

# **DOWNTOWN MASTER PLAN ELEMENT GOALS, OBJECTIVES AND POLICIES**

## **Introduction**

Readers of the Master Plan are encouraged to regard it as part of the ongoing planning history of West Palm Beach. The Plan reinforces historical design concepts which, by their continuing survival in the Downtown, have proved their validity for evolving conditions. It proposes that new action support the City's traditions rather than depart from them, so that new building does not devalue the old.

The 1923 plan which John Nolen drew for a growing small city was an elegant, wise, and holistic beginning. It deserves admiration for its simplicity and clarity. The heart of the plan was Clematis Street, its west end the City's entry from the train station, at that time the only connection to the rest of the world for West Palm Beach and Palm Beach. Half mile away (a ten minute walk) at the edge of Lake Worth, Clematis Street's east end was the embarkation point for the ferry to Palm Beach.

With the traffic entering both cities passing along Clematis Street, it can be imagined to have been at one time a vibrant commercial center.

History's events, which cannot be thoroughly chronicled here, brought drastic changes to this serene beginning of the future regional urban center. Automobile connections eclipsed the importance of train arrival and ferry crossing. US Highway 1, running north-south through the City, and later I-95 west of Clear Lake, virtually replaced the train; and the first bridge to Palm Beach moved gateways and traffic from Clematis Street to Okeechobee Boulevard. Mid-century suburban growth to the west further dispersed the downtown focus of West Palm Beach. In a familiar American metropolitan scenario, the Downtown now competes with growing centers of more recent development throughout Palm Beach County.

In 1995 the City Commission of the City of West Palm Beach approved Ordinance No. 2758-94 adopting a comprehensive Master Plan which sought to provide a coherent context for West Palm Beach's apparently disparate projects, encourage private investment, and support the redevelopment of the downtown area.

The Master Plan, completed in 1994, was prepared for a downtown experiencing the typical decline of a small American City during the 70's and 80's. The Downtown population was diminishing, the shopping areas had been displaced to the suburbs, and surface parking lots were increasingly replacing old structures. Despite these conditions, in 1994, the rebuilding of the downtown area was an effort clearly identified by the citizens of West Palm Beach as an important cause to pursue.

In 2007, the City revised the 1994 Master Plan by adopting a new FAR-based set of regulations for the DMP. The 2007 regulations did not increase the total amount of development allowed

throughout downtown, but rather provided greater flexibility, architectural variety, more open space and public amenities. Appendix I “Downtown Master Plan Area - Maximum Development Capacity” outlines the maximum potential development that could take place in downtown, however, the overall capacity for non-residential uses is limited by the caps set forth within the Transportation Concurrency Exception Area (TCEA) language included in the Future Land Use and Transportation elements of the City’s Comprehensive Plan.

Since 1994, the Downtown has substantially changed. Downtown population has increased from 4,569 residents in 2000 to 7,144 residents in 2010 and 10,654 residents in 2020 according to Census information. At the same time, thousands of residential units have been built since 1994, resulting in a total of 7,716 units in downtown as of February 2023, with hundreds of units under construction. Also, over two million square feet of non-residential uses have been built since 1994, and more than one thousand new hotel rooms have been added to the downtown, resulting in a total of 10,364,800 sf of non-residential uses and 1,682 hotel rooms as of February 2023. However, despite the changes, the rebuilding of the downtown is still a valid goal.

Since 1994, the community has continuously identified the following characteristics as the basis for the constant effort on redeveloping the downtown area and making a vibrant 24-hour downtown:

1. Downtown West Palm Beach is the historic center of the region and, as such, remains the geographical and psychological focus of a large population.
2. It is the transit center for the region albeit not yet realized to its full potential. The historic Seaboard train station and the new Brightline train station provides the rail connections to other cities in South Florida as well as to the rest of the state and the country. The regional airport is also near Downtown.
3. It is the seat of government, both City and County.
4. It is the cultural center of the region, an ambition reinforced by the Kravis Center for the Performing Arts, and the Palm Beach County Convention Center.

The City and the interests it represents have already invested a tremendous amount of effort and money to reinforce the Downtown's importance as the center of the region and to make West Palm Beach great. In addition to the completion of the projects underway at the time the 1994 DMP was approved, such as the improvements on Okeechobee Boulevard and Clematis Street, the expansion of the Kravis Center of the Performing Arts and the County Courthouse, a continuous public and private commitment with the Downtown redevelopment can be seen in the completion of projects such as the streetscape improvements for Dixie Highway and Olive Avenue, the construction of the Palm Beach County Convention Center, City Hall and Library, the City Commons and waterfront park, the continuing construction of The Square (formerly known as Rosemary Square and CityPlace) mixed use project and the development of a large number of new residential units.

In more recent years, the commitment with downtown redevelopment has continued with the construction of public projects such as the streetscape improvements of Banyan Boulevard and Clematis Street completed in 2023 in addition to the private investment in the construction of almost 1,300 residential units completed in the last ten years.

### **Vision of the Master Plan**

It remains for the Master Plan to bring all these ambitious individual gestures together in a unified vision of a Downtown inspiring confidence and encouraging new development without waiting for the next real estate boom. With this goal, the plan promotes a vision of:

1. A place of unity, which its residents and visitors, at work or play, feel attached to and responsible for;
2. A memorable place of unique character with public spaces in which people feel comfortable together;
3. A place of common vision and physical predictability for all new building, to ensure security of investment for property owners and developers as well as an aesthetic experience for users;
4. A place of sustainable and efficient transportation systems that promote greater connectivity for pedestrians, cyclist and transit riders.

## **GOALS, OBJECTIVES, AND POLICIES**

**GOAL 1:** THE DOWNTOWN AREA SHALL BE A PLACE OF UNITY, WHICH ITS RESIDENTS AND VISITORS, AT WORK OR PLAY, FEEL ATTACHED TO AND RESPONSIBLE FOR. THE DOWNTOWN AREA SHALL BE A PLACE OF UNIQUE CHARACTER WITH PUBLIC SPACES IN WHICH PEOPLE FEEL COMFORTABLE INTERACTING.

**Objective 1.1:** The City shall promote, reinforce and protect the identity of each neighborhood, district, and corridor within the Downtown through the development and implementation of policies which establish appropriate regulations, consistent with the character of each neighborhood, district, and corridor.

**Policy 1.1.1:** The City shall implement regulations that meet the intent and character of each of the Downtown Districts described as follows and depicted on the Downtown District Map in Figure 1.

**A. Northwest Neighborhood District:** As the City’s first historic district listed on the National Register of Historic Places, the Northwest Neighborhood is characterized as a single-family family residential neighborhood with single-family Florida vernacular and Mediterranean

revival houses. The single-family and low-scale residential character of the neighborhood shall be maintained and encouraged through rehabilitation and infill housing. The rehabilitation of existing multifamily structures shall be allowed. Neighborhood commercial uses are an important component of the character of the neighborhood and, as such, shall be permitted within originally constructed commercial structures. The connectivity of the neighborhood with the rest of the Downtown shall be enhanced through the desired opening of 7th Street at the FEC, and Douglass Avenue and Division Avenue at Banyan Boulevard, through vehicular and/or pedestrian passageways. Any improvements or reconstruction of the existing Palm Beach Lakes Boulevard bridge at the FEC railway line shall be analyzed to minimize the negative impact of the overpass in the surrounding properties.

The revitalization of the historic mixed-used corridors in the neighborhood, such as Tamarind Avenue and Rosemary Avenue, shall be encouraged and developed in a low to medium scale compatible with the single-family structures. Within these corridors, the future development of the existing vacant parcels or the renovation of existing structures shall respect the scale and character of the historic Northwest Neighborhood while creating new commercial and residential activity that serves the neighborhood and promotes its connection with the downtown core and surrounding areas.

The character and description of this district allows for the implementation of the recommendations outlined within the Northwest Neighborhood Strategic Development Plan prepared by Stull and Lee Inc. in 2002 and updated in 2020.

**B. North Railroad Avenue (NoRA) District:** The North Railroad Avenue (NoRA) district consists of a nonconventional mixed-use neighborhood whose unique development characteristic come from its close proximity to the FEC railroad corridor, its low-scale residential core, and peripheral commercial or light-industrial building stock. The district is located between the FEC railway, North Quadrille Boulevard, North Dixie Highway, and Palm Beach Lakes Boulevard.

The NoRA District implements a contextual and gradual transitional scale between a higher intensity along Palm Beach Lakes Boulevard and the higher intensity of the downtown core, while protecting the low-scale Brelsford Park neighborhood nestled in the middle. The area along North Railroad Avenue will accommodate small and mid-scale buildings in new structures or renovations of the existing industrial buildings, with commercial ground floor uses intended to activate the street with a pedestrian experience including a vibrant and active streetscape and improved public spaces.

**C. Brelsford Park District:** The Brelsford Park area is a primarily residential neighborhood whose building scale and character shall be preserved and reinforced by similar scale infill projects. Its potentially historically significant structures are an important part of the character of the neighborhood and should be preserved.

The Dixie Highway corridor, along the eastern edge of the District, is a primarily mixed-use corridor, ideal for accommodating low to medium scale residential and commercial uses to support the residential area, provided that such uses do not negatively impact the residential character of Brelsford Park.

**D. Providencia Park District:** Providencia Park is a residential waterfront neighborhood with single-family homes of historic significance. Its scale and character as a residential neighborhood shall be preserved. The professional office overlay in portions of the district along Olive Avenue and west of Olive Avenue allows for the conversion of residences into professional offices without changing the architectural character of the neighborhood.

**E. Loftin District:** The Loftin District will provide a transition between the high-rise districts of the Quadrille Garden District and the Flagler Waterfront and the lower scale of the Providencia Park District. The Loftin District is envisioned as a mixed-use district with an emphasis on residential uses.

**F. Quadrille Garden District:** The Quadrille Garden District was at one time an ill-defined assortment of commercial, residential, parking lots, and vacant lands stretching between Quadrille Boulevard to the west and Olive Avenue to the east. The Quadrille Garden District focuses higher density development and taller buildings along Quadrille Boulevard, with buildings stepping down to Dixie Highway and Olive Avenue. Office uses are encouraged along Quadrille Boulevard, while mid-rise residential uses dominate the interior of the district. Ground floor retail and live-work units are also encouraged. The Quadrille Garden District is contemplated as the neighborhood of the contemporary “Green City,” with an emphasis on green building practices as well as creative uses of landscaping and plant materials. The preservation of the remaining low-scale Florida vernacular buildings within the District is encouraged to commemorate the architectural heritage of the City and its link to the natural environment.

**G. Clematis Waterfront:** The Clematis Waterfront district is a pedestrian oriented, historic retail corridor located between the waterfront and Rosemary Avenue along Clematis Street. This District shall be maintained with ground floor retail along Clematis Street, with mixed-uses allowed above the first floor. The establishment of a conservation district will protect its scale and architectural character. Incentives shall be provided to maintain existing buildings that are lower than the maximum permitted height to maintain the existing character of the street. Portions of the district adjacent to Banyan Boulevard and Datura Street provide a transition to adjacent districts, with building placements that preserve the scale of the Clematis Street corridor.

**H. Quadrille Business District:** The Quadrille Business District (QBD) is the prime location of office uses and includes, with incentives, the greatest potential density of development and tallest building heights in the Downtown. The district intent is to create an activity center that connects the retail areas at The Square (formerly known as Rosemary Square and CityPlace) and Clematis Street. The district focuses the most intense development along Quadrille Boulevard to create a true business corridor, but respects the scale of Clematis Street and Rosemary Avenue by stepping down building heights along those corridors. Although the district will include a mixture of uses, and incentives will be offered for office, hotels, and residential, additional incentives offered by the City for the area between Quadrille Boulevard and Rosemary Avenue will be related to the provision of substantial Class A office space, full service hotels, and the creation of a new road on the west side of the FEC corridor between Datura Street and Gardenia Street. This district shall

also create a strong connection with the Northwest Neighborhood through a transition from Banyan Boulevard that integrates the single- family neighborhood.

**I. Transit Oriented Development District (TOD):** The TOD District provides the opportunity to design a new pedestrian-friendly residential neighborhood within close proximity to public transportation in an area of the Downtown which is largely undeveloped. This district shall provide a gateway to the Seaboard Train Station from the Quadrille Business District, The Square, and Clematis Street, as well as the Northwest neighborhood. The area shall include affordable, workforce and market-rate housing as well as a percentage of office uses, encouraging the mix of uses that ideally creates an active urban neighborhood. This combination of accessibility to public transit, housing, and job opportunities will shape this district as an active urban neighborhood with uses and building designs which promote walkable streets, reduced parking ratios, and green spaces. This new residential area should support the retail area along Clematis Street and Rosemary Avenue, with only a small percentage of neighborhood services recommended within this district.

Within this District, the Tamarind Avenue corridor shall be reinforced as a pedestrian-friendly street that connects the district with the intermodal facilities at the Seaboard Train Station and accommodates the higher densities within the district. The interior of the district is envisioned as a mid-rise residential neighborhood including public amenities such as a neighborhood park. Two new connections, aligned with Division Avenue and Douglass Avenue, are recommended through the District between Clematis Street and Fern Street.

**J. Clearlake District:** Characterized by a mixture of high-rise office and residential buildings, this district does not share the historic street grid pattern of the Downtown. However, any new development shall be encouraged to provide pedestrian connectivity between the intermodal site on the east side of the district and Clear Lake to the west. The City should evaluate and pursue, if appropriate, a stronger connection between the district and the downtown with the extension of Fern Street into Clearwater Place across the South Florida Rail corridor (former CSX line) .

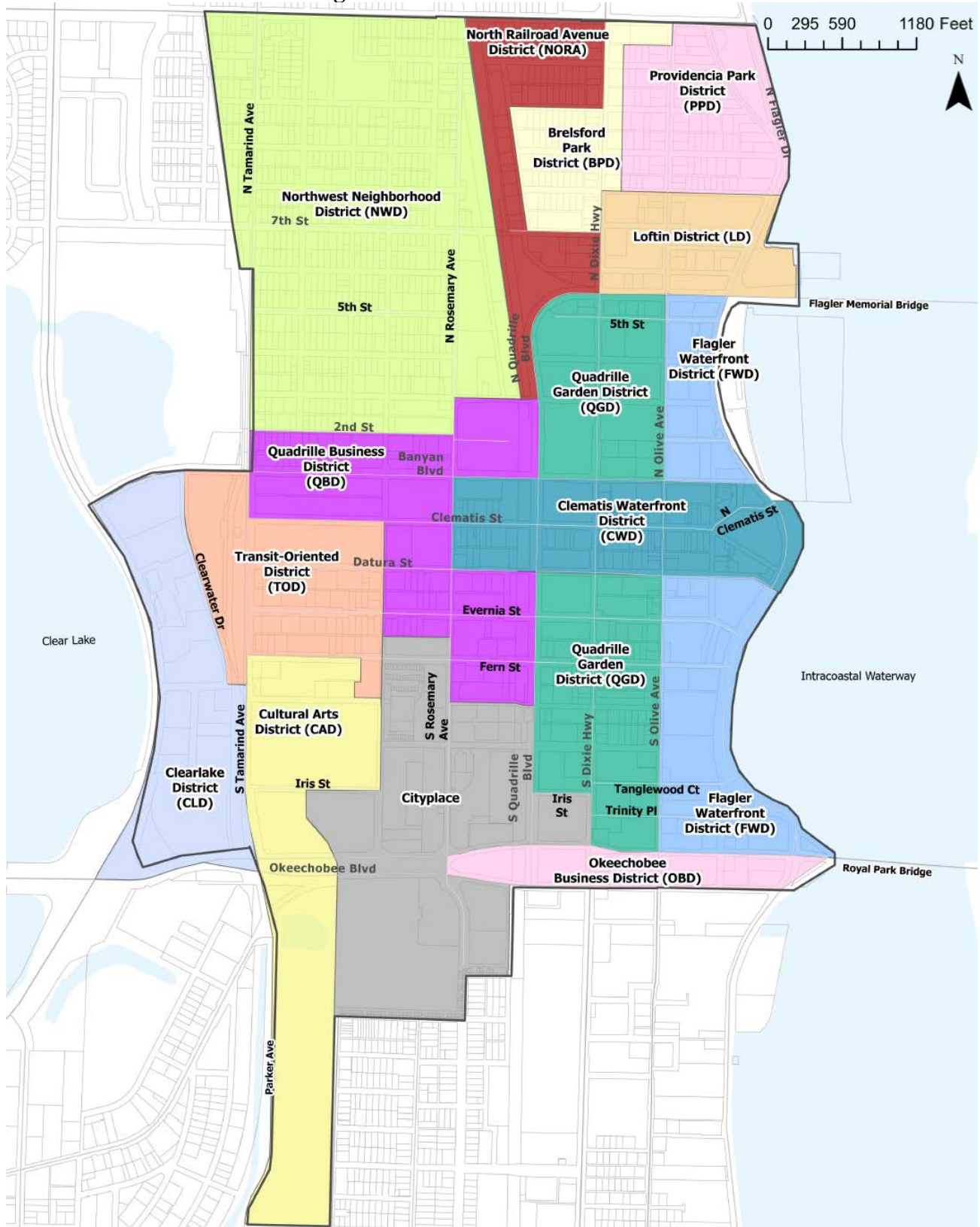
**K. Cultural Arts District:** Identified as the main cultural and educational center within the Downtown, the Cultural Arts District shall be reinforced by the promotion of additional cultural and educational facilities on the underutilized Fern Street properties located within the District. The District is anchored by the Kravis Center for the Performing Arts, and the Dreyfoos School of the Arts. A stronger connectivity between the cultural facilities and the rest of the City shall be promoted.

**L. CityPlace (The Square) District:** CityPlace (also known as The Square) is a Development of Regional Impact characterized as a mixed-used district that includes retail, multi-family residential, office, hotel, and cultural uses with a primary emphasis on retail along Rosemary Avenue. Its restaurants, entertainment, and retail uses support the Convention Center and the nearby Cultural Arts District and serve as a southern attraction point to the Quadrille Business District. The CityPlace (The Square) District, north of Okeechobee Boulevard, is a combination of low-scale mixed-use, with low -scale residential west of Rosemary and mid-rise and high-rise development. The low-scale residential provides an alternative housing type not available elsewhere in the downtown.

**M. Flagler Waterfront:** The Flagler Waterfront district is located along Flagler Drive, the City's scenic Intracoastal waterfront roadway. The neighborhood is characterized by various waterfront green open spaces, high-rise condominium buildings and office towers. Any new development within this District shall provide pedestrian connectivity to the waterfront. The preservation of historically significant structures and open spaces located along the waterfront shall be encouraged.

**N. Okeechobee Business District:** The Okeechobee corridor is the traditional business district of downtown, around which office buildings have historically located. The focus of the Okeechobee business district should be towards attracting high intensity office uses to consolidate the area as an economic center of downtown, with innovative high-rise buildings and an active pedestrian environment. The district shall function as a connection between the north and south portions of the City, with enhanced pedestrian crossings, and a large percentage of public open spaces.

**Figure DMP-I. District Boundaries**





**Policy 1.1.2:** The City shall develop and adopt regulations that give preference to infill development and the rehabilitation of existing structures to preserve the character and scale of the Downtown. The demolition of existing structures shall be deliberately assessed and highly discouraged in the absence of building permits for new construction.

**Policy 1.1.3:** The City shall enforce vacant property regulations with fines and property liens on violators.

**Objective 1.2:** The City shall preserve and create sites of civic prominence which provide identity, illustrate history, and instill value. Sites of civic prominence include, but are not limited to, the termination of vistas, important civic structures, gateways and significant open spaces.

**Policy 1.2.1:** The Planning Division shall identify current and potential sites of civic prominence and indicate their locations on the DMP Zoning Atlas to highlight their importance within the urban fabric.

**Policy 1.2.2:** The Planning Division shall establish standards for the review of sites of civic prominence which recognize the importance and significance of such sites and buildings. The Downtown Action Committee shall review and approve the design of sites of civic prominence. The review shall ensure the quality of design and development.

**Objective 1.3:** The City shall uphold the preservation of downtown historic districts, buildings, and historically significant buildings and sites to protect its historical character and significance to the City.

**Policy 1.3.1:** The Planning Division and its Historic Preservation Section shall continue to apply the City's Historic Preservation Ordinance to the downtown area.

**Policy 1.3.2:** The City shall ensure the preservation of buildings and sites of historical value through the use of preservation tools such as Transfer of Development Rights, the Historic Preservation Ordinance, and Historic Conservation Districts, which preserve the character and streetscape of historic corridors.

**Policy 1.3.3:** The Planning Division shall encourage the designation of buildings and sites of historic importance by identifying potentially eligible properties and indicating them as sending sites on the Transfer of Development Rights Map included in the Zoning and Land Development Regulations.

**Policy 1.3.4:** The Planning Division shall maintain regulations and standards of review which ensure the compatibility between new buildings and historic structures and districts.

**Policy 1.3.5:** The City shall find resources to support the preservation of historic buildings within the Downtown Master Plan area.

**Objective 1.4:** The City shall encourage the creation and enhancement of public open spaces in the Downtown.

**Policy 1.4.1:** The Planning Division, in collaboration with the Parks and Recreation Department, shall develop and maintain a comprehensive parks and open space plan including recommended standards and locations for neighborhood parks and open spaces within the Downtown.

**Policy 1.4.2:** The Planning Division shall develop and maintain regulations that require the creation of public open spaces as part of major developments. A percentage of the development site shall be dedicated to public open space to provide relief from the higher densities introduced in the Downtown.

**Policy 1.4.3:** The City shall promote the creation and enhancement of existing urban open spaces such as the City Commons and Waterfront Park, Howard Park, and other neighborhood parks.

**Policy 1.4.4:** The City shall recognize the pedestrian portion of the public rights-of-way and its elements as part of the open space system and, as such, promote its enhancement. The Planning Division, in coordination with the Engineering Services Department, shall develop standards for rights-of-way regarding all streetscape elements such as, but not limited to, street furniture, landscape, and sidewalk material.

**GOAL 2:** THE CITY SHALL PROMOTE A VARIETY OF ACTIVITIES THAT SUPPORT DOWNTOWN WEST PALM BEACH AS THE URBAN CENTER OF PALM BEACH COUNTY AND MAKE IT A MEMORABLE PLACE OF POSITIVE HUMAN INTERACTION.

**Objective 2.1:** The City shall promote the growth of the downtown employment base.

**Policy 2.1.1:** The City shall create new or amend existing incentive programs, such as the Transfer of Development Rights, to encourage the development of a high intensity mixed-use area along Quadrille Boulevard from Okeechobee Boulevard to 5th Street. The high intensity mixed-use area shall include properties within the Quadrille Business District (QBD) and the Quadrille Garden District (QGD) facing Quadrille Boulevard. The proposed high intensity mixed-use within the QBD and QGD will promote a connection between the Clematis Street retail corridor and The Square and create a very active urban boulevard in the central portion of the downtown.

**Policy 2.1.2:** The City shall enhance Quadrille Boulevard as an urban parkway through improvements in streetscape and the construction of a frontage road along the west side of the FEC corridor between Gardenia Street and Clematis Street. The new frontage road will create a façade for the new Quadrille Business District and enhance the public realm along Quadrille Boulevard. A pedestrian connection shall be encouraged between Clematis Street and Banyan Boulevard, as well as from Gardenia Street to Okeechobee Boulevard.

**Objective 2.2:** The Downtown Development Authority and the Community Redevelopment Agency, in cooperation with the City, shall promote viable and sustainable retail businesses, including boutique hotels.

**Policy 2.2.1:** The Downtown Development Authority and the Community Redevelopment Agency, in cooperation with the City, shall promote retail businesses, including boutique hotels, along Clematis Street and Rosemary Avenue as the main shopping and entertainment corridor, supporting the link between the Clematis Street retail corridor and the Square development.

**Policy 2.2.2:** The City's zoning regulations shall include storefront design standards that address proper window display, entry design, signage, lighting, fixtures, and other elements which support successful retail.

**Policy 2.2.3:** The City, in cooperation with the Community Redevelopment Agency and the Downtown Development Authority, shall encourage the location of uses that specifically support a sustainable residential community, such as neighborhood commercial uses, including but not limited to, day care centers, schools, and grocery stores.

**Objective 2.3:** The City shall promote cultural and art related uses within the downtown.

**Policy 2.3.1:** The City shall encourage that any available sites within the Cultural Arts District identified in the DMP Zoning Atlas be utilized for cultural arts uses, arts-related activities, and educational facilities. An increased connectivity with surrounding cultural facilities through the creation of prominent at-grade pedestrian crossings between cultural facilities such as, but not limited to, the Convention Center and the Kravis Center for the Performing Arts shall be promoted.

**Objective 2.4:** The City shall encourage the construction of new housing and the renovation of existing housing within the Downtown for citizens of all income levels.

**Policy 2.4.1:** The City shall implement the goals, objectives and policies contained in the Housing Element of the City's Comprehensive Plan with regards to assisting the Community Redevelopment Agency and other public and private agencies in providing housing in the downtown area.

**Policy 2.4.2:** The City shall promote the creation of affordable and workforce housing through the establishment of incentive programs such as, but not limited to, the existing Downtown Master Plan Housing Incentive Program.

**GOAL 3:** THE DOWNTOWN AREA SHALL BE A PLACE OF PHYSICAL PREDICTABILITY CONSISTENT WITH THE CHARACTER OF EACH DISTRICT THAT ENSURES CONFIDENCE FOR PROPERTY OWNERS AS WELL AS AN AESTHETIC EXPERIENCE FOR RESIDENTS AND USERS.

**Objective 3.1:** The City shall establish a regulatory framework for physical predictability that meets the intent and character of each district.

**Policy 3.1.1:** The City's Planning Division shall maintain the DMP Zoning Atlas to identify each Planning Area, District, Subdistrict and Street Designation, and specify the maximum allowed heights and densities and intensities for each subdistrict, assuring the protection and reinforcement

of the district's character. The DMP Zoning Atlas is a graphic document that illustrates the buildable sites and designates open spaces in the master plan area. The DMP Zoning Atlas indicates the downtown districts (Policy 1.1.1), the Planning Areas and the subdistricts as defined by the Urban Regulations; and the "Street Designation" whose fronting buildings must follow all the pertinent regulations in order to maintain uniform spatial definition of public spaces and continuity of building frontage.

**Policy 3.1.2:** The City's Planning Division shall maintain the DMP urban regulations that outline the specific implementation measures and guidelines for each Planning Area, District and Subdistrict, reinforcing the defining elements and character of each. The DMP urban regulations implement the vision of each district through the regulation of uses, Floor Area Ratios, building typologies, height and other elements necessary to preserve and enforce the character of each District.

**Policy 3.1.3:** The City shall establish zoning designations which are compatible with the intent and defined character of each district, following the maximum densities and intensities established for each district and further illustrated within Table DMP-1, Figure DMP-2 and Figure DMP-3. The intensities and densities indicated below are not intended to be a guarantee of capacity, and the actual capacity of individual properties may vary based upon site-specific design factors, such as lot size and configuration, parking, setbacks, etc.

Table DMP-1 identifies the maximum FAR and maximum number of stories allowed for each zoning subdistrict within the DMP area by right and with incentives. Figure DMP-2 illustrates the subdistrict boundaries, and Figure DMP-3 illustrates the areas within the downtown eligible for incentives to increase their FAR and height beyond the permitted by right. Article IV – Downtown Master Plan Urban Regulations of the Zoning and Land Development Regulations may contain maximum FARs and maximum number of stories that are more restrictive than the maximums allowed in a particular zoning subdistrict in Table DMP-1. The ultimate development capacity of a site shall be regulated by the more restrictive FAR and height.

Incentive areas identified in Figure DMP-3. Incentive Areas may be comprised of more than one subdistrict. For those incentive areas the maximum FAR and height allowed corresponds to the maximum FAR and height allowed with incentives by the underlying base zoning as indicated in Figure DMP-2 Subdistrict Boundaries and listed in Table DMP-1.

**Table DMP-1  
Maximum development capacity**

Zoning	Max FAR		Max Height		Density
	Base	Incentive	Base	Incentive	
Clearlake District-25 (CLD-25)	7	-	25	-	-
Cultural Arts District-5 (CAD-5)	2.75	4.0	5	12/15	-
Quadrille Garden District-25 (QGD-25)	7	-	25	-	-
Quadrille Garden District-10 (QGD-10)	2.75	3.75/5.5	10	15/30	-
Quadrille Garden District-5 (QGD-5)	2.75	-	5	-	-
Quadrille Business District-10 (QBD-10)	2.75	4.0/6.5	10	12/15/25	-
Quadrille Business District-8 (QBD-8)	1.75	4.0/6.5	8	12/25	-
Quadrille Business District -5 (QBD-5)	2.75	4.5	5	10	-
Quadrille Business District-3 (QBD-3)	1	4.5	3	10	-
Transit Oriented District-25 (TOD-25)	7	-	25	-	-
Transit Oriented District-10 (TOD-10)	2.75	4.0	10	12/15	-
Transit Oriented District-8 (TOD-8)	1.75	4.0	8	12	-
Clematis Waterfront Distric-10 (CWD-10)	2.75	3.25	10	12	-
Clematis Waterfront District-5 (CWD-5)	2.75	3.75	5	8	-
Clematis Waterfront District-CD (CWD-CD)	3.5		5		-
Flagler Waterfront District-5 (FWD-5)	2.75	3.75	5	15	-
North Railroad Avenue District-2 (NORA-2)	1	5.5	2	20	-
North Railroad Avenue District-5 (NORA-5)	2.75	3.5	5	10	-
Loftin District-10 (LD-10)	2.75	3.25	10	12	-
Loftin District-5 (LD-5)	2.75		5		-
Loftin District-4 (LD-4)	1.75	3.25	4	12	-
Loftin District-R (LD-R)	-	-	3	-	14 DU/A
Brelsford Park District-5 (BPD-5)	2.75		5	-	-
Brelsford Park District-R (BPD-R)	-	-	3	-	-
Northwest District – 8 (NWD-8)	2.75	-	8	-	-
Northwest District-5 (NWD-5)	2.75	-	5	-	-
Northwest District-4 (NWD-4)	1.75	-	4	-	-
Northwest District-2 (NWD-2)	1	2.75	2	8	-
Northwest District -2C (NWD-2C)	0.5	1.75	2	2	-
Northwest District-R-C1 (NWD-R-C1)	0.65	2.75	32'	8	-
Providencia Park District-PO (PPD-PO)	-	-	3	-	14 DU/A
Okeechobee Business District 5 (OBD-5)	2.75	-	5	25	-
Okeechobee Business District 25 (OBD-25)	7	-	25	-	-
Providencia Park District-R (PPD-R)	-	-	3	-	14 DU/A

Figure DMP 2. – Subdistrict Boundaries

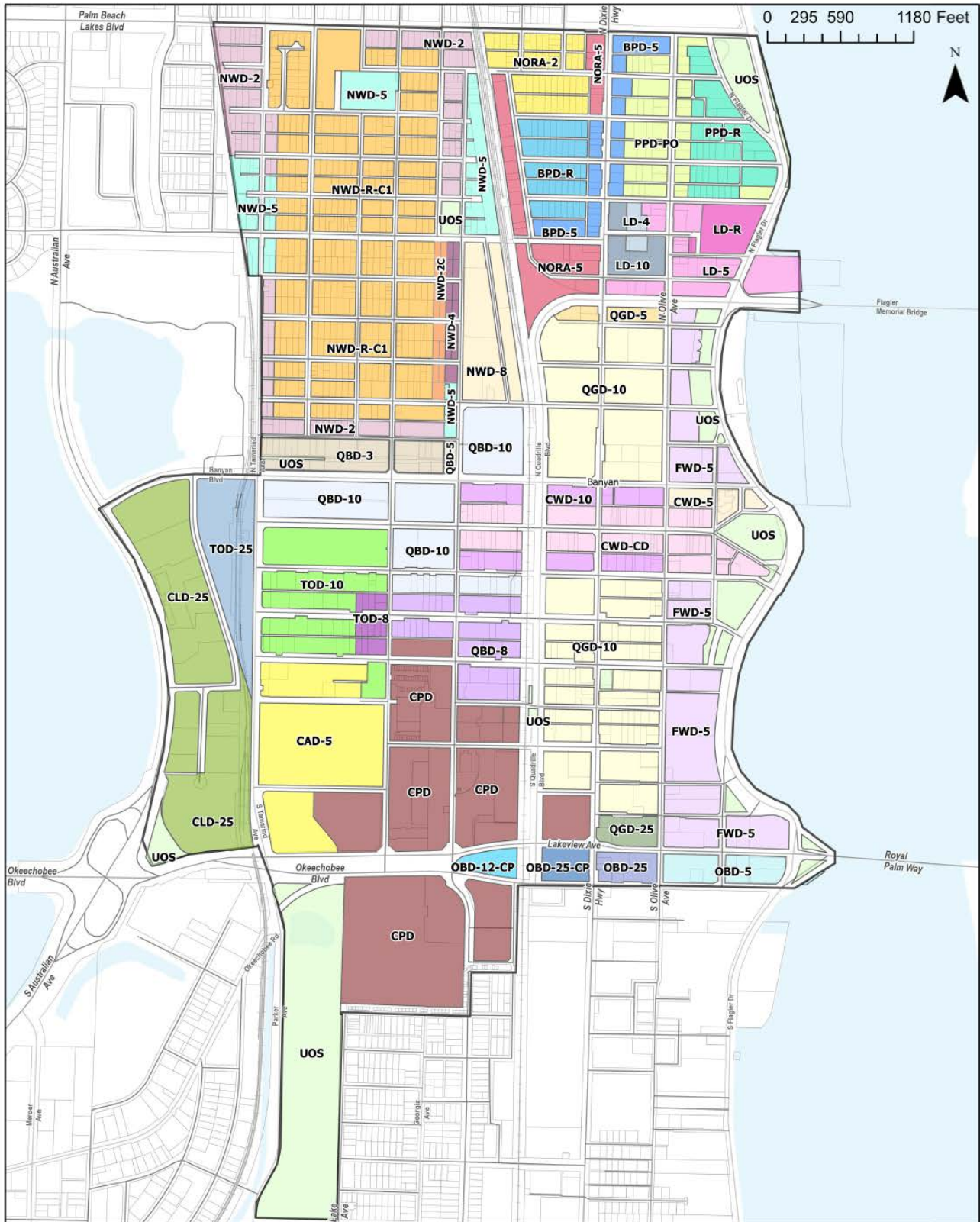
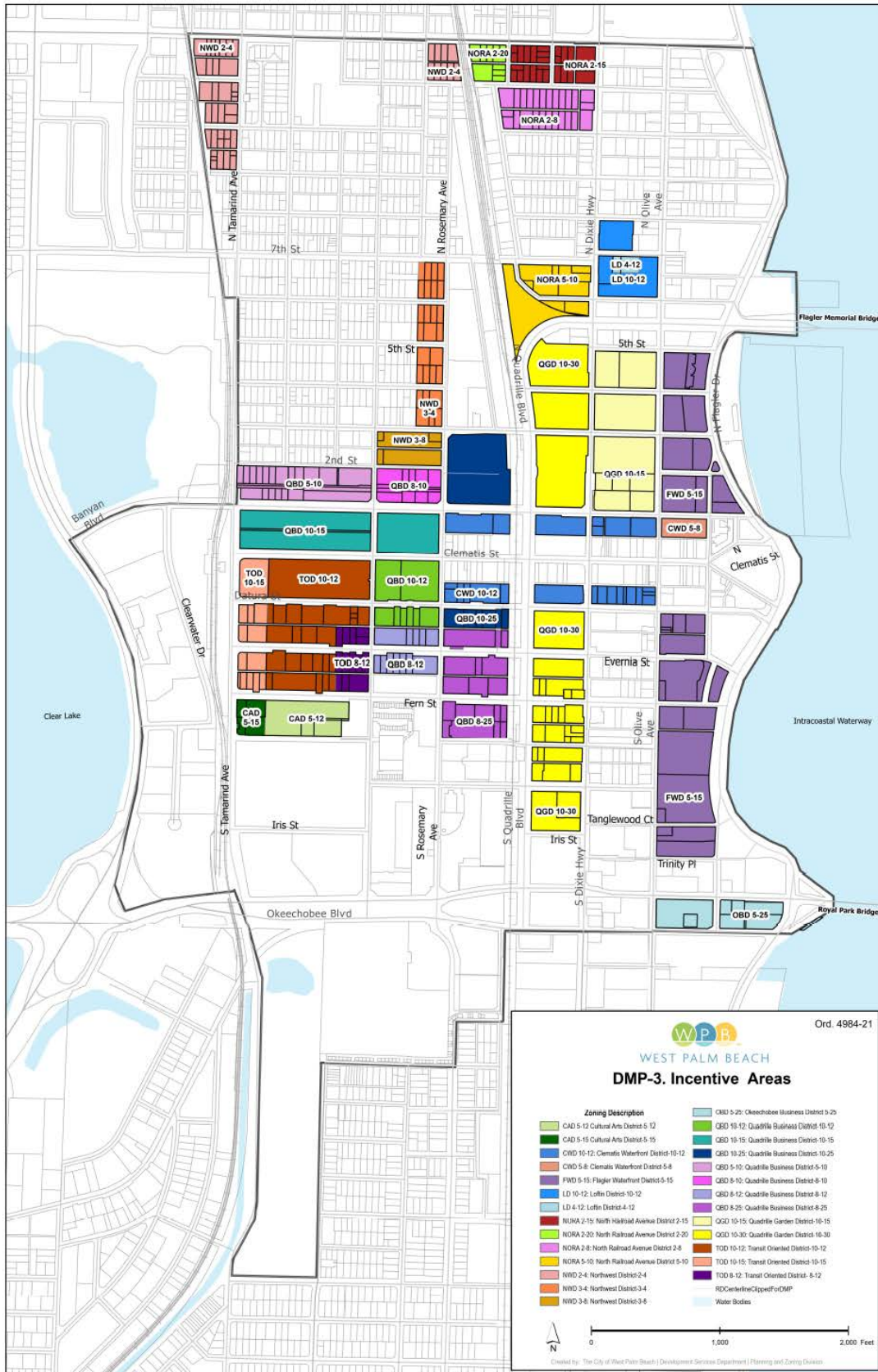


Figure DMP 3. – Incentive Areas



**Policy 3.1.4:** The City shall establish zoning regulations which fulfill the following general conditions and requirements:

A. To promote infill development, lots less than 55 feet in width are not required to provide parking. Those properties may increase their base FAR by 0.75 points. This provision does not apply to the Northwest Neighborhood, Brelsford Park and Providencia Park Districts.

B. Properties which have received the Downtown Action Committee's approval for the transfer of development rights before the adoption of Ordinance No. 4042-07 may complete the transfer to the approved receiving site even if the transfer results in an FAR that exceeds the FAR for which the site is eligible. In those cases where the development is seeking a new site plan approval or a modification of an existing approved site plan, the Downtown Action Committee shall review the project to determine the appropriate building configuration and design. These properties are not eligible for special incentives to increase height and FAR.

C. The City has identified specific areas within the Downtown Master Plan where an increase in density and intensity is appropriate. These areas will be subject to special incentives to promote the protection of historically significant structures, the creation of workforce housing and open space, among others. The incentive programs will be of a defined duration and will not change the base development rights. Properties designated as historic or historically-eligible shall not be appropriate for incentives to increase height or density unless the historic or historically-eligible structure on site is preserved. Any development incentive program within the Downtown area shall comply with the development caps and mix of uses required by the Transportation Element Objective 2.2.5 for the Downtown TCEA as well as Table DMP-1.

D. New planned developments shall not be permitted and existing planned developments shall not expand. However, existing developments of regional impact may expand, provided that they meet the statutory requirements pertaining to developments of regional impact. If a planned development expires or is abandoned, the properties included within the planned development will be deemed to have the FAR, building heights, and zoning for the district in which the properties are located.

**Objective 3.2:** The City shall promote an enhanced architectural design quality for all downtown development.

**Policy 3.2.1:** The Planning Division shall maintain and implement architectural design guidelines which provide specific requirements for elements such as building facades, storefronts, fenestration, openings, articulation, materials, signage, lighting, roofing, and building variation. The guidelines shall aim to ensure an attractive and active public realm by addressing compatibility, articulation, safety and architectural variety and details.

**Policy 3.2.2:** The Planning Division shall create a balance between building height and street section in order to ensure comfort of the pedestrian realm.

**Policy 3.2.3:** The City shall consider an architectural review board composed of design and planning professionals to review the architectural quality and compliance with the architectural



design guidelines of major projects, developments adjacent to historic structures, and projects in historic conservation districts.

**Policy 3.2.4:** The City shall promote and encourage the implementation of green building practices as exemplified in the Leadership in Energy and Environmental Design (LEED) standards or the Florida Green Building Council.

**GOAL 4: THE CITY SHALL ENCOURAGE MULTIPLE MODES OF SAFE, COMFORTABLE, AND EFFICIENT TRANSPORTATION SYSTEMS.**

**Objective 4.1:** The City shall seek a balance between motorized vehicular circulation and pedestrian and bicyclist comfort on downtown streets.

**Policy 4.1.1:** The City shall evaluate the feasibility to restore Dixie Highway and Olive Avenue to two way operation.

**Policy 4.1.2:** The City shall promote improvements that increase pedestrian comfort on downtown streets.

**Policy 4.1.3:** The Planning Division shall develop regulations that mandate ground floor pedestrian-friendly uses where appropriate, and promote continuity in pedestrian travel by reducing vehicular intrusions. Continuous ground floor uses promote an urban environment that facilitates pedestrian movement.

**Objective 4.2:** The City shall encourage the use of alternative modes of transportation and implement strategies that mitigate the impact of single occupancy vehicles in downtown streets in support of the goals established by the Transportation Concurrency Exception Area as outlined in the Transportation Element.

**Policy 4.2.1:** The City shall explore expanding mass transit routes to connect Downtown with surrounding neighborhoods. Service shall be continued as long as ridership demand and budgetary support exist. The City shall provide shelters, when feasible, and convenient headways to encourage the use of the service.

**Policy 4.2.2:** The City, in coordination with Palm Tran, the South Florida Regional Transportation Authority, Brightline, and Palm Beach County, shall develop strategies to increase the safety, comfort, and accessibility of transit users by providing additional bus shelters, improved lighting, and other public facilities that make the walk to and from a transportation facility more convenient and pleasant.

**Policy 4.2.3:** The City shall continue to support the use of bicycles through the expansion of the existing bike sharing system, the construction of bicycle facilities, the provision of bike racks, storage facilities, and showers, where appropriate, that provide safe access and connect downtown with other neighborhoods.

**Policy 4.2.4:** The City shall support the existing intermodal transportation center located at the Seaboard Train Station with continuous improvements to increase safety, comfort and accessibility for transit users.

**Policy 4.2.5:** The City shall support the integration of the Brightline Train Station into the downtown's transportation network with improvements to facilitate the access to and from the station. The City shall also assist with and encourage the adoption and implementation of the Tri-Rail Coastal Link Study, which seeks to provide public commuter transit options within the existing FEC Railroad corridor.

**Policy 4.2.6:** The City shall promote a balance of land uses to achieve shorter trip lengths and reduce dependency upon automobiles.

**Policy 4.2.7:** The City shall assist and encourage the development and implementation of the Transit Oriented Development Area.

**Objective 4.3:** The City shall develop strategies to manage the downtown parking supply and demand.

**Policy 4.3.1:** The Planning Division, in coordination with the Parking Administrator and the Engineering Department, shall develop alternatives to the provision of required off-street parking, including payment into a central parking fund, the allowance of shared parking, and other such options that recognize the urban conditions of the downtown area.

**Policy 4.3.2:** The City shall institute a plan to strategically locate parking garages and discourage the creation of new surface parking lots to maintain the integrity of the urban fabric. The City shall adopt regulations to improve the aesthetic quality of existing surface parking lots and enhance existing parking garages adding active uses on the first floors when possible.

**Policy 4.3.3:** The City shall develop a parking management program as a means to make more efficient use of parking resources. Parking management measures may include signage, adjustable parking rates and other strategies.

**Policy 4.3.4:** The City shall consider the implementation of a downtown mobility fee to promote the creation of alternative modes of transportation, increase pedestrian comfort, and reduce the use of single occupancy vehicles.

**APPENDIX I**  
**Downtown Master Plan Area**  
**Maximum Development Capacity**

<b>1. 1994 DMP - Base</b>					
Building Type	I	II	III	IV	Total
Total Property Area	6,032,497	712,778	10,734,298	2,005,155	13,452,231
Maximum Building height (stories)	2	4	5	15	
Gross Development Capacity		2,851,112	53,671,490	30,077,325	86,599,927
Adjusted Gross development capacity **		2,423,445	46,157,481	25,866,500	74,447,426
Net development capacity (2)	883 units	1,454,067	27,694,489	15,519,900	44,668,456

(1) A percentage was deducted from the maximum development capacity to account for setbacks and sidewalks

(2) A percentage was deducted from the adjusted gross development capacity to account for parking areas, chases, and efficiency

**2. DMP - 1994 - Incentive Programs**

**a. RIP - Bonus density/intensity**

Building Type	I	II	III	IV	Total
Total Property area		712,778	10,734,298		
Additional Building Height (stories)	N/A	1	3	N/A	
Additional Gross Development Capacity		712,778	32,202,894		
Adjusted Gross Development Capacity (1)		605,861	27,694,489		
Net Development Capacity (2)		363,517	16,616,693		16,980,210

**b. TDR - Transfer density/intensity**

Receiving Area	8-Story (II)	8-Story (III)	10-Story	20-Story	Total
Total Property area	104,271	2,554,102	2,727,221	2,280,311	7,665,905
Additional Building Height (stories)	4	3	5	5	
Additional Gross Bonus Area	417,084	7,662,306	13,636,105	11,401,555	33,117,050
Adjusted Gross Bonus Area	354,521	6,512,960	11,590,689	9,691,322	28,149,493

**1. 2007 DMP - Base**

Equivalent 1994 DMP Building Type	I	II	III	IV	Total
Total Property Area	6,032,497	712,778	10,734,298	2,005,155	13,452,231
Base FAR	14 du/acre	1.75	2.75	7.00	
Net development capacity	833 units	1,247,362	29,519,320	14,036,085	44,802,766

Note: Since the majority of the downtown is a mixed-used area, the net development capacity estimated for the proposed amendment is not easily translated into a realistic maximum build-out density and/or intensity. The overall capacity for non-residential uses is limited by the caps set forth within the Transportation Concurrency Exception Area (TCEA) language included in the Transportation Element Objective 2.2.5. The maximum build-out density can be calculated by the difference between the overall downtown net development capacity (44,802,766 square feet) indicated on the table above, and the maximum allowed for non-residential uses (15,073,970 square feet), based on the TCEA. Unit counts estimated by assuming an average unit size of 1,000 square feet would yield a maximum density scenario of 29,728 units (based on 29,728,000 square feet of residential uses).