

Old School Square Master Plan

March 29, 2017



**OLD SCHOOL
SQUARE**



U072.01

Project Total Square Footage:
6.25 Acres

Anticipated Date of Completion:
2020

Location of Project:
City of Delray Beach, Florida

Type of Project:
Master Plan

Old School Square, built in 1913, once served as the town's Elementary School as well as the High School subsequently built in 1925. In the mid-1980s, the county School Board abandoned the campus and plans began to transform the old campus. The town passed a bond to purchase the property. This project was the catalyst for redevelopment, not only for the historic buildings, but also for a tired and neglected downtown. In 1988, the at that time, 4 acre site became listed on the National Register of Historic Places and is now an integral cultural center for the Town.

Currently anchored as the epicenter of the City's cultural arts, the 'campus' is a central location housing an Art Museum, Theatre, Creative Arts School & Ballroom occupying the restored school buildings. These spaces include a gallery, exhibit area, theatre, stage and performance spaces utilized for various public and private events such as weddings as well as community events. Over 1000 public events now take place each year and the downtown has become a vibrant, exciting community.



EXISTING CONDITIONS CONTEXTUAL PLAN



Since 2002 the site's development has been largely neglected and in need of infrastructural upgrades, additionally the community desires the site to better accommodate events. A master planning process was begun in response to community requests; one that would entail public outreach to discover, outline and address the 'campus' site elements such as identity, image, accessibility and amenities.

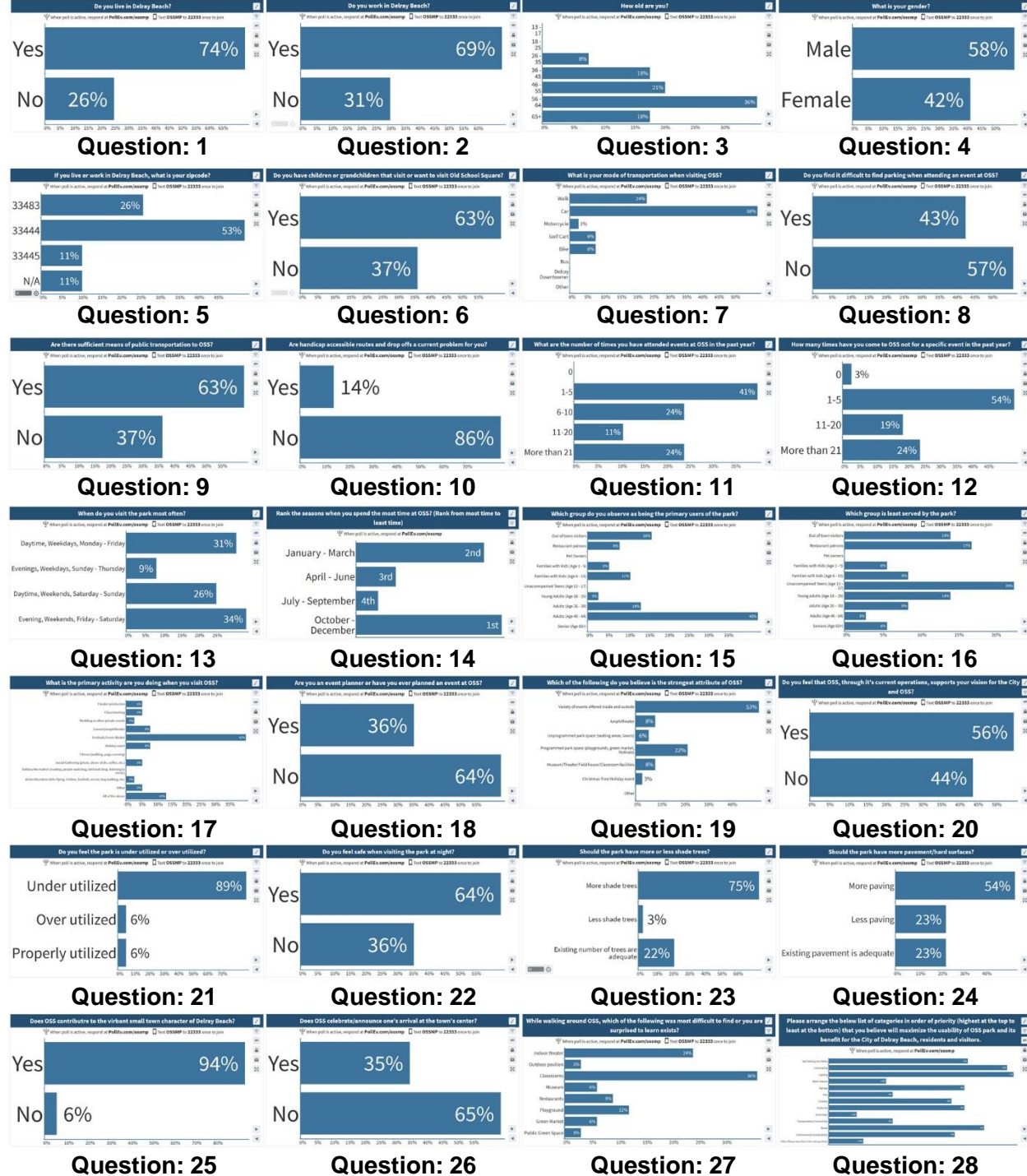
U072.02

The process began by assembling community members through several charrette meetings informed by a 'poll' survey conducted to collect and identify a hierarchical list of significant categories prioritized in order of importance.

1. Do you live in Delray Beach?
2. Do you work in Delray Beach?
3. How old are you?
4. What is your gender?
5. If you live or work in Delray Beach, what is your zipcode?
6. Do you have children or grandchildren that visit or want to visit?
7. What is your mode of transportation when visiting?
8. Do you find it difficult to find parking when attending an event at OSS?
9. Are there sufficient means of public transportation to OSS?
10. Are handicap accessible routes and drop offs a current problem for you?
11. What are the number of times you have attended events at OSS in the past year?
12. How many times have you come to OSS not for a specific event in the past year?
13. When do you visit the park most often?
14. Rank the seasons when you spend the most time at OSS? (Rank from most time to least time)
15. Which group do you observe as being the primary users of the park?
16. Which group is least served by the park?
17. What is the primary activity are you doing when you visit OSS?
18. Are you an event planner or have you ever planned an event at OSS?
19. Which of the following do you believe is the strongest attribute of OSS?
20. Do you feel that OSS, through its current operations, supports your vision for the City and OSS?
21. Do you feel the park is under utilized or over utilized?
22. Do you feel safe when visiting the park at night?
23. Should the park have more or less shade trees?
24. Should the park have more pavement/hard surfaces?
25. Does OSS contribute to the vibrant small town character of Delray Beach?
26. Does OSS celebrate/announce one's arrival at the town's center?
27. While walking around OSS, which of the following was most difficult to find or you are surprised to learn exists?
28. Please arrange the below list of categories in order of priority (highest at the top to least at the bottom) that you maximize the usability of OSS park and its benefit for the City of Delray Beach, residents and visitors.
29. Be Creative! Please write in any additional features/ideas that are important to you at OSS.

Survey Result: Summary of Public meetings from January 18, 2017 and active online poll through 1/29/2017.

The Survey reached 226 people over the 12 days it was active, 39 of those were during the public meetings. The Park is viewed very favorably in support of the vision for the city as it is currently being operated. The strongest part of the Park was reported to be the variety of events inside and out, with Festivals and the Green Market being the primary activity of the users. When looking at the priorities that will help improve and maximize the Square: shade, added seating and tables, landscaping, lighting, and public art, top the list in order. When reviewing the additional comments, the need to activate the space by providing more things to do both programmed and un-programmed through interactive features, art and seating areas were the most requested.



U072.03

Through many meetings the site was able to evolve to embody the wishes of the community while also responding to the needs of the surrounding built environment.

- ✓ **make a central plaza for the people**
- ✓ **expand the plaza to the other side of the street**
- ✓ **plan the entire open space around the Center for the Arts**
- ✓ **move the big oak tree, creating a big vista**
- ✓ **use the garage for vendor space**
- ✓ **redesign the stage area to be more park integrated**
- ✓ **redesign the green market and Christmas tree areas**
- ✓ **commercial events should not take over the plaza**
- ✓ **fountain area or interactive water feature for children**
- ✓ **big screen projection for outdoor films**

Crucial decisions, such as the new placement of the Christmas tree, restrooms, concessions, seating, landscaping and water features were collaboratively decided among the group of community stakeholders and the design team via monthly brain storming meetings along with input from the general community members.

Question: 29

"There should be a smaller stage, kind of like the one they have across from the fire station at the corner of SW 4th ave and W Atlantic. I think the concession/bathroom building has to come down, as well as the canopy walkway from the Crest to Cornell. Those two items mess up the flow of pedestrian traffic."

"More creativity to the outside theater"

about 17 hours ago

"Cover for pavilion"

about 17 hours ago

"Do not move the tree"

about 17 hours ago

"Canopy trees"

about 17 hours ago

"Improving the site would be beneficial. However I would encourage you to NOT relocate the Christmas tree. The Tree is a seasonal landmark visible as you approach down town. I would also hazard a guess that the structure has a considerable support structure beneath the ground that will need to be relocated at no small expense. In addition the green market is an anchor event every Saturday morning. Relocating the Tree would seriously disrupt the GM from Mid November to mid January."

about 17 hours ago

"Keep the GreenMarket on Saturday morning"

about 16 hours ago

"More shade and better bathrooms."

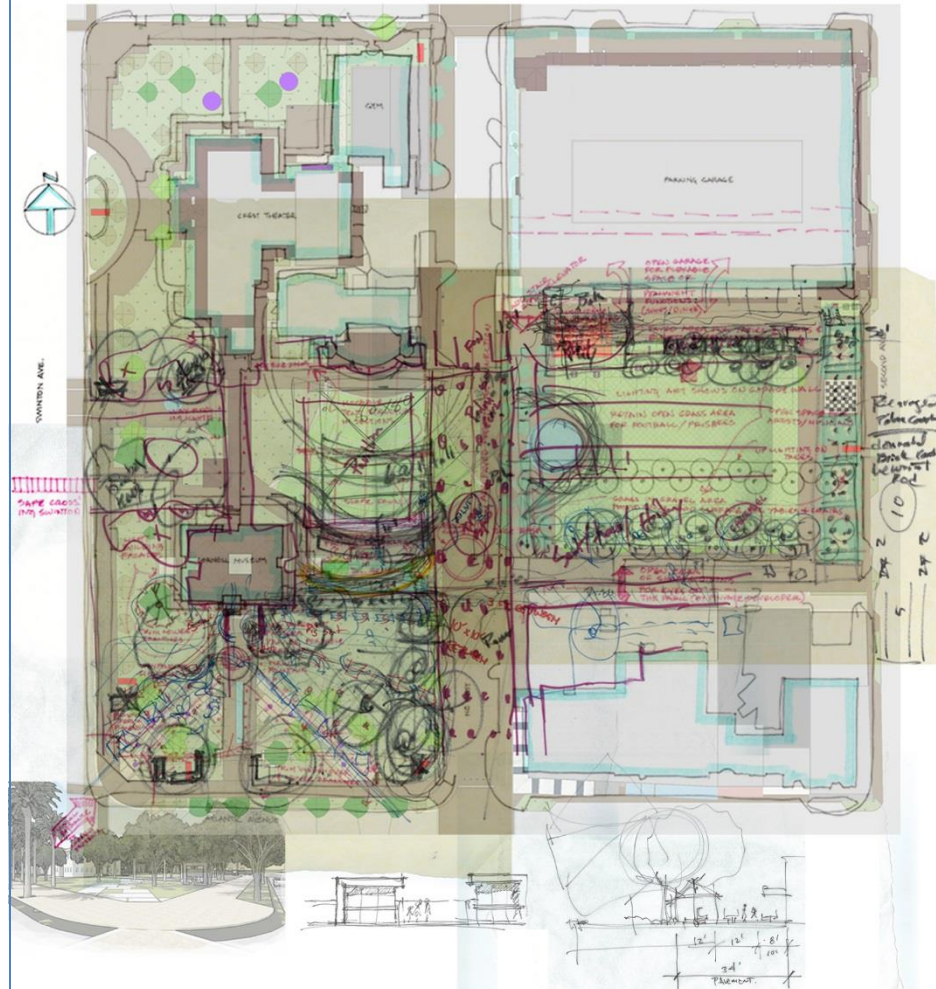
about 17 hours ago

"Visual and pedestrian connectivity"

about 17 hours ago

"Nature play, water feature for kids by day and ambiance by night. Also love the curbless design that allows the park to bleed into the downtown"

about 17 hours ago



DECEMBER 15, 2016



JANUARY 18, 2017



FEBRUARY 6, 2017



MARCH 6, 2017



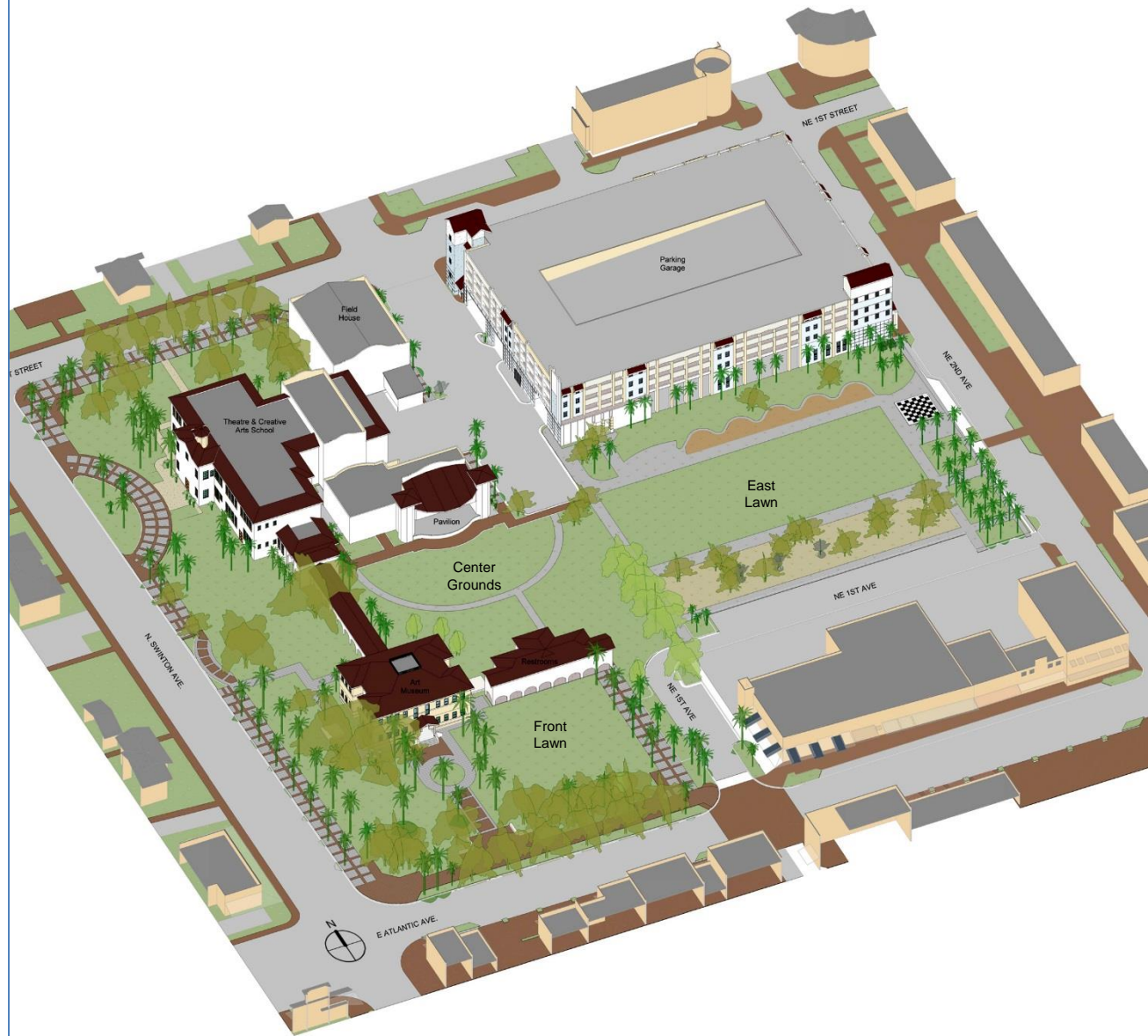
MARCH 13, 2017



MARCH 29, 2017

U072.04

The Center Grounds to the site are framed by an outdoor entertainment 'amphitheater' pavilion completed in 2002 that hosts a myriad of outdoor venues from concerts to multi-day festivals. East of the 'center grounds' leads out towards open greenspace which hosts the seasonal 'green' market and portable booths for vendors. The open space is flanked by the parking garage, with a play area including a 'life-size' chess board, and seating benches with rows of trees providing shade. South of the 'center grounds' is the 'front lawn' that fronts the main avenue; the promenade of the shopping district and serves as the 'public square' to the downtown where major holiday festivities and community activities are held.

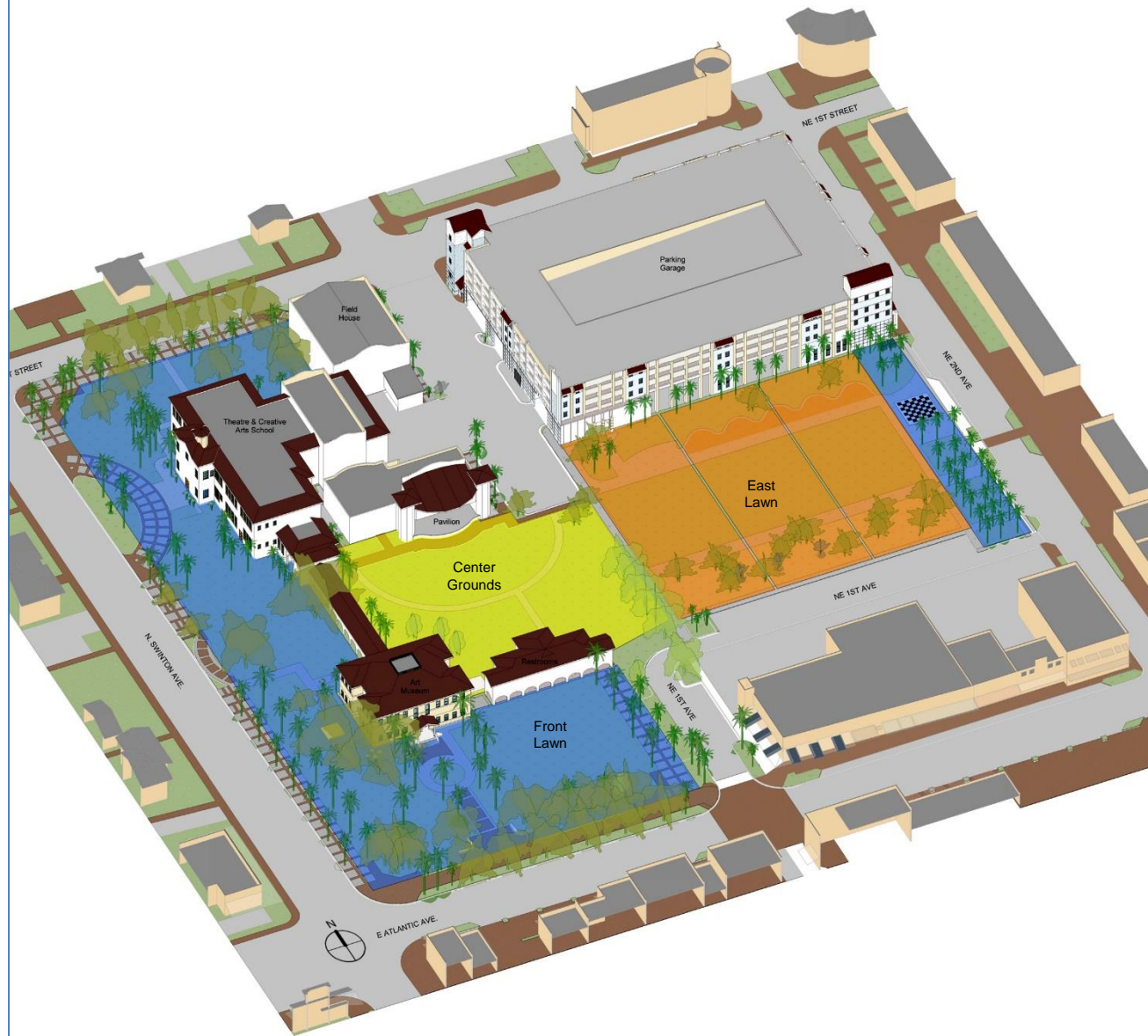


EXISTING SITE AERIAL PLAN

U072.05

- PASSIVE ZONE
- ACTIVE ZONE
- MORE ACTIVE ZONE (AUDIENCE)

Analysis of the site began with consultation from the Community Redevelopment Agency as well as substantial involvement from community leaders and participants consisting of representatives from all geographical areas of the city. They came together with the goal of reaching consensus in understanding of the site's potential as it has come to be used. The site's lease for the property sets forth the following zone designations pertaining to allowable activities, frequency and duration. The zones were compared to current and future site demands, and served as a guide in ordering the various levels of appropriate 'activities' in establishing hierarchy and defining organization to placements onto the site.

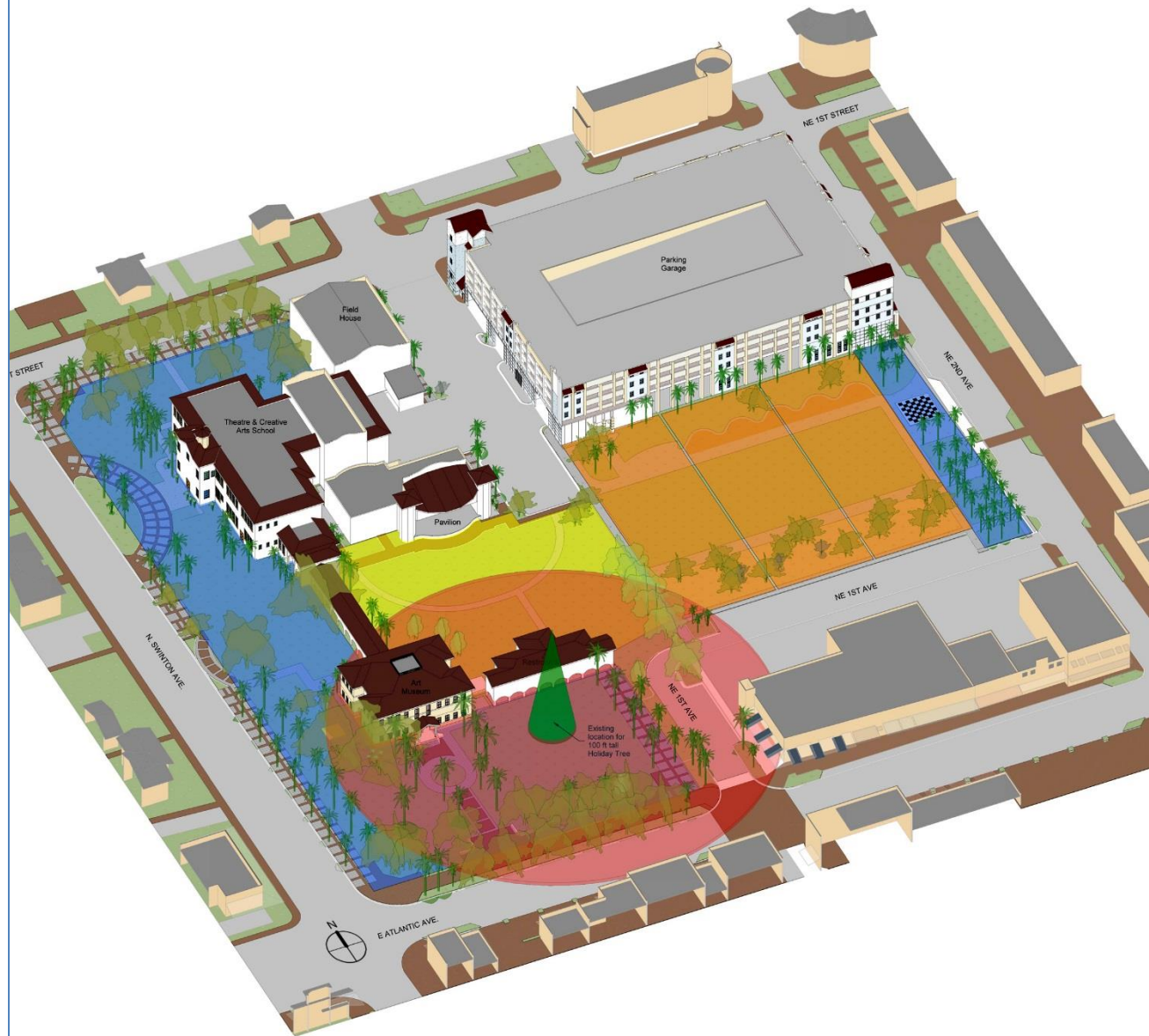


CITY DESIGNATED ZONES

U072.06

- PASSIVE ZONE
- ACTIVE ZONE
- MORE ACTIVE ZONE (AUDIENCE)
- HOLIDAY TREE LIGHTING SPECTATOR ZONE (30,000)

A major function of the site is in the ability to host large multi-day festivals, and in the importance of retaining the ability to accommodate and transition between seasonal functions. The iconic 100-foot Christmas tree lighting ceremony draws a crowd of 30,000 and is one of the town's most popular events with crowds continuing to grow yearly. This event was a major factor in the site's organization. Particularly because the existing tree needs to be replaced which demands foundation upgrades. This presented new constraints and unavoidable impacts onto the tree's existing location. The challenges to be contemplated in the community meetings also involved the management of large crowd volumes, not only in maintaining visibility but also the associated effects in crowd circulation and restroom/concession loads.



EXISTING TREE LOCATION

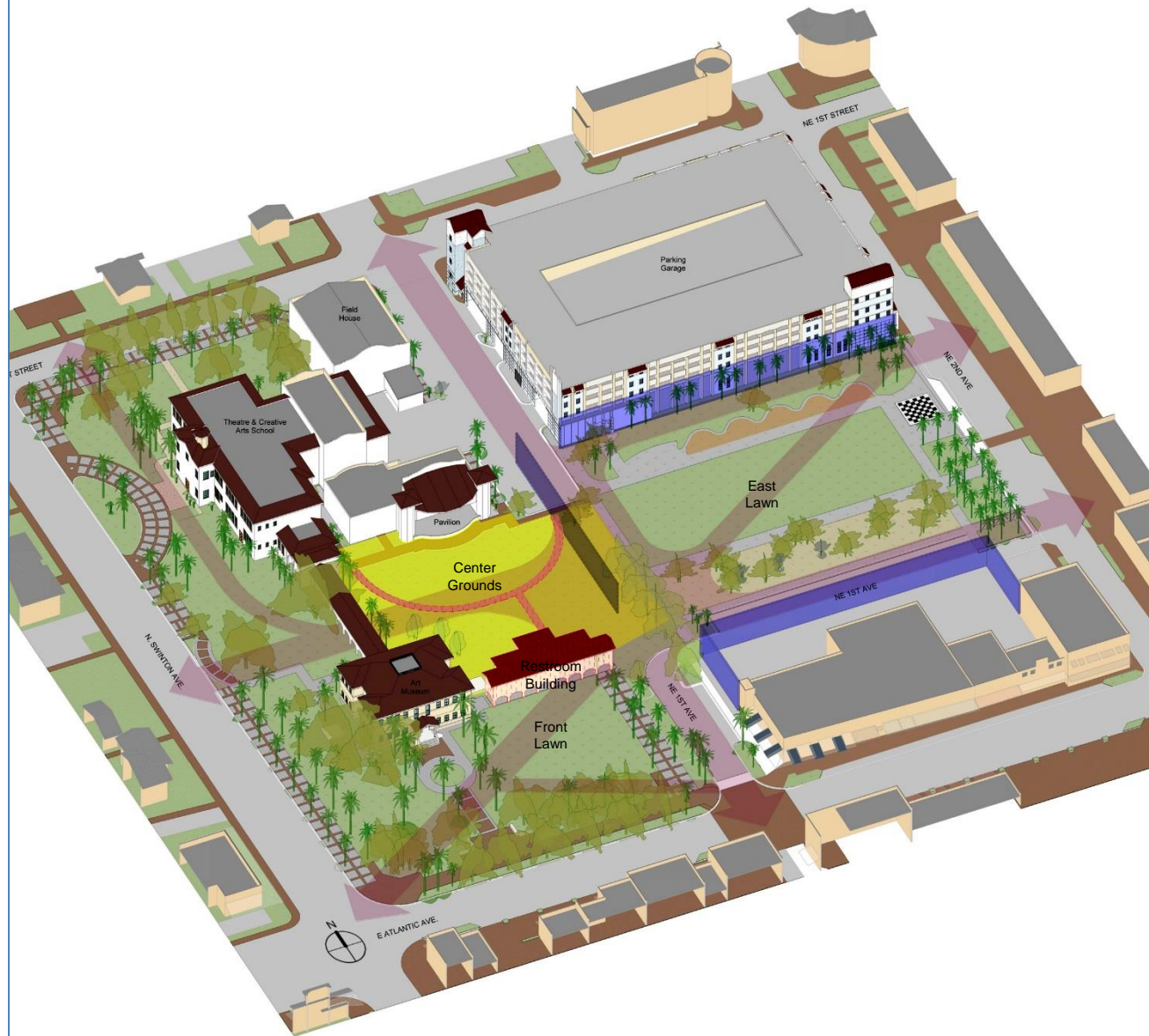
U072.07

- PASSIVE ZONE
- ACTIVE ZONE
- MORE ACTIVE ZONE (AUDIENCE)
- HOLIDAY TREE LIGHTING SPECTATOR ZONE (30,000)
- DEMOLITION
- CIRCULATION / MOVEMENT & CONNECTIVITY
- PROPOSED 'ACTIVITY' EDGES

Early on, the committee agreed that the existing restroom building was an impediment to the general movement and connectivity within the site's organization and the structure should be demolished.

The removal also opened up connectivity between the center grounds area and the front lawn, further reinforcing the desire for movement beginning along the primary street corner diagonally across the campus. Furthermore, removal allowed for ample space to accommodate a more permanent seating and covered area facing the outdoor 'amphitheater' pavilion.

Framed edges of anticipated activities were then proposed and debated as it pertained to the new placement of the restroom/concessions locations and relationship between the center grounds to the east lawn. Engagement of new activities proposed within, and the adapting of the east lawn space for large events such as the new Christmas tree location and green market were accommodated.

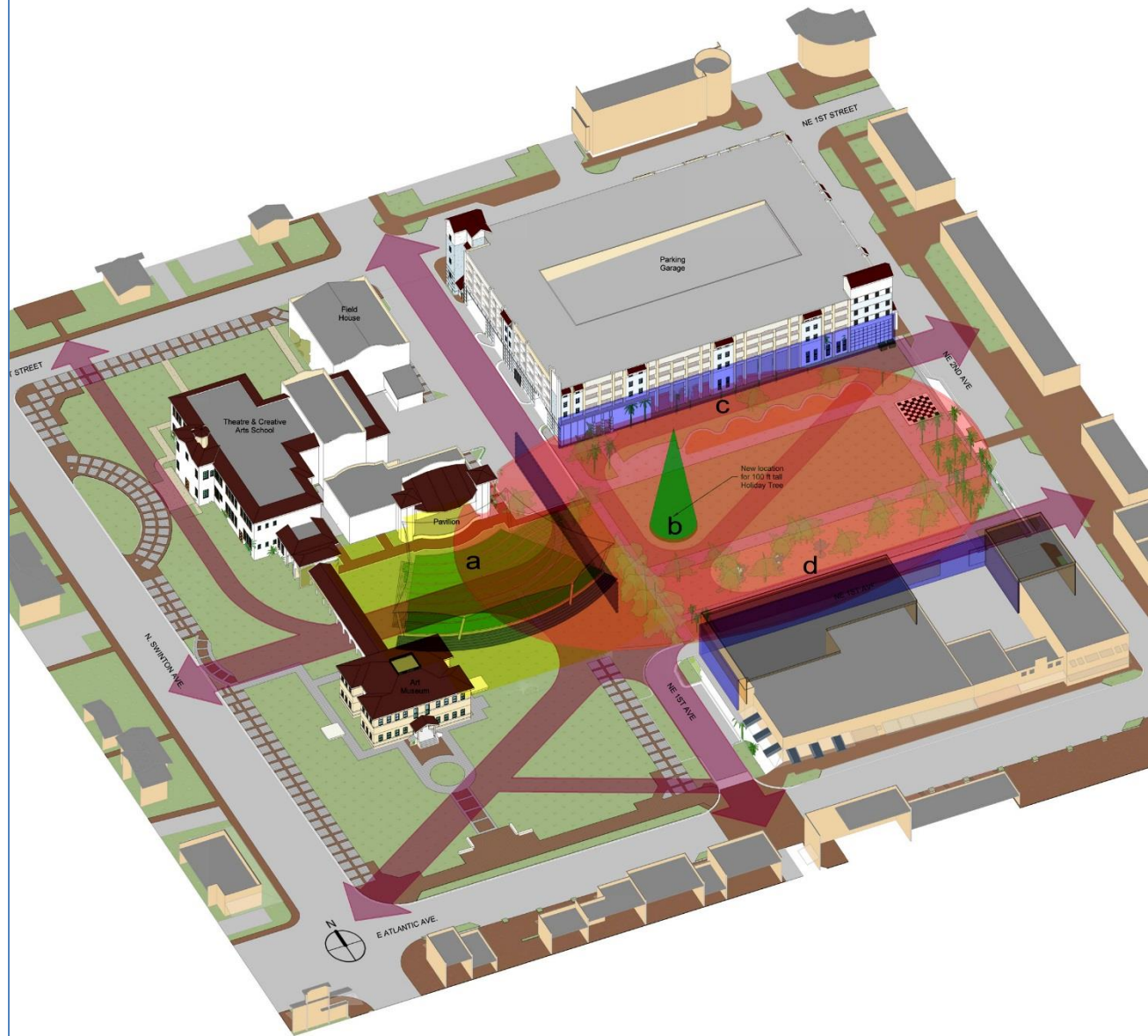


SITE ANALYSIS

U072.08

- PASSIVE ZONE
- ACTIVE ZONE
- MORE ACTIVE ZONE (AUDIENCE)
- HOLIDAY TREE LIGHTING SPECTATOR ZONE (30,000)
- DEMOLITION
- CIRCULATION / MOVEMENT & CONNECTIVITY
- PROPOSED 'ACTIVITY' EDGES

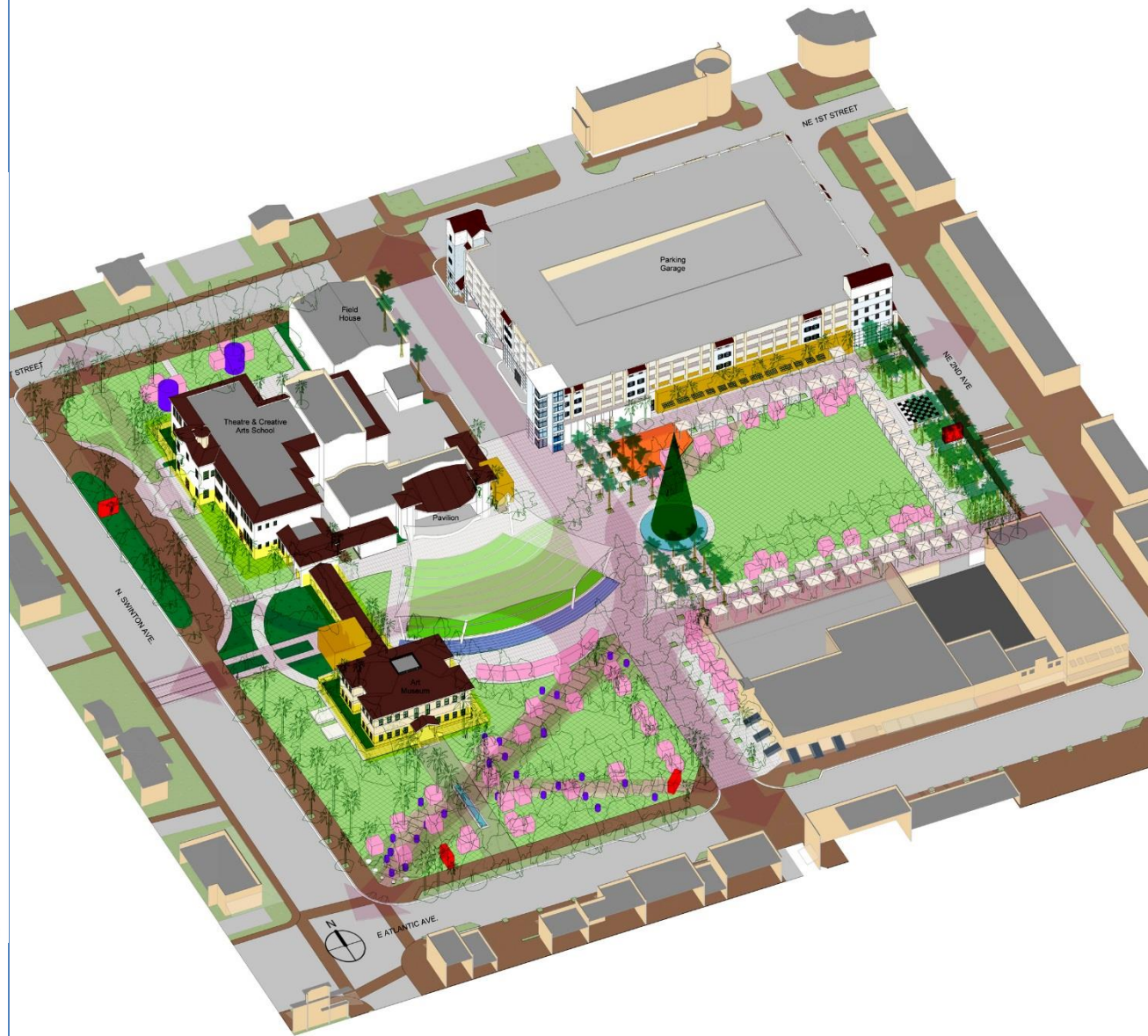
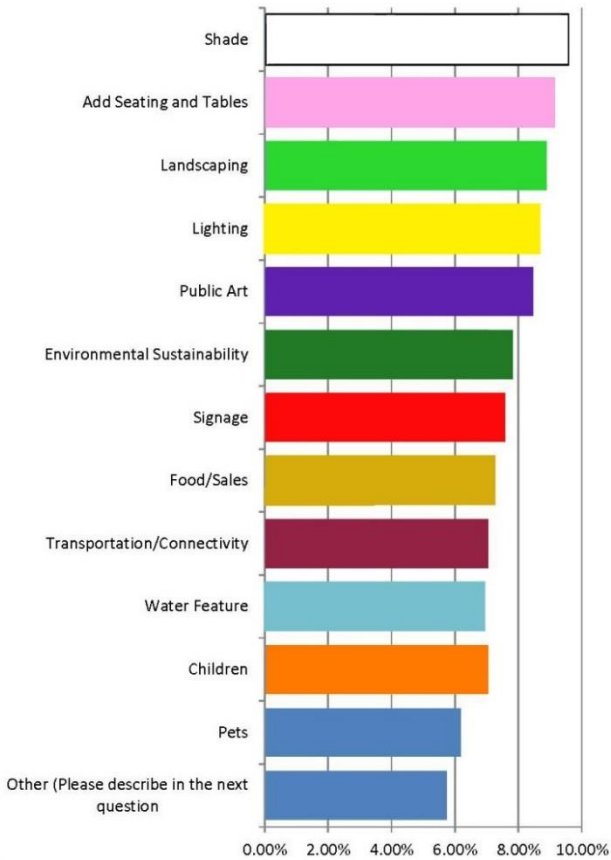
- a New Amphitheater tiered lawn seating with covered shade canopy
- b New location of 100-foot tall town Christmas Tree
- c Activated edge along existing parking garage to be retrofitted with fold-up glass doors to 'booth' units housing 'green' market vendors
- d Activated edge of new buildings creating a walkway promenade.
- 'activity' edge of shops, restaurants & café's



PROPOSED FUNCTIONAL ELEMENTS

U072.09

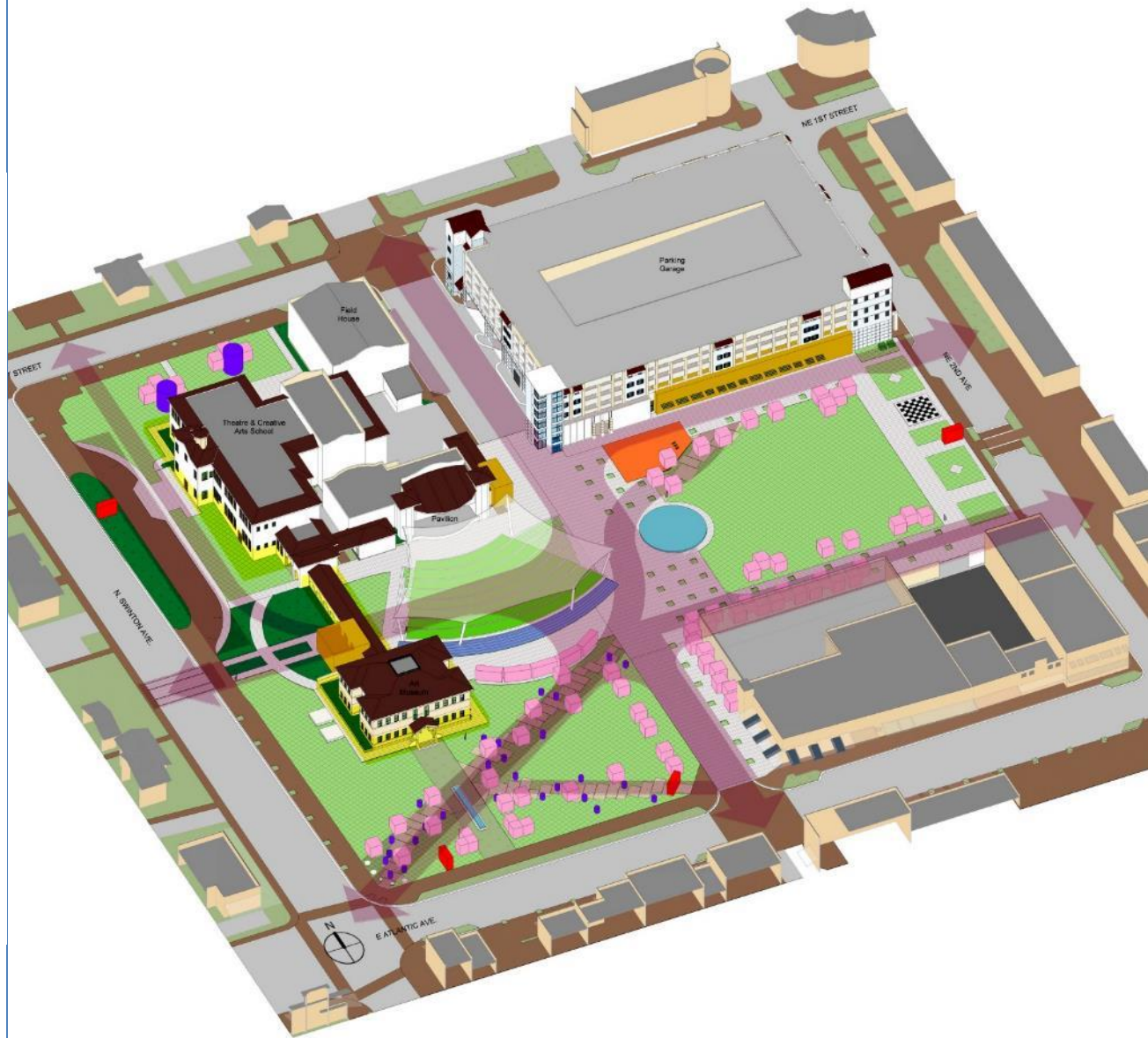
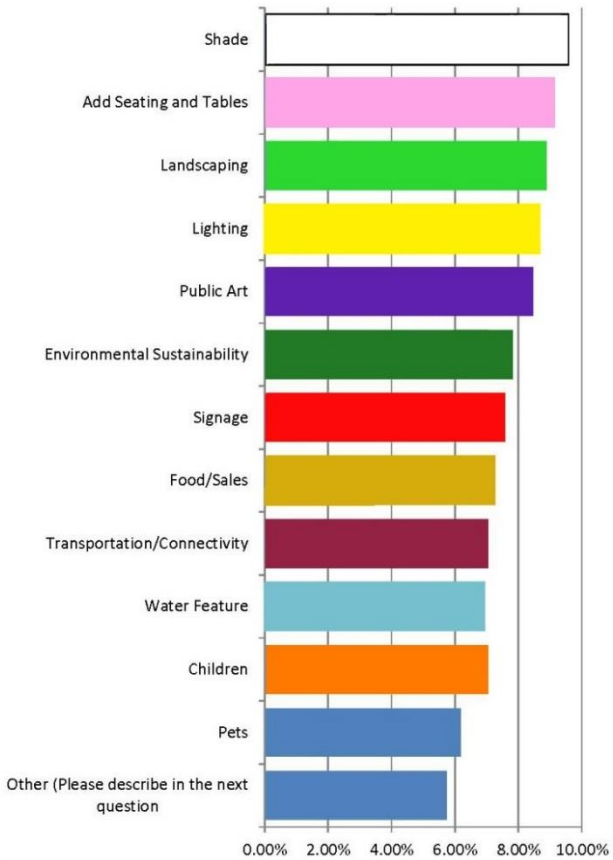
List of categories prioritized in order of importance based on the survey results:



SEASONAL & GREEN MARKET FLEXIBILITY

U072.10

List of categories prioritized in order of importance based on the survey results:



COMMUNITY PRIORITY AND AMENITY PLACEMENTS

U072.11



AERIAL MASTER SITE PLAN

U072.13



View from the Park's Main Street Corner

U072.12



View Of Museum Building Looking North

U072.14



New Open 'Greenspace' & Walkway Promenade Towards New Amphitheatre

U072.15



Promenade View Towards New Amphitheatre

U072.16



New Amphitheater; Tiered Lawn Seating with Shade Canopy

U072.17



Amphitheater with and without Christmas Tree



U072.18



East lawn now framed by perimeter 'activity' edges with ample overflow open greenspace.

U072.19



View Of Retrofitted Parking Garage With New 'Green Market' Booths

U072.20

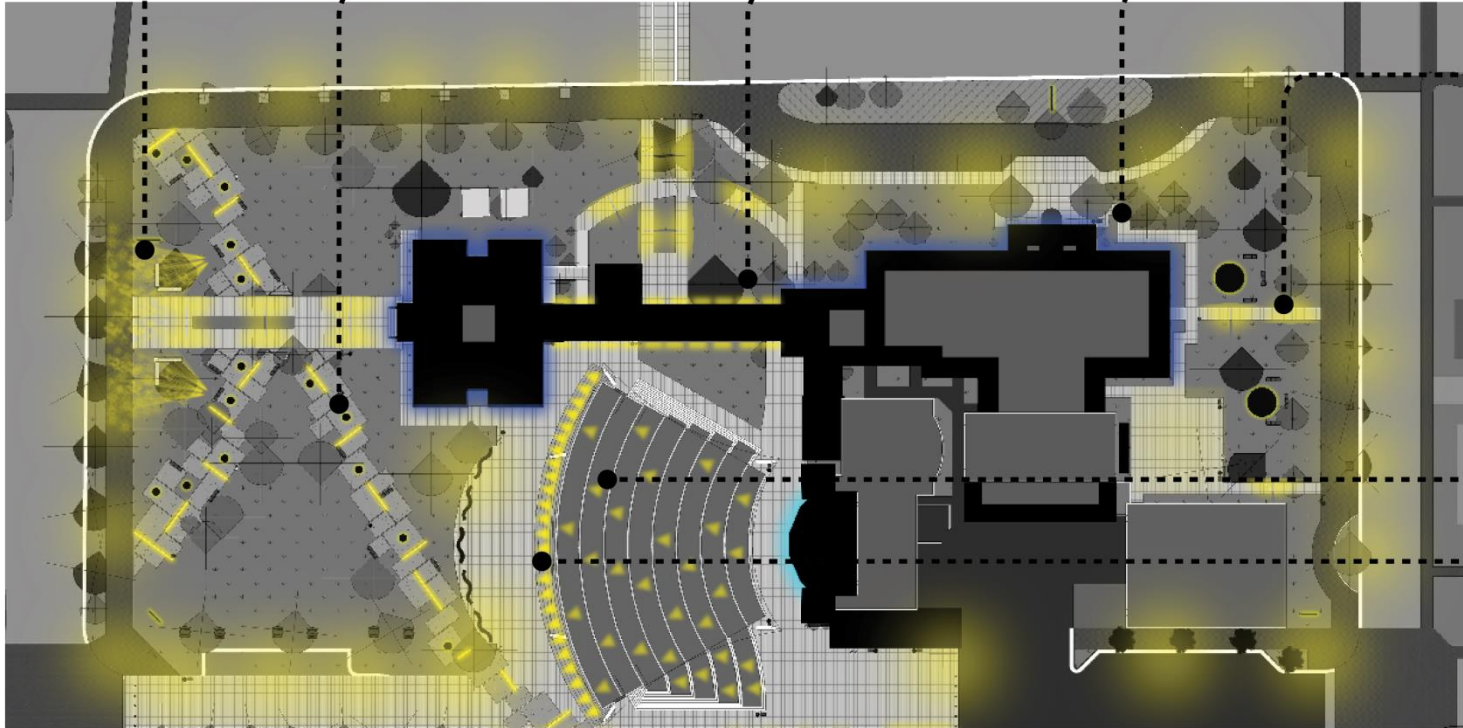


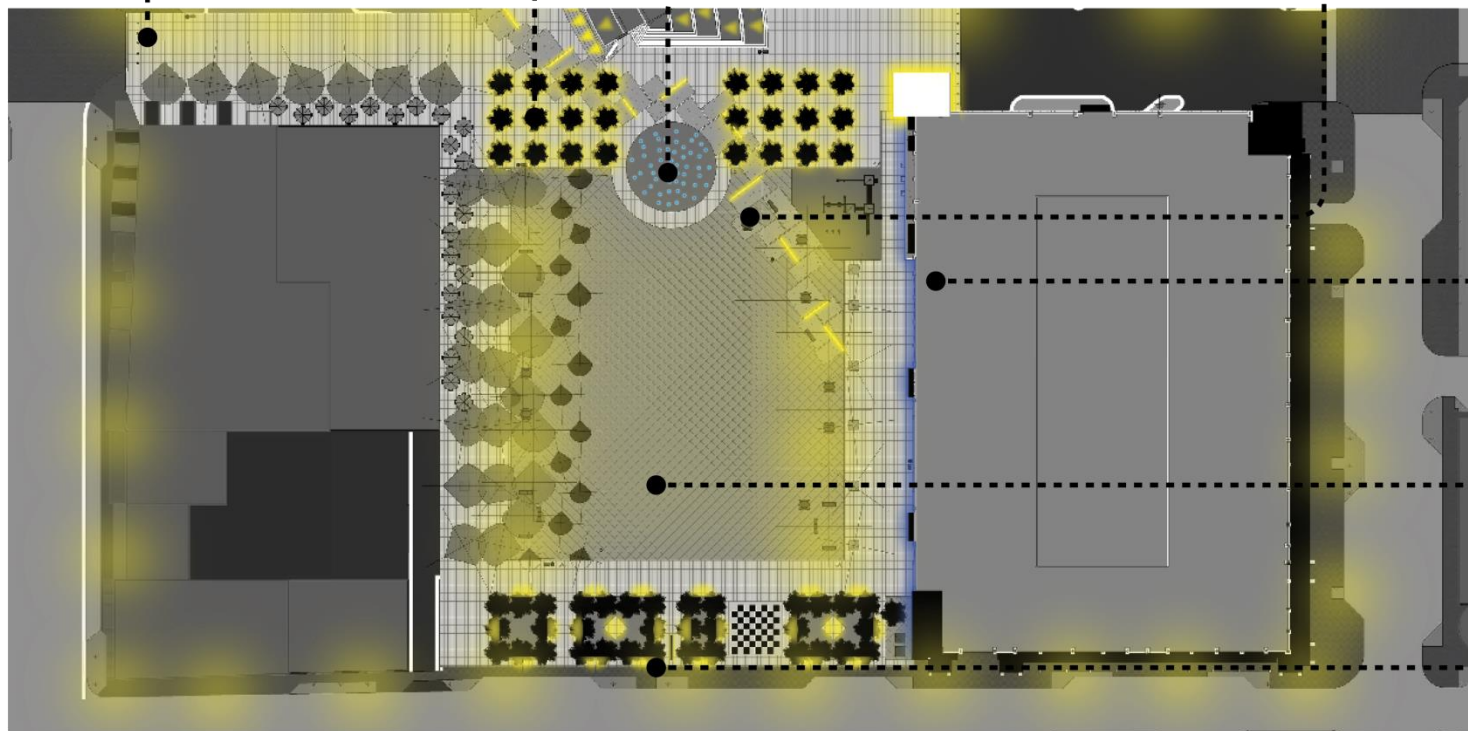
Late Evening View Of Museum Building Looking North

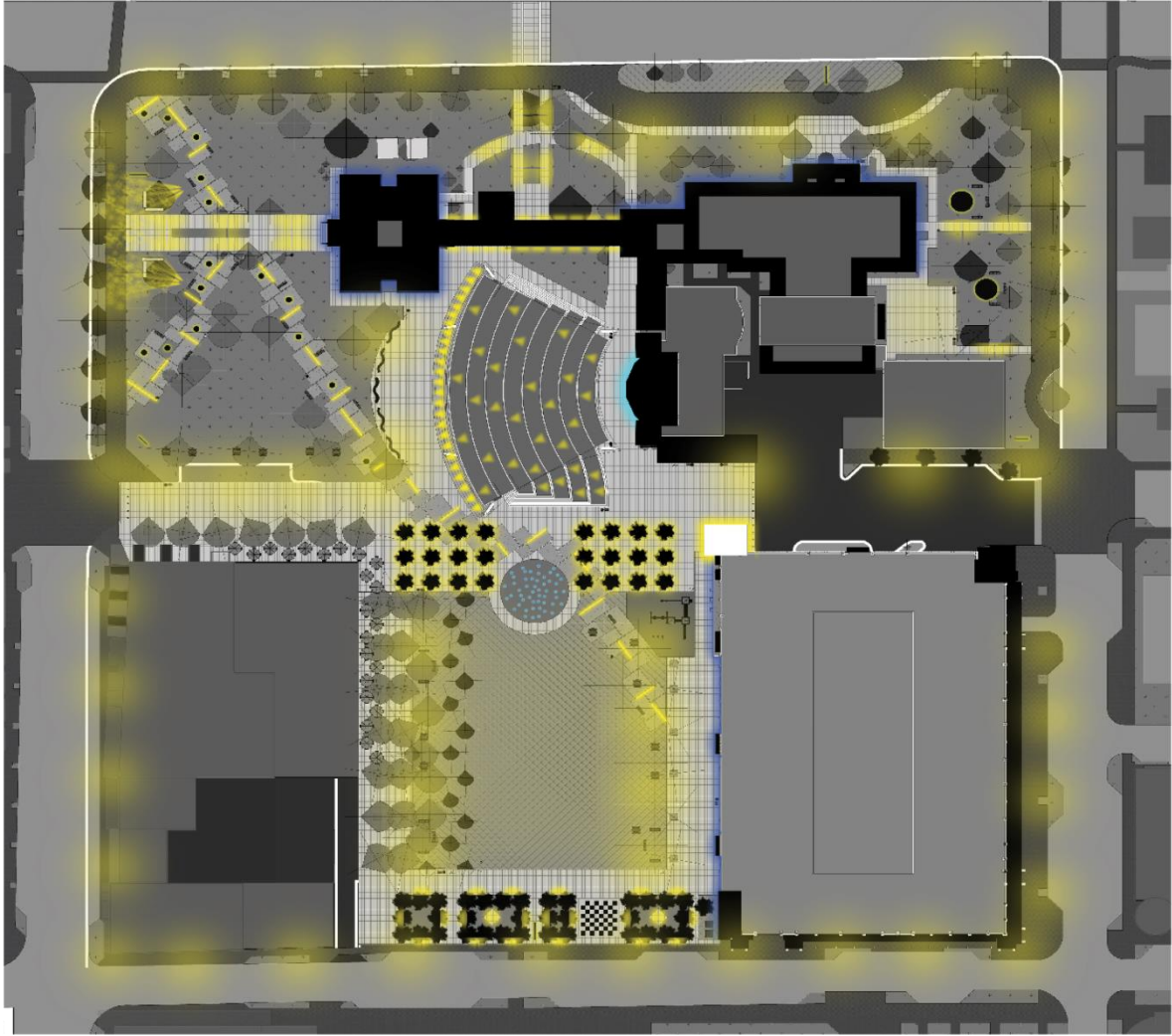
Lighting Summary

- Use lighting to activate the space to be a nighttime economic driver.
- Provide visual cues to assist with wayfinding and safety.
- Create hierarchy and visual interest with layers of light.
- Neutral and warm correlated color temperatures.
- Celebrate historical architecture with white and color changing light.
- Design within the City of Delray Beach illuminance criteria.
- Design an “energy effective” lighting solution.
- Provide optical control to reduce light trespass and light pollution.
- Use applicable luminaires for harsh environment.
- Adhere to budget and schedule.











Rationale for accelerating the completion of the Amphitheatre feature of the Park Master Plan

- **Tangibles:**

- o Return on Investment

- 26 ticketed concerts per year would generate over \$180,000 in net revenues to support Old School Square operations - eventually reducing municipal support (26 events X \$7,000 average net revenues per event) Rentals would add another \$50,000
 - Per the industry "rule of thumb" that \$8 of economic stimulus is generated by every \$1 of ticket sales - Amphitheatre would create over \$14.5MM of economic stimulus
 - Total impact of the **addition of the Amphitheatre** to the OSS campus according to the Americans for the Arts - Arts and Economic Prosperity Calculator IV
 - Additional spending in Delray Beach - \$1,500,000
 - Total FTE Jobs - 100.S
 - Additional Household Income created - \$2,242,888
 - Local Government Revenue - \$137,491
 - State Government Revenue - \$153,875

- o We will be able to accommodate a geometrically greater percentage of our local students for arts and educational events

- o The potential customers that were lost when major festivals left the campus will be more than adequately replaced without disruptions in traffic, parking, etc. Spread out over the entire year.

- **Intangibles:**

- o The Amphitheatre will become one of the most significant tourism destination assets in Delray Beach o The Amphitheatre can be used to leverage the brand of Delray Beach
 - o Residents and guests will be able to enjoy a new level of entertainment in Delray Beach
 - o Unlimited multi-purpose potential for entertainment, education, featuring local performers, supporting local non-profits, health and fitness, Green Market, conventions, debates, etc.

Old School Square Amphitheatre Pro-Forma

Assumptions:	
Saleable seats	2500
Average ticket price	\$40.00
Average % of house sold	70.00%
Events per year	26
Net profit margin	1000%

Gross potential per event	\$100,000.00
Average actual gross ticket sales	\$70,000.00
Average net revenue per event	\$7,000.00
Annual gross ticket sales	\$1,820,000.00
Net annual revenue generated for OSS	\$182,000.00

INFORMATION

STEP 1: POPULATION

POPULATION of your community:

50,000 to 99,999

*

STEP 2: TOTAL EXPENSES

Your Organization's TOTAL EXPENSES (please do not use commas):

\$1500000

STEP 3: TOTAL ATTENDANCE (OPTIONAL)

TOTAL ATTENDANCE to your organization's arts events (again, do not use commas):

80000

CALCULATE | | Reset

TOTAL ECONOMIC IMPACT OF:

	Total Expenditures	FTE Jobs	Household Income	Local Government Revenue	State Government Revenue
Nonprofit Arts and Culture Organizations:	\$1,500,000	55.5	\$1,261,980	\$52,335	\$61,635
Nonprofit Arts and Culture Audiences:	\$1,624,800	45	\$980,908	\$85,156	\$92,240
Total Industry Impact: (The Sum of Organizations and Audiences)	\$3,124,800	100.5	\$2,242,888	\$137,491	\$153,875

DEFINITIONS

Total Expenditures:	The total dollars spent by your nonprofit arts and culture organization and its audiences; event related spending by arts and culture audiences is estimated using the average dollars spent per person by arts event attendees in similarly populated communities.
FTE Jobs:	The total number of full-time equivalent (FTE) jobs in your community that are supported by the expenditures made by your arts and culture organization and/or its audiences. An FTE can be one full-time employee, two half-time employees, four employees who work quarter-time, etc.
Household Income:	The total dollars paid to community residents as a result of the expenditures made by your arts and culture organization and/or its audiences. Household income includes salaries, wages, and proprietary income.
Government Revenue:	The total dollars received by your local and state governments (e.g., license fees, taxes) as a result of the expenditures made by your arts and culture organization and/or its audiences.

U072.11



AERIAL MASTER SITE PLAN