



## **Downtown Miami Gets Ready to See Green**

*Miami DDA Hosts Community Meeting to Kick-Off Plans for Biscayne Green- A demonstration project showcasing a reimagined Biscayne Boulevard in the Heart of Downtown Miami*

*This one-month installation planned for January 2017, will provide a sneak peek into the future of Downtown Miami and build the necessary support for the long term vision.*

**MIAMI – October 18, 2016** – One of Downtown Miami’s signature corridors may soon become a lot more walkable and inviting. The Miami Downtown Development Authority (Miami DDA), in partnership with The Street Plans Collaborative, will kick off a one-month public space installation in the heart of Downtown Miami’s Central Business District, transforming three of the medians along Biscayne Boulevard into a temporary park and pedestrian promenade.

The planned installation will transform some of Biscayne Boulevard’s parking lots – from SE 2<sup>nd</sup> Street to NE 1<sup>st</sup> Street – into active public space programmed with fun and interactive elements from January 6 through January 29, 2017.

The Miami DDA is hosting a community meeting on October 19, 2016 at the Miami Center for Architecture and Design (MCAD) at 100 NE 1<sup>st</sup> Avenue from 5:30 p.m. – 7:00 p.m., to provide residents and stakeholders the opportunity to lend input on what types of activities they would like to see included during the month-long event, such as concerts, active recreation, food truck rallies, and more. This meeting is also invitation for local businesses to participate and learn how to get involved.

“If Miami wants to be a world class city, it has to prioritize the pedestrian experience,” said Alyce Robertson, Miami DDA Executive Director. “With this temporary installation, we hope to demonstrate the power of turning ideas into reality through temporary measures quite quickly – and test how people react to these transformative ideas to make Downtown more walkable and livable.”

The installation is part of a long term initiative to advocate for Biscayne Green, an ambitious project proposed by the Miami DDA that proposed to eliminate four-lanes of traffic (2 lanes in each direction) and surface parking lots on the medians along the Biscayne Boulevard Corridor (US1) between SE 1<sup>st</sup> Street and NE 6<sup>th</sup> Street – and replace it with a pedestrian promenade akin to the Embarcadero in San Francisco or Las Ramblas in Barcelona and provide for bicycle facilities. The project is currently pending funding approval from the Florida Department of Transportation (FDOT) to advance a Lane Elimination Analysis, which has been identified as the next step to solidify plans for Biscayne Green.

The temporary installation is made possible by seed funding from the Knight Foundation and The Miami Foundation. As part of the 2015 Knight Foundation’s Knight Cities Challenge, the Miami DDA’s proposal

for Biscayne Green was selected as a winning project among 4,500 ideas submitted and 158 finalists nationwide.

The effort to create a reimagined Biscayne Boulevard, in part, is due to Downtown Miami's changing demographics and population surge, which has grown to nearly 90,000 people with roughly half falling between the ages of 20-44.

The goal, according to Ms. Robertson, is to enhance the district's connectivity and activate its streets, while prioritizing walkability, transit, safety, quality of life, and economic growth.

Following the October 19 meeting, the Miami DDA will continue to gather input from stakeholders and work with its consultants to refine details and finalize event programming, which will be released ahead of the planned January 2017 opening.

For more information, to get involved, and stay up to date on the Biscayne Green long-term project and anticipated month-long installation, please visit [www.biscaynegreenmiami.com](http://www.biscaynegreenmiami.com).

#### **About the Miami Downtown Development Authority**

The Miami DDA is an independent agency of the City of Miami funded by a special tax levy on properties in its district boundaries. It is governed by a 15-member Board comprised of three public appointees and 12 downtown property owners, residents and/or workers who are tasked with overseeing the direction of the agency and setting policy. The agency is committed to grow, strengthen and promote the economic health and vitality of downtown Miami. As an autonomous agency of the City of Miami, the Miami DDA advocates, facilitates, plans, and executes business development, planning and capital improvements, and marketing and communication strategies. Visit [www.MiamiDDA.com](http://www.MiamiDDA.com) for more information.