



# Shopability Analysis

Delray Beach, Florida

*Prepared for:*  
Delray Beach Downtown Development Authority

*Prepared by:*  
Gibbs Planning Group 20 February 2018



# Carmel By the Sea





# Nantucket





# Carmel By the Sea





# Nantucket





# Retail Market Study

Delray Beach, Florida

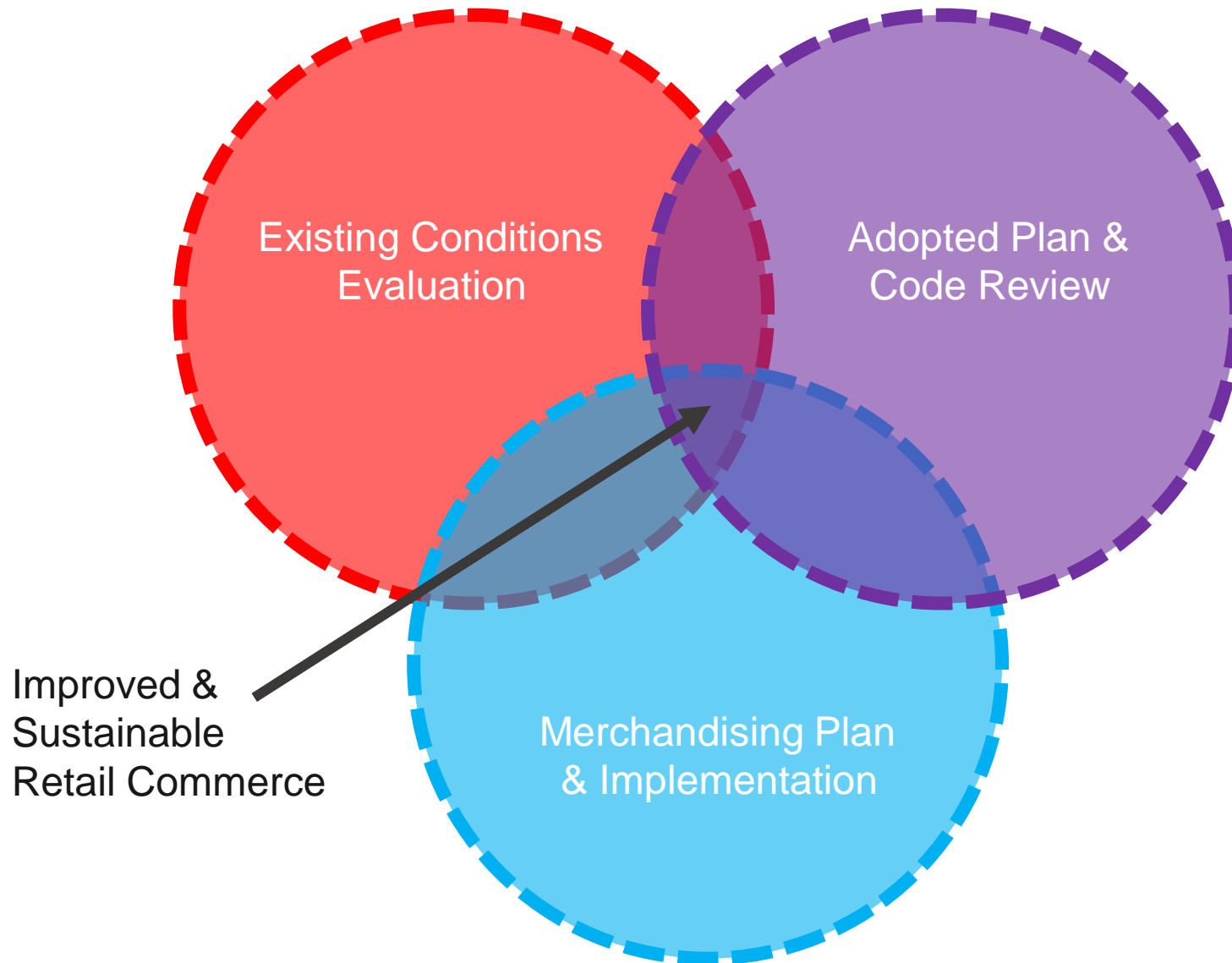


Table 9: 2017 & 2022 Supportable Retail Table  
Delray Beach Study Area Primary Trade Area

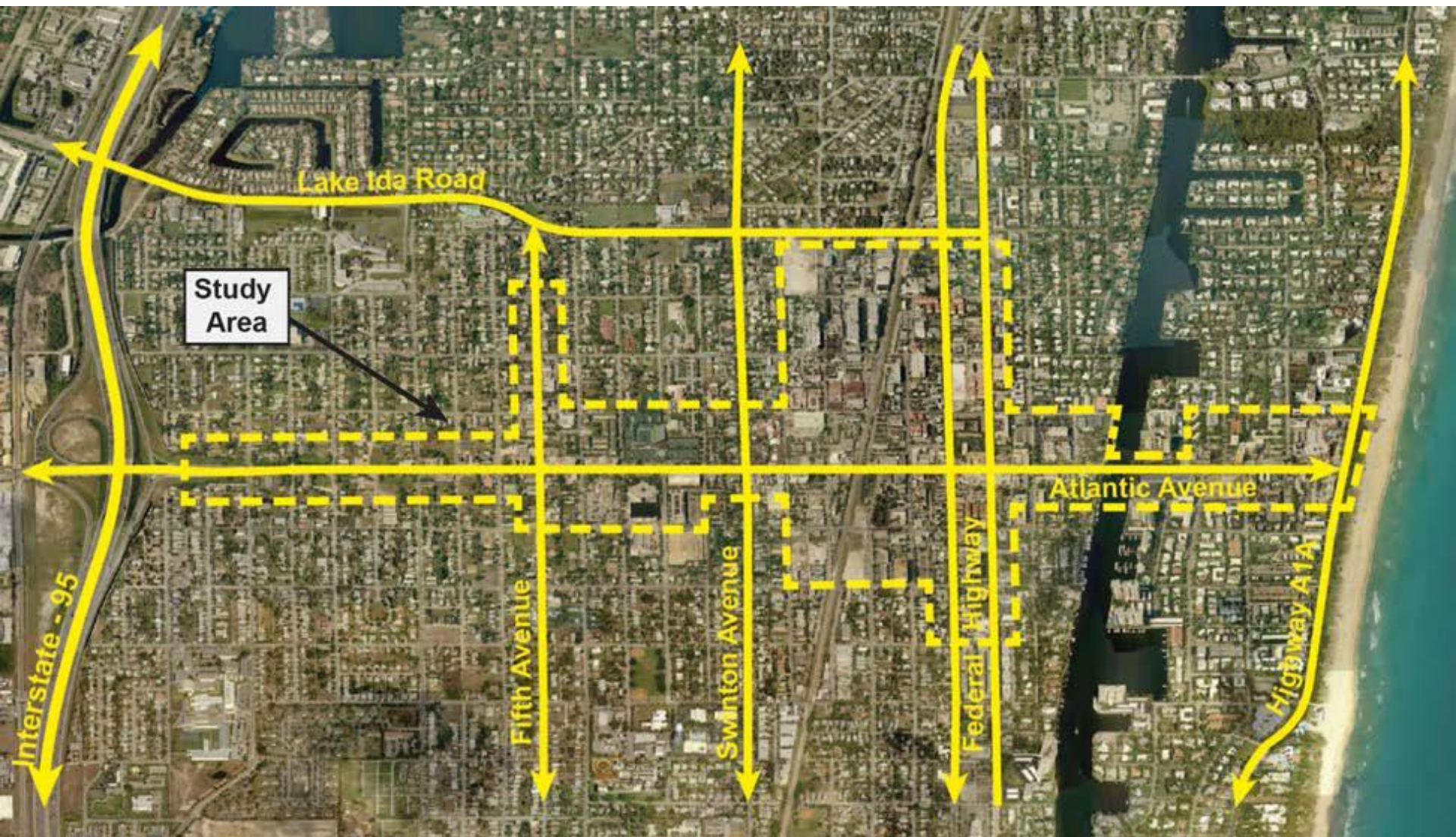
Retail Category	Estimated Supportable SF	2017 Sales/SF	2017 Estimated Retail Sales	2022 Sales/SF	2022 Estimated Retail Sales	No. of Stores
<b>Retailers</b>						
Apparel Stores	28,100	\$550	\$15,455,000	\$580	\$16,298,000	12 - 14
Auto Parts Stores	12,600	\$345	\$4,347,000	\$360	\$4,536,000	1 - 2
Beer, Wine & Liquor Stores	13,000	\$395	\$5,135,000	\$415	\$5,395,000	4 - 5
Book & Music Stores	6,200	\$275	\$1,705,000	\$290	\$1,798,000	1 - 2
Cosmetics	10,300	\$505	\$5,201,500	\$530	\$5,459,000	7 - 8
Department Store Merchandise	67,900	\$460	\$31,234,000	\$485	\$32,931,500	13 - 15
Electronics & Appliance Stores	14,200	\$535	\$7,597,000	\$560	\$7,952,000	5 - 7
Furniture Stores	17,600	\$440	\$7,744,000	\$460	\$8,096,000	5 - 6
Gift Stores	9,800	\$505	\$4,949,000	\$530	\$5,194,000	7 - 8
Grocery Stores	70,500	\$585	\$41,242,500	\$615	\$43,357,500	2 - 3
Hardware	49,100	\$295	\$14,484,500	\$310	\$15,221,000	5 - 7
Home Furnishings Stores	19,900	\$460	\$9,154,000	\$485	\$9,651,500	6 - 7
Lawn & Garden Supply Stores	2,100	\$285	\$598,500	\$300	\$630,000	1
Miscellaneous Store Retailers	8,400	\$500	\$4,200,000	\$525	\$4,410,000	3 - 4
Pharmacy	14,300	\$575	\$8,222,500	\$605	\$8,651,500	2 - 3
Shoe Stores	6,800	\$475	\$3,230,000	\$500	\$3,400,000	3 - 4
Sporting Goods & Hobby Stores	12,200	\$450	\$5,490,000	\$475	\$5,795,000	4 - 5
<b>Retailer Totals</b>	<b>363,000</b>	<b>\$449</b>	<b>\$169,989,500</b>	<b>\$472</b>	<b>\$178,776,000</b>	<b>81 - 101</b>
<b>Restaurants</b>						
Bars, Breweries & Pubs	9,500	\$650	\$6,175,000	\$685	\$6,507,500	4 - 5
Full-Service Restaurants	25,000	\$755	\$18,875,000	\$795	\$19,875,000	7 - 8
Limited-Service Eating Places	30,700	\$750	\$23,025,000	\$790	\$24,253,000	10 - 12
Special Food Services	5,900	\$550	\$3,245,000	\$580	\$3,422,000	3 - 4
<b>Restaurant Totals</b>	<b>71,100</b>	<b>\$676</b>	<b>\$51,320,000</b>	<b>\$713</b>	<b>\$54,057,500</b>	<b>24 - 29</b>
<b>Retailer &amp; Restaurant Totals</b>	<b>434,100</b>	<b>\$492</b>	<b>\$221,309,500</b>	<b>\$518</b>	<b>\$232,833,500</b>	<b>105 - 130</b>



# Shopability Analysis









# Current Issues: Parking

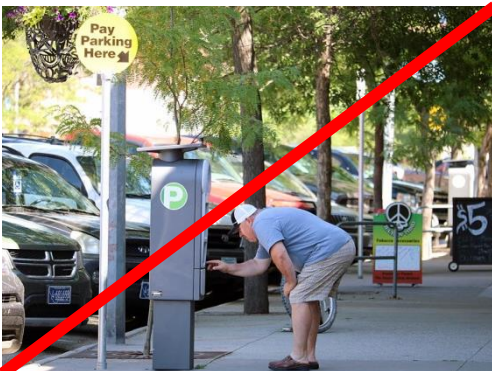




# Parking Best Practices



- Implement a consumer-focused meter system
- Phased implementation starting with Atlantic Ave
- Install individual meters, not kiosks
- Price most convenient spaces highest
- Offer inexpensive surface lot parking
- First two-hours free in garages
- Reasonable monthly permit parking for employees
- Remove inefficient time limits – 2-3 hours standard
- Move valet drop-off to secondary streets, do not include most valuable spaces in valet service
- Evaluate effects of pricing and enforcement hours
- Reinvest revenues into parking system/downtown
- Commission capacity and utilization study





# Current Issues: National Chains





# National Chains Best Practices



- 1/3 National, 1/3 Regional, 1/3 Local
- National stores must conform to highest standards & maintain historic buildings
- National stores should join City organizations
- Use realized revenue increases for local store assistance, façade improvement, incubator/pop-ups etc.



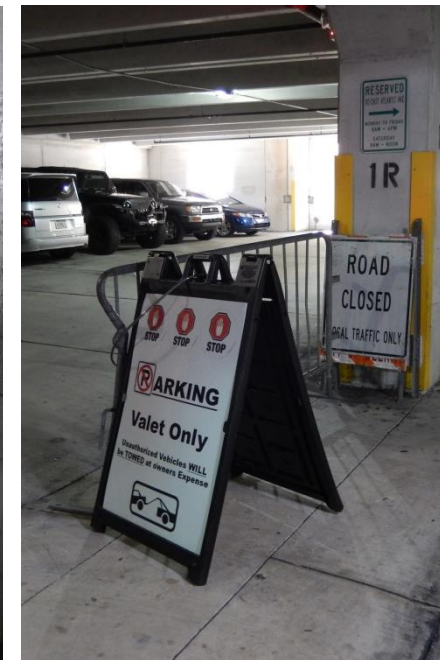
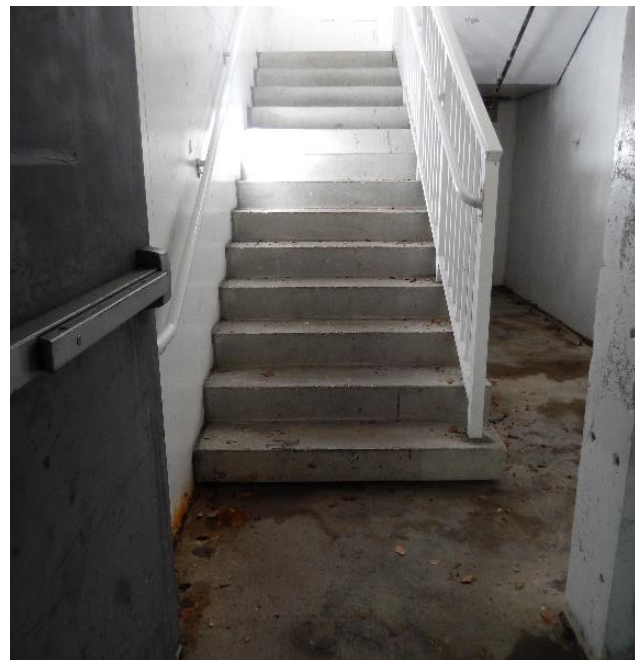
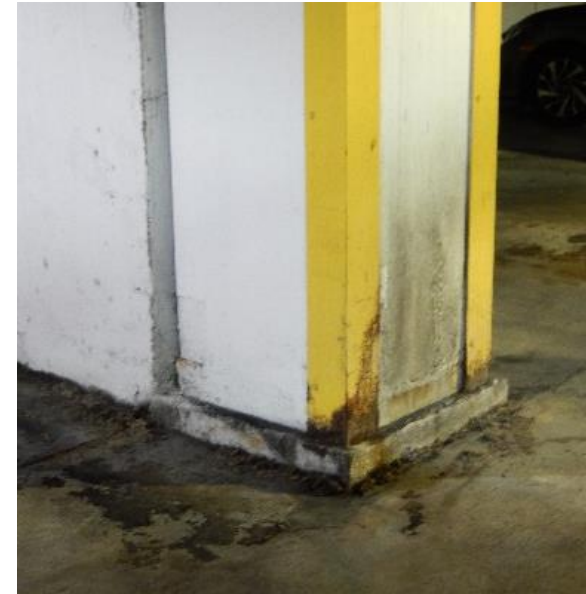


# Existing Conditions Evaluation



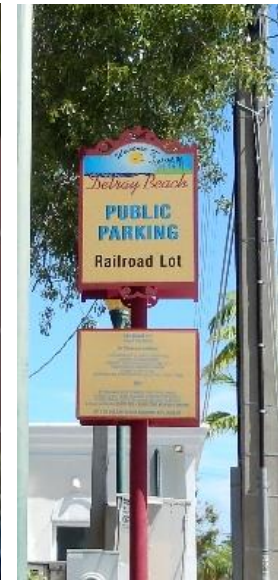


# Parking





# Parking Signage





# Parking Signage





# Parking Time Limits





# Underutilized Parking





# Wayfinding





# Wayfinding





# Site Furnishings



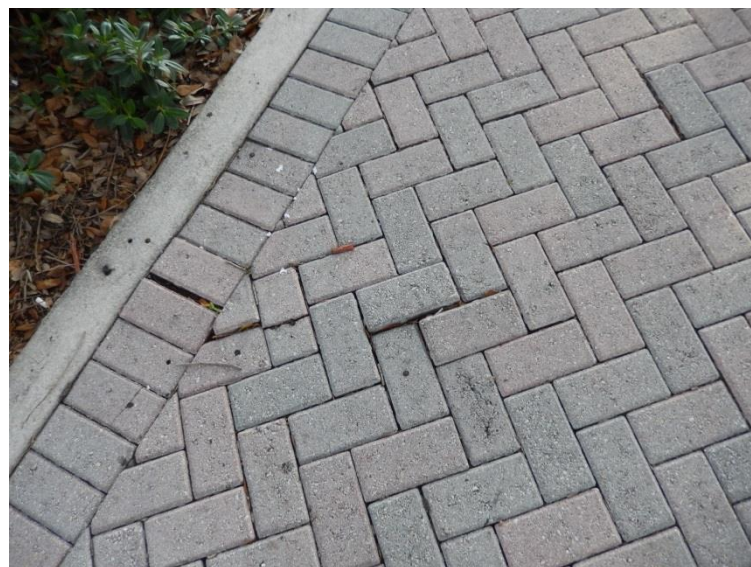


# Site Furnishings





# Walkability - Pavers



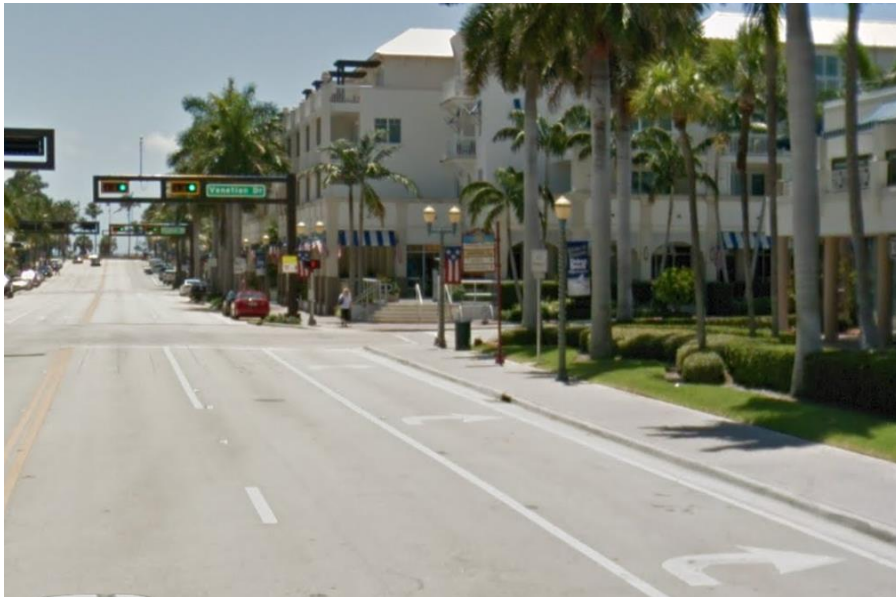


# Walkability





# Walkability – Deceleration Lanes



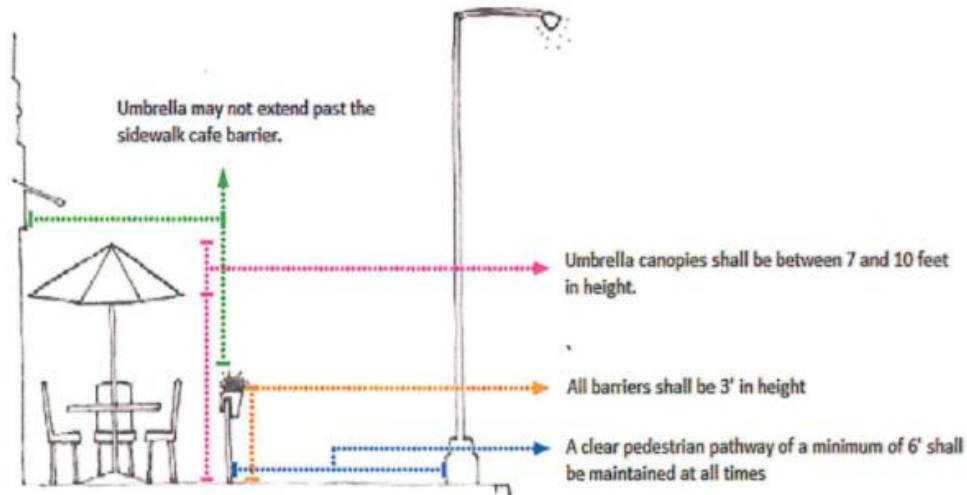


# Walkability – Crosswalks, Mid-Block Crossings

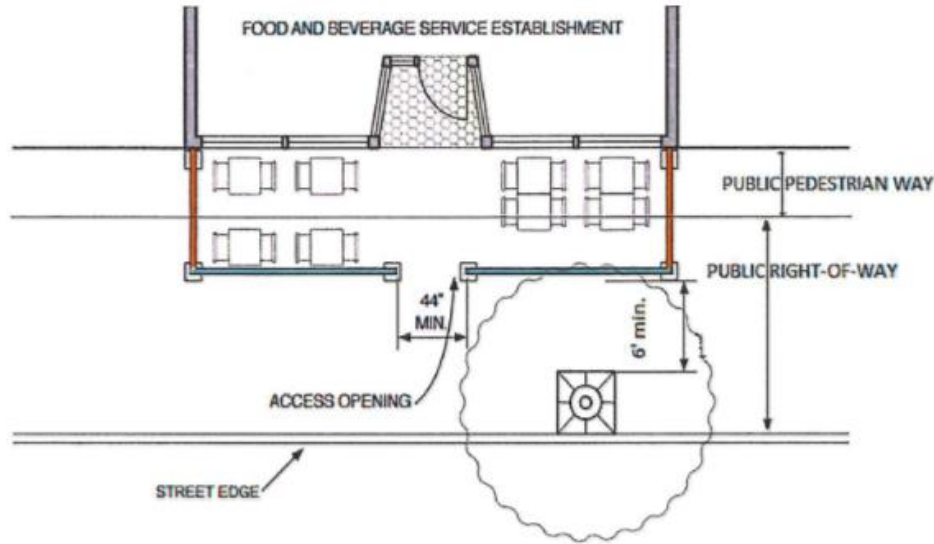




# Outdoor Dining



Sidewalk Café Cross Section Diagram



Sidewalk Café Plan View Diagram (Example)





# Parklets





# Dining Decks





# Storefronts





# Storefronts

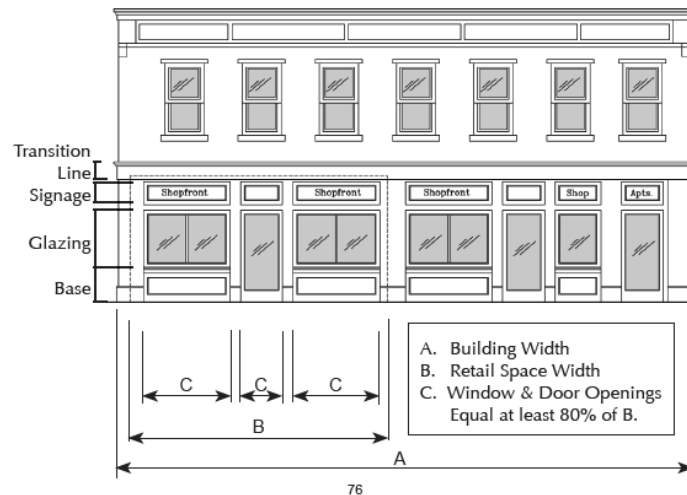
## STOREFRONTS

*Applies to All Styles*

Storefronts are required for the ground floor of all buildings located on streets designated with Required Retail Frontage and may be incorporated on any building in the Central Business District.

In order to maintain the historic pattern of development that defines downtown Delray Beach's character, the maximum width of an individual store or restaurant on the ground floor adjacent to the street is 75 feet on Atlantic Avenue, Pineapple Grove Way, and Ocean Boulevard. Stores and restaurants in other locations do not have a size limit.

Storefronts are generally composed of a base, one to three feet tall, with clear glazing that extends from the base to at least eight feet above the sidewalk level. Commercial windows and doors extend along at least 80% of the length of the facade of the space. The base ensures structural resiliency in response to both climate and street-front location pressures. The proper position of glazing on the facade ensures pedestrians are afforded a view of the merchandise and an interesting urban environment. The location and lighting of signage is integral to the facade design. Storefronts may incorporate arcades or awnings to provide shade and shelter. All of these elements can be successfully composed in a traditional architecture or modern designs.



155 MAIN STREET SALT LAKE CITY, UTAH This storefront has a facade with a high base, framed openings, and traditional detailing. Though the overall facade transparency is lower using a taller base line, the location of the windows provide a clear view into the store for passersby.



244 WORTH AVENUE PALM BEACH, FL. This storefront is a modern, sleek design. The clean lines, colors, and materials result in a minimalistic facade that supports the main street environment.



# Storefronts: Strip Centers





# Storefronts: Signage & Awnings





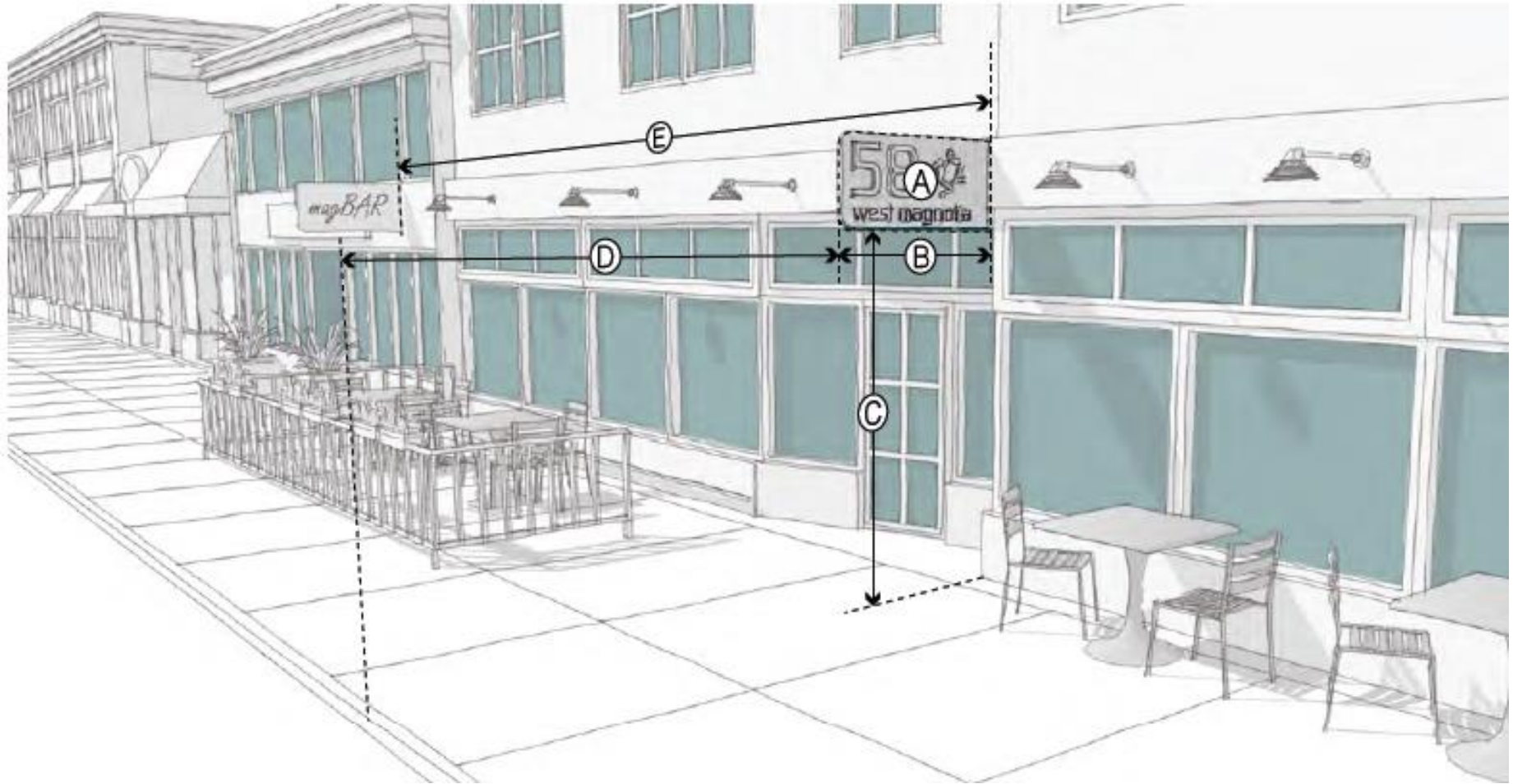
# Storefronts: Signage & Awnings





# Storefronts: Signage & Awnings

## 9.2.3 Blade Sign



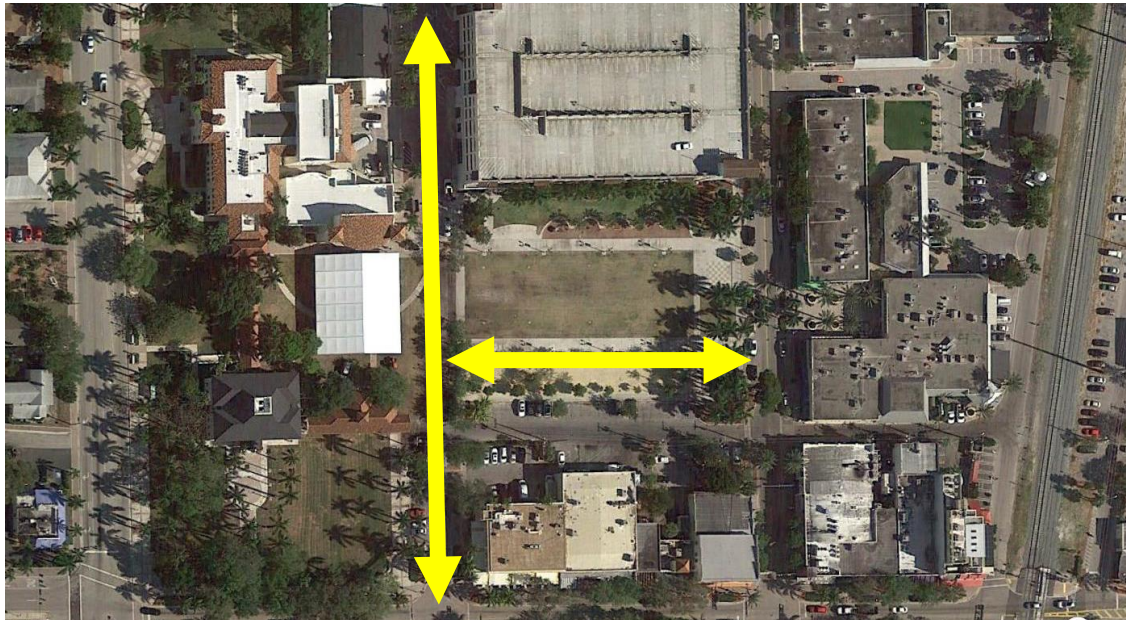
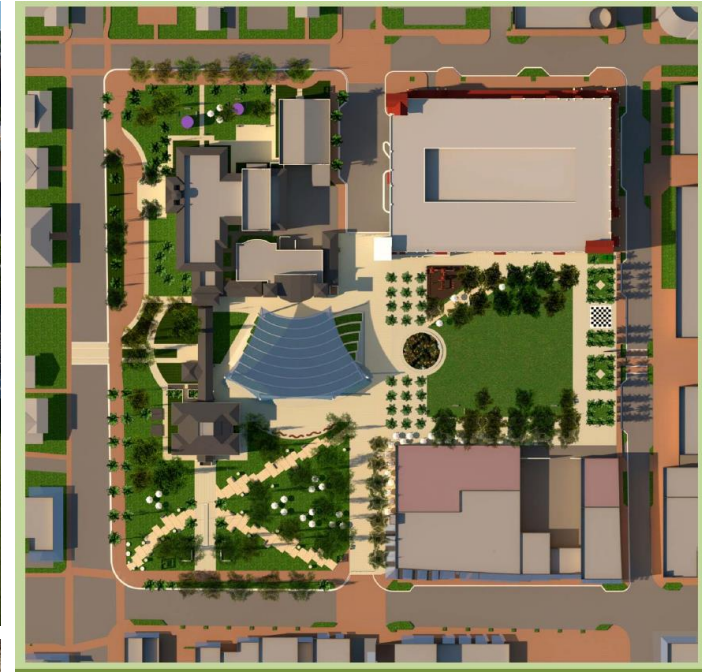


# Storefronts: Front Doors, Tinted Glass, Blank Walls





# Underutilized Property



NE 1st Avenue is closed to vehicular traffic in Phase I. This street should be re-opened and designed in such a way that it can be closed off during the few special events that will require additional space, and remain open for vehicular access the rest of the year. Openness and visibility have a direct impact in safety and a sense of belonging.

with a liner commercial building. The the idea of expanding the park, while at the same time reducing its area and enclosing it with a blank wall for the benefit of the automobile doesn't make sense. Parking should be analyzed district-wide, and this location, although housing parking today, becomes senseless once the idea of the park expansion is instated.



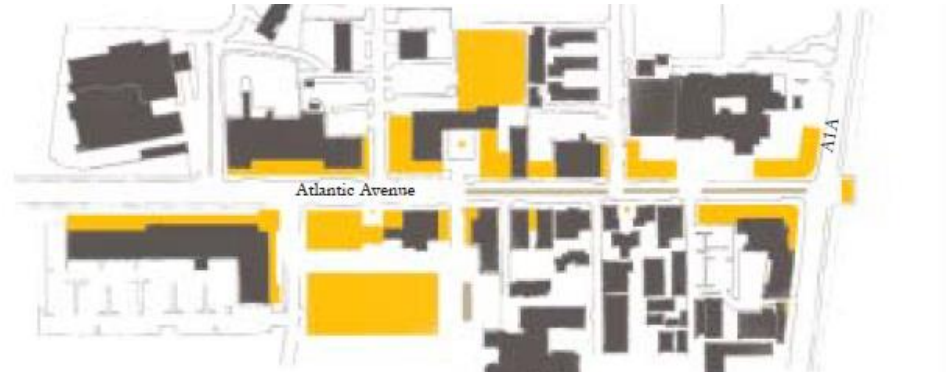
# Underutilized Property



## 3. Infill vacant property

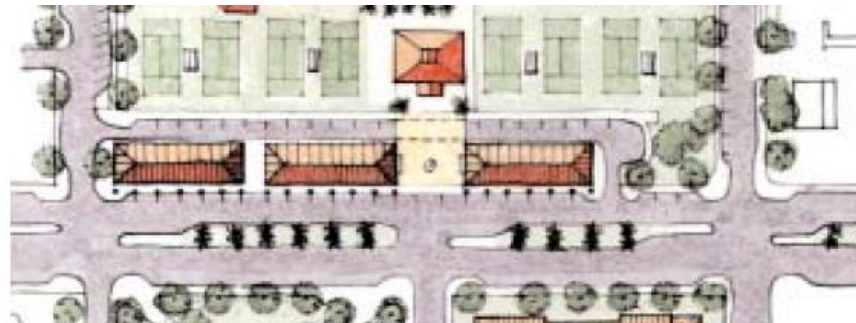
The images on the right are figure ground drawings of Atlantic Avenue through the Beach District. Existing buildings are represented in black. The gaps, or infill opportunities, are represented in yellow.

Wherever the buildings are pushed back from the street line, an ambivalent zone is created. This, together with the disparity of building heights and types, blurs the structure of the Avenue. The existing condition, in general, accentuates the primacy of the single building. The street therefore disintegrates into a series of isolated buildings. It is seen as open land into which buildings are introduced as objects. As a general rule, the dignity of freestanding object is accorded to public monuments, while the ordinary fabric takes form out of more or less contiguous buildings, as if the streets were carved out of what was once a solid mass.



## Filling in the Gaps Along the Avenue

The parking lot that fronts the Tennis Center is seldom used to its maximum capacity, except during special events and for a few days during the season. Although the Center is a positive addition to the City, its location, size, parking and street closures had a negative impact on Delray's fabric.





# Underutilized Property





# Pop-Up Shops



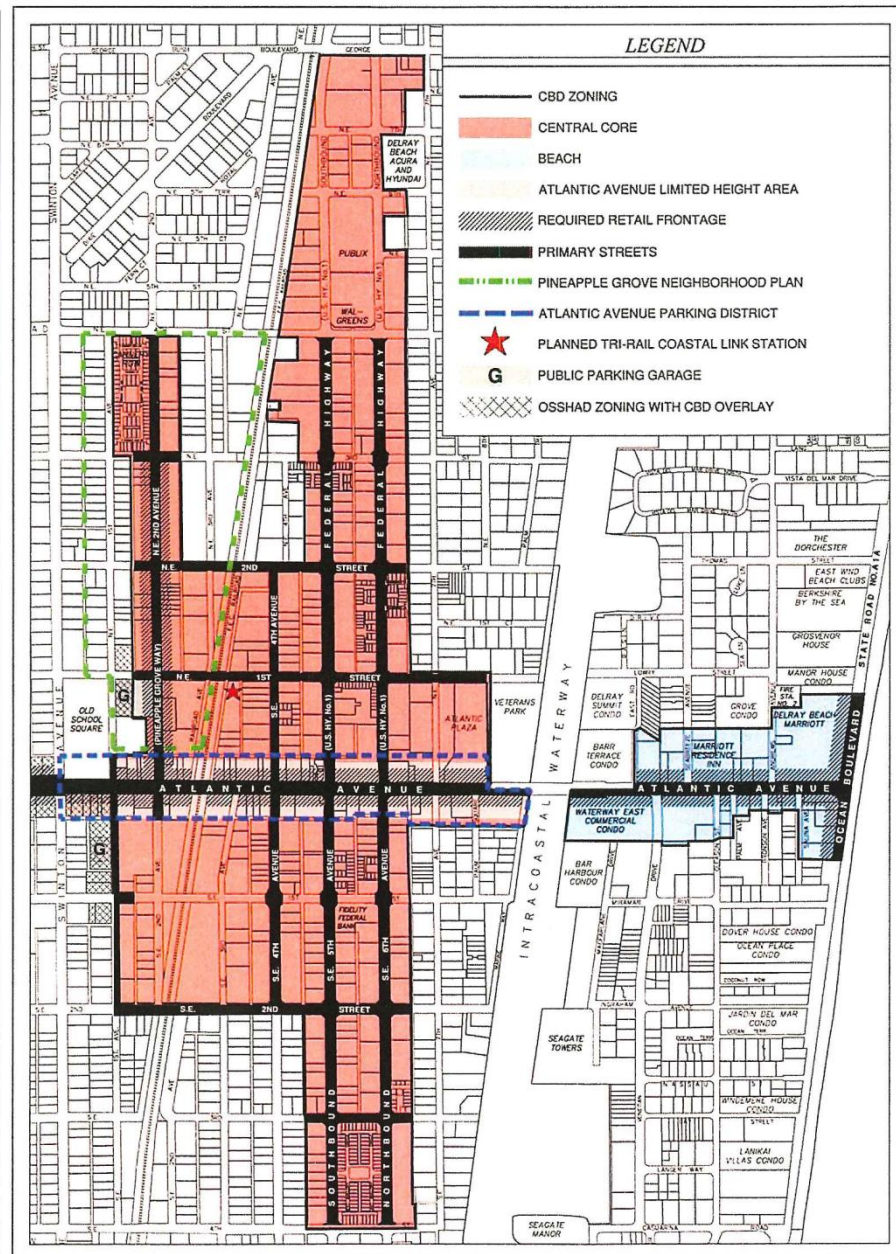
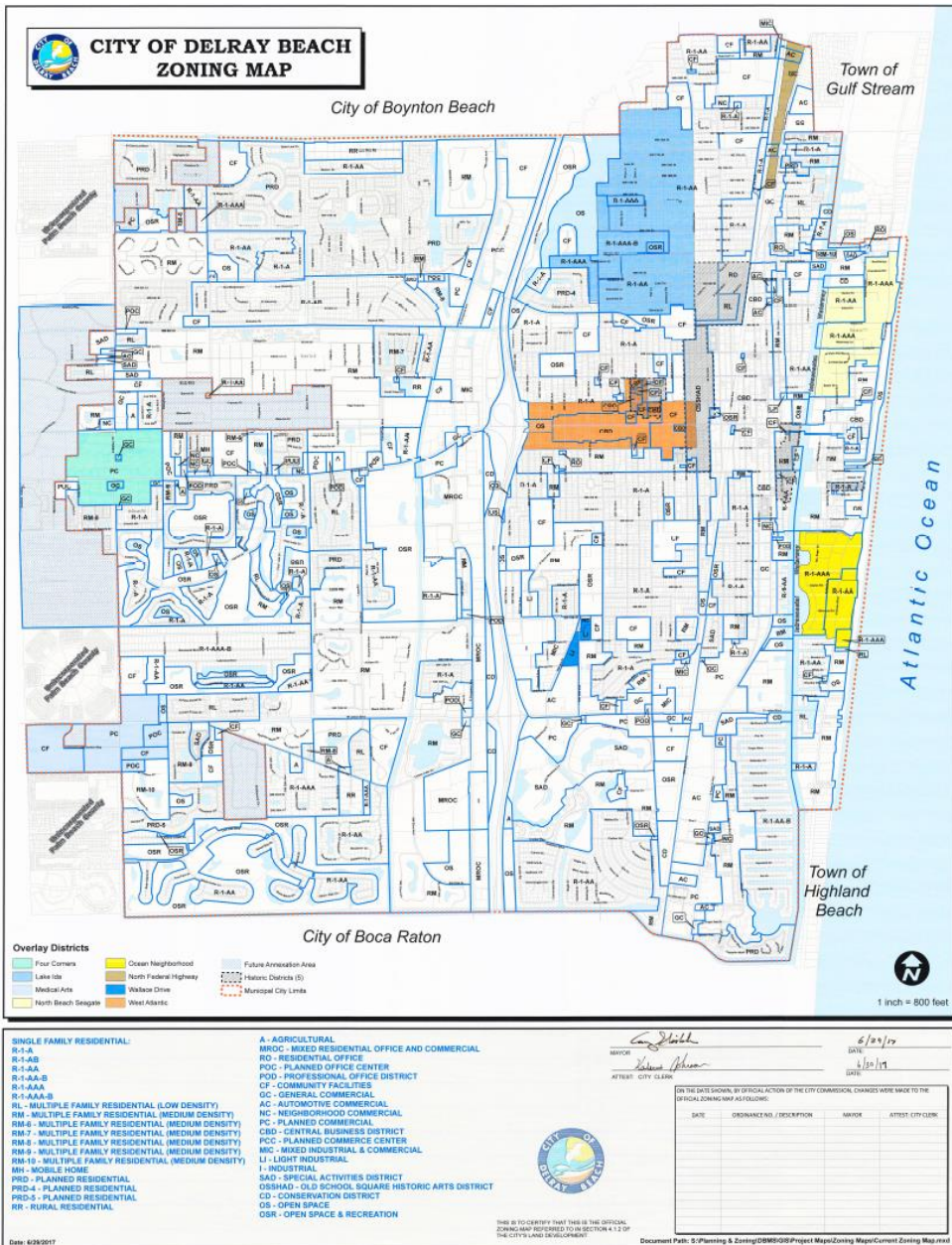


# Pop-Up Shops





# Land Development Regulations





# Form-Based Codes

## 3.2.5 COMMERCIAL BLOCK



### A. Description

A commercial block is a multi-story building designed to facilitate a vertical mix of uses, with pedestrian-friendly ground floor retail or service uses and upper floor residential, hospitality, or office uses. A commercial block makes up the primary component of a neighborhood main street or downtown main street, therefore being integral to creating a walkable, mixed-use environment.

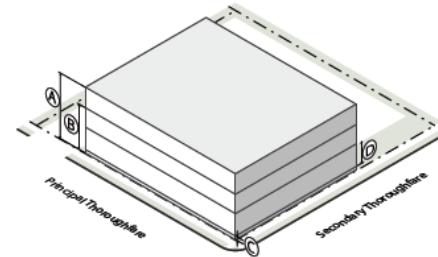
### B. Frontage Elements

The following frontage elements are allowed for the commercial block building type, subject to the requirements of Section 3.3:

■ Arcade	■ Forecourt
■ Awning	■ Plaza <sup>1</sup>
■ Balcony	■ Porch
■ Canopy	■ Sloop

1. Plazas are allowed for commercial block buildings only in the N-1D and N-1C zones.

### E. Height



#### Building Height

A Building height (max)		
N-1D	1.75 times the width of the widest adjacent thoroughfare <sup>1</sup>	
N-1C	1.25 times the width of the widest adjacent thoroughfare	
N-2C, N-2E, N-3C, N-3E	3 stories, 44' <sup>2</sup>	
B Building height (min)		
N-1D	4 stories	
N-1C, N-2C, N-2E, N-3C, N-3E	2 stories	

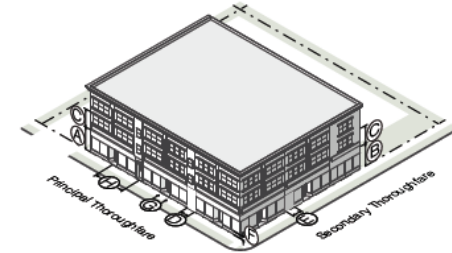
#### Supplemental Standards

- Buildings that are taller than 1.75 times the width of the widest adjacent thoroughfare in the N-1D zone must comply with the standards for towers in Section 3.2.12.
- See Section 3.2.1.G for height limit exceptions which apply along specified sections of Delaware Avenue, Main Street, and Niagara Street in the N-2C and N-2E zones.

#### Story Height

C Finished ground floor level (min/max)	0'/2'
D Ground story height (min)	15'

### F. Activation



#### Transparency

A Ground floor transparency, front facade (min)	70%
B Ground floor transparency, corner side facade (min)	40%
C Upper floor transparency, front and corner facades (min)	25%
D Ground floor blank wall width, front facade (max)	10'
E Ground floor blank wall width, corner side facade (max)	30'
F Ground floor window sill height, front and corner facades (min/max)	0.5'/2.5'

#### Pedestrian Access

G Main entrance location (required)	Front facade
H Entrance spacing along front facade (preferred)	At least 1 entrance every 30' <sup>1</sup>

#### Supplemental Standards

- See Section 3.2.1.J for entrance spacing requirements which apply in specified sections of Elmwood Village.



# Adopted Plans

## DOWNTOWN DELRAY BEACH MASTER PLAN

City of Delray Beach, Florida



A CITIZENS' MASTER PLAN FOR THE GROWTH AND UNIFICATION OF DELRAY BEACH

Adopted by the City Commission on March 19, 2002

TREASURE COAST REGIONAL PLANNING COUNCIL  
INDIAN RIVER • ST. LUCIE • MARTIN • PALM BEACH

## DELRAY BEACH CENTRAL BUSINESS DISTRICT ARCHITECTURAL DESIGN GUIDELINES

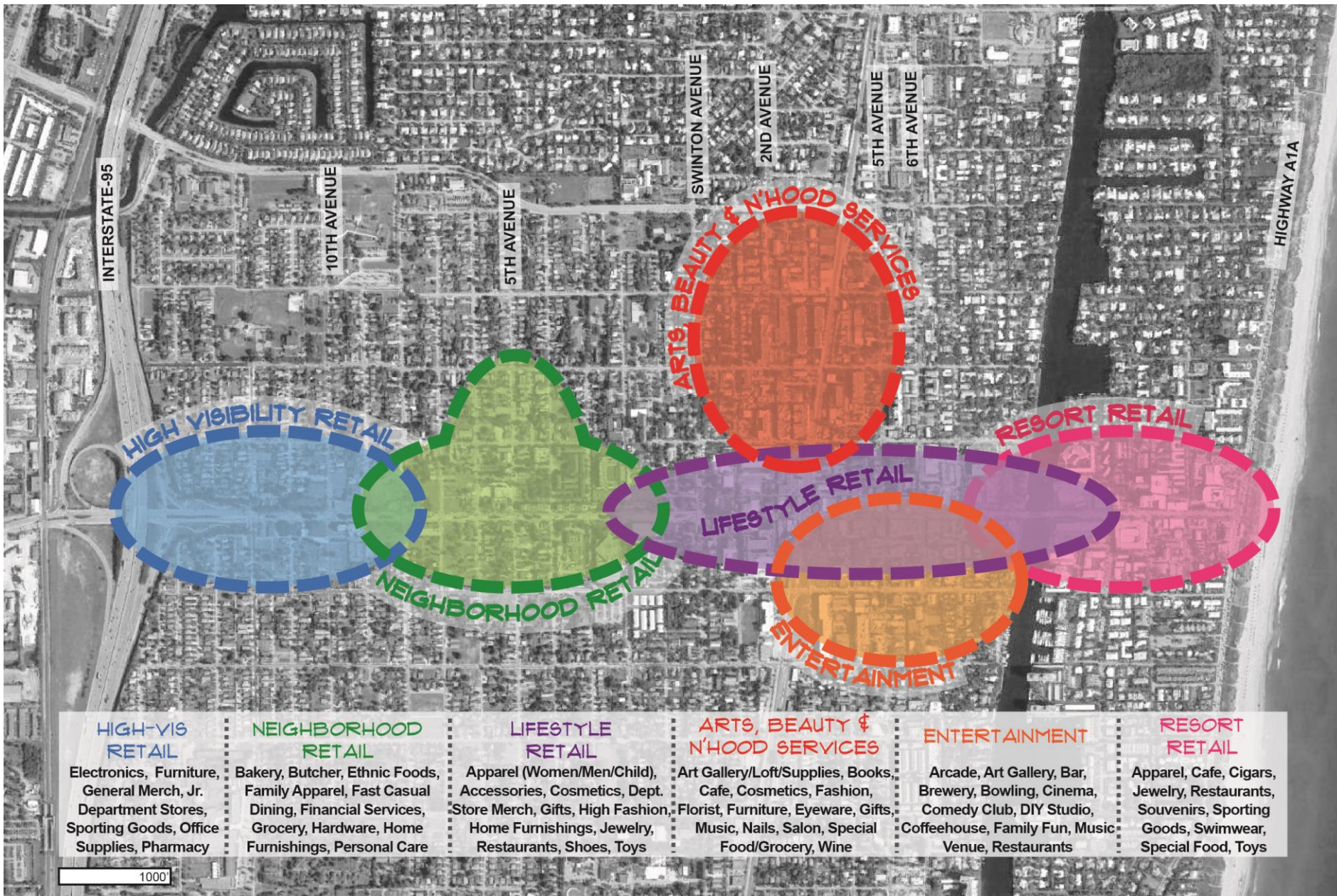


prepared by  
TREASURE COAST REGIONAL PLANNING COUNCIL





# Merchandising Plan





# Short-Term Implementation Strategies



- Pilot meter system
- Study parking capacity
- Establish parking fund
- Consistent parking signage
- Clean parking garages
- Relocate valet parking
- Consolidate parking time limits
- Use library/courthouse parking
- Private parking standard
- National chain policy
- Clean public surfaces
- Improve crosswalks
- Fix pavers
- Trim landscaping
- Outdoor dining enforcement
- Storefront guidelines
- Update worn storefronts
- Review LDRs
- Update plans



# Medium-Term Implementation Strategies



- Comprehensive parking plan
- Branding, wayfinding, signage
- On-street striping
- Downtown Roundabout stops
- Site furnishings
- Infill city owned parcels
- Desire paths
- Deceleration lanes
- Bike routes
- Façade improvement grants
- Sunset nonconforming stores
- Sign Code
- Consolidate CBD zoning
- Private parking pool
- City-wide valet
- Business recruitment



# Long-Term Implementation Strategies

- Old School Square
- Liner shop infill
- The Set large parcels
- Downtown Master Plan
- Atlantic Ave road diets





# Implementation Strategies



Short-Term	Medium-Term	Long-Term
<ul style="list-style-type: none"> <li>• Install a pilot parking meter system on Atlantic Avenue</li> <li>• Study parking capacity and utilization in the entire study area</li> <li>• Establish parking management fund to receive PILOP and meter revenues and fund parking improvements</li> <li>• Install uniform signage for parking garages surface lots and parking wayfinding</li> <li>• Clean and maintain parking garages, fix elevators</li> <li>• Relocate valet parking drop-off and reserved garage parking to underutilized areas</li> <li>• Remove ineffective parking time limits</li> <li>• Utilize library and courthouse parking structures during periods of high demand</li> <li>• Implement private off-street parking standards</li> <li>• Clean, repair or replace vandalized or worn signage, furnishings, light poles etc.</li> <li>• Improve crosswalk design and striping</li> <li>• Remove buckling brick pavers</li> <li>• Clean sidewalks and other public surfaces on weekly schedule</li> <li>• Trim overgrown landscaping</li> <li>• Enforce existing outdoor dining regulations for placements, umbrella, clear widths etc.</li> <li>• Enforce existing storefront and architectural guidelines</li> <li>• Coordinate with business/property owners to update worn storefronts</li> <li>• Review existing LDRs and consider recommendations</li> <li>• Consider proposed revisions to Old School Square Master Plan and The Set Transformation Plan</li> </ul>	<ul style="list-style-type: none"> <li>• Implement a comprehensive parking management plan with provisions for on-street parking meters, garage and surface lots, employee parking and valet services</li> <li>• Adopt national chain store policy</li> <li>• Study on-street parking striping</li> <li>• Explore rebranding as a means to unify wayfinding and signage throughout study area</li> <li>• Improve Downtown Roundabout signage, marketing, and stop location furnishings</li> <li>• Install consistent site furnishing theme for benches, bike racks, receptacles</li> <li>• Infill city-owned information center on A1A with shops, café and/or flex space at</li> <li>• Evaluate "desire paths" for permanent paving</li> <li>• Evaluate removal of deceleration lanes</li> <li>• Extend bike routes through study area</li> <li>• Review existing storefront standards and revise to promote exceptional storefront design</li> <li>• Create graphic driven sign standards that promote the study area's authenticity</li> <li>• Create façade improvement grant program, offer technical assistance</li> <li>• Consolidate study area zoning into comprehensive form-based and architectural standards that honor historic character of Delray Beach</li> <li>• Create parking pool among private property owners</li> <li>• Procure city-wide valet program</li> <li>• Hire business recruitment coordinator and implement Cluster Analysis recruitment program</li> </ul>	<ul style="list-style-type: none"> <li>• Develop liner shop on both sides of Old School Square</li> <li>• Reopen NE 1<sup>st</sup> Avenue, install lane along Old School Square liner shops</li> <li>• Promote development of liner shops in front of Marriot and the Tennis Center</li> <li>• Redevelop large parcels fronting Atlantic in The Set</li> <li>• Revisit Downtown Master Plan and engage in new planning process if necessary</li> <li>• Implement road diet strategies for Atlantic Avenue in The Set and Beach District</li> </ul>





# Gibbs

Planning Group

