

Elements of Various City Plans

The purpose of this summary document is to provide a quick reference to the highlights of the various plans that have been developed over the past several years for various areas of Daytona Beach, Florida. The plans were developed by either city staff, outside consultants or Neighborhood groups. These are summaries of plans and do not include all details of each one. For more complete information, you should refer to the specific text of the plan.

1998 Westside Redevelopment Plan

- 1) Rehab and preserve historic properties
- 2) Encourage economic development using business relocation incentives
- 3) Improve infrastructure – water, sewer lines and sidewalks
- 4) Implement architectural and design criteria
- 5) Pro-active code enforcement and strong police action for problem properties
- 6) Prohibit commercial encroachment into residential areas with setbacks, buffer landscaping, cul-de-sacs and zoning.
- 7) Improving traffic flow and parking, including addition of mass transit element
- 8) Strong beautification element, including provision for maintenance
- 9) Bury utilities
- 10) Encourage a pedestrian friendly quality via scale of buildings
- 11) Provide more public park space
- 12) Establish a façade grant program for commercial property
- 13) Establish a façade grant program for building residential driveways

2003 Wade-Trim Revitalization Strategies for Speedway & MMB

- 1) Emphasize beautification
- 2) Streamline commercial signage – pole signs replaced w/monument signs, heavily landscaped
- 3) Achieve Hope VI revitalization and new construction for housing
- 4) Convert MMB to an “address” or destination. Close the street between Lincoln and MLK and develop the area as a pedestrian mall
- 5) Promote a village concept along MMB and around BCU
- 6) Promote the MMB Performing Art Center as cultural base
- 7) Develop “quasi-urban” housing – 3 or 4 stories around a plaza, lots of open space and park area
- 8) Renovate MMB west of College into a classic residential boulevard by adding landscaped medians
- 9) Improve College Park as a residential neighborhood
- 10) Add park space between Keech and Rose

Special note from report: There is no unmet demand to drive development in this area, especially since the gravitational forces of the Speedway and the beach pull money on their directions.

Success is more likely with strategic public investment along with

- A) Cleaning up Speedway Blvd.
- B) Changing to a uniform signage for businesses (i.e. one sign type)
- C) Bury the utilities

1999 Seabreeze Special Area Plan

- 1) Promote village concept, the idea of working and living together
- 2) Pedestrian oriented with building to scale
- 3) Limit building heights on Seabreeze to low-rise, 3-5 stories
- 4) Prohibit high intensity or increased density except between bridge spans and along Oakridge
- 5) Emphasize beautification
- 6) Develop architectural standards and design criteria to be compatible with historic area
- 7) Enhance beach and riverfront access
- 8) Turn area under Seabreeze Bridge span into park
- 9) Encourage more residential development on vacant properties
- 10) Prohibit commercial encroachment into residential areas
- 11) Upgrade infrastructure – i.e. sidewalks and curbs where absent
- 12) Install traffic calming structures in neighborhood immediately north to curb and redirect cut-thru traffic from both A1A and Seabreeze
- 13) Pro-active code enforcement

2001 South A1A Redevelopment Plan

- 1) Keep commercial traffic out of residential areas – use traffic calmers, quality landscape buffers (i.e. shade trees, screening walls), cul-de-sacs & loop roads
- 2) Limit building heights on south side of Speedway and west side of A1A to 3 stories
- 3) Strong law enforcement
- 4) Pro-active code enforcement and add element for mandatory maintenance
- 5) Emphasize beautification especially along major roadways, A1A & ISB
- 6) Encourage business growth
- 7) Increase vistas on A1A between building so SEE more ocean
- 8) Support lot assembly for larger commercial development
- 9) Encourage pedestrian friendly atmosphere
- 10) Preserve beach access and all approaches
- 11) Develop architectural standards and design criteria

2002 Updated Redevelopment Plan for Downtown/Balough Road

- 1) Use public riverfront for public recreation, assembly areas, beautification, access, bike trails
- 2) Support the public library ON City Island with more park-like setting (i.e. Landscape parking areas) and aid library expansion
- 3) Support beautification and development of Lively Arts Center
- 4) Turn Manatee Island into an environmental learning center
- 5) Develop the “super-bloc” US1 – ISB – Palmetto – Bay
- 6) Develop a marina residential community on Balough Road with boat access to existing inlet
- 7) Promote business retention and relocation to establish stronger economic viability
- 8) Preserve the natural resources of the area
- 9) Public improvements to storm water, water, sidewalks, curbs
- 10) Emphasize beautification
- 11) Provide for mixed-use development projects to generate people in area
- 12) Enhance Ridgewood Avenue as entrance to area

1994 Take Part 11/Entertainment Development Plan for Main Street

- 1) Beautification of A1A, Main St. ISB, Auditorium, Earl St.
- 2) Insure beach access in area, beautify access ramps
- 3) Add mix of events – Jazz, Christmas Festival, Naturefest, etc.
- 4) Build parking garage for Main St area
- 5) Build water park and family entertainment center

2000 Amended City CRA Plan for Main Street

- 1) Upgrade storm drainage, sewer and water (lifts and lines), streets and sidewalks. Much of Main Street has only 2” lines, need a min. of 6”
- 2) Improve parking and traffic flows
- 3) Bury utilities
- 4) Emphasize beautification, especially commercial corridors
- 5) Preserve single family and historic areas and housing – prohibit conversion to multi-family or business
- 6) Develop a Main St. to Ocean Center Business District
- 7) Pro active code enforcement
- 8) Strong police attention to crime problem areas and properties
- 9) Prohibit encroachment of commercial into residential areas south of Main St and north of Early St.
- 10) Develop architectural standards and design criteria
- 11) Develop more open space and parks

2004 Urban Land Institute Main Street Plan

- 1) Develop mix of residential housing types – single family. Townhouses, condos. Currently there is too much “market rate” rental housing.
- 2) Preserve historic properties
- 3) Develop architectural standards and design criteria
- 4) Prohibit encroachment of commercial into residential areas, utilizing landscape buffering, cul-de-sacs and zoning
- 5) All waterfront development must take into account the view corridors of the ocean and river and enhance them
- 6) Need to provide more public access to beach and river
- 7) Encourage “urban village” concept – low rise building on river and more park space
- 8) Keep in mind – CPTED – Crime Prevention Through Environmental Design
- 9) Pro active code enforcement
- 10) Strong police enforcement
- 11) Emphasize beautification
- 12) Have 3 story height limit on Main St. keep pedestrian friendly – any higher and only achieve a claustrophobic effect
- 13) Bury utilities
- 14) With any housing, put garages in back, not facing street
- 15) Develop convention/entertainment area between Main St. and Ocean Center

Special Note from Report: The boom and bust cycles of Bike Week and Biketoberfest have a Disproportionate impact on the area. The biggest obstacle to any positive change is the lack of cooperation this has caused between businesses, residents, government staff, appointed boards and the elected commission. Market forces are already causing these events to disperse from a heavy concentration in the Main St area. Need to continue to minimize the

negative impacts and continue to encourage the benefits of the area. The report recommended a community vision process to aide this.

2005 Main Street Redevelopment Plan Draft

- 1) All development is to enhance river and ocean vistas and be in line w/view corridors
- 2) Improve infrastructure
- 3) Bury utilities
- 4) Emphasize beautification
- 5) Preserve historic residences
- 6) Any new development to complement residential area in terms of scale and design
- 7) Develop architectural standards and design criteria
- 8) Encourage pedestrian friendly atmosphere
- 9) Eliminate commercial traffic in residential areas via traffic callers, cul-de-sacs and landscaped mini-parks
- 10) Develop special character districts – Convention/Entertainment/”Real Florida”/Main St/Riverfront/Village areas/Surfside
- 11) Buffer residential areas from commercial development
- 12) Expand and beautify beach access
- 13) Develop more park areas along ocean and behind Peabody Aud.
- 14) Maintain single family zoning
- 15) Eliminate non-conforming residential structures
- 16) Pro-active code enforcement
- 17) Strong police enforcement
- 18) Develop pocket parks
- 19) Any development by bridges needs to be appropriately scaled to neighborhood, more low-rise to reduce shading and concrete canyon effect

2007 Orange Isle Vision

- 1) Preserve character of neighborhood
- 2) Do not increase density units per acre from current levels
- 3) Do not expand CRA west of Ballough Road as it attaches “blight” stigma to our neighborhood
- 4) Institute 36’ height limit for all new construction
- 5) Dismantle Ballough Road CRA

2006 Seabreeze-University Neighborhood City Vision

- 1) Make historic preservation a neighborhood policy
- 2) Maintain single family zoning where currently exists and rezone the University-Wilma neighborhood boundaries from R2 to R1
- 3) Institute 35’ height limit on the west side of A1A all the way to the river to protect the tree canopy
- 4) Intitute 55’ height limit on both sides of Halifax River within redevelopment areas and 35’ everywhere else on the river
- 5) Insure that any business on the west side of A1A does not have ingress or egress into the neighborhood and provide for all delivery vehicle access on site, not through neighborhood.
- 6) Improve infrastructure – water lines, sewers, curbs or French drainage system throughout neighborhood
- 7) Bury utilities

- 8) Add to current traffic calming measures by placing landscaped roundabout at the intersection of Peninsula and Glenview
- 9) Return neighborhood streets to underlying brick roadways
- 10) Promote reclaimed water availability on the beachside
- 11) Institute long-term plan to unify and conform the proliferation of signage throughout the neighborhood and the city
- 12) Pro-active code enforcement especially as regards landscaping and other appearance standards.
- 13) Emphasize city as a second tier convention destination
- 14) Emphasize quality of higher education facilities and work with school board to develop magnet schools within city in the elementary and middle schools system
- 15) Get away from binge tourism of large special events and develop economic business diversity with business relocation incentives
- 16) Promote greater commercial development of Oakridge Blvd.
- 17) Prohibit commercial encroachment into neighborhood area
- 18) Follow Seabreeze Special Area Plan, including low rise development on the boulevard

2007 Ocean Dunes Neighborhood/City Vision

- 1) Institute 65' height limit on east side of Halifax River in the core area between Silver Beach and University Blvd
- 2) Institute 35' height limit on Halifax River south of Silver Beach and north of University
- 3) Institute 35' height limit on west side of A1A in all areas where abuts or is within 50' of R1 zoning
- 4) Maintain R1 residential zoning
- 5) Make historic preservation a neighborhood zoning overlay
- 6) Create local district entrances
- 7) Enhance neighborhood with attractive ornamental street signage and lamp posts.
- 8) Bury utilities or locate at rear property lines so lines not visible from street
- 9) Improve infrastructure – environmental curbing, gutters, sidewalks and accent crosswalks at intersections
- 10) Improve drainage infrastructure to keep streets from flooding
- 11) Develop architectural standards and design criteria that promote compatibility with historic look of the area
- 12) Emphasize beautification and protect oak and bay trees
- 13) Continue A1A streetscape to Bellair with raised landscaped medians at all public beach accesses and at appropriate side streets to deter non-local traffic
- 14) Keep Silver Beach Bridge low-rise to maintain historic identity. Enhance existing bridge with architectural elements to establish entry to historic identities
- 15) Streetscape all roads leading to the beach from river to ocean (bridge roads)
- 16) Create landscaped areas at base of all bridges
- 17) Purchase land on riverfront, oceanfront and inner blocks for more public parks
- 18) Establish strict landscape standards for all properties that front A1A
- 19) Streetscape S. Peninsula from Silver Beach south to where narrows back to 2 lane with tree line medians
- 20) Discontinue practice of including nonbuildable land (from seawall to mean high water line) for determination of FAR and density calculation for oceanfront development
- 21) Revisit oceanfront development standards – keep building widths to 115' and heights compatible with Ormond, 7 stories and the shores, 12 stories
- 22) Have the Vision Steering Committee transition to an Implementation Committee to insure city vision is actually implemented
- 23) Establish Florida Native Landscape standards

- 24) Establish homeowner incentive in historic district
- 25) Promote magnet schools within city limits
- 26) Institute a stronger historic preservation ordinance
- 27) Allow density bonus in downtown area only – railroad tracks to river, Bellevue to Fairview

November 2006 Bostwick Park Visioning Statement

Bostwick Park extends from Bostwick Avenue to Silver Beach Avenue and from Peninsula to A1A

- 1) Enforcement of existing historical preservation ordinances
- 2) Enforcement of existing historical districts
- 3) Creation of incentive programs for residents who renovate historic properties
- 4) Maintain R1, single-family zoning in Bostwick Park neighborhood and Silver Beach Avenue (where it currently exists). Do not allow condos to be built along Silver Beach Avenue
- 5) Establish a 35' height limit on the west side of A1A and on both sides of Silver Beach Ave.
- 6) Creation of stricter light pollution ordinances, which protect residential areas from commercial lighting.
- 7) As infrastructure is improved, all electrical, broadband, phone, etc. cables need to be buried underground, on A1A and within residential neighborhoods
- 8) Offer incentives to residents who bury power lines on private property
- 9) Pro-active code enforcement city-wide
- 10) Emphasize Daytona Beach as a year-round destination for families and conventions, which would suggest the need for more hotels on the beachside and less private condos.
- 11) Create height limit on both sides of the riverfront 65' on the river and 35' on the road.
- 12) De-emphasize Daytona Beach's binge tourism, party image which includes maintaining limit on outside vendors set-up time to 10 days for Bike Week and 4 days for Biketoberfest, for example
- 13) Emphasize Daytona's educational resources, including secondary magnet schools, Daytona Beach Community College, Bethune Cookman University, and Embry Riddle.
- 14) Continued maintenance of and renovation of the Orange Avenue Memorial Bridge as both a memorial (which is rededicated to our troops upon its renovation) and as a low-rise bridge which should not exceed 27 feet elevation above the water level.

Nottingham Downtown/Balough Road Redevelopment Plan

Special Note: The consultants state, "The plan is flawed and unsustainable if it is not linked by a comprehensive strategy to drivers of a broader economy". The plan points out that from 1980 on, Daytona Beach shows the lowest per capita and household incomes with an ever increasing amount of government program transfer payments to residents. For that, we are the highest in our metropolitan area. This situation is driven by the fact that the service sector, with attendant low-paying jobs, is our underlying economy. They warn that successful residential real estate projects are an outcome NOT a driver of a healthy economy.

- 1) Police enforcement and public safety must be priority
- 2) Focus MUST be on attracting businesses to relocate and aiding existing businesses in expanding
- 3) Improve infrastructure, especially stormwater and greenway park system
- 4) Promote the riverfront with the tourist/convention market, exp. Dining and specialty retail

- 5) Develop the church “super bloc” to incorporate intergovernmental uses – i.e. city hall, county offices, school admin. This will encourage adaptive reuse of current government buildings to turn commercial, supporting the marina and downtown
- 6) Building a parking garage at Palmetto and Magnolia to assist with...#7
- 7) Develop corner of Magnolia and Palmetto as a mix of commercial office/retail and recruit anchor tenants to own and occupy space
- 8) Develop the Lively Arts Center and other outdoor performance areas and integrate with other managed special events
- 9) Expand the downtown residential base with property tax incentives and revitalize and stable existing neighborhoods
- 10) Preserve historic properties and prohibit single family conversions to apartments or commercial office use in Old Daytona neighborhoods
- 11) Pro-active code enforcement
- 12) Relocate City Island Library to the extent possible. **NOTE: This is not possible due to the Deed restrictions on this donated public land in perpetuity.**
- 13) Expand the city marina by increasing capacity and services
- 14) Move Army Reserve and replace with appropriately scaled residential development, i.e. townhomes and apartments to appeal to young singles. **NOTE: This land is deed restricted to public use only in perpetuity. This was apparently not known by the Nottingham Group when this plan was devised.**
- 15) Arrange a Land swap and move the Halifax Yacht Club within marina to free up the parcel for commercial development
- 16) Move the Farmer’s Market to Beach Street
- 17) Convert the senior housing in the towers on S. Beach Street to condominiums, starting with one. Utilize other public buildings in area, i.e. the old school on Ridgewood as replacement senior housing.
- 18) Encourage a grocery store on Ridgewood
- 19) Encourage a mixed-use residential/commercial project on N. Beach to replace car dealerships
- 20) Develop Manatee Island as an environmental learning center
- 21) Develop an affordable housing project on Ridgewood
- 22) Encourage development of single family housing at marina Point, keeping to a height limit of 3-5 stories. Encourage townhome and cluster rental housing product along Beach street frontage
- 23) Convert Daytona Boat House Marina to residential loft apartment living

Bellaire Neighborhood Watch Vision

- 1) Retain single family residential density with the exception of A1A corridor which should be tourist/commercial in nature
- 2) Separate the A1A corridor from the neighboring residential area on the west side by landscaped buffers
- 3) Height limit of 35’ on the Halifax River in single family zoning and 65’ in multifamily zoning
- 4) Height limit of 35’ on the west side of A1A
- 5) Development on the west side of A1A is not to exceed 40 units per acre
- 6) Improved infrastructure-sidewalks, curbs, gutters, drainage
- 7) Maintain Halifax, Oleander and Grandview Avenues as 2-lane streets
- 8) Locate utilities underground
- 9) Enhanced police protection and enforcement
- 10) Strong code enforcement

- 11) Beautification-establish landscape standards for commercial and residential properties
- 12) Maintain and enhance beach access with commercial development providing public walkways
- 13) Create a major naturalized park on the oceanfront