



**AGENDA  
COMMUNITY REDEVELOPMENT AGENCY MEETING  
VILLAGE HALL COUNCIL CHAMBERS  
226 CYPRESS LANE ■ PALM SPRINGS, FL 33461  
SEPTEMBER 25, 2025  
6:00 PM**

**COUNCIL**

- Chairperson Bev Smith
- Vice Chair Kim Schmitz
- Board Member Gary Ready
- Board Member Johnnie Tieche
- Board Member Patti Waller
- Board Member Marta Padron (*Lake Worth Corridor District*)
- Board Member Fabiana DesRosiers (*Congress Avenue District*)

**ADMINISTRATION**

- CRA Director Michael Bornstein
- CRA Attorney Christy Goddeau
- CRA Asst Director Kim Glas-Castro
- CRA Clerk Kimberly Wynn

---

*If a person decides to appeal against any decision made by the Board concerning any matter considered, they will need a record of the proceedings. For such purposes, they may need to ensure that a verbatim record of the proceedings is available. The recording includes the testimony and evidence upon which the appeal is to be based.*

---

**CALL TO ORDER**

**ROLL CALL**

**ADDITIONS, DELETIONS OR MODIFICATIONS, AND APPROVAL OF AGENDA**

Motion	Second	Vote
--------	--------	------

**PUBLIC COMMENT** (Three-minute limit)

**ORDER OF BUSINESS**

1. **Approval of September 11, 2025, Community Redevelopment Agency (CRA) Meeting Minutes:** Motion for the approval of September 11, 2025, of the Palm Springs Community Redevelopment Agency (CRA) meeting minutes.  
Staff: Kimberly Wynn, Village Clerk
  
2. **Workshop Discussion — South Village (SoVi) Concept**  
Staff: Kimberly Glas-Castro, Assistant Village Manager

**ACTIONS AND REPORTS**

**CRA DIRECTOR / ASSISTANT DIRECTOR COMMENTS**

**CRA BOARD COMMENTS**

**ADJOURNMENT**

**NEXT MEETING  
THURSDAY, JANUARY 15, 2026, AT 6:00 PM**

# Village of Palm Springs

## Title VI/Nondiscrimination Policy

### I. Policy Statement:

The Village of Palm Springs values diversity and welcomes input from all interested parties, regardless of cultural identity, background, or income level. Moreover, the Village believes the best programs and services result from careful consideration of the needs of all its communities and when those communities are involved in the decision-making process. The Village does not tolerate discrimination in any of its programs, services, or activities. Pursuant to Title VI of the Civil Rights Act of 1964 and other federal and state authorities, the Village will not exclude from participation in, deny the benefits of, or subject to discrimination anyone on the grounds of race, color, national origin, sex, age, disability, religion, or family status.

### II. Persons with Disabilities:

Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1990 (ADA) and related federal and state laws and regulations forbid discrimination against those who have disabilities. These laws require federal-aid recipients and other government entities to take affirmative steps to reasonably accommodate those with disabilities and ensure that their needs are equitably represented.

The Village will make every effort to ensure that its facilities, programs, services, and activities are accessible to those with disabilities. The Village will also make every effort to ensure that its advisory committees, public involvement activities and all other programs, services and activities include representation by communities with disabilities and disability service groups.

The Village encourages the public to report any facility, program, service, or activity that appears inaccessible to those who are disabled. Also, the Village will provide reasonable accommodation to individuals with disabilities who wish to participate in public involvement events or who require special assistance to access facilities, programs, services, or activities. Because providing reasonable accommodation may require outside assistance, the Village asks that requests be made at least three (3) business days prior to the need for accommodation. Questions, concerns, comments, or requests for accommodation should be made to the Village ADA Officer:

Name: Ashley Saingilus  
Address: 226 Cypress Lane, Palm Springs, FL 33461  
Email: [asaingilus@vpsfl.org](mailto:asaingilus@vpsfl.org)  
Phone: (561) 584-8200 Ext. 8421

### III. Complaint Procedures:

The Village has established a discrimination complaint procedure and will take prompt and reasonable action to investigate and eliminate discrimination when found. Any person who believes that he or she has been subjected to discrimination based upon race, color, national origin, sex, religion, age, disability or family status in any Village program, service or activity may file a complaint with the Village Title VI/Nondiscrimination Coordinator:

Name: Janette Piedra, Human Resources Manager  
Address: 226 Cypress Lane, Palm Springs, FL 33461  
Email: [jpiedra@vpsfl.org](mailto:jpiedra@vpsfl.org)  
Phone: (561) 584-8200 Ext. 8422



**PALM SPRINGS COMMUNITY REDEVELOPMENT AGENCY  
MEETING MINUTES,  
VILLAGE HALL - COUNCIL CHAMBERS  
226 CYPRESS LANE, PALM SPRINGS, FLORIDA  
SEPTEMBER 11, 2025 AT 6:00 PM**

**CALL TO ORDER**

The Chairperson, Bev Smith called the Palm Springs CRA Annual Budget Meeting to order at 6:00 p.m.

**ROLL CALL**

Present: Vice-Chair Kim Schmitz, Mrs. Patti Waller, Mr. Johnnie Tieche, Mr. Gary Ready, Mrs. Fabiana DesRosiers, Mrs. Marta Padron, and Chair Bev Smith

Absent: None

Also Present: CRA Director Michael Bornstein, CRA Attorney Christy Goddeau, Assistant CRA Director Kim Glas-Castro, CRA Clerk Kimberly Wynn, Planning, Zoning and Building Director Iramis Cabrera, and Police Chief Thomas Ceccarelli as the Sergeant-in-Arms.

**ADDITIONS, DELETIONS OR MODIFICATIONS, AND APPROVAL OF AGENDA**

There were no Additions, Deletions or Modifications to the agenda.

Mrs. DesRosiers motioned for the approval of the agenda as presented, and Mr. Ready seconded. The said motion carried 7-0.

**CONSENT AGENDA**

1. **Palm Springs Community Redevelopment Agency (CRA) Meeting Schedule for FY2026: Motion for the approval of the Palm Springs Community Redevelopment Agency Meeting Schedule for FY 2026.**

Staff: Kimberly Glas-Castro, Assistant Village Manager

**SUMMARY:** The Village Code of Ordinances requires the Palm Springs Community Redevelopment Agency (CRA) to meet periodically during the year to address community and redevelopment matters.

Under the Uniform Special District Accountability Act, there must be reasonable public notice of each meeting. In addition, there is a requirement that a schedule of meetings that includes the date, time, and location be filed with the Village Council.

**2026**

Thursday, January 15, 2026

Thursday, May 14, 2026

Thursday, September 10, 2026 (Tentative)

The meetings for the Palm Springs CRA are requested to be held at 6:00 P.M., before Council meetings at 6:30 P.M., at Village Hall in the Council Chambers located at 226 Cypress Lane, Palm Springs, FL 33461.

**Fiscal Impact:** There is no fiscal impact to the Village.

- 2. **Resolution No. 2025R-03 — Best Interest Acquisition with KENCO Signs and Awning for a LED Monument Sign: Motion to approve Resolution No. 2025R-03 for a Best Interest Acquisition with KENCO Signs and Awning, LLC to design, fabricate, and install a new LED monument sign at 3401 2nd Avenue North (South Village - SoVi) for a cost not to exceed \$89,880. Funding is from the Lake Worth CRA District Budget (Account #14552-56300, T.O. #389).**

Staff: Felipe Lofaso, Public Works Director

**SUMMARY:** In November 2024, the Palm Springs CRA Board approved the purchase of the property located at 3401 2nd Avenue North, and the Public Works Department has been renovating the property with interior and exterior improvements. The installation of a new LED monument sign, located prominently near the intersection of Davis Road and 2nd Avenue North, is proposed to provide wayfinding, CRA/Village messaging, and **South Village (SoVi)** sense of place identification.

The Village Council entered into a multi-year contract with KENCO Signs and Awning on November 14, 2024, for the design, fabrication, and installation of new LED monument signs at key locations within the Village. The CRA has received a quote from KENCO for a sign of the same design, except for the SoVi and CRA logos. The proposal for the new LED monument sign is proposed to cost \$89,880.00 and will be funded through the Lake Worth CRA District budget (Account #14552-56300, T.O. #389). It is in the CRA's best interest to utilize KENCO and the same sign design that is being utilized elsewhere in the Village to establish placemaking identities.

The CRA is subject to the Village's Purchasing Code. The Purchasing Code, Section 58-11, Best interest acquisitions, provides that the Village may acquire or contract for non-real property, goods or services without utilizing the competitive selection purchase requirements where the Village Council, or CRA Board in this case, declares by at least a four-fifths (4/5) affirmative vote that the competitive selection process is not in the best interest of the Village. The Village Council/CRA Board shall make specific factual findings that support its determination, and such contracts shall be placed on the regular

village council agenda. This provision may not be used to contract for goods or services which such a contract would exceed the limits set forth in F.S. §§ 287.055 or 255.20, as amended.

**Note:** Key strategies of the CRA Community Redevelopment Plan include 1) creating an identity for the area to increase connections between people and places, which will foster new development; and 2) creating a downtown-type of destination for residents and visitors. South Village, as envisioned, creates an activity center with characteristics that will set it apart from the rest of the Village. The proposed sign promotes the South Village identity (in keeping with the branding established for Palm Springs), and will be a means for the CRA/Village to share important messaging with the community.

**Fiscal Impact:** The Purchase Order with KENCO Signs and Awning, LLC for the LED monument sign at 3401 2nd Avenue North is being funded from Account #14552-56300 (T.O.#389) at a cost not to exceed \$89,880.00 as a Best Interest Acquisition.

**End of Consent Agenda...**

Madam Chair Smith offered the public an opportunity to speak. There were no comments.

Mrs. DesRosiers motioned for the approval of the Consent Agenda, and Mr. Tieche seconded. The said motion carried 7-0.

**PUBLIC HEARINGS**

- 3. **Resolution No. 2025R-04 - Palm Springs Community Redevelopment Agency (CRA) - FY 2026 Budget: Motion to approve Resolution No. 2025R-04; submission of the FY 25-26 Palm Springs CRA Budget for the year beginning October 1, 2025, and ending September 30, 2026, to the Village Council for approval.**

Staff: Kimberly Glas-Castro, Assistant Village Manager

**SUMMARY:** In accordance with state law, the proposed Resolution recommends a balanced annual budget for the Palm Springs Community Redevelopment Agency (CRA) in the amount of \$3,729,071 for Fiscal Year 2026 (FY 2026) beginning October 1, 2025, and ending September 30, 2026.

The proposed FY 2026 Palm Springs CRA Budget includes funding for both of the CRA's districts within the Village:

<b>CRA District:</b>	<b>Total Proposed FY26 Budget</b>
Congress Avenue District Budget	\$2,769,793
Lake Worth Road District Budget	\$959,278

Note: As a result, the proposed FY 2026 Budget for the Palm Springs Community Redevelopment Agency (CRA) is expected to receive the following revenues:

Palm Beach County - FY 2026 TIF Contribution: \$859,085  
Village of Palm Springs - FY 2026 TIF Contribution: \$859,085

The proposed FY 2026 Budget includes \$1,000,000 in State Appropriations (2024 Session) as a reimbursement for construction expenditures on the Congress Avenue Sanitary Sewer Force Main Improvements.

The gross taxable increment value for the recently created Palm Springs Community Redevelopment Agency (CRA) for FY 2026 is \$258,371,330. This is the sixth year that Palm Springs CRA will receive TIF funding from both the Village of Palm Springs and Palm Beach County at the Village's approved millage rate - a proposed \$3.50 per \$1,000 of taxable value.

The FY25 report on the performance measures established for every activity funded by the proposed budget will be finalized and posted on the CRA webpage prior to the December deadline. A preliminary draft of the scorecard is attached.

The Village Council held a budget workshop on July 24, 2025, to discuss the proposed budget and review staff recommendations. The proposed resolution would establish a recommended CRA budget for the upcoming fiscal year.

The proposed final Palm Springs CRA FY 2026 Budget, if approved by the Village Council, will be posted on the Palm Springs CRA website - <https://www.vpsfl.org/585/Village-of-Palm-Springs-CRA> - in accordance with state law.

If approved, the proposed/recommended FY 2026 CRA Budget will be presented to the Village Council for consideration on 1st reading during their September 11, 2025, Council Meeting. If approved on the 1st reading, the proposed FY 2026 Palm Springs CRA Budget will be presented to the Village Council for consideration on the 2nd and final reading during their September 25, 2025, Council meeting.

Mrs. Glas Castro presented the Palm Springs CRA Budget to the Board. She explained that the proposed Resolution recommends a balanced budget of \$3,729,071 for the Palm Springs Community Redevelopment Agency (CRA) for Fiscal Year 2026 (October 1, 2025 — September 30, 2026). The budget includes funding for the Congress Avenue District for \$2,769,793; and the

Lake Worth Road District for \$959,278. The expected revenues for FY 2026 include:

- Palm Beach County TIF Contribution: \$859,085
- Village of Palm Springs TIF Contribution: \$859,085

The Assistant CRA Director, Mrs. Glas-Castro also stated that the budget includes \$1,000,000 in State Appropriations for Congress Avenue Sanitary Sewer Force Main Improvements. The gross taxable increment value for FY 2026 is \$258,371,330, with a proposed millage rate of \$3.50 per \$1,000 of taxable value.

She explained that the performance measures report for FY 25 will be published before the December deadline, with a preliminary draft available. A budget workshop was held on July 24, 2025, for budget discussion and staff recommendations. If the Board approves, the final budget will be posted on the CRA website. The Village Council will consider the proposed budget for the September 11, 2025, meeting on the First Reading, and on September 25, 2025 at the Second Reading.

The Chair, Mrs. Smith offered the public an opportunity to speak. There were no comments from the public.

The Village Attorney read the title of the caption to the record.

Mr. Ready motioned for the approval of Resolution No. 2025R-04, and Mrs. Waller seconded. The said motion carried 7-0.

**Fiscal Impact:** The proposed resolution recommends the operating budget for the Palm Springs CRA for the fiscal year beginning October 1, 2024 and ending on September 30, 2025.

**ACTIONS AND REPORTS**

There were no Actions or Reports.

**CRA DIRECTOR/ ASSISTANT CRA DIRECTOR COMMENTS**

There were no comments from the Palm Springs CRA Directors.

**CRA BOARD COMMENTS**

There were no comments from the Palm Springs CRA.

**ADJOURNMENT**

Hearing no further business, the Chair, Mrs. Smith adjourned the meeting at 6:07 pm.

The undersigned is the Village Clerk of Palm Springs, Florida, and the information provided herein is the Minutes of the Regular Council Meeting held on **September 11, 2025**. The minutes were formally approved and adopted by the Village Council on **September 25, 2025**.

**Kimberly M. Wynn**

Village Clerk

**NEXT REGULAR MEETING:  
SPECIAL MEETING ON THURSDAY, SEPTEMBER 25,  
2025, AT 6:00 PM**



# Village of Palm Springs

## Executive Brief

**AGENDA DATE:** September 25, 2025

**DEPARTMENT:** Administration

---

**ITEM #2:** South Village (SoVi) Concept

**SUMMARY:** Mr. Kevin Crowder, BusinessFlare, will present an overview of the economic feasibility analysis for South Village (SoVi) and other redevelopment sites within the CRA.

Staff and our consultants are seeking Board consensus on recommendations to facilitate redevelopment.

**FISCAL IMPACT:**

The recommendations will be implemented by the Village or CRA, as prioritized during each year's budget process.

**ATTACHMENTS:**

1. Task1\_EconomicFeasibility\_BusinessFlare\_2025
2. Task 2\_Visioning and Conceptual Design\_South Village
3. Task3\_Invest\_Palm Springs FL
4. 3D Framework\_Village South

March-July 2025

# Task 1: Economic and Feasibility Analysis

## Analysis

Village of Palm Springs, Florida  
South Village Redevelopment



Example Image

Prepared For  
The Village of Palm Springs ("Village")  
Prepared by  
BusinessFlare® ("Consultant")



## Acknowledgements

This Economic and Feasibility Analysis was undertaken by the Village of Palm Springs ("Village") in collaboration with BusinessFlare ("Consultant") to showcase the potential of the South Village redevelopment in revitalizing the economic vitality of the Village and creating a vibrant town center, main street, and gathering spaces for residents and visitors. We extend our gratitude to all who contributed to this effort, especially the Village administration, for their leadership and direction in shaping this report.

--

### Village of Palm Springs Mayor and Council

Mayor Bev Smith

Vice Mayor Kim Schmitz, District 1

Mayor Pro Tem Gary Ready, District 3

Council Member Johnnie Tieche, District 4

Council Member Patti Waller, District 2

### Village Manager

Michael Bornstein, Village Manager

Kim Glas-Castro, AICP, FRA-RA, LEED-AP, Assistant Village Manager

### Economic Development Team

Allison Justice, FRA-RP, Founder, Its About Place

Kevin Crowder, CEcD, EDP, Founder, BusinessFlare®

Alicia Alleyne, MBA, FRA-RP, COO, BusinessFlare®

Camilo Lopez, FRA-RP, Urban Designer, BusinessFlare®



---

# Table of Contents

<b>Section 1</b>	<b>Executive Summary</b> Vision and Strategy Map Showing the South Village Redevelopment Study Area	<b>Page 1</b>
<b>Section 2</b>	<b>Introduction</b> Area Characteristics	<b>Page 13</b>
<b>Section 3</b>	<b>Economic and Feasibility Analysis</b>  Land Overview & Investment Insights Market Conditions and Demand Identify Supportable Uses Identify the Optimal Mix of Uses, Densities, and Phasing Conceptual Cost Estimates	<b>Page 15</b>
<b>Section 4</b>	<b>Summary of Findings and Recommendation</b>	<b>Page 52</b>

# 1. Executive Summary

---

## Village of Palm Springs: Economic Feasibility & Redevelopment Vision A Next-Generation Town Center for Palm Beach County

### Strategic Takeaways

#### 1. Palm Springs Is Ready for a Bold Step Forward

With limited large-scale development sites remaining in Palm Beach County, Palm Springs is uniquely positioned to become the next frontier for investment, development, and innovation. A combination of 20.0+ acres of prime land, multiple infill opportunities, and supportive zoning makes this an unparalleled opportunity to reimagine the Village's center.

The Village has a strong identity, brandable name, and historical roots that can be revived through thoughtful placemaking.

#### 2. Proven Market Demand & Opportunity

The analysis supports demand for:

- New housing units across multiple income levels, including workforce and student housing
- Retail and restaurant offerings, especially experiential, neighborhood-serving businesses
- Office/light industrial uses, particularly near Forest Hill Blvd and Congress Ave

The Village is strategically located near:

- Palm Beach State College, a source of consistent housing demand
- I-95, Palm Beach International Airport, WPB Brightline Station, and Lake Worth Beach
- Making it attractive for both residential and mixed-use development

#### 3. Key Sites Offer Scalable Development Potential

- Sites like south of Lake Worth Rd (26.9 acres) and Military Trail & Lake Worth Rd (33.5 acres) could allow for higher-densities, phased redevelopment, in a way compatible with the local regulations and sensible to the Village's vision.
- The 2nd Avenue East sites are ideal for multifamily infill and workforce housing.
- North of Congress Ave offers vacant light industrial land ideal for a maker district, light manufacturing, or innovation hub. In addition to these vacant sites, the adjacent Forest Hill Center presents a prime opportunity for redevelopment, further enhancing the area's potential as a vibrant employment and innovation district.

#### 4. Vision-Driven Strategy: A Town Center Renaissance

Create a walkable, mixed-use village center focused on:

- Human-scale design
- Ground-floor activation (cafés, shops, community amenities)
- Public realm investments (roundabouts, green space, waterfront deck, plaza)

The South Village Redevelopment could tap into its South Florida interpretation of Italian Renaissance-style architecture, creating a signature aesthetic and destination identity.

#### 5. Infrastructure & Public Investment Catalysts

The Village can lead infrastructure investment to attract developers:

- Improve right-of-way with streetscapes, lighting, pedestrian/bike paths
- Construct two signature roundabouts with fountains and landscaping
- Reconfigure parcels for development-readiness and shared parking

Public improvements act as signals of commitment and unlock private development.

#### 6. Economic Impact Potential

Full redevelopment could support:

- Thousands of housing units at varying affordability levels
- New jobs in retail, construction, professional services, and manufacturing
- A sustainable tax base to fund Village services and reinvestment

Long-term, this vision positions Palm Springs as a compact, complete community in the heart of Palm Beach County.

#### Recommendations to Move Forward

(to guide discussion with Commission & Developers)

- Begin with South Village Redevelopment Phase 1 (7.5 acres north of 2nd Ave)
- Finalize master plan and priority infrastructure investments
- Pursue partnerships with master developers for land assembly and vertical construction
- Activate public-private incentives (see incentive options provided)
- Build momentum with signature public space elements and branding

## Economic Profile



### Location Advantage

Centrally located in Palm Beach County, with quick access to I-95, Palm Beach International Airport, Downtown West Palm Beach (Brightline Station), and Lake Worth Beach.



### Population & Demographics

Population: 26,890 | Median Age: 40.3 | Diverse Workforce | Growing demand for housing & retail.



### Housing Market

Homeownership: 54% | Median Home Value: \$252,000 | Strong need for workforce and student housing.



### Employment & Income

Median Household Income: \$58,000 | Top sectors: Healthcare, Retail, Education, Construction.



### Redevelopment Momentum

More than 17.25 acres available | Supportive local government | Ideal for phased, mixed-use development.



### Retail & Consumer Demand

Unmet demand for grocery, restaurants, personal care. Strong regional draw and foot traffic.



### Institutional Anchors

Adjacent to Palm Beach State College | Over 35,000 students countywide | Strong student + staff base.

## Economic and Feasibility Analysis Summary

### 1. Market Demand Analysis & Supportable Uses

#### Findings:

- **Existing Foot Traffic:** The South Village area already attracts 2.15 million visits annually, with a strong local customer base (63% of visitors from nearby zip codes). However, dwell times are short, and visit frequency is declining, indicating a need for new attractions to retain and increase visits.
- **Population & Growth:** The trade area serves 96,000 residents within a 10-15 minute drive, with a steady 1.2% annual growth rate. Household sizes are larger than average, reflecting a family-oriented community.
- **Retail & Dining Gaps:** Significant unmet demand exists in sit-down dining (\$44.2M), fast-casual restaurants (\$27.4M), apparel (\$25.1M), and home improvement stores (\$40.3M). These gaps indicate strong market support for boutique shops, family-friendly restaurants, and local businesses.
- **Economic Profile & Preferences:** With a median household income of \$55K, the market favors affordable, locally-driven retail and dining options over luxury developments.

#### Recommendations:

1. Develop a vibrant main street with retail, dining, and gathering spaces to capture unmet market demand.
2. Prioritize family-friendly businesses, including casual dining, coffee shops, fitness studios, and entertainment venues.
3. Ensure bilingual and culturally relevant businesses to align with the 59% Hispanic population and diverse community needs.

### 2. Financial Feasibility & Investment Potential

#### Findings:

- **Projected Development Yield:**
  - 775+ residential units
  - 127,520 sq. ft. of retail and commercial space
  - Over \$2 million in new annual tax revenue
- **Investment Costs:**
  - Key sites require an estimated \$120M–\$155M in development funding, with a mix of public investment, private capital, and tax incentives
- **Public Sector Leverage:** CRA-owned parcels, public-private partnerships (P3s), and infrastructure funding will reduce costs for developers.

#### Recommendations:

1. Offer tax increment financing (TIF) and other incentives to attract investors.
2. Leverage CRA-owned properties for catalyst mixed-use developments that will drive further investment.
3. Invest in infrastructure improvements (streetscapes, stormwater, parking) to reduce risk and increase project feasibility.

### 3. Optimal Mix of Uses, Densities & Phasing

#### Findings:

- **Phase 1 (0-2 Years):** Infrastructure and catalyst projects on vacant properties, issuing RFPs for mixed-use development.
- **Phase 2 (2-5 Years):** Development of three to seven-story mixed-use buildings, including retail, dining, and live-work spaces.
- **Phase 3 (5+ Years):** Expand residential offerings, develop a structured parking facility, and solidify South Village as a regional destination.

#### Recommendations:

1. Maintain a village-scale character with three-story buildings along the main street while allowing up to seven (7) stories in designated areas.
2. Integrate public plazas, promenades, and green spaces to enhance walkability and attract visitors.
3. Develop a signature gateway project at 2nd Avenue N & Congress Avenue to define the South Village identity.

The South Village Redevelopment Project is a viable, high-impact investment opportunity that will enhance property values, attract businesses, and generate tax revenue while providing a walkable, community-focused destination for residents. Strategic public investment in infrastructure, incentives, and mixed-use developments can support long-term economic success.

### Vision for South Village Redevelopment

#### Town Center & Main Street Atmosphere

- A compact, walkable district designed to encourage community interaction.
- Boutique retail, restaurants, and entertainment venues as key attractions.
- Promenade and public spaces for social engagement, outdoor dining, and events.

#### Urban Design & Placemaking

- Complete Streets approach to integrate bike lanes, pedestrian walkways, and traffic calming measures.
- Public plazas, pocket parks, and green spaces to enhance quality of life.
- Design standards review to ensure a cohesive, attractive, and engaging streetscape.

#### Strategic Alignment and Future Outlook

Aligning with the Village's Comprehensive Development Plan, the South Village Redevelopment represents a strategic move towards sustainable economic growth and community enrichment. By addressing current market gaps and leveraging the Village's prime location, this project sets the foundation for a prosperous and vibrant future for the Village of Palm Springs.

This initiative seeks to create a destination where residents can enjoy leisure activities within the Village, reducing the need to travel to neighboring areas for such experiences.

## Economic and Community Benefits

The redevelopment is poised to:

- **Attract Investment:** By enhancing the Village's appeal, the project is expected to draw both local and external investors.
- **Stimulate Business Growth:** The new commercial spaces will provide opportunities for existing businesses to expand and for new ventures to emerge.
- **Foster Entrepreneurship:** The development will create an environment conducive to innovation and small business development.
- **Enhance Quality of Life:** Residents will benefit from increased amenities and recreational options within their community.

## Three (3) Key Strategy Recommendations for Redevelopment & Investment

### 1. Public-Private Partnerships (P3s) & Incentives

- Establish development incentives (TIF incentives, impact fee reductions) to attract investors.
- Partner with private developers through land leases or joint ventures to share costs and risks.
- Offer expedited permitting and zoning flexibility to streamline development processes.

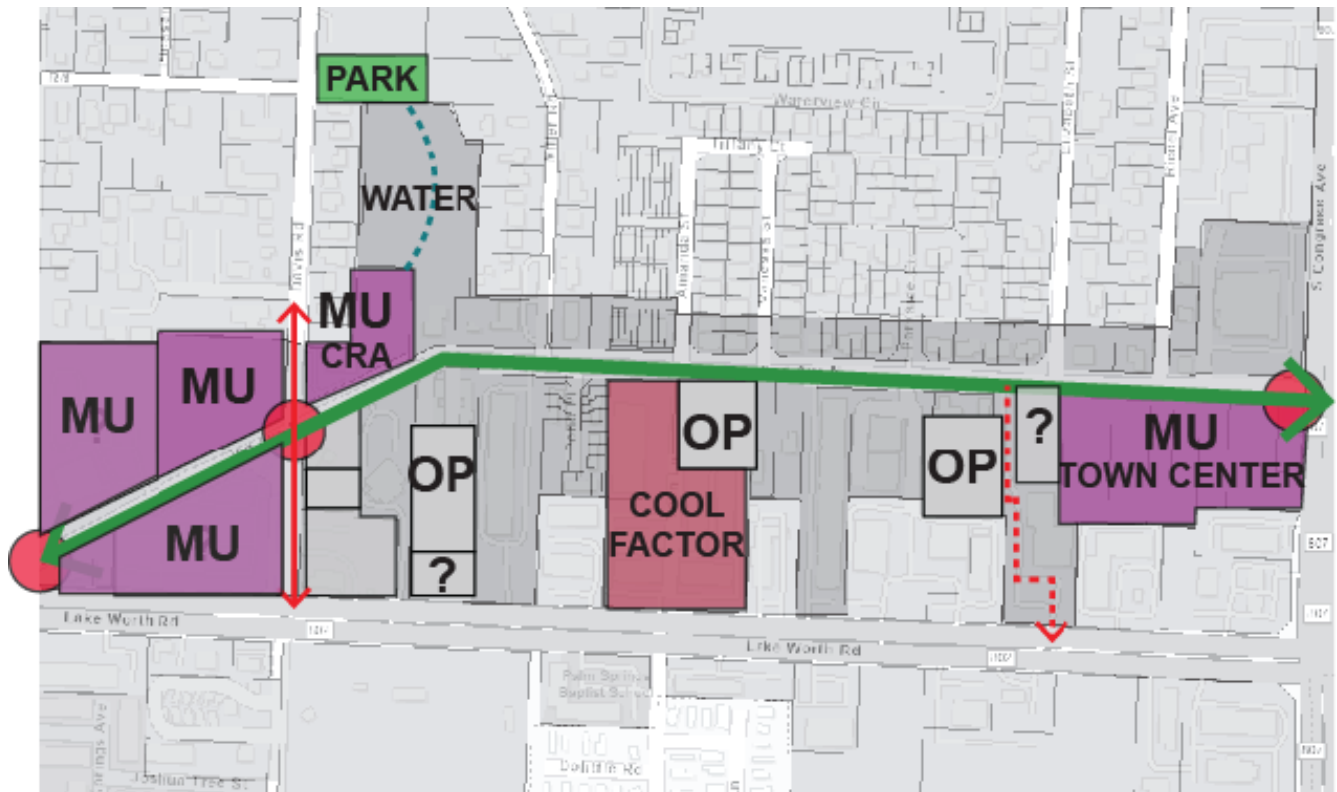
### 2. Infrastructure & Public Investment Alignment

- Coordinate the 2nd Avenue N stormwater project with redevelopment efforts to reduce costs and improve site readiness.
- Invest in Complete Streets improvements (sidewalks, bike lanes, streetscaping) to enhance walkability and attractiveness.
- Develop public gathering spaces and plazas to create a sense of place and anchor private investment.

### 3. Land Assembly & Targeted Redevelopment

- CRA/ Village demonstrating commitment to South Village through acquisition and establishing a presence in the area. CRA/ Village properties as catalyst sites to kick-start investment in the area.
- Explore strategic land acquisitions to consolidate fragmented parcels for larger-scale redevelopment.
- Issue RFPs (Requests for Proposals) for high-quality mixed-use projects aligned with the South Village (Town Center) vision.

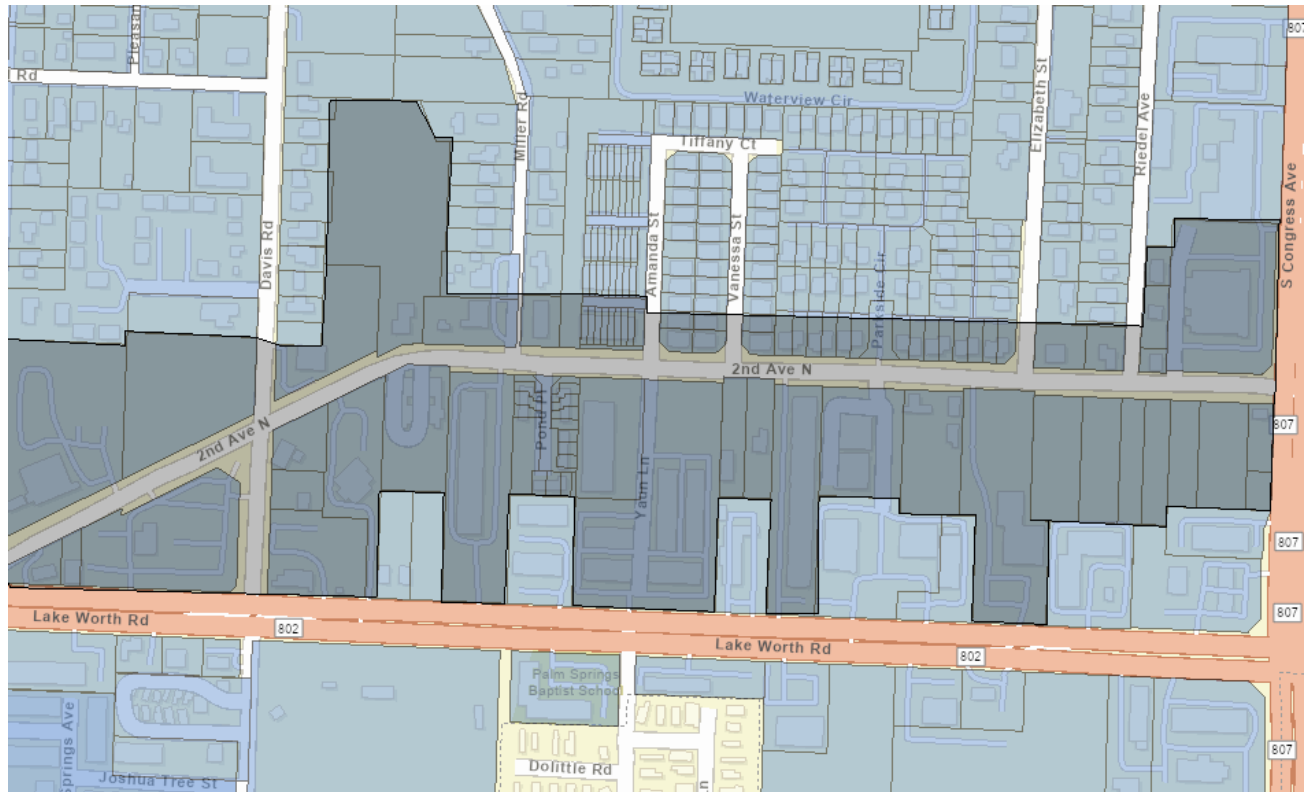
## Map of Opportunities – Phase 1 Area – Town Center



The Opportunities Map highlights key redevelopment and enhancement sites within the South Village corridor along 2nd Avenue N, showcasing strategic locations for mixed-use development and creative workspaces.

- Green Line – Greenway Connector: The southside greenway along 2nd Avenue N serves as a primary pedestrian and bike-friendly corridor, enhancing connectivity throughout the redevelopment area.
- Purple Sites – Key Mixed-Use Redevelopment Opportunities:
  1. Intersection of 2nd Avenue N & Congress Avenue: The largest single-owner vacant site in the corridor, this location is ideal for a signature mixed-use town center development featuring retail, residential, an interior promenade, and a central plaza for community gathering.
  2. Intersection of 2nd Avenue N & Davis Road: A key node in the corridor, these two vacant sites provide an opportunity for new retail, office, and live-work spaces. One of these parcels is CRA-owned, making it a potential catalyst site for early-stage redevelopment.
- Red Site – Makerspace & Creative Work Hub: A cluster of existing businesses forming a unique warehouse-style makerspace and creative work environment. This area has the potential to become a cultural and entrepreneurial hub, attracting artists, small manufacturers, and innovative startups.
- Gray Shade Sites – Infill Development Opportunities: Several vacant lots throughout the corridor present infill opportunities for a mix of commercial, residential, and office spaces.

### Map Showing the South Village redevelopment Study Area (darker shade)

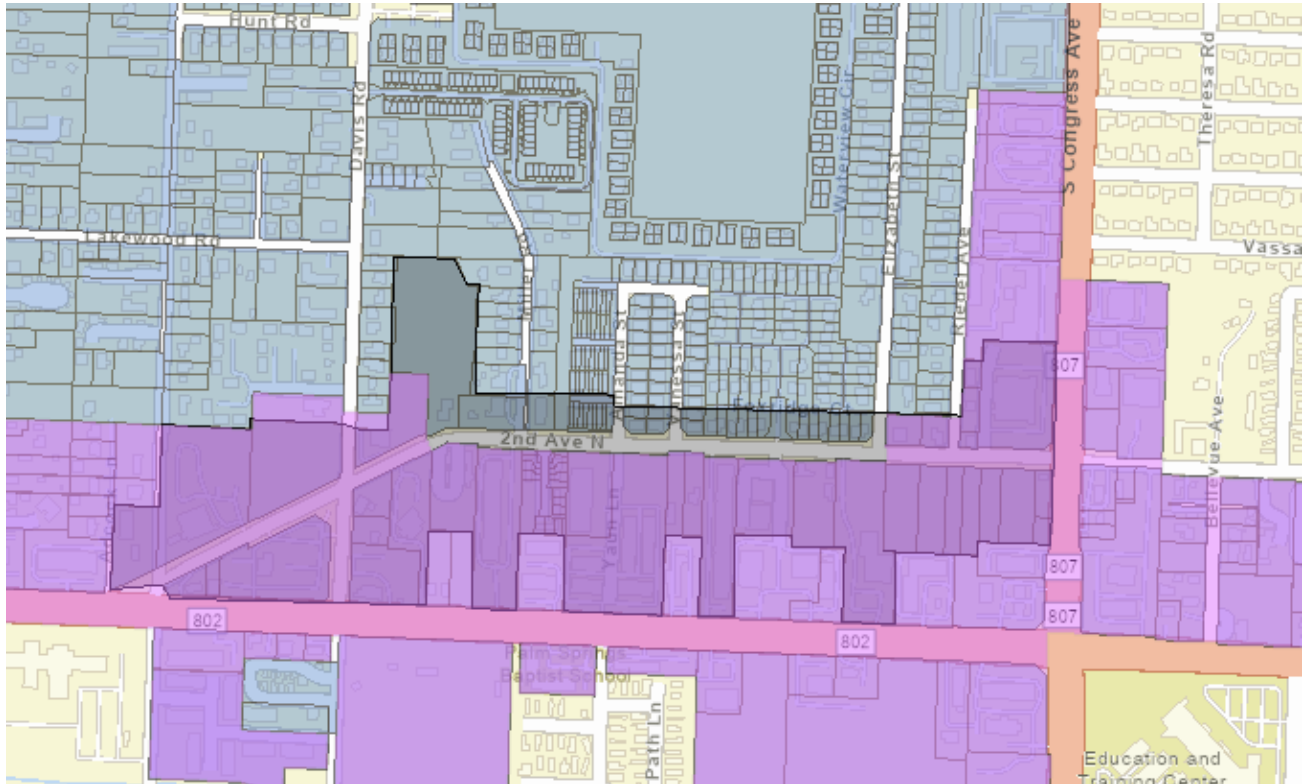


Acreage: 71.5

#### General Description:

The South Village Redevelopment study area is located along 2nd Avenue N between Lake Worth Road and S Congress Avenue, encompassing parcels directly abutting the corridor. This targeted approach ensures a focused, strategic redevelopment that transforms 2nd Avenue N into a vibrant, walkable destination. By concentrating on these key parcels, the Village aims to enhance connectivity, support mixed-use development, and create a lively main street environment where residents can enjoy shopping, dining, and community gathering spaces—all within a pedestrian-friendly setting.

## Map Showing Community Redevelopment Area

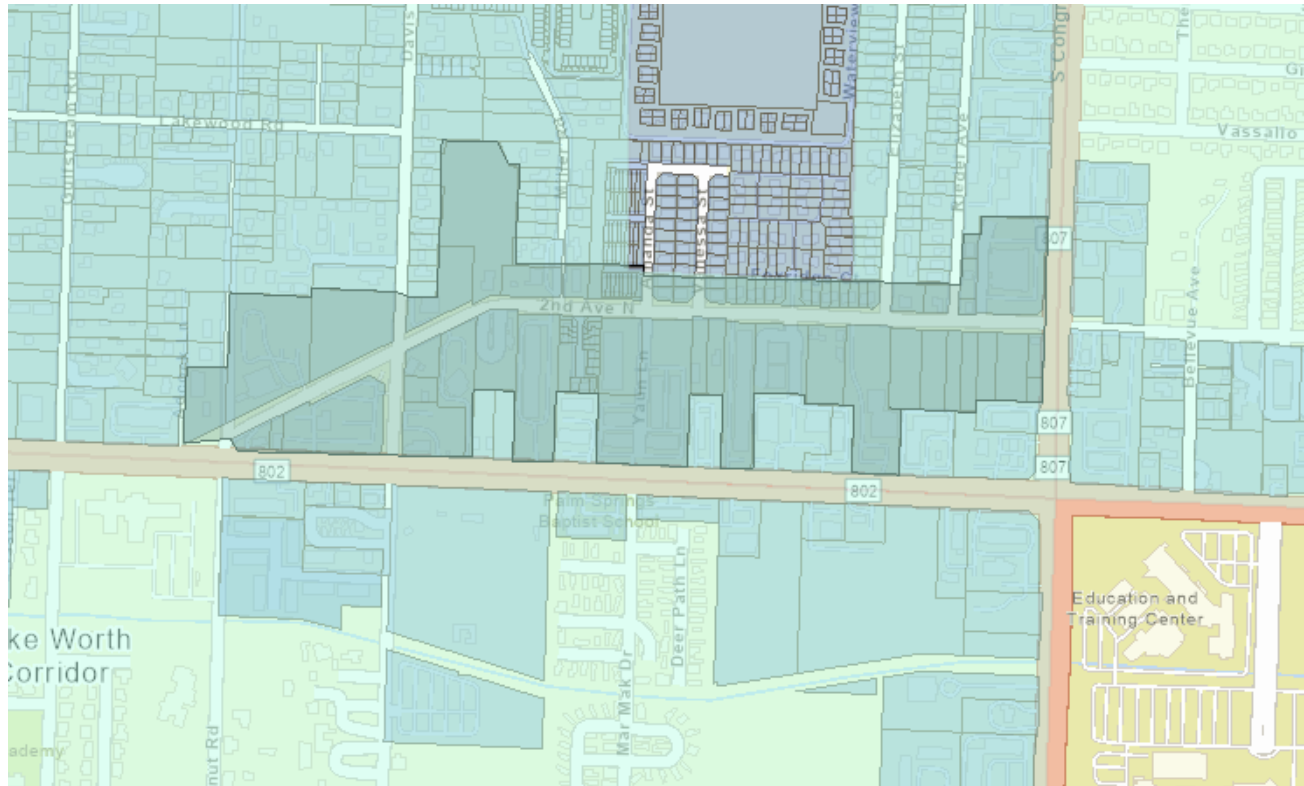


The South Village Redevelopment study area is situated within the Lake Worth Road District of the Village of Palm Springs' Community Redevelopment Agency (CRA). Being located within a CRA offers several advantages for private investors and provides leverage for the Village:

- **Tax Increment Financing (TIF):** CRAs can utilize TIF to fund infrastructure and public improvements, enhancing property values and investment appeal.
- **Economic Development Incentives:** Investors may access various incentives, such as grants, tax credits, and loan programs, to support redevelopment projects.
- **Streamlined Regulatory Processes:** CRAs often work with cities to implement policies to expedite permitting and reduce regulatory barriers, facilitating smoother project execution.
- **Focused Revitalization Efforts:** The CRA structure enables targeted planning and resource allocation to address specific blighted conditions and promote economic growth.
- **Enhanced Funding Opportunities:** Through TIF and other financial mechanisms, the Village can reinvest in infrastructure and community amenities, attracting further private investment.
- **Public-Private Partnerships (P3s):** The CRA framework fosters collaboration between the Village and private entities, aligning redevelopment projects with community goals.

The inclusion of the South Village Redevelopment area within the Lake Worth Road District CRA provides a strategic advantage, offering financial incentives and support mechanisms that benefit both private investors and the Village's broader revitalization objectives.

## Map Showing Housing and Community Development Target Areas (HCD)

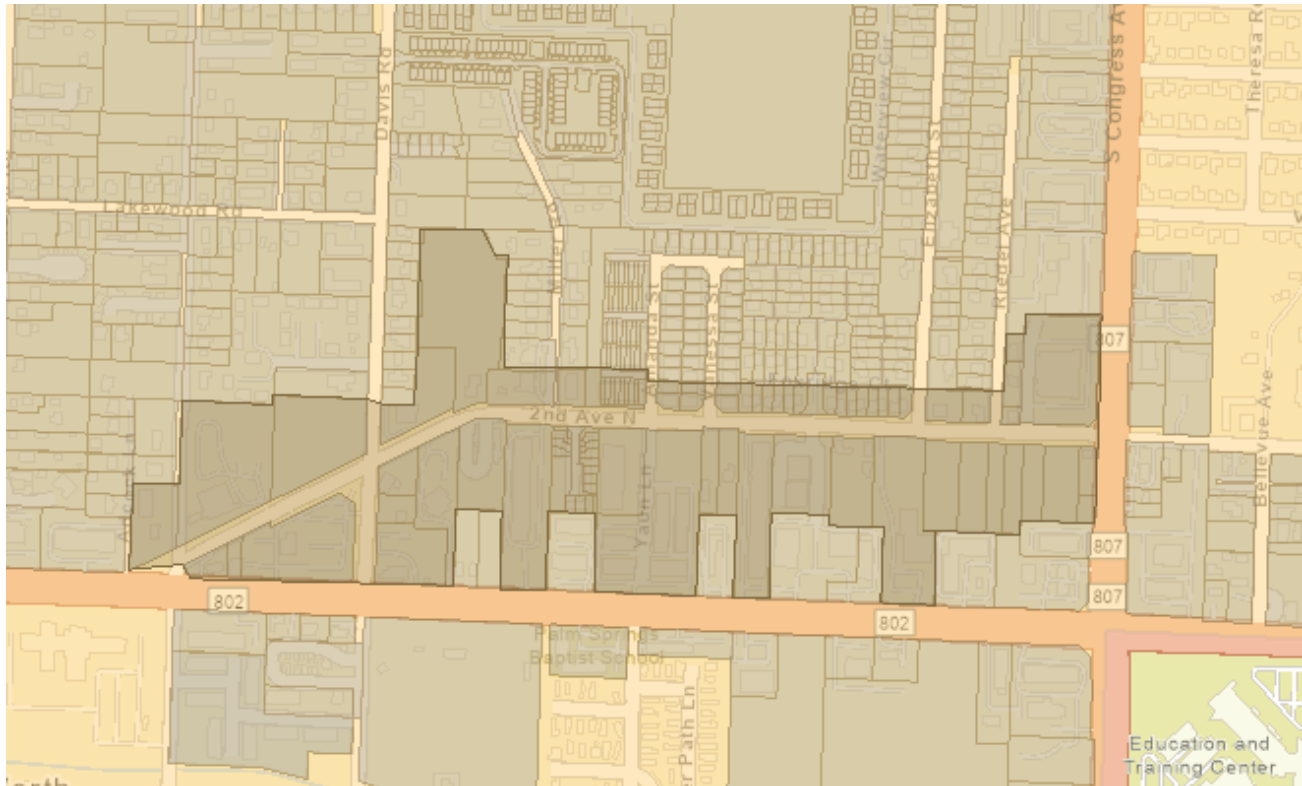


The South Village Redevelopment study area is situated within the Lake Worth Corridor Central Housing and Community Development (HCD) Target Area, as identified by Palm Beach County's GIS maps. This designation brings several strategic advantages for both private investors and the Village:

- **Access to Funding Programs:** Properties within HCD Target Areas may qualify for federal and county programs, such as the Community Development Block Grant (CDBG), which supports housing development and infrastructure improvements.
- **Economic Development Incentives:** Investors can leverage various county economic development initiatives, including impact fee assistance and business loan programs, to reduce development costs and enhance project feasibility.
- **Targeted Revitalization Efforts:** The HCD designation enables the Village to focus on revitalizing the area, addressing blight, and stimulating economic growth through strategic planning and resource allocation.
- **Enhanced Collaboration Opportunities:** The Village can partner with county agencies and non-profits to implement programs that improve housing quality, infrastructure, and community services within the redevelopment area.

The inclusion of the South Village Redevelopment area within the Lake Worth Corridor Central HCD Target Area offers significant opportunities to attract private investment and leverage public resources, fostering a vibrant and sustainable community.

## Map Showing Revitalization and Redevelopment Overlay



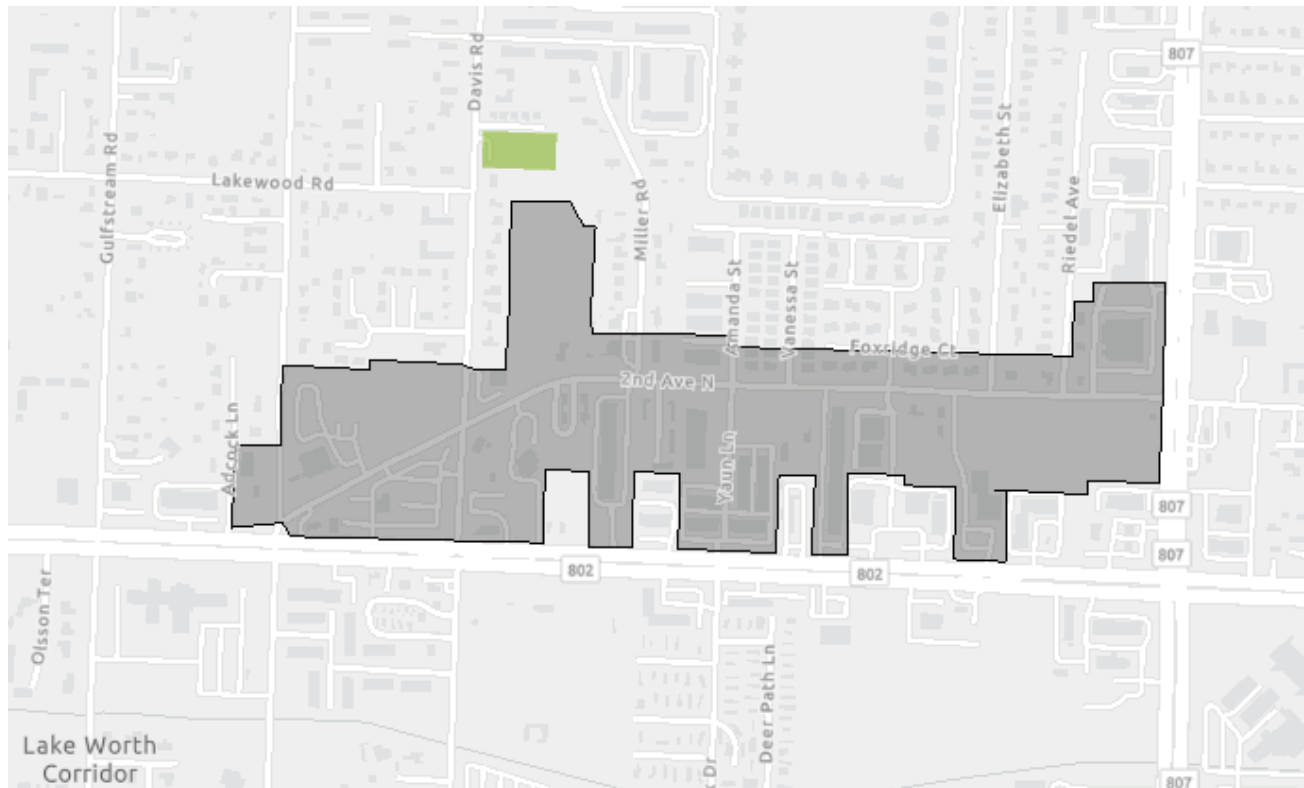
The South Village Redevelopment study area is situated within Palm Beach County's Revitalization and Redevelopment Overlay (RRO), a strategic designation aimed at promoting targeted revitalization and redevelopment efforts.

### Benefits of the RRO Designation:

- **Focused Revitalization Efforts:** The RRO designation allows the County to concentrate resources and planning initiatives on areas that would most benefit from revitalization, facilitating the transformation of underutilized spaces into vibrant community assets.
- **Enhanced Coordination:** The RRO includes areas identified by the County's Office of Community Revitalization (OCR) and the Board of County Commissioners (BCC) as neighborhoods that would most benefit from targeted revitalization efforts, ensuring that redevelopment initiatives are well-coordinated and effective.

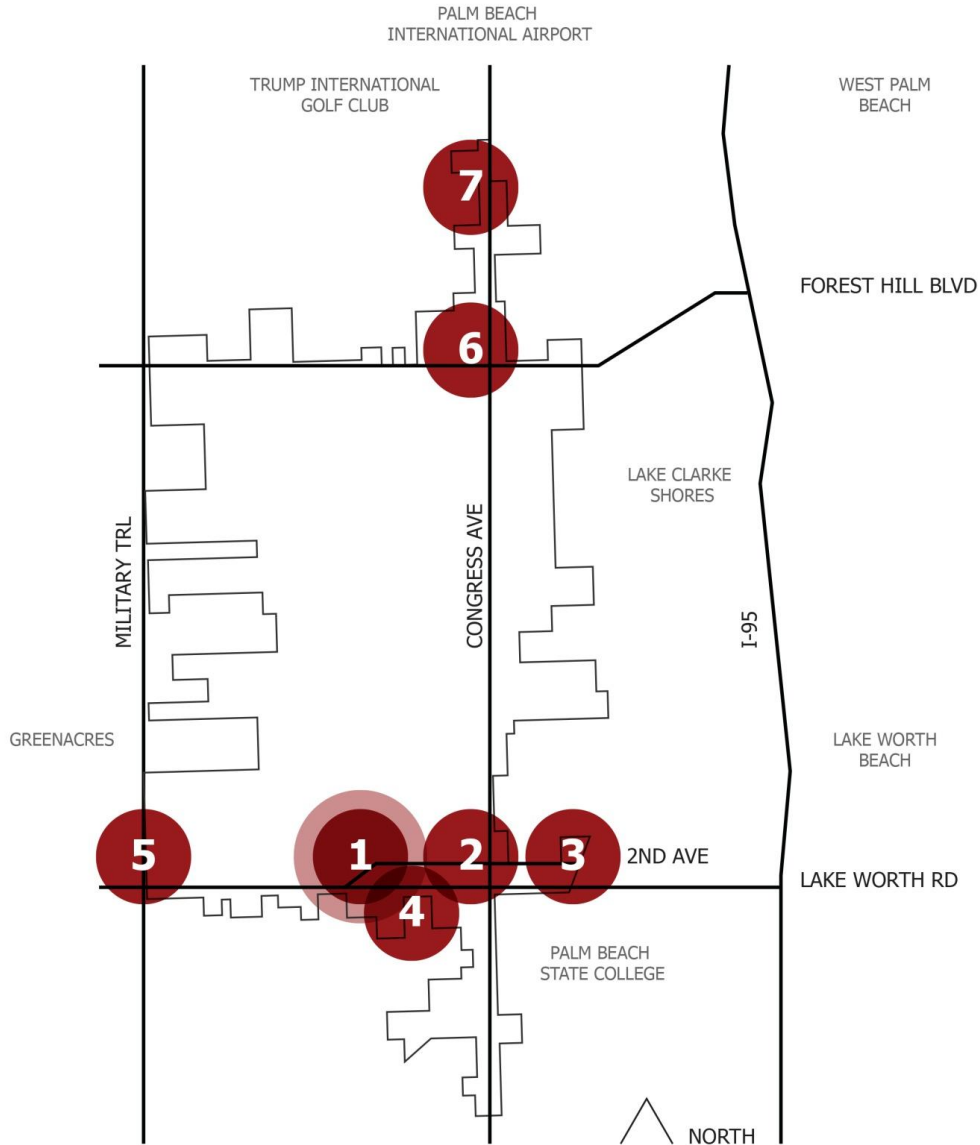
Incorporation within the RRO provides the South Village Redevelopment area with a strategic advantage, aligning it with county-level initiatives designed to stimulate economic growth, improve infrastructure, and enhance the overall quality of life for residents.

## Map Showing Parks



The South Village Redevelopment study area is served by Royal Palm Park, a neighborhood pocket park featuring a playground, providing residents with essential recreational space. While this park offers valuable amenities, the limited availability of open public spaces in the vicinity highlights a pressing need for additional public gathering areas. Expanding such spaces within the redevelopment plan would enhance community engagement, promote active lifestyles, and contribute to the overall vibrancy of the area.

## Map of Opportunities – Village-Wide



1. **South Village** – Town Center/ Downtown Redevelopment – Estimated Yield: 1,793 units
2. **Congress and 2<sup>nd</sup>** – Mixed-Use – Estimated Yield: 1,142 units
3. **2<sup>nd</sup> Ave East Node** – Residential – Estimated Yield: 850 units
4. **South of Lake Worth Road Node** – Mixed-Use (Higher Density) – Estimated Yield: 5,223 units
5. **Military and Lake Worth** – Commercial
6. **Congress and Forest Hill** – Commercial/ Light Industrial
7. **Forest Hill North** – Commercial/ Light Industrial

## 2. Introduction

---

### Area Characteristics

The Village of Palm Springs, nestled in Palm Beach County, Florida, is a thriving residential community with a population of approximately 27,213 as of 2024. Strategically located just south of the Palm Beach International Airport and a short drive from South Florida's renowned beaches, the Village offers an attractive setting for residents and visitors alike.

The South Village Redevelopment study area, located along 2nd Avenue N between Lake Worth Road and Congress Avenue presents a prime opportunity for revitalization. With its strategic location, economic potential, and strong community demand for a walkable, mixed-use town center, this corridor is poised to become the heart of the Village, a destination where residents and visitors can live, work, shop, and gather. The South Village Redevelopment envisions transforming 2nd Avenue N into a dynamic town center and main street destination, bringing together restaurants, retail, gathering spaces, and entertainment. This initiative will serve as a catalyst for economic growth, enhancing the Village by providing a destination where residents and visitors can dine, shop, and socialize in a charming, pedestrian-friendly environment.

### Strategic Geographic & Economic Advantages

#### Proximity to Major Destinations

- Located just 6 miles south of Palm Beach International Airport, making it easily accessible for businesses and travelers.
- A short drive from the South Florida coastline and Palm Beach beaches, an attractive lifestyle benefit for residents and visitors.
- Direct access to Lake Worth Road (SR 802) and Congress Avenue, two major commercial corridors linking Palm Springs to the broader Palm Beach County economy.

#### Untapped Market Potential

- Palm Springs' population is steadily growing, but it lacks a dedicated town center and entertainment district.
- The median home value is below the county average, making the area attractive for young professionals, first-time homebuyers, and workforce housing development.
- A market gap exists for boutique retail, outdoor dining, and entertainment venues, presenting an immediate opportunity for private investors.

### **Public Investment & Redevelopment Readiness**

- The area falls within Palm Beach County's Revitalization & Redevelopment Overlay (RRO) and Community Redevelopment Agency (CRA) district, offering incentives for development.
- Publicly-owned parcels, including CRA-owned land, provide leverage for public-private partnerships (P3s).
- Infrastructure improvements, including the 2nd Avenue N stormwater project and planned Complete Streets enhancements, are key investments that will reduce private development costs and encourage early-stage redevelopment.

### **Walkability & Mixed-Use Potential**

- Vacant and underutilized properties provide a clean slate for urban-style redevelopment while maintaining the Village's small-town charm.
- The vision includes a vibrant main street with pedestrian promenades, boutique shops, restaurants, and gathering spaces, fostering a sense of place.
- A mix of low-to-mid-rise buildings (3-7 stories) ensures economic sustainability without overwhelming the neighborhood character.

### **Making the Vision a Reality: Why Invest Now?**

To achieve the South Village vision, the Village must prioritize capital investments in infrastructure, streetscape improvements, and public amenities. By aligning public and private sector efforts, this redevelopment will:

- Attract new businesses and generate local job opportunities.
- Increase property values and expand the tax base.
- Enhance community identity and quality of life for residents.
- Leverage public land and available incentives to reduce risk for private investors.

With the right mix of public investment, zoning updates, and private sector engagement, South Village can become a thriving, economically sustainable town center that positions Palm Springs as a premier destination in Palm Beach County. Now is the time to invest in the future of this corridor and transform it into a vibrant, walkable, and economically dynamic district.

## 3. Economic and Feasibility Analysis

---

The South Village Redevelopment represents a transformative opportunity for Palm Springs, to create a thriving, walkable town center along 2nd Avenue N. This corridor has strong market potential, but requires strategic investment, infrastructure improvements, and zoning updates to attract private development and maximize economic growth. With a growing population, affordability advantages, and demand for retail, dining, and mixed-use housing, the area is primed for redevelopment that enhances livability, supports local businesses, and creates a true destination for residents and visitors alike.

This Economic and Feasibility Analysis provides a data-driven roadmap for the Palm Springs, outlining market conditions, supportable uses, optimal land use mixes, and key redevelopment sites that will serve as catalysts for investment. The strategy focuses on leveraging CRA-owned land, attracting public-private partnerships (P3s), and implementing phased infrastructure improvements to ensure that redevelopment efforts align with community needs and long-term sustainability.

By creating a pedestrian-friendly main street with retail, entertainment, and gathering spaces, and ensuring a balanced mix of residential and commercial uses, the South Village Redevelopment will generate economic vibrancy, increase property values, and position Palm Springs as a regional hub for smart growth and urban revitalization. The time to act is now, through strategic planning and investment, the Village can turn this vision into reality and establish South Village as a premier destination in Palm Beach County.

## **SOUTH VILLAGE MARKET ANALYSIS & FEASIBILITY INSIGHTS**

### **Visitor Trends and Origins**

#### **Foot Traffic Volume**

The South Village area attracted approximately 2.15 million visits over the last year (Mar 2024–Feb 2025), with about 333,000 unique visitors in that period. On average, each visitor made 6.5 trips per year, indicating moderate repeat usage. Visit frequency is thus about once every 8 weeks per person, and dwell times are short (around 20 minutes on average) – consistent with quick shopping or errand trips. Year-over-year traffic has dipped slightly (visits down 4.7% vs. the prior year), suggesting that current facilities are flat or underserving potential demand. This slight decline underscores the need for new attractions to boost visitation.

#### **Seasonality and Trends**

While monthly breakdowns aren't detailed here, the overall slight YOY decline in visits may point to stagnating appeal under current conditions. Redevelopment is an opportunity to reverse this trend by introducing draws that keep locals engaged and visiting more often. Notably, the high base of 2+ million annual visits demonstrates a solid existing customer flow to build upon – the site is already frequented by many, and improvements can convert more of these visits into longer, more frequent trips.

#### **Visitor Origins**

Nearly all visitors are local. About two-thirds of visits come from just a few nearby zip codes in Palm Beach County. For example, the immediate Palm Springs/Lake Worth area (zip 33461) alone accounts for 31.8% of all visits, and adjacent Lake Worth Beach (33460) adds 12.2%. Other top contributors include Greenacres (8.96% of visits) and West Palm Beach's outskirts (e.g. zip 33415 at 5.0%). In fact, the top 5 zip codes make up roughly 63% of total visits. This concentration within a 5-10 mile radius confirms that South Village is currently a community-serving destination. It is not a regional tourist draw – it primarily draws residents of Palm Springs, Lake Worth, Greenacres, and nearby areas. (Visitors from beyond 50 miles are minimal, comprising less than 30% of traffic.) This local orientation is important for the redevelopment strategy: the project must cater to the needs and habits of nearby residents.

Table 1: Top Visitor Origin Areas (Mar 2024–Feb 2025)

Zip Code	Primary City	Share of Visits	Annual Visits (est.)
33461	Lake Worth/Palm Springs (core)	31.8%	684,000+
33460	Lake Worth Beach	12.2%	262,000+
33463	Greenacres	9.0%	192,000+
33415	West Palm Beach (suburb)	5.0%	108,000+
33462	Lake Worth (south)	4.9%	106,000+

Source: Placer.ai visitor origin data. Top 5 ZIPs 63% of visits.

The dominance of local Lake Worth/Palm Springs zip codes in Table 1 highlights a loyal nearby customer base. People living in and around Palm Springs are already coming to this corridor regularly. This supports the feasibility of a town-center style redevelopment: the population needed to patronize new shops and eateries is already on the doorstep. Moreover, keeping these locals spending time (and money) within the Village rather than driving to other areas is a key goal of the plan – and the data shows there is ample opportunity to do so (as discussed below, many of these residents currently travel elsewhere for certain shopping and leisure needs).

## TRADE AREA DEMOGRAPHICS & CONSUMER PROFILE

### Population & Households

The trade area served by South Village is substantial and growing. Approximately 96,000 people live within the primary trade area (the area contributing 50% of visits) and about 264,000 within the broader 70% visit catchment. The Village's population has seen steady growth (up 1.2% since 2020). There are roughly 30,000 households in the core trade area (and 89,000 in the 70% area). Household sizes are notably larger than average – nearly 22% of households have 5 or more persons, roughly 2–3 times the national rate. This points to many families and multi-generational households in the community. In fact, small households (single-person) are underrepresented (only 16% of households, index 56), while 5, 6, and 7+ person households index at 155–358% of the U.S. norm. The prevalence of big families underscores a family-oriented market with demand for family-size housing and services.

### Age & Generational Makeup

The population skews younger than the national average. A significant portion are children and young adults – for instance, Gen Alpha (roughly age <13) makes up 20–22% of the nearby population, which is 21% above the U.S. average for that age group. Millennials are also strongly represented (23% of the population, index 115). In contrast, seniors are relatively few – Baby Boomers constitute only 14–16% of locals in the core area (index 0.73).

In total, well over half the population is under 40 years old. This youthful age profile (lots of children, teens, and adults in their 20s/30s) suggests that amenities for families, children and young professionals will resonate. Play areas, entertainment venues, and modern retail/dining concepts should align with the demographics. The flip side is that high-end senior-oriented uses are less of a priority here. The data indicates a need for family-friendly, affordable experiences suitable for working-age adults and kids.

### Income & Socioeconomics

Income levels in the trade area are modest. The median household income in Palm Springs is around \$55,000 (per the Village's data, \$55,254, up 7.6% YoY), which is below the Florida and U.S. medians. Similarly, the trade area median from ACS data (\$59k) indexes at only 74–81% of the national median. Average household incomes in the immediate area (\$73k) are just 66% of the U.S. average. This reflects a working-class community with budget-conscious consumers.

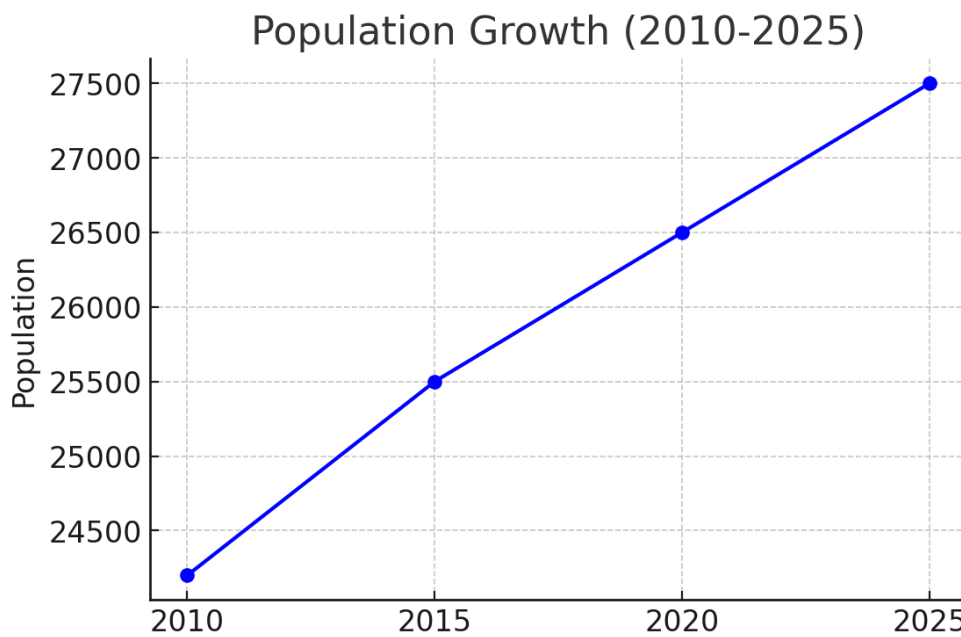
Affordability is key – residents will be drawn to venues that offer value. The redevelopment's focus on local boutique shops and cafes (as opposed to luxury retail) aligns well with this income profile. Notably, the median income has been rising (as mentioned, +7.6% vs. last year), indicating improving spending power, albeit from a lower base. Any new retail should consider competitive pricing or unique value propositions to attract these cost-sensitive shoppers.

### Ethnicity & Culture

The South Village trade area is highly diverse, with a majority Hispanic population. Roughly 59% of residents are Hispanic or Latino, which is over 3× the national average (index 254–321 in different rings). There is also a significant Black or African American population (19–23%), above U.S. average (index 1.6–1.8), and a relatively smaller proportion of non-Hispanic Whites (18–24% in the broader area, but only 15% in the core). Other groups (Asian, multiracial, etc.) make up the remainder but are underrepresented relative to national norms.

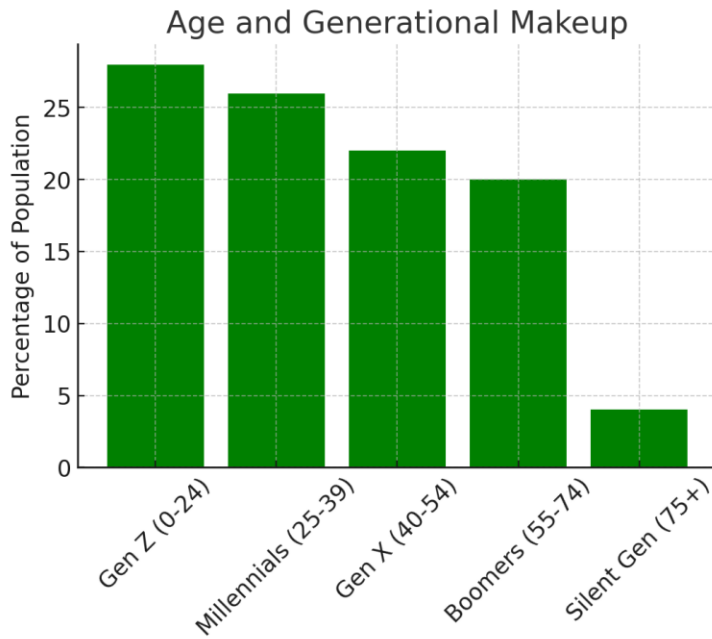
This cultural makeup suggests that bilingual (English/Spanish) services and Latin-American oriented retail/food offerings could be very successful. The data supports incorporating the community’s cultural preferences – for example, Latin cuisine restaurants, Hispanic grocery or specialty shops, and events celebrating cultural heritage may strongly appeal to locals. The redevelopment can leverage this by ensuring an inclusive tenant mix that reflects the community’s diversity. Overall, the demographic profile – younger, diverse, family-oriented, moderate-income – sets the context for what types of businesses should be attracted to South Village.

### Key Charts



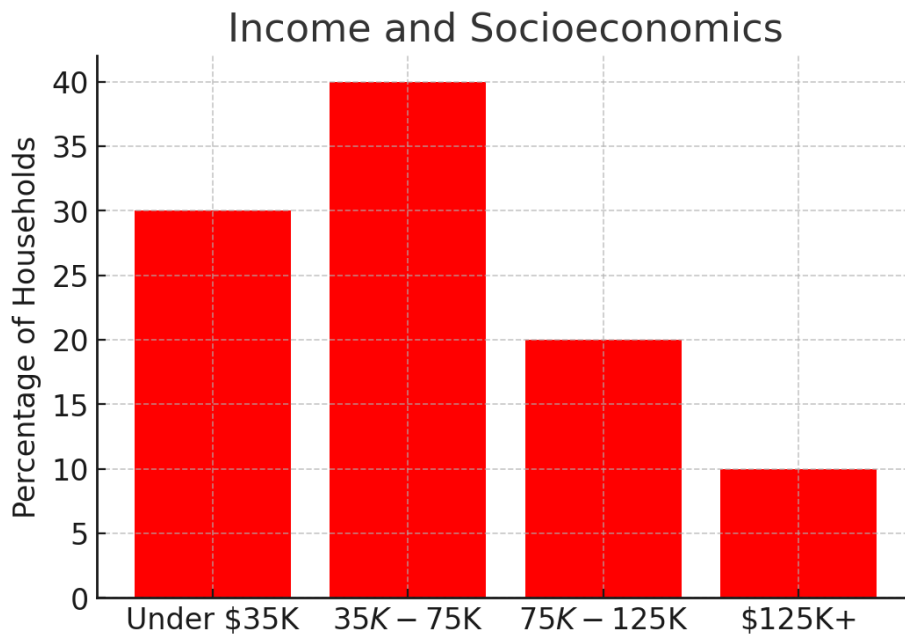
### Population Growth (2010-2025)

The population of Palm Springs has steadily increased from 24,200 in 2010 to an estimated 27,500 by 2025, reflecting a strong demand for housing and retail expansion.



#### Age and Generational Makeup

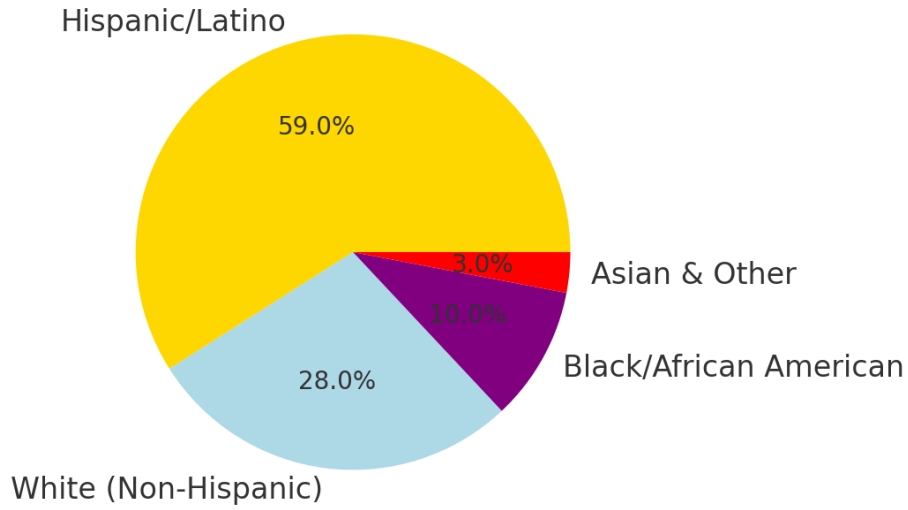
Millennials (26%) and Gen Z (28%) form the largest share of the population, highlighting a demand for modern mixed-use developments, flexible workspaces, and entertainment-driven retail.



#### Income and Socioeconomics

The majority of households earn between \$35K-\$75K (40%), suggesting a need for affordable dining, retail, and workforce housing options.

## Ethnicity and Cultural Makeup



### Ethnicity and Culture

The Hispanic/Latino population (59%) is the dominant demographic, emphasizing the importance of culturally relevant businesses, bilingual services, and community-driven retail.

## MARKET GAPS AND OPPORTUNITIES FOR BUSINESS ATTRACTION

The Placer.ai Market Outlook analysis reveals several supply and demand mismatches in the local economy. In key retail and dining categories, local consumer demand far exceeds the sales being captured by nearby businesses. This retail leakage represents dollars that residents are spending outside the immediate area (or not spending at all due to lack of options). These gaps point to prime opportunities for business attraction, as new establishments can recapture that spending. Table 2 summarizes selected categories with notable unmet demand in the primary trade area (approximately the 10–15 minute drive area that supplies 50% of current visits).

Table 2: Selected Annual Retail Leakage (“Unmet Demand”) in Primary Trade Area

Category	Unmet Annual Demand	Opportunity
Full-Service Restaurants ( <i>sit-down dining</i> )	\$44.2 million	Very high leakage – strong support for new casual & family restaurants. Residents currently leave the area for sit-down dining.
Limited-Service Restaurants ( <i>fast food &amp; cafes</i> )	\$27.4 million	High demand for quick eateries – room for fast-casual, coffee shops, etc. to keep meal traffic local.
Clothing & Apparel Stores	\$25.1 million	Significant gap – locals shop for clothes elsewhere. Supports adding boutique shops or apparel retailers.
Building Materials & Home Improvement	\$40.3 million	Large leakage – opportunity for a home improvement store or hardware outlet. (Currently, home projects likely drive residents to big-box stores outside the Village.)
Health & Personal Care Stores ( <i>e.g. pharmacies</i> )	\$16.1 million	Moderate gap – could support additional drugstores, beauty supply, or medical goods shops.
Sporting Goods, Hobby, Books	\$11.4 million	Notable gap – indicates demand for sporting goods, hobby/craft stores or book/media shops that is not met locally.
Shoe Stores ( <i>Footwear</i> )	\$10.0 million	Clear gap for footwear retail – potential to attract a shoe outlet or expand apparel retailers to include footwear.

Source: STI: Market Outlook, Placer.ai True Trade Area (50% visits)

### **Market Patterns (Food & Beverage Unmet Need)**

Several patterns emerge from these figures. Food & Beverage is the biggest unmet need. Dining options are in high demand – together, sit-down and fast-food categories are underserving by an estimated \$70+ million annually. This aligns perfectly with the redevelopment plan’s emphasis on adding outdoor dining and cafés. The data strongly supports recruiting a mix of restaurants: from family-style and casual dine-in establishments to coffee shops, bakeries, and quick-service eateries. Residents currently must drive to neighboring areas for a nice dinner or a wider variety of cuisine, so new restaurants in South Village should be poised for success. These could quickly capture locals’ spending (and even draw patrons from outside if done well).

### **Retail Gap (Small-Format National Apparel Unmet Need)**

There is also a significant retail gap in general merchandise, especially apparel. Over \$25 million leaks out in clothing purchases yearly, suggesting that local shoppers are leaving Palm Springs to buy clothes – likely traveling to regional malls or big-box fashion retailers. Attracting clothing boutiques or even small-format national apparel chains could plug this hole. Likewise, a \$10M gap in shoe sales implies that a footwear store (or expanded shoe offerings within apparel stores) would find a ready market. The Sporting goods and hobby category gap (~\$11M) indicates interest in recreation, fitness, and leisure products that aren’t currently sold nearby – a sporting goods shop, hobby/crafts store, or toy/comic book shop could thrive. These retail gaps reinforce the plan’s call for boutique shops and local retail: by focusing on niches that big-box stores don’t fill in the area (e.g. specialty apparel, hobbies, etc.), South Village can differentiate itself and meet unsatisfied local demand.

### **Home Improvement/ Hardware Segment**

Another major opportunity is in the Home Improvement/Hardware segment. The trade area shows a \$40 million leakage in building materials and supplies – essentially, residents are spending this amount mostly at larger home improvement centers outside the immediate area. This could be partly recaptured by introducing a mid-sized ‘local’ hardware store or home improvement retailer in or near the Village. Currently, the nearest large home improvement stores are farther away, so a boutique local option would be convenient for the many homeowners and contractors in the area.

### **Surplus (Grocery Stores)**

In contrast, some categories have a surplus (negative gap), implying the area is already saturated or even drawing customers from elsewhere. For instance, Grocery stores show a large surplus in sales (i.e. local stores sell far more groceries than area households consume, likely attracting shoppers from outside the immediate neighborhood) – this suggests no pressing need for another general supermarket. Indeed, Palm Springs/Lake Worth is already served by multiple grocery chains (e.g. Publix, Walmart Grocery), so the redevelopment focus can stay on specialty food or dining rather than duplicating a supermarket while capitalizing on access to the customer base already in the area.

Similarly, general merchandise (particularly big-box retail like discount clubs or supercenters) shows an oversupply in the data, likely due to an existing Walmart or similar store in the vicinity that captures those sales. This means South Village should fill the *gaps* that those big players do not – namely unique eateries, boutique and experiential retail, and services. In summary, the market gap analysis directs us to focus on dining, specialty retail, and select services – exactly the uses envisioned in the plan – while not over-investing in already-saturated categories like grocery or general mass merchandise.

## CONSUMER BEHAVIOR AND SPENDING PATTERNS

### Local Spending Leakage (Online Shopping)

The consumer behavior indicated by the data is that Palm Springs residents are traveling elsewhere or shopping online for many of their needs. The high leakage figures in Table 2 demonstrate a pattern: despite a sizable local population, people's spending on key items (dining out, clothes, home goods, etc.) is largely happening outside the Village. This could mean driving to neighboring cities (Lake Worth, West Palm Beach, etc.) or making purchases online. In fact, the e-commerce impact is explicitly shown in the data – the category “Electronic Shopping & Mail-Order Houses” (which captures online retail spending) has an enormous excess demand of \$145 million in the primary trade area. This means residents are buying roughly \$145M worth of goods via online retailers that local brick-and-mortar stores are not capturing.

Online shopping is a major competitor for local dollars. The redevelopment cannot eliminate e-commerce, of course, but by providing a convenient and enjoyable local alternative (a walkable town center experience), it can win back some portion of those expenditures. People often choose online or out-of-town shopping due to lack of options and convenience nearby – South Village's goal is to give them those options at home. If successful, even a small recapture of the \$145M online leakage (for example, through stores where you can order online and pick up in-store the same day, or through offering goods that people currently can't find locally) would translate into substantial local revenue.

### Popular Destinations & Habits

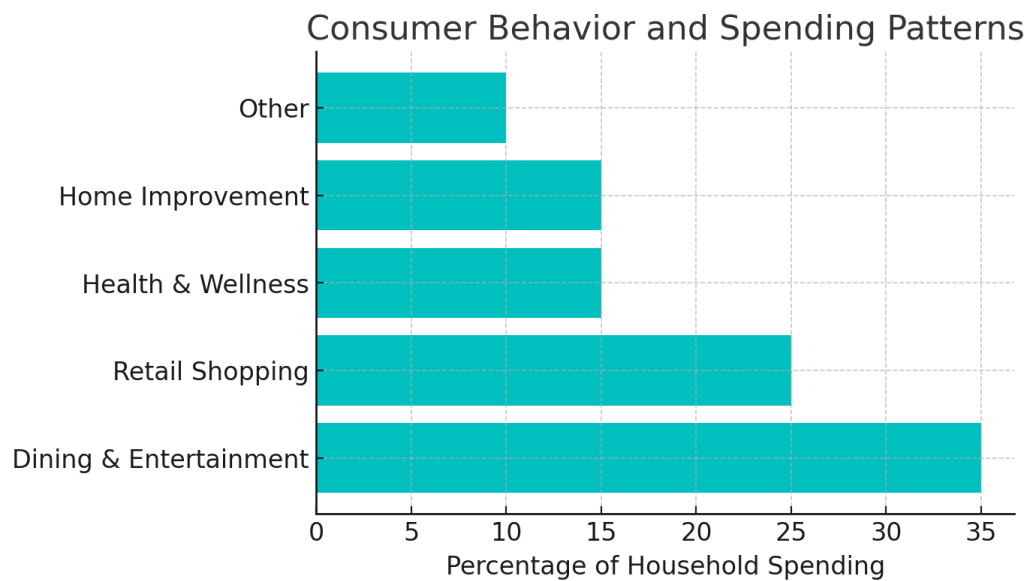
The data implies that currently, big-box and chain stores are the beneficiaries of local spending. Surpluses in categories like grocery and general merchandise suggest that places such as Walmart, Costco, or regional malls (like the Palm Beach Outlets or Boynton Beach Mall) are drawing Palm Springs residents for their shopping. In other words, residents likely consider those their “favorite places” to shop since the Village lacks comparable options. The South Village plan is to shift some of those routines back into the village by offering a different experience – one that big chains can't provide: a charming, walkable environment with unique local businesses and community events.

It's worth noting that entertainment and leisure activities are currently limited in the area – the cited “market gap in providing communal spaces that foster local engagement and leisure” speaks to this. Residents have had to leave Palm Springs for a day at a nice restaurant, an outdoor café experience, or an evening of entertainment. The new development aims to change that dynamic (as the plan states, to “reduce the need to travel to neighboring areas” for leisure). The strong response that similar projects in other communities have received suggests that if you build attractive local venues, the community will enthusiastically adopt them as new favorites.

### Demographic-Driven Demand

Consumer behavior is also driven by the area’s young, family-heavy demographics. Families with children will have high demand for entertainment, recreation, and convenient food. For example, the large number of kids in the area likely correlates with strong sales at toy stores, ice cream shops, family restaurants, etc. (yet currently those mostly exist outside the Village, with some exceptions). Teenagers and young adults create demand for affordable fast-casual dining, cafes, and entertainment like cinemas or arcades – again, largely absent within Palm Springs proper today. The data showing high limited-service restaurant leakage confirms that quick bites and hangout spots are lacking.

We also see that personal services (salons, fitness, etc.) were not directly measured in the Placer data, but given the demographics, we can infer there is room for those as well (e.g. gyms, childcare, after-school activity centers) as part of the tenant mix. The high Hispanic population could mean strong support for more authentic ethnic eateries (the Village already has a strong cluster along other corridors), music/dance venues, and festivals that celebrate Latin culture – an opportunity for South Village to further differentiate itself with cultural programming and businesses. In short, the consumer demand exists for more retail, entertainment, and services than the area currently offers – people want places to shop, dine, and have fun locally, as evidenced by their spending patterns, and they will use them if provided.



### Consumer Behavior and Spending Patterns

Dining & entertainment (35%) and retail shopping (25%) represent the largest spending categories, indicating a strong market opportunity for restaurants, boutique shops, and lifestyle services.

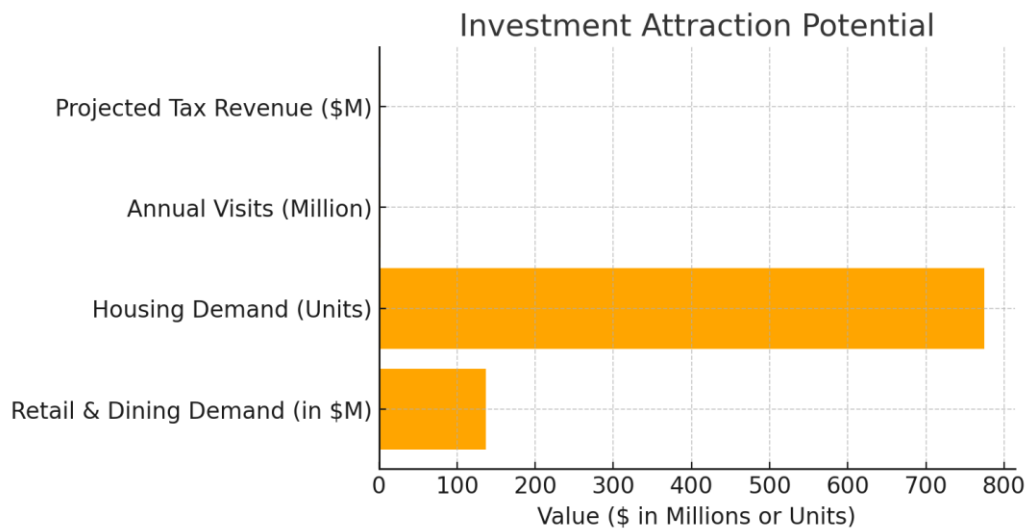
## IMPLICATIONS FOR REDEVELOPMENT FEASIBILITY

All of these insights reinforce the strategic direction and feasibility of the South Village Redevelopment plan. Current market conditions align with the redevelopment's intended uses, indicating a high likelihood of success if those uses are implemented. The feasibility study's recommendations – introducing dining, entertainment, and boutique retail – are directly supported by the data:

- **Captive Local Audience:** The fact that South Village already sees over 2 million visits annually from a local base provides a ready foundation of customers, these customers are just visiting for other reasons at the moment, but are strong prospects to patronize additional uses that they currently travel elsewhere for. The redevelopment can capitalize on this foot traffic by offering new things for these visitors to do. Instead of just passing through for one or two errands, people will be able to stay, stroll, and patronize multiple businesses, increasing spend per visit. The strong local loyalty (many repeat visitors from the same households) means marketing new Village amenities can be highly targeted and effective within the community.
- **Proven Demand for Project Components:** Each major element of the plan addresses an identified gap. The plan calls for outdoor dining and cafés – the data shows demand for restaurants far outstrips supply, so new eateries should quickly capture market share. The plan envisions boutique shops – the leakage in retail categories like apparel, hobby, and specialty goods indicates those shops will fulfill unmet local needs. Plans for entertainment and gathering spaces respond to the documented lack of local leisure options. In essence, the development program is backed by quantifiable market support. This reduces the risk for investors and tenants: they can see that money is currently being spent elsewhere that could be spent at South Village businesses instead.
- **Investment Attraction:** Market data can be a powerful tool to attract retailers and developers to the project. For example, showing a restaurateur that there's \$40+ million of untapped restaurant demand in the trade area makes a compelling case for opening a new location here. Likewise, sharing the demographic profile – a growing young population with families – will interest tenants like daycare centers, entertainment venues, and mid-market retailers who target those demographics. The alignment of the project with these market indicators will instill confidence in stakeholders. As noted in the strategic outlook, “by addressing current market gaps and leveraging the Village's prime location, this project sets the foundation for a prosperous and vibrant future”. The data we've analyzed is exactly the evidence of those “current market gaps” being addressed.
- **Community Benefit and Support:** From a feasibility standpoint, it's not just raw numbers but community receptiveness. The local community is likely to embrace the redevelopment because it directly fills voids they have been aware of (having to drive elsewhere for fun or shopping). The plan's community-centric approach – creating a walkable town center for Palm Springs – is supported by these findings. We see a moderate income, family-centric community that will benefit from having affordable dining, shopping, and safe public spaces close to home. This enhances quality of life and keeps economic activity local, echoing the plan's goals of community enrichment and sustainable growth. It also aligns with broader trends (people wanting more walkable amenities and less drive-time). Thus, the market analysis doesn't just support the economics; it also suggests a high likelihood of local patronage and pride, which is critical for long-term feasibility.

### Market Analysis Summary

In conclusion, the market data analysis firmly underpins the South Village redevelopment strategy. Current visitation patterns and trade-area demographics confirm that Palm Springs has the foot traffic and community profile to support a new town center, while the clear market gaps in retail, dining, and entertainment uses highlight a golden opportunity to reclaim expenditures that are leaking out. These insights give weight to the economic feasibility of the project: by introducing the *“high-demand uses, including dining, small businesses, and entertainment spaces”* that are missing, the redevelopment can capture unmet consumer demand and thrive. In doing so, it will transform local consumer behavior – keeping shoppers and families in the Village – and deliver both economic and social benefits. The numbers tell a compelling story that investment in South Village is not only viable but necessary to meet the needs of this growing community.



### Investment Attraction Potential

The South Village Redevelopment Area has:

- \$137M in unmet retail and dining demand
- Projected housing demand for 1,793+ units
- Over 2.15M annual visits, supporting retail viability
- \$2M in potential tax revenue from new developments

## LAND OVERVIEW & INVESTMENT INSIGHTS

The South Village Redevelopment study area consists of 99 parcels, with a mix of commercial, residential, and publicly-owned land, providing key opportunities for private investment and strategic redevelopment.

### Key Analytical Highlights:

#### Publicly-Owned Land

- Total Publicly-Owned Parcels (CRA/City/County): 2
- Total Publicly-Owned Acreage: 2.45 acres
- Opportunities: These publicly-held parcels can serve as catalyst sites for redevelopment, offering potential for public-private partnerships (P3s).

#### Vacant Land

- 2.17-acre parcel at 2nd Avenue N & Davis Road (NW corner) – A potential catalyst site for a town center anchor project featuring retail, office, and live-work units.
- 2.18-acre parcel at 2nd Avenue N & Davis Road (SW corner) – Currently a trailer dealer site, which can be redeveloped into a walkable mixed-use destination.
- 3.28-acre vacant site at 2nd Avenue N & Coconut Road – A former social services organization site, presenting an opportunity for multi-story, mixed-use development with structured parking.
- 4.22-acre vacant site at 2nd Avenue N & Congress Avenue – The largest single-owner property, ideal for a seven-story mixed-use residential and retail village-style development.

#### Land Use Distribution:

- **Commercial Renewal:** 52 parcels (52.5%) – Primarily along the southern corridor, ideal for mixed-use town center development.
- **Medium Density Residential:** 41 parcels (41.4%) – Supports live-work units and mixed-use residential development.
- **Public Buildings & Facilities:** 6 parcels (6.1%) – May offer opportunities for community-oriented projects.

#### Zoning Distribution:

- **CR (Commercial Renewal):** 50 parcels (50.5%) – Allows for retail, office, and mixed-use developments.
- **Residential Medium Density (RM):** 43 parcels (43.4%) – Enables multifamily housing and live-work units.
- **Governmental Use:** 6 parcels (6.1%) – Potential for civic and public service facilities.

#### Investor Insights & Opportunities

- **Mixed-Use Potential:** The high percentage of commercial and medium-density residential land allows for walkable town center-style development.
- **Public Land Leverage:** The Village can use CRA-owned land as an anchor for private investment via P3s.
- **Zoning Flexibility:** Existing zoning supports commercial, residential, and mixed-use growth, making redevelopment streamlined and investor-friendly.

By strategically repurposing underutilized commercial parcels and leveraging public land, the South Village Redevelopment can create a vibrant, economically sustainable town center that meets the market demand for retail, dining, and community gathering spaces.



CRA-Owned Vacant Site (Parcel ID: 70-43-44-19-20-058-0110)  
This Village of Palm Springs CRA-owned parcel is a prime catalyst site for the South Village Redevelopment project.

**Observations for Redevelopment & Placemaking:**

- Centrally located, it can be developed into a signature mixed-use anchor project featuring ground-floor retail, office space, and live-work units.
- Offers an opportunity for a public plaza or pedestrian promenade, enhancing the town center feel.
- Public-private partnerships (P3s) can be leveraged to maximize investment potential.
- Near term, this building can be utilized as a “sales center” in the district to showcase vision and investment opportunities.





**Frenchie’s Bar – A Community Staple**

With Frenchie’s Bar, the district already has an established ‘third place’, which already serves as a gathering place with potential to enhance community ties and be a cultural asset in the redevelopment area.

**Observations for Redevelopment & Placemaking:**

- Opportunities to expand outdoor dining and seating areas to activate the streetscape.
- There may be an opportunity to enhance the sense of activity with outside special events.



**Royal Palm Park – A Green Asset Near the Study Area**

Located along Davis Road, Royal Palm Park is a small neighborhood park featuring a playground and lake access.

**Observations for Redevelopment & Placemaking:**

- Future enhancements such as better connectivity, shaded walkways, and recreational amenities could extend the park’s reach into the South Village project area.



### **La Michoacana Natural & the Large Vacant Lot at 2nd Avenue N & Congress Avenue**

The ice cream parlor is an established local gathering spot and can help contribute to the area's identity, and the vacant lot behind it presents one of the area's most significant redevelopment opportunities.

### **Observations for Redevelopment & Placemaking:**

- This site is a key eastern GATEWAY to the South Village project, making it ideal for a signature architectural development.
- A seven-story mixed-use development could define the entrance, with retail on the ground floor, office and residential above, and a landmark design to create a sense of place.
- The large lot size allows for a structured parking solution, ensuring the site supports increased density.





**Western GATEWAY at 2nd Avenue N: Opportunity for Streetscape Enhancements**

The western entrance to the South Village redevelopment project requires aesthetic improvements to create an inviting gateway.

**Observations for Redevelopment & Placemaking:**

- Wayfinding signage, improved landscaping, and pedestrian-friendly streetscapes can make the gateway more welcoming.
- Collaboration with existing businesses, such as the tire shop, can create a win-win scenario, ensuring they benefit from redevelopment efforts.
- The Village can explore incentives (such as relocation assistance) to help local businesses transition to more suitable locations while freeing up key parcels for redevelopment.
- A well-designed gateway feature, such as a public plaza, entry monument, or enhanced streetscape, can set the tone for the entire South Village district.



## MARKET CONDITIONS AND DEMAND ANALYSIS

The South Village Redevelopment area, located along 2nd Avenue N between Lake Worth Road and Congress Avenue, has strong economic potential but requires targeted investment and redevelopment strategies to unlock growth.

### Summary of Current Market Conditions (see full report in appendix):

- **Growing Population:** Palm Springs has a population of ~26,000, with an annual growth rate of 1.2%, indicating steady demand for housing and commercial space
- **Affordability Advantage:** The median home value is \$285,000, lower than Palm Beach County's \$420,000, making the area attractive for first-time homebuyers and workforce housing
- **Economic Challenges:** Median household income is \$52,000, lower than the county average, with a higher poverty rate (15.2%), suggesting a need for economic mobility initiatives and job creation
- **Industry Clusters:** The economy is largely service-oriented (retail, healthcare, logistics, light manufacturing), creating opportunities for business diversification and workforce training

### Path to Redevelopment:

- **Enhance Infrastructure:** Improve walkability, broadband access, and streetscapes to support businesses and attract private investment
- **Leverage Public Land & Incentives:** Utilize CRA-owned parcels and tax incentives to facilitate mixed-use development.
- **Create a Destination:** Address the lack of a town center by developing a vibrant main street with retail, dining, and gathering spaces

## POTENTIAL SUPPORTABLE USES

Based on market demand in Palm Springs and Palm Beach County, the following uses are highly supportable in the South Village Redevelopment area:

- **Retail & Dining:** Strong demand for boutique shops, specialty retail, and diverse dining options (casual, outdoor, and entertainment-driven).
- **Mixed-Use Residential:** Demand for workforce housing, live-work units, and multifamily apartments to support young professionals and service workers.
- **Office & Co-Working Spaces:** Opportunity for small business incubators, medical offices, and flexible workspaces given growing entrepreneurship and telecommuting trends.
- **Hospitality & Entertainment:** Potential for boutique hotels, event spaces, and entertainment venues to activate the town center concept.

## OPTIMAL MIX OF USES, DENSITIES, AND PHASING

### Phase 1 (0-2 Years) - Catalyst Projects & Infrastructure Upgrades

- Focus on redeveloping privately and publicly available vacant parcels.
- Implement streetscape improvements, pedestrian-friendly enhancements, and stormwater upgrades
- Issue RFPs for private development on key sites.

### Phase 2 (2-5 Years) - Mixed-Use & Public Spaces

- Develop a mix of three- to five-story buildings with ground-floor retail and upper-floor residential/live-work units
- Introduce plazas, promenades, and green gathering spaces.
- Attract anchor tenants (restaurants, retail, and entertainment)

### Phase 3 (5+ Years) - Expansion & Private Investment

- Expand housing options (townhomes, apartments) to support population growth.
- Develop a structured parking facility to support increased activity.
- Strengthen branding and position South Village as a regional destination

**Density Strategy:** Maintain a village character by limiting building heights to three stories along the main street while allowing up to seven stories in designated mixed-use areas.

### CONCEPTUAL ANALYSIS

Option 1: Here is a visual representation of a two-lane main street with tree-lined sidewalks, boutique shops, and outdoor cafés, designed for a charming, pedestrian-friendly village atmosphere for the South Village redevelopment along 2<sup>nd</sup> Avenue N.



Here is a visual representation of a traditional village town center along 2nd Avenue N in the Village of Palm Springs, Florida, showcasing a charming, pedestrian-friendly streetscape with boutique shops, cafés, and public gathering spaces.



Option 2: Here is a reimagined version of the 2nd Avenue N intersection, transformed into a lively town center with boutique shops, outdoor cafés, wide sidewalks, enhanced pedestrian crossings, and a vibrant village atmosphere.



Here is a visual representation aerial site plan of 2nd Avenue N, transformed into a traditional village-like town center. It features tree-lined sidewalks, boutique shops, outdoor cafés, public plazas, fountains, and pedestrian-friendly walkways, all designed to enhance the charm and vibrancy of the district.





### Redevelopment Opportunity at NE Corner of 2nd Avenue N & Davis Road

#### Site Overview

Location: NE corner of 2nd Avenue N & Davis Road

Size: 1.13 acres

Current Condition: Vacant with an abandoned building (CRA-owned)

Land Value (2024): \$443,646

Zoning: CR (Commercial Renewal), supporting mixed-use development

Proposed Development: Three-story mixed-use project with ground-floor retail, office space, and live-work units, plus surface parking in the rear

### Tactical Implementation Recommendations

#### Redevelopment Strategy

As the Community Redevelopment Agency (CRA) already owns the site, the Village has direct control over its future. This provides a unique opportunity to fast-track redevelopment through:

##### A. CRA-Led Development:

- The CRA can redevelop the site itself or partner with a developer through a Request for Proposals (RFP).
- Use CRA funding, grants, or tax increment financing (TIF) to reduce costs and incentivize high-quality development.
- Potential for a low-cost land lease to attract private investors while ensuring community-oriented development.

##### B. Public-Private Partnership (P3):

- The CRA retains ownership and enters a joint venture with a private developer.
- Offer incentives such as density bonuses, impact fee waivers, or infrastructure support to lower private-sector costs.
- Revenue-sharing agreement where the Village benefits from a percentage of rent/sales while the developer manages operations.

## Development Program & Feasibility Study

A three-story, mixed-use building with surface parking in the rear would efficiently utilize the 1.13-acre site, maintaining a pedestrian-friendly, village-scale character.

### Programmatic Capacity Estimate

- Total Site Area: 49,222 sq. ft. (1.13 acres)
- Building Footprint (Ground Floor Coverage): ~40% (19,600 sq. ft.)
- Total Building Square Footage (3 Stories): ~58,800 sq. ft.
  - Retail (Ground Floor): ~19,600 sq. ft. (shops, small restaurants, community spaces)
  - Office & Live-Work Units (Upper Floors): ~39,200 sq. ft.
- Surface Parking (Rear Lot): ~50–60 spaces

### Return on Investment Considerations

- Revenue Streams:
  - Retail rents (\$25–\$35 per sq. ft.)
  - Office/live-work units (\$20–\$30 per sq. ft.)
- Projected Development Costs: \$200–\$250 per sq. ft. (\$11.8M–\$14.7M total)
- Potential Gross Revenue: ~\$1.8M+ in annual rent revenue
- ROI Outlook:
  - Given low land costs and strong revenue potential, this project offers a solid return in 7–10 years.
  - P3 model reduces risk while ensuring long-term financial benefits for the CRA.

### Urban Design & Public Space Integration

- Active Ground Floor Uses: Boutique retail, café spaces, and small business incubators.
- Public-Friendly Features: Wide sidewalks, shaded seating areas, and storefronts with large windows.
- Parking Strategy: Rear surface parking to maintain a walkable streetscape.
- Architectural Character: Traditional village-style design with aesthetic continuity with the Town Center vision.

This 1.13-acre CRA-owned site provides a high-impact redevelopment opportunity at a low public acquisition cost. A mixed-use project with retail, office, and live-work units will activate 2nd Avenue N, aligning with the Town Center vision.

### Next Steps:

1. Conduct a financial feasibility study to refine cost and revenue projections.
2. Develop an RFP to engage potential development partners.
3. Explore funding sources (TIF, grants, low-cost financing) to support public investment.
4. Finalize site design guidelines to ensure alignment with the Town Center vision.

With proper execution, this site can serve as a key anchor for economic growth, small business activation, and community engagement in the Village of Palm Springs Town Center.



## Redevelopment Opportunity at NW Corner of 2nd Avenue N & Davis Road

### Site Overview

- Location: NW corner of 2nd Avenue N & Davis Road
- Size: 2.17 acres
- Current Condition: Vacant land
- Land Value (2024): \$794,573
- Zoning: CR (Commercial Renewal) with potential for mixed-use development
- Proposed Development: Mixed-use Town Center project featuring ground-floor retail, office space, and live-work units with a public plaza/courtyard

## Tactical Implementation Recommendations

### Land Acquisition & Redevelopment Strategy

The Village has two primary approaches to facilitate redevelopment:

#### A. Direct Public Acquisition:

- The Village could purchase the site at fair market value to control the redevelopment vision and attract investors.
- Secure funding through grants, municipal bonds, or tax increment financing (TIF) to offset acquisition costs.
- Issue an RFP (Request for Proposals) to solicit interest from developers in line with the Town Center vision.

#### B. Public-Private Partnership (P3):

- Work with a private developer through a land lease or development agreement to reduce public financial burden.
- The Village retains control over design guidelines while leveraging private capital for construction and operations.
- Explore incentives (density bonuses, impact fee reductions, infrastructure support) to encourage high-quality investment

## Development Program & Feasibility

A three-story, mixed-use building with surface parking at the rear can efficiently utilize the 2.17-acre site, ensuring an appropriate return on investment while maintaining a pedestrian-friendly town center character.

### Programmatic Capacity Estimate

- Total Site Area: 94,525 sq. ft. (2.17 acres)
- Building Footprint (Ground Floor Coverage): ~40% (37,800 sq. ft.)
- Total Building Square Footage (3 Stories): ~113,400 sq. ft.
  - Retail (Ground Floor): ~37,800 sq. ft. (shops, dining, services)
  - Office & Live-Work Units (Upper Floors): ~75,600 sq. ft.
  - Public Plaza/Courtyard Space: ~5,000–7,000 sq. ft. integrated into the site design.
- Surface Parking (Rear Lot): ~100–120 spaces (meeting code requirements for mixed-use development).

### Return on Investment Considerations

- Revenue Streams:
  - Retail rents (\$25–\$35 per sq. ft.)
  - Office/live-work units (\$20–\$30 per sq. ft.)
  - Potential condo/townhome sales for live-work spaces
- Projected Development Costs: \$200–\$250 per sq. ft. (\$23M–\$28M total)
- Potential Gross Revenue: \$3.5M+ annual rent revenue (based on market rates)
- ROI Outlook: Given land costs and market demand, a mixed-use town center project here can generate a healthy return over 7–10 years, particularly if incentives and P3 strategies reduce upfront municipal costs.

### Urban Design & Public Space Integration

- Plaza/Public Courtyard: A central gathering space (5,000–7,000 sq. ft.) featuring seating, landscaping, and event space.
- Active Ground Floor Uses: Café patios, pedestrian-oriented storefronts, and community-focused retail.
- Parking Design: Rear-loaded parking to preserve an attractive, pedestrian-friendly streetscape.
- Architectural Scale: Three-story buildings ensuring a human-scale, village-like charm.

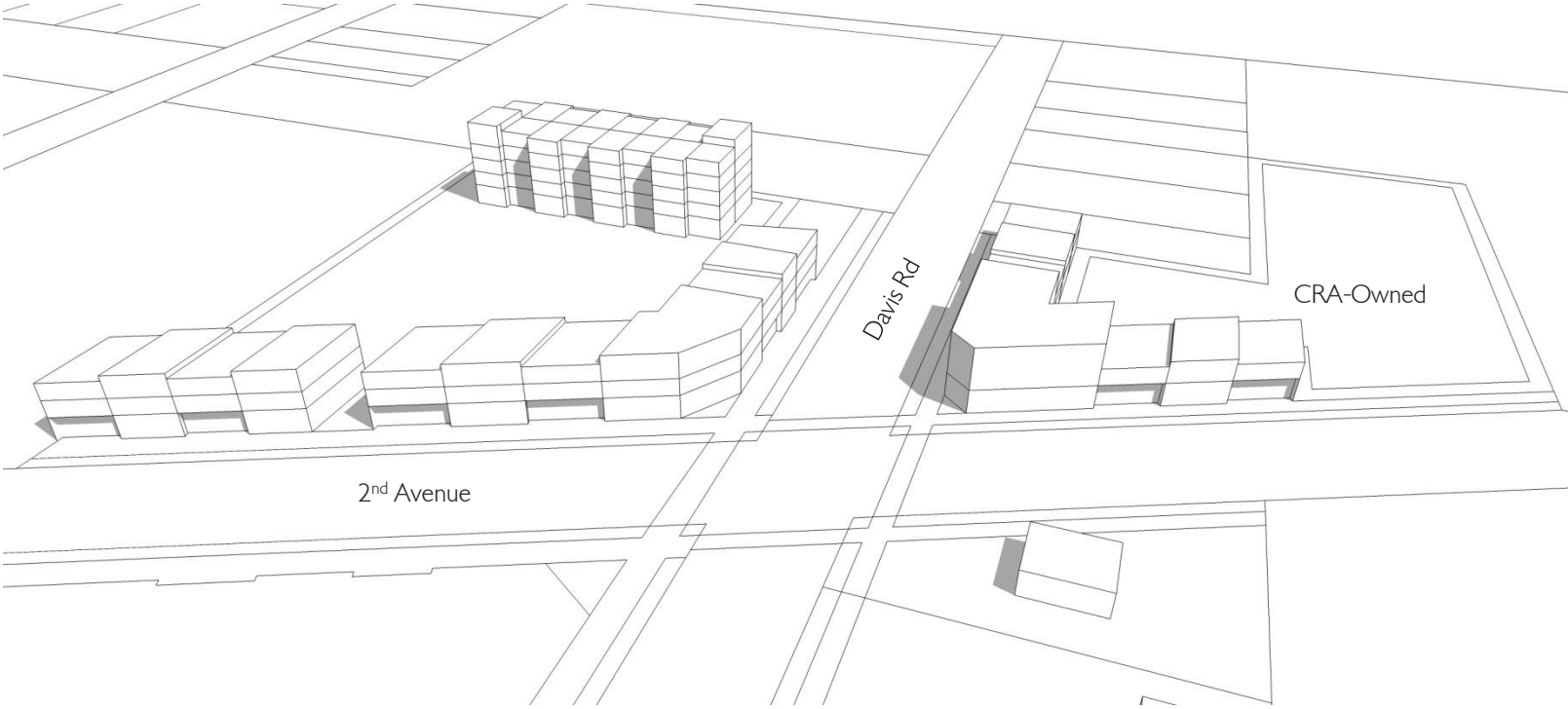
This 2.17-acre site presents a prime redevelopment opportunity to serve as a catalyst for the 2nd Avenue N Town Center vision. By leveraging public-private partnerships and strategic land use planning, the Village can maximize economic return, enhance community vibrancy, and establish a central gathering space that benefits both residents and local businesses.

### Next Steps:

1. Conduct financial feasibility analysis to refine revenue projections.
2. Explore funding options (grants, tax credits, infrastructure investments).
3. Initiate developer engagement through RFP or direct negotiations.
4. Develop site design guidelines to align with Town Center objectives.

With proper execution, this site can become a high-performing asset that enhances economic growth, walkability, and placemaking for the Village of Palm Springs.

3D Fitment





### Redevelopment Opportunity at NE Corner of 2nd Avenue N & Coconut Road

#### Site Overview

Location: NE corner of 2nd Avenue N & Coconut Road

Size: 3.28 acres

Current Condition: Vacant with an abandoned building (formerly a social services organization)

Land Value (2024): \$1,143,704

Zoning: CR (Commercial Renewal), supporting mixed-use development

Proposed Development: Three-story mixed-use development with ground-floor retail, office space, and live-work units, plus a three-level public-private (P3) parking structure to support the Town Center district.

### Tactical Implementation Recommendations

#### Land Acquisition & Redevelopment Strategy

The Village has two primary options for acquiring and redeveloping this site:

##### A. Public Acquisition & Direct Development:

- The Village purchases the site and funds redevelopment through grants, tax-increment financing (TIF), or municipal bonds.
- A phased approach could prioritize demolition, infrastructure improvements, and targeted development in partnership with private investors.
- Issue an RFP (Request for Proposals) to solicit interest from developers for a high-quality mixed-use project.

##### B. Public-Private Partnership (P3):

- Engage a private developer for a joint venture on the mixed-use building and parking structure.
- The Village retains land ownership while leasing development rights to a private partner.
- Offer incentives such as density bonuses, tax abatements, and infrastructure support to lower the developer's costs.
- Shared funding model for the parking structure, where public investment supports the public portion of the parking supply while private users (retail, office, residential) finance the rest.

## Development Program & Feasibility

A three-story, mixed-use building with rear surface parking and a three-level parking structure would maximize the Town Center vision, making it a high-visibility anchor site.

### Programmatic Capacity Estimate

- Total Site Area: 142,876 sq. ft. (3.28 acres)
- Building Footprint (Ground Floor Coverage): ~40% (57,000 sq. ft.)
- Total Building Square Footage (3 Stories): ~171,000 sq. ft.
  - Retail (Ground Floor): ~57,000 sq. ft. (shops, restaurants, entertainment)
  - Office & Live-Work Units (Upper Floors): ~114,000 sq. ft.
- Surface Parking (Rear Lot): ~130 spaces
- Three-Level Parking Structure Capacity: ~300–350 spaces

### Return on Investment Considerations

- Revenue Streams:
  - Retail rents (\$25–\$35 per sq. ft.)
  - Office/live-work units (\$20–\$30 per sq. ft.)
  - Parking revenue from structured parking (\$50–\$150 per space/month for private tenants, public hourly rates)
- Projected Development Costs:
  - Mixed-Use Building: \$200–\$250 per sq. ft. (\$34M–\$42M total)
  - 3-Level Parking Structure: \$20,000–\$30,000 per space (\$6M–\$10M total)
- Potential Gross Revenue: ~\$5M+ in annual rent revenue, plus parking revenue
- ROI Outlook: A strong investment, particularly with the parking structure supporting broader Town Center activity and attracting businesses and residents.

### Urban Design & Public Space Integration

- Pedestrian-Focused Design: Wide sidewalks, shaded public spaces, and inviting storefronts.
- Public Plaza: Incorporate a small gathering space/courtyard for community events and outdoor seating.
- Parking Structure: Located toward the rear or side of the site, ensuring a pedestrian-friendly main street feel while providing much-needed parking for the Town Center.
- Sustainability Features: Green roofs, solar-ready infrastructure, and EV charging stations in the parking structure.

This 3.28-acre site is a prime location for a transformative Town Center project, integrating mixed-use development with structured parking to support the broader 2nd Avenue N corridor. A public-private partnership would be the best approach to minimize municipal costs while maximizing private sector investment and long-term revenue generation.

### Next Steps:

1. Conduct a financial feasibility study to refine cost estimates and expected revenue.
2. Explore TIF, grants, and tax credits to support public infrastructure investments.
3. Issue an RFP for mixed-use development and parking partnership opportunities.
4. Develop site design guidelines to align with the Town Center vision.

With strategic implementation, this site can serve as a key anchor for economic growth, increased walkability, and long-term sustainability for the Village of Palm Springs.



## Redevelopment Opportunity at SW Corner of 2nd Avenue N & Davis Road

### Site Overview

Location: SW corner of 2nd Avenue N & Davis Road

Size: 2.18 acres

Current Use: Trailer dealer/ auto sales

Land Value (2024): \$1,393,080

Zoning: CR (Commercial Renewal), supporting mixed-use development

Proposed Development: Three-story mixed-use project with ground-floor retail, office space, live-work units, and surface parking at the rear

## Tactical Implementation Recommendations

### Land Acquisition & Redevelopment Strategy

The Village can pursue two main strategies for acquiring and redeveloping this site:

#### A. Public Acquisition & Direct Development:

- The Village purchases the site at market value (\$1.39M) to control redevelopment.
- Utilize grants, municipal bonds, or tax increment financing (TIF) to offset acquisition costs.
- Issue an RFP (Request for Proposals) to attract private developers aligned with the Town Center vision.

#### B. Public-Private Partnership (P3):

- Partner with a developer to co-invest in the site's redevelopment, reducing the public financial burden.
- The Village retains design control while leveraging private capital for construction.
- Offer incentives such as impact fee reductions, infrastructure support, or tax abatements to attract investment.

## Development Program & Feasibility

A three-story, mixed-use building with surface parking in the rear would maximize the site's potential while maintaining a village-scale, pedestrian-friendly environment.

### Programmatic Capacity Estimate

- Total Site Area: 94,960 sq. ft. (2.18 acres)
- Building Footprint (Ground Floor Coverage): ~40% (38,000 sq. ft.)
- Total Building Square Footage (3 Stories): ~114,000 sq. ft.
  - Retail (Ground Floor): ~38,000 sq. ft. (shops, restaurants, services)
  - Office & Live-Work Units (Upper Floors): ~76,000 sq. ft.
- Surface Parking (Rear Lot): ~110–130 spaces (meeting mixed-use requirements)

### Return on Investment Considerations

- Revenue Streams:
  - Retail rents (\$25–\$35 per sq. ft.)
  - Office/live-work units (\$20–\$30 per sq. ft.)
  - Potential condo sales or long-term leases for live-work spaces
- Projected Development Costs: \$200–\$250 per sq. ft. (\$23M–\$29M total)
- Potential Gross Revenue: ~\$3.8M+ in annual rent revenue
- ROI Outlook: Given the high land value and potential lease revenue, this could yield a strong return over 7–10 years, especially if developed through a P3 model to reduce upfront costs.

### Urban Design & Public Space Integration

- Active Ground Floor Uses: Retail and restaurant space activating the street.
- Public-Friendly Features: Wide sidewalks, outdoor seating, and storefronts with large windows.
- Parking Strategy: Rear-lot parking to preserve a pedestrian-oriented streetscape.
- Architectural Character: Traditional village-style with three-story scale to maintain a human-friendly ambiance.

This 2.18-acre site offers a prime redevelopment opportunity that aligns with the 2nd Avenue N Town Center vision. A mixed-use project with ground-floor retail, office space, and live-work units would significantly enhance the area's economic vibrancy and walkability.

### Next Steps:

1. Conduct a cost-benefit analysis to refine revenue projections.
2. Explore funding sources & incentives to offset public investment.
3. Issue an RFP or engage with developers on a P3 strategy.
4. Develop site-specific design guidelines to ensure high-quality placemaking.

With the right approach, this site can become a key anchor for the Town Center, attracting businesses, residents, and visitors while generating long-term economic growth for the Village of Palm Springs.



## Redevelopment Opportunity at SW Corner of 2nd Avenue N & Congress Avenue

### Site Overview

Location: SW corner of 2nd Avenue N & Congress Avenue

Size: 4.22 acres

Current Condition: Vacant land (multiple parcels, single owner - Prolecto Mich Inc.)

Land Value (2024): \$2,027,988

Zoning: CR (Commercial Renewal) with potential for mixed-use and multifamily development

Proposed Development: 5 to 7 story mixed-use building with ground-floor retail, multifamily residential units above, and additional village-like multifamily apartments, with surface parking in the rear.

## Tactical Implementation Recommendations

### Land Acquisition & Redevelopment Strategy

The Village can pursue two main strategies for acquiring and redeveloping this site:

#### A. Public Acquisition & Direct Development:

- The Village purchases the site at fair market value (~\$2M) to control the redevelopment process.
- Seek funding from grants, tax-increment financing (TIF), or infrastructure improvement funds.
- Issue an RFP (Request for Proposals) to attract a developer specializing in mixed-use and multifamily projects.

#### B. Public-Private Partnership (P3):

- Work with the current owner or a private developer to redevelop the site under a joint venture model.
- The Village provides zoning flexibility, infrastructure incentives, or tax abatements to encourage investment.
- Leverage a phased approach, where the first phase focuses on retail and mixed-use buildings, and the second phase develops additional multifamily housing.

## Development Program & Feasibility

A 5 to 7 story mixed-use development with a village-like residential layout would maximize the 4.22-acre site, ensuring an attractive mix of commercial activity and housing density.

### Programmatic Capacity Estimate

Total Site Area: 183,823 sq. ft. (4.22 acres)  
 Building Footprint (Ground Floor Coverage): ~50% (91,900 sq. ft.)  
 Total Building Square Footage (5 Stories): ~459,500 sq. ft.

Retail (Ground Floor along 2nd Avenue N): ~50,000 sq. ft. (shops, restaurants, services)

Multifamily Units (Upper Floors): ~409,500 sq. ft. (~400–450 units, mix of 1-3 bedrooms)

Surface Parking (Rear Lot): ~250–300 spaces, plus potential structured parking in future phases.

### Return on Investment Considerations

- Revenue Streams:
  - Retail rents (\$25–\$40 per sq. ft.)
  - Apartment rents (\$2.25–\$3 per sq. ft.)
  - Potential condo/townhome sales for multifamily component
- Projected Development Costs:
  - Mixed-Use Building: \$200–\$250 per sq. ft. (\$92M–\$115M total)
- Potential Gross Revenue:
  - Retail & Multifamily Rentals: ~\$14M+ in annual revenue
- ROI Outlook:
  - With high demand for housing and retail space, the project could achieve a strong return over 8–12 years.
  - P3 structure reduces financial risk for the Village while maximizing investment potential.

### Urban Design & Public Space Integration

- Active Ground Floor Uses: Retail and restaurant spaces designed for pedestrian engagement.
- Multifamily Layout: A mix of apartments and live-work units to create a vibrant residential community.
- Public-Friendly Features: Wide sidewalks, shaded outdoor seating, and community green spaces.
- Parking Strategy: Rear surface parking initially, with potential for structured parking in future phases.
- Architectural Character: Modern village-style buildings with a mix of brick, stucco, and glass to fit the Town Center vision.

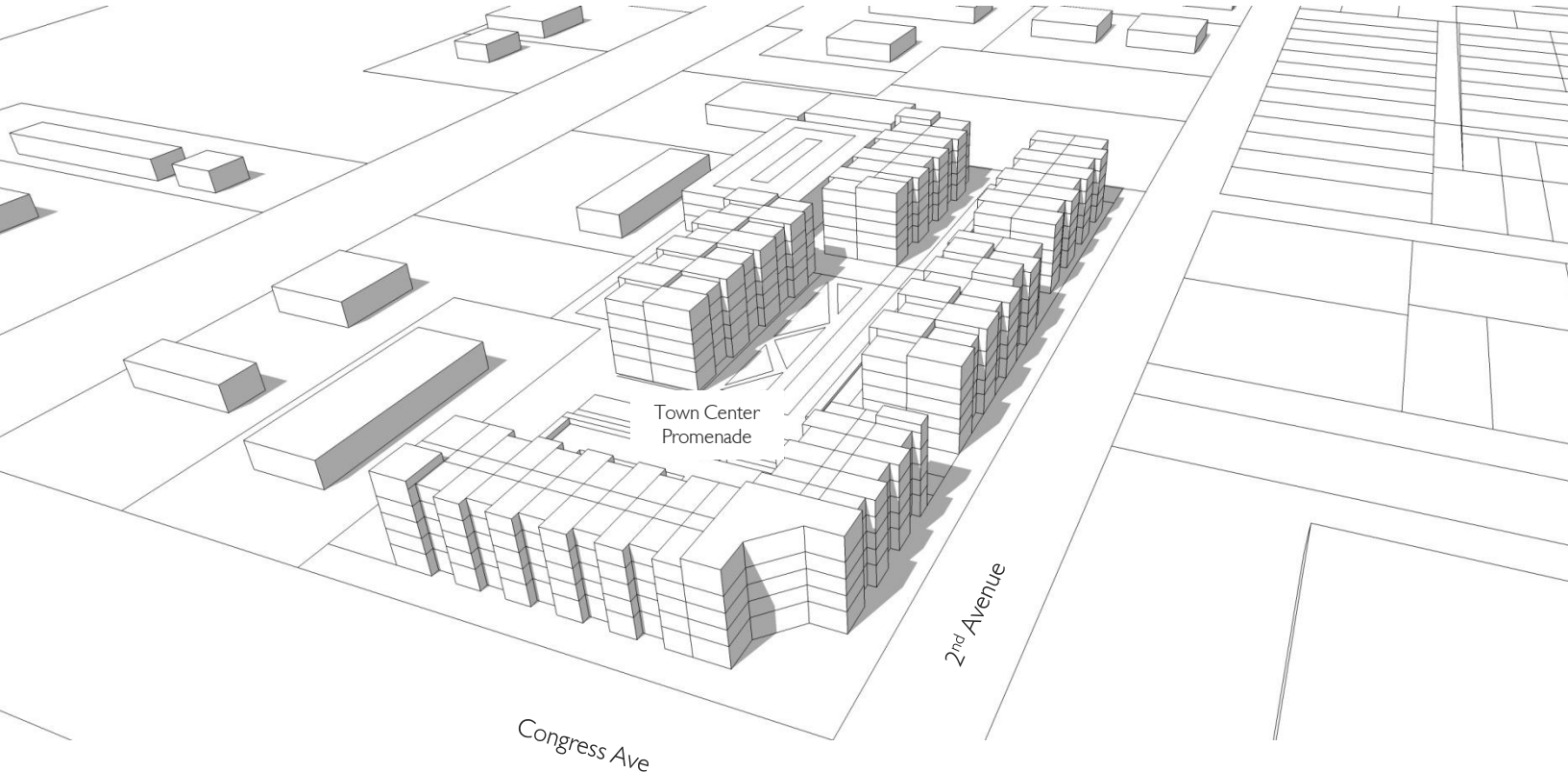
This 4.22-acre site is a cornerstone redevelopment opportunity that aligns with the Town Center vision by integrating commercial vibrancy with high-quality residential development. The combination of ground-floor retail and upper-story residential units will activate 2nd Avenue N while boosting economic growth and walkability.

### Next Steps:

1. Conduct a market feasibility study to refine development density and pricing strategy.
2. Explore funding sources, including tax credits and public-private financing.
3. Engage the current landowner in P3 discussions to determine development interest.
4. Issue an RFP for mixed-use and multifamily development proposals.

By implementing a phased redevelopment strategy, this project can serve as a model for future mixed-use urban development while ensuring long-term economic sustainability and quality of life improvements in the Village of Palm Springs.

3D Fitment



Here is an example image of the five-story mixed-use village-like redevelopment at 2nd Avenue N and Congress Avenue. This design features ground-floor retail, multifamily residential units above, a central public plaza, pedestrian-friendly streetscapes, and green rooftop spaces.



## KEY REDEVELOPMENT SITES & CONCEPTUAL COST ESTIMATES

1. **2.17-acre site at 2nd Avenue N & Davis Road (NW corner) - CRA-Owned**  
**Potential Use:** Mixed-use (Retail + Office + Live-Work Units + Public Plaza)  
**Estimated Cost:** \$18M–\$25M (including public space enhancements)
2. **3.28-acre site at 2nd Avenue N & Coconut Road**  
**Potential Use:** Mixed-use (Retail + Residential + Parking Structure)  
**Estimated Cost:** \$35M–\$45M (incorporating a structured parking facility)
3. **2.18-acre site at 2nd Avenue N & Davis Road (SW corner)**  
**Potential Use:** Boutique retail and entertainment hub  
**Estimated Cost:** \$15M–\$20M
4. **4.22-acre site at 2nd Avenue N & Congress Avenue**  
**Potential Use:** Five-story mixed-use development (Retail + Multifamily Housing)  
**Estimated Cost:** \$50M–\$65M

**Total Estimated Investment:** \$120M–\$155M for the initial redevelopment phase.

The South Village Redevelopment is a strategic economic initiative that can transform 2nd Avenue N into a vibrant town center with a walkable main street, gathering spaces, and economic opportunities.

To achieve this vision, the Village must:

- Leverage CRA-owned land and public-private partnerships (P3s).
- Implement zoning and land use adjustments to support mixed-use development.
- Invest in streetscape, stormwater, and infrastructure improvements.
- Attract private investment through incentives and marketing.

This redevelopment will not only enhance the local economy but also position Palm Springs as a unique destination in Palm Beach County, making it a model for smart growth and community-driven revitalization.

## POTENTIAL DEVELOPMENT METRICS FOR KEY REDEVELOPMENT SITES

### 1. 2.17-acre site at 2nd Avenue N & Davis Road (NW corner) - CRA-Owned

Potential Residential Units: 108  
Retail Square Footage: 21,700 sq. ft.  
Estimated Annual Tax Revenue: \$300,000

### 2. 3.28-acre site at 2nd Avenue N & Coconut Road

Potential Residential Units: 245  
Retail Square Footage: 39,360 sq. ft.  
Estimated Annual Tax Revenue: \$600,000

### 3. 2.18-acre site at 2nd Avenue N & Davis Road (SW corner)

Potential Residential Units: 0 (Retail & Entertainment Hub)  
Retail Square Footage: 32,700 sq. ft.  
Estimated Annual Tax Revenue: \$262,500

### 4. 4.22-acre site at 2nd Avenue N & Congress Avenue

Potential Residential Units: 422  
Retail Square Footage: 33,760 sq. ft.  
Estimated Annual Tax Revenue: \$862,500

These redevelopment projects will significantly enhance the local economy by creating new housing, retail, and entertainment spaces, while generating over \$2 million in new tax revenue annually to support future Village improvements.

## 4. Summary of Findings and Recommendation

---

The South Village Redevelopment Project presents a significant opportunity to transform 2nd Avenue N into a vibrant, walkable town center, integrating mixed-use development, public gathering spaces, and economic growth. Based on market conditions, land use analysis, and redevelopment potential, the following findings and recommendations outline a path to maximize investment and economic sustainability while preserving the village character of Palm Springs.

### Market Conditions & Demand

- **Population Growth:** Palm Springs' steady population growth (1.2% annually) supports increased demand for housing, retail, and entertainment.
- **Affordability & Market Opportunity:** The median home value (\$285K) is lower than Palm Beach County's (\$420K), making it attractive for first-time homebuyers and workforce housing development.
- **Retail & Entertainment Gap:** The lack of a town center and gathering spaces creates a market gap for boutique retail, outdoor dining, and entertainment venues.

### Supportable and Optimal Mix of Uses

- **Mixed-Use Development:** Ground-floor retail, upper-floor residential, and live-work spaces are highly viable, attracting both residents and businesses.
- **Hospitality & Entertainment:** Small hotels, event spaces, and entertainment hubs can drive local and visitor spending.
- **Office & Co-Working Spaces:** With growing entrepreneurship and telecommuting trends, there is demand for flexible office space and small business incubators.

### Key Redevelopment Sites & Investment Potential

4 priority redevelopment sites will generate:

- 775+ new residential units
- 127,520 sq. ft. of retail and commercial space
- Over \$2 million in new tax revenue annually

### Recommendations

1. **Prioritize Infrastructure Investments:** Invest in Complete Streets, public plazas, and pedestrian enhancements to make the area attractive to investors and residents.
2. **Leverage Public-Private Partnerships (P3s):** Utilize CRA-owned properties and tax incentives to spur private sector investment.
3. **Develop Zoning & Design Guidelines:** Ensure compatible building heights (3-7 stories), mixed-use flexibility, and village-style aesthetics.
4. **Activate Key Redevelopment Sites:** Focus on high-impact projects at Davis Road, Congress Avenue, and Coconut Road to catalyze future growth.

### **About BusinessFlare®**

BusinessFlare® is a highly qualified consulting firm specializing in redevelopment, revitalization, economic analysis, and urban planning. BusinessFlare provides expert support to Florida communities, offering tailored strategies to drive sustainable growth and improve quality of life within the county.

With offices in Stuart and Miami, Florida, BusinessFlare® is deeply rooted in the local community, offering unmatched insights into the region's unique economic and urban challenges. Our team is composed of seasoned professionals with expertise in redevelopment and planning, leveraging cutting-edge data analytics and economic modeling to guide impactful decision-making.

### **Our Services**

BusinessFlare provides a comprehensive suite of services, including:

- Downtown® Economic Assessments
- Finding of Necessity
- Redevelopment Plan Updates
- Revitalization Strategies
- Economic Data Insights and Analytics
- Economic Impact Studies
- Urban Planning and Design

2114 SE Ray Way  
Stuart, Florida 34994  
T. (305) 281-2279  
<https://businessflare.net/>

# Task 2: Visioning and Conceptual Design

Village of Palm Springs, Florida  
South Village Redevelopment



## Visioning & Conceptual Design Summary

**Village South is the foundation for a vibrant, future-ready town center.**

Through a detailed fitment and economic feasibility analysis, multiple development scenarios have been modeled to reflect the community's aspirations and market realities. The vision prioritizes:

- Mixed-use walkable urbanism with residential, retail, commercial, and civic spaces.
- Human-scale public realm with plazas, activated streetscapes, and roundabouts featuring fountains and landscaping.
- Transit-connected housing options that respond to population growth, affordability needs, and changing lifestyle preferences.
- Design excellence through boutique, Mediterranean, and urban architectural styles that continue Palm Springs' legacy as a stylish, residentially focused community.

The planning exercise positions the Village for phased redevelopment and strategic land use transitions supported by proactive rezoning and infrastructure investment.

### **Key Takeaways for Village Staff & Commission:**

#### **Strategic Land Positioning:**

- 7.5 acres of potential redevelopment land at the Village South core.
- Located on Lake Worth Road and 2nd Avenue, adjacent to Palm Beach State College and minutes from I-95, West Palm Beach, and WPB Brightline Station.
- Additional opportunity sites identified along Congress Ave, Forest Hill Blvd, and Lake Worth Rd South, offering 80+ acres of future-ready parcels.

#### **Strong Market Opportunity:**

- Robust demand for housing and mixed-use development, driven by rising rents and limited/ expensive land availability in coastal cities like West Palm Beach.
- Market capture from students, young professionals, and workforce housing segments due to proximity to college and job centers.
- Identified phased feasibility for 1,793+ units and ground-floor commercial, showing strong return-on-investment potential.

#### **Fitment & Development Capacity:**

- Illustrated concepts across multiple opportunity sites show scalable development from commercial activation to 7-story mixed-use buildings.
- Example: Congress and 2<sup>nd</sup> Ave Mixed-Use fitment analysis shows 1,142 units possible under redevelopment at 7 stories
- Additional higher-density fitments include Swap Shop site with 2,618 units and College Gateway with 2,605 units

#### **Village Support & Strategy:**

- The Village is aligned in supporting zoning changes, public infrastructure investments, and incentivizing land assembly.
- Willingness to partner with master developers to unlock sites under fragmented ownership and activate vacant or underutilized parcels.

#### **Tools to Attract Investment:**

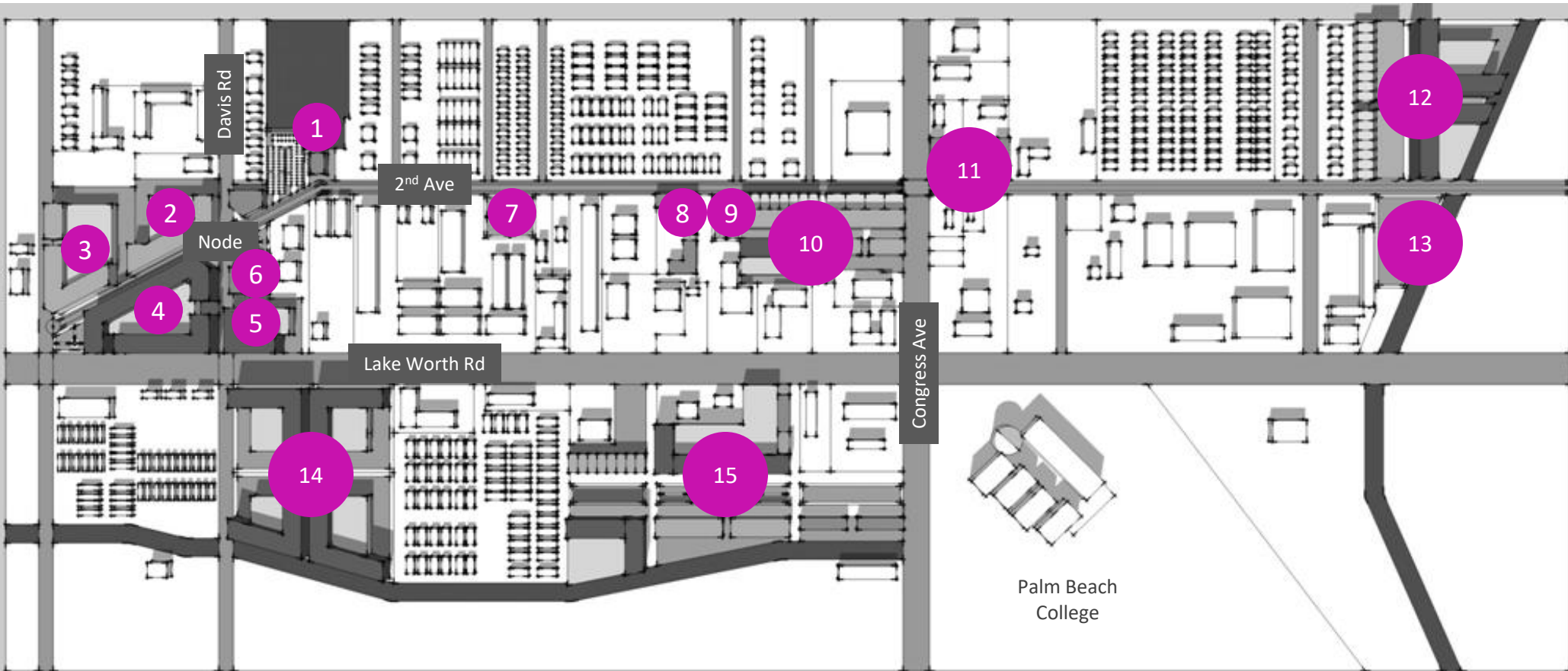
- Potential for zoning flexibility, infrastructure coordination, potential tax increment financing (TIF), expedited permitting, and branding partnerships.
- Opportunities for public-private partnerships on public land and right-of-way enhancements (e.g., roundabouts, shared parking, open spaces).

### Strategic Message:

Palm Springs is ready to become the next great destination in Palm Beach County. With the land, vision, and community support in place, this is a rare, catalytic opportunity to shape a lasting town center/ downtown, one that blends legacy with growth, charm with momentum, and livability with lasting value.



## Overall Map Key



### South Village

1. CRA Site
2. Davis NW
3. Private
4. Gateway
5. Marketplace
6. Davis SE

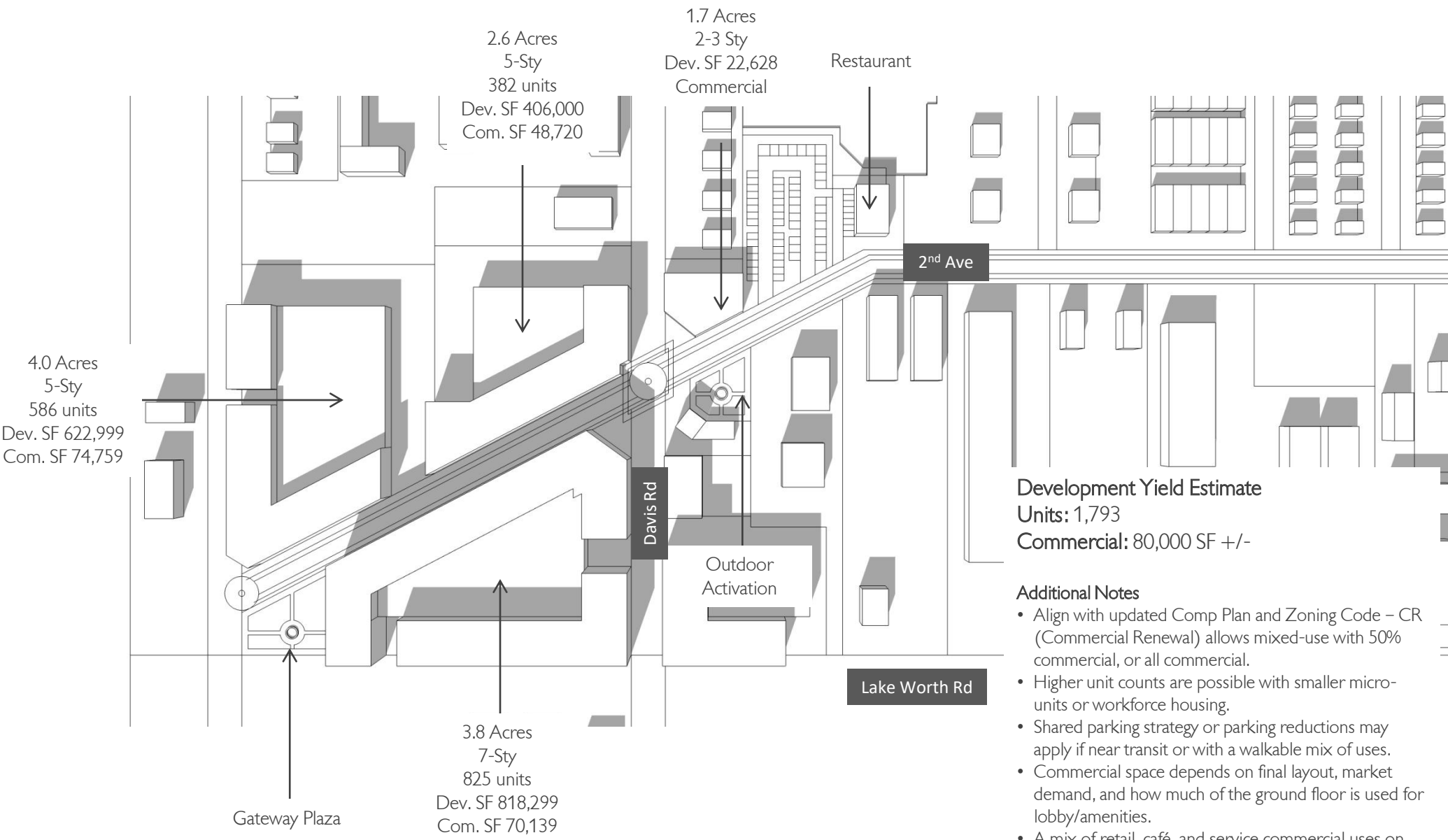
### Along 2<sup>nd</sup> Ave

7. Active Plaza (Entrepreneurs)
8. Creative's (commercial)
9. Food Plaza
10. Congress Mixed-Use
11. Congress Commercial
12. Canal Site #1
13. Canal Site #2

### South Lake Worth Rode Node

14. Swap Shop
15. College Gateway

# Concept – South Village (2<sup>nd</sup> Avenue and Davis)

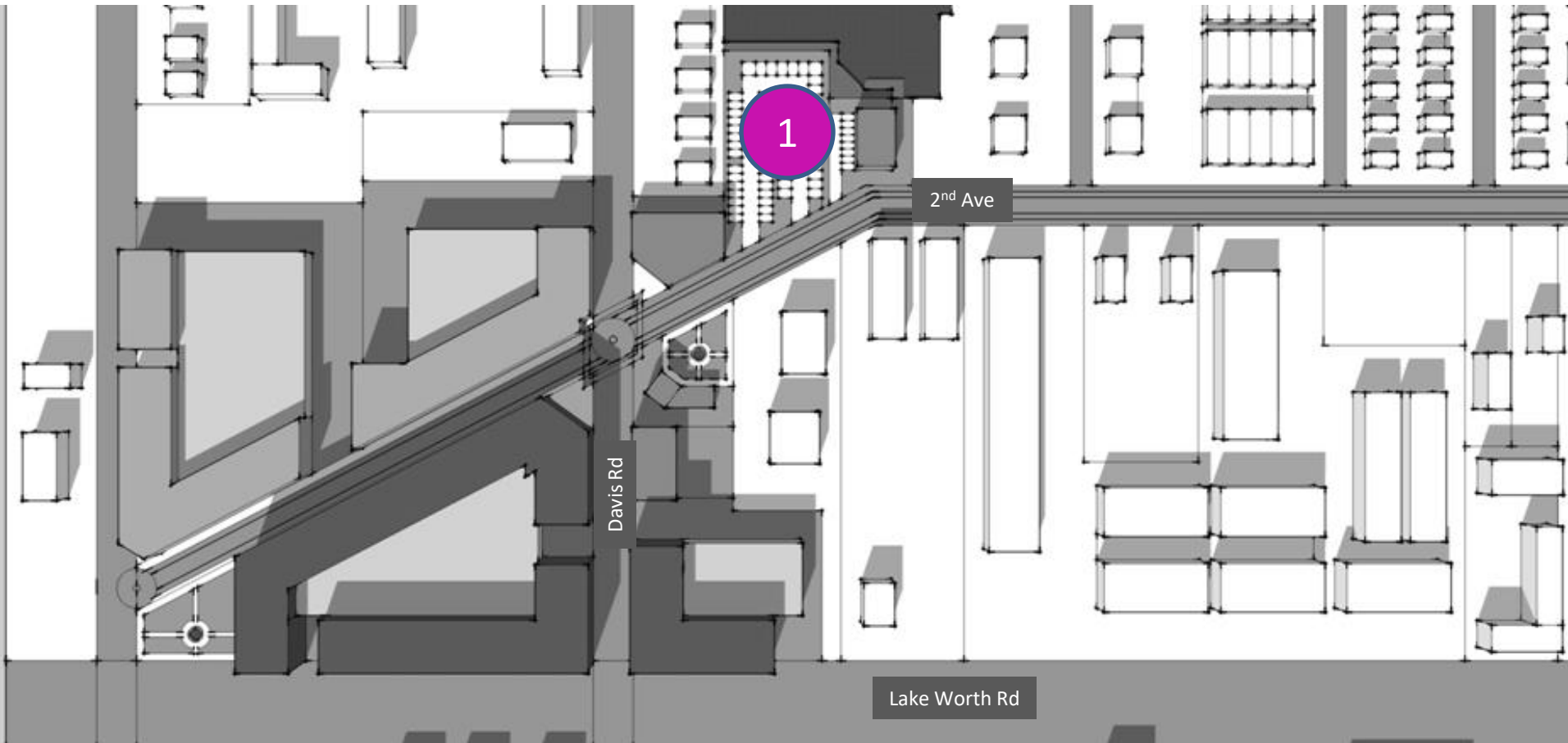


**Development Yield Estimate**  
**Units: 1,793**  
**Commercial: 80,000 SF +/-**

**Additional Notes**

- Align with updated Comp Plan and Zoning Code – CR (Commercial Renewal) allows mixed-use with 50% commercial, or all commercial.
- Higher unit counts are possible with smaller micro-units or workforce housing.
- Shared parking strategy or parking reductions may apply if near transit or with a walkable mix of uses.
- Commercial space depends on final layout, market demand, and how much of the ground floor is used for lobby/amenities.
- A mix of retail, café, and service commercial uses on the ground floor activates the streetscape and promenade along 2<sup>nd</sup> Avenue and Davis Rd node.

Concept – South Village (2<sup>nd</sup> Avenue and Davis)



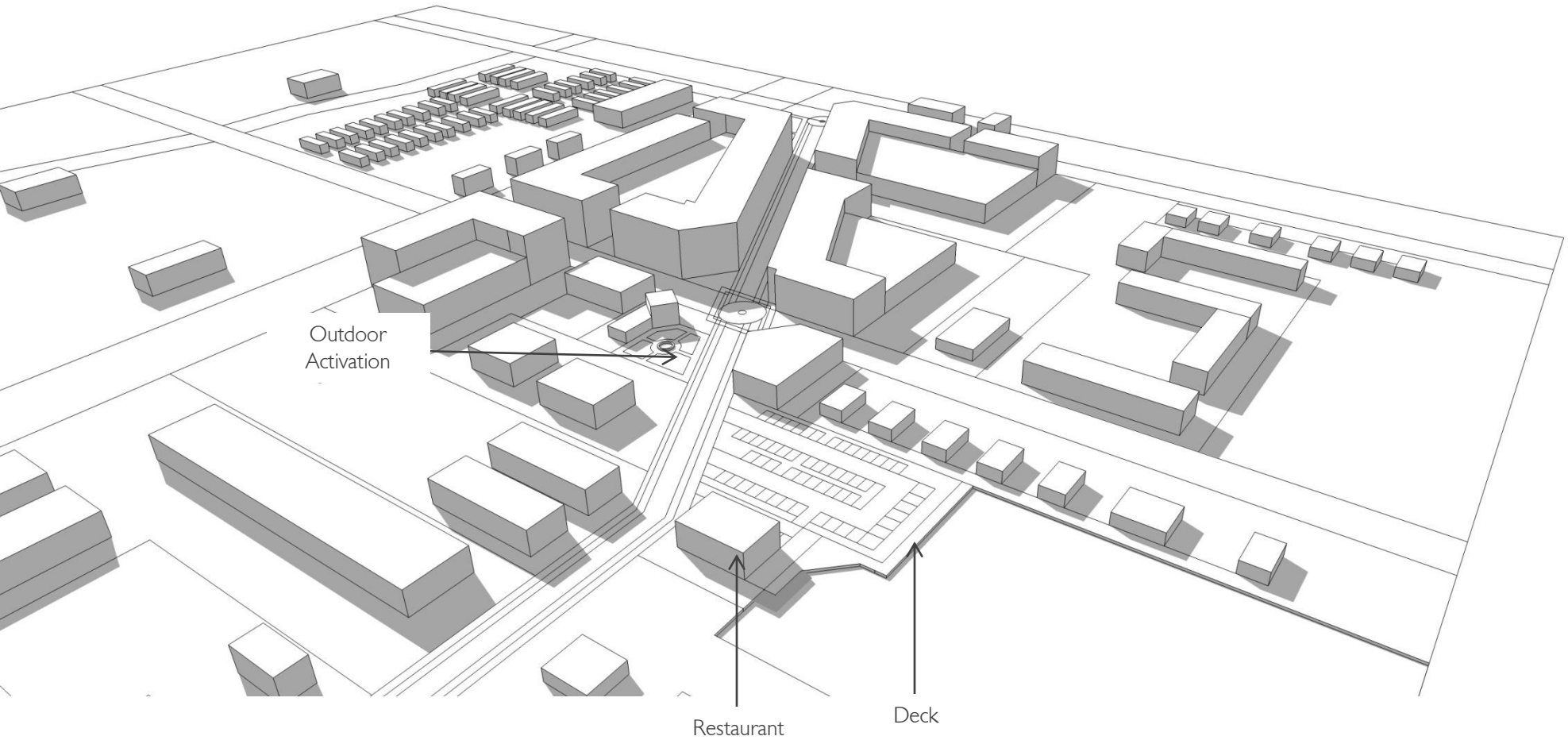
**Site 1:** 75,429 sf

**Current Zoning:** 0 units (Residential Prohibited)

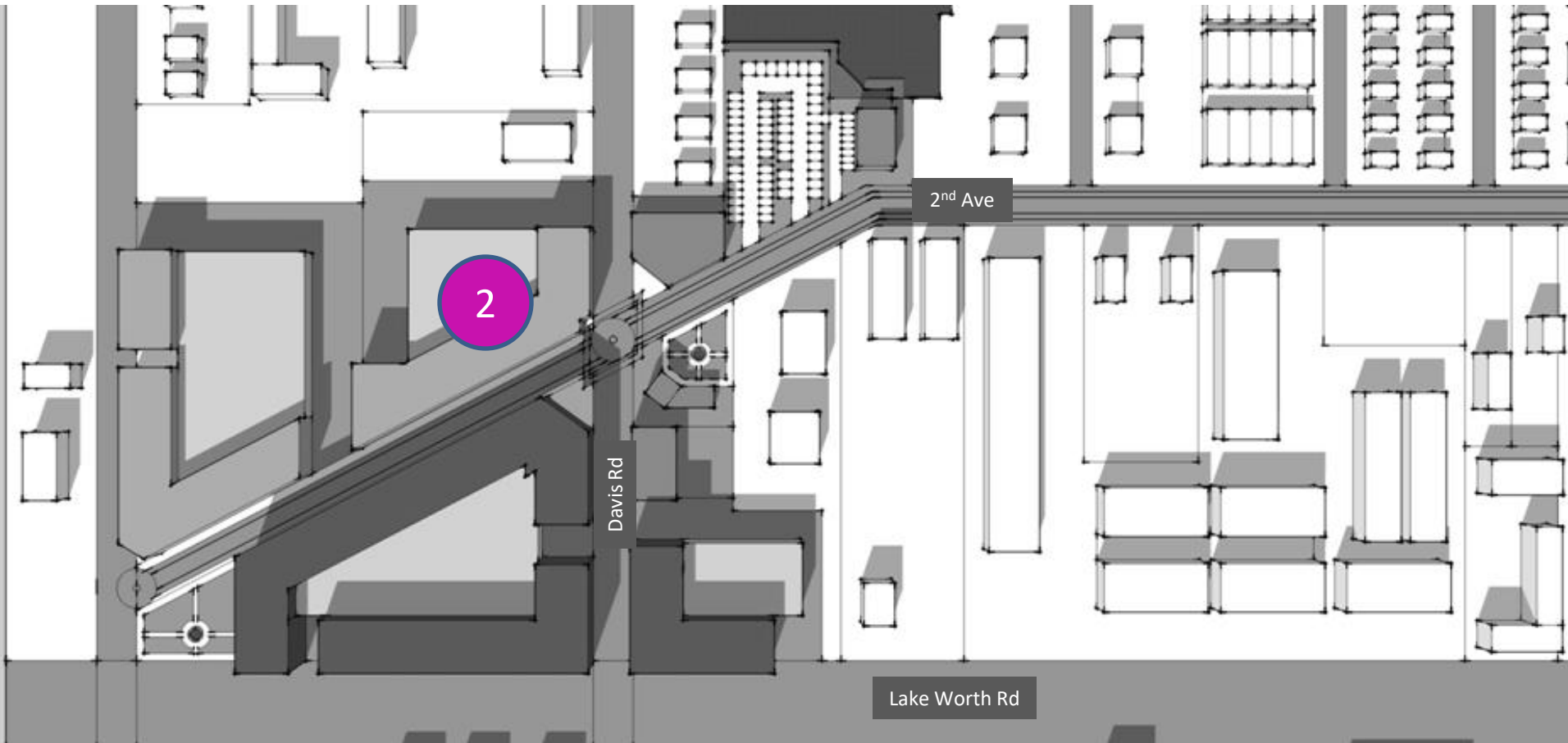
**Proposed Comp Plan at 50% Residential:** 44.3 units (assumption at 850 sf per unit)

**Fitment:** Commercial/ Open Space/ Restaurant/ Waterfront

Concept – South Village (2<sup>nd</sup> Avenue and Davis)



Concept – South Village (2<sup>nd</sup> Avenue and Davis)



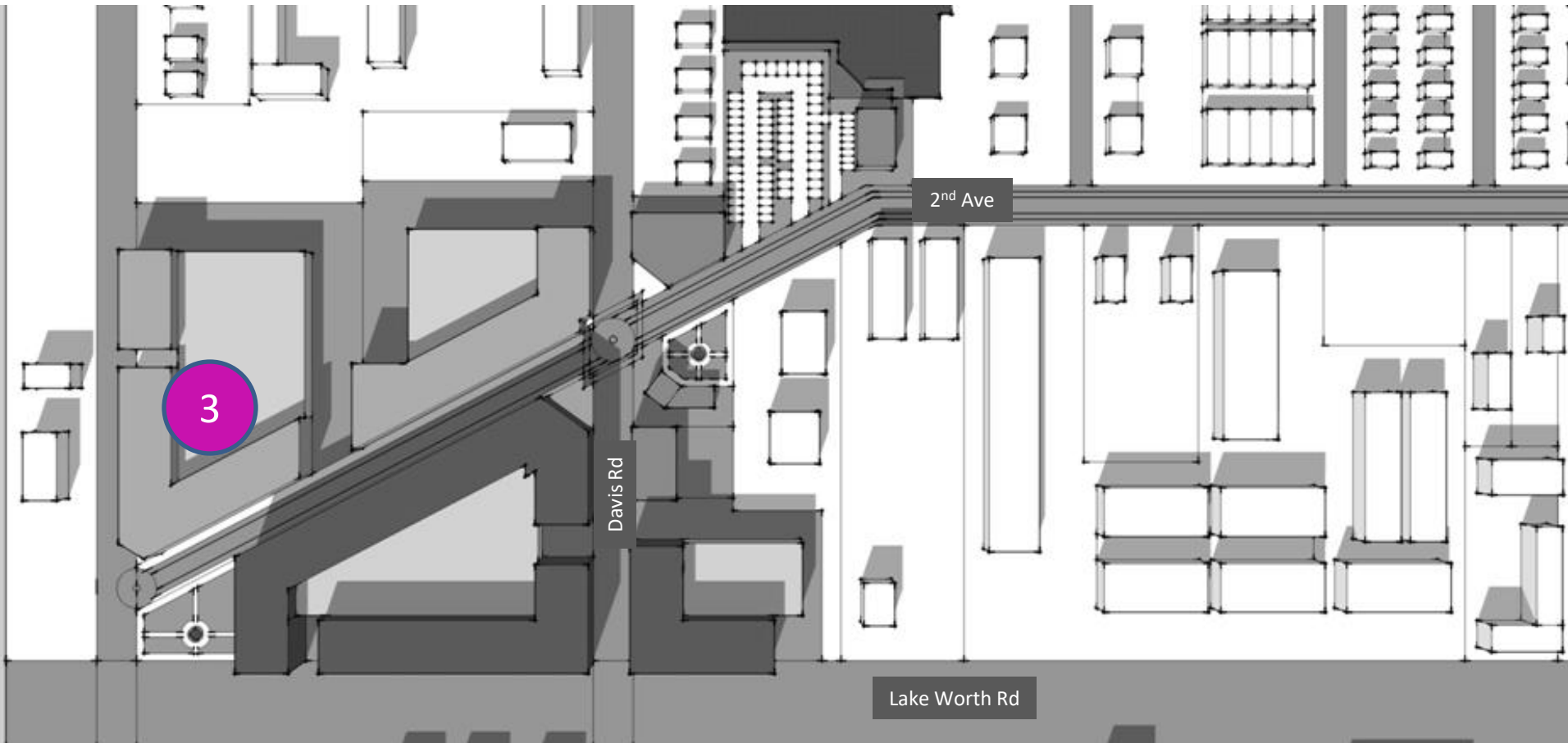
**Site 2:** 116,000 sf

**Current Zoning:** 0 units (Residential Prohibited)

**Proposed Comp Plan at 50% Residential:** 68.2 units (assumption at 850 sf per unit)

**Fitment:** 382 units (assumption at 850 sf per unit) at 5-stories

Concept – South Village (2<sup>nd</sup> Avenue and Davis)



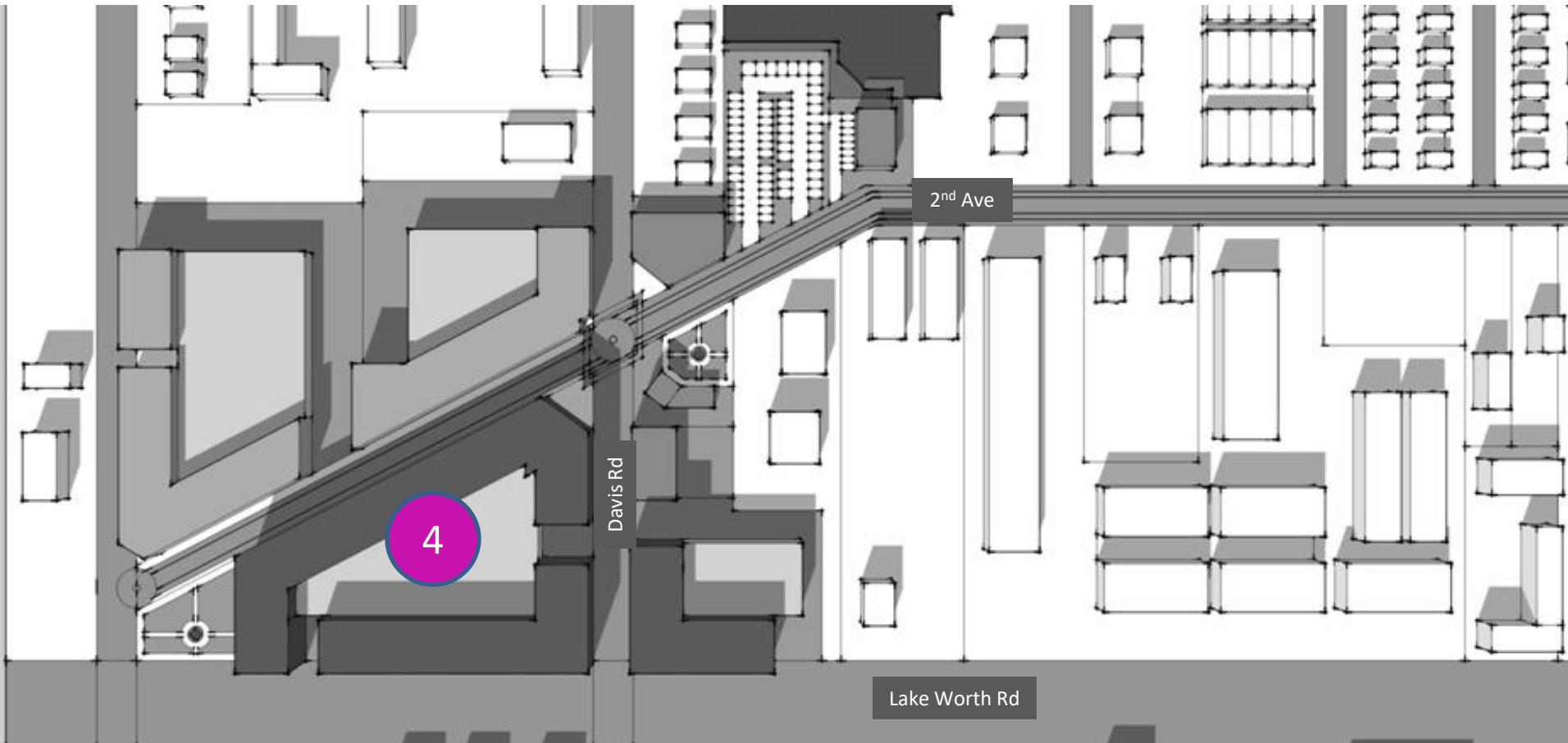
**Site 3:** 178,000 sf

**Current Zoning:** 0 units (Residential Prohibited)

**Proposed Comp Plan at 50% Residential:** 104.7 units (assumption at 850 sf per unit)

**Fitment:** 586 units (assumption at 850 sf per unit) at 5-stories

Concept – South Village (2<sup>nd</sup> Avenue and Davis)



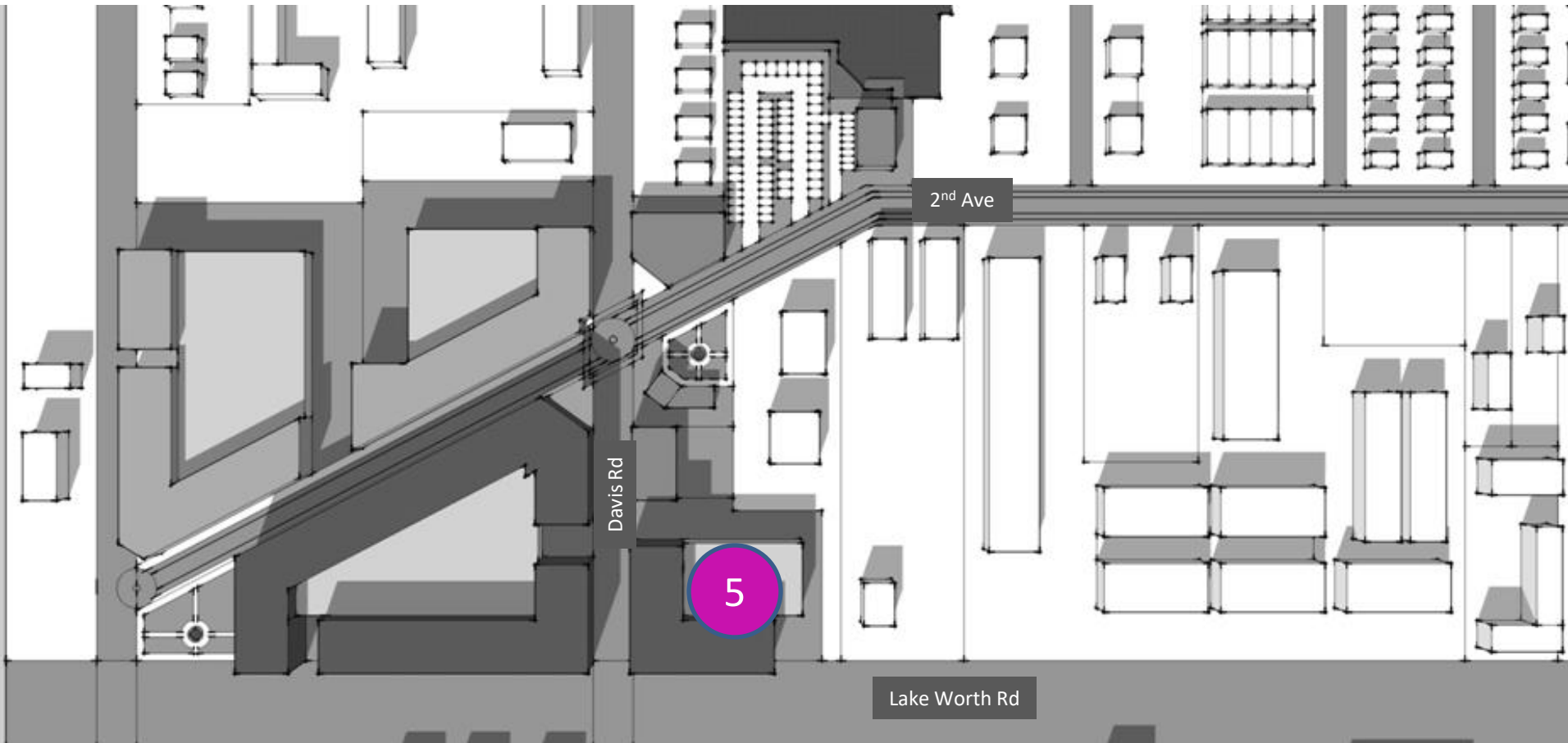
**Site 4:** 144,000 sf

**Current Zoning:** 0 units (Residential Prohibited)

**Proposed Comp Plan at 50% Residential:** 84.7 units (assumption at 850 sf per unit)

**Fitment:** 711 units (assumption at 850 sf per unit) at 7-stories

Concept – South Village (2<sup>nd</sup> Avenue and Davis)



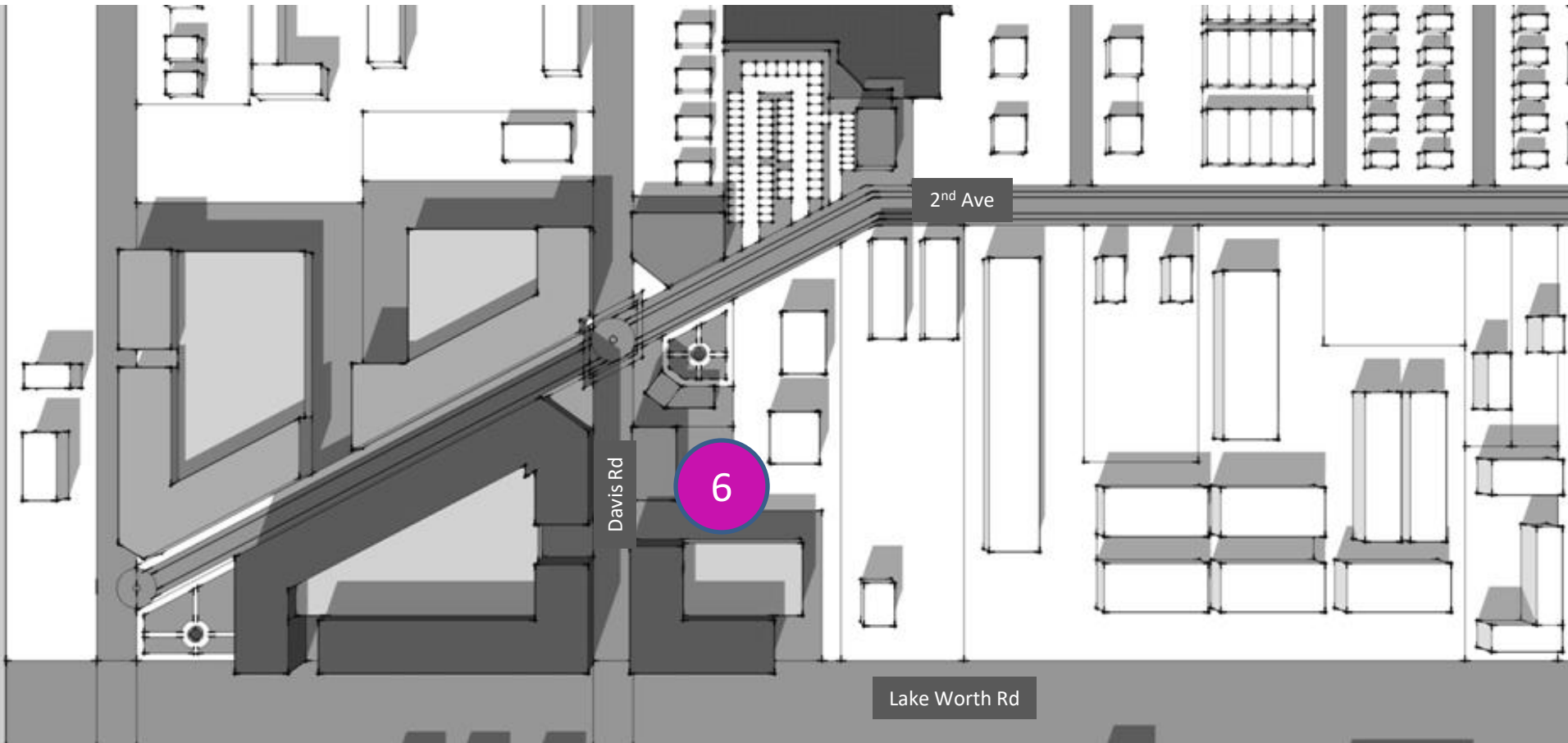
**Site 5:** 67,203 sf

**Current Zoning:** 0 units (Residential Prohibited)

**Proposed Comp Plan at 50% Residential:** 39.5 units (assumption at 850 sf per unit)

**Fitment:** 150 units (assumption at 850 sf per unit) at 7-stories & Commercial Component

Concept – South Village (2<sup>nd</sup> Avenue and Davis)



**Site 6:** 108,137 sf

**Current Zoning:** 0 units (Residential Prohibited)

**Proposed Comp Plan at 50% Residential:** 63.61 units (assumption at 850 sf per unit)

**Fitment:** 350 units (assumption at 850 sf per unit) at 7-stories & Commercial Component

Concept – South Village (2<sup>nd</sup> Avenue and Davis)

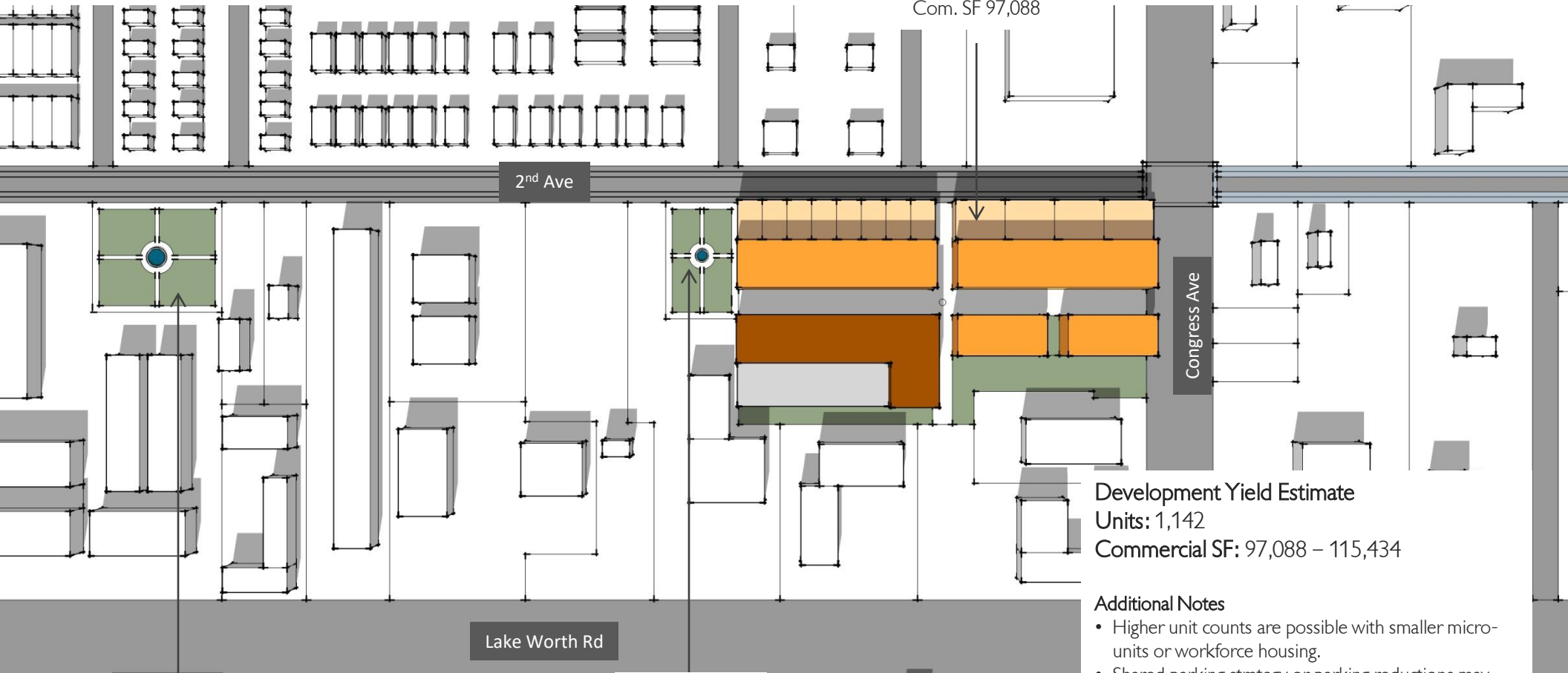
- 2-3 Stories (Commercial)
- 4-5 Stories (Mixed-use/ Multifamily)
- 6-7 Stories (Mixed-use/ Multifamily)



# Concept – 2<sup>nd</sup> Avenue and Congress

- 2-3 Stories (Commercial)
- 4-5 Stories (Mixed-use/ Multifamily)
- 6-7 Stories (Mixed-use/ Multifamily)

5.3 Acres  
 5-7 Sty  
 1,142 units  
 Dev. SF 1,132,703  
 Com. SF 97,088



**Development Yield Estimate**  
 Units: 1,142  
 Commercial SF: 97,088 – 115,434

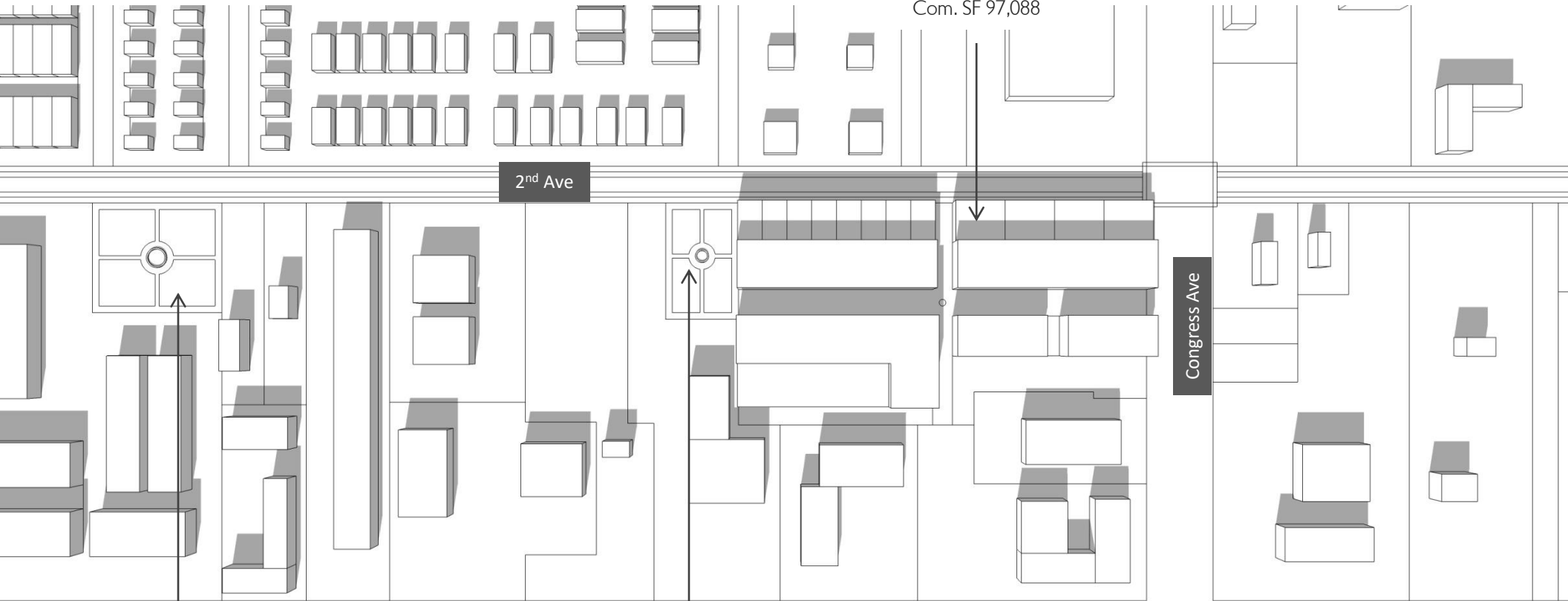
- Additional Notes**
- Higher unit counts are possible with smaller micro-units or workforce housing.
  - Shared parking strategy or parking reductions may apply if near transit or with a walkable mix of uses.
  - Commercial space depends on final layout, market demand, and how much of the ground floor is used for lobby/amenities.
  - A mix of retail, café, and service commercial uses on the ground floor activates the streetscape and promenade along 2<sup>nd</sup> Avenue and Davis Rd node.

Entrepreneur  
 Outdoor Activation

Neighborhood  
 Pocket Park

Concept – 2<sup>nd</sup> Avenue and Congress

5.3 Acres  
5-7 Sty  
1,142 units  
Dev. SF 1,132,703  
Com. SF 97,088



Entrepreneur  
Outdoor Activation

Neighborhood  
Pocket Park

Concept – 2<sup>nd</sup> Avenue and Congress

- 2-3 Stories (Commercial)
- 4-5 Stories (Mixed-use/ Multifamily)
- 6-7 Stories (Mixed-use/ Multifamily)



2<sup>nd</sup> Ave

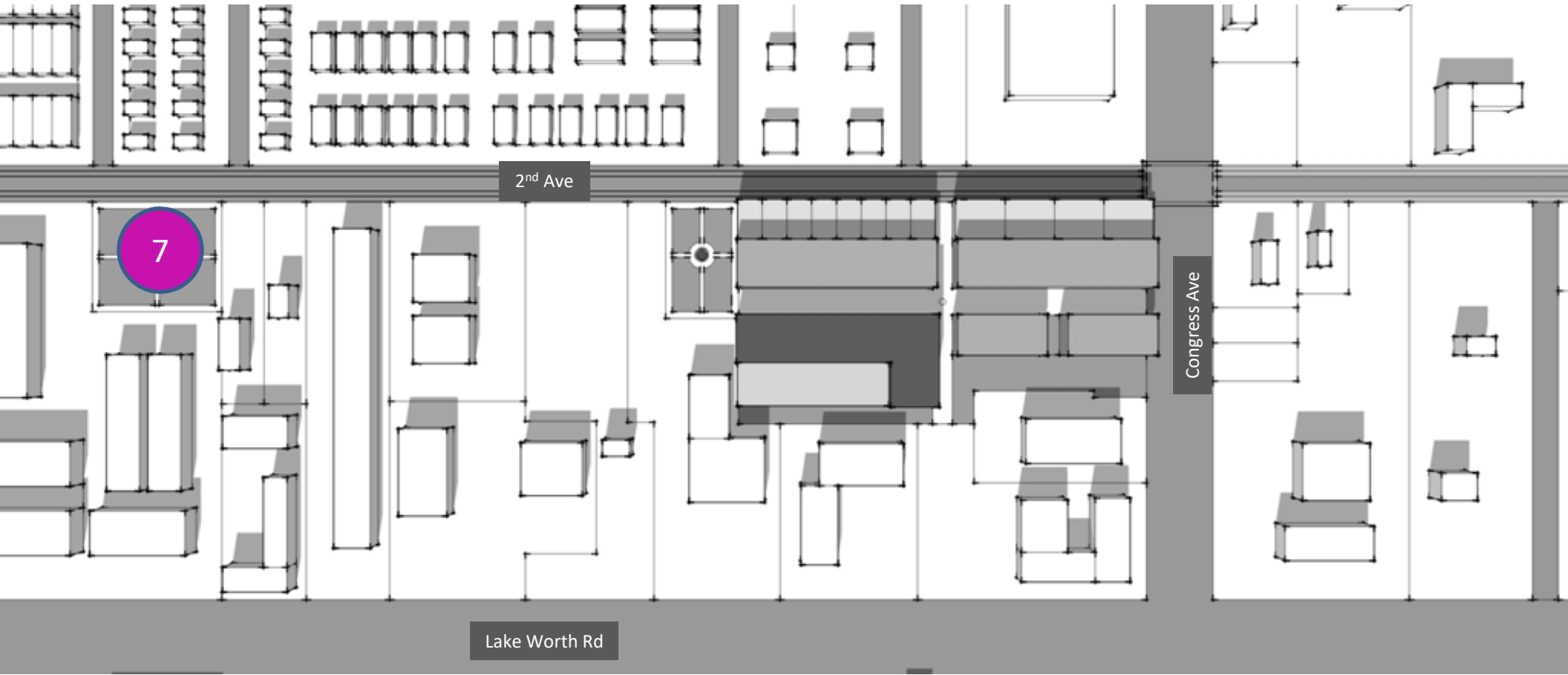
Lake Worth Rd

Congress Ave

Additional  
Commercial



Concept – 2<sup>nd</sup> Avenue and Congress



**Site 7:** 38,614 sf

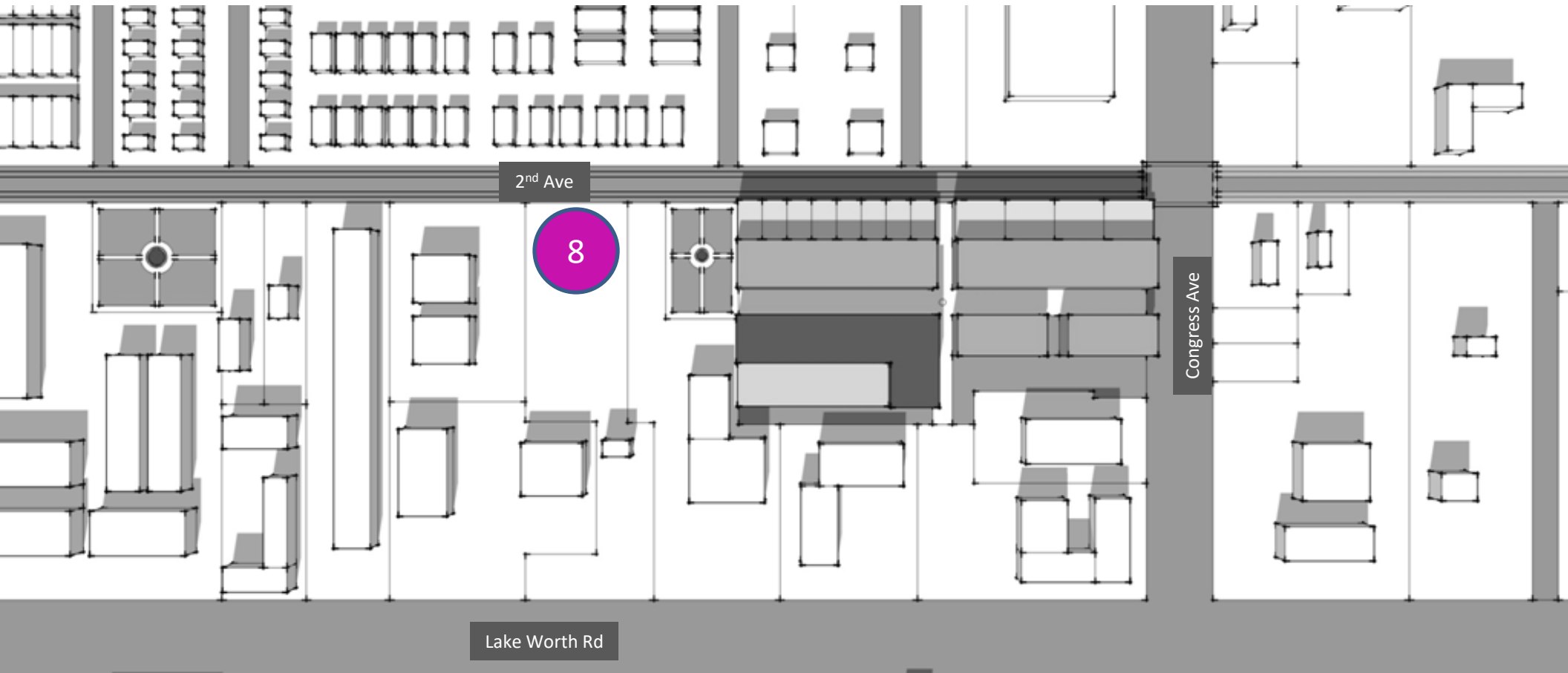
**Current Zoning:** 0 units (Residential Prohibited)

**Proposed Comp Plan at 50% Residential:** 22.7 units (assumption at 850 sf per unit)

**Fitment:** Open Space Activation

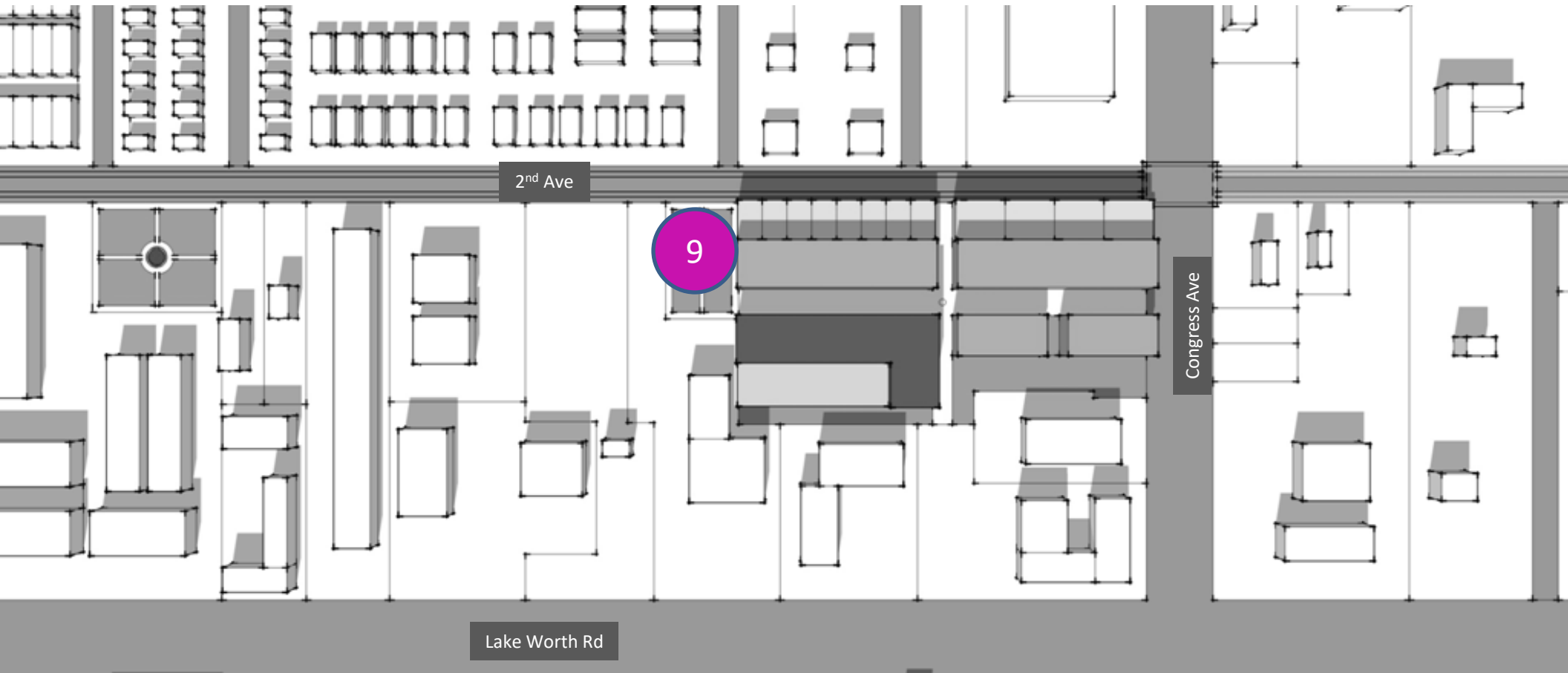
Active Plaza  
Entrepreneurs

Concept – 2<sup>nd</sup> Avenue and Congress



**Site 8:** 59,732 sf  
**Current Zoning:** 0 units (Residential Prohibited)  
**Proposed Comp Plan at 50% Residential:** 35.1 units (assumption at 850 sf per unit)  
**Fitment:** Commercial

Concept – 2<sup>nd</sup> Avenue and Congress



**Site 9:** 31,105 sf

**Current Zoning:** 0 units (Residential Prohibited)

**Proposed Comp Plan at 50% Residential:** 18.2 units (assumption at 850 sf per unit)

**Fitment:** Open Space Activation

Food Plaza

Concept – 2<sup>nd</sup> Avenue and Congress



**Site 10:** 231,164 sf

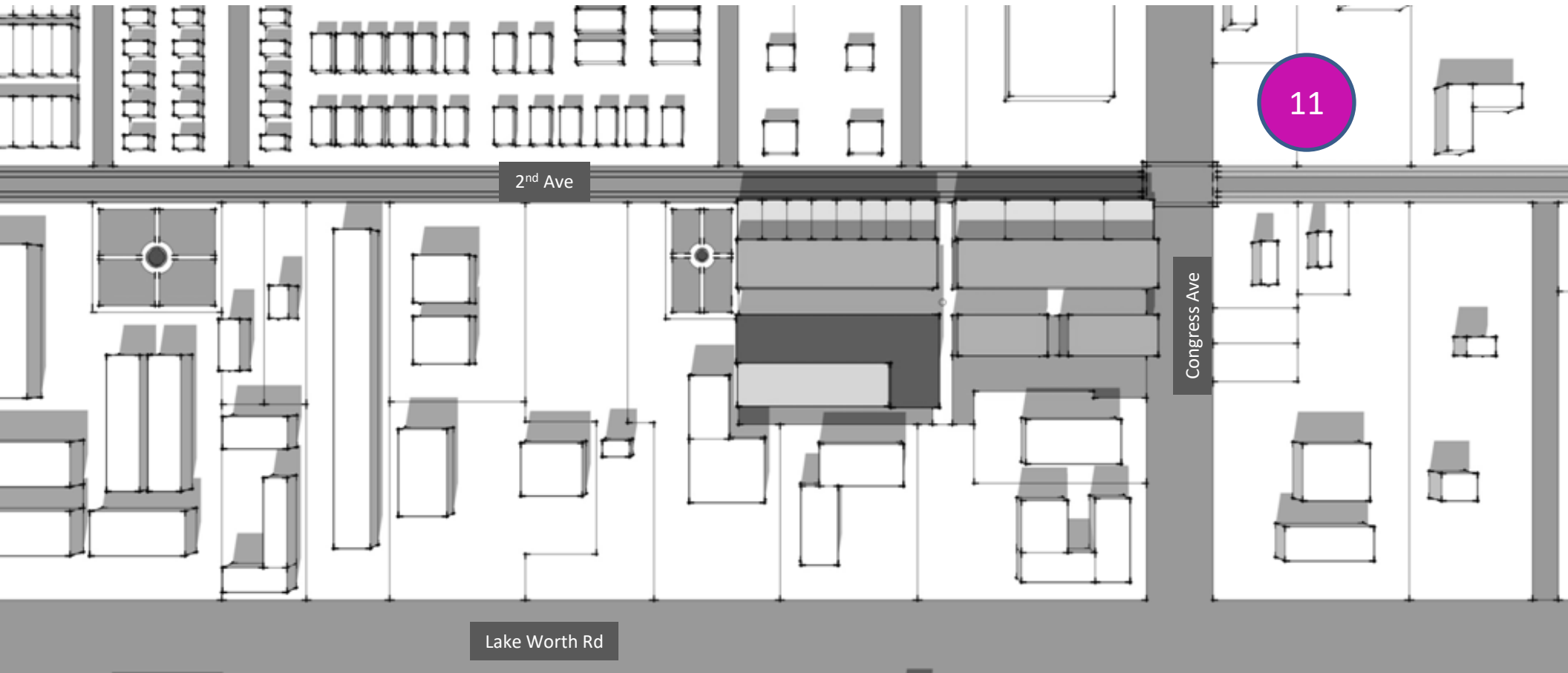
**Current Zoning:** 0 units (Residential Prohibited)

**Proposed Comp Plan at 50% Residential:** 135.9 units (assumption at 850 sf per unit)

**Fitment:** 1,142 units (assumption at 850 sf per unit) at 7-stories

Congress  
Mixed-Use

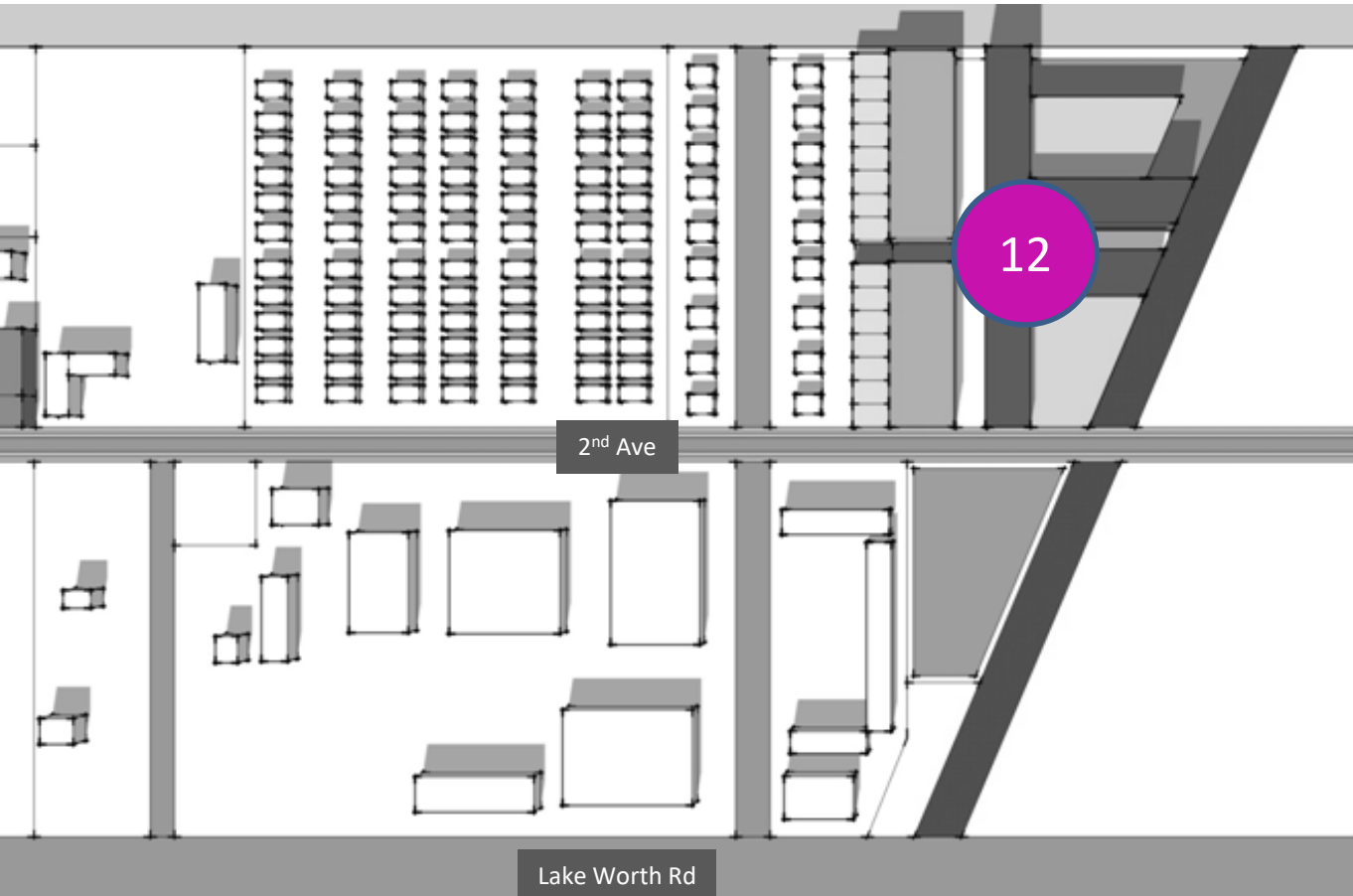
Concept – 2<sup>nd</sup> Avenue and Congress



**Site 11:** 27,155 sf  
**Current Zoning:** 0 units (Residential Prohibited)  
**Proposed Comp Plan at 50% Residential:** 15.9 units (assumption at 850 sf per unit)  
**Fitment:** Commercial

Congress  
Commercial

Concept – 2<sup>nd</sup> Avenue East



**Site 12:** 294,770 sf / 6.7 acres

**Current Zoning:** 127.3 units (RM-Residential at 19.0 du/ac)

**Proposed Comp Plan at 50% Residential:** 173.3 units (assumption at 850 sf per unit)

**Fitment:** 850 units (assumption at 850 sf per unit) at 7-stories

Canal Site #1

# Concept – 2<sup>nd</sup> Avenue East

- 2-3 Stories (Commercial)
- 4-5 Stories (Mixed-use/ Multifamily)
- 6-7 Stories (Mixed-use/ Multifamily)

6.7 Acres  
5-7 Sty  
850 units  
Dev. SF TBD



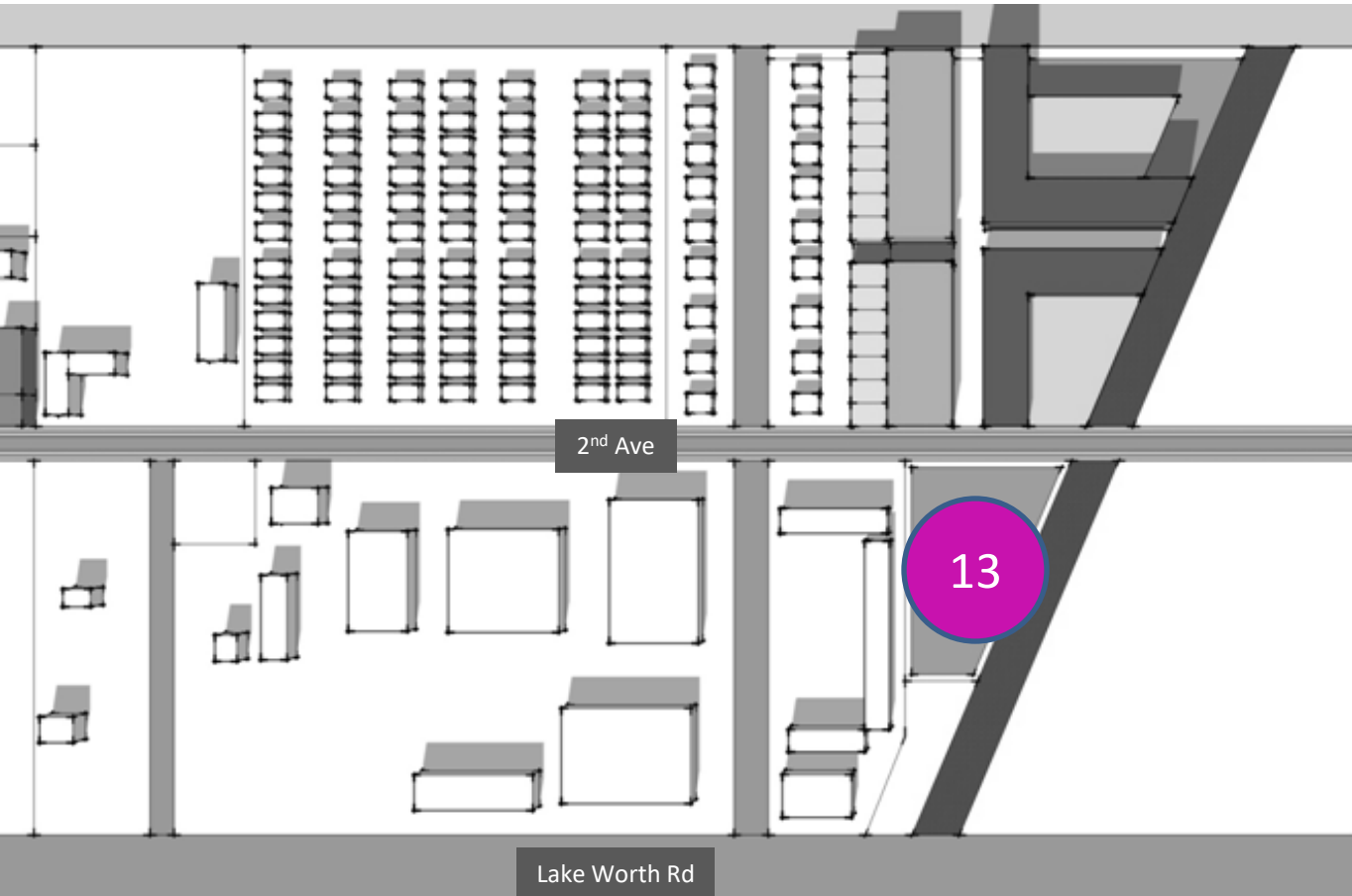
Neighborhood  
Park (Anchor)

# Concept - 2<sup>nd</sup> Avenue East

6.7 Acres  
5-7 Sty  
850 units  
Dev. SF TBD



Concept – 2<sup>nd</sup> Avenue East



**Site 13:** 112,214 sf / 2.5 acres

**Current Zoning:** 47.5 units (RM-Residential at 19.0 du/ac)

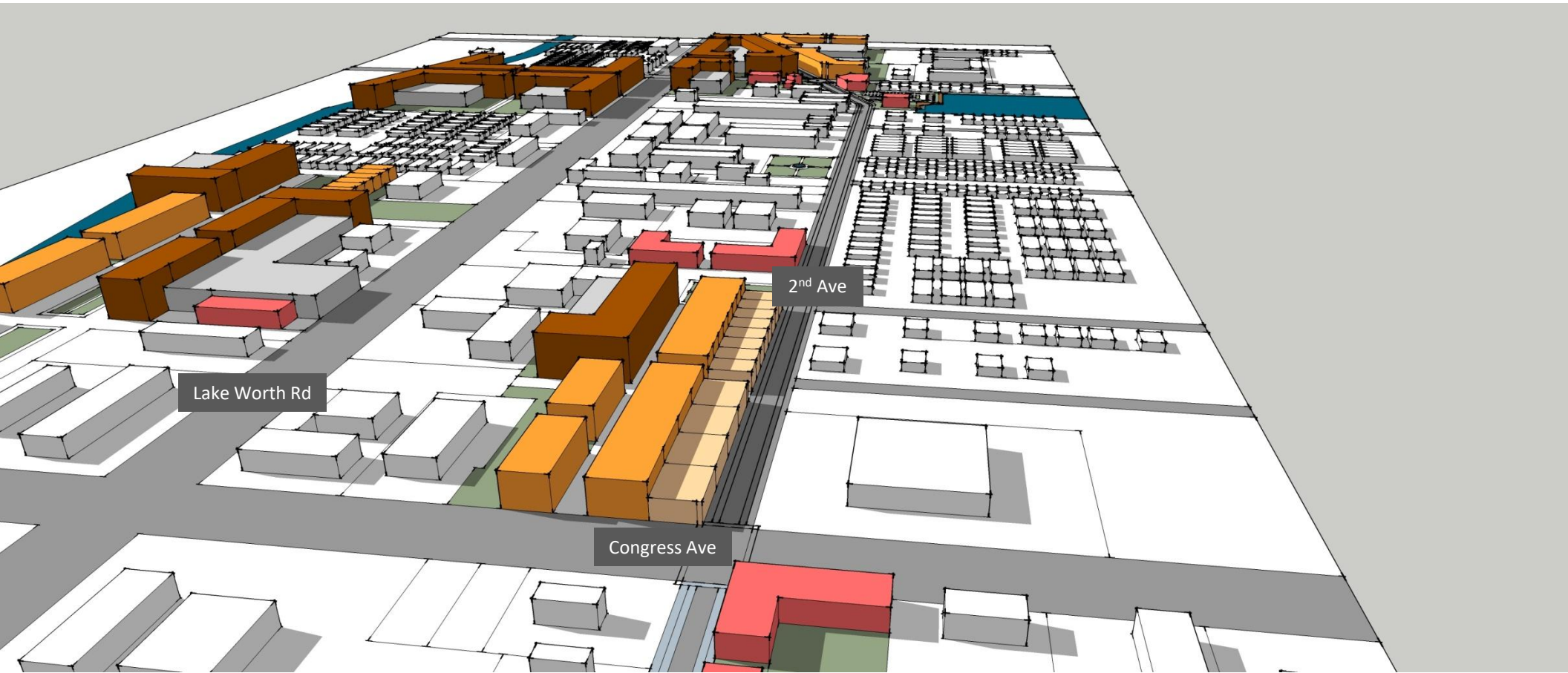
**Proposed Comp Plan at 50% Residential:** 66.0 units (assumption at 850 sf per unit)

**Fitment:** Open Space Activation

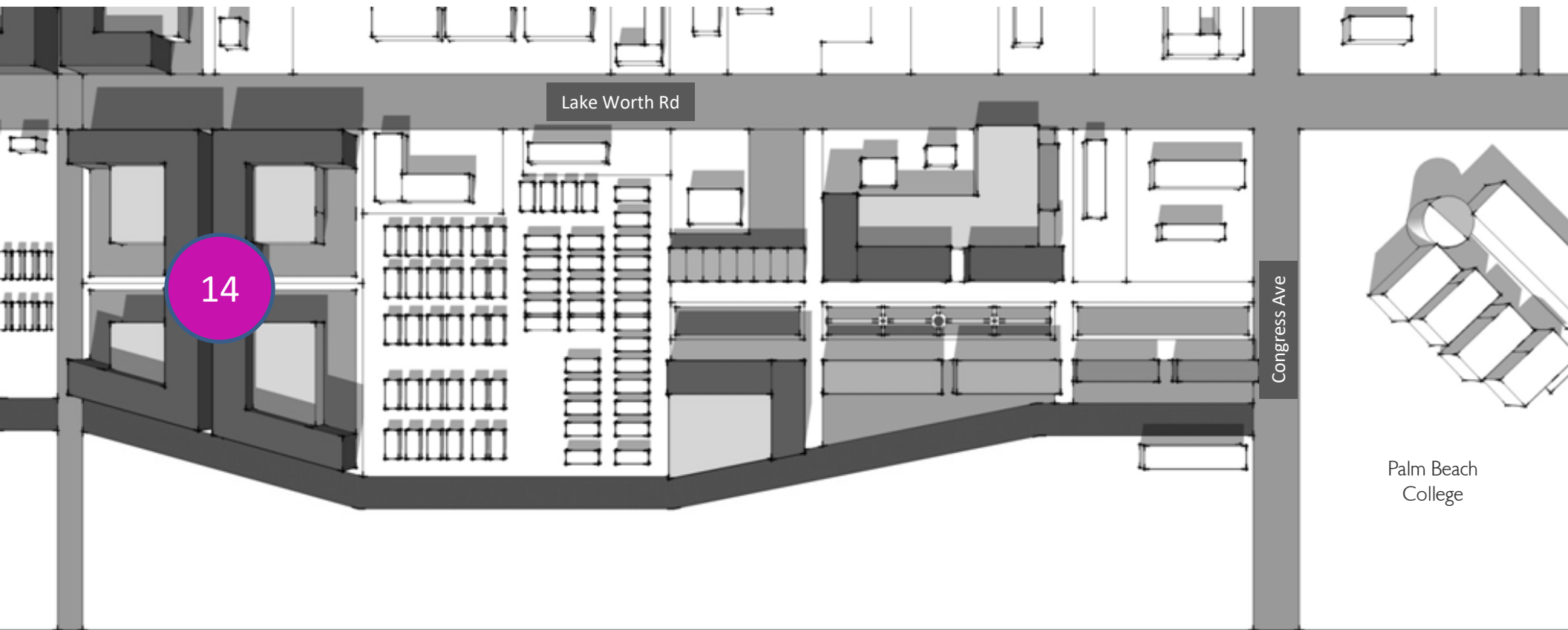
Canal Site #2

# Concept

- 2-3 Stories (Commercial)
- 4-5 Stories (Mixed-use/ Multifamily)
- 6-7 Stories (Mixed-use/ Multifamily)



Concept – South of Lake Worth Rd



**Site 14:** 530,000 sf

**Current Zoning:** 0 units (Residential Prohibited)

**Proposed Comp Plan at 50% Residential:** 311.7 units (assumption at 850 sf per unit)

**Fitment:** 2,618 units (assumption at 850 sf per unit) at 7-stories

Swap Shop

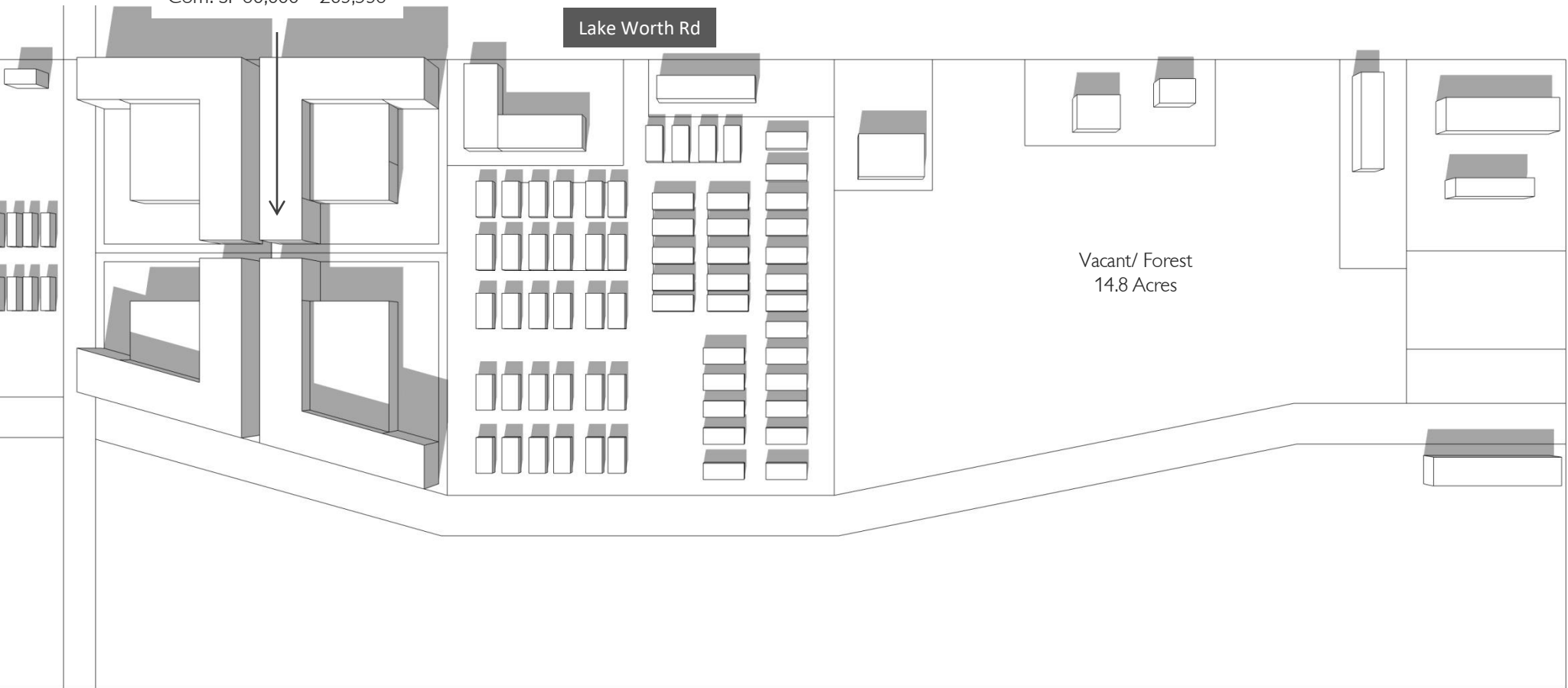
# Concept – South of Lake Worth Rd

12.1 Acres  
5-7 Sty  
2,618 units  
Dev. SF 2,597,000  
Com. SF 80,000 – 263,538

Lake Worth Rd

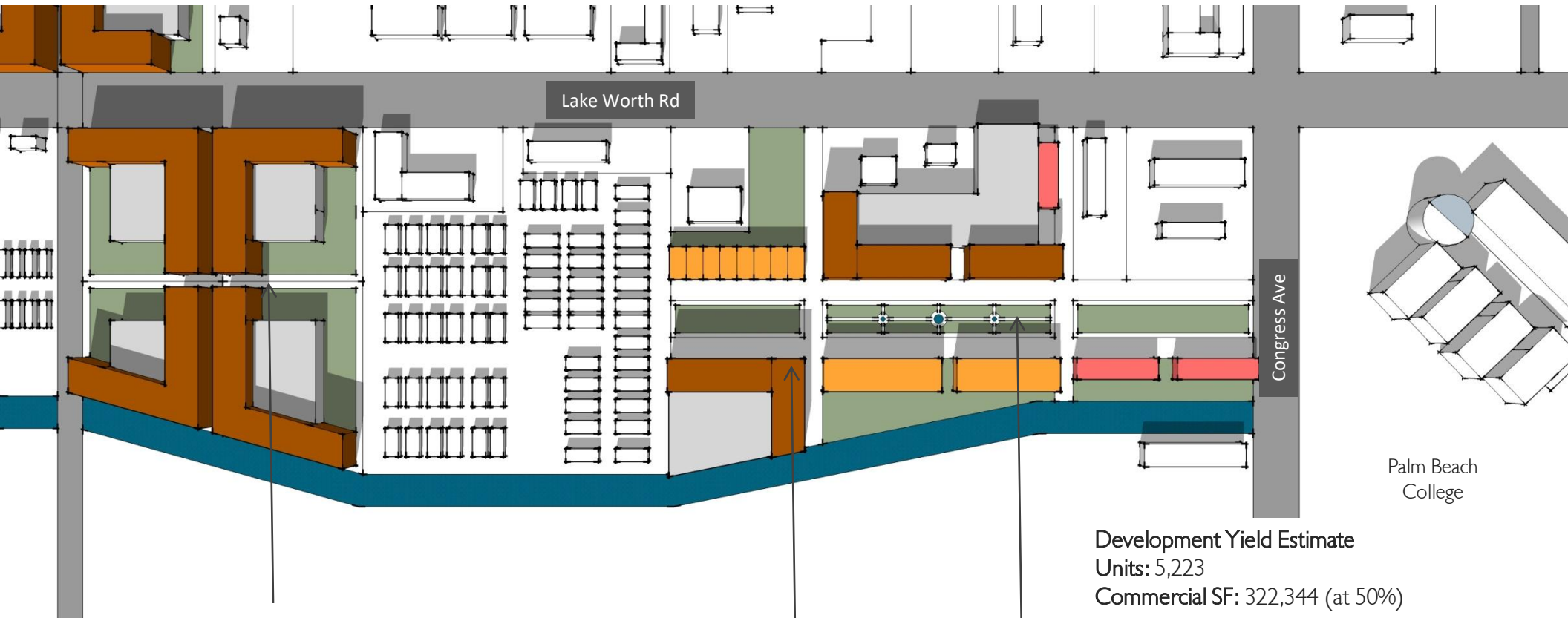
Vacant/ Forest  
14.8 Acres

Congress Ave



# Concept – South of Lake Worth Rd

- 2-3 Stories (Commercial)
- 4-5 Stories (Mixed-use/ Multifamily)
- 6-7 Stories (Mixed-use/ Multifamily)



12.1 Acres  
5-7 Sty  
2,618 units  
Dev. SF 2,597,000  
Com. SF 80,000

14.8 Acres  
5-7 Sty  
2,605 units  
Dev. SF 2,584,044  
Com. SF 80,000

Development Yield Estimate  
Units: 5,223  
Commercial SF: 322,344 (at 50%)

Central Park

→ Connection to Education and Healthcare Workforce

Concept – South of Lake Worth Rd

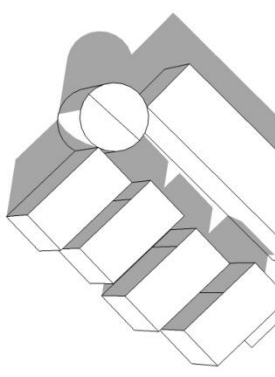


12.1 Acres  
5-7 Sty  
2,618 units  
Dev. SF 2,597,000  
Com. SF 80,000

14.8 Acres  
5-7 Sty  
2,605 units  
Dev. SF 2,584,044  
Com. SF 80,000

Central Park

Congress Ave



Palm Beach College

Connection to Education  
and Healthcare Workforce

Concept – South of Lake Worth Rd



**Site 15:** 645,800 sf

**Current Zoning:** 0 units (Residential Prohibited)

**Proposed Comp Plan at 50% Residential:** 379.8 units (assumption at 850 sf per unit)

**Fitment:** 2,605 units (assumption at 850 sf per unit) at 7-stories

College  
Gateway

# Concept

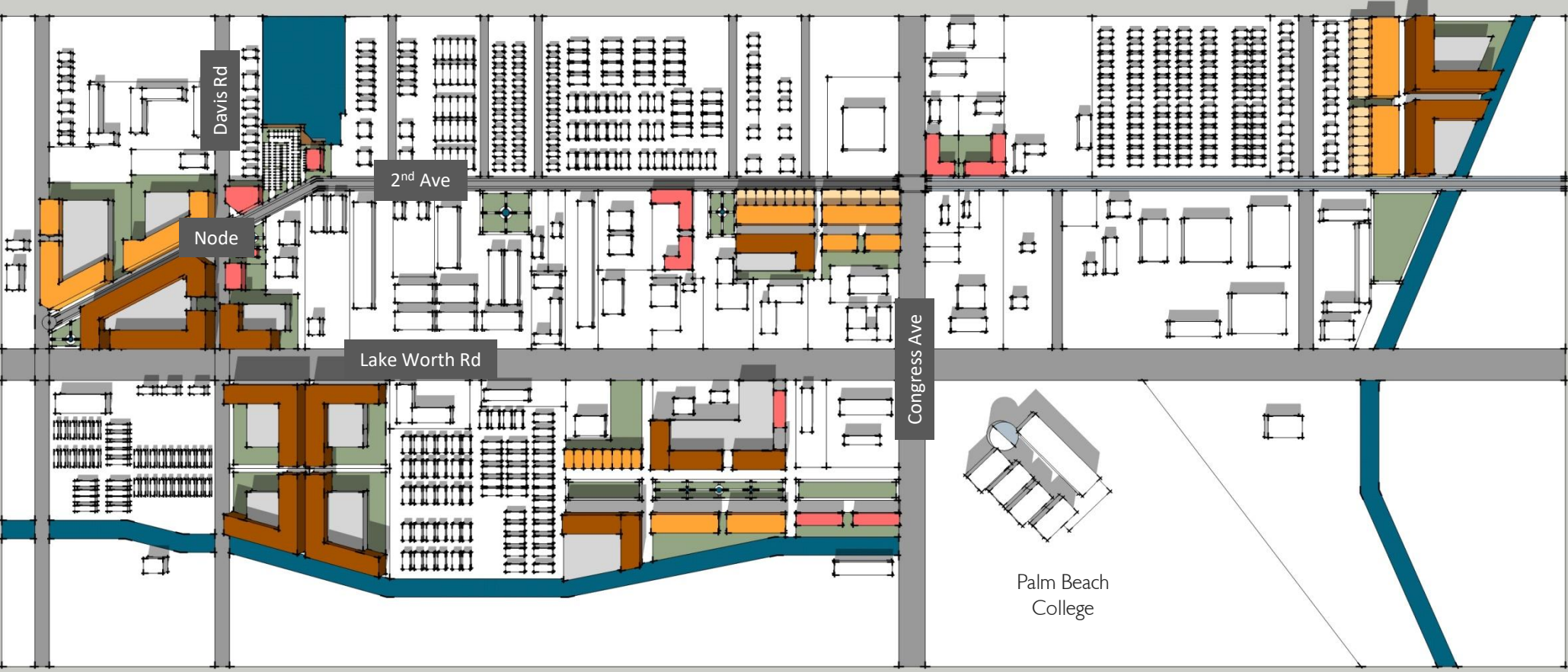
- 2-3 Stories (Commercial)
- 4-5 Stories (Mixed-use/ Multifamily)
- 6-7 Stories (Mixed-use/ Multifamily)



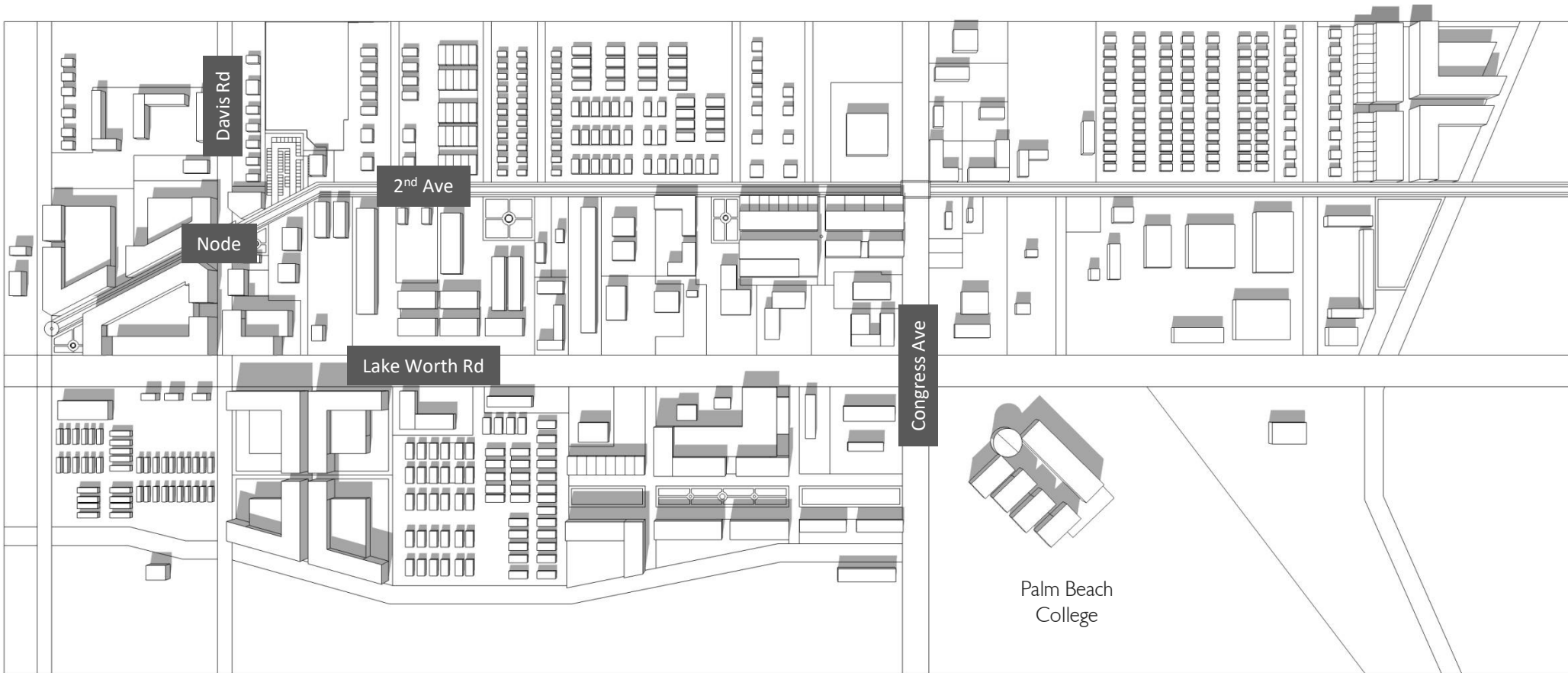
## Visioning Conceptual Fitment Views

# Concept

- 2-3 Stories (Commercial)
- 4-5 Stories (Mixed-use/ Multifamily)
- 6-7 Stories (Mixed-use/ Multifamily)

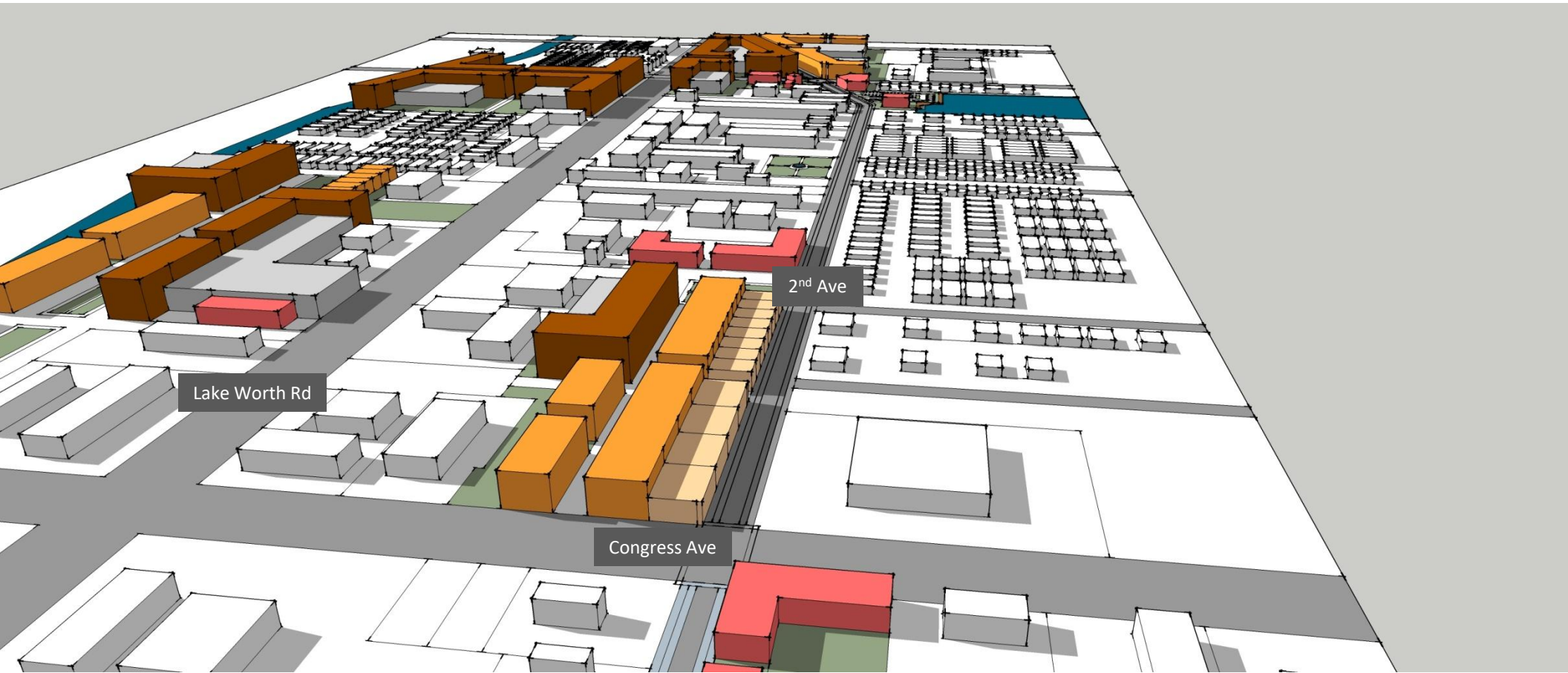


# Concept



# Concept

- 2-3 Stories (Commercial)
- 4-5 Stories (Mixed-use/ Multifamily)
- 6-7 Stories (Mixed-use/ Multifamily)



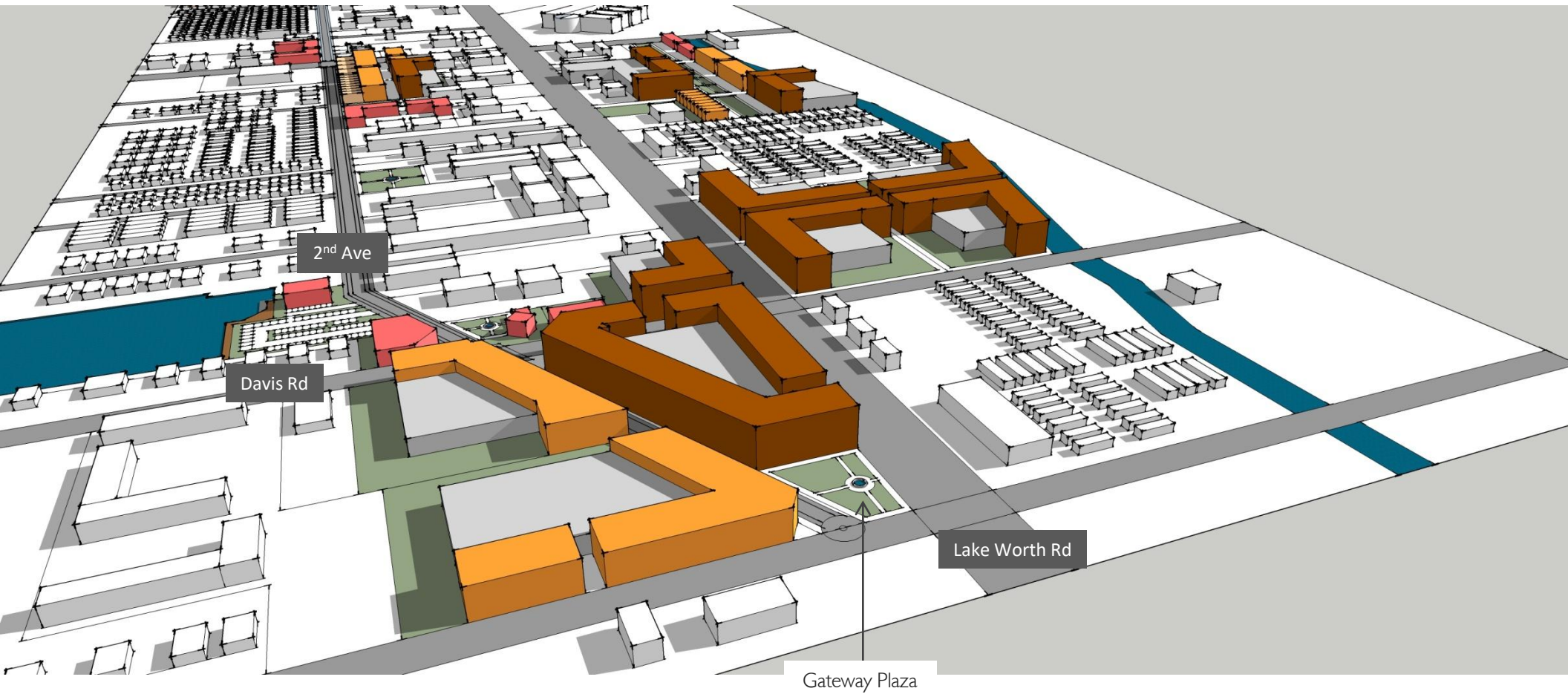
# Concept

- 2-3 Stories (Commercial)
- 4-5 Stories (Mixed-use/ Multifamily)
- 6-7 Stories (Mixed-use/ Multifamily)

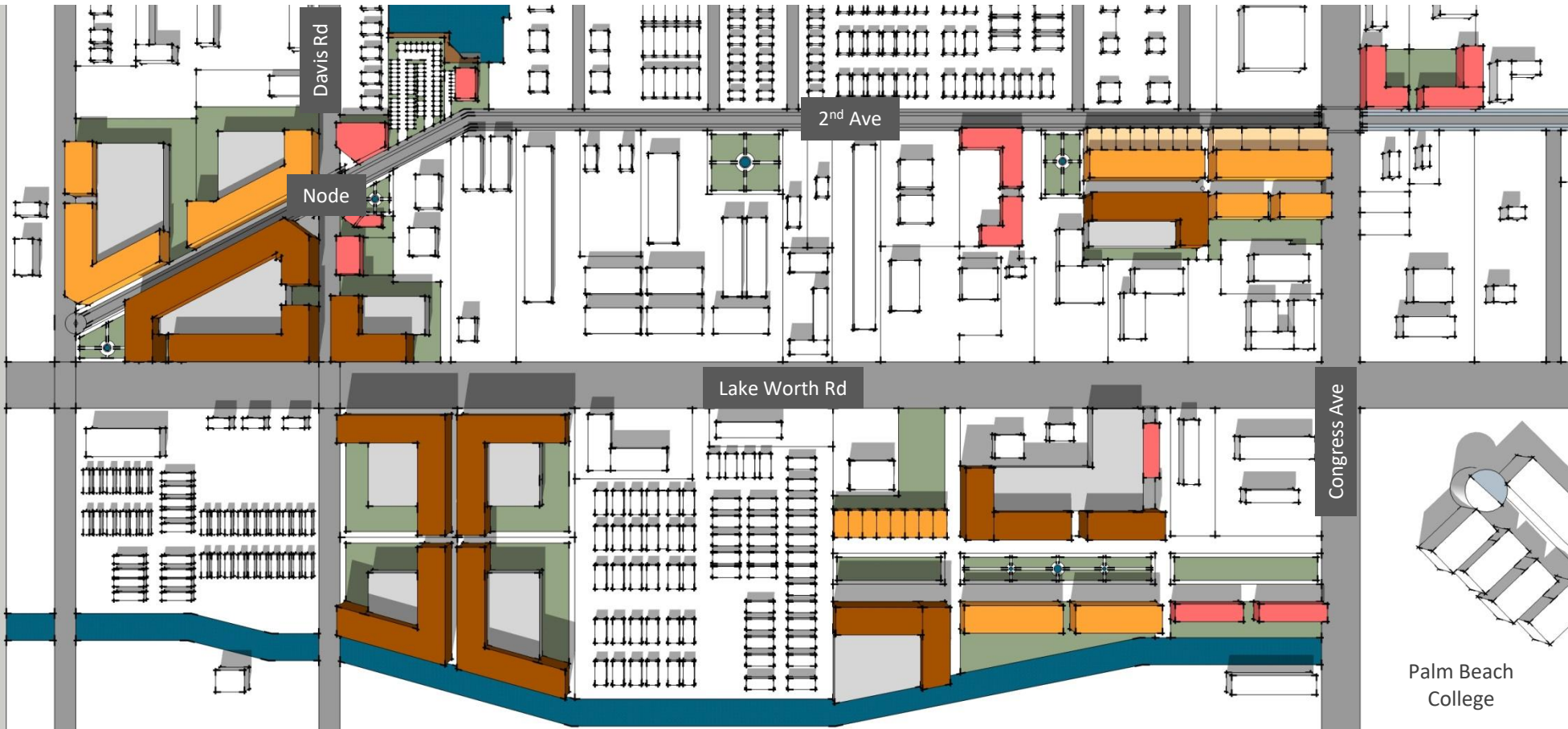


# Concept

- 2-3 Stories (Commercial)
- 4-5 Stories (Mixed-use/ Multifamily)
- 6-7 Stories (Mixed-use/ Multifamily)



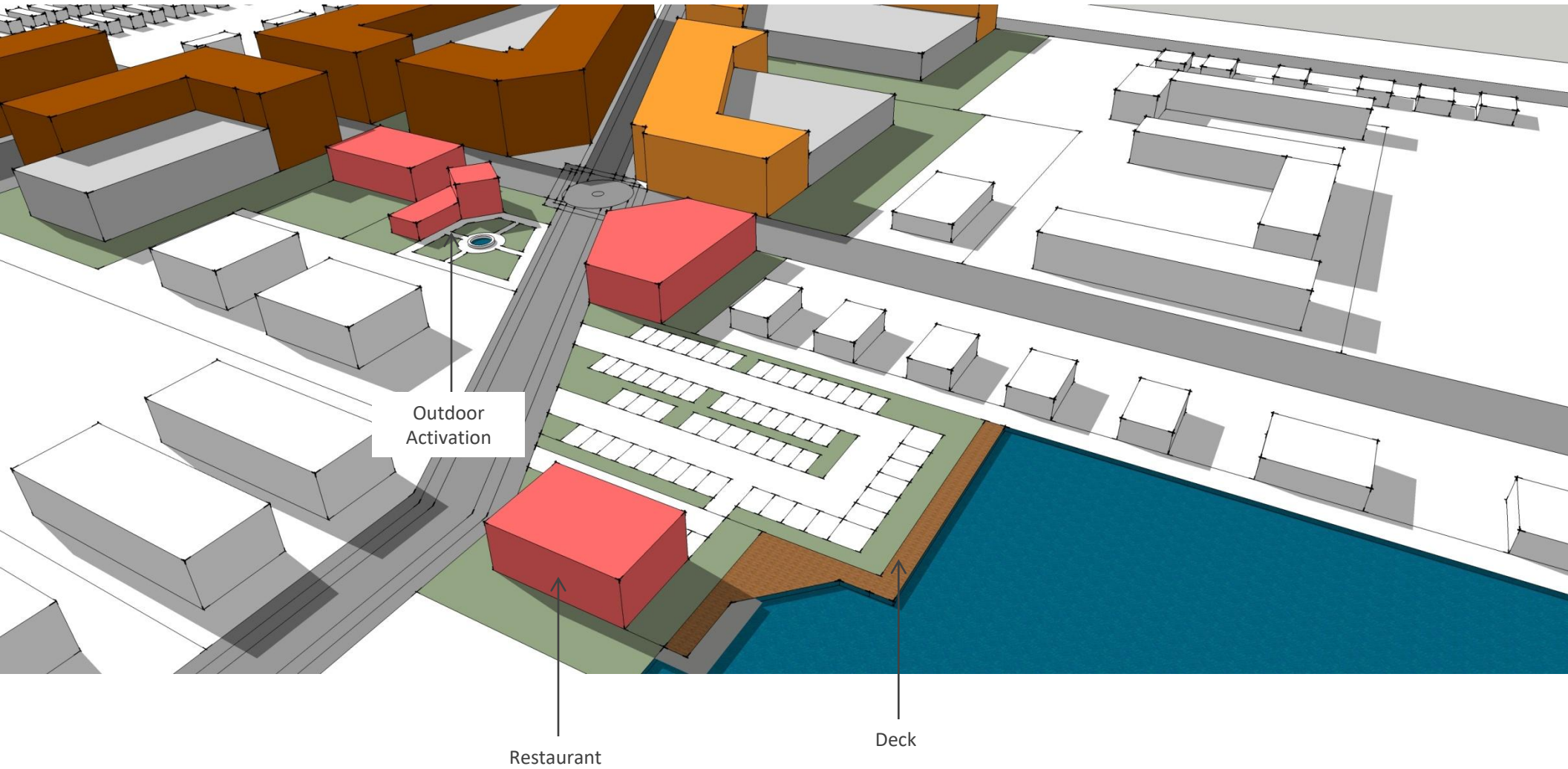
# Concept



Palm Beach College

# Concept

- 2-3 Stories (Commercial)
- 4-5 Stories (Mixed-use/ Multifamily)
- 6-7 Stories (Mixed-use/ Multifamily)



## Visioning Conceptual Rendering Views











### **About BusinessFlare®**

BusinessFlare® is a highly qualified consulting firm specializing in redevelopment, revitalization, economic analysis, and urban planning. BusinessFlare provides expert support to Florida communities, offering tailored strategies to drive sustainable growth and improve quality of life within the county.

With offices in Stuart and Miami, Florida, BusinessFlare® is deeply rooted in the local community, offering unmatched insights into the region's unique economic and urban challenges. Our team is composed of seasoned professionals with expertise in redevelopment and planning, leveraging cutting-edge data analytics and economic modeling to guide impactful decision-making.

### **Our Services**

BusinessFlare provides a comprehensive suite of services, including:

- Downtown® Economic Assessments
- Finding of Necessity
- Redevelopment Plan Updates
- Revitalization Strategies
- Economic Data Insights and Analytics
- Economic Impact Studies
- Urban Planning and Design

2114 SE Ray Way  
Stuart, Florida 34994  
T. (305) 281-2279

<https://businessflare.net/>

PALM SPRINGS,  
FLORIDA



# INVEST IN PALM SPRINGS

PREPARED BY THE VILLAGE OF PALM SPRINGS, FL

2025

# CONTENTS



---

## 01

HISTORY  
LOCATION  
OPPORTUNITY

---

## 02

ECONOMIC  
PROFILE

---

## 03

OPPORTUNITY  
SITES

---

## 04

INCENTIVES

---

---

# acknowledgements

## Village of Palm Springs Mayor and Council

Mayor Bev Smith  
Vice Mayor Kim Schmitz, District 1  
Mayor Pro Tem Gary Ready, District 3  
Council Member Johnnie Tieche, District 4  
Council Member Patti Waller, District 2

## Village Manager

Michael Bornstein, Village Manager  
Kim Glas-Castro, AICP, FRA-RA, LEED-AP, Assistant Village Manager

## Economic Development Team

Allison Justice, FRA-RP, Founder, Its About Place  
Kevin Crowder, CECD, EDP, Founder, BusinessFlare®  
Alicia Alleyne, MBA, FRA-RP, COO, BusinessFlare®  
Camilo Lopez, FRA-RP, Urban Designer, BusinessFlare®

## It's About Place – Led by Allison Justice

Allison Justice is the founder of *It's About Place*, a consulting firm focused on community redevelopment, project implementation, and place-based revitalization strategies. With over 15 years of experience in urban planning and CRA leadership, including her role as Senior Redevelopment Manager and Interim Director of the West Palm Beach CRA, Allison has managed complex, high-impact projects from planning through execution. Her work includes overseeing the award-winning Clematis Street redesign, a transformational public realm improvement that revitalized the city's core.

## BusinessFlare® – Results-Driven Redevelopment Strategy

BusinessFlare® is a leading economic development firm known for its action-oriented, implementation-first approach to redevelopment. With a proven track record across Florida, the firm specializes in turning vision into reality through market-based strategies, financial modeling, and site-specific feasibility. BusinessFlare® is deeply connected to the real estate and developer community, enabling it to bridge the gap between public goals and private investment.





# THE FLORIDA DREAM

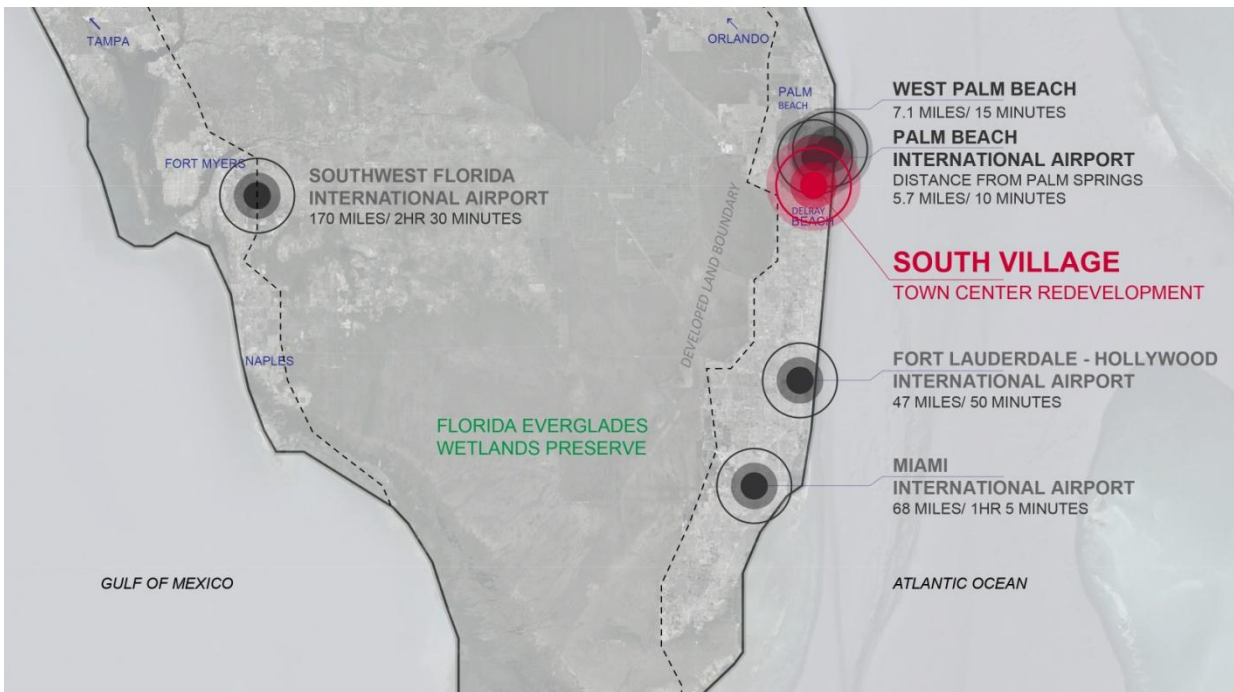
---

The Village of Palm Springs, Florida was founded in 1957 on the site of a 700-acre dairy farm to meet the post-war housing demand in Palm Beach County. Over the decades, it blossomed into a quiet, residential community known for its family-friendly charm, mid-century neighborhoods, and central location nestled between Lake Worth Beach and Greenacres. The original barn from the dairy still stands as part of a local church, a living symbol of the Village's humble origins and enduring community spirit.

Palm Springs was envisioned as a village with promise, and today, that vision is reawakening. The South Village Town Center redevelopment taps into the Village's nostalgic identity while embracing a bold, modern future. Inspired by its namesake in California, Palm Springs shares a brandable identity and the climate, culture, and character to become the hidden gem of Palm Beach County, a jewel for a new generation seeking accessible, walkable, stylish living.

With land values rising in West Palm Beach and limited opportunities for large-scale infill, Palm Springs presents the next frontier: centrally located, connected by key transportation corridors, and backed by local leadership ready to partner with forward-thinking developers. The renaissance starts here, honoring history, and shaping a vibrant, new future.

## LOCATION: STRATEGIC REGIONAL ADVANTAGES FOR DEVELOPERS



### **Proximity to Palm Beach International Airport (PBI)**

Less than 15 minutes from PBI, providing easy access for business travelers, visitors, and potential residents, a major asset for mixed-use and hospitality developments.

### **Access to Major Employment and Cultural Hub: City of West Palm Beach**

Just minutes from downtown West Palm Beach, one of South Florida's fastest-growing urban centers with strong demand for housing, retail, and services.

### **Near Brightline High-Speed Rail (West Palm Beach Station)**

Direct connectivity to Fort Lauderdale, Miami, Orlando, and beyond via the Brightline — expanding commuter and visitor access to the district and enhancing future transit-oriented development potential.

### **Immediate Access to Interstate 95**

Quick access to I-95, the primary north-south artery on Florida's east coast, offering exceptional regional connectivity for commerce, logistics, and workforce mobility.

### **Close to Lake Worth Beach and Intracoastal Waterway**

Less than 5 miles from Atlantic Ocean beaches and coastal recreation, adding lifestyle appeal and value for residential and hospitality development.

### **Central Palm Beach County Location**

Ideally situated in a well-established, year-round market with over 1.5 million residents and steady population growth, ensuring long-term demand for housing, services, and amenities.

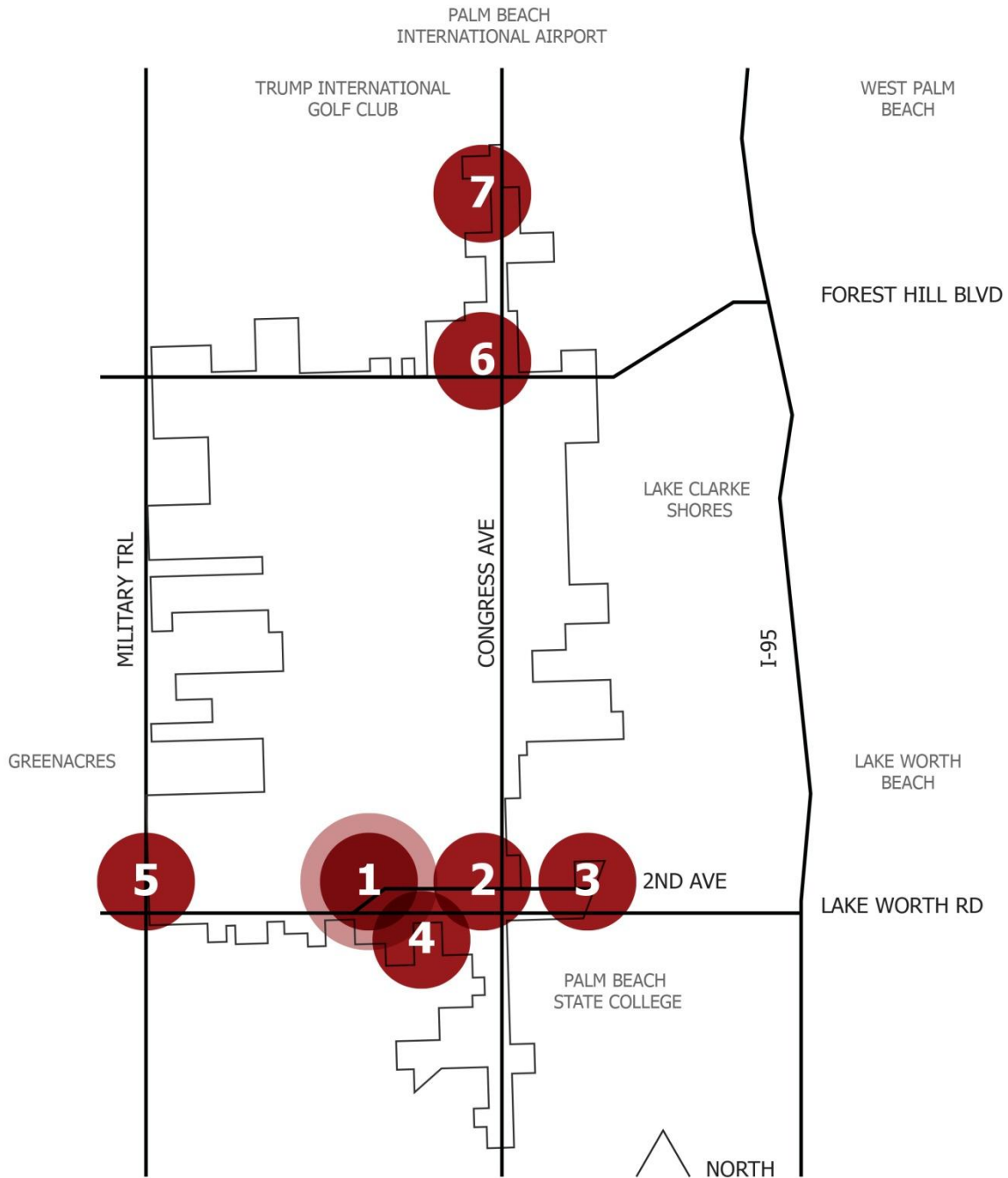
### **Strong Regional Market Fundamentals**

Located within the booming South Florida metro, one of the top-performing real estate markets in the U.S. with sustained immigration, job growth, and investor interest.

### **Regional Retail and Education Access**

Near major retail corridors, Palm Beach State College, and healthcare facilities, providing a built-in market and employment base for mixed-use development.

OPPORTUNITY



1. **South Village** – Town Center/ Downtown Redevelopment
2. **Congress and 2<sup>nd</sup>** – Mixed-Use
3. **2<sup>nd</sup> Ave East** – Residential
4. **Lake Worth South** – Mixed-Use
5. **Military and Lake Worth** – Commercial
6. **Congress and Forest Hill** – Commercial/ Light Industrial/ Employment and Innovation District
7. **Forest Hill North** – Commercial/ Light Industrial/ Employment and Innovation District




### Location Advantage

Centrally located in Palm Beach County, with quick access to I-95, Palm Beach International Airport, Downtown West Palm Beach (Brightline Station), and Lake Worth Beach.



### Population & Demographics

Population: 26,890 | Median Age: 40.3 | Diverse Workforce | Growing demand for housing & retail.




### Housing Market

Homeownership: 54% | Median Home Value: \$252,000 | Strong need for workforce and student housing.



### Employment & Income

Median Household Income: \$58,000 | Top sectors: Healthcare, Retail, Education, Construction.



### Redevelopment Momentum

More than 17.25 acres available | Supportive local government | Ideal for phased, mixed-use development.



### Retail & Consumer Demand

Unmet demand for grocery, restaurants, personal care. Strong regional draw and foot traffic.



### Institutional Anchors

Adjacent to Palm Beach State College | Over 35,000 students countywide | Strong student + staff base.



# SOUTH VILLAGE

**Be part of the transformation.**

The Village of Palm Springs is launching a once-in-a-generation redevelopment opportunity to create a vibrant, walkable town center, a place where people can live, work, dine, and gather. The South Village concept envisions a human-scale, mixed-use district with high-quality public spaces, structured around a phased approach to land assembly and infrastructure reinvestment.

While South Village represents a broader area of opportunity within the Village, this initial focus area, identified for a new town center, serves as the catalytic first phase of the larger vision. It is the launching point for a dynamic, cohesive district that will shape the future of Palm Springs for generations to come.

**Land Size:** 7.5 acres (multiple)

**Status:** Part Vacant/ Underutilized/ Part Built

**Ownership:** Part Private/ Part Public

**Zoning:** CR – Commercial Renewal

**Future Land Use:** Village Commercial Renewal



# VISION

## Capitalize on momentum and shape the future.

With key catalytic sites ready for redevelopment and the Village committed to making targeted infrastructure investments, including upgraded streetscapes, signature roundabouts, and enhanced pedestrian and bike connectivity, South Village offers a rare chance to invest early in a district poised for long-term value. Developers are invited to lead the way in delivering the next great place in Palm Beach County, backed by a strong vision, supportive local leadership, and a growing market demand for walkable, mixed-use living.

## Why Invest Here?

- **7.5+ Acres of Assembled Opportunity** ready for mixed-use redevelopment
- **Strong Municipal Partnership** with zoning flexibility and infrastructure support
- **Walkable Urban Design** roundabouts, plaza spaces, and enhanced streetscapes
- **Untapped Market Demand** for residential, retail, and lifestyle amenities
- **South Florida Location** with strategic access, growing population, and lifestyle appeal

OPPORTUNITY SITES  
SOUTH VILLAGE



*Key Real Estate Development Highlights*

**Strategic Visibility & Access**

Located directly along Lake Worth Road, a high-traffic commercial corridor with excellent visibility, strong vehicle counts, and proven commercial viability, ideal for mixed-use, retail, and multifamily development.

**Proximity to Palm Beach State College**

The site is just minutes from Palm Beach State College, positioning the development to attract and serve a built-in population of students, faculty, and staff. This enhances market viability for residential, retail, dining, and service offerings.

**Workforce & Student Housing Demand**

A prime opportunity to deliver attainable housing for nearby workers and students. Housing within walking or biking distance will support both leasing velocity and long-term stability.

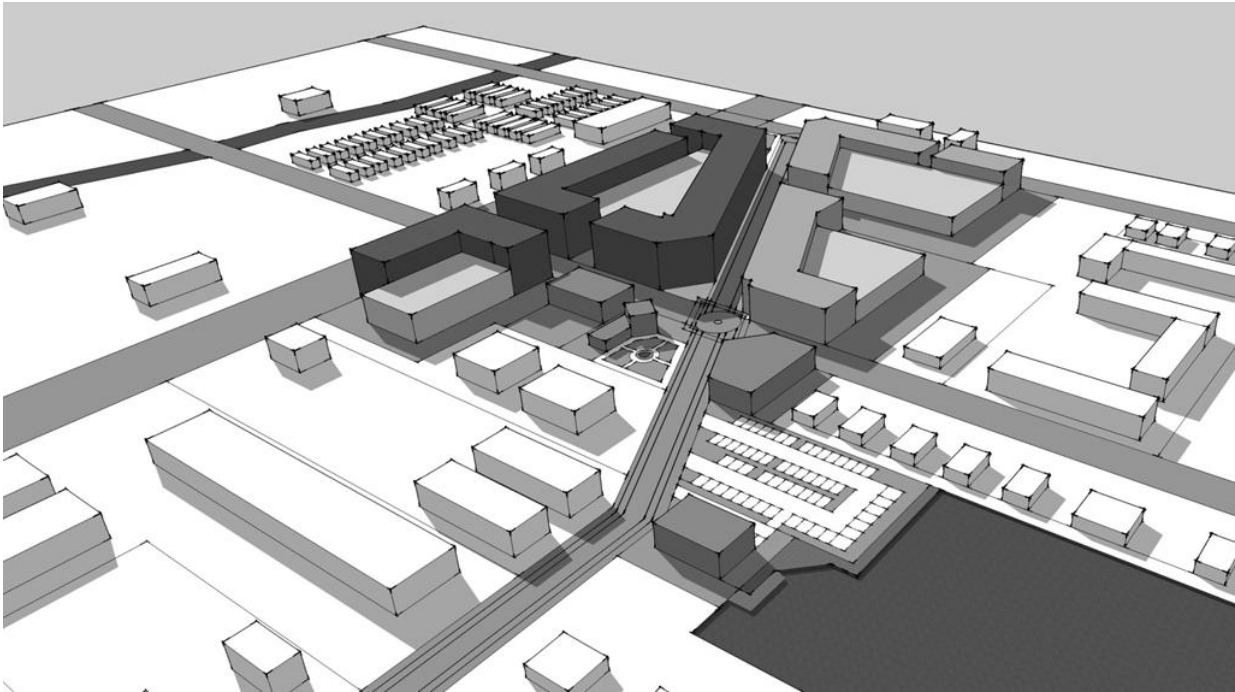
**Sustainable Commercial Activation**

The nearby academic and workforce base will provide daily foot traffic and spending power, helping sustain commercial tenants year-round, an important advantage for placemaking and revenue.

**Future Pipeline: Four Additional Opportunity Sites Identified**

The area surrounding South Village includes four additional redevelopment opportunity sites, offering future expansion, potential partnerships, and momentum for a broader district revitalization.

OPPORTUNITY SITES  
SOUTH VILLAGE



**DEVELOPER STRATEGY BRIEF**

**Vision-Aligned Opportunity with Village Support**

The Village of Palm Springs has laid the groundwork for a transformative, mixed-use Downtown redevelopment within its South Village district. The vision is clear: create a vibrant, walkable, and economically resilient hub where people can live, work, shop, and gather, all within the Village.

While the total redevelopment area spans approximately 17.25 acres, most of the land is currently privately owned in small, individual parcels, many of which are vacant or underutilized.

The Village understands that these conditions present barriers to redevelopment and is committed to supporting land assembly and infrastructure investment in partnership with the private sector.

**Strategic Role for a Master Developer**

To unlock the full value of this unique site, the Village sees a strong role for a master developer that can:

- **Partner directly with the Village and CRA** to facilitate land acquisition, consolidation, and entitlement
- **Lead phased, market-responsive redevelopment** tied to the Downtown vision
- **Work collaboratively with property owners and stakeholders** to coordinate development across multiple parcels
- **Deliver vertical mixed-use product** that activates street-level retail and delivers needed housing and office/workforce space

This approach allows for holistic planning, shared risk, and stronger returns through coordinated infrastructure and branding investments.

### **Sizeable and Scalable Development Footprint**

Despite ownership fragmentation, the total 17.25-acre footprint represents a rare infill opportunity in the heart of Palm Beach County. The site is large enough to support:

- **Phased vertical development** (3–7 stories)
- **Anchor civic/public spaces** such as roundabouts, plazas, and promenades
- **Mixed-income and workforce housing**
- **Retail and restaurant clusters** tailored to local demand
- **Structured parking and mobility hubs** to accommodate regional access

### **PHASED DEVELOPMENT STRATEGY**

#### **Phase 1 – Land Assembly & Entitlements**

- Focus on vacant or underutilized parcels for short-term activation
- Engage in site control discussions with willing sellers
- Leverage Village support for predevelopment, incentives, and infrastructure coordination

#### **Phase 2 – Vertical Development & Public Realm**

- Deliver a first wave of mixed-use buildings with ground-floor commercial
- Implement public streetscape and plaza improvements in sync with development
- Generate leasing momentum and community visibility

#### **Phase 3 – Expansion & Long-Term Hold**

- Expand into surrounding opportunity sites and vacant land parcels
- Leverage stabilized uses and placemaking to increase long-term asset value

### **PUBLIC SECTOR COMMITMENT**

The Village is actively investing in:

- Complete streets and stormwater improvements along 2nd Avenue N
- Signature raised/ enhanced (4-way stop) intersections and gateway infrastructure
- Flexible zoning and fast-track permitting
- Potential CRA and public-private development incentives

This is a strategic moment for a master developer to step in and partner with the Village to shape a generational destination, the future heart of Palm Springs.



## OPPORTUNITY SITES SOUTH VILLAGE



# DOWNTOWN PLAN

The South Village Downtown plan envisions a walkable, mixed-use district with a hierarchy of development scales from 2 to 7 stories. Key elements include:

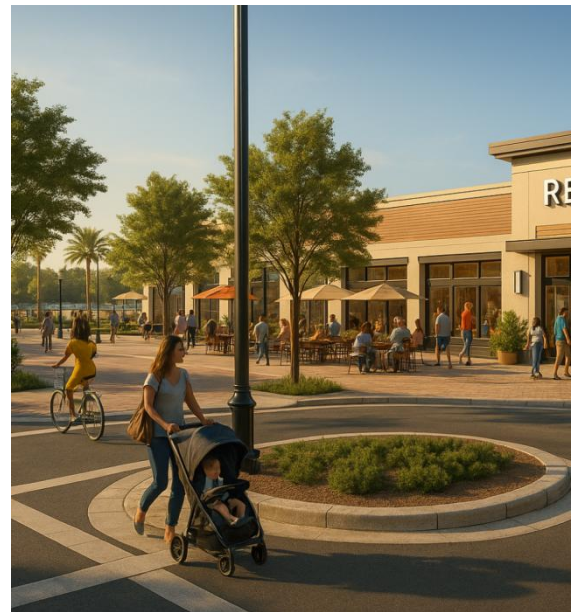
- **Civic Gateway Plazas & Enhanced Intersections** with fountains and landscaping
- **Pedestrian Promenade** connecting new development to existing neighborhoods
- **Structured Parking** to support mixed-use density
- **Activated Ground Floor Commercial Space**
- **New Residential Communities** offering multifamily and workforce housing
- **Waterfront Restaurant and Outdoor Deck** as a lifestyle anchor

OPPORTUNITY SITES  
SOUTH VILLAGE

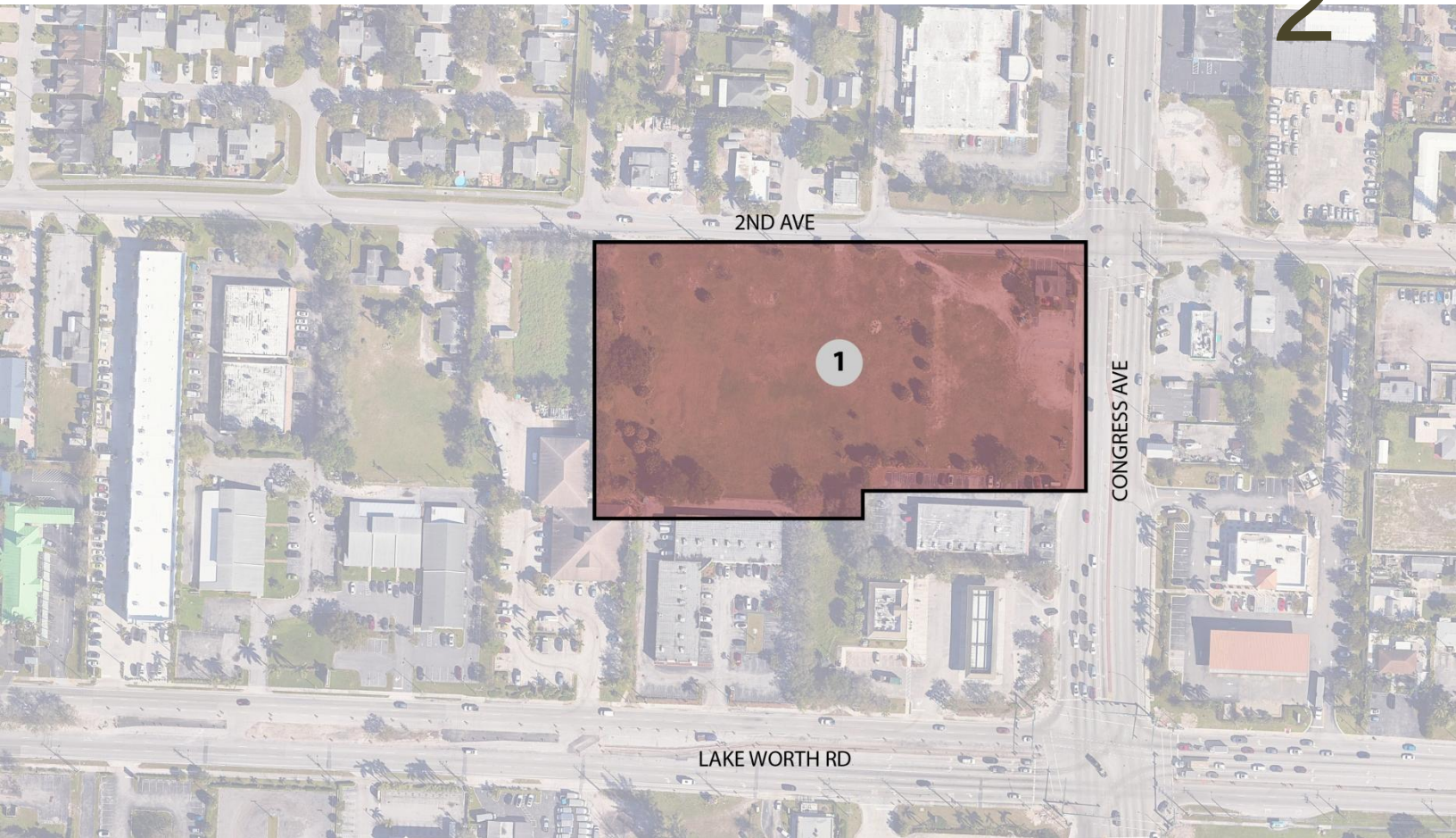


VISION  
CONCEPT

OPPORTUNITY SITES  
SOUTH VILLAGE



VISION  
CONCEPT



## CONGRESS & 2<sup>ND</sup>

This is a private site where the Village envisions a thoughtfully designed multi-story mixed-use development that anchors this important intersection with energy, activity, and livability. Multifamily residential units will provide modern, market-driven housing designed for students, young professionals, and working families.

Complementing the main buildings, the plan could include a cluster of low-rise village-style townhomes that embrace walkability and neighborhood character along 2<sup>nd</sup> Avenue, echoing a timeless South Florida architectural aesthetic complimentary to South Village.

**Land Size:** 4.22 acres

**Status:** Vacant

**Ownership:** Private

**Zoning:** CR – Commercial Renewal

**Future Land Use:** Village Commercial Renewal



## 2<sup>ND</sup> AVE EAST

The 2nd Avenue East Opportunity Sites represent a critical part of the Village of Palm Springs' broader redevelopment strategy, focused on meeting growing housing demand, expanding the residential tax base, and creating livable, walkable neighborhoods that align with the Village's charm and scale.

These multiple privately owned parcels, located along the eastern stretch of 2nd Avenue N, are zoned for multifamily residential development and ideally positioned to accommodate attainable new housing stock in the heart of the Village. With direct access to key corridors, proximity to public amenities, and adjacency to the envisioned South Village Downtown.

### Site 1

**Land Size:** 6.7 acres

**Status:** Vacant

**Ownership:** Private

**Zoning:** RM – Residential Multifamily

**Future Land Use:** Medium Density

### Site 2

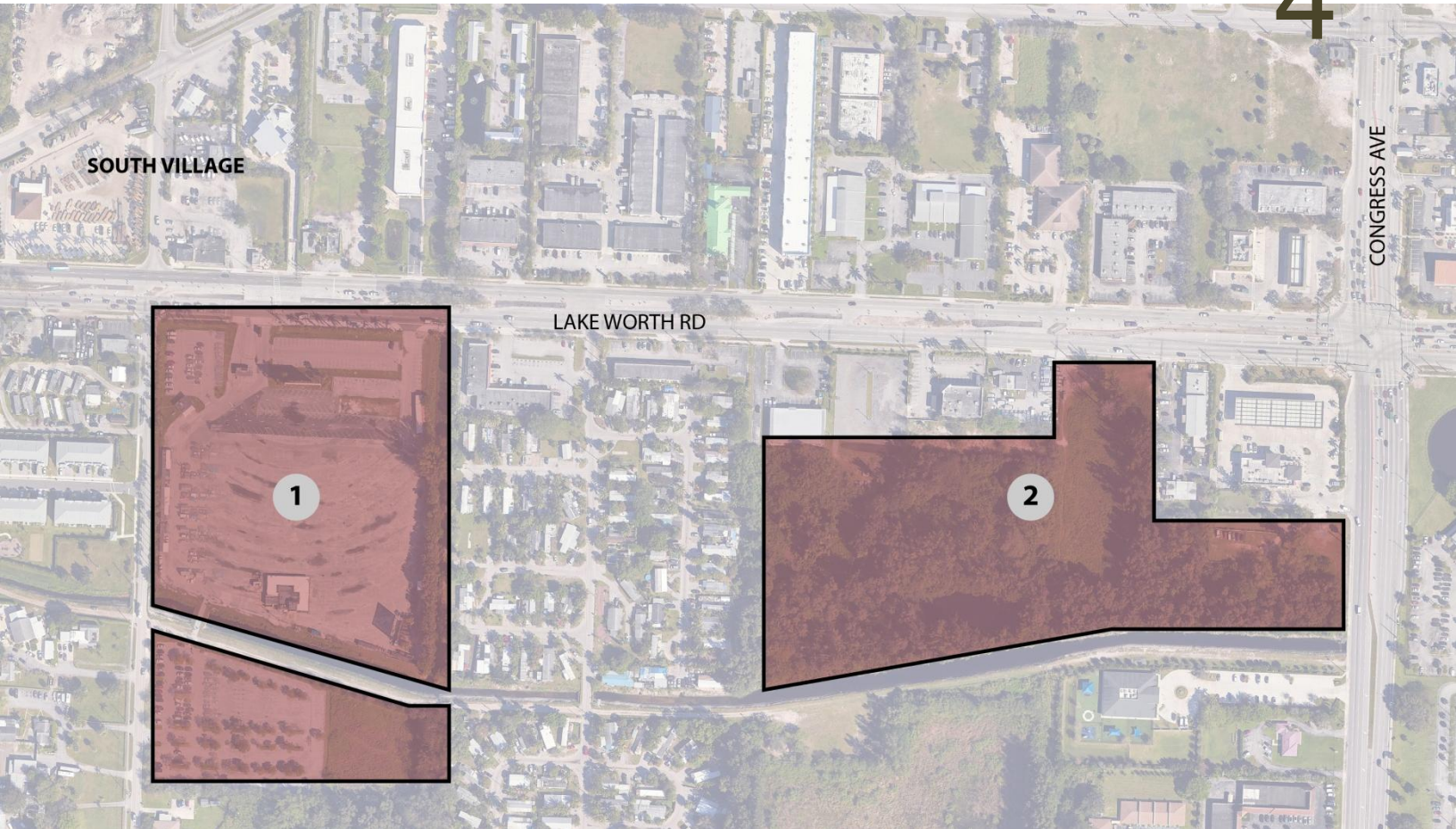
**Land Size:** 2.5 acres

**Status:** Vacant

**Ownership:** Private

**Zoning:** RM – Residential Multifamily

**Future Land Use:** High Density



## LAKE WORTH RD SOUTH

The Lake Worth Road South Opportunity Sites present one of the most transformative redevelopment areas in the Village of Palm Springs. Anchored by the 12.1-acre underutilized Swap Shop property and an adjacent 14.8 acres of vacant and forested land, this area offers a rare large-scale infill opportunity with direct access to Lake Worth Road, proximity to Palm Beach State College, and visibility along a high-traffic corridor.

The Village envisions this area as a dynamic mixed-use district that delivers a meaningful mix of affordable and workforce housing, neighborhood-serving retail, and integrated green space (linear park), creating a new community hub that supports residents, students, and employees alike.

### Site 1

**Land Size:** 12.1 acres

**Status:** Vacant/ Underutilized (Swap Shop)

**Ownership:** Private

**Zoning:** CR – Commercial Renewal

**Future Land Use:** Village Commercial Renewal

### Site 2

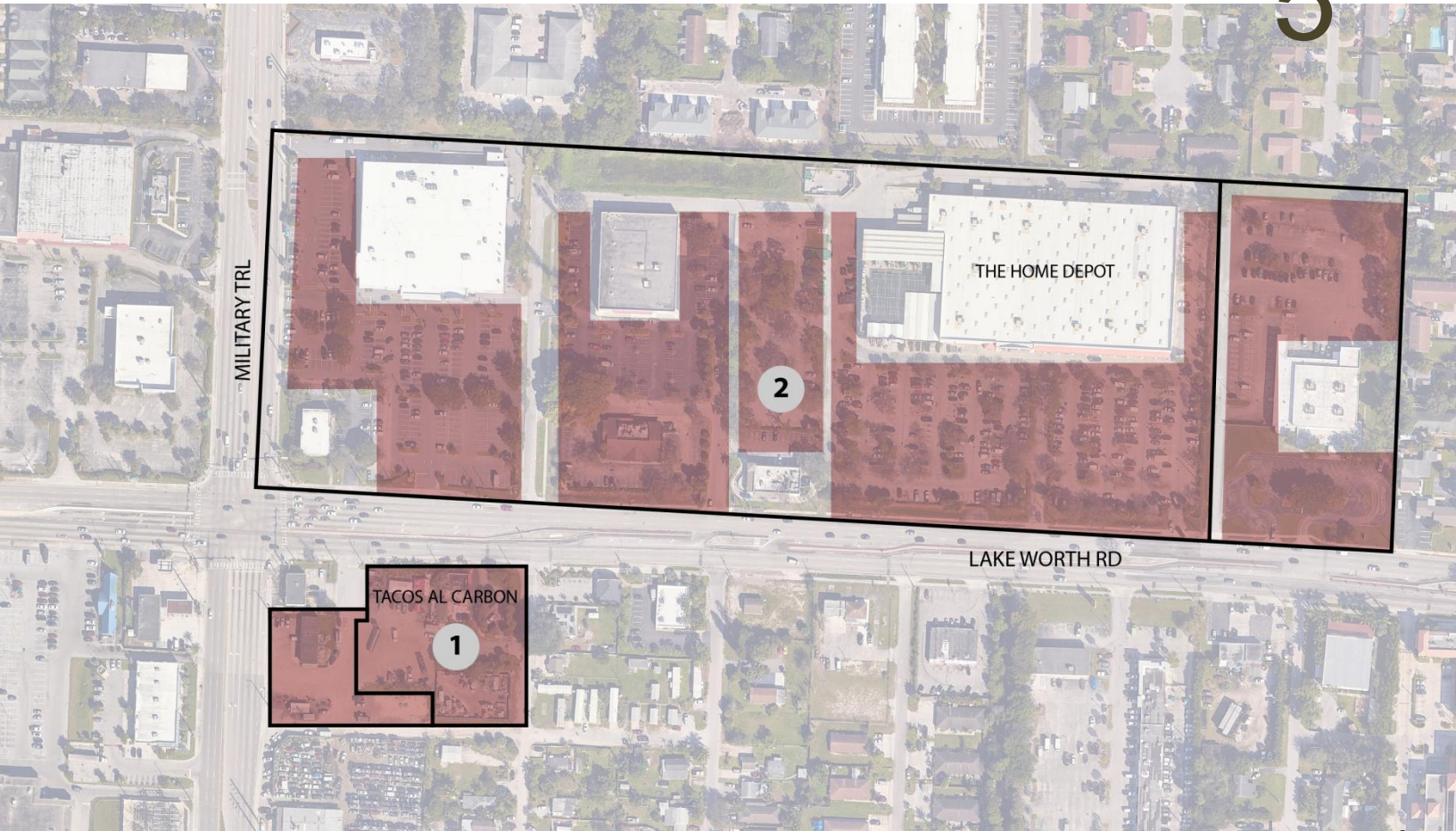
**Land Size:** 14.8 acres (assembly)

**Status:** Vacant/ Forest

**Ownership:** Private

**Zoning:** CR – Commercial Renewal

**Future Land Use:** Village Commercial Renewal



## MILITARY & LAKE WORTH

The Military Trail and Lake Worth Road corridor is one of the Village of Palm Springs' most visible and commercially active areas, and now presents a unique opportunity for strategic infill and redevelopment.

At the core of this opportunity is a 2.0-acre single-owner site (Tacos al Carbon), where the property owner has expressed interest in future redevelopment. In addition, the adjacent auto glass property which is currently underutilized, also has showed interest to create a large more cohesive redevelopment opportunity with valuable frontage along Military Trail.

Across the street from this are multiple large-format suburban shopping centers (including The Home Depot) totaling 33.5-acres, offering substantial opportunity to reimaging underutilized surface parking lots with vibrant new uses.

### Site 1

**Land Size:** 2.0 acres

**Status:** Part Vacant/ Underutilized (Tacos Al Carbon)

**Ownership:** Private

**Zoning:** CR – Commercial Renewal

**Future Land Use:** Village Commercial Renewal

### Site 2

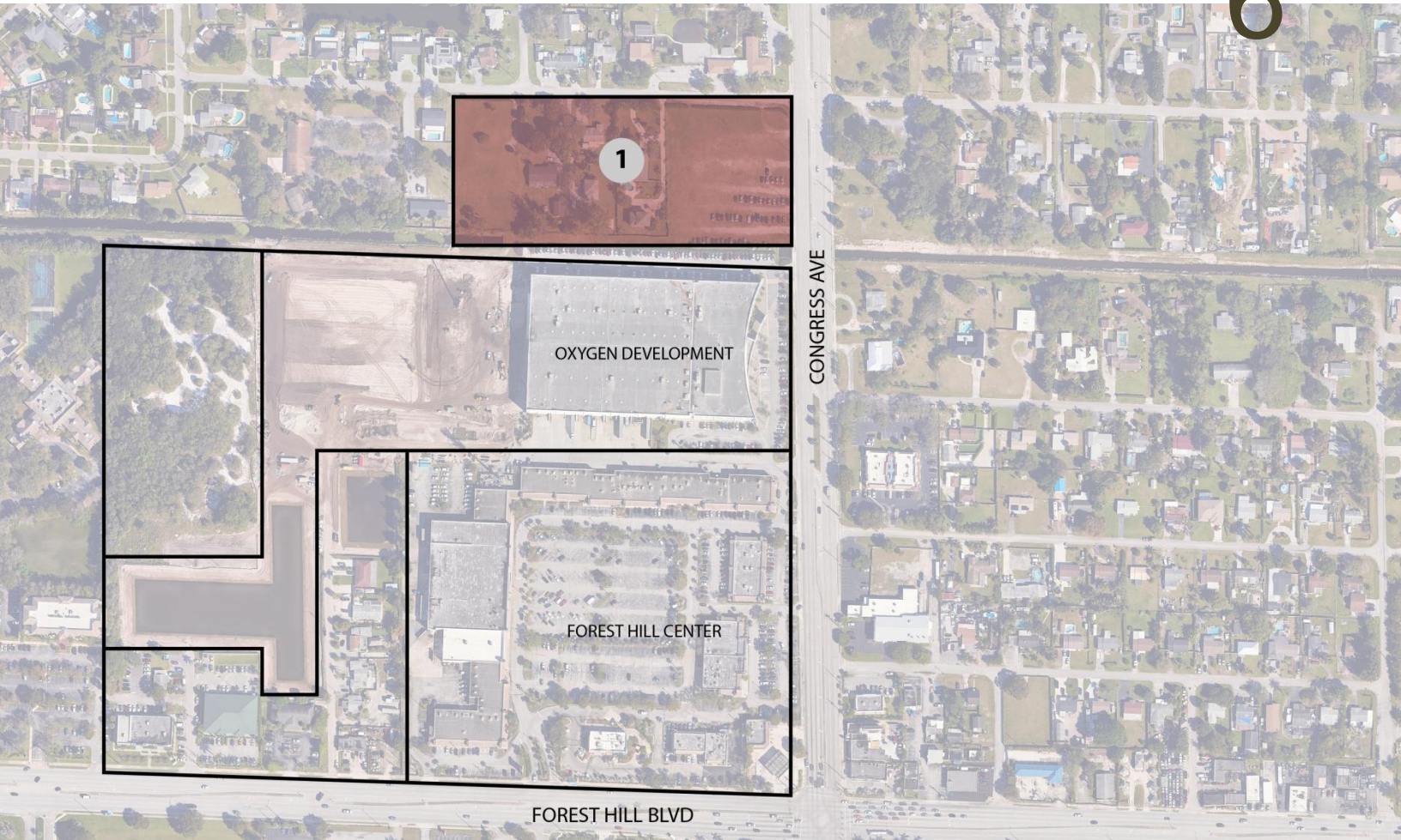
**Land Size:** 33.5 acres (assembly)

**Status:** Outdated Building Structures/ Site Layouts

**Ownership:** Private (multiple)

**Zoning:** CR – Commercial Renewal/ General Com.

**Future Land Use:** Village Commercial Renewal/ Com.



## CONGRESS & FOREST HILL

The Congress Avenue and Forest Hill Boulevard area offers a strategic opportunity for infill commercial development within vacant land only. With 7.0 acres of partially vacant land under single ownership and a stated interest in commercial development, this site is well-positioned for activation as a retail and service-oriented node along two of the Village's most traveled corridors.

This area's high visibility, strong traffic volumes, and central location make it ideal for a Forest Hill Center ripe for redevelopment, and the Village is ready to work with property owners and developers to realize a cohesive commercial vision that enhances the area's vitality and long-term value.

### Site 1

**Land Size:** 7.0 acres

**Status:** Part Vacant/ Underutilized

**Ownership:** Private

**Zoning:** CG – Commercial General

**Future Land Use:** Commercial



## FOREST HILL NORTH

The Forest Hill North Opportunity Area includes private property envisioned for mixed-use redevelopment. The concept emphasizes commercial space on the ground floor, ideally positioned to serve nearby employment hubs such as the Palm Springs Post Office, Palm Beach County Library, Sheriff's Office & Jail, and the South Florida Water Management District (SFWMD).

This proximity provides a built-in customer base for retail, dining, and services, supporting a vibrant commercial ground floor while enabling upper floors to be developed for office uses. The site presents a compelling opportunity for a walkable, employment-adjacent development that aligns with the Village's broader revitalization goals.

### Site 1

**Land Size:** 6.7 acres

**Status:** Underutilized

**Ownership:** Private

**Zoning:** CR (Commercial Renewal)

**Future Land Use:** Village Commercial Renewal

# INCENTIVES

## Development Incentives for Attracting Private Investment

### **1. Land Assembly & Site Control Support**

Village or CRA assistance in assembling fragmented parcels. Public land offerings or strategic land swaps to reduce acquisition risk. Support for master developer partnerships to consolidate redevelopment areas.

### **2. Expedited Development Review & Entitlements**

Fast-track permitting for qualifying projects aligned with the Village vision. Pre-approved form-based code or overlay districts to simplify zoning approvals. Flexible interpretation of code for pilot or catalyst developments.

### **3. Infrastructure and Capital Improvement Coordination**

Village investment in streetscapes, stormwater, and utility upgrades. Integration with public projects (e.g., 2nd Avenue Complete Streets) to reduce development costs. Opportunity for cost-sharing of gateway improvements, roundabouts, or plazas.

### **4. Tax Increment Financing (TIF) / CRA Incentives**

Use of CRA tools to provide: Rebates or reimbursements for eligible public infrastructure improvements. TIF revenue participation for large mixed-use projects. Gap financing or tax abatement for affordable housing components

### **5. Density Bonuses & Zoning Flexibility**

Increased height, density, or lot coverage allowances for mixed-use or workforce housing projects. Reduced parking minimums with shared-use or structured parking plans. Ability to mix uses more freely within designated redevelopment areas

### **6. Public-Private Partnerships (P3s)**

Opportunities for Village co-investment in catalytic projects (e.g., public plazas, parking garages, community spaces). Long-term ground leases on public land to reduce capital costs  
Revenue-sharing models tied to project performance.

### **7. Workforce & Affordable Housing Incentives**

Priority support for projects delivering income-restricted, attainable, or student housing. Potential state/federal program alignment (e.g., LIHTC, Live Local Act).

These incentives collectively demonstrate the Village's commitment to transforming its key corridors while maintaining its charm, affordability, and long-term sustainability.

**Want more  
information?  
contact us**



SOUTH VILLAGE  
3D FRAMEWORK FITMENT STUDY  
UPDATES 08.29.25



# Executive Summary: South Village Fitment Study

## Village of Palm Springs, Florida

### Overview

The South Village Fitment Study presents a compelling vision for transforming underutilized and vacant properties in Palm Springs into a vibrant, mixed-use destination. With a buildout potential of over **9,000 residential units** and significant commercial space, the plan positions Palm Springs as a walkable, transit-friendly, and economically viable community hub.

### Key Development Nodes & Yields

#### 1. 2nd Avenue & Davis Node

**Estimated Yield:** 1,793 units | ±80,000 SF commercial

4 major sites across 11.6 acres

Program: 5-7 story mixed-use and multifamily buildings, ground-floor retail, activated public spaces, gateway plaza, and a waterfront promenade.

#### 2. 2nd Avenue & Congress Node

**Estimated Yield:** 1,142 units | ±97,000 SF commercial

5.3-acre infill site

Program: 5–7 story mixed-use multifamily, entrepreneur space, pocket park, and walkable blocks.

#### 3. South of Lake Worth Road Node

**Estimated Yield:** 5,223 units | Commercial: TBD

26.9 acres across two sites (Swap Shop: 12.1 acres, Adjacent Vacant: 14.8 acres)

Program: Large-scale mixed-use multifamily (5–7 stories), with integration of parks, commercial corridors, and education/workforce linkages with Palm Beach State College.

#### 4. 2nd Avenue East Node

**Estimated Yield:** 850 units

6.7-acre vacant site

Program: Residential multifamily development (5–7 stories) with opportunity for neighborhood park space.

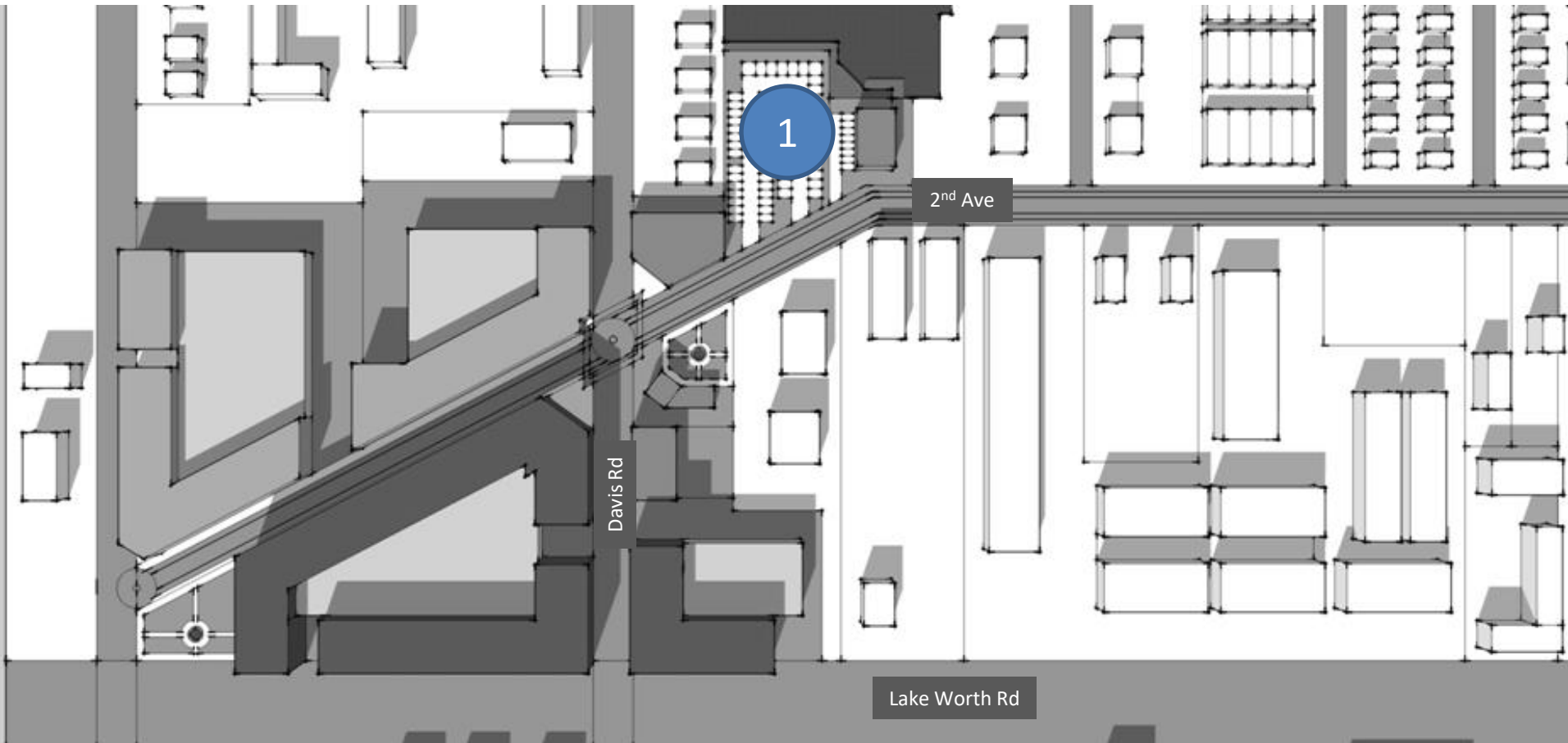
### Strategic Insights for the Village

- **Scalable Development Opportunity:** The combined ±50 acres of target sites offer rare infill potential in Palm Beach County.
- **Walkability & Urban Form:** Concepts prioritize human-scale blocks, activated streetscapes, and structured parking.
- **Infrastructure Reinvestment:** Roundabouts, streetscape enhancements, and public realm improvements are key catalysts.
- **Market Readiness:** Sites are adjacent to high-traffic corridors (Lake Worth Rd, Congress Ave), higher education institutions, and future transit investment areas.
- **Phased Approach:** Development is designed to proceed in manageable phases, reducing risk and increasing return-on investment for developers.
- **Public-Private Partnership (P3):** Village support, CRA involvement, and creative land assembly solutions can attract master developers.

### Call to Action

With rising land costs in neighboring cities like West Palm Beach, Palm Springs stands out as the next redevelopment frontier in Palm Beach County. This study offers a practical and visionary roadmap to create a downtown-style village center that delivers housing, retail, open space, and economic opportunity for current and future generations.

Concept – Node (2<sup>nd</sup> Avenue and Davis)



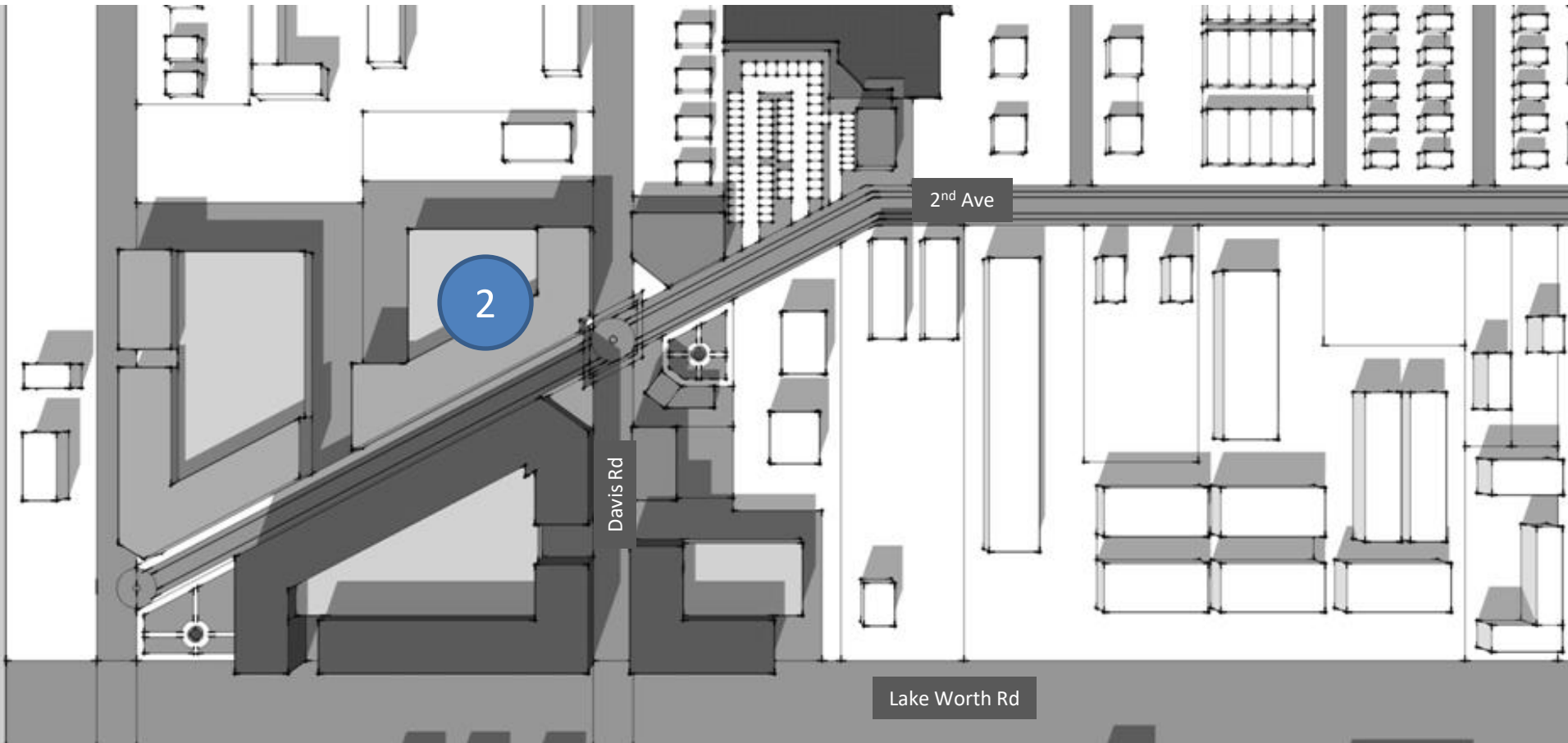
**Site 1:** 75,429 sf

**Current Zoning:** 0 units (Residential Prohibited)

**Proposed Comp Plan at 50% Residential:** 44.3 units (assumption at 850 sf per unit)

**Fitment:** Commercial

Concept – Node (2<sup>nd</sup> Avenue and Davis)



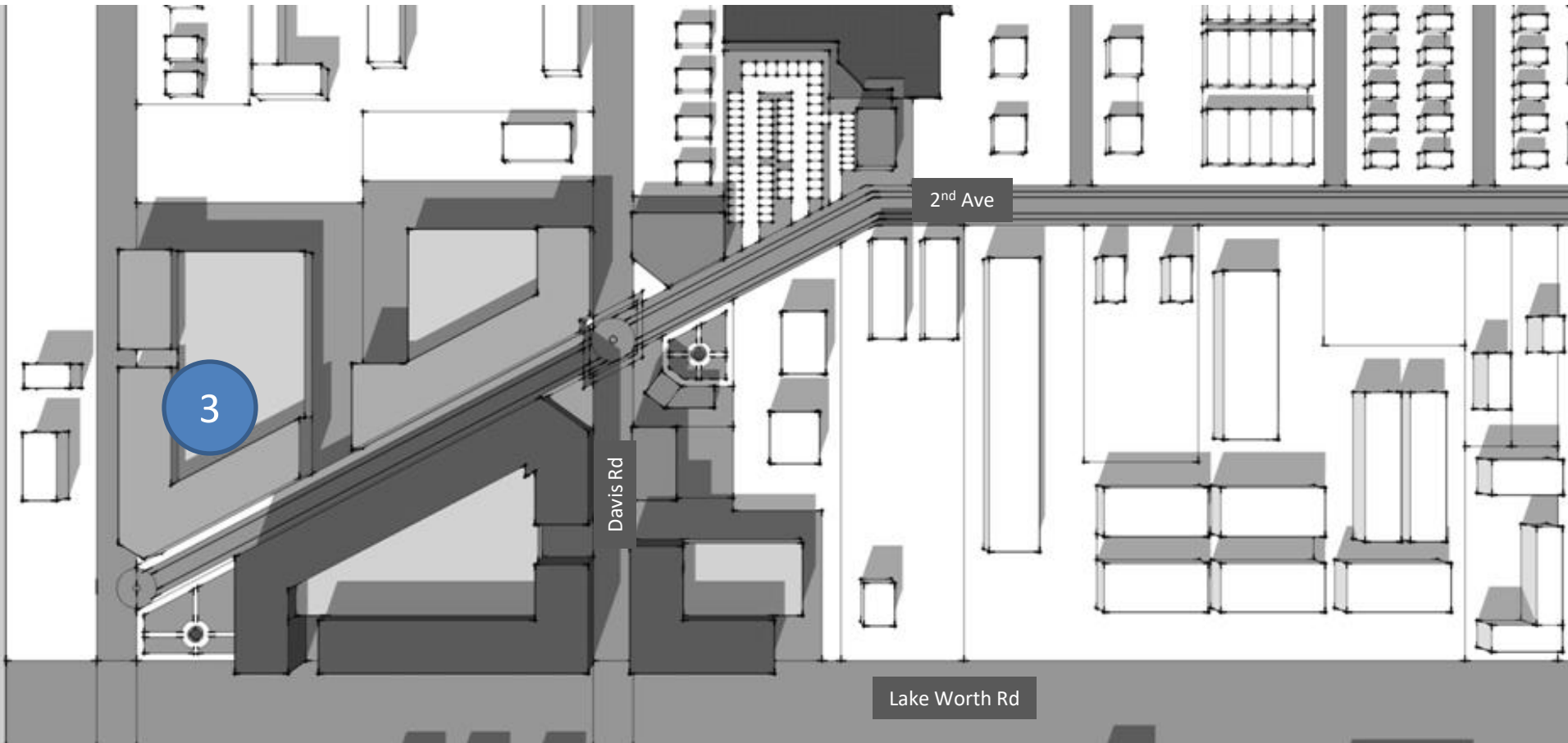
**Site 2:** 116,000 sf

**Current Zoning:** 0 units (Residential Prohibited)

**Proposed Comp Plan at 50% Residential:** 68.2 units (assumption at 850 sf per unit)

**Fitment:** 382 units (assumption at 850 sf per unit) at 5-stories

Concept – Node (2<sup>nd</sup> Avenue and Davis)



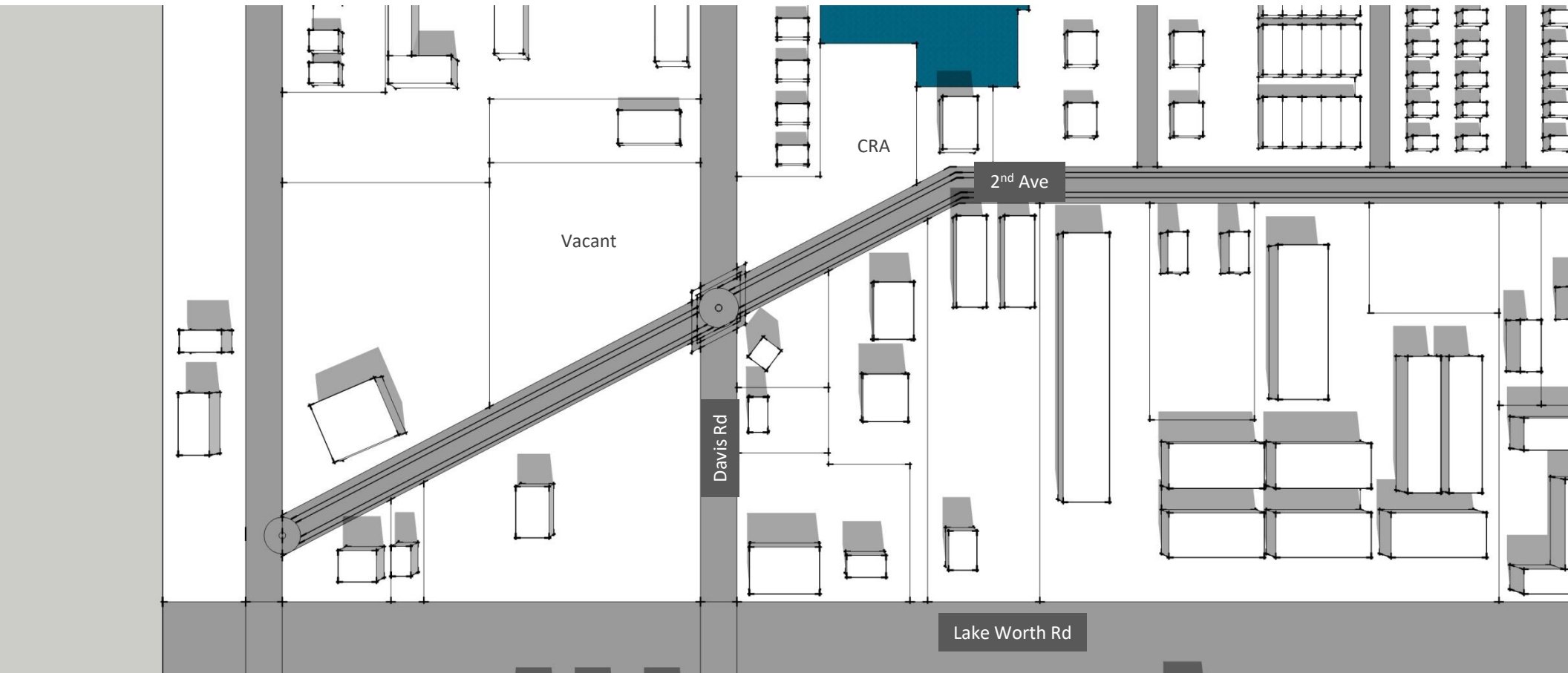
**Site 3:** 178,000 sf

**Current Zoning:** 0 units (Residential Prohibited)

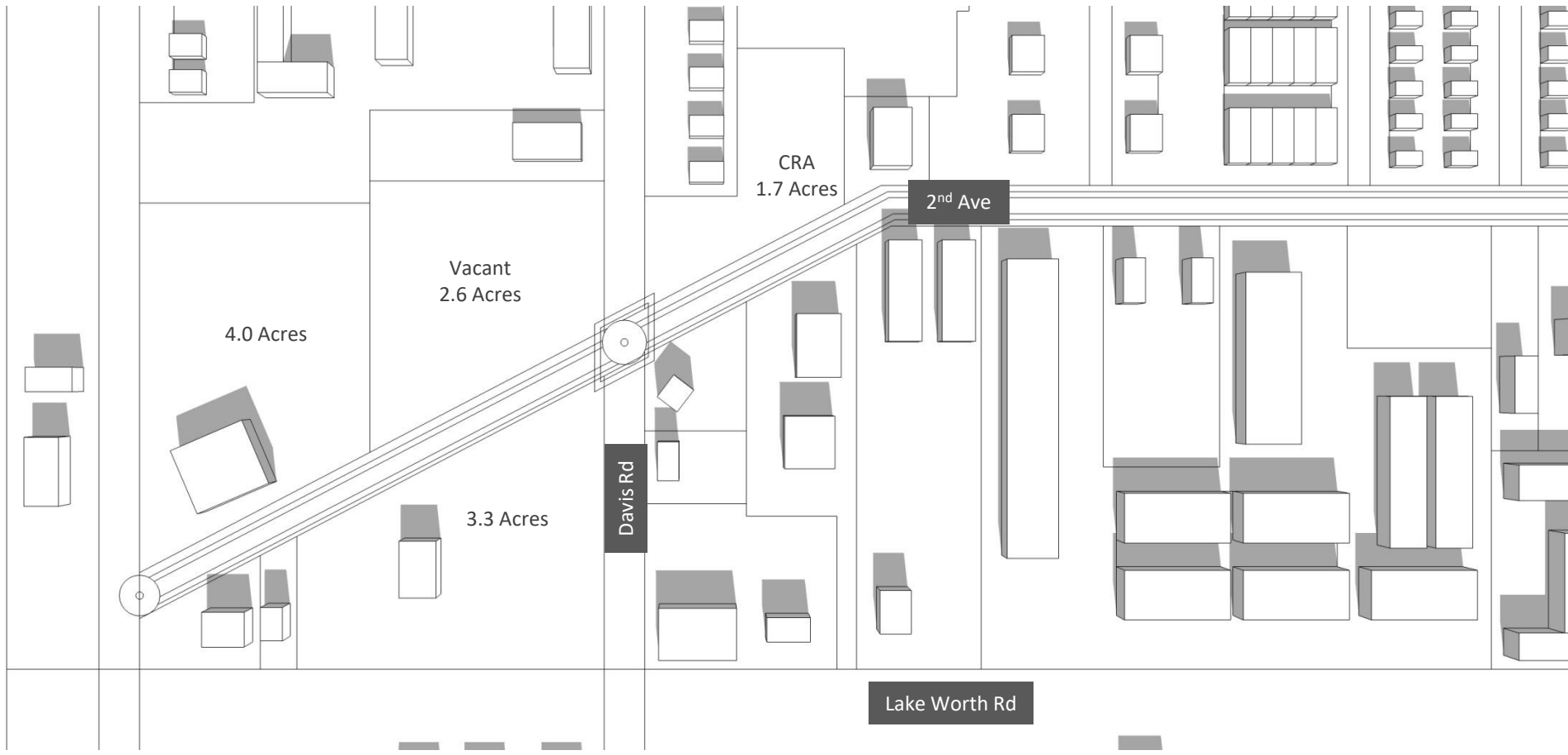
**Proposed Comp Plan at 50% Residential:** 104.7 units (assumption at 850 sf per unit)

**Fitment:** 586 units (assumption at 850 sf per unit) at 5-stories

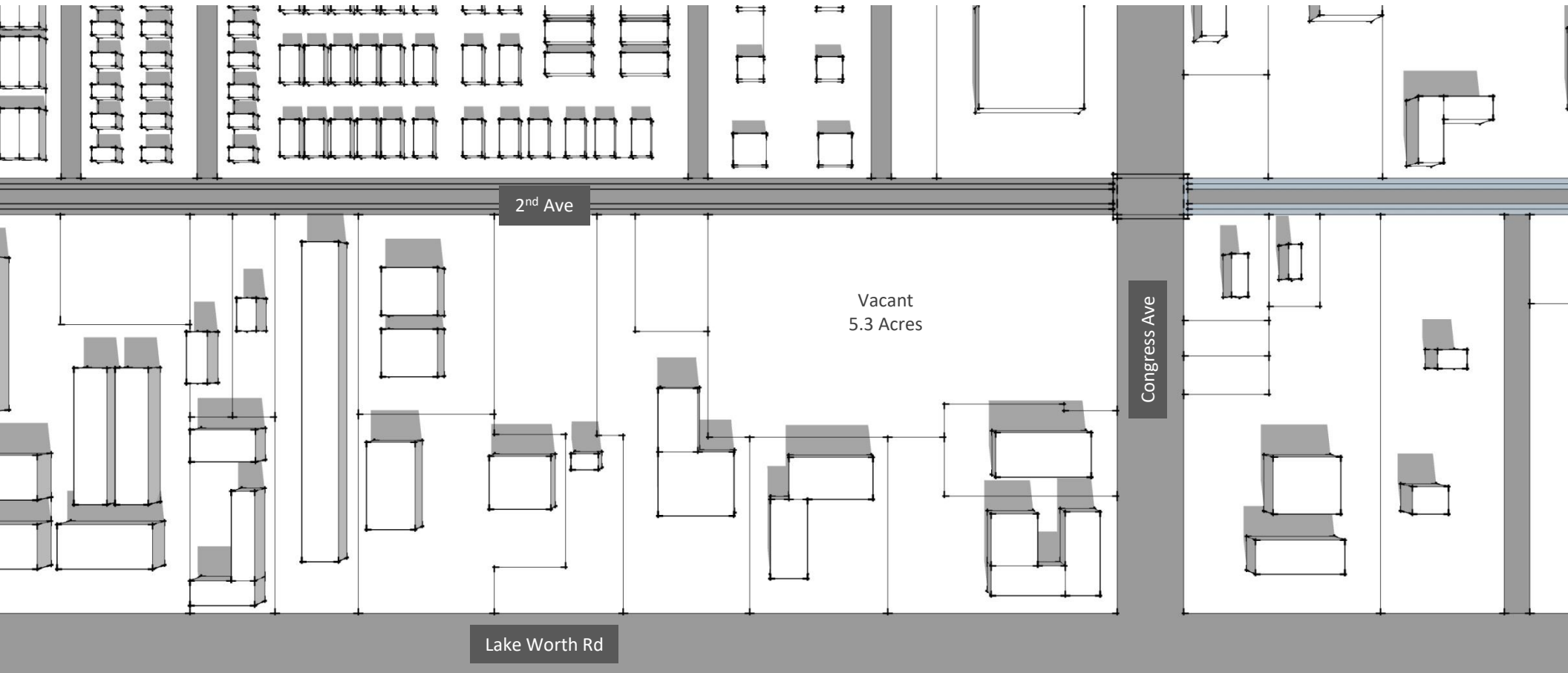
Existing – Node (2<sup>nd</sup> Avenue and Davis)



# Existing – Node (2<sup>nd</sup> Avenue and Davis)



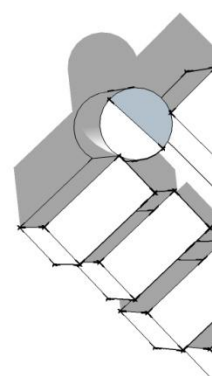
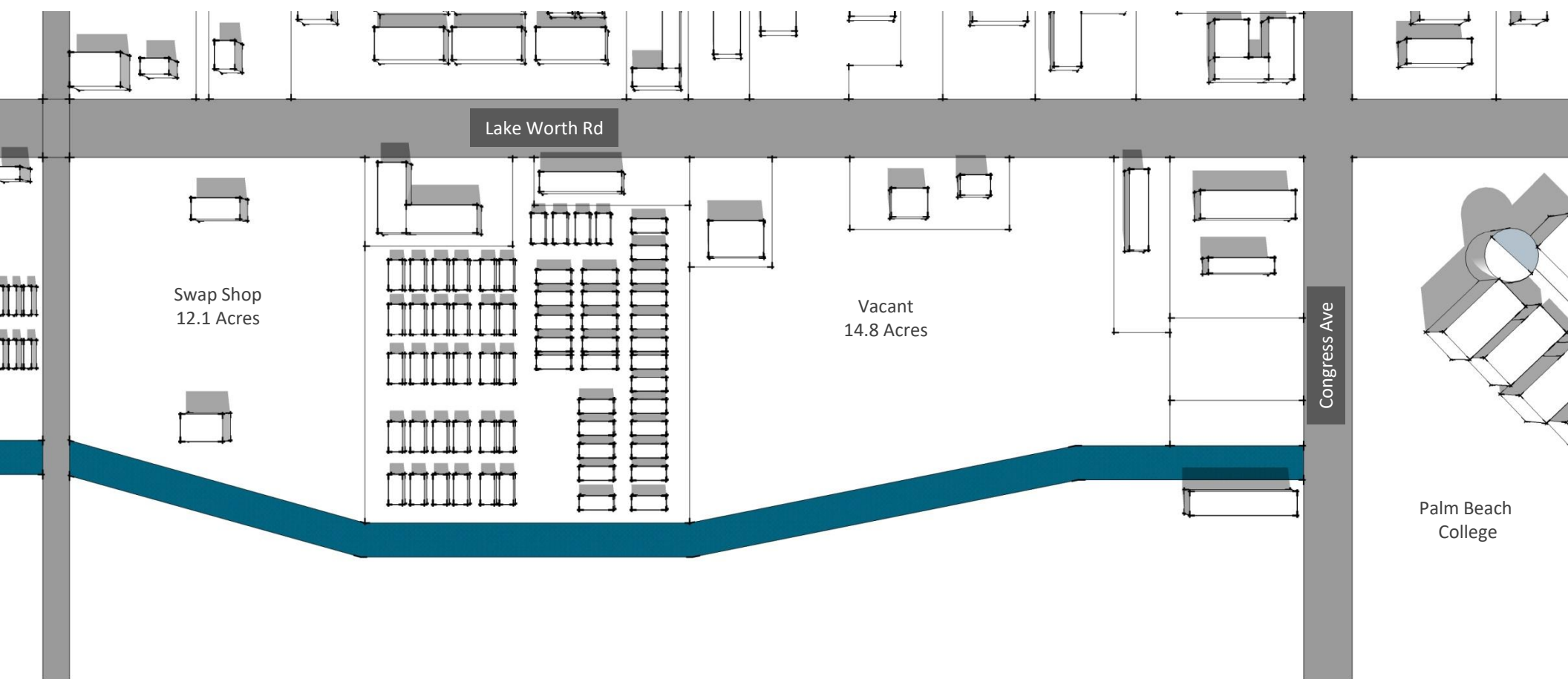
Existing – 2<sup>nd</sup> Avenue and Congress



Existing – 2<sup>nd</sup> Avenue and Congress

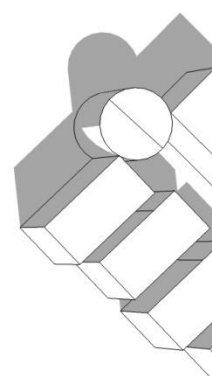


Existing – South of Lake Worth Rd



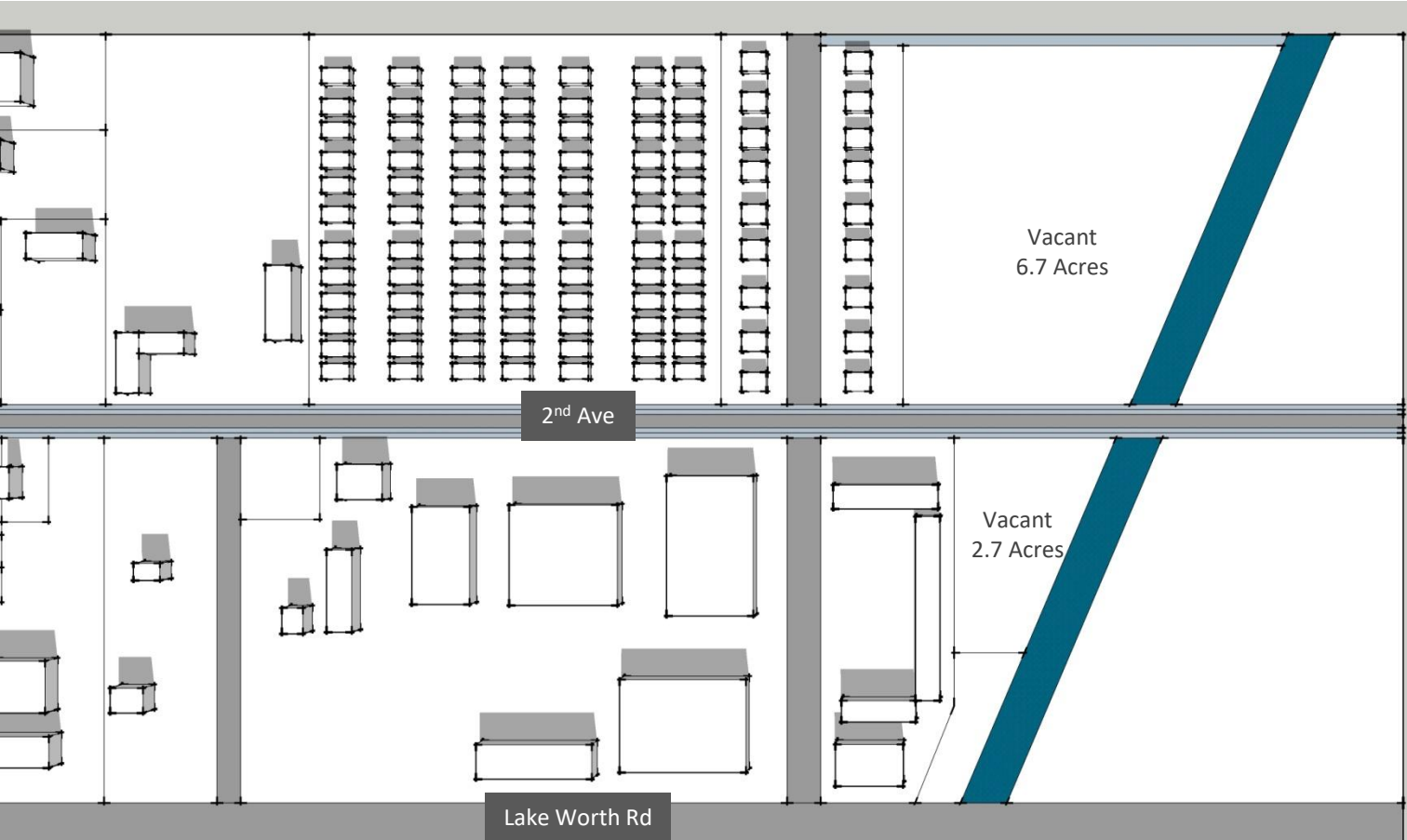
Palm Beach College

Existing – South of Lake Worth Rd

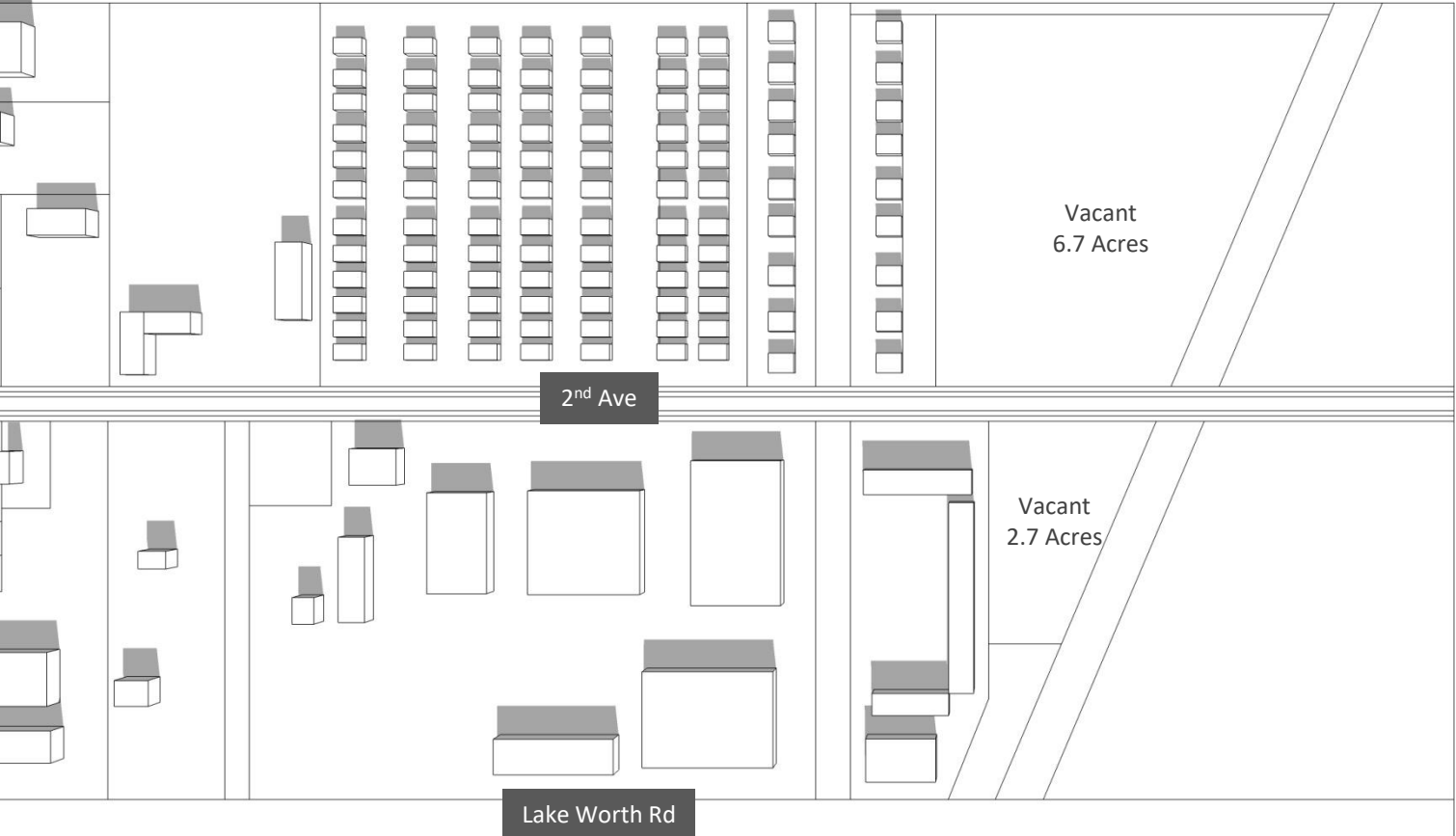


Palm Beach College

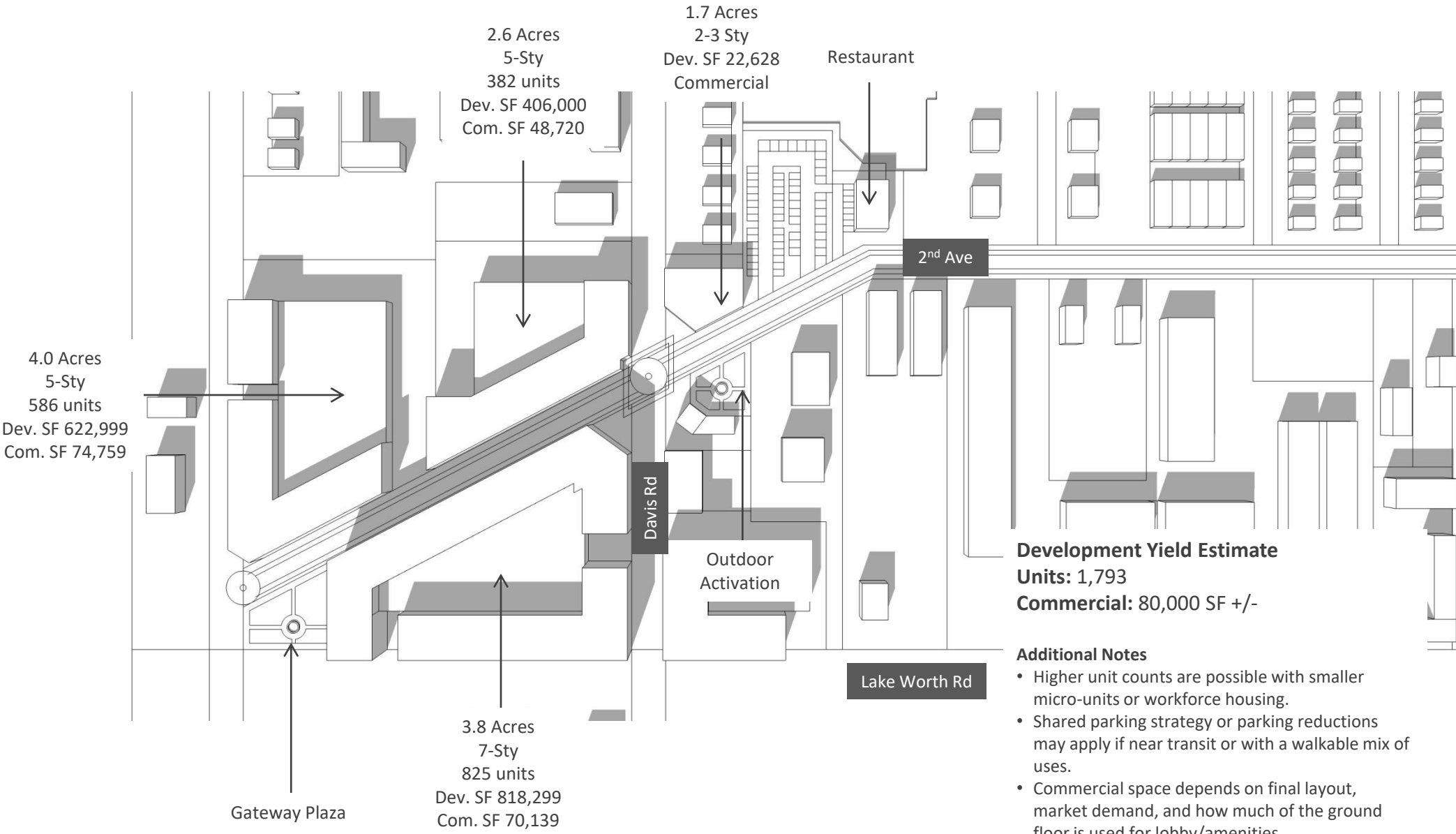
Existing – 2<sup>nd</sup> Avenue East



Existing – 2<sup>nd</sup> Avenue East



# Concept – Node (2<sup>nd</sup> Avenue and Davis)



## Development Yield Estimate

**Units: 1,793**

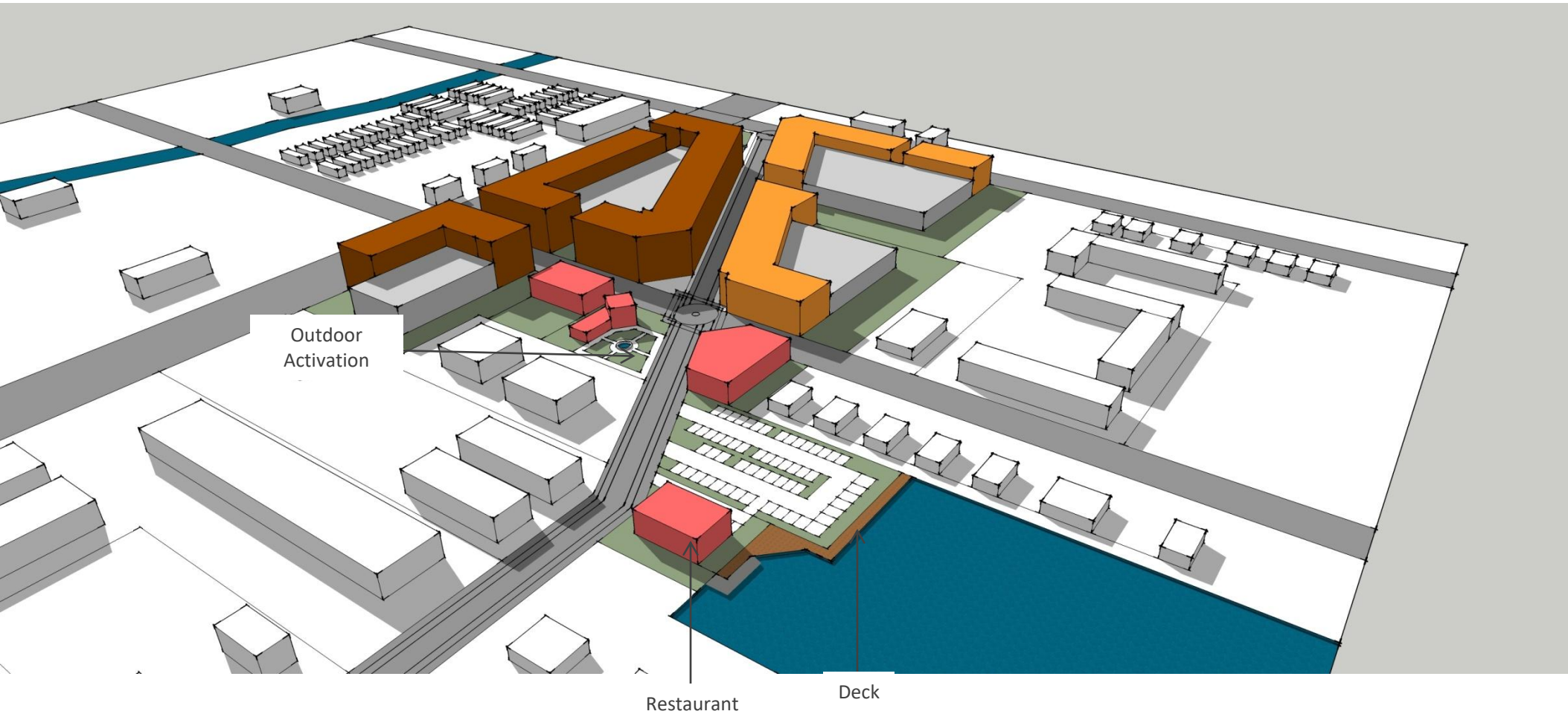
**Commercial: 80,000 SF +/-**

## Additional Notes

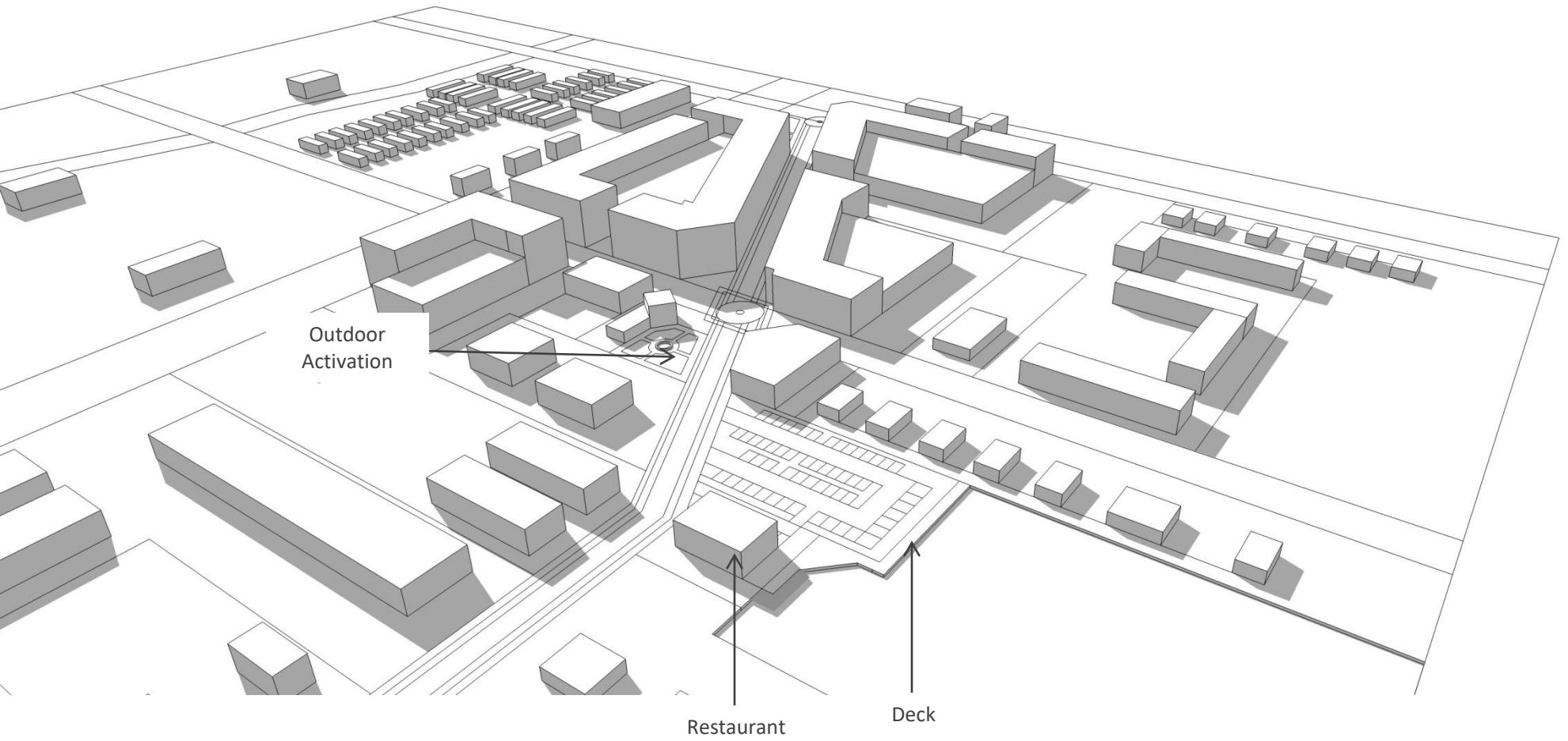
- Higher unit counts are possible with smaller micro-units or workforce housing.
- Shared parking strategy or parking reductions may apply if near transit or with a walkable mix of uses.
- Commercial space depends on final layout, market demand, and how much of the ground floor is used for lobby/amenities.
- A mix of retail, café, and service commercial uses on the ground floor activates the streetscape and promenade along 2<sup>nd</sup> Avenue and Davis Rd node.

# Concept – Node (2<sup>nd</sup> Avenue and Davis)

- 2-3 Stories (Commercial)
- 4-5 Stories (Mixed-use/ Multifamily)
- 6-7 Stories (Mixed-use/ Multifamily)



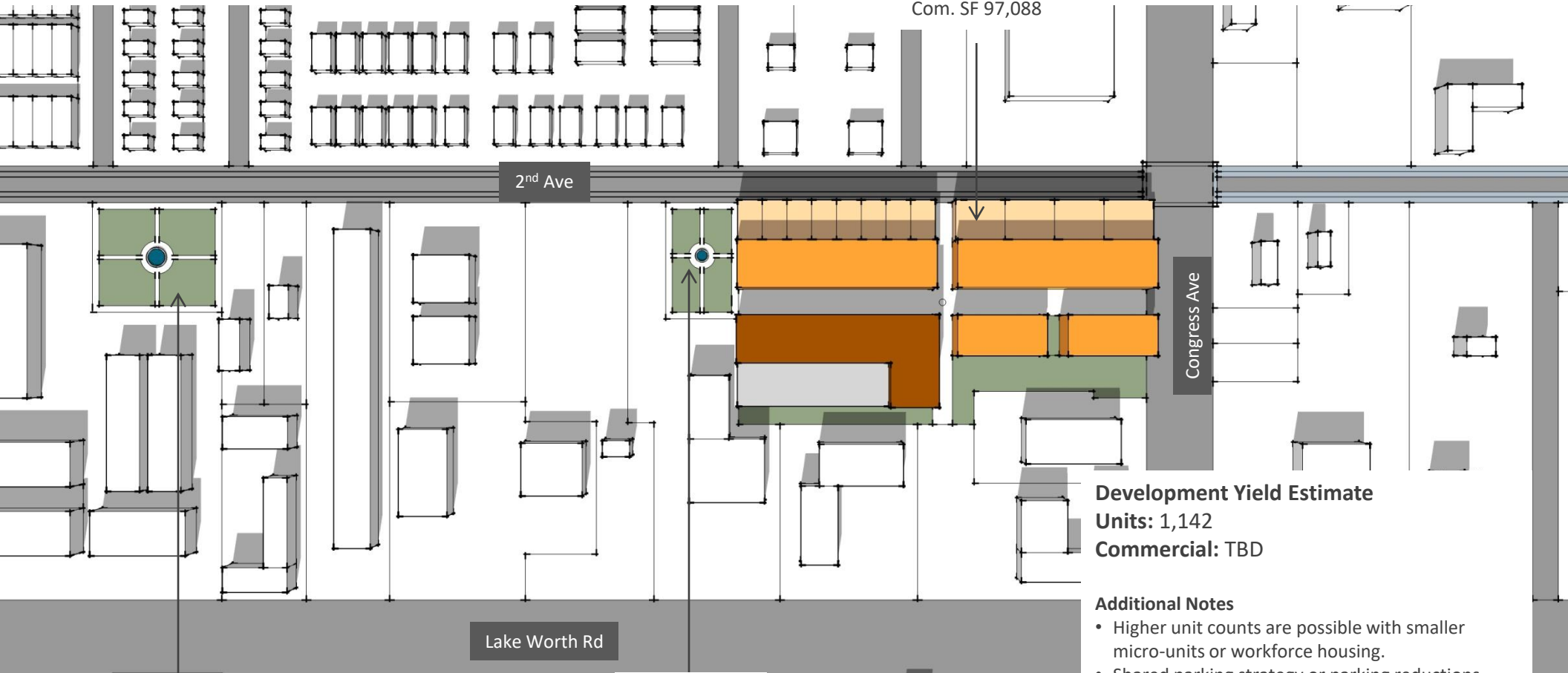
# Concept – Node (2<sup>nd</sup> Avenue and Davis)



# Concept – 2<sup>nd</sup> Avenue and Congress

- 2-3 Stories (Commercial)
- 4-5 Stories (Mixed-use/ Multifamily)
- 6-7 Stories (Mixed-use/ Multifamily)

5.3 Acres  
 5-7 Sty  
 1,142 units  
 Dev. SF 1,132,703  
 Com. SF 97,088



**Development Yield Estimate**  
**Units: 1,142**  
**Commercial: TBD**

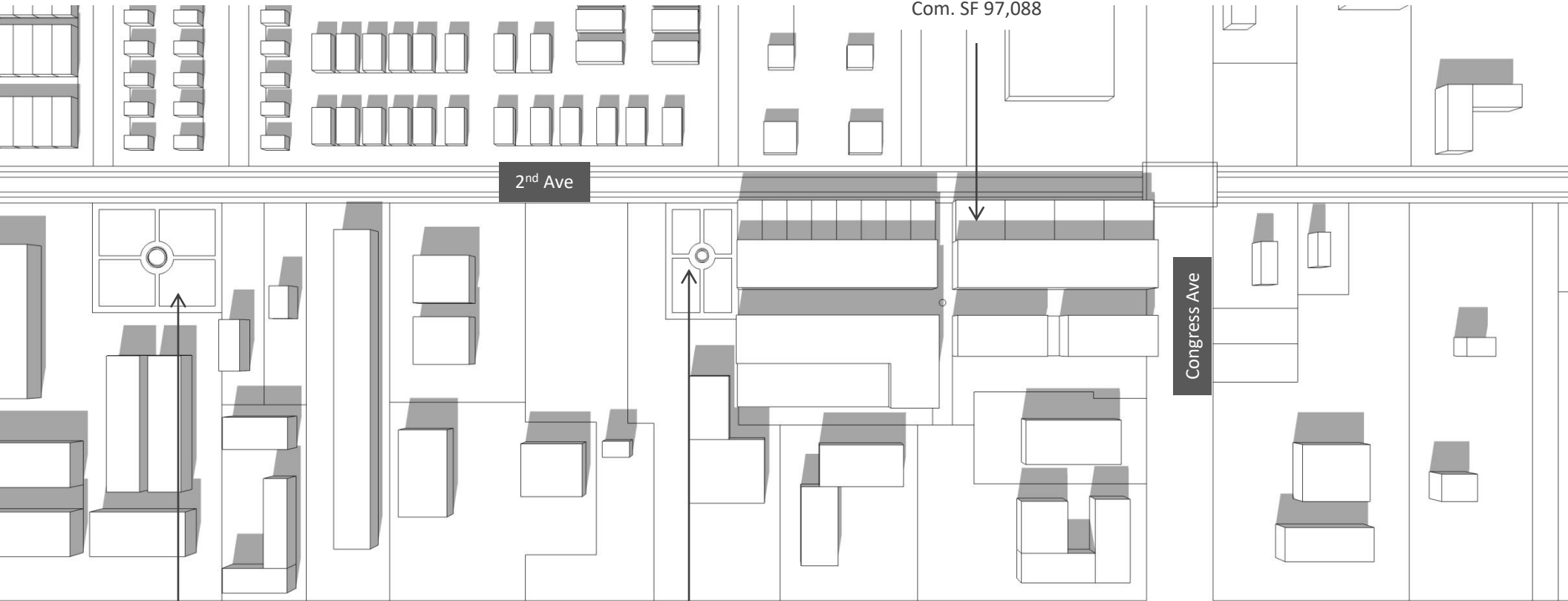
- Additional Notes**
- Higher unit counts are possible with smaller micro-units or workforce housing.
  - Shared parking strategy or parking reductions may apply if near transit or with a walkable mix of uses.
  - Commercial space depends on final layout, market demand, and how much of the ground floor is used for lobby/amenities.
  - A mix of retail, café, and service commercial uses on the ground floor activates the streetscape and promenade along 2<sup>nd</sup> Avenue and Davis Rd node.

Entrepreneur  
Outdoor Activation

Neighborhood  
Pocket Park

# Concept – 2<sup>nd</sup> Avenue and Congress

5.3 Acres  
5-7 Sty  
1,142 units  
Dev. SF 1,132,703  
Com. SF 97,088



2<sup>nd</sup> Ave

Congress Ave

Lake Worth Rd

Entrepreneur  
Outdoor Activation

Neighborhood  
Pocket Park

# Concept – 2<sup>nd</sup> Avenue and Congress

- 2-3 Stories (Commercial)
- 4-5 Stories (Mixed-use/ Multifamily)
- 6-7 Stories (Mixed-use/ Multifamily)



Lake Worth Rd

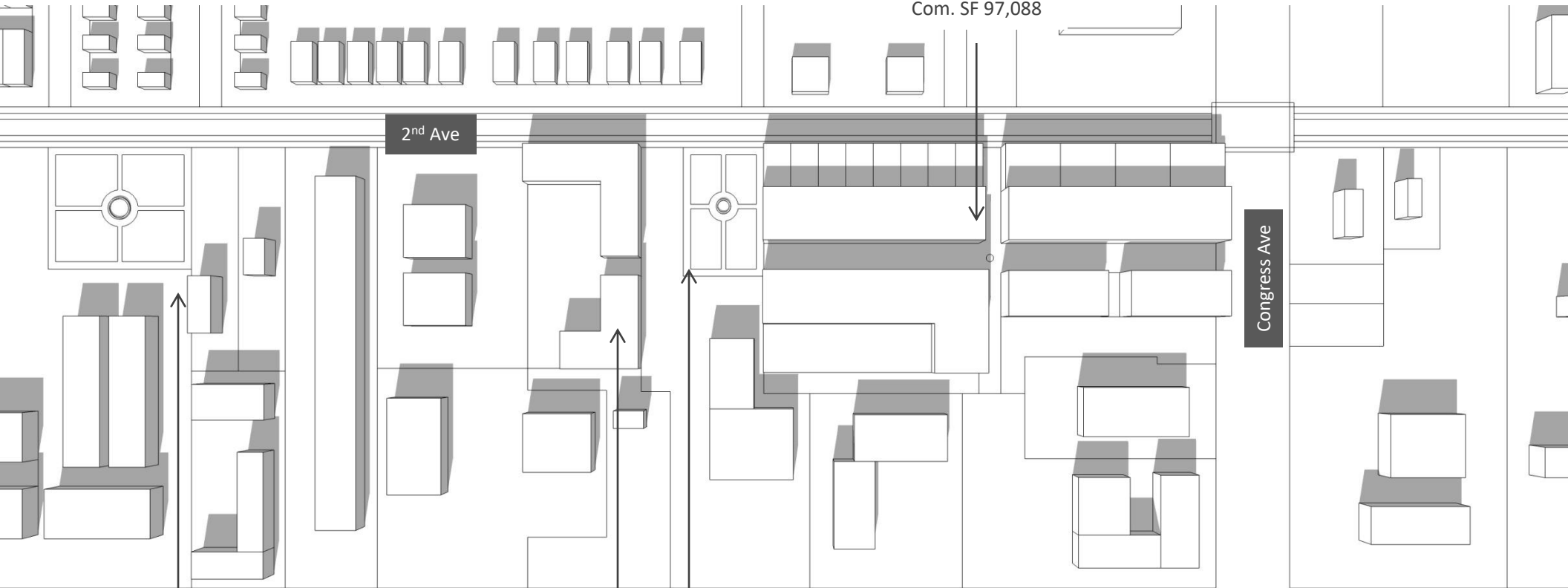
Congress Ave

2<sup>nd</sup> Ave

Additional  
Commercial

# Concept – 2<sup>nd</sup> Avenue and Congress

5.3 Acres  
5-7 Sty  
1,142 units  
Dev. SF 1,132,703  
Com. SF 97,088



2<sup>nd</sup> Ave

Congress Ave

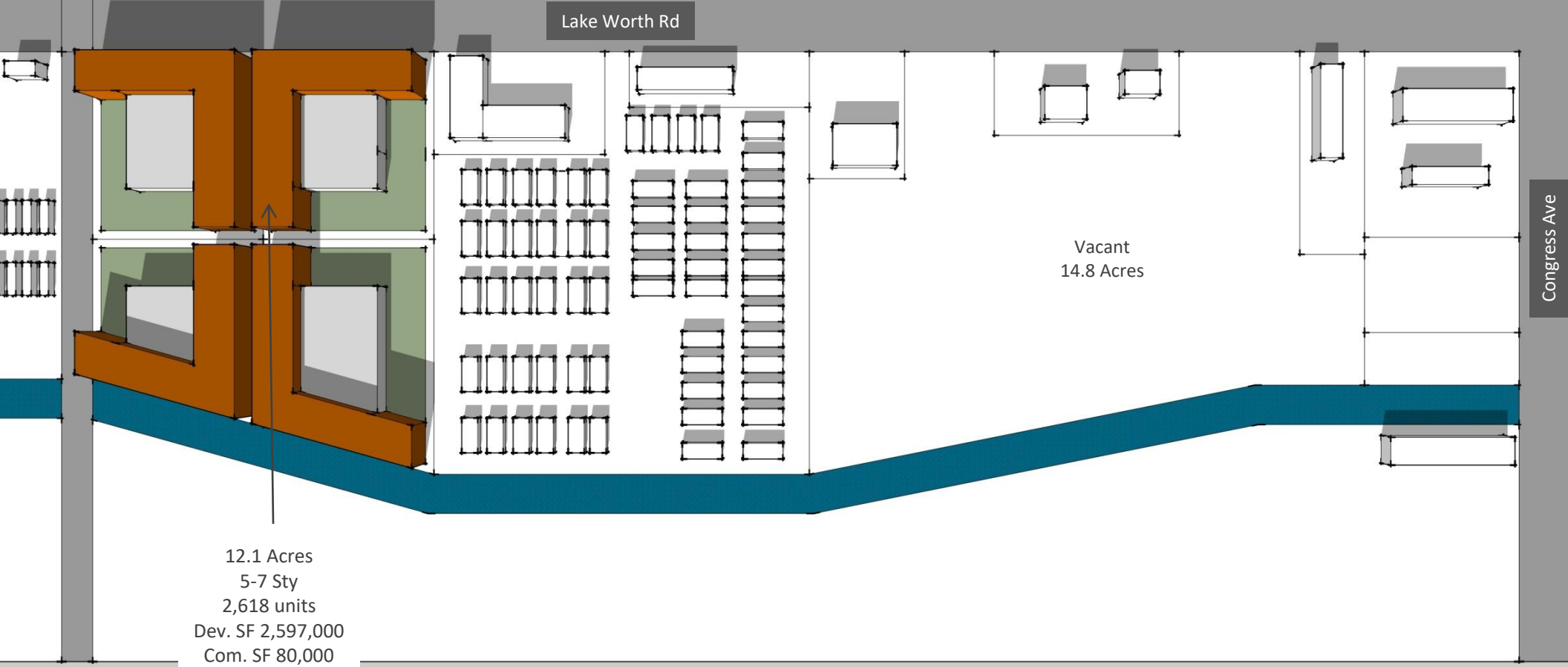
Lake Worth Rd

Entrepreneur  
Outdoor Activation

Neighborhood  
Pocket Park  
Additional  
Commercial

Concept – South of Lake Worth Rd

- 2-3 Stories (Commercial)
- 4-5 Stories (Mixed-use/ Multifamily)
- 6-7 Stories (Mixed-use/ Multifamily)



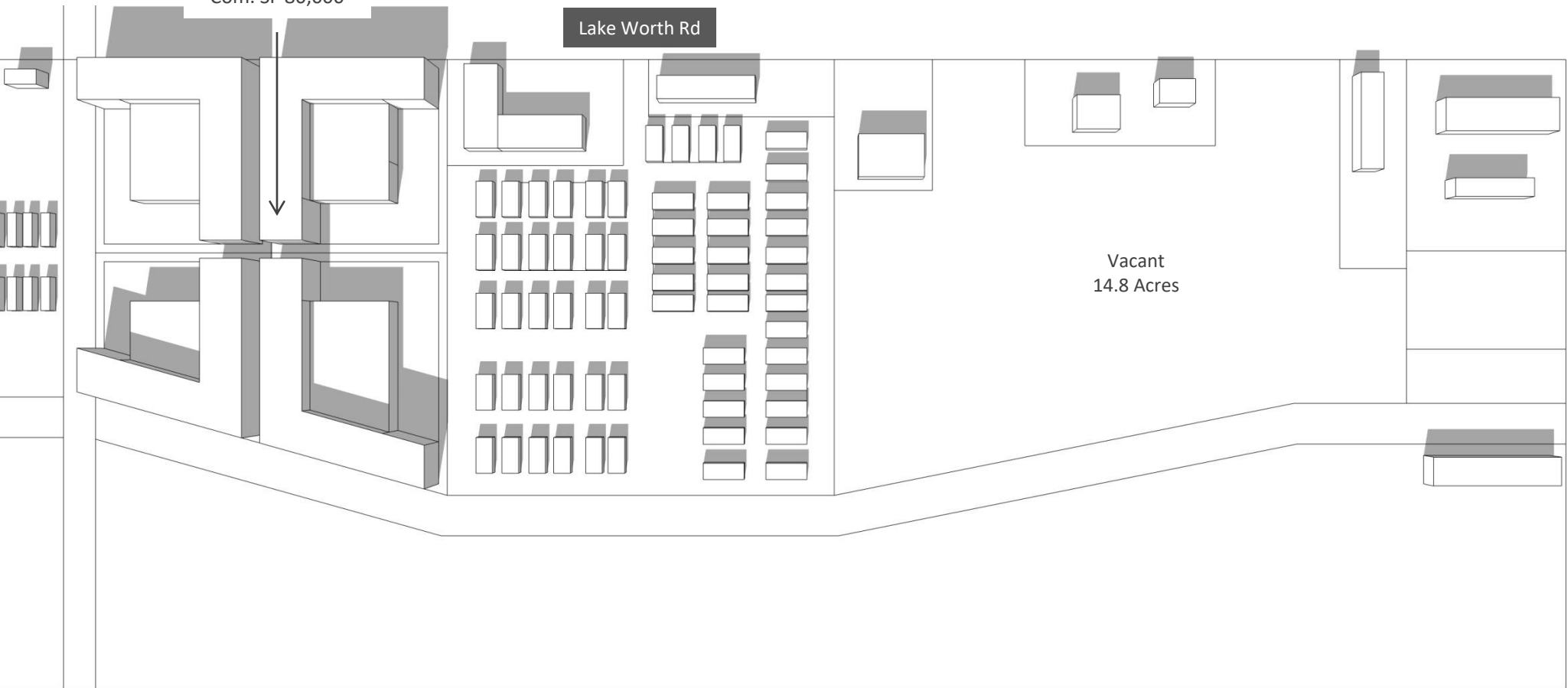
Concept – South of Lake Worth Rd

12.1 Acres  
5-7 Sty  
2,618 units  
Dev. SF 2,597,000  
Com. SF 80,000

Lake Worth Rd

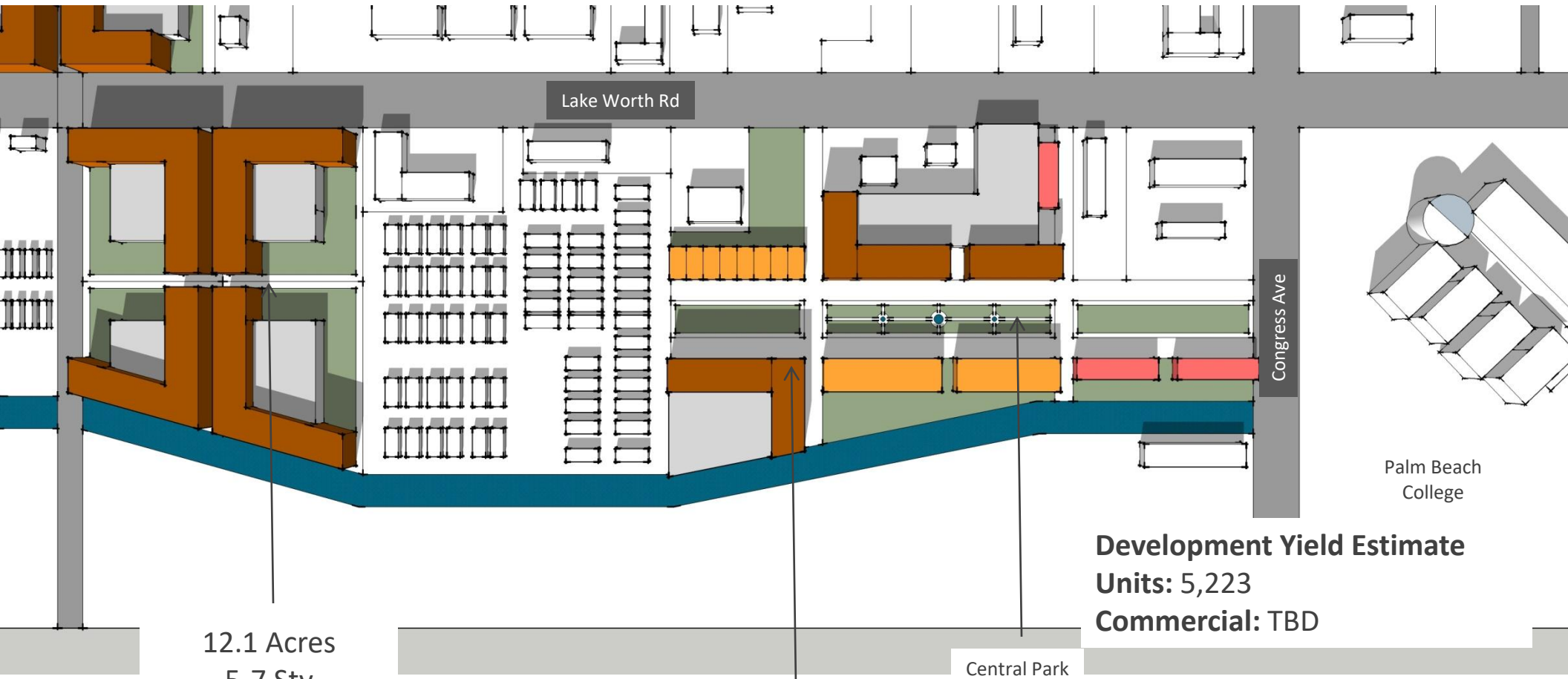
Vacant  
14.8 Acres

Congress Ave



Concept – South of Lake Worth Rd

- 2-3 Stories (Commercial)
- 4-5 Stories (Mixed-use/ Multifamily)
- 6-7 Stories (Mixed-use/ Multifamily)



Palm Beach College

**Development Yield Estimate**  
**Units: 5,223**  
**Commercial: TBD**

12.1 Acres  
 5-7 Sty  
 2,618 units  
 Dev. SF 2,597,000  
 Com. SF 80,000

14.8 Acres  
 5-7 Sty  
 2,605 units  
 Dev. SF 2,584,044  
 Com. SF 80,000

Central Park

→ Connection to Education and Healthcare Workforce

Concept – South of Lake Worth Rd

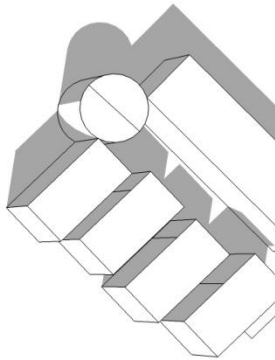


12.1 Acres  
 5-7 Sty  
 2,618 units  
 Dev. SF 2,597,000  
 Com. SF 80,000

14.8 Acres  
 5-7 Sty  
 2,605 units  
 Dev. SF 2,584,044  
 Com. SF 80,000

Central Park

Congress Ave



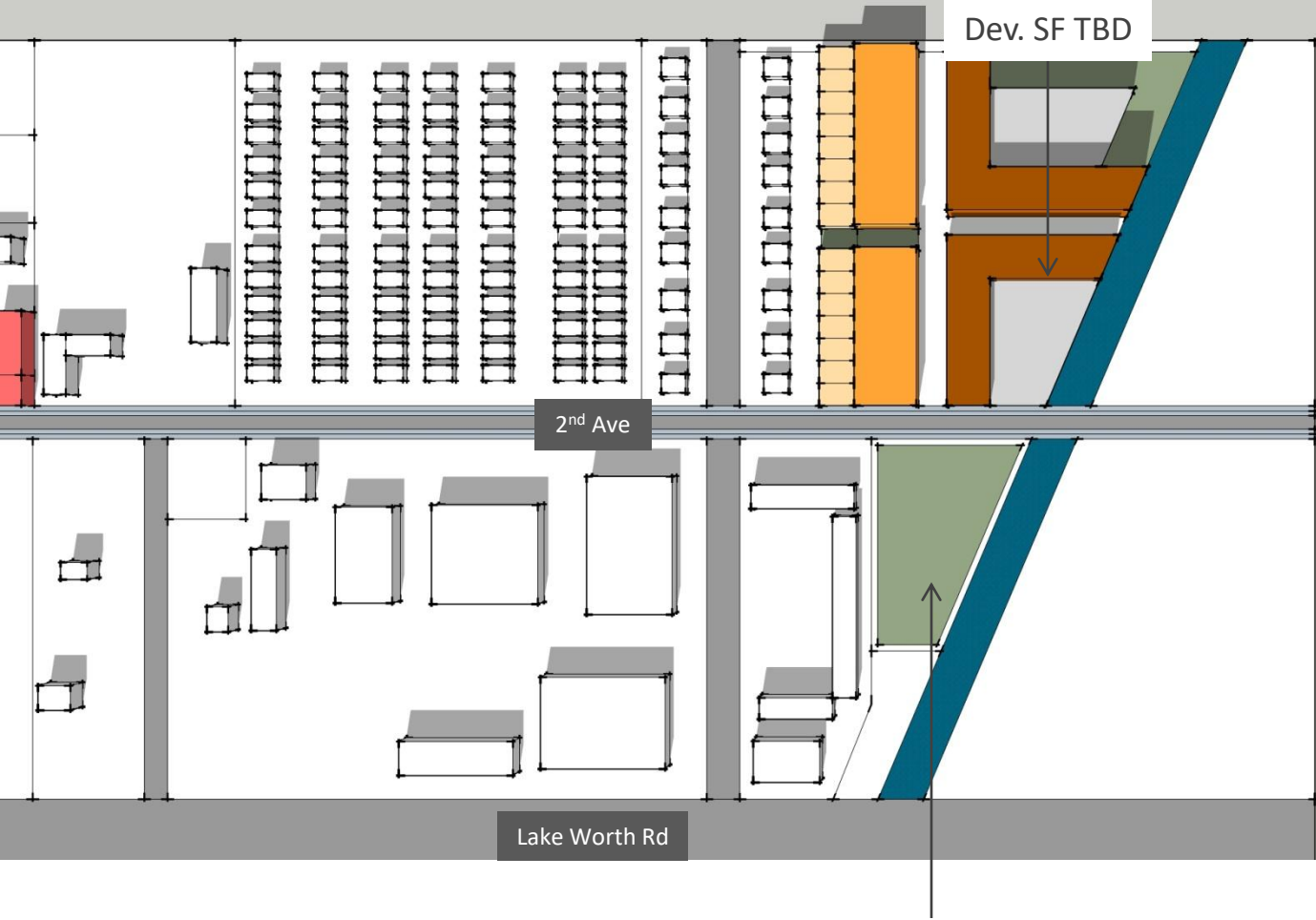
Palm Beach College

Connection to Education and Healthcare Workforce

Concept – 2<sup>nd</sup> Avenue East

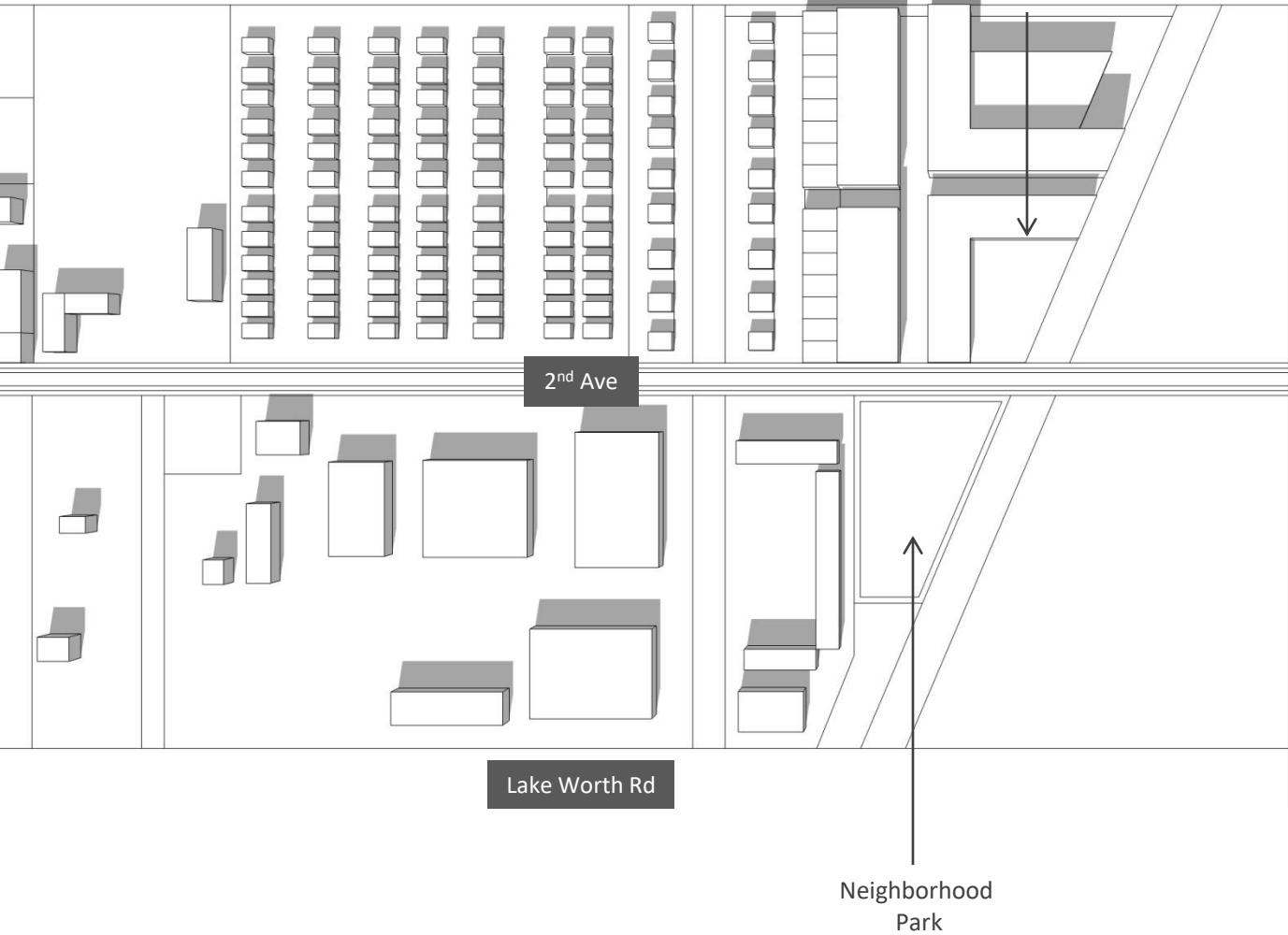
- 2-3 Stories (Commercial)
- 4-5 Stories (Mixed-use/ Multifamily)
- 6-7 Stories (Mixed-use/ Multifamily)

6.7 Acres  
5-7 Sty  
850 units  
Dev. SF TBD



Concept – 2<sup>nd</sup> Avenue East

6.7 Acres  
5-7 Sty  
850 units  
Dev. SF TBD

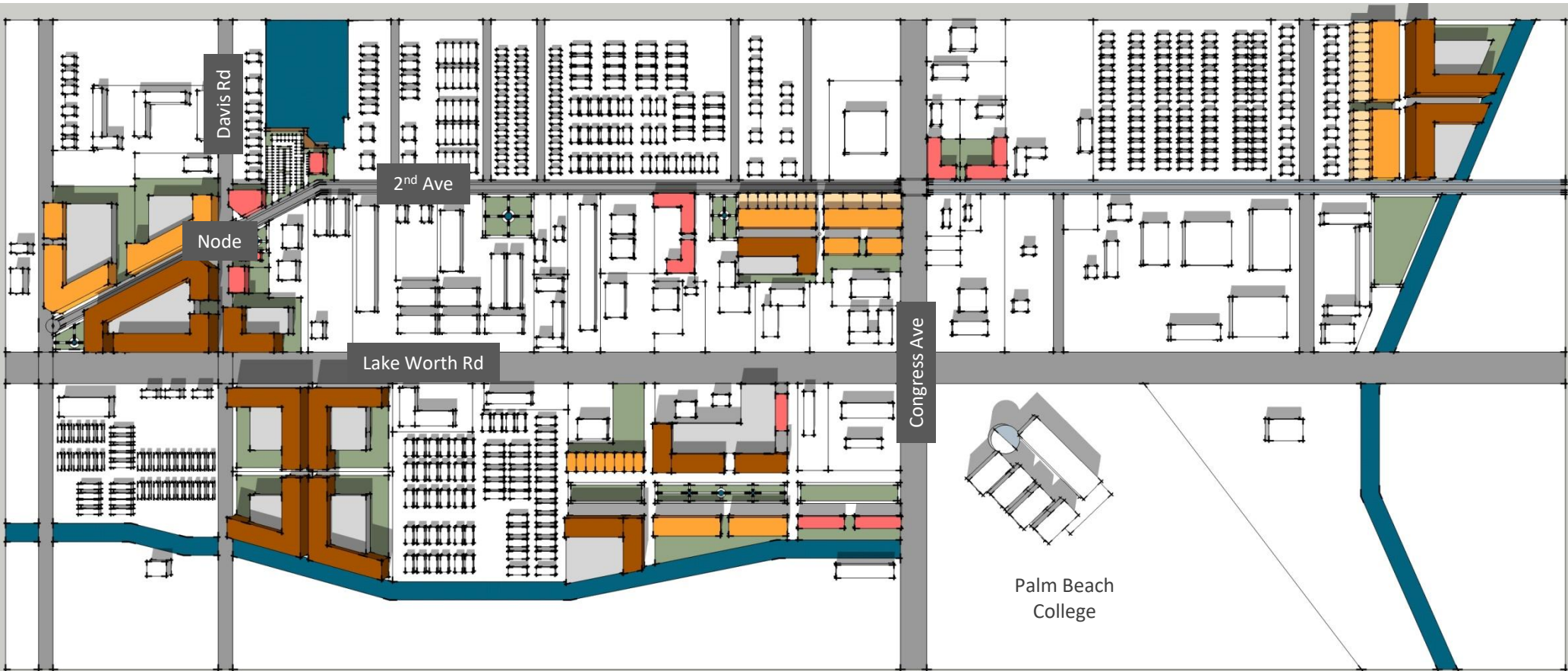


**Development Yield Estimate**  
**Units: 850**

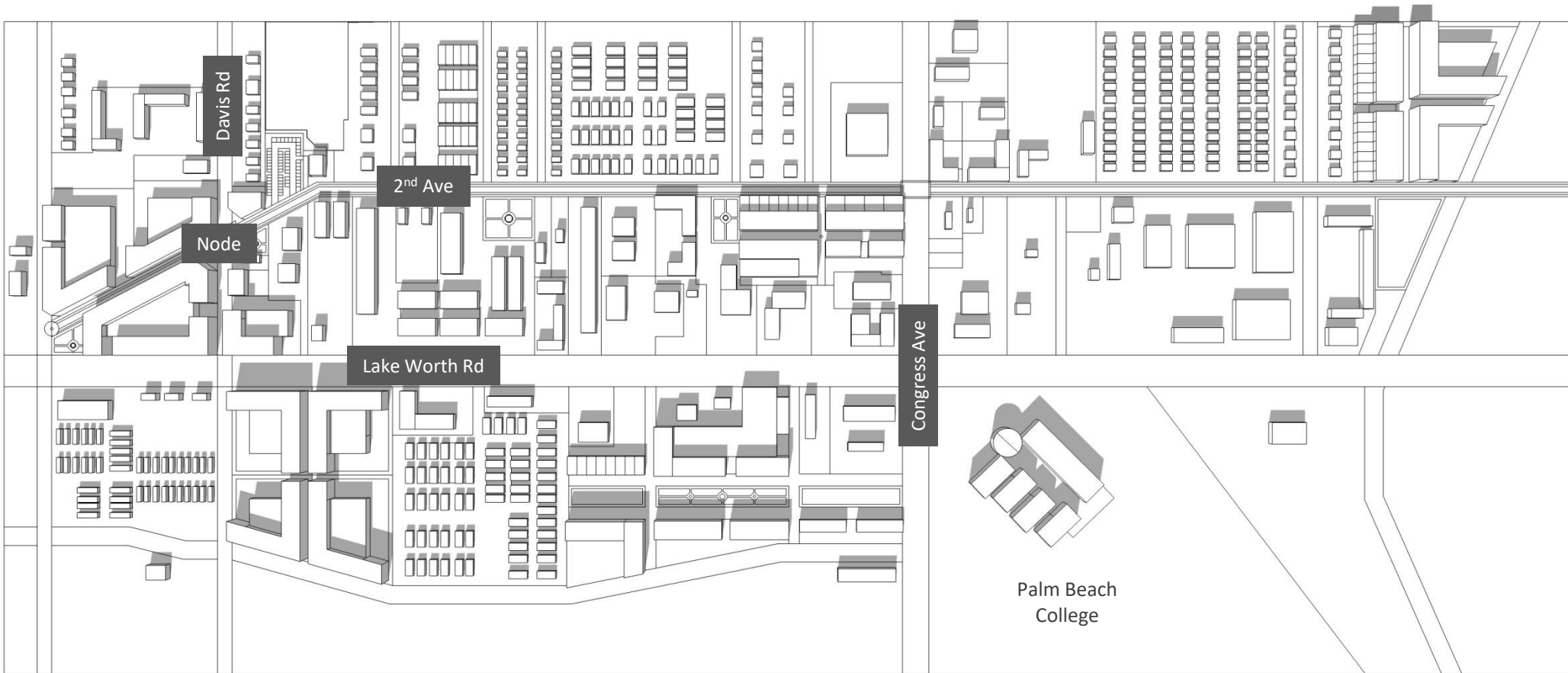
**Visioning Conceptual  
Fitment Views**

# Concept

- 2-3 Stories (Commercial)
- 4-5 Stories (Mixed-use/ Multifamily)
- 6-7 Stories (Mixed-use/ Multifamily)



# Concept



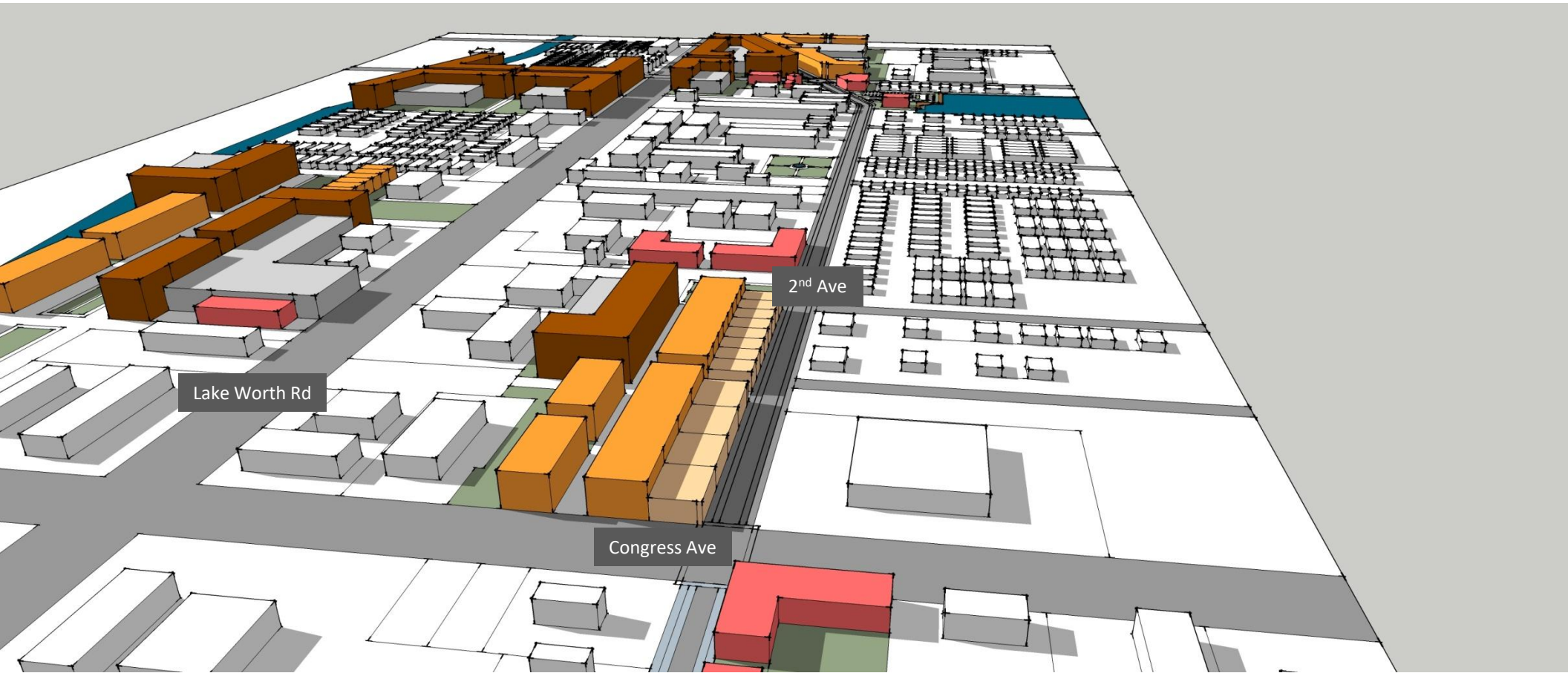
# Concept

- 2-3 Stories (Commercial)
- 4-5 Stories (Mixed-use/ Multifamily)
- 6-7 Stories (Mixed-use/ Multifamily)



# Concept

- 2-3 Stories (Commercial)
- 4-5 Stories (Mixed-use/ Multifamily)
- 6-7 Stories (Mixed-use/ Multifamily)



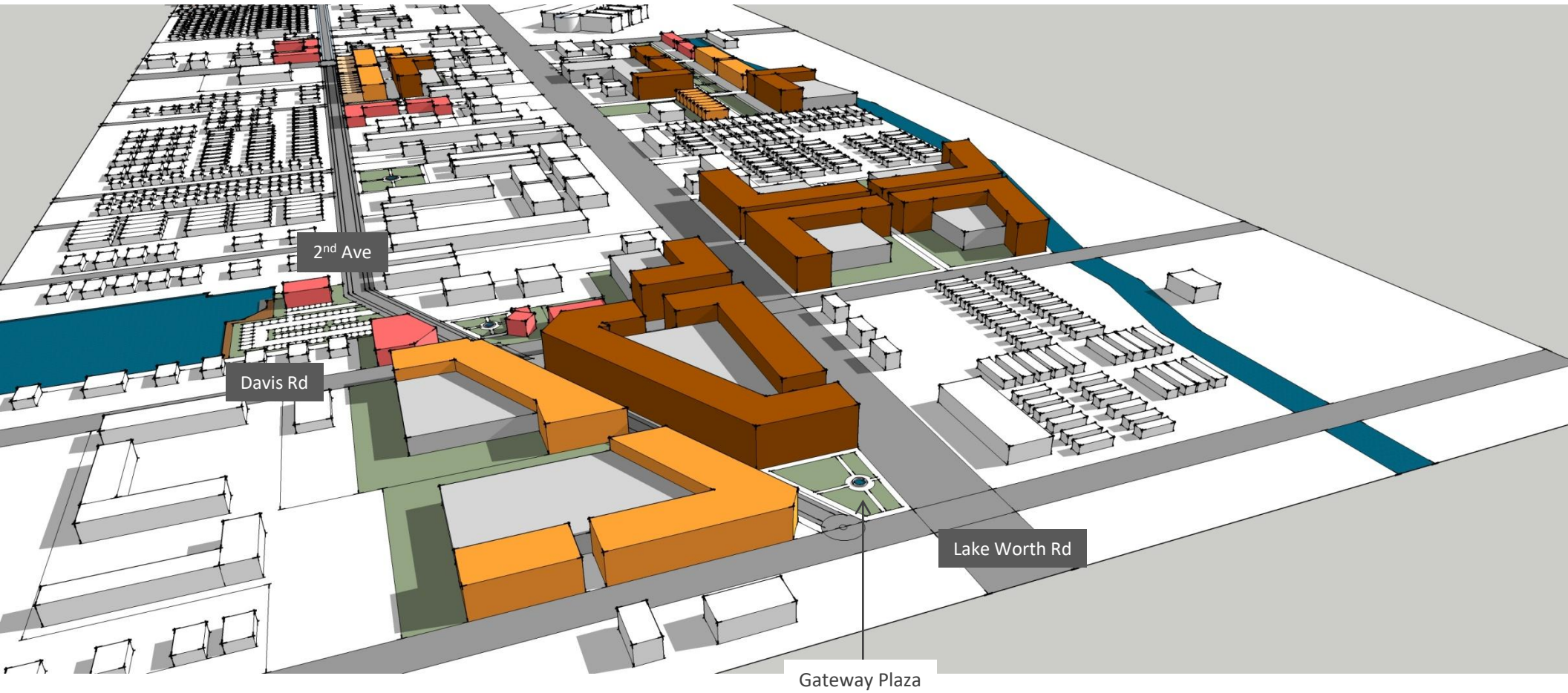
# Concept

- 2-3 Stories (Commercial)
- 4-5 Stories (Mixed-use/ Multifamily)
- 6-7 Stories (Mixed-use/ Multifamily)

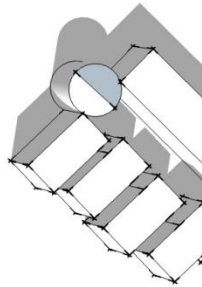
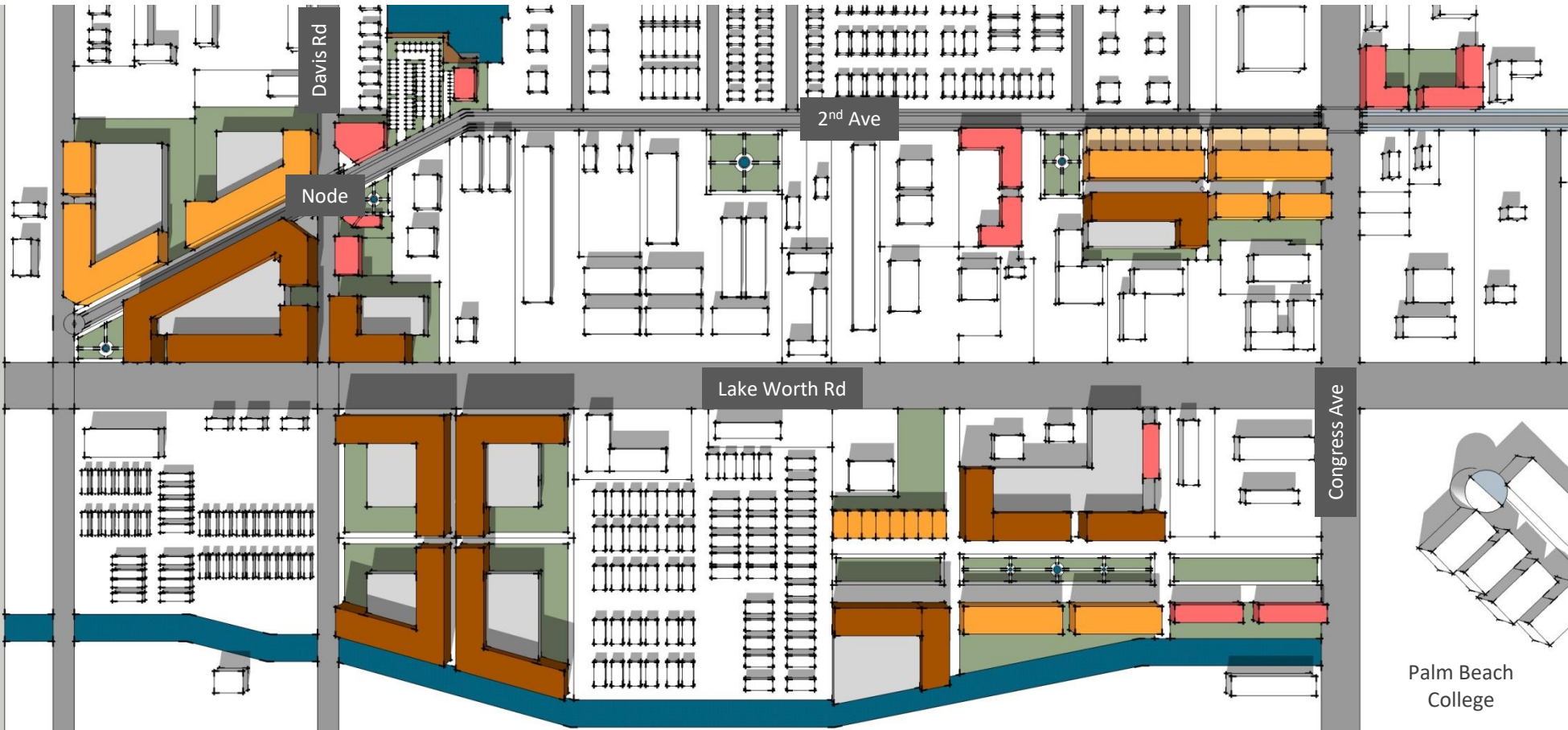


# Concept

- 2-3 Stories (Commercial)
- 4-5 Stories (Mixed-use/ Multifamily)
- 6-7 Stories (Mixed-use/ Multifamily)



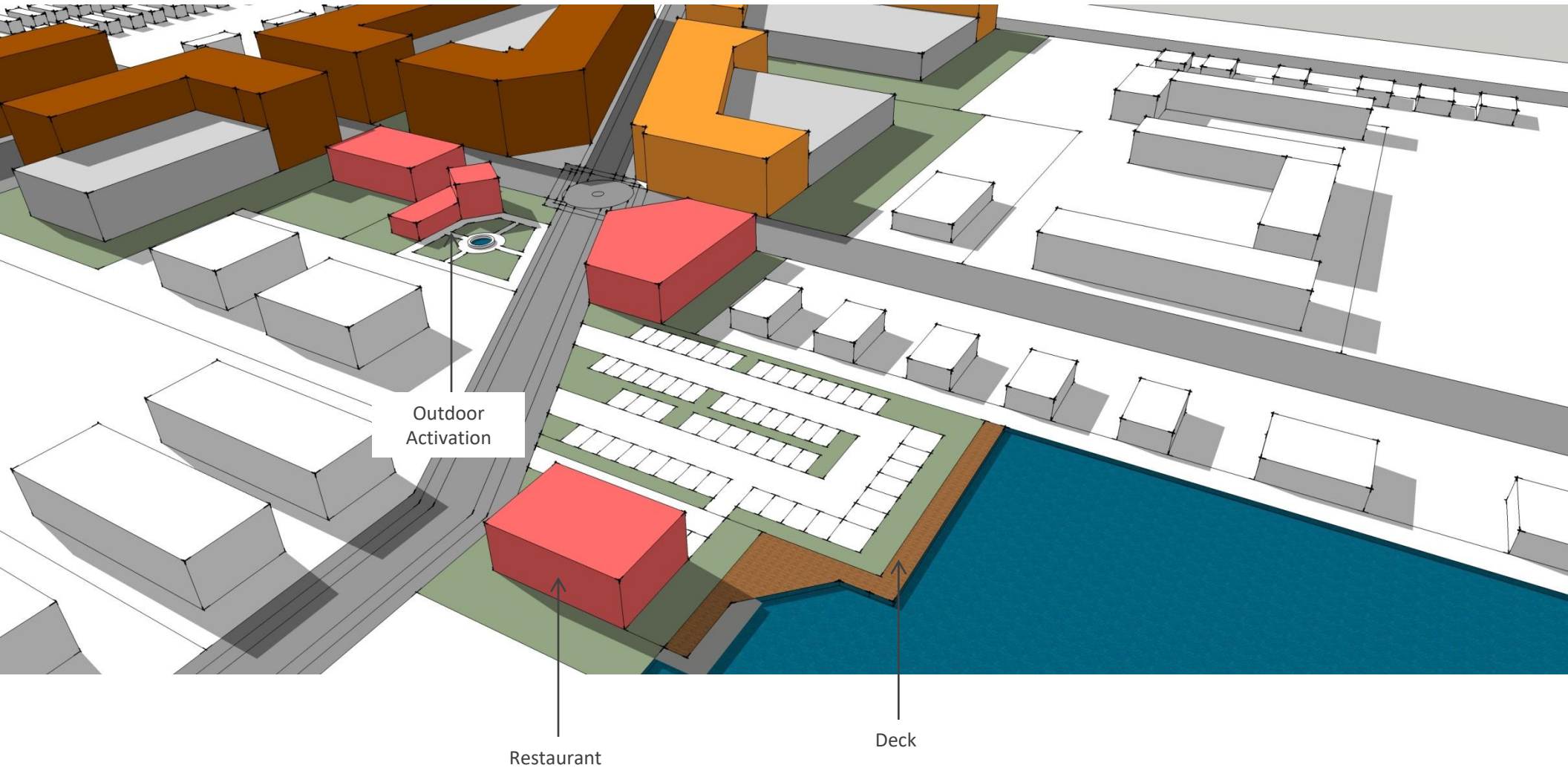
# Concept



Palm Beach College

# Concept

- 2-3 Stories (Commercial)
- 4-5 Stories (Mixed-use/ Multifamily)
- 6-7 Stories (Mixed-use/ Multifamily)



**Visioning Conceptual  
Rendering Views**

