

Nighttime Economy Workshop – October 27, 2014

Summary and Next Steps

Workshop Summary:

Over 50 people from various areas within the community attended the workshop to hear best practices and insights from Jim Peters, President and Founder of the Responsible Hospitality Institute. The presentation focused on the development of a Sociable City and what makes Delray Beach sociable.

“A community’s opportunity for socializing is among the most influential factors in determining where people choose to live,” reported by the Knight Foundation’s Soul of the Community Project. The presentation provided a great opportunity to create discussion on the demographic and lifestyle trends, how hospitality leads to development and is critical to revitalization.

The workshop focused on RHI’s six core elements: Quality of Life, Transportation, Entertainment, Multi-Use Sidewalks, Public Safety and Venue Safety as it relates to Downtown Delray Beach. As the group reviewed the various areas within breakout groups, many suggestions and discoveries were made of ways to enhance and be more proactive in managing the Nighttime Economy.

Breakout Group Discussion and Outcomes – Notes from Flipcharts

Thoughts about Downtown Delray Beach

- Sophisticated and Casual
- Public Gathering Places
- Great Mix of People / Inter-connected
- Coffee Shops / Running into People
- Mix of Shops / Property
- Weather / Beach / Events
- Multigenerational
- Authentic
- Vision, Nurtured
- Family Oriented / sense of Community
- Walkable / Pedestrian Friendly
- Adult Disney World

Transportation

Downtown Delray Has:

- Shuttle Dudes – Safe Ride Home – NEW
- Downtowner – Free Golf Cart Rides “For Hire” Paid in Tips
- Trolley
- Delivery Dudes – Delivers Restaurant Meals Locally (Cars Off Streets But Still Patronize Restaurants)

Need:

- Pedi-cabs
- Electric Carts & Vehicles – Charging Station & Parking – Throughout Downtown to the Beach
- Taxi Stands – Off the Avenue
- Trolley – Get off the Avenue’s busiest area – Run in a circle along the 1st Streets & 2nd Streets, Swinton and 6th Avenue/Federal North
- Trolley – Late Nights on weekend
- Trolley – run along Federal once the beautification is complete

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- Bicycle Corrals – Off the Avenue in specially designed & designated spaces; Use the Alleys for Transit
- Parallel Parking
- City Position for Bicycles & Pedestrians
- Expand & Enhance Clean & Safe Team

Public Safety

- “Restaurant” in Early PM changes to “Bar” in Late PM
 - Table Movement
 - Seating Movement
 - Less Eating, More Drinking
- Regular meetings with Business Owners
- CPTED (Crime Prevention Through Environmental Design) Studies for New Businesses
- On-going reaction to Crime
- Identify Problem Locations
- Joint Department Approach for Problem Solving
- High Visibility

Problems Areas

- Don’t Last Long (Businesses)
- Valet queue
- Sidewalk Congestion / Pedestrian Safety
- Lighting – CPTED – Parking Lots, Surfaces, Garages, Pedestrian Walks
- Resources – Staff – Police
- Sidewalk Café’ Table Movement
- Good Problems to Have
- Gridlock – re-direct Traffic to Side Streets – No “Left-Hand” Turns
- Overcrowding
- Look at what Other Cities are Doing
- Parking – Side Streets Unsafe

Venue Safety

- State & FRLA Responsible
- Vendor Standards
- Evaluate, Monitor, Training, Preparedness

Entertainment

Values:

1. Process and movement
2. Activate open spaces
3. Sidewalks utilization – multi-use
4. Cultural Development
5. Increase revenue due to entertainment

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Quality of Life

Vibrancy

- 24/7 Lifestyle
- More “No Car” People
- More Entrepreneurs
 - Changing Workforce
 - Co-Work Space
- 1,000+ Living Units / More Class A
- LDRs GREAT! Also Need to
 - Incorporate
 - Prioritization of Subjective Requests
 - Mobilization, Implementation

Accountability / Coordination

- Events – Public & Private
 - What’s Happening – Calendar & Signage
 - Where to Go
 - How to Get There
 - Acceptable Behaviors
- Need Standards
 - Create Common, Shared Goals
 - Coordinate Various Grass Roots
 - Adopt Collaborative Approach
 - Agree on Image – What’s acceptable - Enforce the Rules without Infringing on Civil Liberties
- Communication
 - Message Branding
 - Various
 - Focused

Impact Reduction

- Waivers vs. Codes
 - Need to be Flexible
 - But Need to Really Maintain Standards with Vision of Future
- Audit / Establish Benchmarks
 - What are Our Real Issues
 - Who’s Really Here
 - What Do We need to Do

Waste Management

- City to Lead by Example / Same Values for All
- Efficient Recycling Programs
- Not Just Say – DO! (Put \$ Behind Rules)
- Paper (Free) vs. Plastic (Not? Why Not?)
- Developer Friendly But Authentic & True to Image

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DDA, City, CRA Debrief and Next Steps

The group met following the meeting to identify results of the workshop and areas that will need to be focused on as the Nighttime Economy plan develops and action begins to be taken within the Downtown.

1. Establish a committee responsible for the Nighttime Economy
2. Evaluate, Assess and Inventory the Downtown Nighttime Economy Assets- **City staff is reviewing**
3. Best practice guideline to be reviewed from RHI
4. City Staffing Assignments – Must Do's
 - a. Consider a Nighttime Management position – **being considered and Code Enforcement shifts have been adjusted**
 - b. Evaluate the current Ambassador program and determine the use of the current volunteer program and options to establish a more well trained volunteer program **under review**
 - c. Data and stats of the Downtown area by time **in progress**
 - d. Create a grid of time by section and evaluate
5. Redefine “Clean and Safe” or Restructure – **in progress**
6. District Assessment -
7. Define “Overflow” Areas as parts of the downtown reach their max; identify areas within the Downtown or nearby can develop
 - a. Example: Locals area – creating a nighttime area for the local residents
8. Pedestrian Planning and traffic flow
 - a. Example: Crosswalk timing changes from daytime to nighttime
9. Transportation planning
10. Look into standards for Nighttime Zoning – **to be completed**
 - a. Occupancy permit verses a business plan (San Francisco)
11. Create an ordinance to enforce the standards - **to be completed**
12. Identify Social Occupancy Standards –**to be completed**
13. Establish a Parking Benefits District to reinvest the funds generated from meters back into the metered area – **in review**
14. Develop and implement an Employee Parking Program to enhance the safety of the late night employees (assess the nighttime businesses to assist with funding) **testing to be completed**
15. Create and Implement a Residential and Business Orientation Program to Downtown that will inform and educate on the Nighttime Economy – **to be completed**
16. Recognize that the Nighttime is marketing and driving the retail mix and development
17. Retail strategy development with **consultant Fall 2015**
18. Establish Economic Incentives to move the music throughout the specific and appropriate areas throughout the downtown- **to be reviewed**
19. Manage the City/Private/Zoning District as an “Event”
20. Sidewalk Café Permit – review as the change of use of the sidewalks continue to grow and the increase in families, etc.; create a permanent “boundary” for the cafes to reduce inconsistencies – **completed and in progress**
21. In future – create a Nighttime Economy Alliance which would/could be a public private Executive Director led organization
 - a. Non – traditional group to include industry and city experts

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22. Data – analyze the numbers and stats, all stats to understand the issues and the opportunities