



MINUTES
DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING
Monday – April 10th, 2023 – 12:00PM
Downtown Development Authority
350 SE 1st Street, Delray Beach, FL

1. Call to order/Roll Call – 12:02pm

Members Present: Mavis Benson, Dr. John Conde, Vera Woodson, Rocco Mangel (via Zoom), Mark Denkler, Frank Frione.

Members Absent: Christina Godbout.

Staff: Laura Simon, Suzanne Boyd, Liliana Fino, BJ Sklar, Marusca Gatto.

Guests: Christina Bilenki, Joe Josemond, Chris Hall, Marissa Maring, Sebastian Rojas, Jeffrey A. Costello, Roger Relucio, Rebekah Dasari, Amy Alvarez, Alexia Howald, Susie Rodrigues, James Chard, Mike Karali, Bruce Leish, Nickolas Netta, Robert Cantwell, Stephania Cortes, Olexandra Dorchi, Anthea Gianniotis.

Zoom: Missie Barletto, Edward Glatz, Eric Fernandez, Julen Blankenship, Lynn Gelin, Jeff Dash, Gina Carter, Ronald Platt.

2. Approval of Consent Agenda:

Motion by Mark Denkler, seconded by Frank Frione, to approve the consent agenda (Items A.i. – Mar. 13, 2023, Regular DDA Board Meeting Minutes, A.ii. – Mar. 16, 2023 Special Workshop Board Meeting Minutes, B - Finances of Mar. 2023, and C - Safety Ambassador Report, DDA March Report). Motion carries (4-0). Christina Godbout, John Conde, and Rocco Mangel not present.

12:05pm – John Conde arrives at the meeting.

3. Approval of Regular Agenda – April 10, 2023

Motion by Mark Denkler, seconded by John Conde, to approve the regular agenda with the addition of item 7 D – “DDA Executive Committee Vice-Chair nomination and appointment” and removal of item 8A “Placemaking Update: Downtown Litter and Beautification”. Motion carries (5-0). Christina Godbout and Rocco Mangel not present.

4. Public Comments and Delray Beach Partner Reports (City, CRA, Chamber, etc.) – Comments limited to 2 Minutes

Public Comments:

Mr. Ronald Platt announces that he will be applying for a seat on the DDA Board.

5. DDA Marketing & Activation Presentation – DDA Team

Ms. Suzanne Boyd gives a recap on DDA previous events (#LoveDelray Fashion Experience and Savor the Avenue events), updates on the upcoming DDA events (Mother’s Day Orchid Giveaway, First Friday Art Walk, Art & Jazz on the Avenue), updates on the DDA marketing initiatives, public relations placements and initiatives, social media results, website analytics and e-mail marketing results. Ms. Suzanne Boyd continues with updates regarding upcoming events in April and May at the Old School Square Campus and updates on the Request for Proposal for Public Relations and Market and Branding for the Old School Square Campus. She finishes with updates regarding Clean & Safe initiatives, the Safety Ambassadors

program and economic development updates (new businesses in downtown Delray Beach and construction updates).

Ms. Marusca Gatto gives updates on the activities at the Cornell Art Museum (the new exhibition “World of Water”, groups visiting, Savor Happy Hour event).

Ms. BJ Sklar gives updates on the Visitor Information Center activities and stats.

12:22pm – Rocco Mangel arrives at the meeting.

6. Development Services: Downtown Delray Beach Site Plan review and approvals:

A. Bricktop’s Restaurant - 12 NE 5th Avenue - Class V Site Plan and Parking In-lieu request - Jeffrey Costello

Mr. Jeffrey Costello (J. C. Planning Solutions, Principal) presents item 6A - Bricktop’s Restaurant - 12 NE 5th Avenue - Class V Site Plan and Parking In-lieu request.

Ms. Anthea Gianniotis (City of Delray Beach, Development Services Department, Building, Planning & Zoning Division, Director, AICP) observes that the new building being presented is a refined proposal of an art Deco style of architecture. She also observes that despite the existent building on the property, has been identified has contributive for purposes of the historic preservation it has not been identified has part of the list for Delray Beach Local Register of Historic Places (and, therefore, it can be demolished).

Mr. Jeffrey Costello mentions that the agent studied on the option of keeping the existent building adding some modifications, but the use for the business being implemented there (a restaurant) requires some features, mainly in the kitchen area, that would not be possible to build in the existent building and, therefore, it is being demolished.

Ms. Anthea Gianniotis adds that the developer wants to add a sidewalk café, and this feature, as per the City regulations, requires a bigger setback (than the one the existent building) to allow for space for the café tables and the pedestrian sidewalk.

Ms. Vera Woodson adds that the façade of the proposed building is very bare, and it could have a more interesting look if a green wall or artistic features would be added to the façade.

Mr. Mark Denkler observes that with this project, just like in many presented before, on previous DDA meetings, the parking spaces calculations (as per the current City regulations) and the approval of in-lieu parking requests might present problems in the future (not enough parking).

Mr. Rocco Mangel observes that this branded restaurant will be a good addition to the dining scene in downtown Delray Beach.

Mr. John Conde and Mr. Frank Frione are in favor of this proposal.

Ms. Mavis Benson suggests the use of color features to add character to the bare façade.

Motion by Frank Frione seconded John Conde to approve the Bricktop’s Restaurant - 12 NE 5th Avenue - Class V Site Plan and Parking In-lieu request as presented. Motion carries with 6 votes in favor, through roll call vote (Christina Godbout not present):

- Frank Frione – Yes
- Mavis Benson – Yes
- Vera Woodson – Yes
- John Conde – Yes
- Mark Denkler – Yes
- Rocco Mangel – Yes

B. Bliss on 4th Multifamily Development - 10 SW 4th Avenue - Class V Site Plan - Dunay, Miskel, and Backman

Ms. Christina Bilenki (Dunay, Miskel & Backman, Partner) presents item Bliss on 4th Multifamily Development - 10 SW 4th Avenue - Class V Site Plan, a project. She explains that this project is a 4-story building with retail and residential units (9 units).

Ms. Laura Simon observes that whatever retailer is recruited for this location it needs to be a strong one, seeing that this area does not have much foot traffic, which brings challenges to the retailers in this area.

Mr. Roger Relucio (Bliss on 4th Multifamily Development, Agent) explains that the intention is to recruit a cafe or something similar to bring to this location.

Ms. Vera Woodson observes that the parking garage door, that is represented on this rendering as a shutdown door should be kept open during business hours so retailer patrons and residents can access the parking garage.

Mr. Sebastian Rojas (Bliss on 4th Multifamily Development) confirms that the gate will remain open during business hours.

Motion by John Conde seconded by Mark Denkler to approve the Bliss on 4th Multifamily Development - 10 SW 4th Avenue - Class V Site Plan request as presented. Motion carries (6-0). Christina Godbout not present).

C. CBD Architecture Styles - Amendment to the LDR - Rebekah Dasari

Ms. Anthea Gianniotis presents item 6C CBD Architecture Styles - Amendment to the LDR.

Public comment: Mr. Bruce Leish (Meridian Delray, President) observes that would be beneficial if the City authorities could have a saying on private and multi residential units seeing that, as of late, more and more property owners decide to build their residences with a modern architectural style look, with block structures with flat roof style, which will deprive of architectural interest the area streetscape.

The DDA Board agrees with the amendments presented by the City Staff to the Delray Beach CBD Architectural Design Guidelines.

Motion by John Conde seconded by Mark Denkler to approve the CBD Architecture Styles - Amendment to the LDR as presented. Motion carries (6-0). Christina Godbout not present).

7. NEW Business

A. Parking Management: Presentation Employee Parking (Hospitality Program) - Joe Josemond

Joe Josemond (City of Delray Beach, Public Works Department, Chief Parking Facilities Manager) presents the Downtown Delray Beach Hospitality Employee Pilot Parking Program Proposal.

Mr. John Conde suggests that the Employee Parking Program should be permanently free.

Mr. Mark Denkler adds that before the program is in place and until results can be analyzed it is not beneficial to add fees.

Ms. Vera Woodson notes that the pilot program should be adjusted to prevent issues during the transitioning time between the pilot program and the implementation, seeing that the pilot program does not involve the full employee population but just a sample (77 spots to be used during the pilot program). She, also, adds that this program should be adjusted, during peak days when large scale events are happening, to allow for some of the employee parking spots to be assigned to the public coming for those events, while employees should be redirected to other parking locations.

Mr. Joe Josemond observes that after analyzing the parking turnover rates for a few months, the conclusion is that the Old School Square parking garage is never 100% full, not even during high season. He also adds that the pilot program will be reassessed after it ends, to allow for adjustments.

Mr. Rocco Mangel suggest the pilot program should be addressed to the management team members of retailers, restaurants, and service providers, to have a better understanding of the spaces needed.

Ms. Laura Simon observes that the correct communication by the management team to their employees is a key for the future Employee Parking Program.

It is the DDA board consensus to communicate the suggestions given by the DDA Board members to the City Team regarding the Downtown Delray Beach Hospitality Employee Pilot Parking Program Proposal.

C. Digital Signage for downtown communication - L. Simon

Ms. Laura Simon observes that the City is searching for input from the DDA regarding the implementation of digital signage in downtown Delray Beach, perhaps on the intersection of Swinton Avenue with Atlantic Avenue. This signage can announce events and give updates such as road closures or other important information.

Mr. John Conde does not see value in this type of signage, seeing that it presents challenges: it needs to be constantly updated, sometimes the signage does not turn on.

Ms. Vera Woodson suggests that the signage would be better located at the exit of Interstate 95, entering Atlantic Avenue East.

D. DDA Executive Committee Vice-Chair nomination and appointment

The DDA Board members nominated, unanimously, Mr. John Conde for the DDA Executive Committee Vice-Chair position.

Motion by Mark Denkler seconded by Frank Frione to nominate Mr. John Conde for the Vice-Chair position at the DDA Executive Committee. Motion carries (6-0). Christina Godbout not present.

9. Non-Agenda items.

There were no non-agenda items.

10. Board Comments

Mr. Mark Denkler shows his concerns with further approvals, by the City of in-lieu parking requests.

Ms. Vera Woodson says that Atlantic High School is looking for support from the DDA and from the downtown merchants to support Atlantic High School Athletics, more specifically the wrestling program.

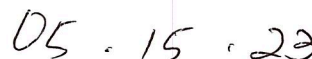
11. Adjournment

The meeting was adjourned at 1:56pm though motion by Mark Denkler seconded by Frank Frione Motion carries (6-0). Christina Godbout not present.

Respectfully submitted,
Liliana Fino



Vera Woodson, DDA Secretary



DATE