

An architectural rendering of a modern, multi-level public space. The scene is set under a large, white, overhanging structure. The ground level is a paved walkway with a dark grey path. A man is riding a red bicycle on the left. A woman is walking towards the camera in the center. On the right, a woman is walking away from the camera, holding the hand of a small child. In the background, a wide set of wooden stairs leads up to a higher level where more people are walking. The space is landscaped with various trees, including palm trees and leafy green trees, and low-lying plants in planters. The overall atmosphere is bright and open, suggesting a vibrant community hub.

UNDERDECK COMMUNITY MEETING

SEPTEMBER 7, 2022

An architectural rendering of a modern urban plaza. The scene is filled with people engaged in various activities: a man with a backpack riding a red bicycle, a woman walking with a child, and others strolling. The plaza features lush greenery, including palm trees and large leafy plants. In the background, a large, multi-story building with a prominent staircase is visible. The overall atmosphere is vibrant and community-oriented.

SETTING THE PURPOSE

**Dr. Nelson Adams
Chair**

Stakeholder Engagement Working Group

An architectural rendering of a modern urban plaza. The scene is set at dusk or dawn, with a soft, dim light. In the foreground, a woman in a polka-dot dress and a man in a white shirt and shorts are walking. A man is riding a red bicycle. In the middle ground, a woman in a black top and shorts is walking. In the background, a large, multi-story building with a glass facade and a blue vertical stripe is visible. A wide staircase leads up to a platform where a group of people is gathered. The plaza is landscaped with various trees, including palm trees and a large, leafy tree. The overall atmosphere is one of a vibrant, pedestrian-friendly urban environment.

APPROACH TO MEETING

Lisa Martinez
LM Genuine Solutions

THE UNDERDECK BY THE NUMBERS

33 ACRE Public Open Space

3 ACRES
Lawn

15 ACRES
Urban Gardens

12 ACRES
Pathways + Plazas

1 MILE
Central Promenade



Lighting



Public Art



Site Furniture



3
Playgrounds



1
Splash Pad



1
Amphitheater



1
Signature
Pedestrian
Bridge



1
Multi-Use
Court



1
Dog Play Area



2
Parking Lots



3
Comfort
Stations



2
Food & Drink

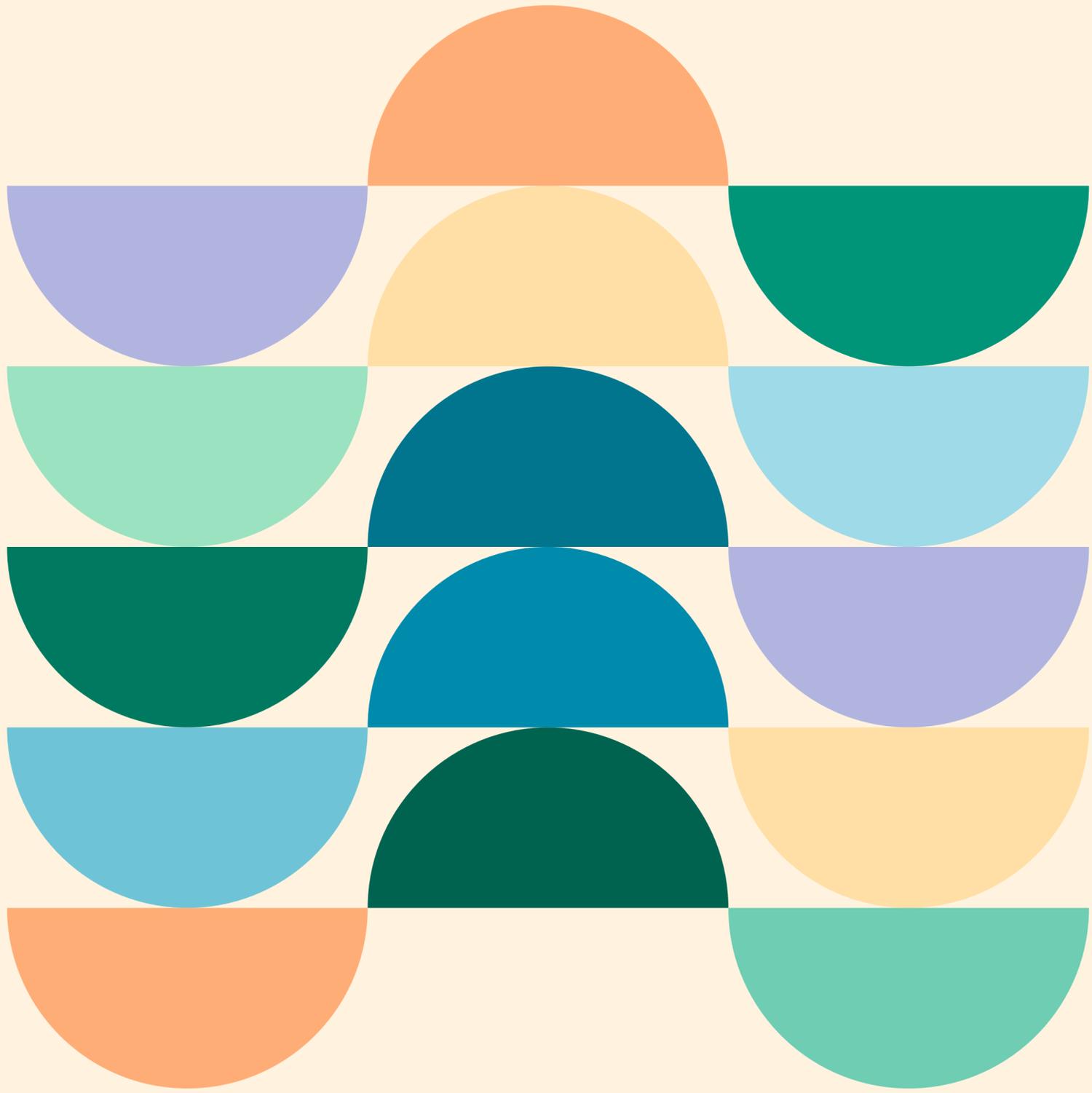


2
Interactive
Water Fountains

An architectural rendering of a modern urban plaza. The scene is filled with people engaged in various activities: a man with a backpack rides a red bicycle, a couple walks together, a woman walks a child, and others are seen on a large wooden staircase in the background. The plaza is landscaped with lush green trees, including palm trees, and low-lying plants. In the distance, modern high-rise buildings with glass facades are visible under a clear sky. The overall atmosphere is vibrant and community-oriented.

NAMING AND BRANDING UPDATE

Jacobber Creative



Naming Proposal



PREPARED BY

JACOB ER C R E A T I V E



SEPTEMBER 2022

1. Introduction

2. Research Objectives & Methodology

3. Naming Objective

4. Let's Consider

5. Proposed Names



SECTION 1

Introduction



INTRODUCTION

A new *Signature Bridge* is being built to replace the existing I-395 highway that goes from *Overtown* to *Biscayne Boulevard*. It will be raised significantly higher than the existing road, soaring up to 60' and providing space for the creation of a "linear park" running a mile underneath and alongside it.

INTRODUCTION

The working title for this has been "The Underdeck," but *Jacober Creative* has been tasked with coming up with new, final *name proposals* and *logo designs* to brand the space and welcome residents and visitors for years to come.



SECTION 2

Research Objectives & Methodology





RESEARCH OBJECTIVES & METHODOLOGY

Objectives



During July 2022, **Jacober Creative** engaged in a thorough review of previous research efforts, results, and conclusions generated by the **Underdeck Committee, Kivvit and Circle of One Marketing**.

The previous research focused more on the nature of the linear park itself. The decision was made to create an additional, more widely distributed survey tightly focused on **naming, logo, and branding** only, and with a limited response timeframe of July 25 through August 5.





RESEARCH OBJECTIVES & METHODOLOGY

Methodology



A **survey** was developed with **eight key questions** about naming and branding for "The Underdeck".

This was based on Jacober Creative's **extensive experience** with *municipalities* and branding research strategies; previous research and the stated needs of "The Underdeck" Committee.

All the ***previous research results***, from the community members interviewed or previously surveyed, were onboarded and influenced some of the questions that were asked. Both sets of data serve ***as a point of reference*** in the ongoing naming and branding process.



RESEARCH OBJECTIVES & METHODOLOGY

Methodology



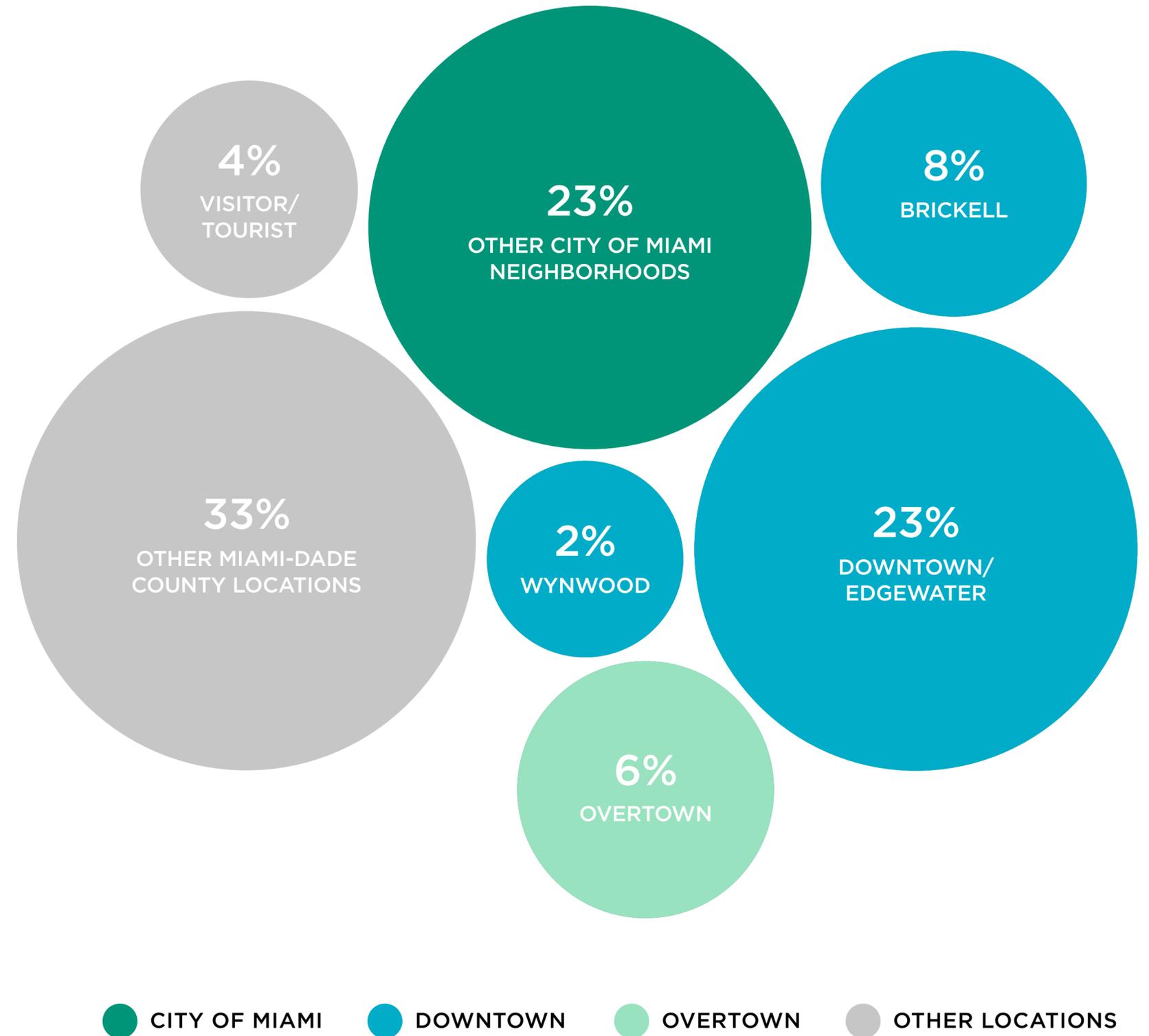
- ▶ The goal was to better understand **community perspectives** on “The Underdeck” and help guide the naming and branding process.
- ▶ Due to a tight timeframe for completing the branding process as required by the Committee and the City of Miami, a **limited two-week period** was set for surveys to be submitted.
- ▶ There was **extensive outreach** and **publicity** making use of the Underdeck website, e-blasts, direct outreach and media stories.



SURVEY RESULTS

Respondents & Demographics

- ▶ 1,221 People Responded to the Survey
- ▶ The majority of respondents live in the City of Miami (761 or 62% of total).
- ▶ One third of all respondents live in Downtown Miami and adjacent communities (402 or 33% of total).
- ▶ The number of respondents from Overtown was limited but sufficient for statistical analysis (78 or 6% of total).

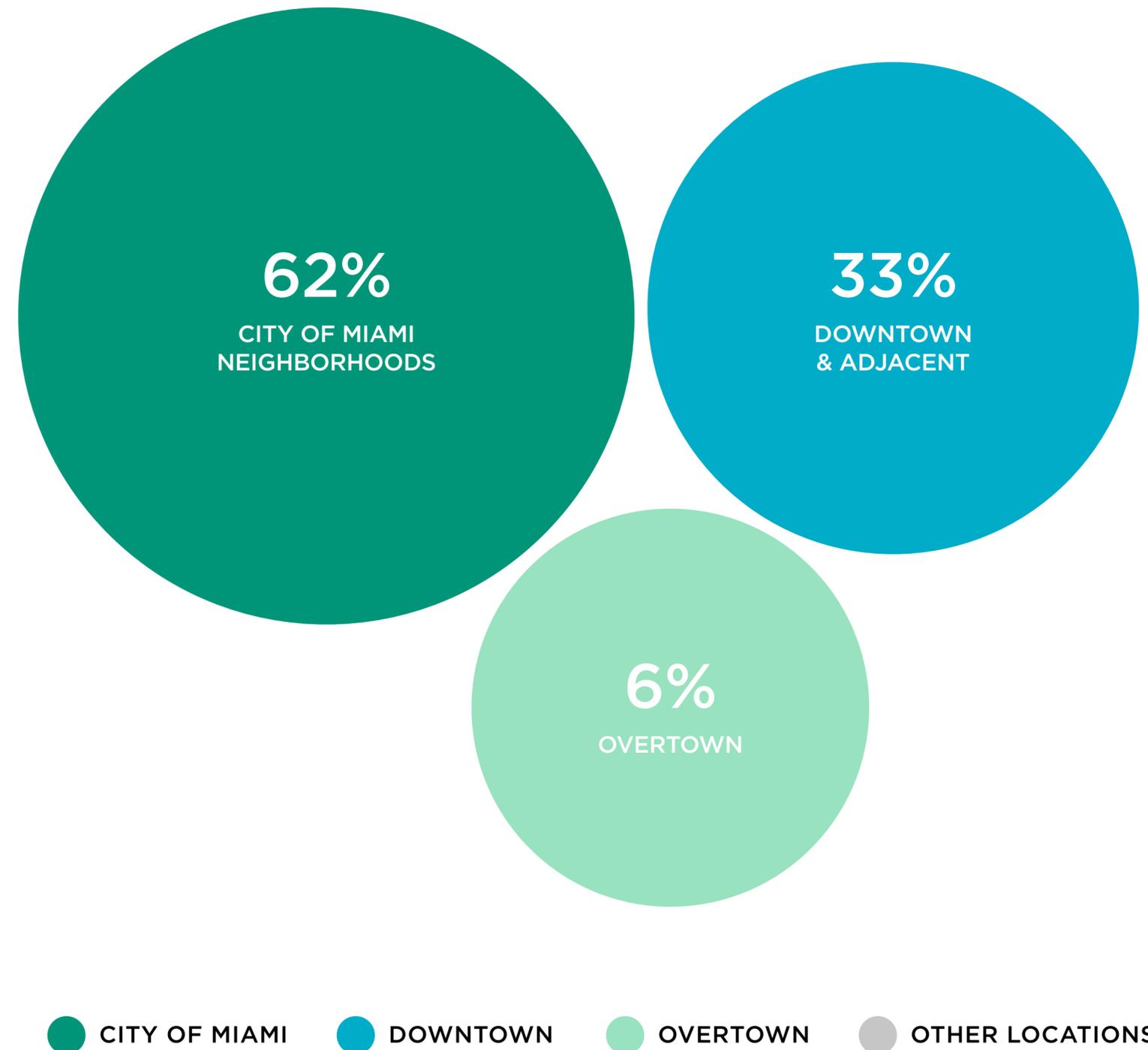




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SECTION 3

Naming Objective





NAMING OBJECTIVE

To recommend names for the 33-acre public space, currently known as “The Underdeck” that:

Capture and *engage* the attention of residents and visitors

Appeal to *all demographics* and *ages*

Are *easy* and *clear* to remember while strengthening
brand recognition

RESEARCH CONCLUSIONS

Survey respondents broadly want a name and branding for "The Underdeck" that is *uplifting, positive, unique, simple, colorful, and modern.*

Respondents also preferred *edgy* and *forward-leaning* as *brand characteristics.*

In addition, they want the branding to be *inclusive* and to honor Miami and/or Overtown's *history, culture, and diversity.*



SECTION 4

Let's Consider





Let's Consider

Developing a **brand name** is a **strategic** and **creative process**.

It takes **creativity** and **time**, and is a **clearly-structured approach**.

Names need time to **mature**—it might not **sound** right at first, but with time **you'll grow into it**.

A **new brand name** might feel **uncomfortable** or unsuitable—**give it time**.

Finally, the **value** and **meaning** of the name is a part of the **whole communication effort** and **customer experience** with the brand.



SECTION 5

Proposed Names





CATEGORY 1

Historical / Inclusive

CATEGORY 2

Unity

CATEGORY 3

Edgy & Forward-Leaning



CATEGORY 1

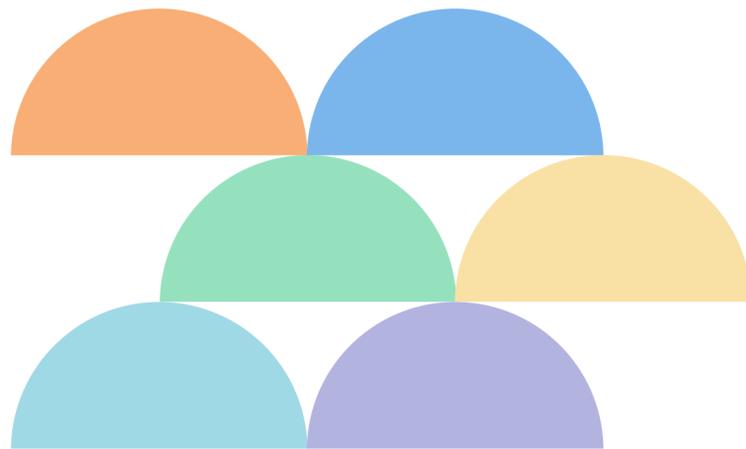
Historical / Inclusive





HISTORICAL / INCLUSIVE

Miami Overtown Downtown Mile (*MOD*)

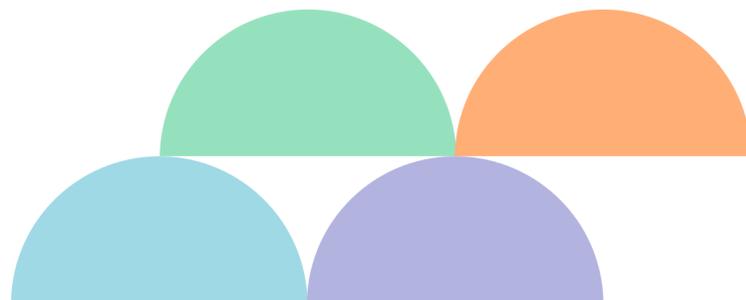


- ▶ The acronym would be pronounced like the word "Mod" as in "**Modern.**"
- ▶ Positions the public space as a **hip** and **contemporary** destination that **brings people together.**
- ▶ Incorporates **Overtown, Downtown,** and **Miami** without favoring one over the other, as per the survey respondents emphasis on the **mosaic of Miami** and being **inclusive.**
- ▶ It's short for **modification** — which implies "**modifying**" and or **rectifying** the original challenges brought on by the 395 highway.
- ▶ It's synonymous with **stylish.**
- ▶ It encompasses favored survey results of **inclusive, edgy** and **sophisticated.**



HISTORICAL / INCLUSIVE

Overtown Miami Greenway (*OMG*)



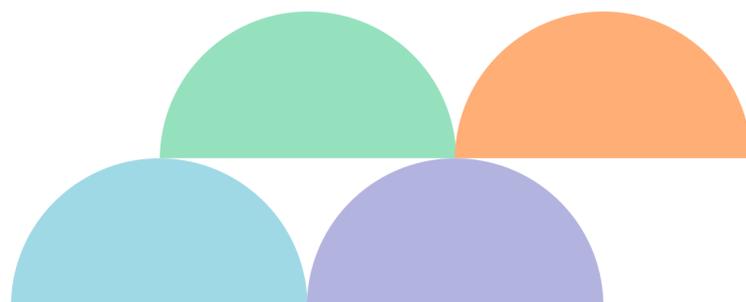
ALTERNATIVE COULD BE OVERTOWN MIAMI GATEWAY

- ▶ This is a name that smoothly encompasses the sense of the **diverse neighborhoods** and **cultures** of the adjacent communities, as prioritized in the survey results.
- ▶ By using **Greenway** as a descriptor this name captures the strong desire from residents for a **shaded, green space** and not a concrete pathway, making it **appealing** and **inviting**.
- ▶ This name can also be the **acronym OMG**, which has evolved from a texting shortcut to be an actual expression that people commonly say and can be taken as expressing the “**wow factor**” of how the community feels about the new space.
- ▶ By using **Greenway** and **OMG**, this name is **forward-leaning, fun, modern, and optimistic**, descriptors that were popular with the survey respondents.



HISTORICAL / INCLUSIVE

Downtown Overtown Connection / *The Connection / The DOC*



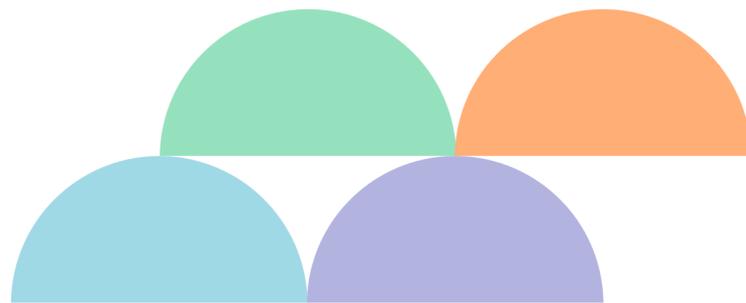
- ▶ Addresses the desire to physically reconnect the Overtown community with the rest of Miami as it was divided in the past by the construction of the original elevated highways.
- ▶ Overtown and Downtown are given equal weight, as per the survey respondents emphasis on the mosaic of Miami and being inclusive.
- ▶ As the survey results concluded, there is a desire to unify Miami neighborhoods and people, and this name captures that by reconnecting communities.
- ▶ Overtime, in casual use it could become **The Connection** or **The DOC**



HISTORICAL / INCLUSIVE

Miami Connex

FROM OVERTOWN TO THE BAY



- ▶ Addresses the desire to **physically reconnect** the **Overtown** community that was **historically divided** by the construction of the original elevated highways.
- ▶ In addition, as the survey results concluded, there is a desire to bring **Miami neighborhoods** and **people** together in a unifying way, and this name captures that, connecting **spaces, peoples, and cultures.**
- ▶ The use of the “**x**” as an alternative spelling of “**connects**” creates a distinct logo identity that references the idea of a **crosstown park**, of a **railroad crossing**, and some positive “**X factor.**”
- ▶ The “**x**” is a plus for **designing** and **marketing.**



CATEGORY 2

Unity

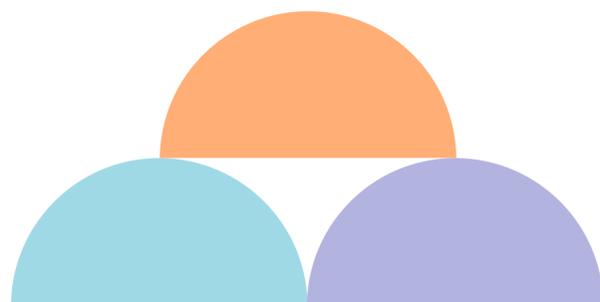




UNITY

The Miami Link / *The Link* / *(MiLi)*

FROM OVERTOWN TO THE BAY



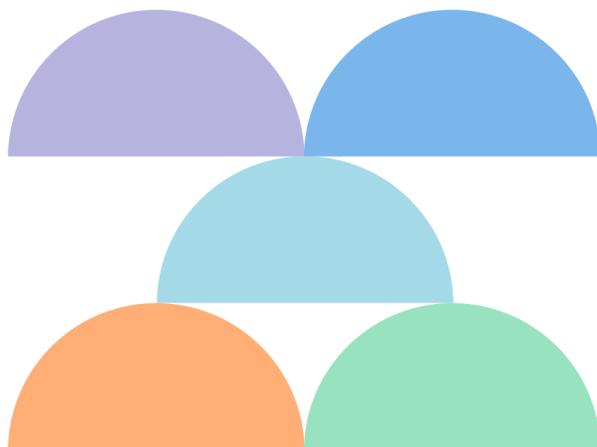
- ▶ This name speaks to the idea of **linking** the **neighborhoods** and **communities** of Miami together, addressing the goal of the branding being **inclusive** that survey respondents favored.
- ▶ One step further, it ties into linking to **the past** and offers a light nod to the historical aspect and how this *link* unites us.
- ▶ The shortened version “**MiLi**” captures the way many major cities have rebranded areas with a memorable **modern** and **forward-leaning** phrase, two additional characteristics that were chosen by survey respondents.
- ▶ For short this can be referred to as “**The Link.**”



UNITY

The Miami Local /
The Local /
The Lo /
(MiLo)

FROM OVERTOWN TO THE BAY



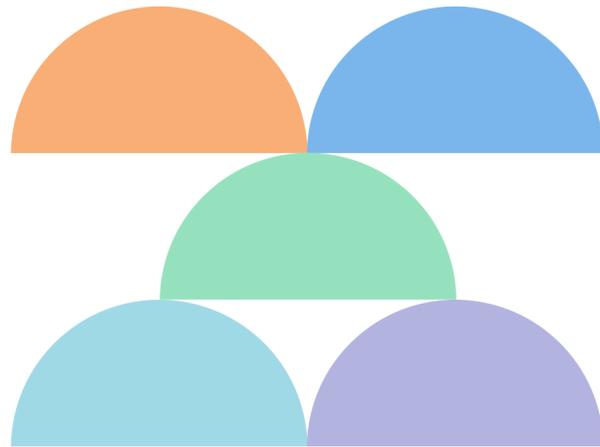
- ▶ Establishes the park as a **desirable destination** encompassing **friendly** and **safe** neighborhoods, attributes favored by survey respondents.
- ▶ Defines the public space as “**more than just a park**” and elevates it to a “**place where friends meet up at their local and hang out,**” and “**get the low-down.**”
- ▶ **Nostalgic, friendly, and memorable,** yet **contemporary,** attributes of interest to survey respondents.
- ▶ The shortened version **MiLo** captures the way many major cities have rebranded areas with a memorable **modern** and **forward-leaning** phrase, two additional characteristics that were chosen by survey respondents.
- ▶ For branding could be shortened to “**The Lo.**”



UNITY

The Miami Way / *The Way*

FROM OVERTOWN TO THE BAY



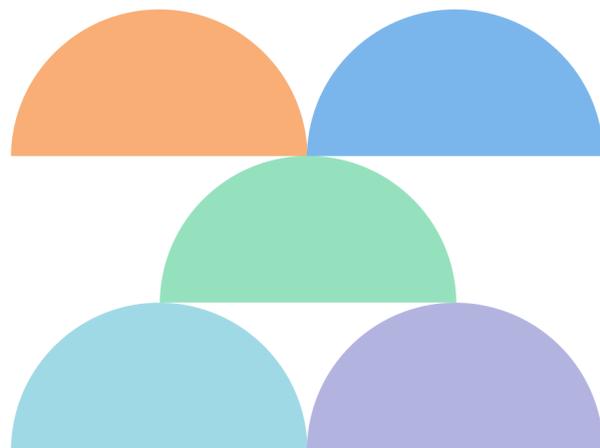
- ▶ This name is playing on the **double meaning** of the word “**way**,” as a **path** or **track**, and as a style or approach.
- ▶ It is a **strong, clear name** that is **fun, modern and simple**—all characteristics that survey respondents indicated were important to them.
- ▶ Can be seen as **inclusive**, another attribute survey respondents wanted in a name, as in, “**There’s a Miami way of doing things.**”
- ▶ **Versatile** and is **easily adapted** to a variety of marketing concepts and contexts across a slate of **social media platforms**.
- ▶ Can be shortened in casual references to “**The Way.**”



LEGACY

Miami Crosstown Trail / *The Crosstown / The Trail*

FROM OVERTOWN TO THE BAY



- ▶ Positions the space as **crossing through** the center of **Miami**, embracing both **Downtown** and **Overtown** communities, something survey respondents strongly desire.
- ▶ There is also an echo of “**crossing the railroad tracks,**” which the linear park specifically does, with a centerpiece bridge of its own.
- ▶ The use of the word **Trail** to describe the actual place is **welcoming** and **approachable**, reaching back to Miami’s **indigenous history** and forward to an **attractive, outdoorsy,** and **fun future**, attributes popular with survey respondents.
- ▶ Easy to **remember** and **understand**.
- ▶ Can be shortened for **marketing** and **casual use** to be **The Crosstown** or **The Trail**.



CATEGORY 3

Edgy & Forward-Leaning

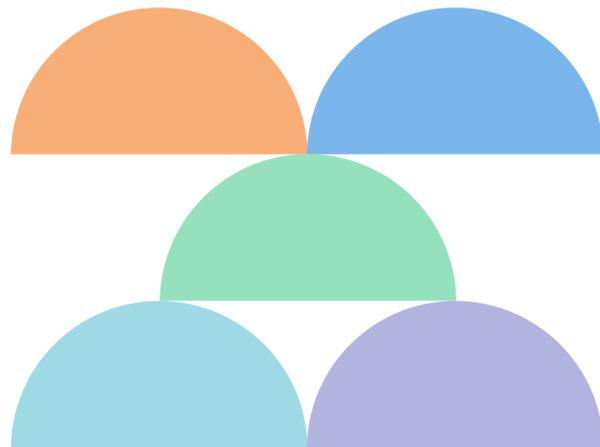




EDGY & FORWARD-LEANING

WAO Greenway *(We Are One)*

FROM OVERTOWN TO THE BAY



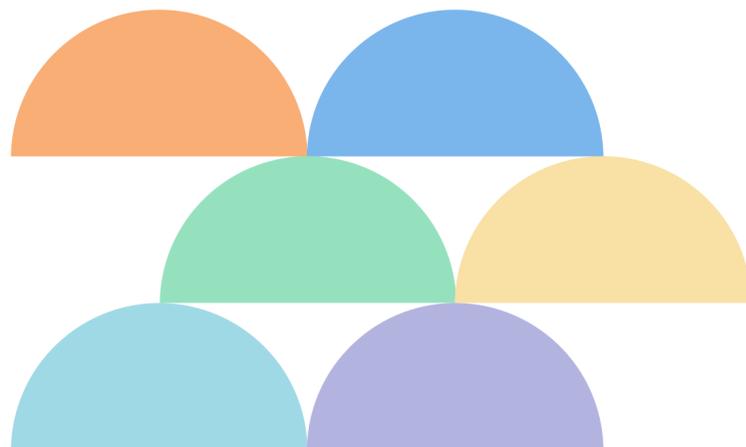
- ▶ This acronym is pronounced as “**wow**” and implies the “**wow factor**” the public will feel about the space.
- ▶ The full name of “**we are one**” speaks to the desire for **inclusiveness** and **unity** among survey respondents.
- ▶ This name has an **inspirational, optimistic, and unique** feel, which were characteristics also preferred by survey participants.
- ▶ By using **Greenway** as a descriptor this name captures the strong desire from residents for a **shaded, green space** and not a concrete pathway, making it **appealing** and **inviting**.
- ▶ **WAO** also connects to the **multiple Spanish cultures** that live in our community. *Spanish spelling* of wow.



EDGY & FORWARD-LEANING

The BaseLine

FROM OVERTOWN TO THE BAY



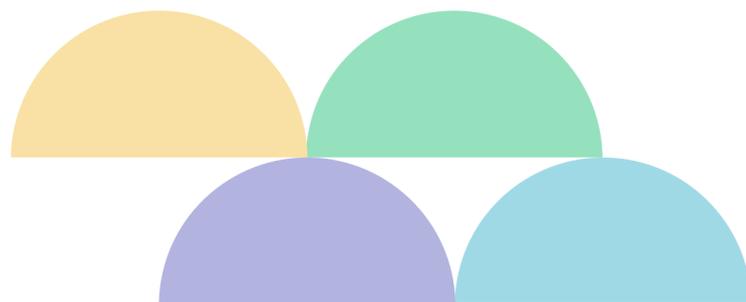
- ▶ This is a name that uses the base as a **center** or **foundation**, and a **line** as in **road** or **track**. It references the foundation or the most important aspect of a structure or idea.
- ▶ The foundation idea can be viewed as **building on** and **strengthening** the **roots** and **structure** of Miami's many communities.
- ▶ And can also be seen as **musical "base line"** that keeps the beat moving.
- ▶ The musical reference is **evocative** as well of the **cultural performances** that will take place in parts of the "linear park."
- ▶ It is **optimistic, fun, inclusive, simple**, and both **modern** yet honoring of **legacy**, in congruence with survey responses.
- ▶ **"Let's go to the Base"** or **"let's go to the line"** could be natural, shortened ways people would refer to the space.



EDGY & FORWARD-LEANING

The Miami Bond / *The Bond /* *(MiBo)*

FROM OVERTOWN TO THE BAY



- ▶ Speaks to the **bonds** that bring us together as **communities, neighbors, and citizens**, resonating with the inclusiveness that survey respondents prioritize.
- ▶ As a name, it positions this as a place where Miami residents come together to **connect** and **share**, and to celebrate the **unique diversity** of the City.
- ▶ The name is **sophisticated, contemporary, inspiring,** and **edgy**, characteristics that many survey respondents also favored.
- ▶ **MiBo**, one of the shortened versions of this name captures the way many major cities have rebranded areas in a **modern** and **forward-leaning** way. Two additional characteristics that were chosen by survey respondents.

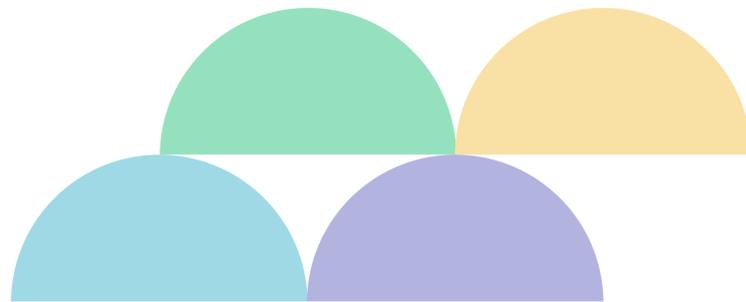


EDGY & FORWARD-LEANING

The HEART

(Historic Entertainment Arts & Recreation Trail)

FROM OVERTOWN TO THE BAY



- ▶ This name works well as an acronym that embraces the **universal human heart**, connecting the public emotionally.
- ▶ The name also implies that the space is at the center of all that is happening in Miami, and resonates with survey respondents' preferred characteristics of **inspiring, iconic, friendly, attractive, and simple**.
- ▶ What the acronym stands for specifically embraces the **multiple uses** for the space, from **outdoor activities** to **musical performances**.
- ▶ The name also resonates with the rich cultural history of **Overtown** in its heyday, from **Louis Armstrong** to **Ella Fitzgerald**.
- ▶ An alternative version could be the acronym **The HART** (Historic Arts & Recreation Trail)



Let It *Sit...*





HISTORICAL / INCLUSIVE

Miami Overtown Downtown (*MOD*) Mile
Overtown Miami Greenway (*OMG*)
Downtown Overtown Connection (*DOC*)
Miami Connex

UNITY

The Miami Link (*MiLi*)
Miami Local (*MiLo*)
The Miami Way
Miami Crosstown Trail

EDGY & FORWARD-LEANING

WAO Greenway (*We Are One*)
The BaseLine
The Miami Bond (*MiBo*)
The HEART
(*Historic Entertainment Arts & Recreational Trail*)

Life is
now
your
design
fit.

Thank You.

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