



DOWNTOWN
BOCA
It's Happening!

DOWNTOWN BOCA RATON

MARKETING FORUM

April 14, 2010

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PALMETTO PARK ROAD

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Community Redevelopment
Area Boundary

CAMINO REAL

SE 11TH STREET



DOWNTOWN ENHANCEMENTS

- **Downtown Logo and Tagline**
- **Downtown Marketing/Branding (incl. Website)**
- **Cultural Banners**
- **Pedestrian Promenade**
- **Palmetto Park Road improvements**
- **Downtown Library**

LOGO



LOGO & TAGLINE



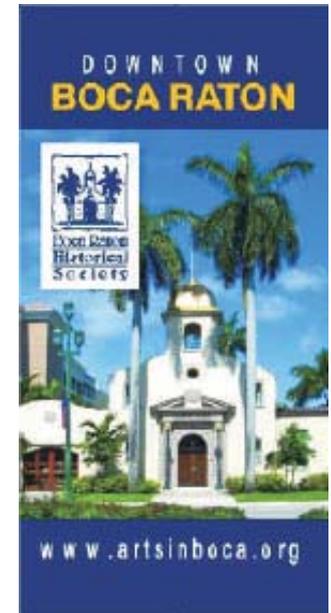
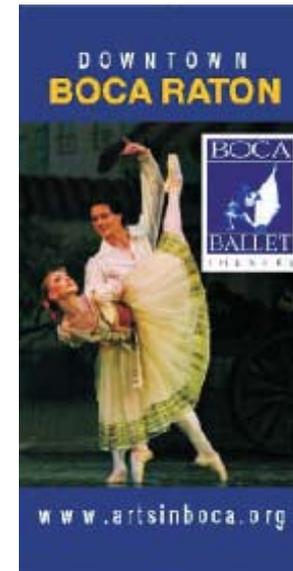
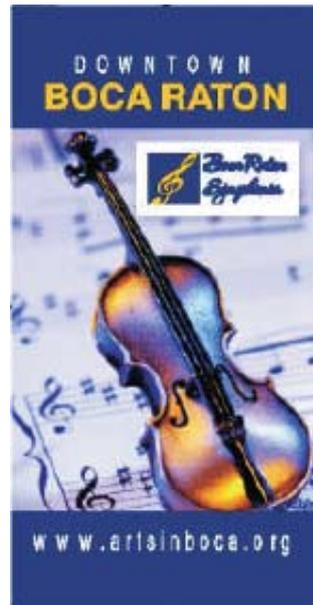
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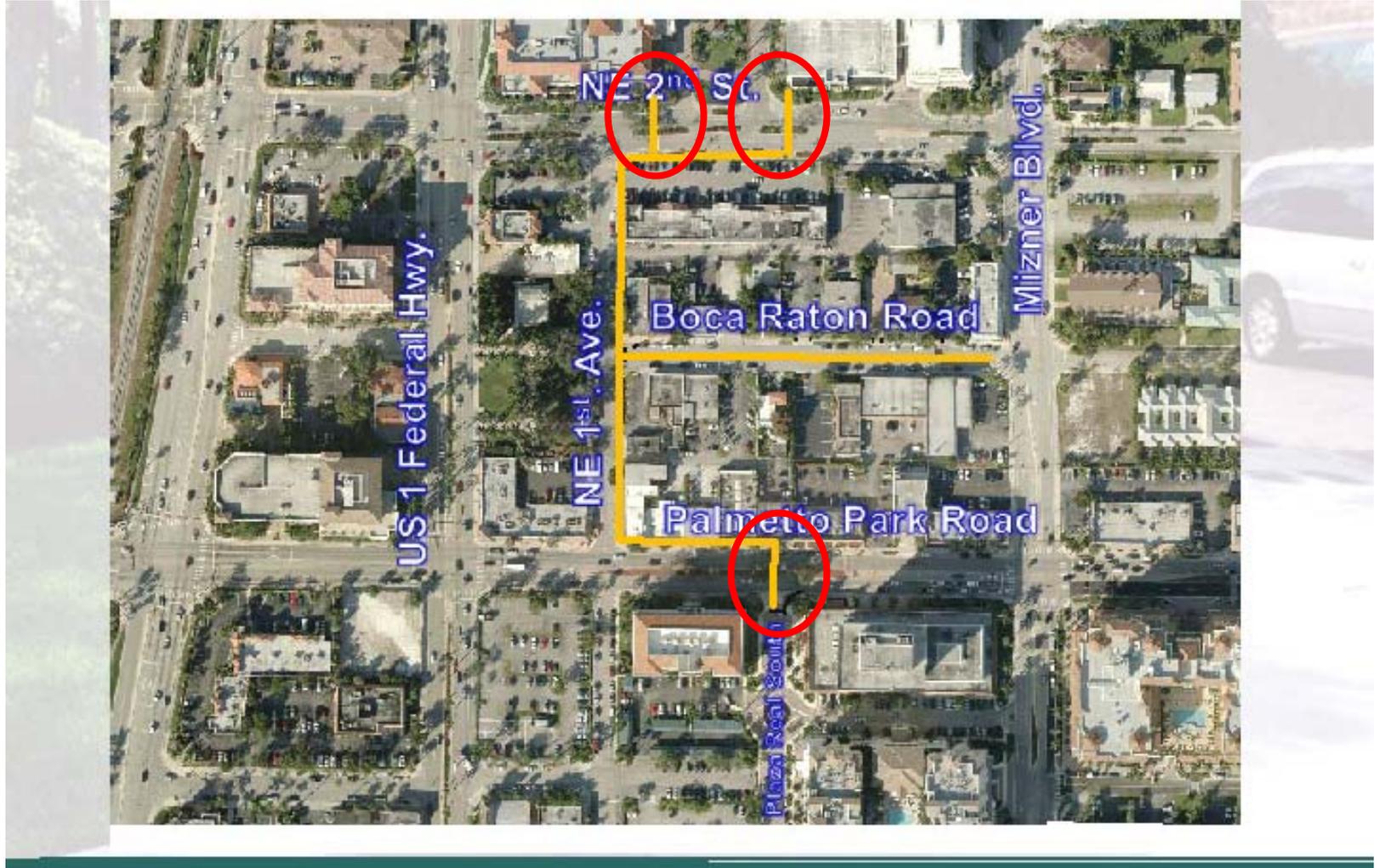
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CULTURAL BANNERS





PEDESTRIAN PROMENADE



PEDESTRIAN PROMENADE



Proposed Features:

- "Curbless" Street
- "Flexible" Spaces
- Brick paver street/sidewalks
- Parking maintained
- Raised intersection
- Bollard lighting
- Pedestrian Lighting
- Narrow lanes, wider walkways
- Sanborn Square expansion

NE 1st. Avenue

PALMETTO PARK RD

- **Saves all On-street parking**
- **Minimizes the potential of diverting traffic to side streets**
- **Allows left turns in and out of driveways**
- **Reduces speeds on Palmetto Park Road**
- **Replaces Sidewalks with Decorative Sidewalk**
- **Provides raised intersection at Mizner, 3rd Avenue, 4th Avenue and 5th Avenue**
- **Provides landscape median at Mizner and 5th Avenue**
- **Construction of Promenade & Palmetto: Beginning June 2010**
 - **Boca Raton Rd and NE 1st Avenue—Underground work**



PALMETTO PARK RD



Looking West Beyond 4th Ave : Existing Conditions



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PALMETTO PARK RD



DOWNTOWN LIBRARY

Requests for Proposals (RFP's)

- **Architect selected:**
 - **Pierce Goodwin Alexander & Linville, Inc.**
- **Contractor selected**
 - **Kaufman Lynn**
- **Construction contracts targeted: April 2010**
 - **City Council consideration/approval**
- **Design should be complete: November 2010**
- **Construction completion: February 2012.**

DOWNTOWN LIBRARY

Design process

- **Architect will assess the existing 22,000 s.f. structure**
- **Recommendations for renovation and incorporating into a larger structure.**
- **Final design will include approximately 40,000 square feet and a new parking lot.**

DOWNTOWN ENHANCEMENTS UPDATE

DISCUSSION ITEMS—HOT TOPICS:

1. Alcoholic Beverage Sales Hours

- Extra Hour: 2am to 3am**

2. Pedestrian Signage Program

- Multiple Tenant Buildings**

DOWNTOWN MARKETING

BUSINESS/MARKETING FORUM

- **Business Profile Survey**
 - Database
 - Information Source
 - Available online: <http://www.ci.boca-raton.fl.us/cra/>
 - Select: Downtown Boca Raton Business Profile Survey
- **Next Forum: TBD**