



Sunset Lounge and Area Revitalization

It's true, the Historic Northwest is seeing a lot of activity these days.

One of the main activities is the revitalization of the Sunset Lounge and improvements to the vacant lots across the street. That effort is being led by the City of West Palm Beach Community Redevelopment Agency (CRA). Another example of what's going on in the area is that private property owners are proposing to build the Aloft Hotel on Rosemary and Third Street. The CRA is also restoring the Alice Moore house as a bed and breakfast and making improvements to the Storm of 1928 site. With more attention focused on the Historic Northwest neighborhood, the resources to address the concerns of the people who live and work there increases too. While the revitalization of the Sunset Lounge is the focused

project, based on input from community residents we have named the project – Historic Northwest Rising because the revitalization is about **much more than a building**.

Long an icon of the neighborhood, the Sunset Lounge will serve as the **anchor for neighborhood improvements**.

An ongoing series of community conversations is keeping the focus on community people and the issues that mean the most to them.

This is what **we've heard so far from Historic Northwest residents and businesses** about what the community **needs** and **how the Sunset Lounge revitalization can help**.



A photograph of a man in a dark suit, white shirt, and dark bowler hat. He is playing a light-colored electric guitar and singing into a microphone. The background is blurred, showing what appears to be an outdoor event with other people and lights.

Community Needs

This is what **we've heard so far from Historic Northwest residents and businesses** about what the community **needs** and **how the Sunset Lounge revitalization can help**.

Safe streets and less crime

- A stronger and more consistent police presence
- Improved street lighting
- Increased traffic safety - more crosswalks, enforcing slower speeds

Opportunities for people all ages, particularly youth and young adults

- Education, and/or training for employment and entrepreneurship
- Mentor programs and internships in areas of interest
- Ways to engage with music, arts, and recreation close to home

Access to basic services

- Reliable and consistent public transportation
- Grocery stores with a variety of fresh and affordable foods
- Community health clinics
- More parks
- Cleaner sidewalks
- Streets with businesses people can walk to

A more positive image that highlights...

- The area's rich cultural history
- Positive stories of community members
- A great place to live, work, play, and visit
- Successful events, commerce, and services that attract more people to the area

How the Sunset Lounge Revitalization helps the Historic Northwest rise.

The CRA is at work addressing these needs and improving the neighborhood in different ways. Many community members have already told us ways they believe that the Sunset Lounge revitalization should and will play a major part. **Here's how:**

The revitalized Sunset Lounge and improvements to the vacant lots as a park and possible outdoor performance venue across the street will draw more attention from people inside and outside of the community. That attention brings more awareness and more focus on safety. It's a new opportunity to upgrade street lighting, police patrols, create safer and cleaner parks, recreational opportunities, entertainment, and community celebrations.

More people visiting the Sunset Lounge and connected events and programs means more jobs for the community. Jobs related to the music industry, food preparation and serving, maintenance and repair, marketing and public

relations, and event management, for example.

Improvements to public transportation will be key to the success of Historic Northwest Rising, including the Sunset Lounge. With more people in the area, there's more opportunity for stores, restaurants, and other vital businesses. That increase in business then paves the way for amenities like healthcare and other resources in the community. Going back nearly a century, the Sunset Lounge has been a beacon in the Historic Northwest; a concrete expression of African American cultural achievement. Historic Northwest Rising puts the revitalized Sunset Lounge at its center. It will improve the image of the Historic Northwest, to once again be a place-maker, center of community pride, and home to music's best.



What's next?

Stay involved or get involved now!

Building on the work so far, the Historic Northwest Rising team will continue to convene and interview the people of the Historic Northwest for feedback on the direction of the project and its priorities.

Save the date! On **November 2, 3, 4 and 5** there will be dozens of opportunities for community members to weigh in on the top ideas so far and, in their own words offer more suggestions. Together we will address the question – How will we know if the Historic Northwest has actually risen?

In **April of 2017**, residents will be invited to a weekend of experimenting, to test ideas of what the Sunset Lounge and park area should look like. The ideas about how the Sunset Lounge can address the larger community needs will be brought to life through temporary installations and events created with the community. It will be a chance to play with options and test-drive a Rising Historic Northwest.

If you're not already involved but want to be, please contact the Mosaic Group at info@upscalebymosaic.com or call 561-290-6739. We'll be sure to keep you informed.





**HISTORIC
NORTHWEST**



WEST PALM BEACH
Community Redevelopment Agency



Knight Foundation



The Historic Northwest Rising is a project led by West Palm Beach's Community Redevelopment Agency. CRAs help to breathe new life into areas in need of revitalization and economic development by focusing on improved infrastructure, housing, and job opportunities. The West Palm Beach CRA has won the support of the John S. and James L. Knight Foundation to make sure that residents of the Historic Northwest are included in this process of redevelopment. To help in that task, the CRA is assisted by two organizations that promote strong communities, in addition to a local team of professionals:

The Better Block Foundation works with communities to reconsider, reshape and reactivate their surroundings to promote healthy and vibrant neighborhoods.

8 80 Cities is an organization that actively engages community members in the process of building stronger communities.