# Every Successful Waterfront Destination Requires A Comprehensive City Vision.....

*1982...1992...2007...2010...*Established the Framework

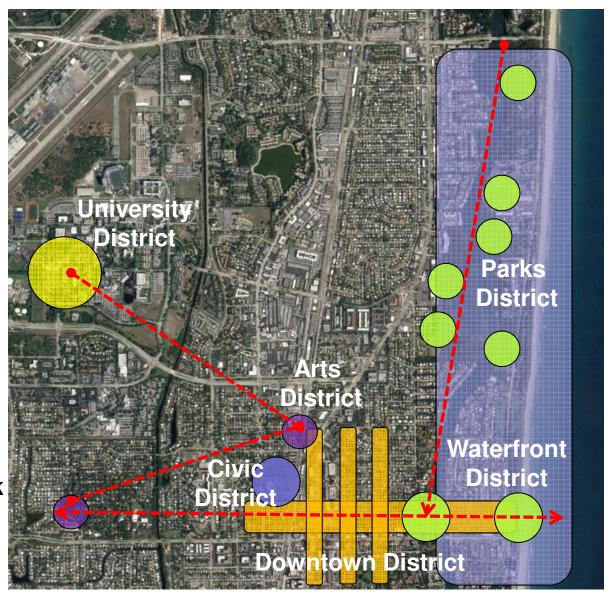
Connect the Dots...

and Fill in the Gaps....

# A Flourishing Downtown Awaits....

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# Connecting the Dots...



Palmetto Park Corridor 'Main Street'



### Fill in the Gaps...



**North-South Axes** 



# 2017 – 2020 Complete the Vision

How Will We Achieve This?



PLANNING OUR FUTURE FROM COAST TO CAMPUS





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### Visionary Partners



Ignacio Diaz . Jose Padua

# BOCA RATON MUSEUM OF ART

Irvin Lippman

RLC Architects
Juan Caycedo



Mike Liss

### Avison Young

Keith O'Donnell



John Crean Shannon Easter







City Council
Liason – Andrea O'Rourke



Founder: Margaret Fitzsimons

### Visionary Partners

Planning & Zoning

Larry Cellon

Anderson & Associates, Ilc Pea Anderson

Downtown Advisory Committee Branding Professional

Eliot Popper

Nic See

Douglas Elliman Real Estate
Lauren Barrocas, Luxury Real Estate Specialist

Urban Planning Professional

Sustainability Monica Mayotte



**Boca Watch** Responsible, Sustainable Growth

Boating Expert Kris Mortensen



Boating Expert
Sean Meadows



A Community Driven group of Visionary Leaders joining to shape a 21<sup>st</sup> Century Vision for a Flourishing Downtown, its Urban Waterfront and its connection to the greater City... from Coast to Campus.

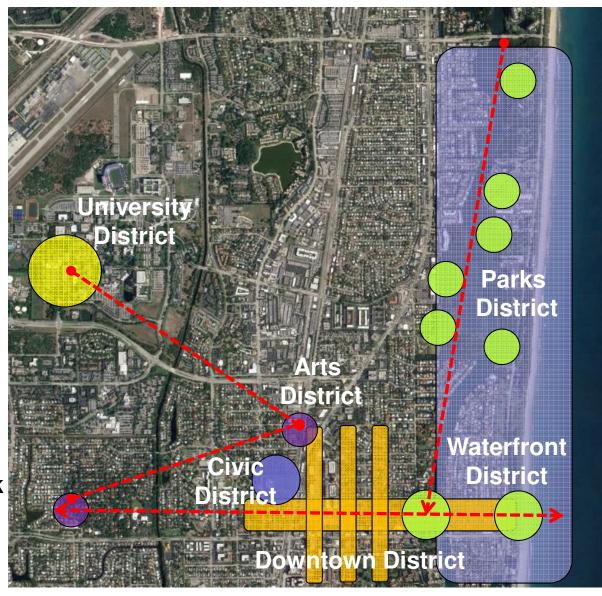
### 2020 Vision will:

- Ignite a thriving Live-Work-Play environment Downtown
- Brand Palmetto Park- Our "Main Street" to the Beach
- Provide unique walking, shopping & culinary experiences
- Create a Vibrant Waterfront Destination
- Connect to a Network of Waterfront Parks & the Greater City

Connecting the Dots

Phases:

Palmetto Park Corridor 'Main Street'



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Phase 3+

Phase 2

Phase 1



2020 Vision

Masterplan

# Phase 1: A Catalyst to Unify Downtown and Our Community....



A Vibrant Downtown Waterfront Destination in Boca Raton!



# First Step: Provide Program of Requirements to EDSA

- -- See Handout 2nd Draft: 9-25-17
- -- Final Document to EDSA for Redesign ASAP





Example Programs: New York



### 1: Make The Downtown Waterfront Top Priority

- -- Greatest need of all Waterfront Properties
- -- Greatest impact on Community & Return on Investment
- -- The Heart of Downtown's East End & 'Gateway'





### 2: Join Wildflower + Silver Palm

-- Provide a Comprehensive, Integrated Design

### Parcels:

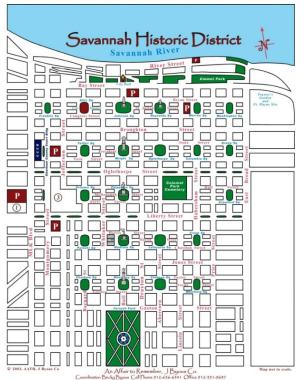
- -- Wildflower
- -- Silver Palm
- -- Bridge Underpass
- -- Abandoned Lot (Expansion Strategy)

- -- Over 6 acres
- -- 1,000 ft. Waterfront





### **Downtown's "Front Yard"**







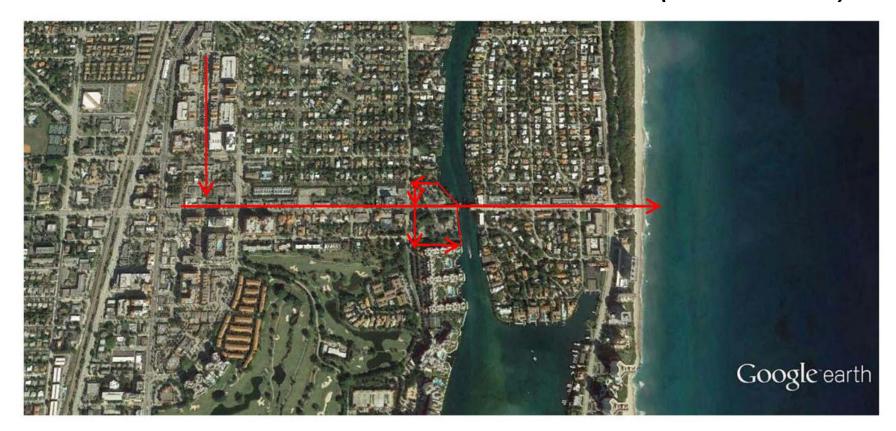


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### 3: Connect the Site with Downtown

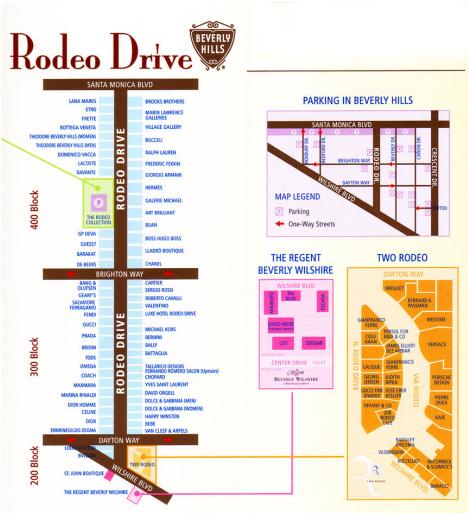
- -- Opportunity to Connect & Reignite Downtown
- -- Activate Palmetto Park from Mizner to the Beach ("Main Street")



#### 'Main Street' - Palmetto Park : What's the Boca Brand?









#### 4: Integrate with City Wide Strategies -- Off Site/Satellite Parking NW 40th St Boca Raton Park Rangers -- A Network of Waterways & Parks -- Access by Foot, Bike, Boat, Spanish River Park Water Taxi (Reduce Traffic) James A Rutherford Park Oceanstrand Park **Gumbo Limbo** Nature Center Lake Wyman Park **Red Reef Park** & nature center Mizner Park Amphitheater Mizner Park **South Beach Park** Park, Boca Raton **Downtown Waterfront** Boca Raton Golf Club Waterstone Resort 2 & Marina Boca Raton... Waterfront lodging.

South Inlet Park

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# 5 : Activate the Site.... By Day



Success of 21<sup>st</sup> Century Parks: *Active, Urban Open Space* 

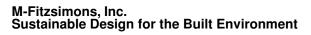


### **And** by Night











### 6: Continuous Walking Path

- -- Encircle the Waterfront
- -- Extending from Palmetto Park





# Promoting Walkability, Health & Fitness















7. Connected, Safe & *Lively* Underpass







### 8 : Multiple Culinary Experiences

**Innovative Concession Pavilions...** 





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#### Coffee





#### **Ice Cream**

### Wi-Fi in the Park

# A Variety of Refreshment Pavilions







### 9 : Incorporate Public Art



Think Sculpture Garden!







10: Water Features



Pompano Beach- EDSA Interactive Water fountain

**San Diego Waterfront** 

# 11: Shade Trees & Landscaping



### 12: Multiple Settings for Gathering

### Groups



**Meetings** 







Business

**Social** 





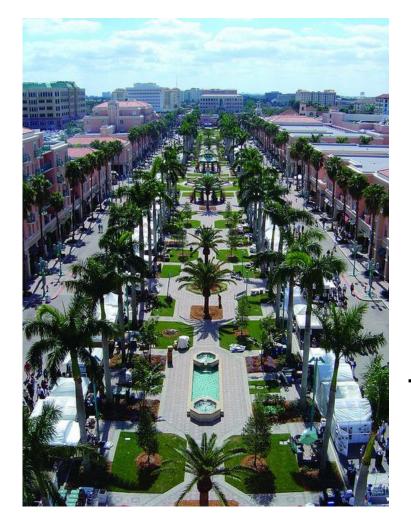
### 13 : Flex Space for Events

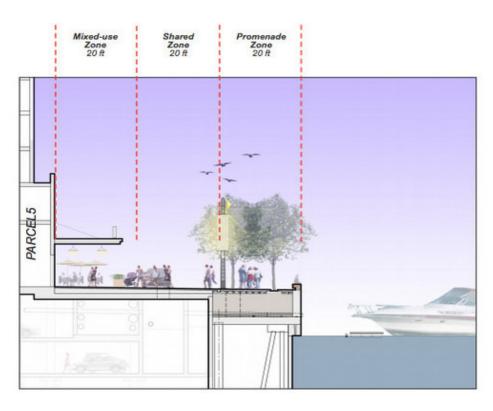












14. Quality . Proportion & Scale : *The Boca Brand* 



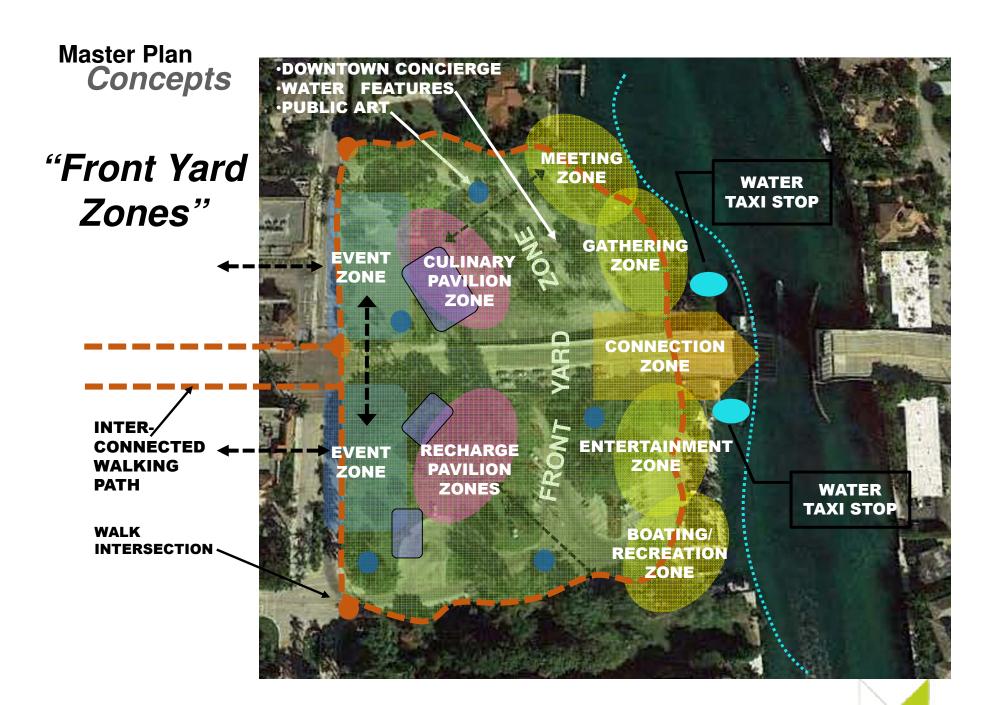
# 15: Promote Health, Sustainability & Resiliency







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### What Are the Next Steps?

### Phase 1 - Next Steps:

#### Adopt Final Program

-- Issue to EDSA asap

#### **Focus Groups**

- -- Boating / Water Taxi / Waterways
- -- Arts & Culture
- -- Branding
- -- Merchants/ Services
- -- Parking & Transportation
- -- Landscape/Sustainability/Resiliency

### Revised Waterfront Master plan Design

- -- The Downtown Waterfront
- -- Connections to Key Waterfront Parks





### Utilize Economic Development Strategies

- -- Public Private Partnerships
- -- Economic Benefits to Downtown Businesses/CRA
- -- Learn from Other Cities

"The key to its Success:

A mix of Commerce AND

Recreation "...

"It has become the Centerpiece of the City and a *major economic driver*"

- Steve Nivin, economist



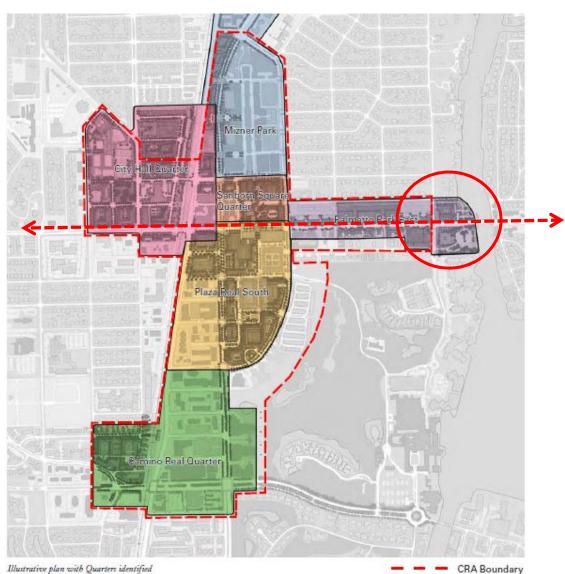
San Antonio's Paseo del Rio



### Final Results

### Jobs & Economic Benefits for ALL of Downtown

Bring Downtown and The CRA to The Waterfront



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#### Final Results

# BOCA RATON'S DOWNTOWN WATERFRONT





**Annual Boat Parade** 

**Community Events** 

"There are many shining moments in the history of cities... exceptional events when men and women stepped back for the sake of their future, to plan...their <u>legacy for future generations."</u>

-Mayor, City of Miami





Facebook: 2020 Vision Boca

Email: 2020VisionBoca@gmail.com



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