



MINUTES
DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING
Monday, April 14, 2025 –12:00pm – 3:00pm
CITY HALL COMMISSION CHAMBERS
100 NW 1st Ave, Delray Beach, FL 33444

Call to Order of the April 14, 2025 BOARD MEETING – 12:04 PM

Members Present: Vera Woodson, Jim Knight, Brian Rosen, Aaron Hallyburton.

Members Absent: Cole Devitt and Harold Van Arnem.

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

1. AGENDA APPROVAL – Additions or Deletions

Motion by Jim Knight, seconded by Vera Woodson to approve the April 14, 2025 Board meeting Agenda as presented.

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

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

Public Comment by Mavis Benson (Downtown Merchant and Business Association, Chair)

Ms. Mavis Benson comments, regarding the use of A-frame signage that while these signs might be seen by some as clutter and obstacles on the sidewalk, from the merchant's perspective they are invitations; they are not just practical tools for visibility, they help customers find their way, to discover what's new and feel connected to the unique experiences offered in each storefront. She mentions that A-frame signs can be more than functional, they can be expressions of creativity and individuality, contributing and adding to the artistic personality of the downtown area and enhancing the overall experience and identity of downtown Delray Beach. She highlights that, during the COVID-19 pandemic, the use of A-frame signs was temporarily permitted to support struggling small businesses. Their use was vital and worked positively and the merchants quickly noticed that these signs helped attract foot traffic and engage customers. Nevertheless, their use was revoked soon after. Due to the effectiveness of their use the permission to use A-frames should be rethought within consistent guidelines to ensure signs are safe, accessible and in harmony with the look and feel of the downtown area.

3. Development Services:

A. Upton Park (103 NW 5th Avenue) – 2024-164 - Level 2, Certificate of Appropriateness, Landscape Plan, Architectural Elevations & Waiver - Gareth Dunn - Archtelier, Inc.

Mr. Gareth Dunn (Archtelier, Inc., President) gives a presentation on the Upton Park (103 NW 5th Avenue) – 2024-164 - Level 2, Certificate of Appropriateness, Landscape Plan, Architectural Elevations & Waiver project.

Board Treasurer Knight shows his support for the project and mentions that the project meets the code. He asks the applicant whether the residential units will be up for rental or sale.

Mr. Gareth Dunn answers that it is a condominium kind of set up but that the owner has not decided yet on that matter.

Board Treasurer Knight mentions that it is important that developments are moving along in the west Atlantic Avenue area.

Board Member Woodson mentions she has mixed opinions in regard to this development, as she is concerned about the development not providing any parking and adds that this can become an issue in the long term for the residents. She adds that even though there are parking lots around the area, she does not think the residents will be glad to walk all the way to and from their residences. Afterwards, she asks if there was any discussion with The SET neighborhood as to what type of businesses to recruit to this development, so they serve the needs of the community in the area.

Mr. Gareth Dunn answers that the currently existing Boxing Gym business will stay. Its area will be slightly expanded. He adds that as with the remaining retail space, the allowed options are multiple but that nothing has been decided yet.

Board Member Woodson shows her concerns as the Community Redevelopment Agency is having hard time recruiting tenants for their buildings in the area and prevents that this issue might arise for the property owner of this new development.

Board Vice-Chair Rosen comments that this development is a good project for the area and that it is beneficial that there is a tenant there that will remain at the future development. He also adds that this business is able to help the kids on the area in a positive way. He reminds that the City regulations allow, in this area, for residential units to be built above retail spaces without having to provide parking and comments that he is supportive of this project.

Board Member Hallyburton shows his concerns that the residential units might not find tenants because the development does not provide parking structures.

Ms. Paliwoda (City of Delray Beach, Development Services Department - Planning & Zoning, Historic Preservation Division - Senior Historic Preservation Planner) explains that even if this project would not include retail and would be only a residential project the rules and regulations in place for this area, the presented lot area and two-story project, it would not be required to provide parking structures.

Board Chair Costilo asks if with the structures to be built on the building top-level, make this level a third floor, as per the rules and regulations in place.

Ms. Paliwoda answers that those structures, as per the regulations in place, do not make that space a third floor but if they had a bathroom-type of structure, it would be considered a third floor.

Board Chair Costilo is supportive of the project expansion.

12:32PM – Aaron Hallyburton leaves the room.

Board Chair Costilo continues by commenting that even though he is supportive of this project, he is concerned about the project not providing a parking structure and suggests the Board discuss the City's current rules and regulations regarding new developments and the requirements for parking in order to avoid issues with lack of parking in the long run.

Board Treasurer Knight comments that he leases two spaces off Atlantic Avenue, and he does not encounter issues with lack of parking.

12:34PM – Aaron Hallyburton returns to the room.

Board Treasurer Knight continues to mention that he uses the parking garages or the on-the-street parking resources available. He adds that new developments in the West Atlantic area should not be pushed back, for now, for reasons of not providing parking structures. He mentions that as per the previous Curbside Management Plan study there are enough parking resources to serve the downtown area. He voices his support for approval of this project.

Board Chair Costilo comments that regarding the Atlantic Crossing project underground parking lot, he thought that the parking structure would not be much of use but, on the contrary, that structure is highly used. Therefore, he highlights that it is important, in the future, in collaboration with the City team to discuss the City's current rules and regulations regarding new developments and the requirements for parking.

MOTION by Vera Woodson, seconded by Jim Knight, to approve the "Upton Park (103 NW 5th Avenue) – 2024-164 - Level 2, Certificate of Appropriateness, Landscape Plan, Architectural Elevations & Waiver" as presented.

Motion carries (5 - 0). All in favor (Harold Van Arnhem and Cole Devitt not present).

B. American Social - 220 NE 1st Street, Bay 100 - Level 1 Site Plan – Christina Bilenki

Ms. Christina Bilenki (Dunay, Miskel & Backman, Partner) presents the American Social - 220 NE 1st Street, Bay 100 - Level 1 Site Plan project.

Board Chair Costilo asks if the wood slats are retractable, as they are not present in one of the drawings presented.

Ms. Christina Bilenki answers that the wood slats were not added to that canopy.

Board Chair Costilo asks if the canopies are placed higher than the previous planned awnings.

Ms. Christina Bilenki answers that the canopies sit slightly higher than the previous planned awnings.

Board Chair Costilo comments that he likes the project, that it beautifully designed and presents a great improvement to the area.

Board Treasurer Knight comments that it is positive that this project is moving along, seeing that the space has been empty for a while. Nevertheless, he shows his concerns in regard of placing a valet queue and asks if there is one planned where would that be placed.

Ms. Christina Bilenki answers that a valet queue has not been planned at this point yet.

Board Treasurer Knight comments that it is important to decide on that sooner rather than later. He also comments that he is supportive of this project.

Board Member Woodson comments that it seems like the tree scape has been reduced compared to the initial project.

Ms. Christina Bilenki answers that nothing has changed on that matter.

Board Member Woodson comments it is beneficial to see a project moving along on that area.

Board Vice-Chair Rosen comments that this area is an important corner for the downtown area and that he is supportive of the requested waivers as they promote the continuity of the sidewalk and that the presented changes to the project look great.

Board Chair Costilo asks how far out does the canopy go.

Ms. Christina Bilenki answers that the canopy goes up to the property line.

Board Member Hallyburton comments that he thinks the sun will still hit the customers on the outdoor sitting area even with that canopy. He also comments that the presented changes to the project look good.

MOTION by Vera Woodson, seconded by Aaron Hallyburton, to approve the "American Social - 220 NE 1st Street, Bay 100 - Level 1 Site Plan" as presented.

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

4. NEW BUSINESS

A. Rotary of Delray Beach Venue Fee Waiver Request: Run for the Roses Event at Old School Square: presented by Rita Rana, Rotary Pres. Elect

Ms. Rita Rana (Delray Beach Rotary Club, Pres. Elect) presents the Run for the Roses Event at Old School Square Venue Fee Waiver request.

Board Vice-Chair Rosen asks what the budget for this event is.

Ms. Rita Rana answers that this is the first event of this type that the association is planning for, but that the budget is from \$20,000 to \$25,000 dollars.

Board Vice-Chair Rosen asks how much the organization is expecting to raise with this event.

Ms. Rita Rana answers that because it is the organization's first event of this type, they do not have records of that but that before, for other events, the organization has raised between \$5,000 to \$8,000.

DDA Executive Director Simon mentions that the organization has sold already quite a few tickets for this event. She mentions that the Association is requesting to have the venue's rental fees waived, which is \$2,000 for non-profits.

Ms. Rita Rana answers I regard the Board Vice-Chair Rosen question that 65% of the tickets are sold at this point.

Board Chair, Costilo, asks if the organization is expecting to have profits from this event after having all expenses paid.

Ms. Rita Rana answers that they expect profits from this event.

Board Vice-Chair Rosen asks into what will the \$2,000 from the fees waived be applied to.

Ms. Rita Rana answers that they will go to fund the organization's Scholarship program.

Board Treasurer Knight asks as to what the venue rental fees pertain to.

DDA Executive Director Simon answers that they cover administrative and operative expenses.

Board Treasurer Knight comments that he is supportive of approval of this waiver and of this event.

DDA Board Member Woodson comments that she is supportive of the event and theme proposed, and the waiver, because it benefits students and the event helps activate the Old School Square grounds. But she cautions that for future waiver requests of this type, and on the DDA Administrative side, the DDA Board should discuss including a donation rubric, to create guidelines in what terms to approve and which groups are be able to apply so that the applications serve the DDA's organizational goals.

Board Chair Costilo agrees with Vera Woodson suggestion. Nevertheless, he mentions supports approving the waiver for this event as the reason behind the request to wave these fees supports an important cause and because this event is managed by a long-standing local non-profit.

Board Vice-Chair Rosen mentions that he supports this waiver request, but he also agrees with Vera Woodson's suggestion.

Boad Treasurer Knight also agrees that it is necessary to create rubric around the approval of these waivers and establish a deadline.

MOTION by Jim Knight, seconded by Vera Woodson to approve the "Rotary of Delray Beach Venue Fee Waiver Request" as presented.

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

It is the DDA board consensus to send to DDA Executive Director Simon suggestions on the rubric for funding approval and on the DDA Grant Program by Friday April 19.

B. A-Frame signage discussion and recommendation – L. Simon

DDA Executive Director Simon gives an overview of the current City ordinance on signage, which does not permit the use of A-frames or sandwich boards. She mentions that as per the downtown businesses' feedback they feel that the use of A-frames is important, as it helps them greatly with exposing their businesses. She then requests some directions from the DDA Board in order to convey them to the City Commission to suggest the implementation of a pilot program to permit the use of A-frames. She explains that it is important to create regulations around the use of A-frames for the program to be successful. She also reminds the DDA Board that there are areas in downtown Delray Beach that due to minimal sidewalk clearance the A-frames would not be allowed.

Board Member Hallyburton is of the opinion that the A-frames do not provide much exposure to the businesses. Nevertheless, he mentions that if the A-frames are to be allowed there should be regulations regarding their use and that they should follow a uniform look throughout the downtown area. He also states that some regulations are hard to enforce and that some businesses do not take charge of the cleanliness of their storefronts, as per the regulations in place. He also mentions that if the A-frames are allowed, the regulations behind that need to be discussed with the City's Code Enforcement team.

Board Chair Costilo mentions that the relations between the use of A-frames and easels differ, and easels are allowed as per the City's regulations. He mentions that during the pandemic the use of A-frames was allowed, and it was of great importance for many of the businesses in the downtown area. Although he shows his concerns that if every business is allowed to use A-frames that might destroy the look and feel of the downtown area, he strongly believes that new businesses should be allowed to use them. He proceeds by saying that the document proposed by DDA Executive Director Simon to the DDA board is a great start to give some recommendations to the City team in regard to the matter.

Board Member Woodson mentions that she attended the downtown Merchants and Businesses Association meeting, and I heard their feedback in regard to the importance of using A-frames. She mentions, following some of Mavis Benson's comments, that A-frames can be an opportunity for creating thoughtful designs and enhance the landscape and customer's experience. Although she cautions that chalk A-frames represent an open message, and if A-frames are allowed, their messages need to be regulated in order to create a positive experience. She mentions that businesses that do not have a frontage to the street should be allowed to use A-frames in order to bring awareness of their business. Like other Board Members, she agrees that rules should be in place as per the usage of A-frames in order to enhance and create a positive shopping experience.

Board Treasurer Knight also is of the opinion to create rules for the use of A-frames around how many per block should be allowed, the need for consistency of their look, the maintenance process of the A-frame and the maintenance process of the store front overall.

Board Member Woodson suggests limiting the use of a certain message to a specific time to avoid having misinformation out and she suggests A-frames to be allowed for special events only (sales...).

DDA Executive Director Simon mentions that it should be part of the requirements the businesses applying for a permit with the City ahead of using the A-frame.

Board Chair Costilo mentions, in regard to Board Member Woodson suggestions, which limiting the use of an A-frame to certain times might not be a fit for certain businesses, as some keep their A-frames out all year long, as everyone promotes its business differently.

Board Member Woodson mentions that it is important to receive feedback from the businesses in order to create a program that is beneficial for them.

Ms. Mavis Benson (Downtown Merchants and Businesses Association, President) comments that during the past meeting some of the merchants present, that conduct business in other towns also, shared their feedback on how beneficial it is for their business to be allowed to use A-frames.

It is the DDA Board consensus to send feedback to DDA Executive Director Laura Simon around the rules and regulations around the use of A-frames in the downtown area, so that she can pass those recommendations along to the City team.

5. OLD BUSINESS

A. Downtown Parking Management discussion – L. Simon

DDA Executive Director Laura Simon refers to matters being discussed around parking in the previous months from the businesses' feedback.

In regard to previous discussion in regard to changes to the Railroad parking time limits, from feedback from some of the Board members at the past DDA Board meetings and feedback from retailers in the area, the suggestion was that the enforcement for the 9-hour parking time limit should be extended to 2 AM instead of the actual 6 PM, to allow for turnover and still maintain the parking free of charge.

Board Member Hallyburton suggests metering the parking lot after 4 PM or enforcing the 9-hour parking time limit until 2AM instead of the actual 6 PM. He mentions that even if the parking lot is metered, the rates at that parking lot will still be cheaper than at the surrounding private parking lots.

Board Vice-Chair Rosen also considers it beneficial to extend the enforcement for the 9-hour parking time limit to 2AM instead of the actual 6 PM.

Board Treasurer Knight mentions that as per studies the public parking garages are never full. Therefore, in order to redirect the employees to park in the parking garages, to limit the allowed parking time at the railroad parking lot to 4 hours, instead of 9, which would leave that parking lot available to customers and would allow for more turnover. He also mentions that the profits from the parking fees should not go to the general funds in the city, but towards enhancing the parking facilities.

Board Member Hallyburton agrees to find solutions to redirecting the employees to park in the public parking garages and suggests parking to be free of charge if they park in the public parking garages.

DDA Board Chair Costilo agrees that there is a need for changes to the parking time limits at the Railroad parking lot.

Board Vice-Chair Rosen comments that the Parking Management Advisory Board has not met for a while and asks how can the DDA bring parking issues to their attention.

DDA Executive Director Simon explains that they do not meet if there are no items to be reviewed. She adds that if the DDA will bring parking related matters to the City's attention, those items will need to go before the Parking Management Advisory Board for their Board to review it.

Board Member Woodson mentions that the perception from the public side is that there is lack of parking. She adds that there is a lack of "prime" parking, but not a lack of parking in general, adding that, while driving around she always finds public parking spaces available during daytime. She continues by saying that the situation might change during the evenings as it is busier, but she adds that nighttime customers are also different and are willing to pay more for parking as they do in other cities. She is also of the opinion that shorter parking time limits at the Railroad lot will be beneficial to allow for more turnover. She also adds that it is very important to communicate to the public all the parking options available.

DDA Attorney mentions that the DDA Board has the authority to bring suggestions to the City Commission and if it is the DDA Board consensus they can suggest dissolving the Parking Management Advisory Board and have the DDA take over the responsibilities of that board.

Board Member Woodson comments that she agrees on that for questions of efficiency.

DDA Board-Chair Costilo mentions that many of the actual DDA Board members have experience as previous members of the Parking Management Advisory Board.

Board Vice-Chair Rosen reminds that the Delray Resident Downtown Parking Pass program will allow customers to park for free at the Railroad lot, even if it becomes metered.

B. DDA/OSS Program Updates – DDA Team

Ms. Suzanne Boyd gives a report on the Savor The Avenue event.

Ms. Marusca Gatto gives updates on the Pineapple Grove Art Care and Maintenance Project.

2:17 PM – Aaron Hallyburton leaves the meeting.

Board Member Woodson mentions that the public art piece “Dark Stance” located in Pineapple Grove, on NE 2nd Avenue, seems big for that location.

Ms. Marusca Gatto answers that if it needs to be moved, the subject can be reviewed.

Ms. Suzanne Boyd reports on data and initiatives for DDA’s public relations, website, email blasts, social media, paid advertising and downtown economic development updates.

Board Member Woodson comments that it is important for the Board to be involved in business recruitment, especially for the West Atlantic area.

Ms. Suzanne Boyd continues with updates on economic development in the West Atlantic area.

DDA Executive Director Simon mentions that the DDA is coordinating activities with The Set Neighborhood Alliance to activate more often Libby Wesley Plaza. She adds that there is also a proposal for additional lighting to the stage area amongst other improvements. Then, she continues with updates on the Sundry Village project.

Board Member Woodson comments that the chess tables placed at Libby Wesley Plaza are underutilized and do not have any chess pieces to play with.

DDA Executive Director Simon answers that the chess pieces are supposed to be brought by the players. She adds that some signage can be added at the plaza on that matter.

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

DDA Board Member Woodson asks when will the Sister Cities of Delray Beach partnership program signage be added at the Visitor Center and congratulates the Visitor Center volunteers for the great service they provide.

DDA Executive Director Simon answers that the signage has not been added yet as the visitor center has been going through renovations.

Ms. Suzanne Boyd gives updates on upcoming downtown events, on the OSS rebranding process and on data on number of visits to the OSS campus.

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

Ms. Suzanne Boyd gives a report on the Beatles On The Beach event

Board Vice-Chair Rosen suggests a report be given on the Beatles On The Beach event by the management of the event.

Board Chair Costilo resumes a letter sent to him by Mr. Daniel Hartwell in regard to the economic impact of the Beatles On The Beach event (letter as added to the meeting records).

Ms. Suzanne Boyd continues reporting on the Florida Panthers Block Party and on the Twilight Tribute Concert Series.

Board Vice-Chair Rosen suggests searching for partnerships to help reduce some of the concert expenses, for instance on fencing and on production costs.

DDA Executive Director Simon suggests using fencing only for ticketed events.

Board Member Woodson suggests using fencing only around the bar areas, where alcohol is served.

Ms. Suzanne Boyd comments that event goers enjoy being able to be drinking at their seats, while enjoying the shows, rather than at the “beer garden”.

Board Member Jim Knight and Board Vice-Chair Rosen mention that every time there are events happening at the Amphitheatre there are productions costs, such as with lighting and audio systems because the space is not equipped with those as other Amphitheatres are.

DDA Executive Director Simon comments that long-term contracts with a production company might bring costs down.

Ms. Suzanne Boyd continues reporting on Old School Square data on Email Blast, Social Media initiatives and data, public relations initiatives, website data, paid digital advertising and search and events coming up at Old School Square.

C. March 10, 2025 Meeting Minutes - L. Simon

Board Vice-Chair Rosen requests adding to the minutes discussion held during the meeting around the possibility of the DDA Board taking over the responsibilities of the City's Parking Management Advisory Board. He also requests adding the comment of Board Member Van Arnhem on the DDA to provide the Board with a budget for the events the DDA manages to perceive expenses and income with each event.

Motion by Jim Knight, seconded by Brian Rosen to approve the March 10, 2025 Board Meeting Minutes with the proposed changes. **Motion carries** (4 - 0). All in favor (Cole Devitt, Harold Van Arnhem and Aaron Hallyburton not present).

D. February 2025 Financial and FY24-25 Budget Amendments – L. Simon

Motion by Jim Knight, seconded by Vera Woodson to approve the February Financials as presented.

Motion carries (4 - 0). All in favor (Cole Devitt, Harold Van Arnhem and Aaron Hallyburton not present).

COMMENTS

A. DDA Board Member Comments

Board Treasurer Knight requests updates on major developments completion in downtown Delray Beach as they will produce new ad valorem tax within the DDA district.

Board Vice-Chair Rosen asks if the DDA has reached out to the Florida Coastal Conservation Association and to The Reef Consortium, organized by Jim Chard, in regard to the coral reef restoration in Delray Beach. He mentions that as the beach is part of the DDA District, it is important for the DDA to be involved in this project. He highlights that this project not only protects the coral reef, but might drive economic development to downtown, especially as an eco-tourism asset as there are many researchers interested in learning more about ocean habitats.

DDA Executive Director Simon answers that the DDA can look into it as part of a bigger picture, tying it up to the beach winning the Blue Flag award and as part as promoting the destination.

Board Vice-Chair Rosen continues mentioning that The Reef Consortium is also taking visitors to the live planting coral facilities, if anyone is interested.

Board Chair Costilo suggests inviting Jim Chard to the next DDA Board meeting to present the project.

Board member Woodson thanks Mr. Terrence Moore for promptly following up on issues she has been reporting. She continues suggesting changing the route for the shuttle during the Delray Affair event, to prevent it from backing up on an area where pedestrians are walking. She also suggests reviewing some of the vendors at the event, especially the ones at the beginning of the precinct as they are the front face of the event. She also comments that the Coco Gauff Community celebration was a great success.

3:20 PM – Brian Rosen leaves the room.

Board member Woodson continues informing the board about some of the current Community Redevelopment Agency (CRA) programs: the "Paint and Signage Assistance Program" and the "SNAP benefits at the Green Market Program".

3:21 PM – Brian Rosen returns.

Board Member Woodson finalizes her comments suggesting the DDA to look at the Boynton Beach CRA social media accounts and to what information they are vehiculating , how they are promoting the small businesses and the events happening there. She also mentions that in Northwood Village there are businesses whose owners and employees reside in Delray but have businesses at Northwood Village and will be interesting to bring them to open a store in Delray. She finishes informing that her seat at the DDA will be open as her term is ending in June.

DDA Chair Costilo informs that the City is putting effort into protecting the water sewers in the city from improper illicit drainage. He mentions that a few fines have been issued. He mentions that the City held an education seminar the previous week but, unfortunately very few businesses showed up (only 3). He suggests the DDA help educate the businesses within its district concerning illicit water drainage into the sewers as they will ultimately destroy the environment as those waters end up in the ocean.

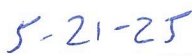
ADJOURNMENT

The meeting was adjourned at 3:026 PM through motion by Jim Knight, seconded by Vera Woodson.

Respectfully submitted,
Liliana Fino



Cole Devitt, DDA Secretary



DATE