



P27:

ONE NOLI CROSSING

1664 Meridian Avenue
Miami Beach, FL 31339

The background of the entire page is a lush tropical scene. It features large, vibrant green palm fronds in the upper half, transitioning into a dense thicket of various tropical plants and trees in the middle. The lower half of the image shows a calm body of water, likely a pond or a slow-moving stream, which perfectly reflects the greenery above. The lighting is bright and natural, suggesting a sunny day in a warm climate.

1664 Meridian Avenue (“ONE NOLI Crossing”) is the first step in an unprecedented cooperative effort to solidify and further expand Lincoln Road as a premier pedestrian-friendly, urban destination. The project is about diversifying Miami Beach’s economy to include a greater mix of businesses. Financial resilience—less reliance on tourism—is an essential quality for our city to navigate future market disruptions and demographic shifts. This project is fundamentally about the smart growth of Miami Beach and making sure that all residents experience the city’s success.

One block north of Lincoln Road Mall, on the corner of Lincoln Lane North, a surface parking lot will be transformed into a world-class mixed-use development. The proposed project is the first opportunity to take action. It is the initial, pivotal phase in a multifaceted, collective public-private effort to build a vibrant 24/7 live-work-play neighborhood, a lush green oasis, in the heart of the Civic Center.

The award-winning, internationally accomplished architect Bjarke Ingels Group will ensure that Miami Beach has a building of iconic stature. Delivering a Class-A building is critical for the successful realization of a complete vision for the city’s future.

PROJECT OVERVIEW

ONE NOLI CROSSING WILL BE A STANDOUT WITH ITS STATE-OF-THE-ART HYBRID CREATIVE WORKPLACES, HIGH STANDARDS FOR URBAN LIVING, HIGH-TECH IMMERSIVE RETAIL EXPERIENCES, AND BOTH PUBLIC AND PRIVATE AMENITIES.



PROJECT SNAPSHOT

- Developer: 1664 Meridian, LLC
- Status: Proposed
- Anticipated Construction Start: Dec 2024
- Est. Construction Timeline: 22 Months
- Anticipated Opening Date: Nov 2026

PROJECT USES

- Class-A Office
- Community Serving Retail
- Residential Rental Units
- Municipal Parking
- Public Open Space

PROJECT DETAILS

- Proposed Height: 80' (7 stories)
- GFA (FAR SF): 162,000
- Gross (SF): 288,000
- Total Office (SF): 81,500
- Office Floorplates (SF): 20,000–22,000
- Total Retail (SF): 10,5000
- Total Residential (SF): 70,000
- Total Parking (SF): 131,000
- Total Parking (spaces): 289, including 151 city spaces



IMAGINE A CONNECTED NORTH LINCOLN LANE WHERE COMMERCIAL AND CIVIC AGENTS ARE ALLIED FOR YOUR NEIGHBORHOOD'S SUCCESS. IMAGINE A WALKABLE, WELCOMING CITYSCAPE WHERE RESIDENTS ENJOY YEAR-ROUND, 24/7 PARKS AND SAFE, PEDESTRIAN-FRIENDLY, COMMUNITY-ORIENTED STREETS. IMAGINE A HUB OF INNOVATION WHERE PREMIER BUSINESSES ARE HEADQUARTERED, EMPLOYEES LIVE CLOSE TO WORK, AND LOCAL BUSINESSES THRIVE.



P27: PUBLIC BENEFITS



01

**NORTH-SOUTH
CONNECTION**

02

**PUBLIC SPACES,
OPEN SPACES**

03

**QUALITY URBAN
INFRASTRUCTURE**

04

**24/7 SAFE
NEIGHBORHOOD**

01 NORTH-SOUTH CONNECTION

CONNECTED CITY

Connect the City Center's prominent assets and help unite Miami Beach in collective cultural and commercial action.

WE CAN DRIVE FOOT TRAFFIC AND COMMERCE IN STRATEGIC,
PREVIOUSLY UNREALIZED DIRECTIONS.

Parcel 27 spans the block between Jefferson and Meridian Avenues along the northern edge of the westerly extension of Lincoln Lane. Approximately 1.38 acres currently serve as a surface parking lot, owned and operated by Miami Beach (The City). P27 is optimally positioned in the heart of the Civic Center. To develop this parcel is to create a connector between two major economic engines: the Convention Center (North) and Lincoln Road Mall (South).

The rebuilding and widening of Lincoln Lane North, as well as its beautification through landscaping, is the greatest public benefit of the proposed project.

P27 redevelopment will activate the space with new South-facing commercial and cultural uses on the opposite side of the lane. ONE NOLI Crossing will reinforce the emerging “second frontage” of surrounding buildings, which so effectively organizes and directs storefront, lobby, and commercial activity toward the lane.

To promote Lincoln Lane as a secondary axis of East-West pedestrian circulation is advantageous for the whole neighborhood. P27 development is complementary to Lincoln Road initiatives and supports overall continuity. Lincoln Road will be linked with the 17th Street Corridor, including City Hall, Theater of Performing Arts, Pride Park, and the Convention Center.

ONE NOLI CROSSING'S RETAIL
FACADES AND BUILDING
ENTRANCES WILL LINE MERIDIAN
AND JEFFERSON AVENUES,
EXTENDING THE CITYSCAPE OF
LINCOLN ROAD MALL AND
PROVIDING A LINK WITH
BUILDINGS ON 17TH STREET.



COMMUNITY-SERVING PARK SPACE WILL SOLIDIFY THE AREA AS A
24/7 FULL-SERVICE NEIGHBORHOOD, RATHER THAN JUST A
DESTINATION FOR NIGHTLIFE.

02 PUBLIC SPACES, OPEN SPACES



P27 redevelopment will deliver more than 17,000 square feet of public open space and improve the streetscapes surrounding the property. This will be done at no cost to The City of Miami Beach.

The project will bring creative, active, and accessible open space to the neighborhood north of Lincoln Lane. A signature linear park, pocket park, and sequence of public plazas will support the quality of life for existing residents and attract new workers and visitors to the district.

Thoughtful programming and a welcoming environment are important principles behind the NOLI Crossing open space planning strategy. From family play areas to event spaces (private and civic) to business pop-up venues, each can accommodate a range of uses. Not only will people feel welcomed; they will feel connected. The “linear” park will connect pedestrians from the street level to the retail plazas.

Nature will be present from the rooftop and terraces to infill green spaces to the streetscape. The project site will be abundant in lush greenery, including cascading off the building and integrated into the streetscape. The various community gardens will be designed by the award-winning Raymond Jungles, who will partner with local organizations, including the Miami Beach Botanical Gardens, to provide educational Florida-friendly landscape experiences.

The project design and specific plantings will showcase sustainable landscape alternatives in practice. In this integrated way, the educational programming and research will come to life.

The various public open spaces will incorporate innovative flex ground-floor uses, such as pop-up incubator and maker venues. Digital kiosks will be combination way-finding devices and video art, as well as Wi-Fi hotspots and charging stations capable of providing the public with critical information during extreme weather events.

3 DISTINCT PARKS: DESTINATION, POCKET & PERFECT

LINEAR PARK LINCOLN LANE NORTH

Redevelopment of P27 will transform the current service alley space into a multi-dimensional public space with meeting areas, landscaping, and public artwork. This stretch of Lincoln Lane North will become an irresistible destination for shoppers and office workers, ideally located at the center of community events and activities. With unique programming and amenities, the “linear” park will complement the existing network of green spaces in Miami Beach, including Convention Center Park and Sound Scape Park.

Small garden and water features will naturally break-up and organize the expanse, giving the space a human scale. Food, coffee, and other vendors will line the park, providing respite and gathering places for visitors as they travel along this must-see attraction.

Improvement of Lincoln Lane will expand the street to include a dedicated bicycle lane, stepped platforms with landscaping, and a spacious new terrace on the north side. Seating and other civic elements will ensure the new corridor is a welcoming place.

POCKET PARK MERIDIAN AVENUE

The proposed project will result in a brand-new public asset and additional retail frontage. The “pocket” park will extend to the North, along Meridian Avenue, and face the 1674 Meridian Building. Quiet, more intimate in experience, the landscaped court offers a welcomed contrast to the bustle of Lincoln Road, Lincoln Lane North, and the north-south avenues.



THE GOAL IS TO CREATE A
LINEAR PARK WHERE
SPACES THAT WERE ONCE
CONSIDERED MERELY
FUNCTIONAL, STEPS, FOR
EXAMPLE, BECOME
OPPORTUNITIES FOR
LEARNING, SHOPPING, AND
CREATING COMMUNITY.

THE PLAZA JEFFERSON AVENUE

We’ve enhanced the pedestrian experience along Jefferson Avenue through the introduction of lush landscaping, an aesthetically and functionally improved streetscape, and multiple seating options. As is the case throughout the site, the Jefferson facing plaza includes benches integrated into the stepped landscape; visitors can enjoy the view at different levels.

RAISING THE GRADE TO COMPLY WITH CoMB RESILIENCY GUIDELINES

ONE NOLI Crossing's open space design strategy supports the development of green infrastructure in the alley and the implementation of recent City of Miami Beach resiliency codes in the proposed building.

We've anticipated the eventual raising of the network of avenues, streets, and alleys across the city—and made creative use of the existing situation!

Series of Platform Steps

All uses along the alley are raised to FEMA-recommended BFE+1. Transitional spaces around the proposed building are partly sloped and partly terraced. In the short term, the slope allows integration with the current conditions on Lincoln Road. But, in the long term, the sloped plaza will gradually raise to a level (flat) grade as the city rises around it.

An added bonus... The platform steps vary in width, creating pockets of green. Small, distributed landscaping allows stormwater infiltration along the steps and provides connectivity for local ecosystems to thrive.



03 QUALITY URBAN INFRASTRUCTURE

QUALITY FIRST

Yes, parking facilities can be beautiful. The P27 building will shield all parking from the public right-of-way. No visible cars and ramps. No subpar screening systems. Just world-class architecture and programming.

The proposed project presents a new approach to how parking garages are developed in Miami Beach.

We propose wrapping the P27 garage with habitable spaces, including stores, offices, and residences. Both cars and ramps will remain hidden and veiled by these additive programmatic uses. This is an approach already favored in the city's ordinance and design standards. In short, the building's L-shape is filled with vibrant, occupied spaces that surround a garage core.

THIS "WRAPPING" APPROACH
IS ROBUST ENOUGH TO SERVE
BOTH THE CITY'S EXISTING
PARKING REQUIREMENTS
PLUS NEW USES.

THE GROUND FLOORS ARE
WRAPPED IN A 50' DEEP
RETAIL BAND THAT CONCEALS
THE LOWER PARKING FACILITY.
THE VISITOR EXPERIENCE IS
ONE OF "ACTIVE RETAIL"
RATHER THAN PARKING.

At the core of the proposed building sits a parking garage capable of handling the existing and future needs of the site, including helping to alleviate the heavy parking loads of Lincoln Road and the Convention Center districts. The resulting massing, however, steps inward toward Lincoln Lane—a highly innovative design feature that effectively opens-up and significantly expands the public realm at street level.



COMMUNITY ASSETS

The P27 project is an infill development. Like previous initiatives to infill parking areas and to beautify the area (New World Symphony, Soundscape Park), it will involve the widening, landscaping, and activating of the streetscape with intermingled plazas, promenades, retail uses, and lobby entrances. The result is a broad range of new public assets.

- Professionally operated, structured parking garage—available at city municipal rates
- Amenity-focused neighborhood retail (SF): 10,500
- Public open spaces (SF): 13,000
- Community gathering areas enhanced with gardens and landscaping
- F&B installations with accessible seating options
- Mobile pop-up retail and unique visitor engagements
- Enhanced security and safety at all hours
- Multimodal hub: vehicular drop-off/pick-up, bicycle parking
- Service area screens: art walls, kiosks, civic installations

24/7 NEIGHBORHOOD

The activation and safeguarding of the alleys and spaces around the P27 building will be critical to the revitalization of the newly reimagined Lincoln Road District.

ONE NOLI Crossing is about a complete and connected neighborhood for the district. We envision a place that prioritizes safety and open space while balancing growth with livability. The district's success will hinge on the ability to leverage technology and diversify community offerings.

Critical to this improved experience will be public safety. The project has the potential for expanding Lincoln Road BID boundaries to include the new district and adjacent properties. We will dedicate additional resources and coordination to maintain improved public spaces and to enhance security and safety at all hours. All project elements include security cameras, enhanced lighting, and other security features developed in concert with the broader corridor plan.

A diverse offering of community-oriented open spaces has many advantages, including and especially increased public safety and improved quality of life. A critical aim of ONE NOLI Crossing is to solidify the surrounding area as a 24/7/365 full-service neighborhood. We've designed each space on the site to support a range of uses, never just a single use.

WE ARE AT A CRITICAL JUNCTURE, ONE
NECESSITATING DECISIVE ACTION TO MAKE
THE LOCAL ECONOMY LESS SUSCEPTIBLE
TO THE SHOCKS AND STRESSES THAT
IMPACT MIAMI BEACH'S CORE TOURISM
AND HOSPITALITY INDUSTRIES.

FROM RETAIL PLACES TO CIVIC EVENT
VENUES TO BUSINESS FLEX SPACES, THE
P27 SITE WILL BE ACTIVE DAY AND NIGHT.

Numerous studies have demonstrated that meaningful investments in quality community assets will have a measurable impact on the attraction of game-changing companies to Miami Beach. In addition to providing more than \$6M in recurring tax revenue, the P27 project is a model initiative for achieving The City's economic objectives, specifically, "diversifying its economy to include a greater mix of businesses." We will attract tech-oriented, creative companies by tapping into current workplace culture: energetic, focused on collaboration and innovation and more casual than past years—but always authentic.

In recent years, external factors hindered tourism (i.e. Zika, Covid, social unrest, etc.), while the ever-growing migration to South Florida has increased demand for housing and office product. The unique live-work-play value proposition offered by P27's residential program is also about tapping into Miami Beach value; residents and office workers will have the chance to live and work just steps off Lincoln Road.

When high-profit, fast-growing, financial, tech, and creative companies call NOLI home, they enable Miami Beach to continue to attract and retain the next generation of workers and creators. These are the enterprising individuals who will chart the future of Miami Beach.

ECONOMIC BENEFITS

The infilling of a massive mono-use parking lot is a public benefit. The effort is also about defining the next phase of Lincoln Road North as a district. We are reinforcing Miami Beach's existing urbanism and creating an iconic address, a destination attractive to businesses and their employees, residents, and shoppers.

BOTTOM LINE: The proposed mixed-use retail/office/residential building maintains parking counts—while providing other uses that add life and activity to a currently underutilized space.

JOB CREATION

ONE NOLI Crossing will create more than 450 permanent on-site jobs and further diversify the local economy by drawing tech, creative, finance, and professional service firms to the beach. As a result, the city will be less susceptible to shocks and stresses that impact the core tourism and hospitality industries.

Just as important as the number of jobs is the type of jobs that this project will attract. Similarly, who will have access to the jobs?

Tech and professional services jobs in the Miami metro area pay 66% more than the metro average. Programs that connect local youth and adults to tech-oriented professions will be a priority. The ultimate objective is to nurture, attract, and retain the talent that will chart our city's future.

FISCAL BENEFITS

- 500 permanent jobs
- 750 temporary jobs
- \$6M+ in recurring tax revenue
- \$78M present value

SOCIAL INVESTMENTS

- Job Creation: training, facilities, public-private partnerships
 - Market Diversification: start-up incubators, pop-up retail
 - Resilient Design: FEMA Base Flood Elevation +1
 - Resource Conservation: reduced utility loads, built-in water management
-

ONE NOLI CROSSING WILL GENERATE NEARLY A QUARTER BILLION
DOLLARS IN ECONOMIC ACTIVITY AND DRIVE GROWTH AND
RECURRING TAX REVENUE TO THE CITY, COUNTY, AND STATE.

FINANCIAL OFFER

to The City of Miami Beach

1. **Upfront Payment**—at commencement of construction, the developer makes lump sum payment to The City. We anticipate that this payment will support affordable housing and other city initiatives.
2. **Construction Rent**—during construction, the developer will pay rent to The City, while also compensating The City for lost parking revenue.
3. **Minimum Base Rent**—beginning at construction completion, the developer agrees to pay The City a fixed ground rent, which will escalate annually.
4. **Participation Rent**—over time, as the investment becomes more profitable, The City will participate in the economic upside by receiving a percentage of revenues from the property's income.
5. **Transaction Rent**—at any sale of building, The City will participate in profit sharing by receiving a portion of sales proceeds.

SYNOPSIS

Developer pays to construct the state-of-the-art parking garage.
We have accounted for ALL The City's existing spaces.
The City retains ALL parking revenue throughout the lease term.

COMMERCIAL STRATEGY

In addition to diversifying the local economy, the P27 project will strengthen Miami Beach's traditional retail and hospitality industries. We are introducing new uses that will create buzz and energy around Lincoln Road.

Intentionally, the P27 retail strategy complements rather than competes with Lincoln Road Mall. This means targeting small and local. Rather than focus on traditional retailers, we'll target service-oriented businesses, fast/casual dining, and destination F&B outlets. This leasing strategy permits less established retailers to enter the market.

WE WILL BE EMPOWERED TO
LEASE TO TENANTS THAT ARE
OF THE SAME HIGH QUALITY
AS LINCOLN ROAD MALL AND,
THEREFORE, UPHOLD THE
CHARACTER AND INTEGRITY
OF THE DISTRICT.

A smaller retail footprint has positive economic ramifications. Small bays are more affordable without reductions in profitability. We also won't be directly competing with Lincoln Road Mall for prospective tenants requiring bigger stores.



The potential for connecting and aligning interests for Lincoln Lane North will begin with the ABCs of activating Parcel 27.



Add

new categories of retail, office, and residential spaces to further diversify district programs and avoid monocultural, single-use development.



Build on

existing positive urbanisms, such as continuation of The City's past efforts to widen streets and to accommodate higher and more resilient floor levels.



Complement

in finishes, program, and commercial offerings, rather than compete with the Lincoln Road District.



THINKING OUTSIDE THE “BIG BOX” VENUE WILL NECESSITATE SOME CREATIVITY, WHICH MEANS ENGAGING WITH NONTRADITIONAL COMMERCIAL AVENUES, INCLUDING THOSE FOCUSED ON MULTI-CULTURAL CUISINES, SERVICES, AND PRODUCTS.

STEPS TO COMPLEMENT, NOT COMPETE WITH LINCOLN ROAD MALL

- Multi-platform F&B program supports full range of active-use amenities on P27 site.
- F&B offerings are clustered to function as an incubator for new/local businesses.
- Open-air façades face the street to reinforce North Lincoln Road’s “Linear Park.”
- Established digitally native brands targeted for smaller bays (“from clicks to bricks”).

Lincoln is home to many flagship stores from international brands, like Nike, Apple, Zara, and the Gap. In contrast, P27 will offer salons, childcare, pet services, and production related services. Lincoln Road may have stellar shopping, but it lacks the type of retail that residents and workers require on a daily basis. We will change this.