

HISTORIC OVERTOWN CULTURE & ENTERTAINMENT DISTRICT

PERKINS+WILL

05.30.19 / MASTER PLAN DOCUMENT



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THE VISION

The Overtown Culture & Entertainment District will once again become a destination, and will be a place for people to live, work and enjoy its unique history and culture.

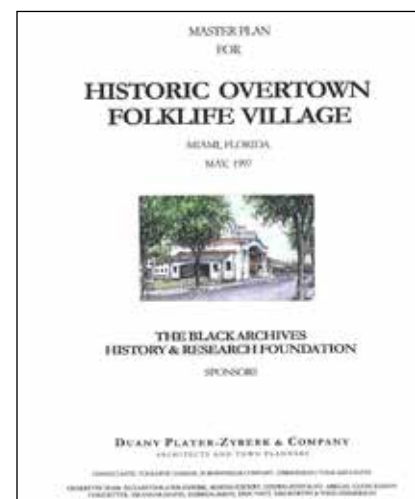
In 1997 The Black Archives History and Research Foundation commissioned a master plan study for the Overtown Folklife Village to create a unique, pedestrian scaled village environment to anchor the historic core of Overtown; this report builds on that study with an expanded scope and extent that reflects the changes that have taken place in Miami since that time.

For most of the 20th century Overtown was a vibrant community that was the heart of Black culture, entertainment and business in Miami and South Florida. Founded as the only part of Miami where the Black population was allowed to live and own property, it developed into a thriving, self-sufficient community including many Black-owned homes, businesses, and entertainment venues. Often referred to as ‘Harlem of the South’, Overtown was also renowned as the center of Black culture and nightlife for the Southeast, reflecting the energy of the community that found expression in the many cultural forms that existed there, such as music, art and food.

This *Black energy* will be the central theme that informs the new Overtown Culture and Entertainment District. The area will once again become a

destination, and a place for people to live, work and enjoy the unique history and culture that is integral to Miami.

- Create a distinct place that reclaims the role of Blacks in the history and culture of Miami: An authentically Black experience.
- Re-establish Overtown as Miami’s center for Black culture, entertainment, innovation and entrepreneurship.
- Bring the Black community back to Overtown to live, with a diverse offering of housing opportunities.
- Enable small scale development and local investment, a space for black innovators and entrepreneurs.
- Create a compact, walkable community, with access to local and regional transit and centralized parking.
- Incorporate best practices for sustainability, resiliency and Smart City design principles to make Overtown a model for urban redevelopment.



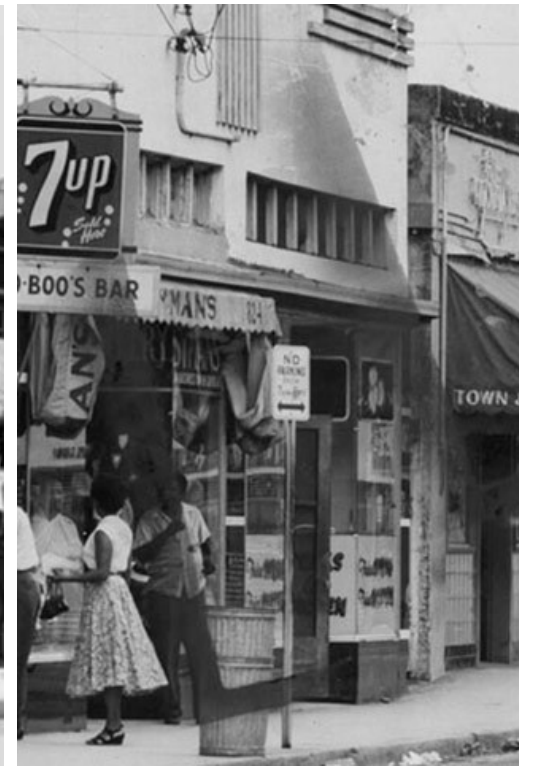
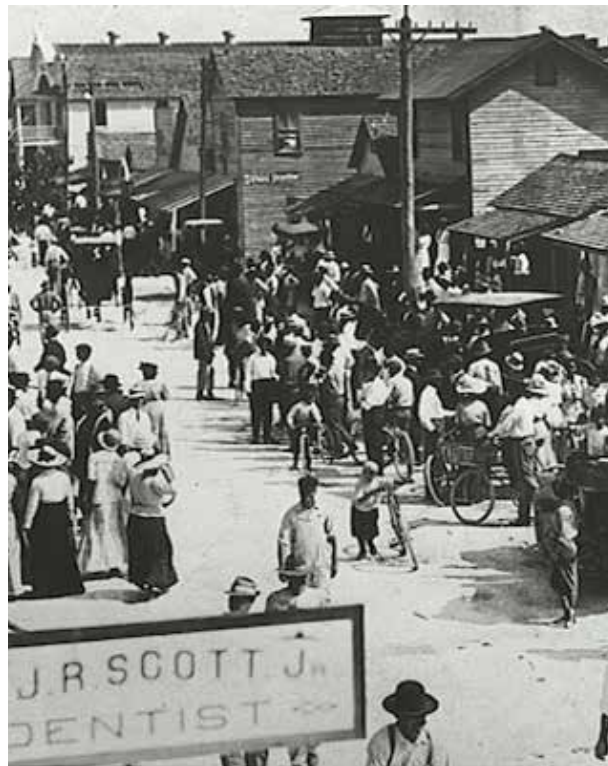
1997 Historic Overtown Folklife Village Master Plan Document
Duany Plater-Zyberk & Company



2019 Historic Overtown Culture & Entertainment District Master Plan Document
Perkins+Will

THE VISION

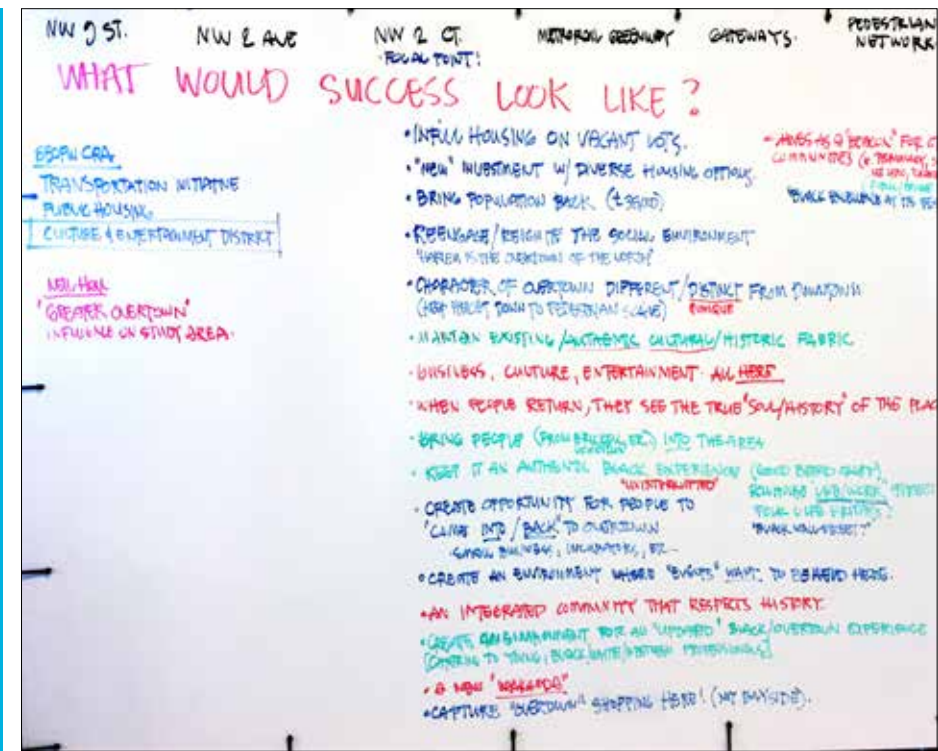
- Create **a distinct place** that reclaims the role of Overtown in the history and culture of Miami.
- Establish **a compact, walkable community**, with access to local and regional transit and centralized parking.
- Re-establish Overtown as **Miami's center for black culture, entertainment, and entrepreneurship.**
- Enable **new development, local investment**, and a place for small businesses to grow.
- Bring folks **back to Overtown to live.**



COMMUNITY INPUT: WHAT WE HEARD MAY 15, 2018

On May 15th, 2018 the design team held a listening session with Overtown stakeholders including the Southeast Overtown/Park West CRA, Lion Development Group, and local businesses and institutions to discuss the goals and aspirations for the Overtown Cultural and Entertainment District. The question was posed, ‘What would success look like?’ This resulted in a spirited dialogue that generated a wealth of ideas and themes to inform the design evolution of the study:

- Bring the population back - ‘Come Home’
- Maintain the historic character
- ‘Authentically Black’, ‘Soul, history’
- Infill housing, affordable housing
- Re-engage the social environment
- Black-owned businesses
- Distinct character from downtown Miami
- Self-reliant, mixed-use, housing, culture, entertainment
- Walkable, small scale



Commissioner and Southeast Overtown/Park West CRA Chairman Keon Hardemon also provided valuable input and guidance on the development of this Mater Plan, for which the design team is highly appreciative.



HISTORIC THEMES / BLACK HISTORY + CULTURE

The African Diaspora community was an essential element of the creation and building of Miami. Thousands of people of African descent located to Miami from other parts of the United States and Caribbean ports to construct the railroad, and they were counted to create the original charter for the City of Miami. Prohibited from living in other parts of Miami, these people and their descendants settled in the area now known as Overtown and created a unique community and culture there.



HISTORIC THEMES / BLACK OWNED BUSINESSES

For much of the 20th century Overtown was the thriving center of Black culture, entertainment and business for Miami and South Florida. At its peak it was home to approximately 40,000 people and was a self-sustaining community based on self-reliance with many Black owned businesses and institutions. Its main street was 2nd Avenue which came to be known as 'Little Broadway' due to the number of businesses and entertainment venues located there.

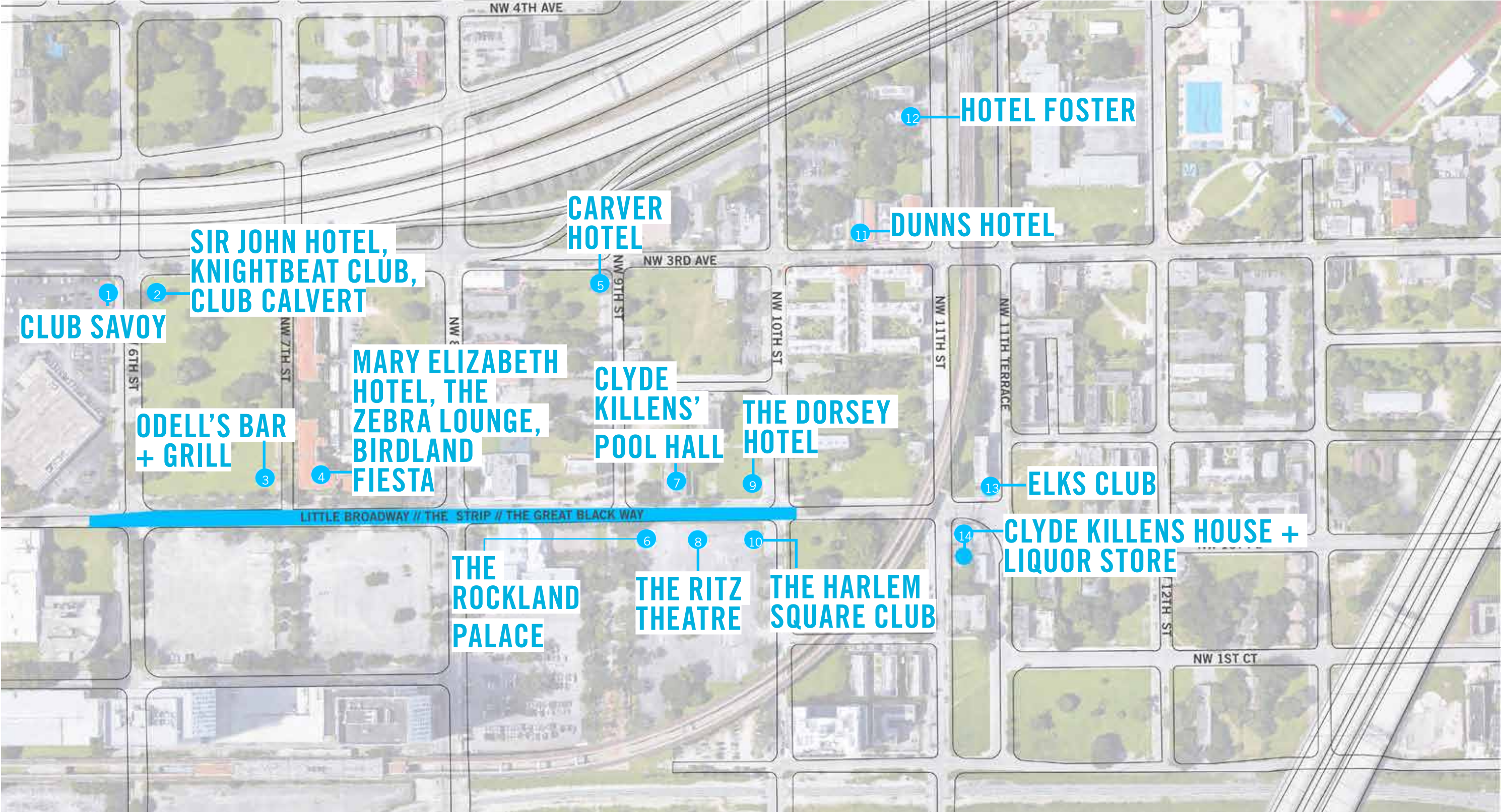


Overtown was visited by many of the most prominent Black leaders of the 20th century including Ella Fitzgerald, Louis Armstrong, Count Basie, Josephine Baker, Billie Holiday, Lena Horne, Aretha Franklin, B.B. King, Langston Hughes, Jackie Robinson, and Mohammed Ali. Ironically, even Black entertainers who performed in Miami Beach could not stay in the hotels there, but had to overnight in Overtown when in Miami.

A photograph showing a group of people seated at a table. On the left, a man in a dark suit and tie is looking towards the camera. Next to him is a woman in a white dress, also smiling. Other people are visible in the background, and the setting appears to be a formal dinner or reception.

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2ND AVENUE HISTORIC CULTURAL CORRIDOR



LOST HISTORICAL LANDMARKS

WELCOME VISITORS

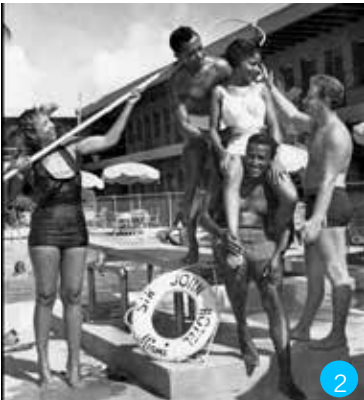
To The
16th Annual Orange Blossom Classic
The Miami Chapter of the
Florida A. and M. College Alumni Association
 cordially invites you
To The

Official Classic Dances
At The Beautiful
CLUB SAVOY
Corner N. W. 3rd Avenue at 6th Street
Friday and Saturday, Dec. 3 & 4
FRIDAY-DECEMBER 3—PRE-CLASSIC BALL
Beginning 9 p.m.
ADMISSION 75c
Saturday, Dec. 4 -Classic Ball
Beginning 10 p.m. or immediately following the game
Admission \$1.20
Jimmie Reeves and His All-Star Floor Show will be
presented at both attractions
ALL TABLES FREE

JACK O'Dell
YOUR CONGENIAL HOST
Is Happy to Announce That
The Nationally Famous
'Baby' Henderson
Pianist, Organist, Teacher
Will be Featured In Person
At The Organ
EVERY NIGHT
From 7 p.m. to 9 p.m. — and
11 p.m. to 3 a.m.
Beginning Thursday, Oct. 27
O'Dell's Bar & Grill
703 N.W. 2nd Avenue
Violence Henderson will be playing your favorite
melodies at yesterday and today.
Jack O'Dell will be serving his famous foods as
like them.
Come out and bring the family.



The former Harlem Square



Once a name hotel in Overtown, the decrepit building met its end by fire earlier this



HARLEM SQUARE CLUB
1015 ST. JAMES M. W. 2nd
THIS SATURDAY, JAN. 12
SAM COOKE
PLUS KING CURTIS BAND
HIT RECORD "SOUL TWIST"
PLUS ANOTHER BAND
THE CHECKERS
Sam Cooke's Newest R.C.A. Album
Called "One Night Stand"
Will Be Recorded Live
At The Harlem Square
EARLY SHOW 10 P.M. TO 1 A.M.
LATE SHOW 1 A.M. TO 4 A.M.
ADVANCE TICKETS \$2.00
DOOR TICKETS \$2.50
ALL TABLES ONLY \$1.00
TEENAGE MATINEE
4 P.M. TO 7 P.M.
ADMISSION \$1.50
WELL CHAPERONED
EVERYBODY WELCOME
Music and Entertainment
Nightly In The Lounge
No Admission - No Minimum



Rockland Palace
The First Lady of Song
Ray Brown's Sensational Trio
SUN., JAN. 30
Plus
The Rockland's Floor Show with Phil Harris and His 7
Upstoppers and Sammy Williams' Orchestra.
Admission Adv. \$1.50 Door \$1.80 tax incl.
Advance tickets on sale at Rockland Palace, Economy Drug

A Giant Triple Attraction
Ella Fitzgerald and
Also The Rockland's Sunday Evening
Jazz Concert
All On One Giant Card
Doors Open at 7:30 p.m.—Program Begins at 8 p.m.
ONE TICKET COVERS EVERYTHING




Greater Miami Elks Lodge
Proudly Presents
Jimmie Reeves
And His
All-Star Floor Show

HISTORIC THEMES / URBAN RENEWAL

In the late 20th century the construction of I-95 and I-395 destroyed much of Overtown's original fabric, ultimately leading to disinvestment and decline, with most of the original population moving out to other parts of the Miami region. Today, Overtown enjoys a highly desirable location adjacent to downtown Miami and new development and is poised to again take its rightful place in the history and culture of Miami.




Black pioneer's Dorsey hotel gone in a blaze



It had become just a big decrepit building where winos slept — a boarded-up grimy old broken-down bus of a place with crude signs tacked up on its sidewalk storefronts like “Mr. Big All Night Record Store and Snack Bar.”

When fire blazed through the place at NW 2nd Avenue and 10th Street in the heart of the Overtown slum Tuesday night, soaring light filled the sky. There was no story — nobody hurt, no businesses destroyed, nobody out of work.

But there was one thing, and you didn't have to dig around in the rubble to find it. High up there on one side of the burned-out shell was a haunting call from the past, carved in stone.



and Donah Washington. The Dorsey was a name hotel during that joyful, rich era when black Overtown was alive and swarming.

Once there were the Sir John Hotel — it even had a swimming pool — and Dr. William Sawyer's Mary Elizabeth Hotel, and The Dorsey.

But the Sir John was demolished. The Mary Elizabeth now is a home for winos. And Tuesday afternoon the demolition people moved in to bring down The Dorsey's burned walls and turn the rubble into another faceless bottle-strewn lot.

Another piece of Miami history is gone. And one of its earliest and grandest black pioneers — D.A. Dorsey — is close to being wiped clean off the face of the city.



CONDEMNED But Still Occupied



—David Hall Photo by Larry White

"The more obstinate cases" of non-complying landlords together.

"We can keep better track of them that way," he added.

Here's how well Kelly has kept track of the "obstinate" cases in his "Dead" file:

Kelly himself admits there are about 500 slum units listed in the special file.

Strangely enough, it turns



Brooks



Kelly

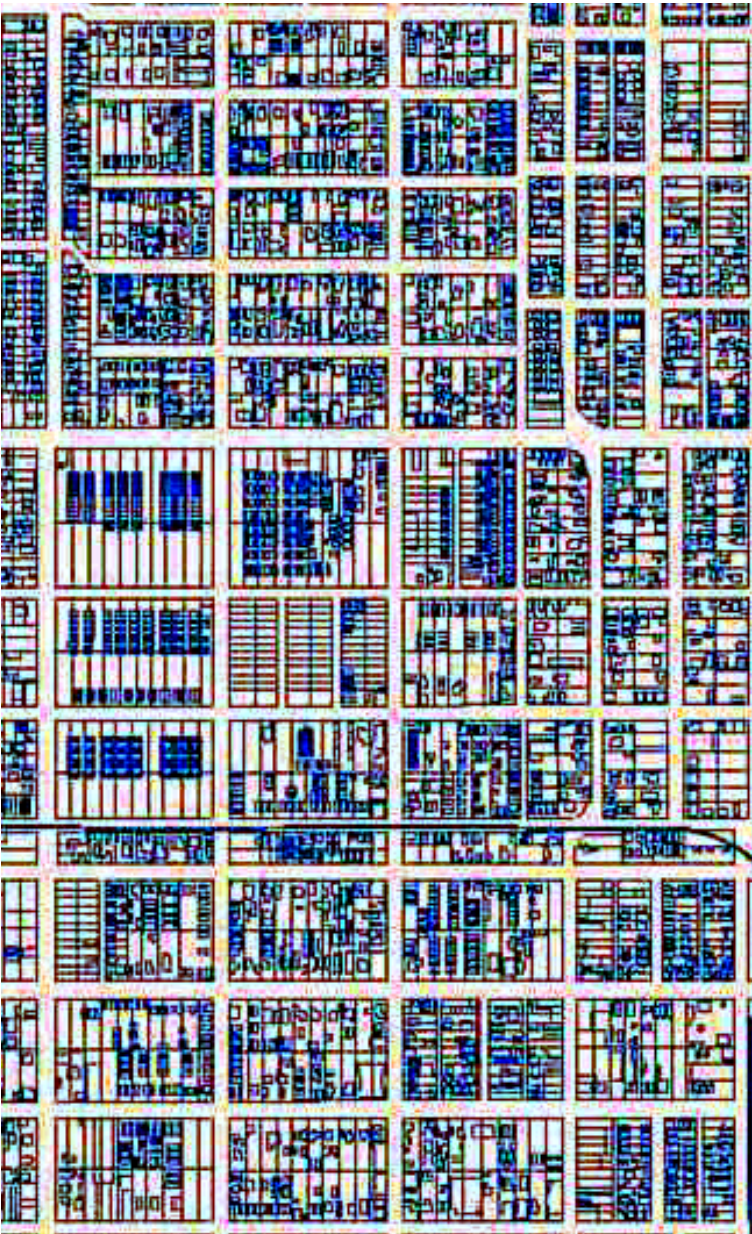
Agency, with 76 units hidden in the file.

Victor P. Griley, prominent local attorney has 32 of his many slum properties in the "dead" file and C. F. Gagle, agent for properties owned by Margaret P. St. Gaudens, has 36 units on her slum units in the file.

A check of complete files on 61 of the properties listed in the "Dead file" showed that an

HISTORIC THEMES / GOOD BREAD ALLEY

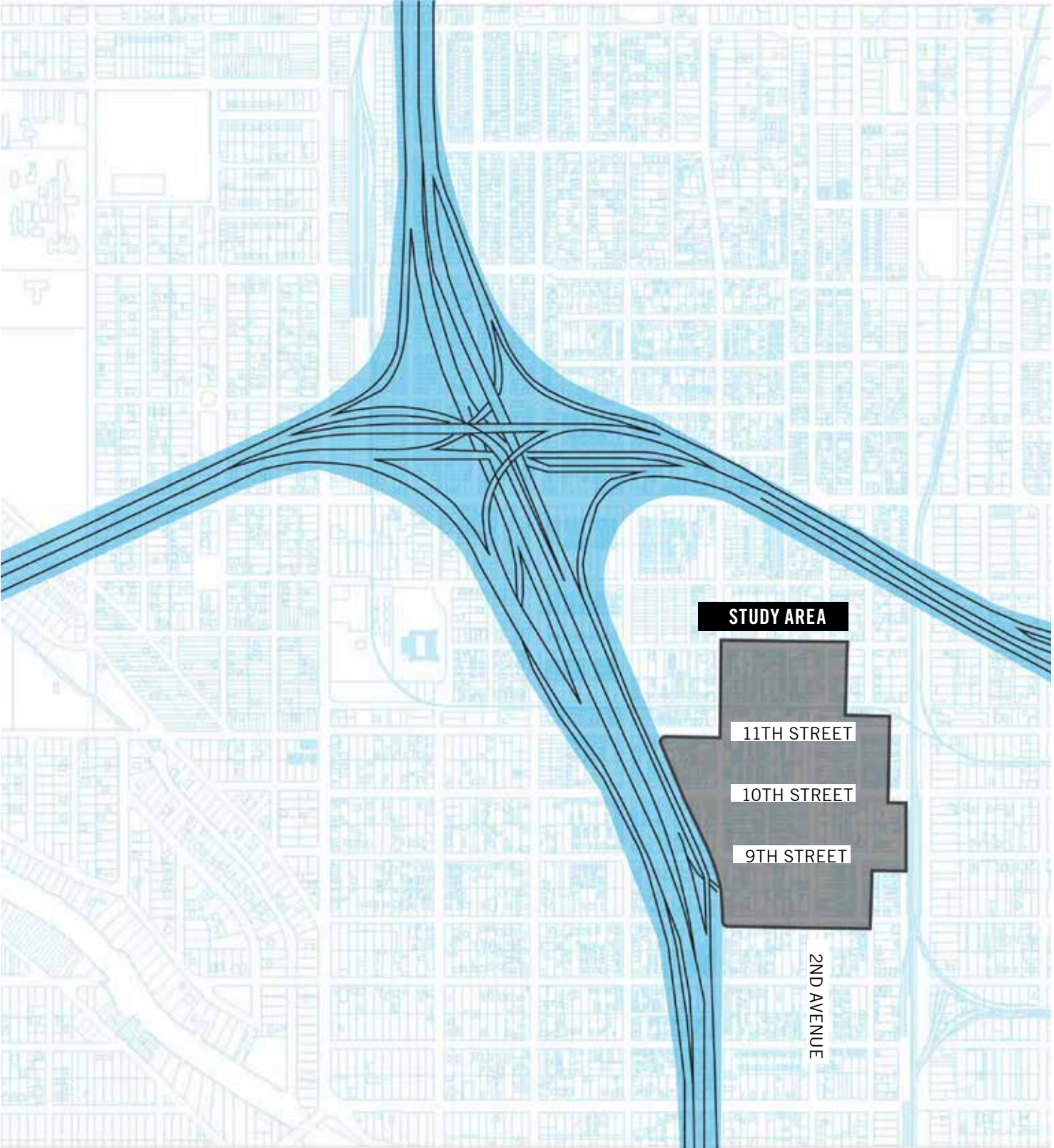
During its heyday Overtown was a self-sustaining community with a strong spirit of entrepreneurship among its African American residents and business owners. This was symbolized most clearly by a section of the neighborhood named Good Bread Alley. According to spoken and written accounts it was so named because of the aroma of freshly baked bread that residents made in their homes and sold on the front porches along the alley to passersby. This spirit of self-reliance and small, neighborhood businesses was a fundamental element of Overtown's identity that helped it to endure and sustain the community for decades.



HISTORIC THEMES / INTERSTATE 95



OVERTOWN 1936



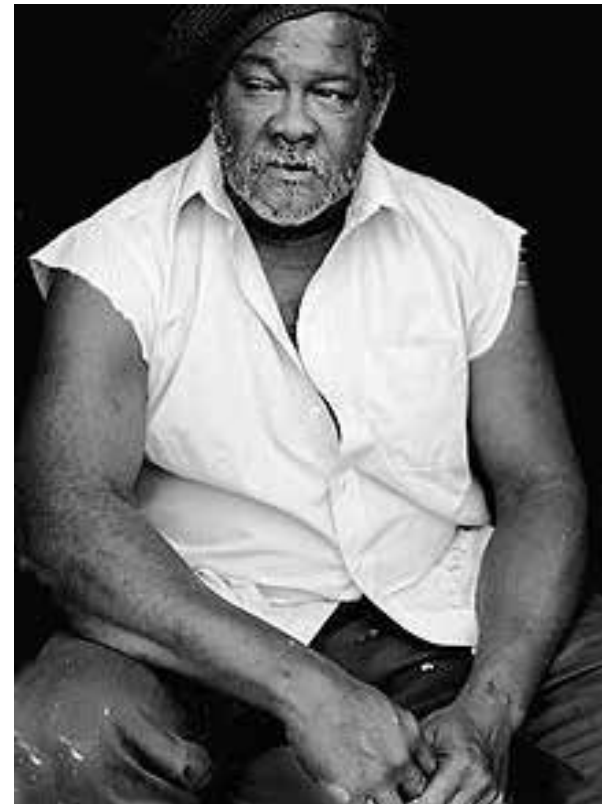
OVERTOWN 1936 W/ I-95 OVERLAY

HISTORIC THEMES / INTERSTATE 95



HISTORIC THEMES / PURVIS YOUNG

After the construction of I-95 and 395 in the 1960's, when Overtown fell into decline, Good Bread Alley took on a different association. Local artist Purvis Young used the abandoned walls and boarded up storefronts of the area as a canvas for his artwork, that reportedly was visible by those driving by on the freeway. His highly charged artwork expressed the energy and sense of community of Overtown, but also the yearning for redemption and release from oppression that Overtown also represented, being the only part of Miami where Blacks were allowed to live and own property.



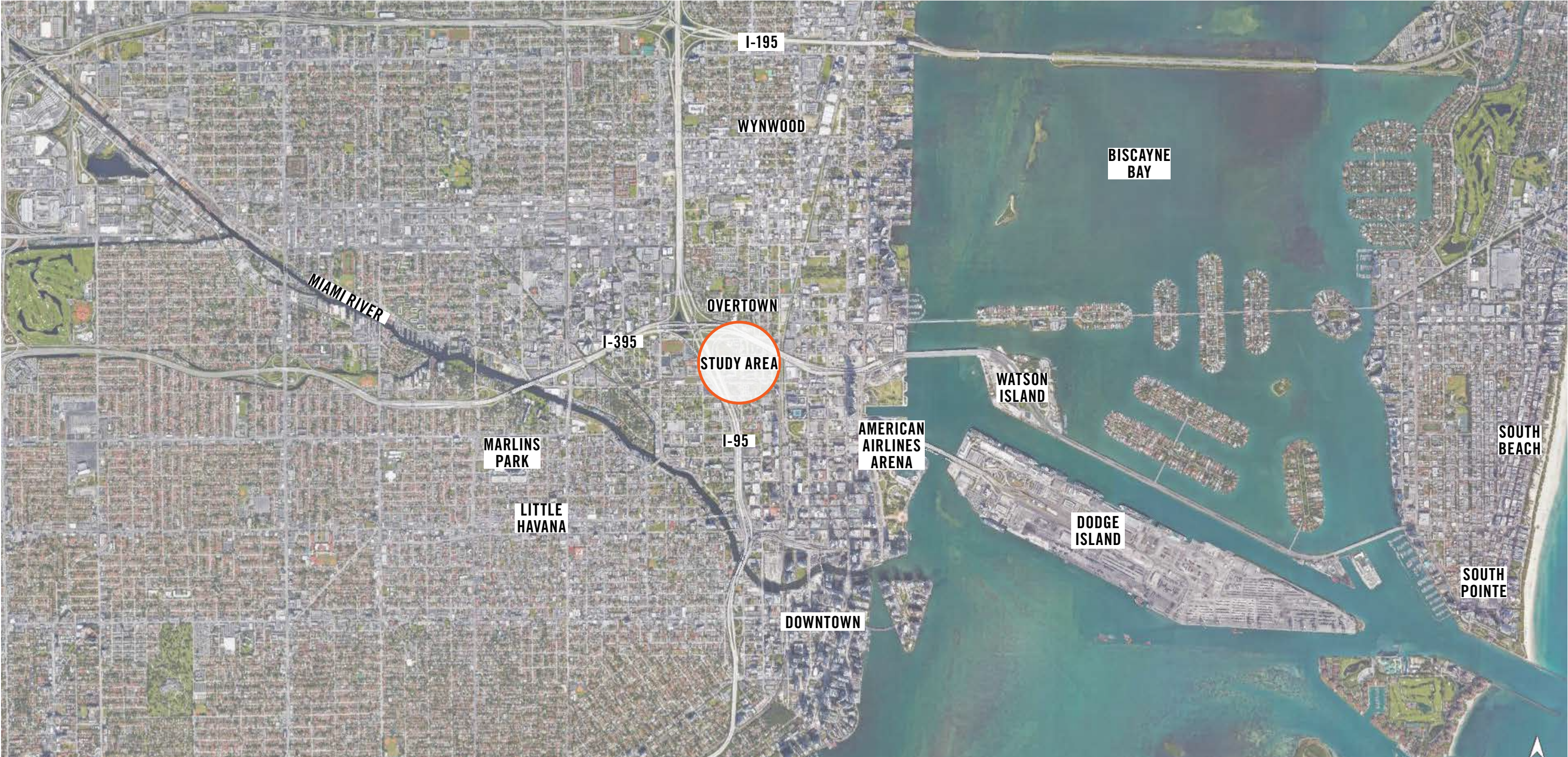
SITE ANALYSIS

CULTURAL CONTEXT + EXISTING ASSETS + ADJACENT DEVELOPMENT

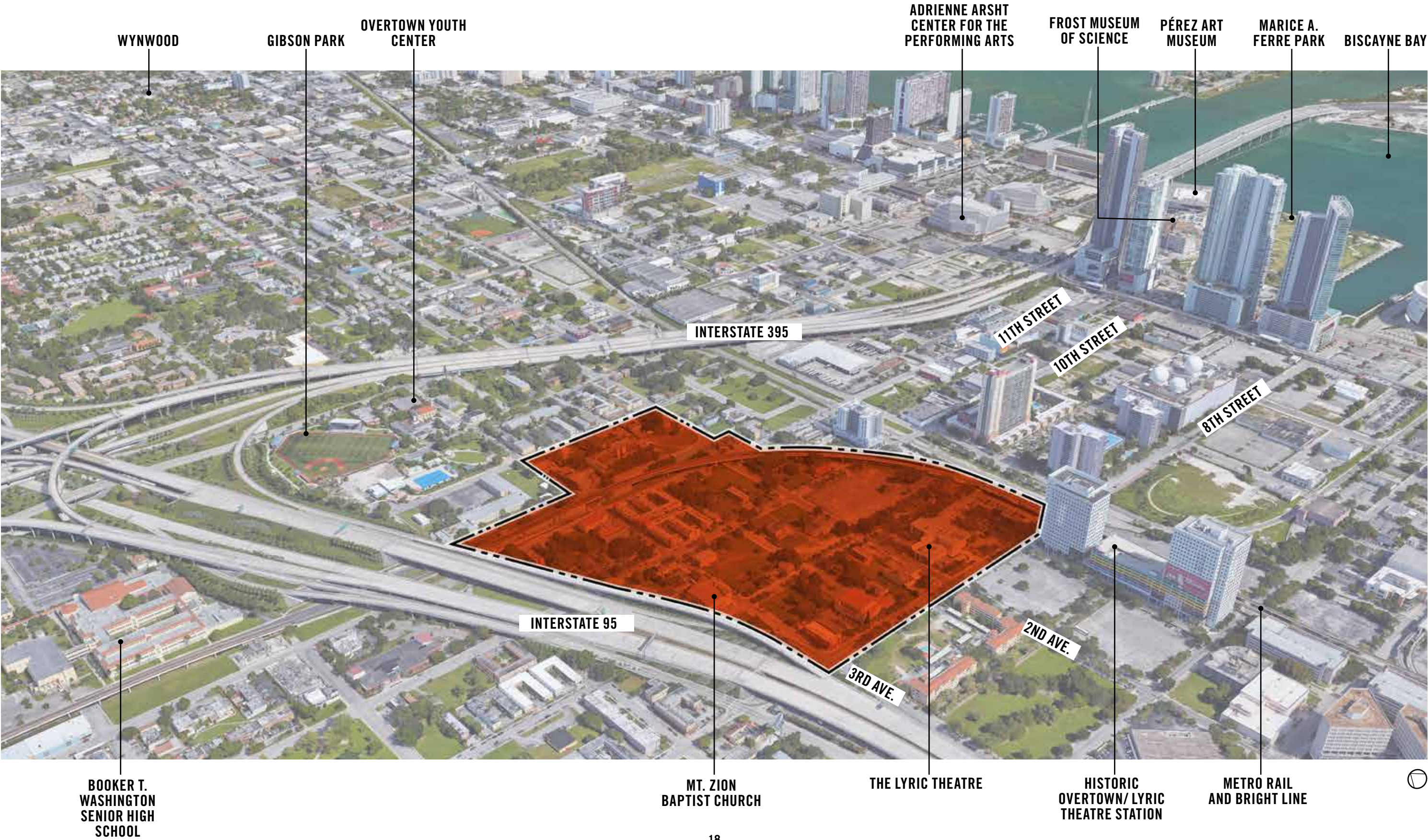
The study area for the Culture and Entertainment District is only a small portion of the historic Overtown community. Much of the area has been severed into pieces by the construction of I-95 and I-395 in the 1960's. The study area includes a significant portion of the historic heart of Overtown's business and nightlife district that is centered on 2nd Avenue, earlier known as Little Broadway or The Great Black Way.

Bordered by Downtown Miami to the south and Wynwood to the north, Overtown is within walking distance from Biscayne Bay, cultural amenities and new waterfront development. Overtown provides the opportunity to create a unique, walkable destination for the population that works, lives and visits those areas. It is also adjacent to the Metro Rail and the Miami Central Train Station, providing excellent access to local and regional public transit.

SITE LOCATION / OVERTOWN DISTRICT - MIAMI, FLORIDA

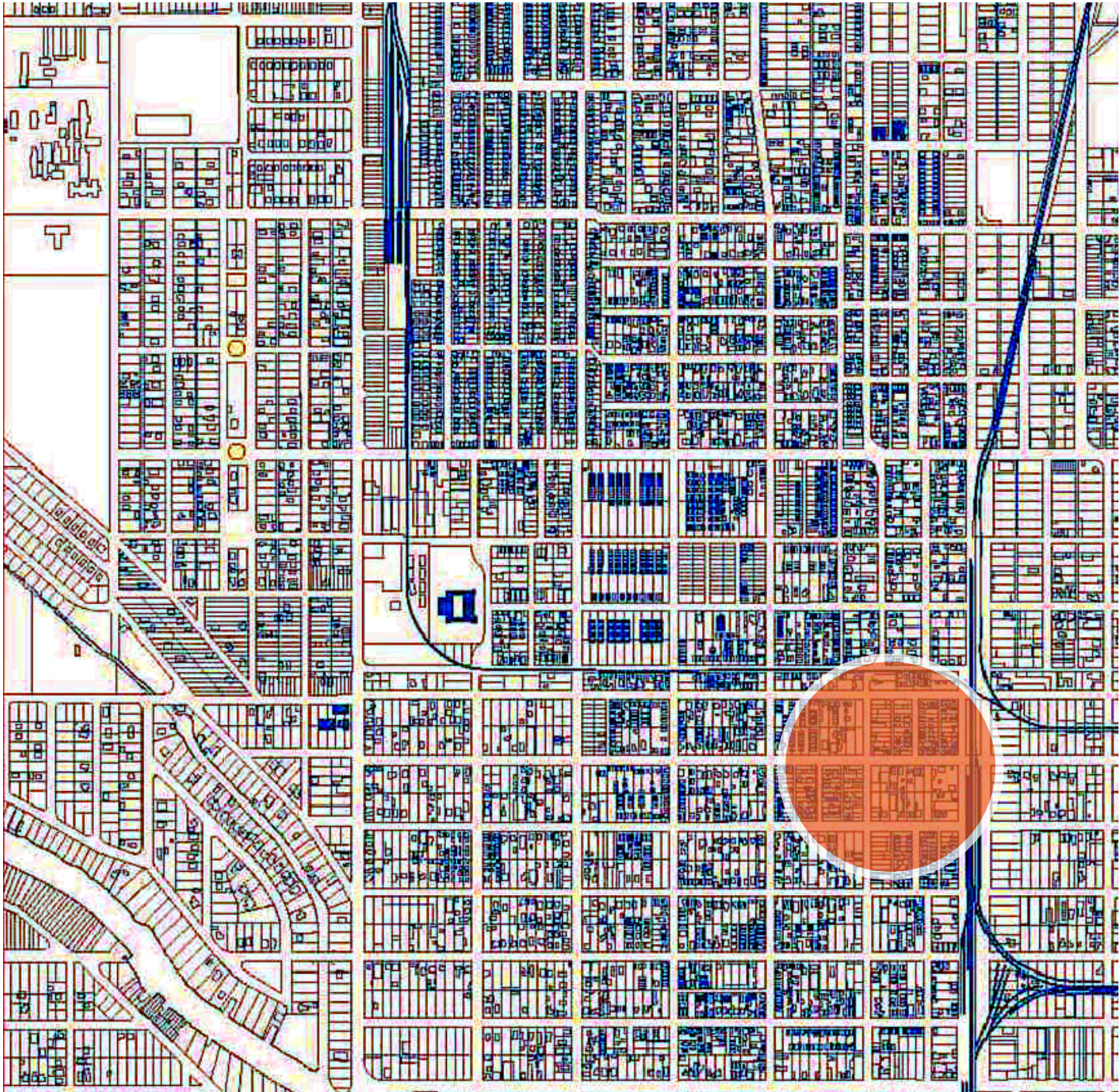


STUDY AREA + IMMEDIATE CONTEXT



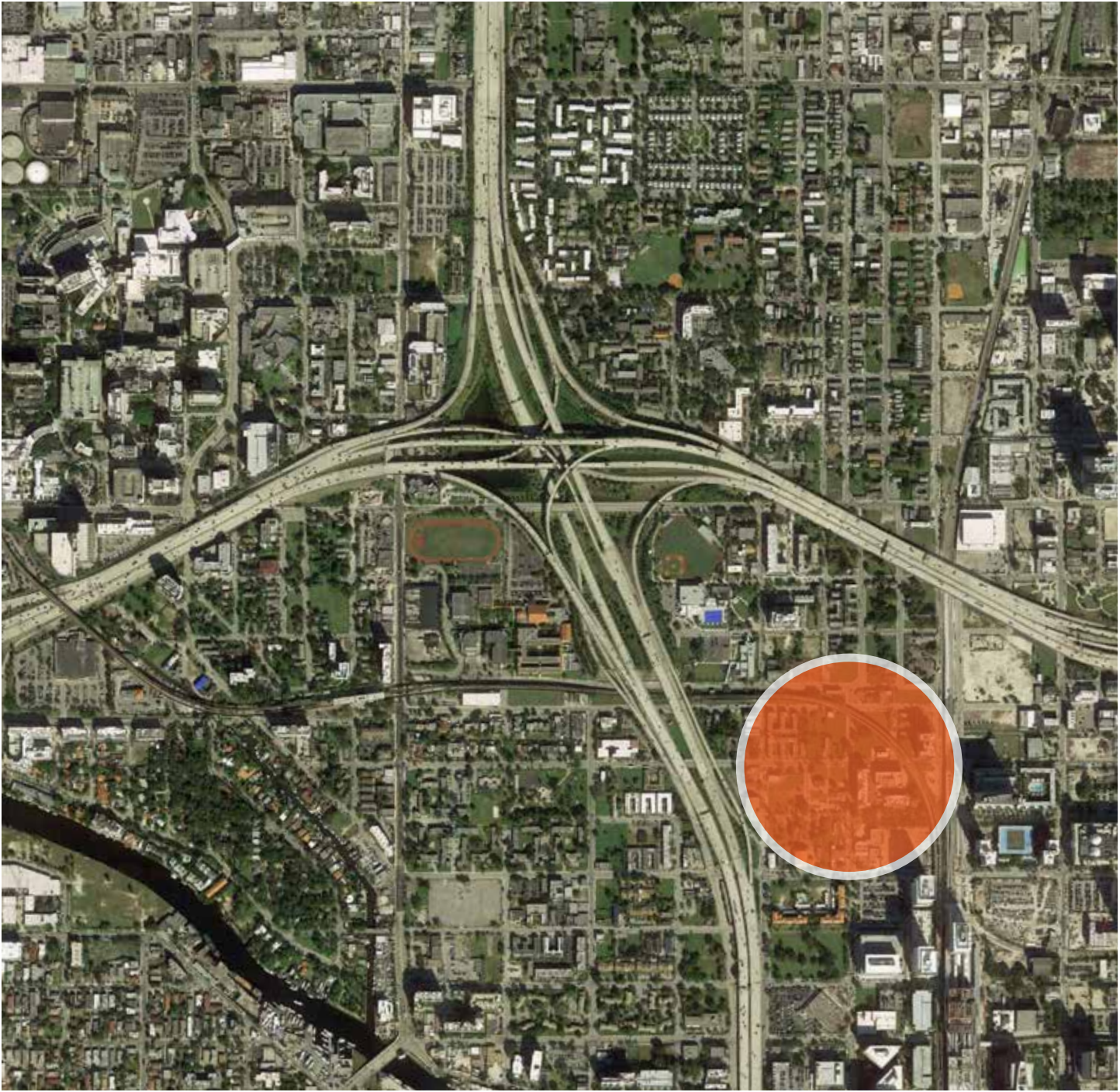
OVERTOWN'S HISTORIC GRID

Even while negatively impacted by highway and rail construction, most of the study area enjoys an intact street grid with relatively small blocks and streets of walkable dimensions. This provides a strong urban framework on which to layer new development that maintains the historic scale and development patterns of Overtown.



OVERTOWN 1936

● SITE

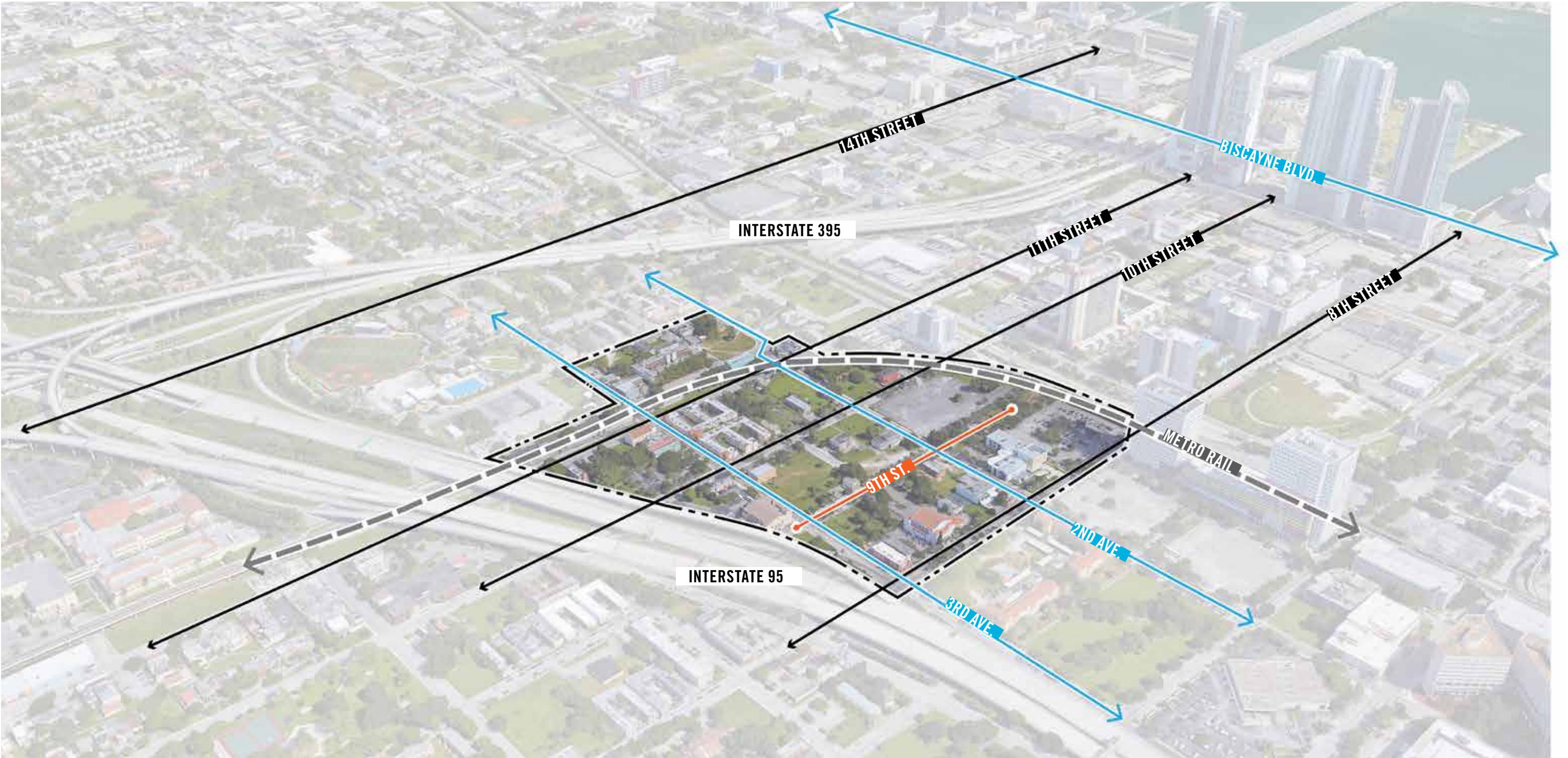


OVERTOWN GRID TODAY

● SITE



STREET HIERARCHY + ACCESS



FOLK LIFE VILLAGE + ENTERTAINMENT DISTRICT

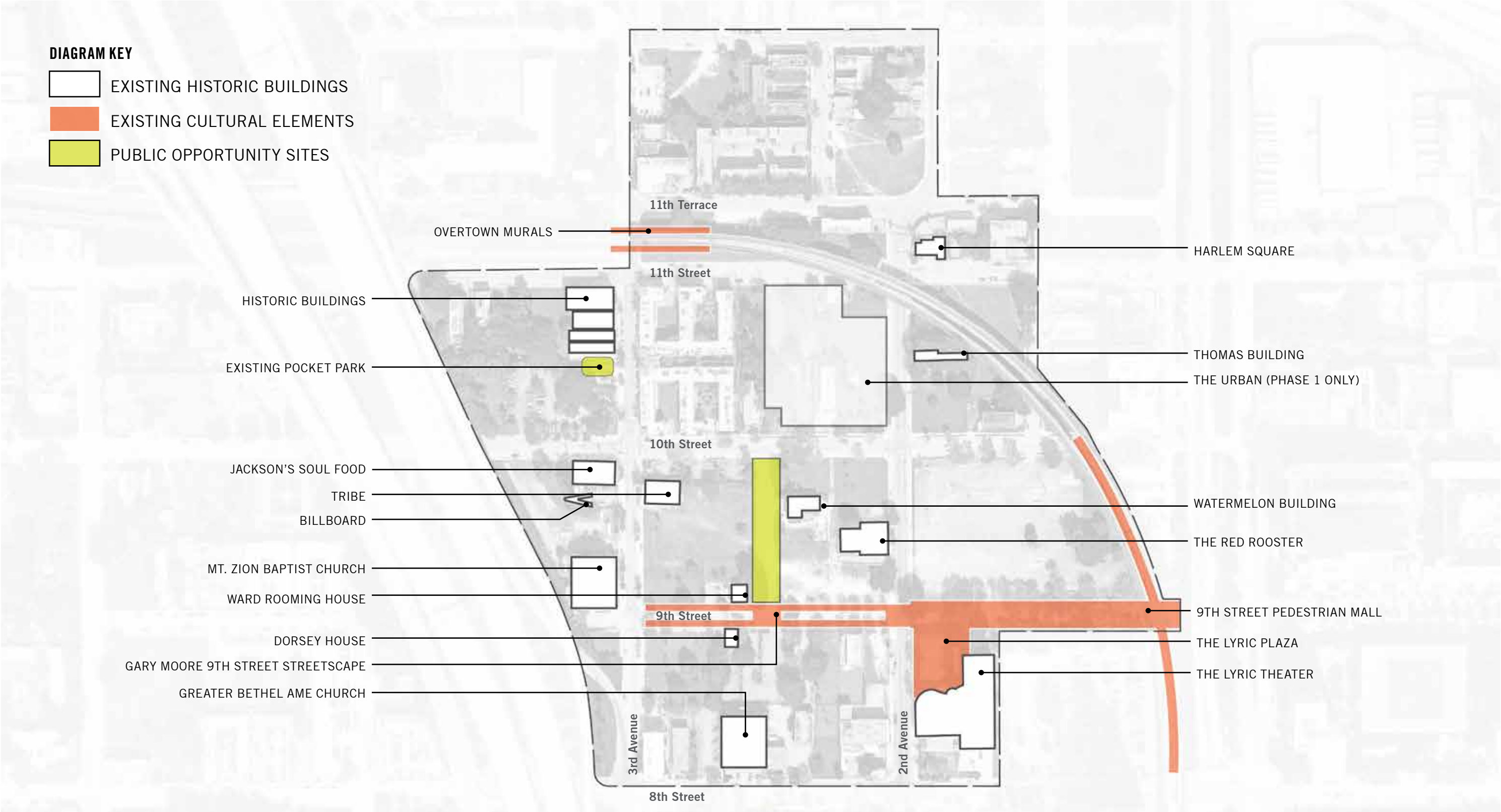
DIAGRAM KEY

- ENTERTAINMENT DISTRICT
- FOLK LIFE VILLAGE
- MASTER PLAN FRAMEWORK AREA



0' 200' 600' 

KEY EXISTING + PLANNED ASSETS



KEY EXISTING + PLANNED ASSETS

Overtown Murals at 3rd Ave. and 11th Street



9th Street Pedestrian Mall (Gary Moore, artist)



9th Street Streetscape at 2nd Court (Gary Moore, artist)



Dorsey House at 9th Street



Future Harlem Square Club site at 11th Street and 2nd Avenue



Future Red Rooster site at 2nd Avenue



Historic buildings at 3rd Ave. and 11th Street



Ward Rooming House at 9th Street and 2nd Court



The Lyric Theater and Plaza at 2nd Ave. and 9th Street



DESIGN FRAMEWORK

REVIVE THE CULTURE + CELEBRATE THE LEGACY + CREATE AUTHENTIC OVERTOWN EXPERIENCE

A DISTINCT URBAN ENVIRONMENT

The Culture and Entertainment District will extend from 6th street to 12th street between I-95 and The MetroRail. A primary goal for the District is to create an environment that is distinct from other recent nearby development, one that reflects the unique cultural and historical themes of Overtown: It will have failed if when flying over Miami one cannot distinguish Overtown from everything around it. Based on this principle and derived from the existing Folk Life Village Plan, several key design themes will guide the new development within the Overtown study area.

URBAN DESIGN

The urban design framework is based on the character and historical significance of the individual streets and public spaces in the Overtown district:

2nd Avenue: Will be re-established as the center of Black culture and entertainment for Florida and the Southeastern US. It will be the primary location for restaurants, clubs, music venues and shops, creating a thriving pedestrian environment and an anchor for Overtown. Streetscape improvements with lush landscaping extending from 8th Street to 11th Terrace will create a district identity and lay the groundwork for new development . New buildings will feature continuous canopies or balconies creating a shaded and protected pedestrian experience for residents and visitors.

9th Street: Anchored on the east by the Black Archives and on the west by the Dorsey House and the Ward Rooming House 9th Street will have a theme of Black history and culture. The streetscape will highlight and augment the existing paving design by artist Gary Moore. Since it does not have thru traffic it will have a strong pedestrian character. The eastern end will be the entry point to the 9th Street Promenade.

2nd Avenue and 9th Street: The Beating Heart of Overtown: Lyric Theater, Lyric Plaza, the new Red Rooster, and potentially a gallery of Black art and culture.

A New Pavilion: Located along the northern edge of the Lyric Plaza, will frame the entrance to the 9th Street Promenade and serve as a shade structure and performance venues for events.

2nd Court: Only one block long, 2nd Court will be the pedestrian heart of the District; a unique pedestrian village featuring Black visual arts, craft, food, innovation and entrepreneurship. Intimate pedestrian alleys and courtyards will connect 2nd Court to the surrounding streets, recreating the scale and spirit of historic Good Bread Alley and providing spaces for impromptu performance, artwork and market stalls to revive the spirit of family businesses and local artwork that was such an essential part of Overtown's history. The street can easily be closed to traffic for festivals, markets and musical and arts events. Parking decks will be located at northern and southern ends with highly visible stair and elevator cores; these will be the point of origin and return for many pedestrians. New development will be limited to three stories, with two story loggias activating street level and second level businesses. Garage doors, operable facades will open businesses to the street. Flush, curbless pavement from building line to building line will create a drivable street that can readily be closed for special events. Lushly landscaped mid-block pedestrian ways and courtyards will connect to 2nd Avenue and 3rd Avenue creating a densely layered pedestrian network.

3rd Avenue: 3rd Avenue will focus on neighborhood retail, services and amenities to serve the residents and guests of Overtown. As in its heyday, this will focus on locally owned businesses to re-build the economic vitality and self-sufficiency of the community. New development will include residential, hospitality, retail and commercial

office and will step up to a maximum of eight stories with tiered transitions stepping down toward 2nd Court. The corners of 8th Street and 11th Terrace will have threshold markers to designate the entry points to the District.

6th and 7th Streets: These streets frame the southern end of the district and are undergoing dense, high-rise new development that will connect the core of Overtown with downtown Miami. 6th Street extends all the way to the east to Biscayne Bay with the American Airlines Arena and the Museum of Art and Design, making it an important pedestrian connection.

8th Street: As the primary vehicular access from I-95 8th Street is a primary vehicular entrance to the district as well as to developments further east. It is also major pedestrian link to the MetroRail and Brightline, as well as to Biscayne Boulevard and the American Airlines Arena. The corners of 2nd and 3rd Avenues will be primary thresholds marked by iconic art or graphics.

10th and 11th Streets: The primary connections to Museum Park and Biscayne Boulevard to the east as well as the historic western section of Overtown. These will be the location of primarily new residential development to provide housing choices for new residents of Overtown. They will receive new streetscape and markers at the intersections of 2nd and 3rd Avenues designating the eastern and western entrances to the District.

DESIGN FRAMEWORK DIAGRAM



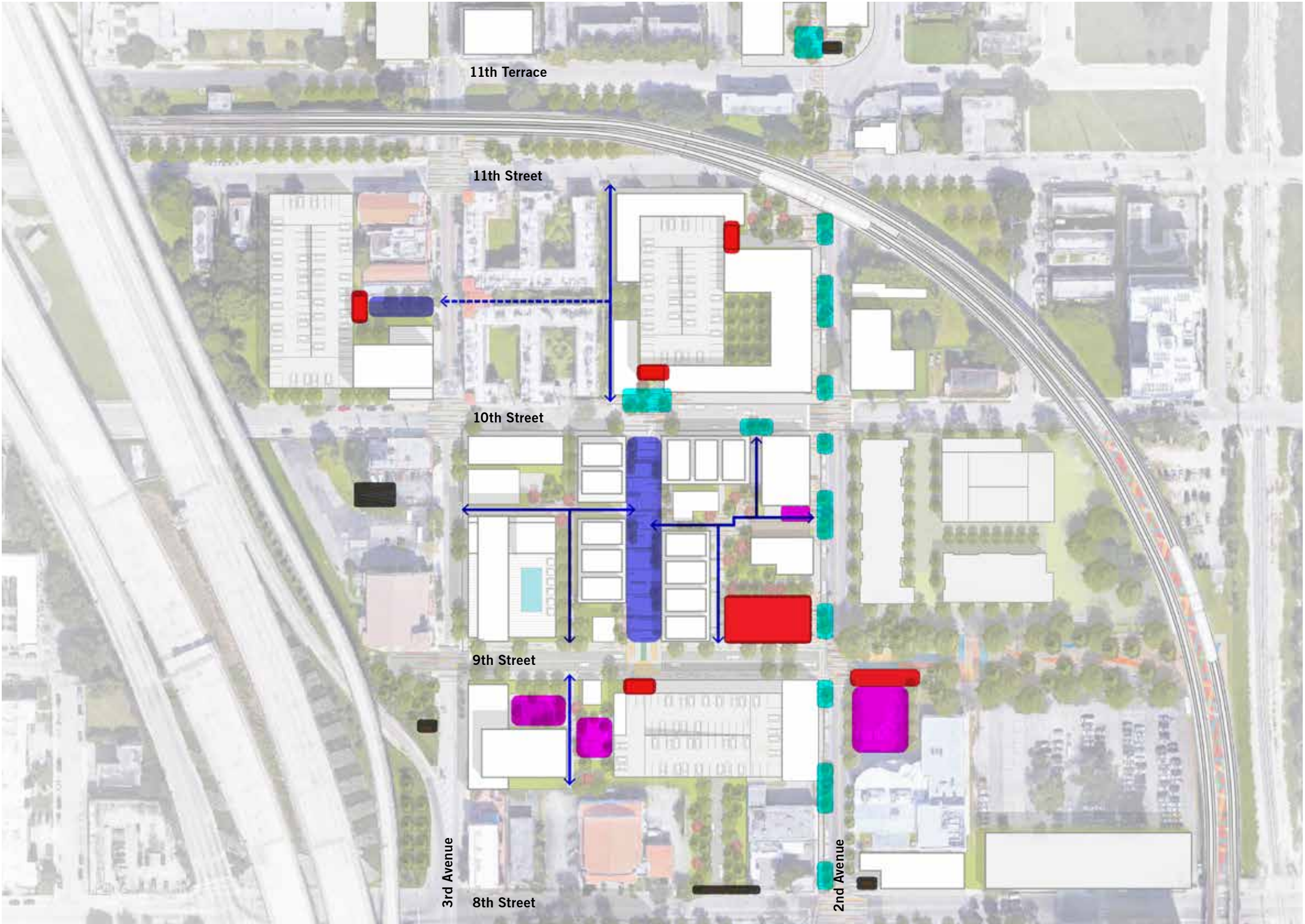
DESIGN ELEMENTS: URBAN PLACEMAKING

- **SPACES FOR ART AND PERFORMANCE:** The public realm will provide opportunities for public art, informal improvisation and performance. Public spaces will create opportunities for individual expression and continual change and evolution.
- **ALLEYS AND COURTS:** Courtyards and mid-block pedestrian alleys will create additional pedestrian spaces for street life, art, businesses and social interaction.
- **LANDSCAPE PARKLETS:** Lush landscaping will reflect the sub-tropical climate and variety of flora that thrives in south Florida. Groupings of dense tree planting will create deep shade and visual texture and beauty.
- **SPECIAL STRUCTURES:** Several specific structures will visually enrich and lend identity to the district:
 - Shade pavilions: These can create a design vocabulary that will be part of the district identity.
 - Benches and seating: Like the shade pavilions these will share a common design theme that contribute to the district identity.
 - New building at the NW corner of 2nd Ave and 9th Street; while the program is not yet determined this building will be an important anchor for this critical corner.
 - Stair/elevator towers: The stairs and elevators of the parking structures will be designed as visible markers for orientation and safety for the public.
- **THRESHOLDS:** Key entry points to the Overtown Cultural and Entertainment District will create a strong sense of arrival and help to define the character of the district. These can be commissioned works of art or sculpture, as well as architectural features or branded graphics. The locations for the primary markers are:
 - 2nd Avenue and 8th Street – northeast corner.
 - 2nd Avenue and NW 11th Terrace – north side, on axis with 2nd Avenue.
 - 3rd Avenue and 8th Street – northwest corners.
 - 3rd Avenue and NW 11th Terrace – existing murals on MetroRail overpass.
- **SECONDARY MARKERS:**
 - 10th Street at 2nd and 3rd Avenues
 - 11th Street at 2nd and 3rd Avenues
- **LIGHTING AND SECURITY**
 - New streetscape lighting will be implemented to improve safety, visibility, and function of the public realm.
 - Light poles may integrate security features such as cameras or call boxes as needed.
 - Integrate branding and wayfinding.

OVERTOWN VISION

DIAGRAM KEY

- ART & PERFORMANCE
- ALLEYS & COURTS
- LANDSCAPE PARKLETS
- SPECIAL STRUCTURES
- THRESHOLDS & MARKERS



PLANNED 2ND AVENUE



This architectural rendering depicts a lively urban plaza designed for community engagement and cultural activities. The scene is set on a wide, paved pedestrian walkway lined with lush green trees and colorful flowering plants. In the foreground, a man sits on a low, curved concrete bench, playing an acoustic guitar. To his left, a small, modern, white, box-like structure with a flat roof serves as a 'SHADE PAVILION'. Further back, a large, multi-story building with a modern facade features a prominent sign that reads 'EST. 2010 THE ROOSTER'. A vertical banner on the building's side displays the word 'STREET' in large, colorful letters. To the right of the building, a large, open-air wooden structure with a slatted roof and glass walls provides a 'FLEXIBLE PUBLIC SPACE' for people to sit and socialize. In the background, a car is parked on the street, and several people are walking or standing, adding to the sense of a busy, active community space. The overall atmosphere is bright and inviting, with a focus on integrating nature, art, and public amenities into the urban environment.

SIGNAGE + ART

SHADE PAVILION

SITE FURNISHINGS + PARKLET

ADAPTIVE RE-USE

CULTURAL + ENTERTAINMENT PROGRAMMING

FLEXIBLE PUBLIC SPACE

INTERPRETIVE CONTENT

2ND AVENUE AT 9TH STREET



BRANDED
LIGHT-POLE

DESTINATION
RESTAURANT / BAR

SHADE / PERFORMANCE
PAVILION

RETAIL /
ENTERTAINMENT

RED ROOSTER

PEDESTRIAN
ORIENTED

LYRIC THEATER PLAZA

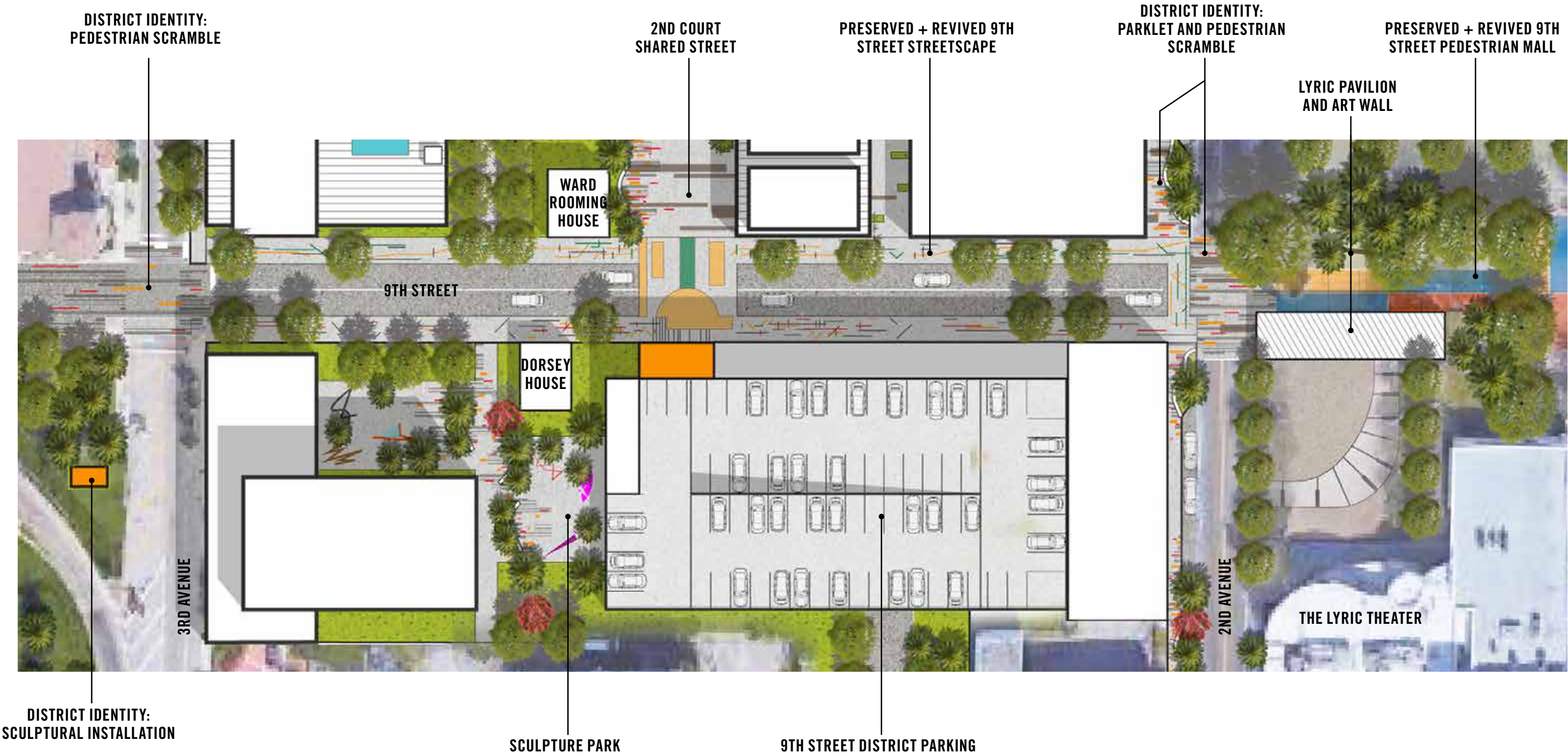


SHADE / PERFORMANCE
PAVILION

OVERTOWN
SCULPTURE

REVITALIZED GARY
MOORE STREETScape

PLANNED 9TH STREET



9TH STREET ENLARGEMENT



9TH STREET LOOKING EAST



9TH STREET LOOKING WEST



2ND COURT PEDESTRIAN MALL

DISTRICT IDENTITY:
STAIR TOWER, TYP.

COURTYARD

PARKLET, TYP.

PRESERVED + REVIVED 9TH
STREET STREETScape



2ND COURT
ENLARGEMENT



2ND COURT PEDESTRIAN MALL LOOKING SOUTH



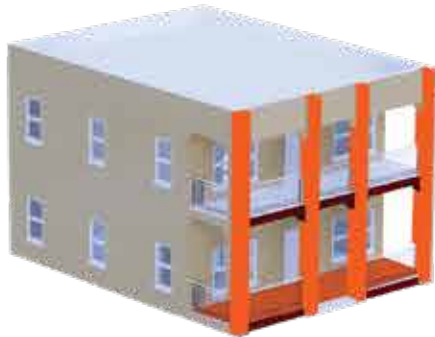
OVERTOWN AERIAL



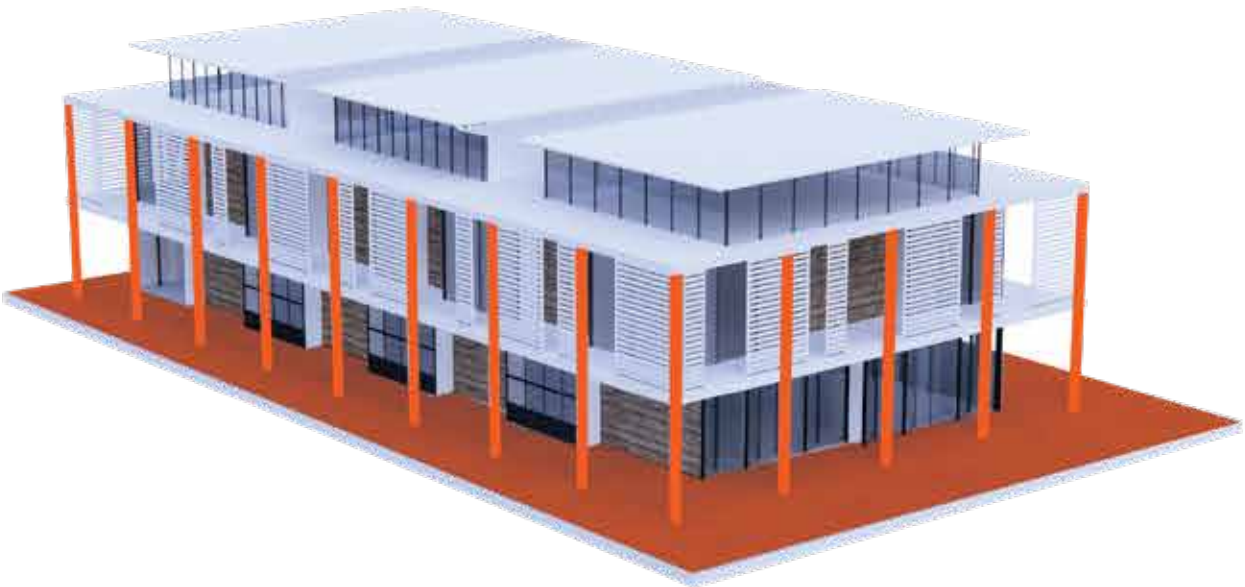
ARCHITECTURAL DESIGN FRAMEWORK

PORCHES AND BALCONIES: These were an essential element of Overtown and the African American community, creating a social space that mediated between dwellings, businesses and the public realm. These will be a central architectural theme for all new buildings in the district.

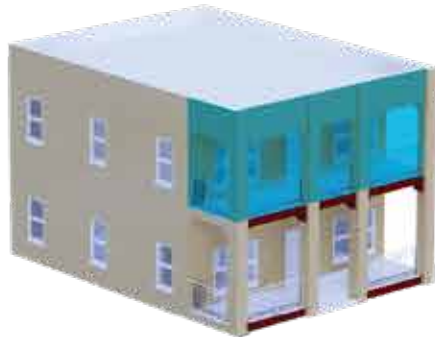
ARCADES & PORCHES



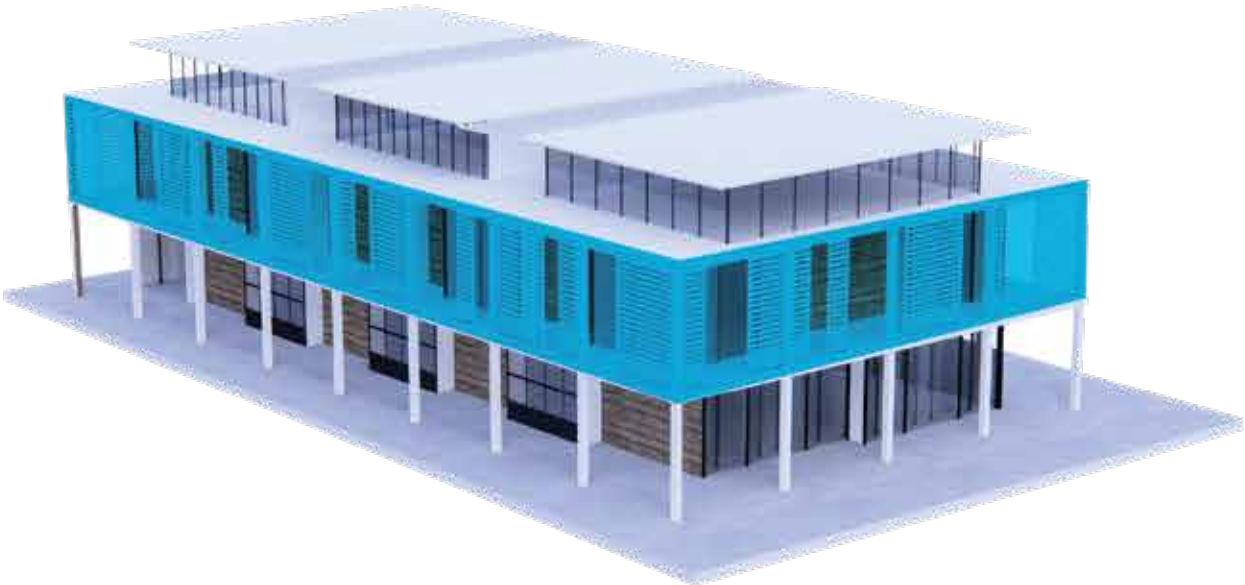
HISTORIC → NEW



BALCONIES



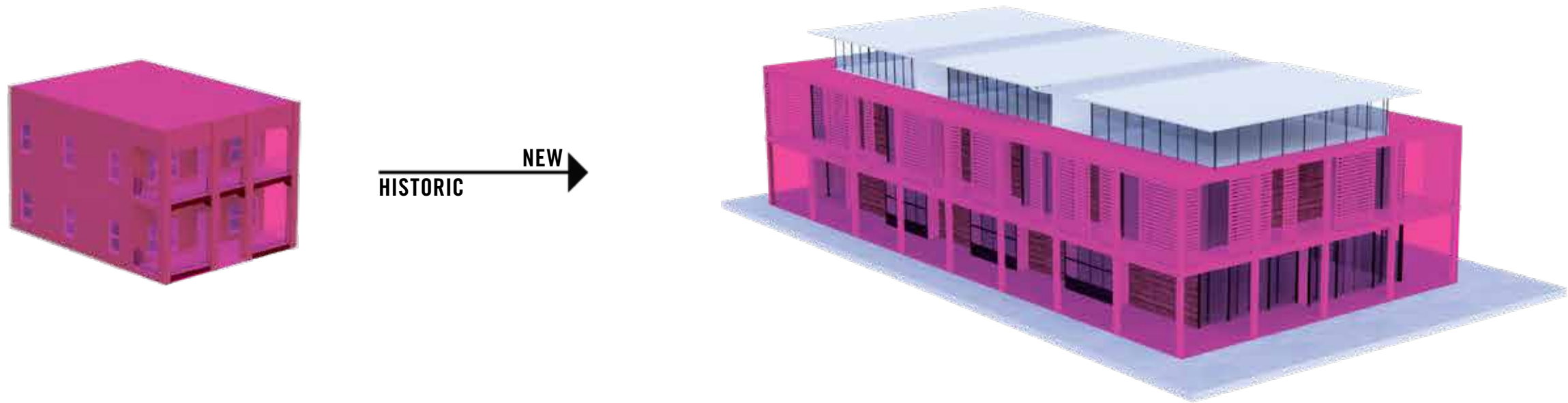
HISTORIC → NEW



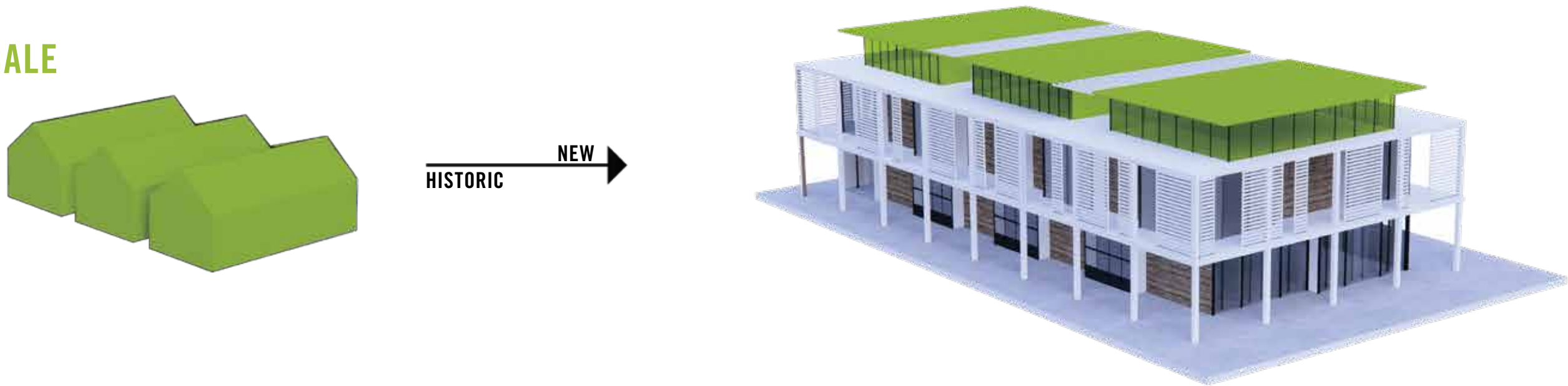
ARCHITECTURAL DESIGN FRAMEWORK

SMALL SCALE: In contrast to much of the new development in downtown Miami and other nearby urban districts the development in the Overtown Cultural and Entertainment district will be modest in scale, reminiscent of the historical development patterns of the area. Heights will range from three stories in the core area to five and seven in the northern section.

2 STORY DATUM



SMALL SCALE



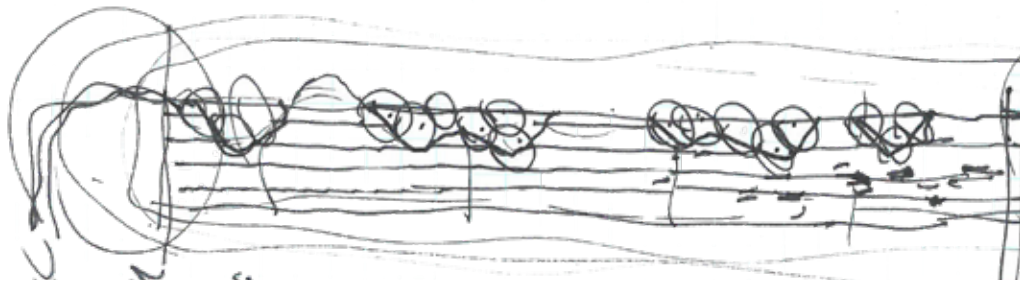
PUBLIC REALM FRAMEWORK / STORY TELLING



REVIVE OVERTOWN’S EXISTING
ART + IDENTITY



CELEBRATE OVERTOWN’S
CULTURAL + ENTERTAINMENT
LEGACY



STREETSCAPE CONCEPT SKETCH



“I’M A SOUL MAN” MELODY

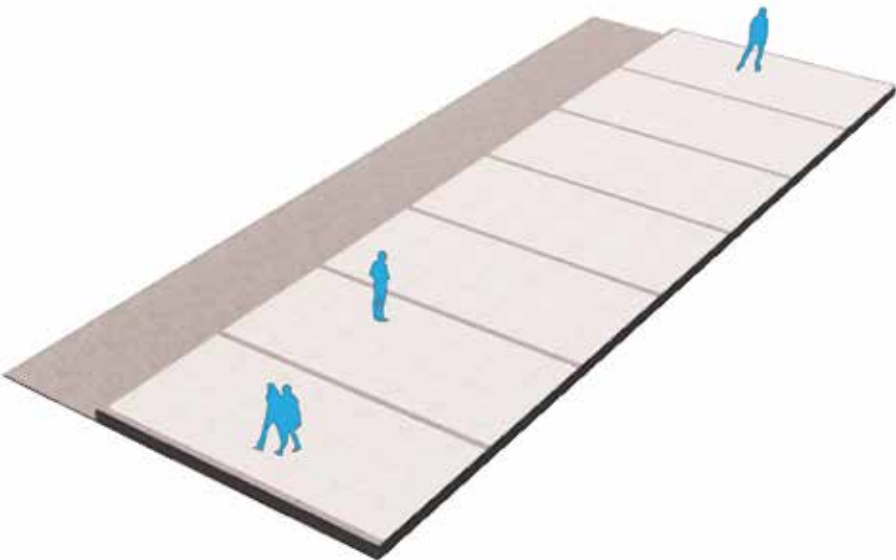


SITE-SPECIFIC BENCH EXPRESSION

ESTABLISH AN “AUTHENTICALLY
OVERTOWN” DESIGN IDENTITY

PUBLIC REALM FRAMEWORK / DESIGN CONCEPT

The design of the public realm will convey the energy and vitality of the Overtown community in its heyday as expressed by its music and visual arts. It will create a framework that the community can inhabit and give expression to its creativity and culture. The musical energy of Overtown will be the theme that animates the streetscape design through the rhythms and variety of the materials and detailing.



**1) REPETITION + STRUCTURE
THROUGHOUT DISTRICT**



**2) RHYTHM + VARIETY
AT NODES**



**3) FLEXIBLE +
FUNCTIONAL SPACES**

PUBLIC REALM FRAMEWORK / PARKLETS

Parklets are located throughout the district and define Overtown’s pedestrian-oriented environment. The parklets provide shade and social seating, creating comfortable gathering and socializing areas. Public art and interpretive elements are featured in these green areas, and dense native planting contribute to stormwater management and heat island reduction.



2ND COURT PARKLET AT WATERMELON BUILDING



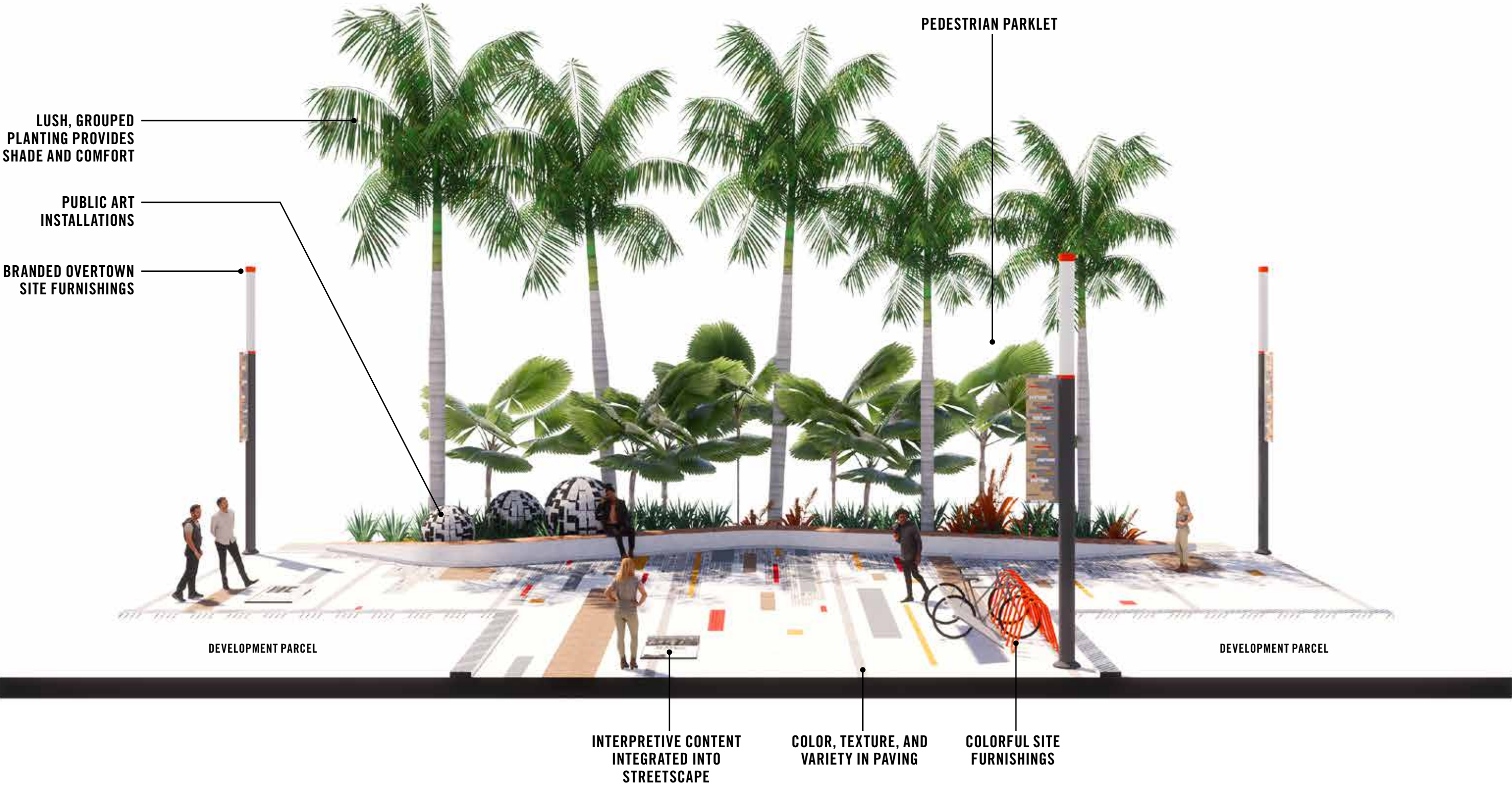
TYPICAL 2ND AVENUE PARKLET



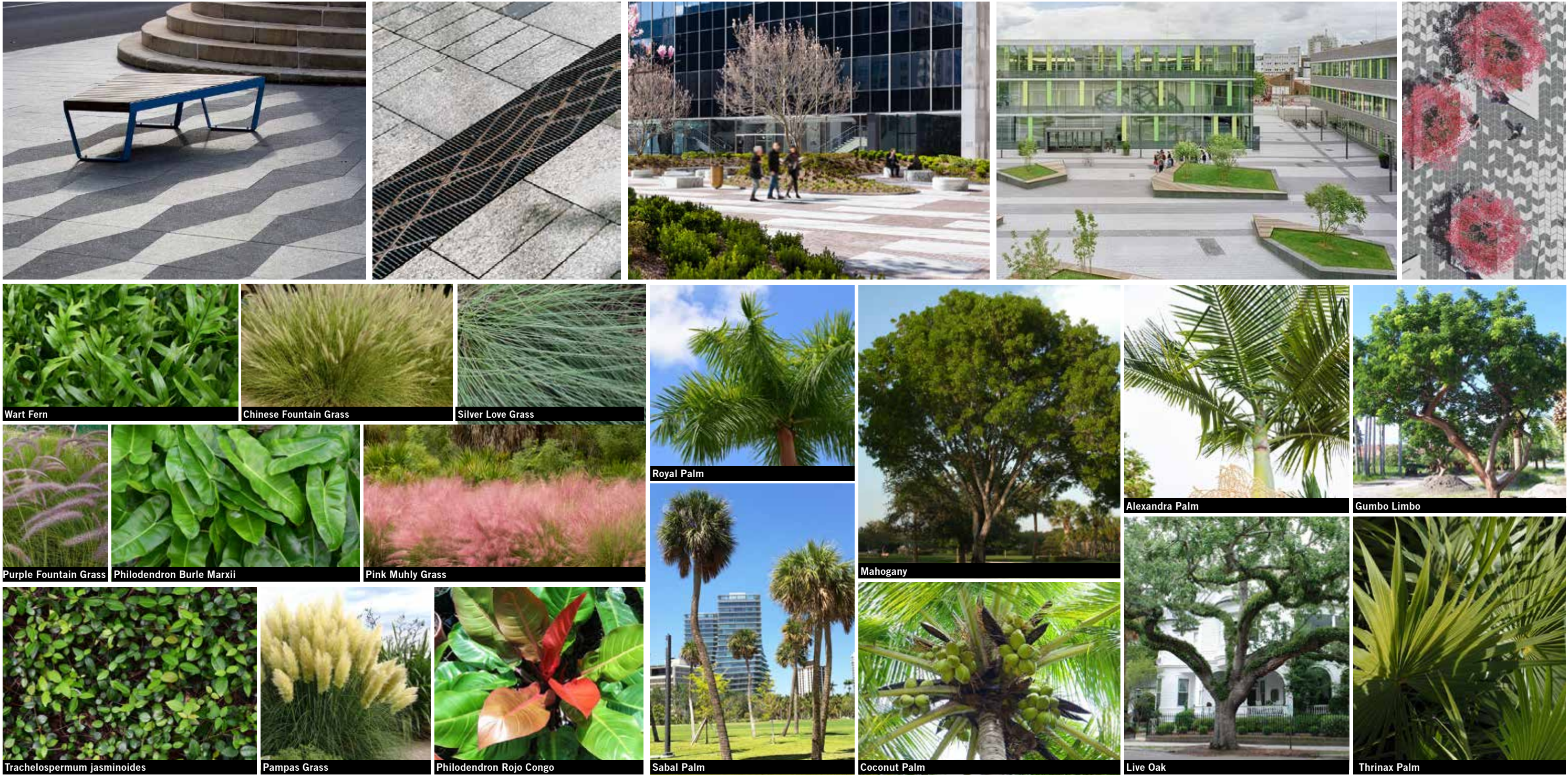
10TH STREET STAIR TOWER PARKLET



PUBLIC REALM FRAMEWORK / MATERIALITY + IDENTITY



PUBLIC REALM FRAMEWORK / HARDSCAPE + PLANTING PALETTE



DISTRICT RESILIENCE

DIAGRAM KEY

- ADAPTIVE RE-USE PROJECTS
- REVITALIZED CULTURAL ELEMENTS
- PHOTOVOLTAIC POTENTIAL
- GREEN ROOFS
- GREEN SPACES + PARKLETS



DISTRICT RESILIENCE

DISTRICT RESILIENCE: SOCIAL + ENVIRONMENTAL + TECHNOLOGICAL

LOCATION AND TRANSPORTATION:

Excellent access to multiple modes of public transportation, including bus routes and Metro Rail.

Alternative transportation options: Ride share, bikes lanes, bike share

Utilization of existing infrastructure

High degree of walkability

Smart bus stops

SUSTAINABLE SITES:

Green roofs mitigate rainwater runoff and reduce the urban heat island effect

Parklets and bioswales in the public realm mitigate rainwater management

High albedo materials

Permeable materials in lower-traffic and low-lying areas

WATER EFFICIENCY:

Rainwater harvesting

Rainwater reuse in cooling towers

Low flow plumbing fixtures in rest rooms

ENERGY AND ATMOSPHERE:

Chilled beams

LED lighting

Occupancy sensors

Electronically tinted glass

Sun shading and appropriate building orientation

MATERIALS AND RESOURCES:

Sustainably sourced building materials

Renewable products

Regional sourcing

Composting and waste management

INNOVATION AND ADAPTIVE REUSE:

Smart city infrastructure design principles at a district scale

Adaptive reuse of historic structures and cultural resources

Community engagement

Creation of sustainable local jobs and economic growth

Public education through interactive displays

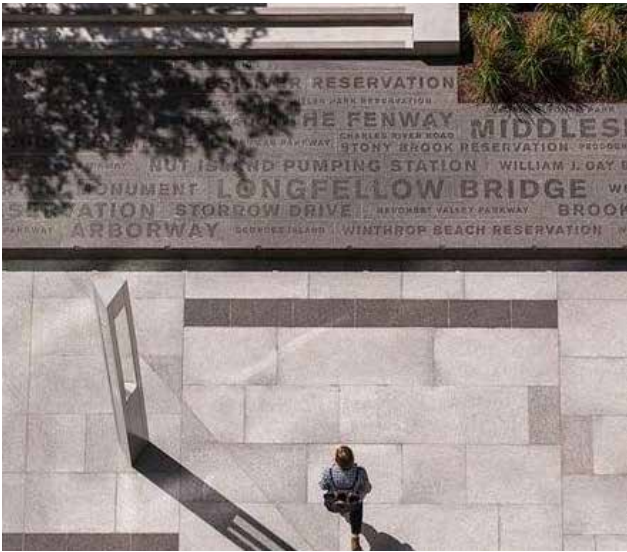
DISTRICT IDENTITY + WAYFINDING



DISTRICT IDENTITY + WAYFINDING

Specific elements will visually enrich and bring authentic identity to the district:

- **SHADE PAVILIONS:** These can create a design vocabulary that will be part of the district identity.
- **BENCHES AND SEATING:** Like the shade pavilions, these can share a common design theme.
- **NEW CORNER ANCHOR BUILDING:** Located at the NW corner of 2nd Ave and 9th Street - while the program is not yet determined this building will be an important anchor for this critical corner.
- **STAIR/ELEVATOR TOWERS:** The stairs and elevators of the parking structures will be designed as visible markers for orientation and safety for the public.
- **INTERPRETIVE CONTENT + PUBLIC ART:** Throughout the district historic imagery, plaques, and curated art will tell the story of Historic Overtown and the new district's origins.



DISTRICT PARKING

PARKING TOTALS	
PHASE 1 CARS	1,175
PHASE 2 CARS	1,012
TOTAL CARS	2,187

PHASE 1 - WEST DECK		
LEVELS	SF	CARS
6	216,000	675

PHASE 2 - NORTH DECK		
LEVELS	SF	CARS
6	162,000	506

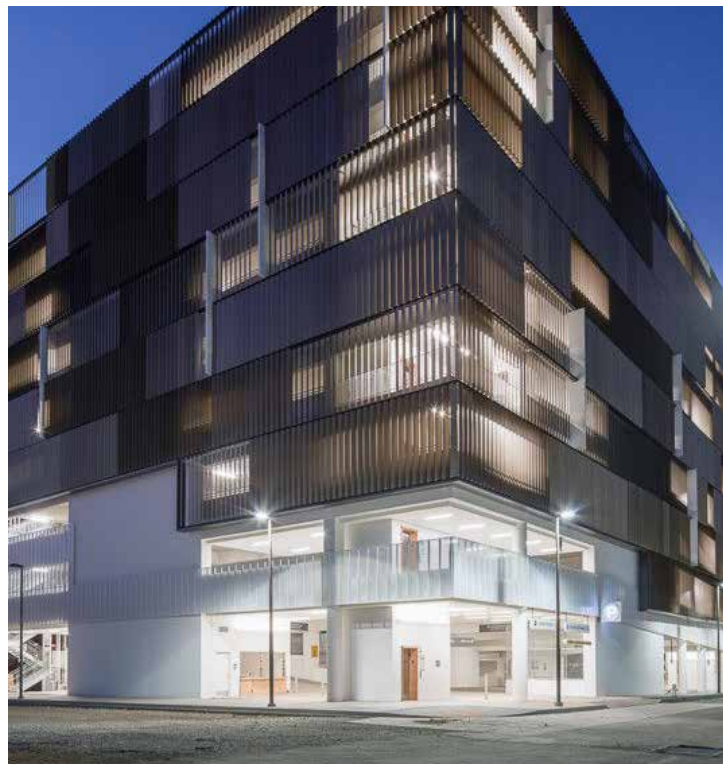
PHASE 2 - 10TH STREET DECK		
LEVELS	SF	CARS
6	162,000	506

PHASE 1 - 9TH STREET DECK (W/10K SF MUSEUM)		
LEVELS	SF	CARS
5	160,000	500



DISTRICT PARKING

Applying a district parking strategy limits large surface lots and encourages a walkable district. The parking decks will have integrated ground-level programming along 9th Street and 3rd Avenue and will feature unique colorful and artistic skins to celebrate Overtown’s identity and culture. The grand stair and elevator towers will serve as pedestrian orientation devices and will serve as artistic beacons in the urban landscape.



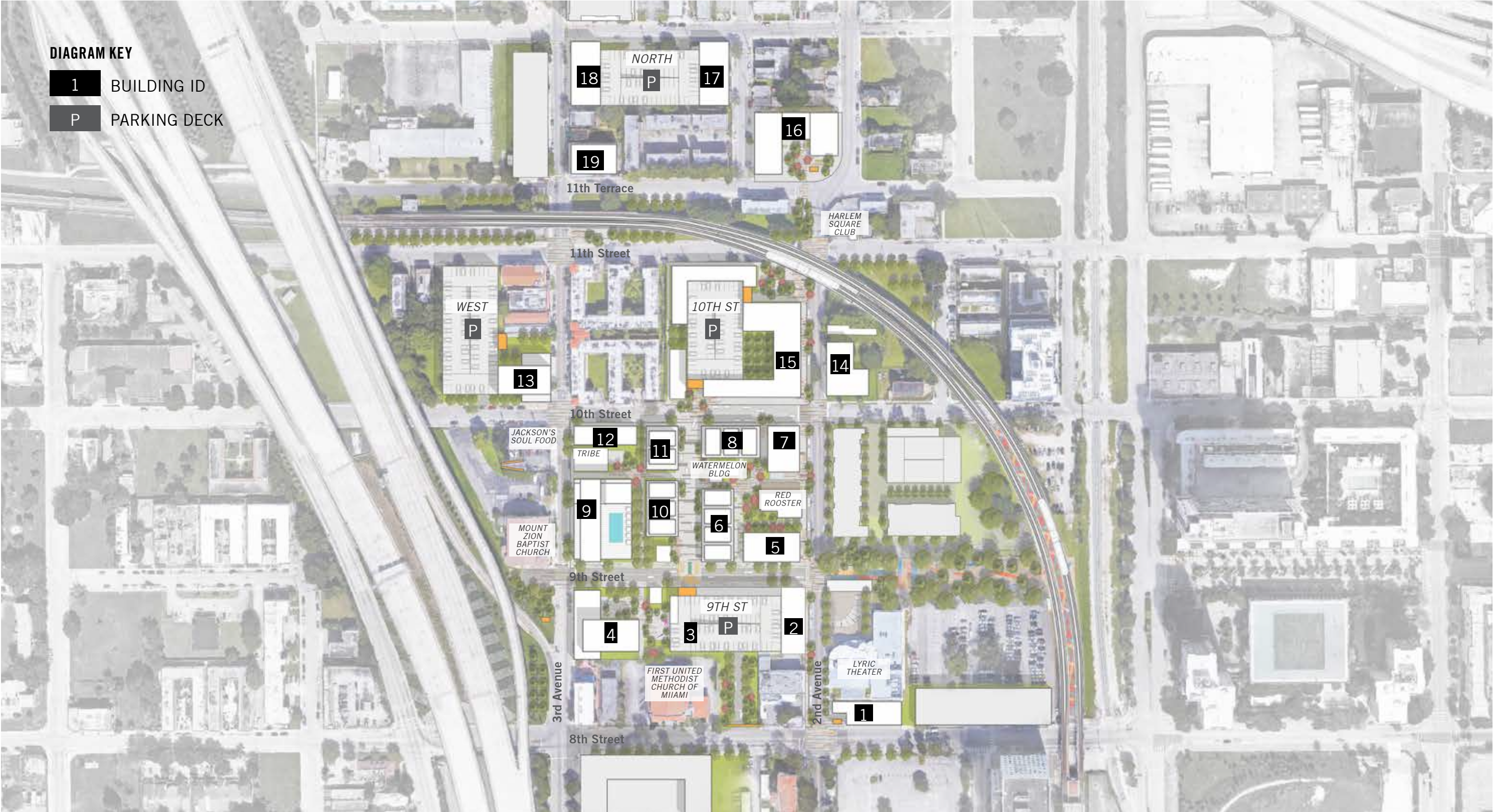
PROGRAM + PHASING

STRATEGIES + METRICS

DEVELOPMENT METRICS

Building	Footprint GSF	Stories	Total GSF	Retail SF	Comm SF	Res SF	DU	Hotel keys	Parking Demand*	Parking	Footprint	Levels	GSF	SF/Car	Total	
1	6,000	2	12,000	6,000	6,000				36	9th Street Deck	30,000	5	150,000	320	469	
2	12,000	3	36,000	10,000	28,000				114	10th Street Deck	27,000	6	162,000	320	506	
3	30,000	1	30,000	30,000					90	West Deck	36,000	6	216,000	320	675	
4	18,000	6	108,000	10,000		98,000	98		192							
5	10,000	2	20,000	16,000					48	North Deck	27,000	6	162,000	320	506	
6	12,000	3	36,000	12,000	24,000				108	Total Provided			690,000			2,156
7	8,000	3	24,000	8,000	16,000				72	Total Demand*			2,469			
8	9,000	3	27,000	9,000	18,000				81	Delta			(313)			
9	14,000	6	84,000	12,000				120	135	Demand - 30% Reduction			1,728			
10	9,000	3	27,000	9,000	18,000				81	Delta - 30% Reduction			428			
11	7,000	3	21,000	7,000	14,000				63	Demand - 50% Reduction			1,234			
12	5,000	6	30,000	6,000		24,000	24		58	Delta - 50% Reduction			922			
13	9,000	8	72,000	6,000		66,000	66		127	*Parking Ratio Assumptions:						
14	9,000	8	72,000	6,000		66,000	66		127							
15	35,000	8	280,000	16,000		264,000	264		484	Retail:	3/1,000 SF					
16	19,000	8	152,000	10,000		142,000	142		264	Commercial:	3/1,000 SF					
17	10,000	8	80,000	5,000		75,000	75		139	Residential:	1.5/DU + 10%					
18	10,000	8	80,000	5,000		75,000	75		139	Hotel:	.75/Key + 10%					
19	8,000	8	64,000	5,000		59,000	59		112							
Totals																
			1,255,000	188,000	124,000	869,000	869	2,469								

DEVELOPMENT METRICS



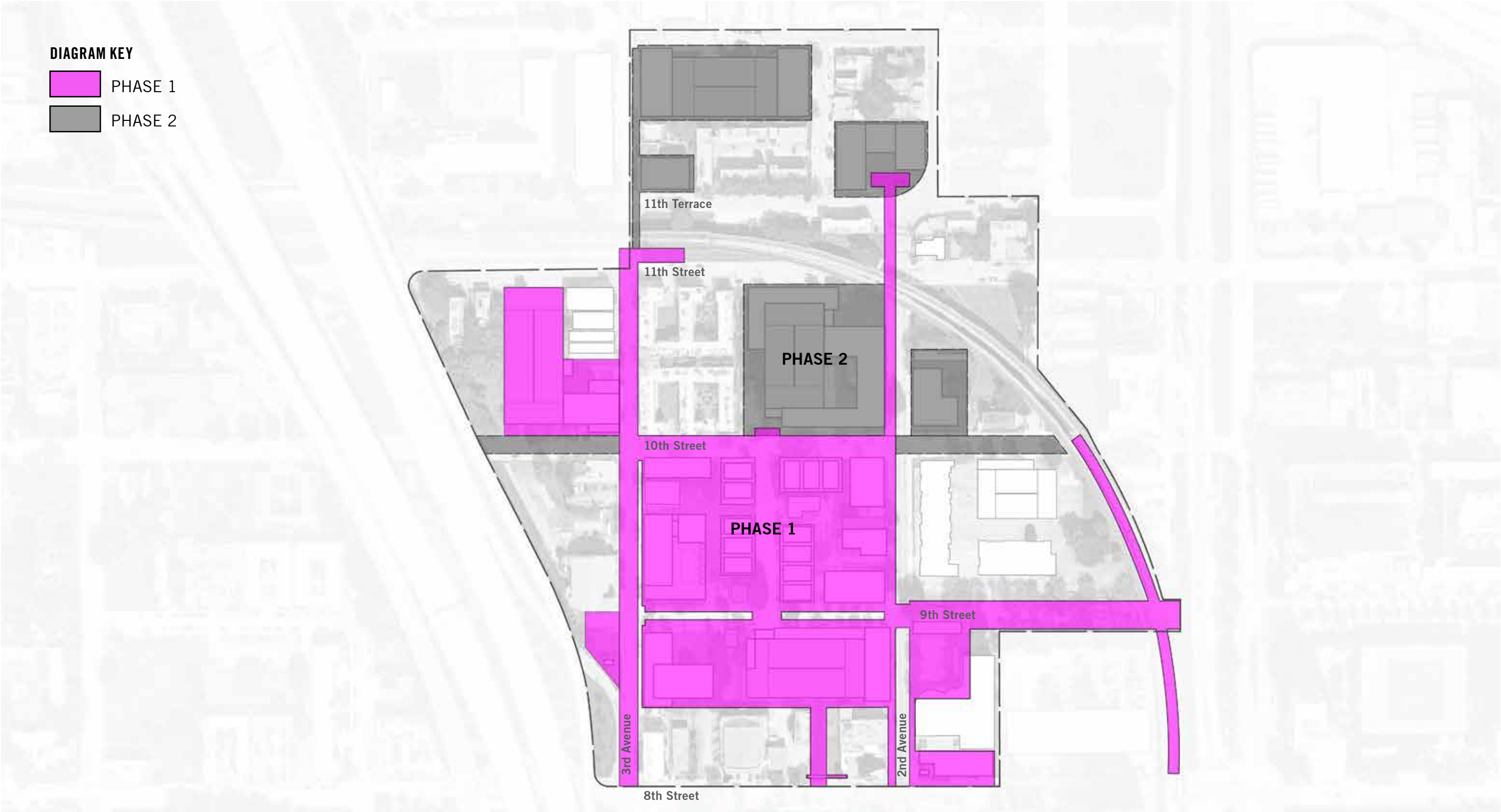
POTENTIAL PUBLIC INFRASTRUCTURE PROJECTS

DIAGRAM KEY

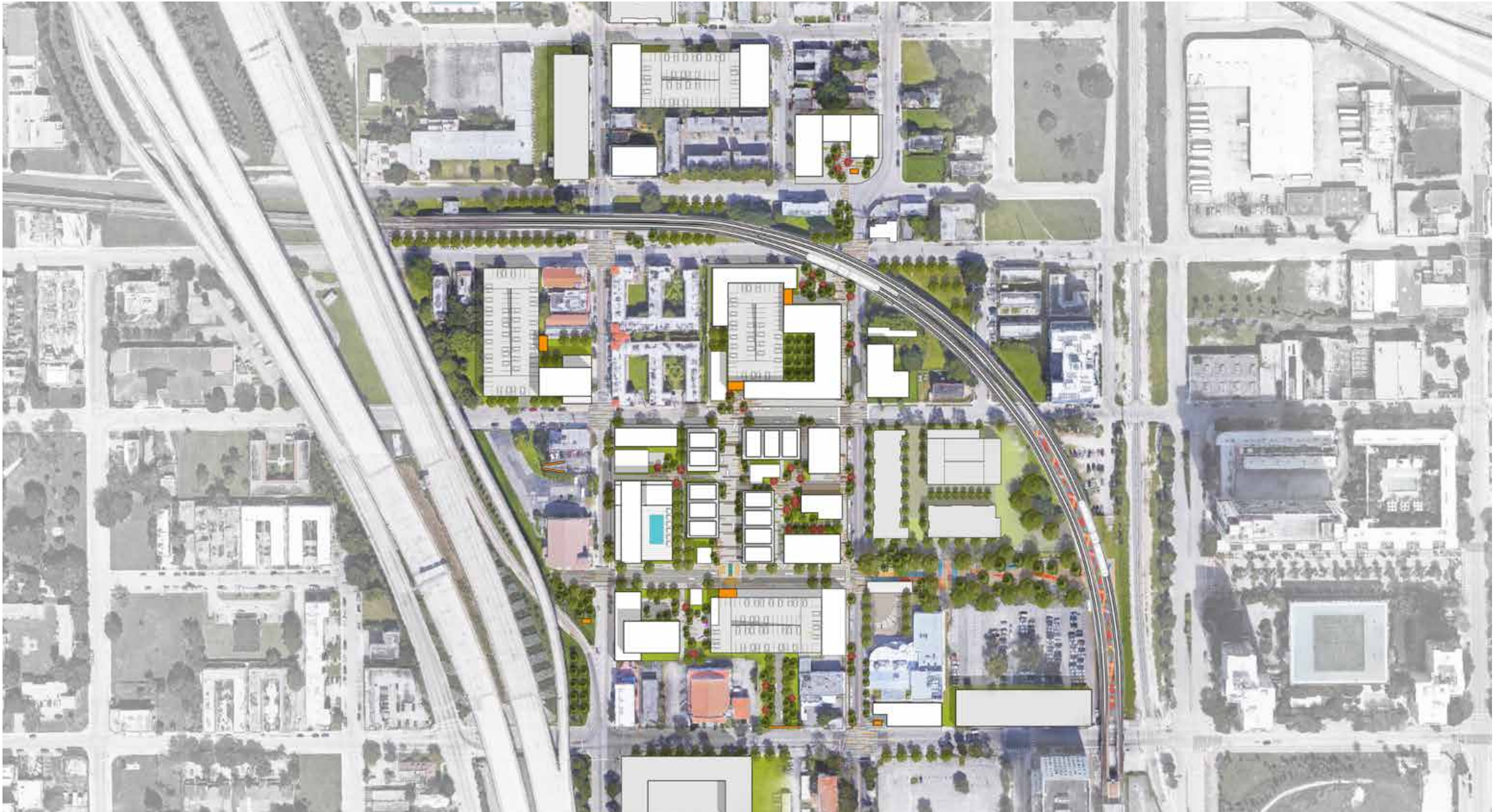
- STREETSCAPE IMPROVEMENTS
- REVITALIZED CULTURAL ELEMENTS
- DISTRICT PARKING STRUCTURES



PHASING STRATEGY



DEVELOPMENT FULL BUILD-OUT



HISTORIC OVERTOWN CULTURE & ENTERTAINMENT DISTRICT

PERKINS+WILL



05.30.19 / MASTER PLAN DOCUMENT