









Agenda

- 6:15 Welcome + Introductions •
- 6:20 Presentation
- 7:00 Interactive Activities
- 7:50 Wrap Up + Next Steps





Team Introductions







Plan Development Community Community Outreach Survey Data Insights
Outreach Collection

Project Goals

 Focus on the waterfront and adjacent public spaces between

Flagler Memorial Bridge and Royal Park Bridge.

- •How is the waterfront currently used and how does the community want to use it in the years to come?
- •What is the vision for the waterfront in 5 years? 20? 50?

Project Components

- 1. Existing conditionsanalysis Previous studies
 - Placer / Market Analysis

Case Studies

2. Community visioning

through: •Workshops

- Walking Tours
- Stakeholder Interviews
- Community survey
- 3. Recommendations for short and long-term strategies for the waterfront

Establishing A

Framework









How is the waterfront used? • waterfront?

Events

- Recreation
- Commerce
- FUN! How do we get

to/around the

- - Walking
 - Biking
 - Transit How is the waterfront

designed?

- Landscaping
- Lighting
- Shade
- Hardscape
- Built environment

How is the waterfront managed?

- Cleaning
- Security •

Branding

Timeline + Milestones

Stakeholder **Listening Sessions Survey Development**

Meetings Walkabouts

Analysis Survey Collection Public

> **Draft + Final Report** Implementation Planning **Begins**

Existing Conditions

Nov-Dec 2023 Winter 2024 Spring 2024 Summer 2024 Fall 2024

Previous Studies



Waterfront Vision Master Plan

2018Beach Bicycle Master Plan

2007

West Palm Beach
Downtown Master
Plan
Downtown
Walkability Analysis

2017

Shore to Core Public Realm Action Plan Downtown Mobility Plan

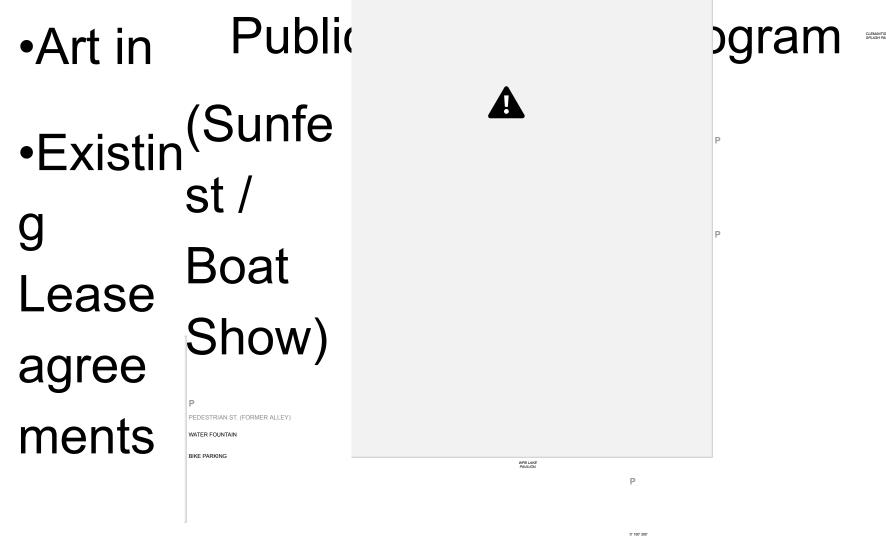


Important Documents / Data

Existing event schedule/mix

(525 events in 2023!)

Farmers Market



FRESH MARKET VENDORS

Bond restrictions

Data on who is

coming to •Replica Data the

waterfront

12. The Stand by Palm Trees & Poncorn 93. Delectably Wild Infusions

95. Ying Zhou 96. Chef Luc Authentic French Baked Goods

Public life analysis

WEST PALM BEACH

P COMMERCIAL /PRIVATE PARKIN

DOWNTOWN WATERFRONT

PRIVATELY OWNED PROPERTY SIDEWALK/PEDESTRIA

PUBLIC PARKING

Demographic / Market Analysis

Who are the waterfront visitors?

- •The waterfront is a regional attraction.
- More than half of its visitors coming from home more than 10 miles away.
- •The waterfront continues to grow in popularity 80% increase in unique visitors and a 69% increase in total visits compared to 2019.



Stakeholder Interviews

- Virtual meetings + walking tours
- City staff + outside stakeholder
- City Departments
 - Transportation
 - •CRA
 - •DDA
 - Public Works
 - Parks and Recreation
 - Resiliency

- Development Services
- Outside stakholders:
 - Downtown residents / HOA
 - Discover the Palm Beaches
 - Connect West Palm Beach
 - Sunfest
 - Boat Show
 - Downtown merchants /

Chamber

Palm Beach County

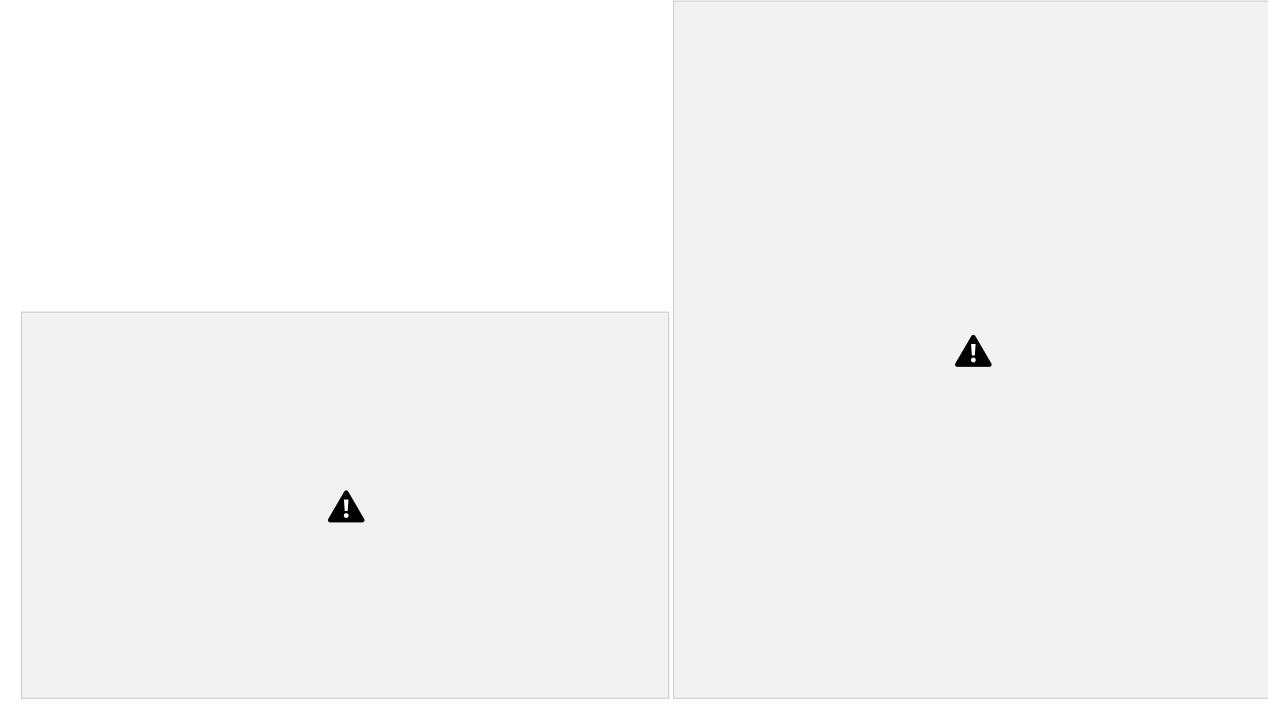
What We've Heard

Survey Effort



- •1,000+ responses to date
- Eng, Spanish, Creole
 - Outreach at events
 - Door to door
 - Drops at community destinations and stores
 - Digital outreach
 - Majoritiy of respondents live in the city, on or near the Downtown West Palm Beach Waterfront

Survey Effort



Q4: Do you live or work within a five-minute walk or bike ride to the Downtown West Palm Beach

Waterfront?

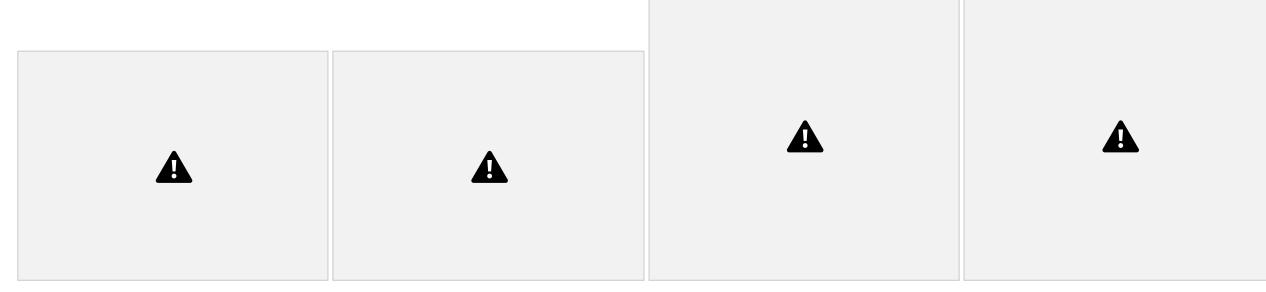
Q9: How would you rank the following categories as they relate to

Themes

- Respondents visit most for: exercise; going to sit and enjoy the scenery; going to a restaurant; or going to the Green Market or other event.
- Most feel postively about the waterfront Top desired design improvements: more shade and more amenities (like water fountains, bathrooms, games, exercise equipment etc.)
- Top concerns: too much speeding (on Flagler); need for improved approaches to helping people experiencing homelessness; NO to additional marina!

Establishing A

Framework



How is the waterfront used? • to/around the

Events

- Recreation
- Commerce
- FUN!

How do we get

- waterfront?
- Walking
- Biking
- Transit

How is the waterfront designed?

- Landscaping
- Lighting
- Shade

- Hardscape
- Built environment How is the waterfront managed?

Cleaning

Programming

- •38 event days / year + 250 events in Lake Pavilion (Sun Fest, Green Market, Clematis by Night)
- What is the right mix of event size? active vs. passive?
 (managing events vs. allowing them to happen)
- •What is missing from the current mix of programming?
- Art programming? Water

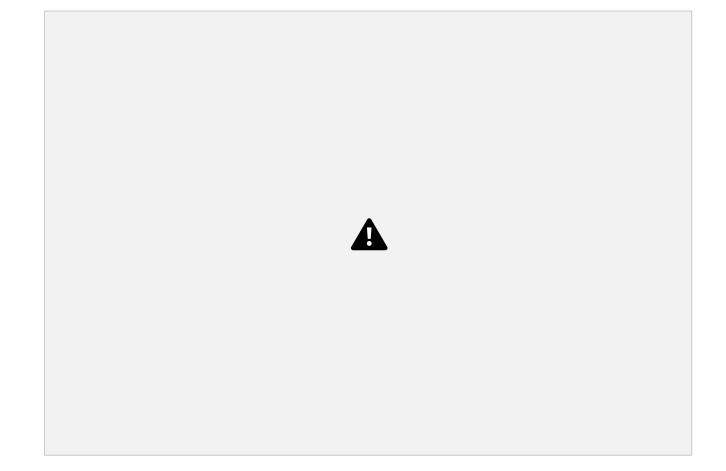




based?

Access

- •How do people get to the waterfront?
- How to make it easier to walk,
 bike and take transit?
- How do people currently access the water itself (if at all)?



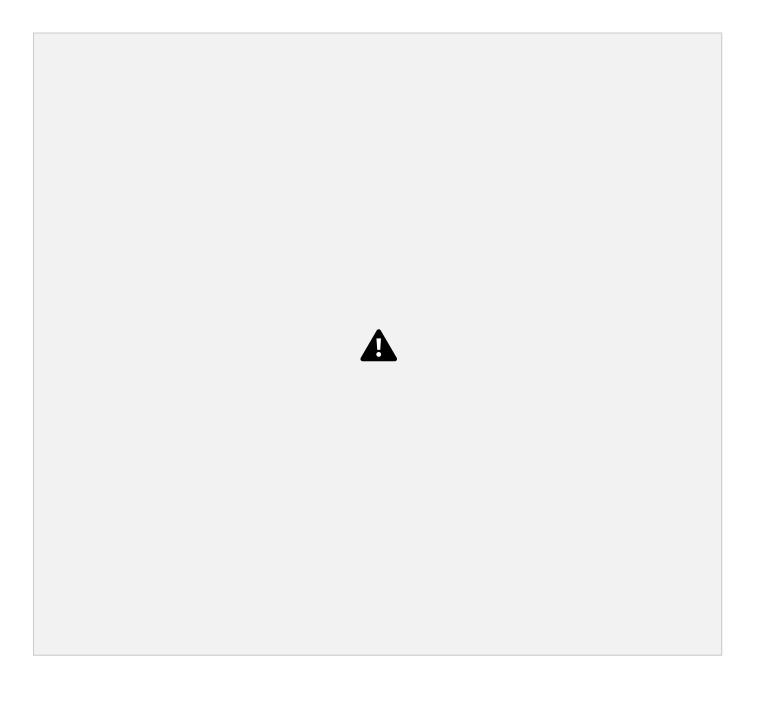
Water Access

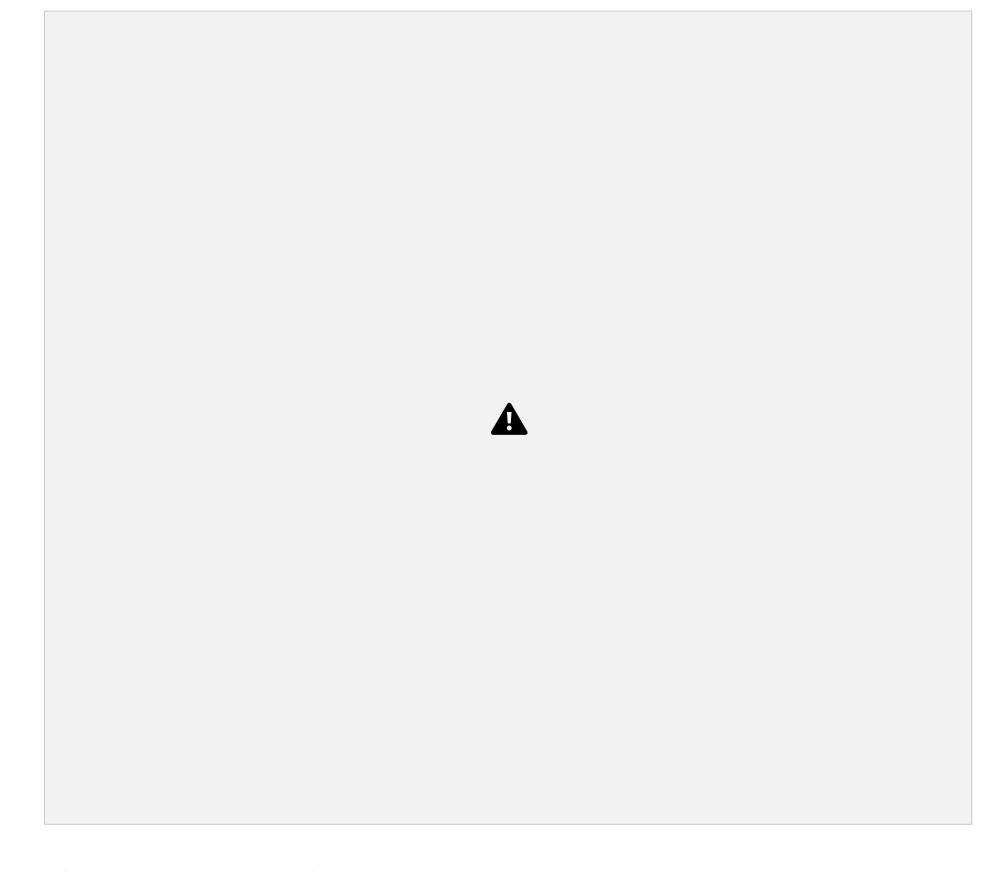




City of Copenhagen, Waterfront Design Catalogue

Water Access





Physical Design

- How is the space designed?
 Hardscape + landscaping
- •How do buildings face the space?
- •Is it welcoming and inviting? •Are there places to sit? Eat? Relax?

Recreate? Play?

- •How are details like shade, lighting, art, and landscpaing handled?
- Are there opportunities for more water-based spaces / activities?



Physical Design Elements

OVERHEAD

Lighting Trees Shade Wayfinding

STRUCTURES

Containers Kiosks Push carts Vintage Vehicles

STREET FURNITURE

Movable Elements Fixed Elements

PLAY

Movable Elements Fixed Elements

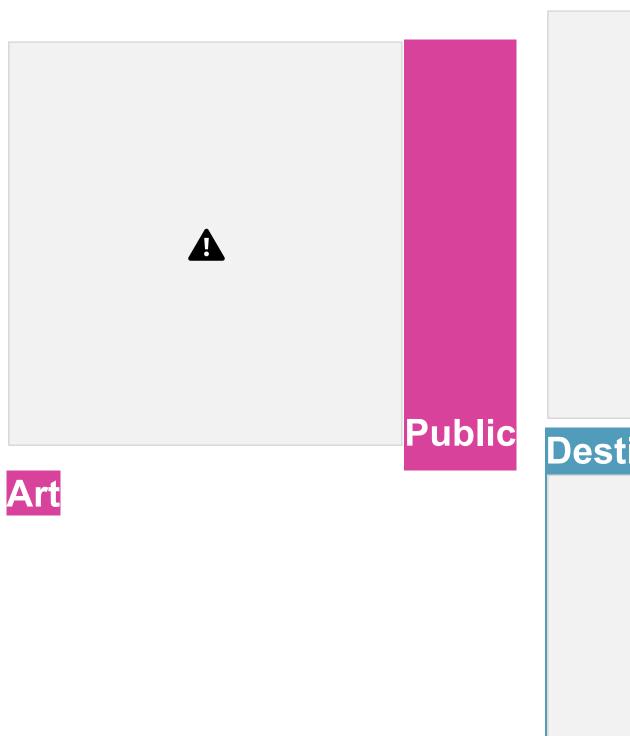
SURFACE LEVEL

Street Striping Asphalt Art Wayfinding

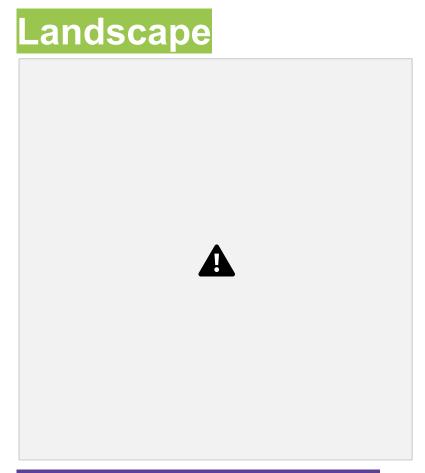
WATER'S EDGE

Steps / natural features
Docks
Floating Structures

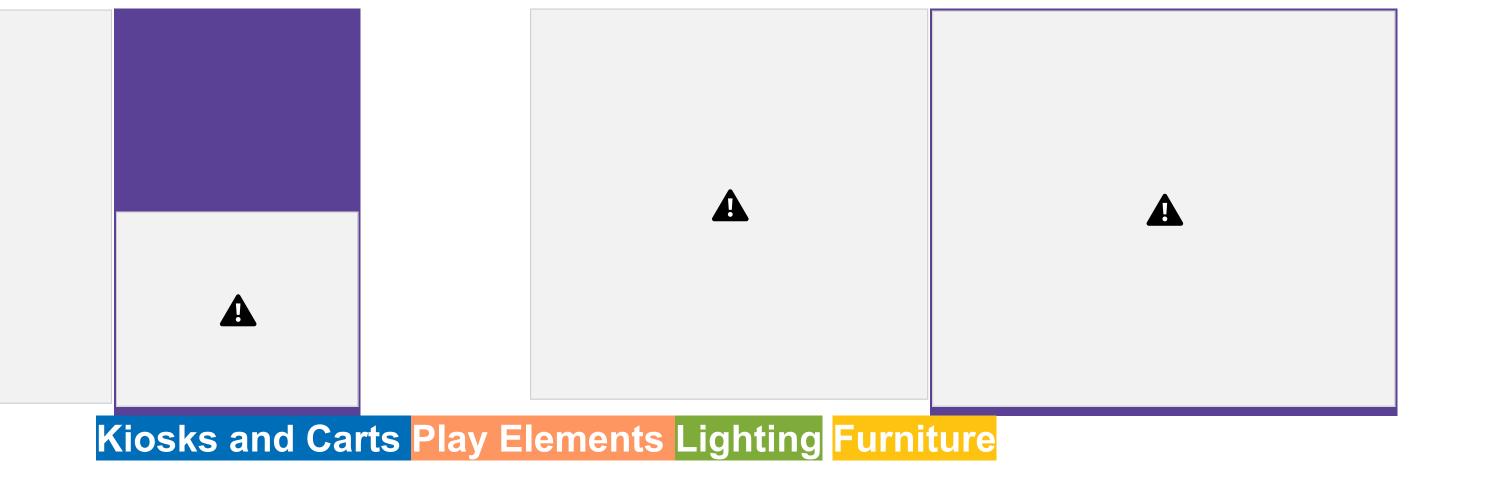
Physical Design Elements







Interactive Elements



Top Row L to R: City of West Palm Beach Art Life program website; The Embarcadero, SF; The Wharf, DC by Ruppert Landscape; Urban Conga | Bottom Row L to R: Eataly Kiosk NYC; Jack London Square Benches by Kebony; Monstrom Designs; PPS

Stewardship

- •How is the space managed? •Is there an independant entitity responsible for stewardship, including:
 - Security
 - Cleaning
 - Maintenance
 - Programming
 - Physical Design
- •How are the recommendations of this effort operationalized?



Waterfront Types - What drives Activity?



Natural / Park Active Programming Formal
Passive Water-Related Commerce
Programming
Play / Recreation
Building Frontage

Different levels of 24-hour activity, intensity of destinations, interactions with the water, balance of build vs. natural, and district level management.

Study Area: Scale Baseline

Study Area: Downtown West Palm Beach Waterfront - focusing on the public spaces that line the waterfront between Flagler Memorial Bridge and Royal Park Bridge

Scale: Approximately 0.8 miles of linear area (roughly 4,300 ft), District Scale

10,000 ft (1.9 mi)

The Bay Park

Location: Sarasota, FL

Scale: 53 acres, ~.3mi linear

shoreline, Neighborhood

Management:

- Partnership between City and Bay
 Park Conservancy a 501c3
 not-for-profit organization
- •Conservancy formed in 2019 to implement the Master Plan

approved by the Sarasota City Commission to conserve 53 acres of public land for park use.

 Long-term partnership in place for BPC to

Bay Park Site 1,600 ft (0.3mi)

help operate, maintain and program the park 10,000 ft (1.9 mi)

The Bay Park

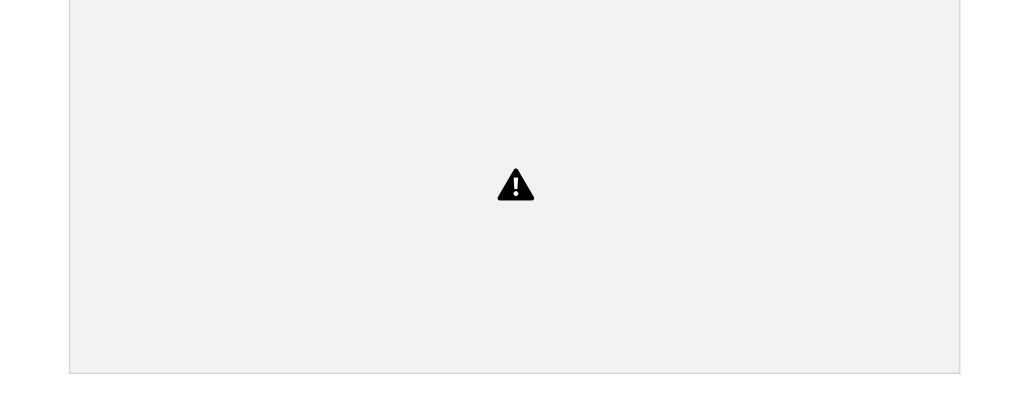
Focus: Play/Park Elements

Level of Intervention: Low,

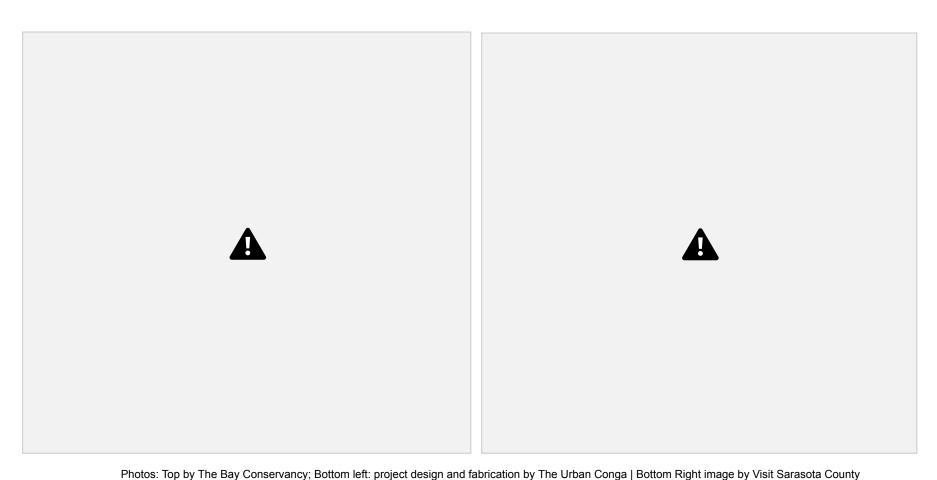
Natural

Key Elements:

Artistic and interactive play



- elements integrated into the Bay Park renovation
- •Placemaking efforts complement major renovation but preserve natural feel of park as a "blue/green oasis"



Memphis River Garden

Location: Memphis, TN, downtown

riverfront

Memphis River Parks Area Map

Scale: 6 miles, Regional

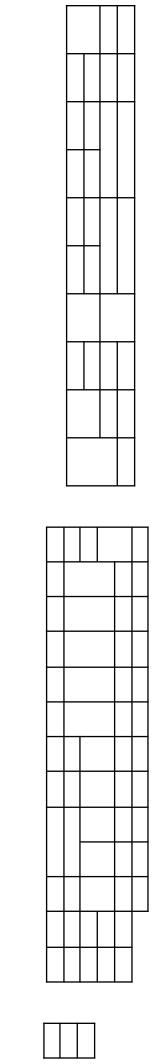
Management:

- Managed by Memphis
 River Parks a
 nonprofit that stewards the
 riverfront in
 partnership with the City
- Management approach is driven by the Memphis Riverfront Concept - a community plan for the transformation of six miles of river parks to reconnect

Memphians with their river

10,000 ft (1.9 mi)

~ 6 miles of management are^aRiver Garden Site (<0.1mi)



Memphis River Garden

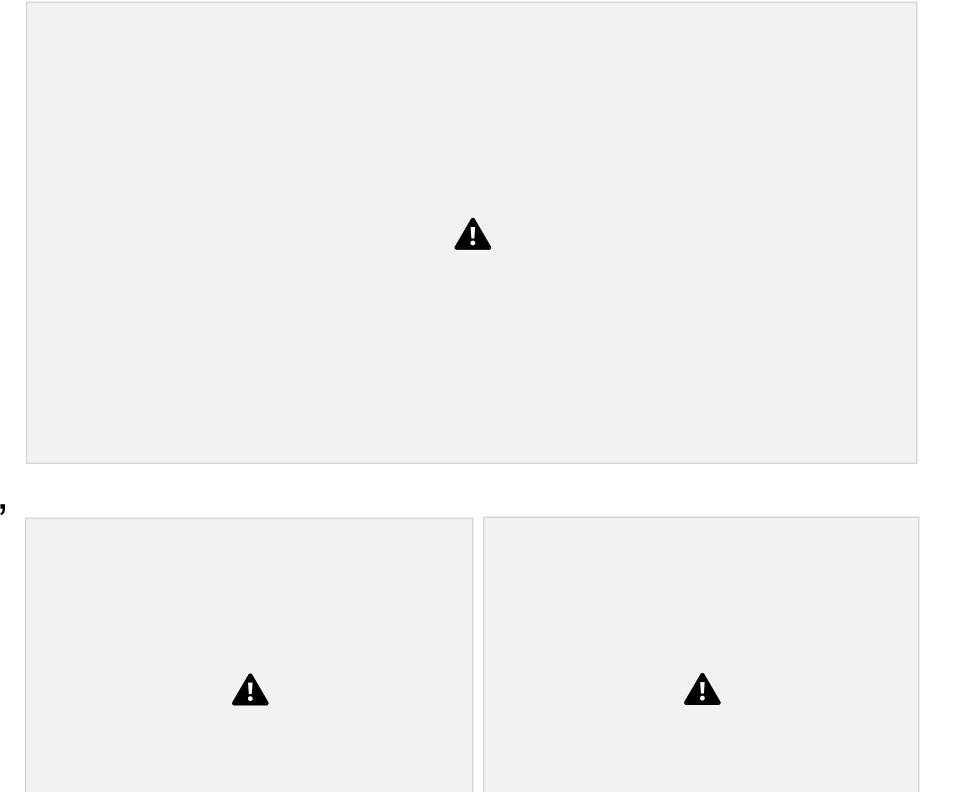
Focus: Play/Park Elements

Level of Intervention: Low,

Natural

Key Elements:

- Natural oasis with lawns, trees and paths
- Features include a playground, picnic tables, and seasonal coffee stand
- Departure point for Kayak tours



Central Delaware River Waterfront

Location: Philadelphia, PA

Scale: 96 acres of open space (~5 miles

linear management zone), Regional,

with

moments of activation

 Mature placemaking and activation efforts
 at many nodes of the waterfront

Management:

- Managed by Delaware River
 Waterfront a
 501(c)3 nonprofit
- •DRWC acts as the steward of the Delaware

River waterfront to provide a benefit to all

of the citizens and visitors of the City

10,000 ft (1.9 mi)

Site 1: Spruce Street Harbor Park

Focus: Food+Bev/Park

Level of Intervention:

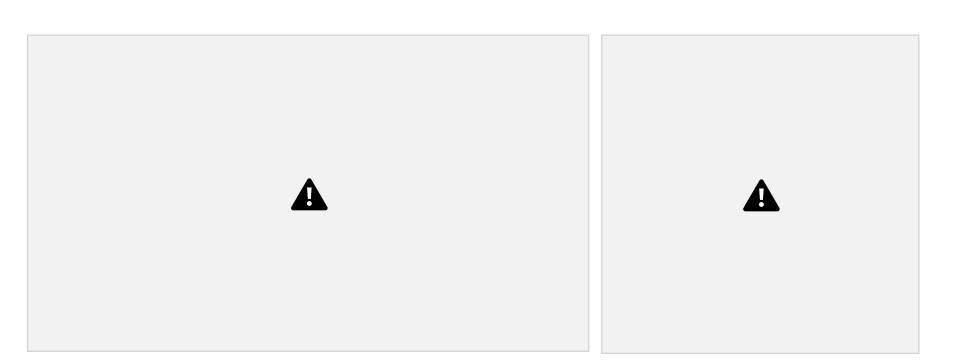
Moderate,



Seasonal

Key Elements:

- Summertime floating park with a barge design
- Public space features include colorful hammocks, floating gardens, technicolored lit trees
- Food/beer from local restaurants
- Hammock rentals popular



Photos: Top by Groundswell Design Group | Bottom L: Delaware River Waterfront | Bottom R: Groundswell Design Group

Site 2: Summerfest/Winterfest

Focus: Seasonal Rec/Park

Level of Intervention:

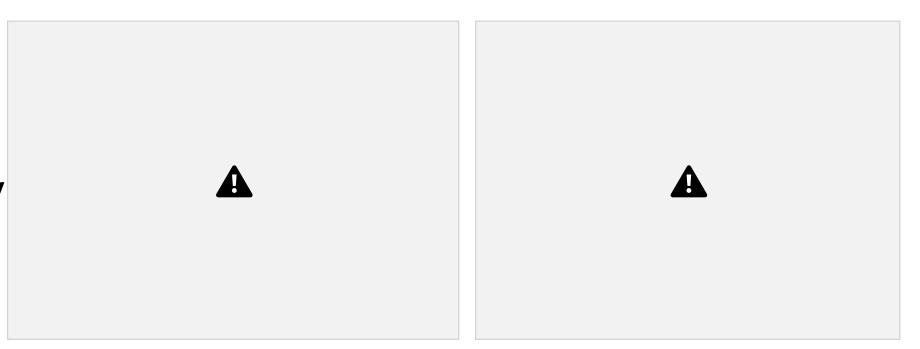
Moderate,

Seasonal

Key Elements:

 Large-scale signature summer recreational anchors: outdoor roller skating, boardwalk games and rides, mini-golf

- Winter version includes holiday artisan booths and ice rink
- Local vendors offer food and drinks



Sparkman Wharf

Location: Tampa, FL

Photos: Top by Visit Philadelphia | Bottom Left: Deleware River Waterfront | Bottom Right: Winterfest at same site, Groundswell Design Group

Scale: ~0.1 linear mile, single site, block scale

Management:

- Managed by Delaware River
 Waterfront a 501(c)3 nonprofit
 corporation
- •DRWC acts as the steward of the Delaware River waterfront to provide a benefit to all of the citizens and visitors of the City

Sparkman Wharf

Focus: Food+Bev,

Entertainment Level of

Intervention: High

Key Elements:

- Public space amenities complement development office spaces and retail
- Shipping container food hall with extensive outdoor dining
- •Great lawn for passive use and active/frequent programming (ex: movie nights)
- Stage with local bands







District Wharf

Location: Washington, DC

Scale: 24 acres, 1 mile of shoreline,

district scale

Management:

- •Developer-led approach: parks and piers at The Wharf are privately maintained by developers as spaces created for public enjoyment
- The Wharf Community Association was formed to lead management, beautification, programming and safety of the common areas

District Wharf

Focus: Food+Bev,

Entertainment Level of

Intervention: High Key

Elements:

- Walkable waterfront mile along DC's Potomac River
- Shopping and outdoor dining
- Passive areas to chill or stroll
- Floating Stage
- Seasonal rotating programs
- Land and water access
- Public space amenities connected to significant development







Atlanta Beltline Art Trail

Location: Atlanta, GA

Scale: 22 miles of linear trail with comprehensive public art program; regional

Management:

 Managed by the Atlanta BeltLine Partnership - a nonprofit organization that is tasked with implementing the Atlanta BeltLine

 Signature Art Program is part of a larger vision for equitable development along the trail, including housing, transit, and public space amenities

Atlanta Beltline Art Trail

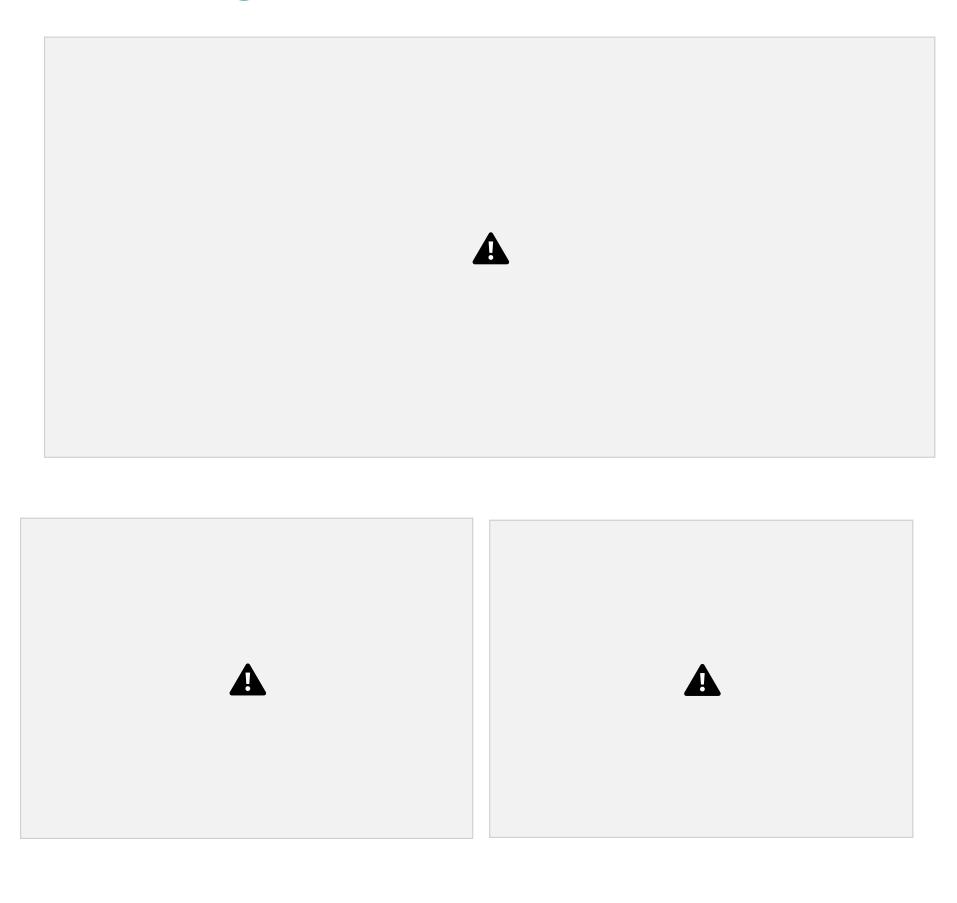
Focus: Public Art

Level of Intervention: Low/

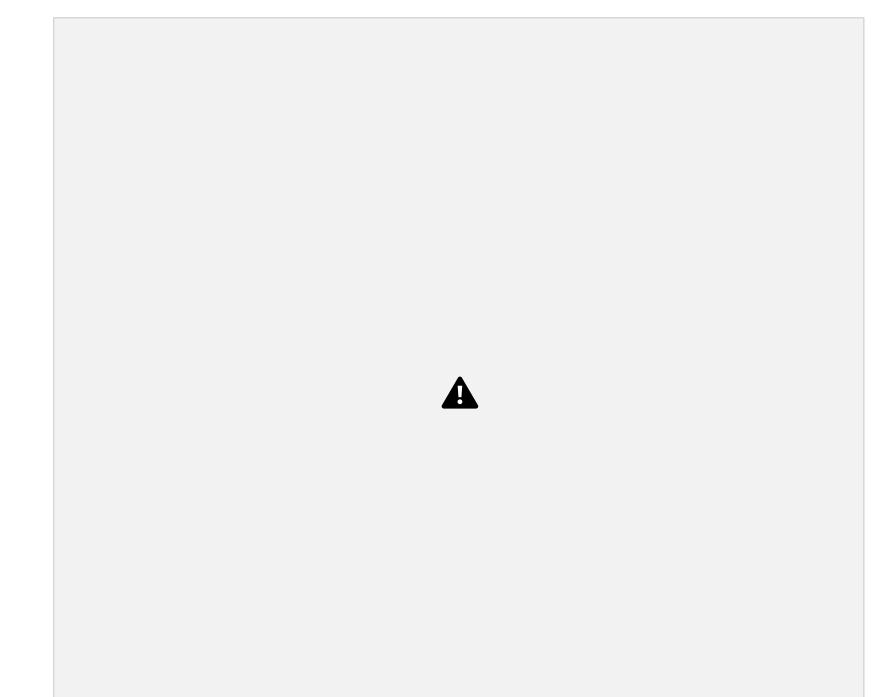
Moderate

Key Elements:

- Extensive public art program
- Program features murals, sculptures, performances and programs
- Largest linear gallery in the US
- Art program is a primary attraction to the linear public space



Mentimeter



https://www.menti.com/alyv6f1i4vs4

Key Questions

• What is YOUR vision for the waterfront? •

How can the waterfront learn from the other great waterfront cities around the world? • How can we leverage what's already great to make it even better?

- What activities / physical components are missing?
- Are there opportunities for iconic moments or destinations?
 - How does the waterfront balance active and passive activities? Natural vs formal design?

Activity Instructions: 25/10

• From the ideas in the presentation (or others



that you can think of), write an idea that you think the project team should study.

- Find a partner.
- Swap your idea card with your partner.
- Pitch your idea to your partner. Your partner will rate your idea on a scale of 1-5 on the back of the card.
- When I say 'break' find a new partner.
- Pitch the idea on your card, and swap cards again.
 Repeat 5x!

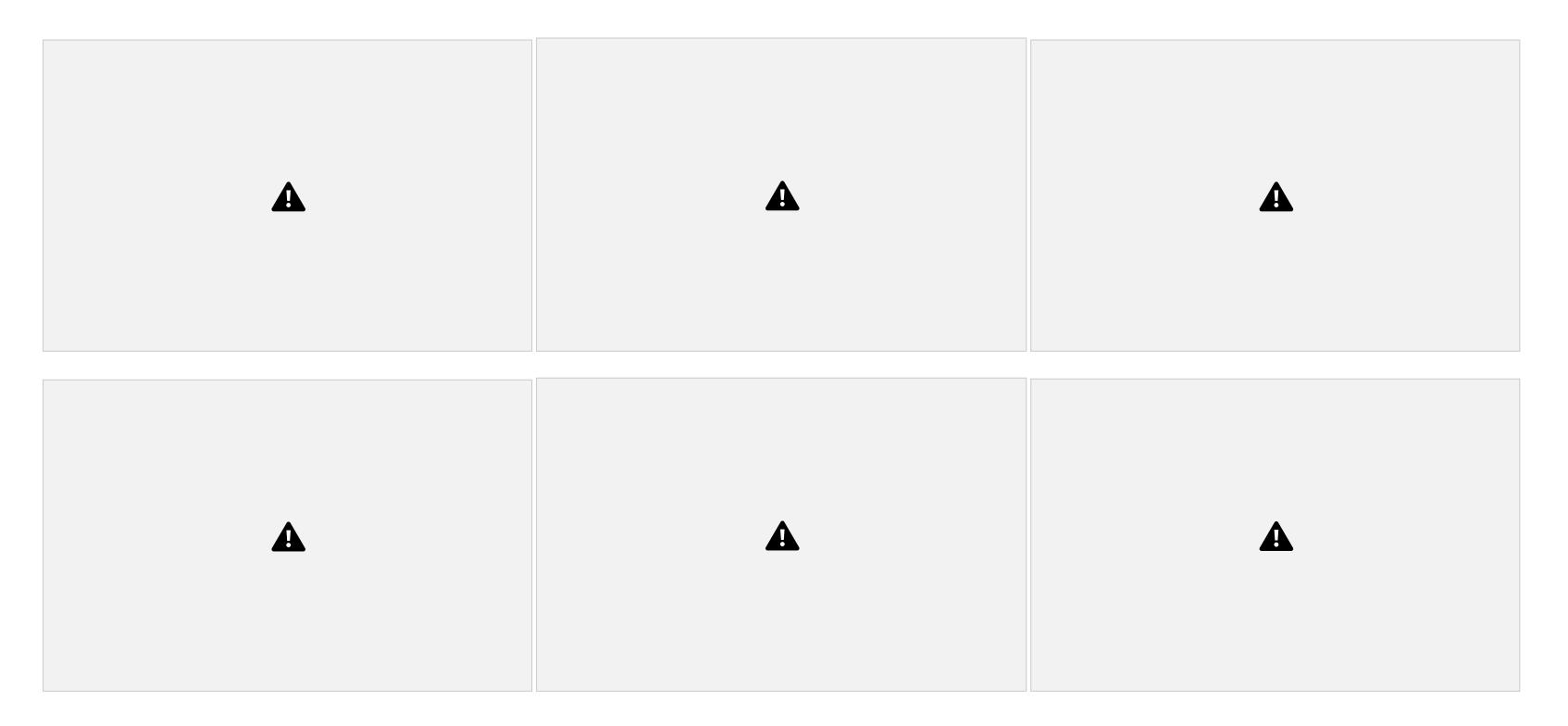
Next Steps

City Survey Collection

Draft + Final Report Implementation Stakeholder Meetin Walkab ns **Listening Sessions Anal Exis** ysis outs gs ting **Public** Con **Planning Begins** ditio

Nov-Dec 2023 Winter 2024 Spring 2024 Summer 2024 Fall 2024

Element: Shade Structures



Location: San Antonio,

TX Site: Main Plaza

Artist/Vendor: RIOS

Location: Various

Site: Pop-up/Public Event

Artist/Vendor: Stretch

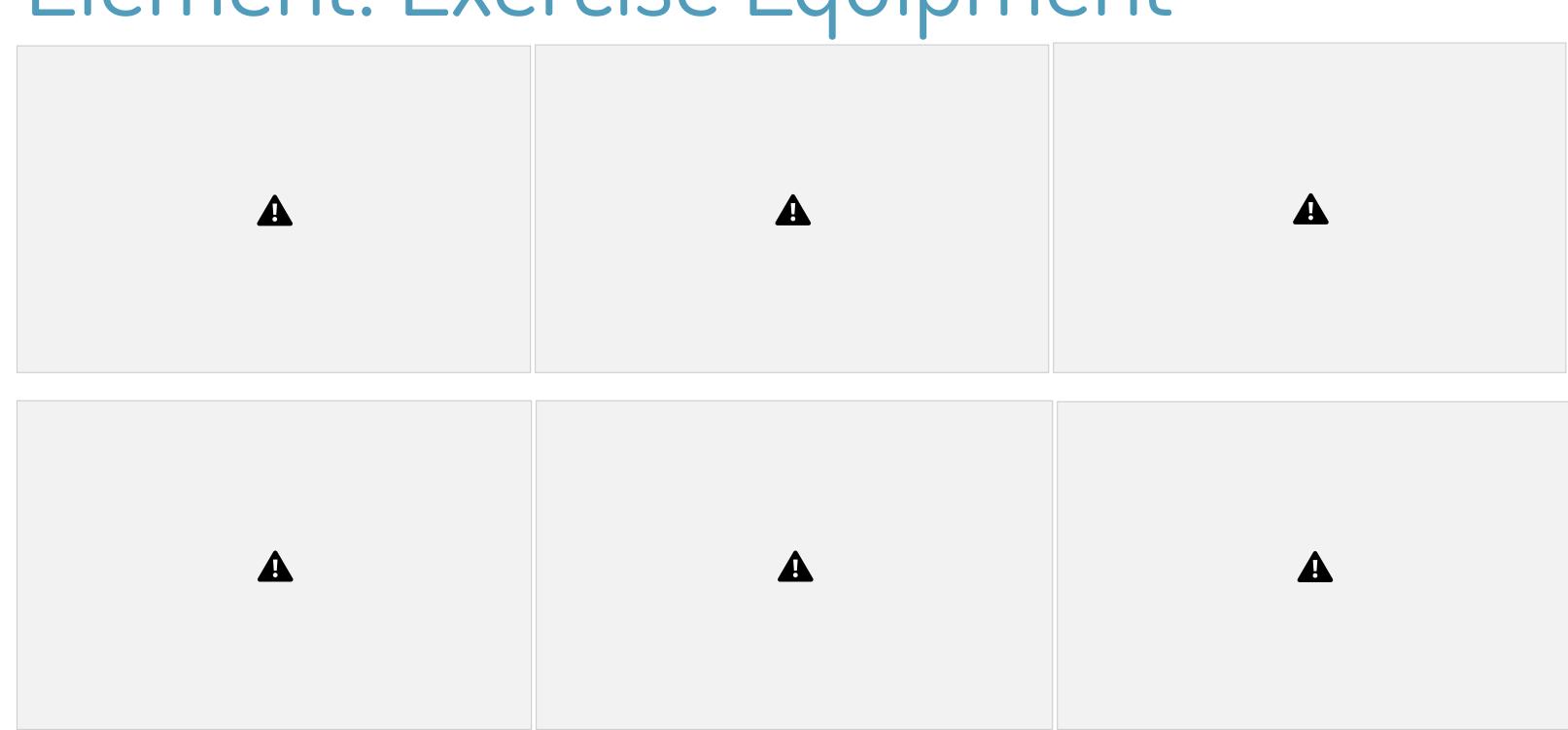
Shapes

Location: Seabrook Island,

SC Site: Beach Club Site

Artist/Vendor: Superior Shade

Element: Exercise Equipment



Location: San Francisco, CA

Location: Various

Location: Various

Site: Marina Green City Park

Site: Various

Site: Various

Artist/Vendor: National Fitness Campaign

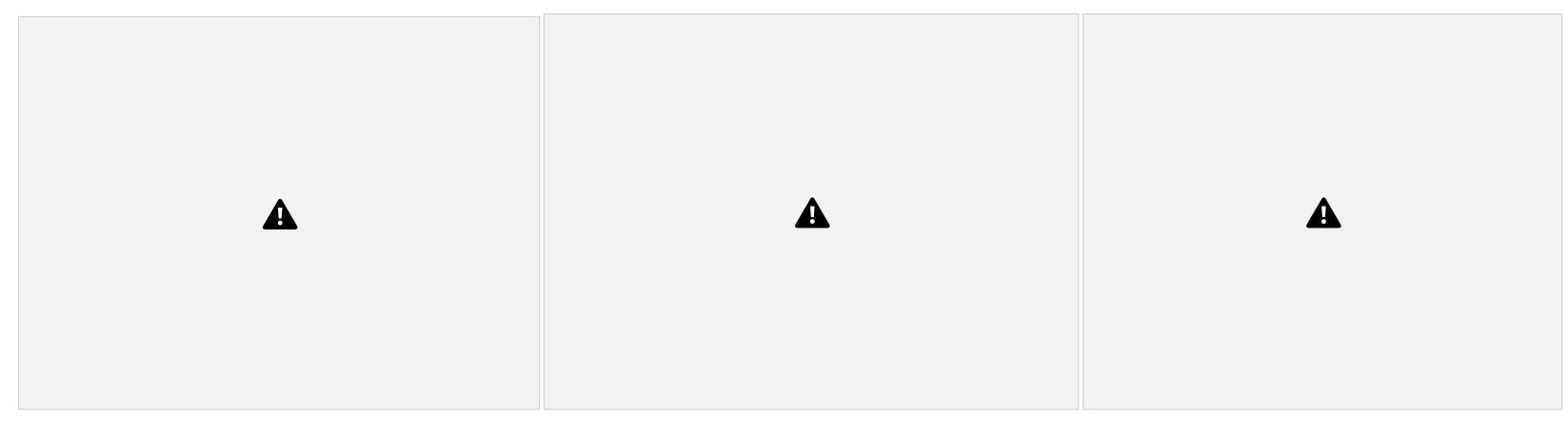
Artist/Vendor: Greenfields

Artist/Vendor: Landscape Structures

Placemaking in the real world

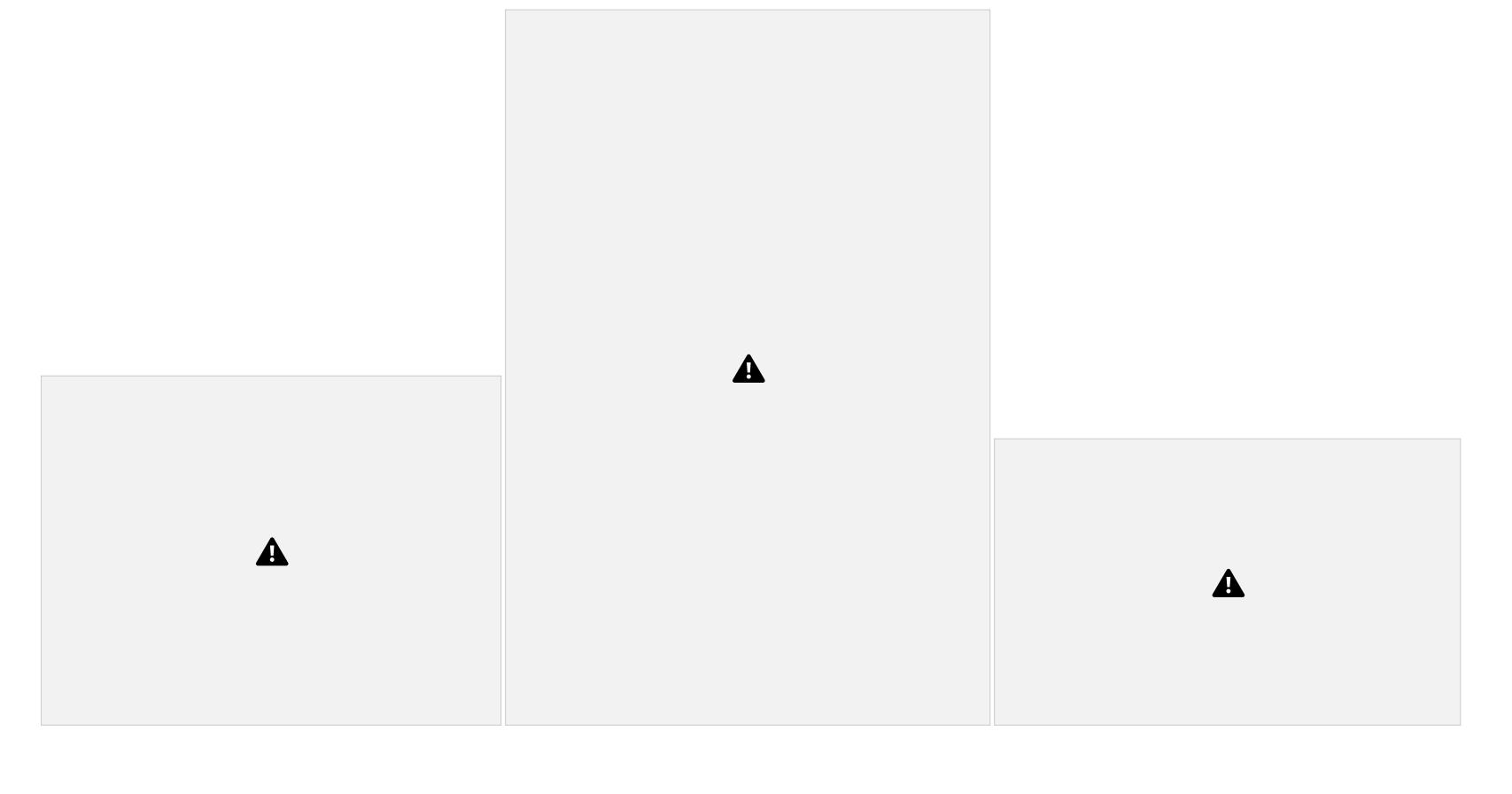


Public Art



First two columns: City of West Palm Beach Art Life program website | Top right: Urban Conga | Bottom Right: Wynwood Murals, Wynwood Facebook page

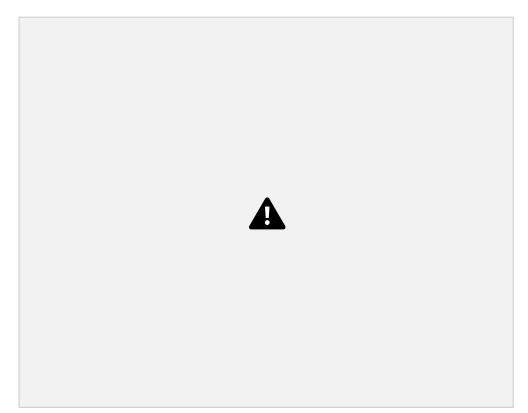
Placemaking in the real world



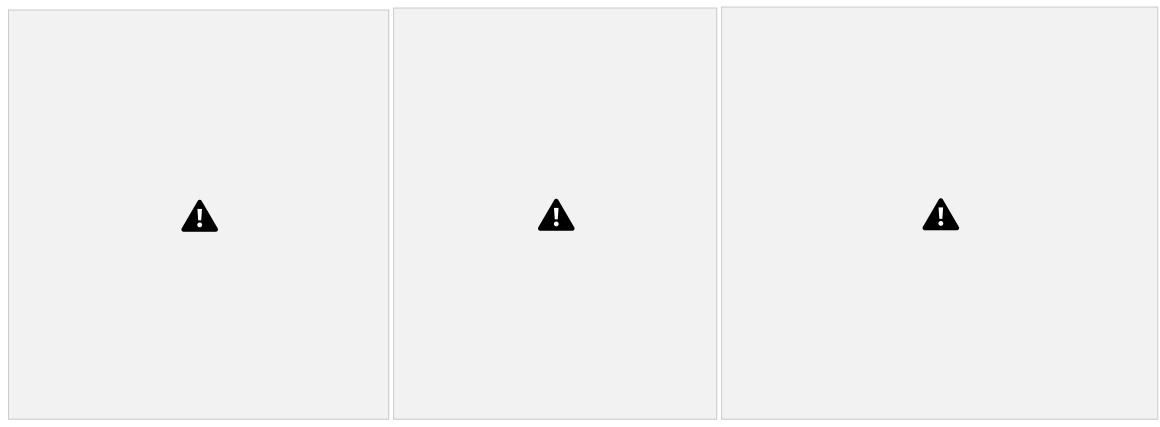
Top left: Asphalt Art by ANN TARANTINO, Brooklyn | Bottom Left: Philadelphia Intersection Repair, Street Plans | Bottom Right: Asphalt Art 3rd Ave Street Plans, Miami | Top Right: The Wharf, DC by Ruppert Landscape | Bottom right: meristem design

Placemaking in the real world







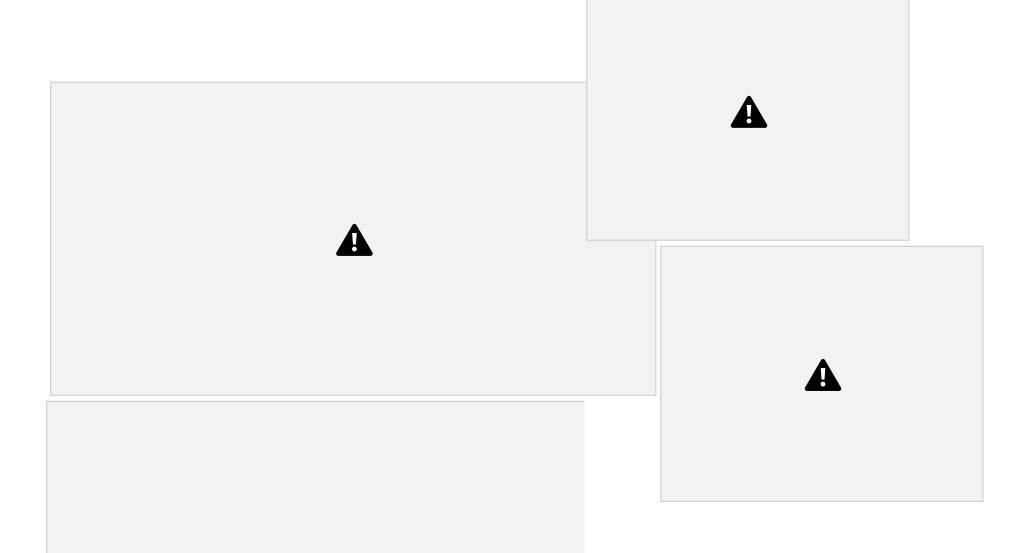


Left top: Jack London Square Benches by Kebony | Middle: Spinning Top seats at SF's Tunnel Top Park (Bottom photo by SF Business Times) | Bottom Middle: Hammock Seats by Abel Bainnson Butz, LLP| Top M: Eataly container, NY | TopR: "Artist Shanties" Newburyport, MA | Bottom R: The Crossing at East Cut, San Francisco, CA

Placemaking in the real world

THE CARCO SHIP



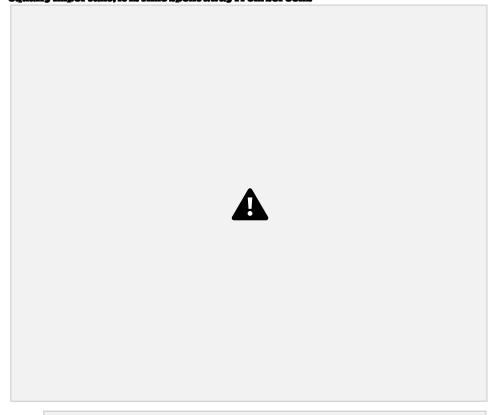


AT MONSTRUM, WE DESIGN AND PRODUCE UNIQUE PLAYGROUNDS WITH A FOCUS OF ARTISTIC AND ARCHITECTURAL QUALITY.

WE CREATE THERATIC
PLAYCROUNDS THAT FASCILLATE
AND INSPIRE MOVEMENT, WHILE
The cargo ship is a dramatic playground that invites kids to experiment
CATHERIES BOTE KIDS
with and train their balance skills. The lines of the ship, the floating

it out at first glance but are invited in to explore and discover it. When they are running or climbing through the playground, there is no one correct way of navigating. They have to consider various options and paths, assessing their motor skills and safety - resulting in continuous movement and a lot of fun.

A playground can be an executial part of childhood, inspiring and reflecting the challenges of the physical world. It is a place where you meet new friends and develop your ability to socialize with other kids. And equally important, it is time spent away from screens



red roults.

cargo boxes and the lighthouse are all skewed to express the chaos of a storm at sea. The bright orange color emphasizes the energetic and

On the boat. Kids must fight their way up the top in order to avoid peril by escaping the sinking ship by way of the slide or jumping across the drifting cargo boxes. Inside the hull, kids can explore the ship further A good playground should inspire kids to move. The and perhaps help keep it afloat by repairing the gaping hole. swing and the climbing frame are classic playground elements, which spark excitement. However, what makes

a playground great is when kids are unable to figure

Top L and Bottom Mid: Monstrom Play Equipment | Bottom Left and Bottom Right: Urban Conga | Mid Right: Skybridge on Stevenson SF | Top R: PPS String Lights Case Study getting your pulse up.

> A playground's appearance in the urban landscape has become a valued part of city planning today. We would also like it to be an icon and a social meeting place in the

Near-term Public Space Improvement Toolkit

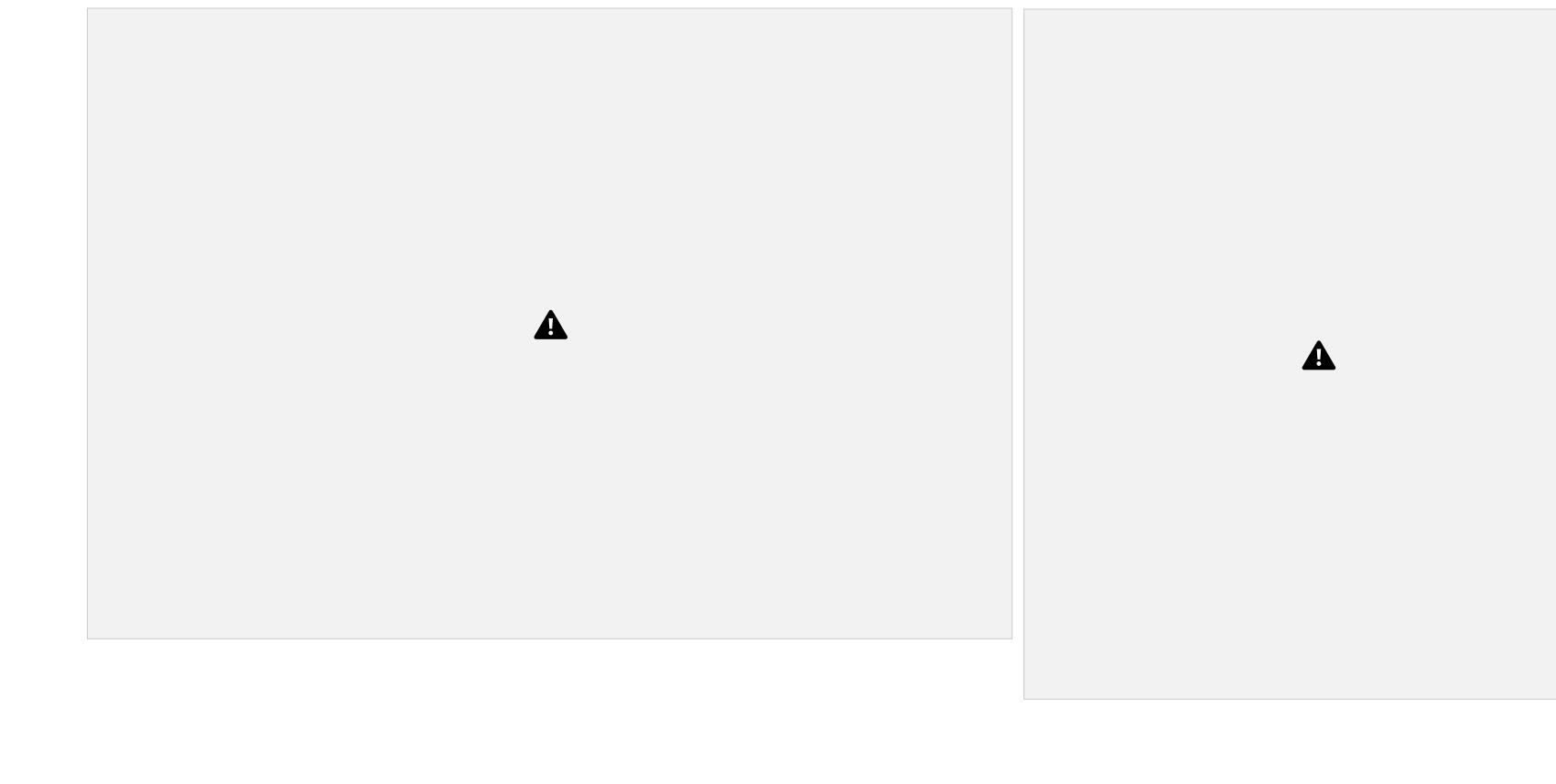
SQUIPERST:

12 m x 9 m

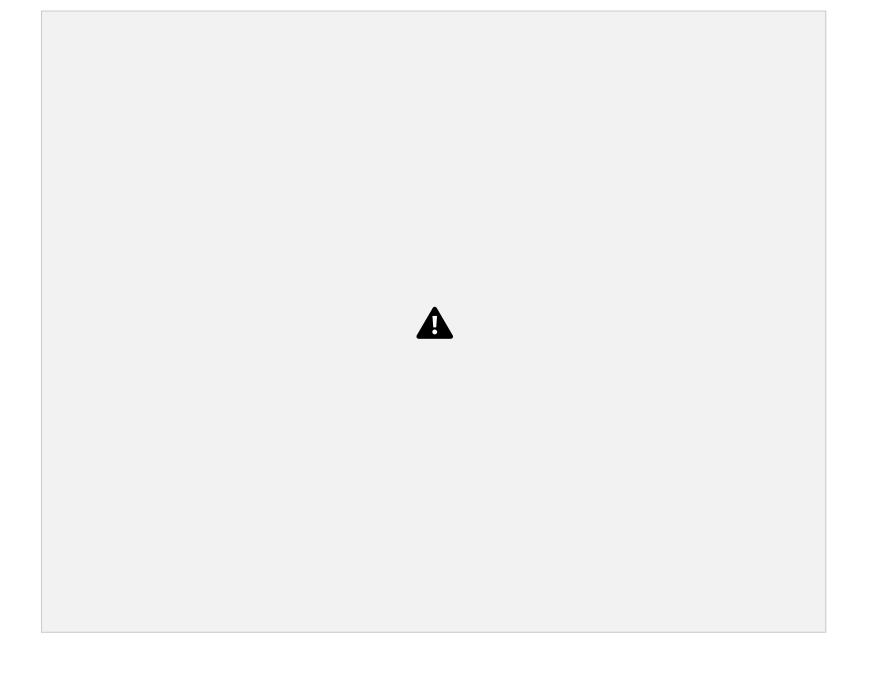
IMPROTABLES: 16 m x 12 m

PRICE

€98.520





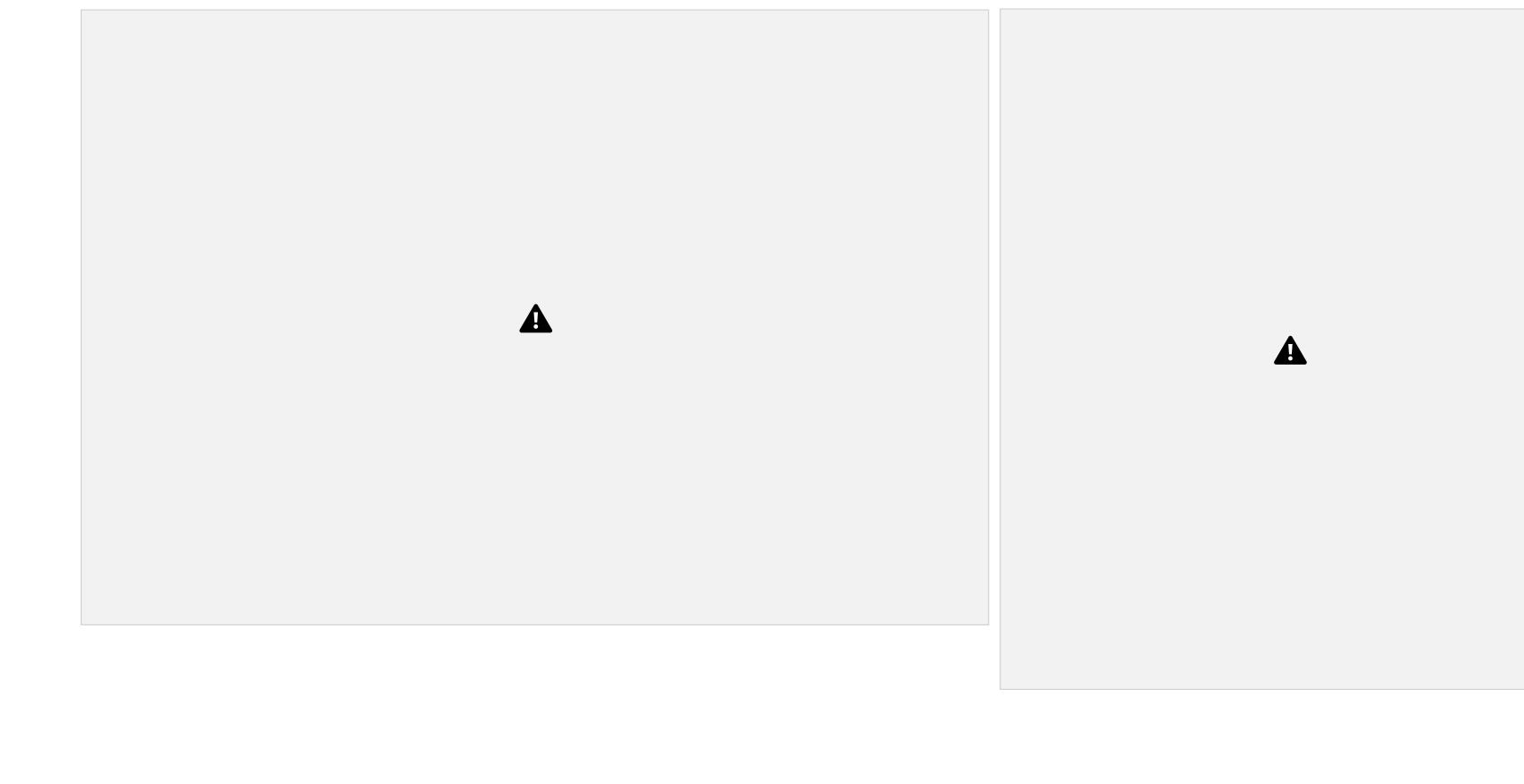


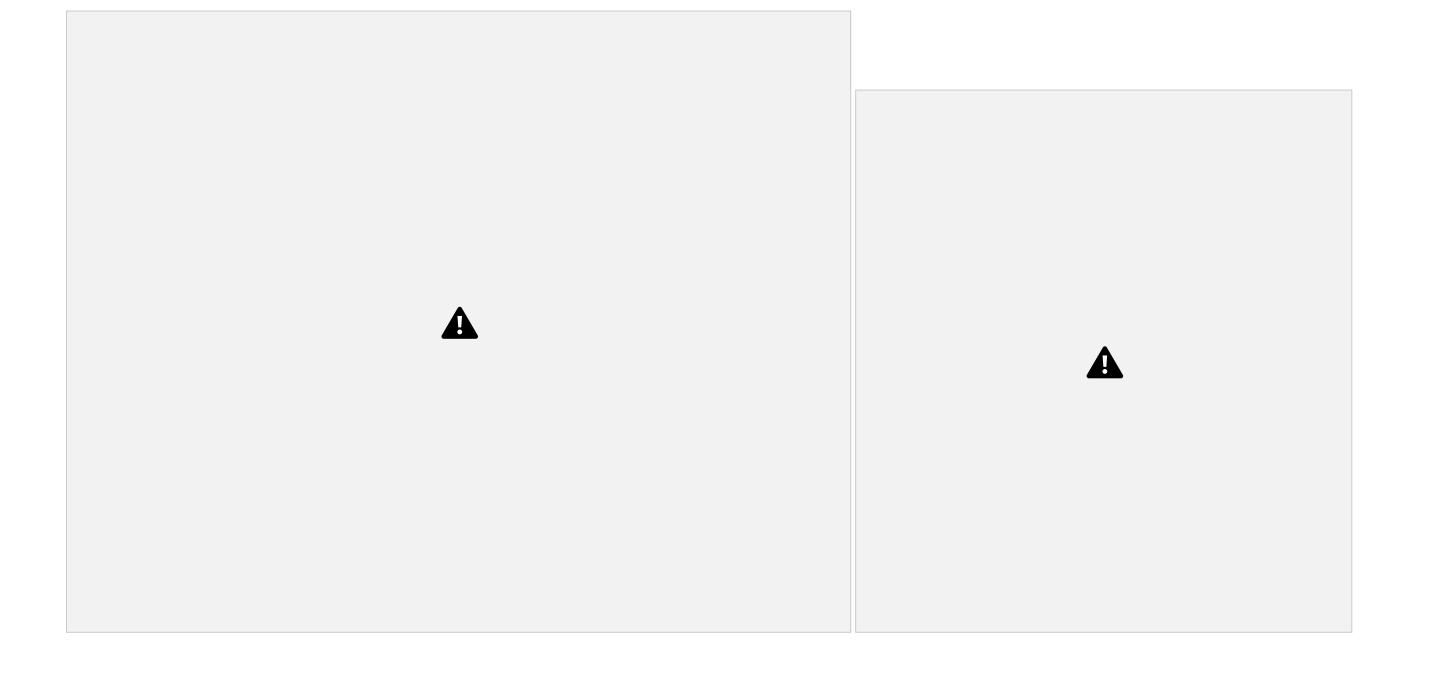


Left top and bottom: Jack London Square Benches by Kebony |

Middle: Spinning Top seats at SF's Tunnel Top Park (Bottom photo by SF Business Times) | Top Right: Why Sit When You Can Play bench, Urban Conga | Bottom Right: Hammock Seats by Abel Bainnson Butz,

Near-term Public Space Improvement Toolkit



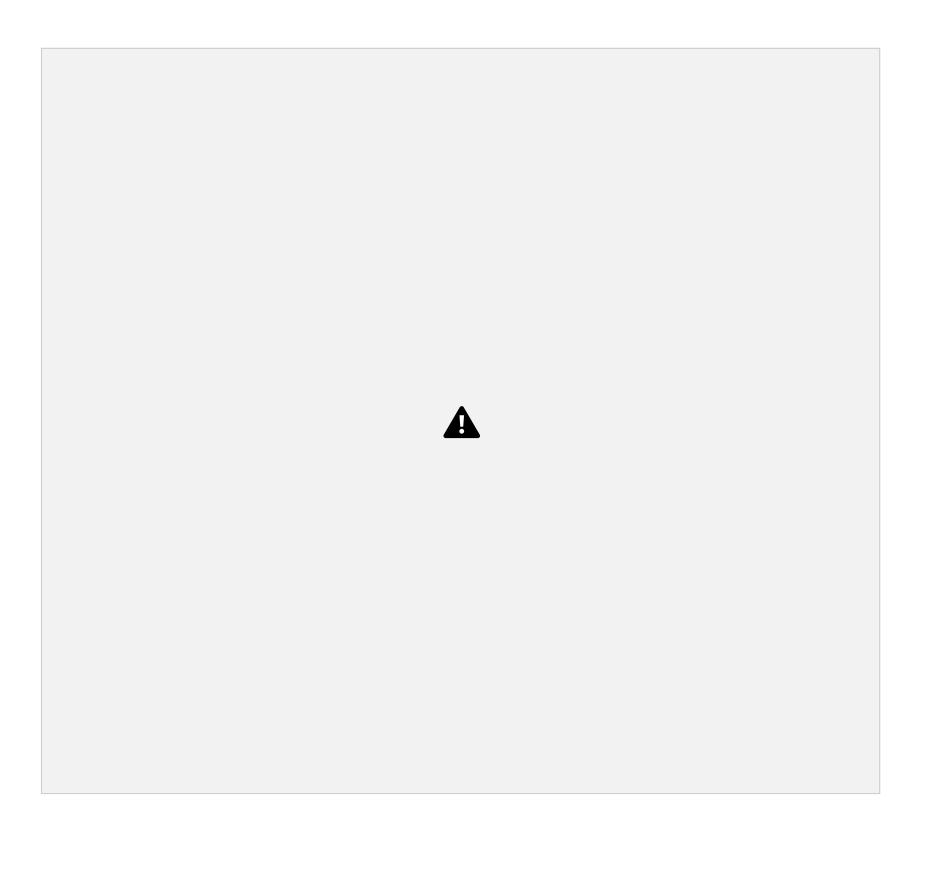


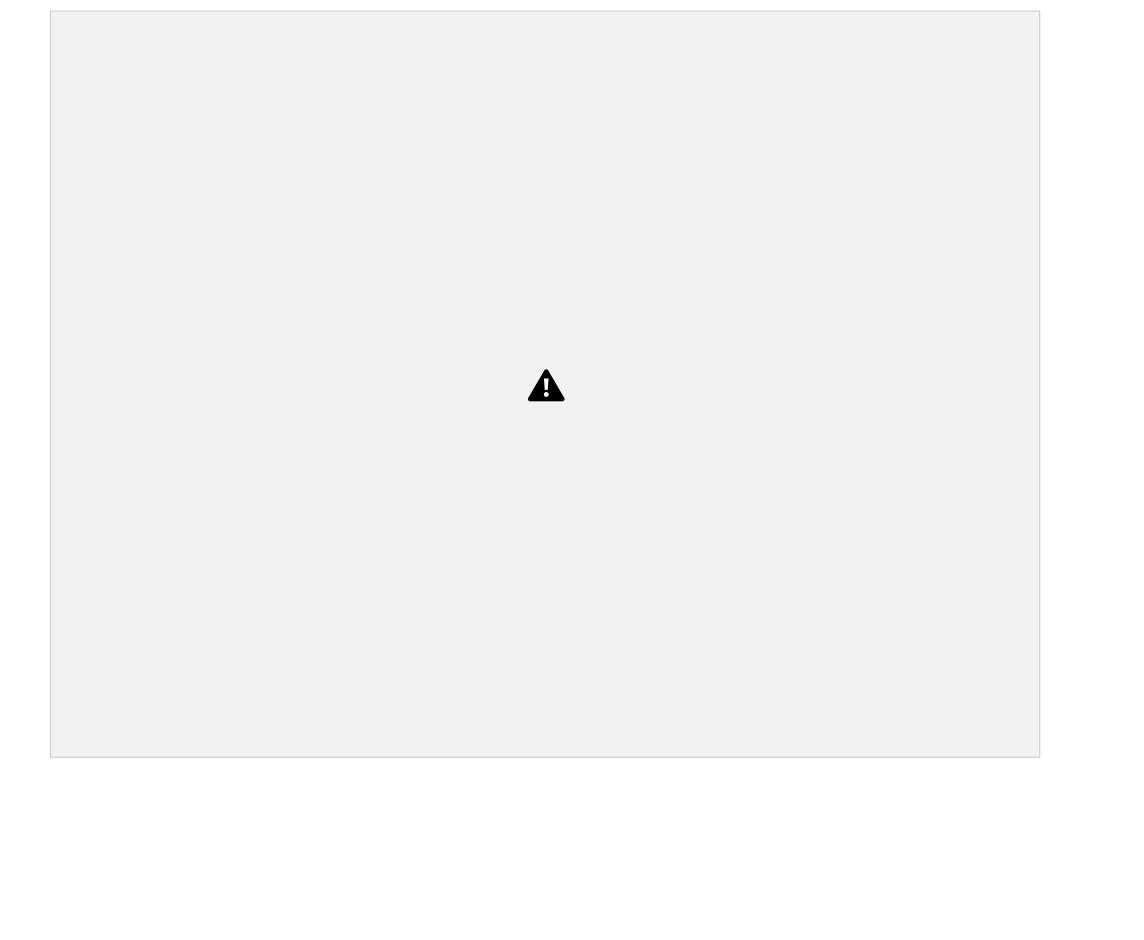




Left top and bottom: EarthPlanter in Santa Monica | bottom left and top right by meristem design |

Near-term Public Space Improvement Toolkit



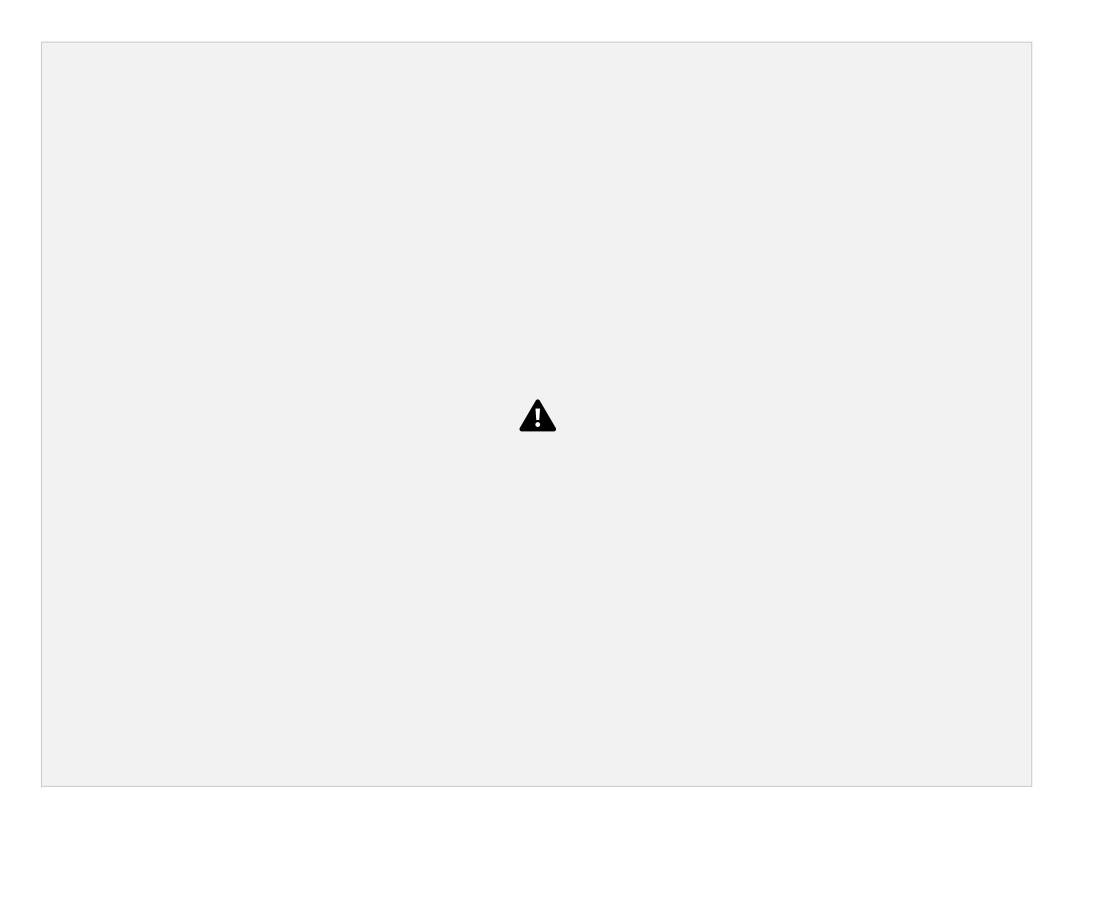


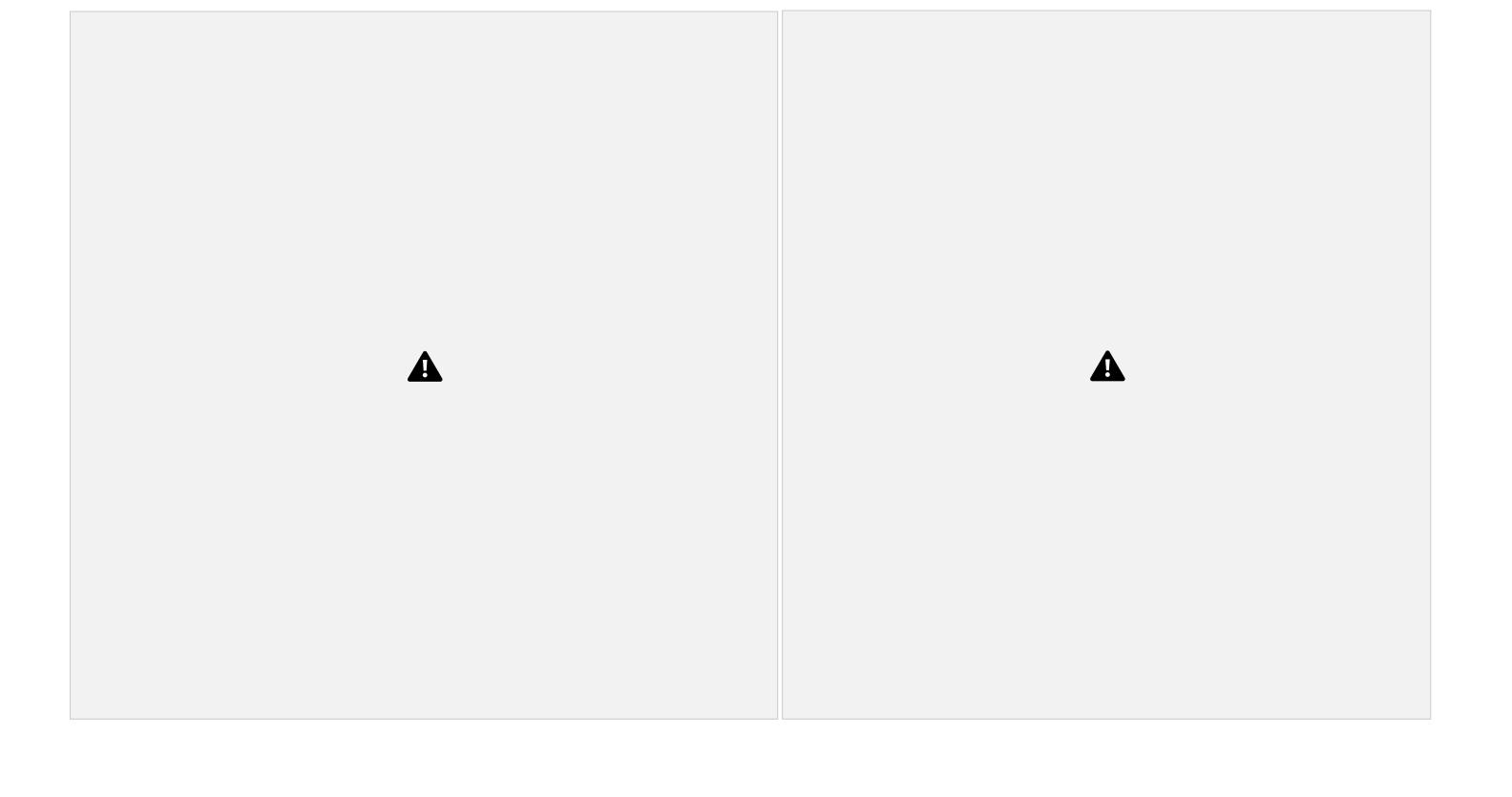




Top Left: rendering from West Harbor LA | Top Middle: "Artist Shanties" Newburyport, MA | top right cart CULINARYWORLD on Etsy | Bottom left: Conexwest container model | Bottom middle L: Eataly container, NY | bottom middle R: Harbor DC "Camp Wharf" | bottom right example umbrella vendor cart

Near-term Public Space Improvement Toolkit

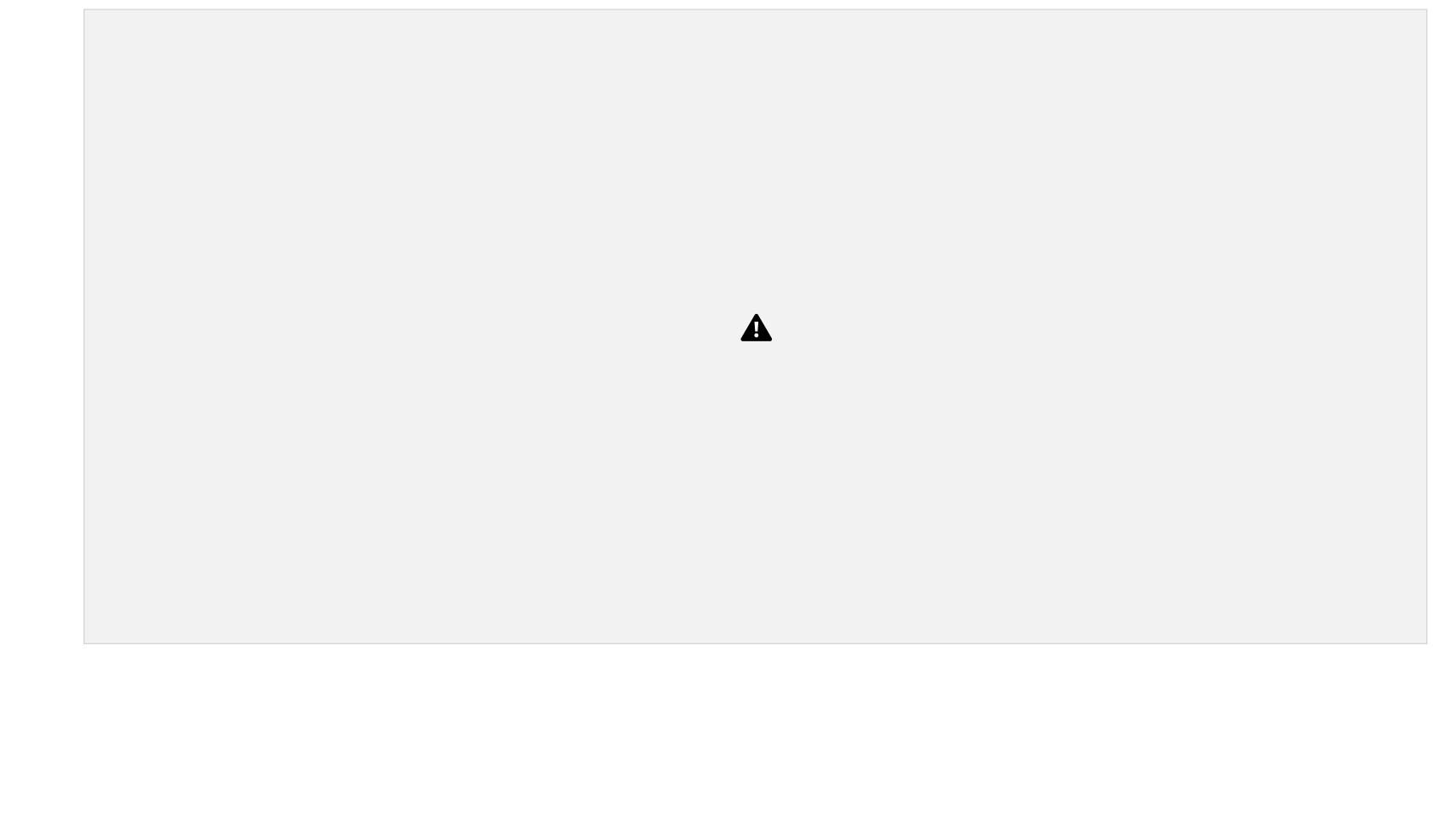


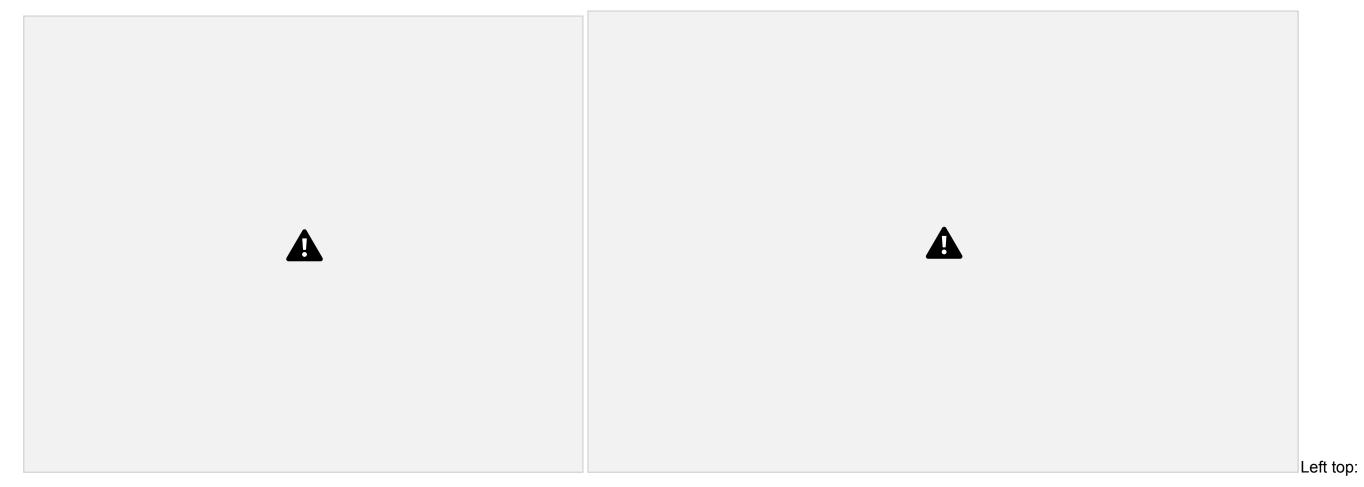




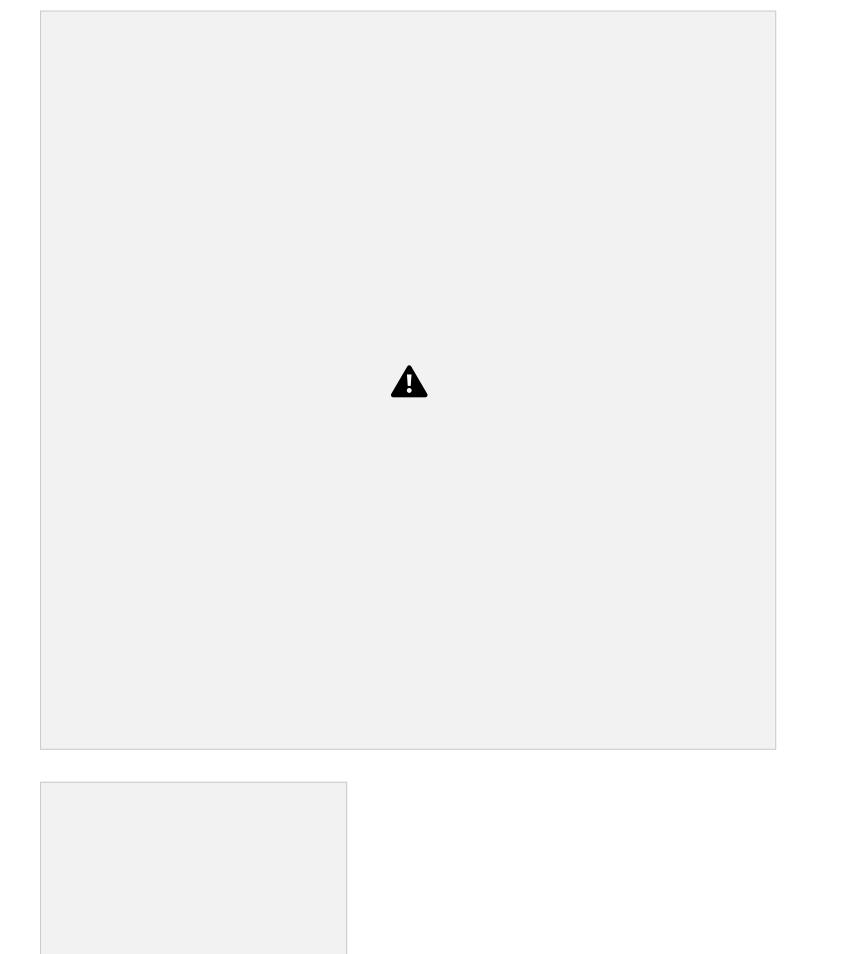
left: SF Neon via Atlas Obscura | Bottom middle left: arch as photo op | Bottom middle right: Razzle Dazzle Camouflage historic photo | Bottom Right: PublicCity's PARK PARK photography park in Calgary, Alberta, Canada

Near-term Public Space Improvement Toolkit





Groundswell Design Group, Philly | Top Right: Bay Area Discovery Museum | Bottom left three: historic vehicles and structures in SF that could be repurposed



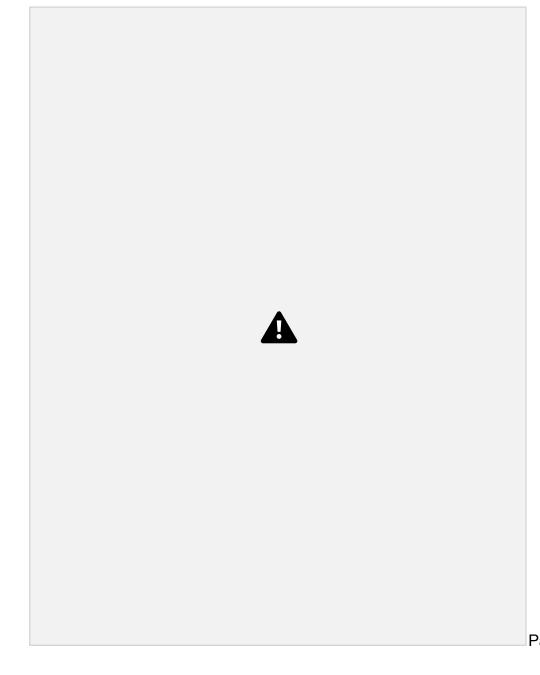




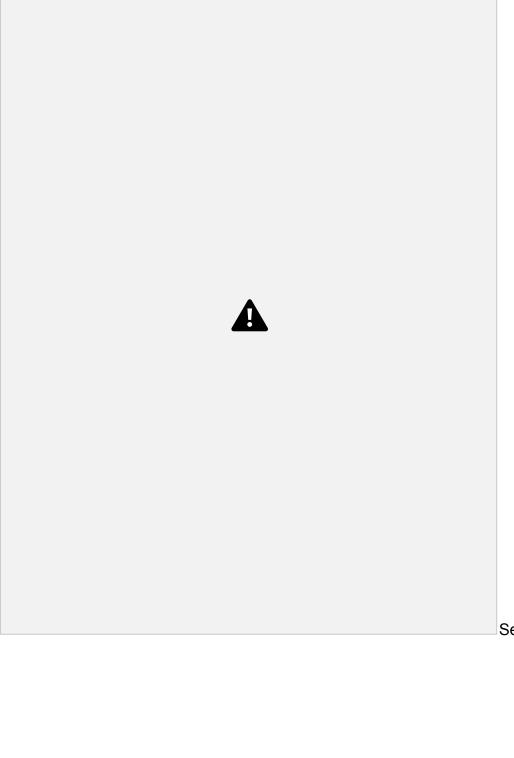
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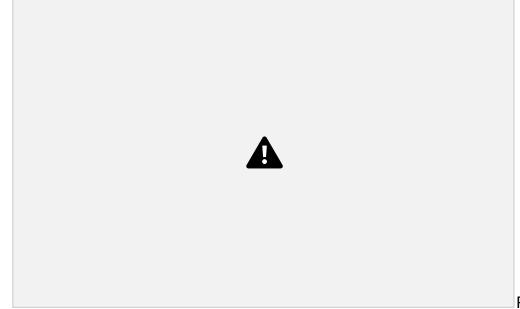
FL



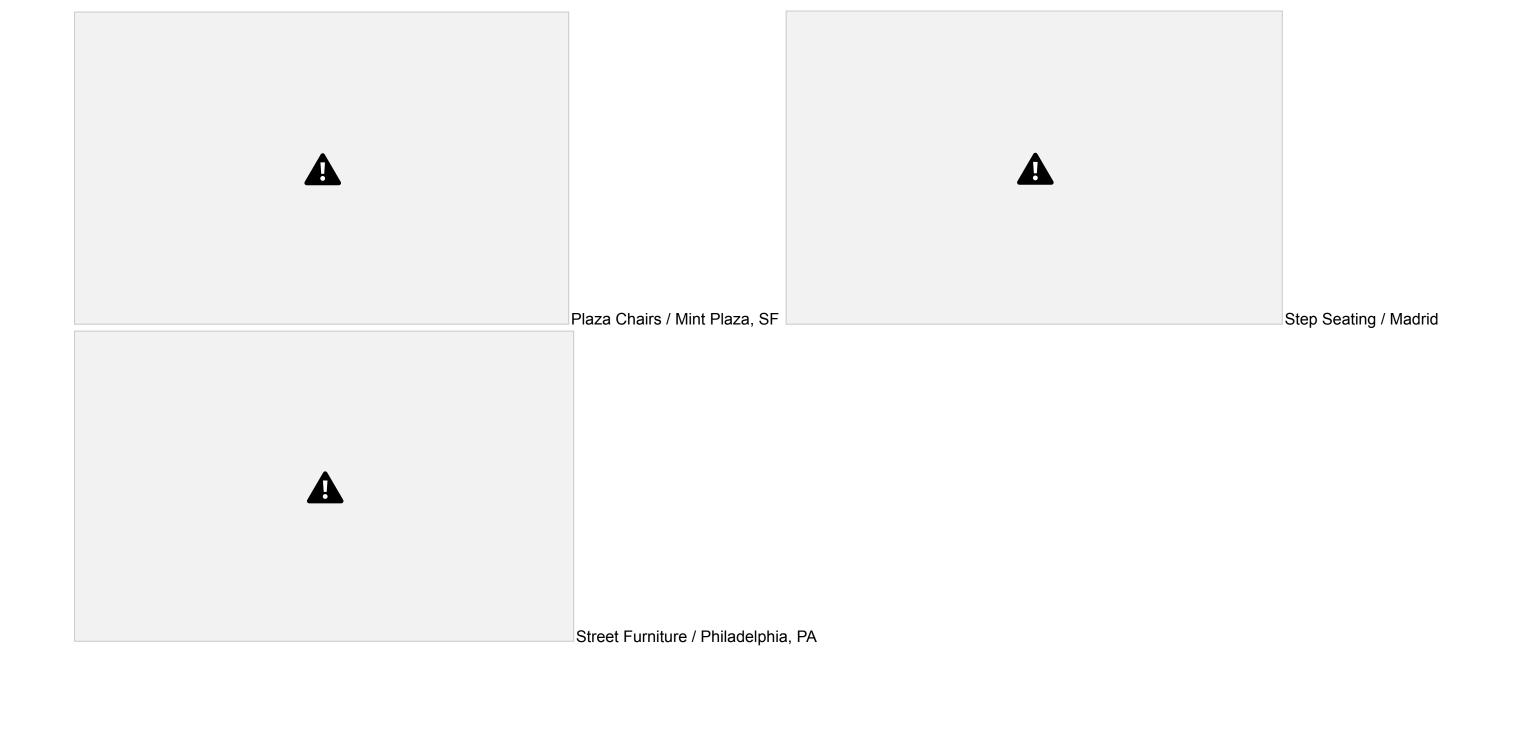
Parklet / San Francisco

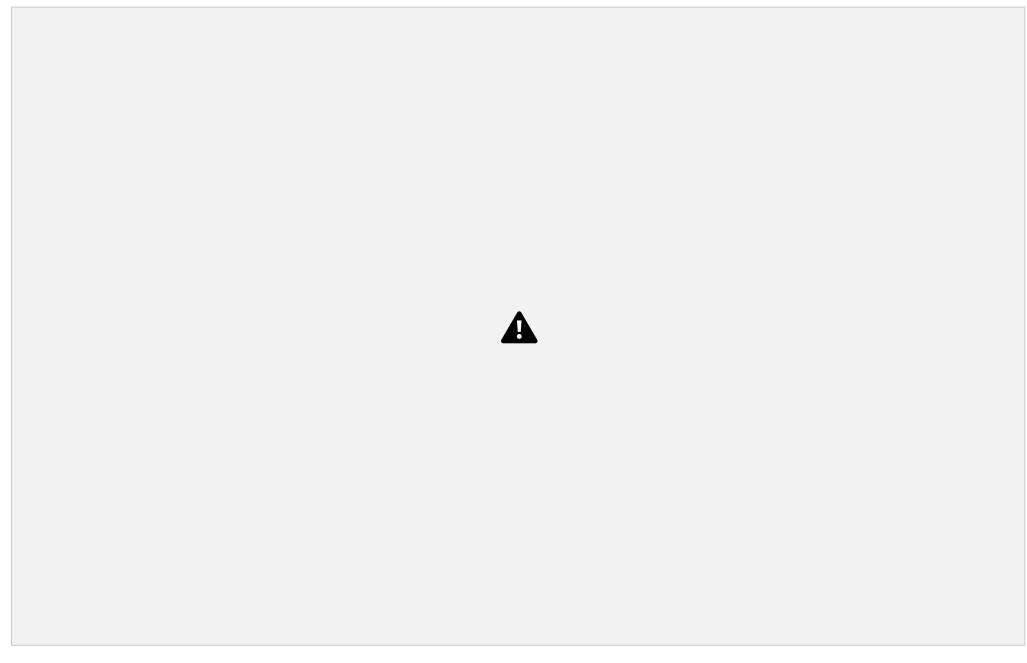


Seating / Vienna

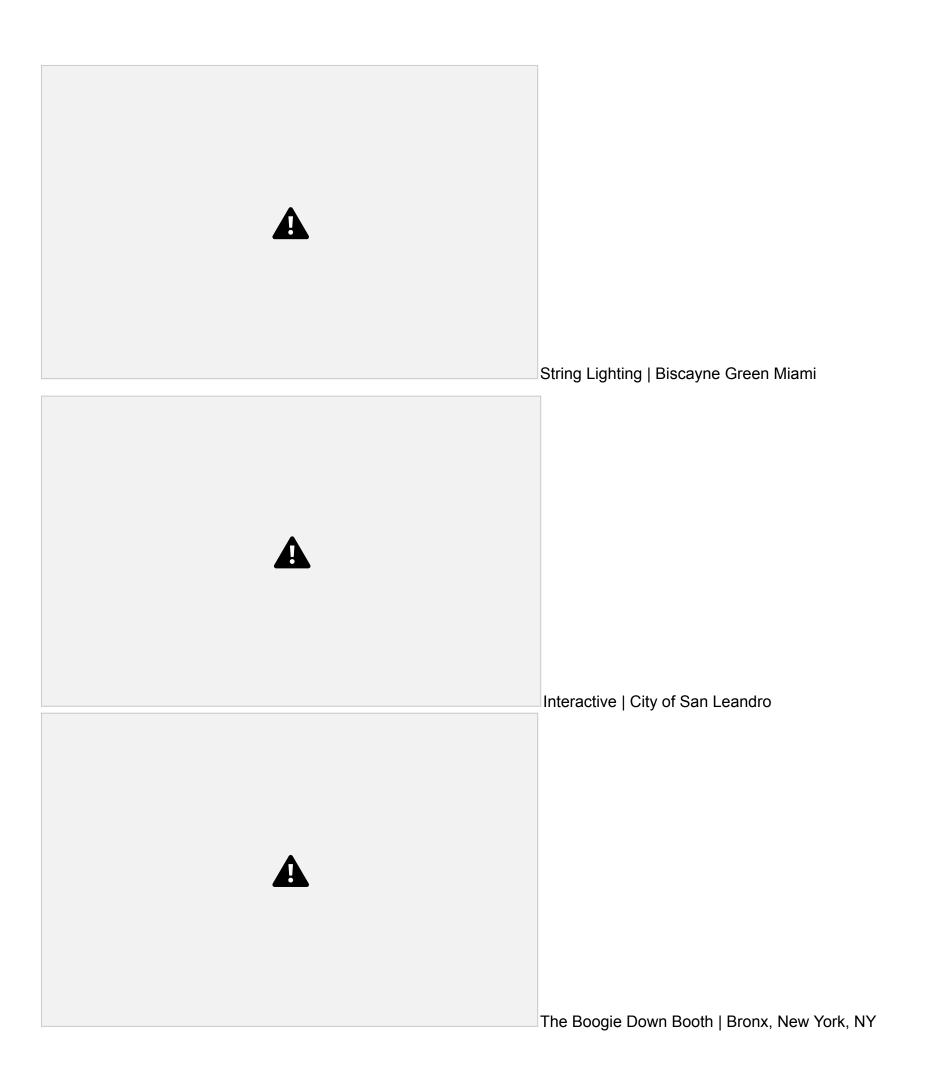


Park Seating / New Zealand



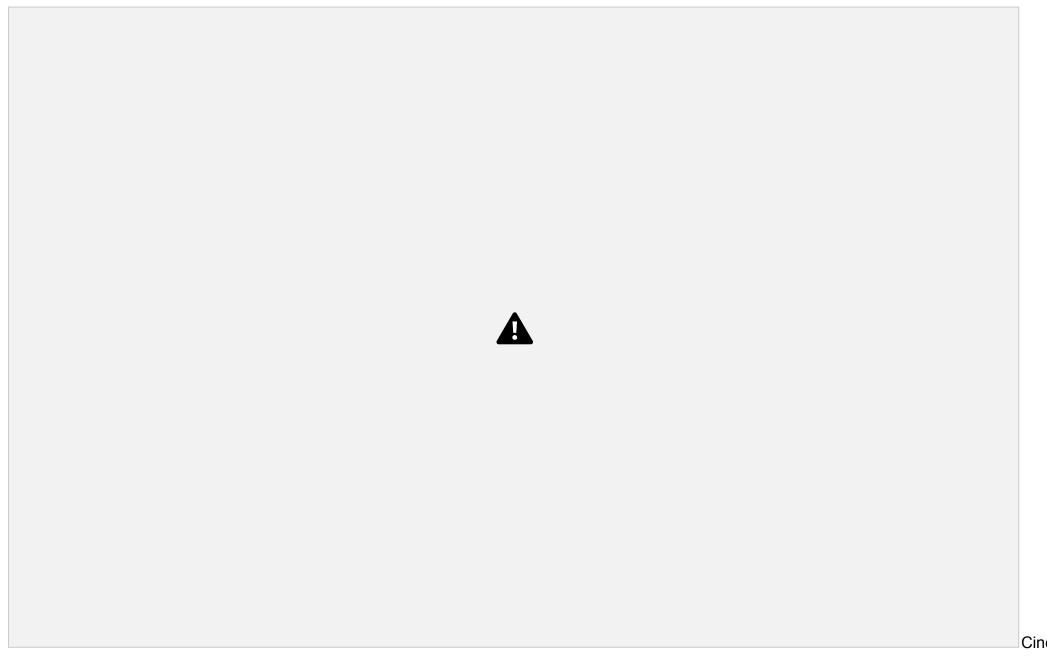


The Porch / Philadelphia, PA





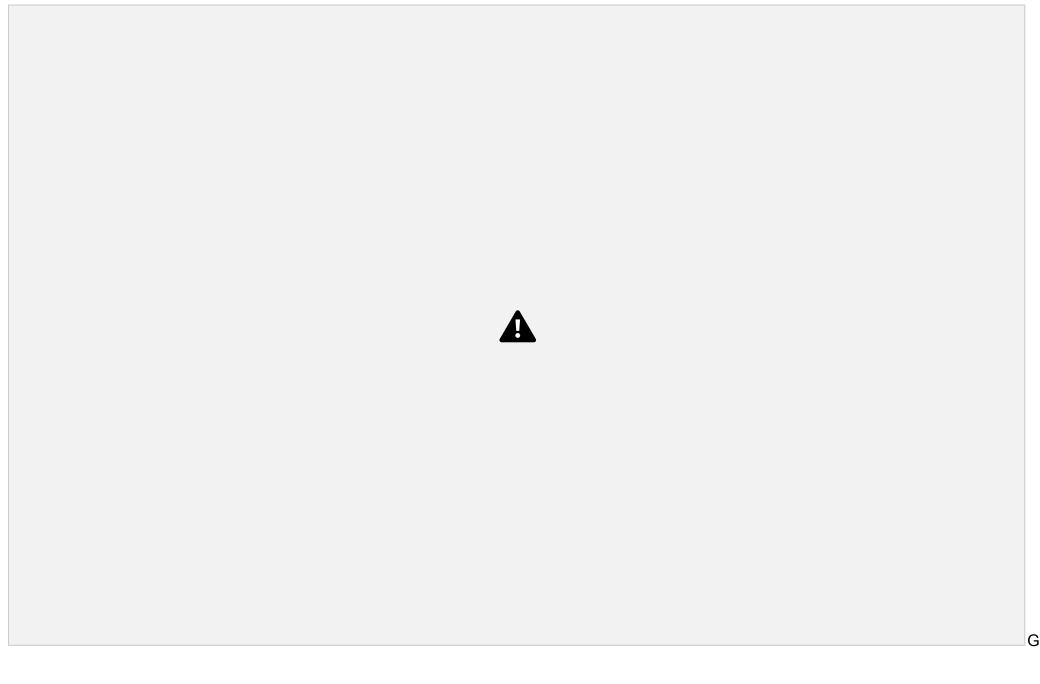
Urban Safety | Fort Greene, Brooklyn



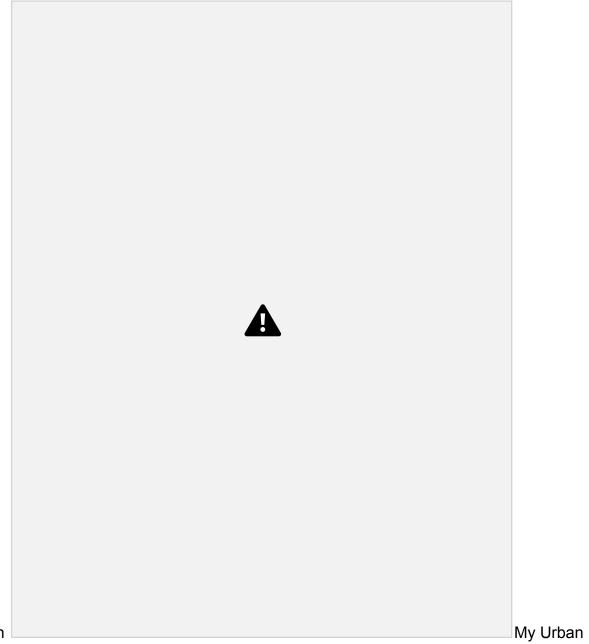
Cincinnati, OH



Miami

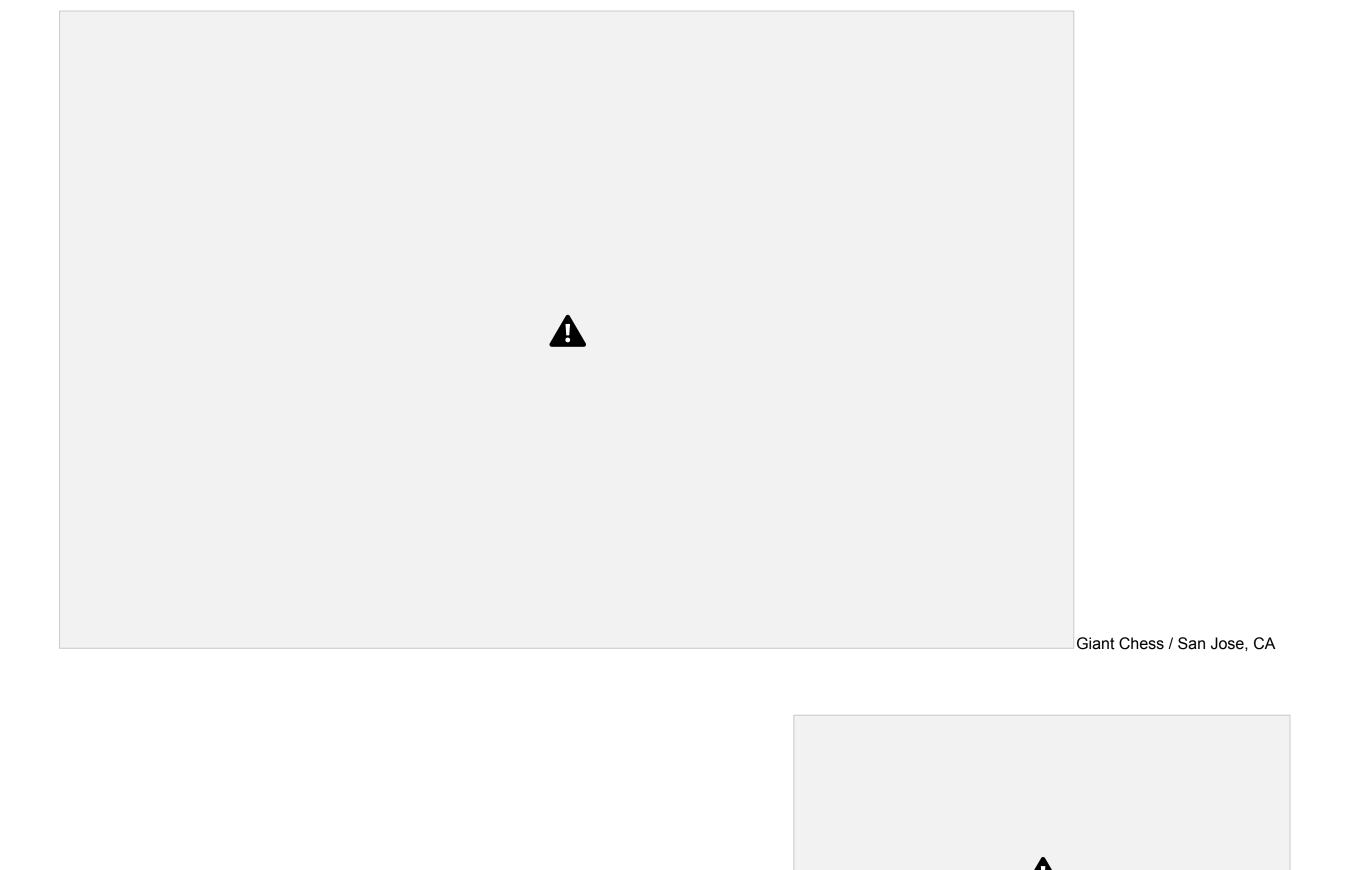


Garment District / New York, NY

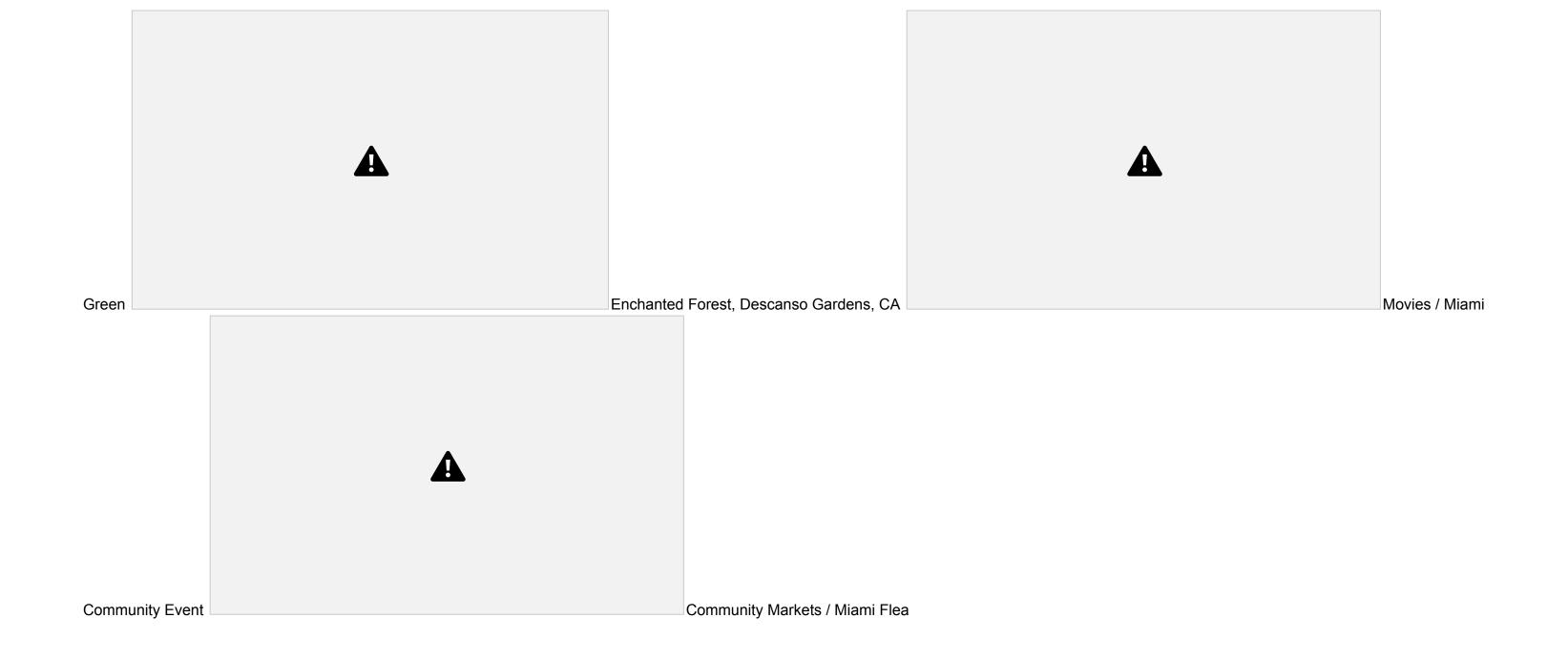


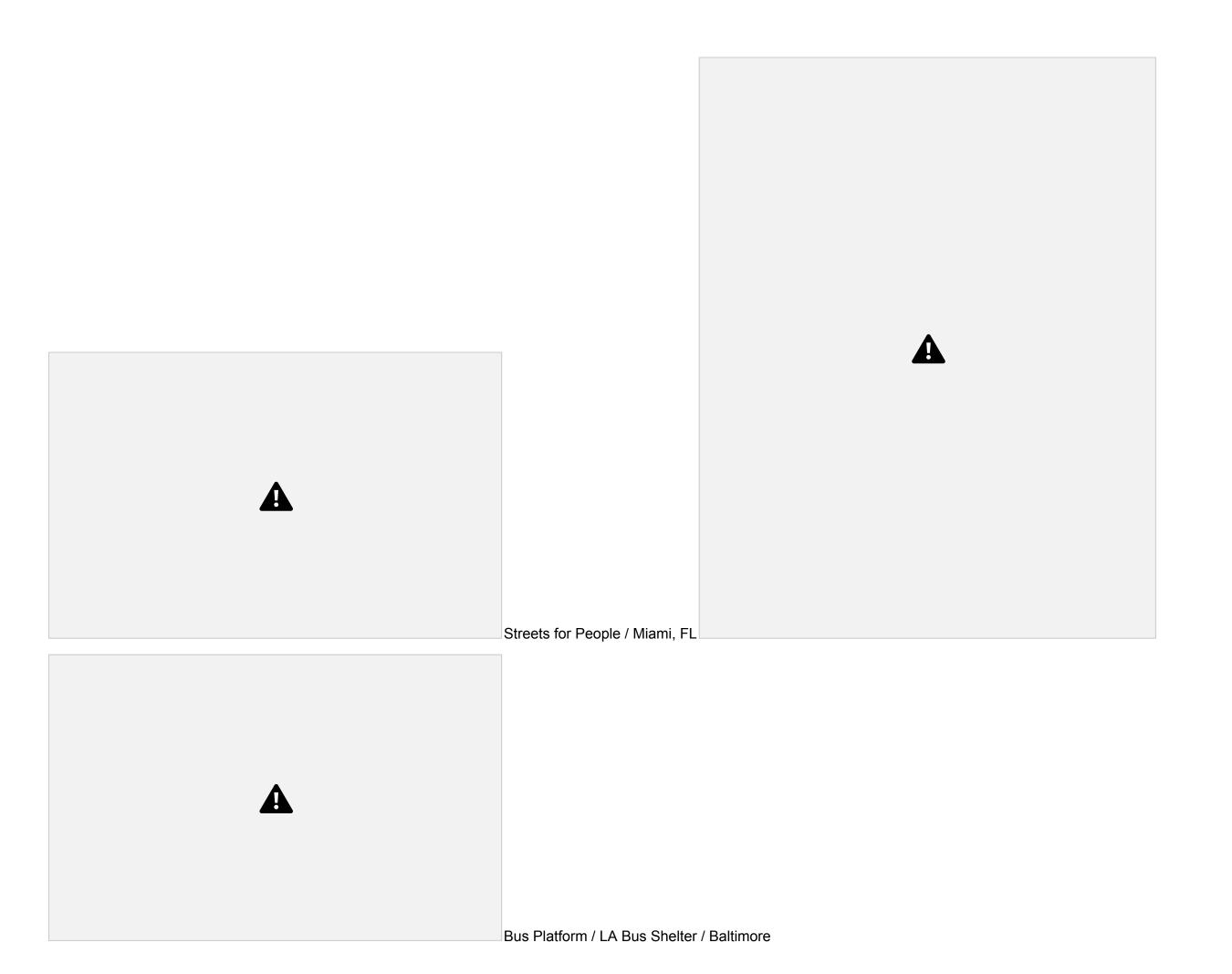
Community Events / Biscayne Green

Piano











Seating / King St Pilot / Toronto



Transit Wayfinding and Signage/ LA

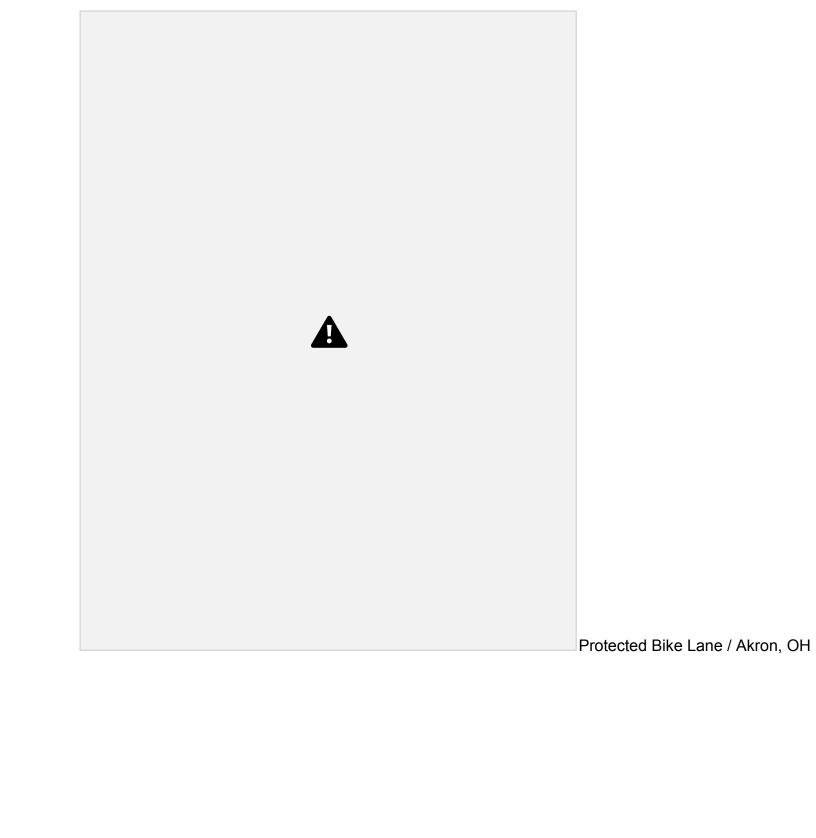


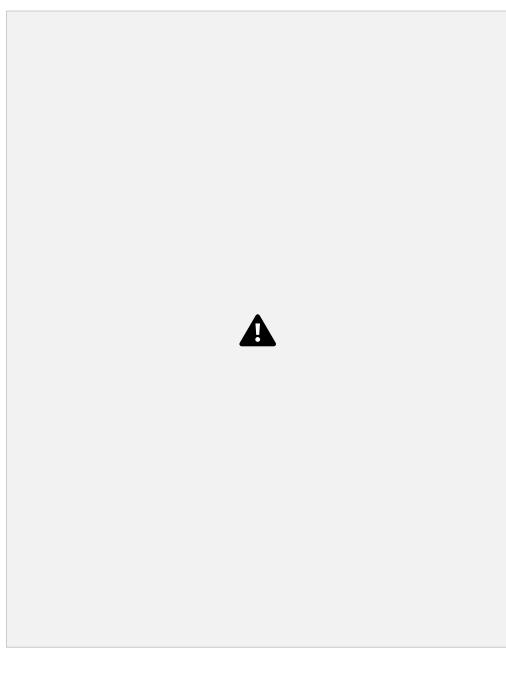


Containers / Container Mall, NZ









Bike Lane Barriers and Crosswalks