...Urban tourism simply put is the travel to urban areas. As an industry, it has recently taken off and is viewed as a major contributor to a city’s 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...
What is an urban tourism 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
**Miami**

- Miami already has a strong tourist industry in place with over 12 million visitors a year.
- Ranks 20th on the 2012 US News Travel List.
- Activities for everybody from families to spring breakers.
- Great weather, beaches, architecture, nightlife, nature, etc.

If you're looking for consistently gorgeous weather and parties set against beautiful backdrops, look no further than Miami Beach. This Floridian city bursts with colors, crazy nightlife, an amazing coastline, and intriguing art deco architecture.

**Other destinations**
- Barcelona
- Paris
- Maui
- New York City
- San Francisco
- Puerto Rico
- Vancouver
- US Virgin Islands
- Edinburgh
- Zurich
- Montreal
- Crete
- Prague
- Sydney
- Washington D.C.
- Rio de Janeiro
- Budapest
- San Diego
- Bahamas
- Beijing
- Las Vegas
- Los Angeles
- Tel Aviv
Located on the Port of Miami, within Biscayne Bay, and adjacent to downtown Miami.

- Sits next to the cruise ports and 4,000,000+ people a year.
- High visibility for a lot of pedestrian traffic, close to downtown attractions.
- Miami, and a rare waterfront location.

Site location东南佛罗里达迈阿密港

Port Blvd
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...
### Climate

<table>
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<th>Month</th>
<th>Average Highs (°F)</th>
<th>Average Lows (°F)</th>
<th>Average Rainfall (in)</th>
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Average temperatures (yearly)

- **Average Highs:**
- **Average Lows:**
- **Average Rainfall:**

**Extreme conditions:**
- Thunderstorms
- Flooding
- Hurricanes
- Tornados

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**Average Annual Precipitation (in):**

- Jan: 50 in
- Feb: 60 in
- Mar: 70 in
- Apr: 80 in
- May: 90 in
- Jun: 100 in
- Jul: 110 in
- Aug: 120 in
- Sep: 130 in
- Oct: 140 in
- Nov: 150 in
- Dec: 160 in
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. Graphs and numbers show that there is a huge audience to tap in to with this site. Due to the large amounts of people designing a large, open space that can accommodate large crowds of people for various reasons will be the ideal solution to this site.

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<th>Month</th>
<th>High Occupancy</th>
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Proposed site
- Port of Miami
- Biscayne Bay
- Watson Island
- Downtown

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.

With all the attractions around the site, it doesn't need to be filled in with a lot of development and can focus more on landscape architecture instead of architecture.

Influence on design:
- Attractions
  - American Airlines Arena
  - Port Miami
  - Bayside Marketplace
  - Adrienne Arsht Center
  - Perez Art Museum Miami
  - Patricia and Phillip Frost Museum of Science
  - Genting's Resort World Miami

- Potential of 4,000,000+ people a year
- Potential of 15,000,000+ people a year
- Projected potential of 220,000+ people a year
- Projected potential of 350,000+ people a year
- Potential of 500,000+ people a year
- Projected potential of 750,000+ people a year
Bayfront Park, Museum Park, and Watson Park combine to start a strong Park system. Site of Bayfront Park, the Museum Park, and Watson Park has grown, but its current state breaks the system. A newly designed green space would be ideal for this area because it would complete the Park system and give Miami a signature series of Parks much like cities such as Boston’s Emerald necklace.

Proposed Site
Port of Miami
Watson Island
Downtown

- All three Parks have a baywalk and from a design standpoint the site should include one.
- All three Parks offer a variety of amenities.
- The site needs to provide multiple areas for recreation and entertainment with tourists being a secondary role of the Park.
- Port proximity to create user flow should be opposite that and cater to tourists first and residents second.
Only three viable options for access to site:
- Vehicle, taxi, or bus
- Port Blvd is the only way across the bay at the moment (smaller bridge and rail line closed)
- Proposed reopening the rail line and small bridge (as a pedestrian/bicycle), create water taxi service in the bay, and leave existing bridge for vehicle, taxi, and bus

- Addition of Port of Miami tunnel also connects Watson Island with the Port

Therefore the site would go from only three viable yet undesirable transportation options to seven:
- Vehicle + Taxi + Bus + Bicycle + Metro Rail + Walking Path + Water Taxi

Plan view for new Port of Miami tunnel

Influence on Design:
- Transportation and circulation now have multiple yet sustainable transportation options to choose

Vehicle • Taxi • Bus • Bicycle • Metro Rail
+ Watson Path + Water Taxi
Design Process
- An objective of this thesis was to show how Landscape Architecture can play a role in Urban Tourism so I wanted to use as few structures as possible.

- PortMiami is dominated by concrete with very little green space due to its cruise and cargo industries; therefore the design pushed for the majority of the site to be green space to reclaim part of the Port. Also, due to the climate being mild year-round, there can be more outdoor green spaces instead of buildings.
**Main Path**
- Several options exist for an entrance or exit at the site.
- A new lower level Street crosses the main Pedestrian Path.

**Secondary Path**
- Several options exist for the main path of the site.
- One asymmetrical path is next to the main Pedestrian Path.

**Promenade**
- The longest stretch, covers the entire perimeter of the site.
- The path loops back into the overhead Ped/bike Path.

**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.
- The main sightlines point towards downtown Miami and the American Airlines Arena, the two best views from the site.
With its location the site is in perfect position to rear advantage of some key connections Miami and the airport. Therefore these issues was very important to the project.
With the paths and sculptures in place I started to fit the rest of the program elements into a conceptual plan.
Moving forward, the project was divided into three different areas to be developed.
Art Deco Design
- Material choice: stucco, metal & stone (smooth)
- Vivid colors
- Forms simplified and streamlined
- Vertical emphasis

Art Modern Design
- Material choice: stucco, metal & glass (smooth)
- Vivid colors
- Forms simplified and often curved
- Horizontal emphasis

Examples:
- Casa Morada Project, Florida Keys
- Pavilion Beach Club Project, West Indies
- Golden Rock Inn Project, West Indies
- 1111 Lincoln Rd Project, Miami
Design Solution
Program Elements

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

Area 2: Port Park
3. Bicentennial Park
4. Sightlines to Downtown Miami
5. Boat Tours
6. Beach Area
7. Eco-Park Area
8. Oleta River State Park

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

Biscayne Bay to Port of Miami
Port Blvd
Focus Area #1

Program Elements

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

Area 2: Biscayne Bay
Port Blvd
Perspective looking at the cruise ship with the jungle walk to the right and the Miami skyline in the background.
stamped concrete retaining wall brick smooth metal (black) wood rough metal (blue) concrete
Focus Area #2

Program Elements

1. Orientation
2. Port Blvd
3. Baywalk
4. Sightlines to downtown Miami
5. Focal Point/site identification
6. Beach area
7. Kids Play area
8. Open lawn/event space
Perspective looking at the kids Play area, beach feature, and Port tower with the Miami skyline in the background.
Baywalk Detail

- Smooth metal (black)
- Concrete
- Stamped concrete
- Crushed rock
- Grass stucco (tan)
- Wood
Port Tower Detail

- Heavy-duty mesh
- Smooth metal (white)
- Smooth metal (black)
- Concrete
- Stamped concrete

62' 10"
Focus Area #3

Program Elements

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

Biscayne Bay
Port Blvd
PersPective looking down the main Promenade in Port Plaza with Miami skyline in the background.
- Buildings raised above the rest of the site to ensure views outward are not blocked.
- Also allows for parking underneath the buildings for residents and visitors checking into the hotel.
Temporary Option: Vendors can set up anywhere within the site. Can be interchanged whenever needed - food (shown), jewelry, glasses, etc.

Semi-Permanent Option: Vendors get a permanent overhead structure and can change the floor layout however they please. Lease setup; less interchange throughout the year - food (shown), clothing (shown), souvenirs, etc.

Permanent Option: Permanent buildings layout inside can be changed to accommodate vendor needs. Long term leases; very little interchange - food (shown), clothing (shown), drinks (shown), etc.
- Aerial view of all seven modes of transportation and how they can work together to create a more dynamic connection from my site and downtown Miami.
Since majority of visitors to site will be tourists, wayfinding becomes an essential aspect of this project. Visitors need to feel comfortable arriving, moving through, and leaving the site. Augmented Reality technology can be a useful tool, and a great way for visitors to interact with the site. Replace big maps with smartphones, tablets, etc. so they can access all the information they need whenever they need it.

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

- Reclaimed part of the Port and turned it into green space
- Completed the chain in the four Park system
- Captures "Miami feel" with use of art deco and modern landscape styles
- Protects sightlines and offers activities that tourists will enjoy
- Provides mixed-use development that fits within the design
- Numerous outdoor spaces and attractions
- Four new modes of transportation to and around site
- Provided new, unique, and fun wayfinding and signage throughout the site to help tourists navigate their way around

Watson Island
Port of Miami
South Beach
Museum Park
Downtown Miami
Bayfront Park
Questions?