

date December 20, 2005

to Coconut Grove Waterfront Master Plan Project Team

cc Mark Dawson

from Lynn Hoffman

project name Coconut Grove Waterfront Master Plan

project # 44394.00

subject Summary of Meeting with Coconut Grove Merchants

DECEMBER 15, 9:30 AM

Issues

- Expo Center is currently booked up, used to be very profitable
- Greater Miami Convention and Visitors Bureau says the city lacks a small conference center
- It's about connectivity - relationships more than just transit
- People will park and shop at Fresh Market and then drive to the Grove even though the distance is not far
- In Miami, people don't walk, but they might if there is something interesting to see
- Will lose the Grove, which is already suffering, if you develop businesses at the waterfront
- Have no waterfront in Miami so need to keep the public access
- Every press release has said that there needs to be a revenue generating element, but putting a restaurant or retail is not something we will tolerate, it will upstage the Grove
- No one goes to Milam's Market now that Fresh Market opened, but Fresh Market is more attractive than Milam's/Publix
- Where are all the art galleries?
- The trolley works in the Gables, why not here?
- Have the worst tenant mix
- No charming clothing stores, shoe stores, News Café couldn't even make it here
- There is no concession from the property owners during the tough times
- The Grove is pedestrian-unfriendly, why are the cars the priority?
- Common misconception that there is no place to park in the Grove
- Coconut Grove is just "in the way" during rush hour
- Doesn't the marina support the park?
- Used to have a water taxi, didn't work
- Circulator to the high-speed line, frequency is the problem
- Lots of residents, visitors don't know there is a trolley, if it is safe, where it goes
- Security, homeless, drinking and drugs
- No place to take your kids
- Park feels like it is a place for the very rich (boat owners) and very poor (homeless)

- There are only two 40 foot sections where you can see the water now
- Long history of events in the park, like the arts festival, but attendance is down since they are changing admittance, gating the event

Goals

- Boutique convention center with upscale clientele, showcase Grove merchants, may compete with the Biltmore; see if the hotels want it too
- Landscape a conference center to keep it a publicly accessible space
- Lots of accidents at McFarlane curve, should be 2 lanes
- Amphitheater for Shakespeare in the Park
- Rededicated 2 of the 4 lanes for the trolley so it doesn't have to sit in traffic
- Need to capture the surrounding population first
- Need services, cannot even buy a book now
- Need activities to bring the residents to the waterfront
- Need to capture some of the thru traffic
- Revenue stream from kayaks, roller-skates, marine store etc. similar to Virgin Gorda
- Barnacle State Park is willing to host the water taxi, Bill Baggs? (Cape Florida State Park)
- Use the city-owned unused parking lot at Oak Street with a circulator to eliminate parking at the waterfront; have parking lots at both ends of the Grove and use the circulator to get around
- Centralized valet parking, including the waterfront
- Tie park into a fish market, like Pier 5 at Bayside that moved to Watson Island or tie restaurant into the fish market
- A boardwalk along the length of the park
- Consider bold ideas like a national performance style theater, could be outdoors with mosquito netting, wood-paneled roof, outdoor fan system
- No live music until John's place opens
- Used to have a sunbathing pier off Peacock Park
- Place to rent kayaks, gondolas to the islands for picnics, needs to be a unique place
- Need a real tourist and visitors center, hospitality needs to be in the center of town
- Need a visitors center in Peacock Park to capture the new visitors to the park
- Shake-A-Leg should be expanded
- Connect to Kennedy Park
- Free parking stamped by the merchants

Facts

- Coral Gables:
 - Opened third site for centralized valet, works very well
 - \$2 million trolley system works well
- Code 33 discount card for the residents
- CB Smith Park – country cook-off, large attendance