



PROMOTING GROWTH THROUGH URBAN TOURISM

...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 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...

RURAL, SEASIDE RESORTS



LARGE, URBAN CITIES



... 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 IN PLACE WITH OVER 12 MILLION VISITORS A YEAR
- RANKS 20TH ON THE 2012 U.S. NEWS TRAVEL LIST
- ACTIVITIES FOR EVERYBODY FROM FAMILIES TO SPRING BREAKERS
- GREAT WEATHER, BEACHES, ARCHITECTURE, NIGHTLIFE, NATURE, ETC



U.S. News 2012 TRAVEL LIST OF BEST PLACES TO VISIT

	LONDON
	BARCELONA
	PARIS
	MAUI
	NEW YORK CITY
	SAN FRANCISCO
	PUERTO RICO
	VANCOUVER
	U.S. VIRGIN ISLANDS
	EDINBURGH
	ZURICH
	MONTREAL
	CRETE
	PRAGUE
	SYDNEY
	WASHINGTON D.C.
	RIO DE JANEIRO
	BUDAPEST
	SAN DIEGO
	<b>MIAMI</b>
	Why Go: 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.
	BAHAMAS
	BEIJING
	LAS VEGAS
	LOS ANGELES
	TEL AVIV

**SITE LOCATION**

- 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
- HAS POTENTIAL FOR A LOT OF PEDESTRIAN TRAFFIC, GREAT VIEWS TOWARDS DOWNTOWN MIAMI, AND A RARE WATERFRONT LOCATION



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...





RESEARCH & ANALYSIS

CLIMATE

EXTREME CONDITIONS:



THUNDERSTORMS



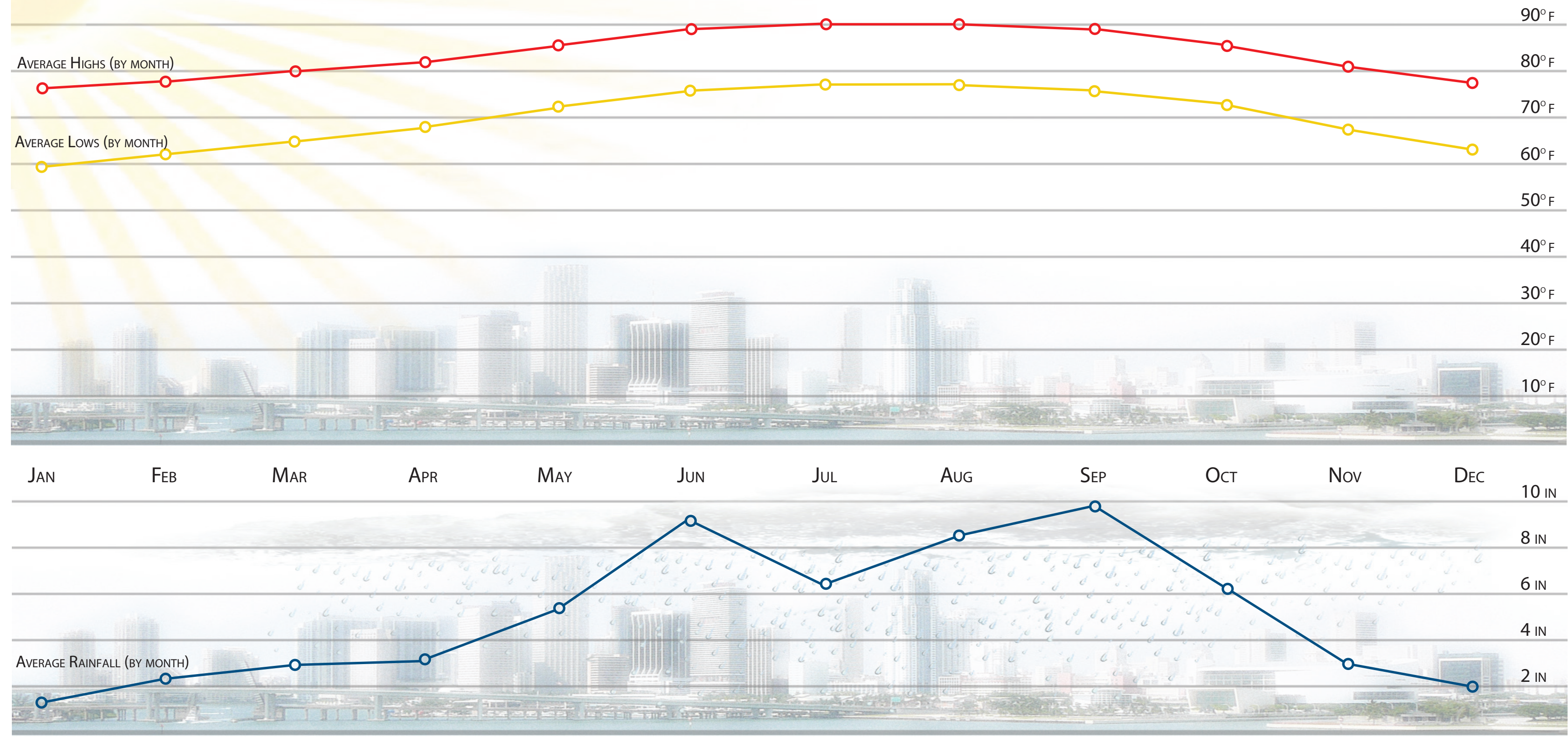
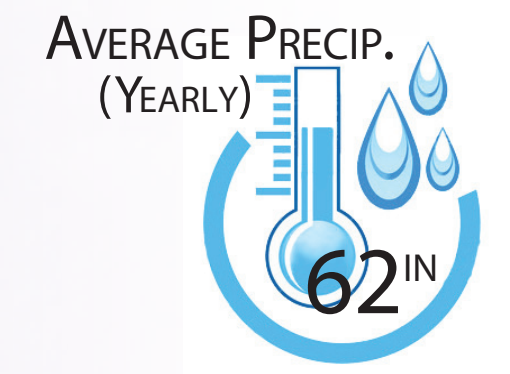
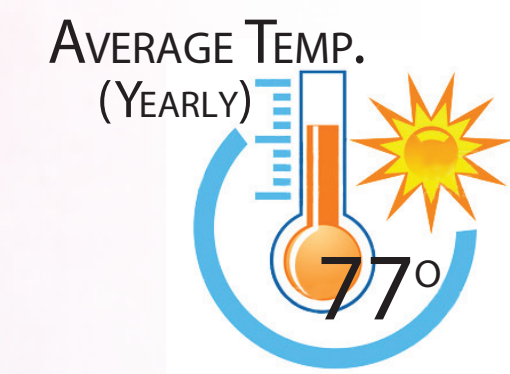
FLOODING



HURRICANES



TORNADOS







**1 PORT MIAMI:**

- POTENTIAL OF 4,000,000+ PEOPLE A YEAR



**2 BAYSIDE MARKETPLACE:**

- POTENTIAL OF 15,000,000+ PEOPLE A YEAR



**3 AMERICAN AIRLINES ARENA:**

- POTENTIAL OF 816,500 TO 1,100,000+ PEOPLE A YEAR



**4 ADRIENNE ARSHT CENTER:**

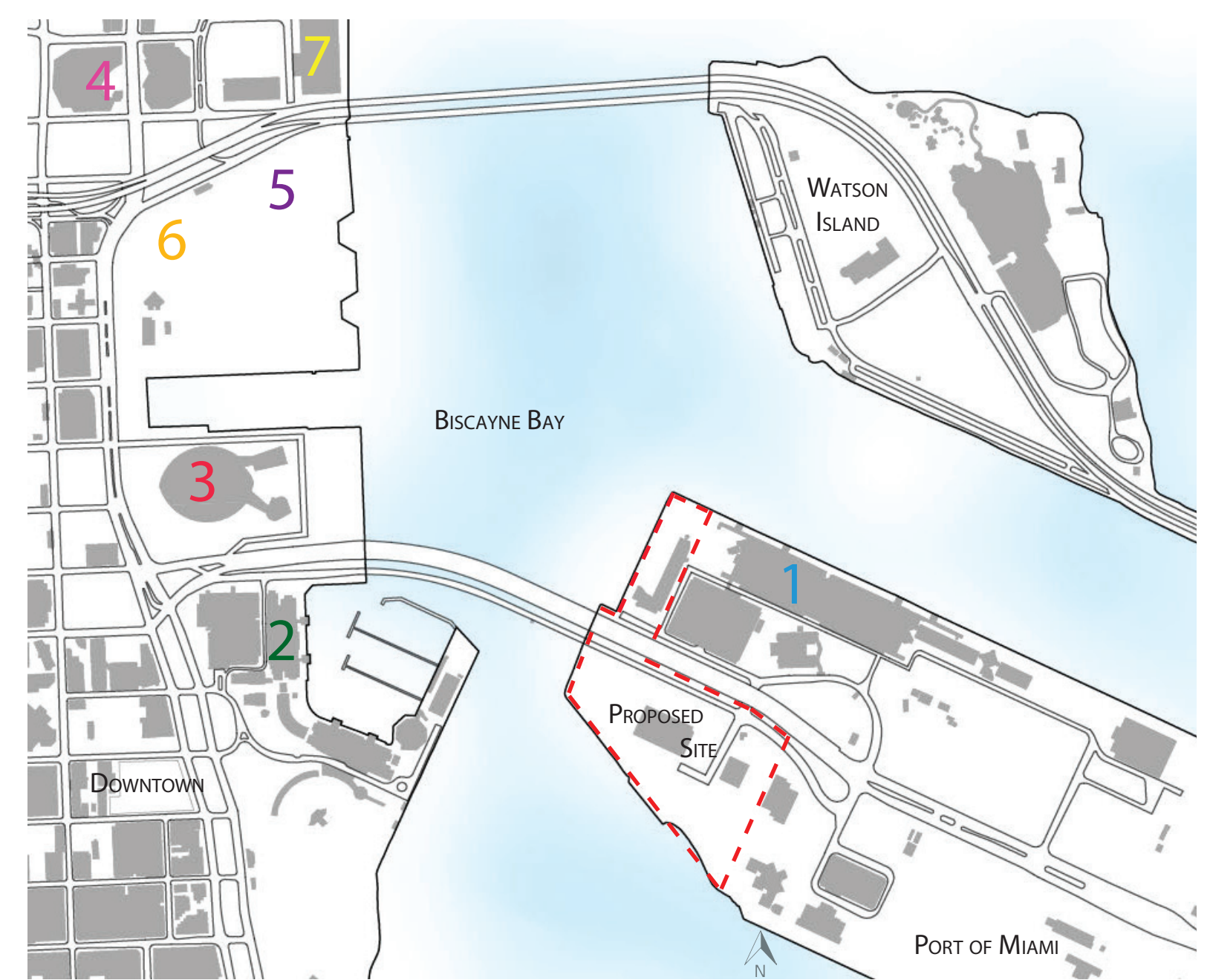
- POTENTIAL OF 500,000+ PEOPLE A YEAR

**ATTRACTIONS**

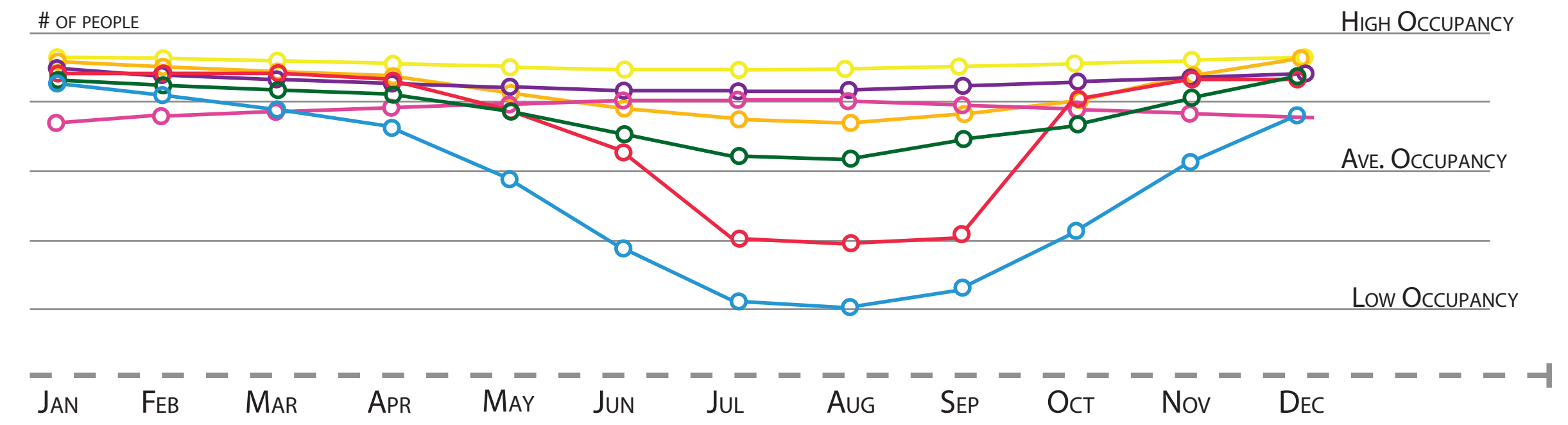
- WITHIN A ONE MILE RADIUS LIE SEVEN ATTRACTIONS THAT PLAY A KEY ROLE IN SHAPING MIAMI'S CULTURAL SCENE AND CATER TO TOURISTS AND RESIDENTS ALIKE
- GRAPHS AND NUMBERS SHOW THAT THERE IS A HUGE AUDIENCE TO TAP IN TO WITH THIS SITE
- DUE TO THE LARGE AMOUNTS OF PEOPLE DESIGNING A LARGE, OPEN SPACE THAT CAN ACCOMMODATE LARGE CROWDS OF PEOPLE FOR VARIOUS REASONS WILL BE THE IDEAL SOLUTION TO THIS SITE

**INFLUENCE ON DESIGN:**

- 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



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



**5 PEREZ ART MUSEUM MIAMI:**

- PROJECTED POTENTIAL OF 220,000+ PEOPLE A YEAR



**6 PATRICIA AND PHILLIP FROST MUSEUM OF SCIENCE:**

- PROJECTED POTENTIAL OF 350,000+ PEOPLE A YEAR



**7 GENTING'S RESORT WORLD MIAMI:**

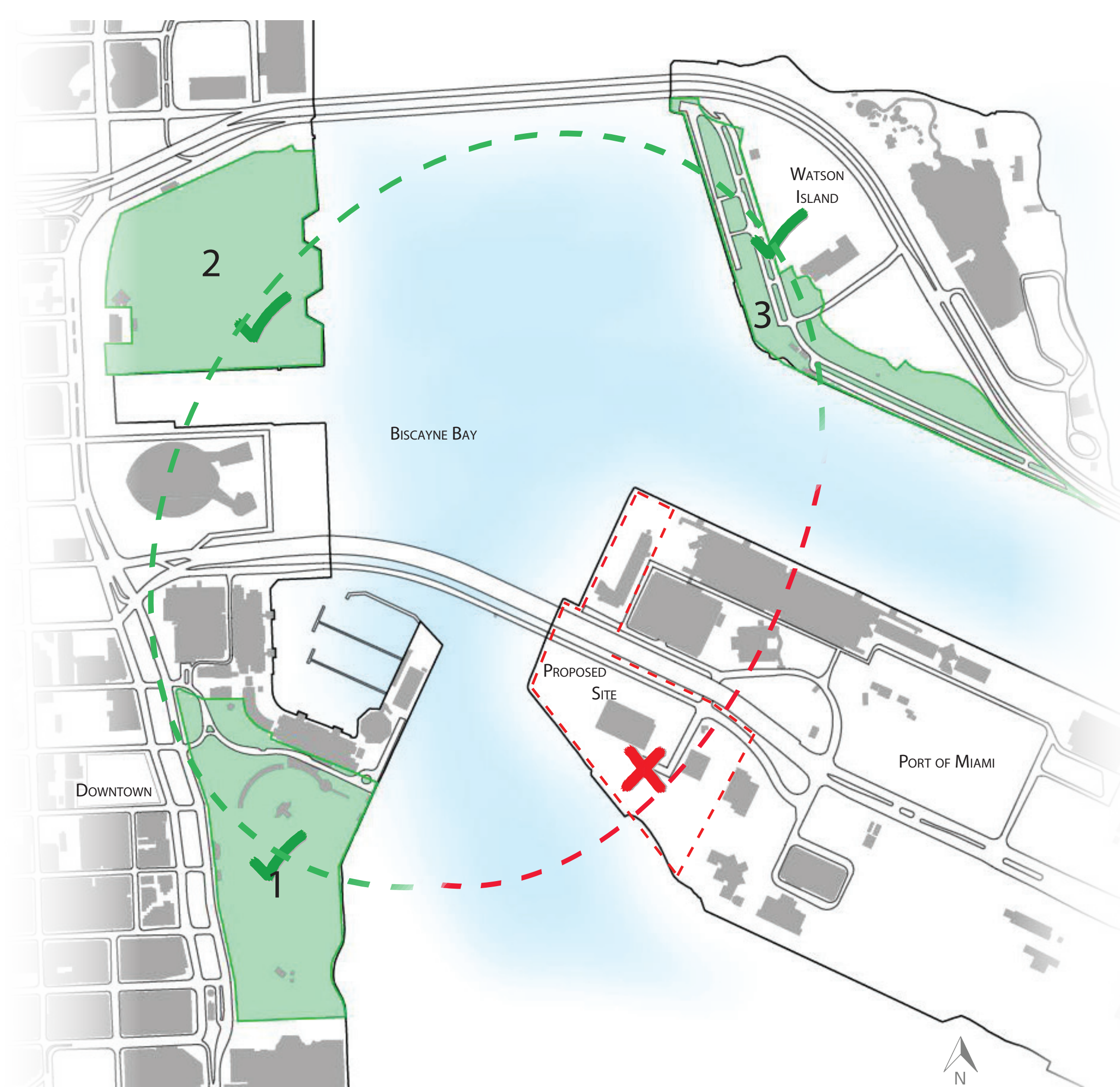
- PROJECTED POTENTIAL OF 750,000+ PEOPLE A YEAR

## PARK SYSTEM

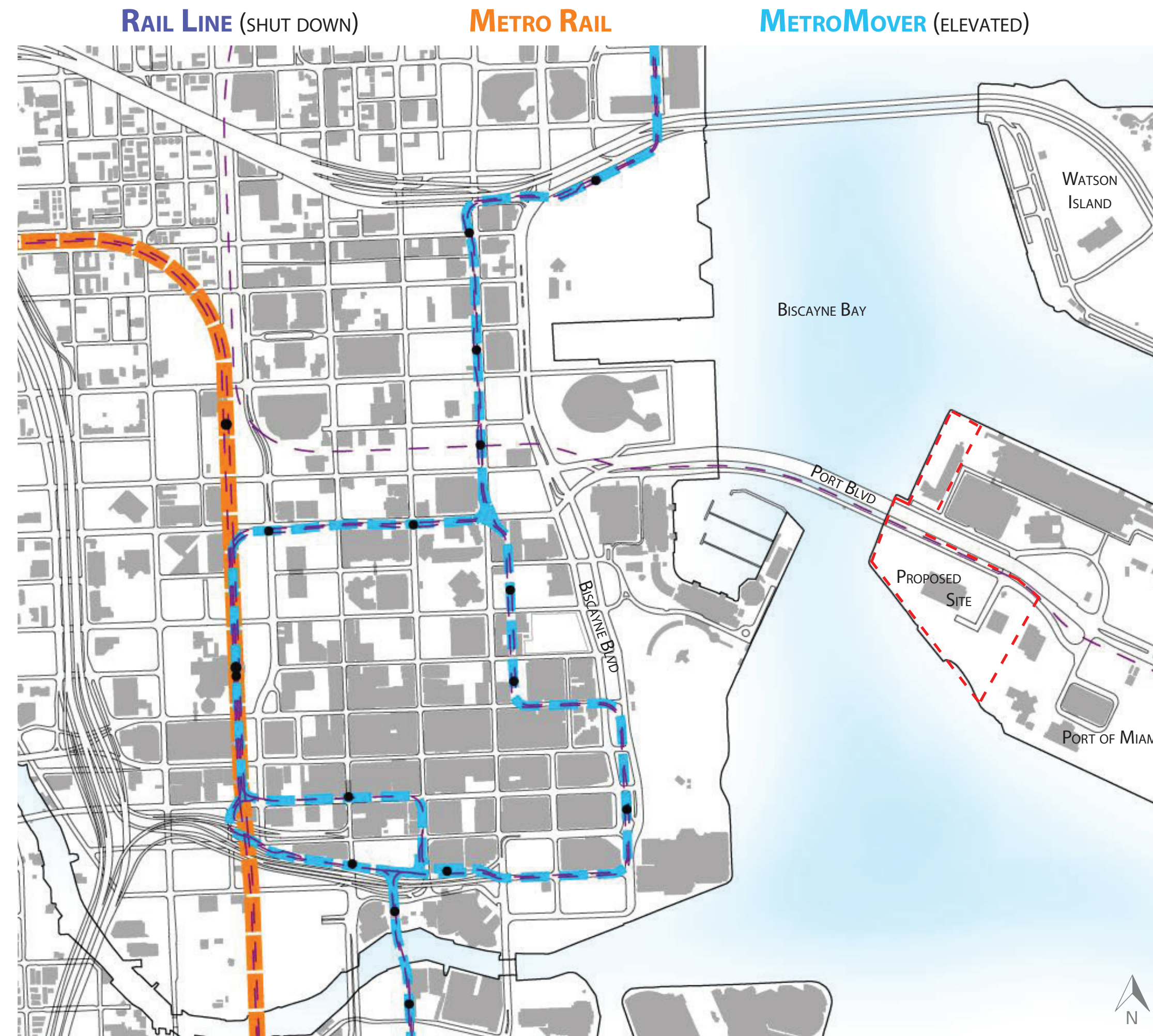
- BAYFRONT PARK, MUSEUM PARK, AND WATSON PARK COMBINE TO START A STRONG PARK SYSTEM
- SITE SITS RIGHT INSIDE THE IMAGINARY CHAIN BUT ITS CURRENT STATE BREAKS THE SYSTEM
- A NEWLY DESIGNED GREEN SPACE WOULD BE IDEAL FOR THIS AREA BECAUSE IT WOULD COMPLETE THIS PARK SYSTEM AND GIVE MIAMI A SIGNATURE SERIES OF PARKS MUCH LIKE CITIES SUCH AS BOSTON'S EMERALD NECKLACE

## INFLUENCE ON DESIGN:

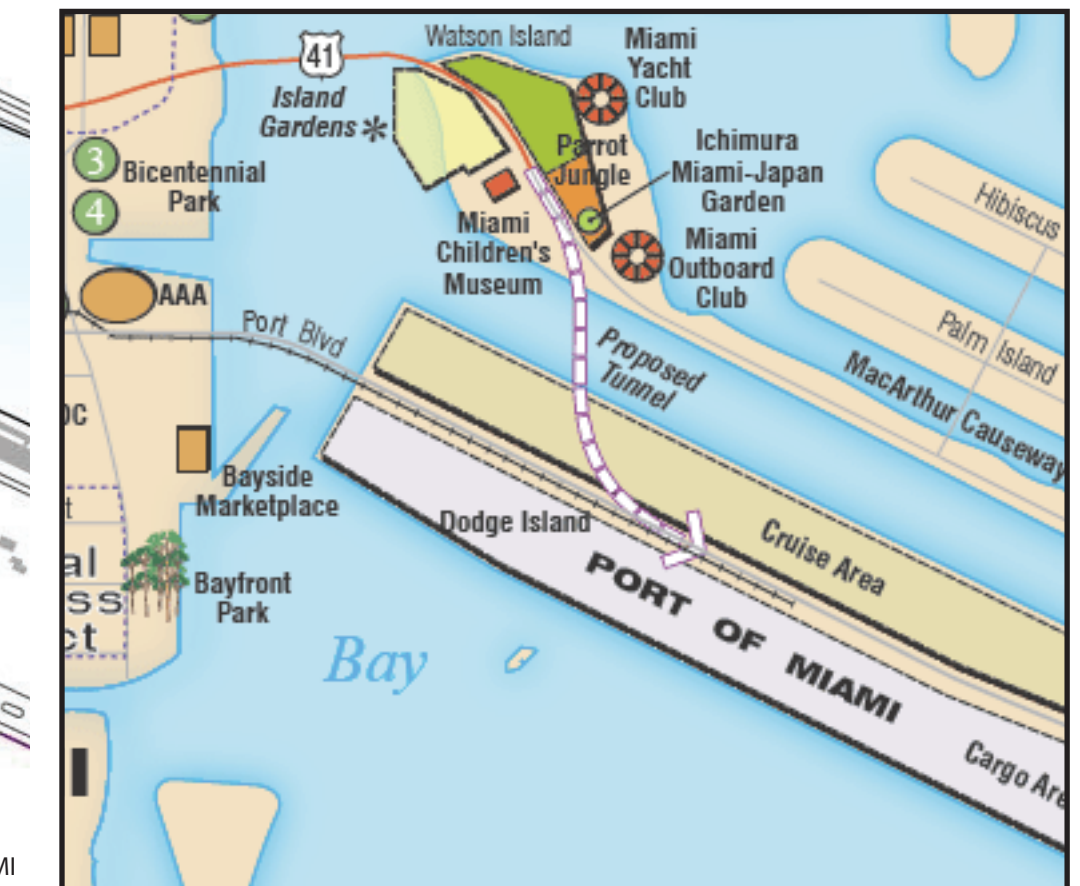
- ALL THREE PARKS HAVE A BAYWALK AND FROM A DESIGN STANDPOINT THE SITE SHOULD INCLUDE ONE AS WELL TO CREATE A SENSE OF UNIFORMITY
- WHILE ALL THREE PARKS CATER TO BOTH RESIDENTS AND TOURISTS THEY CLEARLY ARE USED PRIMARILY BY RESIDENTS WITH TOURISTS HAVING A SECONDARY ROLE IN THE PARK
- SITE (WITH PROXIMITY) TO CRUISE INDUSTRY SHOULD BE OPPOSITE THAT AND CATER TO TOURISTS FIRST AND RESIDENTS SECOND



TRANSPORTATION/CIRCULATION



- 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 REOPEN THE RAIL LINE AND SMALL BRIDGE (AS A  
PEDESTRIAN/BATH), 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



- PLAN VIEW FOR NEW PORT OF MIAMI TUNNEL

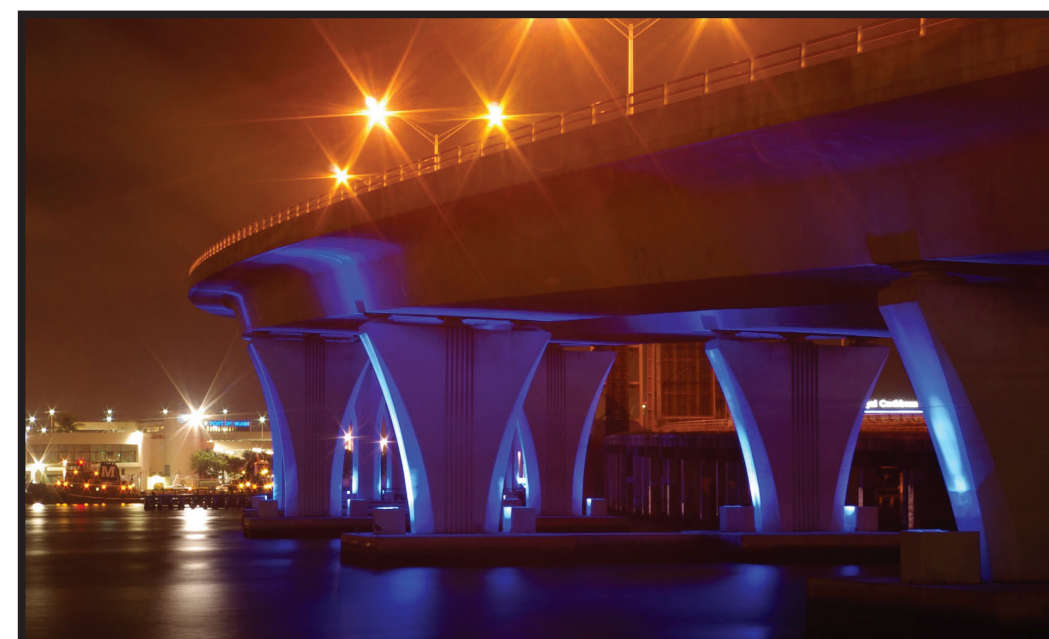
- INFLUENCE ON DESIGN:**
- THEREFORE THE SITE WOULD GO FROM ONLY THREE VIABLE  
YET UNDESIRABLE TRANSPORTATION OPTIONS TO SEVEN

**VEHICLE + TAXI + BUS + BICYCLE + METRO RAIL  
+ WALKING PATH + WATER TAXI**

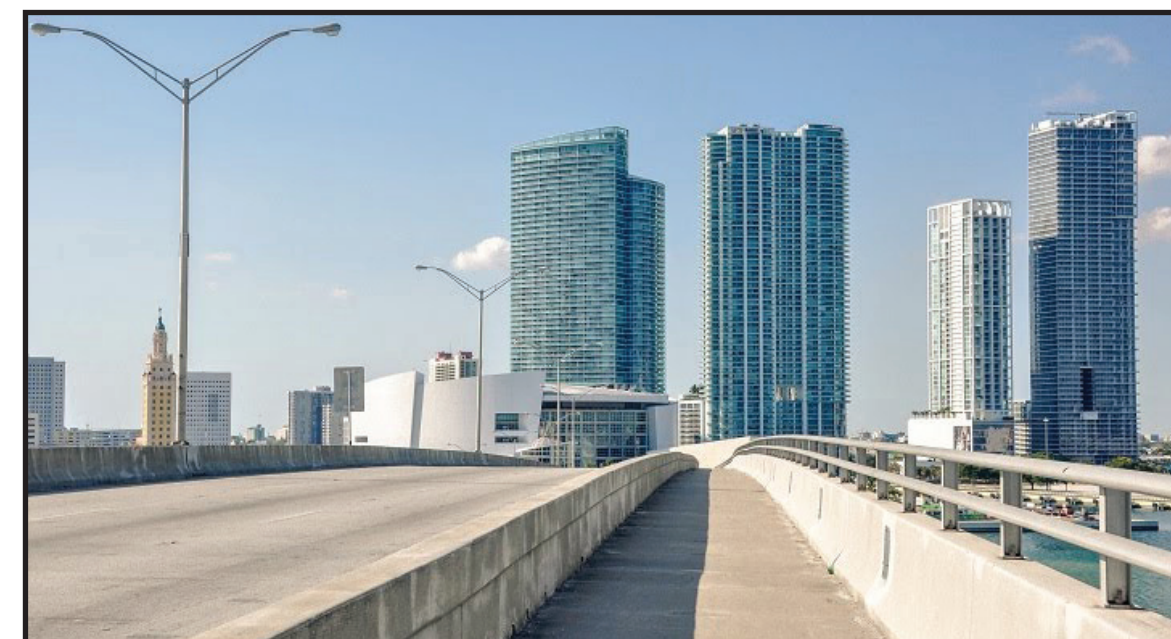
SITE PICS



AERIAL VIEW OF SITE WITH EXISTING CONTEXT AND PROXIMITY TO DOWNTOWN



VIEW FROM AA ARENA LOOKING UP AT BRIDGE



CURRENT PEDESTRIAN LANE ACROSS BRIDGE



OLD RAIL AND BRIDGE CURRENTLY CLOSED



DESIGN PROCESS

DESIGN GOAL

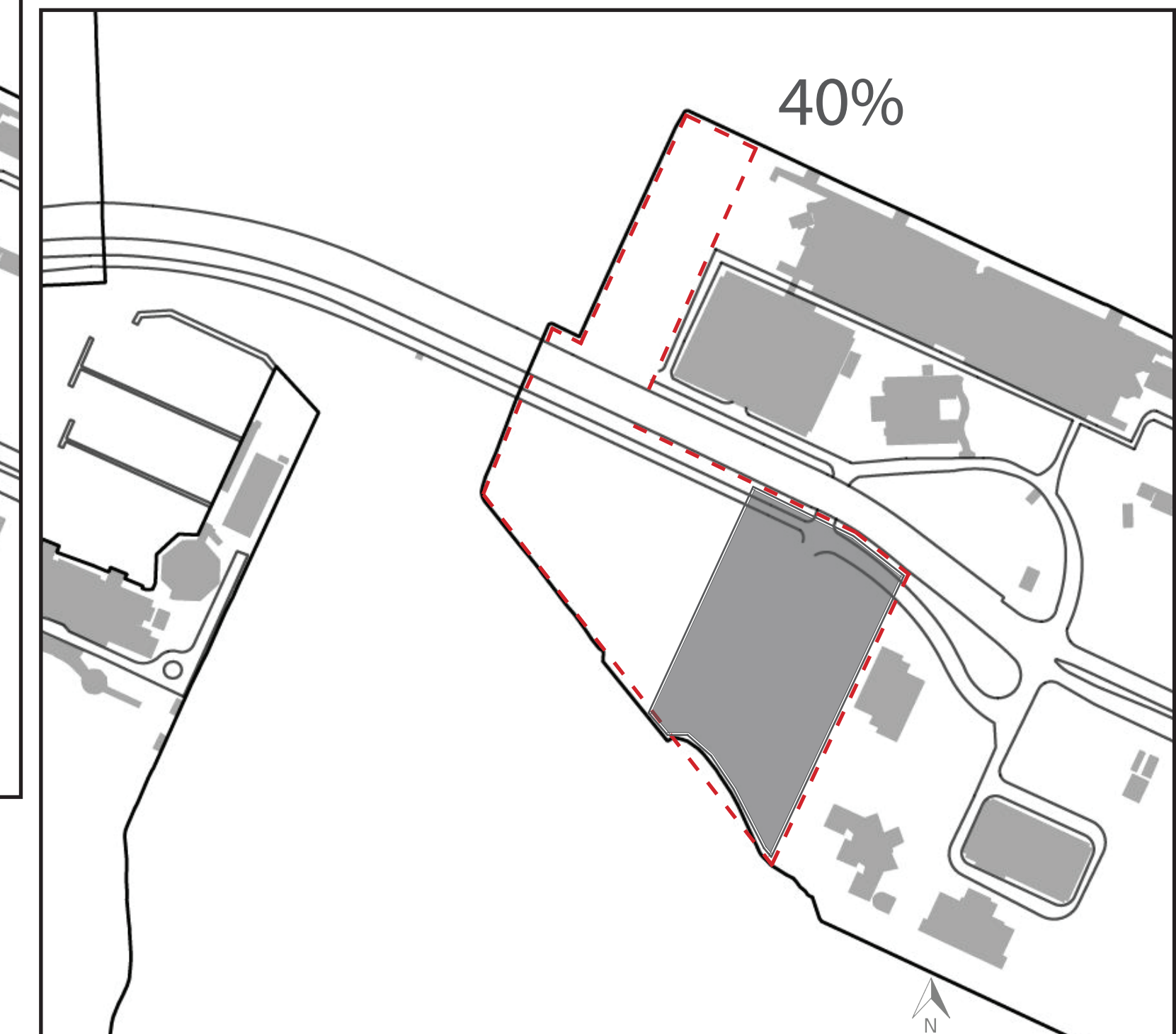
GREEN VS GREY:



- 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

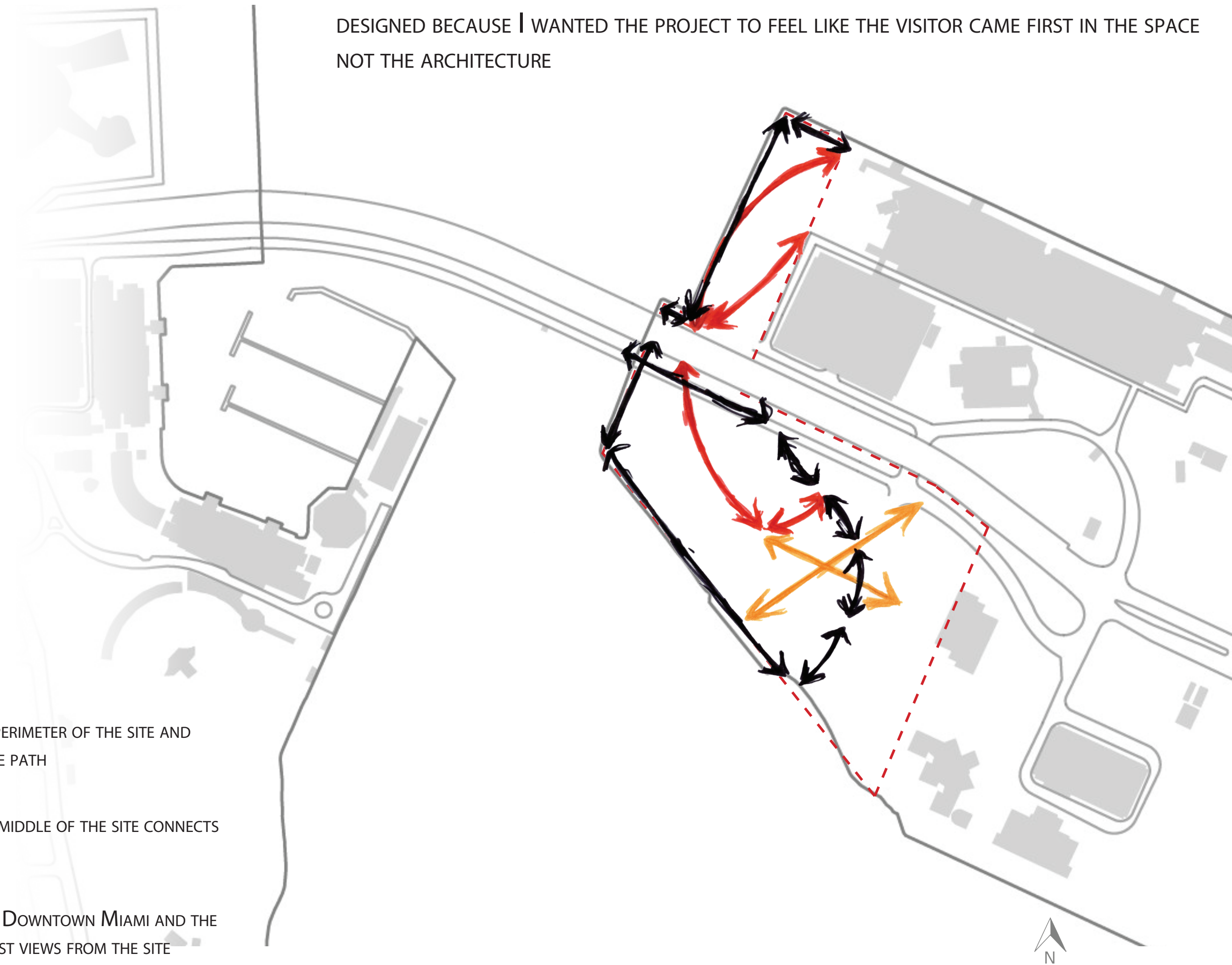
- PORT MIAMI IS DOMINATED BY CONCRETE WITH VERY LITTLE GREEN SPACE DUE TO THE CRUISE AND CARGO INDUSTRIES; THEREFORE THE DESIGN PUSHED FOR THE MAJORITY OF THE SITE TO BE GREEN SPACE TO RECLAIM PART OF THE PORT

- ALSO DUE TO THE CLIMATE BEING 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



**MAIN PATH**

- LONGEST STRETCH, COVERS THE ENTIRE PERIMETER OF THE SITE AND LOOPS BACK INTO THE OVERHEAD PED/BIKE PATH

**SECONDARY PATH**

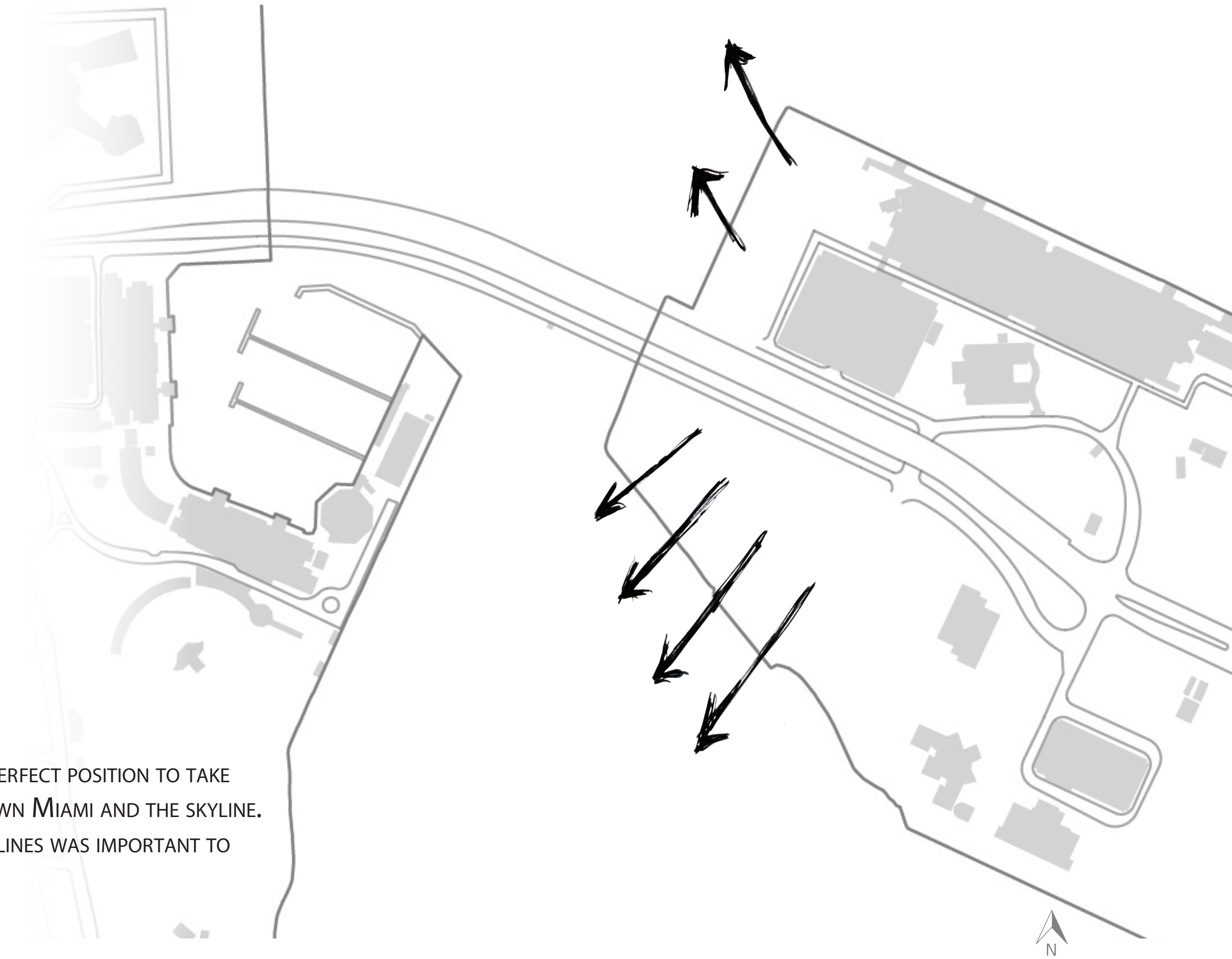
- SHORTER, QUICKER PATH THROUGH THE MIDDLE OF THE SITE CONNECTS BACK INTO THE MAIN PATH

**PROMENADES**

- TWO MAIN SIGHTLINES POINT TOWARDS DOWNTOWN MIAMI AND THE AMERICAN AIRLINES ARENA, THE TWO BEST VIEWS FROM THE SITE

SIGHTLINES

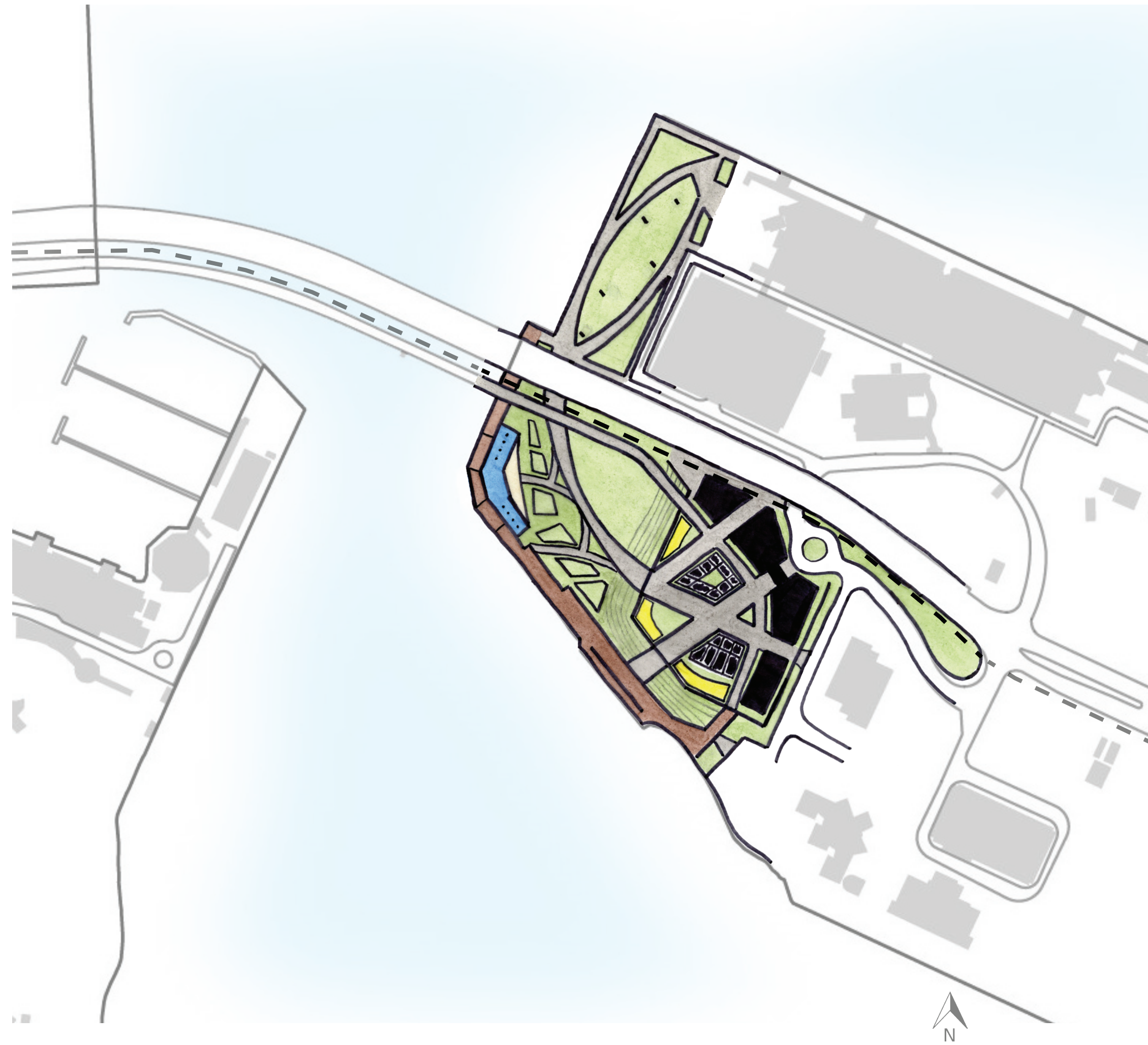
- WITH ITS LOCATION THE SITE IS IN PERFECT POSITION TO TAKE ADVANTAGE OF VIEWS INTO DOWNTOWN MIAMI AND THE SKYLINE. THEREFORE PRESERVING THOSE SIGHTLINES WAS IMPORTANT TO THE PROJECT



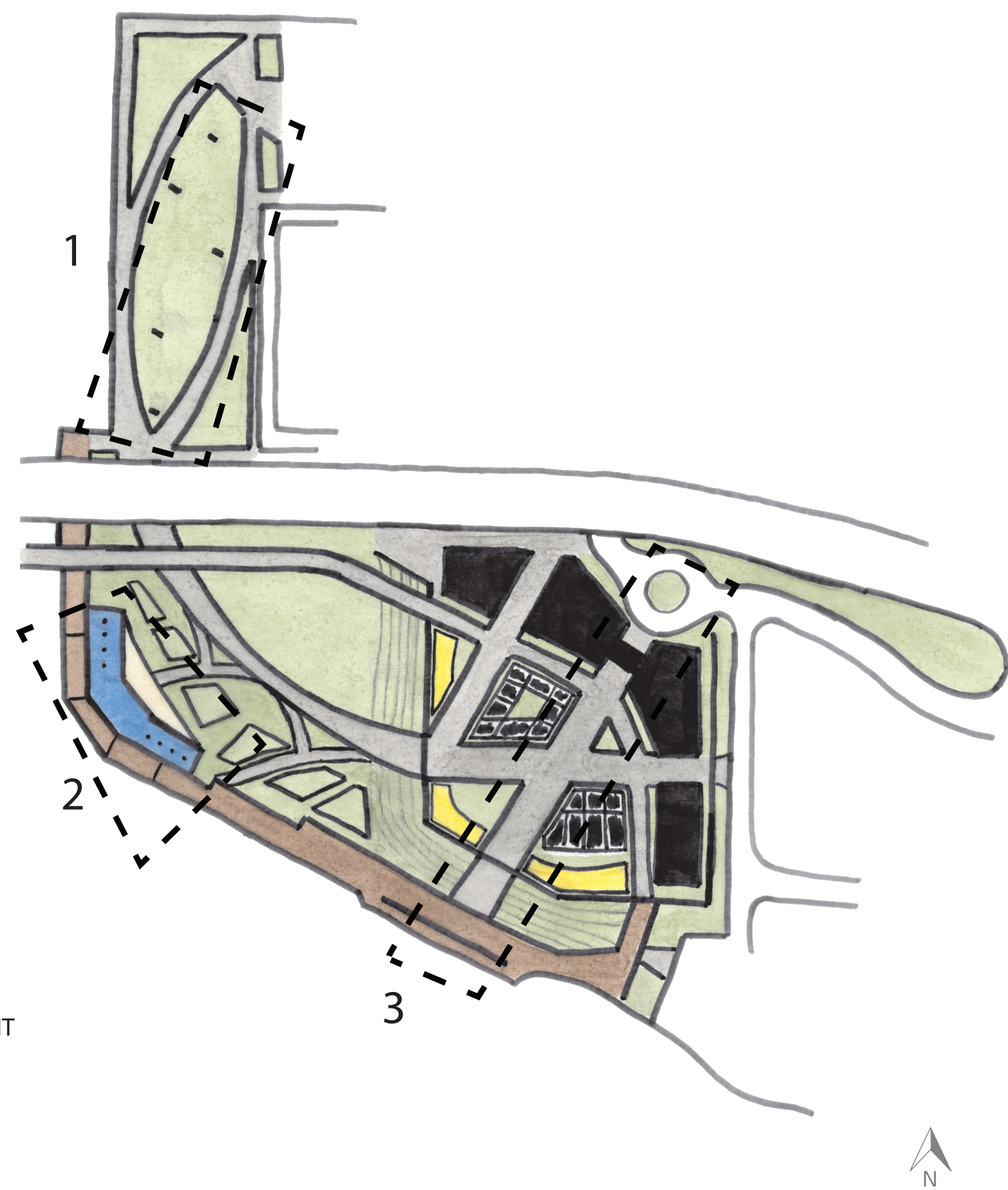


CONCEPTUAL DESIGN

- 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 THE PRECINCT WAS DIVIDED INTO THREE DIFFERENT AREAS TO BE DEVELOPED

RAYMOND JUNGLES

ART DECO DESIGN

MATERIAL CHOICE: STUCCO, METAL & STONE (SMOOTH)  
VIVID COLORS  
FORMS SIMPLIFIED AND STREAMLINED  
TOWERS AND VERTICAL PROJECTIONS  
VERTICAL EMPHASIS

ART MODERN DESIGN

MATERIAL CHOICE: STUCCO, METAL & GLASS (SMOOTH)  
VIVID COLORS  
FORMS SIMPLIFIED AND OFTEN CURVED  
HORIZONTAL EMPHASIS



ART DECO

ART MODERN

CASA MORADA PROJECT  
FLORIDA KEYS

GOLDEN ROCK INN PROJECT  
WEST INDIES

PAVILLION BEACH CLUB PROJECT  
WEST INDIES

1111 LINCOLN RD PROJECT  
MIAMI





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. METRO RAIL STOP
  - 10. MIXED-USE DEVELOPMENT (HOTELS, CONDOS, RETAIL, BUSINESS)
  - 11. OPEN MARKET SPACE
  - 12. PROMENADE
  - 13. CONCERT STAGE
  - 14. FOUNTAINS
  - 15. MARINA
- TRANSPORTATION
  - 16. METRO RAIL LINE
  - 17. BIKE/PEDESTRIAN PATH
  - 18. WATER TAXI SERVICE

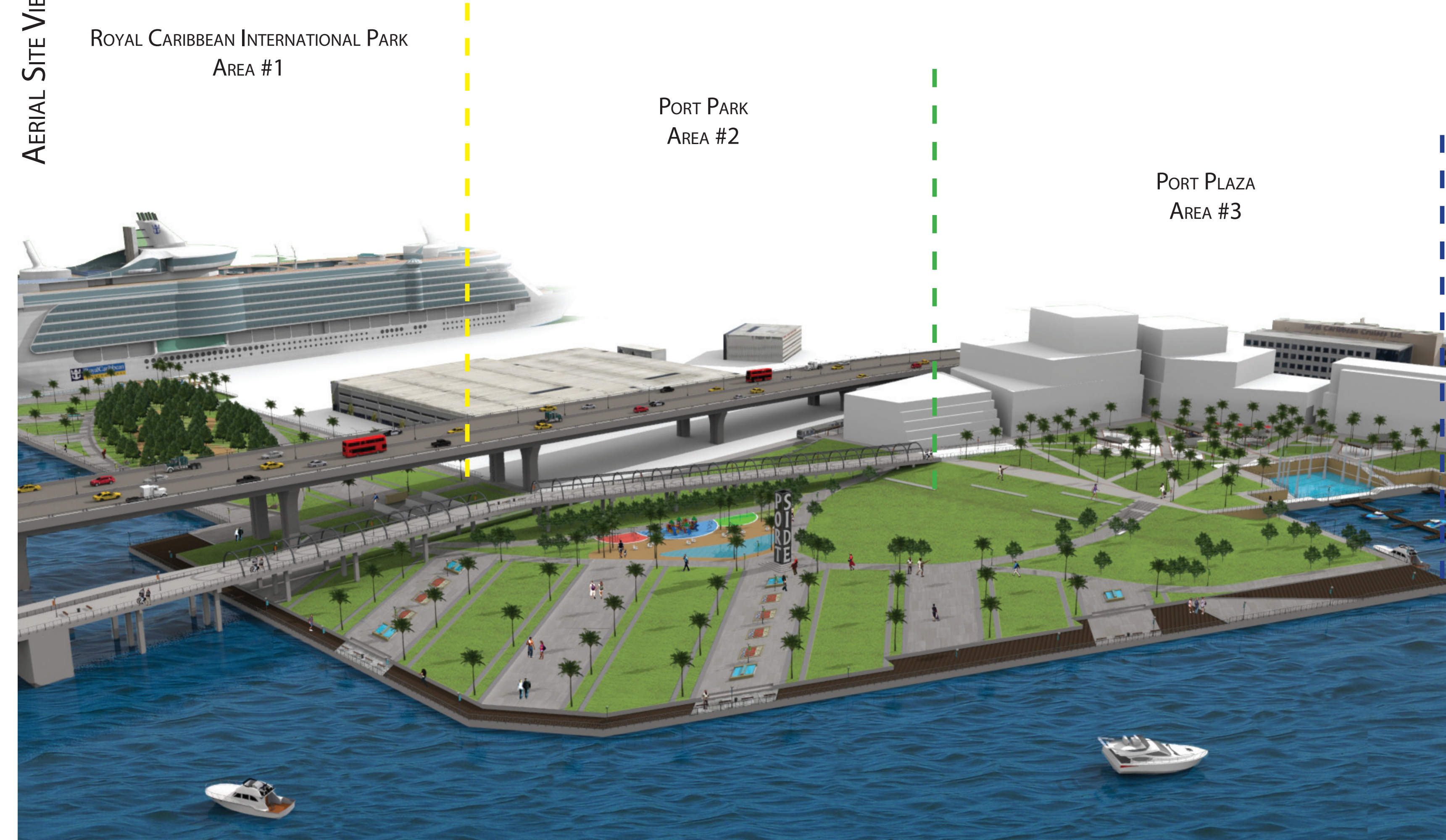


AERIAL SITE VIEW

ROYAL CARIBBEAN INTERNATIONAL PARK  
AREA #1

PORT PARK  
AREA #2

PORT PLAZA  
AREA #3



FOCUS AREA #1

PROGRAM ELEMENTS

- AREA 1: RCI PARK
- 1. JUNGLE WALK
- 2. CRUISE TRIBUTE





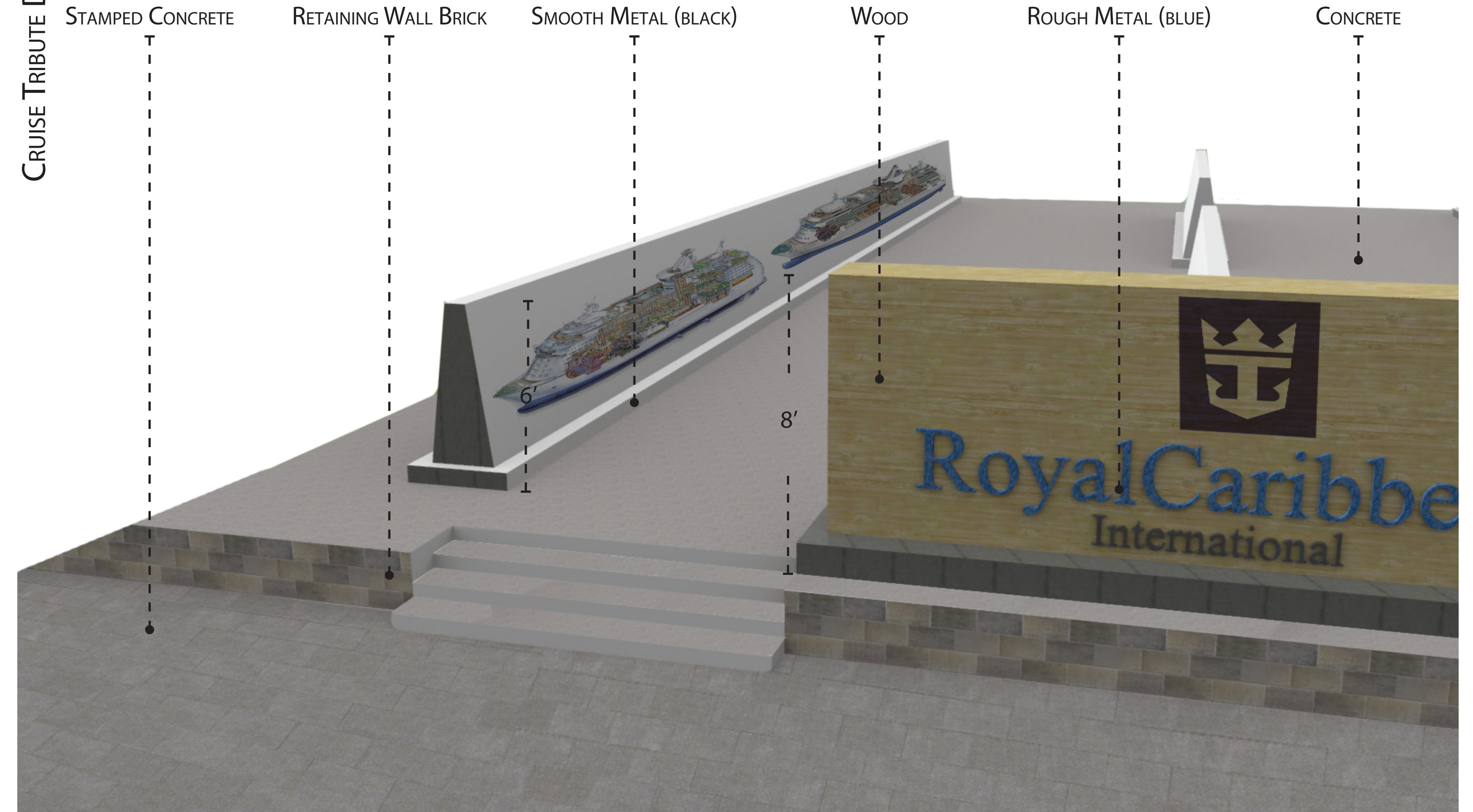
PERSPECTIVE LOOKING AT THE CRUISE TRIBUTE WITH THE JUNGLE WALK TO THE RIGHT AND THE MIAMI SKYLINE IN THE BACKGROUND





PERSPECTIVE LOOKING AT A REST STOP WITHIN THE JUNGLE WALK

CRUISE TRIBUTE DETAIL



FOCUS AREA #2

PROGRAM ELEMENTS

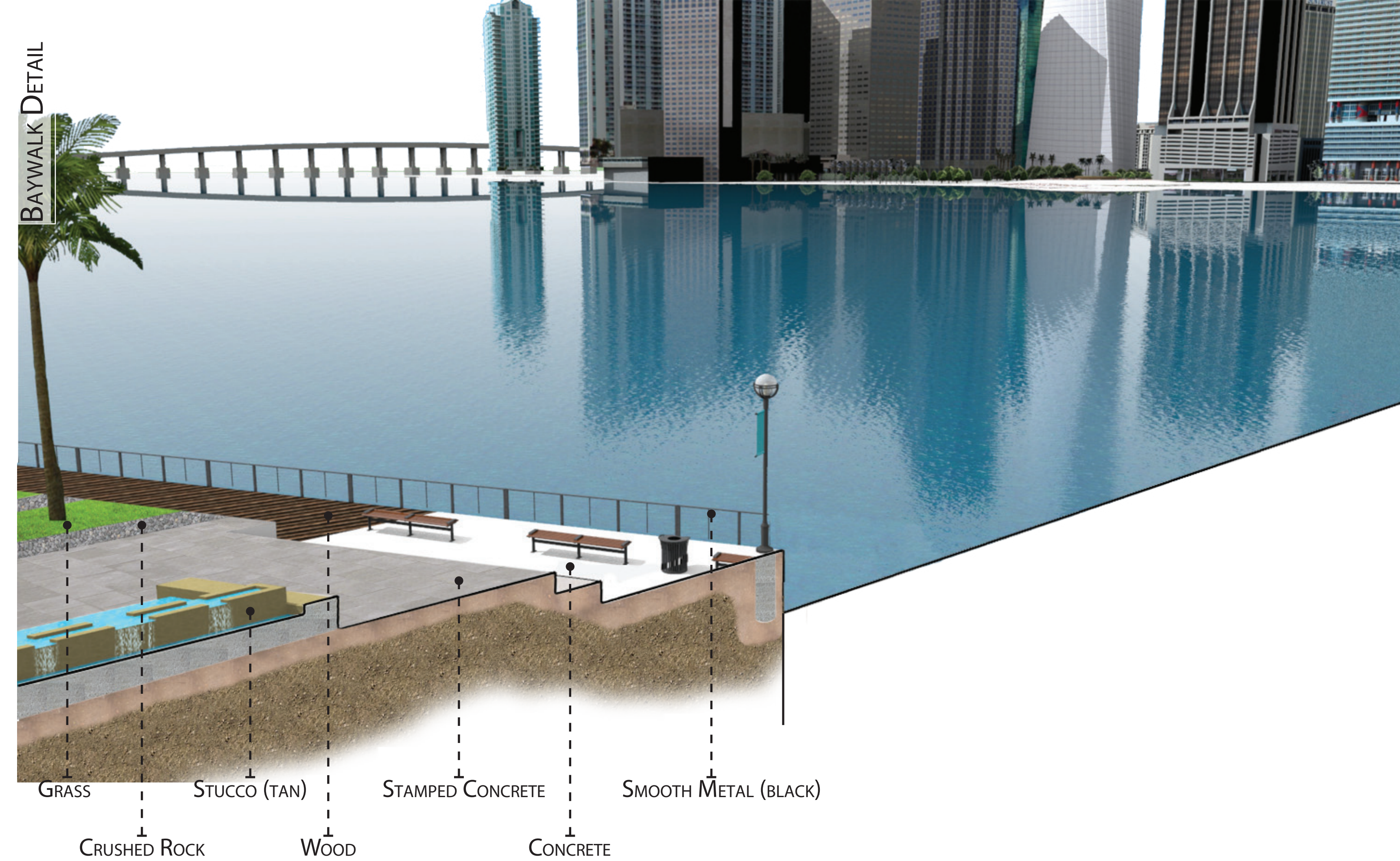
- AREA 2: PORT PARK
- 3. BAYWALK
- 4. SIGHTLINES TO DOWNTOWN MIAMI
- 5. FOCAL POINT/SITE IDENTIFICATION
- 6. BEACH AREA
- 7. KIDS PLAY AREA
- 8. OPEN LAWN/EVENT SPACE



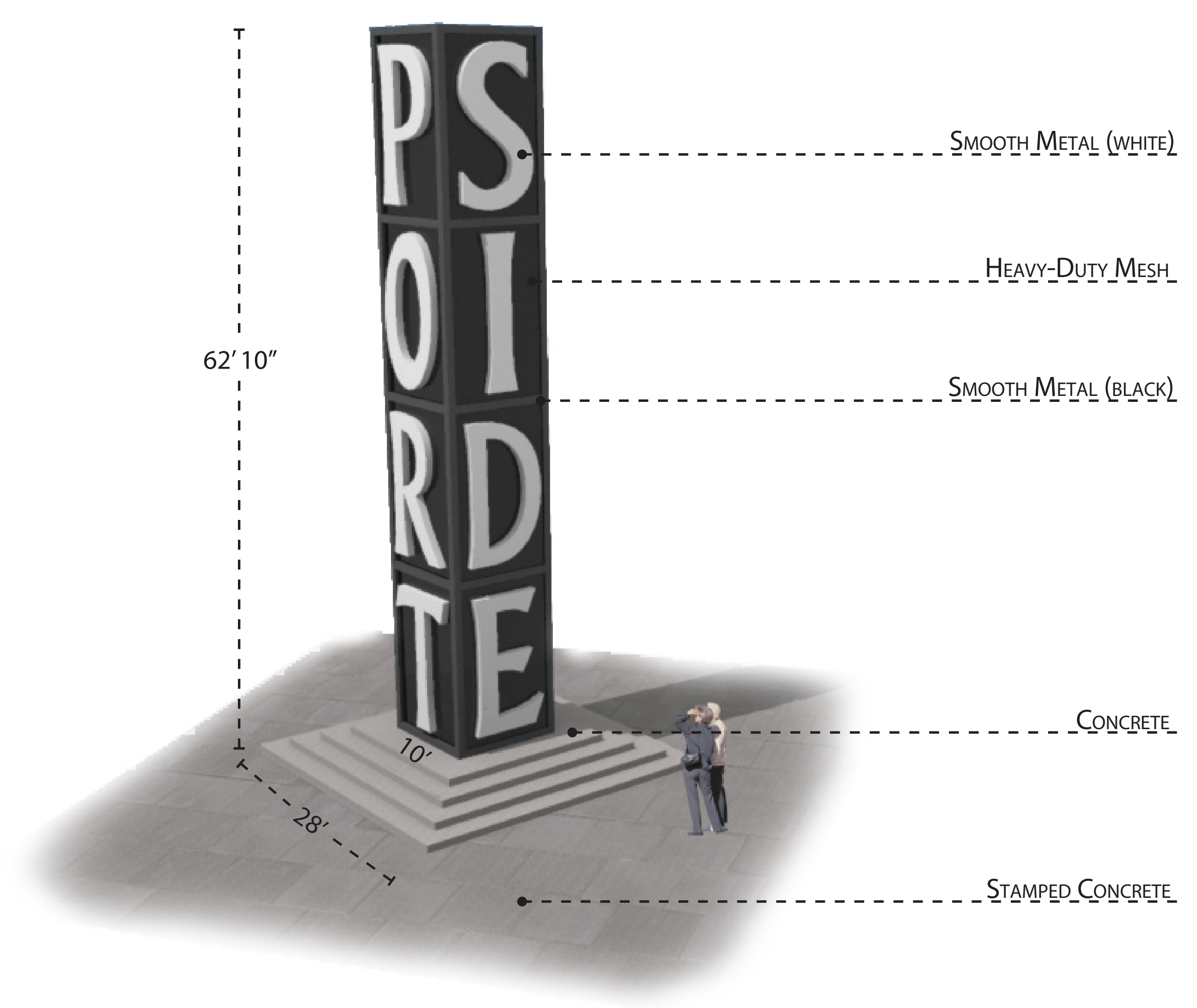


PERSPECTIVE LOOKING AT THE KIDS PLAY AREA, BEACH FEATURE, AND PORT TOWER WITH THE MIAMI SKYLINE IN THE BACKGROUND

BAYWALK DETAIL



PORT TOWER DETAIL



FOCUS AREA #3

PROGRAM ELEMENTS

- AREA 3: PORT PLAZA
- 9. METRO RAIL STOP
- 10. MIXED-USE DEVELOPMENT  
(HOTELS, CONDOS, RETAIL, BUSINESS)
- 11. OPEN MARKET SPACE
- 12. PROMENADE
- 13. CONCERT STAGE
- 14. FOUNTAINS
- 15. MARINA



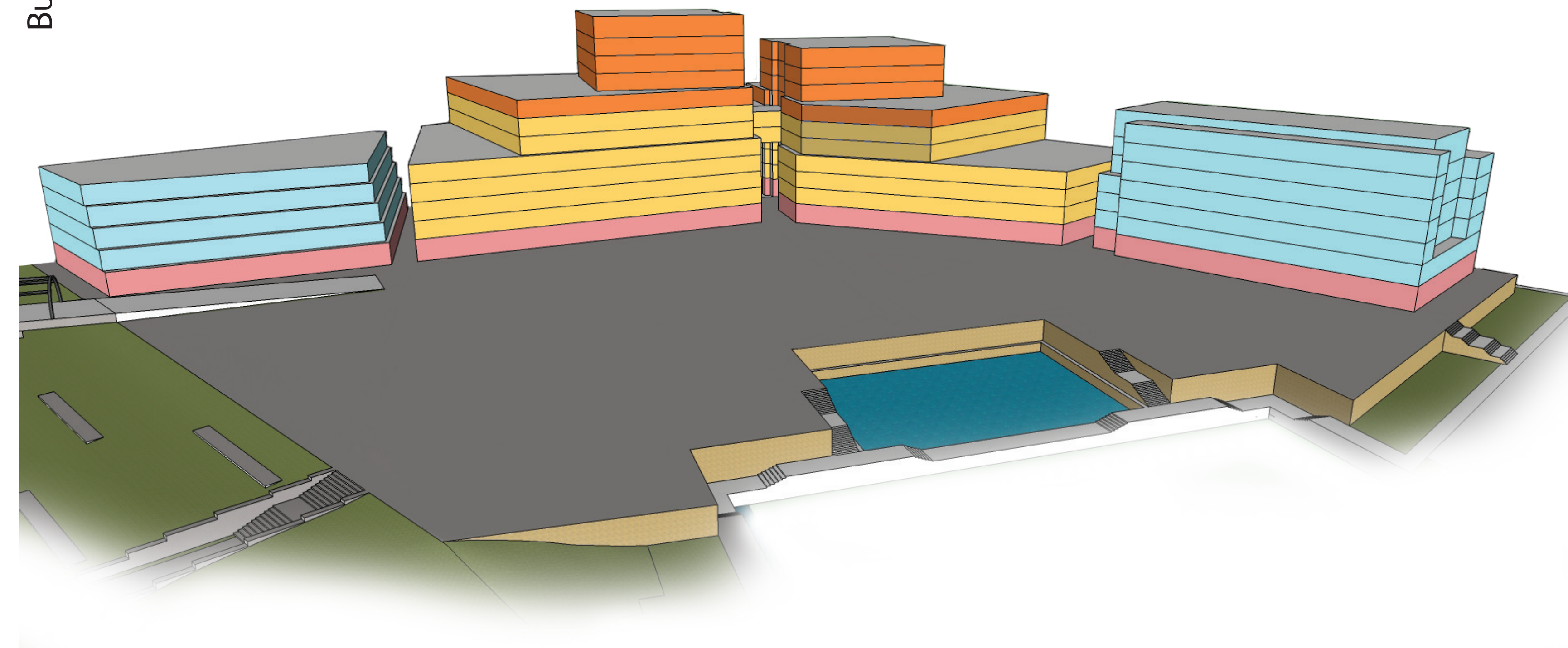


PERSPECTIVE LOOKING DOWN THE MAIN PROMENADE IN PORT PLAZA WITH MIAMI SKYLINE IN THE BACKGROUND



BUILDING USAGE

- BUILDINGS RAISED ABOVE THE REST OF SITE TO ENSURE VIEWS OUTWARD ARE NOT BLOCKED
- ALSO ALLOWS FOR PARKING UNDERNEATH THE BUILDINGS FOR RESIDENTS AND VISITORS CHECKING INTO THE HOTEL



RETAIL/FOOD/LOBBY

OFFICE

HOTEL

CONDO

MARKET VENDOR OPTIONS

TEMPORARY OPTION: VENDORS CAN SET THESE UP ANYWHERE WITHIN THE SITE

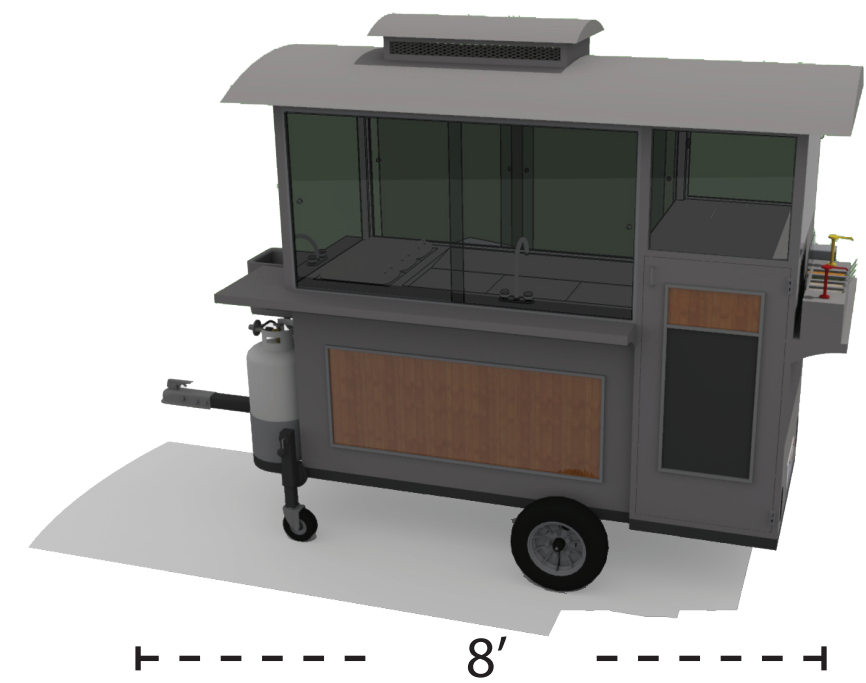
- CAN BE INTERCHANGED WHENEVER
- FOOD (SHOWN), JEWELRY, GLASSES, ETC

SEMI-PERMANENT OPTION: VENDORS GET PERMANENT OVERHEAD STRUCTURE AND CAN CHANGE THE FLOOR LEVEL LAYOUT HOWEVER THEY PLEASE

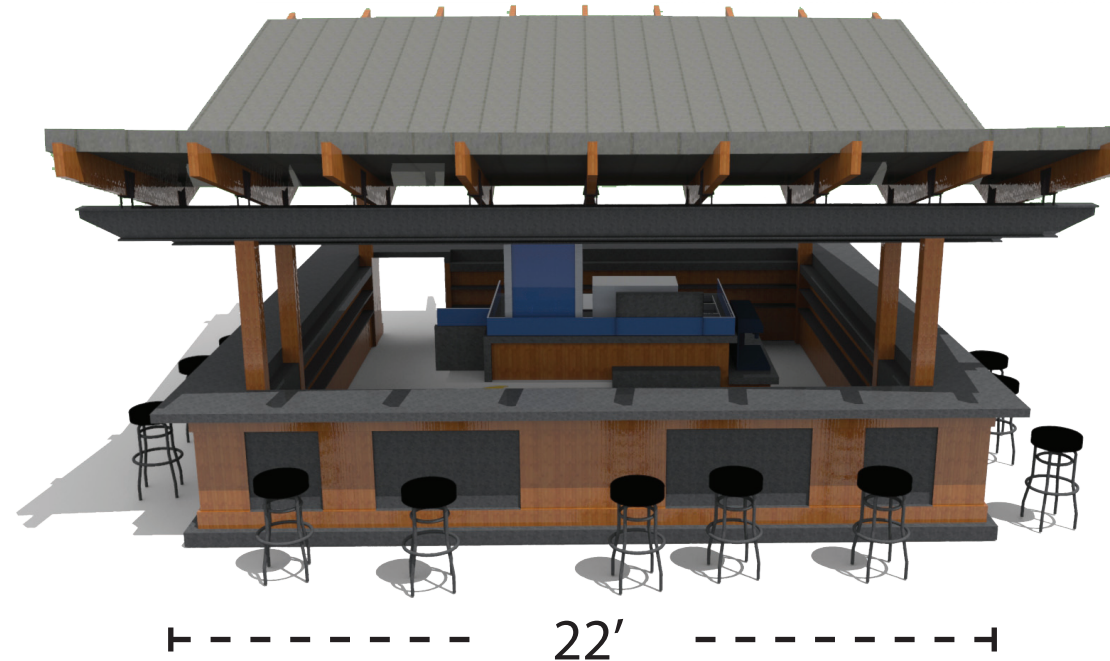
- SET UP LEASES; LESS INTERCHANGE THROUGHOUT THE YEAR
- FOOD (SHOWN), DRINKS, CLOTHING (SHOWN), SOUVENIRS, ETC

PERMANENT OPTION: PERMANENT BUILDINGS LAYOUT INSIDE CAN BE CHANGED TO ACCOMMODATE NEED OF VENDOR

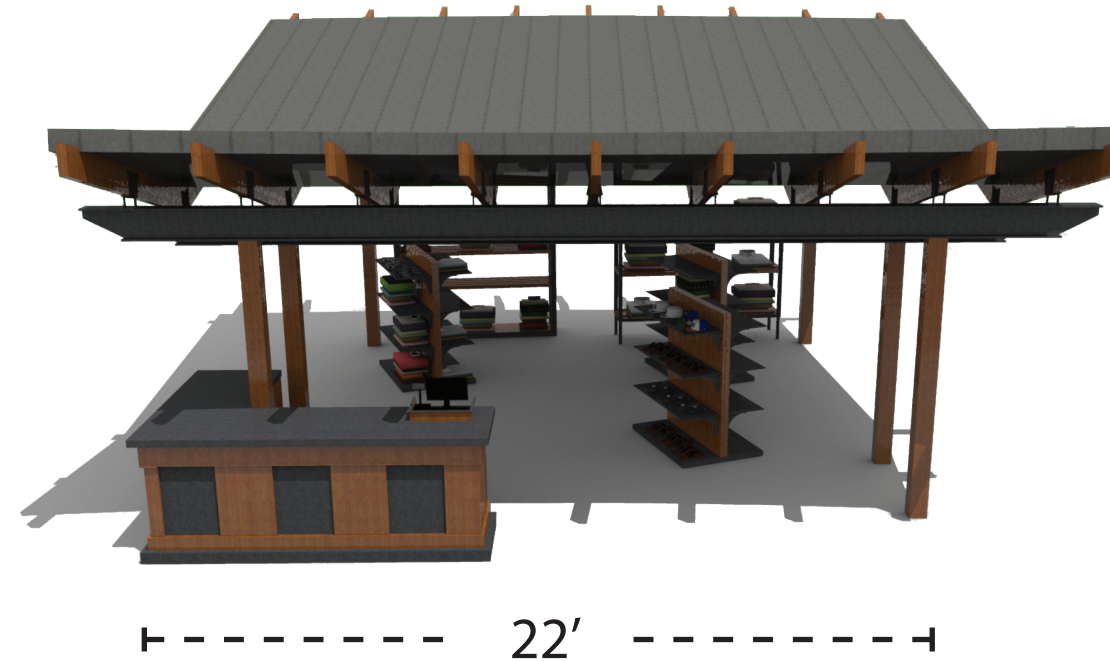
- LONG TERM LEASES; VERY LITTLE INTERCHANGE
- FOOD (SHOWN), CLOTHING (SHOWN), DRINKS (SHOWN), ETC



TEMPORARY



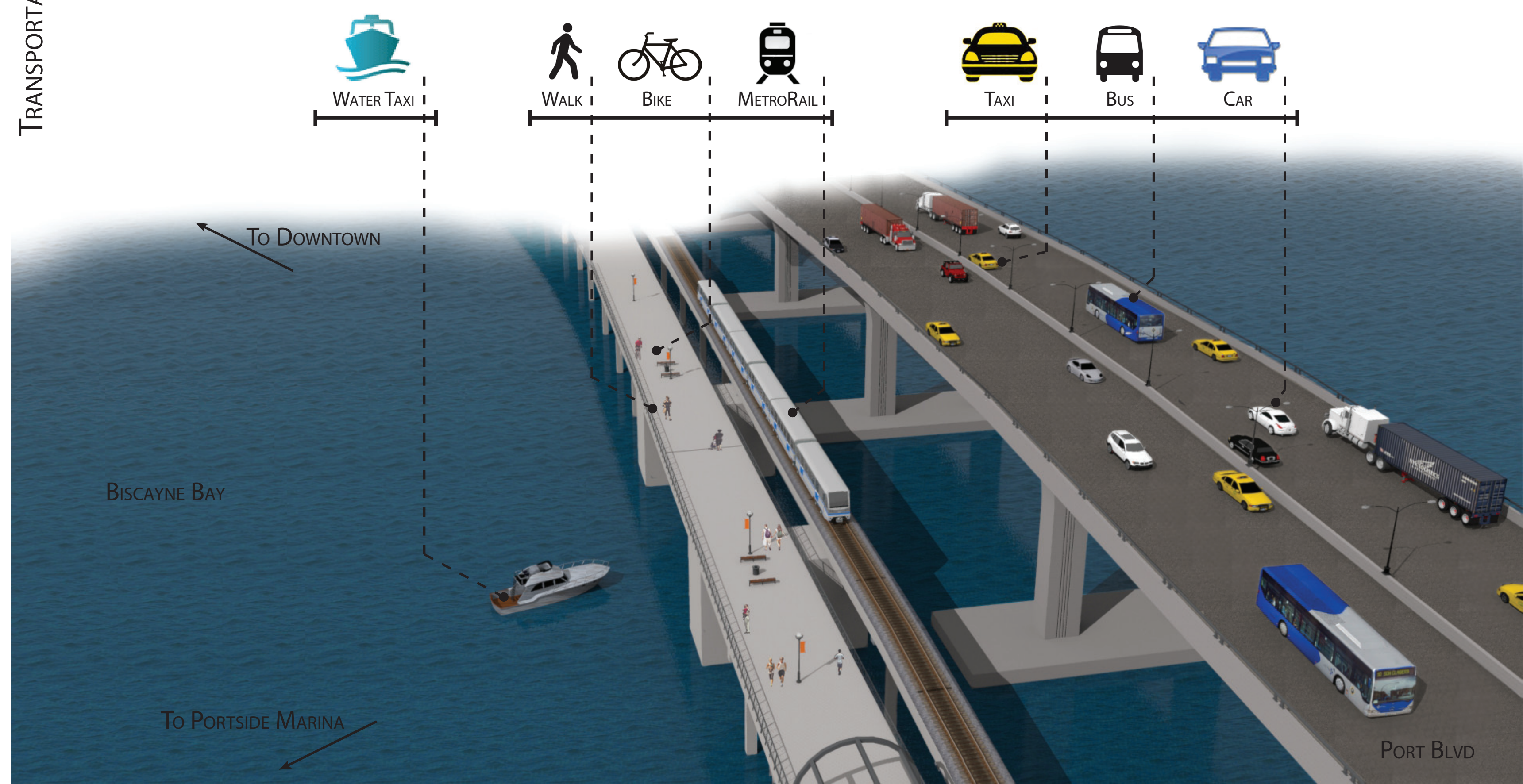
SEMI-PERMANENT



PERMANENT

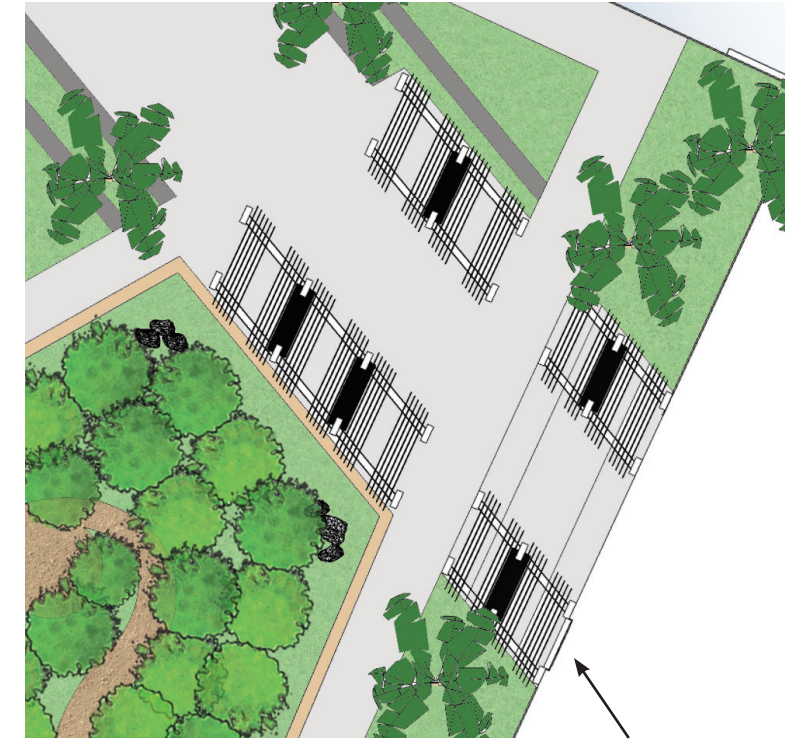
TRANSPORTATION DETAIL

- 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



ENTRANCE/SIGNAGE DETAIL

- 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 BECOME AN EASY, FUN, AND UNIQUE WAY FOR VISITORS TO INTERACT WITH THE SITE
- REPLACES BIG MAPS WITH THEIR SMARTPHONES, TABLETS, ETC SO THEY CAN ACCESS ALL THE INFORMATION THEY NEED WHENEVER THEY NEED IT

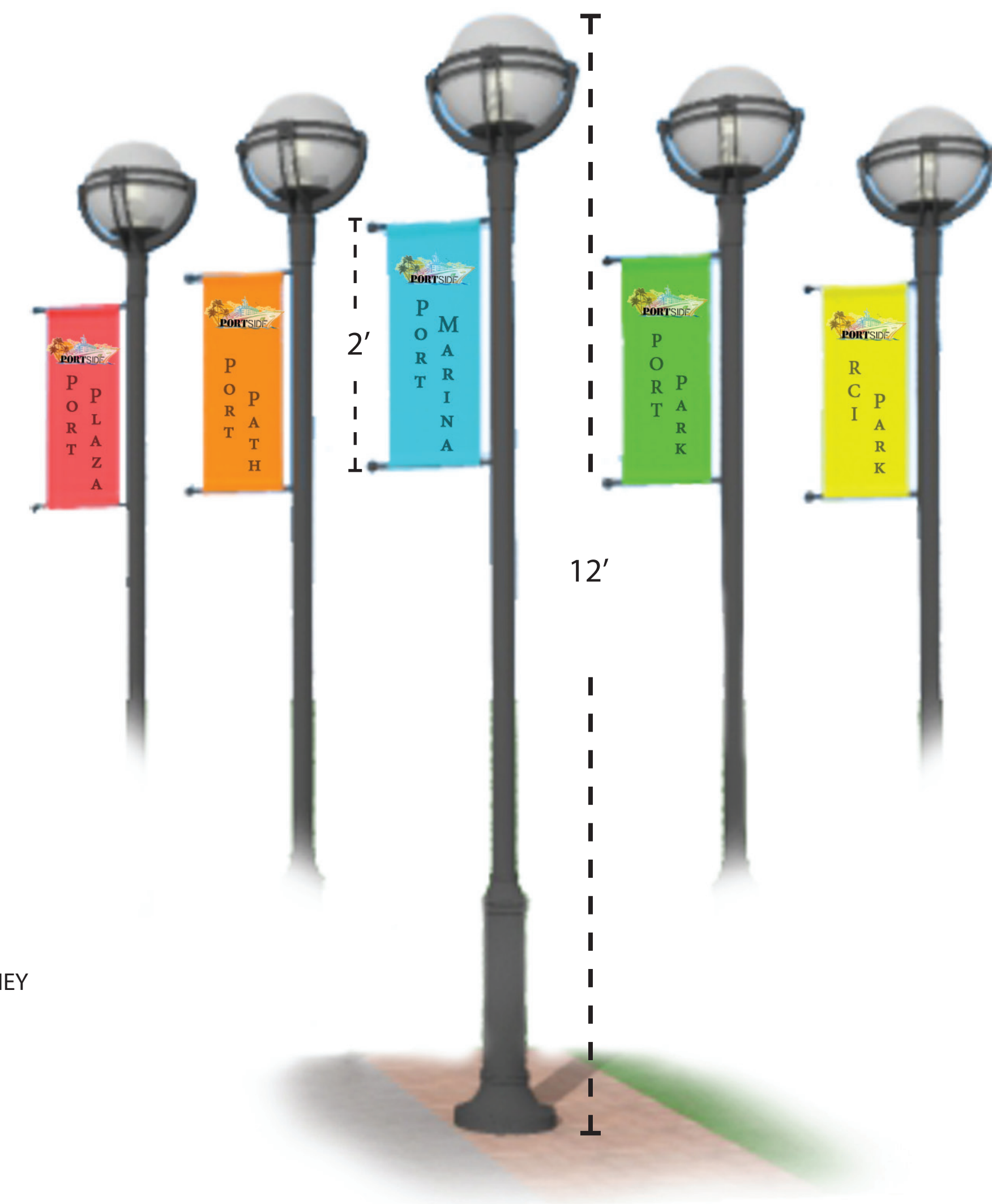


- PERSPECTIVE OF ENTRANCE INTO RCI PARK SHOWING THE SIGNAGE AND THE TECHNOLOGY USED THROUGHOUT THE DESIGN
- BY SCANNING THE CODE AS SHOWN VISITORS CAN PULL UP MAPS AND INFORMATION THAT WILL HELP THEM EASILY MOVE THROUGHOUT THE SITE AND SURROUNDING MIAMI



LIGHTING/WAYFINDING DETAIL

- 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



WRAP-UP

... 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...

- 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
- PROVIDED 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



QUESTIONS?

