

## Downtown Miami Is A Rising Star Among The Galaxy Of Burgeoning Cities

Michael Alpiner

What a difference a decade makes. Downtown Miami is not the same place it was 10 years ago when South Florida last hosted the Super Bowl, the country's biggest stage and most watched televised event of the year. Downtown Miami was a 9-to-5 only business district and a virtual ghost town on nights and weekends. Travel to Miami almost exclusively consisted of visiting the beach for sun, sand and shopping.



Here are some of the changes that has come to the area

Downtown Miami is home to a vast array of culturally themed restaurants, high end and discount retail, hotels, parks, museums and transit that didn't exist 10 years ago. From the [Perez Art Museum Miami](#) (PAMM) to the [Frost Museum of Science](#) and more, Downtown Miami is now home to the highest concentration of cultural institutions in the Southeast.



A visit to the Frost Museum of Science is a must for tourists and residents alike. The design elements of the museum utilize space and light to create an ambiance that augments the exhibits. The PAMM presents local and international artists whose work has some link to the geography and culture of South Florida. After enjoying the well-curated space, a quick bite at Verde, the museum's associated eatery that champions the art of food.



Downtown is now home to more 4 and 5 star hotels than any submarket in Florida per capita.

The number of tourists visiting downtown Miami has grown from 3.1 million in 2010 to more than 5.4 million in 2017 (a 74% increase).

The population in downtown has grown by 40% in just eight years, fueled by job growth, a boom in lifestyle amenities like bars, restaurants, nightlife and entertainment

Virgin Trains, formerly Brightline, South Florida's first higher speed passenger rail service, connected Miami to Broward and Palm Beach. In the upcoming few years, Virgin Trains plans to extend its route all the way to Orlando.



The demand for a thriving, walkable bar and nightlife scene in Downtown Miami can be attributed to the residential boom amongst young professionals in the urban core, who now make up 45% of the workforce. The city caters to a daytime population of 250,000 and 92,000 residents.

While most city populations grow in density close to the urban core and then spread out through suburban areas as development expands, Miami was built differently. While downtown Miami was its business center, the population purchased homes in the suburbs spreading west of the urban core. It wasn't really until about 10 years ago, that people really started looking at downtown Miami as a place to both work and live.



After nearly 15 years of planning and construction, 2019 has been a watershed year for Miami Worldcenter – the literal ‘city within a city’ is coming to life moment by moment and brick by brick, spanning 27-acres in the heart of Downtown Miami. The mixed-use development is comprised of retail/F&B/entertainment space, office, hotel, expo center and residential. This is the largest mixed use site under development in the country outside of Hudson Yards in NY. The development’s first apartment tower, Caoba, delivered earlier this year and is already more than 75% leased.

Paramount Miami Worldcenter, the signature condominium tower, delivered earlier this summer at more than 90% sold – residents are now taking ownership of their units and preparing for move-ins. CitizenM is breaking ground soon, and the JW Marriott Marquis Miami Worldcenter Hotel & Expo Center, featuring approximately 1,700 rooms and 500,000 sq ft of meeting and exhibition space will come later.



Transit and connectivity are playing a fundamental role in bringing the Miami Worldcenter project to life. In fact, it's the largest TOD in the Southeast U.S. – and the second-largest in the country, behind only Hudson Yards. Miami Worldcenter site sits adjacent to five interconnected transit systems – Virgin/Brightline, Metrorail, Metromover, Tri-Rail, and a free Downtown trolley system – which will alleviate congestion and serve commuters and visitors alike. Virgin Trains is South Florida's only higher speed train, connecting Miami to Fort Lauderdale and Palm Beach.

Worldcenter also has found a balance between public space for pedestrians, retail/F&B/entertainment space, and office, hotel and residential buildings. Everything is integrated within the site, with the goal of getting people out of their cars and on their feet. These promenades will be destinations in their own right connecting our various uses with the Virgin/Brightline train, American Airlines Arena, Museum Park (PAMM and Frost) and more.