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

- Dead-end Alleys
- Title Issues
Projects

Block 17- City Pre construction meeting on 6-17-19 then will issue a NTP
SW Alleyway Status

Dead-end Alleys
SW Alleyway Status

3 Alleys - CRA is working with Utilities and will issue an ITB for construction when resolved.

Block 63 - City Pre construction meeting on 6-17-19 then will issue a NTP.

7 Alleys part of larger CIP project - City is working with Utilities - ITB to be issued late 2019.
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

<table>
<thead>
<tr>
<th>Status</th>
<th>NW</th>
<th>SW</th>
<th>Osceola</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improved</td>
<td>12</td>
<td>19</td>
<td>12</td>
</tr>
<tr>
<td>To be Constructed (CIP)</td>
<td>22</td>
<td>13</td>
<td>12</td>
</tr>
<tr>
<td>Unimproved</td>
<td>12</td>
<td>19</td>
<td>4</td>
</tr>
</tbody>
</table>
NW/SW Cases - Undedicated
NW/SW Cases - Undedicated
Cases – Before and After
NE Artist Alley – CRA will issue RFQ in late FY18-19
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 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.
<table>
<thead>
<tr>
<th>Neighborhood</th>
<th>Location of Sign(s)</th>
<th>City ROW Y/N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Palm State Heights</td>
<td>201 SW 10th St</td>
<td>Y</td>
</tr>
<tr>
<td>Merrit Park</td>
<td>N/A 316 SW 3rd Ave</td>
<td>Y</td>
</tr>
<tr>
<td>Bellhaven</td>
<td>N/A Location Needed</td>
<td></td>
</tr>
<tr>
<td>Atlantic Park Gardens</td>
<td>N/A Location Needed</td>
<td></td>
</tr>
<tr>
<td>Bellview</td>
<td>N/A Location Needed</td>
<td></td>
</tr>
<tr>
<td>Sunshine Park</td>
<td>202 SW 15th Ave</td>
<td>Y</td>
</tr>
<tr>
<td>Carver park</td>
<td>1402 SW 3rd St/519 SW 15th Ter</td>
<td>Y/Y</td>
</tr>
<tr>
<td>Lincoln Park</td>
<td>N/A Location Needed</td>
<td></td>
</tr>
<tr>
<td>Ebony Delray</td>
<td>N/A Location Needed</td>
<td></td>
</tr>
<tr>
<td>Carver Square</td>
<td>718 SW 2nd St/703 SW 2nd Ter</td>
<td>N/Y</td>
</tr>
<tr>
<td>Rosemont Park</td>
<td>N/A Location Needed</td>
<td></td>
</tr>
<tr>
<td>Delray Beach Heights</td>
<td>930 SW 11th Ter</td>
<td>Y</td>
</tr>
<tr>
<td>Allamanda Gardens</td>
<td>N/A Location Needed</td>
<td></td>
</tr>
<tr>
<td>Delray Manor</td>
<td>N/A Location Needed</td>
<td></td>
</tr>
<tr>
<td>Gateway</td>
<td>18 NW 12th Ave/1010 NW 2nd St</td>
<td>N/N</td>
</tr>
<tr>
<td>Carver Memorial Park</td>
<td>1303 NW 2nd St</td>
<td>Y</td>
</tr>
<tr>
<td>Jefferson Manor</td>
<td>301 Roosevelt Ave/1301 Lee St</td>
<td>Y/Y</td>
</tr>
<tr>
<td>Poinciana Heights</td>
<td>302 NW 10th Ave/1001 NW 3rd Ter</td>
<td>Y/Y</td>
</tr>
<tr>
<td>West Side Heights</td>
<td>29 NW 9th Ave/259 NW 10th Ave</td>
<td>Y/N</td>
</tr>
<tr>
<td>Paradise Heights</td>
<td>555 NW 4th St/800 NW 1st St</td>
<td>N/Y</td>
</tr>
<tr>
<td>West Settlers</td>
<td>110 NW 3rd Ave/200 NW 2nd St</td>
<td></td>
</tr>
<tr>
<td>NW Community Improvement Ass</td>
<td>N/A Location Needed</td>
<td></td>
</tr>
</tbody>
</table>
ITEM #4.
UPDATE
TRANSPORTATION SERVICES