

## 2050 Downtown Miami Master Plan Update

### Background

- In the Miami DDA's code, one of the DDA's powers and duties is to "develop long-range plans designed to halt the deterioration of property values in the central business district, and take such steps as may be necessary to persuade property owners to implement such plans to the fullest extent possible."
- From 2005 to 2007, Zyscovich worked on the "Downtown Miami Master Plan Study."
- This 256-page document was a very comprehensive look at all of the areas within the 2.1 square miles within the DDA district.
- However, the DDA Board at that time did not think the Master Plan study contained enough action-oriented, implementable items.
- So, a new Executive Director and new staff were brought in, and they worked with another firm, EDAW, to streamline the Master Plan Study, and they developed that document into the 2025 Downtown Miami Master Plan, which was approved by the Board of Directors in October 2009.
- The Vision Statement of the 2025 Master Plan was: "Downtown Miami is the business, social, and cultural epicenter of the Americas, which capitalizes on its unique position as a major world city in a tropical waterfront environment."
- This Master Plan outlined a series of projects that support the goal of transforming Downtown Miami into the Epicenter of the Americas. Recommendations were distinctive, feasible, and implementable.
- Specific to the Miami Riverwalk, some of those goals included: Complete the Baywalk & Riverwalk; Improve Inland Connections to Waterfront; Activate the Waterfront by Providing Greater Daytime Dockage Opportunities; and Develop a Waterborne Transportation System Linking Downtown to Major Waterfront Destinations.

### Context

- Based on the success of goals outlined in 2025 Downtown Miami Master Plan, Downtown Miami in 2023 was quickly becoming a world-class city that people, families, and businesses are flocking to in greater numbers by the day.
- But as Downtown Miami rapidly develops, new challenges have emerged that need to be addressed, and a new roadmap with a clear vision needs to be created to guide economic, community, environmental and urban development opportunities.
- To that end, in late 2023, the Miami DDA began developing a Request for Qualifications (RFQ) for a 2050 Downtown Miami Master Plan Update, with a specific focus on the Central Business District (CBD) and the Flagler District within it.
- The overriding goal is to strengthen Downtown Miami's position as the most livable urban center in the world and as an urban core rich with commerce, culture, community, and connectivity.
- Following public outreach meetings, the Miami DDA's Urbanism Committee and the Miami DDA Board of Directors requested the following seven (7) goals to be considered for the Master Plan Update:
  - Promote a positive Business Environment
  - Create a Resilient City
  - Develop Incentives to Promote Equitable Housing
  - Provide Greater Mobility Options
  - Develop an Urban Planning Strategy that Promotes Adaptive Reuse for Buildings and Minimizes Big Box Retail/Store
  - Create a Walkable City with Connected Green Spaces and Recreational Areas
  - Heighten Arts, Culture, Dining & Entertainment Options

- After working City of Miami Procurement for nearly 2 years, on May 16, 2025, the Miami DDA Board passed Reso No. 17/2025, approving the selection of Zyscovich, LLC as the winning proposer for RFQ NO. 23-24-022 Master Planning Services for Downtown Miami Master Plan Update (CBD Focus).

## A.16 | TEAM ORGANIZATIONAL CHART



## Status

- After several months of negotiations, Bernard Zyscovich, Founder and Chief Design Officer of Zyscovich/Stratus, led a kickoff meeting with the Urbanism Committee on 2/6/26.
- The Zyscovich team took survey responses and reviewed the committee's initial goals to help determine what to prioritize.
- The next Master Plan Update Workshop was held on 3/2/26 with Board Members and community stakeholders (see attached presentation).
- Public outreach and stakeholder input throughout the Central Business District (CBD) with continue with businesses, residents, private and public sector throughout 2026.
- Three Stakeholder Feedback Round Tables - TBD
  - Residents
  - Businesses and Property Owners
  - Institutions and Public Agencies
- Weekend Visioning Event (Friday and Saturday) - TBD
  - Potential Themed Events:
    - Vision Round Table 1: Public Realm, Landscape, Resiliency
      - Panel of Experts: Curtis and Rogers Design Studio, Hargreaves Jones, Jacobs Engineering, Town Square Consulting
    - Vision Round Table 2: Urban Design, Development, Transportation, Economics
      - Panel of Experts: Zyscovich, Kimley-Horn, Lambert Advisory
- River Commission Board Presentation - May 4, 2026
- The expected timeline for the 2050 Master Plan Update is 9–12 months, but it may take up to 18 months.