



# **City of Doral Council Workshop – Doral Décor District Action Plan AGENDA**

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**Monday, August 2, 2021  
4:00 p.m.**

**Doral Government Center  
3<sup>rd</sup> Floor Training Room  
8401 NW 53<sup>rd</sup> Terrace,  
Doral, FL 33166**

- 1. Call to Order / Roll Call of Members**
- 2. Pledge of Allegiance**
- 3. Agenda/Order of Business**
  - a. Doral Décor District Action Plan**
- 4. Adjournment**

Anyone wishing to obtain a copy of an agenda item may contact the City Clerk at 305-593-6725 or view the agenda packet on the City's website at [www.cityofdoral.com](http://www.cityofdoral.com) or at City of Doral Government Center, 8401 NW 53rd Terrace, Doral, Florida 33166 during regular business hours (Monday – Friday, 8:00 A.M. – 5:00 P.M.).



# Décor District Action Plan Update

August 2, 2021



# Project Overview

- Action plan to re-orient vision for Décor District
  - Include stakeholder input
  - Adjust land uses to match vision
  - Identify mobility needs/solutions
  - Refine building/site design requirements
- Modify Land Development Code/Comprehensive Plan as needed



# Related Projects

- Banners and Wayfinding
- Moratorium to review
  - PUD
  - Community mixed-use
  - Downtown mixed-use
- Phase 2 Urban3 Economic/Housing Study



# General Areas in Original Master Plan

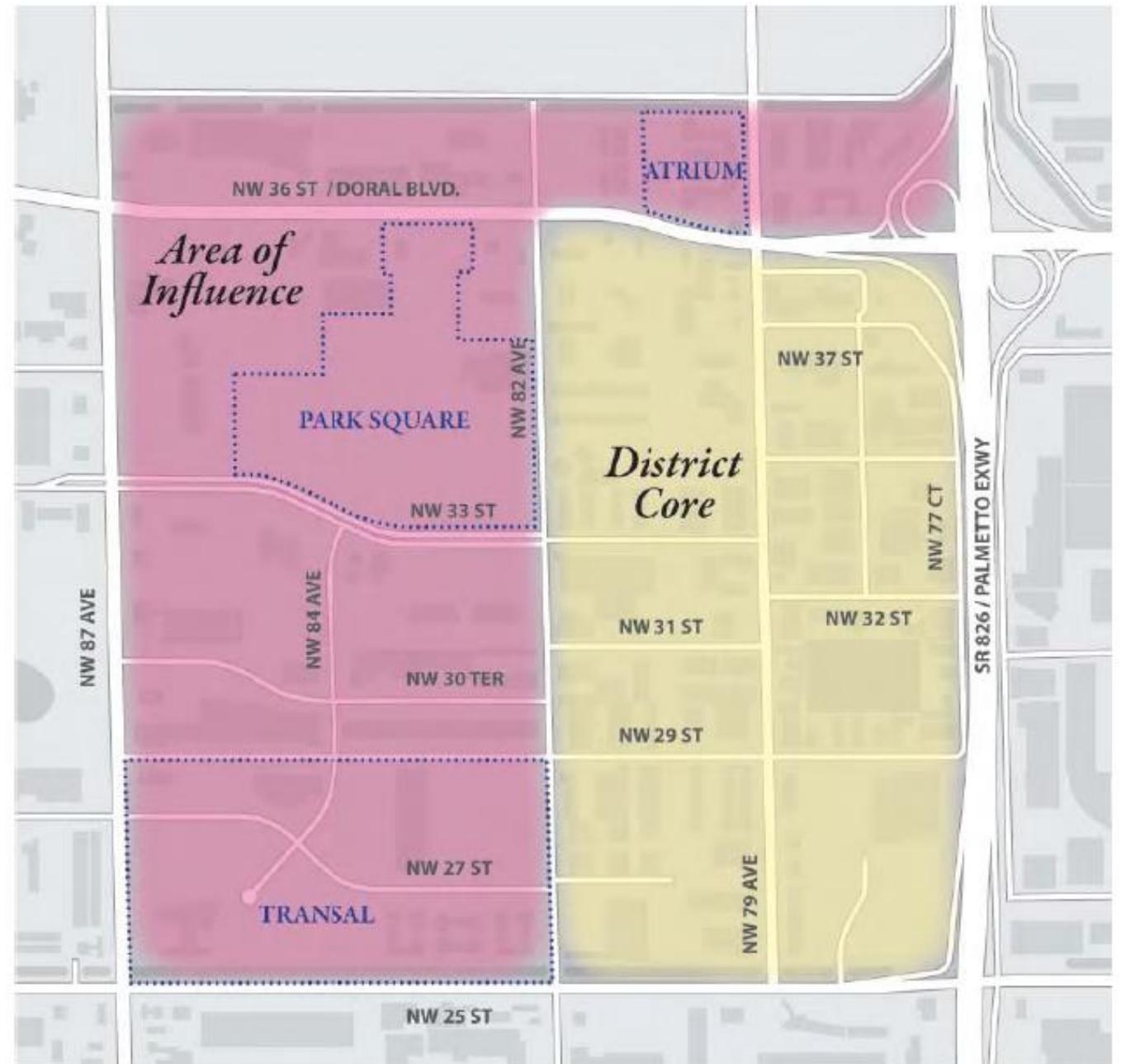


Exhibit 2.2: Doral Design District features

# Original Concept Plan

Reimagines area with  
mixed-use, residential,  
and increased  
connections



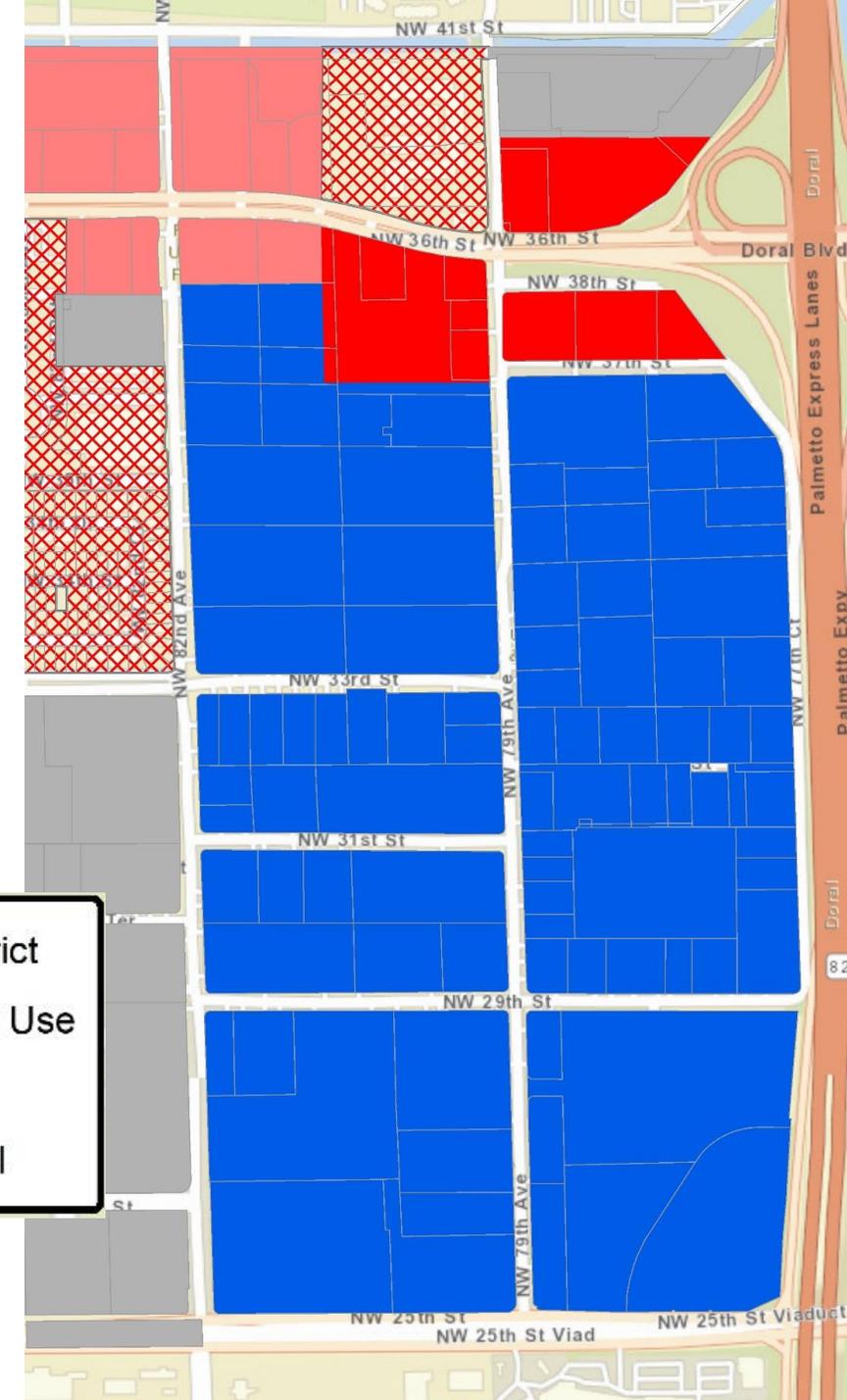
# FLU Boundaries

## CMU and DMU:

Current zoning regulations for CMU and DMU areas (Sec. 68-566 and 68-580) reference underlying FLU category requirements for maximum permitted gross density

[Interactive FLU Map:](#)

<https://cityofdoral.maps.arcgis.com/apps/webappviewer/index.html?id=6bf3b9bd17c548d8b335a35009914ec9>











# Decision: Residential Land Uses in Core

- A. Preclude all residential uses in Décor District
- B. Limit residential uses in Décor District by type and/or location
- C. Retain existing provisions for residential uses



# Decision Considerations:

- Industrial preservation (Policy 2.1.11 in Comprehensive Plan)
- Historic Décor industries
- Emerging industries (e.g., medical)
- FIU economic study opportunities
- Urban3 fiscal information by land use type as available



# If Residential Uses Are Allowed:

1. Retain certain residential types (e.g., live/work)
2. Retain residential with design requirements (e.g., ground floor commercial requirement)
3. Retain residential in certain subdistricts/subareas (e.g., existing Décor District subdistricts, DMU Opportunity Area)



# Considerations for Allowing Residences:

1. Limiting type to live/work is a way to retain more of a non-commercial component to the area
2. Design requirements can limit amount of residential and help retain a non-residential component (e.g., mixed-use with ground-floor retail versus multi-family)
3. NW subdistricts and DMU Opportunity Area are near other recent mixed-use development, CityPlace.



# If No Changes to Residential Uses:

Need to do one of the following for density allowance consistency:

1. Reduce density in LDC to be consistent with Comprehensive Plan and Master Plan
2. Increase density in Comprehensive Plan to be consistent with LDC



# Non-Residential Use Decisions

- Retain light industrial character
- Promote more commercial/office uses
- Expand health care uses



# Additional Considerations Informed by Land Use Direction:

- Site/streetscape design Site access
- Parking
- Loading/unloading
- Connectivity enhancements
- Multi-modal coordination



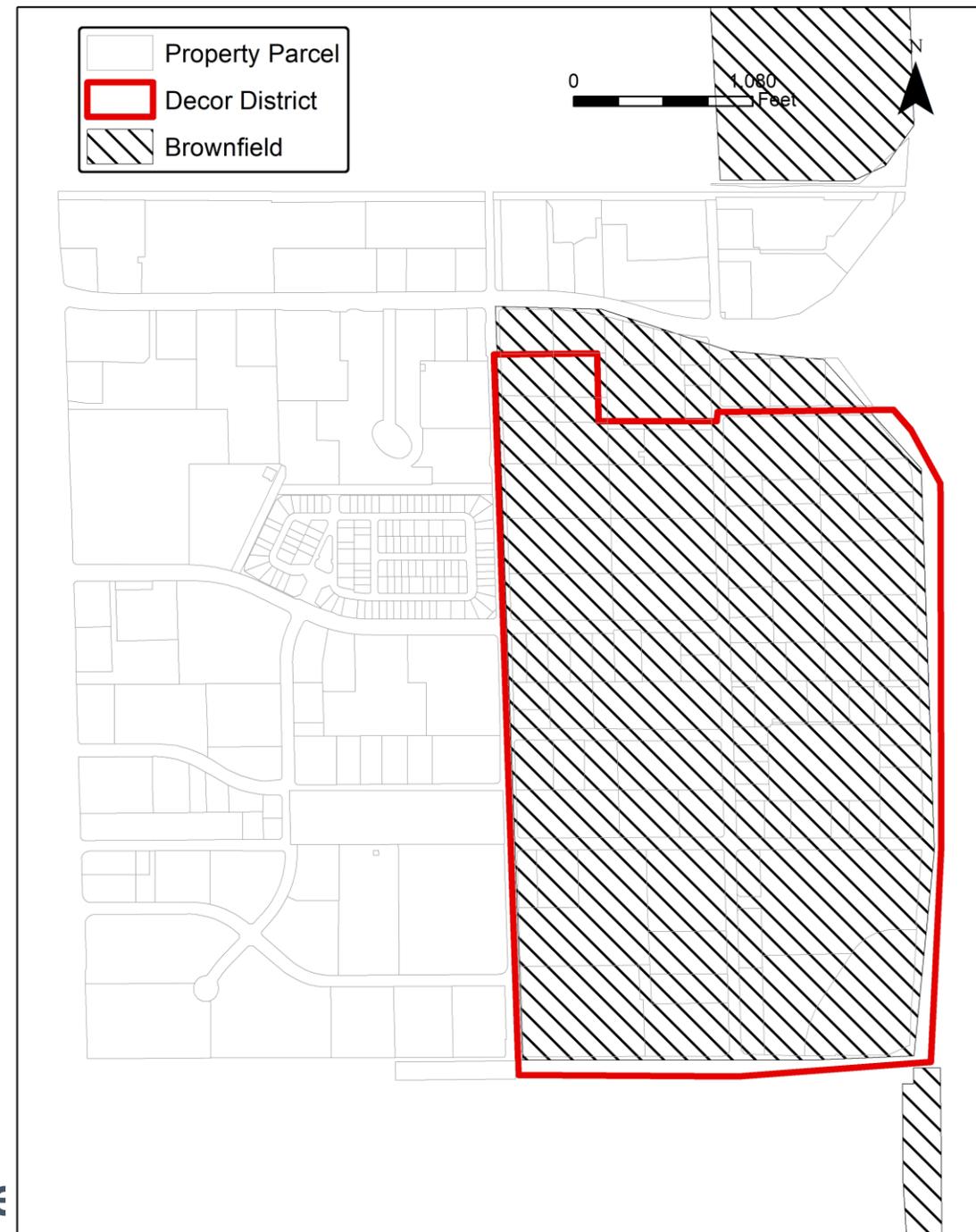
# Future Challenges Outside Scope

- Addressing street improvements along private roads
- Addressing drainage challenges



# Implementation Considerations:

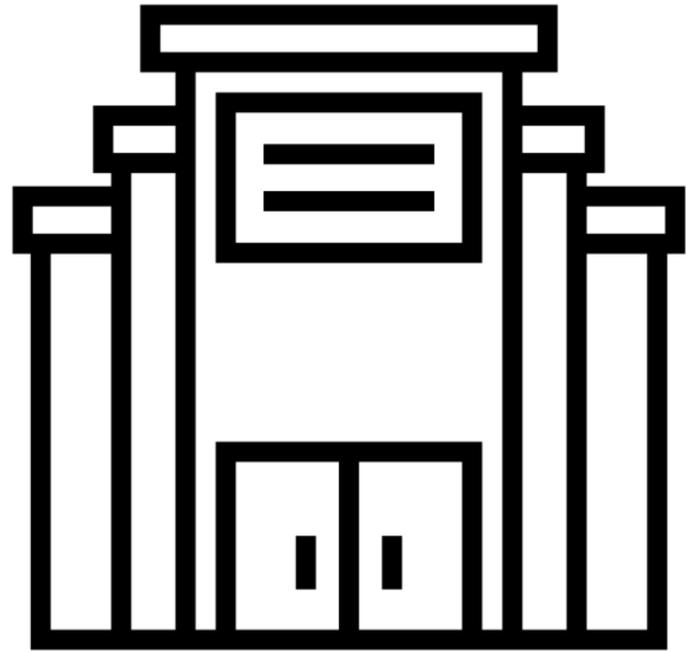
- Code and Comprehensive Plan updates to follow Action Plan
- CRA and BID options described in original plan
- Other funding sources documented, including brownfield funding



# Next Steps

- Incorporate stakeholder findings and Council direction into draft action plan
- Draft implementing Land Development Code edits
- Identify needed Comprehensive Plan edits





# Worker / Commuting Patterns

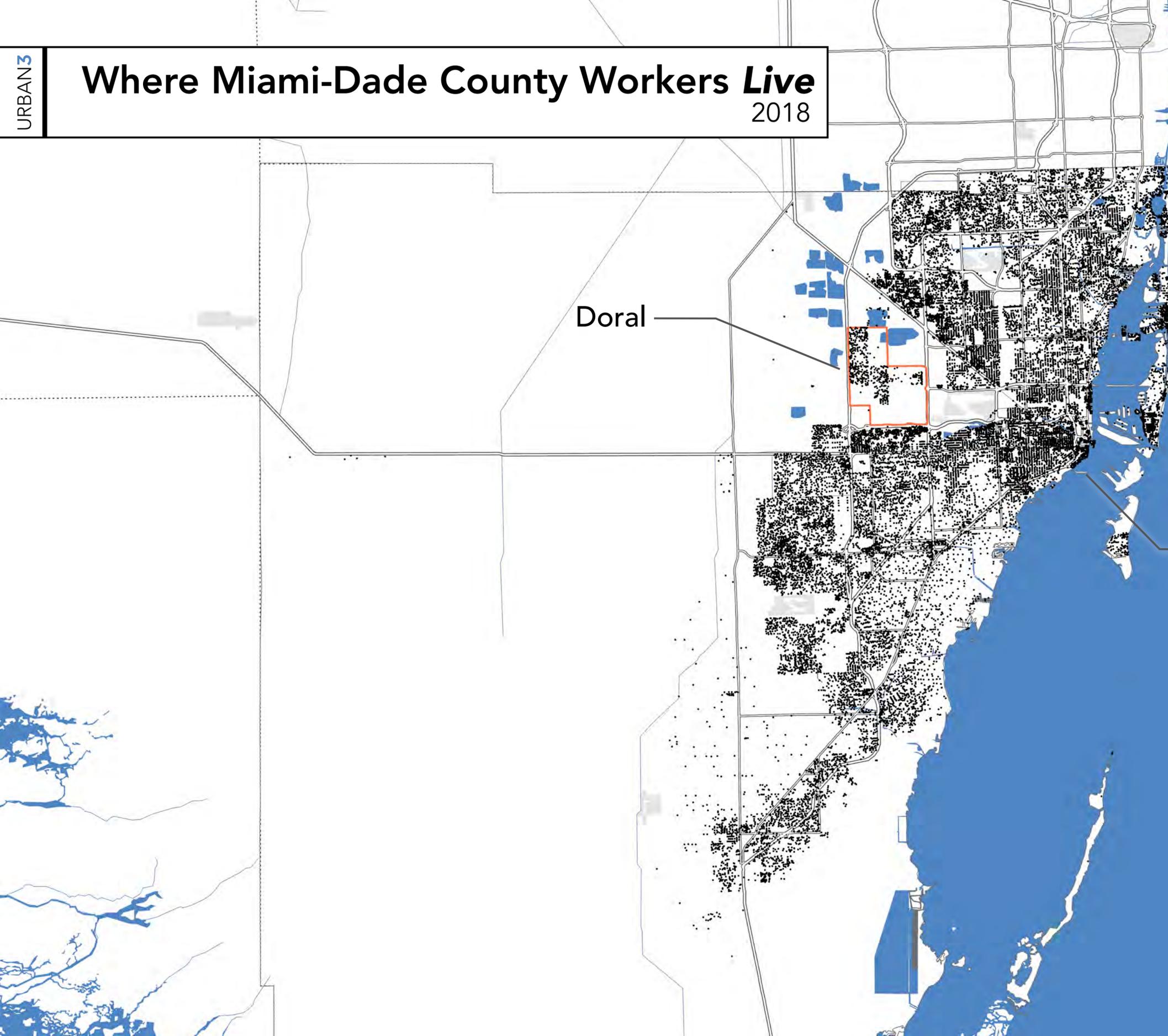
A look at the distribution and commuting patterns of workers in Doral

# Where Miami-Dade County Workers *Live*

2018

# 1,032,502

workers live in Miami-Dade County



Doral

Downtown Miami

1 Dot = 40 Workers

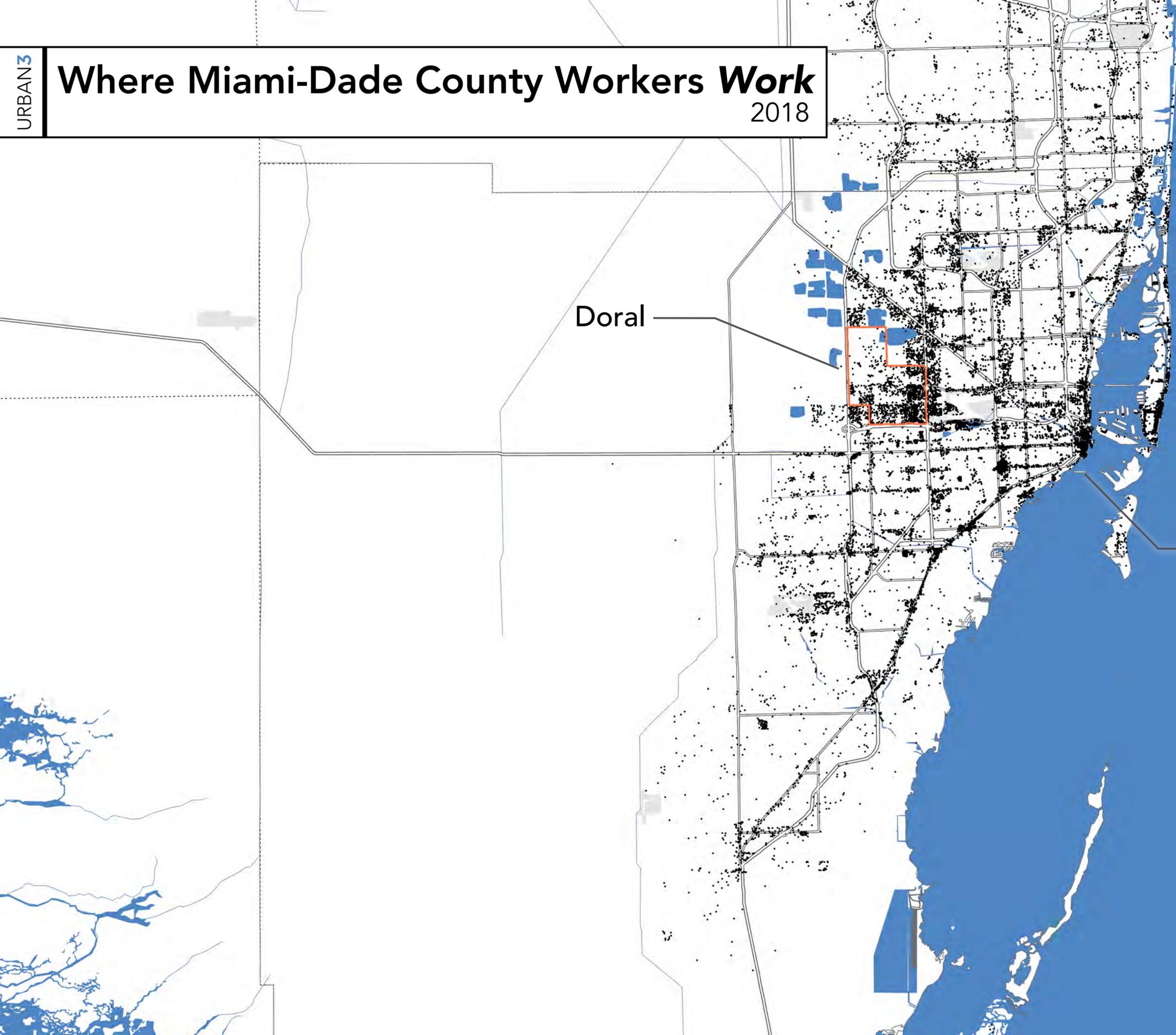


POWERED BY  
**esri**

Source: LEHD  
Data Year: 2018

# Where Miami-Dade County Workers *Work*

2018



# 805,565

(78%)  
of those work inside the county

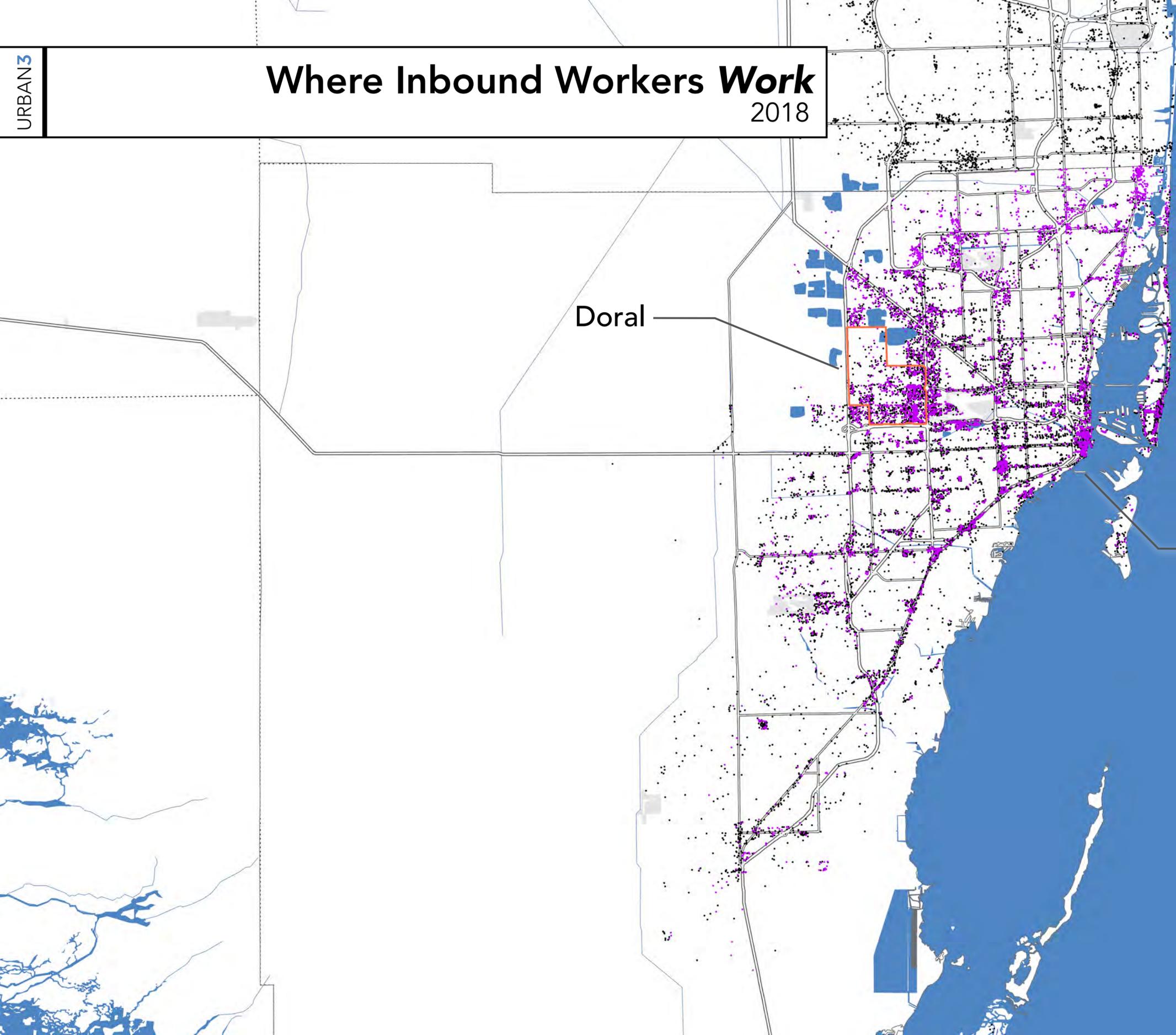
Doral

Downtown Miami

1 Dot = 40 Workers



# Where Inbound Workers *Work* 2018



# 274,751

additional workers come into the county to work

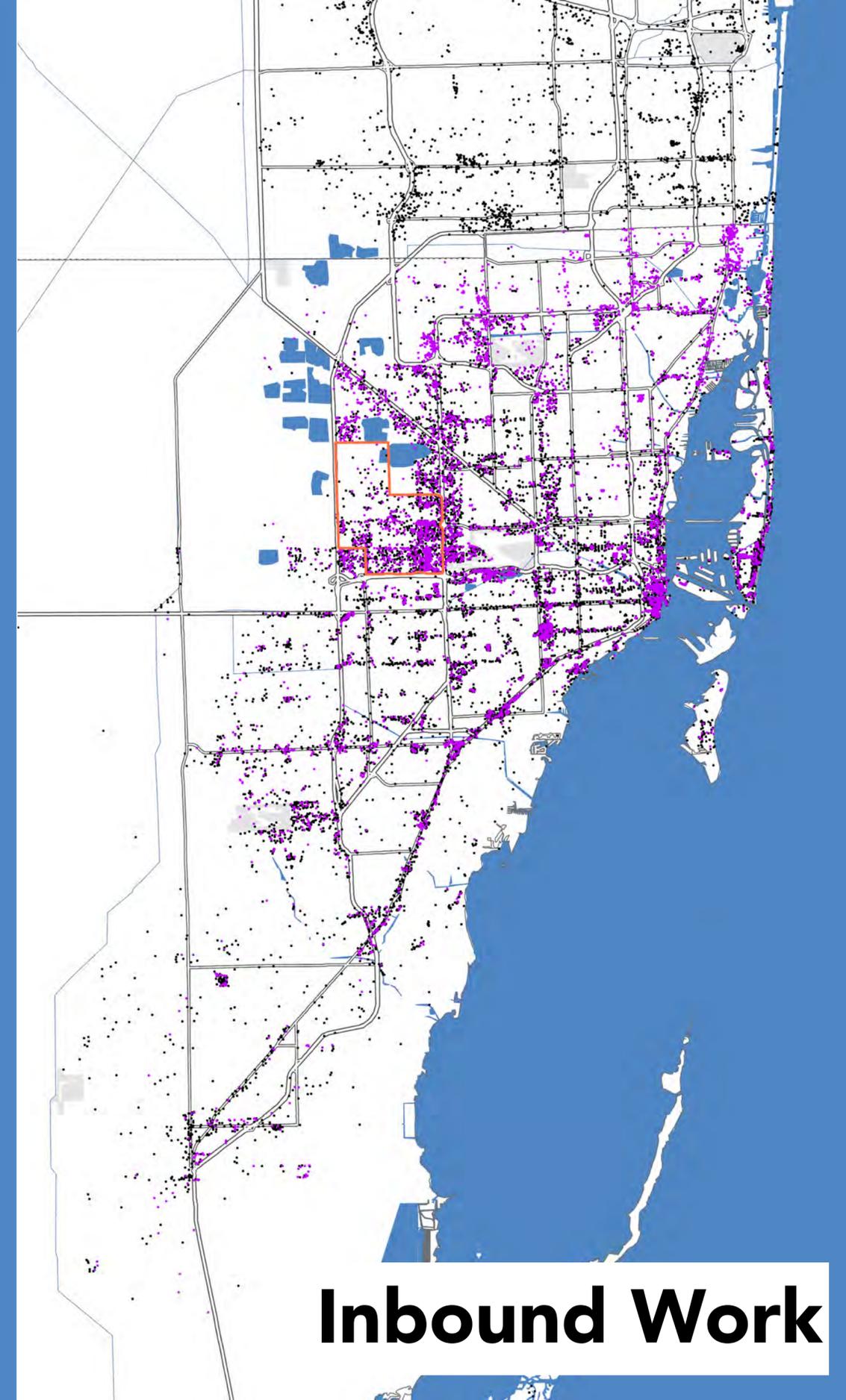
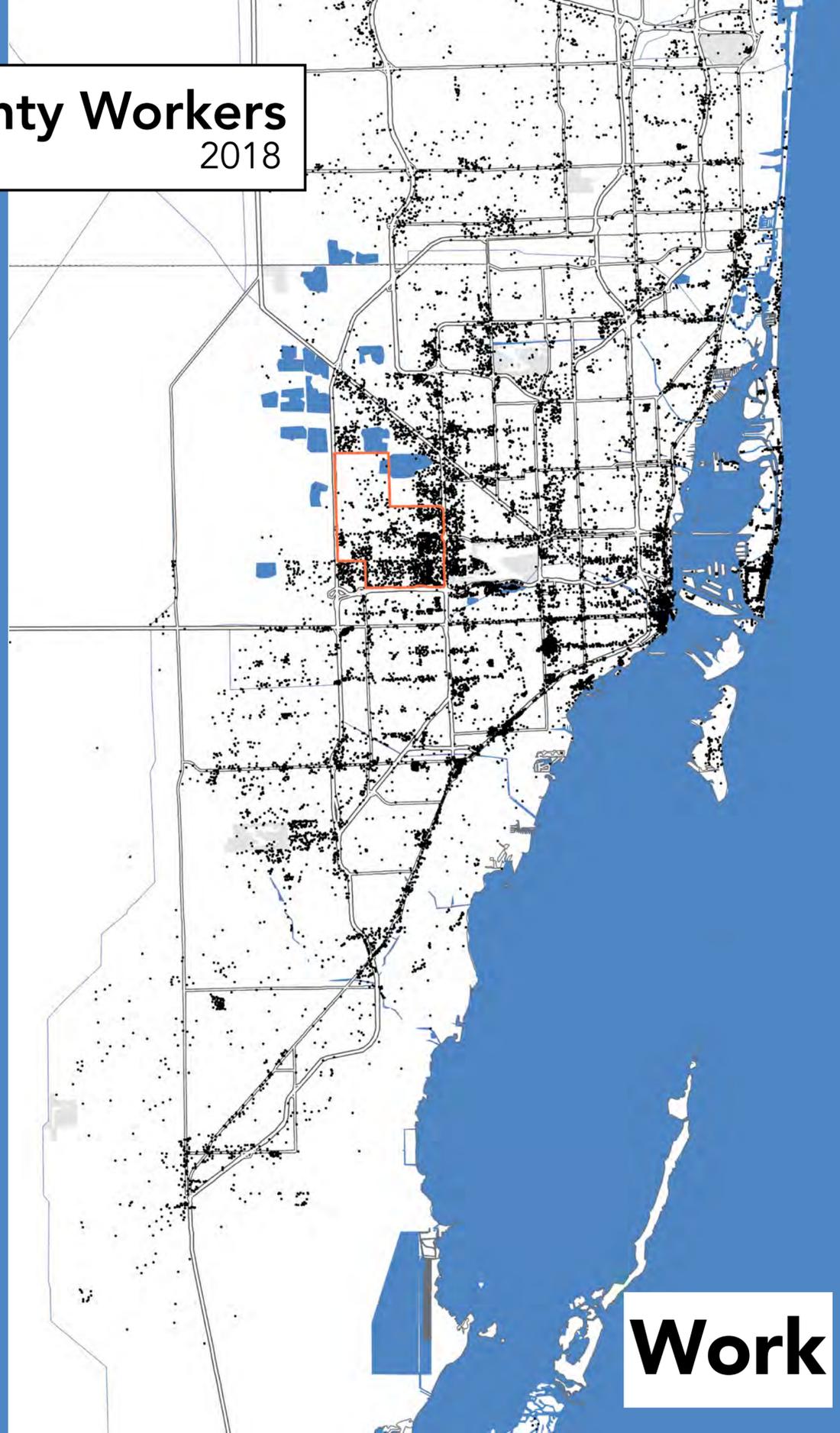
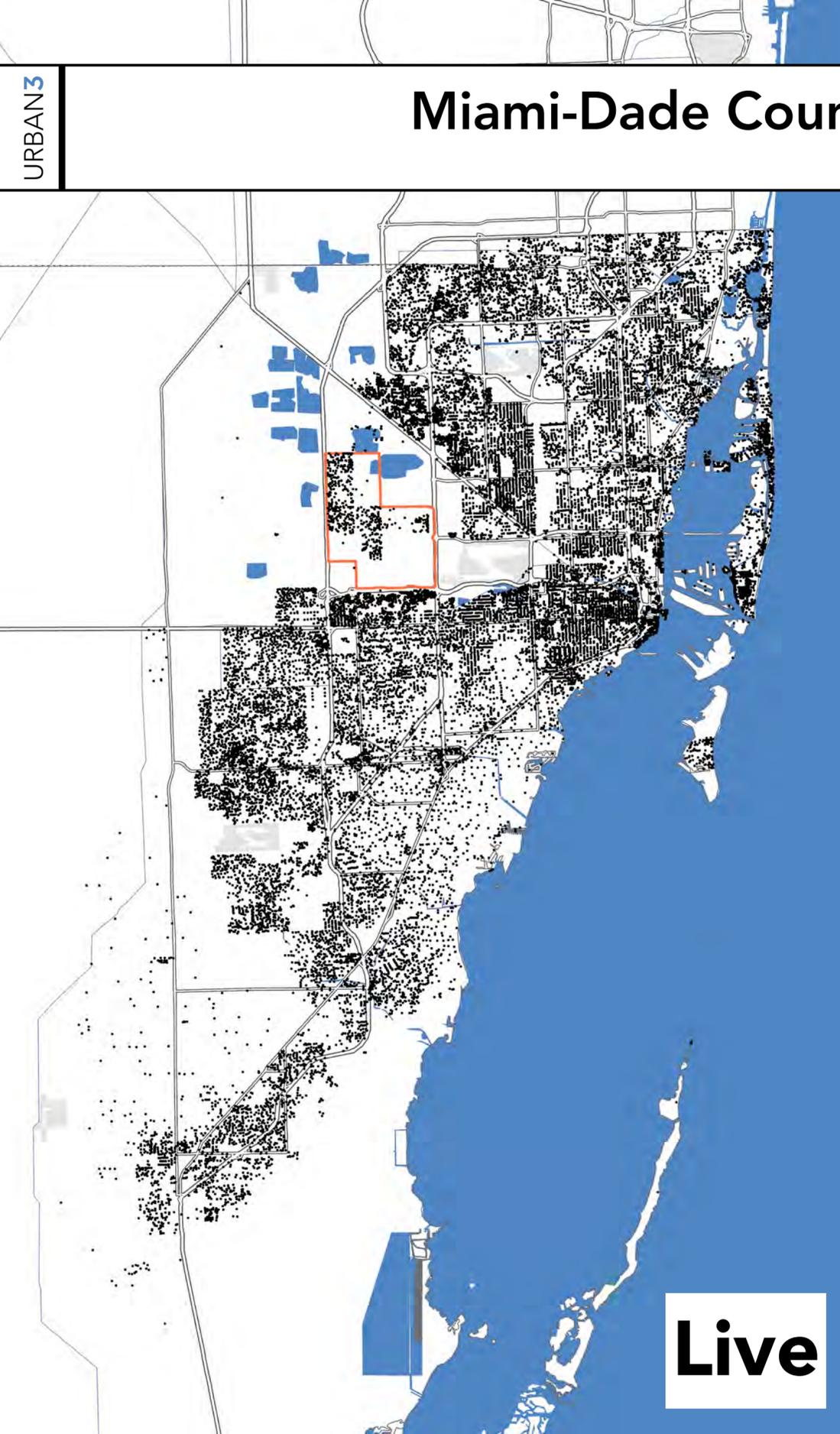
Doral

Downtown Miami

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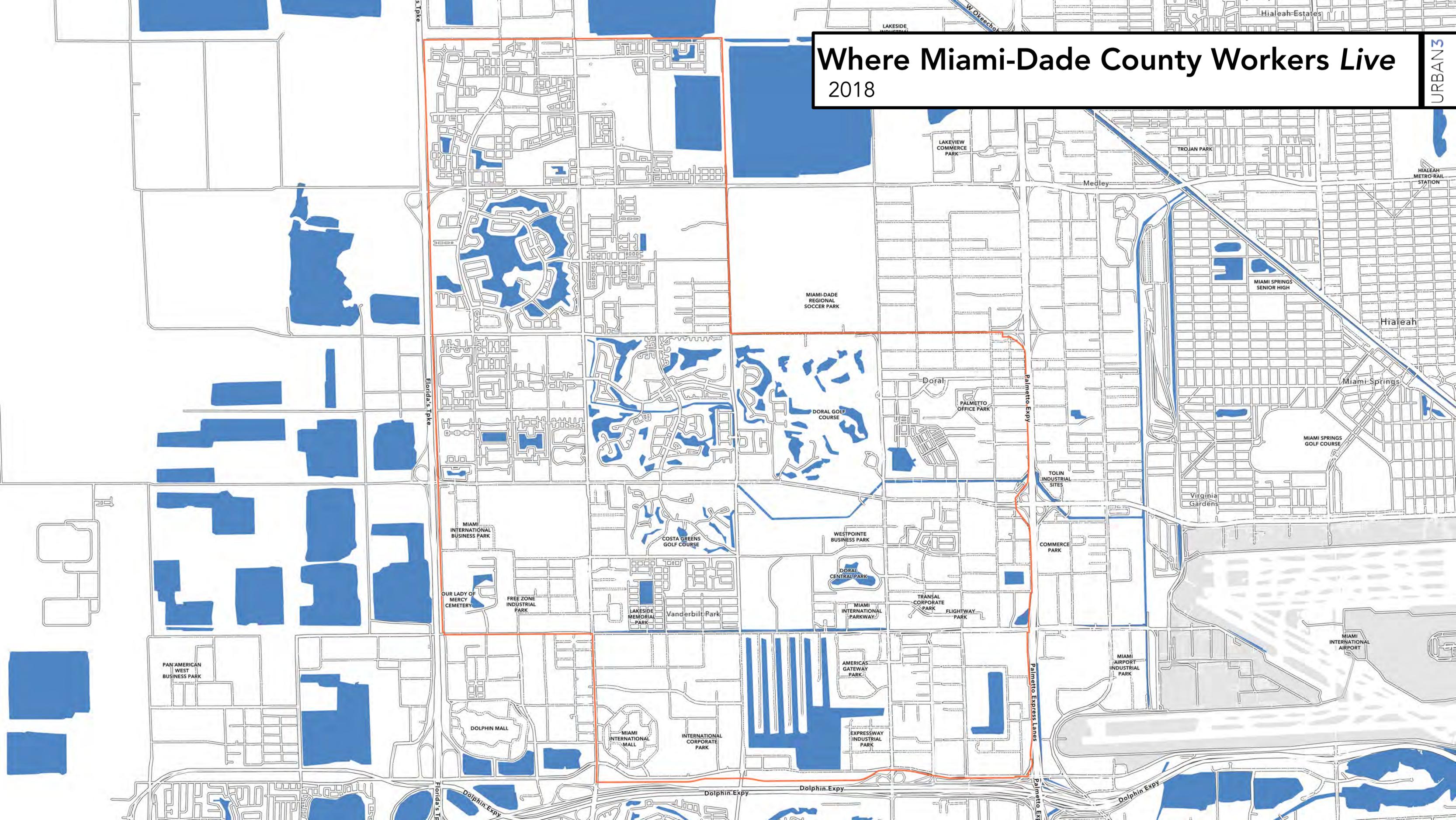


# Miami-Dade County Workers 2018



# Where Miami-Dade County Workers Live

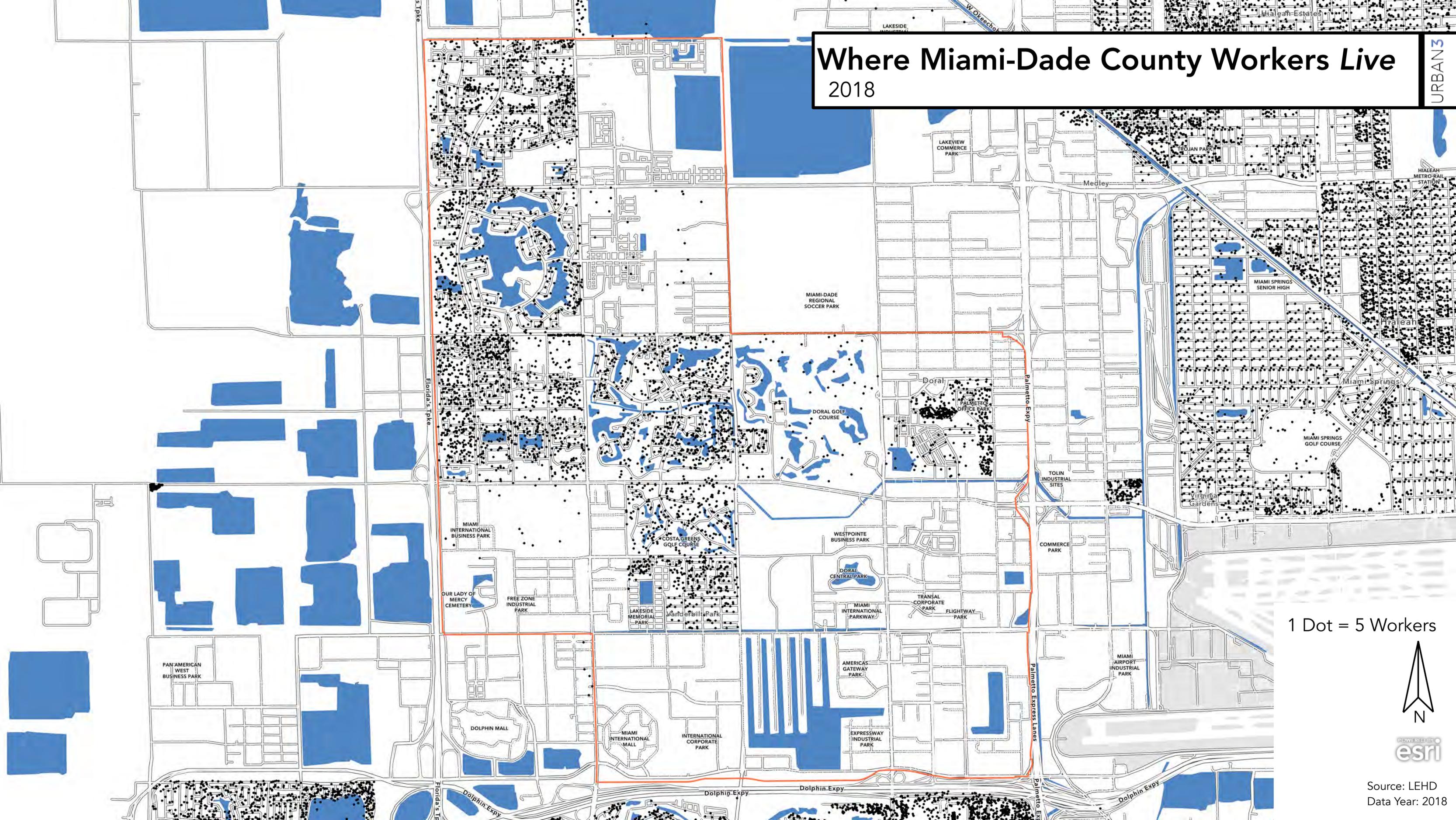
2018



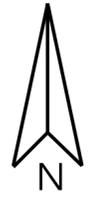
# Where Miami-Dade County Workers Live

2018

URBAN3



1 Dot = 5 Workers



POWERED BY  
esri

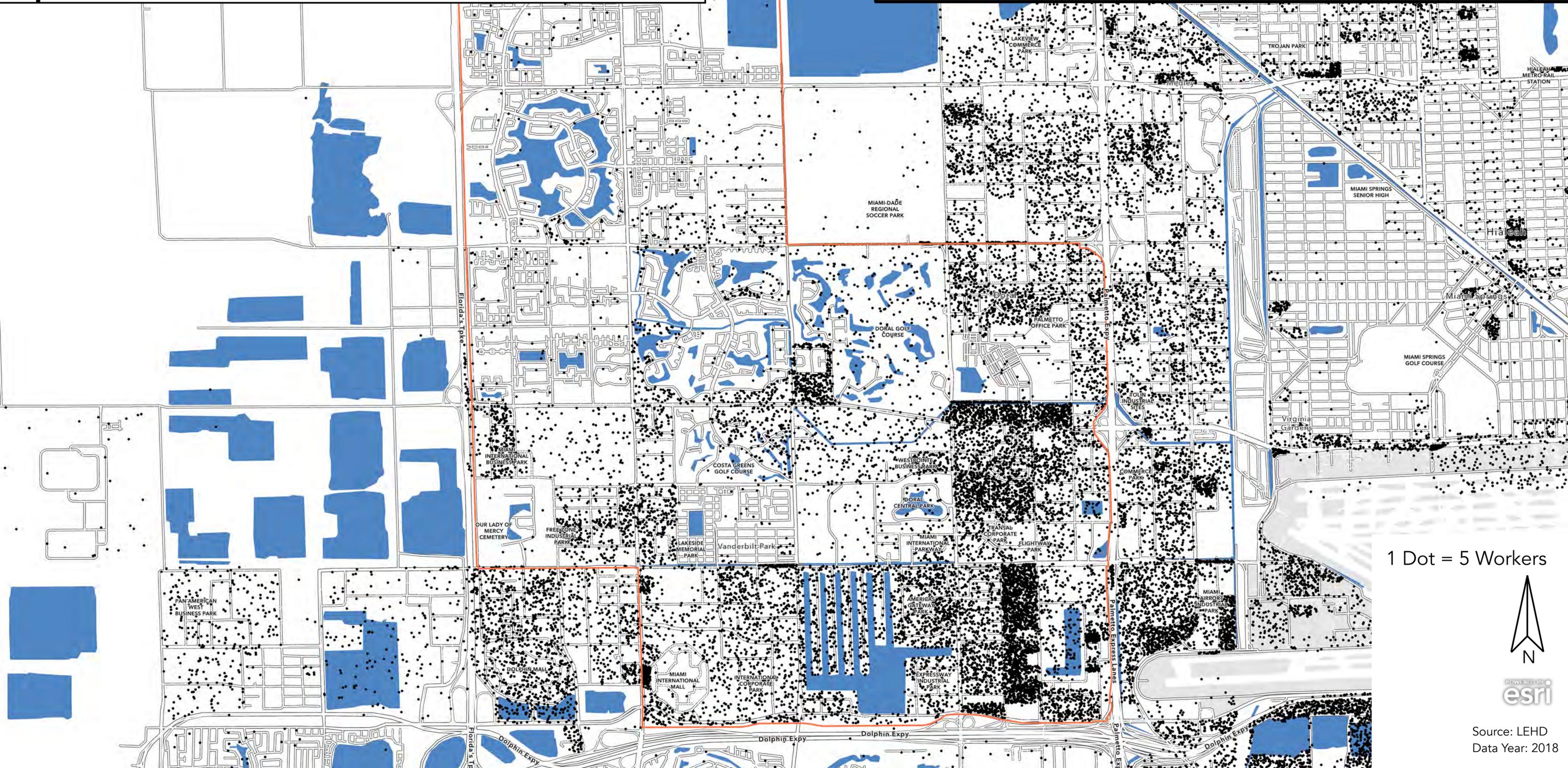
Source: LEHD  
Data Year: 2018

# Where Miami-Dade County Workers *Work*

2018

# Where Miami-Dade County Workers *Work*

2018



1 Dot = 5 Workers



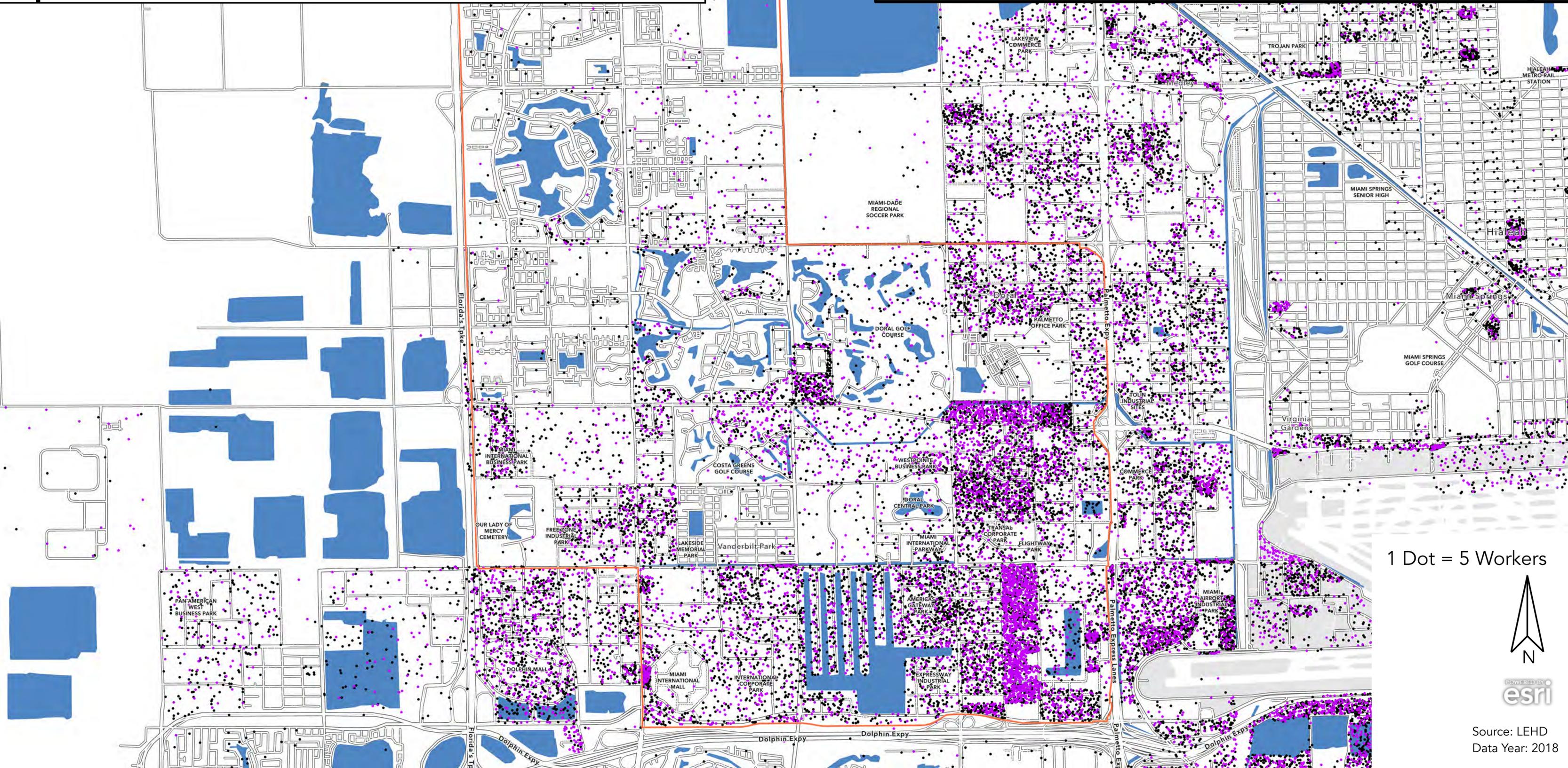
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Data Year: 2018

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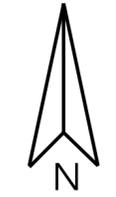
2018

# Where Inbound Workers *Live*

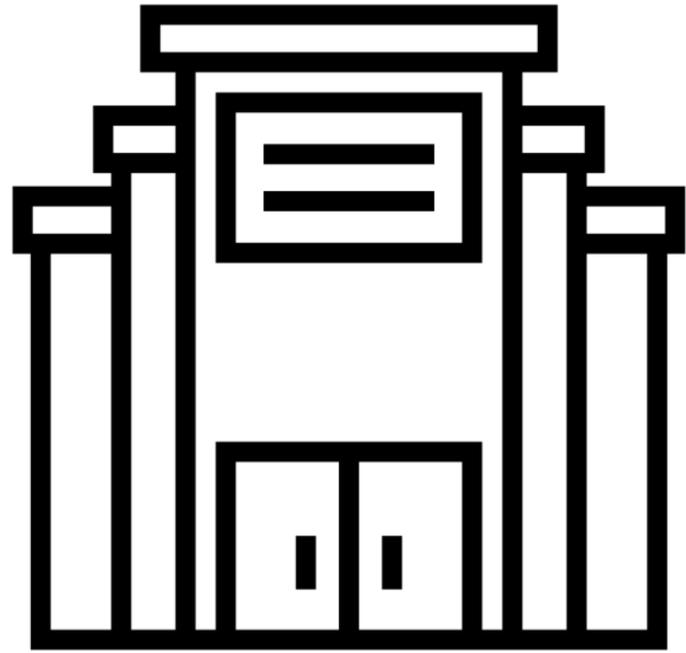
2018



1 Dot = 5 Workers



Source: LEHD  
Data Year: 2018



# Decor District

A closer look at some future opportunity areas

# Decor District Opportunity Area



**Hyatt Place**  
\$5.54 M per acre



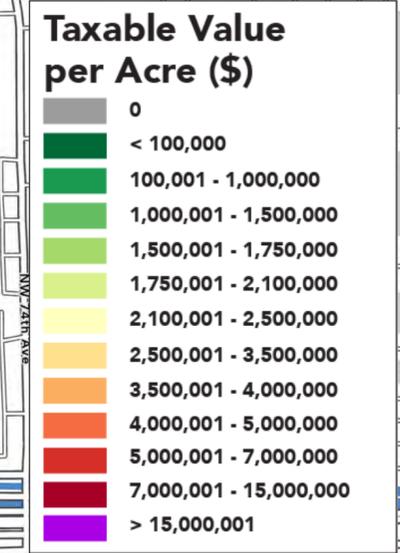
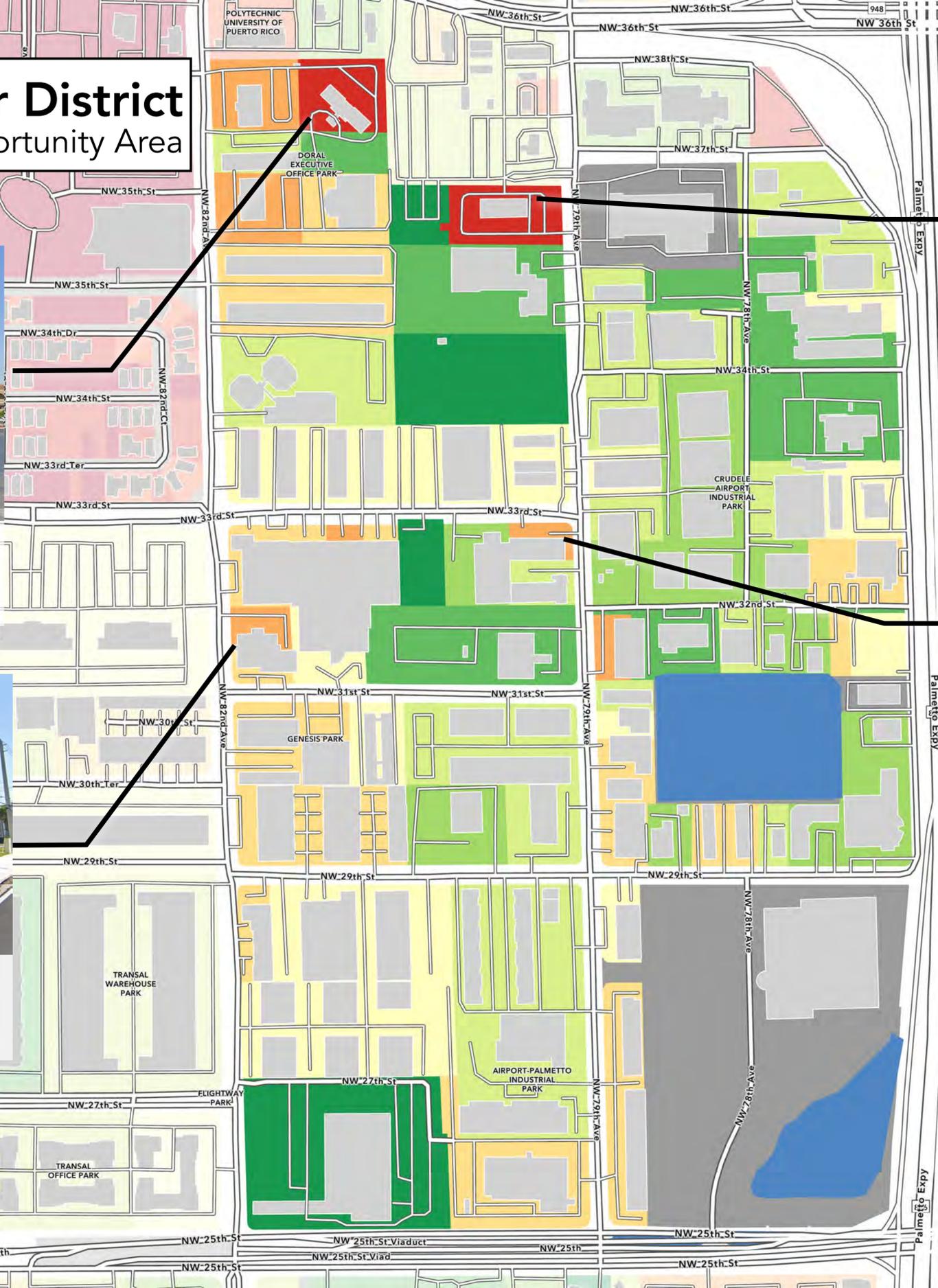
**West Kendall OBGYN**  
\$3.51 M per acre



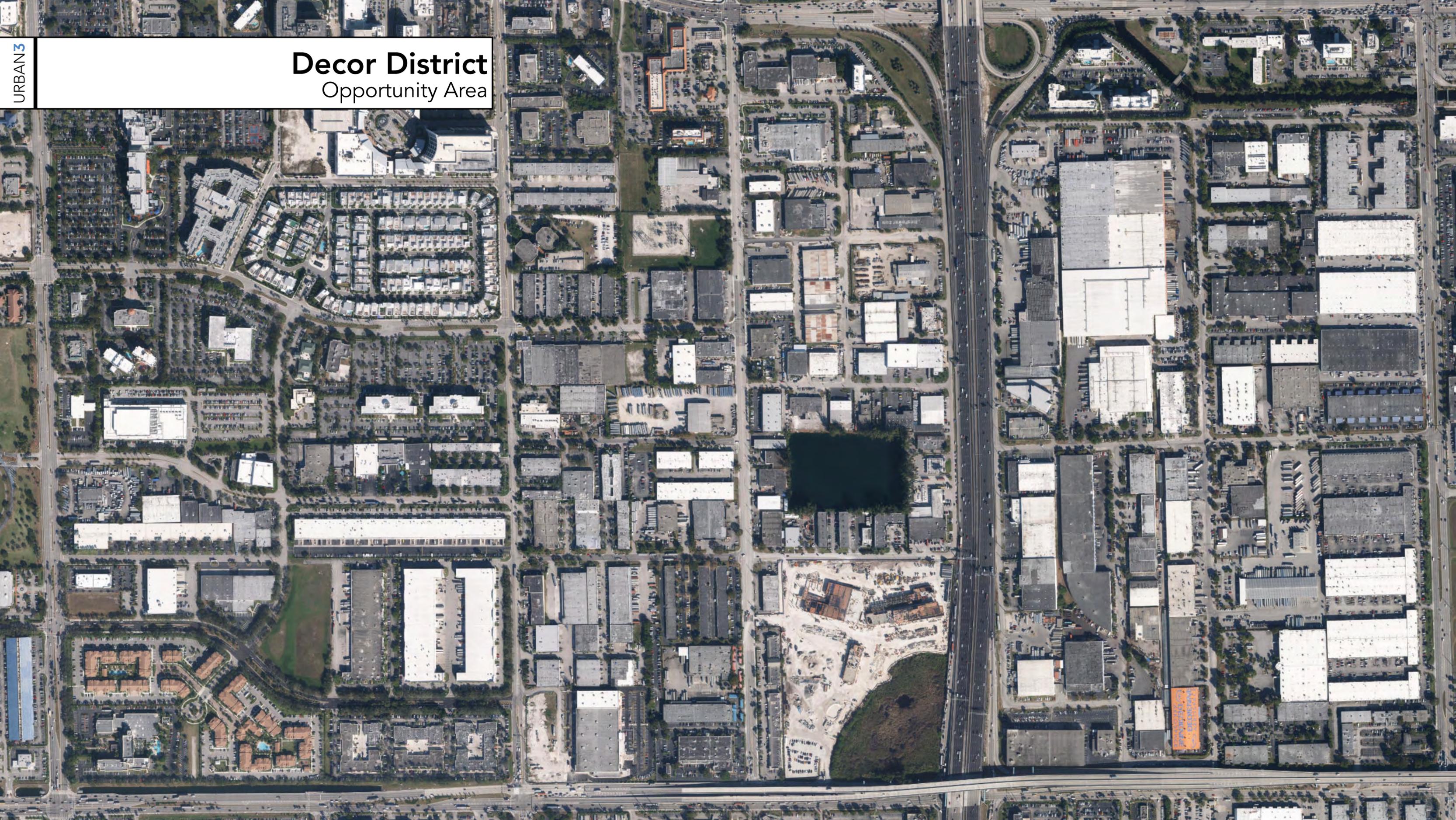
**Hampton Inn**  
\$5.35 M per acre



**Artefacto**  
\$3.31 M per acre



# Decor District Opportunity Area



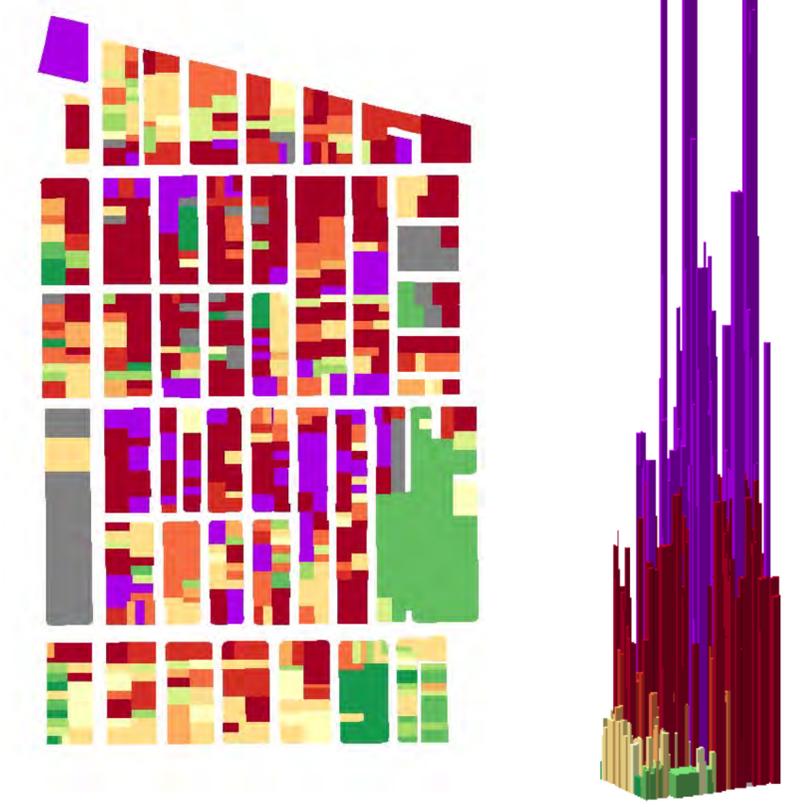
# Comparisons

Decor District

Decor District, Doral



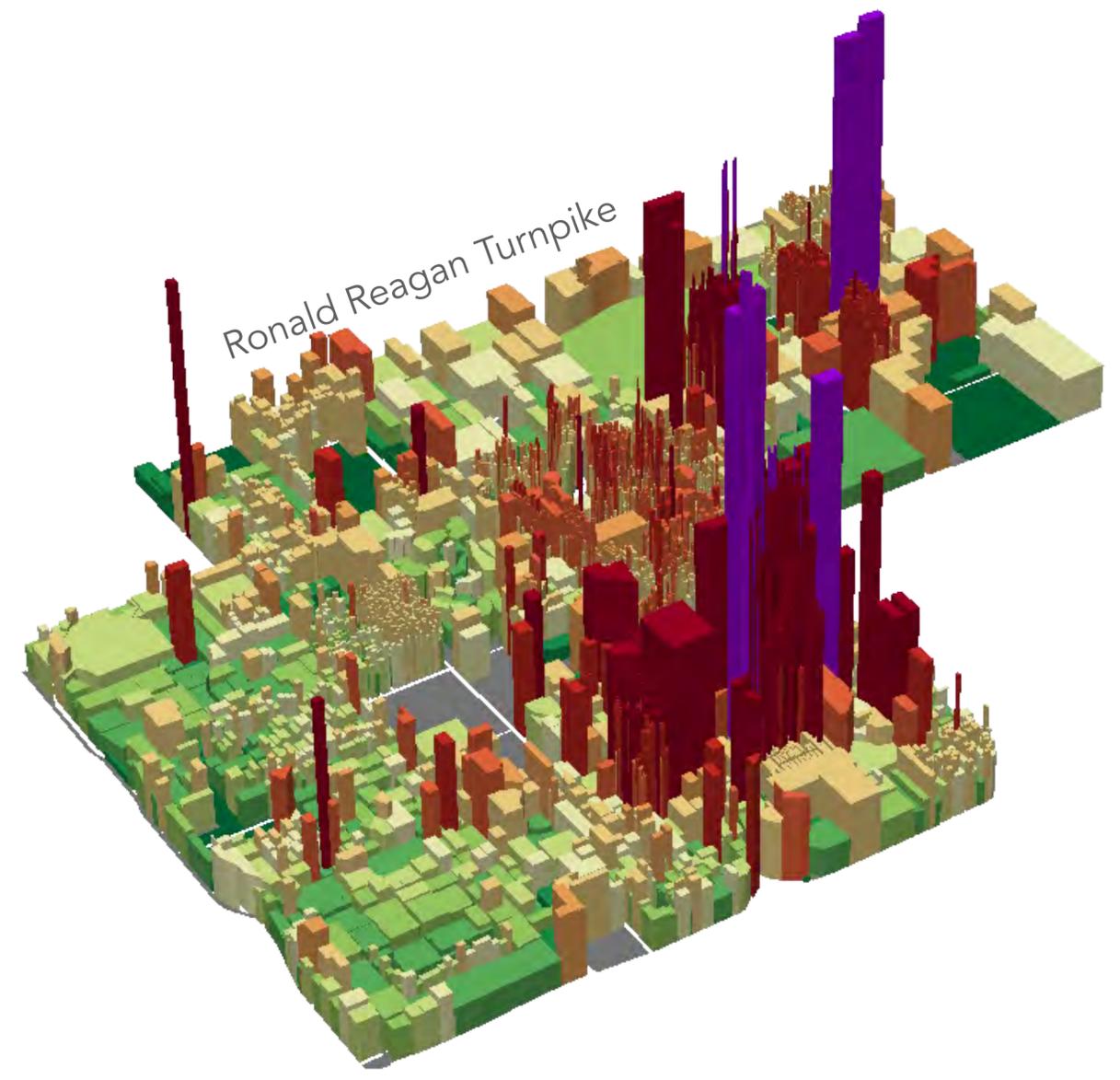
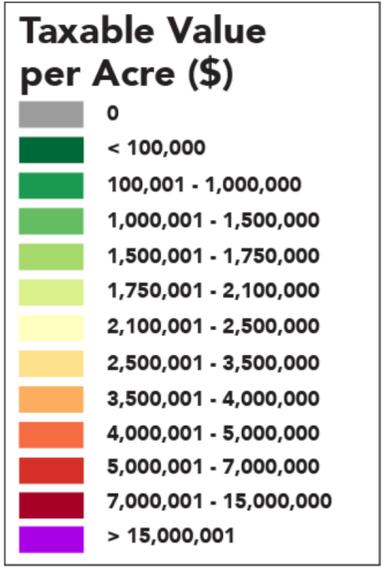
Wynwood, Miami



|                           |                |                |
|---------------------------|----------------|----------------|
| Retail / Mixed Use        | 200 k sq ft    | 1.3 M sq ft    |
| Industrial Manufacturing  | 1.7 M sq ft    | 2.1 M sq ft    |
| Housing Units             | 0              | ~1,000         |
| Acres                     | 205            | 162            |
| Taxable Value             | \$348 M        | \$1.3 B        |
| <b>Value per Acre (M)</b> | <b>\$1.7 M</b> | <b>\$7.8 M</b> |

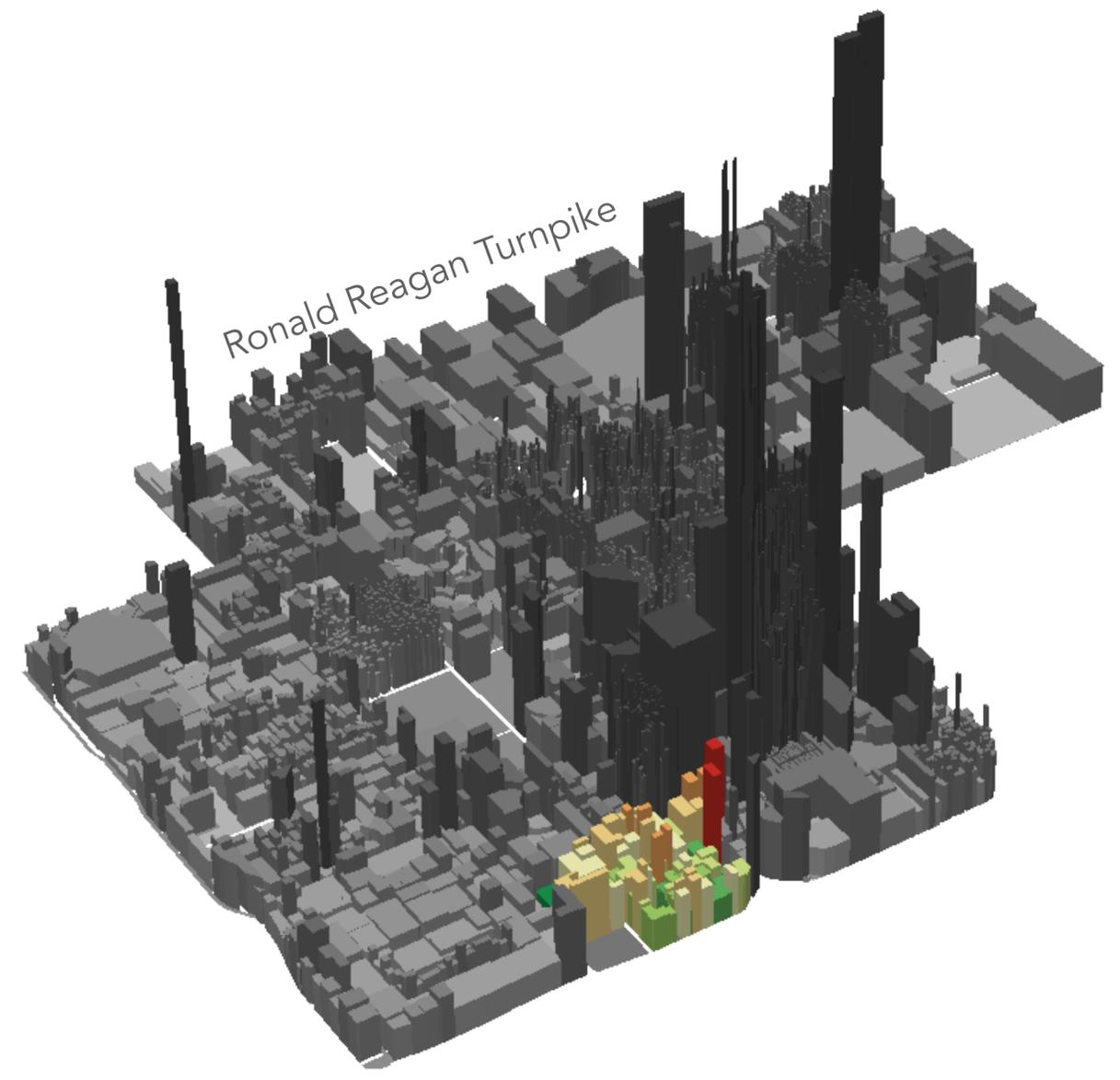
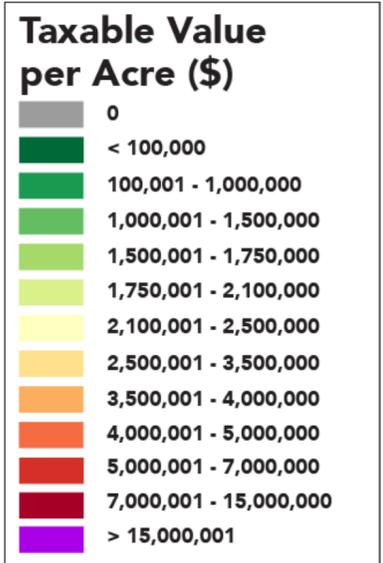
# Comparisons

## Decor District



# Comparisons

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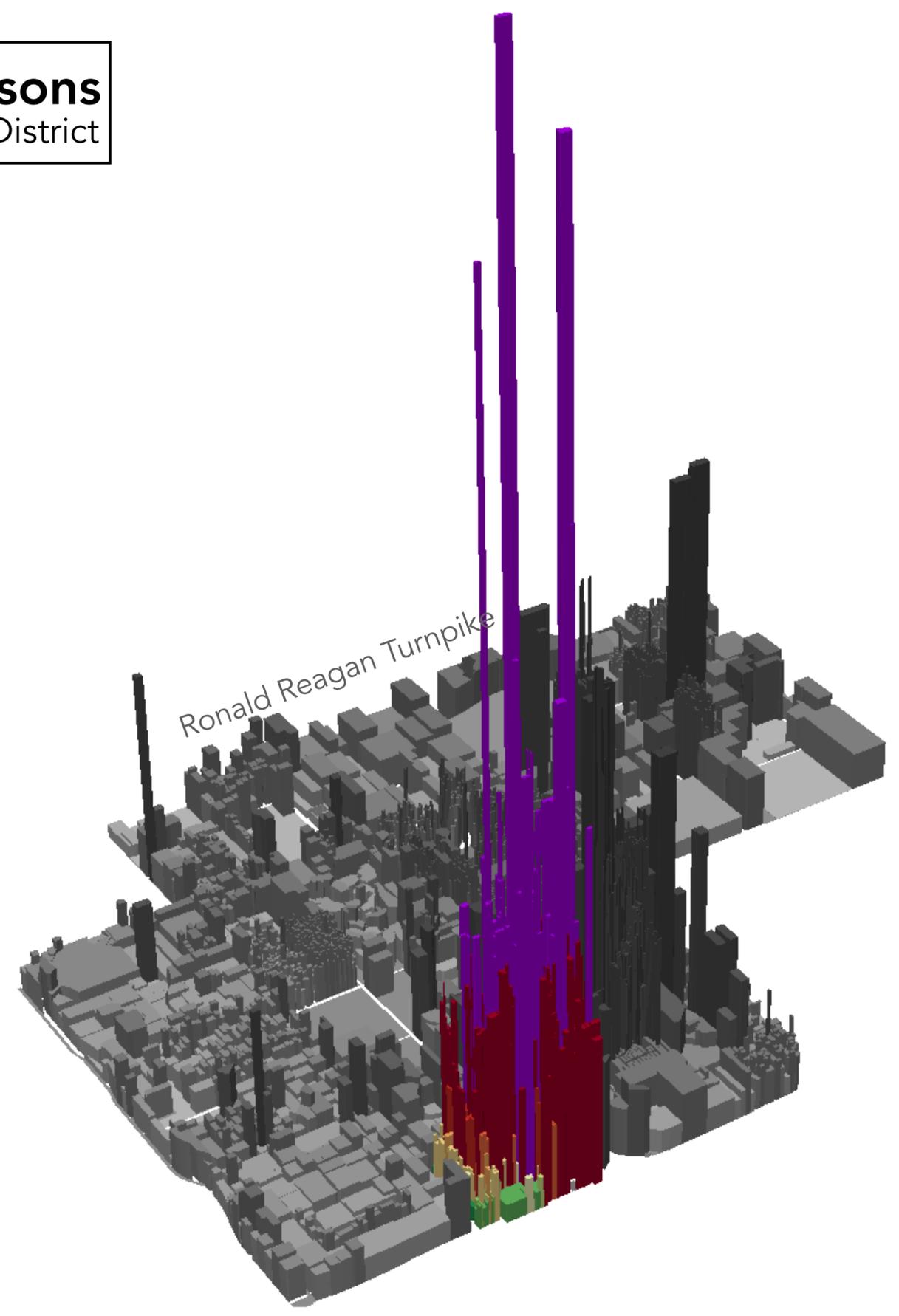
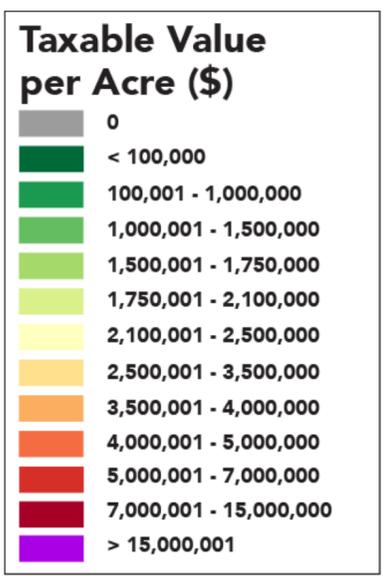
Decor District

**\$1.7 M**  
per acre



# Comparisons

Decor District



Wynwood Miami

**\$7.8 M**  
per acre

