

date November 14, 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 Business Improvement Committee (BIC)

NOVEMBER 8, 10 AM

Issues

- See Coconut Grove as a mall with anchors at both ends, look at it as a whole place
- Neither merchants not hotels benefit from the Expo Center
- stores and restaurants will be opposed to any commercial development down at the waterfront
- The Grove needs a facelift
- BID will take too long to create
- BIC may include the waterfront into the entertainment are but not into the parking waiver program
- Restaurant on the waterfront may actually help the Grove (are there any case studies?)
- Need to examine both the waterfront up to the Grove and the Grove down to the waterfront
- The GMCVB (Greater Miami Convention & Visitors Bureau) could pay for a study to figure out the correct size and use for the Expo Center
- Approximately 150,000 sf of vacant space at the Grove
- Unica on Main Street has doubled its square footage and IOS on Commodore has tripled it
- Owner of Mister Moe's on Commodore is opening a 16,000 sf live music venue at Commodore Plaza
- The mix of uses at the Grove is wrong,
- Many stores are moving to Merrick Place in Coral Gables instead
- Lost both a dry cleaners and a locksmith

Goals

- Become a BID within the next two years
- Wants uses that complement rather than compete with the Grove
- Recreational entertainment such as the seaquarium
- Create a beach at the Dinner Islands
- Open up the views down McFarlane to the water with a beach at the end
- Protect all the historic features in the area

- Replace the Expo Center
- Relocate the Coconut Grove Playhouse to the waterfront and make the Playhouse a parking garage or the Grove Arthouse
- Trade the northern portion of Peacock Park with another building site to extend the energy of Coconut Grove towards the waterfront
- Want a net gain of waterfront space
- Want residents and community to be on the same page

Facts

- A New York REIT owns Coco Walk now
- Coconut Grove Playhouse – theater, film, playhouse
- Wyndham Grand Bay has expansion plans
- BIC operating budget – has remained relatively consistent
 - parking surcharge revenue approx \$250,000 (goes to CIP infrastructure improvements only)
 - \$350,000 from parking waiver revenue (paid in lieu of required parking)
 - \$50-70,000 from sidewalk café fees (decreased from \$20 to \$10 since 9/11)
 - Banner fees – insignificant
 - Special events \$35,000