



ECONOMIC DEVELOPMENT ENHANCEMENT AREAS 2024

Source:

**CITY OF CORAL GABLES
ECONOMIC DEVELOPMENT STRATEGIC PLAN 2024**

Fink Studio

2506 Ponce de Leon Blvd.

Coral Gables, FL 33134

305-460-5311

business@coralgables.com

coralgables.com/economic

ENHANCEMENT AREAS PROJECT OVERVIEW

Coral Gables is building on its strong foundation, **walkability, mixed-use districts, and world-class urban design**, to elevate underperforming commercial areas into vibrant, connected, and economically productive districts.

This strategy focuses resources and programming on **four key areas with the greatest potential for redevelopment, placemaking, and business growth**.

By leveraging existing zoning tools and enhancing public spaces, these districts will support job creation, attract investment, and strengthen connectivity across the City.

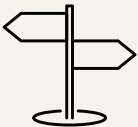
ENHANCEMENT AREAS



Ponce de Leon Boulevard &
South Downtown District



Design & Innovation District

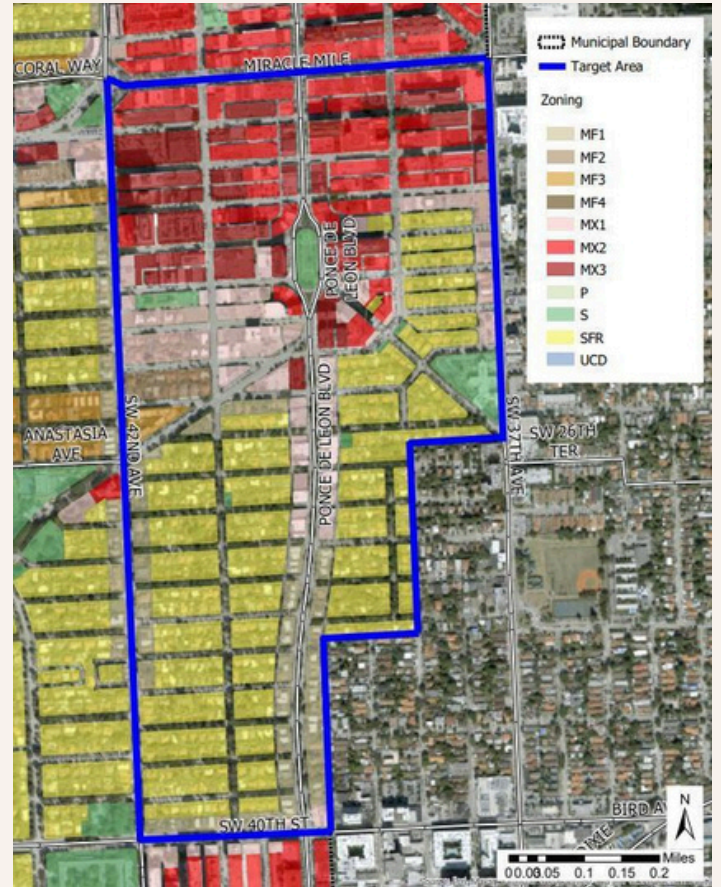
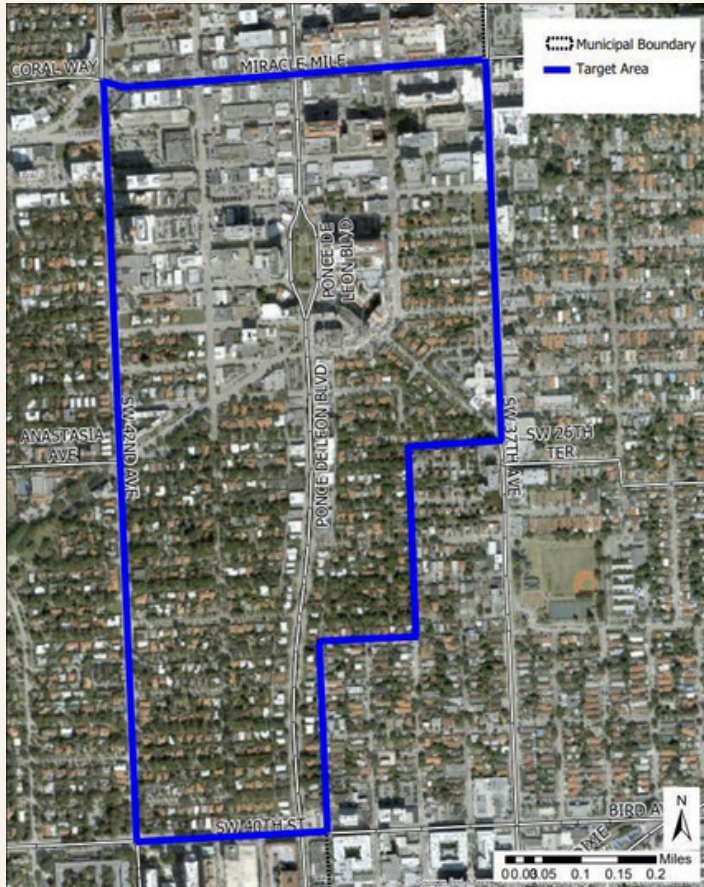


Flagler / SW 8th Street District



U.S. 1 District

ENHANCEMENT AREA 1: Ponce de Leon Boulevard & South Downtown District



GEOGRAPHIC DESCRIPTION

The Ponce de Leon Boulevard / South Downtown Economic Development Enhancement Area is bordered by Miracle Mile on the north; SW 37th Avenue and the corporate boundary of the City of Coral Gables on the east; SW 40th Street on the south; and Lejeune Avenue (SW 42nd Avenue) on the west.

ENHANCEMENT AREA 1: PONCE DE LEON BOULEVARD & SOUTH DOWNTOWN DISTRICT

LAND USE & ZONING

The future land use designation of the Ponce de Leon Boulevard / South Downtown Economic Development Enhancement Area Miracle Mile south to Malaga Avenue is essentially an extension of the Central Business District including “Commercial High-Rise Intensity” to “Commercial Medium Rise Intensity.” From Malaga Avenue south to Camilo Avenue, the land use designation is primarily “Commercial Low-Rise Intensity” and “Multi Family Duplex Density” south of Camilo Avenue to SW 40th Street.

South of Miracle Mile to Malaga Avenue, the designated zoning in the area is primarily MX2 (Mixed-Use-medium intensity of development) and MX3 (Mixed-Use-high intensity of development). Along the land abutting Ponce de Leon Boulevard from Malaga Avenue south to Camilo Avenue, the area is zoned MX1 (Mixed-Use low intensity of development). The Ponce de Leon Boulevard corridor South of Camilo Avenue to SW 40th Street is zoned MF1 (Multi-Family Duplex). Significantly, density is unlimited in the area north of Almeria Avenue.

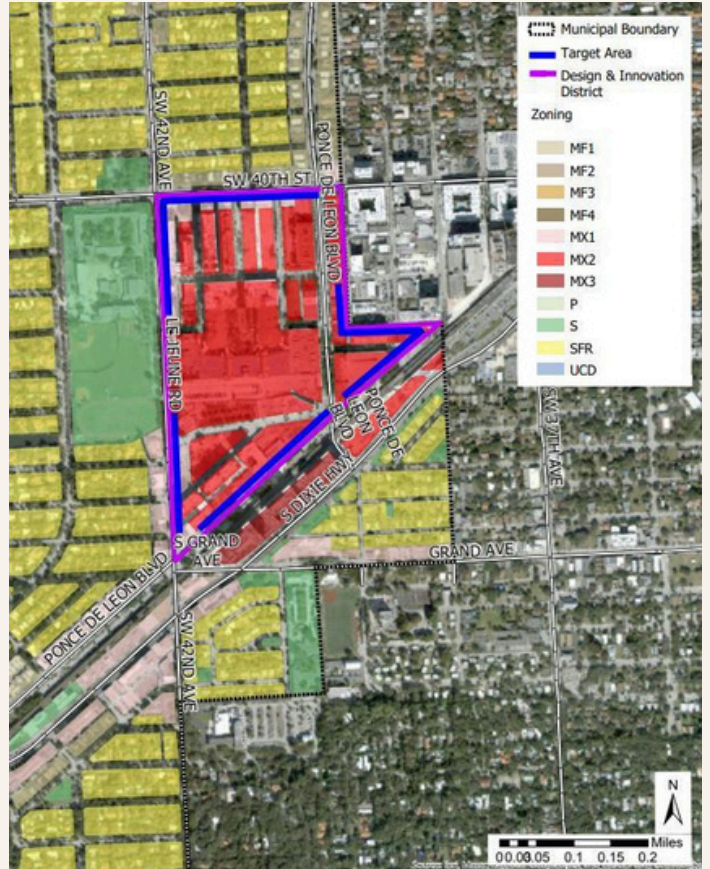
ENHANCEMENT AREA 1:

PONCE DE LEON BOULEVARD & SOUTH DOWNTOWN DISTRICT

(RE)DEVELOPMENT FOCUSES

- Mixed use, medium to high intensity development
- Target small-to-medium establishments, i.e., management, scientific and technical consulting services, financial services, and merchandising specific to area needs
- Live-work space
- Improve walkability
- Expand connectivity through public transit and bicycle infrastructure
- Smart City investment
- Streetscape improvements, including street trees and undergrounding of overhead utility lines on Salzedo Street
- Improve accessibility to single-family residences across Le Jeune Road

ENHANCEMENT AREA 2: Design & Innovation District



GEOGRAPHIC DESCRIPTION

The Design & Innovation District is bordered by SW 40th Street on the north; Ponce de Leon Boulevard on the east and south, and LeJeune Avenue (SW 42nd Avenue) on the west.

ENHANCEMENT AREA 2: DESIGN & INNOVATION DISTRICT

LAND USE & ZONING

According to the Coral Gables Future Land Use Element (Policy FLU 1.9.4.) the Design & Innovation District was established “to implement Economic Development strategies that promote retail activities, art galleries and other compatible uses found in “Innovative Districts,” (i.e. financial services, bio-medical, pharmaceutical, institutional and advance new technological firms (i.e. analytics, artificial intelligence, blockchain, and robotic process automation). Zoning regulations in place would support and enhance sustainable retail and other compatible uses supportive of pedestrian activities on the ground level of mixed-use buildings. The designated land use within the Design & Innovation District is “Industrial” with “Commercial Low Rise” along SW 40th Street and Lejeune Avenue (SW 42nd Avenue).

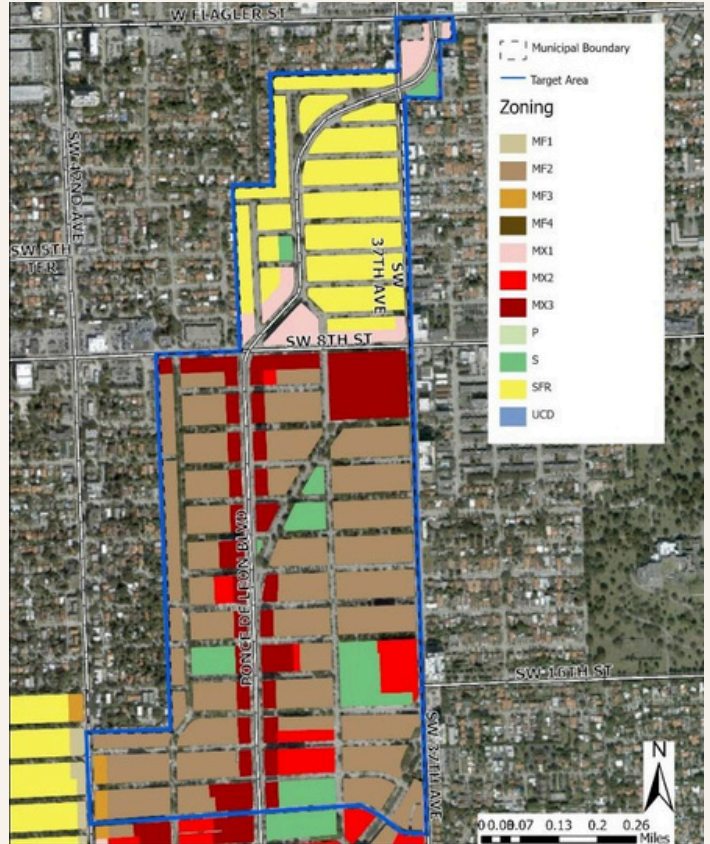
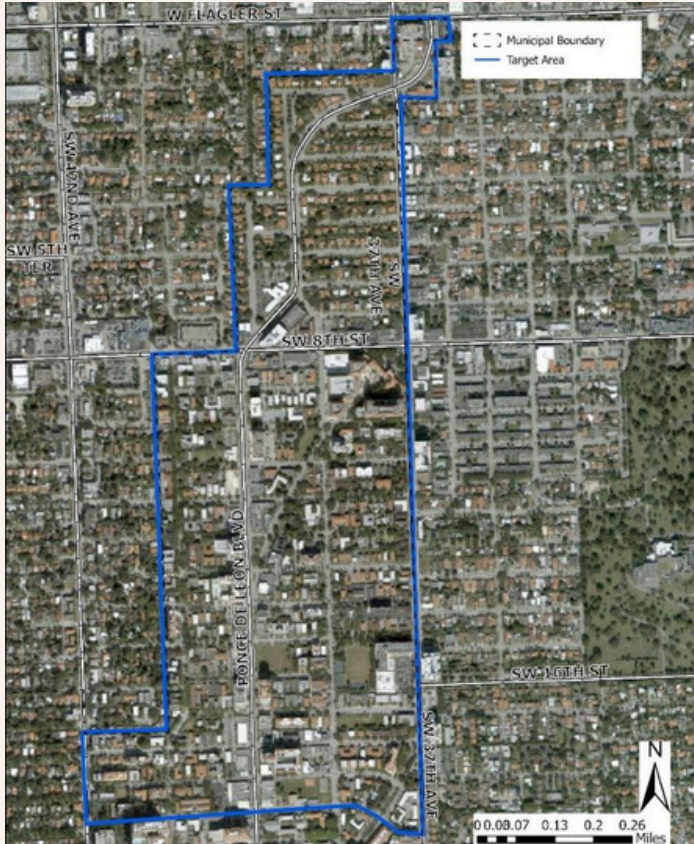
The designated zoning within the Design & Innovation District is MX2 (Mixed-Use-medium intensity of development) and MX1 (Mixed-Use low intensity of development) along SW 40th Street and Lejeune Avenue (SW 42nd Avenue). Significantly, density is unlimited for properties within the Design & Innovation District.

ENHANCEMENT AREA 2: DESIGN & INNOVATION DISTRICT

(RE)DEVELOPMENT FOCUSES

- Mixed use, high intensity development
- Target medium to large advanced-industry firms, i.e. medical and diagnostic laboratories, scientific research and development services
- Improve walkability by providing pedestrian paseos or passageways that connect San Lorenzo and Greco Avenues.
- Expand connectivity through public transit and the Underline
- Smart City investment

ENHANCEMENT AREA 3: Flagler / SW 8th Street



GEOGRAPHIC DESCRIPTION

The Flagler Street / SW 8th Street Economic Development Enhancement Area is bordered by Flagler Street on the north; SW 37th Avenue and city corporate boundary on the east; Navarre Avenue on the south; and Salzedo Street on the west.

ENHANCEMENT AREA 3: FLAGLER / SW 8TH STREET DISTRICT

LAND USE & ZONING

Ponce de Leon Boulevard, south of SW 8th St, is the North Ponce Mixed-Use District Overlay that encourages large-scale mixed-use development and walkability. The designated land use within the Flagler Street / SW 8th Street Economic Development Enhancement Area includes a “Commercial Low-Rise Intensity” designation on Flagler Street extending south between SW 37th Avenue and Ponce de Leon Boulevard and the north side of SW 8th Street and a “Commercial High-Rise Intensity” designation along the south side of SW 8th Street and along the Ponce de Leon Boulevard corridor south of SW 8th Street.

The designated zoning in the Flagler Street / SW 8th Street Economic Development Enhancement Area is MX1 (Mixed-Use low intensity of development) along Flagler Street south between SW 37th Avenue and Ponce de Leon Boulevard and MX3 (Mixed-Use-high intensity of development) along the south side of SW 8th Street extending south along the Ponce de Leon Boulevard corridor to Navarre Avenue.

ENHANCEMENT AREA 3:

FLAGLER / SW 8TH STREET DISTRICT

(RE)DEVELOPMENT FOCUSES

- Mixed use, low-to-high intensity development
- Target small, advanced industry firms, i.e., architectural & engineering, computer software, and computer systems design
- Live-work space
- Improve walkability
- Expand connectivity through public transit and bicycle infrastructure specifically on Salzedo and Galiano StreetSmart City investment
- Streetscape improvements

ENHANCEMENT AREA 4: U.S. 1 District



GEOGRAPHIC DESCRIPTION

The U.S. 1 Economic Development Enhancement Area is bordered by U.S. 1 (Federal Highway) on the north; Maynada Street on the east; SW 72nd Street and Madruga Avenue on the south; and SW 57th Street on the west.

ENHANCEMENT AREA 4: U.S. 1 DISTRICT

LAND USE & ZONING

The designated land use within the South Dixie Highway Economic Development Enhancement Area is primarily “Commercial Low Rise” along South Dixie Highway and “Mixed-Use” across from the University of Miami Campus and “Commercial Medium Rise Intensity” along SW 57th Street. The designated zoning within the South Dixie Highway Economic Development Enhancement Area is primarily MX1 (Mixed-Use low intensity of development) along South Dixie Highway and MX3 (Mixed-Use-high intensity of development) across from the University of Miami Campus. The designated zoning along SW 57th Street is MX2 (Mixed-Use-medium intensity of development).

ENHANCEMENT AREA 4:

U.S. 1 DISTRICT

(RE)DEVELOPMENT FOCUSES

- Mixed use, low-to-medium intensity development including student housing with ground floor designs compatible with surrounding residential uses
- Target small, advanced industry establishments, i.e., medical and diagnostic laboratories, scientific research and development services, architectural & engineering
- Live-work space
- Improve walkability
- Expand connectivity through public transit
- Smart City investment
- Streetscape and gateway improvements as part of a new “branding” and marketing of the area