

Flagler Streetscape

City of Miami
City Commission Meeting
March 27, 2013



CURTIS + ROGERS

*“Flagler Street shall reclaim its proud and distinctive **heritage** as the City of Miami’s **iconic** main street...A **vibrant, walkable and historic** shopping district.”*

-Vision of Flagler Street Task Force

Process | Flagler Streetscape

2025 Downtown Miami Master Plan calls for the redevelopment of Flagler Street into Miami's pedestrian-oriented Main Street

Flagler Street Task Force created by the DDA to lead revitalization efforts; includes all major stakeholders, including key property and business owners; Chaired at first by the late Tony Alonso; currently Co-chaired by Neisen Kasdin & Brian Alonso

Task Force quickly comes to the consensus that a complete **reconstruction** of the street is needed

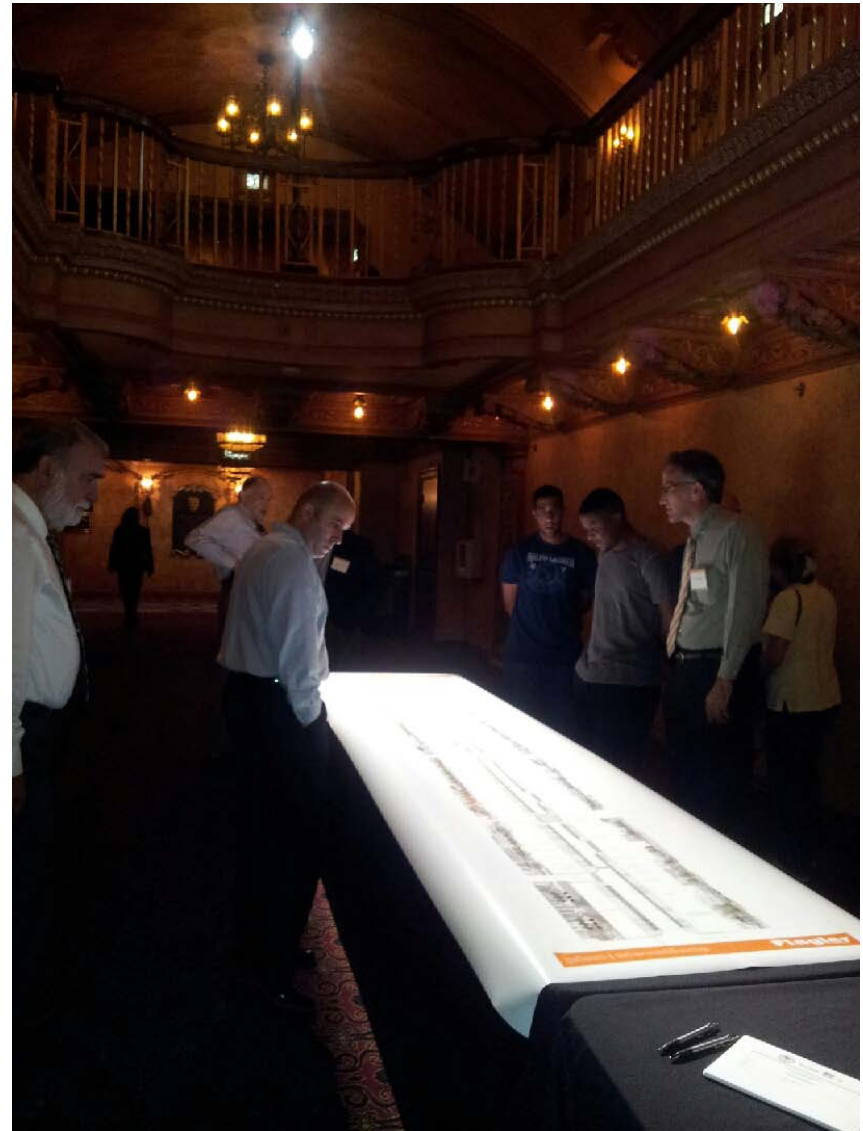
City of Miami CIP hired **BCC/Curtis + Rogers** Team to design the project, with Task Force acting as the project **steering committee** throughout the design process

Public **Open House** held in October 2013 at Olympia Theater; notice delivered to all property/business owners

Strong **consensus** in favor of the project and design

Miami DDA approved the design in December 2013.

Task Force has been working with the DDA, City, County and property owners to piece together the **funding for construction**



Goals + Objectives | Flagler Street Task Force



1. Provide **wide sidewalks** that are clean, safe, uncluttered, and **shaded** under dense tree canopy, arcades, awnings, and canopies.
2. Provide room for bustling **sidewalk café's**.
3. Provide **limited parking bays** for commercial loading/delivery and centralized valet parking service.
4. Design for regularly occurring **street festivals and events** (movable crossing gates).

Project helps to implement:

- 2025 Downtown Miami Master Plan
- Flagler Street Task Force Vision Plan
- Downtown Miami Bike/Ped Mobility Plan
- Downtown Pedestrian Priority Zone Ordinance
- & countless other studies, plans and initiatives

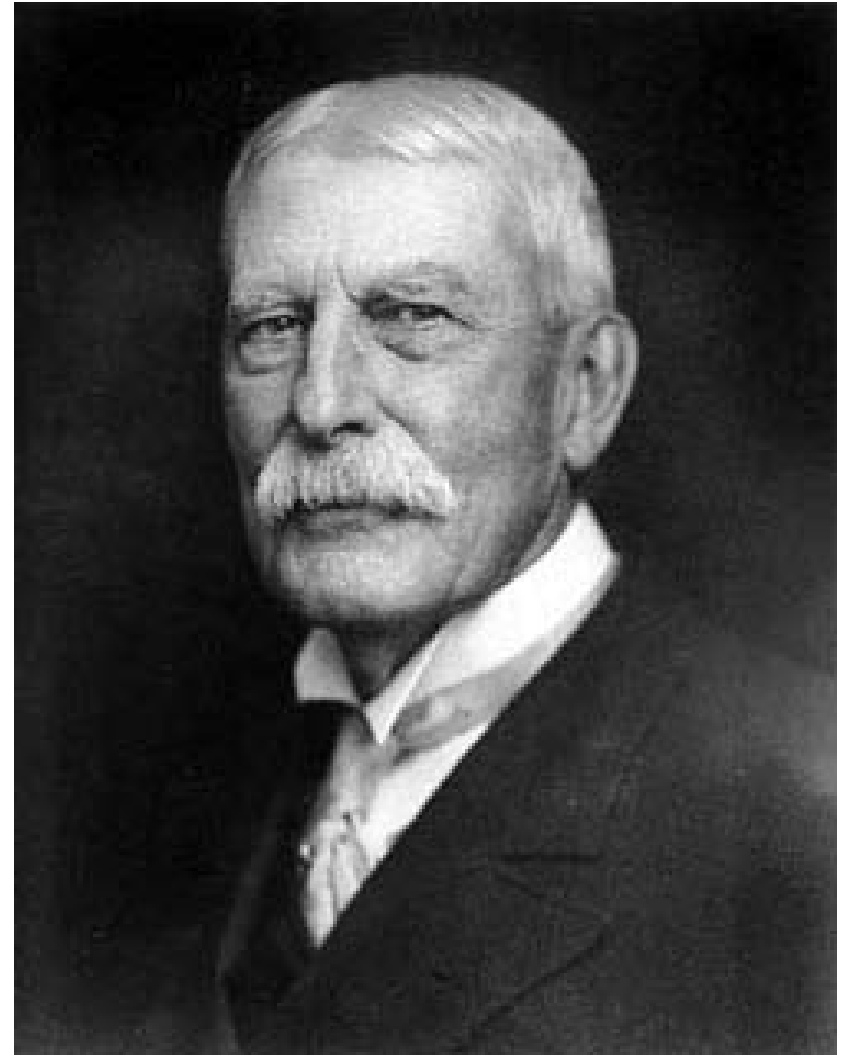
Design | Inspiration | History

Flagler Street was named for **Henry M. Flagler** who brought his railroad to Miami in 1896.

Put Miami on the map, attracting many more residents and visitors to his landmark hotel, the **Royal Palm**

Iconic hotel was situated at the mouth of the Miami River, and is the subject of renewed interest as a result of recent **archeological discoveries**.

FECi's **All Aboard Florida** project is re-introducing passenger rail service along the very railroad Flagler built over 100 years ago, terminating one block from Flagler St.



Design | Inspiration | Great Streets

Michigan Avenue, Chicago

“Great Streets” should:

- **Help make a community** by facilitating interaction (ie. Café’s, festivals, street events)
- **Be safe and comfortable** by providing shade and amenities without obstructing views.
- **Be memorable** by using iconic elements and branding to create a sense of place.

-Taken from Allan Jacobs book **Great Streets** © 1993



Rodeo Drive, Los Angeles

Physical Characteristics of “Great Streets” :

- **Wide** for walking + dining.
- **Organized** to make clear delineation of uses.
* Miami 21 Plan
- **Neutral colors and patterns** that can change with the times.

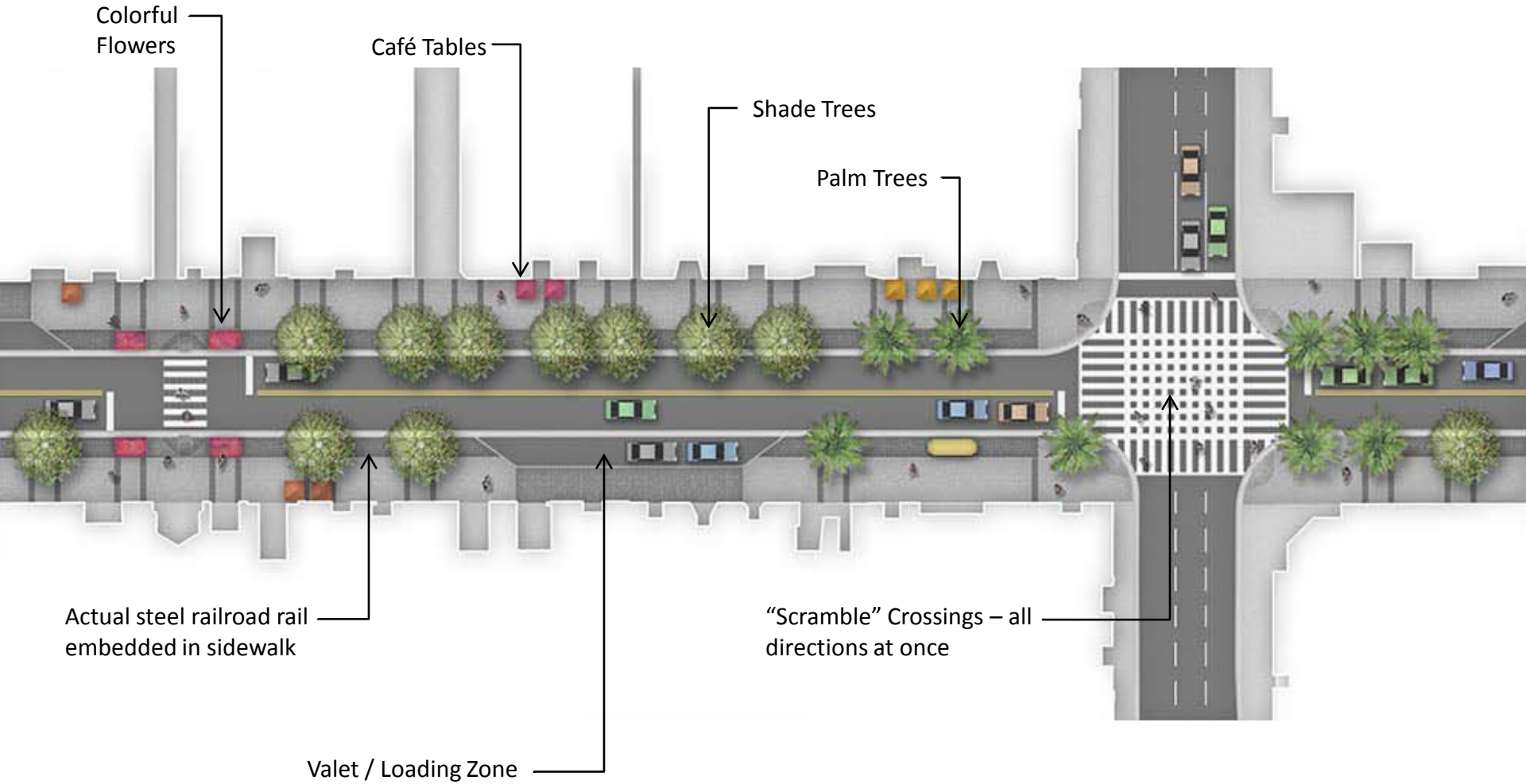


Design | Concept | Section

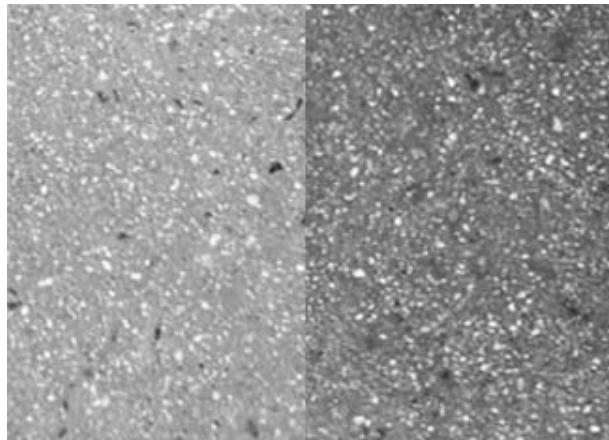
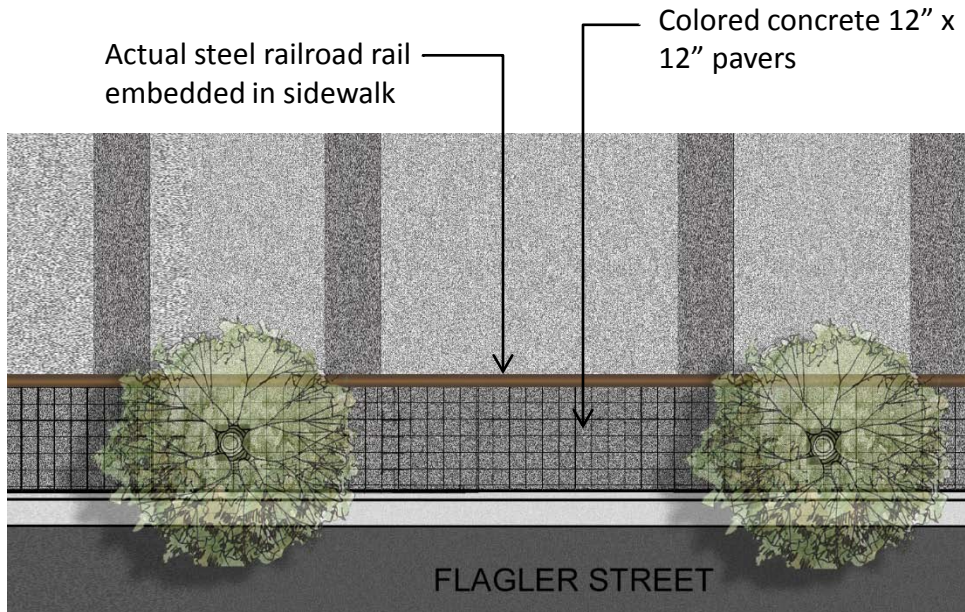
- **Replaces on-street parking with Valet Parking/Loading Zones** to accommodate wider sidewalks for more pedestrian traffic and more sidewalk cafes.
- **Widened sidewalk allows for distinguishable programmed zones** for amenities, walking, parking, and dining.
- A complete **re-design of the street drainage**, to fix current issues, including the inverted sidewalks.



Design | Concept | Plan

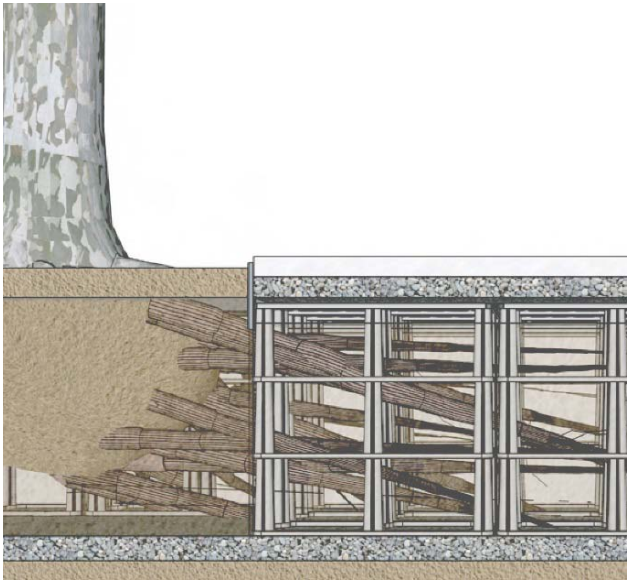


Design | Concept | Paving



- **Goal** : Provide a sidewalk that is **made from readily available materials** arranged in a pattern that will allow for **less noticeable repairs** when required.
- The sidewalk **pattern echoes the repetitive bands of the railroad ties**, but have been placed in pairs which have variable spacing.
- There is an actual steel **rail embedded flush with the sidewalk** making a tangible connection with the street's history.
- **Colored concrete with exposed aggregate** used to create variation in bands and in amenity zone which uses concrete pavers.

Design | Concept | Street Trees



- Provides quality, **large shade trees**, planted with most current practices and technology to assure large tree growth without sacrificing walkable space, which will provide shade and increase comfort for pedestrians.
- **Underground Crate System** to encourage root growth and bigger trees
- **Paver Grates** used to bring pavers up to 1' from trunk of trees.

- **Live Oaks** are used as shade trees. They are native, wind resistant, and have a long life span.
- **Date Palms** placed at intersections to allow more visibility. Existing date palms will be relocated to new locations.



Design | Concept | Site Furnishing

- Seating placed in groupings of 3 by valet parking spaces.
- Trash and bike racks placed in convenient locations with at least 1 per block on each side of the street.
- Bollards placed at mid-block crossings



Design Concept | Mid block Crossings



- Mid-block Crossings use colorful flowers to draw attention to motorists and bring lively color to the streetscape.





Susan G. Komen
Saturday
October 15th
7:30am
RACE FOR

ERFUMES

PC & PHONES

Electronics

le

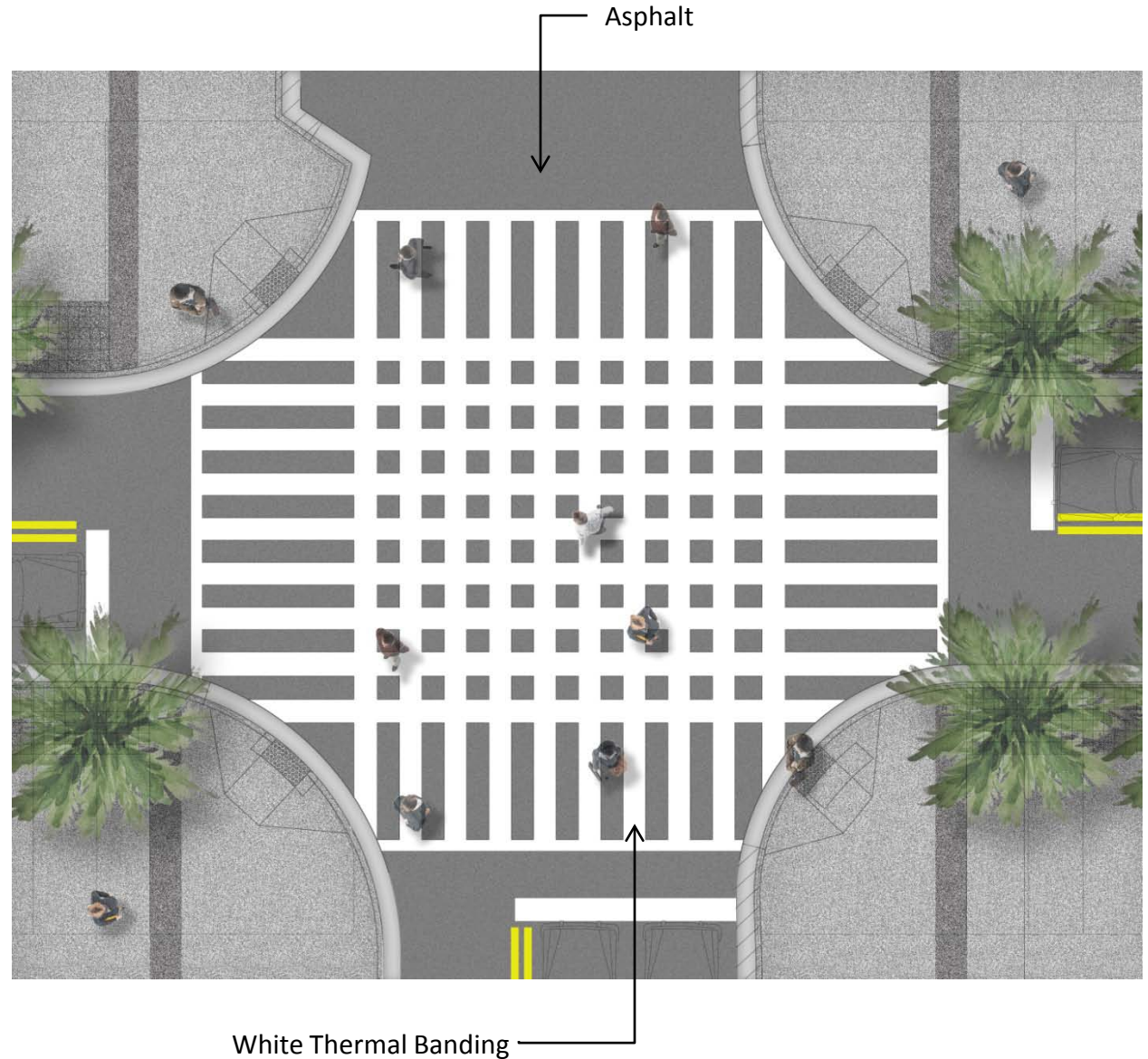
DRINKS-SNACKS-FISHETS

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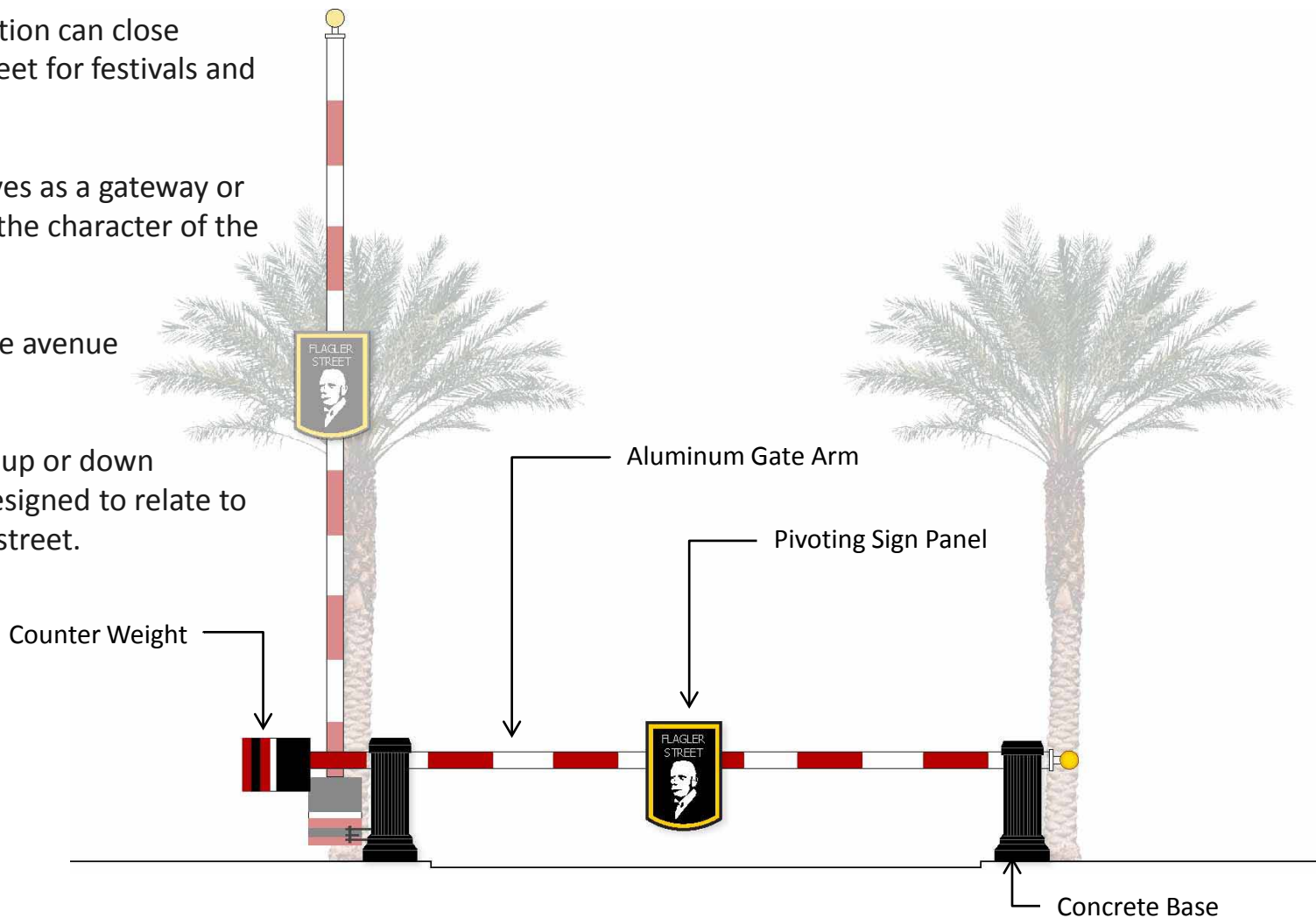
Design Concept | Crosswalk

- Crosswalks are simple and easy to maintain, while hinting at the railroad theme.
- The center panel encourages the “scramble” (diagonal) crossing which is reminiscent of New York’s “Don’t Block the Box” intersections.



Design Concept | Crossing Gate

- Gate in down position can close sections of the street for festivals and events.
- In up position serves as a gateway or beacon adding to the character of the streetscape.
- Gates placed at the avenue intersections.
- Signage rotates in up or down positions and is designed to relate to the history of the street.





E | AV

FLAGLER STREET

Funding Strategy | Flagler Streetscape

COST

Estimated costs (pre-bid): **\$10-\$13 million**

REVENUE

City GOB funding: **\$6 million**

County GOB/EDF funding: **Up to \$6 million (reimbursable)**

Special Assessment District: **\$1 million***

* Provided as private sector “skin in the game” in order to leverage County funds; proposed and supported by property and business owners on Flagler Street Task Force

“Flagler Street is to educate visitors of the street, and its namesake’s rich history, in street. A vibrant, walkable and historic shopping district.” -Vision of Flagler Street Task Force



RESOLUTION NO. 33/2013

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY ("DDA") OF THE CITY OF MIAMI, FLORIDA APPROVING THE FLAGLER STREETScape DESIGN PLAN PREPARED BY THE CURTIS + ROGERS DESIGN FIRM; AND FURTHER URGING THE CITY OF MIAMI, MIAMI-DADE COUNTY, UTILITY COMPANIES, FLAGLER STREET PROPERTY OWNERS, AND ALL OTHER AFFECTED PARTIES TO PROVIDE THEIR PROPORTIONATE SHARE OF FUNDING TOWARDS THE PROJECT'S CONSTRUCTION.

SUBMITTED INTO THE
PUBLIC RECORD FOR
ITEM RE.94 ON 3/27/2014
RE.10

WHEREAS, Action Item 4.1 of the DDA's 2025 Downtown Miami Master Plan calls for the "Redevelopment of Flagler Street into Miami's Pedestrian Oriented Main Street" (see Exhibit 1); and

WHEREAS, in June of 2011 the Flagler Street Task Force -- composed of DDA Board members and Flagler Street property owners, business owners and other key stakeholders -- was created by the DDA to plan for and oversee Flagler Street's revitalization; and

WHEREAS, the Flagler Street Task Force's Vision and Action Plan calls for a full reconstruction of the Flagler Street right of way in order to activate the street and encourage redevelopment (see Exhibit 2); and

WHEREAS, the City of Miami responded to the Task Force's direction with a streetscape design planning effort led by the design firm of Curtis + Rogers; and

WHEREAS, after a series of collaborative Task Force sessions and a week-long public open house, consensus was reached on the Flagler Streetscape Design Plan, provided herein as Exhibit 3; and

WHEREAS, the City of Miami has identified only partial funding for the project's construction; and

WHEREAS, the DDA views the reconstruction of Flagler Street as both a transportation project and critical economic development project that will create jobs and act as a catalyst for further redevelopment and revitalization of Downtown Miami, the City of Miami and Miami-Dade County.

WHEREAS, the project aims to replicate the success of other significant historical corridors, such as Ocean Drive, Lincoln Road and Miracle Mile, in acting as a catalyst for economic development.

WHEREAS, the DDA urges all major stakeholders -- including the City of Miami, Miami-Dade County, utility companies, Flagler Street property owners, and all other affected parties -- to provide their proportionate share of funding towards the project's construction so that the Plan can be executed in a shorter timeframe.

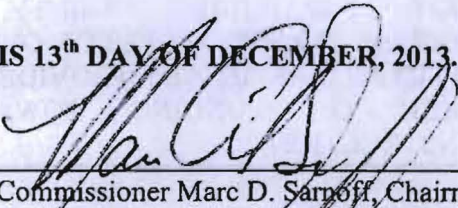
NOW, THEREFORE, be it resolved by the Board of Directors of the Miami Downtown Development Authority of the City of Miami, Florida.

Section 1. The recitals are true and correct and are adopted by reference and incorporated as if fully set forth in this Section.

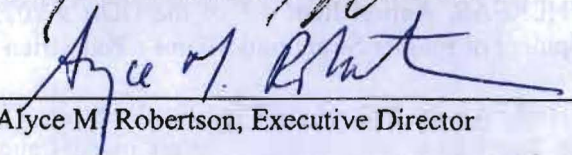
Section 2. The DDA approves the Flagler Streetscape Design Plan prepared by the Curtis + Rogers design firm.

Section 3. The DDA urges the City of Miami, Miami-Dade County, utility companies, Flagler Street property owners, and all other affected parties to provide their proportionate share of funding towards the project's construction.

PASSED AND ADOPTED THIS 13th DAY OF DECEMBER, 2013.




Commissioner Marc D. Sarnoff, Chairman



Alyce M. Robertson, Executive Director

ATTEST:



Madelyne S. Raybourn
Secretary to the Board of Directors

**SUBMITTED INTO THE
PUBLIC RECORD FOR
ITEM RE.9 + RE.10 ON 3/27/2014.**

4. Create great streets and community spaces

EXHIBIT 1

4.1 Redevelop **Flagler Street** into Miami's Pedestrian Oriented Main Street



Historic Flagler Street



Flagler Street Today



SE 1st Street

- Protect and leverage the historic assets and human scale of Flagler Street, such as the Olympia Theater at the Gusman Center for the Performing Arts
- Restructure the roadway, sidewalks and open spaces to become a truly pedestrian oriented environment.
- Plant shade trees to reduce heat island effect and create a pleasant pedestrian walking environment
- Consider replacing parallel parking with wider sidewalks and more pedestrian oriented amenities.
- Promote quality retail and restaurants.
- Promote premium transit along and around Flagler St.
- Establish Flagler St as a primary connection between the two waterfronts (Miami River to Biscayne Bay).
- Support efforts to redesign the Miami-Dade Cultural Center to make it more accessible and pedestrian friendly.
- Provide enhanced community services, such as police and sanitation.

**SUBMITTED INTO THE
PUBLIC RECORD FOR
ITEM ^{RE.9+}_{RE.10} ON 3/27/2014.**



14-00235 - Downtown Development Authority - Flagler Streetscape Presentation

Flagler Street Vision & Action Plan

Flagler Street shall reclaim its proud and distinctive heritage as the City of Miami's iconic main street... a vibrant, walkable and historic shopping district featuring:

1. **Beautifully rehabilitated historic buildings with active uses at both the ground floor and upper levels**
 - *action: establish local historic district for Flagler Street, to include benefit package for property owners (i.e., TDRs and other local, state and federal incentive programs)*
2. **Lighting that highlights the rich architectural detail of signature buildings**
 - *action: hire lighting experts to develop a lighting program; provide matching funds towards execution*
3. **Wide sidewalks that are clean, safe, uncluttered, and shaded under dense tree canopy, arcades, awnings and canopies**
 - *action: a complete reconstruction of Flagler Street, including the widening of sidewalks through the removal of parallel parking (except for delivery and valet bays)*
4. **Limited parking bays for commercial loading/delivery and centralized valet parking service**
 - *action: a complete reconstruction of Flagler Street, including removal of parallel parking except for delivery and valet bays*
5. **Bustling sidewalk cafes**
 - *action: a complete reconstruction of Flagler Street to allow for additional outdoor seating zones; streamline zoning and assist with permitting*
6. **Cohesive design elements, such as landscaping, street furniture, signs, and public art**
 - *action: finalize streetscape guidelines; develop property design guidelines; fund improvements*
7. **Welcoming urban parks, plazas and open spaces**
 - *action: explore opportunities for additional parks and open space*
8. **Activated cultural and entertainment amenities, such as the Olympia Theater, HistoryMiami Museum, Main Library, galleries, art installations, and performances**
 - *action: support activation of cultural amenities*
9. **Regularly occurring street festivals and events**
 - *action: promote events; install removable bollards to ease street closures*
10. **Classic trolley service to other Downtown destinations**
 - *action: start Biscayne/Brickell Trolley loop service, including stops along Flagler Street*
11. **Easy connections to surrounding areas, including the waterfront, jewelry district, and Miami Dade College campus**
 - *action: implement Signage & Wayfinding program*
12. **High quality shops and dining establishments**
 - *action: pursue a retail market analysis that will foster growth of quality retail*

Submitted Into The
Public Record for
Item RE.9 +
RE.10 ON 3/27/14.

14-00235- Downtown Development Authority - Flagler Streetscape Presentation

14-00236- Downtown Development Authority - Flagler Streetscape Presentation

street views

Flagler Streetscape

Scramble Crossing



Typical Streetscape



Mid-block Crossing

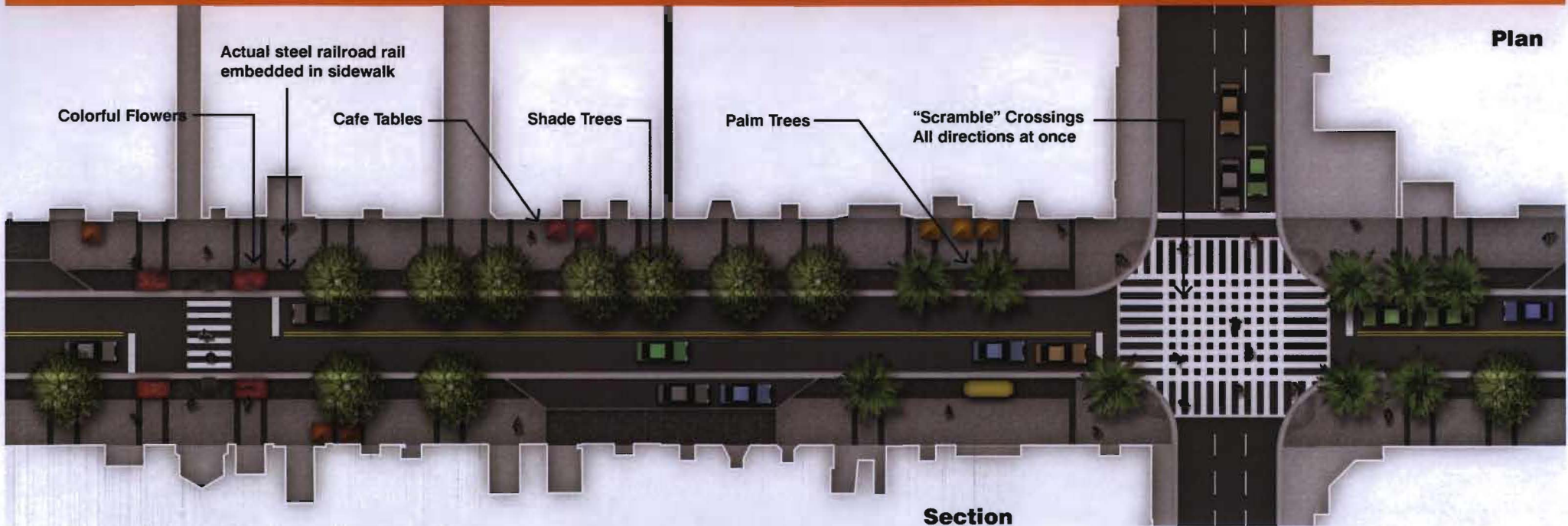
SUBMITTED INTO THE
PUBLIC RECORD FOR

ITEM RE.9 + RE.10 ON 3/27/2014.

14-00235 - Downtown Development Authority - Flagler Street - Streetscape Presentation
14-00236 - Downtown Development Authority - Flagler Streetscape Presentation



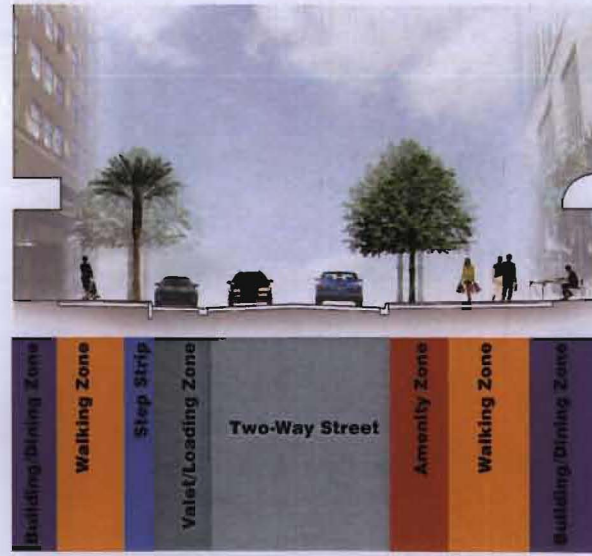
Plan



Section

Turning Flagler Street into a "Great Street"

- Replaces on-street parking with Valet Parking/Loading Zones to accommodate wider sidewalks for more pedestrian traffic and more sidewalk cafes.
- Provides quality, large shade trees, planted with most current practices and technology to assure large tree growth without sacrificing walkable space, which will provide shade and lower the temperature of the corridor for pedestrians.
- A complete re-design of the street drainage, to fix current issues, including the inverted sidewalks.
- Provide a sidewalk that is made from readily available materials arranged in a pattern that will allow for less noticeable repairs when required.
- Opportunities to educate the visitor's of the streets rich history.
- Unique and iconic "Crossing Gates" to close sections of the street for regular Street Fairs and Events.



Components of a Great Streetscape
 Building/Dining Zone
 Walking Zone
 Amenity/Planting Zone
 Step Strip

Miami 21 Plan



14-00235 - Downtown Development Authority - Flagler Streetscape Presentation
 14-00236 - Downtown Development Authority - Flagler Streetscape Presentation

amenities

Submitted into the public record in connection with item RE.9 & RE.10 on 03/27/14
City Clerk

Flagler Streetscape



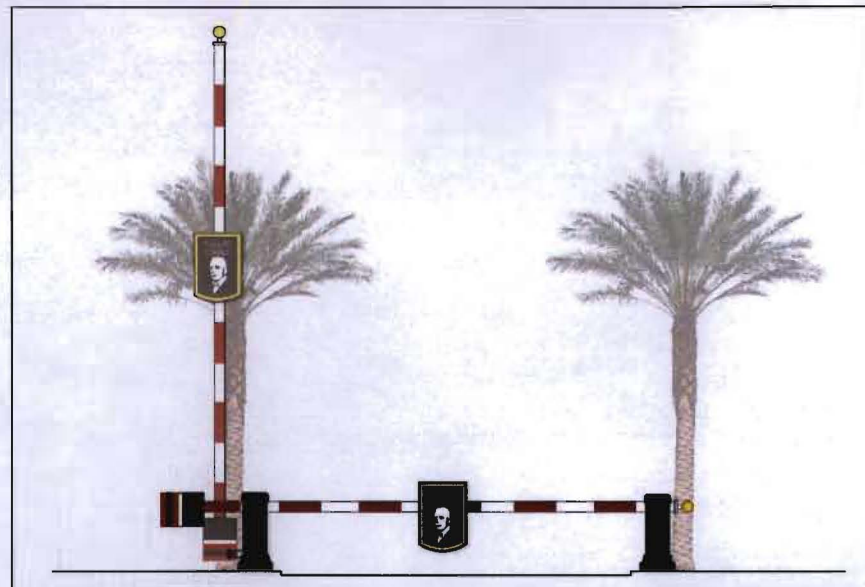
Furnishings: bollard, bike rack, seating, trash

Site Furnishing

- seating placed in groupings of 3 by Valet parking spaces
- trash and bike racks placed in convenient locations with at least 1/block on each side
- bollards placed at mid-block crossings

Crossing Gate

- Gate in down position can close sections of the street for festivals and events
- Gate in up position serves as a gateway or beacon adding to the character of the streetscape
- Gates placed at the avenue intersections
- Signage rotates in up or down positions and is designed to relate to the history of the street



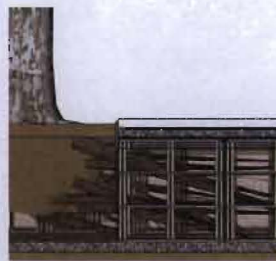
Crossing Gate



Lighting



Pavers up to 1' from trunks of trees



Underground Crate System to encourage root growth and bigger trees



- Date palms have a tropical look

- Relocate existing palms to new locations



Live oak trees are native, wind resistant, and have a long life span.

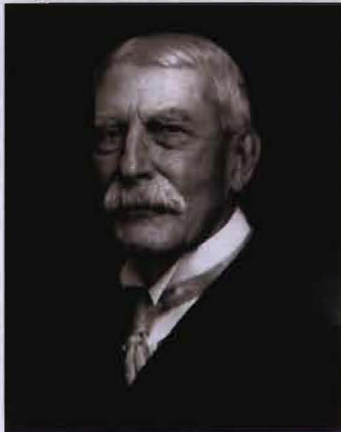
14-00235-Downtown Development Authority - Flagler Streetscape Presentation
14-00236-Downtown Development Authority - Flagler StreetScape Presentation



design concept

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City Clerk

Flagler Streetscape



Photos

Henry M. Flagler
1890's train in Miami
Flagler Street 1890's
Flagler Train Yard west of Courthouse in the 1920's
The Royal Palm Hotel.

Historical Context



Inspiration

Flagler Street was named for Henry M. Flagler who brought his railroad to Miami in 1896, which put Miami on the map, attracting many more residents and visitors to his landmark hotel the Royal Palm, which was situated at the mouth of the Miami River.

Before the railroad, most people came to Miami by boat.

Steel railroad rail embedded flush with concrete

Colored concrete with exposed aggregate

Colored concrete with exposed aggregate, cut into 12" x 12" pavers

Design Concept

The sidewalk pattern echoes the repetitive bands of the railroad ties, but have been placed in pairs which have variable spacing - a metaphor of the diversity of Miami. There is an actual steel railroad rail embedded flush with the sidewalk making a tangible connection with the street's history.



← Photo of colored concrete with exposed aggregate

Photo of railroad rail →



14-00235 - Downtown Development Authority - Flagler Streetscape Presentation
14-00236 - Downtown Development Authority - Flagler Streetscape Presentation





Rodeo Drive, Los Angeles



Champs Elysees, Paris



Las Ramblas, Barcelona



Michigan Avenue, Chicago

“Great Street” Sidewalk Characteristics:

- Wide for walking & dining
- Organized to make clear delineation of uses
- Neutral colors and patterns that can change with the times

Flagler Street Task Force

“Flagler Street shall reclaim its proud and distinctive heritage as the City of Miami’s iconic main street.... A vibrant, walkable and historic shopping district.”

- Vision of Flagler Street Task Force

Objectives of Task Force:

- Limited parking bays for commercial loading/delivery and centralized valet parking service.
- Wide Sidewalks that are clean, safe, uncluttered and shaded under dense tree canopy, arcades, awnings, and canopies.
- Bustling sidewalk Cafes (Room Provided)
- Regularly occurring street festivals and events (provide removable bollards/or other removable gate)



Miami Herald

Posted on Sat, Mar. 15, 2014

Submitted into the public record in connection with item RE.9 & RE.10 on 03/27/14
City Clerk

Flagler Street in downtown Miami to get a makeover

By Andres Viglucci
avigliucci@MiamiHerald.com



Courtesy Curtis + Rogers Design Studio

A rendering showing the redesigned Flagler Street.

Anyone who traverses it has long known that poor, shopworn Flagler Street, the closest thing Miami has to a Main Street downtown, could sure use a lift.

The pink sidewalk tiles installed in an ill-conceived makeover a decade ago are grimy and cracked. The sidewalks are narrow, cluttered and slanted at crazy angles. Stormwater backs up into the street after a hard rain. Shade trees are nonexistent.

But amid the vacant storefronts and schlocky discount stores are clear signs of revival: a smattering of restored historic buildings; nice shops, and new cafes and restaurants that draw a crowd after 6 p.m., the old witching

hour when everything downtown used to shut down.

Now a rare alliance of property owners and city and Miami-Dade officials has decided the time is ripe to restore Flagler to its place as Miami's signature street. And they've got the shovel-ready \$12 million plan to do just that.

The plan, in the works for three years and almost fully funded, entails a near-total redesign and reconstruction of the street from Biscayne Boulevard to the Miami-Dade County Courthouse to make it a lot more attractive and welcoming to pedestrians — and thus, they say, a much better place for residents, downtown workers and businesses.

By eliminating most on-street parking and replacing it with valet stations, the plan by South Miami's Curtis + Rogers Design Studio would extend and level sidewalks to allow ample room for pedestrians, cafe tables, bike racks and benches. Oak trees would grow and spread shade without obstructing or buckling pavement thanks to an innovative, below-grade root-management system. Better-designed crosswalks would make it easier and safer for people to cross the street.

Backers of the Flagler plan note that similar improvements on South Beach's Ocean Drive and Lincoln Road Mall propelled their fortunes at an early stage in their revival. Flagler has another advantage to capitalize on, they say: the arrival of thousands of new condo residents downtown.

"Our goal is to revitalize Flagler Street," said Brian Alonso, whose family runs the upscale La Epoca department store in the street's landmark Art Deco Walgreens building, which they own. "To get there will require a lot of components, but the streetscape is key.

"We're at a similar point where Ocean Drive and Lincoln Road were — interesting things were happening, then they did the streetscapes, and everything just took off."

To seed the project, which has been developed under the auspices of the Downtown Development Authority, Flagler Street property owners agreed to a special assessment totaling around \$1 million.

The city, which will rebuild the street, will cover between \$5 million and \$6 million of the cost. Earlier this month, Miami-Dade commissioners and Mayor Carlos Gimenez agreed to fund the balance, up to \$6 million more, from unused bond proceeds. A start date for the project, still undetermined, will depend on how soon the county can release the money.

"We want this to happen," said Deputy Miami-Dade Mayor Jack Osterholt. "These are the kinds of projects that we think make the difference in downtowns. We want something that's going to put people on the street, to make it more livable and more viable."

Supporters of the makeover concede that street improvements by themselves won't bring back the half-mile downtown stretch of Flagler Street, named after industrialist Henry Flagler, whose railroad gave birth to modern Miami and whose engineers laid out the city's core. Up through the suburban boom of the 1950s and 1960s, the street and its department stores, lunch counters and half-dozen movie theaters were the city's social and shopping focal point.

A true revival, supporters say, will hinge on attracting a better class of shops to replace the cut-rate electronics and luggage stores and fast-food outlets on which landlords survived for years. Those stores have been disappearing along with the bargain-hunting tourists, who have largely defected to suburban malls.

And that, Alonso said, will require not just public investment, but also a coordinated retail strategy and renovations by property owners to rundown buildings, some of them historic structures dating back to Flagler Street's earliest days.

While a number of buildings on the street are protected as designated historic landmarks, including the Gusman/Olympia Theater and the Alfred I. DuPont office tower, questions hang over the future of some other architecturally or historically important but unprotected buildings — in particular the big Art Deco Macy's building, which the chain is widely expected to vacate once it opens a new store in the planned Miami World Center complex north of downtown.

Although most Flagler Street properties are owned by a small group of families — the Rok family alone owns 17 buildings — outside investors have recently purchased some key spots, including the Macy's building. Zoning allows 80-story skyscrapers, which some believe could disrupt the human scale that gives Flagler Street its intimate, historic feel.

Some property owners sitting on a DDA task force guiding improvements for the street have been reluctant to embrace designation of more buildings on Flagler, concerned about the effect on property values.

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3/25/2014 11:37 AM

In spite of the uncertainties, the streetscape investment is probably worth making now, said DDA chairman Marc Sarnoff, a city commissioner whose district includes downtown.

"There's a lot in flux on Flagler, but it's still the right thing to do," he said. "This is a conversation worth having now."

DDA deputy director Javier Betancourt said Flagler should preserve and build on its distinctive qualities — the kind of historic, authentic urban ambience that people increasingly seek out. Betancourt believes the street has the potential to become Miami's Lincoln Road.

"Flagler has soul and it has good bones," Betancourt said. "We should not turn it into just any other street. It's a real street. It has that dynamic people are looking for."

In a nod to downtown history and Flagler's legacy, the redesign incorporates railroad crossing gates that would be lowered to close sections of the street for festivals and other special events. Planners considered turning the street permanently into a pedestrian promenade, but concluded that was risky and impractical.

"The aim overall is to make it more walkable, more active, and a place where we can have visitors and residents congregate," Betancourt said. "One of the things we're lacking in Miami is public gathering space. It doesn't always have to be a park. It can be a street that's turned over to pedestrians for part of the day."

The project will be intensive and disruptive, Alonso said. It will require digging 12 feet below the surface to replace antiquated utilities, like 80-year-old clay stormwater pipes. It will also require flattening the street right-of-way, which comes almost to a point in the middle, probably because layers of asphalt have been added over old trolley tracks that are believed to remain buried below it.

And all the sidewalks, which in some spots are inclined so sharply that outdoor cafe tables appear to be leaning over, will be removed and replaced with simple, easy to maintain concrete. In another Flagler echo, embedded steel train rails will run along the sidewalk edges.

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WWW.TILIAVENTURE.COM

T 305.777.1602 F 305.777.1616

The Historic Alfred I. Dupont Building
169 E FLAGLER ST, PH 7 MIAMI, FL 33131

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record in connection with
item RE.9 & RE.10 on 03/27/14
City Clerk

February 6, 2014

VIA HAND DELIVERY

RE: FLAGLER STREETScape PROJECT

To Whom It May Concern:

As a property owner along Flagler Street in Downtown Miami, I am very pleased with the Curtis+Rogers Streetscape Design that has recently been completed.

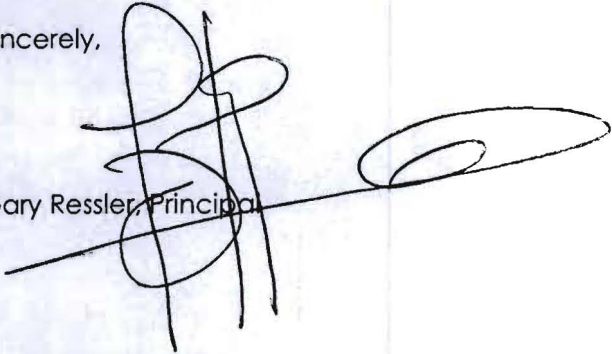
There are many indicators that show downtown is on the cusp of a major transformation but there needs to be a significant investment in the heart of Miami's downtown to secure this forward movement.

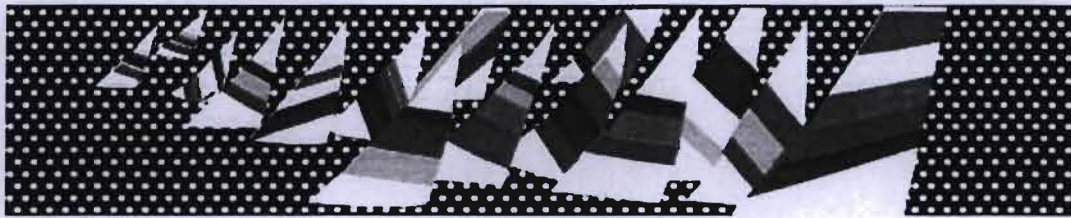
Flagler Street's historical significance is undeniable, but the lack of investment on the street has rendered it outdated, misaligned and badly in need of reconception. Without a significant investment the CBD will miss the opportunity of this revitalization.

Once the relevant governmental and private agencies have committed an investment, I am also willing to support an effort for property owners to financially contribute to further assure the project's completion and success. I look forward to obtaining actual costs to ascertain the fair portion that would be divided among the Flagler Street property owners.

I, along with the Downtown Miami Partnership (DMP), am committed to making downtown, and Flagler Street specifically, a more livable, pedestrian friendly and business friendly environment.

Sincerely,


Gary Ressler, Principal



SERGIO ROK

February 6, 2014

RE: FLAGLER STREETScape PROJECT

To Whom It May Concern:

As a major property owner along Flagler Street in Downtown Miami, I am very pleased with the Curtis+Rogers Flagler Streetscape Design that has recently been completed.

There are many indicators that show downtown is on the cusp of a major transformation but there needs to be a significant investment in the heart of Miami's downtown to secure this forward movement.

Flagler Street's historical significance is undeniable, but the lack of investment on the street has rendered it outdated, misaligned and badly in need of reconception. Without a significant investment the CBD will miss the opportunity of this revitalization.

Once the relevant governmental and private agencies have committed an investment, I am also willing to support an effort for property owners to financially contribute to further assure the project's completion and success. I look forward to obtaining actual costs to ascertain the fair portion that would be divided among the Flagler Street property owners.

I, along with both the Downtown Development Authority (DDA) and the Downtown Miami Partnership (DMP), am committed to making downtown, and Flagler Street specifically, a more livable, pedestrian friendly and business friendly environment.

Thanks.

Sincerely,

Sergio Rok

48 East Flagler Street, PH #105, Miami, Florida 33131

Tel - (305) 377-4921, Fax - (305) 358-7429

Sergio@Rokenterprisesinc.com

Submitted into the public
record in connection with
item RE.9 & RE.10 on 03/27/14
City Clerk

14-00235-Downtown Development Authority-Flagler Streetscape Presentation
14-00236-Downtown Development Authority-Flagler Streetscape Presentation

February 7, 2014

To Whom It May Concern:

As a recent property owner along Flagler Street in Downtown Miami (48 & 76 E Flagler St.), we are very satisfied with the Curtis + Rogers Flagler Streetscape Design that has recently been completed.

We understand and embrace the upcoming developments on Downtown Miami, and we are sure that Flagler Street's, should be one of the key points of this transformation.

That is why our company has discussed and approved that once the governmental and private agencies have committed an investment on Flagler Street, we are willing to support and contribute financially in order to assure its completion and success.

Please contact us for updates and upcoming events.

Sincerely,



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Mariano Saal - Manager
FLAG 48 LLC & FLAG 76 LLC
48 & 76 E Flagler Ave. Downtown Miami, FL. 33131 | 305-944-5900

Submitted into the public
record in connection with
item RE.9 & RE.10 on 03/27/14
City Clerk

14-00235 Downtown Development Authority - Flagler Streetscape Presentation
14-00236 Downtown Development Authority - Flagler Streetscape Presentation