

DORAL DESIGN DISTRICT Master Plan

August 2010





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CHAPTER 1:
Introduction

1.1 OVERVIEW

This document is intended to establish the framework for the future development of a regionally strategic district in a much desired location within the City of Doral. The Doral Design District is located in one of the region’s fastest growing areas, targeted for new urban growth and an expanding premier job center.

Through thoughtful planning guided by the elements of Smart Growth, this framework emphasizes the provision of quality retail, employment, urban housing choices, marketplace with community services, and recreational amenities for both the residents and visitors to Doral.

The District is suitably located near commercial/ industrial employment centers and linked to the Miami International Airport and surrounding communities via a network of state routes and transportation systems.

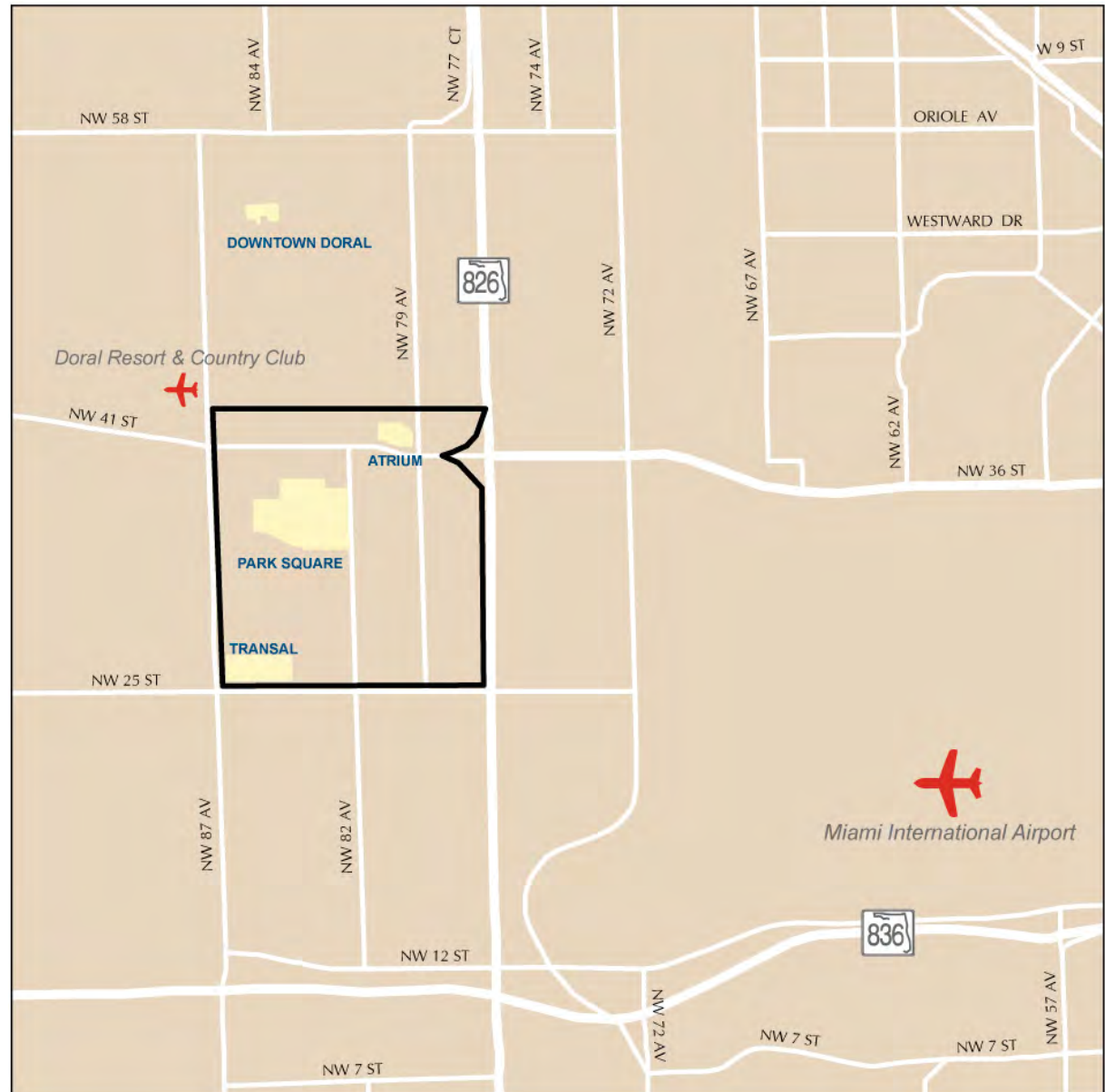


Exhibit 1.1: Regional Location Map



1.2 PROJECT LOCATION AND CONTEXT

The Doral Design District (District) includes approximately one square mile of land located in the southeast portion of the City of Doral. The District is located primarily on industrial land. Existing land uses are industrial, commercial, warehousing, and tile distribution centers. Surrounding existing and planned developments include the Miami International Airport to the east, the Parks Square Master Plan to the west, Transal Park to the south, and Atrium to the north.

The Doral Design District is generally bounded by NW 41 Street on the north, NW 25 Street on the south, NW 87 Avenue on the west, and SR 826 (Palmetto Expressway) on the east. Primary access through the Doral Design District is provided by NW 79 Avenue, which is also the primary north-south truck route providing access from and to the various tile stores and warehouses in the District.

The NW 79 Avenue/NW 36 Street intersection is a major access point offering an advantaged local location for a variety of business.

Along the southern edge of the District is the NW 25 Street Viaduct (elevated bridge), which is currently under construction. The NW 25 Street Viaduct is an important truck route providing regional access between the Airport and Doral. The western portion of the Viaduct spans the entire length of the southern boundary of the Doral Design District,

ramping down at NW 87 Court. The Viaduct will be situated mainly over the north side of NW 25 Street using part of the North Line Canal right-of-way. This proposed roadway will widen NW 25 Street by adding one additional westbound lane from the SR 826 to just west of NW 87 Avenue.

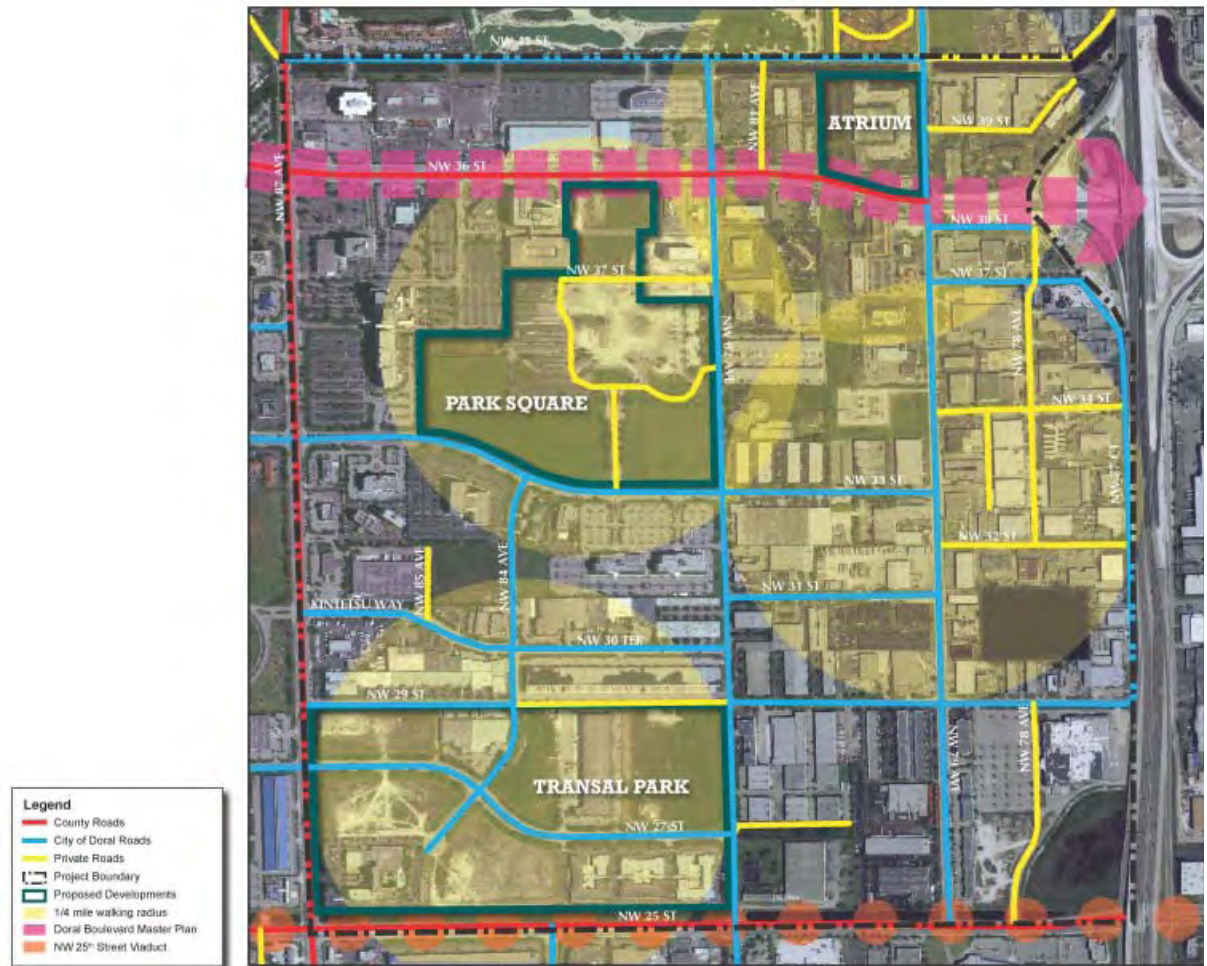











Exhibit 1.2: Existing Conditions



1.3 RELATIONSHIP TO OTHER DOCUMENTS

1.3.1 CURRENT COMPREHENSIVE PLAN DESIGNATION

Pursuant to Florida Statutes, the Doral Design District must be consistent to the City of Doral Comprehensive Plan. Approximately 77 percent of the District is Industrial, with approximately 10 percent Business and 12 percent Office/Residential designations. The Business designations are located generally at the southeast corner of the District and around the NW 79 Avenue/NW 36 Street intersection. The Office/Residential use is located generally to the north and south of NW 36 Street between NW 87 Avenue on the west, and theoretical NW 80 Avenue to the east. The District is also part of the Downtown Mixed Use Opportunity Area, the Community Mixed Use Opportunity Area, and the Urban Central Business District designations.

-  Industrial
-  Business
-  High Density Residential
-  Office / Residential
-  Public Parks and Open Space
-  Private Parks and Open Space
-  Downtown Mixed Use Opportunity Area
-  Community Mixed Use Opportunity Area
-  Urban Central Business District (UCBD)

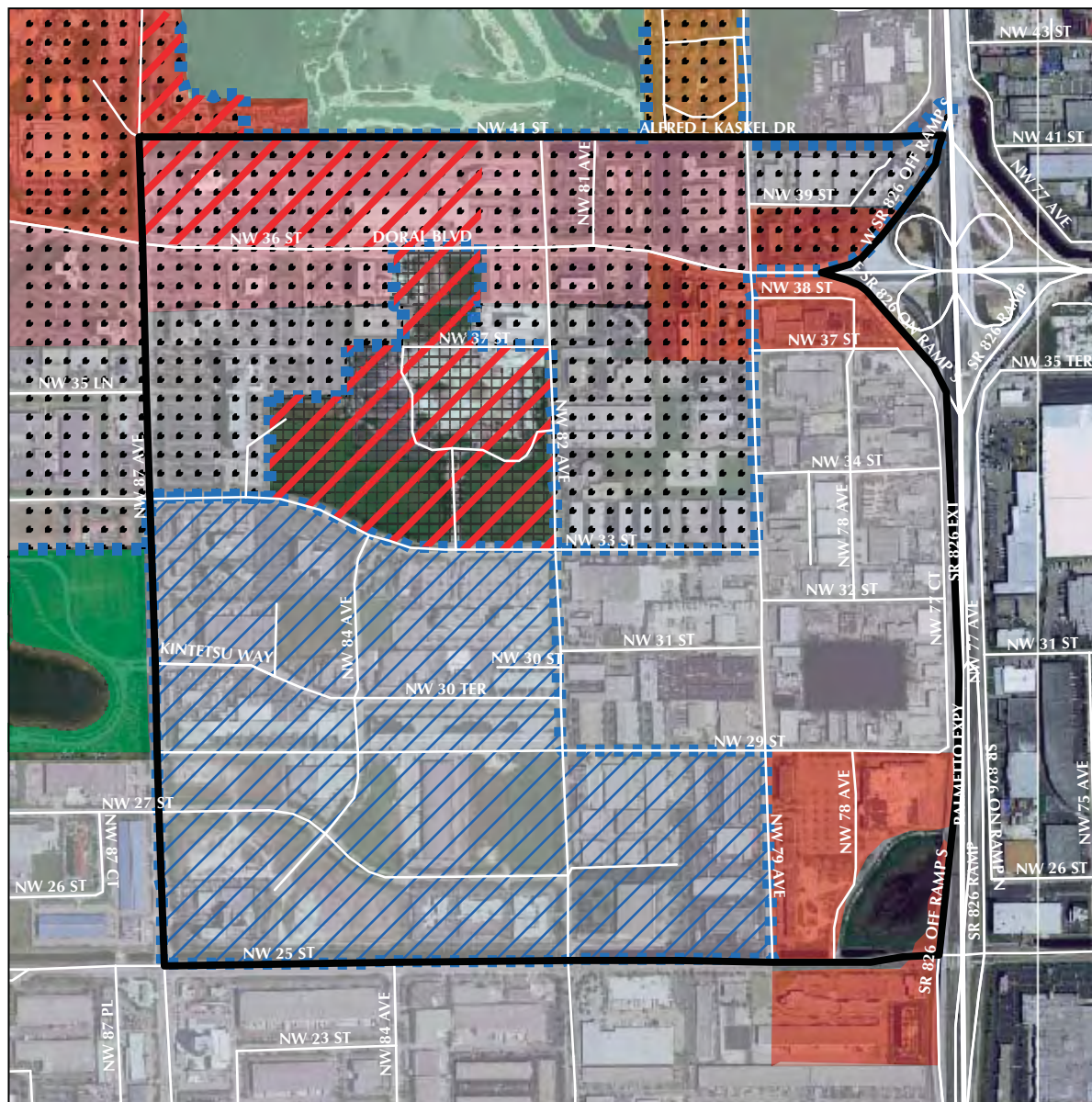


Exhibit 1.3: Existing Comprehensive Plan designation



1.3.2 PROPOSED COMPREHENSIVE PLAN DESIGNATION

Doral Design District Core (DDDC) – This Land use Category establishes the Core area of the Doral Design District. This category allows industries, manufacturing operations, warehouses, mini-warehouses, office buildings, showrooms, distribution centers, merchandise marts, utility maintenance yards, utility plants, public facilities, hospitals, medical buildings, hotels, convention facilities, restaurants, banks, university and college facilities, hotels, cultural facilities and similar uses. No rock quarrying or ancillary uses are allowed in DDDC. Within the DDDC category, retail and service uses (in addition to the above mentioned uses) designed to serve local businesses and residences within the category may be permitted in the category in an amount not to exceed 10 (ten) percent of the total floor area of the entire category.

Residential uses are permitted. The residential uses permitted in this category are limited to 5 units per gross acre. Density shall be averaged within the entire category; however, no more than 20 units per acre are permitted for any single development. Residential units shall comprise of work/live units, lofts and multifamily units.

Building height is limited to the width of the public right-of-way fronting the subject property and landscaped open space must comprise a minimum of 10 (ten) percent of a project site. Floor area ratio (FAR) for parcels within this land use category will be as per the Land Development Code designations for the identified parcels.



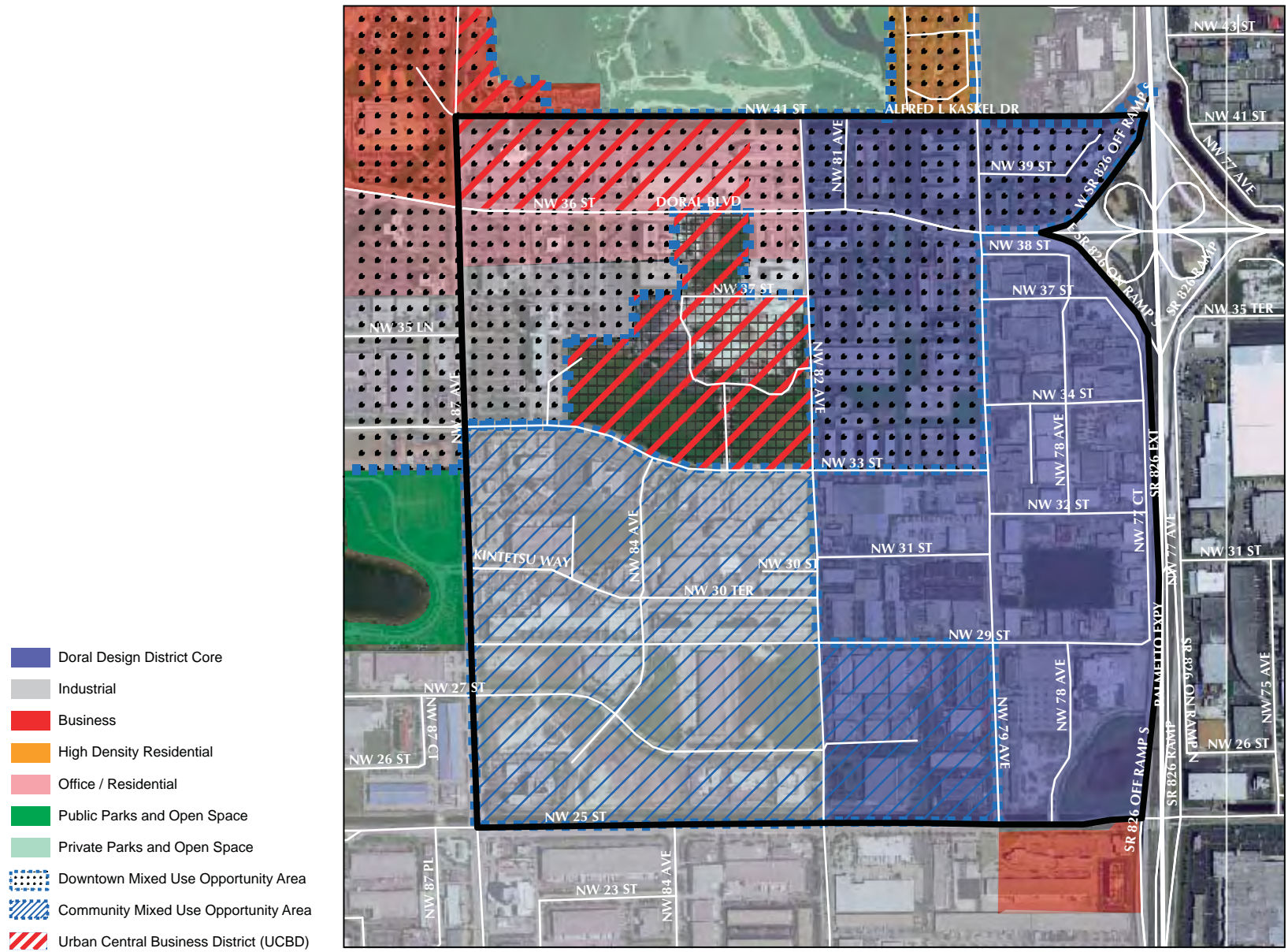








Exhibit 1.4: Proposed Comprehensive Plan designation



1.3.3 LAND USE AND DEVELOPMENT CODE

Approximately 50 percent of the land in the District is zoned Industrial (I). A majority of these properties are tile showrooms and warehouses. Generally located along the north and east side of NW 87 Avenue, approximately 30 percent of the District properties are zoned Industrial Commercial (IC). Properties around the NW 36 Street/NW 79 Avenue intersection, with a few properties near the NW 25 Street/SR 826 intersection are zoned Corridor Commercial (CC), amounting to approximately 10 percent of the District.

Unless stated otherwise, all zoning regulations for the District will default to the Land Use and Development Code for the City of Doral.

-  I - Industrial
-  IC - Industrial Commercial
-  CC - Corridor Commercial
-  DMU - Downtown Mixed Use
-  MF-4 - Multi Family 4
-  GU - General Use

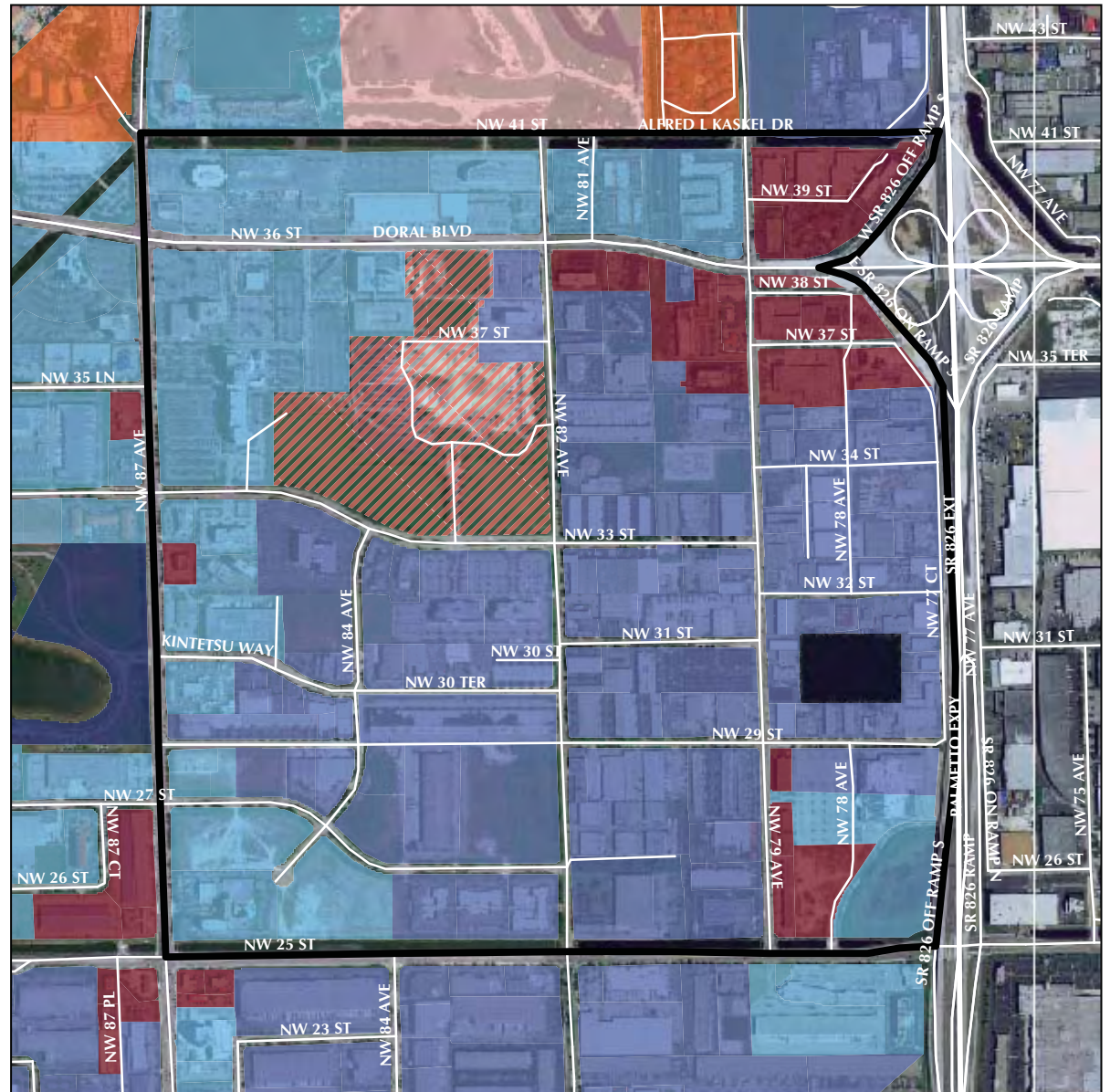


Exhibit 1.5: Land Development Code designation



1.3.4 BIKEWAY PLAN

The City of Doral has in place a Bikeway Network Plan, whose purpose is to develop a network of proposed multi-use trails that will provide dedicated facilities for a variety of users including bicyclists, pedestrians, and rollerbladers. The Plan illustrates proposed multi-use trails which are intended to be recognizable community assets, and which conform to the needs of the community. The intent of the plan is to allow a greater number of Doral residents, employees and visitors to enjoy activities such as exercising, accessing the park system, biking to work, and experiencing tranquil outdoor settings.

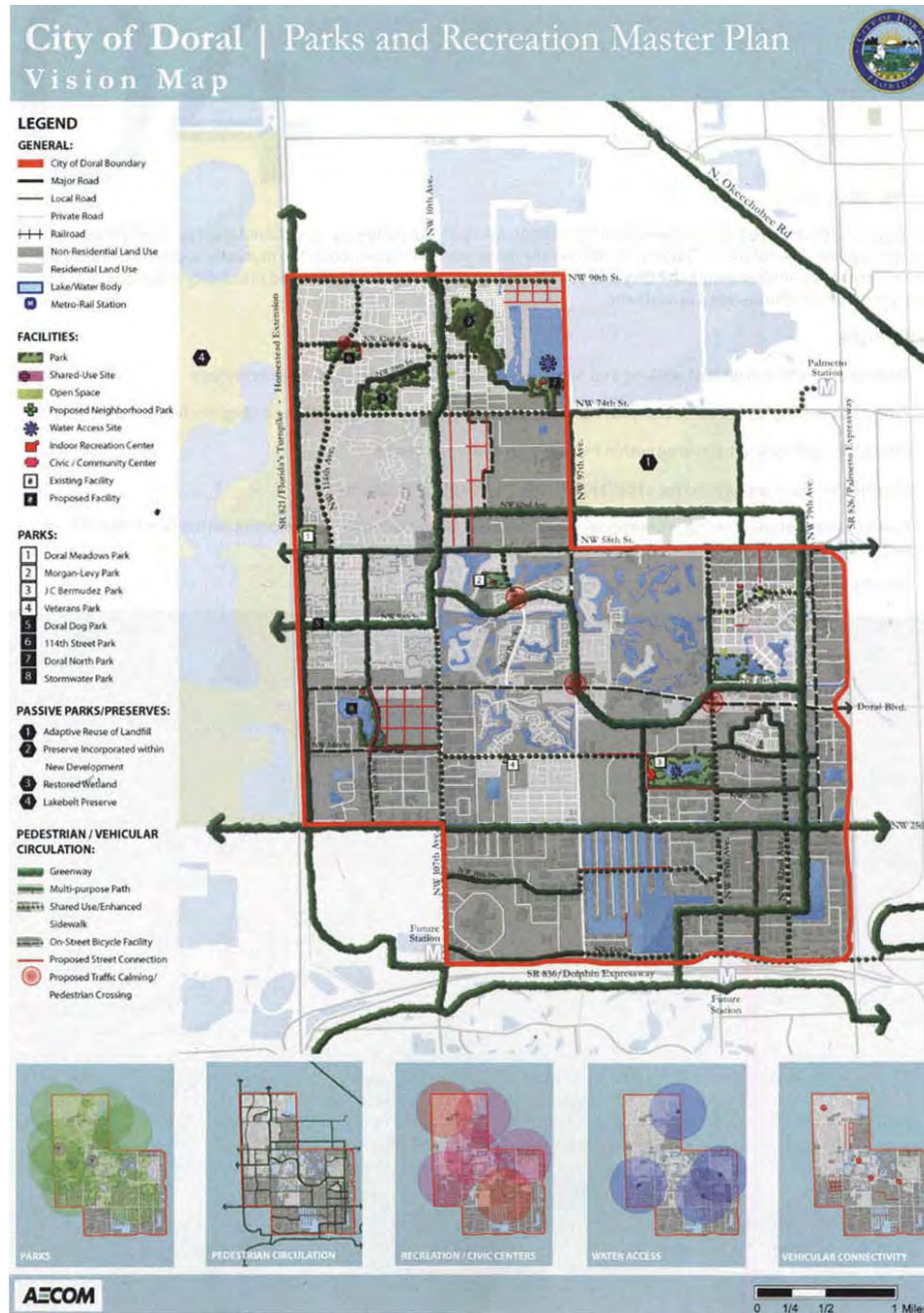
In relation, the Doral Design District Master Plan aims to develop linkages and connections to the Bikeway Network Plan such that it creates a safe, cohesive pedestrian environment both within the District and to the larger Doral community.



1.3.5 PARKS MASTER PLAN

The City of Doral is currently working on a City-wide Parks and Recreation Master Plan, whose purpose is to evaluate the current parks and recreation needs of the City's residents, develop a vision for the City's Parks and Recreation facilities and programs, and create an implementation strategy to guide the City toward that vision. The intent of the Parks Master Plan is to provide safe and convenient bicycle and pedestrian access to all parks, provide access to off-street bicycle trails, natural areas, community center, shared use recreation opportunities for all residents of the City as well as environmental conservation and energy efficiency features that fulfill the goals of the City's Green Plan.

In relation, the Doral Design District Master Plan aims to develop linkages and connections to the proposed Parks and Recreation Master Plan such that it creates a safe, cohesive and enhanced pedestrian environment both within the District and to the larger Doral community.



1.3.6 GREEN PLAN

In 2008, the City of Doral completed a Green Master Plan which lays out recommendations and strategies based on sustainable principles which can be integrated into the City’s urban development and governmental operations. These initiatives cover the areas of vehicle travel, landscape and open space standards, energy efficiency standards, alternative urban energy sources, place interconnectivity, water, reuse and recycling, urban agriculture, carbon neutral operations, education and outreach.

In relation to the Green Master Plan, the Doral Design District Master Plan has been developed such that it encourages and incorporates relevant recommendations offered in the Green Master Plan.

1.3.7 CITY HALL FEASIBILITY STUDY

The City of Doral initiated a feasibility study for the location of a new City Hall building. Several sites were identified, and evaluated on criteria of land use compatibility, architecture, site design, and economic feasibility. Based on the study and decision by the City Council, a suitable location was finalized as the site of the new City Hall. The site, located at the northwest corner of SW 53 Terrace and NW 84 Avenue, would act as the northern anchor of the Downtown Doral Master Plan. The Downtown Doral Master Plan will include a public park, as well as two potential sites for both a school and another civic use, such as a library. Also, in keeping with the City of Doral’s green initiatives, the new City Hall building would be built to LEED standards.

In relation to the Doral Design District, this location is significant as it logically extends northward from the uses planned along NW 84 Avenue as part of the Park Square Master Plan.



Proposed City Hall site plan



Proposed City Hall elevation



1.4 DOCUMENT ORGANIZATION

Generally, each of the Doral Design District Master Plan chapters begins with a chapter overview or concept discussion. This discussion describes the chapter subject in relation to project background information and references to other related documents, which have detailed in the early chapters of the document.





CHAPTER 2:
Vision

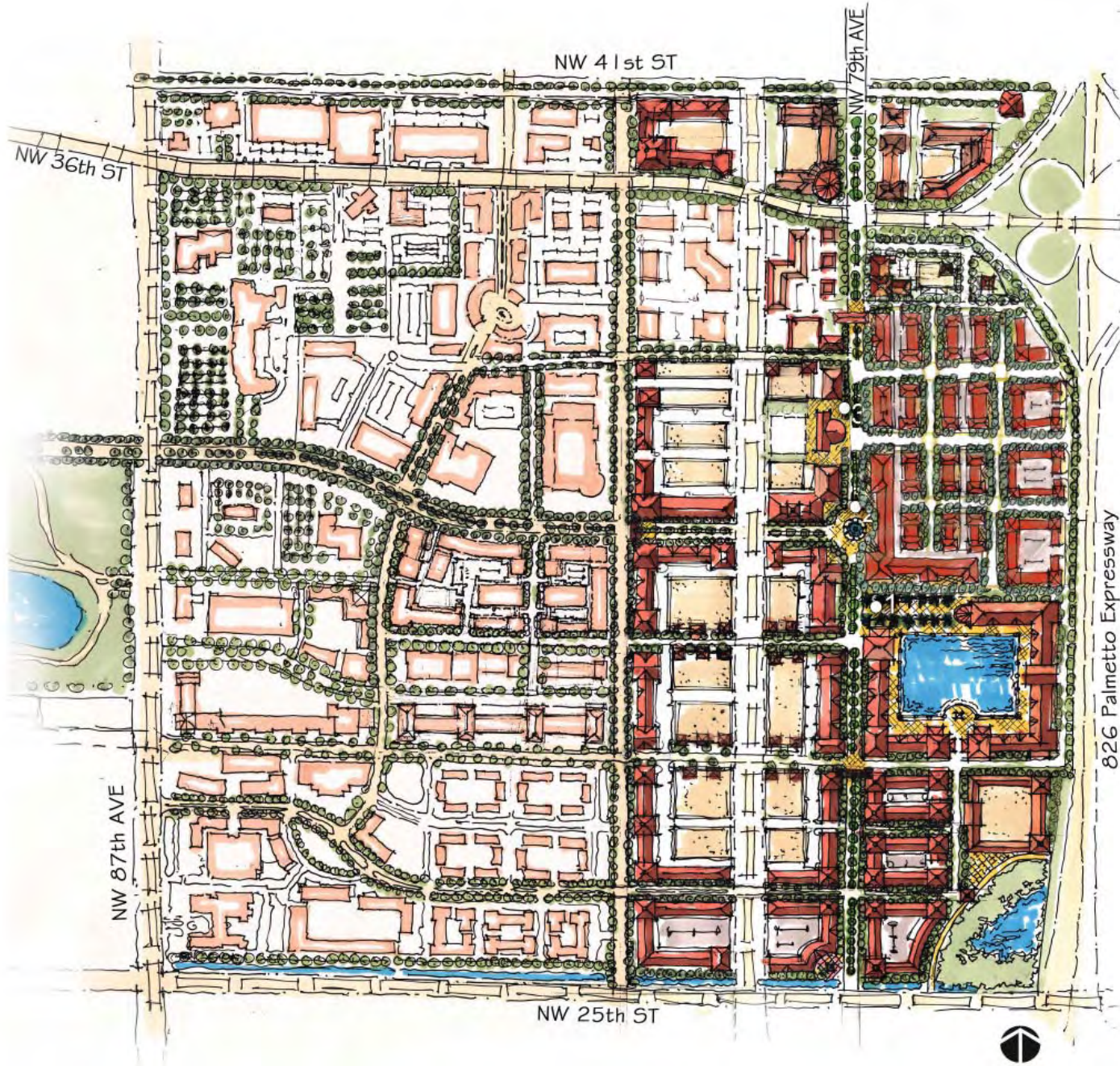
This chapter describes the desired vision and characteristics of the Doral Design District in the future and establishes the overarching objectives of the area.



2.1 VISION

The proposed Doral Design District is envisioned as a unique and vibrant regional destination providing a mix of uses - employment, retail, housing, public spaces, and recreation - in addition to a well planned circulation system of roadways, public transportation routes, pedestrian and bicycle routes. The District is poised to become a premier destination point for both the residents and visitors of Doral, with the District's Core being home to Doral's internationally renowned tile and marble industry. The provisioning of quality retail centers in the District will make this a one-stop source for tile, marble and speciality building trade products / services for major building construction, retrofits and design upgrades. A unique feature of the District, will be the Artisan Village component of the District. The Village will be "one of a kind", with retail, live-work units, office space housing craftsmen, artisans architects, interior designers and the like.





826 Palmetto Expressway



Exhibit 2.1: Illustrative Conceptual Master Plan



2.2 PLANNING AND DESIGN PRINCIPLES

Doral Design District’s land use concept provides the base framework for the District and serves as a blueprint to guide property owners, planners, decision makers, and the general public on the desired pattern of development. It describes future land use activity designed to achieve the District’s vision as well as the City’s long-range goals for economic revitalization, creation of quality jobs, and increased employment opportunities. The land use concept is based on fundamental planning principles for the organization and distribution of land use activities in keeping with Smart Growth principles described below.

1. ENCOURAGE COMMUNITY AND STAKEHOLDER COLLABORATION

Growth can create great places to live, work and play – if it responds to the community’s own sense of how and where it wants to grow.

2. FOSTER DISTINCTIVE, ATTRACTIVE COMMUNITIES WITH A STRONG SENSE OF PLACE

These attributes reside within the Doral tile and marble industry and the Doral community at large. The District’s master plan responds to the vision and set standards for development and construction which respond to Doral’s values of architectural style as well as expanded choices in housing and transportation.

3. STRENGTHEN AND DIRECT DEVELOPMENT TOWARDS EXISTING COMMUNITIES

Smart Growth directs development towards existing communities already served by infrastructure, seeking to utilize the resources that existing neighborhoods offer. The existing Doral tile and marble industry provides a service to the region which it seeks to build on, while expanding and encouraging compatible land uses within the District.

4. CREATE WALKABLE NEIGHBORHOODS

Quality and vibrant communities have well-designed public places, streets, and connecting landscape systems that support human interaction and activities. While implementing these elements, the District is also clearly identified and organized into distinct zones.

5. MAKE DEVELOPMENT DECISIONS, PREDICTABLE, FAIR AND COST EFFECTIVE

Successful communities are those which are embraced by the private sector. Collective decisions made by the residents, businesses and stakeholders have more effective and longer reaching successes. The District’s stakeholder community have responded favourable and are ready to effectuate positive change.

6. MIX LAND USES

The District features the intergration of mixed land uses including live-work, entertainment, retail, offices and industrial. This intergration of land uses is one of the aims of smart growth and critical to creating a better and more desirable place to live, work and play.

7. PROVIDE A VARIETY OF TRANSPORTATION CHOICES

Providing people with more choices in transportation modes is a key aim of smart growth. The District’s circulation system is designed to include a range of transportation choices that encourage people to choose modes of transportation other than the single-occupant vehicle – to walk, ride bicycles, ride the bus. The successful Doral Trolley system which presently serves the Doral community would be routed through the District, making it a convenient and cost effective transportation mode for both residents and visitors to the District.

8. TAKE ADVANTAGE OF COMPACT BUILDING DESIGN

Smart growth provides a means for communities to incorporate more compact building design as an alternative to conventional, land consumptive development. The District’s architectural and planning design encourages buildings to be designed closer to the street, with mix of uses within buildings.





Walkable neighborhoods encourage human interaction and helps create vibrant communities.



Transportation choices encourages and provides both visitors and residents convenient and effective modes of travel.



2.3 DORAL DESIGN DISTRICT FEATURES

The proposed Doral Design District features two general areas, District Core and Area of Influence. On a smaller level, there are also several quarters identified within the District: Tile and Marble Quarter, Residential Quarter and Entertainment Quarter.

District Core: This area is generally bounded on the north by NW 36 Street, on the east by Palmetto Expressway, on the south by NW 25 Street and on the west by NW 87 Avenue.

Area of Influence: This area would include the proposed projects of Park Square, Transal Business Park, Convention Center, Atrium.

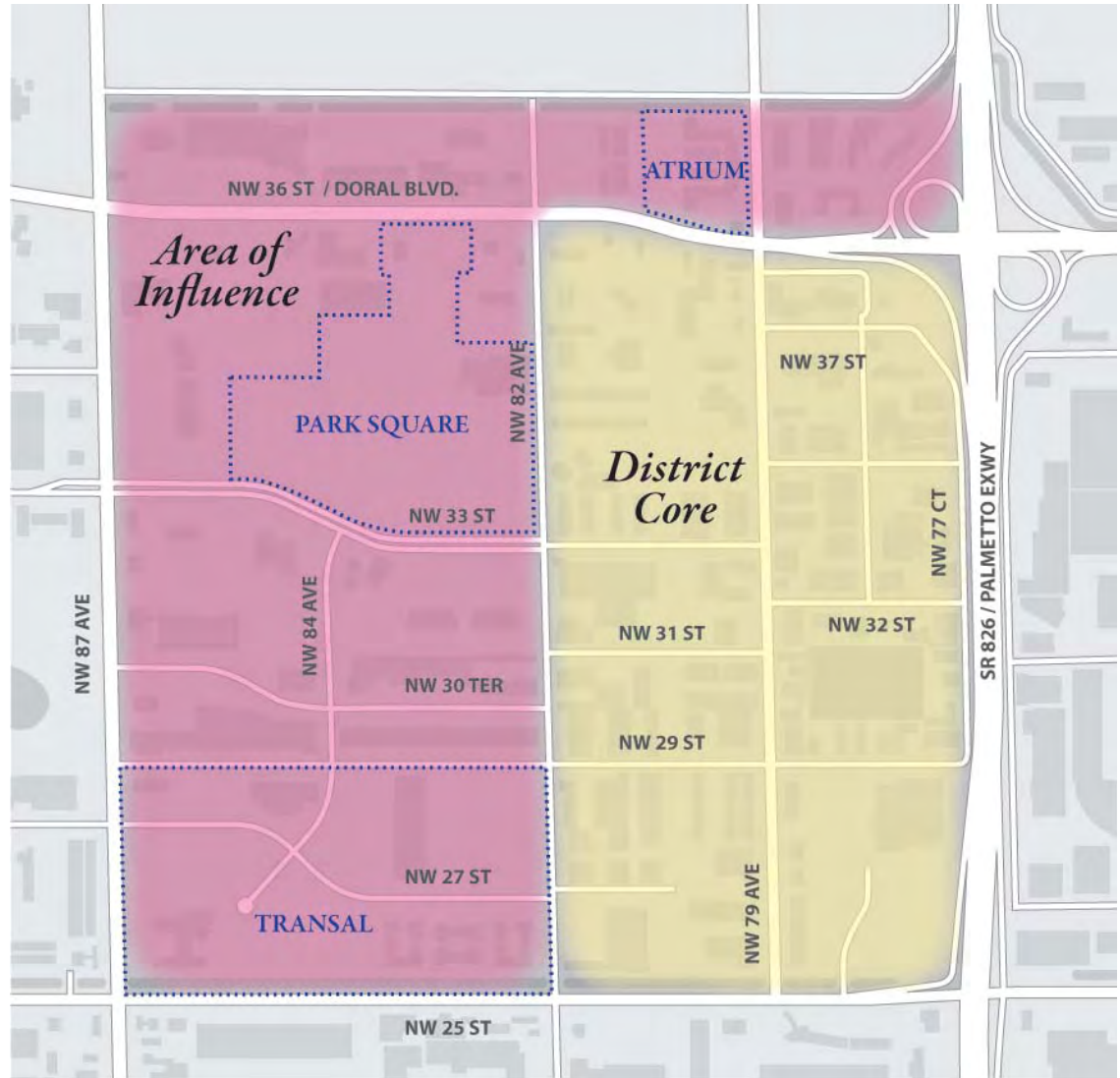


Exhibit 2.2: Doral Design District features





CHAPTER 3:
Existing Conditions

3.1 BUILDINGS

Existing buildings within the Doral Design District are generally warehouse facilities with either a showroom and/or office component. Properties along the NW 79th Avenue corridor are generally composed of layer of parking in front of a showroom space with the warehouse located behind. Because there are no alleys trucks gain access to the warehouse through the front parking area. Construction along the 79th Avenue corridor is generally a prefabricated concrete tilt-up or metal building. Some showrooms are built with concrete masonry construction. Also, because the street is lined by parking, the buildings are setback more than sixty feet in some cases. Most buildings along 79th Avenue are one to two stories in height.

Buildings located to the west of 79th Avenue are fairly standard flex warehouse building types. These building contain both loading bays and parking in the front of the facility. Buildings of this type are set back more than eighty feet. Some warehouses in this area also front the street with a blank wall. Parking and loading for these building types is located around the side of the warehouse. Because the parking and loading is on the side of the building, the buildings are much closer to the street, in some case twenty to twenty-five feet. Building construction in this zone is tilt-up concrete. Building heights of the facilities in this general area are two stories in height, but contain a double height space for warehouse uses.

Properties to the east of 79th Avenue are either located on a lake or on a Brownfield site. Buildings located around the lake are small flex warehouse/office type. Parking and loading is located between the buildings. The general building construction method is concrete tilt-up and standard concrete masonry construction and building heights are two stories. North of the lake between NW 32nd Street and NW 37th Street, buildings are located on a Brownfield site. Warehouse buildings in this area are one to two stories in height. The area also contains more metal buildings. Nearly every building in this area has some degree of damage due to settling. A space between grade and the building foundations is clearly visible. Some properties have undertaken remediation efforts, while others have continued to patch the problem. Another concern in the area is the low elevation heights of the buildings. The area frequently floods and further deteriorates the condition of the buildings in this area.



3.2 FPL EASEMENT

Currently and FPL easement of one hundred feet of more bisects the district running north to south between NW 79th Avenue and NW 82nd Avenue. The easement is currently being used for truck storage and parking, while some stretches of the easement remain vacant. The easement represents a key concept in the master plan of the district. Allowing for the easement to be used as a truck route would allow for the required pedestrian uses to be incorporated along the NW 79th Avenue and NW 33rd Street corridors, as well as the artisan village.

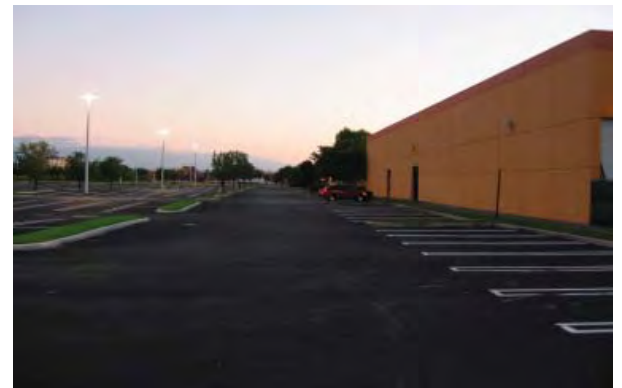


3.3 FLOODING

Generally the area located between NW 79th Avenue on the west and the Palmetto Expressway (SR826) on the east between NW 36th Street to the north and NW 25th street to the south lies below the flood plain level. The area easily floods on a consistent basis during rain events. The area has poor drainage, currently the area drains in a sheet flow manor. Canals or lakes may be required to properly deal with drainage issues. Raising the floor levels in the area will also be a great undertaking requiring large amounts of fill. Further study by a civil engineering team is needed to define the scope and requirements of such a project; however, it is vital to the success of the redevelopment and the creation of a pedestrian friendly artisan village.

3.4 UNDERUTILIZED PARCELS

The District Core have some underutilized parcels that are ideal for the infill development desired by the City, and can be developed in accordance with the vision of the Doral Design District. Most notable is the AAAA Universe site which is located at the southeast corner of NW 29 Street and NW 79 Avenue. Good access and existing infrastructure make this a viable and desirable location for development.



3.4 BROWNFIELDS

Some parcels within the District Core have been identified as contaminated sites. Identified as a landfill as shown in Exhibit 3-1. The site used to be a County landfill (Airport Dump 2) prior to its present use. Identifying this land as a brownfield can help in remediation funding and allowing for another use to be developed.

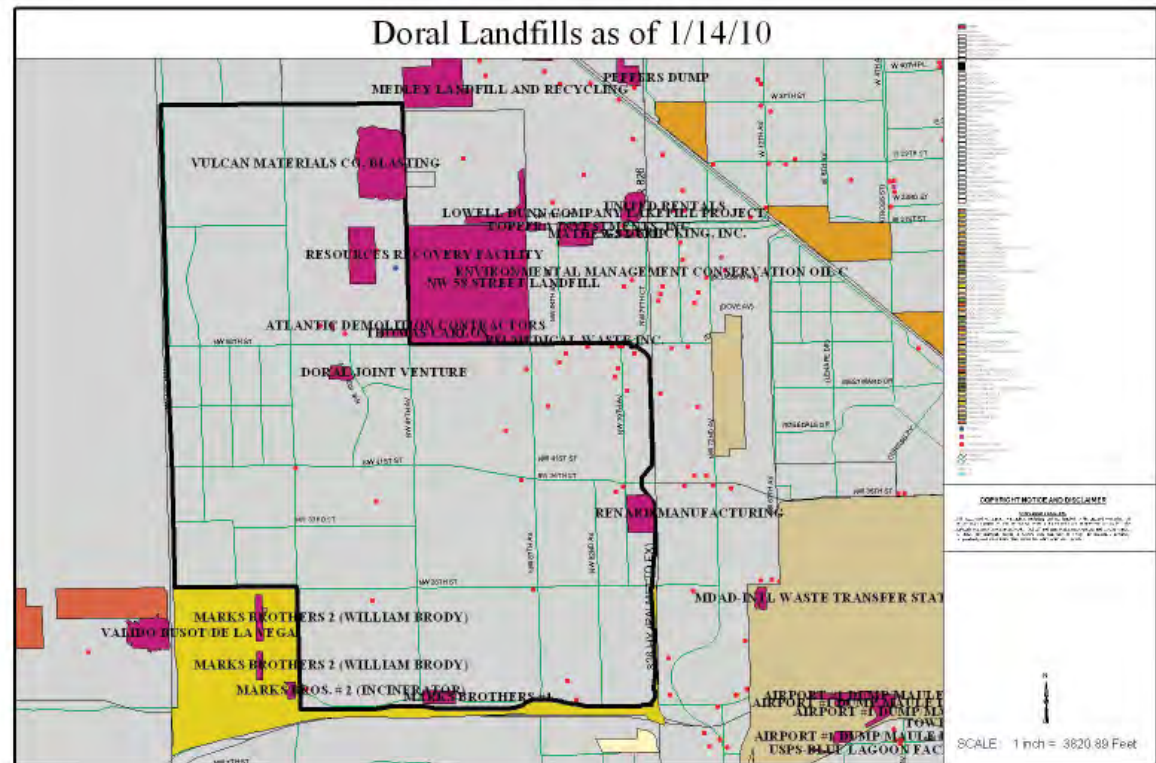


Exhibit 3.1: Existing landfills

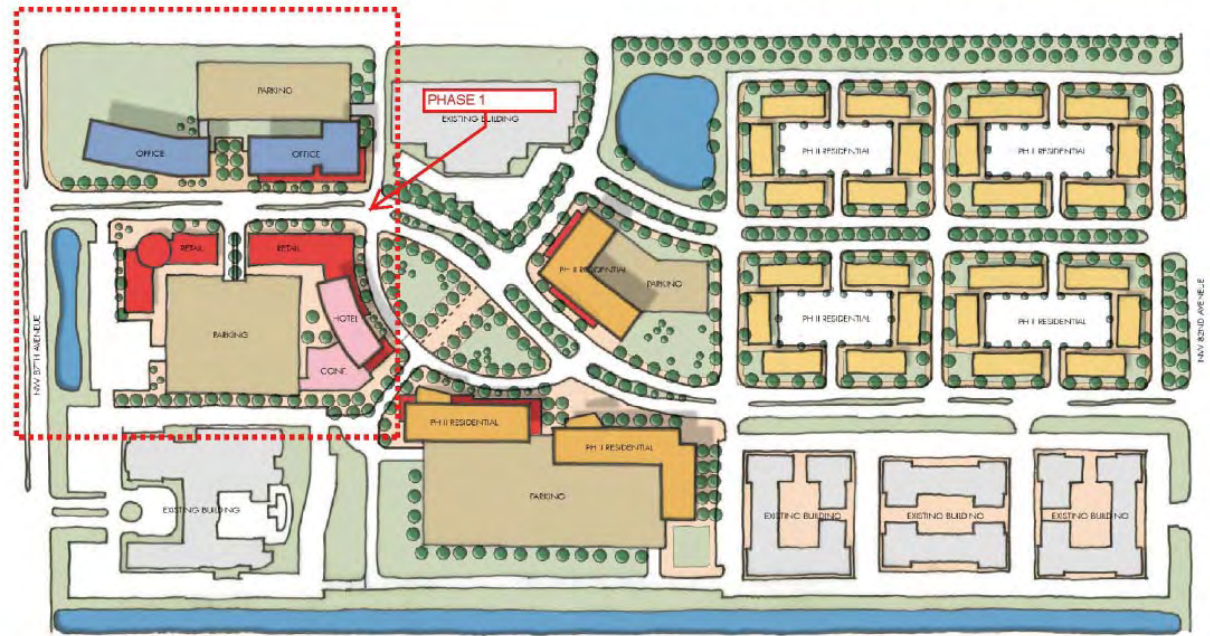


3.6 APPROVED PROJECTS

Three projects - Transal Park, Park Square at Doral and Atrium - within the District's area of influence add immense value and potential to the District. Uses that are planned within each of these projects provide catalytic support to the District's core uses, thereby creating a vibrant and successful area.

3.6.1 TRANSAL PARK

Transal Business Park, consisting of approximately 75 acres, is a proposed mixed use project located at the northeast intersection of NW 87 Avenue and NW 25 Street. The plan proposes 374,000 square feet of office space, 9,000 square feet of bank, 52,358 square feet of retail, 282,000 square feet of hotel, 27,410 square feet of restaurant, and 189,750 square feet of warehouse uses.



Source: Zyschovich Architects

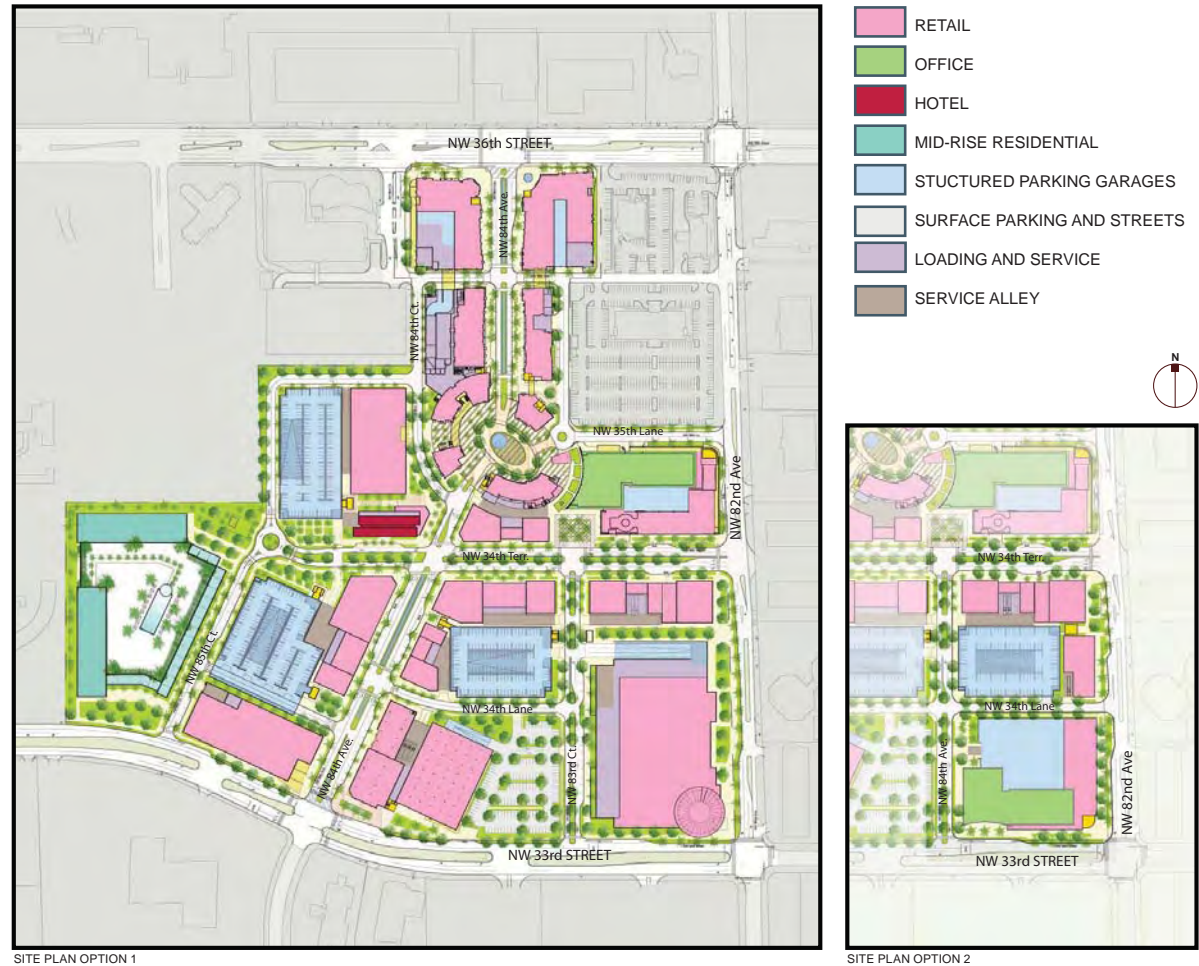
Exhibit 3.2: Proposed Transal Park site plan



3.6.2 PARK SQUARE AT DORAL

Park Square at Doral consists of approximately 51 acres, bordered on the north by NW 36 Street, on the south by NW 33 Street, on the east by NW 82 Avenue, and on the west by the Carnival Cruise Lines building. The development plan proposes approximately 2.35 million square feet of mixed use development, consisting of 157,000 square feet of commercial/retail space fronting on NW 36 Street, 218,000 square feet of office and 927 residential units consisting of town homes, mid-rise units and lofts.

The commercial area, consisting mostly of food and beverage, and specialty boutiques, will be the main access point for all of the retail area. The retail area focuses around an elliptical plaza, circulating traffic around a north south boulevard with retail facing the central plaza. This area is also intended to serve as a pedestrian plaza for special events such as art festivals, farmers market etc. A secondary entrance to the commercial area off the NW 82 Avenue also serves as a secondary access to the residence area, with the main residence entrance off of NW 33 Street via a gated entrance, and an additional exit to NW 33 Street, east of the main residence entry.



SITE PLAN OPTION 1

SITE PLAN OPTION 2

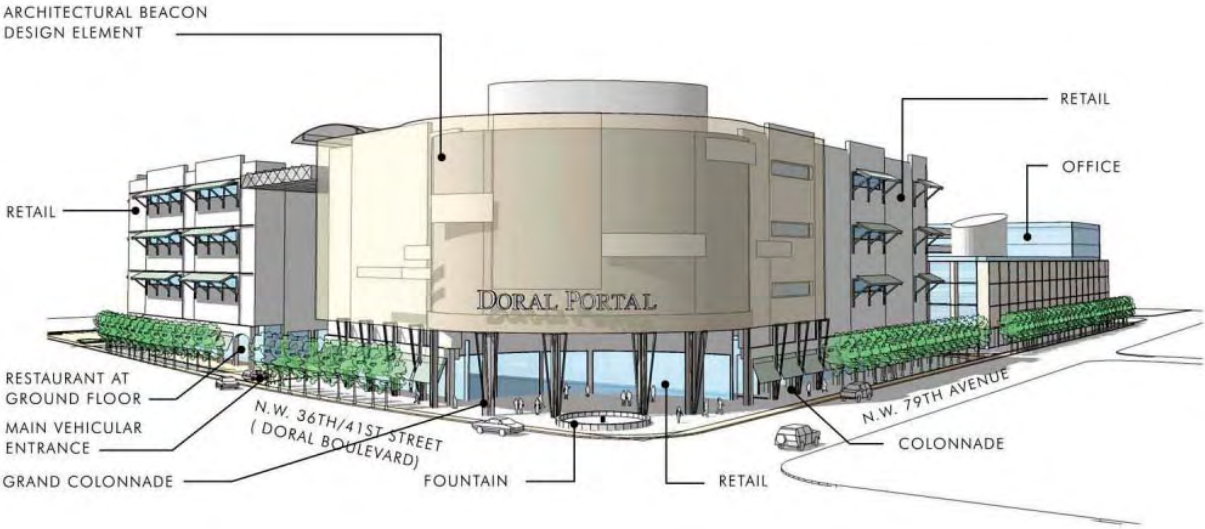
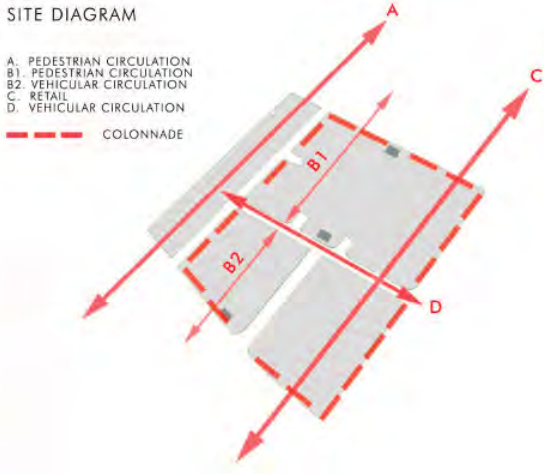
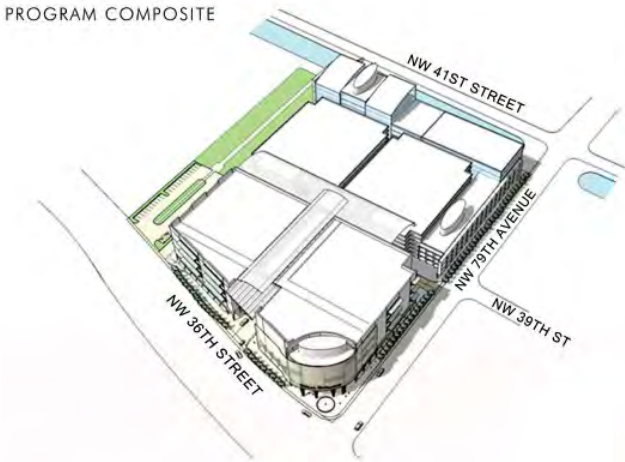
Exhibit 3.3: Proposed Parks Square at Doral site plan

Source: Zyschovich Architects



3.6.3 ATRIUM

The Atrium property, consisting of approximately 10 acres, is located at the northwest corner of NW 36 Street and NW 79 Avenue. The site proposes a mixed-use urban infill redevelopment project with 660,000 square feet of office space and 450,000 square feet of retail space.



Source: Chisholm Architects

Exhibit 3.4: Proposed Atrium site plan and elevation



3.7 PLANNED IMPROVEMENTS

3.7.1 NW 25 STREET VIADUCT

The southern boundary of the Doral Design District abuts the proposed west phase of the NW 25th Street Viaduct project. The western phase of this project consists of the reconstruction of NW 25 Street from NW 89 Court to State Road 826/Palmetto Expressway. NW 25 Street will be widened from its existing configuration of five lanes undivided to six lanes divided with improved drainage and wide medians. The widening will be to the north into the North Line Canal through bulkhead walls and an at-grade bridge along the canal. The wide median will allow for the Miami International Airport West Cargo Area Viaduct to continue from the east phase project to NW 82 Avenue.



Looking northwest at Viaduct

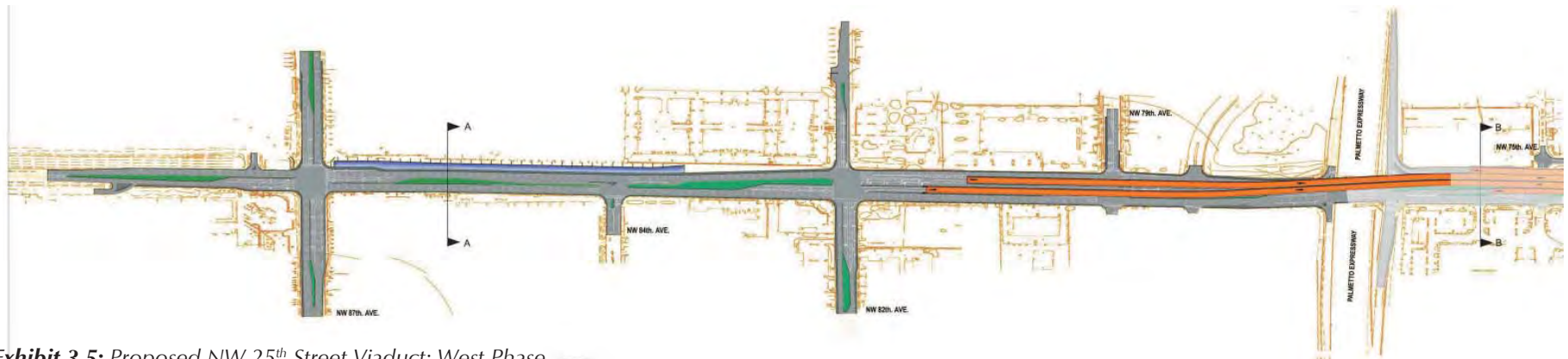


Exhibit 3.5: Proposed NW 25th Street Viaduct: West Phase



3.7.2 NW 33 STREET EXTENSION

NW 33 Street is proposed to be extended between NW 87 Avenue and NW 97 Avenue. This extension would provide an arterial connection from the District’s core out to the Doral community. This extension would also help circulate and alleviate some of the traffic on NW 36 Street and NW 25 Street.

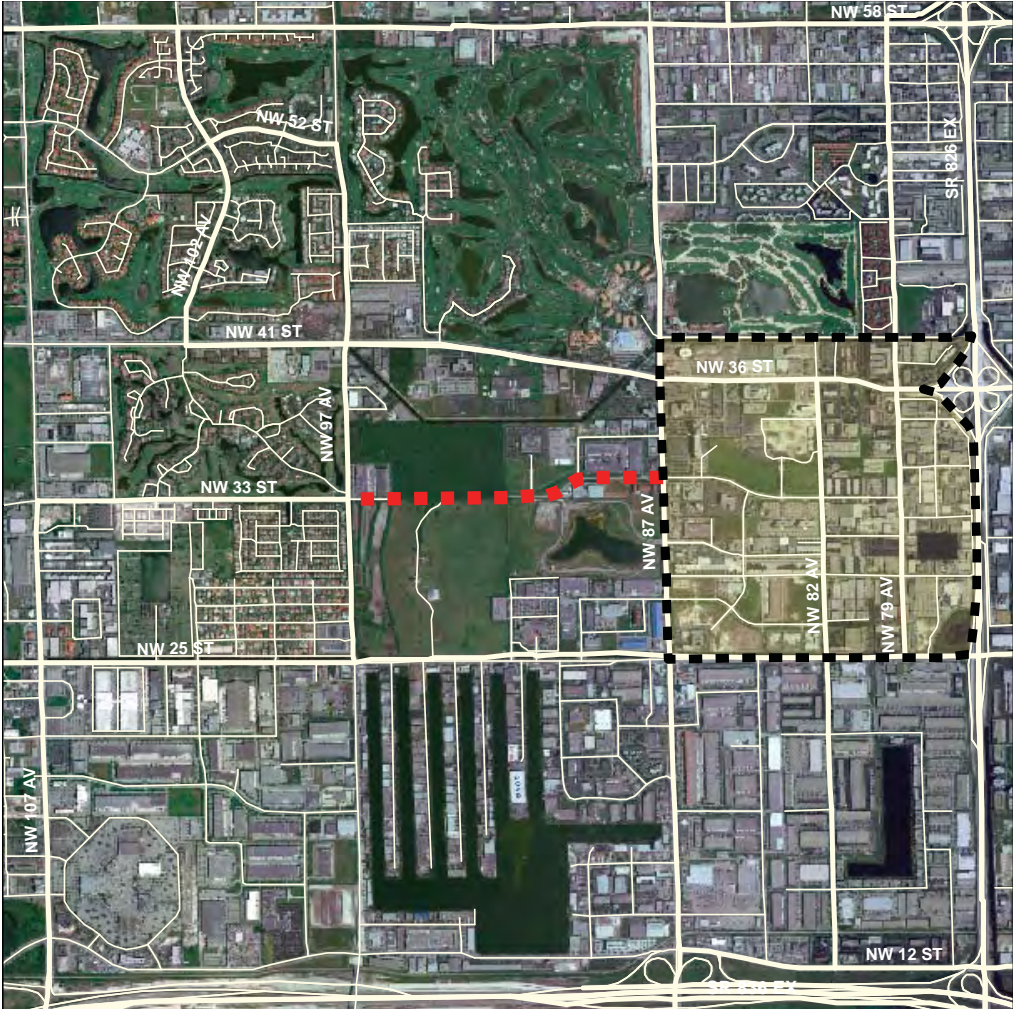
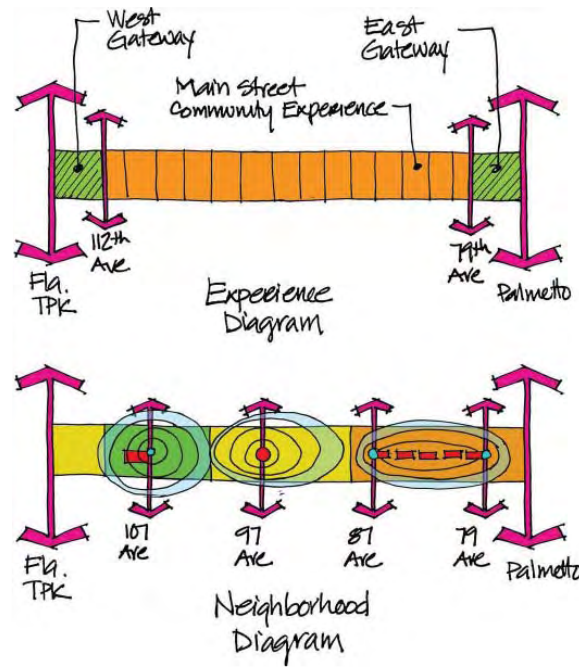


Exhibit 3.6: NW 33 Street Extension



3.7.3 DORAL BOULEVARD STREET BEAUTIFICATION MASTER PLAN

The City of Doral commissioned a Streetscape Beautification Master Plan for Doral Boulevard that addressed the planning and landscape components of the corridor’s beautification process. The purpose of the master plan was to create a vision and develop a guide for how the physical environment along Doral Boulevard should be built. The master plan addressed issues such as building heights and scale, sidewalk improvements and amenities, architectural features, median planting improvements, gateways, and other Right-of-Way improvements typical of most streetscape beautification projects.



- Urban Streetscape Character
- Semi-Urban Streetscape Character
- Semi-Suburban Streetscape Character

Source: Calvin Giordano & Associates

Exhibit 3.7: Doral Boulevard Street Master Plan



3.8 ECONOMIC PROFILE

In order to understand the broader economic context of the opportunities to identify and potentially implement planning initiatives aimed at improving the Doral Design District, an economic and market overview of the District, the City of Doral, and the surrounding metropolitan area was conducted. The work completed as part of this overview includes a broad summation of economic, demographic, and real estate market conditions that promote long-term redevelopment within the District. Importantly, the economic and market overview is based upon information gathered by the City and other secondary sources of public and private sector industry data.

Overall, the economic and market data indicates that Doral, and the District, is well situated in an area that is relatively stable with strong opportunity to strengthen economically. In spite of current the current economic downturn, which has had tremendous impacts on global, national and local economies, the City of Doral has a diverse economic foundation among its office, industrial, retail and residential sectors. Specific highlights of local and regional economic/demographic trends include:

- Doral's current population totals 46,000, or two percent of Miami-Dade County;
- As of late 2009, approximately 8,000 new housing units were planned for development during the next eight years, an increase of __ percent over current housing levels;
- The median family income for Doral is \$80,600, with a per capita income of \$41,000. This is more than 50+/- percent higher than Miami Dade County's median family income level of \$51,000 and per capita income of \$23,750;
- Doral's unemployment rate is currently 5.9 percent, compared with 11.8 percent for the County and has an employment base of more than 150,000 employees;
- Doral is situated within an office market comprising more than 10 million square feet of professional office space and more than 50 million square feet of industrial space. Accordingly, there are more than 14 business parks within the City and is home to several Fortune 500 companies; and,
- There are 26 business chambers and/or organizations in Doral and it is reported that this year 56 percent of companies in Doral hired ten or more employees.

As an integral part of the City's economic foundation, the area defined as the Doral Design District comprises its own cluster of notable business activity. The District's Core is anchored by the NW 79 Avenue corridor, which services internationally recognized tile and marble sales and distribution companies, as well as numerous home and commercial building product and design companies. This surrounding area is serviced by supporting office, retail and hotel development. The area of influence of the District is less dense, but a significant amount of commercial, housing and/or mixed use development is planned within the area including Park Square, Transal Business Park and the Atrium. Additionally, site selection for a prospective convention center is being considered within the District and could potentially serve to support expositions, events and/or meetings that are driven by the existing base of businesses within the District.



While the local (and national) economy is mired in the current economic downturn, the opportunity to plan for redevelopment and growth is timely; particularly, within areas with strong economic foundation such as the Doral Design District, but face significant physical and/or regulatory challenges to capitalizing on potential growth. Yet, some of these challenges including environmental and blighted conditions within select areas of the District can be mitigated with local, state and/or federal funding aimed specifically at redevelopment. As such, the master plan for the District sets forth the guidelines for promoting redevelopment within the area and could provide the critical tools needed to broaden uses within the area, including the possible development of an artisan village which could introduce unique housing (eg. live-work) opportunities to the commercial district as well as flex space and design showrooms that could be a draw for residents, visitors, and businesses. The multiplier effect of this concentration of mixed use commercial development further expands potential opportunity for supporting retail, entertainment, and hospitality uses – which is only benefited from the corridors access and visibility to major arterial roadways including SR 836, NW 36 Street, and NW 25 Street.

It is important to recognize that the ability of this master plan to serve as an economic redevelopment tool for the District requires guidance and support from the City of Doral, as well as from the community stakeholders to which it serves. As discussed within following sections of this report, organization and collaboration among stakeholders and community groups is paramount to ensuring that the broader Doral Design District, or smaller select nodes within, can leverage upon economic development and related funding resources that will likely be required to address some of the more serious physical and regulatory challenges within the area.



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CHAPTER 4:
Land Use

4.1 STREETS PLAN

The streets plan establishes a hierarchy of street types in existing and future locations to be provided in future development plans. The purpose is to promote more vehicular and pedestrian connectivity throughout the District. Streets shown in blue are intended to extend or connect existing streets. Alleys, shown in orange, allow for service entrances from the rear of the properties within the district. Moving the services and loading to the rear will help in promoting a pedestrian friendly experience. The exact location of alleys is dependent upon the redevelopment, but should allow for connection with adjacent properties. The proposed Vehicular Circulation Plan also shows the FPL easement which runs north to south between NW 41st Street and NW 25th Street. Shifting the majority of the truck traffic from NW 79 Avenue to the FPL easement would further emphasize the pedestrian uses along NW 79th Avenue, NW 33rd Street and the artisan village.

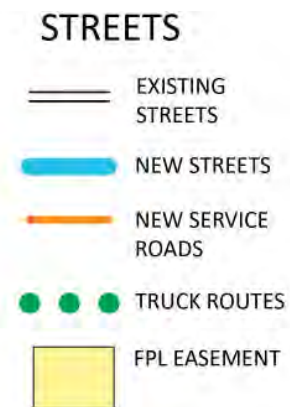




Exhibit 4.1: Proposed Streets Plan



4.2 DISTRICT CORE: SUB-DISTRICTS PLAN

The Sub-districts plan demarcates four sub-districts. The Sub-districts are intended to regulate the allowable uses of each development. Unless otherwise stated, all elements of the current land use and zoning remain effect. The sub-districts propose additions to the uses in each district, while smaller setbacks are intended to create a more urban environment. The descriptions also describe the intent of each sub-district within the Design District. The creation of Design District zoning regulations warrants its own individual study and requires further investigation.

SUB-DISTRICTS

-  CORE SUB-DISTRICT
-  VILLAGE SUB-DISTRICT
-  FLEX SUB-DISTRICT
-  EDGE SUB-DISTRICT

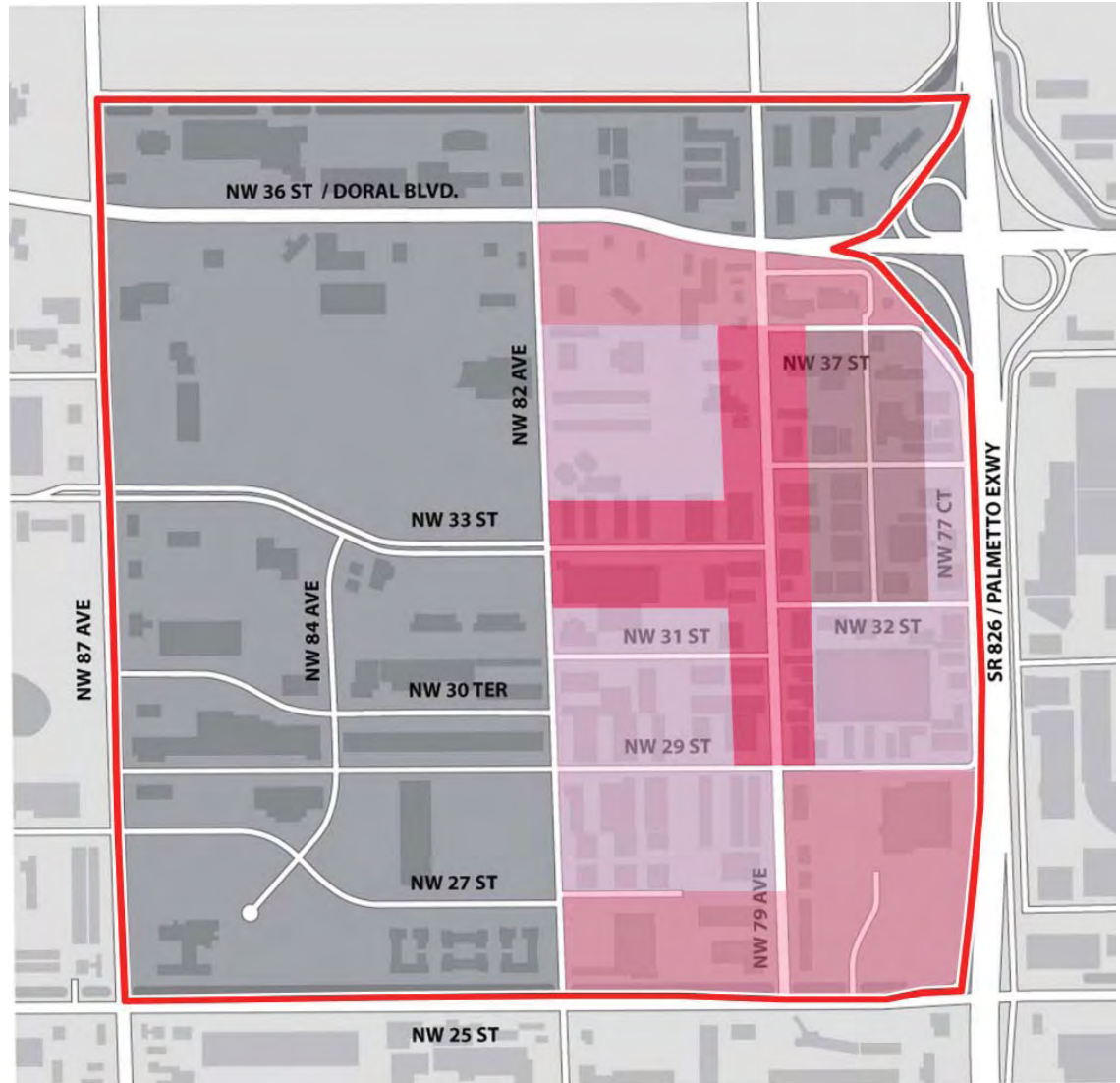


Exhibit 4.2: Proposed Sub-Districts Plan



4.2.1 CORE SUB-DISTRICT

Allows all uses currently in the City of Doral zoning code, but allows residential uses on the upper 2 floors of the building. The Core Sub-district will also allow for commercial on the entire ground floor. The Core Sub-district will also allow for commercial on the entire ground floor. The proposed uses of each building would allow for commercial on the ground floor, offices on the middle floors and residential on the top floors. This district will encourage more mix-use building types. The eight foot front setback will allow for a wide sidewalk as discussed in chapter five: Landscape and Circulation. The front setback can be extended to fifteen feet to allow for additional architectural elements and additional landscaping.

Front Setback: 8' to 15'

Side Street Setback: 8' to 15'

Interior Side Setback: 0' to 10'

Rear Setback: 0'

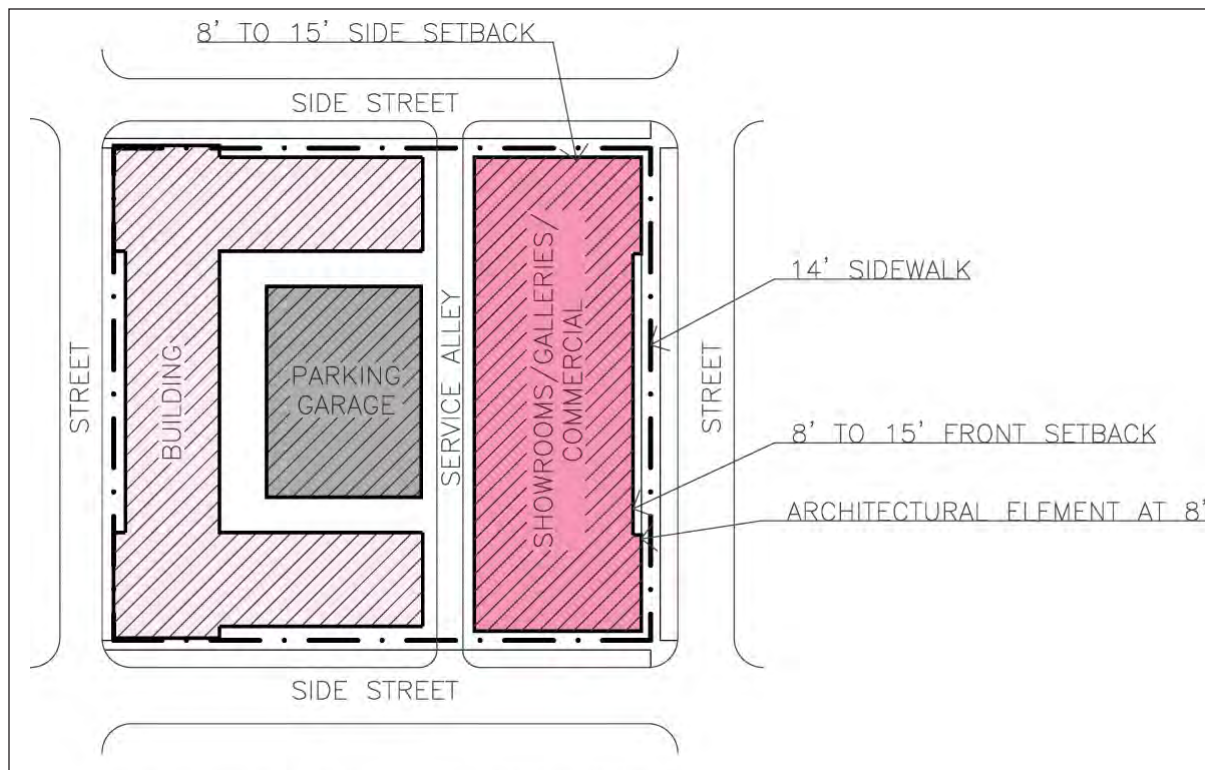


Exhibit 4.3: Example of Core Sub-District layout



4.2.2 VILLAGE SUB-DISTRICT

The Village Sub-district delineates the area for the artisan village. The sub-district will allow all uses currently allowed under the current zoning code, but will incorporate Live-work residential unit types. The intended development would allow for showrooms, galleries and artist studios on the ground floor, with townhome style residential unit above. Building would be limited to three stories to present a more pedestrian and residential village atmosphere.

Front Setback: 0' to 10'

Side Street Setback: 0' to 10'

Interior Side Setback: 0 to 10'

Rear Setback: 0'

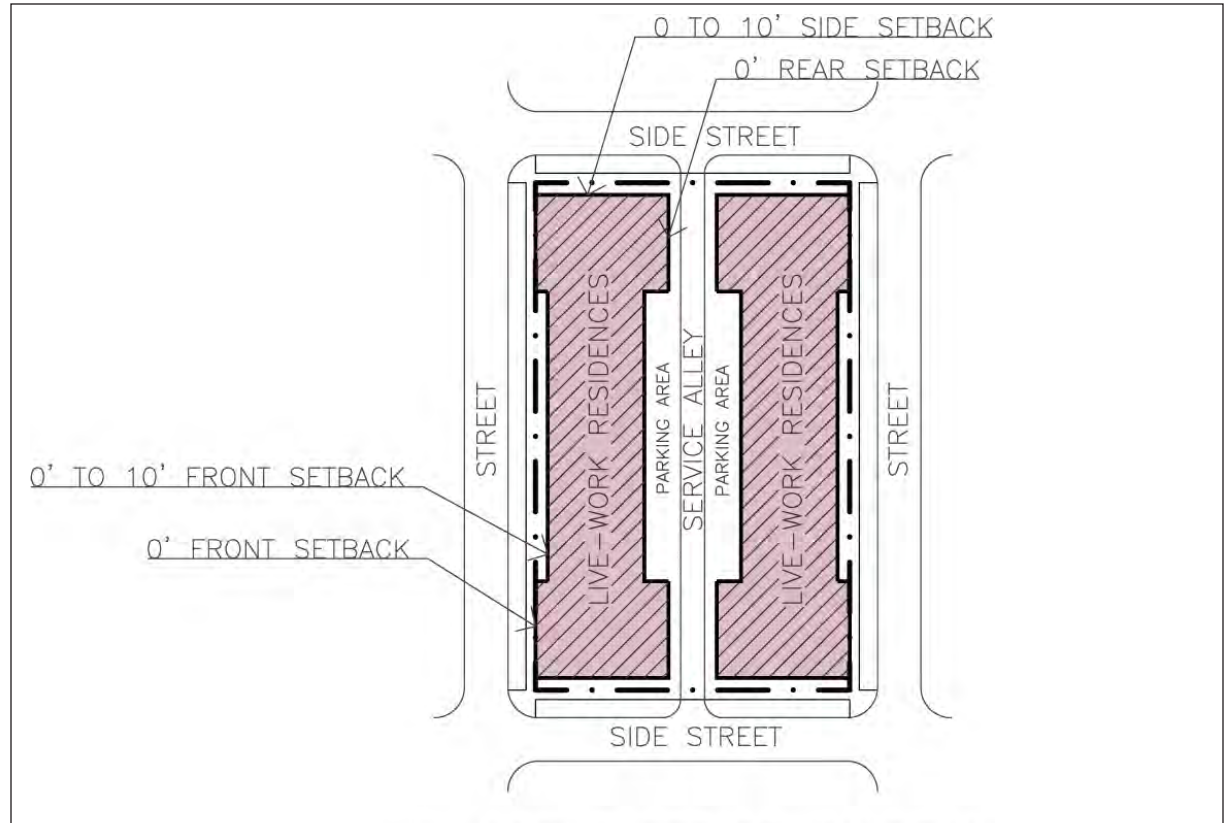


Exhibit 4.4: Example of Village Sub-District layout

4.2.3 FLEX SUB-DISTRICT

The term Flex Warehouse refers to a warehouse with an office and/or commercial space. The Flex Sub-districts plan denotes the main concentration of flex/warehouse space in the district. Warehouses throughout this sub-district are intended to support the commercial showrooms in the Core Sub-district. Artisan studios may also be housed in this district. Loft style apartments are also be permitted on the upper floor of this district.

Front Setback: 0' to 10'

Side Street Setback: 0' to 10'

Interior Side Setback: 0 to 10'

Rear Setback: 0'

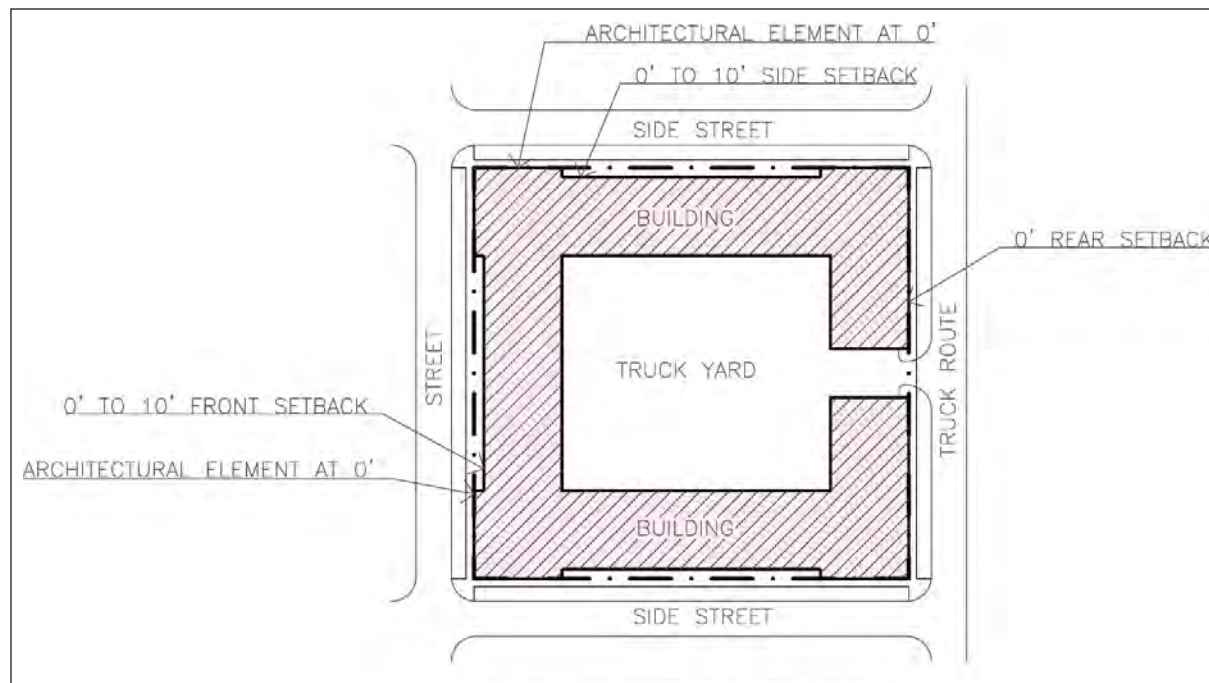


Exhibit 4.5: Example of Flex Sub-District layout

4.2.4 EDGE SUB-DISTRICT

The Edge Sub-district, located along NW 36th Street and NW 25th Street, represents two arterial corridors that present an opportunity for intense commercial and office uses. The area is also a window into the district.

Front Setback: 0' to 10'

Side Street Setback: 0' to 10'

Interior Side Setback: 0 to 10'

Rear Setback: 0'

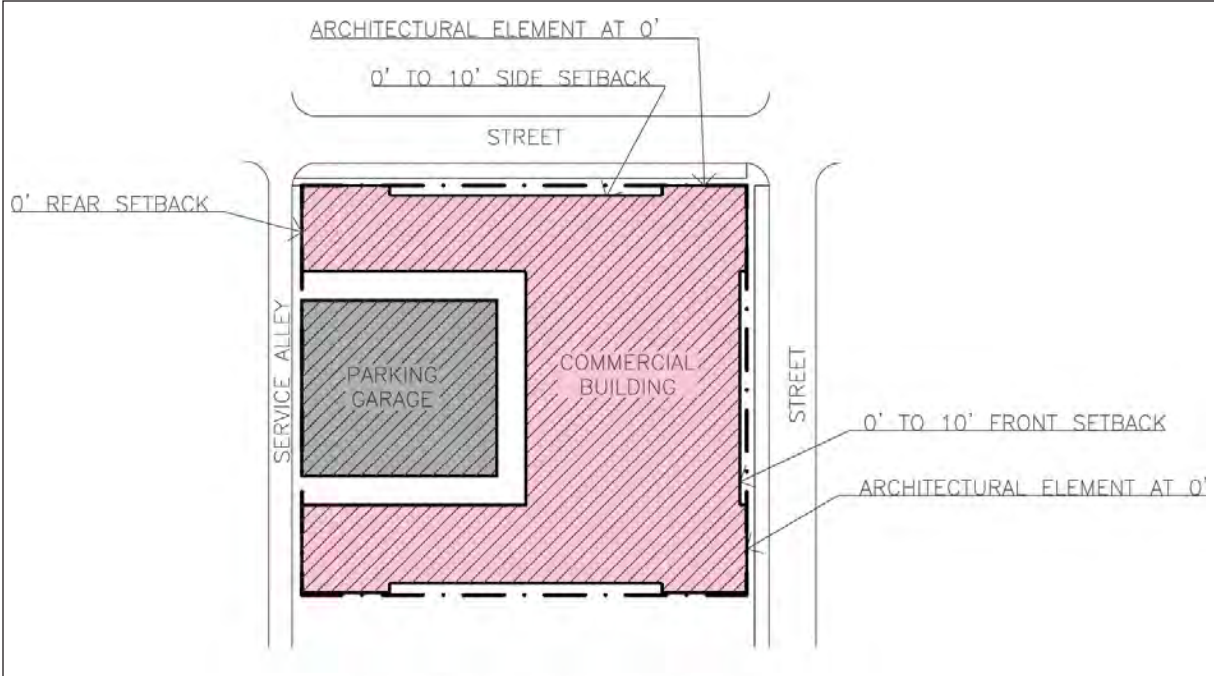


Exhibit 4.6: Example of Edge Sub-District layout



4.3 OPEN SPACE PLAN

The Open Space Plan demarcates open space located within the District. Open space located along NW 79 Avenue and NW 33 Street represents beautification of these two main streets discussed in detail in the Streetscape and Circulation section. The open space along NW 36 Street represents the implementation of the Doral Boulevard / NW 36 Street Beautification project approved by the City of Doral, and discussed in the Existing Conditions section of this document.

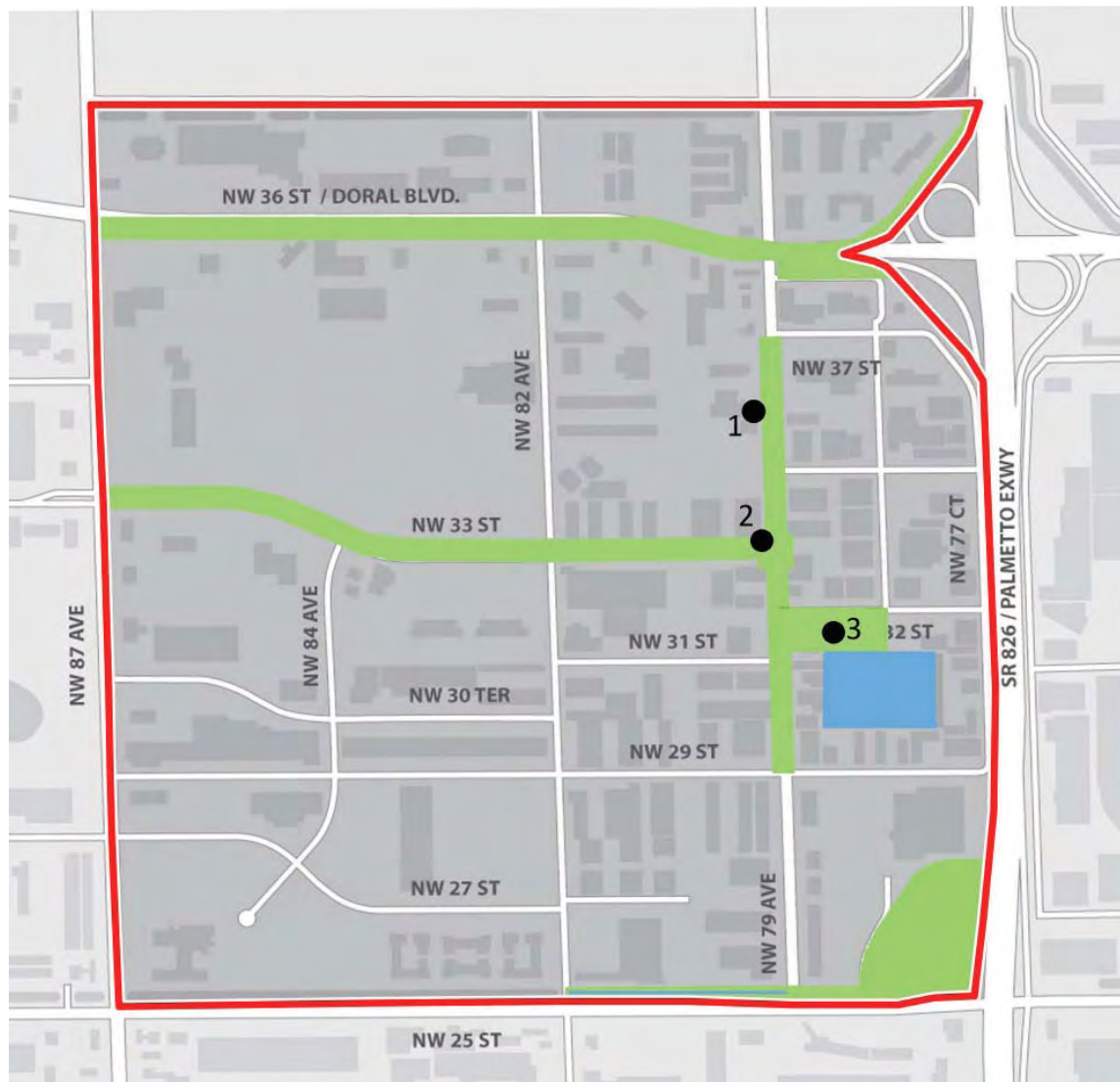


Exhibit 4.7: Proposed Open Space Plan



Anchor Point 1: This anchor represents a vacant site that could become a visitor's welcome center and trolley hub. Visitors would begin here by obtaining information and directions to the district's attractions and amenities. They could then use the public trolley to travel throughout the District.



Anchor Point 2: This anchor represents the district center located at the intersection of NW 33rd Street and NW 79th Avenue. The intersection of vehicular and pedestrian traffic would make this one of the most intensely used areas within the District.



Anchor Point 3: Anchor point three is an opportunity for an open-air market. This area of the plan is ideal because it would have lakefront views, as well as NW 79 Avenue frontage. The intended use would be an open-air bazaar for area businesses and artists to show and sell their products. It would also provide much needed open space, especially with the introduction of residential uses into the District.



4.4 GUIDELINES AND RECOMMENDATIONS

Policy 4-1: *Design the District Core to accommodate non-residential and a variety of higher intensity residential land uses located in proximity to each other and to major road corridors and transit stops.*

Policy 4-2: *Innovative housing types are strongly encouraged to provide for a variety of housing configurations and prototypes.*

Policy 4-3: *Allow flexible siting of community facilities such as transit center, fire station and open air markets.*

Policy 4-4: *Establish a hierarchy of regional and local commercial areas to provide a range of products and services to the plan area.*

Policy 4-5: *On-street parking is allowed on all streets within the District Core. Calculation of on-street parking may include all parallel parking along subject parcel boundaries.*



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CHAPTER 5:
Streetscape & Circulation

5.1 STREETSCAPE OVERVIEW

The intent of this streetscape and circulation element of the Doral Design District is to develop a multimodal environment in the District Core by placing an emphasis on ensuring connectivity between uses, providing linkages to existing regional systems, and creating a safe and efficient circulation network. These are achieved by re-routing truck traffic to limit its access to the District Core, encouraging pedestrian traffic with well-designed sidewalks, plazas and public places, and encouraging transit use through accessible transit routes and connections.

This chapter lays out the framework to achieve the above objectives through street design by means of illustrative plans and sections, hardscape design through recommendations for paving materials, plant materials, lighting and furniture in the streetscape.

5.2 STREET TYPES

A hierarchical system of roadways is planned to serve the District Core. To achieve the above objectives, the District Core streets have been categorized into the following street types:

- Type I
- Type II
- Type III
- Type IV

The proposed Streets Type Plan is illustrated in Exhibit 5.1. Detailed plans of the street types and representative cross sections for each roadway type are provided in Exhibits 5.2 through 5.16.

The primary consideration of the proposed street design is the creation of generous sidewalks critical to creating an environment that will promote a successful retail/wholesale Design District environment. This environment is intended to be similar to that of the Miracle Mile in Coral Gables, Miami Design District, and the Warehouse District in New Orleans.



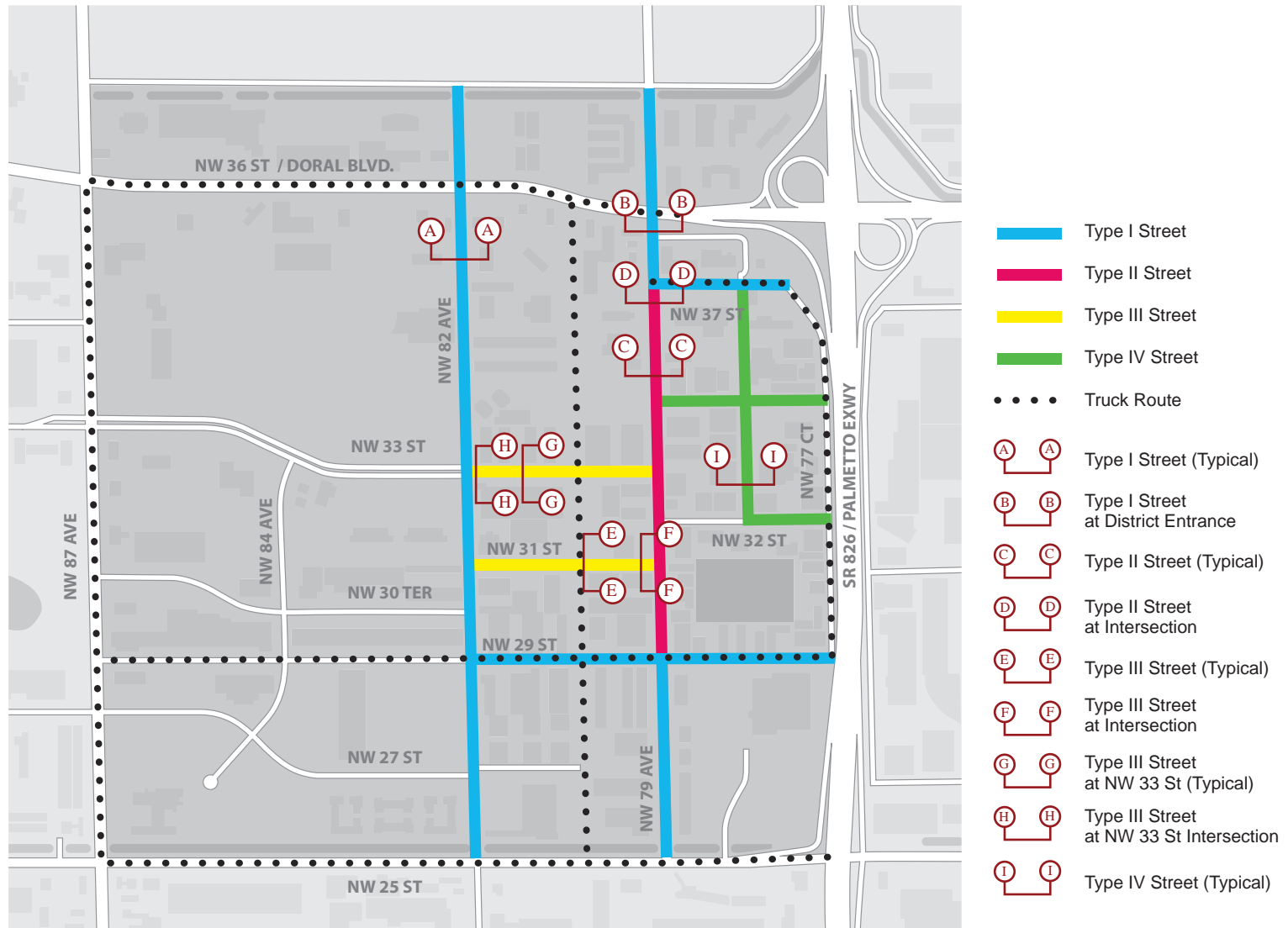


Exhibit 5.1: Proposed Street Types Plan



5.2.1 TYPE I STREETS

The Type I Street consists of a 70-foot right-of-way with two 12-foot-wide driving lanes, and a 12-foot-wide center turn lane. A 7-foot-wide parallel parking lane with a 2-foot-wide curb and gutter are located on either side of the driving lanes. An 8-foot-wide planter strip separates 8-foot-wide sidewalks on both sides of the street (see Exhibit 5.4 Section A-A).

Parking on the Type I Street ends approximately 60 feet before an intersection to create a wider pedestrian environment at the intersection and a shorter street crossing for pedestrians. The wider pedestrian areas at intersections allow for streetscape furniture, wayfinding signage and calmer traffic flow (see Exhibit 5.5 Section B-B).

To achieve this desired pedestrian environment in the District, we recommend an 8-foot building setback for all new construction. This additional area should be developed to complement adjacent materials and finish of the right-of-way.

Gateways intersections, which are essential to wayfinding (discussed in detail in Chapter 7 Branding and Wayfinding), should be designed with distinctive paving materials for both the sidewalks and the roadway, as shown in Exhibit 5.2. We recommend the use of colored concrete pavers for narrowed portions of the roadway, sidewalks

and pedestrian street crossings. Alternatively, these could also be designed using stone or tile pavers. The use of pavers on the roadway surface will serve to announce arrival at the Doral Design District.

Canopy trees are proposed to be planted at close intervals on Type I Streets. These provide environmental and utilitarian benefits, which are discussed in greater detail under the planting section of this chapter. Additionally, the provision of shade is a necessary condition for creating a successful pedestrian environment.



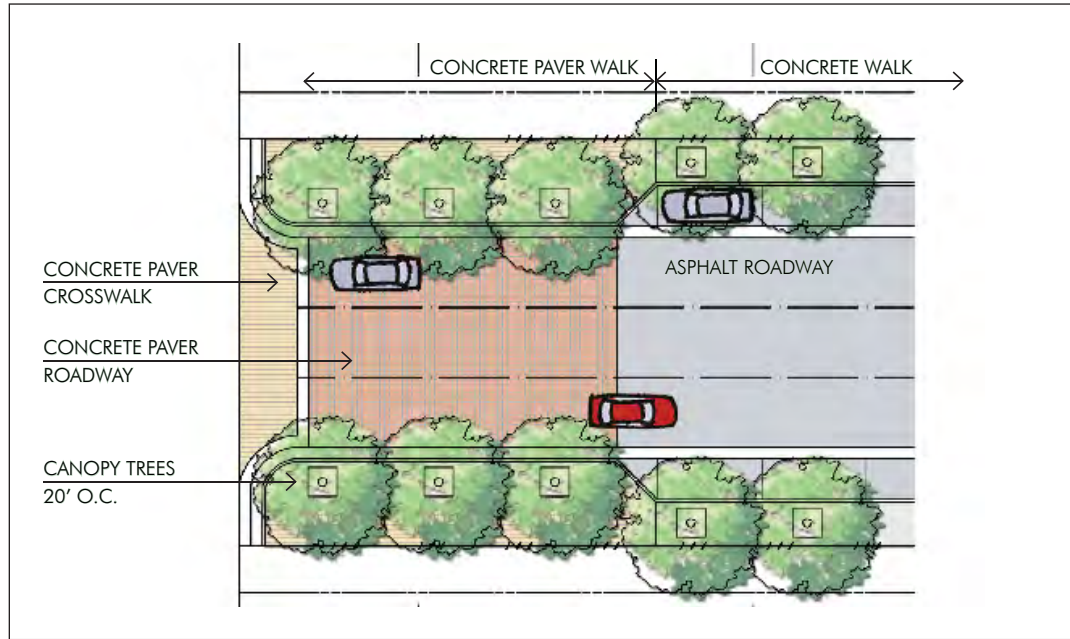


Exhibit 5.2: Type I Street Plan at District Entrance

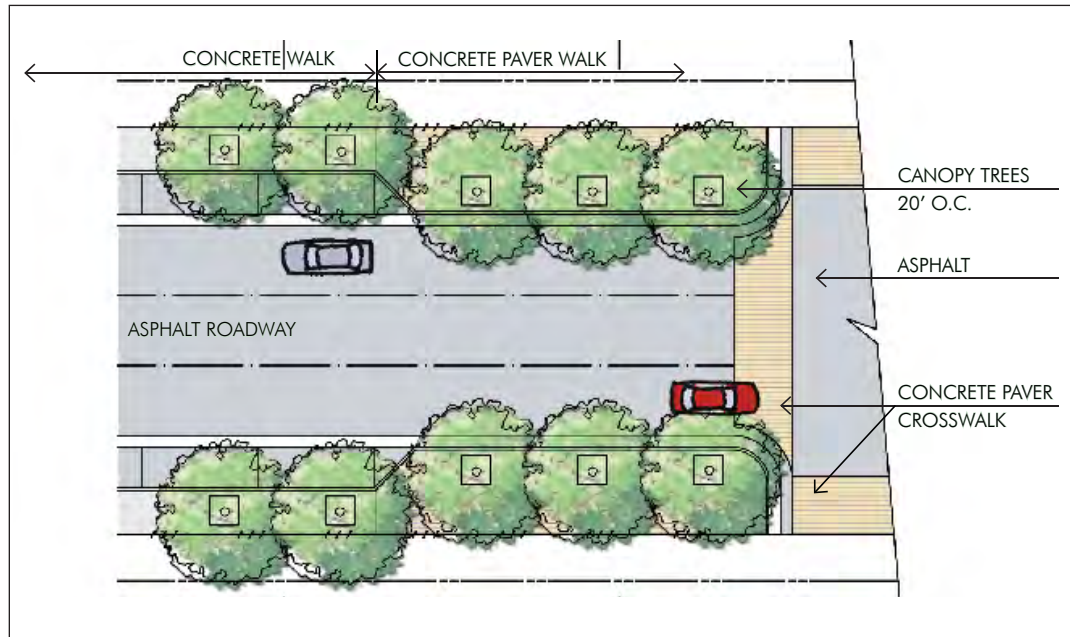


Exhibit 5.3: Type I Street Plan



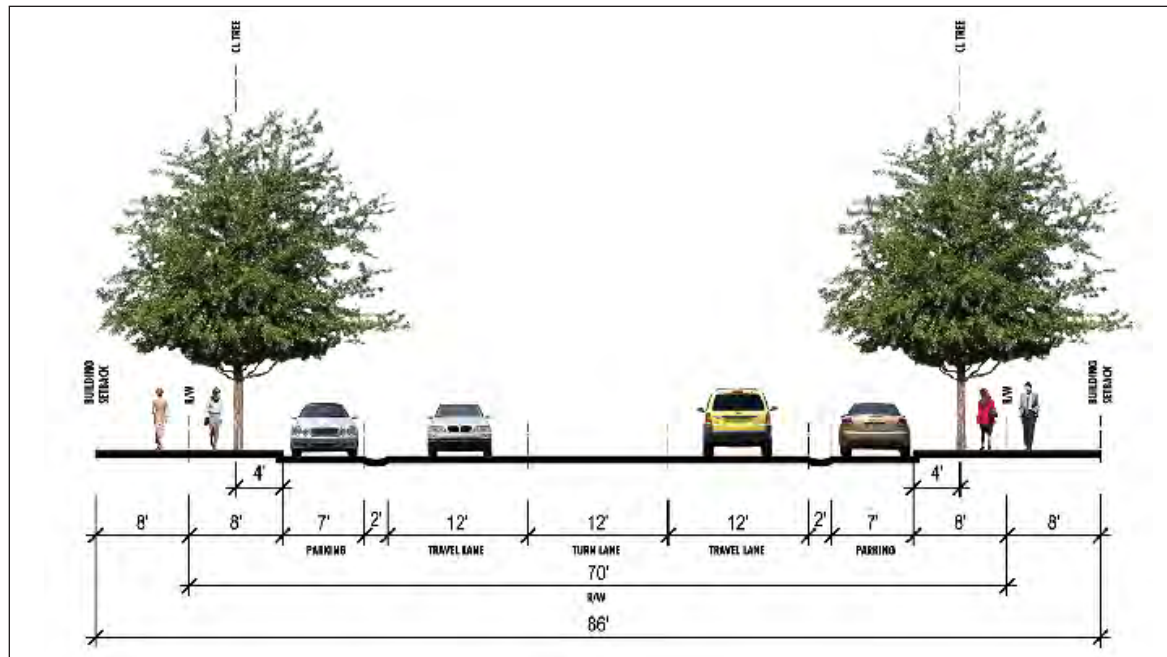


Exhibit 5.4: Section A-A

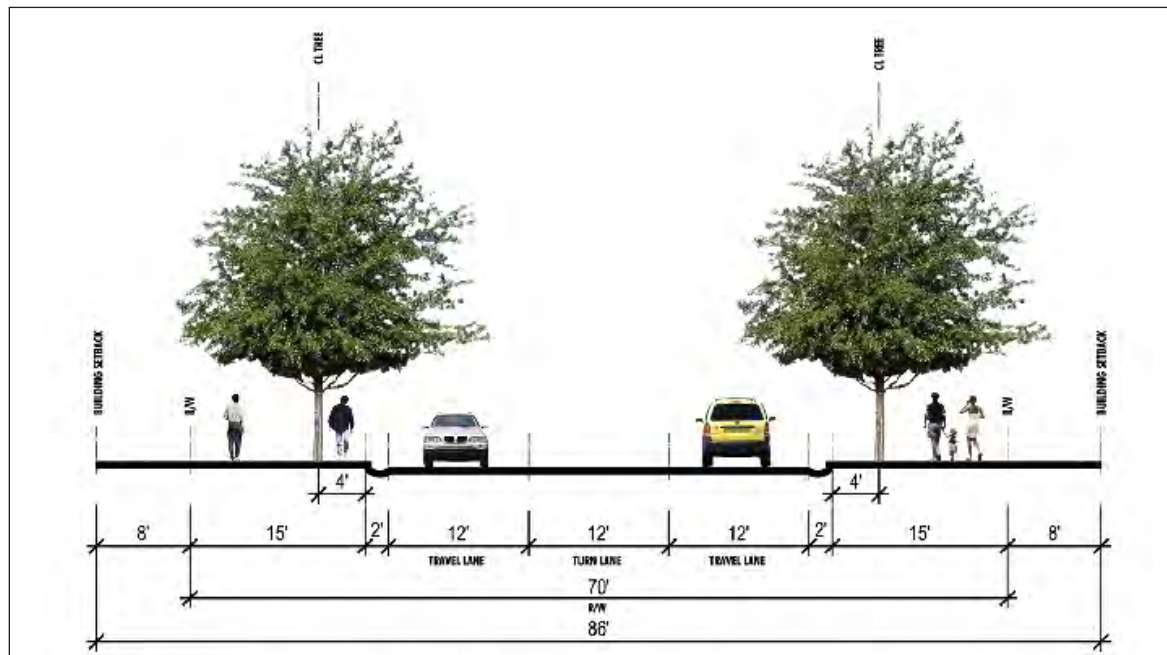


Exhibit 5.5: Section B-B



5.2.2 TYPE II STREETS

The Type II Street consists of a 70-foot right-of-way with two 12-foot-wide driving lanes, and a 12-foot-wide median. A 7-foot-wide parallel parking lane with a 2-foot-wide curb and gutter are located on either side of the driving lanes. An 8-foot-wide planter strip separates 8-foot-wide sidewalks on both sides of the street (see Exhibit 5.7 Section C-C).

The ability to have a planted median is created by providing an alternative route for large trucks.

To achieve this desired pedestrian environment in the District, we recommend an 8-foot building setback for all new construction. This will create a 16-foot walkway, which over time, will support and enhance retail and commercial businesses along this street.

Similar to the Type I Street, parking is eliminated closer to the intersection to provide shorter street crossings and opportunities for District identity, wayfinding and street furniture (see Exhibit 5.8 Section D-D).

Pedestrian crosswalks and sidewalks at intersections are proposed as colored concrete pavers, while the remaining sidewalk is proposed as concrete.

The emphasis on providing shade on the sidewalks is maintained.

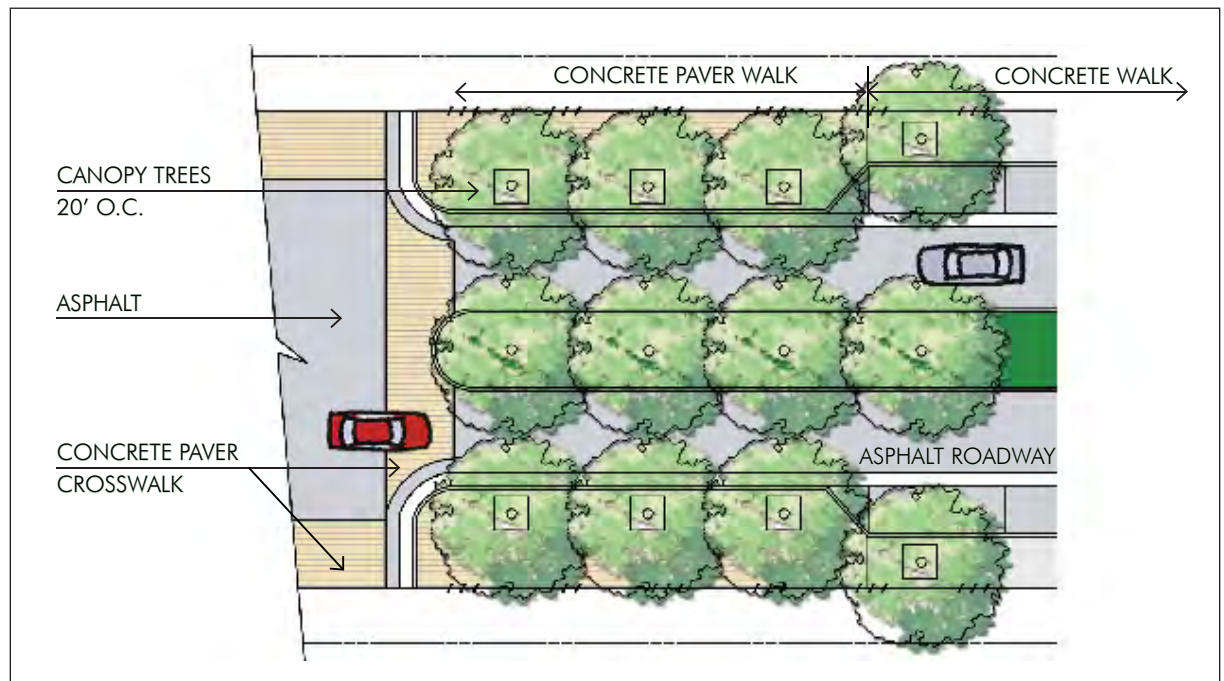


Exhibit 5.6: Type II Street Plan

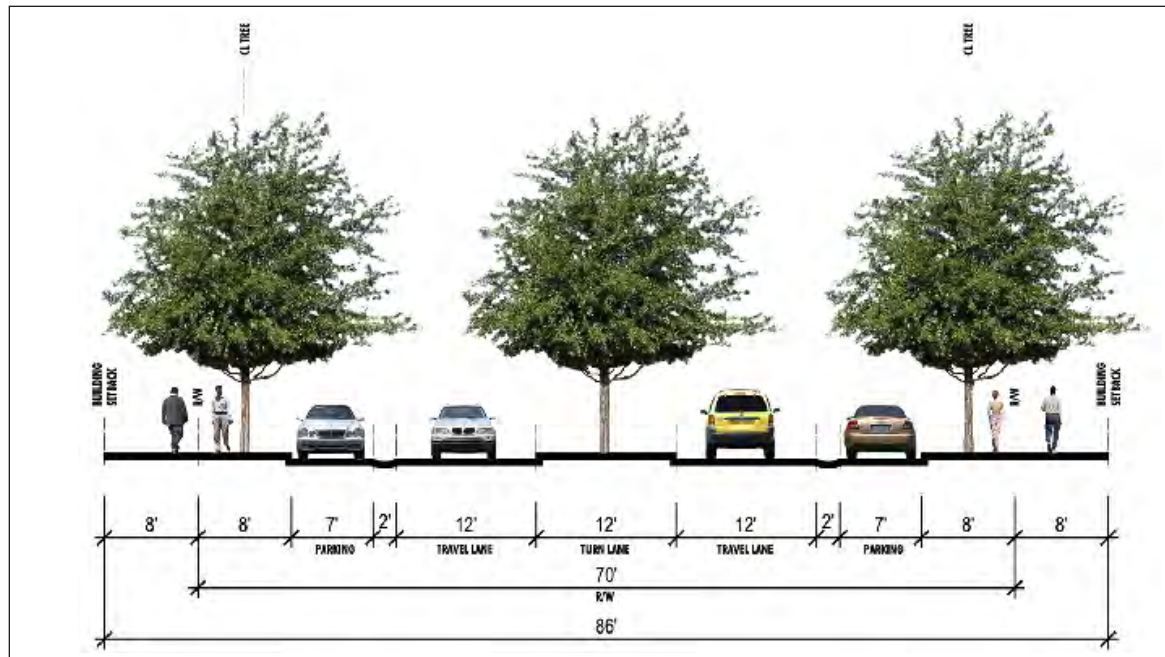


Exhibit 5.7: Section C-C

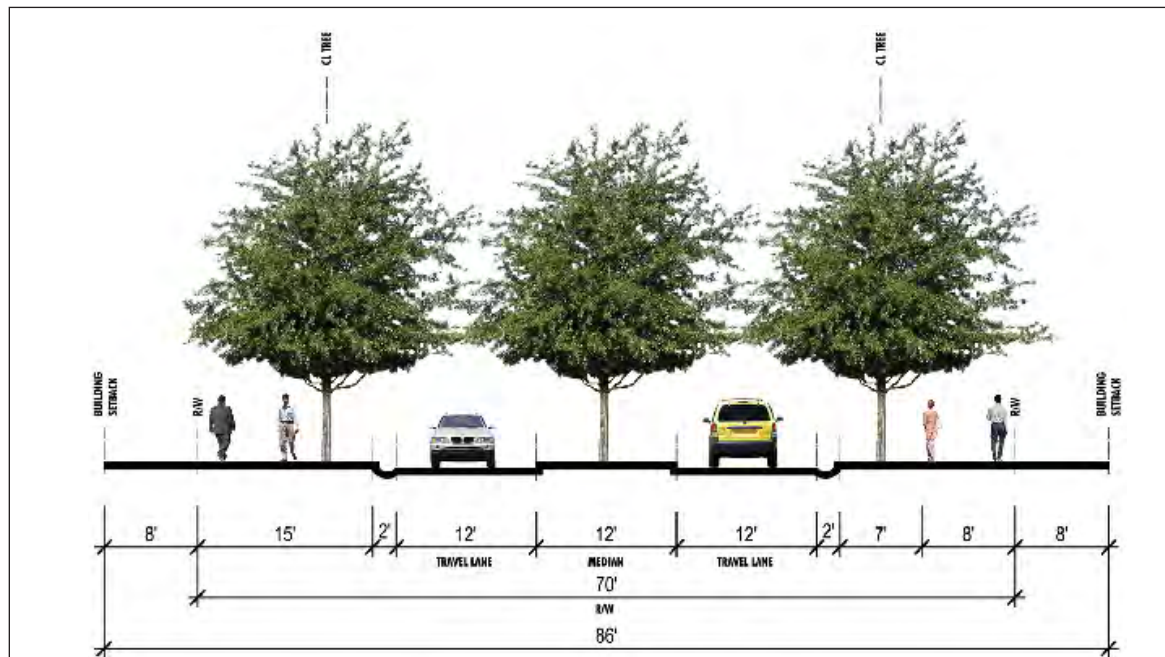


Exhibit 5.8: Section D-D



5.2.3 TYPE III STREETS

The Type III Street consists of a 70-foot right-of-way with two 12-foot-wide driving lanes. A 7-foot-wide parallel parking lane is located on one side of the street. A 2-foot-wide curb and gutter are located on either side beyond. An 4-foot-wide planter strip separates 17.5-foot-wide sidewalks on both sides of the street (see Exhibit 5.10 Section E-E).

Theses streets are not intended to accommodate large trucks.

Similar to Type I Streets, parking is eliminated near intersections, and narrowed roadways to create a more pedestrian focussed environment (see Exhibit 5.11: Section F-F).

Precast concrete pavers are proposed for the sidewalk and crosswalk at the intersections. The remainder of the sidewalk is concrete. Since the intersection of NW 79 Avenue and NW 33 Street is a gateway intersection, precast concrete pavers are proposed for a portion of the street which makes it consistent with other gateway intersections.

Some of these streets currently have onsite parking that abuts this street type. In these instances, we recommend the construction of a low masonry wall abutting this parking to reduce the visual impact of the parked cars. Precast, glazed block, tile or stone cladding is recommended as aesthetic treatment for the public side of the walls.

The provision of shade through planting is maintained.

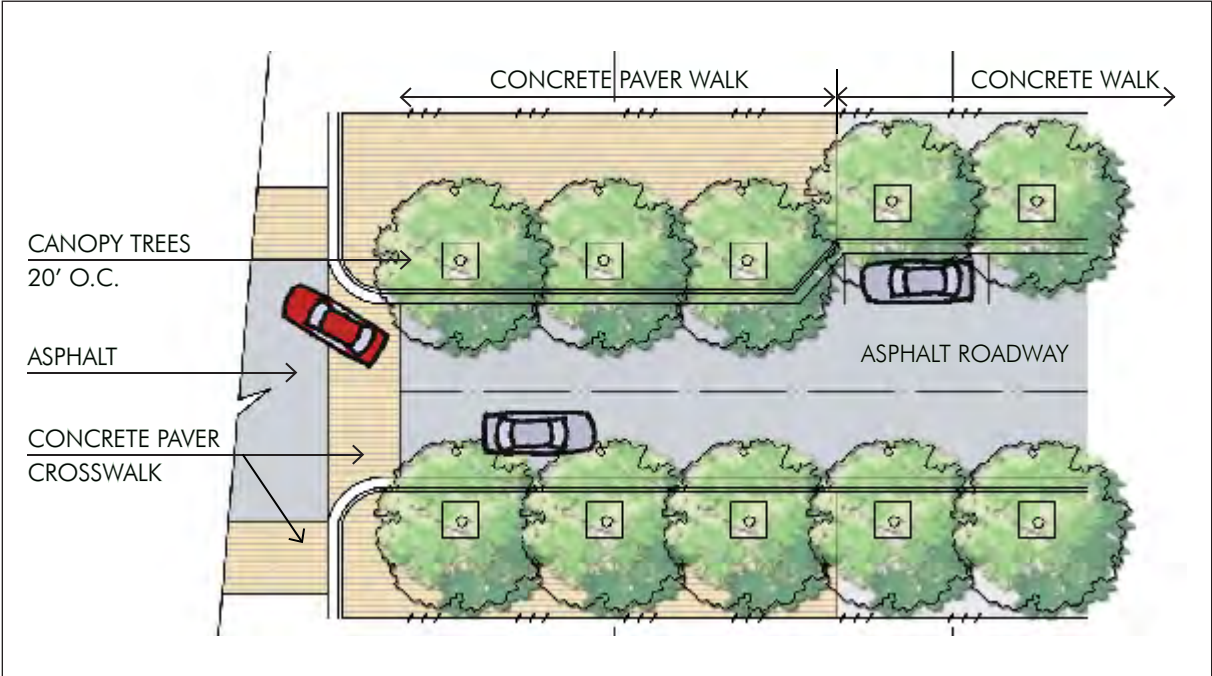


Exhibit 5.9: Type III Street Plan



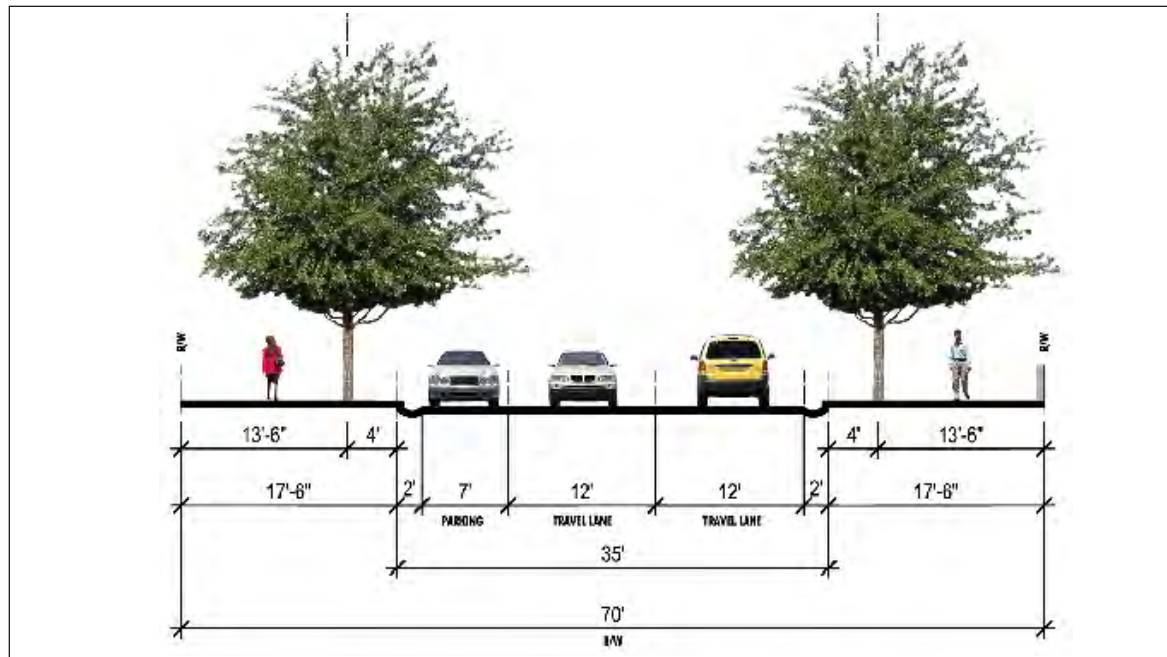


Exhibit 5.10: Section E-E

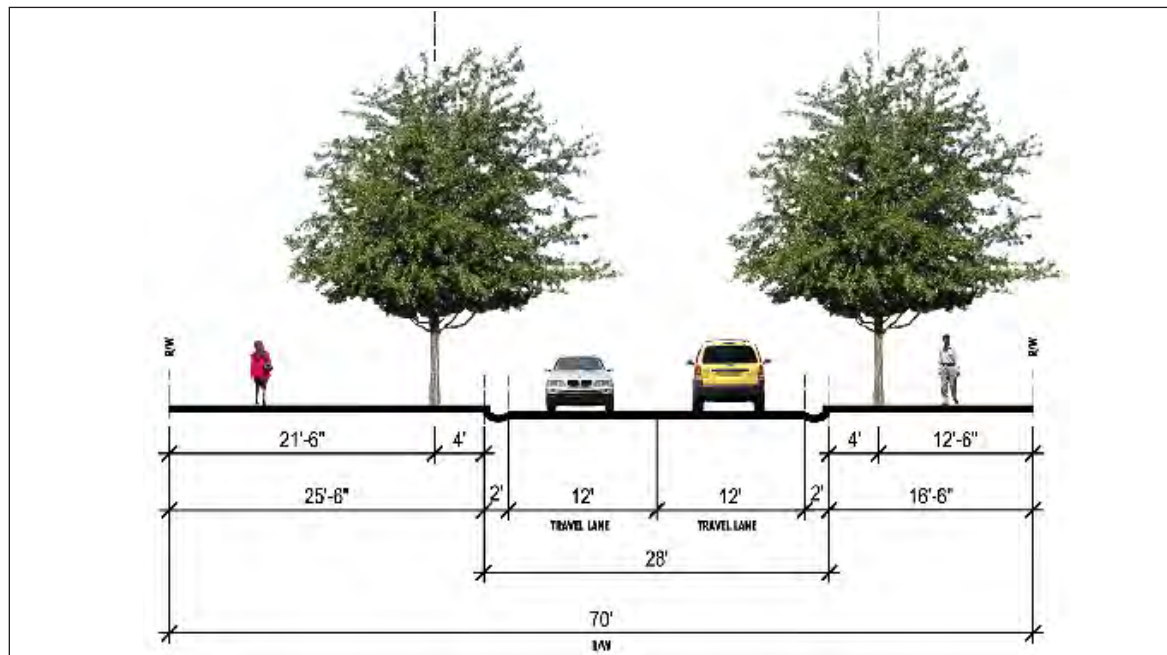


Exhibit 5.11: Section F-F



5.2.4 TYPE III STREET ALONG NW 33 STREET

The Type III Street along NW 33 Street consists of a 70-foot right-of-way with two 11-foot-wide driving lanes with a 11-foot-wide center turn lane. A 2-foot-wide curb and gutter is located on either side of the driving lanes. An 4-foot-wide planter strip separates 12.5-foot-wide sidewalks on both sides of the street (see Exhibit 5.13 Section G-G).

Closer to the intersection, the right-of-way consists of two 12-foot-wide driving lanes with a 9-foot-wide median. A 2-foot-wide curb and gutter is located on either side of the driving lanes. An 4-foot-wide planter strip separates 12.5-foot-wide sidewalks on both sides of the street (see Exhibit 5.14 Section H-H).

Since there is a possibility that improvements might be made to NW 33 Street prior to the re-routing of truck traffic, maintaining a 36-foot-wide roadway section is required. The only difference NW 33 Street would have from a typical Type III Street is the non-provision of on-street parking.

This would allow for the desired pedestrian improvements to be made now. Conversion to the typical Type III Street can be accomplished by restriping the road.

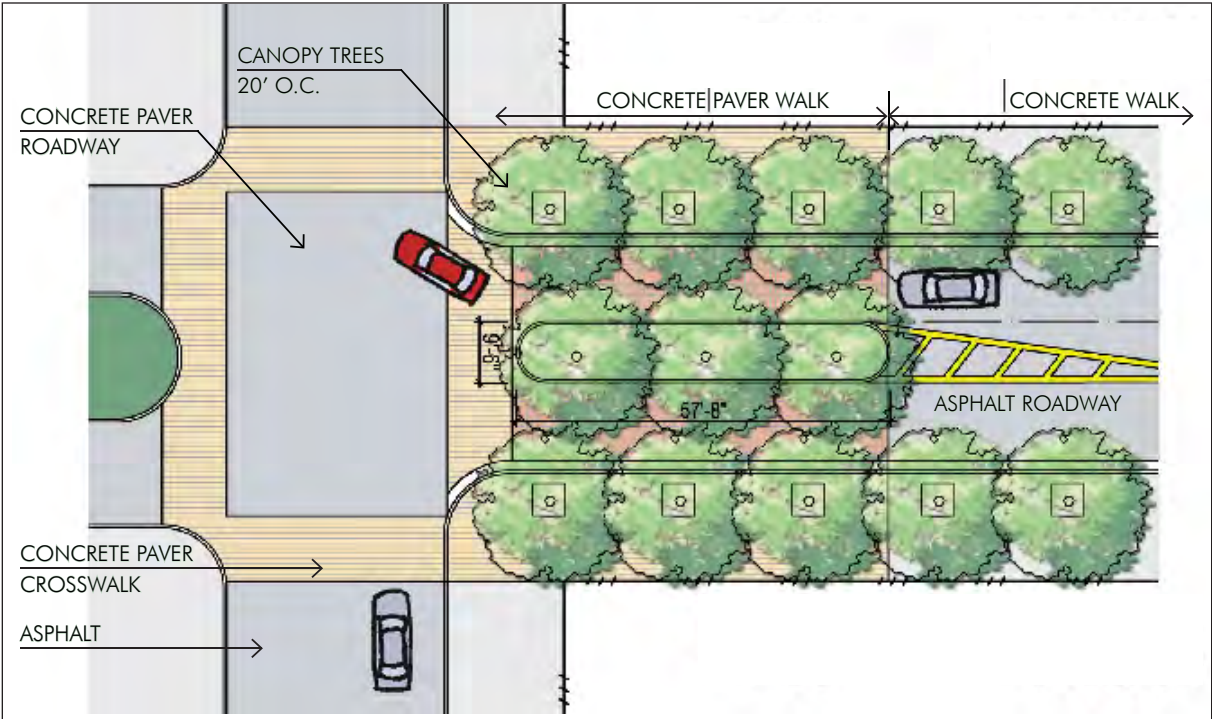


Exhibit 5.12: Type III Street Plan along NW 33 Street



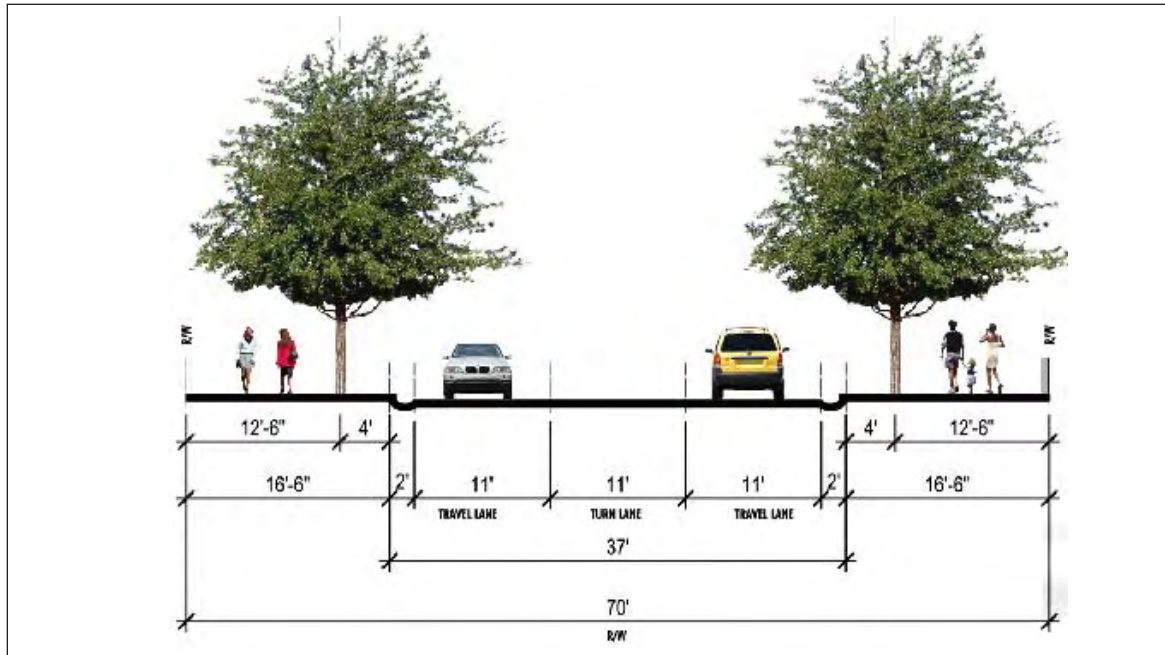


Exhibit 5.13: Section G-G

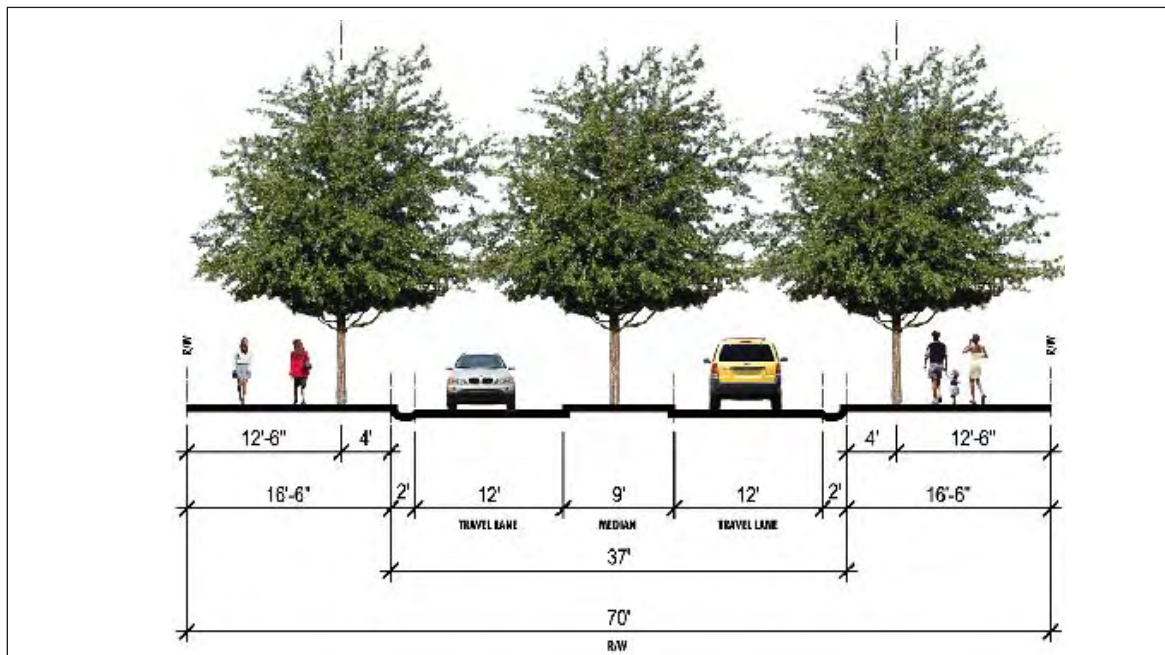


Exhibit 5.14: Section H-H



5.2.5 TYPE IV STREETS

The Type IV Street consists of a 50-foot right-of-way with two 10-foot-wide driving lanes. A 2-foot-wide curb and gutter are located on either side of the driving lanes. A 4-foot-wide planter strip separates 9-foot-wide sidewalks on both sides of the street (see Exhibit 5.16: Section I-I).

Concrete sidewalks are proposed. Streets are asphalt except for a precast concrete crosswalk at intersections.

The proposed District wide plant species and density would be maintained.

These streets are currently privately owned. We recommend that to maintain consistency of standards, the City of Doral acquire these streets and right of ways.

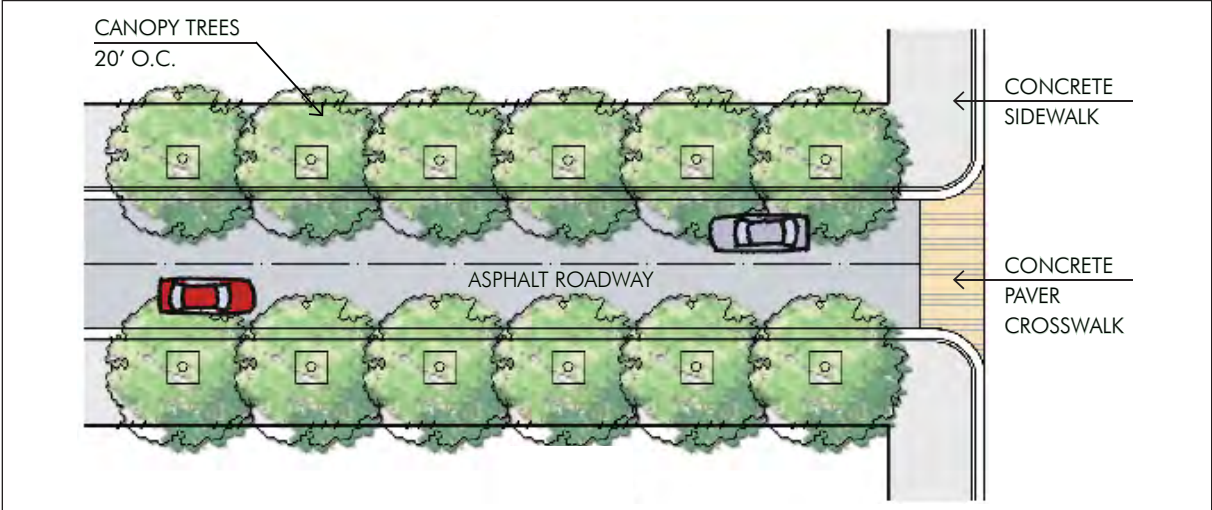


Exhibit 5.15: Type IV Street Plan

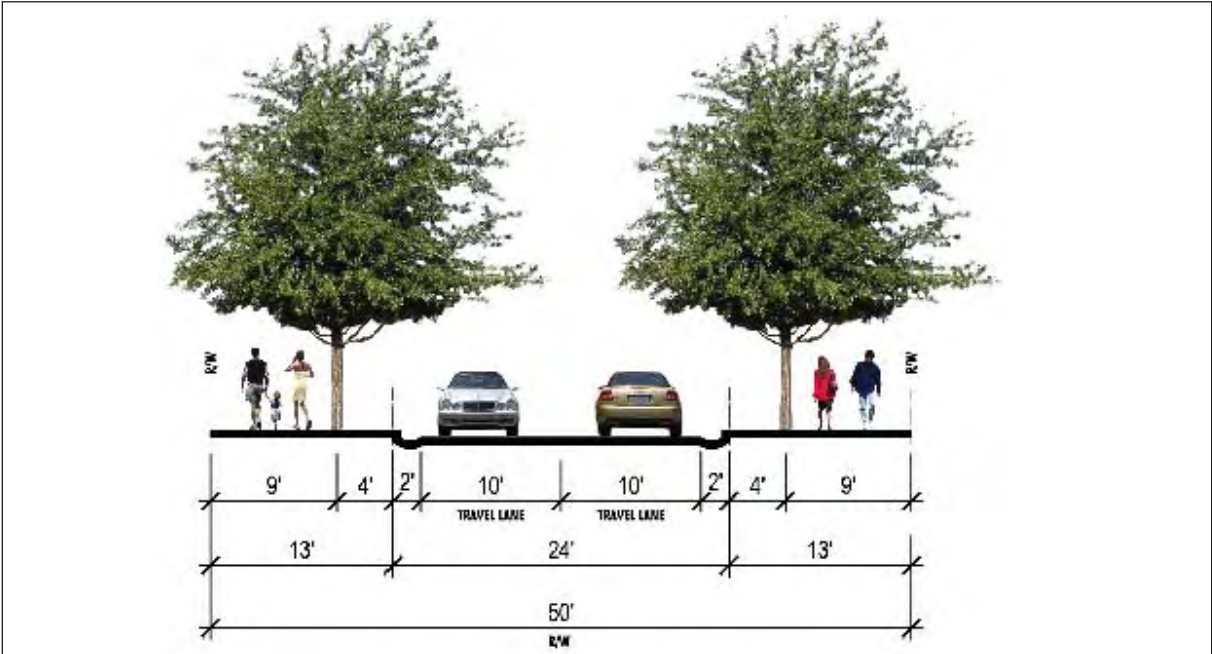


Exhibit 5.16: Section I-I



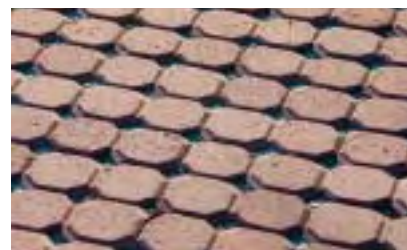
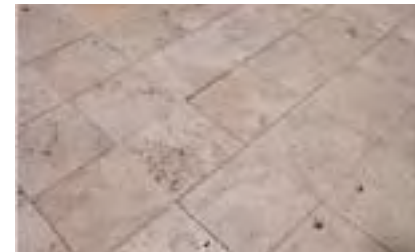
5.3 HARDSCAPE

The choice of construction materials, lighting, furniture and planting will be important in achieving the goal of making the Doral Design District an identifiable distinctive place in the City.

The Street types discussed in this Chapter advocate the use of distinctive materials in both the street, on the sidewalk and in vertical elements such as screen walls.

The thoughtful use of materials will identify the Design District as unique in the City. Materials such as stone and tile should also be considered. The decorative use of materials is advocated for vertical surfaces. Various “hardscape” materials that would make the District unique are shown alongside on this page.

All hardscape areas shall be ADA accessible and materials should be easy to maintain. The issue of sustainability should also be considered when selecting hardscape materials. High solar reflective surfaces are encouraged to reduce heat island effect. Pervious paving materials are recommended to promote groundwater recharge and reduce stormwater runoff. Products with recycled content will also help reduce the earth’s limited resources.



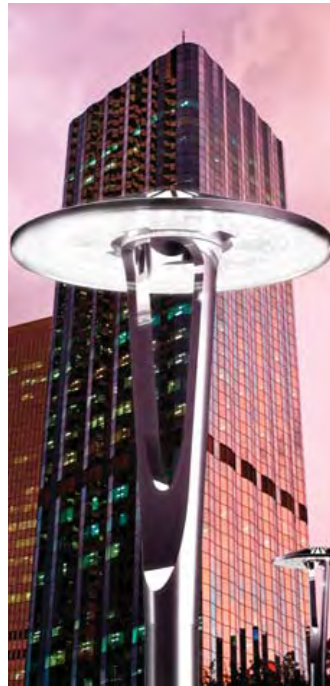
5.4 LIGHTING

Lighting plays an important role in the wayfinding and identity of the District. Pedestrian and vehicular lighting should be used and designed such that it creates a distinct nighttime environment in the District. Examples of such environments include the Adrienne Arsht Center in Downtown Miami, Coconut Grove and Lincoln Road in the City of Miami Beach.

Many options are available that can meet the regulatory requirements for lighting. Lamps that will render true color such as metal halide or LED are good choices. LED while new to the market are more energy efficient and promise much longer lamp life and therefore less maintenance cost. To even further reduce costs and energy usage, the use of solar powered LED lights can be explored.

Light pollution and excess glare should be mitigated through the use of full cut-off light fixtures. This will also promote 'dark sky' initiatives.

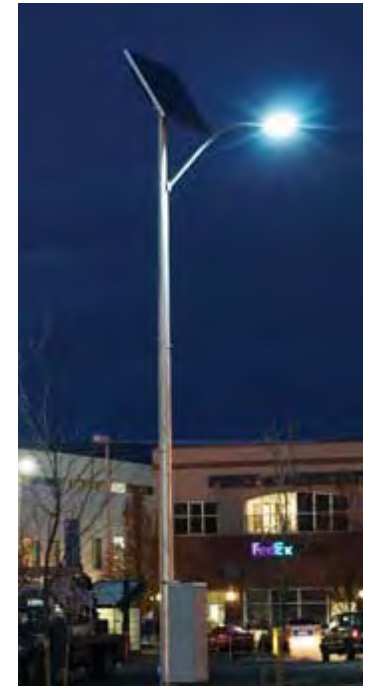
Fixture options are illustrated alongside on this page.



Tersen Lighting / Ratio (LED)



Schröder / Nemo Luminaire & Nemo Bollard (Metal halide)



Carmanah / EverGEN Solar Panel BetaLED / LEDway Streetlight (LED)



Landscapeforms / lo-glo (LED)



Landscapeforms / hi-glo (LED)



Bega / 7216 (Fluorescent)



5.5 FURNITURE

Furniture should be unique and iconic as is appropriate for a “Design District.” Furniture in the Right of Way (ROW) consists primarily as seating but may also include bicycle racks and litter receptacles. Seating becomes another element along with wayfinding and hardscape materials which identify the Design District.

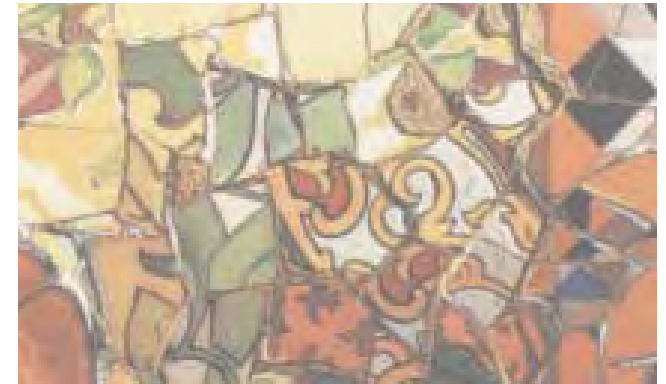
As the Design District develops a pedestrian population seating becomes appropriate. The wider sidewalks at the intersections become places which accommodate seating. In the more narrow portions of the sidewalk, there are opportunities for clusters of individual seating arranged in a conversational grouping.

Illustrations on this page show a variety of possibilities. Since the preferred wayfinding identity illustrates the use of “broken” tile, the opportunity to incorporate that into the furniture is illustrated.

The City could sponsor an “artistic” competition to spur interest and diversity in furnishings by incorporating local materials (tile, stone, marble) into the designs.



Escofet / Nigra



Escofet / Nigra



Escofet / Modular



Escofet / Modular



5.6 PLANTING

Planting will reduce the heat island effect and air pollution. Planting can absorb storm water and potentially eliminate or reduce the need for conventional storm water disposal. Planting will transpire water into the atmosphere. And planting will provide shade for those who use the design district.

Canopy trees should be planted at close intervals in conditions that will promote healthy mature trees. The live oak is the best tree in South Florida for this purpose.

We advocate for the trees to be planted without tree grates. Instead the opening should be planted with ground cover.

We also recommend that these trees be installed utilizing tree cells such as those by Silva, which will create conditions to promote healthy mature trees and improve stormwater management.

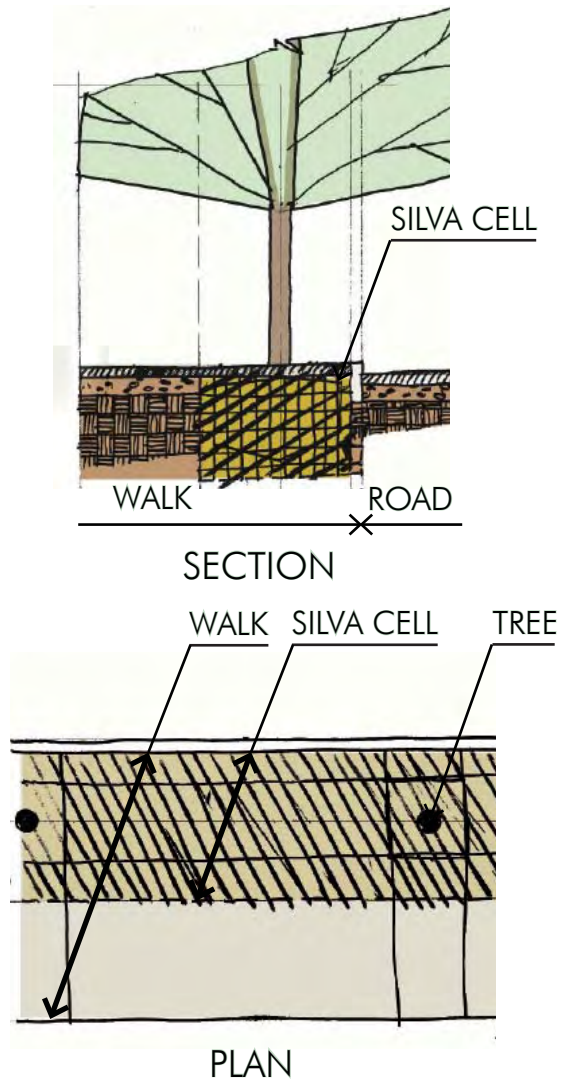
Examples of the effect of the proposed tree spacing and the use of ground cover in the openings are shown in the adjacent photographs.



Above: Live oaks in streetscape. Recommended installation size is 200 gallon, 20'-22' ht., 6"-8" cal.

Right: Ficus Green Island in cut-outs.



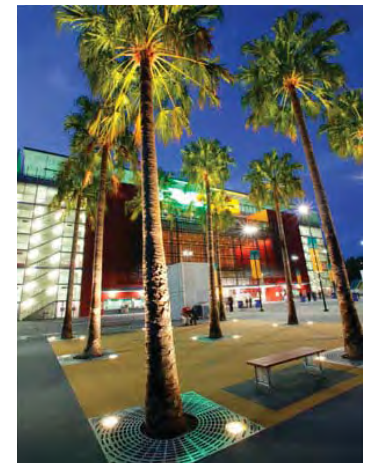
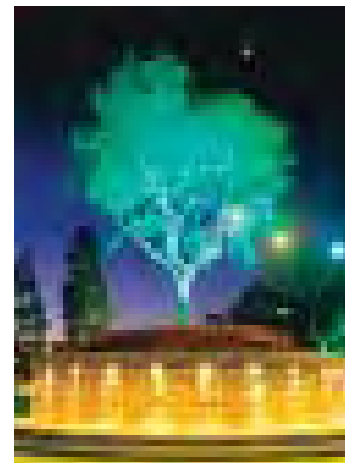


Note: Silva Cells are a modular system that supports the sidewalk. This system creates a void space allowing for future utility pipes, protects roots from compaction and provides room for stormwater. www.deeproot.com



Above: Recommended median street tree is the Jacaranda, installation size is 14'-16' ht.

Right: Landscape uplighting is recommended for median trees and those others requiring special focus. Recommended fixture is Lumascape model LS422LED Centria.



5.7 RECOMMENDED PLANT LIST AND STANDARDS

Street: Trees

Live Oak *Quercus virginiana*

- (200 gal., 20'-22' ht., 6"-8" cal.)

Mahogany *Swietenia mahagoni*

- (12'-14' ht., 6' spr., 4"-5" cal.)

Street: Shrubs

Ficus Green Island *Ficus microcarpa* 'Green Island'

- (3 gal., 18" ht., full)

Wart Fern *Microsorium scolopendrium*

- (3 gal., 24" ht., full)

Boston Fern *Nephrolepis exaltata*

- (3 gal., 18" ht., full)

Median: Trees

Jacaranda *Jacaranda mimosifolia*

- (14'-16' ht., 6' spr., 4"-5" cal.)

Bulnesia *Bulnesia arborea*

- (12'-14' ht., 6' spr., 4"-5" cal.)

Royal Palm *Roystonea elata*

- (12' gray wood, matched)

Median: Shrubs

Plumbago *Plumbago auriculata* 'Imperial Blue'

- (3 gal., 24" ht., full)

Lantana *Lantana montevidensis* 'Trailing Yellow'

- (1 gal., 18" ht., full)

Yellow Croton *Codiaeum variegatum*

- (3 gal., 24" ht., 3 plants per pot, full)



Lantana



Plumbago



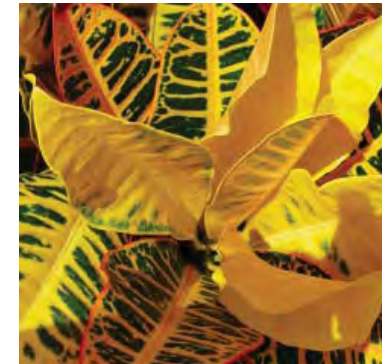
Royal Palm



Wart Fern



Mahogany



Croton

Landscape Plant selection should be based on the plant's adaptability to existing site conditions including hardiness zone, light, mature plant size, desired effect, color and texture. The use of native, adapted and drought tolerant plants are recommended.

- All plant material should be Florida No. 1 or better
- Weed control fabric will be utilized under all shrub and groundcover beds to minimize

weed intrusion, and facilitate maintenance.

- Soil amendments and organic mulch are proposed for all landscaped areas.
- Plant material shall meet or exceed recommended specifications on plant list.

Irrigation A new irrigation system shall be provided achieving 100% coverage for all landscaped areas. The system shall be designed into zones by plant material with similar water requirements to maximize efficiency by conserving water.



5.8 GUIDELINES AND RECOMMENDATIONS

Policy 5-1: *Pedestrian crossings should occur at appropriate intervals, to allow convenient access within the District Core.*

Policy 5-2: *Create a streetscape that is a visual amenity for pedestrians, building tenants, visitors and residents.*

Policy 5-3: *Benches, potted plants and outdoor seating for cafes and restaurants, and other landscape elements are encouraged in the 4- to 6-foot wide expanded hardscape area in front of shops.*

Policy 5-4: *Tree selections, consistent with the suggested plant palette, should be provided adjacent to buildings along the pedestrian areas to shade plazas and other outdoor spaces.*

Policy 5-5: *A combination of shrubs, berming, 3 to 4 foot tall hedges or low walls should be utilized to screen parking areas fronting the street.*



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CHAPTER 6:
Architecture

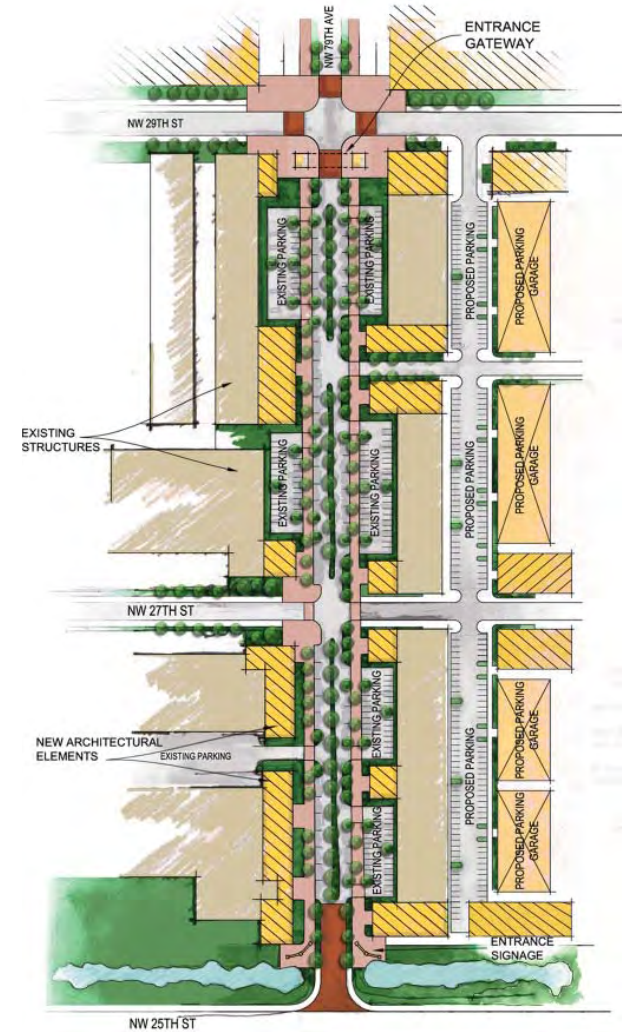
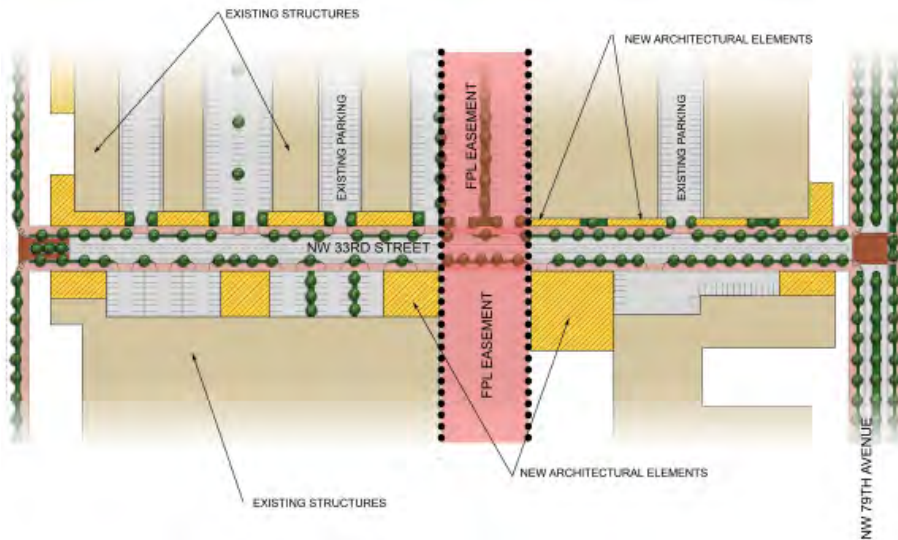
6.1 MASSING AND HEIGHT

Current building massing within the district is set back from the street with parking and truck uses accessed through the front of the property. Also because of the warehouse use, buildings are wide and long. Buildings within the district are generally one to two stories in height and set back sixty feet or more. Current industrial zoning within the district permits the height of buildings to be equal to the width of the street right-of-way on which the building fronts. The goal of the “Artisan Village at Doral” is to create a premier destination point for all who plan any building project that is pedestrian friendly, and to attract other related professions and industries to the district. The idea of a pedestrian village conflicts with the current built environment which promotes truck and vehicular use. Redevelopment must ensure that the district will maintain its industrial uses while the pedestrian uses throughout the district are developed. Future building should promote building a portion or the entire building closer to the street to further define it. Minimized front-loaded parking could still be employed on a portion of the site so as not to lose the current vehicular use and ease of entering a showroom. Truck uses should be encouraged to enter the rear of properties. A vital element of this concept is to create a truck route along the FPL easement.



This wide easement would allow for rear loaded warehouses, which would encourage more pedestrian friendly building massing and facades along the NW 79th Avenue and NW 33rd Street corridors. The building massing concept for NW 79th Avenue and NW 33rd street is illustrated in the following graphics. Note the portion of the buildings built along the street. Also, additional parking is handled in parking structures behind the showrooms. The opportunity for a public parking garage exists close to the proposed visitor’s center. This would allow for easy access to the Doral trolley system to be implemented in the district permitting travel from store to store without the use of individual car travel.

In terms of building heights, the NW 79th Avenue and NW 33rd Street corridors should have taller buildings of three to five stories to define the main corridors within the district to promote a more urban and pedestrian environment. Smaller two to three story flex warehouses and other buildings would be located behind and around these main corridors. Also, to promote a village atmosphere, the Artisan Village buildings should be kept to a maximum of three stories. The live-work building type is ideal for the village affording a studio or commercial space on the ground floor with a residential unit above. Because of the more intense arterial roadway use, NW 36th and NW 25th should have the tallest buildings between five and eight stories. This concept is illustrated in a building heights plan.



6.2 ARCHITECTURAL STYLES

The Doral Tile and Marble Design District should not implement a standard architectural style through the district. The intent of the district is to become a planning and design center and thus should celebrate all types of design and styles. This will also allow for the redevelopment to happen in stages and allow for the individual expression of business, artists and property owner throughout the district. Over time this will create a visually stimulating environment. Throughout the planning process three distinct architectural styles arose. The modern, Mediterranean, and Early 20th Century warehouse styles are discussed below and illustrated with photos; they are intended to highlight some architectural elements of these styles that may be incorporated into buildings throughout the district. A matrix is provided after the summaries below that graphically explain elements of each style.



6.2.1 MODERN/INTERNATIONAL STYLE

The modern or international style of architecture came to prominence during the middle of the 20th century. The style features clean lines, is often described as streamlines, and naturally implies an industrial appearance. It can take its form in either concrete masonry and/or metal. The style is complemented with horizontal banding, score lines, and/or stone or marble cladding. Glass curtain walls or ribbon windows allow for an abundance of natural light and used throughout modern buildings.



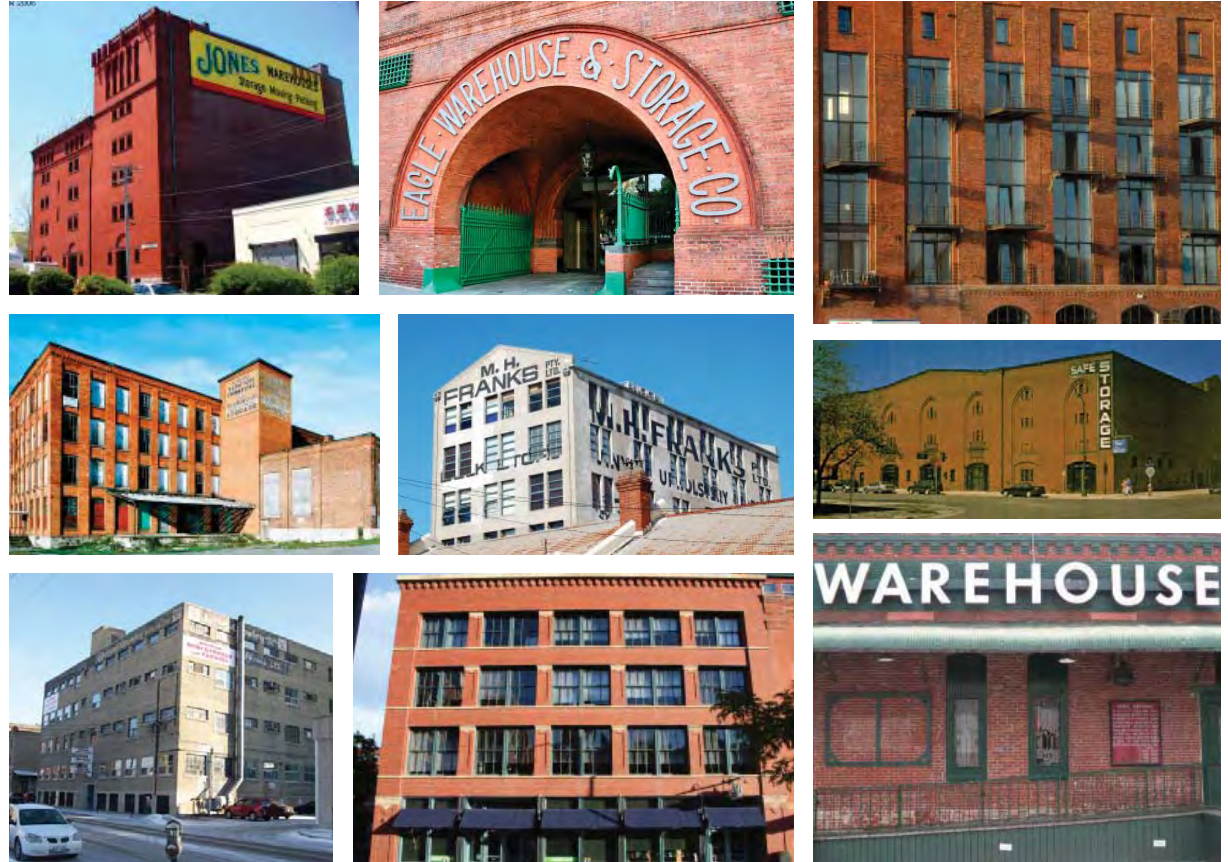
6.2.2 MEDITERRANEAN STYLE

The Mediterranean style of architecture is popular throughout South Florida and the rest of the United States. In South Florida it is mainly constructed out of masonry with a stucco finish. Embellishments and details are stucco or stone. The style also includes the use of wood beam details. Building fenestration includes the use of arches, columns and balconies. Often the main entrance is adorned with heavy stucco or stone detailing. The roofing material is often clay barrel tiles. The building mass is painted in light or earth tone colors. The style takes its cues from classical architecture and can be symmetrical or asymmetrical.



6.2.3 EARLY 20TH CENTURY STYLE

The early twentieth century warehouse style recalls the Meat Packing District in New York City or the New Orleans Warehouse district. The style incorporates simple volumes with a stripped down classical details including arches and pilasters. Buildings of this style are usually constructed out of brick masonry. The building fenestration is usually repeated. Another characteristic of this style is super graphics which give the building a landmark type of quality.



6.3 ARCHITECTURAL MATRIX



















Table 6.1: Architectural Matrix			
	Modern	Mediterranean	Early 20 th Century
Building Massing and Style	 <p>Low to Mid-rise in height, modern materials (metal, concrete, glass), horizontal banding.</p>	 <p>Low to mid-rise in height, classic materials (stucco, stone and wood), ornamental classical detailing.</p>	 <p>Low, mid, and hi-rise in height, classic and modern material (brick, stucco, stone, concrete, glass), striped down classical detailing.</p>
Roof Types & Materials	 <p>Flat roofs, skylights strengthen loft feel and allow for increased natural light.</p>	 <p>Pitched hip and gable end roofs as well as parapets. Use of tower elements at corners, Terra-cotta barrel roof tiles.</p>	 <p>Flat or pitched roofs, standing seam metal roof panels.</p>
Facade Treatment & Materials	 <p>Austere geometrical patterns, horizontal banding, glass, metal</p>	 <p>Romantic arrangement, less formal, includes the use of arches and parapets, Can use multiple window types and arrangements.</p>	 <p>Regimented facade treatment with use of pilasters. Straight forward, easy to delineate structure.</p>



Table 6.1: Architectural Matrix			
	Modern	Mediterranean	Early 20 th Century
Entry Doors	 <p>Mimimalist detailing, glass and metal, highly transparent.</p>	 <p>Stone embellishments at entry doors. Solid and firm.</p>	 <p>Use of classical elements with a modern intpretion. Multiple materials (brick, stone, concrete, metal, glass)</p>
Windows	 <p>Use of strip widow (metal)</p>	 <p>Can be grouped, Ornamental sills and trims in stone, use of arches, also uses many widow types on same facade.</p>	 <p>Large floor to ceiling types of windows act as void to clearly delineate structure. (metal)</p>
Signage	 <p>Etched or pin-point mounted stainless steel letters, sleek look</p>	 <p>Applied to the building facade.</p>	 <p>Painted or attached to the building. Large size allow them to be seen on adjacent highways.</p>



6.4 GUIDELINES AND RECOMMENDATIONS

Policy 6-1: *Architecture emphasizing craftsmanship, building articulation and attention to detail are encouraged. Examples include arcades, arches, recessed multi-pane windows, upgraded fixtures and hardware.*

Policy 6-2: *Permanent, long lasting and low maintenance building materials are encouraged. Examples include stone, stucco, brick or block, high quality wood products, steel panels or flange steel.*

Policy 6-3: *Buildings should orient towards pedestrian walkways, open spaces and streets, and should provide pedestrian oriented ground floor windows and entries for retail and office users.*

Policy 6-4: *Parking structures, if needed, shall be architecturally incorporated into the design of surrounding buildings and landscaping.*

Policy 6-5: *Buildings should be clustered along the NW 79 Avenue to create a continuous visual architectural element with windows and doors oriented towards the pedestrian realm.*



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CHAPTER 7:
Branding & Wayfinding

7.1 OVERVIEW

In the following pages we present branding and wayfinding guidelines that lay the groundwork for a clear and concise method for identifying the Doral Design District, and guiding visitors to area destinations.

Effective wayfinding enhances the user experience and contributes to a sense of place. The goal of any wayfinding system is to organize the information visitors will need, and layer it in a simplified, easy-to-follow sequence. Just as too little information can be confusing, too many messages can be equally problematic. Information displayed must be tailored to immediate need—short simple bites for drivers making decisions, moderate detail for pedestrian directions, and detailed information for pedestrian orientation.

This concise layering of information leads visitors along paths to their destinations, allowing them to easily recognize and interpret messages and make navigational decisions. This guidance is accomplished by a coordinated family of wayfinding elements, each designed to perform a specific task in support of the wayfinding plan.

Currently, the area defined as the Doral Design District has no existing identity or wayfinding. Our goal with this master plan is to establish guidelines and conceptual ideas for unique branding and wayfinding that—along with Planning, Architecture and Landscape Architecture— will help transform the area into a diverse and vibrant district.

Wayfinding and environmental graphics are an essential part of this process. Trailblazing signs to

the district will be the first encounter that many visitors have with the area. They will set the stage for the experience that lies ahead.

Gateway signage will signal arrival and—in concert with surrounding streetscapes and architecture— present a distinct and unique identity for the area.

Branded directional signage throughout the district will guide visitors, in cars and on foot, to public destinations. Pedestrian kiosks will orient and direct people to points of interest, businesses and parking.

A comprehensive sign program can be the most visible component of a wayfinding system. However, as discussed in the following pages, wayfinding is more than just signage. To be truly effective, it must be a logical extension of the surrounding streetscapes and architecture, which all work in unison to create logical routes, branded environments and a unique sense of place.

The conceptual designs depicted within are based on an established preference for a Spanish Mediterranean flavor. They are intended to complement the proposed architectural palette and streetscapes. Materials specified pay homage to the long (and current) history of tile and marble within the district. Completed signs should have an artisanal quality. Use of local resources for the stone and mosaic tile work depicted is encouraged. Use of authentic materials (instead of simulated) is important given the nature of the district and the businesses within.



7.2 WAYFINDING - DEFINITION

Wayfinding can be defined as the planning and communication of information throughout a built or dimensional environment. When done properly, wayfinding enables each person to form a mental map of a site, and/or navigate an environment through the use of a comprehensive, systematic, cohesive and visually unified graphic system.

An effective signage program is a key component to any wayfinding system, but is not alone in its responsibility for the task. Even the most thoughtfully conceived sign program can not overcome all the obstacles or a poorly conceived site or environment. Good wayfinding also relays on clear, well-defined pathways; visual clues; prominent landmarks; well planned architecture and public spaces; printed maps; human guides and, recently, portable GPS systems.

Signage and wayfinding combined, help orient people to a site and navigate through it. In addition to orientation and direction, signage can also have a placemaking and interpretive role. By creating a unique identity for an environment, a sign program can contribute to “branding” a site and assist in creating a sense of place. Interpretive signage can tell the story of a place, it’s inhabitants, and points of interest . Signs can also communicate other kinds of information such as warning, operational and regulatory messages.

One size does not fit all. A proper wayfinding system must be designed for its specific environment, and to communicate with it’s defined users. It must be adaptable, expandable and maintainable.



Exhibit 7.2: Elements of Wayfinding



7.3 WAYFINDING DESIGN PROCESS

This master plan includes analysis, conclusions some overall recommendations, and representative conceptual sign layouts for a comprehensive wayfinding plan in the Doral Design District. It sets the direction for the development and implementation for a wayfinding system in the District.

Implementing such a plan requires the extensive involvement of a wayfinding and signage professional to actualize the fundamental approach outlined in this master plan.

The execution process includes planning, design and implementation phases (outlined to the right). This includes thorough analysis, research, conceptual designs, precise sign locations and messages, complete design intent documentation for all sign types, budgeting, permitting and code issues, engineering, bidding, and construction and installation supervision.

1. PLANNING:

Research & Analysis:

- User group/stakeholder interviews
- Site surveys
- Study vehicular and pedestrian traffic patterns
- Operational reviews
- Review Master Plans
- Review public transit routes
- Review City branding
- Review City sign codes
- Meet with Planning, Public Works
- Create final report

Strategy:

- Develop wayfinding strategy
- Design goals and philosophy
- Outline of sign types

Programming:

- Determine wayfinding destinations
- Destination nomenclature
- Draft sign location plans
- Draft sign message schedules
- Preliminary fabrication budget

2. DESIGN:

Schematic Design:

- Identity and Branding design concepts
- Design alternatives for key sign types
- Investigate colors, materials, visual vocabulary
- Establish approved design direction

Design Development:

- Develop designs and details for all sign types
- Resolve all colors, materials and typography
- Coordinate with Planning and Public Works
- Review for compliance with sign codes
- Revise fabrication budget

Construction Documentation:

- Create design intent drawings for all sign types
- Write sign specifications to define intent standards
- Produce final sign location plans
- Produce final sign message schedules
- (option: perform structural engineering for signs)
- (option: produce engineered shop drawings)
- (option: locations by traffic engineer)

3. IMPLEMENTATION:

Bid Support:

- Provide list of qualified bidders
- Assist with pre-bid meeting
- Provide clarification during bid process
- Assist with bid evaluation and selection

Construction Administration:

- Attend pre-construction meeting
- Review fabricator shop drawings and samples
- Provide supervisory assistance during installation
- Inspect final work and produce punch list

Exhibit 7.3: Wayfinding Design process



7.4 WAYFINDING DESTINATIONS

To implement an effective wayfinding system for the District, a prioritized list of both vehicular and pedestrian destinations must first be established. Due to the large number of individual interests within the District, it is very important that the City establish a criteria (e.g. public, and not private facilities) for determining which destinations will appear on wayfinding guide signs.

To be effective, vehicular directional signs should be limited to 3-4 destinations per sign. This demonstrates the need for a select and concise list of vehicular destinations that can be consistently implemented on signage throughout the District.

If there are too many destinations on a vehicular sign panel it will confuse viewers. In addition, the type size must be reduced to accommodate an excess of information. Both conditions will lead to ineffective signage and potential traffic safety issues.

Pedestrian destinations may be more inclusive. They may be grouped into destinations that will appear on directional signs, and those that will appear on informational kiosks, maps and handouts.

The chart to the right (Exhibit 7.4) is an example of a list of heirarchal destinations. This chart is not a recommendation, it is just a demonstration of intent, and shows the type of information that must be identified and formally organized by the City.

VEHICULAR DESTINATIONS:

Primary:

- Examples -
Doral Design District
Tile & Marble Quarter
Town Square
Marble Mile
Visitor’s Center
Public Parking

Secondary:

- Examples -
Convention Center
Artisan Village
Trolley Station
79th Avenue Garage
Farmer’s Market
Public Park

PEDESTRIAN DESTINATIONS:

Primary:

- Examples -
Tile & Marble Quarter
Town Square
Marble Mile
Visitor’s Center
Convention Center
Artisan Village
Trolley Station
79th Avenue Garage
Farmer’s Market
Public Park

Secondary:

- Examples -
(Private Businesses and Institutions)

Exhibit 7.4: Wayfinding Hierarchical Destinations



7.5 DISTRICT WAYFINDING PHILOSOPHY

The optimal wayfinding experience is outlined below, and depicted by the diagram to the right (Exhibit 7.5). In general, a good wayfinding system provides only the information that is necessary, and guides visitors along defined routes to select destinations.

- Trailblazing information signs along major routes to Doral Design District guide visitors to preferred entry locations.
- Gateway signs confirm “arrival” and mark the perimeter of the district.
- Visitors follow the “trail” to primary and secondary destinations via wayfinding signage positioned at decision points along access routes.
- Visitors are guided to public parking locations nearby their final destination.
- Once out of their vehicles, signs orient visitors to their current location and to select destinations in the vicinity.
- Pedestrians signs direct visitors along major routes, and at decision points, to select destinations.

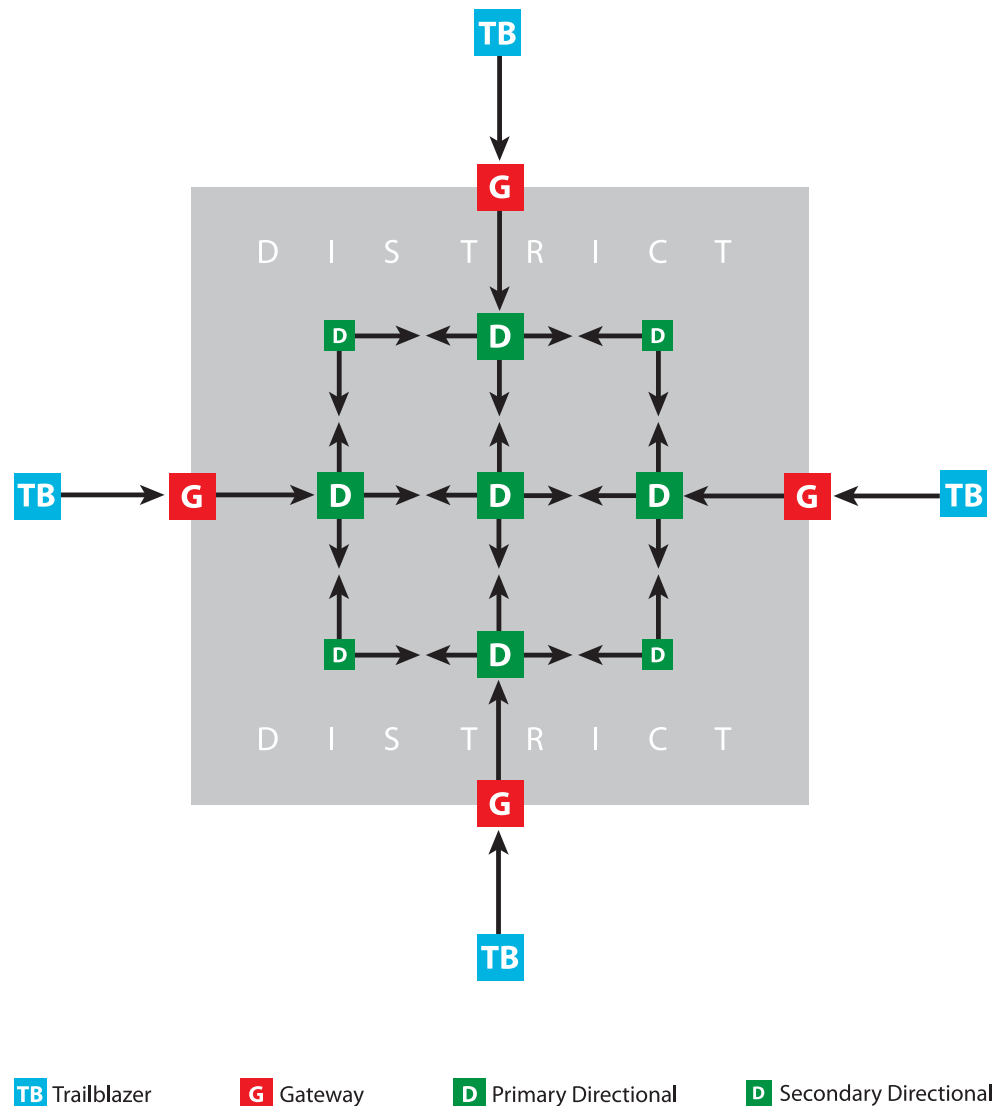


Exhibit 7.5: District Wayfinding Philosophy



7.6 DISTRICT QUARTERS

The Doral Design District can be subdivided into sub-districts or “Quarters”. This sub-division serves two purposes. First, it allows for sub-branding of distinct areas or zones within the larger district. Some examples might be the “Tile and Marble Quarter”, “Entertainment Quarter”, and the “Residential Quarter”. Second, by dividing the district into quarters it allows wayfinding guide signs to direct visitors via broad designations. This helps reduce the number of messages required on guide sign panels, which are limited to 3-4 destinations per sign. Once they have entered a Quarter, guide signs will direct visitors to specific destinations within that Quarter.

The diagram to the right demonstrates the concept of dividing the Doral Design District into “Quarters”. This diagram’s purpose is only to show intent. Actual Quarter names and boundaries are not suggested here.



Exhibit 7.6: District Quarters



7.7 DISTRICT TYPICAL SIGN LOCATIONS

7.7.1 VEHICULAR

The diagram to the right (Exhibit 7.7) depicts vehicular sign locations. Trailblazing signage along the perimeters direct visitors to District access points. Gateway signage is positioned along these access routes to signal arrival. Primary directional signs are positioned near major decision points (intersections), and secondary directional signage provides guidance near minor intersections and along sub-routes. An identity sign along NW 77 court will be visible from the highway.

The goal is a system of tiered information. The trailblazer’s job is only to get visitors to the District itself and to specific access points. Gateway and identity signs display brand identity and confirm a sense of arrival. Primary directional signs guide drivers to District Quarters and major public destinations. Secondary directionals can function like primary directionals, but can also provide direction to attractions specific to the Quarter they reside in.

Not shown are public parking directionals and identity signs. Parking directionals will be positioned along major access routes throughout the District. Parking identity signs will identify public parking lots and facilities.

- G District Gateway
- D Primary Directional
- I District Identity
- D Secondary Directional
- TB Trailblazer

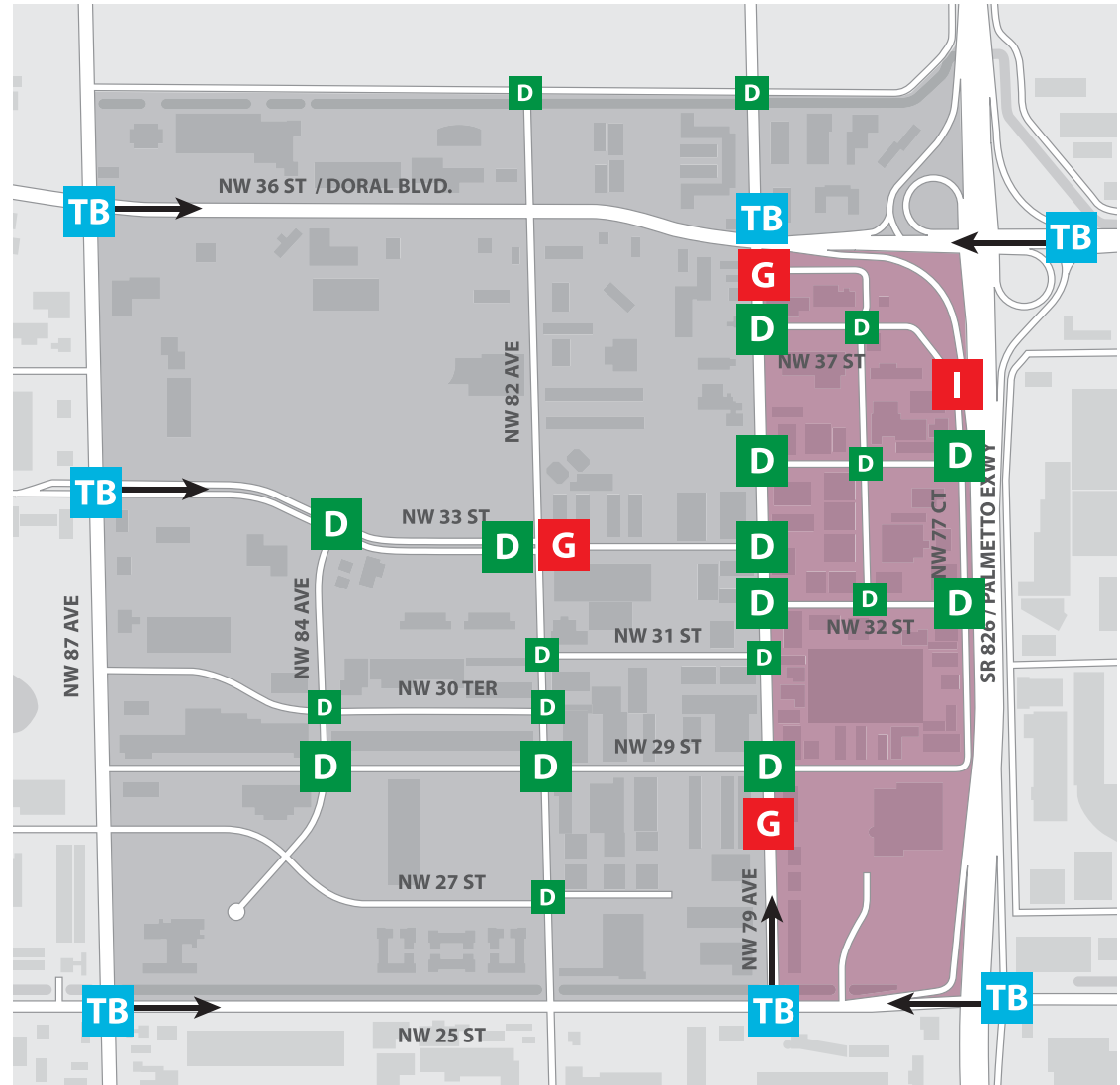


Exhibit 7.7: District Typical Sign Locations - Vehicular

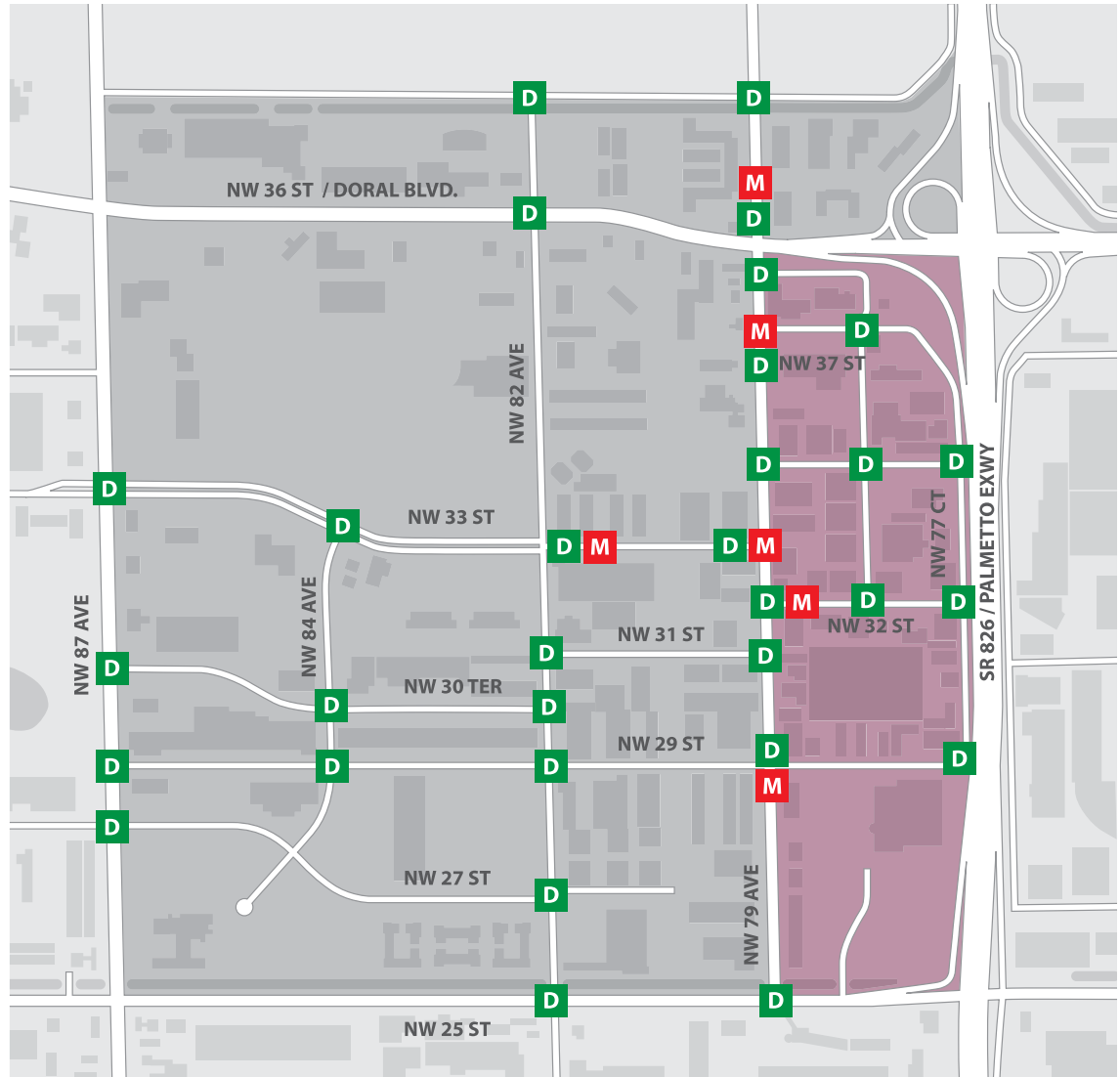


7.7.2 PEDESTRIAN

The diagram to the right (Exhibit 7.8) depicts pedestrian sign locations. The goal of these signs is to orient, direct and inform visitors as they walk the streets of the district.

Pedestrian directional signs are positioned at decision points throughout the area. They will guide visitors to District Quarters, major public destinations, Quarter specific destinations and public parking.

Pedestrian maps and kiosks are positioned along major pedestrian routes at key decision and gathering points. They provide detailed information about the Quarter and District in the form of orientation maps, area businesses and showrooms, special events, dining, shopping, entertainment, parking and other services in the area.



M Pedestrian Map/Kiosk

D Pedestrian Directional

Exhibit 7.8: District Typical Sign Locations - Pedestrian



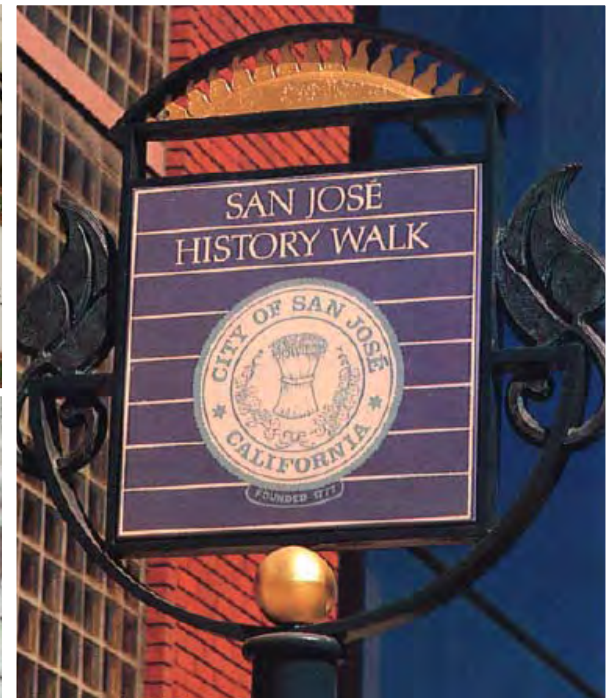
7.8 BEST PRACTICE EXAMPLES

The wayfinding signs created for the District should support the proposed Spanish Mediterranean theme of the area. Integration with surrounding landscapes and architecture is critical for visual cohesion.

The signs should be dimensional, and fabricated with high quality materials and finishes. The theme of tile and marble should be reflected in the materials chosen. Mosaic tile should be authentic, and executed using traditional materials and methods. Natural stone and marble should be incorporated into major sign types.

Decorative metalwork should be integrated into the sign structures to support a Spanish Mediterranean theme and add artisanal qualities.

Signs for businesses should also embrace the theme and materials of the District. Signs should be integrated into the building architecture and not freestanding. Uniform District-wide armatures should display business signs for pedestrian traffic. Sign panels should be dimensional in carved wood, stone, ceramic or similar high quality materials. Signs should be lit by spot lighting with no internal illumination.



BRANDING & WAYFINDING

The style, materials and placement of wayfinding signs should be complimentary to District street furniture and fixtures. District branding can be incorporated into benches and light poles to further enhance the area brand.

Pedestrian kiosks can display static and/or digital information. Interactive touchscreens can provide detailed information to visitors about local attractions and businesses.

Embedded tile graphics and carved lettering into District architecture is encouraged, where appropriate, to support the theme.

Public parking and transportation signs should also be designed to support the District brand and theme.



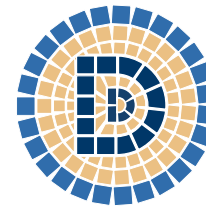
7.9 DISTRICT BRANDING

7.9.1 PRIMARY BRAND IDENTITY

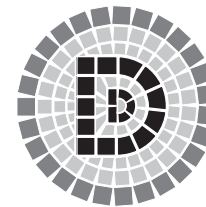
We have recommended that the name “Doral Design District” be used to identify the district. The initial working name was the Doral Tile and Marble Design District. However we (and some area stakeholders) found this name to be too limiting, and not representative of the wide variety of commerce, entertainment and lifestyle that are present (and proposed) for the district.

The primary brand identity graphics (Exhibit 7.9) pay homage to the area’s tile and marble industry history without specifically promoting it. Blues and yellow are chosen to reinforce the existing City of Doral identity and colors. The overall appearance has been designed to support a Spanish Mediterranean preference proposed for the future architecture and streetscapes of the District. The mosaic logo visually references the local tile industry. The three “D”’s in its center stand for Doral Design District. The typeface chosen for the brand name is “Trajan”. It is a derivation of ancient Roman letterforms that were carved into marble and stone buildings.

This graphic is the primary brand and should be used on all materials promoting, advertising and representing the district. Variations of the primary brand (Exhibits 7.2 & 7.3) may be used to promote the individual “Quarters” within the district.



DORAL DESIGN
DISTRICT



DORAL DESIGN
DISTRICT

Exhibit 7.9: Primary District Branding - Color & Grayscale



7.9.2 BRAND IDENTITY WITH QUARTERS

A variation of the primary brand (Exhibit 7.10) adds the district “Quarter” name below the primary identity. This allows for sub-branding of the Quarters within the primary brand.

In this variation, the district name and identity remain dominant. The blue and yellow color palette is maintained for the primary brand. Quarter names may have a unique complimentary color that helps distinguish one from another.

This variation may be used to identify or promote events, destinations or activities specific to an individual Quarter.



Exhibit 7.10: District Identity (Emphasis) with Quarter Identity (Sub-brand)



7.9.3 QUARTER IDENTITY WITH DISTRICT BRANDING

A second variation of the primary brand (Exhibit 7.11) gives emphasis to the “Quarter” name, and moves the District name below as a sub-heading. This allows for primary branding of the Quarters while maintaining the overall District branding and affiliation.

In this variation, the Quarter name becomes the dominant text. A unique color is used for the Quarter name, and that same color is added to the outer ring of the District symbol. The dark blue and yellow color palette is maintained for the center of the symbol, horizontal rule, and the District name.

This variation should be used very selectively to identify or promote events, destinations or activities specific to an individual Quarter.



TILE & MARBLE QUARTER

DORAL DESIGN DISTRICT



RESIDENTIAL QUARTER

DORAL DESIGN DISTRICT



ENTERTAINMENT QUARTER

DORAL DESIGN DISTRICT

Exhibit 7.11: Quarter Identity (Emphasis) with District Identity (Sub-brand)



7.10 DISTRICT SIGN TYPES

The following sign types are depicted in the next several pages as conceptual elements of the proposed new district wayfinding system. Not all possible signs or sign types are depicted. The concepts shown should be used as a guideline for developing a comprehensive system throughout the district.

Page	Sign Type	Page	Sign Type
7.12	District Sign Concepts - Large Vehicular Identity	7.20	District Sign Concepts - Public Parking Directional
7.13	District Sign Concepts - Small Vehicular Identity	7.21	District Sign Concepts - Public Parking Identity
7.14	District Sign Concepts - Boundary Marker	7.22	District Sign Concepts - Street Identity
7.15	District Sign Concepts - Vehicular Trailblazer	7.23	District Sign Concepts - Trolley Stop
7.16	District Sign Concepts - Vehicular Directional	7.24	District Sign Concepts - Typical Regulatory Signs
7.17	District Sign Concepts - Quarter Identity	7.25	District Sign Concepts - Street Banners
7.18	District Sign Concepts - Pedestrian Directional		
7.19	District Sign Concepts - Pedestrian Kiosk		

Exhibit 7.12: Typical District Sign Types



7.10.1 LARGE VEHICULAR IDENTITY

Typical Location:

Major vehicular gateway intersections into the District.
Double-sided.

Size (approx.):

2' wide x 14' tall.

Materials:

Base - Stone or painted stucco. Ceramic tile mosaic in shades of blue and yellow each side.

Sign Cabinet - fabricated aluminum with stone or painted stucco border. Sign panel is recessed with dimensional bronze lettering.

Logo panel: Ceramic tile mosaic in shades of blue and yellow. One each side.

Decorative scrolls: fabricated, dimensional aluminum painted bronze.

Structure:

Internal structure as required to meet all City and South Florida codes.

Illumination:

Spot or flood light, each side.

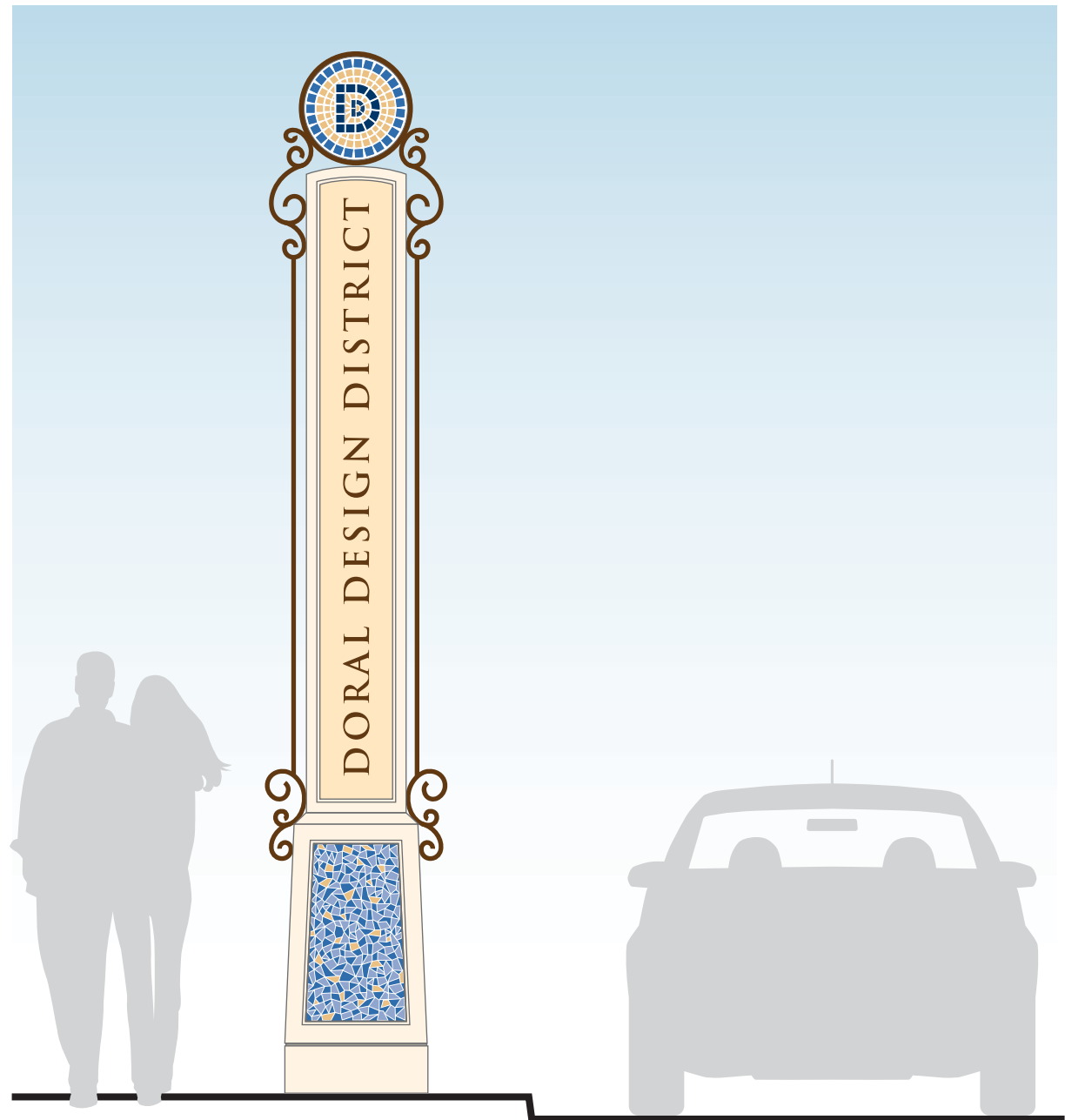


Exhibit 7.13: District Identity Sign - Large Vehicular



7.10.2 SMALL VEHICULAR IDENTITY

Typical Location:

Significant secondary, or peripheral vehicular entries into the District. Also may be used along select major pedestrian routes or intersections. Double-sided.

Size (approx.):

1'-6" wide x 10'-6" tall.

Materials:

Base - Stone or painted stucco. Ceramic tile mosaic in shades of blue and yellow each side.

Sign Cabinet - fabricated aluminum with stone or painted stucco border. Sign panel is recessed with dimensional bronze lettering.

Logo panel: Ceramic tile mosaic in shades of blue and yellow. One each side.

Decorative scrolls: fabricated, dimensional aluminum painted bronze.

Structure:

Internal structure as required to meet all City and South Florida codes.

Illumination:

Spot or flood light, each side. May or may not be illuminated, depending on significance of location.

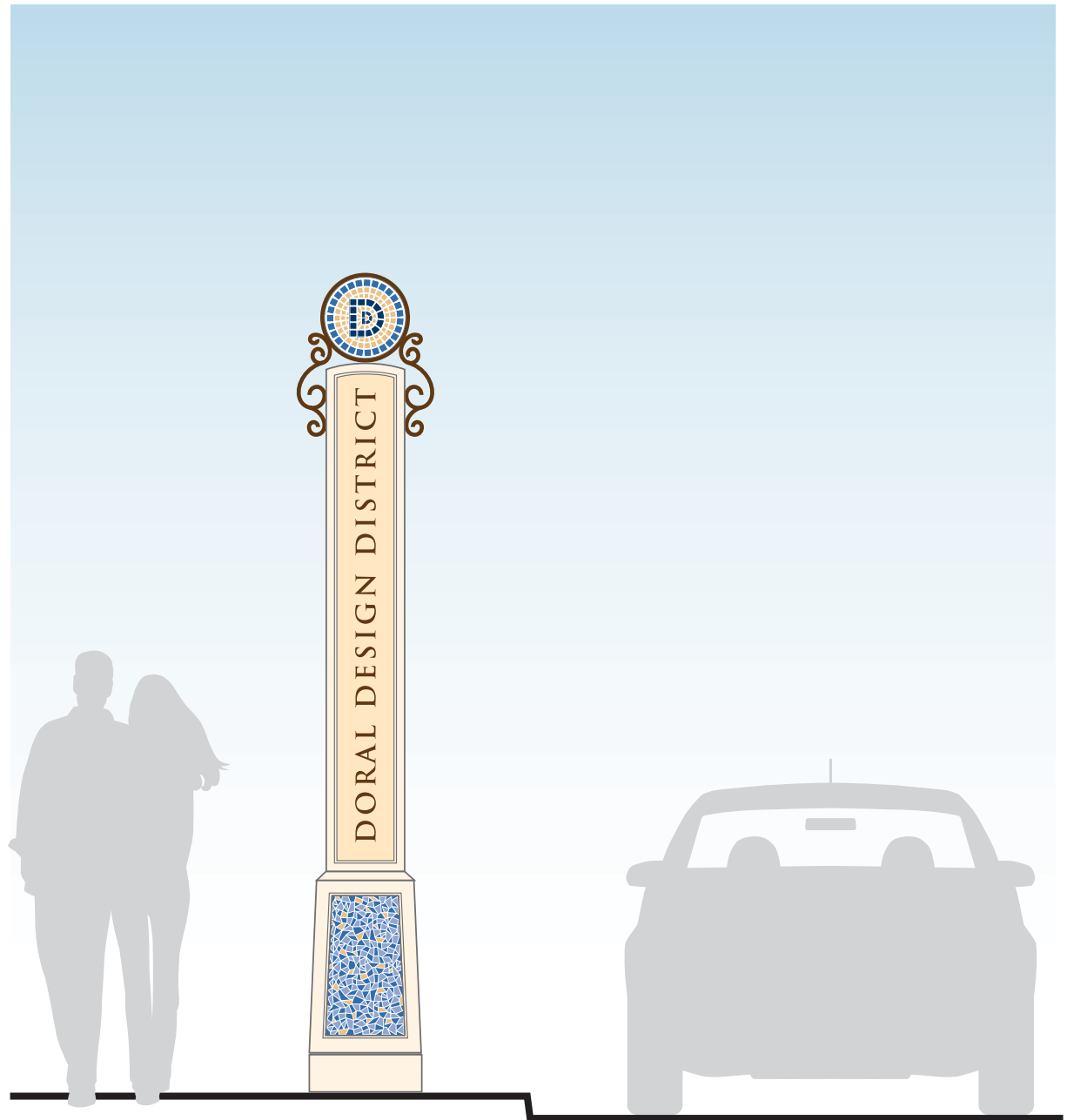


Exhibit 7.14: District Identity Sign - Small Pedestrian/Vehicular

7.10.3 BOUNDARY MARKER

Typical Location:

Perimeter boundaries; minor intersections where identity is desired; pedestrian district and quarter identity. May have graphics on two sides only, or all four sides if quarter identity is displayed. Four-sided obelisk.

Size (approx.):

1' wide x 7' tall.

Materials:

Base - Stone or painted stucco. Ceramic tile mosaic in shades of blue and yellow each side.

Sign Cabinet - fabricated aluminum with stone or painted stucco border. Sign panel is recessed with dimensional bronze / painted lettering.

Structure:

Internal structure as required to meet all City and South Florida codes.

Illumination:

Not illuminated.

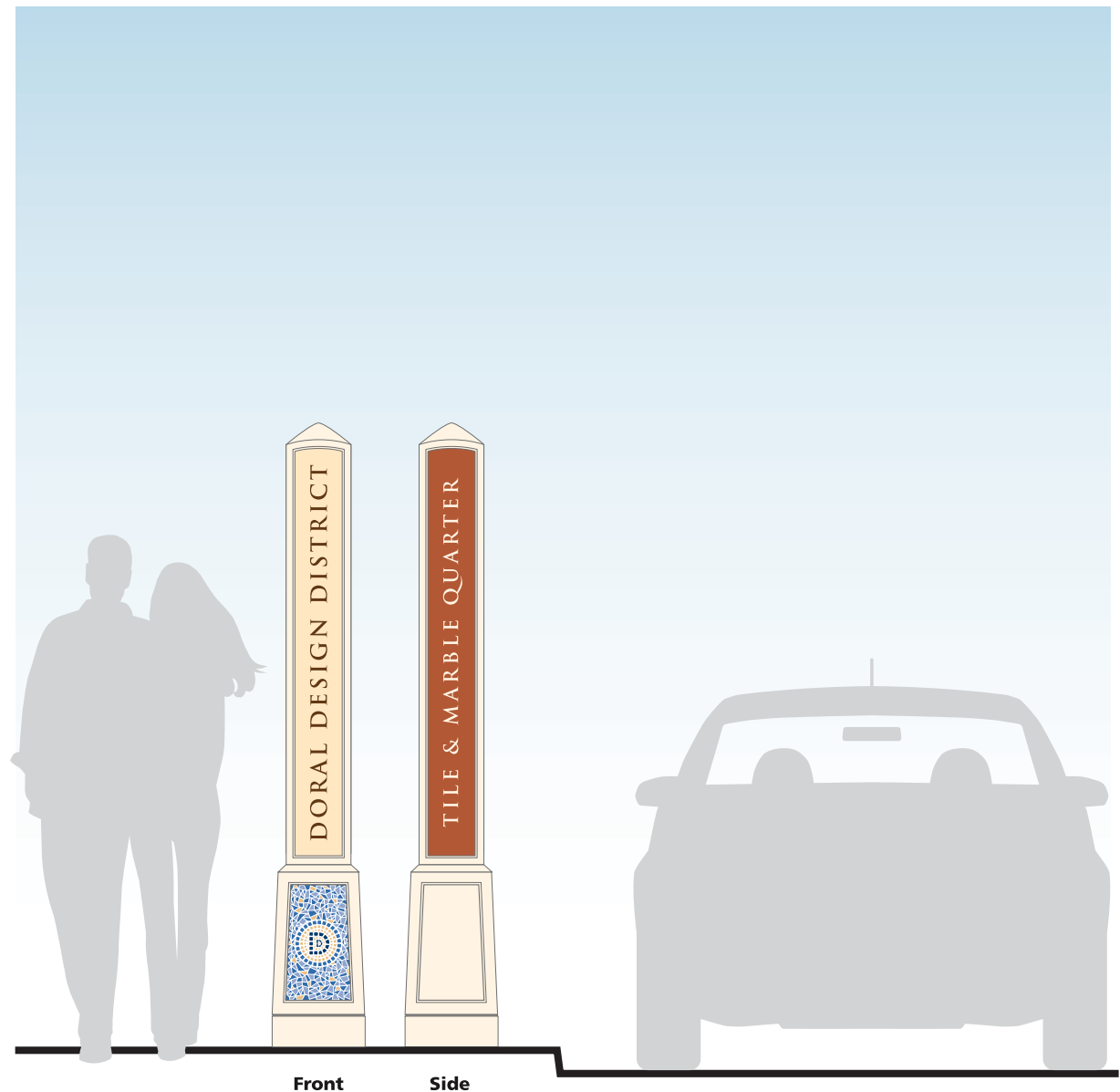


Exhibit 7.15: District Identity Sign - Boundary Marker



7.10.4 VEHICULAR TRAILBLAZER

Typical Location:

Perimeter boundaries and vehicular access routes within a half mile +/- radius of the district; along access routes to district gateway entries.

Size (approx.):

Overall height - 12'

Sign panel - 30" wide x 48" high

Materials:

Post - Painted or powder coated, round aluminum.
Painted Bronze.

Sign Panel - painted aluminum with 4 1/2" tall (cap ht.) reflective white vinyl text.

Structure:

Structure as required to meet all City and South Florida codes.

Illumination:

Reflective text.



Exhibit 7.16: District Trailblazer Sign

7.10.5 VEHICULAR WAYFINDING

Typical Location:

Near major vehicular intersections within the district.

Size (approx.):

Overall height - 16'
Sign panel - 48" wide x 78" high

Materials:

Post - Painted or powder coated, round aluminum.
Painted Bronze.

Sign Panel - painted aluminum with 4 1/2" tall (cap ht.) reflective white vinyl text. Dimensional aluminum bars top and bottom, painted Bronze.

Logo panel: Multi-color high pressure laminate panel.

Decorative scrolls: fabricated, dimensional aluminum painted bronze.

Structure:

Structure as required to meet all City and South Florida codes.

Illumination:

Reflective text.



Exhibit 7.17: District Vehicular Wayfinding Sign - Option 1



Typical Location:

Near major vehicular intersections within the district.

Size (approx.):

Overall height - 15'

Sign panel - 42" wide x 70" high

Materials:

Post - Painted or powder coated, round aluminum w/ custom cap detail. Painted Bronze.

Sign Panel - painted aluminum with 3 1/2" tall (cap ht.) reflective white vinyl text. Dimensional aluminum bars top and bottom, painted Bronze.

Logo panel: Multi-color high pressure laminate panel.

Decorative scrolls: fabricated, dimensional aluminum painted bronze.

Structure:

Structure as required to meet all City and South Florida codes.

Illumination:

Reflective text.



Exhibit 7.18: District Vehicular Wayfinding Sign - Option 2

7.10.6 QUARTER IDENTITY

Typical Location:

Along major roadways within the district; at entry points to quarter; near significant intersections or destinations within the quarter. Panel and logo are color coded to quarter color scheme.

Size (approx.):

Overall height (stand alone ver.) - 15'
Sign panel - 12" wide x 72" high

Materials:

Post - Painted or powder coated, round aluminum w/ custom cap detail. Painted Bronze.

Sign Panel - painted aluminum with 4 1/2" tall (cap ht.) reflective white vinyl text. Dimensional aluminum bars top and bottom, painted Bronze.

Logo panel: Multi-color high pressure laminate panel.

Decorative scrolls: fabricated, dimensional aluminum painted bronze.

Structure:

Structure as required to meet all City and South Florida codes.

Illumination:

Reflective text.

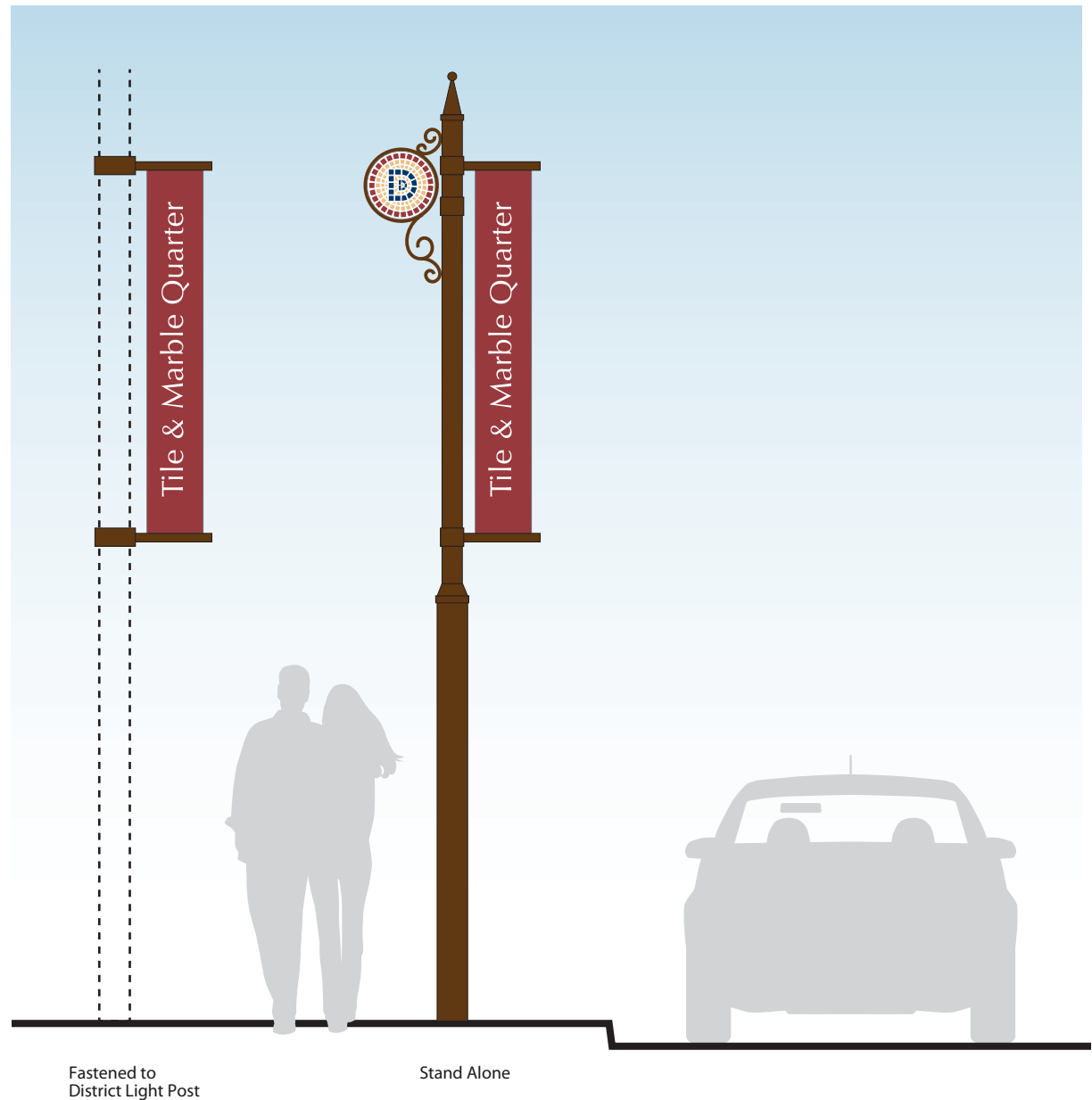


Exhibit 7.19: District Quarter Identity



7.10.7 PEDESTRIAN DIRECTIONAL

Typical Location:

Along primary pedestrian sidewalks within the district.
Can be single or double-sided.

Size (approx.):

Overall height (stand alone ver.) - 11'
Sign panel - 24" wide x 40" high

Materials:

Post & Armature- Painted or powder coated, round aluminum. Painted Bronze.

Sign Panel - painted aluminum with 2" tall (cap ht.) white vinyl text. Dimensional aluminum bars top and bottom, painted Bronze.

Logo panel: Multi-color high pressure laminate panel.

Decorative scrolls: fabricated, dimensional aluminum painted bronze.

Structure:

Structure as required to meet all City and South Florida codes.

Illumination:

Wall mount version can be lit with remote spotlights, or gooseneck lamp(s) built into horizontal armature below logo.



Exhibit 7.20: District Pedestrian Directional Sign - Stand Alone and Flag Mount

7.10.8 PEDESTRIAN KIOSK

Typical Location:

Positioned along major pedestrian routes; primary pedestrian intersections and destinations. Displays maps of the district and information about businesses and destinations within the district. Can be single or double-sided. May contain digital or static displays.

Size (approx.):

3' wide x 7' tall.

Materials:

Base - Stone or painted stucco. Ceramic tile mosaic in shades of blue and yellow each side.

Sign Cabinet - fabricated aluminum with stone or painted stucco border. Display panel is recessed. Display is digital touch screen, or static backlit graphic.

Logo panel: Ceramic tile mosaic in shades of blue and yellow. One each side.

Decorative scrolls: fabricated, dimensional aluminum painted bronze.

Structure:

Structure as required to meet all City and South Florida codes.

Illumination:

Display is internally illuminated.

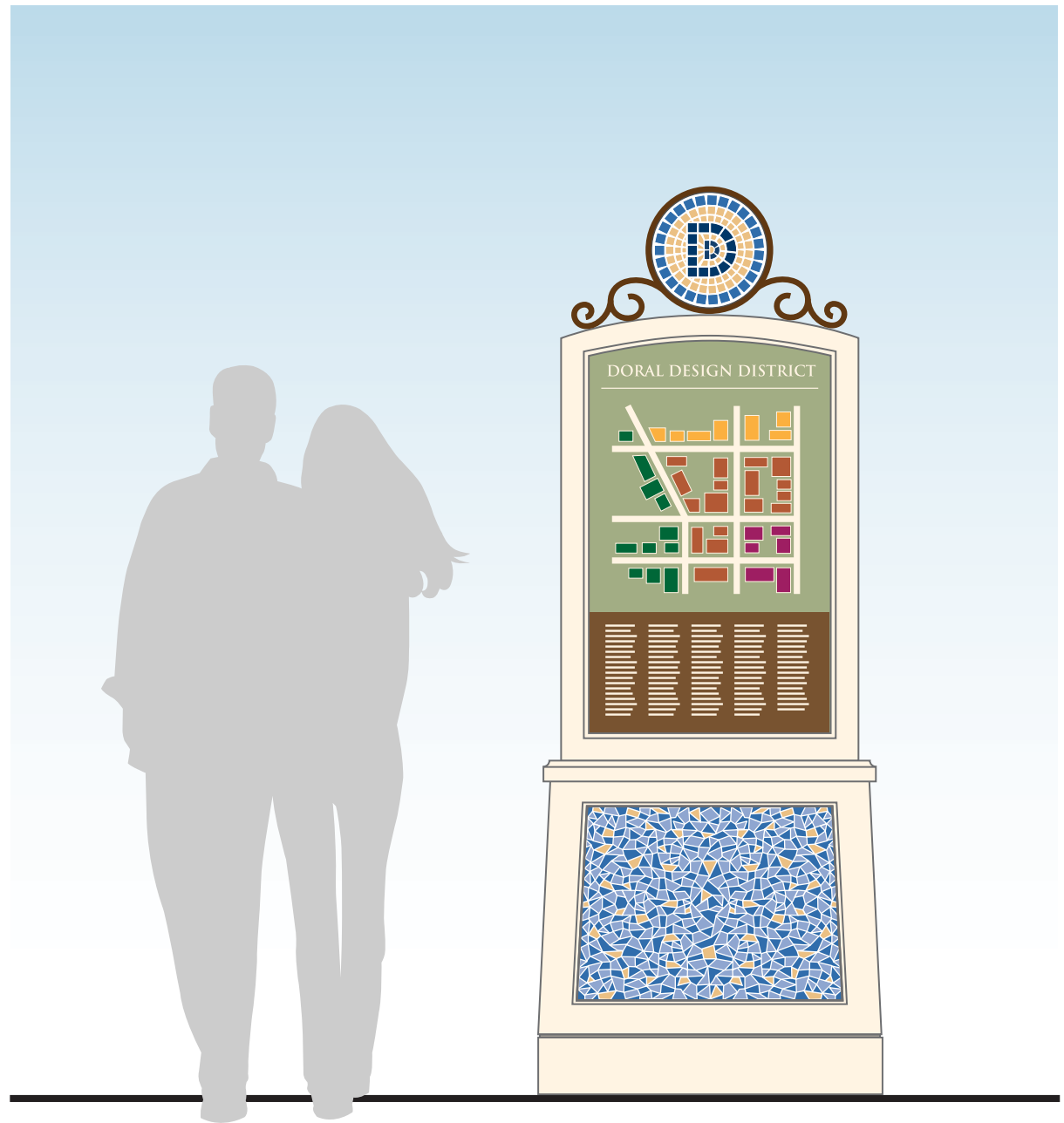


Exhibit 7.21: Pedestrian Kiosk



7.10.9 PUBLIC PARKING DIRECTIONAL

Typical Location:

Positioned at decision points along streets within the district. Directs visitors to public lots and garages.

Size (approx.):

Overall height - 10'
Sign panels - 18"dia. and 14"dia.

Materials:

Post - Painted or powder coated, round aluminum w/ custom cap detail. Painted Bronze.

Sign Panel - painted aluminum with reflective white vinyl graphics.

Structure:

Structure as required to meet all City and South Florida codes.

Illumination:

Reflective graphics.

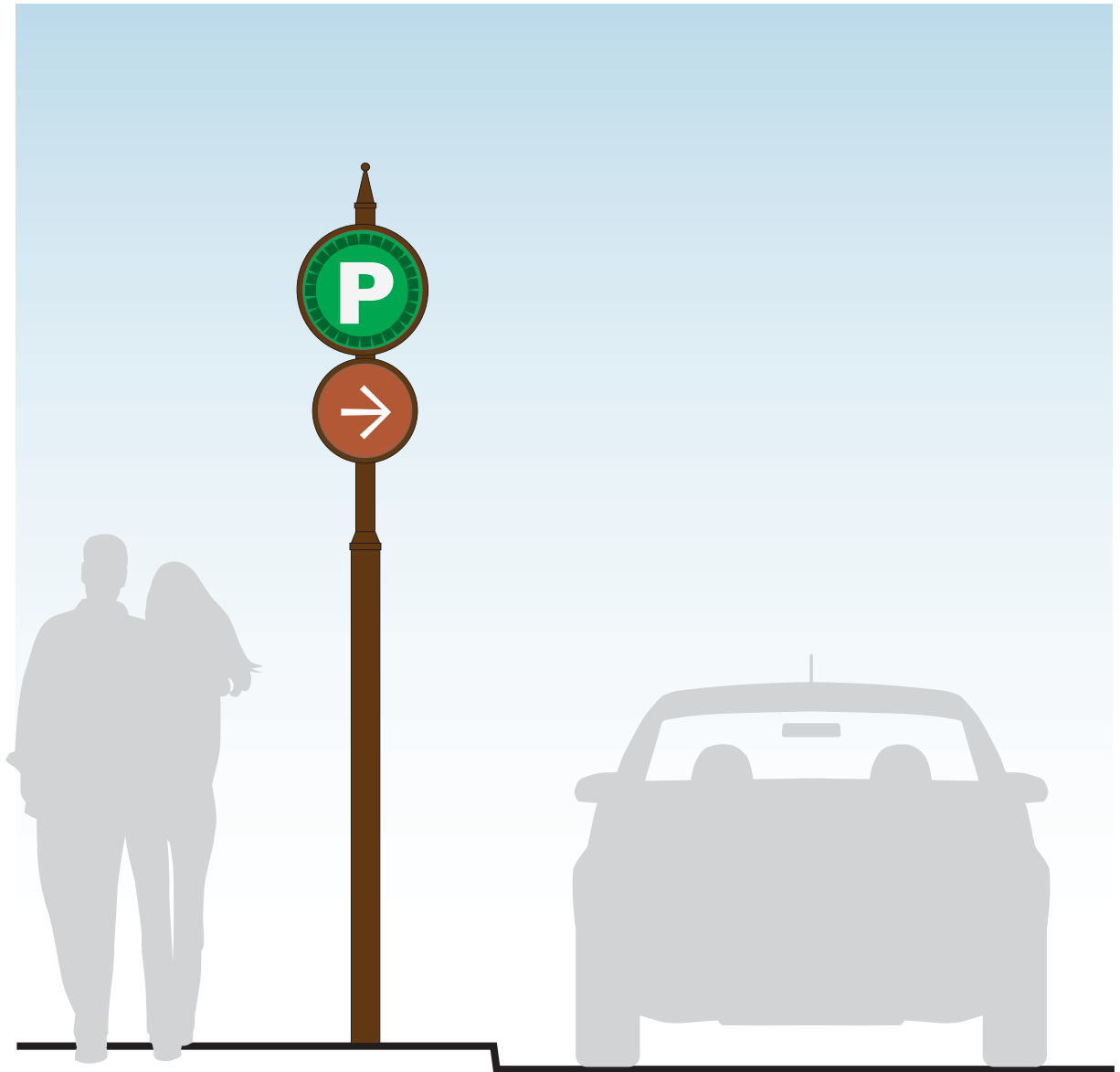


Exhibit 7.22: Public Parking Directional

7.10.10 PUBLIC PARKING IDENTITY

Typical Location:

Located at the entries to public lots and garages.
May be single or double-sided.

Size (approx.):

3' wide x 6'-6" tall.

Materials:

Base - Stone or painted stucco. Ceramic tile mosaic in shades of blue and yellow each side.

Sign Cabinet - fabricated aluminum with stone or painted stucco border. Sign panel is painted aluminum with white silkscreen text.

Logo panel: Ceramic tile mosaic in shades of green and white.

Decorative scrolls: fabricated, dimensional aluminum painted bronze.

Structure:

Structure as required to meet all City and South Florida codes.

Illumination:

Sign face and symbol are illuminated by ground floodlights.

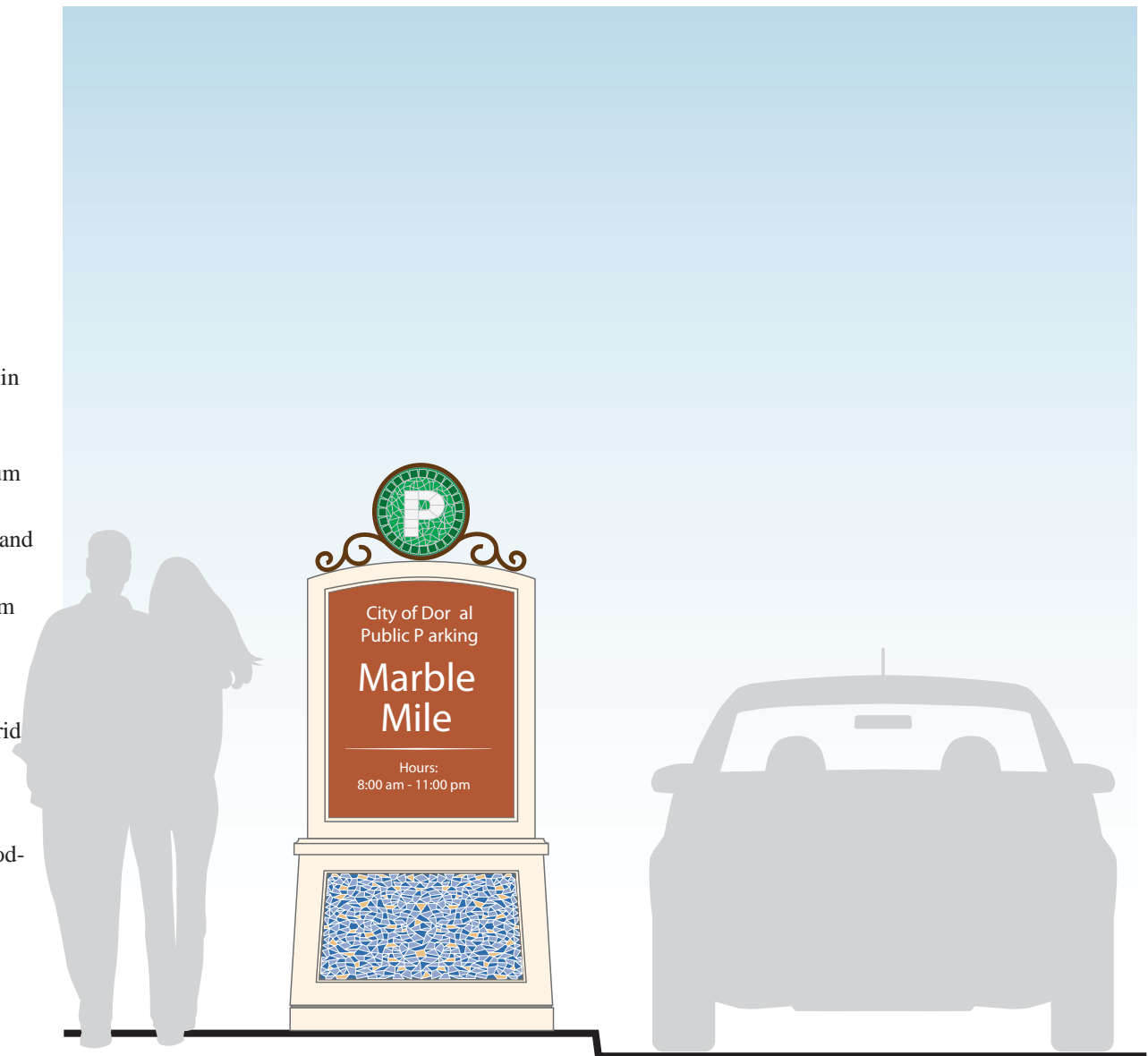


Exhibit 7.23: Public Parking Identity - Freestanding Monument



7.10.11 PUBLIC PARKING IDENTITY

Typical Location:

Located over entries to public lots and garages.

Size (approx.):

varies

Materials:

Lettering - reverse channel aluminum painted bronze.
Stud mounted to facade.

Symbol panel - Multi-color high pressure laminate panel (flood lit), or color digital vinyl on acrylic (back lit).

Decorative scrolls: fabricated, dimensional aluminum painted bronze.

Structure:

Structure as required to meet all City and South Florida codes.

Illumination:

Option 1: Sign letters and symbol are illuminated by remote spotlights, or gooseneck fixtures above sign.

Option 2: Sign letters halo lit by white neon inside reverse channels. Symbol is round lightbox and face it back lit by internal fixture.

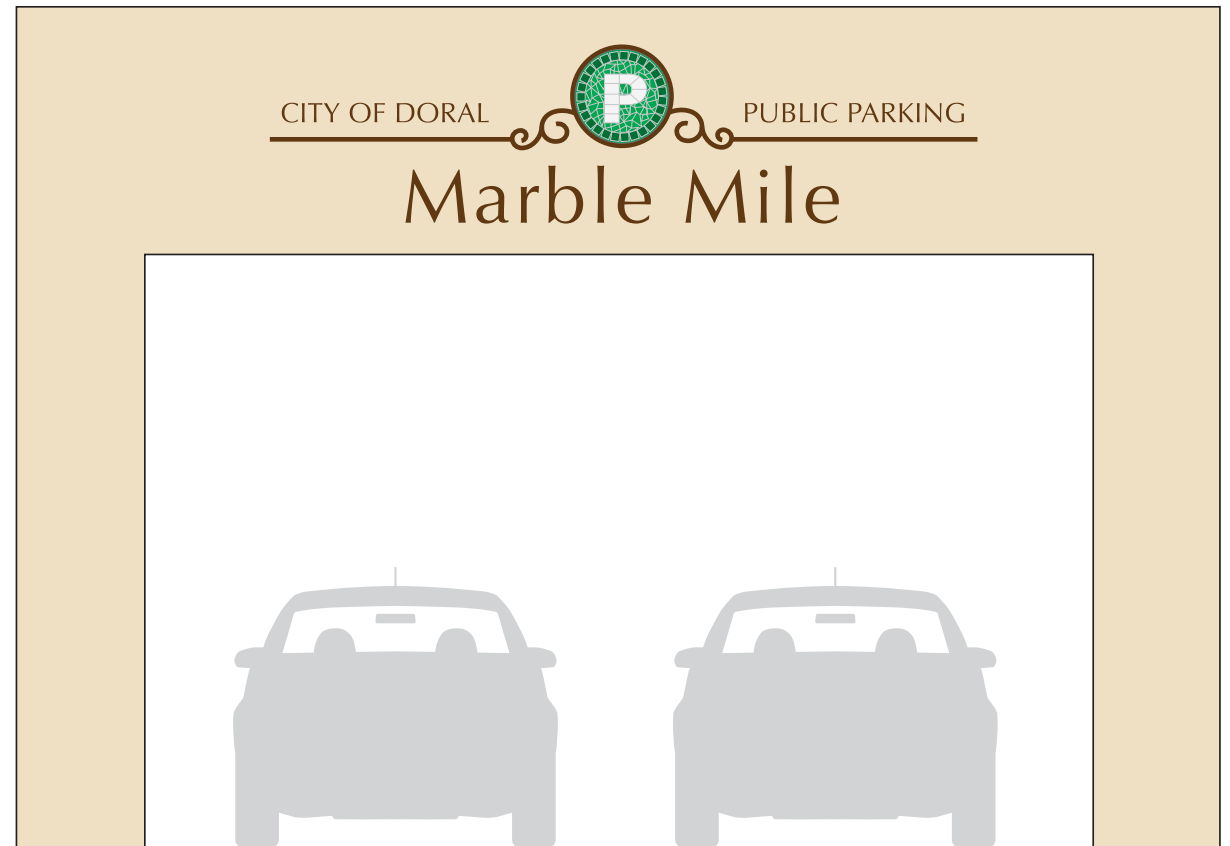


Exhibit 7.24: Public Parking Identity - Parking Garage

7.10.12 STREET IDENTITY

Typical Location:

Located at street intersections throughout the district.

Size (approx.):

Overall height - 9'-6"

Sign panel - 48" wide x 10" high

Materials:

Post - Painted or powder coated, round aluminum w/ custom cap detail. Painted Bronze.

Sign Panel - painted aluminum with 4" tall (cap ht.) reflective white vinyl text. Logo is applied digital color vinyl graphic.

Decorative scrolls: fabricated, dimensional aluminum painted bronze.

Structure:

Structure as required to meet all City and South Florida codes.

Illumination:

Reflective text.

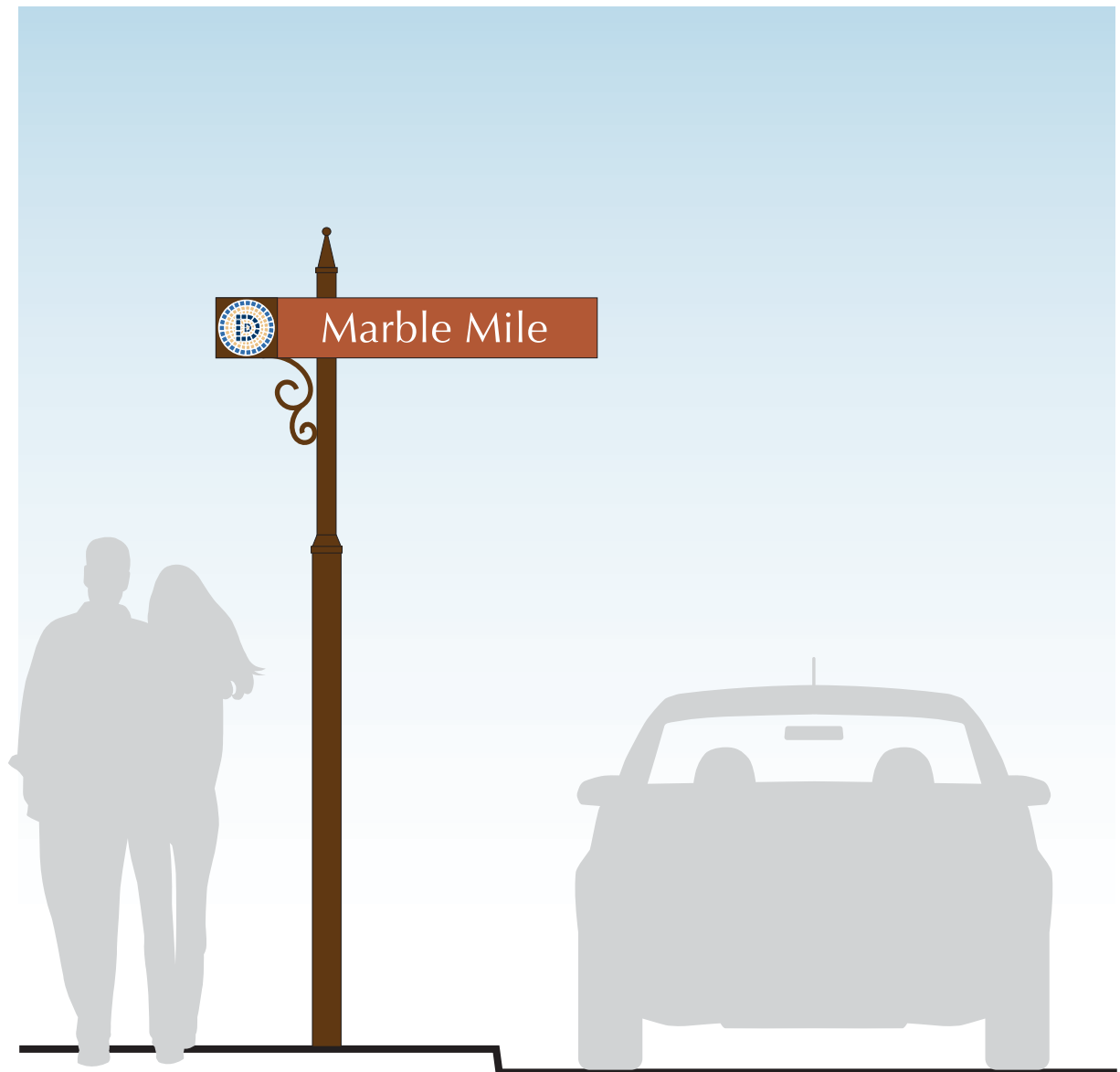


Exhibit 7.25: Street Identity - Post Mount



7.10.13 OTHER STREET IDENTITY

Typical Location:

Wall mount version can be used near the corners of building facades for pedestrian identification. Sidewalk markers can be embedded in the sidewalk pavers at major intersections for pedestrian identification.

Materials:

Wall Mount-

Sign Panel: upper panel is stone with dimensional bronze letters. Lower portion is mosaic tile.

Decorative frame: fabricated, dimensional aluminum painted bronze.

Sidewalk Marker-

Mosaic tile set flush with sidewalk/pavers.



Exhibit 7.26: Street Identity - Wall Mount



Exhibit 7.27: Street Identity - Sidewalk Marker

7.10.14 TROLLEY STOP

Typical Location:

Located at all public trolley stops within the District.

Size (approx.):

Overall height - 10' +/-

Sign panel - 1' dia. +/-

Materials:

Post - Painted or powder coated, round aluminum w/ custom cap detail. Painted Bronze.

Sign Panel - Multi-color high pressure laminate panel.

Decorative scrolls - fabricated, dimensional aluminum painted bronze.

Schedule holder - Painted or powder coated aluminum frame, painted Bronze. Clear lexan face. Holds changeable printed trolley schedule.

Structure:

Structure as required to meet all City and South Florida codes.

Illumination:

none

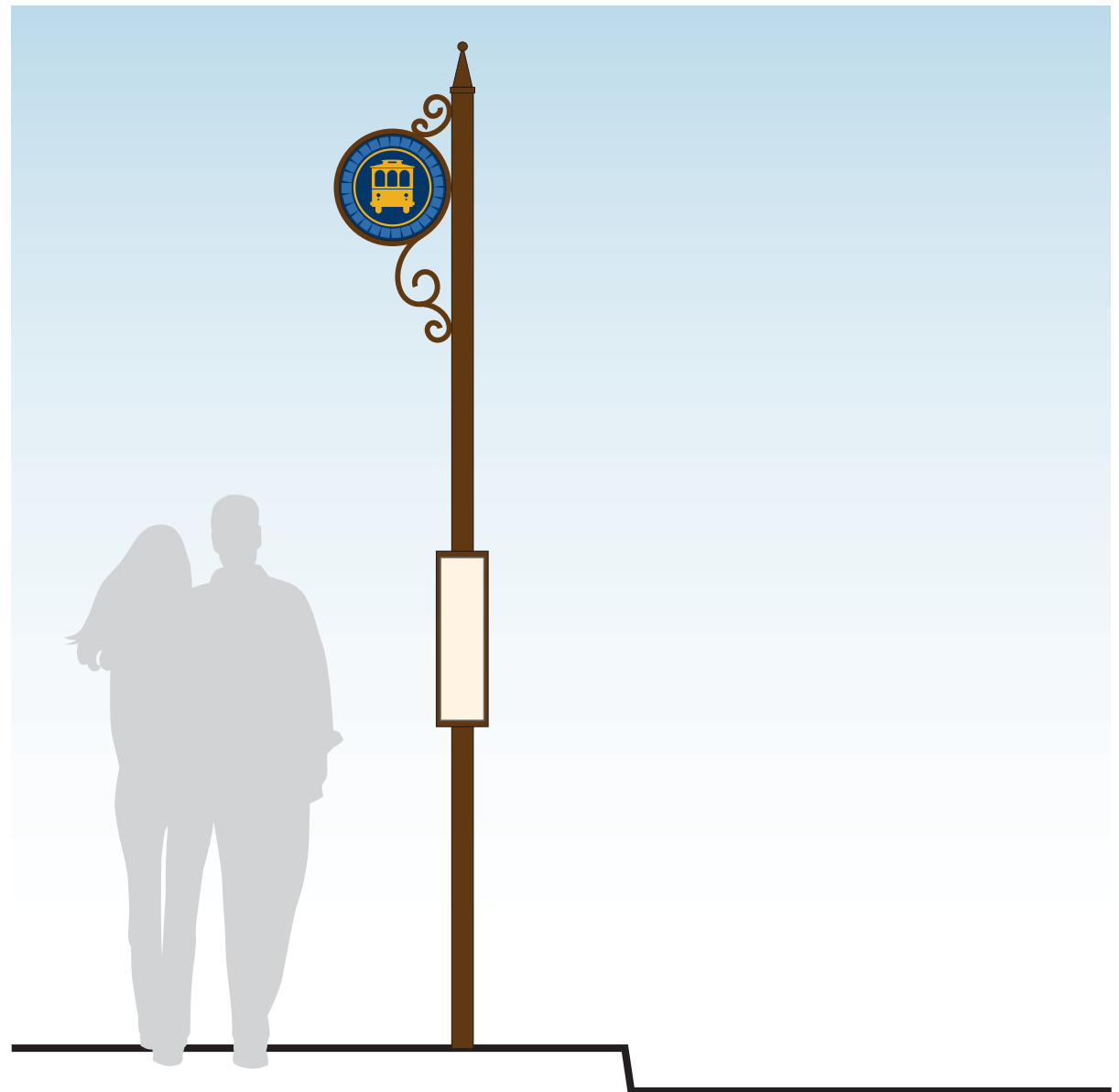


Exhibit 7.28: Trolley Stop Identity



7.10.15 TYPICAL REGULATORY SIGNS

Typical Location:

Multiple locations throughout the District.

Size:

Varies

Materials:

Post - Painted or powder coated, round aluminum w/ custom cap detail. Painted Bronze.

Sign Panel - Varies. Regulatory sign panel graphics and materials to conform with FDOT standards.

Structure:

Structure as required to meet all City and South Florida codes.

Illumination:

none

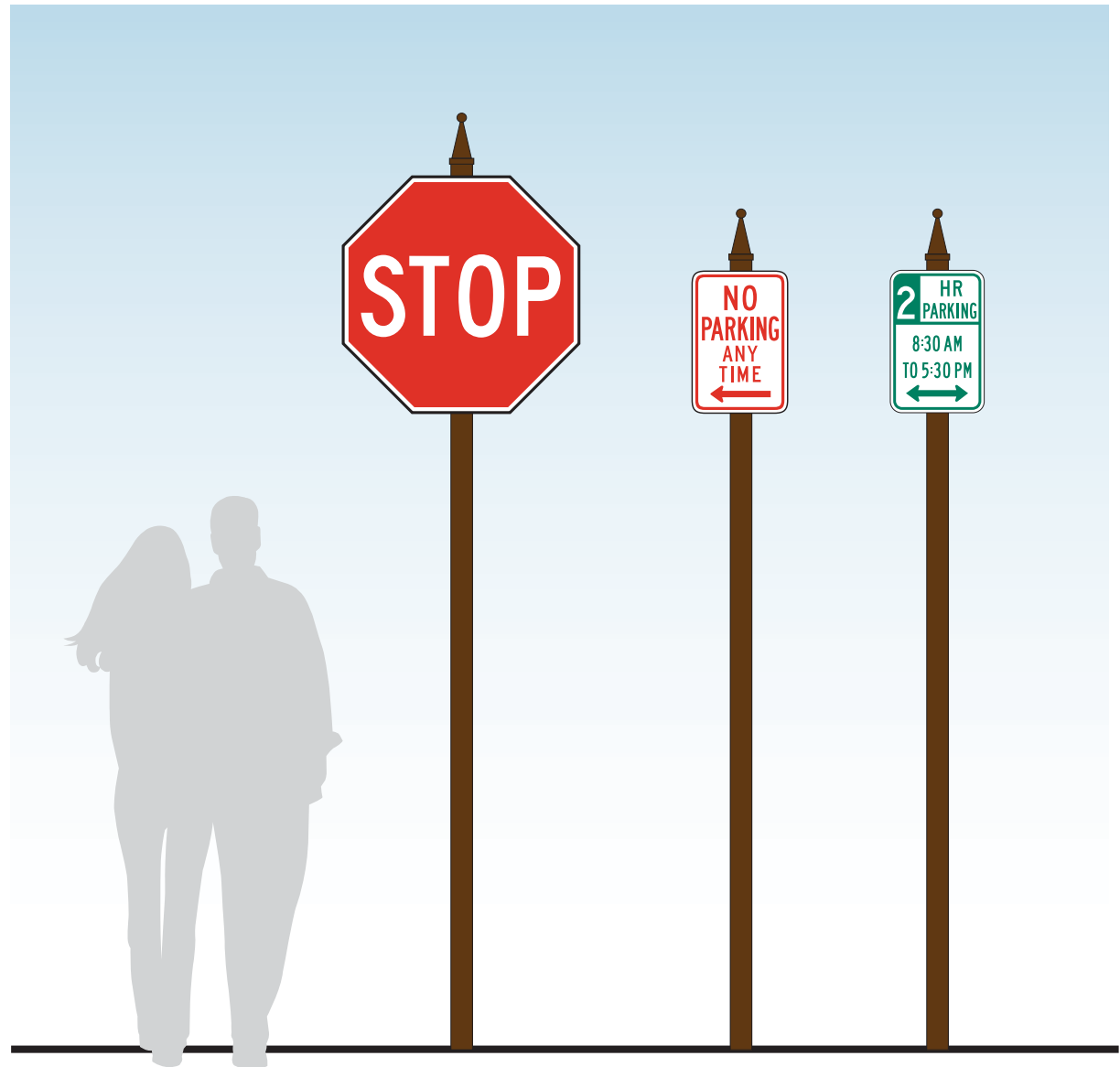


Exhibit 7.29: Typical Regulatory Signs

7.10.16 STREET BANNERS

Typical Location:

Mounted to street light poles on major routes throughout the District. Photographic images promoting different aspects of the District.

Size (approx.):

Banner - 6' x 2'

Materials:

Banners are digitally printed vinyl. Banner arms are fastened to light poles and painted to match poles.

Structure:

Structure as required to meet all City and South Florida codes.

Illumination:

none

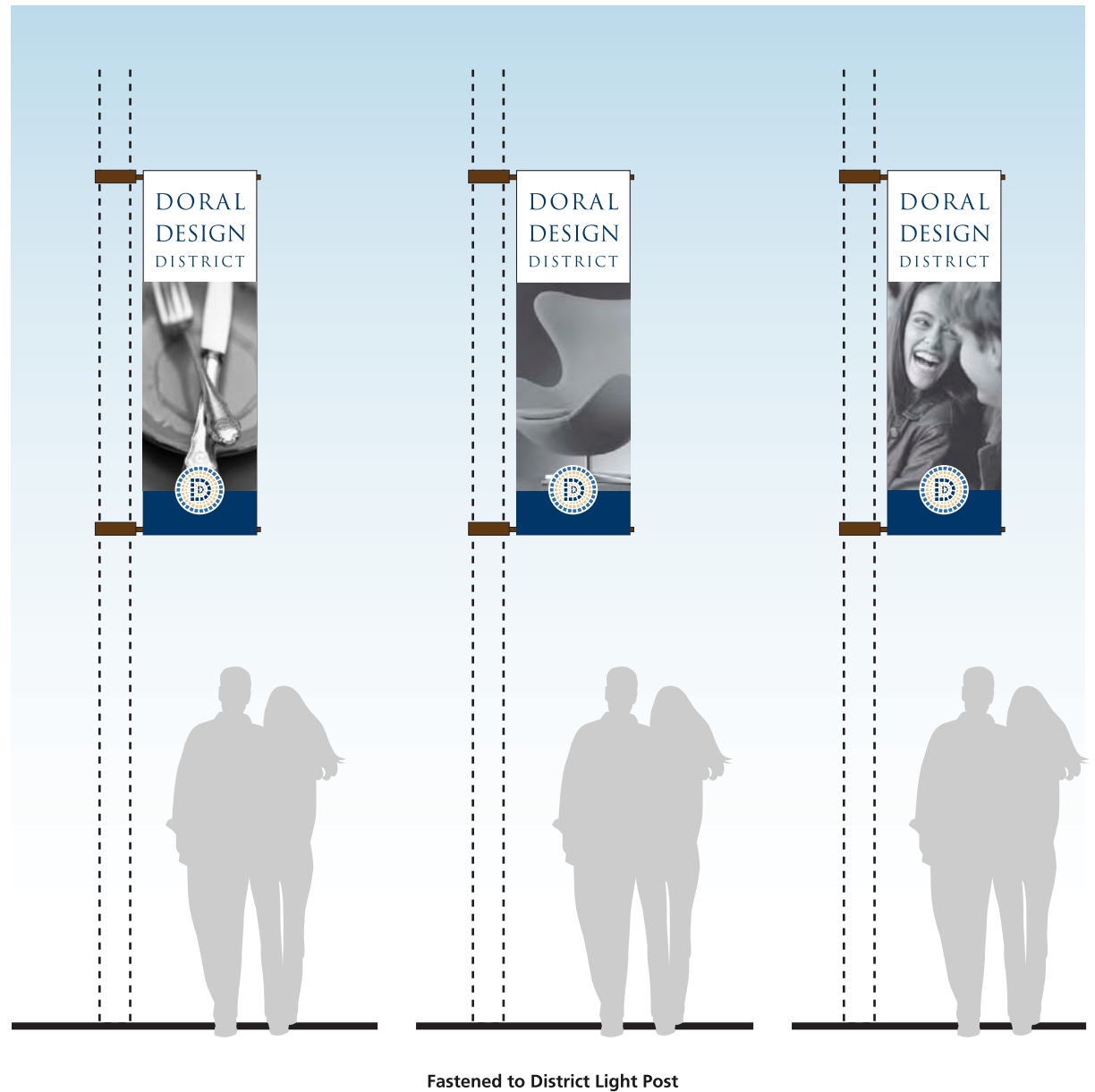


Exhibit 7.30: Typical Street Banners



7.11 BUDGET FABRICATION AND ESTIMATES

Page	Sign Type	Estimated Budget Unit Cost
7-15	Large Vehicular Identity	\$ 15,000
7-16	Small Vehicular Identity	\$ 7,000
7-17	Boundary Marker	\$ 5,500
7-18	Vehicular Trailblazer	\$ 1,200
7-19	Vehicular Directional	\$ 5,800
7-21	Quarter Identity	\$ 5,800
7-22	Pedestrian Directional	\$ 1,300
7-23	Pedestrian Kiosk	\$ 16,000
7-24	Public Parking Directional	\$ 1,000
7-25	Public Parking Identity	\$ 10,000
7-27	Street Identity	\$ 1,000
7-29	Trolley Stop	\$ 1,500
7-30	Typical Regulatory Signs	\$ 800 - 1,000
7-31	Street Banners	\$ 900



7.12 GUIDELINES AND RECOMMENDATIONS

Policy 7-1: *All gateway entries shall utilize a consistent application of trees, shrubs, signage, fencing, lighting and other elements to create a unified community image.*

Policy 7-2: *Design all primary entry and exit signage to the District to be clearly visible from a distance, and be well illuminated at dark.*

Policy 7-3: *Clearly mark and light vehicular and pedestrian signage for residents, visitors, and emergency vehicles.*



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CHAPTER 8:
Implementation

8.1 FUNDING STRATEGIES

As noted throughout this planning document, funding plays a major role in supporting implementation of various elements of the redevelopment strategy. At this stage of the planning process, the team has explored various funding mechanisms ranging from grants and subsidies from local, State, or federal funding sources to funding opportunities supported by private sector initiatives.

However, it is very difficult at this time to make relevant funding recommendations without having a more defined redevelopment program by which funding mechanisms can be effectively matched with capital and/or operational programs. Therefore, it is important the City continue moving forward with further assessments of environmental challenges, as well as costs associated with infrastructure, roadway and other capital improvements proposed within the Tile and Marble master plan before measuring its capacity and commitment to funding redevelopment.

Nonetheless, the primary funding initiatives explored as part of this planning effort collectively support a wide range of redevelopment program initiatives ranging from promotion and marketing of the Tile & Marble district to major roadway reconstruction and landfill/environmental mitigation, including:

1. Business Improvement District (BID);
2. Community Redevelopment Area (CRA);
3. Brownfield Funding; and,
4. Local, State and/or Federal Funding/Incentives.



8.2 BUSINESS IMPROVEMENT DISTRICT (BID)

The national economic downturn of the past few years has made clear that municipal budgets, which expanded at a rapid pace over the past decade, are not immune from the impacts of downturns. As municipalities continue to deal with budget constraints, the ability to provide and maintain levels of service needed to support the resident and business community is increasingly tested. As a result, businesses in conjunction with municipalities must continue to create innovative processes that mitigate a decline in services, while at the same time promote economic stability and growth, within distinct areas. This continued investment year-after-year is one of the principal underpinnings underlying broad reinvestment and development of commercial districts.

The City of Doral is responding to this need by initiating a plan to facilitate the creation of a Business Improvement District (BID) for the Doral Design District. A BID is effectively a public-private partnership in which property owners (and/or businesses) within a defined area self-fund certain programs and services needed to enhance and sustain its economic base.

As part of the overall Design planning process, the City is engaging the preliminary stages of organizing a BID program for the District. Specifically, our objective is to help the City reach out to the community and its stakeholders and provide them with insight into formation processes, organizational structures and planning goals. As part of this process, data and detailed maps were developed and prepared, including a Baseline Revenue estimate and additional funding evaluations for the area to provide data necessary to identify geographic boundaries and budget (revenue) parameters. The BID analysis herein focuses on three key areas:

- BID Formation;
- District BID – Preliminary Evaluation; and
- District BID Conclusions.



8.2.1 BID FORMATION

There are a number of steps involved in the process of BID formation; however, the initial action toward BID formation asks the question: is the BID right for your area? Specific to the District, we believe the answer is “yes” based upon the City’s current level of interest and feedback from stakeholders indicating the desire to enhance marketing, signage, promotion and select physical characteristics of the District area. Therefore, to help the City and community better understand the formation process, we included as **Section 8.6 - A Guide to BID Formation**, which the planning team prepared for the City and community to use as a “step-by-step” guide to BID formation that included important information and generally describes a BID’s goals and objectives, formation process, regulatory requirements, methods of revenue generation, and management/oversight. The guide includes a list of frequently asked questions (FAQ) based upon our experience in this process. At this point, the guide is meant to be a broad step-by-step manual for BID formation in the State of Florida, as each individual BID’s formation and approval process can be quite different. The steps outlined in the formation guide follow the creation of a BID under F.S. 163.511, which is specific to an improvement district; however, BIDs can be formed under other Florida Statutes.

Perhaps the most important component to the guide at this stage is to inform the community of its need to create a steering committee (referred to as a Business Improvement Committee (BIC), and gain an understanding of the opportunities that a BID can provide to the T&M district based upon the goals and objectives set forth by both the community and the City. One of the key aspects of BID formation that this guide emphasizes is the importance of outreach and consensus building. Many times BIDs start with a few concerned citizens or business/property owners; however, minimal outreach efforts hinder the formation of a BID, and ultimately lead to an unfulfilled organizing effort. Meetings between involved property owners and BID proponents is also emphasized, as these meetings are intended to generate momentum and develop a generalized idea of the community’s needs and means to provide solutions to real or perceived shortfalls in services, as well as provide a forum for collective marketing options and other improvement initiatives.



8.2.2 PRELIMINARY EVALUATION OF A DISTRICT BID

The guide also provides some prerequisites for establishing boundaries for a BID and, more importantly, helps to evaluate whether or not a BID is truly feasible and can provide a solution to their needs. As currently envisioned, the broader District district encompasses a very large area bounded by NW 41 Street (north), NW 25 Street (south), SR 826 (east), and NW 87 Avenue (west). The map and chart on the following page provides an illustration of the broader district which for an internal analysis we have broken down into eight zones.

As discussed within the attached BID formation guide, there are generally four options for funding a BID including: additional ad valorem tax; special assessments; front footage; and dues. For this analysis, we consider perhaps the most relevant and widely use method of funding which is the maximum 2 mills assessment on each property’s total assessed value. Importantly, we recognize and furthermore recommend the BID consider alternative funding options; but we believe the method recommended herein provides an understanding to the upper limit to funding opportunities for the District and that utilization of most other methods will likely not yield this level of assessment. Nonetheless, based upon data provided by Miami-Dade Property Appraiser (2008), the entire District area comprises a total 188 individual properties with a total assessed value of approximately \$830 million (net of tax exempt

properties). Assuming a maximum assessment of 2 mills, this represents approximately \$1.6 million in BID funding available for operations and programming efforts. However, specific to a more defined area east of NW 82 Avenue (represented by Zones 1 through 4), funding from a maximum 2 mill assessment is \$688,000.

Table 8.1: Property Values By Zone

Zone	Number of Properties	Assessed Value (2008)	Total Exempt Properties	Exempt Value	2 Mills
1	10	\$47,543,646	0	\$0	\$95,087
2	46	\$133,399,511	1	\$15,150	\$266,769
3	53	\$95,304,380	3	\$1,967,901	\$186,673
4	9	\$70,293,699	0	\$0	\$140,587
<i>Sub Total:</i>	<i>118</i>	<i>\$346,541,236</i>	<i>4</i>	<i>\$1,983,051</i>	<i>\$689,116</i>
5	18	\$83,362,229	1	\$21,775	\$166,681
6	31	\$125,499,265	1	\$5,197,268	\$240,604
7	13	\$198,248,880	1	\$31,119	\$396,436
8	8	\$85,867,553	0	\$0	\$171,735
Total	188	\$839,519,163	7	\$7,233,213	\$1,664,572



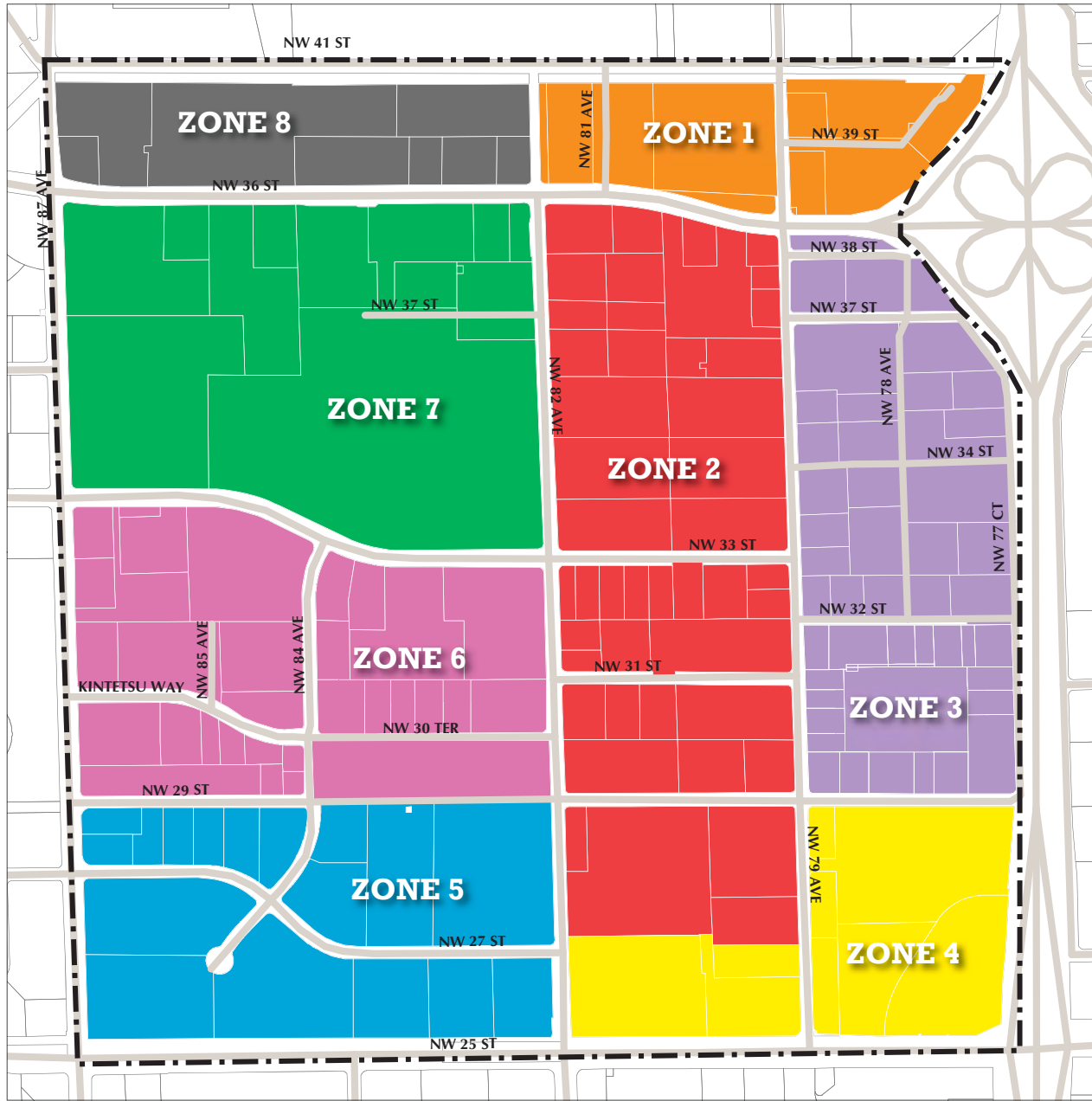


Exhibit 8.1: Property Values by Zones



8.2.3 DISTRICT BID CONCLUSIONS AND RECOMMENDATIONS

Though the discussion and analysis of forming a BID for the District is in very early stages of the process, the information provided in the formation guide and the preliminary analysis provides considerable insight into the level of work that is required to form the BID as well as the level of funding that a BID can provide for either capital and/or marketing programs.

Specific to the District, we believe there is a strong opportunity to form a BID considering its existing economic foundation, unified and cohesive core of businesses, and seemingly strong desire among many community stakeholders to work collectively to improve the District (from both a physically and branding perspective). Moreover, the BID represents a viable funding mechanism that can be implemented relatively quickly and can be used to address a number of near term improvement programs.

However, to effectuate the BID in a timely manner, the expression of interest among the community (and City alike) must quickly turn into an organized strategy that is directed by a steering committee (BIC) dedicated to carrying out the BID formation process. As noted above, one of the key aspects of BID formation is the importance of outreach and consensus building. Many times, BIDs start with a few concerned citizens or business/property

owners; however, minimal outreach efforts hinder the formation of a BID, and ultimately lead to an unfulfilled organizing effort. Meetings between involved property owners and BID proponents is also emphasized, as these meetings are intended to generate momentum and develop a generalized idea of the community's needs and means to provide solutions to real or perceived shortfalls in services, as well as provide a forum for collective marketing options and other improvement initiatives.

Presuming formation of the BIC is imminent, one of the first initiatives of the committee is to establish the BID boundary. As summarized above, the District covers a very large area that is approximately one square mile. In our experience, this represents too large an area to create a BID for two primary reasons:

1. the formation of the BID requires 51 percent approval from property owners (based upon assessed values) and the more expansive the area the more difficult it is to garner support, gain cohesiveness among stakeholders, and get the BID organized in a timely manner; and,
2. the BID generally focuses on a common promotional element within a district, most commonly a retail/shopping district. Therefore, the broader the area, the more disparate the theme or focus may become given differing land uses and businesses.

Considering this, we believe the BID is best served to represent the core area of the District which essentially represents the area east of NW 82 Street (or Zones 1 through 4 in Exhibit 8.1 above). Though consideration for further refinement may be undertaken, this appears to adequately represent the District with its core roadway being NW 79 Avenue. As referenced above, the potential funding availability for this area is in the range of \$650,000 to \$750,000 based upon the maximum millage assessment. Note, a portion of the assessment (or an estimated 10+/- percent of the funding) should be set aside to cover general and administrative costs.

With an understanding of funding parameters for the BID district, the next step is to draw consensus on prioritizing expenditures. In most cases, BIDs are formed to alleviate problems or generate business through marketing initiatives. This includes budgeting for items such as: supplemental security, trash, or other services that fall short of the area's needs; collective marketing and promotion strategies for all business owners; and, organize and support public events such as festivals and/or gallery walks. Importantly, the funds may also be utilized for more capital intensive items such as street/sidewalk improvements, façade improvements, lighting, streetscape and/or signage. Therefore, it is highly recommended that an understanding of the goals



and objectives of the District are commonly shared among the stakeholders and a “needs assessment” (with at least order of magnitude costs) have been introduced to the community by the BIC during the formation process.

Based upon the analysis of the BID area proposed above, there appears to be sufficient funding to support a number of initiatives including marketing and promotions, security, façade improvements, signage and lighting. Furthermore, depending upon the extent of more comprehensive physical improvements to the area such as roadway improvements and streetscape, there may be an opportunity to support these programs as well. However, in light of some of the infrastructure identified in this area, it is likely that additional sources of funding will be needed to support the level of improvement needs highlighted above.



8.3 COMMUNITY REDEVELOPMENT AREA (CRA)

While the BID formation will serve the District well in terms of supporting marketing and promotional efforts, with additional support for some capital improvement items, the District should further explore the creation of a Community Redevelopment Area (CRA). Importantly, the planning team is well aware of the political challenges that accompany the creation of a CRA; nonetheless, we believe that a defined area within the District can potentially become an eligible CRA district that can work in conjunction with, provide the considerably more funding than, the BID itself. The extent to which the CRA is discussed as part of this planning process is limited to an introduction of the process, understanding of the funding mechanism and the relevance to the District.

For this, we have included as **Attachment B - Summary of Understanding Community Redevelopment Agencies**. The presentation includes a comparison between CRAs and BIDs, the criteria for determining CRA eligibility and generally how the CRA is formed. Although the formation process for the CRA is considerably more involved than that of a BID, the funding potential is considerably greater. Based upon a very preliminary assessment of potential TIF revenue that can be generated from the District area represented within Zones 1 through 4 above, the total amount of incremental annual revenue that can be generated is estimated to be

in the range of \$2 million between the seventh or eighth year of CRA formation. Of particular note, and as an advantage to a BID, TIF revenue within a CRA can be leverage to support tax-exempt bond funding which can provide a substantial upfront funding source for major capital improvements. The primary reason CRA's can bond as opposed to BIDs is the effective term (period) that governs their existence and whereby BIDs are typically created in 7 to 10 year increments and CRA's generally 20 to 30 years.

In particular, Miami Dade County over the past several years clearly is seeking a high degree of confidence that specific identifiable development projects will come to fruition as a direct result of the County allocating redevelopment funds or dedication of increment of the County's mills. This comes out of past experience in the County that CRA's have sometimes not been particularly effective as organizations at encouraging redevelopment to occur in a reasonable timeframe, or the market in certain redevelopment areas were not ready for reinvestment for many years subsequent to the formation of the CRA. It is our experience that it is appropriate for the County to seek assurance that a CRA will be able to get from Point A (slum and blight) to Point B (specific investment projects that mitigate slum and blight) in a reasonable timeframe. Hence, the City's insight into the preparation of this

master plan is a significant step toward proving why the CRA would be an effective funding tool for this specific area. The fact is, a number of infrastructure improvements need to be made as condition precedent for sustainable development growth to take place, improvement costs that exceed the limits of BID. These need to be funded and precede redevelopment; otherwise the timing of any improvement program in the area will continue to be pushed back. The District is a very important economic engine not only for the City, but the County as well and the timing for consideration of a CRA is considered to be strong during the next few years considering the basis in property values is anticipated to remain at or near current levels, which is well below values of a few years ago which the area should achieve once economic conditions stabilize and the area continues to improve through redevelopment.



8.4 BROWNFIELD FUNDING

As noted in earlier in the document, the area east of NW 79 Avenue between approximately NW 37 Street and NW 32 Street is contaminated and designated as a landfill. This site, among others, may be designated a Brownfield which according to the USEPA is a *property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant*. The determination of a Brownfield site, and furthermore the extent and/or severity of contamination, requires a Phase II Environmental Site Investigation. Accordingly, the designation of a Brownfield site is completed through the passage of a resolution by the City of Doral which requires community support. The City can designate an area beyond that of a particular site as a Brownfield Area.

Importantly, the process for evaluating Brownfield site designation and remediation should be undertaken by an expert in this specific field and we recommend the City move forward with engaging a qualified entity. Nonetheless, the designation of a Brownfield site/area provides for potential State and/or Federal funding that is critically needed to mitigating contamination on a particular site, as well as support redevelopment within the surrounding area. Moreover, there are layers of additional funding mechanism beyond that of grants and subsidies including tax credits. However, it is important to

recognize that while State and Federal funding is available to address Brownfield redevelopment, the process is highly competitive and, therefore, incumbent upon the City/community to create a comprehensive strategic plan that underlies the importance that Brownfield mitigation has not only on a specific site, but the economic redevelopment benefits that accrue to the surrounding community. The District master plan provides a key step toward this strategic policy.



8.5 LOCAL, STATE AND FEDERAL FUNDING/INCENTIVES

The opportunity to access local, state and/or federal funding to support community redevelopment is broad. While many funding mechanisms fall under one of the programs outlined above, there many other opportunities to consider such as:

- **State Funding/Assistance for Business Development** – Florida is known to have one of the most small business-friendly state environments. The state provides small business owners with an extensive network of state, federal and non-profit resource centers to assist with operational and investment support. The Tile and Marble District is home to many small and/or minority-owned businesses that have access to readily available funding and support. However, many businesses either have no knowledge of, or willingness to explore, these options. The master plan (and potential elements of the plan such as the creation of a BID or CRA) can be an effective resource for these local businesses to investigate these opportunities and garner support from the City and community.
- **Community Development Block Grants (CDBG)** – an entitlement program allocates annual grants to larger cities and urban counties to develop viable communities by providing decent housing, a suitable living environment, and opportunities to expand economic opportunities. While this funding source principally supports low- and moderate-income persons, these funds can be utilized within a mixed use redevelopment initiative such as the Doral Design District plan that considers live/work housing for the artisan community.
- **City Incentives** – The City can play a direct role in the redevelopment process, particularly during the near term, through incentives aimed at reducing development/redevelopment costs for businesses (such as reduction of permitting fees, and/or streamlined permitting/occupancy process). Although these incentives are marginal in the context of a large-scale master plan, the City’s recognition of the need to address redevelopment within a designated area and its willingness to provide assistance is a strong first step to the overall process.



8.6 A GUIDE TO BID FORMATION

What is a Business Improvement District (BID)?

“A BID is an organizing and financing mechanism used by property owners and merchants to determine the future of their retail, commercial and industrial areas. The BID is based on state and local law, which permits property owners and merchants to band together to use the city’s tax collection powers to “assess” themselves. These funds are collected by the city and returned in their entirety to the BID and are used for purchasing supplemental services (e.g. advertising, promotions, and special events) beyond those services provided by the city.”

- Excerpted from Starting and Managing a Business Improvement District (New York City Department of Business Service, July 1996)

So, a BID is similar to a mall; whereas, stores rent space from the mall, and pay a common area maintenance fee to help pay for enhancements and maintenance of common areas, as well as marketing.

BIDs can be formed under Florida Statute 163 or 170. This guide is for formation under F.S. 163.

Opportunities for the BID

A Business Improvement District can be set up to alleviate problems or generate business through marketing strategies. These are a few opportunities presented by implementing a BID:

- Arrange for supplemental security, trash collection, or other services provided by the City that fall short of a district's expectations or needs.
- Provide for improvements, such as façade improvements, street cleaning, better lighting, signage or landscape improvement projects.
- Collectively market the district's businesses and vibrancy to increase patronage and assist in business development.
- Organize and promote street festivals and other events to highlight the district, such as a cultural fair or, in some cases, an open air art show.
- Present an organized front when lobbying legislative bodies.

Is a BID right for your area?

BID feasibility is based on a few factors:

1. Property Usage: Generally formed within commercial districts/nodes; primarily retail oriented. Residential and exempt properties typically do not participate.
2. Stable Commercial Occupancy: Seeing how a BID is a long term financial commitment, some stability should exist. The BID should have as little vacant land/property as possible, with about a 75% occupancy rate.
3. Strong Local Support: A BID cannot be formed without widespread community support, as well as support from the City. Although formation is reliant on a simple majority, community support must be much stronger.
4. Future Development: Areas in need of significant capital improvements/infrastructure do not generally benefit from a BID.



Initial Steps

Community property owners and organizers recognize a need for improvements and services exceeding the current level of service.

Once the need has been recognized, an informal steering committee, known as a Business Improvement Committee (BIC), is created and leads in the formation process. The BIC should have both property owners and business owners as members.

When the BIC is formed, an initial meeting should be held in order to:

1. Select a Chairperson who will be most involved with the formation process and act as the BIC's proxy with the City or other agencies;
2. Agree on a vision, goals, and mission statement;
3. Define tentative boundaries (Provided in this package);
4. Identify resource needs and funding; and,
5. Create a plan of action with deadlines to ensure expedience.

Garnering Support

The BIC should then gauge the interest of the area's property owners.

A list of property owners should be used to tally who the interested property owners are, as well their property information.

Records should be kept on who has been contacted because outreach is very important.

The BIC should try to limit the amount of residential or publicly owned properties, as they do not contribute to the BID's budget.

Note: This is a VERY important step in the process. It is essential that people be made aware of the BIC's plan and the opportunities presented by a BID earlier, rather than later to ensure a collective effort, as well as publicity. The more people are aware of or involved early in the process will only help later.

It is a good idea to split a list of uncommitted owners among BIC members, first assigning uncommitted owners to members who have a pre-existing relationships with them. Getting written support is key.

Next Steps

After interest from the property owners has been shown, a Needs Assessment Survey should be distributed. **The City will Provide a Base Level of Service Agreement** to help estimate supplemental needs. A survey is a good way to gauge the area's improvement needs, and to know what property owners want certain services or programs. Also, patrons and outsiders should participate.

With knowledge gained by the survey, a **business plan** should be developed.

Once the tentative boundaries and assessments are calculated, the BIC should determine the services/improvements needed, the budget and assessment formula (which should be service driven) and build a business plan around that information.

For example, if the survey shows street sweeping is a need, the BIC should then determine the scope of supplemental services, such as how many workers will be needed and how many hours of extra sweeping needs to be done (usually determined by the cost).

Important: Remember to budget administrative expenses, such as postal, rent, insurance, staff salary and other office necessities. Up to 20% of total budget.



Outreach

Once a plan is determined, a public meeting should be held, with proper time for notification. It is important to reach each property owner to inform them of where and when the meeting is being held. By mail is the best way to reach out to property/business owners.

At the meeting, support and opposition can be further gauged, and the BIC can go into more detail of the plan for the BID.

This meeting is important because it give the community a chance to publicly state concerns about the forming of a BID, as well as their improvement concerns. Also, it is an opportunity to have supporting property owners sign a petition to publicly and officially show support for the BID.

Depending on turnout and support, future meetings may need be organized. These meetings are good opportunities to finalize funding options with property owner input as well.

Funding Options

There are four funding options to support the BID:

1. **Additional ad valorem taxes:** The BID can elect to fund itself by a supplemental tax based on the properties assessed value. The assessment can be no larger than 2 mills.
2. **Special Assessments:** The District can impose special assessments based on the lot's or building's square footage rather than taxes. Generally, square footage assessments range from \$0.10-\$0.50 per square foot.
3. **Front Footage:** Base assessment on the length of the property's frontage (main entrance)
4. **Dues:** The BID can proposed a yearly fee on property owners. The amount is determined by the BIC.

Appropriate Use

1. Should be used where square footage varies greatly.
2. Should be used for mixed-use areas with ground-floor activity.
3. Should be used if there is ground-floor activity.
4. Should be used if BIC determines it is the fairest way

Note: Assessments can vary property by property, depending on use.

Progress

Now that support, a plan and a budget have been created, the BIC can present a business plan and petition to the City Commission of **at least 20%** of the property owners in the proposed district (Commission must gauge public interest before it will go forward with a vote to hold an election for a BID).

- Petition should contain boundaries, name, need and purpose of the BID
- Within 120 days of the petition presentation, the Commission will vote, allowing for the proposed BID election to occur.
- Within 45 days of the Commission vote, a last known address list of property owners will be compiled by the City Clerk, and within 45 days of that, a notice will be sent out with the plan for the formation of the BID.
- Any property owner not on the list can register to vote with 75 days after the petition presentation. **Owners must provide notarized proof of ownership.**
- Within 15 days of the close of the registration period, a ballot will be constructed and mailed out by the City Clerks Office.



The Ballot

The ballot should state the following:

1. The assessed value of the property;
2. The percent of the interest in said property; and,
3. Immediately following this information, the ballot should read to effect:

“Do you favor the creation of the (Name) Special Business Neighborhood Improvement District and approve the levy of up to 2 mills of ad valorem taxes by such proposed district?

___ Yes, for the Special Business Neighborhood Improvement District

___ No, against the Special Business Neighborhood Improvement District

Ballots shall be returned via US mail or in person to the City Clerk’s Office.

Results

All ballots received within 120 days of the petition presentation shall be counted and within 5 days of the 120 day period’s close, results will be presented to the City Commission.

IMPORTANT: The failure to return a ballot within the allotted time frame will be counted as a **NO** vote.

The ballot must contain the signature of the property owner, **as well as** a witness who is **over** the age of 18.

In order to pass, **more than 50%** of the assessed property value must vote YES.

Victory

Once the voting is complete, a public meeting is held within 30 days, affording owners the opportunity to adjust assessments and air grievances at an equalization board meeting.

Within 30 days of the passing of the BID, the City Commission shall appoint 3 people to the BID’s Board of Directors for staggered terms.

Therefore, one director will be appointed for one year, another for two years, and the other for three years. (The appointment is generally made with recommendation of the BIC).

The remaining directors on the board are determined by an internal vote of property owners (the majority of the Board must be property owners). The size of the board is determined by the BIC. Members should represent different types of businesses in the BID.

The City can remove a director if the director is failing to perform or is unlawful.

The District can be approved for no more than 10 years; however, after the 10 year period, the district can vote for an extension.



FAQs

What is the County's role in the BID and formation process?

Unless part of the BID includes unincorporated Miami-Dade County, the County has no involvement with the BID. They operate in a collection capacity for the assessments.

After taxes are collected, how does the District receive their tax dollars, lump sum or rolling?

Taxes are collected in a lump sum on a date to be set later.

Can a BID use funds to bond money? Can the BID borrow money?

No, the duration of a BID is not long enough to bond money, but the BID may access financing options, such as a line of credit.

Can the City go below the base service level once the District is formed?

No, once the base level service report is compiled, it is signed by department heads and the City Manager to ensure that service does not dip below the base level.

Can property owners pass extra assessment to renters?

Yes, depending on the detail of the lease agreement between owner and tenant.

Does the BIC/BID need to be incorporated (i.e. 501 © 3)?

It is not required that a BID/BIC be incorporated; however, for legal purposes (insurance, liability) and for grant endowments, the BID/BIC must be incorporated. It is recommended that this incorporation happen earlier rather than later. Also, BIDs can be incorporated as 501 © 6, which is what Chambers of Commerce and Merchant Associations are incorporated as, but they cannot receive grants. Also, this allows for more independence from the City.

Who pays for the postage for the ballots and notices?

The BIC or BID will reimburse or front the money to the City Clerks Office for the postage and notice fees. These fees can range from \$10,000 to \$25,000.

Will the City be providing any financial support to the BIC/BID?

There will be no initial funding; however, this does not preclude the City from getting involved financially on a case-by-case basis in the future if possible.

Can the BID be dissolved?

Yes, the District can dissolve itself by a petition of 60% of property owners, or if it is zero budgeted for the next year.

What is the difference between and BID and a Special Taxing District?

There are two major differences between the two. One is that there are special reporting requirements for a Special District, such as G.A.S.B., that are not associated with a BID. Also, a Special Taxing District has freedom from any legal civil action under sovereign immunity. A Special Taxing District is also more specialized (South Florida Water Management District), and is more regulated by governing powers than a BID.



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CHAPTER 9:
Development Standards

9.1 INTENT AND PURPOSE

The intent and purpose of the Design Core (DC) district is to create a unique Building Design, Tile and Specialty District which will be a premier destination for all who are planning a major building design, retrofit, or quality design. The District encourages the provision of Class “A” office space to house Architects, Engineers, Interior Designers, and Artisans.

9.2 GENERAL

For standards not defined herein, the City of Doral Land Development Code shall apply.

9.3 PERMITTED USES

Refer to chapter 53, article II, division 5 for a detailed list of various types of uses and development standards. Refer to chapter 74 for special development requirements for the following uses permitted in the Design Core district (DC):

1. Multiple-family condominium/apartment house, lofts and work/live units.
2. Professional offices.
3. Medical offices.
4. Restaurants.
5. Hotels and motels with a maximum density of 75 units per acre.
6. Retail and services (maximum is 10% of entire district)
7. Educational facilities.
8. Public schools.
9. Trade schools.
10. Religious facilities.
11. Day care facilities.
12. Warehouses.
13. Showrooms.
14. Manufacturing, light.
15. Places of assembly (banquet halls, private clubs, convention and auditoriums, cultural facilities).
16. Recreation facilities.

17. Automotive rental.
18. Mini-warehouses.
19. Motion picture production studios.
20. Parking lots.
21. Kennels.
22. Banks.



9.4 DEVELOPMENT STANDARDS AND ADDITIONAL REGULATIONS

Refer to chapter 53, article II, division 5 for a detailed list of various types of uses and development standards. For additional regulations refer to:

- 1. Chapter 71, landscaping and buffers;
- 2. Chapter 74, articles IX–XI, towers, poles and masts;
- 3. Chapter 77, roads and vehicular use areas;
- 4. Chapter 80, sign regulations;and
- 5. Chapter 86, urban design and architectural standards.

9.5 ILLUSTRATIONS OF THE DISTRICT CORE

The following are graphic descriptions of the District Core (DC):



9.5.1 SUB-DISTRICTS PLAN

The Sub-districts plan demarcates four sub-districts. The Sub-districts are intended to regulate the allowable uses of each development. Unless otherwise stated, all elements of the current land use and zoning remain effect. The sub-districts propose additions to the uses in each district, while smaller setbacks are intended to create a more urban environment. The descriptions also describe the intent of each sub-district within the Design District.

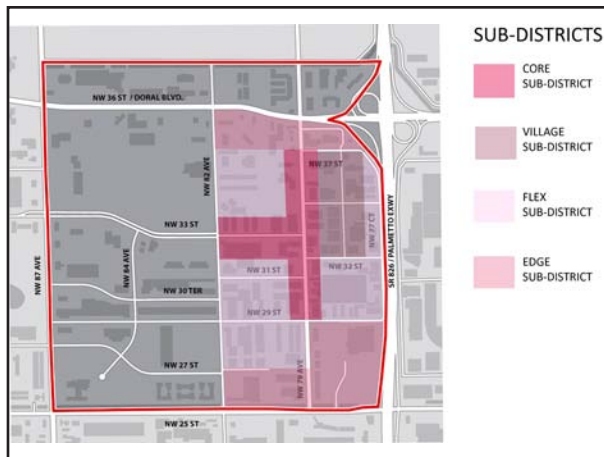


Exhibit 9.1: Proposed Sub-Districts Plan

9.5.2 CORE SUB-DISTRICT

Allows all uses currently in the City of Doral zoning code, but allows residential uses on the upper 2 floors of the building. The Core Sub-district will also allow for commercial on the entire ground floor. The proposed uses of each building would allow for commercial on the ground floor, offices on the middle floors and residential on the top floors. This district will encourage more mix-use building types. The eight foot front setback will allow for a wide sidewalk as discussed in chapter five: Landscape and Circulation. The front setback can be extended to fifteen feet to allow for additional architectural elements and additional landscaping.

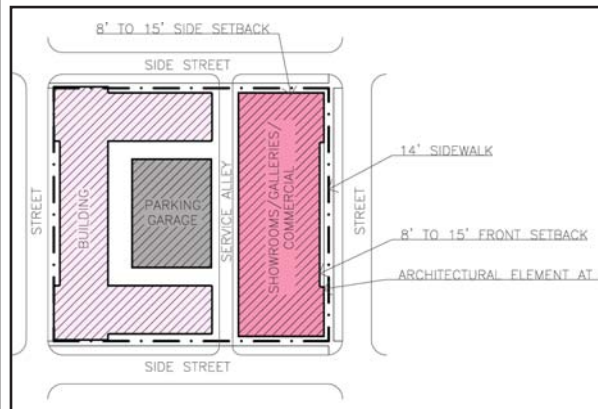


Exhibit 9.2: Example of Core Sub-District layout

9.4.3 VILLAGE SUB-DISTRICT

The Village Sub-district delineates the area for the artisan village. The sub-district will allow all uses currently allowed under the current zoning code, but will incorporate Live-work residential unit types. The intended development would allow for showrooms, galleries and artist studios on the ground floor, with townhome style residential unit above. Building would be limited to three stories to present a more pedestrian and residential village atmosphere.

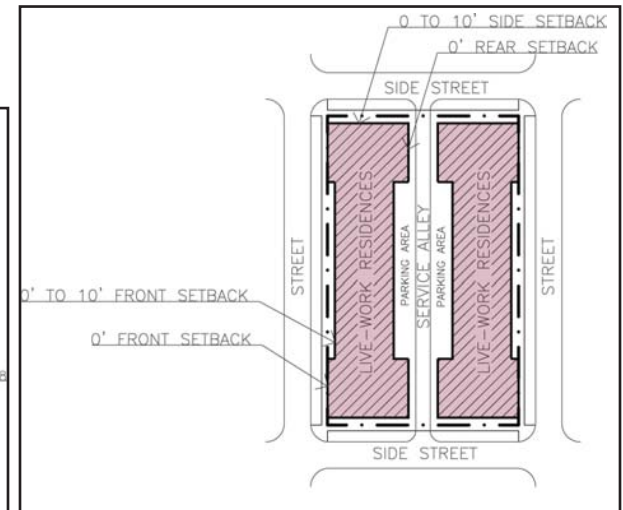


Exhibit 9.3: Example of Village Sub-District layout

9.5.3 FLEX SUB-DISTRICT

The Village Sub-district delineates the area for the artisan village. The sub-district will allow all uses currently allowed under the current zoning code, but will incorporate Live-work residential unit types. The intended development would allow for showrooms, galleries and artist studios on the ground floor, with townhome style residential unit above. Building would be limited to three stories to present a more pedestrian and residential village atmosphere.

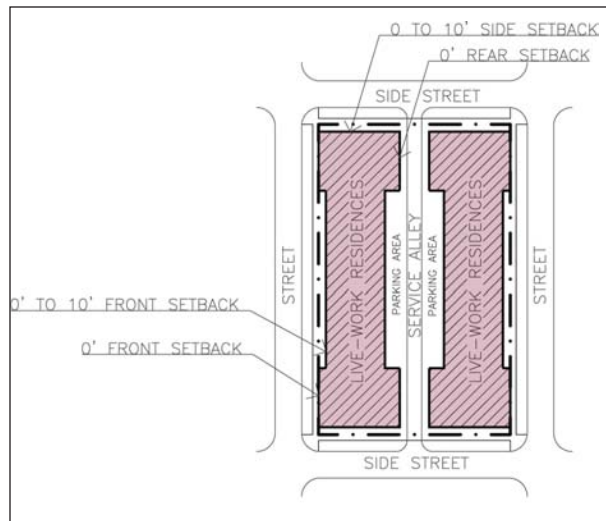


Exhibit 9.4 Example of Flex Sub-District layout

9.5.3 EDGE SUB-DISTRICT

The Edge Sub-district, located along NW 36th Street and NW 25th Street, represents two arterial corridors that present an opportunity for intense commercial and office uses. The area is also a window into the district. Multiple-family condominium/apartment house, lofts and work/live units are not permitted in this sub-district.

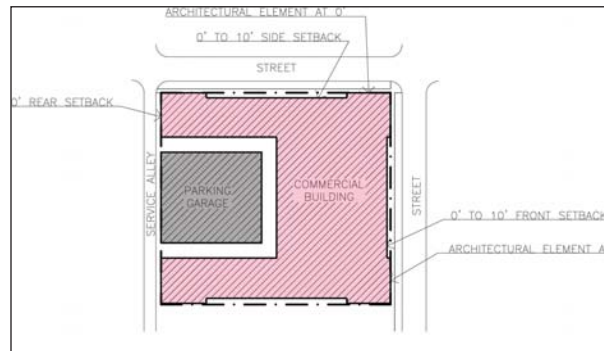


Exhibit 9.5: Example of Edge Sub-District layout



9.6 DEVELOPMENT STANDARDS TABLE

Table 9.1: Development Standards for the District core				
	Core Sub-District	Village Sub-District	Flex Sub-District	Edge Sub-District
Density (Residential)	5 units/acre, 20 units/acre max. per any single development averaged across the district core	5 units/acre, 20 units/acre max. per any single development averaged across the district core	5 units/acre, 20 units/acre max. per any single development averaged across the district core	5 units/acre, 20 units/acre max. per any single development averaged across the district core
Floor area ratio (FAR) ^c	0.85 & 0.65	0.75 & 0.5	0.75 & 0.5	0.85 & 0.65
Maximum height	R-O-W Width	R-O-W Width	R-O-W Width	R-O-W Width
Minimum lot area	7,500	7,500	7,500	7,500
Minimum lot width (ft.)	75	75	75	75
Maximum building coverage (pct.)	85	75	75	85
Minimum open space (pct.)	10	10	10	10
Minimum Building Setback (ft.) ^g	20	15	15	15/20
Minimum Building Setback (ft.)	Front	8 to 15	0 to 10	0 to 10
	Side street	8 to 15	0 to 10	0 to 10
	Interior side	0 to 10	0 to 10	0 to 10
	Rear	0	0	0



9.7 PARKING

9.7.1 REQUIRED OFF-STREET PARKING

(a) **Minimum requirements.** The matrix in section 77-139 of the Doral Land Development Code specifies the required minimum number of off-street motor vehicle and bicycle parking spaces, the percentage of motor vehicle spaces that must be allotted for compact vehicles, and in the notes, any special requirements that may apply. Parking requirements for each development in the district core must meet 70% of the requirement for the specific use with the exception of the residential uses which are listed in the matrix below. Bicycle parking requirements remain unchanged for the District Core.

(b) **On-Street Parking.** The district core encourages on-street parking. On-street parking may be counted toward the number of spaces required for a development.

(c) **Off-Site Parking.** Off-site parking may be counted toward the parking requirements in the form of structured parking or surface lots within 1000 feet of the development.

(d) **Uses not listed.** The number of parking spaces required for uses not specifically listed in the matrix shall be determined by the city based upon information provided by the applicant. Applicable information shall include

requirements for similar uses and appropriate traffic engineering and planning data, and shall establish a minimum number of parking spaces based upon the principles of this Land Development Code

(e) **Multiple uses.** Where a combination of uses is proposed for development, parking shall be provided for each of the uses as prescribed by the matrix, unless reduction is granted pursuant to section 77-140(c)(2).

(f) **Matrix.** The minimum off-street parking requirements for residential uses are as shown in Table 9.3.

Table 9.2: Off-Street Parking Spaces		
Use	Minimum Off-Street Parking Requirement	Required Bicycle Spaces
Live-Work	1 bedroom: 2 space per unit	0
	2 or more bedrooms: 3 spaces per unit	
	(a) If on-street parking is not permitted or is restricted on the unit’s street frontage, then one visitor parking shall be required. The visitor parking shall be located 100 feet from the unit’s street frontage.	
Multifamily	(b) Resident parking spaces may be tandem.	
	1 bedroom: 1 space per unit	
	2 or more bedrooms: 2 spaces per unit	
Resident parking (c)	0.25 spaces per unit	0.10 per required parking space



9.7.2 SIZES**(a) Parking spaces.**

- (1) A standard parking space shall be eight feet wide and 18 feet long.
- (2) A standard parking space located in a structured parking facility shall be 8 feet wide and 18 feet long for structured parking.
- (3) Parallel parking spaces shall be a minimum of eight feet wide and 22 feet long.
- (4) A tandem parking space is a parking space that abuts a second parking space in such a manner that vehicular access to the second space can be made only through the abutting, tandem space. Tandem parking spaces shall be a minimum of nine feet wide and 20 feet long, and may only be used for residential uses in accordance with requirements of this article.
- (5) A standard motorcycle parking space shall be 4¼ feet long.
- (6) Spaces for handicapped parking shall be the size specified by the applicable state statutes.

9.7.2 LAYOUT**(a) General Requirements.**

- (1) Pedestrian and bicyclist circulation facilities, roadways, driveways, and off-street parking and loading areas shall be designed to be safe and convenient.
- (2) Parking and loading areas, aisles, pedestrian walks, bikeways, landscaping, and open space shall be designed as integral parts of an overall development plan and shall be properly related to existing and proposed buildings.
- (3) Buildings, parking and loading areas, landscaping and open spaces shall be designed so that pedestrians moving from parking areas to buildings and between buildings are not unreasonably exposed to vehicular traffic.
- (4) Each off-street parking space shall open directly onto an aisle or driveway that, except for single-family and two-family residences, is not a public street.
- (5) Aisles and driveways shall not be used for parking vehicles, except that the driveway of a single-family, two-family residence or townhouse shall be counted as a parking space for the dwelling unit, or as a number of parking spaces as determined by the city based on the size and accessibility of

the driveway. Attached garages for two-family and townhouses, and attached and detached garages, shall not be counted as a parking space when calculating the amount of required parking spaces.

- (6) The design shall be based on a definite and logical system of drive lanes to serve the parking and loading spaces. A physical separation or barrier, such as vertical curbs, may be required to separate parking spaces from travel lanes.
- (7) Parking spaces for all uses, except single-family and two-family residences and townhouse units with attached garages, shall be designed to permit entry and exit without moving any other motor vehicle.
- (8) No parking space shall be located so as to block access by emergency vehicles.
- (9) No designated off-street parking or loading space or drive shall be located within ten feet of any multifamily structure or within three feet of any other building or structure which such vehicular facility is intended to serve.
- (10) Dead-end aisles with adjoining parking spaces shall have an extension of the aisle a minimum of five feet beyond the last space to provide for vehicular maneuvering.



(b) **Dimensions.** Exhibit 9.6 and Table 9.4 prescribe the required minimum dimensions of all parking spaces.

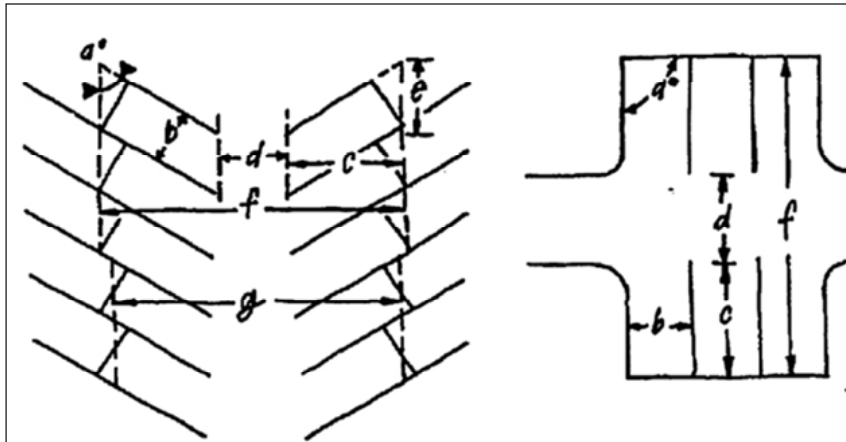


Exhibit 9.6: Minimum Dimensions for Parking Spaces

Table 9.3: Parking Lot Dimensions						
a	b	c	d	e	f	g
(degrees)	(feet)					
20	8	16.2	11.0	29.2	43.4	43.0
30	8	18.7	11.0	20.0	48.4	39.7
40	8	20.5	12.0	15.6	53.0	45.3
45	8	21.2	13.0	14.1	55.4	48.3
50	8	21.8	12.0	13.1	55.6	49.2
60	8	22.4	18.0	11.5	62.8	57.8
70	8	22.1	18.0	10.6	62.2	58.8
80	8	21.5	22.0	10.2	67.0	65.3
90	8	18.0	22.0	10.0	58.0	—