

# Uptown!

Newsletter of the NW 7<sup>th</sup> Avenue  
Community Redevelopment Agency

**UPTOWN**  
A V E 7 N U E  
iwork. ishop. iplay

What's in this Issue:

Welcome to UpTown!  
**New Grant Programs**  
Feature Project  
News feature  
UpTown Facts & Figures

## Welcome to Uptown!

Welcome to the first edition of Uptown! – the newsletter of the NW 7<sup>th</sup> Avenue Community Redevelopment Agency (CRA). Uptown! Will be available Quarterly in print and on-line.

### What We Do

The CRA was formed in 2004 to promote the redevelopment of NW 7th Avenue, from NW 79<sup>th</sup> Street to the Golden Glades Interchange. We believe that NW 7th Avenue is a unique regional asset, strategically located, with superior transportation access, and the County's most motivated business community.

NW 7<sup>th</sup> Avenue is in the center of one of the State's largest consumer markets — 366,253 people, with a combined spending power of over \$4.2 Billion live within a 3 mile radius of the CRA. If this Market Area was its own City, it would be Florida's third, and the Nation's 51st largest city — bigger than New Orleans, Tampa, Anaheim, Honolulu, St. Louis and Orlando, and more than twice the size of Fort Lauderdale.

The CRA's mission is to serve the businesses and residents of the CRA by:

- Reposition 7th Avenue as a Major Regional Employment Center;
- Support the Growth And Expansion of Existing and New Businesses in the CRA;
- Provide Training and Increased Employment Opportunities For Residents of Northwest Miami-

Dade, and;

- Redevelop the 7th Avenue Corridor, Supporting a Mix of Business, Residential and Commercial Opportunities.

The CRA supports business growth and redevelopment in the CRA through a number of programs:

- Business Expansion Assistance
- Property Redevelopment Grants
- Business Equipment and Technology Grants
- Security Systems and monitoring grants
- Relocation and permitting assistance
- State and County Incentives Assistance
- Representing CRA businesses and residents on matters affecting their interests.

### Who We Are

The CRA Board is an all-Citizen Board appointed by the Miami-Dade Board of County Commissioners. All of the Board members either live, work and/or own property in the CRA.

### Visit Our Website for More Information

[www.UptownAvenue7.miamidade.gov](http://www.UptownAvenue7.miamidade.gov)

## The Evolution of Uptown Avenue 7

The CRA developed its 15-point Strategic Action Plan, built on the strengths and opportunities for growth on 7<sup>th</sup> Avenue.

A key element of the plan is to re-introduce 7<sup>th</sup> Avenue to the region with an easily recognizable name that captures its vitality and diversity.

After a public contest to choose a new name for the CRA, the Board selected **Uptown Avenue 7**, and commissioned the new Uptown Logo. The new tagline – iwork, ishop, iplay – expresses the CRA's goal to rebuild the Avenue as a mixed-use destination.

**Look for the new logo on street signs, posters, and projects supported by the CRA.**

## New Grants Now Available!

The CRA offers 3 grant programs to eligible businesses and property owners in located in the CRA. Grants are offered by the CRA on a competitive basis, and awarded twice each year. Businesses and property owners must apply for CRA grant programs during the application period. Grants offered by the CRA are:

**Commercial Improvement Grant:** grant funds for building, property and infrastructure improvements to the exterior and/or interior of a business property. The program has 2 grant funding levels – a small grant program up to \$50,000, and a large grant program up to \$250,000. Each grant requires a match from the applicant.

**Business Investment and Innovation Grant:** grants up to \$10,000 for business equipment including computers, tools, special furniture and cars and trucks used for the business.

**Security Technology Grant:** the CRA has hired Kent Security, a leading national provider of security monitoring services, to provide security services for qualified CRA business properties. Kent will install intelligent cameras and provide real-time 24-hour monitoring services. **The owner or police can be notified before a crime is committed, preventing crimes before they happen. The CRA will pay for cameras, and qualifying businesses will only pay for monthly monitoring at a discounted rate. The CRA has launched a pilot program and will pay for the full cost of camera equipment and 1 year of monitoring service fees for 5 businesses in the CRA.**

Applications for each grant program are available at the CRA website, or from Neighbors and Neighbors Inc. (NANA), at 180 NW 62nd Street Miami, FL 33127, 305-756-0605.

**All grant applications must be completed and submitted to NANA by August 15, 2016.**

## Security Technology Grant Open House & Demonstration

July 14, 2016 -- 6:00 PM -- Arcola Lakes Library 8240 NW 7th Avenue

The CRA and Kent Security Technologies will host a Security Technology Grant Open House to explain Kent's Intelligent camera security system and the CRA's new Security Technology Grant.

Kent Security Technologies, a national leader in security services, will provide a live demonstration of its security system, which prevents property crimes *before* they happen, and answer questions from the audience.

CRA representatives will be on hand to explain the new Security Technology Grant Program and distribute grant applications.

Admission is free and open to the public. Refreshments will be served.

Contact [UptownAvenue7@gmail.com](mailto:UptownAvenue7@gmail.com) for any Questions

## Feature Project: The New Holiday Inn

After being shuttered for years, the former City Inn Hotel, on NW 7<sup>th</sup> Avenue near the corner of NW 81<sup>st</sup> Street, is being redeveloped as a new Holiday Inn hotel. The developer of the \$22 Million project, MNK Hospitality, is a partnership between New York developer Neil Krukeja and Miami developer Massimo Nicastro.

Built in 1969, the hotel was originally a Holiday Inn, and was a successful gateway hotel and entertainment venue. The newly redesigned hotel is completely gutting the old building shell, and will feature 114 new rooms, meeting facilities, a lounge and café, and a dramatically improved exterior. The Hotel is expected to open in early 2017 and will create over 90 permanent new jobs. The CRA assisted development of the improved exterior and public space on 7<sup>th</sup> Avenue with a \$200,000 Commercial Improvement Grant.



## News Feature

### Major Changes Planned for 7th Avenue

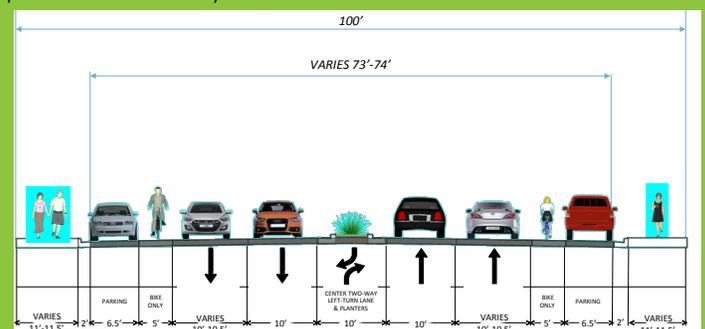


#### FDOT Completes SR-7 Study

The Florida Department of Transportation has completed a nearly 2 ½ year Corridor and Transportation Improvement Study of NW 7<sup>th</sup> Avenue. The SR-7 Study, as part of a larger corridor study of almost the entire length of State Route 441, which extends from Miami to the Georgia border, looked at road conditions, traffic patterns, pedestrian issues, and the concerns of businesses along NW 7<sup>th</sup> Avenue to develop alternatives to improve physical conditions, improve traffic circulation, and aid redevelopment of the Avenue. FDOT's recommended alternatives would significantly improve NW 7<sup>th</sup> Avenue, removing the left turn "suicide lanes" and adding a landscaped median, wider sidewalks, bike paths, improved bus stops, and on-street parking along almost the entire length of NW 7<sup>th</sup> Avenue.

According to the Study, the improvements will improve circulation, travel time, and safety. FDOT has already applied for funding as part of the State Transportation Capital Improvements Budget. Construction is expected to begin in 2018.

The Project was led by Project Manager Kenneth Jeffries, FDOT District 6. Copies of the full study are available at the FDOT web site.



# Uptown Avenue 7



## Did You Know?

The NW 7th Avenue Corridor is poised to become the Region's premier location for business development, growth and innovation. Few corridors in Florida have Uptown's strengths, assets, visibility, and access. Uptown's locational advantages include:

### One of Florida's Largest Purchasing and Employment Markets

- The Uptown Avenue 7 CRA is the commercial heart of one of Florida's largest population, purchasing, and employment sub-regions. The 3-mile radius surrounding the CRA contains a population of 366,253 persons. **If the Uptown Market Area was it's own City, it would be Florida's third, and the Nation's 51st largest city — bigger than New Orleans, Tampa, Anaheim, Honolulu, and St. Louis and Orlando, and more than twice the size of Fort Lauderdale.**
- Total annual household income in the Uptown Market Area is over \$4.1 Billion, with a highly productive labor force experiencing rapid gains in payrolls, wages, and educational attainment.
- Uptown is Miami-Dade County's economic and transportation gateway — the region's entry point to downtown from the North, and is one of the most significant and unique multi-modal transportation corridors in Florida. The CRA is served by, or located within 15 minutes of every mode of transportation.
- Interstate 95, the CRA's roadway spine, is the 6th most heavily traveled Interstate segment in the US, carrying 266,000 vehicles per day. Over 580,000 vehicles traverse the Uptown CRA corridor every day.

## Uptown Avenue 7 Facts & Figures

### A Stable, Successful and Committed Business Community

- The CRA Market Area is home to just over 7,000 business establishments employing 75,426 workers — 6.5% of the County's total jobs base. 154,069 employed workers live within the Market Area — 13.2% of the County's employed labor force.
- **Uptown is a successful community of businesses.** 119 of the 453 establishments within the CRA have more than \$1M in annual revenue, and total revenue for businesses in the CRA is over \$700 Million.
- **Business establishments within the CRA are stable.** The average age of all establishments is 10 years. 66% of establishments have been operated on 7th Avenue for 5 years or more, 38% have been located on the Avenue 10 or more years, and 16% for more than 20 years.

### Location, Location, Location: 20 Minutes from Everything

- Uptown is centrally located, within 20 minutes of most of the region's most important economic assets, including major hospitals, multiple Universities, research facilities, and major business centers and employers. 7th Avenue is within 20 minutes of Miami International Airport and Free Trade Complex, 23 minutes from Fort Lauderdale-Hollywood International Airport, 14 minutes from Opa-Locka Executive Airport, 15 minutes from the Port of Miami, and 22 minutes from Port Everglades.

### Flexible Zoning Supporting New Opportunity

- The County's revamped Urban Center Zoning for the Uptown Avenue 7 Area features flexibility of mixed uses, optimal site utilization, and flexible parking requirements.

## Join Us

### The Board of the NW 7th Avenue CRA:

- Dr. Mae D. Bryant, PhD
- Donald W. Kressley
- Charesse Chester
- Mack Samuel
- Gene Lomando

### Contact us at:

[www.UptownAvenue7.miamidade.gov](http://www.UptownAvenue7.miamidade.gov)

[UptownAvenue7@gmail.com](mailto:UptownAvenue7@gmail.com)

The CRA Meets every 3<sup>rd</sup> Monday of the month at the Arcola Lakes Library, located at 8240 NW 7th Ave, Miami, FL 33150