



NEIGHBORHOODS AND INFRASTRUCTURE

GENERAL OBLIGATION BOND

PROJECT: WASHINGTON AVENUE CORRIDOR

COST: \$10 MILLION

Department: Tourism, Culture, and Economic Development

Washington Avenue is a critical commercial corridor in South Beach; recently, a Business Improvement District was formed for Washington Avenue, with the goal to better improve the district through infrastructure and programming initiatives that will help revitalize and increase the economic vitality and vibrancy along the corridor. The City is working collectively with the Washington Avenue BID to find creative interventions that allow for residents and tourists to gather and activate the corridor throughout the day and evening hours.

The City will be issuing an RFQ to retain an urban design firm to create a comprehensive vision and identity for Washington Avenue that promotes pedestrian activity and supports the principles of creative place making, with a focus on resident, business and tourist uses and spaces that stimulate public/private partnerships that contribute to the maintenance, development and promotion of and in the corridor. This RFQ was issued in August 2018.

This funding allocation would be used to invest in capital improvements, lighting and landscaping along Washington Avenue to increase vibrancy and business retention through construction of pedestrian and streetscape enhancement, community programming and marketing the area.