

# DAYTONA BEACH

## CHARACTER STUDY



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DRAFT-MAY 05, 2016

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**DIX.HITE**  
+PARTNERS

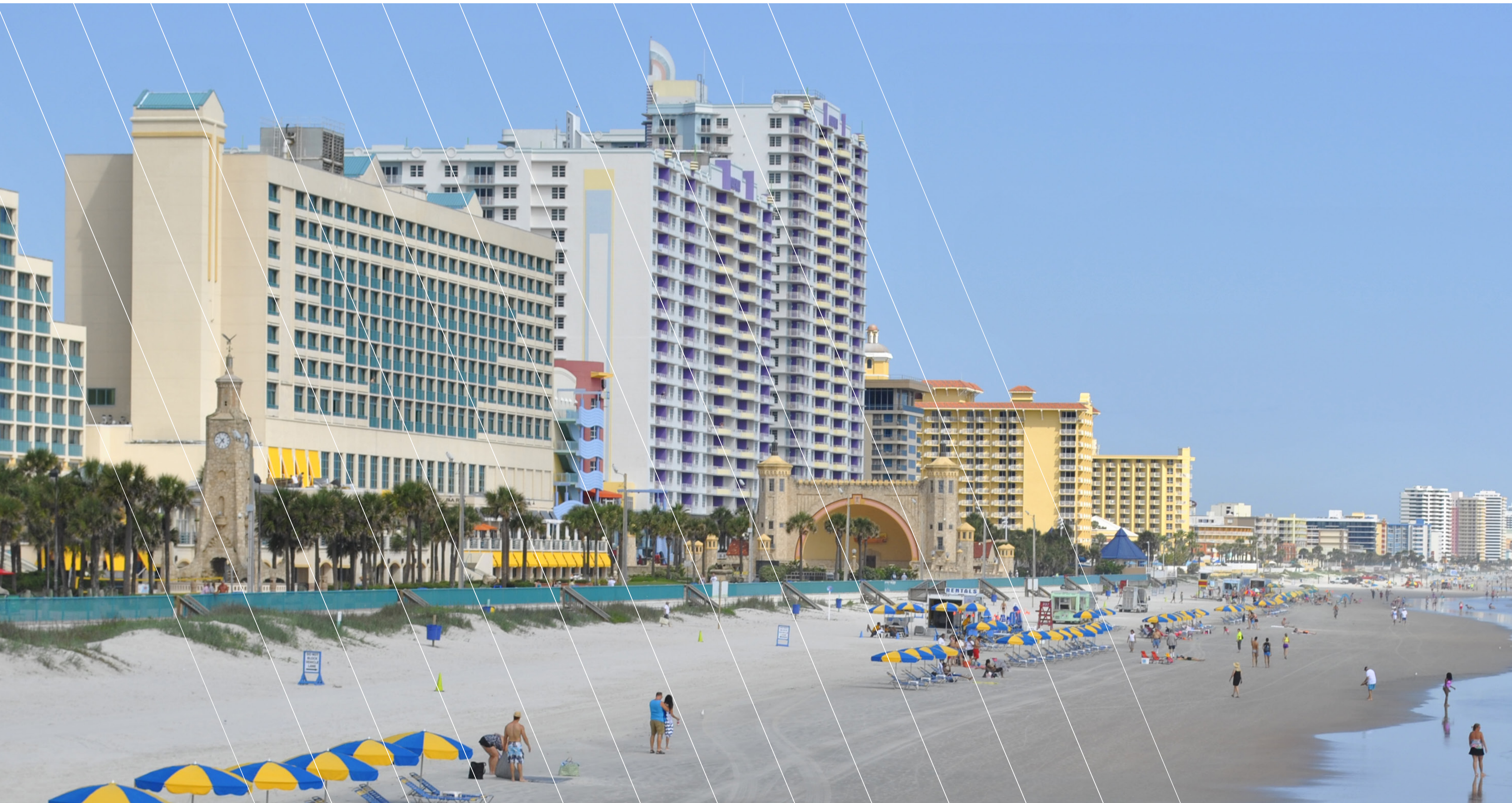






# PURPOSE

The intent of this character study is to create a framework to leverage public investment as the catalyst for the creation and/or enhancement of public space. Through the Design Process, the City can evaluate the its cultural assets and existing built environment to guide and inform the design response of current and future transportation and public realm projects. The end result will be a clear visual image of the City's desired character thus enabling the City to communicate it and deliver it to residents. The overall goal of this codified framework is have each public investment and private development will add value to the lives of the citizens, value to the businesses, enhancement of the environment and vibrancy to the experience that is Daytona Beach.





# INTRODUCTION

Daytona Beach enjoys worldwide name recognition through its unique history with large scale events based on speed & motion. While the City is a known entity and has quite a few cultural assets, overall it lacks a memorable civic identity and holistic feel due to a ubiquitous development patterns and built environment.

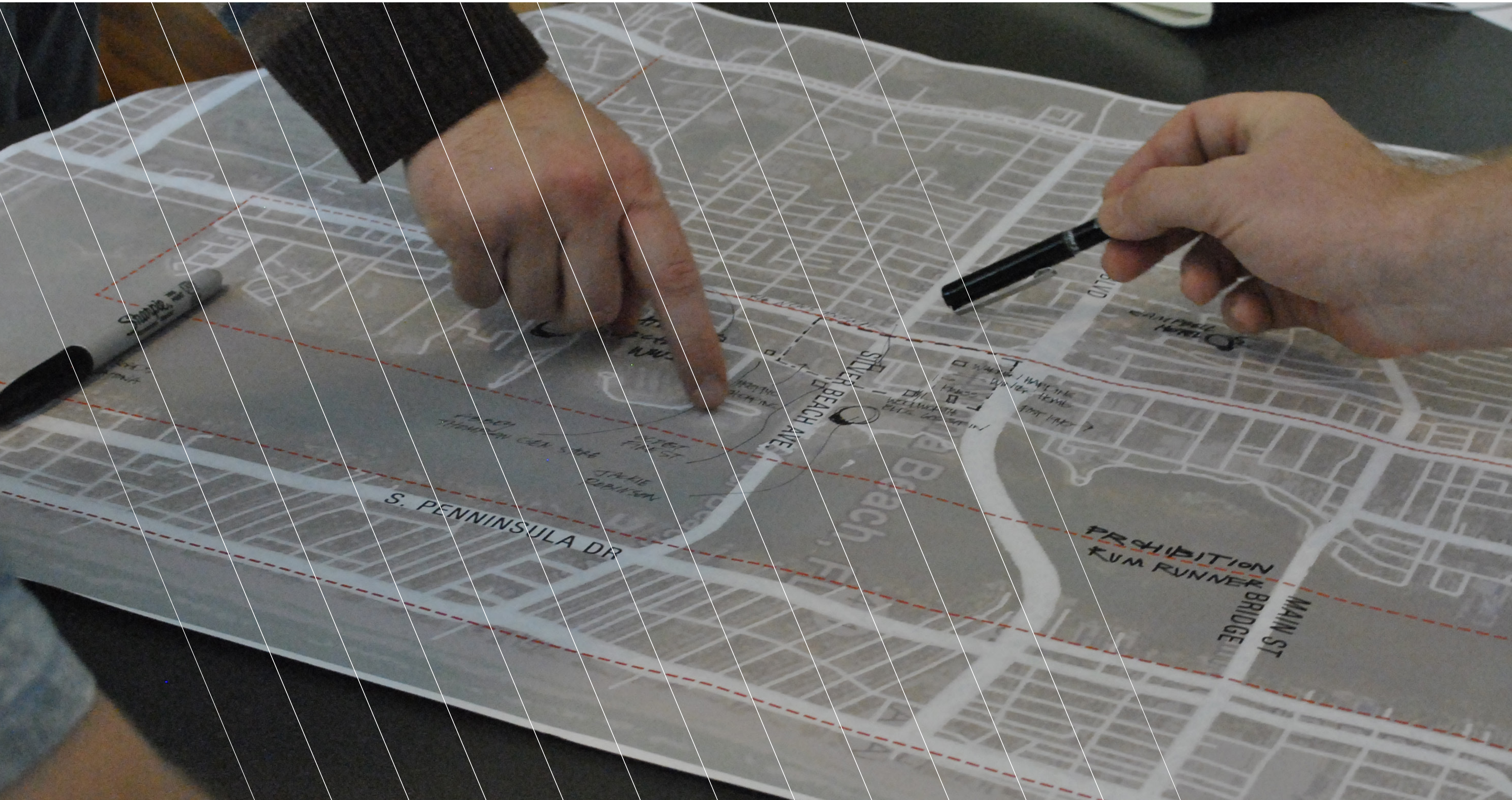
The city of Daytona Beach desired a character study as a way to identify the local qualities that do or have potential to contribute to the identity of the city. The document is created as a reference to ensure that current and future development efforts contribute and support the establishment of the desired character.

## History and Development

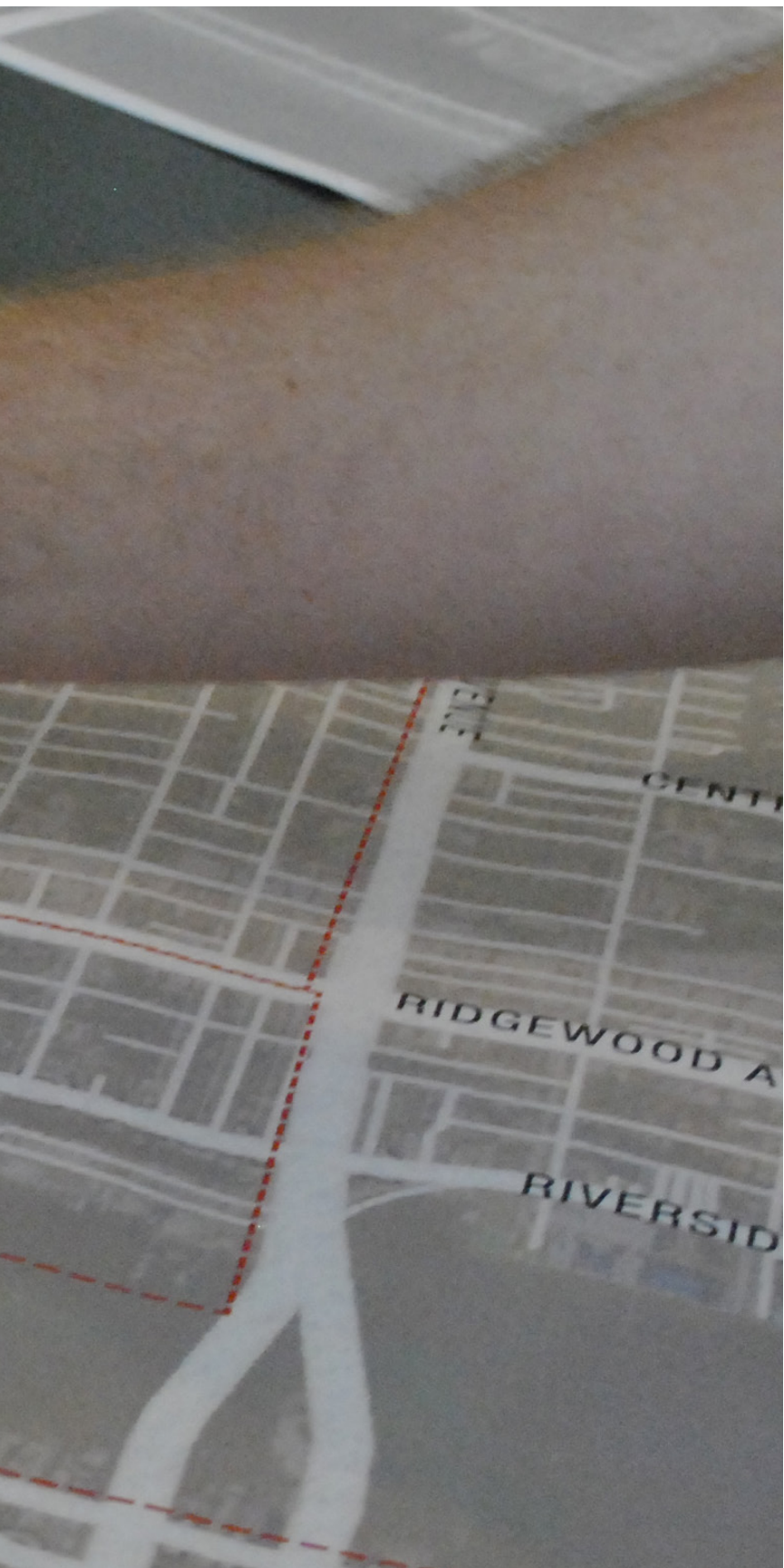
Located along the east coast of Florida, Daytona Beach's roots date back to the early 1870's when Mathias Day purchased the old Spanish Land Grant from the Williams Orange Plantation. The area was platted and then sold as an early Florida planned community. In 1926, the three towns of Daytona, Seabreeze and Daytona Beach merged to become Daytona Beach.

Growth began when the railroad was brought to town in the 1890s and entrepreneurs promoted Daytona's waterfront and visitors were attracted to the potential of cultivation. The city gained name recognition and notoriety when William Vanderbilt introduced the first race on the beach. Dubbed the Vanderbilt Cup, crowds gathered to watch drivers as Olds and Winston battled it out for land speed records on Daytona's hard-packed sandy beach. World speed records gave way to stock car racing on the original track and Daytona Beach earned its reputation for being more than just a beach. The city became the world center of racing, known for motorsports events such as the Daytona 500, giving way to the development of the Daytona International Speedway.

At the same time, African Americans created closely knit communities that contributed to the tourism and railroad industry, later becoming examples on higher education and integrated sports. The city began to develop westward in the second half of the twentieth century, and with the development of roads and highways it became part of the Deltona - Daytona Beach - Ormond Beach metropolitan area. Today, Daytona Beach is known for its tourism industry and yearly special events. The city also holds the corporate headquarters of NASCAR, International Speedway Corporation, Ladies Professional Golf Association (LPGA), and the U.S. Tennis Association (USTA).

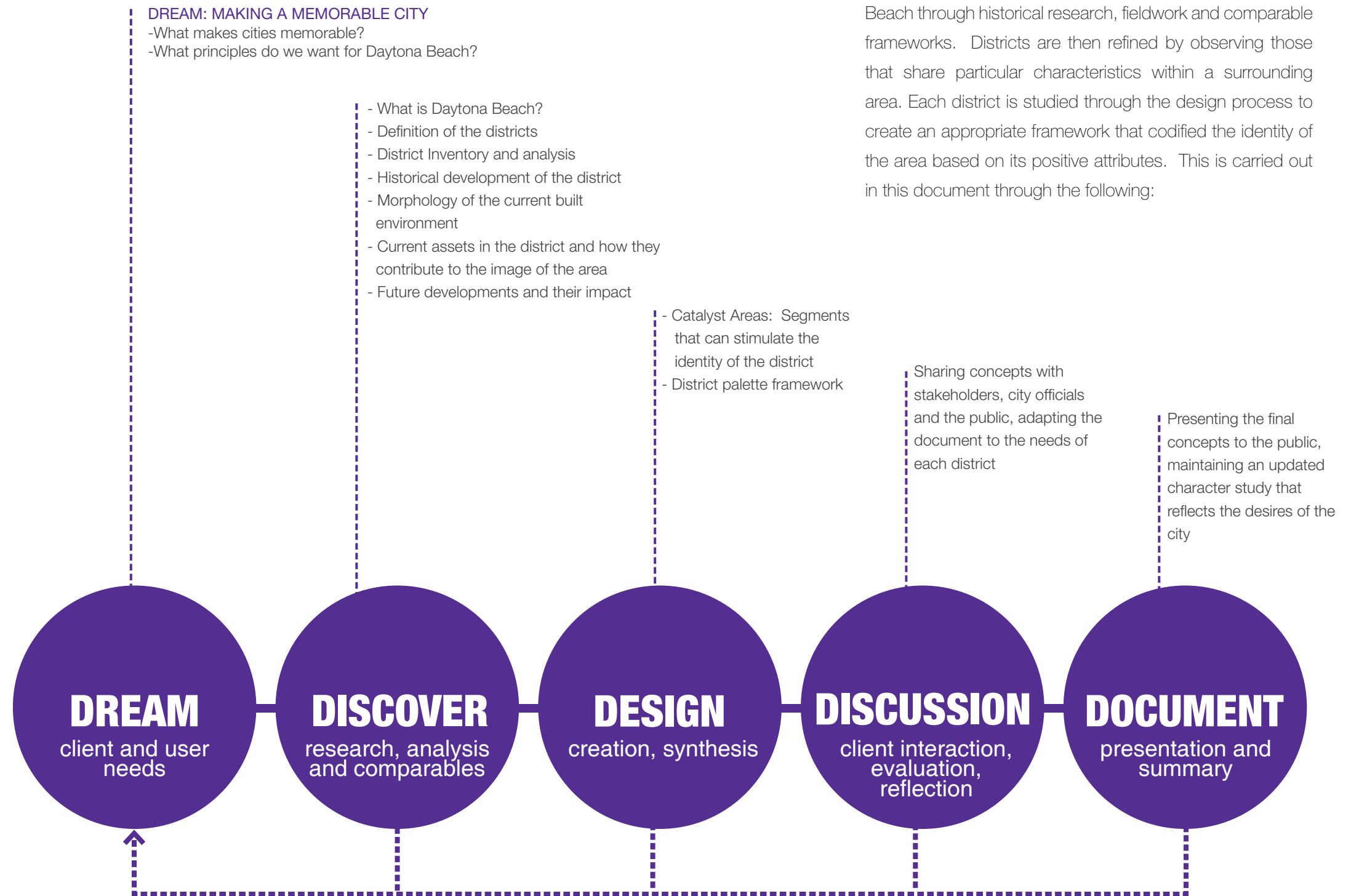






# PROCESS

This study examines the character of the city of Daytona Beach through historical research, fieldwork and comparable frameworks. Districts are then refined by observing those that share particular characteristics within a surrounding area. Each district is studied through the design process to create an appropriate framework that codified the identity of the area based on its positive attributes. This is carried out in this document through the following:







# WORKSHOPS

**KICK-OFF MEETING (JANUARY 06, 2016)**  
**STAKEHOLDER WORKSHOP (JANUARY 16, 2016)**

# KICK-OFF MEETING (JANUARY 06, 2016)

## COMPILATION OF THE CITY'S INFORMATION AND INITIAL DIRECTION

City representatives, planners and designers gathered to discuss the purpose and goals of the character study. City staff and the consultant team had outlined districts in the beginning of 2015 to understand the city's overall character and develop a concept for the Gateway at I-95. The wayfinding consultant that recently completed the Daytona Beach wayfinding plan identified 5 districts citywide to inform the sign design. Most of the public realm projects and activities are currently occurring in 3 districts: Beachside, Downtown, and Midtown. After some discussion, it was agreed that these 3 districts can provide a major impact and would be the focus of the character study. Team members including City staff planned a public workshop and the City identified representative stakeholders to further explore these three districts.



### **THE CITY OF DAYTONA BEACH** Public Works Department    Division of Technical Services

#### City of Daytona Beach Character Study Kickoff Meeting

Meeting Date: Wednesday, January 06, 2016

Time: 2:00 PM to 3:45 PM

Location: Public Works Administration Building: 950 Bellevue Avenue, Daytona Beach

#### Distribution List

Person	Firm / Organization	Attendance
Gary Shimun	City of Daytona Beach	Y
Frank Van Pelt	City of Daytona Beach	Y
David Waller	City of Daytona Beach	Y
Reed Berger	City of Daytona Beach	Y
Doug Bolas	ISC Motorsports	N
Viviana Castro	DH+P	N
Greg Bryla	DH+P	Y
Kody Smith	DH+P	Y
Jurgen Duncan	PSC	Y
Beth Lemke	PSC	Y
Tracy Morales	PSC	Y
Jack White	Jack White Land Co.	Y
Brent Cohen	City of Daytona Beach	Y

From: Brent Cohen (City of Daytona Beach)

ITEM	ISSUE	ACTION BY	DATE DUE
	NEW BUSINESS		
I	Project Framework + Background		
1.1	Beth Lemke briefly explained the Character Study background and project origins. The project began with the ideas that the City needs to tell its own story while having identifiable and contextual public realms that people can recognize and relate with.	N/A	N/A
1.2	Beth Lemke described how the Character Study product should include and acknowledge the potential of existing physical connections as well as the opportunity of embracing the historic, social, and cultural influences in each "district".	N/A	N/A
1.3	A general discussion spoke about how the Character Study product should market the City and show the potential of transformation. This will be accomplished with before and after imagery, mapping, proposed material palettes, and identification of districts all with a respect and understanding of the resident's and stakeholder's perceptions and opinions of their respective districts and their unique assets.	N/A	N/A
1.4	Jurgen Duncan suggested the study could show the potential transformation of a City owned road rather than a State or County owned + maintained road. This would potentially allow for a faster implementation of proposed improvements.	N/A	N/A
II	Districts		
2.1	A City wide map was shown that identified 16 + / - districts. This is a working map generated by Jack White and DH+P. The map will change as future study informs the project.	DH+P	TBD
2.2	The Character Study will focus on 3 key districts. These are Midtown, Downtown, and Beachside. The districts for this study will be based upon the previously mentioned City wide district map.	DH+P	TBD
2.3	The eventual deliverables for each District will include material palettes, maps, and visual / pictorial before and after images to show transformation. Other items required as grant deliverables to be also included.	DH+P	TBD
2.4	The existing wayfinding project will be acknowledged and potential updates to the signage designed by AECOM (color, text, and location?) can be noted. It was noted that production has not begun on the wayfinding signs, but they are currently being reviewed by FDOT and will be sent out for public bid in the near future.	DH+P	TBD

ITEM	ISSUE	ACTION BY	DATE DUE
III	Site Visits		
3.1	Beth Lemke will coordinate the grant required site visits. This will include meeting times and locations as well as determining attendees to include City Staff and stakeholders.	PSC	1/12
3.2	Sunshine Law: It was noted that the Sunshine Laws would require public notice of any meeting where two or more City Commissioners were present. It was also noted that two commissioners could not have a closed door "public" meeting as would occur with a small group tour in a vehicle.	PSC	1/12
3.3	The site visits for each district will begin at a predetermined key location for open discussion with stakeholders and residents. A walking tour of the surrounding area(s) will then take place. Sunshine Law issues are then solved with this meeting format.	PSC DH+P CODB	1/14-16
IV	Maps		
4.1	Greg Bryla of DH+P will compile a list of GIS mapping materials and layers required for production of maps and images. Brent Cohen will coordinate with the City's GIS department to fulfill this request.	DH+P CODB	1/7 1/11
4.2	Deliverables from the City to DH+P for mapping should be in .dwg format for easy use. Files needed by at least by next Monday (1/11/16) for production and use before the stakeholder workshops tentatively scheduled for January 14-16 <sup>th</sup> .	CODB	1/11
V	Materials		
5.1	It was noted by David Waller and Frank Van Pelt that the materials palette needs to consist of readily replaceable materials that can easily be sourced in the future.	DH+P	N/A
5.2	David Waller suggested the implementation of proposed materials (i.e. light pole colors etc.) in a district can occur simply through maintenance.	CODB	N/A
5.3	DH+P materials palette deliverable is intended to be for materials only to allow for flexibility of design, patterns, etc.in future design efforts	DH+P	N/A

These minutes are the City of Daytona Beach's understanding of discussions and decisions, which occurred at the meeting. Please inform the writer of any corrections within two days of receipt.

Respectfully Yours,

Brent Cohen , City of Daytona Beach

# STAKEHOLDER WORKSHOP (JANUARY 16, 2016)

## COMPILATION OF THE CITY'S INFORMATION AND INITIAL DIRECTION

Stakeholders and city officials were invited to give input on the districts of study. The workshop took place in three neighborhoods, each neighborhood representing one of the districts of study. At each neighborhood the team met with a stakeholder of the district, presented community principles and precedents, and explained the goal of the character study. Each stakeholder gave their input on their districts and their unique assets, as well as overall remarks of Daytona Beach. The team and stakeholder toured a strategic segment in each district, analyzing the assets and character of the area.

### AGENDA

**DOWNTOWN AREA** – Planning Solutions Corp, 206 North Beach Street, Suite 205  
8:30 am to 11:30 am  
Stakeholders: Jack White

**BEACHSIDE AREA** – Volusia County Lifeguard Headquarters, 515 South Atlantic Avenue  
12 pm to 3 pm  
Stakeholders: Theresa Doan

**MIDTOWN AREA** – Midtown Educational and Cultural Center, 925 George W. Engram Boulevard  
3:30 pm to 6 pm  
Stakeholders: Dr. Long and Danny Fuqua

Food and beverage will be provided. If you should have questions or require additional information please contact Ms. Beth Lemke at 407-491-9477 or by email at Blemke@planningsolutionscorp.com

NOTE: Attendance is not required at each meeting location.

### MEETING SIGN-IN SHEET

**Project:** Character Study

**Meeting Date:** January 16, 2016

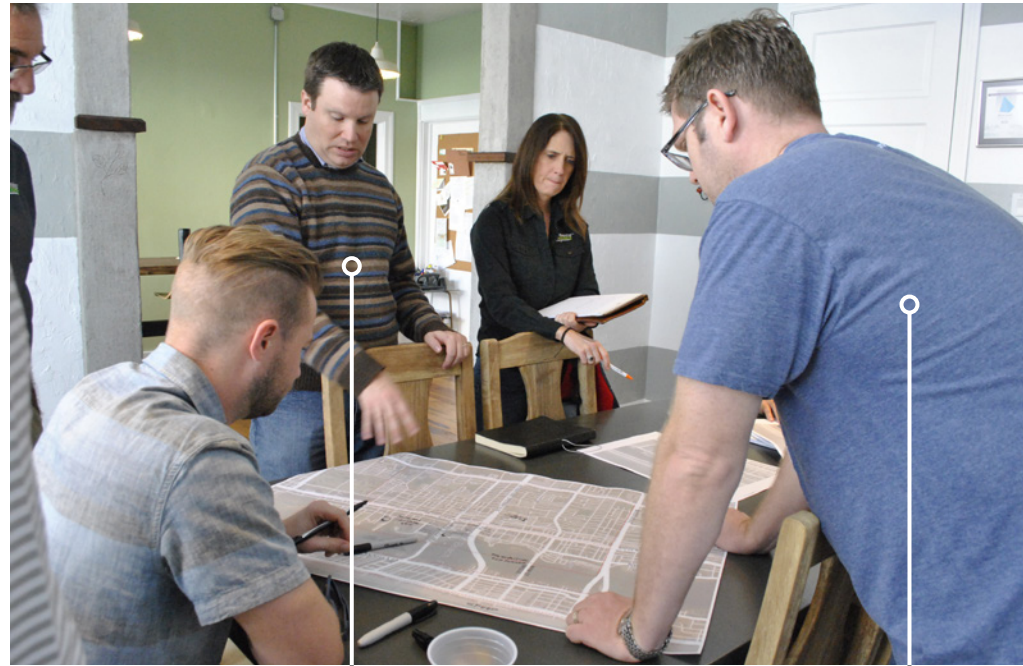
① **Downtown Area** – Planning Solutions Corp, 206 North Beach Street, Suite 205  
8:30 am to 11:30 am  
**Stakeholders: Jack White**  
Overview and Charrette: 8:30 am to 10 am  
Walking Inventory: 10 am to 11:30 am

② **Beachside Area** – Volusia County Lifeguard Headquarters, 515 South Atlantic Avenue  
12 pm to 3 pm  
**Stakeholders: Ms. Doan**  
Overview and Charrette: 12 pm to 1:30 pm  
Walking Inventory: 1:30 pm to 3 pm

③ **Midtown Area** – Meeting Location: Midtown *Educational & Cultural Center*  
3:30 pm to 6 pm  
**Stakeholders: Mr. Fuqua**  
Overview and Charrette: 3:30 pm to 5 pm  
Walking Inventory 5 pm to 6 pm

Name	Title	Company	Phone	E-Mail
JACK WHITE	stakeholder	Jack White Land Co.	386-677-7777	jack@whitechall.com
Reed Berger	Redevelopment CODB	City	671-8180	R.Berger@codb.us
Jasa Jeffries	Rebus Pm	city	885	jstevens@codb.us
THERESA DOAN	STAKEHOLDER	DOAN MGT.	248-1611	TDOAN@DOANMGT.COM
RICK GONZALEZ	ARCHITECT	REG	601-659-2389	Rick@REGARCHITECTS.COM
GREG BRYLA	Landscp Arch	DH+P	407-667-1777	gbryla@dixwhite.com
VIVIANA CASTRO	LANDSCAPE DESIGNER	DH+P	407-667-1777	VCASTRO@DIXHITE.COM
Jürgen Duncan	TRANSPORTATION DESIGN	P.S.C	407-619-9835	Jduncan@planning solutions.com
KOBY SMITH	LANDSCAPE ARCH.	DH+P	407-667-1777	KSMITH@DIXHITE.COM
BRENT COHEN	CITY OF DAYTONA BEACH ARCHITECT	CODB	386-671-8017	COHENB@CODB.US
DANNY FUQUA	Mid Town Chair	M TR D	386-566-8914	daniel9785@AOL.COM
Beth G. Lemke	Strategist/Planner	Planning Solutions Corp	407-491-9477	Blemke@Planning Solutions Corp

Below: Jason Jeffries and Jack White helped to mark key features of downtown and provided historical background on the development of the city.



Jason Jeffries

Jack White

Below: Theresa Doan shared characteristics and sub-districts found on Beachside District, highlighting the rooftop of the pier as one of her favorite places.

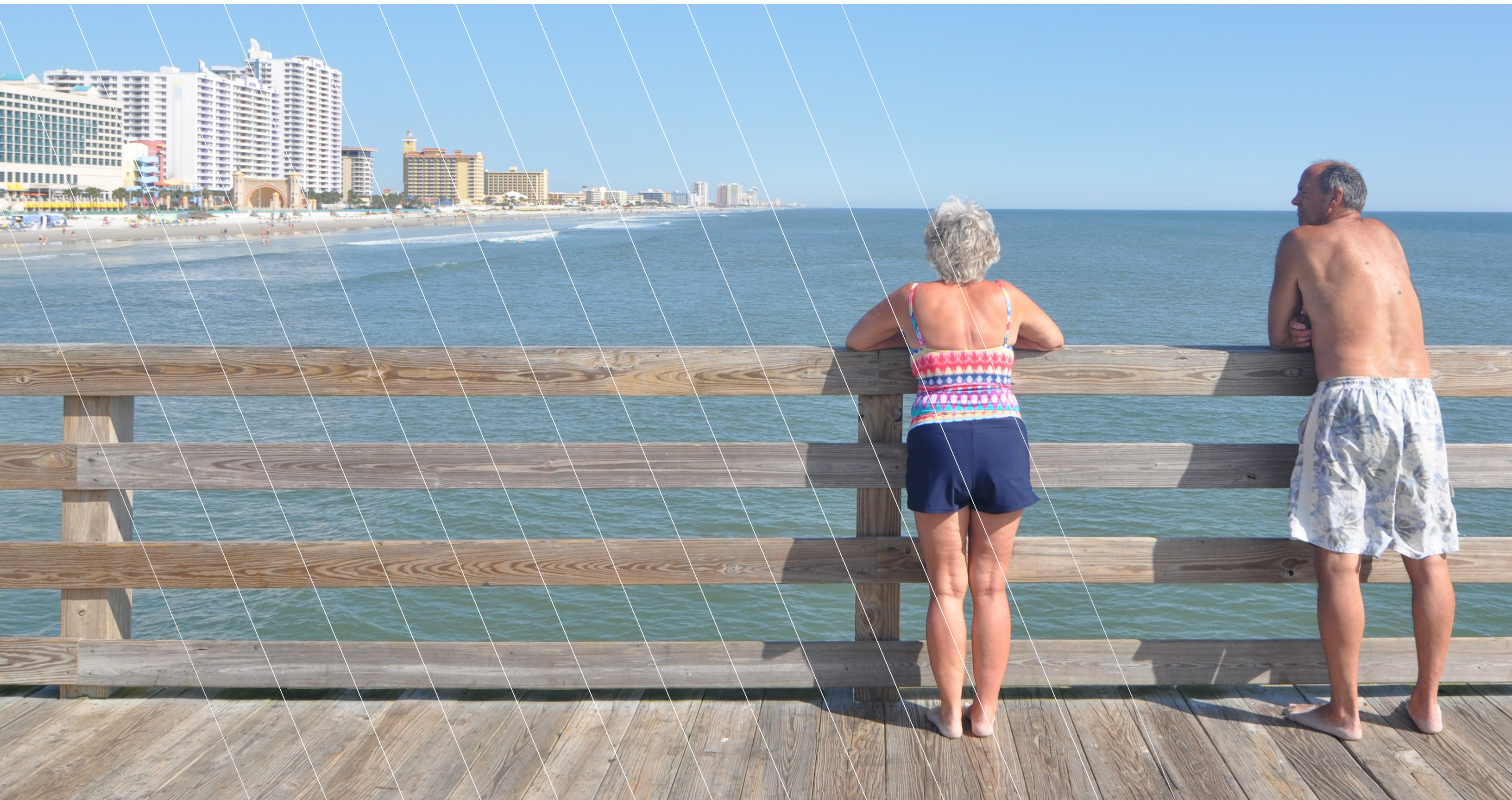


Theresa Doan

Below: Danny Fuqua expressed the valuable characteristics of Midtown, mentioning that he would like Midtown to be another destination in Daytona Beach. *"I want guests to feel welcome here"*.



Danny Fuqua







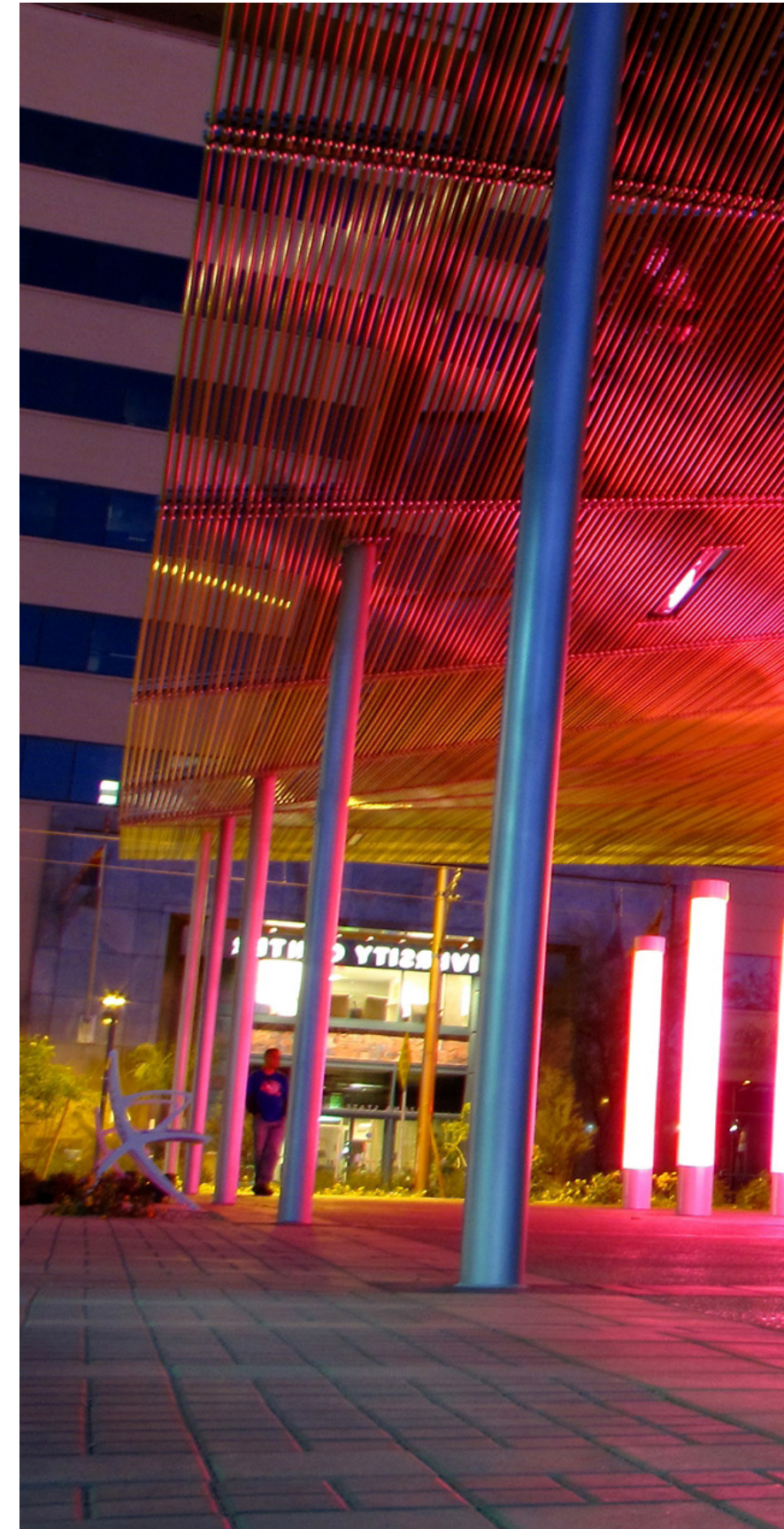
# DREAM: A MEMORABLE CITY

*"Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody."*

*- Jane Jacobs, The Death and Life of Great American Cities*

## WHAT MAKES A CITY MEMORABLE?

Cities are memorable when they have successful spaces where people feel proud of and take ownership of the place, they have a welcoming character, they function for people with special needs, and they are used by all walks of life throughout the day. Public streets in cities are successful when they are treated as a public space and promote accessibility and walkability. These place attributes combined with the unique assets of a district help to establish a framework for district development.



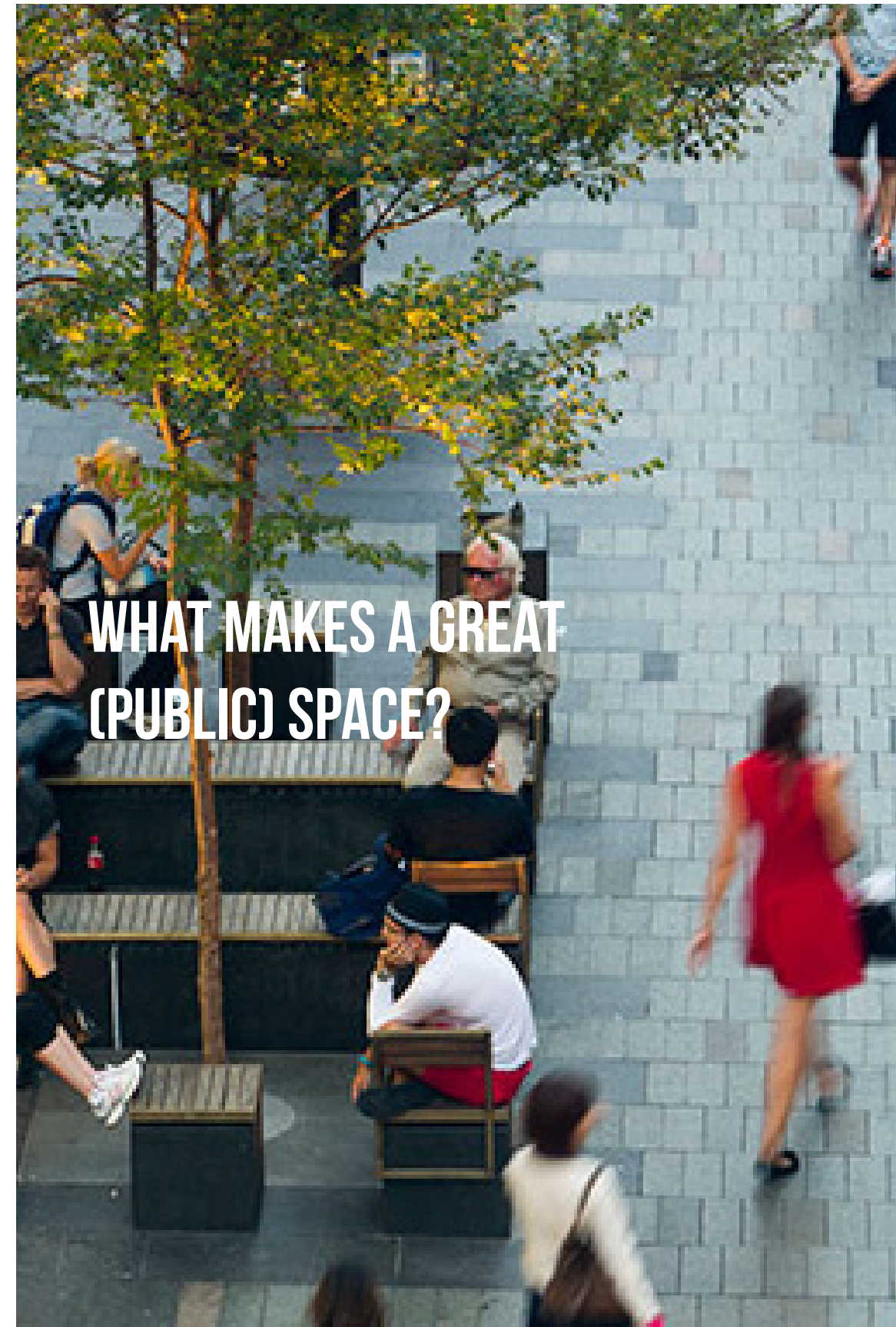


## WHAT MAKES A GREAT (PUBLIC) SPACE?

Great public spaces are where celebrations are held, social and economic exchanges take place, friends run into each other, and cultures mix. They are the “front porches” of our public institutions – libraries, field houses, neighborhood schools, activity centers – where we interact with each other. When the spaces work well, they serve as a stage for our public lives.

## ACCESSIBLE

- IS THERE A GOOD CONNECTION BETWEEN THE SPACE AND THE ADJACENT BUILDINGS, OR IS IT SURROUNDED BY BLANK WALLS? DO OCCUPANTS OF ADJACENT BUILDINGS USE THE SPACE?
- CAN PEOPLE EASILY WALK TO THE PLACE? FOR EXAMPLE, DO THEY HAVE TO DART BETWEEN MOVING CARS TO GET TO THE PLACE?
- DOES THE SPACE FUNCTION FOR PEOPLE WITH SPECIAL NEEDS?
- DO THE ROADS AND PATHS THROUGH THE SPACE TAKE PEOPLE WHERE THEY ACTUALLY WANT TO GO?





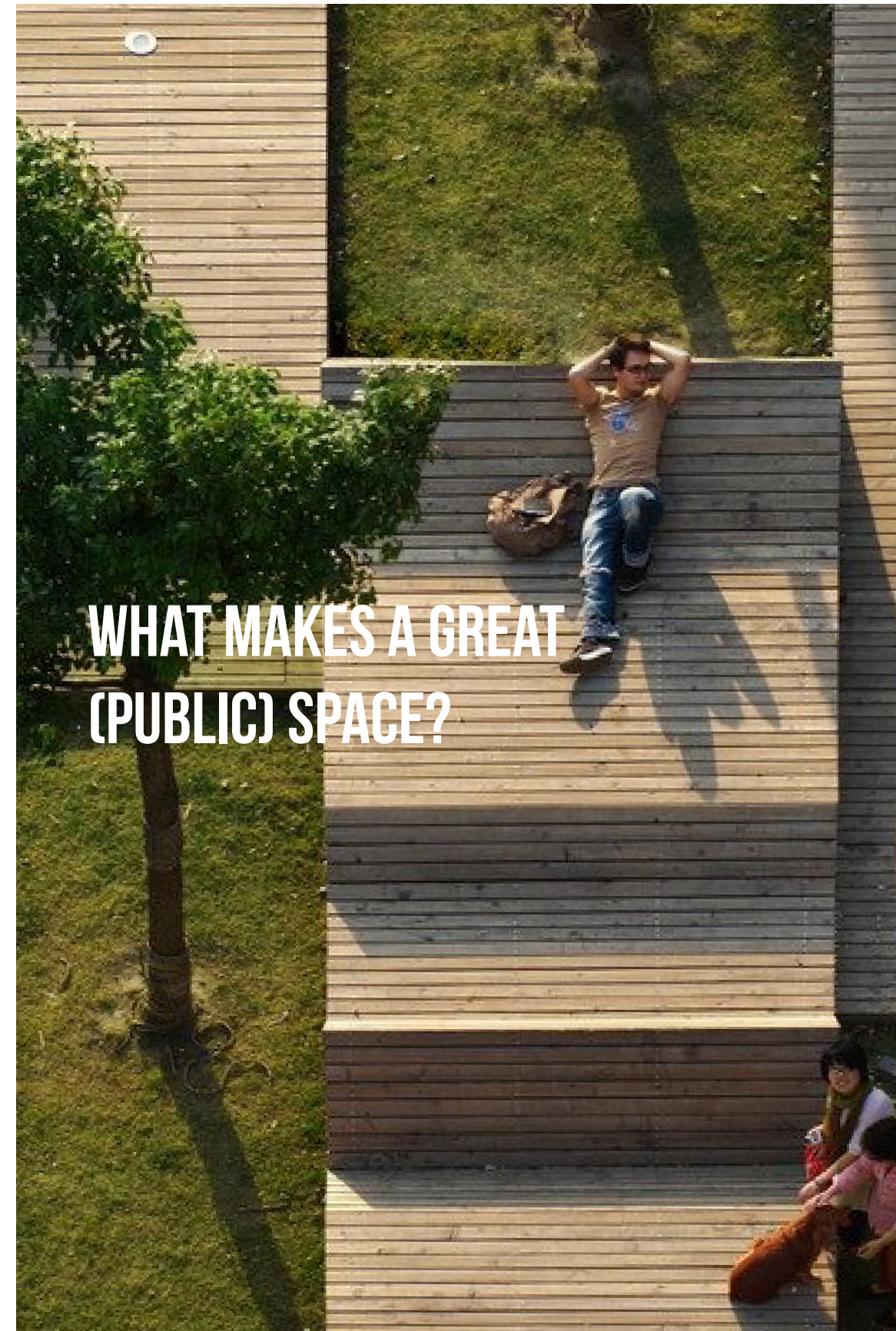
## WHAT MAKES A GREAT (PUBLIC) SPACE?

### ACTIVITY

- THERE IS A GOOD BALANCE BETWEEN MEN AND WOMEN (WOMEN ARE MORE PARTICULAR ABOUT THE SPACES THAT THEY USE).
- THE SPACE IS USED THROUGHOUT THE DAY.
- A SPACE THAT IS USED BY BOTH SINGLES AND PEOPLE IN GROUPS IS BETTER THAN ONE THAT IS JUST USED BY PEOPLE ALONE BECAUSE IT MEANS THAT THERE ARE PLACES FOR PEOPLE TO SIT WITH FRIENDS, HERE IS MORE SOCIALIZING, AND IT IS MORE FUN.
- THE ULTIMATE SUCCESS OF A SPACE IS HOW WELL IT IS MANAGED.

## COMFORTABLE

- DOES THE PLACE MAKE A GOOD FIRST IMPRESSION?
- ARE THERE ENOUGH PLACES TO SIT? ARE SEATS CONVENIENTLY LOCATED? DO PEOPLE HAVE IS A CHOICE OF PLACES TO SIT, EITHER IN THE SUN OR SHADE?
- ARE PEOPLE TAKING PICTURES? ARE THERE MANY PHOTO OPPORTUNITIES AVAILABLE?
- DO VEHICLES DOMINATE PEDESTRIAN USE OF THE SPACE, OR PREVENT THEM FROM EASILY GETTING TO THE SPACE?





## WHAT MAKES A GREAT (PUBLIC) SPACE?

### SOCIABLE

- ARE PEOPLE IN GROUPS? ARE THEY TALKING WITH ONE ANOTHER?
- DO PEOPLE USE THE PLACE REGULARLY AND BY CHOICE?
- DOES A MIX OF AGES AND ETHNIC GROUPS THAT GENERALLY REFLECT THE COMMUNITY AT LARGE?
- DO PEOPLE TEND TO PICK UP LITTER WHEN THEY SEE IT?

# WHAT MAKES A GREAT (PUBLIC) STREET?

- HAS A MEMORABLE CHARACTER
- PROVIDES ORIENTATION TO USERS & CONNECTS TO THE LARGER PATTERN OF WAYS
- BALANCES NEEDS OF DRIVING, TRANSIT, WALKING, CYCLING, SERVICING, PARKING, DROP-OFFS, ETC.
- IS LINED WITH VARIETY OF INTERESTING ACTIVITIES AND USES
- ENCOURAGES HUMAN CONTACT & SOCIAL ACTIVITIES
- CAPITALIZES ON NATURAL FEATURES







## WHAT MAKES A GREAT (PUBLIC) STREET?

- HAS EXEMPLARY URBAN DESIGN OR ARCHITECTURAL FEATURES
- RELATES WELL TO BORDERING USES & ALLOWS CONTINUOUS ACCESS WITHOUT DISPLACING PEDESTRIANS
- PROMOTES SAFETY OF PEDESTRIANS & VEHICLES 24/7
- EMPLOYS HARDSCAPE & LANDSCAPE TO GREAT EFFECT AND EASY TO MAINTAIN WITHOUT EXCESSIVE COST
- PROMOTES SUSTAINABILITY BY MINIMIZING RUNOFF, REUSING WATER, STORMWATER TREATMENT, MINIMIZE HEAT ISLANDS



# DISCOVER: WHAT IS DAYTONA BEACH?

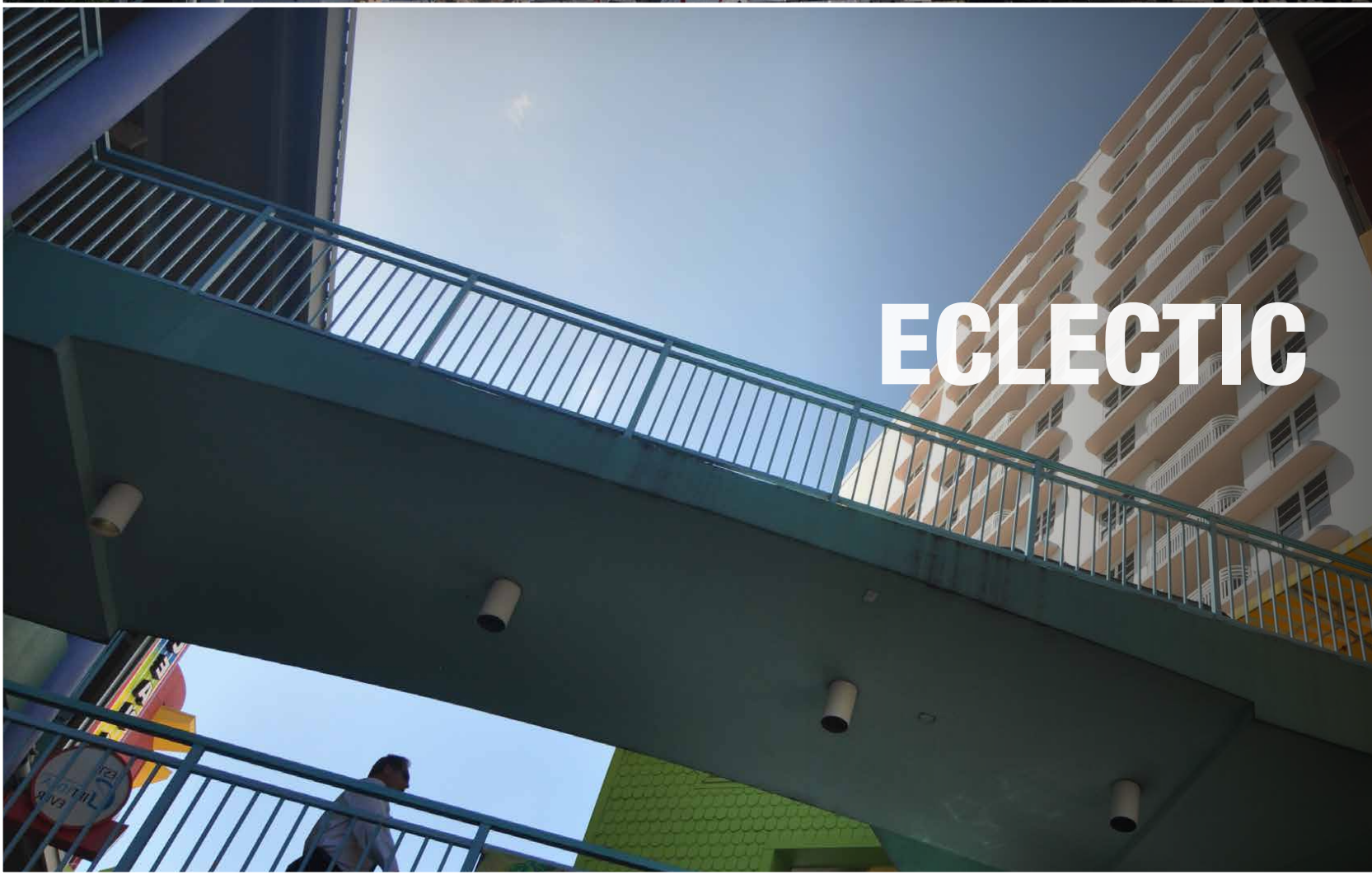
The City enjoys worldwide name recognition through its unique history with speed and motion and large scale events. However, it lacks a highly memorable visual identity in the mind of guests and even residents. The team conducted site visits through the districts and captured vignettes as artistic portrayals of common places that represent the best of the City's memorable character. These vignettes and descriptions are used to convey, enhance and guide the development and enhancement of public places within respective districts and to assist in the development of future material palettes.



**MOTION**



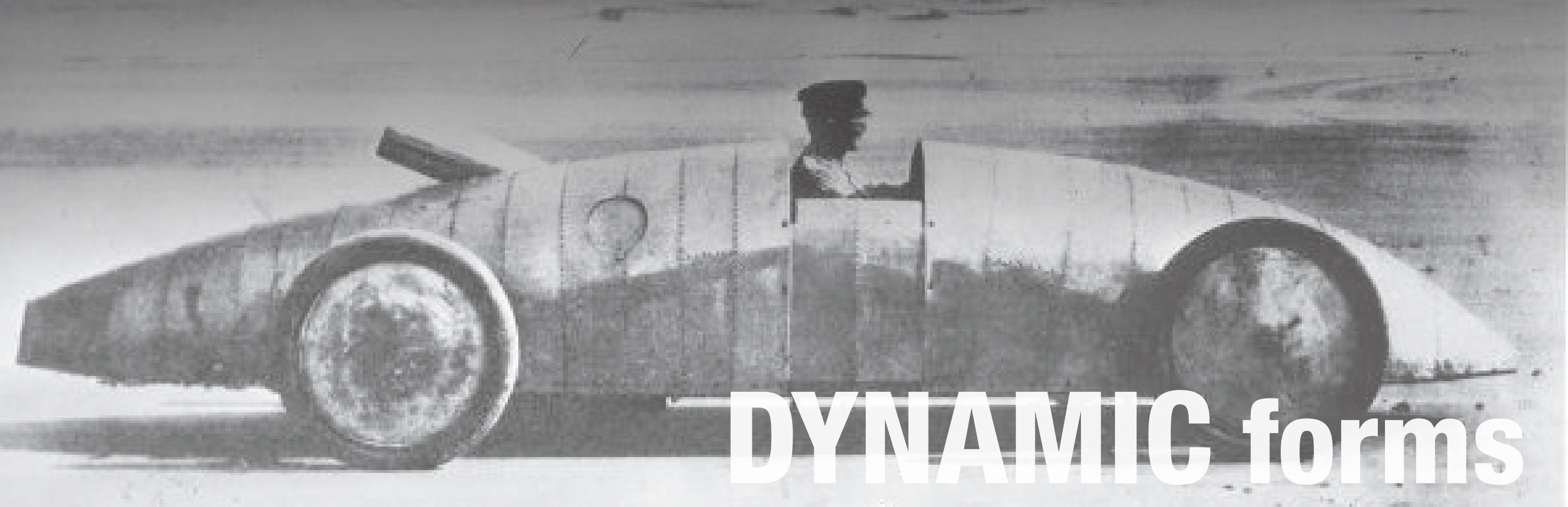
**FUN**



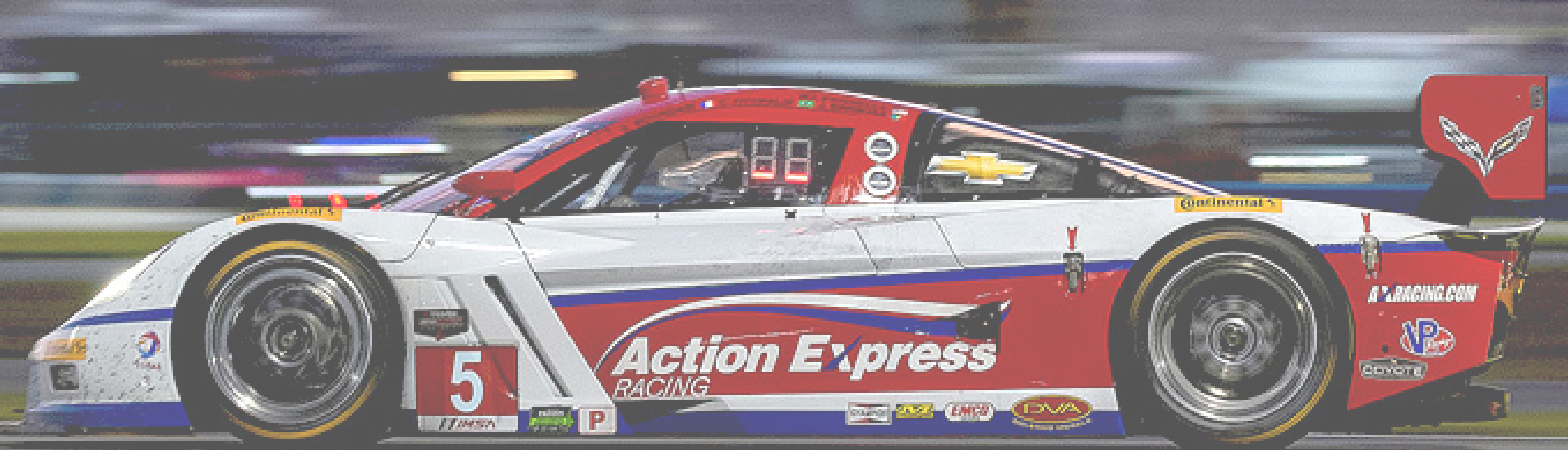
**ECLECTIC**



**ORGANIC**



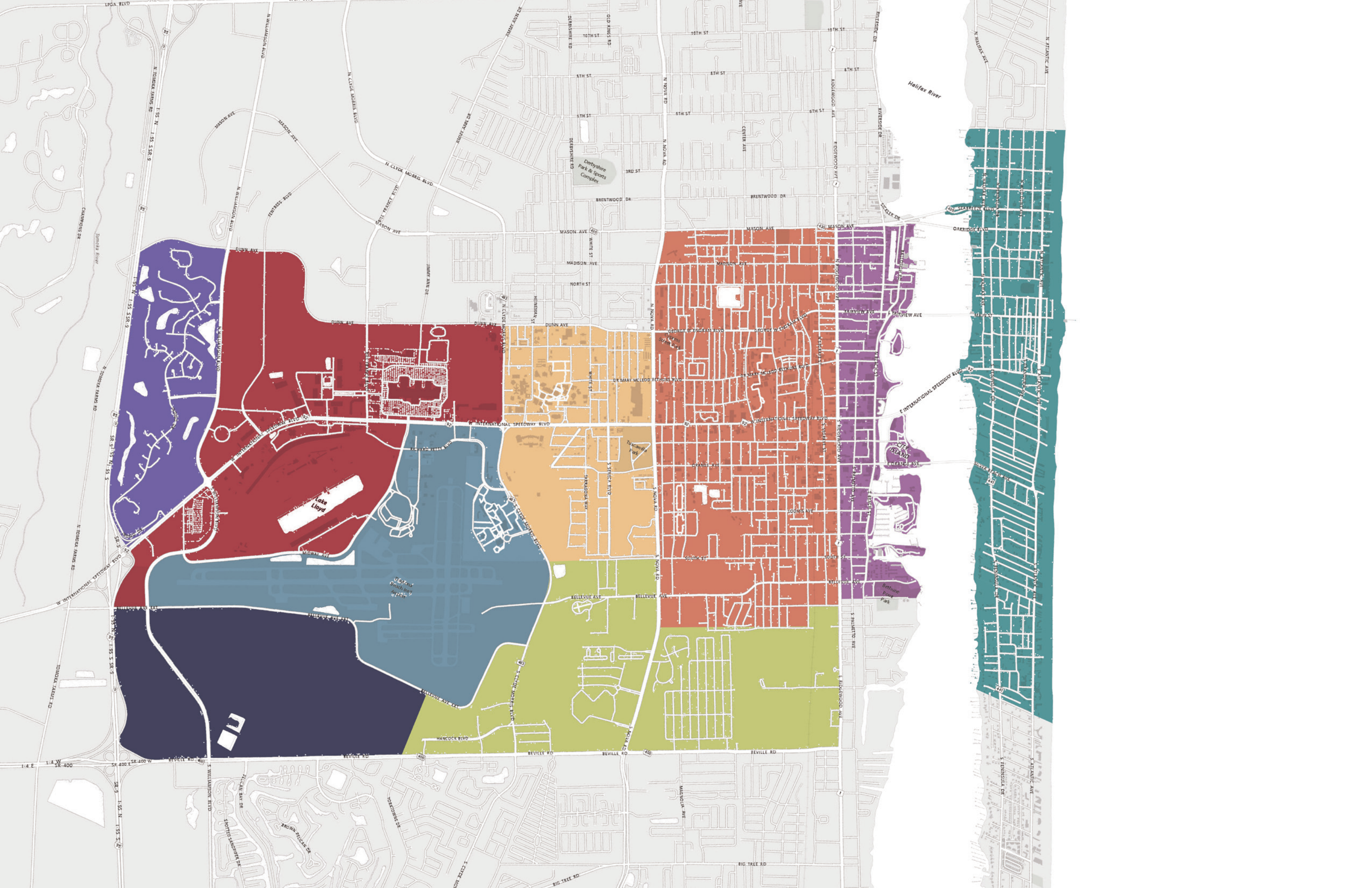
# DYNAMIC forms





# DYNAMIC spaces



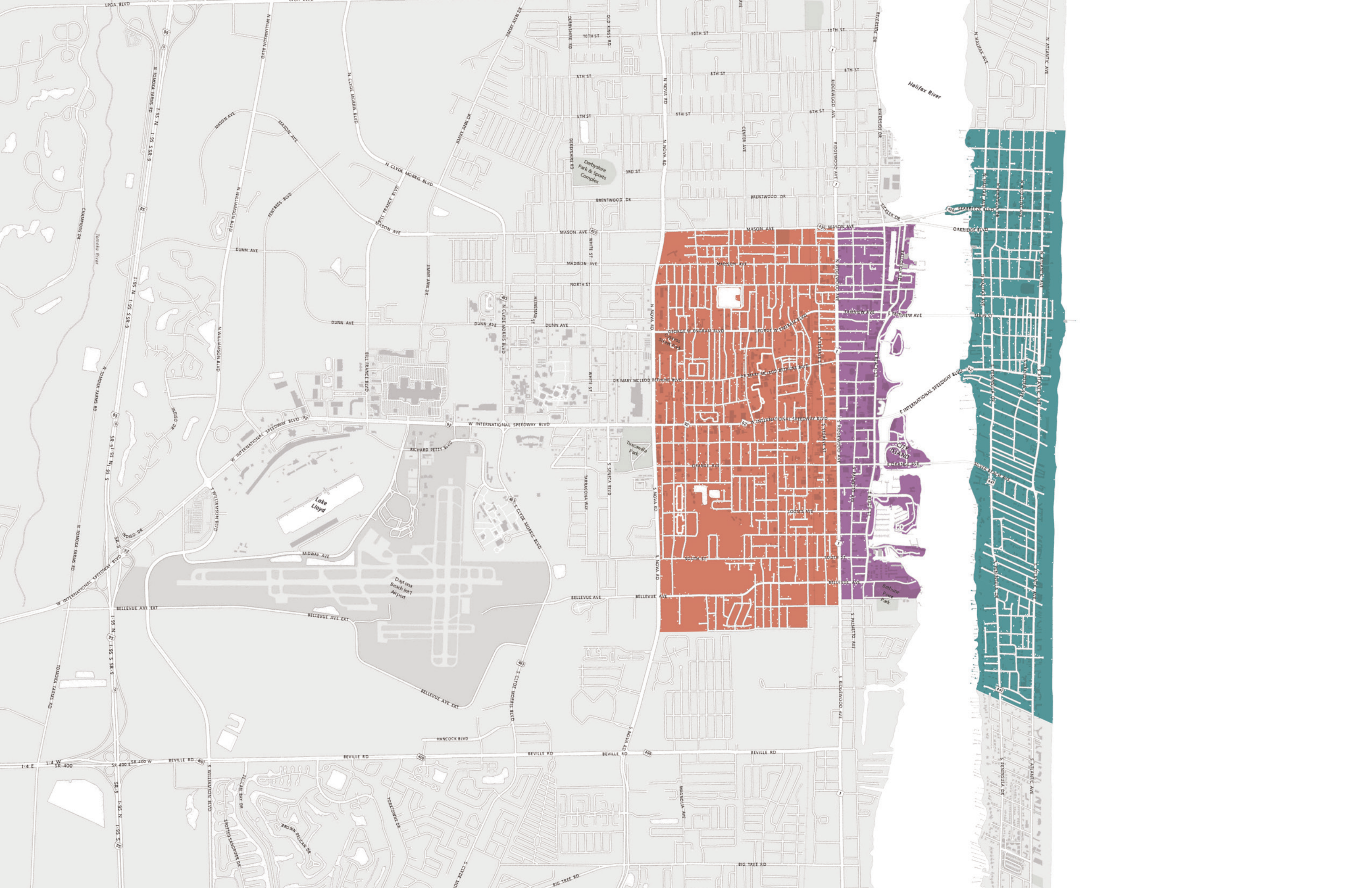


# DAYTONA BEACH: DISTRICTS

The City has several districts that are readily perceptible while others are less so. Each share common land uses, tangible elements of development and spatial character and intangible aspects of historical and cultural context. All districts are bounded by major roads or corridors and have been identified in two earlier independent studies.

While this initial study focuses on three districts, all districts will be studied more in depth in future phases. It should be noted that districts may change as the city's fabric changes through redevelopment.

-  **BEACHSIDE**
-  **DOWNTOWN**
-  **MIDTOWN**
-  **GOLF COURSE HOMES**
-  **SPEEDWAY**
-  **INDIGO**
-  **AIRPORT**
-  **INDUSTRIAL PARK**





# PHASE 1:

## MIDTOWN, DOWNTOWN, BEACHSIDE

Most of the current ongoing public realm projects and activities are currently occurring in three districts: Beachside, Downtown, and Midtown. These three districts have assets that reflect on motion, history, and education and are integral to the identity of the City.

These three districts were studied further to understand their key spatial and visual characteristics that contribute towards the desired image of the city. Layers of specific information are graphically represented to look for opportunities to leverage public investment into character supporting projects. The information layers are:

- Natural systems and Waterways
- Land Use
- Zoning Overlays
- Major Streets and Networks
- Trails and Open Spaces

After the overall district studies, a focused study within each district seeks to understand how land use, cultural connections, and access work to support the assets of its main district. The findings will help to create a framework that will assist in future actions and investments as well as identify catalyst projects that can achieve the city's goals toward a progressive identity.

### MIDTOWN

Located west of the Downtown District, the Midtown District is part of the historic development of Daytona Beach and is known for its African American history. Most of the sites of the Black Heritage Trail are located within this district, including Bethune-Cookman University.

The Midtown District extends from Nova Road east to Ridgewood Avenue, with primary access points that include Mason Avenue, International Speedway Boulevard, Dr. Mary McLeod Bethune Boulevard, Orange Avenue, Dr. Martin Luther King Jr. Boulevard, and George W. Engram Boulevard. Moving from East to West, the urban fabric begins to break down at Nova Road giving way to suburban sprawl.

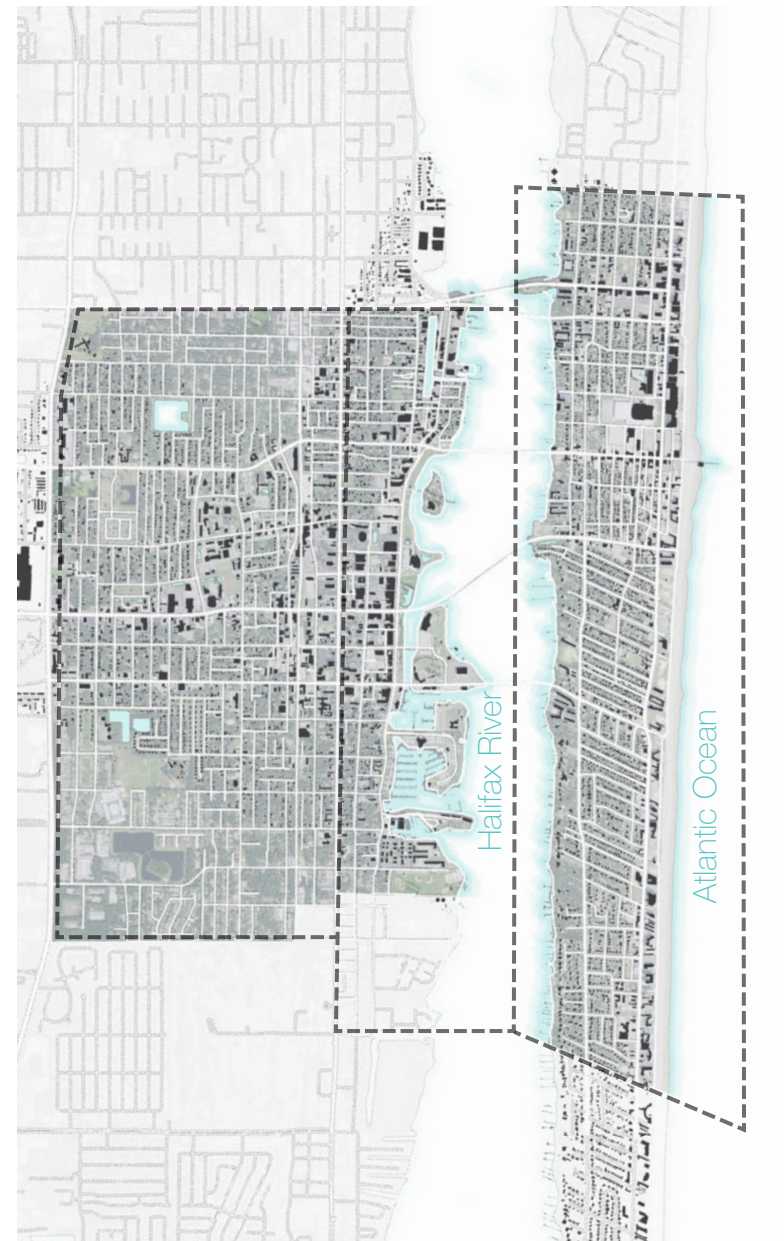
### DOWNTOWN


Situated along the Halifax River, the Downtown District is known for its history as the original waterfront and influenced the establishment of Daytona Beach. Its core contains primarily 2-3 story commercial development along the Halifax River and transitions to office and single family homes on the northern and southern limits.

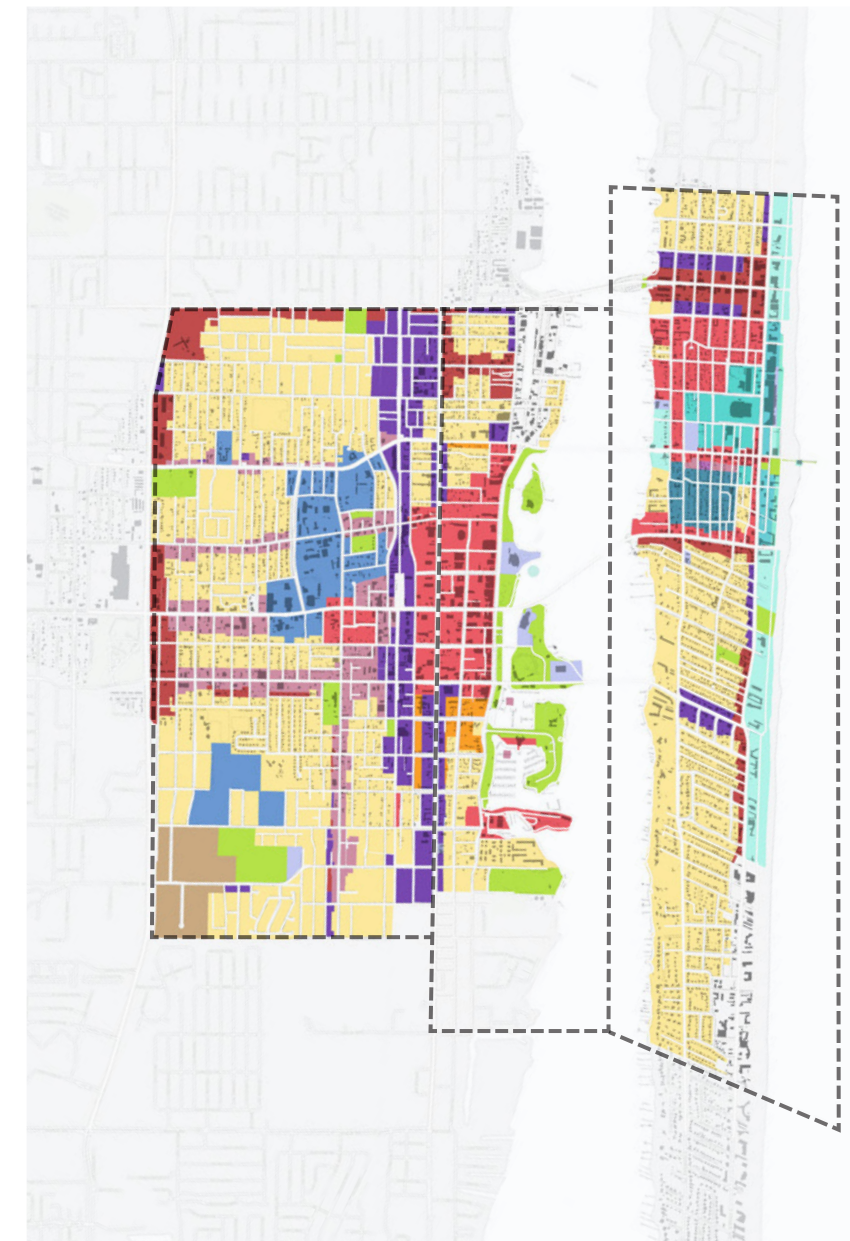
Key locations of this district are located along North Beach Street from Orange Avenue to Bay Street. Primary points of access come from Main Street, International Speedway Boulevard and Orange Avenue. Its large scale, publicly owned waterfront park contains a multi-use trail that provides north-south pedestrian connections.


### BEACHSIDE

Located between the Halifax River and the Atlantic Coast, the Beachside District contains the "World's Most Famous Beach" and its core primarily consists of hotels and commercial development associated with tourism and entertainment. Primary points of access to the Beachside District include Orange/Silver Beach Avenue, International Speedway Boulevard, Main Street, Oakridge Boulevard and Seabreeze Boulevard. Outside of the tourist core, the district is primarily composed of low density commercial development along primary streets with low density residential homes on the interior blocks, all being situated along a gridded street network. Its coastline alternates between publicly owned land and private development, providing consistent pedestrian connections by its Boardwalk and beaches.



Natural Systems and Waterways   
1" = 4000'-0'



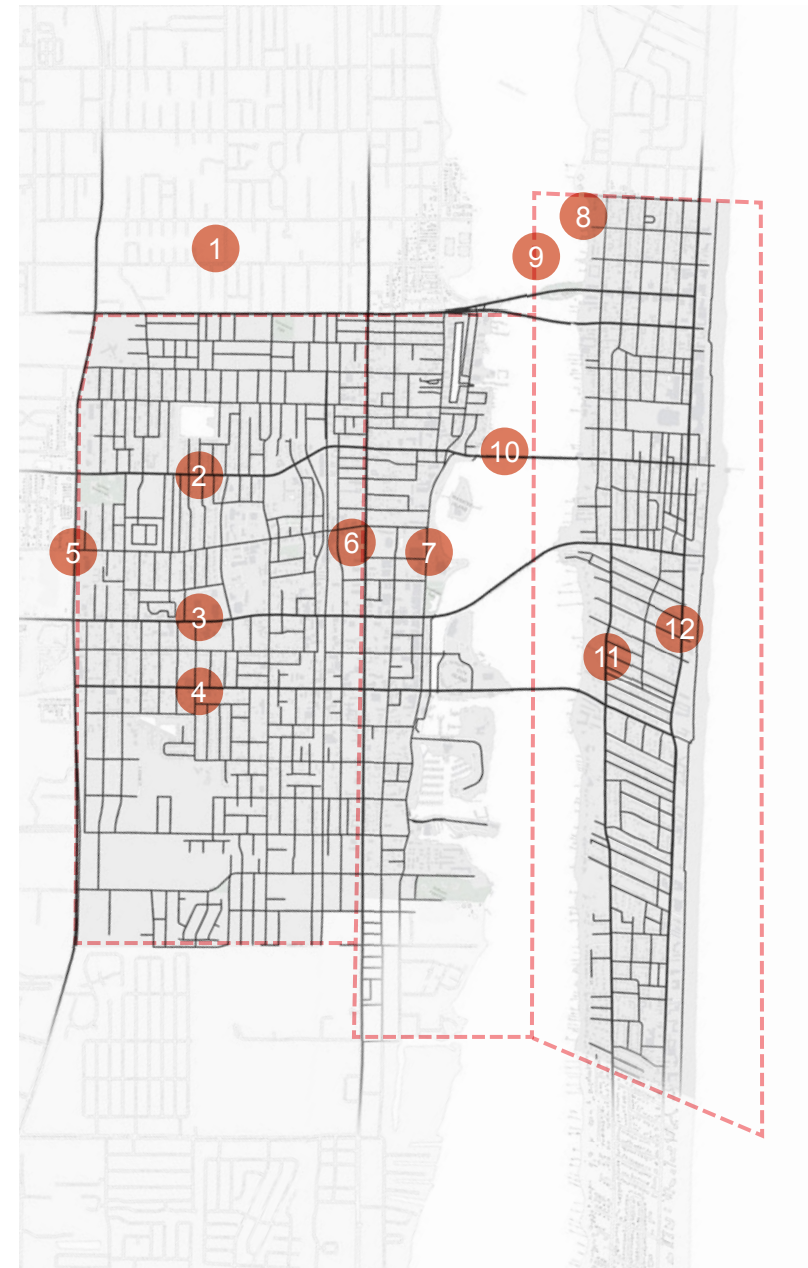
Land Use   
1" = 4000'-0'

- Mixed use
- Commercial transitional
- Retail
- Residential
- Office Residential
- Office, office transitional, local service industry
- Tourist accommodations
- Public-Private entities
- Neighborhood Overlay
- Institutional
- Industrial



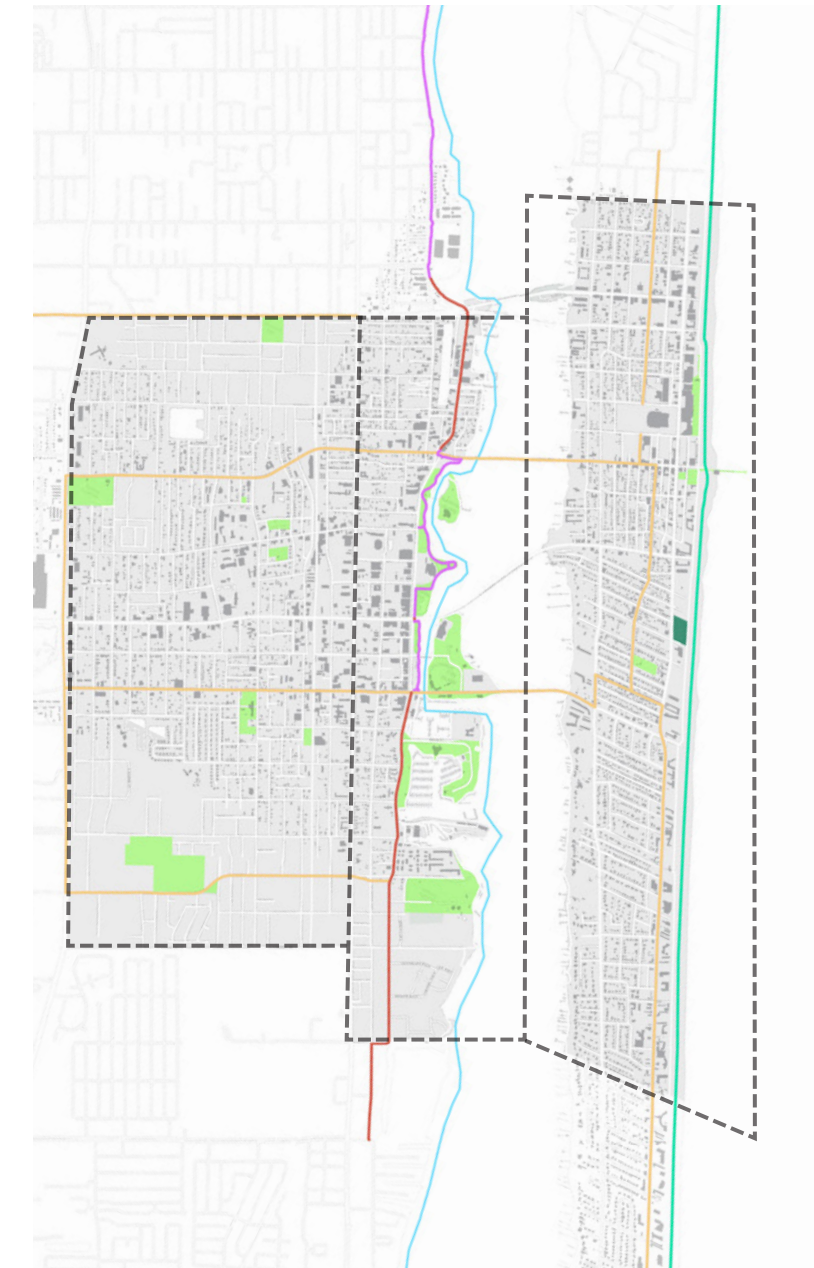
**Zoning Overlay**   
1" = 4000'-0"


- Redevelopment
- Residential
- Industrial
- Tourist
- Planned
- Business



**Major Street Networks**   
1" = 4000'-0"

- |  |  |
|--|--|
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #c0392b; border-radius: 50%; border: 1px solid black; margin-right: 5px;"></span> 1 Mason Avenue                | <span style="display: inline-block; width: 15px; height: 15px; background-color: #c0392b; border-radius: 50%; border: 1px solid black; margin-right: 5px;"></span> 8 Seabreeze Blvd      |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #c0392b; border-radius: 50%; border: 1px solid black; margin-right: 5px;"></span> 2 George W. Engram Blvd       | <span style="display: inline-block; width: 15px; height: 15px; background-color: #c0392b; border-radius: 50%; border: 1px solid black; margin-right: 5px;"></span> 9 Oakridge Blvd       |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #c0392b; border-radius: 50%; border: 1px solid black; margin-right: 5px;"></span> 3 International Speedway Blvd | <span style="display: inline-block; width: 15px; height: 15px; background-color: #c0392b; border-radius: 50%; border: 1px solid black; margin-right: 5px;"></span> 10 Main Street Bridge |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #c0392b; border-radius: 50%; border: 1px solid black; margin-right: 5px;"></span> 4 Orange Avenue               | <span style="display: inline-block; width: 15px; height: 15px; background-color: #c0392b; border-radius: 50%; border: 1px solid black; margin-right: 5px;"></span> 11 Peninsula Dr.      |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #c0392b; border-radius: 50%; border: 1px solid black; margin-right: 5px;"></span> 5 Nova Rd                     | <span style="display: inline-block; width: 15px; height: 15px; background-color: #c0392b; border-radius: 50%; border: 1px solid black; margin-right: 5px;"></span> 12 Atlantic Avenue    |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #c0392b; border-radius: 50%; border: 1px solid black; margin-right: 5px;"></span> 6 Ridgewood Avenue            |  |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #c0392b; border-radius: 50%; border: 1px solid black; margin-right: 5px;"></span> 7 Beach Street                |  |

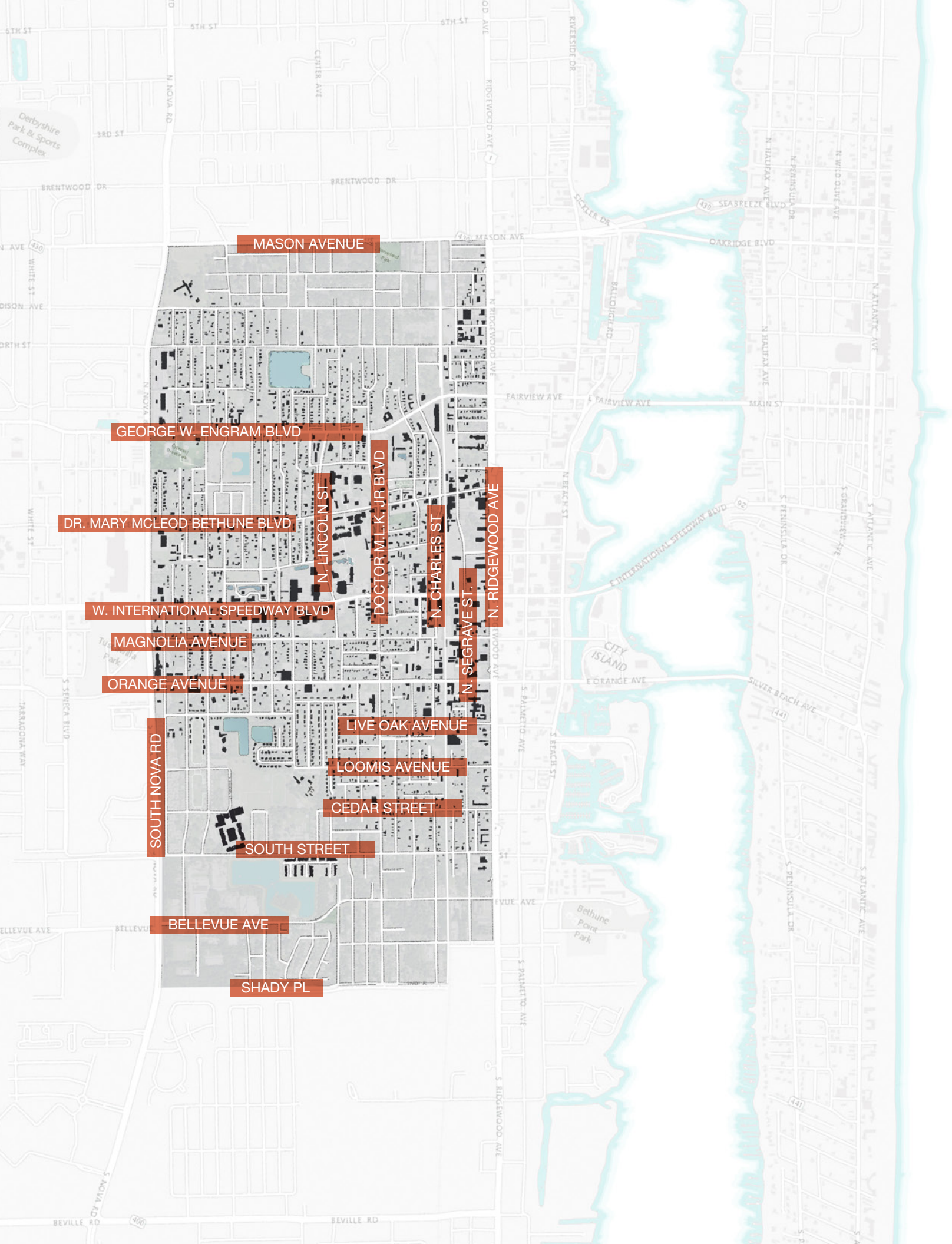


**Trails + Open Spaces**   
1" = 4000'-0"

- Pedestrian and Bike Networks**
- Enhanced Bicycle / Pedestrian
  - Multi-Use Trail
  - Multi-Use Trail (constrained)
  - Beach Trail
- Open Spaces**
- Parks



# MIDTOWN DISTRICT:



The midtown district extends from Mason Avenue to the north, Shady Place to the south, Nova Road to the west and Ridgewood Avenue to the east. This district of daytona is widely known for its strong historical African American influence which still reflects in the town's cultural ideology today. In the early 1900's, the three towns of Midway, Newtown, and Waycross were seen each as a separate entity from the highly tourist daytona beach region and all represented a community where the African American residents developed homes, schools, and local commerce while also setting an example in leading political, scholarly and sportsmanship roles. These small areas eventually combined to form the city of Midtown which is still largely seen as a role-model for towns against early segregation. Midtown has many landmarks to identify its cultural significance. The black heritage trail passes by many of these including the Bethune-Cookman University and the Howard Thurman home, along with many others.

The gridded street network in midtown is not as consistent and connected as the downtown and beachside districts. Nova road is a 6-8 lane wide divided roadway that acts as a barrier to the east. Moving west and southwest, from this point suburban scaled sprawl development is predominant. North of international speedway boulevard, few portions of the traditionally developed neighborhoods and streets are intact

At the center of this district is the campus of bethune-cookman university, which provides much activity, architectural character and presence to the surrounding neighborhoods.

1" = 2000'-0'

# MIDTOWN DISTRICT: INVENTORY

## Historical Assets

Mary McLeod Bethune College - Historical African American College built in 1904.

Seybold Baking Company Factory - Built in 1927, this style of architecture resembles a Neo classical/ Mediterranean Revival mix.

Cypress Street Elementary School - Built in 1926 and renamed Bonner Elementary in 1954, the school is a midtown vernacular historic building with an entryway that reflects Mediterranean Revival detailing.

Howard Thurman Home - Built in the late 19th century, it housed Howard Thurman ( a civil rights activist ) from his birth in 1899 into his late childhood. It is currently a cultural and educational center.

Old Halls - Mediterranean Revival, composed of stone ornamentation and barrel roof clay tile.

Basilica of St. Paul - Built in the 1880s, it is the first Basilica in Florida, composed of Neoclassical with Mediterranean revival detailing.

Mount Bethel Institutional Baptist Church - Daytona's oldest Baptist church built in 1921, it is a Late Gothic Revival style church composed of rough faced concrete rock, corner wall buttresses and lancet windows.





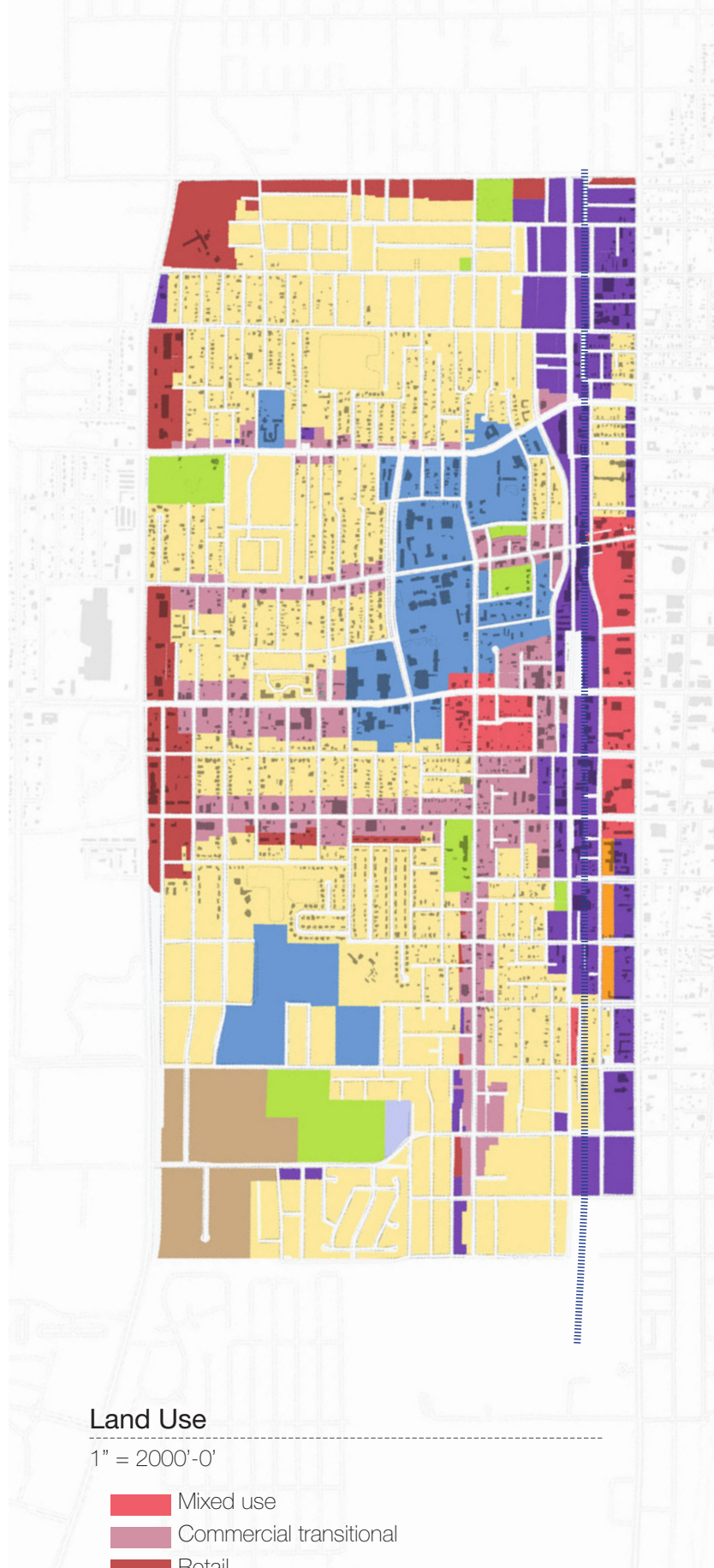
Additional cultural assets include:

Midtown Cultural Center - Located on George W. Engram Boulevard, this center offers a community-style environment where both cultural and educational learning methods are offered and implemented.

BC-U Performing Arts Center - Located on Dr Mary McLeod Bethune Blvd, this setting provides for an eclectic array of cultural offerings from large Broadway musicals to full-scale operas and symphonies.

Daisy Stocking Park & Bandshell - Located one block south of Dr. Mary McLeod Bethune Boulevard, the park was named after one of Daytona's foremost humanitarians and medical practitioners.

Black Heritage Trail - This trail passes by many famous African American Historical sites such as Bethune-Cookman University, Samuel Butts Youth Archaeological Park, and the Howard Thurman Home, along with many others.



**Land Use**

1" = 2000'-0'

- Mixed use
- Commercial transitional
- Retail
- Residential
- Office Residential
- Office, office transitional, local service industry
- Institutional
- Industrial



**Cultural Connections**

1" = 2000'-0'

- Local Restaurants, Shops, and Night Life
- Black Heritage Trail
- Parks + Outdoor Recreation
- North Ridgewood Historic Overlay

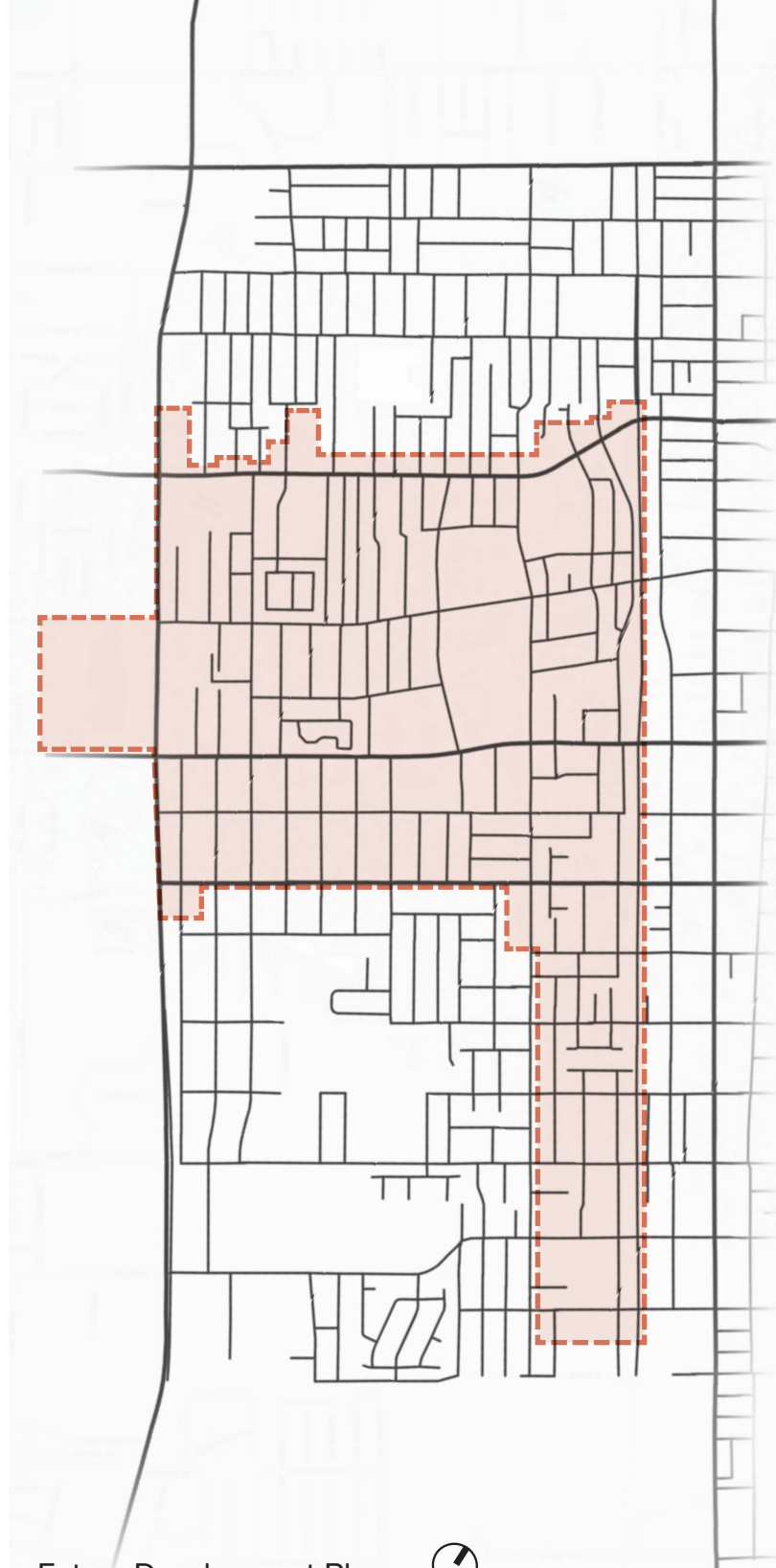




**Access + Mobility**

1" = 2000'-0"

- ..... Bike Trails
- Roads and Streets
- Bus Routes
- Bus Stops
- ▨▨▨▨ Railroad

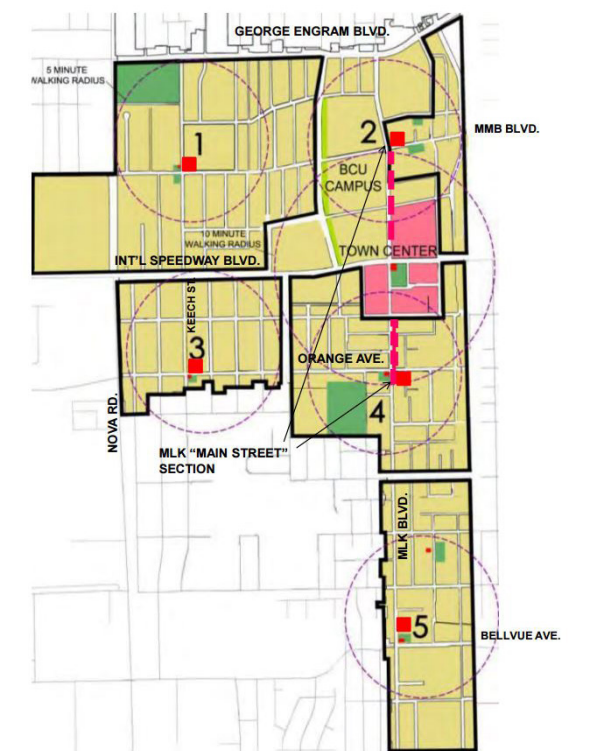


**Future Development Plans**

1" = 2000'-0"

Midtown Master Plan

The Midtown Master plan created design guidelines for future district development. Approved on December 2011, the plan is based on participatory community planning, new urbanist design and placemaking principles. The master plan included neighborhood definition, proposals on program such as community gardens and public markets, as well as overall master plan proposals that present Midtown District with higher density, integrated trails, eco-industrial zones, and infill development around historic homes.

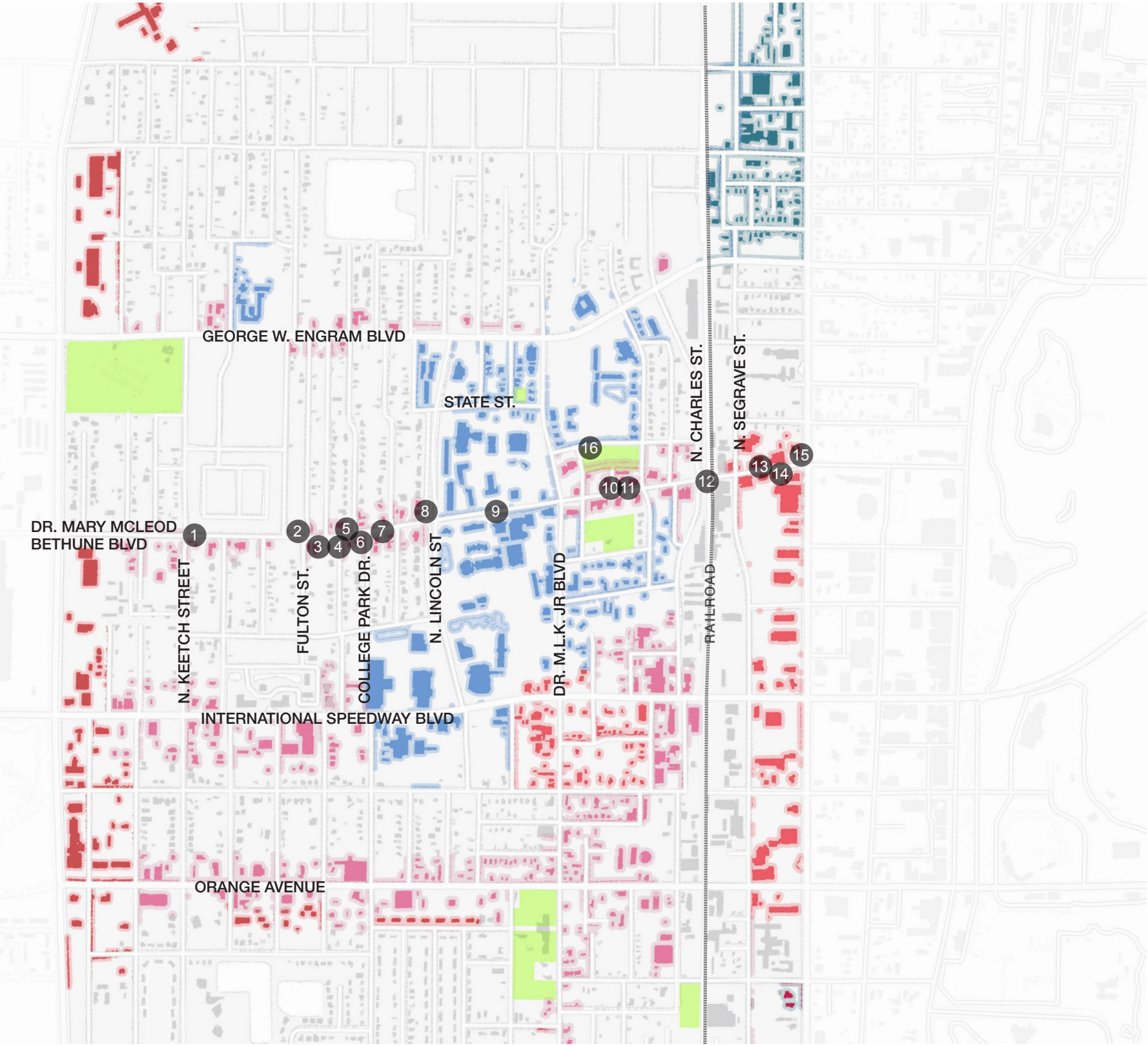


# MIDTOWN DISTRICT [FOCUS]: MARY MCLEOD BETHUNE BOULEVARD

**OBSERVATION:**

This focused area of study is generally composed of low density residential on the inner neighborhoods, low density commercial along primary road edges, and a large institution. Three different characteristics are found along Dr. Mary McLeod Bethune Boulevard:

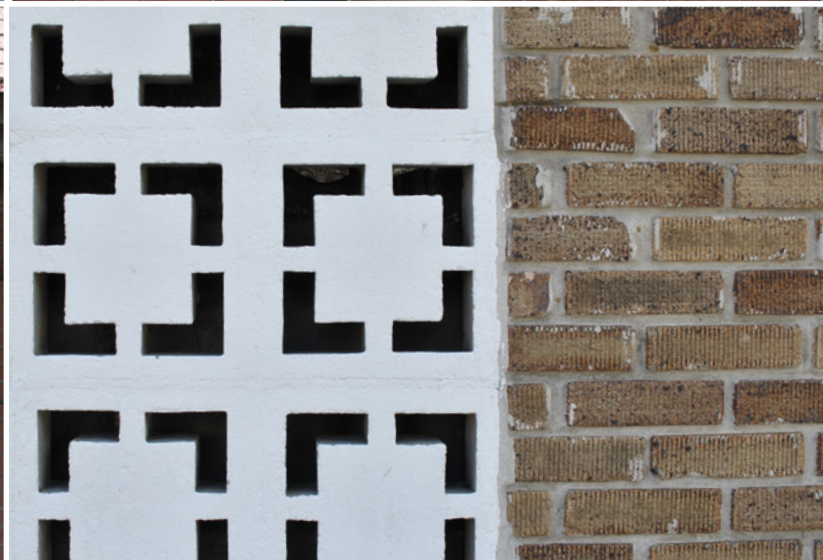
- The westernmost section of the street has a high level of activity, e.g., people walking to the nearby market stores, community center, street activity, sitting on benches or front porches. Lincoln Avenue is a wide road that separates the neighborhood from the campus to the east.
- The Bethune-Cookman University (BCU) campus on Dr. Mary McLeod Bethune Blvd is intersected by this oversized street. Even with the new construction inside the 6' high perimeter campus fence, this area feels blighted due to the lack of pedestrian accommodation. Within this wide four lane section, on street parking is not allowed, lane widths are oversized and sidewalks are narrow. The strip between curb and sidewalk leaves no room for street trees. The stakeholder expressed frustration with lack of community ownership over this "no man's land".
- The eastern extent of the boulevard has been redeveloped with wide sidewalks, special paving, street trees and bulbouts very similar to the character and finish of Beach Street. While this public realm has received physical improvements, most of the parcels are vacant and had limited activity on the street. The improved street extends to North Ridgewood Avenue where it unceremoniously ends in an intersection anchored by four gas stations.



Supporting District Features  
1" = 1000'-0"

- Retail Buildings
- Commercial Mixed Use Buildings
- Institutional Buildings
- Green space

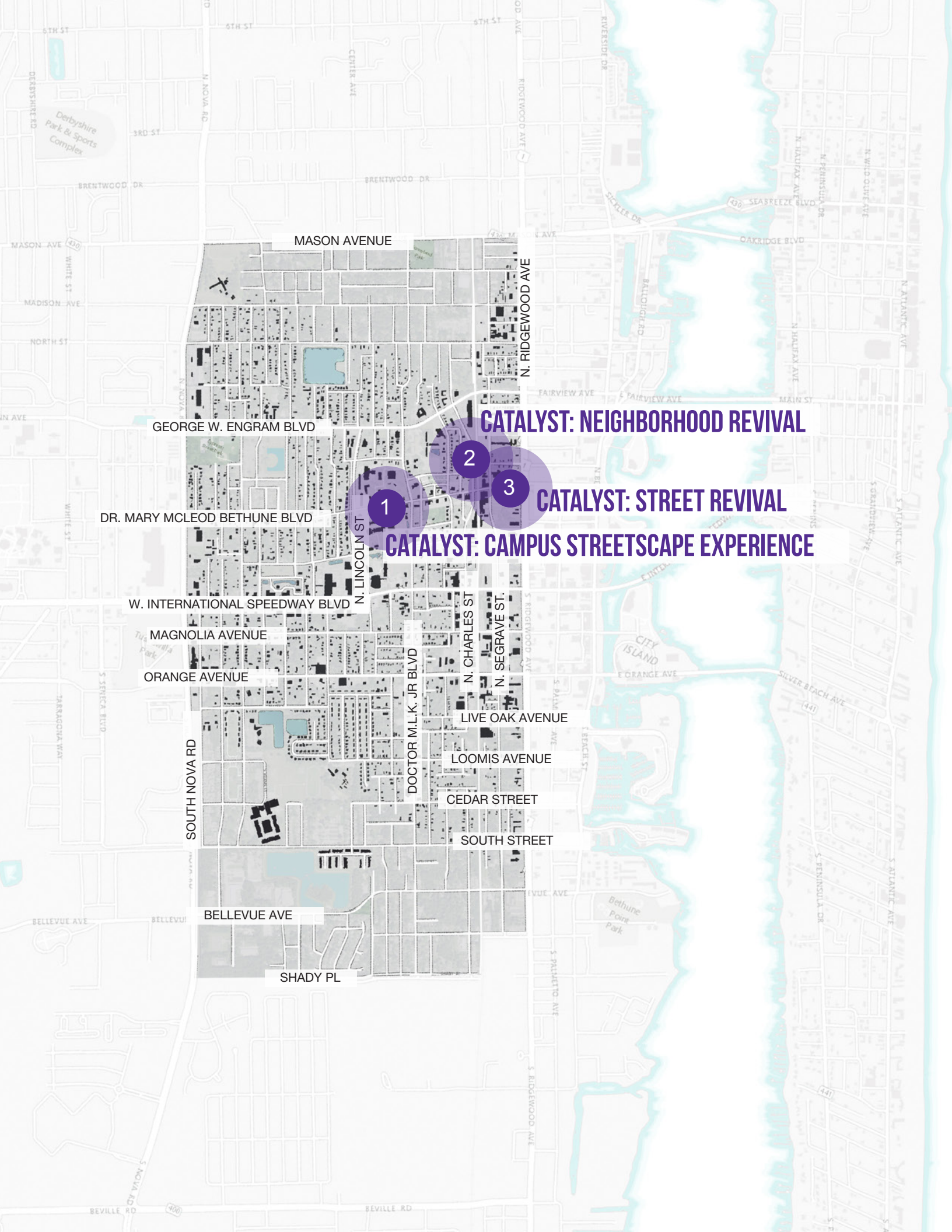




# MIDTOWN DISTRICT [FOCUS]: SYNTHESIS

Public spaces located within the university and community parks were confined by chain-link fences and heavily used by children and teens. Several streets are prime candidates for road diets: Dr. Martin Luther King, Jr. Blvd, Mary McLeod Bethune Blvd and North Lincoln Street. The character of these streets leaves much room for improvement for pedestrian safety and comfort, especially those that currently have a high level of activity.





**1 CATALYST: CAMPUS STREETSCAPE EXPERIENCE**  
 Crossing through Dr. Mary McLeod Boulevard, a highly active space used by students is currently car-oriented and can affect the safety of pedestrians.



**2 CATALYST: NEIGHBORHOOD REVIVAL**  
 N. Charles Street currently has residential homes in blighted streetscapes. This neighborhood can be revitalized by creating complete streets and providing shared community spaces.

# MIDTOWN DISTRICT [CATALYSTS]:

The area associated with the Dr. Mary McLeod Bethune Boulevard corridor is the primary asset of the Midtown District. Providing a sense of pride and ownership, the improvement of this corridor will serve to knit the few intact neighborhoods together and tie them to the University and nearby commercial cores.

The University's campus spaces along the corridor and the nearby community parks were confined by tall fences, that while providing the perception of safety also which acts as a barrier for access and shared public spaces. Several wide, over-designed streets are prime candidates for road diets, including dr. Martin Luther King, Jr. Blvd, Mary McLeod Bethune Blvd and North Lincoln Street. The character of these streets lacks proper allowances and design for pedestrian safety and comfort, especially those that currently have a high level of pedestrian activity.

Assets in this area include:

- Existing University
- Historic buildings
- Concentration of Black Heritage Trail buildings
- Existing local retail shops
- Highly active park spaces
- Current streetscape renovation

Key elements to be studied include:

- Street configuration and dimensions
- Architectural massing and transparency
- Streetscape materiality and character
- Increased University connections with the public realm
- Promotion of business enterprises/activation
- Increased shade and comfort



### CATALYST: STREET REVIVAL

A pleasant streetscape on Dr. Mary McLeod Bethune Boulevard with many vacant lots can begin to create engagement and invite people through tactical urbanism



**CAMPUS STREETScape EXPERIENCE | BEFORE**





## CAMPUS STREETScape EXPERIENCE | AFTER



THREAT: Power lines prohibit use of canopy trees

STRENGTH: Campus provides destinations on both sides of the street

STRENGTH: Building height and placement provide scale to the road

OPPORTUNITY: Variety in brick reflects the district character

WEAKNESS: Road is visual blight through the middle of campus

WEAKNESS: Lack of shade and canopy for pedestrians

WEAKNESS: Speed tables added as a reaction to speeding

THREAT: Oversized road encourages speeding

# CAMPUS STREETScape EXPERIENCE | BEFORE



Campus entry gates to reinforce identity and control access

Street trees provide shade and reduce scale of road

Incorporate district wayfinding into banners

Create large plaza spaces at entries for safety and visibility

Fence is moved back to provide space for planting and canopy

Slow traffic with speed table for priority of pedestrian crossing

Street is reduced to two lanes and on-street parking

# CAMPUS STREETScape EXPERIENCE | AFTER



**NEIGHBORHOOD REVIVAL | BEFORE**



**NEIGHBORHOOD REVIVAL | AFTER**



THREAT: Narrow depth of parcel renders area useless

WEAKNESS: Views into industrial area

STRENGTH: Good building setback for street scale

THREAT: Oversized road encourages speeding

THREAT: Narrow sidewalk against high speed road

WEAKNESS: Lack of shade and canopy for pedestrians

**NEIGHBORHOOD REVIVAL | BEFORE**



Utilize vacant public land for community benefit

Canopy trees for shade and scale

Integrated sidewalk and trail is widened and separated from street

On-street parking reduces speed

Narrow travel lanes allow circulation while reducing speeds

New home sites complete street scale

# NEIGHBORHOOD REVIVAL | AFTER



**STREET REVIVAL | BEFORE**





## STREET REVIVAL | AFTER



WEAKNESS: Blank walls and empty lots do not provide eyes on the street

WEAKNESS: lack of visual transparency leads to a lacking sense of safety

THREAT: Overhead utilities are affecting the growth of existing street trees

STRENGTH: Existing trees provide canopy on the street

STRENGTH: Good street scale is inviting to pedestrians

STRENGTH: Buildings placement-encourages interaction with the street

Building variety provides interest along the street

# STREET REVIVAL | BEFORE



Empty lots can be used to hold temporary events such as festivals and food trucks

Local art can invite people to the street

Buildings provide visual transparency and interest

Utilities are placed underground to promote canopy growth

Wayfinding as part of the district character

Flexible street allows people to share the street with cars and be flexible for different events

# STREET REVIVAL | AFTER

# MATERIAL PALETTE + IMPLEMENTATION

Midtown is a district rich in culture and history, with its character revealed through the color of buildings, use of brick, and dense canopy. The district should continue to maintain its historic places and encourage adaptive reuse. New projects should continue the vibrancy of the place and be innovative in ways to maintaining the community active and give a sense of ownership to the district.

Treatment characteristics are kept flexible to allow variability, but should ensure that spaces are inviting and safe for pedestrians while accommodating vehicular mobility.





*Quercus virginiana*



*Sabal palmetto*



*Ulmus parvifolia*



*Magnolia grandiflora*

## : TREE CANOPY

Street trees should be located in a regular spacing or follow a pattern, considering space for street lighting and furnishing. Trees with dense foliage are recommended to create a continuous cover across the street. Sabal palms are recommended to create interest points and to be used in tight green spaces.



*Muhlenbergia capillaris*



*Viburnum obovatum*

## : SHRUBS AND GROUNDCOVERS

Allow at least 5 ft for nature strips between the road pavement and sidewalk to accommodate landscape along the street. These spaces can also be used for LID practices to collect and filter stormwater from the streets. Shrubs and groundcovers shall be Florida friendly plants, preferably native plants.



*Spartina bakeri*



*Arachis glabrata*



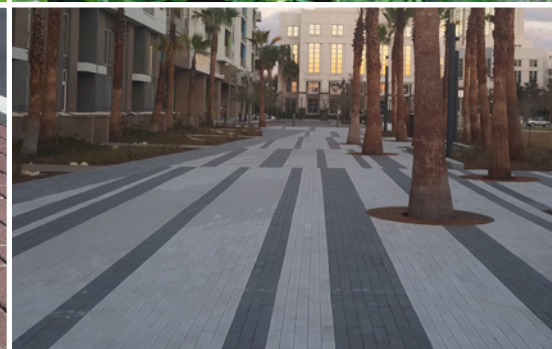
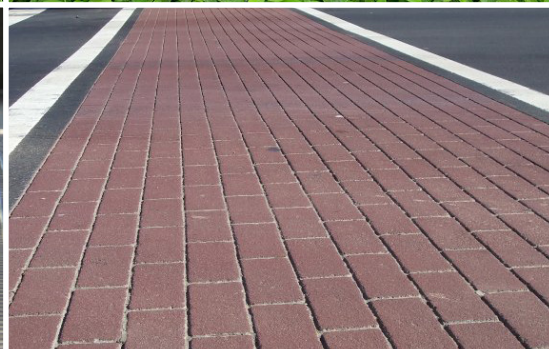
*Zamia floridana*



*Hamelia patens*

## :GROUNDPLANE

The hardscape surface should unify the street by using neutral tones that enhance the diverse architectural styles. Concrete slabs or interlocking concrete are recommended for sidewalks, with bold patterns in specific areas that want to be accentuated. Where space is available, sidewalks should be wide enough to allow pedestrians and bicyclists to share the trail.



## :DISTRICT HIGHLIGHTS

Proposed city projects should continue to portray the vibrant and bold design features that create Midtown District and can be complemented through public art that reflects local cultural assets.





# DOWNTOWN DISTRICT

Downtown district extends from Mason Street to the north, Fremont Avenue to the south, South Ridgewood Avenue to the west and the Halifax River to the east. It currently serves as the city's central business district, with major pedestrian nodes at areas where the waterway meets a mix of retail and commercial establishments. Development along the riverfront dates back to the late 19th century, where the land used to be an orange grove owned by the Williams family. Later purchased by Mathias Day for real estate development, the area became the main commercial center and public beach due to its adjacency to the clear waters of the Halifax River and the establishment of the railroad.

The riverfront is known for its various roles through the decades: During the prohibition era, the river edge facilitated rum running through the use of motor boats. The waterway was also used for boat works, becoming Volusia County's largest employer building War Ships for the Navy and the Army. Today, the river is used for recreational purposes and holds the oldest private yacht club in the east coast to remain at its original site. These different periods spurred different styles of architecture, including art moderne, mid-century modern, neoclassic, and gothic revival. The City controls 1.5 miles of waterfront through downtown.



1" = 2000'-0"

Source: The State Library and Archives of Florida

# DOWNTOWN DISTRICT: INVENTORY

Historic Assets located on Downtown District include:

-Kress, S.H. and Co. Building - Art Deco building built in 1932, composed of terracotta glazed stonework, brick detailing, ornate canopy and tie backs.

-Rogers House – Built in 1878, home to Daytona's first woman mayor and medical doctor. It is currently under restoration efforts with the goal to become a visitor and educational center for Manatee Island.

-US Post Office –Built as a work project in the depression (WPA 1932) through the Federal Arts and Architecture Program, the neoclassic building is composed of barrel clay roof tile, coquina stone façades and wrought iron balconies.

-Halifax Historical Museum- Neoclassic building built in 1910; it was the former Merchants Bank. The building has ornate façade pediment, entry columns and fascia.

-The Abbey -Historic house where the charter establishing the City of Daytona was signed in 1876. The house was constructed in 1875.

-Former American Federal Savings Bank - Mid-century modern, built in 1962. The building is composed of modern materials: glass, aluminum panels and warm brick veneer.

-Woolworth Building –Brick vernacular building built in 1925 with terracotta glazed stonework that highlights the trim work.

-Fire Station- Mediterranean Revival building constructed in the 1920s







-South Ridgewood Elementary School - 1920s Vernacular with Art Deco detailing, brick with glazed terracotta stonework accents.

-Greyhound Bus Station Building- Streamline Moderne building constructed in 1947, originally designed to serve as a bus transportation terminal and social hall. The building is composed of curved walls, glass block and banding.

Due to its location and historic development, Downtown District contains diverse activities and cultural destinations. Downtown's current cultural assets include:

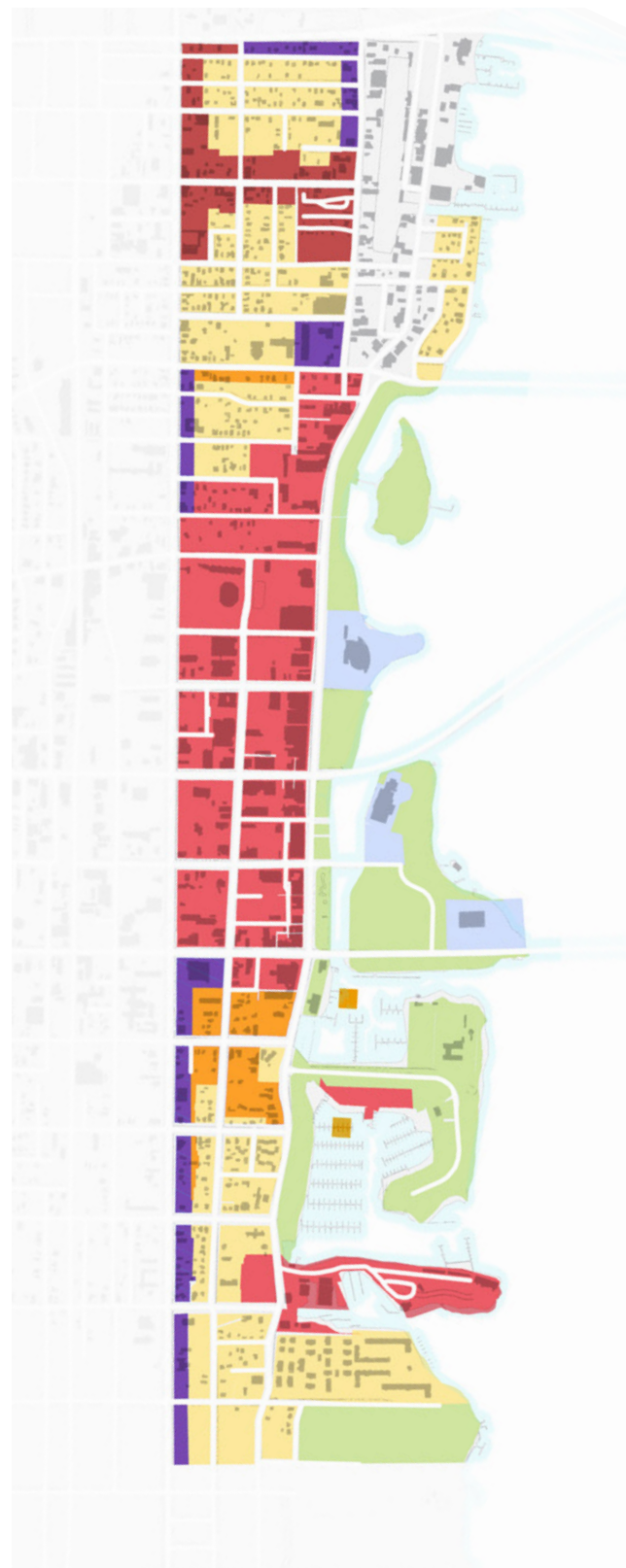
- News Journal Center performing arts center – Located near the intersection of North Beach Street and Bay Street, this structure holds medium-scale musical and theatrical performances, as well as conferences, graduations and other mid-sized events. There is a proposal in place since September 2015 to add a 5,616 sq. ft. scene shop.

- City Island - Appropriately named, this island is located across from the commercial core connected by one vehicular and two pedestrian bridges. The island is home to the public library and county courthouse.

- Farmers Market - Located on Beach Street next to Jackie Robinson Ballpark, the Jackie Robinson Ball Field – Constructed in 1914, known for the first market opens every Saturday and popular for selling racially integrated baseball game, fresh produce, homemade food and baked goods while also serving as a local gathering place for the community.

- Cinematique Theater - Located on Beach Street, it is a non-profit arts organization that provides local and international films as well as the Daytona Beach Film Festival.

Downtown is currently designated to become primarily mixed use while conserving the current and historical residential neighborhoods. The district is primarily navigated by automobile, but does contain access to public bus routes that concentrate their stops along Beach Street. Other way to access the district include on-street bike routes, separated trail systems, and the Halifax River waterway. Cultural assets are concentrated along North Beach Street, incorporating local commercial activity, museums and outdoor recreation.




Land Use 

1" = 2000'-0"

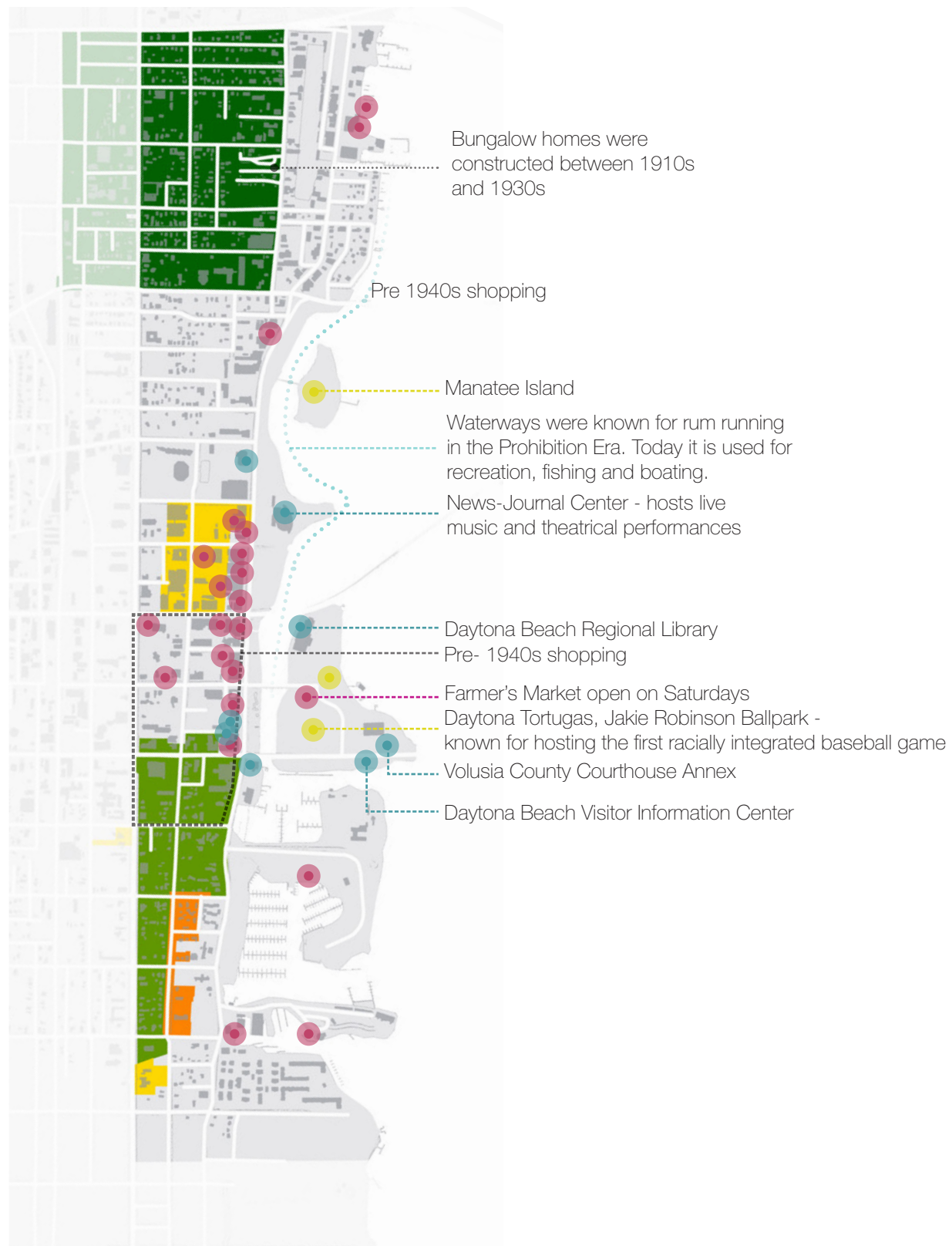
- Mixed use
- Commercial transitional
- Retail
- Residential
- Office Residential
- Office, office transitional, local service industry



Access + Mobility 

1" = 2000'-0"









- Bike Trails
- Roads and Streets
- Bus Routes
- Bus Stops



### Cultural Connections

1" = 2000'-0"

Historic Overlays:

-  Historic
-  Historic Residential Overlay
-  Local Historic District Overlay
-  North Ridgewood Overlay
-  Transitional District Historic Overlay
-  Local Restaurants, Shops, and Night Life
-  Civic and Historical Elements, Museums and Galleries
-  Parks + Outdoor Recreation

### Future Development Plans

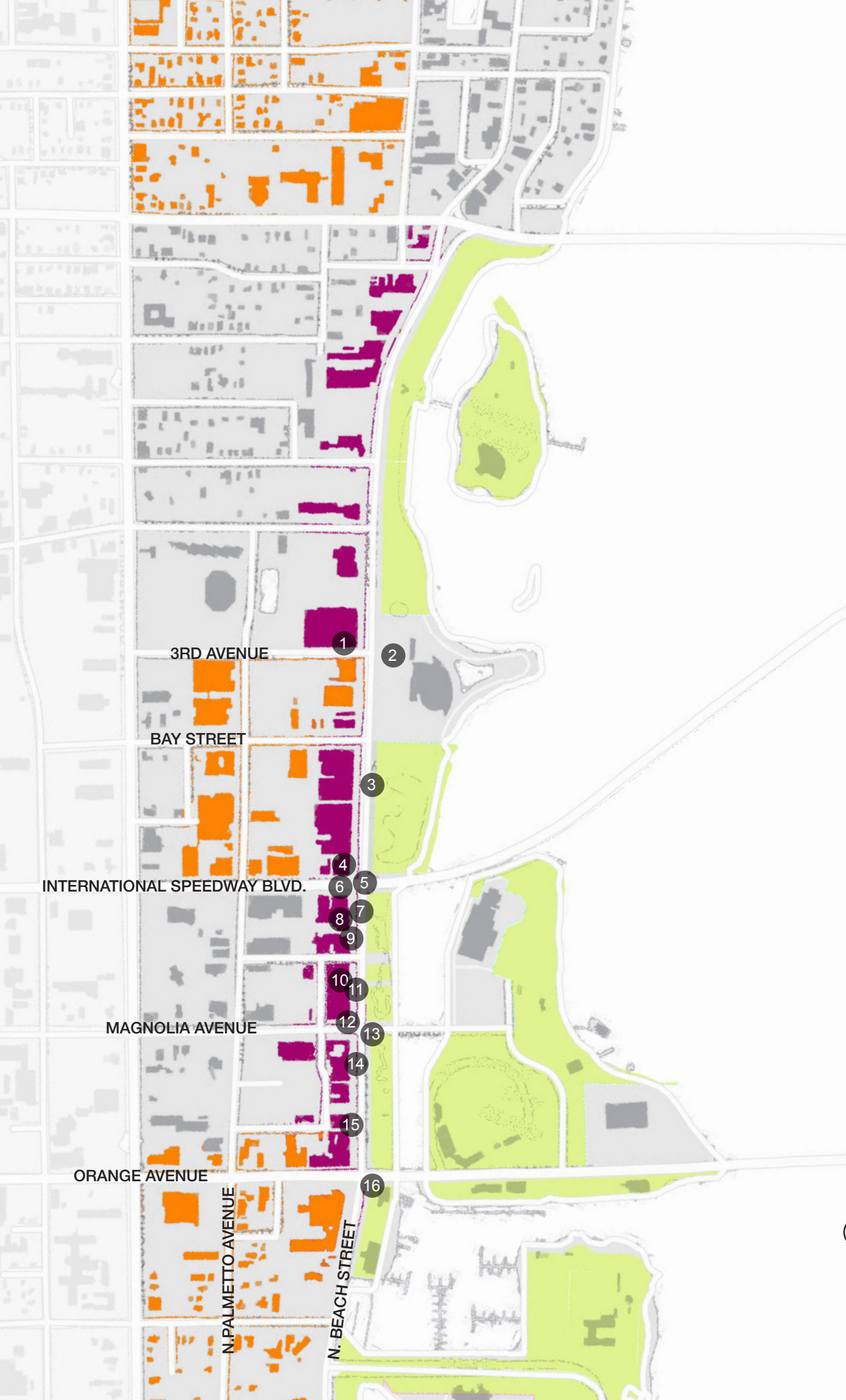
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# DOWNTOWN DISTRICT [FOCUS]: COMMERCIAL CORE

## OBSERVATION:

This sub-district of the Downtown District is certainly one of the most recognizable in all of Daytona Beach due to the picturesque Beach Street commercial core. However, due to the riverfront park along the Halifax River to the east, Beach Street is primarily a “one sided” street with its commercial uses concentrated along the western side. The east side has a large under-programmed park with a trail along the riverfront with a view overlooking parks and surface parking. The streetscape along the commercial side of Beach Street is approximately 8-12 ft. wide and features decorative street lighting, metal gateway arches and concrete pavers that identify the core. Some restaurants are providing 1-2 rows of outdoor eating within the public zone. Stores have their individual furnishings along the sidewalk (e.g., landscape pots and seating elements). The street is composed of four lanes with two lanes in each direction that are divided by a median, angled parking along the commercial strip, and limited parallel parking along the waterfront park. The park is of high value yet is not readily visible due to the configuration of the street section.

There is a mix of one and two story historic buildings of different architectural styles on various lot sizes and the street has a nice pedestrian rhythm. Most buildings are high quality with good street activation and several have been restored or enhanced including several on the National Historic Register. Pedestrians use both the riverside and the commercial side of the street and cross at intersections or designated crosswalks.



Supporting District Features

1" = 1000'-0"

- Mixed Use Buildings
- Historic Buildings
- Green space





# DOWNTOWN DISTRICT [FOCUS]: SYNTHESIS

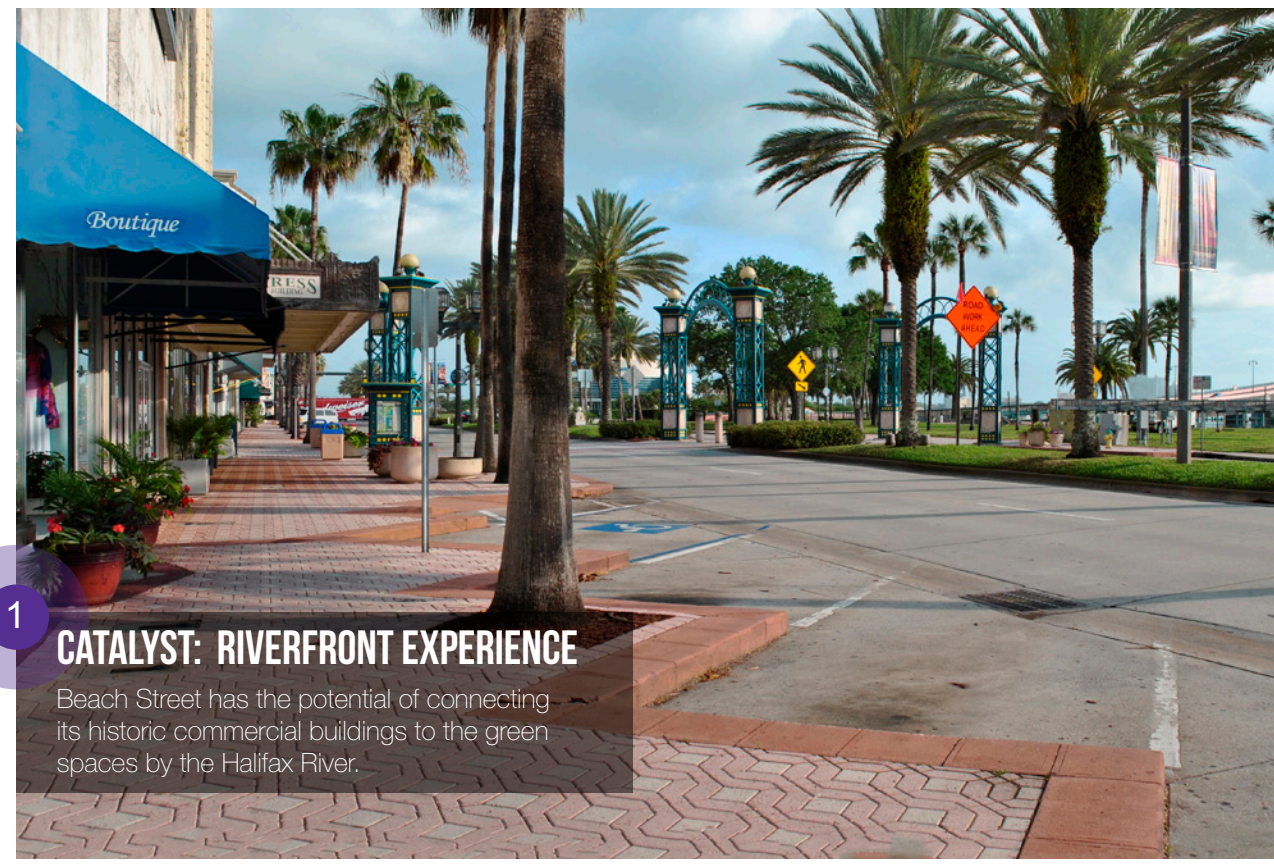
North Beach Street, with its location, view, concentration of assets, and proximities, has a high potential for development but is currently underutilized as a civic space. The sidewalk character and consistency of materials are a strong element for the commercial core and could help in establishing an identity for the district. However, the scale and layout of the street and streetscape could be improved to allow for additional sidewalk area and bicycle lanes. Currently, pedestrians have to cross five wide lanes to access the waterfront which is the one of the strongest assets in this study area and has potential to become the civic identity for the entire district.

The history of Downtown District has contributed to an array of styles that create an eclectic character. The vibrant color uses, patterns, and the various materials are worthy features and should be celebrated. The streetscape elements should remain neutral in color and simple in style to not compete and rather allow the variety of buildings to be prominent along the streets. Redevelopment efforts in this district should encourage adaptive reuse of current vacant buildings and future development can contribute to its authentic character by providing diversity in architectural styles and materials.





1" = 2000'-0"



**1 CATALYST: RIVERFRONT EXPERIENCE**

Beach Street has the potential of connecting its historic commercial buildings to the green spaces by the Halifax River.



**2 CATALYST: MIXED USE REDEVELOPMENT**

Palmetto Avenue currently holds residences and commerce, and is going through redevelopment projects that aim to increase density and provide mixed use with its proximity to the riverfront experience.



## DOWNTOWN DISTRICT [CATALYSTS]:

Because of its concentration of unique assets located along Beach Street from Orange Avenue to Bay Street, this core area already has fundamental structure and requires only a few modifications to yield an ideal and unique public realm quality. Addressing the current challenges of oversized travel lanes and underutilized riverfront park, this iconic historic commercial development can provide inspiration and activity for all the surrounding neighborhoods. Its vibrancy and celebration are critical for the Downtown District's future identity and character. The streets to the west also hold great potential for more dense redevelopment to accommodate additional commercial and much needed housing in the core.

Assets of the area include:

- Riverfront adjacency
- Historical buildings of the area of various architectural styles,
- Established local retail, restaurants and entertainment venues
- Large park spaces

Key elements to be studied include:

- Beach Street section, uses and associated dimensions
- Architectural massing and character
- Streetscape materiality and character
- Waterfront park activation through enhance visibility and connections
- Alley activation and visibility



**RIVERFRONT EXPERIENCE | BEFORE**



**RIVERFRONT EXPERIENCE | AFTER**



## RIVERFRONT EXPERIENCE | BEFORE



Wayfinding and district ID integral to site furnishings and lighting

Canopy trees provide shade

Incorporate district wayfinding into banners

Simplified, neutral materials palette

Parallel parking creates more room for furnishing zone

Dedicated bike lane

Reduction of lanes makes park easily accessible to streetscape

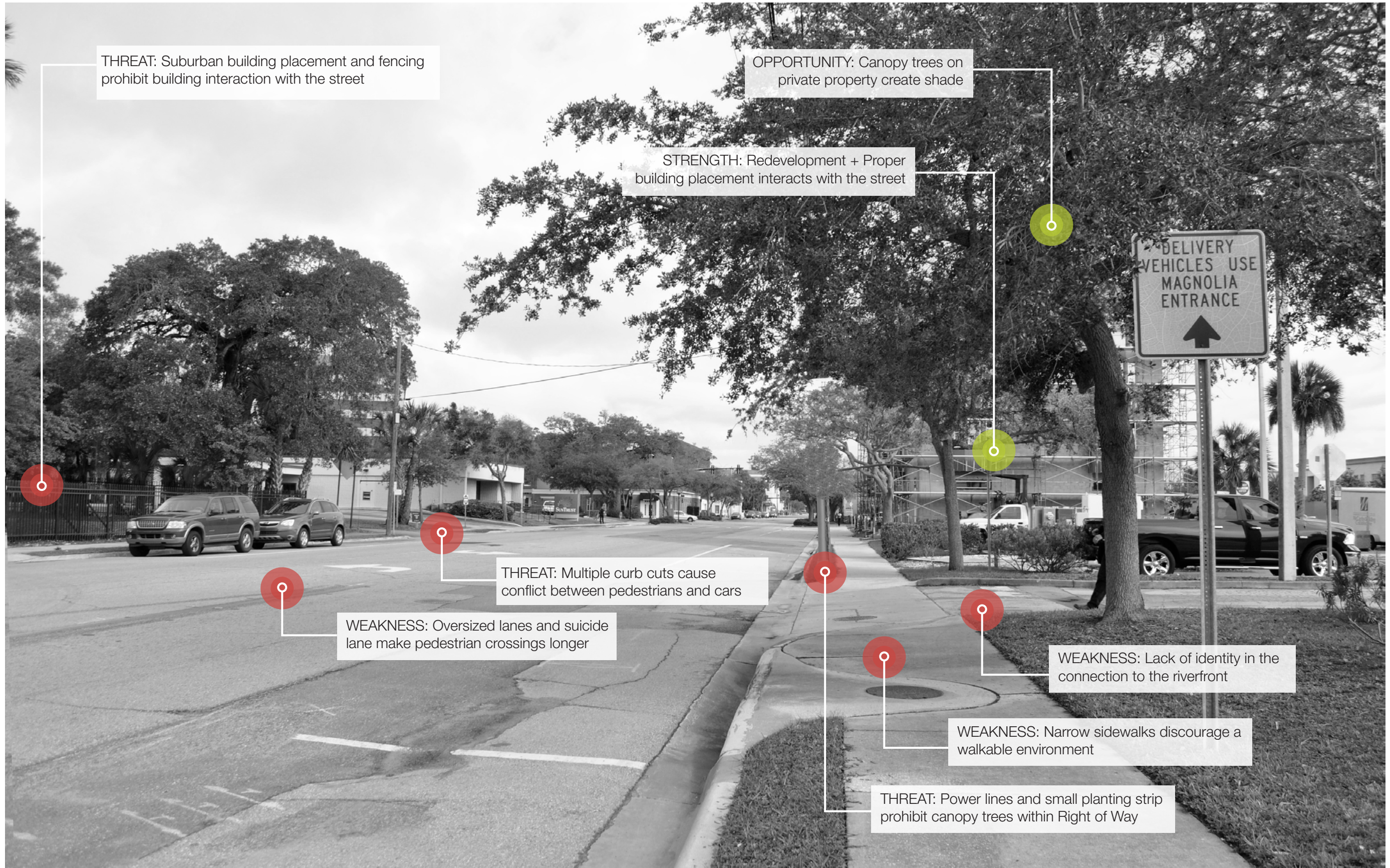
# RIVERFRONT EXPERIENCE | AFTER



**MIXED USE REDEVELOPMENT | BEFORE**



**MIXED USE REDEVELOPMENT | AFTER**



THREAT: Suburban building placement and fencing prohibit building interaction with the street

OPPORTUNITY: Canopy trees on private property create shade

STRENGTH: Redevelopment + Proper building placement interacts with the street

THREAT: Multiple curb cuts cause conflict between pedestrians and cars

WEAKNESS: Oversized lanes and suicide lane make pedestrian crossings longer

WEAKNESS: Lack of identity in the connection to the riverfront

WEAKNESS: Narrow sidewalks discourage a walkable environment

THREAT: Power lines and small planting strip prohibit canopy trees within Right of Way

# MIXED USE REDEVELOPMENT | BEFORE





Mixed use buildings placed close to street edge

Increased density and height creates scale for street

Incorporate district wayfinding into banners

Redevelopment engages street with activity

DOWNTOWN  
City Island →  
Public Library →  
J Robinson Ballpark →

Dedicated bike lanes on each side of the street

Planters at pedestrian crossings and tree planting reduce street separation

Highlight connections to the riverfront with paving and wayfinding

# MIXED USE REDEVELOPMENT | AFTER

# MATERIAL PALETTE

Downtown is rich in local places that have individually personalized their spaces at different periods, contributing to the eclectic character of the district. The district should continue encouraging distinctive and progressive development and redevelopment that complements the diverse styles, keeping the district cohesive through a neutral ground plane, updated street furnishings, and defined wayfinding elements.





## : CANOPY

Sabal palms and trees that provide shade and correlates with the riverside environment.



## : SHRUBS AND GROUNDCOVERS

Plants that complement the riverfront, the urban environment, and the eclectic architecture from different periods.



## :GROUNDPLANE

Neutral tones that enhance the diverse architectural styles and built environment



## :DISTRICT HIGHLIGHTS

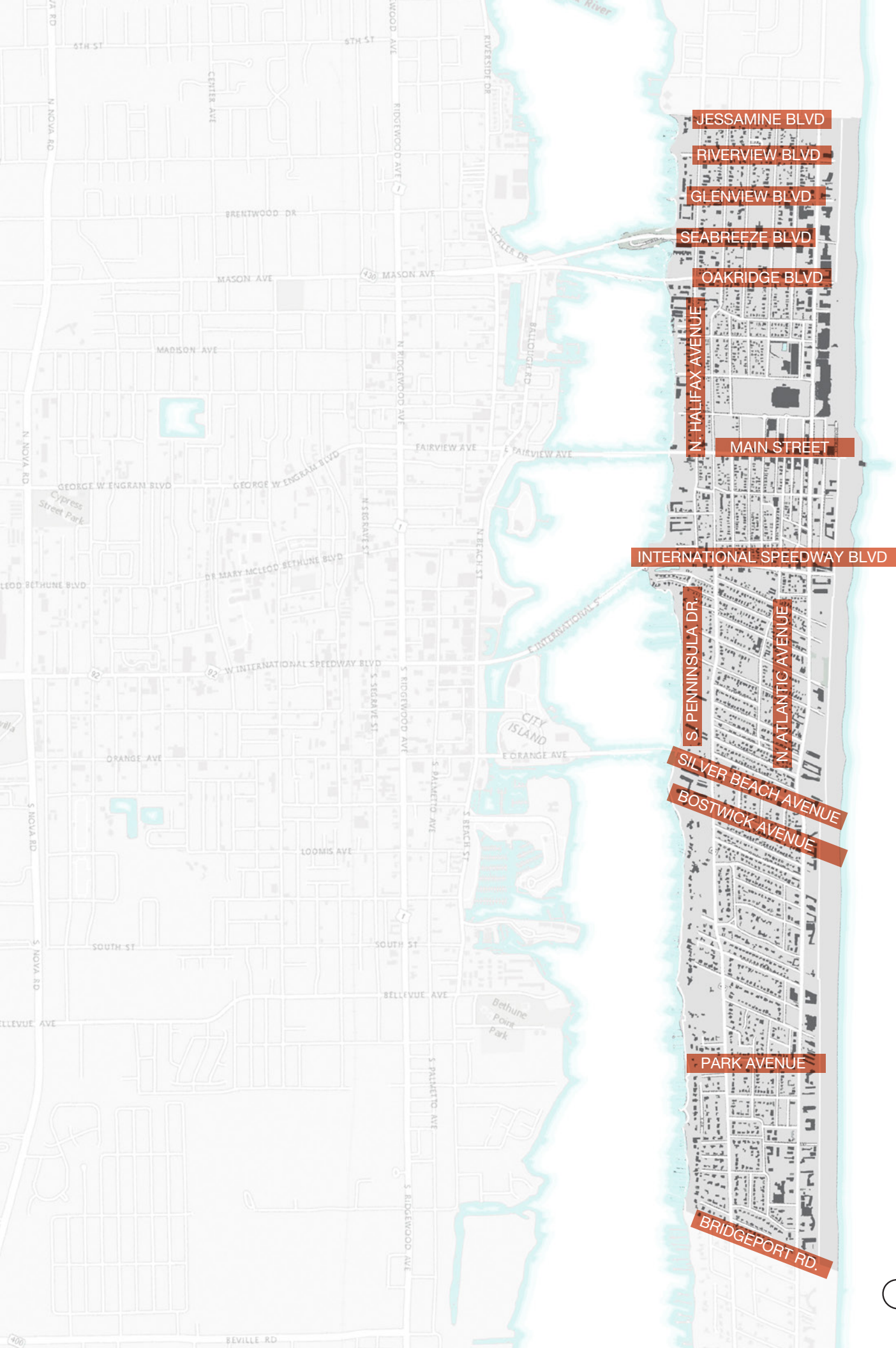
Elements that make the district unique: building colors, the riverside and its park, and pedestrian corridors that provide access to the riverfront experience.



# BEACHSIDE DISTRICT:

Containing the “World’s Most Famous Beach”, the Beachside District is truly a unique and recognizable asset for the City of Daytona Beach. Its eclectic history and forms contrasts the historical architecture of that in the Downtown District. This district attracts visitors from around the world from its beaches capable of handling throngs of spring breakers, hotels, a myriad of retail shops with carnival inspired architecture and highly thematic entertainment features, there are many activities in which its visitors are able to partake. Among the tourist attractions are a few key historical features: the Pier, the historic Bandshell and the modern Peabody Auditorium.

The district is accessed almost exclusively by automobile on four bridged connections, including Orange/Silver Beach Avenue, International Speedway Boulevard, Main Street, Oakridge Boulevard and Seabreeze Boulevard. The first residents date back to the late 1880’s with wealthy families accessed the peninsula through boats. This was followed by investors that created communities such as Seabreeze and Memento. The construction of the bridges, beginning with today’s Orange Avenue / Silver Beach Bridge, made it possible for more development to occur. Today, the district holds residential communities that share the island with the tourism industry. Much of the riverfront is privatized yet, as viewed from across the river, showcases a nicely canopied maritime forest.



1" = 2000'-0"

Historical assets in Beachside include:

Daytona Beach Pier - The original pier was built before the turn of the 20th century and was constructed of palm logs that extended 600 feet into the ocean. A fire burned the pier down and a new pier was constructed in 1925 that was 1,000 feet in length and featured a Victorian style building with a ballroom that held many weddings, charity balls and various social events. The pier was refurbished in 2009 and currently holds Joe's Crab Shack, a seafood restaurant.

Daytona Beach Bandshell - The Bandshell opened in 1937 and the natural coquina rock structure allowed for the seating of up to 4000 people.

Peabody Auditorium - The original structure was built in 1919 but was destroyed by a fire in 1946. The building was rebuilt with mid-century modern architecture. And opened in 1949.





Streamline Hotel - The hotel was opened in 1941 and is known as the birthplace of NASCAR. The building contains round block corners and with glass block features.



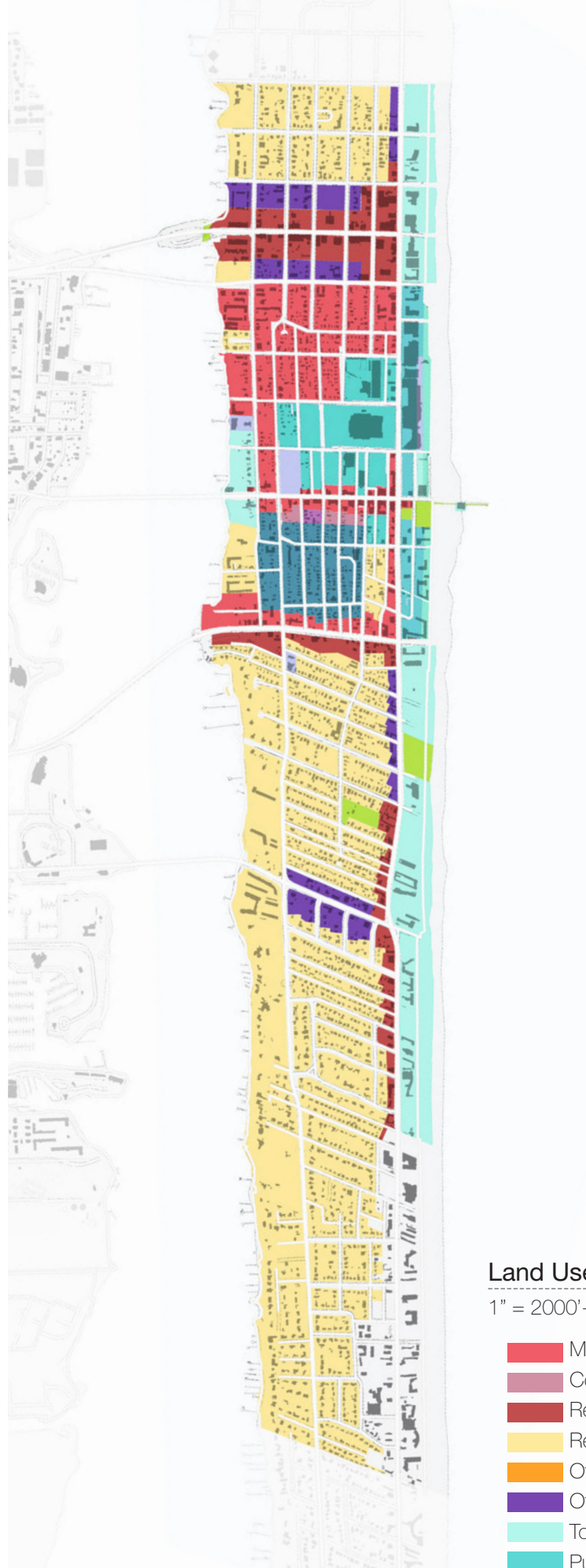
Tourist Church - Built in 1929, the structure reflects a Mission Revival Style of architecture.



Mardi Gras Fun Center - This beachfront building opened in 1963 and features arcade style gaming.



S. Cornelia Young Memorial Library - The oldest Library in the City, it was opened in 1916 and reflects a Mission / Spanish revival style of architecture.



**Land Use** 

1" = 2000'-0"

- Mixed use
- Commercial transitional
- Retail
- Residential
- Office Residential
- Office, office transitional, local service industry
- Tourist accommodations
- Public-Private entities
- Neighborhood Overlay - Surf-side Village



**Cultural Connections** 

1" = 2000'-0"


- Seabreeze Historic Overlay
- Local Restaurants, Shops, and Night Life
- Civic and Historical Elements, Museums and Galleries
- Parks + Outdoor Recreation

Seabreeze Historic Overlay: homes built from the 1920s to the 1950s. Oldest structure was built circa 1900 and newest structure was built in 1956. Architectural categories include Vernacular and Victorian, Bungalow, Spanish, Period Revival and Modern.<sup>1</sup>





<sup>1</sup>Seabreeze Historic District Design Guidelines, January 2010





**Access + Mobility** 

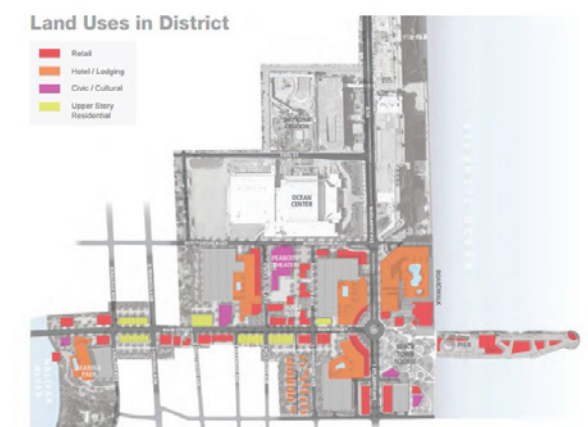
1" = 2000'-0"

-  Bike Trails
-  Roads and Streets
-  Bus Routes
-  Bus Stops



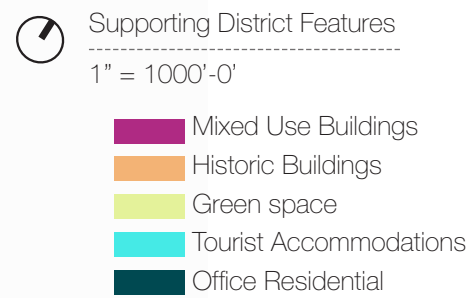
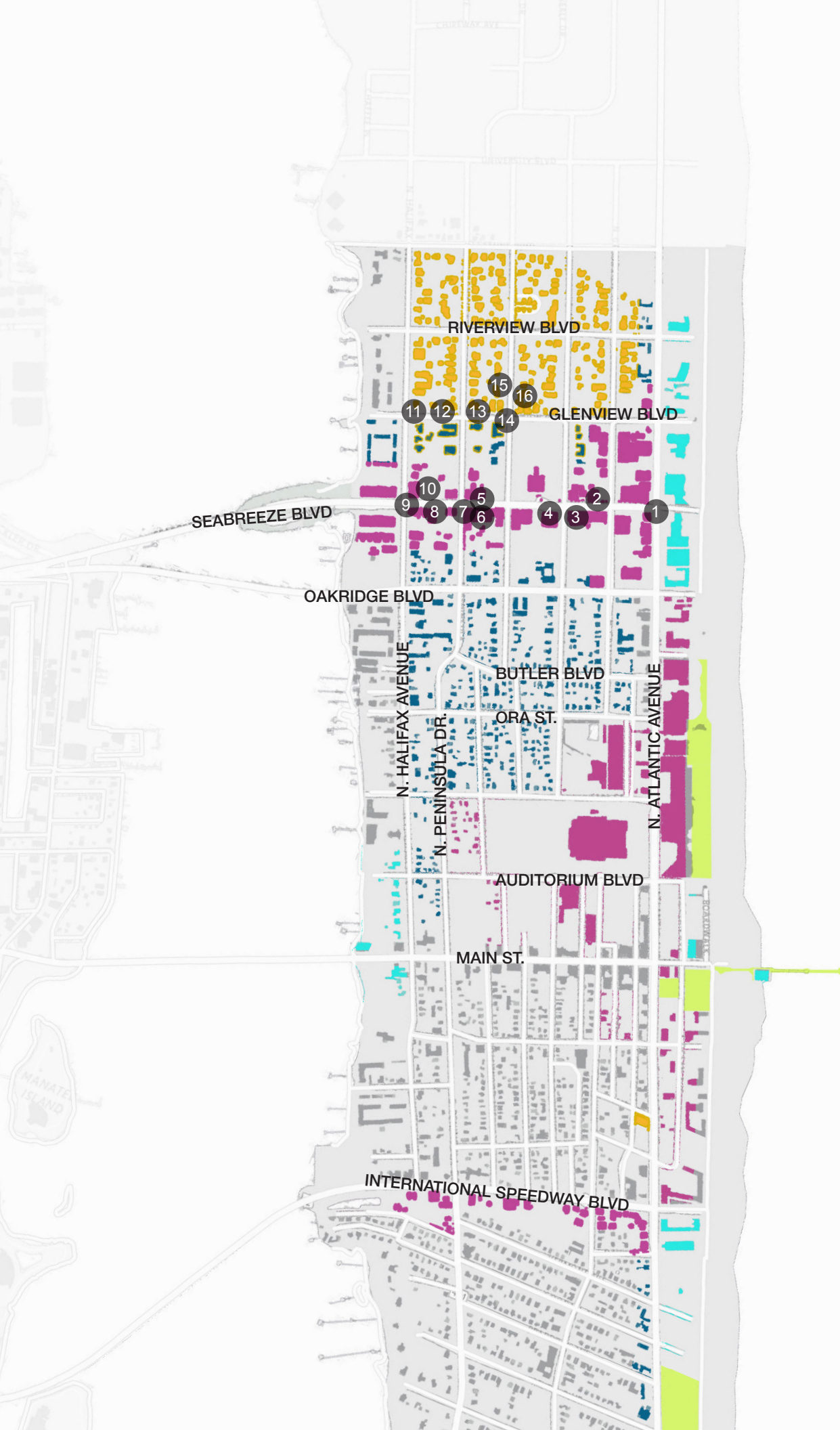
[E-Zone Master Plan](#)

The master plan establishes form-based design guidelines and the vision for Main Street extending from the Halifax River to the Daytona Beach Pier on the Atlantic Ocean and the oceanfront amusement pier by the beach. The plan includes widened sidewalks to create a more pedestrian friendly environment, outdoor eating, venues for large scale events, and a variety of lodging options.



# BEACHSIDE DISTRICT [FOCUS]: SEABREEZE

There are 2 residential historic districts on Beachside District: Seabreeze and Surfside Villages. The City and team agreed to focus this study on the sub-district of Seabreeze as a prototypical area composed of a commercial strip with direct access from residential neighborhoods, hotels, and the coastline. Seabreeze Boulevard is a wide one way (westward) commercial corridor that extends from North Atlantic Avenue to North Halifax Avenue with residential neighborhoods directly adjacent to the north and transitions to commercial / office to the south. Older buildings are located against the right of way with wide sidewalks, while more recent buildings are setback much further and fronted by parking lots. While there is a myriad of architectural styles, the street appeared cohesive due to street lighting, paving materials and site furnishings. While several restaurant/bars were busy with people, the presence of pedestrians on the street was limited.







# BEACHSIDE DISTRICT [FOCUS]: SYNTHESIS

The Seabreeze historic area features a number of fine historic homes yet the circulation in and through the neighborhood makes is disorienting. The perimeter streets lack any street tree canopy due to oversized road widths and power lines thus eroding one of the strongest character elements of this district: the maritime forest.

Because of its enviable proximity to the beach, nightlife, and eclectic retail offerings, Seabreeze has the opportunity to become a prominent destination for residents and visitors within the Beachside District. Several street improvements would help with district identity including better access to the river, traffic calming, improving overall vehicular and pedestrian circulation, gateway opportunities, and creating pleasant outdoor spaces for dining, walking and entertainment.





**1** **CATALYST: RESIDENTIAL CONNECTION**  
**2** **CATALYST: COMMERCIAL WALK**



**1** **CATALYST: COMMERCIAL WALK**  
 Seabreeze Blvd is currently provides limited entertainment and dining venues, and could be revitalized by providing more access and a pedestrian friendly environment.



**2** **CATALYST: RESIDENTIAL CONNECTION**  
 N. Grandview Avenue is one of the residential streets that provides limited access to the neighborhood. The neighborhood would benefit by becoming more integrated with the commercial walk and celebrating its beachside character.

1" = 2000'-0"

# BEACHSIDE DISTRICT [CATALYST]:

The historic neighborhood of Seabreeze contains a series of traditional gridded streets. The proximity and adjacency of the Seabreeze Boulevard commercial core to the neighborhood offers great potential for improving and enhancing a walkable, comfortable and easily accessed public realm for its residents and visitors.

Assets in this area include:

- Historic buildings from different eras, eclectic environment
- Access to the beach
- Proximity to residences
- Existing retail, restaurants and entertainment

Key elements to be studied include:

- Street configuration/direction of Seabreeze Blvd. And Oakridge Blvd.
- Architectural massing and character
- Streetscape materiality and character
- Increased neighborhood connections
- Promotion of business diversity
- Increased shade and comfort

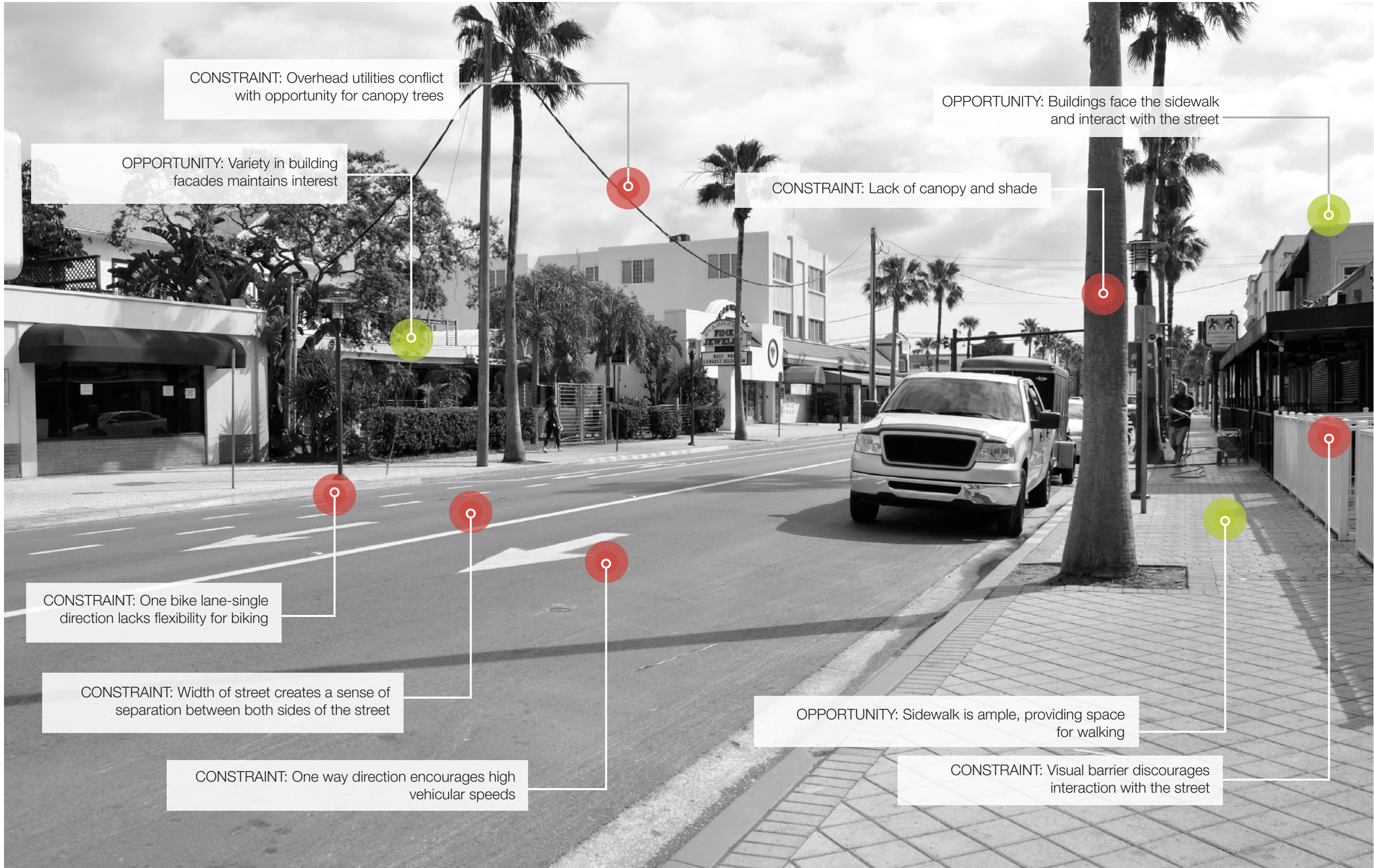


**COMMERCIAL WALK | BEFORE**





## COMMERCIAL WALK | AFTER



CONSTRAINT: Overhead utilities conflict with opportunity for canopy trees

OPPORTUNITY: Variety in building facades maintains interest

CONSTRAINT: Lack of canopy and shade

OPPORTUNITY: Buildings face the sidewalk and interact with the street

CONSTRAINT: One bike lane-single direction lacks flexibility for biking

CONSTRAINT: Width of street creates a sense of separation between both sides of the street

CONSTRAINT: One way direction encourages high vehicular speeds

OPPORTUNITY: Sidewalk is ample, providing space for walking

CONSTRAINT: Visual barrier discourages interaction with the street

# COMMERCIAL WALK | BEFORE



BEACHSIDE  
↑ Beach  
← Seabreeze  
Parking →

Sabal palm clusters provide canopy and are part of the Beachside character

Outdoor eating is open to encourage interaction and a complete street

Lanes are changed to two way direction to provide greater access and slow traffic

Dedicated bike trail is separated by raised planters

Landscape edge shortens the width of the street

Raised crosswalk connects both sides of the street

Wayfinding elements as part of the district character

# COMMERCIAL WALK | AFTER



**RESIDENTIAL CONNECTION | BEFORE**



**RESIDENTIAL CONNECTION | AFTER**



OPPORTUNITY: Coquina building reinforces beach character

THREAT: Power lines prohibit opportunity for canopy trees

THREAT: Street closures reduce flexibility for future development

THREAT: Street closures reduce nocturnal surveillance

WEAKNESS: Poor drainage due to lack of swale

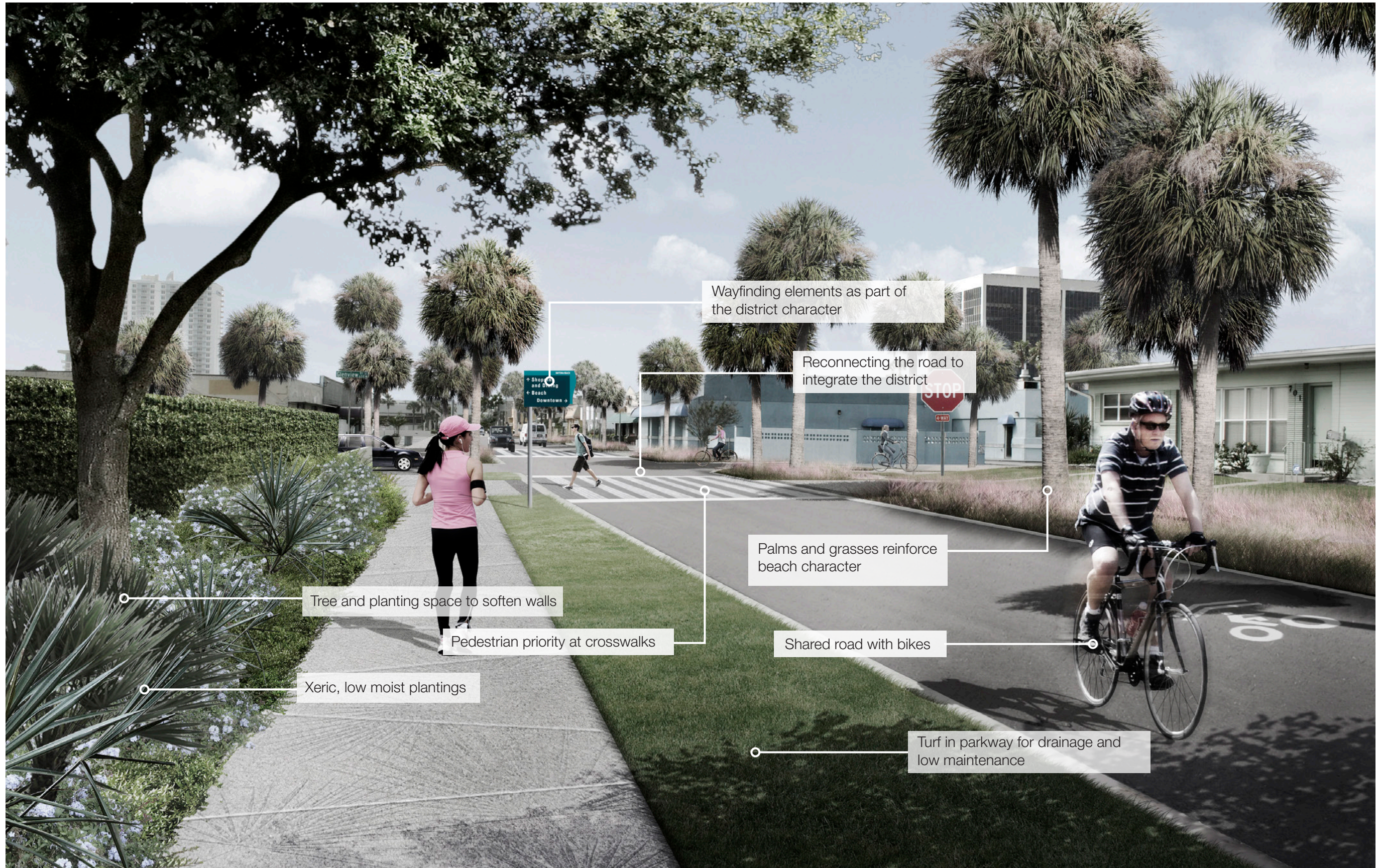
STRENGTH: Good residential setback for street scale

OPPORTUNITY: Wall for privacy /screening

CONSTRAINT: Harsh quality of wall does not encourage a walkable environment

WEAKNESS: Underutilized parkway, lack of shade and canopy

# RESIDENTIAL CONNECTION | BEFORE



Wayfinding elements as part of the district character

Reconnecting the road to integrate the district

Palms and grasses reinforce beach character

Shared road with bikes

Turf in parkway for drainage and low maintenance

Tree and planting space to soften walls

Xeric, low moist plantings

Pedestrian priority at crosswalks

# RESIDENTIAL CONNECTION | AFTER

# MATERIAL PALETTE

Beachside is distinctive in its mixture between the residential, commercial, and tourist environment. The district should encourage materials that reflect the two waterfronts and a fresh feel of the district, providing pedestrian friendly connections that contribute to an enjoyable walk across the peninsula.







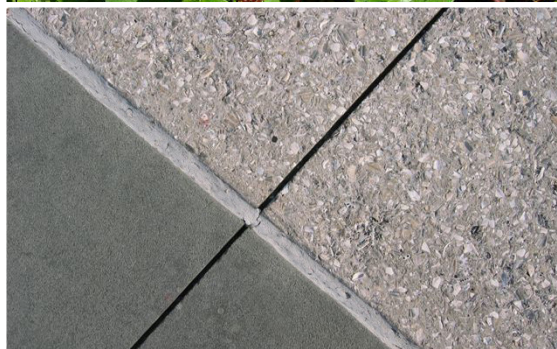
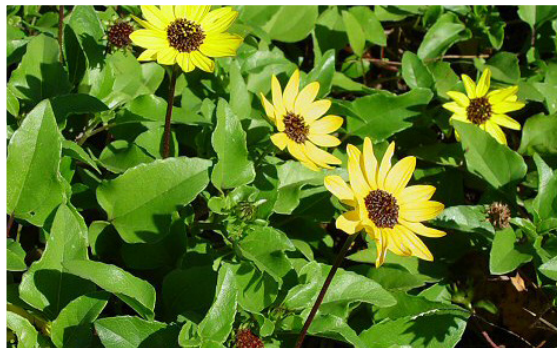
## : CANOPY

Sabal palms and trees that provide shade and reflect the beachside identity



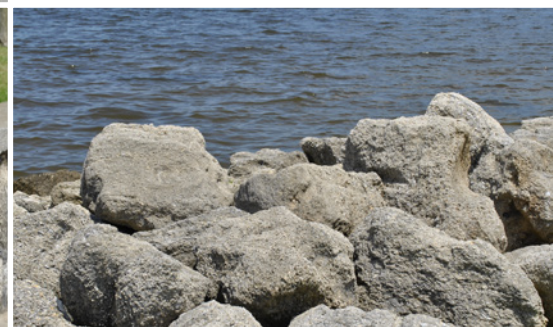
## : SHRUBS AND GROUNDCOVERS

High drought tolerant plants that complement Beachside's historic neighborhoods, urban development, and sandy beaches



## : GROUNDPLANE

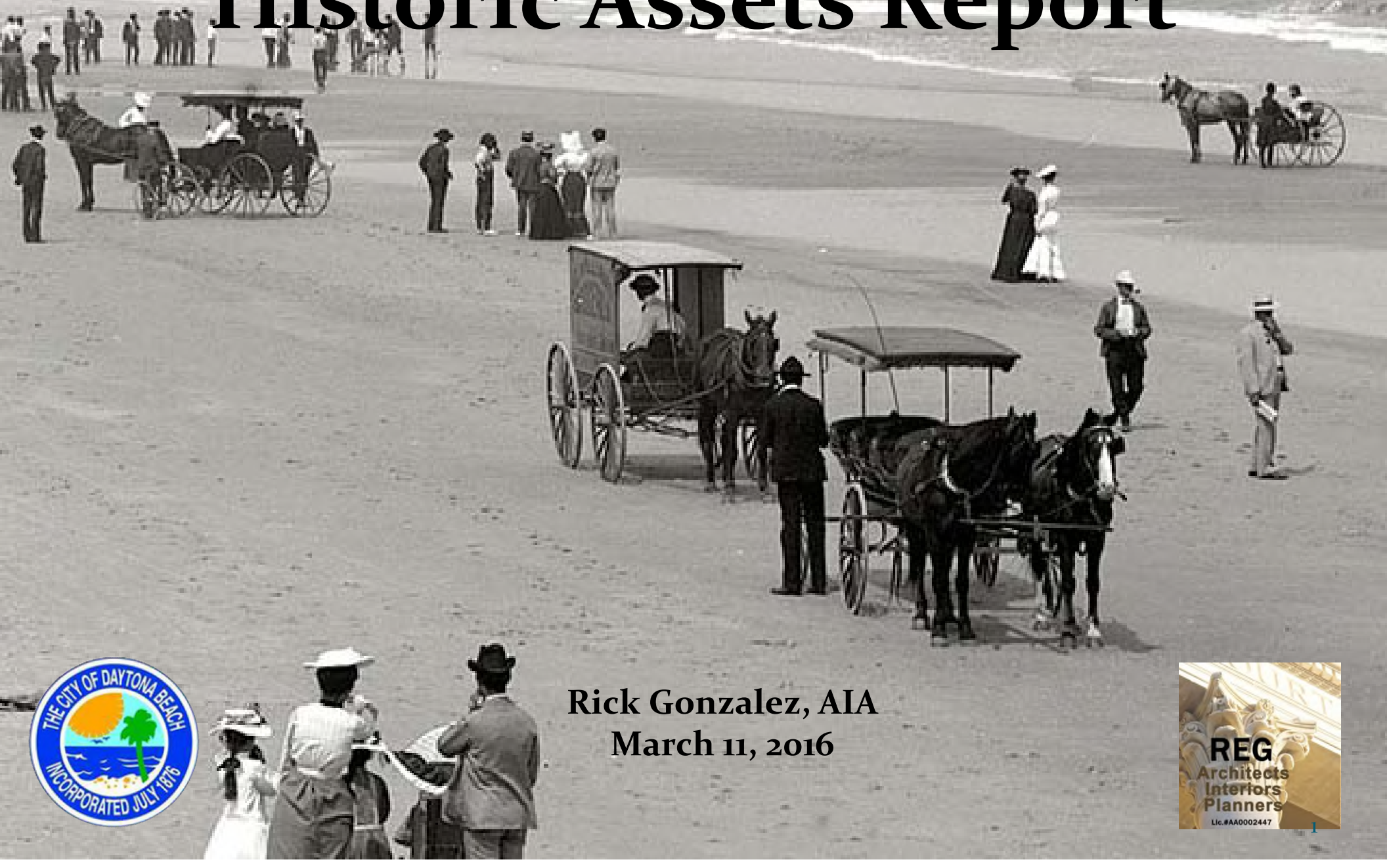
Neutral tones that enhance the diverse architectural styles and built environment



## : DISTRICT HIGHLIGHTS

Elements that make the district unique: Coquina material, dedicated bike trails, the beach feel

# City of Daytona Beach Historic Assets Report



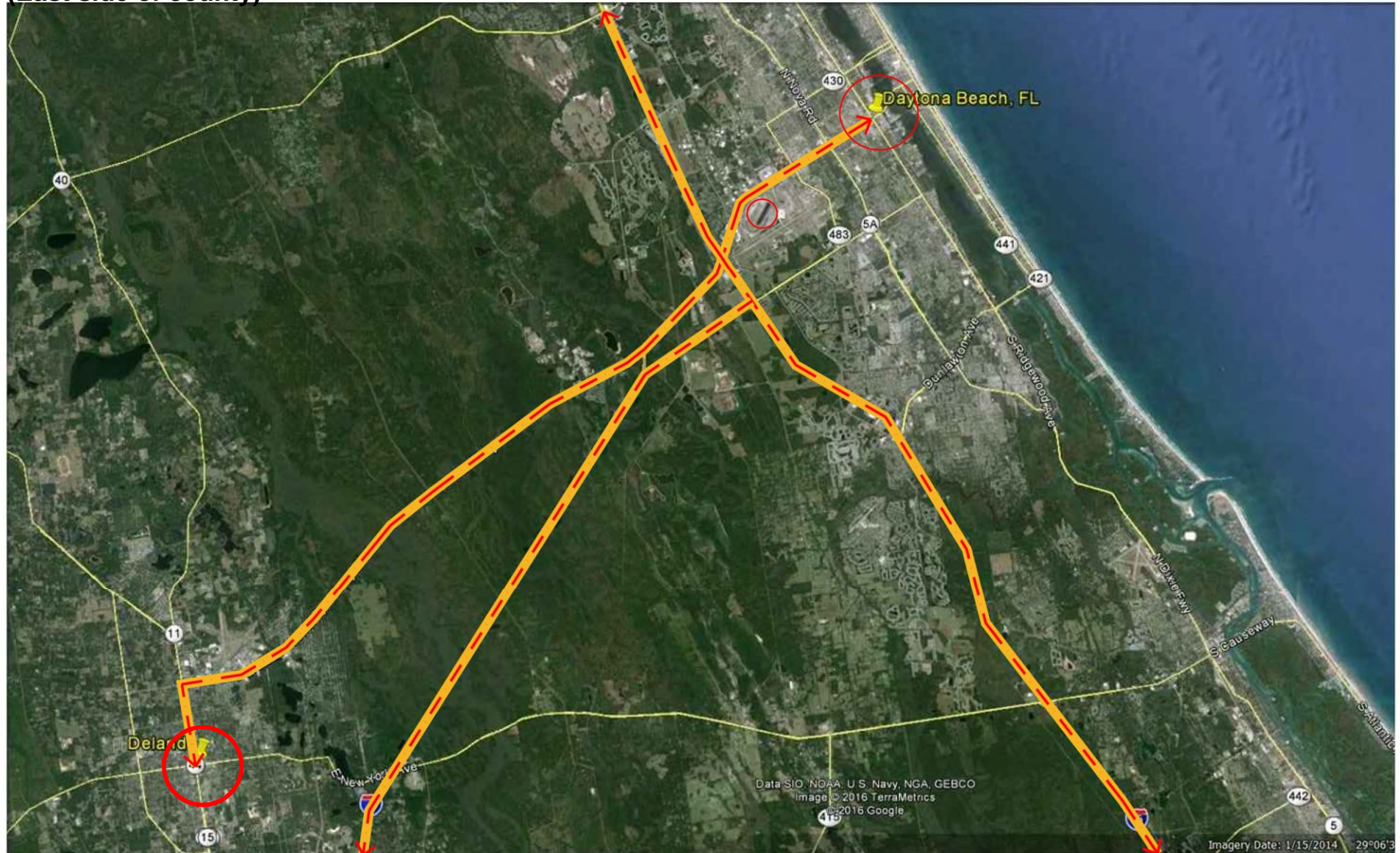
Rick Gonzalez, AIA  
March 11, 2016



# Volusia County Historic Overview

Daytona Beach: Historic/ Speedway/ Motion/ Entertainment/ Multiple Downtowns & College Opportunities/ Beach & Intracoastal Areas.

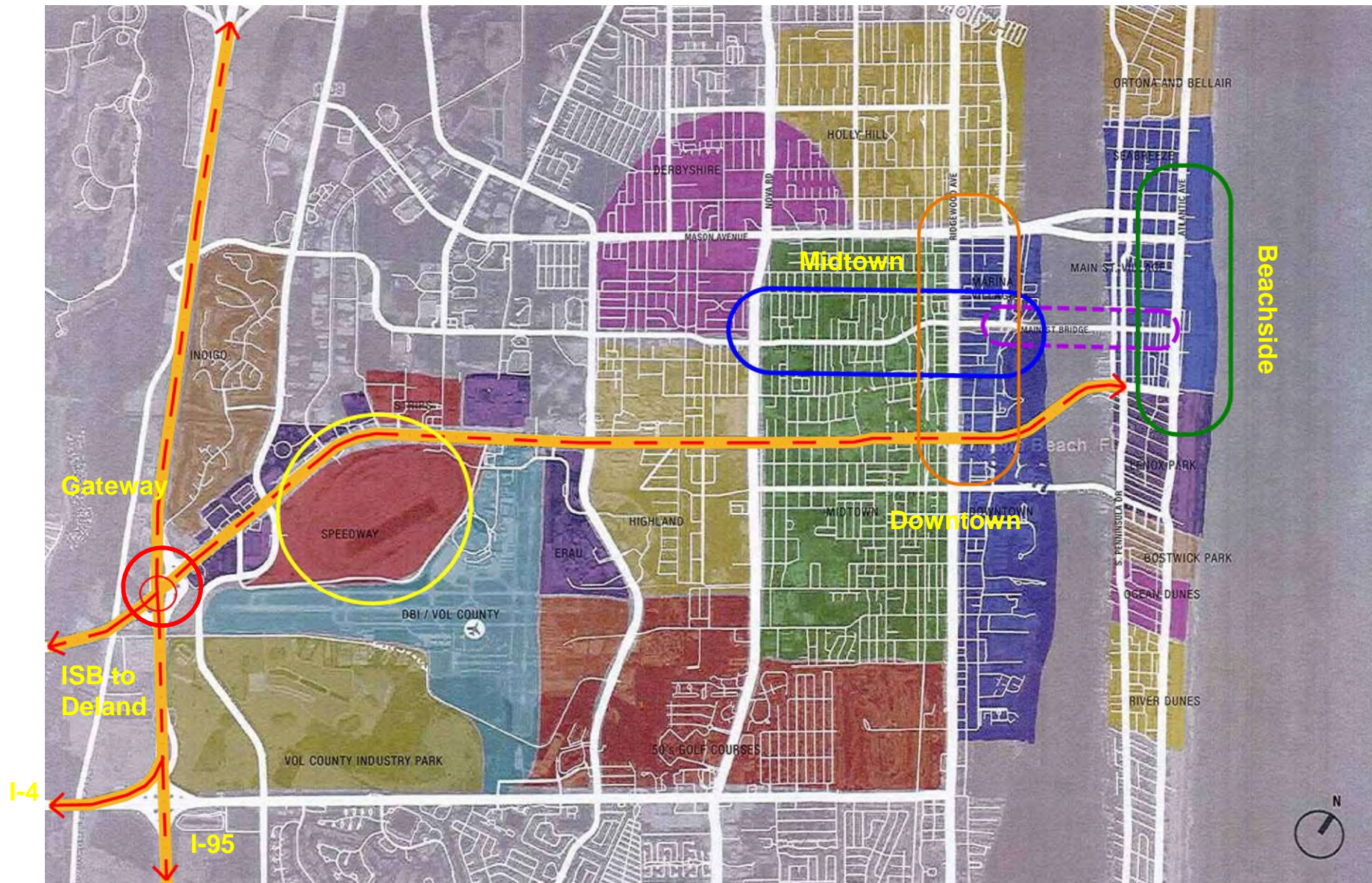
(East side of county)



Deland: Historic/ County Seat/ Stetson University Seamless Integration with Downtown/ Natural & Farming Areas.  
(West side of county)

# Daytona Beach Overview Map

Historic Areas Integrate Through Preservation/ New Infill Development/ Streetscape  
Focus on Main Street/ Bridge & Mary Bethune Blvd., together with Beach St. & A1A to Connect 3 Historic Districts!



Daytona Beach: Historic/ Motion-Speedway to Ocean/ Entertaining & Eclectic: Requires a Seamless Integration

# Daytona Beach Historic Districts

## Opportunities with Historic Districts:

### A) Beachside:

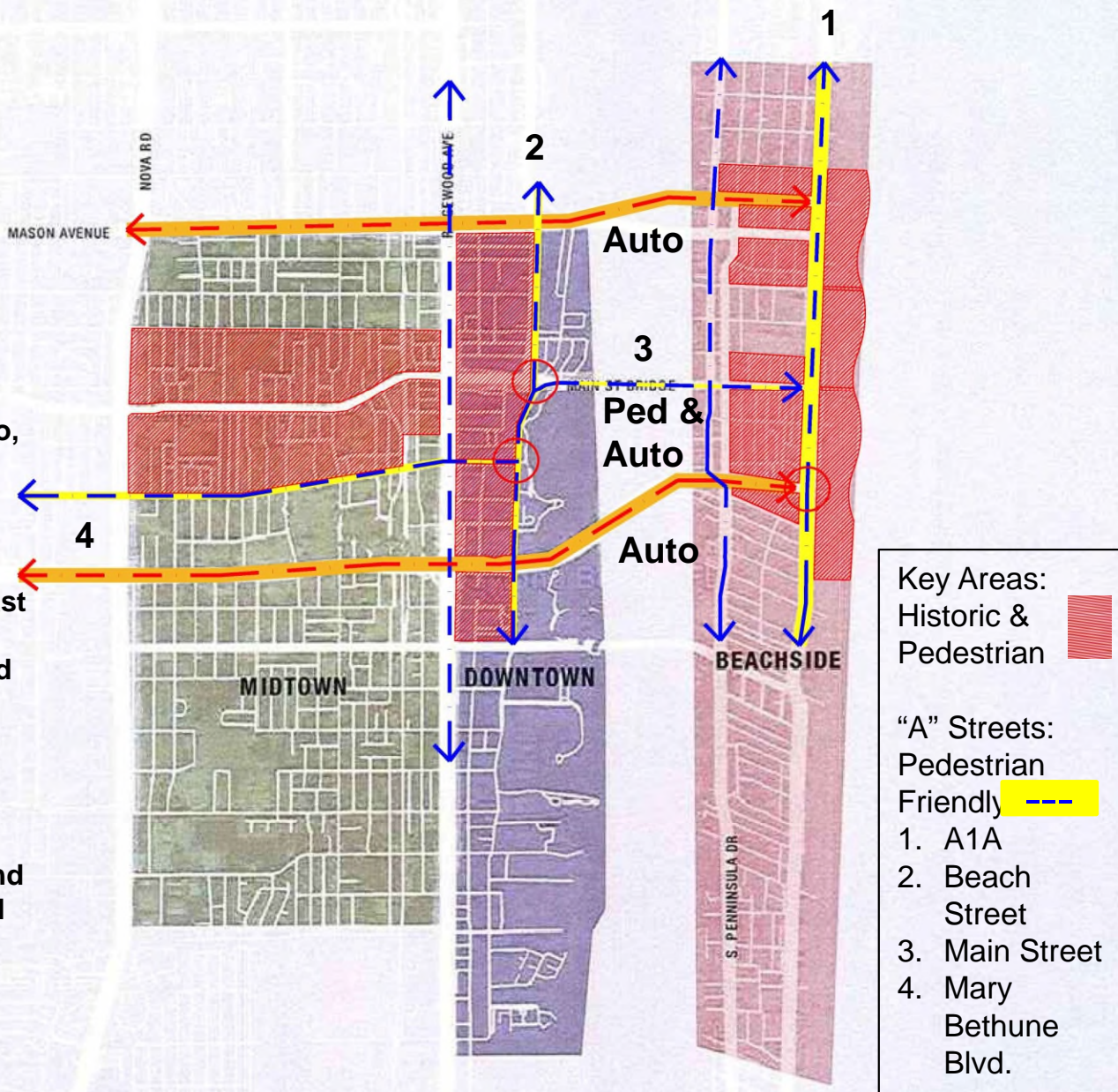
- Improve Beachside with boardwalk of motion
- Improve urban setting at entry corridors, of ISB, Mason Avenue and Main Street Bridge
- Celebrate historic icons; Amphitheatre, Auditorium, Streamline Moderne Hotel, Churches

### B) Downtown:

- Eclectic excellent mix of structures; Art deco, mid century, neoclassic, med. revival, vernacular on Beach Street
- Adaptive reuse buildings and streetscapes improve for pedestrians
- Main Street Bridge opportunity to connect east to Beachside and west to Midtown
- Properly designed new infill development and streetscapes

### C) Midtown:

- Restore commercial core and reconnect to Beach Street
- Continue integration of Bethune Cookman and Main Street (similar to Stetson University and Deland Main Street)
- Continue properly designed new infill development at University and multi-family

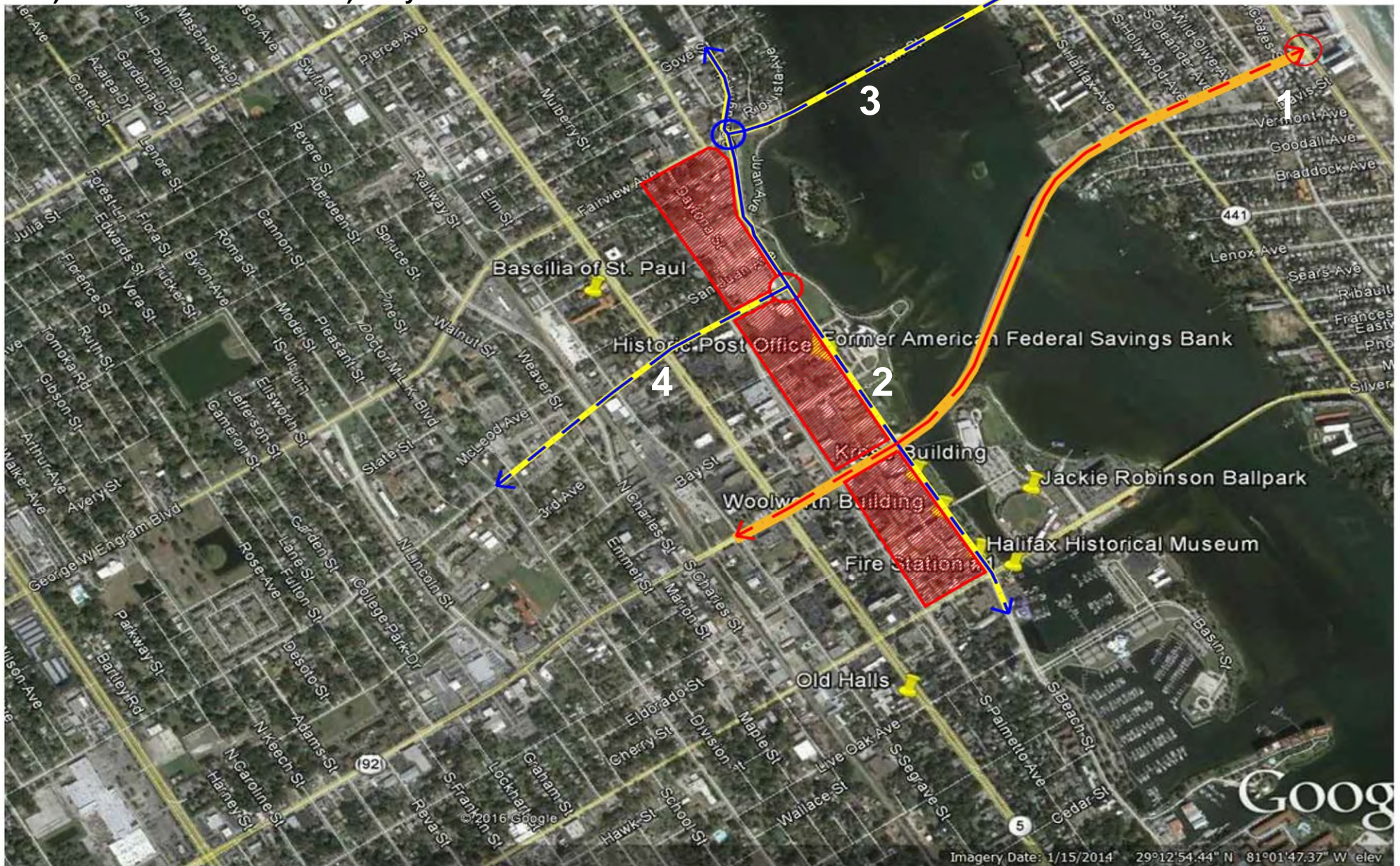


Historic Districts: Pedestrian, Connectivity, Charming, Eclectic, Entertaining, Quality= Sense of Place!

# Downtown

## A Streets:

- 1) A1A
- 2) Beach Street
- 3) Main Street Bridge
- 4) Mary Bethune Boulevard



**Beach Street Downtown: High Quality/ Historic/ Eclectic/ Pedestrian Friendly & Parks**  
**Challenges: Auto Impact of ISB & Lack of Infill Development & Adaptive Reuse.**

# Downtown Collage

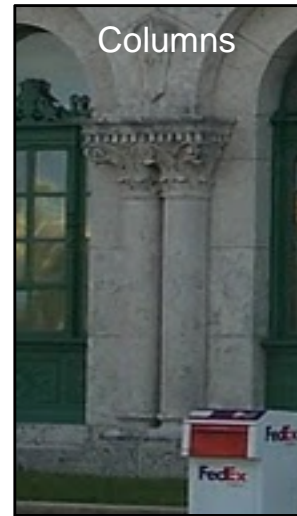
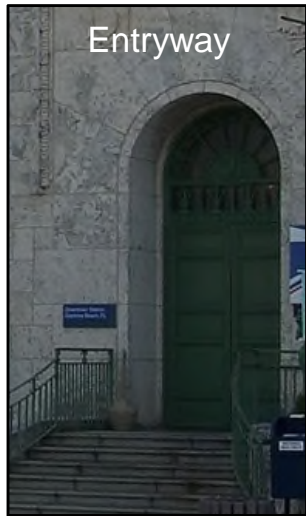


High Quality Designs & Materials on Historic Buildings; Intricate Facades & Canopies; Colorful, Ornate, Variety = Eclectic!  
Best Kind of District!

# Historic Asset:

## Daytona Beach Federal Post Office

The neo-classic “jewel” of Beach Street and Downtown Daytona Beach; Excellent opportunity for adaptive reuse and major addition to the rear for hotel anchor to downtown.



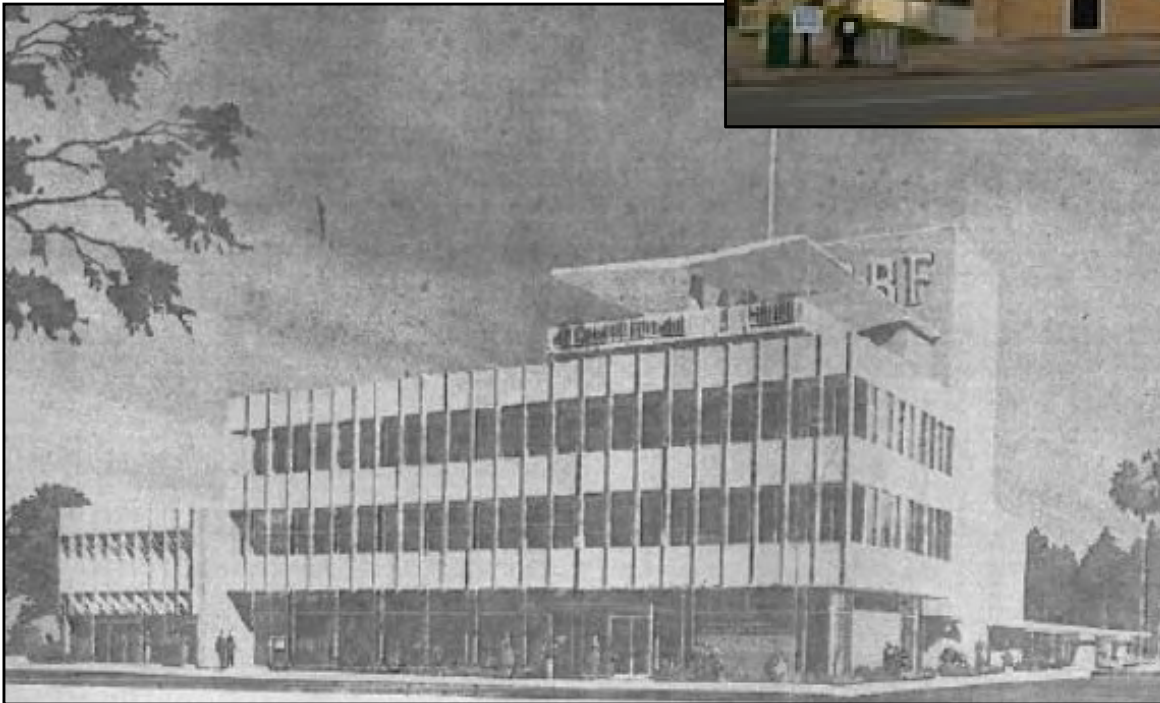
1932 WPA Federal Arts & Architecture Program



Barrel clay roof tile, coquina stone facades, wrought iron balconies, symmetrical, best building on Beach Street!



# Historic Asset: Former American Federal Savings Bank



- Mid century modern (MIMO) building north of Post Office landmark.
- Very “good bones” worthy of adaptive reuse.
- Modern materials, glass, aluminum panels rhythm, expansive storefront, warm brick veneer.
- Iconic penthouse “eyebrow” observatory!

Built 1932

# Historic Asset: Kress Building

Most intricate building in Daytona Beach!



Reopen side street/ connect to Beach Street!



Excellent adaptive reuse opportunity

With Post Office building critical to Beach Street!

Terra cotta glazed stonework, brick, decorative art deco detailing, beautiful canopy & tie backs. A masterpiece!

# Historic Asset: Woolworth Building



Built 1925

Brick Vernacular building with terra cotta glazed stonework highlights trim work. Metal canopy feature; great adaptive reuse project opportunity!

# Historic Asset: Halifax Historical

## Museum

Opened in 1910



Porticoe



Pediment

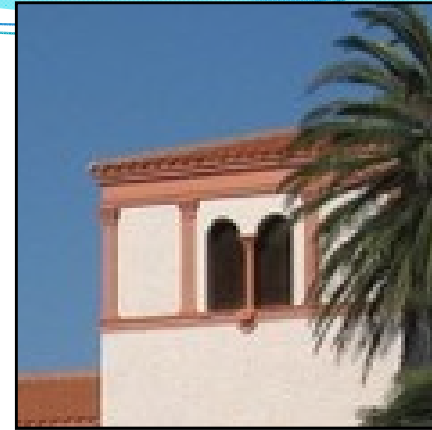
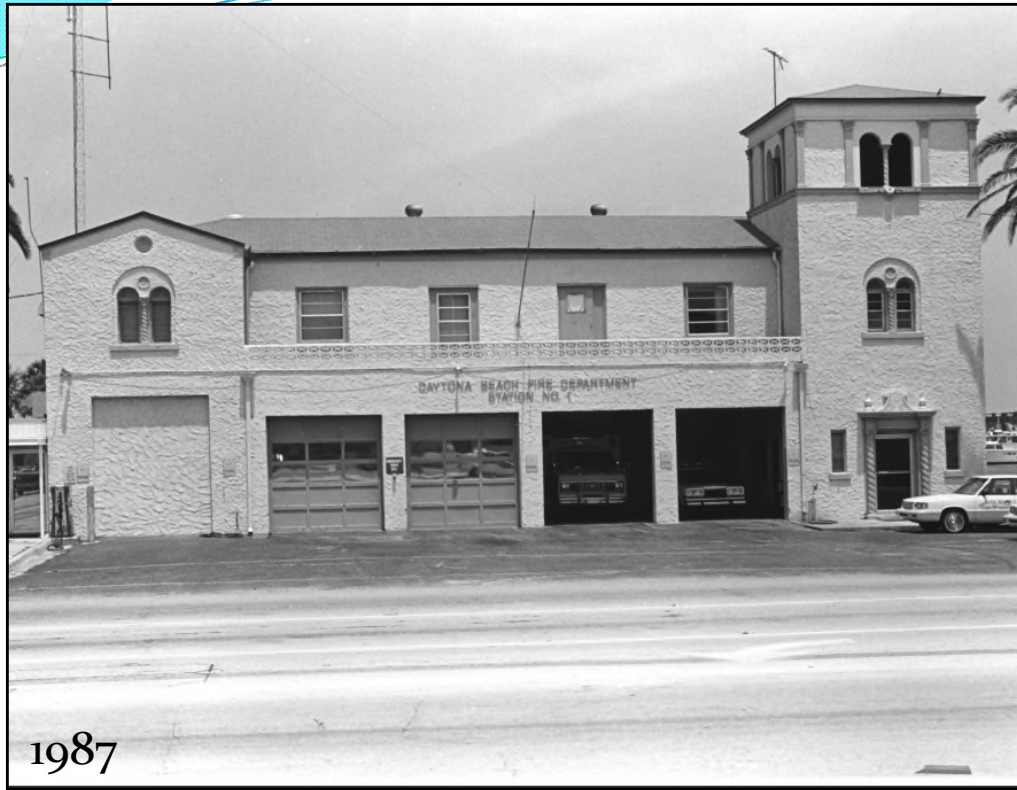


Entry way



Neo-classic building, very ornate façade pediment, entry columns & fascia. Cultural use active draw for Downtown.

# Historic Asset: Fire Station #1



Tower Detail



Gable Detail

Built in the 1920's

Excellent example of Mediterranean Revival; southern anchor to Beach Street good candidate for adaptive reuse (restaurant).

# Historic Asset: Old Halls

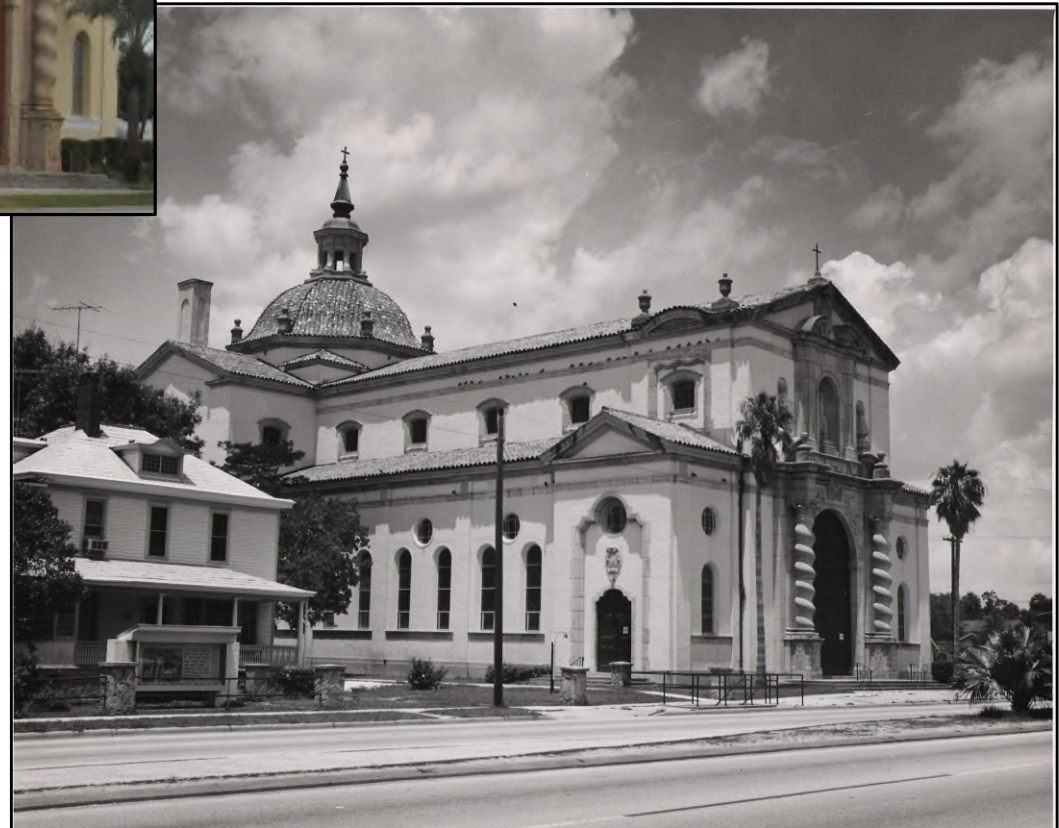


Mediterranean Revival mix use landmark between Midtown & Downtown. Stone ornamentation & barrel roof clay tile. Excellent example to use as design guideline for new infill mix use development!

# Historic Asset: Basilica of St. Paul



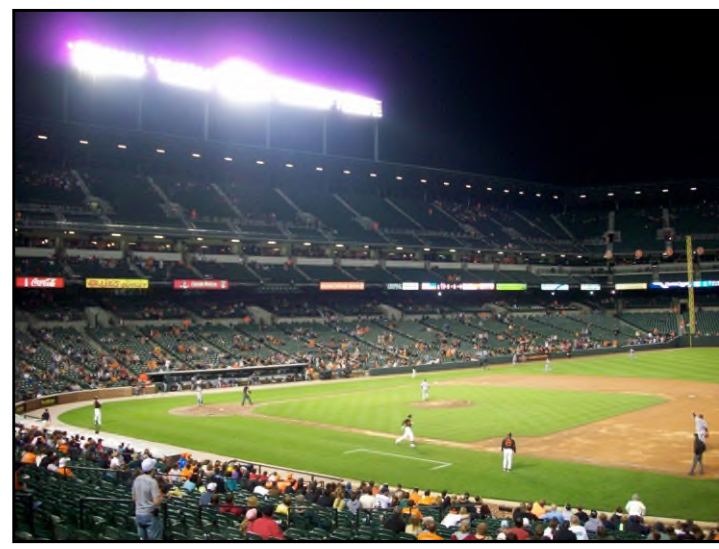
Built  
1880's



First Basilica in Florida, very important Catholic Church between Midtown & Downtown. Neo classical with Mediterranean Revival detailing. Excellent example to use as design example for new infill civic development!

Opened 1914

# Historic Asset: Jackie Robinson Ball Field



Historic connection to African American Jackie Robinson; major Downtown draw next to & across the Street to Beach Street District.



# Historic Asset: South Ridgewood Elementary School

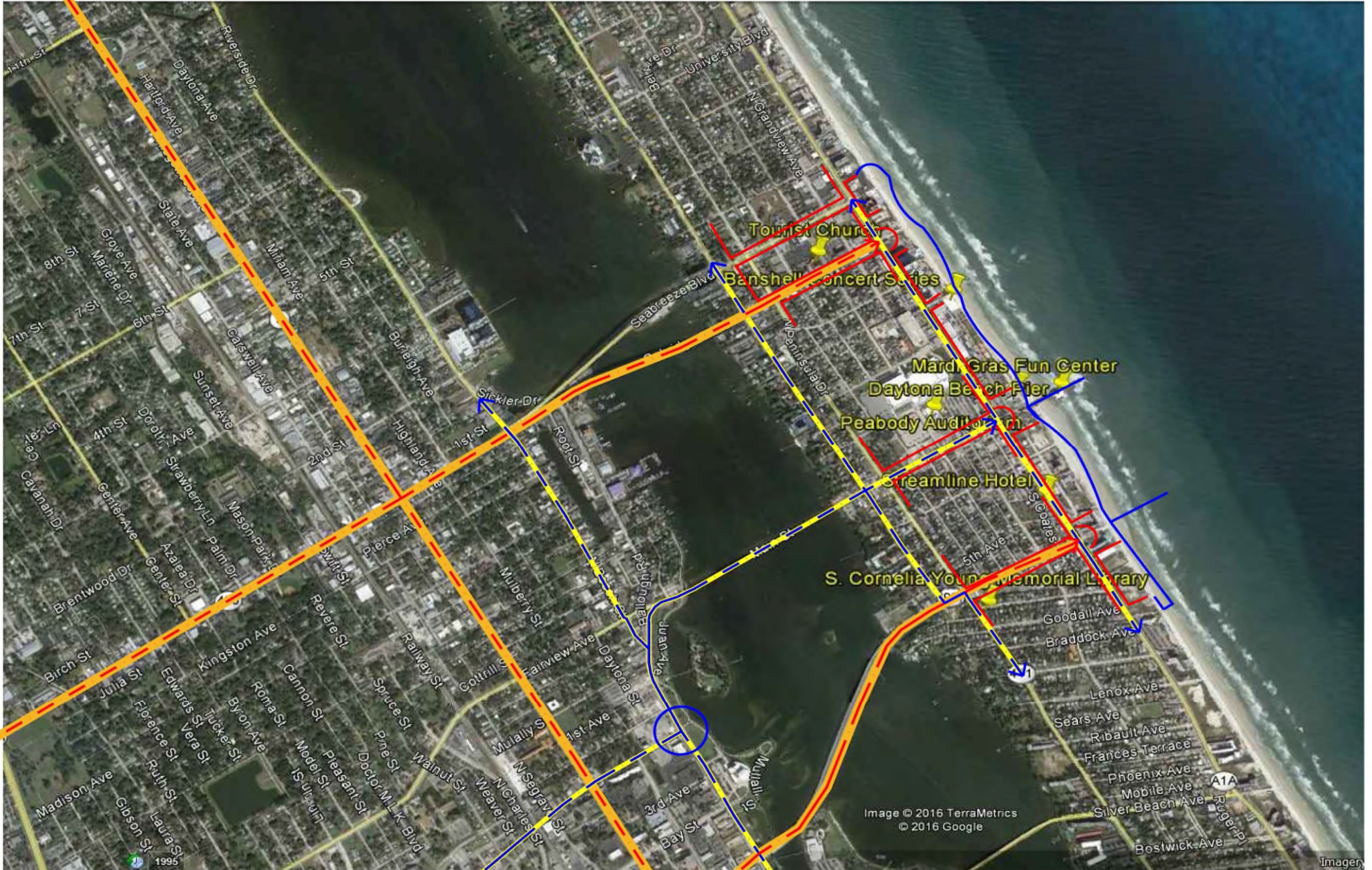


Off of Beach Street excellent example of Classically organized 1920's Vernacular school with Art Deco detailing. Brick with glazed terra cotta stonework accents. Adaptive reuse candidate

A1A: Eclectic/ Entertainment/ Colorful  
with Iconic Historic & New Buildings  
Nearby; Convention Center & Auditorium.

# Beachside

WPA; Art Modern; Miamo;  
Mediterranean Revival.

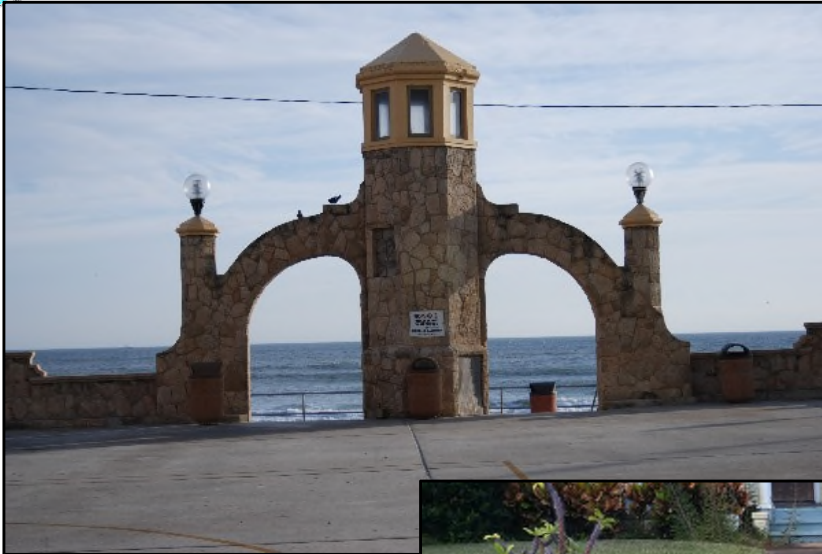


Challenges: Width of Streets/  
New Buildings Lack of Design  
(Convention Center Exemption)

To Midtown

Beach Street

# Beachside Collage



Spanish revival with local tabby stone



Mid-Century Modern



Neo-Classical



Attention to detail



Art Moderne



Vernacular

# Historic Asset: Daytona Beach Pier

Opened 1929

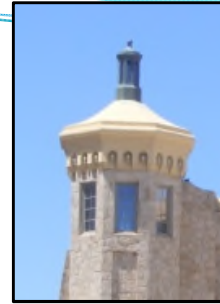


Modern colorful with historic tabby stone & colorful railings/  
significance: Eclectic!



Beachside pier; eclectic; historic; colorful; entertainment

# Historic Asset: Daytona Beach Bandshell



1953



Built 1937



1983

Bandshell 1930's WPA landmark; active cultural draw; historic materials; beautiful! Challenges: size & design of larger adjacent modern buildings encroach/ compromise historic setting. 20

# Historic Asset: Peabody Auditorium

Opened 1949



Mid-Century Modern masterpiece; brick & store front; amazing interiors; cultural draw & great opportunity for expansion/ collaboration with convention center, hotels & Main Street shops.

# Historic Asset: Streamline Hotel

Opened 1941



2015



1940

- Horizontal lines with vertical bookend highlight marquee
- Round corners with glass block features

2012



Excellent example of Art Moderne with cruise ship detailing.  
Under renovation & will attract “historic hotels” travelers.

# Historic Asset: Tourist Church

Opened 1929



Amazing "Mission" South Western style church design with local rough cut tabby stone & barrel roof clay. Cultural draw to Beachside.



# Historic Asset: Mardi Gras Fun Center

Open since 1963



Cheeky 1960's amusement architecture; eclectic; colorful & modern on Beachside.

# Historic Asset: S. Cornelia Young Memorial Library

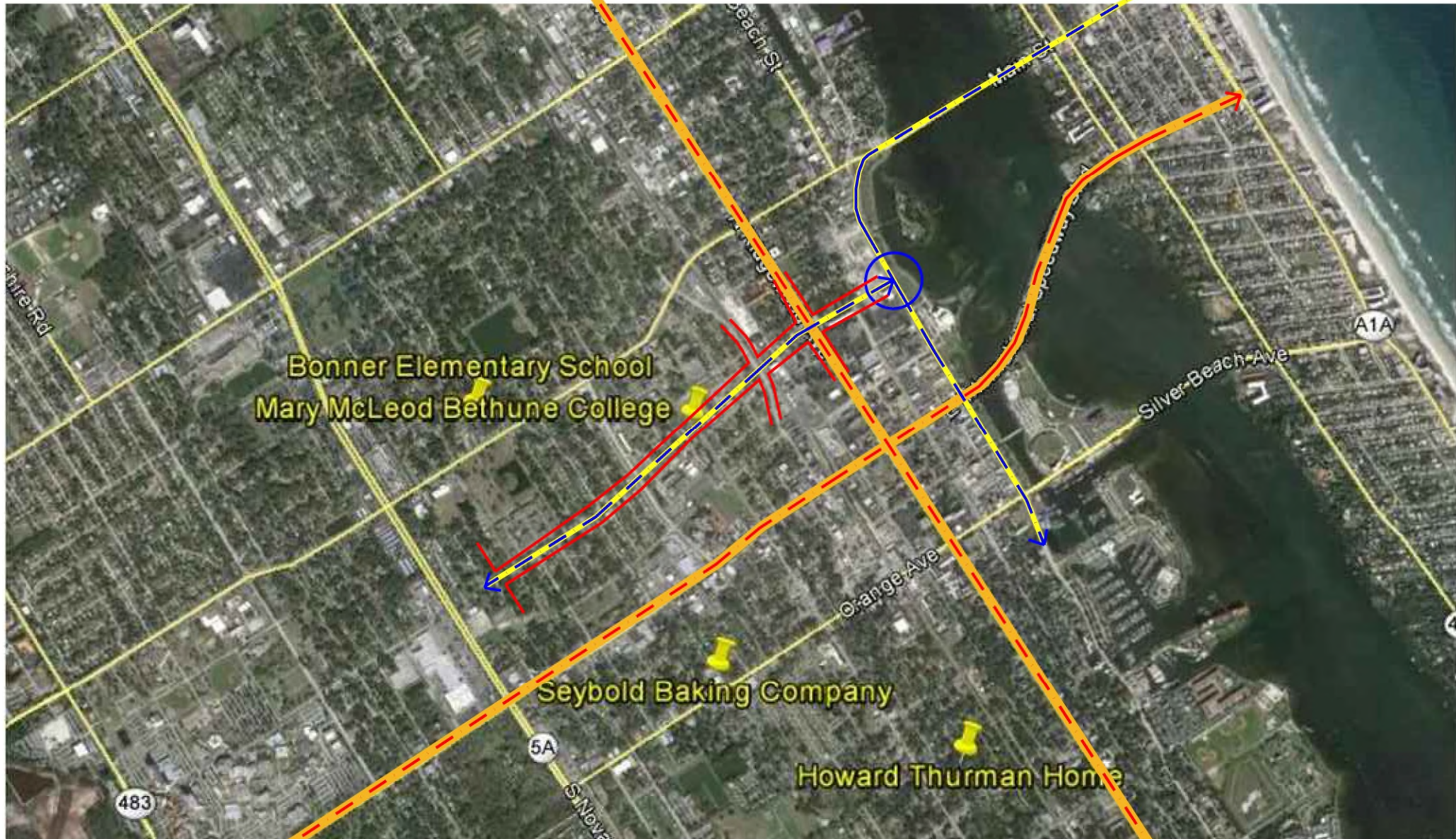


1920's Mission/ Mediterranean Revival cultural asset.

# Midtown

ISB: Colorful, Lively, Vernacular, Historic,  
Housing, Music, Pedestrian Friendly,  
University  
Challenges: Private Investment

Main Street



Mary Bethune Blvd.: African American Main Street with Tremendous Opportunity with Bethune Cookman Campus/ Multi-family to West & "Music" to East.

ISB.

US1

# Midtown Collage



Vernacular 2-story mix use brick buildings



Pedestrian friendly street

University Buildings



Churches



Historic University

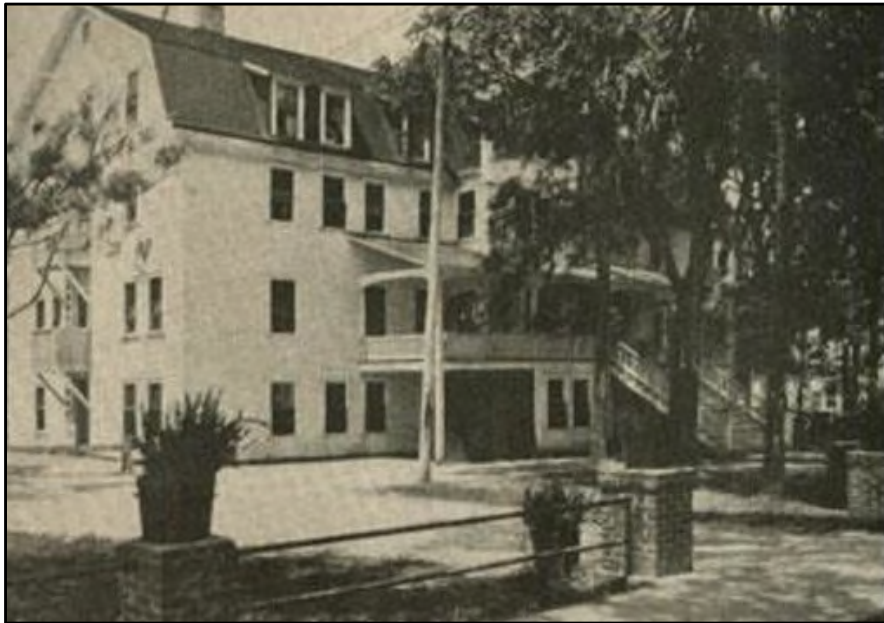


Colorful & Vernacular



Founded 1904

# Historic Asset: Mary McLeod Bethune College



Historic, grand, urban, brick multi-story, landscape, decorative fencing & pedestrian friendly streetscape.

# Historic Asset: Seybold Baking Company Factory

Built 1927



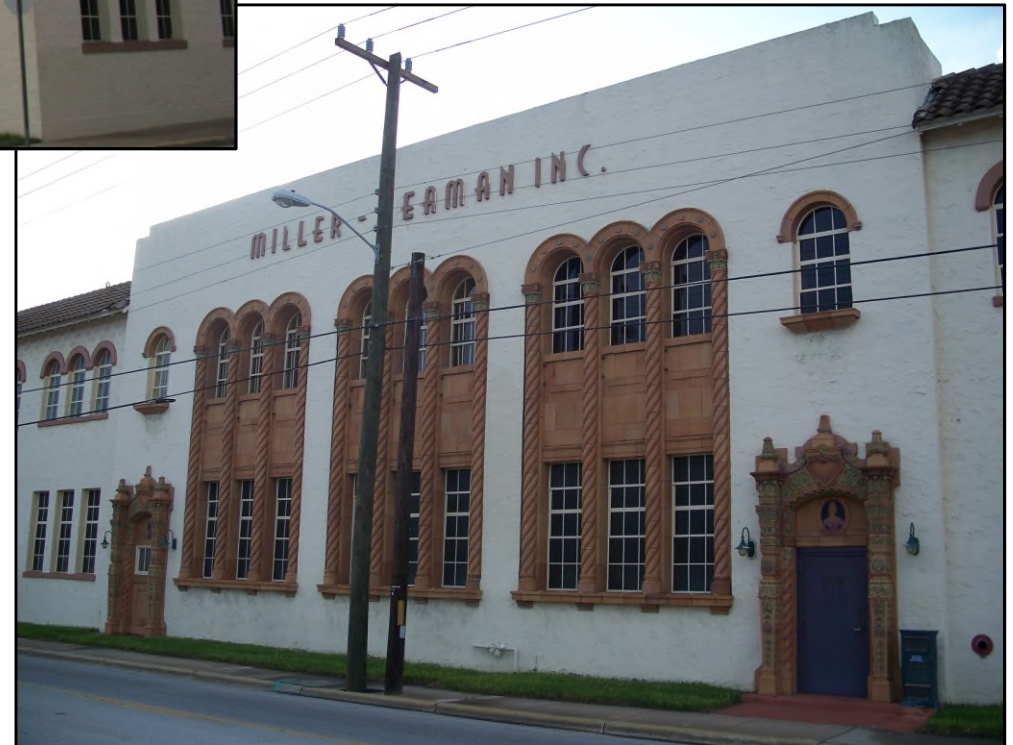
Ornate stone work



Roped columns



Art Deco signage



Neo classical/ Mediterranean Revival mix use structure/ great adaptive reuse opportunity.  
Excellent example to use as design example for smaller new mix use development!

# Historic Asset: Cypress Street Elementary School



Built 1926 and renamed Bonner Elementary in 1954

Midtown Vernacular historic school building with entryway Mediterranean Revival detailing. Excellent adaptive reuse opportunity!  
Good Example for Midtown infill development!

# Historic Asset: Howard Thurman Home



Built in the late 19<sup>th</sup> Century

Historic African American Vernacular landmark residence; cultural & architectural asset.



# Conclusion

Historic buildings/ districts with appropriate new infill developments, adaptive reuses and improved streetscapes can continue to make Daytona Beach a destination with a historic and eclectic sense of place that connects it's Beachside, to it's Downtown, to it's Midtown seamlessly in a pedestrian friendly environment!

Working on the key "A" streets of Daytona Beach will ensure the three historic districts of Beachside, Downtown and Midtown flourish for the enjoyment of all the residents of Daytona Beach and it's visitors.

Historic, Eclectic, colorful, entertaining; Always in Motion.

