

## SECTION 6

### COMMERCIAL

#### 6.1 OVERVIEW

One of the new strategic elements of the Port of Miami will be the introduction of commercial aspects to the business portfolio. The sustainable development will provide the Port with another avenue for generating revenues from the Port's land resource. In many ports throughout the U.S., commercial real estate income is one of the largest revenue figures for the business. Examples include the Port of San Diego and Port of Seattle, among others. The Port of Miami has spare land assets that allow for commercial development opportunities. The Port of Miami's weakness as a Central Business District "downtown" port can be exploited as a major strength in this regard. Furthermore, this allows the Port to develop a much needed "third leg" of the financial stool to provide additional strength to its portfolio of assets and earnings potential. The three "C's" include:

- Cargo;
- Cruise; and,
- Commercial.

Land and waterfront surrounding and adjacent to the existing southwest corner can be used to create a commercial complex for future port development opportunities.

The Master Plan focused on existing properties within the Port which could be developed or redeveloped without impacting the primary business of the Port or requiring land fill. The Port contains some parcels which have been isolated due to the roadway network, or which now have poor waterborne access and can no longer fulfill a maritime mission.

#### 6.2 SOUTHWEST CORNER COMMERCIAL DEVELOPMENT

The primary area for port commercial development is the Southwest Corner (See Figure 6.1). Lying adjacent to a newly created cargo expansion area, the introduction of new commercial opportunities for the Port will strengthen its financial position and provide growth options into the future. Development of this area will be further defined in the phasing and implementation sections of the master plan report.

This site in particular is adjacent to an area which cannot be enlarged for navigation due to its surroundings or adjacent pipelines. Thus, the property cannot be efficiently used as a berth; it does not have deep water adjacent, though it does have water depths suitable for recreational boating.

The key element of the Southwest Corner is the introduction of a mega-yacht marina complex that would anchor the surrounding commercial development and provide for an active area. This would provide a mirror for Bayside and may enhance development opportunities on the mainland as well over the master plan period. Immediately adjacent to the marina would be a waterfront promenade with retail and restaurant areas. This development would ideally work in

conjunction with the cruise area to provide early arriving passengers the opportunity to spend quality time in Miami prior to their cruise. Arrangements could be made to allow cruise passengers easy transportation options to and from the cruise terminals or intermodal facilities for this purpose via electric shuttle buses. See Figure 6.2.

FIGURE 6.1: SOUTHWEST CORNER AERIAL



The remaining functional commercial area could be developed into office and hotel complex that would be supported by adequate parking for each parcel. Lots are currently split into six office development sites of approximately 23.3 acres in total, 1 hotel lot of 2.6 acres, open space of 1.1 acres, and additional existing RCCL office, parking, and terminal. The density of each parcel would be determined during the development phase. Stories may range from 6 to 30 per site. Site Development Parcel Building 4 could be used in conjunction with maritime office for Seaboard Marine and other Port users. Table 6.1 provides an outline of the development potential of this zone.

**FIGURE 6.2: SOUTHWEST CORNER COMMERCIAL DEVELOPMENT ZONE**



BUILDING ID	USE	BUILDING FOOTPRINT	BUILDING AREA PER FLOOR (sf)	NUMBER OF FLOORS	PARKING PODIUM PER FLOOR
1	HOTEL	120X120	14400	VARIES BETWEEN 6 and 30	MIN. 180'X300'= 54,000SF ~150 SPACES PER FLOOR
2	OFFICE	120X120	14400		
3	OFFICE	120X120	14400		
4	OFFICE	120X120	14400		
5	OFFICE	120X120	14400		
6	OFFICE	120X120	14400		

Adequate parking would also be included in the development of each parcel at approximately 150 spaces per floor.

### 6.3 ZONING AND ADVERTISING

The Port of Miami is a community landmark that generates billions of dollars and thousands of jobs for the community; it promotes and attracts local and international tourism to the area. The Port needs to

diversify its business stream to support its maritime operations. By introducing Wayfinding and Advertising, and also developing a commercial area along the southwest corner of the island which is closest to downtown, the Port will integrate even more with the city and will fill a source of well needed revenue for the area.

#### Rezoning

Dodge and Lummus Island were originally zoned Government/Institution (G/I) by the City of Miami and lie within its municipal boundary. When the County purchased the land it did not rezone it to one of its Zoning Districts. Therefore the land remains with the City's zoning designation. For permitting purposes the Port has been operating with an Industrial classification, but it needs to rezone in order to prepare for the implementation of several components of this Master Plan. It is recommended that the Port rezone the Island to a zoning district which will allow it to continue to operate its maritime related uses, such as Industrial, while also allowing for Business and Office uses in the areas designated as commercial in this master plan. Rezoning of the Port will provide flexibility in planning, design and development for an efficient use of land.

#### Port Wayfinding and Advertising

The Port of Miami functions as a regional tourist attraction. To better address the needs of its tourist, the Port must develop a comprehensive Wayfinding and Advertising Signage Program. Both Wayfinding and Advertising are consistent with this Master Plan's concept to further explore commercial development on-port. By creating a comprehensive Signage Master Plan the Port will create a more efficient flow of traffic and people on the island while advertising will increase revenue with minimal costs.

#### Sign Types

- Wayfinding**  
 The Port's current Wayfinding follows a non-standard method, which due to operational and functional changes now make the existing signage ineffective. This is detailed more thoroughly in the Wayfinding / Signage Analysis created as part of this Master Plan.
- Class B Signs**  
 Class B signs, or Point of Sale Signs, are any signs advertising or designating the use, occupant of a premises, or merchandise and products sold on a premises, and shall be located on the same premises whereon such is situated or the products sold.
- Class C Signs**  
 Class C signs, or Commercial Advertising Signs, are any signs which are used for any purpose other than that of advertising the name of a business, service, product or other activity carried on the premises. Class C signs may be in the form of a billboard, bulletin board, mural, or poster board, or may be affixed flat to a building or painted thereon. Class C signs also include Entrance Features: Any combination of decorative structures and landscape elements located at the entrance to a

development, which identifies or draws attention to the development and/or exercises control of ingress and egress to the development.

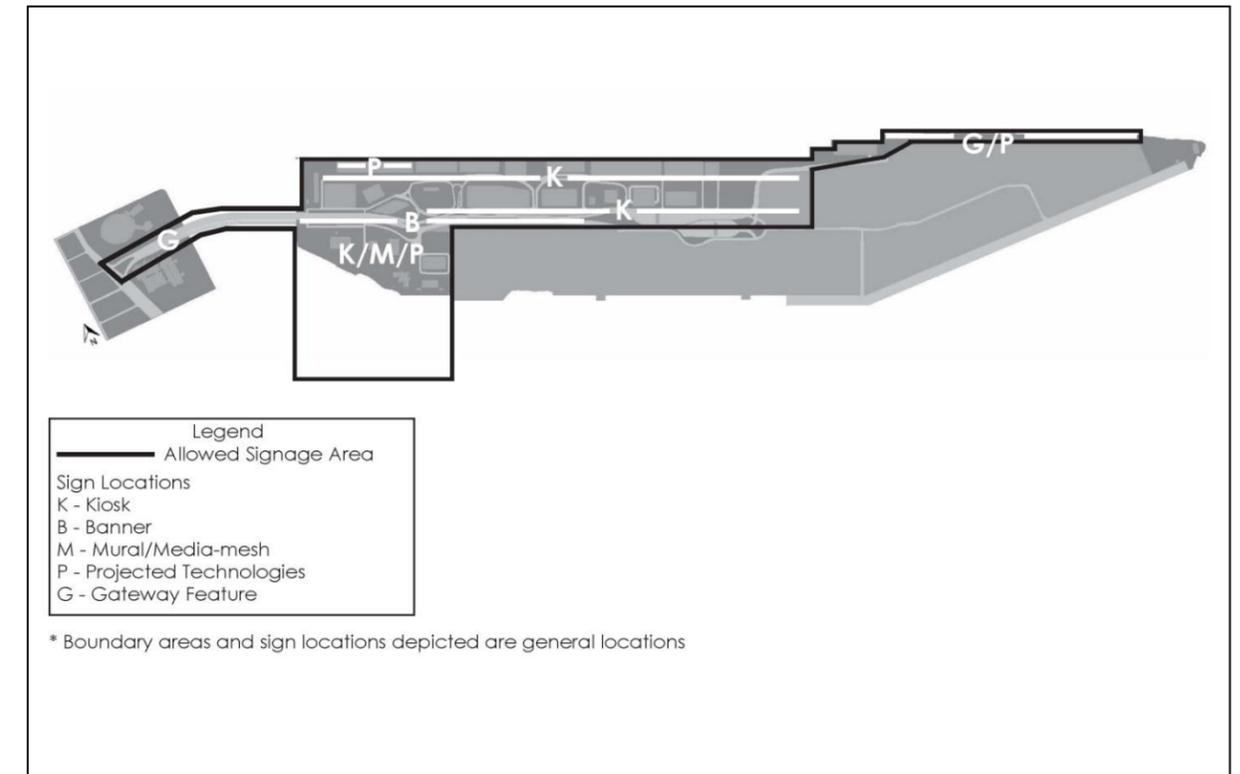
- **Alternative Sign Types**

Traditionally tourist attractions have a large range of signage options, including signs that stem from state of the art technology. If these are to be adopted into the County’s Sign Ordinance, the Port should look to incorporate attractive signage Port-wide. The following alternative signs will allow for the Port, which acts as a campus upon itself as well as a regional tourist attraction, to benefit from the highest and best use of advertising: Banner: A banner sign, similar to a digital billboard, should be allowed on interior streets of the Port; Kiosk: A Kiosk is a free-standing, 2-faced sign, similar to a bus-shelter sign; Mural: A mural is an advertising painted on, or affixed or secured flat to the facade of a building; Gateway: A Gateway sign is similar to an entrance feature but allow for advertising; Projected Technologies: Projected technologies are the projection of three-dimensional artistic images on any building or structure.

- **Implementation**

In order to implement the Wayfinding and Advertising Signage Program, the Port will need to execute the recommendations outlined in the Wayfinding /Signage Analysis, which include the development of a comprehensive signage master plan and it will also need to rezone to a designation which will allow commercial signage for advertising. The site lines around the Port are not very numerous and are of a great distance, therefore creating the need for larger signs. The Port must do a thorough analysis of alternative types of signs that can be installed which will not compromise the aesthetic integrity of the surrounding community. In addition, the Port should look at designs which integrate architectural and artistic components.

**FIGURE 6.3: PORT OF MIAMI SIGNAGE MAP**



**Placement**

Figure 6.3 depicts where these alternative sign types should be located.