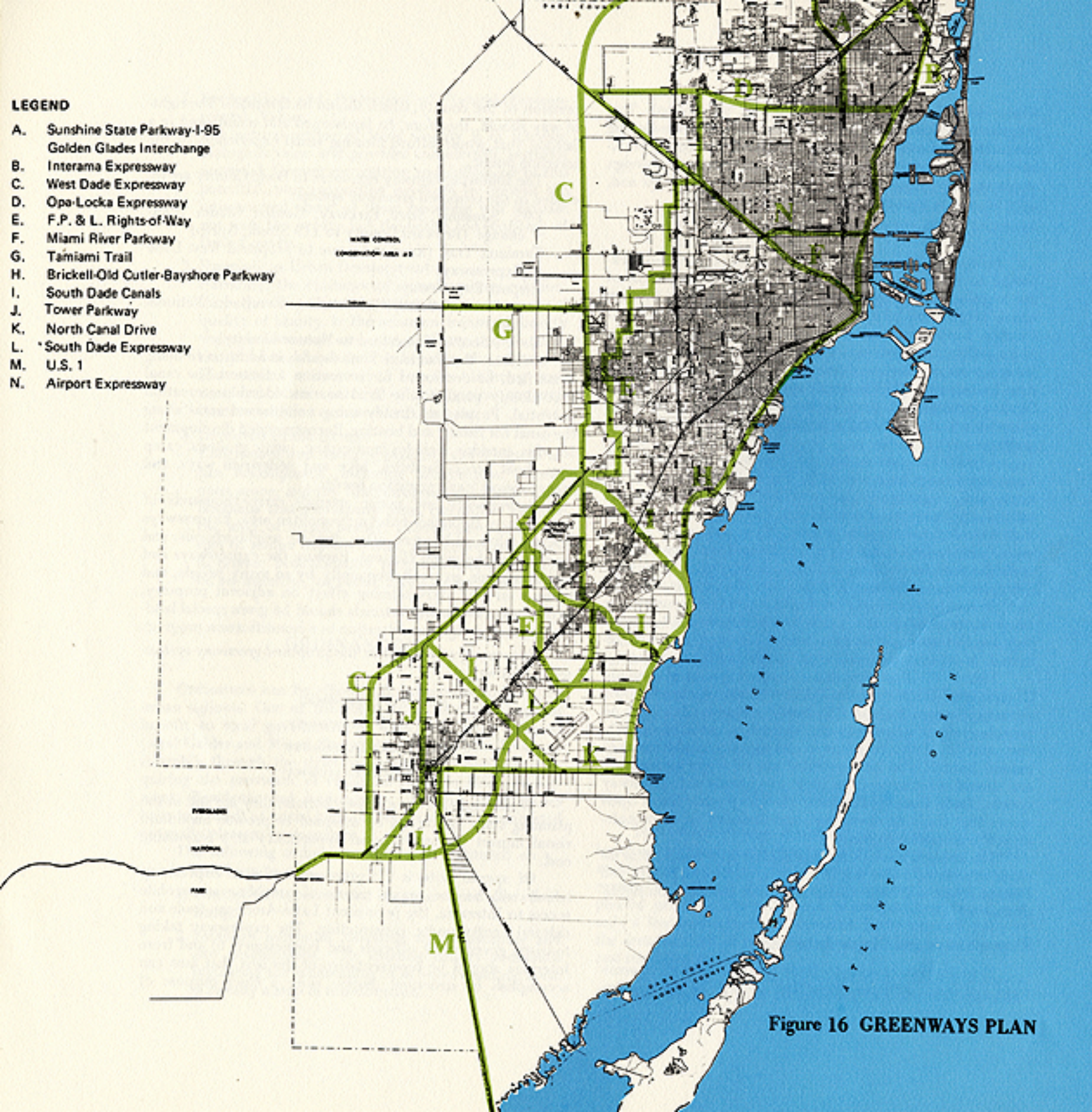
South Dade Expressway

These roadways were chosen because they are still in the planning stage and could be designed to provide maximum visual impact and recreational opportunity at a reasonable cost.

Of special note is the proposed Interama Expressway which will be the major means of providing automobile access to Interama, the permanent Latin-American trade and cultural center under construction. The expressway taking tourists, government officials and businessmen to and from Interama should be representative of the best that man can accomplish in structural design, since a chief purpose of

**LEGEND**

- A. Sunshine State Parkway-I-95  
Golden Glades Interchange
- B. Interama Expressway
- C. West Dade Expressway
- D. Opa-Locka Expressway
- E. F.P. & L. Rights-of-Way
- F. Miami River Parkway
- G. Tamiami Trail
- H. Brickell-Old Cutler-Bayshore Parkway
- I. South Dade Canals
- J. Tower Parkway
- K. North Canal Drive
- L. South Dade Expressway
- M. U.S. 1
- N. Airport Expressway



**Figure 16 GREENWAYS PLAN**

Interama is to display the wares of man's technical advancement.

The design of the Interama Expressway should be made an object of international competition. Structural designers from throughout the world should be encouraged to submit design plans to be judged for use in the actual construction. Such competition would bring forth many new and imaginative forms for expressways. It would further dramatize the wide spread need for and encourage the development of expressways which are visually pleasant rather than monotonous.

The land not occupied by the superstructure should be developed as a greenway with bikeways, sidewalks, and recreation facilities to serve a local need. Creating a greenway out of the right-of-way would make traveling on this route more pleasant and would permit the continuation of a neighborhood from one side of the right-of-way to the other.

### **Brickell - Old Cutler - Bayshore Parkway**

The road presently extending from the mouth of the Miami River via Brickell, Bayshore, Main Highway and Old Cutler to the Deering Estate is among the most beautiful drives in Dade County. Development along this route should be carefully controlled, including street improvements, to insure the present state.

A Bayshore Parkway should be built joining Old Cutler with Homestead Bayfront Park. The parkway should have a 200 to 600 foot right-of-way that would include, in addition to the road, bike and pedestrian ways, nature study trails, roadside parks, providing visual access points to the bay. The proposed parkway would be the final link in connecting all metropolitan parks on Biscayne Bay.

Of extreme importance to the ecology of the bay is the mangrove belt extending along the shoreline. As much of this mangrove belt should be preserved as possible. The Bayshore Parkway, in addition to providing a recreation experience, could serve in many places as a protective barrier between the shoreline and any development west of the right-of-way.

### **Miami River Parkway**

A parkway should be built along the banks of the Miami River to make this resource visually accessible to the public. Unsightly riverside development should be removed or improved. Parkway improvements should include landscaping, pedestrian and bike ways, limited vehicular access to the water edge, and small parks for sitting and resting. Steps should also be taken to correct the river's pollution problem.

## **South Dade Canals**

South Dade has several canals which have the potential for recreation use. Three of them identified with letter "I" on Figure 16, are ideally suited for permanent greenbelts. The marl finger glades in which they are found, while not suitable for building in their present state, are valuable for agriculture. These linear paths would provide pleasant breaks in the urban development that is now rapidly encroaching on the agriculture land and groves between Dade County's central urban core and the Homestead-Florida City area.

Sufficient right-of-way should be acquired adjacent to these canals for scenic drives, bike and pedestrian ways, bridle paths, picnic areas, boat launching facilities, mini-parks and any other recreation facilities needed for serving local needs. Additional undeveloped land should be preserved simply for its value as open space through the purchase of easements or development rights. Agricultural land and citrus groves in the greenbelts, could, thereby be preserved for the public's visual enjoyment and still remain productive.

One street, S. W. 328 Street, which parallels a canal, is potentially capable of becoming a beautiful drive connecting the Homestead-Florida City area to Homestead Bayfront Park and the Old Cutler Parkway. Improvements on this drive should include tree planting, bike ways, and roadside parks.

## **Florida Power and Light Company Rights-of-Way**

One of Dade County's largest and totally untapped potential recreation resources is the network of Florida Power and Light Company power transmission line rights-of-way. These rights-of-way should be an integral part of a linear open space system and be used for local recreation facilities. Utility companies in other major cities have had long standing policies of opening these lands for public use.

Although many links of the Power Company rights-of-way network can and should serve a public recreation function only one major right-of-way link is recommended for inclusion into the major greenway system. The open space corridor shown in the plan should be developed with bike and pedestrian ways, bridle paths, and facilities to serve local recreation needs.