



TO: Mayor and City Commission and DDA Board of Directors
FROM: Laura Simon, Exec. Director, Delray Beach Downtown Development Authority
DATE: Feb. 8, 2018
RE: Downtown Delray Beach Shopability Analysis presented by Gibbs Planning Group
Presentation at the February 20, 2018 City Commission Regular Meeting

Overview:

At the March 13, 2017 DDA board meeting, the DDA board unanimously voted to hire Robert Gibbs of Gibbs Planning Group to conduct a Retail Market Analysis and provide a Shop Ability Study for the Downtown District. This would be in effect, updating the 2004 Downtown Retail Cluster Study and is part of the DDA 2020 strategic plan. The study is intended to allow the DDA and the City to gain an understanding of the types of retail businesses that are likely to be supportable in the study area which is the entire DDA district, both presently and during the next 5 years. Study completely funded by the DDA in the FY16/17 budget.

Goal: The goal for the DDA is to provide the city, property owners and partner organizations with strong resources to assist in creating policy, guidance on future tenants and development.

Background:

- The *Downtown Market Study* was a formal outcome of the DDA's 2020 Strategic Plan and was identified by the board as a priority for FY16/17
- Gibbs Planning Group presented the Downtown Delray Beach Retail Market Analysis on Dec. 11, 2017 to the DDA board and City Commission.
- The study has been distributed electronically to the DDA constituents and is available online
- As a result of concerns with the Downtown commerce, parking challenges, signage, wayfinding, and maintenance, it was recommended that a *Shop-Ability study* be conducted as an additional study
- *Downtown Shopability Analysis - A comprehensive, market-based plan for the downtown commercial district to improve its retail market share and become more appealing to leading retailers and restaurants*
- *The plan will include short- medium- and long-term strategies and recommendations for building infill, lighting, open space, parking, storefronts, streetscape, tenant mix, vehicular circulation and walkability that can be made to achieve maximum shopper appeal and potential sales*
- GPS will also be including the option of developing a limitation/special zoning for independent retailers only district
- Focus group interviews and field work was conducted in August and November
- Gibbs team met with City officials, City Staff, DDA board, local community leaders and organizational leaders in person and over the telephone
- Research of the greater Delray region, employment centers, shopping areas, residential areas and clusters; Research of the demographic and household income data, consumer expenditure potential by retail category

Deliverables:

- ✓ *Downtown Shopability Analysis:* Expect a 45-50 page written and illustrated summary report
- ✓ PowerPoint presentation to be provided and presented publicly at the Delray Beach DDA Special Board Meeting the morning of Feb. 20th and the City Commission Meeting at 6pm Feb. 20th
- ✓ Robert Gibbs will also present at the Annual DDA Property and Business Owner Town Hall on March 29 both the Retail Market Study and the Shopability Study