

# Riverfront Master Plan

---

City of Daytona Beach, Florida  
Redevelopment Division  
Community Redevelopment Agency





# Riverfront Master Plan

## Daytona Beach, Florida

---

Prepared for the City of Daytona Beach  
Redevelopment Division - Community Redevelopment Agency

### CRA Board Members

Commissioner Richard W. Shiver ( Zone 1 )  
Commissioner Pamela J. Woods ( Zone 2 )  
Commissioner Shiela McKay-Vaughan ( Zone 3 )  
Commissioner Robert Gilliland ( Zone 4 )  
Commissioner Derrick L. Henry ( Zone 5 )  
Commissioner Cassandra Reynolds ( Zone 6 )

### Mayor

Glenn Ritchey

### City Manager

James V. Chisholm

### Redevelopment Division Staff

Reed Berger, Redevelopment Director  
Jason Jeffries, Project Manager  
Charles Bryant, Project Manager  
Jeanne Tolley, Redevelopment Technician  
Rhonda Athanasaw, Office Specialist II



# Table of Contents

---

<b>Section 1: Executive Summary .....</b>	<b>7</b>
<b>Section 2: Concept Plan .....</b>	<b>17</b>
<b>Section 3: Riverfront Master Plan .....</b>	<b>33</b>
<b>Section 4: Implementation Plan .....</b>	<b>85</b>
<b>Section 5: Appendix .....</b>	<b>separate document</b>
Inventory	
Analysis	
Public Involvement Documents	





---

# *Section 1*

## ***Executive Summary***



# Introduction

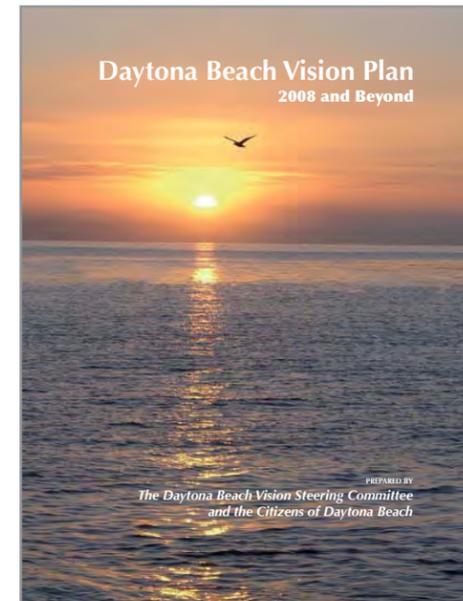
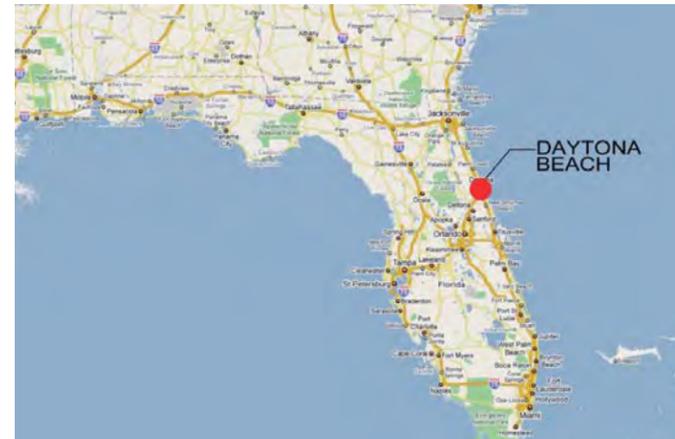
The City of Daytona Beach desires a higher quality public park along its historic riverfront as a means to invigorate the economy of downtown. This plan seeks to address both goals.

Daytona Beach was incorporated in 1876, a decade before the arrival of the first railway which sparked its growth and development. The City is located within Volusia County on Florida's central Atlantic coast and lays claim to "The World's Most Famous Beach" on its barrier island. The project site is the historic harbor front which is located along the Halifax River. The site includes a fourteen block long stretch of riverfront land adjacent to Beach Street, from Fairview Avenue (the Main Street Bridge) to South Street.

In recent years numerous plans have been prepared for this and/or surrounding areas of Downtown Daytona Beach. The plans are listed in chronological order at right. All concluded that the park needed to be improved in order to revitalize downtown. Key recommendations of each of these plans were noted and consolidated onto a series of maps entitled "Opportunities & Constraints" contained in the Appendix to this report. The current work effort draws from this background research to prepare a master plan for a "truly spectacular civic facility" along the Daytona Beach riverfront. A set of three public workshops were conducted to collect citizen ideas which helped to produce a series of concept plans. The "best solution" concept has been refined into a Final Master Plan.

## PROJECT LOCATION

Daytona Beach's Riverfront Park is the lands along the intracoastal waterway in Old Daytona, extending fourteen blocks from South Street to Fairview Avenue (Main Street Bridge). The area of study includes all of the lands extending out into the Halifax River (ICW).



## Daytona Beach Vision Plan

Prepared by: *The Daytona Beach Vision Committee and the Citizens of Daytona Beach, Performance Consulting, Inc., 2008*

The Vision Plan called for improvements to the waterfront park, finding solutions to existing water pollution problems impacting the Halifax, restoration of mangroves and native plant communities along the river, the encouragement of specialty or boutique businesses along Beach Street, and an emphasis on the Arts to attract visitors.

## Public Places

Prepared by: *The Daytona Beach Downtown Partnership 2007*

The Public Places Plan advocated the enhancement of the Riverfront Park through the addition of public art, improvement of pedestrian-oriented signage, and the use of design themes to differentiate various districts along the riverfront.

## Daytona Beach Downtown Riverfront Park Action Plan

Daytona Beach Downtown Riverfront Park Action Plan Prepared by: *Guglielmo and Associates, Inc., 2004*

The Riverfront Action Plan emphasized the importance of creating "anchors" within each district and to link them together. With an improved appearance of the park, these anchor uses would attract visitors, invigorating the downtown economy.

## The City of Daytona Beach - A Redevelopment Plan for the Downtown & Ballough Road Areas

Prepared by: *the City of Daytona Beach staff, 2002 (adopted).*

The Downtown/Balough Road Plan encourages the development of amenities and activities along the waterfront which encourage economic and civic development through public arts, culture and recreation. It emphasizes a need to address stormwater discharge problems and for a managed parking solution throughout downtown.

## Downtown Redevelopment (Nottingham) Plan

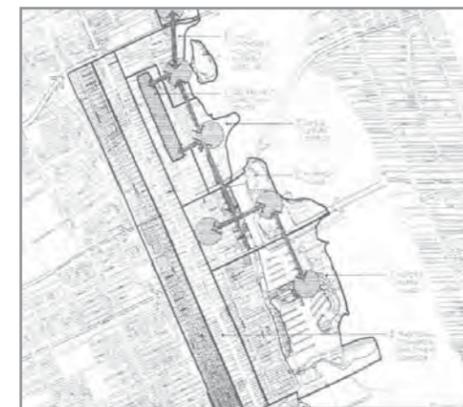
Prepared by: *Nottingham and Associates, Inc., Morris Architects, Inc. and H. Blount Hunter Retail and Real Estate Research Company, 2002*

The Nottingham Plan stressed the preservation and enhancement of the historic downtown of which the riverfront esplanade is a part. Public-private partnerships should be utilized to strengthen the downtown economy and policies should be developed to regulate vendors and markets. The Nottingham plan suggested parking solutions and the need for improved wayfinding throughout the downtown, including Riverfront Park. Other findings were echoed by other plans including enhancement of public waterfront park facilities including plazas, trails, and the marina.

## The City of Daytona Beach - Comprehensive Plan

Prepared by: *the City of Daytona Beach*

The Comprehensive Plan included recommendations addressing the public realm along the waterfront including expansion of the marina, correction of stormwater system inadequacies, and developing a strong transit linkage between the downtown and the tourist nodes along the beaches.



ABOVE: The study area is bounded by the red line. The tan shaded region is the downtown CRA.

# Mission

The mission of the Riverfront Master Plan is to aid the CRA in spurring economic vitality to the Beach Street commercial area of Daytona Beach. New and more diverse amenities will be provided along the fourteen-block riverfront which will attract more visitors to downtown and, in turn, attract additional private investment in businesses and residential developments or renovations.

## Park Users

Specifically, the master plan seeks to attract the following groups to the Riverfront Park:

- Eco-Tourists
- Heritage Tourists
- Sports & Recreation Seekers
- Small Craft
- Large Craft
- Strollers, Joggers, Cyclists
- Eaters
- Painters, Photographers
- Arts/Culture

These user groups will be encouraged to visit the park and adjacent commercial district at all times of the year. However, seasonal weather, special events, and holidays will undoubtedly result in periods of peak usage. The plan incorporates amenities which will appeal to the following target user groups:

- Weekend Tourists
- Seasonal Tourists
- Retirees
- Residents
- All Ages

The Riverfront Master Plan will result in a fourteen block long public amenity having a regional draw. Expanded parking areas - both on-street and in parking lots - will provide convenient access to the park and downtown merchants. The park is within walking and certainly cycling distance from many downtown neighborhoods. Sidewalks and improved crosswalks leading to the riverfront, and the multi-use trail within the park will provide safe and efficient interconnection for pedestrians and cyclists between the neighborhoods and various park amenities. The plan will build upon streetscape improvements already installed along Beach Street and within the park.



# History

Settlers arrived in the Daytona area during the 1800s with the town being incorporated in 1876. By 1888 the first bridge across the Halifax River (Orange Avenue Bridge) was completed. The downtown took shape with several buildings being constructed by the early 1910s. Daytona, the Beach, and Seabreeze consolidated to form the City of Daytona Beach in 1926.

The Halifax River provided the key mode of transportation during those early years and, as such, the waterfront was lined with maritime and industrial uses including a sawmill, wharfs, a harbor, and marine repair. Local benefactor Charles Burgoyne constructed the three-block long Promenade from Orange Avenue north to Bay Street which drew people to his "casino" pavilion. Burgoyne donated it to the Town in 1914. That same year the ballpark (eventually named Jackie Robinson Ballpark) was completed on City Island. Dredging of the Halifax during these years produced a 110 foot wide Riverfront Park and greatly enlarged City Island. By 1928, Beach Street was the main shopping district of the region. Landscaping of the Riverfront Park was completed by 1925, but many plants failed to survive due to poor soils. Better topsoils were brought in and irrigation wells installed. Henry J. Stockman, a Landscape Architect from Chicago, led the conversion of the original formal geometric design to a more curvilinear garden design. To this, the Coquina streams were added by 1937 and that same year the Casino Burgoyne burned. Many improvements during this depression era were projects of the Works Progress Administration.

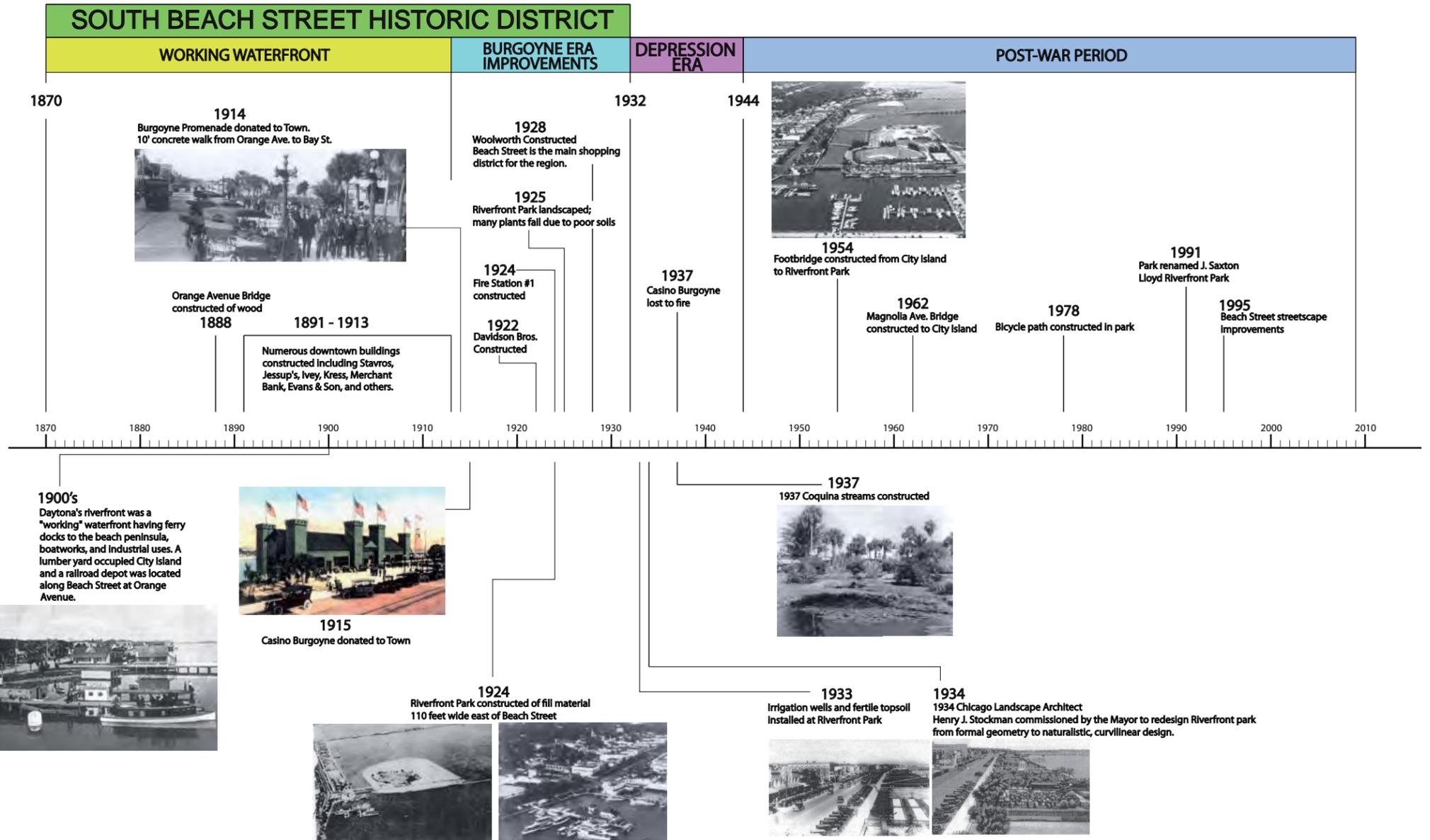
## Recent Improvements

Over the decades numerous improvements have been made both as new amenities and also as repairs to amenities damaged during storms - such as the 1960 Hurricane Donna. In 1978 a bike path was installed along the riverfront. In 1991 the Riverfront Park was officially named in honor of J. Saxton Lloyd - a local businessman and benefactor. Beach Street received a makeover during 1995 with the completion of the CRA-sponsored streetscape project.

2002 saw the completion of the Lively Arts Center, soon renamed the News-Journal Center for the Performing Arts and now operated by Daytona State College.

The Halifax River Yacht Club has added its new facility on Basin Street in 2005 and is a compliment to the nationally recognized City-owned Halifax Harbor Marina offering nearly 600 boat slips.

In 2008 an outdoor amphitheater was completed on Manatee Island, in addition to the restoration of nearby Josie Roger's House.



ABOVE: A time line of events marking the development of the Daytona Beach Riverfront.



# Existing Conditions

The 1,500 linear feet of public park lands east of Beach Street is comprised of fill, dredged from the Halifax or trucked in from other locations over several decades beginning in the 1910s. Similarly, improvements have been made in phases, initially as private developments and later as public projects as the land area grew. Today, the Riverfront Park is organized in five areas of similar amenities and use. Beginning at the south end is the Halifax Harbor Marina area with its yacht basin, large public boat ramps, and surface parking lots catering to boaters. Additional uses of this promontory of land include the National Guard Armory and passive park space overlooking the Intracoastal. Next is the Esplanade area of the Riverfront Park. This three-block segment runs from Orange Avenue north to Bay Street and acts as the Historic Downtown's "front lawn" along the Halifax River. Immediately offshore is City Island which includes the Historic Jackie Robinson ball field, the County Library, County Courthouse Annex, a passive park, and other uses. The fourth area is the Performing Arts center immediately north of the International Speedway Boulevard bridge. The News-Journal Center (completed in 1999) is currently operated by the Daytona State College. The last area is the northern-most, extending to the foot of Main Street Bridge. Historic Josie Rogers House environmental learning center is sited here, overlooking the entrance bridge to Manatee Island just offshore. The island is a passive park with a recently complete outdoor amphitheater. A more detailed description of the existing site conditions for these Riverfront Park lands can be found in the Appendix to this report.



ABOVE: Playground and picnic shelter on Manatee Island.



ABOVE: The Performing Arts Center is now managed by Daytona State College.



ABOVE: Waterfront path along the Halifax River.



ABOVE: Passive park overlooks the ICW from Halifax Harbor.



BELOW: Historic Josie Roger's House after restoration.



BELOW: Veterans Memorial along the riverfront.



BELOW: Waterfront trail across from downtown.



BELOW: A portion of Halifax Harbor marina.



## Key Issues

The in-depth Analysis of the current conditions along the riverfront yielded the following “key issues” that have been addressed by the master plan. They are listed by area, from north to south along the Riverfront Park.

### Manatee Island Vicinity

- The layers of muck that have accumulated in the river due to stormwater runoff need to be dredged and removed to restore the natural river bottom habitat and allow small craft navigation.
- Invasive exotic plant species need to be eradicated. Natural coastal marsh plant communities need to be reestablished by planting natives.
- With the reestablishment of indigenous habitats, opportunities exist to improve pedestrian access and for environmental education.
- The existing amphitheater needs a roof over the stage to both provide shelter for performers and to direct sound to the audience.
- The Dr. Josie Rogers House is underutilized. (Though it is still undergoing renovation.)

### News-Journal Center Vicinity

- Increase event parking availability.
- Improve the surroundings of the facility by incorporating public art and sculpture displays.
- There presently exists no opportunity for event attendees to arrive by boat. Dredging and transient docks are needed.
- Outdoor venues (plazas) for retail kiosks and vendors are needed in this north block of the historic downtown to spur economic vitality.

### Burgoyne Esplanade Vicinity

*(The Riverfront Park from Orange Avenue to the ISB bridge)*

- Much of the downtown storm drainage system dumps directly into the Halifax River. These outfalls need to be remedied.
- A goal of nearly every study or plan prepared for the Downtown Daytona Beach vicinity includes stimulating the economic vitality of downtown through public improvements to the Riverfront Park.
- The existing landscaping of the park is in poor condition and needs improvement.
- The Riverfront Park is underutilized.

- Accumulated muck in the waterway between the park and City Island has made navigation impossible for even small craft. Dredging is needed.

### City Island Park Vicinity

- The existing community facilities are aging and dilapidated.
- There are insufficient transient boat slips.
- The library is aging and fails to capitalize on views of the Halifax River. It is none-the-less cherished by citizens.
- The historic ballfield is a community asset. It's preservation and continued improvement are vital.
- The tennis facility is well used and constituent groups have called for expansion and improvement.

### Halifax Harbor Vicinity

- The Marina needs more boat slips (particularly for transient mariners) and more trailer parking for day-boaters.
- The National Guard Armory is an underutilization of the waterfront parcel. The adopted Downtown Redevelopment Plan advocates its relocation to the mainland.
- Existing waterfront industrial sites would be better used for compatible redevelopment.
- The existing passive park space along the riverfront is underutilized.
- Existing commercial and entertainment uses are under-patronized. They will benefit from increased development and traffic.

Physical concerns throughout the riverfront to be addressed by the master plan included:

- Streamlining Transportation and Increasing Parking
- Increasing Dining and Entertainment venues
- Incorporate Water Features into the design
- Solve Stormwater and pollution issues
- Accent Historic Places, Artifacts, and provide Interpretation
- Improve Walkability throughout.

## Plan Objectives

Key objectives of the Riverfront Master Plan are to produce a higher quality public realm and to assist in invigorating the downtown economy. Pathways, monuments, pavilions, streams, gardens, landscaping and other improvements have been installed along the fourteen-block-long Riverfront Park in a somewhat happenstance manner over the decades. More recently, a unifying streetscape design was implemented along Beach Street. In the context of this plan, improvements to the public realm is an effort to better arrange and connect the existing amenities with new amenities which will encourage more regular use of the park by more people. Numerous examples in other cities have shown that drawing a crowd can have positive economic effects on nearby merchants who offer goods and services desired by folks enjoying the public amenities.

The Riverfront Master Plan will provide a diversity of activities and attractions along the Intercoastal Waterway in Downtown Daytona Beach, linking them together with pedestrian promenades, bicycle paths, landscaping, sculpture, and conveniences including parking, shade, and concessionaires. The pedestrian-friendly atmosphere along Beach Street begun with the installation of its streetscape will be further enhanced by the reduction of through traffic lanes and provision of angled parking along both east and west sides of the street. This will slow traffic and narrow the crossing distance for pedestrians moving back and forth between the Riverfront Park and the downtown shops and restaurants. A detailed description of the elements of the Riverfront Master Plan are contained in Chapter 3 of this report.

BELOW: Birds-eye view of Riverfront Park and Historic Beach Street.



# Master Plan Overview

This Master Plan is a guide to the future development of Daytona's downtown riverfront. It is a large scale site plan prescribing future park activities and facilities to be added to and enhance the existing park components. The Plan was developed over a period of eighteen months during which three general public charrettes and topic specific focus group meetings were held.

The plan that evolved from these discussions strengthened the segmentation of uses already evident along the riverfront. Five theme areas were identified and enhanced to more fully capitalize on their intrinsic resources. From north to south the five districts are:

- A. Nature District**
- B. Arts District**
- C. The Esplanade**
- D. The City Docks**
- E. Halifax Harbor**



BELOW: The Daytona Beach Riverfront Master Plan.



# Implementation Structure

The scope and cost of the construction of the Daytona Beach Riverfront Master Plan is extensive and affects a significant portion of the riverfront public land in Downtown Daytona Beach. The implementation of the Riverfront Mater Plan encompasses a plan scheduled over fifteen years.

A variety of public/ private and grant funding will be needed to accomplish this ambition plan.

The short-term project implementation graphic and schedule for projects from 2011-2015 are summarized below and to the right.

See Chapter 4 "Implementation Plan" for more details.

Daytona Beach Riverfront Master Plan		Funding Source			Implementation Schedule				
Project	Description	CRA	Grants	Non-Profit	2011	2012	2013	2014	2015
<b>SHORT-TERM PROJECTS (2011-2015)</b>									
Beach Street (Orange to Bay)	Reconfigure Parking	1,000,000			Design	Const.			
Education Facility (Daytona State College)	Expansion of News Journal Center				Design	Const.			
North Esplanade	(ISB to NSC) Hardscape, Gardens, Pond Reconfiguration	490,000	3,260,000	200,000	Feasibility	Design	Const.		
South Esplanade	Stormwater System, Performance Pavilion, Great Lawn, Gardens, Boardwalk	2,270,000	9,080,000		Feasibility	Design	Const.	Const.	
Hotel-Mixed Use	Current Armory Site						Feasibility	Design	Const.
Manatee Island Environmental Learning	Improvements to Manatee Island	450,000	750,000	3,410,000			Feasibility	Design	Const.
Beach Street (Bay to Main)	Reconfigure Parking	1,130,000						Design	Const.
<b>Total</b>		<b>5,340,000</b>	<b>13,090,000</b>	<b>3,610,000</b>					

## DAYTONA BEACH RIVERFRONT - MASTER PLAN

PREPARED FOR: DAYTONA BEACH COMMUNITY REDEVELOPMENT AGENCY





# 2

---

## *Section 2*

### ***The Concept Plan***



# User Groups

Who will use the Riverfront Park? The short answer is “everyone”, but most people will go there with one or two particular objectives in mind. In this way, visitors may be categorized into “user groups” who will demand certain amenities and experiences from their visit. Public workshops helped to produce this list:

## 1. Water-Based Users

- Motor Boating
- Sail Boating
- Paddlesports: Kayakers / Canoeists / Sculling / Crew
- Shore and Pier Fishing



The local rowing club has a long established history of crew and sculling on the Halifax, launching from their facility on City Island.

## 2. Eco-Heritage Users

- Birders/Naturalists
- Nature Tourists
- Heritage Tourists / Local History Buffs



Historic Jackie Robinson Ballfield on City Island has been drawing crowds seasonally for generations.

## 3. Active Recreation Users

- Pleasure Cyclists
- Runners/Joggers
- Fitness Trail Users
- Soccer Players
- Softball Players
- Basketball Players
- Tennis Players
- Disc (Frisbee) Golf Users
- Splash Park Users



## 4. Passive Recreation Users

- Walkers/Hikers
- Picnickers
- Playground Users
- Dog Park Users

## 5. Cultural Users

- Music and Arts Performance Attendees
- Movie-night in the park users
- Farmers Market Users
- Special Event Users
- Art Appreciation



## 6. Support Commercial

- Fine Dining & Cocktails
- Outdoor Market Shoppers
- Specialty Recreation Retail



# Program Development

Based on the user group profiles and results of public involvement activities, certain park amenities or “program elements” became evident. A comprehensive list was prepared and presented during public meeting #3 as a starting place for discussion. During this and subsequent meetings, a few new items were added to the program list while others were crossed off. At right is the resulting list of activities found to be desirable for the Riverfront Park. Facilities and amenities conducive to this program of uses were inserted into the conceptual design at appropriate locations. In this way, a concept plan was developed.



ABOVE: Many of the “Opportunities” identified during the S.W.O.T. analysis exercise during public workshop #2 became Program items on the list at right.

## LIST OF PROPOSED PROGRAM ELEMENTS

### I. WATER-BASED BOATING RECREATION

- Motor Boating, Yachting
- Sailboat Yachting
- Rowing Club
- Small motor-boating
- Canoe / Kayak sports
- Parking/restrooms/picnic

### II. PASSIVE RECREATION

- Walking / Strolling
- Sitting / Viewing / People watching
- Fishing
- Water Splash Park Facilities
- Informal Playfield Areas
- Bocce Ball
- Playgrounds
- Picnicing Facilities
- Parking/restrooms

### III. ACTIVE RECREATION

- Bicycle Trails / Trailhead
- Running / Jogging Trails
- Fitness Stations
- Tennis / Racquet sports
- Basket Ball Courts
- Parking/restrooms/picnic shelters

### IV. CIVIC AND CULTURAL ACTIVITIES

- Amphitheater
- Sound Light and Water Show
- Outdoor Cinema
- Sculpture Gardens
- Formal Gardens
- Community Gardens
- Botanical Gardens
- Outdoor Festival / Events Plaza
- Parking/restrooms/picnic shelters

### V. NATURE-BASED ACTIVITIES

- Birding
- Interpretation trails
- Nature Center / Outdoor Classrooms
- Educational boat trips
- Charter Fishing
- Wildlife viewing towers
- Parking/restrooms/picnic

### VI. PARK-RELATED COMMERCIAL

- Farmers Market
- Cafés
- Restaurants
- Outdoor nightclub and dance garden
- Wedding / Banquet Garden
- Outfitter stores
- Sundries shops
- Flowers, news, and candy
- Ice Cream Parlor
- Sports Curio shops
- Press boxes, seating
- Amusement Park Attraction
- Parking/restrooms/picnic

### VII. MIXED-USE PROJECTS

- Condominium / Retail
- Hotel / Retail

ABOVE: This list of proposed park amenities and activities was presented to attendees of the September 2008 public meeting.

# The Concept Plan

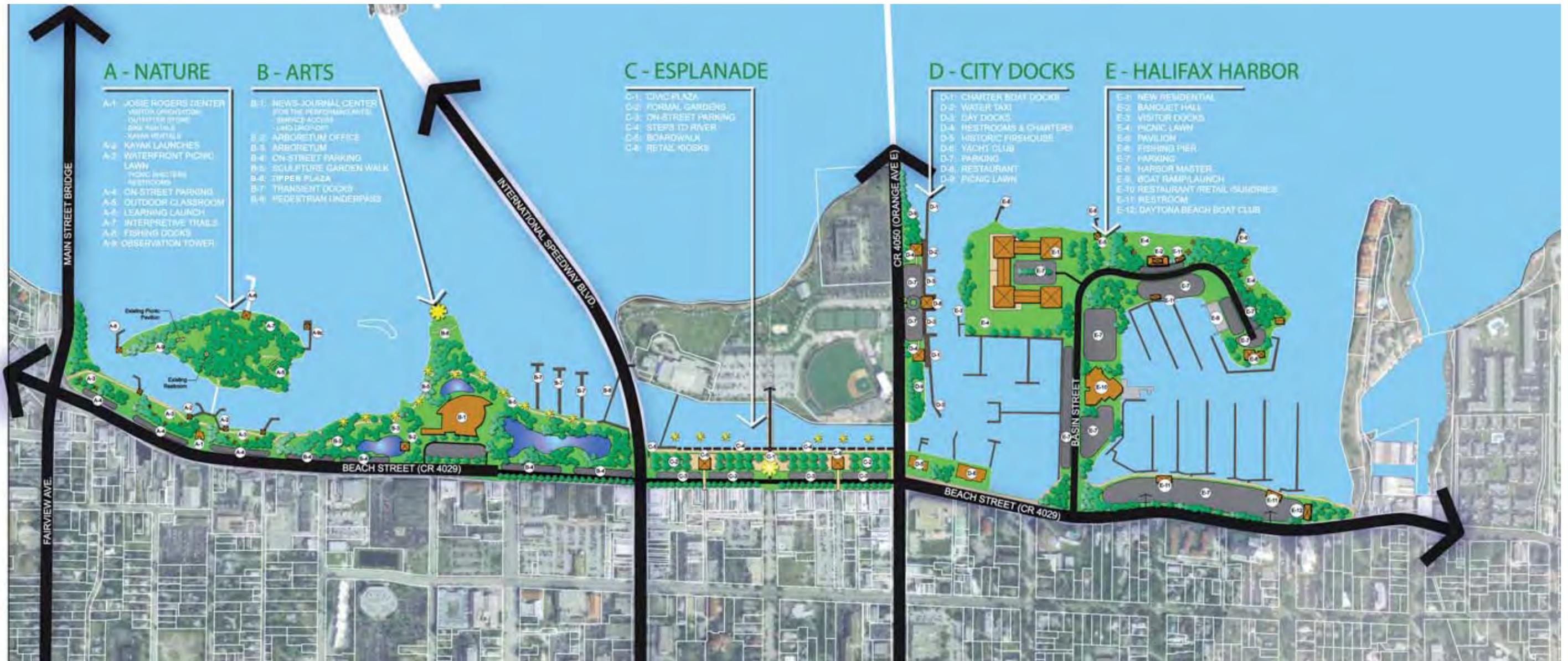
Three public workshops and interviews with City staff resulted in the five-district conceptual plan for the riverfront shown below. The plan built upon many positive improvements already in place, strengthening them with additional amenities and a trail system to link everything together.

The five districts, A through E, are:

- A. **Nature District** – Manatee Island vicinity
- B. **Arts District** – the News-Journal facility and vicinity
- C. **Esplanade** – the Riverfront Park between ISB and Orange Avenue, facing City Island
- D. **City Docks** – the sliver of City Island south of Orange Avenue facing the marina
- E. **Halifax Harbor** – The Halifax Harbor, National Guard Armory parcel, and other facilities accessible via Basin Street

On the following pages, the features of the concept plan for the Riverfront will be described in detail, one district at a time, occupying a two-page spread. On the left will be a close-up view of that particular portion of the Concept Plan. On the right will be a textual description of the plan accompanied by photographic images of places and objects which capture the essence of the concept plan elements being described. We are not suggesting that these elements be used exactly as pictured, but rather an amenity of similar character and quality, tailored precisely for the climatic and aesthetic needs of the Daytona Beach environs.

BELOW: The concept plan was developed over a period of months while gathering comments and subsections from citizens and City staff..



## Planning Process

The planning methodology used for this project was as follows:

- Inventory
- Analysis
- Program Development
- Conceptual Design
- Master Plan Design
- Design Details
- Implementation

### Public Involvement

A series of three public involvement meetings were held at key points in the process - following Analysis, Program Development, and Conceptual Design - to allow the consultants an opportunity to present findings and listen to citizen's suggestions for improvement.

Additional public presentations and focus group meetings provided opportunities to test design prototypes and to obtain technical information about the site and existing facilities.



ABOVE: Public workshops were held three times to collect ideas and opinions concerning the Riverfront Park..

## Planning Issues

The in-depth analysis of the current conditions along the riverfront yielded the following "key issues" that have been addressed by the plan:

- Restore and Improve the Natural Environment
- Improve the Marina with more boat slips and more parking.
- Provide opportunities for Nature Tourism

Physical concerns to be addressed by the plan included:

- Transportation and Parking
- Dining and Entertainment
- Water Features
- Stormwater
- Historic Places, Artifacts, and Interpretation
- Walkability



ABOVE: The very first concept plan was a pen-and-marker sketch created by the consultants. It included ideas gleaned from citizens' concept plan sketches produced during public workshop #2.

## Concept Framework

The site itself and existing/adjoining land uses always provide the greatest design direction. In this case, the street network and dredge & fill patterns created over the decades has produced five readily definable spaces along the riverfront. The concept plan enhances each of these spaces with amenities intended to amplify the unique functionality of that space.

### Why five areas?

Daytona Beach's Riverfront Park extends fourteen blocks from Fairview Avenue south to Marina Point Drive. This distance is more than twice that generally accepted as being "walkable" by

Placing a wedding garden at the tip of the promontory behind the News-Journal Center takes advantage of the views, the privacy attainable at this location, and the parking already present in front of the Center. The Esplanade District recounts the historic Burgoyne Esplanade which ran the length of this three-block segment in front of the historic downtown core along Beach Street. Amenities conducive to shopping and dining are appropriate here. The spit of land on City Island south of Orange Avenue offers an opportunity to create a City Docks environment adjacent to the downtown core.

The downtown needs more residential. The parcel presently occupied by the National Guard Armory is ideal for this use due to it's size, desirable waterfront views, and proximity to the downtown core.



casual strollers or tourists. Breaking the linear park space into distinct districts serves two purposes: First, it aggregates like and complimentary uses and, secondly, it allows each district to adopt its own character or theme without detracting from the overall unifying design. This avoids monotony.

### Why things got put where?

Citizens assisted in the creation of a "wish list" of elements to be included in the plan. The consultant team logically located these program elements where they would be compatible with existing amenities. Manatee Island is largely a passive park so congregating ecotourism and environmental education amenities in this district made sense. The Arts District centered around the existing center for the performing arts was also a no-brainer. Placing outdoor sculptural pieces along the waterfront walkway enhanced the urban artistic appeal of the area.

### How will this benefit the CRA Redevelopment?

All of the facilities and amenities recommended in the concept plan serve to attract visitors to the downtown riverfront who will then be inclined to shop and dine in the downtown. Prolonging the duration of their visit to the downtown will increase the likelihood that local merchants will be patronized. Attracting visitors to the downtown adds a vitality to the streetscape and fosters further investment in the downtown. More details about who these visitors will be can be found in the preceding section: User Groups.

# Concept Plan Description - "Nature" District



## A. Nature District

The nature district centers on Manatee Island at the north end of historic Downtown Daytona Beach Beach. The context of Manatee Island Park provides the underlying premise for restoring and strengthening the natural habitats found along the Halifax River. Turfgrass areas will be interwoven into the design to provide picnic lawns and open space for passive recreation and to create open vistas to the Halifax River and the far shore. The intention is to create green spaces on land which will in turn attract and provide shelter for indigenous wildlife. In a few short years as the wildlife returns, proposed facilities including a learning launch boat, canoe/kayak launch, boardwalks, and an elevated observation tower will provide the public with safe and appropriate access to view and learn about the environment and the creatures who live or periodically take shelter there. This will be of interest to local school children; to nature clubs such as Audubon, Sierra, native plant societies, paddlesports, and even fishing clubs; and to tourists. Specific elements such as kayak rentals and the observation tower will be draws to attract park users for that element alone, but they then proceed to enjoy other amenities provided in this district and south to Orange Avenue.

In this district the concept plan calls for an improvement of amenities to provide environmental education and nature-based outdoor recreation for the public. Key elements already in place include the Josie Rogers House, the Manatee Island amphitheater, the pedestrian bridge, and various picnic shelters and a restroom on the island. Plan elements illustrated in the map at right are as follows:

- A1. Josie Rogers Center
- A2. Kayak Launches
- A3. Waterfront Picnic Lawn
- A4. On-Street Parking
- A5. Outdoor Classroom
- A8. Learning Launch
- A9. Interpretive Trails
- A10. Fishing Docks
- A12. Observation Tower

The Josie Rogers Center is an historic home that has already been restored and intended for use in environmental studies. Additional funding is needed to more fully provision the rooms with exhibits and educational materials. The center is located just landside of Manatee Island and functions as a gateway to the island via the pedestrian bridge. Josie is the daughter of early settler David Dunham Rogers who actually built the home. She matured to become the first female physician in the region and also served a term as Mayor.

The amphitheater is a recent addition to Manatee Island which has not yet been fully utilized. It can also function as an outdoor classroom venue. Plans are underway to construct a fabric roof over the stage area to cut glare and shade the performers. Additional on-street parking is provided along Beach Street. A multi-use path along the waterfront connects the Nature District to the rest of the Riverfront Park.

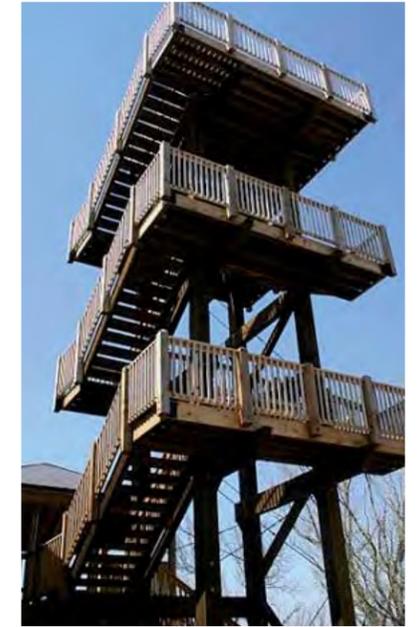


ABOVE: Sarasota's Carefree Learner is an example of a successful environmental education tool focusing on bay and estuary habitats.

BELOW: Kayaking is a popular activity around Manatee Island.



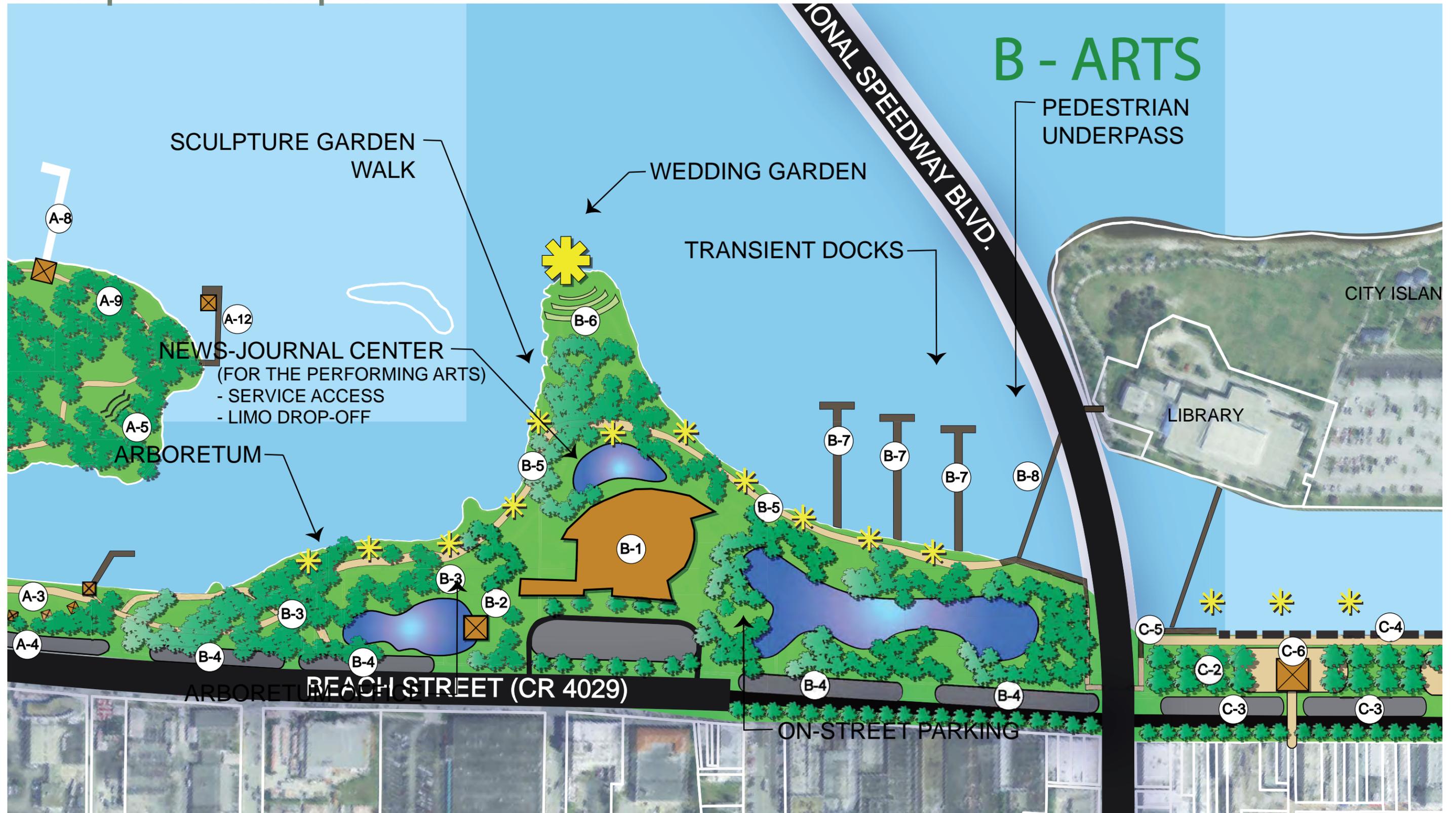
BELOW: Manatee Island is a component of the Riverfront Park linked by a pedestrian bridge.



ABOVE LEFT: An example of a lookout tower located in Hillsborough Co.



# Concept Plan Description - "Arts" District



## B. Arts District

The Arts District is dominated by the presence of the News-Journal Center for the Performing Arts. Management of this community asset is now within the auspices of Daytona State College. It is a beautiful, contemporary facility but seems to be sitting there “all by itself.” Recommended improvements within this district will solidify the “arts” theme, improve pedestrian connectivity between the Nature District to the north and the Beach Street Esplanade District to the south, and create a two-block-long transition between those dissimilar uses. The riverfront promenade will be supplemented by the placement of outdoor sculpture which could be either a permanent or a seasonally rotating collection. Night lighting will accent the sculpture for folks who may have just enjoyed an evening’s entertainment as well as ensuring safety. Landscaping, including the establishment of an arboretum near the News-Journal Center, will attract people and thus energize this segment of the historic downtown, north of International Speedway Boulevard. The promontory behind the Performing Arts Center - a vestige of the old bridge - will be further utilized by the installation of a wedding garden at its tip. Surrounded by water on three sides, this point will provide a powerful scenic quality to otherwise intimate ceremonies. An additional building, freestanding adjacent to the arboretum, is proposed as an office for the arboretum. The existing veterans’ memorial would be preserved and enhanced with landscaping and walkways to tie it into the rest of the park design.

Additional boat slips for “transient” or day-boaters are recommended between the News Journal Center and the ISB bridge. These will provide boaters with close, convenient

*BELOW: A birds-eye view of the News-Journal Center for the performing arts during it's construction. Now completed, the facility has been in operation for three years.*



access to shops, restaurants, and other amenities in Downtown Daytona Beach Beach. A boardwalk system extending from these day-docks beneath the ISB Bridge to the library on City Island is proposed to offer pedestrians an alternative to crossing the Boulevard at grade.

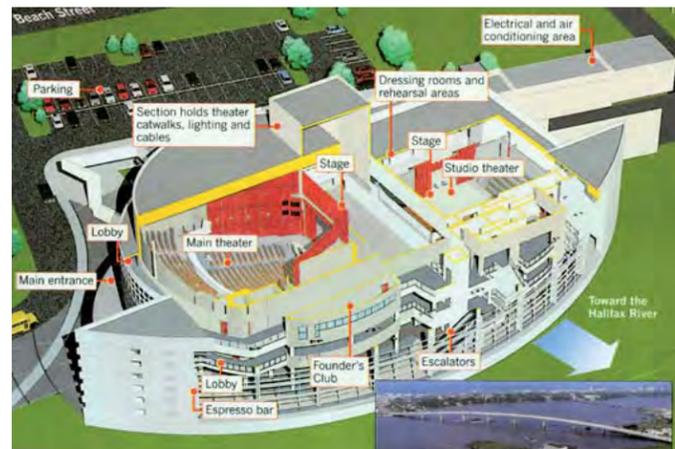
The facilities suggested for this district in the Concept Plan are:

- B1. News-Journal Center
- B2. Arboretum Office
- B3. Arboretum
- B4. On-Street Parking
- B5. Sculpture Garden Walk
- B6. Wedding Garden
- B7. Transient Docks
- B8. Pedestrian Underpass

*BELOW: The News-Journal Center for the performing arts is now operated by Daytona State College.*



*BELOW: Diagram of the interior facilities of the News-Journal Center.*



Spokane, WA



Wellington



ABOVE: The Mercury 7 monument in Titusville..



Columbus, GA



Columbus, GA

*LEFT: Art and sculpture take many forms as depicted in this collection of photos from US cities.*



Lakeland, FL



Greenville, SC



Montgomery, AL



Montgomery, AL

# Concept Plan Description - "Esplanade" District



## C. Esplanade

The three-block-long Beach Street Esplanade district is the core of Daytona Beach's Riverfront. Its programming and development are critical to energizing downtown and attracting additional investment and business activity. Considerable improvements have already been made within the Beach Street right-of-way including widened pedestrian sidewalks, intersection enhancements, mid-block crossings, sculptural gateway elements, night lighting, and landscaping. Improvements need to be carried through into the Riverfront Park, upgrading worn amenities and introducing new attractions. Beach Street would be modified to reduce lanes from four to two. This allows the provision of angled on-street parking on the river side of the street as well as on the business side. Reducing through-traffic lanes will slow traffic speeds and reduce the crossing distance, thus improving pedestrian safety. New facilities recommended for this district include a civic plaza with stage on which to host outdoor performances and community events. Retail kiosks are recommended within this urban segment of the riverfront to attract visitors and provide for their refreshment needs. These may be satellite locations of existing Beach Street eateries and surrounding them will be smaller civic plazas accommodating seating and umbrella tables as required. The historic gardens need to be rejuvenated and upgraded with new planting designs which will address the visitor's desire to see and smell beautiful flowering plants. Other amenities strongly desired by the community are a waterfront promenade, open lawn areas for events and recreation, canopy trees for shade, and fountains or sculptural water features for their aesthetic and tactile benefit.

Overall, the plan intends to enliven the Riverfront Park within the Esplanade District. Doing so will enhance efforts of the Downtown Merchants along Beach Street and will physically fill the gap between these merchants and the facilities on City Island including the Jackie Robinson ball park, library, tennis courts, rowing club, Volusia County Courthouse Annex, and City Island Park.

The Esplanade is also envisioned to be the "front porch" of the downtown, providing spaces and amenities for strolling, sitting, dining, shopping, and quiet contemplation. Paving, furnishings and landscaping will have an urban feel. The Esplanade, originally constructed by Charles Burgoyne and donated to the City, is an integral component of the historic downtown. This is where folks came to shop, to socialize, and to be entertained. It is important that this Riverfront Master Plan ensure that the Esplanade District once again attains this functionality.

The following elements are recommended for the Esplanade District:

- C1. Civic Plaza
- C2. Formal Gardens
- C3. On-Street Parking
- C4. Steps to River
- C5. Boardwalk
- C6. Retail Kiosks

A wide pedestrian promenade along the water's edge was a repeated request of the public during the charrettes and this is incorporated into the concept plan. Direct water access may occasionally be provided via tiered levels or steps down to the Halifax River. Seating, kiosk shopping, and outdoor dining will be available in the central area of the park - surrounded by variously themed gardens (including a restoration of the existing rose garden).

BELOW: Waterfront promenade



ABOVE: A riverfront promenade



ABOVE: Outdoor market day



ABOVE: Typical outdoor (or alfresco) dining along a pedestrian way.



ABOVE: Concerts in the park

BELOW: Steps to the river along the promenade allow people to directly interact with the water.



BELOW: Waterfront dining is not simply desired but expected by tourists visiting waterfront communities. Indoor dining does exist along Daytona Beach's riverfront, but a less formal, outdoor dining and cafe experience is desired.



# Concept Plan Description - "City Docks" District

ABOVE: The City Docks District is south of Orange Avenue on City Island.



## D. City Docks

The City Docks District proposed for the edge of City Island south of Orange Avenue is envisioned to become the public's waterfront gateway to the downtown. With the removal of aging City facilities, space will be freed up to allow for the reconstruction of a "working waterfront" for Daytona Beach. A dock system will offer charter and rental boats, day-docks for visitors, and water taxi service via the Intracoastal Waterway. New structures will house boat charter and rental offices, a visitor welcome center, public restrooms and showers for transient boaters, and a waterfront seafood restaurant to contribute revenue to the downtown. A generously wide sidewalk connection between the City Docks and Beach Street will lead pedestrians past picnic tables and shelters having beautiful views of the Halifax, the harbor, and of downtown. Off-street parking will be provided for the restaurant and other amenities in this district.

Proposed facilities are:

- D1. Charter Boat Docks
- D2. Water Taxi
- D3. Day Docks
- D4. Restrooms and Sundries
- D5. Historic Firehouse
- D6. Yacht Club
- D7. Parking

The City Docks is the most obvious place to provide water-based transportation to Riverfront Park visitors. A water taxi service could shuttle them between this and other nodes along both sides of the Intracoastal Waterway, thus strengthening connections to the beaches island. Charter boat rentals could be available for persons wanting to go boating or fishing on their own. Associated buildings would house the rental concessionaires, public restrooms, and a ship's store for conveniences and simple fishing needs.

BELOW: A birds-eye view of the City Docks District along the Halifax River shows Orange Avenue traversing City Island and intersecting with Beach Street as it enters downtown.



ABOVE: The historic Daytona Beach Fire Station



ABOVE: Charter boats lined up for action

BELOW: Transient docks

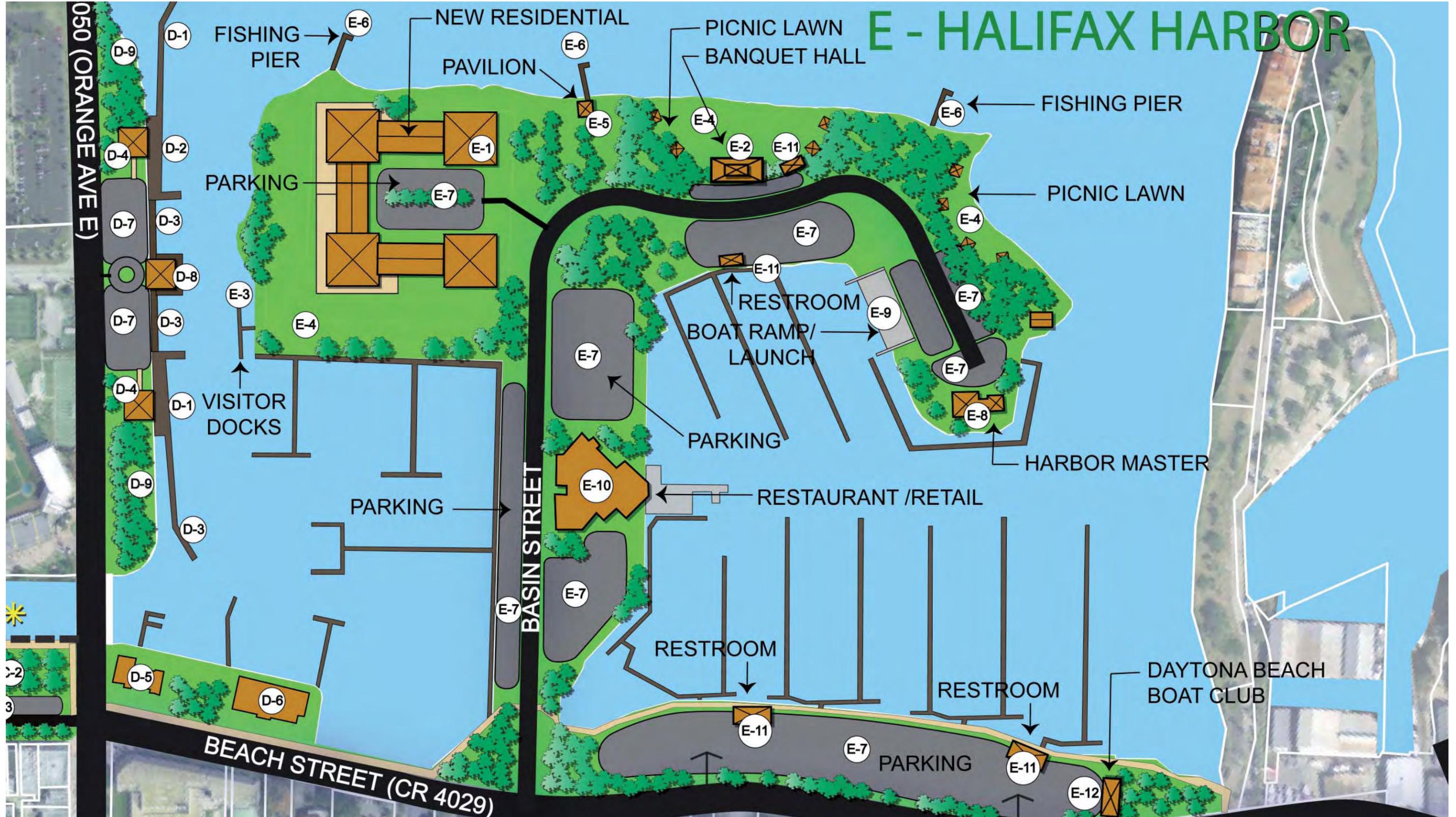


BELOW: View of the City Island Rec. Center buildings from Beach Street.



# Concept Plan Description - Halifax Harbor District

ABOVE: The Halifax Harbor District occupies the peninsula accessible via Basin Street including Halifax Harbor..



## E. Halifax Harbor

Within the existing Halifax Harbor Marina, the boat docks will be reconfigured to add more slips and the parking areas modified and expanded to accommodate more boat trailer parking as requested by residents. A new banquet hall facility is proposed midway between the new hotel/condominium and the Marina where it enjoys unobstructed views across the Halifax River. This facility would function in conjunction with the Arts District wedding pavilion to the north and it would also fulfill the need for public meeting space needs currently satisfied by the aging City Island Recreation Center.

In harmony with general public sentiment and in keeping with the adopted Downtown Redevelopment Plan, the National Guard Armory facility will be relocated to a mainland location freeing up a sizable waterfront parcel. Through a public-private partnership, a hotel-condominium-restaurant-entertainment development on this parcel will provide an income generating use along the riverfront. It will boost the downtown economy by adding residents, attracting visitors, and contributing to the tax base.

Throughout the Halifax Harbor District accessible by Basin Street, passive park areas will be improved with additional amenities including more usable open space, more picnic pavilions and fishing piers, children's tot lots, restrooms, a fish cleaning station, and an improved pathway system to interconnect these facilities and to link them to Beach Street.

The following uses are proposed for the Halifax Harbor District:

- E1. New Residential
- E2. Banquet Hall
- E3. Visitor Docks
- E4. Picnic Lawn
- E5. Pavilion
- E6. Fishing Pier
- E7. Parking
- E8. Harbor Master
- E9. Boat Ramp/ Launch
- E10. Restaurant/ Retail/ Sundries
- E11. Restroom
- E12. Tennis Courts
- E13. Daytona Beach Boat Club



ABOVE: The recently completed Daytona Beach Yacht Club..



ABOVE: An example of a waterfront banquet hall facility.



ABOVE: Passive park land at the end of Basin St. would be retained and enhanced..

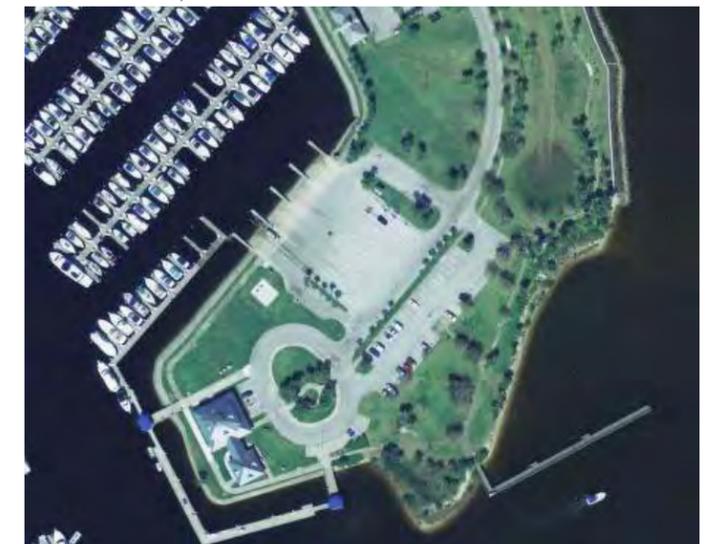


ABOVE: An example of waterfront residential.

BELOW: A birds-eye view of the National Guard facility, Marina Shops, and passive park space.



BELOW: Halifax Harbor offers a large boat launching ramp facility. The harbor master's house sits at the point overlooking the entrance channel. The fueling docks are at the tip as well.







# 3

---

## *Section 3*

### ***Master Plan***



# Riverfront Master Plan Features

## SITE PLAN ORGANIZATION

The Master Plan for the Daytona Beach Riverfront is a refinement of the conceptual plans. Due to budgetary restraints, priorities for inclusion in this master plan by the City. Some of the components of the conceptual design not could not be included in the final master plan. The Master Plan follows the structure established in the conceptual planning phase, with the riverfront being divided into five areas, each encouraging specific functions and activities. Beginning at the Main Street Bridge and proceeding south, the five zones are:

**A. Nature District** – the Manatee Island vicinity

**B. Arts District** – the News-Journal facility and its surroundings

**C. Beach Street Esplanade** – the Riverfront Park between ISB and Orange Avenue, facing City Island

**D. City Docks** – the sliver of City Island south of Orange Avenue facing the marina

**E. Halifax Harbor** – The Halifax Harbor boat ramp and facilities accessible via Basin Street

### NATURE



### ARTS



### ESPLANADE



### CITY DOCKS



### HALIFAX HARBOR



The aerial oblique renderings (above) correspond with the Riverfront Park plan view drawing (below).

## DAYTONA BEACH RIVERFRONT - MASTER PLAN

FOR: DAYTONA BEACH COMMUNITY REDEVELOPMENT AGENCY



# A - Nature District: Manatee Island

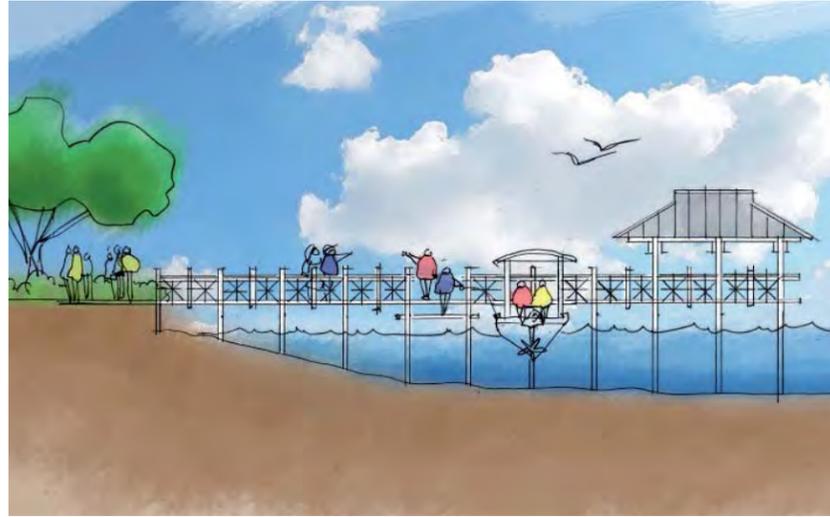




Area "A" is the Nature District. It comprises Manatee Island and a segment of Riverfront Park along Beach Street extending from the Main Street Bridge south approximately to Dr. Mary McLeod Bethune Boulevard. The Nature District capitalizes upon existing amenities and seeks to refocus their use towards environmental education and outdoor recreation. In keeping with this ecotourism theme, new architectural elements will conform to an "Old Florida Vernacular" style featuring metal roofs, wood siding, and exposed posts and beams. This rustic style compliments the natural environment, reinforcing the environmental education intent of the district. Trails and boardwalks will wander through these areas and interpretive kiosks will describe specific plants and wildlife associated with each habitat. Rental kayaks and a learning launch pontoon boat will be available so that visitors may tour the area by water and more closely interact with the marine environment. Along Beach Street, a native plant arboretum will be established within Riverfront Park between the existing Josie Rogers House and the existing News-Journal Center. This display area will showcase a collection of plants and also buffers the low-key Nature District from the more intensively developed Arts District.



## A - Nature District: Description of Proposed Facilities



**Learning Launch – Map #A-1**

On the river side of Manatee Island an existing dock exists which would be upgraded to provide for a “learning launch” or pontoon boat which offers environmental tours of the Halifax River. This would be an important component of the environmental education curriculum. This dock space could also allow access to the island by visitors via small craft during daytime hours.



**Overlook Boardwalks – Map #A-5**

An elevated overlook or observation tower will be constructed at the south end of Manatee Island. The boardwalk system will bring visitors out over theater where they may get close-up views of the plants, animals, crustaceans, birds, insects and other creatures. Upon climbing the overlook, visitors will enjoy views across the Halifax River to the barrier island, southerly views to the News-Journal sculpture and wedding gardens, and northwest view back across the tree canopy of Manatee Island.



**Interpretive Trails – Map #A-4**

Trails and boardwalk systems throughout Manatee Island will meander through the various marsh, coastal lowland, and palm-oak hammock habitats. Interpretive signage, orientation kiosks, and conveniences such as benches and trash receptacles will be incorporated into the system. Plantings will be encouraged that improve the quality of the ecosystem for wildlife.



**Outdoor Classroom – Map# A-8**

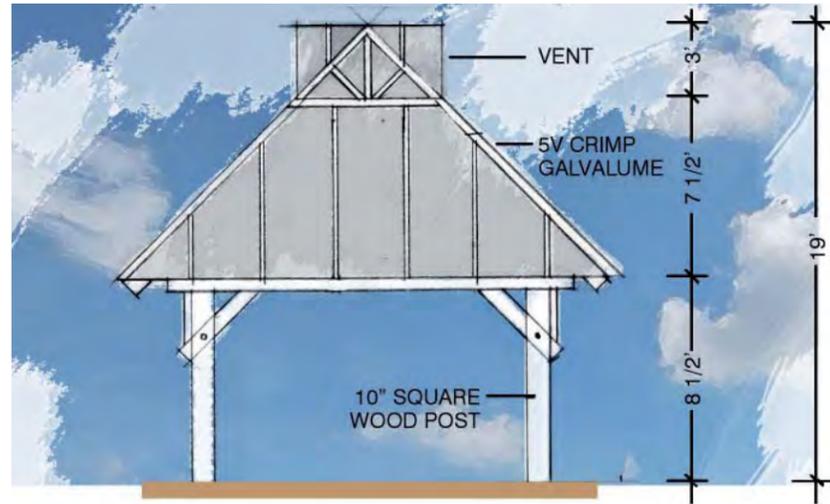
At the south end of Manatee Island is the semicircular arrangement of seating (amphitheater) with views overlooking the Intercoastal. This space will function both as an outdoor classroom for environmental education groups as well as a seating area for performances. Additional site features and amenities may be added to provide shade from the sun.



# A - Nature District: Description of Proposed Facilities



# A - Nature District: Description of Proposed Facilities



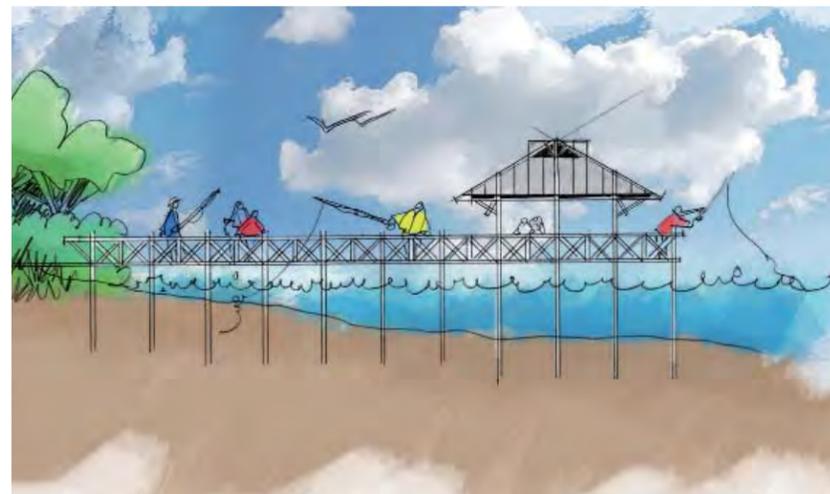
**Picnic Shelters – Map #A-9**

Approximately twenty picnic shelters will be built along Beach Street distributed both north and south of the Josie Rogers Center. They should be positioned close to the walking path and on-street parking area where they are most easily accessible to visitors. The shelters will enjoy views across the free play lawn areas to the marsh and Halifax River beyond. They should be positioned within clear view of the road to facilitate surveillance.



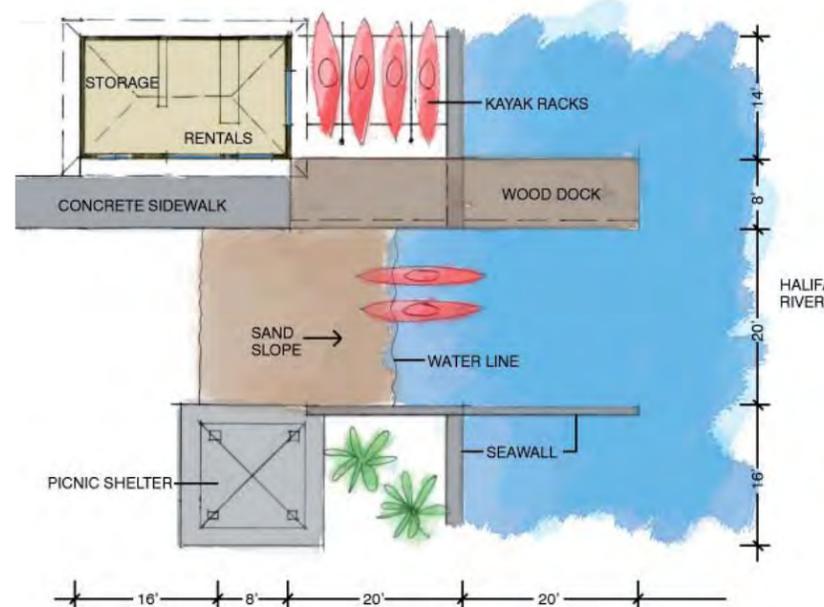
**Waterfront Picnic Lawn - Map #A-11**

Picnic pavilions will be clustered around several lawn areas offering expansive views of the Halifax River and room for play and informal recreation.



**Fishing Docks – Map #A-10**

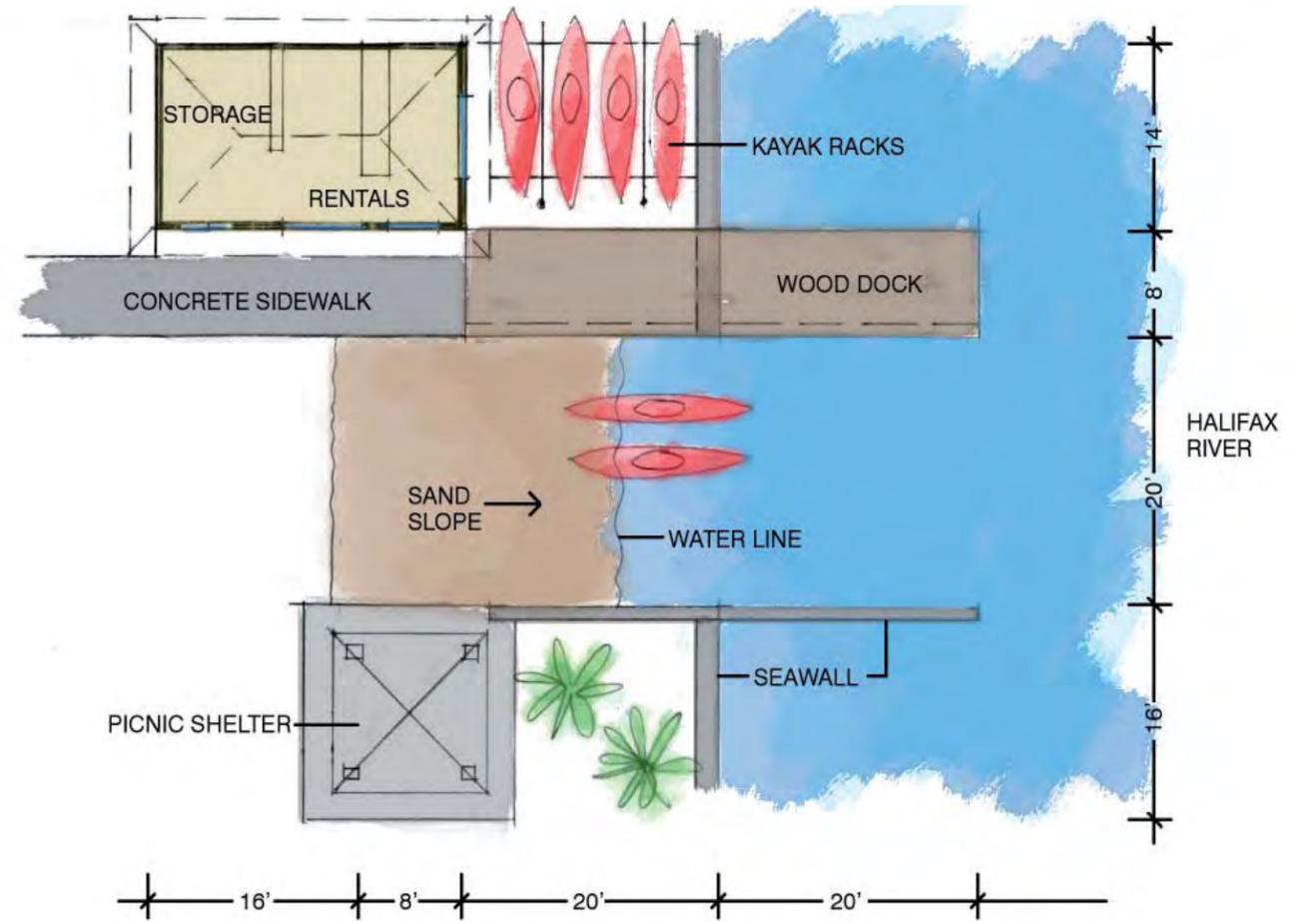
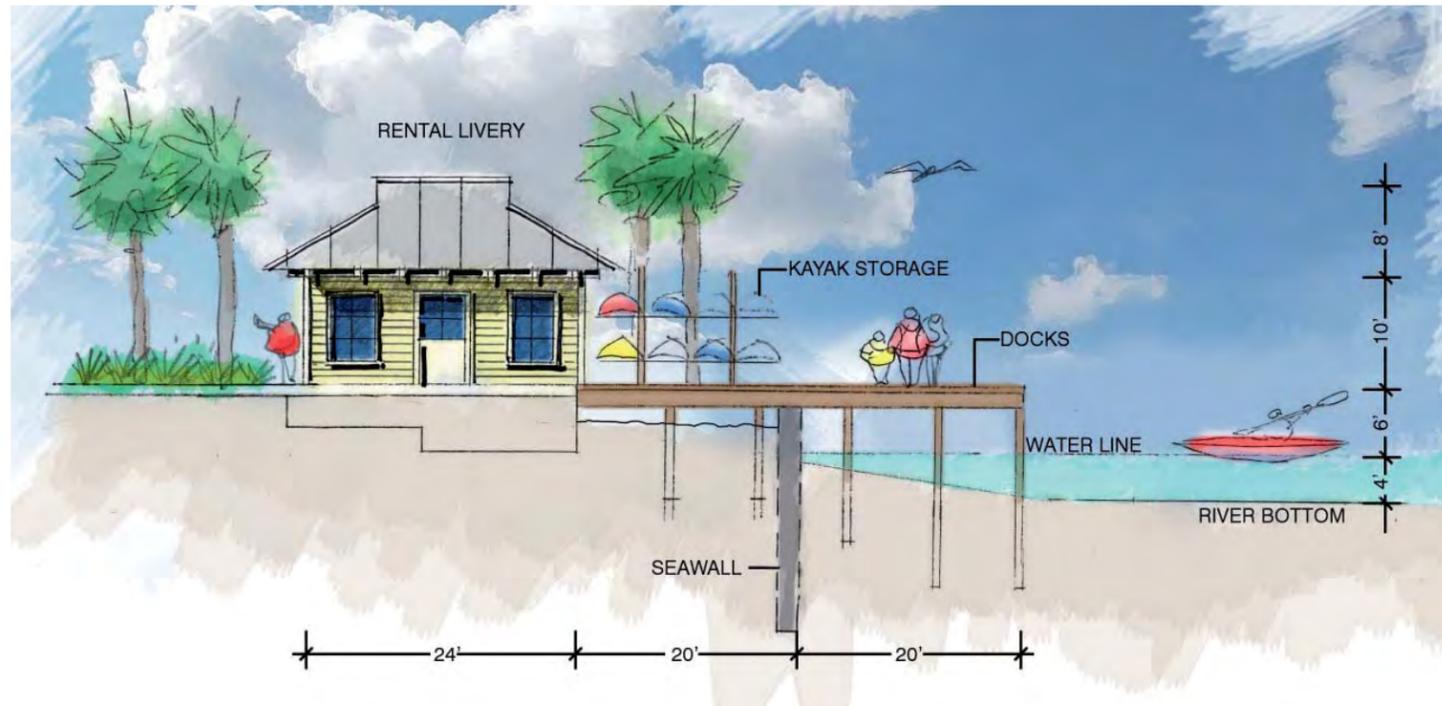
Four fishing docks will be placed along the water's edge of Riverfront Park in the Nature District. These fishing docks will be close to Beach Street parking and accessible from the riverfront trail. All fishing docks should include a monofilament line disposal canister and should be marked with appropriate environmental protection signage describing the hazards of discarded fishing line and plastics to aquatic and avian species. Integral to each dock should be a covered area and bench to provide shelter.



**Kayak Launches and Rentals –**

**Map #A-12**

The master plan has a paddle-sports concessionaire behind and to the north of the Josie Rogers Center. These kayaks and canoes will be used in conjunction with the environmental education programs of the Center, and may also be rented by the general public. Paddlers will enjoy a journey around Manatee Island through a restored coastal salt marsh habitat with opportunities to view the flora and fauna endemic to this environment. The concessionaire facility will include a landside outfitter building sized to store the paddles, life jackets / PFDs, seats, and similar gear that must be locked up and sheltered from the elements. The two to three dozen boats will be locked to their storage racks when not in use. In addition to this landside kayak outfitter, it may be appropriate to offer additional paddle-sports rentals on Manatee Island seasonally. This may be appropriate when the cabins are in use by a camping group, on a holiday weekend, or during summer months. Provision of this satellite outfitter will be directly gauged to demand for boats.



Nature District Kayak Rental and Launch: Elevation

Nature District Kayak Rental and Launch: Plan

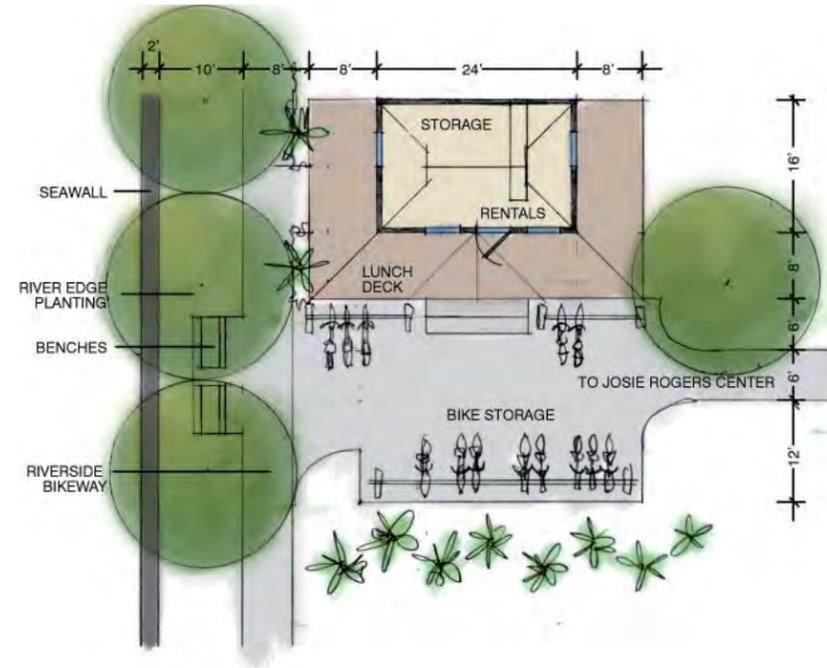
# A - Nature District: Description of Proposed Facilities



## Josie Rogers Center – Map #A-13

The Josie Rogers house serves as a gateway to Manatee Island and honors the family of Dr. Josie Rogers, a Daytona Beach native born in 1876. She was the first female doctor to practice in the City (perhaps in the state) and served a term as Mayor. Dr. Rogers achieved numerous other accomplishments during her life and in retirement served as director of the Halifax Historical Society. Her Great Floridian plaque is located in front of the Rogers House, which is listed on the National Register of Historic Places. The house itself was constructed by her father, David D. Rogers, a founder of the City.

The Josie Rogers Center will be the visitor welcome center for Manatee Island. Rooms will be devoted to visitor orientation, small group education, and areas for program administrative functions. Further renovations and improvements are underway. A bus drop-off on Beach Street in front of the Josie Rogers Center will provide easy access for school groups and adjacent on-street angled parking areas will accommodate private vehicles.



## Bike Rental – Map #A-14

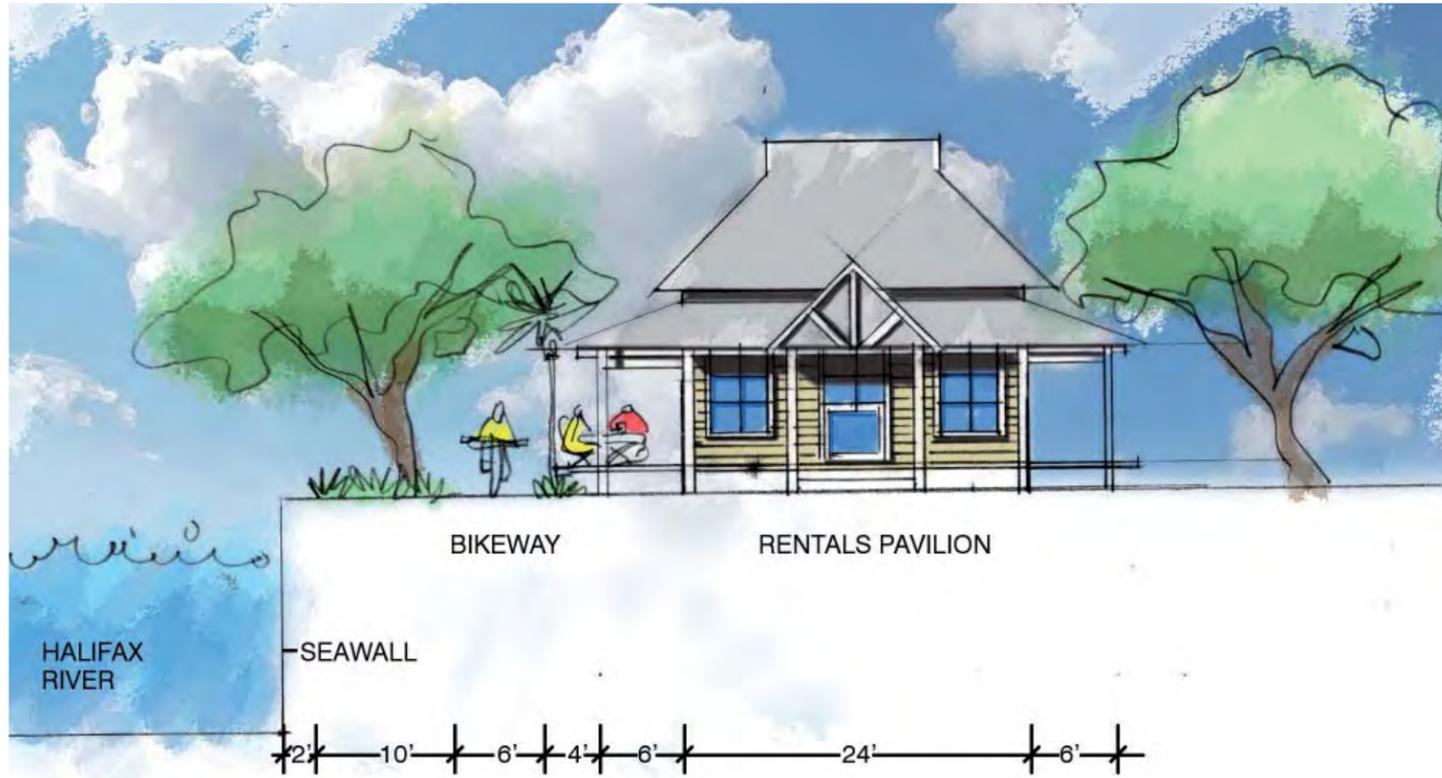
A bicycle rental concessionaire will be located just south of the Josie Rogers House. This will allow visitors to enjoy a leisurely bike ride along the wide paths of the Riverfront Park and into the historic downtown area where they may patronize other local businesses. Bicycles may be rented on an hourly or daily basis, according to visitor preferences.

*Josie Rogers was a physician, serving the families of the Daytona vicinity. .*

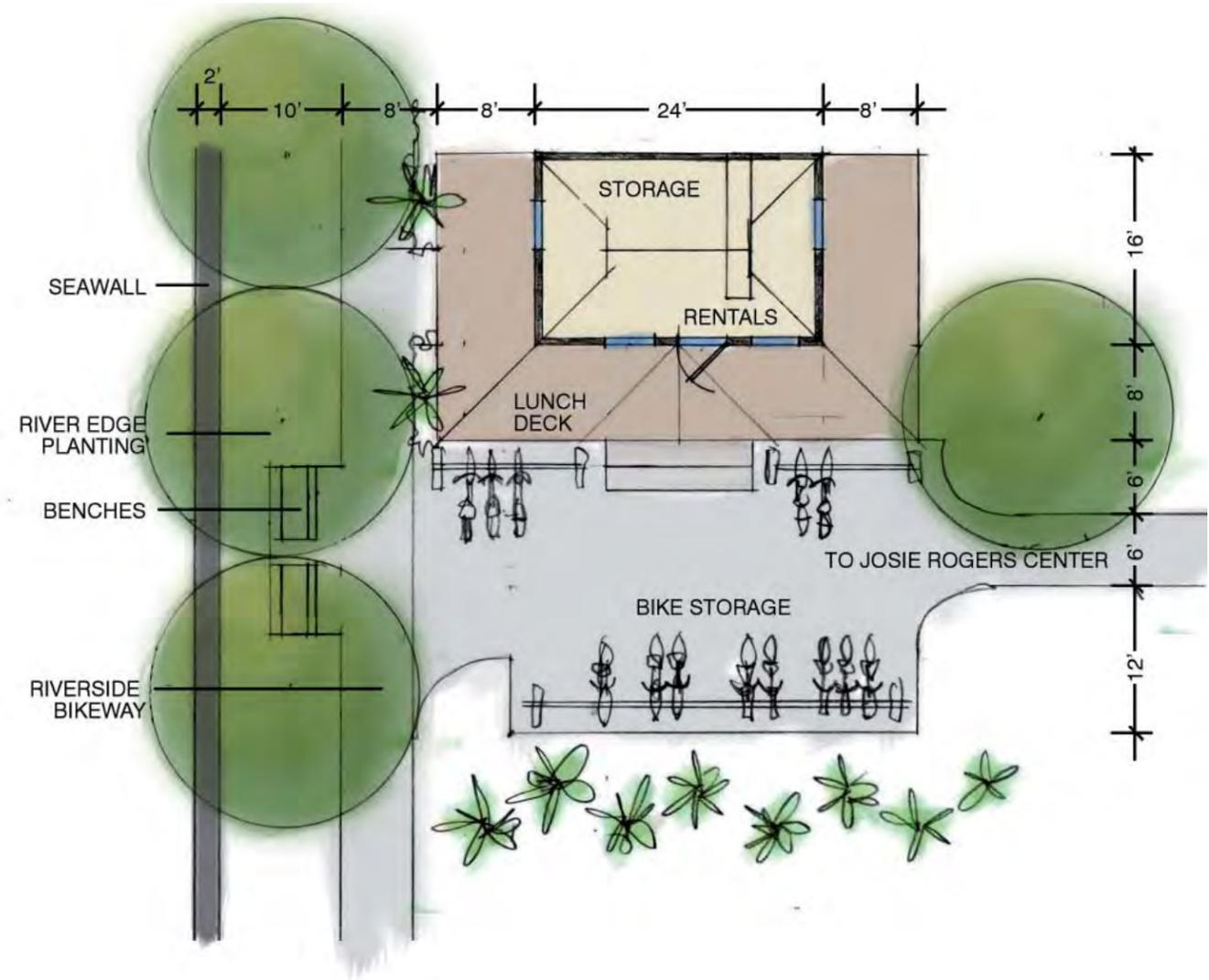


## On-Street Parking – Map # A-15

Angled, on-street parking will be offered along the river side of Beach Street in the vicinity of Manatee Island. These spaces will provide access to visitors to this north section of Riverfront Park and Manatee Island.



Nature District Bicycle Rental: Elevation



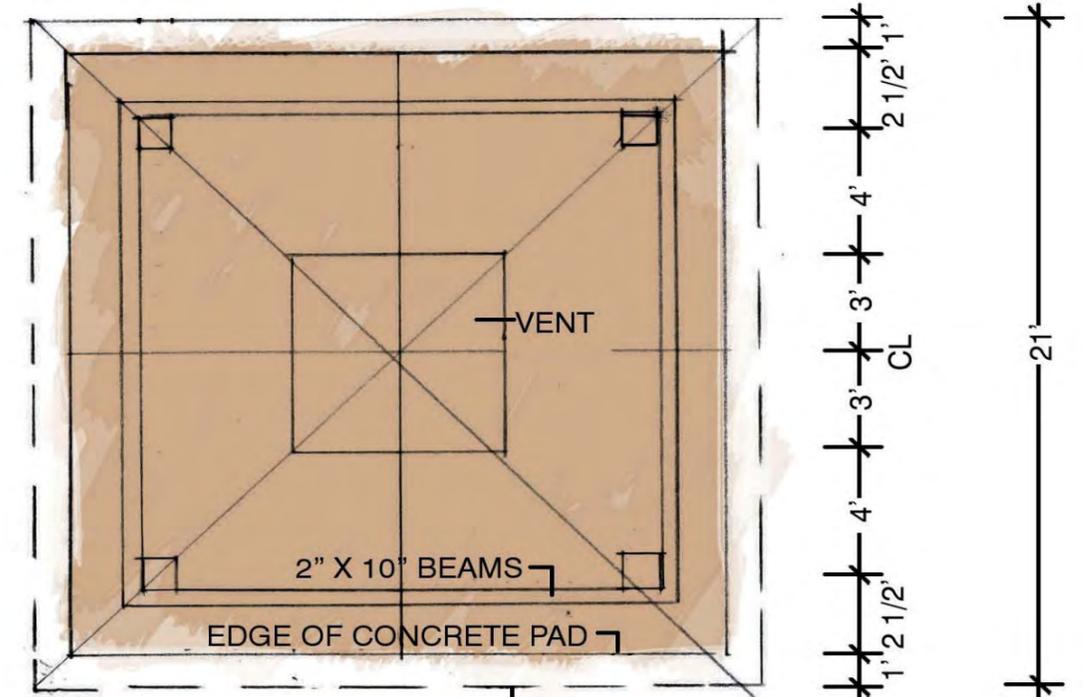
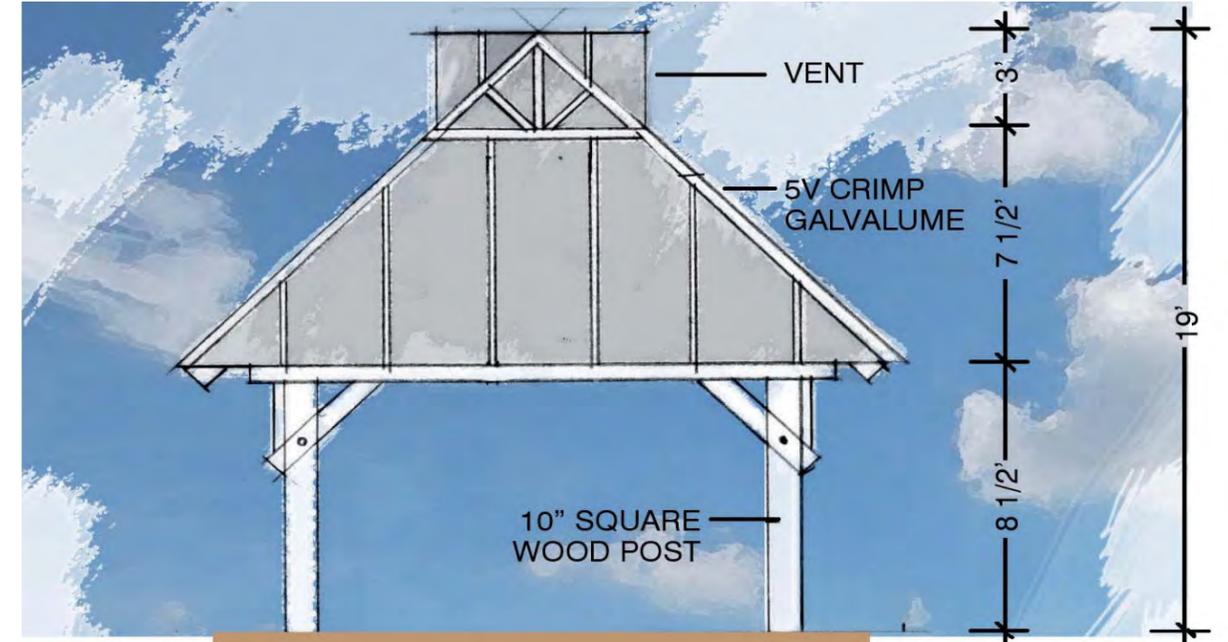
Nature District Bicycle Rental: Plan

# A - Nature District: Description of Proposed Facilities

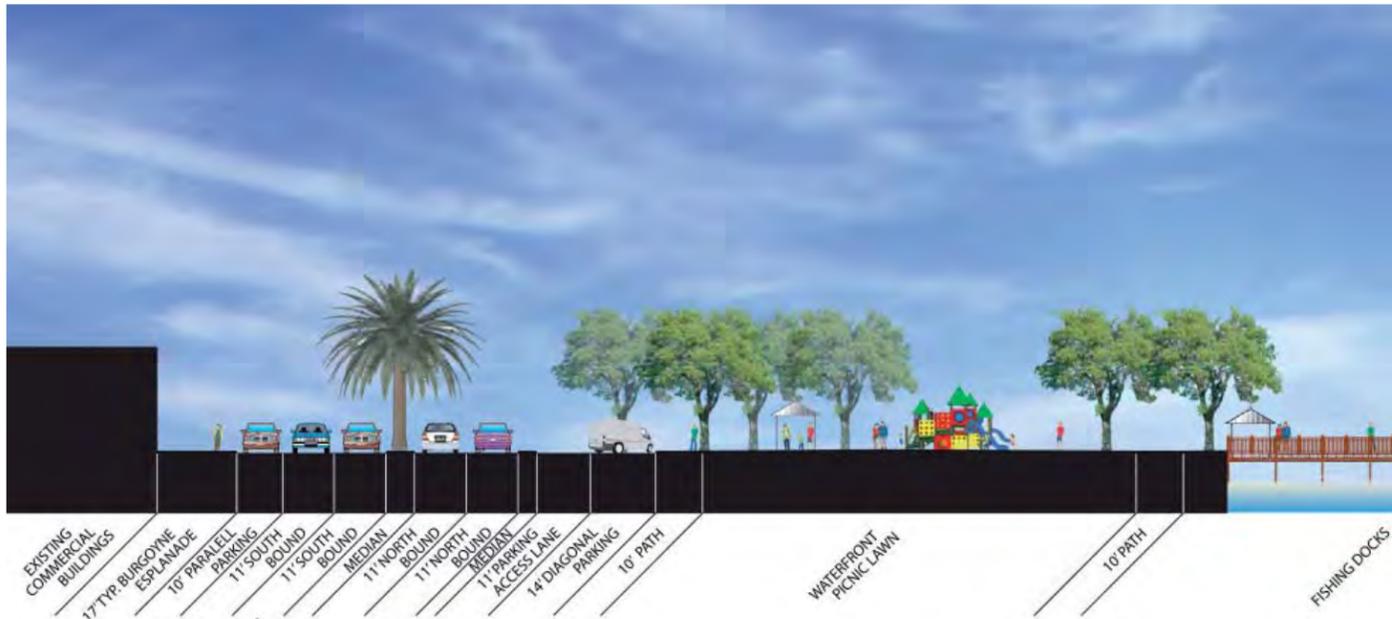


**Restroom (existing) – Map # A-16**

A functioning restroom is present on Manatee Island. While the metal roof is complimentary to this district's Old Florida Vernacular style, the block walls are not. Techniques should be explored to encase the building in a faux wood siding skin; allowing it to harmoniously blend with other architectural improvements in this district. Nearby is a well-used tot-lot playground and a group picnic shelter.



**Picnic Shelters: Elevation (top), Plan (bottom)**



**A - NATURE DISTRICT - SECTION**

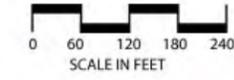


Manatee Island Entrance

# B - Arts District

## DAYTONA BEACH RIVERFRONT - MASTER PLAN

PREPARED FOR: DAYTONA BEACH COMMUNITY REDEVELOPMENT AGENCY



- B-1: TIPPEN & JOSEPHINE DAVIDSON MEMORIAL PARK
- B-2: SCULPTURE GARDEN WALK
- B-3: NEWS-JOURNAL CENTER FOR THE PERFORMING ARTS (EXISTING)  
- SERVICE ACCESS  
- LIMO DROP-OFF
- B-4: ARBORETUM
- B-5: EDUCATIONAL CENTER
- B-6: TRANSIENT DOCKS
- B-7: ON-STREET PARKING

### C - ESPLANADE

- C-1: HANGING GARDENS
- C-2: SHADE GARDEN
- C-3: VETERANS MEMORIAL
- C-4: FOUNDERS' PARK
- C-5: GATEWAY FOUNTAIN SCULPTURE
- C-6: ON-STREET PARKING
- C-7: PLAY FOUNTAIN
- C-8: BOARDWALK (existing)
- C-9: ROSE GARDENS
- C-10: CONCESSION PAVILIONS
- C-11: FORMAL GARDEN
- C-12: RIVER VIEW TERRACE
- C-13: WATERFRONT PROMENADE
- C-14: PERFORMANCE PAVILION & CIVIC PLAZA
- C-15: GREAT LAWN
- C-16: TOPIARY GARDENS
- C-17: BURGOYNE ESPLANADE
- C-18: WATER & LIGHT SHOW





The Arts District celebrates the News-Journal Performing Arts Center and extends from Dr. Mary McLeod Bethune Boulevard to International Speedway Boulevard. The intent of the design programming for the Arts District is to intensify the expression of the Daytona Beach arts experience. The existing facility is a very modern design which takes advantage of water views. New buildings constructed within this district should adhere to this artistic, modern architectural style. A native plant arboretum at the north end of this district will buffer these modern styled building from the Old Florida Vernacular structures within the adjacent Nature District.

Performances within the News-Journal Center celebrate music and dance. Additional amenities are needed in the landscape surrounding the Center including a waterfront sculpture walk. Local, regional and nationally-acclaimed sculptors can exhibit their work - perhaps on a seasonal, rotating basis - along this venue. In this way each year can bring a renewed sense of excitement to the arts community along Daytona Beach's Riverfront Park.



*A birds-eye view of the Arts District showing a new wedding pavilion in the foreground, the existing News-Journal Center behind, and the sculpture walk skirting the waterfront.*



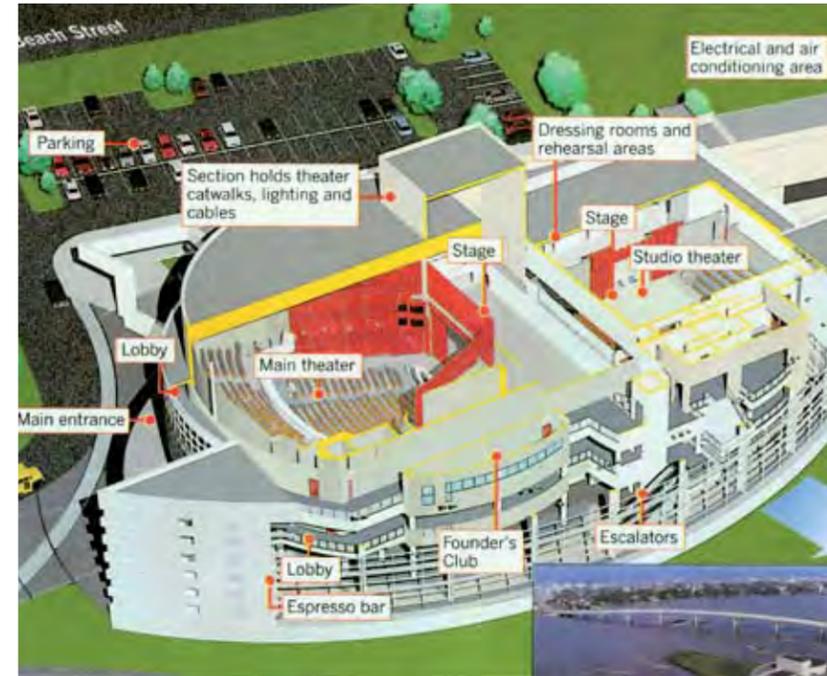
## B - Arts District: Description of Proposed Facilities



**Plaza - Tippen & Josephine Davidson Memorial Park – Map #B-1**

A beautifully landscaped plaza and park named for Tippen and Josephine Davidson, will be located at the waterfront point immediately behind the News Journal Center. The backdrop of the park will be the Halifax River and Daytona Beach Island beyond.

Park users will access the park through the arboretum and sculpture garden. This park will be available for community and private functions and provide a large gathering space for activities such as fund raisers, outdoor concerts and weddings.



**News-Journal Center – Map # B-3**

The News-Journal (formerly Lively Arts) Center is the centerpiece of the Daytona Beach Riverfront Arts District. A change in management has the facility now operated by Daytona State College. The Master Plan calls for the arts center to remain largely as-is, with some modifications to the parking and circulation areas around it. At the front (southwest) side will be the bus and limousine drop-off, visitor parking for private automobiles will be retained on the west side of the building, and the north end will remain the service entrance. To the east, the building will overlook a naturalized pond landscaped in the foreground with the sculpture garden walk leading along the Halifax River to the Wedding Garden beyond.



**Sculpture Garden Walk – Map #B-2**

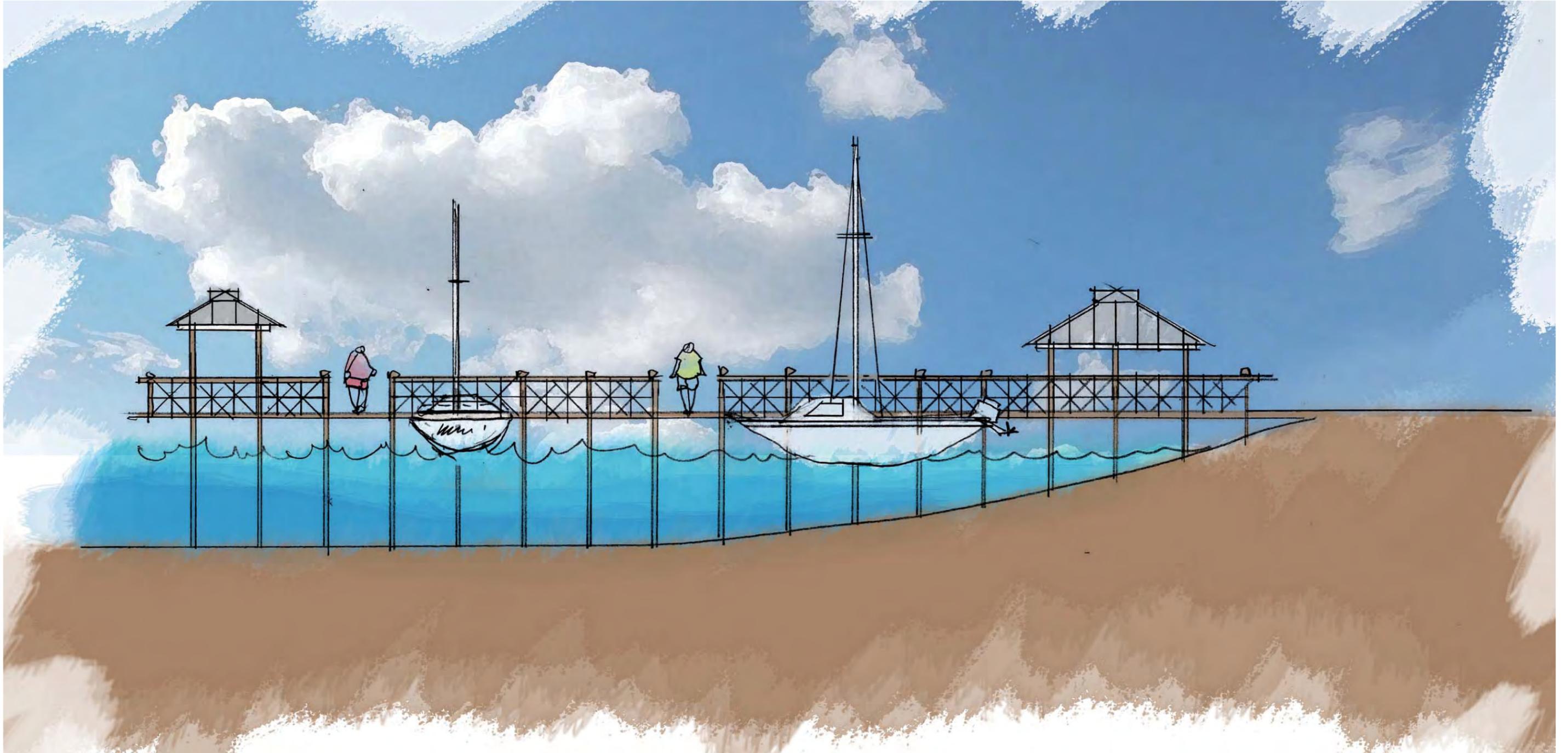
Wrapping around the back side of the News-Journal Performing Arts Center will be a sculpture garden and walk. The gardens and arboretum will be designed so as to accommodate beautiful sculpture at intervals along the riverfront promenade creating a pleasing and romantic experience for pedestrians. It is recommended that a portion of the sculpture sites be dedicated to a revolving exhibit of artwork, so that changes can be made at least annually to showcase new artists and exciting new works. The sculpture garden and riverfront promenade will incorporate night lighting to encourage its enjoyment after dark – when events at the News-Journal Center let out.



**Arboretum – Map #B-4**

Landscape plantings will be installed all around the Center for the Performing Arts. The nature of these plantings will vary from formal ornamentals at the southern end to a native plant arboretum at the north end of the district. The formal plantings will compliment the sculpture displays and modern architecture around the Center, while the arboretum will showcase collections of “Florida friendly” landscape plants recommended for use by homeowners. These species are defined by the Florida Department of Environmental Protection’s FloridaYards.org website produced in cooperation with the University of Florida Agricultural Extension, and the Southwest Florida Water Management District. This arboretum will buffer the low-key Nature District from the more intensively developed Arts District.

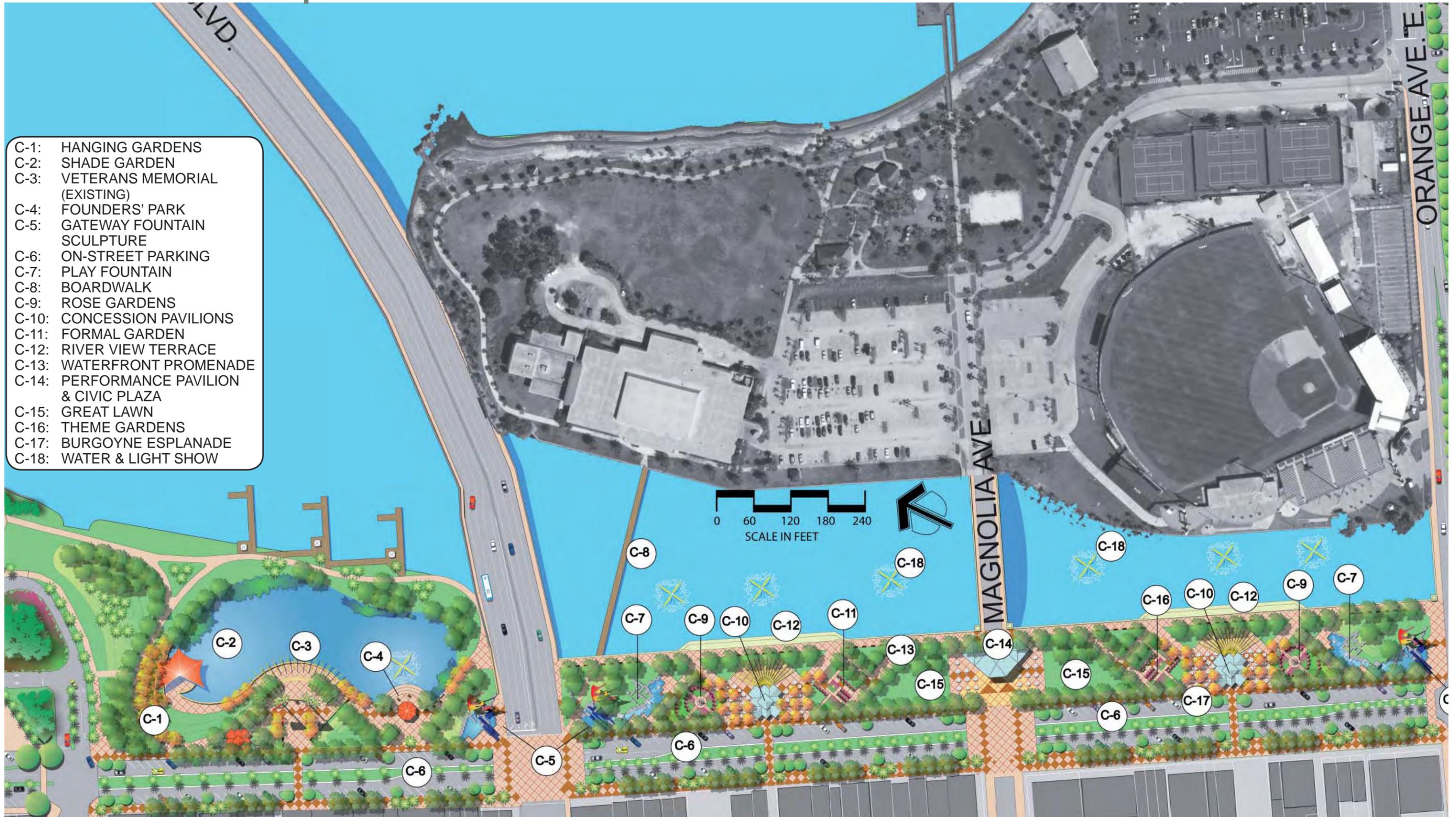




Arts District Transient Docks: Elevation

# C - Beach Street Esplanade

BELOW: The plan view of the Esplanade District of the Riverfront Park extends from Orange Avenue to ISB and faces City Island. In the following chapter, this district is expanded on block north beyond ISB.





The Esplanade will be the focal point of the Riverfront located squarely in the heart of Historic Downtown Daytona Beach Beach between International Speedway Boulevard and Orange Avenue. The design intent is to restore much of the look and function of the original promenade built by Charles Burgoyne in 1914 and donated to the City. He built it to link the downtown to his waterfront “casino”, which was more of a dance hall and community center than a place of gambling. The three-block long Riverfront Esplanade represents an urbanization of the park in this segment. This is a necessary improvement to strongly bridge the gap between the downtown and City Island. New structures will conform to a “Main Street Revival” architectural style featuring classic red brick walls and columns, granite base accents, and metal roofs. Because many of the existing Beach Street streetscape improvements shall remain, new improvements must be complimentary to existing elements in style, color, and function.



*PICTURED: A birds-eye view of the Esplanade District showing a preliminary idea for the downtown's riverfront. This design is revised and refined in the following chapter.*



Beach Street traffic will be calmed within this district by reduced lanes and new angled parking along both sides of the street. The combination of these two features will radically improve the pedestrian quality of the streetscape by slowing traffic and reducing the distance pedestrians walk to cross travel lanes. The added parking on both sides of Beach Street will be welcomed by local merchants and will provide direct access to Riverfront Park amenities. Through traffic can be rerouted to parallel arterials including Ridgewood Avenue.

# C - Beach Street Esplanade: Description of Proposed Facilities



**Hanging Gardens - Map #C-1**

An arbor-covered walkway will provide support for climbing vines such as coral honeysuckle, Carolina Jessamine, clematis, or climbing rose. This will create an inviting, shaded environment between the Veterans Memorial and the News Journal Center. Benches located beneath the arbor's shade will overlook the pond and the Halifax River beyond.



**Veterans' Memorial - Map #C-3**

The existing memorial to war veterans will remain in its present location just north of Beach Street's intersection with International Speedway Boulevard. Landscape, paving and lighting improvements are recommended to improve the existing monuments, provide better pedestrian access, and to tie it into the design of the surrounding park.



**Shade Gardens - Map #C-2**

Arbors with vines will provide year-round shade and a hospitable climate to rest, relax, and enjoy the river view. A nearby cafe will quench visitor's thirst as they watch a performance at the performance stage. The cooler micro-climate provided by the arbor will allow the cultivation of shade-loving plants to further delight the senses.



**Founders' Park - Map #C-4**

Founders Park will honor the visionary leaders whose foresight led to the creation of Daytona. It will be a memorial to the early settlers, City fathers and famous seasonal residents who had a profound impact upon the settlement and growth of the Daytona Beach region. Local historians should identify appropriate persons to commemorate, but the list might include Matthias Day, Josie and her father D. D. Rogers, J. Saxton Lloyd, John and Elizabeth Maley, Lawrence Thompson, Mary McLeod Bethune, Charles Burgoyne, Henry Flagler, and perhaps even Bill McCoy. It will be an area where local school children, new residents, and visitors can all learn a little about the local history. Visitors will also be encouraged to visit the nearby Halifax Historical Society museum located a block south on the west side of Beach Street where a more in-depth understanding of local history may be attained.



Formal Gardens: Perspective Sketch

# C - Beach Street Esplanade: Description of Proposed Facilities



**Gateway Feature - Map #C-5**

The existing gateways at International Speedway Boulevard will remain. They will be enhanced with landscape and pedestrian improvements to properly integrate them with adjacent park improvements.



**Play Fountain - Map #C-7**

A fountain offering both aesthetic appeal and interactive qualities is recommended within the Beach Street Esplanade District. This is not intended as a “splash park” but rather a soothing fountain where it is ok for people to casually dip their toes and touch the water with their hands. Two are proposed for the esplanade district — at opposite ends. In addition to their visual appeal, the cascading water will provide a cooler micro-climate for those sitting close by and the sounds of tumbling water can drown out urban noise.



**On-Street Parking – Map #C-6**

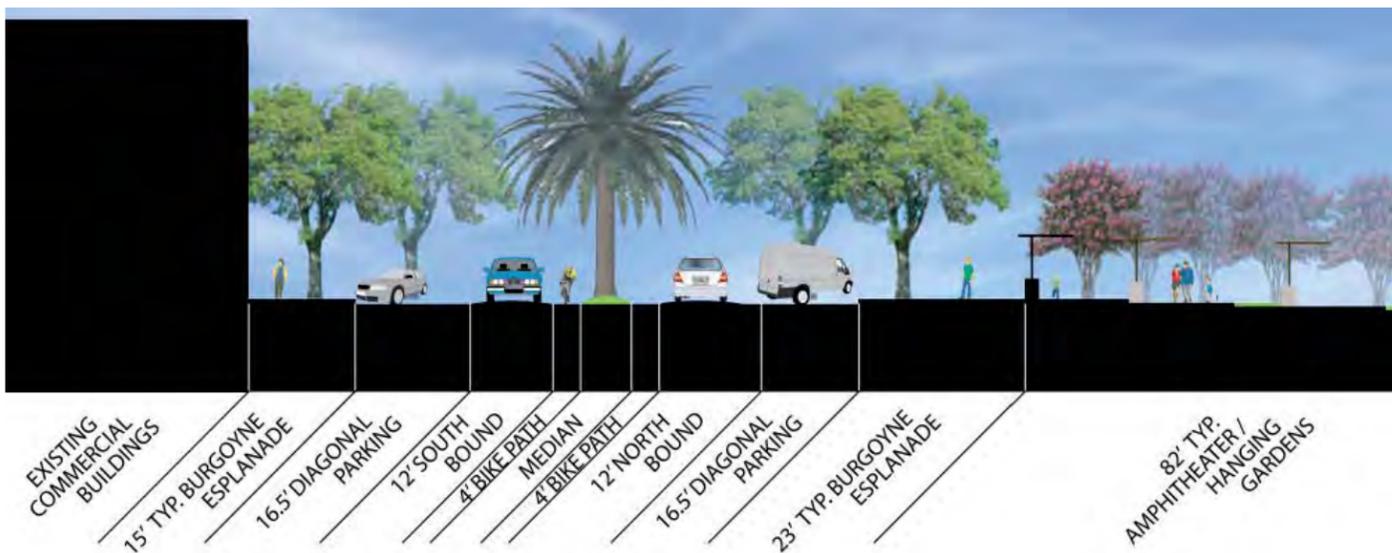
Angled on-street parking will be provided on both sides of Beach Street within the Esplanade district. Traffic lanes will be calmed to slow vehicles and improve pedestrian safety.



**Boardwalk to Library - Map #C-8**

A pedestrian bridge already exists between Riverfront Park (just south of the ISB bridge) and the County Library on City Island. The proposed boardwalk would retain this connection.

The idea of providing a new pedestrian bridge / underpass beneath the International Speedway Boulevard Bridge linking the Esplanade District to the Arts District was explored during this planning process. It was finally determined that the ISB bridge lacked sufficient clearance beneath it to accommodate a pedestrian boardwalk at high tide. The pedestrian boardwalk would have to extend a great distance out into the Halifax River before it could pass beneath the bridge, making this idea infeasible. Instead, improvements to the pedestrian notification components of the traffic signal at the ISB / Beach Street intersection are recommended to improve pedestrian safety and encourage safe crossing at street level. These would include audio cues in addition to visual cues. In-pavement lighting strips might also be considered to improve pedestrian safety at night when crossing International Speedway Boulevard.





Beach Street Pedestrian Safety and Aesthetic Improvements: Perspective Sketch

## C - Beach Street Esplanade: Description of Proposed Facilities



**Rose Gardens - Map #C-9**

The existing rose gardens will be renewed and improved through the implementation of this plan for the Beach Street Esplanade. The geometric layout of this garden with paths between beds will allow visitors to closely enjoy the fragrance and beauty of this collection of roses. Civic groups who have taken an interest can continue to participate in the weekly maintenance requirements of these plants.



**Formal Gardens – Map #C-11**

The formal gardens planted throughout the Esplanade will recount the beauty of the gardens which once existed on this site. They will divide the Esplanade into separate, smaller “garden rooms” exhibiting a pedestrian scale and attention to design. Unique activities may occur within these garden rooms, allowing for exciting interaction in some areas and peace and solitude in others. The plant palette of the formal gardens will not be constrained to native species, and should allow for some colorful “dazzle” in high traffic areas while respecting the maintenance budget of the City. Shade trees however should be native species, unless a compelling reason for including noninvasive exotic tree species is made.



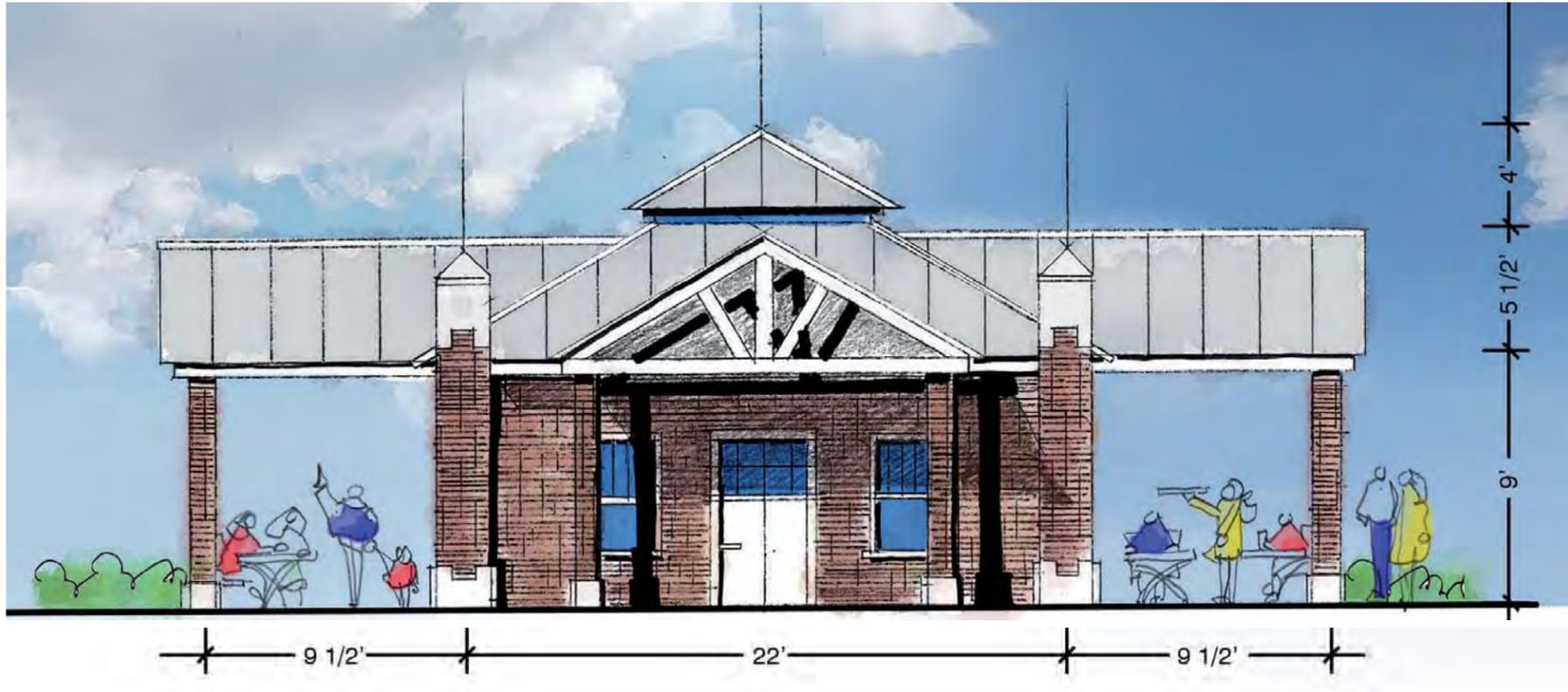
**Concession Pavilions - Map #C-10**

Three multi-purpose pavilions will be located within the Esplanade - one to either side of the Magnolia Avenue bridge and another between ISB and the Arts Center. With associated tables, chairs and shade trees or structures, these pavilions will service outdoor cafés within the Riverfront Park. Vendors would be concessionaires having annual contracts with the City. In this way, there will be control of the type and quality of food, beverages, and merchandise sold at these kiosks. Other mobile, seasonal, or farmer’s market type vendor kiosks will be permitted in other areas of the Esplanade and perhaps in other sections of the Riverfront Park and her islands – at the discretion of the City. These concession pavilions have about 500 square feet of enclosed space with a lot of shaded seating around them. These facilities will add interest, activity and conveniences for visitors to the riverfront. Concentration of eateries and attractions within a unified geographic area brings increased visitation to all retailers. The restrooms will add greatly needed visitor services to the park.

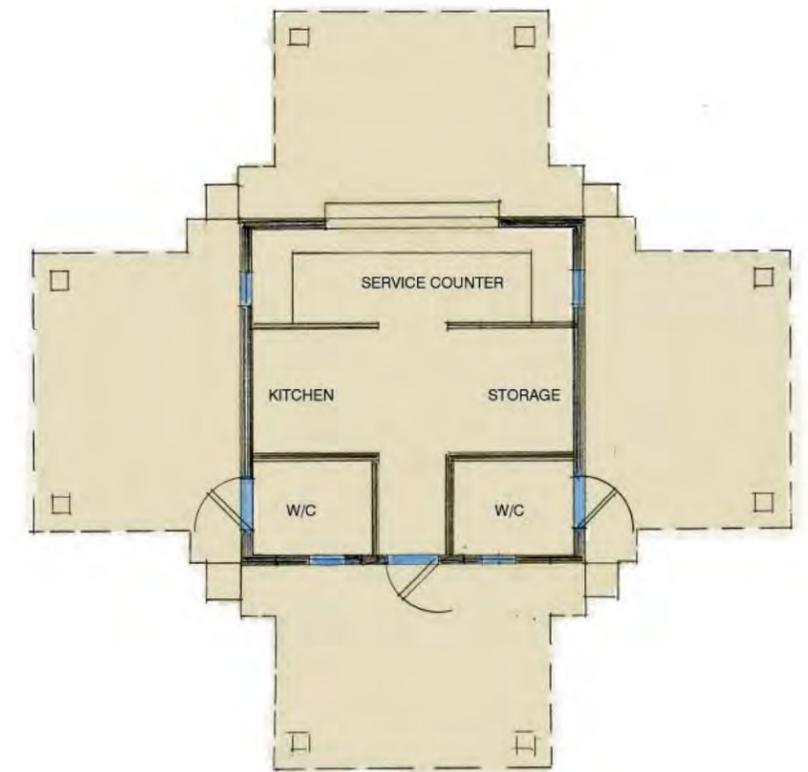


**Riverview Terrace – Map #C-12**

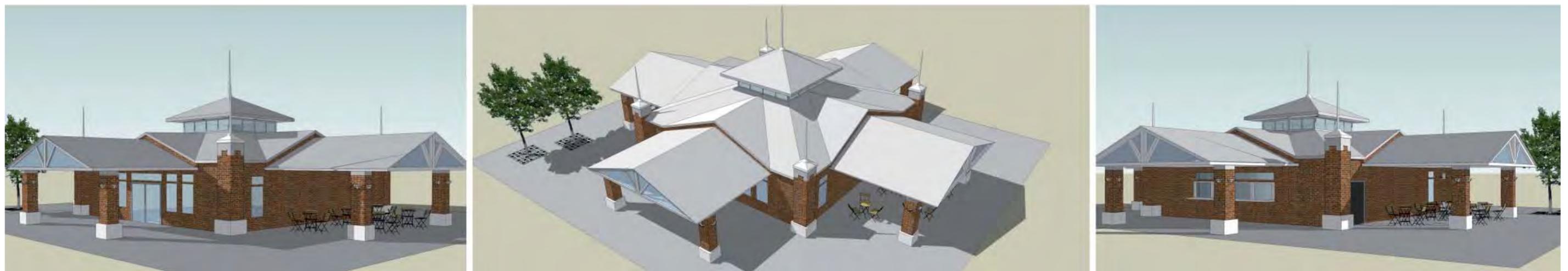
Since the construction of the Burgoyne promenade and seawall, the direct connection between people and the waters of the Halifax River has been lost. A stepped riverview terrace will be constructed between the typical low tide water’s edge and the plaza level. This terrace will allow people to interact with the water and will provide seating all along the waterfront overlooking City Island. Fountains positioned within the river between the Esplanade and City Island will add excitement to the view, and they will be lighted at night for enhanced appeal. After accumulated silt is dredged from this channel between Riverfront Park and City Island, small craft will again be able to navigate the area.



Beach Street Esplanade District Concession Pavilion: Elevation



Beach Street Esplanade District Concession Pavilion: Floorplan



Beach Street Esplanade District Concession Pavilion: Perspective Views

# C - Beach Street Esplanade: Description of Proposed Facilities



**Waterfront Promenade – Map #C-13**

A multi-use path and promenade will be provided along the shoreline where casual strollers can enjoy the views across the Halifax River and of City Island. At fourteen feet, the promenade will be generously wide and will be lined with canopy trees, benches, night lighting, and other amenities to encourage the enjoyment of this promenade.



**Great Lawn - Map #C-15**

An expansive grassy area will be created on either side of the performance pavilion at the center of the Esplanade District. These great lawns will accommodate audiences for performances in the Civic Plaza and also for daily passive recreation such as throwing a frisbee, playing catch, playing chase, or simply spreading a blanket to sit on the grass and enjoy the day.



**Performance Pavilion & Civic Plaza – Map #C-14**

A Civic Plaza will be created riverside of the intersection of Beach Street with Magnolia Avenue celebrating the center of historic downtown. This location represents the intersection of pedestrian traffic streams along the Riverfront Park with those between downtown and City Island. The landscaped plaza will include vendor kiosks for purchase of refreshments, souvenirs, and conveniences. Vendors will be carefully selected so as to provide amenities to visitors without competing with existing downtown businesses. Shade trees will be planted throughout and seating areas provided for relaxation and enjoyment of the views. The road can be closed for special events such as concerts or festivals.



**Theme Gardens - Map #C-16**

A portion of the formal gardens may be designed as themed gardens to emphasize a particular design style, culture, or plant palette. Suggested themes might include a Japanese garden, a succulent/cacti garden, a perennial garden, an ornamental grasses garden, a conifers garden, a rain garden, a fragrance garden, a butterfly garden, a knot garden, or a parterre garden. Obviously, it is possible to intertwine two or more of these themes into one garden plan. Local garden clubs or community groups might be interested in adopting and maintaining such a themed garden display. The City must ensure a sincere commitment on behalf of such organizations to ensure an attractive and well maintained display.



Beach Street Esplanade District Civic Plaza & Performance Stage: Perspective Views

## C - Beach Street Esplanade: Description of Proposed Facilities



### Burgoyne Esplanade - Map #C-17

This pedestrian path will parallel the waterfront promenade but will be positioned alongside Beach Street. Much of it will enjoy shade from groves of canopy trees and the paving pattern will give an urban feel to the park. The esplanade will provide access to the on-street parking created on the east side of Beach Street.



### Paving and Hardscape

It is recommended that the sidewalk pavers within the Riverfront Park should match those already present on the west side of Beach Street both in color and generally in the pattern of installation. This maximizes the investment already made in streetscape improvements. An exception to this might be under the roof lines of the public pavilions where a smoother concrete surface is desirable by food vendors for easy cleanup.

## Streetscape Furnishings



### Water and Light Show - Map #C-18

Daytime fountains supplemented with nighttime lights will provide an added attraction along the Riverfront Park. These fountains will be located within the Halifax River in the shallow channel between the mainland and City Island where they will not be an obstacle to boat traffic.

### Streetscape Amenities

Amenities or street furniture include functional items which add cosmetic appeal to the streetscape. These include benches, waste receptacles, lamp posts, bicycle racks, bollards, water fountains and similar items. The overall intent is to install products having the durability and quality of iron with a powder coating treatment for protection against corrosion. A "family" of similarly styled items should be selected.

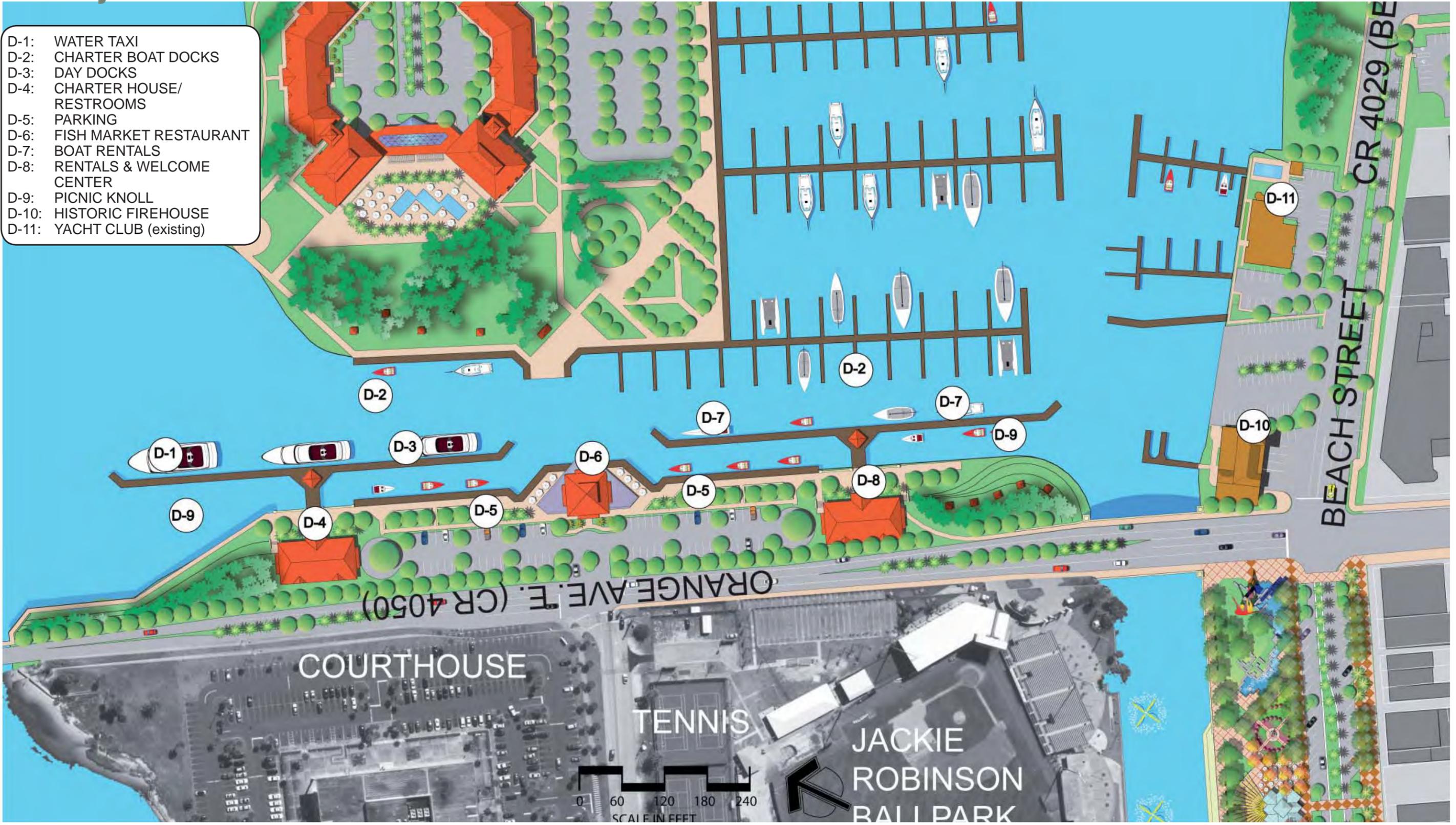
## Riverfront Master Plan: Area Descriptions



Beach Street Esplanade District Burgoyne Esplanade: Perspective Sketch

# D - City Docks

- D-1: WATER TAXI
- D-2: CHARTER BOAT DOCKS
- D-3: DAY DOCKS
- D-4: CHARTER HOUSE/  
RESTROOMS
- D-5: PARKING
- D-6: FISH MARKET RESTAURANT
- D-7: BOAT RENTALS
- D-8: RENTALS & WELCOME  
CENTER
- D-9: PICNIC KNOLL
- D-10: HISTORIC FIREHOUSE
- D-11: YACHT CLUB (existing)





The City Docks district re-establishes a working waterfront to the portion of City Island south of Orange Avenue. The public facilities in this district are antiquated and dilapidated beyond repair in any cost-effective manner. Building upon the strength of the historic fire station and paying homage to the City Recreation Center to be replaced, new buildings in this district will have a Mediterranean Revival architectural style. This style will be echoed by the proposed hotel/mixed-use development on the National Guard Armory site across the water. This architectural style has broad appeal to tourists and locals who would patronize this district. Along the City Docks, a waterfront seafood restaurant is placed front-and-center. To either side are accessory buildings. One is a Chart House where boat rentals can be arranged and ship's stores purchased. The second is a visitor welcome center/restroom facility catering to transient boaters utilizing nearby docks and offering showers and laundry facilities in addition to restrooms.



# D - City Docks: Description of Proposed Facilities



**Water Taxi Map #D-1**

Dockage space along the waterfront would be reserved for water taxi service linking City Island with other destinations along the Halifax River. Some might take this as a pleasure cruise, others as a way to visit other riverfront and Beach Street destinations without having to walk the entire distance. A family might park their car at the south end, walk the length of the riverfront to Manatee Island, and then take the water taxi back to Halifax Harbor close to their vehicle.



**Day Docks Map #D-3**

The day docks along this wharf frontage are a place for regional area boaters to moor their boats as they visit the Riverfront Park amenities, watch a ball game on City Island, dine in downtown restaurants, shop in the stores, or otherwise patronize local businesses.



**Charter Boat Docks Map #D-2**

An expanded City Docks will provide space for a few tourist-centered charter boats which could range from short cruises along the Halifax to offshore fishing excursions.



**Charter House / Boat Rentals Map #D-4**

This building would house the rental offices for the charter vessels available at the docks. Also, a small "ship's store" offering convenience items appropriate for this dock-side location.



City Docks District Charter Boat and Water Taxi Docks: Perspective Sketch

## D - City Docks: Description of Proposed Facilities



**Parking Map #D-5**

Approximately 60 surface parking spaces could be created in the area presently occupied by the City Island Recreation Center and adjoining buildings. These spaces would serve the waterfront restaurant, charter boat concessions, and passive park areas proposed for the City Docks District.



**Fish Market Restaurant Map #D-6**

The proposed Fish Market Restaurant capitalizes on interesting waterfront views of the Halifax Harbor. Its proximity to the Jackie Robinson Ball Park just across the street add to the excitement of the place. The location on the Orange Avenue causeway provides direct access from the beach, and it is a walkable distance to/from Beach Street.

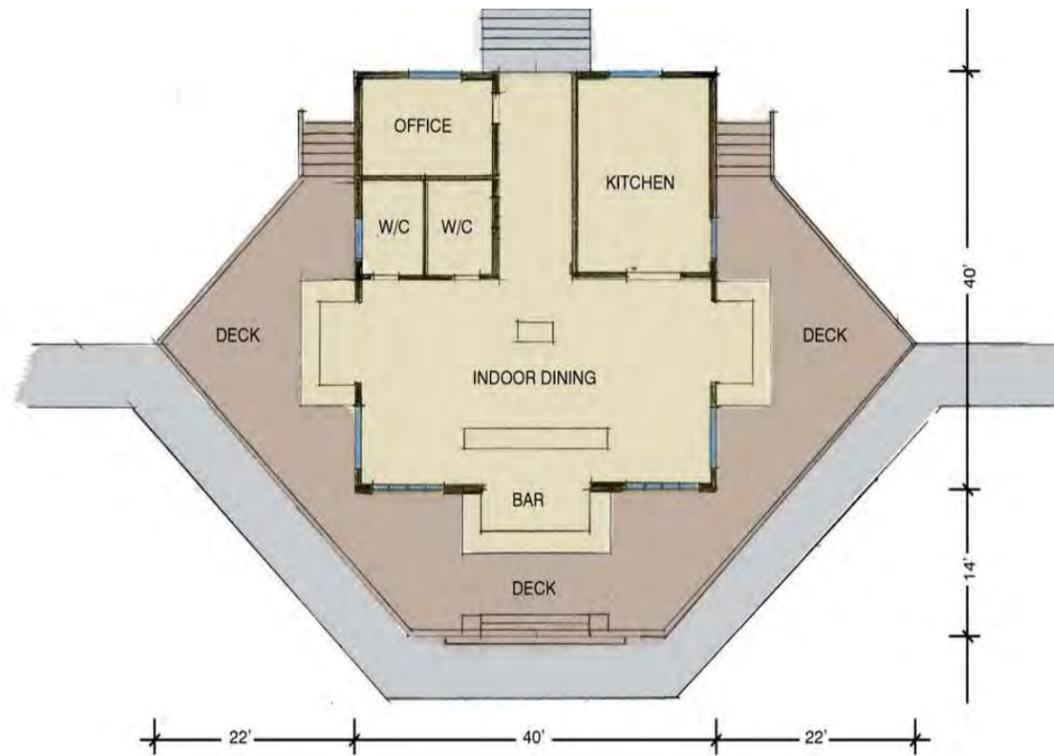


**Rental Boat Docks - Map #D-7**

This portion of the charter boat docks will provide space for a concessionaire to offer small motor or sail boats for rent on an hourly or daily basis. The increased activity of tourists renting boats to go fishing or sight seeing along the Halifax River will bolster the vitality of the City Docks district.



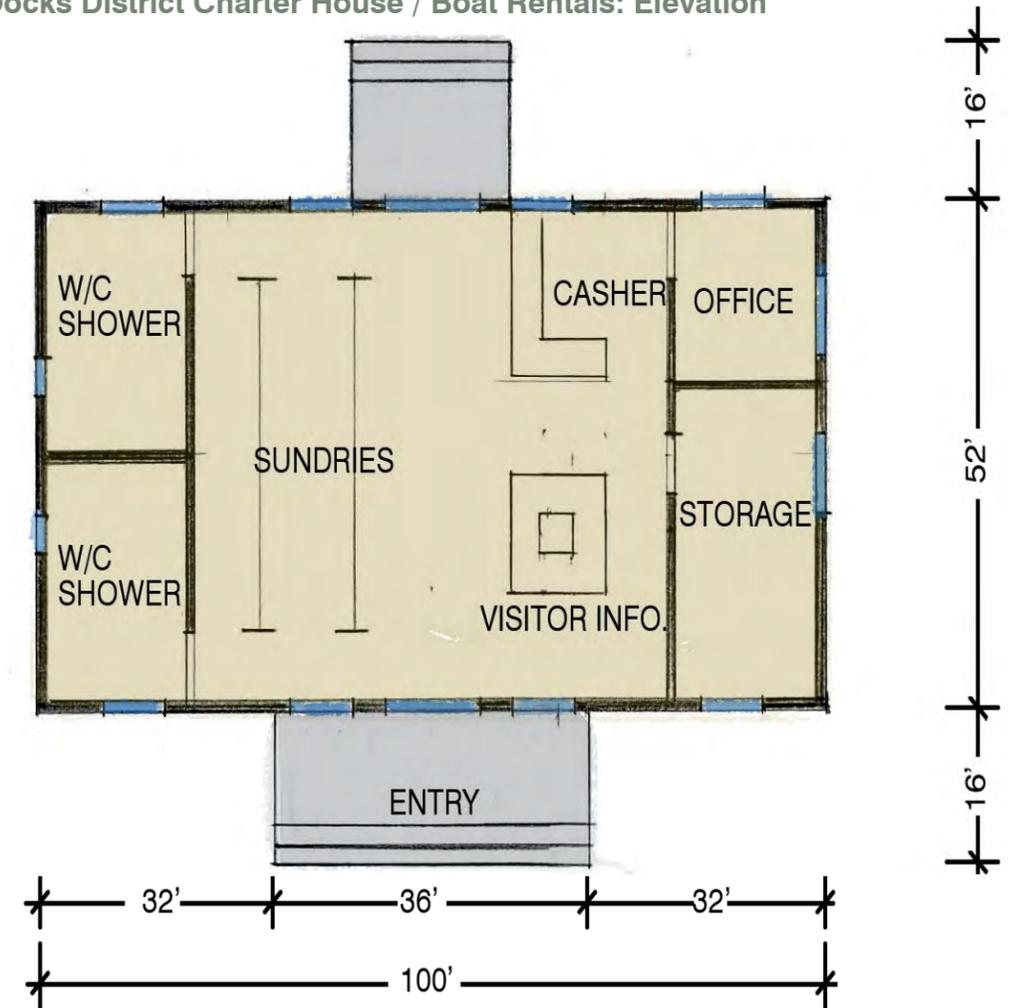
City Docks District Fish market Restaurant: Elevation



City Docks District Fish market Restaurant: Floorplan

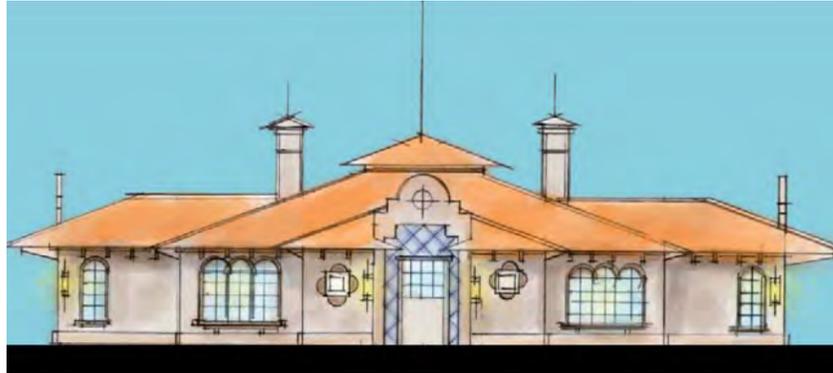


City Docks District Charter House / Boat Rentals: Elevation



City Docks District Charter House / Boat Rentals: Floorplan

## D - City Docks: Description of Proposed Facilities



**Welcome Center / Restrooms -**

**Map #D-8**

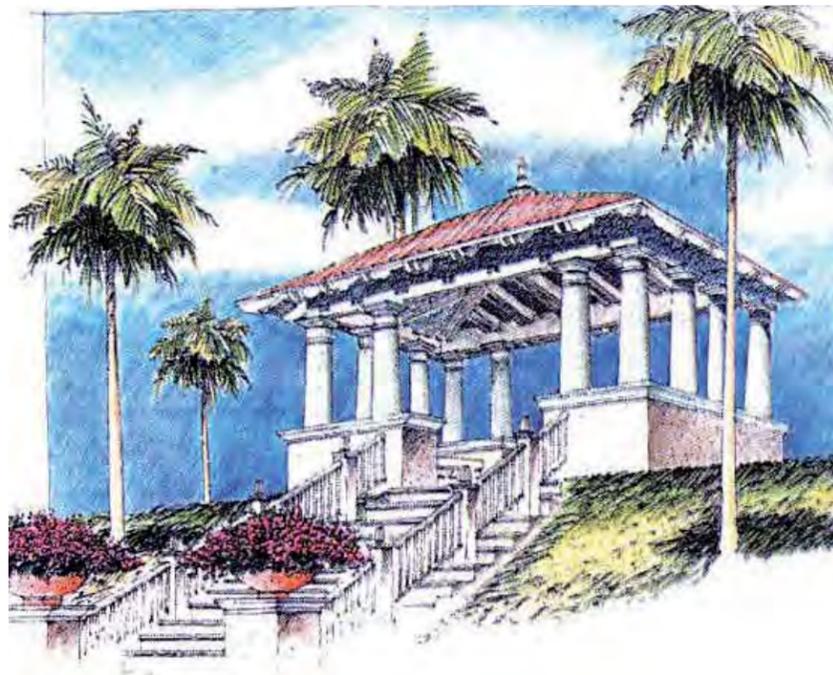
A mirror of the Charter House, this building will contain a welcome center and public lavatories with showers and laundromat - catering to visiting day-boaters. The Public Information Center proposed for the west end of the City Docks District occupies a prominent location – close to the Riverfront Park, and just across Orange Avenue from the ball park. This building would house a Tourist Information Center providing information about downtown businesses, amenities and ecotourism attractions.



**Historic Firehouse (EXISTING)**

**Map #D-10**

The historic fire station – the oldest still in operation along Florida’s East Coast – was built in 1925. At that time, this Spanish-style building was opposite Orange Avenue from the landmark Burgoyne Casino. The fire station shall remain and be enhanced as a gateway feature of the Riverfront Park.



**Picnic Knoll - Map #D-9**

A grassy picnic knoll will occupy both the eastern and western tip of this City Docks District. These passive park areas will be ringed with trees to provide a buffer from Orange Avenue traffic and some much desired shade. The eastern tip will look out over the Halifax to the barrier island beyond while the western tip will offer interesting views of the marina and downtown. They will be used by day boaters as well as by tourists and residents who arrive by car, bike, water taxi, or foot.



**Existing Yacht Club**

**Map #D-11**

The new Halifax River Yacht Club was recently completed along Beach Street next to the historic Fire Station. The club is a new two-story building for an old organization dating to 1896 when the founding members first drafted the club’s bylaws. With its eye-catching blue steel roof, the Yacht Club is a cornerstone of Daytona Beach’s Riverfront and is an integral part of the riverfront master plan.



City Docks District Charter House / Welcome Center: Elevation

# E - Halifax Harbor



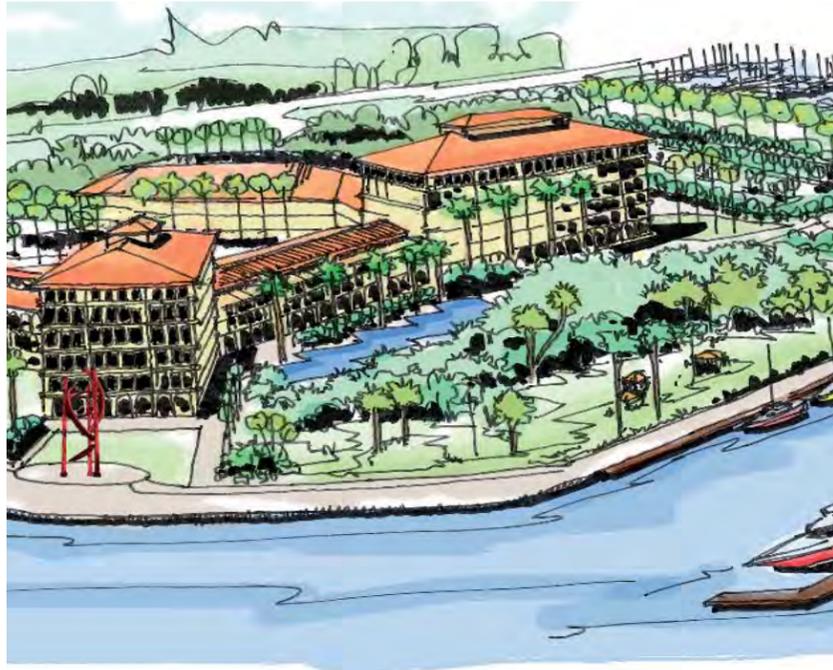


The Halifax Harbor district encompasses the Halifax Marina and all lands on the peninsula accessible via Basin Street. The eventual relocation of the National Guard Armory facility to an inland location frees up this prominent waterfront location for a mixed-use residential development. Adding more residential units to downtown is a goal of every redevelopment plan prepared for the City or County in recent years. Replenishing the population of downtown residents boosts the downtown economy, improves patronage and surveillance of Riverfront Park facilities. This mixed-use development makes better use of an extraordinary land parcel with exceptional waterfront views. In addition to the hotel/mixed-use development on the armory parcel, a banquet hall, additional boat trailer parking, and other amenities around the harbor are recommended.

Architectural styles within this district will be split between Mediterranean Revival for the proposed hotel (complimenting the City Docks buildings across the water), and Old Florida Vernacular for the Banquet Hall and accessory structures which must



# E - Halifax Harbor: Description of Proposed Facilities



compliment the nearby Harbor Master's House.

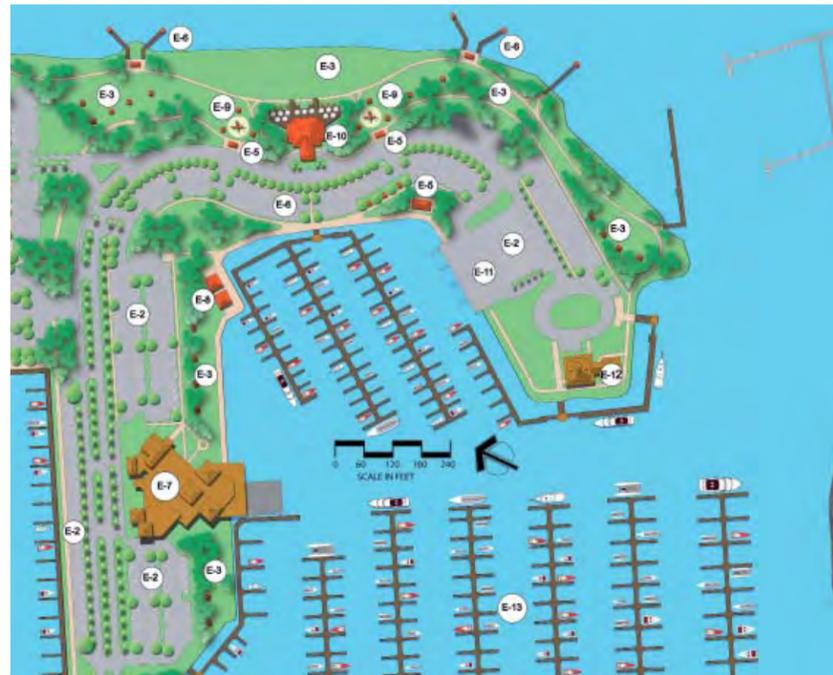
## Hotel-Mixed Use Map #E-1

A new waterfront hotel and mixed-use development is the base of the improvements proposed for the National Guard armory site accessed via Basin Street. Timed to coincide with an improved real estate market, this development will add downtown visitors and residents, many of whom will patronize local business and enjoy the Riverfront Park.



## Picnic Lawn Map #E-3

A large portion of the peninsula (between the current National Guard Armory and the Halifax Harbor boat ramp) is presently public open space and would remain so in this master plan. The plan proposes realignment of the parking lot to make more room for the open space amenities. New amenities including picnic pavilions, a path, playgrounds, and picnic shelters will be provided to enhance and encourage further use of this space.



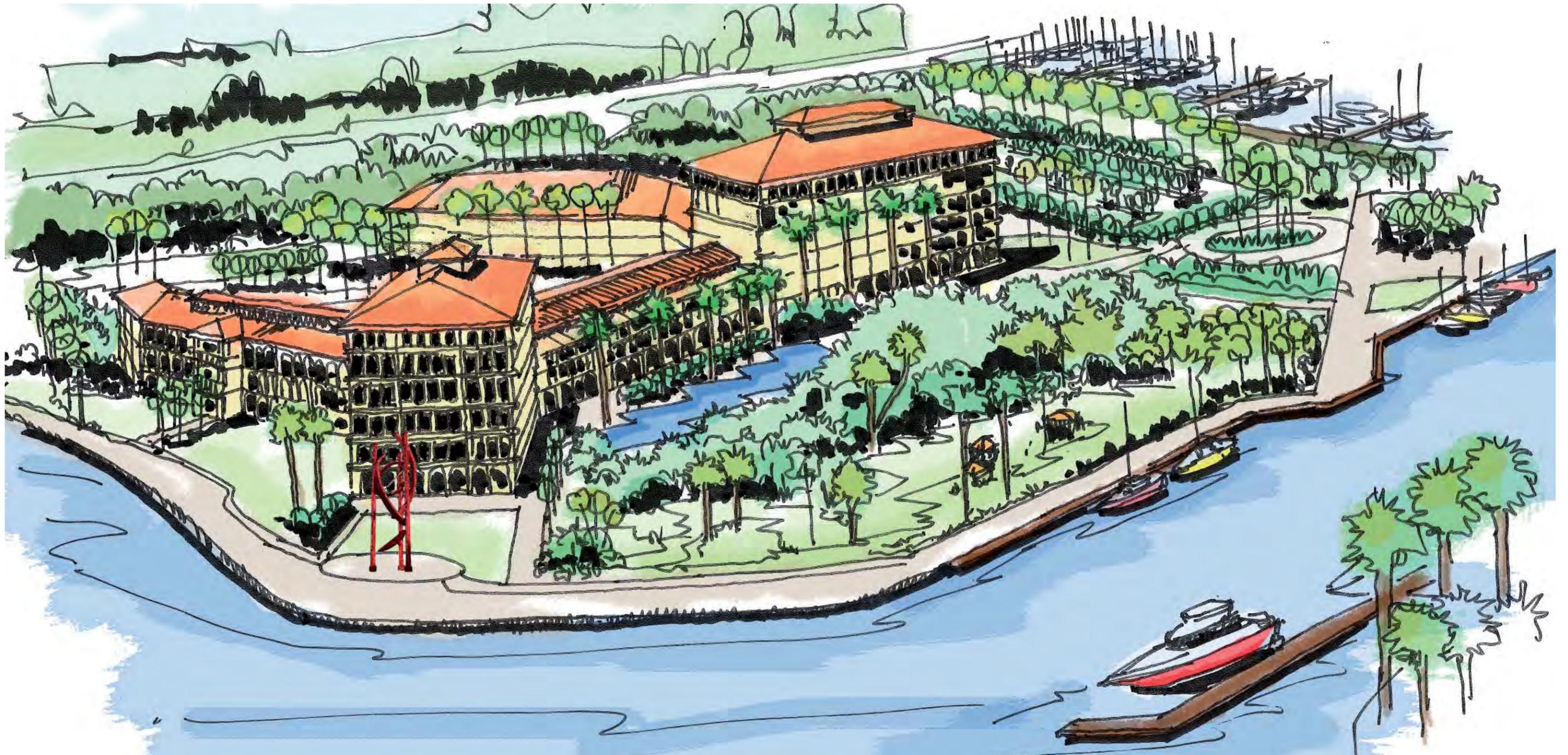
## Parking Map #E-2

The existing surface parking near the public boat ramp will be redesigned under this master plan to increase the number of boat trailer parking slips. The parking area will provide more standard size parking spaces for the public park and Banquet Hall on the east side, and also parking for access to the boat slips on the west side.



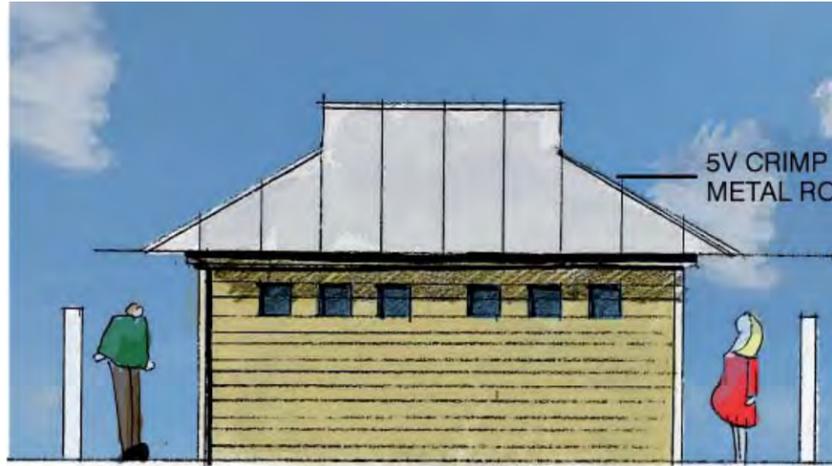
## Visitor Docks Map #E-4

These day docks are for use by hotel guests and patrons of other businesses in the mixed-use project such as dining, shopping and entertainment.



Halifax Harbor District Hotel / Mixed Use: Perspective Sketch

# E - Halifax Harbor: Description of Proposed Facilities



**Restrooms Map #E-5**

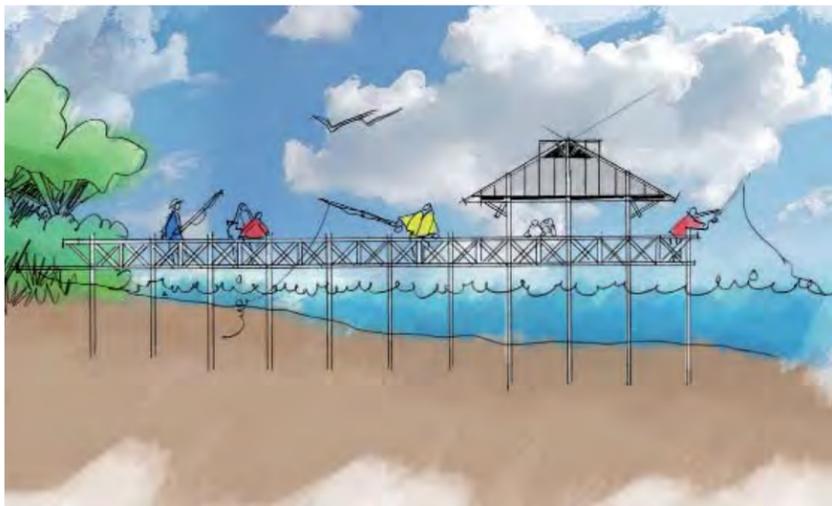
This pair of public restrooms will occur to either side of the proposed banquet hall. They will service the two large picnic areas. Surveillance is simplified due to their immediate proximity to the access drive.



**Existing Commercial/Entertainment**

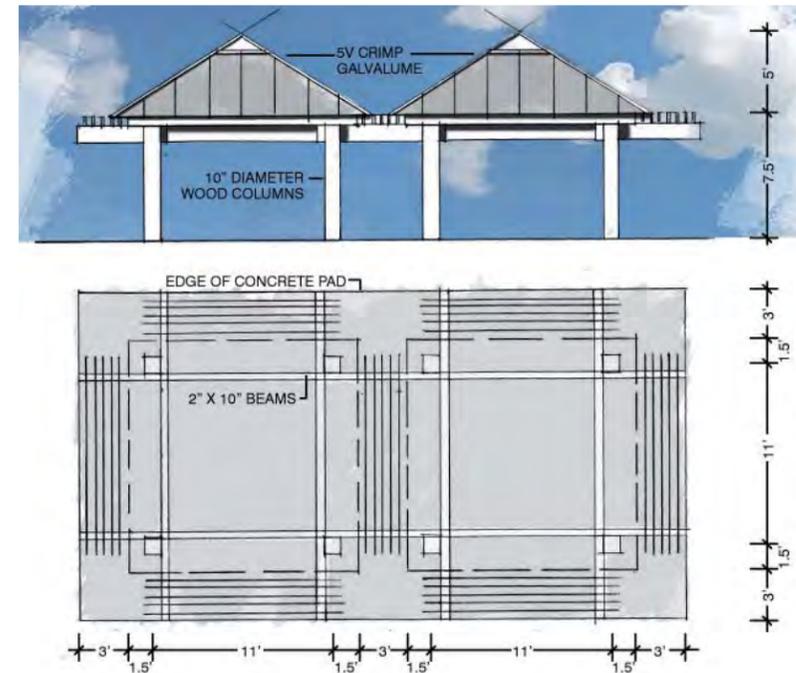
**Map #E-7**

The existing restaurant and retail space on Basin Street overlooking the Halifax Harbor is retained in this master plan. It is anticipated that the provision of other new residential and commercial uses on the peninsula will encourage additional patronage of this existing restaurant and retail establishment.



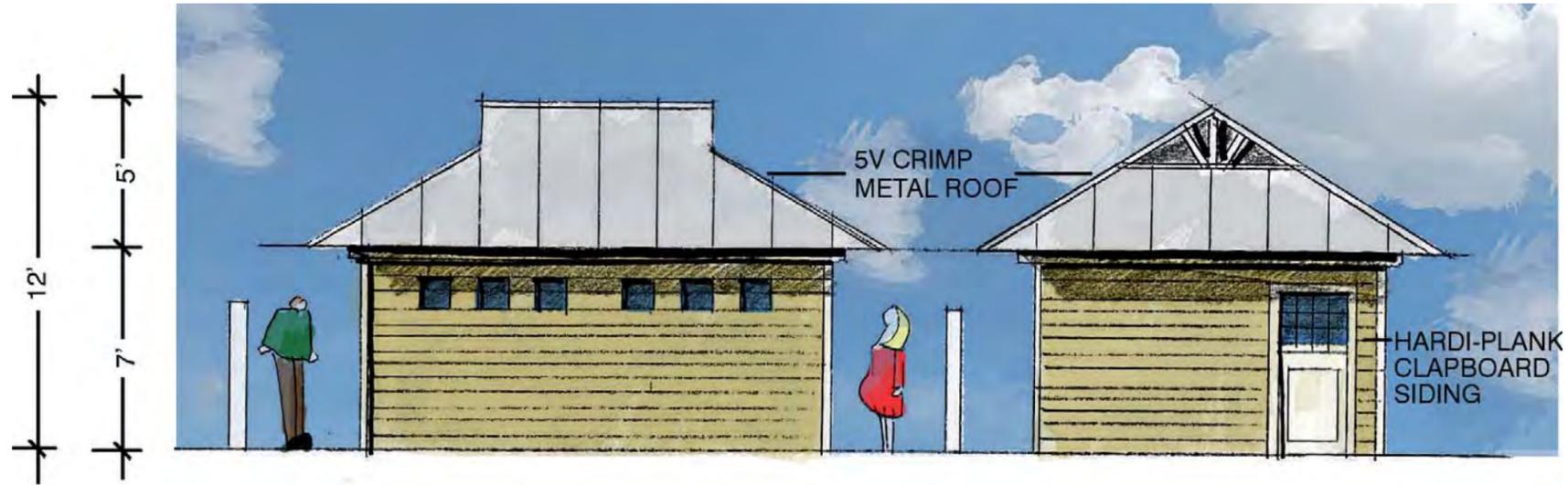
**Fishing Piers Map #E-6**

Two new fishing piers are proposed for the Riverfront Park area on the Halifax Harbor peninsula. It is anticipated that these would be well-used by shore fishermen and casual enjoyment of the views by park visitors.

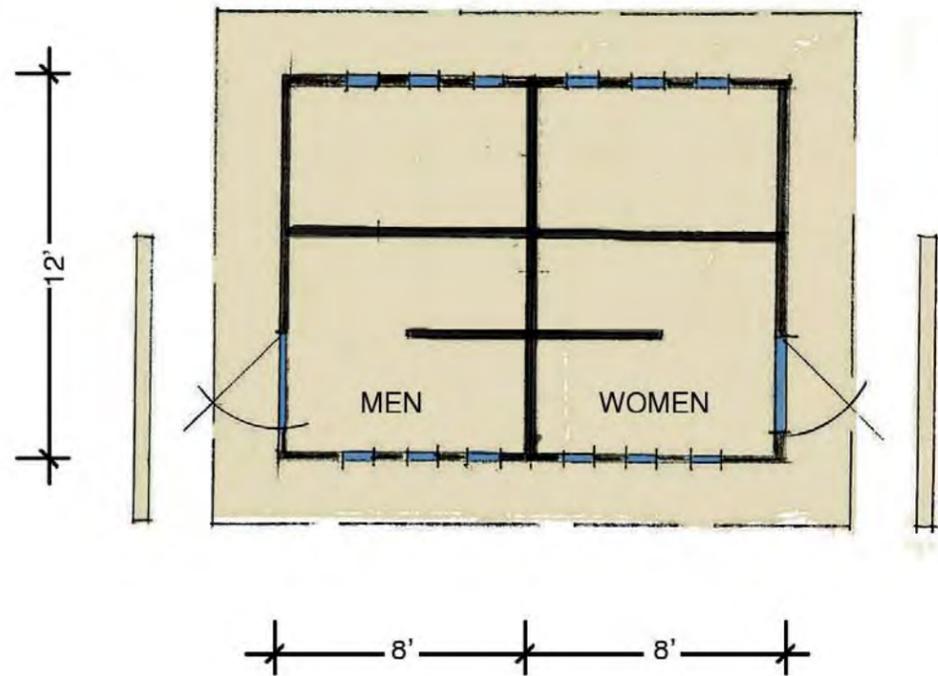


**Fish Clean-up Stations Map #E-8**

As anglers arrive at the docks with the day's catch, they need a facility to clean their catch and dispose of the waste in an environmentally proper manner. This open-air kiosk and fish cleaning station located dockside would accomplish this goal by providing potable water through a spray hose, a sizable butcher's block, a permanently affixed ruler for measuring length, a scale to weigh the catch, and garbage receptacles to collect the waste.



Halifax Harbor District Restrooms: Elevation



Halifax Harbor District Restrooms: Floorplan

# E - Halifax Harbor: Description of Proposed Facilities



**Playgrounds**      **Map #E-9**

Two playgrounds are proposed in the Halifax Harbor District flanking either side of the proposed Banquet hall. These playgrounds would be an attractive amenity for local residents arriving by car and using the picnic lawn areas, for families staying at the adjacent hotel, and by moms entertaining their young children while dad and big brother/sister get the family boat in or out of the water at the public boat ramp. Provision of two separate playgrounds allows for play equipment to be geared to children in different age groups: a tot lot and a youth playground.

*LEFT: This children's playground is composed largely of recycled plastics - durable in a maritime environment.*



**Boat Ramp/ Launch**      **Map #E-11**

The existing public boat ramp at the Halifax Marina is a popular launch site for area residents. The Master Plan retains the large ramp facility in its present location. Additional trailer parking spaces have been added due to high demand for the launch.



**Banquet Hall**      **Map #E-10**

A quasi-public Banquet Hall facility will be located facing the Halifax River looking east. This 3,500 square foot facility with additional outdoor seating areas would be a venue for small conference meetings or private parties offering spectacular views of the Intercoastal Waterway. The Banquet Hall would also replace the functions of the City Island Recreation Center which would be replaced as part of this plan. As a majority of events occur at night or at lunchtime during the week, the Banquet Hall would harmoniously share parking with the adjacent harbor and public park facilities. Evening activity generated by this venue would improve surveillance of the harbor facilities and the passive park area. The hall doubles as a cafe and snack stand for users of the picnic lawn area and boat ramp.

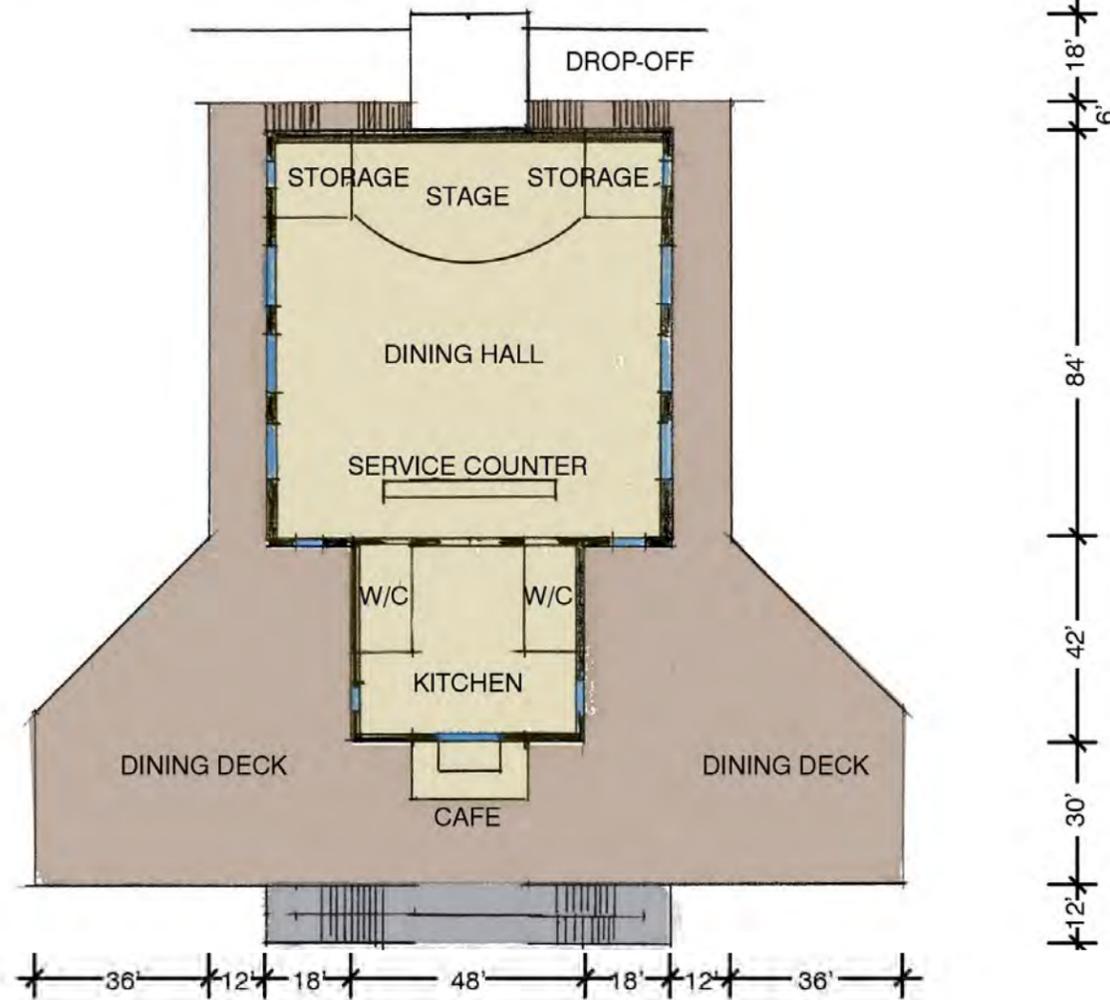


**Harbor Master**      **Map #E-12**

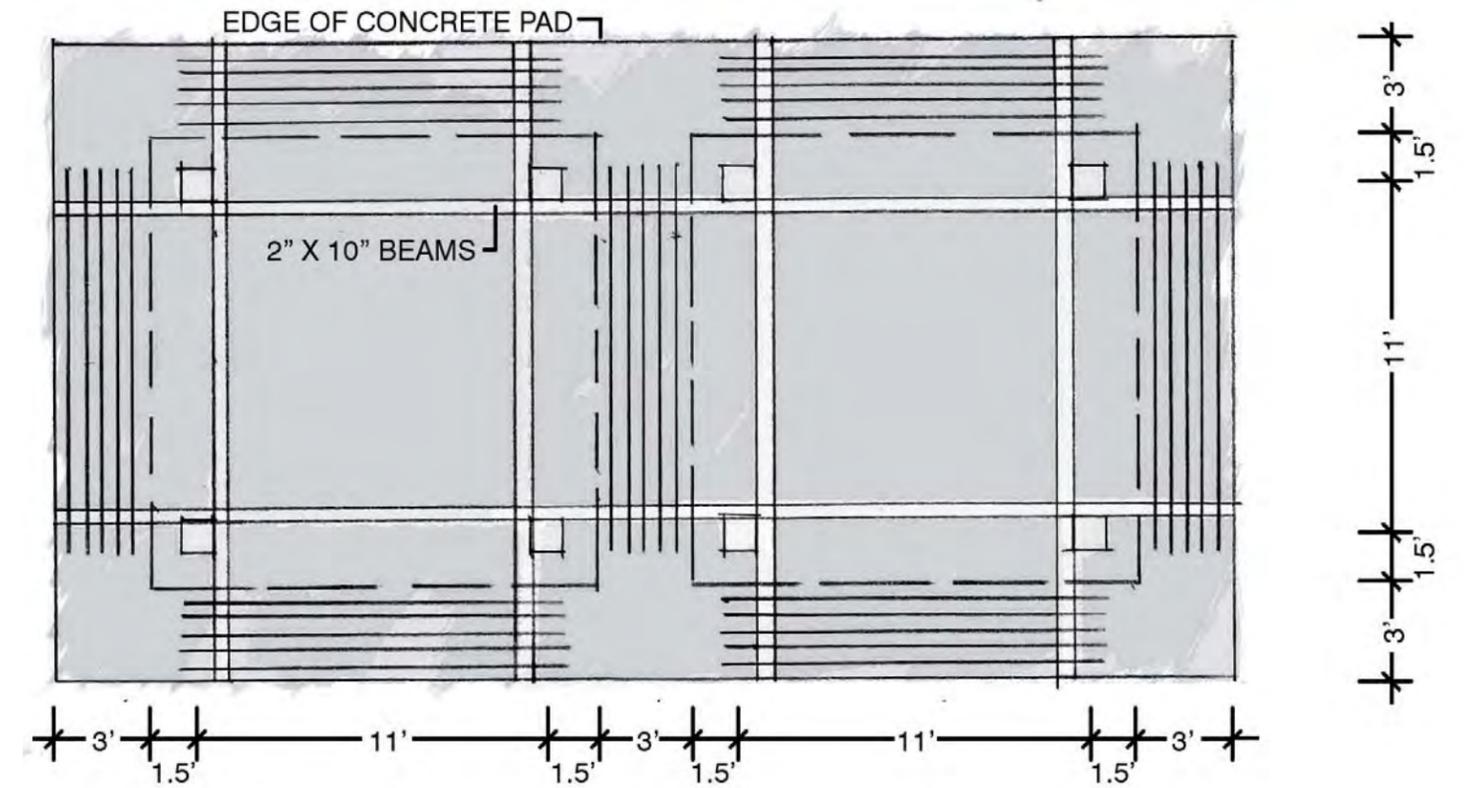
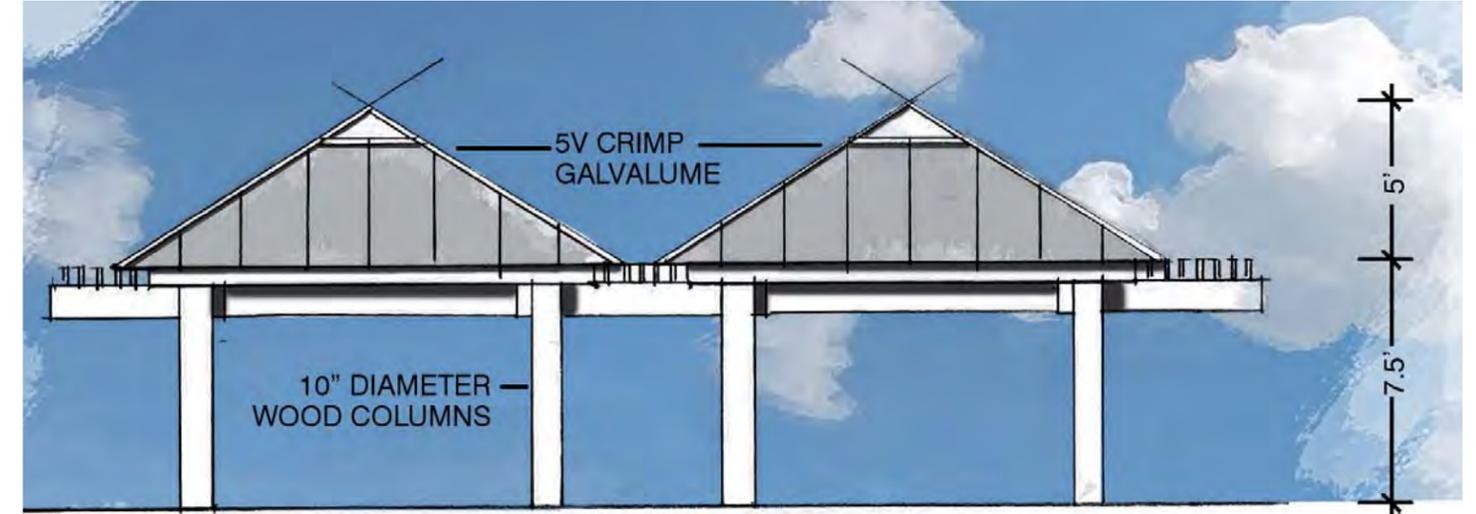
The recently completed Harbor Master house and fueling facility are in an advantageous location to provide surveillance of ingress and egress to the Halifax Harbor. This facility remains in place as an anchor amenity to the riverfront master plan.



Halifax Harbor District Banquet Hall: Elevation



Halifax Harbor District Banquet Hall: Floorplan



Halifax Harbor District Fish Clean-up Stations: Elevation (top), Plan (bottom)

# E - Halifax Harbor: Description of Proposed Facilities



**Boat Slips Map #E-13**

The Halifax Harbor is already in the process of redesigning and installing new/additional boat slips on the north side of Basin Street for monthly rental rates. These new slips will greatly improve the marina and increase its capacity. They will also require additional parking, landscaping, and restrooms.



**Existing Restroom Map #E-14**

A pair of existing public restrooms presently serve the needs of boat slip patrons accessing their vessels from the Beach Street lot. These remain as important and practical amenities in the master plan.



# 4

---

## *Section 4*

### ***Implementation Plan***



# Implementation Plan

## A. Overview

### 1. Background and Importance

The Daytona Beach riverfront redevelopment process is a very major initiative. The full renovation of this important community asset will take decades and large sums of money to complete. This is not simply a public sector project. It will take both the public sector and the private sector as well as quasi-public non-profit organizations in order to accomplish the full mission. Because there will be so many players and partners in the development of the riverfront, it will be very important to have a specific game plan for the managing of projects and the delegation of responsibilities.

The only thing that is for sure about an undertaking of this magnitude is that it is extremely important to have a well devised management and implementation strategy in order to ensure success. The CRA will be taking the lead role in the beginning phases of development and will continue its involvement by overseeing the management and maintenance of the public facilities.

This section of the report: "Implementation Plan" sets forth an outline of a process for the financing, development and management of the riverfront master plan components.

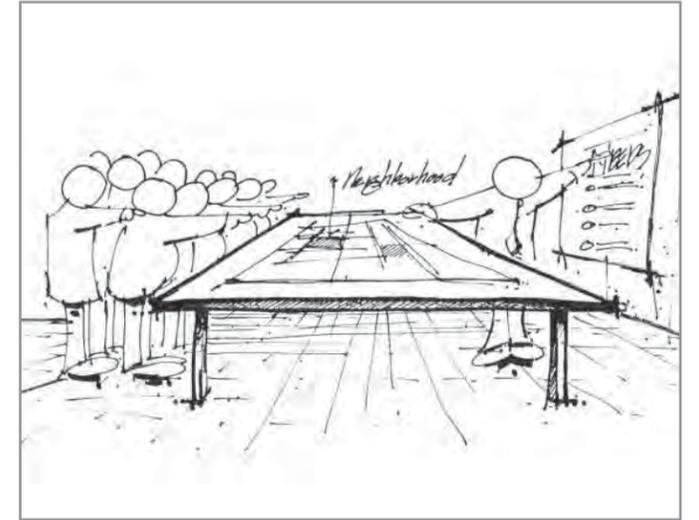
### 2. Organizational Structure

This implementation plan section is organized under four (4) major categories: Construction Cost Estimate, Project Phasing, Funding and Financing, and Management and Operations. The construction cost estimate section puts forth probable construction costs for the different elements of the park. The phasing plan is a proposal for the logical order of installation of the various park improvements based upon anticipated funding sources, approvals needed, and priorities of partnering agencies. The Funding and financing plan proposes a series of funding sources and financing programs that are best suited for the types of projects proposed.

Lastly, the management and operations section proposes an administrative structure for the on-going management and maintenance of the new riverfront facilities.

### 3. Up-date Process

This plan is not the first for the future of the Daytona Beach's Riverfront and it will certainly not be the last. The future market conditions, public vision, and political priorities will inevitably force the re-thinking of this plan's implementation steps. The long range phasing plan elements of this section of the report should be up-dated and revised every 5 years. The short-range capital improvements elements will be revised yearly. Because this is a very long range plan, the implementation pieces must constantly be fine-tuned and made relevant to the current trends.



BELOW: A conceptual rendering of the proposed Performance Pavilion within the park at Magnolia Avenue.



# Project Phasing

## 1. Overview

The phasing plan portrays a projected schedule for the planning, designing, and constructing of all of the major elements related to the long-range implementation of the riverfront plan. The phasing plan represents a logical chronological sequence of events to achieve the desired goals. The market conditions, developer participation, availability of grants and funding are but a few variables that can affect the speed with which these steps can be accomplished. The phasing plan is organized around two major areas of activity: Public sector work and Private sector work.

The proposed Daytona Beach Riverfront Master Plan contains several projects requiring a combination of public, private, and joint public/private funds. Many of these efforts will take five years or more for completion. It is critical that the CRA incorporates a sound project implementation strategy when identifying priorities.

This will ensure the most effective results in terms of addressing the community's needs while stimulating private sector activity to obtain a favorable return on the public sector's financial investment. The following phased development Schedule sets forth a blue print for implementation over the next 20 years.

### Overall Phasing

The overall phasing strategy for the development of the Daytona Riverfront has been devised based upon a series of controlling parameters. These controlling parameters are: Permitting criteria, Public priorities, Private sector leveraging opportunities, Availability of funding, Grant matching cycles, Compatibility with other construction projects, Age and condition of existing public improvements, and integration with other planned public works improvement projects.

## 2. Phasing Map/Plan

### a. Phasing Plan

Below is a graphical Phasing Plan which uses colored bubbles to illustrate when the various proposed riverfront improvements will be made. A description of this sequence follows.

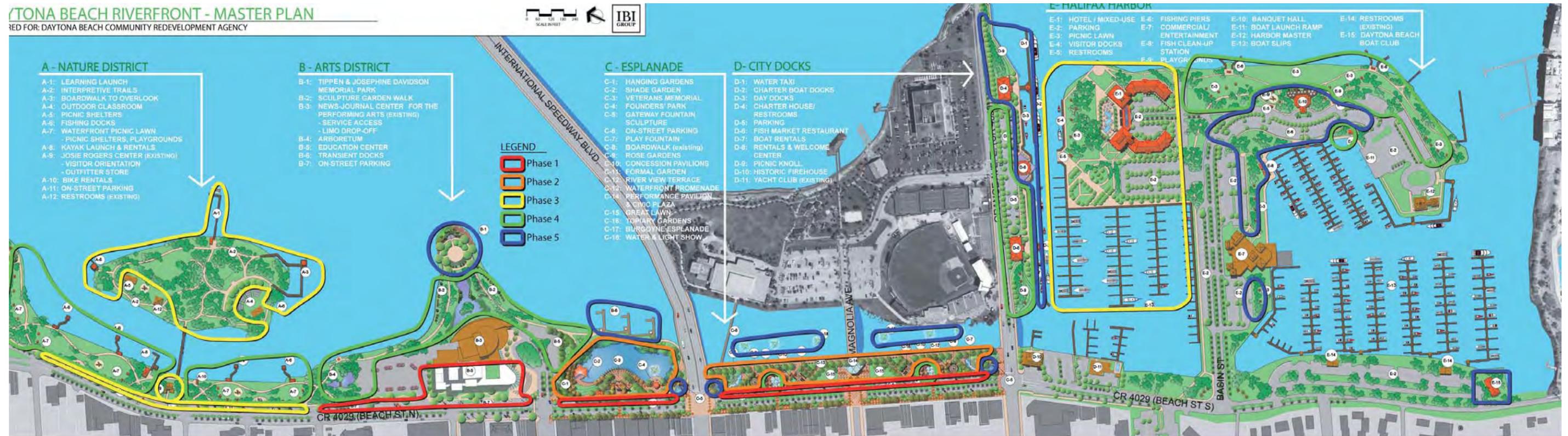
### b. Phasing Schedule

The phasing schedule breaks the implementation into five phases with a cumulative duration of fifteen years. While fully completing this plan within fifteen years is an ambitious undertaking, it is also understood that this is a "living" plan and that portions will undoubtedly be modified as time passes.

The following is the phasing plan organizational structure:

### Phase #1: Immediate Projects (2011 – 2012)

- Daytona State College is expected to make substantial improvements to the Arts District through the construction of an education building adjacent to the News-Journal Center.
- Beach Street will undergo additional streetscape improvements within the Esplanade District (Orange to ISB) with the reduction of through-traffic lanes and provision of diagonal on-street parking on the river side of the street.



**Phase #2: Near Term Projects (2013 – 2014)**

1. The North Esplanade area (from ISB to Bay St.) will receive overdue attention in the form of Riverfront Park improvements to stimulate pedestrian traffic within this northern-most block of the historic downtown. The existing retention pond will be reconfigured and then landscaping and hardscape improvements added surrounding it as described in the plan.
2. Major improvements will begin within the South Esplanade district ( Orange Ave. to ISB) with the installation of a stormwater management system, landscaping, hardscaping in the form of the Burgoyne Esplanade, and the construction of the new downtown performance pavilion at the intersection of Beach and Orange. Opening of the pavilion will herald the improvements to come throughout the Riverfront Park, and the storm sewer system will resolve some of downtown's effluent problems.

**Phase #3: Within 5 Years (2014 – 2015)**

1. Work will be continuing along Beach Street. On-street parking will be reconfigured within the segment from Bay St. to Main. This will provide additional parking for both the Arts District and the Nature District.
2. Numerous improvements will be made on Manatee Island including construction of boardwalks, and trails. This will allow the environmental education role of Manatee Island to begin in earnest.
3. Work will begin on the mixed-use development on the National Guard parcel. Obviously, proceeding with this market-driven component will hinge on the real estate market and national economic outlook.

**Phase #4 - Long Term Projects (2016 – 2020)**

1. Improvements to the landside park within the Nature District including the picnic lawns, fishing docks, and shelters will occur. This will also include facilities for the concessionaires: kayak and bicycle rentals. This phase will complete the Nature District improvements.
2. Finishing touches will be made within the Arts District including the implementation of the Sculpture Garden Walk and the arboretum which buffers the education building from the Nature District.
3. Concession pavilions will be added to the Esplanade District. These will offer food and drink to park visitors.
4. Work will begin on City Island within the City Docks District south of Orange Ave. Derelict structures will be removed, the parking reconfigured, and a welcome center constructed. The picnic knoll areas at either tip of the City Docks district will also be opened with amenities for public use.
5. Improvements to the south basin of the Halifax Marina will begin in this phase. Parking will be redesigned to maximize available greenspace and to include more boat trailer parking. Docks will be added as will new restrooms and a picnic lawn facing the Halifax River.

**Phase #5 - Long Term Projects (2021 – 2025)**

1. The Tippen and Josephine Davidson Memorial Park will be installed on the point behind the News Journal Center and transient docks will be added north of ISB . This will complete improvements to the Arts district.
2. Gateway fountain sculptures will be added to the ISB and Orange Ave. intersections of the Esplanade District. Also, the night-time light and fountain display will be installed in the channel between the Esplanade and City Island. This attraction will complete the improvements to the Esplanade District.
3. Substantial work will be required to bring the City Docks district to fruition. This will include the new restaurant, and a charter house/bathhouse facility. Along the water, the water taxi, charter boat docks, and day docks for transient boaters will be implemented to complete the City Docks.
4. With the elimination of the City Island Recreation Center, the construction of a new Banquet Hall facility in the Halifax Marina district will replace it's functionality and add new uses. A playground and tot-lot will be installed to either side of the banquet hall. Fish cleaning stations and picnic shelters will be added in designated locations within the Halifax Marina District. Finally, the relocation of the Daytona Beach Boat Club to a new landside facility (still waterfront) will complete the improvements to the Halifax Harbor district.

# Construction Cost Estimate

## 1. Overview

This section shows how the physical riverfront master plan translates into a phased series of capital improvements and estimates the costs for project construction, design, and regulatory permitting. It is important to keep in mind that the Community Redevelopment Agency, working closely with the City and other government entities, will be pursuing multiple elements of the plan at all times. This cost estimate is the best approximation of project costs based on current industry unit pricing. As market conditions change and inflationary pressures rise, these estimates will become outdated. As a matter of practice the Agency should prepare annual budgets as well as establishing work programs at one, three and five-year increments for budgetary and administrative purposes. Ultimately, project costs will be refined during the design and construction phase of any given project.

## 2. Project Cost Projections by District

The following is the construction cost estimate for the Daytona Beach Riverfront Plan organized by the five districts, A through E, of the riverfront:

Map #	C. ESPLANADE	Quantity	Phase	TOTAL
C-1	Hanging Gardens	0.5 acres	2	\$ 350,000
C-2	Shade Gardens	0.5 acres	2	\$ 350,000
C-3	Existing Veterans Memorial	renovation of existing	2	\$ 650,000
C-4	Pond Reconfiguration	2 acres	2	\$ 400,000
C-4	Founders Park	2,500 sqft	2	\$ 850,000
C-5	Gateway Fountain Sculpture	3 sculptures	5	\$ 1,500,000
C-6	On-Street Parking, 2-lanes, streetscape	64 spaces	1	\$ 1,000,000
C-7	Play fountains	2	2	\$ 1,000,000
C-8	Boardwalk	1,500 lnft; 12' wide	2	\$ 1,512,000
C-9	Rose Gardens	1 acre	2	\$ 500,000
C-10	Concession Pavilions	2 @ 3,500 sqft	4	\$ 1,000,000
C-11	Formal Gardens	1 acre	2	\$ 500,000
C-12	Riverview Terrace	4,000 sqft	2	\$ 650,000
C-13	Waterfront Promenade	2,000 lnft; 12' wide	2	\$ 2,016,000
C-14	Performance Pavilion & Civic Plaza	5,000 sqft stage + streetscape	2	\$ 1,500,000
C-15	Great Lawn	1 acre	2	\$ 200,000
C-16	Topiary Gardens	1 acre	2	\$ 150,000
C-17	Burgoyne Esplanade	2,000 lnft; 12' wide	2	\$ 2,016,000
C-18	Water & Light Show	6	5	\$ 720,000
	Stormwater System		2	\$ 1,500,000
	<b>District C Total:</b>			<b>\$ 18,364,000</b>

Map #	D. CITY DOCKS	Quantity	Phase	TOTAL
D-1	Water Taxi docks	dock space	5	\$ 450,000
D-2	Charter Boat Docks	550 lnft	5	\$ 350,000
D-3	Day Docks	exists, some improvements	5	\$ 130,000
D-4	Charter House/ Restrooms	3,500 sqft	5	\$ 870,000
D-5	Parking	72 spaces	4	\$ 324,000
D-6	Fish Market Restaurant	2,900 sqft. Bldg; 3,600 sqft deck	5	\$ 1,900,000
D-7	Rental Boat Docks	550 lnft	4	\$ 350,000
D-8	Public Information Center	3,500 sqft	4	\$ 870,000
D-9	Picnic Lawn / Landscape / Paving	(2) 1/2 acre areas	4	\$ 1,000,000
D-10	Existing Historic Firehouse	existing	0	\$ -
D-11	Existing Yacht Club	existing	0	\$ -
	<b>District D Total:</b>			<b>\$ 6,244,000</b>

Map #	E. HALIFAX HARBOR	Quantity	Phase	TOTAL
E-1	Hotel-Mixed Use	1,600 sqft footprint, 2 4-story towers	3	\$ 8,500,000
E-2	Parking	modification	3	\$ 780,000
E-3	Picnic Lawn / Landscape / Paving	4 acres	4	\$ 800,000
E-4	Visitor Docks	500 lnft	3	\$ 336,000
E-5	Restrooms	3 @ 800 sqft	4	\$ 360,000
E-6	Fishing Piers	2 @ 1,000 sqft	4	\$ 168,000
E-7	Existing Commercial/Entertainment	existing	0	\$ -
E-8	Fish Clean-up Station / Picnic Pavilion	2 @ 670 sqft	5	\$ 250,000
E-9	Playgrounds	2	5	\$ 150,000
E-10	Banquet Hall	4,300 sqft	5	\$ 1,850,000
E-11	Boat Ramp/ Launch	existing	0	\$ -
E-12	Harbor Master	existing	0	\$ -
E-13	Boat Slips	existing	0	\$ -
E-14	Existing Restroom	existing	0	\$ -
E-15	Daytona Beach Boat Club	5,500 sqft new bldg	5	\$ 440,000
	<b>District E Total:</b>			<b>\$ 13,634,000</b>

Daytona Beach Riverfront Master Plan				
Estimate of Probable Cost				
Map #	A. NATURE DISTRICT	Quantity	Phase	TOTAL
A-1	Learning Launch	existing dock	3	\$ -
A-2	Interpretive Trails	3,000 lnft	3	\$ 250,000
A-3	OverLook & Boardwalks	4,200 sqft boardwalk plus tower	3	\$ 572,800
A-4	Outdoor Classroom	existing amphitheater	3	\$ -
A-5	Picnic Shelters	20	4	\$ 300,000
A-6	Fishing Docks	4 @ 1,200 sqft	4	\$ 403,200
A-7	Waterfront Picnic Lawn & Hardscape	3 acres	4	\$ 750,000
A-8	Kayak Launches and Rentals	640 sqft bldg., 1,400 sqft dock	4	\$ 500,000
A-9	Josie Rogers Center	furnishings for 1,400 sqft	3	\$ 80,000
A-10	Bike Rental	640 sqft	4	\$ 120,000
A-11	On-Street Parking	60 spaces	3	\$ 480,000
A-12	Restrooms (existing)	1 each	0	\$ -
	<b>District A Total:</b>			<b>\$ 3,456,000</b>

Map #	B. ARTS DISTRICT	Quantity	Phase	TOTAL
B-1	Tippen & Josephine Davidson Memorial Park	1 acre, stage	5	\$ 540,000
B-2	Sculpture Garden Walk	2,000 lnft	4	\$ 364,800
B-3	Existing News-Journal Center	existing	0	\$ -
B-4	Arboretum	2 acres	4	\$ 1,750,000
B-5	Education Center	40,000 sqft	1	\$ 30,000,000
B-6	Transient Docks	3 @ 1,200 sqft	5	\$ 54,000
B-7	On-Street Parking	81 spaces	1	\$ 648,000
	<b>District B Total:</b>			<b>\$ 33,356,800</b>

## 3. Phasing Strategy by District



### A. Nature District

The Nature District improvements will occur over the next ten years. The high priority facilities are identified as short-term projects and will be constructed as elements of phase 3 - to be completed within five years. These include the environmental education elements in the Plan: the learning launch, the interpretive trails and boardwalks. On-street parking will also be installed early in the process to provide access. The Nature District's second phase work elements will be the land-side picnic area improvements including the picnic lawns, picnic shelters, fishing piers, kayak access facilities, and bikeway access facilities. It is anticipated that the acquisition of the permits required to enable the dredging, demucking, will take several years. In addition, it is anticipated that the grant funds necessary for the funding of the project will take several years. It is anticipated that the majority of these Nature District improvements can be paid for with boater improvement and FRDAP funds and matching CRA funds.



**B. Arts District**

Major Arts District improvements are eminent in the form of the Daytona State College educational building. This new building, on-street parking along Beach Street, and the surrounding hardscape and landscape improvements will mark progress along the riverfront.

The public improvements surrounding these buildings will be spread-out over the first 10 year time frame to be completed within phase 4. The sculpture garden walk and arboretum will allow the district to feel “complete”. They can also be funded through the many Arts grants programs. Long term improvements include the Tippen and Josephine Davidson Memorial Park and the transient docks. Both are expensive yet have a high desirability for bring consumers to the Beach Street Shopping district. The docks can utilize Boater Improvement Funds also.



**C. Beach Street Esplanade District**

The Beach Street Esplanade improvements have always been considered by the public and the business owners to be the highest priority Riverfront Park amenities. Most of these improvements are slated for construction in the short term over the next 5 years. The funding approach for the area requires the acquisition of Water Management District and Brownfield monies to clean the sub-soils in the area. The permitting and construction of this remedial work will occur first. When complete, the Burgoyne Esplanade, on-street parking, plazas, and landscaping will quickly follow. The Performance Pavilion is another high priority project slated for early completion. The cost of the work of the Esplanade is very high and will require a multitude of grant sources matched against the Tax Increment Bond revenues. Lower priority, long-term Esplanade District projects include the water & light show fountains and replacement of ISB and Orange Drive gateway features.



**D. City Docks District**

The City Docks projects are a secondary priority for phasing due to the fact that many of these activities are already incorporated along the riverfront in scattered locations. In addition, there is concern about the ramifications of the new Orange Street bridge which will be constructed in the area. As a result, these long-term projects are slated for the fourth and fifth phase of implementation. There are currently active recreation and visitor information facilities in the location of these proposed improvements. These activities will need to be temporarily relocated prior to the renovation of the district. There are very good opportunities for the development of these facilities by private concession or incorporating them into the City Marina. If so, these improvements could move forward in timing.



**E. Halifax Harbor District**

The Halifax Harbor facilities are both private and public. The private facilities will consist of the mixed-use resort complex slated for the site currently held by the National Guard Armory. It is anticipated that the demand for such a facility will not be realized until the later part of the decade, but the CRA will begin laying the groundwork for the project in phase 3. The funding and financing for these improvements will be by the private sector. As such, the CRA will be waiting for the market to show signs of recovering before a formal RFP would be released.

The public elements of the plan are primarily focused on the redevelopment of the existing Riverfront Park area on the east side of the peninsula. Because there are currently facilities around the south basin, this district has been slated for long-term project implementation. Most improvements - including the banquet hall, fishing piers, and marina enhancements - are scheduled for phases 4 and 5.

# Funding and Financing

## 1. Approach to Financing

Redevelopment efforts such as the Daytona Beach Riverfront Revitalization can be very expensive undertakings. The Daytona Beach CRA will need to be strategic in the ways that it utilizes and matches the important tax increment financing funds that it will generate over the coming years. One of the best ways to utilize the tax increment funds is to leverage them by matching these TIF monies with dollars from other sources. One of the most important matching fund sources will be grants. The CRA will be able to “stretch” their TIF dollars by strategically targeting certain grant sources for the types of projects on the riverfront that best qualify for each of the funding sources. The following is a matrix which matches potential funding sources with the projects anticipated for the Riverfront.

## 2. Funding Options Matrix

The chart on the opposite page shows the proposed allocation of project components to potential funding sources. Below is a description of each funding source.

## 3. Funding by Source

### a. Private Development

The plan proposes several locations for private development opportunities. In these locations, the CRA will invite proposals from prospective developers to participate in these public/private investment opportunities. These sites will ultimately add revenues to the tax base and TIF trust fund. They will help fuel other economic development projects in the downtown.

### b. Daytona State College

Since the College took over the management and obligations of the Arts Center, they become an important player in the redevelopment of the Riverfront area. They have made a commitment to the City to invest monies in the Arts District to expand the activities available to residents and visitors to the region. Their investments in the region will be very compatible with the goals of the plan and very helpful from a financial standpoint.

### c. Non-Profit Organizations

There are several opportunities in the plan for local not-for-profit organizations to participate in the redevelopment of the Riverfront. Organizations such as the Veterans, Garden Clubs, Arts Foundations, Historic Preservation Groups, Boating Clubs, Sports Clubs, etc. will be asked to participate and provide supplemental funding for various areas in the park.

### d. Marina Concession

Currently, there is a private management company who is in-charge of the management and operations of the Marina. This firm is currently involved in the planning, design, permitting, and funding of several new boat slips in the marina. These investments will expand the capacity of the marina and allow for increased revenues for the management company and the City. There are also several other elements of the master plan that are marina related and would be excellent candidates for funding, management, and operation by the Marina management firm. These opportunities are delineated in the accompanying matrix.

### e. Daytona Beach Public Works

The Daytona Beach Public Works Department has an on-going set of Capital Improvement projects in the City. Some of the project areas of priority for the Department are located in the CRA and Riverfront redevelopment area. The Plan anticipates the financial contribution of the public works department in several locations. The highest priority area will be the up-grades to the storm water system in the downtown.

### f. Daytona Beach Parks

The Daytona Beach Parks and Recreation Department has an on-going set of Capital Improvement projects in the City. Many of the projects in the riverfront plan coincide with the goals of the Parks and Recreation department. Many of these priority projects are located in the Manatee Island area.

### g. Daytona CRA TIF

The major funding source for the CRA and in particular, the riverfront project, will be the tax increment trust fund that will be generated in the district. The tax increment monies must be spent within the district to leverage private investment and economic development. The Redevelopment plans for the district have allocated a portion of the tax increment monies for the development of the Riverfront Park, its facilities, and for Beach Street. The CRA will probably have to prepare a bond for the project with the increment dollars pledged as collateral. This plan proposes that TIF dollars be allocated towards the construction of the Beach Street Esplanade.

### h. Florida Arts and Humanities

The Florida Arts and Humanities grants are an excellent funding source for redevelopment projects that focus on the arts and culture. The Daytona riverfront project has several facilities that will qualify for the grant. Such projects may include: amphitheaters, sculpture gardens, rose and topiary gardens, art gardens, gateway sculpture, etc.

### i. FRDAP

The Florida Recreation Development Assistance Program grants have been a very important funding instrument for Parks and Recreation Departments around the State of Florida. FRDAP is a competitive grant program that provides financial assistance to local governments for development or acquisition of land for public outdoor recreational purposes. All county governments and municipalities in Florida and other legally constituted local governmental entities with the legal responsibility for the provision of outdoor recreational sites and facilities for the use and benefit of the public are eligible. The maximum grant request may not exceed \$200,000. The Grant program was suspended last year but is expected to be back again this year. Many facilities proposed for the Nature District and the Halifax Harbor District park areas are designated for these funds.

### j. Land and Water Conservation Fund

The Land and Water Conservation Fund (LWCF) were established by Congress in 1965. The Act designated that a portion of receipts from offshore oil and gas leases be placed into a fund annually for state and local conservation, as well as for the protection of our national treasures (parks, forest and wildlife areas). Outdoor recreation areas and facilities such as beaches, picnic areas, trails, ball fields, tennis and basketball courts and playgrounds along with associated support facilities such as lighting, parking, restrooms and landscaping are eligible. Enclosed buildings and structures (except restrooms, restroom/concession buildings and bathhouses) are ineligible. Facilities proposed for the Nature District and the Halifax Harbor District park areas are designated for these funds.

### k. DEP – SWIM / CBIR

The CBIR program which is administered by the DEP through the SJRWMD is a grants program developed to assist local Florida communities with important storm water management problems in their communities. There is no cycle for applications. Each community may apply and seek funds for their project needs. Funds are allocated based upon need and implementation feasibility. The CBIR funding source will be perfectly suited to the storm water treatment needs of the lower Beach Street area of Old Daytona. The Plan proposes the creation of a large storm water treatment facility underneath the Beach Street Park. The CBIR funds are perfectly suited for funding this type of project.

### l. DEP – Greenways Recreational Trails Program (RTP)

The federal legislation defines a recreational trail as follows: A thoroughfare or track across land or snow, used for recreational purposes including, but not limited to, such uses as bicycling, Nordic (cross-country) skiing, day hiking, equestrian activities, jogging or similar fitness activities, trail biking, overnight and long distance backpacking, roller skating, in-line skating, dog sledding, running, snowmobiling, aquatic or water activity and vehicular travel by motorcycle, four-wheel drive or all terrain, off-road vehicles. \$250,000 is available for non-motorized trails. This program is a 50 /50 match. This program will be perfectly suited to the riverfront trails system.

# Funding and Financing

## Daytona Riverfront Funding Plan

	Private Development	Daytona State College	Non-profits	Marina Concession	Daytona Beach Public Works	Daytona Beach General Fund	Daytona CRA TIF	Florida State Arts & Humanities	FRDAP	Land and Water Conservation Fund	DEP SWIM FUND	DEP Greenways	FDOT Scenic Highways	FDOT TEA21	Volusia County TDC	FIND BIF
<b>Nature District</b>																
A-1	Learning Launch															
A-2	Interpretive Trails															
A-3	OverLook & Boardwalks															
A-4	Outdoor Classroom															
A-5	Picnic Shelters															
A-6	Fishing Docks															
A-7	Waterfront Picnic Lawn & Hardscape															
A-8	Kayak Launches and Rentals															
A-9	Josie Rogers Center															
A-10	Bike Rental															
A-11	On-Street Parking															
A-12	Restrooms (existing)															
<b>Arts District</b>																
B-1	Tippen & Josephine Davidson Memorial Park															
B-2	Sculpture Garden Walk															
B-3	Existing News-Journal Arts Center															
B-4	Arboretum															
B-5	Education Center															
B-6	Transient Docks															
B-7	On-Street Parking															
<b>Esplanade</b>																
C-1	Hanging Gardens															
C-2	Shade Gardens															
C-3	Existing Veterans Memorial															
C-4	Founders Park															
C-5	Gateway Fountain Sculpture															
C-6	On-Street Parking, 2-lanes, streetscape															
C-7	Play fountains															
C-8	Boardwalk															
C-9	Rose Gardens															
C-10	Concession Pavilions															
C-11	Formal Gardens															
C-12	Riverview Terrace															
C-13	Waterfront Promenade															
C-14	Performance Pavilion & Civic Plaza															
C-15	Great Lawn															
C-16	Topiary Gardens															
C-17	Burgoyne Esplanade															
C-18	Water & Light Show															
	Stormwater System, Grading, Utilities															
	Pond Reconfiguration															
<b>City Docks</b>																
D-1	Water Taxi docks															
D-2	Charter Boat Docks															
D-3	Day Docks Rental Docks															
D-4	Charter House/ Restrooms															
D-5	Parking															
D-6	Fish Market Restaurant															
D-7	Boat Rentals															
D-8	Welcome Center & Rentals Office															
D-9	Picnic Lawn / Landscape / Paving															
D-10	Historic Firehouse (existing)															
D-11	Yacht Club (existing)															
<b>Halifax Harbor</b>																
E-1	Hotel-Mixed Use															
E-2	Parking															
E-3	Picnic Lawn / Landscape / Paving															
E-4	Visitor Docks															
E-5	Restrooms															
E-6	Fishing Piers															
E-7	Existing Commercial/Entertainment															
E-8	Fish Clean-up Station / Picnic Pavilion															
E-9	Playgrounds															
E-10	Banquet Hall															
E-11	Boat Ramp/ Launch															
E-12	Harbor Master															
E-13	Boat Slips															
E-14	Restroom (existing)															
E-15	Daytona Beach Boat Club															

# Funding and Financing

## m. FDOT – TEA

The Transportation Efficiency Act of the Federal Highway System has been a very effective funding tool for communities around the country for local transportation related community enhancement projects. The program passes federal dollars to the states and is distributed by the MPO’s in Florida. The dollars are usually distributed to communities needing roadway beautification. This funding source will be excellent for the streetscape and parking needs of the Beach Street Corridor.

## n. Volusia County TDC

Volusia County has a Tourism Development Commission whose mission it is to promote increased tourism in the County. They have a bed tax that raises monies to be use to stimulate, leverage, and to promote increased tourism. These TDC monies can be applied for each year. Projects must clearly demonstrate the ability to leverage new tourism market areas or increase existing ones. The Daytona Riverfront project will certainly generate increased tourism to the riverfront and historic downtown area. In addition, Manatee Island improvements will add an important ecotourism component. These funding opportunities should be matched with the TIF fund dollars to help fund the Beach Street Esplanade and park.

## o. FIND – WAP Grants

The Waterway Assistance Program is a grant program established by the Florida Legislature and the Florida Inland Navigation District for the purpose of financially cooperating with local governments to alleviate problems associated with the Atlantic Intracoastal Waterway and associated waterways within the District. The program is authorized by Section 374.976, Florida Statutes, and is administered under the provisions of Chapter 66B-2, Florida Administrative Code.

Waterway related projects must be located on natural, navigable waterways within the District. Eligible waterway related projects include navigation channel dredging, channel markers, navigation signs or buoys, boat ramps, docking facilities, fishing & viewing piers, waterfront boardwalks, inlet management, environmental education, law enforcement equipment, boating safety programs, beach re-nourishment, dredge material management, environmental mitigation, and shoreline stabilization.

The Riverfront Plan has numerous opportunities for the incorporation of these funding sources.

# Management and Operations

## 1. Management Strategy Overview

As the Riverfront amenities are built and are brought into operation, they will need to be programmed, managed and maintained by a supervisory organization. These organizations will need to have funding sources in place to be able to staff, operate, and maintain the facilities. The CRA will need to make sure that each of the future amenities is going to be adequately administered. As such, operating agreements will need to be put in place to ensure that all areas are taken care of as time goes on. Community Redevelopment Agencies are by definition temporary entities. They are typically commissioned in ten year increments, often being renewed as their sunset clause approaches and if the need for additional redevelopment within their jurisdiction continues to exist. In the case of the City of Daytona Beach, the downtown CRA is responsible both for the implementation and for the continued maintenance of improvements within the public realm. If at some time in the future the downtown CRA should cease to exist, those responsibilities for facility maintenance would be transferred to the Downtown Development Authority (DDA). The accompanying chart shows a suggested structure for the operation and maintenance of each of the proposed facilities.

## 2. Management Organization Chart

The Management Organization chart shown at the right summarizes the tasks and entities required for the proper implementation and operation of this Riverfront Park master plan. Because aspects of this plan are long-range in nature, efforts should be made to regularly review this organizational chart and identify new opportunities for achieving the plan objectives. These may be new funding opportunities, new management entities, new private partnerships, or even the realization that one or more of these plan elements may no longer be desirable in light of then current events and community aspirations. This master plan is a “living document” and modification is inevitable as the passage of time.

Daytona Riverfront Management Plan						
	CRA	Utilities Dept.	Halifax Harbor Marina, Inc.	Non-Profit Organization	Private Concession	Daytona State College
<b>Nature District</b>						
A-1	Learning Launch					
A-2	Interpretive Trails					
A-3	Overlook & Boardwalks					
A-4	Outdoor Classroom					
A-5	Picnic Shelters					
A-6	Fishing Docks					
A-7	Waterfront Picnic Lawn & Hardscape					
A-8	Kayak Launches and Rentals					
A-9	Josie Rogers Center					
A-10	Bike Rental					
A-11	On-Street Parking					
A-12	Restrooms (existing)					
<b>Arts District</b>						
B-1	Tippen & Josephine Davidson Memorial Park					
B-2	Sculpture Garden Walk					
B-3	Existing News-Journal Arts Center					
B-4	Arboretum					
B-5	Education Center					
B-6	Transient Docks					
B-7	On-Street Parking					
<b>Esplanade</b>						
C-1	Hanging Gardens					
C-2	Shade Gardens					
C-3	Existing Veterans Memorial					
C-4	Founders Park					
C-5	Gateway Fountain Sculpture					
C-6	On-Street Parking, 2-lanes, streetscape					
C-7	Play fountains					
C-8	Boardwalk					
C-9	Rose Gardens					
C-10	Concession Pavilions					
C-11	Formal Gardens					
C-12	Riverview Terrace					
C-13	Waterfront Promenade					
C-14	Performance Pavilion & Civic Plaza					
C-15	Great Lawn					
C-16	Topiary Gardens					
C-17	Burgoyne Esplanade					
C-18	Water & Light Show					
	Stormwater System, Grading, Utilities					
	Pond Reconfiguration					
<b>City Docks</b>						
D-1	Water Taxi docks					
D-2	Charter Boat Docks					
D-3	Day Docks Rental Docks					
D-4	Charter House/ Restrooms					
D-5	Parking					
D-6	Fish Market Restaurant					
D-7	Boat Rental Docks					
D-8	Rentals & Information Center					
D-9	Picnic Knoll landscape & hardscape					
D-10	Existing Historic Firehouse					
D-11	Existing Yacht Club					
<b>Halifax Harbor</b>						
E-1	Hotel-Mixed Use					
E-2	Parking					
E-3	Picnic Lawn / Landscape / Paving					
E-4	Visitor Docks					
E-5	Restrooms					
E-6	Fishing Piers					
E-7	Existing Commercial/Entertainment					
E-8	Fish Clean-up Station / Picnic Pavilion					
E-9	Playgrounds					
E-10	Banquet Hall					
E-11	Boat Ramp/ Launch					
E-12	Harbor Master					
E-13	Boat Slips					
E-14	Existing Restroom					
E-15	Daytona Beach Boat Club					

# Management and Operations

## 3. Management Recommendations by Sub-Area.

### a. Nature District

It is proposed that the Manatee Island Nature Center area be managed by a non-profit entity created expressly for this purpose. This entity would manage both the facilities and the curriculum, ensuring both meet the needs of user groups. There will need to be a full time staff person available on site to oversee the access and safety of visitors. The rental of the education, and performance venues will be the responsibility of this non-profit entity and the revenues received from rental fees should be used for continued maintenance of the facilities. The learning launch, kayak rental concession, and the bicycle rental concession can be for profit enterprises and operated and maintained by a concessionaire. The picnic lawn areas should be operated and maintained by the CRA. The maintenance of these areas will be extensive. New on-street parking areas will remain the responsibility of the CRA. There should also be a centralized maintenance depot to store equipment and chemicals for the overall maintenance of the Riverfront Park area.

### b. Arts District

The majority of the Arts District lies under the auspices of the Daytona State College lease agreement. The new classroom building and arboretum grounds will be managed and maintained by the on-site DSC staff and administrative infrastructure. The shoreline edges will have some public realm facilities such as the multi-use trail. The CRA will need to operate and maintain them. The sculpture gardens, the Tippen and Josephine Davidson Memorial Park and the day dock facilities will all be a part of the CRA's responsibilities. Revenues from the park and the day docks will flow to the department's maintenance budget. The new on-street parking areas will remain the responsibility of the CRA. There should be a centralized maintenance depot to store equipment and chemicals for the overall maintenance of the Riverfront Park area.

### c. Esplanade

The Beach Street Esplanade Park will be a very high intensity use area. As such, the demands for the programming, maintenance, and communications with the merchants will be very high. The CRA is the entity responsible for implementation and ongoing maintenance of these public realm improvements. In the long-term, assuming the eventual sun setting of the CRA, these management responsibilities would be conveyed to the Downtown Development Authority (DDA).

The CRA will schedule, administer, and manage all the performance and event venues in the park; concerts, art fairs, farmers markets, parades, etc. Certainly there will be coordination and regular communication with the Downtown Merchants Association, the Chamber of Commerce, the Convention and Visitor's Bureau, Daytona State College, Bethune-Cookman University, and other entities with a vested interest in riverfront activities and events. As a part of the management of the park, the CRA will also oversee the pavilion concessions in the park and all the rentals of the site for special events. The new on-street parking areas will remain the responsibility of the CRA.

### d. City Docks

The management and operation of the City Docks District will be accomplished via several entities. The CRA will oversee the maintenance obligations for the picnic lawn areas and general landscape responsibilities. The water taxi, fishing charter store, boat rentals, and marine supplies store will be private commercial concessions. The visitor information center will be operated by the Halifax Harbor Marina. The central waterfront restaurant will also be a separate commercial concession. The new drop-off entry and parking areas will remain the responsibility of the CRA.

### e. Halifax Harbor

The Halifax Harbor area will have three major management partners. The Mixed-Use Resort facility will be a private development enterprise that will be advertised for public bid by the CRA. The Marina concessionaire (Halifax Harbor Marina [halifaxharbor.net](http://halifaxharbor.net)) will continue to operate the major marina related facilities as is presently the case. The public park facilities will be managed, maintained and operated by the CRA. When the Banquet Center is developed, then it too will be managed by the CRA. As with the other park districts, there should be a centralized maintenance depot to store equipment and chemicals for the overall maintenance of the Riverfront Park area.



