HISTORIC OVERTOWN CULTURE & ENTERTAINMENT DISTRICT
PERKINS+WILL

05.30.19 / MASTER PLAN DOCUMENT
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THE VISION

The Overtown Culture & Entertainment District will once again become a destination, and will be a place for people to live, work and enjoy its unique history and culture.

In 1997 The Black Archives History and Research Foundation commissioned a master plan study for the Overtown Folklife Village to create a unique, pedestrian scaled village environment to anchor the historic core of Overtown; this report builds on that study with an expanded scope and extent that reflects the changes that have taken place in Miami since that time.

For most of the 20th century Overtown was a vibrant community that was the heart of Black culture, entertainment and business in Miami and South Florida. Founded as the only part of Miami where the Black population was allowed to live and own property, it developed into a thriving, self-sufficient community including many Black-owned homes, businesses, and entertainment venues. Often referred to as ‘Harlem of the South’, Overtown was also renowned as the center of Black culture and nightlife for the Southeast, reflecting the energy of the community that found expression in the many cultural forms that existed there, such as music, art and food.

This Black energy will be the central theme that informs the new Overtown Culture and Entertainment District. The area will once again become a destination, and a place for people to live, work and enjoy the unique history and culture that is integral to Miami.

• Create a distinct place that reclaims the role of Blacks in the history and culture of Miami: An authentically Black experience.
• Re-establish Overtown as Miami’s center for Black culture, entertainment, innovation and entrepreneurship.
• Bring the Black community back to Overtown to live, with a diverse offering of housing opportunities.
• Enable small scale development and local investment, a space for black innovators and entrepreneurs.
• Create a compact, walkable community, with access to local and regional transit and centralized parking.
• Incorporate best practices for sustainability, resiliency and Smart City design principles to make Overtown a model for urban redevelopment.
THE VISION

- Create a distinct place that reclaims the role of Overtown in the history and culture of Miami.
- Establish a compact, walkable community, with access to local and regional transit and centralized parking.
- Re-establish Overtown as Miami’s center for black culture, entertainment, and entrepreneurship.
- Enable new development, local investment, and a place for small businesses to grow.
- Bring folks back to Overtown to live.
On May 15th, 2018 the design team held a listening session with Overtown stakeholders including the Southeast Overtown/Park West CRA, Lion Development Group, and local businesses and institutions to discuss the goals and aspirations for the Overtown Cultural and Entertainment District. The question was posed, ‘What would success look like?’ This resulted in a spirited dialogue that generated a wealth of ideas and themes to inform the design evolution of the study:

- Bring the population back - ‘Come Home’
- Maintain the historic character
- ‘Authentically Black’, ‘Soul, history’
- Infill housing, affordable housing
- Re-engage the social environment
- Black-owned businesses
- Distinct character from downtown Miami
- Self-reliant, mixed-use, housing, culture, entertainment
- Walkable, small scale

Commissioner and Southeast Overtown/Park West CRA Chairman Keon Hardemon also provided valuable input and guidance on the development of this Mater Plan, for which the design team is highly appreciative.
HISTORIC THEMES / BLACK HISTORY + CULTURE

The African Diaspora community was an essential element of the creation and building of Miami. Thousands of people of African descent located to Miami from other parts of the United States and Caribbean ports to construct the railroad, and they were counted to create the original charter for the City of Miami. Prohibited from living in other parts of Miami, these people and their descendants settled in the area now known as Overtown and created a unique community and culture there.
HISTORIC THEMES / BLACK OWNED BUSINESSES

For much of the 20th century Overtown was the thriving center of Black culture, entertainment and business for Miami and South Florida. At its peak it was home to approximately 40,000 people and was a self-sustaining community based on self-reliance with many Black owned businesses and institutions. Its main street was 2nd Avenue which came to be known as ‘Little Broadway’ due to the number of businesses and entertainment venues located there.
Overtown was visited by many of the most prominent Black leaders of the 20th century including Ella Fitzgerald, Louis Armstrong, Count Basie, Josephine Baker, Billie Holiday, Lena Horne, Aretha Franklin, B.B. King, Langston Hughes, Jackie Robinson, and Mohammed Ali. Ironically, even Black entertainers who performed in Miami Beach could not stay in the hotels there, but had to overnight in Overtown when in Miami.
LOST HISTORICAL LANDMARKS

Historic Overtown Culture & Entertainment District

1. Historic Overtown Culture & Entertainment District
2. "Baby" Henderson
3. Club Calvert
4. Fiesta Miller Sisters
5. Club Savoy
6. Rockland Palace
7. The First Lady of Song
8. A Giant Triple Attraction
9. Ella Fitzgerald and Ray Brown’s Sun., Jan. 30
10. Ritz
11. O’Dell’s Bar & Grill
12. O’Dell’s Bar & Grill
13. The former Harlem Square
14. Greater Miami Civic Theater
15. Jimmie Reeves
16. All-Star Floor Show
In the late 20th century the construction of I-95 and I-395 destroyed much of Overtown’s original fabric, ultimately leading to disinvestment and decline, with most of the original population moving out to other parts of the Miami region. Today, Overtown enjoys a highly desirable location adjacent to downtown Miami and new development and is poised to again take its rightful place in the history and culture of Miami.
During its heyday Overtown was a self-sustaining community with a strong spirit of entrepreneurship among its African American residents and business owners. This was symbolized most clearly by a section of the neighborhood named Good Bread Alley. According to spoken and written accounts it was so named because of the aroma of freshly baked bread that residents made in their homes and sold on the front porches along the alley to passersby. This spirit of self-reliance and small, neighborhood businesses was a fundamental element of Overtown’s identity that helped it to endure and sustain the community for decades.
HISTORIC THEMES / PURVIS YOUNG

After the construction of I-95 and 395 in the 1960’s, when Overtown fell into decline, Good Bread Alley took on a different association. Local artist Purvis Young used the abandoned walls and boarded up storefronts of the area as a canvas for his artwork, that reportedly was visible by those driving by on the freeway. His highly charged artwork expressed the energy and sense of community of Overtown, but also the yearning for redemption and release from oppression that Overtown also represented, being the only part of Miami where Blacks were allowed to live and own property.
SITE ANALYSIS

CULTURAL CONTEXT + EXISTING ASSETS + ADJACENT DEVELOPMENT

The study area for the Culture and Entertainment District is only a small portion of the historic Overtown community. Much of the area has been severed into pieces by the construction of I-95 and I-395 in the 1960’s. The study area includes a significant portion of the historic heart of Overtown’s business and nightlife district that is centered on 2nd Avenue, earlier known as Little Broadway or The Great Black Way.

Bordered by Downtown Miami to the south and Wynwood to the north, Overtown is within walking distance from Biscayne Bay, cultural amenities and new waterfront development. Overtown provides the opportunity to create a unique, walkable destination for the population that works, lives and visits those areas. It is also adjacent to the Metro Rail and the Miami Central Train Station, providing excellent access to local and regional public transit.
**OVERTOWN’S HISTORIC GRID**

Even while negatively impacted by highway and rail construction, most of the study area enjoys an intact street grid with relatively small blocks and streets of walkable dimensions. This provides a strong urban framework on which to layer new development that maintains the historic scale and development patterns of Overtown.
FOLK LIFE VILLAGE + ENTERTAINMENT DISTRICT

DIAGRAM KEY
- **Blue** ENTERTAINMENT DISTRICT
- **Orange** FOLK LIFE VILLAGE
- **Gray** MASTER PLAN FRAMEWORK AREA
KEY EXISTING + PLANNED ASSETS

Overtown Murals at 3rd Ave. and 11th Street

9th Street Pedestrian Mall (Gary Moore, artist)

9th Street Streetscape at 2nd Court (Gary Moore, artist)

Dorsey House at 9th Street

Future Harlem Square Club site at 11th Street and 2nd Avenue

Future Red Rooster site at 2nd Avenue

Historic buildings at 3rd Ave. and 11th Street

Ward Rooming House at 9th Street and 2nd Court

The Lyric Theater and Plaza at 2nd Ave. and 9th Street
A DISTINCT URBAN ENVIRONMENT

The Culture and Entertainment District will extend from 6th street to 12th street between I-95 and The MetroRail. A primary goal for the District is to create an environment that is distinct from other recent nearby development, one that reflects the unique cultural and historical themes of Overtown: It will have failed if when flying over Miami one cannot distinguish Overtown from everything around it. Based on this principle and derived from the existing Folk Life Village Plan, several key design themes will guide the new development within the Overtown study area.

URBAN DESIGN

The urban design framework is based on the character and historical significance of the individual streets and public spaces in the Overtown district:

2nd Avenue: Will be re-established as the center of Black culture and entertainment for Florida and the Southeastern US. It will be the primary location for restaurants, clubs, music venues and shops, creating a thriving pedestrian environment and an anchor for Overtown. Streetscape improvements with lush landscaping extending from 8th Street to 11th Terrace will create a district identity and lay the groundwork for new development. New buildings will feature continuous canopies or balconies creating a shaded and protected pedestrian experience for residents and visitors.

9th Street: Anchored on the east by the Black Archives and on the west by the Dorsey House and the Ward Rooming House 9th Street will have a theme of Black history and culture. The streetscape will highlight and augment the existing paving design by artist Gary Moore. Since it does not have thru traffic it will have a strong pedestrian character. The eastern end will be the entry point to the 9th Street Promenade.

2nd Avenue and 9th Street: The Beating Heart of Overtown: Lyric Theater, Lyric Plaza, the new Red Rooster, and potentially a gallery of Black art and culture.

A New Pavilion: Located along the northern edge of the Lyric Plaza, will frame the entrance to the 9th Street Promenade and serve as a shade structure and performance venues for events.

2nd Court: Only one block long, 2nd Court will be the pedestrian heart of the District; a unique pedestrian village featuring Black visual arts, craft, food, innovation and entrepreneurship. Intimate pedestrian alleys and courtyards will connect 2nd Court to the surrounding streets, recreating the scale and spirit of historic Good Bread Alley and providing spaces for impromptu performance, artwork and market stalls to revive the spirit of family businesses and local artwork that was such an essential part of Overtown’s history. The street can easily be closed to traffic for festivals, markets and musical and arts events. Parking decks will be located at northern and southern ends with highly visible stair and elevator cores; these will be the point of origin and return for many pedestrians. New development will be limited to three stories, with two story loggias activating street level and second level businesses. Garage doors, operable facades will open businesses to the street. Flush, curbless pavement from building line to building line will create a drivable street that can readily be closed for special events. Lushly landscaped mid-block pedestrian ways and courtyards will connect to 2nd Avenue and 3rd Avenue creating a densely layered pedestrian network.

3rd Avenue: 3rd Avenue will focus on neighborhood retail, services and amenities to serve the residents and guests of Overtown. In its heyday, this will focus on locally owned businesses to re-build the economic vitality and self-sufficiency of the community. New development will include residential, hospitality, retail and commercial office and will step up to a maximum of eight stories with tiered transitions stepping down toward 2nd Court. The corners of 8th Street and 11th Terrace will have threshold markers to designate the entry points to the District.

6th and 7th Streets: These streets frame the southern end of the district and are undergoing dense, high-rise new development that will connect the core of Overtown with downtown Miami. 6th Street extends all the way to the east to Biscayne Bay with the American Airlines Arena and the Museum of Art and Design, making it an important pedestrian connection.

8th Street: As the primary vehicular access from I-95 8th Street is a primary vehicular entrance to the district as well as to developments further east. It is also major pedestrian link to the MetroRail and Brightline, as well as to Biscayne Boulevard and the American Airlines Arena. The corners of 2nd and 3rd Avenues will be primary thresholds marked by iconic art or graphics.

10th and 11th Streets: The primary connections to Museum Park and Biscayne Boulevard to the east as well as the historic western section of Overtown. These will be the location of primarily new residential development to provide housing choices for new residents of Overtown. They will receive new streetscape and markers at the intersections of 2nd and 3rd Avenues designating the eastern and western entrances to the District.
DESIGN ELEMENTS: URBAN PLACEMAKING

• SPACES FOR ART AND PERFORMANCE: The public realm will provide opportunities for public art, informal improvisation and performance. Public spaces will create opportunities for individual expression and continual change and evolution.

• ALLEYS AND COURTS: Courtyards and mid-block pedestrian alleys will create additional pedestrian spaces for street life, art, businesses and social interaction.

• LANDSCAPE PARKLETS: Lush landscaping will reflect the sub-tropical climate and variety of flora that thrives in south Florida. Groupings of dense tree planting will create deep shade and visual texture and beauty.

• SPECIAL STRUCTURES: Several specific structures will visually enrich and lend identity to the district:
  - Shade pavilions: These can create a design vocabulary that will be part of the district identity.
  - Benches and seating: Like the shade pavilions these will share a common design theme that contribute to the district identity.
  - New building at the NW corner of 2nd Ave and 9th Street; while the program is not yet determined this building will be an important anchor for this critical corner.
  - Stair/elevator towers: The stairs and elevators of the parking structures will be designed as visible markers for orientation and safety for the public.

• THRESHOLDS: Key entry points to the Overtown Cultural and Entertainment District will create a strong sense of arrival and help to define the character of the district. These can be commissioned works of art or sculpture, as well as architectural features or branded graphics. The locations for the primary markers are:
  - 2nd Avenue and 8th Street – northeast corner.
  - 2nd Avenue and NW 11th Terrace – north side, on axis with 2nd Avenue.
  - 3rd Avenue and 8th Street – northwest corners.
  - 3rd Avenue and NW 11th Terrace – existing murals on MetroRail overpass.

• SECONDARY MARKERS:
  - 10th Street at 2nd and 3rd Avenues
  - 11th Street at 2nd and 3rd Avenues

• LIGHTING AND SECURITY
  - New streetscape lighting will be implemented to improve safety, visibility, and function of the public realm.
  - Light poles may integrate security features such as cameras or call boxes as needed.
  - Integrate branding and wayfinding.
OVERTOWN VISION

DIAGRAM KEY
- ART & PERFORMANCE
- ALLEYS & COURTS
- LANDSCAPE PARKLETS
- SPECIAL STRUCTURES
- THRESHOLDS & MARKERS
2ND AVENUE LOOKING SOUTH

- Historic Overtown Culture & Entertainment District
- Interpretive Content
- Adaptive Re-Use
- Cultural + Entertainment Programming
- Signage + Art
- Flexible Public Space
- Shade Pavilion
- Site Furnishings + Parklet

2ND AVENUE LOOKING SOUTH

Historic Overtown Culture & Entertainment District
LYRIC THEATER PLAZA

SHADE / PERFORMANCE PAVILION

OVERTOWN SCULPTURE

REVITALIZED GARY MOORE STREETSCAPE

Historic Overtown Culture & Entertainment District
PLANNED 9TH STREET

DISTRICT IDENTITY: PEDESTRIAN SCRAMBLE

2ND COURT SHARED STREET

PRESERVED + REVIVED 9TH STREET STREETSCAPE

DISTRICT IDENTITY: PARKLET AND PEDESTRIAN SCRAMBLE

PRESERVED + REVIVED 9TH STREET PEDESTRIAN MALL

LYRIC PAVILION AND ART WALL

DISTRICT IDENTITY: SCULPTURAL INSTALLATION

SCULPTURE PARK

9TH STREET DISTRICT PARKING

9TH STREET DISTRICT ENLARGEMENT
Historic Overtown Culture & Entertainment District

REVITALIZED GARY MOORE STREETSCAPE

BRANDED LIGHT-POLE

PUBLIC ART ON PARKING GARAGE

PEDESTRIAN ORIENTED

SHADE / PERFORMANCE PAVILION

NEIGHBORHOOD RETAIL + SERVICES

REVITALIZED GARY MOORE STREETSCAPE

NEIGHBORHOOD RETAIL + SERVICES

9TH STREET LOOKING WEST
2ND COURT PEDESTRIAN MALL

DISTRICT IDENTITY:
STAIR TOWER, TYP.

THE WATERMELON BUILDING

THE RED ROOSTER

WARD ROOMING HOUSE

PRESERVED + REVIVED 9TH STREET STREETSCAPE

2ND COURT ENLARGEMENT

2ND COURT PEDESTRIAN MALL

10TH STREET

2ND AVENUE

9TH STREET

2ND COURT

3RD AVENUE

2ND AVENUE

PARKLET, TYP.
ARCHITECTURAL DESIGN FRAMEWORK

PORCHES AND BALCONIES: These were an essential element of Overtown and the African American community, creating a social space that mediated between dwellings, businesses and the public realm. These will be a central architectural theme for all new buildings in the district.

ARCADES & PORCHES

BALCONIES
ARCHITECTURAL DESIGN FRAMEWORK

SMALL SCALE: In contrast to much of the new development in downtown Miami and other nearby urban districts, the development in the Overtown Cultural and Entertainment district will be modest in scale, reminiscent of the historical development patterns of the area. Heights will range from three stories in the core area to five and seven in the northern section.

2 STORY DATUM

SMALL SCALE
PUBLIC REALM FRAMEWORK / STORY TELLING

REVIVE OVERTOWN’S EXISTING ART + IDENTITY

CELEBRATE OVERTOWN’S CULTURAL + ENTERTAINMENT LEGACY

ESTABLISH AN “AUTHENTICALLY OVERTOWN” DESIGN IDENTITY

STREETSCAPE CONCEPT SKETCH

“I’M A SOUL MAN” MELODY

SITE-SPECIFIC BENCH EXPRESSION
PUBLIC REALM FRAMEWORK / DESIGN CONCEPT

The design of the public realm will convey the energy and vitality of the Overtown community in its heyday as expressed by its music and visual arts. It will create a framework that the community can inhabit and give expression to its creativity and culture. The musical energy of Overtown will be the theme that animates the streetscape design through the rhythms and variety of the materials and detailing.

1) REPETITION + STRUCTURE THROUGHOUT DISTRICT
2) RHYTHM + VARIETY AT NODES
3) FLEXIBLE + FUNCTIONAL SPACES
PUBLIC REALM FRAMEWORK / PARKLETS

Parklets are located throughout the district and define Overtown’s pedestrian-oriented environment. The parklets provide shade and social seating, creating comfortable gathering and socializing areas. Public art and interpretive elements are featured in these green areas, and dense native planting contribute to stormwater management and heat island reduction.
Historic Overtown Culture & Entertainment District

10TH STREET STAIR TOWER PARKLET
PUBLIC REALM FRAMEWORK / MATERIALITY + IDENTITY

LUSH, GROUPED PLANTING PROVIDES SHADE AND COMFORT

PUBLIC ART INSTALLATIONS

BRANDED OVERTOWN SITE FURNISHINGS

PEDESTRIAN PARKLET

DEVELOPMENT PARCEL

INTERPRETIVE CONTENT INTEGRATED INTO STREETSCAPE

COLOR, TEXTURE, AND VARIETY IN PAVING

COLORFUL SITE FURNISHINGS

HISTORIC OVERTOWN CULTURE & ENTERTAINMENT DISTRICT

LUSH, GROUPED PLANTING PROVIDES SHADE AND COMFORT

PUBLIC ART INSTALLATIONS

BRANDED OVERTOWN SITE FURNISHINGS

PEDESTRIAN PARKLET

DEVELOPMENT PARCEL

INTERPRETIVE CONTENT INTEGRATED INTO STREETSCAPE

COLOR, TEXTURE, AND VARIETY IN PAVING

COLORFUL SITE FURNISHINGS
PUBLIC REALM FRAMEWORK / HARDSCAPE + PLANTING PALETTE

- Royal Palm
- Mahogany
- Alexandra Palm
- Thrinax Palm
- Sabal Palm
- Corkscrew Palm
- Live Oak
- Chinese Fountain Grass
- Purple Fountain Grass
- Pink Muhly Grass
- Freycinetia aquinua
- Pampas Grass
- Philodendron Rojo Congo
- Trachelospermum Jasminoides
- Silver Love Grass
- Philodendron Burle Marxii
- Pink Muhly Grass
- Wart Fern
- Thrinax Palm

Historic Overtown Culture & Entertainment District
DISTRICT RESILIENCE

DISTRICT RESILIENCE: SOCIAL + ENVIRONMENTAL + TECHNOLOGICAL

LOCATION AND TRANSPORTATION:
Excellent access to multiple modes of public transportation, including bus routes and Metro Rail.
Alternative transportation options: Ride share, bikes lanes, bike share
Utilization of existing infrastructure
High degree of walkability
Smart bus stops

SUSTAINABLE SITES:
Green roofs mitigate rainwater runoff and reduce the urban heat island effect
Parklets and bioswales in the public realm mitigate rainwater management
High albedo materials
Permeable materials in lower-traffic and low-lying areas

WATER EFFICIENCY:
Rainwater harvesting
Rainwater reuse in cooling towers
Low flow plumbing fixtures in rest rooms

ENERGY AND ATMOSPHERE:
Chilled beams
LED lighting
Occupancy sensors
Electronically tinted glass
Sun shading and appropriate building orientation

MATERIALS AND RESOURCES:
Sustainably sourced building materials
Renewable products
Regional sourcing
Composting and waste management

INNOVATION AND ADAPTIVE REUSE:
Smart city infrastructure design principles at a district scale
Adaptive reuse of historic structures and cultural resources
Community engagement
Creation of sustainable local jobs and economic growth
Public education through interactive displays
DISTRICT IDENTITY + WAYFINDING

Specific elements will visually enrich and bring authentic identity to the district:

- **SHADE PAVILIONS:** These can create a design vocabulary that will be part of the district identity.
- **BENCHES AND SEATING:** Like the shade pavilions, these can share a common design theme.
- **NEW CORNER ANCHOR BUILDING:** Located at the NW corner of 2nd Ave and 9th Street - while the program is not yet determined this building will be an important anchor for this critical corner.
- **STAIR/ELEVATOR TOWERS:** The stairs and elevators of the parking structures will be designed as visible markers for orientation and safety for the public.
- **INTERPRETIVE CONTENT + PUBLIC ART:** Throughout the district historic imagery, plaques, and curated art will tell the story of Historic Overtown and the new district’s origins.
DISTRICT PARKING

PARKING TOTALS
PHASE 1 CARS 1,175
PHASE 2 CARS 1,012
TOTAL CARS 2,187

PHASE 1 - WEST DECK
LEVELS  SF       CARS
6    216,000  675

PHASE 1 - 9TH STREET DECK (W/10K SF MUSEUM)
LEVELS  SF       CARS
5    160,000  500

PHASE 2 - NORTH DECK
LEVELS  SF       CARS
6    162,000  506

PHASE 2 - 10TH STREET DECK
LEVELS  SF       CARS
6    162,000  506

PARKING TOTALS
PHASE 1 CARS 1,175
PHASE 2 CARS 1,012
TOTAL CARS 2,187
DISTRICT PARKING

Applying a district parking strategy limits large surface lots and encourages a walkable district. The parking decks will have integrated ground-level programming along 9th Street and 3rd Avenue and will feature unique colorful and artistic skins to celebrate Overtown’s identity and culture. The grand stair and elevator towers will serve as pedestrian orientation devices and will serve as artistic beacons in the urban landscape.
PROGRAM + PHASING

STRATEGIES + METRICS
## Development Metrics

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<td><strong>124,000</strong></td>
<td><strong>869,000</strong></td>
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<tr>
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*Parking Ratio Assumptions:*

- Retail: 3/1,000 SF
- Commercial: 3/1,000 SF
- Residential: 1.5/DU + 10%
- Hotel: .75/Key + 10%
POTENTIAL PUBLIC INFRASTRUCTURE PROJECTS

DIAGRAM KEY
- STREETSCAPE IMPROVEMENTS
- REVITALIZED CULTURAL ELEMENTS
- DISTRICT PARKING STRUCTURES

Historic Overtown Culture & Entertainment District
PHASING STRATEGY

DIAGRAM KEY

- PHASE 1
- PHASE 2

[Map showing the PHASE 1 and PHASE 2 areas with streets and locations marked.]