

DOWNTOWN

Development Authority

Merchant Handbook



welcome to

Downtown **Delray Beach**

Congratulations on being part of the vibrant Downtown Delray Beach business community! Whether you're a new business owner, a long-standing merchant, or exploring how to better engage with the area, this handbook is designed to help you navigate local policies, resources, and opportunities.

Downtown Delray Beach is a nationally recognized destination known for its eclectic charm, walkability, arts and culture, restaurants, retail, and the unique character of its small businesses. We welcome you and thank you for investing in our community.

WHY THIS HANDBOOK MATTERS

This handbook was created by the **Downtown Development Authority** for business owners — It will:

- Clarify city codes, compliance expectations, and maintenance responsibilities
- Outline who to contact for various services and issues
- Help you take advantage of marketing, events, and partnerships
- Strengthen your knowledge of how downtown functions and thrives

Whether you're operating a retail shop, restaurant, gallery, or service business, this resource is your companion for navigating downtown life with clarity and confidence.

About the Downtown Development Authority (DDA)

The Delray Beach Downtown Development Authority (DDA) was established by the Florida Legislature in 1971. Its mission is to stimulate a vibrant and sustainable downtown environment. The DDA serves as a liaison between downtown businesses, local boards, organizations, and City departments — advocating for the interests of downtown stakeholders and building partnerships that strengthen the downtown experience.

The DDA operates within a designated geographic area known as the DDA District and is funded through a special ad valorem tax paid by property owners within the district boundaries. This funding supports beautification projects, marketing campaigns, safety initiatives, and event coordination.

Marketing & Promotion

- Promote Downtown Delray Beach through social media, print, television, digital media, and public relations campaigns
- Organize and support signature events showcasing the diverse business mix: Art & Jazz on the Avenue, Savor the Avenue, Mother's Day Orchid Giveaway, Downtown Delray Restaurant Month, Shop Small Business Saturday, Holiday and Love Delray Summer Campaigns, and other seasonal activations

Economic & Business Development

- Support and strengthen the downtown business community

- Foster a diverse mix of retail, dining, cultural, and service offerings
- Encourage collaboration between businesses, organizations, and the City

Placemaking & Infrastructure

- Enhance safety and security through programs like the Downtown Safety Ambassadors
- Partner with the City on parking management and accessibility initiatives
- Maintain and improve downtown infrastructure — street lighting, street banners, and pedestrian wayfinding systems
- Create welcoming, vibrant public spaces that reflect the character of Delray Beach

Community & Collaboration

- Serve as a liaison between downtown businesses, local boards, organizations, and City departments
- Build partnerships to align goals and strengthen the downtown experience
- Advocate for the interests of downtown stakeholders

DDA Contact Information

Executive Director: Laura Simon

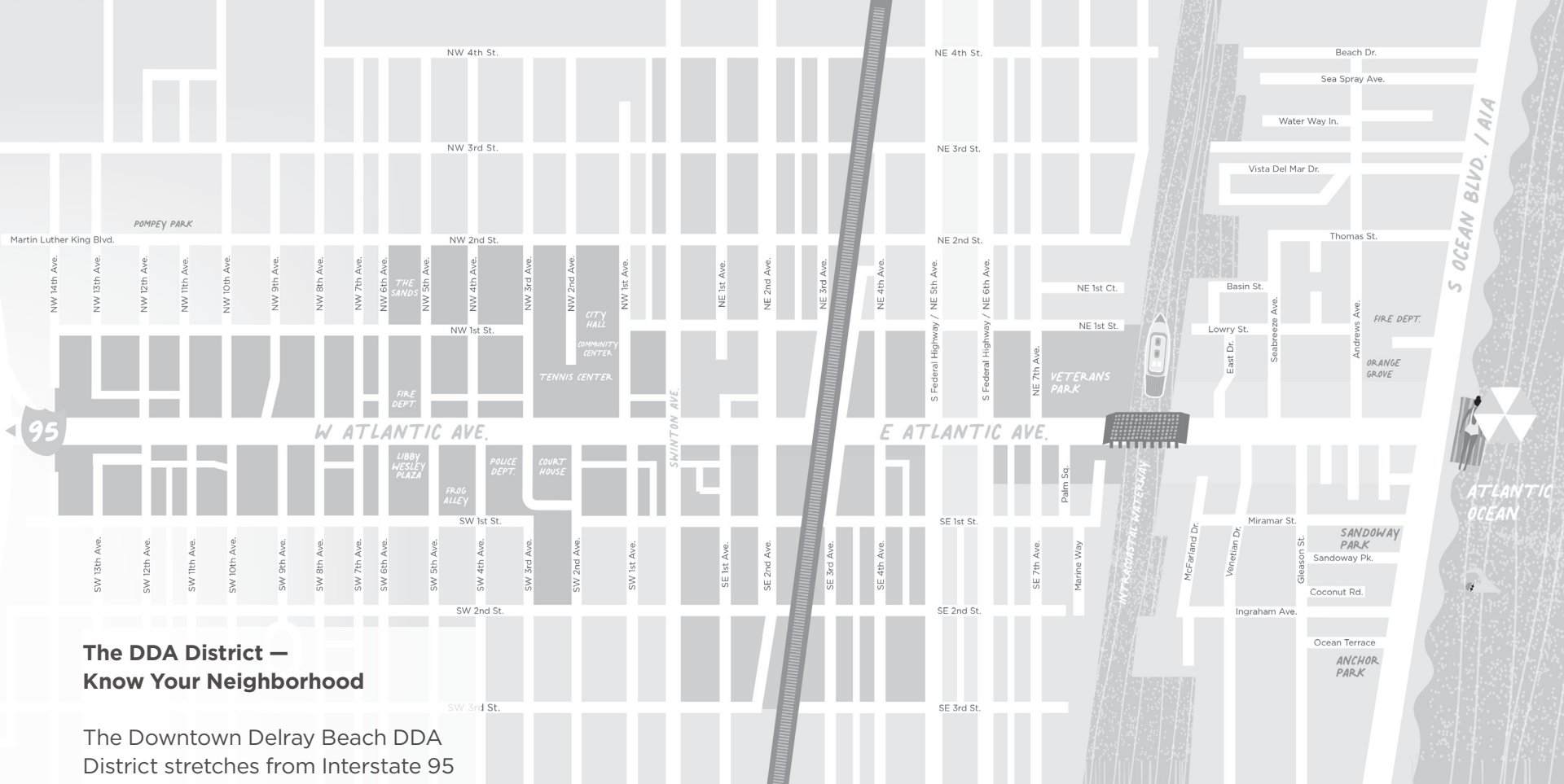
350 SE 1st St, Delray Beach, FL 33483

Phone: (561) 243-1077

Email: dda@downtowndelraybeach.com

Website: downtowndelraybeach.com

Board Meetings: 2nd Monday monthly, 12:00–3:00PM
City Hall Commission Chambers, 100 NW 1st Ave.
Open to the public.



The DDA District — Know Your Neighborhood

The Downtown Delray Beach DDA District stretches from Interstate 95 to A1A, and north 4 blocks along Swinton to Federal Highway and south 3 blocks along Swinton to Federal Highway. Each neighborhood within the district has its own character, and the DDA serves all of them through marketing, maintenance, advocacy, and event coordination.

The Beachside District
Intracoastal to A1A
VIBE: RELAXED

**Central Core /
Atlantic Avenue**
Swinton Ave. to
Intracoastal
VIBE: ELECTRIC

Pineapple Grove Arts District
NE 2nd Avenue to 4th Street
VIBE: ARTSY

SOFA — South of Atlantic
South of Atlantic Ave.
to SE 4th St., between
Swinton and Intracoastal
VIBE: UP AND COMING

**The West Atlantic Gateway —
The Set**
Atlantic Ave. and I-95 east
to Swinton Ave.,
one block north and south
VIBE: CULTURAL

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Chapter one

SETTING UP YOUR BUSINESS *the Right Way*

Opening or expanding a business in Downtown Delray Beach is exciting— but it also requires planning, compliance, and coordination. Success begins with understanding city requirements and using the Development Services Department resources. Much of the process can be completed online through their eServices Portal, streamlining applications, permits, and approvals.

Downtown is a vibrant mix of history, culture, and commerce. Preserving its character while encouraging growth means every business must follow guidelines that keep the district attractive, safe, and welcoming. Getting these steps right from the start will help you avoid delays, reduce costs, and position your business for long-term success.

WHY IT MATTERS

Delray Beach is special—a close-knit, diverse, and unique community where neighbors support one another. Opening downtown means you are joining a district built on tradition, innovation, and the “it takes a village” spirit. Following proper procedures ensures your business adds to the vitality and credibility of the area.

STEP 1: ZONING & PERMITS – CHECK BEFORE YOU COMMIT

Start with the Zoning Code Unit (ZCU).

They determine whether your type of business is permitted in your chosen location and guide you through the city’s Land Development Regulations (LDRs).

WHY THIS STEP MATTERS:

Some business uses are permitted “by right,” while others may require special approvals. Confirming early prevents expensive surprises later.

What they handle:

- Zoning use approvals & zoning certificates
- Outdoor café applications
- Signage and exterior modification reviews

Know your responsibilities:

- You may need upgrades for ADA accessibility, fire safety, or building code compliance
- A zoning certificate of use is required for any new business that changes its name or LLC

Contact: Development Services – Planning & Zoning Dept.

Planner On Call (561) 243-7040

Email: pzmail@mydelraybeach.com

Online Applications: www.delraybeachfl.gov...

Click on City departments -> Development Services -> eServices portal

STEP 2: BUSINESS LICENSING – YOUR LICENSE TO OPERATE

Once zoning approves your use, apply for your Local Business Tax Receipt (BTR) and, in most cases, a Certificate of Use (CU).

- **BTR** – Required for every business in Delray Beach
- **CU** – Confirms zoning and safety compliance for your location

Tip: BTR must be renewed annually to remain in good standing

Contact: Development Services, Business Tax and contractor registration

Phone: (561) 243-7040, ext. 4

Email: BusinessTaxReceipts@mydelraybeach.com

On Line Applications: www.delraybeachfl.gov
Development Services eServices portal

STEP 3: BUILDING, RENOVATION, OR SIGNAGE – DON’T SWING A HAMMER WITHOUT A PERMIT

If you plan to renovate, expand, or install awnings or signage, permits are required. The Development Services Department oversees all building and construction activity.

Permits are required for:

- Structural, plumbing, or electrical work
- Signage (LDR Reference: Section 4.6.7)
- Awnings, or exterior lighting
- Interior remodels or layout changes (including retail & restaurant adjustments)
- Design guidelines apply: Any exterior change—paint, design, windows, awnings—must be approved to meet architectural guidelines and preserve Downtown’s character Historic District Façade LDR §4.5.1

See Appendix A for LDR Quick Reference

STEP 4: UTILITIES, SERVICES & OTHER COMMON NEEDS

Early coordination prevents opening delays. Consider these essentials:

- **Fire & Accessibility:** Fire Marshal inspections are mandatory
- **Trash & Recycling:** Follow Waste Management and grease disposal standards (restaurants must meet new grease-spillage prevention rules)
- **Food & Alcohol Licenses:** Issued through Florida DBPR & ABT
- **Outdoor Café/Seating:** Requires a permit plus proof of insurance
- **Parking:** Ask about shared or “in-lieu” parking options downtown

Tip: Start early. Some approvals may require review by multiple departments, and downtown-specific rules (such as signage, outdoor seating, and historic preservation) can add extra time. Using the eServices Portal will help you track applications and avoid missing steps.

STEP 5: CONNECT WITH CITY PARTNERS – YOU’RE NOT IN THIS ALONE!

Downtown thrives on collaboration. Connect with key partners:

- **Downtown Development Authority (DDA):** Marketing, events, merchant support and advocacy
- **Chamber of Commerce:** Networking, education
- **Community Redevelopment Agency (CRA):** Incentives, funding, and façade grants

Chapter two

Appearance - **CREATING A STRONG FIRST IMPRESSION**

A clean, well-kept storefront is one of the simplest and most effective ways to attract customers and show pride in Downtown Delray Beach. The way your business looks also contributes to the overall experience for residents, visitors, and neighboring merchants.

This chapter outlines both **best practices** for keeping your business inviting and the **key city rules** that ensure consistency and fairness across Downtown.

WHY IT MATTERS

Downtown Delray Beach is known for its vibrant streetscape and pedestrian-friendly charm. Each business contributes to this experience. Neat storefronts, consistent signage, and clear walkways and alleyways create an inviting environment that keeps visitors returning and businesses thriving.

Appearance Standards – Best Practices

Think of these as the everyday actions that make your business welcoming and professional:

Signage

All signs require City permits. Display clear, professional signs that are easy to read and well-maintained. Flashing lights,

inflatables, or feather flags are not allowed. Vinyl banners are prohibited. Sandwich/A-frame signs are not allowed unless approved for special events. LDR Reference: LDR §4.6.7 — Signage Standards

Sidewalks

Keep the area in front of your business clean and uncluttered. This includes the area directly in front of your business – even if your building doesn’t technically “own” the sidewalk. Remove litter, gum, leaves, animal waste, spills, and stains. Pressure washing is encouraged periodically – especially before weekends or high-traffic events – to keep walkways looking fresh. Be aware that only certain approved ecological chemicals can be used to clean the sidewalk and streets. Check with the city (Public Works) before using any chemicals or cleaning agents. Outdoor seating or displays should be arranged neatly and never block walkways.

Building Exterior

Maintain fresh paint, clean windows, and awnings in good condition. Small repairs done promptly prevent bigger issues later. Ensure address numbers are visible from the sidewalk.

Windows and Displays

Clean both the inside and outside of windows regularly. No more than 20% of any window may be covered with signage, posters, or decals. Reflective tinting is not allowed.

Awnings and Entryways

Awnings require permits. They must be clean and in good repair, no mold, rips, or fading. Awning poles should not impede pedestrian safety. Ensure entryways are accessible, unobstructed, and clean.

Outdoor Furniture and Retail Displays

You may display merchandise outside your store, but it must be immediately adjacent to your storefront. It must not block the pedestrian path, and it must not exceed 10% of your interior floor space. Tables, planters, or racks must be portable, maintained and must not block ADA access or reduce the sidewalk to less than 6 ft. of clear passage.

LDR Reference: LDR §4.6.6 (A)(2)(B)(10) Exterior Retail Displays

Lighting

Use lighting that feels warm and inviting. It should highlight your storefront without creating a glare for neighbors or passing cars. Decorative string lights are allowed, but must be neatly installed and regularly checked for burnt-out bulbs. Adequate nighttime lighting improves safety and visibility while showcasing your storefront after hours. Lighting choices in historic building may require additional approval from the Historic Preservation Board (HPB). LDR Reference: LDR §4.6.8 — Lighting Standards

Planters and Landscaping

Maintain healthy plants; remove dead greenery and weeds. Trim trees or shrubs within your leased frontage. Keep planters from blocking walkways or fire lanes. Overgrown or neglected landscaping is subject to code enforcement.

LDR Reference: LDR §4.6.16 — Landscaping Requirements

Graffiti, Vandalism and Repairs

Graffiti or vandalism should be reported to the DDA, Public Works and the Delray Beach Police. Remove graffiti as quickly as possible. Repair broken fixtures (signs, railings, lighting) quickly. Storm damage or other wear-and-tear should be cleaned up promptly to avoid hazards.

Sound

Use background music and entertainment at a considerate level so visitors and neighbors can enjoy Downtown together.

Alleyways Matter Too - The Back Door of Your Business

While storefronts face the public eye, alleyways are also part of the customer experience. Clean, well-kept alleys enhance the overall look of Downtown, reduce unwanted odors, and deter pests. They also make it safer and easier for deliveries, trash removal, and employee access. Treating these “back doors” with the same care as your front entrance helps maintain a professional, welcoming impression for visitors and neighbors alike. Alleyways serve as the primary delivery and service corridor for Atlantic Avenue businesses — keeping them clear and well-maintained is essential for your own operations as much as for the district’s appearance.

See Appendix C for Atlantic Avenue – No Trucking Zone

Trash and Dumpster Areas

Use approved containers. Lids should be closed. Garbage must not overflow more than 2 inches above the top of can. Dumpsters are required to be surrounded by a fence with closing gates. The pads should be washed down regularly – especially during the summer. Request more pickups if needed. Recycling is encouraged. There are two recycling locations downtown. One is at the NW corner of the City Hall parking lot. The other is located at the NW corner of the Roy M. Simon Parking Lot. Make certain to break down boxes.

LDR §4.6.6 (C)(1)

Pest and Rodent Control

Keep storage and trash areas clean. Maintain regular professional pest control services. Report rodent sightings to the City immediately.

CODES & COMPLIANCE - KNOWING THE RULES

Operating a business Downtown means being part of a unique and carefully planned environment. To keep things running smoothly, the City of Delray Beach has guidelines that balance business needs, community enjoyment, and long-term growth. Understanding and following these rules saves time, reduces stress, and protects your investment.

WHY IT MATTERS

- Avoid fines or enforcement action
- Keep customer areas safe and accessible
- Ensure your business fits within the vision of Downtown Delray Beach
- Strengthen the overall experience for residents, visitors, and fellow merchants

The City of Delray Beach has specific codes that apply to signage, sidewalks, lighting, and more. Failure to follow LDR’s and Codes can result in citations or enforcement actions.

See Appendix A for detailed LDR citations and summaries.

Common Compliance Questions

The Downtown Development Authority frequently receives questions regarding storefront operations and signage. The following guidelines address two of the most common compliance concerns.

Conducting Business at the Storefront

Businesses are expected to conduct sales and customer transactions from within the building. Staff members are welcome to greet customers at the entrance and invite them into the business. However, conducting sales or operating from the doorway while customers remain outside the

building may be considered operating outside the approved business premises.

A-Frame Signs

The City of Delray Beach prohibits the use of A-frame (sandwich board) signs on private property outside the building and within the public right-of-way. Businesses may display A-frame signs inside their establishment, provided they remain entirely within the building and do not extend into outdoor areas.

If you are unsure whether a display, sign, or business activity complies with City regulations, contact the Downtown Development Authority or the City's Code Enforcement Division before implementing changes. We're happy to help guide you through the process.

Tip: These practices not only improve customer perception but also protect the long-term value of your property.

Chapter **three**

Your Role **IN THE DOWNTOWN COMMUNITY**

Downtown Delray Beach is more than just a business district — it's a dynamic, collaborative community where local businesses, residents, property owners, city staff, and visitors all contribute to a thriving, walkable, and culturally rich environment. As a downtown business owner or operator, your active participation plays a vital role in maintaining the health, success, and future of this unique district.

This section outlines ways to stay engaged, contribute meaningfully, and make the most of the resources available to you as a member of the downtown community.

WHY IT MATTERS

- A collaborative downtown attracts more visitors, enhances the neighborhood's reputation, and strengthens local businesses
- Engaged merchants influence city planning, events, and policies that affect the district
- Being a good neighbor builds trust with residents' fellow business owners, and city staff
- Be an Active Community Member

Participate in Local Associations & Groups

Downtown Development Authority (DDA): Engages in economic development, marketing, events, and advocacy for downtown businesses. They regularly communicate news, alerts, and opportunities. The DDA is governed by a 7-member board made up of downtown business owners, residents and stakeholders. DDA Board meetings are held the 2nd Monday of each month, 12:00–3:00PM, City Hall Commission Chambers — open to the public.

Delray Merchant & Business Association (DMBA): Stay informed with fellow businesses. The DMBA is a vital forum for business owners to collaborate, share concerns, and provide input on city and DDA initiatives. Monthly merchant meetings offer updates and opportunities to network. If you have a large space with seating, consider hosting a Merchant meeting to spotlight your business.

Delray Beach Chamber of Commerce: Offers networking, educational workshops, and advocacy resources to help your business grow.

Community Redevelopment Agency (CRA): Provides incentives, funding, and façade grants that help business and property owners make improvements aligned with the CRA’s mission to foster a vibrant, safe, and economically sustainable community.

Get Involved:

Attend Public Meetings & Workshops

Your voice matters. Attend DDA, City Commission, CRA, and Planning & Zoning meetings, especially when agenda items may affect your business or neighborhood.

Support Neighboring Businesses

Encourage collaboration instead of competition. Recommend other downtown businesses to your customers, co-host events, and share promotions or foot traffic opportunities.

Be a Block Captain

The DDA spearheads the Block Captain program, creating stronger connections across the downtown business community. Block Captains serve as key connectors between merchants, the DDA, and City departments—sharing updates, elevating concerns, and fostering collaboration among neighboring businesses within each designated block or area.

To learn more or volunteer, contact the **Downtown Development Authority** at 561-243-1077.

Stay Informed

Subscribe to DDA and City email updates, newsletters, and alerts. These communications include everything from street closures and marketing opportunities to safety alerts and grant programs.

Make sure the DDA and City have your current contact details so you receive time-sensitive updates and emergency notices.

If you have suggestions or concerns about events, policy changes, or downtown services, don’t hesitate to reach out to the DDA. Constructive feedback helps shape a better downtown experience for all.

Support Downtown Initiatives

Engage in events like First Friday Art Walk, Small Business Saturday, Art and Jazz on the Avenue, Delray Affair, and holiday programs. Your participation enhances the visitor experience and brings visibility to your business.

Contribute to Beautification and Placemaking

Whether it’s maintaining planters, displaying public art, or decorating during the holidays, simple actions can elevate the district’s overall ambiance.

Promote Sustainability

Reduce waste, use eco-conscious materials, and encourage green practices in your day-to-day operations.

Champion Customer Service & Hospitality

Be a Local Expert

Train staff to offer directions, make restaurant or shopping suggestions, and recommend attractions. A friendly referral to another local shop strengthens the entire district.

Create a Memorable Experience

Your business is part of what makes Delray Beach memorable for residents and visitors alike. Exceptional service, a welcoming atmosphere, and community pride leave lasting impressions.

Be Part of the Solution

Collaborate During Challenges

Communication is essential. Whether it’s construction disruption, traffic concerns, or emergency response events, maintaining open lines of communication and cooperating with other stakeholders is key.

Support Advocacy Efforts

Lend your voice to efforts that preserve and enhance the downtown area. Your input helps guide policy, planning, and funding decisions.

Participate in Surveys & Planning Efforts

The DDA, CRA, and City often seek input from business owners when planning for streetscapes, parking, safety improvements, and long-term visioning.

Celebrate Downtown Delray Beach

Your business is part of what makes Delray Beach special.

Celebrate its unique energy by:

- Sharing positive stories and milestones on social media
- Welcoming new businesses to the area
- Supporting local causes and fundraising efforts
- Embracing the heritage and diversity that makes Delray unique.

By embracing your role in the downtown community, you help ensure that Delray Beach remains a vibrant, inclusive, and economically thriving place to live, work, and visit. Together, we shape the heart of our city.

Helpful Contacts		
Downtown Development Authority	561-243-1077	downtowndelraybeach.com
City of Delray Beach (General Info)	561-243-7000	delraybeachfl.gov
Delray Beach Police (Non-Emergency)	561-243-7800	
Code Enforcement	561-243-7203	
DDA Safety Ambassador Program	561-386-1134 (on duty daily)	

Chapter four

Restaurants & Cafés **SERVING FOOD, SERVING COMMUNITY**

Restaurants and cafés are more than just places to eat—they're gathering spots that help define Downtown Delray Beach. Whether it's a sidewalk café, fine dining, or late-night bites, restaurants help create the flavor of our city. Because of this, they have unique responsibilities to ensure safety, cleanliness, and compliance while creating a welcoming atmosphere.

Operating cleanly, safely, and within city rules protects your business, customers, and our community.

WHY IT MATTERS

- Clear, organized spaces improve customer satisfaction and accessibility
- Dining experiences contribute to the overall downtown vibe and attract repeat visitors
- Compliance protects public health, prevents fines, and maintains the reputation of your business

Food Safety & Cleanliness

A great meal starts with a safe kitchen. The Florida Department of Business and Professional Regulation (DBPR) oversees restaurant licensing and inspections – and your compliance protects both customers and your reputation.

- DBPR license must be current and **posted in public view**
- All food handling, prep, and storage must meet state health codes
- Restrooms must be clean, stocked, and ADA-accessible

A spotless operation isn't just expected – it's essential.

Restaurant Waste Disposal and Illicit Discharge

Restaurants generate more waste than most other businesses. Managing it properly is part of being a responsible operator.

WHY THIS MATTERS:

Delray Beach takes the protection of its waterways and stormwater system seriously. Pouring anything other than clean rainwater into a storm drain is considered an illicit discharge and it prohibited by Delray Beach Code Chapters 53 (Sanitary Sewers) and 56 (Stormwater), enforced under Florida Statutes Chapter 162. These laws apply to all businesses, but restaurants have unique responsibilities because of the fats, oils, grease (FOG), food particles, and cleaning chemicals they handle.

Grease traps must be installed, maintained, and cleaned regularly.

- Never pour fats, oils, grease, food waste, or chemicals into drains or stormwater
- City standards require that grease from kitchens is properly captured, stored, and removed by licensed haulers
- Violations can lead to fines, liens, and mandatory corrective action

Dumpsters & Garbage

A clean, odor-free dumpster area helps keep pests away and enhances the downtown atmosphere.

Enclosure Requirements

- Must be enclosed and screened from public view
- Constructed with masonry walls or durable fencing and self-closing, latched gates
- Lids closed at all times; and be watertight, with no leaks
- Must meet zoning/site plan placement rules and be cleaned regularly

LDR Reference: LDR §4.6.6 (C)(1) — Dumpster Placement

Waste isn't glamorous, but managing it well is part of delivering a great guests experience.

Operating Hours & Alcohol Sales

- Hours vary by zoning; check with Planning & Zoning for extended hours
- Alcohol requires a valid ABT license
- Separate licenses are required for beer/wine and full liquor
- Alcohol sales allowed until 2AM unless restricted by zoning
- No open containers outside unless part of a permitted event

Music, Entertainment & Events

Providing live music or entertainment? It brings energy to your space, but it must be done respectfully and legally.

Music sets the mood – just keep the volume neighbor-friendly.

See Appendix B for detailed Noise and Entertainment District Rules.

Fire Safety & Egress

- Functional kitchen fire suppression system.
- Accessible fire extinguishers.
- Clearly marked, unobstructed exits.

- Occupancy limit posted.

Fire Marshal's Office: 561-243-7415

Prepare for the worst, so your guests always feel their best.

Pest Control & Sanitation

Nobody wants to see pests in paradise. Ongoing, proactive pest control protects your customers and your brand.

- Maintain a professional pest control service (log visits).
- Remove food/water sources nightly.
- Inspect deliveries before bringing items inside.
- A clean restaurant isn't just inspected – it's expected.

Sidewalk Cafés

Outside dining adds life and charm to the Avenue – but it must follow city rules.

- Must have a valid Sidewalk Café Permit (renewed annually).
- Maintain a 6 feet minimum pedestrian clearance at all times.
- Provide a diagram of table layout, umbrellas, and walkways with your application.
- Outdoor alcohol service requires DBPR-approved café floor plan.
- Sidewalk must be kept litter-free and regularly steam-cleaned.
- Alcohol service areas must be clearly marked with an approved barrier.

LDR Reference: LDR §6.3.3 Sidewalk Cafés

Fresh-air dining is a draw – keep it clean, safe, and neighbor-friendly.

Deliveries & Truck Access

The majority of commercial deliveries downtown serve restaurants and cafés. Truck traffic must be carefully managed to ensure pedestrian safety, traffic flow, and compliance with city ordinances.

See Appendix C for further information regarding Atlantic Avenue - No Trucking Zone.

Tip: Running a restaurant in Downtown Delray Beach is more than serving food—it's about shaping the guest experience for our whole community. Keep operations clean, safe, and compliant, and you'll help downtown thrive.

Chapter **five**

Business Safety & Crime Prevention

PROTECTING YOUR TEAM, CUSTOMERS AND DOWNTOWN

Safety is a shared responsibility in Downtown Delray Beach. A secure environment encourages foot traffic, builds customer trust, and reduces costly losses for your business. This chapter outlines practical steps you can take to prevent crime and respond effectively if incidents occur.

WHY IT MATTERS

- A safe downtown keeps visitors returning and businesses thriving.
- Proactive measures reduce theft, property damage, and liability risks.
- Collaboration with city departments and neighboring businesses strengthens the entire district.

Be Proactive - Prevention is Powerful

The best safety strategy is prevention. Small, consistent steps make a big difference in keeping your property and our downtown safe.

Daily Checklist

- ✓ Walk your property for damage or suspicious activity.
- ✓ Know your neighbors—connected blocks are safer. Keep open communication with neighbors to share safety tips and observations.
- ✓ Consider becoming a Block Captain – it’s about connection, not extra work. Block Captains help keep everyone in the loop, making your block safer, more informed, and stronger.

Contact the DDA for more information.

Safety Ambassadors & Clean & Safe Team

Downtown Delray’s Safety Ambassadors and Clean & Safe Team provide friendly, visible support throughout downtown.

What They Do

- Welcome and guide visitors
- Assist with minor, non-emergency safety concerns
- Act as extra eyes and ears on the street
- Work with law enforcement and city departments to resolve issues
- Provide safe walks for staff heading to vehicles
- Address nuisance issues

Need Help?

Safety Ambassadors: (561) 386-1134
Clean & Safe: (561) 243-7287

Lighting, Visibility & Layered Security

A safe, welcoming property starts with visibility.

Lighting

- Keep entryways, sidewalks, alleys, and signage well-lit

Layered Security

- Cameras (visible and working)
- Alarm system
- Security signage (“Video surveillance in use” / “Premises monitored”)
- Bright exterior and alleyway lighting

Fire, Life Safety, and Accessibility

- Ensure fire extinguishers, alarms, and sprinklers are in working order
- Maintain clear exit routes and follow ADA accessibility standard

Reporting Suspicious Activity

- Trust your instincts—if something feels off, report it

Important Contacts:

Emergency: 911 (life threatening)
Police (Non-Emergency): (561) 243-7800
Clean & Safe / Ambassadors: (561) 243-7287
City App – MyDelrayBeach (graffiti, lights out, potholes, etc.)

Report incidents (theft, shoplifting, counterfeit money) promptly to the police, even minor ones – early intervention helps prevent bigger problems. It starts a record.

Tip: Post these numbers near registers and break areas for quick access.

Staff Training – Your First Line of Defense

A trained team makes a safer environment for everyone.

Topics to cover

- Spotting & responding to suspicious behavior
- What to do in thefts, medical issues, or disruptions
- Who calls 911 or non-emergency lines
- Non-confrontational ways to handle shoplifters
- Staying alert during events & peak times

Tip: Simple engagement (“Can I help you find something?”) shows awareness and deters shoplifting.

By staying alert, working together, and using available resources, we can ensure Downtown Delray remains a safe, secure, and thriving place for everyone.

Chapter **six**

Marketing & Events

GET INVOLVED, GET NOTICED

Marketing and events are at the heart of downtown Delray Beach’s vibrancy. Participating actively not only boosts your business visibility but also strengthens the community as a whole. From seasonal festivals to collaborative campaigns, there are countless opportunities to showcase your brand and connect with customers.

WHY IT MATTERS

- Downtown thrives on experiences – events draw foot traffic, media attention, and repeat visitors
- Marketing helps your business stand out in a competitive landscape
- Collaboration amplifies reach, reduces costs, and builds goodwill with neighbors and city partners

Marketing Opportunities through the DDA:

Business Listing on DowntownDelrayBeach.com

Your business is featured on the official Downtown website with:

- A storefront photo, business description, social media links, contact info, along with any planned events or promotions. To submit your event, visit

downtowndelraybeach.com, navigate to the Events section, and click “Submit an Event.” *Please note: Photos only — no flyers.*

- Keep info updated by emailing the DDA.

Signature Downtown Development Authority (DDA)

Downtown Events

These events attract thousands of visitors and locals – plan ahead to maximize business exposure. Plan promotions tied to event dates to encourage traffic to your store. Participation is key for beneficial results.

Sponsorship

Become a Sponsor and Make Meaningful Connections

Sponsoring local Delray events has proven to boost brand visibility and build community trust. Partner with us and gain exclusive marketing opportunities, direct customer engagement, and valuable networking with local downtown Delray Beach businesses, visitors and locals alike.

Sponsor now and watch your business grow!

Social Media Exposure

- Tag and follow the official Downtown Delray Beach social media channels to be featured:
Instagram: @downtowndelray
Facebook: /downtowndelraybeach
- Maintain updated business information on the DDA website, Google Maps, and review platforms
- Tag your content and share behind the scenes photos, product launches, or special events. Encourage customers to tag your business in their posts to amplify reach.

DDA Signature Events		
EVENTS	TIME OF YEAR	OPPORTUNITIES
First Friday Art Walk	Monthly	Extended hours, demos, art exhibits
Savor the Avenue	March	Fine dining event on Atlantic Ave.
Mother’s Day Orchid Giveaway	May	Promotion driven by retail sales
Restaurant Month	September	Restaurant promotions & prix fixe menus
Art and Jazz on the Avenue	3 times/yr.	Brings art and music into the street. Locations vary throughout the downtown
Love Delray Summer Campaign	June – Aug	Businesses offer summer promotions/events

Email Marketing

The DDA sends regular newsletters to a large subscriber base. This includes B2B and B2C. emails. You can submit:

- Promotions
- Event info
- Announcements

Visitor Information Center

The Downtown Delray Beach Visitors Information Center is located at 2 S. Ocean Blvd. (corner of Atlantic Ave. & A1A).

- Welcomes thousands of visitors annually
- Provides brochures, menus, maps, and guides.
- Promotes participating businesses directly to tourists
- Offers a curated business directory and local highlights board

- Staffed by volunteers who have a great love and appreciation for our downtown. They enjoy sharing information from all of our businesses. Make certain they have your information.

Want your business featured at the Visitors Center?

Bring:

- Menus, rack cards, or brochures (standard size preferred)
- Restock monthly or as needed. Please contact the Visitors Center on a regular basis to see if additional stock is needed
- Ask about becoming a monthly “Spotlight” business

Signature Downtown Events – City & Independently Produced Events

Downtown Delray Beach benefits from a mix of City as well as independently produced events that highlight community traditions and civic pride, which draw regional audiences and boost visibility for downtown businesses. Both types of events bring significant opportunities for merchants—staying open and participating is key to maximizing the benefits.

Event Participation Guidelines

If you would like to participate in an event:

- Submit event application (permits/insurance as needed)
- Coordinate with DDA for cross-promotion
- Prepare staff, signage, specials
- Promote early (social, flyers, e-blasts)
- Follow up after the event (photos, thank-you, evaluate results)

City & Independently Produced Signature Events		
EVENTS	TIME OF YEAR	OPPORTUNITIES
St. Patrick's Day Parade (City)	March	Mid-day parade with street closures. Great for themed promotions, grab-and-go specials, and festive storefront displays
Delray Affair (Chamber of Commerce partner produced)	April	Major regional street closure event activating Atlantic Avenue. Opportunity for extended hours, sidewalk activations, and cross-promotions
Howard Alan Art Show (Produced)	January	High-quality juried art festival attracting regional visitors. Strong foot traffic for browsing; opportunity for sidewalk visibility, in-store tie-ins, and art-inspired promotions
4th of July (City)	July 4	Extremely high foot traffic. Ideal for patriotic-themed promos, food & beverage specials, and visibility for new products
Holiday Tree Lighting & Parade (City)	Nov/Dec	Draws thousands of families. Extended hours, holiday displays, and in-store specials work well. Street closures—plan ahead

Street Closures & Setups

Some events involve temporary street closures. Your business may be affected in terms of employee and customer access, deliveries, and parking.

Check the following for updates:

- DDA event calendar: downtowndelraybeach.com/events
- Merchant notifications (via email or door-to-door flyers)
- City of Delray Beach
- Notify loyal clients ahead of time and suggest alternate parking

Hosting Your Own Event?

If your business is hosting a sidewalk sale, product launch, celebrations, or gallery night:

- Submit it directly on the DDA website
- Contact the DDA to help promote it
- Permits may be required if it extends onto public property
- Collaborate with neighbors for stronger impact

Partner with Local Organizations:

Boost your reach by teaming up with:

- Old School Square
- Historical Society
- Spady Museum
- Sandoway House

These groups host events, sponsor programs, and love to support local businesses.

Tip: By engaging in Downtown Delray’s marketing & event ecosystem, your business gains visibility, stronger ties, and long-term success. Let your storefront shine — and let the DDA help tell your story.

Key Contacts		
Downtown Development Authority	561-243-1077	DDA@downtowndelraybeach.com
City Events Office	561-243-7357	delraybeachfl.gov
Chamber of Commerce	561-278-0424	delraybeach.com
Visitors Info Center	561-243-1077 ext 4	2 S. Ocean Blvd, Delray Beach
Event Calendar		downtowndelraybeach.com/events/calendar

Chapter seven

Parking AND GETTING AROUND DOWNTOWN

“A great customer experience starts the moment they park — or don’t have to.”

Downtown Delray Beach is walkable, vibrant, and easy to navigate — with a range of parking options and free transit to help customers, employees, and visitors move around with ease. This chapter outlines parking tips, rules, and transportation services to keep your business running smoothly and your customers coming back.

Parking Contact & Resources

Downtown Development Authority (DDA) | 561-243-1077
DowntownDelrayBeach.com/Parking
One Parking Delray Beach Office | 561-265-2100
delraybeachfl.gov/government/city-departments/public-works/parking

Tip – Download the City of Delray Beach Parking App., go to Parking to see real-time available parking spaces in city-managed lots and garages. Enforcement hours and pricing are subject to change — always check posted signage or the app for the latest information.

Use City-Branded Parking — Know the Difference

The City of Delray Beach operates a network of public parking spaces, lots, and garages throughout downtown. These

are identified by official city wayfinding signage – look for the consistent branded parking signs that direct drivers to approved public spaces.

Important — Private Lots:

If a parking lot or garage isn’t listed on the City’s parking page or the DDA website, it is likely a private lot. Private lots are not regulated by the City, and rates may be significantly higher — as can the fines for violations. Direct your customers and employees to city-branded parking wherever possible.

Parking Rates at a Glance Rates vary by location. Current rates:	
Atlantic Avenue on street	\$4.00/hour
Side streets near Atlantic Avenue	\$3.00/hour
Parking lots near Atlantic Avenue	\$2.00/hour
Public parking garages	\$1.50/hour

Several lots are FREE – see listings on upcoming pages

Accessibility

Vehicles with valid handicapped tags or placard receive free parking for up to 4 hours in any public parking space.

Metered Parking — Areas & Hours	
East Atlantic Avenue (Swinton to Intracoastal): Free before 11 AM daily — 3-hour time limit Enforcement: Sun–Thur: 11AM – 9PM Fri & Sat: 11AM – 2AM	\$4.00/hour
East Atlantic Avenue (Intracoastal to A1A): Free before 8AM and after 8PM— 3-hour time limit	\$4.00/hour
A1A / Beach Area: 3-hour time limit Mon–Fri: Free before 9AM & after 8PM Sat–Sun: Free before 8AM & after 8PM	\$3.00/hour
Metered Side Streets (NE/SE 1st – 4th Ave., one block north/south of Atlantic): Sun–Thur: 11AM–9PM Fri & Sat: 11AM–2AM	\$3.00/hour
Select 20 minutes in Zone 3173 on the ParkMobile app, or at any kiosk choose Option 1 and enter your plate number. <i>A great tip to share with customers making quick visits.</i>	20-Minute FREE Option

City-Owned Surface Lots Metered (\$2.00/hr)	
Anchor Park Lot	340 S. Ocean Blvd.
Sandoway Lot	142 S. Ocean Blvd.
Ingraham Lot	6 Ingraham Ave.
Orange Grove Lot at Opal Grand	10 N. Ocean Blvd
Gleason Street Lot	82 Gleason St.
Veterans Park Lot	802 NE 1st St.
Gladiola Lot	51 SE 6th Ave.
Village Lot	50 SE 6th Ave.
Cason Cottage Lot	5 NE 1st St.
Roy M. Simon Lot	30 NE 4th Ave.
Bankers Row Lot	200 NE 1st Ave.
Free Lots Not Metered	
City Hall / Community Center Lot	100 NW 1st Ave.
Delray Beach Library Lot	100 W. Atlantic Ave.
Delray Beach Tennis Center Lot	201 W. Atlantic Ave.
Frog Alley Lot	250 SW 4th Ave.
The Sands Lot	116 NW 5th Ave.
Monterey House Lot	37 NW 1st Ave. (also has free EV charging station)
3rd Ave Lot	380 NE 3rd Ave. (no time limit)
Fire Station 111 Lot	501 W. Atlantic Ave.

Public Parking Garages City operated (\$1.50/hr., all day and night)	
Robert Federspiel Garage	22 SE 1st Ave.
Old School Square Garage	95 NE 1st Ave.
4th & 5th Delray Garage	25 SE 4th Ave.
Other Parking Garages See on site signage for rates and hours	
South County Courthouse Garage	150 W. Atlantic Ave.
Sundy Village Garage	2 W. Atlantic Ave. (entrance on SW 1st Ave)
Delray Beach Market Garage	315 SE 1st
Atlantic Crossing Garage	601 E. Atlantic Ave.
QarQube Automated Parking Garage Private automated garage, 24/7 access. Contact qarqube@gmail.com for pricing.	325 NE 3rd Ave.

How to Pay for Parking

Pay by Phone

- Download the free ParkMobile app.
- Register your license plate number
- Enter the zone number & follow prompts to pay.

Pay-by-Plate Kiosk

- Find the nearest kiosk
- Enter your license plate number
- Follow prompts to pay

Or Not to Park – Getting Around Without Driving

Downtown Delray Beach offers convenient alternatives to driving and parking – perfect tor employees, visitors, and locals:

Freebee Shuttle

- Download “Freebee” in the App Store or Google Play — free on-demand service

Bicycle Parking

- Multiple bike racks along Atlantic Avenue and side streets
- Always lock your bike securely

Walkable District

- Downtown’s compact, pedestrian-friendly layout makes it easy to get from one end to the other without a car

Golf Carts & Scooters

- Follow local traffic rules and posted speed limits
- Use legal parking spaces or golf cart designated spaces
- Never block sidewalks, crosswalks, or building entrances

Employee Parking

Parking is a shared resource – when business owners, employees, and customers all play their part, we create a more inviting and accessible downtown for everyone. Take advantage of available tools, stay current on updates, and encourage responsible parking habits across your staff.

WHY IT MATTERS

Good Parking Practices

Parking is a shared resource. When business owners, employees, and customers follow guidelines, we create a more

inviting and accessible downtown for everyone. Encourage staff to:

- Park in designated employee or remote areas during peak hours
- Keep customer parking spots open whenever possible
- Share parking and transit updates with your staff

Employee Parking Permit Program:

The City of Delray Beach offers an Employee Parking Permit Program allowing eligible employees to park in any city-owned downtown parking space (excluding Atlantic Avenue and A1A) for a \$10.00 monthly fee. Pricing and policies are subject to change — contact One Parking for current rates. Applications may be done online or at One Parking office – 95 NE 1st Ave.

Who's Eligible:

- Employees and business owners working in Downtown Delray's Central Business District

What you'll need to apply:

- A valid driver's license
- Current vehicle registration (permit is linked to your vehicle)
- Proof of employment (business tax receipt, pay stub, or notarized employer letter)

Important details:

- Permits must be renewed monthly to confirm continued employment in Downtown
- Employers may submit a list of their employees and may choose to cover the cost of the permits
- Permits can be purchased at the One Parking Delray office, located at the bottom of the Old School Square parking garage or online

Customer convenience directly impacts sales and return visits. By reserving premium spaces for visitors, the employee parking program helps ensure a positive experience that encourages customers to stay longer, shop more, and come back often.

Questions or Concerns?

One Parking Delray Beach Office | 95 NE 1st Ave (OSS Garage ground floor) | 561-265-2100 | www.delraybeachfl.gov/government/city-departments/public-works/parking

Chapter eight

Delray Beach

KEY CONTACTS DIRECTORY

This directory connects you directly with the most frequently used city departments and partner organizations. Whether you need guidance on permits, want to plan an event, have a safety concern, or need help with emergency services, these contacts will help you get answers quickly. Keep it handy - having the right number at your fingertips can save time and keep your business running smoothly.

ORGANIZATION	PHONE	WEB/ADDRESS
City Hall / Main Line	(561) 243-7000	delraybeachfl.gov
City Manager's Office	(561) 243-7015	delraybeachfl.gov
Public Information Office	(561) 243-7190	delraybeachfl.gov
Development Services	(561) 243-7000	delraybeachfl.gov
Building Division	(561) 243-7200	eservices portal
Planning & Zoning	(561) 243-7040	pzmail@mydelray-beach.com

ORGANIZATION	PHONE	WEB/ADDRESS
Business Tax Receipts	(561) 243-7040, x4	BusinessTax Receipts@mydelray-beach.com
Police (Non-Emergency)	(561) 243-7800	Emergency: 911
Fire Rescue (Non-Emergency)	(561) 243-7400	Emergency: 911
Fire Marshal	(561) 243-7415	
Code Enforcement	(561) 243-7203	
Sanitation Division	(561) 243-7530	Weekends (561) 243-7506
DDA Safety Ambassadors	(561) 386-1134	On duty daily
Clean & Safe Team	(561) 243-7287	
Downtown Development Authority (DDA)	(561) 243-1077	DowntownDelray-Beach.com - 350 SE 1st St.
Downtown Visitors Center	(561) 243-1077, x4	2 S Ocean Blvd
Community Redevelopment Agency (CRA)	(561) 276-8640	20 N Swinton Ave
Chamber of Commerce	(561) 278-0424	delraybeach.com - 140 NE 1st St
City Events Office	(561) 243-7357	delraybeachfl.gov
One Parking / Park Delray	(561) 265-2100	95 NE 1st Ave (OSS Garage)

Tip: Post the emergency line (911), Police Non-Emergency (561-243-7800), and Safety Ambassadors (561-386-1134) near every register and break area for quick staff access.

LDR QUICK REFERENCE

Land Development Regulations that apply to downtown businesses

Use this table to quickly identify the applicable code section for a given topic, understand the requirements, and find the chapter where full practical guidance lives. For the complete regulatory text, visit delraybeachfl.gov or contact Planning & Zoning at (561) 243-7040.

TOPIC	LDR SECTION	KEY REQUIREMENT	FULL GUIDANCE
Signage	\$4.6.7	Wall, projecting, window, and awning signs permitted. Must meet size and illumination limits. No flashing lights, inflatables, sandwich boards, or vinyl banners. Max 20% window coverage.	Chapter 2
Sidewalk Cafés	\$6.3.3	Annual permit required. Minimum 6 ft. clear pedestrian path at all times. Durable furniture only (no plastic). Alcohol service requires approved barrier and DBPR floor plan.	Chapter 4

TOPIC	LDR SECTION	KEY REQUIREMENT	FULL GUIDANCE
Exterior Retail Displays	\$4.6.6.(A)(2) (B)(10)	Must be immediately adjacent to storefront. Cannot block ADA access, exits, or pedestrian flow. Limited to 10% of property’s square footage. Seasonal displays may need permits.	Chapter 2
Historic District Facade	\$4.5.1	Properties in the Historic District must follow approved guidelines for exterior colors, materials, and repairs. Changes require Historic Preservation Board (HPB) approval.	Chapter 2
Lighting	\$4.6.8	Exterior lighting must not spill onto neighboring properties or create glare. Historic buildings may require HPB approval for lighting changes.	Chapter 2

TOPIC	LDR SECTION	KEY REQUIREMENT	FULL GUIDANCE
Landscaping	\$4.6.16	Landscaping must be maintained in good condition. Overgrown or neglected plantings are subject to code enforcement. Trim trees and shrubs within your leased frontage.	Chapter 2
Sidewalk Use	\$6.1.3	Public sidewalks must remain clear and unobstructed. A Sidewalk Café Permit is required before placing any tables, chairs, or furniture on a public sidewalk.	Chapter 2
Dumpster Placement	\$4.6.6(C)(1)	Dumpsters must be screened and enclosed from public view. Self-closing latched gates. Lids closed at all times. Placement requires Public Works and Planning approval.	Chapters 2 & 4

TOPIC	LDR SECTION	KEY REQUIREMENT	FULL GUIDANCE
Noise	Ch. 99 \$99.03-99.05	Music and amplified sound must not exceed permissible dB limits. Hours vary by location. See Appendix B for complete schedule.	Ch. 4 & App. B
Parking – In-Lieu	LDR Parking	Businesses unable to meet on-site parking requirements may use the City's parking in-lieu program. Contact Planning & Zoning for eligibility.	Chapters 2 & 4

Questions about any LDR section?

City of Delray Beach – Planning, Zoning & Building

100 NW 1st Ave • (561) 243-7040 • delraybeachfl.gov

NOISE & ENTERTAINMENT DISTRICT RULES
Complete hour and decibel reference for all
downtown businesses

These rules apply to all businesses operating amplified music, sound systems, or live entertainment in Downtown Delray Beach. They are referenced in Chapter 4 (Restaurants & Cafés) and Chapter 7 (Quality of Life). The governing ordinance is City of Delray Beach Code Chapter 99, Sections 99.03(A)(1)(a) and 99.05(A)(1)(a)(i).

Entertainment District — Boundaries

The Entertainment District is a defined area within the Central Business District (CBD):

- West boundary: Swinton Avenue
- East boundary: Northbound Federal Highway / 6th Avenue
- North boundary: NE 2nd Street
- South boundary: SE 2nd Street

Businesses inside this boundary operate under Entertainment District rules. Businesses outside it are subject to the general downtown noise rules below.

Hours — When Amplified Music Is Not Permitted		
LOCATION	MON – FRI: No music between...	SAT – SUN: No music between...
Inside Entertainment District	12:01 AM – 7:00 AM	1:01 AM – 7:00 AM
Outside Entertainment District	11:00 PM – 7:00 AM (all days)	

Maximum Permissible Noise Levels — Entertainment District		
PERIOD	A-WEIGHTED (dBA)	C-WEIGHTED (dBC)
Active Hours	70 dBA	80 dBC
Quiet Hours	65 dBA	75 dBC
Sound must not be audible at a distance of more than 100 feet beyond property boundaries, regardless of measured dB level.		

Governing ordinance: City of Delray Beach Code Chapter 99, Sec. 99.03(A)(1)(a) and Sec. 99.05(A)(1)(a)(i).

Contacts and Questions?

Sound amplification permit required for outdoor music — contact **Development Services:** (561) 243-7040

Code Enforcement: (561) 243-7203 • **Police (Non-Emergency):** (561) 243-7800

ATLANTIC AVENUE — NO TRUCKING ZONE

**A one-page reference for merchants, vendors
& delivery drivers**

This appendix provides a standalone summary of the truck restriction on East Atlantic Avenue. Merchants are encouraged to share this page directly with vendors, suppliers, and delivery personnel.

NO COMMERCIAL TRUCKS OR TRAILERS

East Atlantic Avenue between Swinton Avenue and SE/NE 5th Avenue (Federal Highway)

East Atlantic Avenue’s tree-lined streetscape is one of Downtown’s most defining features. Violators will receive a uniform traffic citation. Fine subject to change.

Required Alternate Routes

All commercial trucks and trailers serving businesses on East Atlantic Avenue must use one of the following:

- **NE 1st Street** — for businesses on the north side of Atlantic Avenue
- **SE 1st Street** — for businesses on the south side of Atlantic Avenue
- Alleyways behind stores fronting East Atlantic Avenue

Delivery Best Practices

- Schedule deliveries between 7:00AM and 11:00AM to avoid peak pedestrian hours
- Use designated loading zones and alleyways behind your storefront whenever possible
- Never double-park, block crosswalks, or occupy active travel lanes — citations will be issued
- Never block sidewalks or bike lanes during loading or unloading

Merchant Responsibility

It is the responsibility of every merchant — restaurant, retail, or service business — to inform and remind all delivery drivers, suppliers, and vendors of this restriction before they arrive. A driver’s unfamiliarity with the rule is not a defense against a citation.

Enforcement Questions

Delray Beach Police Department • (561) 243-7800
(Non-Emergency)

General Delivery Questions

Downtown Development Authority • (561) 243-1077



Downtown Development Authority

Executive Director: Laura Simon

350 SE 1st St, Delray Beach, FL 33483

Phone: (561) 243-1077

Email: dda@downtowndelraybeach.com

Website: downtowndelraybeach.com