

The **Treasure Coast Regional Planning Council** of Stuart, FL received \$60,204 to create and implement a market survey and design a site development plan for the revitalization of the Palm Beach County Public Market, which serves low-income consumers.

[Final Report FY10](#)

Final Performance Report

Date: December 21, 2012

Recipient Name: Treasure Coast Regional Planning Council

Title of Project: Palm Beach County Public Market at the Riviera Beach Marina

Grant Number: 12-25-G-1140

Location (City/State): Stuart, Florida

Contact Name: Greg Vaday

Telephone Number: (772) 221-4060

Progress Report #: Final

Project Summary: On September 30, 2010, the Treasure Coast Regional Planning Council (TCRPC), one of the project partners received a \$60,204 grant from the U.S. Department of Agriculture's 2010 Farmers Market Promotion Program (FMPP). The grant was awarded for the project entitled "Palm Beach County Public Market at the Riviera Beach Marina-Predevelopment Planning and Design: New EBT Project." The principle deliverables of the grant were completion of a preliminary site plan and design for a public market to be located within the marina district of the City of Riviera Beach and a related market study and business plan. The preliminary site plan and design schematics funded under the grant, and completed by TCRPC are meant to illustrate the citing and physical characteristics of the public market building to be built on the proposed project location site of 1300 Broadway, inclusive of general massing and elevations. The market study and business plan elements funded under the FMPP grant were meant to document market viability of the overall public market project and the required sequence of steps – financial, marketing, tenant leasing, design that would be required to see the public market project developed at the intended project location.

Project Approach: The project approach was to undertake key elements by the project team to bring the concept of public market closer to reality. The discrete project components included site development and design undertaken by TCRPC; market survey and business plan undertaken by Aaron Zaretsky; and a preliminary engineering report undertaken by an outside architectural consultant firm. The first step in the roll out of this project was determining the proper site for the Public Market itself. Finding the proper site for the Public Market was probably the most significant decision that was made during the entire development of the Public Market. Once the site location was established a detailed market survey and questionnaire were designed and undertaken.

Over 70 separate sites were evaluated – some in a fair amount of detail. Among these sites were multiple locations in Canal Point, Pahokee, Belle Glade, South Bay, Royal Palm Beach, Wellington, 20 Mile Bend, the Palm Beach County Urban Renewal Area, Airport vicinity, Agricultural Reserve, Southern Blvd, Okeechobee, Belvedere, Riviera Beach, and West Palm Beach.

Ideal site requirements were discussed with about 2 dozen government department heads, real estate professionals, County and Soil Conservation Service staff, etc. In addition, two well attended, public presentations on the concept of a Palm Beach Public Market were held. One was

advertised Countywide and the other was for residents and growers in the Glades' communities. At each of these meetings, there were extensive discussions of appropriate locations.

Although the original impetus for developing the Public Market was to provide an outlet for Glades and other County growers, the near unanimous advice that we received - including from many growers - was that there needed to be a retail Public Market located at a site with a high density of customers where the retail sales at the Market would be maximized.

Many interviewees emphasized that it was considerably easier to bring dozens of growers to a somewhat distant Market than to bring millions of customers to that Market. The retail Market's success will depend in part on customers shopping weekly for fresh food.

The decision was finally made to locate the project at the intersection of Thirteenth and Broadway at the gateway to the Riviera Beach Marina in Riviera Beach. The Palm Beach County Public Market to be located at the Riviera Beach Marina would serve as a retail outlet for locally owned and operated businesses. It would also provide a vital economic engine and feature Glades agricultural products, as well as highlighting the best fresh foods and local products obtainable in the County.

Map 1: Proposed Location: Palm Beach County Public Market at Riviera Beach Marina



Map 2: Building Massing of the Palm Beach Public Market:

HYBRID TYPOLOGY

Description:

The Hybrid type utilizes features of the Stoa and the Hall type by dividing the program into two buildings. A larger market structure accommodates the majority of the program, while a smaller, more linear building, acts as a liner to the parking garage beyond.

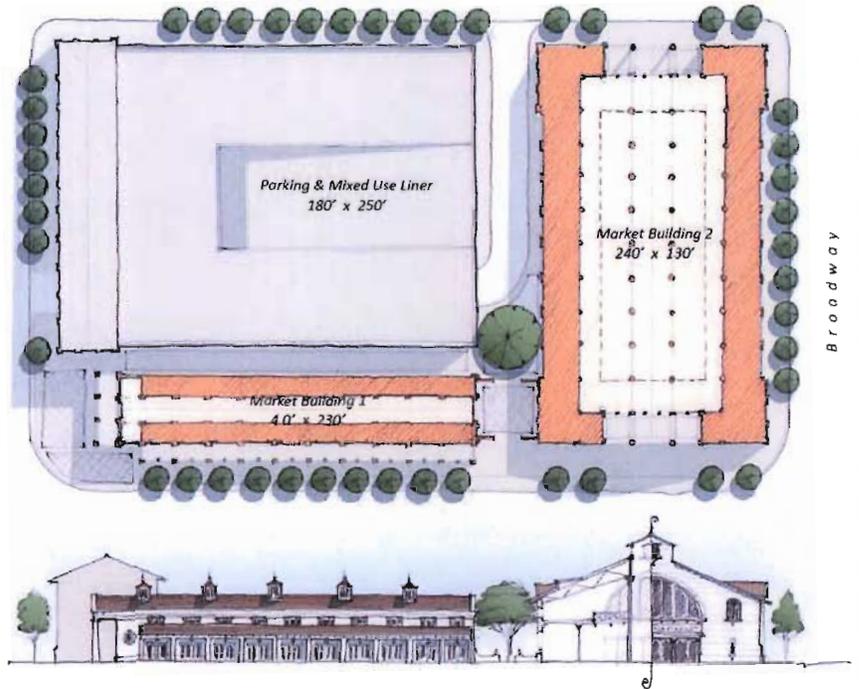
This is the most flexible type. It can be phased in a number of ways. The garage can begin as surface parking, while the market buildings could be built separately, allowing for a testing period to gauge market response.

Numbers:

Building One : 9,200 sf per floor (not including the colonnade)

Building Two: 31,200 sf ground floor + program-mable mezzanine level.

Total: 40,400 sf + mezzanine.



Prepared by:

TREASURE COAST REGIONAL PLANNING COUNCIL

The Riviera Beach Site

The proposed site at Broadway and 13th St. would connect relatively easily with the major transportation corridors in Palm Beach County.

According to the Palm Beach County Engineer, Broadway, in the vicinity of 13th St, sees about 30,000 vehicular trips per day - which is a relatively high number for an urban street environment.

It is surrounded by a major concentration of residents.

Being at the gateway to the Marina, the site is near a recognizable landmark or known intersection. Potential shoppers will hear that "The Public Market is at the Marina"

It is located on the edge of diverse communities – rich and poor, ethnically mixed, young and old, etc. *The fact that it is today, nobody's existing "turf", allows it to become everybody's "turf".*

The site is nearby other areas that are appropriate for future commercial and housing redevelopment that will typically be spawned by the creation of the Public Market. If the Viking proposal for the redevelopment of the Marina proceeds, the Public Market will certainly add value to that development.

The site is owned by a public entity and located on a major thoroughfare - Broadway.

Public Market – Market Survey: The Market analysis that follows is based on the answers to 110 written questionnaires that were administered in the summer and fall of 2011 to six separate cohort groups in and around the Marina District in Palm Beach County.

The questionnaires are separately designed to assess reaction and gather information relative to the proposed Palm Beach County Public Market from local residents, business owners, employees, Marina users, more distant residents, local commercial realtors, and Palm Beach County visitors/tourists.

The cohort groups that were surveyed include:

- 45 Local Residents who live in Riviera Beach or the immediately surrounding area.
- 15 Residents of Palm Beach County who live within 20 minutes of the Public Market site, but not immediately adjacent to Riviera Beach.
- 15 Riviera Beach retail business owners
- 15 Riviera Beach retail business employees
- 15 Palm Beach County visitors (including tourists)
- 5 Commercial Real Estate Brokers with retail listings

Total: 110 questionnaires that were completed and analyzed

The surveys were primarily administered by paid questioners at the following locations:

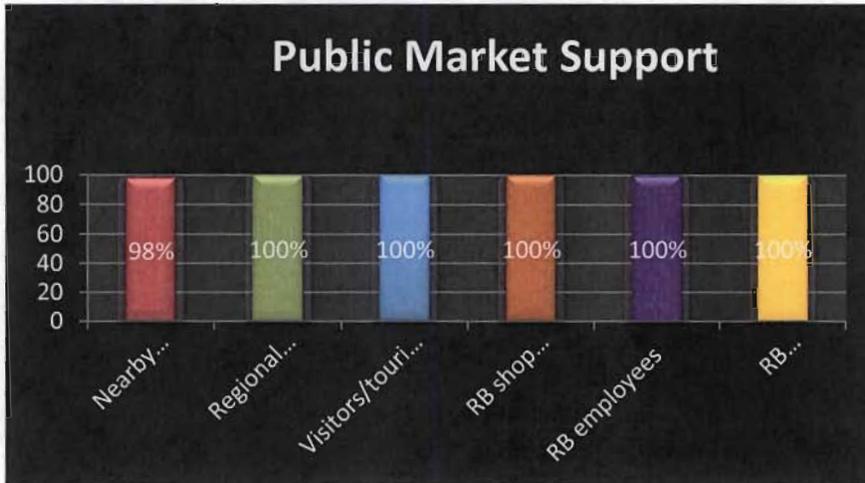
- Riviera Beach Marina
- Palm Beach State College
- Wellington Green Mall
- Palm Beach Gardens Mall
- City Place
- Boynton Beach Mall
- Ocean Mall
- Riviera Beach Businesses
- Clematis St.

All respondents were read a description of the Public Market and then asked a number of related questions. Numerical results were generally rounded. Like answers were often combined.

The purpose of this Market Report is to assess support for the Public Market concept, and to describe different characteristics important to the success of the Public Market for various cohort groups that will together form the customer base of the Public Market.

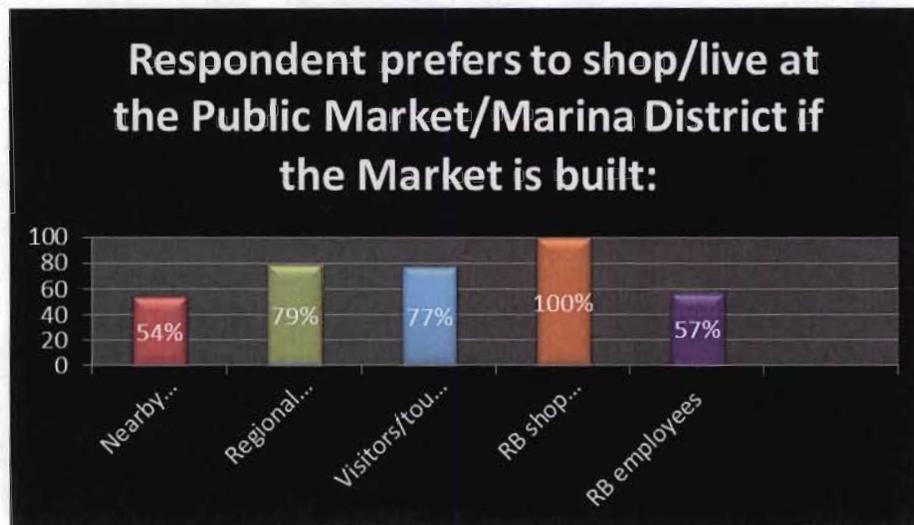
All of the Market Survey respondents reflect a stable population that closely mirror the demographic characteristics of the residents of Riviera Beach and Palm Beach County. The exception is that women were somewhat more represented in the survey sample. However, woman are also likely to be more heavily represented among Market customers.

The charts that follow summarize a small portion of the significant results from each of the separate cohort groups that were surveyed.



Nearly 100% of all of the Market Survey respondents expressed support for a new Public Market at the Marina. This result was consistent across all cohort categories.

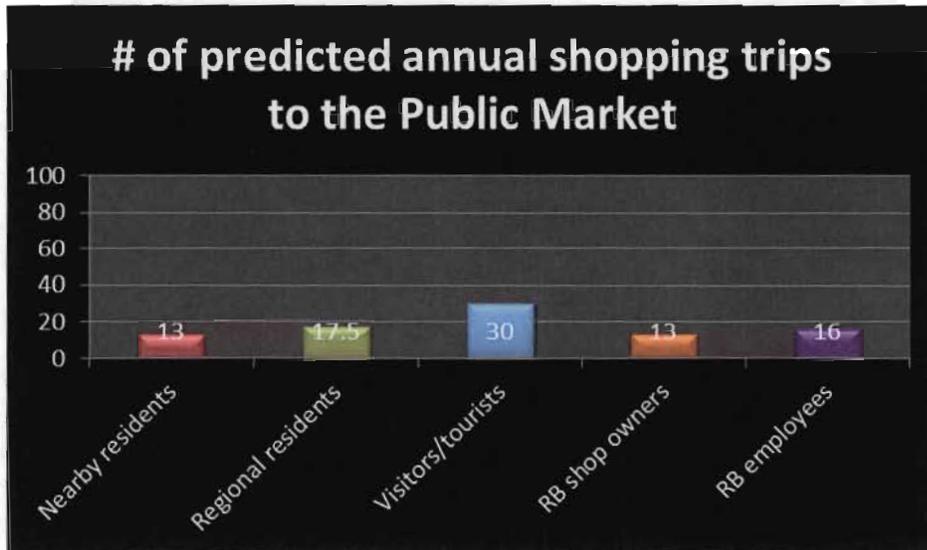
Evidence that the Public Market will have a positive impact on the community is reflected in the following charts:



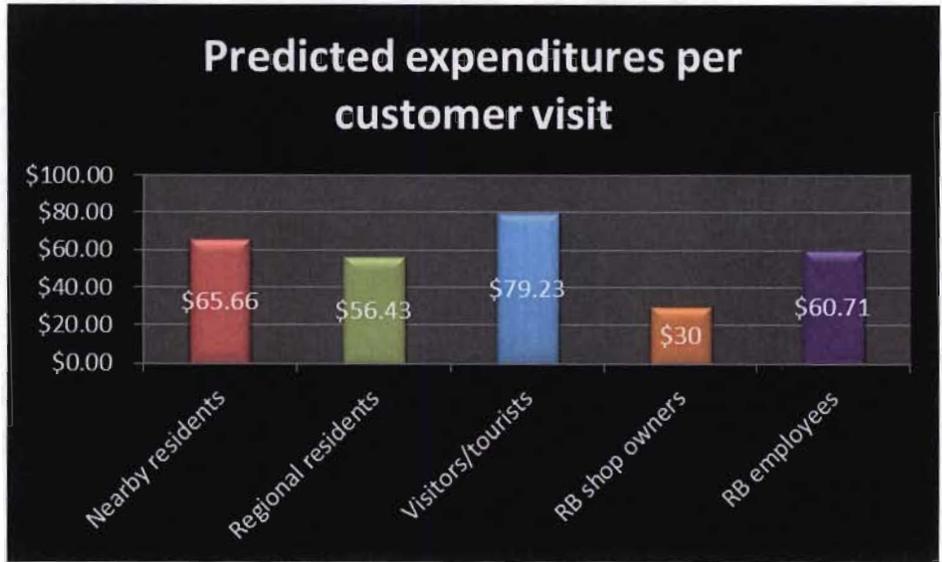
Even after severely discounting these predictions, it is clear that the Public Market, once operational, should have a tremendous impact on the future economic viability of the Marina development.



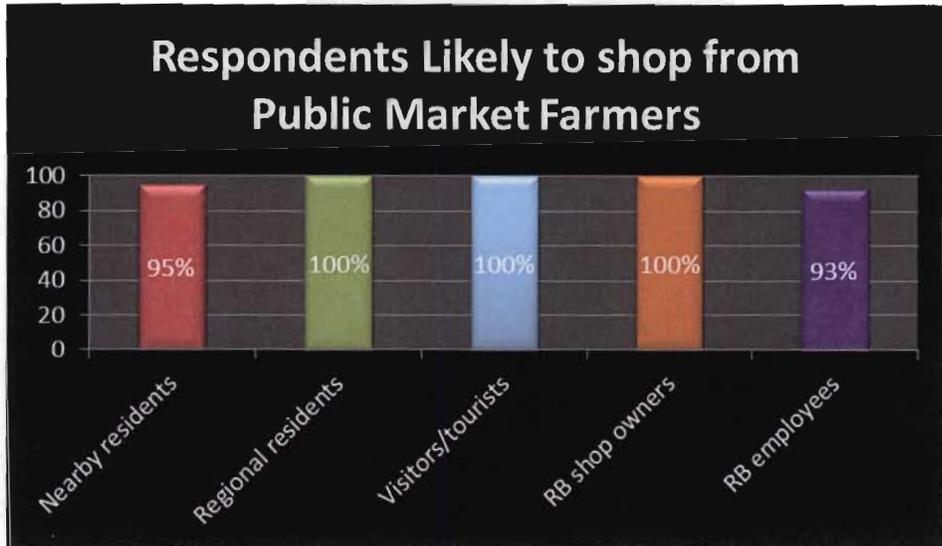
These are unusually high predictions of a significant change in existing shopping patterns. Again, they are indicative of a powerful economic force for the successful redevelopment of the Marina District.



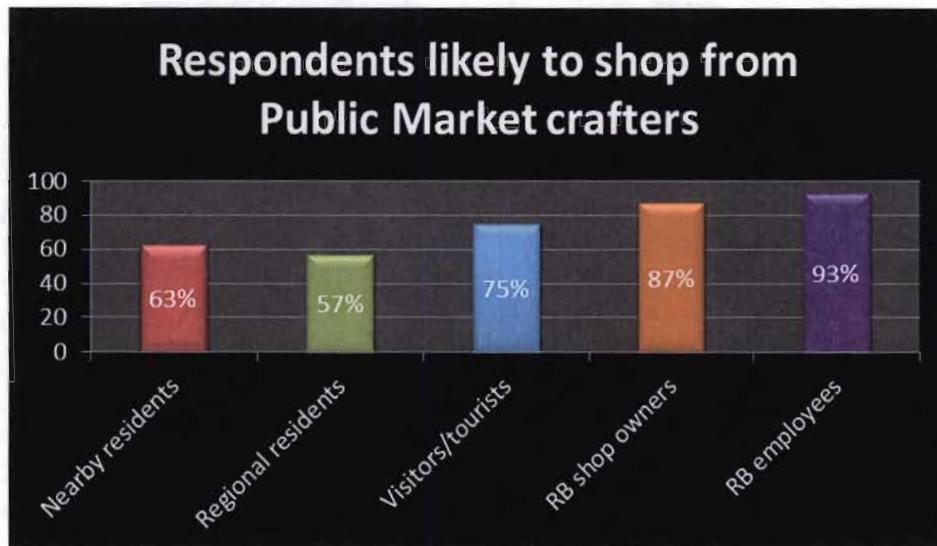
This translates to a weighted average of 17.5 shopping trips to the Public Market per year. Compared to results from other Public Market surveys, these are extremely positive results.



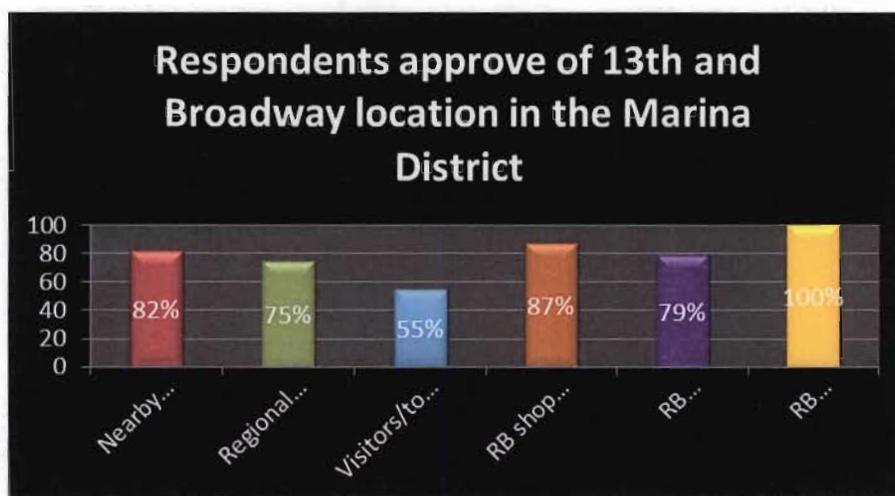
This translates to a weighted average expenditure per shopping trip to the Public Market of \$60.47. This is the highest average predicted expenditure per customer visit among 12 earlier Public Market surveys.



If these numbers are only partially true, the days of Riviera Beach’s status as a ‘food desert’ are thankfully numbered. Likewise, small farmers in the Glade’s will find a huge new market in the Marina.



The survey results identified a high demand for handmade products produced by local artisans.



Virtually *all* of the respondents who did not like the Marina site, suggested alternative sites nearer their home residence.

100% of Riviera Beach Commercial Realtor respondents agreed that - a thoughtfully developed Palm Beach County Public Market (at the proposed location) with a primary focus on fresh and prepared foods, with some crafts – would succeed.

100% of Riviera Beach Business owner respondents said that they felt the Public Market would help, not hurt, their own business.

The dozens of great comments, insightful suggestions, volunteers, and the desire to be kept informed, evidences a very high level of excitement about the Public Market project.

Given the tremendous number of problems that need to be addressed in the community and the near universal enthusiasm for the Public Market and the broad recognition of its prospective

benefits; the Public Market project is an opportunity that should stay *off of the shelf* and move quickly to the drawing board. If the project is allowed to move forward, the primary beneficiaries will include the private developers of the Marina, the citizens and shop owners of Riviera Beach, the residents and visitors to Palm Beach County, and the local Glades farmers.

Goals and Outcomes Achieved: Perhaps the most important outcome achieved by the development of this USDA project is the recognition on the part of Riviera Beach, Palm Beach County, Treasure Coast Regional Planning Council and other important stakeholders of the singular importance of moving ahead to develop a public market in a community devastated by food desert conditions. More importantly, the project addresses social, environmental and community barriers to community economic development that have plagued the community redevelopment area in Riviera Beach including:

- Disinvestment
- Crime
- Marginal business development
- Vacant and abandoned buildings
- Lack of employment opportunities
- Lack of access to fresh foods

Beneficiaries: Once built, the Public Market project will redress some of the important economic disparities experienced by the low-income residents of Riviera Beach because it will spur much-needed economic development and job creation within the Community Redevelopment Area. The proposed Public Market project is projected to provide 452 new direct jobs and 1,130 total new jobs – including direct, indirect and induced jobs for low-income residents; at full occupancy, generate \$33.3 million in annual sales, and \$2 million in new annual local tax revenues to the City and create 90 new entrepreneurial opportunities for farmers, crafters and small business owners.

Lessons Learned: The key lessons learned from this USDA funded project include 1) having a clear focus and project goal; 2) keeping the project team organized and on task and 3) maintaining project momentum so that progress towards achieving project goals is maintained as much as possible.

Additional Information: See the following attached documents:

- Business Plan : Palm Beach County Public Market at the Riviera Beach Marina
- Preliminary Engineering Report: Riviera Beach Public Market
- Riviera Beach Public Market Building

Contact Person:

The project team members and their respective roles are as follows:

Greg Vaday – Project Manager

Dana Little and Anthea Giannotes – Site development / Design

Pam Nolan – Project coordination and future funding

Scott Evans – Project citing and future funding

Aaron Zaretsky – Market survey, business plan and public market programming