The logo of the Delray Beach Community Redevelopment Agency is a circular emblem. The top half features a stylized sun or starburst in shades of green and red. The bottom half features a stylized wave or shell shape in shades of blue and white. The entire emblem is set against a light blue background.

Delray Beach Community Redevelopment Agency Board Workshop

Tuesday, June 11, 2019
10:00 a.m.



ITEM #1.

DISCUSSION

ALLEYWAYS



Community Redevelopment Plan Part III Analysis



Problems and Needs within Geographic Sub-Areas:

- Sub-Area #4: Northwest Neighborhood

"Unimproved alleys are poorly maintained".

"Alleys should be paved when possible to improve traffic circulation and appearance. Where paving is not supported by surrounding community, the alley should be abandoned to adjacent property owners, as applicable".

- Sub-Area #7: "Osceola Park"

"Alleys should be paved to improve traffic circulation and access"

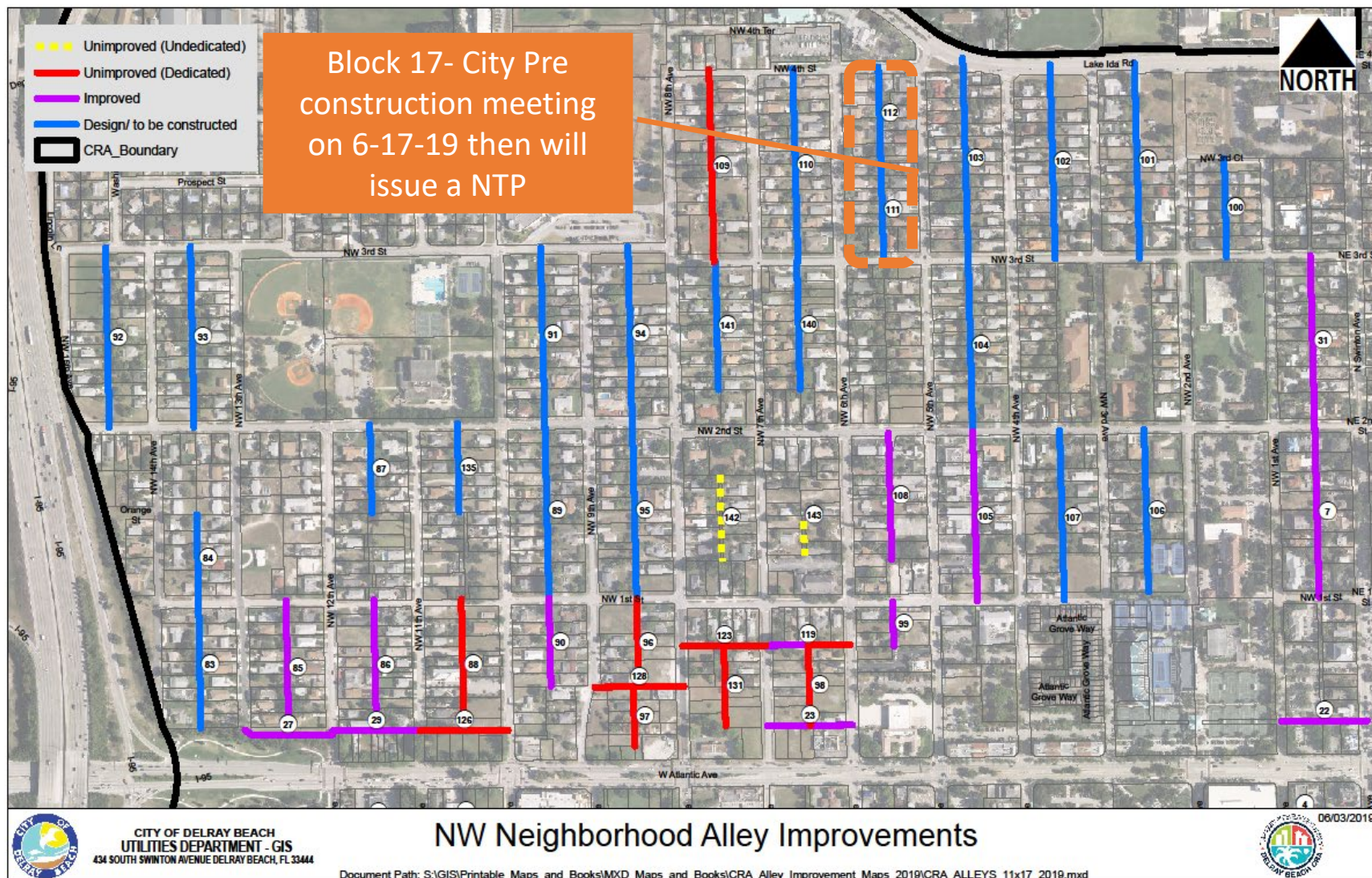
- Sub-Area #8: Southwest Neighborhood

"Network of alleys is not complete and some roadways are in need of repair"

"Alleys should be paved when possible to improve traffic circulation and appearance. Where paving is not supported by surrounding community, the alley should be abandoned to adjacent property owners, as applicable".



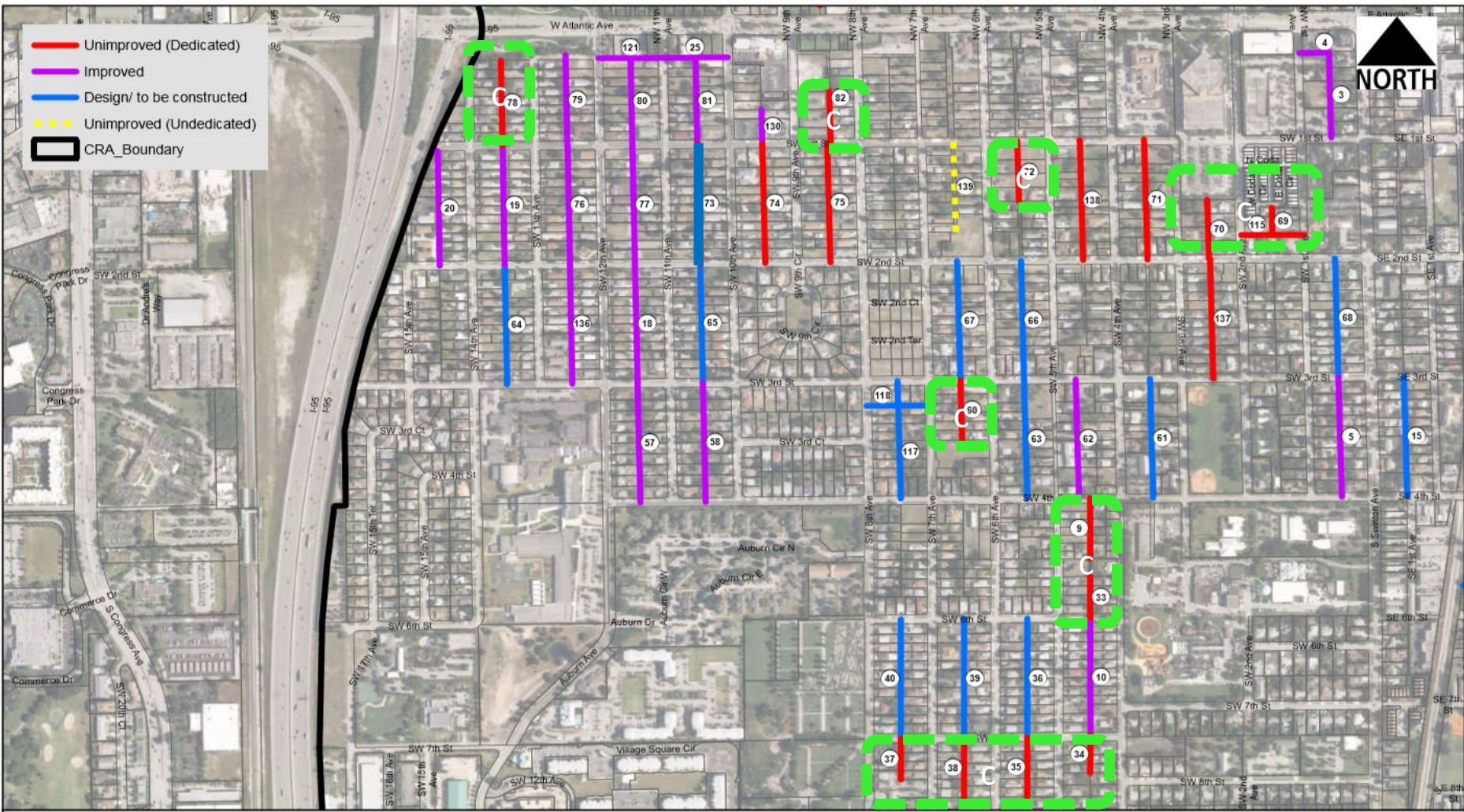
NW Alleyway Status





SW Alleyway Status

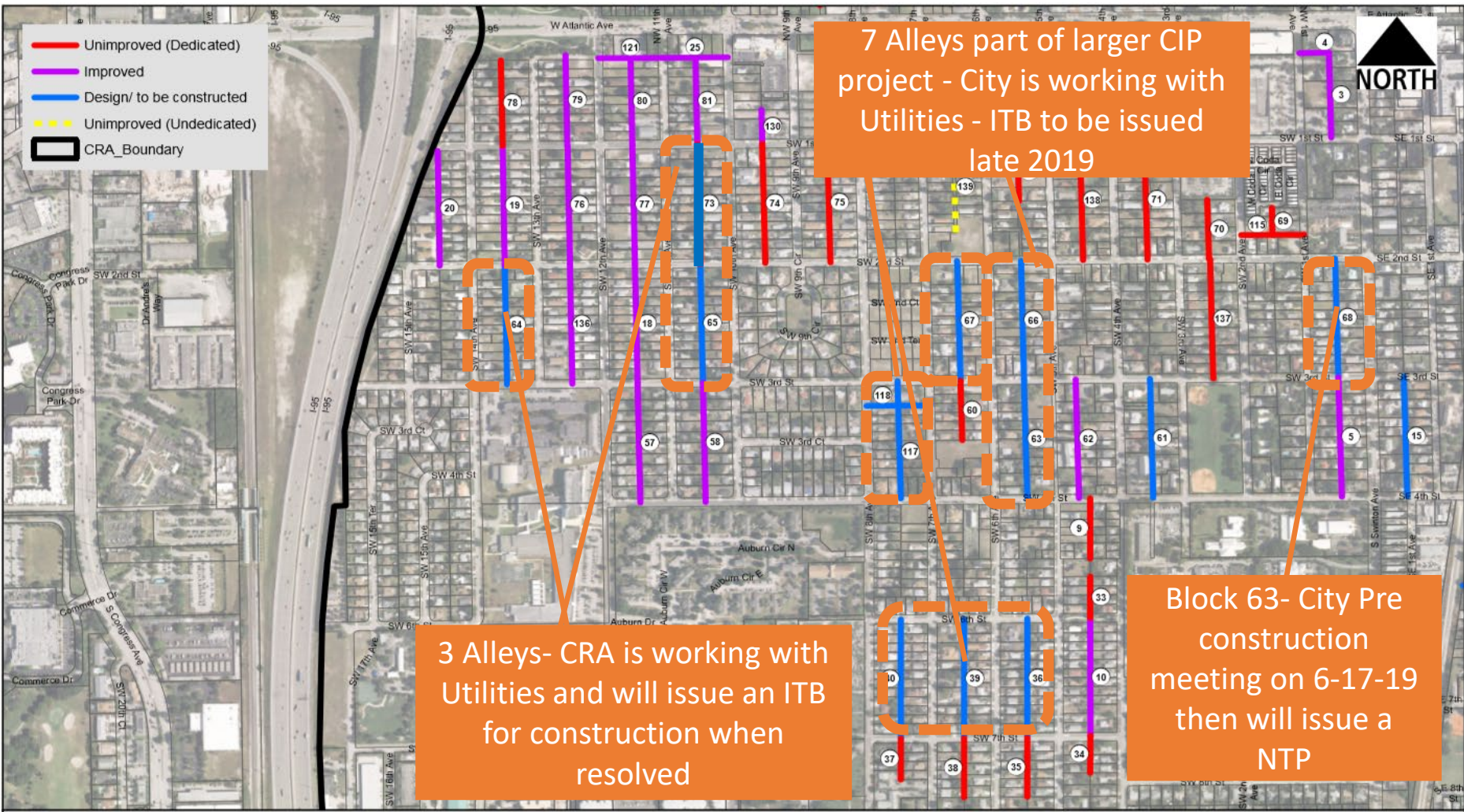
 *Dead-end
Alleys*





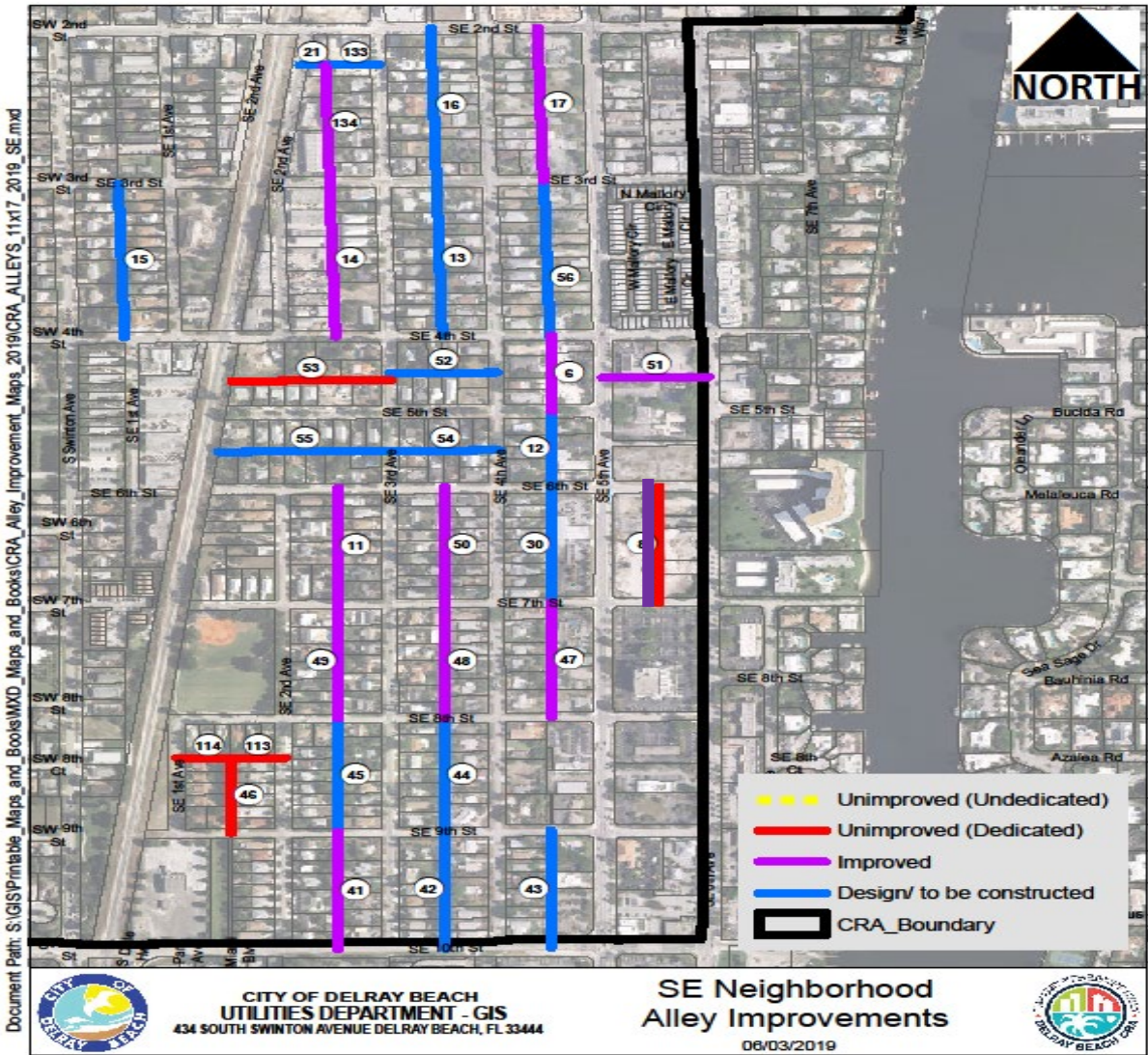
SW Alleyway Status

 Projects



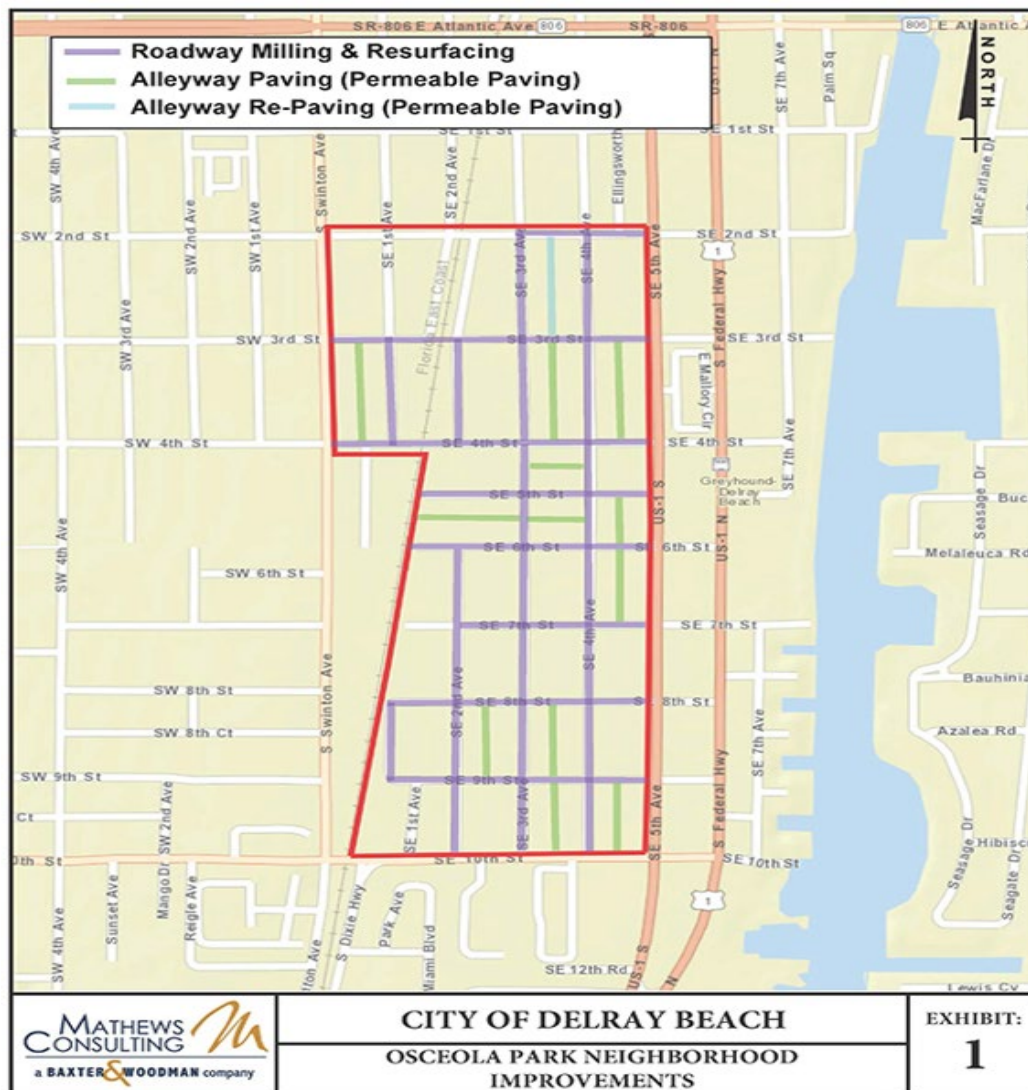


Osceola Park Neighborhood Improvement Project





Osceola Park Neighborhood Improvement Project



- Public Outreach Meeting: May 30, 2019
- Bid Advertisement: Fall 2019
- Contract Review & Award: Winter 2019/2020
- Construction Start Planned for Early 2020
(Pending Budget Adoption by City & CRA)



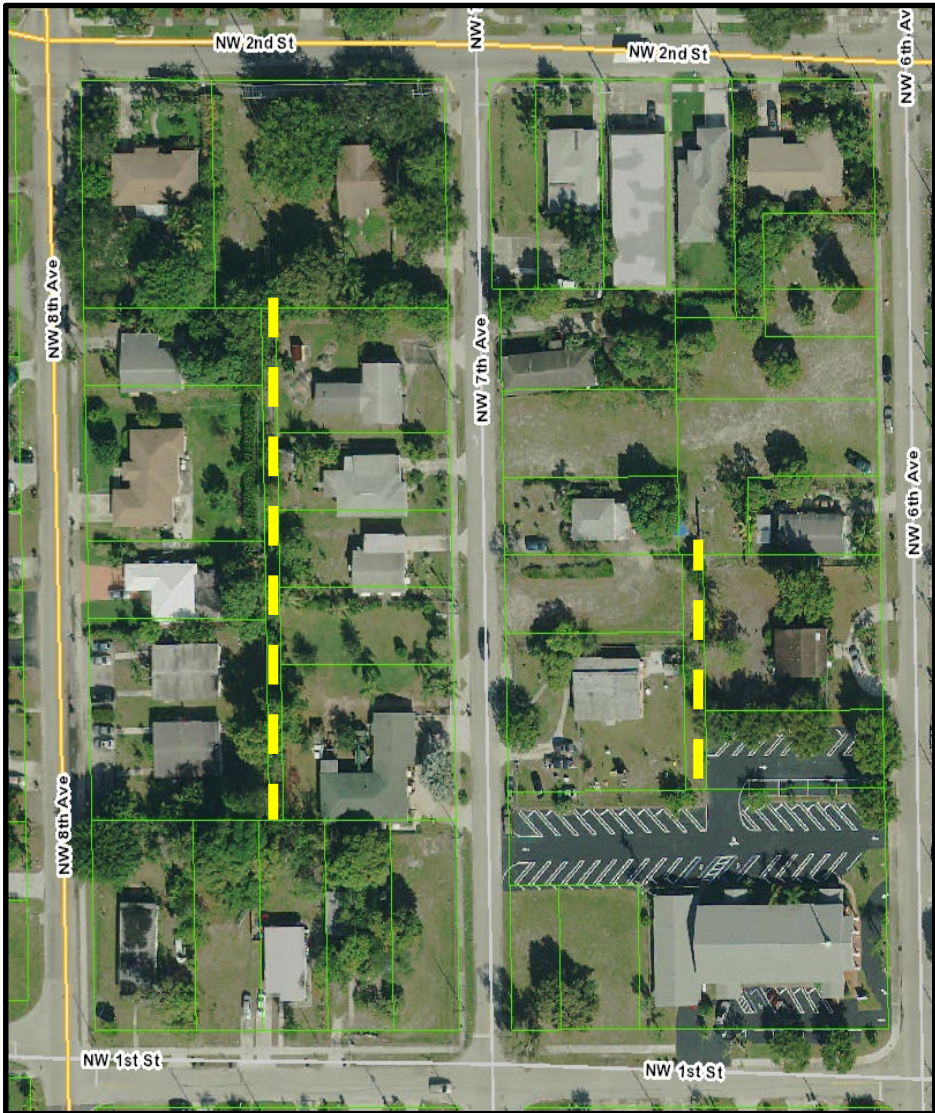
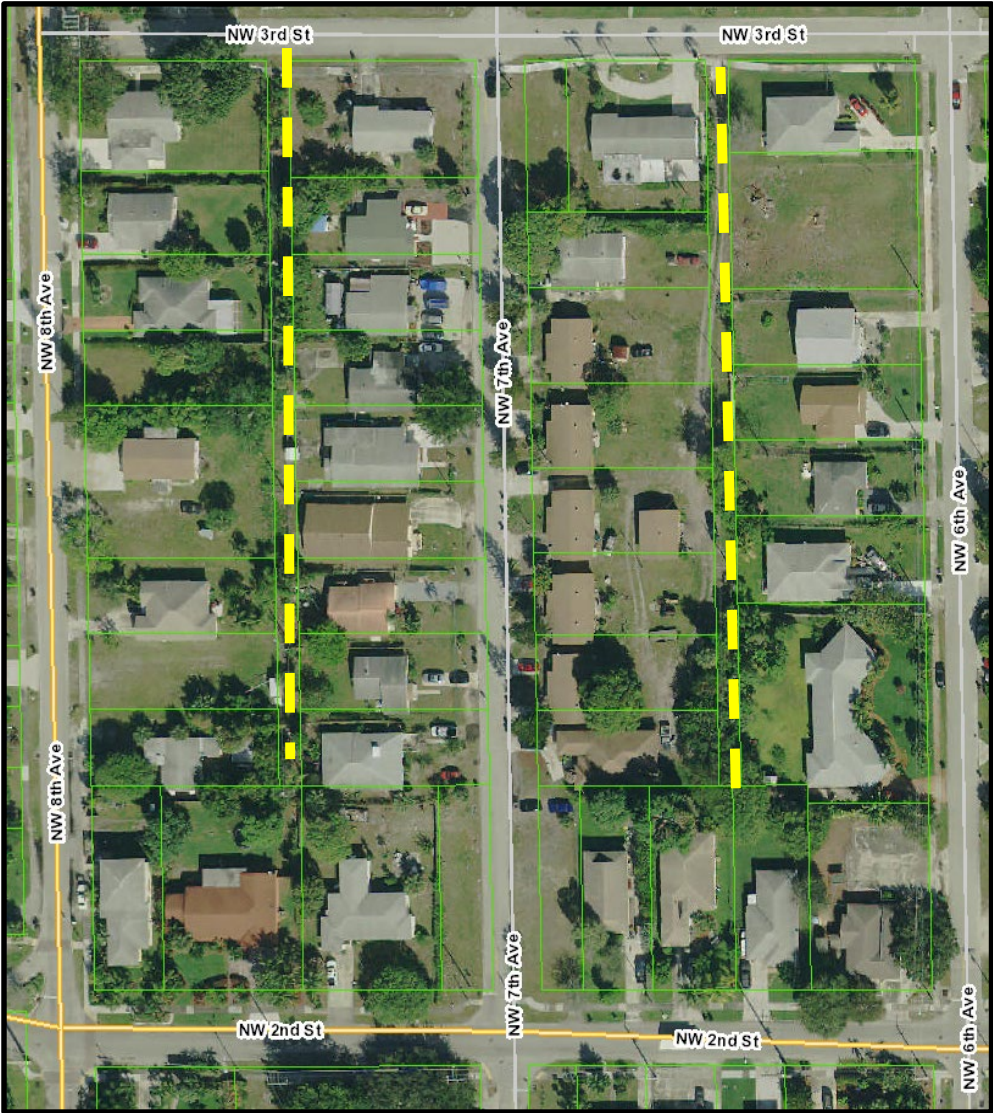
NW/SW/Osceola Alleys Status



	NW	SW	Osceola
Improved	12	19	12
To be Constructed (CIP)	22	13	12
Unimproved	12	19	4

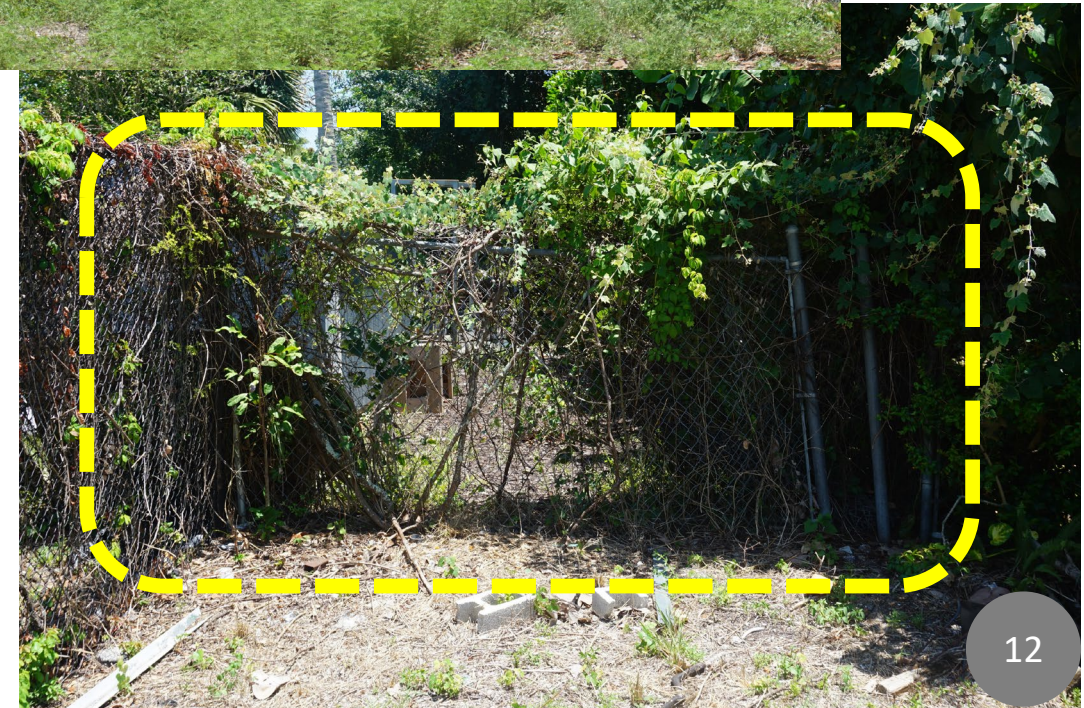
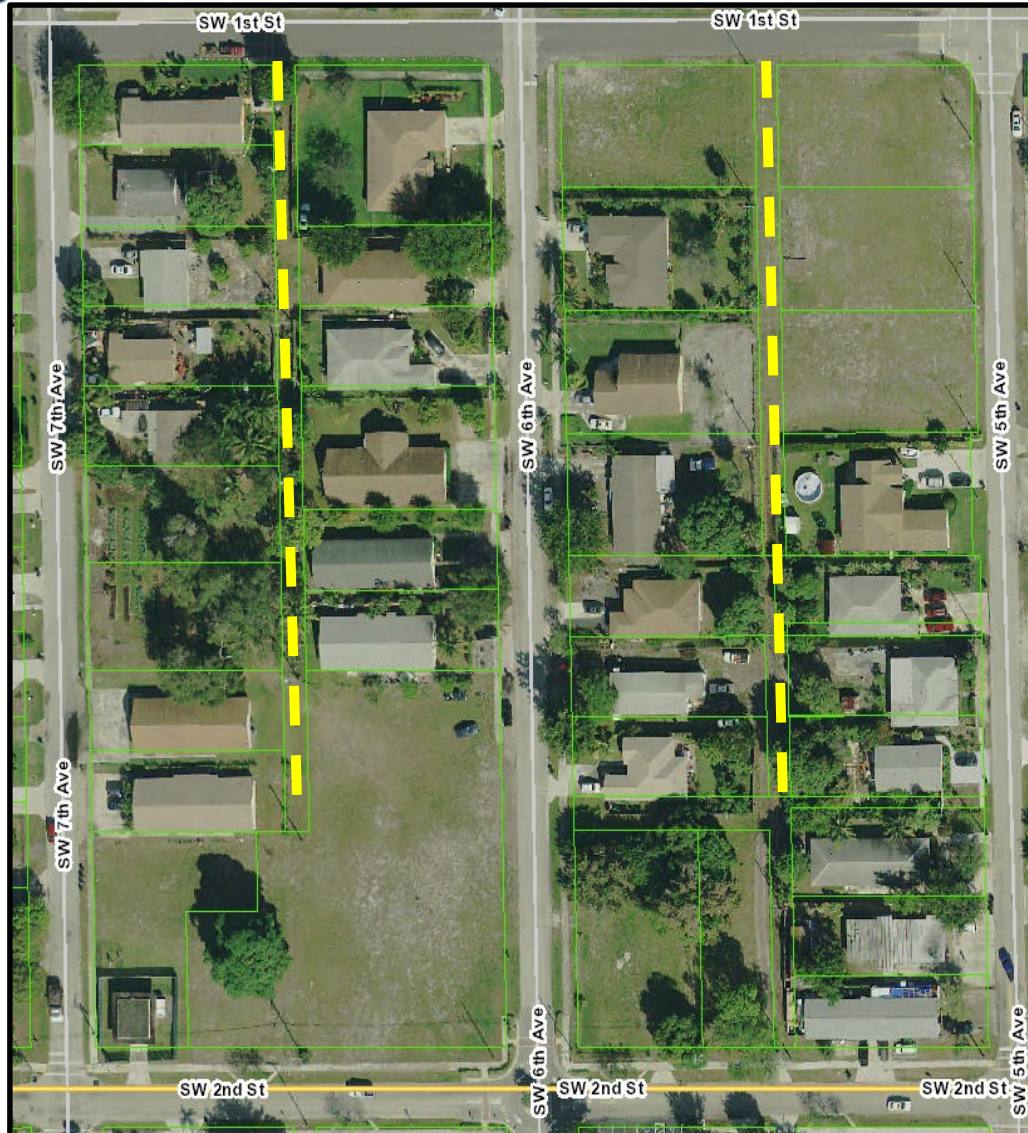


NW/SW Cases - Undedicated





NW/SW Cases - Undedicated

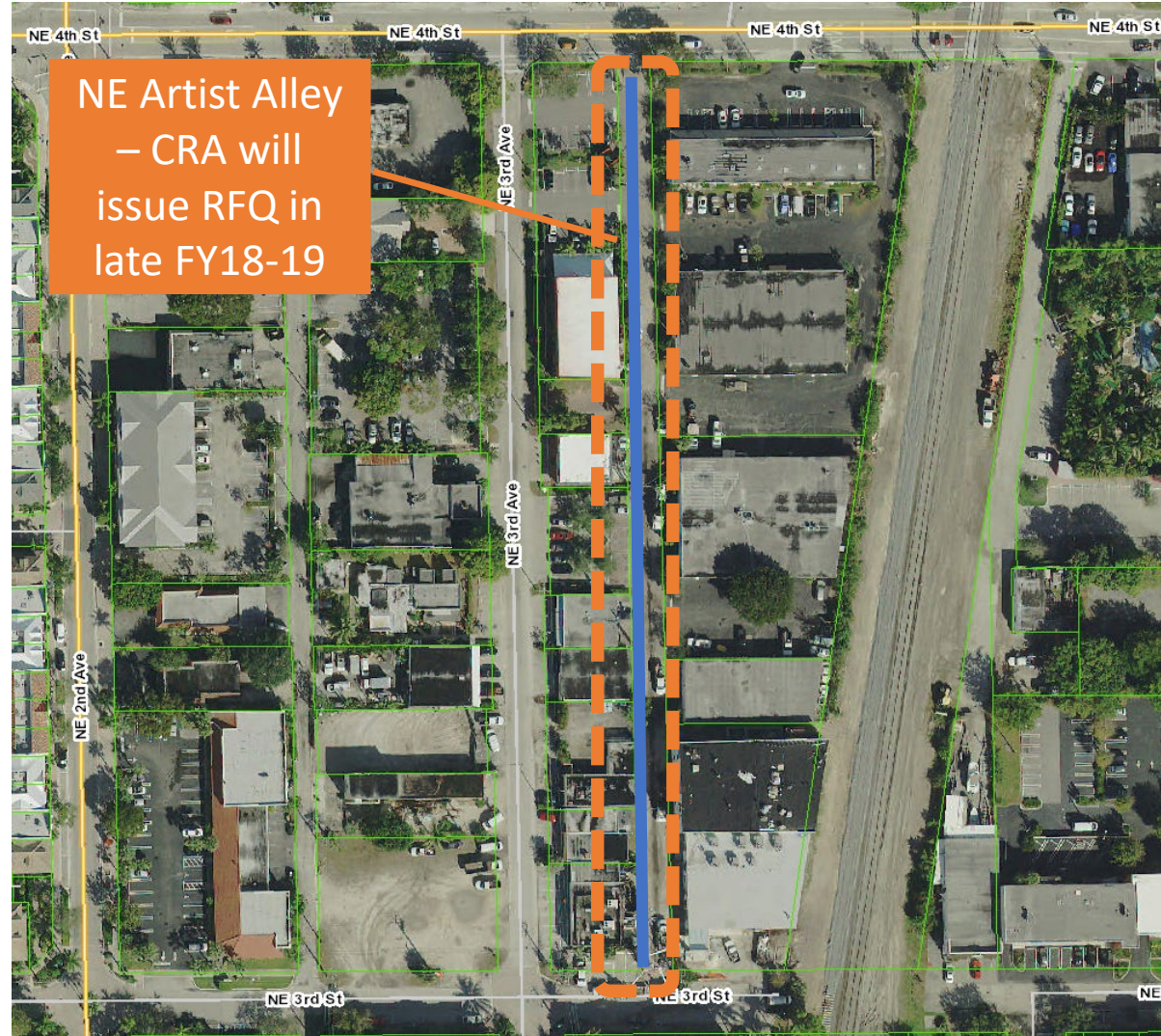


Cases – Before and After





NE Alleyway Status





Challenges

- Prioritize Alleyway Construction
- Dead-end Alleys – Improve or Not Improve?
- How to proceed with Undedicated (Privately Owned) Alleys?
- Title Search
- Outstanding Issues - Policy Decisions

ITEM #2.

DISCUSSION

THE WEST ATLANTIC BRANDING INITIATIVE





The West Atlantic Branding Initiative

Goal - To create a marketing brand for the W Atlantic & NW/SW Neighborhoods that will increase awareness of its features and appeal among potential visitors, businesses and residents, and build upon the strong, regional identity associated with the City of Delray Beach, as a whole.

2015 – Branding Initiative organized by WARC - Supported by DDA, City's OED, CRA, DBMC, Greater Delray Beach Chamber of Commerce and the Spady Cultural Heritage Museum.

- The Initiative was funded by a grant to WARC from the DDA - Utilized a Delray Beach-based branding firm, CaliBrand Consulting, Inc.

March 2016 - Presentation to the Boards and Staff of the Branding Initiative Collaborative Partners including the City, CRA, DDA, DBMC, Chamber and Spady Museum. Based on consensus, announced brand via press release.



The West Atlantic Branding Initiative

July 2016 - CRA Board supported utilization of Economic Development Marketing to be utilized via DBMC for brand assets including a landing webpage, 8-panel rack brochure, email templates and social media marketing.

November 2016 - DDA funded newly branded flagpole banners and installed along the West Atlantic Avenue and Historic 5th Avenue corridor.

ITEM #3.

UPDATE



NW/SW NEIGHBORHOOD IDENTIFICATION SIGNS



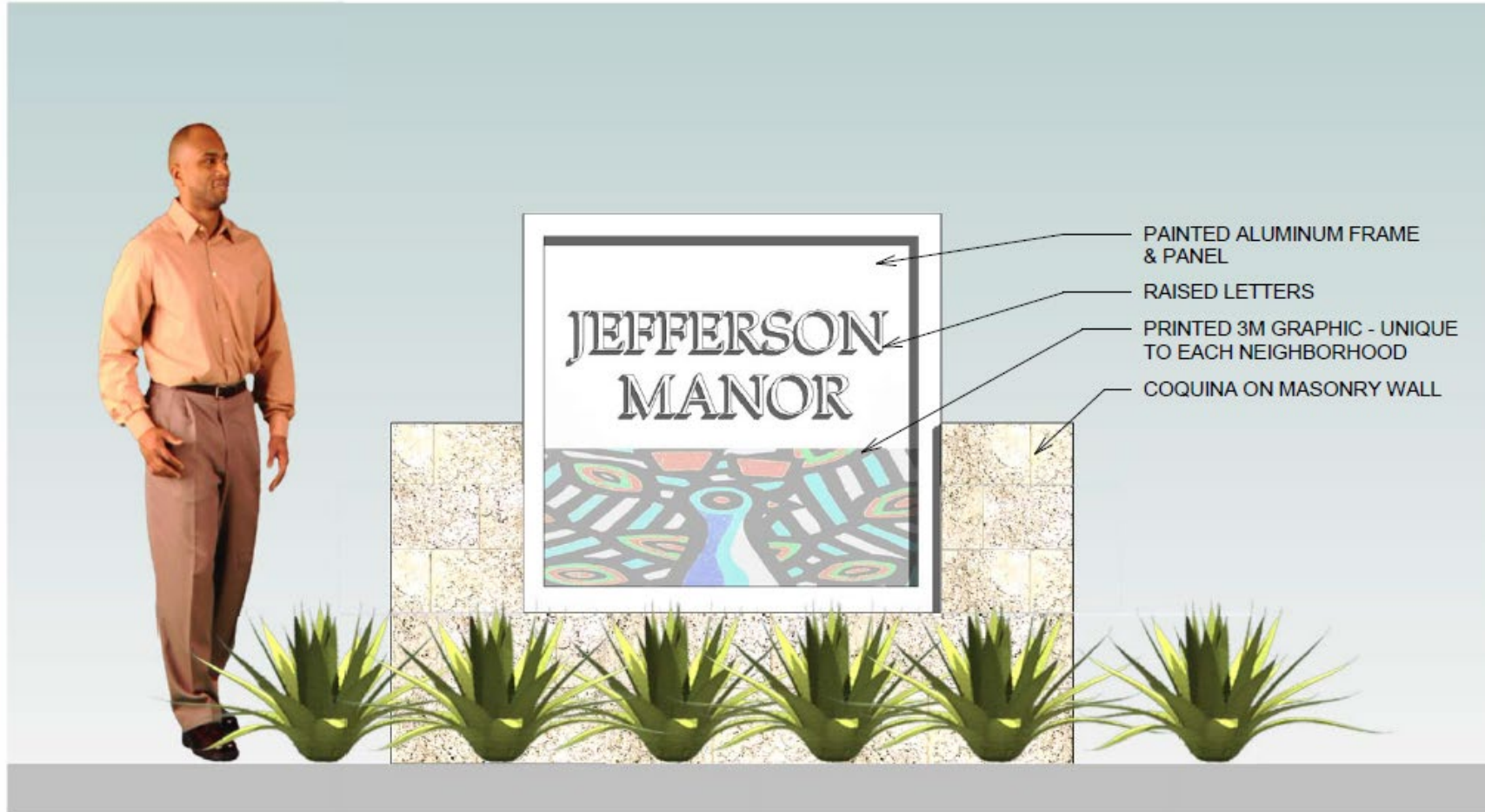
EXISTING SIGNS







DESIGN OPTIONS



Design 1.



DESIGN OPTIONS



Design 2.



DESIGN OPTIONS



Design 3.

DESIGN OPTIONS



Design 4.



SIZE = 5 ft. wide x 3.5 ft. high





Feedback

- Concerned with the size and character of the proposed monument signs.
- Could support the scale was reduced.
- Branding logo should be embossed within the actually sign.
- Freestanding signs would be more in keeping with the historic character of Delray Beach.
- Monument signs are more appropriate at the entrance of a much larger developments.
- Installation of signs should occur concurrently with the installation of neighborhood infrastructure to improvements to ensure there are no conflicts and would not be out of place.



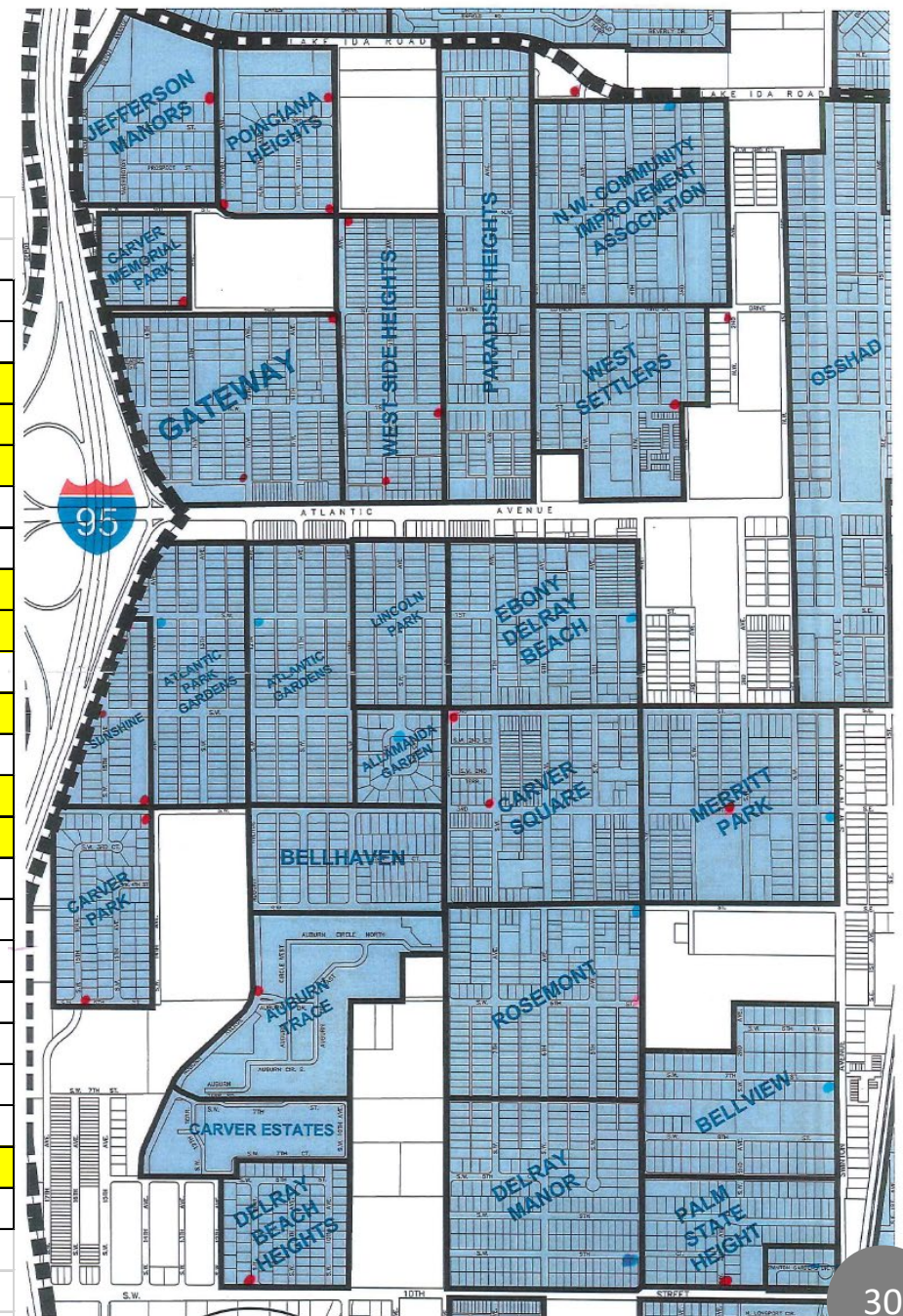




PROPOSED SIGN LOCATIONS

Neighborhood:	Location of Sign(s):	City ROW Y/N:
Palm State Heights	201 SW 10th ST	Y
Merritt Park	N/A 316 SW 3rd Ave	Y
Bellhaven	N/A Location Needed	
Atlantic Park Gardens	N/A Location Needed	
Bellview	N/A Location Needed	
Sunshine Park	202 SW 15th Ave	Y
Carver park	1402 SW 3rd St/519 SW 15th Ter	Y/Y
Lincoln Park	N/A Location Needed	
Ebony Delray	N/A Location Needed	
Carver Square	718 SW 2nd St/703 SW 2nd Ter	N/Y
Rosemont Park	N/A Location Needed	
Delray Beach Heights	930 SW 11th Ter	Y
Allamanda Gardens	N/A Location Needed	
Delray Manor	N/A Location Needed	
Gateway	18 NW 12th Ave/1010 NW 2nd St	N/N
Carver Memorial Park	1303 NW 2nd St	Y
Jefferson Manor	301 Roosevelt Ave/1301 Lee St	Y/Y
Poinciana Heights	302 NW 10th Ave/ 1001 NW 3rd Ter	Y/Y
West Side Heights	29 NW 9th Ave/259 NW 10th Ave	Y/N
Paradise Heights	555 NW 4th St/ 800 NW 1st St	N/Y
West Settlers	110 NW 3rd Ave/200 NW 2nd St	
NW Community Improvement As	N/A Location Needed	

No Location has been specified for sign



ITEM #4.

UPDATE

TRANSPORTATION SERVICES



