

JANUARY 13, 2012

FLAGLER STREET LIGHTING REPORT

Flagler Street is the original main street and shopping destination of downtown Miami. It is at the center of Miami's National Register Historic District with a wealth of significant historic structures, including the Miami-Dade County Courthouse, Alfred I. DuPont Building, Seybold Building, First National Bank and the Olympia Theater. It maintains its status as the primary shopping street in the Central Business District, anchored by Macy's (originally Burdines) and La Epoca Department Store (originally Walgreen's Drug Store), and variety of smaller retail shops in between. However, since its heyday in the 1930s – 1960s, the historic fabric of the street has deteriorated and the quality of the retail offerings has declined.

The Miami DDA and Flagler Street Task Force (FSTF) envision a rejuvenation of Flagler Street that renews its image as a shopping destination and recalls the time when people enjoyed movies at the Gusman Theater, the Christmas show at Burdines and a meal with Grandmom at Walgreen's lunch counter. New lighting can help to rebuild and enhance this image of Flagler Street.

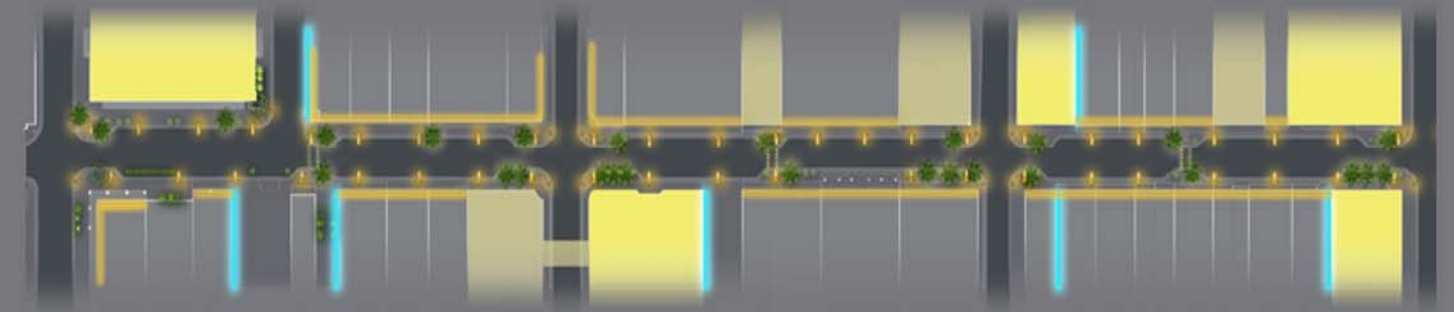


This Lighting Concept Plan focuses on the four blocks of Flagler Street from 1st Avenue to 3rd Avenue. This area is intended to be Phase 1 of an overall lighting plan for the District. The Plan describes strategies for lighting Flagler Street to address the following project goals:

1. Celebrate the history and enhance the identity of Downtown Miami's Historic District.
2. Enhance Flagler Street's image as a shopping destination.
3. Make Flagler Street a compelling, vibrant, comfortable and secure night-time destination for residents and visitors.

This study included a review of existing conditions during daylight and evening hours and conversations with several stakeholders and property owners. We observed that although Flagler Street has great historic assets, department store anchors and a few night-time dining destinations, the street is fairly desolate and unpleasant at night. Most storefronts are shuttered and sidewalks are dark after normal business hours. This makes it uncomfortable for pedestrians and uninviting to even casual observers travelling the street by car. We understand that the project stakeholders are interested in changing the perception of the street as soon as possible. Therefore, we are recommending series of lighting improvements to increase the attractiveness of the street, improve the comfort and security of pedestrians and enhance the street's historic assets. The recommended lighting improvements include the following:

1. Improve the appearance and create a memorable image of the street
 - a. Add lighted banners to street light poles
 - b. Trees with accent lighting
 - c. Lighting for upper facades, above ground floor storefronts
 - d. Lighting displays on tall prominent facades
 - e. Feature/festoon lighting at mid-block crosswalks and intersections
 - f. Marquee lighting at edges of storefront canopies
2. Improve pedestrian comfort and security
 - a. Keep tenant storefronts illuminated at night, eliminate opaque security grilles wherever possible
 - b. Add lighting for sidewalks under storefront canopies
 - c. Improve pole mounted street lighting
3. Enhance the street's historic image
 - a. Light key historic buildings (La Epoca, Flagler First, Olympia Theater, Al Dupont Building, Macy's and Dade County Courthouse)



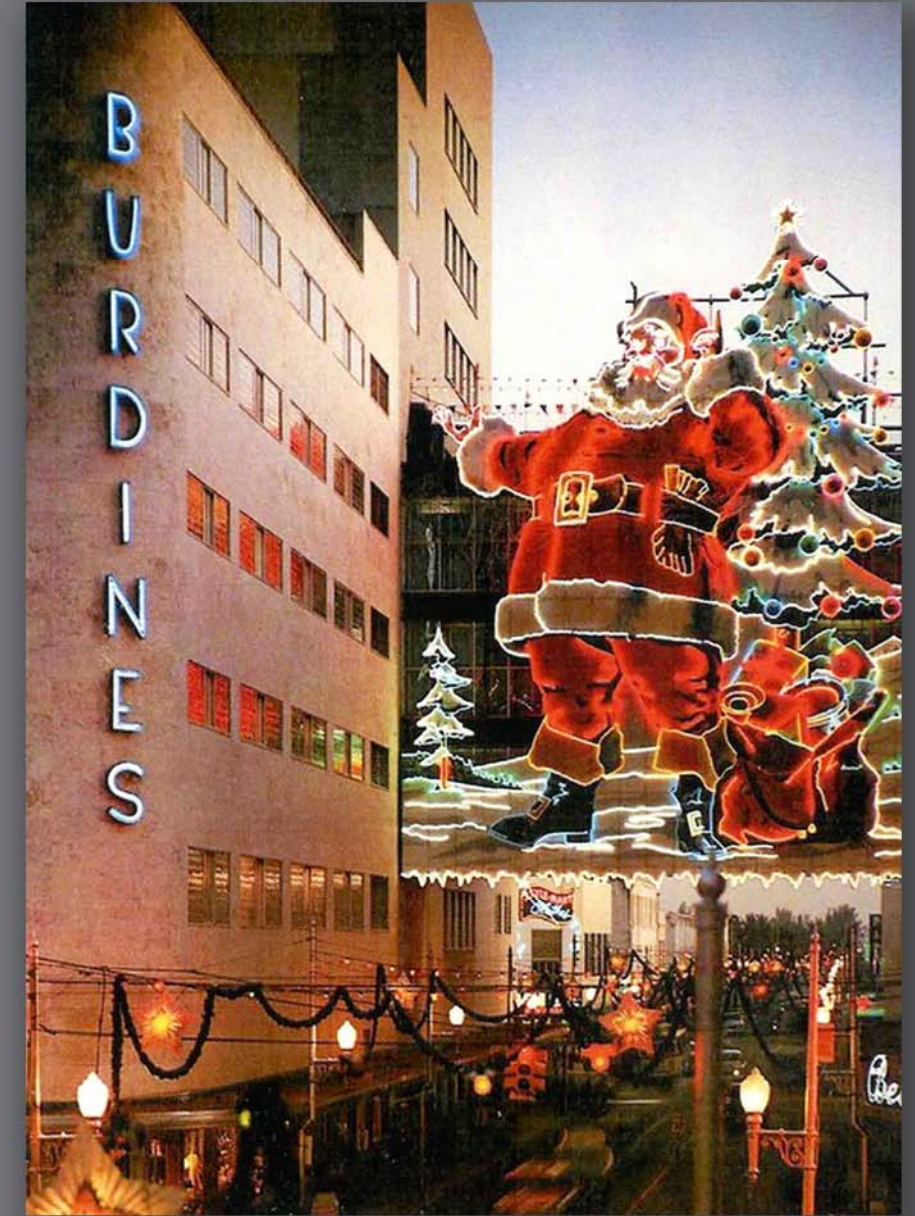
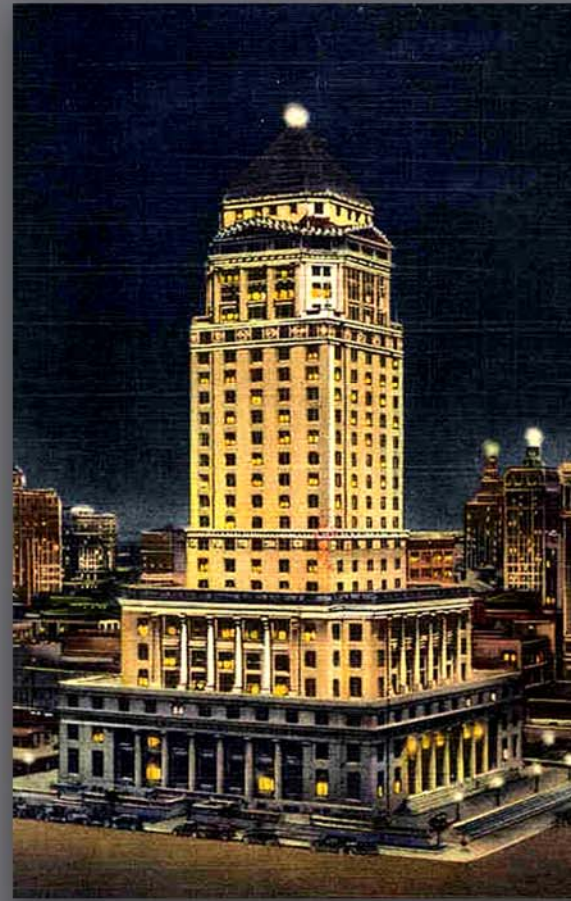
Some of these items can be implemented relatively quickly and inexpensively by individual property owners. Other measures will take a coordinated effort by DDA, FSTF and the City of Miami for implementation.

The following pages illustrate our Vision for Flagler Street, including a graphic analysis of Existing Conditions and Lighting Opportunities, Lighting Concepts for the Streetscape and the six key historic properties, and Recommended Next Steps for Implementation.

A preliminary estimate of probable costs for Key Buildings Accent Lighting and Streetscape Improvements is included in Appendices A and B.

Flagler Street was Miami's original "Main Street" and shopping destination.

SOURCE: ARVA PARKS



FLAGLER STREET LIGHTING REPORT

CELEBRATE THE HISTORY

Historic images show a glamorous past, where buildings glow and everything sparkles.
This is the inspiration and image for a rejuvenated Flagler Street.



FLAGLER STREET LIGHTING REPORT

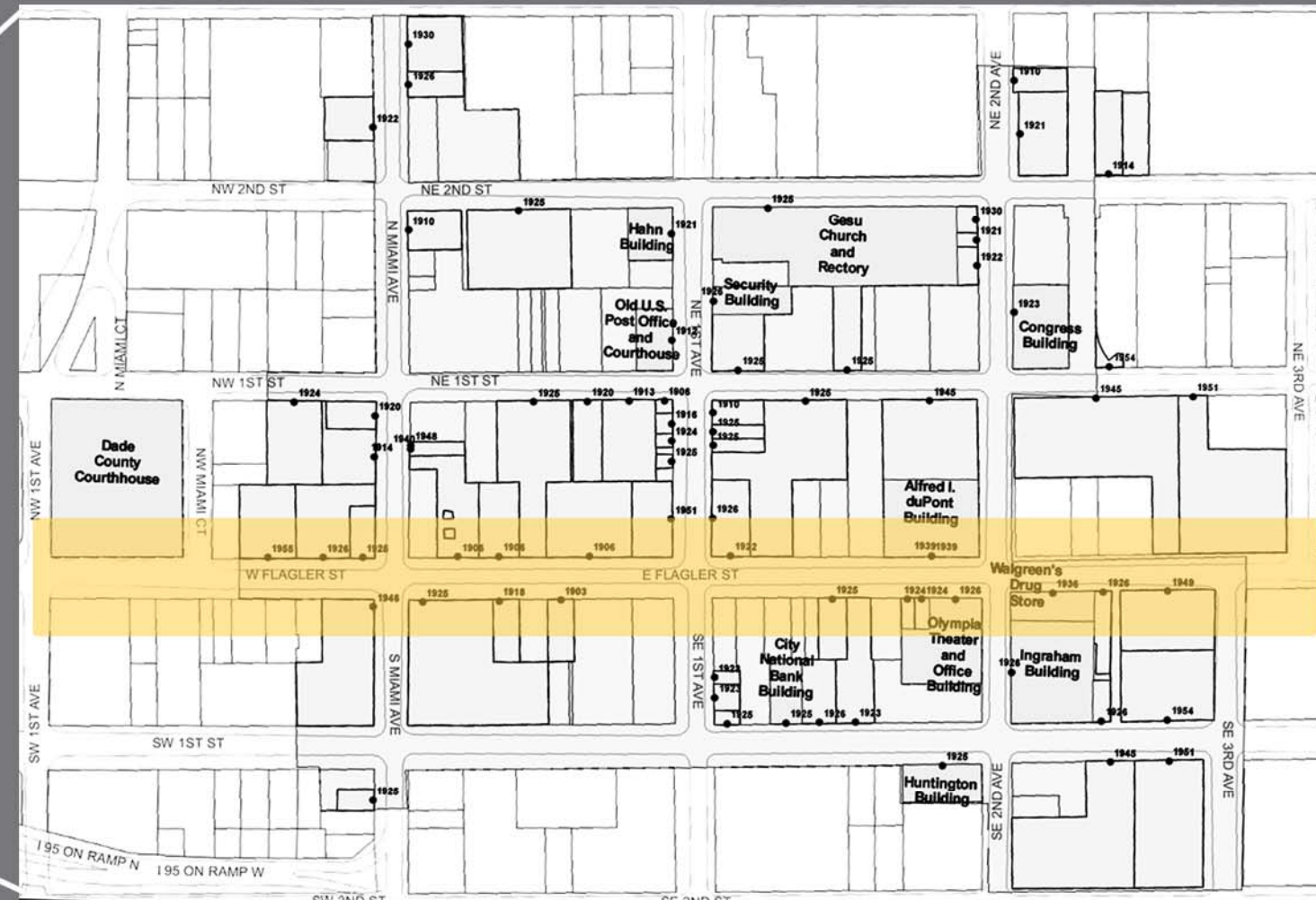
EVOKE THE GLAMOUR OF THE PAST



MAP OF DOWNTOWN MIAMI



MAP OF HISTORIC DISTRICT



FLAGLER STREET CORRIDOR

- Flagler Street is the historic main street of the Central Business District.
- Rejuvenated street should establish a unique identity for the historic district, distinguishing it from neighboring districts.
- The east-west corridor should be emphasized to visually connect the River to the Bay.

FLAGLER STREET LIGHTING REPORT

CONTEXT FOR FLAGLER STREET

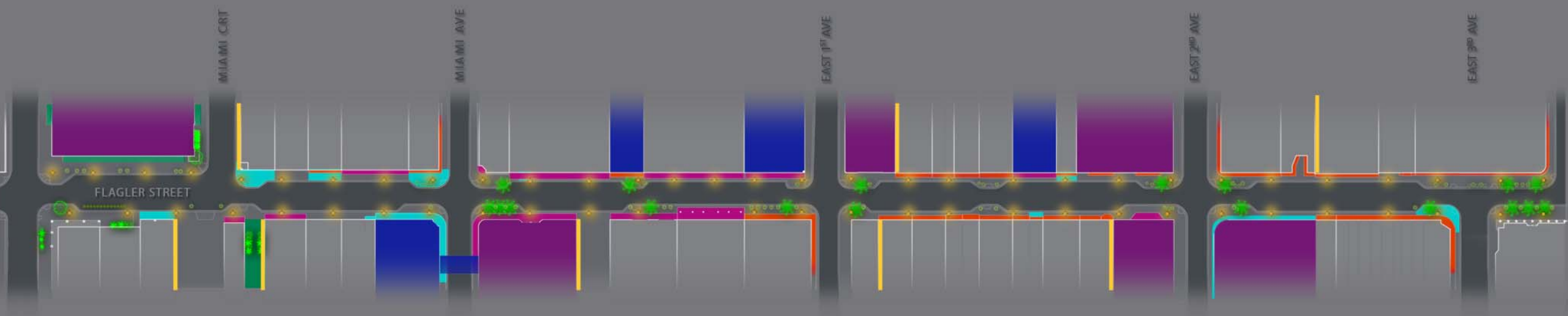


ELEMENTS OF A SHOPPING DESTINATION:

- Active, lively storefronts
- Places to gather and socialize
- Scale elements
- Highlighted destinations
- Clear circulation paths
- Sparkle
- Safety

FLAGLER STREET LIGHTING REPORT

CREATE A SHOPPING DESTINATION



- ★ LIGHT POLES
- KEY BUILDINGS
- HARD CANOPIES
- TREES & LANDSCAPE
- SECONDARY BUILDINGS
- SOFT CANOPIES
- STREETScape AMENITIES
- RESTAURANTS & CAFES
- PROMINENT WALLS

ASSETS:

- Good department store anchors
- Significant historical building assets
- Tall prominent walls provide opportunity to enhance distant eastern and western views of street
- Several restaurants which generate night-time activity
- Fairly uniform rhythm of existing street light poles

WEAKNESSES:

- Stores close early and leave dark and shuttered storefronts
- Sidewalks are dark and unfriendly with minimal lighting under storefront canopies
- Many historic buildings in disrepair
- No "sense of place"



FLAGLER STREET LIGHTING REPORT

EXISTING CONDITIONS MAP





GIVE THE STREET A UNIQUE IDENTITY



PROVIDE LIGHTED ELEMENTS FOR SCALE



LAYERS OF LIGHT ANIMATE THE STREET



PROVIDE SPARKLE

FLAGLER STREET LIGHTING REPORT

STREETSCAPE CONCEPTS



1. ADD LIGHTED BANNERS TO LIGHT POLES

2. LIGHT STREET TREES AND ADD MORE TREES

3a. PROVIDE FESTOON AND/OR FEATURE LIGHTING AT MID-BLOCK CROSSWALKS

3b. PROVIDE BOLLARD OR PYLON LIGHTING AT MAIN INTERSECTIONS

4. PROVIDE DECORATIVE LIGHTING UNDER STOREFRONT CANOPIES

5. WASH UPPER FACADE OF ALL RETAIL BUILDINGS

6a. HIGHLIGHT KEY BUILDINGS

6b. HIGHLIGHT SECONDARY BUILDINGS

7. ADD LIGHTING FOR TALL VERTICAL WALLS VIEWED TRAVELING EAST AND WEST



4. PROVIDE DECORATIVE LIGHTING UNDER STOREFRONT CANOPIES.



1. ADD LIGHTED BANNERS TO EXISTING LIGHT POLES.
2. LIGHT STREET TREES AND PLANTERS AND ADD MORE TREES.



5. WASH UPPER FACADES OF ALL RETAIL BUILDINGS.



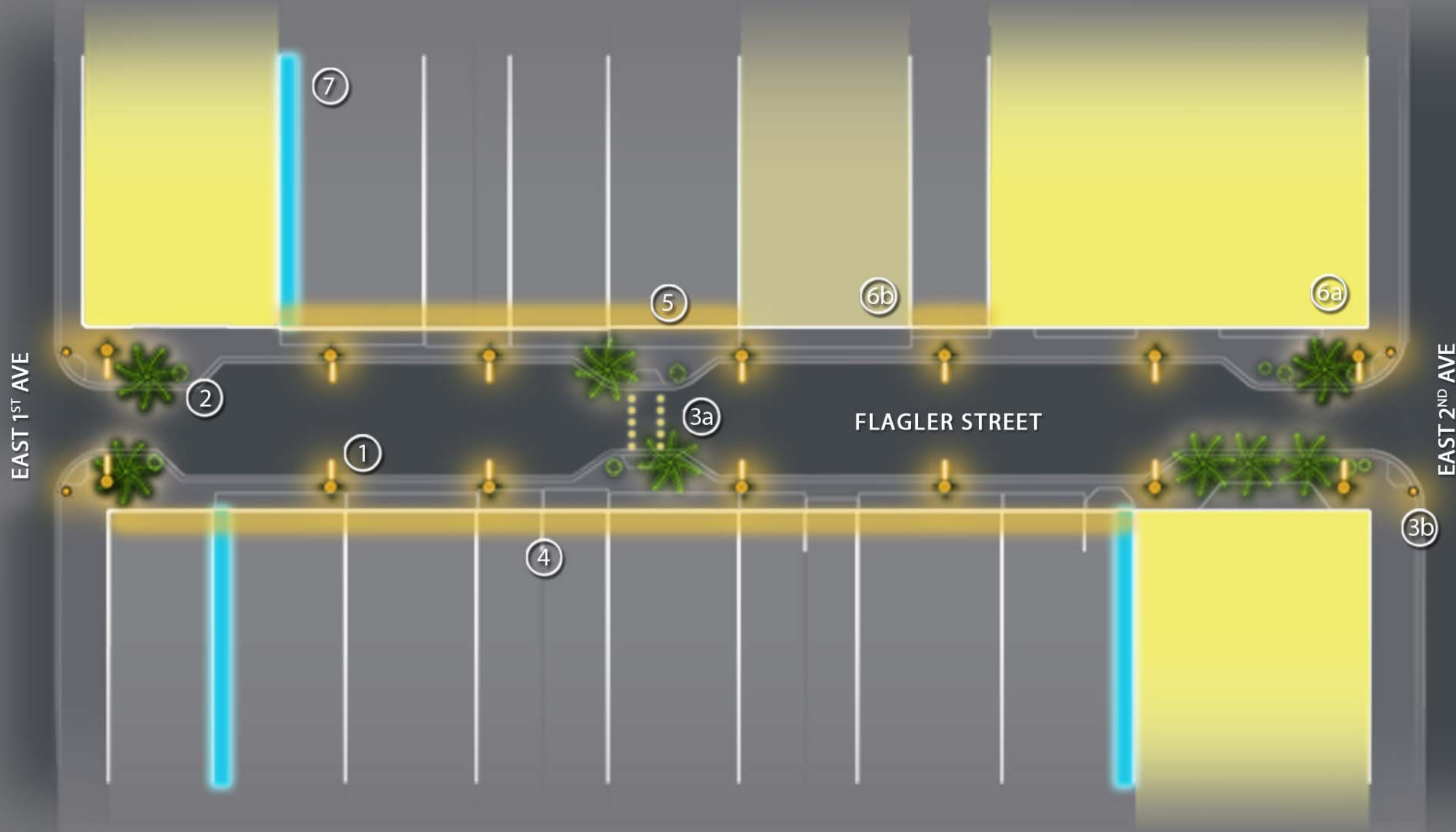
6a. HIGHLIGHT KEY BUILDINGS.

FLAGLER STREET LIGHTING REPORT

LIGHTING CONCEPT MAP

LIGHTING OPPORTUNITIES:

1. Lighted banners to poles
2. Light street trees and add more trees
- 3a. Festoon lighting at mid-block crosswalks
- 3b. Bollard or pylon lighting at main intersections
4. Decorative lighting under storefront canopies
5. Wash upper facade of all retail buildings from street lights or hard canopies
- 6a. Highlight key buildings with unique architectural lighting
- 6b. Highlight secondary buildings with unique architectural lighting
7. Add colored and patterned lighting to east and west walls to increase visibility from West Flagler Street and from Bayfront Park

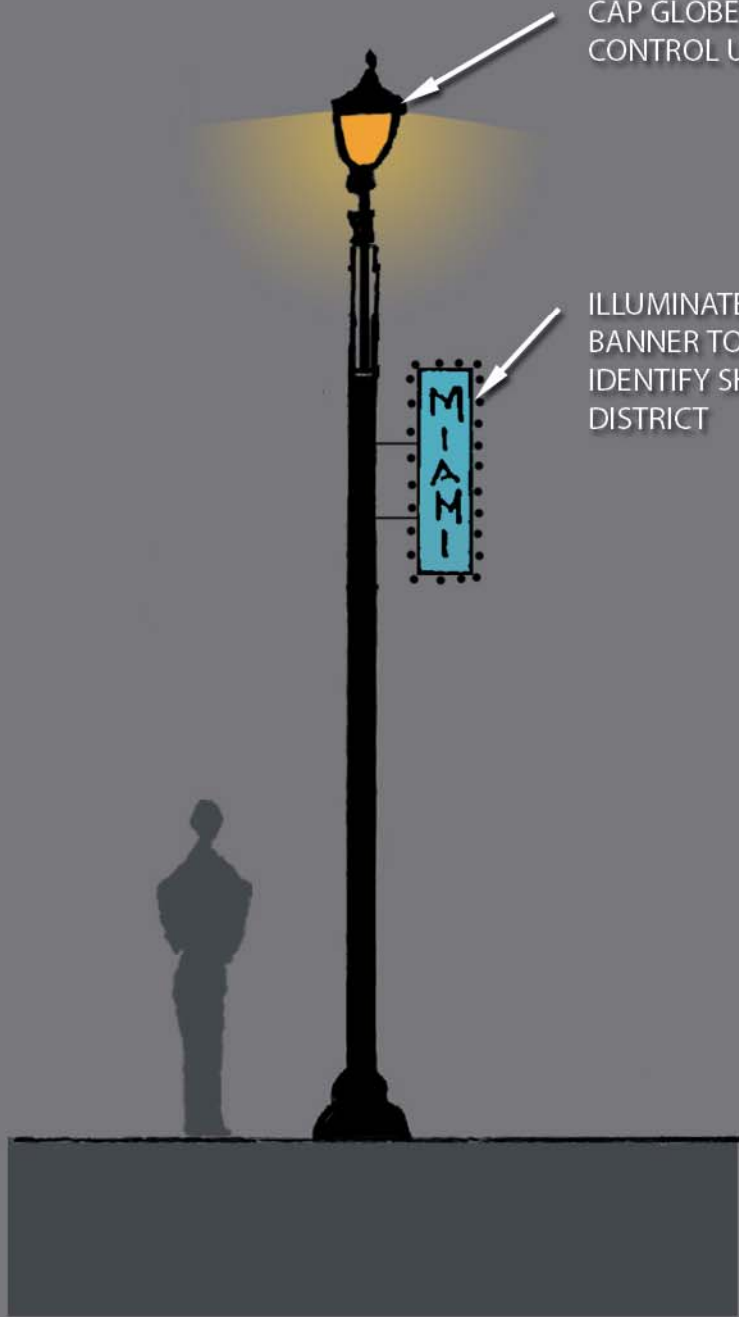


FLAGLER STREET LIGHTING REPORT

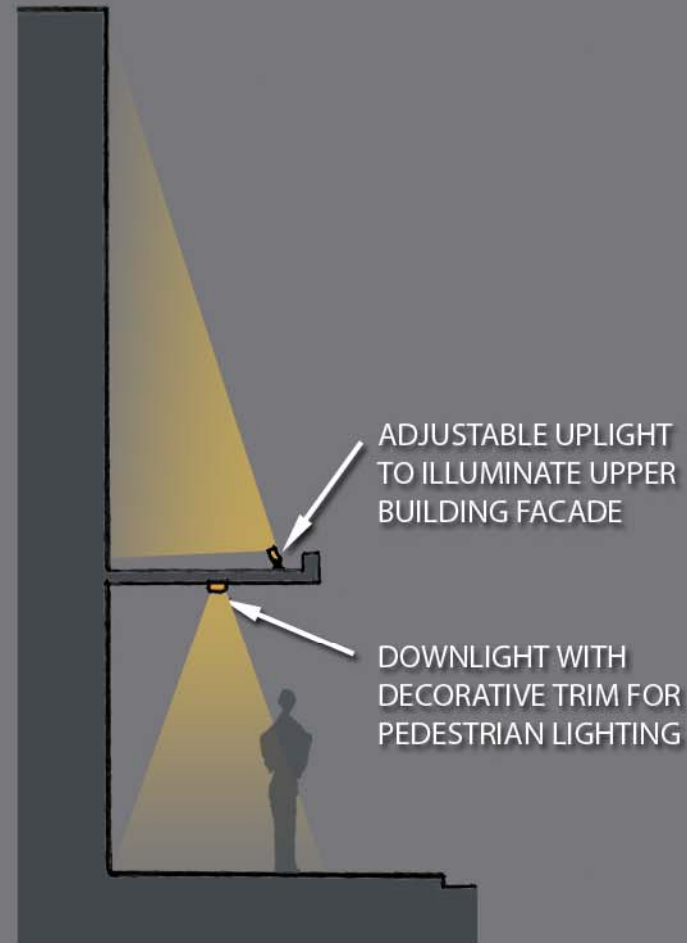
ENLARGED TYPICAL LIGHTING CONCEPT MAP

CAP GLOBES TO CONTROL UPLIGHT

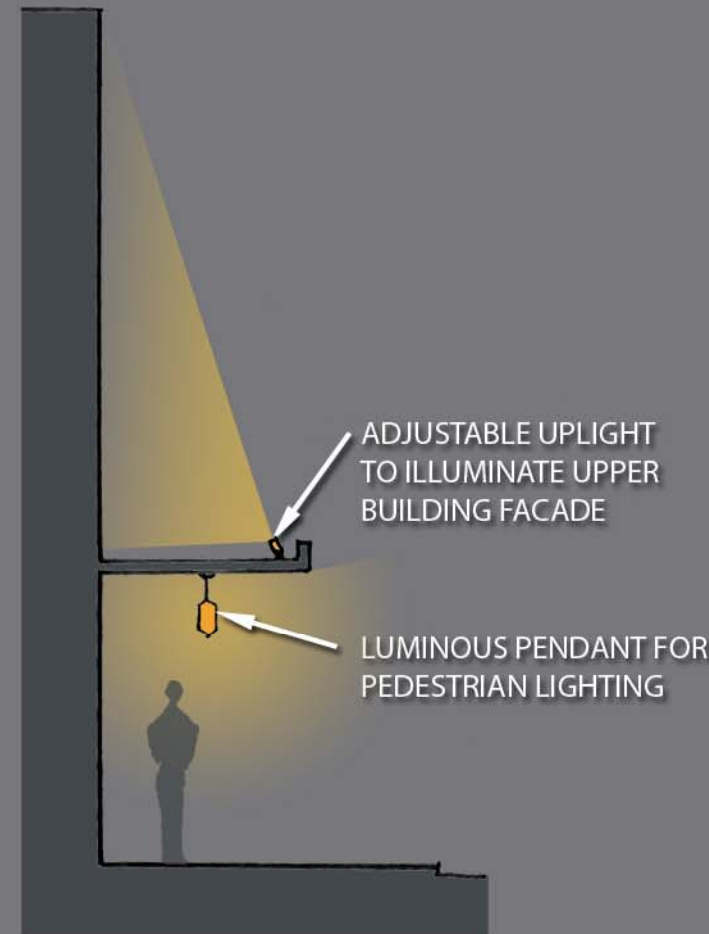
ILLUMINATED BANNER TO IDENTIFY SHOPPING DISTRICT



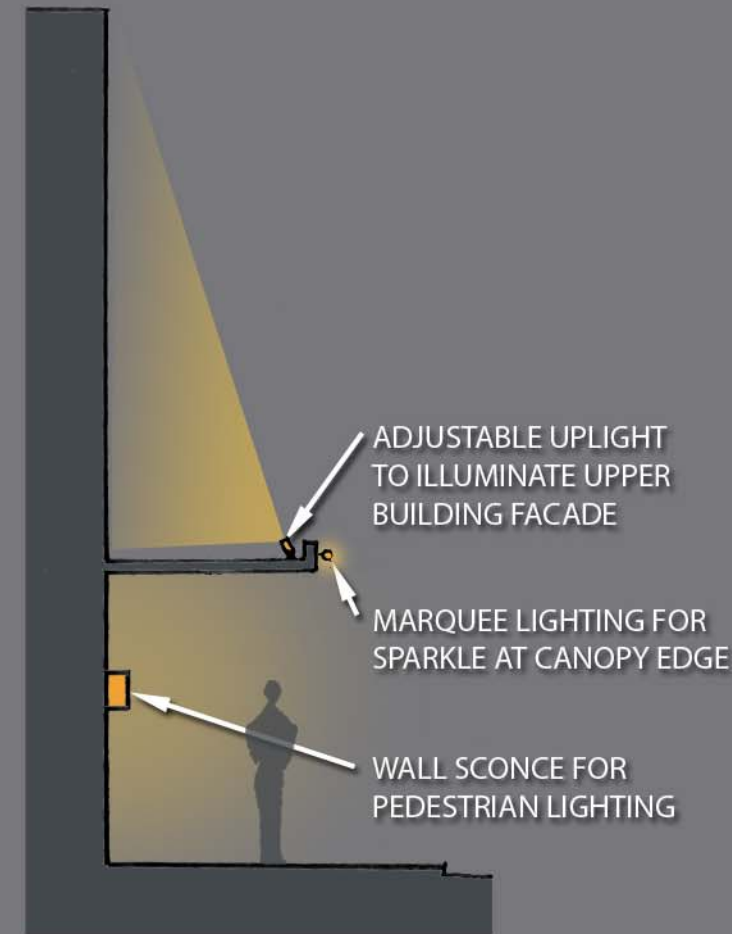
- Develop a banner program or other graphic identity to brand the district.
- Light the graphics for night-time visibility and sparkle.



CONCEPT 1



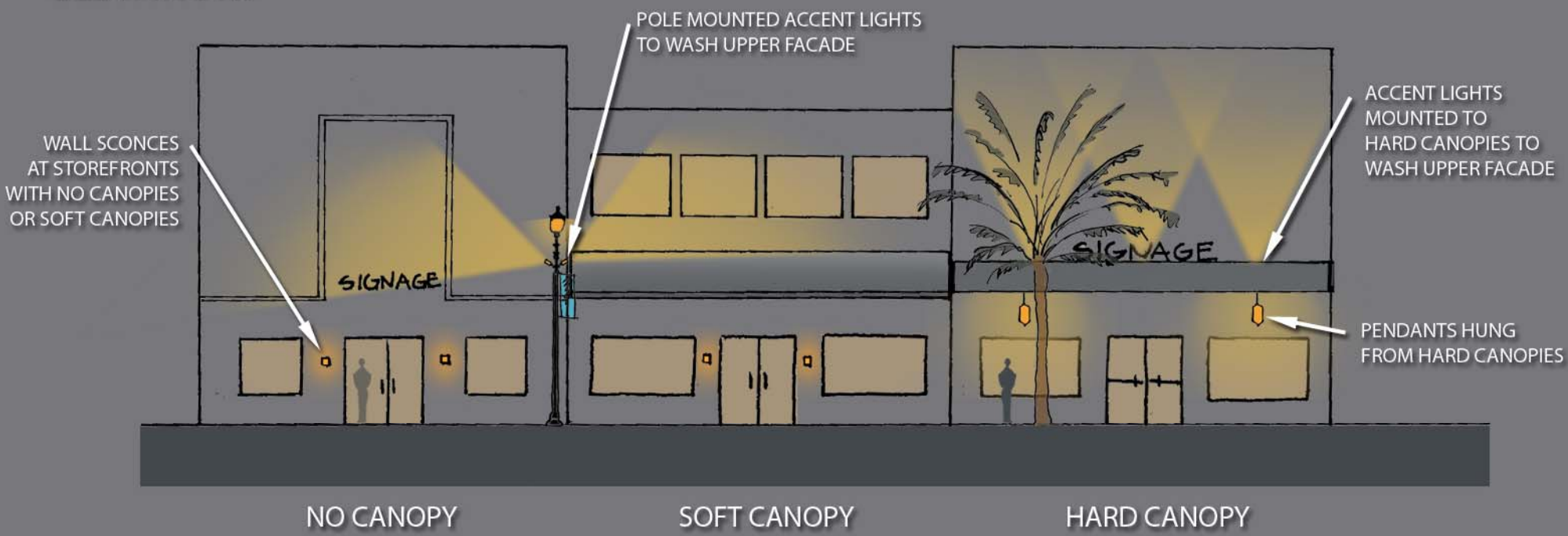
CONCEPT 2



CONCEPT 3



ELEVATION:



DOWNLIGHTS UNDER CANOPIES



POLE MOUNTED ACCENT LIGHTS FOR UPPER FACADE

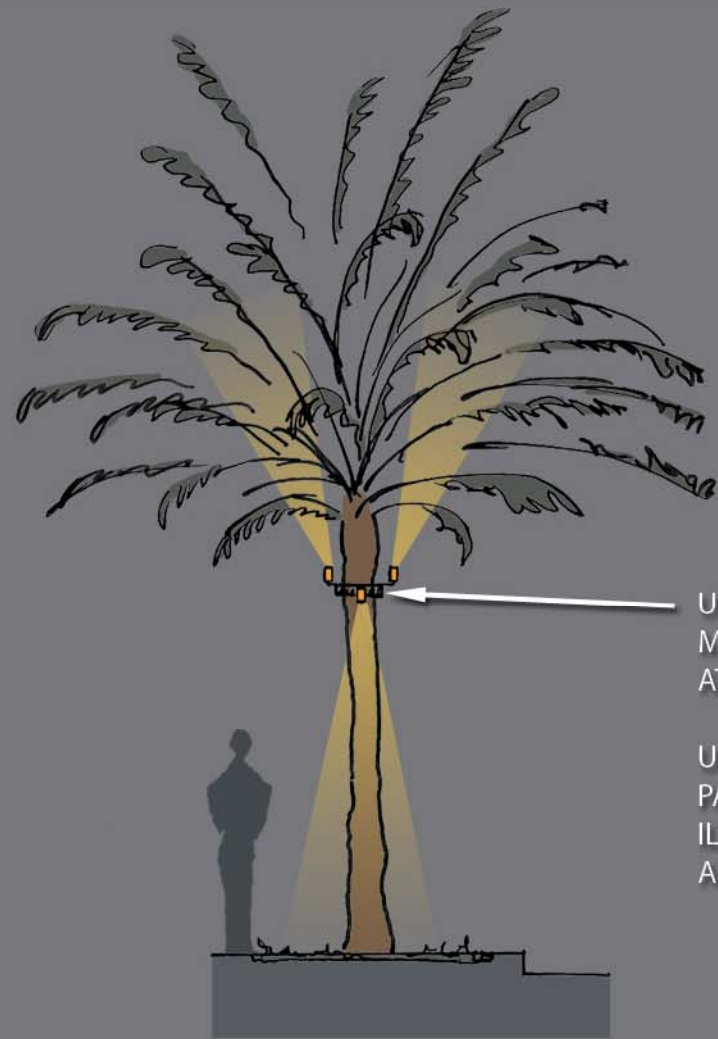
SECTION:



CANOPY MOUNTED UPLIGHTS

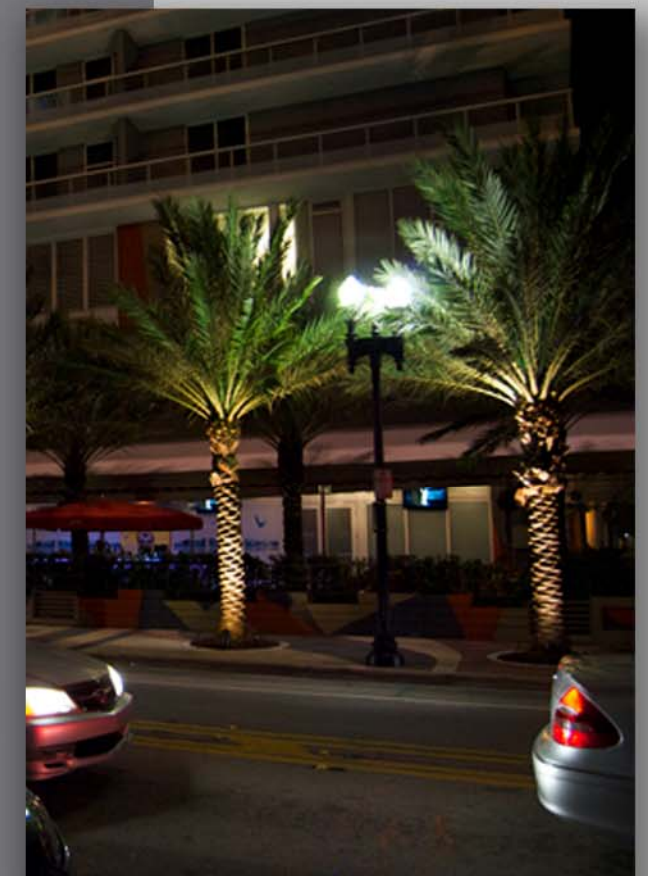


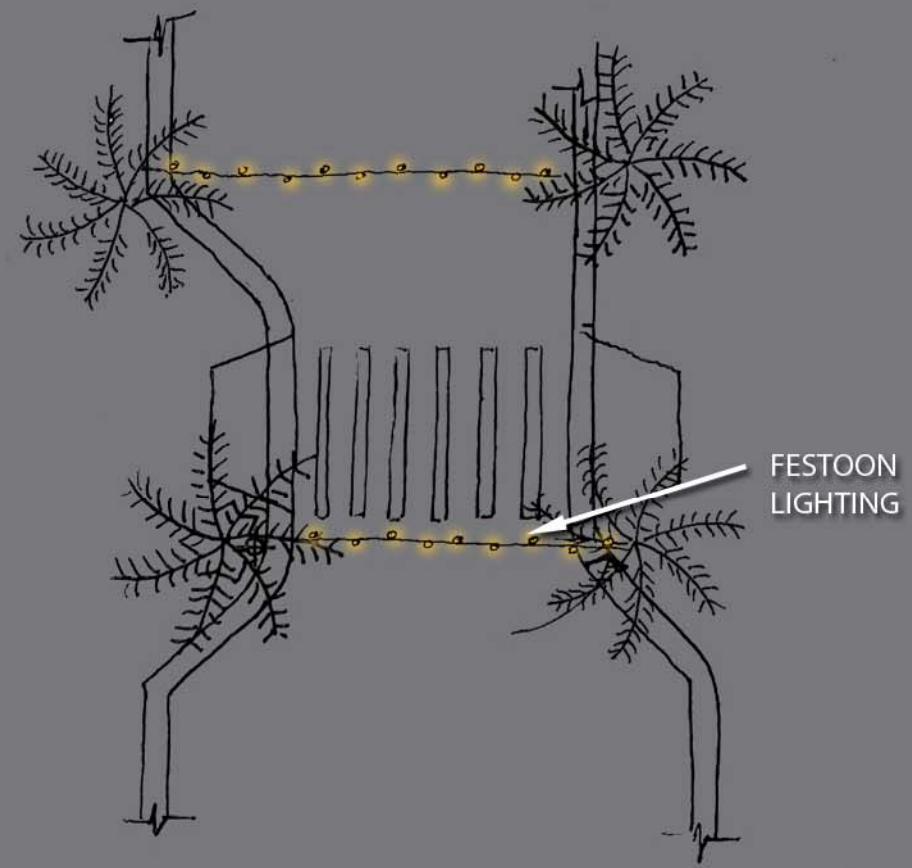
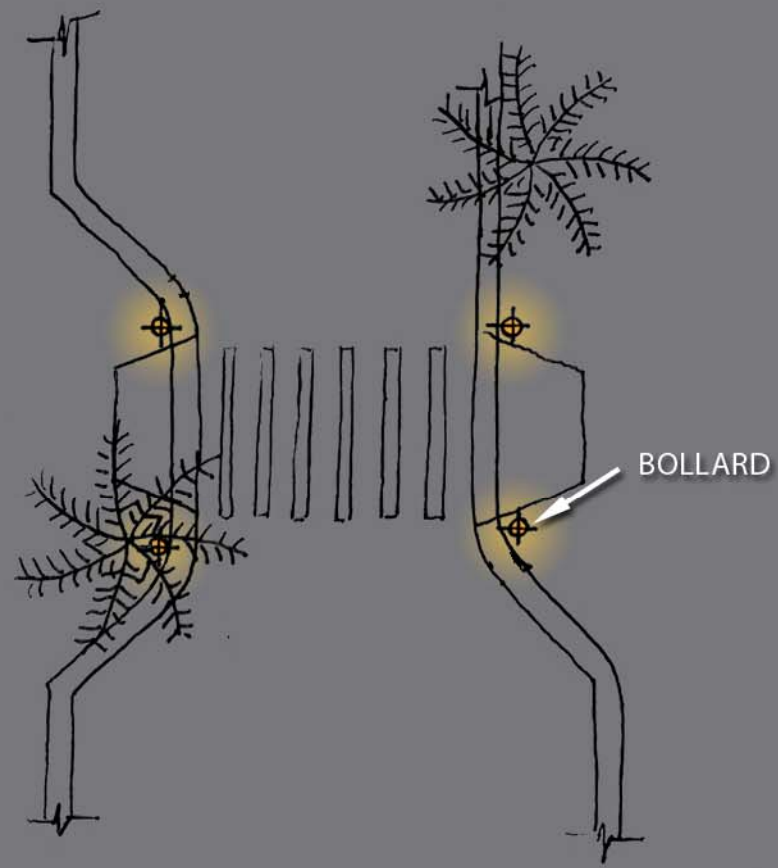
WALL SCONCES



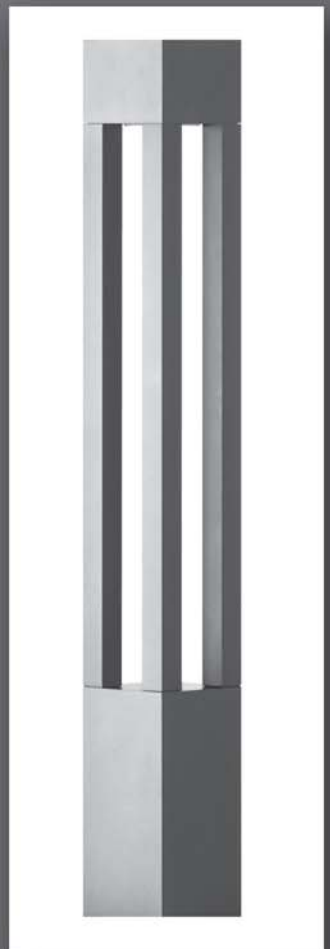
UP AND DOWN LIGHTS MOUNTED TO METAL RING ATTACHED TO PALM TREES.

UP LIGHTS ILLUMINATE PALM FRONDS, DOWN LIGHTS ILLUMINATE TREE TRUNK AND SIDEWALK.

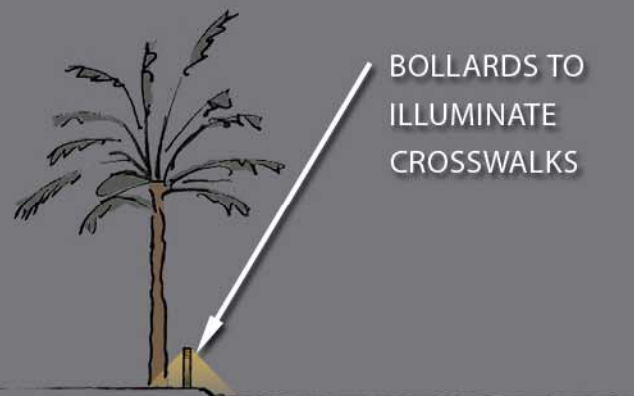




LIGHTED PYLONS FOR MAJOR INTERSECTIONS



BOLLARD



CONCEPT 1



CONCEPT 2



FESTOON LIGHTING



LIGHTED CURTAINS

FLAGLER STREET LIGHTING REPORT

CROSSWALK LIGHTING CONCEPT



PATTERN PROJECTIONS & DIRECT VIEW LIGHTING



FACADE UPLIGHTING & SPOTLIGHTING

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FACADE LIGHTING CONCEPTS



EXISTING CONDITIONS:

- Dark sidewalks
- Dark storefronts
- Glary street lights
- Minimal tree and building lighting
- Inconsistent color of white lamp sources

FLAGLER STREET LIGHTING REPORT

EXISTING NIGHTTIME CONDITIONS



LIGHTING OPPORTUNITIES:

1. Tree and landscape lighting along sidewalk
2. Pendants mounted to building canopies or sconces on storefronts
3. Wash all upper facades from streetlights or hard canopies
4. Festoon lights or bollards at crosswalks
5. Cap tops of streetlights and add lit banners
6. Decorative accents on street side of canopies
7. Feature lighting on key buildings
8. Colored and patterned light on prominent east and west facing walls

FLAGLER STREET LIGHTING REPORT

STREETScape CONCEPT RENDERING



FLAGLER STREET LIGHTING REPORT

LA EPOCA EXISTING CONDITIONS



LA EPOCA ASSETS:

- Retail anchor on Flagler Street with distinct branding scheme
- Smooth, sleek, Art Moderne facade
- Unique horizontal bands of windows and curved corner entrance tower

LIGHTING OPPORTUNITIES:

1. Use red uplight and red neon or LED along upper facade to highlight length of building and reinforce La Epoca branding
2. Light middle La Epoca sign from streetpole mounted floodlights
3. Backlight window frames in central cylinder to highlight unique architecture and attract attention to the intersection
4. Leave ground floor display lighting illuminated throughout the evening to highlight merchandise and attract window shoppers. Leave some store lighting on at a low level on upper floors to backlight windows

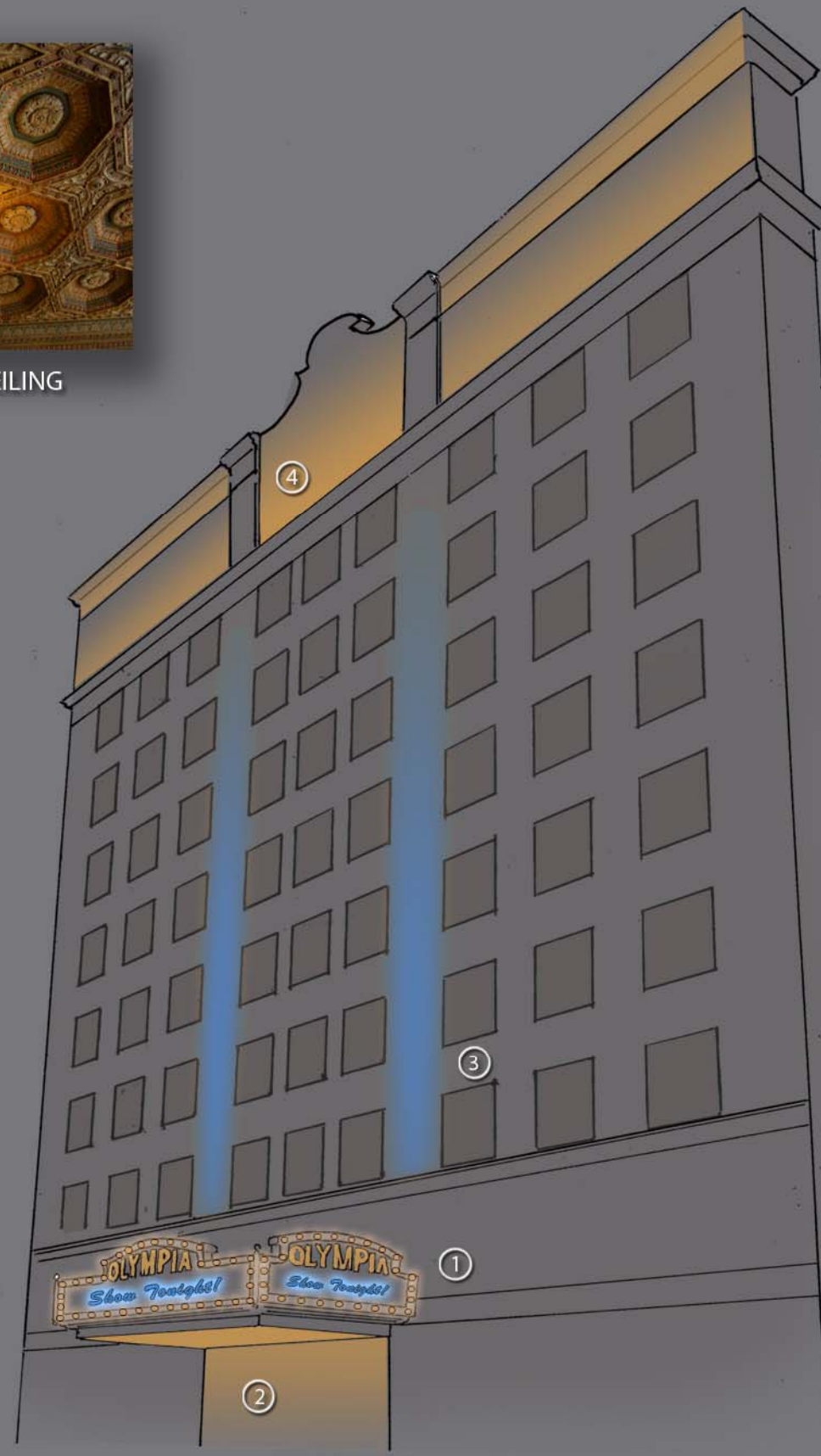


FLAGLER STREET LIGHTING REPORT

GUSMAN CENTER EXISTING CONDITIONS



EXISTING INTERIOR LOBBY CEILING



GUSMAN ASSETS:

- Performance venue with historic theatre
- Interesting architectural ornaments along cornice
- Uniquely shaped marquee and highly detailed lobby ceiling

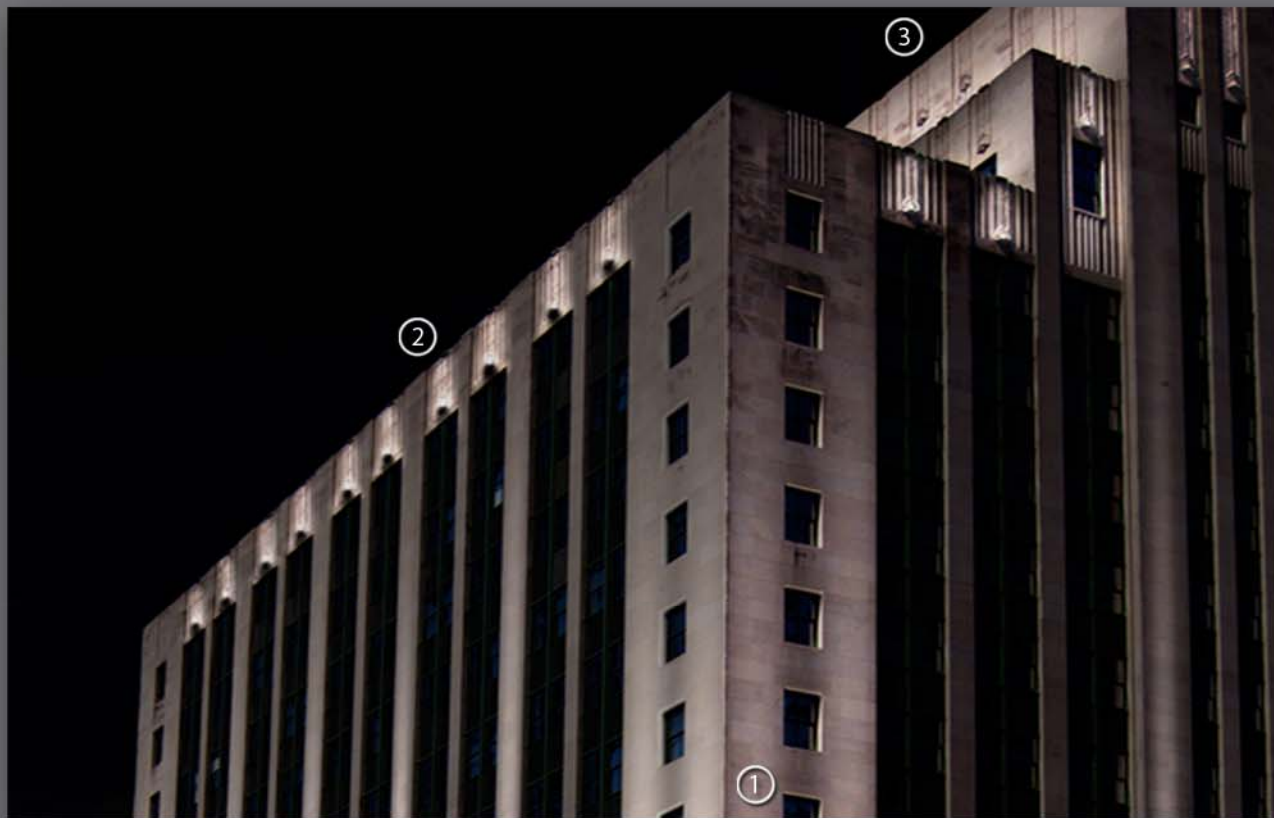
LIGHTING OPPORTUNITIES:

1. Repair or replace lighting within marquee, upgrade with digital signs, programmable LED lamps, and new downlights under marquee canopy
2. Add more uplight to existing decorative ceiling in lobby
3. Light vertical columns with color-changing LED floodlights installed to top of marquee canopy
4. When upper facade is repaired: light features with grazing uplight installed at cornice

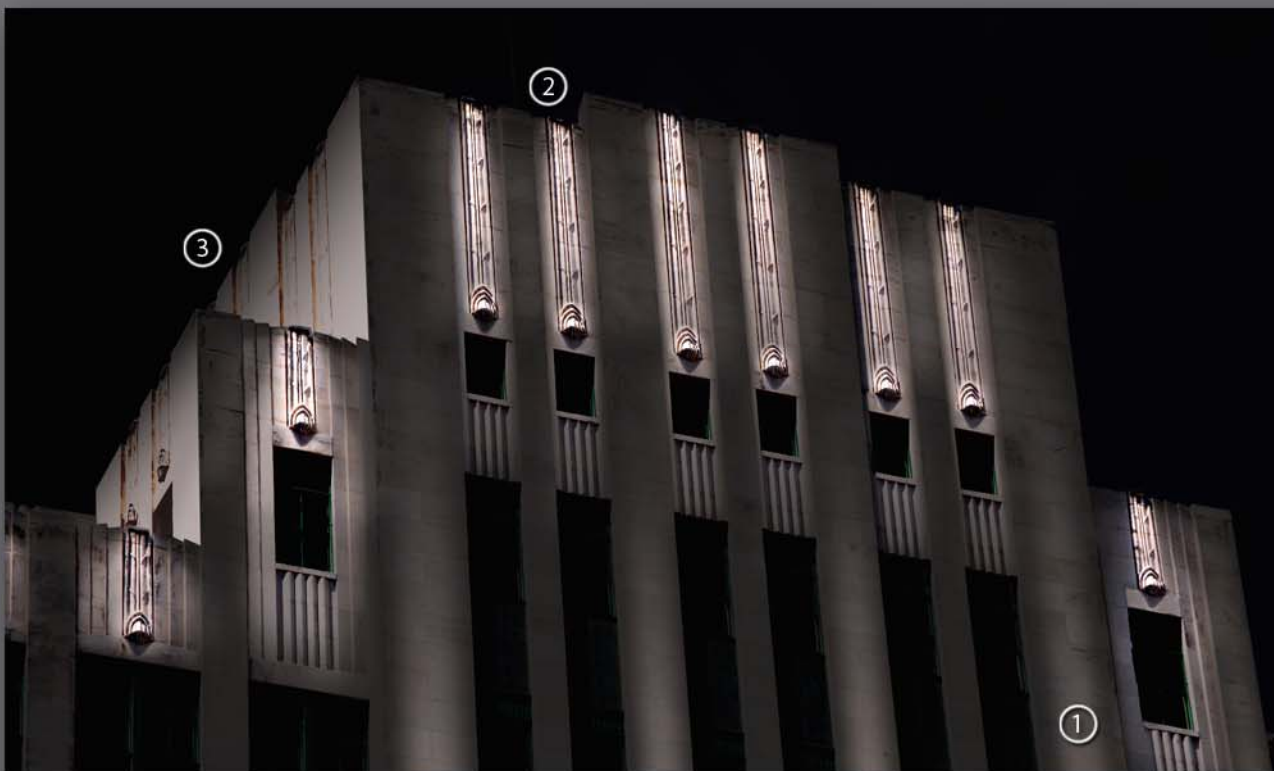


FLAGLER STREET LIGHTING REPORT

ALFRED I. DUPONT EXISTING CONDITIONS



SOUTH FACADE



EAST FACADE

ALFRED I. DUPONT ASSETS:

- Tallest building on Flagler Street with excellent visibility from surrounding neighborhoods and highways
- Fine art deco details that reflect the historic character and time period of the building and of Flagler Street

LIGHTING OPPORTUNITIES:

1. Uplight corners and wider verticals to anchor building's strong vertical presence
2. Spotlight art deco details at top of building with arm-mounted fixtures at roof line
3. Wash setback facades with light to create night-time visibility from surrounding areas and highways
4. White graze uplight at lower level frieze to light base granite
5. Use white light to preserve the warmth of the building's historic stone facade



FLAGLER STREET LIGHTING REPORT

FLAGLER FIRST EXISTING CONDITIONS

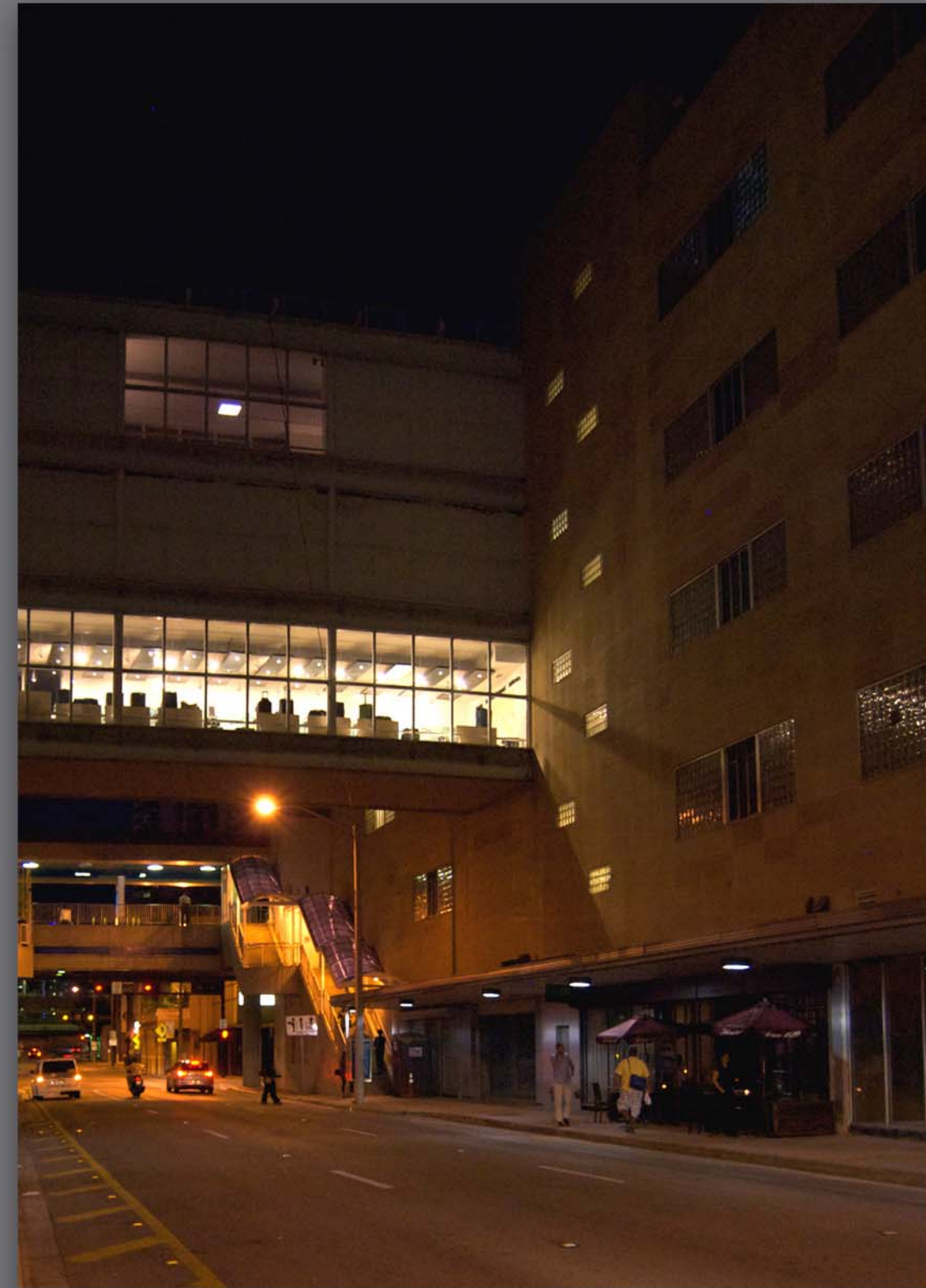


FLAGLER FIRST CONDOMINIUM ASSETS:

- Beautifully restored historic building
- Richly textured and colored masonry facade and cornice details
- Vertical piers emphasize the height and strength of the building

LIGHTING OPPORTUNITIES:

1. Uplight vertical piers between windows to highlight brick details and shield lighting from residents
2. Graze cornice at base and dentils at top of building to create strong horizontal elements to frame the facade
3. Uplight ground floor columns from sides to fill entry level with light
4. Highlight traditional details with building mounted uplights, lionheads and shields featured at base and top of the building
5. Continue lighting around corner onto North 1st Avenue to add interest at intersection and make the building more visible from West Flagler Street



FLAGLER STREET LIGHTING REPORT

MACY'S EXISTING CONDITIONS



SUMMERTIME COLOR & GOBO CONCEPT



CHRISTMAS COLOR & GOBO CONCEPT

MACY'S ASSETS:

- Historic retail anchor at major intersection of Flagler St. and Miami Ave.
- Smooth and sleek facade surface with curved corner detail
- Position on Flagler Street makes Macy's a gateway building

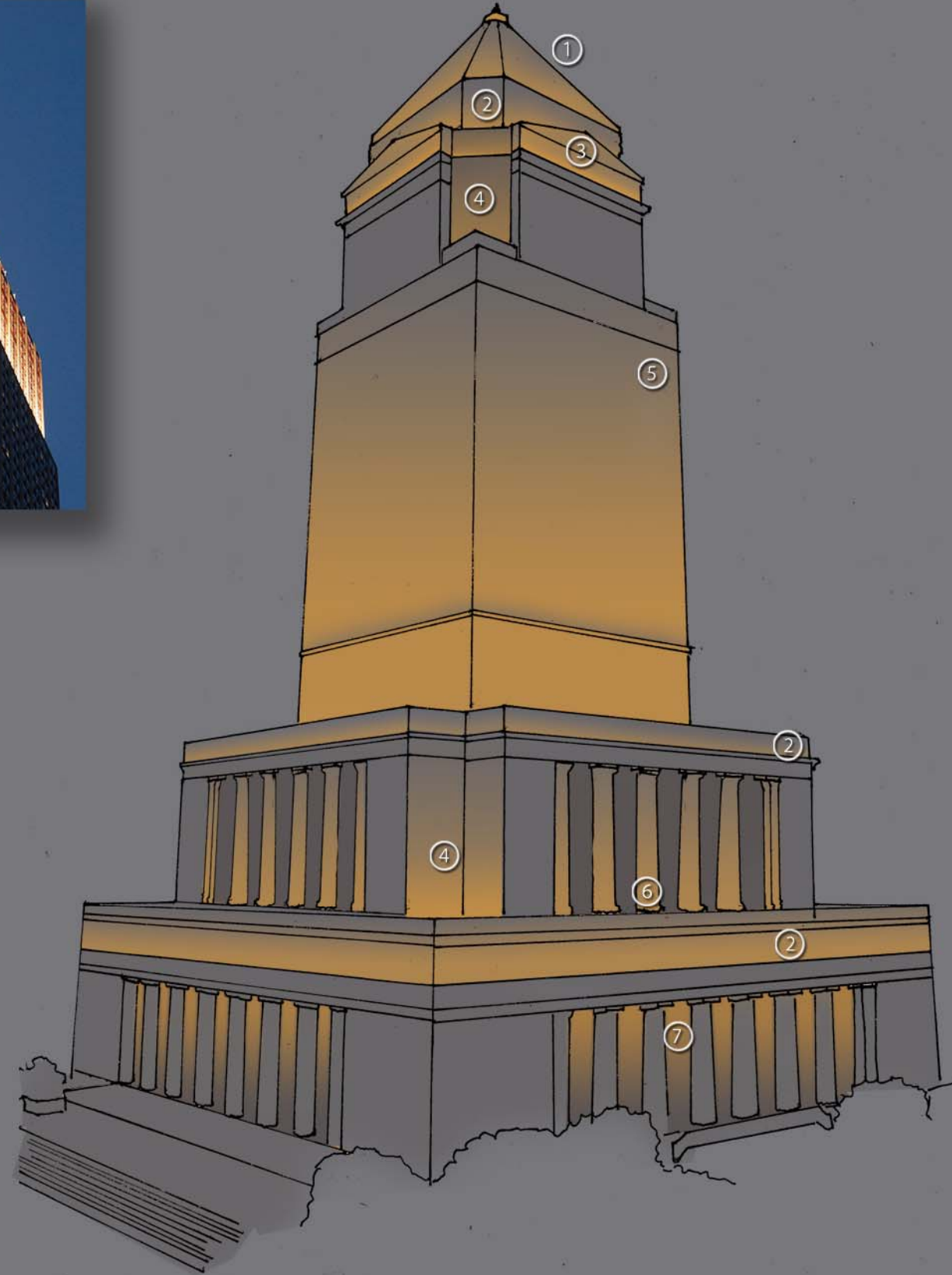
LIGHTING OPPORTUNITIES:

1. Retain Macy's internally illuminated signage at corner
2. Add color-changing uplight wash with fixtures mounted to the top of canopy structure
3. Use gobos to add pattern and texture or seasonally appropriate graphics to otherwise uniform facade
4. Restore bridge windows on 4th and 5th floors and leave lights on inside all bridge corridors
5. Leave ground level display window lighting on at night
6. Develop a coordinated lighting design for the "sister" building on the southwest corner of Miami Avenue to create a stronger gateway presence at intersection



FLAGLER STREET LIGHTING REPORT

COURTHOUSE EXISTING CONDITIONS



MIAMI-DADE COUNTY COURTHOUSE ASSETS:

- Gateway to West Flagler Street
- Massive, tall structure filled with interesting layers and architectural details
- Well known and historic Miami building

LIGHTING OPPORTUNITIES:

1. Use spotlights to graze roof and wash central crown
2. Soft uplight glow wraps building
3. Continuous uplight at pediment
4. Softly uplight corners
5. Strongly uplight central tower
6. Spot uplight columns at second level
7. Existing downlights at entrance ceilings and interior window lighting highlight columns in silhouette

RECOMMENDATIONS FOR IMPLEMENTATION & NEXT STEPS:

This report recommends a series of lighting improvements to increase the attractiveness of Flagler Street, improve the comfort and security of pedestrians and enhance the street's historic image. The recommended improvements range in cost and complexity from action items which can be implemented by individual retail tenants and property owners to more comprehensive actions which will need to be coordinated by DDA and/or FSTF. We have outlined below the recommended actions to address each objective and provided a matrix outlining next steps required for implementing our recommendations on the following pages.

RECOMMENDED ACTIONS:

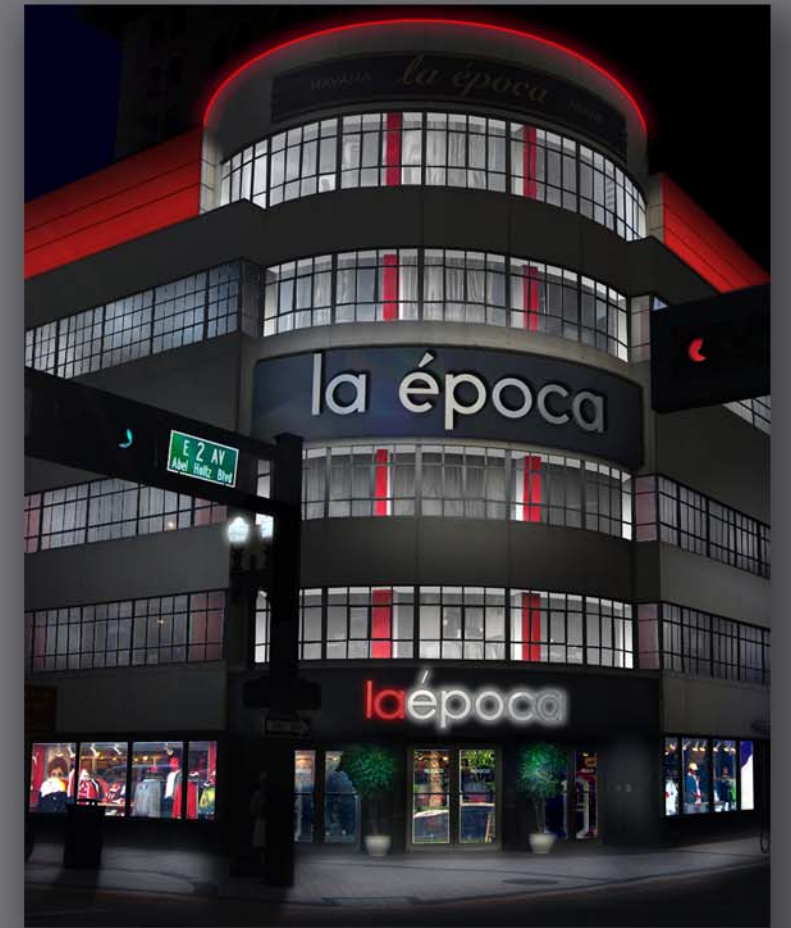
1. Improve the appearance and create a memorable image of the street
 - a. Add lighted banners to street light poles
 - b. Add trees with accent lighting
 - c. Add lighting for upper facades, above ground floor storefronts
 - d. Add lighting displays on tall prominent East and West facing facades
 - e. Add feature/festoon lighting at mid-block crosswalks and intersections
 - f. Add marquee lighting at edges of hard canopies
2. Improve pedestrian comfort and security
 - a. Keep tenant storefronts illuminated at night, eliminate opaque security grilles wherever possible
 - b. Add lighting for sidewalks under storefront canopies
 - c. Improve pole mounted street lighting
3. Enhance the street's historic image
 - a. Light key historic buildings, in priority order:
 - i. La Epoca, Flagler First, Al Dupont Building, Macy's
 - ii. Dade County Courthouse
 - iii. Olympia Theater



PRIORITY	OBJECTIVE	ACTION	TO BE IMPLEMENTED BY	NEXT STEPS REQUIRED	COSTS PAID BY
High	Improve pedestrian comfort and security	Keep tenant storefronts illuminated at night	Store tenants	1. Provide streetscape lighting guidelines to property owners	Store tenants and/or property owners
High	Improve pedestrian comfort and security	Improve lighting under storefront canopies	Individual property owners	1. Hire a lighting designer and engineer to develop lighting plans and specifications 2. Hire installing contractor	Property owners (DDA could participate with TIGP funds)
High	Improve Appearance of the Street and Create a Memorable Image	Add lighting for upper facades (above ground level storefronts) mounted to City street lights	City of Miami	1. Hire lighting designer and engineer to develop design development documents for review, approval and pricing	City of Miami
High	Improve Appearance of the Street and Create a Memorable Image	Add lighting for upper facades (above ground level storefronts) mounted to individual, private property	Individual property owners	1. Hire lighting designer and engineer to develop design development documents for review, approval and pricing	Property owners (DDA could participate with TIGP funds)
High	Enhance Historic Image	Façade lighting for key historic buildings: La Epoca, Macys, Dupont and Flagler First	Individual property owners	1. Hire a lighting designer and engineer to develop lighting plans and specifications 2. Hire installing contractor	Property owners (DDA could participate with TIGP funds)
Med	Improve Appearance of the Street and Create a Memorable Image	Add lighted banners to street light poles	City of Miami	1. Hire a graphic designer and lighting designer to develop a signage/banner design	City of Miami
Med	Improve pedestrian comfort and security	Improve street lighting	City of Miami	1. Hire lighting designer to develop design development documents for review, approval and pricing	City of Miami
Med	Improve Appearance of the Street and Create a Memorable Image	Add trees with accent lighting	City of Miami	1. Coordinate with City's landscape architect for streetscape improvements 2. Hire a lighting designer to develop lighting standards and specifications for proposed street trees	City of Miami
Med	Improve Appearance of the Street and Create a Memorable Image	Develop lighting display for tall prominent East and West facades	Individual property owners	1. Hire lighting designer and engineer to develop design development documents for review, approval and pricing	Property owners (DDA could participate with TIGP funds)
Med	Enhance Historic Image	Façade lighting for Dade County Courthouse	Miami-Dade County	1. Complete façade restoration 2. Evaluate existing building lighting	Miami-Dade County
Med	Enhance Historic Image	Marquee and accent lighting for Olympia Theater	Olympia Trust	1. Resolve ownership and financial issues related to property 2. Complete facade restoration 3. Hire a consultant to prepare a design concept and design/build RFP for marquee restoration	Olympia Trust
Low	Improve Appearance of the Street and Create a Memorable Image	Add feature/festoon lighting for mid-block cross-walks	City of Miami	1. Hire lighting designer and engineer to develop design development documents for review, approval and pricing	City of Miami
Low	Improve Appearance of the Street and Create a Memorable Image	Add marquee lighting at edges of hard storefront canopies	Individual property owners	1. Hire lighting designer and engineer to develop design development documents for review, approval and pricing	Property owners (DDA could participate with TIGP funds)

FLAGLER STREET LIGHTING REPORT

IMPLEMENTATION MATRIX



FLAGLER STREET LIGHTING REPORT

THE FUTURE OF FLAGLER STREET