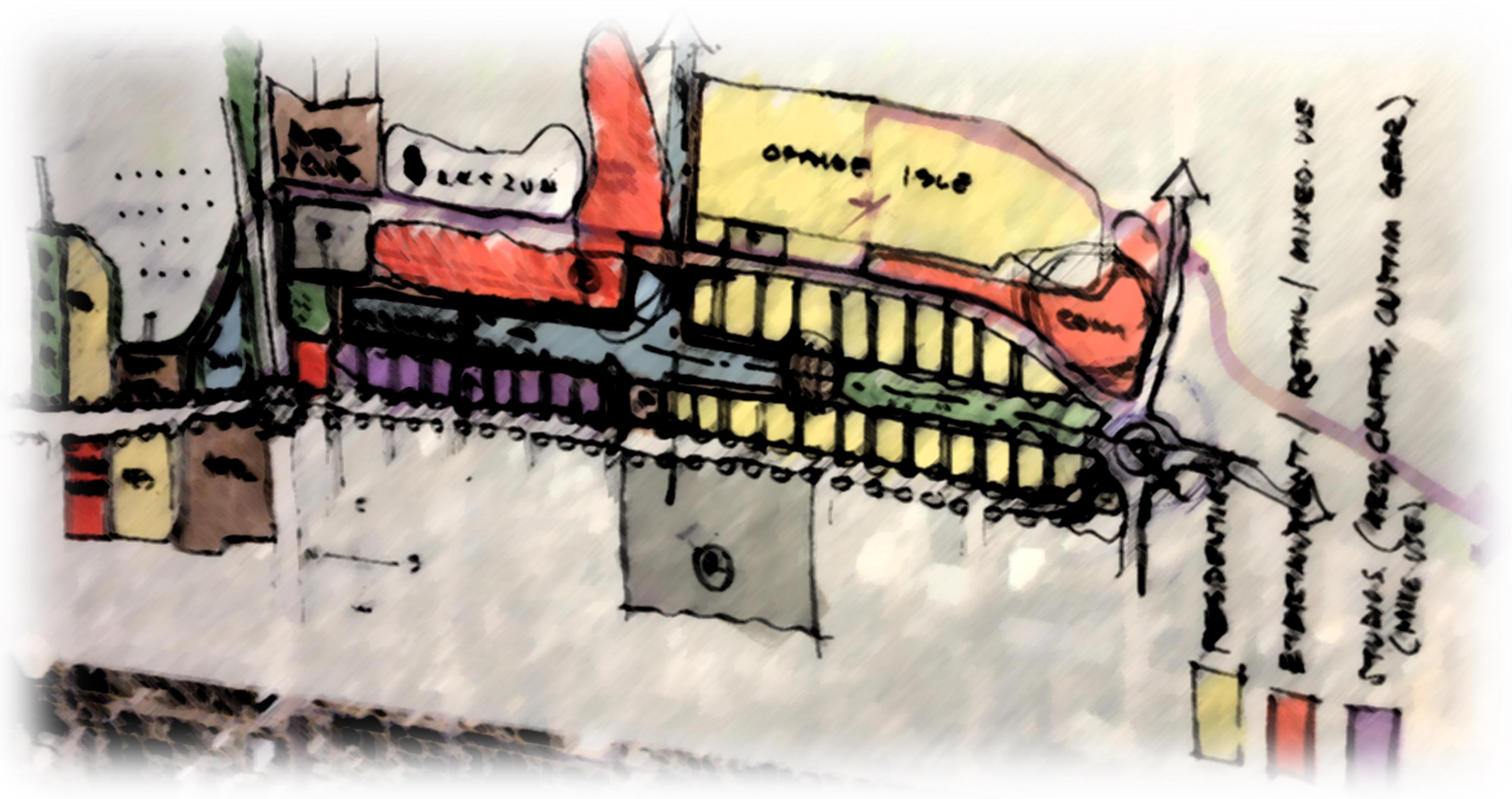




MARINA VILLAGE A WATER-RELATED DESTINATION



June 2014

Prepared for the Cities of Daytona Beach & Holly Hill
Funded with a grant from the Department of Economic Opportunity



Acknowledgements

The completion of the conceptual plan for the Marina Village for the Cities of Holly Hill and Daytona Beach was accomplished over a year of past plans review, meetings, group design charrettes and collaboration. Planning Solutions Corp would like to take this opportunity to express our appreciation to those members of the Cities of Daytona Beach and Holly Hill who provided direction, information and assistance.

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This project was completed with funding assistance from the Department of Economic Opportunity.



Create

a vibrant, self-sustaining, water-related

destination

where people want to be



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where people want to be

GOALS

Build on Success of Existing Anchors

Create additional Water Views & Access

Capitalize on New Waterfront Access

Support Current Redevelopment Efforts

Encourage viable mixed use, mixed income, pedestrian-oriented development

Measures of Success

Vibrant - Buildings have uses; Spaces have people

Catalytic – Spurs spin-off Redevelopment

Self-Sustaining – Lasting viability - long-term

How do you create a destination, or place?

Successful destinations exhibit four key attributes, shown in the diagram in orange: they are **accessible**; people are engaged in **activities** there; the space is **comfortable** and has a good image; and it is a **sociable** place: one where people meet each other and take people when they come to visit.

Access & Linkages

A successful public space is easy to get to and get through; it is visible both from a distance and up close. The edges of a space are important as well: a row of shops along a street is more interesting and generally safer to walk by than a blank wall or empty lot. Accessible spaces have a high parking turnover and, ideally, are convenient to public transit and bicycling.

Comfort & Image

Whether a space is comfortable and presents itself well – has a good image – is key to its success. Comfort includes perceptions about safety, cleanliness, and the availability of places to sit. The importance of giving people the choice to sit where they want is generally underestimated. Women in particular are good judges on comfort and image, because they tend to be more discriminating about the public spaces they use.

Uses & Activities

Activities are the basic building blocks of a place. Having something to do gives people a reason to come to a place – and return. When there is nothing to do, a space will be empty and that generally means that something is wrong.

Sociability

This is a difficult quality for a place to achieve, but once attained it becomes an unmistakable feature. When people see friends, meet and greet their neighbors, and feel comfortable interacting with strangers, they tend to feel a stronger sense of place or attachment to their community – and to the place that fosters these types of social activities.



Source: Project for Public Spaces



Access & Linkages

- ✓ Can you see the space from a distance? Is its interior visible from the outside?
- ✓ 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?
- ✓ Do sidewalks lead to and from the adjacent areas?
- ✓ 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?
- ✓ Can people use a variety of transportation options – bus train, car, bicycle, etc. – to reach the place?
- ✓ Are transit stops conveniently located next to destinations such as libraries, post offices, park entrances, etc.?

Comfort & Image

- ✓ Does the place make a good first impression?
- ✓ Are there more women than men?
- ✓ Are there enough places to sit? Are seats conveniently located? Do people have a choice of places to sit, either in the sun or shade?
- ✓ Are spaces clean and free of litter? Who is responsible for maintenance? What do they do? When?
- ✓ Does the area feel safe? Is there a security presence? If so, what do these people do? When are they on duty?
- ✓ 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?

Uses & Activities

- ✓ Are people using the space or is it empty?
- ✓ Is it used by people of different ages?
- ✓ Are people in groups?
- ✓ How many different types of activities are occurring – people walking, eating, playing baseball, chess, relaxing, reading?
- ✓ Which parts of the space are used and which are not?
- ✓ Are there choices of things to do?
- ✓ Is there a management presence, or can you identify anyone in charge of the space? The ultimate success of a space is determined by how well it is managed.

Sociability

- ✓ Is this a place where you would choose to meet your friends? Are others meeting friends here or running into them?
- ✓ Are people in groups? Are they talking with one another?
- ✓ Do people seem to know each other by face or by name?
- ✓ Do people bring their friends and relatives to see the place or do they point to one of its features with pride?
- ✓ Are people smiling? Do people make eye contact with each other?
- ✓ 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?

Source: Project for Public Spaces

Purpose

A key to creating this Destination and to position it as a residential, business and visitor address is to leverage its riverfront setting and unique collection of amenities to create a differentiated experience that showcases the advantages of living, working and visiting this unique waterfront. Preserving and enhancing the riverfront experience and improving public access to the waterway at a unique destination offering a range of water-related uses and activities offers a distinct competitive advantage that is the foundation for the redevelopment strategy.

Boundary

The area is bounded by 3rd Street on the north (Holly Hill), Burleigh Avenue (Holly Hill) and Beach Street (Daytona Beach) on the west, the Halifax River to the east and Main Street (Daytona Beach) to the south.

The area is walkable at less than 1 mile long and ¼ mile wide and encompasses portions of two community redevelopment areas and portions of two Cities – Daytona Beach and Holly Hill. It is located within the Community Redevelopment area of the City of Holly Hill and the Ballough Road Community Redevelopment Area within the City of Daytona Beach.

Recent Development

The Halifax River provides Holly Hill’s citizens with important recreational and economic opportunities. The City has recently invested in its historic and public spaces along the river, including Riverside Park, the Pat Northey Greenway Trail, purchase and extensive renovation of the historic State Farmers Market and placing utilities underground along Riverside Drive.

Since 2002, Daytona Beach has seen the Marker 32 facility converted to Sunset Harbor and Caribbean Jacks redevelop. The White River Office building was constructed in 2008.

A number of public projects have recently been proposed or are on-going. The timing of these projects creates an opportunity to develop a collaborative concept for the future. This concept incorporates guidelines for consistent theming of public spaces to create a unique, consolidated destination. Understanding the vision for the future enables the identification and prioritization of implementation projects.

Boundary





MARINA VILLAGE *A WATER-RELATED DESTINATION*



There are several proposed or on-going public projects that will define the look and feel of the destination. By coordinating these projects to compliment one another, they will together begin to create a sense of place. Improved coordination can also lead to better projects, increased efficiencies and economies of scale – as with the underground utility project, where a smaller project is “piggy-backing” on the larger project.

Three separate, abutting streetscapes (Riverside Drive in Holly Hill and Beach Street and Ballough Road in Daytona Beach) are at various stages of discussion. They are incorporated in this concept plan to tell a consistent story indicating the arrival at the destination. A roundabout at Main Street/Ballough Road/Beach Street is also being discussed. This could provide a gateway to the district from the south.

The Halifax River Greenway Trail is an eleven mile trail running from Port Orange to Ormond Beach. It is part of the East Coast Greenway Trail – a 3,000-mile multi-use, off-road pathway connecting major Cities along the eastern seaboard between Canada and Key West. A portion of this trail in Daytona Beach was recently officially designated as the East Coast Greenway, meaning it meets the strict standards of a showcase trail and markers will soon be added.

Improvements are proposed at both of the riverfront parks – Riverside Park in Holly Hill and Sickler Park in Daytona Beach.

Proposed Projects

- Riverside Drive Streetscape
- Ballough Road Streetscape
- Beach Street Streetscape
- Main Street Roundabout
- Main Street Bridge Rehabilitation
- Canal Basin Boat Ramp

On-going Projects

- Riverside Drive/Sickler Drive Underground Utility Conversion
- Halifax River Greenway Trail – East Coast Greenway Designation
- Halifax River Greenway Trail – Construction of Gaps
- Construction of Pier at Riverside Park
- Sickler Park Improvements

HALIFAX RIVER GREENWAY TRAIL
Project Fact Sheet March 2013

East Coast Greenway
The East Coast Greenway is a developing 3,000-mile multi-use pathway for traffic-free travel connecting major cities along the eastern seaboard between Canada and Key West. Over 25 percent of the route is currently on safe, traffic-free paths. The East Coast Greenway Alliance is committed to working to achieve a 95% traffic-free route by 2030. The Alliance mobilizes resources to link existing trails and develops new trails to fill the gaps to form this “Urban Appalachian Trail”. Florida boasts the longest portion of Greenway with the most miles of completed trail.

Halifax River Greenway
The East Coast Greenway segment that runs through Daytona Beach is known locally as the Halifax River Greenway Trail – an 11-mile segment of the trail connecting Riverfront Park in Port Orange to Cassen Park in Ormond Beach. The goal supported by the East Coast Greenway Alliance and the City of Daytona Beach, as well as the other 4 municipalities involved, is to make this facility a showcase trail connecting key tourist, shopping, and recreational destinations, while making the trail a destination in and of itself. The proposed project consists of 2 distinct segments:

1. Palmetto Avenue – Beville to Wilder
12' wide multi-use path on west side of roadway
2. Pedestrian Underpass/Riverfront Park
12' wide multi-use path to connect existing gap along river and provide a 12' wide pedestrian underpass under the International Speedway Blvd Bridge

“The Halifax River Greenway Trail has an amazing potential to become a premier Central Florida Destination Trail. The benefits can only be fully realized if all localities agree to cooperate in creating a showcase quality trail.”
- Paul Hoydt, Vice Chair
Board of Trustees
East Coast Greenway Alliance





MARINA VILLAGE A WATER-RELATED DESTINATION



Riverfront & Waterfront Access

Located along the Halifax River which is part of the Intracoastal Waterway. The Root Canal Basin provides access to additional waterfront property.

Existing Anchors

There are prominent existing anchors in the area that have already started the redevelopment process.

MG on the Halifax

One such anchor is the 18 acres of waterfront comprising *MG on the Halifax* in Holly Hill – a 972-unit luxury condo development – a towering 26 stories at the north end of the district.

Caribbean Jack's & Loggerhead Marina

Caribbean Jack's, named for John "Caribbean Jack" Gilbert - a local rum runner in the early 1900s - is a waterfront restaurant and bar.

Loggerhead Marina provides public access for 85 wet slips with fixed slips for vessels up to 75 feet and 115 inside dry racks for vessels up to 30 feet.

Sunset Harbor Yacht Club and Conference Center

Sunset Harbor Marina consists of 61 slips which can accommodate yachts up to 90' in length. The conference center consists of approximately 8500 square feet of meeting space.

White River Development

Office building constructed in 2008.

Greenway, Parks, Historic Gems

East Coast Greenway Trail provides great bicycle access, Riverside Park, Sickler Park/Trailhead and the Historic Holly Hill Market are all located here.

Value-Oriented

Existing properties offer good value for redevelopment. Two CRAs provide on-going funding source for leveraging capital to implement projects.





Creating good public spaces is inevitably about **encountering obstacles**, because no one in either the public or private sectors has the job or responsibility to “create places.”

Economic Viability & Sustainability

The ability to create a thriving mixed-use destination will be a challenge. The timing of the economy will have an impact on the success of the area, as will the business acumen and capability of specific business owners.

Extensive Public Improvements

Capital cost of the initial public investment is a challenge, as is the on-going cost of maintenance of the public spaces.

Ability to Create Private Investment

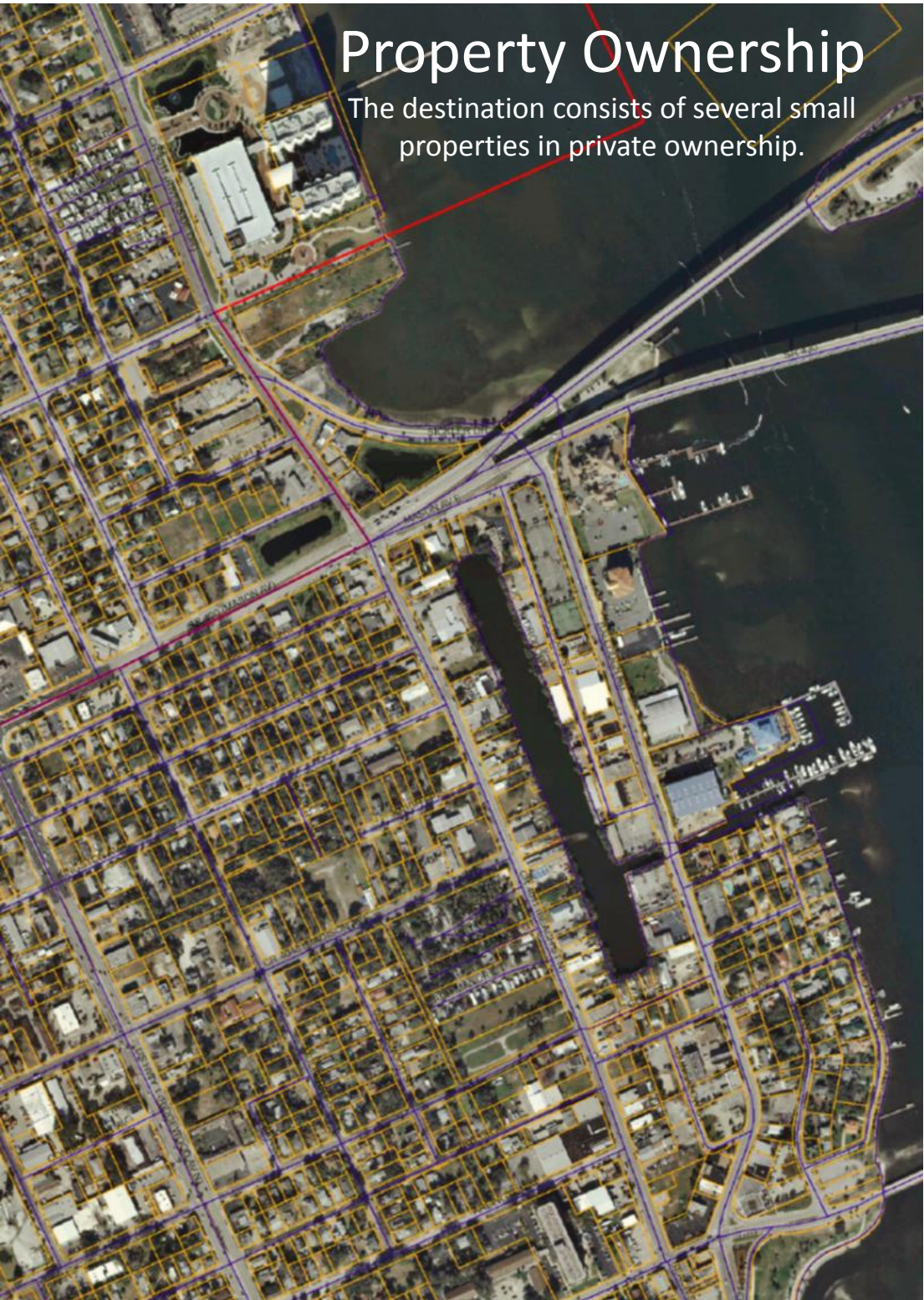
Creating interest in the private sector and a desire to invest will be key. Once private investment is engaged, the ability to finance the overall project or individual pieces could be a challenge.

Stakeholder Buy-in

Gaining consensus from multiple property owners, 2 Cities and 2 CRAs will require extensive collaboration.

Changing Perception/Image

The existing image of the area and perceptions of high crime, etc. will need to be changed.



Property Ownership

The destination consists of several small properties in private ownership.

Downtown Ballough Road Redevelopment Area Plan (8/4/2010)

The current Downtown / Ballough Redevelopment Plan was adopted in 2002 and amended in 2010. The plan is based on several of the concepts and strategies recommended by the Nottingham Plan focusing on:

1. Leveraging locational advantages to expand the mix of housing offered in these areas
2. Expanding existing (marina) businesses and linking them to appropriately scaled mixed use developments
3. Targeting infrastructure improvements in order to cluster business and civic uses
4. Enhancing utilization of the riverfront as a recreational asset
5. Addressing destabilizing influences (crime, poor public schools) that constrain the City's ability to be competitive in the region and attract new investment.

Land Use Policy 5.1.2 Encourage riverfront uses, which are water dependent, water related or water enhanced.

Land Use Policy 5.1.7 Encourage policies and programs that enhance the riverfront district's image, facilitate way-finding, and strengthen linkages to the river.

Land Use Policy 5.1.8 Develop a master strategy for addressing long-term parking, storm water management and related infrastructure requirements to accommodate future Downtown/Balough Road growth consistent with the Redevelopment Plan.

Transportation Policy 5.2.6 Support the development of a water taxi system and associated docks intended to improve Downtown/Balough Road access for visitors as well as enhance the visitor experience.

Transportation Policy 5.2.8 Evaluate the closing of the small bridge over the Ballough Road inlet in order to provide boat access to inland property and maximize the utilization of available land for a larger scale residential project.

Infrastructure Policy 5.6.5 Encourage the placement of utility lines underground at strategic locations (where feasible) to achieve the aesthetic intent of the Redevelopment Plan.

Public Amenity Policy 5.5.7 Expand the Master Plan for the improvement of Downtown and Ballough Road waterfront with emphasis on greater use and public access to the Halifax River, water taxis, cultural and historic sites.

Nottingham Plan (2002)

A plan commonly referred to as the Nottingham Plan was created with input from the Downtown/Balough Road Redevelopment Area Board, Downtown Development Authority, stakeholders, citizens, Planning Board and City Commission. The plan recommended the creation of a marina residential community. Observations included that the area contained scattered light industrial and commercial businesses on small lots with multiple property owners and that these incompatible uses contribute to existing disinvestment and physical decline in bordering residential areas. Specific recommendations of the Nottingham Plan included:

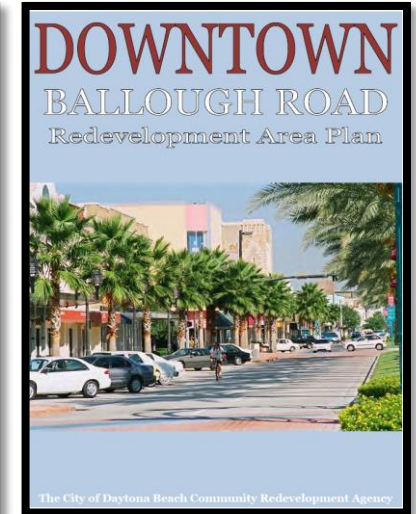
- Close Ballough Road at the Bridge
- Create boat access from the river to the Root Canal basin

The plan was to be carried out in conjunction with a business retention and relocation program for the number of small businesses in that location.

Nottingham Plan

*Sub-district A:
Upscale Marina
Residential Community*

*Location:
Ballough Road
Redevelopment Area*



Future Land Use

The currently adopted future land uses in the Ballough Road redevelopment area are High-Intensity Mixed Use, Medium Intensity Mixed use, and Commercial Mixed Use. Commercial mixed use currently does not include language or a maximum density for residential development. Staff is in the process of a Comprehensive Plan amendment that clarifies that residential is permitted and the maximum density is 40 units per acre. The mixed-use categories permit the continuation of industrial uses.

Zoning

The primary zoning in the Ballough Road Redevelopment area is M-1 (Local Service Industry). The City's zoning categories are based on a pyramid structure in which the business district uses are permitted within M-1. The existing zoning provides for the marina type mixed-use development envisioned, but it also permits uses that the redevelopment plan is attempting to avoid. The zoning district does not have a height limit and permits structures to abut the front property line. All other setbacks are five feet.

The recommendations of the Nottingham Plan have not been accomplished to date. Outstanding policy issues, such as whether to initiate the closing of the Ballough Road Bridge, how to implement the desired mixed-use marina housing, and dimensional standards, including height, remain.

Uptown Vision Plan

The Uptown Vision Plan was reviewed for ideas for the area and impacts and synergies with the adjacent neighborhoods.

Retail Market Analysis (4/4/2011)

Gibbs Planning Group conducted a retail market analysis of the Downtown Community Redevelopment Area in 2011. While the Marina District is just north of the study area for the market analysis it is directly adjacent to the north and some of the data can be applied to both areas.

Residential Base - The primary trade area has an estimated 2010 population of 136,850 persons and 62,050 households, with 2.11 persons-per-household. 61% is owner-occupied and 17% is seasonal housing.

Daytime Employment Base - daytime employment base is sizeable. Within a five-minute drive of the site, there are 28,000 employees, of which 32% are executives and professionals. This base grows to 66,140 employees (34% executive/professional) within ten minutes.

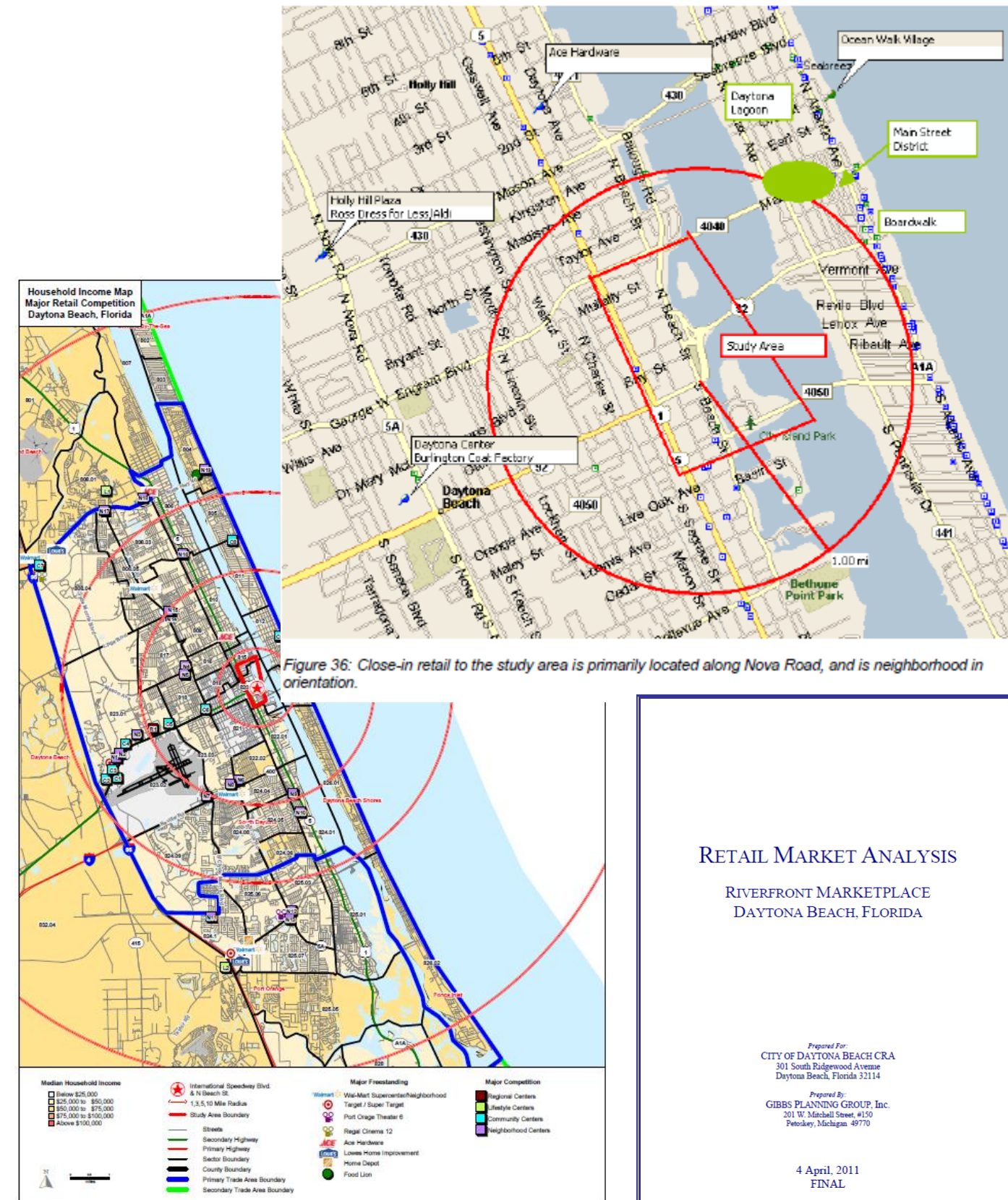
College Students – the site is well-positioned to serve a strong and growing student population. Both Bethune Cookman University and Daytona State College are within 2 miles of the District, close enough to serve retail, entertainment and restaurant uses. BCU has an enrollment of over 3,500 students, while DSC has an enrollment of 19,000.

Tourists – Daytona Beach is a strong tourist destination attracting 7.75 million visitors each year with an estimated \$4.6 billion impact on the local economy. Tourism adds \$763,310,000 in hotel expenditures and \$811,167,000 in other expenditures to the local economy.

Findings

- Area lacks enough retail and entertainment strength to attract its share of the resident base or tourists.
- Restaurant base needs to be strengthened with larger units having a wider appeal (regional and national chains) and several smaller venues.
- Add more entertainment to attract the tourist component, college students and local residents
- Add local retail – as restaurants and entertainment are successful, strengthening the retail base increasing exposure and sales of existing retail
- 86,000 s.f. additional retail, restaurants and entertainment venues is supportable:
 - ✓ 30,000- s.f. entertainment venues (ie, Dave & Buster’s or Lucky Strike)
 - ✓ 18,000 s.f. casual restaurants serving liquor (Famous Dave’s, Chima or Rio’s Brazilian Steakhouse)
 - ✓ 8,000 s.f. of casual restaurants and foods (ie, 5 and Diner, Cupcake Bakery or Heavenly Cheesecake)
 - ✓ 12,000 s.f. casual and beach apparel and shoes
 - ✓ 18,000 s.f. of gifts and miscellaneous retailers
 - ✓ 20,000 s.f. public market

Additional information on the supportable retail for the area is shown on the next page.





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APPENDIX TABLE 1: SUPPORTABLE RETAIL

Retail Categories	2010	2015	Recommended Sq Ft	2010		2015		Retailers Such As:
	Total Exp. Pot. ('000's)	Total Exp. Pot. ('000's)		Annual Sales**	Sales Per Sq Ft	Annual Sales**	Sales Per Sq Ft	
Women's Apparel	\$129,418	\$140,211	4,500	\$1,687,500	\$375	\$1,777,500	\$395	Island Images, Gabriel's Closet, Freestyle Clothing or similar
Unisex Apparel	\$108,114	\$128,077	6,000	\$2,250,000	\$375	\$2,370,000	\$395	
Shoes & Accessories	\$50,698	\$105,047	1,500	\$450,000	\$300	\$487,500	\$325	
Total Apparel, Shoes & Accessories			12,000	\$4,387,500	\$366	\$4,635,000	\$386	East Coast Outdoors, Ocean Zone, Mad Dog or Salty Dogs Surf Shop, Renegade Classics Spikes Footwear (relo)
Specialty Food Stores	\$107,428	\$116,868	2,500	\$1,000,000	\$400	\$1,075,000	\$430	Vitamin Shoppe or GNC Famous Dave's, Chima or Rio's Brazilian Steakhouse, 5 and Diner, Cupcake Bakery, Heavenly Cheesecake (relo), local Burrito or Vegan restaurant
Restaurant W/Liquor	\$296,992	\$363,954	18,000	\$10,350,000	\$575	\$12,150,000	\$675	
Restaurant W/O Liquor	\$320,055	\$372,167	8,000	\$2,760,000	\$345	\$3,080,000	\$385	
Total Food & Restaurant			28,500	\$14,110,000	\$495	\$16,305,000	\$572	
Card / Gift Shops	\$84,429	\$117,855	6,500	\$2,112,500	\$325	\$2,275,000	\$350	Metalartz, Mystic Gifts, Critter Corner, Pink Petunia or similar
Florists	\$22,622	\$25,330	1,000	\$295,000	\$295	\$315,000	\$315	
Health and Beauty Store	\$111,486	\$125,066	5,500	\$2,337,500	\$425	\$2,612,500	\$475	Heavenly Skin
Sporting Goods Store	\$135,795	\$149,201	2,500	\$750,000	\$300	\$812,500	\$325	Knife Factory
Video / Entertainment	\$123,899	\$127,283	30,000	\$10,650,000	\$355	\$11,850,000	\$395	Extreme Kites
Total Other Retail			45,500	\$16,145,000	\$355	\$17,865,000	\$393	Dave & Busters or Lucky Strike
Total Recommended Retail			86,000	\$34,642,500	\$403	\$38,805,000	\$451	

** Sales stated in constant (2010) dollars - No adjustment has been made for potential inflation.



MARINA VILLAGE A WATER-RELATED DESTINATION

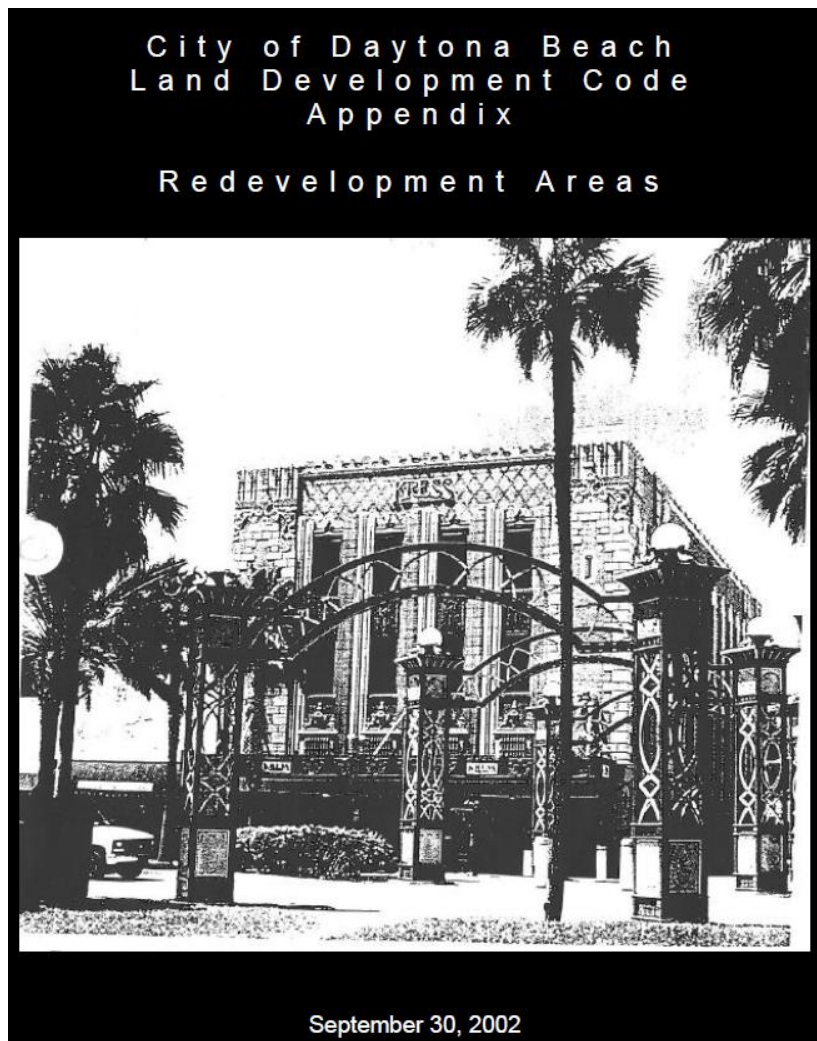
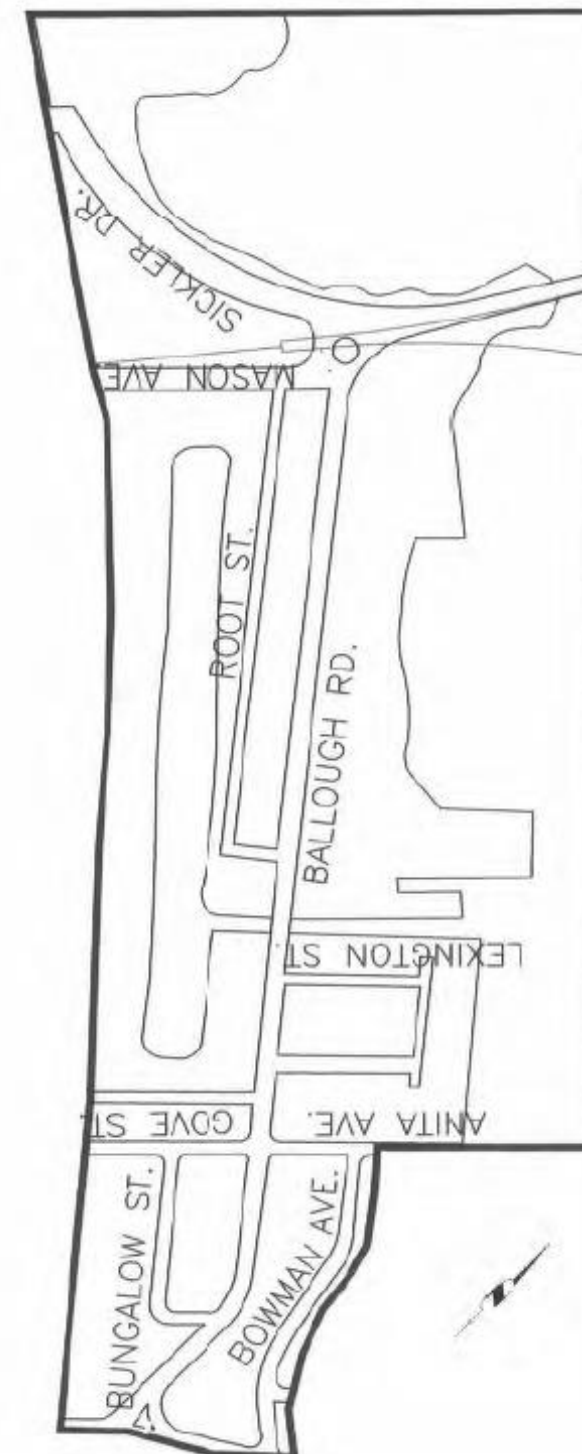


Redevelopment Areas Design Standards (September 30, 2002)

The current design standards governing the Daytona Beach portion of the district were adopted as an appendix to the City's Land Development Code 12 years ago and apply to all of the City's Redevelopment Areas. The appendix contains design guidelines, appearance standards for structures, sign standards and outlines permitting and enforcement procedures.

The City is in the process of updating the Land Development Code. Rather than an appendix, these requirements are incorporated in Article 6.13 Redevelopment Area Standards of the draft Land Development Code update.

Ballough Road Redevelopment Area Map



Design Guidelines for Redevelopment Areas

Residential Landscaping Standards For Redevelopment Areas

Appearance Standards for Structures In Redevelopment Areas

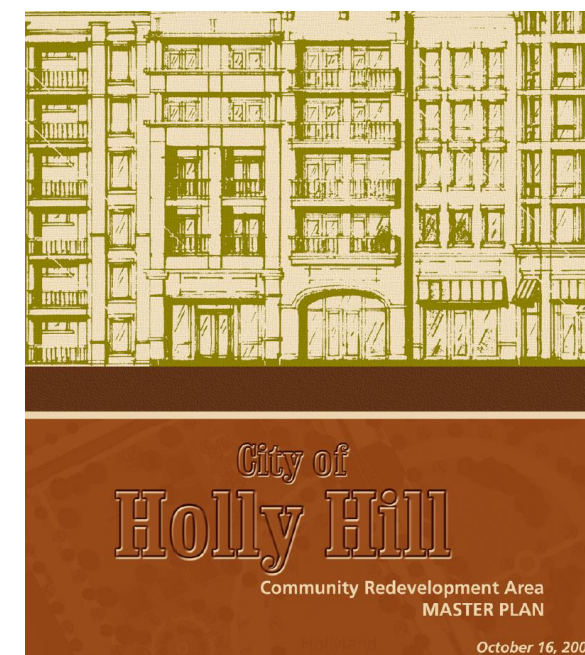
Sign Standards for Redevelopment Areas

Permitting and Enforcement Procedures in Redevelopment Areas

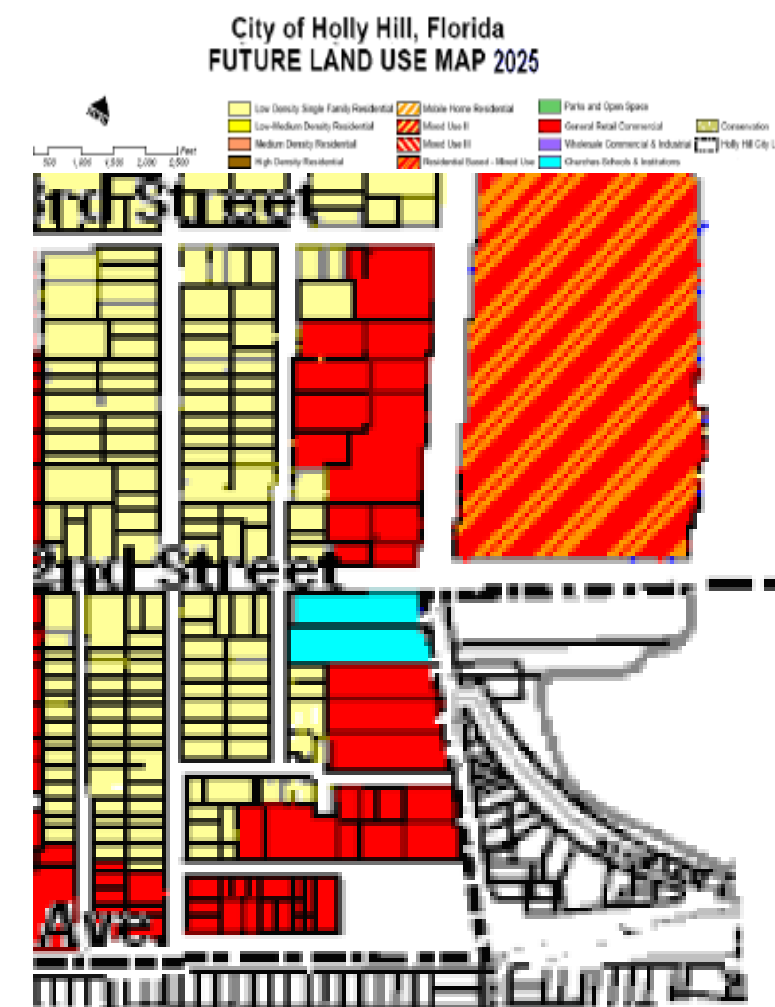
City of Holly Hill Community Redevelopment Area Master Plan (10/16/2007)

The Conceptual Master Plan (shown below) recommended the following improvements in this area: Provide a neighborhood commercial node along Riverside Drive, between 2nd Street and 3rd Street to complement the retail uses at Marina Grande and to connect to the historic district.

- Provide outdoor pedestrian activities (seating, cafes)
- Provide angle parking and pedestrian walkways in front of businesses
- Consolidate parking lots to provide cross-access
- Develop a streetscape uniform theme - 2nd Street, 3rd Street, Mason Avenue
 - Connect neighborhoods to mixed-use and commercial activities
 - Provide sidewalks, street lighting and street trees
- Create a walkable, pedestrian-friendly environment
- Underground Utilities
- Improve landscape screening to buffer adjacent residential
- Provide Welcome Sign & Landscaping at Gateways

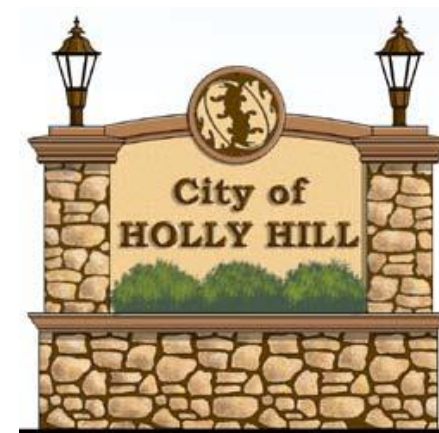


MAP 1: CITY OF HOLLY HILL FUTURE LAND USE MAP (2025 COMPREHENSIVE PLAN)



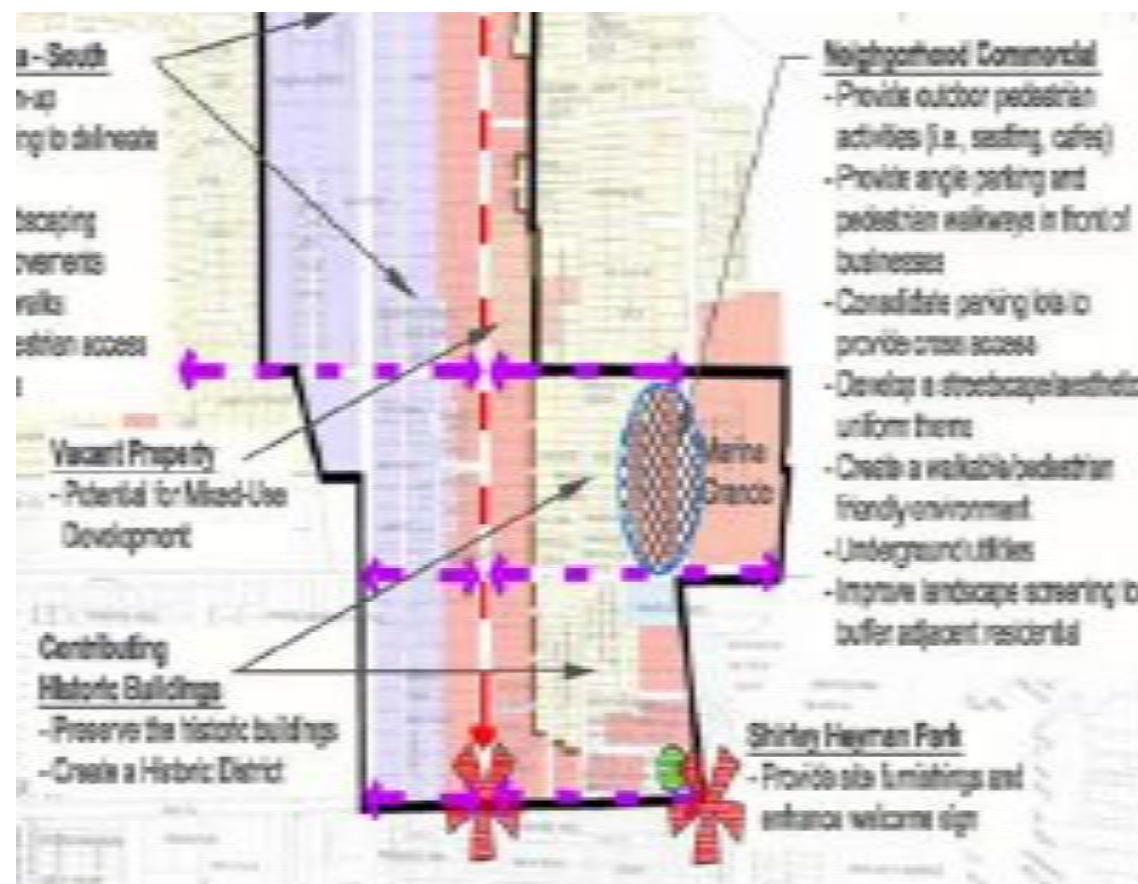
One of the top 5 priorities is to “Establish an identity through gateway/signage.”

The CRA Plan recommended the City incorporate the “Heritage” theme, which is a traditional-craftsman style theme consisting of coquina stones and archways, as shown in the signage example, below.



Future Land Use

The City of Holly Hill adopted future land use for the area from 3rd Street south and east of Burleigh is: General Retail Commercial (red), Mixed Use II (red stripe), Churches, Schools and Institutions (blue) and Low Density Single Family Residential (yellow).





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Coordination

Nine stakeholder, design team, and City meetings and two Redevelopment Advisory Board presentations were conducted on the Marina District over the course of 9 months. The following is a summary of the meetings:

Daytona Beach

- Boundary – entire CRA
- Future land use - Mixed use / outside dining / restaurants along canal. Residential.
- Regulatory Mechanism – City Manager’s coordinate on policy direction and major projects (public and private). Design guidelines will ensure consistency.
- Allow night time uses
- Boating connectivity to Manatee Island, City Park at SE corner of Main Street Bridge on east side of Halifax River
- Implementation – Will consider an Overlay District for design standards and uses, as opposed to rezoning.
- Look at raising Ballough Road bridge, not cul-de-sac. Pursue grant funding for raising bridge.
- San Antonio Riverwalk art district
- 30% commercial vacancy rates - challenge

Stakeholder

- Businesses that benefit the traveling boater are positive
- Provide additional parking
- Boardwalk around canal basin with boats parallel at lower level and restaurants, commercial, entertainment at higher level
- 30’ boats about maximum size for canal basin
- Issues with Nottingham Plan
 - Cul-de-sac Ballough at bridge/reduced traffic flow
 - High-rise buildings. Should be 4-6 stories maximum
- Scale development to roadway and parking capacity
- Dredging is needed every 10 years due to re-silting
- Rerouting Sickler helps a lot of things. Talked about a long time.

Holly Hill

- Boundary – Halifax River to Burleigh; 3rd Street to south City limits
- Intergovernmental Coordination - Design standards don’t have to be identical, just compatible. Common street furniture and landscaping.
- Regulatory Mechanism – City Manager’s coordinate on policy direction and major projects (public and private). Design guidelines will ensure consistency.
- Boat Hotel (“Boatique Hotel”) with slips (like Riverview Grill in New Smyrna Beach). On-site bike rental/loan.
- Future land use - Mixed use whole district
- Las Olas Boulevard type look



Canal Basin *noun*

an expanse of [waterway](#) alongside or at the end of a canal, and wider than the [canal](#), constructed to allow boats to moor or unload cargo without impeding the progress of other traffic, and to allow room for turning. Often associated with [wharves](#) around its perimeter to support commercial, recreational and residential users

Wharf *noun*

a structure used by boats and ships for taking on or landing cargo and passengers
-Merriam-Webster

Village *noun*

a settlement usually larger than a hamlet and smaller than a town.

Option #1: *BALLOUGH'S BASIN or ROOT BASIN*

Ballough's Basin reaches back to the history of the area – to Charles A. Ballough who built a homestead across the bridge on the beachside in 1885.

The canal is commonly referred to as Root Canal and Frank Root owned much of the property around the waterway, according to plats from 1916.

Option #2: *THE WHARF*

This option allows the district to have a very simple name that embodies a description and feeling of place - “The Wharf”.

Much like the Daytona Pier is referred to as “the Pier” and the Daytona Boardwalk is known as “the Boardwalk”, “the Wharf” can quickly develop into a destination of its own.

Option #3: *MARINA VILLAGE*

This option focuses on the waterfront aspects of the district, but the word village speaks to its quaint nature in a contained area of shops, residences and local water-related businesses and entertainment.

Another option is that the area could be called Marina Village and the area around the Canal named the Wharf. As such, you could have names such as:

- Orange Isle at Marina Village (existing)
- The Market at Marina Village (existing)
- The Wharf at Marina Village (proposed)

Visual Themes

In addition to the name, three optional visual themes were developed: Wharf, Caribbean and Contemporary. Architectural examples, as well as a complementary palette of furnishings were developed for each theme. Once a name and a theme are chosen, they can be consistently applied throughout the destination to create a seamless place.

Wharf

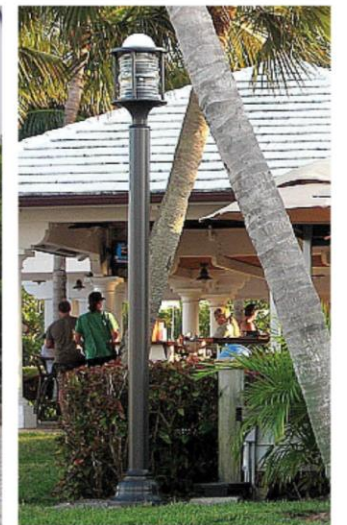
The visual cues are taken from fishing villages in Cape Cod and old wharves in California like San Francisco's Fisherman's Wharf and Santa Barbara's Stearns Wharf. The feeling is rustic – wood and metal abounds. It could be rustic and old Florida, similar to Cedar Key on the west coast of Florida, or like Harbourtown Marina in Hilton Head.

Caribbean

This theme has an island / Caribbean flair. Caribbean Jack's or Outriggers in New Smyrna Beach are examples of this style of architecture, as is Paradise Island in the Bahamas.

Contemporary

Contemporary has a more modern feeling. The MG on the Halifax is an example of this architectural style. There are more squared edges, lines and angles.



FURNISHING SUGGESTIONS



photo references:
 Cape Coral Marina
 Cape Coral, Florida
 Marina Village at Atlantis
 Paradise Island, Bahamas
 Outriggers
 New Smyrna Beach, Florida

CARIBBEAN



FURNISHING SUGGESTIONS



photo references:

- Harbourtown Marina
- Hilton Head, South Carolina
- South Beach Marina
- Hilton Head, South Carolina
- Ketchikan Waterfront
- Ketchikan, Alaska
- Steamers Wharf
- Queensland, New Zealand
- Wharf at Cedar Key
- Cedar Key, Florida

WHARF



MARINA VILLAGE A WATER-RELATED DESTINATION



FURNISHING SUGGESTIONS

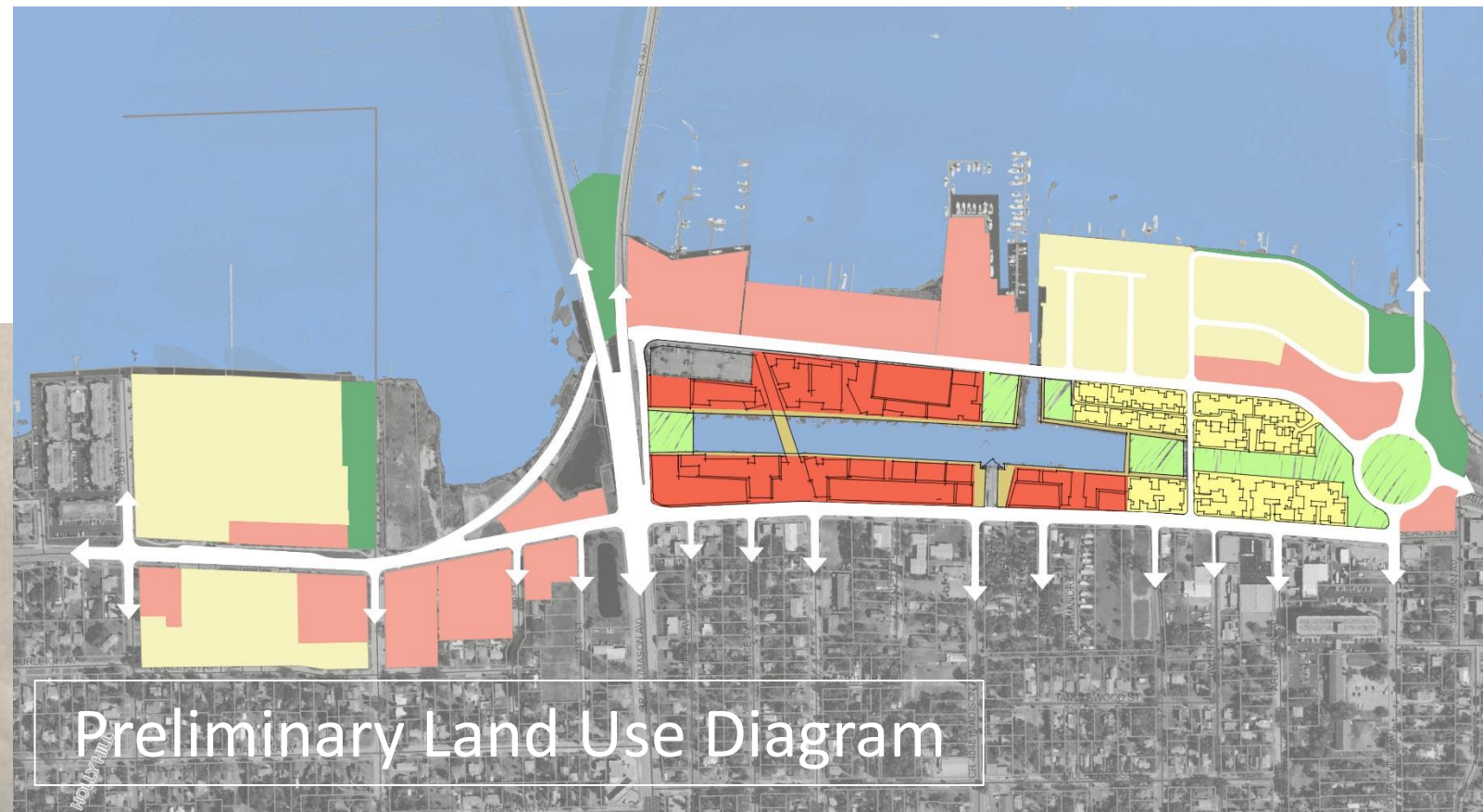
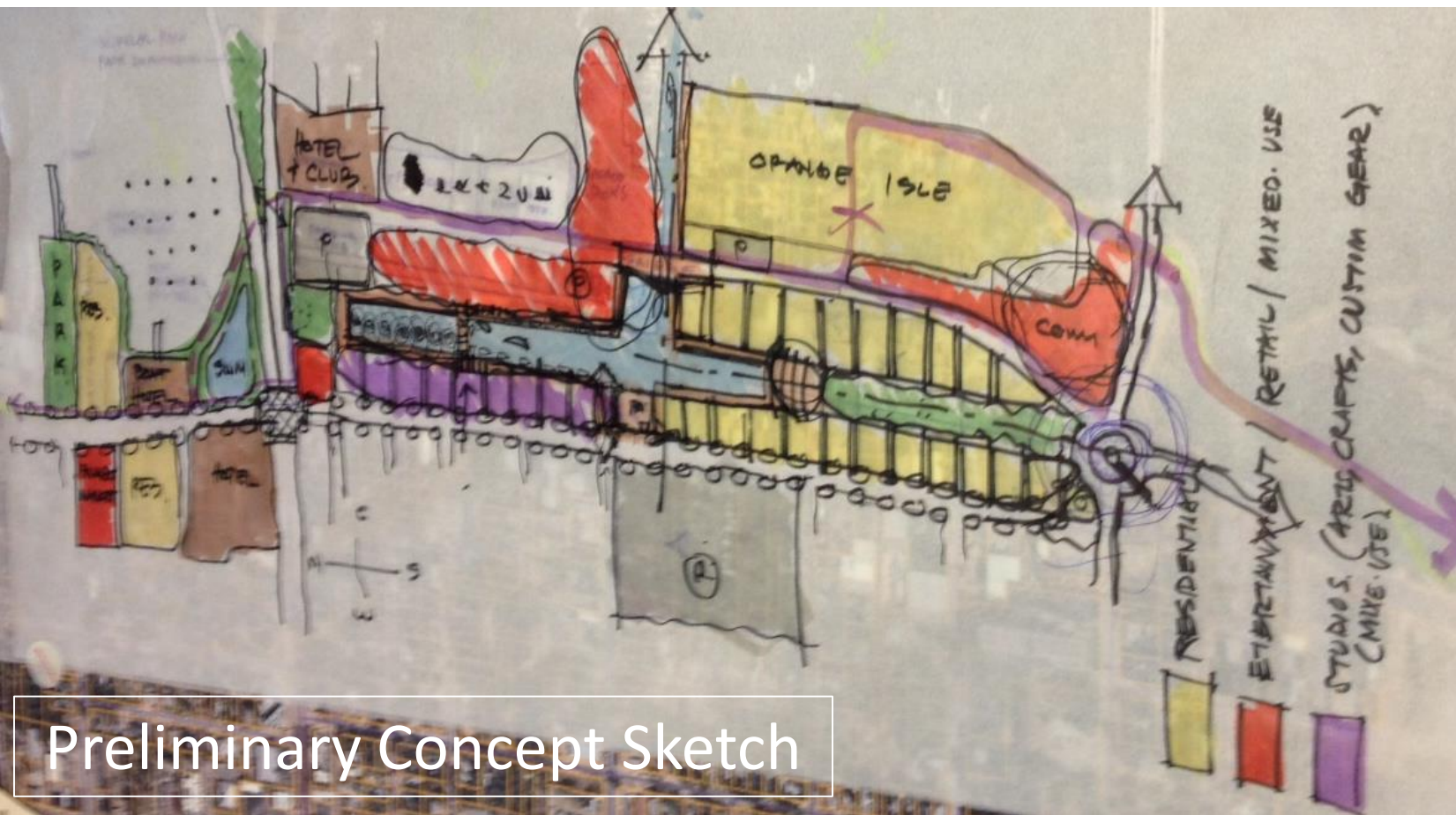


photo references:
Liberty Wharf
Boston Massachusetts
Assorted

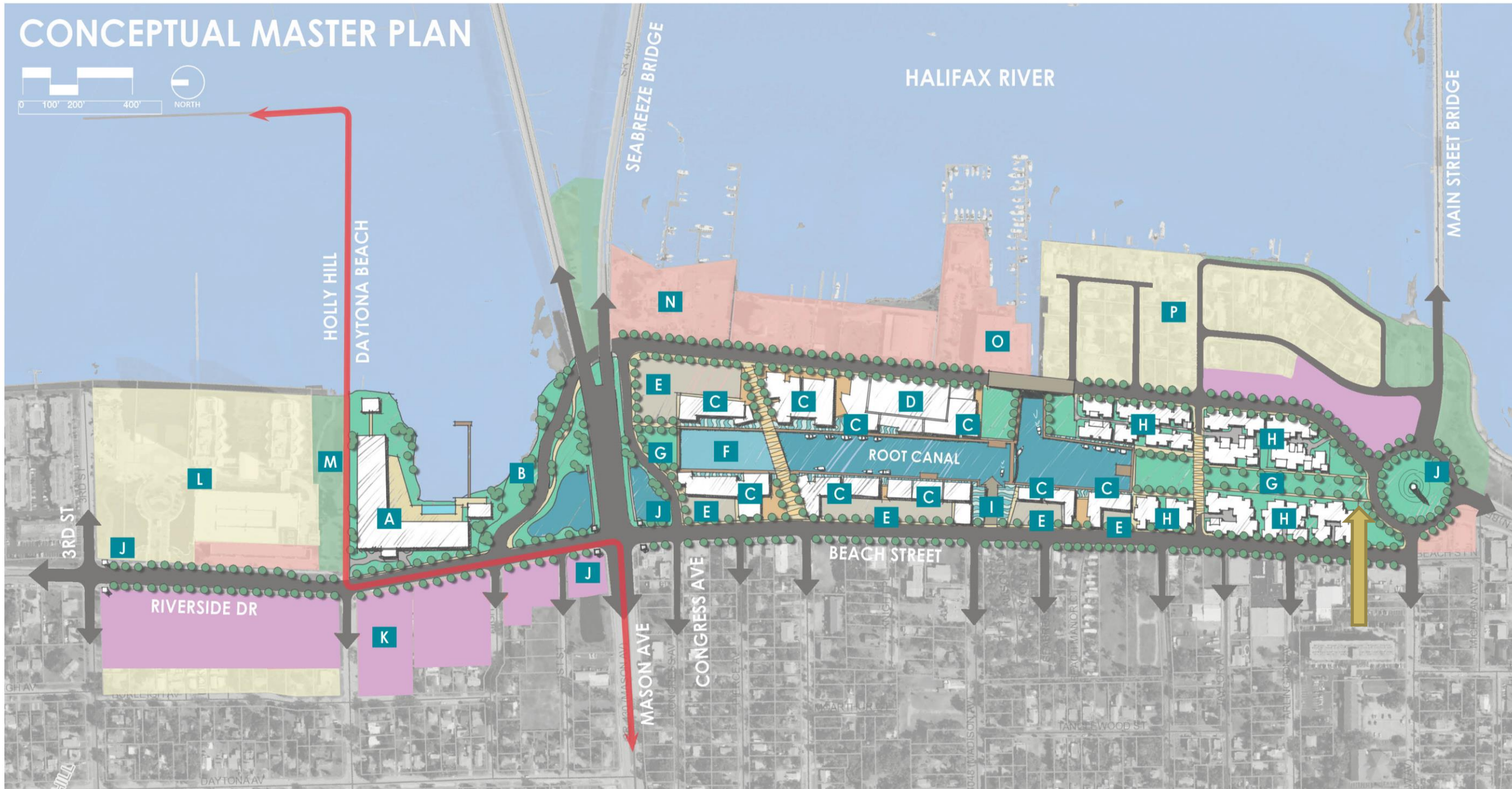
CONTEMPORARY

The concept went through numerous iterations with input from stakeholders to inform how the vision for the area might be realized. Each of the following are key destinations within the Village:

- A. Orange Isle
- B. Linear Park south of Canal Basin
- C. The Wharf
- D. Gateways
- E. Existing Anchors
- F. Parks, Streetscapes and Public Improvements
- G. Commercial Node in Holly Hill



The idea is to create an area focused on the waterfront, catering to water-related uses and users. This would establish a unique destination with a nautical Florida feel. A place where boaters, fisherman and enthusiasts can gather. The bridge over the canal at Ballough Road would be raised, allowing boating access to and from the Halifax River, making the basin waterfront much more of an asset. This area would be known as THE WHARF at Marina Village, or simply THE WHARF.



LEGEND

EXISTING USE: RESIDENTIAL	
EXISTING USE: GENERAL COMM.	
FUTURE USE: MIXED-USE	
HOTEL	
SICKLER PARK EXTENSION	
ENTERTAINMENT/DINING/RETAIL	
PARKING GARAGE	
SURFACE PARKING	
FOUNTAIN FEATURE	
PARK/OPEN SPACE	
MULTI-FAMILY RESIDENTIAL	
BOAT RAMP	
GATEWAY FEATURE	
HISTORIC FARMER'S MARKET	
MG ON THE HALIFAX	
RIVERSIDE PARK	
SUNSET HARBOT YACHT CLUB	
CARIBBEAN JACK'S	
ORANGE ISLE	

This is a place where residential neighborhoods reflect pride of ownership.

The southern end of the canal basin opens to a 1,000' long linear park, creating additional views and public access to the water and creating an amenity for the residential uses envisioned as bordering it.

Existing anchors (MG on the Halifax, Sunset Harbor, White River Development, Caribbean Jacks and Loggerhead Marina) remain, ideally expanding as the synergistic effect of the area redevelopment takes hold.



The area around the canal basin – ie, **the Wharf** – would consist of a mix of primarily local and regional retail, service and entertainment uses with a water-related theme. Boat shows, seafood festivals, virtual fishing entertainment, seafood markets, local craftsmen and businesses catering to boating are the types of uses envisioned here.

A commercial node is envisioned on both sides of Riverside Drive, north of Mason Avenue, consistent with the City's CRA Master Plan.

Streetscapes are envisioned for 3rd Street, 2nd Street, Riverside Drive, Beach Street and Ballough Road, consistent with the theme of the area. High quality materials and attention to detail will be important to ensure these public spaces connect and create a sense of place. Pedestrian and bicycle movement and transit stops will be incorporated in the street design, giving appropriate attention to each.



MARINA VILLAGE *A WATER-RELATED DESTINATION*



The purpose of these recommended standards is to provide a flexible design framework for creating diverse and high quality commercial, residential and mixed use construction projects in the Marina Village. They are meant to shape the form of the area, paying particular attention to site design, building form and character. The Guidelines present a clear set of objectives for improving pedestrian areas and improving the quality and diversity of building designs as defined by the intention statements.

These Guidelines do not set a particular style of architecture or design theme, since a theme needs to be chosen and adopted by both Holly Hill and Daytona Beach. The Guidelines establish a greater sense of quality, unity, and conformance between the public and private spaces. The Design Guidelines will work with improvements to streets and parks and the development of new public facilities to create a dynamic setting for civic activities and private development.

It is important to note that these Guidelines are not intended to slow or restrict development, but are intended to add consistency and predictability. Further discussion and analysis of these guidelines should take place before adoption and they should be revisiting after adoption to confirm they are achieving the desired result.



Height, bulk and scale relates to the size of buildings and their relationship to surrounding properties. Architectural design, choice of construction materials, and how the built form sits within the context of its surroundings influence the sense of place. A well designed building should be welcoming, add human interest, and allow opportunities for meaningful social interaction.

INTENT – Projects should be compatible with the scale of development anticipated by the land use policies and zoning for the area and should be sited and designed to provide a sensitive transition to nearby residential neighborhoods. Projects on zone edges should be developed in a manner that creates a step in perceived height, bulk and scale between the anticipated development potential of the adjacent zones.

Guidelines

- Address both the pedestrian and auto experience through building placement, scale and details.
- Relate proportions of buildings to the width and scale of the street.
- Consider using architectural features to reduce building scale such as:
 - landscaping;
 - trellis;
 - complementary materials;
 - detailing; and
 - accent trim.
- Articulate the building facades vertically or horizontally in intervals that relate to the existing structures or existing pattern of development in the vicinity. Articulation can be accomplished in several ways, including:
 - Modulation—the stepping back or projection of a portion of the façade;
 - Including significant building elements such as balconies, porches, canopies, entry areas, etc. that visually break up the façade;
 - Building focal points that include distinctive entry features;
 - Changing the roofline; and
 - Changing materials.
- Building mass should be broken into distinct but related sections that reflect the desired small scale character of the Marina District. This can be achieved through changes in building height and setbacks, materials, coloring, and architectural detailing. Street-front facades are discouraged to extend beyond 60' without this architectural consideration.
- Several strategies for building modulation are preferred:
 - Bay windows, if consistent with the building's architectural vocabulary, are encouraged on street-facing façades.
 - Using a variety of modulation methods helps avoid monotony along the street frontage.



Pedestrian-Scaled Development

Designing buildings and related site improvements for pedestrians is fundamental for creating an environment that encourages walking, biking and transit use. Pedestrian facilities and amenities provide a variety of areas to accommodate shoppers, residents, employees and visitors.

OPEN SPACES & ENTRANCES - Design projects to attract pedestrians to the commercial core/key destinations of the Marina Village. Convenient and attractive access to the development's and/or building's entry should be provided. To ensure comfort and security, paths and entry areas should be sufficiently lighted and entry areas should be protected from the weather. Opportunities to create lively, pedestrian-oriented open space should be considered.

Guidelines

- New developments are encouraged to provide features that enhance the public realm, i.e. the transition zone between private property and the public right of way.
 - curb bump outs at crosswalks
 - pedestrian-oriented street lighting
 - street furniture

BLANK WALLS – To reduce the visual impact of blank walls by providing visual interest. Although blank walls are generally not encouraged along public streets and pedestrian ways, there may be a few occasions in which they are necessary for functional purposes. 1.) Special treatment for blank walls longer than 20 feet that are visible from pedestrian walkways and parking areas shall be provided. 2.) Incorporate methods to soften the appearance of blank walls that face pedestrian walkways and parking areas.

Guidelines

- A vertical trellis in front of the wall with climbing vines or plant materials.
- A planting bed or raised planter in front of the wall and established plant materials that will obscure or screen a significant portion of the wall's surface within three years.
- Artwork (a mosaic, mural, sculptural relief, etc.) over a significant portion of the blank wall surface.
- A change of materials or texture in the wall and/or accent with architectural details.
- Other methods that meet the intent of these guidelines.

VISUAL IMPACT OF PARKING STRUCTURES INTENT - Parking structures should be designed and sited in a manner that enhances pedestrian access and circulation from the parking area to retail uses. The design of parking structures/areas adjacent to the public realm (sidewalks, alley) should improve the safety and appearance of parking uses in relation to the pedestrian environment.

- Parking structures should include active uses such as retail or other appropriate uses at the ground level along the street frontage.
- Parking structures should be architecturally consistent with exterior architectural elements of the primary structure, including roof lines, façade design, articulation modulation and finish materials. Visually integrate parking structures with adjacent buildings when they exhibit an appropriate level of architectural quality.
- The parking portion of a structure should be compatible with the rest of the building and the surrounding streetscape. Where appropriate, consider the following:
 - Integrate the parking structure with building's overall design.
 - Provide a cornice, frieze, canopy, overhang, trellis or other device to “cap” the parking portion of the structure.
 - Incorporate architectural elements into the facade.



Pedestrian-Scaled Development

BUFFERS AND SCREENING INTENT - The visual impacts of service areas such as loading docks, trash and recycling collection points, and utility maintenance areas should be minimized through site design, landscaping and screening, while ensuring continued, efficient access.

Guidelines

- Service areas include, but are not limited to, trash dumpsters, compactors, ground level mechanical equipment, utility vaults, loading zones, outdoor storage areas, trash and recycling areas, and other intrusive site features.
- Locate service areas so that negative visual and auditory (noise) impacts on the street and adjacent properties are minimized.
- Avoid siting utility equipment where it displaces significant landscaping, or where servicing the equipment would damage landscaping. Provide access to equipment.
- Screening enclosures, walls and fences shall be architecturally integrated with the development’s architecture.
- Provide sufficient landscaped screening around service areas, integrating landscaping with other site and adjacent public landscaping, where possible. However, do not create security hazards by providing a blind spot or hiding area.

PERSONAL SAFETY AND SECURITY INTENT - Reduce crime through design and create a feeling of security and safety through increased activity at street level through building design and improved pedestrian and gathering areas. Project design should consider opportunities for enhancing personal safety and security.

Guidelines

- Enhance public safety throughout the area to foster 18-hour public activity. Methods to consider are:
 - enhanced pedestrian and street lighting;
 - well-designed public spaces that are defensively designed with clear sight lines and opportunities for eyes on the street;
- Effective lighting systems provide needed visibility for storefronts, drawing attention to key functional or aesthetic elements such as doorways, windows, signage, sidewalks, or architectural details. Strategic lighting can also deter criminals and increase the perception of safety for passing customers.
- There are several different kinds of lighting: entranceway lighting, sign lighting, merchandise storefront lighting, energy-saving night lighting, decorative detail lighting, and general area lighting. Each lighting type performs a different job and should attract attention to what it illuminates, not to the light fixture or bulb.



Pedestrian-Scaled Development

INTENT– New development/redevelopment should be sited and designed to encourage pedestrian activity. Sidewalks are the principal place of pedestrian movement and casual social interaction. Designs and uses should complement this function and encourage gathering.

Guidelines

- *Outdoor Dining.* Consider setting *portions* of the building back to create spaces at street level for pedestrian-oriented activities. Take the “indoors” outdoors by spilling interior space (e.g. dining areas, merchandise displays) onto plazas and walkways and bring the “outdoors” into the building by opening interior spaces to sunlight and views of sidewalk activity. Outdoor eating and drinking opportunities are encouraged along street-level building facades. This applies to THE WHARF and the Holly Hill Commercial Node – The Shops at Marina Village.
- *Individualized Storefronts.* A diversity of scale and appearance of storefronts contributes to the success and vitality of the businesses. The Village encourages opportunities for individual retail businesses to personalize or modify their storefronts. Such modifications could include:
 - awning or canopy design;
 - sign design;
 - window design; and
 - street-level building surface materials.
- *Street level transparency.* Transparency in street level facades of commercial and civic buildings is to provide for interaction between people in the interior of a building and people near the exterior of a building - particularly on the sidewalk - through a direct visual connection. The following less desirable design treatments are discouraged:
 - windowless walls;
 - mirrored or non-transparent glass or glass block;
 - display cases;
 - narrow windows not meeting the intent above;
 - windows located above waist level to persons outside the building on the sidewalk;
 - windows into areas that are too small, shallow, or narrow to support normal human activity (e.g. the back of a tall display case, a narrow hallway); and
 - any interior wall, equipment, or functional layout that hampers the intent of transparency stated above.
- Create graceful transitions at the streetscape level between the public and private uses.
- Reinforce pedestrian connections both within the Village and to adjacent neighborhoods.
- Reinforce retail concentrations with compatible spaces that encourage pedestrian activity.
- Create businesses and community activity clusters through co-location of retail and pedestrian uses as well as other high pedestrian traffic opportunities.
- Design for a network of safe and well-lit connections to encourage human activity and link existing high activity areas



Parking

Shared Parking - General parking lots and/or on-street parking that is available for patrons of Marina Village should be provided, particularly in the Neighborhood Commercial node in Holly Hill and the Wharf area in Daytona Beach. This principle is already in use at the Holly Hill Market, where the multi-use building shares parking. The typical on-site parking requirements, where each use must provide a minimum amount of parking on-site, can result in:

- Less efficient land usage (especially on small lots and high value lots, ie, waterfront, etc.)
- Lower floor to site area ratios (less compact development)
- More environmental/water quality impacts
- Longer vehicle trips / more time spent in cars

Excessive on-site parking encourages people to drive from one destination to another, or simply to a single destination and then back home, or wherever they came from. The intent of shared parking for the district is to park once and make all other trips on foot. A 400' walk from parking to the destination indicates a level of service of A and a 1200' distance indicates a level of service of C. Much of the walking in the Marina Village would be outdoors, but should have adequate shade, security and comfort throughout.

Shared parking is most effective when land uses have significantly different peak parking characteristics that vary by time of day, day of week, and/or season of the year. In these situations, shared parking strategies will result in fewer total parking spaces needed when compared to the total number of spaces needed for each land use or business separately. Land uses often used in specific shared parking arrangements include office, restaurants, retail, colleges, churches, cinemas, and special events. Shared parking is often inherent in mixed-use developments, which include one or more businesses that are complementary, ancillary, or support other activities.

Bicycle Parking - Bike Parking / Bicycle Racks should be provided at all key destinations in the Marina Village. In the event that either Holly Hill or Daytona beach considers a bike sharing program, at least one bike-sharing facility should be located in the Village.



Parking

INTENT - Siting should minimize the impact of automobile parking and driveways on the pedestrian environment, adjacent properties and pedestrian safety.

Guidelines

- Parking on a commercial street front should be minimized and where possible should be located behind a building.
- Site and design driveways to minimize conflicts between vehicles and pedestrians. Minimize the number of curb cuts and width of driveways and curb cuts along these streets.
- Install contrasting paving materials or colors to distinguish between pedestrian and vehicle circulation areas, especially at crosswalks and driveways.
- Provide additional lighting at pedestrian crossings and where security is a concern.
- Ensure that landscaping where vehicle and pedestrian movements intersect does not block pedestrians' and drivers' views.
- Separate service vehicle access and loading zones from pedestrian areas where possible.
- Use on-site directional signs to clearly mark vehicular routes.
- Use raised walkways, bollards, wheel stops, and/or landscaping to physically separate vehicles and pedestrians.
- Minimize the number of access points to the site by:
 - Using shared driveways and/or shared parking facilities with neighboring properties, and
 - Sharing access drives and circulation routes between customers, employees and service traffic, where possible.
- Parking lots should be located behind buildings or in the interior of a block. Large parking lots should be visually and functionally segmented into smaller areas with planted medians, walkways, lighting, etc.
- Consider placing retail at the ground level of a parking structure along the primary facade, where appropriate. Parking structure facades should be treated with high quality materials and given vertical articulation and emphasis similar to the principal structure. The facade should be designed to visually screen cars.
- Pedestrian entries should be clearly visible and architecturally expressed on the exterior of the building.
- Off-street bicycle rack parking and on-site storage areas.
- Consider amenities for pedestrian and pets.
- Creatively designed, clean and functional alleys should provide for vehicular access and pedestrian linkages. Lighting shall be provided for pedestrian safety and visibility.



Landscaping

An important aspect of a pedestrian-oriented district is its physical setting. Natural features of a place are key to residents’ and visitors’ perception. This section includes guidelines for new landscaping as well as the maintenance and protection of existing natural features. Landscape design is intended to:

- Ensure that private landscaping reinforces, complements and enhances public streetscape improvements.
- Provide high quality materials and design in both public and private spaces that consider the environment and long-term maintenance.
- Reinforce the positive visual elements of the Marina District.
- Ensure that landscape design is an integral part of overall site design and reinforces site functions.
- Use landscape design to support the economic revitalization of the Marina District.
- Use landscape design to soften the transition between different land uses.
- Ensure that landscape design does not compromise site safety.
- Achieve greater continuity and transition between public streetscape and the private landscape design so that the two appear unified.
- Augment the visual impact of plantings in public spaces.
- Improve the pedestrian environment.

A comprehensive landscape concept will:

- a) Take advantage of views of the landscaping from inside the building.
- b) Enhance the building itself, as viewed from within the site and adjacent public streets.
- c) Organize, enhance and link the different spaces and activities on the site.
- d) Reinforce the streetscape design, and provide a pleasant transition to the site.
- e) Improve the appearance of parking and vehicular areas.
- f) Screen, soften and frame views.

INTENT – Private landscaping should reinforce the character of neighboring properties and abutting streetscape and the positive visual elements of the Marina Village.

Guidelines

- Integrate themes into publicly accessible areas of a building and landscape that evoke a sense of place related to the uses of the area.
- Properties at key pedestrian connections (adjacent to a pedestrian gateway, entrance to a key destination, or neighborhood access), should enhance and connect seamlessly.
- The landscape design should take advantage of special conditions such as waterfront access, park and trail connections, view corridors, or existing significant trees.
- Use plant selection and design to highlight significant site and architectural features and provide definition between public and private spaces.
- The landscape design should organize the various spaces and plantings on the site, and movement through the site to link the different spaces and activities. Indicate the character of these ‘rooms’ as determined by the spatial qualities, plant selection and design, and the activities that occur there.



Vehicular Access and Gateways

The proposed roundabout at Main Street provides a gateway to the area, with a vertical architectural feature, such as a fountain, statue or nautical artifact. This is where vehicles approaching from the south get their first glimpse into the destination. From the north, gateway features are proposed at 3rd Street and at the northwest and southeast corners of Mason Avenue and Riverside Drive. Vehicular access from the east is obtained from the Seabreeze and Main Street Bridges, with the aforementioned proposed gateways. Vehicular access from the west is from several smaller streets. 2nd Street and 3rd Street would be landscaped with street trees, lighting and sidewalks, consistent with the Holly Hill CRA Plan.

South of Mason Avenue, several surface parking lots are provided in the area around the canal basin. The City-owned lot next to the Holly Hill Market provides parking north of Mason Avenue. The idea is to have shared parking and get people out of their cars as soon as they arrive, enjoying the public amenities, entertainment and retail in this fully walkable destination.

Pedestrian and Bicycle Access and Linkages

The major pedestrian and vehicular access to and through area is the Halifax River Trail – a portion of the East Coast Greenway Trail which goes from Key West to Maine. The Trail would be improved to a minimum of 12’ and coexist with a linear public space running north and south through the area. It would follow the Pat Northey Trail along Riverside Drive on the north and would continue past the envisioned “boatique” (vs. boutique) hotel into the *expanded* Sickler Park (Trailhead).

The Trail would continue along the canal basin through the Wharf area -with opportunities for shopping, dining and entertainment- into the envisioned linear park to the south and continue through Riverfront Park. The Trail would connect Riverside Park, Sickler Park, Canal Basin Park and Riverfront Park in a distance of less than a mile.

Linkages and access to each destination in the district – such as a good crossing of Riverside Drive and access to the Holly Hill Market – are also envisioned, as are pedestrian and bicycle linkages to and from the neighborhoods to the west and east.

Boat Access

The area around the Canal Basin – the Wharf – would only be accessible by pedestrians/bicyclists and boats. Boats could access the basin from the Halifax River and from the envisioned public boat ramp at the terminus of Madison Avenue.



Signage

Signs make a strong first impression. Signs should clearly and effectively communicate the name and identity of the business using no more than four to seven words.

INTENT– Design signs that are creative, engaging and appropriate for the pedestrian scale and character that is envisioned for the Marina Village. The signage concept for the Marina Village includes a hierarchy of elements based on use and function such as:

- Site signage for gateways, key destinations, wayfinding, and reinforcement of Marina Village identity
- Building signage for addressing and landmarking
- Tenant signage to encourage expressive individualization

Guidelines

- Signage should be designed to complement the architectural concept of the building in scale, detailing, use of color and materials, and placement. Suggestions:
 - Provide for sign locations in the building design process
 - Locate wall signs on specific architectural elements, such as a canopy or fascia
 - Avoid obscuring important design features on building facades with signs
 - Coordinate color schemes or architectural details on signs, such as moldings, with the architectural scheme
 - Emphasize special building features, such as an entry or display window, with properly scaled signage
- Signage should reflect the pedestrian scale of the neighborhood, add interest to the street level environment, and reduce visual clutter.
- Signs direct users to a site and within the site and users are typically either driving, bicycling or walking. Three-inch-high letters can be read at 120 feet and six-inch letters can be read at 300 feet. Pedestrian-oriented signs are most effective when located at a height no higher than 15 feet from the ground.
- Specific preferences include:
 - Blade signs attached to a building façade
 - Creative, detailed, artistic and unique signage
 - Signs with lighting attached (e.g., drop lights over a sign)
- Non-conforming signs should be phased out when properties redevelop or a business use changes.



Example of a Blade Sign



Architectural

Special elements in a building façade create a distinct character. A building should incorporate special features that enhance its character and surroundings, providing a better defined “human scale.” Requirements for specific architectural features should be avoided and variety encouraged. Building designs should incorporate one or more of the following architectural elements: arcade, balcony, bay window, roof deck, trellis, landscaping, awning, cornice, frieze, art concept, or courtyard. The following guidelines address architectural elements and materials as they relate to architectural context, concept and consistency, human scale, exterior finish materials and structured parking entrances.

CONTEXT INTENT - New buildings proposed for the Marina village complement neighboring buildings with well-defined architectural character and siting patterns.

Guidelines

- Support the existing scale of the neighborhood with a mix of building styles.
- Re-use and preserve important buildings and landmarks such as the historic Holly Hill Market.
- Encourage incorporating iconic features, signs and vintage advertising on buildings where appropriate.

CONSISTENCY INTENT – Building design elements, details and massing should create a well proportioned and unified building form and exhibit an overall architectural concept. Buildings should exhibit form and features identifying the functions within the building. In general, the roof line or top of the structure should be clearly distinguished from its facade walls.

Guidelines

- The architectural form, elements and details of a project should be organized to express the building's function(s), orientation, and relationship to the site and surrounding area. A strong architectural concept will indicate this organizational scheme, and convey the project's architectural character, or the style or character of the development.
- Views from outside the area as well as from within the Village should be considered, and elements should be organized for positive view impacts.

HUMAN SCALE INTENT – The design of new buildings should incorporate at least two architectural features, elements and details to achieve a good human scale.

Guidelines

- Design buildings when possible to encourage multi-tenant occupancy and walk-in traffic at the street level.
- Generous use of street-level windows and entrances to animate the street.
- Use façade treatments and changes in materials to distinguish the ground level of building from the upper levels, especially where a building orients to the street and/or defines public space.
- Establish a rhythm of vertical and horizontal elements along the street-level façade. For instance, the regular cadence of display windows and shop entrances enhances the pedestrian experience.
- Facades should contain elements that enhance pedestrian comfort and orientation while presenting features with visual interest that invite activity.
- Overhead weather protection should be functional and appropriately scaled, as defined by the height and depth of the weather protection. It should be viewed as an architectural amenity, and therefore contribute positively to the design of the building with appropriate proportions and character.



Architectural

EXTERIOR FINISH INTENT - Building exteriors should be constructed of durable and maintainable materials that are attractive even when viewed up close. Materials that have texture, pattern, or lend themselves to a high quality of detailing are encouraged.

Guidelines

- Consider each building as a high-quality, long-term addition to the Marina Village; exterior design and building materials should exhibit permanence and quality appropriate to an urban setting. A well-built structure contributes to a more pleasant and humane built environment.
- Employ especially durable and high-quality materials at the street level, minimize maintenance concerns, and extend the life of the building. These materials should be applied at a scale appropriate for pedestrian use.
- Use materials, colors and details to unify a building's appearance on all sides.
- Design architectural features that are an integral part of the building. Avoid ornamentation and features that appear "tacked-on" or artificially thin.
- New buildings should emphasize durable, attractive, and well-detailed finish materials, including:
 - Brick (especially appropriate).
 - Concrete (if it features architecturally treated texture or color, other - - refined detailing, and/or complementary materials).
 - Cast stone, natural stone, tile.
 - Stucco and stucco-like panels, if they feature an even surface and properly trimmed joints and edging around doors and windows and are detailed and finished to avoid water staining and envelope failure.
 - Overhangs and protective trim are encouraged to increase weather resistance.
 - Art tile or other decorative wall details.
 - Wood, especially appropriate for residential structures and upper stories of commercial and mixed-use buildings.
- Fencing adjacent to the sidewalk should be sited and designed in an attractive and pedestrian oriented manner.
- Awnings made of translucent material may be backlit, but should not overpower neighboring light schemes.
- Lights, which direct light downward, mounted from the awning frame are acceptable. Lights that shine from the exterior down on the awning are acceptable.
- Light standards should be compatible with other site design and building elements.



Neighborhood Compatibility

The Marina Village is intended to redevelop in a way that protects and revitalizes the surrounding neighborhoods. It should be a destination that is used by the residents in the neighborhoods located within the Village and surrounding it.

OUTDOOR ACTIVITIES INTENT – Outdoor activities are encouraged within the Village to provide vitality and to draw people in, but are not intended to have a negative impact on residential uses.

Guidelines

- Activities that could be considered incompatible with residential uses should occur on the interior of the Wharf, and in the commercial node, buffering existing neighborhoods with buildings and separation.
- Entertainment – indoor and outdoor will be governed by specific hours of operation, advertising, and signage
 - Outdoor Display Areas are encouraged and will be designed to provide a positive visual impact.
 - Outdoor Seating is encouraged in the form of knee walls around landscape areas, fountains, movable chairs and the like. The seating should be functional, consider safety and security and provide seamless connections from public and private spaces.
- Lighting should be provided to minimize glare and impact on residential areas.



- I. Create a Sense of Place – City Actions
 - A. Adopt a District Name
 - B. Adopt & Implement a Design Theme
 - 1. to be used in future streetscape / public park / public space design
 - 2. to be used in design of private property redevelopment
 - 3. to be incorporated in design regulations
 - C. Name / Rename Streets & Public Spaces to create seamless destination of actions and activities
 - D. Develop and Adopt Design Standards / Regulations
 - 1. Implement adopted theme and ensure connectivity of public spaces
 - 2. Develop Design Standards as provided in the outline herein
- II. Plan, design, manage and program public spaces consistent with the Vision
 - A. Determine and establish management mechanism to promote and program events and festivals
 - 1. Land-owners association
 - 2. Private organization
 - 3. Non-profit organization
 - B. Consider night time activities
 - C. Incorporate the Power of 10
 - 1. Offer at least 10 things to do or 10 reasons to be there, such as: places to sit, playgrounds to enjoy, art to touch, music to hear, food to eat, history to experience, fish to catch, birds to watch
 - 2. People to meet at each activity – involve groups and organizations
 - 3. Activities unique to Marina Village - interesting enough to keep people coming back
- III. Determine flood abatement mechanism(s) along Riverside Drive
 - A. Create a Master Stormwater Plan for the Village
 - B. Work with FDOT to resolve
 - C. Pursue other funding opportunities / partners
- IV. Develop Strategic Action Plans for Each Sub-Area of the District
 - A. Orange Isle
 - B. Linear Park south of Canal Basin
 - C. The Wharf
 - D. Existing Anchors
 - E. Gateways
 - F. Parks, Streetscapes and Public Improvements
 - G. District Management Structure
 - H. Commercial Node in Holly Hill
- V. Develop District-wide Strategic Plan
 - A. Management Structure
 - B. Marketing of area - uncaptured boaters
 - C. Programming & Promoting events and festivals
 - D. Maintenance
 - E. Tie incentives to on-going participation
- VI. Seek out Opportunities to Partner
 - A. Utilize local resources, such as SBDC, Team Volusia, etc.
 - i. Work with business owners on initial pro-formas and on-going monitoring/ reporting
 - ii. Assist with plan to attract nautical businesses
 - iii. Determine qualities of sustainable businesses
 - iv. Locate businesses with local commitment
 - B. City participation in pursuit of grants and innovative funding for the area.
- VII. Create and Implement Performance-based Incentives
 - A. Serve as a catalyst to desired redevelopment

Daytona Beach News Journal

River Of Dreams

Daytona, Holly Hill explore possibility of marina district

By [Eileen Zaffiro-Kean](#)

Published: Tuesday, November 5, 2013 at 5:30 a.m.



A woman walks past yachts docked recently at the Sunset Harbor Marina in Daytona Beach.

DAYTONA BEACH - If you hopped in your car today and motored along the riverside roads that connect Daytona Beach and Holly Hill, you'd pass everything from a yacht club to a flower shop to buildings that have seen better days. When Holly Hill and Daytona city officials make that drive, they see underachieving real estate that's waiting for the right plan and investors to transform it into a cohesive neighborhood that capitalizes on its water frontage. With the improving economy, they see the right time to make a move.

So the two cities have teamed up to create a conceptual plan they hope will soon lead to new marinas, parks, riverside trails, homes along a canal where owners could dock their boats, beautified streetscapes, restaurants, marine-related retail, and paddle boat and kayak rentals. "As investors recognize the river for what it is, I saw an opportunity to partner with Daytona Beach," said Holly Hill City Manager Jim McCroskey. "Whatever they do in their district will impact what we do."

"We share roads. It's all interconnected," agreed Daytona Beach city Redevelopment Director Reed Berger. Both of the riverside spots are also in community redevelopment areas that can tap into a portion of property tax dollars for reinvestment.

McCroskey, who has also worked as a professional planner, envisions a pocket of eastern Volusia County with a distinct character that would be unified by festivals that straddle city borders and identical architectural standards, design plans, signage and lighting. "It makes sense to me as a planner that we carve out districts that will have their own identity," said McCroskey, who noted his city is moving forward with plans to build a new fishing pier and has already bought and invested in the historic Second Street Market Building. Holly Hill has been trying over the past few years to reinvent its riverfront. One major initiative centered on a public market in the Second Street building, although that effort fizzled and the city is considering selling the building. But what Holly Hill and Daytona envision now would be much bigger.

"One of the purposes of the district is to create a destination so the district feels like a place where you arrive," said Beth Lemke, president of Daytona Beach-based Planning Solutions Corp., who was hired by the cities to compile the plan. Lemke, whose company housed on Beach Street provides everything from transportation to redevelopment planning, has already helped the two cities secure \$25,000 in state government grants for the plan she'll put together by the end of May.

Details will surface as the plan comes together with input from business owners, the public and local elected officials. For now the area is being referred to as a marina district, and it could be bordered to the east by the river, to the south by Anita Avenue in Daytona Beach, to the west by North Beach Street and Riverside Drive, and to the north by Third Street in Holly Hill.

One idea Daytona Beach leaders want to look into is gaining boat access to Root Canal, a narrow strip of water that connects to the Halifax River. A Ballough Road bridge that spans the canal sits too low for boats to pass underneath, but the city is looking into building a new bridge with a higher arch, Berger said. The city owns only small pieces of land and right of way in the district, so private landowners would have to get on board with a remake of the area. Some of those landowners have ideas for new investments, and developers and commercial ventures have expressed interest in the area, said Jason Jeffries, a redevelopment project manager for the city.

"The public sector can provide the vision of how it can be more marketable," Lemke said. While Lemke draws up the conceptual plan, Daytona Beach leaders will also hire someone to do a market study of the area, Berger said. Daytona Beach can also draw from its existing redevelopment plan for the area as well as a roughly 10-year-old plan privately done for the Ballough Road corridor, he said. The new studies will help determine what's possible for the area and how ideas can be implemented, Berger said. Ultimately he hopes to see a mix of new businesses, homes and public space. "It's a little off the beaten track," Berger said. "We'd like to put to rest if it's a feasible idea to have a mixed use there."



MARINA VILLAGE *A WATER-RELATED DESTINATION*



Daytona Beach News Journal *Holly Hill, Daytona get first look at plans for riverfront destination*

By [Chris Graham](#) *Published: Tuesday, June 10, 2014 at 5:30 a.m.*

HOLLY HILL — A new hotel, nautical-themed restaurants and shops, and residential living may be coming to Holly Hill and Daytona Beach as officials look to redevelop a struggling area into a riverfront destination. Tonight, Holly Hill officials will be presented with a report on a joint partnership project, dubbed “Marina Village,” that could reinvigorate a sliver of land along the Halifax River that connects the town to Daytona Beach. While in the preliminary stages, the plan serves as a starting point for the two cities to work toward the ultimate goal of bringing more business to an area tarnished by empty storefronts and a perception of high crime.

“It’s baby steps,” Holly Hill Commissioner John Penny said after seeing the plan. “It’s dreams and wishes, but they are realistic possibilities and it’s exciting to think about them.” Last year, Holly Hill and Daytona Beach sought grants to fund a feasibility study for what could be developed for the stretch that runs from Main Street along Ballough Road and Beach Street north to Riverside Drive past Holly Hill’s MG on the Halifax condominium complex.

Reed Berger, Daytona Beach’s redevelopment director, said the plans are a way to gauge interest among city and business leaders. “We’ve stuck our toe in the water,” he said at a recent meeting with the Downtown/Balough Redevelopment board, which was first presented with the plans. “When you’re trying to lead something, you have to know if people are ready to follow.”

The concept, developed by Planning Solutions Corp. in Daytona Beach, shows a roundabout entrance on the Daytona Beach-Main Street side of the village, several boardwalks interspersed with multi-family residences, entertainment/dining and retail space, parks and a possible water fountain in the existing canal.

A “boatique” hotel with boat slips would be located at the border of Holly Hill and Daytona Beach off the Seabreeze Bridge. For Holly Hill’s part, the development would include streetscaping for Riverside Drive and the addition of gateway signage. Improvements would also be made to the Halifax River Greenway Trail, a trail running from Port Orange to Ormond Beach and part of the larger 3,000-mile East Coast Greenway Trail that stretches from Key West to Canada.

The district would be anchored by existing businesses, such as the Sunset Harbor Yacht Club, Loggerhead Marina and Caribbean Jack’s, as well as MG on the Halifax, the Second Street Market building in Holly Hill and an existing neighborhood referred to in the plans as Orange Isle.

The project, however, will not be without challenges. Officials will need to work to secure funds from the public and private sector and get businesses and property owners in the area to buy into the idea, said Beth Lemke of Planning Solutions Corp. Lemke said she did not have an estimate on how much the development would cost or long it would take to build it.

If both cities sign off on the concept, Lemke said officials will then need to adopt a district name and a design theme — which could range from a Cape Cod style to contemporary or Caribbean motif — come up with design standards and develop partnerships with local businesses and entities.

Jack White, who operates White Challis Redevelopment and also serves on Daytona’s Downtown/Balough Road Redevelopment board, said once the two cities are able to come up with a uniform vision, business owners and developers will be more likely to sign onto the project.

“I believe the idea and the vision itself is fantastic,” he said. “It’s definitely a very important destination going forward for us. People have been waiting for something like this.” White added he believes the initial investment would be worth it. “A dollar invested will get much greater return on the back end,” he said.

While the Marina Village district would lie mostly in Daytona Beach, Holly Hill Mayor Roy Johnson said he believes the district could spur future development in his small riverfront town. “We need the progress,” he said Friday after seeing the plan. “I’m glad to see it going forward. We need something for our future generations.”

Commissioner Elizabeth Albert said it makes logical sense to partner with Daytona Beach on a project that could potentially help out Holly Hill, but that “it has to be at the right price.” She said she would like to see redevelopment along U.S. 1, too. Commissioner Penny said while the development is an exciting prospect, he said people should be cautiously optimistic about it. He pointed to Port Orange’s Riverwalk development, which has been in the works since 1998. “You can’t just put all your eggs in one basket,” he said. “It looks great on paper, but it’s a lengthy process.”

Tonight’s commission meeting starts at 7 in commission chambers at City Hall, 1065 Ridgewood Ave.





Daytona Beach News Journal

*Holly Hill OKs riverfront plan, **By [Chris Graham](#)***

Published: Tuesday, June 10, 2014 at 8:50 p.m.

HOLLY HILL — City Commissioners approved a conceptual plan Tuesday to revitalize the area’s riverfront.

But not everyone is excited about the proposed project.

Holly Hill officials with little discussion approved the concept for a development called “Marina Village,” about a year after funding a study to determine what could be built on a strip of land along the Halifax River between the city and Daytona Beach.

Before the vote resident Mike Chuen said the city should be cautious about working with the city of Daytona Beach, pointing to other projects that haven’t worked out as planned. Commissioner Penny Currie said she doesn’t like the plan, either, calling it a “pipe dream” of former City Manager Jim McCroskey, who resigned last month. She added that the city has more pressing issues to focus on, but voted to approve the report because it had already been funded.

“I really think we would be remiss if we did not approve this and at least take it into consideration in the future at some point,” she said.

According to the concept plan developed by Planning Solutions Corp., a hotel, entertainment such as dining and shopping and multi-family living would be located along Ballough Road and Beach Street in Daytona Beach and Riverside Drive in Holly Hill. Condominium complex MG on the Halifax and the city’s Second Street Market building would be main pieces of the village.