

Rose
Wynwood

Behind the project

Meet the team that not only ensures seamless execution but also provides lasting value and exceptional quality in every project.

Rosita Hurtado



**Founder
& Fashion Designer**

Faniela Navas



**Developer
& Broker**

Charles H. Benson

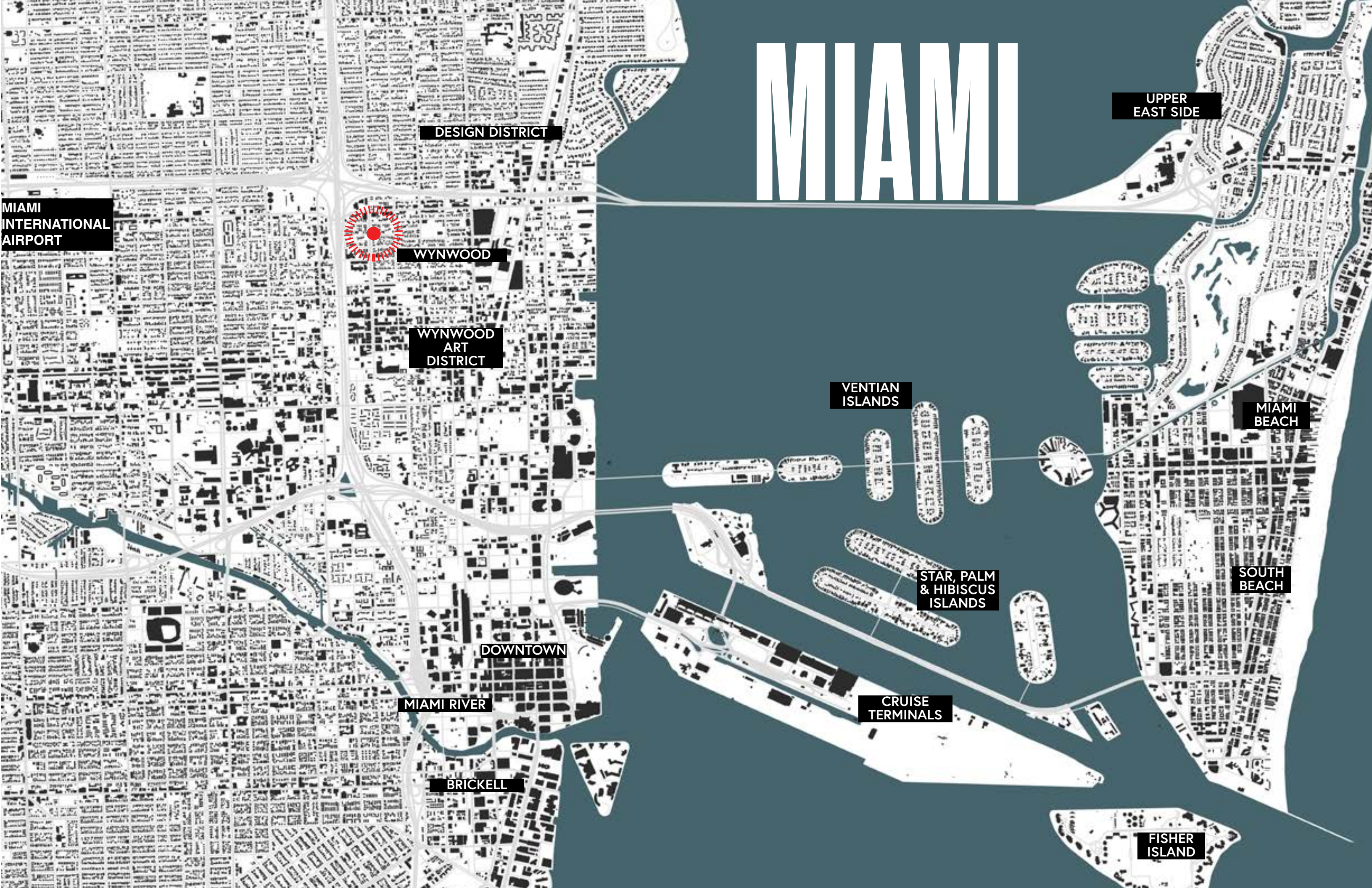


**Architect
(Miami)**

BINST Architects



**Architect
(Belgium)**



MIAMI

UPPER
EAST SIDE

DESIGN DISTRICT

MIAMI
INTERNATIONAL
AIRPORT



WYNWOOD

WYNWOOD
ART
DISTRICT

VENTIAN
ISLANDS

MIAMI
BEACH

STAR, PALM
& HIBISCUS
ISLANDS

SOUTH
BEACH

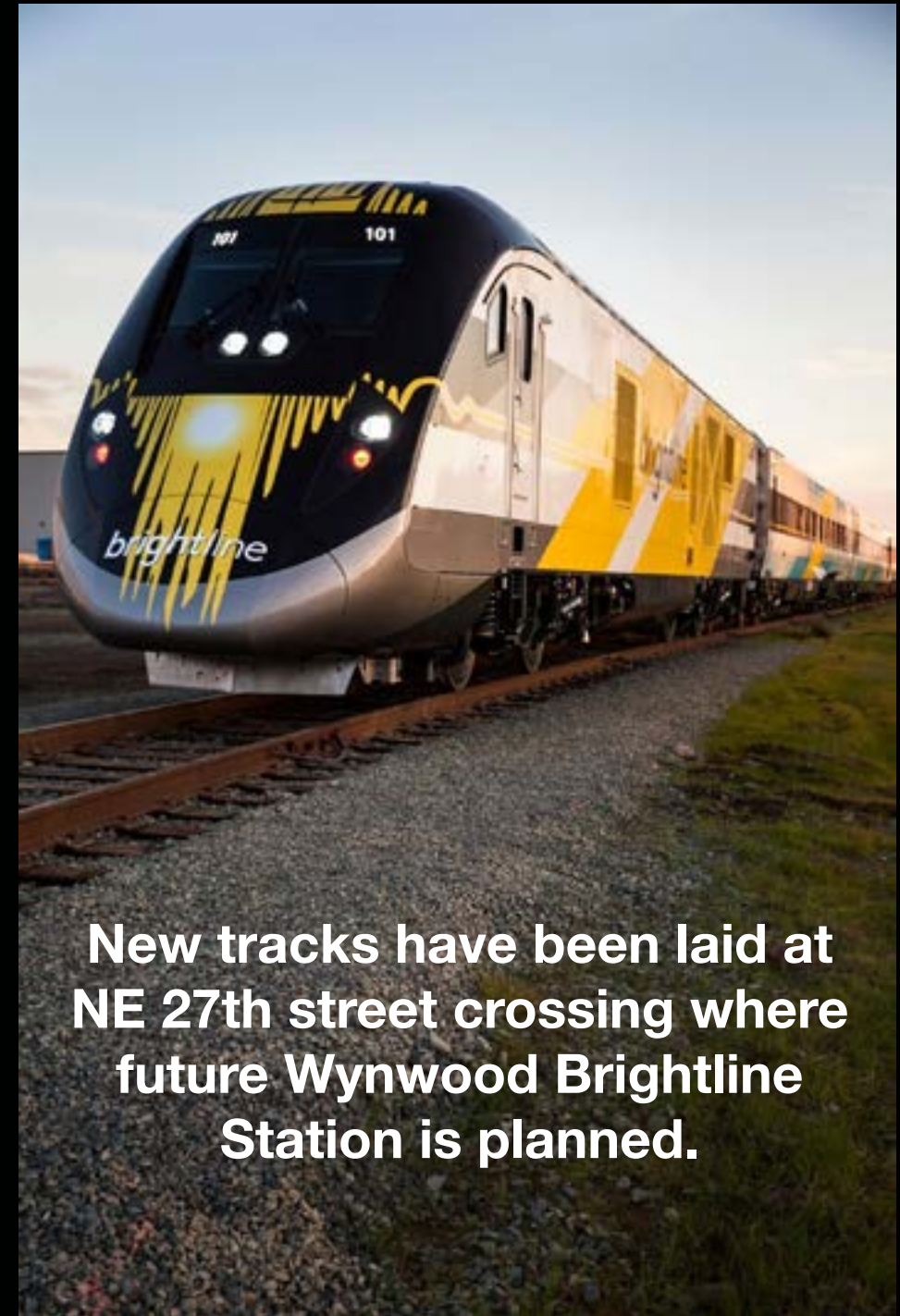
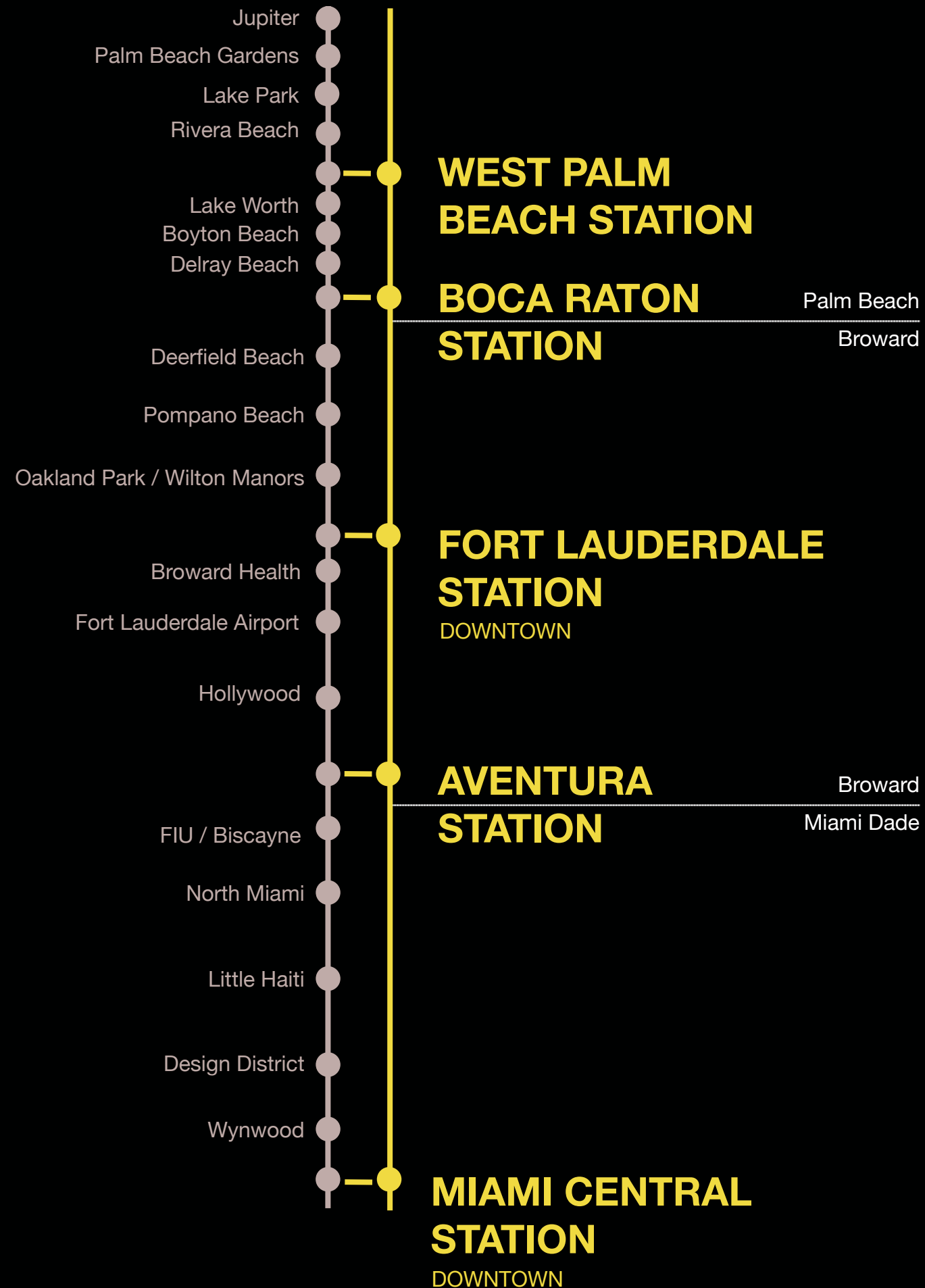
DOWNTOWN

MIAMI RIVER

CRUISE
TERMINALS

BRICKELL

FISHER
ISLAND



New tracks have been laid at NE 27th street crossing where future Wynwood Brightline Station is planned.

EDGEWATER

This aerial photograph captures a diverse urban landscape in Miami. The background is dominated by a dense cluster of modern high-rise buildings, including several with distinctive blue glass facades. In the foreground, a large, flat, light-colored area, possibly a construction site or a large parking lot, stretches across the middle. To the right, a more established neighborhood with a mix of low-rise buildings and lush green trees is visible. The bottom left corner shows a busy street with cars and a Target store. The sky is bright blue with scattered white clouds.

BRICKELL

WYNWOOD

MIDTOWN SHOPS

WYNWOOD NORTE

N. MIAMI AVE

VISION FOR PROJECT AREA

Based upon common themes expressed from the community dialogue, we came up with four main community discussion principles in which to focus on our recommendations: **Coming Home**, **Building Home**, **Going Green** and **Getting Around**.

THE COMMUNITY VISION



COMING HOME

To **protect** the cultural identity, **expand** upon the network of local businesses, and recognize + respond to the needs of Wynwood Norte as a multi-generational community.



BUILDING HOME

To **create** context-sensitive development and compatible infill, **diversify** housing types + suggest resiliency and displacement mitigation strategies.



GOING GREEN

To **enhance** the existing assets of civic + open space through access, maintenance and added amenities and propose new ways to **incorporate** more green amenities.



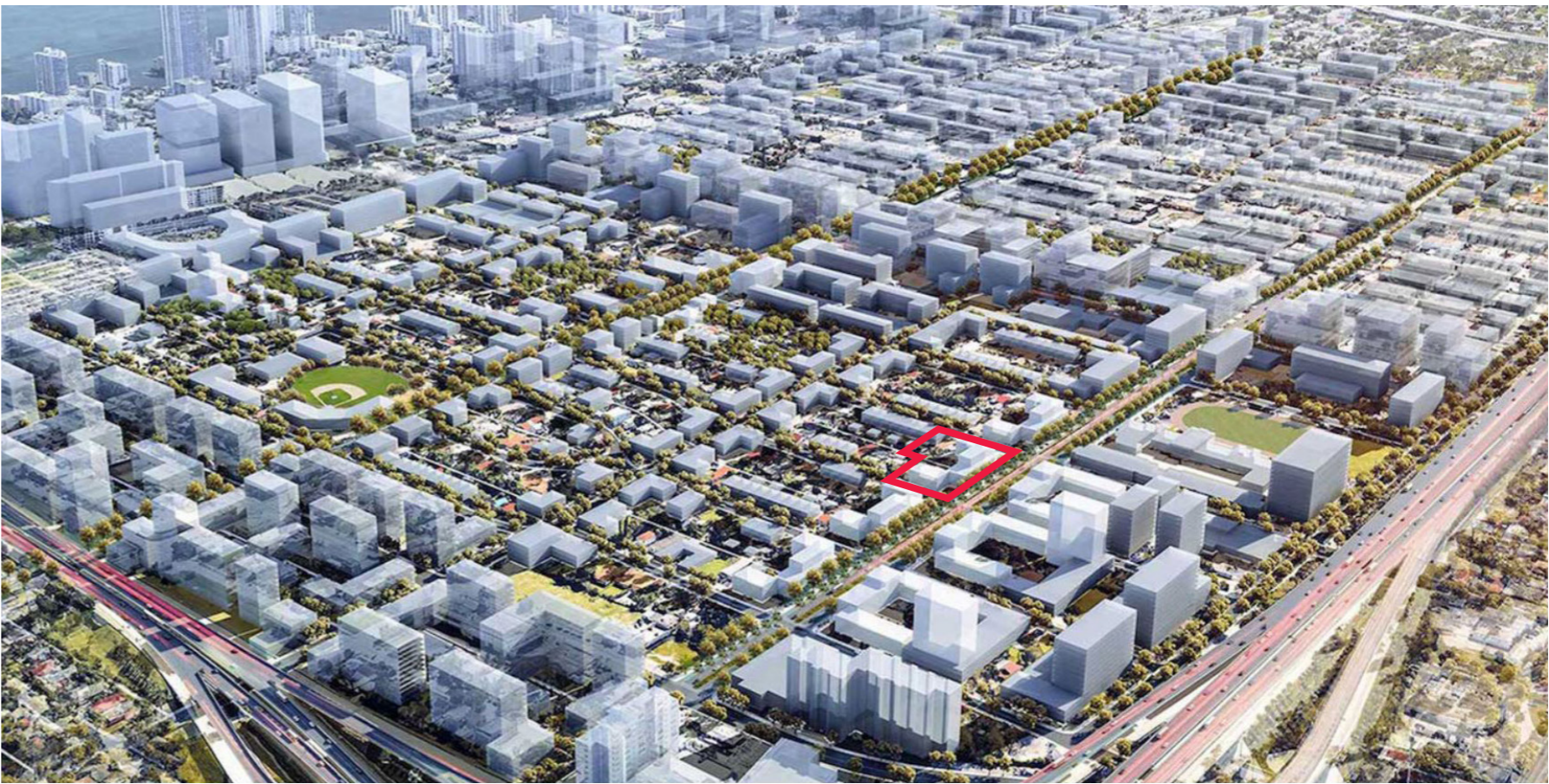
GETTING AROUND

To **connect** to and provide opportunity for Wynwood Norte to become a multi-modal neighborhood in connection to its surrounding and **improve** street infrastructure.

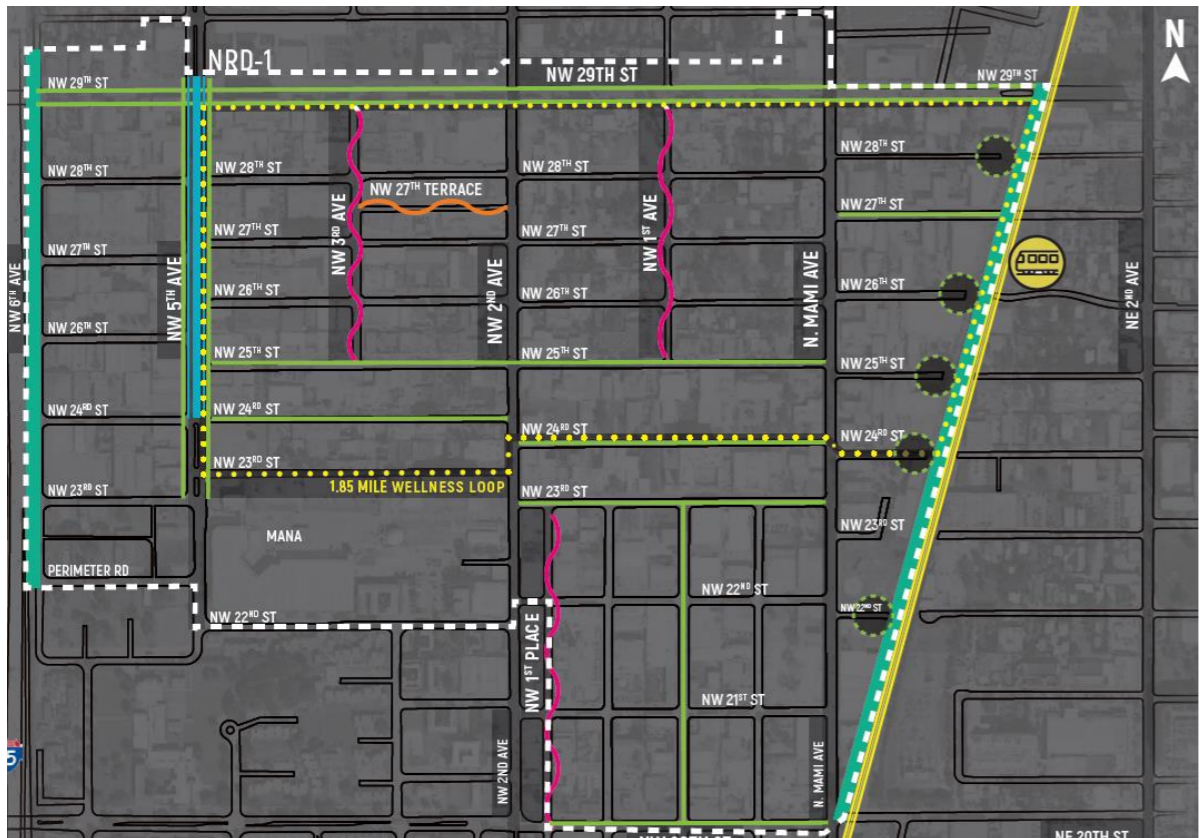
© 2019 PLUSURBIA LLC WORKSHOP LESSONS | 27



THE PROJECT IS SITUATED WITHIN A BROADER URBAN STRATEGY AIMED AT DENSIFYING WYNWOOD, OFFERING A VARIETY OF HOUSING OPTIONS, AND FOSTERING A GREENER, MORE ACTIVE, AND MORE COMMUNAL ENVIRONMENT.



VISION FOR WYNWOOD



DESIGN GUIDELINES_WYNWOOD WALKS



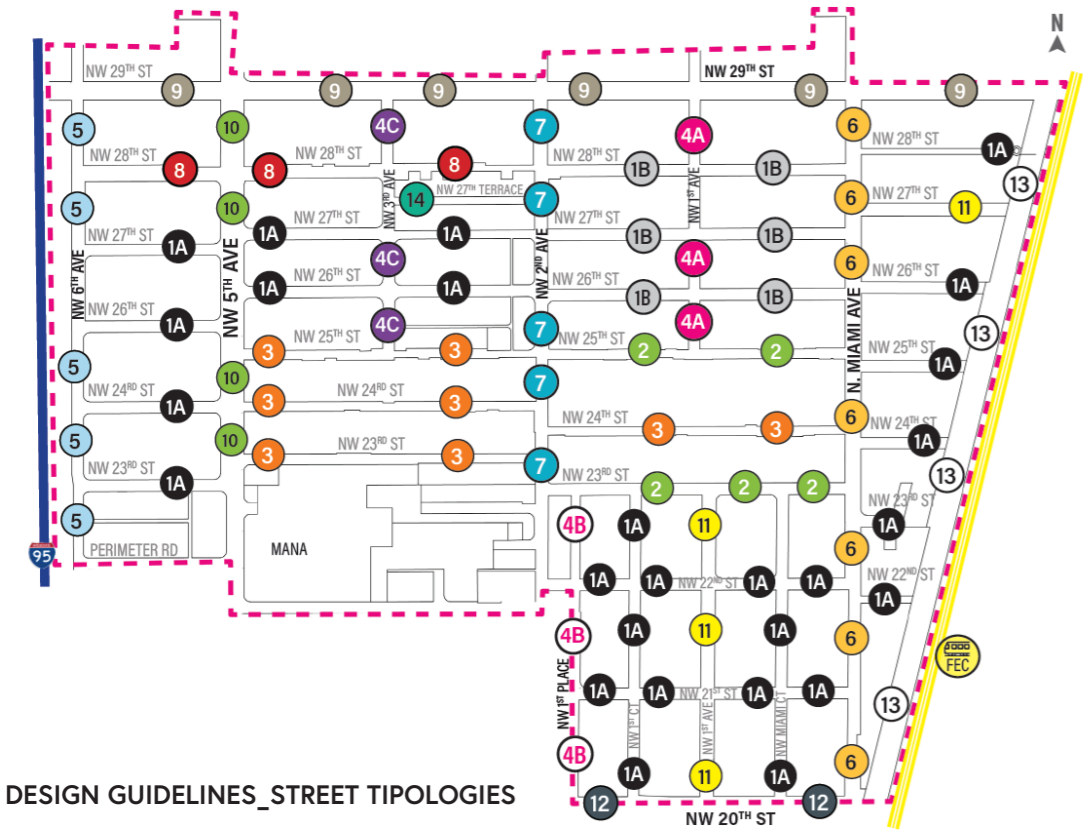
Social Connectivity



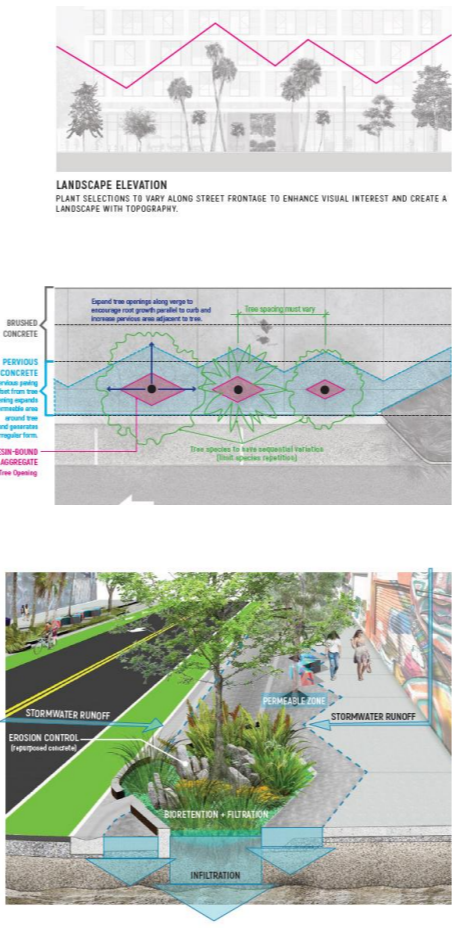
Mobility and Safety



Resiliency

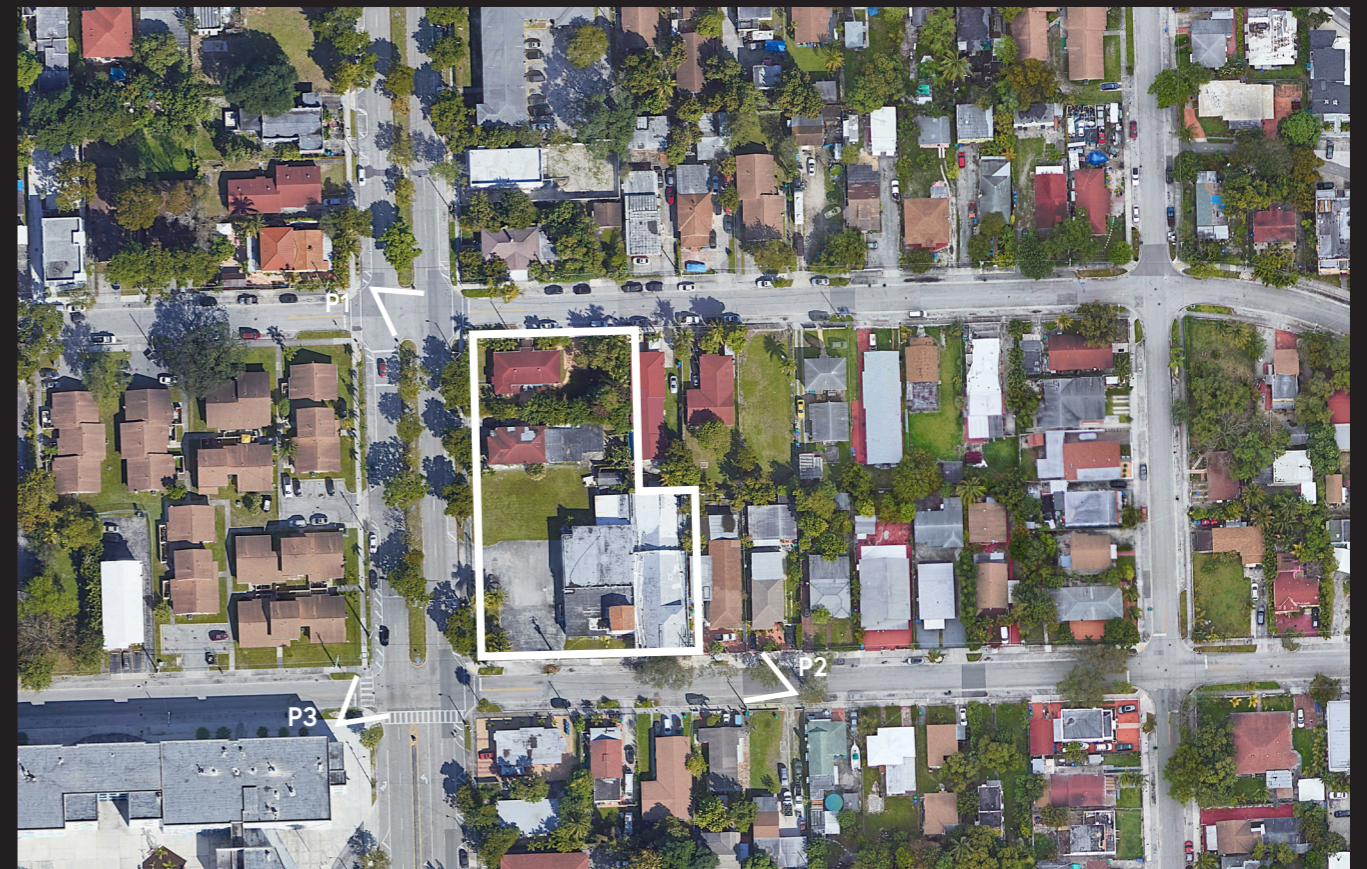


DESIGN GUIDELINES_STREET TIPOLOGIES






STREET VIEWS



THE PROJECT DERIVES ITS FORM FROM THE "M" OF MIAMI AND THE "W" OF WYNWOOD, CRAFTING A STRIKING AND INNOVATIVE SHAPE THAT IS POISED TO BECOME THE ICONIC SYMBOL OF THE REJUVENATED WYNWOOD.



ROSEE WYNWOOD

THE BUILDING EMERGES AS A PIVOTAL ELEMENT IN THE CITY'S AMBITIOUS MASTER PLAN, AIMED AT PROMOTING SUSTAINABLE URBAN GROWTH, IMPROVING HOUSING AFFORDABILITY, AND ENRICHING THE LIVING STANDARDS OF ITS INHABITANTS. BY PRIORITIZING THESE OBJECTIVES, THE INITIATIVE SEEKS TO CREATE A NURTURING AND SECURE ENVIRONMENT THAT HONORS AND INCORPORATES WYNWOOD NORTE'S DISTINCTIVE HISTORICAL AND CULTURAL ESSENCE. THE ARCHITECTURAL STRATEGY OF CARVING OUT A GREEN BUFFER ZONE BETWEEN THE STRUCTURE AND THE ROADWAY INGENUOUSLY MERGES THIS VERDANT AREA WITH THE SURROUNDING URBAN FABRIC. THIS INTEGRATION NOT ONLY UPLIFTS THE COMMUNITY'S OVERALL WELL-BEING BUT ALSO ESTABLISHES THE SPACE AS A COMMUNAL RECREATIONAL HAVEN, IN LINE WITH BROADER VISIONS OF INFUSING THE CITYSCAPE WITH MORE GREENERY.

POSITIONED TO INVIGORATE THE LOCAL AREA, THE BUILDING'S DYNAMIC GROUND LEVEL IS DESIGNED TO BLEND HARMONIOUSLY WITH WYNWOOD'S VIBRANT STREET LIFE. IT PRESENTS AN ARRAY OF HOUSING OPTIONS, RANGING FROM STUDIO APARTMENTS TO THREE-BEDROOM UNITS, THEREBY CATERING TO A WIDE DEMOGRAPHIC SPECTRUM. THE PROPERTY IS FURTHER ENHANCED BY AN ASSORTMENT OF COMMUNAL AMENITIES DISTRIBUTED ACROSS ITS FLOORS, INCLUDING A LUSH GREEN PROMENADE, AN EVENT HALL, PICKLEBALL AND PADEL COURTS, A COMPREHENSIVE FITNESS AND WELLNESS CENTER, A RUNNING TRACK, AND A SWIMMING POOL, ALL CROWNED BY A ROOFTOP THAT OFFERS BREATHTAKING PANORAMAS OF BOTH WYNWOOD AND THE BROADER MIAMI AREA. THESE FEATURES SIGNIFICANTLY ELEVATE THE RESIDENTIAL EXPERIENCE.

MOREOVER, THE INCORPORATION OF ART ON THE BUILDING'S EXTERIOR FACADE SEAMLESSLY WEAVES IT INTO THE FABRIC OF WYNWOOD, ALIGNING IT WITH THE NEIGHBORHOOD'S CELEBRATED STREET ART SCENE AND EFFECTIVELY TRANSFORMING THE STRUCTURE INTO A COMPONENT OF THE AREA'S RENOWNED WALL MUSEUM.

THIS DEVELOPMENT NOT ONLY CONTRIBUTES SUBSTANTIAL IMMEDIATE VALUE TO THE NEIGHBORHOOD BUT ALSO SERVES AS A CORNERSTONE FOR ONGOING AND FUTURE ENHANCEMENTS. THROUGH ITS THOUGHTFUL DESIGN AND INCLUSIVE OFFERINGS, IT SETS A BENCHMARK FOR FUTURE PROJECTS, CHAMPIONING A MODEL OF URBAN DEVELOPMENT THAT IS BOTH CULTURALLY RESONANT AND FORWARD-LOOKING.



RUNNING TRACK



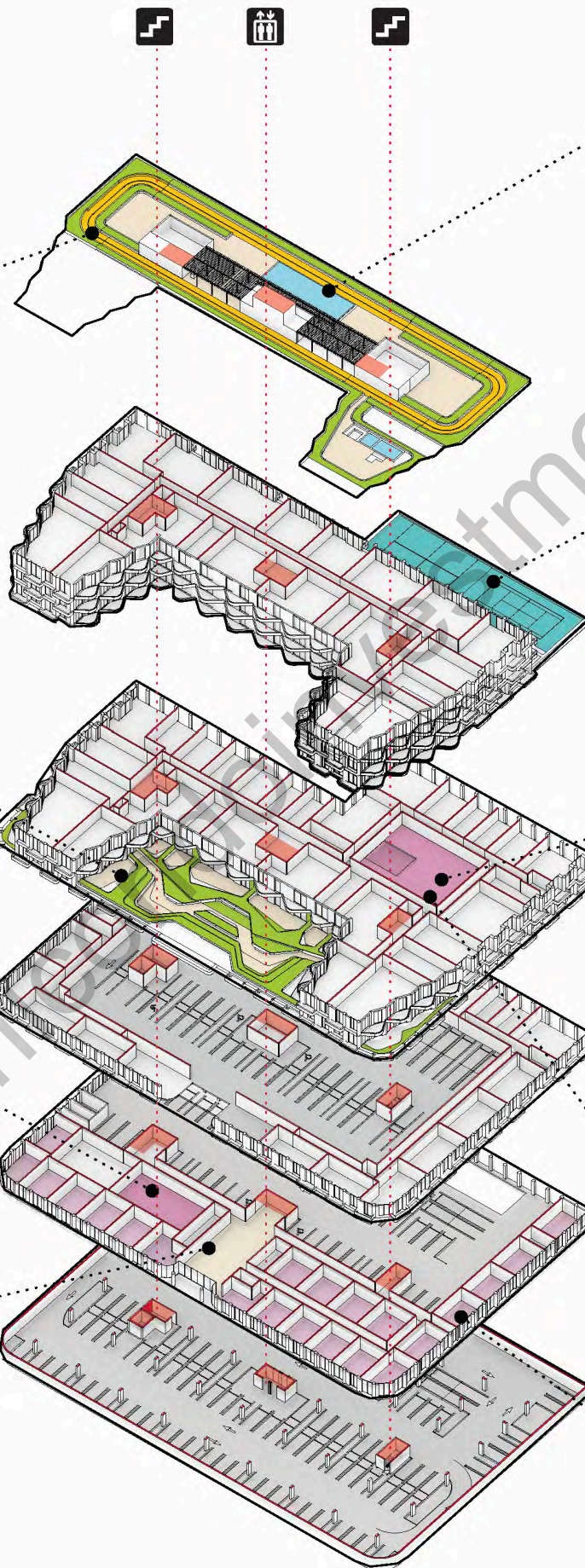
GREEN TERRACE



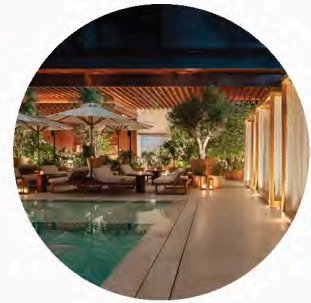
EVENT ROOM



ENTRANCE



SWIMMING POOL & BBQ



PICKLEBALL &
PADEL



COLD PLUNGE &
EXERCISE
ROOM



GYM



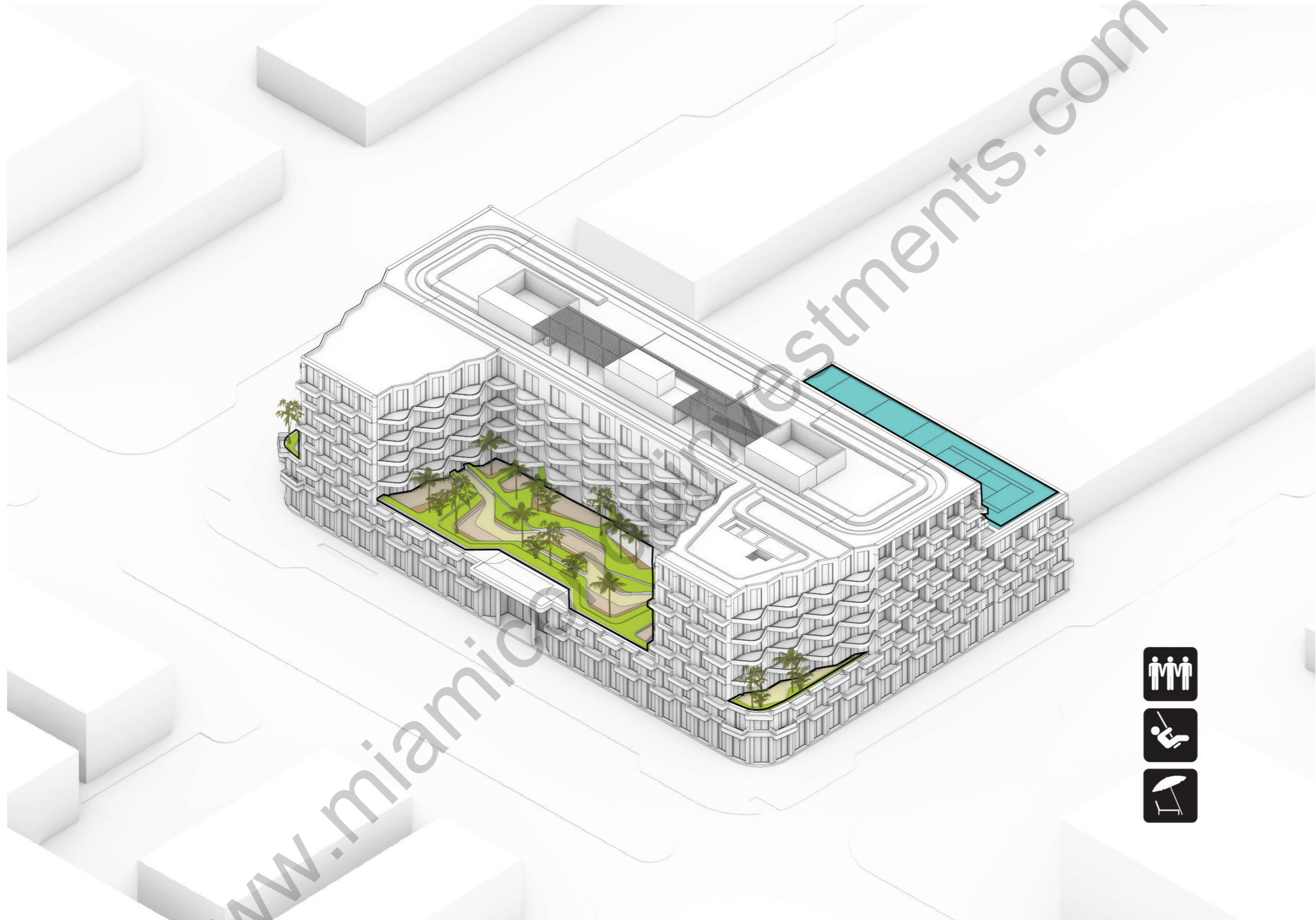
RESTAURANT &
RETAIL











DESIGNING CONNECTION

THE SPACES CREATED BY THE UNIQUE "W" SHAPE WILL SERVE AS SHARED AREAS, INTENTIONALLY DESIGNED TO NURTURE A HEIGHTENED SENSE OF COMMUNITY AND INTERACTION AMONG THE RESIDENTS.



Rose
SPAWOODS





WORK HARD PLAY HARD

www.investments.com



GYM
Rose

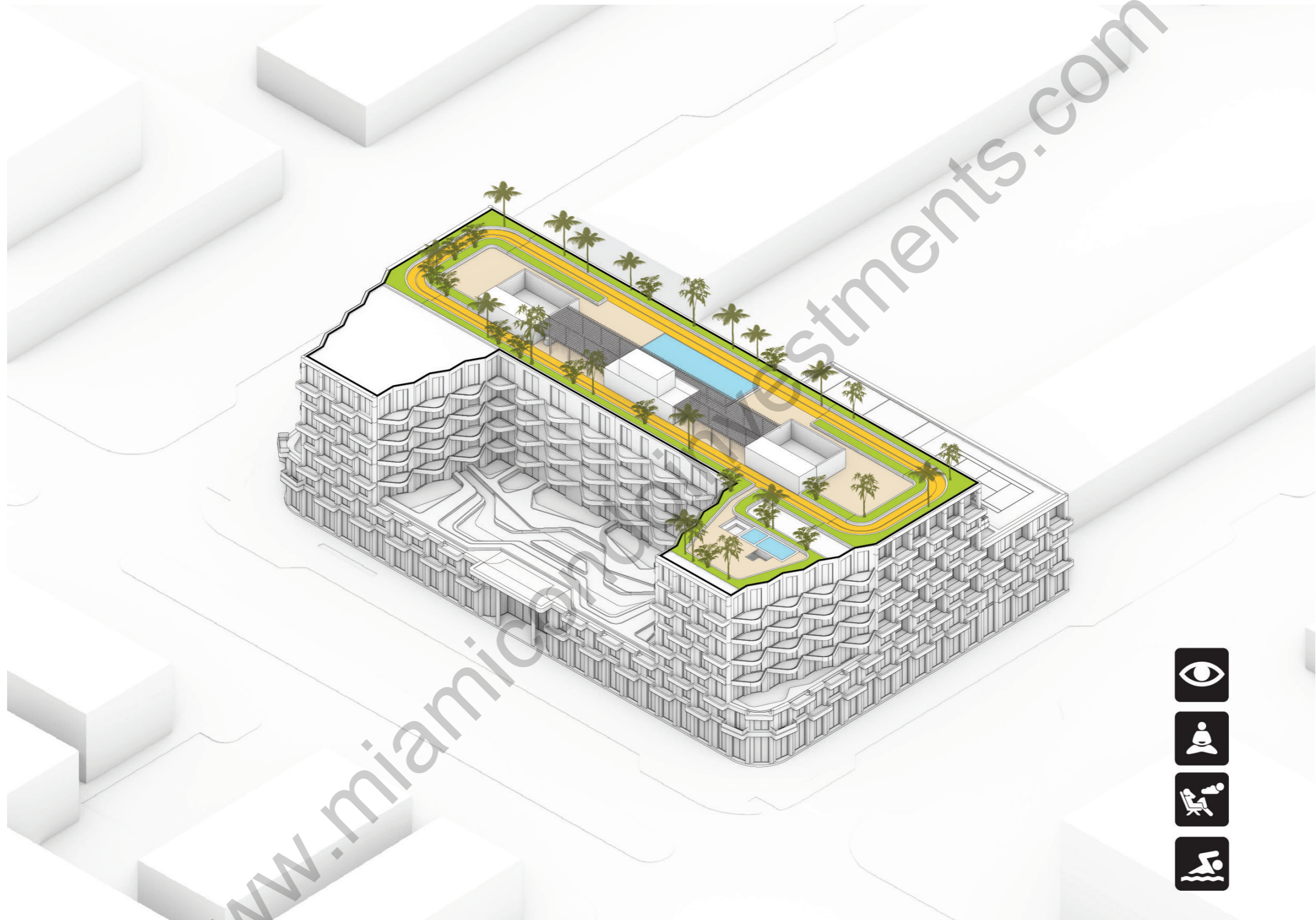
WORK HARD PLAY HARD

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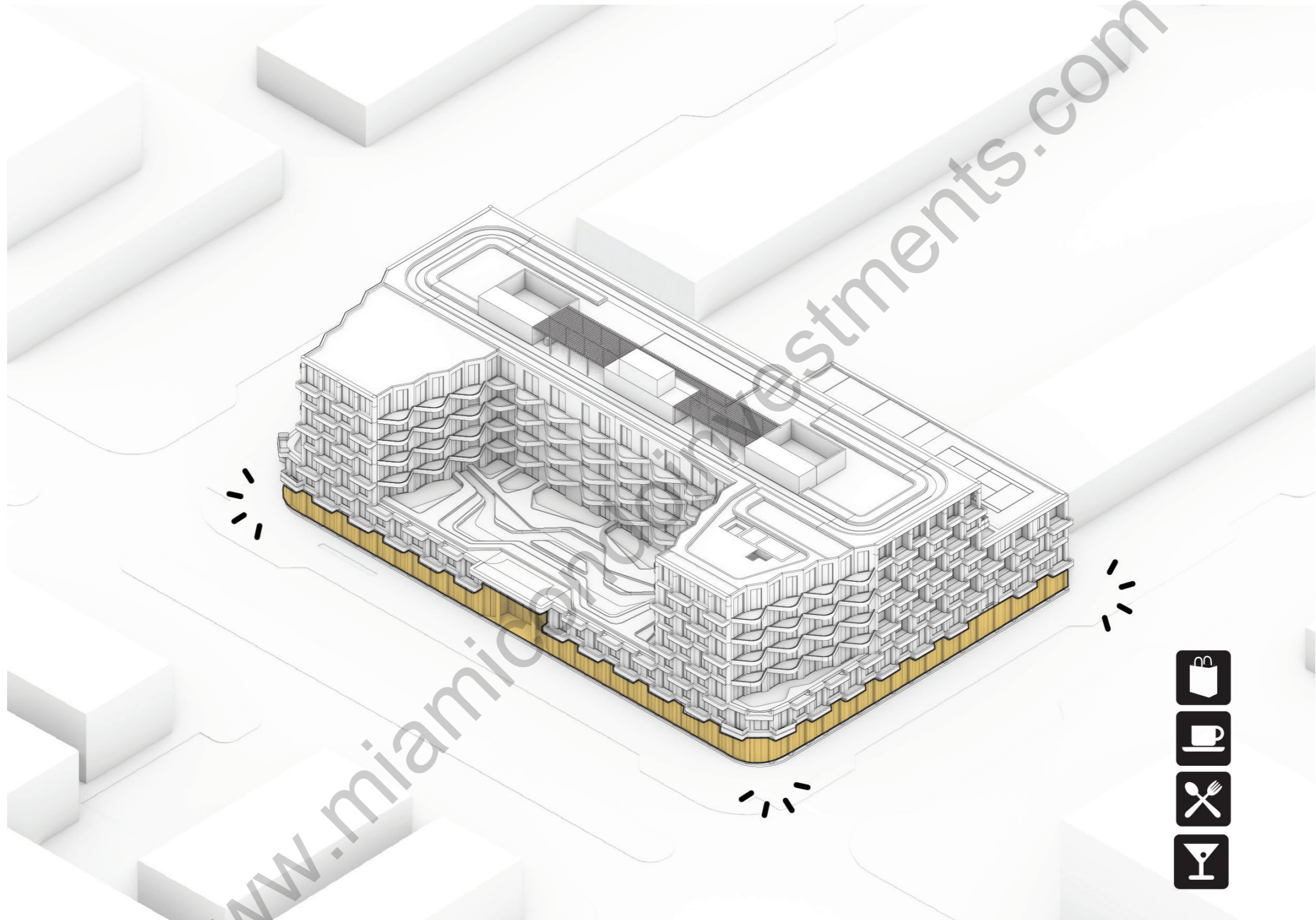


SKYWARD SERENITIES

THE ROOFTOP OFFERS A LUSH GREEN RECREATIONAL SPACE FOR RESIDENTS, CREATING A SERENE SETTING TO UNWIND AND RELISH THE MAGNIFICENT VIEWS OF WYNWOOD AND MIAMI





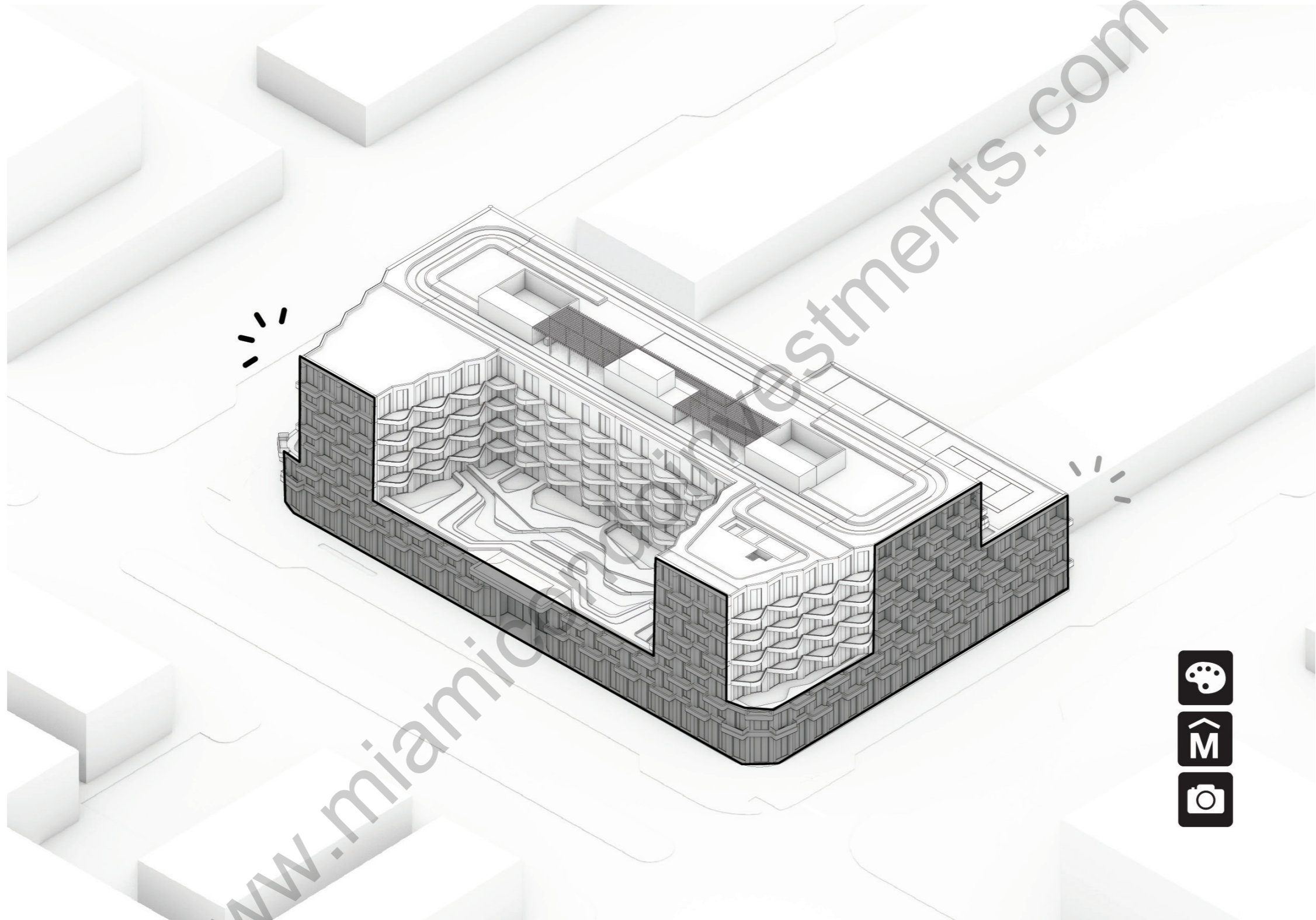


AN OPEN INVITATION

THE TRANSPARENT AND OPEN GROUND FLOOR WILL BREATHE LIFE INTO THE ENTIRE NEIGHBORHOOD, RENDERING THE SPACE MORE ENTICING AND DYNAMIC, THEREBY ENHANCING ITS VIBRANCY.







THE LIVING CANVAS

THE **W** FACADE IS A CANVAS FOR ARTISTS, EFFECTIVELY TRANSFORMING THE BUILDING INTO AN EXTENSION OF THE **WYNWOOD WALL MUSEUM** BY BLENDING ARCHITECTURE WITH STREET ART.







ROOFTOP TERRACE

RESIDENCE
PICKLEBALL

RESIDENCE
WELLNESS

MEZZANINE

COMMERCIAL
EVENT HALL
PARKING

BASEMENT
PARKING













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Deposit Structure

10% Upon reservation

15% Pre-Construction Contract Execution
(Within 4 months and up to 6 months from reservation)

75% At Closing
(1st Quarter 2027)

Rose
Wynwood