



Red Rooster Overtown

Outstanding Rehabilitation,
Renovation/Reuse Project

Presented by





The Southeast Overtown/Park West Community Redevelopment Agency partnered with Marcus Samuelsson Development Group, LLC to transform an under-utilized structure into the destination restaurant and entertainment venue named 'Red Rooster Overtown'. Spearheaded by internationally acclaimed celebrity chef Marcus Samuelsson, owner of several restaurants including Red Rooster, New York City; this premier attraction echoes Overtown's entertainment roots and is an anchor in the emerging Culture and Entertainment District. The previously vacant location was once a vibrant spot owned by promoter Clyde Killen's, who during the 1950's and 60's, brought legendary entertainers such as Sam Cooke, B.B. King, and Ella Fitzgerald into Overtown.

Then & Now



City of Miami Tax Historic Tax Card Photo





Transformation

THE VISION

The Overtown Culture & Entertainment District will once again become a destination, a will be a place for people to live, work and enjoy its unique history and culture.

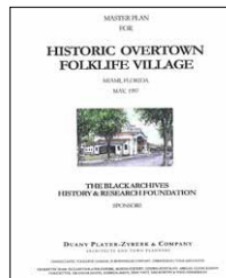
In 1997 The Black Archives History and Research Foundation commissioned a master plan study for the Overtown Folklife Village to create a unique, pedestrian scaled village environment to anchor the historic core of Overtown; this report builds on that study with an expanded scope and extent that reflects the changes that have taken place in Miami since that time.

For most of the 20th century Overtown was a vibrant community that was the heart of Black culture, entertainment and business in Miami and South Florida. Founded as the only part of Miami where the Black population was allowed to live and own property, it developed into a thriving, self-sufficient community including many Black-owned homes, businesses, and entertainment venues. Often referred to as 'Harlem of the South', Overtown was also renowned as the center of Black culture and nightlife for the Southeast, reflecting the energy of the community that found expression in the many cultural forms that existed there, such as music, art and food.

This *Black energy* will be the central theme that informs the new Overtown Culture and Entertainment District. The area will once again become a

destination, and a place for people to live, work and enjoy the un history and culture that is integral to Miami.

- Create a distinct place that reclaims the role of Blacks in the history and culture of Miami: An authentically Black experience
- Re-establish Overtown as Miami's center for Black culture, entertainment, innovation and entrepreneurship.
- Bring the Black community back to Overtown to live, with a diverse offering of housing opportunities.
- Enable small scale development and local investment, a space for black innovators and entrepreneurs.
- Create a compact, walkable community, with access to local and regional transit and centralized parking.
- Incorporate best practices for sustainability, resiliency and Smart design principles to make Overtown a model for urban redevelopment



1997 Historic Overtown Folklife Village Master Plan Document
Duany Plater-Zyberk & Company

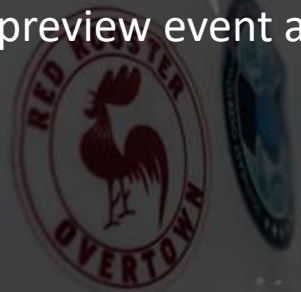


2019 Historic Overtown Culture & Entertainment District Master Plan Document
Perkins+Will

Historic Overtown Culture & Entertainment District Vision

Red Rooster Hard Hat Preview Event

- The Red Rooster Overtown team invited members of the local Overtown community and its community leaders and local business owners to get an exclusive preview of the building transformation at preview event and cocktail social.



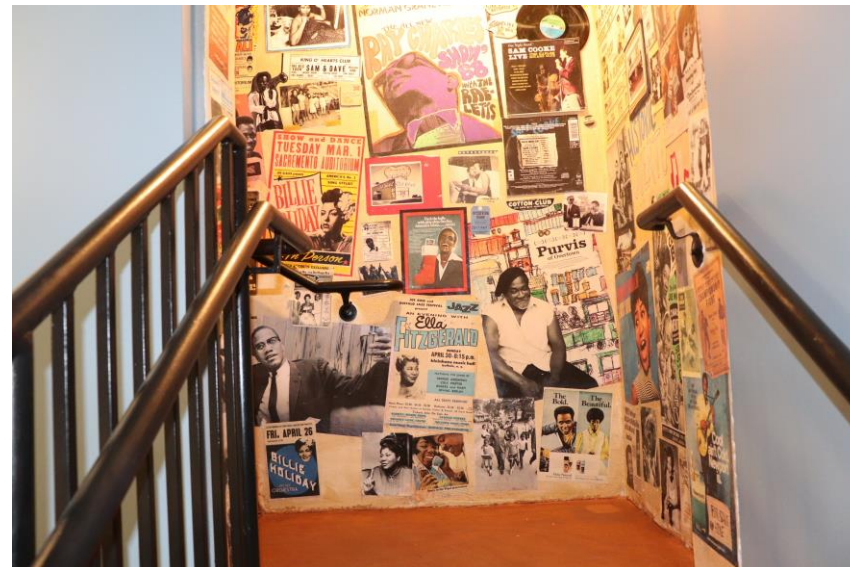


Red Rooster Job Fair

Red Rooster hosted three job fairs to hire within local Overtown community. The team hosted its new hire orientation in March in preparation for grand opening.

Red Rooster Interior Photos







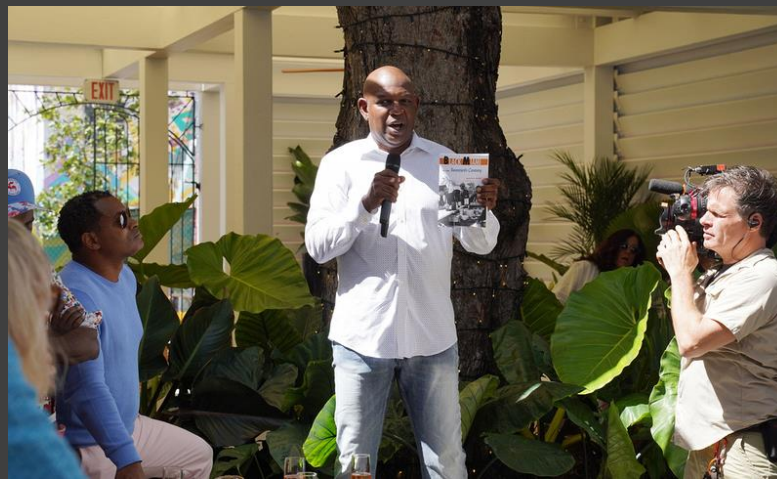
From New York Harlem to Overtown Miami South Beach Food & Wine 2019

The Red Rooster team host its very first South Beach Food & Wine Festival Event in the heart of Overtown new Culture & Entertainment district. The event was at the Lyric Theater plaza outdoors in a tent adjacent to the new restaurant currently under construction. The goal was to build momentum for the new Red Rooster space. The festival attracts people from all over the world. This was a sold out event!



Harlem to Overtown 2020- South Beach Food and Wine Festival

- Another sold out event! This time, the event was held in the actual newly renovated state-of-the-art space prior to its grand opening event.





Thank you

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