

STOREFRONT ACTIVATION PILOT PROGRAM Draft - September 24, 2020

GOALS:

- Develop standards for activation of vacant storefront buildings and bring vibrancy to the Downtown area. Activation of these storefronts through various methods, inside the windows and in front of the spaces, would bridge the gap between storefronts ensuring connectivity of the Downtown. Well lit, interesting storefronts serve to improve the visual appearance and curb the detrimental effects of the vacancies.

WHY:

- In lieu of dark, empty storefronts with vacant windows, the Downtown Development Authority proposes a pilot program to brighten, enhance and showcase the space, calling on the attention of interested passersby, realtors, renters and potential buyers. Proposed start date: October 5, 2020

PILOT PARAMETERS:

- DDA recommends a phase approach in Tiers below.
 - Tier 1: Window coverings in vinyl on window exterior
 - Tier 2: Place retailer merchandise or art inside store window
 - Tier 3: Invite artist to paint graphic on window exterior
- DDA recommends the area of focus be Atlantic Ave and NE 2nd Ave to begin and expand throughout the CBD if successful

TACTICS NEEDED:

- An inventory and map of vacant storefronts within Downtown commercial district (East Atlantic and NE 2nd Avenue – Pineapple Grove) Action: DDA
- Engage with property management and realtors regarding current zoning and resources available. Action: City of DB and DDA
- Develop a PILOT sign ordinance for storefront vacancies which would include restrictions of location. Action: City of DB

TIER ONE: Window Coverings in vinyl on window exterior.

Printed vinyl with an image or graphic following one of three (3) tracts: interesting historic images, print of art, photography or graphic by local artists, colorful artistic shapes or prints with “Authentically Local, Authentically Vibrant, Always a Village” verbiage on storefront windows to beautify and enhance the vacant space.

Tract One:

- DDA will select themed, hi-resolution historic images relative to the storefront location. Photos provided by Delray Beach Historical Society would be printed on vinyl to include verbiage: photo detail, "Photos courtesy of the Delray Beach Historical Society." DDA logo and QC code directing visitors to DDA website for additional information about all historic images and location.
- Quotes received by several graphics companies to measure, create, install and remove window covering per window as needed:
 - ISG Graphics: \$195/4' x 6' vinyl ea.
 - McLaren Sign Co: \$500 ea.

- SEP Communications: \$100 ea. (with volume discount 20 windows)
- Sign-a-Rama Boca/Delray Beach: \$200 ea
- The DDA and property owner will enter into an agreement to display window covering for a maximum of 6 months or less if the property should sell or be leased.
- The DDA will execute any hold-harmless agreement, liability insurance or other legal document required to protect the DDA and property owner from any inadvertent issue or damage to property.

Tract Two:

- The DDA will issue a "Call to Artist" email to local Delray Beach artists (Downtown Delray Beach Arts Colony) to include specifications, theme and submittal instructions.
- The DDA will select art submitted and to be printed on vinyl window coverings based on specifications and qualifications and adherence to theme as outlined in "Call to Artist" and notify artist.
- The DDA will ask Artist to sign a Photo Release Agreement for the use of the image and Artist will be compensated approx. \$100 for the use of the hi-resolution image to be used for this project.
- The DDA and property owner will enter into an agreement to display window covering for a maximum of 6 months or less if the property should sell or be leased.
- DDA will execute any hold-harmless agreement, liability insurance or other legal document required to protect the DDA and property owner from any inadvertent issue or damage to property.

Tract Three:

- DDA will commission graphics or artistic shapes or with themed messaging: Authentically Local, Authentically Vibrant, Always a Village or Love Delray, etc.
- Quotes received by several graphics companies to measure, create, install and remove window covering per window as needed (does not include design fees):
 - ISG Graphics: \$195/4' x 6' vinyl ea.
 - MacLaren Sign Co: \$500 ea.
 - SEP Communications: \$100 ea. (with volume discount 20 windows)
 - Sign-a-Rama Boca/Delray Beach: \$200 ea
- The DDA and property owner will enter into an agreement to display window covering for a maximum of 6 months or less if the property should sell or be leased.
- The DDA will execute any hold-harmless agreement, liability insurance or other legal document required to protect the DDA and property owner from any inadvertent issue or damage to property.

Historic Clings-SAMPLE



Art Clings-SAMPLE



Artistic Shapes with Messaging-SAMPLE



TIER TWO: Retailer Merchandise or Art Gallery displays inside store windows

Downtown Delray Beach retailers or Art Galleries would create pop up vignettes, mannequins or displays of their merchandise or artwork in the window portion inside the window of vacant storefront.

- The DDA will contact property owners who wish to have retail merchandise or art installations inside their storefront while the space is vacant.
- The DDA will prepare guidelines and work with property owners to establish agreed parameters for space to be utilized for displays to include guidelines for placement/space to be used, duration of display, delivery, pick up.
- Call to Retailers and Artists email would be sent by DDA to Downtown Merchants and Galleries to gauge interest with application including all regulations.
- The DDA will select Retailers or Artist Galleries to participate at the discretion of the DDA.
- The DDA will assist Retailers or Artists with identifying signage in compliance with pre-determined guidelines.
- The DDA will assist with any required insurance certificates or hold-harmless documents to be executed between property owner, merchant or artist.

Mannequins in Storefront - SAMPLE



Artwork in Storefront - SAMPLE



TIER THREE: Artists to paint graphic or image on exterior of storefront window

Local Delray Beach artists would be invited to hand paint a themed image, scene or graphic directly on storefront window.

- The DDA will issue a "Call to Artist" email to local Delray Beach artists (Downtown Delray Beach Arts Colony) to include specifications, theme and submittal instructions including removal and cleaning of window.
- The DDA will select artist and sketch of artwork submitted to be hand-painted onto storefront window as outlined in "Call to Artist" and notify artist.
- The DDA will ask Artist to sign a Commission Agreement to include timeframe for work to be completed, duration of display (6 mos. Or less if property is sold or leased) in compensation for approx. \$400 labor to include paint.
- DDA will execute any hold-harmless agreement, liability insurance or other legal document required to protect the DDA and property owner from any inadvertent issue or damage to property.

Artist Hand-painted Windows - SAMPLES

