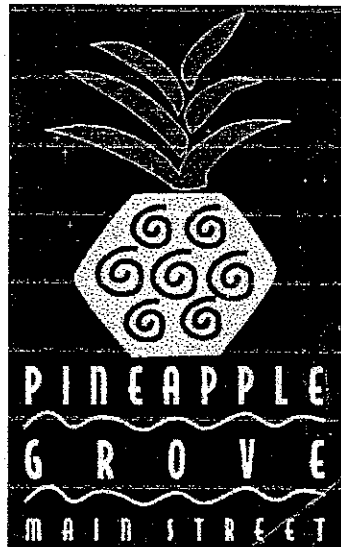


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## PINEAPPLE GROVE MAIN STREET, INC.

# A Neighborhood Plan for “Main Street” in the Grove



*The Cultural, Educational, and Retail  
Center of Historic Pineapple Grove,  
Delray Beach, Florida*

(F) **Development Standards**: The development standards set forth in Section 4.3.4 shall apply, except as modified below: [Amd. Ord. 24-95 5/16/95]

(1) **Height**: The CBD is a geographic area in which exceptions to height regulations are allowed pursuant to Section 4.3.4(J).

(2) **Open Space**: A minimum of 10% non-vehicular open space shall be provided; however, within the area encompassed by the boundaries of the original Downtown Development Authority as described in Section 8.2.2(B), and within those sections of the CBD zoning district located within the Pineapple Grove Main Street area and east of the Intracoastal Waterway, there shall be no minimum open space requirement. Notwithstanding the provisions of this section, the body acting upon a development application within the CBD may require that open areas, including but not limited to courtyards, plazas, and landscaped setbacks, be provided in order to add interest and provide relief from the building mass. [Amd. Ord. 22-99 7/20/99]; [Amd. Ord. 24-95 5/16/95]

(G) **Supplemental District Regulations**: In addition to the supplemental district regulations as set forth in Article 4.6, except as modified below, the following shall also apply.

(1) **Parking**:

(a) Within that portion of the CBD bounded by Swinton Avenue on the west, N.E. 1st Street on the north, the Intracoastal Waterway on the east and S.E. 1st Street on the south, parking requirements shall apply to new floor area and restaurants only. Except for restaurants, changes in use (both residential and non-residential) shall not be required to provide additional on-site parking. The parking required for the creation of new non-residential floor area, except restaurants, shall be at the rate of one space for each 300 square feet, or fraction thereof, of floor area in addition to the replacement of any previously required parking which may be eliminated. Within all other geographic areas of the CBD Zone District, the provisions of Section 4.6.9(C) shall apply, as further modified within this Subsection (G)(1). [Amd. Ord. 4-01 2/6/01]; [Amd. Ord. 63-93 11/23/93]

(b) When the parking requirements are applied to either new development, expansion of an existing use or a change in use, which results in the requirement of only one new parking space, a one space exemption shall be allowed. This exemption may only occur once per property. [Amd. Ord. 6-01 2/20/01]; [Amd. Ord. 63-93 11/23/93]

(2) The picking-up, dropping-off, or otherwise transporting workers, assigned through an employment agency, from an assembly point in the CBD to the work site is prohibited.

*DELETED (3) AND RENUMBERED [Amd. Ord. 8-98 2/3/98]*

(3) Minimum floor area for multi-family residential dwelling units shall be as established for the Medium Density Residential (RM) zoning district in Section 4.3.4(K). [Amd. Ord. 8-98 2/3/98]; [Amd. Ord. 80-95 12/5/95]

(4) Multi-family dwelling units may be located in structures that are comprised of residential units only or in mixed-use buildings that contain a combination of residential and non-residential uses. However, where residential uses are located in structures having frontage on Atlantic Avenue or N.E. 2<sup>nd</sup> Avenue (a/k/a Pineapple Grove Way), there must be nonresidential uses fronting the Avenue on the ground floor. [Amd. Ord. 22-99 7/20/99]; [Amd. Ord. 8-98 2/3/98]; [Amd. Ord. 80-95 12/5/95]

(5) The rental of sporting goods and equipment shall be limited to no more than one business renting a specific category of item (i.e. bicycles, skates, etc.) every 300 feet measured in a straight line from door to door, and any outdoor displays are subject to the restrictions set forth in Section 4.6.6(C)(3). [Amd. Ord. 15-98 4/21/98]

*DELETED SUBPARAGRAPHS 4.4.13(H) (3) AND (4) IN THEIR ENTIRETY. [Amd. Ord. 33-95 6/20/95]*

(I) **Performance Standards** These standards shall apply to all applications for new development and modification of existing developments which would result in a density greater than thirty (30) dwelling units per acre. [Amd. Ord. 8-98 2/3/98]

(1) Residential development may exceed thirty units per acre as a conditional use only on property located south of N.E. 2nd Street and north of S.E. 2nd Street. The maximum permissible density of a particular project will be established through the conditional use process, based upon the degree to which the development complies with the performance standards of this section, the required findings of Section 2.4.5(E), and other applicable standards of the comprehensive Plan and Land Development Regulations. Notwithstanding the above, the approving body may deny an application for increased density where it is determined that the proposed project is not compatible in terms of building mass and intensity of use with surrounding development. [Amd. Ord. 8-98 2/3/98]

(2) The applicable performance standards for development under this section are as follows: [Amd. Ord. 8-98 2/3/98]

**SECTION 4.4.13 (I) (2) (e)**

- (e) The development provides common areas and/or amenities for residents such as swimming pools, exercise rooms, storage rooms or lockers, covered parking, gardens, courtyards, or similar areas and/or amenities. **[Amd. Ord. 8-98 2/3/98]**
  - (f) The development promotes pedestrian movements by providing convenient access from the residential units to the public sidewalk system. Pedestrian areas adjacent to the building are enhanced by providing additional sidewalk area at the same level as the abutting public sidewalk. Accessways to parking areas are designed in a manner that minimizes conflicts between vehicles and pedestrians. The public street or streets immediately adjacent to the development are enhanced in a manner that is consistent with the streetscape in the downtown area (i.e., installation of landscape nodes, extension of existing paver block system, installation of approved street lighting, etc.). **[Amd. Ord. 8-98 2/3/98]**
  - (g) The development provides opportunities to share parking, accessways, driveways, etc., with adjoining properties, or provides additional parking spaces that may be used by the public. **[Amd. Ord. 8-98 2/3/98]**
  - (h) Projects fronting on Atlantic Avenue, N.E. 1st Street, or S.E. 1st Street contain nonresidential uses on the ground floor. The nonresidential ground floor space has ceilings not less than ten (10) feet in height. At least fifty percent (50%) of the surface area of the front street wall(s) at the ground floor of each such building is devoted to display windows and to entrances to commercial uses from outside the building. **[Amd. Ord. 8-98 2/3/98]**
- (3) It is acknowledged that it may not be possible for projects which involve the modification of existing structures to comply with many of the above referenced standards. For those types of projects, the ultimate density should be based upon compliance with those standards which can be reasonably attained, as well as the project's ability to further the goal of revitalizing the central business district (i.e., adaptive reuse of older structures and the provision of housing in close proximity to employment opportunities and services). **[Amd. Ord. 8-98 2/3/98]**

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**TO:** PGMS Board; CRA; City Commission

**DATE:** September 18, 1998

**SUBJECT:** Modifications to *Neighborhood Plan for "Main Street" in the Grove*

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The following summarizes the modifications to the *Neighborhood Plan* approved by the PGMS Board in its meeting of March 11, 1998:

- Language is added in the Preface element of the Introduction to clarify the conceptual nature of the Plan's recommendations and proposals.
- Some concern has been expressed about the 6-month provision for non-conforming uses. In discussion with City Planning Director, Diane Dominguez, the PGMS Board concluded that no change to the Plan was required in this regard. The Board reiterated its expressed intent not to drive existing uses out of the Program Area through LDR amendments.
- (page 3-1) A general comment is added to provide the same tools for PG Way as apply to Atlantic Avenue.
- (3-2) A 10' maximum setback line is added.
- (3-2) The 2/3/98 amendment to Section 4.4.13(H) deleted paragraph 3 and renumbered paragraphs 4 & 5. The Plan's reference to paragraph 5 has been changed accordingly.
- (3-2) A recommendation related to the sale of second hand materials (4.4.13(H)(1)) is added.
- (3-3 & 3-4) Recommendations about permitted and prohibited uses is clarified.
- (3-4) "Contractors' offices" is changed to "Contractors' yards/storage areas". The idea is to prohibit outside storage, not office space/office use.
- (3-4) Public telephones and dumpsters are addressed.
- The prohibition about picking up and dropping off workers assigned through employment agencies already pertains to all of the CBD. No changes to the Plan are necessary.
- (4-4) Commuter rail on FEC, with a stop at the Train Station, is encouraged.
- (6-2) The Plan now recommends that the area for densities greater than 30 dwelling units per acre, defined in 4.4.13(I), should include the CBD area between N.E. 2<sup>nd</sup> Street and N.E. 4<sup>th</sup> Street.
- (7-2) CRA property acquisition on Block 76 for additional parking is supported in the Plan.
- (7-2) Removal of the FPL sub-station is recommended.
- (8-3) A section on public sector signage and graphics is added (and "Signage" is added to the Section title).

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- The page numbering has been corrected (we had two pages numbered "13-2").
- (16-1) The Board decided to leave Section 16, Design Guidelines, in the Plan and, at the same time, reinforced its desire not to add extra layers to the plan review process. Page 16-1 contains several textual changes designed to clarify the purpose and application of the Design Guidelines. The timing and advisory nature of PGMS plan review is also incorporated.
- (16-2) A new statement clarifies the intent of the "Definitions" in Design Guidelines.
- (16-6) A reference to a color palette in the PGMS office replaces the list of encouraged colors.
- (16-6) Reference to the City's signage standards is added.
- (16-6, 7, 8) Mark Little has volunteered to help edit the element on Signage.
- The Plan's Design Guidelines promote a degree of flexibility within the context of the overall neighborhood character that is proposed. "New looks", within that framework, are not discouraged.

<b>INTRODUCTION</b>	<b>I</b>
<b>SECTION 2 • ENVIRONMENTAL ASSESSMENTS</b>	<b>2-1</b>
<b>SECTION 3 • ZONING – PROPOSED MODIFICATIONS</b>	<b>3-1</b>
<b>SECTION 4 • TRANSPORTATION PLAN AND STRATEGY</b>	<b>4-1</b>
<b>SECTION 5 • PUBLIC PARKING</b>	<b>5-1</b>
<b>SECTION 6 • RESIDENTIAL MIXED-USE DEVELOPMENT</b>	<b>6-1</b>
<b>SECTION 7 • PROPERTY ACQUISITION/USES</b>	<b>7-1</b>
<b>SECTION 8 • STREETS, SIDEWALKS, UTILITIES, SIGNAGE, CABLE</b>	<b>8-1</b>
<b>SECTION 9 • LIGHTING</b>	<b>9-1</b>
<b>SECTION 10 • LANDSCAPING &amp; STREET FURNITURE</b>	<b>10-1</b>
<b>SECTION 11 • GATEWAYS, OBELISKS, KIOSKS</b>	<b>11-1</b>
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## Introduction

### Preface

*The concepts set forth in this "Neighborhood Plan for 'Main Street' in the Grove" are offered solely to provide a framework for redevelopment activities within the Pineapple Grove Main Street "Program Area" (as defined on page "vii" of this Introduction). Should any of these concepts conflict with local or other applicable ordinance or regulation, the applicable ordinance or regulation shall apply. The reader is urged to contact the City of Delray Beach and the Community Redevelopment Agency (CRA) for information pertaining to comprehensive plans, land development regulations, and other such codes and ordinances.*

*References to parking requirements and related considerations appear in several Sections, notably, Section 2 and Section 5, among others. This plan contains recommendations and possible future actions that local authorities might consider for future implementation. Nothing contained in this Plan is intended to imply nor express that the City of Delray Beach, nor its agencies and authorities, have accepted the recommendations with respect to parking issues.*

This Neighborhood Plan is a compilation of community input and was adopted by the Board of Directors of Pineapple Grove Main Street, Inc., (PGMS) for presentation to the community. The Board invites input from all who review the Plan, which remains a "work in process", and will thoughtfully consider any and all constructive recommendations.

The elements of the Neighborhood Plan have been reviewed and endorsed by the Delray Beach City Commission and other local authorities. City and CRA staff are working with PGMS to prioritize projects, identify implementation responsibilities, and formulate implementation schedules. Budgets and sources of funding are also being developed.

## Background & Overview

### Late 1980s—The “Pioneers” to Revitalization.

Perhaps the lowest point for the area known today as Pineapple Grove was reached during the mid-1980s when the neighborhood was virtually abandoned by all but a few determined merchants. Most properties, residential and non-residential, were owned by absentee owners who paid little if any attention to the well-being of the neighborhood or the individual properties. Single family homes were commonly rented to multiple-family dwellers; crime was considerable; the streets were populated by the homeless.

During the late 1980s, several area merchants and property owners joined with others in the community concerned with downtown conditions and formulated a plan intended to stem the downward trend. With support of local government, they initiated some streetscape and landscaping improvements, installed some outdoor artworks, had the neighborhood officially named “Pineapple Grove”, and changed the name of four blocks of Northeast 2nd Avenue to “Pineapple Grove Way”, among other improvements.

These well-meaning initiatives, however, were not enough—the neighborhood, though improved to some degree, remained blighted.

### The Florida Main Street Program.

In 1994, the Delray Beach Joint Venture sponsored consideration of the *Florida Main Street* program for Delray Beach, encouraging as its initial focus the commercial core of the Pineapple Grove neighborhood. Several local residents and property owners organized and incorporated Pineapple Grove Main Street, Inc., to administer the program, and the area from Atlantic Avenue to NE 4<sup>th</sup> Street, along NE 1<sup>st</sup> Avenue, Pineapple Grove Way, and NE 3<sup>rd</sup> Avenue was selected as the program’s focus area.

Following review of an application prepared by Pineapple Grove Main Street, Inc., then-Secretary of State, Jim Smith, designated Delray Beach a *Florida Main Street* community in August, 1994, and PGMS began its first fiscal year on October 1, 1994.

The Main Street program for revitalization is driven by grass roots initiatives in partnership with local, state, and federal government. It is incremental in nature and utilizes a comprehensive, four-point approach consisting of Design, Organization, Promotion, and Economic Restructuring.

### The Planning Process.

After first identifying the community’s vision for the program area, and then testing the vision with a market analysis, Pineapple Grove Main Street, Inc., organized and conducted a planning and design *charrette* in March, 1996. The two-day charrette was attended by 83 participants including elected officials, City administrators, representatives from other downtown agencies and organizations, Pineapple Grove business and property owners, and the general public.

The charrette produced sketch drawings and an outline of recommendations reflecting the unanimous or near-unanimous consensus of the participants. These rec-

ommendations formed the basis for the comprehensive *Neighborhood Improvement Plan for "Main Street" in the Grove*.

### Neighborhood Improvement Plan.

All aspects of neighborhood improvement are reflected in the Plan, including capital projects, zoning and policy considerations, non-capital programs and projects, funding, and implementation. The thrust of the Plan is to bring back the social and economic vibrancy Pineapple Grove once enjoyed.

Pineapple Grove is a unique neighborhood in downtown Delray Beach, and can become a productive complement to the Atlantic Avenue renaissance. It has a special history and the potential for a future centered on arts-related activities. The well being of Pineapple Grove is key to the sustainability of the community's investment in downtown Delray Beach.

Charrette participants view the Main Street program area in three principal components:

NE 1<sup>st</sup> Avenue is principally residential in character. Most properties are single family residential structures and house a mix of residential and non-residential uses. The Plan encourages the continuation of this character.

Pineapple Grove Way is a commercial corridor. The Plan proposes to emphasize the pedestrian use of the corridor and calm the flow of traffic. Capital improvements to the corridor will create an environment similar to that on Atlantic Avenue between Swinton Avenue and NE 6<sup>th</sup> Avenue, although the character will be distinct to the Grove.

NE 3<sup>rd</sup> Avenue features uses that are productive economically. Light manufacturing, assembly, distribution, and service industries are predominant. The 2-block corridor is an valuable jobs center that benefits the neighborhood's economy. Charrette participants want to continue these elements, while adding lighting for security and other relatively modest improvements to the area.

The Plan also proposes projects and elements that extend beyond those typically associated with "redevelopment". It addresses image enhancement features, activities, and programs designed to create an environment enriched with educational opportunities and appeal.

For the merchants and businesses, the Plan describes programs underway in Pineapple Grove Main Street, Inc., designed to strengthen and retain those who are already located in the program area, and recruitment programs to attract new businesses.

## Participation

### PGMS Committees and Resource Teams

When the two-day Charrette concluded, the work of the volunteers began. PGMS sub-committees met on a weekly basis to translate the outline of projects identified by Charrette participants into the Neighborhood Plan here presented. Committee members, numbering nearly 100, included neighborhood property and business owners, neighborhood residents, others from throughout Delray Beach, and professionals in the fields of design, planning, construction, finance, real estate, and so forth. All in all, hundreds of individuals have contributed their input to this Plan.

## Public Officials

In addition to committee members from the private sector, several administrators from the City of Delray Beach and the Community Redevelopment Agency volunteered their "after-hours" services.

## Summary of Proposals

### Capital Projects.

*Streets; sidewalks; utilities; cable.* The proposed improvements are in keeping with the character description set forth earlier in this Summary.

The first and third blocks of NE 1<sup>st</sup> Avenue have been improved in recent years. The Plan proposes to emulate these recent improvements in the second and fourth blocks.

Transformation of Pineapple Grove Way from a vehicular- to a pedestrian-friendly environment focuses much of the streetscape work along this corridor. The Plan proposes to widen sidewalks, narrow the traffic lanes, and meander the street block-by-block from NE 1<sup>st</sup> Street to NE 4<sup>th</sup> Street.

Improvements to NE 3<sup>rd</sup> Avenue and NE 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> Streets are more modest.

During the construction of improvements of streets and sidewalks, underground utilities can be upgraded as necessary and overhead cable can be buried wherever feasible.

*Public parking.* Several locations are identified that might be suitable for future public parking lots. The sites are located behind and east of the Pineapple Grove Way businesses; three are vacant properties in the second, third, and fourth blocks, and two others are small, privately owned parking lots not presently "attached" to a particular building.

*Lighting.* The design of the proposed decorative street lighting will further distinguish Pineapple Grove as a "special" downtown neighborhood center.

*Gateways, Obelisks, and Kiosks* are enhancements that draw people into the neighborhood by distinguishing it as a distinctive destination within the downtown. The arched gateways spanning the north and south ends of Pineapple Grove Way, artistic obelisks at other neighborhood points of entry, and decorative informational kiosks within the neighborhood are designed to identify the Grove and attract visitors.

*Landscaping and Street Furniture* provides shade, comfort, and resting places for pedestrians. Strolling is encouraged and enhanced along Pineapple Grove Way.

*Transportation plan.* To facilitate access from east bound Atlantic Avenue, a left turn arrow is proposed at Pineapple Grove Way with the east bound light extended accordingly.

As optional considerations, the Plan suggests the uses of narrowed traffic lanes, roundabouts, and traffic humps to calm the flow of traffic, particularly along Pineapple Grove Way. The downtown bypass is also addressed.

*Pineapple Grove Arts Park.* A neighborhood park, with such features as pathways, park benches, play equipment, water elements, and a band shell adds charm and flavor reminiscent of the traditional downtown. The Plan recognizes the scarcity of

land in Pineapple Grove, and suggests that the park might replace an existing, privately-owned parking lot on Pineapple Grove Way. The concept is demonstrated using the site of the "old Winn Dixie" parking lot, however, *no specific site is proposed*. For the park to become a reality at any location, several factors must first be resolved.

#### Zoning & Policy Considerations

**Zoning modifications** are proposed to conform Pineapple Grove Way to the Atlantic Avenue corridor, thereby enhancing the likelihood of infill construction.

**Transportation plan.** The Plan proposes to prohibit all truck traffic along Pineapple Grove Way (alleys will accommodate deliveries) and prohibit through trucks along NE 1<sup>st</sup> Avenue.

Public transportation will become increasingly important to the long-term, sustainable success of the downtown. The plan encourages two forms, one to transport visitors to and from the downtown, and a second within the downtown.

**Public parking.** In-lieu parking fees paid for Pineapple Grove projects should be earmarked for future public parking projects in the Grove. Over time, the structure and process of the in-lieu fee must be reconsidered for parking in the urban downtown. In order for in-fill construction to become a reality, every effort must be made to encourage private investment and reinvestment on properties now utilized for private off-street parking with public right-of-way frontage. PGMS is collecting and studying parking plans currently in use by communities elsewhere. The intent of the Plan is to identify and implement parking strategies, involving both the public and private sectors, that foster a positive investment environment in the downtown while enhancing the supply of parking.

**Lighting** guidelines are suggested for privately-owned properties that will complement and add to streetlight illumination of the sidewalk.

#### Programs and Projects—Non-Capital

**Cultural Arts Plan.** Many locations are identified for outdoor sculpture and mural art, creating an outdoor art gallery throughout the program area that serves as a "magnet" to Delray Beach residents and visitors. The art plan will address the review and selection process, insurance, maintenance, and other pertinent considerations. The plan to attract performing arts organizations is also a key consideration.

**Façade improvements** are encouraged with the availability of small matching grants, low interest loans, micro-loans, technical assistance, and professional services.

**Landscaping and street furniture** on privately owned properties are similarly encouraged and will further enhance public right-of-way improvements.

**Residential mixed-use development** on upper floors of two- and three-story buildings. Several properties within the Program Area are suggested for upper floor residential dwellings, including the areas above surface parking lots, and upper floors of multi-level parking garages. The Plan recommends modifications to Land Development Regulations where appropriate to facilitate the residential use, and the use of financial and/or tax incentives is encouraged.

*Environmental assessments* are recommended for properties that might pose environmental challenges and are proximate to business operations.

*Historic preservation plan.* An estimated 86% of the properties built in the program area are post-World War II construction. Nonetheless, several are potentially significant historic properties, and the neighborhood itself is rich in history. A detailed study is proposed that can demonstrate the programs best suited to emphasize the historic character of the neighborhood and preserve the appropriate properties.

*Economic restructuring.* Research by Pineapple Grove Main Street, Inc., has identified several professional services available to the small business person at little or no cost. The availability of these services is being shared with Pineapple Grove businesses on an as-needed basis. The plan proposes to "institutionalize" this service and introduce periodic educational workshops along similar lines.

Pineapple Grove Main Street, Inc., is building a database of every property and business in the program area. Once completed, the database will be continually updated and shared with other downtown interests, including the City, CRA, DDA, and Chamber of Commerce. The accurate inventory of properties and businesses allows us to better match the business prospect with available locations, thus facilitating our new business recruitment activities.

*Outreach and marketing* plans are described for the Plan itself (including workshops designed for public education, input, and consensus building), the Pineapple Grove neighborhood, and the Pineapple Grove Main Street, Inc., program.

## Funding

The projects and programs proposed in the Plan will be funded by a variety of public sector and private sector sources. The goal is to formulate a funding strategy that equitably distributes the costs among the parties at interest, utilizing outside dollars wherever possible. Possible sources include:

- Local Government
- Capital improvements bond issue
- Business Improvement District (BID)/special assessments
- Grants (governmental and private foundations)
- Sponsors/underwriters
- Other sources (donations, gifts, membership dues, endowments, etc.)

## Implementation Strategies

Projects associated with capital budgets of local government will be scheduled for construction in collaboration with the appropriate authorities. Several of the related projects will necessarily be undertaken in sequence.

Projects, programs, zoning, and policy considerations not reliant on local government capital budgets will be implemented on an independent schedule.

## Conclusion

The proposals of the Plan are comprehensive, productive, and conducive to the return of economic vitality and quality of life in Pineapple Grove. Projects and programs can be instituted incrementally, thereby lessening any potential strain on capital budgets of local government. Every effort is being made to identify and contribute sources of funding from outside local government.

Overall, the Plan will considerably improve the business and living environment for Pineapple Grove. Increased property assessments and the enhanced flow of other tax revenues associated with the improved economy will yield a handsome return on the community's investment.

### **Vision**

Pineapple Grove Main Street will be the cultural, retail and educational center of Delray Beach's historic Pineapple Grove neighborhood, offering its unique blend of population diversity, business mix and the arts in a quaint, safe and accessible setting to residents and visitors of all ages.

### **Mission**

Pineapple Grove Main Street, Inc., was organized to restore, promote, and maintain the charm and character of the historic commercial district of Pineapple Grove for the benefit and education of local residents and visitors to the area.

### **Definitions**

The "City" is the City of Delray Beach, Palm Beach County, Florida.

"PGMS" is Pineapple Grove Main Street, Inc., a not-for-profit Florida corporation.

The "Board" is the Board of Directors of PGMS.

The "Program Area" is the initial focus area of the Delray Beach Main Street program, located in the historic Pineapple Grove neighborhood, as reflected in Figure 1, hereto.

The "Plan" is the *Neighborhood Improvement Plan for "Main Street" in the Grove* as hereinafter set forth.

"Pineapple Grove Way" is that portion of NE 2<sup>nd</sup> Avenue lying between Atlantic Avenue and NE 4<sup>th</sup> Street/Lake Ida Road.

"Collector" streets are designed to encourage through traffic.

"Local" street — designed to provide vehicular access to abutting property and to discourage through traffic. Typically, local streets connect to collectors.

"Floribbean" is a term that connotes a blend of traditional, historic South Florida characteristics with a Caribbean/Latin influence. The term (hereinafter printed as *Floribbean*) is used to identify the proposed overall character of the District.

## Section 2 • Environmental Assessments

### Overview

Several businesses that have operated in Pineapple Grove for many years are today considered environmentally threatening when practices allow pollutants into the ground, air, water, etc. Rather than facing “unpleasant surprises” in the future, the Plan outlines some steps that might be taken more promptly so that any matters that are discovered can be timely addressed.

Beyond the obvious need for mitigation, the type and extent of contamination might bear on the property’s potential use and, hence, its current and future market value. Properties suitable for public parking might be cheaper to acquire and decontaminate.

Environmental considerations are highly technical and best addressed by professionals so trained. This chapter attempts to address the subject only in general terms.

The State’s Hazardous Waste program is now focusing on dry cleaners throughout Florida. Also initiated at the State level is a temporary “indemnification” program and clean-up process that will involve State of Florida resources. FDEP may know of a company that has a catalytic chemical that can remediate contamination without the need to excavate and/or pump ground water over the extended (and costly) time frame normally required. A dry cleaning operation may be able to purchase, for \$1,000, a Florida “insurance policy”.

### PROCESS—ASSESSMENTS/AUDITS

*Phase 1* is essentially a “paper search” that utilizes public records information, physical inspection of the site, aerial photographs, etc., to determine if there is probable cause to suspect ground water contamination.

*Phase 2* includes test borings/test wells that draw ground water samples for laboratory analysis. Typical well is 2-inch PVC inside a well casing, slotted to allow water to seep in and be drawn for analysis. Pipe can either be removed after samples are taken or left in place for subsequent use. The objectives are to (1) locate the area of highest contamination and (2) determine the extent to which contamination has spread. Each well can cost upwards of \$500 depending upon its depth.

### LIKELY CONCERNS IN PINEAPPLE GROVE

- Laundry/Dry Cleaners
- Restaurants
- Mechanical Repair and/or Manufacturing Firms
- Medical Offices
- Photographics
- Petroleum storage tanks

## RESOURCES

**City:** Delray Beach Environmental Services Department

**County:** PB County Department of Environmental Resources (DERM)  
3323 Belvedere Rd., Bldg. 502 (407) 233-2400

**State:** Small Business Development Center  
Florida Atlantic University, Building T-9  
561-362-5625  
Florida Department of Environmental Protection  
Small Business Program  
800-722-7457

## Recommendations

*Research the County and State assessment/remediation programs.*

*Obtain and study the City's map of well fields and zones to identify whether any of the Program Area is in Zone 1, 2, or 3.*

For property owners who agree to permit environmental audits:

*Draft an agreement wherein the property owner agrees to permit an environmental audit of his/her property. The agreement should:*

- indemnify the property owner from any and all costs and/or liability resulting from the audit;
- provide for repair of any damage to the property and return of the property to its prior condition at no cost to the owner; and
- grant expressed authority to the "auditor" to proceed with a Phase 2 audit should a Phase 1 audit so suggest.

*Upon the property owner's execution of the agreement, initiate Phase 1 Audits of the selected properties and/or operations identified as suspect.*

For property owners not willing to permit environmental audits, and whose properties are suspected of producing contaminants, the City should determine which agencies of County, State and/or Federal government might be brought to bear.

*Identify any and all resources that can mitigate the costs of correction where properties are found to contain contaminants.*

## Section 3 • Zoning – Proposed Modifications

### Overview

Zoning considerations are viewed within the context of the built environment. The Plan's overall direction is geared toward the transformation of the public realm in the Program Area to one that is conducive to its intended character.

Of particular importance is the public realm of Pineapple Grove Way, the street along which the flow of pedestrian traffic is most vital to the economy of the neighborhood. The Plan's general intent is to afford Pineapple Grove Way the same opportunities as Atlantic Avenue by giving Pineapple Grove Way the same tools.

The matters addressed below make certain zoning ordinances and regulations already existing elsewhere in the downtown applicable to the Program Area. Additional considerations are under study that might, over time, yield new concepts and practices.

Three of the City's zoning districts apply to various locations within the Program Area, specifically:

1. **OLD SCHOOL SQUARE HISTORIC ARTS DISTRICT (OSSHAD)** applies to properties lying west of the north-south alley situated between Pineapple Grove Way and NE 1<sup>st</sup> Avenue, from Atlantic Avenue to NE 3<sup>rd</sup> Street, and properties lying west of NE 1<sup>st</sup> Avenue between NE 3<sup>rd</sup> and 4<sup>th</sup> Streets;
2. **CENTRAL BUSINESS DISTRICT–RAILROAD CORRIDOR (CBD-RC)** applies to properties lying between NE 2<sup>nd</sup> Street and NE 4<sup>th</sup> Street, and east of the north/south alley between Pineapple Grove Way and NE 3<sup>rd</sup> Avenue, and west of the FEC railroad right-of-way; and
3. **CENTRAL BUSINESS DISTRICT (CBD)** applies to all other properties in the Program Area.

PGMS reviewed applicable City Land Development Regulations/Ordinances with a focus on compatibility with Program Area objectives. No modifications are proposed to the OSSHAD nor the CBD-RC districts. Matters pertaining to landscaping, lighting, parking, are considered elsewhere in this Plan. The following modifications are recommended for CBD<sup>1</sup>:

### Recommendations

Section 4.4.13 Central Business (CBD) District.

*Amend the first sentence of (F)(2) Open Space to read:*

A minimum of 10% non-vehicular open space shall be provided; however, within the area encompassed by the boundaries of the original Downtown Development Authority as described in Section 8.2.2 (B); ~~and~~ within the section of the CBD zoning district located east of the Intracoastal Waterway; and within the section of the CBD zoning district bounded by NE 1<sup>st</sup> Street on the south, Lake Ida Road (NE 4<sup>th</sup> Street) on the north, the OSSHAD District on the

<sup>1</sup> Deletions are identified by ~~strike through~~; additions are identified by underline.

west, and, as applicable, the FEC Railroad right-of-way and the CBD-RC District on the east, there shall be no minimum open space requirement.

***Amend (G)(2) Setbacks to read:***

Within the area encompassed by the boundaries of the DDA as originally established in Section 8.2.2(B), there shall be no required front, side (interior), side (street), or rear building setbacks except for the situation where there is no dedicated access to the rear of a building, a ten foot (10') side setback shall be provided.

Within the area encompassed by the section of the CBD zoning district described in Section 4.4.13 (F)(2), a front setback of not less than five feet (5') nor greater than ten feet (10') shall be provided, there shall be no required side (interior), side (street), or rear building setbacks except for the situation where there is no dedicated access to the rear of a building, a ten foot (10') side setback shall be provided.

***Amend (H) Special Regulations (1) to read:***

The sale of second hand material, other than verifiable antiques, shall not be allowed within businesses, nor on properties, which have an entry from and/or windows along and/or frontage on East Atlantic Avenue or NE 2<sup>nd</sup> Avenue (a/k/a Pineapple Grove Way) between East Atlantic Avenue and NE 4<sup>th</sup> Street.

***Amend (H) Special Regulations (4) to read:***

Multi-family dwelling units may be located in structures that are comprised of residential units only or in mixed-use buildings that contain a combination of residential and non-residential uses. However, where residential uses are located in structures having frontage on Atlantic Avenue or Pineapple Grove Way, there must be nonresidential uses fronting the Avenue or Way on the ground floor.

**Parking requirements**

Two principal considerations are addressed in connection with Program Area parking matters.

Firstly, in order to conform parking regulations to those applicable to the Atlantic Avenue corridor in the "downtown core", *the following modification to Section 4.4.13 Central Business (CBD) District is recommended:*

***Amend (G) Supplemental District Regulations (1) Parking to read:***

(a) Within that portion of the CBD bounded by Swinton Avenue on the west, N.E. 1<sup>st</sup> Street on the North, the Intracoastal Waterway on the east and S.E. 1<sup>st</sup> Street on the south, and the area between NE 1<sup>st</sup> Avenue and NE 3<sup>rd</sup> Avenue from NE 1<sup>st</sup> Street to NE 4<sup>th</sup> Street, parking requirements shall apply to new floor area only.... [No additional modifications are recommended for the remainder of the paragraph]

The second principal concern of this Plan relates to the strip center/suburban design standards that afflicted the Program Area, particularly the properties fronting on Pineapple Grove Way, during the period when much of its built environment was being constructed.

Today, Pineapple Grove Way lacks the sense of linear space, the so-called "outdoor room", that encourages the flow of pedestrian traffic. Atlantic Avenue, from Swinton Avenue to NE 6<sup>th</sup> Avenue, is a grand example of how the built environment affects the pedestrian flow and, hence, the economic vitality of the area. While the presence of evening entertainment venues (restaurants, cafés, lounges, etc.) serves as the attraction, it is the relatively unbroken line of building façades and storefronts that compels downtown visitors to *stroll* the Avenue once they are here.

The recommendation set forth above will improve the redevelopment environment along Pineapple Grove Way. It is, however, only one element of the long term solution. Private, on-site parking that fronts on the Pineapple Grove Way public right-of-way creates a break in the wall of the "outdoor room" and, hence, an impediment to the flow of pedestrian traffic. Infill construction, that replaces these breaks in the wall, is the second element of the long term solution.

***In order for infill construction to be practicable, the City, CRA, and PGMS must formulate parking considerations that remove the barriers to infill development.***

By so doing, the investment community will be constrained only by market conditions which, over time, will encourage infill construction. All parties, including local government and the taxpayers of Delray Beach, ultimately benefit.

***Specific focus is also encouraged regarding in-lieu parking fees.***

The theory of in-lieu fees is sound; however, the structure and application of the program in the urban environment is a two-edged sword. Certainly, the goal of building out the urban center, within the context of the community's vision, is a priority of equal stature with providing ample parking.

The in-lieu fee is but one of many possible funding sources for public parking.

***Alternative funding sources for public parking must be identified and evaluated; those deemed appropriate should be incorporated as early as practicable. Concurrently, strategies related to downtown parking provisions can be compiled, evaluated, and considered. The objective is to create a downtown environment that provides adequate parking for the foreseeable future, with responsibilities shared by public sector and private sector interests, while also encouraging continued investment and in-fill development.***

## Uses

PGMS reviewed the permitted and conditional uses pertaining to the Program Area. Many uses are not in keeping with the community's Vision for Pineapple Grove and/or its "Main Street", Pineapple Grove Way.

***The following uses should not be permitted anywhere in the Program Area<sup>2</sup>:***

- Abused spouse residences
- Shooting ranges
- Gun shops
- Adult entertainment establishments
- Service stations (except those with frontage on N.E. 4<sup>th</sup> Street)

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<sup>2</sup> Some of the listed uses are already addressed in the City's LDRs.

- Tattoo and/or body piercing shops
- Psychics

*On Pineapple Grove Way, any new second hand/thrift stores should be prohibited.*

*Within the Program Area, the following uses should be permitted only in that portion zoned CBD-RC:*

- Retail or wholesale automotive parts sales
- Lawn care equipment sales
- Contractor's yards/storage areas

Public telephones are a "use" of sorts that can constitute a nuisance in a neighborhood when not effectively managed and controlled.

*Within the Program Area, prohibit outdoor public telephones anywhere on the exterior of privately owned properties. Outdoor public telephone should only be permitted that are:*

- 1) located within public rights-of-way;*
- 2) housed in a booth or kiosk approved by PGMS and local government; and*
- 3) managed by, and with revenues benefiting, local government and/or PGMS.*

Dumpsters are the method for solid waste disposal most commonly used by individual businesses. In the urban environment, with its relatively high concentration of businesses, the number of dumpsters located behind the businesses can be overwhelming. Secondly, some areas of Downtown Delray Beach are experiencing something on the order of "turf wars" over the use of dumpsters.

*PGMS encourages the City to consider a plan to centralize solid waste collection, reduce the numbers of dumpsters that serve downtown businesses, and share the costs of disposal.*

## Section 4 • Transportation Plan and Strategy

### Overview

The success of the Program Area, particularly along Pineapple Grove Way, is directly related to the transformation of its environment from "vehicular-friendly" to "pedestrian-friendly". While identified as a Collector street, Pineapple Grove Way serves as a Local street. Nonetheless, due to traffic volume, speed, and composition (it is widely used by delivery trucks and tractor-trailers), Pineapple Grove Way is a highly pedestrian-unfriendly environment (all other streets in the Program Area are Local). The desirable environment for the Program Area is that all streets become Local, with Collectors located only at the perimeter.

This and the other provisions of the Transportation element will serve to calm the flow of traffic in the Program Area while increasing its traffic capacity and safety.

Besides the street design presented elsewhere in this Plan, an issue that has a large impact on the pedestrian friendliness of a street is the volume, speed, and type of traffic that uses the street. Vehicular traffic affects pedestrians in two ways:

- The volume and speed of vehicles restrict the ability of pedestrians to cross the street.
- The sound and pollution that vehicles emit make the environment noisy and smelly.

To increase pedestrian mobility and reduce crashes, a new discipline within traffic engineering has emerged called "traffic calming". This new concept in the United States runs counter to traditional street design of high speed, high volume, unrestricted vehicle movement. Traffic calming involves the placement of devices within the street to deflect vehicles horizontally or vertically. Devices can also be designed to prohibit the entry of larger vehicles by restricting their drive path. The philosophy is make the travel time along the Local street longer than the travel time on alternate, major routes.

Traffic calming restricts the movements of drivers who do drive appropriately so that those who drive inappropriately are controlled. To be truly effective, traffic calming should include two actions:

- a negative action, the imposition of devices that inhibit vehicle flow; and
- A positive action, a series of improvements along the major roads and at the major intersections to reduce the travel time along the major roads and encourage drivers to stay on the major roads.

### Discussion Items

#### Intersections

*[Note: The use of roundabouts at intersections with Pineapple Grove Way is offered as an option. This Plan views these devices as attractive alternatives to traffic lights and stop signs, while recognizing that their use entails considerable deliberation. The following review was prepared for Pineapple Grove Main Street, Inc., by the Genesis Group, provided as a service of the Florida Main Street program.]*

The most effective, attractive and safe traffic calming device is the modern roundabout (Figure 5.1). Modern roundabouts are not like traffic circles of the past.

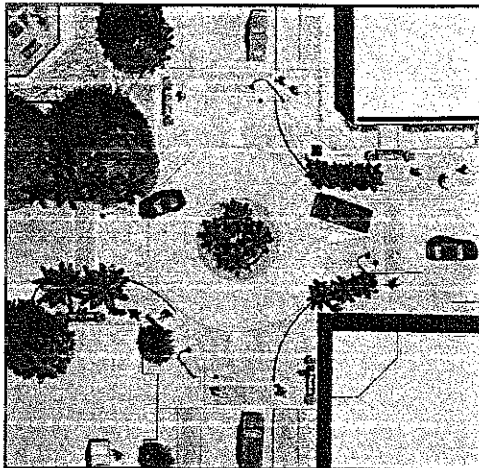
Traffic circles were constructed large, to give drivers a high speed of entry, circulation, and exit. Old traffic circles fail because of this high speed philosophy.

Modern roundabouts are designed as small as possible to limit vehicle speeds to less than 20 mph and require drivers to yield at the entry into the roundabout. The benefits of roundabouts include:

- 50% - 90% less crashes than intersections controlled by traffic circles, stop signs, or traffic signals
- Higher capacity than intersections controlled by stop signs or traffic signals
- Low vehicle speeds
- Attractive intersections
- Refuge islands provided for pedestrians as they cross the street

Roundabouts are safer for pedestrians than all other forms of traffic control. At roundabouts, pedestrians are not faced with threats from drivers turning right on red, making high-speed left turns, or from drivers who are running the red light.

At a roundabout, the pedestrian stops at the curb and looks only in one direction, the direction from which vehicles are approaching. When the low-speed traffic



**Figure 5.1 - Typical Roundabout**

crossing is safe, the pedestrian crosses to the island refuge, where he or she looks in the opposite direction for approaching vehicles. When safe, the pedestrian crosses to the opposite curb.

By combining low speed, refuges, and simple decision-making, roundabouts have become the safest form of intersection control in the world for drivers, pedestrians, and bicyclists.

If the concept of roundabouts is deemed desirable and suitable by the City, their use would be appropriate at two, possibly three, locations in the Program Area, specifically, at the intersections of

Pineapple Grove Way with NE 2<sup>nd</sup> and 3<sup>rd</sup> Streets. Should the City elect to convert NE 1<sup>st</sup> Street from one-way to two-way travel, a roundabout would also be appropriate at its intersection with Pineapple Grove Way.

Another traffic calming device is the "intersection hump", similar to a speed table. Here, the whole intersection is raised to the top of the curb to help pedestrians cross and to slow vehicles by bringing them up to the pedestrian level. An intersection hump permits larger vehicles to make turn movements, while the roundabouts restrict the movement of larger vehicles.

A hump would be appropriate at the intersection of NE 1<sup>st</sup> Avenue and NE 2<sup>nd</sup> Street. Locating the device at this intersection, particularly in tandem with the roundabouts on Pineapple Grove Way, will attract services vehicles to NE 2<sup>nd</sup> Street so that they are limited to one street from which they can enter the alleys and service the Pineapple Grove Way businesses from the rear entrances. The goal is to limit the number of service vehicles that utilize the retail streets.

## One-way Bypass

The City's traffic consultants recently studied, among other matters, the impact of converting NE and SE 1<sup>st</sup> Streets, between Swinton Avenue and US 1, from one-way to two-way streets. Charrette participants recommended this conversion by unanimous consensus for reasons enumerated below.

- One-way configuration encourages higher vehicular speeds. High speeds reduce safety to the pedestrian and bicyclist, and increase the likelihood of crashes.
- Business interests along the one-way bypass suffer reduced exposure to the passing motorist, thereby negatively affecting the economic vitality of the businesses with resulting negative consequences to the community.
- Residential dwellers are adversely impacted by the higher speeds, noise levels, hazards, and pollutants emitted.
- Downtown traffic patterns are disrupted by the driver's inability to circle a block in search of a business location, parking, etc. The efficient flow of traffic is negatively impacted; the one-way streets confuse motorists.
- The bypass is under-utilized. According to a survey conducted by the City's Planning Department, many drivers actually *prefer* the snail's pace of Atlantic Avenue.

The traffic consultants concluded that conversion from one-way to two-way travel would have a negligible impact on levels of service at the downtown intersections studied. Furthermore, the study concluded that the overall circulation of traffic would be improved by virtue of the conversion.

A further enhancement to circulation is the installation of the roundabout in concert with the conversion. One-way streets handle higher volumes of traffic more efficiently because no driver has to stop and wait for oncoming traffic to pass before turning left. Left-turning vehicles block through vehicles.

When the roundabout replaces the traditional intersection of two-way streets, the intention of the driver at the intersection becomes less relevant. Any vehicle entering the roundabout from any direction can, with no adverse impact on the flow of traffic, turn left, turn right, or go straight through.

In fact, the left-turn vehicle, once having entered the roundabout, has the right-of-way and so quickly exits the roundabout. The higher the left-turn volume, the better the roundabout performs. Roundabouts also help drivers make U-turns and thereby enhance circulation within the area.

Control of the intersections by roundabouts will further support conversion of the one-way streets back to two-way operation. Traffic circulation will be enhanced while increasing the capacities of the 1<sup>st</sup> Streets.

This Plan encourages the City's studied consideration of the traffic calming devices discussed above and the conversion of the one-way bypass.

In addition to the matters addressed above, the Plan proposes additional strategies to lessen the negative impact of the automobile within the Program Area, as reflected below.

## Recommendations

### Access from Atlantic Avenue

*At the intersection with Pineapple Grove Way and Atlantic Avenue, add a left turn arrow for east bound travel and extend the east bound green light accordingly. This will accommodate east bound traffic attempting a left turn into Pineapple Grove.*

### Truck Traffic—Restrictions and Alternate Routes

Improvements to streets and sidewalks in the Program Area are enumerated elsewhere in the Plan. They serve to convert Pineapple Grove Way from a Collector to a Local street and, taken together with other elements of the Plan, create a safer, more inviting environment for the pedestrian. The following truck traffic prohibitions and restrictions are offered in tandem with the streetscape/hardscape improvements offered elsewhere in this Plan.

- *Prohibit all truck traffic on Pineapple Grove Way from NE 1<sup>st</sup> Street to NE 4<sup>th</sup> Street.* Trucks destined for businesses with frontage on Pineapple Grove Way can use the public alleys located behind such businesses and, for deliveries to the Pineapple Grove Shops, access from NE Avenue.
- *Prohibit through truck traffic on all other streets and alleys within the Program Area* (i.e., only delivery and service trucks with neighborhood destinations would be permitted).

As alternates to NE 1<sup>st</sup> Street, trucks should be encouraged to use NE 4<sup>th</sup> Street and/or SE 1<sup>st</sup> Street. NE 4<sup>th</sup> Street has been widened and better accommodates east/west truck travel. SE 1<sup>st</sup> Street, from Swinton Avenue to US1 traverses a less developed and, hence, less congested commercial district.

### Public Transportation

When streets in the commercial core become increasingly “unfriendly” to the vehicle, public transportation becomes the natural alternative. A fully developed system should include the transportation of individuals in two categories:

- to and from the greater downtown area, and
- within the downtown.

*PGMS encourages downtown interests to collaboratively develop and implement a comprehensive public transportation system utilizing existing Palm-Tran busses and/or locally-owned trolley(ies) to deliver riders to and from several “transfer” locations around the perimeter of the downtown core (including the Program Area). Each of the transfer locations would be served by a tram service that would transport riders within the downtown.*

PGMS stands ready to participate in the formulation and implementation of a public transportation plan for downtown Delray Beach, should the parties at interest so desire.

*Secondly, the coastal urban communities in South Florida would be far better served if Tri-Rail relocated to the FEC railroad. The City of Delray Beach should consider a resolution that encourages the relocation of Tri-Rail to the FEC, with a downtown stop at the historic Delray Beach Train Station.*

## Section 5 • Public Parking

### Overview

A key element of the Redevelopment Plan is infill development, particularly along Pineapple Grove Way. Many of the areas best suited for infill construction are presently utilized for private, off-street parking lots, and are tied to adjacent buildings. In order for infill to be practicable, and to further attract consumers into the neighborhood, convenient locations for public parking must be strategically identified and secured at the earliest feasible date.

The reconfiguration of Pineapple Grove Way will result in the loss of several on-street, parallel parking spaces. Similarly, the existing inventory of parallel parking on NE 1<sup>st</sup> Street, between the railroad tracks and Pineapple Grove Way, will be affected if converted from one-way to two-way.

The following recommendations provide for surface parking only. The need for multi-level parking structures is unknown at the time of this writing; however, the Block 76 and Block 82 locations described below might accommodate multi-level structures should future demand dictate.

### Recommendations

Sites identified to accommodate public parking facilities are described on a block-by-block basis, as follows:

**BLOCK 76.** The CRA has completed Phase I of the public parking lot, providing 131 new spaces.

**BLOCK 83.** *Provide a new, public lot on the Carey property, between NE 2<sup>nd</sup> Street and the FPL sub station, and the lot immediately east of the Carey property, between the FPL sub stations and Railroad Way.*

**BLOCK 82.** *Construct a new public parking lot on the Carey property, between NE 2<sup>nd</sup> Street, NE 3<sup>rd</sup> Street, NE 3<sup>rd</sup> Avenue, and the Block 82 alley. This element contemplates the demolition of the buildings located thereon, except the building(s) deemed historically significant.*

**BLOCK 81.** *Construct a new lot for public parking on the northwest corner of NE 3<sup>rd</sup> Street and NE 3<sup>rd</sup> Avenue (the Vultaggio property), with a small landscape element in the new lot's southeast corner.*

*Acquire the existing parking lot located south of Lake Ida Road (NE 4<sup>th</sup> Street), between NE 3<sup>rd</sup> Avenue and the Block 81 alley, for the use of the general public.*

**BLOCKS 81 AND 89.** *Identify smaller, vacant lots along NE 3<sup>rd</sup> Avenue, between NE 3<sup>rd</sup> and 4<sup>th</sup> Streets, that may be suitable parking locations to serve nearby businesses. Formulate a plan for public/private collaboration to acquire and develop parking locations on sites so identified.*

## Section 6 • Residential Mixed-Use Development

### Overview

The *Wall Street Journal*, in December, 1997, opened an article on mixed-use downtown living by relating the following:

Some of Florida's newest residences come without swimming pools, tennis courts or parking. Many are small and in old buildings with no backyard, no golf course nearby - only lots of noise, traffic and shopping.

And the residents say they love it.<sup>3</sup>

The demand for residential housing in downtown Delray Beach is a firmly established reality that mirrors similar trends nationwide. Residential real estate agents report that many for-sale homes are under contract for purchase before the "for sale" sign goes up.

The practice of living in apartments above retail, office, and commercial properties in the downtown was commonplace until the mid-twentieth century, when the proliferation of the automobile encouraged new subdivision development in the ever-expanding suburbs. Southeast Florida has grown accustomed to accommodating its rapid population growth for decades by allowing new development to proceed further and further to the west. The consequences of these growth-related policies are now becoming painfully evident.

New construction on previously undeveloped lands is a frighteningly costly way to accommodate growth. Not only does new construction consume increasingly scarce natural resources (including the land on which it is built and the materials used to build it), new construction also creates the need for the full array of public services that we all demand in any community—services such as roads, bridges, public utilities, schools, hospitals, libraries, police protection, emergency services, etc.—all of which must be newly produced, thus consuming additional natural resources and prodigious sums of taxpayer dollars. All the while, *existing* properties in the coastal corridor lie underutilized if not altogether abandoned.

The growth of South Florida's population is projected to continue at one of the nation's highest rates well into the 21<sup>st</sup> century, and must be accommodated. The most efficient way to do so is by maximizing the use of existing, downtown infrastructure and building space. Downtown residents can easily walk or bike to many of the destinations typically sought on a day-to-day basis—shopping, the beach, dining, evening entertainment, etc. Some residents also work downtown. All-in-all, "downtowners" rely far less heavily on the automobile for their daily transportation needs, with the obvious benefits to the economy, environment, and public works.

PGMS is an avid proponent of mix-use, residential-above-commercial development in downtown Delray Beach. A number of opportunities are present in the Program Area for new infill development, adaptive reuse projects, and additions to existing properties. Investors should be encouraged in every practicable way to pursue these opportunities.

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<sup>3</sup> "In the Land of Swampy Suburbia, Urban Living Is Gaining a Foothold" by Alina Matas, *The Wall Street Journal*, Wednesday, December 17, 1997

## Recommendations

*Identify the locations with the greatest potential for upper (i.e., second and/or third) floor residential dwellings.*

Sites should be sufficiently buffered by distance or physical elements from the FEC railroad tracks. Suitable locations include the "Old Winn Dixie" property at the northeast corner of Pineapple Grove Way and NE 1<sup>st</sup> Street, all of the properties fronting on Pineapple Grove Way between NE 1<sup>st</sup> and 2<sup>nd</sup> Streets, the strip center on the east side of Pineapple Grove Way between NE 2<sup>nd</sup> and 3<sup>rd</sup> Streets, and the Pineapple Grove Shops strip center on the west side of Pineapple Grove Way between NE 3<sup>rd</sup> and 4<sup>th</sup> Streets.

Surface parking lots are potential sites for the construction of residential apartments above the lot. This type of development can also be incorporated into multi-level parking garages. Opportunities in the Program Area include the CRA's Block 76 parking lot and the public parking locations proposed elsewhere in this Plan, specifically, on the west side of NE 3<sup>rd</sup> Avenue between NE 2<sup>nd</sup> and 3<sup>rd</sup> Street, and the Carey property on the southwest corner of NE 3<sup>rd</sup> Avenue and NE 2<sup>nd</sup> Street.

*Identify and modify any elements of the City's Land Development Regulations that discourage the development of upper floor residential dwellings.*

*Amend LDR Section 4.4.13(I) (the Performance Standards application to developments which would result in a density greater than 30 dwelling units per acre) to include properties zoned CBD between N.E. 2<sup>nd</sup> Street and N.E. 4<sup>th</sup> Street.*

*Maximize the use of financial and/or tax incentives in the earliest stages of upper floor residential development to provide motivation for the "pioneer" investor/developers.*

## Section 7 • Property Acquisition/Uses

### Overview

Several elements of this Plan refer to projects that necessitate the acquisition of privately owned property for the construction of public improvements, specifically, suitable locations for public parking (Section 5) and the location for a neighborhood park (Section 12).

Public acquisition of privately owned property is also appropriate for reasons other than the public's use of that property. Local authorities can "assemble" adjacent properties owned individually by several different parties, and then sell the assembled site to a developer who commits to develop or redevelop the property in support of the Neighborhood Improvement Plan.

Another opportunity for the public sector to assist in the furtherance of the neighborhood goals is to acquire property that is encumbered by leasehold and/or easement interests detrimental to the neighborhood's economy, and/or to acquire property from absentee or other owners who are, by their action or inaction, impeding neighborhood progress.

Overall, the elements of this Plan, as and when implemented, are intended to accomplish several objectives in Pineapple Grove for the benefit of the neighborhood, the downtown area, and City of Delray Beach as a whole, among which are the following.

- Attract the cultural arts
- Provide additional neighborhood shopping, entertainment, and educational opportunities.
- Improve environmental conditions.
- Increase pedestrian traffic/activity.
- Calm the flow of vehicular traffic.
- Eliminate blighted conditions.
- Provide a catalyst for future development.
- Facilitate economic stimulation and investment.
- Improve marketability.
- Create jobs.
- Provide economic stimulation and investment.
- Increase nighttime activity.
- Provide housing opportunities.
- Increase the availability of parking.

*Figure 8.1 displays properties within the Program Area that, as of January, 1998, should be addressed by local authorities in connection with one or more of the above objectives.* Some of the properties identified in Figure 8.1 represent an opportunity to satisfy an objective, while others inhibit the community's opportunity for same.

PGMS includes this Property Acquisition element in the Plan as a precautionary matter should the need arise in the future to acquire privately owned properties for reasons such as those expressed above.

## Recommendations

*Identify properties suitable for public parking and initiate the steps necessary for acquisition.*

Properties that the Plan suggests for public parking locations include the sites on Blocks 81, 82, 83, and 89.

In addition to this Plan's recommendation for new public parking locations, PGMS expresses its support for the CRA effort to acquire the two properties necessary to complete the prompt expansion of its Block 76 parking lot. Perhaps more importantly than the near-term addition of surface parking, the acquisition of these properties will render the site suitable for a future multi-level parking facility, should the need arise.

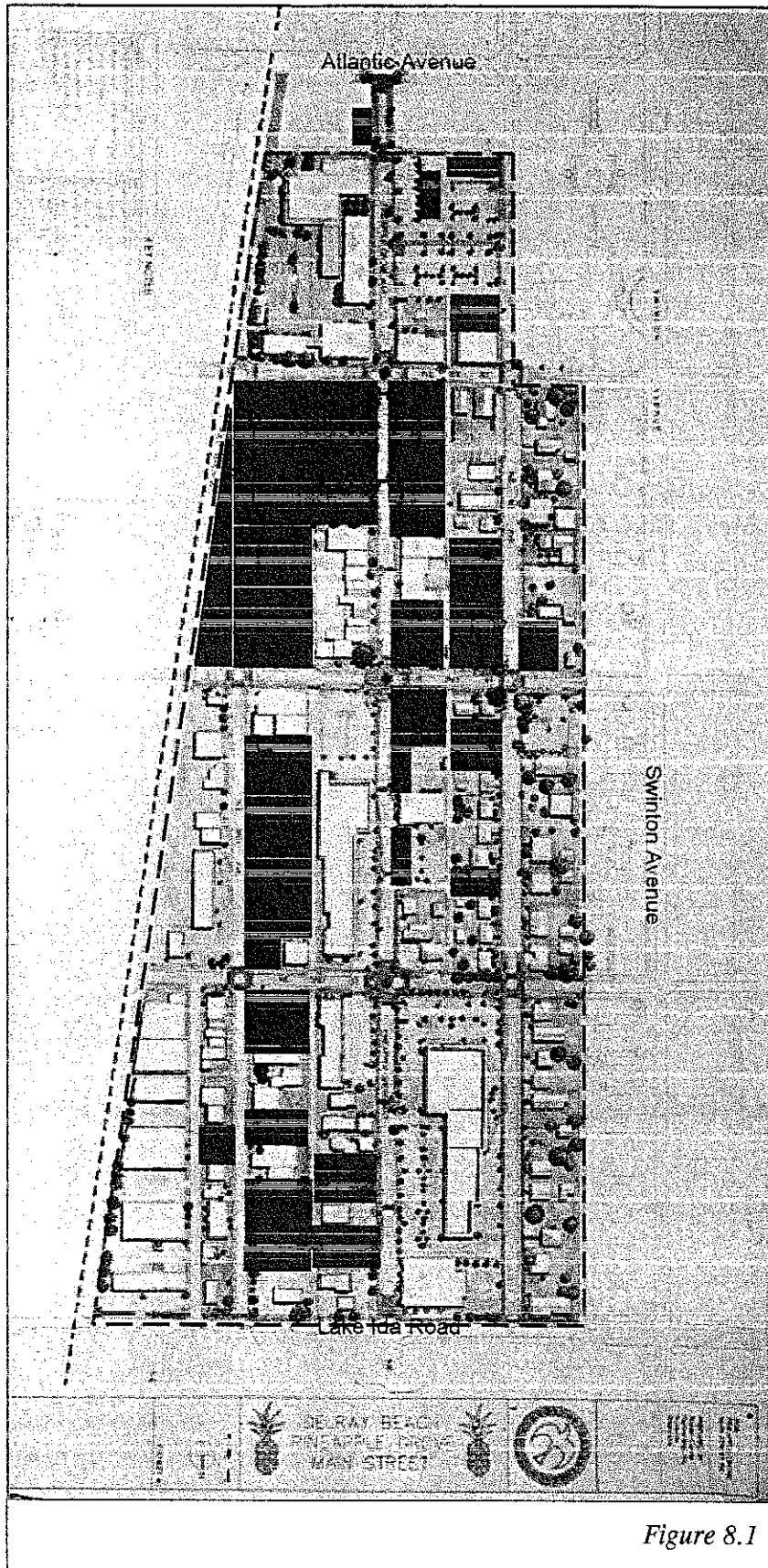
*Select an appropriate location for a neighborhood park in Pineapple Grove and initiate the steps necessary for acquisition.*

The Plan demonstrates that a neighborhood park can be feasibly designed to fit on the existing privately owned parking lot at the northeast corner of Pineapple Grove Way and NE 1<sup>st</sup> Street. However, an alternate site might be more suitable. This matter should be studied and the most feasible location identified.

*Determine the need, if any, for public sector participation in the acquisition and assembly of properties suitable for upper level residential development. If necessary and appropriate, initiate the steps necessary for acquisition, assembly, and resale of pertinent properties.*

*Evaluate properties that negatively impact, by their appearance, use, realty interests, etc., the economic vitality of Pineapple Grove Way. If necessary and appropriate, initiate the steps necessary for acquisition, assembly, and resale of pertinent properties.*

*Remove the Florida Power & Light Co. electrical distribution sub-station located in the northeast one-quarter of Block 83.*



## Section 8 • Streets, Sidewalks, Utilities, Signage, Cable

### Overview

As with the Transportation element, recommendations for streets, sidewalks, utilities, and cable are intended to enhance the pedestrian-friendly nature of the Program Area.

Strolling is most important on the “retail street” of the neighborhood, Pineapple Grove Way. Because NE 1<sup>st</sup> Avenue houses a mix of residential and non-residential uses, pedestrian safety and comfort is an important consideration here as well. The nature of the NE 3<sup>rd</sup> Avenue quadrant is less pedestrian oriented. The cross streets serve as connectors of the pedestrian flow.

The recommendations are designed to accommodate the realization of these desirable environs within the Program Area.

### Recommendations

#### Roadways & Sidewalks

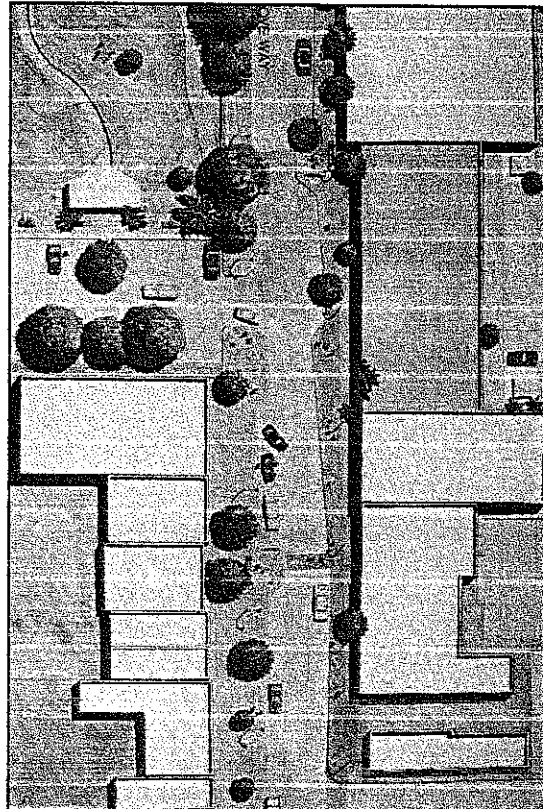
**PINEAPPLE GROVE WAY.** Reduce the travel lanes from 12 to 11 feet in width each direction such that the total width of the roadway, from Atlantic Avenue to NE 4<sup>th</sup> Street (exclusive of parallel parking), is 22 feet plus parallel parking.

**NE 1<sup>st</sup> AVENUE.** Resurface and realign between NE 1<sup>st</sup> and 2<sup>nd</sup> Streets and between NE 3<sup>rd</sup> and 4<sup>th</sup> Streets to reflect the improvements previously constructed on the 1<sup>st</sup> and 3<sup>rd</sup> blocks of NE 1<sup>st</sup> Avenue.

Construct new sidewalks, a minimum of 6 feet in width, on both sides of the street between NE 1<sup>st</sup> and 2<sup>nd</sup> Streets and on the west side only between NE 3<sup>rd</sup> and 4<sup>th</sup> Streets.

**PINEAPPLE GROVE WAY.** Resurface and realign from Atlantic Avenue to NE 4<sup>th</sup> Street.

In each block, reconfigure on-street parallel parking, where not in conflict with curb cuts, turn lanes, and the like, so that approximately one-half is located on one side of the street from its southern intersection with the cross street to mid-block, and the other half on the opposite side from mid-block to its northern intersection with the cross street.



*Figure 9.1 shows a typical block of Pineapple Grove Way with proposed street configurations, sidewalk and other improvements*

Reconfigure traffic lanes to meander in association with the reconfigured on-street parallel parking layout.

Widen existing sidewalks to a minimum of 10', extending the sidewalks into existing rights-of-way.

The proposed reconfiguration and sidewalk layout is depicted in Figure 9.1.

**RAILROAD AVENUE.** Resurface from Atlantic Avenue to NE 1<sup>st</sup> Street with paver bricks to match sidewalks. Resurface the east-west alley between Railroad Avenue and Pineapple Grove Way.

**NE 3<sup>rd</sup> AVENUE.** Construct a new sidewalk, not less than 6 feet in width, on the west side of the street from NE 2<sup>nd</sup> Street to NE 4<sup>th</sup> Street.

**CROSS STREETS.** Construct sidewalks in the District on both sides of NE 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> Streets to a minimum of 6 feet in width, or to match existing width where existing is greater than 6 feet. Terminate the sidewalks on both sides of NE 3<sup>rd</sup> Street at its intersection with NE 3<sup>rd</sup> Avenue.

Construct a new sidewalk on the south side of NE 4<sup>th</sup> Street from Swinton Avenue to the west side of the FEC railroad track<sup>4</sup>

Finish the surface of all sidewalks in the District in a brick paver surface to match existing sidewalks along East Atlantic.

Utilize existing rights-of-way for all new sidewalk construction.

Install curbing as is typical.

#### Intersections and Crosswalks

Resurface intersections and street surfaces, listed below, with paver bricks to match the intersection at Pineapple Grove Way and Atlantic Avenue:

- NE 1<sup>st</sup> Avenue at NE 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> Streets;
- Pineapple Grove Way at NE 1<sup>st</sup>, 2<sup>nd</sup> 3<sup>rd</sup>, and 4<sup>th</sup> Streets;
- NE 3<sup>rd</sup> Avenue at NE 3<sup>rd</sup> Street;
- NE 1<sup>st</sup> Street immediately west of and contiguous to the FEC right-of-way; and
- NE 2<sup>nd</sup> Street immediately west of and contiguous to the FEC right-of-way.

At the two locations contiguous to the FEC right-of-way, the square footage of the resurfaced section of roadway should approximately equal that of a typical intersection in the District.

Extend the paver brick surface along Pineapple Grove Way northward from Atlantic Avenue to the first encountered east/west alley, and southward approximately 75 feet from NE 4<sup>th</sup> Street.

Resurface all crosswalks at intersections in the District with paver bricks to match the crosswalks at the Pineapple Grove Way/Atlantic Avenue intersection.

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<sup>4</sup> A portion of the sidewalk was constructed with the improvements to Lake Ida Road. In addition, while outside the scope of this Plan, the sidewalk should probably be extended eastward across the FEC tracks to NE 5<sup>th</sup> Avenue.

Install new crosswalks, surfaced with paver bricks to match the intersections, mid-block on Pineapple Grove Way between NE 1<sup>st</sup> and 2<sup>nd</sup> Streets; NE 2<sup>nd</sup> and 3<sup>rd</sup> Streets; and NE 3<sup>rd</sup> and 4<sup>th</sup> Streets.

### Signage

Outdoor graphics plays a considerable role in the long-term success or failure of the downtown. Public sector graphics and signage must contribute to an environment that is memorable, navigable, *and* marketable.

An effective sign system directs vehicular and pedestrian traffic to major destinations and amenities such as restaurants, galleries, shops, historic points of interest, residential areas, government centers, parking, etc.

As the downtown flourishes, signage must become a priority.

PGMS encourages the prompt formulation and implementation of a comprehensive Graphics Master Plan for the downtown.

### Overhead Power Lines

During construction of other infrastructure improvements, and wherever practicable, bury overhead cables (electric, telephone and CATV) along Pineapple Grove Way from Atlantic Avenue to NE 4<sup>th</sup> Street/Lake Ida Road. Simultaneously therewith, remove and replace existing power poles and street lights with decorative fixtures described elsewhere in this Plan.

Consider burying "side street" lines when sidewalk improvements are constructed. The idea is to bury the cable under the sidewalks while the area is free of concrete and pavers, thereby reducing the cost.

## Section 9 • Lighting

### Overview

Effective outside lighting benefits the neighborhood beyond the obvious. In addition to its contribution of safety and security, proper lighting creates an inviting evening environment that encourages the neighborhood's residents and visitors to stroll throughout the area. One possible outcome of this activity is that the stroller might discover a new shop, new products being offered by a known shop, a place to come back to at a later date (perhaps with friends).

By encouraging the evening stroll and, hence, an environment that further encourages economic activity, the properly lit neighborhood becomes an even more inviting location to the potential new business and/or investor.

Evening activity also serves as a deterrent to crime. A vibrant, nighttime neighborhood is not the place where the "bad guys" choose to hang out.

Lighting is a responsibility shared by the public and private sectors. This element of the Plan addresses four types of lighting, specifically, high intensity, street lamps, ambient lighting, and accent or festive lights.

### Recommendations

#### Design & Placement

*PGMS recommends that all street and parking lot lighting should be of one "language".*

Intensity of the light can be varied from location to location by varying the intensity of the lamps. Three priorities are considered in these recommendations—image, function, and energy consumption.

Energy consumption will not vary considerably from one type of lamp to another (except with sodium vapor, which are considered undesirable because of the orange color they emit). Accordingly, the proposed design focuses more on image and function.

The design chosen is the same as the fixtures used on Banker's Row in downtown Delray Beach (NE 1<sup>st</sup> Avenue between NE 1<sup>st</sup> and 2<sup>nd</sup> Streets).

*All fixtures should be at least 12' - 14' high, perhaps higher in parking lots and locations where security is the principal consideration.*

*Spacing should be "informal", staggered from one side of the street to the other, and located to complement, rather than conflict with, street trees. Separation of approximately 75' is recommended.*

*The proposed lamp is metal halide; powder-coated cast aluminum is the recommended material for the light pole and fixture.*

*Each light pole should be fitted to accommodate banners.*

#### High intensity

Used primarily in parking lots and areas less frequented by the evening pedestrian, high intensity lighting is designed for security.

*The Plan recommends high intensity lighting in the light industrial quadrant of the Program Area, along NE 3<sup>rd</sup> Avenue and the alley running parallel to and east of NE 3<sup>rd</sup> Avenue. Illumination at the street level should be at least 1.5 foot-candles (fc).*

High intensity is also the appropriate lighting for public parking areas. The level of illumination will be in accordance with City of Delray Beach/CRA standards.

#### Street lamps

*Lamps along NE 1<sup>st</sup> Avenue, Pineapple Grove Way, Railroad Avenue, the east-west alley between Railroad Avenue and Pineapple Grove Way, and NE 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> Streets should be sized to a pedestrian scale, approximately 12' high.*

*Illumination on NE 1<sup>st</sup> Avenue, with its residential character, should be about .6 fc; along Pineapple Grove Way, 1 - 1½ fc; and along the cross streets, about 1 fc.*

#### Ambient lighting

*The private sector must be encouraged to fill the gaps between street lights.*

The lighting from storefront display windows, signage, landscape/outdoor art lighting, etc., is referred to as "ambient" lighting. PGMS is participating with the Delray Beach Joint Venture's considerations of ways in which the private property owners might be encouraged to install and maintain sources of ambient lighting throughout the downtown.

#### Accent/festive lights

Strings of tiny white lights on the oak trees lining east Atlantic Avenue are examples of accent or festive lighting.

The Plan recommends similar lighting on street trees lining Pineapple Grove Way.

Lighting related to the gateways, obelisks, kiosks, and public outdoor art elements, addressed elsewhere in this Plan, are recommended as festive and accent lighting.

## Section 10 • Landscaping & Street Furniture

### Overview

Providing ample shade along the sidewalk and convenient locations to stop and rest are elements as important to the pedestrian's downtown experience as the sidewalk itself; this is particularly critical in our South Florida summer climate.

Of equal, if not greater, importance is sensitivity to the urban ecology. By their nature, downtowns are more densely and intensely developed than the surrounding suburbs. Dense development is a factor that encourages downtown dwellers and visitors to stroll the neighborhoods and patronize the businesses. At the same time, the density of development can severely restrict the density, locations, and growth of plant materials.

Trees, plants, shrubs, and ground cover are natural regulators of light and air. As plant materials "breathe", they filter out certain pollutants and other undesirable materials in the air. Plants give off relatively cool, moist oxygen, thereby acting as nature's air conditioners.

The landscaping recommendations discussed below are necessarily somewhat vague. The Program Area is fortunate to have received a boost in its landscaping in the late 1980s, when the City Commission first addressed the need for focus on the neighborhood. Still, some infill plantings are appropriate, albeit best considered on a block-by-block basis as detailed planning proceeds.

"Street furniture" and accessories include benches, bollards, trash receptacles, and such. The selections shown are chosen to blend within the *Floribbean* character of the Pineapple Grove.

### Recommendations

#### Survey to Locate Existing

**"LANDMARK" TREES** are precious to the neighborhood and the environment. These are trees that have reached such prominence, and have been in place for so long, that many people identify the tree almost as readily as any other landmark of the area.

A tree survey of the Program Area will identify any landmark trees and show their location. Every effort must be made to preserve landmark trees in place.

**UNIQUE, SCARCE AND RARE SPECIES.** Similarly, any trees revealed by the tree survey to be unique, scarce, rare, or endangered must be considered.

Whether on public rights-of-way or privately owned property, protection of unique, scarce, and rare materials from future development is paramount and must be considered in light of applicable ordinances, rules, and regulations.

**PATTERNS OF VEGETATION.** The tree survey will identify any vegetative patterns that might be present within the Program Area. The detailed landscape plan will consider the positives and negatives associated with any patterns and make recommendations accordingly.

## Recommended Species

A listing of tree and plant materials recommended for use in the Program Area is shown in Table 1.

The Table includes the plant's common and botanical names, its origin, mature height, growth form, growth rate, color, and miscellaneous considerations.

The materials in the Table are chosen within the context of certain criteria, specifically:

- Vegetation that is native to the South Florida and/or the tropics is preferred, although certain others are also appropriate.
- Recommended "street trees" should provide plenty of shade at maturity and should grow relatively quickly.
- The combination of trees and accent plants should show color during the year to add neighborhood interest.
- Ground cover, vines, and hanging plants are preferred over hedge materials as accents to the trees.
- Hedges should be used sparingly; they must not impede the flow of pedestrian traffic along the sidewalk, nor the pedestrian's continual, ready access from the sidewalk to the storefront.

## Spacing of materials

All new plantings must be spaced so that they mature without creating conflict. Ground covers, vines, hanging plants, and shrubs must not crowd each other out at maturity nor overwhelm their surroundings.

Trees must be selected and located on site with at least two concerns in mind:

- The tree canopy at maturity must permit illumination from nighttime lighting sources to eliminate harsh shadows.
- Trees should be spaced so that they do not grow into each other.

Vegetative materials must not diminish safety and security. Pedestrian and vehicular traffic must not be impeded by mature materials.

## Street Furniture

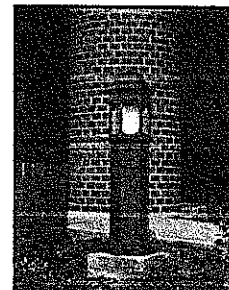
Specific locations for benches, trash receptacles, and bollards will be identified on a block-by-block basis in the detailed streetscape plans.



*Figure 11.1*

Benches are appropriately located on Pineapple Grove Way and in a neighborhood park. Bollards aid the definition of special places where the transition is not otherwise identified by structures and/or surface materials; lighted bollards provide infill lighting at night.

At least two trash receptacles should be positioned at each intersection along Pineapple Grove Way and NE 3<sup>rd</sup> Avenue. Additional receptacles should be located on the sidewalks between intersections.



*Figure 11.2*

The recommended designs for benches and bollards are shown in Figures 11.1 and 11.2.

## Section 11 • Gateways, Obelisks, Kiosks

### Overview

Improvements made to the infrastructure and streetscape of the Program Area are but pieces of the neighborhood improvement puzzle. Notwithstanding the PGMS corporate name, Pineapple Grove Way is not the “main street” in downtown Delray Beach, nor is Pineapple Grove the downtown core.

To maximize the value of investments in the streetscape, Pineapple Grove must be clearly identified as a special place. Neighborhood identification should compel the residents of, and visitors to, Delray Beach to explore Pineapple Grove and discover its assets and offerings. The recommendations in this element support the goal of enhancing the neighborhood identification.

A second consideration addressed in this element is the need to provide information and direction to visitors once they arrive. Signage “kiosks” are proposed to satisfy this need.

### Recommendations

#### Main Gateways

*Install two “gateway” arches spanning Pineapple Grove Way at or near its intersection with (1) the alley just north of Atlantic Avenue, and (2) NE 4<sup>th</sup> Street.*

Both gateways, shown in Figure 12.1, will be identical in design.

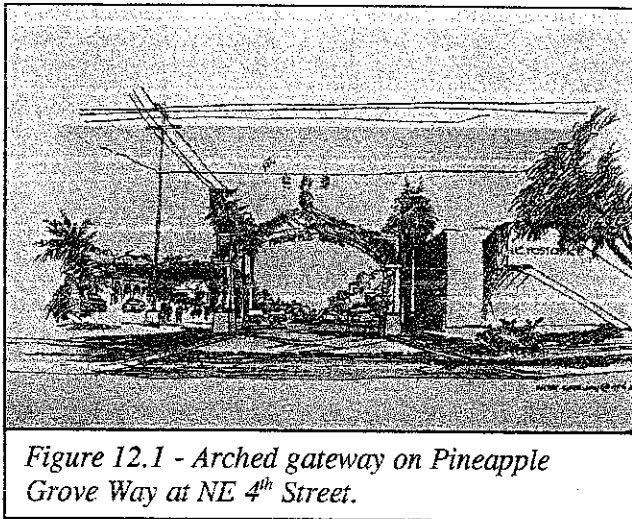
Minimum clearance above the roadway surface will be 15' or as otherwise provided by engineering standards and as required

by fire safety and emergency vehicles. The upright support structures will be secured to the surface at locations on either side of the roadway that minimize obstruction to pedestrian and vehicular traffic.

The gateway design will feel light, airy, and open, utilizing lattice-like materials throughout, including the upright support structures and the arched span.

At the peak of its span, directly above the centerline the spanned roadway, it will feature an element in the shape of a pineapple, scaled proportionately to the overall size to the structure.

A “Pineapple Grove” sign will be secured to the underside of the arched span, centered between the upright supports, also proportionately scaled.



A flowering vine, such as Thorny Bougainvillea, will be planted at the base of each upright support such that, over time, it will grow and incorporate itself throughout the entirety of the gateway.

Lighting will include the following:

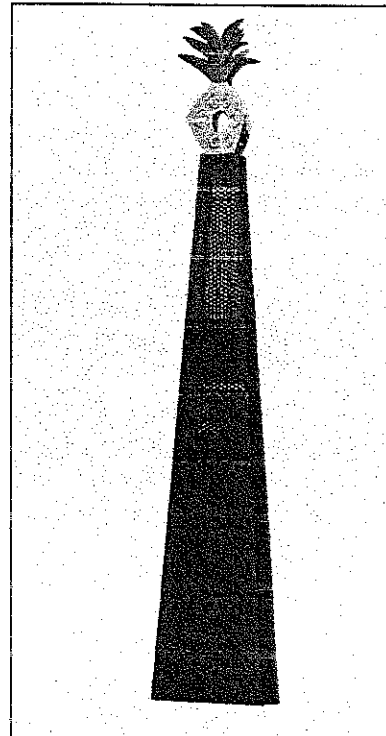
- Each upright support will be illuminated by fixtures installed in the base, with transparent covers flush with the surface, shining light upward from the surface. The light will be bright enough to illuminate the uprights but soft enough to minimize glare.
- Incorporated throughout the arched spans will be lighting that continually, gradually, and subtly shifts/pulsates/flows to (a) create a sense of movement and (b) reflect as much as practicable the Pineapple Grove color "palette" described in this Plan.
- Incorporated in the arched span and/or at the top of each upright support will be elements that generate subtle yet clearly audible sound, such as wind chimes and/or wind "flutes" utilizing natural materials such as bamboo.

#### Side Street/Secondary Entries—Obelisks

*To clearly identify secondary, "side street" entries into the Program Area, install obelisks at the following locations:*

- the northeast corner of the intersection with the north/south alley right-of-way between Swinton Avenue and NE 1<sup>st</sup> Avenue, and NE 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> Streets;
- the southeast corner of the NE 1<sup>st</sup> Avenue/Lake Ida Road intersection;
- the southwest corner of the NE 3<sup>rd</sup> Avenue/Lake Ida Road intersection;
- the southwest corner of the Lake Ida Road/FEC railroad intersection;
- the southwest corner of the NE 2<sup>nd</sup> Street/FEC railroad intersections; and
- the northwest corner of the NE 1<sup>st</sup> Street/FEC railroad intersection.

Each obelisk will be designed to complement the character of the Program Area. One design prototype is reflected in Figure 12.2. Others might be identical to the prototype or selected from entries submitted to a jury of professionals by local artists. All obelisks will be secured in accordance with building and engineering standards. Up-lighting will be located in the center of the obelisk's base.



*Figure 12.2  
Typical Obelisk*

## Signage Kiosks

*Locate directional signage on two, opposite corners (e.g., northeast and southwest) at the intersections of Pineapple Grove Way with NE 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> Streets.*

The kiosks will serve two purposes, specifically, (1) to identify and direct visitors to Pineapple Grove businesses located off of Pineapple Grove Way, and (2) to serve as locations where information about programs, events, and happenings can be displayed.

Display space in the information kiosks will be open to all downtown Delray Beach organizations, including PGMS, the Delray Beach Joint Venture, Chamber of Commerce, etc.

## Section 12 • Neighborhood Park

### Overview

The value of a neighborhood park cannot be overstated. James Howard Kuntsler refers to a consensus among members of the Congress for the New Urbanism and related sources when he describes the neighborhood park as a place for “recreation, repose, periodic commercial uses (e.g., farmers’ markets), or special events such as political meetings, concerts, theatricals, exhibitions, and fairs.”<sup>5</sup>

A park provides the cool and comfort of shade; it greatly enhances the environmental impact of plant materials located elsewhere in the neighborhood (see “Section 10”).

When thoughtfully planned and utilized, the park becomes a considerable draw for the neighborhood. The park offers opportunities for education, training, and community service.

Locating a park in a newly developing neighborhood is relatively straight forward—one simply chooses a location on the undeveloped parcel and designs the rest of the neighborhood around it. In the developed downtown, finding a suitable location for a park is a challenge, at best.

Charrette participants reached unanimous consensus on the proposal to locate a park in Pineapple Grove. Also receiving unanimous consensus was the recommendation that the park have frontage on Pineapple Grove Way, as close to the center of the Program Area as practicable. With all of the Pineapple Grove Way frontage developed as either buildings or privately owned parking lots, the transformation of a parking lot into park was the only identifiable solution.

*This Plan does not propose a specific location for a park in Pineapple Grove.* Charrette participants chose the parking lot located on the northeast corner of Pineapple Grove Way and NE 1<sup>st</sup> Street as the site to *demonstrate on paper* the “parking lot-to-park” adaptive reuse concept. Several other locations within the Program Area might be equally, or more, suitable.

In all events, no publicly owned property is contained within the Program Area that could accommodate the park design concept discussed below. Accordingly, special arrangements will be required concerning any location.

### Recommendations

The neighborhood park in Pineapple Grove will serve the community in ways that extend beyond the traditional.

Environmental and ecological concerns are high priorities in today’s world. Educating the community, particularly children, about the importance of the urban ecology is a service that the Pineapple Grove park should provide. The park can serve as a “field trip” destination for area schools and host an “eco camp” during the summer. Weekend educational programs might also be offered.

PGMS will develop its awareness of ongoing programs at the local, County, State, and National levels that might be introduced in connection with the neighborhood park. The

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<sup>5</sup> *Home from Nowhere: Remaking our everyday world for the 21<sup>st</sup> century*, by James Howard Kuntsler (New York: Simon & Schuster, 1996)

objective is to schedule events year-round that provide learning opportunities for young and old.

Another potential use of the park and surrounding neighborhood is job training in landscaping and horticulture. This possibility will be addressed with area public schools and vocational training institutions. Weekend and summer jobs for area youth is a potential outgrowth of this concept.

### Park Elements

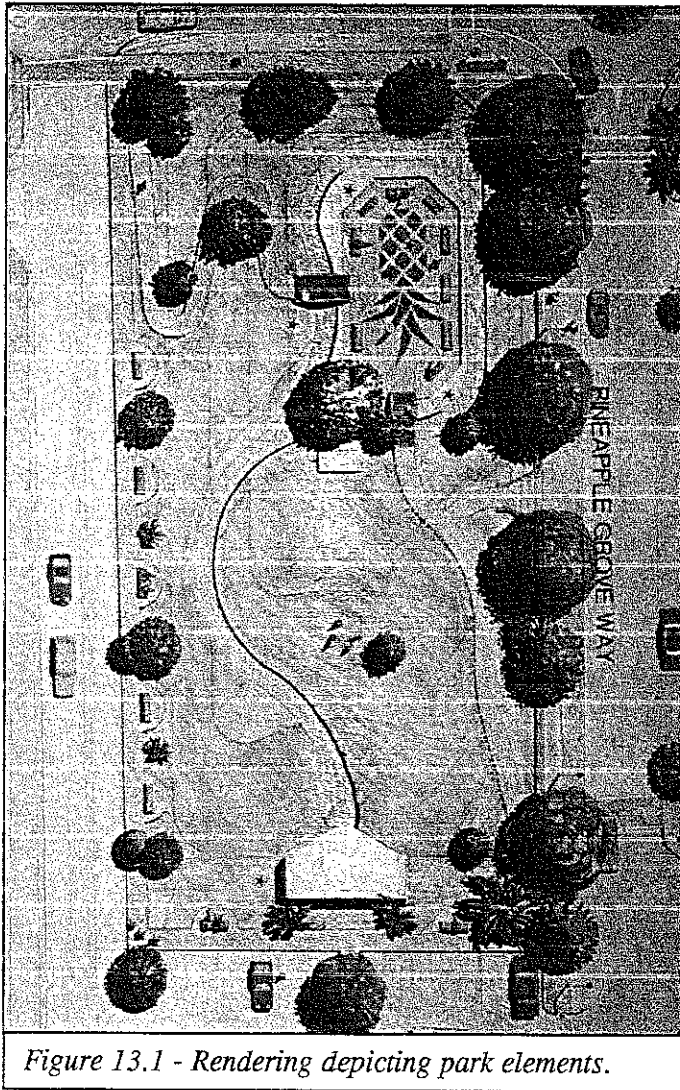


Figure 13.1 - Rendering depicting park elements.

via underground culvert.

**WALKWAYS.** A pathway, surfaced with "Chicago brick", should meander throughout the park and along the edge(s) of the brook. Visitors should be easily able to stroll most anywhere without "blazing" new, unwanted, trails.

Additional walkways, surfaced with paver brick to match other Program Area sidewalks, should run in front of and proximate to any existing building at the park's perimeter. The intent of this walkway is to facilitate pedestrian traffic to and from the existing building and any neighboring parking facilities or sidewalks. (Note the demonstration drawing, Figure 13.1.)

### PAVILION.

Approximately 600 s.f. in size, the structure should be open on all sides and designed with a traditional, airy, "gazebo" appearance, including a bougainvillea arbor. Design and orient the structure to create an obvious "front side" and "back side".

**SEATING** in the park should include benches scattered throughout. Berming and contouring of the land should be orientated toward the band shell.

**WATER ELEMENTS** might include a small, cascading water feature located in a corner of the park, opposite the pavilion, that feeds a brook meandering & flowing to the pavilion. The brook would terminate under the pavilion; water would return to the waterfall

Fencing. Utilize shell rock walls with air plants as "accent" fencing to define:

- the perimeter of the park;
- access points into the park; and
- the water elements.

Locate walls with discretion to avoid "overwhelming" the park or creating a "walled-in" feeling.

**OTHER ELEMENTS.** Install adequate and appropriately scaled lighting throughout the park. Construct public restrooms to serve not only park visitors, but neighborhood shoppers and visitors as well. Adequate and appropriately designed trash receptacles should be placed throughout.

#### Land Acquisition

As noted earlier, one of the greatest challenges to the park's existence is securing a site. At the time of this writing, the park proposal is entirely conceptual; hence, any discussion of site acquisition is premature. Nonetheless, as the plans progress, PGMS will investigate acquisition strategies that extend beyond the traditional.

#### Replacement Parking

PGMS recognizes the importance of ample public and private parking, believes the recommended new public parking locations described elsewhere in this Plan will be adequate to offset the loss of parking caused by this adaptive reuse proposal.

## Section 13 • Cultural Arts

### Overview

The return of economic vitality, quality of life, and neighborhood pride to Pineapple Grove entails much more than improvements to the built environment. "Build it and they will come" is a myth. A comprehensive neighborhood improvement plan must include program elements designed to attract visitors to the area. As more and more people are compelled to visit, many will become patrons of neighborhood businesses; others are potential new residents; still others will be motivated to locate their business and/or invest in the neighborhood.

The arts will play a prominent role in the future of Pineapple Grove. The "Market Analysis and Development Recommendations for Downtown Delray Beach", produced by Marketek, Inc., in March, 1996, emphasizes the importance of the arts as an element of economic growth. Already, Old School Square Cultural Arts Center and the Palm Beach Photographic Center are proving to be a powerful force in the neighborhood renewal process.

Art galleries, museums, and performing arts centers demonstrate worldwide the draw of the visual and performing arts. Residents of, and visitors to, the community patronize these institutions in increasingly large numbers. A Cultural Arts component in Pineapple Grove, to complement existing components such as Old School Square, Palm Beach Photographic, and other downtown arts activities, will accomplish the same result.

The intent of this element is to develop and implement a comprehensive plan that emphasizes the aesthetic values of the Program Area and addresses its needs from visual, psychological, historical, and economic perspectives. The strategic incorporation of the arts, both on public and private properties, should serve to unify the Program Area by creating a flow of interest generated not only by the art objects, but also by establishing a relationship through sensory elements added to existing surroundings (as they are rehabilitated and refurbished), and newly developed improvements.

The emphasis on cultural arts will create a Program Area that is not only stimulating, refreshing, and exciting, but educational as well.

### Recommendations

#### General Considerations

This section focuses principally on considerations related to the visual arts in the public realm. PGMS is refining an Outdoor Art plan that describe in greater detail this element. At the same time, PGMS is working to attract performing arts organizations into the neighborhood.

When considering outdoor art elements, the Program Area must be viewed as a whole—as if it is a single "canvas". Initial focus shall be on Pineapple Grove Way; however, planning for this first phase must continually anticipate future treatment of other areas throughout the Program Area. Ultimately, the entire Program Area should be clearly distinguishable as a unique complement to the downtown environment by virtue of its utilization of outdoor art.

## Criteria

**CREATE MOVEMENT.** Consider "motion" in all its aspects, whether visually or psychologically, two- or three-dimensional, real or imaginary. Utilize such elements as flags, lights, symbols, sound, water, and color. Focus on rhythm in composition, placement of art objects, establishment of active rather than passive form, and creation of contrast with designated "calm" spaces (the "pause between notes") at certain locations. The objective is to accelerate and enrich the "feel" of the Program Area, and its draw.

**ESTABLISH THEMES.** Enhance the historical elements of the Program Area and its *Floribbean* character, as well as its contemporary aspects. Emphasize noteworthy existing elements by utilizing designs depicting the Program Area's multi-cultural significance. Maintain these themes in the interest of unity and educational potential.

Specifically, the following themes are encouraged:

- Floribbean
- Old Florida
- Florida history
- Delray Beach history
- Palm Beach County history
- Pineapple Grove history
- Food, harvest, agriculture
- Fruit (pineapples, mangos, bananas)
- Horticulture/flowers
- Architecture – vernacular, Bahamian, streamlined deco, cottages, Spanish style (not brownstone)
- Graphics designs of past periods (such as seen on signs and advertisements)
- Tropical, natural history subjects
- Beach, coast, ocean, sky
- Caribbean connections – how is South Florida more like Caribbean Islands than the rest of the country?
- History, people, climate, flora, fauna
- Resort, polo, artist & writer colony, cartoonists
- Florida landscapes – palm, palmettos, Everglades
- Sports, fishing industry, sports fishing, diving
- People of European, African, Caribbean, Japanese, Seminole heritage; indigenous people
- Boats of all kind
- Water
- Outdoor marketplace
- Multi-cultural orientations
- Representations of the Vision for Pineapple Grove
- Railroad

**DESIGN AREAS FOR ART OBJECTS.** Creating the physical environments for the placement of art objects will be undertaken as part of the public improvements planning process. Locations have been identified that should be suitable for murals, sculptures, sculptures as signage, etc.

## Competitions

Using such resources as universities, schools, guilds, and other groups, select by jury the various artists, teachers, students, curators, etc., located in and surrounding the Delray Beach area who might wish to participate in the program. Competitions might be held in the schools to identify children's works for display in specially-designated areas. These areas might also include children's animal sculptures, "life-size" board games, tile pressing and other related elements. Competitions can also be held for designs of logos, flags, murals, sculptures, signs, drinking fountains, obelisks, kites, costumes, a *Floribbean* flag, and so forth.

## Community orientation

All public outdoor art projects should focus on cultural, historical and contemporary art themes of interest to all of the Delray Beach community. Events, competitions, media coverage, and public art projects should, whenever possible, reach to and involve the entire scope of the diverse interests and cultures represented in the community. Art oriented lectures, workshops, and other educational programs should be conducted routinely for the public's consumption.

## Establish and monitor standards of aesthetic value

PGMS will develop, for the City's consideration, a set of guidelines, standards and criteria for all outdoor art, public and private, that might be displayed in the Program Area. Once these guidelines have been adopted, outdoor art proposals would be submitted for review to PGMS, who will create a Review Panel of professionals for this purpose. The Review Panel should consist of at least three and not more than seven persons established and recognized in the fields of painting, sculpture, art criticism and/or design, with at least one person from a field other than the visual arts. Its authority would be limited to the Program Area.

## Acquisition and de-acquisition

Specific sites throughout the Program Area shall be designated for temporary display of art objects. The time during which a given work might be displayed at a site can range from several weeks to several years. The intent of acquisition/de-acquisition is to maintain continuing interest in the Program Area as an outdoor art showcase.

## Collaboration to establish areas of interest

Planning and design elements pertaining to the Program Area should expressly embrace the Pineapple Grove Outdoor Art Plan, paying particular attention to the design of parks and gardens; courtyard settings; and centralized, pedestrian-friendly fountains and public restrooms. The Outdoor Art Plan will encourage the incorporation of "sensory elements", such as: reflecting ponds, flowing water; foot bridges; "island" stages for events, skits, plays and other outdoor performances; and an emphasis on shade.

## Durability and protection

The Outdoor Art Plan encourages the use of materials in art objects that have proven durable in tropical climates. Weather sealant is emphasized. Outdoor murals should be sealed with graffiti-resistant materials. With respect to permanent installations, juries are encouraged to consider the timelessness of projects.

## Funding

Grants, sponsors, and/or underwriters will be identified for initial funding. Over time, the Outdoor Art Plan can generate continuing funding through the collection of sales commissions.

## Section 14 • Economic Restructuring

### Overview

Strengthening the economic assets of Pineapple Grove while diversifying its economic base is the principal focus of economic restructuring. The process begins with two steps:

1. compiling and maintaining a thorough inventory of the Program Area existing buildings and businesses; and
2. conducting a market analysis to provide a profile of the area through an examination of demographic statistics, current economic trends, and future projections.

Economic restructuring activities center on utilization of the data and market analysis to facilitate:

- retaining and strengthening the neighborhood's existing businesses;
- recruiting new businesses to provide a balanced mix;
- converting disused and under-used space into productive property; and
- sharpening the competitiveness of the neighborhood's traditional merchants.

### Post Office

A particular emphasis is noted regarding the U.S. Post Office located at Pineapple Grove Way and NE 4<sup>th</sup> Street. Post Offices are generally considered a very desirable operation for a downtown or neighborhood commercial center. In addition to being a considerable employer, thus generating periodic payrolls that support the local economy, the Post Office also attracts many postal patrons who then become potential customers for area businesses.

PGMS is most supportive of having the U.S. Post Office located in Pineapple Grove. The Board encourages all of the downtown interests to contribute every reasonable effort toward retaining the Post Office, whether at its present location or elsewhere in Pineapple Grove, as a vital economic development tool in support of this Neighborhood Plan.

### Recommendations

#### Consistency with market analysis

The "Market Analysis and Development Recommendations for Downtown Delray Beach" was produced in March, 1996, by Marketek, Inc., a firm specializing in market analysis, economic development, and planning. The report utilizes surveys of downtown business owners, employees, and shoppers, together with demographic, psychographic, and other data, to define the trade area for the downtown, a "gap analysis", and a general "cluster plan".

Marketek identifies four broad business clusters in downtown Delray Beach, one of which is Pineapple Grove. Analysis and conclusions reflected in the report provide a framework within which PGMS can assist existing businesses with their marketing and merchandising strategies, and develop strategies and plans in support of its business recruitment program.

*All economic restructuring plans, strategies, and activities of PGMS should be undertaken within the framework reflected in the "Market Analysis and Development Recommendations for Downtown Delray Beach", produced by Marketek, Inc., dated March, 1996.*

*The market analysis should be updated by PGMS every five years to reflect changes in market conditions, demographics, supply and demand considerations, etc.*

#### Strengthening & Retention Strategy

Many of Pineapple Grove's merchants and businesses have been in the neighborhood for many years and have managed to "hang in there" despite the decline in economic activity and neighborhood conditions. These parties deserve the dedication of PGMS and any resources it can muster in support of their business interests.

*PGMS should identify the needs and concerns of neighborhood businesses.*

Educational programs and professional service resources should be identified that can help the merchant and/or business owner improve his/her competitive edge and take advantage of market gaps.

*A program for routine delivery of information and programs to neighborhood businesses should be developed and implemented.*

#### Infill development strategy

Infill strategies, within the context of economic restructuring, include not only the construction of new commercial properties on vacant sites, but also recruitment of new businesses for vacant or underutilized buildings. For infill to be effective, recruitment efforts should be undertaken within the framework of a "cluster plan".

A business cluster plan demonstrates how businesses in a shopping district or center should relate to one another in terms of location, pedestrian flow, and shared markets. All successful shopping centers utilize clustering techniques. Two familiar examples are a food court, which groups competitive businesses together allowing customers tremendous variety and selection, and an outlet mall that brings together a variety of stores offering merchandise that appeals to the same general markets.

Clustering benefits the downtown in the following ways:

- it increases the number of customers and sales;
- offers both convenience and a wide variety of merchandise;
- projects the downtown as a single, unified business district, similar to a shopping center; and
- provides direction for a business recruitment program.

Successful clustering is dependent on having the appropriate mix of businesses in any given cluster that will create market synergies and an uninterrupted grouping of businesses that draw customers to and through the entire cluster while appealing to all market segments.<sup>6</sup>

*Produce a detailed cluster plan for each block within the Program Area along Pineapple Grove Way and NE 3<sup>rd</sup> Avenue.*

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<sup>6</sup> The discussion of clustering is excerpted from the Marketek, Inc., market analysis.

*Utilize the cluster plans as guides in future business and investor recruitment efforts.*

#### **Business & Investor Recruitment Plan**

The cluster plan is but one of several elements to a successful recruitment program. While the cluster plan identifies the desirable mix of businesses, a market, or "gap" analysis provides an assessment of where the neighborhood is positioned in the marketplace. The results of the gap analysis reveal what businesses the downtown needs to maximize its market position.

The Marketek, Inc., report includes identification of the primary trade area for downtown Delray Beach, and the following findings:

Based on the Gap analysis, during the years 1995-2000, there will potentially be an accumulation of demand for more than 2 million square feet of *new* retail space in the market area.

Of that new potential demand, downtown Delray Beach could potentially capture more than 205,350 square feet of demand, including:

- 31,501 square feet of demand for general merchandise,
- more than 17,000 square feet for apparel,
- 35,000 square feet of specialty shopping,
- the same for home furnishings and restaurants,
- and almost 33,000 square feet for grocery/convenience businesses.

The potential also exists for almost 18,000 square feet of additional space devoted to drugs and toiletries in downtown Delray Beach.

This analysis demonstrates the opportunity for new business development in the trade area.

To summarize, in the Delray Beach market area, there is significant unfilled potential demand for apparel and specialty merchandise, home furnishings, eating and drinking establishments, drugs and toiletries, and groceries/convenience goods.

*PGMS should direct its recruitment program toward "filling the gaps" in Pineapple Grove as indicated in the Marketek, Inc., analysis, as follows:*

*Implement a program of tracking and follow-up directed toward unsolicited inquiries from prospective investors and/or new businesses.*

*Identify and pursue businesses in the categories revealed by the Gap Analysis that are likely candidates for a Pineapple Grove location.*

## Section 15 • Façade Improvements

### Overview

A neighborhood improvement process requires the active participation and investment from both the public and private sectors. As important as streetscape and public property enhancements are, they represent wasted investment of taxpayer dollars unless the private property owners follow suit.

Unfortunately, experience shows that the private sector is often hesitant to invest or reinvest in the neighborhood that has, for so many years, been on the decline. Existing owners have experienced declines in their property values for an extended period; they are understandably leery of reinvesting in capital improvements when it looks to them as if they are "throwing good money after bad". Others have become complacent with declining and/or deteriorated conditions and lack the motivation to reinvest. Still others are absentee owners with no real care or concern for their far-away properties as long as the rent checks come in. And, of course, many simply can no longer afford to reinvest.

Property owners, therefore, need to be motivated to invest in façade improvements, particularly during the early stages of the neighborhood improvement program. The most effective tool in providing this motivation is the availability of funding on very attractive terms.

Of equal importance in the façade improvements process is the appearance of properties once improved. Effectively written and applied design guidelines can enhance the end result of façade improvements without adding undue burden to the property owner. Design Guidelines are included as a separate element of this Plan.

### Recommendations

#### Façade Improvement Grants Allocation Program

PGMS has established a program for allocation of grant monies to Program Area businesses and property owners. Funds are allocated to defray costs of upgrading the exteriors of properties located in the Program Area, and are awarded on a first come, first served basis to applicants whose projects qualify. The program is administered by the PGMS Design Committee, or as otherwise directed by the Board.

The Program's application package is included in its entirety as Appendix A to this Plan, and is summarized as follows:

- Funds are available only to owners of properties located within the Program Area.
- Properties on Pineapple Grove Way receive the highest initial priority.
- Projects are evaluated based on their architectural and/or historic significance, and their contribution to the Program Area's overall "street appeal".
- Projects must comply with PGMS Design Guidelines.
- Exterior projects only are eligible for funding; several categories are recommended.
- Funding limits are \$250 minimum and \$2,000 maximum per property.
- The property owner must contribute at least one-half the total project cost. Grant funds are paid in the form of reimbursement to the owner.

- The Allocation Program provides for an application and review process.

#### Model Block demonstration project

Another effective method of motivating property owners is to demonstrate the impact of simple façade improvements on the property's appeal and value. PGMS has selected the 100 block of Pineapple Grove Way as its Model Block. Improvement activities on this block are being encouraged and facilitated during the early stages of the neighborhood improvement process. PGMS expects that positive changes on the Model Block, and their impact on its overall appeal and value, will motivate others in Pineapple Grove.

Organized and produced by PGMS, in partnership with the property owners and local government, demonstration projects have, and will continue to be, undertaken in the Model Block. The investment of resources will shift over time; initially, the contributions are generated by PGMS, while the responsibility will later fall more on the property owners.

## Section 16 • Design Guidelines

### Overview

*These guidelines are offered solely to provide a framework of design considerations for properties within the Pineapple Grove Main Street program area (the "Program Area"). Should any of these guidelines conflict with local or other applicable ordinance or regulation, the applicable ordinance or regulation shall apply. Much of the work discussed in these guidelines is subject to local standards already in place, and will require approvals and/or permits from local government. The reader is urged to contact City Hall before any work is undertaken.*

Property improvements financed in part by the Pineapple Grove *Façade Improvement Grants Program* must comply with the provisions of these guidelines as applicable—variations should be the rare exception rather than the rule, and will only be granted by majority vote of the Board.

Other property improvements are encouraged to reflect the PGMS guidelines but are not bound by them.

Guidelines are intended to encourage and motivate, rather than dictate. PGMS accepts and encourages an element of flexibility in connection with these guidelines and recognizes that not every consideration can be anticipated.

The Delray Beach Planning Department, as a courtesy to PGMS, routes plans for new development and changes to existing properties through the PGMS Design Committee for review and comment. This routing is initiated concurrently with the routing of plans through applicable City departments, and is not intended to slow the pace of plan review. PGMS recognizes that comments must be delivered to the City prior to review by the applicable Advisory Board(s). Any comments timely submitted by PGMS are recommendations only; PGMS claims no authority to approve or disapprove plans, other than those for which PGMS façade grants are utilized.

### General Characteristics

A *Floribbean* architectural and design character is encouraged throughout the Program Area. "Floribbean" is a term that connotes a blend of traditional, historic South Florida characteristics with a Caribbean/Latin influence.

Preservation of historic architectural characteristics is emphasized where appropriate.

Building additions and new construction are encouraged both as infill projects and to increase the elevations of existing properties by adding second and/or third floors to existing buildings. Architectural characteristics for new construction and additions should follow the same guidelines as those applicable to renovations/rehabilitations.

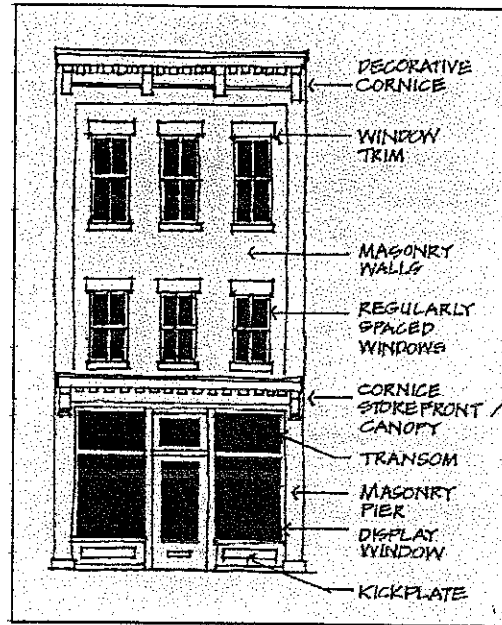
## Definitions.

The definitions below are offered solely as a service to the reader.

The figure at right shows typical elements of a commercial building. These components can be found on both new and old buildings with differing styles and materials. All buildings may not have all of these elements, but most will have identifiable features.

### TRADITIONAL STOREFRONTS.

- A cornice can be constructed with wood framing, plywood, and moldings with a sloping sheet metal cap to shed water. The cornice spans the top of the storefront, often covering a structural beam or unfinished brick.
- Transoms are optional design elements that help to break up the massive effect of very large sheets of glass.
- Masonry piers are uncovered and match the upper façade.
- The storefront is recessed 6 inches into the opening.
- The storefront and windows are framed in wood. The sill slopes forward for drainage.
- The bulkheads are constructed with wood framing and a plywood back with trim applied.
- The storefront rests on a masonry or concrete base to prevent water damage.



### CONTEMPORARY STOREFRONTS.

- A cornice is made with sheet metal over a wooden frame.
- Optional transoms can be stained glass, clear glass, or opaque.
- Masonry piers are uncovered and match the upper façade.
- The storefront is recessed 6 inches into the opening.
- The storefront and windows are framed with dark anodized aluminum or painted aluminum.
- Bulkheads are constructed of aluminum framing and a plywood panel clad with aluminum.
- The storefront rests on a masonry or concrete base.

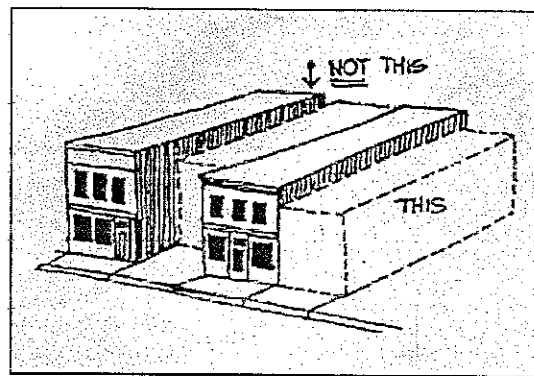
### Design Continuity.

Building design should strike a balance between individual identity and continuity with neighboring buildings. The following elements are encouraged:

- Maintain the existing pattern of building widths. Avoid visually dividing existing building into a number of small façades. Conversely, where a building spans several lots, the façade should also reflect the existing pattern of widths.
- Façade improvements should use traditional storefront design and similar architectural features to maintain continuity, e.g., color, canopy, window treatment. Consult any available plans and/or old photographs of a building being rehabbed.
- Planned improvements must preserve, where applicable and/or desirable, the architectural integrity of the building and restore, when practicable, the original design of the façade.

#### Storefront Alignment.

Historically, storefronts aligned at the sidewalk edge. This contributes to visual continuity on the street and encourages a continual flow of pedestrian traffic. To be user friendly, a high percentage of the storefront should be glass, oriented to the pedestrian.



- Maintain the alignment of storefronts at the sidewalk edge.
- Use front display windows as a high percentage of the storefront so pedestrians can see inside the buildings and feel welcome. Windows and doors should be compatible with the architecture of the building.

#### Building Materials.

Natural materials such as wood, brick and stone are encouraged. Stucco finishes are acceptable. Glass, Plexiglas and metallic exteriors are generally unacceptable.

The following exterior elements are encouraged:

- |                                      |                                |
|--------------------------------------|--------------------------------|
| Lap siding                           | Keystone                       |
| Murals, especially with water themes | French style doors and windows |
| Arched exterior windows and doors    | Screen doors                   |
| Porches, verandahs, overhangs        | Arches                         |
| Shutters                             | Trellises                      |
| Railings                             | Stone wall fencing             |
| Picket fencing                       | Wrought iron                   |
| Cobblestones                         | Benches                        |
| Chimneys                             | Fountains                      |

#### Roof elements.

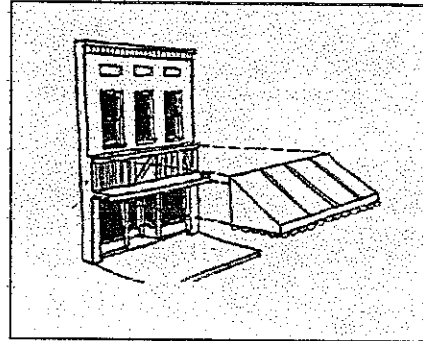
When visible to the general public, the roofing materials consisting of tin, slate, or barrel tile are encouraged:

Roof pitch, when applicable, should be at least 5:12.

### Exterior canopies, awnings and/or overhangs.

“Canopies” are defined as platforms or awnings suspended over the sidewalk. They are strong, established design elements that serve a climatic function, add color and interest, and can provide placement for signage. The terms “canopies” and “awnings” are here used interchangeably and have the same meaning.

- Canopies are encouraged in the Program Area.
- Canopies should protect from sun and rain. A flat canopy can be dressed with an awning valance measuring 12–24” down from the bottom edge of the canopy. The valance can be used for signage; however, any such signage must meet relevant design guidelines and conform to local ordinance.
- The style of the awning should be consistent with the building’s architecture. For example, a “bull nose” awning would be most appropriate with a Mediterranean Revival as opposed to a contemporary building.
- Internally lighted awnings are inappropriate.
- Avoid the placement of an awning under an existing canopy.
- An awning is not the solution to every storefront, but unattractive features can be disguised by mounting an awning over a problem area while maintaining the proportions of a traditional storefront.



### Store windows.

Storefront windows are not only functional, they are the largest visual element of the exterior design of the building.

- The emphasis is on transparency. Being able to see into the building makes it warm and inviting to the pedestrian and passing motorists. Large, transparent storefronts enable the interior of the building to be attractively lit at night. All paper and boards obscuring a storefront window should be removed, leaving the window display as the feature.
- Office conversions should retain the traditional storefront design. When the window space is eliminated, the building appears to have turned its back to the public.
- The use of clear glass on the first floor is preferred; tinted or reflective glass is inadvisable on first floor windows.
- Security bars are discouraged, with preference given to alternative methods of securing the property.
- Hurricane shutters should be installed only when a hurricane actually threatens the area, and should be removed promptly after the threat passes.
- Windows with aluminum trim and/or mullions, when inconsistent or incompatible with the overall façade, should be replaced or painted.
- Window- and wall-mounted room air conditioning units are unsightly and should not be installed where visible from any street or alley.

## Transoms.

Traditionally, storefront windows had an upper band, a "transom", to allow light deep into the store.

- Transoms help break up the effects of large sheets of glass and are encouraged. They can be clear, tinted or stained glass. Where feasible, consider aligning transoms with adjacent storefronts.
- Air conditioning has resulted in lower ceilings and can eliminate the transom's function of providing light. As alternatives, transoms may be covered by and/or substituted with awnings or used as sign panels.



## Entries.

Presenting an attractive storefront entrance is essential for every business. The most attractive and visually appropriate door might be that which is original to the building. Recessed entries provide shelter and help define the entrances, as well as preventing the door from swinging directly into the sidewalk.

- Entrance doors should have a large glass panel.
- Avoid stylized aluminum doors that are visually incompatible with the building's architectural style.

## Kickplates.

Kickplates are located at the base of the store window; they are placed there to help frame the window and protect the lower portion of the storefront. Kickplates on the street add to the continuity and are traditional in the Program Area.

- Kickplates are encouraged. Wood is preferred, but masonry might also be appropriate.
- Kickplates should be the same height as those typical of the block in which the building is located.

## Upper stories.

Upper stories are an important part of a building's appearance; they offer good opportunities for usable space.

Marketing the upper story for productive use, especially for residential or office space, is the best way to assure a good appearance, maintenance, and vitality in the Program Area. Upper story occupants become a captive market for street-level retail, commercial, and restaurants.

- Treat upper stories as an important design element of the overall building front. Signs should not dominate the surface.
- Upper story windows should not be boarded up or painted over. Like storefronts, the size, proportion and "rhythm" of upper story windows should be similar to neighbors. Upper story windows can be slightly tinted as approved by local government.

## Exterior colors.

Painting can be one of the most dramatic and inexpensive improvements to a building. Architectural details are important to the building's individuality and character, and should be highlighted by color. Three colors are often sufficient to highlight any façade. Exterior colors should be indicative of the building's original color and/or reflective of the desired character of its location.

Prior to painting, the building surface should be properly prepped. The surface cleaning must be by the gentlest methods available. Chemical cleaners should be avoided when cleaning historically significant, aged building components. Sand-blasting is *not* an approved method of cleaning.

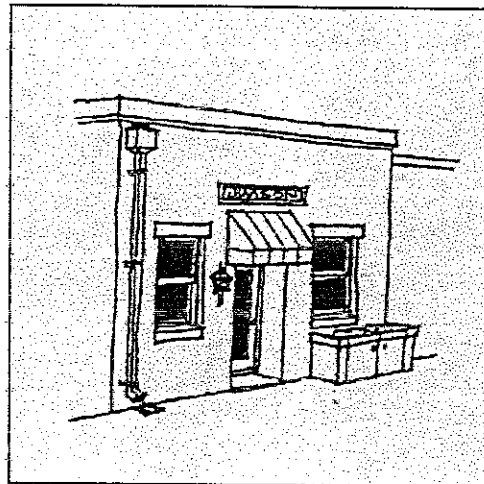
- Colors should be harmonious with the neighboring structures.
- The base color appears on the upper wall and piers flanking the storefront.
- The major trim color defines the decorative elements of the building, tying together the upper façade trim and the storefront. If there is a natural brick or terra cotta trim on the façade, it should serve as a trim color.
- The minor trim color should enhance the color scheme established by the base and major trim. A darker shade of the major trim is often used.

A color "palette" is available for review at the PGMS office. The reader is encouraged to study the palette when considering new exterior color schemes.

## Back of the building.

Service alleys in the Program Area are important for deliveries, off-street access, and locations of utility poles. The existence of alleys render the backs of buildings quite visible; additionally, some buildings are accessed by the public from the alleys. Therefore, the appearance of the back of the building is noteworthy and should be properly maintained.

- The rear façade should be clean and maintained in first class appearance.
- A small sign at the rear door should tastefully identify the business.
- An awning can be added for visual identification and convenience.
- Refuse containers should be screened from the public in accordance with local ordinance.



## Signage.

*The reader is urged to review the City's signage standards.* The recommendations below are offered as a service to existing and prospective Program Area business and property owners.

Signs do much more than identify a business; they project an image of the type and quality of goods and services offered individually and throughout the Program Area. Effective signs reflect the best qualities of both.

The Program Area is designed to accommodate shoppers strolling along sidewalks; its signage should be complementary. Scale, materials, style, illumination, and placement of signs must differ from suburban Program Areas if they are to successfully capitalize on the Program Area's assets.

- Keep the message simple and choose letter styles that are easy to read. Studies show that seven words are the maximum number that can easily be understood by passers-by.
- Façade signs are mounted flush to buildings and usually fit within the transom area above the shop window. They are visually "contained" within the building framework of columns and other architectural trim. The sign should be properly scaled given the proportions of the building. A second type of façade sign covers the storefront transom area and still fits into the proportions of the building.
- Façade signs on one-story buildings can use the cornice area to integrate signage with the building, leaving the transom to serve its original purpose.
- A dark background is a rich contrast with lighter colored lettering. A third color in the signature bar clearly identifies the type of business as well as its quality. A business' image expands with the coordination of sign and storefront colors.
- Lettering that is overly ornate or difficult to read should be avoided. Typefaces should be in one style and should match the image of the business and the Program Area.
- Window lettering is very visible to pedestrians. The fewer words, the better. Words should be readable but should not block the view of the merchandise or the store's interior. Hand lettering, vinyl applications, and interior hung panels are three good alternatives to window signs.
- Neon signs can provide an exciting focal point that substitutes for window lettering. It provides night illumination and identification. When sensitively design, neon adds to the streetscape vibrancy. Stock franchise trademarks should be avoided. Overall design and number of colors should be kept simple.
- Projecting signs, when carefully designed, create visual interest and make the shop more visible to pedestrians. These signs are best when limited to 10 - 15 square feet in area (although local code may allow larger). They should have a clearance of at least 8 feet and use a sturdy, simple bracket. Using shapes and forms indicative of the business helps to reinforce the message.
- Canopies and awnings can be an effective sign device. Lettering applied along the valence should be no more than 12 inches tall. Simple graphics can be effective; traditional designs and colors work best. A retractable canopy is both functional and visually attractive.
- Lighting of signs requires careful selection of fixtures and placement. In some cases, "goose neck" lamps are appropriate. Their traditional appearance is superior to the unshielded flood lamps and they direct glare away

from pedestrian and vehicular traffic. Another acceptable method is to light the sign from a projecting box situated just below the sign panel. The box fits a florescent tube that is shielded from view by the woodwork, yet floods the sign. Bare bulbs, back-lit Plexiglas sign boxes, and internally illuminated plastic awnings should be avoided.

- Chain and franchise signs can be accommodated within these guidelines, while retaining the necessary corporate identity.
- Older signs should be retained if they have inherent qualities of design and/or historic significance. They add to the visual heritage of the Program Area and make it unique.

#### Outside lighting fixtures

Lighting is a very important element in building design. The lighting on buildings is low in intensity and is used for accent, ornamentation, entrances, security, and signage. Lighting of properties should "bridge the gap" between street lights. Likewise, it should provide a transitional space so that the pedestrian does not have to step from the bright street light into pockets of darkness.

Proper lighting will minimize shadows and maintain levels of brightness that minimize extremes. Less is better; do not overpower the area with lighting.

Night appearance and security of a building need to be considered. Buildings should be lit internally. Use lighting efficiently and sparingly to highlight display windows, entrances, signs, and architectural detail.

External light sources should be shielded and indirect; they should produce colors which are as close to daylight as possible. Neon should not be used externally. "True color" bulbs are encouraged; high pressure and low pressure sodium bulbs should be avoided.

"Vintage" light fixtures are encouraged, especially those that reflect the *Floribbean* character of the Program Area.

#### Other design considerations.

Plans for **LANDSCAPING AND OUTDOOR ART** should be developed within the considerations set forth in the Redevelopment Plan for Pineapple Grove.

**PINEAPPLE GROVE LOGO USES.** PGMS encourages the use of its logo by Program Area business and property owners. The PGMS logo is copyrighted; accordingly, any use of the logo must be pre-approved by the PGMS Board. The application and review process is the same as that for exterior changes, additions, and new consideration.

#### Management process.

PGMS review of proposed exterior changes, additions, and new construction will follow the procedures set forth in its *Facade Improvements Grants Allocation Program*, copies of which are available at the office of Pineapple Grove Main Street, Inc.

## Section 17 • Historic Preservation

### Overview

Nationally and in Florida, the roots of the Main Street program are found in historic preservation. The national program was initiated in 1977 by the National Trust for Historic Preservation, which also created and oversees the National Main Street Center. In 1985, the Bureau of Historic Preservation, Division of Historical Resources, Department of State, initiated the Florida Main Street office to designate, assist, and coordinate with the local Main Street programs.

Within this context, and given the history of the *Florida Main Street* program designees, Delray Beach pioneered new territory when it was designated a *Florida Main Street Community* in 1994. It was far and away the largest community to receive designation; it was the first designee whose focus was a contributing downtown neighborhood, rather than the traditional downtown main street; and it was designated despite that fact that barely 16% of the building stock in its focus district was historically significant.

With its inventory of historic building stock being a relatively small number of properties, the principal emphasis of PGMS has been the element of economic revitalization, in addition to historic preservation. Nonetheless, Pineapple Grove is rich in Delray Beach history and several properties in the Program Area may deserve special attention<sup>7</sup>.

### Recommendations

#### Survey & Assessment

To assist PGMS in the preparation of its application for FMS designation, Pat Cayce, the City's preservation planner, conducted an informal survey of the Program Area that led to the estimate of historic building stock noted above.

*Before a proper determination of preservation-related projects and programs can be considered, a thorough survey of, and report on, the program area's history and historic building stock are recommended.*

At the time of this writing, John Johnson is the Historic Resources Administrator for the Delray Beach Regional Office of the Florida Division of Historical Resources, and Dottie Patterson the archivist for the Delray Beach Historical Preservation Society.

Ms. Cayce, Mr. Johnson, and Ms. Patterson have contributed greatly to PGMS's knowledge of Pineapple Grove's history, and represent the community's most valuable human resources in undertaking survey. PGMS will enlist their further assistance in conducting the survey.

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<sup>7</sup>In 1996, PGMS expanded its original Program Area one block to the west, to include NE 1<sup>st</sup> Avenue between Atlantic Avenue and NE 4<sup>th</sup> Street. This area contains many historic properties and is included in OSSHAD; it is under the watchful eye, and in the good hands, of the Delray Beach Historic Preservation Board. Accordingly, reference in this chapter to the "Program Area" exclude the properties along NE 1<sup>st</sup> Avenue.

## Historic elements/landmarks

The neighborhood survey will identify not only buildings that might deserve special attention, but also any other elements or landmarks in the Program Area. As earlier noted, the area itself is significant in the City's history, and will afford an opportunity for special designation, recognition, and/or treatment.

Anything that can heighten the sense of pride in the neighborhood, attract attention, and/or generate additional resources, will be pursued. PGMS research will locate sources of landmark designation elements, and any grants or other assistance available through public and private preservation programs.

## Strategy for rehabilitation and preservation

The following will provide motivation and incentive to owners of historic properties:

*Identify existing and potential economic incentives, including abatement of property taxes and federal income tax credits.*

*Educate the property owners, local government, and the community about the value and economic benefits associated with historic preservation.*

*Encourage the designation of specific properties to the local Register of Historic Properties in order to provide architectural review, protection, and economic incentives.*

*Encourage all property improvements and new construction to follow the design guidelines for Pineapple Grove.*

## Section 18 • Funding

### Overview

In its final form, the Neighborhood Plan will include projects suitable for private sector and public sector funding. Much of the infrastructure projects (underground utilities, roadwork, sidewalks, public parking, and the like) are typically financed by local government. Upgrades such as the arched gateways, obelisks, and signage kiosks offer opportunities for grants and underwriting. The same is likely for the ecology park and the outdoor art program. A third category of improvements—items such as street lights and landscaping—could be financed by either the public or private sector.

Because the Plan is initially presented in its conceptual stage, specific funding sources and responsibilities are not here identified. At the time of this writing, Plan elements are being engineered; detailed budgets will then be formulated and funding sources identified.

The objective of Pineapple Grove Main Street, Inc., is to formulate a funding strategy that equitably distributes the costs among the parties at interest, utilizing outside dollars wherever possible. Potential sources of funding include the following:

#### Public Sector Improvements

- Public Funds & Grants
- Local (CDBG; Sect. 108 Loan Programs), County, State, and Federal
- Capital Improvement Bonds
- Business Improvement District (BID) or other special assessment
- Private Sector Sponsors

#### Private Property Improvements

- Loan programs
- Community Development Loan Fund (CDLF)
- CRA Low Interest Loans
- Palm Beach County Housing Finance Authority
- Florida Energy Loan Program
- Grants
- Sponsors and underwriters

## Section 19 • Outreach & Marketing

### Overview

For this or any plan to be successful, it must be fully understood by all whom it impacts. Certainly, this includes the property owners and businesses in Pineapple Grove.

Implementation of the Plan will, however, affect all of Delray Beach, as have other downtown redevelopment projects. A considerable portion of the recommended projects will be financed by the City's taxpayers. When completed, the renewal of the neighborhood will impact in a positive way the property values of its owners and, if experience to date is any indication, those of property owners throughout the community.

The Plan can only fail if its elements are unknown to, or misunderstood by, the community. For this reason, its content must be communicated to the public as thoroughly as possible.

### Recommendations

#### Neighborhood business & property owners

This group will benefit most directly and immediately from successful implementation of the Plan. As well, a portion of the Plan's cost of implementation and/or long-term maintenance may be funded by direct contributions from the neighborhood. Accordingly, it is vitally important that Pineapple Grove business and property owners are thoroughly versed on the Plan and that the Plan's final form include consideration of any and all modifications suggested by, and receiving consensus support of, those in the neighborhood.

*Conduct a series of workshops on various day, at various times, and at various locations throughout Pineapple Grove.*

*Invite by direct mail and person-to-person contact every property and business owner in Pineapple Grove to attend the workshops.*

*Thoroughly explain the Plan's elements and invite comments, recommendations, and support. Incorporate and recommendations receiving general consensus of Pineapple Grove business and property owners.*

#### Public officials

City Commissioners, the CRA, and the DDA have the authority to approve for implementation the elements of the Plan falling within their respective jurisdiction, and the budgets to contribute funding where appropriate. Staff members of these organizations can play prominent roles in the Plan's refinement and budgeting of implementation costs.

*Thoroughly familiarize the commissioners and board members with the Plan by presentation in public meetings and delivery of a copy of the Plan to each member. Review its elements one-on-one with members if necessary.*

*Review and develop the Plan with staff.*

#### Patrons/shoppers

Another important group of Pineapple Grove "stakeholders" are those who currently patronize neighborhood business and those who may be future patrons, including the tens of thousands who currently shop elsewhere in Delray Beach. Not only is their understanding and support of Plan important, they also represent potential new customers for existing and future businesses.

***Publish and distribute summaries of the Plan, perhaps in the form of brochures or flyers, to patrons and shoppers in Pineapple Grove and elsewhere throughout Delray Beach.***

#### Private sector supporters

As earlier noted, many of the proposed projects and programs are suitable for private sector financial support. Corporate and business entities, individuals, private foundations, and other likely funding sources will require full understanding of the Plan before they can consider financial support.

***Publish an executive summary of the Plan for delivery to, and review with, prospective corporate and individual financial supporters.***