

# RETAIL IN BOYNTON BEACH

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WHY BOYNTON BEACH?  
THE CITY'S COMPETITIVE ADVANTAGES

BOYNTON BEACH  
ECONOMIC DEVELOPMENT STRATEGY

AUGUST 2022  
PRODUCED BY JON STOVER & ASSOCIATES

### ABOUT THIS REPORT

This report was produced as part of the Boynton Beach Economic Development Strategy development process for the City of Boynton Beach. This Retail in Boynton Beach Report explores the City’s retail conditions, opportunities to enhance the retail environment, strategies for retail attraction and retention to help the city understand its retail environment and evaluate enhancement strategies.

The report includes an analysis of Boynton Beach’s existing retail conditions, customer base, and retail landscape amongst the City’s distinct districts. Opportunities and strategic recommendations in this report are oriented to help the City of Boynton Beach and its stakeholders continue enhancing the retail conditions, vibrancy, and commercial sustainability for the City’s future.

Jon Stover & Associates (JS&A) produced this report in partnership with the Jorge M. Perez Metropolitan Center at Florida International University (FIU) on behalf of the City of Boynton Beach. JS&A is a leading economic development consulting firm based in Washington, DC, specializing in economic analysis, retail revitalization, and helping the public, private,

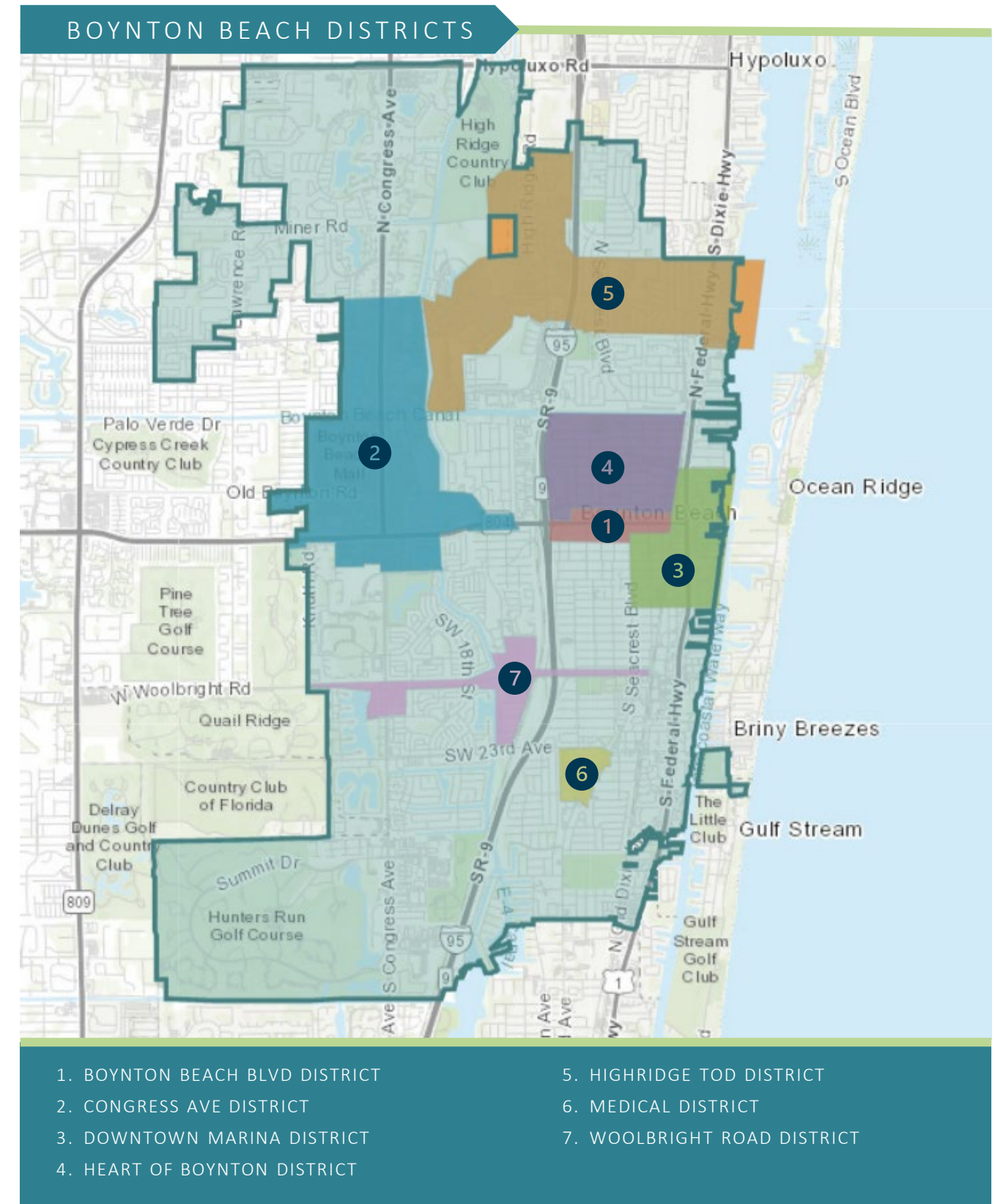
and nonprofit sectors collaborate to meet economic development objectives.

### STUDY LOCATION

The city of Boynton Beach is located in Florida’s Palm Beach County, south of Lake Worth and north of Delray Beach. Boynton Beach is the city’s third largest municipality in Palm Beach County, with approximately 78,000 residents calling Boynton Beach home. Federal Highway and I-95 connect Boynton Beach with nearby cities, including West Palm Beach, Boca Raton, Pompano Beach, and Fort Lauderdale. Boynton Beach includes seven distinct districts representing differing retail conditions and environments throughout the community.

### DATA SOURCES

The analysis presented in this report features data provided through ESRI, the City of Boynton Beach, the Boynton Beach CRA, Google business listings, an in-person site visit, and conversations with representatives from local businesses and the commercial real estate community.



# RETAIL IN BOYNTON BEACH

## CITYWIDE RETAIL CONDITIONS

### BOYNTON BEACH RETAIL

The city of Boynton Beach includes a range of retail conditions and businesses across the city. For the purpose of this study, retail is defined in two categories:

- General merchandise, accessories, furniture, and other merchandise (GAFO)
- Food and beverage establishments (F&B)

While categorizing retail in this framework is a typical methodology for understanding retail landscapes, other service-based businesses, such as dry cleaners, salons, and banks, also occupy ground-floor commercial or “retail” storefronts.

When selecting the optimal site for a business, a knowledgeable entrepreneur undertakes an in-depth analysis of conditions and projected operations. When every retailer evaluates sites, different retail

categories have common requirements for an ideal location when choosing the optimal neighborhood and storefront for the new establishment. In general, restaurants, cafes, bars, and coffee shops (Food & Beverage category), which typically prefer newer spaces and proximity to other dining establishments. Similarly, stores selling apparel, electronics, and furniture (GAFO) typically prefer to be nearby similar businesses as part of a greater shopping destination.

This study accounts for other land uses but does not define them within retail, including civic uses, residential uses, office space, and industrial space, as these uses all impact the viability of successful businesses and contribute to the vibrancy and economic vitality of Boynton Beach. Each district of Boynton Beach contributes to the retail economy, presents opportunities for prospective businesses, and defines the city’s retail fabric.



NEARLY  
**1 in 4**

**BOYNTON BEACH BUSINESSES ARE RETAILERS OR RESTAURANTS**

This equates to over 790 businesses within the retail and food and beverage industry, or 22% of Boynton Beach’s businesses.



**16%**

**OF BOYNTON BEACH BUSINESSES ARE RETAILERS**

Approximately 560 merchandise retailers are located in Boynton Beach.



**6%**

**OF BOYNTON BEACH BUSINESSES ARE RESTAURANTS**

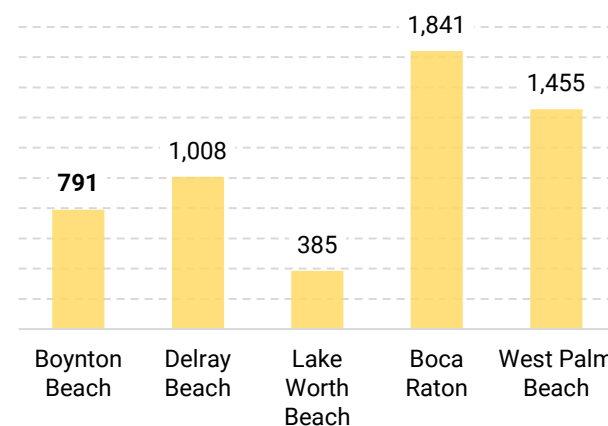
This includes over 230 businesses in the food and beverage industry.



**ALTHOUGH BOYNTON BEACH HAS FEWER RETAILERS AND RESTAURANTS THAN NEARBY CITIES, THE PROPORTIONATE SHARE OF ESTABLISHMENTS IS CONSISTENT ACROSS THE REGION, INCLUDING BOYNTON BEACH.**

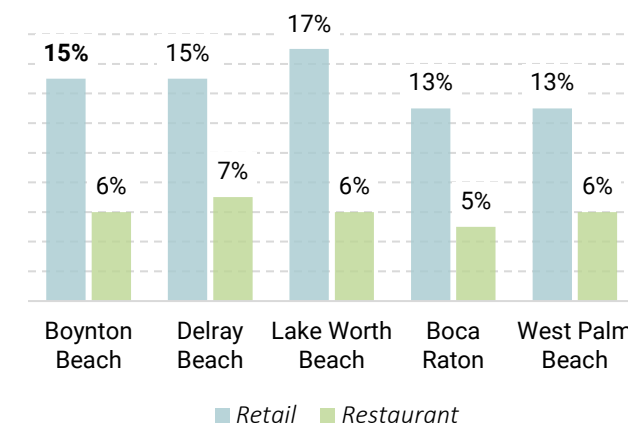
Total Retail and Restaurant Businesses

By Comparative Cities (2022)



Share of Businesses by Retail and Restaurant Industries

By Comparative Cities (2022)

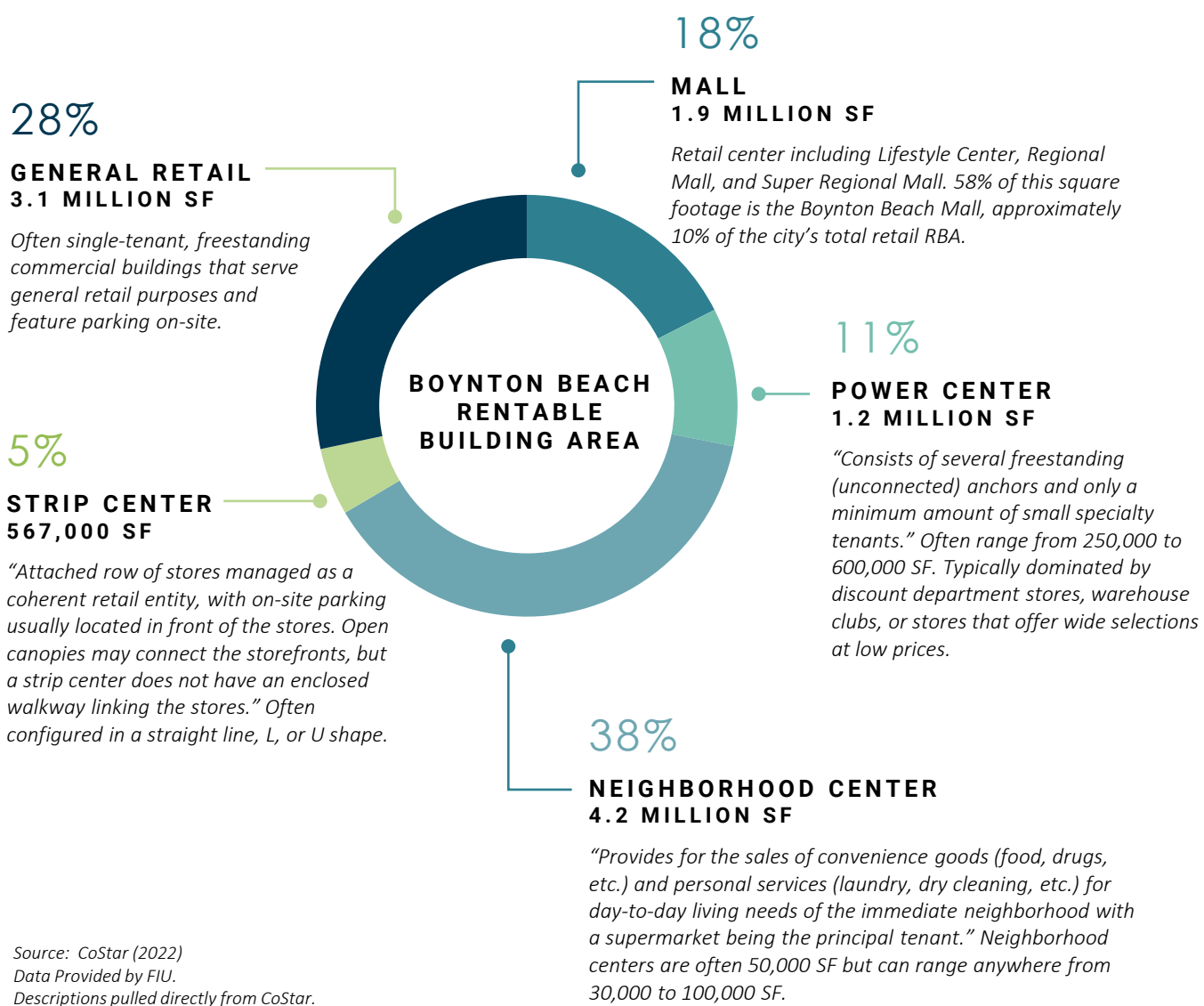


■ Retail ■ Restaurant

Source: InfoGroup (2022)

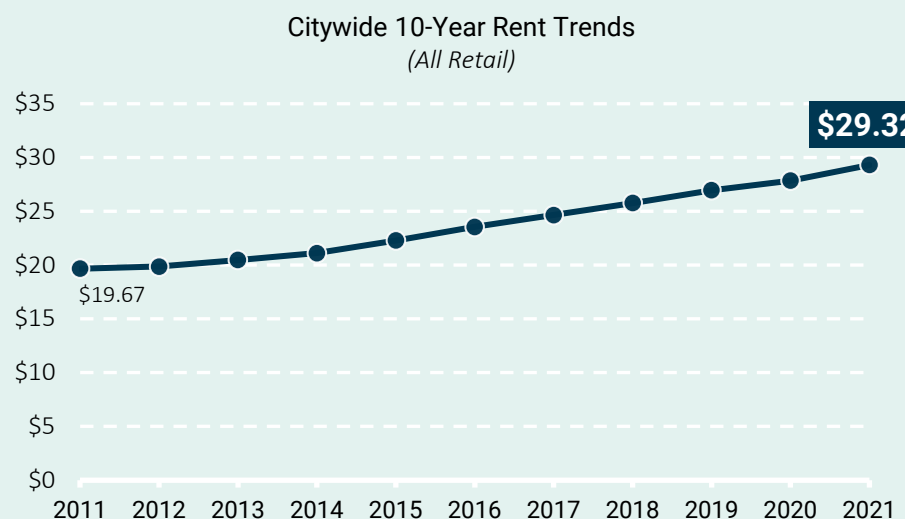
### THE BOYNTON BEACH SUBMARKET AREA INCLUDES NEARLY 11 MILLION SF OF RENTABLE BUILDING AREA.

The 10,967,007 SF of rentable building area, commonly referred to as RBA, in the Boynton Beach/Lantana Submarket Area is dispersed across a variety of different retail building typologies ranging from the mall to strip centers to freestanding commercial buildings.



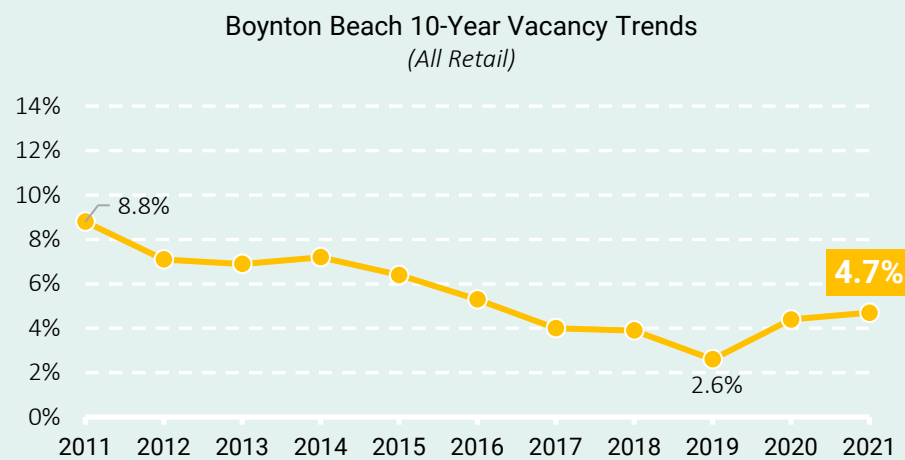
### CITYWIDE, RETAIL IS PERFORMING WELL. RENTS ARE INCREASING AT A CONSISTENT RATE, AND VACANCY REMAINS LOW. THE COVID-19 PANDEMIC IMPACTED RETAIL CONDITIONS WITH A 2% INCREASE IN VACANCY YET TO GO DOWN.

These retail market conditions indicate that Boynton Beach's retail economy overall is stable and consistent. Boynton Beach's rents remain consistently below Palm Beach County, demonstrating the city's affordability in the regional retail market.



#### RETAIL RENTS HAVE GRADUALLY INCREASED OVER THE PAST TEN YEARS.

Market rent per square foot in Boynton Beach has steadily increased. This increase remains consistent with Palm Beach County overall, with rents still lower in Boynton Beach than in other areas of the county.



#### RETAIL VACANCY IN BOYNTON BEACH GENERALLY DECLINED OVER THE PAST TEN YEARS AND REMAINS RELATIVELY HEALTHY.

Boynton Beach experienced a slight uptick in the vacancy in 2020, likely spurred by the COVID-19 pandemic, and has remained consistent since.

Source: CoStar (2022)  
Data Provided by FIU.

### CITYWIDE LEAKAGE AND GAP ANALYSIS

There is significant retail surplus and higher demand levels for retail in Boynton Beach than the current supply, indicating a healthy overall retail environment. The area’s restaurant scene attracts people to Boynton Beach, which is great given that there are strong restaurant clusters nearby in Delray Beach and Boca Raton.

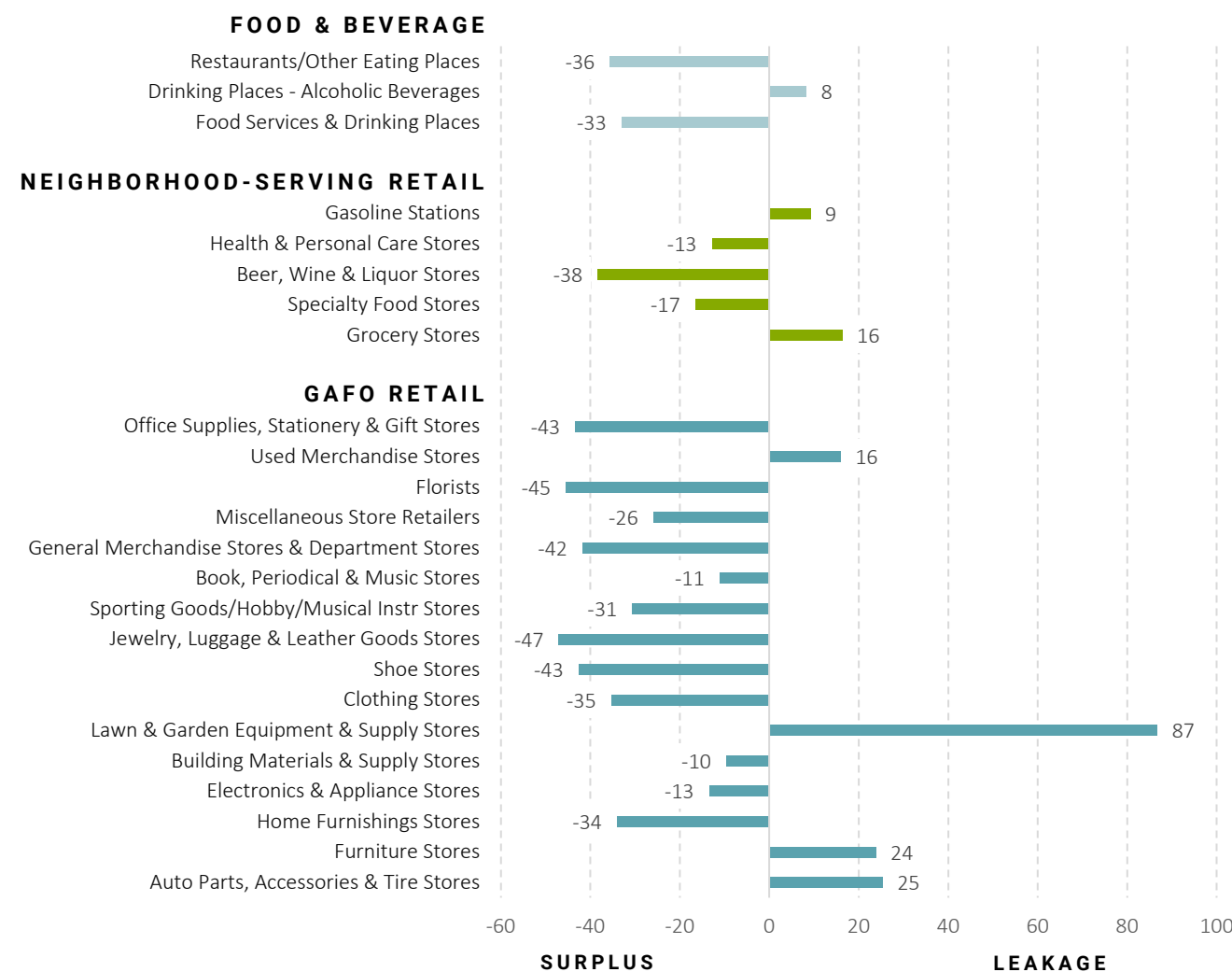
Boynton Beach does not feature a major nightlife cluster, although the emphasis of the Brewery District might help meet the gap in drinking places. However, the city’s overall supply of bars and clubs is well balanced for a city of its size and commercial orientation. The city’s supply of grocery stores is also largely aligned with its level of consumer spending, though there is minor leakage to other municipalities (likely reflecting demand for additional specialty groceries).

There are almost no retail categories in Boynton Beach that experience significant leakage. The lone exception is for lawn and garden equipment supply stores, though the city does currently feature a Lowes and Home Depot – providing such supplies to residents. Small leakage levels also exist for furniture stores, auto parts and accessory stores, and used merchandise stores.

#### REGIONAL CONTEXT

Boynton Beach experiences food and drinking surplus (-33) comparable to Delray Beach (-24) and Boca Raton (-24) while Lake Worth Beach is more balanced (-3).

CITY OF BOYNTON BEACH  
 RETAIL SURPLUS & LEAKAGE BY INDUSTRY GROUP



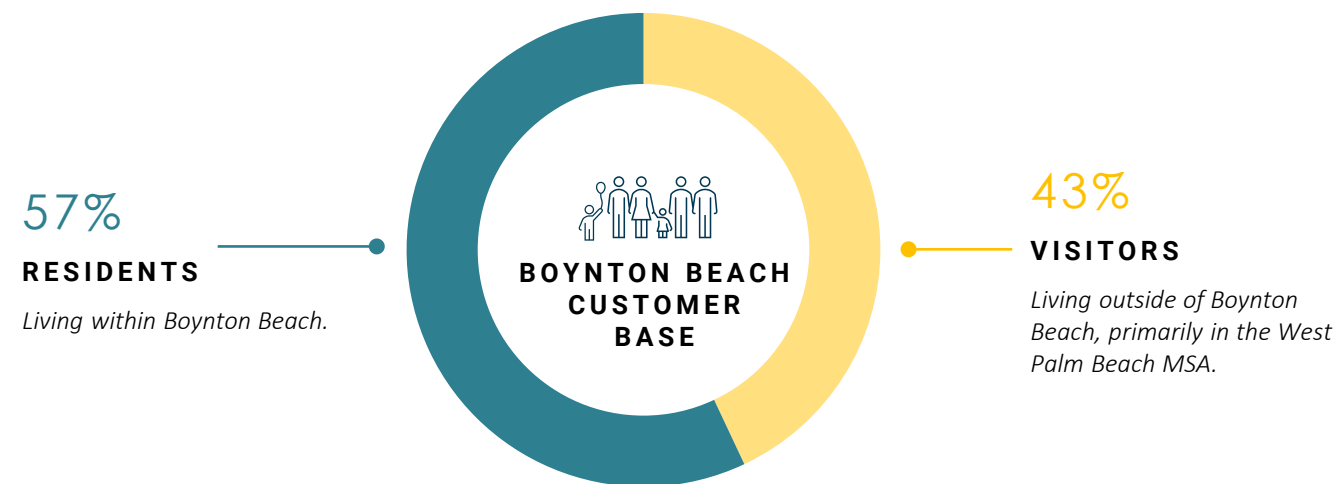
Note: The above findings represent the most recently available data from 2017. Source: ESRI (2021) and Data Axle (2017)

# BOYNTON BEACH CUSTOMER BASE

**BOYNTON BEACH RETAILERS PREDOMINANTLY SERVE THE CITY'S RESIDENTS BUT ALSO ATTRACT CUSTOMERS FROM THE SURROUNDING REGION.**

Based on third-party credit card spending data, approximately 57% of all retail customers in Boynton Beach reside within the city. 43% of retail customers are from outside Boynton Beach, predominantly from adjacent areas in and around West Palm Beach, Lake Worth Beach, Delray Beach, and Boca Raton.

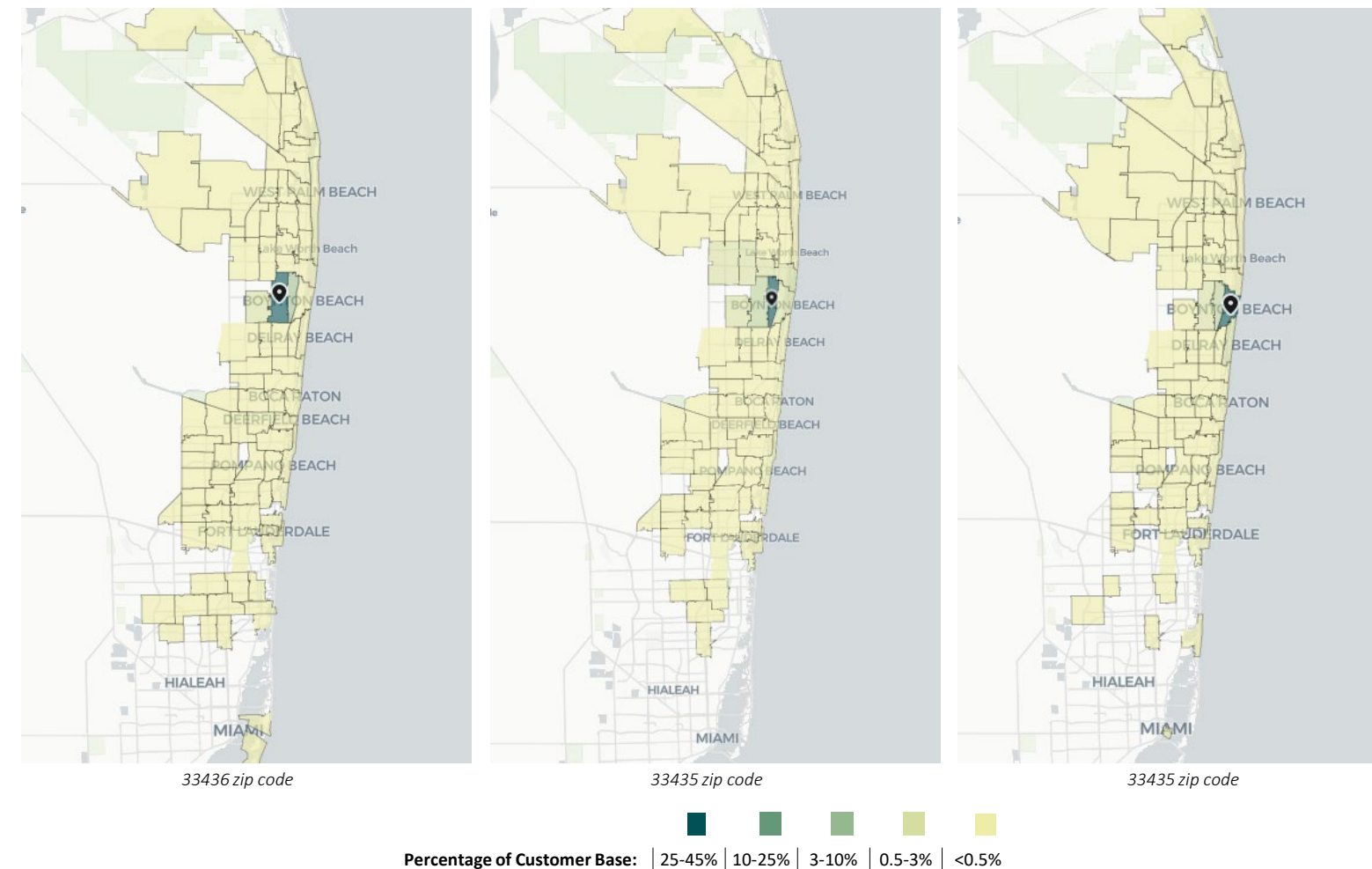
Boynton Beach's customer base is comprised of many retirees and working-class households, with over 70% of customers living in households that make under \$75,000 per year. The age range of customers is relatively even across age groups, though customers skew older compared to the greater MSA, with 27% of customers over the age of 65.



Note: The above breakdown of customer base is based on third-party credit card spending data geographically provided by zip code.  
Source: Retail Location MasterCard Insights (2021)

**CUSTOMERS IN BOYNTON BEACH PREDOMINANTLY LIVE IN THE CITY OR IN ADJACENT SUBURBAN AREAS. MOST VISITORS COME FROM OTHER AREAS IN AND AROUND WEST PALM BEACH AND BOCA RATON. THE AREA ATTRACTS FEW CUSTOMERS FROM MIAMI OR FORT LAUDERDALE.**

The map (below) represents Boynton Beach's customer origin locations based on third-party credit card spending data.

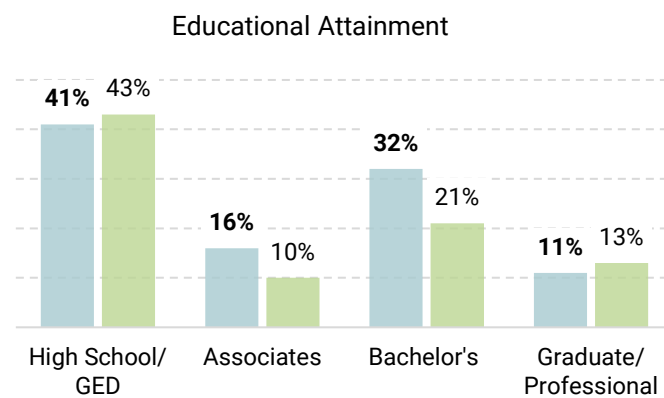
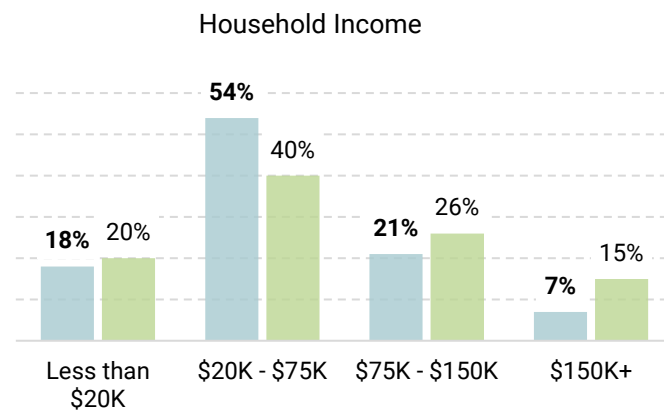
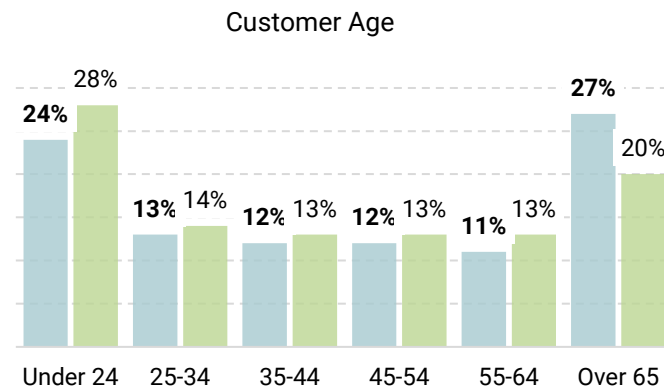


Source: MasterCard Retail Location Insights, September 2021

### BOYNTON BEACH CUSTOMER DEMOGRAPHIC PROFILES

The following tables compare the Boynton Beach customer base with the region's Miami-West Palm Beach MSA. Boynton Beach's customer demographics are relatively consistent with the MSA overall with the exception of the following:

- Boynton Beach attracts a slightly older customer base than the MSA's population.
- The household incomes of Boynton Beach customers are slightly lower than the MSA's household income distribution.
- Boynton Beach customers are more educated than the MSA overall, with higher associate and bachelor degree attainment levels.



**Legend**  
■ Boynton Beach Customers  
■ Miami-west Palm Beach MSA

Note: Miami MSA's median household income reflects cohorts under \$25,000 and between \$25,000 and \$75,000.  
 Source: MasterCard Retail Location Insights, 2021; ESRI Community Analyst; US Census

### CUSTOMER TAPESTRY SEGMENTATION

Approximately one in three retail customers in Boynton Beach fall within these top three customer tapestry segmentation profiles. These profiles are an illustrative characterization of the customer base to provide insight into the qualitative attributes of retail customers.

#### 18% THE ELDERS

"The Elders residents favor communities designed for senior or assisted living, primarily in warmer climates with seasonal populations. Most of these householders are homeowners, although their housing varies from mobile homes to single-family residences to high-rise apartments. These seniors are informed, independent, and involved."

#### 11% HOME IMPROVEMENT

"Married-couple families occupy well over half of these suburban households. Most Home Improvement residences are single-family homes that are owner occupied, with only one-fifth of the households occupied by renters. Education and diversity levels are similar to the US as a whole. These families spend a lot of time on the go and therefore tend to eat out regularly. When at home, weekends are consumed with home improvement and remodeling projects."

#### 9% BRIGHT YOUNG PROFESSIONALS

"Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. More than one out of three householders is under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology."

Note: Tapestry segmentation reflects residents of Boynton Beach. The above text is taken directly from ESRI's Tapestry Segmentation Classification. ESRI's Tapestry Segmentation is a geodemographic system that identifies 68 distinctive markets based on socioeconomic and demographic characteristics to provide an accurate of US consumers.  
 Source: ESRI Tapestry Segmentation Area Profile, 2021

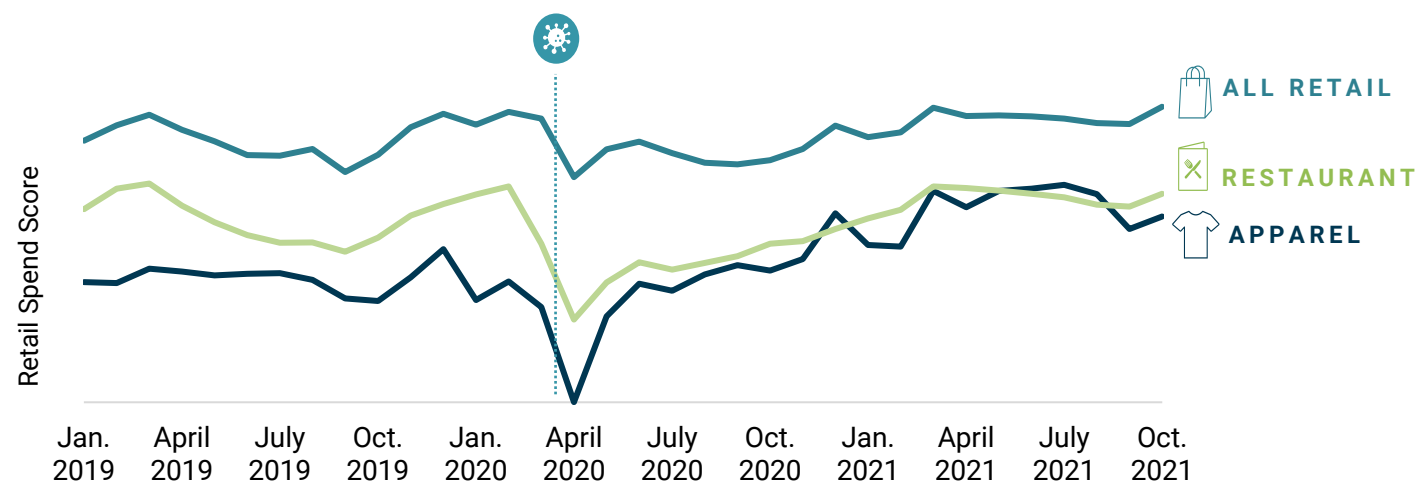
# HOW THE PANDEMIC IMPACTED RETAILERS IN BOYNTON BEACH

THE COVID-19 PANDEMIC CAUSED A SEVERE DROP IN RETAIL SPENDING IN BOYNTON BEACH THROUGHOUT 2020. RETAIL SPENDING NOW MEETS OR SURPASSES PRE-PANDEMIC LEVELS.

By April 2021, monthly sales figures began to exceed pre-pandemic revenue. By June 2021, sales were 25% above 2019 sales figures. This enhanced spending has continued throughout 2021, with sales figures 24-30% above 2019 levels. Notably, this growth also reflects the inflated prices of goods and services compared to 2019.

## BOYNTON BEACH RETAIL SPENDING TRENDS

2019-2021



Note: The above chart does not have units on the Y axis because the data provider, Master Card Retail Location Insights, chooses to depict sales as ratios as opposed to raw numbers.

## RETAIL SALES CHANGE (%) FROM 2019

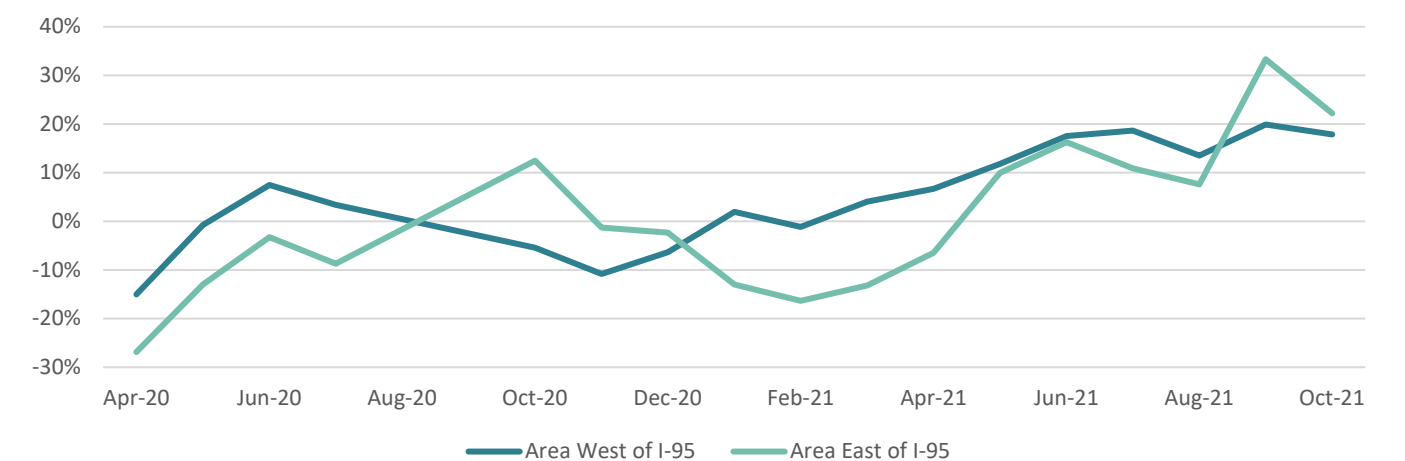
Following a sharp decline in 2020, retail sales surged in 2021, with an inflection point in economic recovery one year after the pandemic in the spring of 2021.

April 2020	-58% from April 2019	↓
July 2020	-17% from July 2019	↓
October 2020	-4% from October 2019	↓
April 2021	159% from April 2020	↑
June 2021	49% from June 2020	↑
October 2021	32% from October 2020	↑



## SPENDING LEVELS COMPARED TO 2019 LEVELS

(April 2020 - October 2021)



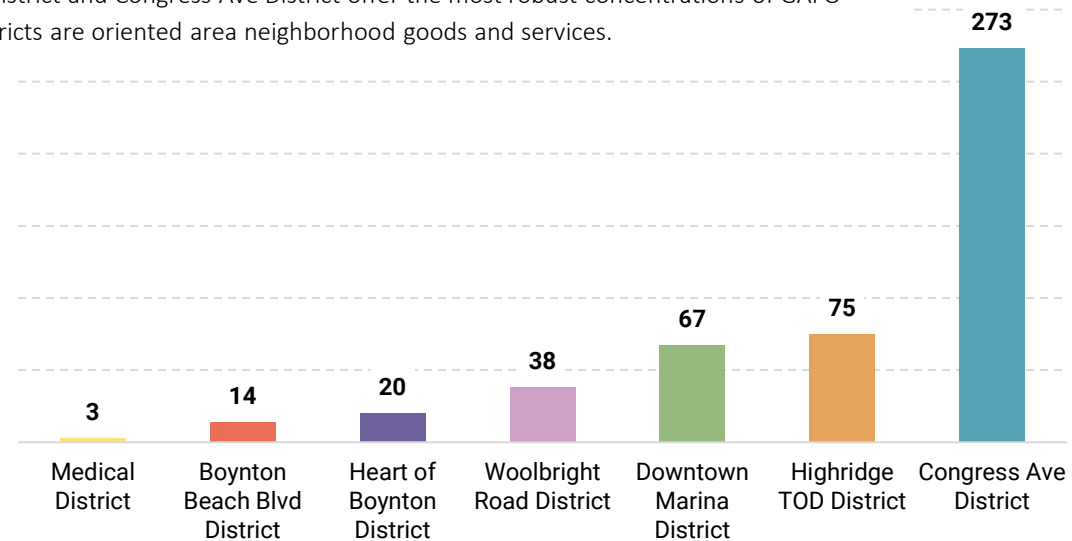


# OPPORTUNITY ASSESSMENT OF THE BOYNTON BEACH DISTRICTS

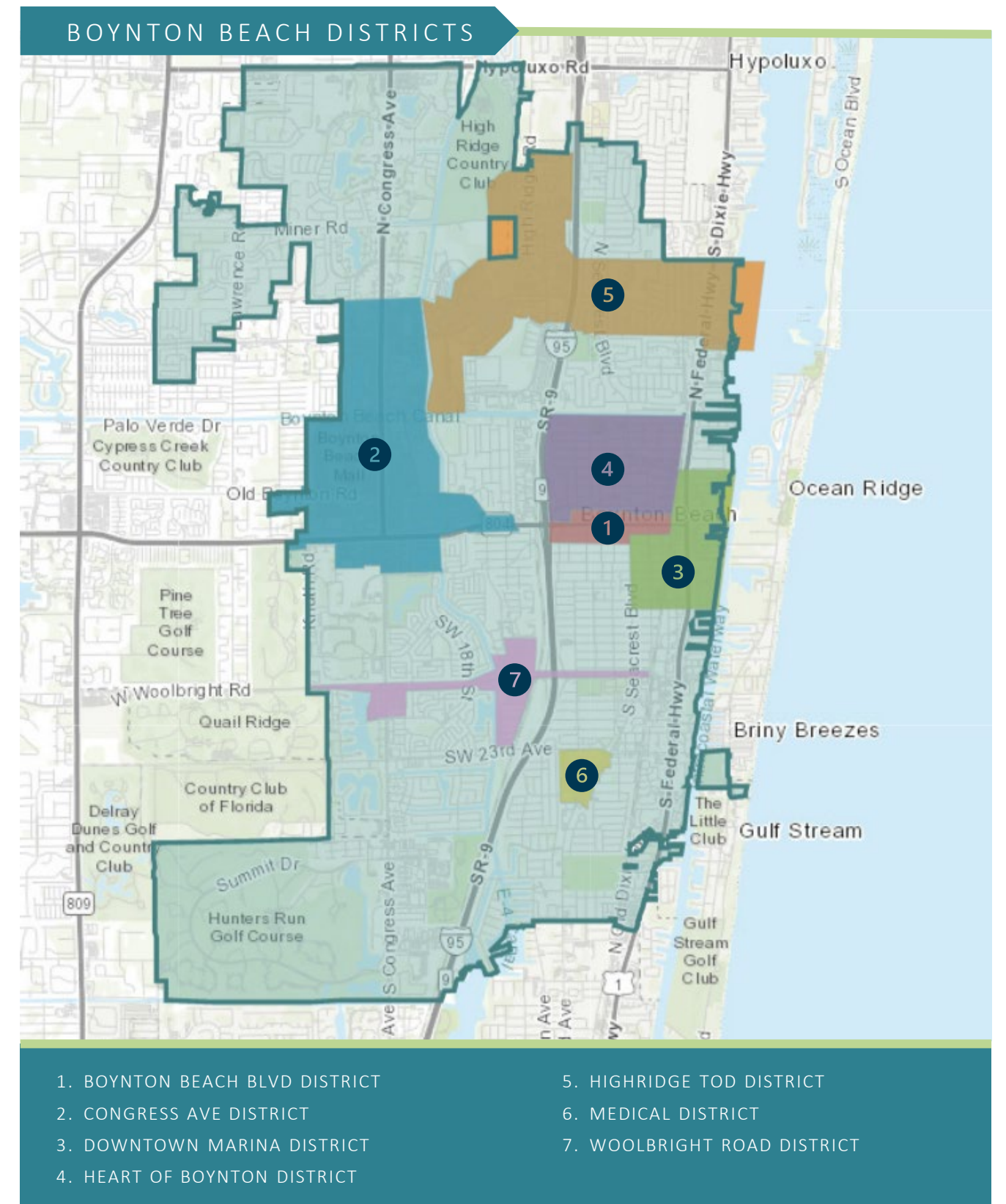
BOYNTON BEACH IS HOME TO SIX DISTINCT DISTRICTS THAT OFFER UNIQUE RETAIL ENVIRONMENTS, CUSTOMER BASES, AND ORIENTATION TO DEFINE BOYNTON BEACH'S RETAIL ECONOMY COLLECTIVELY.

## RETAILERS BY DISTRICT

The vast majority of retail-oriented businesses are located within the Congress Avenue District, followed by the Highridge TOD district (both of which are the largest districts by geography) and the Downtown Marina District. Each district offers its own orientation mix between neighborhood goods and services, food and beverage businesses, GAFO retailers, and medical businesses. The Downtown Marina District and Congress Ave District feature the strongest concentrations of restaurants. The Woolbright Road District and Congress Ave District offer the most robust concentrations of GAFO retailers. Most districts are oriented area neighborhood goods and services.



Note: The above data reflect businesses within NAICS 44, 45, and 72 industry classifications. Source: ESRI Community Analyst, InfoGroup (2022)



- 1. BOYNTON BEACH BLVD DISTRICT
- 2. CONGRESS AVE DISTRICT
- 3. DOWNTOWN MARINA DISTRICT
- 4. HEART OF BOYNTON DISTRICT
- 5. HIGHRIDGE TOD DISTRICT
- 6. MEDICAL DISTRICT
- 7. WOOLBRIGHT ROAD DISTRICT

### SUMMARY OF RETAIL ORIENTATION BY DISTRICT

The table below summarizes each district's retail orientation through four key categories. Additional insights about the orientation and retail conditions of each district follow.

- **Neighborhood Goods and Services:** The retail primarily serves the local residential population base, like convenience stores, groceries, and service-oriented businesses occupying retail spaces such as salons, dry cleaners, and gyms.
- **Food and Beverage:** This category includes restaurants, both limited and full service, as well as drinking establishments, such as bars, taverns, and breweries. This retail category does not include food retailers and grocery stores.
- **GAFO:** This retail category includes general merchandise, apparel, furniture, and more.
- **Medical:** This includes medical office space that occupies traditional retail spaces, storefronts, and other commercial spaces.

	Neighborhood Goods & Services	Food & Beverage	GAFO	Medical
<b>DOWNTOWN MARINA DISTRICT</b>	●	●	◐	◐
<b>HEART OF BOYNTON DISTRICT</b>	●	○	◐	○
<b>BOYNTON BEACH BLVD DISTRICT</b>	●	○	○	○
<b>CONGRESS AVE DISTRICT</b>	●	●	●	◐
<b>WOOLBRIGHT ROAD DISTRICT</b>	●	◐	●	◐
<b>MEDICAL DISTRICT</b>	○	○	○	●
<b>HIGHRIDGE TOD DISTRICT</b>	●	◐	◐	◐

- *Primary Retail Orientation*
- ◐ *Supporting Retail Orientation*
- *Lack of Existing Retail Typology or Not Applicable*



## DOWNTOWN MARINA DISTRICT

“Downtown Boynton Beach will be where people live, work and play in an environment that provides bikeable and walkable access to the beach, restaurants, transit, parks, and cultural experiences. There will be areas to gather and socialize. Entrepreneurs will open new restaurants and businesses, creating financial benefits to the local economy.”

- BBCRA Community Redevelopment Plan

The Downtown Marina District surrounds the Boynton Harbor Marina, the city’s predominant tourist attraction, with an established cluster of restaurants on the water. The district includes high-rise residential buildings east of Federal Highway, apartment buildings, single-story commercial buildings, and a cluster of restaurants along Ocean Avenue and in the 500 Ocean Avenue mixed-use apartment building. The streetscape conditions create a quality pedestrian experience along Federal Highway, and bike lanes are located along Federal Highway. Placemaking efforts include “Downtown District” banners along E Ocean Avenue, a public art installation at E Ocean Avenue and Federal Highway, and three public parks: Dewey Park, Veterans Memorial Park, and Mangrove Park.

The CRA Plan shares a vision for the Downtown Marina District, encompassing the CRA’s Downtown Boynton Beach District, rooted as a mixed-use district, encouraging people to live, work, shop, dine, and play in the area. This vision reflects the desired customer base of local residents with outside visitors, meeting the needs and satisfying the interests of all ages and income levels.



## HEART OF BOYNTON DISTRICT

“The Heart of Boynton area will become a model neighborhood, with its unique character and history preserved. The vision includes enriching the original vernacular architecture of the neighborhood, investing in housing and commercial uses, and connecting both through the pedestrian and vehicular networks.”

- BBCRA Community Redevelopment Plan

The Heart of Boynton District spans a predominately residential community with institutional and community uses, including religious institutions, schools, and parks. Given the lower density and residentially oriented neighborhood, the Heart of Boynton District features fewer commercial amenities than other districts. Currently, residents in the district have limited access to fresh foods and groceries, with the lack of grocery stores in the Heart of Boynton. New development is planned at Martin Luther King Jr. Blvd. and N. Seacrest Blvd., which will help increase access to more retail to those within walking distance or a short commute away.

The Heart of Boynton District presents a unique opportunity for entrepreneurial pathways and home-based businesses. With a rich fabric of community institutions, enhanced partnerships can provide valuable opportunities to connect residents with the city and other nonprofit support to continue to foster an environment that encourages entrepreneurial activity. While the commercial density in other areas of Boynton Beach lends better to networks amongst businesses, stronger partnerships with the community institutions in the area can help provide equitable opportunities within the district.



## BOYNTON BEACH BLVD DISTRICT

“The Boynton Beach Boulevard District is envisioned to serve as the welcoming and beautiful entry into the Downtown District. The District provides easy access to the City’s public beach, the Boynton Harbor Marina, City Hall and Library, and the Children’s Schoolhouse Museum.”

- BBCRA Community Redevelopment Plan

The Boynton Beach Blvd District spans the businesses fronting Boynton Beach Blvd, connecting from east of I-95 towards the Downtown Marina District. The Boynton Beach Blvd District serves as a primary gateway into the Heart of Boynton District, which lies directly north of the Boynton Beach Blvd District.

Retail conditions of the Boynton Beach Blvd District are primarily vehicularly oriented as Boynton Beach Blvd serves as a major thoroughfare in the city. However, notably, sidewalks line both sides of the road with bus stops for public transportation. The density of retail increases towards the eastern portion of the district, closer to the Downtown Marina District. The district features a mix of fast-casual restaurants, service-oriented businesses, and convenience.

Continuing to improve the vibrancy and public realm experience of this corridor district can benefit the overall perceptions of Boynton Beach as one enters the city from I-95 through the district to the Downtown Marina District. While the district currently stands as primarily locally-oriented, this district plays an impactful role in the overall view and experience of visitors coming from outside the city to Boynton Beach businesses and attractions such as the Schoolhouse Children's Museum.



## MEDICAL DISTRICT

Baptist Health Bethesda Hospital East anchors Boynton Beach's Medical District, supporting an agglomeration of medical facilities and offices. This district represents a key employment sector within Boynton Beach and a driver of outside visitation.

Boynton Beach's Medical District is filled with medical-oriented offices and uses surrounding Baptist Health Bethesda Hospital East. The district sits within a surrounding residential community that blends into the Medical District as doctors, dentists, and other health practitioners fill residential structures for commercial uses. Very few retailers and no dining options (except for those located within the hospital) exist in the district.

While the area is not necessarily poised for additional commercial growth, especially outside of the healthcare industry, supporting a business ecosystem better to serve Boynton Beach businesses with this customer base may be impactful. As a national best practice, hospitals across the country are reorienting their facilities to incorporate more local retailers within their gift shops and retail kiosks and more local food options within their dining facilities. These collaborative relationships meet growing consumer demand for locally sourced products and can increase revenue for local and small Boynton Beach businesses. These often wholesale accounts can provide new or expanded revenue streams for existing businesses.



## CONGRESS AVE DISTRICT

Anchored by the Boynton Beach Mall, the Congress Ave District is Boynton Beach's primary shopping area, home to big box retailers and service-oriented businesses for day-to-day life as well as overnight visitors staying in the district.

Spanning from the commercial properties adjacent to Boynton Beach Blvd to the south, the area near Gateway Blvd to the north, and abutting the western edge of the city, the Congress Ave district includes 30% of the city's retailers and restaurants. The district is anchored by the Boynton Beach Mall and large footprint retailers such as Walmart, Publix, Target, Ross, Best Buy, and Bed Bath & Beyond. Restaurants fill both outlot parcels abutting Congress Avenue and are also located within strip center development.

Most of the city's hotel rooms are located within the Congress Ave District, including Courtyard by Marriott Boynton Beach, Hampton Inn & Suites Boynton Beach, and TownePlace Suites by Marriott Boynton Beach. This hospitality cluster helps bring more spending dollars to the retail and restaurant businesses in the area and also speaks to the importance of ensuring the district provides a favorable impression to visitors alike.

As retail trends shift towards lifestyle centers and increased importance on placemaking, supporting the Boynton Beach Mall to help safeguard vitality is a crucial opportunity for the district's future. Recent area investment has generated high-quality streetscaping and built form that bridges the vehicular orientation of the district to the pedestrian scale.



## WOOLBRIGHT ROAD DISTRICT

The Woolbright Road District brings commercial opportunity along the vehicularly-oriented district spanning laterally across the district. From big box retailers to independent and small retail tenants, the Woolbright Road District offers commercial amenities concentrated west of I-95.

Similar to the Boynton Beach Blvd. District, the Woolbright Road District transverse the city as a major thoroughfare flocked with commercial uses. The Woolbright Road District features a mix of conditions between the eastern side of I-95 and the western side of the interstate. East of I-95, the Woolbright Road District is bounded by the railroad crossing and features limited retail and commercial uses on either side of the road. The Edward F. Harmening Arbor Memorial Park, Boynton Beach Mausoleum, and East Boynton Little League Field all span the southern side of this segment of the district.

West of I-95, the Woolbright Road District includes several big box retailers, including Lowe's Home Improvement, The Home Depot, Restaurant Depot, and Staples off Corporate Drive and SW 8th Street. This segment of the district also includes restaurants, primarily fast casual and small retailers, including Asian World Supermarket, convenience stores such as Walgreens and 7-Eleven, and other small retailers in the few small strip centers. Despite the district's heavy vehicular orientation, sidewalks line Woolbright Road. A key gateway opportunity exiting I-95 can help transition as an entry point into the city from the interstate.



## HIGHRIDGE TOD DISTRICT

Boynton Beach's Highridge TOD District serves as a key gateway and hub to the region with the city's northern boundary on Federal Highway and the city's transit hub along High Ridge Road.

Boynton Beach's Highridge TOD District is the city's northernmost district encompassing Gateway Blvd., High Ridge Road, and a section of Federal Highway. The Boynton Beach Station, home to Tri-Rail and Greyhound, is centered in the district leading to the transit-oriented nature of the district.

While home to the city's industrial area, the area also includes the city's Brewery District, a small cluster of breweries and taprooms off Commerce Road, Industrial Way, and High Ridge Road. The Brewery District, a microdistrict within the large district, blends the industrial distilling with the popular taprooms, driving destination visitors and residents alike to frequent the establishments. Supporting these businesses and encouraging additional breweries to locate in the microdistrict, while also retaining the area as the city's industrial hub can foster an environment that can retain the industrial character and bring more spending to Boynton Beach businesses.

This district also serves as a primary gateway for entering Boynton Beach at the city's northern boundary along Federal Highway. Enhanced placemaking and investment at this key point can improve perceptions and brand images of the city.

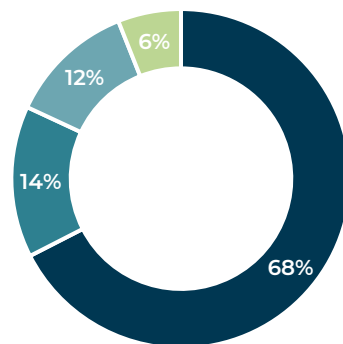
# BUSINESS MIX

## BY BOYNTON BEACH DISTRICTS

Each of Boynton Beach’s districts reflect a unique mix of businesses. The business mixes below include retailers, restaurants and other service-based commercial businesses, like as salons, dry cleaners, and fitness studios, that occupy retail spaces. Collectively, most districts are primarily oriented towards neighborhood goods and services with clusters of restaurants in the key destination districts like the Downtown Marina District and Congress Ave District.

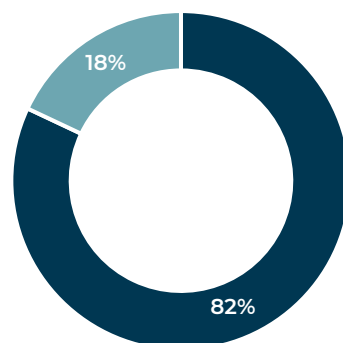
### DOWNTOWN MARINA DISTRICT

The Downtown Marina District embodies an authentic live-work-play district with a high proportion of businesses that support the daily life of residents like grocers and salons, destination dining establishments on Boynton Beach’s waterfront, and a concentration of water recreation amenities and businesses.



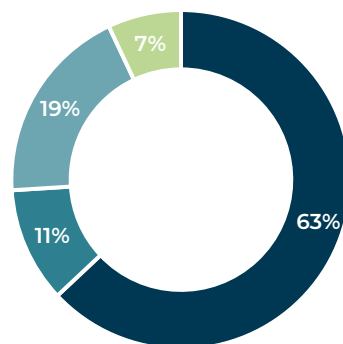
### HEART OF BOYNTON DISTRICT

Embedded in a predominately residential neighborhood, the Heart of Boynton District features a high concentration of auto-oriented service businesses and home-based retail and service businesses. The Heart of Boynton District currently lacks substantial access to grocery and food options.



### BOYNTON BLVD DISTRICT

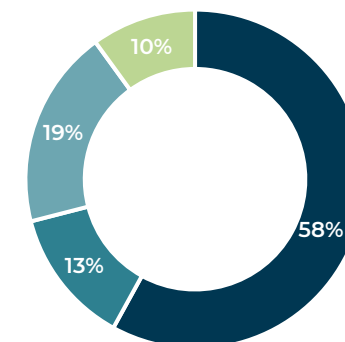
Spanning between I-95 and the Downtown Marina District, the Boynton Blvd District offers a diverse mix of businesses oriented around both sides of Boynton Beach Blvd in a vehicular-oriented environment transitioning from the interstate experience to the walkable Downtown Marina District.



- Neighborhood Goods & Services
- Food & Beverage
- GAFO Retail
- Medical

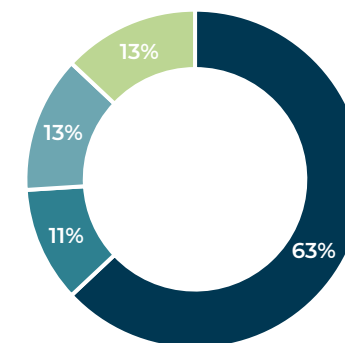
### CONGRESS AVE DISTRICT

The Congress Ave District features the highest concentration of traditional goods and apparel retail square footage with the Boynton Beach Mall. The district includes a mix of dining and entertainment establishments to accompany this shopping destination. The district also features a cluster of grocery and big box general merchandise establishments.



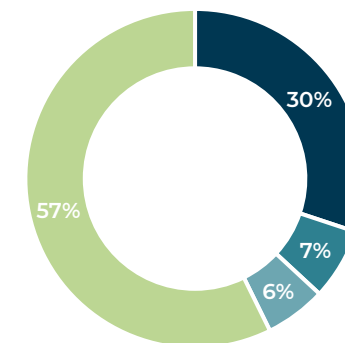
### WOOLBRIGHT ROAD DISTRICT

With a similar mix of businesses as the Boynton Beach Blvd District, the transverse Woolbright Road District includes a variety of businesses, including big box home improvement stores and vehicularly-oriented quick service restaurant establishments.



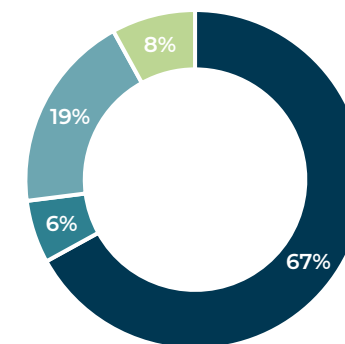
### MEDICAL DISTRICT

Anchored by Baptist Health Bethesda Hospital, Boynton Beach’s Medical District features a strong agglomeration of medical offices including the hospital and medical partitioners in converted residences and medical office buildings.



### HIGHRIDGE TOD DISTRICT

The Highridge TOD District includes neighborhood-serving retailers and establishments, and the destination-oriented Brewery District tucked off Highridge Road in an industrial office park.



- Neighborhood Goods & Services
- Food & Beverage
- GAFO Retail
- Medical

# FOOD RETAIL INDUSTRY WITHIN BOYNTON BEACH DISTRICTS

## AVAILABILITY AND ACCESS TO GROCERY AND FRESH FOODS

The food retail industry, commonly referred to as grocery, represents a range of five key types of food retailers. This includes conventional supermarkets (e.g., Publix), limited assortment supermarkets (e.g., Aldi), supercenters (e.g., Walmart and Target), warehouse clubs (e.g., BJ's), and convenience stores (e.g., CVS). Holistically as a city, Boynton Beach offers a wide range of grocery options and access to fresh foods with all five key types of grocers. The districts with higher levels of commercial activities – such as Congress Ave District, Woolbright Road District, and the Highridge TOD District – offer the highest amount of grocery stores which is expected given the orientation of these districts and their anchor volume. Residents in, near, and with access to these districts are well-served by the food retail industry. However, the Downtown Marina District, Heart of Boynton District, and Boynton Blvd. District have limited access to food retail with only small format, specialty grocery, and convenience stores as the primary food retailers.

A food desert is a term commonly used to describe areas in which accessing food that is both affordable and nutritional is difficult for residents. Not only might this indicate a lack of grocery stores, but it also indicates a lack of ability to travel to and from a store. The Heart of Boynton District is particularly affected by the lack of food retailers. Residents in this district have lower vehicular access rates than the other districts as well as a lower median household income level.

	Availability of Grocery	Population	Vehicle Access <sup>(1)</sup>	Median HH Income
<b>DOWNTOWN MARINA DISTRICT</b>	(6) Limited <i>CVS, Boynton Grocer, Ocean Food Mart Grill and Deli, Food Mart Convenience Store</i>	8,929	94%	\$57,991
<b>HEART OF BOYNTON DISTRICT</b>	(3) Limited <i>Dollar General, Cherry Hill Mini Market, Z Food Meat Market</i>	5,841	80%	\$37,189
<b>BOYNTON BLVD DISTRICT</b>	(4) Limited <i>Ms V's Organics, Express Food &amp; Beverage, Capt Frank's Seafood Market, A1A Convenience Store</i>	7,202	89%	\$44,638
<b>CONGRESS AVE DISTRICT</b>	(9) Full-Service Options <i>BJs, Walmart, Publix, Aldi, GF Marketplace, Target, Walgreens, Anatolia Market</i>	25,605	95%	\$69,663
<b>WOOLBRIGHT ROAD DISTRICT</b>	(2) Full-Service Options <i>Publix, Asian World Market, Walgreens</i>	17,725	99%	\$57,880
<b>MEDICAL DISTRICT</b>	--	3,938	97%	\$90,478
<b>HIGHRIDGE TOD DISTRICT</b>	(7) Full-Service Options <i>Publix, Sugary Snacks, Greek Grocer, Hooked on Ponics, Caribbean Meat Market &amp; Grocery, Gateway Food Mart</i>	17,501	89%	\$53,284

(1) "Vehicle Access" reflects the rate of households with access to at least one vehicle. Source: ESRI Community Analyst; Google Business Listings (2022)

## EXISTING FACTORS IN GROCERY STORE VIABILITY

Common site suitability factors for supermarkets include parcel and lot size, service catchment areas and corresponding market leakage, population density and customer base patterns, and other retail competition. There are several key factors that limit the viability of grocery stores in underserved districts, particularly the Heart of Boynton District, including limited parcel size and scale of developable areas whereas other districts have larger available site footprints, low vehicular traffic counts with a lack of major commercial corridors that grocers typically prefer, land use patterns that lean towards residential and institutional within limited commercial density.

Given these factors, new food retailers will likely gravitate towards other districts in Boynton Beach, limiting the opportunities to improve the conditions in underserved areas such as the Heart of Boynton. This is a common issue that many cities and neighborhoods across the country grapple with. Below are identified best practices and strategies municipalities and community partnerships have deployed to improve fresh food access. These approaches reflect both permanent and interim considerations.

## BEST PRACTICES TO ALLEVIATE FOOD DESERTS

- **Virtual Supermarkets.** The rise in grocery delivery services, intensified by the COVID-19 pandemic, has reduced some need for immediately nearby grocery options. However, these services are not always suitable given socioeconomic considerations. High delivery fees and prices can be particularly burdensome for areas with lower household incomes. Establishing a network of community partners, such as schools, libraries, and churches that can serve as a pickup center for online grocery stores with no delivery fee. Residents in districts with fewer grocery options can use this service to alleviate the burden of traveling further. *(Best Practice Example: The Virtual Supermarket Program through Baltimore City Health Department)*
- **Healthy Corner Stores.** Increasing access to healthy and fresh foods through a community's existing networks of convenience stores is a national movement often referred to programmatically as Healthy Corner Stores. The initiative includes connecting business owners with resources, training, and access to stock fresh food inventory. Federal, and often state, resources are available. *(Best Practice Example: Food Trust's Healthy Corner Store Initiative in Philadelphia and Florida Healthy Retail in Miami Gardens)*
- **Pop-Ups and Farmers Markets.** Recurring Farmers Markets and pop-up mobile food markets can provide temporary and quick solutions to fresh food access. Reliable and regular occurrences and partners can bring residents fresh food and grocery options. Locating Farmers Markets and pop-ups in close proximity to bus stops can help encourage access to these markets, particularly for populations reliant on public transportation. *(Best Practice Example: Existing Regional Farmers Markets)*
- **Incentives for Food Retailers.** Offering incentives to encourage food retailers to locate in underserved areas can help catalyze private sector investment. Cities have successfully offered grants and tax incentives to qualified food-related businesses to expand business operations in specific areas targeted with low access to food. *(Best Practice Example: Food Access Fund Grant in Washington, DC)*

<https://bmcpublihealth.biomedcentral.com/articles/10.1186/s12889-017-4864-9>  
<https://dmped.dc.gov/page/food-access-fund>  
<https://snaped.fns.usda.gov/sites/default/files/resourcefinder/Healthy-Corner-Stores-Guide.pdf>  
<https://www.healthyfoodaccess.org/launch-a-business-models-corner-stores>  
<https://thefoodtrust.org/what-we-do/corner-stores/>

# OPPORTUNITY ASSESSMENT OF THE BOYNTON BEACH DISTRICTS

## CUSTOMER ORIENTATION

All of Boynton Beach’s commercial districts are primarily locally oriented and provide key goods and services necessary for day-to-day life. Several of these districts, such as the Downtown Marina District and Congress Ave District, also attract a significant number of destination visitors from outside the city to shop and dine. This mix of destination and locally-serving districts creates a robust and resilient retail economy.

	Local Orientation	Destination Orientation
<b>DOWNTOWN MARINA DISTRICT</b>	●	●
<b>HEART OF BOYNTON DISTRICT</b>	●	○
<b>BOYNTON BEACH BLVD DISTRICT</b>	●	○
<b>CONGRESS AVE DISTRICT</b>	●	●
<b>WOOLBRIGHT ROAD DISTRICT</b>	●	○
<b>MEDICAL DISTRICT</b>	●	●
<b>HIGHRIDGE TOD DISTRICT</b>	●	◐

## DISTRICT CHAMPIONS & ANCHORS

Three of Boynton Beach’s districts are supported by the Boynton Beach Community Redevelopment Agency (BBCRA), which provides support and guidance for local businesses, generates customer traffic and marketing efforts, and enhances placemaking efforts. The Downtown Marina District, Heart of Boynton District, and the Boynton Beach Blvd District all lie within the BBCRA boundary. Part of the Highridge TOD District is also included in the BBCRA boundary. While the Congress Ave District and the Medical District do not have dedicated champions, they both feature major anchors. The Woolbright Road and significant portions of the Highridge TOD District are lacking champions.

### Dedicated Champion By District

<b>DOWNTOWN MARINA DISTRICT</b>	●	<i>The entire district lies within the BBCRA boundary and includes the BBCRA’s Cultural District (City Hall, Library, and Schoolhouse Children Museum) and Downtown District.</i>
<b>HEART OF BOYNTON DISTRICT</b>	●	<i>This district is the same geography as BBCRA’s Heart of Boynton District. Includes high share of community institutions.</i>
<b>BOYNTON BEACH BLVD DISTRICT</b>	●	<i>This district is the same geography as BBCRA’s Boynton Blvd District.</i>
<b>CONGRESS AVE DISTRICT</b>	◐	<i>District is anchored by the Boynton Beach Shopping Mall.</i>
<b>WOOLBRIGHT ROAD DISTRICT</b>	○	<i>No dedicated champion in this area.</i>
<b>MEDICAL DISTRICT</b>	◐	<i>District is anchored by Baptist Health Bethesda Hospital East.</i>
<b>HIGHRIDGE TOD DISTRICT</b>	◐	<i>The northeastern portion of this district is championed by BBCRA. The established Brewery District has no dedicated champion at this time.</i>

- Existing Champion Covering Full Geography
- ◐ Existing Champion Covering Only Part of the District or the District Features a Major Anchor
- Lack of Dedicated Champion in the District



**PLACEMAKING ASSESSMENT**

“Placemaking is the process of creating quality places where people want to live, work, play, shop, learn, and visit.”

Efforts to create districts that are inviting, well-maintained, and vibrant are often referred to as “placemaking”. Areas with high levels of placemaking efforts help attract new businesses, bring more customers to frequent establishments, spark investment, and appeal to employment growth. The qualities of placemaking are often qualitative and reflective of perceptions. However, key placemaking efforts are identified below.

	Downtown Marina	Heart of Boynton	Boynton Beach Blvd.	Congress Ave.	Woolbright	Medical	Highridge TOD
<b>VISION</b> <i>Has a vision been established for the district by either a champion, city, or major anchor?</i>	●	●	●	◐	○	●	●
<b>BRANDING</b> <i>Is it clear to the average person that this is a specific district? This is often done through signage, wayfinding, street banners, etc.</i>	●	○	○	○	○	○	◐
<b>INVESTMENT</b> <i>Has there been recent investment in the district? This may include new development, streetscaping, property improvements, etc.</i>	●	○	○	◐	○	◐	◐
<b>WALKABILITY</b> <i>Can pedestrians comfortably and easily walk around the district? Considerations may include the presence of sidewalks, connections and network, and places to sit and comfortably linger.</i>	●	◐	○	◐	○	○	◐
<b>SOCIAL</b> <i>Is socialization visible from the public realm? This may include formalized places to socialize like sidewalk cafes or parks as well as places where people can linger with others like plazas and other public spaces.</i>	●	○	○	◐	○	○	◐
<b>EVENTS &amp; ACTIVITIES</b> <i>Are there frequently held events or activities that encourage people to come to the district for new reasons or community gatherings?</i>	●	○	○	○	○	○	○
<b>IMAGE &amp; PERCEPTIONS</b> <i>Does the district offer a positive first impression? This is often achieved by having the area be well maintained, lack of litter, perceived safety and comfort, active storefronts, and more.</i>	●	◐	◐	●	◐	◐	◐



**PLACES FOR PEOPLE IN BOYNTON BEACH**

The city of Boynton Beach, the BBCRA, and community partners have taken considerable strides in recent years to enhance placemaking efforts and the quality of places for both residents and visitors. These investments include an active event calendar that bring community members and businesses together and quality environments through increased public realm investment. These efforts signify vibrancy and activity while promoting the area for customers to support local businesses and follow best practices for placemaking as an economic development tool.

**NATIONAL RESEARCH INSIGHTS**

The following research reflects findings from the Assembly Civic Engagement Survey, a research report undertaken by the Center for Active Design, that analyzes the connection between public life and the design of public spaces. These findings demonstrate the value events bring to community perceptions.

“People who report a high number of events in their community score significantly better across measures of civic trust, participation, and stewardship relative to people living in places with few community events.”

- Center for Active Design



Note: The above graphic is taken directly from the Assembly Civic Design Guidelines Report. Source: Assembly Civic Design Guidelines: Promoting Civic Life Through Public Space Design. Center for Active Design (2018)

# WHY LOCATE IN BOYNTON BEACH

## THE CITY'S COMPETITIVE ADVANTAGES

Bookended by rapidly growing West Palm Beach and luxury Boca Raton, Boynton Beach remains a pocket of affordability with connections to the region's affluent customer base and an economy that supports its neighborhood community.

The city's retail landscape has untapped demand, as demonstrated by the city's retail leakage and outside customer growth potential.

Committed to being an inclusive and business-friendly city, Boynton Beach's supportive allies and city staff work to say yes and welcome new businesses.

Boynton Beach is filled with a range of opportunities. Locate in or nearby the city's shopping mall, within the city's walkable cultural district, or in your own home – there's a place for everyone in Boynton Beach.

Competitive advantages refer to the city's distinct conditions, characteristics, and assets specific to Boynton Beach. These advantages articulate the marketing message for why new businesses should locate in Boynton Beach. While there is a multitude of reasons for choosing Boynton Beach, the four advantages above highlight the favorable reasons that will resonate with prospective businesses. Orienting retail attraction efforts around this message helps the city differentiate itself from other

competitive commercial locations. These competitive advantages stem from quantitative insights into the customer base, retail leakage assessment, and insights into the regional retail landscape. Importantly, messaging and marketing Boynton Beach's competitive advantage helps strengthen brand reputation and streamlines communication amongst key stakeholders, including city leadership and real estate partners, and should be central to business attraction opportunities.

