

The Seltzer-Mayberg Uptown Avenue 7 Law Office and Business Complex

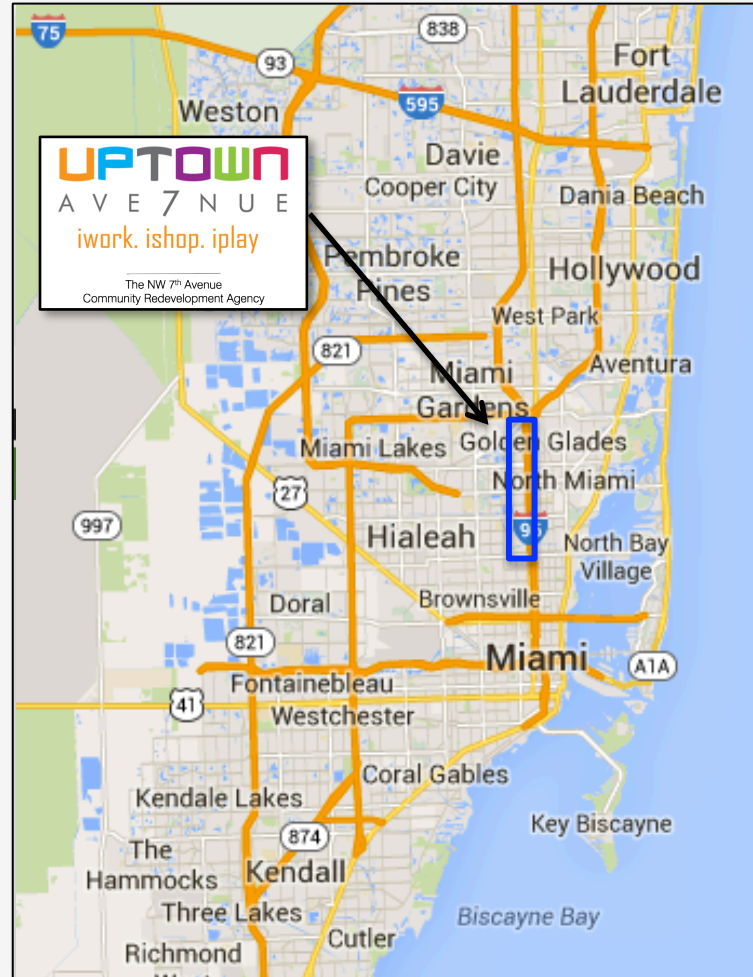
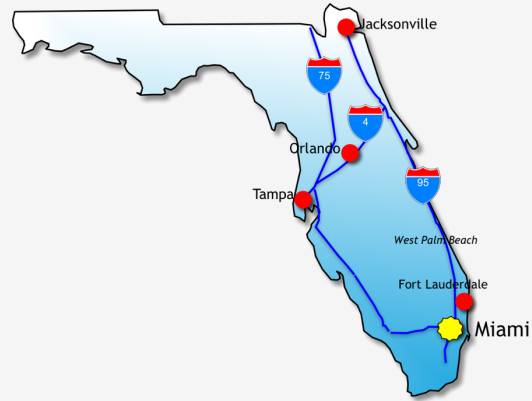
10750 NW 6th Ct, Miami



**The NW 7th Avenue
Community Redevelopment Agency**



UpTown: the NW 7th Avenue CRA



Before: 305 Kitchens

7,000 s.f.
Warehouse
4 Employees



Redevelopment / Reconstruction

Remove Roof
Enclose all Spaces
New Floors
New Second floor
New Roof
Infrastructure
Parking Pads
Walls Prepped for
Murals & Lighting



After: Construction Completed

15,00

Leasable Square Feet

2 Tenants

Room for up to 4 more

Traditional
& Co-Working Space

Up to 50

New Employees



Final Phase:

The NW 7th Avenue Community Redevelopment Agency

Building Skin

UpTown Brand,
Community Art & Lighting
Applied to Exterior

250,000+
Vehicles Pass Property Each
Day

COLOR PROJECTIONS

PURPOSE

- To create a curated, seasonally-changing graphic program that is connected with the themes of mobility, community and cultural legacy by projecting onto select building facades.



PRINCIPLES

- Building facades are valuable canvases that can be daily and seasonally programmed

RULES FOR SUCCESS

- Ensure that the graphic strategy is holistically developed across the entire corridor so that the whole is greater than the sum of the parts
- Avoid commercializing the artistic content; favor and promote art that

advances the themes connected to Uptown 7th Ave.: mobility, community and cultural legacy.

SEE ALSO SIGNAGE

ALLEYS TO GALLERIES

PURPOSE

- To transform dead ends into public galleries, farmers markets and art events that are enhanced through rotating arts programs and gallery partnerships that work at various scales



PRINCIPLES

- Collaborative partnerships with organizations that can help program and recruit for seasonal activities will ensure the success of any physical transformation

RULES FOR SUCCESS

- Establish a repetitive calendar that programs specific sites with different activities year round to ensure year-round interest
- Create programming that appeals to different demographics so as to maximize appeal and attendance

CORRIDOR STREET SIGNS

PURPOSE

- To establish a graphic consistency along the corridor and a cohesive visual identity that works at multiple scales



PRINCIPLES

- A consistent strategy for material, type, and color for signage establishes a defined identity for the Uptown 7th Ave. corridor

RULES FOR SUCCESS

- Use durable materials that have proper thickness, moisture proofing, UV protection, minimum maintenance, tamper-proofing, and that are easy to replace / reinstall as needed

SEE ALSO GATEWAYS, LIGHT BEACONS

LIGHT BEACON



UPTOWN
AVE 7 N U E
iwork. ishop. iplay