

# STREETSCAPE DESIGN ELEMENTS

The NW 7th Avenue Community Redevelopment Agency • Miami Dade County



UPTOWN  
AVE 7th Avenue  
iwork. ishop. iplay. imove

The logo is centered within a white rectangular box with a thick magenta border. The word 'UPTOWN' is in large, bold, sans-serif letters, with each letter in a different color: U (orange), P (blue), T (grey), O (purple), W (green), and N (red). Below it, 'AVE 7th Avenue' is written in a smaller, grey, sans-serif font. At the bottom, the tagline 'iwork. ishop. iplay. imove' is in an orange, lowercase, sans-serif font. The background of the slide is a light grey map of a city grid with blue lines representing waterways.

Prepared by



**Landscape Architecture  
+ Environmental and  
Urban Design**

Roberto Rovira, Associate Professor, FIU Landscape Architecture  
+ Environmental and Urban Design

Alain Carrazana, FIU LAEUD MLA 2020 Candidate

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# INTRODUCTION

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This handbook proposes a series of urban elements whose aim is to transform the Uptown 7th corridor into a public space that celebrates the corridor's legacy while presenting a vision for its future.

The streetscape elements seek to enliven Uptown 7th by working at multiple scales and taking advantage of its proximity to the highly transited I-95 highway and the adjacent community. The ideas activate infrastructure, gateways and building facades and are connected through the themes of art, culture and mobility.

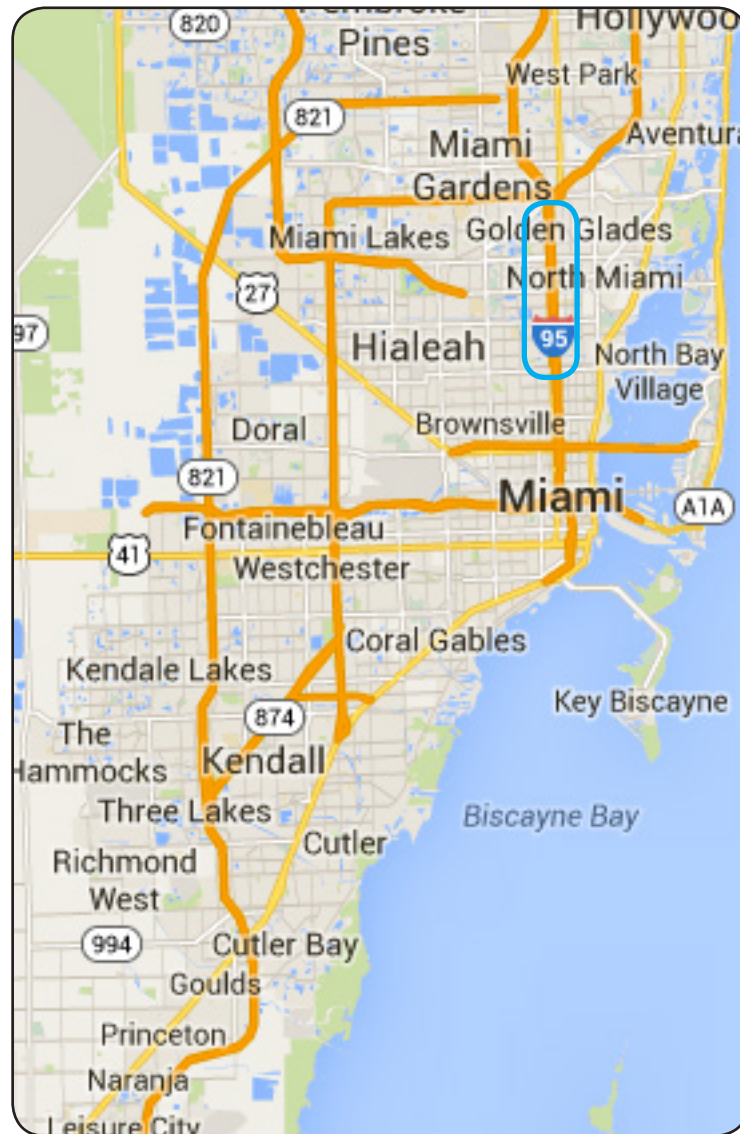
The work extends NW 7th Avenue's "Uptown Avenue 7" re-branding effort as a center for investment, expansion and growth that incentivizes critical community partnerships and supports its emergence as one of the region's most significant employment and business innovation centers by:

- Supporting small business growth by growing the identity of NW 7th Avenue and the CRA;
- Improving the appearance of NW 7th Avenue;
- Promoting the identity and CRA Brand;
- Supporting the growth of small businesses in the CRA, improving appearance; and
- Improving pedestrian safety along the avenue

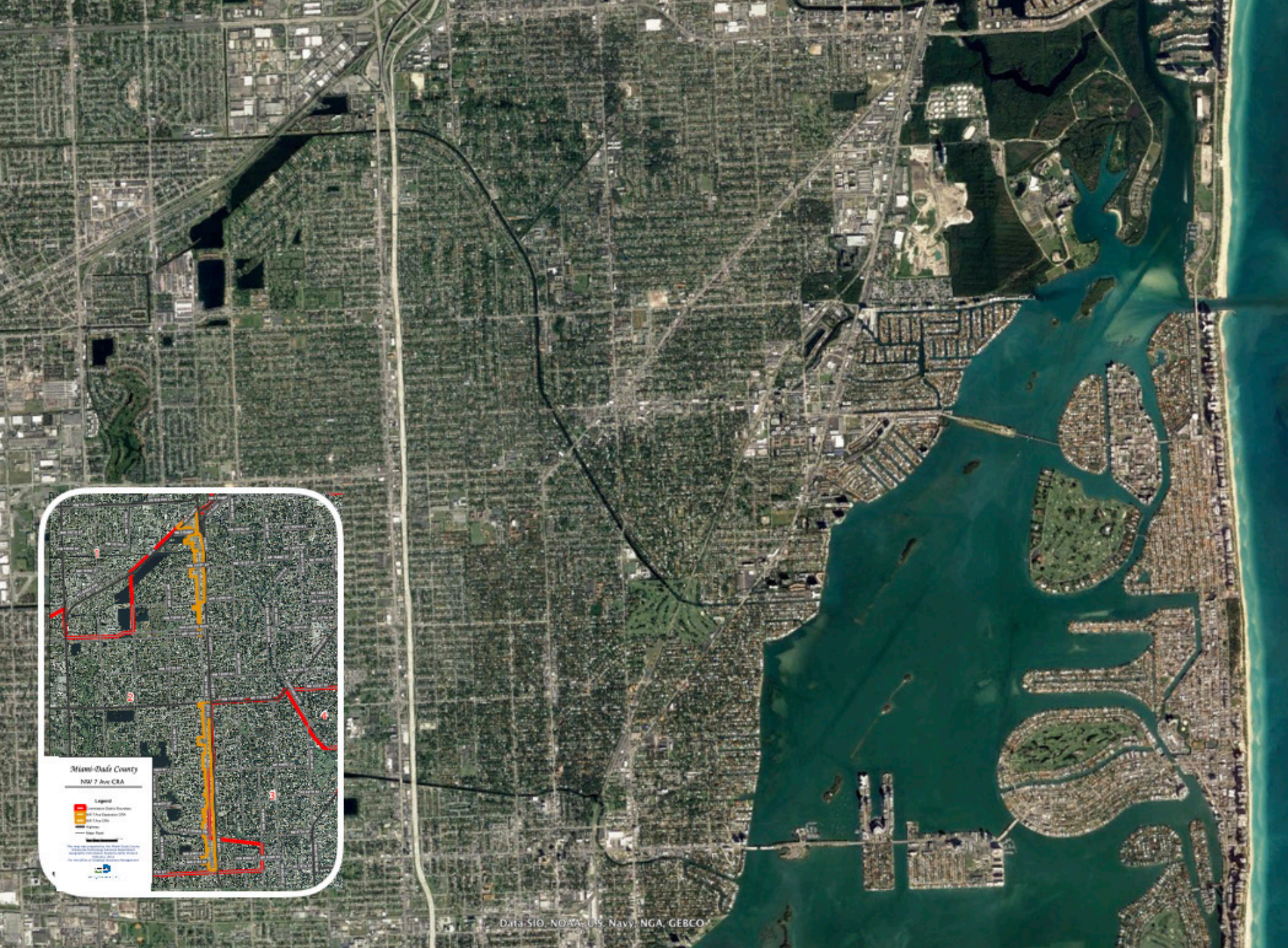
The proposed streetscape elements create an urban vocabulary and are not intended to be exhaustive. Rather, they should be viewed as contributing to the larger transformation of a historically car-centric corridor that will succeed by becoming a vibrant destination for people.

While the proposed elements aim to build an attractive and legible identity for Uptown 7th, the corridor's success will ultimately depend on how well the complement of changes proposed for this corridor create spaces that are safe and accessible for pedestrian mobility and how positively they impact environmental quality, economic benefit, enhancement of place, public health, and overall quality of life.

## CONTEXT PLANS & AERIALS







Data: SIO, NOAA, U.S. Navy, NGA, GEBCO



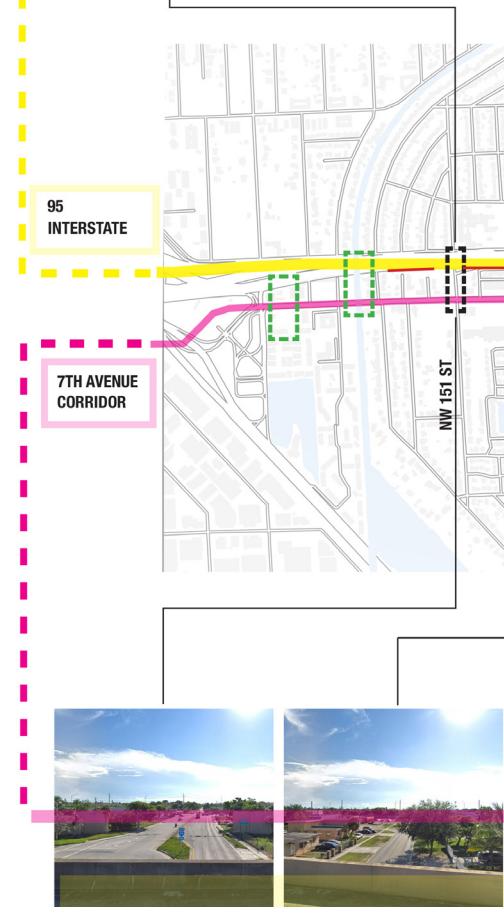
# INTERSECTION TYPES & STREET VIEWS

A hierarchy of intersections helps organize the streetscape strategies as follows:

- MAJOR** coincides with I-95 off ramp access and a significant signalized crossing
- MEDIUM** wider intersection typically defined by a through-street connecting across I-95
- MINOR** narrow intersection typically defined by a dead-end alley and high visibility from I-95



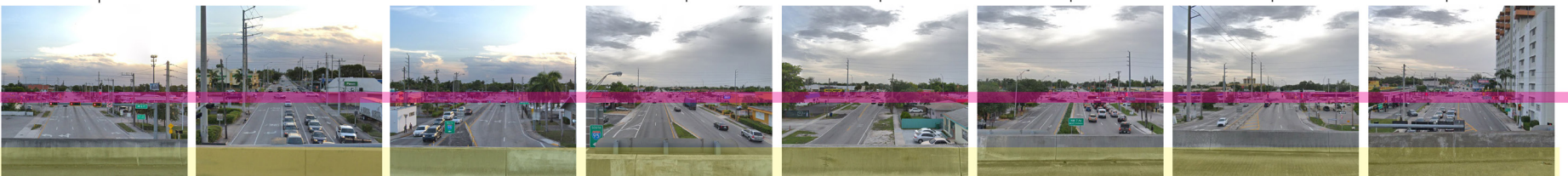
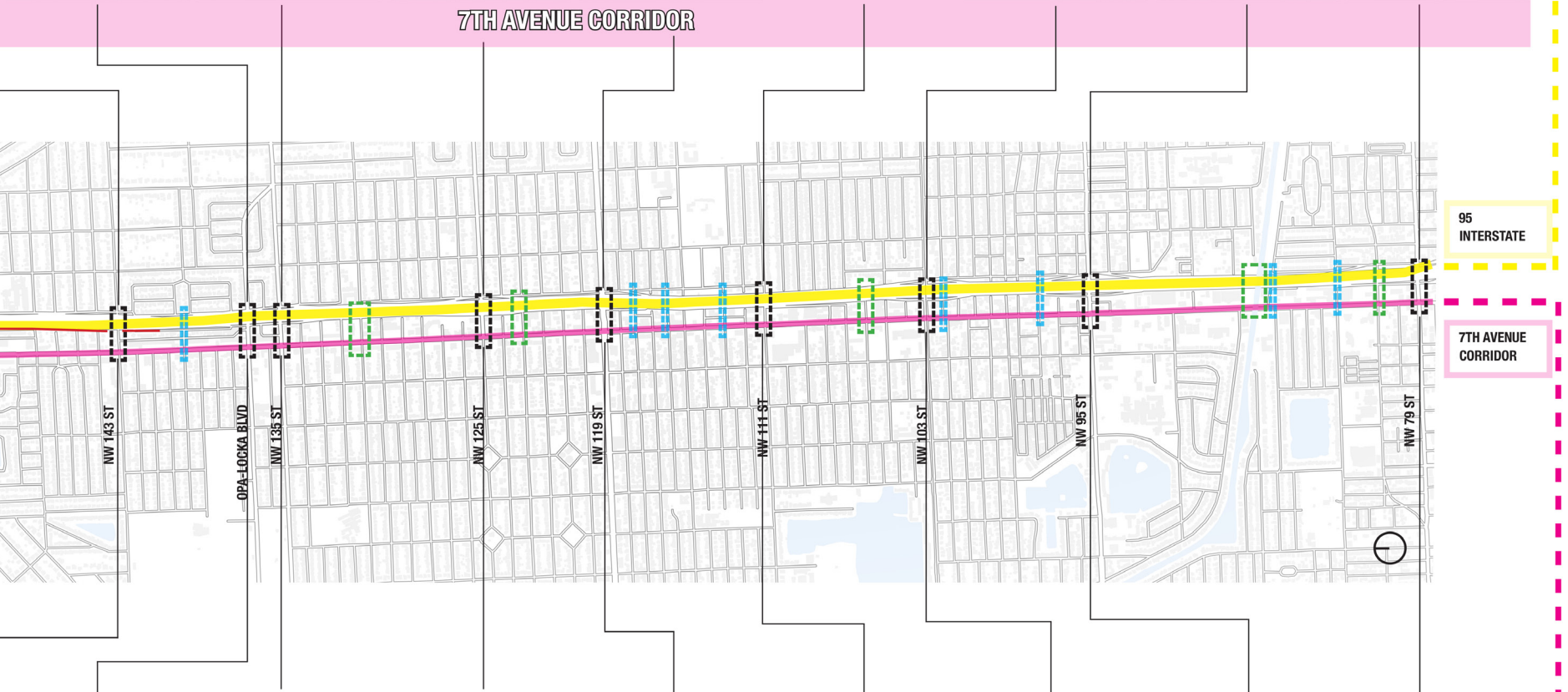
- MAJOR
- MEDIUM
- MINOR
- SOUND WALL BARRIER



## VIEWS EAST to I-95



### 7TH AVENUE CORRIDOR



## VIEWS WEST from I-95

## USING THIS GUIDE

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**PURPOSE** This guide is intended to provide guidance for the planning and design of urban streetscape elements along the Uptown 7th Avenue corridor.

### SECTION GUIDE

The **PURPOSE** explains the basic goal of each streetscape element and includes example(s) of each, followed by relevant photos.

**PRINCIPLES** list the guiding ideas for each element and may include minimum standards and requirements.

**RULES FOR SUCCESS** provide tips and recommendations for a successful design implementation.

### SEE ALSO

STANDARD URBAN CENTERS DISTRICT REGULATIONS CODE OF MIAMI-DADE COUNTY, FLORIDA, ARTICLE XXXIII(K); UPTOWN 7 AVENUE ECONOMIC DEVELOPMENT ACTION PLAN; GLOBAL STREET DESIGN GUIDE (GLOBAL DESIGNING CITIES INITIATIVE)



# SEASONAL CHANGES

## POPOP PARKS & UPTOWN BLOOMS

### PURPOSE

- To transform a hardscape-dominated setting with repetitive and abrupt changes in color and vegetation that offer contrasting textures at key points along the corridor



### PRINCIPLES

- A predominantly built context can be quickly transformed in memorable and cost-effective ways

### RULES FOR SUCCESS

- Use a seasonally tuned landscape palette that is coordinated to bloom at different times of year and with vibrant Uptown 7 logo colors
- Introduce palm trees as a contrasting texture in repetitive clusters along the corridor







# SEASONAL ACTIVITIES

## ALLEYS TO GALLERIES

### PURPOSE

- To transform dead ends into public galleries, farmers markets and art events that are enhanced through rotating arts programs and gallery partnerships that work at various scales



### PRINCIPLES

- Collaborative partnerships with organizations that can help program and recruit for seasonal activities will ensure the success of any physical transformation

### RULES FOR SUCCESS

- Establish a repetitive calendar that programs specific sites with different activities year round to ensure year-round interest

- Create programming that appeals to different demographics so as to maximize appeal and attendance







# PLANTERS

## MOVEABLE PLANTERS

### PURPOSE

- To create a temporary enhancement to a space by adding color, texture and interest to a streetscape that can help define and separate spaces



### PRINCIPLES

- Simple option for individual building owners
- Planters placed on walkways should not create congestion or block pedestrian traffic
- Maintain a 1.5 feet clear distance from back of curb

### RULES FOR SUCCESS

- An iconic design can create a repetitive element that enhances the corridor's identity
- Moveable planters can be placed to provide temporary barriers for special event closures as well as summer or seasonal seating definition
- Planters help define primary building entrances and define spaces
- Planters can be installed at seating areas along edges or parking lots, in pedestrian plazas and in clustered furnishings
- Maintenance and upkeep are critical since planters can easily dry out if not attended to





# PERMANENT PLANTERS

## PURPOSE

- To create a more permanent space by adding color, texture and interest to a streetscape that helps to define and separate spaces



## PRINCIPLES

- Raised planters can add trees, color and shade where landscape is not feasible
- The edge of raised planters can double as informal seating. 18 in is an ideal planter wall/seat height, but it can vary between 12" and 20 in (planter heights must not obstruct driver views)
- Use 16 in minimum planter wall widths whenever possible when doubling as seating
- Use 30 in minimum inside dimensions for planters without trees (48 in for trees)
- Use 6 ft minimum width for pedestrian 'through-zones' on sidewalks whenever possible

## RULES FOR SUCCESS

- Integrate benches and seating areas into raised planters whenever possible and convenient
- Irrigate with drip irrigation whenever possible



ALLEYS TO GALLERIES ,  
SEASONAL ACTIVITIES,  
MOVEABLE PLANTERS





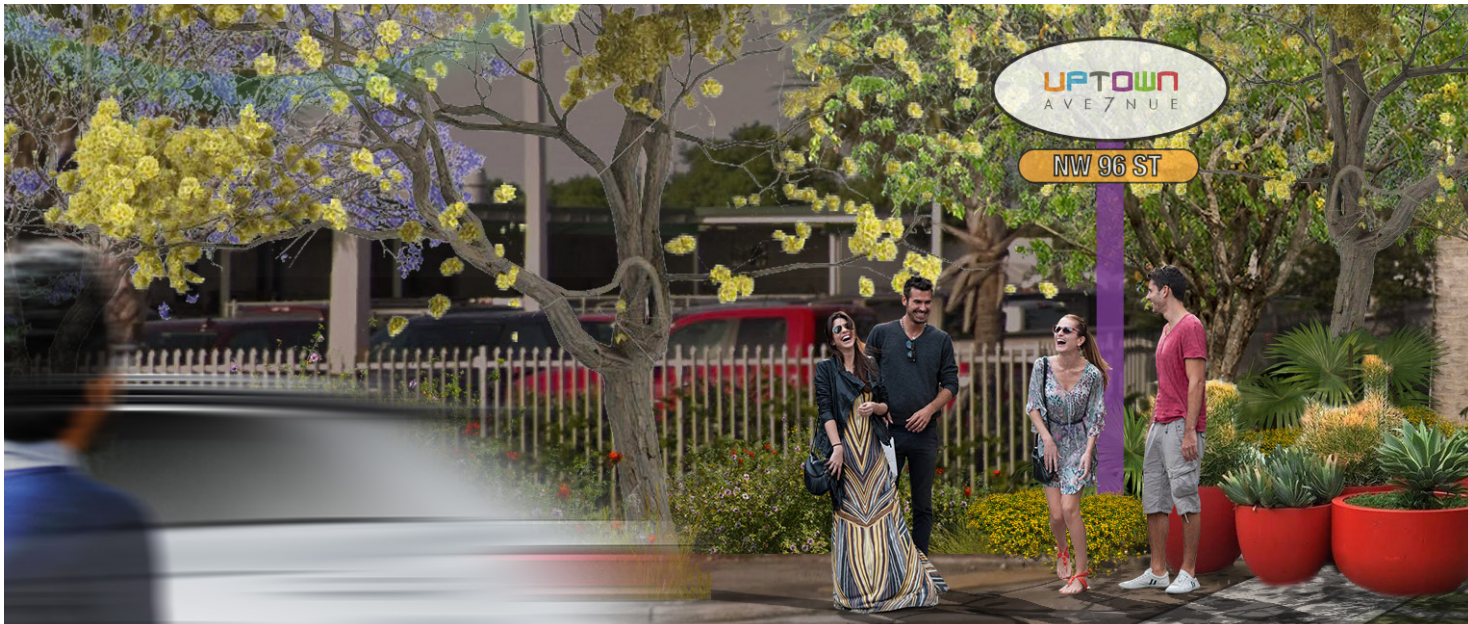


# SIGNAGE

## CORRIDOR STREET SIGNS

### PURPOSE

- To establish a graphic consistency along the corridor and a cohesive visual identity that works at multiple scales



### PRINCIPLES

- A consistent strategy for material, type, and color for signage establishes a defined identity for the Uptown 7th Ave. corridor

### RULES FOR SUCCESS

- Use durable materials that have proper thickness, moisture proofing, UV protection, minimum-maintenance, tamper-proofing, and that are easy to replace / reinstall as needed

**SEE ALSO**

GATEWAYS,  
LIGHT BEACONS





# PAVING

## TEMPORARY PAVING

### PURPOSE

- To create significant impact at a large scale for a defined period of time without incurring the costs and preparation required for permanent paving solutions.



### PRINCIPLES

- Temporarily painting the ground can create a valuable and strikingly memorable, cost-effective transformation for a limited period of time

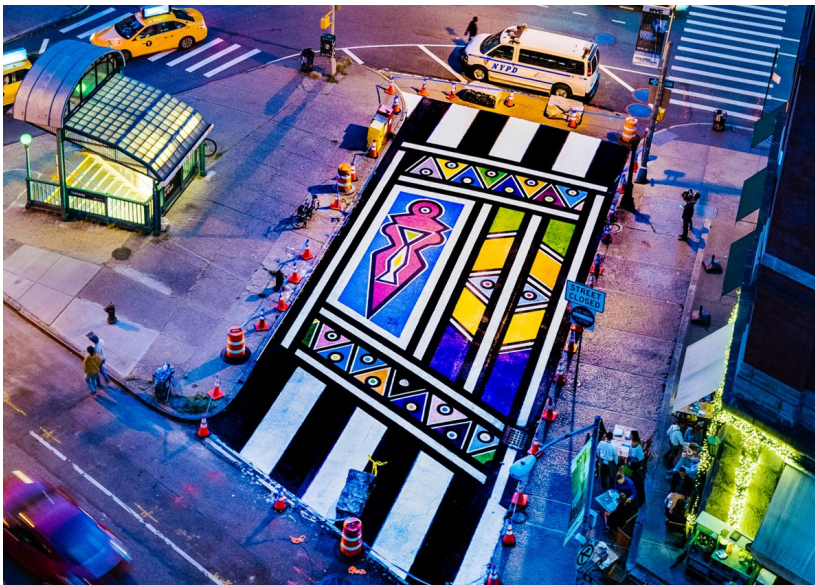
### RULES FOR SUCCESS

- Combine temporary paving strategies with other strategies in order to maximize the effect
- Enlist the help of local artists, curators and galleries in identifying talent for a truly unique solution

SEE ALSO

PERMANENT PAVING







# PERMANENT PAVING

## PURPOSE

- To create a high-value, cohesive visual and material identity for valuable public spaces



## PRINCIPLES

- Strategically investing in hardscape can effectively transform valuable public space for the long term
- The spaces should be readily visible and accessible

## RULES FOR SUCCESS

- Close coordination with utilities will preserve the investment
- Combine with other enhancements, amenities, and shade to maximize the value



TEMPORARY PAVING









# POWER & LIGHT INFRASTRUCTURE

## FPL POLE UPLIGHT

### PURPOSE

- To transform existing FPL light poles into vertical landmarks



### PRINCIPLES

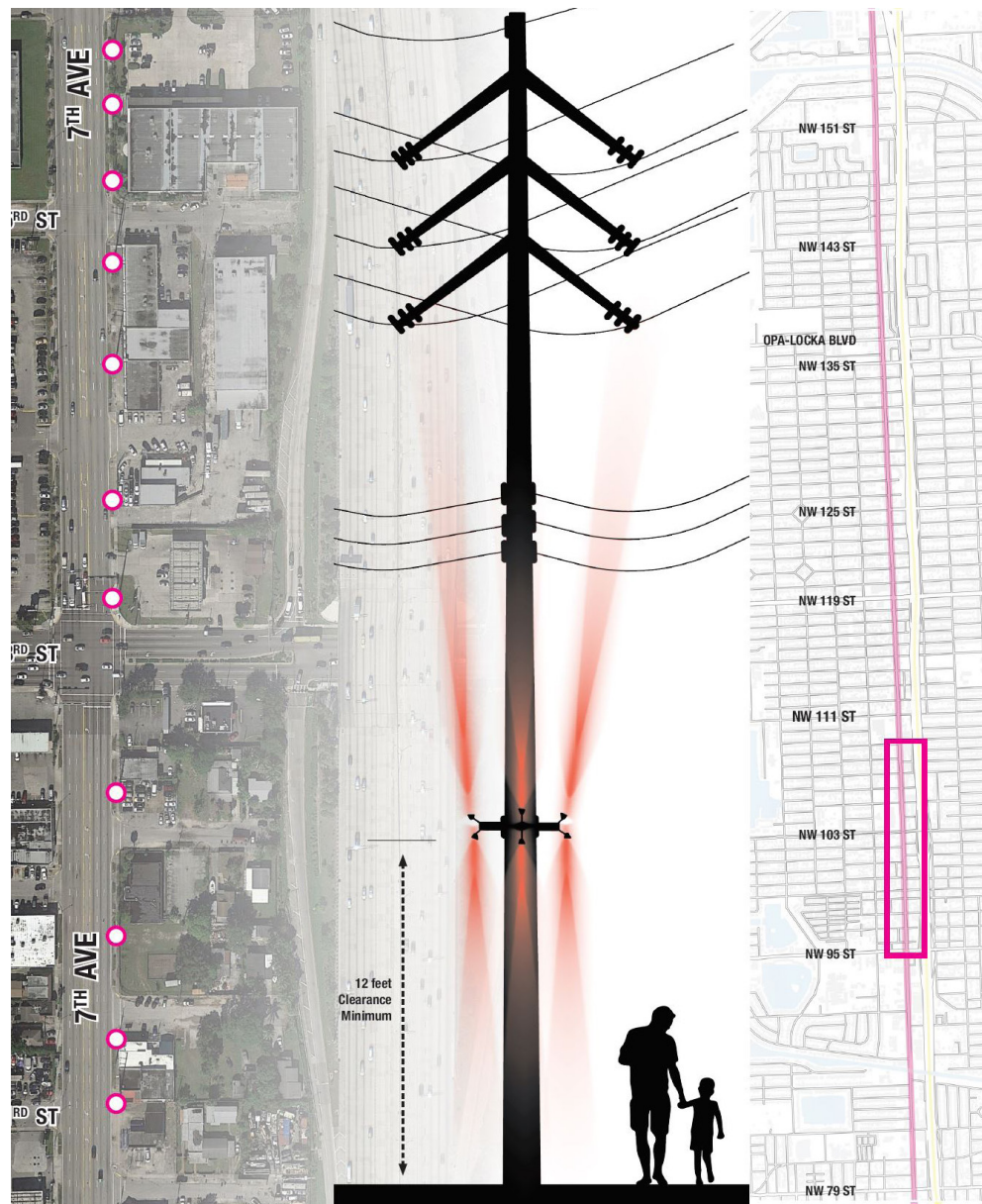
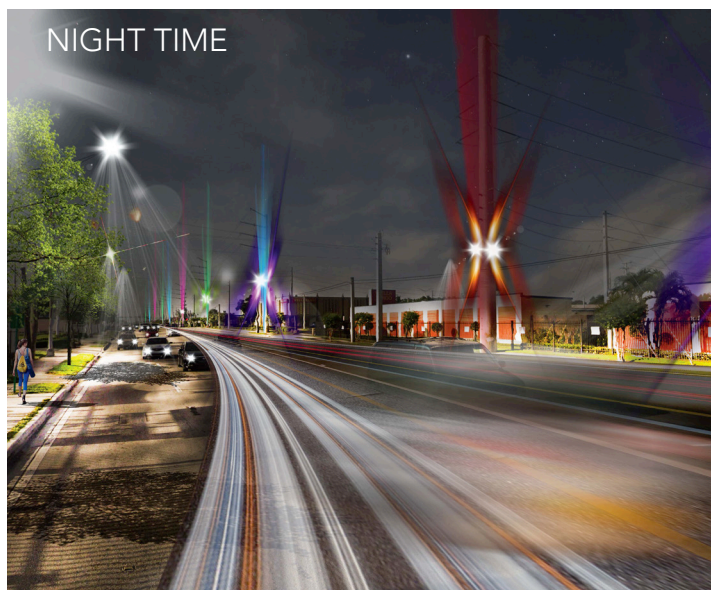
- Accent lighting should take advantage of the existing lighting infrastructure to achieve maximum effect for the least amount of cost

### RULES FOR SUCCESS

- Explore options that require minimal dependence on FPL infrastructure
- Lighting should be tamper and vandal-proof to ensure maximum longevity
- Colors should be dynamic and coordinated with the Uptown 7 logo color palette

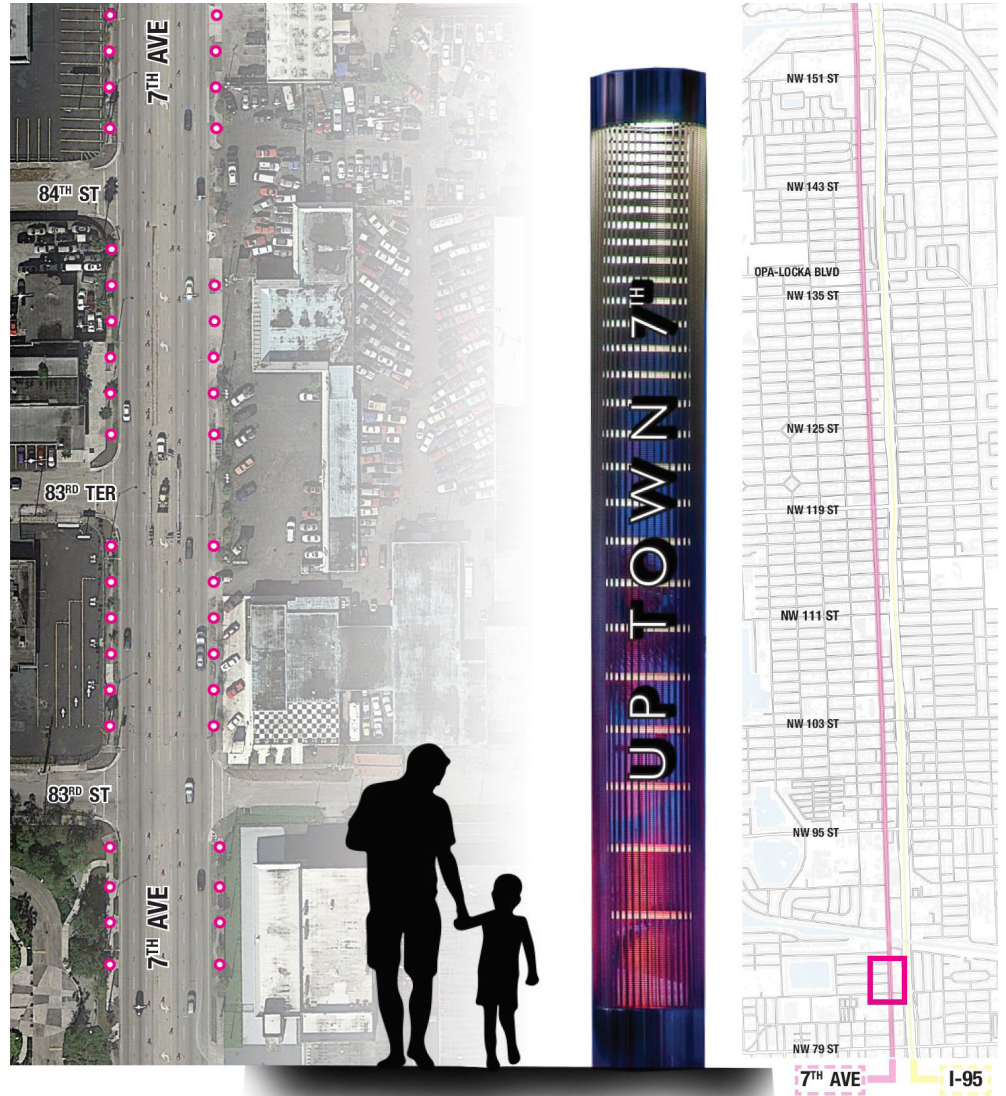
**SEE ALSO**

GATEWAYS





## LIGHT BEACON

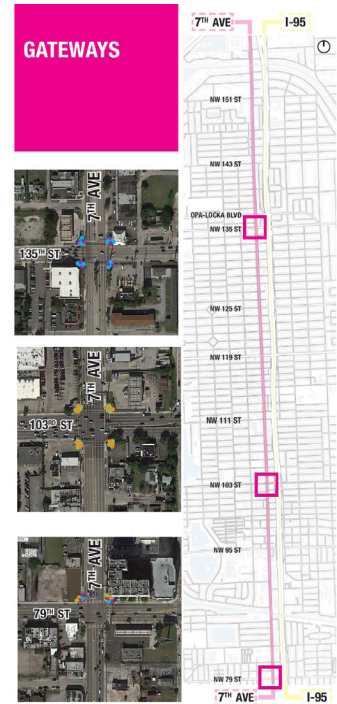




# GATEWAYS

## PURPOSE

- To create sculptural and repetitive elements at important intersections that provide identifiable markers and provide a sense of arrival



## PRINCIPLES

- Gateways are key moments that can fundamentally transform the awareness and identity of an urban district

## RULES FOR SUCCESS

- Reinforce the identity of Uptown 7th Ave. by coordinating the gateway element's colors with the logo color palette

SEE ALSO

SIGNAGE

# FACADE STRATEGIES

## LED MESH

### PURPOSE

- To create a curated, seasonally-changing graphic program that is connected with the themes of mobility, community and cultural legacy by using LED graphic mesh systems attached to select building facades.



### PRINCIPLES

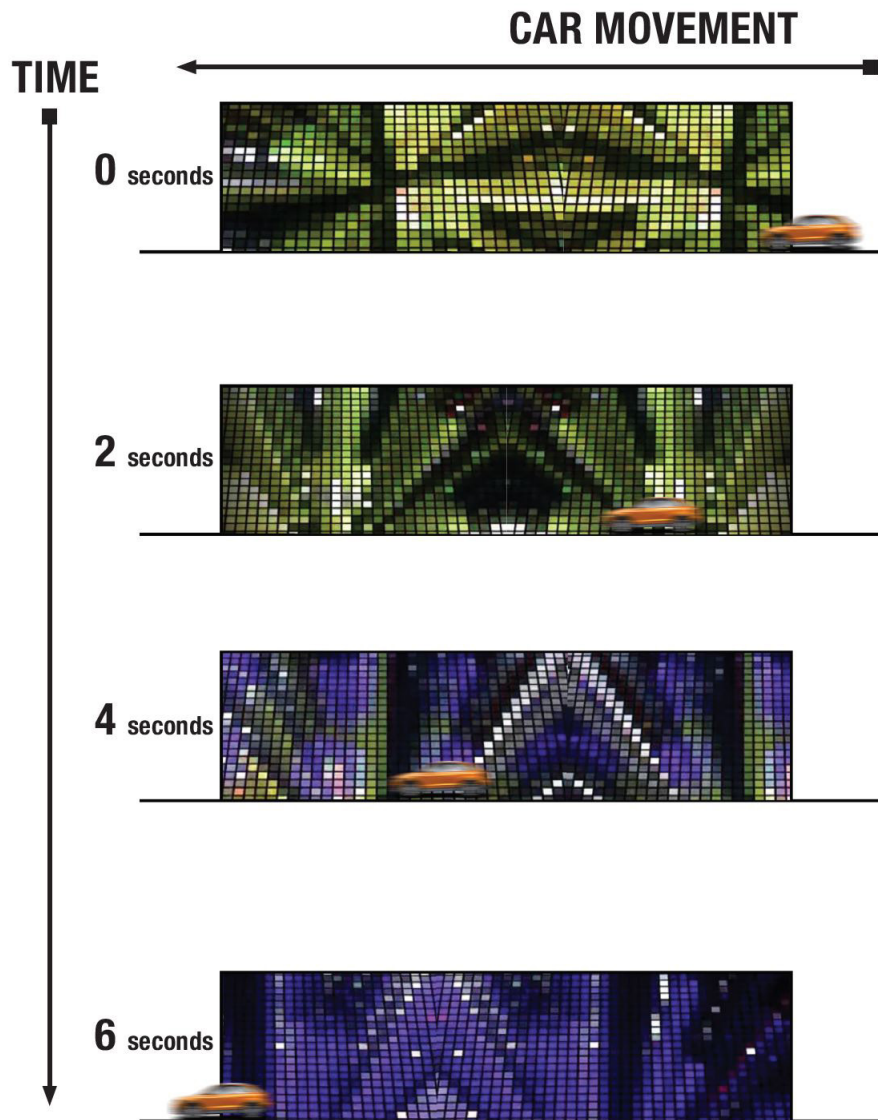
- Building facades are valuable canvases that can be daily and seasonally programmed

### RULES FOR SUCCESS

- Ensure that the graphic strategy is holistically developed across the entire corridor so that the whole is greater than the sum of the parts
- Avoid commercializing the artistic content; favor and promote art that

advances the themes connected to Uptown 7th Ave.: mobility, community and cultural legacy.

**SEE ALSO** SIGNAGE



**POTENTIAL LOCATIONS**



## COLOR PROJECTIONS

### PURPOSE

- To create a curated, seasonally-changing graphic program that is connected with the themes of mobility, community and cultural legacy by projecting onto select building facades.



### PRINCIPLES

- Building facades are valuable canvases that can be daily and seasonally programmed

### RULES FOR SUCCESS

- Ensure that the graphic strategy is holistically developed across the entire corridor so that the whole is greater than the sum of the parts
- Avoid commercializing the artistic content; favor and promote art that

advances the themes connected to Uptown 7th Ave.: mobility, community and cultural legacy.

**SEE ALSO** SIGNAGE

## BUILDING WRAPS

### PURPOSE

- To create a curated, seasonally-changing graphic program that is connected with the themes of mobility, community and cultural legacy by wrapping select building facades.



### PRINCIPLES

- Building facades are valuable canvases that can be daily and seasonally programmed

### RULES FOR SUCCESS

- Ensure that the graphic strategy is holistically developed across the entire corridor so that the whole is greater than the sum of the parts
- Avoid commercializing the artistic content; favor and promote art that

advances the themes connected to Uptown 7th Ave.: mobility, community and cultural legacy.

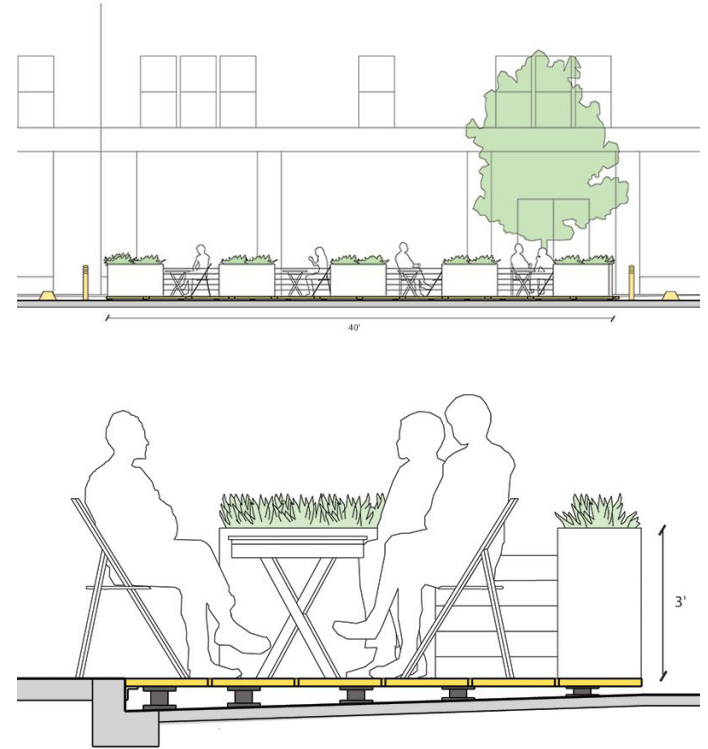
**SEE ALSO**

FACADE STRATEGIES  
COLOR PROJECTIONS

# PARKLET NETWORK

## PURPOSE

- To create an identifiable network of parklets that transforms road edges at key locations in the Uptown 7th Ave. corridor



## PRINCIPLES

- A visible network of semi-permanent parklets can become a compelling public draw
- Standard-size parking spaces expand the sidewalk and provide a novel contrast to existing conditions

## RULES FOR SUCCESS

- Coordinate closely spaced parklet groupings in strategic locations that are coordinated with other enhancements to public space

SEE ALSO

SIGNAGE







# MOBILITY AS ART & TECHNOLOGY

## PURPOSE

- To use the theme of mobility as a cohesive strategy with which to capture public space enhancements and project a vision for Uptown 7th Ave.'s future that is connected to new-generation mobility technology



## PRINCIPLES

- iMOVE: Celebrates Uptown 7 mobility theme by interpreting cars as art and showcasing electric vehicle technology
- iPOWER: Showcases destinations that promote alternative energy, EV

charging stations, and solar power infrastructure as art

SEE ALSO

SIGNAGE



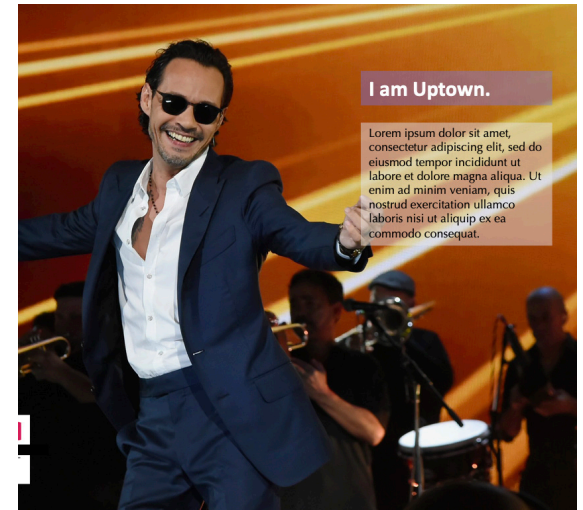




# CULTURAL & BRAND CONTENT

## PURPOSE

- To celebrate Uptown 7th Ave.'s cultural legacy as a historic shopping district and a vital mobility and business corridor



w e a r e u p t o w n

## PRINCIPLES

- By celebrating its community of individuals and business owners, Uptown 7th Ave. can inspire current and future advocates

## RULES FOR SUCCESS

- Ensure that a broad cross-section of the Uptown 7th Ave. community is represented
- Invest in quality photography
- Rotate as part of an ongoing campaign



SIGNAGE



# REFERENCES

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## Aerial Photos

- Google Earth

## Outdoor Galleries

- <http://bit.ly/2Kgvxwe>

## Moveable Planters

- <https://bit.ly/2K20uV4>
- <https://bit.ly/2WgadxF>
- <https://bit.ly/2YSiMfz>

## Permanent Planters

- <https://bit.ly/2JGGk3s>
- <https://bit.ly/2QrprKF>
- <https://bit.ly/2t5qOoE>

## Signage

- <http://bit.ly/2JIQ2m0>
- <http://bit.ly/30P9X7Yv>
- <http://bit.ly/2VYKpSi>
- <http://bit.ly/2WuGzETv>

## Temporary Paving

- <https://bit.ly/2VMQjWL>

## Permanent Paving

- <https://bit.ly/2wlFn7V>
- <https://bit.ly/2Qrho0j>
- <http://bit.ly/2HFv70O>

## Building Projections

- <https://bit.ly/2GKHDg9>

## Building Wraps

- <https://bit.ly/2JGBJ1b>

## Parklets

- <https://bit.ly/2tyGSP9> National Association of City Transportation Officials
- <https://bit.ly/2wk4QPm> WMB Studio
- <https://bit.ly/2WgadxF> Gensler Designs

## Mobility as art & technology

- <https://bit.ly/2Qu01Mp>
- <https://mynr.ma/2XhH2Hq>
- <https://bit.ly/2ExBukU>

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