



MINUTES
DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING
Monday, February 10, 2025 –12:00pm – 3:00pm
CITY HALL COMMISSION CHAMBERS
100 NW 1st Ave, Delray Beach, FL 33444

Board Chair Costilo is not present at this time. Board Vice-Chair Rosen holds the gavel.

Call to Order of the FEBRUARY 10, 2025 BOARD MEETING – 12:00PM

Members Present: Alan Costilo, Vera Woodson, Jim Knight, Brian Rosen, Cole Devitt, Aaron Hallyburton .

Members Absent: Harold Van Arnem.

Staff: Laura Simon, Liliana Fino, Suzanne Boyd, Marusca Gatto, Quentin Morgan, Shelly Likosar.

1. AGENDA APPROVAL – Additions or Deletions

Motion by Vera Woodson, seconded by Jim Knight to approve the February 10, 2025 Board meeting Agenda as presented.

Motion carries (5 - 0). All in favor (Harold Van Arnem and Alan Costilo not present).

2. PUBLIC COMMENTS & PARTNERS REPORTS – limited to 2 Minutes

City Partners Reports:

- Report by Sgt. Schmidt, City of Delray Beach, Police Department, Sergeant.

DDA Partners Reports:

- Report by Brian DeJoy (Professional Security Consultant, Director of Security).

PUBLIC COMMENTS:

Public Comment By Cynthia Ridley (The SET Neighborhood Alliance, Member):

Ms. Cynthia Ridley shows gratitude for the DDA collaboration in the 12 Days of Christmas event.

12:07pm – Alan Costilo arrives to the meeting.

Board Vice-Chair Rosen passes the gavel to Board Chair Costilo.

Public Comment by Charles Ridley (West Atlantic Redevelopment Coalition, Chair):

Mr. Chuck Ridley requests DDA collaboration in further developing the West Atlantic area branding, as well as in activations for the area, such as the Blackmer's Market event. The ultimate goal, as mentioned by Mr. Chuck Ridley, is to join forces to promote economic development in the West Atlantic area.

PRESENTATIONS

A. Neighborhood and Community Services presentation - Jerri Pryor, Director

Ms. Jerri Pryor (City of Delray Beach, Neighborhood and Community Services, Director) gives an overview of the scope of work of the Neighborhood and Community Services Department.

Board Chair Costilo suggests a meeting with the City team to discuss matters of importance for the DDA's District business owners/managers such as the regulations for use of A-frame signage.

Board Vice-Chair Rosen also suggests having a meeting to discuss the challenges related to the business' nighttime operation.

Board Member Woodson refers to the business's nighttime operation, that it is different from daytime, and suggests that there are challenges that need to be looked at.

Ms. Jerri Pryor answers that the City team is estimating staffing needs to make the proper adjustments.

Board Chair Costilo refers to the rules and regulations in regard to storefront window signage and mentions that the door hanger notices should include language in those rules.

B. Introduction of Fred Kent, Social Life Project

Mr. Fred Kent (Social Life Project, Founder and Author) presents the Social Life Project and identifies some of downtown Delray Beach key challenges and deterrents to placemaking improvements:

- Areas with lack of connection between the businesses and the pedestrian walk (mentioning the Atlantic Crossing project, where the planters block that connection);
- Uneven and reduced sidewalk areas;
- 6-line roads mean high speed areas, which challenges the pedestrian's experience;
- Incorrect traffic lights system;
- Lack of activations in public spaces such as at Veteran's Park;

He mentions that from the businesses' point of view it is beneficial to activate their storefronts, turning the businesses "inside-out", adding pop-up experiences to attract customers.

3. Development Services

A. Ord. No.4-25, Retail Tobacco & Nicotine Products- LDR Amendment-Rebekah Dasari

Ms. Rebekah Dasari (City of Delray Beach, Development Services Department, Planning & Zoning Division, Longe Range Planning, Principal Planner) gives a presentation on item "Ord. No.4-25, Retail Tobacco & Nicotine Products- LDR Amendment".

Board member Hallyburton asks if there might be any loopholes in the new amendment.

DDA Executive Director Simon mentions that there is a business that assumedly main sales would be sodas and similar products but sells mostly tobacco-related products, and it is open until 4AM.

Ms. Rebekah Dasari answers that the Code Enforcement team will have to look at the issue.

Board Chair Costilo suggests the amendment to define in its language to restrict the sales of tobacco products to a certain percentage.

Ms. Rebekah Dasari answers that the City team can review that suggestion.

Board Vice-Chair Rosen suggests adding language prohibiting the sale of tobacco products after 10PM.

Board Chair Costilo asks, why, as presented, does the city want to limit the number of this business use.

Ms. Rebekah Dasari answers that the city has been noticing an overconcentration of the use, and also misuse of products within the downtown area.

Board Chair Costilo suggests adding language to the LDR's to prohibit the sale of tobacco products within the downtown district.

Ms. Rebekah Dasari answers that it is easier to restrict to a percentage of sales, rather than prohibit.

Board Secretary Devitt suggests to prohibit the sale of tobacco products within the downtown district.

Ms. Rebekah Dasari answers that the city would have to review the suggestion.

Board Member Woodson refers to the ordinance in regard to tattoo parlors and suggests to take a similar approach in regard to the sale of tobacco products, in order to protect the reputation of the City.

Ms. Rebekah Dasari answers that the DDA Board can suggest to prohibit the sale of tobacco products within the downtown district.

Board Treasurer Knight suggests adding language that ties up with Code Enforcement procedures. He also mentions that regulations involving circumferences are confusing.

Ms. Rebekah Dasari answers that, for this amendment, the City used the same circumferences as for the sales of CBD oil products but adds that the DDA Board can recommend greater separation. She explains that for other regulations, such as in regard to the stand-alone bars, the minimum distance allowed has been set "as the crow flies", and in regard to *in-lieu* parking ordinance it was set as per the "walking route".

Board Secretary Devitt reiterates the suggestion of prohibiting the sale of tobacco products within the downtown district.

Board Treasurer Knight adds that, historically, that has been done in the past in regard to tattoo parlors, tarot card readings and for CBD oil products sales.

DDA Executive Director Simon suggests the DDA Board have the use restricted only on Atlantic Avenue and on 2nd Avenue.

Board Member Hallyburton agrees with the suggestion by DDA Executive Director Simon. Board Vice-Chair Rosen is of that agreement as well.

Ms. Rebekah Dasari mentions that from an administrative standpoint it is easier to limit it to a certain area.

DDA Counsel Morgan mentions that the DDA board should decide on what is best for the DDA district and the city will then review their recommendations.

The City request is for the DDA to review the item "Amendment to the Land Development Regulations, Retail Tobacco and Nicotine Products Dealers" according to the below:

Pursuant to Land Development Regulations Article 8.2, the Downtown Development Authority (DDA) for the City of Delray Beach recommends as follows:

1. *That the proposed request implements the Downtown development plans (Downtown Master Plan, Pineapple Grove Master Plan, West Atlantic Master Plan, Osceola Park Neighborhood Plan, and the Shopability Analysis).*

AND

2. *That the proposed request encourages economic development and promotes the Downtown as a prosperous Downtown Area.*

MOTION by Brian Rosen, seconded by Jim Knight, to approve the "Amendment to the Land Development Regulations, Retail Tobacco and Nicotine Products Dealers", according to the above mentioned and with the recommendation of including a moratorium to restrict the tobacco dealer retail use on Atlantic

Avenue and NE 2nd Avenue and to future restrict the tobacco dealer retail use in the entirety of the DDA District.

Motion carries (6 - 0) through roll call (Harold Van Arnhem not present):

Aaron Hallyburton – Yes

Cole Devitt – Yes

Alan Costilo- Yes

Brian Rosen – Yes

Vera Woodson – Yes

Jim Knight – Yes.

B. 33 SE 3rd Avenue - Level 1 Site Plan application

Ms. Ele Zachariades (Miskel Backman LLP, Partner) gives a presentation on item “33 SE 3rd Avenue - Level 1 Site Plan application”.

Board Chair Costilo comments that most valet queues do not get 8 spaces on Atlantic Avenue. They have fewer on-street allocated spaces for the valet queue, and he suggests using some parking spaces inside the parking garage and taking less spaces out of the on-street parking for the valet queue.

Ms. Ele Zachariades, as per the plan, the project will represent a surplus in parking spaces and that perhaps the 8 parking spaces reserved for the valet queue can be reduced to a lower number.

Board Secretary Devitt asks if the plan is to add one, or multiple restaurants.

Ms. Ele Zachariades answers that multiple restaurants will be added.

DDA Board Secretary Devitt asks about the valet queue operation schedule.

Ms. Ele Zachariades answers that it will be mostly operating on a nighttime schedule.

Board Vice-Chair Rosen asks about how much of the project is being converted.

Ms. Ele Zachariades answers that the plan is converting only the space previously assigned to retail and office space, which is about 14,000 sq. ft.

Board Member Woodson suggests defining the valet queue schedule.

DDA Executive Director Simon reminds that signage should be placed along the valet queue as well as in the valet reserved spots located inside the parking garage.

Board Secretary Devitt asks if, as of now, the employees park in the garage.

Ms. Ele Zachariades confirms it and adds that, in the future, they should be allowed to park in the remainder parking spots not filled by the valet service.

Board Treasurer Knight warns that if not enough employees are assigned to the valet queue (of 8 spots), it will lead to backed up traffic in the area.

Board Secretary Devitt suggests placing the valet queue in the alleyway, behind the building.

DDA Executive Director Simon comments that signage is of the utmost importance as well as a trained valet service staff, in order to avoid issues.

Board Treasurer Knight refers to the importance of offering free parking for employees within the garage.

Board Vice-Chair Rosen agrees with Board Member Knight.

Board Chair Costilo comments that apart from some concerns regarding the traffic flow caused by the valet queue service, he supports the proposed plan.

Board Secretary Devitt refers to the valet queue taking too many parking spaces.

Board Member Woodson also conveys her concerns in regard to the valet queue service suggested traffic flow causing a bottle neck traffic situation.

Board Chair Costilo comments that this project is located off Atlantic Avenue, which constitutes a benefit, and adds that the valet queue service has been in existence at this location for a while.

Board Treasurer Knight voices his concern about the traffic pattern of the valet queue, with customers driving from Atlantic Avenue having to use a valet queue that is on the opposite side of the street.

DDA Executive Director Simon comments that the current valet queue, located west of It seems like that as of now working on the west side of SE 3rd Avenue is working and poses no issues.

Board Treasurer Knight mentions that keeping the valet queue on the west side of SE 3rd Avenue might impact negatively on the residential area being developed on that side of the street.

Ms. Ele Zachariades prevents the applicant may not be allowed to use west side of SE 3rd Avenue for the valet queue any longer due to the new development being built.

The City request is for the DDA to review the item “33 SE 3rd Avenue - Level 1 Site Plan application” according to the below:

Pursuant to Land Development Regulations Article 8.2, the Downtown Development Authority (DDA) for the City of Delray Beach recommends as follows:

1. *That the proposed request implements the Downtown development plans (Downtown Master Plan, Pineapple Grove Master Plan, West Atlantic Master Plan, Osceola Park Neighborhood Plan, and the Shopability Analysis).*

AND

2. *That the proposed request encourages economic development and promotes the Downtown as a prosperous Downtown Area.*

MOTION by Jim Knight, seconded by Vera Woodson, to approve the “33 SE 3rd Avenue - Level 1 Site Plan application”, according to the above mentioned and with the following recommendations:

- If possible, to maintain the valet queue on the west side of SE 3rd Avenue;
- In case the location of the valet queue changes the applicant to work with the City team to ensure a plan for the traffic flow safeguarding the pedestrian’s experience and to consider the alleyway as an alternative location;
- To guarantee free employee parking within the parking garage facilities.

Motion carries (6 - 0) through roll call (Harold Van Arnem not present):

Jim Knight – Yes

Vera Woodson – Yes

Brian Rosen – Yes

Alan Costilo – Yes

Cole Devitt – Yes

Aaron Hallyburton – Yes.

C. 102 SE 5th Ave - Level 3 Site Plan Application - Jeffrey A. Costello

Mr. Jerad Graham (Mugdock Development, LLC, founder and CEO) gives a presentation on item “102 SE 5th Ave - Level 3 Site Plan Application”.

Board Chair Costilo asks if the main entrance to the residences is situated inside the building.

Mr. Jerad Graham answers that the parking facility's entrance is located within the building, but that the residences have access through the public right-of-way.

Board Secretary Devitt asks if the first floor is composed only of parking facilities.

Mr. Jerad Graham answers that the first floor has also residential areas.

Board Vice-Chair Rosen asks if the project is an association type of residence.

Mr. Jerad Graham answers that it will be a community Homeowners Association (HOA) with few amenities, and that the HOA will maintain all the building's exterior and outdoor areas.

Board Chair Costilo enquires about the location of the guests' parking facilities.

Mr. Jerad Graham answers that the guests' parking facilities are composed of two parking spots within the building and two on-street parking spots.

Board Chair Costilo shows concern that the number of allocated guests' parking spaces will not be enough to serve all the residential units.

Mr. Jerad Graham answers that there is the IPIC parking garage nearby that can accommodate any extra parking needs.

Board Treasurer Knight refers to the blue rectangles on the plan and enquires about their purpose.

Mr. Jerad Graham answers that they represent lined pools, located over the first floor, and the space where they are located will also be used as dedicated patios for each unit.

Board Member Woodson voices her concerns over the size of the project.

Mr. Jerad Graham answers that, as per the rules and square footage of the lot, the project was permitted to have up to 10 residential units, but the applicant decided to only produce 8 of those.

Board Chair Costilo comments that he finds it important that the applicant, in regard to the architectural styles allowed as per the City regulations, choose a traditional architectural style for the project, rather than the modern style, which he finds attractive and classy. He also mentions that he finds it beneficial that the applicant chose to go with a smaller number of housing units for the lot.

Board Member Hallyburton and Board Treasurer Knight also are of preference, for this project, of using one of the traditional architectural styles, rather than the modern style.

The City request is for the DDA to review the item "102 SE 5th Ave - Level 3 Site Plan Application" according to the below:

Pursuant to Land Development Regulations Article 8.2, the Downtown Development Authority (DDA) for the City of Delray Beach recommends as follows:

1. *That the proposed request implements the Downtown development plans (Downtown Master Plan, Pineapple Grove Master Plan, West Atlantic Master Plan, Osceola Park Neighborhood Plan, and the Shopability Analysis).*

AND

2. *That the proposed request encourages economic development and promotes the Downtown as a prosperous Downtown Area.*

MOTION by Jim Knight, seconded by Cole Devitt, to approve the "102 SE 5th Ave - Level 3 Site Plan Application", according to the above mentioned and in accordance with the project presented by the applicant.

Motion carries (6 - 0) through roll call (Harold Van Arnem not present):

Aaron Hallyburton – Yes

Cole Devitt – Yes
Alan Costilo- Yes
Brian Rosen – Yes
Vera Woodson – Yes
Jim Knight – Yes.

D. 540 West Atlantic Ave - Level 2 Site Plan Application - Mike Ventura

Mr. Michael Ventura (Ventura Architecture and Development, Founder and Principal) gives a presentation on item “540 West Atlantic Ave - Level 2 Site Plan Application”.

Board Chair Costilo asks there will be on-site cooking at this location.

Mr. Michael Ventura answers that no cooking will be made on-site, that the products will be shipped to the store.

Board Member Woodson asks if is in the plans to have any outdoor seating area.

Mr. Michael Ventura answers that no outside seating is planned for the first phase, but that can be added at a later stage.

Board Member Woodson comments that outdoor seating will be best added at a later stage, rather than as the business opens.

Board Vice-Chair Rosen mentions that the business owner of Tropical Smokehouse is requesting, from the Dunkin’ administration, collaboration on trash management, seeing that the Tropical Smokehouse site is not provided with a trash enclosure.

DDA Executive Director Simon refers to the issues mentioned by the applicant in regard to the approval process and requests clarification.

Mr. Michael Ventura answers that it refers to some adjustments to the exterior of the building in regard to the percentage of use of certain types of materials.

Board Treasurer Knight asks how long is taking the approval process.

Mr. Michael Ventura answers that the approval process is taking a while, because the Dunkin’ general image has changed during the process and, therefore, adjustments had to be made and be resubmitted for City’s approval.

Board Member Woodson asks when is it scheduled for the project to start onsite and mentions that the completion of this project is important for the development of the West Atlantic area.

Mr. Hitesh Patel (Dunkin’ Brands Inc., Branch Manager) answers that as soon as the project receives the City’s approval.

The City request is for the DDA to review the item “540 West Atlantic Ave - Level 2 Site Plan Application” according to the below:

Pursuant to Land Development Regulations Article 8.2, the Downtown Development Authority (DDA) for the City of Delray Beach recommends as follows:

1. *That the proposed request implements the Downtown development plans (Downtown Master Plan, Pineapple Grove Master Plan, West Atlantic Master Plan, Osceola Park Neighborhood Plan, and the Shopability Analysis).*

AND

2. *That the proposed request encourages economic development and promotes the Downtown as a prosperous Downtown Area.*

MOTION by Brian Rosen, seconded by Vera Woodson, to approve the “540 West Atlantic Ave - Level 2 Site Plan Application”, according to the above mentioned and in accordance with the project presented by the applicant.

Motion carries (6 - 0) through roll call (Harold Van Arnem not present):

Jim Knight – Yes

Vera Woodson – Yes

Brian Rosen – Yes

Alan Costilo – Yes

Cole Devitt – Yes

Aaron Hallyburton – Yes.

Board Treasurer Knight also mentions the importance of this project for the development of the area and encourages the approval of this project by the City’s team.

Board Vice-Chair Rosen suggests the DDA Executive Director Simon communicate to the City team the support of the DDA Board on this project and its importance for the development of the West Atlantic area.

Board Chair Costilo asks DDA Board member Woodson the reason why adding an outside seating area to the location is better at a later time, opposed to when the business opens.

Board Member Woodson answers that there are some vagrant and loitering issues in the immediate area that should be looked at, to avoid a negative impact on the business customer’s experience.

5. OLD BUSINESS

A. DDA/OSS Program Updates – DDA Team

Ms. Suzanne Boyd gives an overview on the Placer.AI report regarding visits to the Old School Square over the last year. She mentions the importance of the activations at the campus for the economic vitality of the downtown area.

Ms. Marusca Gatto gives a report on upcoming and current exhibitions at the Cornell Art Museum, museum attendance numbers, donations, art sales,

Board Secretary Devitt suggests having an exhibition dedicated to Highwaymen Art.

Ms. Marusca Gatto answers that an exhibition was already done in the past, but that it could be a subject that can be brought up again.

Ms. Suzanne Boyd gives updates on the Twilight Tribute Concert Series data, on the data regarding Old School Square e-mail blasts, social media, public relations and paid digital advertising and search. She continues giving updates on OSS upcoming events. She also updates the DDA Board on the OSS rebranding project that will be presented at the City Commission meeting of February 18, 2025.

Ms. Marusca Gatto gives updates on the Pineapple Grove art care and maintenance project and reports that 4 artwork pieces have been repainted, polished and/or cleaned. She also mentions that the second phase is starting with 4 more artworks to be maintained. She requests the DDA Board collaboration in the process for deaccession of some of the art pieces.

Ms. Suzanne Boyd continues with reports on the January DDA events and on upcoming DDA events, as well reporting on DDA public relations, website, e-mail blasts, social media, paid advertising initiatives and data. She also reports on the downtown economic developments and DDA advocacy initiatives. She

finalizes with report on the volunteer appreciation event, on the Ambassador's Program appreciation event and on the updates to the City's Parking Application new capabilities.

Ms. Shelly Likosar reports on the Visitor Information Center data and initiatives for the month of January and on the DDA/OSS volunteer management program.

B. January 13, 2025 Meeting Minutes- L. Simon

Motion by Brian Rosen, seconded by Jim Knight to approve the January 13, 2025 Board Meeting Minutes as presented. Motion carries (6 - 0). All in favor (Harold Van Arnem not present).

C. December 2024 Financial – L. Simon

Motion by Vera Woodson, seconded by Cole Devitt to approve the December 2024 Financial Report as presented. Motion carries (6 - 0). All in favor (Harold Van Arnem not present).

D. Nighttime Economy – Restaurant Use discussion

DDA Executive Director Simon mentions that she met with Ms. Anthea Gianniotis (City of Delray Beach, Development Services Department, Building, Planning & Zoning Division, Director, AICP) and Mr. Jeff Oris at the city to talk about the restaurant use issues and how to navigate those issues and it was decided to have a workshop meeting between the city team, DDA, and restaurant owners and managers on February 25th, 2025. The priority is to have the stakeholders at this meeting to help guide solutions in the future.

COMMENTS

A. DDA Executive Director

DDA Executive Director Simon informs on some of the topics on discussion at the next day City's Commission meeting (Atlantic Avenue Historic district overlay).

B. DDA Board Member Comments

Board Vice-Chair Rosen suggests having a consultant to help the businesses through the permitting process to help maneuver in the right direction.

Board Chair Costilo highlights the importance of the DDA efforts in advocating and in bridging communication between the city team and the businesses. He also suggests the DDA have a seat at the Development Services meetings.

Board Member Woodson suggests adding more staff to help navigate the city's permitting process.

Board Member Hallyburton highlights the importance of vehiculation the rules to avoid issues in the long run.

Board Treasurer Knight suggests meeting with the South County Courthouse team members to suggest collaboration on the use of their parking garage more often, as their parking garage is underutilized.

Motion by Brian Rosen, seconded by Cole Devitt to empower Board Member Knight to meet with the South County Courthouse team member Eric McLaughlin to suggest collaboration on the use of their parking garage. Motion carries (6 - 0). All in favor (Harold Van Arnem not present).

Board Member Woodson advocates the Black History Month events and honoring Ms. Vera Farrington, one of the founders of Spady Cultural Heritage Museum and her contributions to Delray Beach. She also highlights the importance of icons as way to showcase and promote a place.

Board Vice-Chair Rosen suggests adding a discussion item on parking at a future DDA Board meeting. He also advocates for the preservation of the Old School Square campus, and the need to secure grants. Board Chair Costilo suggests adding more pop-up exhibitions outdoors, at Old School Square, to activate the grounds.

Board Secretary Devitt also, advocates for the preservation of the Old School Square campus and suggests looking into the Delray Beach Community Redevelopment Agency funds available.

Board Chair Costilo suggests looking at projections for the Old School Square campus budget shortfall and to look into ways of overcoming that shortfall.

3:16pm – Aaron Hallyburton leaves the room.

3:17pm – Aaron Hallyburton returns.

Board Member Woodson suggest bringing a talent show format to the campus.

ADJOURNMENT

The meeting was adjourned at 3:18pm through motion by Vera Woodson seconded by Aaron Hallyburton.

Motion carries (6 - 0). All in favor (Harold Van Arnhem not present).

Respectfully submitted,
Liliana Fino



Cole Devitt, DDA Secretary

3-11-25

DATE