



SOUTH MIAMI

PLACEMAKING, BRANDING & URBAN DESIGN

EXISTING CONDITIONS ANALYSIS
OCTOBER 9, 2024

OVERVIEW OF THE STUDY AREA

The City of South Miami selected the Plusurbia Design team as highest ranked through the Request for Qualifications (RFQ) No. CSM2023-14 for placemaking, branding and urban design services for the Hometown District. In early 2024 the City authorized the team to advance a discovery phase completing an existing conditions analysis of the study area.

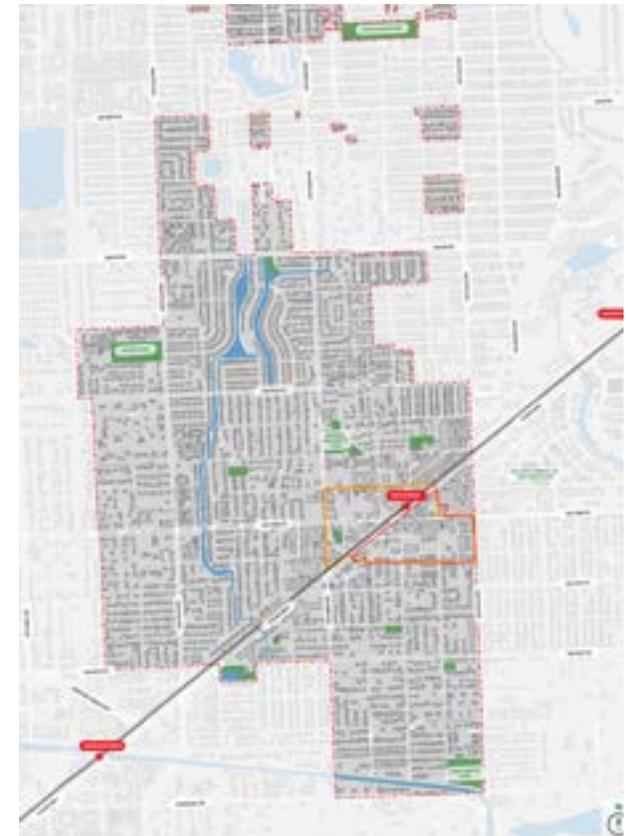
The City of South Miami is advancing an existing conditions assessment to analyze the existing built environment and transportation network conditions of the Hometown District and its area of influence in order to develop a cohesive vision for the area. **This report includes the assessment of existing conditions within the study area providing a snapshot of the land use context, demographic and socio-economic characteristics, and an understanding of the transportation and traffic conditions.**

The scope of work objectives for this task includes:

- Project Management and Coordination
- Preliminary engagement with City leadership (elected officials) and the Town Center Advisory Board
- Developing a background summary and planning context assessment

- Developing a land use assessment and a socioeconomic/market profile including identifying some behavioral trends on Sunset Drive
- Developing an area-wide transportation/mobility Assessment including a Sunset Drive ROW conditions analysis
- Developing a challenges and needs summary
- Preparing a summary report and presentation of findings

Beyond the ongoing redevelopment activity in the Hometown District, as this area continues to grow and evolve, a question that should remain in the forefront as plans move forward, is if the transportation network - including physical infrastructure and transportation services - and placemaking elements - meet the needs of those that live, work, and visit here? The goal for this area is to create a destination for locals and visitors that provides real mobility choices and help foster places where people want to invest their time and money.



TEAM:



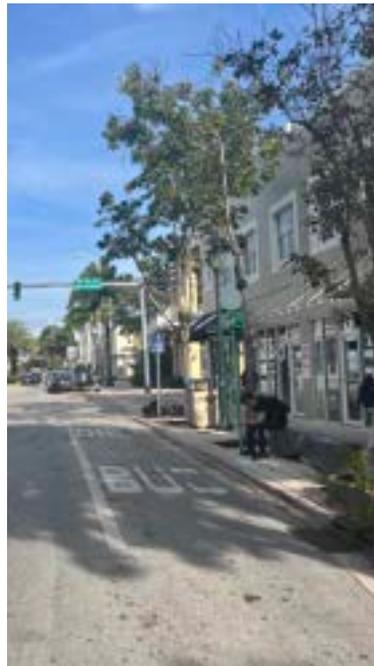
PLANNING CONTEXT



OVERVIEW OF THE STUDY AREA

South Miami, situated in a major metropolitan area, comprises mainly residential districts divided into ten neighborhoods, inclusive of multi-family and mixed-use areas. The Hometown District serves as the city's activity center, featuring commercial, retail, office, and residential mixed-uses, including a transit-oriented development (TOD) district for higher intensity projects. US/ South Dixie Hwy,

the city's primary arterial and busiest corridor, bisects the hometown district and provides direct access to the nearest Metrorail station. With population growth, increased housing density, and commercial demand, coupled with concerns over traffic congestion and a focus on sustainability, there's a push for multimodal facilities to enhance access and options to get around for residents and visitors alike.



OVERVIEW OF THE STUDY AREA

PREVIOUS PLANS/STUDIES

South Miami has advanced studies to increase access and safety for all modes and users of all ages and abilities, and balance mobility needs with economic development and community goals.

SOUTH MIAMI COMPLETE STREETS POLICIES AND DESIGN MANUAL

- This plan establishes Complete Streets policies and design standards as well as specific goals, objectives and policies to be incorporated in the City's Comprehensive Plan

SUNSET DRIVE STREET TREE PLAN

- It identifies two design alternatives, each with a different pair of tree species, to be planted along SW 72nd Street, from US 1 to SW 57th Ave.

SOUTH MIAMI INTERMODAL TRANSPORTATION PLAN (SMITP)

- This plan sets goals and objectives to develop an interconnected network plan of multimodal streets that promote sustainable transportation, as well as recommendations for a future network of non-motorized transportation facilities.

SW 72ND STREET PARKING AND TRUCK STUDY

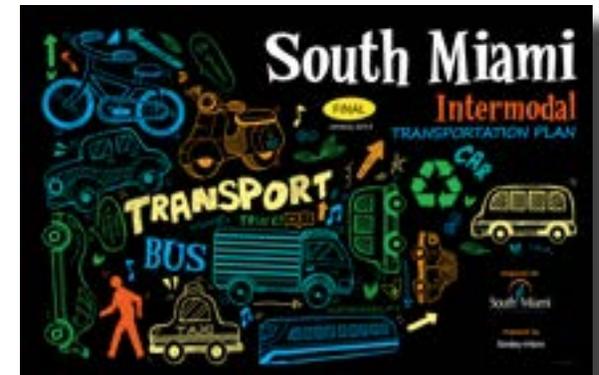
- Developed in 2019, the study investigated the impacts of eliminating parking and implementing a “no truck zone” along the study corridor, between SW 57th Ave and US 1.

ROADWAY & BEAUTIFICATION IMPROVEMENTS – SUNSET DRIVE

- Carried out in 2021, the study developed electrical, landscape, and roadway plans for Sunset Drive in the same Study Area, from U.S. 1 to SW 57th Ave.

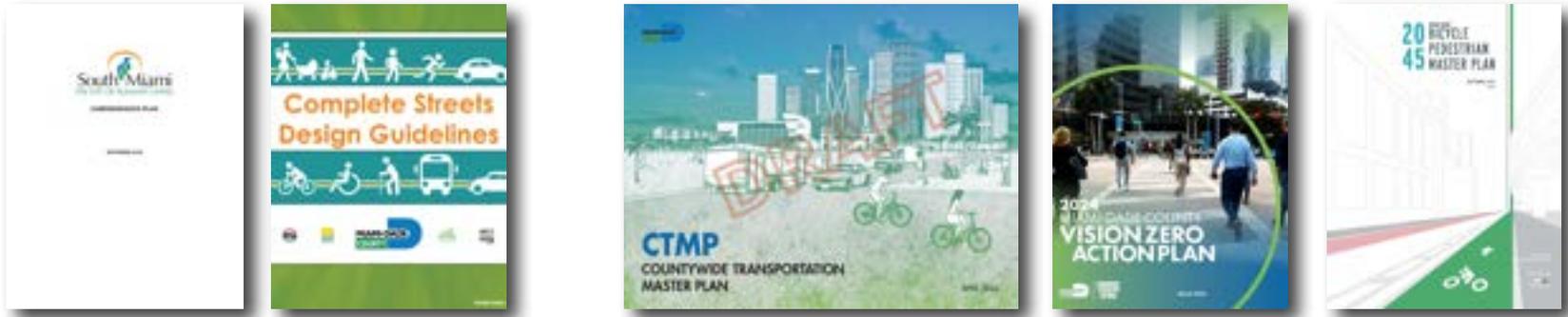
FDOT TRANSPORTATION ALTERNATIVES SET-ASIDE PROGRAM

- The project aims to apply operational and streetscape improvements as traffic calming strategies to improve non-motorized transportation and mitigate aggressive or distracted driving.



ALIGNMENT WITH POLICIES

The following policies were studied to understand the context of Complete Streets in South Miami and how they influence design decisions for Sunset Dr.:



CITY OF SOUTH MIAMI

- **South Miami Comprehensive Plan**

Future Land Use (FLU) GOAL 2 Hometown District: To preserve and enhance the City's Hometown District (as identified in the City's Land Development Code) by continuing to foster its development and redevelopment as a vibrant, walkable, mixed-use town center as envisioned in the Hometown plans, Community Redevelopment Agency plans, and other plans that may be adopted by the City.

TRA GOAL 2: To foster a transportation system network which supports all modes of transportation including vehicular, pedestrian, bicycle and transit.

- **South Miami Complete Streets Plan, Policies and Design Manual**

- **South Miami Complete Streets Resolution no. 159-17-14960**

The City of South Miami adopted a Complete Streets resolution in 2016, adopting the same standards set forth in its Complete Streets Plan and Miami-Dade County's Complete Streets Design Guidelines. In addition, the Plan states "The location of a Metrorail station on US 1 and Sunset Drive and the density of housing within the downtown area provides important commercial opportunities.

- **South Miami Land Development Code**

Ord. 242 states that "All sidewalks constructed in the city abutting on properties zoned or used for multiple family, commercial or industrial purposes shall be a minimum of six (6) feet in width.

MIAMI-DADE COUNTY

- **Complete Streets Design Guidelines**

- **Vision Zero Action Plan**

- **2045 Bicycle Pedestrian Master Plan**

- **Countywide Transportation Master Plan**

ALIGNMENT WITH POLICIES

FLORIDA DEPARTMENT OF TRANSPORTATION (FDOT)

Sunset Drive is:

- A Minor Collector Road.
- State-owned (S.R. 986).
- Within the T-5 (Urban Center) Transect.
- Within the C-5 (Urban Center) FDOT Context Class.

The following State policy and guidance documents influence design decisions for Sunset Drive and have been reviewed:

- Complete Streets Policy
- Context Classification Guide: Sunset Drive shall comply with the design criteria presented in Figure 01.
- Target Zero Initiative
- Florida Design Manual
- Traffic Engineering Manual:
- Florida Greenbook
- Lane Repurposing Guidebook

STANDARD OR CRITERIA	C5 Context Classification
ALLOWABLE DESIGN SPEED	25-35 mph.
SIS MIN. DESIGN SPEED	35 mph.
MIN. TRAVEL AND AUXILIARY LANE WIDTH	10 ft.
TWO-WAY LEFT TURN LANE	11 ft.
ON-STREET PARKING	Allowed. Can be on median of divided highways.
MEDIAN WIDTH	15.5 ft (6 ft with no left-turn lanes)
SIDEWALK PRESENCE	Required on all non-limited access roadways.
SIDEWALK WIDTH	10 ft.
BICYCLE FACILITIES	Can be used on curbed roadways.
MARKED SHOULDERS	More than 5 feet.
SEPARATED BICYCLE LANES	Can be separated by markers, raised medians, rigid barriers, or on-street parking. Use a raised median for bicycle lanes next to on-street parking.
CONTROL VEHICLE	Appropriate at intersections for curbed roadways. When considering U-turns, the Control Vehicle may be used as the Design Vehicle.



FIGURE 01: Sunset Drive s design criteria. (Source: FDOT Florida Design Manual (FDM))

ALIGNMENT WITH POLICIES

PROGRAMMED PROJECTS

The Miami-Dade Countywide Transportation Master Plan identifies future priority projects within South Miami in proximity of the study area:

- Identifies SW 67th Ave as the most congested road in the Central Transportation Planning Area (TPA).
- Identifies priority bicycle and pedestrian projects to improve network connectivity and safety:
 - Blue Road (from SW 67th Ave to SW 42nd Ave)
 - SW 62nd Street (from SW 64th St to SW 39th St)
 - SW 80th Street (from Old Cutler Rd to S Dixie Hwy)
 - Canal (from SW 57th Ave to SW 62nd Ave)
 - Bike Lane (from SW 85th St to SW 39th St)
 - Bicycle Facility Improvements (from SW 69th Ave to SW 57th Ave)
 - SW 56th Street (SW 57th Ave to SW 67th Ave)
 - SW 80th Street to SW 81st Terrace (from SW 67th Ave to SW 69th Ave)
- Identifies priority roadway projects to improve safety and operations and implement traffic calming measures:
 - SW 62nd Avenue (from SW 48th)
- Identifies roadway widening projects to improve vehicular capacity:
 - SW 67th Avenue (from SW 40th St to SW 85th St)
 - SW 80th Street (from SW 72nd Ave to US 1)
- Identifies transit priority projects:
 - South Miami Station Accessibility & Circulation Analysis.



LAND USE CONTEXT

ZONING

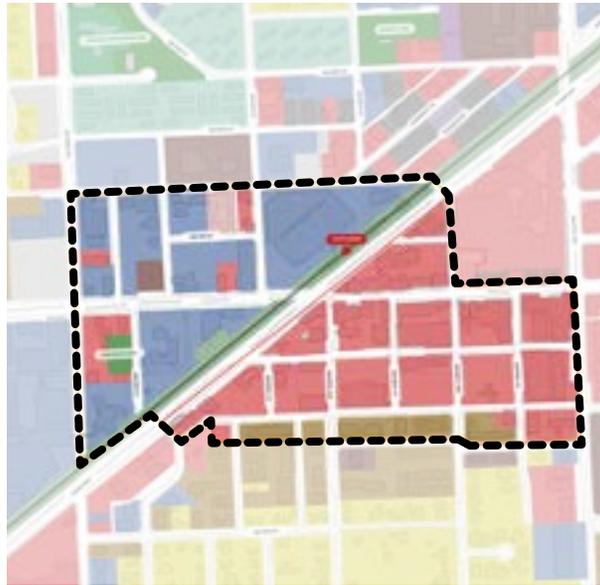


■ Light Industrial
■ Medium-Density Residential
■ Single-Family Residential
■ Special Retail
■ Office
■ Medium-Density Residential
■ All Other Districts

43%

of the Study Area is zoned as Special Retail.

EXISTING LAND USE

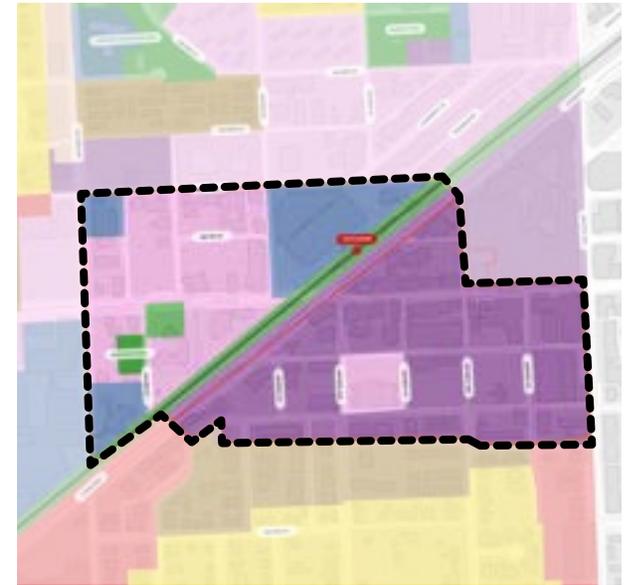


■ Agricultural
■ Residential
■ Light Industrial
■ Medium-Density Residential
■ Industrial
■ Office
■ All Other Districts

49%

of the Study Area is currently Commercial Land Use.

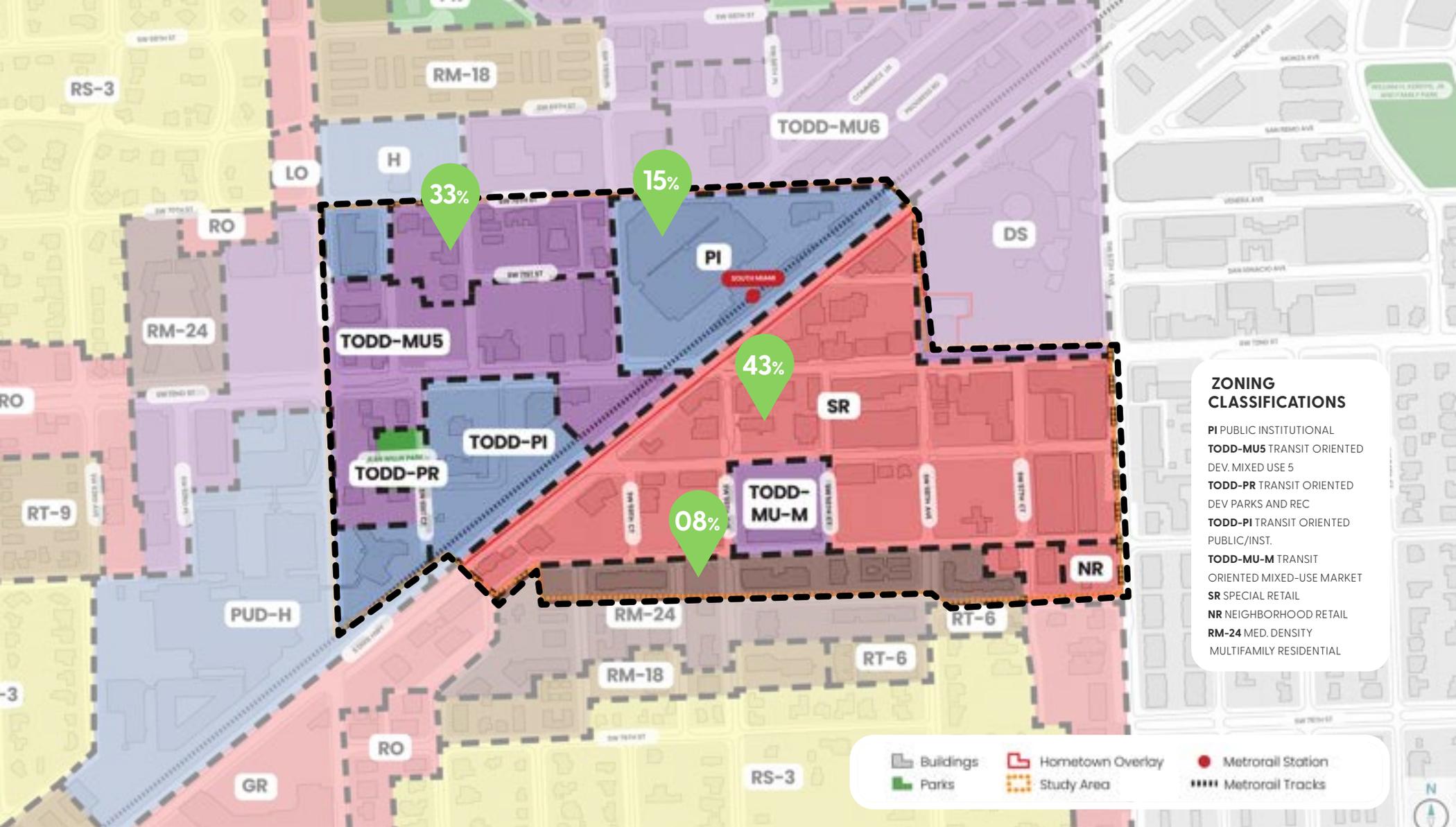
FUTURE LAND USE



■ Agricultural
■ Residential
■ Light Industrial
■ Medium-Density Residential
■ Industrial
■ Office
■ All Other Districts

54%

of the Study Area is planned for Mixed-Uses in the future.



ZONING
LAND USE CONTEXT

40%
of the Study Area is zoned for
Transit Orient Development (TOD).



EXISTING LAND USE
LAND USE CONTEXT

49%
of the Study Area is currently
Commercial Land Use.

45%
of the Study Area is currently
Institutional Land Use.



FUTURE LAND USE LAND USE CONTEXT

54%
of the Study Area is planned for
Mixed-Uses in the future.

15%
of the Study Area is planned for
TOD land use in the future.

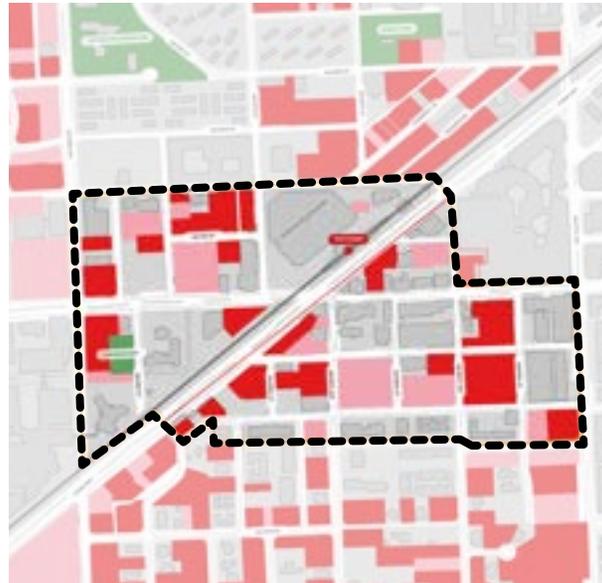
LAND USE CONTEXT

COMMUNITY DESTINATIONS & AMENITIES



4 major community destinations are located within the Study Area.

VACANT AND UNDERUTILIZED PARCEL ANALYSIS

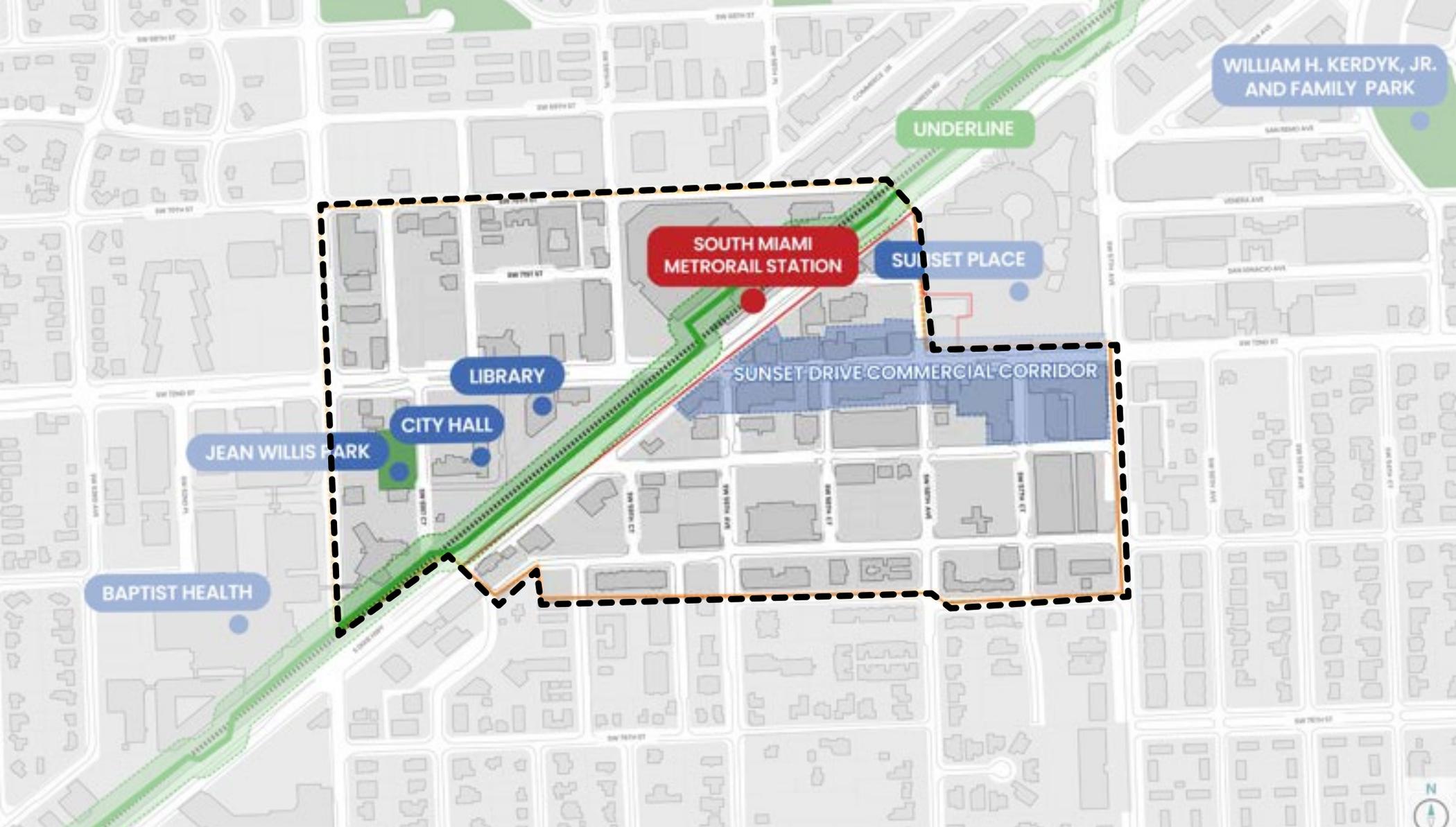


30% of land as an opportunity for new developments.

CHARACTER AND COMFORT ANALYSIS (SUNSET DR.)



50% of Sunset Dr. provides a pleasant pedestrian experience.

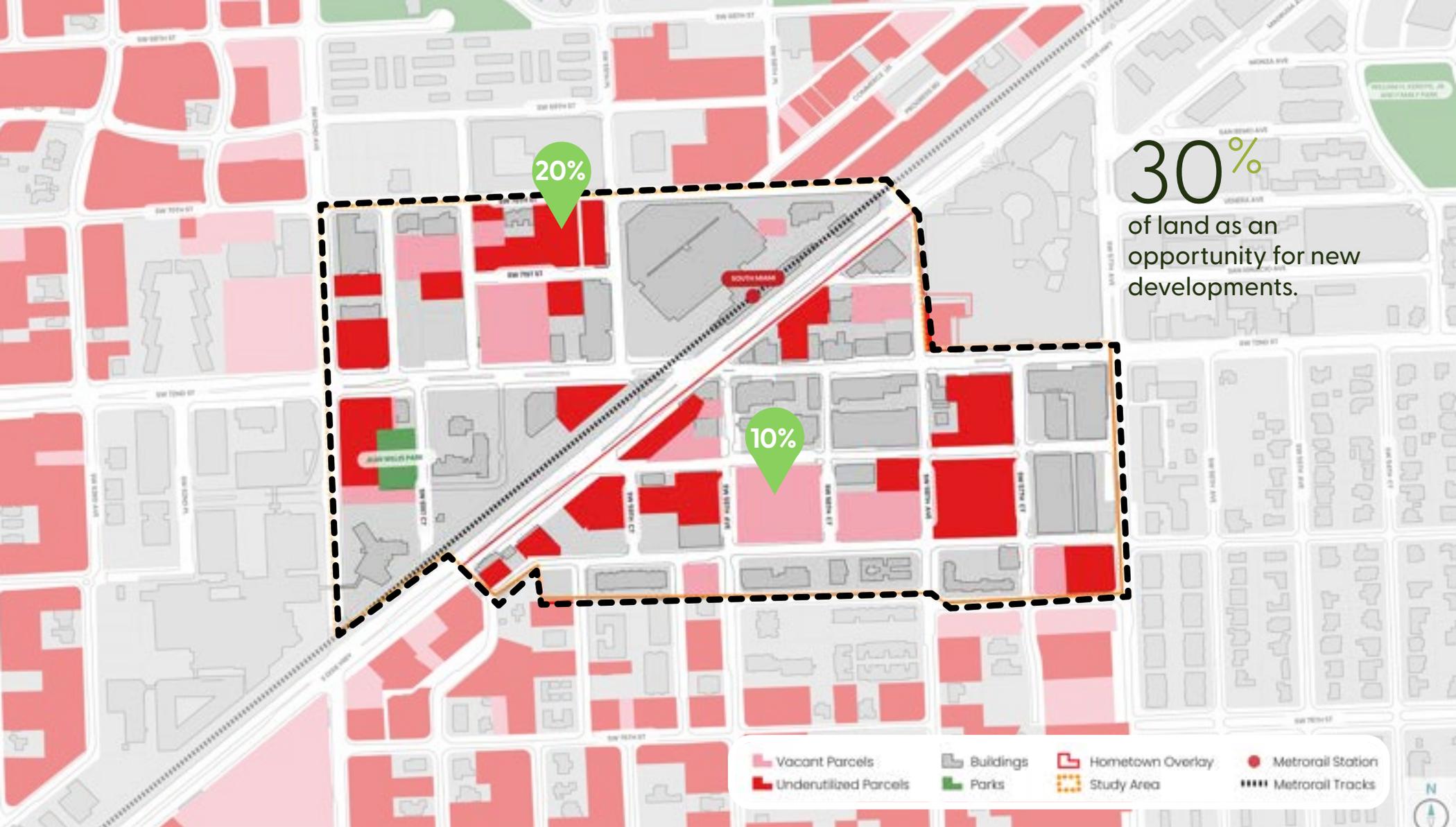


COMMUNITY DESTINATIONS & AMENITIES

LAND USE CONTEXT

Within a 1/4 mile radius of Sunset Drive in South Miami, Florida, residents and visitors can access a variety of community destinations and amenities. These include a mix of dining options within the Sunset Drive Commercial Corridor, parks like Jean Willis and William Kerdyk Jr Park, and cultural attractions such as galleries, theaters, and a library. City Hall, South Miami Metrorail Station, and the

Underline enhance accessibility, connectivity, and civic engagement with their public spaces for gatherings, transportation, and recreation. With its diverse offerings, the Hometown District is a vibrant center for social interaction and enjoyment, promoting a well-connected and engaged urban environment in South Miami.

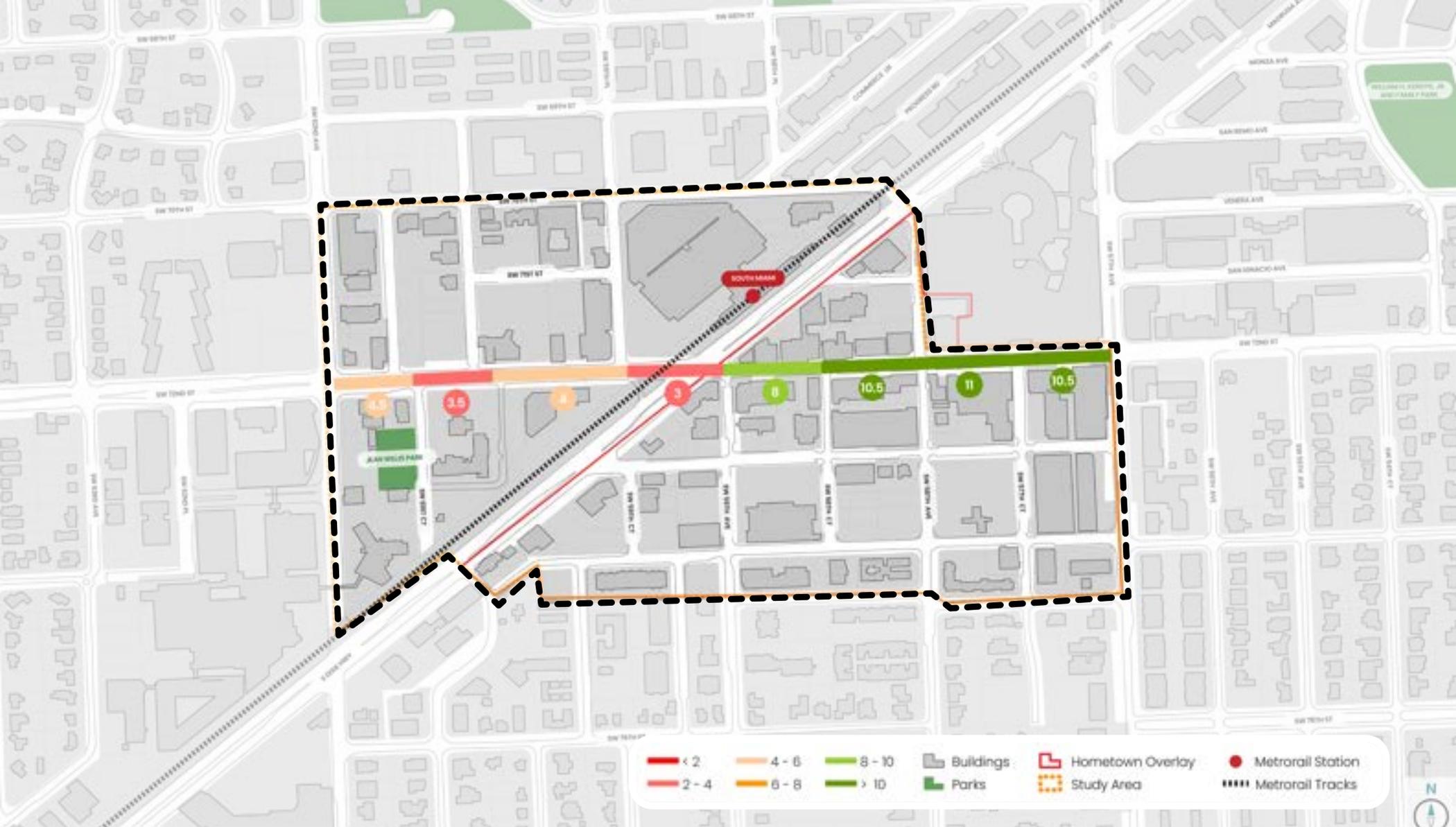


VACANT & UNDERUTILIZED PARCEL ANALYSIS

LAND USE CONTEXT

Vacant and underutilized parcels offer redevelopment potential, analyzed using May 2024 data from Miami-Dade County Property Appraiser. Vacant parcels lack structures or have \$0 building value. Underutilized parcels have a building value under 40% of the total building and land value, making renovation costlier than rebuilding, especially concerning land value. Institutional

and public parcels were omitted. **Most of the vacant and underutilized parcels within the study area are commercial in nature or serve adjacent commercial purposes (surface parking lots).**



CHARACTER AND COMFORT ANALYSIS (SUNSET DR.)

A character and comfort analysis was conducted for the study corridor, divided into 16 block faces and summarized into 8 centerlines. It evaluates pedestrian experience based on three components: pedestrian zone, streetscape, and active ground floor use. The most comfortable areas are towards the East, boasting on-street parking, vibrant retail, and well-lit sidewalks.

Blocks intersected by US 1 scored lowest due to lacking adjacent land uses, street trees, and narrow sidewalks. **The segment between US 1 and SW 62nd Avenue received average ratings due to limited shade and ground floor activity, despite ample street furnishings and wide sidewalks.**

CHARACTER AND COMFORT ANALYSIS (SUNSET DR.)



MOST COMFORTABLE

- Between US 1 and SW 57th Avenue
- Vibrant retail environments, ample on-street parking, well-lit and spacious sidewalks.

MODERATE COMFORT

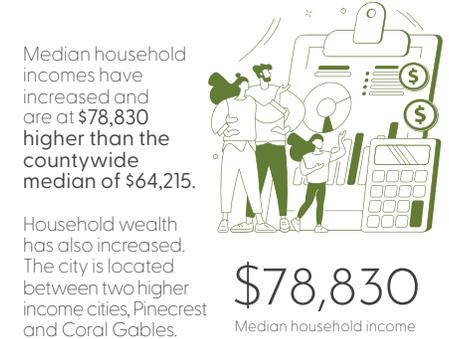
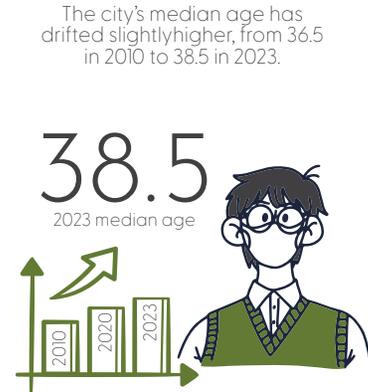
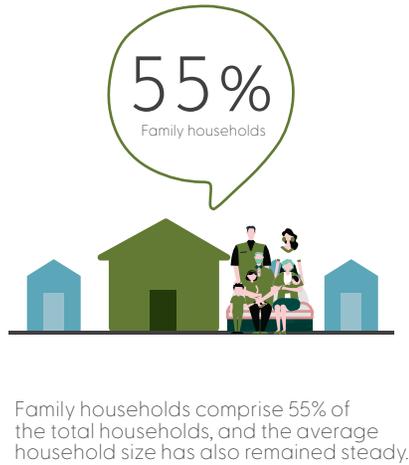
- Between US 1 and SW 62nd Avenue
- Limited shade and minimal active ground floor uses, despite having quality street furnishings and wide sidewalks.

LEAST COMFORTABLE

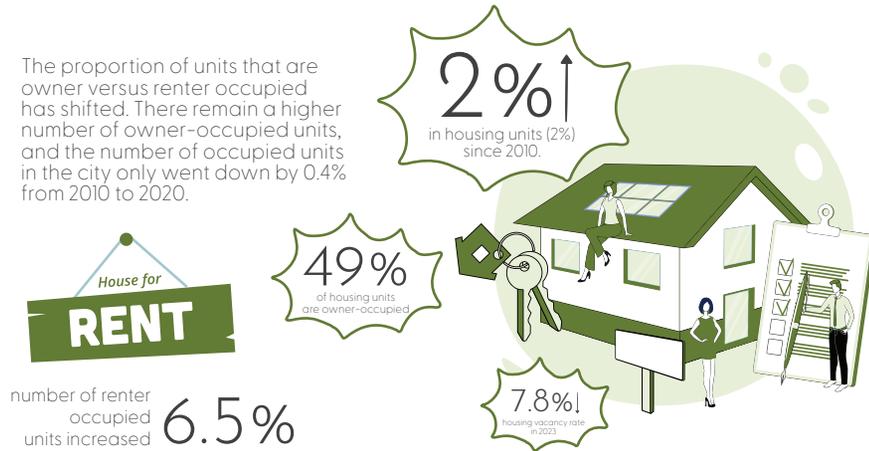
- Intersecting US 1
- Poor land use adjacent to sidewalks, a scarcity of street trees and shade, and narrow sidewalks.

SOCIOECONOMIC CONTEXT

DEMOGRAPHIC SNAPSHOT

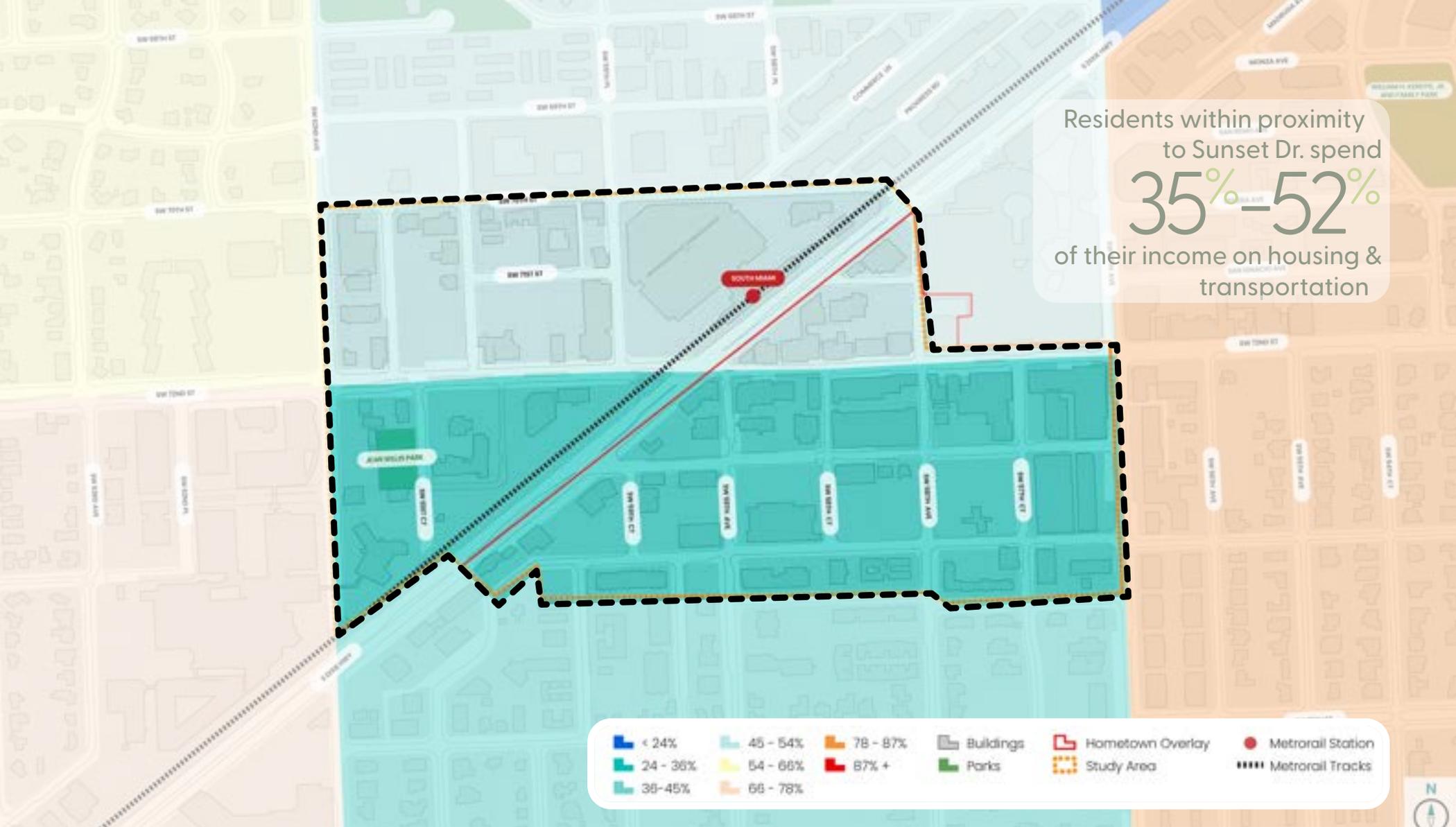


The proportion of units that are owner versus renter occupied has shifted. There remain a higher number of owner-occupied units, and the number of occupied units in the city only went down by 0.4% from 2010 to 2020.



South Miami's **resident workforce** is led by four main sectors: **Professional/Scientific/Tech** leads, followed by Educational Services, Health Care/Social Assistance, and Accommodation/Food Services. These industries highlight the city's strong emphasis on specialized expertise, education, healthcare, and hospitality.

While **local jobs** is concentrated in **Health Care/Social Assistance**, followed by Admin/Support/Waste Management, Professional/Scientific/Tech, and Retail Trade.



HOUSING + TRANSPORTATION AFFORDABILITY INDEX

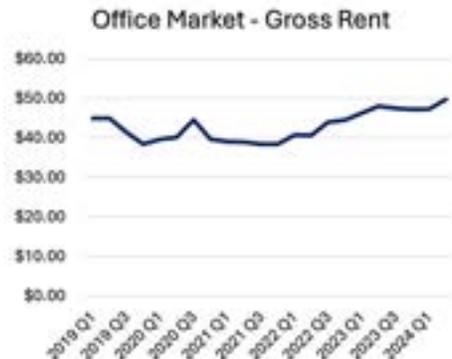
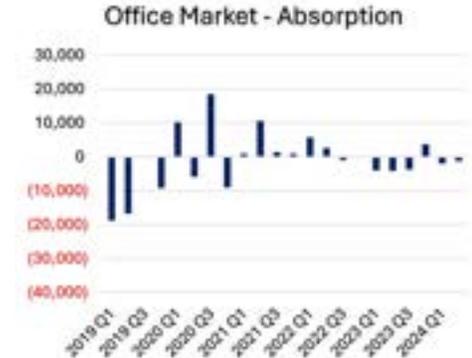
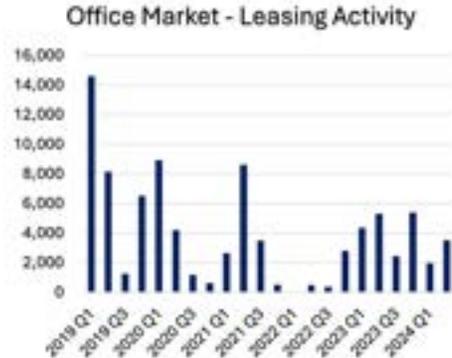
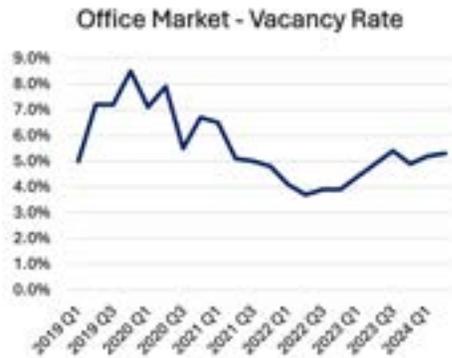
SOCIOECONOMIC CONTEXT

Housing costs are traditionally deemed affordable when consuming no more than 30% of income. The Housing and Transportation Affordability Index also considers the costs of transportation, which is usually the second-largest household expense, to show that location-efficient places can be more livable and affordable. Data is analyzed at the Census block group level, revealing a

range of affordability scenarios in the study area and surroundings. **Residents in South Miami spend 35% or 52% of income on housing and transportation, depending on their location** relative to Sunset Dr. Other areas show higher burdens, with costs ranging from 60% to 81% of income, except for the University of Miami's campus block group, which experiences a 14% burden.

OFFICE REAL ESTATE MARKET

SOCIOECONOMIC CONTEXT

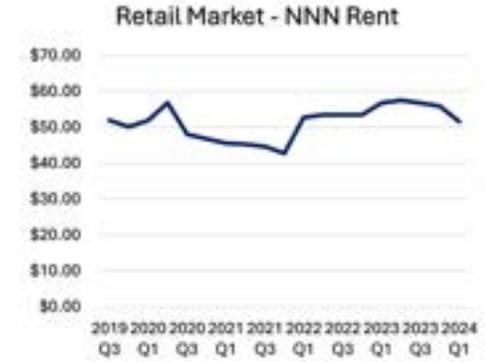
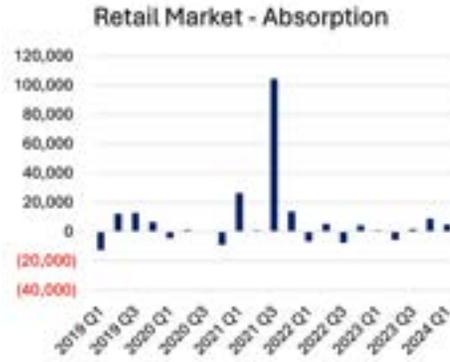
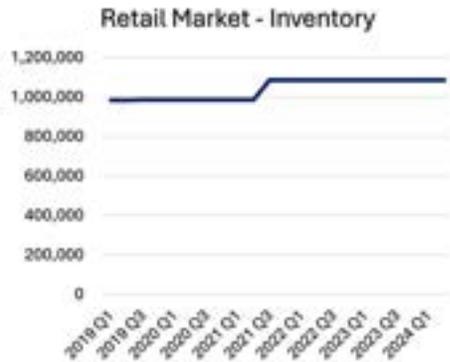


INSIGHTS

- The office space inventory is comprised of 757,773 square feet and has not changed since 2017.
- The vacancy rate ranged between 16% and 19% from 2012 to 2017, but since 2017 has been in a healthier range of 5% to 9%.
- While there is usually around 40,000 square foot vacant, there may not be enough space or compatible space to accommodate all prospective tenants.
- Like Miami-area trends, rents have increased out of the pandemic, but new office development is unlikely.

RETAIL REAL ESTATE MARKET

SOCIOECONOMIC CONTEXT



INSIGHTS

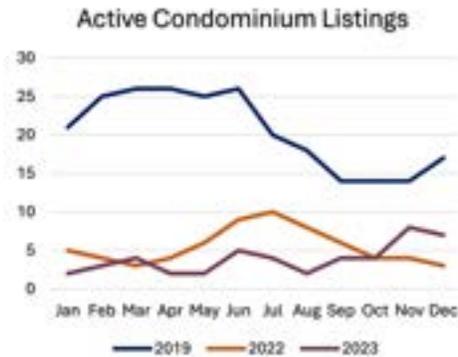
- The study area's retail inventory is made up of 1,085,321 square feet, which saw an increase in Q3 of 2021, driving that quarter's absorption out of character for the area.
- Vacancy has fallen from pre-pandemic levels, with

- limited recent absorption and stabilization of the rent trends.
- The market capitalization rate of 5.35% is at a ten year low, indicating investor confidence in retail property.

- Opportunity: Market trends demonstrate the very high potential for additional demand for retail and restaurant space.

RESIDENTIAL REAL ESTATE MARKET

SOCIOECONOMIC CONTEXT



INSIGHTS

To analyze the residential real estate market single family homes, condominiums, and rentals were evaluated to the trends between 2019 (pre-pandemic) and 2022/23. The residential market in South Miami is limited, unlike other parts of Greater Miami.

- Like observed through out South Florida, active home-ownership listings declined coming out of the pandemic while demand remained high.
- While declining significantly following the pandemic, rental listings have return to pre-pandemic levels.
- Prices per square foot demonstrate the continued demand for residential units in South Miami, driven in part by the reduction in supply of active listings.

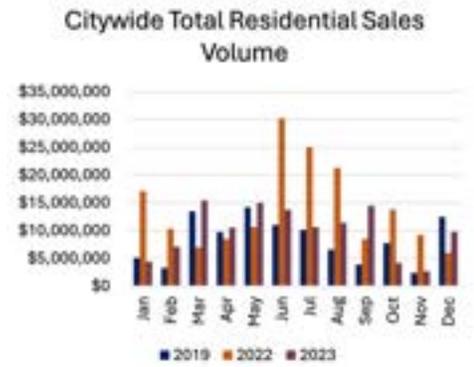
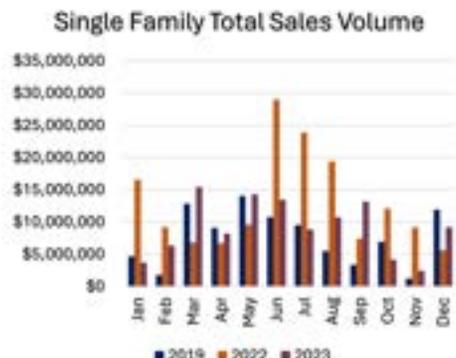
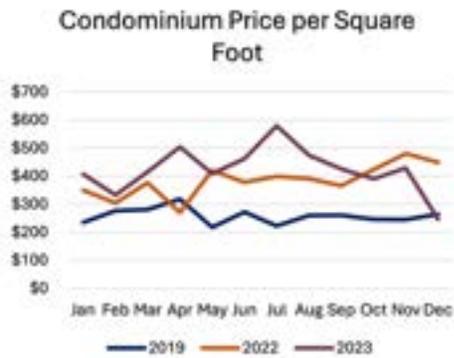
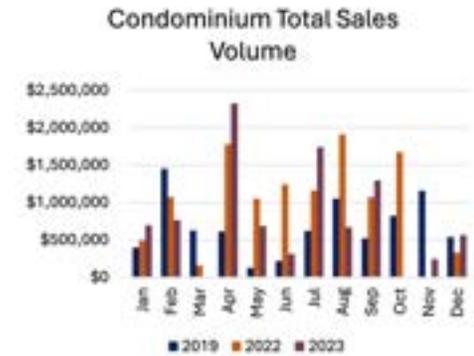
Similarly, total sales volume of residential property was significantly higher in 2022 compared to 2019. Lower volumes in 2023 indicate the decline of supply and external factors such as interest rate increases.

- While active listings have declined, the trends regarding total sales also supports that demand for residential in South Miami has remained steady or is increasing. The change to the city's rental vacancy rate also indicates increased demand between 2020 and 2023.
- As expected, for the properties that did sale, median prices for single family homes and condominiums increased from a range of around \$600,000 in 2019 to over a million dollars in 2022-23.

- Due to the limited number of rental units, and the rental of different types of products including homes, condos, and apartments, the median rent trends are not overall informative, while they do give a snapshot into rent levels in South Miami.
- Opportunity: Market trends strongly indicate desire and demand for residential product of all types in South Miami.

RESIDENTIAL REAL ESTATE MARKET

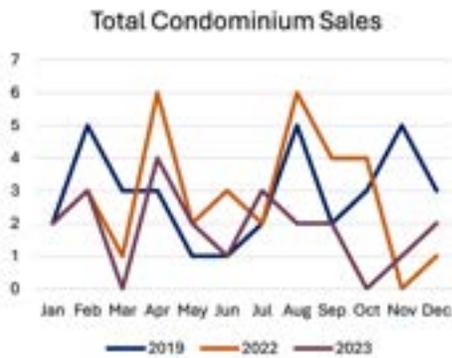
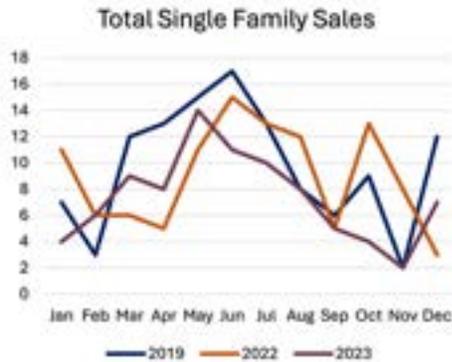
SOCIOECONOMIC CONTEXT



\$400k price surge in median prices for single-family homes and condominiums from 2019 to 2022/2023.

RESIDENTIAL REAL ESTATE MARKET

SOCIOECONOMIC CONTEXT



2022 had a significant higher volume of sales compared to 2019, underscoring persistent growth.

UPCOMING DEVELOPMENTS

SOCIOECONOMIC CONTEXT

SOMI STATION

7202 SW 72nd St., near the South Miami Metrorail Station.



The **13-story development** will total 413,649 square feet with **163 student housing units** and **13,284 ft² of retail**. There will be about 400 beds.

First phase of the project is already completed, the Vox Miami, it has 99 student housing units with 326 beds and 6,188 ft² of retail space, plus 641 parking spaces. Residents of the second phase will have access to that parking garage.

Miami-based Modis Architects designed the project.

EDGE AT SOMI

6075 Sunset Drive, one block west of the South Miami Metrorail Station



The Edge at SoMi development at 6075 Sunset Drive will feature **311 apartments** ranging from 622 to 1,185 ft² each.

The project includes over **3,600 ft² of retail space** and will total about 480,000 ft² of new construction.

This **10-story building** is set to have an "H" shaped mid-rise design with balconies and communal amenities.

Miami-based MSA Architects designed the project.

WINN-DIXIE SITE

7331 SW 59th Ave, two blocks west of the South Miami Metrorail Station.



The Winn-Dixie site is planned for a **mixed-use tower development** in collaboration with Bacardi.

11-story building would include **300 residential units, grocery store and retail**.

The South Miami Market project would include **341,000 ft² of residential space, 65,000 ft² of commercial** – including back of house space, a 24,000-ft² and 20,000 ft² of additional retail – **500 parking spaces** and improved streetscape.

Corwil Architects is designing the project.

SUNSET PLACE

SW 72nd St., three blocks east of the South Miami Metrorail Station.



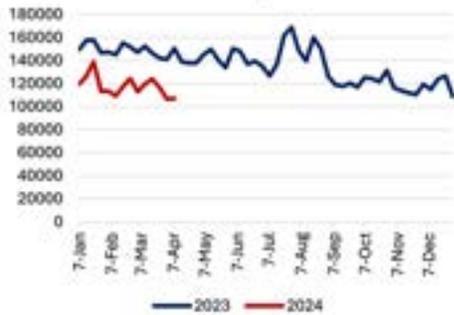
South Miami Commission approved zoning ordinances that will allow 33 stories along the property fronting U.S. 1 from the 12 stories currently allowed.

British based Heatherwick Studio and ODP Architecture & Design will be working on the Sunset Place redesign master plan.

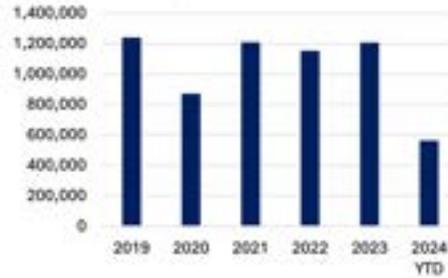
SUNSET DR. FOOT TRAFFIC TRENDS

SOCIOECONOMIC CONTEXT

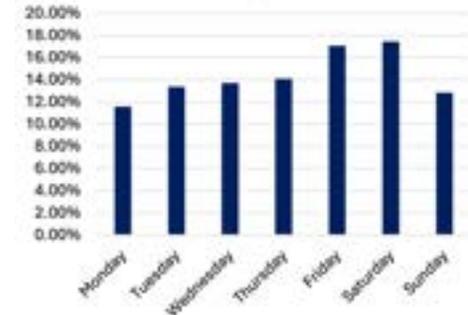
Number of Weekly Visits 23-24



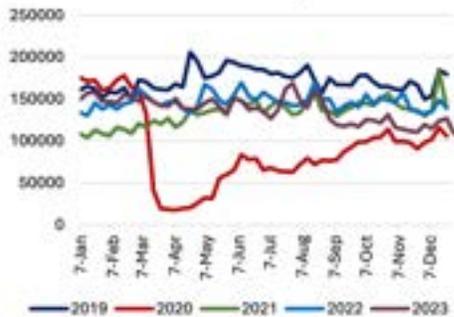
Unique Customers



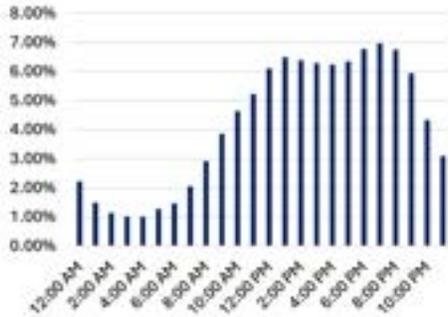
Visits - Day of Week



Number of Weekly Visits



Visits - Hourly



INSIGHTS

The segment of Sunset Dr east of US1 accounts for 82% of customer visits to the study area.

- While weekly visits to the study area have rebounded from pandemic lows, they declined during 2023 and continue to decline in 2024

- The number of unique customers remained steady and appears steady year to date 2024.
- The area experiences strong visits leading up to noon and into the evening.
- Weekends are the highest visitation days, especially considering the east side share.

Sunset Drive's segment east of US1

attracts over

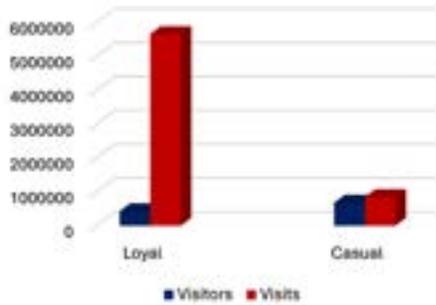
80%

of visitors. Weekends are the busiest days of the week.

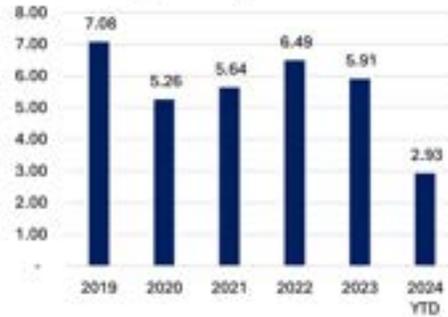
SUNSET DR. FOOT TRAFFIC TRENDS

SOCIOECONOMIC CONTEXT

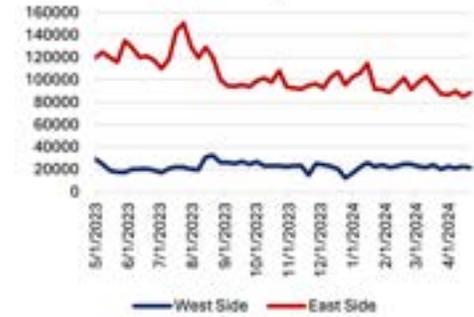
Customer Loyalty



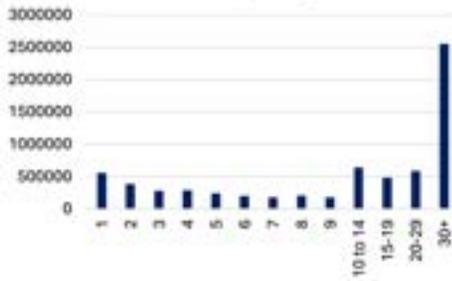
Average Visits per Customer



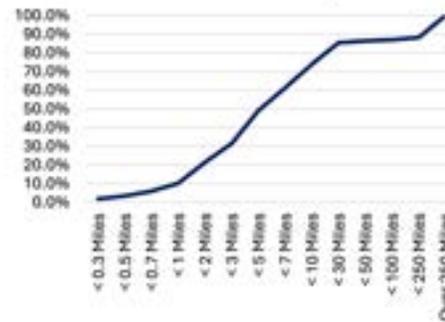
South Miami Study Area Visitors



Visit Frequency



Trade Area Coverage



INSIGHTS

- Customer loyalty is high, and accounts for the majority of visits to the area.
- The trade area of the visitors includes 10% that live within one-mile, 20% within 2 miles, and 30% within 3 miles.
- 85% of the customers live within 30 miles, while 12% of

visitors live more than 250 miles away.

- 38% of visits were by people who visited 30 or more times in the last 12 months.
- The area east of US1 attracts over 80% of the visitors to the study area.

30%
of customers live within 3 miles
and are loyal customers and
38%
of visits were by people who
visited the area at least twice a
month or more.