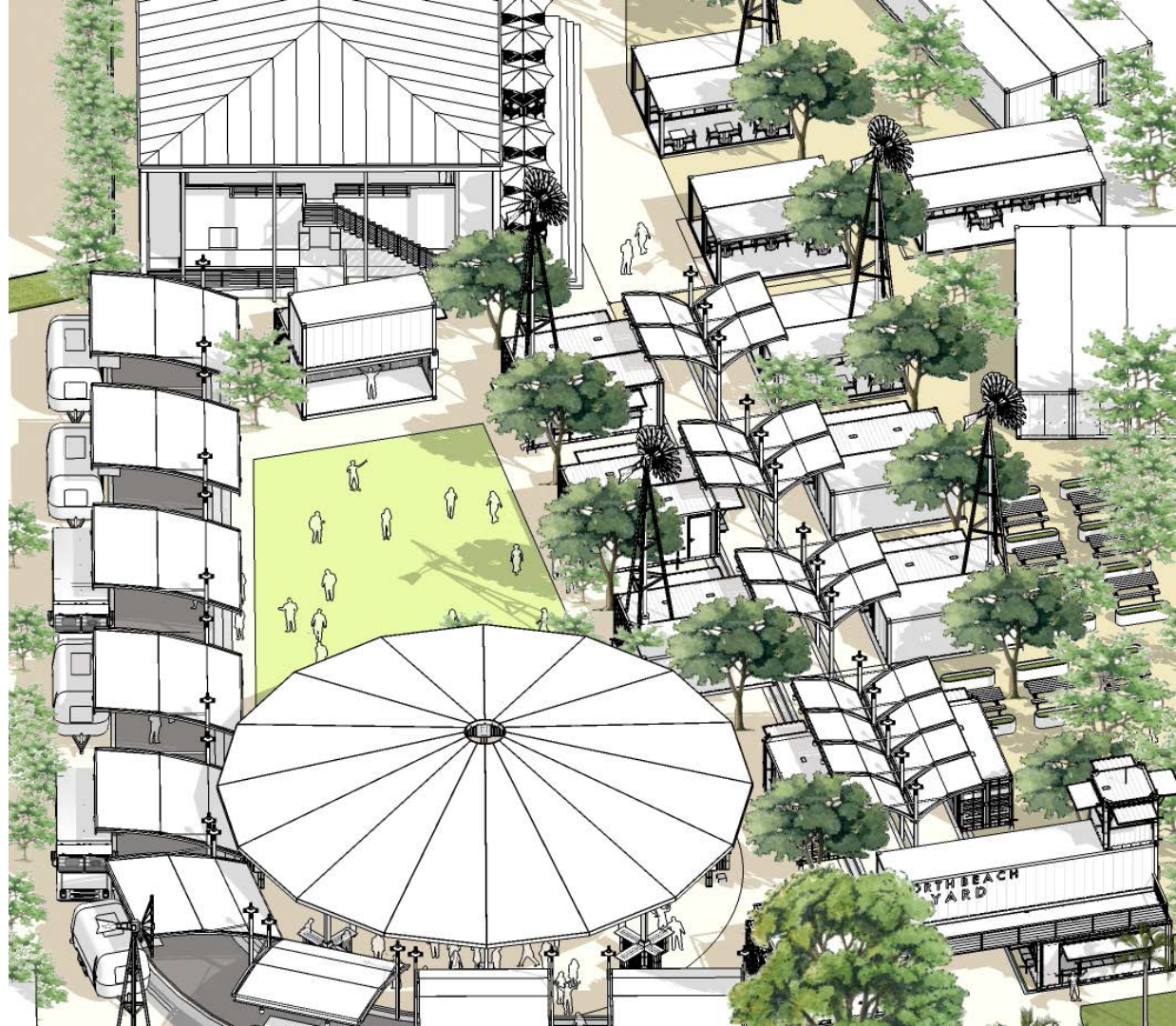


# The North Beach Yard

Entrepreneurial Incubator &  
Community of the Future



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An architectural rendering of The North Beach Yard development project. The image shows a modern, multi-story building with a glass facade and a flat roof, surrounded by greenery and a paved area. The building is situated on a corner lot, with a street running along the left and bottom edges. The rendering is in a light, sketchy style, showing the building's structure and the surrounding landscape. The text is overlaid on the top left of the image.

## The North Beach Yard: A Catalyst Development Project

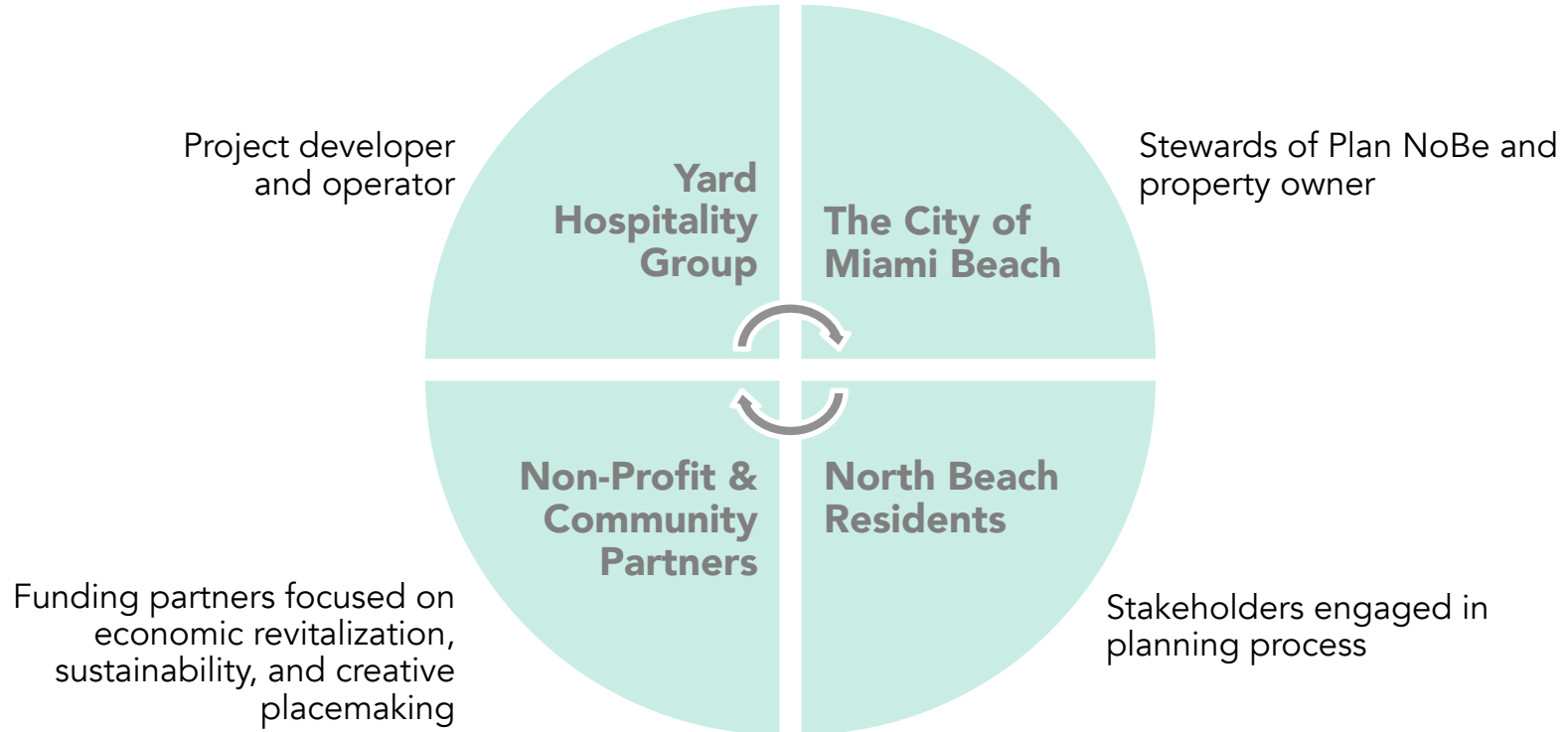
A jumpstart to the master plan for The North Beach District of The City of Miami Beach, The North Beach Yard represents an economic and cultural catalyst to revitalize and reactivate an underserved neighborhood.

Projected to open in 2019, The North Beach Yard will transform a vacant city-owned lot into a multifaceted ecosystem – incorporating a culinary & cultural incubator, a sustainability demonstration project, and a diverse, modernized community center. The North Beach Yard will be home to ~35 new businesses, employing ~250 people. With capacity for ~2,500 people, the destination is expected to attract over 500,000 visitors annually.

Built on principles of nimble startups, lean urbanism, and groundbreaking sustainability initiatives, The North Beach Yard's distinct model will position Miami as a leader in entrepreneurship, resiliency and economic development.

# The Founding Partnership

The North Beach Yard catalyst development project is a dynamic partnership engaging private and public entities.





# Project Milestones To-Date

The North Beach Yard project planning and initial development has brought together diverse stakeholders over 2+ years.

## Oct. 2015 - Oct. 2016 North Beach Master Plan (‘Plan NoBe’)

*An intensive open master planning process engages 1,000+ stakeholders to determine the future of the North Beach neighborhood of Miami Beach, with the final ‘Plan NoBe’ gaining unanimous approval from The City of Miami Beach Commission*

## Jan. 2017 - Jul. 2017 The North Beach Yard Concept: A Catalyst Development Project

*Identified as an economic and cultural catalyst to jumpstart Plan NoBe, “The North Beach Yard” development concept and lease win unanimous support from The North Beach Steering Committee and The City of Miami Beach Commission*

## May 2017 - Present Collaborative Ecosystem Design

*Appointed design architect (Miami-based DPZ), thought leaders, public officials, residents, and community partners engage in a collaborative open dialogue regarding the design of The North Beach Yard ecosystem*

### Stakeholders

North Beach Residents



The City of Miami Beach



Yard Hospitality Group



Non-Profit &  
Community Partners



# The North Beach Yard Model for Impact

As a catalyst development project, The North Beach Yard ecosystem will serve as a distinct model to energize The North Beach District of The City of Miami Beach across five different dimensions.



**The North Beach Yard Founding Team is building on past success developing an economic and cultural catalyst in Miami at The Wynwood Yard.**

In November 2015, a grassroots team launched The Wynwood Yard ecosystem, transforming four vacant lots in Miami's Wynwood Arts District into a food yard, events-and-live-music venue, urban garden, and all-day hangout space.

The Wynwood Yard has become the most recognized incubator and accelerator for culinary and cultural entrepreneurs in Miami, offering a supportive ecosystem for small businesses to launch, validate, and scale their businesses.

With capacity for 1,500 people, the 0.6-acre site hosts ~30 weekly events, including cooking classes, dinners, speaker series, entrepreneurship and networking, health and wellness programming, and art workshops for Miami locals and visitors of all ages and backgrounds.



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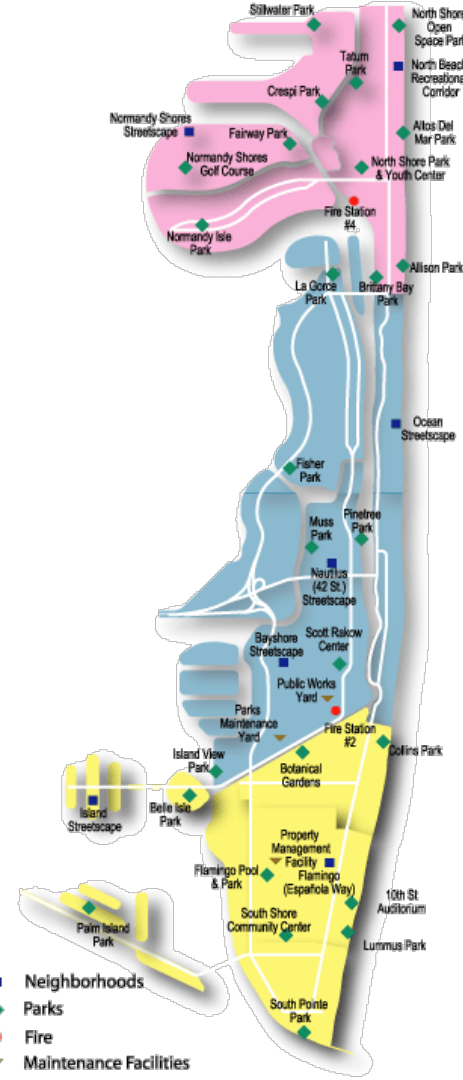
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# MIAMI BEACH

One of the most popular tourist destinations in the world, The City of Miami Beach attracts millions of visitors every year. The name immediately brings to mind visions of idyllic beaches, memorable architecture, and a slower pace of life.

Each of Miami Beach's three districts – South Beach, Mid-Beach, and North Beach – has its own character and identity.



## North Beach

The uppermost part of the city, by contrast, has grown up organically, driven by the needs of its residents. As a result, the neighborhood is diverse, with a “small town” feel.

## Mid-Beach

Significant development activity in this area has created a blend of single-family to large-scale residences and tourist destinations.

## South Beach

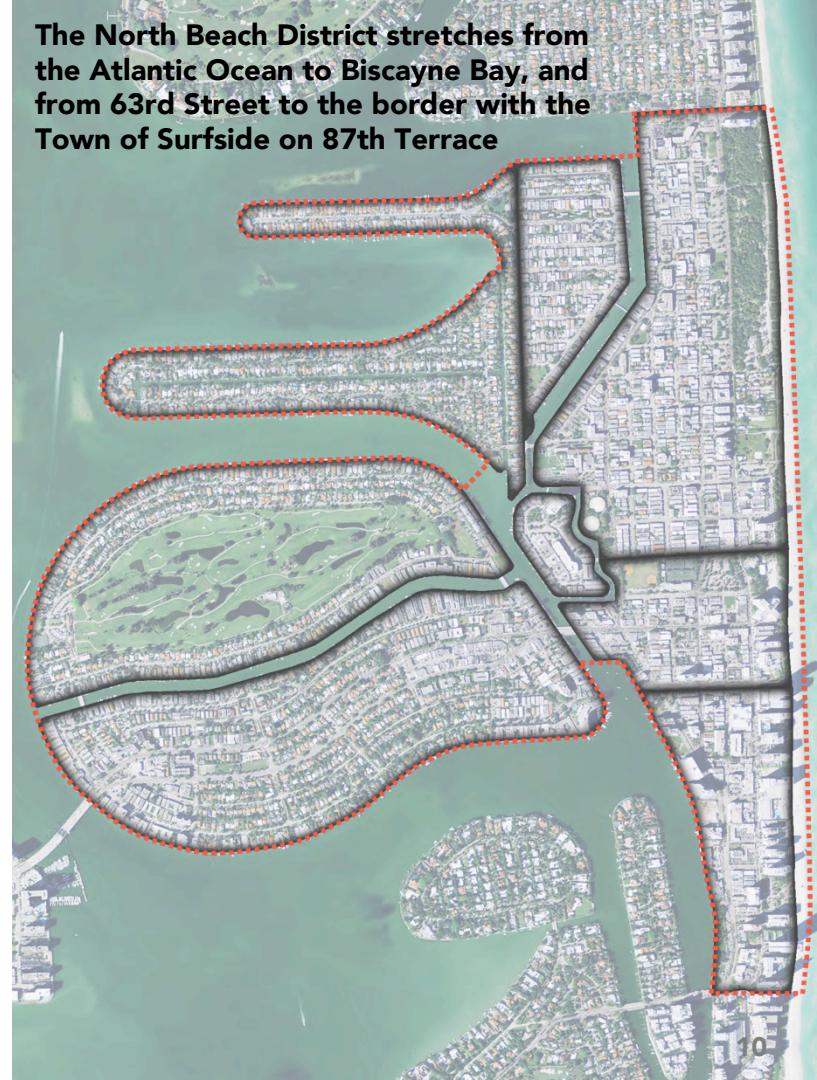
The most visited district, rich with cultural attractions, has become known internationally as the hip and trendy part of both Miami Beach and Miami in general.

North Beach, the uppermost third of Miami Beach, has so far been left out of the city's breakneck redevelopment.

While investment in other parts of South Florida has flourished, it has proven difficult to secure financing for mixed-use projects in North Beach, given the neighborhood's stagnation.

The City of Miami Beach has identified the need to map out an economically-balanced redevelopment plan for this diverse community of 29,000 residents.

The North Beach District stretches from the Atlantic Ocean to Biscayne Bay, and from 63rd Street to the border with the Town of Surfside on 87th Terrace





During a two-year open master planning process, over 1,000 interested residents and stakeholders played roles in developing an economic and revitalization strategy to determine the future of the North Beach neighborhood.

The North Beach Master Plan ("Plan NoBe"), a roadmap for public and private sector development in North Beach, was unanimously approved by The Miami Beach City Commission in October 2016.





5 big ideas to energize the North Beach community  
emerged from the public planning process

**MAKE A  
TOWN CENTER**

**PROVIDE  
MORE MOBILITY  
OPTIONS**

**PROTECT & ENHANCE  
NEIGHBORHOODS**

**BETTER UTILIZE  
PUBLIC LANDS**

**BUILD<sup>TO</sup>  
LAST**

Plan NoBe presents the community's shared vision for North Beach – emphasizing revitalization, resiliency and preservation, with a thriving town center serving area residents at the neighborhood's core.





## Plan NoBe identified “The West Lots,” eight vacant city-owned parcels, as opportunities to energize North Beach

“The vacant West Lots... are enormous assets that the City can utilize in order to create the kind of ideal development projects that meet the City’s complex needs regarding sustainability, affordable housing, civic spaces, economic development, and mixed uses. Harnessing the development potential of these lots remains essential for revitalizing North Beach and implementing Plan NoBe goals.”

- NoBe Master Plan

## A Catalyst Development Project to Jumpstart Plan NoBe

In January 2017, Miami Beach City Commissioner Ricky Arriola approached Della Heiman and Ken Lyon, founder and operators of The Wynwood Yard, Miami's preeminent entrepreneurial incubator and community hub, with an unprecedented opportunity to bring their distinct model to one of the city-owned West Lots – 1.2 acres at 81st Street and Collins Avenue.

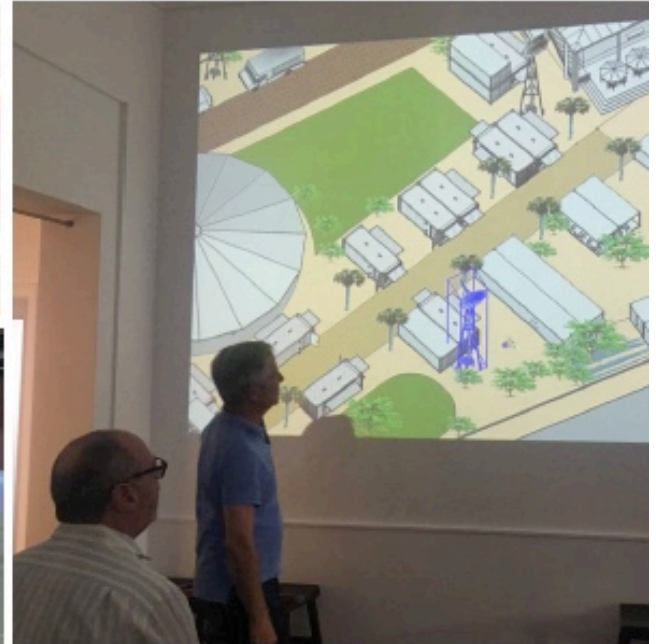
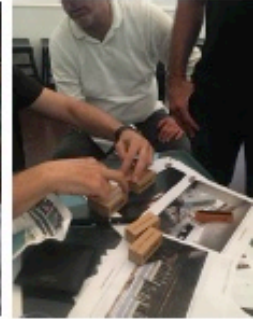


# For Locals, By Locals

In April 2017, The North Beach Steering Committee provided unanimous support for the proposed “North Beach Yard” concept.

The North Beach Yard project has embraced the diversity of the community through the use of public meetings and charrettes to involve citizens and public officials in a collaborative dialogue about new development, building on the diversity of the region and its physical environment.

The project team will continue to work in lockstep with both neighboring residents and stakeholders to ensure that this project will successfully serve the wants and needs of the North Beach community.







**As the stewards of Plan NoBe and owners of The West Lots, The City of Miami Beach is a core partner in The North Beach Yard project.**

In July 2017, The City of Miami Beach Commission unanimously approved The North Beach Yard's lease with an initial 5-year term, two 2-year renewal options, and potential for a 50-year term (if placed on ballot).

To-date, The City of Miami Beach has committed to \$628K in funding for the The North Beach Yard. The City will continue to serve as a key partner in bringing the project to life and supporting its ongoing operations.







ID	Name
A1	Main bar space with "circus" tent
A2	The Lawn (Astroturf)
B1-B9	Food trucks
C1	Entry plaza on Collins
C2	82nd Street entry (valet)
C3	Red line indicates secured site boundary
D1-D8	Windmills
E1	Vegetable/herb garden
F1-F2	Double 20' containers - retail - open to entry plaza, supporting tower or gateway element above
F3-F4	Single 20' containers, garden retail
F5-F7	Double 20' containers, retail with VIP seating facing the lawn
F8-F9	Double 20' containers, retail
F10	Double 20' containers, open air dining for Della's Bowls
F11	Stage - double height with screen for movies
F12	Double 20' containers, bar
F13	Double 20' containers, open air dining for Charcoal
F14	Double 40' containers, Retail, Kitchen Classroom, Pilates deck above
F16	Triple 40' containers, Della's Bowls kitchen and serving line
F17	Double 30' containers, glass enclosed dining for Charcoal
F18	Triple 40' containers, Charcoal kitchen
F19-F20	Single 40' containers used for food truck dry storage
G1	Existing classroom building retrofitted with bathrooms, catering pantry and storage. Roof proposed to be utilized as an event space (pending feasibility study).
G2	Elevator tower to service roof deck and upper levels of container space
G3	A tent structure is proposed to encompass the entire building including the roof deck.
H1	Improved cross walk on north side of intersection
H2	Back-of-house and access for food trucks
H3	Back-of-house, deliveries, manager parking
H4	Back-of-house for Della's and Charcoal

# The North Beach Yard

## Annotated Master Plan – Design by DPZ



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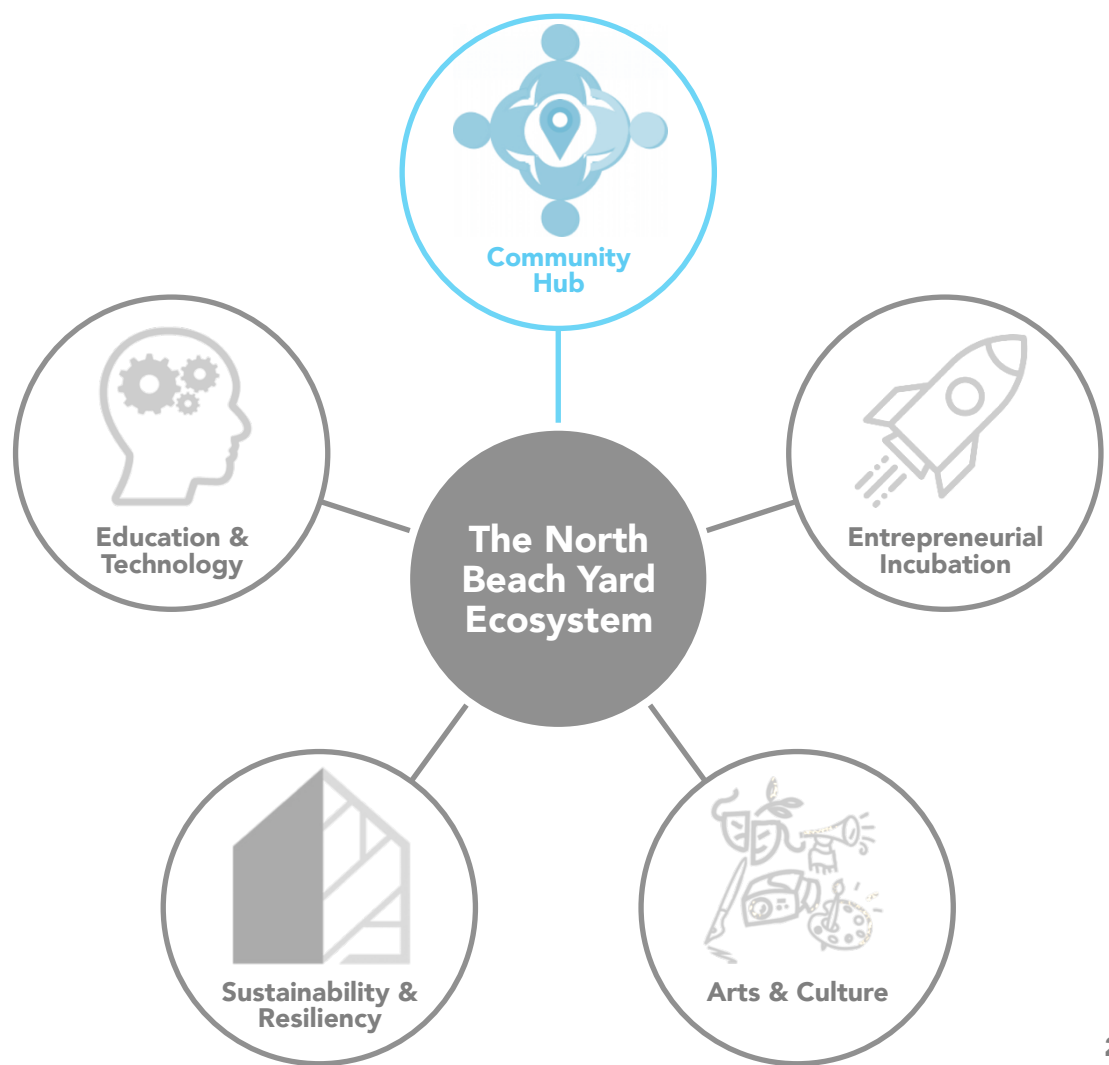
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# The North Beach Yard Model for Impact

As a catalyst development project, The North Beach Yard ecosystem will serve as a distinct model to energize The North Beach District of The City of Miami Beach across five different dimensions.



# Community Hub







**As part of the Plan NoBe community charrette hands-on design session, residents shared their priorities for the development of the neighborhood**

include a variety of housing types and tenancies <b>40</b>	add new retail and entertainment for residents <b>61</b>	provide better connectivity <b>31</b>	utilize green building & site design systems (for water, energy, etc...) <b>20</b>	add new residents that help support North Beach businesses <b>23</b>
adapt public infrastructure and buildings to sea level rise <b>53</b>	increase access to the beach, parks, and open space <b>32</b>	add new workplaces and service for residents <b>27</b>	create walkable and bikable places <b>59</b>	maintain the neighborhood scale in residential area but increase density in the town <b>57</b>

Sources: North Beach Master Plan Community Survey ("Of the many potential goals to pursue, which are most important to you?"); 2016 Our Miami Report (The Miami Foundation)

## An Underserved Community

Today, North Beach lacks a central lifestyle, cultural, and commercial destination, with affordable products and services, to serve its residents.

Community members have underscored the need for a compact, pedestrian-friendly town center that is vibrant, dynamic, and includes a mix of uses.



"We strongly believe that The North Beach Yard would be a wonderful addition to our neighborhood. We think that The North Beach Yard could even be a leading force for revitalization in the neighborhood."

"Wynwood Yard has been so revolutionary for our family and all the communities within reach. It's been a safe, fun space to meet friends, have casual meetings, hang out with the kids and introduce them to gardening, healthy eating as well as different musical styles from the never-ending list of appropriate entertainment. In short, it's different. It's innovative. It honors 'mom and pop' shops and food trucks and exposes our children to a broader, nobler concept of entertainment and living in Miami. We CAN NOT wait for the North Beach location to open."

"I am so excited to see The North Beach Yard in our neighborhood."

## Community Feedback for The North Beach Yard

"The North Beach Yard is an ideal initial tenant as they bring community events, culture, food and entertainment to the neighborhood without sacrificing the future development potential of the West Lots."

"We are THRILLED! What a fantastic idea and a great use of the space."

"[The Wynwood Yard] has been a game changer for Miami in so many ways and I can't wait for the opening in North Beach, which is closer to my home... The Wynwood Yard brings a better quality of life for residents, strengthens neighborhood bonds and becomes a second home for people and their families. This is a win for everyone!"

## Unanimous Support from North Beach Residents

North Beach residents have recognized The North Beach Yard as a valuable civic asset to bring together their diverse community.



**The activation of an empty lot will trigger a much-needed sense of community in this underserved neighborhood**

## An Accessible Community Epicenter

The North Beach Yard project site is central to the North Beach neighborhood – located in a high residential density area, across from the 30-acre North Shore Open Space Park, a popular family-oriented, naturally landscaped, park that provides access to the beach.

The space is accessible via public transit, and there are over 650 surface parking spaces (currently low usage) within 3 blocks.



**"The North Beach Yard promises to be a model town center for the 21st century."**

- Andres Duany, DPZ





## A Distinct Model to Energize North Beach

Open to the public, for the benefit of the public, The North Beach Yard promotes diversification, not gentrification for the North Beach neighborhood.

The North Beach Yard serves as an accessible, inclusive, modernized community center – incorporating a culinary incubator, an open-air marketplace, an urban garden and hydroponic farm, an events hall, and a fitness studio.

The multifaceted ecosystem will serve latent resident demand for affordable, neighborhood-oriented food, beverage, and retail products and services, as well as education, fitness, arts, and entertainment programming.

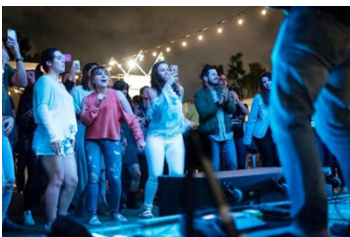




## A Civic Asset for a Diverse Community

The North Beach Yard will serve as a socially-active “third place” for diverse North Beach residents to connect with their city and with each other.

- Improving quality of life
- Creating social networks and affiliations across age, ethnicity, and class
- Promoting civic engagement
- Ensuring safety and accessibility
- Fostering fun and fulfillment
- Deepening the community’s cultural spirit
- Providing opportunities for live, work, play lifestyles
- Enriching health and well-being
- Creating a unique, attractive and memorable destination for residents and visitors





# Entrepreneurial Incubation

