

WASHINGTON AVENUE REVITALIZATION PLAN, MIAMI BEACH

Architects: Venturi, Scott Brown and Associates, Inc.

Location: Miami Beach, FL

Client: City of Miami Beach

Size: 125 acres

Completion: 1978



This project, undertaken in association with David Jay Feinberg, Architect, involved the study of the economic, social and transportation functions, the design of street and landscape improvements, and the setting out of design guidelines for the commercial spine that runs throughout the center of Miami Beach's Art Deco District and serves as its main street. This corridor connects the City's two largest-scale redevelopment projects. Its unique features are the demographic mix of its major user groups -- senior citizen and ethnic populations -- its Art Deco architecture and its tropical landscape.

An incremental approach involving small scale improvements was suggested. The work included detailed surveying of the physical and commercial aspects of Washington Avenue, a general analysis of its role in the city's and region's economy, recommendations for land use, an outline of alternative development strategies for the future, design of public sector improvements, design guidelines for future private and public improvements, recommendations for the implementation of aesthetic guidelines, a capital program, and an action plan for the funding and staging of capital improvements.



