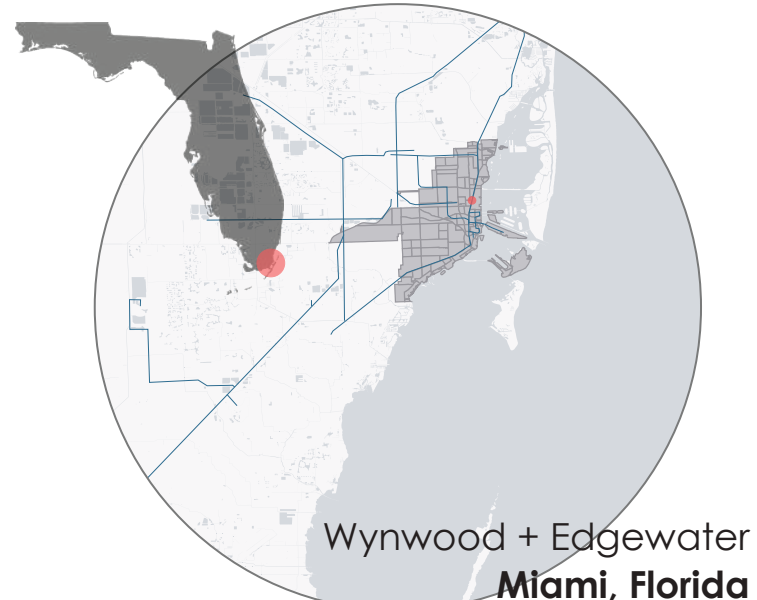




Market Demand

Study Area Site



Wynwood + Edgewater
Miami, Florida

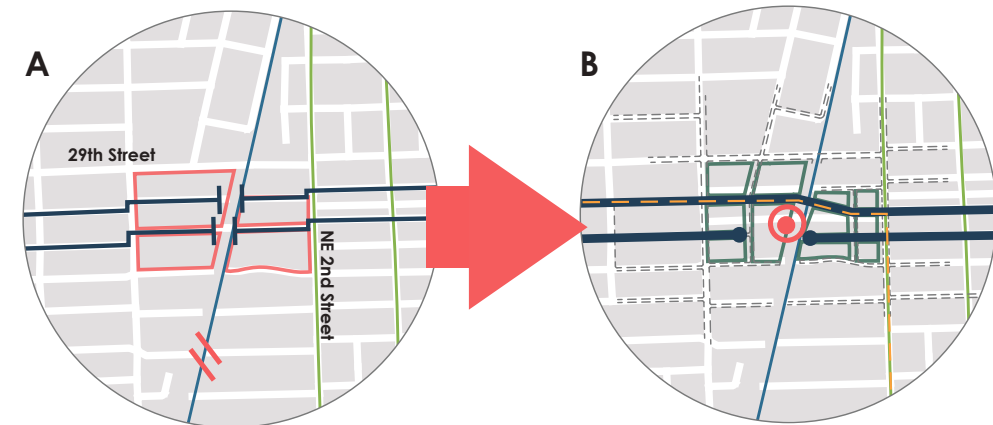
- Market Demand Legend**
- Existing Blocks
 - Freight Rail + Brightline
 - Miami-Dade County Metrolink
 - Street Circulation
 - Disconnected Neighborhoods
 - Public Art Venues
 - Proposed New Block Grid
 - Proposed New Street Grid
 - Proposed Tri-Rail Expansion
 - Proposed Autonomous Bus Line
 - Proposed Train Station
 - Nearby New Development
 - Retail Frontage

Market Outlook

Home Occupancy	77%
Citywide ADR	\$205
Downtown/Midtown ADR	\$239
Hotel	77%
Miami-Dade Vacancy Rate	4.23%
Asking Rent per SF	\$37.97
Increase in Rent since 2015	1.95%
Office	
Increase in Rent since 2015	2.9%
Increase in Sales Asking Price per SF since 2015	7.6%
Increase in "office-using" jobs in Miami-Dade since 2009	3.0%
Vacancy Rate	12%
Multi-Family Residential	
Increase in Asking Rent since 2015	\$350
Increase in Asking Rent since 2015	2.3%
Education	
Growth in Labor Market since 2015	144,000
Growth in Labor Market since 2015	13,108
Students Enrolled in Higher Ed	233,000

Source: Claritas Compendex; 2019 Southeast U.S. Real Estate Market Outlook; CBSE, 2018.

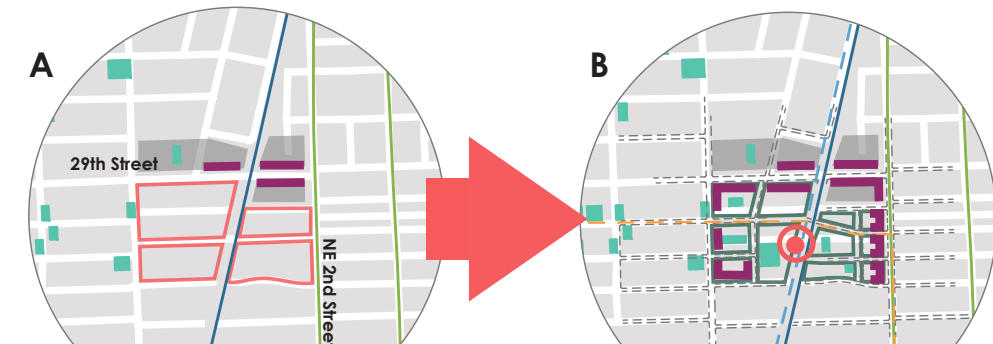
Addressing Market Needs
Bridging the Gap with Transit



Greater connectivity between Wynwood and Edgewater is achieved through **realigning the street grid** and incorporating new walking, biking, and transit infrastructure.

Traffic congestion, unsafe walking and biking infrastructure, and the lack of bus or train access limit the economic opportunities for the district. Reinvesting in mobility networks not only reconnects disparate communities, but **establishes a lucrative opportunity for new industries and jobs** to emerge.

Enlivening Through Density

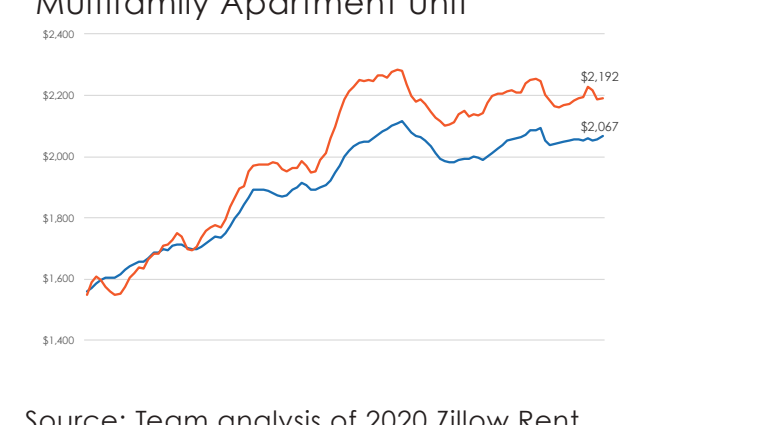


Sparse blocks and fluctuating first-floor retail limited the Study Area's walkability. Incorporating **affordable art spaces** and a variety of commercial spaces enlivens the district.

Wynwood's rising residential and commercial prices have limited the accessibility of its arts district. Rock Ridge's **gallery, studio and rehearsal venue spaces** re-establish a creative community that will further attract residents and visitors.

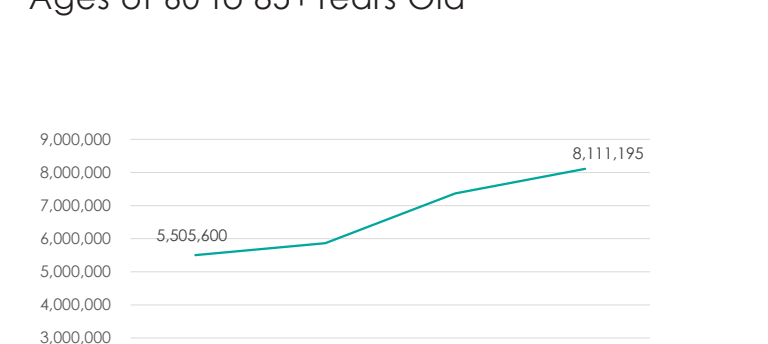
The influx of residents and visitors due to a reinvestment in arts, entertainment, experiential retail and transit, **justifies greater hotel space** that is not found in the immediate vicinity.

Addressing a Booming City
Average Monthly Rent for a Multifamily Apartment Unit



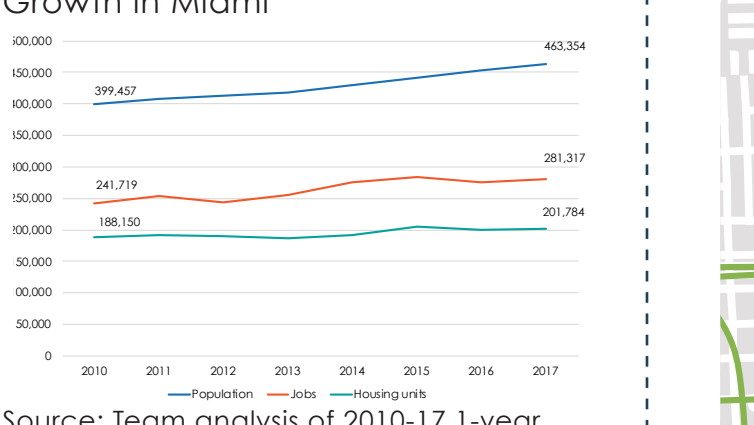
Residential rents in Wynwood and Edgewater have surged. Between 2011-2020, the **average monthly rent** for an apartment in the Wynwood & Edgewater neighborhoods **increased by 50%**, compared w/ 41% for Miami as a whole.

Addressing the Needs of the Most Vulnerable
Projected Growth for Floridians
Ages of 60 to 85+ Years Old



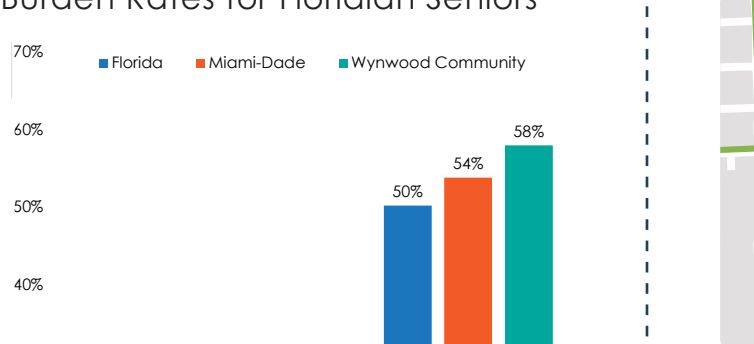
Florida's rapidly growing aging population demands more accessible units to allow residents to **age-in-place**, affordable housing options, and **centralized care facilities**. The Study Area's limited housing opportunities for older adults generates a high market demand for a greater diversity of **living and care facilities at a variety of affordability levels**. Within the proximity of the Study Area, data shows the extreme rental burden seniors face in the district's current inadequate housing options.

Population, Jobs, Housing Growth in Miami



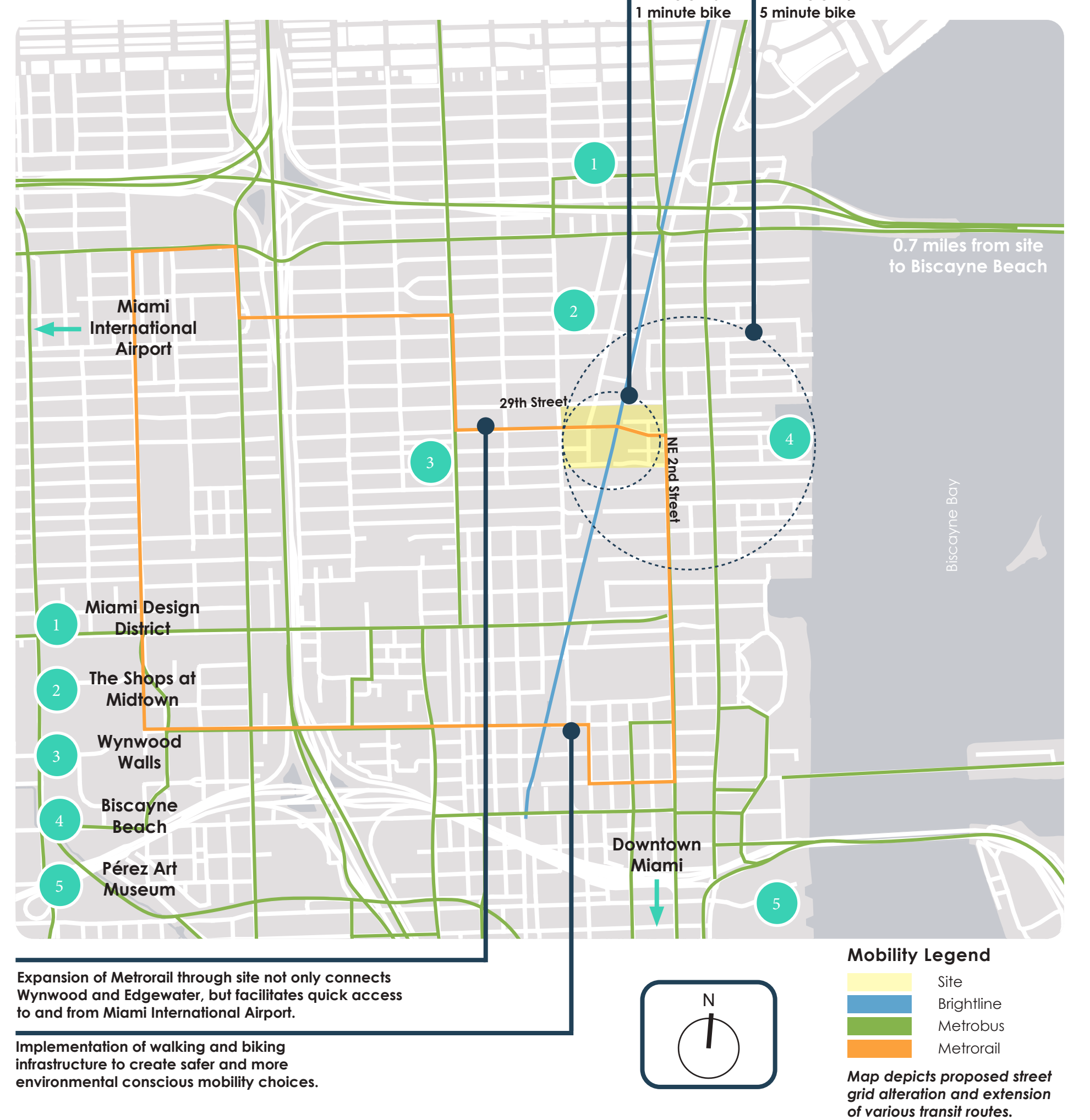
Between 2010 and 2017, Miami experienced a **16.0% increase in population and jobs**. However, housing production lagged behind: the number of **housing units grew by only 7.2%** over the period.

Senior Poverty Rates and Rental Burden Rates for Floridian Seniors



Florida's rapidly growing aging population demands more accessible units to allow residents to **age-in-place**, affordable housing options, and **centralized care facilities**. The Study Area's limited housing opportunities for older adults generates a high market demand for a greater diversity of **living and care facilities at a variety of affordability levels**. Within the proximity of the Study Area, data shows the extreme rental burden seniors face in the district's current inadequate housing options.

Mobility Diagram



Community Engagement

Principles

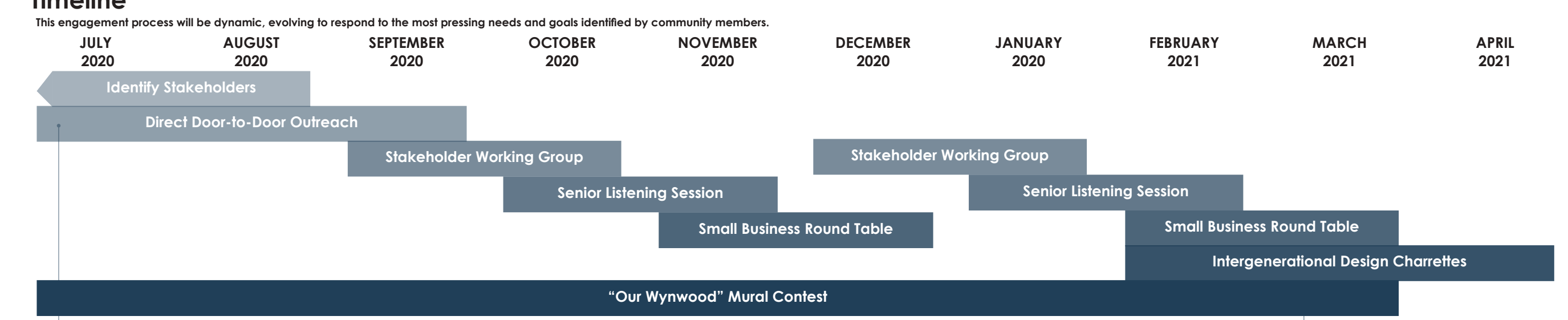
Planning for the Margins

Create engagement strategies that are inclusive and attentive to the needs of marginalized populations.

Incorporate non-traditional community engagement methods to ensure all community members can have their voices heard.

Planning to mitigate stressors of new development and incorporate efforts that build a resilient community.

Timeline



This outreach will serve two purposes:

1. **Raise awareness** and invite community members to visioning sessions that provide information about the Rock Ridge proposal. These sessions include listening, charrette, mapping, and visioning sessions that will welcome feedback.
2. **Provide anti-displacement and community empowerment support.** In partnership with the Community Justice Project, we will aim to provide information to tenants to inform them of their rights as tenants, eviction services, and affordable homeownership programs. In partnership with Neighborhood Housing Services of South Florida, we will aim to offer information on the Miami-Dade Home Renovation programs, homeownership classes, tax foreclosure prevention, and relief programs for households behind on their mortgage payments.

Partnerships

ARTS + EDUCATION: 826 National, npower, GN, Elder Affairs, Miami Jewish Health, UHealth, Urban GreenWorks, Urban Oasis Project, TasteBuds Kitchen, Cic miami.

SENIOR HEALTH CARE: UHealth, Urban GreenWorks, Urban Oasis Project, TasteBuds Kitchen, Cic miami.

FOOD ACCESS + EDUCATION: Urban GreenWorks, Urban Oasis Project, TasteBuds Kitchen, Cic miami.

INNOVATION + SMALL BUSINESS SUPPORT: HACCOF, SBA, ALPFA, SFUCC.

Programming Schedule

Activity	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Children + Teen After Development Courses*												
Attention Dance Club												
Salsa Dancing												
Genie Wynwood												
Cooking Series: Meal Prepping on a Fixed Income												
Rock Ridge Golden Club												
Game Night: Bingo, Dominoes, Chess												
Convey + Vito: Talking Club												
Job Fair												
Street Art Festival												
Art Walk												
Writer Farmers Market												
Summer Farmers Market												
Intergenerational Cooking Series: The Food of Our Ancestors												
Small Business Saturday Fair												

Section A

Legend

- Affordable Residential
- Hotel
- Affordable Art Space
- Market Rate Residential
- Community Facility
- Structured Parking
- Retail
- Office

