



# *City of North Miami Downtown Business Report*

*May 2016*

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*Economic Development Survey & Analysis of  
NE 125<sup>th</sup> Street Businesses and  
Surrounding Central Business District*

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# Table of Contents

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<b>Downtown Business Survey.....</b>	<b>2</b>
<b>NE 125<sup>th</sup> Street Improvements Survey.....</b>	<b>11</b>
<b>Raw Data from Surveys (Appendix A).....</b>	<b>17</b>
<b>In-person Survey Form (Appendix B).....</b>	<b>80</b>
<b>Online Survey Form (Appendix C).....</b>	<b>85</b>
<b>Downtown Concept Plan (Appendix D).....</b>	<b>97</b>
<b>Beacon Council Community Profile (Appendix E).....</b>	<b>181</b>

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# Downtown Business Report

## *NE 125<sup>th</sup> Street Businesses in the Central Business District*

*May 2016*

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**Museum of  
Contemporary Art  
in Downtown  
North Miami**

### ***Introduction***

A community cannot effectively practice economic development without first understanding itself. For North Miami to build wealth and attract new commercial development, it must first evaluate the present state of its business community. The *Downtown Business Report* has been prepared to assist community leaders with identifying what economic elements their community has, and what opportunities are presented. The survey and analysis herein will assist the stakeholders and decision-makers of North Miami in understanding how to support the businesses currently in North Miami as well as what businesses the city should target.

The *Downtown Business Report* encompasses a business survey and analysis of its findings, focusing on the Central Business District (CBD) and NE 125<sup>th</sup> Street between 4<sup>th</sup> Avenue and 9<sup>th</sup> Avenue. A Central Business District is the heart of a community, and this is especially true for a city such as North Miami. North Miami's downtown includes City Hall, public parks, a high concentration of businesses, and the world-renowned Museum of Contemporary Art (MoCA). NE 125<sup>th</sup> Street is a major east-west state highway, and the only thoroughfare that connects North Miami to the communities east of Biscayne Bay. It traverses the heart of downtown, and is where most businesses surveyed are located.

Given the importance of the CBD to North Miami, City leadership has designated the CDB a unique Land Use boundary, and the 2014 *Downtown Concept Plan* (**Appendix D**) has led to the creation of a Planned Corridor Development Overlay in the CBD in the City's 2016 Comprehensive Plan process. (**Figure i**) The *Downtown Concept Plan* is a comprehensive design strategy that includes such efforts as beautification, identifying potential public-private partnerships, and ultimately transforming the North Miami downtown into an attractive, walkable district with cultural and economic vitality. To that end, this Downtown Business Report was conducted to gather information on current businesses and listen to their feedback on how to improve the downtown.

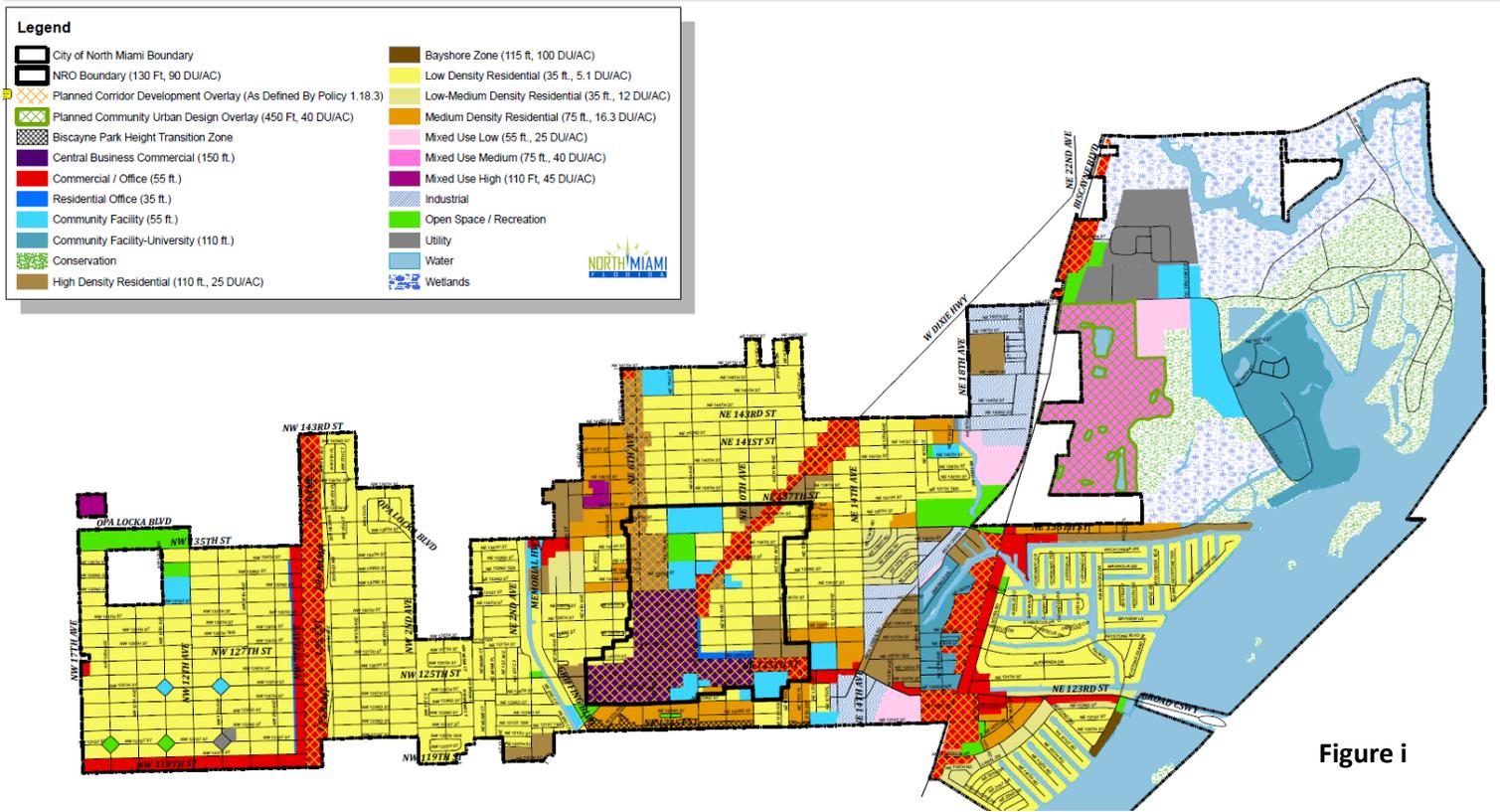


Figure i

## Methodology

From February 2016 to April 2016 business surveys were conducted with commercial entities located along NE 125<sup>th</sup> Street and surrounding locations in the Central Business District (CBD). This is the first in a series of surveys that will be conducted in the downtown district. Specifically, the downtown NE 125<sup>th</sup> corridor from NE 4<sup>th</sup> Avenue to NE 9<sup>th</sup> Avenue were surveyed indicated in gold on the Future Land Use Map below. (Figure ii) The purpose of the survey was to gather feedback from North Miami business owners to help identify ways to improve the quality of city services as they relate to supporting existing businesses as well as targeting new businesses based on the survey findings.

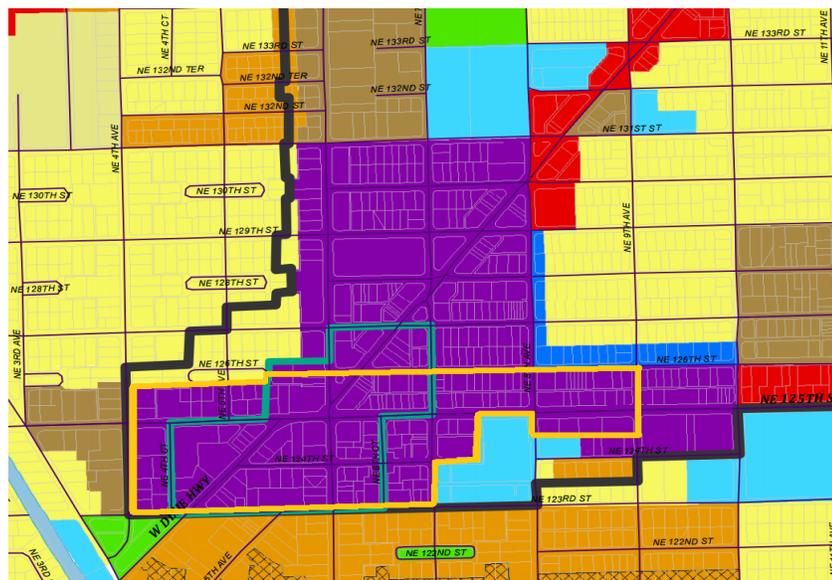


Figure ii

The survey was conducted in-person going door-to-door after arranging survey interviews via phone call. (Appendix B). In addition, the survey was posted on the survey-hosting website [www.surveymonkey.com](http://www.surveymonkey.com) (Appendix C) and emailed to business owners to fill out online. Overall, surveys were completed by 37 businesses out of 177 businesses (20%) located along NE 125<sup>th</sup> and adjacent streets in the CBD. (Appendix A) The goal of the survey was contact as many business in the CBD to gather a large sample size reflective of the broader demographics of the businesses in the downtown area. Based on the analysis of the surveys, these 37 businesses are an accurate reflection of the larger downtown business community in the CBD.

### TYPE OF BUSINESS SURVEYED

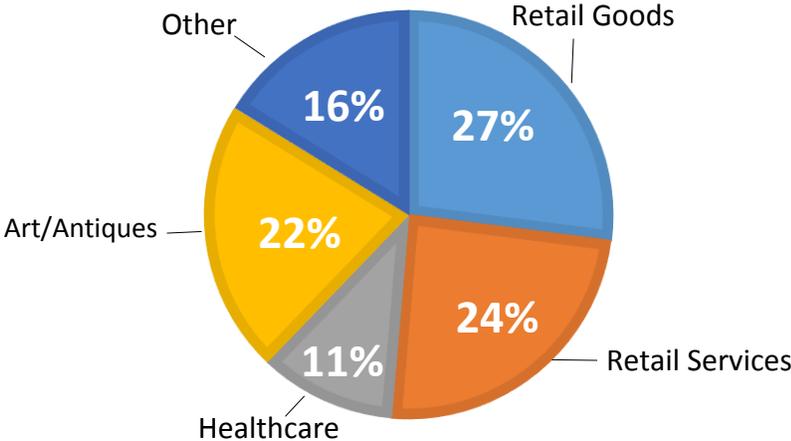


Figure 1.1

### Respondents Demographics

A majority of the businesses surveyed specialized in selling either retail goods or services (51%) such as a clothing store or a laundromat. (Figure 1.1) With MoCA in the heart of downtown North Miami, there was also a large number of art galleries. The “Other” category included businesses such as non-profit organizations and vocational programs. Given the demographics of the businesses located in downtown North Miami, this is an accurate sample variety. There are many retail stores and art galleries located along NE 125<sup>th</sup> Street in the CBD and that is reflective in the data collected through these surveys.

A substantial majority of respondents were small business owners with four employees or less (80%), and the plurality were owner-operated stores. (Figure 1.2) While most businesses surveyed had few employees, the largest employer surveyed was Rise Again Recovery & Wellness, a rehabilitation treatment center, with 32 employees. These findings are consistent with the statistics of the greater North Miami business community. According to The Beacon Council, 70 percent of North Miami businesses have four employees or less. (Appendix E)

## NUMBER OF EMPLOYEES

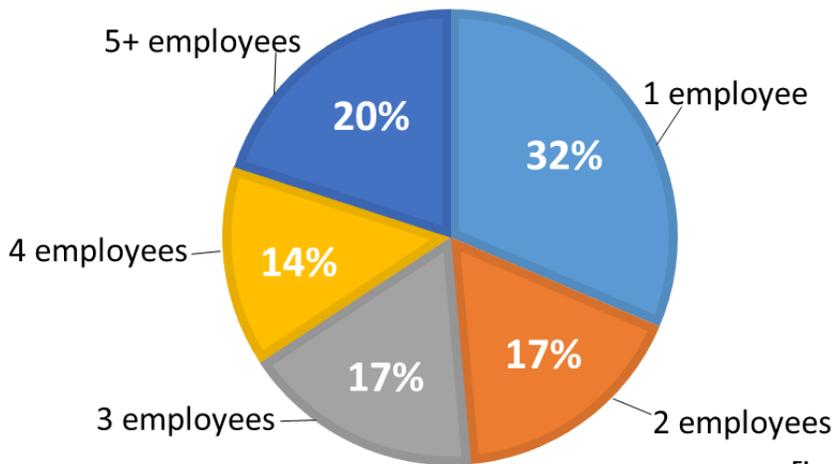


Figure 1.2

## NUMBER OF YEARS IN BUSINESS

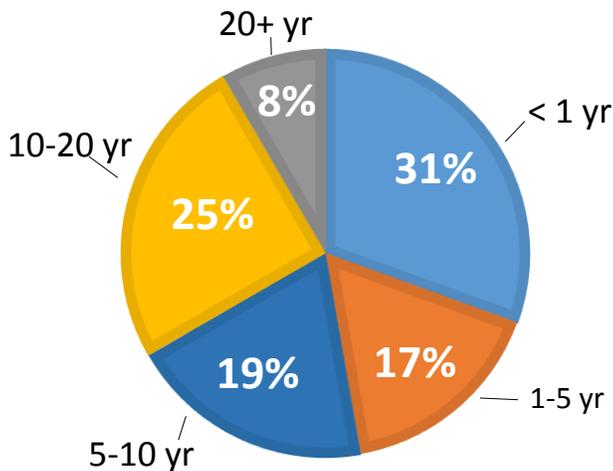


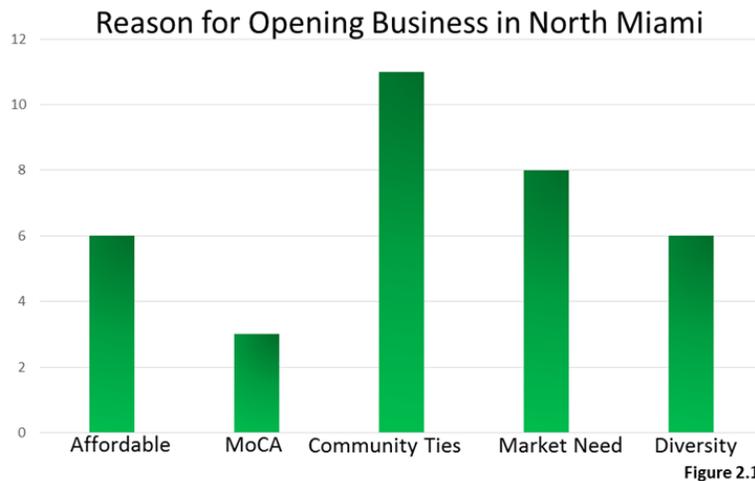
Figure 1.3

Not only were most respondents small businesses, but a substantial plurality of the respondents were new businesses started within the last year, and two-thirds of the businesses surveyed were started in the last ten years. (Figure 1.3) This underscores the fragility of the business market in downtown North Miami, as new small businesses are statistically the most vulnerable in the marketplace.

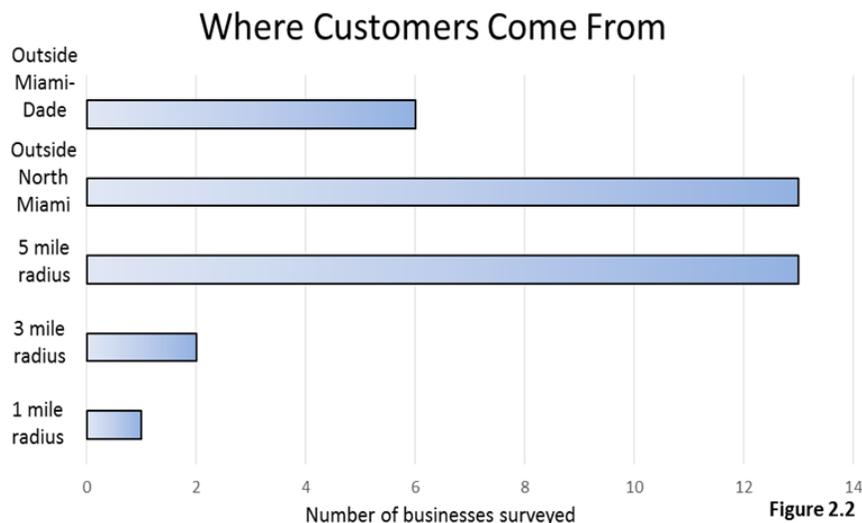
While most were new businesses, there were several notable outliers. D. Black & Son, a fabric exporter, has been continually operated by the same owner since 1956. D. Black & Son is one of the oldest continually operated businesses by the same owner in the City of North Miami. Another business, Maggie's & Tommy's Shoes has been in existence since 1950 under two different owners. Former Mayor John Stembridge has owned and operated Stembridge Furniture since 1968. These three businesses were outliers as the subsequent oldest businesses were founded in the 1990's.

## Operating in North Miami

A common response to the question of why an owner chose to open their business in North Miami was that they had pre-existing ties to the community. Many business owners are local residents or have family who live in North Miami. Given this, there is a vested stake in seeing the community, as well as their business, thrive and prosper since it is where they both live and work. **(Figure 2.1)** Another common reason to locate in North Miami was the diversity of the City. North Miami is one of the most diverse cities in Florida, and it is clearly an economic asset. Other respondents cited the affordable rental rates of North Miami compared to Broward County or downtown Miami. Over 80 percent of the businesses surveyed lease their location, so they are very cognizant of the cost of rent. Several of the art galleries and antique stores cited the Museum of Contemporary Art (MoCA) as a driving factor for locating along the 125<sup>th</sup> street corridor.



Businesses reported a mixed base of consumers depending on who their owners catered to. **(Figure 2.2)** Art galleries and antique stores primarily cater to customers who live outside of North Miami, and those who have high disposable income. The retail goods and service businesses cater by and large to the local community of all incomes. Given the large and culturally close-knit Haitian community in North Miami, several retail business owners reported specifically catering to Haitians.



Information on the economic vitality of the CBD was exposed by asking business owners about perceived fluctuation in sales. While 27 percent of businesses surveyed stated that their sales have increased, over two-thirds of business owners (71%) had no perceived change or saw a decrease in their sales as compared to last year. (Figure 2.3) Additionally, respondents were asked what kinds of marketing strategies they used to attract customers. (Figure 2.4) Sales did not seem to correlate with amount of marketing, indicating that there are underlying components to the lagging sales other than business advertisement.

## SALES FLUCUATIONS COMPARED TO ONE YEAR AGO

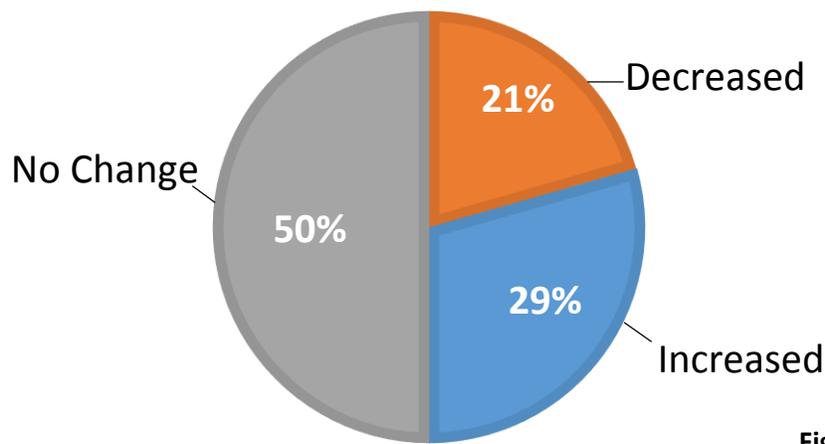


Figure 2.3

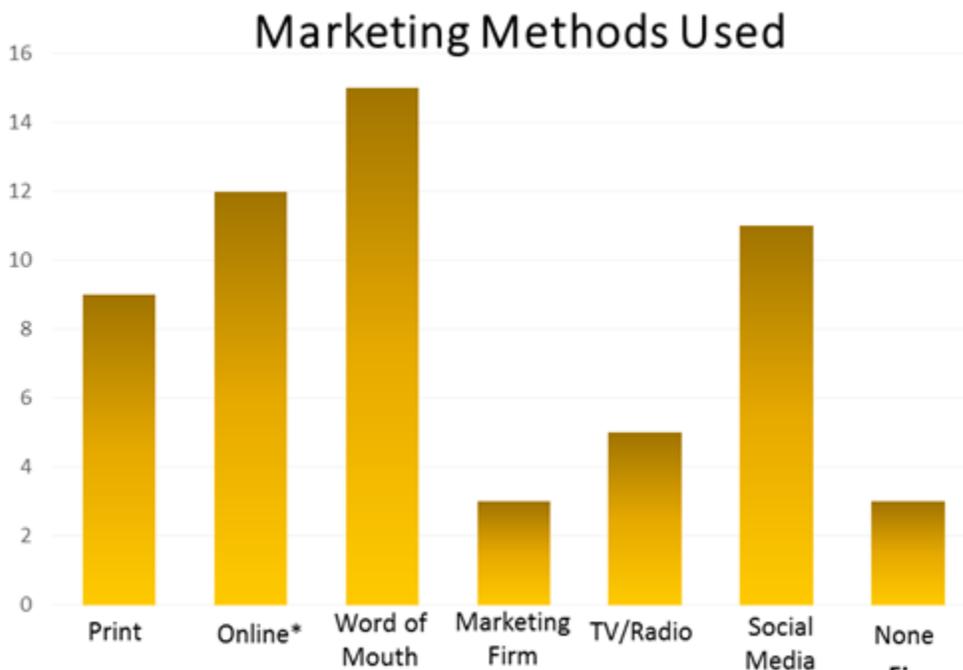


Figure 2.4

\*Note: Online includes marketing efforts other than social media unless social media was not specified separately by respondent.

## Community Engagement & Attitudes on Municipal Government

When asked how the City could assist their business, a majority of respondents (51%) stated they wanted to be kept informed on city-sponsored programs and events. (Figure 3.1) This includes any workshops or community events as well as grants and city-initiatives to help promote economic development. Many owners pointed to ways the City could improve the downtown area through beautification. For example, signage for the Arts District and keeping the sidewalks and streetscapes free of trash and dirt. Others cited increased police protection.

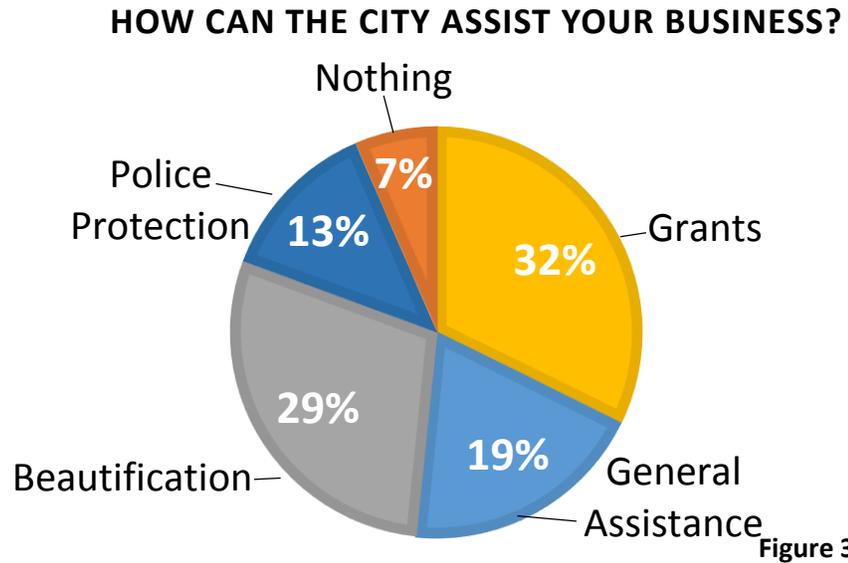


Figure 3.1

A majority of business owners expressed support for the idea of working with one another to improve the community as a whole. Most businesses want to get along with the residents, fellow business owners, and city officials while trying to improve and support their business. Respondents stated they desired increased outreach and collaboration between the City and business owners. An overwhelming majority said they would be open to participating in a business roundtable to collaborate with each other as well as participate in a small business development workshop to learn best practices for improving their business management skills. (Figures 3.2 & 3.3) A large majority also were interested in learning more about matching grant funds from the City. (Figure 3.4)

**WOULD YOU PARTICIPATE IN A SMALL BUSINESS DEVELOPMENT WORKSHOP?**

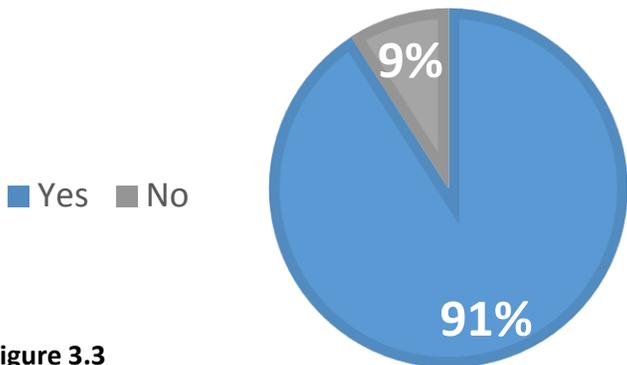


Figure 3.3

**WOULD YOU PARTICIPATE IN A BUSINESS ROUNDTABLE?**

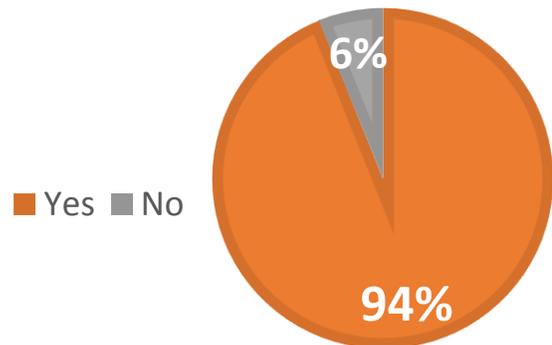


Figure 3.2

In response to the question of what types of businesses respondents’ desired to see the city target for the downtown area, an overwhelming number emphasized more diversity in the retail stores located along the NE 125<sup>th</sup> Street corridor. More than two-thirds said they wanted to see more diversity in retail, and 45 percent specifically mentioned more cafes and restaurants. (Figure 3.5) “Other” included stores such as boutique clothing shops and novelty stores like a chocolate shop or candle store. The desire for more restaurants and a vibrant retail presence tied in with what respondents stated was their biggest challenge going forward: getting customers in their doors and walking the streets. Increasing the diversity of retail and places to dine could promote more walkability and foot traffic by consumers.

### IS YOUR BUSINESS INTERESTED IN MATCHING GRANT FUNDS?

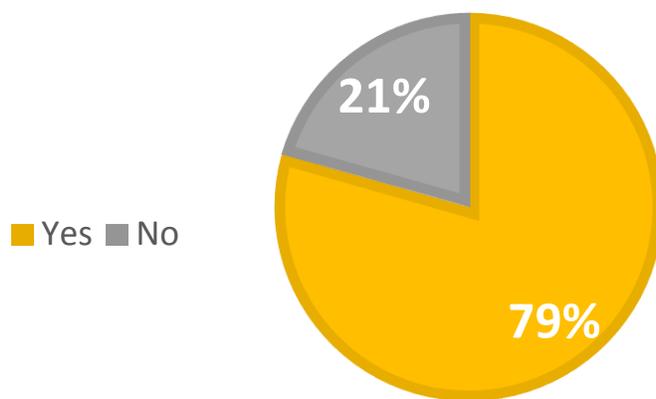


Figure 3.4

### DESIRED BUSINESSES

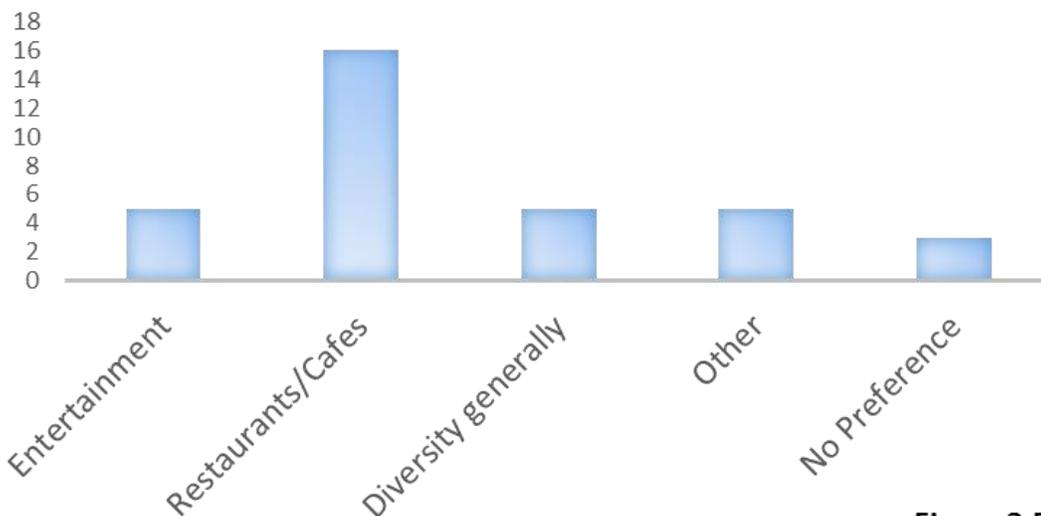


Figure 3.5

## **Conclusions**

Based on these survey findings, city staff should continue to improve outreach and presence within the business community. Given the substantial number of young small businesses in the downtown area, city participation and assistance is critical to their survival and growth.

According to this survey, North Miami's cultural diversity is an economic strength and attracts business owners. The City should continue to promote and foster the cultural diversity it has. This diversity is an economic development tool.

Generally speaking, the CBD needs an economic boost and attention paid to the needs of the business owners. Given that two-thirds of businesses have reported self-perceived stagnation or decline in their sales over the past year city staff must aggressively engage the business owners when promoting new grant opportunities and other economic development initiatives.

It is clear business owners are eager to work together and participate in community development activities. Staff should harness this desire to participate in city improvements by hosting business roundtable discussions to engage and foster cooperation among business clusters. A recent example of this success was the creation of the NOMAD Art Walks.

Given the low amount of marketing and stagnation of sales, a small business development workshop could be crucial in helping small business owners develop marketing strategies and effective means of financing. As indicated, an overwhelming number of business owners are willing to participate in such a city-hosted event.

In regards to business attraction, the city should continue to focus its efforts on attracting diverse and unique retail, especially restaurants and cafes. The CRA's attraction and funding of Café Crème is in line with what the downtown business owners desire.

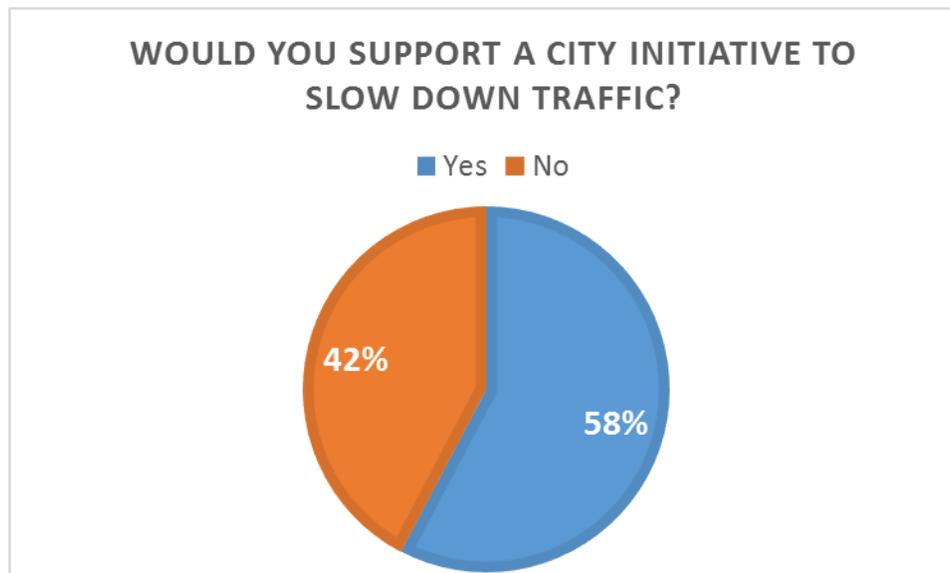
The CBD is the anchor of the North Miami community, and its economic success is critical to the success of the rest of the community. Continual and constant engagement is crucial for continued growth and prosperity. Continuing to implement the Downtown Concept Plan will target many of the issues this survey analysis identified. This survey reveals that the CBD features a unique group of business owners who share the common goal of improving their community.

***For questions or comments related to this report, please contact Sam Blatt, Economic Development Manager for the city of North Miami at (305) 893-6511 ext. 12164 or by email at [sblatt@northmiamifl.gov](mailto:sblatt@northmiamifl.gov).***

# Part II: NE 125<sup>th</sup> Street Improvement Survey Results

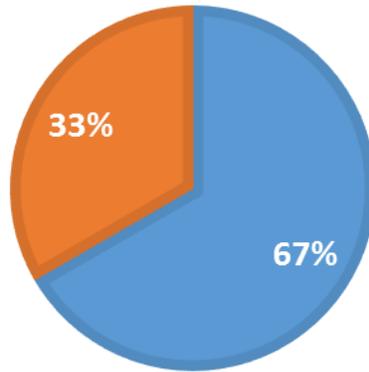
## NE 125<sup>th</sup> Street Improvement Survey Results

In addition to the business survey that was analyzed previously, 27 business owners located along the NE 125<sup>th</sup> Street corridor took a separate survey concerning the walkability, engineering, beautification, and other general questions related to NE 125<sup>th</sup> Street in the downtown area. The survey was conducted in person at each business by the Economic Development Manager. Below are the questions asked and the results. **Results are only in regards to NE 125<sup>th</sup> Street from NE 4<sup>th</sup> Ave to NE 9<sup>th</sup> Ave.** Note: respondents with no opinion or non-answers were not included in the graphs below.



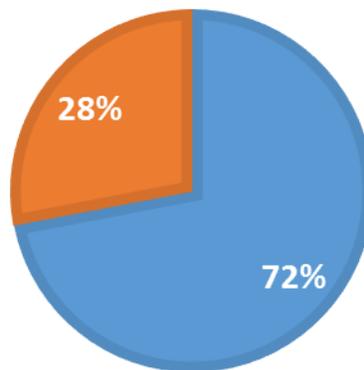
**WOULD YOU SUPPORT ADDING A TREE-LINED MEDIAN?**

■ Yes ■ No



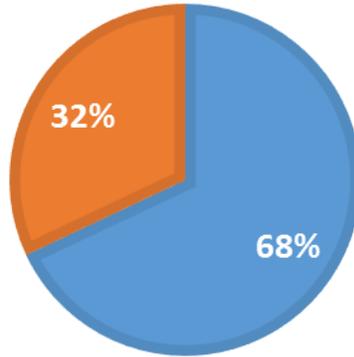
**WOULD YOU SUPPORT ADDING TREE-LINED SIDEWALKS IN FRONT OF YOUR BUSINESS?**

■ Yes ■ No



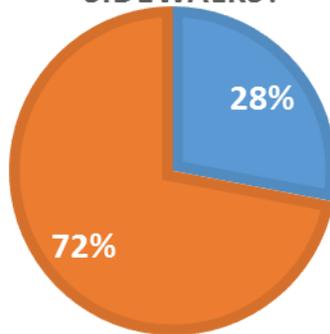
**IF YOU HAD TO CHOOSE ONE, WOULD YOU SUPPORT ADDING A SEPARATED BIKE LANE OR A WIDER SIDEWALK?**

■ Sidewalk ■ Bike Lane



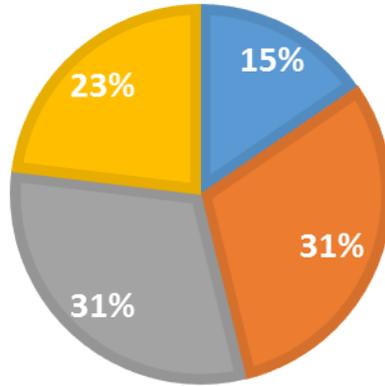
**WOULD YOU SUPPORT REMOVING ONE LANE IN EITHER DIRECTION TO DIVERT TRAFFIC TO OTHER ROADWAYS AND HELP ACHIEVE THE GOALS OF MORE TREES AND/OR WIDER SIDEWALKS?**

■ Yes ■ No



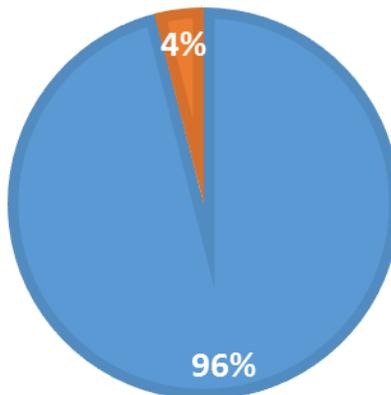
**HOW WOULD YOU DESCRIBE THE AMOUNT OF AVAILABLE PARKING IN THE AREA?**

■ Excellent ■ Good ■ Fair ■ Poor

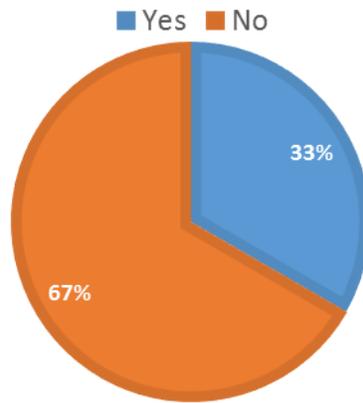


**ARE YOU OPEN TO THE IDEA OF A MULTI-STORY PARKING GARAGE?**

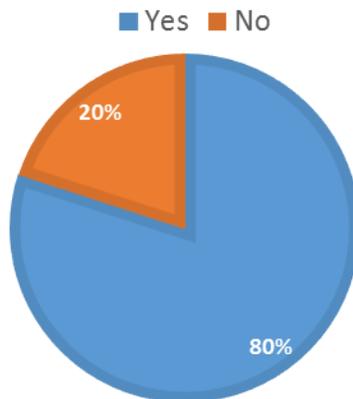
■ Yes ■ No



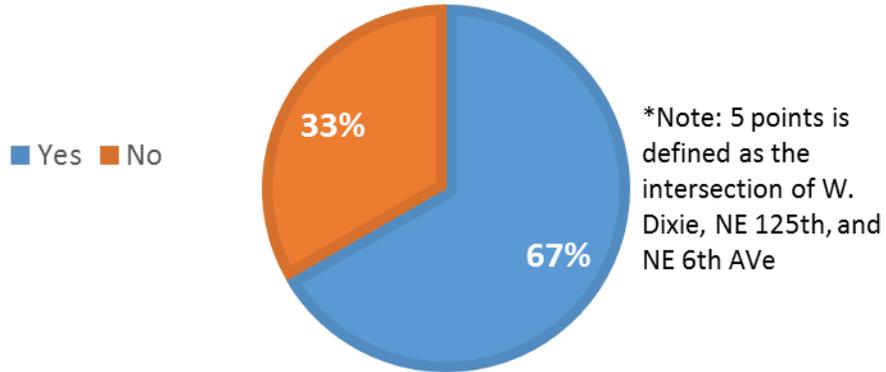
**ARE YOU AWARE OF THE DOWNTOWN ACTION PLAN AND THE DOWNTOWN ACTION PLAN ADVISORY COMMITTEE?**



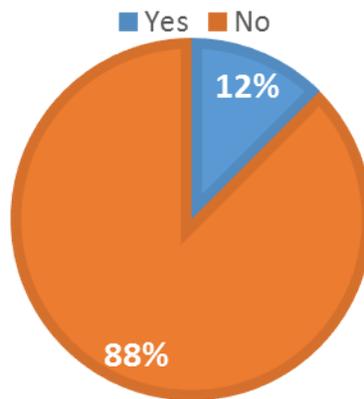
**WOULD YOU BE INTERESTED IN GETTING INVOLVED IN THE DOWNTOWN ACTION PLAN PROCESS?**



**DOES THE "5 POINTS\*" INTERSECTION  
PRESENT A TRANSPORTATION OR  
PEDESTRIAN SAFETY PROBLEM IN YOUR  
VIEW?**



**GENERALLY SPEAKING, ARE YOU OPPOSED  
TO REGULATION MAKING SIGNAGE ALONG  
125TH MORE PRESENTABLE?**





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Economic Development Manager for the city of North Miami at  
305- 893-6511 ext. 12164 or by email at [sblatt@northmiamifl.gov](mailto:sblatt@northmiamifl.gov).***

# **APPENDIX A**

## **Raw Data Survey Results**

## APPENDIX A

Contact Information		Today's Date							Briefly describe your business and the products/services your business provides	What year did your business open in North Miami?	Do you lease or own your location?
First and Last Name	Company	Date / Time	Company Address	City/Town	State	ZIP	Email	Phone	Open-Ended Response	Open-Ended Response	Response
Shirley Black	D. Black & Son	03/02/2016	666 125th St. Ste 242	North Miami	FL	33161	none	(305) 893-7364		1956	Lease
Sergio Quinoez	Cervera	02/19/2016	447 NE 125th St.	North Miami	FL	33161	sergio@cerverarev.com	3053746744		2014	Own
Maggie	Maggie's & Tommy's Shoes	02/25/2016	650 NE 125th St	North Miami	FL	33161		(305) 893-7991		1950	Lease
David	Bible Emporium	03/07/2016	504 NE 125th St.	North Miami	FL	33161	office@bibleemporium.com	305-632-3273		2011	Own

## APPENDIX A

<b>Alexis</b>	<b>Luna Star Cafe</b>	02/18/2016	775 NE 125th St	North Miami	FL	33161	lunastarcafe@aol.com	305-799-7123		1996 Lease
<b>Rubel Siddique</b>	<b>SSN Engineering, LLC</b>	03/09/2016	656 NE 125th Street	North Miami	FL	33161	rsiddique@ssngineering.com	3054404334		2015 Lease
<b>Virginia Erdie</b>	<b>Erdie Teaching Studios &amp; Galleries</b>	03/08/2016	771 NE 125th Street	North Miami	Florida	33161	virginiaerdie@gmail.com	3054091662		2015 Lease
<b>Charles Osuji</b>	<b>Full Health Pharmacy</b>	02/26/2016	637 NE 125th St	North Miami	FL	33161	osuji@bellsouth.net	786-703-4652		2015 Lease

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<b>Patricia Romaniuk</b>	<b>Heavenly Organic Spa</b>	03/08/2016	1683-1685 NE 123rd Street	NM	Florida	33181	patriciaromaniuk@yahoo.com	3057932551	2005	Lease
<b>Ghisler Noel</b>	<b>Noel's Men &amp; Women Clothing</b>	02/17/2016	625 NE 125th St.	North Miami	FL	33161	melodynoel0@gmail.com	(305) 891-8865	1998	Lease
<b>Joe Lahoud</b>	<b>Laundry Zone</b>	02/13/2016	400 NE 125th St.	North Miami	FL	33161	joeilahoud@gmail.com	(305) 891-6463	2000	Lease
<b>Eduardo Caridi</b>	<b>Caridi Gallery</b>	02/23/2016	785 NE 125th St	North Miami	FL	33161	caridigallery@gmail.com	7862025554	2007	Lease
<b>Frantz Dorismond</b>	<b>North Miami Multi Services</b>	02/19/2016	629 NE 125th St	North Miami	FL	33161	northmiamimultiservices@yahoo.com	7867159492	2015	Lease
<b>Andre Guy Farreau</b>	<b>Farreau Insurance</b>	02/26/2016	655 NE 125th St.	North Miami	FL	33161	myinsurancesavers.com	305-603-8464	2011	Lease

## APPENDIX A

<b>Eddie Sanchez</b>	<b>Xpress Optical</b>	03/28/2016	687 NE 125th Street			33161	opticalxpress@att.net	3058928555	Retailer of glasses/sun glasses, and provides eye exams and orthokeratology.	2001	Lease
<b>Michael</b>	<b>Gauntlet Comic Books</b>	03/29/2016	819 NE 125th			33161	<a href="mailto:gauntlet305@gmail.com">gauntlet305@gmail.com</a>	(954) 614-5557	Comic book store and plays Magic tournaments.	2013	Lease
<b>Lumana Joseph</b>	<b>Lumana</b>	03/28/2016	804 NE 125th St.			33161	lumanatherapyinc@gmail.com	(305) 364-5409	Physical Therapy Center. Massages, physical therapy.	12/01/2015	Lease

## APPENDIX A

<b>Fabiah Lherisson</b>	<b>Apex Tech/Apex Training</b>	03/28/2016	12490 NE 7th Ave Ste 205			33161	miamiapex@gmail.com	(786) 452-5763	Apex Tech- Contractor for HVAC services (Heating, Ventilation, Air Conditioner, electrical services) Apex Training- Vocational School training for HVAC services. Teaching workers how to do HVAC.	2008	Lease
<b>Richard Babey</b>	<b>Continental Uniform</b>	03/16/2016	700 NE 125th St.	North Miami	FL	33161	richardbabey@yahoo.com	(561) 482-8565		2000	Own
<b>Katherin Zelaya</b>	<b>Zelaya Framing</b>	03/18/2016	795 NE 125 St	North Miami	FL	33161	oscarrafaelzelaya@gmail.com	7865345444		2015	Lease

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Sara McDevitt	PRISA USA	03/25/2016	12605 NE 14th Ave			33161	sara@prisapolo.com	3053953480	Athletic brand providing custom apparel and accessories to polo teams around the world	2008	Own
Shawn Stewart	NACA Neighborhood Assistance Corp. of America	03/09/2016	662 NE 125th St.	North Miami	FL	33161	sstewart@naca.com	(305) 341-0791		2011	Lease

## APPENDIX A

<b>Erin Cohen Giraldez</b>	<b>Rise Again Recovery &amp; Wellness</b>	03/08/2016	550 125th Street	North Miami	FL	33161	erin@riseagainrecovery.com	(954) 614-0508		2015	Lease
<b>Chris Owen</b>	<b>Art Modern</b>	02/22/2016	2673 North Federal Hwy	Fort Lauderdale	FL	3306	iamchrisowen@gmail.com	9545299014		2005	Lease
<b>Sam Camhe</b>	<b>Mostly Modern</b>	03/23/2016	809 NE 125th St.			33161	mostlymodern@aol.com	(917) 538-5542	Retail vintage houseware/furniture	2010	Lease
<b>Jay Luiz</b>	<b>BluEgg Interiors</b>	02/22/2016	771 NE 125th Street	North Miami	FL	33161	bluegg771@gmail.com	(786) 773-2300		2015	Lease
<b>Marie Larue</b>	<b>Shalom Unisex Beauty Salon</b>	02/25/2016	651 NE 125th St.	North Miami	FL	33161	mrshalombs@yahoo.com	(786) 234-6263		2009	Lease

## APPENDIX A

<b>Moti Vinograd</b>	<b>Casa Mondo</b>	03/11/2016	773 NE 125th St.	North Miami	FL	33161	motivino@aol.com	305-772-3216		2015	Lease
<b>Yves Lafontant</b>	<b>South Florida Elite Security Agency</b>	04/05/2016	822 NE 125th St. Ste 113			33161	yves@southfloridasecurity.us	(786) 306-4419	Security Guard Services	2014	Lease
<b>Lily Toledo</b>	<b>Greynolds Flower Shop</b>	02/25/2016	408 NE 125th St.	North Miami	FL	33161	greynoldsflowershop@gmail.com	305-893-7630		2010	Lease
<b>Jean Cerenod</b>	<b>Moca Cafe</b>	03/22/2016	738 NE 125th Street	North Miami	FL	33161		(305) 899-2699		2009	Lease
<b>Stephanie G. Martino</b>	<b>Florida Film Institute, Inc.</b>	03/11/2016	640 NE 124 Street	North Miami	FL	33161	ffilm@bellsouth.net	305-891-3456		1999	Lease

## APPENDIX A

<b>Patricia bastos</b>	<b>Rio's Pet Spa &amp; Boarding</b>	03/08/2016	609 NE 127 street	North Miami	FL	33161	riospetspa@comcast.net	3055274348	2016	Own
<b>John Stembridge</b>	<b>Stembridge Furniture</b>	02/25/2016	521 NE 125th St.	North Miami	FL	33161	uzi26@comcast.com	305-893-0800	1968	Own
<b>Evelyn Bruce</b>	<b>National Alliance to Nurture the Aged and Youth</b>	03/02/2016	659 NE 125th St.	North Miami	FL	33161	evelynbruce@gmail.com	305-951-5550	1996	Lease
<b>Charnele L. Tisdale</b>	<b>Teeter Tots Child Care and Learning Center</b>	03/15/2016		North Miami	FL	33161	teetertotschildcare@gmail.com	9548177735	2016	Lease

## APPENDIX A

Is your business a member of the North Miami Chamber of Commerce?	Contact Information			Is your business planning on adding any new products, services, or change in operations?		Is your business considering expansion?		Approximate number of employees		
Response	First and Last Name	Company	If not, would you be interested in joining?	Response	If so, please explain	Response	If so, please explain	Full time	Part time	Total
No	Shirley Black	D. Black & Son		No		No		2	0	2
No	Sergio Quinoez	Cervera		No		No		4	0	4
No	Maggie	Maggie's & Tommy's Shoes		No		No		2		2
No	David	Bible Emporium		No		No		3	2	5

## APPENDIX A

No	<b>Alexis</b>	<b>Luna Star Cafe</b>		No		No		1	2	3
No	<b>Rubel Siddique</b>	<b>SSN Engineering, LLC</b>	Yes	Yes	Professional Engineering Services	No		2	1	3
No	<b>Virginia Erdie</b>	<b>Erdie Teaching Studios &amp; Galleries</b>	yes.	Yes	More art classes	Yes	art/art therapy sessions for families			
No	<b>Charles Osuji</b>	<b>Full Health Pharmacy</b>	Yes	Yes	Add vitamins, tooth brushes/paste, supplements. Potentially add a service where you can pay bills and do shipping services.	No		1	0	1

## APPENDIX A

No	<b>Patricia Romaniuk</b>	<b>Heavenly Organic Spa</b>	sure	No	I would like to add products and new services, but business is tough right now!	No			1		
No	<b>Ghisler Noel</b>	<b>Noel's Men &amp; Women Clothing</b>		No		No			1	0	1
No	<b>Joe Lahoud</b>	<b>Laundry Zone</b>		No		No			1	0	1
No	<b>Eduardo Caridi</b>	<b>Caridi Gallery</b>		Yes	Adding small ornaments to merchandise, and looking at furniture restoration as a new service.	No			1		1
No	<b>Frantz Dorismond</b>	<b>North Miami Multi Services</b>		Yes	Want to add interior/exterior design services and add a self-service.	No			1	0	1
No	<b>Andre Guy Farreau</b>	<b>Farreau Insurance</b>		Yes	Add auditing services, other financial services rather than just insurance.	No	If money allows.		2	0	2

## APPENDIX A

No	<b>Eddie Sanchez</b>	<b>Xpress Optical</b>		No		No		2	1	3
No	<b>Michael</b>	<b>Gauntlet Comic Books</b>		Yes	Adding a chess club, reading program for school. City a potential partner.	Yes	Wants space next door for gaming/community activities.	1	2	3
Yes	<b>Lumana Joseph</b>	<b>Lumana</b>		Yes	Massage services	Yes	In the next couple of years as number of patients grows.	1	2	3

## APPENDIX A

No	<b>Fabiah Lherisson</b>	<b>Apex Tech/Apex Training</b>		Yes	Adding Electrical technician training to Apex Training.	Yes	Looking for office space now.	2	2	4
No	<b>Richard Babey</b>	<b>Continental Uniform</b>	Maybe.	No		No		2	4	6
No	<b>Katherin Zelaya</b>	<b>Zelaya Framing</b>	Yes.	No		No		1	1	2

## APPENDIX A

No	<b>Sara McDevitt</b>	<b>PRISA USA</b>	maybe	Yes	growing our retail line, offering customers product through our website and retail space	Yes	adding employees to support above mentioned growth	2	2	4
No	<b>Shawn Stewart</b>	<b>NACA Neighborhood Assistance Corp. of America</b>	Yes.	No		No	Looking to fill all space before expanding.	4		4

## APPENDIX A

No	<b>Erin Cohen Giraldez</b>	<b>Rise Again Recovery &amp; Wellness</b>	Yes	No		No		30	2	32
No	<b>Chris Owen</b>	<b>Art Modern</b>	No	Yes	Would like to add design services for solar panels.	Yes	Buying a piece of land in Fort Lauderdale to build a live/work space.	1		1
No	<b>Sam Camhe</b>	<b>Mostly Modern</b>		No		No		1		1
No	<b>Jay Luiz</b>	<b>BluEgg Interiors</b>	Yes	No		No		1	0	1
No	<b>Marie Larue</b>	<b>Shalom Unisex Beauty Salon</b>		No		No		1	1	2

## APPENDIX A

No	<b>Moti Vinograd</b>	<b>Casa Mondo</b>	Yes	No		Yes	Wants to open a Mediterranean restaurant on the 125th street corridor.	2	0	2
No	<b>Yves Lafontant</b>	<b>South Florida Elite Security Agency</b>		No		No		2	2	4
No	<b>Lily Toledo</b>	<b>Greynolds Flower Shop</b>		No		No		3	2	5
Yes	<b>Jean Cerenod</b>	<b>Moca Cafe</b>		Yes	Want to add more bands/entertainment . It is what drives business.	No	Just did an expansion through the CRA in 2012.	2	8	10
No	<b>Stephanie G. Martino</b>	<b>Florida Film Institute, Inc.</b>		No		No		2	12	14

## APPENDIX A

No	Patricia bastos	Rio's Pet Spa & Boarding	Yes	Yes	Grooming school. We teach how to groom dogs.	No			2	3
Yes	John Stembridge	Stembridge Furniture		No		No		1	5	6
No	Evelyn Bruce	National Alliance to Nurture the Aged and Youth	Yes	No		No				
No	Charnele L. Tisdale	Teeter Tots Child Care and Learning Center		No		No				

## APPENDIX A

Approximate number of employees living in North Miami:	Contact Information		Increasing Employees?	Decreasing Employees?	Any issues relating to employee availability, skills, or training?		How would you rate employee productivity?	How would you rate overall employee attitude?	How do your employees get to work?
Open-Ended Response	First and Last Name	Company	Response	Response	Response	If so, please explain	Response	Response	Car
None	Shirley Black	D. Black & Son	No	No	No		Excellent	Excellent	Car
0	Sergio Quinoez	Cervera	No	No	No		Excellent	Excellent	Car
0	Maggie	Maggie's & Tommy's Shoes	Yes	No	No		Excellent	Excellent	Car
4	David	Bible Emporium	No	No	No		Above Average	Excellent	Car

## APPENDIX A

0	Alexis	Luna Star Cafe	No	No	Yes	Needs a good cook. Has been disappointed with those coming from Johnson & Wales	Above Average	Excellent	Car
1	Rubel Siddique	SSN Engineering, LLC		No	No		Excellent	Excellent	Car
	Virginia Erdie	Erdie Teaching Studios & Galleries							
0	Charles Osuji	Full Health Pharmacy	Yes	No	No		N/A	N/A	Car

## APPENDIX A

0	<b>Patricia Romaniuk</b>	<b>Heavenly Organic Spa</b>	Yes	No	No		Above Average	Above Average	Car
0	<b>Ghisler Noel</b>	<b>Noel's Men &amp; Women Clothing</b>	No	No	No		N/A	N/A	Car
0	<b>Joe Lahoud</b>	<b>Laundry Zone</b>	No	No	No		N/A	N/A	Car
0	<b>Eduardo Caridi</b>	<b>Caridi Gallery</b>	No	No	No		N/A	N/A	Car
0	<b>Frantz Dorismond</b>	<b>North Miami Multi Services</b>	Yes	No	No		N/A	N/A	Car
0	<b>Andre Guy Farreau</b>	<b>Farreau Insurance</b>	Yes	No	No		Excellent	Excellent	

## APPENDIX A

0	<b>Eddie Sanchez</b>	<b>Xpress Optical</b>	No	No	No		N/A	N/A	Car
3	<b>Michael</b>	<b>Gauntlet Comic Books</b>	Yes	No	No		Excellent	Excellent	Car
2	<b>Lumana Joseph</b>	<b>Lumana</b>	Yes	No	No		Above Average	Excellent	Car

## APPENDIX A

1	<b>Fabiah Lherisson</b>	<b>Apex Tech/Apex Training</b>	Yes	No	Yes	Hard to find qualified teachers for vocational training school.	Above Average	Average	Car
4	<b>Richard Babey</b>	<b>Continental Uniform</b>	Yes	No	No	Hires more individuals in the summer time for high demand in school uniforms.	Excellent	Excellent	Car
2	<b>Katherin Zelaya</b>	<b>Zelaya Framing</b>	Yes	No	No		Excellent	Excellent	Car

## APPENDIX A

2	Sara McDevitt	PRISA USA	Yes	No	No		Above Average	Above Average	Car
1	Shawn Stewart	NACA Neighborhood Assistance Corp. of America	Yes	No	Yes	Licensed Originators needed. They only pay \$8.00/hr.	Excellent	Excellent	Car

## APPENDIX A

1	<b>Erin Cohen Giraldez</b>	<b>Rise Again Recovery &amp; Wellness</b>	No	No	Yes	Employees are mostly recovering drug/alcohol addicts, so sometimes there are relapses.	Above Average	Above Average	Car
0	<b>Chris Owen</b>	<b>Art Modern</b>	Yes	No	No		N/A	N/A	Car
1	<b>Sam Camhe</b>	<b>Mostly Modern</b>	No	No	No		N/A	N/A	Car
0	<b>Jay Luiz</b>	<b>BluEgg Interiors</b>	No	No	No		N/A	N/A	Car
	<b>Marie Larue</b>	<b>Shalom Unisex Beauty Salon</b>	No	No	No		N/A	N/A	Car

## APPENDIX A

0	<b>Moti Vinograd</b>	<b>Casa Mondo</b>	No	No	No		N/A	N/A	Car
4	<b>Yves Lafontant</b>	<b>South Florida Elite Security Agency</b>	No	No	No		Excellent	Excellent	Car
2	<b>Lily Toledo</b>	<b>Greynolds Flower Shop</b>	No	No	No		Excellent	Excellent	Car
8	<b>Jean Cerenod</b>	<b>Moca Cafe</b>	No	No	Yes	Lose employees in front of the store due to slow traffic. They are paid through tips. No tips, no money.	Average	Above Average	Car
1	<b>Stephanie G. Martino</b>	<b>Florida Film Institute, Inc.</b>	No	No	No		Excellent	Excellent	Car

## APPENDIX A

1	Patricia bastos	Rio's Pet Spa & Boarding	Yes	No	Yes	Know how to deal with dogs	Below Average	Average	Car
3	John Stembridge	Stembridge Furniture	No	No	No	Holding number of employees. No change.	Above Average	Excellent	
	Evelyn Bruce	National Alliance to Nurture the Aged and Youth							
	Charnele L. Tisdale	Teeter Tots Child Care and Learning Center							

# APPENDIX A

Contact Information					
First and Last Name	Company	Bus	Bike	Walk	Train
Shirley Black	D. Black & Son				
Sergio Quinoez	Cervera				
Maggie	Maggie's & Tommy's Shoes				
David	Bible Emporium				

# APPENDIX A

<b>Alexis</b>	<b>Luna Star Cafe</b>				
<b>Rubel Siddique</b>	<b>SSN Engineering, LLC</b>				
<b>Virginia Erdie</b>	<b>Erdie Teaching Studios &amp; Galleries</b>				
<b>Charles Osuji</b>	<b>Full Health Pharmacy</b>				

# APPENDIX A

<b>Patricia Romaniuk</b>	<b>Heavenly Organic Spa</b>				
<b>Ghisler Noel</b>	<b>Noel's Men &amp; Women Clothing</b>				
<b>Joe Lahoud</b>	<b>Laundry Zone</b>				
<b>Eduardo Caridi</b>	<b>Caridi Gallery</b>				
<b>Frantz Dorismond</b>	<b>North Miami Multi Services</b>				
<b>Andre Guy Farreau</b>	<b>Farreau Insurance</b>				

# APPENDIX A

Eddie Sanchez	Xpress Optical				
Michael	Gauntlet Comic Books				
Lumana Joseph	Lumana				

## APPENDIX A

<b>Fabiah Lherisson</b>	<b>Apex Tech/Apex Training</b>				
<b>Richard Babey</b>	<b>Continental Uniform</b>				
<b>Katherin Zelaya</b>	<b>Zelaya Framing</b>				

# APPENDIX A

Sara McDevitt	PRISA USA		Bike		
Shawn Stewart	NACA Neighborhood Assistance Corp. of America				

# APPENDIX A

<b>Erin Cohen Giraldez</b>	<b>Rise Again Recovery &amp; Wellness</b>				
<b>Chris Owen</b>	<b>Art Modern</b>				
<b>Sam Camhe</b>	<b>Mostly Modern</b>				
<b>Jay Luiz</b>	<b>BluEgg Interiors</b>				
<b>Marie Larue</b>	<b>Shalom Unisex Beauty Salon</b>				

# APPENDIX A

Moti Vinograd	Casa Mondo				
Yves Lafontant	South Florida Elite Security Agency				
Lily Toledo	Greynolds Flower Shop				
Jean Cerenod	Moca Cafe	Bus		Walk	
Stephanie G. Martino	Florida Film Institute, Inc.				

## APPENDIX A

Patricia bastos	Rio's Pet Spa & Boarding				
John Stembridge	Stembridge Furniture				
Evelyn Bruce	National Alliance to Nurture the Aged and Youth				
Charnele L. Tisdale	Teeter Tots Child Care and Learning Center				

## APPENDIX A

Contact Information			Have you had any issues with employees being unable to have means of transportation to get to work?		Why did you choose North Miami as the location for your business?	Generally speaking, who are your customers?
First and Last Name	Company	Other	Response	If yes, please explain the situation(s).	Open-Ended Response	Open-Ended Response
Shirley Black	D. Black & Son		No		At the time, they had a home in North Miami. Rents were reasonable, and they wanted to be close to their home.	Overseas manufacturers.
Sergio Quinoez	Cervera		No		affordable prices for property management	Haitian. Lower income.
Maggie	Maggie's & Tommy's Shoes		No		Had business in Coconut Grove, but were not renewing lease. Leather supplier mentioned the space in North Miami that they are currently at and they've been there ever since.	A diverse group. Rich, poor, black, white. Etc.
David	Bible Emporium		No		Had a pre-existing relationship with the owner of the building. There was already a Christian store in the space beforehand, so it was an easy transition and market to fill.	Almost exclusively local residents. Many church employees/organizations. More than 1/3 Haitian.

## APPENDIX A

Alexis	Luna Star Cafe		No		Originally chose it because it was across the street from MOCA. Museum seemed to let down expectations though. North side of 125th is separate from the South side.	Intellectuals. From south Miami, doctors, lawyers, people from boca raton, musicians. Higher-income.
Rubel Siddique	SSN Engineering, LLC		No		To explore opportunities in that area.	City, County, Private Clients
Virginia Erdie	Erdie Teaching Studios & Galleries				I believe it is the next up and coming art and design district in the area...much potential...still affordable leasing.	Children and families.
Charles Osuji	Full Health Pharmacy		No		Lives in Miami Shores, saw a good location and a busy street.	Locals.

## APPENDIX A

<b>Patricia Romaniuk</b>	<b>Heavenly Organic Spa</b>		Yes	They don't own cars.	My family has been doing business in North Miami for over two decades.	Most clients are tourist (80%) and locals (20%).
<b>Ghisler Noel</b>	<b>Noel's Men &amp; Women Clothing</b>		No		Saw a market opportunity and had previously worked at a clothing store. However, he has been struggling since 2006.	Local Haitian residents.
<b>Joe Lahoud</b>	<b>Laundry Zone</b>		No		Used to live here. Saw an opportunity to take over the laundry mat from the previous owner.	Local residents
<b>Eduardo Caridi</b>	<b>Caridi Gallery</b>		No		The location is close to where he lives and it's close to his children. The area is a cluster for artists and is diverse.	Locals
<b>Frantz Dorismond</b>	<b>North Miami Multi Services</b>		No		Saw a market need for his services in the area.	People who need to print, other businesses that need print/fax services.
<b>Andre Guy Farreau</b>	<b>Farreau Insurance</b>		No		Haitian community. It's growing, and traffic is busy.	Mixed clientele of all incomes.

## APPENDIX A

<b>Eddie Sanchez</b>	<b>Xpress Optical</b>		No		Price was good at the time. Demographics were good at the time.	People east of Biscayne.
<b>Michael</b>	<b>Gauntlet Comic Books</b>		No		Wanted to be close to entertainment industry and the people with disposable income in Aventura. The City is easy to deal with.	High school kids walking by, all sorts of ages-- young kids and old guys who collect comic books. A mix of dedicated customer base and walk ins.
<b>Lumana Joseph</b>	<b>Lumana</b>		No		Storefront accessibility. Lives in North Miami. No Haitian physical therapy locations in Downtown North Miami.	Those with injuries, and those needed preventative treatment. Mostly people with health insurance.

## APPENDIX A

<p><b>Fabiah Lherisson</b></p>	<p><b>Apex Tech/Apex Training</b></p>		<p>No</p>		<p>Fabiah used to work for Sole Mia, and Sole Mia had a big project in North Miami, so they put a business here. CEO is Haitian, and so it was a good cultural fit. Only school offering this service as well.</p>	<p>For contractin g: Wendy's, Arbys, Corner Bakery. School: People who need training. Many Haitian.</p>
<p><b>Richard Babey</b></p>	<p><b>Continental Uniform</b></p>		<p>No</p>		<p>Has had the business for 30 years. Originally bought it from a lady who had it on West Dixie, then moved over to the location where Walgreens is now, and then took this spot.</p>	<p>Schools have contracts and buy uniforms from him.</p>
<p><b>Katherin Zelaya</b></p>	<p><b>Zelaya Framing</b></p>		<p>No</p>		<p>Live in North Miami, the area is conducive to art framing. There was a niche for a framer as there are plenty of galleries and studios, but no framing business.</p>	<p>Artists and collectors who live out of the country.</p>

## APPENDIX A

<p><b>Sara McDevitt</b></p>	<p><b>PRISA USA</b></p>		<p>No</p>		<p>We found a great building in our price range. We live here too...</p>	<p>people who play polo (men and women of all ages, but particularly men 18-35)</p>
<p><b>Shawn Stewart</b></p>	<p><b>NACA Neighborhood Assistance Corp. of America</b></p>		<p>No</p>		<p>High need area when opened in 2011. North Miami was especially hit hard by the Great Recession.</p>	<p>Potential or current homeowners who need help with financing.</p>

## APPENDIX A

						Patients are usually young people under 25 who have had drug and alcohol problems.
<b>Erin Cohen Giraldez</b>	<b>Rise Again Recovery &amp; Wellness</b>		No			Very few treatment centers in the market area. Families of owners have been impacted by drug abuse.
<b>Chris Owen</b>	<b>Art Modern</b>		No			Wanted to expand into Dade market. MoCA was a big draw and a good environment for his business.
<b>Sam Camhe</b>	<b>Mostly Modern</b>		No			Art cluster--MOCA. Upper-middle class people. Not walkins.
<b>Jay Luiz</b>	<b>BluEgg Interiors</b>		No			Affordable rent, well-established businesses are catering to the market. Interior designers, secondary home owners, high clientele.
<b>Marie Larue</b>	<b>Shalom Unisex Beauty Salon</b>		No			Saw rental location was open, was a good spot. Took it. A variety of people, mostly Haitians.

## APPENDIX A

						Both lower and upper income. Those passionate about art, but also has inexpensive items that cater to average incomes.
<b>Moti Vinograd</b>	<b>Casa Mondo</b>		No		Live close to location. Great for art. Attracted to the diversity of the community.	
<b>Yves Lafontant</b>	<b>South Florida Elite Security Agency</b>		No		Live in North Miami, 125th St. a good street, good culture.	Miami-Dade county businesses/churches.
<b>Lily Toledo</b>	<b>Greynolds Flower Shop</b>		No		Was already working at the flower shop (has been in business 32 years) and owner was selling. Saw an opportunity and bought the business.	Over the phone orders, medical centers, universities, churches. Very few walk-ins.
<b>Jean Cerenod</b>	<b>Moca Cafe</b>		No		Community was conducive to what they were doing. Downtown needs to expand. There was a niche to be filled, but now it's stagnant.	Haitian. Variety of incomes.
<b>Stephanie G. Martino</b>	<b>Florida Film Institute, Inc.</b>		No		I like the small town feeling.	students

## APPENDIX A

<b>Patricia bastos</b>	<b>Rio's Pet Spa &amp; Boarding</b>	Other	No		Because it was only of the buildings i could do my type of business and it is close to my house. I am relocating from Aventura, 4.5 miles away after 10 years of business.	Anyone with a dog or a cat
<b>John Stembridge</b>	<b>Stembridge Furniture</b>				Opened in 1968, conditions have changed since then. Had a business in Miami, looking for second location and chose here. Has a store in Homestead.	Mixture of all kinds of races and incomes.
<b>Evelyn Bruce</b>	<b>National Alliance to Nurture the Aged and Youth</b>					
<b>Charnele L. Tisdale</b>	<b>Teeter Tots Child Care and Learning Center</b>					

## APPENDIX A

Contact Information	Where do most of your customers live?	How have your sales fluctuated over the past year?	What are your primary means of advertising?	How can the City of North Miami assist your business?	What kind of information would you like to share with other business owners and the public?	What are the City's strengths and weaknesses regarding management and outreach to businesses?	What kind of businesses would you like to see locate along major corridors and in the downtown area?	Would your business participate in a North Miami Business Roundtable with other local businesses if it were facilitated by the City?		
First and Last Name	Company	Response	If outside North Miami, please explain	Response	Open-Ended Response	Open-Ended Response	Open-Ended Response	Open-Ended Response		
<b>Shirley Black</b>	<b>D. Black &amp; Son</b>	Outside Miami Dade	Central America, West Indies.	Decreased	Reputation, longevity, word of mouth.	Nothing.	Nothing	Nothing. No problems.	Doesn't care.	No
<b>Sergio Quinoez</b>	<b>Cervera</b>	1 mile radius		No change	Online	Needs more police protection. Vandalism is rampant.		City is easy to work with, but need more police protection.	National tenants, corporate chains.	Yes
<b>Maggie</b>	<b>Maggie's &amp; Tommy's Shoes</b>	Outside North Miami	People who have known their reputation for years.	No change	Miami Herald	Put trash cans in front of fast food, increase parking, specifically parallel side street parking on 6th Ct.	There's a lot of trash from the fast food restaurants. Very well known to residents, friendly place. Other business owners should just work hard.	No complaints.	Cuban Cafeteria, La Careta.	Yes
<b>David</b>	<b>Bible Emporium</b>	5 mile radius		Increased	Word of mouth, attempted some other marketing but no change/perceived success.	Don't really need help. Issue with transportation at intersection, and it can be a bit unsafe at night. When it comes to issues that need to be resolved, calling is better and will get a quicker response than sending something through the mail.	The business is here to give inspiration and comfort to those who need it.	Hadn't thought about it.	Stores that promote walkability	No

## APPENDIX A

<b>Alexis</b>	<b>Luna Star Cafe</b>	Outside Miami Dade	It varies. If she has a good musical guest performing she can get people from out of state.	Decreased	Public radio, email, website.	Get MoCA back on track. Get MoCA to be a destination spot again. Hold an Art Festival. Need diversity in the signage that is present.	Nothing.	She believes the city wastes money.	A candle store. Variety of stores, not just the same thing everywhere. Art galleries. Diversity makes a community.	Yes
<b>Rubel Siddique</b>	<b>SSN Engineering, LLC</b>	Outside North Miami		No change		We are full service professional civil engineering design and permitting services. We provide professional services for roadway, drainage, water, sewer.				Yes
<b>Virginia Erdie</b>	<b>Erdie Teaching Studios &amp; Galleries</b>	Outside North Miami	many of my students came to me while I was teaching art in my galleries in Wynwood Art District and drive to me from South Miami.	No change	Constant Contact, word of mouth.	Connect me with MOCA, and with families in Miami Lakes, Sunny Isles, and surrounding areas so that I may acquire more students. Connect me with additional, affordable teaching studio and gallery on 125th street, as my present space is very limited.	That I offer private art classes for ages 4 - adult, and gallery representation.	MOCA is not connected with the outlying communities. The Museum seems to host mostly private parties and does not reach out, when it could be a major attraction for our area. But North Miami is so unique and the local businesses are so professional.	arts and entertainment...and have MOCA functioning.	Yes
<b>Charles Osuji</b>	<b>Full Health Pharmacy</b>	3 mile radius		No change	Word of Mouth	Loans, grants, other sources of funding.	It's a great city and there are a lot of possibilities in North Miami.	Police visits are frequent, so the street is safe. However marketing of grants/funding could be improved.	No opinion.	Yes

## APPENDIX A

<b>Patricia Romaniuk</b>	<b>Heavenly Organic Spa</b>	3 mile radius		Increased	local advertisers	It would be nice to receive a Small business, minority women owned grant.	Even though there are about 20 Spas, Salons, and Barbers within 1 mile radius. We offer a unique experience with distinguished treatments.		More restaurants!	Yes
<b>Ghisler Noel</b>	<b>Noel's Men &amp; Women Clothing</b>	5 mile radius		No change	None. He's just trying to survive.	Money to help small businesses.	Everyone needs to participate in the city, and business owners should work together.	Need more creativity, and the city should have been involved a long time ago.	Retail. Fashion boutique stores.	Yes
<b>Joe Lahoud</b>	<b>Laundry Zone</b>	5 mile radius		Decreased	None	Decrease licensing fees	Nothing.	Security is good. The water bill and CU's fees are too high.	No preference	Yes
<b>Eduardo Caridi</b>	<b>Caridi Gallery</b>	5 mile radius		Increased	None.	Signage to designate Art District. Signs saying on-street parking is free. Police to direct traffic during Jazz festival, so people can walk across the street.	Get to know business owners and support the community. Cooperation and organization are key.	Outreach is good, but could provide more attention to the businesses. Want to meet the Mayor.	Less hair salons, more vintage stores, no corporate stores, more cafes and restaurants.	Yes
<b>Frantz Dorismond</b>	<b>North Miami Multi Services</b>	5 mile radius		No change	Door to door, posters, post cards.	Grants. Advertise Business.	Love what I do, very passionate. Here to help and cooperate.	No opinion.	More diversity. Less hair salons.	Yes
<b>Andre Guy Farreau</b>	<b>Farreau Insurance</b>	5 mile radius		No change	Referrals, word of mouth.	Provide and market sources of funding, grants, low interest loans.	If need education on insurance, the business is here to help. Other businesses should be constructive with each other.	Service needs to be better at City Hall.		Yes

## APPENDIX A

<b>Eddie Sanchez</b>	<b>Xpress Optical</b>	5 mile radius		Decreased	Fliers, Valpac, Word of mouth	Get sign from Chamber of commerce saying no loitering. Get grant to help with getting a sign on top of the business with business name.	Offers a unique service: orthokeratology.	none	Latin America Cafe	Yes
<b>Michael</b>	<b>Gauntlet Comic Books</b>	5 mile radius		No change	WEBSITE, online sales, facebook.	Install bike post around building. Partner on community development initiatives like game nights, reading programs, integrate into MoCA comic book fair.	There are comic books for all kinds of people. You can buy comic books for a \$1. Would love to collaborate with other businesses.	Nothing.	similar retail spots. Restaurants, and daytime shopping stores.	Yes
<b>Lumana Joseph</b>	<b>Lumana</b>	5 mile radius		Increased	Connections with doctors, word of mouth, social media, website.	Refer and educate folks on the importance of Physical Therapy.	Many Haitians do not know the importance of healthy lifestyles. Maintenance and taking care of your body is critical.	Increase presence in the community.	Healthy food stores, upscale restaurants. Especially for dinner.	Yes

## APPENDIX A

<b>Fabiah Lherisson</b>	<b>Apex Tech/Apex Training</b>	5 mile radius		Increased	Word of mouth, TV commercials.	Assist with grant. Assist with finding space. Add Apex to Resource List/Approved Vendor. Connect with a small business loan/grant writers.	There are resources available to you to help you take the initiative in finding a good job.	Need more outreach/presence in the community.	Haitian artists/Haitian cafes	Yes
<b>Richard Babey</b>	<b>Continental Uniform</b>	5 mile radius		No change	No heavy advertising, primarily word of mouth to schools.	More info on grants/loans available.	Good and decent to everyone.	Great location.	Restaurants	Yes
<b>Katherin Zelaya</b>	<b>Zelaya Framing</b>	Outside Miami Dade	Mostly central and south american collectors.	Increased	Webpage, social media, magazine, word of mouth.	Grants for lighting/floor. Keep working with the Art Walk.	Customers come first. Good service leads to good reputation. If businesses work together, all will elevate.	Nothing to say.	Latin Restaurant.	Yes

## APPENDIX A

<p><b>Sara McDevitt</b></p>	<p><b>PRISA USA</b></p>	<p>Outside Miami Dade</p>	<p>customers are international</p>	<p>No change</p>	<p>grass roots &amp; social media, annual events in Argentina.</p>	<p>building rehab was great help, additional programs to aid in fixing our other warehouse</p>	<p>This is a great place to live and work. Access to major transit corridors, the airports and hopefully soon the train mean that we can be very productive and recruit from a wide radius. Efforts in the city to beautify and improve the commercial areas are really starting to pay off. The business community is diverse and supportive. We are very happy here!</p>	<p>Certain departments are not streamlined, attention can be great one day and terrible another (this could be poor systems, lack of staff or poor oversight). Getting started can be a bit confusing, the city could lend a hand with a business welcome packet detailing permitting etc. If you choose to get involved the rewards are great - the city staff is warm and welcoming with people they see frequently.</p>	<p>Restaurants along 125th, NW 7th, Trader Joes or other upscale grocer on 125th or even NW 7th, bookstore, apparel retail (more variety of retail on 125th)</p>	<p>Yes</p>
<p><b>Shawn Stewart</b></p>	<p><b>NACA Neighborhood Assistance Corp. of America</b></p>	<p>Outside Miami Dade</p>	<p>Tri-County. Some are North Miami residents, some are in Miami-Dade, and some are in other outlying counties.</p>	<p>Increased</p>	<p>No advertising budget. Word of mouth, social media, website. Corporate handles some marketing.</p>	<p>Outreach, advertising, community outreach and event coordination. Let them know about any community events or rallies, etc where they can go to raise awareness about NACA. Work in partnership.</p>	<p>Product that no one else offers. Can help with financing for a home.</p>	<p>More communication between City and businesses. Participation between groups.</p>	<p>Variety of restaurants.</p>	<p>Yes</p>

## APPENDIX A

<b>Erin Cohen Giraldez</b>	<b>Rise Again Recovery &amp; Wellness</b>	Outside Miami Dade	Most are from wealthy families who live in the northern part of the country.	No change	Hired a marketing company to do ads and optimize their SEO to be at the top of search engines. Also word of mouth and social media.	Increase safety of area. Help with providing resources for patients who are looking for jobs. Also would like to see improvement of 5-points, re-do parking lot and add signage.	Collaborate with business owners to fix 5-points.	No answer.l	Diverse Restaurants	Yes
<b>Chris Owen</b>	<b>Art Modern</b>	Outside North Miami	Around Miami.	No change	Word of mouth, cross-marketing with Fort. Lauderdale location.	Try to get signage for Art District. Flags on light poles, etc. Advertise Art District.	Need to build up the brand of North Miami and the businesses.	Staff are friendly and helpful, but there is a lot of red tape and hurdles to get over.	Design/Art businesses. Mostly just businesses that are in the city for the right reasons.	Yes
<b>Sam Camhe</b>	<b>Mostly Modern</b>	Outside North Miami	Bal-Harbor, Miami Beach.	Decreased	Website, Facebook, etc.	Help with marketing/promotion issues. Add an Art & Design District signage on east/west access points.	Send patrons to all parts of the street.		Anything that promotes walkability. Book store, cafe, ice cream shop, wine bar.	Yes
<b>Jay Luiz</b>	<b>BluEgg Interiors</b>	Outside North Miami	Other parts of Miami-Dade that are more wealthy.	Increased	Social media, word of mouth.	help with organizing of businessses, advertising, street appearance, more art on the street, commission some art work, signage designating art district.	United instead of being racially divided. WEIcome all. Network, organize, form bonds. Business Roundtable. Nomadic Nights.	Good policing. Good outreach. Too much paperwork to get a business open.	good restaurants.	Yes
<b>Marie Larue</b>	<b>Shalom Unisex Beauty Salon</b>	Outside North Miami	Little Haiti	Decreased	Print advertising, fliers.	Notify of grant opportunities.	Need customers.	Water bill is too high. Whether the water is on or not, you have to pay a minimum service fee.	A variety. Less clothing stores and beauty salons.	Yes

## APPENDIX A

<b>Moti Vinograd</b>	<b>Casa Mondo</b>	Outside North Miami	Around Miami Dade from the more wealthy areas.	Increased	Social media, art websites.	Promote walkability and increase foot traffic. Hold events downtown and overall make the area more approachable.	You have a city that is young. Has no preconceived notions and a lot of potential. Need cooperation and join efforts to work together.	Responsive and friendly staff. Permitting process and outreach is good.	Restaurants	Yes
<b>Yves Lafontant</b>	<b>South Florida Elite Security Agency</b>	Outside North Miami	Businesses around Dade County	No change	Yellow pages, Jewish ad firm.	Grants, partnerships.	Wants to know the timeline for the 125th st beautification.	None	Restaurants/cafes	Yes
<b>Lily Toledo</b>	<b>Greynolds Flower Shop</b>	Outside North Miami	See #18.	No change	Online.	Increase security in the neighborhood. Laundry mat has hooligans next door.	The florist is here to serve, but would like a safe and decent neighborhood.	Just keep patrolling and helping provide safety.	No opinion	Yes
<b>Jean Cerenod</b>	<b>Moca Cafe</b>	Outside North Miami	Miami Gardens, Broward County.	Decreased	Radio, LiveNation/heardio, website, socail media, newspaper.	Try to promote foot traffic in the area. Help foster partnerships. MOCA Museum with the MOCA Cafe. Cafe with Art Walk folks on north side of street.	There are only three bars open in North Miami downtown late at night. Billy's, Luna, and MOCA Cafe.	City needs to utilize the Cafe space for more events. Collaborate.	More variety of late night entertainment to foster the corridor.	Yes
<b>Stephanie G. Martino</b>	<b>Florida Film Institute, Inc.</b>	Outside North Miami		No change	internet	The way the City can assist more business in our area is by sharing and advertising information about the services we offer.	More about what FFI does and how we can get more participation from the community.	I really do not have an opinion on this.	more restaurants and no large chains stores	Yes



## APPENDIX A

Contact Information			Would your business participate in a Small Business Development meeting sponsored by the City?		Would you be interested in matching grant funds requiring some investment money from you?	What is your business' biggest challenge going forward?	Any other comments, suggestions, or information you would like to share with the City of North Miami?
First and Last Name	Company	If no, please explain	Response	If no, please explain	Response	Open-Ended Response	Open-Ended Response
Shirley Black	D. Black & Son		No		No	Price of American goods. Getting sales.	One of the oldest (if not the oldest) continually operated businesses in North Miami.
Sergio Quinoez	Cervera		No		No	Preventing crime. Waste contract City got contract from excludes others so now price has gone up a lot.	
Maggie	Maggie's & Tommy's Shoes		No		No	Coping with price increases of leather.	In 10 years, North Miami will be a better place.
David	Bible Emporium	Not huge into engagem ent.	Yes		No	Advertising.	

## APPENDIX A

<b>Alexis</b>	<b>Luna Star Cafe</b>	Only in the morning.	Yes		No	Getting people in the door and convincing them that North Miami is a safe place.	Was robbed at gunpoint in 2012. Leads to the perception that its unsafe.
<b>Rubel Siddique</b>	<b>SSN Engineering, LLC</b>		Yes		No		
<b>Virginia Erdie</b>	<b>Erdie Teaching Studios &amp; Galleries</b>		Yes		No	Space, connectivity, and clients.	The last Friday Art and Design strolls are brilliant. Shop owners made sales! Banners and signage should be more visible, and better accessibility from MOCA across 125th Street
<b>Charles Osuji</b>	<b>Full Health Pharmacy</b>		Yes		Yes	Getting more merchandise on the shelves.	I love this city.

## APPENDIX A

<b>Patricia Romaniuk</b>	<b>Heavenly Organic Spa</b>		Yes		Yes	It is a little challenging for a new business to get local/ new clients without advertising. Since most of the clients seem to be tourist. It will be a challenge to get repeat clients.	It would be nice to hold a business block party where businesses can promote and network with the locals and other businesses. It is hard to run a business without clients.
<b>Ghisler Noel</b>	<b>Noel's Men &amp; Women Clothing</b>		Yes		Yes	Merchandise and advertising. Getting people to buy stuff.	
<b>Joe Lahoud</b>	<b>Laundry Zone</b>		Yes		Yes	Increasing revenue. Had a 25% drop over last year.	
<b>Eduardo Caridi</b>	<b>Caridi Gallery</b>		Yes		Yes	Increasing foot traffic on 125th street.	
<b>Frantz Dorismond</b>	<b>North Miami Multi Services</b>		Yes		Yes	More customers in the door, developing interior/exterior design portion of business.	
<b>Andre Guy Farreau</b>	<b>Farreau Insurance</b>		Yes		Yes	Competing with the insurance market in North Miami.	

# APPENDIX A

<b>Eddie Sanchez</b>	<b>Xpress Optical</b>		Yes		Yes	Safety	
<b>Michael</b>	<b>Gauntlet Comic Books</b>		Yes		Yes	Helping the community grow and increasing foot traffic. Create a community environment.	
<b>Lumana Joseph</b>	<b>Lumana</b>		Yes		Yes	Getting more clients and having the space necessary.	

## APPENDIX A

<b>Fabiah Lherisson</b>	<b>Apex Tech/Apex Training</b>		Yes		Yes	There is no financial aid for students for the vocational school.	
<b>Richard Babey</b>	<b>Continental Uniform</b>		Yes		Yes	Maintaining the business for as long as he can and remaining relevant.	Bricks on the sidewalk are ugly. Trash is everywhere. People throw cards from Jazz festival on the ground.
<b>Katherin Zelaya</b>	<b>Zelaya Framing</b>		Yes		Yes	Getting grants.	Would like to see about closing down 125th St. during an art festival. Need trash picked up. Signs for parking.

# APPENDIX A

Sara McDevitt	PRISA USA	Yes	Yes	upgrading computer systems, hiring staff
Shawn Stewart	NACA Neighborho od Assistance Corp. of America	Yes	Yes	Staffing needs to meet the growing demand for assistance.

## APPENDIX A

<b>Erin Cohen Giraldez</b>	<b>Rise Again Recovery &amp; Wellness</b>	Yes	Yes	Helping businesses	Improve walkability of downtown and fix 5-points.
<b>Chris Owen</b>	<b>Art Modern</b>	Yes	Yes	More people coming through the door.	
<b>Sam Camhe</b>	<b>Mostly Modern</b>	Yes	Yes	Making rent. Getting people in the door.	
<b>Jay Luiz</b>	<b>BluEgg Interiors</b>	Yes	Yes	Getting more people to walk around downtown, more advertising and signs.	
<b>Marie Larue</b>	<b>Shalom Unisex Beauty Salon</b>	Yes	Yes	Need more customers. There are too many beauty salons.	

## APPENDIX A

<b>Moti Vinograd</b>	<b>Casa Mondo</b>	Yes		Yes	Generating foot traffic.	
<b>Yves Lafontant</b>	<b>South Florida Elite Security Agency</b>	Yes		Yes	Advertising and getting more contacts.	Need more lights in residential areas.
<b>Lily Toledo</b>	<b>Greynolds Flower Shop</b>	Yes		Yes	Safety around area.	
<b>Jean Cerenod</b>	<b>Moca Cafe</b>	Yes		Yes	Getting people in the door and increasing foot traffic in the downtown area.	
<b>Stephanie G. Martino</b>	<b>Florida Film Institute, Inc.</b>	Yes		Yes	finding a location for our after-school program.	N/A

## APPENDIX A

<b>Patricia bastos</b>	<b>Rio's Pet Spa &amp; Boarding</b>				Yes	My back yard fence. I work with dogs and dogs jump. Fence has to be 9"	
<b>John Stembridge</b>	<b>Stembridge Furniture</b>		Yes				We need large convention center/hotel for shows/theater/etc. Need to connect 131 to beach.
<b>Evelyn Bruce</b>	<b>National Alliance to Nurture the Aged and Youth</b>						
<b>Charnele L. Tisdale</b>	<b>Teeter Tots Child Care and Learning Center</b>						

# **APPENDIX B**

## **Business Survey Sheet**

# APPENDIX B



## Local Business Visit

Date: \_\_\_\_\_ City Staff Person(s): \_\_\_\_\_

Company: \_\_\_\_\_

Contact(s): \_\_\_\_\_

Work Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Business Address: \_\_\_\_\_

### **Business Details & Classification**

Type of business (i.e. retail, office, industrial, healthcare, etc.) \_\_\_\_\_

NAICS Code: \_\_\_\_\_

Year opened in North Miami: \_\_\_\_\_

Lease or own location?  Lease  Own

If lease, when is expiration? \_\_\_\_\_

If lease, who is owner? \_\_\_\_\_

North Miami Chamber of Commerce Member?  Yes  No

Square footage of business: \_\_\_\_\_

Is your business planning:

To add new products? \_\_\_\_\_

To add new services? \_\_\_\_\_

Change in operations? \_\_\_\_\_

Considering expansion? If so, to what size and what is your timing? \_\_\_\_\_

# APPENDIX B

## Workforce

Approximate number of employees: \_\_\_\_\_ Full-Time: \_\_\_\_\_ Part-Time: \_\_\_\_\_

Approximate # of employees living in North Miami: \_\_\_\_\_

Union?:  Yes  No

If yes, name: \_\_\_\_\_

Employee turnover rate: \_\_\_\_\_

Any issues relating to employee availability, employee skills, training? \_\_\_\_\_

How do your employees get to work? \_\_\_\_\_

Have you had any issues with employees being unable to have means of transportation to get to work? \_\_\_\_\_

How would you rate employee productivity?

Excellent  Above Average  Average  Below Average  Poor

How would you rate overall employee attitude:

Excellent  Above Average  Average  Below Average  Poor

Increasing employees?  Yes  No

Decreasing employees?  Yes  No

If so, why? \_\_\_\_\_

## Market Analysis

Why did you choose North Miami as the location for your business? \_\_\_\_\_

Who are your customers? \_\_\_\_\_

What is your primary market area? \_\_\_\_\_

Where do most of your customers live?  1 mile radius  3 mile radius  5 mile radius

Outside North Miami  Outside Miami Dade  Other, please specify \_\_\_\_\_

Who are your suppliers? \_\_\_\_\_

# APPENDIX B

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Would you like for us to try to recruit any of your suppliers to the North Miami area? If so, which ones and can you provide us contacts?

---

---

How have your sales fluctuated over the past year?  Increased  Decreased  No Change

What is your primary means of advertising (print, online, radio/tv, word of mouth, location, etc)?

---

## **Local Business Feedback**

How can the City of North Miami assist your business? \_\_\_\_\_

---

---

---

What kind of information would you like to share with:

City Staff? \_\_\_\_\_

North Miami Residents? \_\_\_\_\_

Other North Miami Businesses? \_\_\_\_\_

Regarding management and outreach to current business, what are the City's:

Strengths? \_\_\_\_\_

Weaknesses? \_\_\_\_\_

Why types of businesses would you like to see locate along major corridors and in the downtown area (restaurants, grocery, office, other retail, industrial, etc)? \_\_\_\_\_

---

Would your business participate in a North Miami Business Roundtable with other local businesses if it were facilitated by the City?  Yes  No

If no, why not? \_\_\_\_\_

---

---

---



# APPENDIX B

1. How would you rate 125<sup>th</sup> street's walkability?  
 Excellent  Good  Fair  Poor
2. Would you support a City initiative to slow down traffic on 125<sup>th</sup> street?  Yes  No
3. Would you support adding a tree-lined median to the intersection of 125<sup>th</sup> street?  
 Yes  No
4. Tree-lined sidewalks in front of your business?  Yes  No
5. If you had to choose one, would you support adding a separated bike lane to 125<sup>th</sup> street or a wider sidewalk?  Bike Lane  Sidewalk
6. Would you support removing one lane in either direction on 125<sup>th</sup> street to help achieve the goals of a tree-lined median, bike lane, and slower speed limits?  Yes  No
7. How would you describe the amount of available parking in the downtown area?  
 Excellent  Good  Fair  Poor
8. Are you open to the idea of a multi-story parking garage?  Yes  No
9. Are you aware of the Downtown Action Plan and the DAPAC committee?  Yes  No
10. Would you be interested in getting involved in the Downtown Action Plan process?  
 Yes  No
11. Does the 5 points (NE125th/NE6ave/W. Dixie) intersection present a transportation or pedestrian safety problem in your view?  Yes  No
12. Generally speaking, are you opposed to regulations to make signage along 125<sup>th</sup> more presentable?  Yes  No

# **APPENDIX C**

## **Online Survey Form**



## North Miami Business Survey

### 1. Contact Info & Basics of your Business

First, let us know who you are and what you do.

#### \* 1. Today's Date

Date / Time

MM	DD	YYYY
<input type="text"/>	<input type="text"/>	<input type="text"/>

#### 2. Contact Information

First and Last Name

Company

Company Address

ZIP/Postal Code

Email Address

Phone Number

#### 3. Briefly describe your business and the

products/services your business provides

4. What year did your business open in North Miami?

5. Do you lease or own your location?

Lease

Own

6. Is your business a member of the North Miami Chamber of Commerce?

Yes

No

If not, would you be interested in joining?

7. Is your business planning on adding any new products, services, or change in operations?

Yes

No

If so, please explain

## 8. Is your business considering expansion?

Yes

No

If so, please explain

1 / 4

25%

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## North Miami Business Survey

### 2. Workforce

Now, please tell us about your employees. If you are the only employee, please put 1 for number of employees.

#### 9. Approximate number of employees

Full time

Part time

Total

#### 10. Approximate number of employees living in North Miami:

#### 11. Increasing Employees?

Yes

No

## 12. Decreasing Employees?

- Yes
- No

## 13. Any issues relating to employee availability, skills, or training?

- Yes
- No

If so, please explain

## 14. How would you rate employee productivity?

- Excellent
- Above Average
- Average
- Below Average
- Poor
- N/A

## 15. How would you rate overall employee attitude?

- Excellent
- Above Average
- Average
- Below Average
- Poor

N/A

## 16. How do your employees get to work?

- Car
- Bus
- Bike
- Walk
- Train
- Other

## 17. Have you had any issues with employees being unable to have means of transportation to get to work?

- Yes
- No

If yes, please explain the situation(s).

2 / 4

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How do you get your business set to work?

Have you had any issues with employees being late to have meetings and/or not being on time to get to work?



## North Miami Business Survey

### 3. Market Analysis

Now describe who your customers are and the market you are in.

#### 18. Why did you choose North Miami as the location for your business?

#### 19. Generally speaking, who are your customers?

#### 20. Where do most of your customers live?

- 1 mile radius
- 3 mile radius
- 5 mile radius
- Outside North Miami
- Outside Miami Dade

If outside North Miami, please explain

21. Who are your suppliers?

22. Would you like us to try and recruit any of your suppliers to the North Miami area?

- Yes
- No
- N/A

23. How have your sales fluctuated over the past year?

- Increased
- Decreased
- No change

24. What are your primary means of advertising?



## North Miami Business Survey

### 4. Feedback and Opinions

Let us know how we can help or if you would like to learn more or get involved.

25. How can the City of North Miami assist your business?

26. What kind of information would you like to share with other business owners and the public?

27. What are the City's strengths and weaknesses regarding management and outreach to businesses?

28. What kind of businesses would you like to see locate along major corridors and in the downtown area?

29. Would your business participate in a North Miami Business Roundtable with other local businesses if it were facilitated by the City?

Yes

No

If no, please explain

30. Would your business participate in a Small Business Development meeting sponsored by the City?

Yes

No

If no, please explain

31. Would you be interested in matching grant funds requiring some investment money from you?

Yes

No

32. What is your business' biggest challenge going forward?

33. Any other comments, suggestions, or information you would like to share with the City of North Miami?

4 / 4

100%

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82. What is your business's top priority for 2016?

83. Any other comments, suggestions, or information you would like to share with the City of North Miami?

# **APPENDIX D**

## **Downtown Concept Plan**

# City of North Miami Downtown Concept Plan

Volume 2

October 2014



Prepared By:



**NoMi**  
Creating New Places  
from Old Spaces



**City Officials**

Philippe Bien-Aime, Acting Mayor

Scott Galvin, Council District - 1

Carol Keys, Esq., Council District - 2

Marie Erlande Steril, Council District - 4

Aleem A. Ghany, PE, City Manager

Regine Monestine, Esq., City Attorney

Michael A. Etienne, Esq., City Clerk

**Project Management**

Tanya Wilson-Sejour, A.I.C.P, Community Planning and Development

Planning Manager

**Downtown Action Plan Advisory Committee (DAPAC)**

Lynda Westin, SF Regional Transit Authority (RTA)

Max Wolfe Sturman, Business Development Board

Barry Vogel, Johnson & Wales University

Stuart Grant, Florida International University

Mayor John Stembridge, Chamber of Commerce

Fred Stock, Downtown Property Owner

Jacques Despinosse, North Miami Resident

Suzanne Isa, Downtown Business Owner

Alexis Sanfield, Downtown Business Owner

Alexandra Barbot, Arts/Cultural Representative

Herbie Dorval, Commercial Real Estate Broker

Jason James, Architect/Engineer

Rabbi Jory Lang, Religious institution

Jeff Beal, Film Industry Representative

Clark Reynolds, Historian – business owner

**Project Consultants**

Alex A. David, AICP, The Corradino Group

Camilo Lopez, Urban Designer, The Corradino Group

Douglas Thompson, RLA, LEED AP, Landscape DE



# Table of Contents

- 1. Executive Summary.....6
- 2. Process Timeline .....8
- 3. Context.....10
  - City of North Miami Context Map .....12
  - Context of Downtown North Miami .....13
- 4. Streetscape Design Criteria.....14
  - Locations of Crosswalk Improvement in Downtown North Miami .....15
- 5. Key Civic Spaces .....17
  - Key Civic Spaces Location Map .....19
  - [1] NE 132nd Street Fountain .....20
  - [2] West Dixie Green Trail.....25
  - [3] NE 8th Avenue PPP Mixed-Use Parking Garage .....30
  - [7A]NE 8th Avenue Promenade .....30
  - [4] NE 125th Street Liberty Gardens Park.....35
  - [5] Five Points Intersection .....38
  - [6] Griffing Park Amphitheater .....43
  - [7B] NE 8th Avenue Green Trail .....48
  - [8] MOCA Plaza/Civic Center Complex.....54
  - \*Cost Estimate .....63
- 6. Public + Private Development.....65
- 7. Chapter Summary .....83

# Table of Figures

Figure 1. City of North Miami Context Map.....12

Figure 2. Context of Downtown North Miami .....13

Figure 3. Identified Key Civic Spaces in Downtown North Miami .....19

Figure 4. NE 132nd Street Fountain Location Map.....21

Figure 5. NE 132nd Street Fountain Plan.....22

Figure 6. NE 132nd Street Fountain Section .....23

Figure 7. NE 132nd Street Fountain Street View .....24

Figure 8. West Dixie Green Trail Location Map .....26

Figure 9. West Dixie Green Trail Plan .....27

Figure 10. West Dixie Green Trail Section .....28

Figure 11. West Dixie Green Trail Street View.....29

Figure 12. NE 8th Avenue Promenade Location Map.....31

Figure 13. NE 8th Avenue Promenade Plan.....32

Figure 14. NE 8th Avenue Promenade Section.....33

Figure 15. NE 8th Avenue Promenade Street View .....34

Figure 16. NE 125th Street Liberty Gardens Park Location Map .....36

Figure 17. NE 125th Street Liberty Gardens Park Street View.....37

Figure 18. Five Points Intersection Location Map.....39

Figure 19. Five Points Intersection Plan.....40

Figure 20. Five Points Intersection Section.....41

Figure 21. Five Points Intersection Street View .....42

Figure 22. NE 8th Avenue Green Trail Location Map.....44

Figure 23. Griffing Park Amphitheater Plan .....45

Figure 24. Griffing Park Amphitheater Section .....46

Figure 25. Griffing Park Amphitheater Street View .....47

Figure 26. NE 8th Avenue Green Trail Location Map.....49

Figure 27. NE 8th Avenue Green Trail Bird's Eye.....50

Figure 28. NE 8th Avenue Green Trail Plan.....51

Figure 29. NE 8th Avenue Green Trail Section.....52

Figure 30. NE 8th Avenue Green Trail Street View .....53

Figure 31. MOCA Plaza/Civic Center Location Map.....55

Figure 32. MOCA Plaza/Civic Center Parcel Framework.....56

Figure 33. MOCA Plaza/Civic Center Plan .....57

Figure 34. MOCA Plaza/Civic Center Proposed Plan.....	58
Figure 35. MOCA Plaza/Civic Center Section .....	59
Figure 36. MOCA Plaza Nighttime Street View .....	60
Figure 37. City Hall Promenade Street View .....	61
Figure 38. MOCA Plaza Hotel Street View .....	62
Figure 39. CRA Public-Private Partnership Location Map .....	67
Figure 40. Phase 1A - PPP Plan.....	68
Figure 41. Phase 1B PPP Plan.....	69
Figure 42. Phase 2 PPP Plan .....	70
Figure 43. Phase 2 Mixed-Use Street View A.....	71
Figure 44. Phase 2 Mixed-Use Parking Street View B.....	72
Figure 45. Phase 2 Mixed-Use Street View C.....	73
Figure 46. Phase 3 PPP Plan .....	74
Figure 47. Proposed Mixed-Use Redevelopment Location Map .....	75
Figure 48. Proposed Mixed-Use Street View A.....	76
Figure 49. Proposed Mixed-Use Street View B.....	77
Figure 50. Proposed Mixed-Use Street View C.....	78
Figure 51. Proposed Mixed-Use Street View D.....	79
Figure 52. Proposed Jewish Community Services Building Retrofit .....	80
Figure 53. Proposed Side Street Cafes Street View F.....	81
Figure 54. Proposed Side Street Cafes Street View G.....	82

# 1. Executive Summary

The illustrative Concept Plan for Key Elements of the Downtown focuses on generating ideas for strategic locations of redevelopment and civic improvement within the boundaries of the Downtown District (C-3), as recommended by the City's Downtown Master Plan. This Section conceptualizes new land use patterns, public and private redevelopment opportunities, urban design elements, landscape/streetscape enhancements to guide public and private investment. Additionally, urban, landscape, and streetscape design concepts were identified. A variety of graphics including collage renderings, plan, aerial views, and street-level perspectives were prepared to depict concepts. The concept plans and graphics provide a visualization of the key elements and recommendations of the Master Plan and can serve as a guide for the long-term coordination of private and public investment. As the ultimate goal, the City envisions the downtown area to be a lively, safe and comfortable area for new and existing residents, businesses and visitors alike.

The project is part of a collaborative effort by City Officials, advisory committees, private developers, business owners, general public, and the consulting groups. The endeavor included the following parts:

**Part 1. Illustrative Concept Plan For Key Civic Spaces**

As part of this process a number of key civic spaces and corridors were analyzed that included: [1] The Fountain and plaza at 132nd Street; [2] The intersection of NE 6th Avenue and West Dixie Highway north of NE 125th Street - generally known as Five Points; [3] West Dixie Highway from NE 125th Street to Griffing Park; [4] Griffing Park; [5] Liberty Gardens Park; [6] NE 8th Avenue Green Trail from NE 125th Street to NE 135th Street; [7] NE 8th Avenue Promenade from NE 123rd Street to NE 125th Street; [8] MOCA Plaza/Civic Center Complex.

**Part 2. Illustrative Concept Plan for Downtown Core Building Height and Massing**

Initial work included an analysis of current building height and massing conditions. Several concept plans were developed showing options for increasing the height of buildings in the downtown core along NE 125th Street between NE 6th and NE 9th Avenues. Key urban design and architectural styles were illustrated. Options for greater building setbacks to accommodate wider sidewalks, outdoor dining areas, courtyards, potential parking areas and shade trees were proposed.

**Part 3. Illustrative Concept Plan for Civic Center Complex**

As part of this project, a conceptual plan for redevelopment of the Civic Center Complex was developed which included analysis of MOCA facilities, City Hall, the Police Department Building, municipal offices, open space, and parking. Additional facilities such as a Performing Arts Center, new park/open space, a historic museum, educational facilities, and added retail were also examined.

The City also developed an interactive website to inform the public of the process and its outcomes at:

<http://northmiamifl.gov/departments/cpd/nomidowntown.aspx>.

## 2. Process Timeline

City of North Miami Downtown Concept Plan

2014

**Schedule Description**

April      May      June      July      Aug      Sept

First Kick-off Presentation to City Council and Downtown Revitalization Forum



Second Downtown Forum



Third Downtown Forum



Presentation to DAPAC



Presentation to GNMCC



Presentation to Community Redevelopment Agency



Community Planning and Development Review



City Council Hearing



# 3. Context

## Description

The City of North Miami Downtown District (C-3) has the potential characteristics of a dynamic urban environment due to its strategic location on the urban context. The Downtown District (Study Area) sits along one of the city's major corridor of NE 125th Street, which links Interstate I-95 with Biscayne Boulevard, and then leads to the beaches of Bal Harbour and Surfside. The proximity to well-known educational institutions, such as, Florida International University Biscayne Bay Campus, Johnson & Wales University Baking and Pastry Culinary School and Barry University serves to promote youth density and diversity to the downtown community. The Oleta River State Park is another asset that plays a key role in the growth and development of the city, by promoting outdoor activities and tourism. In addition to the FEC Railway future station at the intersection of NE 125th ST that would promote an efficient transport system for visitors and residents. At the heart of the Downtown District the City Hall and Museum of Contemporary Art are located (MOCA). The MOCA and MOCA Plaza serves as an important economic, cultural, and social anchor for the downtown.

City of North Miami Context Map

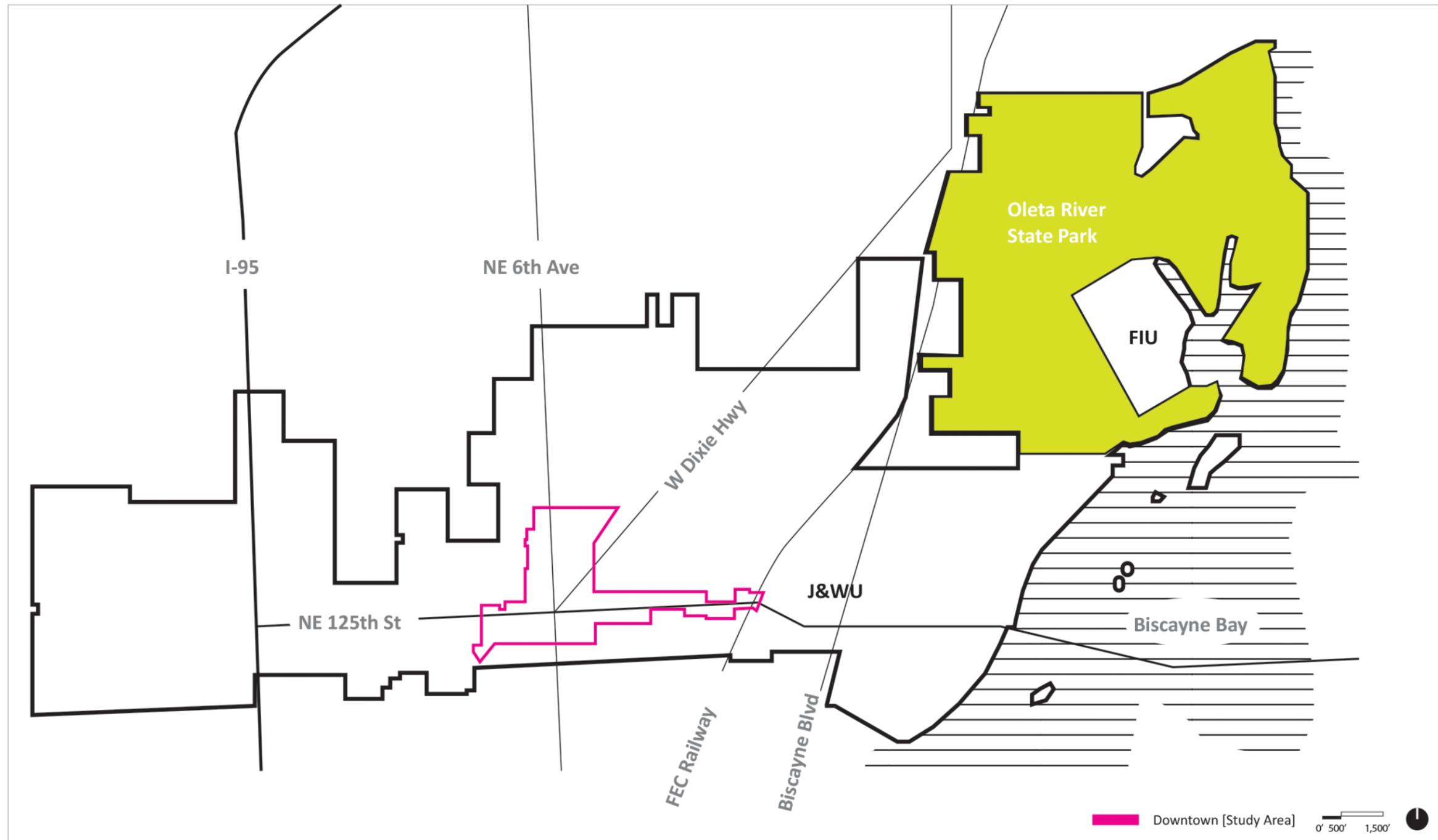


Figure 1. City of North Miami Context Map

Context of Downtown North Miami

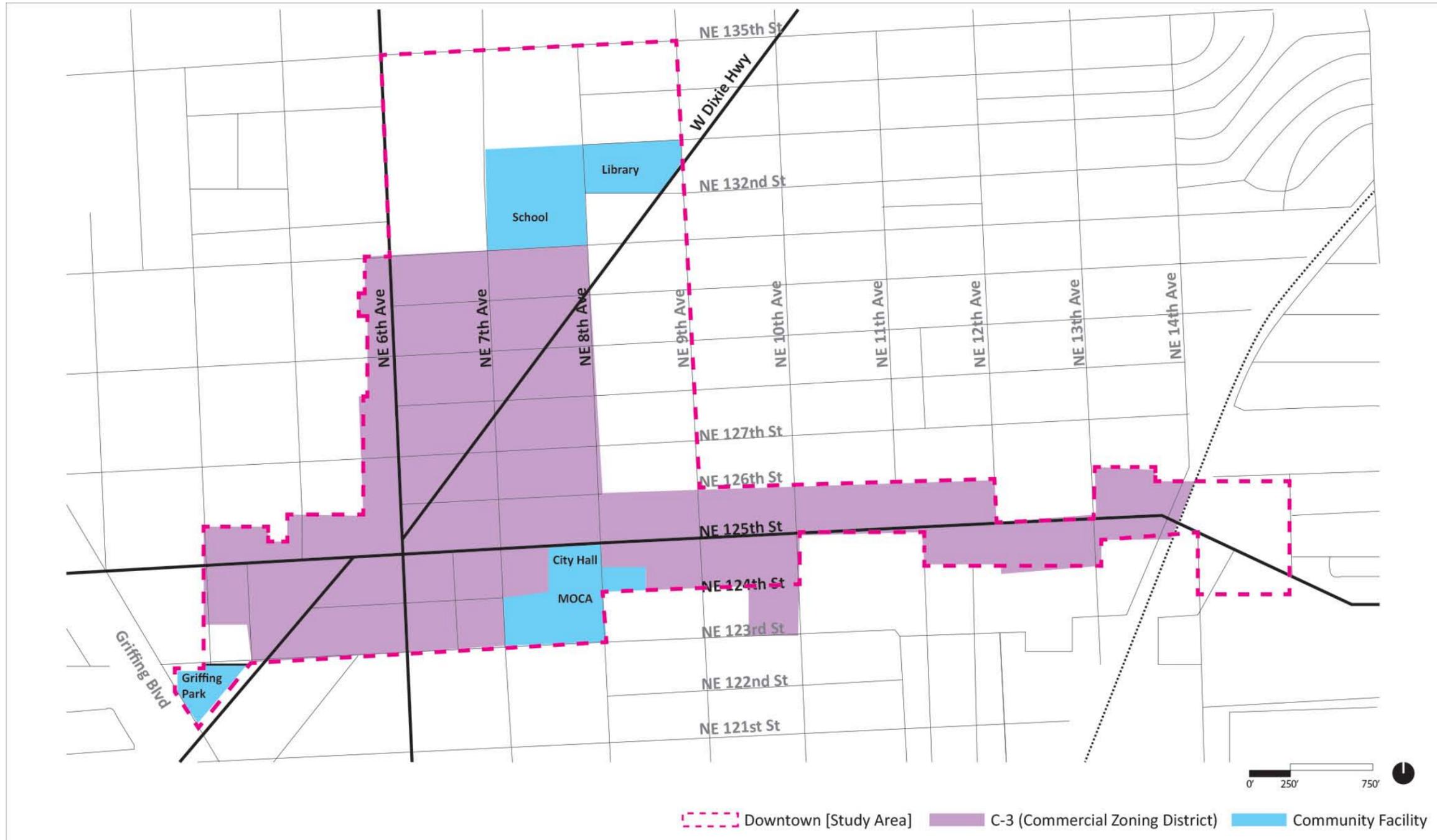


Figure 2. Context of Downtown North Miami

# 4. Streetscape Design Criteria



Locations of Crosswalk Improvement in Downtown North Miami

### ALL CORRIDORS

**SHADE STRUCTURES**

**BUS SHELTER**

**BONDED AGGREGATE TREE SURROUND**

**RECYCLING RECEPTACLE**

**EXAMPLES OF NATIVE CANOPY TREES**

QUERCUS VIRGINIANA - LIVE OAK

SWIETENIA MAHAGONI - MAHOGANY

BURSERA SIMARUBA - GUMBO LIMBO

**ROOT STRUCTURE SYSTEM- DEEP ROOT SILVA CELL**

**DECORATIVE STREET SIGNS**

**DECORATIVE MAST ARM**

**MANHOLE COVER WITH CITY INSIGNIA**

**DECORATIVE CROSSWALK**

### DOWNTOWN AREA / ARTS OVERLAY CORRIDORS

INCLUDES: NE 125th St., NE 6th Ave., W Dixie Hwy

**BENCH**

**BIKE RACK**

**TRASH RECEPTACLE**

**DECORATIVE HARDSCAPE TREATMENT**

**UTILITY BOX WRAP**

**ROADWAY & PEDESTRIAN LIGHTING**

### COMMERCIAL CORRIDOR OUTSIDE DOWNTOWN AREA

INCLUDES: NW 119th St., SR 7, Biscayne Blvd

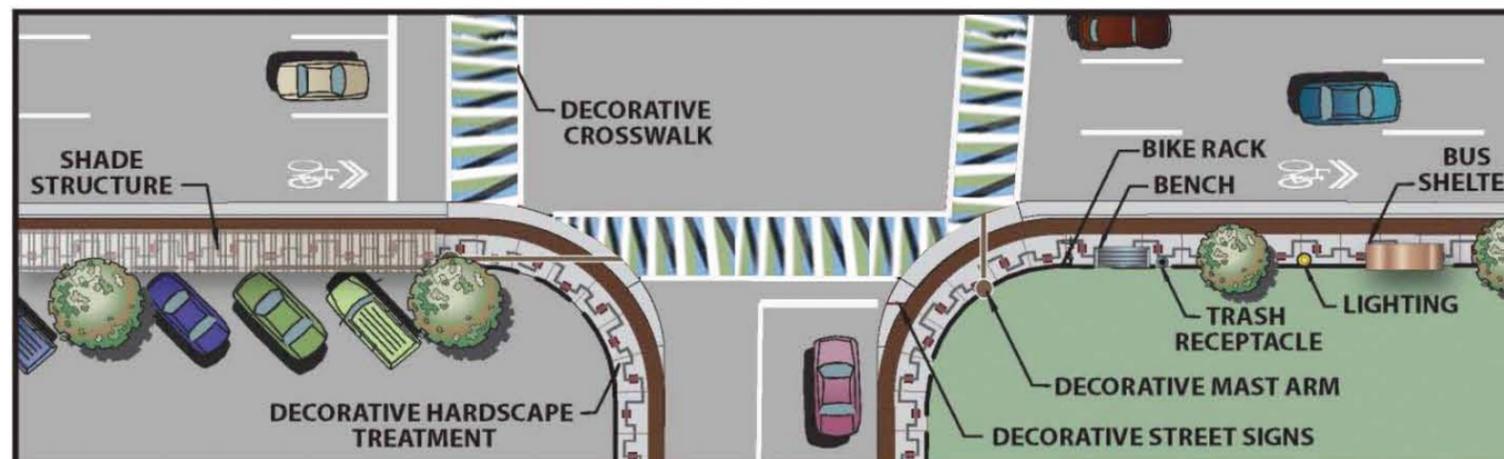
**BENCH**

**BIKE RACK**

**TRASH RECEPTACLE**

**DECORATIVE HARDSCAPE TREATMENT**

**ROADWAY & PEDESTRIAN LIGHTING**



Source: Keith and Schnars, P.A.

# 5. Key Civic Spaces

## Key Civic Spaces Conceptual Plan

Using input from the General Public, Private Sector and City Staff, the Corradino Group and Landscape DE compiled key urban and development concepts into a single refined Concept Plan. Some important features of the plan are:

- The entire study area is designed to be lively, safe, and comfortable for residents, workers and visitors. The aim of the proposed Concept Plan enhances the relationship between the Downtown Area and Civic Spaces.
- The proposed restoration of the water fountain at NE 132nd Street and W Dixie Hwy, will bring awareness to the beautification efforts. The implementation of landscape design upgrades, will revive the triangular lot and it will mark a point of entrance to the Downtown Area. In addition, the incorporation of street furniture such as lighting and benches promotes the usage of the site for the community.
- A landmark feature [public art] in the Five Points Intersection of NE 6th Avenue - W Dixie Hwy and NE 125th Street, serves as a key element to the City's identity and sense of place. The proposed removal of portion of the hardscape and replacing it with planting and a large specimen tree, will enhance the usage of the current bus stop. Providing comfort, security, and an identity as elements to reinforce the concept of connectivity within the study area.
- The proposed West Dixie Highway Green Trail beginning at NE 125th Street heading south will draw users to Griffing Park, and will connect the commercial (C-3) activity of NE 125th Street with an open/recreational place. The proposed alignment of shaded trees along a refurbished streetscape, will provide a comfortable pedestrian friendly corridor concept.
- The restoration of the Griffing Park, will support the Downtown Area with a nearby natural outdoor place. A proposed amphitheater will activate the community park. The programming of weekly and/or daily events can be arranged to promote dancing, acting, singing, and many more educational activities, especially for the youth.
- A retrofit to the MOCA Plaza, MOCA and City Hall will help to activate the space and reinforce the essence of this civic center. A proposed mixture of hardscape, landscape and building design, will promote this as a gathering place for many more public events. The implementation of pavement treatment, street furniture, lighting, city banners, shaded trees, plantings and public art will promote activity; and therefore, a healthier community. The proposed use of iconic architectural features serves as landmark elements that would enhance the community's pride.
- An open green space on the east side of the Civic Center would connect the main MOCA Plaza and will serve as an event space.
- The proposed streetscape revitalization and mixed-use parking garage on NE 8th Avenue - between NE 123rd Street and NE 125th Street, will serve as a Civic Corridor adjacent to the Civic Center. NE 8th Avenue will remain open through the area, but traffic will be calmed by the pavement treatment of the street, parallel parking, bike lanes, cafes, and identifiable crosswalks. During special events and potentially at other scheduled times, the 8th Avenue is closed for vehicular traffic.
- The MOCA Plaza and the proposed Civic Corridor are designed to accommodate more than 100 Farmers Market Stalls. NE 8th Avenue - between NE 123rd Street and NE 125th Street would be closed to through traffic on market days, using decorative stall designs, gateways, and public announcements.
- The proposed Green Trail on NE 8th Avenue - between NE 125th Street and NE 132th Street, will be developed as a pedestrian green corridor. The Avenue is envisioned as a pedestrian friendly corridor that would connect the commercial (C-3) zoning district and community facilities, with residential (R-2) zoning.
- As part of the development of the City's pride of unique characteristics, the proposed Downtown Gateways will serve as iconic elements. The gateways will be positioned at key locations. The threshold idea will enhance the residents and visitors experience, with a physical element that signifies the entry to a unique place; The Downtown of the City of North Miami!

**Key Civic Spaces Location Map**



**Figure 3. Identified Key Civic Spaces in Downtown North Miami**

**Key Civic Spaces**

# **[1] NE 132nd Street Fountain**

### Key Civic Spaces | NE 132nd Street Fountain | Description

The decades old fountain was reactivated and landscape improvements were made in the Spring of 2014 after the onset of the Concept Plan process. The area immediately adjacent to the fountain consists of multi-family residential to the east and south. The western side of West Dixie Highway is currently commercial.

The implementation of landscape design upgrades, will reactivate this triangular parcel and will mark a point of entrance to the Downtown area. In addition, the incorporation of street furniture such as lighting and benches promotes the usage of this pocket park for the community. Suggested Enhancements:

1. Create shaded seating with hardscape, shade trees and benches (three benches, one waste receptacle, 1800 square feet of decorative paving and approximately eleven shade trees to be located at the street fountain triangular site).
2. Install flowering plant material.
3. Add crosswalks with City-approved design scheme and install on-demand pedestrian signalization.

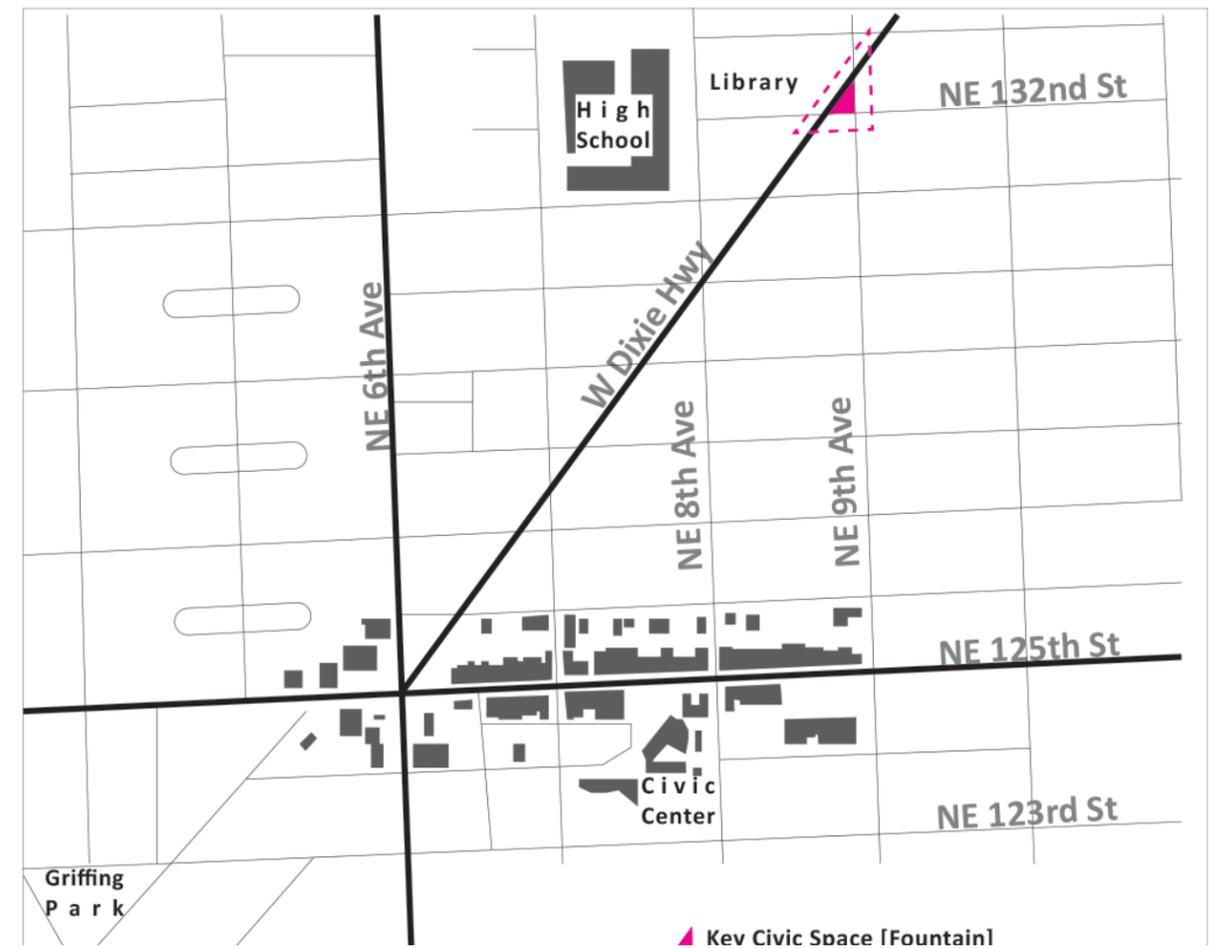
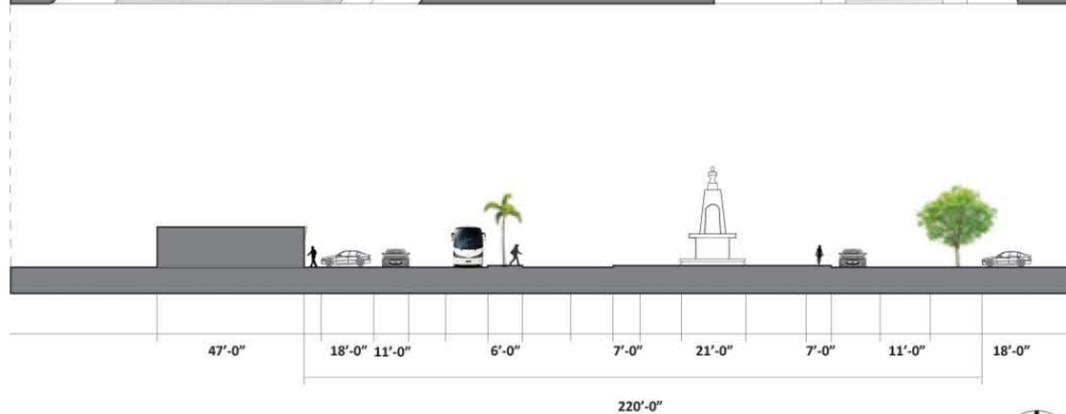
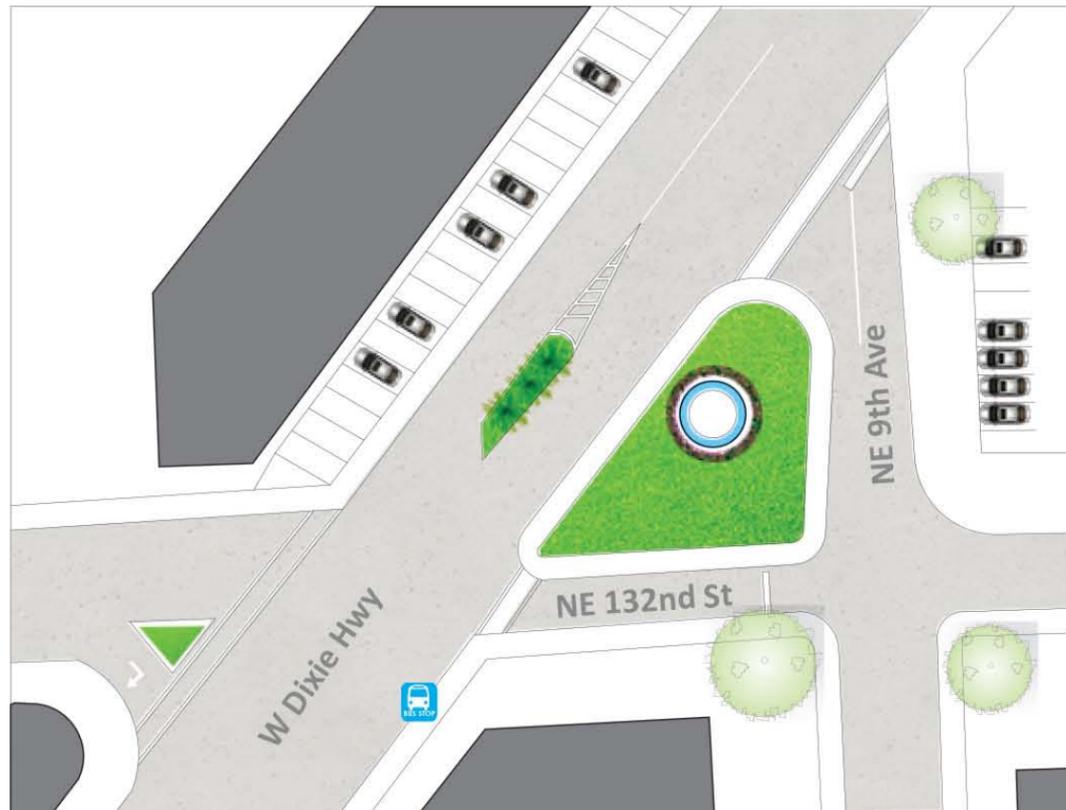
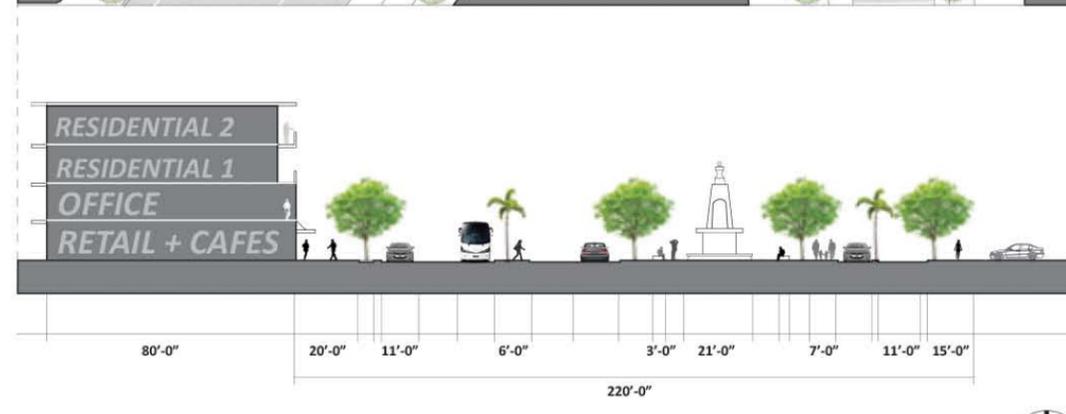
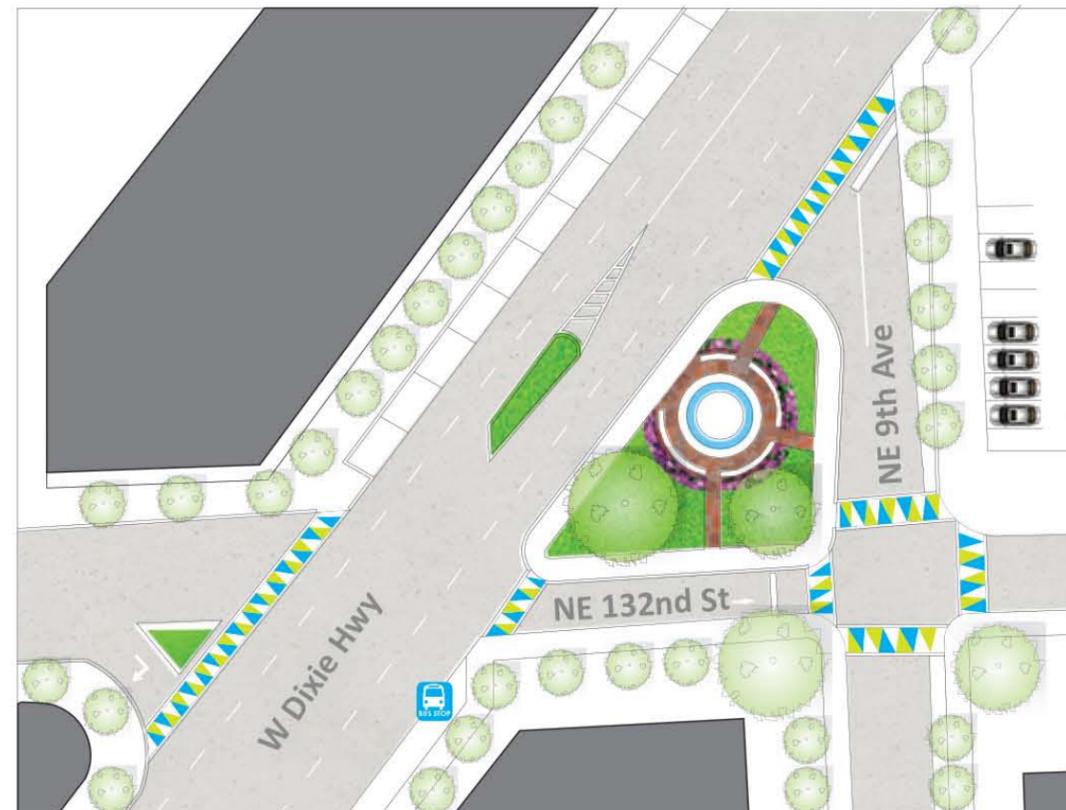


Figure 4. NE 132nd Street Fountain Location Map

Key Civic Spaces | NE 132nd Street Fountain | Plan



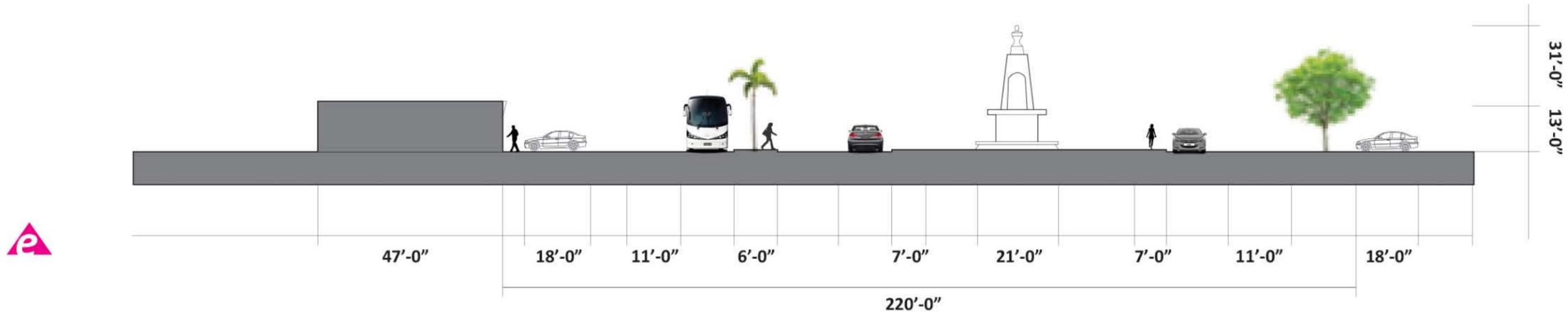
**Existing Plan**



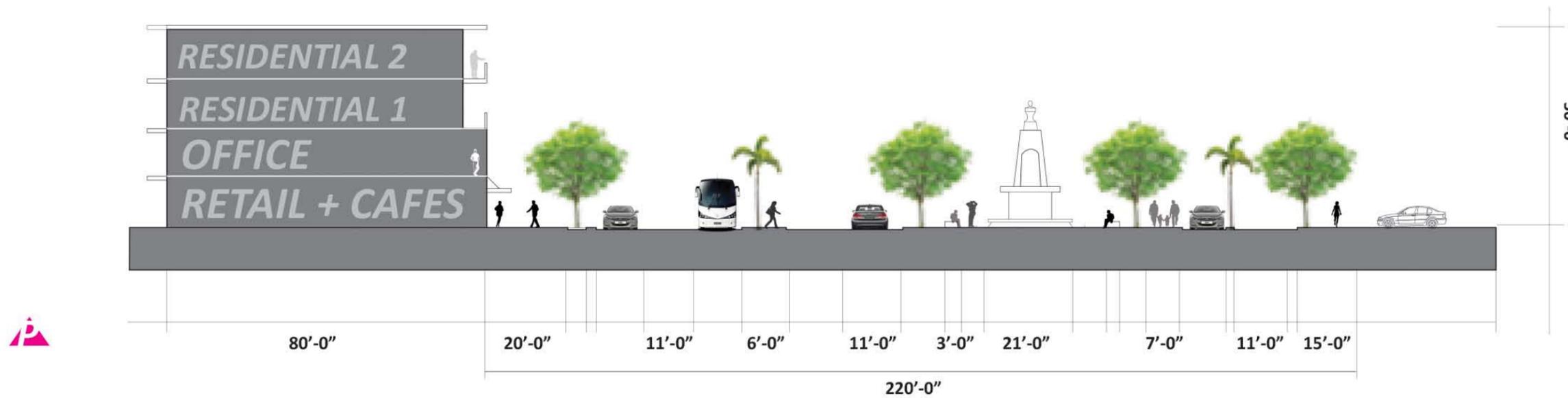
**Proposed Plan**

Figure 5. NE 132nd Street Fountain Plan

Key Civic Spaces | NE 132nd Street Fountain | Section



**Existing Section**



**Proposed Section**

Figure 6. NE 132nd Street Fountain Section

Key Civic Spaces | NE 132nd Street Fountain | **Street View**



Today



Proposed

**Figure 7. NE 132nd Street Fountain Street View**

Key Civic Spaces

## [2] West Dixie Green Trail

## Key Civic Spaces | West Dixie Green Trail | Description

Prior to 2000, Dixie Highway was open to traffic and continuous through NE 125th Street. Due to safety concerns at that time, with northbound traffic movements to NE 125th Street, the Florida Department of Transportation closed the roadway to through traffic, creating a dead end just south of NE 125th Street. The impacts of this closure are still felt today by residents and business owners.

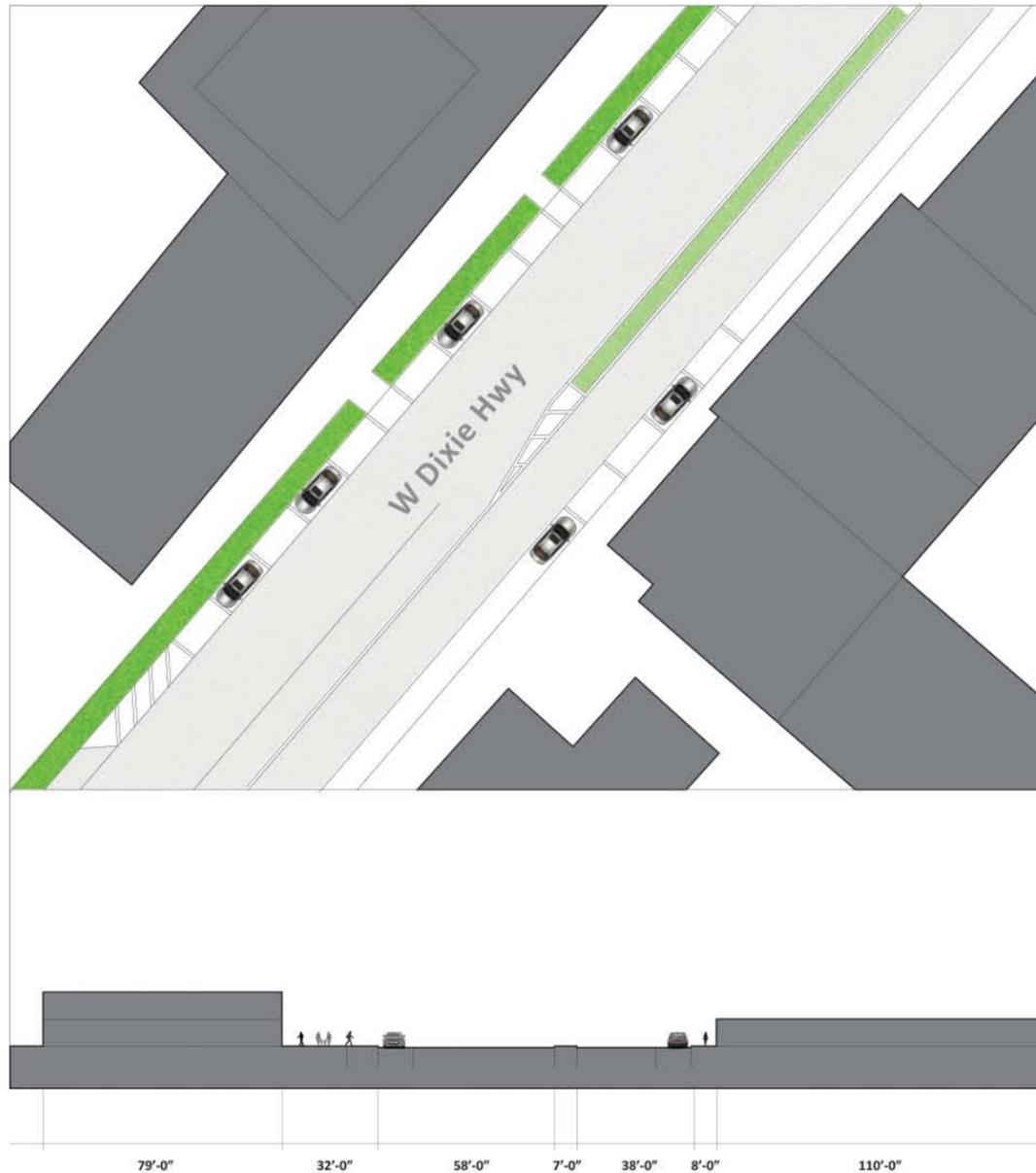
The proposed Dixie Greenway Trail beginning at NE 125th Street and West Dixie Highway will draw users to Griffing Park, and connect the commercial activity center along NE 125th Street to the Park. The proposed landscape and pedestrian amenity improvements will provide for a more comfortable experience in traversing this area. Suggested enhancements:

1. Create a linear pathway from 125th Street to Griffing Park (approximately 750 feet long by ten feet wide).
2. Add approximately 65 canopy trees and approximately 11,000 square feet of various groundcovers or flowers along path.
3. Add directional signs at northern and southern ends of Trail and at intersecting streets.
4. Add eight benches and four waste receptacles along path.
5. At the northern terminus at NE 125th Street add flowering and specimen trees, three to five understory trees, five sabal palms and understory plantings.
6. Install iconic sculpture or gateway feature at the entrance to the Greenway Trail at NE 125th Street.



Figure 8. West Dixie Green Trail Location Map

Key Civic Spaces | West Dixie Green Trail | **Plan**

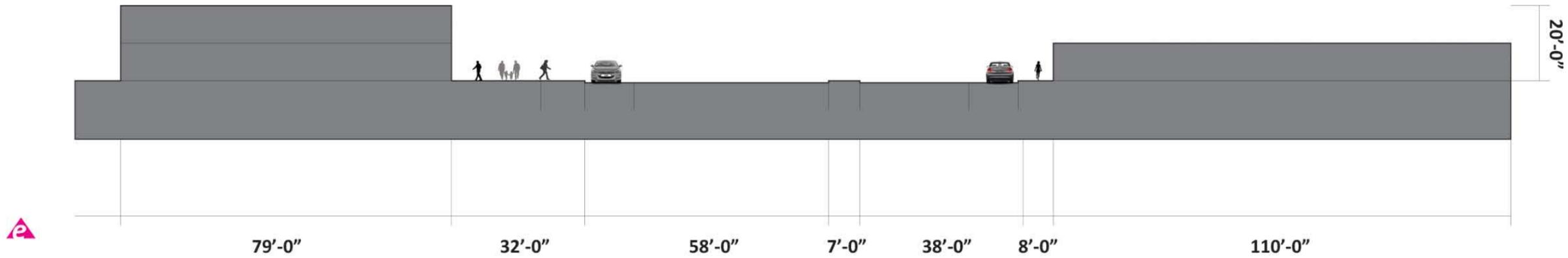


**Existing Plan**

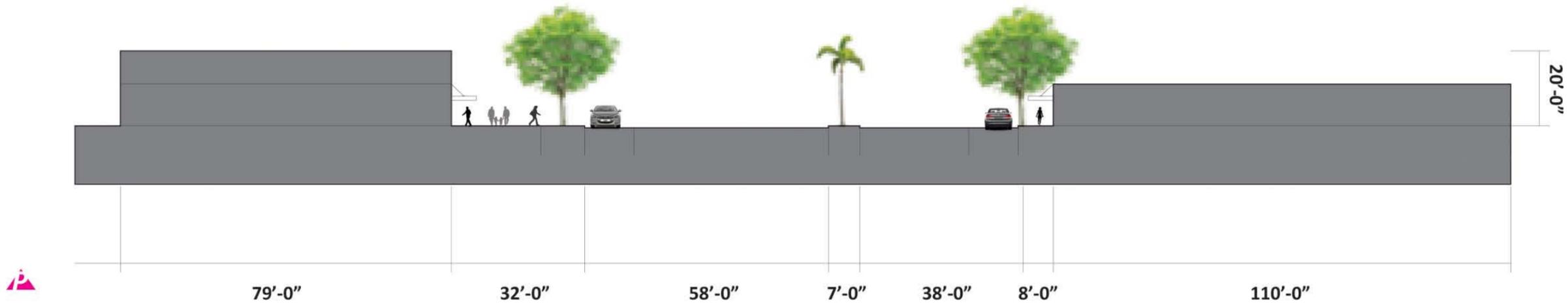
**Proposed Plan**

**Figure 9. West Dixie Green Trail Plan**

Key Civic Spaces | West Dixie Green Trail | **Section**



**Existing Section**



**Proposed Section**

Figure 10. West Dixie Green Trail Section

Key Civic Spaces | West Dixie Green Trail | **Street View**



Today



Proposed

**Figure 11. West Dixie Green Trail Street View**

Key Civic Spaces

**[3] NE 8th Avenue PPP Mixed-Use Parking Garage**

**[7A] NE 8th Avenue Promenade**

Key Civic Spaces | NE 8th Avenue PPP Mixed-Use Parking + Promenade | Description

NE 8th Avenue from NE 123rd Street north to NE 125th Street is envisioned to become a promenade/gathering space. Removable bollards at the intersections of the street would allow the it to be closed temporarily to become a safe space for events. By combining administrative functions in a new facility, the western side of 8th Avenue could become a multipurpose green space. Suggested enhancements:

1. Create new crosswalks with City-approved design scheme the length of the Promenade.
2. Reconstruct sidewalks as necessary.
3. Reconstruct roadway and install decorative paving along NE 8th Avenue for the length of the Trail (approximately 20,000 square feet).
4. Demolish small City administrative structures to add green space to the western side of Promenade.
5. Install benches and waste receptacles.
6. Install distinctive lighting.
7. Install distinctive NoMi banners.
8. Install distinctive sculptures.
9. Install removable bollards at all intersections when Promenade is used for special events.
10. Add shade trees where needed for the length of the Promenade (approximately 20 trees).

CITY HALL PARKING GARAGE

The current City-owned surface parking lot on the west side of NE 8th Ave, north of NE 124th Street that accommodates approximately 200 vehicles, could be redeveloped as a several hundred space parking garage with ground floor retail fronting the NE 8th Avenue Promenade. This additional parking could be utilized as Parking for City administration during the day, for special events at other times and for shared with anticipated residential and retail developments in the immediate area. Funding could be accomplished through a Public Private Partnership. Suggested enhancements:

1. Redevelop the surface parking lot into a mixed-use retail and parking structure containing at least 400 parking spaces.

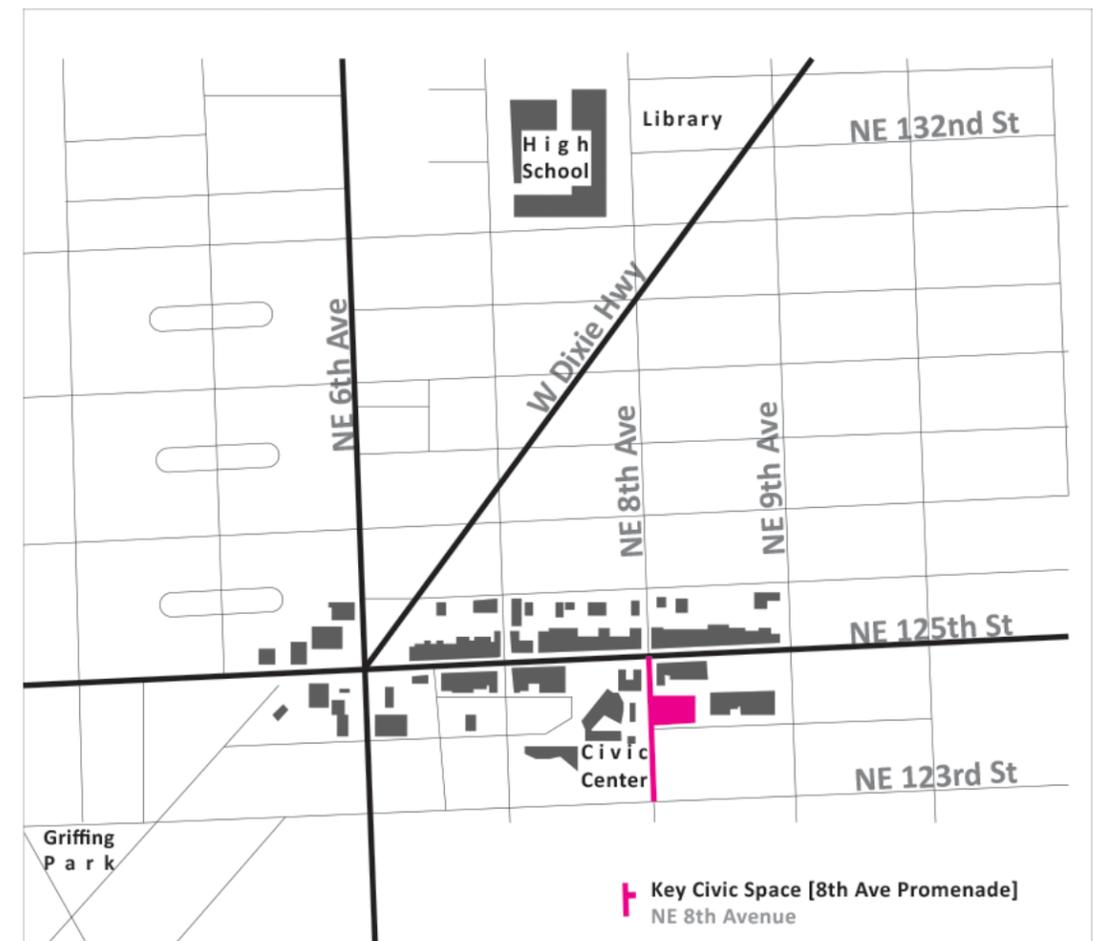


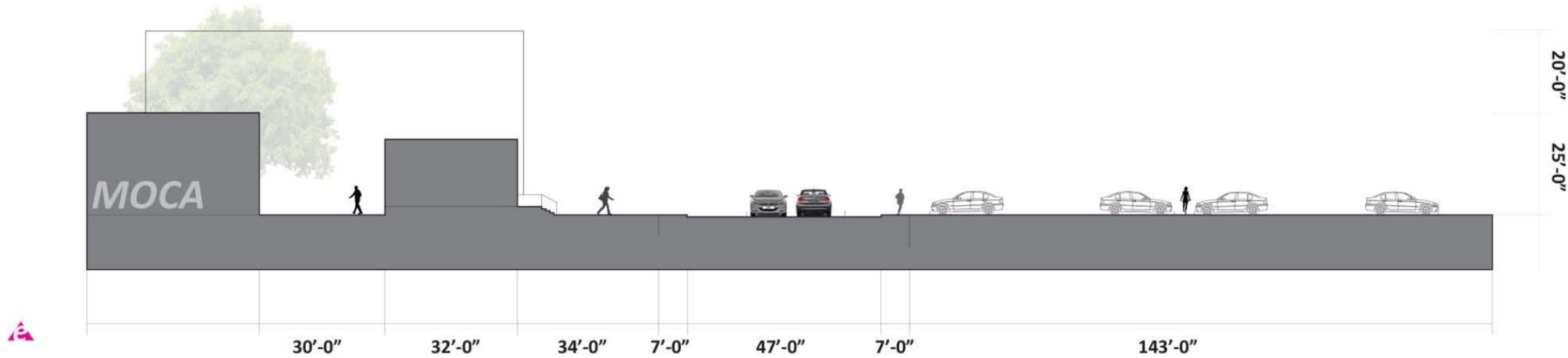
Figure 12. NE 8th Avenue Promenade Location Map

Key Civic Spaces | NE 8th Avenue PPP Mixed-Use Parking + Promenade | **Plan**

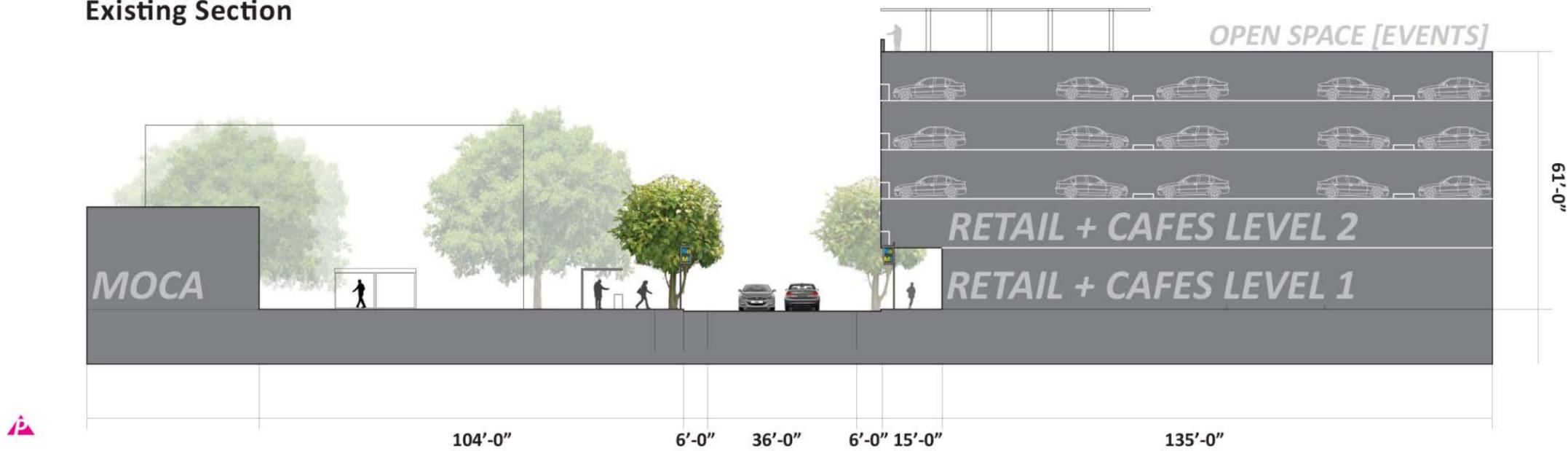


**Figure 13. NE 8th Avenue Promenade Plan**

Key Civic Spaces | NE 8th Avenue PPP Mixed-Use Parking + Promenade | **Section**



**Existing Section**



**Proposed Section**

Figure 14. NE 8th Avenue Promenade Section

Key Civic Spaces | NE 8th Avenue PPP Mixed-Use Parking + Promenade | **Street View**



Today



Proposed

**Figure 15. NE 8th Avenue Promenade Street View**

Key Civic Spaces

## [4] NE 125th Street Liberty Gardens Park

### Key Civic Spaces | NE 125th Street Liberty Gardens Park | Description

An outdoor Café is envisioned to be located in the area that serves as little more than a small passageway from NE 125th Street to a City-owned parking lot across an alleyway. It could be redesigned outdoor café space for a small to medium sized eatery opening on to the passageway from an adjacent building. Investment come could from both public and private sources. The City could make certain improvements to the passageway while a private entity would be responsible for any building renovations. By leasing a portion of the passageway area to the adjacent Café, the City would potentially generate revenue from the space. Suggested

Enhancements:

1. Plant approximately four trees with understory plantings.
2. Add paving material (approximately 1500 to 2000 square feet).
3. Add distinctive lighting (four to six tree up lights and three to four light poles).
4. Remove columns and archway.
5. Add two new entry signs.

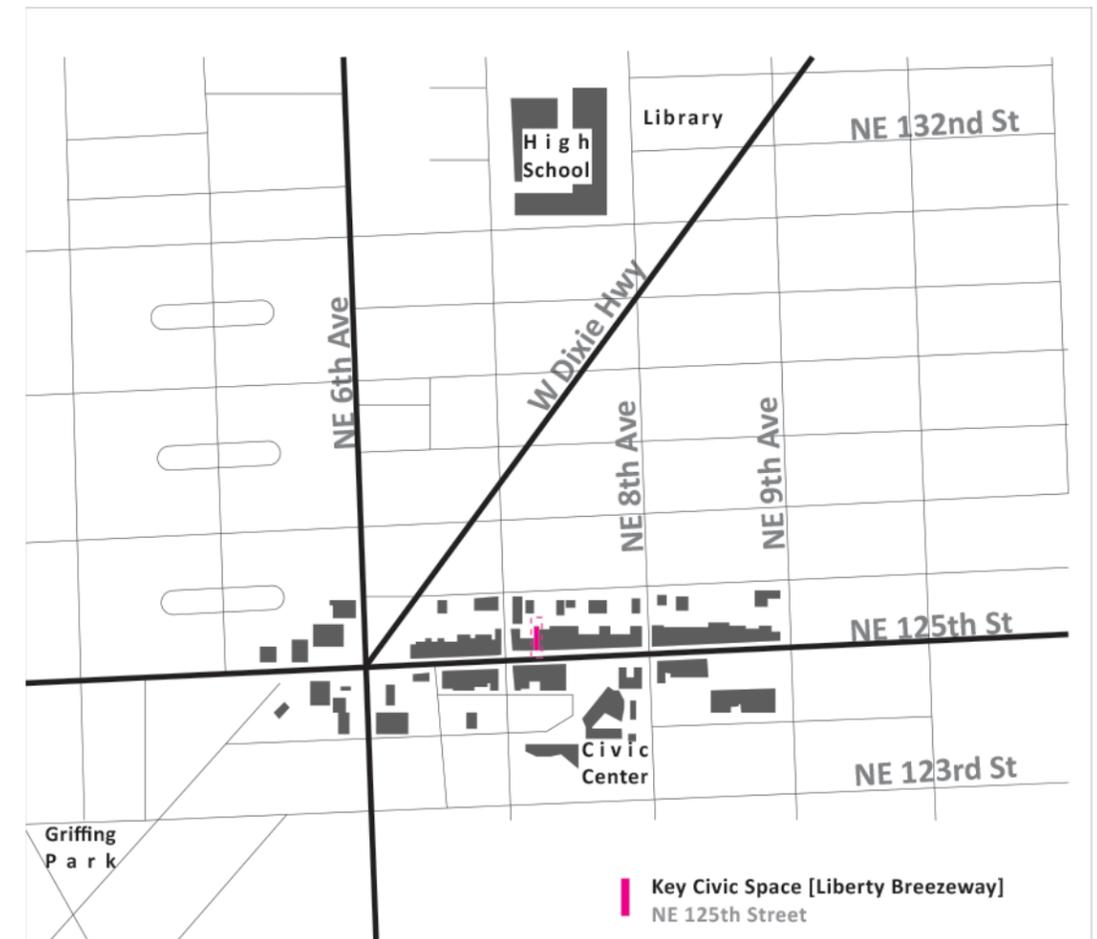


Figure 16. NE 125th Street Liberty Gardens Park Location Map

Key Civic Spaces | NE 125th Street Liberty Gardens Park | **Street View**



Today



Proposed

**Figure 17. NE 125th Street Liberty Gardens Park Street View**

Key Civic Spaces

## [5] Five Points Intersection

## Key Civic Spaces | Five Points Intersection | Description

So named because three major roadways intersect at this

location (NE 125th Street, West Dixie Highway and NE 6th Avenue) and when looking from above resembles “five points” touching. Currently, this very difficult intersection is hazardous to both pedestrians and persons travelling by vehicle. Pedestrian crossings are not well located and the triangular median area is not an adequate refuge.

A proposed landmark feature, such as an iconic art installation, in the triangle can serve as a key element of the City’s identity and its sense of place. Removing significant portions of the hardscape and replacing it with a large specimen tree and understory plantings will enhance the usage of the current bus stop providing comfort, security and an identity as elements to reinforce the concept of connectivity within the study area. Suggested enhancements:

1. Create new crosswalks with City-approved design scheme.
2. Create new, more direct crosswalks across NE 6th Avenue and NE 126st Street and install on-demand pedestrian signalization.
3. Decrease amount of hardscape while increasing landscape.
4. Add large specimen tree or three to four flowering trees.
5. Provide three benches and two waste receptacles.
6. Install iconic NoMi sculpture at southern tip of triangle.

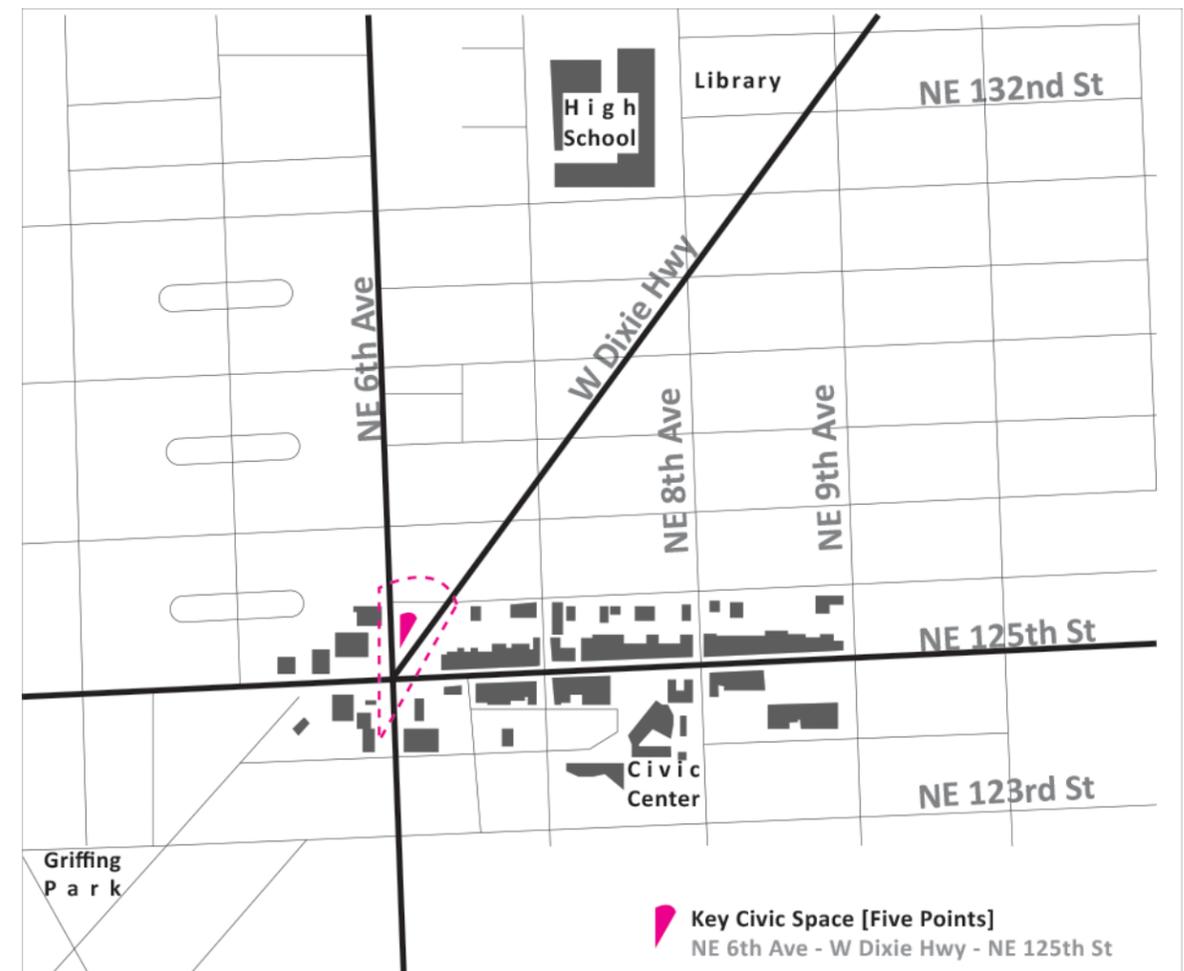
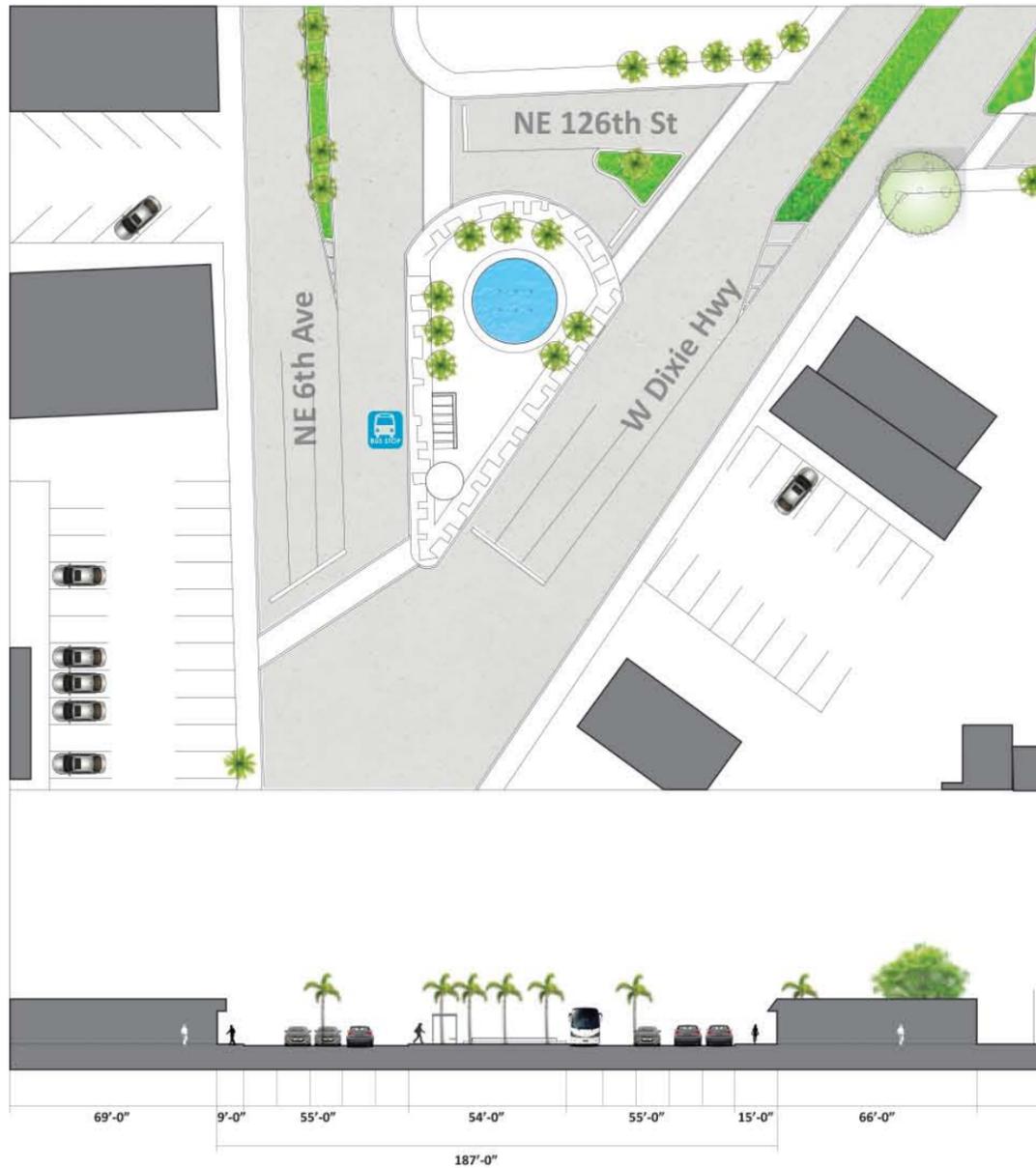


Figure 18. Five Points Intersection Location Map

Key Civic Spaces | Five Points Intersection | Plan



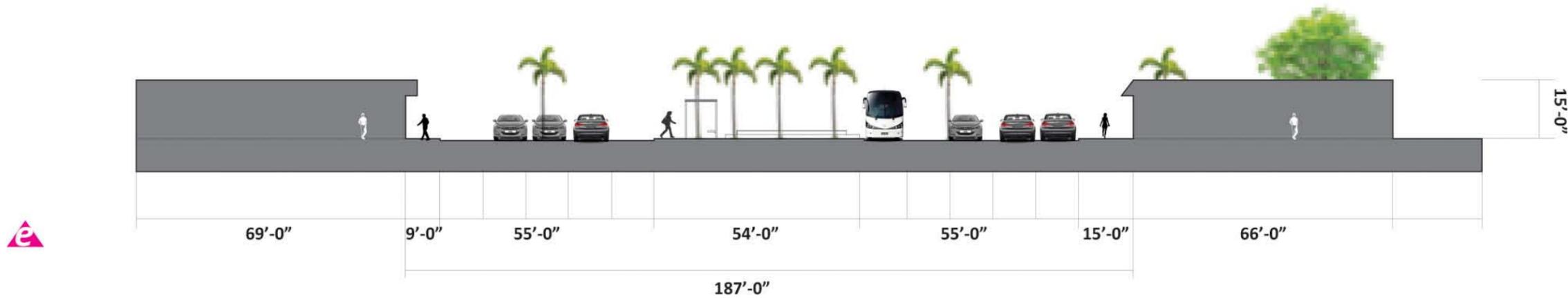
**Existing Plan**



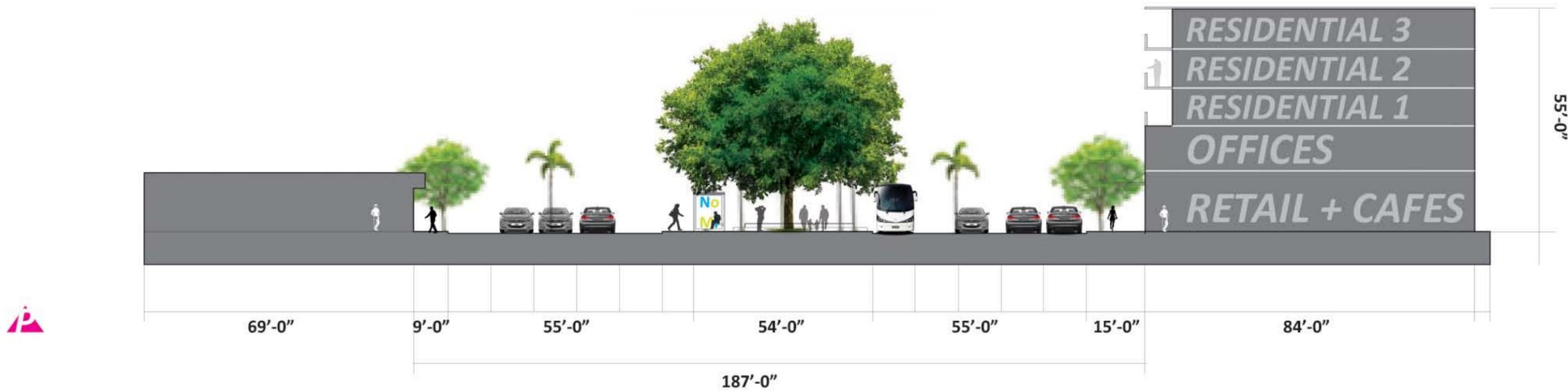
**Proposed Plan**

**Figure 19. Five Points Intersection Plan**

Key Civic Spaces | Five Points Intersection | Section



**Existing Section**



**Proposed Section**

Figure 20. Five Points Intersection Section

Key Civic Spaces | Five Points Intersection | **Street View**



Today



Proposed

**Figure 21. Five Points Intersection Street View**

Key Civic Spaces

## [6] Griffing Park Amphitheater

Key Civic Spaces | Griffing Park Amphitheater | Description

This triangular passive park is a small oasis in the City’s central west area. It includes the Veteran’s Memorial Clock Tower and an artistic lighting installation in a large banyan tree entitled Electric Tree by the artist Mark Hand forth.

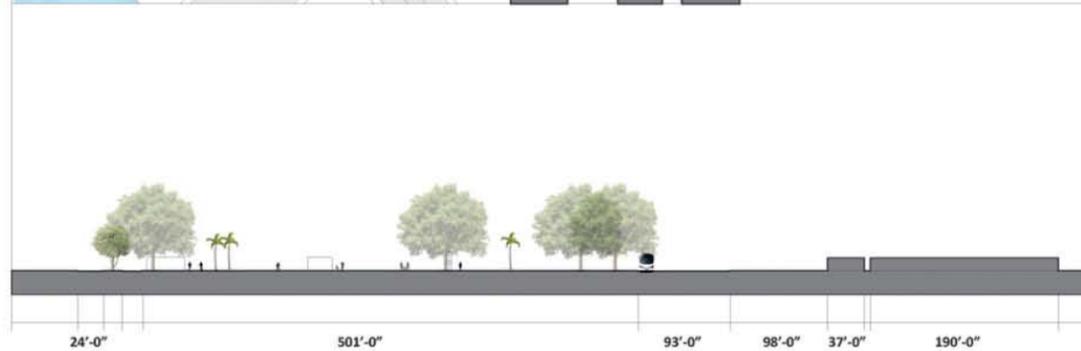
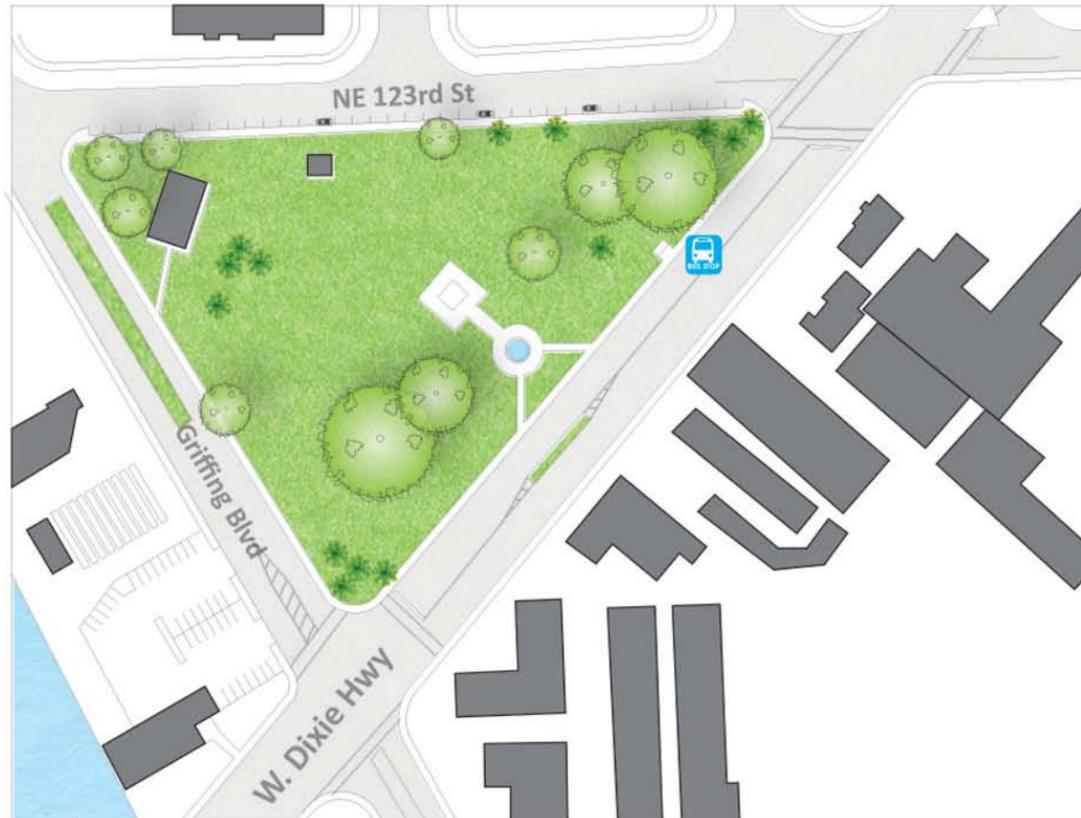
A proposed small amphitheater, holding just several hundred patrons, could be utilized for small events performances. Providing new uses and activities for the community park. The programming of events can be arranged to promote the artistic and cultural uniqueness of the City. Suggested enhancements:

1. Construct a 250-400 seat amphitheater and associated amenities.

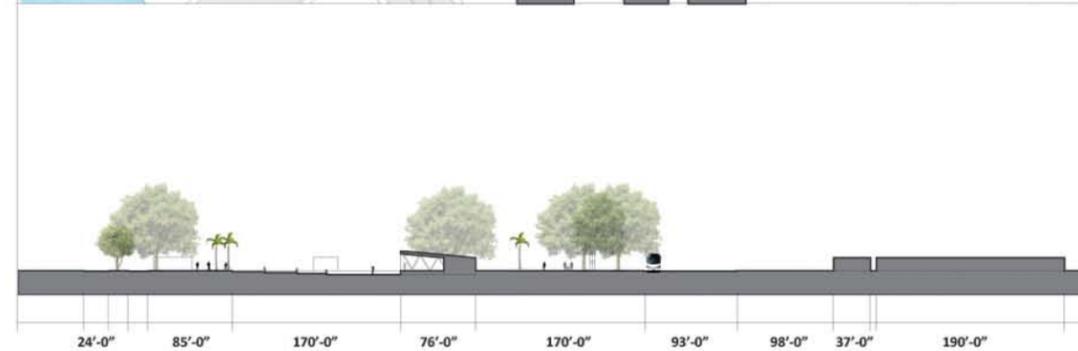
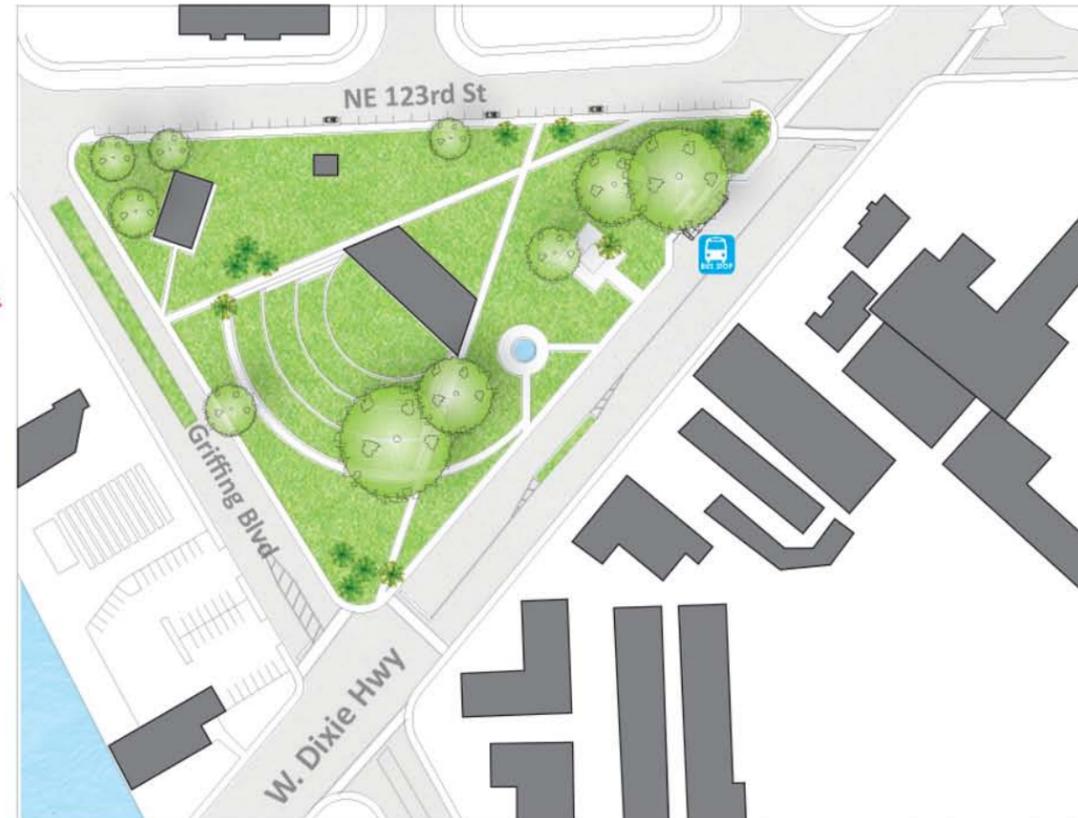


Figure 22. NE 8th Avenue Green Trail Location Map

Key Civic Spaces | Griffing Park Amphitheater | Plan



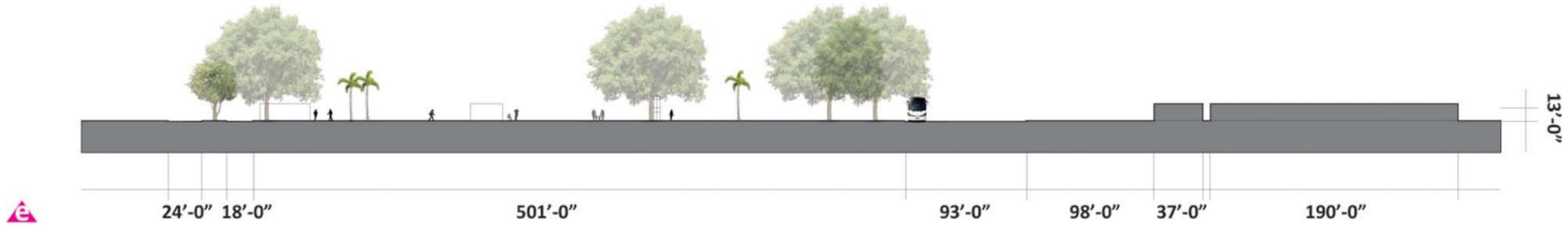
**Existing Plan**



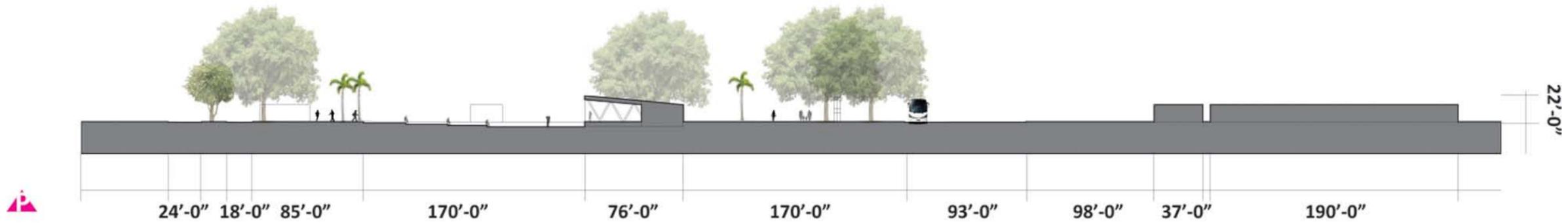
**Proposed Plan**

**Figure 23. Griffing Park Amphitheater Plan**

Key Civic Spaces | Griffing Park Amphitheater | **Section**



**Existing Plan**



**Proposed Plan**

Figure 24. Griffing Park Amphitheater Section

Key Civic Spaces | Griffing Park Amphitheater | **Street View**



Today

Figure 25. Griffing Park Amphitheater Street View



Proposed

Key Civic Spaces

## [7B] NE 8th Avenue Green Trail

## Key Civic Spaces | NE 8th Avenue Green Trail | Description

NE 8th Avenue will connect the two largest civic complexes within the City. The southern terminus of the Trail would be at the MOCA/Civic Center (City Hall and Administrative) Complex. While the northern terminus would be at the Arts, Culture, Design District, North Miami Senior High School and the North Miami Public Library.

The redeveloped roadway segment would create a safe and attractive pedestrian and bike path between these two very important civic areas. Suggested enhancements:

1. Create new crosswalks with City-approved design scheme the length of the Trail.
2. Reconstruct sidewalks as necessary.
3. Reconstruct roadway and install decorative paving along NE 8th Avenue for the length of the Trail (approximately 175,000 square feet).
4. Install benches and waste receptacles.
5. Install distinctive lighting.
6. Install distinctive NoMi banners.
7. Add shade trees where needed for the length of the Trail (approximately 40 trees).

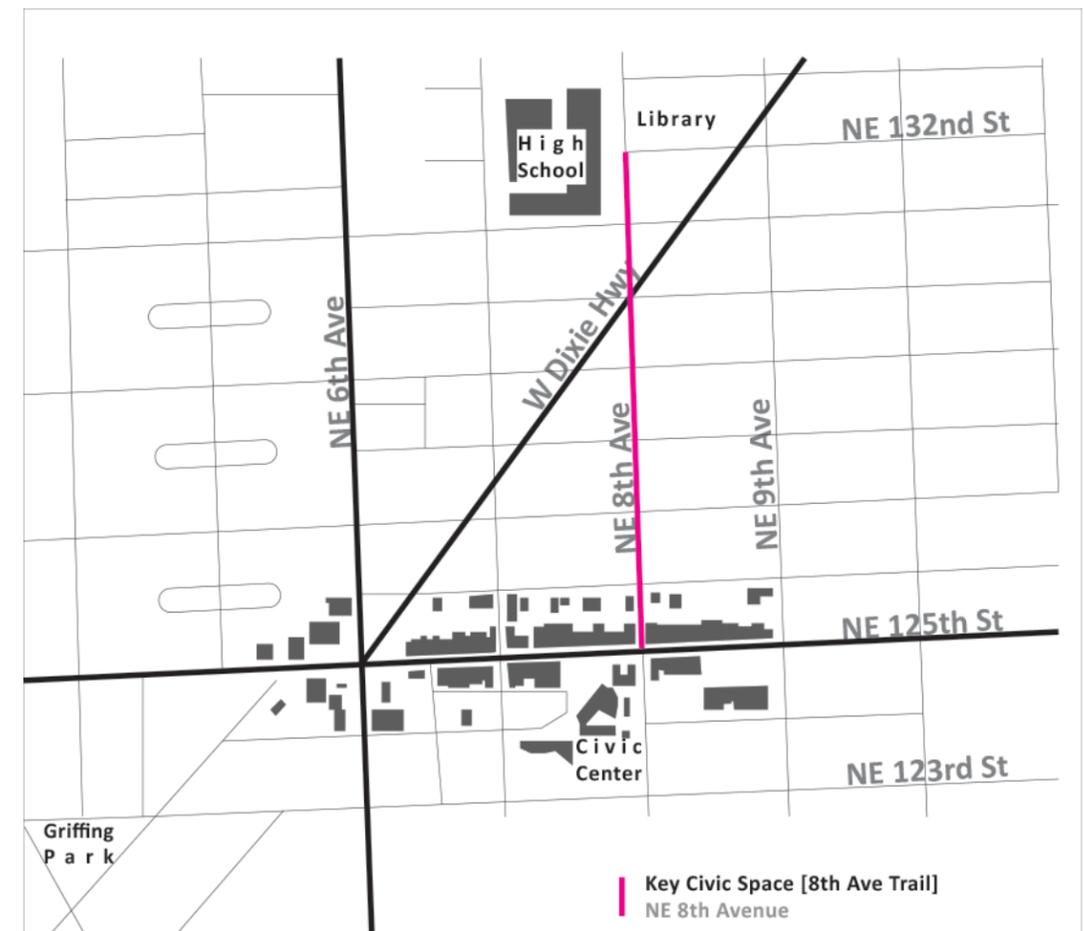


Figure 26. NE 8th Avenue Green Trail Location Map

Key Civic Spaces | NE 8th Avenue Green Trail | Revitalization



**Add street lamps with decorative banners**

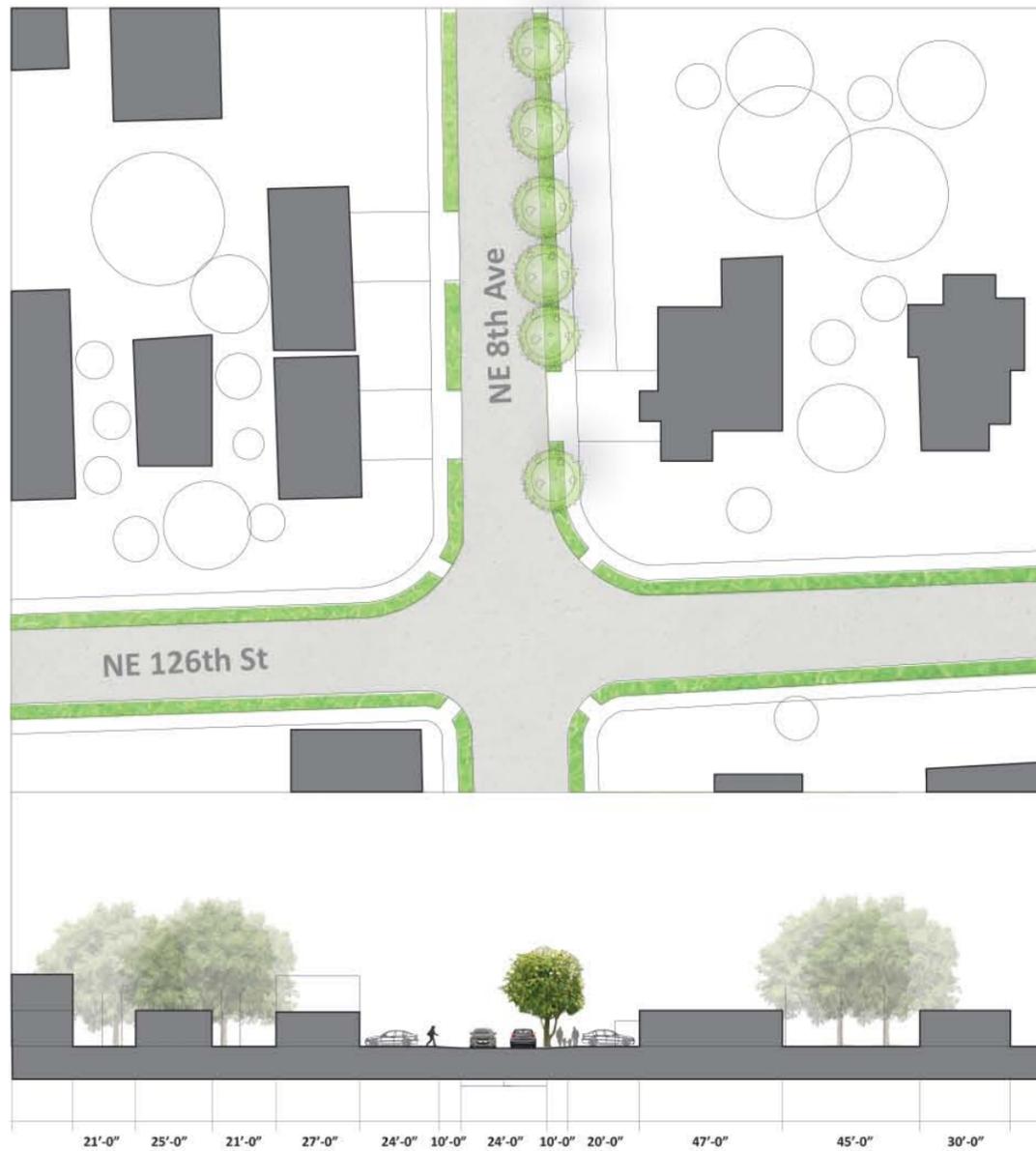
**Add decorative crosswalks along length of street and improve safety of crossings**

**Repave streets in brick pavers and repave sidewalks in pavers consistent with master plan**

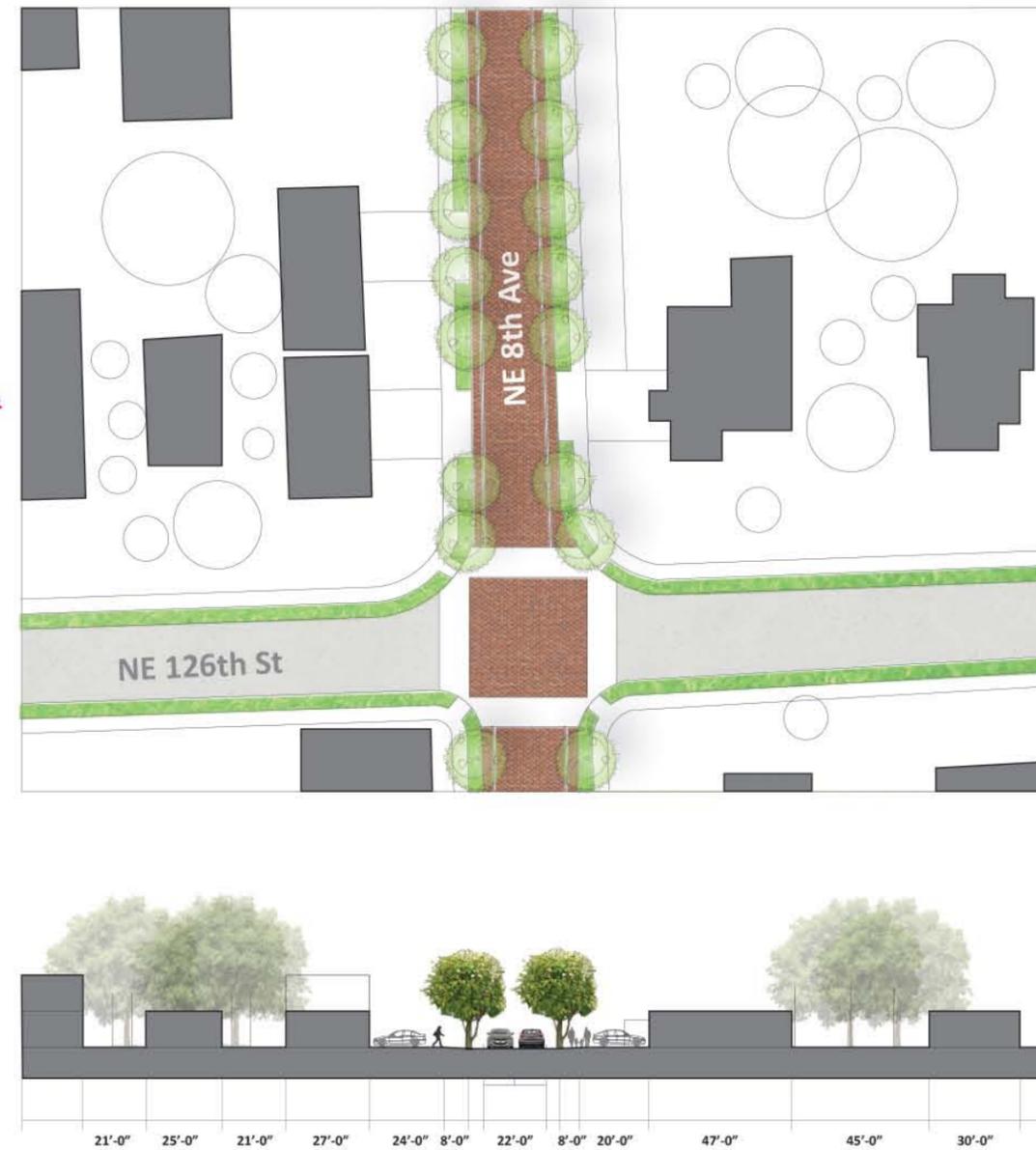
**Add shade trees to fill in ROW**

Figure 27. NE 8th Avenue Green Trail Bird's Eye

Key Civic Spaces | NE 8th Avenue Green Trail | Plans



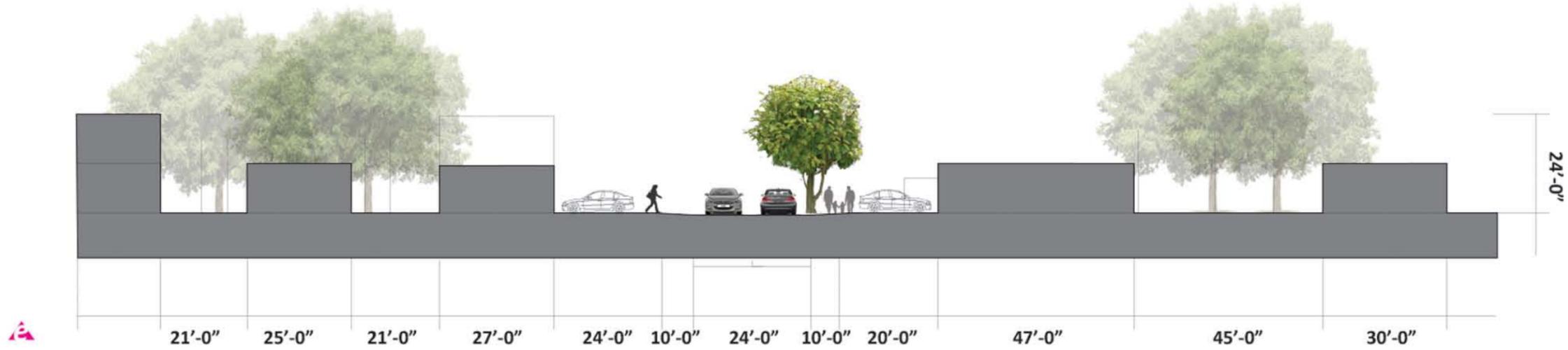
**Existing Plan**



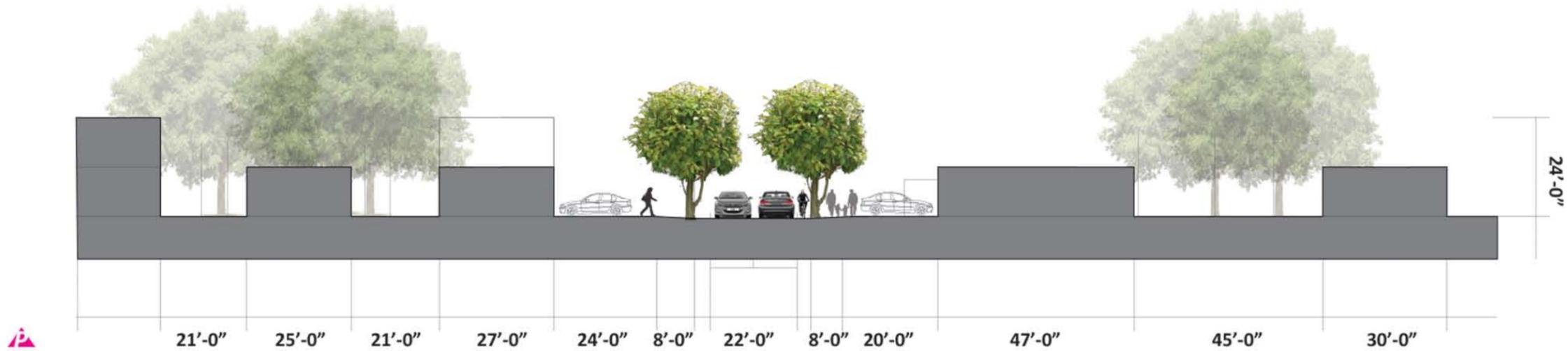
**Proposed Plan**

**Figure 28. NE 8th Avenue Green Trail Plan**

Key Civic Spaces | NE 8th Avenue Green Trail | **Section**



**Existing Section**



**Proposed Section**

**Figure 29. NE 8th Avenue Green Trail Section**

Key Civic Spaces | NE 8th Avenue Green Trail | **Street View**



Today



Proposed

**Figure 30. NE 8th Avenue Green Trail Street View**

Key Civic Spaces

## [8] MOCA Plaza/Civic Center Complex

## Key Civic Spaces | MOCA Plaza/Civic Center Complex | Description

North Miami’s City Hall, built in 1951, is currently one of the oldest structures in the City’s downtown. At the time of its construction, the City had a population of approximately 10,000 residents and the City Hall held a significantly smaller number of City staff. Also, far fewer municipal services were offered. After over 60 years the City has steadily grown to a population of close to 60,000 residents and has also increased its provision of civic services. Over 150 employees now occupy the current space which was designed for far fewer employees. A recent space analysis revealed that the building is over capacity. This is evidenced by the number of accessory buildings and trailers erected next to City Hall. The limited seating available at regular Council meetings, and long lines exiting the building for bus passes and passport applications.

As part of the Concept Plan process, a series of questions were asked of the public to determine preferred uses for the MOCA Plaza/Civic Center Complex. This Complex currently includes four surface parking lots (three within the “megablock” and one east of NE 8th Avenue) that could be redeveloped. Suggested enhancements:

1. A newly renovated, expanded and modernized City Hall/Administrative Building in order to consolidate government uses in one building. This would allow removal of the Zoning, Parks, Code and CPD Buildings in order to consolidate all the Administrative staff into one building and create additional park/green space along NE 8th Avenue for special events.
2. Police Department – No Change
3. Retail Space
4. Hotel
5. Parking garage with first floor retail east of NE 8th Avenue (across from City Hall).
6. MOCA expansion of 24,000 square feet as contemplated.
7. Develop new space for a Cultural Arts, Film and Education Destination:
  - o Additional Park/Open Space for special outdoor events
  - o A multi-purpose Performing Arts Center of approximately 800-900 seats
  - o Historical Museum space of approximately 2,000 square feet to house and display the Historic Society’s Collection and future donated collections.

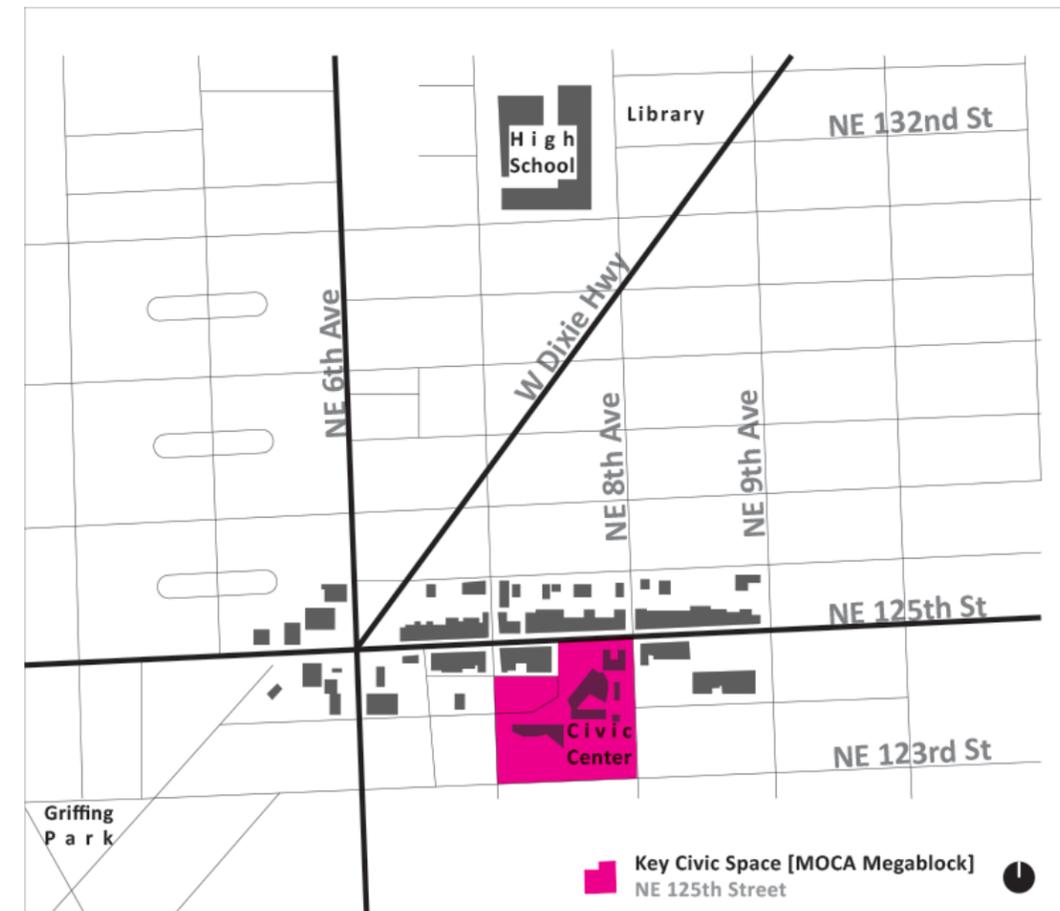
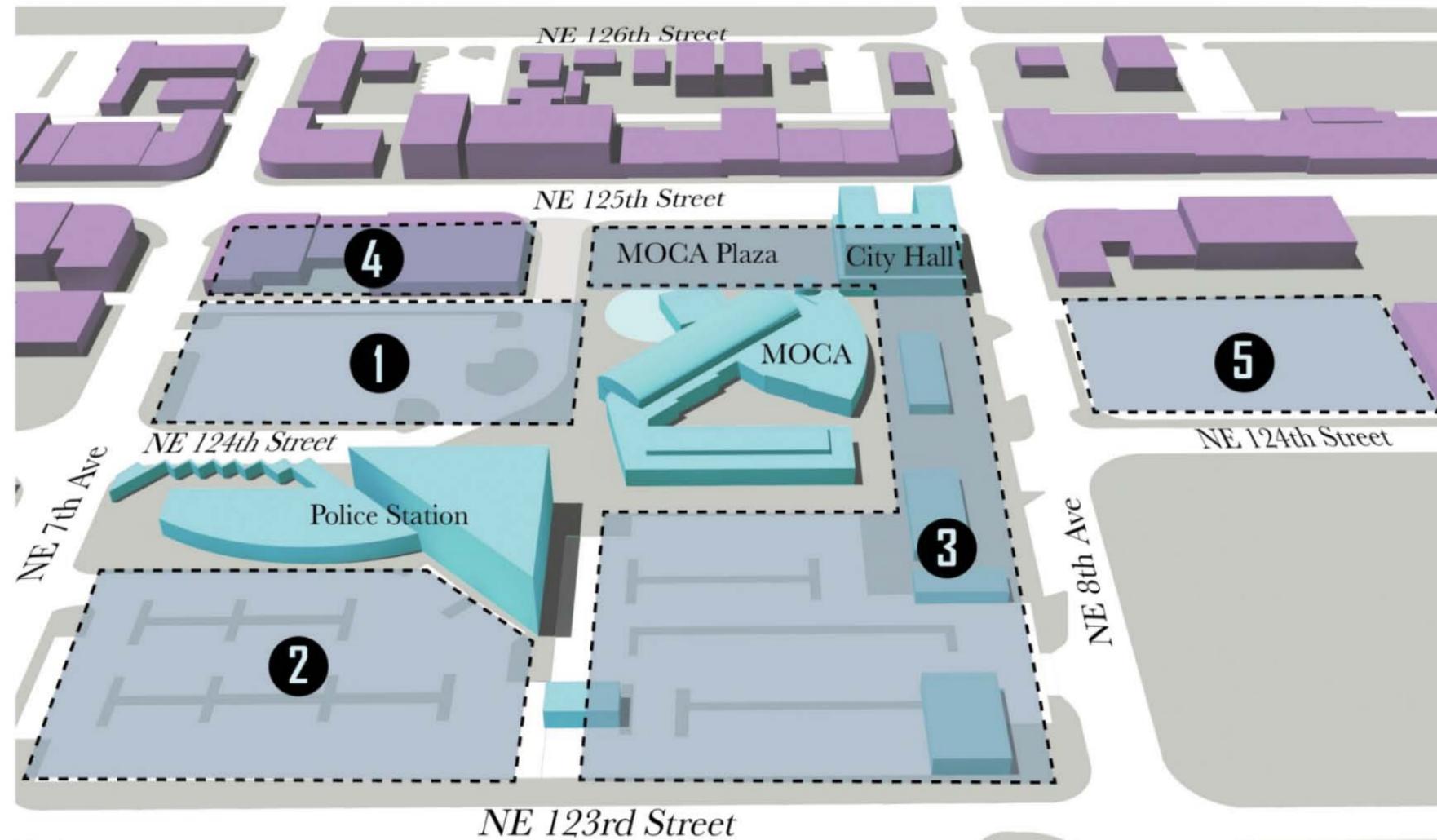


Figure 31. MOCA Plaza/Civic Center Location Map

Key Civic Spaces | MOCA Plaza/Civic Center Complex | Parcel Framework



**Civic Center Development Parcels**

The highlighted areas indicate municipal lands that could be redeveloped for other purposes

- Commercial/Private
- City of North Miami Civic Buildings
- Civic Center Parcels  
Possible development opportunities

Figure 32. MOCA Plaza/Civic Center Parcel Framework

Key Civic Spaces | MOCA Plaza/Civic Center Complex | Plan I



Figure 33. MOCA Plaza/Civic Center Plan

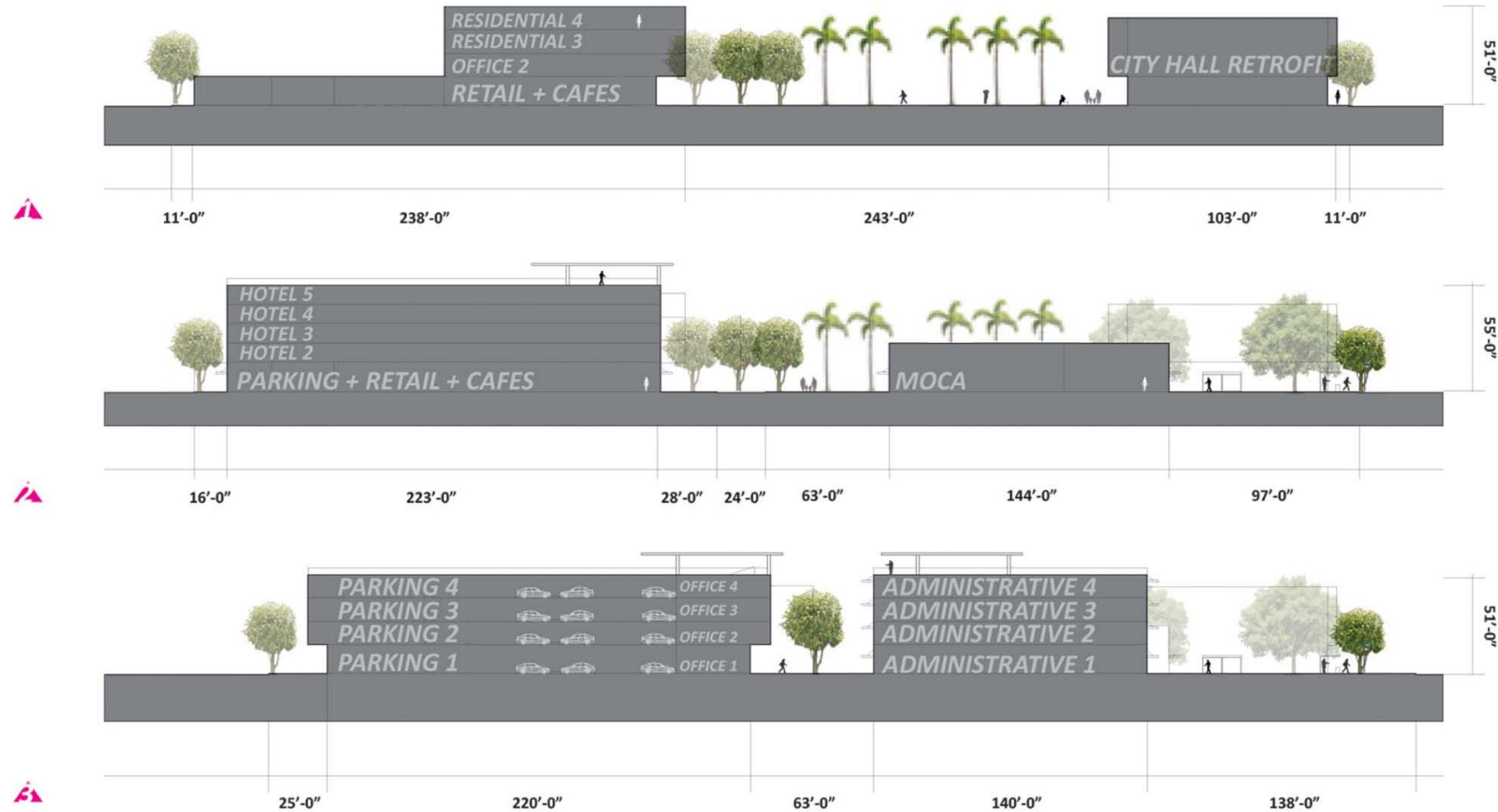
Key Civic Spaces | MOCA Plaza/Civic Center Complex | Proposed Conceptual Plan



**Proposed Plan**

Figure 34. MOCA Plaza/Civic Center Proposed Plan

Key Civic Spaces | MOCA Plaza/Civic Center Complex | Section



**Proposed Sections**

Figure 35. MOCA Plaza/Civic Center Section

Key Civic Spaces | MOCA Plaza/Civic Center Complex | **Street View MOCA Plaza**



Today



Proposed

**Figure 36. MOCA Plaza Nighttime Street View**

Key Civic Spaces | MOCA Plaza/Civic Center Complex | **Street View City Hall Promenade**



**Figure 37. City Hall Promenade Street View - 8th Avenue Looking North**

Key Civic Spaces | MOCA Plaza/Civic Center Complex | **Street View Hotel**



Today



Proposed

**Figure 38. MOCA Plaza Hotel Street View**

Key Civic Spaces

# \*Cost Estimate

Key Civic Spaces | Proposed Implementation Schedule | **Timeline of Capital Improvement Projects**

Priority*	Location Map Number**	Project Name	Cost	Years	Start	End
		(4) Café Corners	\$20,400	1	Oct-14	Oct-15
1, 2	7	NE 8th Avenue Green Trail	\$1,844,175	2	Oct-14	Oct-15
3	6	Griffing Park Amphitheater	\$750,000	1	Oct-15	Oct-16
4	2	West Dixie Green Trail	\$262,600	2	Oct-15	Oct-16
5	3	NE 8th Ave PPP Mixed Use Parking Garage	\$5,250,000	2	Ongoing	
6	5	5 Points Intersection	\$203,137	1	Oct-16	Oct-17
7	8	MOCA Plaza/Civic Center Complex	TBD	2	Ongoing	
8	4	NE 125th St. Liberty Gardens Park	\$62,550	1	Oct-16	Jun-17
9	1	NE 132nd Street Fountain	\$104,808	1	Oct-16	Jun-17

\* Priorities are subject to changes based on funding availability

\*\* Refer to Key Civic Spaces Location Map

(4) Number of locations proposed

# 6. Public + Private Development

## Public + Private Development | Description

The City has re-written its Comprehensive Plan and Land Development Regulations in anticipation of the forthcoming Downtown North Miami renaissance. The stated goal is to allow for higher densities and intensities in the Downtown area (C-3 District) and specifically along the major transportation corridors. The following graphic depictions are intended to be general guides for new development.

### Private Development Opportunities:

1. NE 126th Street between NE 8th and 9th Avenues (New Residential and Parking – South Side).
2. NE 125th Street between NE 8th and 9th Avenues (New Commercial and/or Residential and Parking – North Side).
3. NE 125th Street between NE 8th and 9th Avenues (New Commercial, Residential and Parking – South Side).
4. NE 124th Street between NE 8th and 9th Avenues (New Residential and Retail - North Side).
5. Five Points residential.
6. Jewish Community Services Retrofit.
7. Side Street Cafes are envisioned as a strategy to bring more restaurants into downtown and improve street life. The City would relinquish approximately two parking spaces adjacent to strategic development locations in order to provide an area that would accommodate outdoor seating from traffic lanes, wider sidewalks, and new landscape buffering. Side Street cafes could be located in various identified locations throughout the Downtown Core. Investment would come from both public and private sources.

Public + Private Development | Community Redevelopment Agency | Three-Phased Partnership Plan

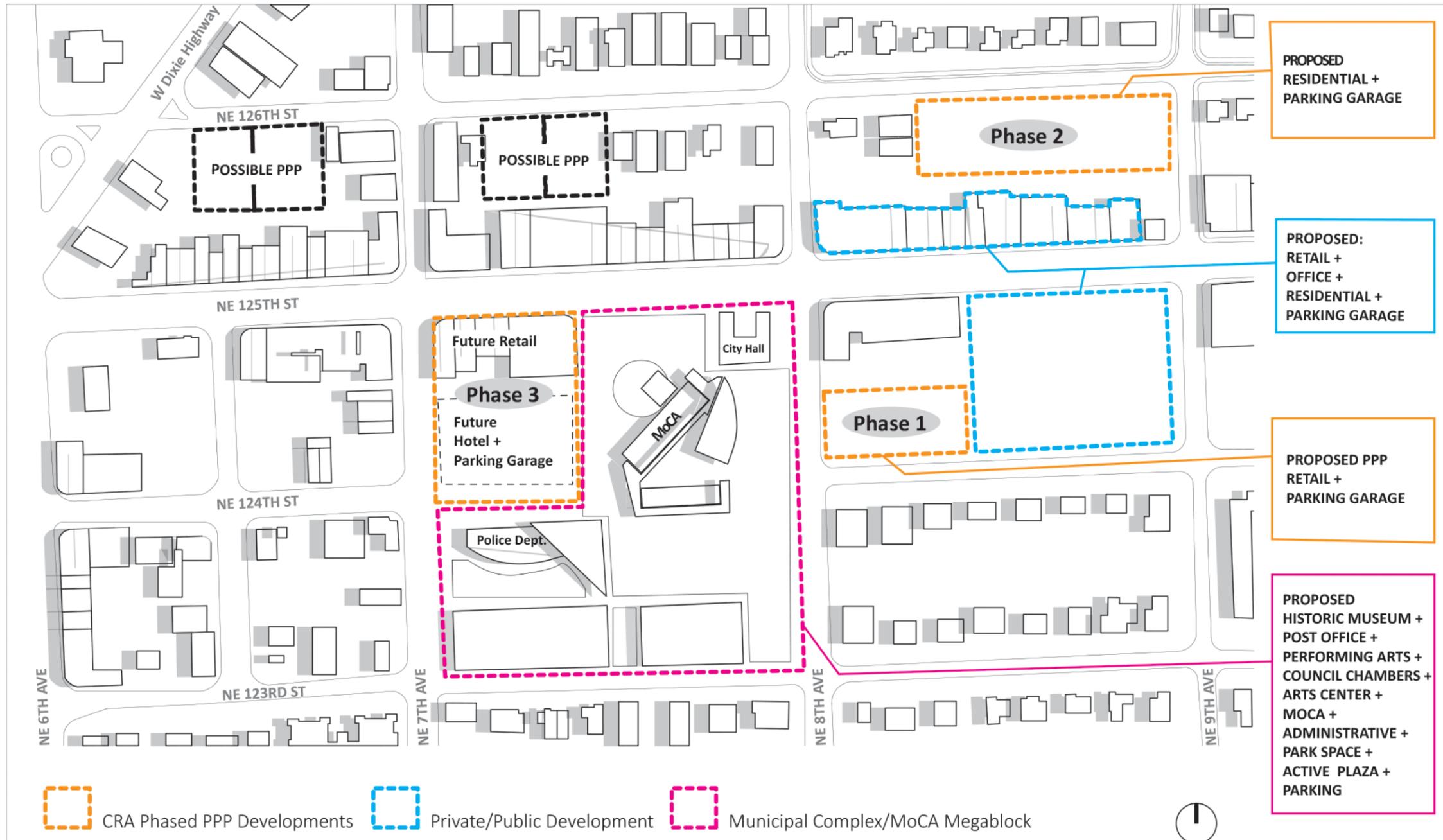


Figure 39. CRA Public-Private Partnership Location Map

Public + Private Development | CRA Three-Phased Partnership Plan | Phase 1A - Public/Private Partnership

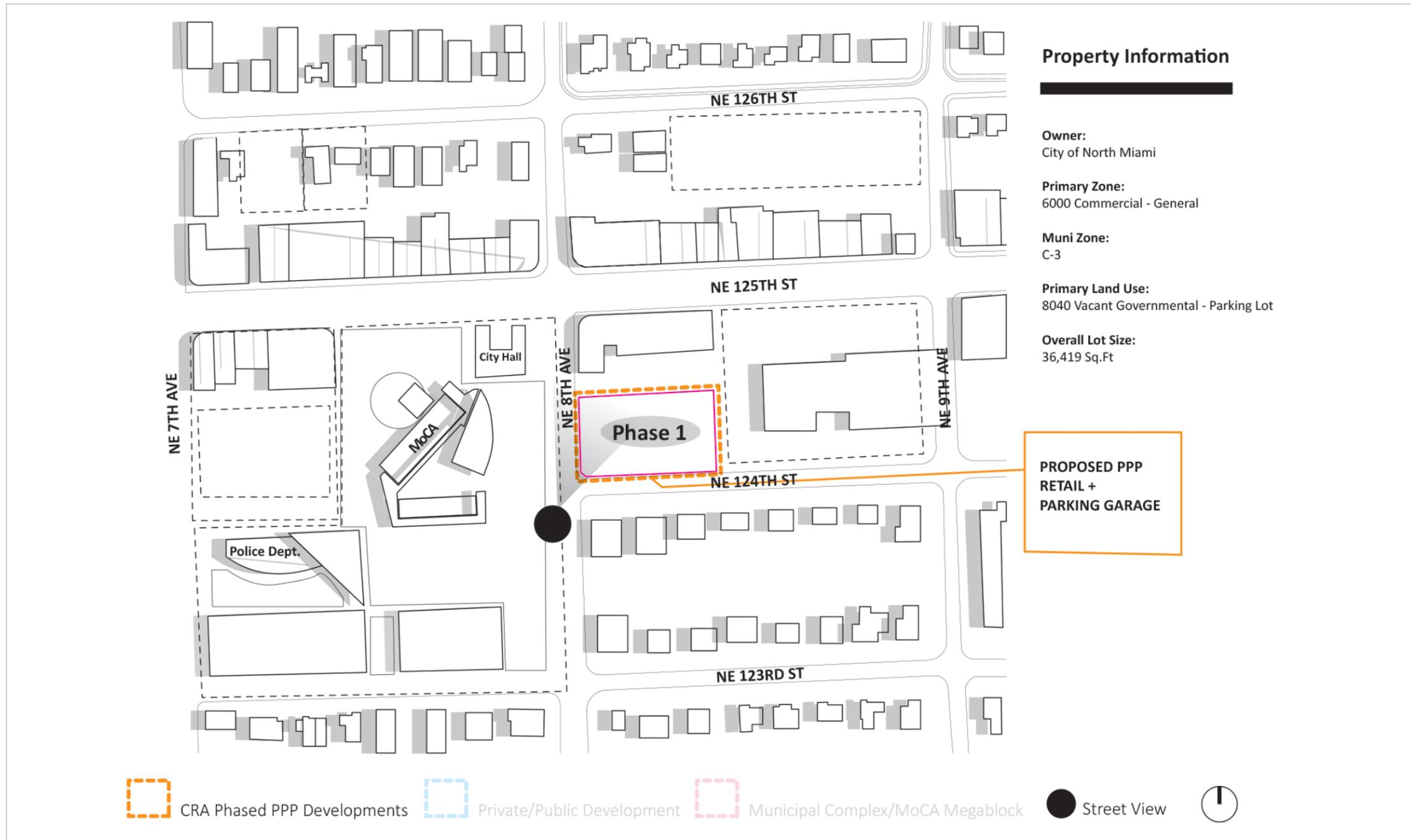


Figure 40. Phase 1A - PPP Plan

Public + Private Development | CRA Three-Phased Partnership Plan | Phase 1B - Land Acquisition on NE 126th Street

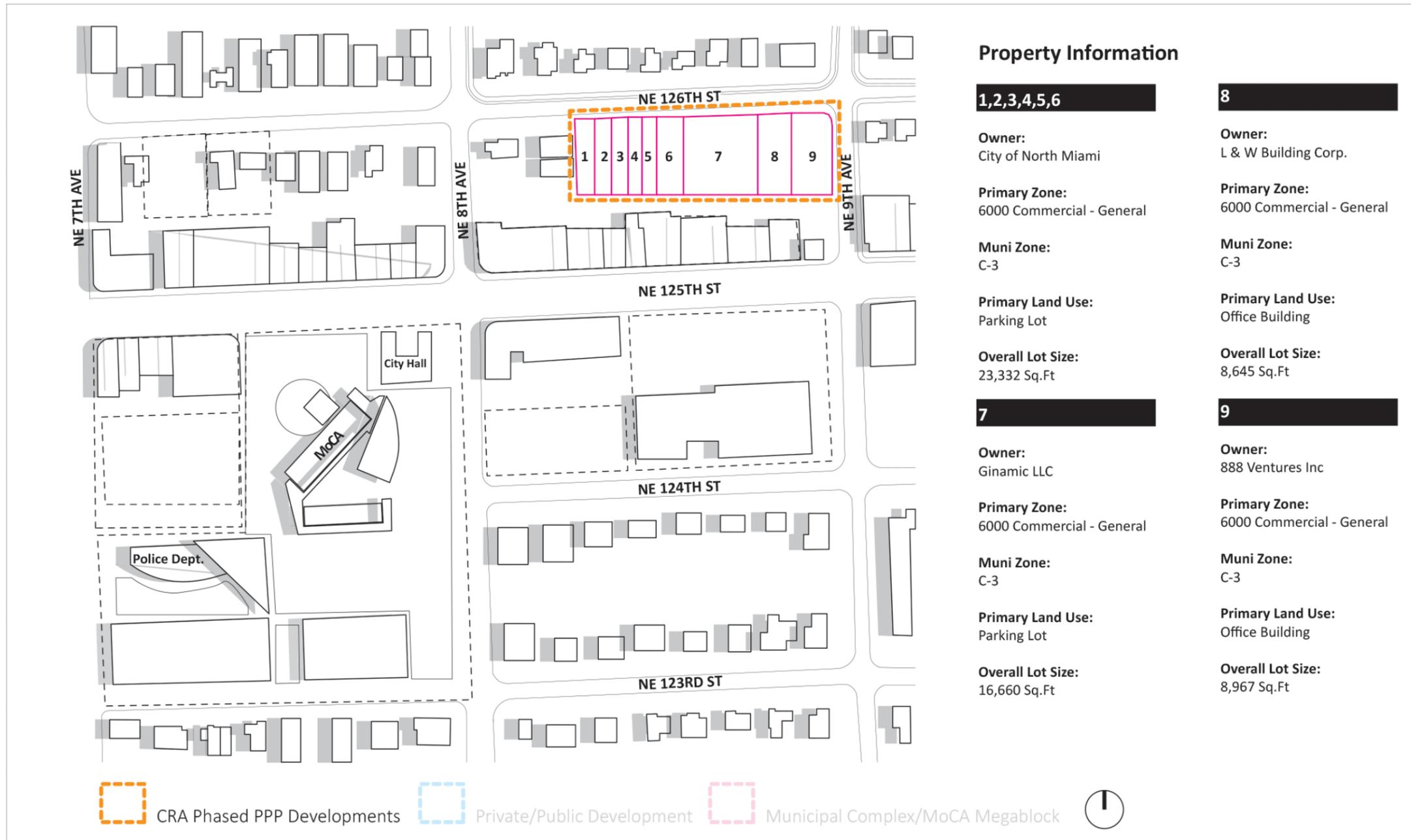


Figure 41. Phase 1B PPP Plan

Public + Private Development | CRA Three-Phased Partnership Plan | Phase 2 - Public/Private Partnership on NE 126th Street

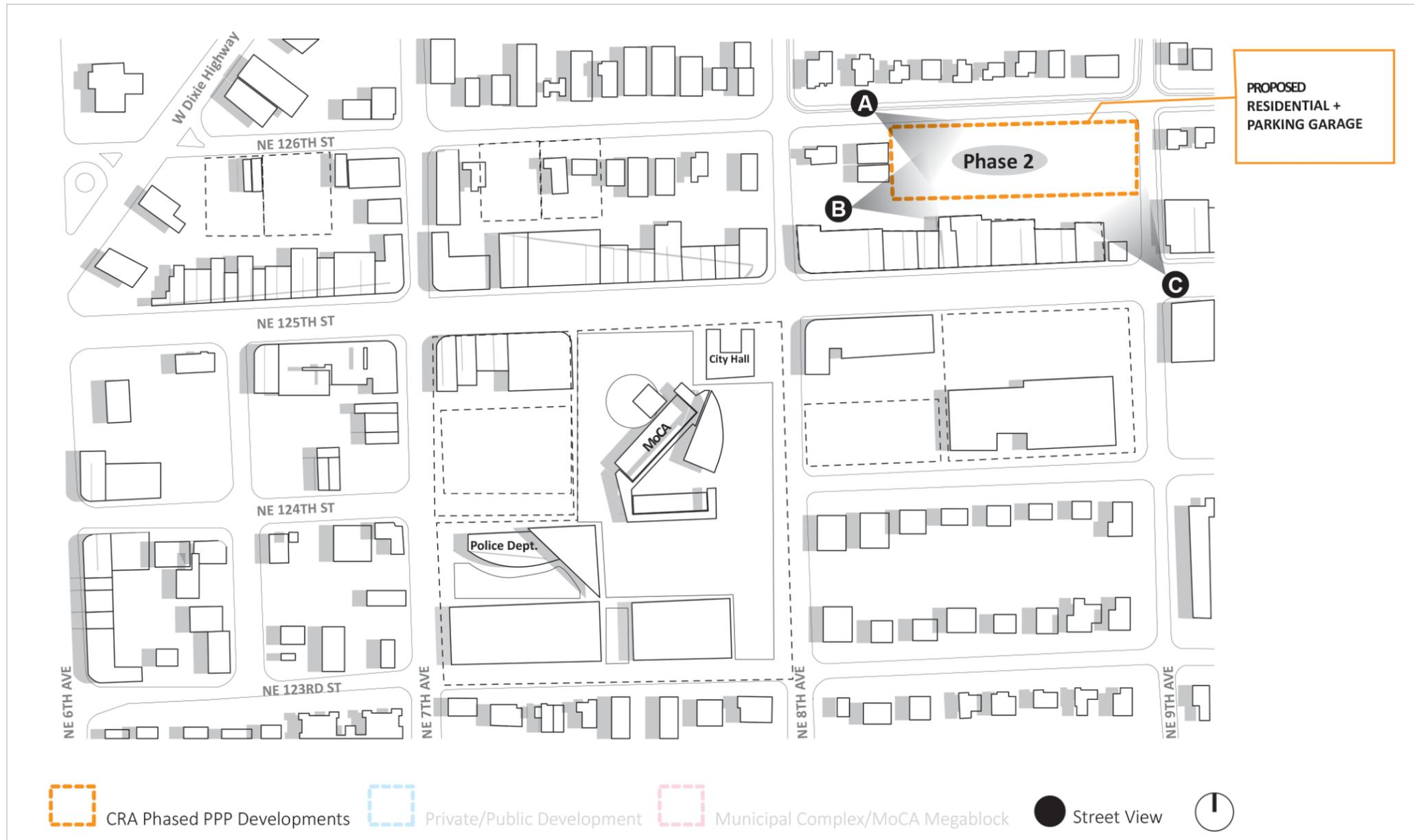


Figure 42. Phase 2 PPP Plan

Public + Private Development | CRA Three-Phased Partnership Plan | Phase 2 - Public/Private Partnership on NE 126th Street | **Street View A**



Today



Proposed

**Figure 43. Phase 2 Mixed-Use Street View A**



Today



Proposed

**Figure 44. Phase 2 Mixed-Use Parking Street View B**



Today



Proposed

**Figure 45. Phase 2 Mixed-Use Street View C**

Public + Private Development | CRA Three-Phased Partnership Plan | Phase 3 - Public/Private Partnership

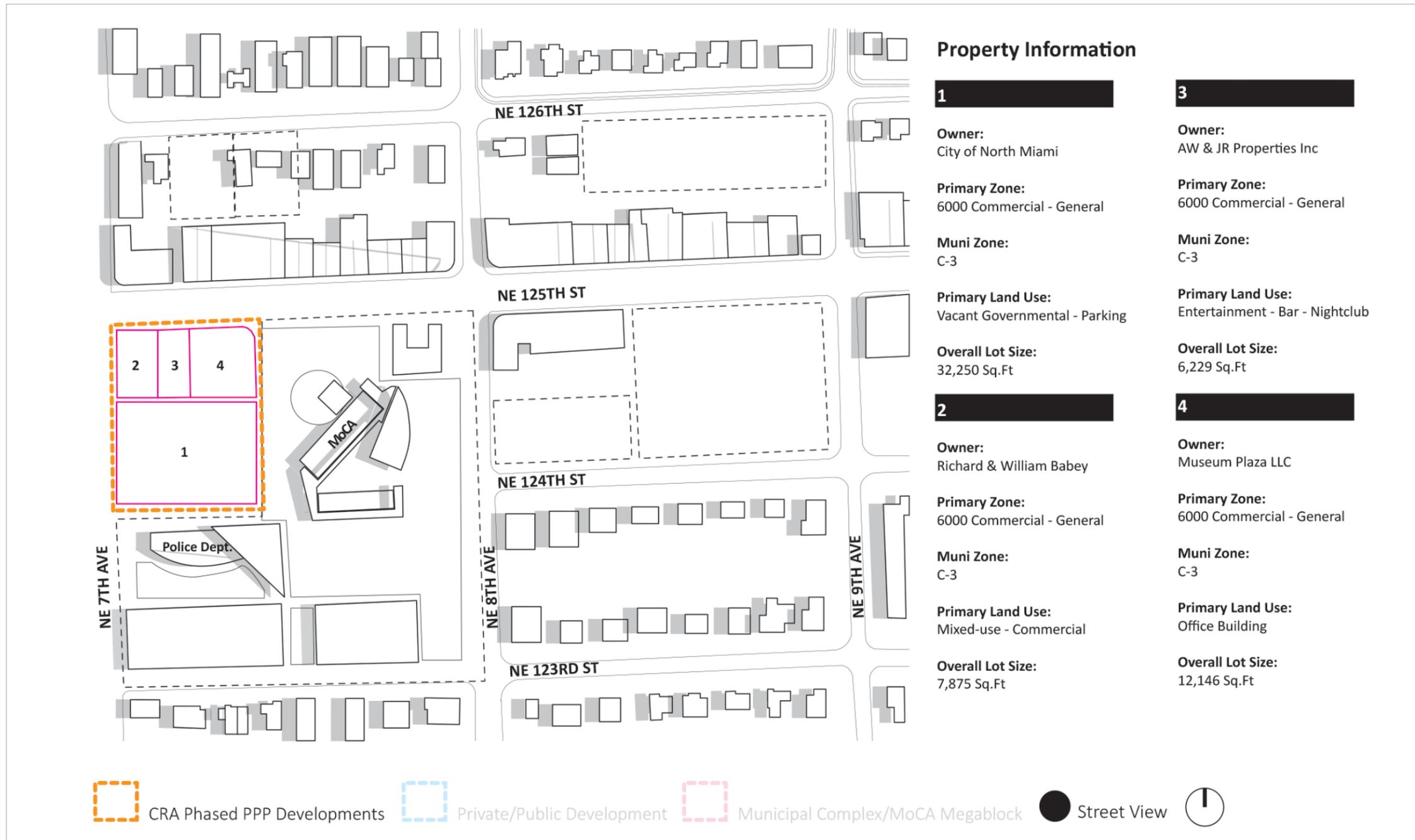
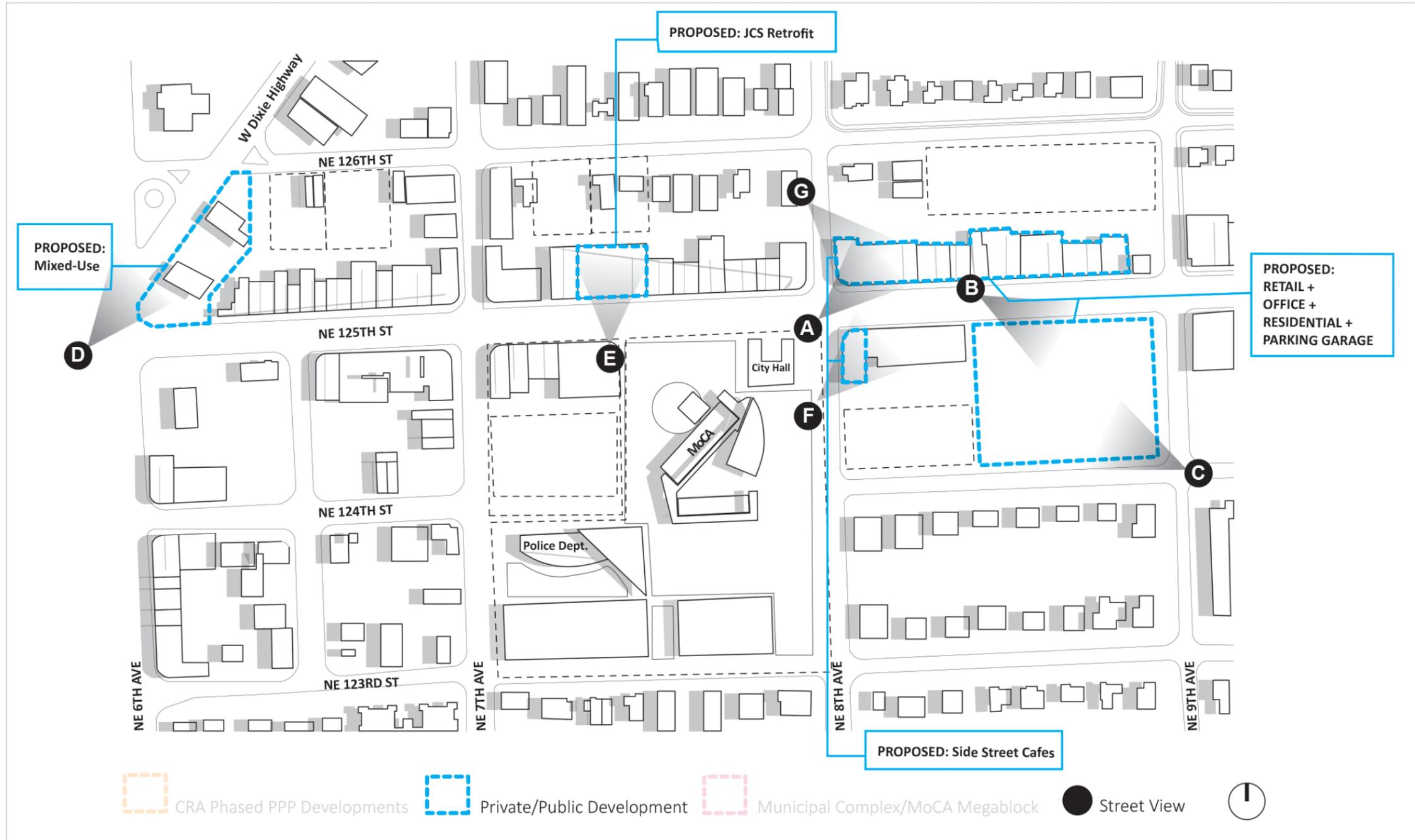


Figure 46. Phase 3 PPP Plan

Public + Private Development | **Proposed Mixed-Use Redevelopment**



**Figure 47. Proposed Mixed-Use Redevelopment Location Map**

Public + Private Development | Proposed Mixed-Use Redevelopment | **Street View A**



Today



Proposed

**Figure 48. Proposed Mixed-Use Street View A**

Public + Private Development | Proposed Mixed-Use Redevelopment | **Street View B**



Today



Proposed

**Figure 49. Proposed Mixed-Use Street View B**

Public + Private Development | Proposed Mixed-Use Redevelopment | **Street View C**



Today



Proposed

**Figure 50. Proposed Mixed-Use Street View C**

Public + Private Development | Proposed Mixed-Use Redevelopment | **Street View D**



Today



Proposed

**Figure 51. Proposed Mixed-Use Street View D**

Public + Private Development | Proposed Mixed-Use Redevelopment | **Street View E**



Today



Proposed

**Figure 52. Proposed Jewish Community Services Building Retrofit**

Public + Private Development | Proposed Mixed-Use Redevelopment | **Street View F**



Today



Proposed

**Figure 53. Proposed Side Street Cafes Street View F**

Public + Private Development | Proposed Mixed-Use Redevelopment | **Street View G**



Today



Proposed

**Figure 54. Proposed Side Street Cafes Street View G**

# 7. Chapter Summary

## North Miami Downtown Concept Plan 2014 Summary

In 2007-2009, the City took bold steps to allow for higher densities and intensities in re-developing areas by re-writing both the City's Comprehensive Plan and Land Development Regulations. Once this process is complete and this Plan is adopted by City Council it is envisioned to act as a general guide for new public and private development within Downtown North Miami.

The hope and vision for the City is to create a thriving downtown community in which to live, work, study and play. The addition of several thousand new residents also brings the need for a variety of business, cultural, recreational and educational uses with adequate parking . A thriving downtown requires of a mix of housing types for a mixed-income, multi-generational population. These factors bring to Downtown North Miami diversity and an energy critical for a successful community.

# **APPENDIX E**

## **Beacon Council Community Profile**



## North Miami, FL

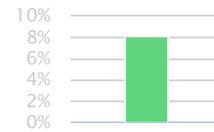
Community Profile

**TOTAL  
POPULATION**  
**63,536**

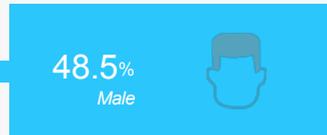
The total population of the City of North Miami is 63,536. The median age is 35.52.



The population in North Miami has grown 8.12% since 2011.



### Age Distribution



**35.52**  
Median Age

# EDUCATIONAL ATTAINMENT

The majority of the population in North Miami has completed at least a high school degree.



**26.84%**  
of the population  
has a college degree.



offer Associate's Degree  
or Certificate



offer Bachelor's Degree  
or Higher

# LABOR FORCE

# 32,279

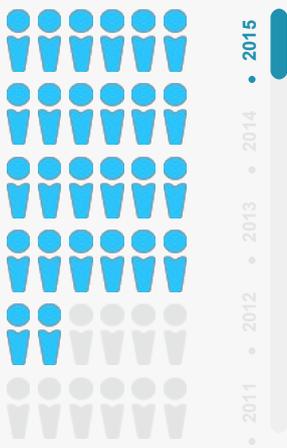
North Miami has a labor force of 32,279 people, with a job growth rate of -3.32% since 2014, and an unemployment rate of 6.5%.

## JOB GROWTH

# -3.32%

Since 2014

## TOTAL EMPLOYEES



**19,569**  
2015

The work distribution of total employees in North Miami is.

**64%**  
Blue Collar

**35%**  
White Collar

**6.5%**  
Unemployment Rate

**-20.73%**  
Since 2014

## 5 TOP TALENT

Where are the top jobs by occupation?



# TOTAL ESTABLISHMENTS

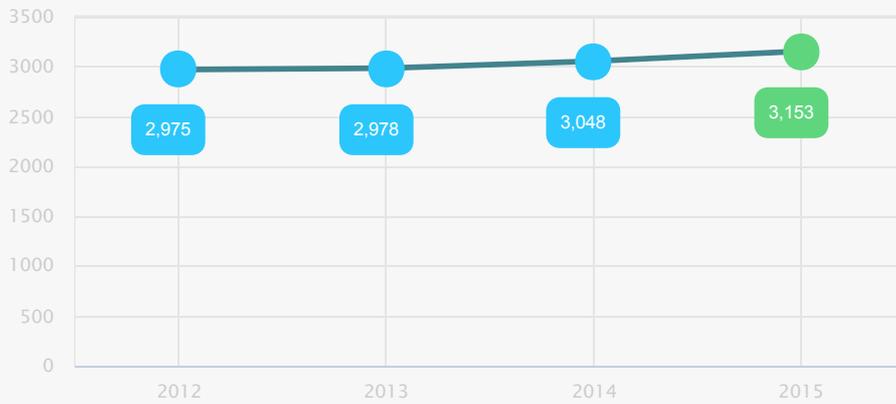
# 2,703

# BUSINESSES AND JOBS

North Miami has a total of 2,703 businesses. In 2015, the leading industries were:

Retail, Health Care and Social Services, Accommodation and Food Services, Other Services - Repair, Personal Care, Laundry, Religious, etc., and Public Administration

Which are the top 5 industries by jobs?



How many employees do businesses in North Miami have?

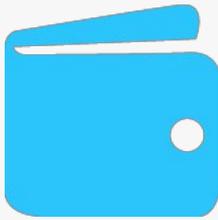


1-4 Employees	69.59%
5-9 Employees	16.8%
10-19 Employees	7.88%
20-49 Employees	3.66%
50-99 Employees	0.92%
100+ Employees	1.1400000000000001%

# INCOME AND SPENDING

Workers in North Miami earn a median yearly household income of \$35,988. 26.87% of the households earn more than the national average each year. Household expenditures average \$44,116 per year. The majority of earnings get spent on Shelter, Transportation, Food and Beverages, Health Care, and Utilities.

There are 0% more households who own their homes than there are renters.



MEDIAN

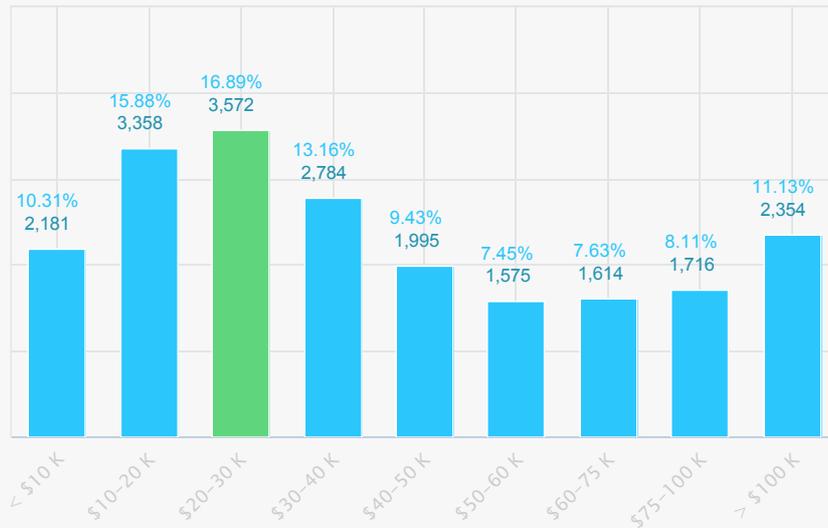
**HOUSEHOLD  
INCOME**  
**\$35,988**

**17%** less than the county

**24%** less than the state

**35%** less than the nation

Income Distribution



## How do people spend much of their money?

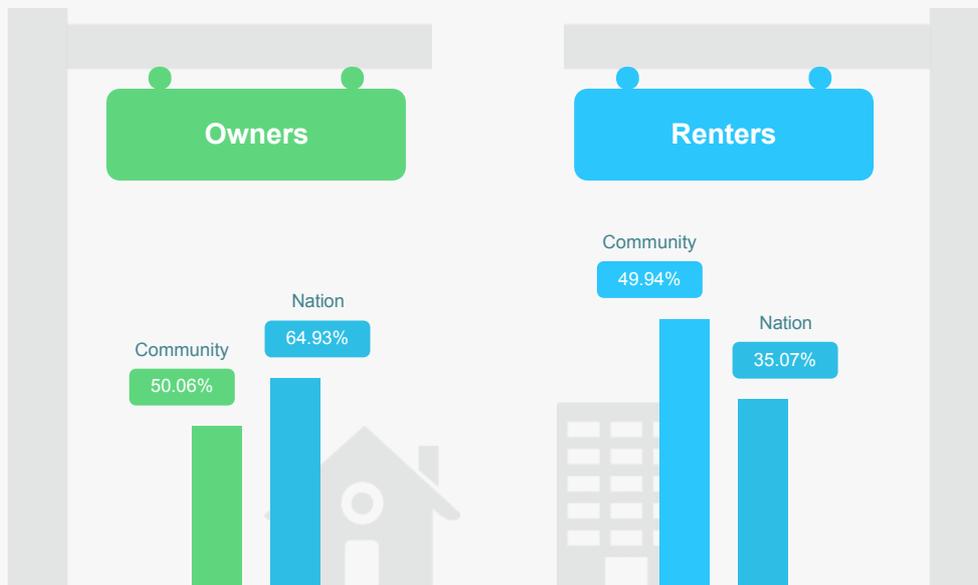
\$ PER HOUSEHOLD



The average household expenditure in North Miami is:

# \$44,116

## HOUSING



# TRANSPORTATION

Residents spend an average of 32 minutes commuting to work. North Miami is served by 11 airports within 50 miles. Rail can be accessed within the community. Interstates can be accessed within the community.

## Interstate

In Community



0

Airports in Community

11

Airports in Community (+50 miles)



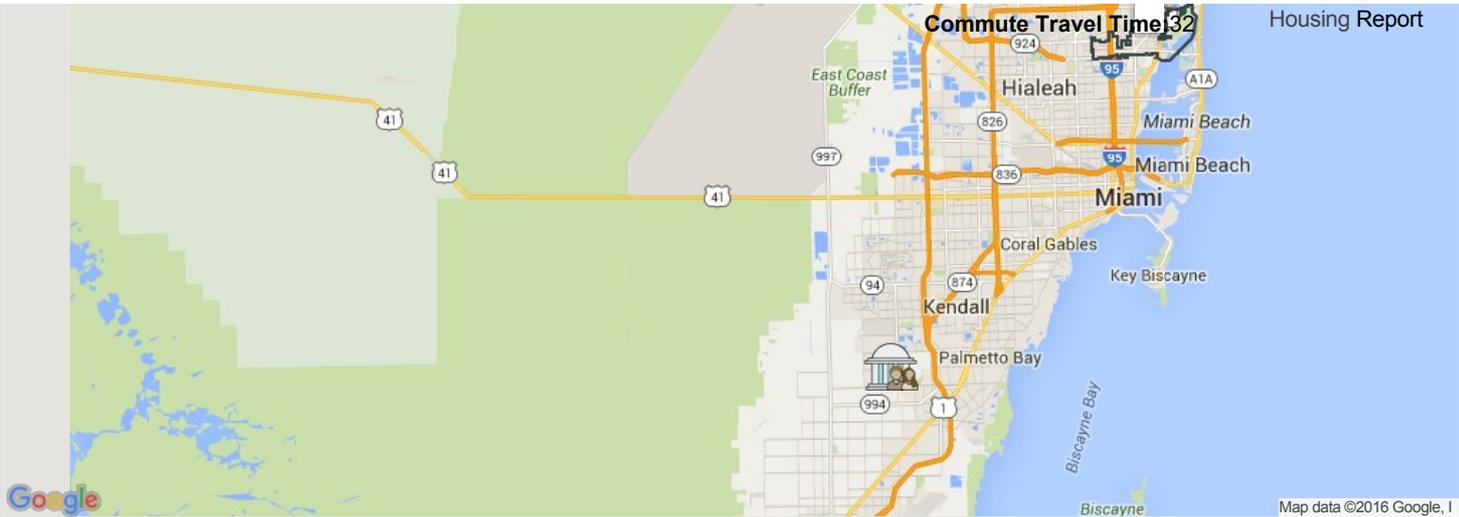
32min.

Commute Travel Time



## Freight Rail

In Community





***For questions or comments related to this report, please contact Sam Blatt,  
Economic Development Manager for the city of North Miami at  
305- 893-6511 ext. 12164 or by email at [sblatt@northmiamifl.gov](mailto:sblatt@northmiamifl.gov).***