



A new identity is emerging for the long-standing residential and business communities surrounding the West Atlantic Avenue corridor, from I-95 to Swinton Avenue. This area, collectively known as the West Atlantic Neighborhood, has a new name that reflects both the rich history of the area and the growth and investment it is currently experiencing: The Set

The new identity is the result of a branding initiative by the governing board of the West Atlantic Redevelopment Coalition (WARC). In addition to WARC, the West Atlantic Branding Initiative is collaboratively supported by the DDA; the Delray Beach Office of Economic Development; Delray Beach CRA; DBMC; Greater Delray Beach Chamber of Commerce; and the Spady Museum.

The Set is reminiscent of many elements and themes found throughout the area, such as Delray's original pioneers (the West Settlers), the sun setting in the west, and tennis sets played at the Delray Beach Tennis Center, which is located on West Atlantic Avenue.

The official public launch of The Set was on Friday, May 20, 2016 at a block party event on Historic NW 5<sup>th</sup> Avenue, home of the Spady Museum. In addition to the new name, the brand platform identifies a target audience and includes a logo and tagline that pay homage to the past, present and future positioning and opportunities for the area.

A request for waiver is being sought to have The Set banners, featuring the logo and taglines, placed the fence surrounding the CRA-owned property at 805 West Atlantic Avenue. This would not only improve the appearance of the property, but serve as an identifying mark for The Set.

Pursuant to LDR Section 2.4.7(B), a waiver involves the granting of partial or total relief from a specific regulation. A formal letter of request with reference to the Section and a justification for granting the waiver is required.

Pursuant to LDR Section 2.4.7(B) (5), prior to granting a waiver, the granting body shall make findings that the granting of the waiver:

- (a) Shall not adversely affect the neighboring area
- (b) Shall not significantly diminish the provision of public facilities;
- (c) Shall not create an unsafe situation; and,
- (d) Does not result in the grant of a special privilege in that the same waiver would be granted under similar circumstances on other property for another applicant or owner.

It is our sincere hope that a waiver be granted for the installation of The Set logo and taglines on the fence surrounding the property at 805 West Atlantic Avenue.

Thank you,

DJ Lee  
Property/ Project Manager  
Delray Beach CRA