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**FOR IMMEDIATE RELEASE**

**PRESS RELEASE**

**EXCITING NEW BEGINNINGS: GROUNDBREAKING CEREMONY KICKS OFF 2,600 SQ. FT BAR & GRILL PROJECT AT 719. N SAPODILLA AVENUE.**

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**WEST PALM BEACH, FL - May 16, 2024** – The West Palm Beach Community Redevelopment Agency (CRA) is thrilled to announce the successful groundbreaking ceremony for 719 N. Sapodilla Avenue on Friday, May 10, 2024. This historic site is set to become the home of a dynamic 2,600-square-foot bar and grill and symbolizes the CRA’s unwavering commitment to revitalizing and protecting the rich cultural heritage of West Palm Beach’s Historic Northwest Community.

The ceremony was attended by Mayor of West Palm Beach, Keith A. James, along with CRA board members and staff, community members, local officials, and project partners. Together, they celebrated the start of a project that promises to transform the historic building into a vibrant culinary hub for the community. This new bar and grill, set to open in 2025, will not only serve as a beacon of the city’s heritage but will also be a community gathering spot, promoting unity and local pride.

The project will maintain the character of the historic building while introducing modern amenities. It is part of the city’s broader initiative to make West Palm Beach a community of opportunity for all. Initiatives of this nature play a crucial role in job creation, preserving the unique character of city neighborhoods, and promoting further investment in the Historic Northwest.

 "We are incredibly excited about this project and grateful for the community's support," said Christopher Roog, Executive Director of the West Palm Beach CRA. "Our goal is to bring new life to 719 N. Sapodilla, making it a place where history and progress meet. This bar and grill will not only honor the community’s past but also create new opportunities for the future."

The project's design is led by Zamarr Brown, Founder and Principal Architect of Design2Form, LLC, known for their expertise in blending historic preservation with contemporary design. Their vision will ensure that the new establishment respects the building's heritage while providing a fresh, inviting space for the community to enjoy.

Waypoint extends its appreciation to the Mayor, Commissioners, West Palm Beach CRA Team, and Design2Form for the chance to partner and provide a high-quality product for the City of West Palm Beach and its residents. As the primary General Contractor, our objective is to lead the team in achieving a comprehensive reconstruction, ensuring all necessary components are meticulously managed for a successful completion and the preservation of the project's essence.

The transformation of 719 N. Sapodilla is a testament to the CRA's dedication to creating economic growth, community engagement, and cultural preservation in West Palm Beach. As part of this commitment, the CRA will share regular updates and details about the project's progress through its official channels.

For more information on CRA's projects and initiatives, please visit [www.wpb.org/cra](https://www.wpb.org/cra).

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**ABOUT THE CITY OF WEST PALM BEACH**

The City of West Palm Beach is a vibrant and dynamic City located on the Atlantic coast of Florida. With a rich history, a thriving arts and cultural scene, and a commitment to sustainability, the City of West Palm Beach is a great place to live, work, and play. As one of the three largest cities making up the South Florida region, and the central City of Palm Beach County, West Palm Beach is a vibrant, growing, waterfront City that seamlessly blends the business advantages available in the region with a more refined and relaxed environment for living and working, making it an exceptional destination for both residents and professionals alike. To learn more about the City of West Palm Beach, visit us on our [official website](https://www.wpb.org/), or follow us on our social media: [Facebook](https://www.wpb.org/?splash=https%3a%2f%2fwww.facebook.com%2fCityofWPB%2f&____isexternal=true), [Instagram](https://www.wpb.org/?splash=https%3a%2f%2fwww.instagram.com%2fwestpalmbch%2f&____isexternal=true), [Twitter](https://www.wpb.org/?splash=https%3a%2f%2ftwitter.com%2fwestpalmbch&____isexternal=true), and/or [Linked-in](https://www.wpb.org/?splash=https%3a%2f%2fwww.linkedin.com%2fcompany%2fwestpalmbeachfl%2f&____isexternal=true).

**ABOUT THE WEST PALM BEACH CRA**

The mission of the West Palm Beach CRA is to foster and directly assist in the redevelopment of the Community Redevelopment areas in order to eliminate blight, create a sustainable downtown and encourage economic growth, thus improving the attractiveness and quality of life for the benefit of the CRA Districts and the City of West Palm Beach as a whole. To stay updated on CRA projects, visit [www.wpb.org/cra](http://www.wpb.org/cra) or contact us at cra@wpb.org to learn more.