

REVITALIZING LUMMUS PARK A SOUTH BEACH KON



KATIE SCHWARTZ SPRING 2010



A Special thanks...

To my Mom and Dad for always supporting me and constantly reminding me that I can do anything. Thank you for the many times you went out of your way to help me move and function while I was delirious from no sleep. You two are amazing.

To Jared, my best friend and future sugar daddy. Thank you for always being there and knowing how to make me laugh when I needed a mental break from my projects. You are my rock and I can't wait to take on the Redneck Riviera with you.

To all my friends. Thank you so much for all the encouragement over the years and not thinking I'm completely crazy when you would call and I would be on my 3rd day with no sleep. I made it!

To my studio family. Thank you for being able to understand exactly what I was going through and for accepting me in whatever sweat pants / T-shirt combo I ended up in every night. You are all amazing and I will cherish all the long, long nights, great laughs and amazing friendships. Please, stay on Facebook.

To Allison, Chelsea and Sarah. I literally do not know how I could have made it through the past 4 years without you. From the late night chocolate espresso bean giggles to making sure I actually got to San Fran, Chicago and Paris while in la la land, you girls have really made my time in our program worth it.

And last but not least, to my advisor Terry Schnadelbach. Thank you for helping me along this journey and teaching me that a project isn't great unless I'm having fun doing it. You have been such a great professor and inspiration. Thank you for the Paris trip and always rocking the latest threads. You are awesome.



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INTRODUCTION AND HISTORY

INTRODUCTION AND HISTORY

The location of my capstone project is in Miami Beach, FL and runs from 5th St. to 14th place directly on Ocean Drive. This area of the beach is known as Miami Beach's historical Art Deco District. My specific site currently holds Lummus Park, a public park that also acts as beach access to famous South Beach. I am interested in the urban design aspect of landscape architecture, specifically how a landscape design can communicate with the architecture in an urban environment. Miami Beach is known for its well acclaimed art deco style and the architecture that celebrates it. I wanted to revitalize Lummus Park to reflect the architectural language of the area.



My site, Lummus Park, is highlighted in purple. This aerial shows the City of Miami Beach and its relationship to the greater City of Miami in the background



A southwest glimpse of Lummus Park and its relationship with the dense city.



Lummus Park and its relationship to South Beach



Lummus Park and Ocean Drive 1930's



Lummus Park 1940's



Art Deco Hotels on Ocean Drive today

BACK IN THE DAY...

South Beach was the first area to be developed in Miami Beach. Development began in the early 1900's as a result of the tourist boom brought about by the railroad extension built by Henry Flagler that ran from Palm Beach to Miami. Several successful developers were the visionaries behind this innovative development plan for Miami Beach. They wanted to create an affordable beach front community and turn the area into a tourist destination. Among these business men were the Lummus brothers along with Carl Fisher and John Collins. The Lummus brothers were highly influential in the growth of Miami Beach. They were responsible for Collins Avenue as well as creating a large subdivision on the southernmost point of the beach. In 1915, they sold their untouched oceanfront property from 5th to 14th to the City of Miami Beach for \$40,000. The brothers specified to the city, that they would like to see the land used as a public park and playground. The land was dedicated to the public and named Lummus Park in their honor. Unfortunately, by the mid-20s, the original vision faded as the wealthy invaded the island and it became a dream for high-society. This lasted until the hurricane of 1926, which destroyed much of the area by floods and heavy winds. Three years later, the Stock Market Crash of 1929 occurred. These events destroyed all financial confidence in South Beach and the wealthy began to move elsewhere.

During the depression in the 1930's, an architectural revolution came to Miami Beach. A new group of people came to the beach and built a large number of small hotels and apartments with a modern style that was new to the area. This style is known as Art Deco. The Deco buildings that were built along Ocean Drive shared a symbolic relationship with Lummus Park. The hotels were built with the thought that the park would serve as an outdoor living room. In return, the buildings contributed to the park by creating the park's edge with a unique, colorful skyline that could only be seen from inside the park. The Art Deco hotels were built with emphasis on efficiency and functionalism which provided affordable vacations. This building boom helped bring the area out of the depression by attracting large amount of tourists. This would be the beginning of Miami Beach's popularity boom. These buildings were not just the first examples of Art Deco in the area but a symbol of a new beginning for Miami Beach.

Through the years, Miami Beach has economic trials. In the 70's, the hotels were beginning to experience financial difficulties. This raised several redevelopment plans that proposed to reconstruct the city completely. These plans would involve destroying the historical deco buildings. In 1979, a group of activists fighting against the pressure of a declining economy and the ideas of urban renewal, helped establish the Miami Beach Architectural District, the largest Art Deco district in the world. This fight to keep these buildings alive would not come easy. Many of the older buildings in the district had to be saved by individual investors who completed significant rehabilitation, but maintained the original character. This area today contains more than 650 architecturally significant buildings designed in the Art Deco style. The area contains the largest collection of Art Deco architecture in the country. Developed in the 1930's when Deco was considered fresh, the district is the Nation's youngest historical district and was placed in the National Register of Historic Places in 1979. In 1988, Lummus Park was listed as a historic landmark by US National Register.

INTRODUCTION AND HISTORY



I'M GOING TO MIAMI.....

Beyond the radiant sun, surf and sandy white beaches, Miami Beach is a world- renowned entertainment and cultural destination. From its well-acclaimed Art Deco architecture to celebrated nightclubs and designer fashions, people from all over dream of coming to this city of life. South Beach has become a favored location for films, music, television shows and fashion shoots. One of the most notable areas of Miami Beach is Ocean Drive in South Beach. Ocean Drive runs along Lummus Park and borders the Art Deco District. The locals love it and the tourists can't get enough. The drive is well known for its lively activity and sidewalk cafe's. At anytime of the day, you are bound to find an abundance of people, several Lamborghinis and at least one eccentric local, dressed in a neon or batman jump suit. The unique experience that is South Beach is one of a kind that people from all over come to experience every year.

In the evening, Ocean Drive really comes to life with the ambient neon glows radiating off the Deco buildings. These neon lights are very symbolic of the night life here. The strip along Ocean Drive is where all the action goes on well into the early hours on the morning. These are actually the only lights along the drive at night. Without street or park lights in my site, Lummus Park falls dead. I want to incorporate 24-hour activity and accurately interpret this great South Beach energy into the park at night.





GOALS AND OBJECTIVES:

Introduce design character that will emphasize the area's Art Deco fashion

- Develop visual representation of Art Deco design by using materials and patterns
- Implement neon lighting in the site to complement the art deco buildings at night
- Develop a plan to link the aesthetics of the park and surrounding architecture

Improve the aesthetic quality of Lummus Park

- Restore the main promenade running through the park
- Install decorative and functional elements throughout the site
- Create an area that will display local talent
- Develop visual linkages between the park and the adjacent street to alleviate pedestrian congestion

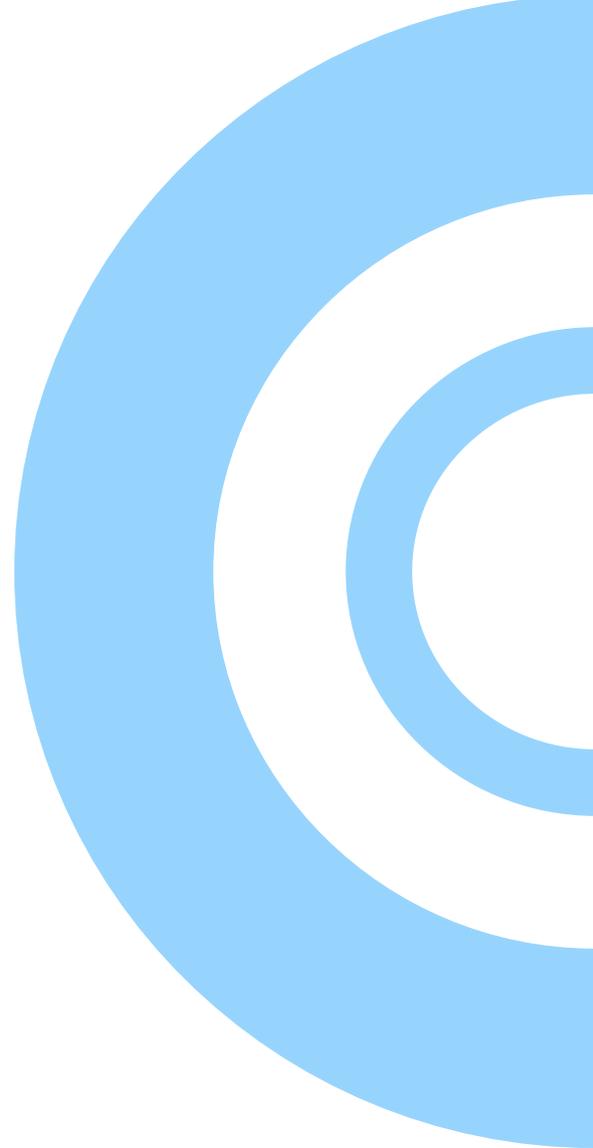
Improve functionality in the park

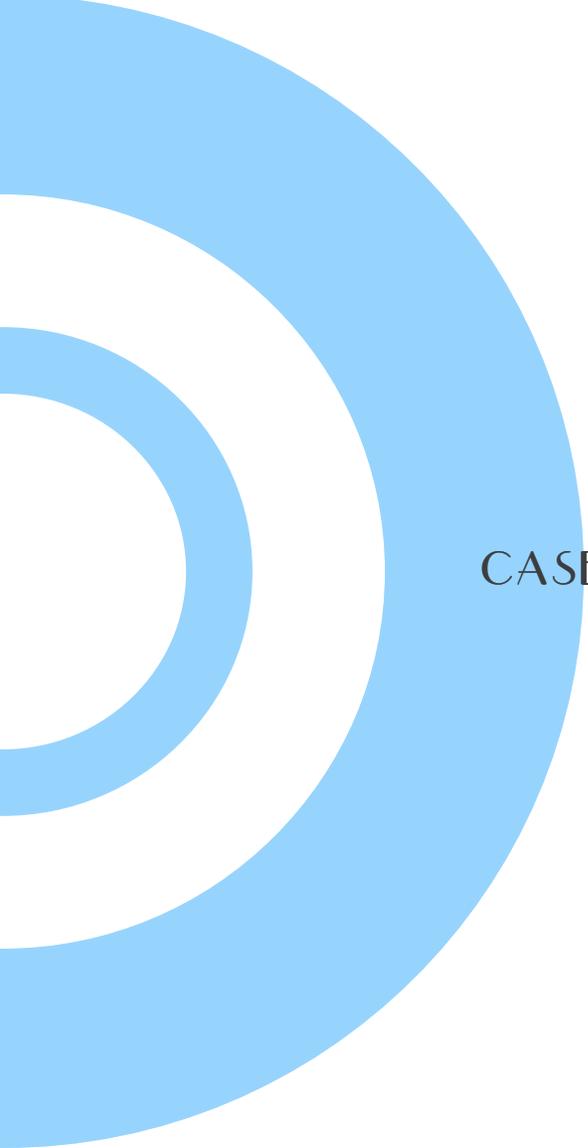
- Update the seating areas with new modern seating
- Provide new permanent lounge seating
- Provide temporary cafe's and beach bar spaces for gathering
- Provide a design that allow the site to be utilized during the evening

Accurately interpret Ocean Drive's energy into the site at night

- Develop lighting in an aesthetic character similar to the surrounding context
- Create spaces that could be utilized by the large evening crowds of Ocean Drive
- Provide 24-hour activity







CASE STUDIES

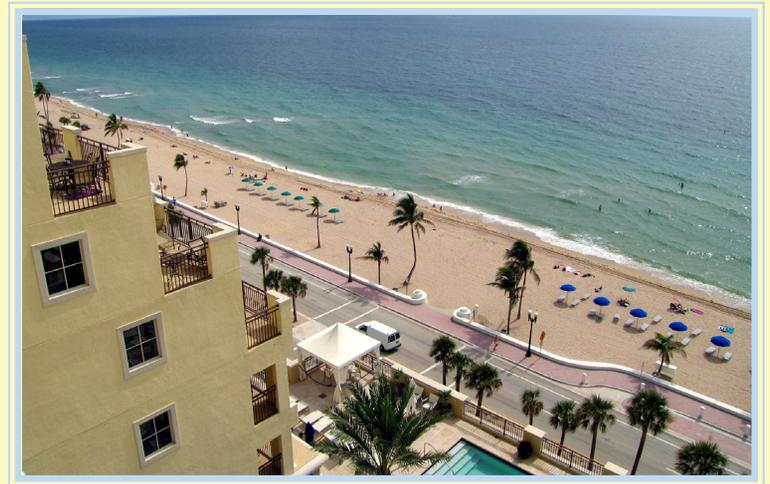
CASE STUDIES



FT. LAUDERDALE BEACH, FL

This project is similar in character to my site and is a great example of interweaving the sidewalk, cafes and stores across the street to the adjacent beach. The sidewalks and sculptural features are designed with a playful sense of mind and really capture the vibe of historical Ft. Lauderdale beach. The wave wall running along the beachfront promenade is a great feature for the site and has become a trademark for the beach. The brick paving pattern was created for aesthetics as well as a way finding tool for pedestrians with the pattern running through crosswalks at intersections.

In the program, they eliminate street parking along the beach in order to widen the promenade. This allows more space for pedestrians and cyclists to enjoy. There is also a trademark wave wall that runs on the beach side of the main promenade. The wall has great aesthetics and provides seating as well as a buffer to the sandy area.



BARCELONA BEACH, SPAIN

The context of this site is very similar to my site with a main promenade running along the beach with dense buildings adjacent to it. This location is not only a popular daytime destination but alive at night with entertainment. This design works well by providing interesting art and focal points that can be used during the day and well into the evening. Beach hut bars are a very successful elements throughout this design and they work well to utilize the site. The use of lighting is another feature that i find succesful along the beach front. The lighting almost acts as art and really gives the area character during the evening.



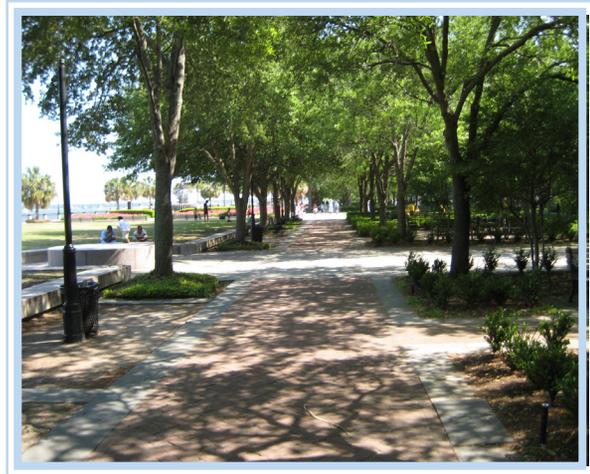
CASE STUDIES

VENICE BEACH, CALIFORNIA

This beach is a great example of what a design could be if you add a little funk to it. The main boardwalk running along the beach on one side and the hip shops and restaurants on the other is a huge success in this design. It connects the natural site of the beach to the dense cluster of structures running along it and attracts tourists and artists alike. Interactive Elements such as the outdoor gym area and a graffiti wall are some of the many highlights in this amazing park. The entire beachside is full of artistic sculptures and elements that encompass what Venice Beach has come to be famous for.

The Designer wanted to create a park that would be 'safe, vandal resistant, attractive, artistic and innovative'. Coming off of the grand boardwalk, the design provides recreational areas, street art, bike paths, a skate park, children's play areas and street furniture. There is also space for temporary vendors to set up along the outside of the park. This park is similar in context to my site and expresses the character that helped influence my design.





WATERFRONT PARK, CHARLESTON S.C.

The park was designed as a place where people can get away from the crowded downtown area and come to a place of serenity and relaxation. The design consists of a 1,200 ft promenade that runs along the water throughout the site. This promenade is lined with native Palms and allows visitors to experience beautiful Cooper River's restored natural marshy habitat. The park has a large centralized pineapple fountain that represents Charleston's southern hospitality. The fountain acts as a focal point in the park's design and attracts visitors to its unique and inviting display.

The site is filled with shaded intimate areas to sit and enjoy the space. Its main shaded area is on the west side of the site and as you move towards the water the site opens up to a great lawn area over-looking the river. This allows visitors the option of shade vs. sunny areas. A 400 foot long wharf and 365 foot long fishing pier are other attractions at the park. The pier projects out into the water and is furnished with shaded porch swings and benches in classic southern influenced design.

Overall, attention to detail was giving to all of the elements of the design from the furniture to the landscape and paving materials. The paving materials were remnants of the former port and the landscape materials were native to the Charleston area. The park was designed for passive and active recreational activities at many different scales. It has been created to attract joggers, cyclists, fishers and walkers and it does a great job doing that and keeping the historical character of the site at the same time.



CASE STUDIES

CLEVELANDER HOTEL AND PARK WASHINGTON HOTEL MIAMI BEACH, FL

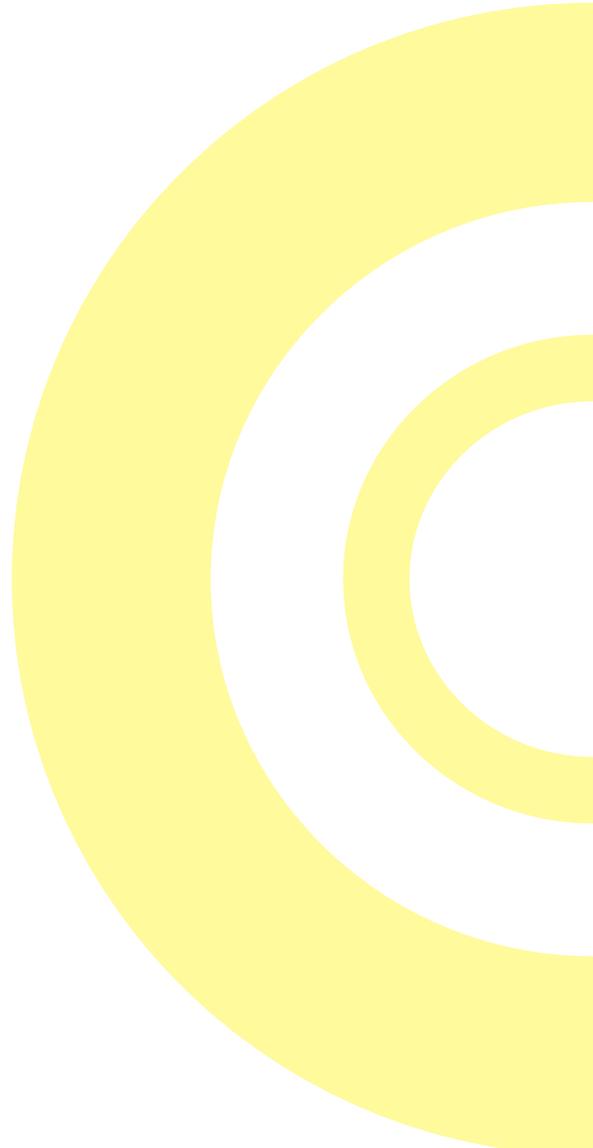
The Clevelander Art Deco hotel has been the hotspot in Miami's South Beach since it opened in 1938. It represents the streamline deco architectural style with its pastel blue window brows and pastel pink square and diamond accents. It has a bright neon pink marquee that is positioned above the hotel's porch. The deco style pool and neon glass-block bars outside are the historical hotels main attraction. I loved using this hotel's interior and exterior to influence my parks design. The neon lights that take over the Clevelander at night show the vibe that is South Beach.

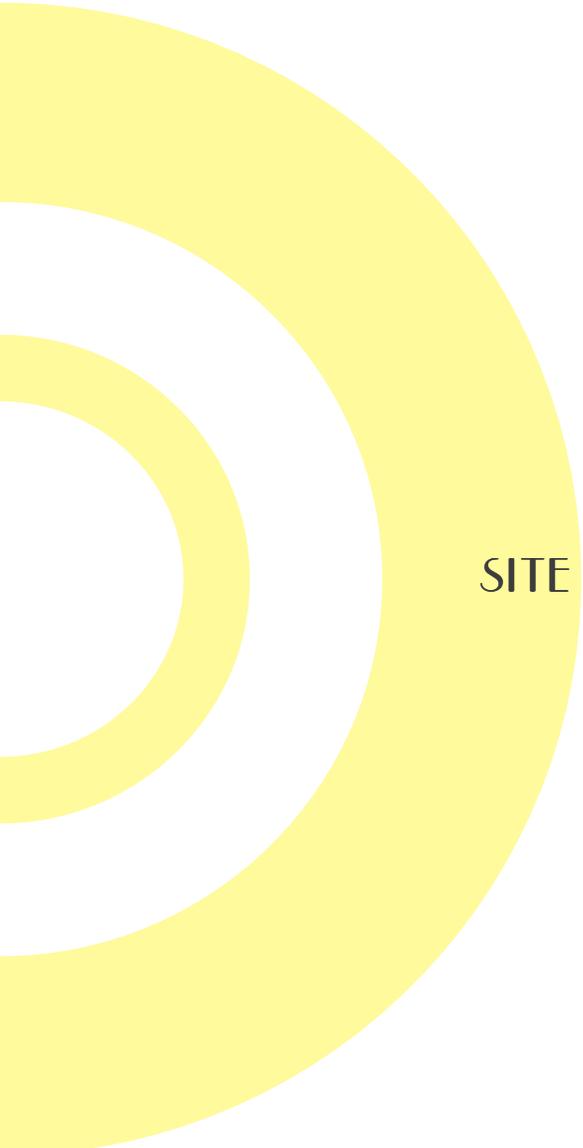
The Park Washington is another historical Art Deco hotel on Miami Beach. Its use of portholes along its poolside wall truly represents a distinct deco design. The bold vertical lines along the hotels facade demonstrate the streamline modern deco style. The material choices used throughout the hotel are similar to The Clevelander with tile mosaic and neon lighting at night.



INSPIRTATION ALONG OCEAN DRIVE







SITE ANALYSIS AND SYNTHESIS

SITE ANALYSIS AND SYNTHESIS



LEGEND

	PRIMARY ENTRANCE POINTS		ART DECO WILCOX CUNY AND COFFMAN MUSEUM
	SECONDARY ENTRANCE POINTS		PRIMARY VEHICULAR TRAFFIC
	PUBLIC RESTROOMS		SECONDARY VEHICULAR TRAFFIC
	DESIGNATED RECREATIONAL AREAS		PUBLIC PARKING GARAGES



LOOKING NORTH ON THE CAFE SIDE OF OCEAN DRIVE



LOOKING NORTHWEST FROM LUMMUS PARK TO THE ART DECO BUILDINGS



LOOKING SOUTH DOWN THE SIDEWALK ON THE PARK SIDE OF OCEAN DRIVE



LOOKING SOUTHEAST DOWN THE PARK'S MAIN PATH



LEGEND

-  BEACH ACCESS POINTS
-  INTERSECTIONS FOR CROSSING
-  PRIMARY PAVED PEDESTRIAN TRAFFIC
-  SECONDARY PAVED PEDESTRIAN TRAFFIC
-  SCATTERED PEDESTRIAN TRAFFIC TOWARDS BEACH ACCESS POINTS

SCATTERED FOOT TRAFFIC IN SANDY AREA LEADING TO BEACH



SANDY AREA LEADING UP TO BEACH ACCESS



SITE ANALYSIS AND SYNTHESIS



LEGEND

	PLAYGROUND AREAS		MAIN RECREATION PATH
	VOLLEYBALL COURT AREAS		ROLLERBLADE PATH
	MUSCLE BEACH AREA		BIKE PATH
	WALKING PATH		



-  PLAYGROUNDS
-  WORK-OUT STATION
-  OCEAN BREEZE
-  SHADED AREAS

LEGEND

-  STUDY AREA
-  HEAVY VEHICULAR TRAFFIC
-  DUNE AREA
-  SHADED AREA FOR OPPORTUNITY
-  OPEN AREA FOR OPPORTUNITY

After analyzing all aspects of my site, I felt the existing structures and sidewalks were serving their purpose and didn't need much improvement.

I did notice that the site was lacking elements that would attract visitors:

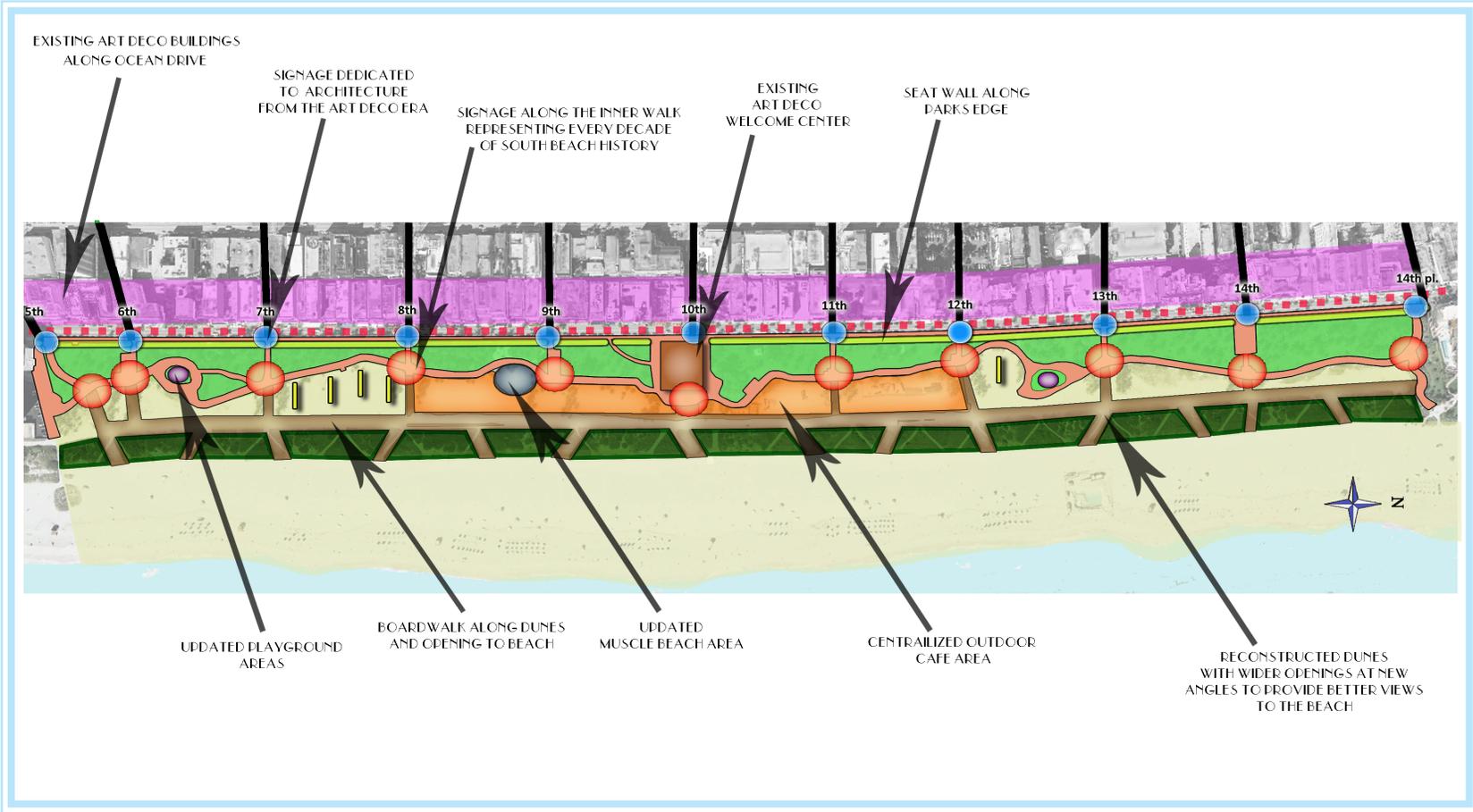
- There are no central nodes or places of interest.
- There is no expression of art in the park which prevents it from connecting to the rich artistic character across the street.
- The site is mainly utilized as a passing space going to and from the beach.
- There are no intimate spaces or gathering areas
- There is a overall lack of character





CONCEPTS

CONCEPTS





Walking along the boardwalk near the dunes.



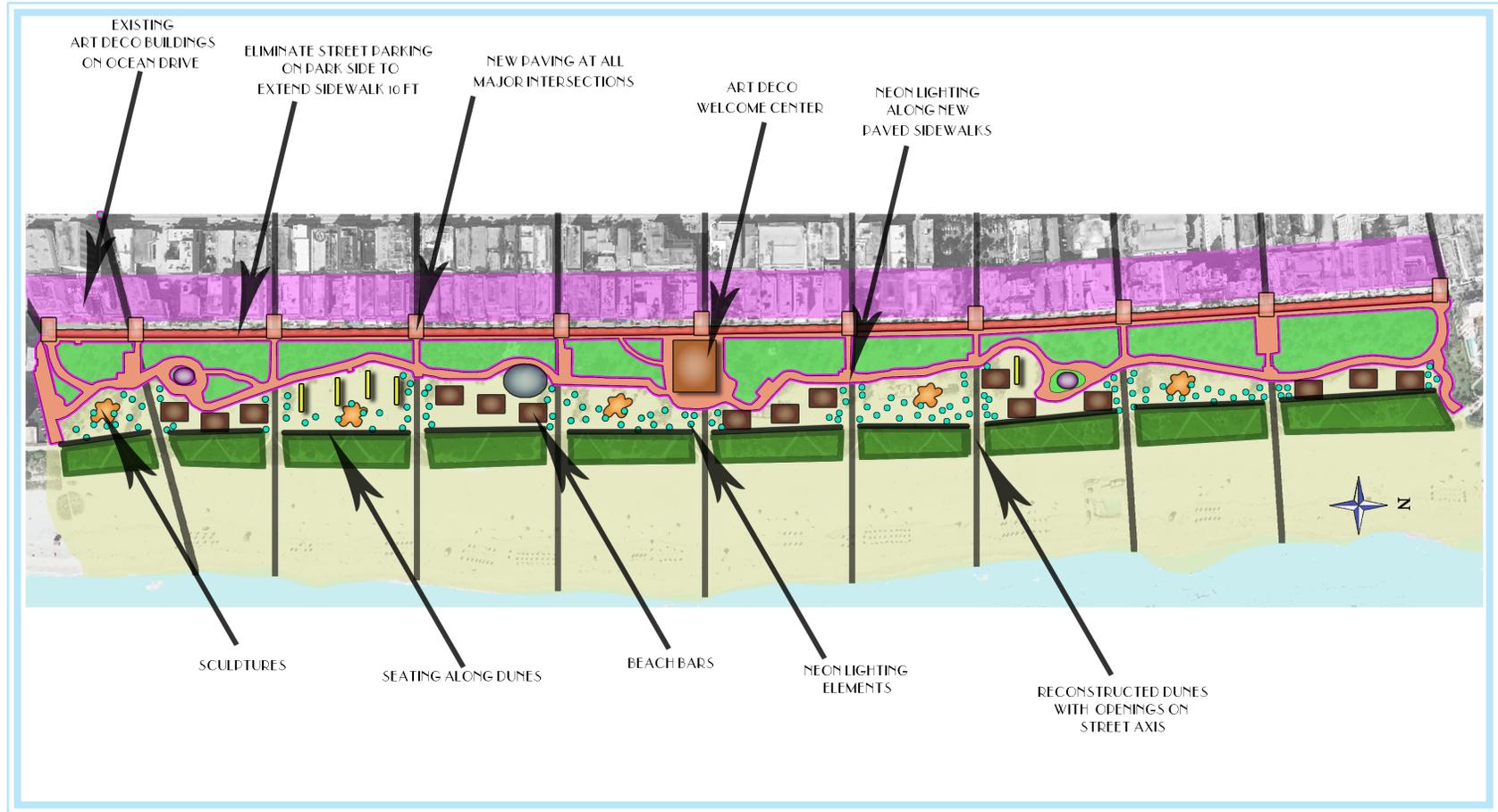
The center promenade with information kiosk

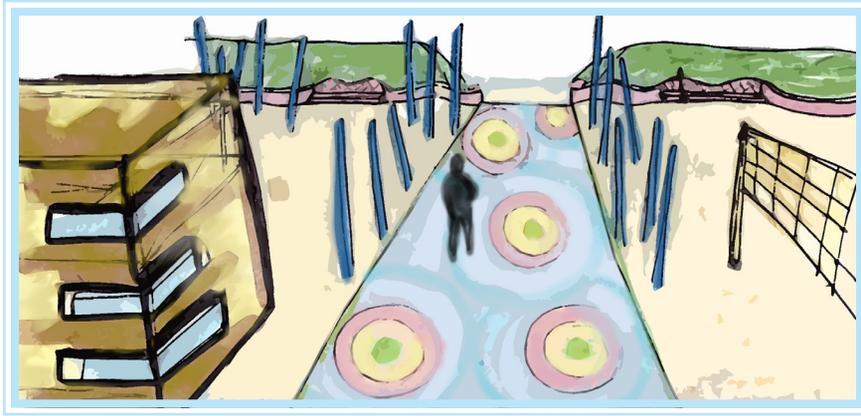
My first concept was influenced by the history of the area and the thought of educating the public as they walked through the site. I proposed signage along all intersections on Ocean Drive going into the park that would be dedicated to the Art Deco buildings across the street. This was intended to inform visitors of the historical background of the area. Sticking with this idea, I also proposed signage along the main inner walk that would each represent a decade in Miami Beach History from the late 1800's to today. Historically, 10th street was the main entrance to Lummus Park. With this in mind, I designed this concept to have the middle of the site be the main focus. In this area would be a scattered outdoor cafe vendors and beach hut bars. The last main element in this concept is the boardwalk that runs along the dunes. This would emphasize the views of the site and the architecture. This long boardwalk would also have permanent lounge seating. The area the boardwalk is proposed is under used and lacks seating. Adding elements here would provide a new experience to the visitors to park.



Entrance into the park from Ocean Drive

CONCEPTS





Walking towards the beach through the lighting elements

For this concept, I evenly distributed my ideas throughout the site giving no area a certain hierarchy. I eliminated the street parking along the park side of Ocean Drive to be able to extend the sidewalk 10ft. This would allow more pedestrian traffic on the park side of Ocean Drive and alleviate the congestion across the street. I also proposed to leave every other block of the sand area open but install lighting features and sculptures to give those empty areas a new character. Every opposite block of this sand area would be used for beach bars and cafe's to provide for and attract visitors to the site.

A new paving pattern would be implemented throughout the entire site. This would be used not only as a art deco accent but also to distinguish the park walkways. Along with this paving, more direct paths to the beach would provide easier way-finding and better unobstructed views to the ocean.

Seating along the dunes would allow the sand area to be utilized more and would also act as a buffer from people and the protected dunes.

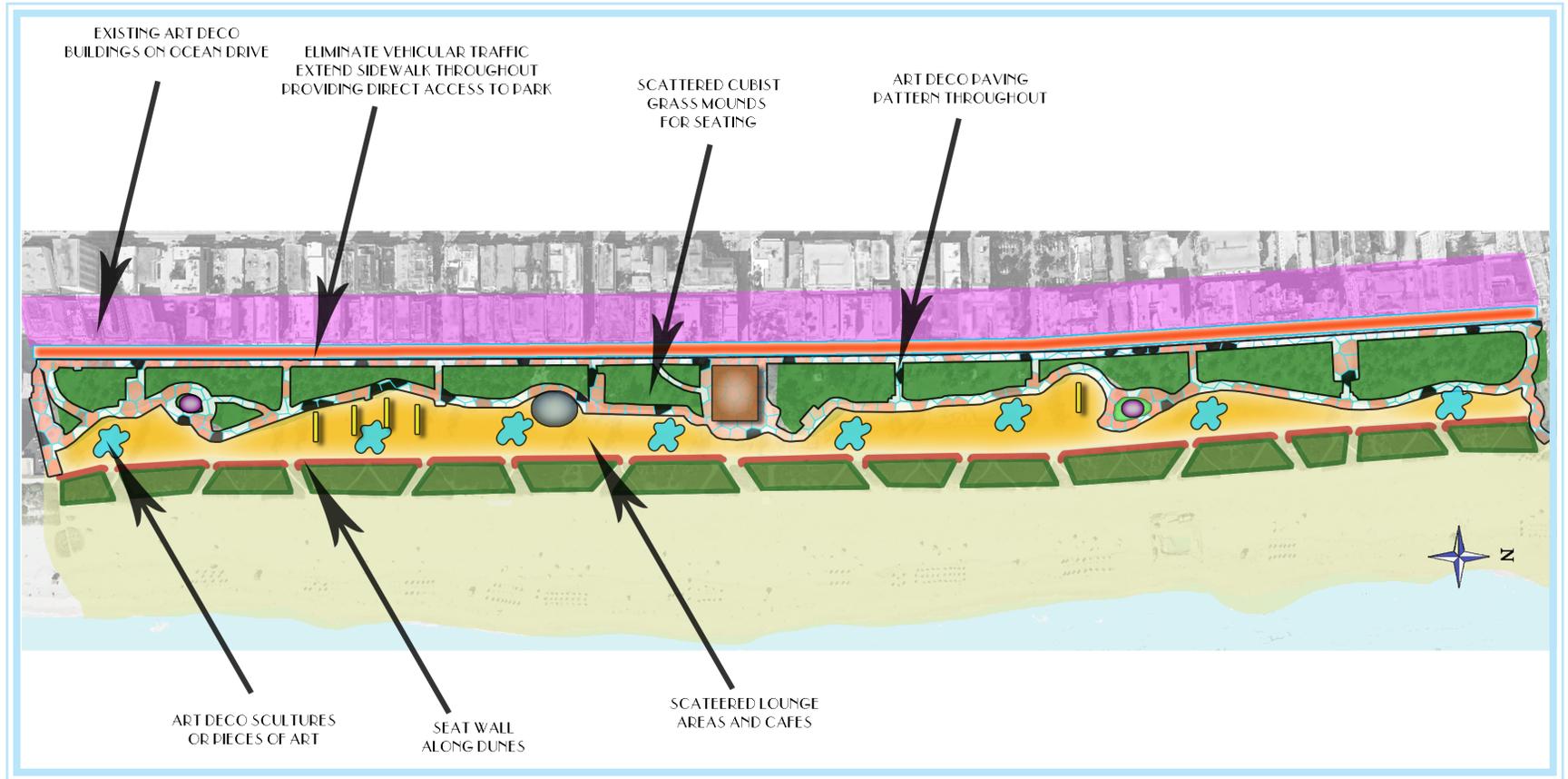


Lighting with similar character to the proposed



Walking past a beach cafe towards the beach

CONCEPTS

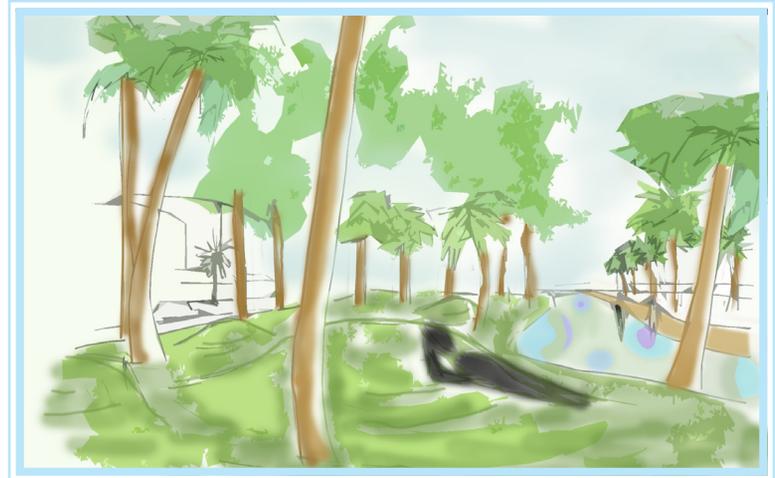




Grass mound used for seating



Deco inspired sculpture

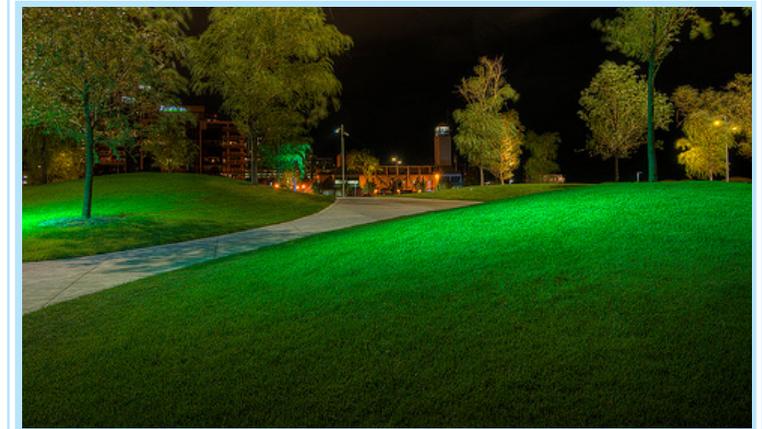


Cubist grass mound used for lounging in the grass area of the site

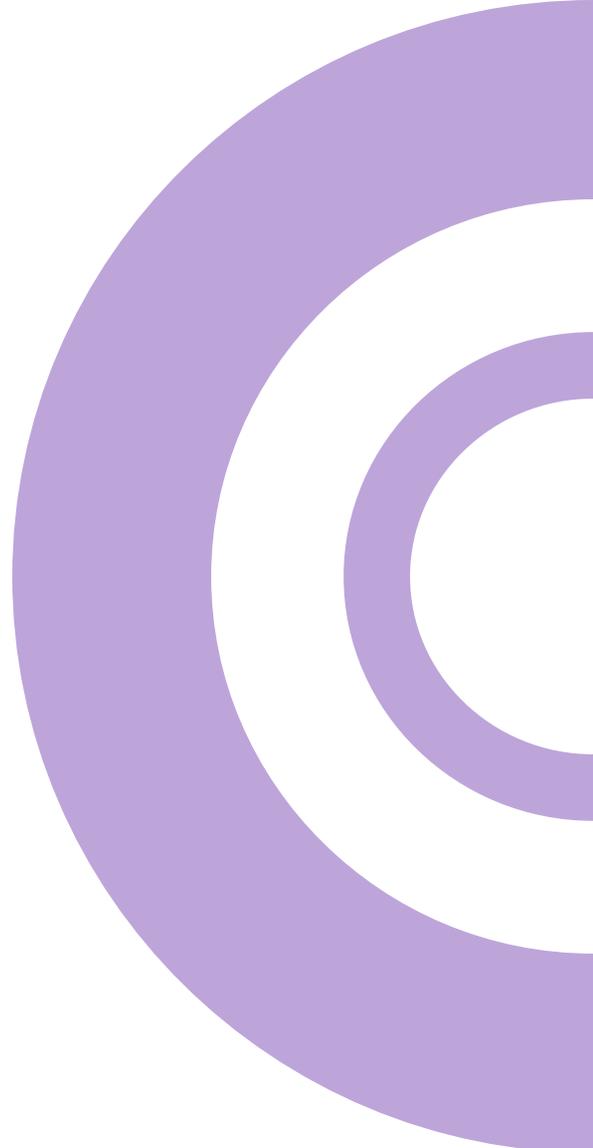
This concept was created with the idea of an outdoor living room. This concept was used when designing all the Art Deco Hotels on Ocean Drive. The idea was that the outside area in front of each hotel would act as the hotel's open lobby space. With this in mind, I proposed a more comfortable park consisting of art deco inspired seating such as cubist grass mounds for lounging and updated furniture throughout the site.

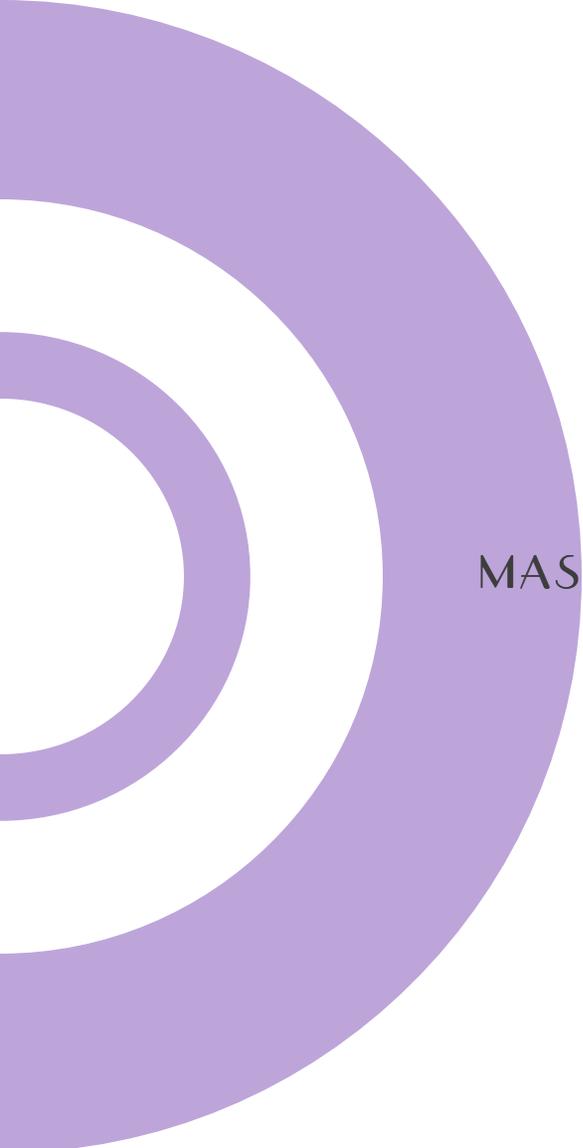
Beach bars and cafe's would be scattered on the sand area, similar to cafe's and bars that you would find in a modern hotel lobby. Along with the cafe's, Art Deco art and sculptural elements would be installed with the idea of a hotel's lobby art.

I also proposed that vehicular traffic would be eliminated completely making it pedestrian only. This is a similar idea to Venice Beach, CA. and would provide direct access from the hotels to the park.



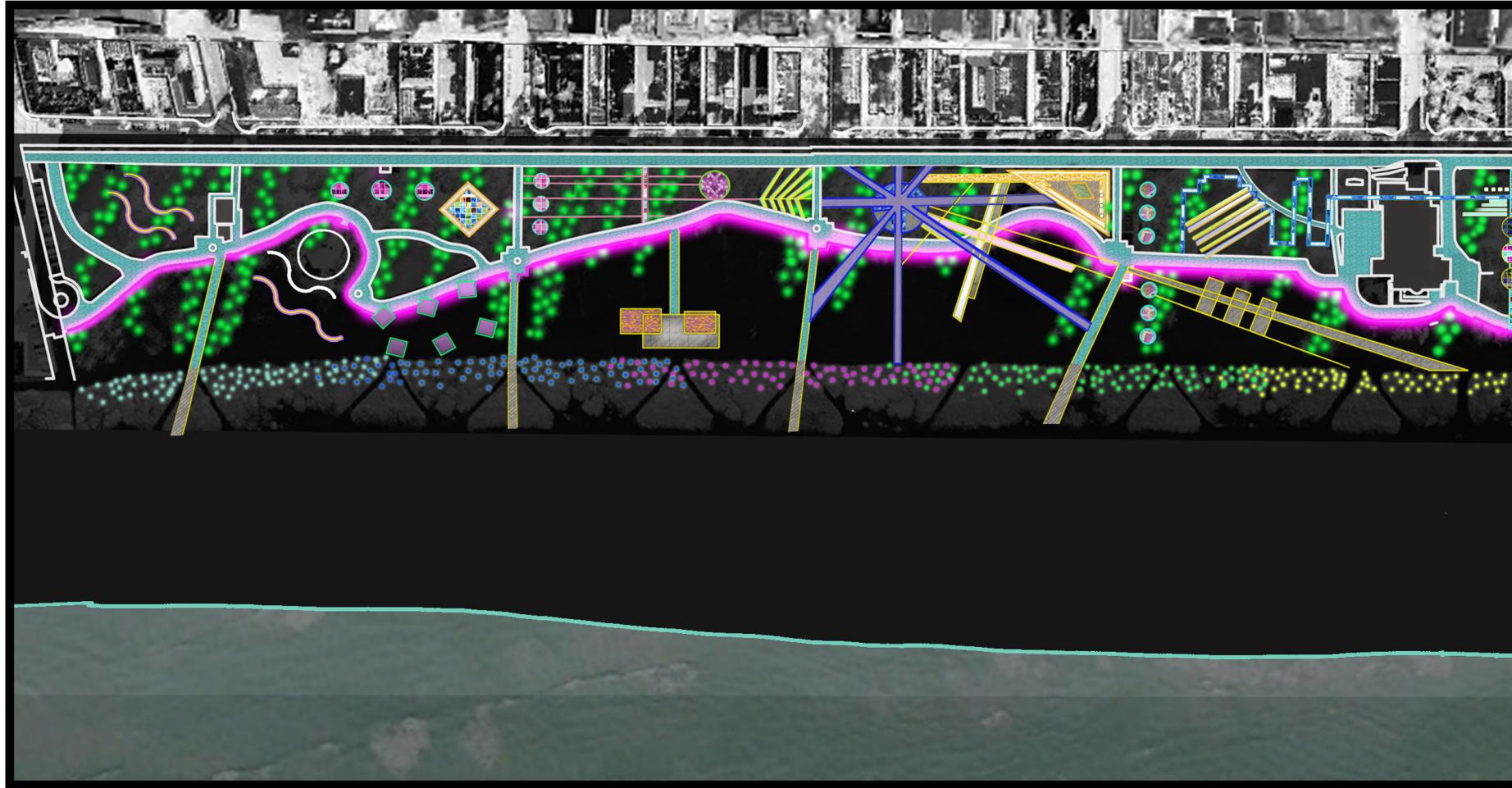
Neon green lighting on mounds at night

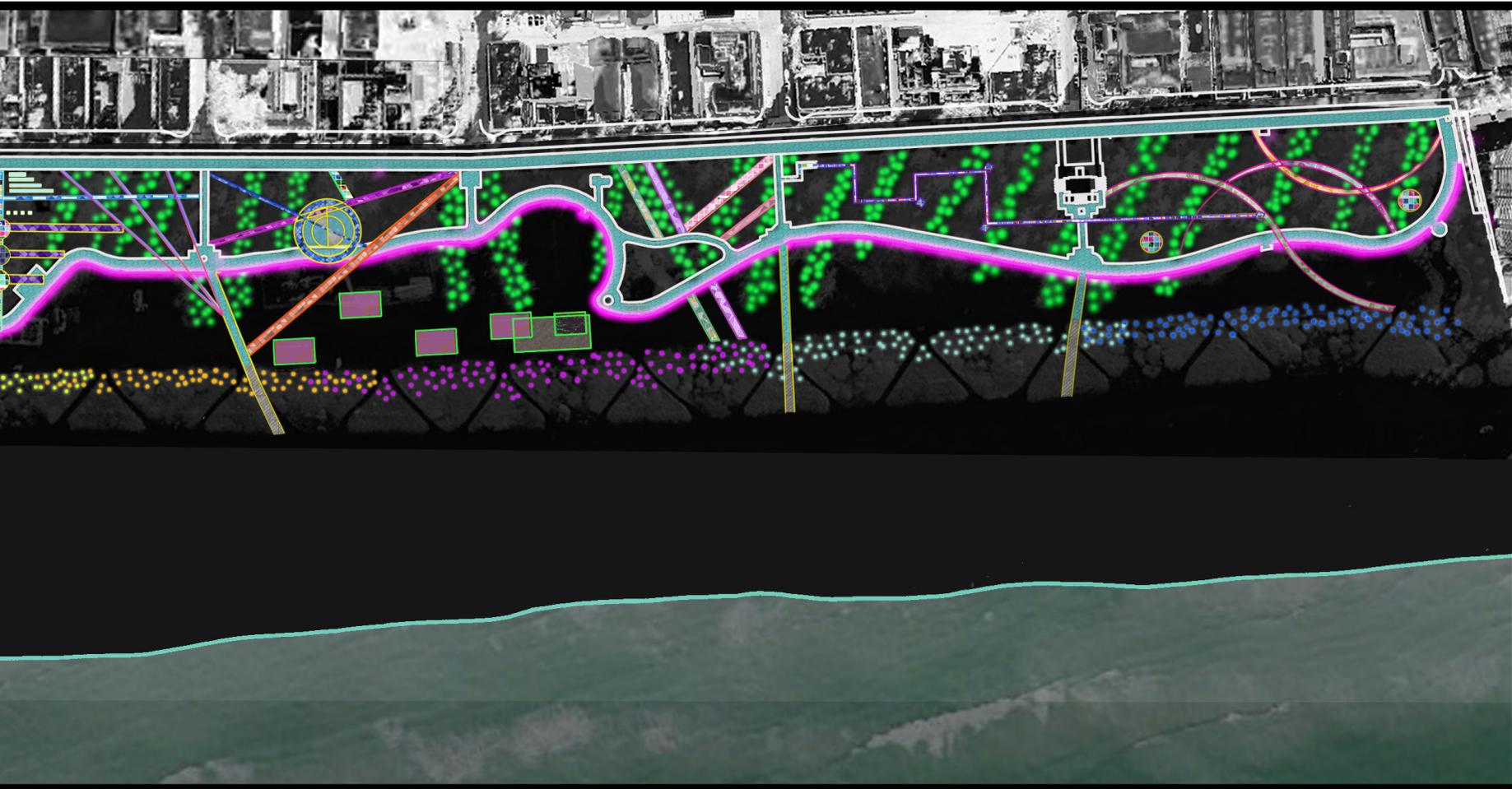




MASTERPLAN & PERSPECTIVES

MASTERPLAN & PERSPECTIVES





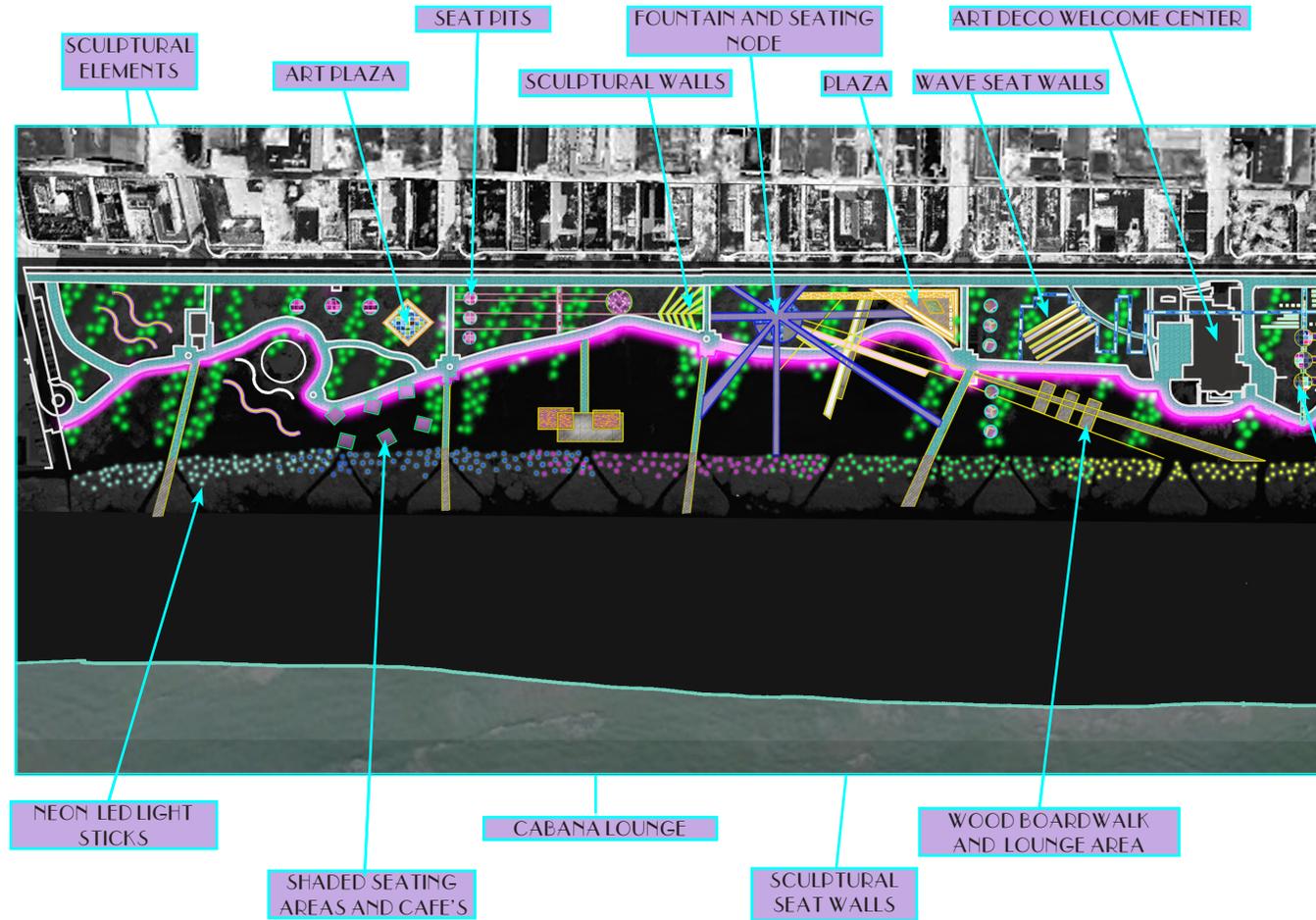
MASTERPLAN & PERSPECTIVES

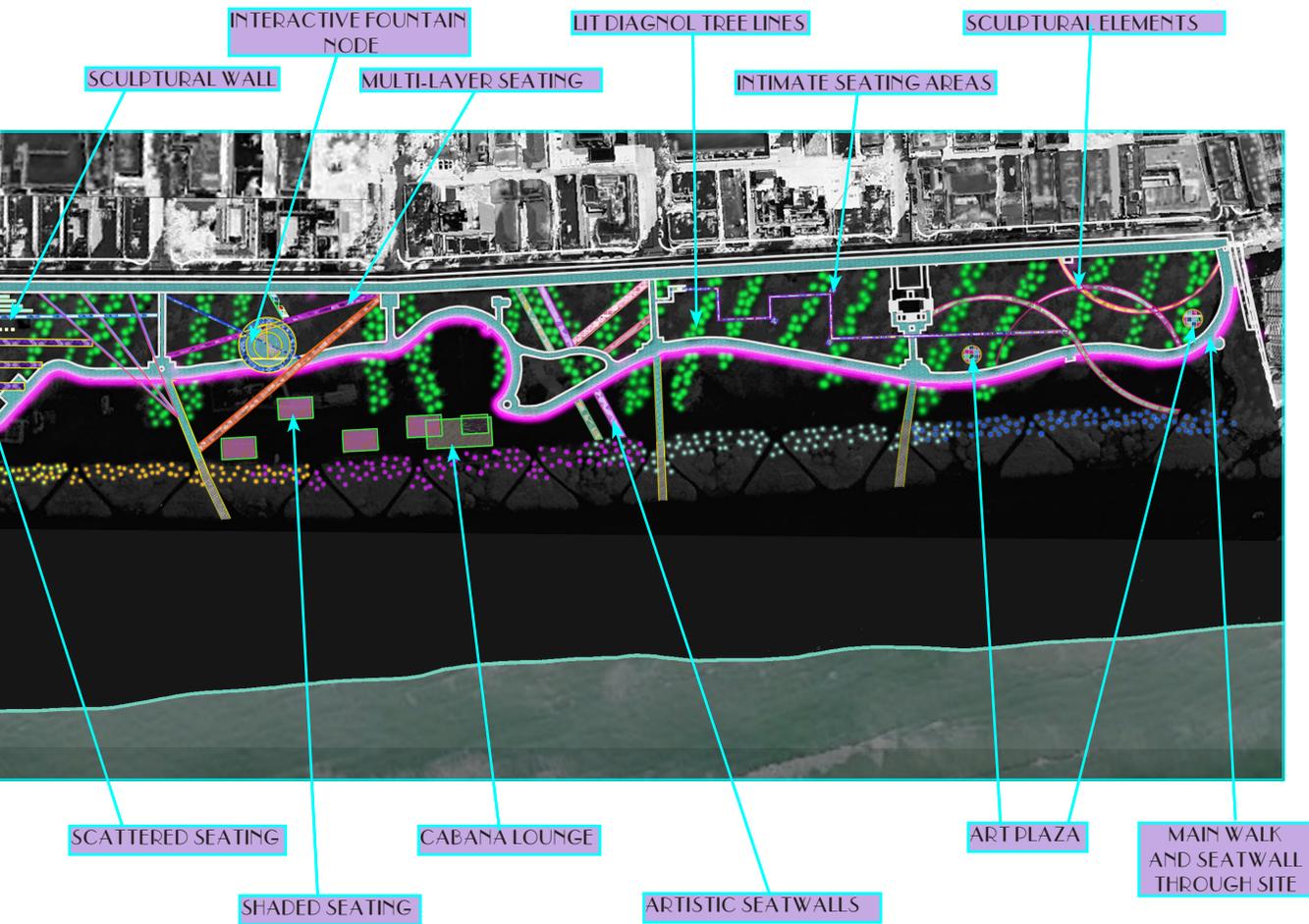
Originally I wanted to provide a vibrant and energetic space that would flow into the dynamic volume of Ocean Drive. After critiquing my three early concepts, I realized that Ocean Drive was a unified strip but each Deco building had its own individual expression. I was losing that expression by trying to design a completely linear and consistent park.

For my final design, I looked towards the historic buildings for inspiration. Each block was a different focus and made into it's own outdoor room, which is a popular motif in Art Deco design. While designing the spaces, each building had its own influence with unique geometries and design characteristics.

Throughout my plan you will notice the use of circles and the grouping of three. This is prominent design concept in Miami Beach's Art Deco design. Radial lines and the shifting of the axis are also prevalent accents in the Miami's Art Deco. Using architectural accents to inspire my spaces, I integrated these concepts into my masterplan.

Art Deco does not just represent just one style. Miami Beach's Art Deco district illustrates more than five different deco styles. The most celebrated are Streamline Modern, Tropical Deco, MiMi (Miami Modern), Nautical Deco and Contemporary Modern. Each style has its own distinct characteristics. Some focus on curvilinear shapes and circles, others utilize strictly vertical and horizontal lines or zigzags.





In my design, I wanted to express each Deco style in its own way. Portholes were used to represent the Nautical Deco, Curvilinear elements to represent Streamline Modern and Different linear features to express Contemporary. Each shape has its own purpose and style.

Material also plays a huge role in Art Deco. There are many materials used in deco design but the ones I focused on most are glass block, mosaic tile, decorative sculptural panels, pastels, stucco finishes and neon lighting.

Using those materials, I wanted to create a space that is not only colorful and lively during the day but also at night. The magic of South Beach is on Ocean Drive during the evening. All the historic Art Deco hotels are alive with neon colored lighting yet across the street Lummus Park falls dead. I wanted to use neon lighting throughout my design to integrate that lively deco architecture into the park.

I wanted to create a masterplan that expressed the idea of day and night. In my plan all the elements exist during the day, however, using neon lines, I was able to convey them in their evening state. Lighting in the landscape is such a powerful element to a design. Not only does it allow a site to be utilized during the evening but, in my design, it also expresses a distinct character that embodies such a historical area.

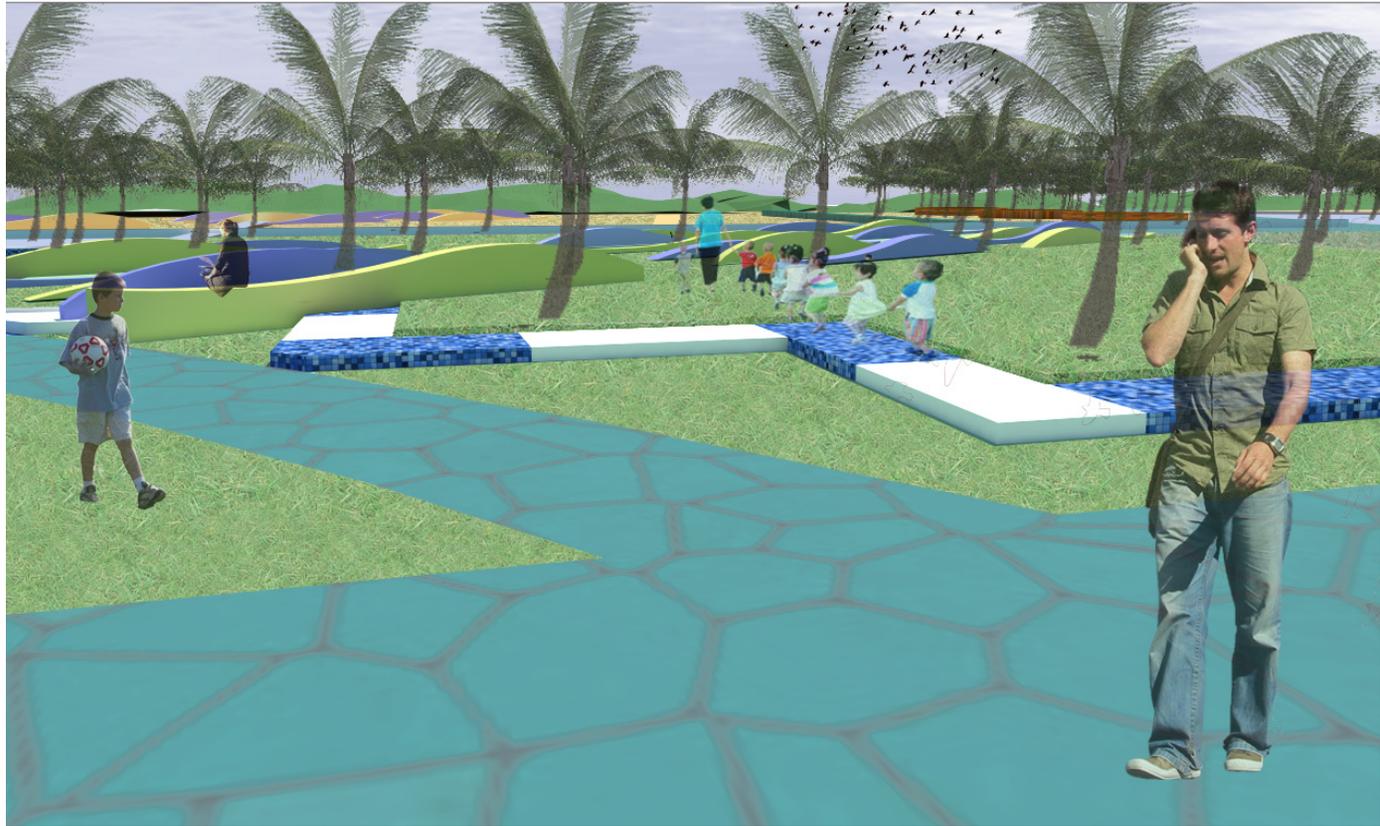
Lummus Park is a major part of South Beach. Anyone who has been to South Beach has most likely walked through Lummus Park on their way to the beach. To revitalize this park would mean to create a space that would be more significant and act as something other than just a passive area before the beach.

Right: View of the fountain node and Ocean Drive. This area connects many secondary paths with a central interactive and art deco inspired fountain coming off the main promenade.



MASTERPLAN & PERSPECTIVES





Left: View walking along the outer edge of the park towards the triangular plaza and the 9th street entrance. The plaza has multi-level platforms with integrated seating.

Right: The wave seat walls with the raised grass area viewed from Ocean Drive. The walls act as art and function.

MASTERPLAN & PERSPECTIVES



Walking on the main promenade towards the Art Deco Welcome Center. While Passing the blue mosaic sculptural wall and wave seatwalls on the left, you get a glimpse of Ocean Drive.

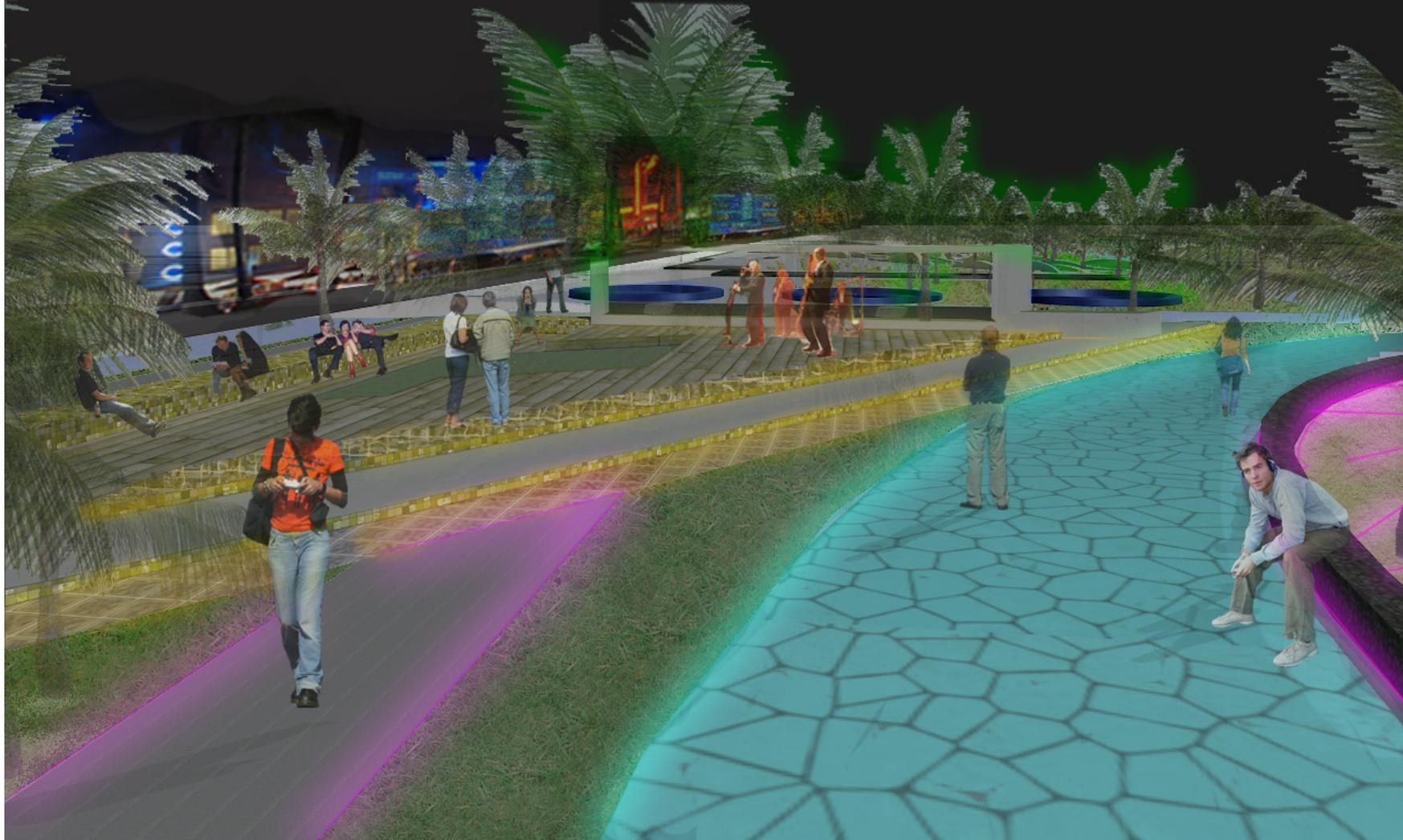


The same scene becomes alive at night surrounded by ambient glows of color and radiant Art Deco hotels in the distance.

MASTERPLAN & PERSPECTIVES



The triangular plaza by day can accommodate many people with its ample seating and also act as a performance area



The area at night is a lively space and shares the same character with the deco buildings across the street

MASTERPLAN & PERSPECTIVES



Halprin inspired fountain node with multi-level seating spaces with blue mosaic water features.



The fountain lights up at night in neon blue complementing the deco buildings in the background. The seat wall that runs along the main promenade towards the right, send out a magenta glow.

MASTERPLAN & PERSPECTIVES



A view of a modernized porthole sculpture and seating wall with the dunes in the background.



The sculptural wall at night adds a completely different feel to the space and acts as a piece of art.

MASTERPLAN & PERSPECTIVES



Aerial view of Lummus Park with the Ocean Drive and City of Miami Beach in the background

After working on this project, I feel that there are a few elements that help encourage a successful public space to be used at day and night. These elements are functions, built forms, variety of spaces and creative lighting.

With my design, I believe the park would be a great connector and main social spot. It would establish the park with relation to the city and the surrounding historic structures by embodying the energy that is South Beach.





APPENDIX

APPENDIX

I. Literature Review

“Deco Delights: Preserving the beauty and joy of Miami Beach Architecture” by Barbara Baer Capitman- Written by the founder of the MDPL, this book tells the story of the Art Deco architecture of Miami Beach.

“Tropical Deco: The Architecture and design of old Miami Beach with self guided walking tours in the National Register Historic District” by Laura Cerwinske- This book gives insight to the design of old Miami beach. It explains the influences of the ‘Tropical Deco’ architecture as well as materials and design detailing.

“Remaking the Urban Waterfront” by Urban Land Institute- Explains the planning process behind a urban waterfront park and provides great examples.

“10th Street Auditorium, Beach Patrol Headquarters master plan” by STA Architectural group- Gives insight to the design process behind the 10th Street Auditorium which is located on my site. STA does a great historical and sight analysis of Lummus Park.

“Ocean Drive/ Collins Ave. Historic District Expanded District Designation Report” by City of Miami Beach, Department of Historic Preservation and Urban Design- This is a report that proposes an extension on boundaries for the historic district. It gives a great history breakdown of the area.

“Art Deco Spot Illustrations and Motifs: 513 Original Designs” by William Rowe- A display of over 500 original art deco motifs. Gives insight to design detail of art deco.

“The Life and Times of a Deco Dowager: The Edison Hotel” by Judith S. Berson- The book documents the revitalization of the Art Deco District in Miami Beach and one of the main hotels of the time, The Edison.

“Art Deco (World of Art)” by Alastair Duncan- A survey of art deco style and history.

II. Site photos



III. Contacts

City of Miami Beach

Parks and Recreation:

Rhonda Gracie, Landscape Projects Coordinator, Green space Management Division

Planning and Zoning Department:

Richard G. Lorber, AICP, LEED AP, Acting Planning Director

Jake Seiberling, Planner

Debbie Tackett, Senior planner

Capital Improvements Projects:

Thais Viera, RA, Capital Projects coordinator

Miami Design Preservation league

Marie Hernandez, Executive director

Bermello Ajamil and Partners, Inc.

Jorge Ferrer, Partner

IV. Helpful Websites

www.abfla.com

www.brittexusa.com / South Beach

www.miamibeach411.com

www.Fontana103.com / Miami Beach History

www.VisitSobeonline.com

www.mdpl.org



SITE HISTORY

1900's : Miami Beach development begins

1912: Lummus brothers bought 600 acres south of 15th street to build their 'Ocean Beach' subdivision

1915: Lummus Bros sell oceanfront property from 5th to 14th to the City of Miami Beach. The land is dedicated as a public park to be named Lummus Park

1930's: During the great depression, a architectural revolution evolved in Miami Beach with Art Deco buildings, many along Ocean Drive. These hotels on Ocean drive had a symbolic relationship with the park.

1940's: The building boom helped bring Miami Beach out of depression and started its immense popularity.



Project Description

Miami Beach is known for its well acclaimed Art Deco style and the architecture that celebrates it. The concentration of Art Deco is in South Beach, which is south of 15th street. My site is located on Ocean Drive between 5th and 14th pl, in the heart of the Art Deco Historical District. I wanted to create a park that reflects the language of the area during day and night.



HISTORY

1976: The Miami Beach Preservation League was founded and rescued the architecture from destruction

1979: The National Register of Historic Places names the area on Ocean Drive between 5th and 15th the Art Deco National Historic District

1988: Lummus park is listed in the U.S National register as a Historic landmark

Today: Miami Beach contains more than 650 architecturally significant buildings designed in the Art Deco style. The area is the largest collection of Art Deco architecture in the country.

One of the most popular examples of these historical buildings is along Ocean Drive. This area is in what is known as South Beach, which is considered south of 15th place. People from all over the world come to experience South Beach every year for its unique architecture, shopping, entertainment.



GOALS AND OBJECTIVES

Introduce design character that will emphasize the area's Art Deco fashion

- Develop visual representation of Art Deco design by using materials and patterns
- Implement neon lighting in the site to complement the art-deco buildings at night
- Develop a plan to link the aesthetics of the park and surrounding architecture

Improve functionality in the park

- Update the seating areas with new modern seating
- Provide new permanent lounge seating
- Provide temporary cafe's and beach bar spaces for gathering
- Provide a design that allow the site to be utilized during the evening

Improve the aesthetic quality of Lummus Park

- Restore the main promenade running through the park
- Install decorative and functional elements throughout the site
- Create an area that will display local talent
- Develop visual linkages between the park and the adjacent street to alleviate pedestrian congestion

Create a space that thrives at day and night

- Develop lighting in an aesthetic character similar to the surrounding context
- Create spaces that could be utilized by the large evening crowds of Ocean Drive

SITE INVENTORY



LEGEND

- PRIMARY ENTRANCE POINTS
- SECONDARY ENTRANCE POINTS
- PUBLIC RESTROOMS
- ★ POTENTIAL RECREATIONAL AREAS
- WELCOME CENTER
- HEAVY VEHICLE TRAFFIC
- PRIMARY VEHICLE TRAFFIC
- PUBLIC PARKING GARAGES

PEDESTRIAN CIRCULATION



LEGEND

- BEACH ACCESS POINTS
- PRIMARY CROSSING
- SECONDARY VEHICLE TRAFFIC
- SCATTERED TRAFFIC
- TOWARDS BEACH ACCESS POINTS

SITE SYNTHESIS



LEGEND

- HANGOUTS
- WATER STATION
- HEAVY VEHICLE TRAFFIC
- FUN AREA
- SHADDED AREA FOR CONGREGATION
- GREEN AREA FOR CONGREGATION
- OCEAN BREEZE

APPENDIX

PowerPoint Slides

OCEAN DRIVE BY DAY



OCEAN DRIVE BY NIGHT



LUMMUS PARK AND OCEAN DRIVE AT NIGHT

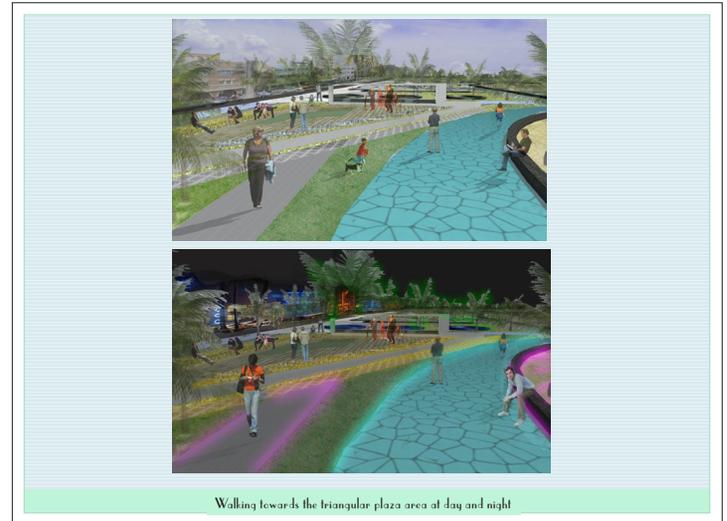
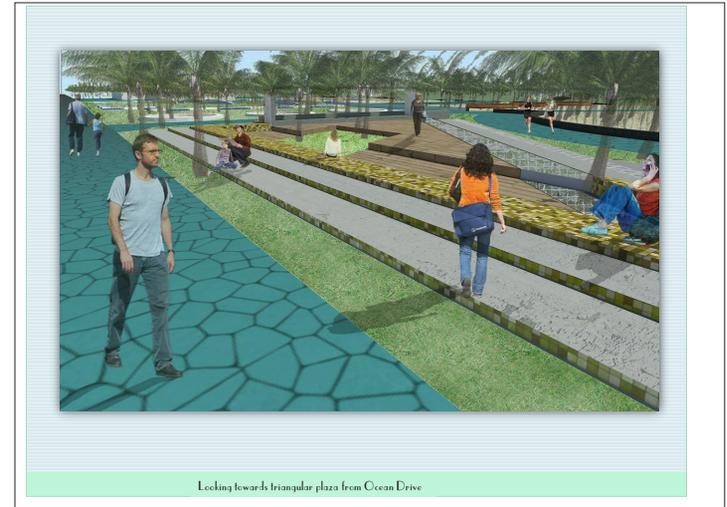
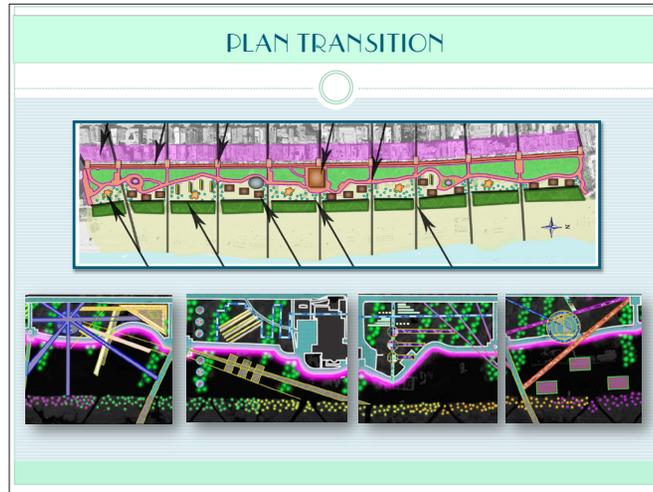


MIAMI ART DECO



APPENDIX

PowerPoint Slides





Falgrin inspired fountain node with multi-level spaces surrounded by blue mosaic water features



Entering the wave wall area while walking towards the Art Deco Welcome Center



Sunken circular pits provide intimate spaces throughout the site



Sculptural walls show a twist on the popular use of portholes in Art Deco design

APPENDIX

PowerPoint Slides



Aerial looking through my site towards Ocean Drive and the City of Miami Beach.

