PORTSIDE

Promoting Growth Through Urban Tourism

What is Urban Tourism?

...Urban Tourism simply put is the travel to urban areas. As an industry it has really taken off recently and is viewed as a major contributor to a cities overall success. It is still relatively new as a study and used mainly by planners and architects, this thesis looks to show how landscape architecture can help play a role as well...

... and ...

What is an Urban Tourist Precinct?

...a distinctive geographic area within a larger urban area, characterized by a concentration of tourist-related land uses, activities, and visitation; with fairly definable boundaries...

Hayllar, Griffin & Edwards

Why Miami?

Miami already has a strong tourist industry with over 12 million visitors a year that can be tapped into. It offers activities for anyone whether you're traveling as a family or on spring break.

Problem Statement

...how do you design an urban tourist precinct, in terms of accommodations, activities, and transportation/wayfinding, without neglecting residents of Miami...

... and ...

Design Vision

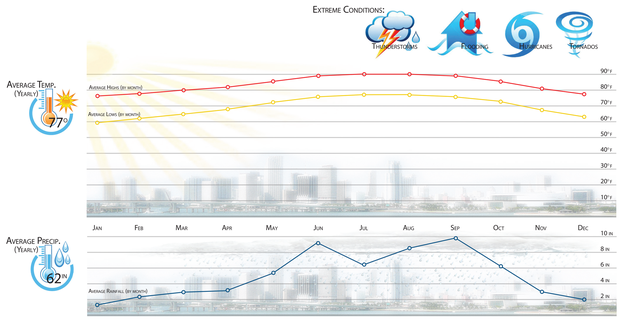
...Portside will be a regional destination that caters to tourists first by providing safe and attractive mixed-use development, enjoyable outdoor spaces, and numerous transportation options with appropriate wayfinding...

Site Location

Research & Analysis

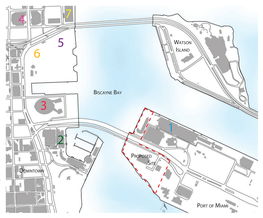
Climate

Very minor swings in temperature throughout the year allows for more freedom in the design. Also a main factor in why Miami is such a major tourist destination

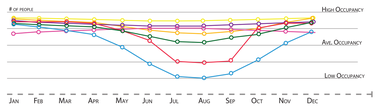


Attractions

Within a one mile radius lie seven attractions that play a key role in shaping Miami's cultural scene and cater to tourists and residents alike. The graphs and numbers show that there is a huge audience to tap in to with this site, and also means that the design doesn't need to be filled with a lot of development and can focus more on landscape architecture instead of architecture. Designing a large, open space that can accommodate large crowds of people for various reasons will be the ideal solution to this site.

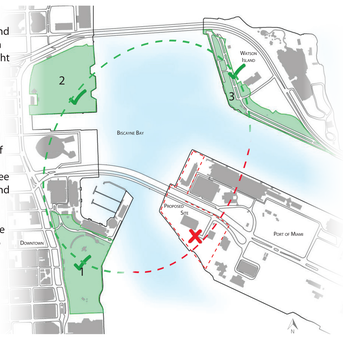


4,000,000 + 15,000,000 + 1,100,000 + 500,000 + 220,000 + 350,000 + 750,000 = **21,920,000+** people a year within a mile of my site



Parks

Bayfront Park, Museum Park, and Watson Park combine to start a strong park system. Site sits right inside the imaginary chain but its current state breaks the system, but a newly designed green space would be ideal for this area because it would complete this park system and give Miami a signature series of parks much like Boston's Emerald necklace. While all three parks cater to both residents and tourists they clearly are used primarily by residents with tourists having a secondary role in the park, but with the site so close to the cruise industry it should be opposite that and cater to tourists first and residents second.



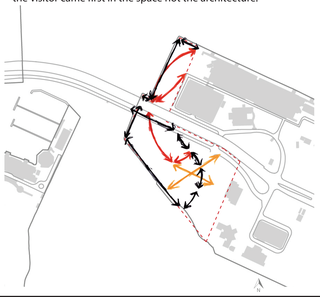
Design Process

Design Goal

PortMiami is dominated by concrete with very little green space due to the cruise and cargo industries; therefore the goal was to design the majority of the site as green space to reclaim part of the port.
Also due to the climate being nice year round there can be more outdoor green spaces instead of buildings.

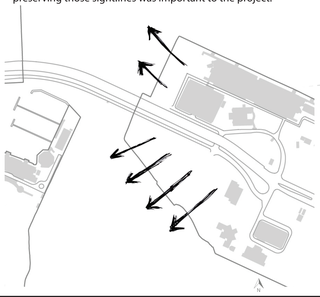
Pedestrian Circulation

The pedestrian paths and sightlines were the first aspects of the project to be designed because I wanted the project to feel like the visitor came first in the space not the architecture.



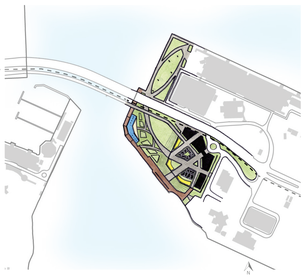
Sightlines

With its location the site is in perfect position to take advantage of views into downtown Miami and the skyline. Therefore preserving those sightlines was important to the project.



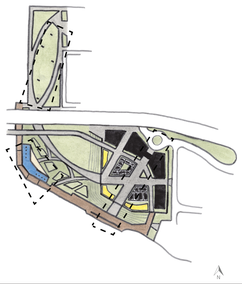
Conceptual Design

With the paths and sightlines in place I started to fit the rest of the program elements into a conceptual plan.



Three Areas of Focus

Moving forward I divided the site into three areas to focus on the rest of the way.



Master Plan

Program Elements

Area 1: RCI Park
1. Jungle Walk
2. Cruise Tribute

Area 2: Port Park
3. Baywalk
4. Sightlines to Downtown Miami
5. Focal Point/Site Identification
6. Beach Area
7. Kids Play Area
8. Open Lawn/Event Space

Area 3: Port Plaza
9. MetroRail Stop
10. Mixed-Use Development (Hotels, Condos, Retail, Business)
11. Open Market Space
12. Promenade
13. Concert Stage
14. Fountains
15. Marina

Transportation
16. MetroRail Line
17. Bike/Pedestrian Path
18. Water Taxi Service

North-East Aerial View of Site

Portside

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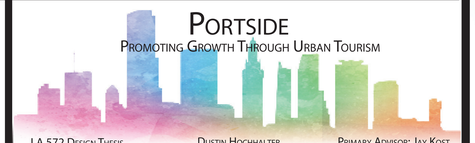


LA 572 Design Thesis
Dustin Hochhalter
Primary Advisor: Jay Kost

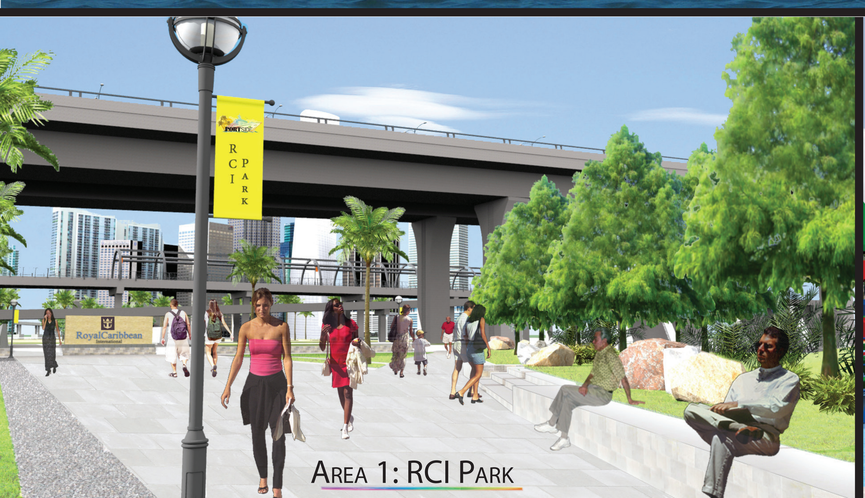
Software Used: AutoCAD, ArcGIS, Sketchup, Shaderlight, Photoshop, Indesign

Wayfinding/Signage Details

Since the majority of visitors to my site will be tourists wayfinding becomes an essential aspect of this project. It's important that visitors feel comfortable arriving, moving through, and leaving the site or they won't want to come back. I chose to address that with technology because it becomes an easy, fun, and unique way for visitors to interact with the site. Instead of people having to carry around big maps they can access all the information they need on their phone whenever they need it.

Perspective of the entrance into the site (RCI Park) showing the signage and the technology used throughout the design. By scanning the code as shown visitors can pull up maps and information that will help them easily move throughout the site and surrounding Miami.

Detail drawing showing the different lighting fixtures that will be placed throughout the site. Each area is coordinated with a specific color so that visitors can easily identify where they are as they move through the site.



Area 1: RCI Park

Area 2: Port Park

Area 3: Port Plaza