Downtown Delray Beach Master Plan

A Citizens’ Master Plan For the Growth And Unification Of Delray Beach
Plan Addressed Downtown’s Three Distinct Districts

- West Atlantic Neighborhood
- Central Core
- Beach District
$150,000 Grant from MacArthur Foundation to Develop Plan that Would Unify Downtown Districts (West, Central, Beach)
• CRA and City Contributed Additional Funding
• Inclusive Process that Involved all Sectors
• 31-member Steering Committee Formed to Oversee Process
• Co-Chaired by City Commissioner Jeff Perlman and community activist Chuck Ridley
• Process facilitated by Treasure Coast Regional Planning Council
Orientation Meeting – March 27, 2001
Design Charrette held March 28, 2001
The Public Process

Goals for Delray Beach as a thriving city in the 21st century:
- all citizens feel included in the community
- a variety of quality neighborhoods
- a financially sound city with a stable, growing tax base
- a first class downtown
(TCRPC) Design Team worked out of vacant CRA office building the following week, day and night.
The design team kept the office open all week to accommodate visitors who wanted to check on the progress or provide additional input.
We had Great Press Coverage!!

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West Atlantic makeover?

Street narrowing, beautification favored at meeting

BY SHAHEED SMITH
STAFF WRITER

From a distance, it may have looked like a room full of people engaged in an intense game of Pictionary or charades. But, in reality, it was a group of residents, along with city officials, designers and planners, mapping out the future of the city of Delray Beach.

Saturday marked the second and final day of the public planning sessions at Pompey Park that were designed to spur community input on how to develop the downtown business district, the area around Atlantic Avenue from I-95 to the beach. More than 150 residents attended the meeting, known as a charrette.

Delray has had tremendous success with its community planning process. According to the Treasure Coast Regional Planning Council, Delray Beach has done more than any other city in the county to involve a cross-section of the community in the town; hearings, phone calls, speeches by elected officials, visits to community groups, radio, newspaper and radio stations have been used to involve everyone.

The Downtown Delray Beach Alliance is the driving force behind the project. The alliance is comprised of about 100 businesses, including the city of Delray Beach and the Delray Beach Chamber of Commerce.

Downtown Delray Beach Alliance, who is also called the Downtown Delray Beach Alliance, has organized the planning sessions, which started with a kickoff event in the Delray Beach Civic Center in June 2001.

"It is kind of a charrette," said June McKee, chairwoman of the Downtown Delray Beach Alliance.

"The meetings have been very well attended," said McKee. "People have been very enthusiastic about the project."

"Overall I thought the day was very exciting," said Delray Beach Mayor David Schmidt. "It was good to see how many people came out."

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8 a.m. and 5 p.m.

through May 4 to get questions answered.

Call Diane Harvey at

961-276-8640.
The Plan was presented to the public at various stages of completion.
Final Plan Adopted in 2002

Downtown Delray Beach Master Plan
City of Delray Beach, Florida

A Citizens’ Master Plan for the Growth and Unification of Delray Beach
Adopted by the City Commission on March 19, 2002

Treasure Coast Regional Planning Council
Indian River - St. Lucie - Martin - Palm Beach

31-Member Steering Committee transitioned into Implementation Committee to oversee progress
Informational/Marketing Program

- Development of promotional materials (brochure, flyer, buttons)
- “Keeping the Charm” month--Booth at festivals and events
- Newspaper and radio stories
- Slide at local movie theater
- Presentations to groups and boards
- Signs at construction sites: “Your Master Plan in Action”
So what have we been doing with the plan for the past ten years?
The Front Door

Provide a Gateway Feature at W. Atlantic and I-95
Objective: Identify West Atlantic as gateway to downtown; erect a building such as a Welcome Center within the median just east of I-95.
FDOT would not approve original concept. Revised plan for Gateway Feature calls for landscaped berms on north and south sides of W. Atlantic within first block east of I-95. Includes meandering sidewalk, trellis, and six 30’ high artistic columns reflecting Delray’s history and heritage. Contract recently let, construction to begin this summer.
Objective: Beautify West Atlantic Ave -- install landscaping, lighting, paver sidewalks, widen median to 20’
Existing turn lanes within the right-of-way limited the ability to widen medians to 20’; visibility issues limited the number of trees that could be planted.

Outcome
Decorative lighting, paver brick sidewalks and related landscaping completed in 2009; median landscaping completed in 2011.
A Center for the District

Objective:
Create a public plaza at the intersection of NW/SW 5th Ave. and W. Atlantic.

Outcome:
CRA purchased property in 2008; plaza completed 2010. Installing and dedicating sculpture this month.
Good Architecture Defines Character

Objective: Preserve structures; maintain charm and scale of development
Outcome:

Numerous historic structures in W. Atlantic area have been preserved, new construction is subject to design guidelines that were adopted as a result of the Master Plan.
Objective: Provide open space and sense of identity for neighborhoods
Outcome:
Objective: Fix Streets And Alleys
Outcome

SW 12th Ave
(under construction)

NW/SW 5th Ave

SW 14th Ave

MLK Drive
Restoring Order

From Bypass to Healthy Streets
**Objective:** Convert 1-way pairs to 2-way traffic to enhance mobility
**Outcome:** NE 1\textsuperscript{st} Street converted to 2-way traffic; SE 1\textsuperscript{st} Street requires additional right-of-way for traffic signalization
NE 1st Street at Pineapple Grove Way in 2001

NE 1st Street at Pineapple Grove Way in 2012
Restoring Order
U.S. 1 Corridor

Objectives:
“Calm” traffic on Federal Highway pairs; reduce speeds and accidents, make corridor more pedestrian friendly
Proposed plan called for reduction in travel lanes, wider sidewalks, landscaping and parallel parking
Outcomes

Major study of corridor completed including public input meetings;

Temporary trial completed;

Improvements designed; funding obtained;

Job out to bid; construction of permanent improvements to begin fall 2012
Objective: Develop A Parking Strategy

Outcomes

Parking Management Plan completed 2010 – City in process of implementing recommendations

Valet parking has been approved in many areas of downtown to allow for greater utilization of private parking lots

Three public parking garages were constructed: (Library/Courthouse, Old School Square, and Federspiel Garage)

Land Development Regulations recently modified to make it easier to utilize in-lieu fees
Plan also identified need for a continuous street edge – remove parking lots and large setbacks along Atlantic Avenue.
**Proposed Beach Garage**

**Outcome:** Site developed as Seagate Hotel & Parking Garage
Objectives:

- Accomplish redevelopment with minimal displacement of residents
- Provide affordable housing opportunities so that long-time residents are not priced out of area
Outcomes

Creation of Delray Beach Community Land Trust

Acquisition and rehabilitation of multi-family buildings for affordable rentals

Adoption of Workforce Housing Ordinance providing incentives for construction of new affordable units
Downtown Master Plan received three statewide planning awards and a merit award from the International Downtown Association (IDA).
Thank You!

We couldn’t have done it without you!

www.mydelraybeach.com
www.delraycra.org