

1-1-2011

# Design District

Follow this and additional works at: [https://digitalcommons.fiu.edu/mpo\\_dade](https://digitalcommons.fiu.edu/mpo_dade)

---

## Recommended Citation

"Design District" (2011). *Miami Dade County*. 51.  
[https://digitalcommons.fiu.edu/mpo\\_dade/51](https://digitalcommons.fiu.edu/mpo_dade/51)

This work is brought to you for free and open access by the MPO Community Background Reports at FIU Digital Commons. It has been accepted for inclusion in Miami Dade County by an authorized administrator of FIU Digital Commons. For more information, please contact [dcc@fiu.edu](mailto:dcc@fiu.edu).

# Community Background Report

## Design District

### County

Miami-Dade

### Boundaries

North: Northeast 43rd Street

South: Northeast 36th Street (Northeast Design Boulevard)

West: North Miami Avenue

East: Biscayne Boulevard

### Community Type

Neighborhood

### History

The Design District is an area of approximately thirty city blocks (93 acres) and a dense population of design-related offices and showrooms. The center of this District is the Moore Building, located at 4040 Northeast 2nd Avenue. Theodore Vivian Moore was a pioneer who first brought agriculture then real estate development to Miami. In 1921 Moore and Richard Plummer opened the Moore Furniture Company in 1921 where the Moore building still stands. This District of Buena Vista became a center for home furnishings, but declined as manufacturing left the area. The vacated large spaces were acquired and assembled into a District by Craig Robins of Dacra Properties in the early 1990s. Later in the decade he was able to attract several famous designers and Art Basel to the area.

### Community Dynamics

The Design District is home to retail and office space as well as some residential units and the Design and Architecture Senior High School. This school was opened in 1990 as a magnet secondary school attracting students interested in design, performance art, and entertainment technology. Notable alumni have contributed to design related industries in the greater Miami area and to important landmarks in the Design District. Businesses in the area are encouraging

indoor-outdoor activity. Many restaurants have sidewalk seating in patio areas. On the second Saturday of each month a vacant lot attracts residents where they picnic and shop on a grassy area in the middle of the District. Northeast 2nd Avenue has a bicycle lane in the southbound direction of travel and one of the county's first "Share-O", a street stencil expressing permission for bicycles and motor vehicles to share a lane of traffic.

## Business Landscape

The Design District continues to show well-designed furniture, but is also well known for its art galleries, housewares, luxury retail clothing, and restaurants. Business owners have shown an interest in slowing traffic in this neighborhood. Major traffic corridors in this area have one or two lanes in each direction of travel and on-street parking. During events and festivals private companies provide valet parking services to patrons. While property owners attempt to generate foot traffic, they have also contracted private security firms to keep property crime at a minimum and to create a sense of security for patrons.

## Sources

Dunlop, Beth. (May 30, 2010). Looking to students to polish an emerging neighborhood. Miami Herald.

Goldman, Tony. (August 1, 2004). Miami's center city. Loft.

Jeffers, Jason. (August 28, 2005). Galleries weary of beautification. Miami Herald.

Miami Herald Staff Report. (August 19, 2010). Creating a way to make it rain. Miami Herald.

Ross, Olympia. (June 21, 1990). Design District wants public to stop, shop. Miami Herald.

Shaffer, Gina. (March 26, 1989). Residents oppose plan to block Design District. Miami Herald.

Shaffer, Gina. (January 12, 1989). Merchants want area blocked off. Miami Herald.

Walker, Elaine. (August 15, 2010). Midtown Miami sparking an urban renaissance. Miami Herald.

Werne, Jo. (August 5, 1990). Design District the sequel. Miami Herald.

Whoriskey, Peter. (October 30, 1997). Design District planners aim high to increase awareness. Miami Herald.