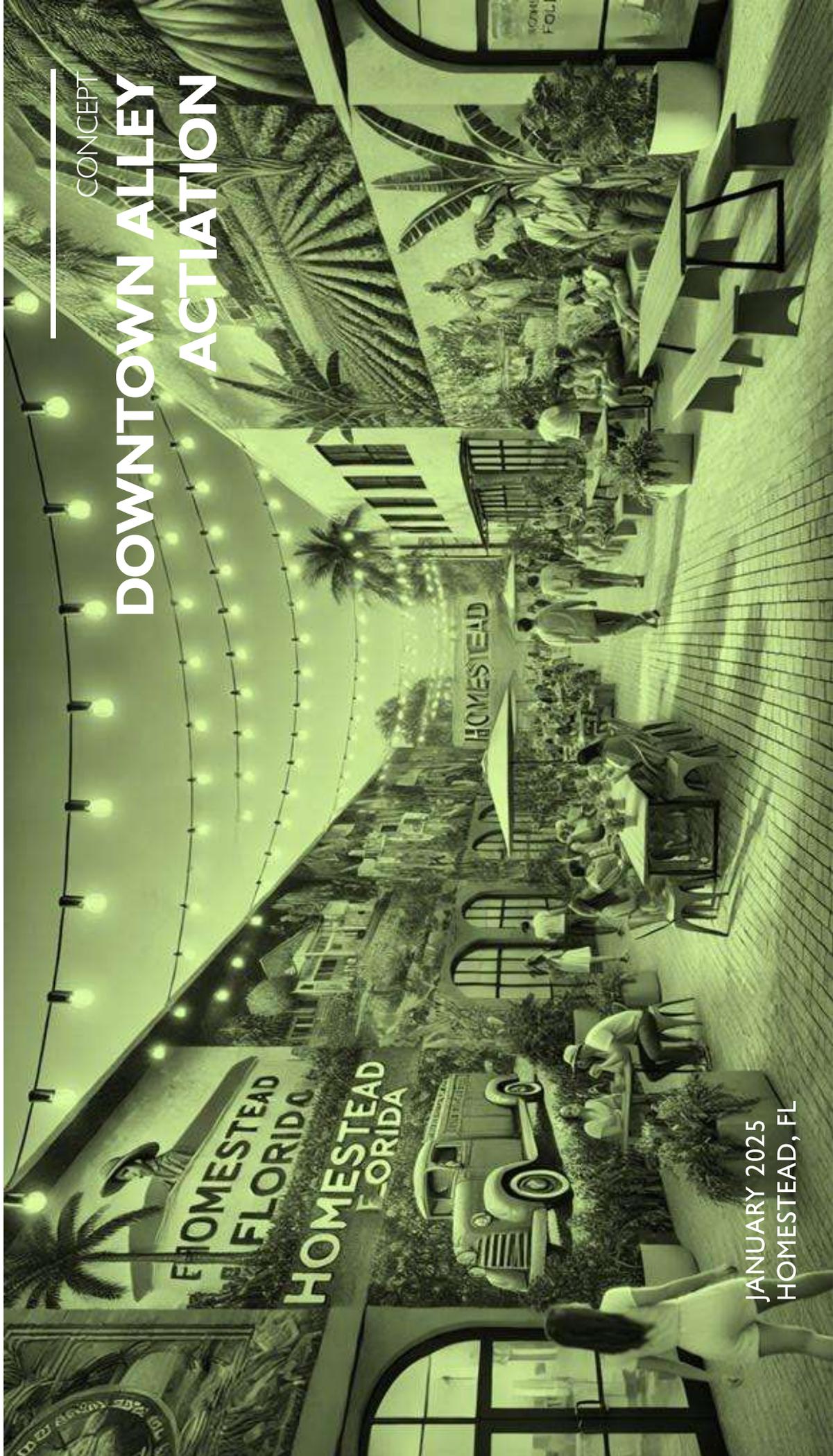


CONCEPT

DOWNTOWN ALLEY ACTIATION



JANUARY 2025
HOMESTEAD, FL

Downtown Alley Activation

Overview

The City of Homestead has a unique opportunity to transform an underutilized alley adjacent to a parking area behind the future marketplace/food hall into a dynamic, pedestrian-friendly space. Positioned near Krome Avenue (Main Street) and the newly renovated Losner Park, this initiative aims to spur economic activity, attract visitors, and support local businesses through creative placemaking.

Vision & Objectives

This will activate this downtown space with:

- Public Art & Murals to create an Instagram-worthy destination.
- Lighting & Ambience Enhancements for a safe and inviting atmosphere.
- Pop-Up Markets & Food Vendors to showcase local entrepreneurs.
- Live Entertainment & Cultural Programming to drive consistent foot traffic.
- Outdoor Seating & Greenery to encourage gathering and relaxation.

Economic & Community Impact

This activation will serve as a catalyst for downtown revitalization, increasing foot traffic to surrounding businesses, supporting small entrepreneurs, and establishing a cool, vibrant destination that enhances Homestead's identity as a growing cultural and economic hub.



Downtown Alley Activation

Opportunity Site for Activation

The proposed activation site is a 0.32-acre parking lot currently owned by Healing Sanctuary LLC, strategically positioned behind the future marketplace/food hall. Healing Sanctuary LLC also owns several adjacent parcels, including:

- A Montessori school
- Another parking lot to the north
- A historically significant building facing Krome Avenue, currently used as a venue space
- A public plaza along Krome Avenue

This location is critical for downtown foot traffic and economic growth, serving as a natural connector between Krome Avenue (Main Street), the marketplace/food hall, and Losner Park. Activating this space will capitalize on its central position, drawing visitors, supporting local businesses, and contributing to the broader revitalization of Homestead's downtown core.

Current Use: Plaza
Owner: THE HEALING SANCTUARY LLC
Zone: Commercial
Lot Size: 7,538 SF/ 0.17 AC
Folio: 10-7813-015-0032

Current Use: Parking Lot
Owner: THE HEALING SANCTUARY LLC
Zone: Commercial
Lot Size: 13,500 SF/ 0.30 AC
Folio: 10-7813-015-0140

Owner: THE HEALING SANCTUARY LLC
Zone: Commercial
Lot Size: 35,542 SF/ 0.81 AC
Folio: 10-7813-016-0050

Current Use: Parking Lot
Owner: THE HEALING SANCTUARY LLC
Zone: Commercial
Lot Size: 14,000 SF/ 0.32 AC
Folio: 10-7813-016-0150

Current Use: Venue Space
Owner: THE HEALING SANCTUARY LLC
Zone: Commercial
Lot Size: 14,221 SF/ 0.32 AC
Folio: 10-7813-016-0045

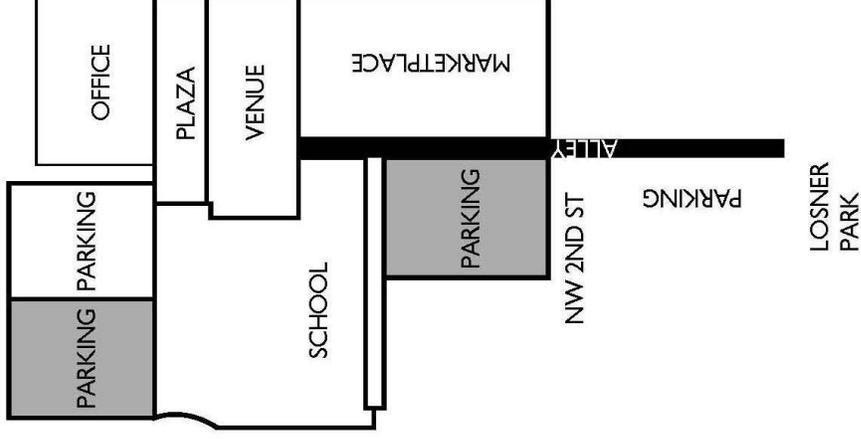


Downtown Alley Activation

Diagram Description

This diagram highlights the surrounding uses and parking lots near the proposed activation area, providing a clearer understanding of the potential connections this project can establish within downtown Homestead. By illustrating key adjacent properties—such as the future marketplace/food hall, historic venue space, Montessori school, and public plaza on Krome Avenue—the diagram showcases how this activation can serve as a strategic link between these spaces.

Strengthening these connections will help drive foot traffic, economic activity, and community engagement, further enhancing the vibrancy and growth of downtown.



Downtown Alley Activation

Circulation Upgrade Recommendation

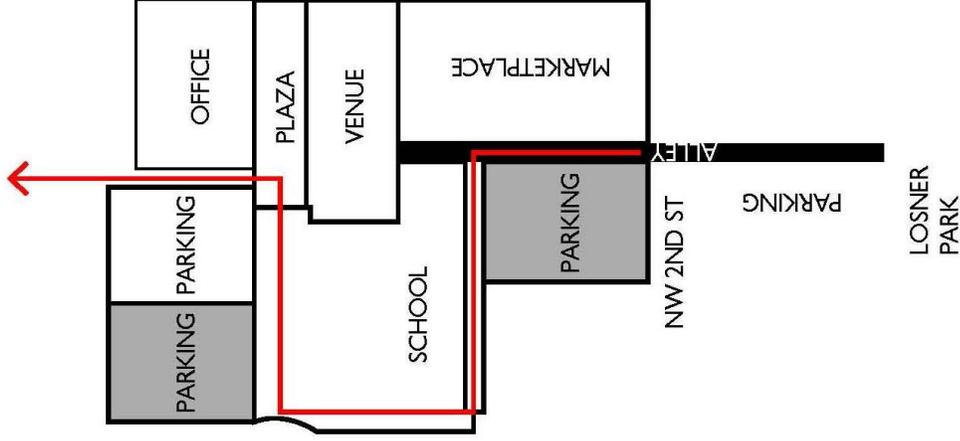
Currently, the alley serves as part of the circulation system for school drop-off, creating a conflict between vehicular traffic and potential activation efforts. Parents drive through the alley to access the school, making it less suitable for pedestrian-oriented activities while also posing a circulation challenge, such as narrow turning movements.

To enhance both circulation efficiency and activation potential, we propose a simple yet effective solution:

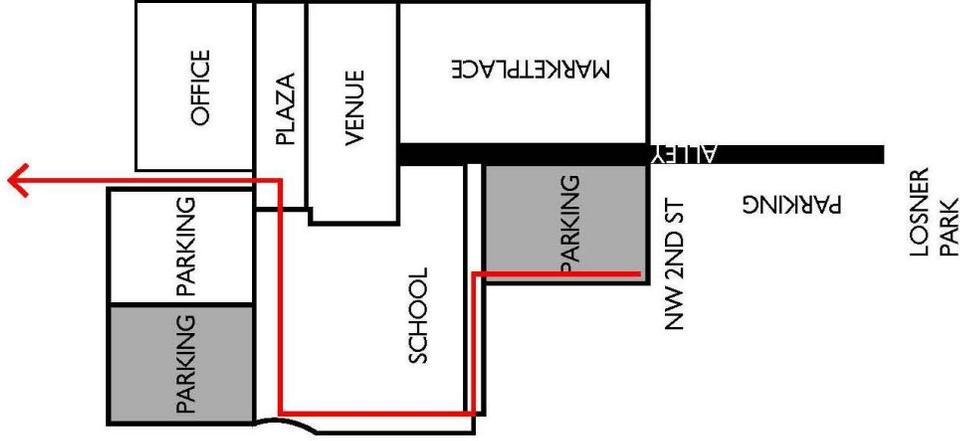
- Relocate vehicular circulation to the western edge of the parking lot to provide parents with a more direct and exclusive access to the school.
- This shift will remove vehicular traffic from the alley, improving overall safety for both pedestrians and drivers.
- By clearing the alley of vehicles, it can then be repurposed as a vibrant pedestrian space, supporting the proposed activation concept while maintaining smooth access to the school.

This recommendation provides a win-win solution by improving school drop-off circulation and unlocking the alley's full potential as a dynamic public space for downtown Homestead.

Current Circulation



Recommended Circulation



Tactical Implementation for Activating the Alley & Parking Lot

Implementation Approach

The activation of the alley and parking lot can be achieved through quick, low-cost, and high-impact interventions that create an engaging and pedestrian-friendly space. This approach will foster a vibrant hub that supports the future marketplace/food hall, enhances opportunities for local entrepreneurs, and strengthens the connection to Losner Park.

Key Activation Strategies & Activities

Pop-Up Markets & Vendor Stalls

- Weekly or monthly markets featuring local artisans, food vendors, and small businesses.
- Collaboration with the future marketplace/food hall to extend dining and shopping outdoors, attracting more visitors.

Flexible Outdoor Seating & Dining

- Movable tables, chairs, and shaded seating areas to encourage people to linger.
- Partnerships with local cafes and restaurants to offer an “alley dining experience.”

Live Music, Cultural Performances & Community Events

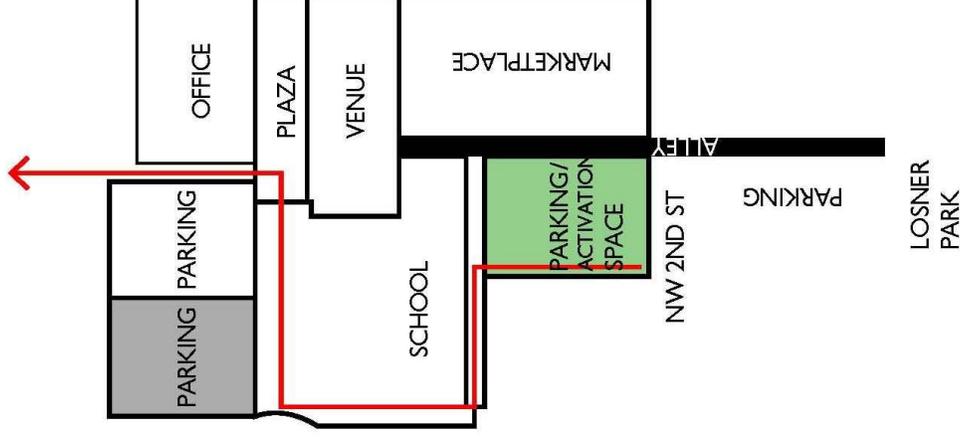
- Small-scale concerts, spoken word nights, and dance performances that bring energy to the space.
- Collaboration with Losner Park’s event programming to create a seamless experience between both areas.

Public Art & Unique Homestead Identity

- Large-scale murals by local artists, celebrating Homestead’s history, culture, and agricultural roots.
- Interactive art installations, such as chalk walls or projection art, making the space fun and hip.
- Neon signage and creative wayfinding elements that highlight local landmarks and give the space a distinctive sense of place.

Lighting & Ambience Enhancements

- String lights, lanterns, or LED projections to create a welcoming nighttime atmosphere.
- Seasonal installations, such as holiday lighting or thematic decor, to keep the space fresh and exciting.



Downtown Alley Activation

Priority Project Action Plan: Downtown Alley & Parking Lot Activation

Project Goal:

Transform the underutilized alley and parking lot into a vibrant public space that supports local entrepreneurs, strengthens connections to Losner Park, and enhances downtown economic activity.

Action Steps & Timeline

Phase 1: Immediate Action (0-3 Months) – Tactical Interventions & Planning

- Conduct Site Analysis & Stakeholder Meetings
- Engage property owners, local businesses, and community members.
- Assess infrastructure needs and circulation challenges.
- Pilot a Temporary Activation Event
- Organize a weekend pop-up event with local vendors, music, and public art.
- Measure community engagement and gather feedback.
- Apply Tactical Enhancements
- Install temporary outdoor seating, string lights, and signage.
- Create a small-scale mural or art activation to generate excitement.

Phase 2: Short-Term Implementation (3-9 Months) – Infrastructure & Programming

- Reconfigure Circulation for School Drop-Off
- Shift vehicular access to the western edge of the parking lot to free up the alley for activation.
- Expand Activation with Recurring Events
- Launch weekly markets and seasonal pop-ups for food vendors and artisans.
- Collaborate with the future marketplace/food hall to extend its programming outdoors.
- Enhance Public Art & Place Identity
- Commission local artists for large-scale murals and interactive installations.
- Integrate creative wayfinding elements to reinforce a unique Homestead feel.
- Improve Site Infrastructure
- Install permanent lighting, seating, and shade structures.
- Explore stormwater management and sustainability initiatives to enhance the space.

Phase 3: Long-Term Vision (9-18 Months) – Expansion & Permanent Activation

- Acquire Parking Lot for Public Use & Long-Term Investment
- The City should consider acquiring the 0.32-acre parking lot to secure the site for future development, activation, and public space enhancements.
- This acquisition will ensure long-term community control, allowing for expanded public programming, potential mixed-use redevelopment, and enhanced walkability.
- Develop a Sustainable Management Model
- Establish a public-private partnership or local business improvement district (BID) to manage operations.
- Introduce a rental system for pop-up vendors and events to generate revenue for maintenance and programming.
- Expand Connectivity to Losner Park & Krome Avenue
- Implement pedestrian-friendly streetscape enhancements.
- Develop wayfinding signage to guide visitors between key downtown destinations.

Success Metrics & Key Performance Indicators (KPIs)

- Community Engagement & Attendance
- Measure foot traffic increases before and after activation.
- Track attendance at pop-up events and vendor participation.
- Economic Impact
- Number of local entrepreneurs and businesses benefiting from activation.
- Revenue generated from vendor participation and event sponsorships.
- Urban Activation & Space Utilization
- Percentage of the alley and parking lot used for programming vs. underutilized.
- Number of public art installations and placemaking features implemented.
- Property & Business Growth
- Increased demand for retail and commercial spaces in adjacent areas.
- Potential for new business openings and job creation.

Downtown Alley Activation

Here is the reimagined alleyway, transformed into a vibrant public space featuring Homestead-inspired murals, string lights, and people enjoying the area.



Downtown Alley Activation

Here is a visual representation of reimagined historic buildings on Krome Avenue, transformed into a vibrant adaptive reuse projects with activated storefronts, public art, and people enjoying the space. This will connect to the alley activation on the rear.



Recommendation: City Acquisition of Parking Lot

The City of Homestead should pursue the acquisition of the 0.32-acre parking lot to ensure long-term control and investment in downtown revitalization. By securing this site, the City can:

- ✓ Guarantee continuous public programming and activation.
- ✓ Enhance pedestrian connectivity between key downtown destinations.
- ✓ Attract private investment and new business opportunities in alignment with growth strategies.

By implementing this phased action plan, the alley and parking lot will evolve into a thriving public space that strengthens economic activity, community engagement, and downtown Homestead's identity. □