



Cover Memorandum/Staff Report

File #: 25-219 CRA

Agenda Date: 12/4/2025

Item #: 8A.

TO: CRA Board of Commissioners
FROM: Christine Tibbs, Assistant Director
THROUGH: Renée A. Jadusingh, Executive Director
DATE: December 4, 2025

RECOMMEND ADOPTION OF THE 2025 UPDATE TO THE WEST ATLANTIC MASTER PLAN (A.K.A. THE SET TRANSFORMATION PLAN), IN SUBSTANTIALLY THE ATTACHED FORM, BY THE CITY OF DELRAY BEACH

Recommended Action:

Recommend adoption of the 2025 Update to the West Atlantic Master Plan (a.k.a. The Set Transformation Plan), in substantially the attached form, by the City of Delray Beach.

Background:

In 2016, the CRA engaged with IBI Group Inc. (IBI), a consultant then under a continuing services agreement for development services to create an updated and comprehensive plan for the West Atlantic Avenue (CRA Sub-Area 3), Southwest Area Neighborhood (CRA Sub-Area 8) and the Northwest Area Neighborhood (CRA Sub-Area 4).

The outcome of this effort, which included the community's input for the West Atlantic, Northwest and Southwest Neighborhoods (a.k.a. The Set) resulted in the creation of the Set Transformation Plan in February 2018. Input was gathered by IBI through fifty (50) stakeholder interviews, three (3) public workshops and twenty (20) neighborhood association and committee meetings; in addition, IBI reviewed and researched the following documents: West Atlantic Branding Initiative dated April 1, 2016, 2015 Year-End Workshop Draft Summary Report (The Set Transformation Plan), WARC Strategic Plan 2014-2017 dated October 2013, West Atlantic Area Needs Assessment Community Workshop Summary dated October 2012, Southwest Area Neighborhood Redevelopment Plan dated May 9, 2003, and West Atlantic Redevelopment Plan dated November 7, 2000.

On October 20, 2020, the City of Delray Beach (City) updated the Set Transformation Plan, revised the name to West Atlantic Master Plan (WAMP), and subsequently adopted the WAMP. For reference, here is a link to the WAMP: [West Atlantic Master Plan \(Current Version\)](#)

At the July 25, 2023, CRA Board meeting, CRA Board members discussed updating the WAMP.

At the October 17, 2023, CRA and City Joint Workshop during which future development on CRA and City-owned properties in the West Atlantic Area was discussed, CRA Board members also discussed updating the WAMP and brought up the possibility that only Section 5 - Implementation Plan of the WAMP needed updating and the rest of the WAMP was still relevant.

On November 16, 2023, CRA Staff presented an item to the CRA Board seeking direction on how to proceed with the WAMP update and presented several options on how to proceed. The Board directed Staff to proceed with obtaining proposals to update the entirety of the WAMP and if the proposals were over \$65,000, CRA Staff should bring the matter back to the CRA Board for direction on how to proceed.

Following November 16, 2023, Board Meeting, CRA Staff obtained several quotes with various scopes of work. Ultimately, based on the quotes provided and the costs associated with the scopes of work, CRA staff would be updating portions of the WAMP in-house to reduce the overall cost of the WAMP update. In November and December 2023, CRA staff reviewed and updated the Implementation Section.

In January and February 2024, CRA staff requested and reviewed proposals to update the demographic and economic data.

In March 2024, the CRA engaged with Business Flare, Inc. (Consultant) to update the demographic and economic data, charts, and tables throughout the WAMP and Appendix B - Economic and Demographic Profile. The Consultant provided the updated tables and Appendix B in July 2024.

On October 29, 2024, a CRA Board Workshop was held during which the updates to the demographic and economic data, charts, and tables were presented to the CRA Board.

Following the CRA Board Workshop, CRA staff met with community stakeholders to discuss and coordinate the activities and outreach efforts necessary for the amendment to the WAMP. Following the CRA Board Workshop and the community stakeholder discussions, it was determined that more than the demographics and economic data would need to be amended to achieve the goals, objectives, and desires of the community.

As a result, on May 8, 2025, the CRA entered into an Independent Contractor Agreement with Inspire Placemaking Collective, Inc. (Inspire) to assist with facilitating the outreach meetings and with drafting the update to the WAMP to reflect current conditions, update initiatives and projects, and incorporate the community's vision for the next 20 years.

PUBLIC OUTREACH MEETINGS:

On May 28, 2025, a kickoff meeting was held to commence the outreach meetings that would guide the amendment to the WAMP. At this meeting, the CRA presented updates to the demographic and economic data and gathered initial feedback from the community.

Following the kickoff meeting, CRA staff, Inspire, and community stakeholders continued meeting to determine the format of the following outreach meetings, and the feedback and information needed from community members to successfully complete the amendment to the WAMP.

On August 18, 2025, the second public outreach meeting was held and was well attended. There were presentations made by community members providing brief history of the WAMP/The Set Transformation Plan, the ongoing activities in The Set that support the objectives in the WAMP/The Set Transformation Plan, and what the amendment process aims to achieve. Following the presentations, an activity was facilitated by Inspire that allowed those in attendance to evaluate the progress, relevance, and priority of action strategies under the six (6) guiding principles. This exercise helped reveal which action strategies the community believes are still relevant, which may need adjustments, and where progress has or has not been made.

On September 29, 2025, the third public outreach meeting was held and was also well attended. At that meeting, community members took a deeper dive into the first three (3) of the six (6) guiding principles within the WAMP:

- o Community Capacity Building
- o Civic Stewardship
- o Community Wealth Building

Additionally, community members were asked to prioritize the action strategies for those three (3) guiding principles.

On October 9, 2025, the fourth public outreach meeting was held and again, it was well attended by community members. At that meeting community members took a deeper dive into the last three (3) of the six (6) guiding principles within the WAMP:

- o Healthy Community
- o Placemaking
- o Strategic Initiatives

Additionally, community members were asked to prioritize the action strategies for those three (3) guiding principles.

Exhibit A provides a comprehensive summary of all the public outreach meetings.

OVERVIEW OF 2025 UPDATE:

Following the October 9, 2025 public outreach meeting, Inspire and CRA Staff incorporated all the feedback received across the four public outreach meetings and meetings with community stakeholders to produce a working draft of the 2025 Update to the West Atlantic Master Plan (aka The Set Transformation Plan).

At the October 28, 2025, CRA Board meeting CRA Staff brought up scheduling a Special CRA Board meeting in early December to discuss the draft of the 2025 Update to the West Atlantic Master Plan (aka The Set Transformation Plan) with the intention of recommending approval for adoption by the City Commission.

Inspire, CRA Staff, and community stakeholders have continued meeting to discuss the working draft and to incorporate the updates desired and expressed by the community. The result is the current draft of the 2025 Update to the West Atlantic Master Plan (aka The Set Transformation Plan) as attached in Exhibit B.

The 2025 Update to the West Atlantic Master Plan (aka The Set Transformation Plan) retains the core subject matter of the currently adopted version, updated maps, demographics and statistics, project progress, a streamlined articulation of community priorities, renames the plan from the West Atlantic Master Plan to The Set Transformation Plan, and a relocation of the Implementation Plan to a standalone, companion document.

At this time, CRA Staff is requesting the CRA Board recommend adoption of the 2025 Update to the West Atlantic Master Plan (a.k.a. The Set Transformation Plan) to the City Commission, subject to any revisions as specified by the CRA Board.

Attachments: Exhibit A - Summary of Public Outreach Meetings; Exhibit B - Draft 2025 Update to the West Atlantic Master Plan (aka The Set Transformation Plan); Exhibit C - Draft Implementation Strategy - Working Document

CRA Attorney Review:

N/A

Funding Source/Financial Impact:

N/A

**Overall need within the Community Redevelopment Area from Delray Beach
CRA Redevelopment Plan:**

Removal of Slum And Blight

Land Use

Economic Development

Affordable Housing

Downtown Housing

Infrastructure

Recreation and Cultural Facilities