



DowntownDelrayBeach.com

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MEMO TO: Matthew Scott  
DATE: April 11, 2022

Dear Matthew Scott:

This letter serves as a confirmation of the Downtown Development Authority's direction provided at the April 11, 2022, monthly DDA Board meeting regarding:

**ITEM – View Optical at 302 E. Atlantic Ave Code Amendment request from DDA**

It is the DDA Board consensus that the optometry service brings value to the retail business in question (eyeglass store), as they can improve sales and provide convenience to the customer (not having to search for an optometry office away from the location where they will acquire the glasses). Optometrist services compare to pharmacist services in the way they provide prescriptions. The board did review the need to be careful with adjusting the code for all retail on Atlantic Avenue and recommended to have it be specific to this use.

**ACTION – Approve View Optical at 302 E. Atlantic Ave Code Amendment request from DDA as specified:**

- Amendment to allow for optometry services applications only (additionally to what the ordinance was already allowing for),
- The optometry service total square footage cannot exceed 20% of the total business area square footage,
- The optometry service has to be placed at the back of the floor plan allowing the retail store street facing.

**Motion:** J. Conde 2<sup>nd</sup>: A. Costilo. **Motion carried 6-0. (Frank Frione not present).**

Please take the DDA's review into consideration on final review and trust that we send this information to assist you in making your decisions as they affect the DDA District of Downtown Delray Beach.

Sincerely,

Peter Arts, Chairman

Mayor and City Commission  
DDA Board of Directors, Laura Simon, Executive Director