



DOWNTOWN MASTER PLAN

City of Flagler Beach, Florida

January 2006

DOWNTOWN FLAGLER BEACH MASTER PLAN

Prepared For

CITY OF FLAGLER BEACH, FL

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Community and Regional Planning
Environmental Planning
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CHAPTER 1

INTRODUCTION



Fig 1.1 Looking southeast towards Downtown Flagler Beach
Source: Richard Clemons, The Real Estate Guide, Houses and Landmarks

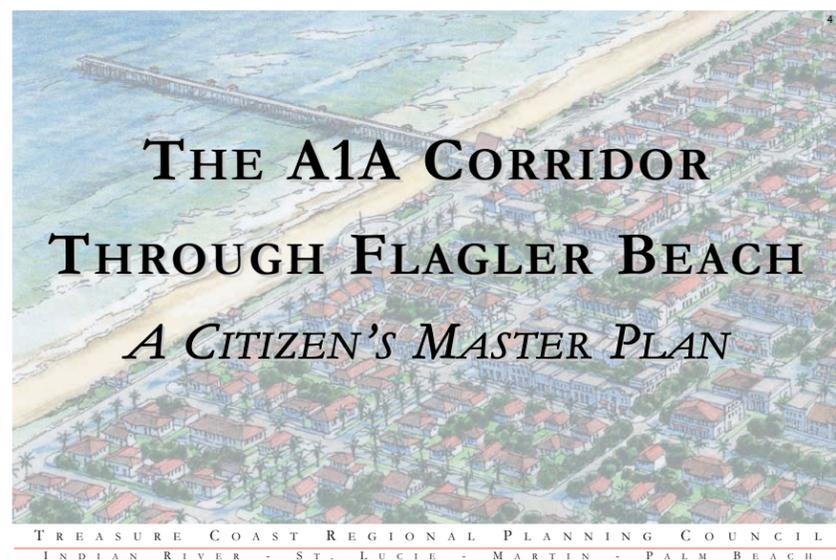


Fig 1.2 Flagler Beach and Flagler County Charrette, "A Plan for the Preservation of Flagler Beach and the A1A Corridor".
Source: Treasure Coast Planning and Regional Council

OVERVIEW

The City of Flagler Beach, located in southern Flagler County, is approximately 31 miles south of St. Augustine and 20 miles north of Daytona Beach. The City covers approximately 3.8 square miles (2,420 acres) in area and has a population of approximately 5,400 permanent residents (2000 Census). Located between the Atlantic Ocean on the east and the Intracoastal Waterway on the west, the City of Flagler Beach offers a number of recreational facilities such as the Gamble Rogers State Park and nearly six miles of beachfront serving as a recreational resource for both the city residents and the regional population. Flagler County was the nation's fastest-growing county between July 1, 2003, and July 1, 2004, experiencing a 10.1 percent population increase, according to the U.S. Census Bureau estimates.

The City of Flagler Beach established its Community Redevelopment Agency (CRA) for the Downtown and prepared the original CRA Plan in 2002 with a mission "to preserve and protect the traditional Old Florida downtown area and address deteriorating physical and economic conditions prevailing in the downtown area". The Study Area for the *Downtown Flagler Beach Master Plan* includes the CRA designated boundary (See Fig.1.3) and also incorporates the city owned properties along Flagler Avenue. The Study Area encompasses a total area of approximately 89.5 acres including roads and right-of-ways.

Since 2000, the City of Flagler Beach has initiated several planning efforts focused on revitalizing the Downtown and preserving the A1A Corridor. These efforts included a Corridor Management Plan for the A1A Ocean Shore Scenic Highway and the application for designation of the A1A Ocean Shore Scenic Highway as a Florida Scenic Highway. In February 2003, the Treasure Coast Regional Planning Council conducted the "Flagler Beach and Flagler County A1A Scenic Highway Charrette- A Plan for the Preservation of Flagler Beach and the A1A Corridor". The Charrette addressed various aspects critical to the preservation and improvement of Flagler Beach and the A1A corridor. In February 2004, the City of Flagler Beach (through Flagler County) contracted the services of a consultant, Carter and Burgess Inc., to review the Charrette recommendations, the City's Comprehensive Plan and Code of Ordinances. The City of Flagler Beach has successfully implemented some recommendations presented by the aforementioned efforts, however, the present character and vitality of the Community Redevelopment Area and the Downtown does not reflect the vision presented by the efforts.

The RMPK Group was contracted by the City of Flagler Beach to conduct a Downtown Master Planning process, analyze the existing conditions within the study area and prepare a comprehensive strategy to validate and implement the recommendations of the previous planning efforts. This study includes a parcel level analysis of the study area, a conceptual plan supported with project specific implementation strategies and a capital improvement program. The Downtown Flagler Beach Master Plan is recommended to be adopted as the official CRA Plan and focuses on the revitalization of the Downtown and the A1A corridor within the Study Area.



Fig 1.3 Aerial Photo and Study Area Boundary

DOWNTOWN FLAGLER BEACH MASTER PLAN PHILOSOPHY

The Downtown Flagler Beach Master Plan is built upon the recommendations presented in the Charrette (February 2003, TCRPC. Refer Appendix C) and other plans prepared for the City of Flagler Beach including: the A1A Ocean Shore Scenic Highway Plan, the Comprehensive Plan, the City of Flagler Beach Land Development Regulations and the Flagler Beach Community Redevelopment Plan. This Master Plan provides a higher level of detail to the previous plans and establishes priorities with the purpose of bridging the gap between the community's vision and the existing physical, economic and political conditions that are components of any redevelopment effort.

The Downtown Flagler Beach Master Plan is intended to serve as a guiding document presenting a long-term redevelopment strategy and its viability is dependent on the availability of funding resources, political fortitude and its recognition by the residents and the key stakeholders of the community including, but not limited to, the City Commission, the downtown businesses and community groups that have an investment within the downtown. This Master Plan takes into consideration the strong divergent points of view expressed by the community members and presents recommendations that address the needs and concerns of the entire community through a holistic and balanced approach. The Plan recommends creating a commercially viable Downtown Core that is surrounded by neighborhoods that incorporate urban design elements that promote preservation of the "Old Florida" beach town environment for Downtown Flagler Beach.

The regional growth patterns in Central East Florida have a tremendous impact on Downtown Flagler Beach and is anticipated to continue exerting development pressures on the community in the future. Beach amenities and recreational opportunities offered by the city will serve the anticipated growth in Flagler County of 125,000 residents by 2010. Downtown Flagler Beach has the opportunity to redefine itself as a unique beach community with a mature and well planned downtown, while capitalizing on the Downtown's natural advantages to mitigate the high development pressure that could impact the entire city. The Plan provides alternatives to address the issues associated with this growth including parking management, beach use and restoration, traffic congestion and long-term viability of local businesses in the downtown.

The public investment in improvement projects identified in the Master Plan throughout the study area, namely burial of utilities, streetscape, parking and A1A improvements will enhance the functional and aesthetic character of the downtown and provide the basis for leveraging private redevelopment investment within the study area.

PLAN CONTENT

The chapters that follow present the plan vision, inventory and analysis, the conceptual master plan, implementation strategies and capital projects and program implementation. This document is intended to serve as a guiding document for the revitalization of Downtown Flagler Beach and sets forth actions, recommendations and implementation strategies to promote the sound development and redevelopment of the properties in the Downtown Study Area. Within this document, the terms “Study Area”, “Downtown Flagler Beach”, “Downtown Study Area” and the “Downtown” are used interchangeably, and refer to the entire Study Area. The following text summarizes the major components of the Plan:

PLAN VISION

The Plan Vision was developed taking into consideration of the results of the public workshops and the basic philosophies that serve as the foundation for future planning decisions adopted by the City and the staff. The following objectives guide the redevelopment recommendations in this plan:

1. Sustainability
2. Account for Impacts of Regional Growth
3. Safety and Mobility
4. Urban Design Solutions
5. Identity
6. Historic Connection
7. Economic Opportunity
8. Sound Implementation Strategies

INVENTORY AND ANALYSIS

The Plan was developed through an extensive inventory and analysis of existing conditions prevailing in Downtown Flagler Beach. The inventory, elaborated in Chapter 2, evaluates current land use patterns and zoning districts, infrastructure and transportation conditions. With the completion of the inventory, an analysis was undertaken of the data through physical site observations and the creation of a parcel level GIS database. The analysis describes the area’s assets and identifies issues that are addressed through the planning process.

The data gathering process also included a series of focus group meetings and public workshops to obtain citizen input in the planning process. This process also incorporated a visual preference survey to determine the community’s vision for the formulation of a “theme-based” design character for the study area. The workshop summaries are contained in the appendices at the end of the document. (Appendix A)

The analysis also noted several issues including: parking, traffic and pedestrian circulation, deterioration of physical conditions and the existence of irregular and small lot sizes. While these issues are addressed by the Master Plan, the analysis identified many opportunities for public realm improvements in the form of streetscape elements, gateways, land use changes as well as responding to the future propensity for market driven redevelopment activity through private sector investment.

CONCEPTUAL MASTER PLAN

Chapter 3 outlines the Conceptual Master Plan developed after analyzing the existing conditions in the Downtown Study Area and determining the issues and concerns as expressed by the community. The Plan summarizes the general intent of the redevelopment program and provides a guideline for community leaders and agencies to reshape the social, economic and physical form of the Downtown. Opportunities for public improvements, anticipated redevelopment activities, and proposed future land use composition are identified and graphically illustrated in the Conceptual Master Plan.

The elements of this Master Plan include:

Downtown Core: The Downtown Core includes a variety of uses and accommodates most of the City’s traffic generating activities. The Downtown Core encompasses an area of approximately 36 acres defined by 3rd Street South in the south, Flagler Avenue in the west, the CRA boundary extent in the north and Ocean Shore Boulevard (SR A1A) forming its eastern boundary.

The core is predominantly commercial in nature with restaurants, beach oriented small-scale retail, but also includes civic institutions such as the City Hall and its administrative services; community amenities including the Farmer’s Market, Veteran’s Park and the Flagler Beach Museum. The Downtown Core also includes the Pier, which is the primary traffic generator for the city and also responsible for the parking issues related to its use. This Master Plan recommends a comprehensive strategy to address the existing concerns in the Downtown Core.

Streetscape Design: The aesthetics and visual character of the downtown core reflects the community’s image and helps to create a favorable reinvestment environment. Given the significant impact of street design on the community’s efficiency, redevelopment potential and sustainability of the local economy, the Master Plan recommends streetscape improvements along both primary and secondary roadways. While the improvements focus on creating a pedestrian friendly environment and enhancing mobility, they also infuse design elements that contribute in preserving the community’s “Old Florida” beach town character.

Transportation and Infrastructure: Traffic circulation, pedestrian safety, parking and storm water management dominate the community’s concerns in the Study Area. The Master Plan addresses these issues and presents solutions through a detailed analysis of the functional and financial feasibility of the design recommendations. The Master Plan also prioritizes streets based on their adjacent uses and traffic carrying capacity and proposes a strategy to maximize the parking within the Downtown Core.

Institutional Uses: The Flagler Beach City Hall, the Flagler Beach Museum, Commission Chambers and administrative services are also located in the Study Area and these services also generate pedestrian and vehicular traffic for city related businesses during the weekdays. The City has expressed the need for additional office and meeting space to accommodate the growing requirements of local government. In addition, the City has allocated funds for the expansion of the existing police station. The Master Plan recommends alternative solutions to accommodate the future needs of the civic institutions in the downtown including the provision of an institutional core with centralized administrative services.

Mixed Use Development: The City of Flagler Beach recently adopted a Combined Use Building Ordinance (Refer Appendix A, Land Development Regulations, Section 2.04.02.12) that allows residential uses in conjunction with permitted commercial uses. The Master Plan identifies potential mixed use redevelopment opportunities in the downtown that would act as catalytic projects to introduce a vibrant downtown core that encourages pedestrian traffic and provides areas of interest for residents and visitors.

IMPLEMENTATION STRATEGIES

Chapter 4 of the Plan contains a description of the organizational framework and the roles that should be undertaken by various agencies and stakeholders. This chapter further describes implementation functions and financing options available for the redevelopment efforts.

CAPITAL PROJECTS AND PROGRAM INITIATIVES

Chapter 5 of the Plan contains a description of proposed projects and programs that the City should pursue to implement the redevelopment effort, including estimated costs and a list of potential funding sources.

Finally, the Plan contains appendices that provide supplemental data and information. Appendix A contains a summary of the information obtained during public workshops. Appendix B describes in detail the funding sources referenced in the Plan. Appendix C includes the Charrette recommendations relevant to the Downtown Flagler Beach. Appendix D contains the CRA Boundary description.

CHAPTER 2

BACKGROUND

Planning for the Downtown Flagler Beach requires a comprehensive study of the geopolitical, physical and economic conditions within a regional context. The Master Plan recommendations have been developed in consideration of these factors. The chapter is divided into the analysis of the following factors:

- Historic Context
- Geographic Context
- Regional Context
- Demographics

HISTORIC CONTEXT

Originally known as Ocean City, a quaint beach town, the Town of Flagler Beach was incorporated in 1925, founded out of portions of Volusia and St. John's counties. By the close of the Second Seminole War in 1842, Flagler County was uninhabited and gradually became a popular beach destination with construction at its peak by 1917. In 1909, I.I. Moody and J.F. Lambert organized the Bunnell Development Company and proceeded to develop and sell land. Some of the pioneers that were instrumental in the development of Flagler beach include the Wickline family, the Moody family, the Fuquay's and the Seckner's. George Moody had a vision for the development of the coastline as a beach resort and applied for a tract of 169 acres of land to pursue his plans. In the next few decades, as more people moved into Ocean City the town witnessed the development of the Ocean City Beach casino in 1916, a swimming pool in 1917, the Flagler Beach Hotel in 1925, the Flagler Beach school in 1925, the Flagler Beach Pier and the Air Port in the late 1920s. The village of Flagler Beach stopped its growth pattern after the land boom in the early to mid twenties and experienced a significant loss of population during the crash of 1929. After the war years, the construction of a cement plant in area in the early 1950's brought many new residents to the area. The Town became the City of Flagler Beach by resolution in 1963 and the next few years brought forth the construction of the new pier building along with the A-frame at the entrance to the pier. The population has increased at a steady rate since then with 600 registered voters in 1957 and 3200 in 1998.



Fig 2.1 Aerial of the town in early 1930s



Fig 2.2 Aerial Photo and Study Area Boundary



Fig 2.3 Flagler Beach Hotel in the late 1960s



Fig 2.4 Town looking SE from top floor of the hotel



Fig 2.5 Flagler Beach Pier in the 1950s



Fig 2.6 Location Map: Flagler Beach

GEOGRAPHIC CONTEXT

The City of Flagler Beach is located in Flagler County between the major metropolitan areas of St. Augustine and Daytona Beach. The adjacent cities within the Flagler County jurisdiction, include the Town of Beverly Beach, City of Bunnell, Town of Marineland and City of Palm Coast. The St. John’s River Water Management District is responsible for managing ground and surface water supplies in the city of Flagler Beach.

The primary north-south transportation corridor include Ocean Shore Boulevard (SR A1A) with Moody Boulevard (SR 100) forming the major east-west connector for traffic entering and exiting the Study Area, providing access to Interstate 95, City of Bunnell and SR 5A.

Fig 2.7 depicts the boundaries of the Study Area for the Downtown Flagler Beach Master Plan. This area of approximately 89.5 acres, including roadways, is located between the Atlantic Ocean on the east and the Intercoastal Waterway on the west. The Study Area includes all of the existing Community Redevelopment Area as well as the city owned properties along Flagler Avenue south of Moody Boulevard. The study area is bounded by the A1A corridor on the east, city owned properties along Flagler Avenue on the west, 9th Street North to the north and 9th Street South as the southern extent. The typical block in Downtown Flagler Beach is approximately 200 feet in the north-south direction and 225 feet in the east-west direction. The Central Business District is also a part of the Study Area.

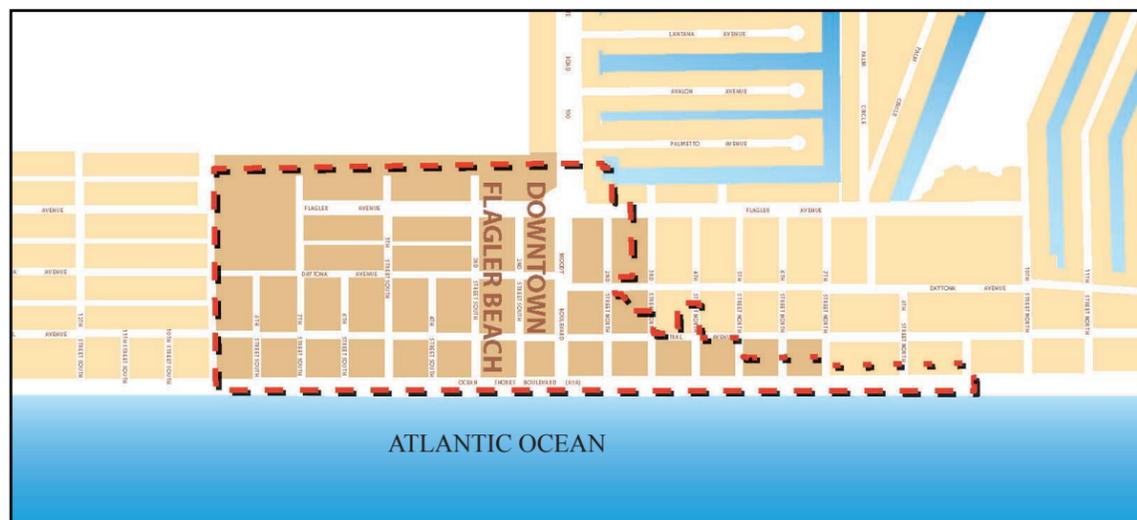


Fig 2.7 Study Area Boundary



Fig 2.8 Flagler Beach Pier: A- Frame



Fig 2.9 Viewing Kiosks at the Pier

Estimated Population	Palm Coast	Flagler County	Flagler Beach
1990 Census	n/a	28,701	3,820
2000 Census	32,732	49,832	4,854
2004 Estimate (Census Bureau)	44,427	69,005	5,228
Growth Rate (2000-2004)	35.7%	38.5%	7.7%
2010 Population Estimates			
High	54,592	85,300	5,971
Medium	47,905	75,800	5,458
Low	44,672	69,800	5,235
2015 Population Estimates			
High	66,816	104,400	6,786
Medium	54,374	87,700	6,139
Low	47,031	77,100	5,551
2020 Population Estimates			
High	75,060	125,100	7,506
Medium	60,939	99,900	6,294
Low	52,542	83,400	5,504

Table 2.1 Regional Population

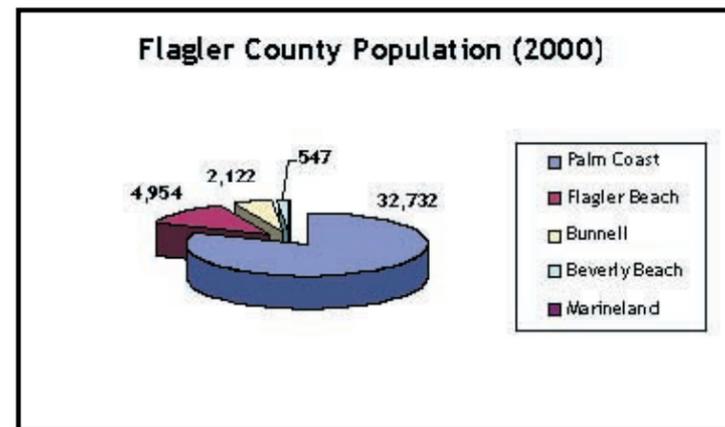
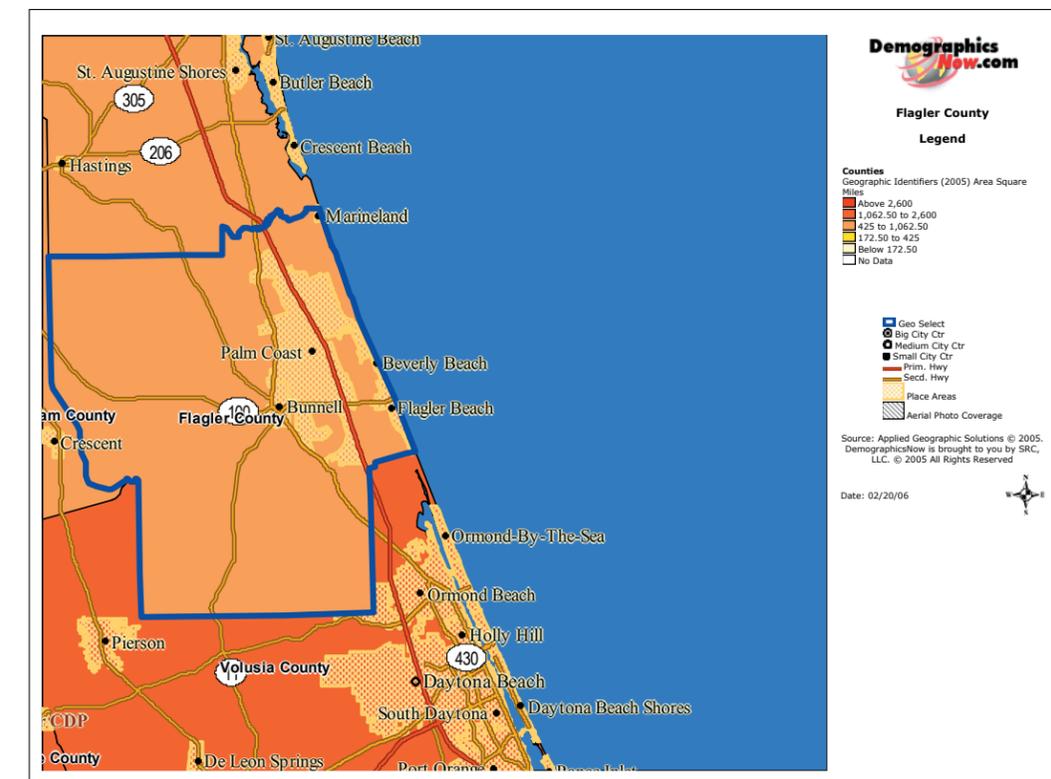


Fig 2.10 Palm Coast Town Center Development

REGIONAL CONTEXT

Downtown Flagler Beach is located within a 15 minute drive of the City of Palm Coast, the fastest growing city in Flagler County. SR 100 and Ocean Shore Boulevard (SR A1A) are the primary vehicular access routes passing through Downtown Flagler Beach. The City of Flagler Beach serves the recreational needs of the county's residents with over six miles of well- maintained beach access and other facilities.

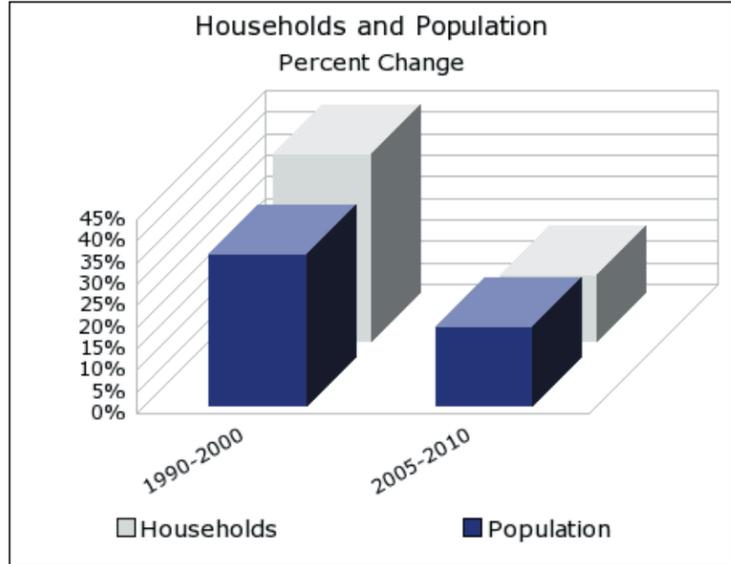
Flagler County experienced a growth of 73.6 % between 1990 and 2000. However, most of the growth was experienced by the City of Palm Coast that increased in population, from 17,951 to 32,791 at a growth rate of 82.3% between 1990 and 2000. The City of Flagler Beach has managed to control its growth with population increasing from 3,820 in 1990 to 4,854 in 2000. These regional growth patterns have increased pressure on the housing market, retail mix, parking capacity, traffic circulation and beach use in the City of Flagler Beach. With more planned development emerging in the City of Palm Coast including the Palm Coast Town Center, the City of Flagler Beach would continue to experience growth pressures in the future. This Master Plan presents recommendations to accommodate the future regional growth and capitalize on this growth to capture a greater share of the regional development.





POPULATION AND DEMOGRAPHICS

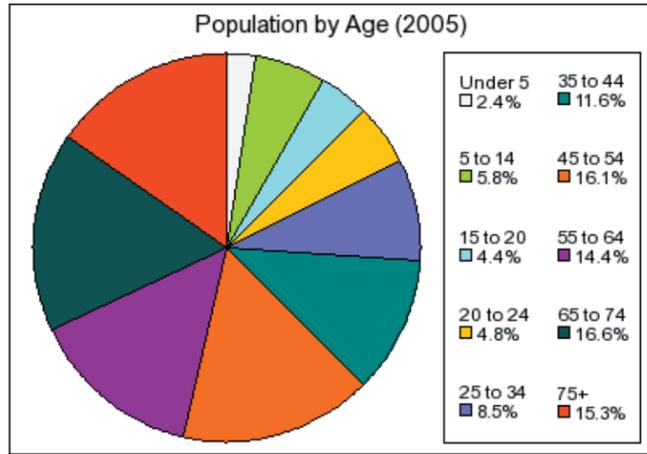
Population Demographics



The number of households in the study area in 1990 was **1,767** and changed to **2,535** in 2000, representing a change of **43%**. The household count in 2005 was **2,941** and the household projection for 2010 is **3,394**, a change of **15%**. The population in the study area in 1990 was **3,660** and in 2000 it was **4,954**, roughly a **35%** change. The population in 2005 was **5,974** and the projection for 2010 is **7,077** representing a change of **18%**.

	1990 Census	2000 Census	2005 Estimate	2010 Projection	1990 to 2000	2005 to 2010
Total Population	3,660	4,954	5,974	7,077	35.4%	18.5%
Total Households	1,767	2,535	2,941	3,394	43.4%	15.4%

Population by Age



In 1990, the median age of the total population in the study area was **52.7**, and in 2000, it was **54.1**. The median age in 2005 is **52.7** and it is predicted to change in five years to **52.9** years.

In 2005, females represented **51.0%** of the population with a median age of **54.3** and males represented **49.0%** of the population with a median age of **51.2** years.

In 2005, the most prominent age group in this geography is **65 to 74** years. The age group least represented in this geography is **0 to 4** years.

Percent Change

The City of Flagler Beach is an oceanfront community located in Flagler County. According to the 2005 estimates provided by Demographics Now, Flagler County has a population of 70,570 and the City of Flagler Beach has a population of 5,974 which accounts for approximately 8.4% of the county's total population.

The 2000 Census revealed a population of 4,954, and in 1990 it was 3,660 representing a 35.36% change. It is estimated that the population in this area will be 7,077 in 2010, representing a change of 18.47% from 2005.

In 2005, the median age of the population in this area was 52.7, compared to the US median age which was 36.3.

The median housing value in the City of Flagler Beach was \$90,420 in 1990 compared US median of \$78,382 for the same year. The 2000 Census median housing value was \$118,869, which is a 31.5% change from 1990. In 1990, there were 1,260 owner occupied housing units in this area as compared to 2,535 in 2000.

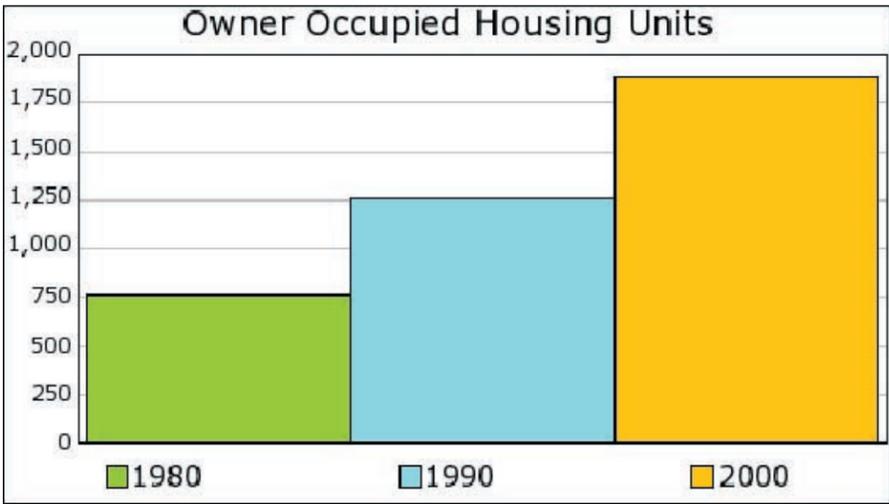
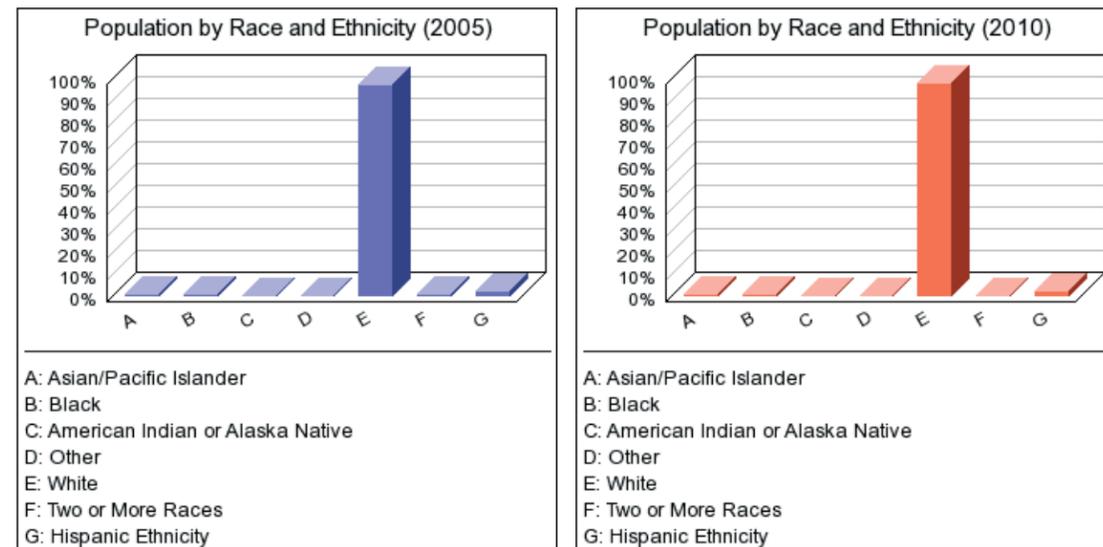


Fig 2.13 Change in Owner occupied Housing Units, 1980-2000

Age Groups	1990 Census	2000 Census	2005 Estimate	2010 Projection	1990 to 2000	2005 to 2010
0 to 4	139 3.8%	119 2.4%	146 2.5%	185 2.6%	-14.0%	26.2%
5 to 14	263 7.2%	316 6.4%	347 5.8%	386 5.5%	20.2%	11.2%
15 to 19	140 3.8%	193 3.9%	261 4.4%	295 4.2%	37.4%	13.0%
20 to 24	137 3.7%	139 2.8%	289 4.8%	349 4.9%	1.6%	21.0%
25 to 34	395 10.8%	342 6.9%	510 8.5%	650 9.2%	-13.4%	27.3%
35 to 44	474 13.0%	605 12.2%	690 11.6%	763 10.8%	27.5%	10.6%
45 to 54	369 10.1%	834 16.8%	964 16.1%	1,156 16.3%	126.2%	20.0%
55 to 64	642 17.5%	809 16.3%	860 14.4%	987 13.9%	26.0%	14.7%
65 to 74	786 21.5%	963 19.4%	990 16.6%	1,098 15.5%	22.4%	10.9%
75 +	314 8.6%	634 12.8%	916 15.3%	1,208 17.1%	101.5%	31.9%

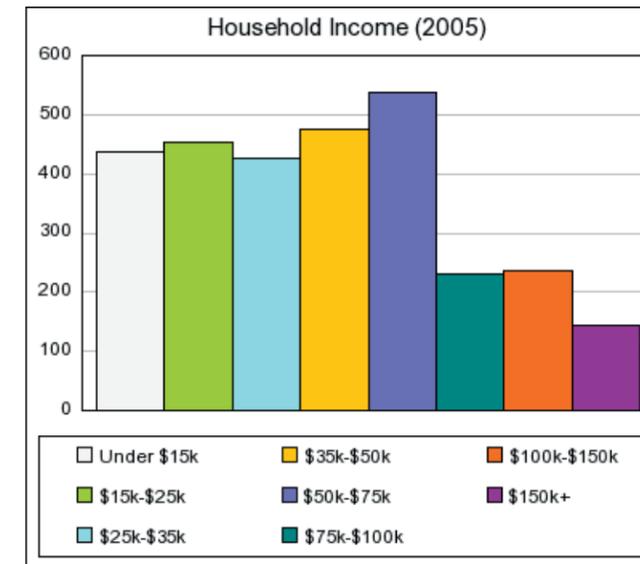
Population by Race/Ethnicity



In 2005, the predominant race/ethnicity category in this study area is **White**. The race & ethnicity category least represented in this geography is **Other**.

Race & Ethnicity	1990 Census	2000 Census	2005 Estimate	2010 Projection	Percent Change 1990 to 2000	Percent Change 2005 to 2010
White	3,620 98.9%	4,820 97.3%	5,818 97.4%	6,923 97.8%	33.2%	19.0%
Black	22 0.6%	39 0.8%	47 0.8%	63 0.9%	74.2%	35.1%
American Indian or Alaska Native	2 0.1%	11 0.2%	12 0.2%	14 0.2%	389.0%	17.7%
Asian	11 0.3%	33 0.7%	40 0.7%	48 0.7%	191.4%	21.7%
Other Race	4 0.1%	9 0.2%	9 0.2%	7 0.1%	104.6%	-23.3%
Two or More Races		42 0.8%	49 0.8%	22 0.3%		-55.4%
Hispanic Ethnicity	50 1.4%	93 1.9%	125 2.1%	157 2.2%	85.5%	25.7%

Households by Income



In 2005 the predominant household income category in this study area is **\$50K - \$75K**, and the income group that is least represented in this geography is **\$150K +**.

HH Income Categories	1990 Census	2000 Census	2005 Estimate	2010 Projection	Percent Change 1990 to 2000	Percent Change 2005 to 2010
\$0 - \$15,000	427 24.1%	392 15.5%	438 14.9%	482 14.2%	-8.1%	10.2%
\$15,000 - \$24,999	456 25.8%	435 17.2%	454 15.4%	459 13.5%	-4.7%	1.1%
\$25,000 - \$34,999	349 19.7%	372 14.7%	426 14.5%	513 15.1%	6.7%	20.5%
\$35,000 - \$49,999	280 15.8%	410 16.2%	476 16.2%	464 13.7%	46.5%	-2.4%
\$50,000 - \$74,999	172 9.8%	462 18.2%	537 18.3%	678 20.0%	417.9%	26.2%
\$75,000 - \$99,999	36 2.1%	214 8.4%	232 7.9%	214 6.3%	485.9%	-7.6%
\$100,000 - \$149,999	44 2.5%	152 6.0%	236 8.0%	361 10.6%	244.2%	53.0%
\$150,000 +	2 0.1%	99 3.9%	143 4.8%	222 6.5%	5,938.6%	55.8%
Average Hhld Income	\$30,222	\$48,703	\$60,935	\$67,733	61.2%	11.2%
Median Hhld Income	\$24,996	\$37,054	\$40,031	\$44,497	48.2%	11.2%
Per Capita Income	\$14,503	\$24,921	\$29,680	\$32,131	71.8%	8.3%

Current year data is for the year **2005**, 5 year projected data is for the year **2010**. More [About Our Data](#). Demographic data © 2005 by Experian/Applied Geographic Solutions.

CHAPTER 3

INVENTORY AND ANALYSIS

This chapter describes the broader context in which the Downtown Flagler Beach is situated in the City of Flagler Beach. Information for the inventory was collected from previous planning studies, interviews with city staff, residents and business owners, Flagler County Appraiser's GIS data and other technical documents. Meetings were held with the residents to determine their concerns, assets and opportunities regarding their vision for Downtown Flagler Beach. The results of the inventory and analysis establish the foundation for recommendations set forth in later sections of this Plan.

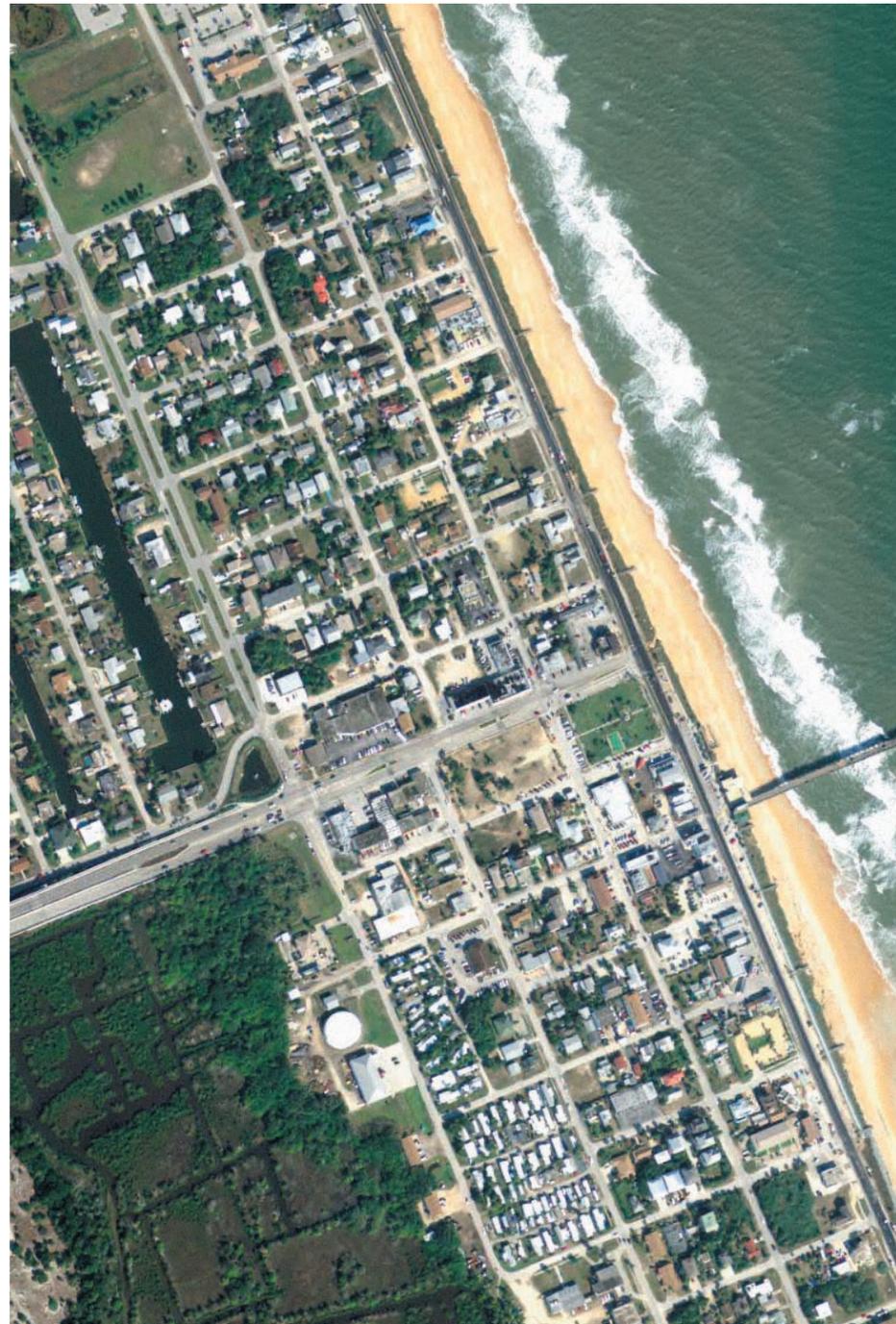


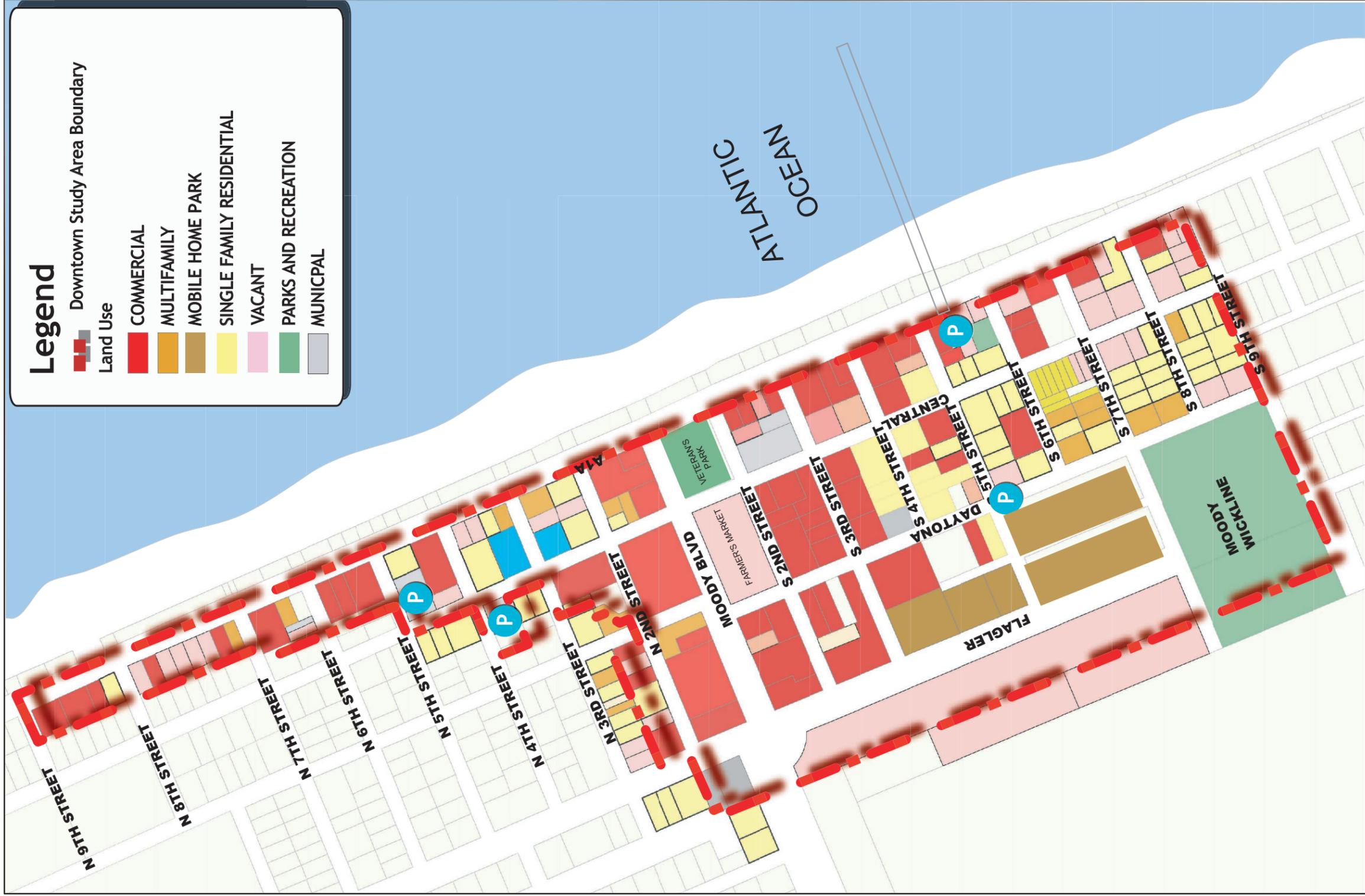
Fig 3.1 Aerial view: Downtown Flagler Beach

LAND USE

There are a total of 202 parcels of land in the study area covering approximately 83.14 acres of land including roads. Land use in Downtown Flagler Beach consists of approximately 32.26 percent residential uses with the commercial uses accounting for 30.56 per cent of the total land use and 21.2 per cent remains vacant. In several areas especially outside the Downtown Core (south of 3rd Street South), commercial land is gradually transitioning into residential areas. These transitions indicate a lack of private sector investment within the downtown area. The Study Area also has a considerable amount of land that is owned by the City of Flagler beach and is not on the tax rolls. Although these uses attract pedestrian traffic into the downtown, they do not contribute to the revenue stream of the city. It will be important to identify which city owned properties may present an opportunity to be reverted back to tax rolls utilizing creative methods by partnering with the private sector or sale of the properties. Table 3.1 below indicates the current land use categories classified into count/ parcels and total acreage.

Land Use	Count/ Parcels	Total Acreage
Office	39	9.00
Retail Stores	10	2.26
Multifamily Residential	20	2.79
Single Family Residential	58	8.63
Townhouses	9	0.50
Mobile Homes/ Trailer Park	2	4.20
Restaurant/Café	8	1.79
Hotel	1	0.34
Municipal (including parking lots)	7	1.55
State	2	0.23
Church	1	0.35
Open Space/ Parks	2	5.36
Services	7	1.88
Vacant	36	10.63
Total	202	49.97

Table 3.1 Land Use Classification



Prepared by:
THE RMPK GROUP
 www.rmpkgroup.com



Existing Land Use

Downtown Flagler Beach Master Plan
 City of Flagler Beach, FL



SINGLE FAMILY

There are 58 parcels of single family in the Study Area, totaling 8.63 acres, approximately 17.27 percent of the total Downtown Flagler Beach acreage. These properties are primarily located south of 3rd Street South and scattered along the Ocean Shore Boulevard/ (SR A1A corridor) interspersed with commercial uses.

MULTI-FAMILY

There are 29 parcels of multifamily in the Downtown Flagler Beach area, totaling 3.49 acres, accounting for approximately 6.68 percent of the total Study Area acreage. These are scattered within the single family residential uses with a high concentration of trailer park development east of Flagler Avenue between 3rd Street South and 7th Street South.



COMMERCIAL

The commercial uses within the Study Area constitute approximately 30.56 percent of the total acreage in the downtown area. Within the commercial uses, offices comprise the highest percentage (58.94 percent) of the total commercial land followed by restaurants and hotels making up 15.27 acres of the total Study Area. The retail uses are scattered across the study area with the maximum concentration on the A1A corridor and Moody Boulevard.





Fig 3.2 City Hall



Fig 3.3 Flagler Beach Museum

PUBLIC BUILDINGS

There are seven (7) parcels that are owned by the City of Flagler Beach located in the downtown core that are zoned commercial. These include the Flagler Beach City Hall, the Police Station, Fire Station, Flagler Beach Museum and the Flagler Beach Library

VACANT

The Downtown Flagler Beach area also has a high percentage of vacant parcels totaling 10.63 acres. These parcels are scattered throughout the Study Area and also includes the city owned properties west of Flagler Avenue south of Moody Boulevard. The Farmer's Market site located in the heart of downtown is also currently undeveloped and is under private ownership.

OPEN SPACE

There are two open space parcels totaling 5.36 acres, covering approximately 10.73 percent of the total acreage within the Study Area. Veteran's Park lies in the center of the Downtown Study Area and Moody Wickline center is located in the southwest corner of the Downtown Study Area. Recent improvements were completed at Wickline Park and Veteran's Park has also been upgraded as a result of the SR 100 improvements.



Fig. 3.,4 Farmer's Market



Fig 3.5 Aerial View showing Veteran's Park



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Vacant Land

Downtown Flagler Beach Master Plan City of Flagler Beach, FL

Total Number of Parcels	202	
Total Study Area in acres not including roads	49.97	
Zoning	Acreage	%
Commercial	30.2	60.44%
Residential	13.05	26.12%
Recreational	6.72	13.45%
Total	49.97	
Land Use	Acreage	%
Commercial Uses	15.27	30.56%
Residential Uses (including Trailer Parks)	16.12	32.26%
Vacant	10.63	21.27%
Parks	5.36	10.73%
Institutional and Public Uses	1.90	3.80%
Others (utilities, recreation)	0.69	1.38%
Total	49.97	

Table 3.2 Zoning and Land Use Comparison

ZONING

The purpose of the City of Flagler Beach Land Development Code is to establish standards, procedures and minimum requirements to regulate and control the platting of land and the development of real estate in the city, and to provide a development review that will be comprehensive, consistent and efficient in the implementation of the goals, objectives, and policies of the City of Flagler Beach Comprehensive Plan. The current zoning regulations were established in 1981 (amended 1987); and as evident in many municipalities in the country, have witnessed a growth pattern that promotes suburban development.

The City of Flagler Beach Land Development Regulations contain specific provisions to regulate the subdivision of land, provide standards for site development, such as minimum lot size, setback requirements, building size, accessory uses, parking, loading, drainage, landscaping, signage and other development criteria. The map on the following page (pg.22) shows the various zoning categories present in Downtown Flagler Beach.

The Downtown Flagler Beach Study Area has four zoning districts: (1) Low Density Residential (LDR); (2) Medium Density Residential (MDR); (3) General Commercial (GC) and (4) Recreation (REC).

Low Density Residential (LDR)

The Low Density Residential is located between 7th Street South and 9th Street South. The LDR districts are intended for low density residential development with densities of one unit per 5,000 square feet for single family residences and 3,750 square feet for single-family residences. The Future Land Use Map of the City of Flagler Beach indicates an anticipated change to Medium Density Residential (MDR) development.

Medium Density Residential (MDR)

Within the boundaries of the Downtown Flagler beach study area, the MDR district is located between Central Avenue and Flagler Avenue south of 5th Street South and 7th Street South. The district is intended for medium density development which allows for a variety of housing types compatible with residential development. At present, most of the area zoned MDR within the Study Area is used as trailer parks and mobile homes.

General Commercial (GC)

The GC district, often referred to as the General Commercial district, is the largest zoning district within the Downtown Flagler Beach Study Area. The GC district covers approximately 30.2 acres of the total study area acreage accounting for approximately 60.4 percent of the downtown. The General Commercial district extends along the A1A corridor within the Downtown Study Area and also extends north of the 5th Street South to 3rd Street South within the Study Area boundary.

The existing zoning districts are inconsistent with the land use development patterns. Table 3.2 illustrates the land uses for parcels and indicates a high percentage of residential development and vacant land within the downtown study area as compared to the 60.4 percent of land zoned commercial suggesting a growth that is not consistent with the Comprehensive Plan.



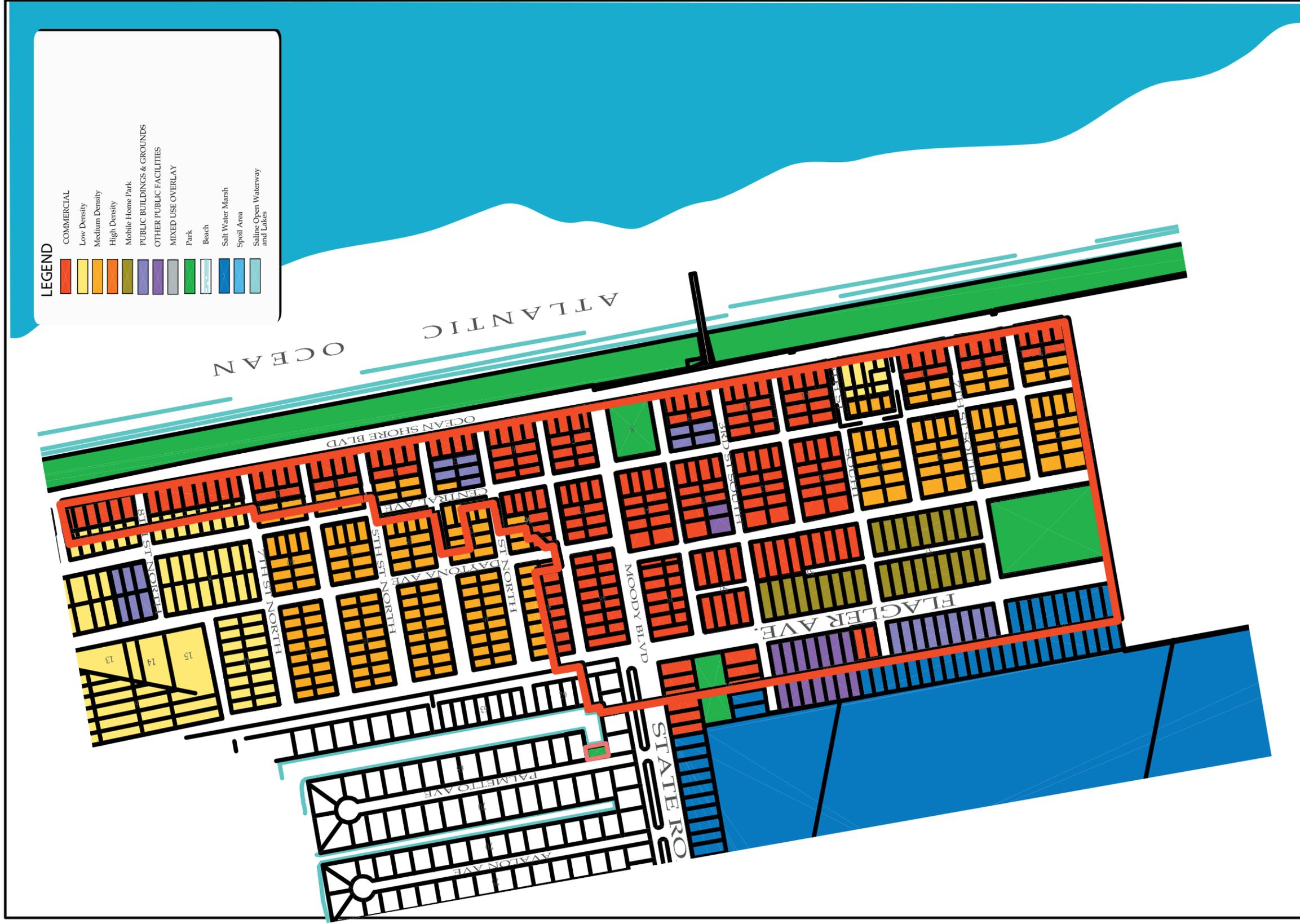
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Zoning Map

Downtown Flagler Beach Master Plan
 City of Flagler Beach, FL



LEGEND

- COMMERCIAL
- Low Density
- Medium Density
- High Density
- Mobile Home Park
- PUBLIC BUILDINGS & GROUNDS
- OTHER PUBLIC FACILITIES
- MIXED USE OVERLAY
- Park
- Beach
- Salt Water Marsh
- Spill Area
- Saline Open Waterway and Lakes

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Future Land Use

Downtown Flagler Beach Master Plan

City of Flagler Beach, FL



BUILT FORM AND HISTORIC BUILDINGS

The existing buildings in the Downtown Study Area are primarily one or two stories in height with isolated developments with varying architectural styles scattered throughout the area. Although the built form in the Downtown is reminiscent of an eclectic beach town environment, it lacks a well-defined character and architectural elements that would act as the unifying factor for the varied architectural styles seen in the area. With the exception of a few buildings, the majority of the historic buildings have either been changed structurally or the facade has been modified.

Current development patterns discourage pedestrian oriented built form oriented with suburban style strip malls with large surface parking lots in the front and excess curb cuts along Moody Boulevard. The map on the following page (pg. 25) illustrates the building footprint and identifies historic properties in the Downtown Study Area. The eclectic architectural character prevalent in the Downtown includes some examples of predominantly Old Florida vernacular style and the Key West style. The Old Florida vernacular style is characterized by elevated foundations, front porches, simple patterns, double hung windows, exposed truss work and wooden frame construction. The Key West style includes gabled roofs supported on columns, louvered windows, large porches, balconies, and overhanging eaves. The Land Development Regulations are flexible and this contributes in preserving the uniqueness of Flagler Beach. As part of this master planning initiative, architectural and urban design guidelines will be established later during the planning process.

Fig. 3.6 Historic Buildings





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Building Footprint and Historic Buildings

Downtown Flagler Beach Master Plan
 City of Flagler Beach, FL

Existing Parking	
Total Off- Street Parking Spaces (approx.)	581
Total Commercial Building Square Footage	151,077
Average Commercial Parking per 1000 sq.ft	3.8
Total On-Street Parking Spaces	315
Total Public Surface Parking Spaces	97
Total Parking Spaces	993



Fig. 3.7 Moody Boulevard to SR 100 Bridge



Fig. 3.8 SR A1A (North Oceanshore Boulevard)

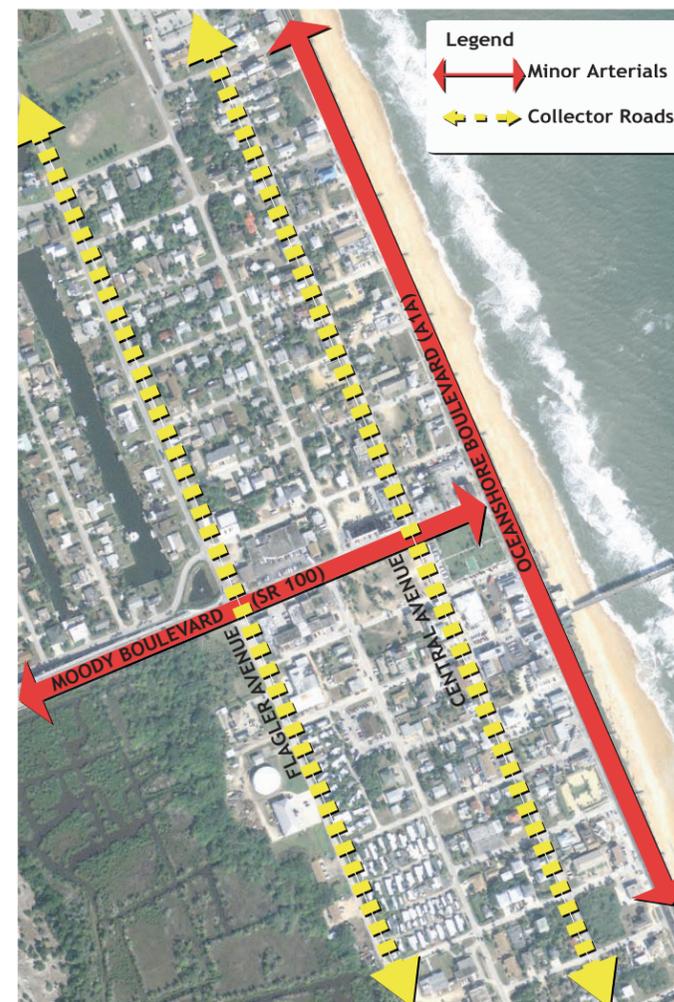


Fig.3.9 Traffic Circulation

PARKING

Parking is an important element of any redevelopment effort and strategies for revitalizing downtown areas should address parking concerns that contribute to the aesthetic character of a city. Presently, the main concern for parking is experienced in the Downtown Study Area on weekends in the vicinity of the Flagler Beach Pier and various special events including the Farmer’s Market and July 4th celebrations. In addition, parking on the dunes along the A1A corridor is a concern from an environmental and safety perspective. With the development of the Town Center in the City of Palm Coast, a significant impact on the public parking within the Downtown Study Area is expected. The City currently owns four surface parking lots (97 spaces) within the study area that are currently underutilized mainly due to inadequate directional signage and located far from the areas of activity. (Refer Existing Parking Inventory Map , pg. 27)

TRANSPORTATION

The principal arterials supporting the Downtown Flagler Beach Study Area are SR A1A and SR 100 (Moody Boulevard). Roadways in the City are identified according to the FDOT Roadway Functional Classification System. Based on this classification system, the City of Flagler Beach contains minor arterial and collector roads.

SR A1A is a two-lane roadway that runs in the north-south direction for the entire length of the Study Area and provides access for the Flagler beach residents to St. Augustine to the north and the City of Daytona Beach to the south. SR 100 (Moody Boulevard) runs west from its intersection with SR A1A to the bridge. S.R. 100 is a four- lane roadway connecting the Downtown Flagler Beach to the City of Bunnell, Interstate 95 and S.R. 5A.

Central Avenue and Flagler Avenue are the two local collector roads for the City and the Downtown Study Area. Both the collector roads are two-lane facilities that run north-south. Within the Downtown Study Area, 3rd Street South from A1A to Central Avenue and 2nd Street South from A1A to Daytona Avenue are one-way streets.



Existing Parking Inventory

Downtown Flagler Beach Master Plan

City of Flagler Beach, FL



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Stormwater Drainage Map
 Downtown Flagler Beach Master Plan
 City of Flagler Beach, FL

Fig.3.10 Storm Water Drainage Map showing catch basins along Moody Boulevard

STORMWATER

The City relies on the St. John’s Water Management district for advice on its drainage issues. The identified areas within the Downtown Study Area that experience drainage problems are concentrated at the base of the eastern gradient of the City along Flagler Avenue. The City and other governmental entities have indicated that the present system is inadequate to control and manage stormwater runoff within the Downtown. Flooding occurs due to local drainage problems on Flagler Avenue where the water from the City is diverted and collects leading to flooding issues during heavy rains.

According to the Flood Zone Map (pg. 29), portions of Downtown Flagler Beach, specifically west of Daytona Avenue towards the Intracoastal Waterway are in the designated 100-year flood zone. Fig. 3.10 illustrates the drainage system within the Downtown Study Area and with two catch basins located at the southwest and northwest corners of Moody Boulevard. The southwest corner of Moody Boulevard at its intersection with Flagler Avenue contributes partly in the perceived flooding issues along Flagler Avenue.



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FEMA Floodplain Zones Map

Downtown Flagler Beach Master Plan
 City of Flagler Beach, FL

CHAPTER 4

CONCEPT PLAN

1 Downtown Core

- Burial of overhead utilities: Highest Priority
- Establish lighting standards
- "Formal" Streetscape Elements
- Maximize on-street parking (angled configuration wherever possible)
- Establish Architectural Guidelines for new developments
- Expand Facade Improvement Program
- Establish Directional Signage
- Concentration of Retail Oriented Uses
 - Mixed Uses
 - Beach oriented retail
 - Restaurants/ Cafes
 - Hotels

Gateways

2A Primary Gateway: Moody Boulevard and Flagler Avenue

- Directional Signage
- Landscaping
- Monumentation
- Enhanced Lighting (sea-turtle friendly and low-maintenance)

2B Secondary Gateway Opportunities: Intersection of Moody Boulevard with Central Avenue and A1A Intersection of A1A with S. 3rd Street, S. 2nd Street and N. 2nd Street

- Directional Signage
- Landscaping
- Improved pedestrian crossings

3 Moody Boulevard (SR 100)

- Retain the existing 4-lane configuration
- Burial of overhead utilities
- Establish lighting standards
- Tree Planting
- Gateway Features
- Improved and safer pedestrian crosswalks connecting the northern and southern side of Moody
- Sidewalk Improvements
- Improved Pedestrian Amenities
- Directional Signage to Parking, City Hall, Beach and Downtown Retail

4 A1A Corridor Improvements

- 4A Dune Restoration and Protection
 - Dune Fencing
 - Plant native vegetation to delineate edges
- 4B Beach nourishment
- 4C Accentuate pedestrian crosswalks through traffic calming techniques using landscaped features, bulb outs and speed tables
- 4D Maintain existing parking along A1A
- 4E Provide formalized parking along the east side of A1A north of parking
- 4F Well-defined beach access points
 - Long Term: Boardwalk and Pier Improvements
- Uses
 - Mixed Uses
 - Restaurants
 - Beach oriented retail shops
 - Hotels/ Bed and Breakfast
- Directional signage to parking lots, Downtown and the beach
- Establish urban design and architectural standards along the corridor
- Promote tourism and recreational opportunities



5 Central Avenue

- Bury utilities underground
- Investigate into pursuing redevelopment opportunities
- Provide on-street angled parking utilizing ROW and shared parking in new developments
- Establish a downtown walking tour and local business directory
- Develop a wayfinding system along Central Avenue
- Restoration and preservation of historic buildings
- Establish urban design and architectural standards
- Enhance and upgrade existing public spaces
 - Farmer's Market and Veteran's Park
- Streetscape Improvements
 - Street furniture
 - Tree planting
 - Improved sidewalks
 - Drainage systems
- Long Term: Establish a Main Street program

6 City Hall

- Hire the services of an architect to conduct a space needs analysis
- Pursue further investigation into alternatives for the expansion/ relocation of City Hall
 - Alternative A: Consider expansion on the current site through acquisition of adjoining property
 - Alternative B: Rebuild a second story on the existing structure
 - Alternative C: Develop the City Hall at the existing location over a long term lease in cooperation with a private developer
 - Alternative D: Relocate to the southwest corner of Flagler Avenue and Moody Boulevard
- Develop a land disposition strategy for city owned surplus properties as a mechanism to finance the rebuilding or improvements desired for the City Hall

7 Redevelopment Opportunities

- Farmer's Market Site
 - Under Private ownership
 - Historic Use: Flagler Hotel
- Auto- Repair Shops
- Trailer Park Redevelopment
- Northwest corner of Moody Boulevard

8 2nd Street North

- Professional Offices District
- "Formal" Streetscape Elements
- Establish architectural guidelines for new construction
- Work with the Chamber of Commerce to attract more investors and develop a marketing plan

9 Institutional Core

- 9A Progress with the expansion of the Police Station
- 9B Investigate future development opportunities for city owned property for civic building
- 9C Provide on-street angled parking utilizing ROW and assess the demand for fringe parking
- 9D Address stormwater retention and drainage issues on site
- Install gateway features
 - Long Term: Connect the Downtown with the Moody Park and the Intracoastal Waterway through landscape treatments and boardwalk construction

DOWNTOWN FLAGLER BEACH CONCEPT PLAN



PLAN INTENT

The Plan is developed with consideration of the basic philosophies discussed below, that serve as the foundation for future policy decisions by the CRA Board and staff. While the Downtown Flagler Beach Master Plan is comprehensive in its assessment of the issues impacting the future of the downtown district, the program, will not be responsible for implementation of plans, projects and programs that are being proposed by other agencies and organizations. The CRA's role is to maintain close relationships with other organizations and support their efforts through supplemental funding and other program initiatives.

It is important to understand that the Plan is a long range development plan and the elements of the Plan will not be implemented all at once. The Plan is not intended to be a static document and should be updated and revised over time based upon changes in the economy, relevant public concerns and opportunities associated with private redevelopment. The Plan illustrates how public and private realm improvements can be translated into a physical land use plan that builds upon the community's assets while promoting quality growth and development.

The most important aspects of the Plan are the following:

- The Plan identifies, in general, where the primary land use and activity centers should be located in order to best attract prospective businesses and residents, while at the same time integrating into desired future transportation and land use patterns
- The Plan provides a tool for the CRA and the City to promote development goals by showing prospective private investors locations and public investment initiatives thereby reducing the developer's risk when coming to the community
- The Plan provides the CRA and the City with a broad range of strategies for the approval of new development projects in a consistent manner through a streamlined process
- The Plan anticipates change in the basic structure of future development patterns from a suburban, strip commercial orientation to a more compact and a walkable neighborhood environment
- The Plan provides for both vertical and horizontal mixed-use development patterns. Vertical mixed-use refers to having several uses contained in one building with a change in uses occurring at different building levels. Horizontal mixed-use pertains to a site accommodating more than one use.
- The Plan facilitates the preparation of new land development regulations that support mixed-use development

- The Plan anticipates creation of tourism based development opportunities serving the regional market and the residents
- The Plan allows the CRA and the City to make capital improvement projections based upon known future, public project needs, demands and proposed locations
- The Plan supports proposals contained in previous plans

The Plan supports desired social, physical and community development strategies as expressed by the community including:

- Retain the four-lane configuration of Moody Boulevard (SR 100)
- Pursue improvement of physical conditions along the A1A Corridor
- Formalize urban design elements within the Downtown Core including streetscape improvements and well-defined street edges to create an environment that attracts private investment
- Maintain the beach town character of the Downtown, especially the residential areas, within the study area, by incorporating informal design elements
- Strengthen the Downtown Core area and identify redevelopment opportunities to create pedestrian and customer intensive retail uses
- Support for historic preservation efforts

The Plan also identifies projects that provide opportunities for the public and private sector to collaborate towards mutually beneficial development activities. The public and private sectors can bring different resources and capabilities that support the goals of the Master Plan. Finally, the Plan anticipates the City and the CRA to undertake administrative actions for the successful implementation of the recommendations in the Plan. Regulatory actions may include revisions to the City's Comprehensive Plan and the Land Development Regulations. The City should incorporate land disposition and acquisition strategies including property swapping in the redevelopment process to control prime development sites, thereby ensuring consistent future development of the recommendations in this Master Plan.



Fig.4.1 Aerial View showing Downtown Core Boundary

DOWNTOWN CORE

The center of the Master Plan Study Area is the Downtown Core. Encompassing an area of approximately 23.8 acres including roadways, the Downtown Core includes a variety of uses including residential, retail, offices, commercial and civic institutional. The Downtown Core is defined to the north by 3rd Street North, to the west by Flagler Avenue, to the south by 3rd Street South and the A1A corridor as its eastern extent. (Fig 4.1)

The small sized blocks and the traditional grid street pattern that compose the Downtown Core encourage walkability in the entire core. The physical conditions on the streets within the Downtown Core need improvements to enhance the functional and aesthetic quality of the City. During the public workshops, the community expressed an interest in creating a formalized character for the Downtown Core and emphasized their desire to avoid a “cookie-cutter” design that might force the community to lose their sense of identity.

Commercial uses within the Downtown Core are concentrated along Ocean Shore Boulevard (SR A1A), Moody Boulevard (SR 100) and Central Avenue. However, retail uses form a small percentage of the total commercially zoned area within the downtown core primarily due to the trend of increasing lease rates and increasing demand for office space. The Master Plan recommends creating a Combined Use Overlay District within the Downtown Core. An overlay district is an additional zoning requirement that is placed on a geographic area but does not change the underlying zoning and is used to either strengthen or modify existing zoning requirements. The geographic area covered by the City’s Combined Use Ordinance should be expanded to the Downtown Core boundary.

The Downtown Core, currently lacks architectural character and continuity and is often the unifying element for successful downtown redevelopment. It is essential for the City and the CRA to develop well defined architectural codes and urban design guidelines including street frontages, shared parking requirements and mandated set backs to ensure the creation of the desired physical character within the Downtown Study Area.

OBJECTIVE

Continue to support downtown businesses through the expansion and diversification of uses and activities in the downtown that mutually support residential occupancy and also provide maximum returns on investment to property owners. Enhance the visual character through additional improvements to the streets and that encourage pedestrian safety and increased visibility.



Fig.4.2 Downtown Core Aerial Views
Source: Richard Clemons, The Real Estate Guide, Houses and Landmarks

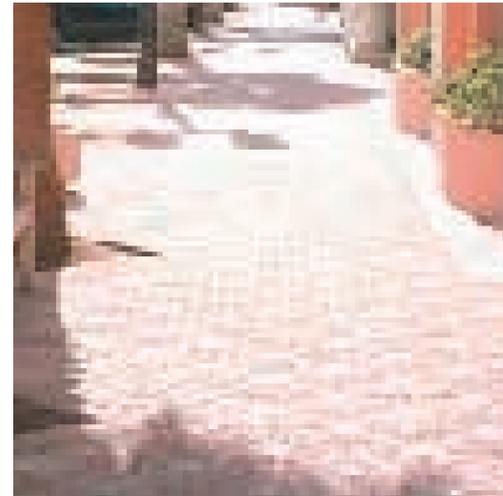


ACTION STRATEGIES

- Adopt the Combined Use Ordinance within the defined Downtown Core boundary from 3rd Street North to 3rd Street South with A1A and Flagler Avenue as the eastern and western extents respectively as the highest priority
- Continue the burial of utilities and establish lighting standards within the Downtown Core
- Pursue improvements to further enhance the quality of pedestrian environment and streetscape improvements including landscaped entrance gateways, directional signage, pedestrian scale street lighting and street trees
- Create a unique design theme for the Downtown Core that supports the growth of businesses through formalized treatment of streets including drainage treatment, enhanced quality paving materials, street furniture and lighting
- Employ a coherent framework of guidelines and design standards for site planning and architectural features of buildings
- Continue the Commercial Façade Improvement grant as an incentive to upgrade the aesthetic character of existing buildings
- Enhance pedestrian safety and traffic calming techniques through the use of elevated crosswalks, better signage and two-way roads (Refer pg.37)
- Add on- street angled parking to all appropriate streets right-of-way permitting within the Downtown Core (Refer *Proposed Parking Plan* on pg.49)
- Encourage shared parking towards the rear of the buildings in new developments that are buffered with landscaping from the streets.
- Construct sidewalks on the primary streets within the Downtown Core (Refer *Streetscape Design* section on pg. 35) as a priority.
- Develop a land disposition strategy for city owned vacant and/or underutilized properties with prime development prospective as market conditions evolve in the downtown study area
- Concentrate retail development in the Downtown Core to create a compact, pedestrian friendly urban fabric specifically along Ocean Shore Boulevard (A1A), Moody Boulevard and Central Avenue
- Promote economic development interests through increased partnerships with local developers, the Flagler Beach Chamber of Commerce, Enterprise Flagler and other agencies to encourage new businesses and services to locate in the downtown



PEDESTRIAN LIGHTING



SIDEWALK PAVING MATERIAL

STREETSCAPE DESIGN

The City of Flagler Beach has initiated several successful streetscape improvement projects that incorporate infrastructure improvements especially the burial of utility lines. The City has completed the bid for underground utilities have been completed and construction is scheduled to commence in January 2006. Streetscape and amenity improvements recommended in the Downtown Master Plan focus on strengthening the pedestrian orientation of the Study Area. The Downtown Master Plan recommends an overall streetscape improvement program along the primary and secondary roadways in the Study Area. Streetscapes on these roadways are designed to provide visual continuity and improved pedestrian connections between the various activity centers illustrated in the Plan, most notably the Pier, the City Hall, Downtown Core and the A1A corridor. The Master Plan recommends an increase in the overall available pedestrian space, such as wider sidewalks, shaded streets and open space to facilitate this goal. In addition to street improvements, the Plan identifies several opportunities for the creation of entranceways, or gateways into the Downtown. Projects involving directional signage, lighting, landmark buildings and landscaping are typical elements of gateway features.

The Master Plan recommends development of an enhanced and unified identity for the Study Area. It is important for the responsible agencies to establish consistency in public space and public right-of-way development while strengthening the identity of Downtown Flagler Beach.

The Master Plan proposes a streetscape system based on a hierarchy of streets and design treatment: Primary (Formal) Streetscape and Secondary (Informal) Streetscape. During the planning process, the community expressed its desire to retain and preserve its “beach-town” atmosphere. Based on the community’s vision and desires expressed in the visual preference survey, the Plan proposes a combination of “formal” and “informal” design standards as an important element of the redevelopment program. The illustrations shown in the section are selected based on the results of the visual preference survey.



BENCHES



PRIMARY STREETScape

“Formal” urban design standards intend to improve pedestrian connectivity and create an identity that supports local businesses in their collective marketing and tourist attraction efforts. Sidewalks should be landscaped, where possible, to provide shade and enhance the aesthetic character through the introduction of decorative materials such as brick or concrete pavers. At crosswalks, brick or concrete pavers can be used to emphasize the crosswalk with bulb outs as rest areas for pedestrians and also shortening the crossing distance. The formal design standards include the following streetscape elements:

- Sidewalks (Paving materials and Textures)
- Parking
- Curb and Gutter Drainage System
- Street Lighting (Street and Building Façade Lighting)
- Street Furniture (Benches, Trash Receptacles, Bike Racks)
- Plantings and Landscaping (Street trees planted in an orderly manner, landscaped medians and curb side planters at pedestrian crosswalks)
- Signage (Directional and Storefront)
- Intersection design and traffic calming

The proposed streetscape improvements should progress to the design stage in conjunction with the burial of utilities. The Master Plan identifies the following primary streets in the Study Area that have the highest priority for implementation and should incorporate formal design elements as discussed above:

- Moody Boulevard (Flagler Avenue to A1A)**
- A1A (S. 3rd Street to N. 3rd Street)**
- Central Avenue (S. 3rd Street to N. 3rd Street)**
- S. 2nd Street (A1A to Daytona Avenue)**
- S. 3rd Street (A1A to Daytona Avenue)**
- N. 2nd Street (A1A to Flagler Avenue)**
- Daytona Ave. (S. 3rd Street to Moody Blvd.)**

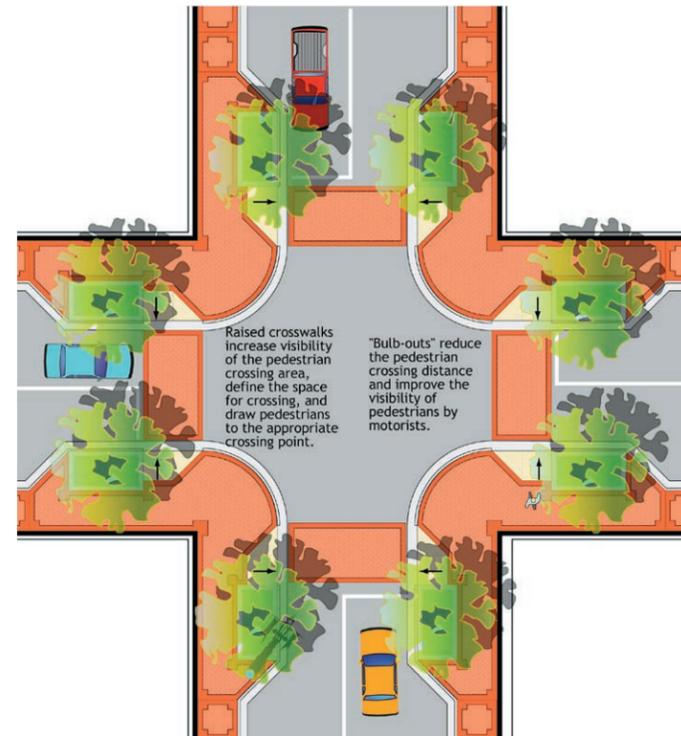


TRASH RECEPTACLES



INTERSECTION DESIGN

- Clear space to handle pedestrian capacities.
- Visibility to safely negotiate crossing.
- Legibility of all directional information.
- Accessibility and freedom from obstructions.
- Separation from traffic.



TRAFFIC CALMING

- Traffic calming features should be utilized where traffic data and neighborhood consensus warrants
- Consider raised brick crosswalk at all intersections on A1A Corridor
- Consider the feasibility of crosswalks with midblock pedestrian refuges



GATEWAYS

Gateways are important visual landmarks that reinforce the entrance into a geographic area employing a combination of elements such as landscaping, signage and structure. The Master Plan identifies several opportunities for the creation of gateways in Downtown Flagler Beach to define its character and identity. These opportunities include major gateways at the intersections of:

- Moody Boulevard with Flagler Avenue and Ocean Shore Boulevard (A1A)
- Ocean Shore Boulevard (A1A) with 3rd Street South

Other potential secondary gateway location includes the intersections of:

- Moody Boulevard with Central Avenue
- A1A with 2nd Street North

SECONDARY STREETSCAPE



Fig 4.3 Secondary Streetscape showing informal design elements
Source: Treasure Coast Regional Planning Council, Downtown Flagler Beach Charrette, 2003



The primary focus of the secondary streetscape improvements incorporating “informal” design standards is to preserve the unique “beach-town” character of Flagler Beach and follows a phased approach based on availability of funds. As new development occurs, opportunities to improve the pedestrian environment and aesthetics should be pursued in areas surrounding the Downtown Core with a gradual transition into the residential neighborhoods within the entire Study Area.



Fig 4.4 Moody Boulevard looking east. Before



Fig 4.5 Moody Boulevard looking east after proposed changes

MOODY BOULEVARD (SR 100)

Moody Boulevard is the primary east-west arterial roadway through Downtown Flagler Beach that connects the city with I-95 and the surrounding cities of Bunnell and Palm Coast via the SR100 Intracoastal Bridge. The high-traffic roadway consists of four travel lanes, two in each direction, a center left turn lane and landscaped medians interspersed throughout its length within the Study Area. It is anticipated that general commercial development will continue to occur along Moody Boulevard driven by favorable market conditions associated with high traffic volumes and regional growth.

The roadway is designed to carry high volumes of traffic and the Master Plan recommends retaining the four-lane configuration to accommodate the regional growth that is anticipated to continually impact Downtown Flagler Beach. However, currently, the road lacks pedestrian character and act as a physical barrier dividing the downtown area in two and preventing downtown connectivity. The existing right-of-way width varies between 80 feet from the foot of the bridge at Flagler Avenue to Daytona Avenue and increases to 100 feet between Daytona Avenue and Ocean Shore Boulevard (SR 100).

The primary land use, commercial development, along Moody Boulevard is highly suburban in character with excessive curb cuts, frontage parking and inadequate right-of-way widths especially on the northern side. However, there are a few vacant and underutilized parcels that present a redevelopment potential and would play an important role in the redevelopment of Downtown Flagler Beach. Taking into consideration these constraints and opportunities, it is the intent of the Master Plan to devise strategies that builds on the opportunities to ensure an efficient movement pattern for both the pedestrians and vehicular traffic along Moody Boulevard.

OBJECTIVE

Transform the visual character and scale of Moody Boulevard that stimulates quality development and enhances the image of the downtown. Establish an attractive, safe and efficient traffic circulation and pedestrian mobility system. Build on the on-going burial of utilities to undertake streetscape improvements including gateway enhancement, planting of street trees, sidewalk improvements and downtown identification signage.

ACTION STRATEGIES

- Retain the existing four-lane roadway and enhance the center median with landscaping and trees
- Initiate physical improvements to enhance the overall character of the roadway including improved sidewalks, landscaping, pedestrian scale lighting
- Continue to bury overhead utilities
- Install decorative pedestrian scale lighting in conjunction with other improvements
- Establish directional signage along the length of Moody Boulevard within the study area identifying the Downtown, City Hall, the Pier and parking areas
- Encourage new development projects to compliment streetscape improvements on Moody Boulevard such as upgrade sidewalks, lighting and street furniture as part of their site plan
- Work with FDOT to enhance pedestrian safety and traffic calming techniques through elevated crosswalks, speed tables, traffic signage and improved sidewalk treatment improving the connection between the north and south of Moody Boulevard
- Establish gateways to enhance Moody Boulevard's identity as the entryway to the Downtown



Fig 4.6 Oceanshore Boulevard in the 1920s



Fig 4.7 Oceanshore Boulevard (SR A1A) looking south



Fig 4.8 South Oceanshore Boulevard. Before



Fig 4.9 South Oceanshore Boulevard after proposed changes

OCEAN SHORE BOULEVARD (A1A)

The A1A or Ocean Shore Boulevard is the primary entrance to the City of Flagler Beach connecting the city with Daytona Beach to the south and St. Augustine to the north. The Secretary of the Florida Department of Transportation declared the “A1A Ocean Shore Scenic Highway” eligible to be designated a Florida Scenic Highway on September 7, 2000. The roadway is a two-lane undivided minor arterial highway. The FDOT’s right-of-way is 80 feet wide from the Volusia/ Flagler County line to South 6th Street but changes to 70 feet from South 6th Street to SR 100. SR100 (Moody Boulevard) is the only major intersecting roadway and divides the A1A into North Oceanshore Boulevard and South Oceanshore Boulevard. The existing streetscape along Oceanshore Boulevard is oriented towards the pedestrian. The City of Flagler Beach has installed decorative lighting within the Study Area and FDOT maintains a separated multi-purpose pedestrian walkway and bike path runs on the west side of A1A within the right-of-way. The City, through a Community Development Block Grant, has landscaped the east side of A1A with palm trees and native plantings. There are no buildings permitted on the east side of A1A with the exception of the Pier and the adjoining restaurant. The City regulates signage guidelines along the A1A corridor within the City of Flagler Beach boundaries.

During the planning process, the shortage of parking, issue of parking over the dunes along the eastern edge of A1A, dune degradation and unsafe pedestrian environment were among the primary concerns by the community. On-street angled parking spaces are located on the east right-of-way edge from 6th Street South to SR100 and parallel parking spaces are located on the west side of A1A. The parking shortage is experienced the greatest during weekends and special events. This has led to the general perception that there is a lack of convenient parking in Downtown Flagler Beach. While the existing supply of parking spaces does not indicate a shortage and appears to be more of a parking management and design issue, the Plan anticipates possible increase in traffic along the A1A corridor in the future considering the regional growth pressures faced by the City of Flagler Beach. The City has attempted to address this issue by acquiring and developing four surface parking lots within the Downtown Study Area and also recently passed a resolution to allow parking along the east side of A1A.

The analysis of the Ocean Shore Boulevard revealed a lack of traffic calming techniques that would reduce high vehicular speeds, undefined crosswalks and insufficient directional signage to existing parking facilities and activity areas. The community also expressed concern with traffic circulation issues including cars reversing directly to the roadway in the direction of approaching vehicles, high speed vehicular traffic and lack of pedestrian crosswalks to beach access points. The development along the A1A corridor lacks a coherent sense of architectural character and is rapidly being replaced by a built form inconsistent with the desired character expressed by the community.

The land use along the Ocean Shore Boulevard is predominantly commercial interspersed with a few residential developments concentrated primarily north of 3rd Street North and south of 6th Street South.. The typical lot size along Ocean Shore Boulevard, 50 feet by 100 feet, restricts the property owner’s ability to maximize the development potential for a general commercial classification. Other improvements that should be pursued as long term goals in coordination with various agencies include restoring the shoreline and upgrading the boardwalk and the Pier.

OBJECTIVE

Define the A1A corridor through enhancement of natural and man-made amenities and create a development strategy that incorporates short and long term improvements contributing to the aesthetic and functional attributes of the corridor.



ACTION STRATEGIES

- Adopt the Mixed Use Overlay District along the entire length of the A1A corridor within the Study Area
- Incorporate streetscape elements that enhance the pedestrian environment including elevated crosswalks, speed tables, pedestrian and motorists prompting signs and landscaped curb extensions (Refer Fig. 4.9)
- Provide for a safe, convenient and efficient vehicular and pedestrian transportation system through delineated crosswalks, safe pull-outs and pull-offs for access to facilities along the corridor
- Promote mixed use development on properties fronting Ocean Shore Boulevard/ A1A along the length of the entire corridor in the Study Area (9th Street South to 9th Street North) by adopting the Mixed Use Overlay District
- Pursue dune protection and restoration through the use of techniques such as vegetation with salt and cold tolerant native plants, dune fencing, beach nourishment and defined edges (Fig. 4.12)
- Retain the existing parking spaces on Ocean Shore Boulevard (A1A) located south of Moody Boulevard till 6th Street South.
- Provide additional parking spaces on the east side of the corridor north of Moody Boulevard that should be delineated with well defined edges and signage. The provision of well-defined parking spaces combined with design elements will address the problem of dune parking and also cater to the businesses along the corridor
- Enhance beach access points through high visibility landscape treatment (cluster of sable palms and wildflower plantings), directional signage and sea turtle friendly lighting
- Continue existing streetscape design on the west edge of the right-of-way through the entire length of the corridor within the Study Area.
- Establish urban design and architectural standards for renovations, new construction and infill development that addresses physical improvements as a part of the site planning process and encourages developers to preserve the standards
- Develop a signage plan that minimizes the number of signs but clearly identifies and directs tourists and residents to important activity centers including the downtown, parking facilities, beach access points and other amenities such as the Pier, recreational parks, Visitors Center, Pier and retail establishments
- Capitalize on the beach as a valuable asset to encourage eco-tourism in the City of Flagler Beach. Coordinate efforts with the County to utilize funds generated through the Tourist Development taxes for beach nourishment and physical improvements related to beach use.
- Enhance corridor vistas by planting native vegetation, screened parking areas, burial of utilities and pedestrian scale lighting
- Promote tourism and economic development through increased cooperation with the business community an providing historical information about the corridor and its amenities in information centers like the Flagler Beach Museum and Visitors Center
- Work with FDOT to incorporate pedestrian safety and traffic calming techniques such as reduced speed limits, improved sidewalk treatments and better directional signage



Fig 4.10 Beach Access Points



Fig 4.11 North Oceanshore Boulevard before



Fig 4.12 North Oceanshore Boulevard after proposed changes

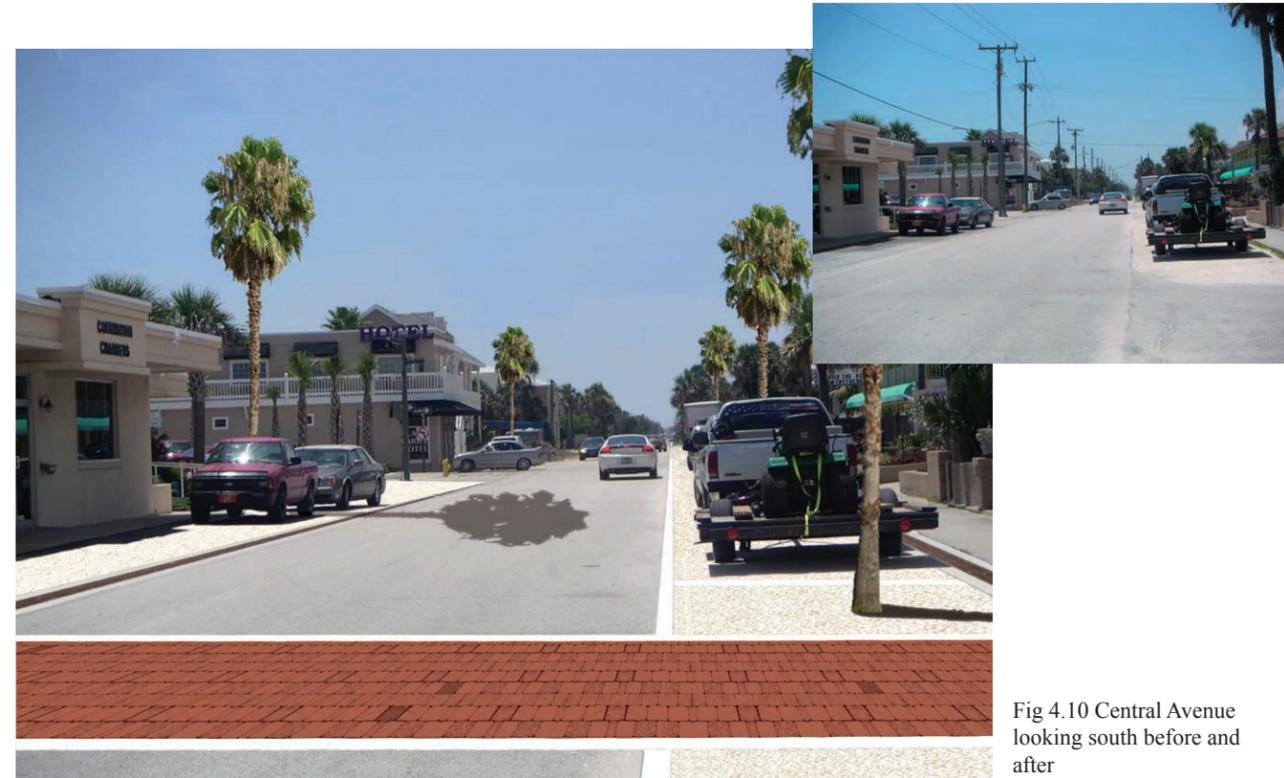


Fig 4.10 Central Avenue looking south before and after

ACTION STRATEGIES

- Develop and implement urban design guidelines to address issues identified by the community and invest in infrastructure improvements such as drainage, sidewalks, lighting and on-street parking that support the stabilization of the downtown commercial areas.
- Reinforce the function of Central Avenue as the spine of the city providing improved pedestrian connections between the residential areas and the commercial downtown core through an efficient network of shaded sidewalks, access roads and strategically located parking areas
- Pursue catalytic improvement projects along Central Avenue employing a range of creative solutions through public-private partnerships, land assembly, mixed use developments and shared parking alternatives.
- Investigate alternative development scenarios for the expansion of the City Hall and adjacent private properties
- Create opportunities to develop anchor mixed use developments at the intersections of Central Avenue and the north of Moody Boulevard, 2nd Street South and other primary cross intersections
- Develop a wayfinding system that guides residents and tourists through the Downtown Study Area
- Maximize parking opportunities along Central Avenue employing a combination of facilities including on-street angled parking and shared parking to address the parking concerns in the Downtown Study Area
- Enhance and upgrade existing public spaces including the weekly Farmer’s Market site and the Veteran’s Park to create a focal point for community gathering and developing a sense of identity for the Downtown

CENTRAL AVENUE

Central Avenue is a north-south local collector connecting the downtown with the residential neighborhoods extending from 23rd Street North to 28th Street South. The existing character of Central Avenue is conducive to creating a pedestrian environment with two narrow travel lanes and sidewalks extending from Moody Boulevard to 3rd Street South.

Traditionally, Central Avenue has functioned as the focus of activity in the city’s rich historical past. A key element of the Downtown Master Plan is to maintain a connection to the past and provide continuity for future development. Some of the important historical buildings on Central Avenue that formed an integral part of the downtown’s character include the Flagler Beach Hotel (presently the Farmer’s Market Site), Baptist Church (Central and 3rd Street North), Holden Pharmacy (presently Hotel Plaza Caribe) and Flagler Inn (S.W. corner of Central and 3rd Street South). Presently, the street has a number of residential properties that are reminiscent of the “Old Florida” character. Several of these structures have changed, but are significant structures from the perspective of preserving the traditional architectural character.

The streetscape along Central Avenue exhibits a combination of formal and informal design standards implemented in certain sections of the street with well defined on-street parking and street furniture between Moody Boulevard and 2nd Street South. However, most of the remaining area within the Downtown Core along Central Avenue indicates a lack of pedestrian amenities such as sidewalks, landscaping and vehicular facilities such as on-street parking and drainage systems. The right-of way width along Central Avenue is only 50 feet which restricts streetscape improvements within the public realm and necessitates increased coordination and participation from the residents, local businesses and other private sector stakeholders.

The street within the Study Area currently accommodates a mix of land uses such as the Veteran’s Park, City Hall, Flagler Beach Museum, hotels, neighborhood retail stores, offices, residential uses, church, surface parking lots and the Farmer’s Market vacant site. This rich blend of uses augmented by the historic architectural quality of the structures presents the potential to support the “Main Street” program initiated by the City along Central Avenue as a long term goal supporting the revitalization of Downtown Flagler Beach. The Flagler Beach Museum plays a significant role in establishing social connections to the past and the Plan recommends expanding its role through downtown historic walking tours and other learning activities. The physical improvements recommended in this Plan are an essential component for the successful implementation of the Main Street program.

OBJECTIVE

Establish an attractive town center enhanced through physical streetscape improvements to invigorate the functional, economic and historic character of Central Avenue. Provide opportunities for private sector investment in the downtown to create a redevelopment program that supports local businesses and services with strong ties to the community as a tool to strengthen the local economic base.

2nd Street South looking east



3rd Street South looking east



One- Way street: 2nd Street South



2ND STREET SOUTH

2nd Street South is the east-west local street located one block south of Moody Boulevard. The road is a one-way street between Ocean Shore Boulevard (A1A) and Daytona Avenue with on-street angled parking along the northern edge. The street serves as the access to major activities in Downtown Flagler Beach including City Hall, Veteran’s Park, Farmer’s Market, neighborhood retail stores and potential redevelopment sites. The street lacks basic pedestrian amenities and landscaping with the exception of the block between Ocean Shore Boulevard and Central Avenue that has four (4) foot wide sidewalks and some street furnishings along the edge of Veteran’s Park. The right-of-way width along 2nd Street South is 50 feet that should be used to enhance pedestrian amenities and the needed parking spaces.

The Master Plan recommends redesigning the street to accommodate 2 driving lanes, parking lanes, and 2 six foot sidewalks with street lights and other elements (Refer to *Proposed Parking Plan* on pg.49 for further information). The Plan recommends capitalizing on the planned burial of utilities as a catalyst project to upgrade existing streetscape elements including sidewalks, street furniture, pavers and marked crosswalks, street trees, ground cover, grating systems and shrubs along the sidewalks.

3RD STREET SOUTH

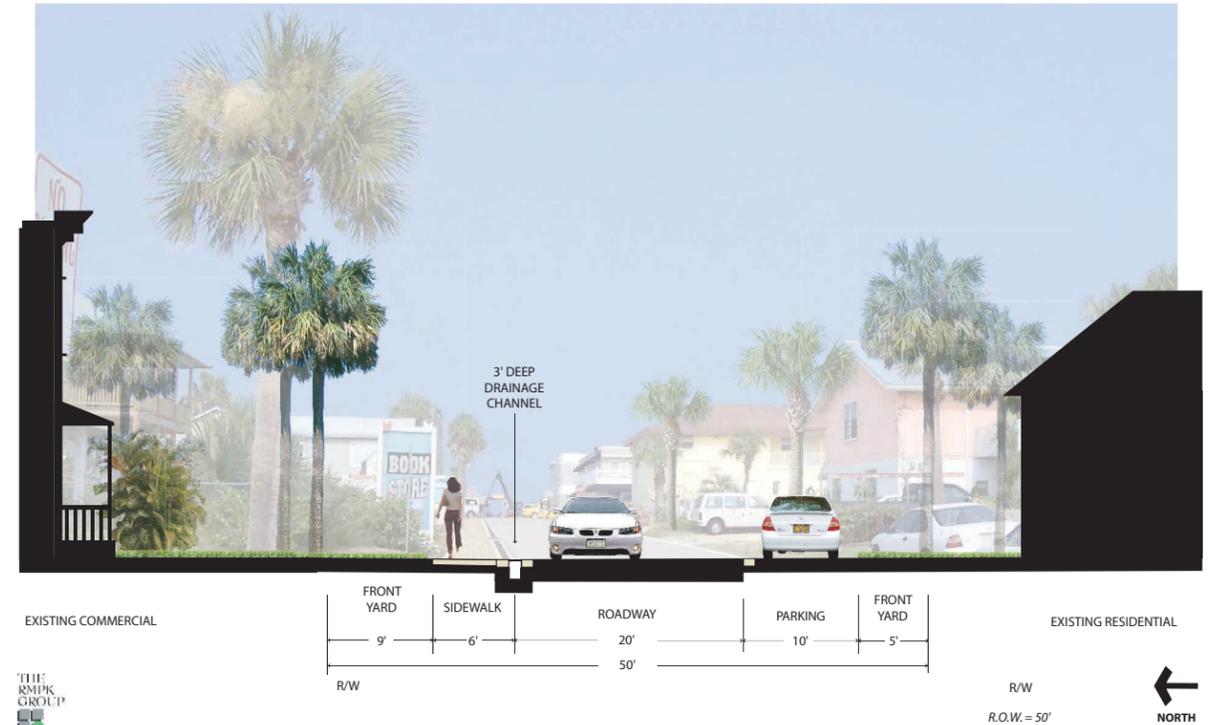
3rd Street South is the major east-west oriented cross street that physically connects the west side of the Study Area with the Pier and the boardwalk through a marked crosswalk. The road consists of two lanes for most of the part within the Study Area except its one-way orientation between Ocean Shore Boulevard and Central Avenue. The street accommodates some of the most recent developments such as the Bank of America and the Plaza Caribe Hotel. The street accommodates a mix of uses west of Central Avenue including retail stores, post office, mobile home park, La Bella Shopping Plaza. There are some basic streetscape elements such as sidewalks in sections of the street and the Master Plan calls for additional improvements. These improvements include tree plantings, grating system, shrubs, street lighting, and pavers to define the street edge. (Refer Fig. 4.11 and Street Section on pg.44)

ONE-WAY STREETS

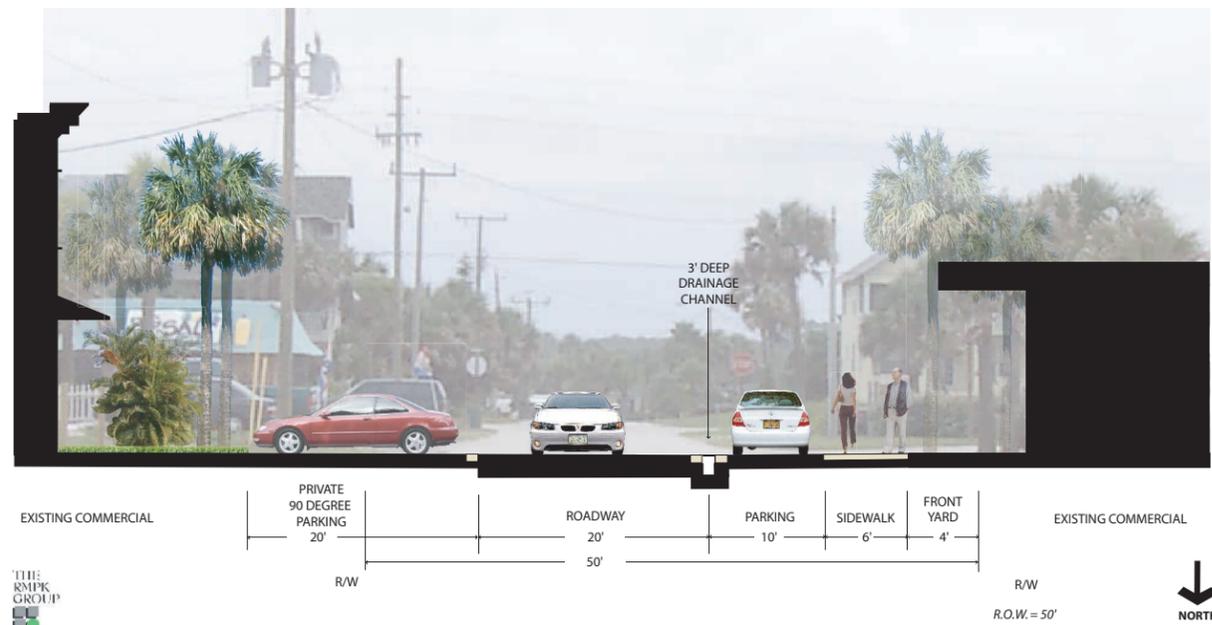
Based on analysis of the traffic carrying capacity, functional considerations and impacts on pedestrian mobility from the existing one-way streets, the Master Plan recommends converting the one-way streets back to two-way. 2nd Street South and 3rd Street South are the two one-way streets within the Study Area and the Plan recommends converting these streets back to a two way configuration to accommodate future demands.



Fig 4.11 3rd Street South looking west. Before and after



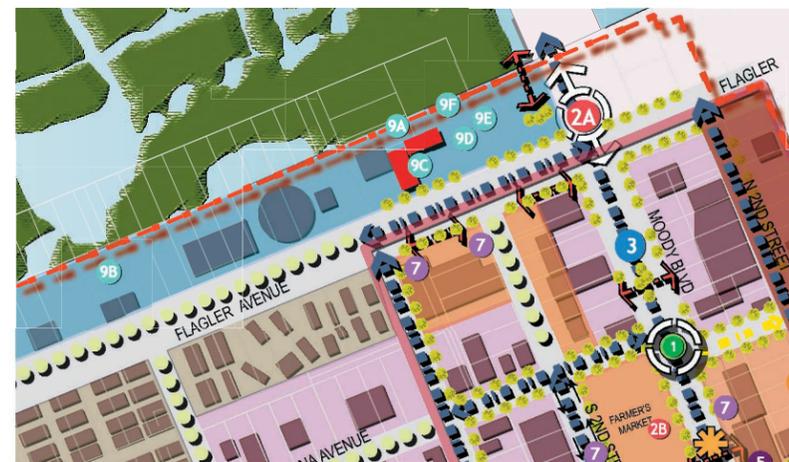
STREETSCAPE SECTION · 3RD STREET S.
FLAGLER BEACH, Florida



STREETSCAPE SECTION · DAYTONA AVE.
FLAGLER BEACH, Florida



Fig 4.12 Daytona Avenue looking south before and after



DAYTONA AVENUE

The existing streetscape along Daytona Avenue is oriented towards vehicular traffic providing access to a mix of uses along the street within the Study Area. Daytona Avenue forms the western edge of the Farmer’s Market site and accommodates restaurants, the USPS post office, professional offices; residential uses (mobile homes, single-family) and other service based commercial uses. The street is a narrow two-lane facility with a right-of-way width of 50 feet utilized primarily by the roadway and few on-street parking spaces between 2nd Street South and Moody Boulevard. The burial of utilities, when completed, would increase the width available for improvements and should include basic amenities including new sidewalks with pavers, trees and a drainage system. (Fig 4.12 and Street Section, pg. 44)

FLAGLER AVENUE: INSTITUTIONAL CORE

Flagler Avenue serves as the local collector for residential development and extends from 2nd Street North to 9th Street South within the Study Area. Flagler Avenue is a two-lane facility along its length with the exception of a left turn lane at its intersection with Moody Boulevard. The City of Flagler Beach owns the properties on the eastern edge of Flagler Avenue in the Downtown Study Area from Moody Boulevard to the Moody Wickline Center on 7th Street South. These include the Flagler Beach Police Station, the Fire Station, Water Storage and vacant land currently zoned for commercial uses. During the workshop, the community expressed its concerns for drainage problems along the west side of Flagler Avenue. The base of Flagler Avenue is located within the 100 year floodplain and is subject to flooding primarily in the event of a hurricane. However, the installed catch basins on the south side of Moody Boulevard and the accumulation of runoff from the higher eastward elevations are the primary factors responsible for the perceived flooding issues on Flagler Avenue. Additionally, the street is strategically located to serve as the entryway into Downtown Flagler Beach at its intersection with Moody Boulevard at the foot of the SR100 Bridge. The street lacks parking facilities with the right-of-way along the eastern edge of Flagler Avenue, generally used by residents/ visitors to access businesses along the south side of Moody Boulevard. (Fig. 4.13)



Fig 4.13 Conceptual Rendering for future expansion of city owned property and the Police Station at the intersection of Moody Boulevard and Flagler Avenue

2ND STREET NORTH

Downtown Flagler Beach has in the recent years experienced an increase in office construction. Within the study area, offices comprise approximately 18% of the total uses indicating a growing market demand for small businesses. The development of new office construction along 2nd Street North presents an excellent opportunity for the City to create a dedicated office use district. The offices could serve as transition uses between incompatible land uses such as commercial uses and less intensive uses such as single-family residential. Although, the new development along the street demonstrate higher standards of construction and site planning, the architectural character is inconsistent with the community's desire to maintain its "Old Florida" vernacular environment.

OBJECTIVE

Encourage the development of office uses along 2nd Street North as a response to the market demand for small businesses that accommodates various types of uses performing financial, administrative, professional and personal services

ACTION STRATEGIES

- Capitalize on the current development pattern along the street and devise a marketing plan to attract potential investors and businesses, while, strengthening the economic base of the City
- Coordinate efforts with the Flagler Beach Chamber of Commerce, local professionals and developers to generate the support of the business community
- Develop architectural and design guidelines, working closely with the Planning and Architectural Review Board, the private sector, developers and the residents in establishing an identity that is coherent with the overall vision for the Downtown Study Area



Fig 4.24 New construction and vacant land along 2nd Street North





Fig 4.14 Off-street private parking



Fig 4.17 Public Parking Lot



Fig 4.15 On-Street Parking along 3rd Street South



Fig 4.18 Public Parking Lot



Fig 4.16 Ambiguous parking along Flagler Avenue



Fig 4.19 On-Street Parking along A1A south of Moody Boulevard

PARKING

During the planning process, the lack of convenient parking was among the primary concerns expressed by the residents and business owners. The existing pattern of development does not accommodate parking that is typical of suburban commercial development where parking requirements are handled on-site particularly because of smaller lot sizes. Additionally, the downtown experiences peak parking demand on weekends and special events including the weekly Farmer’s Market and the July 4th celebrations. This has led to the general perception that there is a lack of convenient parking in the Downtown Study Area. The City has attempted to address this issue through the development of four (4) surface parking lots along 4th Street North and Central Avenue, 5th Street North and Central Avenue, 6th Street South and Ocean Shore Boulevard (A1A) and 5th Street South and Daytona Avenue. On-street angled and parallel parking are located along Ocean Shore Boulevard (A1A) and near the City Hall. The City also recently adopted shared parking standards as a part of its ‘Combined Use Ordinance’ with parking located in the rear buffered from the street.

Based on the detailed study of parking conditions in Downtown Flagler Beach during the inventory phase of the Master Plan, the study reported approximately 993 spaces in the Study Area. The breakdown of existing and additional public parking spaces is as follows:

Existing Parking	
Existing On-Street Parking Spaces	315
Additional On-Street Parking Spaces	374
Total Public Surface Parking Spaces	97
Total On-Street Parking Spaces	689

Currently, the City of Flagler Beach provides unlimited, free parking to all users with the exception of a few time limited parking spaces near the City Hall. The provision of free parking has hidden costs that are endured by the taxpayers primarily to provide a service to visitors that do not contribute directly to the local economy. Some of these costs include maintenance costs, underutilization of a potential revenue resource and loss of possible customer base for local businesses. As recommended in the Charrette, “not every parking space is created equal”, the Master Plan supports the need to provide time limited parking in highly desirable areas in the vicinity of shops and restaurants. The City should consider adopting revenue generating alternatives as an effective parking management strategy over time. Some of the options available to the city include:

- Time- limited parking supported by law enforcement policies
- Metered parking through central ticketing machines that could potentially encourage pedestrian activity to the installed machine
- Charging fees in lieu for parking

In addition to the above mentioned strategies, the Master Plan recommends further investigation into adopting an innovative strategy that includes introducing a system of parking vouchers. The *Parking Voucher* is a scheme for short term parking that encourages users to purchase pre-paid parking vouchers at selected locations. The Parking Voucher system reduces the cost of installing and maintaining central ticketing machines or parking meters and could also be used as an effective advertising and marketing tool for the local businesses. (Fig. 4.20)

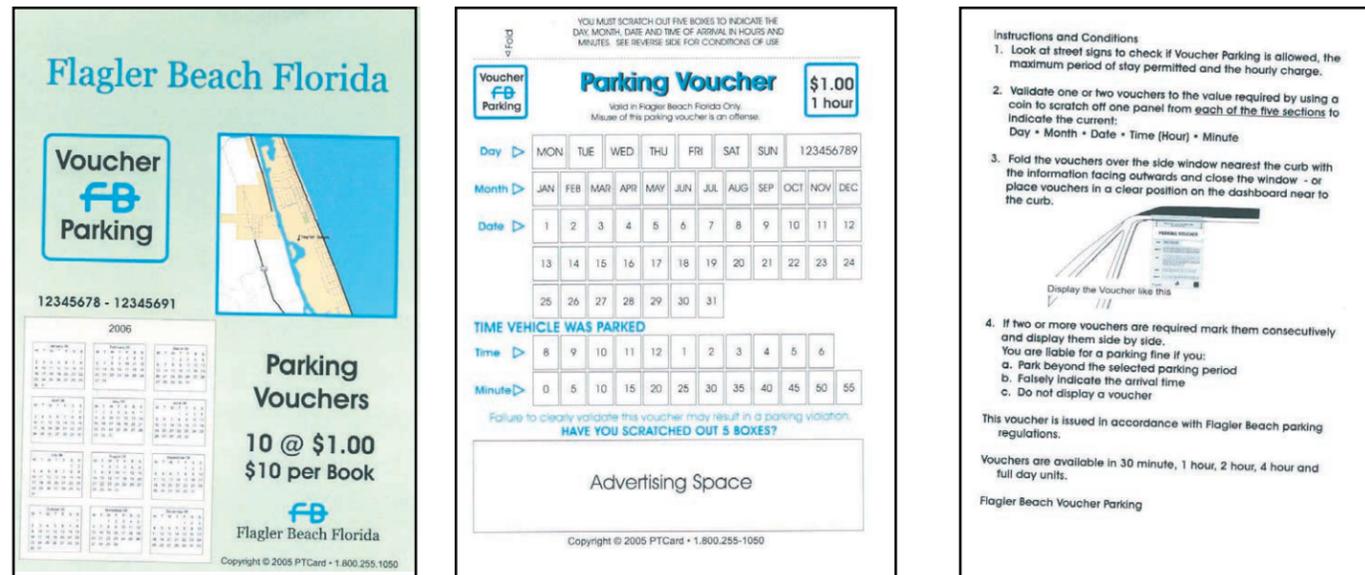


Fig 4.20 Parking Voucher
Source: Ms. Phyllis Carmel, Copyright 2005 PT Card

The analysis of the existing parking spaces indicate a high ratio of 3.8 spaces for 100,00 sq.ft. of commercial space, which is higher than the minimum parking requirements in the Land Development Regulations. Land use projections, retail space and growth trends within the City of Flagler Beach indicate a stable growth pattern, however, changes in the development patterns experienced regionally is anticipated to be the primary factor that would exert increased pressure on the existing parking facilities in the City of Flagler Beach.

Parking is the most influential factor in designing an efficient traffic circulation system while retaining the desired urban character. The City recently amended its parking requirements that exempted businesses in the Central Business District from providing parking spaces. The City of Flagler Beach Zoning Code requires that each parking space have a minimum dimension of 10' by 20' for 90 degree parking. The Master Plan recommends using innovative parking design strategies such as reducing the existing dimension to 9' by 18' for perpendicular parking configuration or establishing a minimum percentage of the total spaces to be designed for small cars.

Currently, about 68 on-street parking spaces within the downtown core have angled geometry. Angled on-street parking is the most commonly used short term parking consideration. The advantages of angled parking include easy maneuvering in and out of parking spaces, adaptable to one way and two way lanes and increased number of spaces. Angled parking spaces should have a minimum dimension of 9' x 20'.

The Master Plan proposes parking management strategies and design considerations that are pivotal in defining the overall visual appearance of the downtown and plan for an adequate supply of parking for future growth.

OBJECTIVE

ACTION STRATEGIES

Develop a comprehensive downtown parking strategy that provides convenient, cost- efficient parking for residents, tourist, businesses and employees that is consistent with the vision for the downtown urban character.

- Maximize on-street parking, wherever possible, as an integral element of creating pedestrian activity downtown. The key is to create a balanced urban streetscape character that is sensitive to both the pedestrian mobility and vehicular movement
- Consider the use of angled parking in appropriate areas throughout the downtown study area (Refer pg. 49) combined with parallel parking in areas where the right-of-way width available is insufficient
- Encourage shared parking among adjacent uses and mixed use developments throughout the Downtown Study Area to provide the most convenient spaces for customers
- Develop policy recommendations (for example, overall rate structure and enforcement) that support the adoption of the *Parking Voucher* system (Fig 4.20). Time-limited and charging for parking are effective tools to address parking issues than providing an oversupply of parking facilities
- Provide directional signage to guide visitors and customers to parking facilities.
- Design parking facilities in a manner that complements the desired community character and accommodates pedestrian movement and safety.
- Minimize impervious surfaces through a combination of additional landscaping treatment, on-site storm run-off systems and use of native

- materials (for example, crushed coquina)
- Maintain and reconfigure existing parking facilities to maximize their capacity prior to adding new facilities
- Develop overflow parking strategies to meet the demand created during special events through use of shared parking arrangements with businesses and enforcement strategies to encourage use of city owned parking lots
- Identify prime locations to create long-term parking facilities to provide for convenient parking spaces that supports the downtown businesses. Over time, as development occurs, these peripheral parking facilities could potentially increase pedestrian traffic into the Downtown Core. The city owned properties along Flagler Avenue south of Moody Boulevard presents an opportunity to create such shared parking facilities
- Revise the minimum parking requirements for new developments through innovative techniques such as smaller parking stall dimensions
- Devise strategies to work with developers and business owners to reduce parking requirements, where appropriate, for new development and redevelopment
- Address parking issues based on activity centers and land uses, for example, install time limited on-street parking along Ocean Shore Boulevard additional temporary employee parking on existing privately owned undeveloped land near the City Hall site



Angled Parking
9 feet x 20 feet

Parallel Parking
9 feet x 22 feet

90 degree Parking
9 feet x 18 feet

Existing On-Street Parking Spaces: 315
Additional On-Street Parking Spaces: 374
Total On-Street Parking Spaces: 689
Total Off-Street Parking Spaces: 581
Total Public Surface Parking Spaces: 97



Proposed Parking Plan

Downtown Flagler Beach Master Plan

City of Flagler Beach, FL



Fig 4.21 Flagler Beach Hotel (now Farmer's Market site)

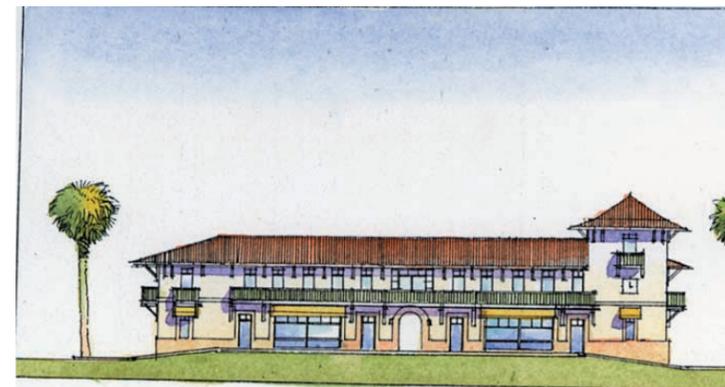


Fig 4.22 Charrette Recommendation for the Farmer's Market Site
Source: Treasure Coast Regional Planning Council, Downtown Flagler Beach Charrette, 2003



Fig 4.23 2nd Street South looking east: Redevelopment Opportunity

REDEVELOPMENT OPPORTUNITIES

As the downtown redevelopment evolves and the market conditions strengthen, the City could work with private developers and property owners to assemble and redevelop key sites in accordance with the objectives and vision of the Downtown Master Plan. The Master Plan identifies key development and redevelopment opportunities within the Study Area that are strategically located within the Downtown Study Area to create a positive catalytic impact in the realization of the Downtown Master Plan. The intent is to address individual site deficiencies, encourage a mix of uses through collaboration with the private sector to introduce new development that is consistent with the desired architectural and urban design character of the community. The City should evaluate, and when possible, upgrade infrastructure in support of site development. Some of the primary opportunity sites include the following:

1. FARMER'S MARKET SITE

This is a highly visible site located in the heart of Downtown extending an entire block between Central Avenue and Daytona Avenue. The vacant site is currently under private ownership and the development of the Farmer's Market site is not under the control of the public sector. Historically, this site accommodated the Flagler Beach Hotel built in the 1930s and currently functions as the venue for the weekly Farmer's Market site. The Plan recommends that when the site is developed in the future, a mixed use development program should be incorporated with an architectural character that reinforces the historic character of the site and is consistent with the City's overall vision for the downtown.

2. AUTO- REPAIR SHOPS

These shops, located along 2nd Street South between Flagler Avenue and Daytona Avenue, currently accommodate auto garages and related services as the primary uses. As the redevelopment program matures, this site is strategically located to pursue a mixed-use development program through land assembly and street infrastructure improvements. The City should investigate alternative locations to relocate the auto repair shops with compatible adjoining uses in cooperating with the private sector.



Fig 4.25 Existing City Hall and Flagler Beach Museum



CITY HALL AND FLAGLER BEACH MUSEUM

The current City Hall and Flagler Beach Museum is located at the intersection of Central Avenue and 2nd Street South. The expansion and/or relocation of the City Hall has been a topic of debate in the community and was also addressed by the Charrette in 2003. During the focus group and community workshops conducted as a part of this master planning process, the concern over the city administration growing out of its existing premises and the existing site's development potential within the downtown core, resurfaced as a crucial element for any downtown revitalization effort. Currently, the City Hall is an approximately 3,000 square foot facility that accommodates the Commission Chambers, the Flagler Beach Museum and the City's administrative staff with employee parking to the rear. The City Hall's prime location in the downtown generates considerable amount of vehicular and pedestrian traffic and would function as an anchor for future commercial development in the downtown.

The design and architectural character of the City Hall and other civic buildings contribute directly in establishing a positive image for the City and set a precedent for future development in the City. The site selection criteria for the City Hall should include:

- Downtown Location
- Adequate parking facilities
- Street frontage and high visibility
- Compatible adjoining uses
- Economic feasibility

The City should hire an architect to conduct a space needs analysis and develop program requirements for the additional requirements for the City Hall. In addition, the City should also consider devising a land disposition strategy for its surplus properties. The City should use the proceeds generated towards the development of the City Hall and/or place excess funding in reserves or to pay for other improvements within the Study Area. It is also important to recognize the importance of Flagler Beach Museum's location within the Downtown as a traffic generator and its role as the Tourism and Visitor's Center for the city.

Based on the community's recommendation, the Master Plan analyzes alternatives for the future development of the City Hall facility and attempts to address the divergent points of view expressed by the community. The following sites are intended to assist the City with a range of scenarios to assess the development potential of city owned properties in Downtown Flagler Beach.



Fig 4.26 Charrette Recommendation for the City Hall
Source: Treasure Coast Regional Planning Council, Downtown Flagler Beach Charrette, 2003

Alternative A: Consider expansion on the existing location at 105 S. 2nd Street

Retaining the City Hall at its existing location by the addition of a story above the existing structure would address the additional space requirements of the city administration staff. This alternative offers the opportunity to retain the City Hall’s prime location in Downtown Flagler Beach and is also a feasible option from a financial perspective in the short-term. The disadvantages in pursuing this scenario include site limitations surrounding the site such as the shortage of employee and visitor parking facilities, inadequate right-of-way width to address on-street parking additions for the downtown and loss of potential TIF revenues that could be generated by developing it according to the property’s “highest and best use”.

Alternative B: Rebuild on the existing site

Another alternative is to demolish and rebuild the existing structure at the same location. The reconstruction would provide an opportunity for the City to reconfigure the site more efficiently that incorporates adequate parking facilities on-site and takes into consideration future expansion capabilities. This could require the City to further investigate into acquisition of parcels adjacent to the City Hall or pursuing a joint parking arrangement with the adjoining property owners.

Alternative C: Develop the City Hall at existing location as part of a mixed use development

This alternative would offer an opportunity to develop the existing site as a private-sector development. The site would require the developer to assemble the adjacent parcels (currently under single ownership) and develop the site as a compact mixed-use development that accommodates the City hall as an integral part of the development. The City could negotiate with the developer to devise a long-term lease and the City collaborates with the developer to pursue streetscape and parking improvements as part of the development program.

The major disadvantage to this scenario is the complex and time consuming process of negotiating with the developer. The construction would need to be phased so that the City staff could continue to occupy the existing structure or temporarily relocated to another location during the construction on the 2nd Street South site.

Alternative D: Relocate to the southwest corner of Flagler Avenue and Moody Boulevard

This site would utilize a prime redevelopment site owned by the City at a highly visible location at the foot of the SR100 Bridge on Flagler Avenue. Relocating the City Hall to this site would create a strong presence for the City Hall as an entrance gateway to Downtown Flagler Beach. From an economic perspective, it would reduce the costs of land acquisition and would place the existing property back on the tax roll. Additional space required for parking would be satisfied on-site as well as within the existing right-of-way width of 100 feet along Flagler Avenue. Over time, the relocation of City Hall, at a prominent position in the community would create additional opportunities to work with the private sector and pursue streetscape improvements strengthening the reinvestment image of the community. This would also provide the opportunity to consolidate municipal facilities on a single block with shared parking and revitalize a currently underutilized part of the downtown.

The primary concerns expressed by the community are flooding and drainage which is related to the perceived limitations from the site’s location within the 100 year floodplain zone. The flooding experienced currently is primarily due to the presence of a stormwater retention area at the southwest corner of Moody Boulevard. At present, the City Commission views the relocation of the City Hall as a long-term alternative and supports retaining the City Hall on its existing site.



Fig 4.27 Conceptual Site Plan for Alternative D: Relocation to the southwest corner of Flagler Avenue and Moody Boulevard

MIXED-USE OVERLAY DISTRICT

According to Section 2.04.02.12, the City of Flagler Beach permits construction of a Combined Use building as a Principal Use for all new developments with the General Commercial zoning designation in the areas situated between “ the centerline of 2nd Street North and the centerline of 3rd Street South and east to the centerline of Central Avenue and west to the centerline of Flagler Avenue”. Based on the community’s expressed concerns and a preliminary economic analysis of the Downtown, the Master Plan recommends establishing a Mixed Use Overlay District that extends beyond the existing defined boundaries in Downtown Study Area. The proposed boundary for the Mixed Use Overlay District is delineated in Fig. 4.28.

The purpose of the Mixed-Use Overlay District is to encourage diverse uses in the Downtown area and also support compatible uses within the same building, with an overall goal, to promote a vibrant, pedestrian oriented environment. The residential component of the project provides patrons for local businesses and the investment will increase the tax base and provide additional revenues for the CRA to fund additional improvements. Additionally, mixed use developments, could be a sustainable investment for developers supported by additional financial incentives and zoning provisions offered by the City.

OBJECTIVE

Encourage mixed use development in Downtown Flagler Beach to create an environment that insures compatibility between new and existing developments, promotes an enhanced pedestrian environment, and reflects the City’s development and planning policies in concurrence with vision of the Downtown Master Plan.

ACTION STRATEGIES

- Adopt the Mixed-Use Overlay District in the designated area as an Overlay Zoning District in the City’s Land Development Regulations
- Encourage designs that accommodate a mix of retail, service, office, housing and public initiatives in a manner that reinforces the pedestrian orientation of the area
- Streamline the process for the approval of mixed-use projects and allow for flexibility in development that typically requires a time- consuming an expensive process for the developer
- Coordinate with the Planning and Architectural Review Board to establish design and architectural guidelines to ensure future development is consistent with the community’s character



Fig 4.28 Map showing Mixed Use Overlay District Boundary



Fig 4.28 Conceptual Rendering for Mixed Use Development along A1A within the Downtown Study Area

CHAPTER 5

IMPLEMENTATION STRATEGIES

The success of the Downtown Flagler Beach Master Plan ultimately rests on its ability to implement the recommendations in an economically feasible and timely manner through coordinated efforts of the community's various sectors and agencies. These efforts need to be supported by the employment of a combination of organizational, legal, funding and promotional techniques. This section of the Master Plan sets forth a series of interrelated implementation strategies that are pivotal for the successful realization of the economic development, planning and design objectives outlined in the Plan.

ORGANIZATIONAL FRAMEWORK

The success of the Downtown Flagler Beach Master Plan ultimately rests on the coordinated efforts of the community's various sectors and agencies. The 2003 Charrette initiated vital relationships between key players involved in this effort. The City and the Community Redevelopment Agency must utilize the opportunity presented by the Downtown Flagler Beach Master Plan to strengthen its efforts and provide a better quality of life for its citizens. This section of the Plan outlines the organizational framework and implementation functions that are critical components for the successful realization of the planning and design objectives that have been developed for the downtown.

The City must support the program's activities and provide a well devised management system to carry out the recommendations presented in this plan. It is necessary to establish lines of communication between all sectors of the community to positively effect change in Flagler Beach. Because the city's redevelopment program is a dynamic and continuously changing process, the objectives and strategies outlined in the Master Plan should be updated and revised based upon changes in the economy, relevant public concerns and opportunities associated with private development proposals.

City Commission/Staff/ Community Redevelopment Agency Advisory Board

The Flagler Beach City Commission members are the leaders of the redevelopment program and must assume this role with vitality and enthusiasm. The City Commission and the staff will be responsible for establishing the administrative, financial and programmatic mechanism necessary to achieve the goals and objectives of the Downtown Master Plan. They should focus on the following actions during the redevelopment process:

- Provide commitment of resources and public policy considerations in support of the redevelopment effort.
- Provide necessary staffing and support from other city departments for administrative purposes and program implementation.
- Commit to making the necessary public improvements identified in the Plan.
- Ensure maintenance for completed capital projects releasing available tax increment revenues for other capital improvement proposals contained in the Plan.
- Provide leadership and support for administrating public development controls and incentives to promote high-quality private development; this may include streamlining the development review process to minimize time involved in the approval process, revising the zoning code, providing economic incentives, and developing site and architectural design guidelines.
- Capitalize on the regional growth in Flagler County to support and sustain future economic development and vitality of Downtown Flagler Beach. This requires working in close cooperation with other agencies, including, but not limited to the State, Flagler County, FDOT, Flagler County Tourist Development Council, St. John's Water Management District, Scenic Highways Commission and the Northeast Florida Regional Planning Council.

- Ensure citywide planning efforts support the recommendations of the Downtown Master Plan through increased coordination with local agencies including the Flagler Beach Community Redevelopment Committee, Strategic Planning and Advisory Committee, Flagler Beach Museum, Flagler Beach Chamber of Commerce, A1A Scenic Highway Corridor Advocacy Group and the Flagler Beach Planning and Architecture Review Board, Historical Museum Board and the Flagler Beach Main Street Inc.

Adopt the Downtown Master Plan as the City's Community Redevelopment Plan

This Plan contains many of the elements required by statute to be in a Community Redevelopment Plan. Therefore, this Master Plan should be formally adopted as the Community Redevelopment Plan to take advantage of the tools made available through the statutes. The City should continue to incorporate an extensive community involvement program during the implementation process to maintain consensus and support. The Agency should pursue its decision to hire a *CRA Coordinator* for Downtown Flagler Beach to manage the redevelopment efforts on a daily basis.

Flagler Beach Redevelopment Committee and the Strategic Planning and Advisory Committee

The Downtown Flagler Beach CRA Advisory Committee and the Strategic Planning and Advisory Committee should be retained and work together as stewards to monitor the progress and timely development of the projects proposed in the redevelopment area. In addition, the role of these committees could be expanded to generate community interest in the projects contained in the Plan. The Committee could help generate community support for the redevelopment efforts and increase public involvement in the process.

Civic and Neighborhood Leaders

Civic and neighborhood leaders must also act as ambassadors of the redevelopment program. Their support and active involvement in the effort is essential for success. They should:

- Embrace the Redevelopment Plan and be educated about the program.
- Be involved in the implementation of the Plan and educate the community through outreach.

Private Sector

- Essential private-sector leadership must come from local banks, real estate developers, entrepreneurs, and property owners within the community.
- Private real estate and development leadership must provide necessary entrepreneurial vision and initiative that will create profitable enterprises and attractive redevelopment projects.
- Partner with the city agencies and institutions such as Enterprise Flagler to attract more investors and businesses that share the community's vision for the future pursuing economic growth with sensitivity toward preserving Flagler Beach's unique small town charm, which constitutes a valuable economic asset for the community.

Planning and Development Strategies

The CRA Director and City Planning staff should be responsible for the execution of the Plan. The following strategies are intended to provide recommendations for administrative and management actions that should be undertaken by the CRA Director in cooperation with the City Commission and the Planning Staff, to ensure the successful realization of the Downtown Master Plan.

- Devise a mechanism to implement the recommendations illustrated in this Plan including project financing, land acquisition, land disposition, funding sources and financing.
- Review and update (if necessary) the Comprehensive Plan and Capital Improvements Plan to ensure consistency with the proposed Downtown Master Plan.
- Revise the city's Land Development Regulations to establish consistency between documents and the recommendations of this plan.
- Involve residents in the planning process through forming organizing committees and regular meetings with residents.
- Contact affected property owners to determine their level of interest in participating in proposed redevelopment activities.
- Establish a land management team to devise a land disposition/acquisition strategy for potential sale/purchase of property in the City.
- Form basic public/private development agreements to be used for developer solicitation on selected projects
- Prepare grant feasibility study for public projects, including roads, utilities, streetscapes, parks, law enforcement, human resources, etc.
- Update the Master Plan every 5 years as the redevelopment program evolves to accurately represent the changes that occur in the Downtown
- Increase awareness of funding resources and program initiatives available to property owners interested in improving their property as means to increasing property values and the aesthetic character of the Downtown.
- Develop a master plan for the use of city owned properties, such as the site south-west corner of Moody Boulevard and Flagler Avenue, reinforcing the City's intention to improving the downtown's character and create a compact and attractive environment for businesses.
- Work with the Flagler Beach Historical Museum to prepare a historic preservation plan in the Downtown and establish a downtown walking tour to promote the historic character of the city.

Land Development Regulations

The existing land use regulations for Downtown Flagler Beach Study Area are discussed in Chapter 3, Inventory and Analysis. The City of Flagler Beach zoning regulations, established in 1987, are fairly typical of urban development patterns encouraging a suburban strip mall pattern of development and small lot sizes. However, recent amendments to the Land Development Regulations, specifically the inclusion of the Combined Use Ordinance, support the redevelopment objectives of this Plan. There are some regulatory issues that need to be addressed in order to accomplish the objectives and action strategies recommended in the Downtown Flagler Beach Master Plan. These can be most efficiently incorporated by establishing a Mixed-Use Overlay District in the Land Development Regulations that addresses the appropriate issues.

1. Land Use: The existing regulations allow various uses such as retail stores, offices, hotels, restaurants, churches, public buildings under the General Commercial (GC) zoning designation. The primary goal is promoting mixed uses within the same building and adjoining uses throughout the study area. The Future Land Use Map also indicates inclusion of a separate Public Buildings and Grounds designation and the City should assess the need for developing different regulations for public buildings and commercial uses.

2. Combined Use Ordinance: The Combined Use Ordinance (Section 2.04.02.12) includes provisions that efficiently address the recommendations for the Mixed Use Overlay district outlined in the Plan.

3. Parking: The Land Development Regulations details requirements for off-street parking provision including landscaping and total parking spaces required for different uses. The City should also develop an on-street parking management strategy to accommodate the anticipated future demand. The strategy should include:

- Maximize on-street parking encouraging new developments to provide on-street curbside parking and permitting them to count as part of their parking requirement
- The City should also investigating in relaxing the parking ratios for most uses within the Downtown Core and provide parking for retail businesses
- Streamline the review process for evaluating parking requirements for new developments and renovations
- Encourage shared parking provisions for mixed uses that take advantage of different peak demand times for each use
- Initiate discussions to make policy decisions relating to the administrative and financing mechanisms for adopting the recommended time-limited parking and the parking voucher system. (Refer pg.48)

Design Standards

In order to promote a consistent character for the Downtown, it is recommended that a set of design standards be adopted based on the guidelines that will be established as a part of this master planning process. Building on existing provisions in the City's Land Development Regulations (LDR), design standards serve to effectively guide future development within the Study Area. The intent is to maintain a higher level of design that is consistent with the established character of the corridor while encouraging mixed use development and deterring features that are associated with tourist-oriented activities and maintain the uniqueness of Flagler Beach.

The elements that will be used to develop and maintain this character are:

- Site Design
- Architectural Image
- Parking

Main Street Program

The City of Flagler Beach Strategic Planning and Advisory Committee expressed an interest in the “Main Street” program sponsored by the State of Florida Bureau of Historic Resources and by the National Main Street Program. In order to be designated a “Main Street”, an application must be made to, reviewed and accepted by the State Program. The Florida Main Street Program is not a grants program and the operating costs for local programs are the responsibility of individual programs. The four guiding principles of the Main Street program include:

Organization

Working with public and private sector community leaders to develop consensus and coordinate resources to revitalize downtown.

Promotion

Creating and marketing a positive image of downtown through special events, retail sales, effective advertising, and public relations.

Design

Encouraging quality building rehabilitation, signage, public improvements, and window displays to improve the appearance of downtown.

Economic Restructuring

Improving the economic base of downtown by strengthening existing businesses, recruiting new businesses, and filling second floor vacancies.

Florida’s Main Street program provides a start-up grant of \$10,000 for a period of three years to a designated applicant and requires that the applicant commit to hire a full time executive director and establish a Main Street Advisory Board for the three year period. Taking into consideration the limited resources currently available to the City, the application for a “Main Street” designation should be addressed as a long term strategy. The City should focus on using its administrative and financial resources to implement the Downtown Master Plan as its highest priority and creating the downtown environment that would support the Main Street program. Over a period of time, as the redevelopment program matures, the Strategic Planning and Advisory Committee, the Flagler Beach Chamber of Commerce, other institutions and businesses should coordinate efforts to provide the necessary funds and commitment for the program.

Finance and Management

- Coordinate with the City Manager, Finance Director, Community Redevelopment Director (City has approved this position) and other department heads to strategically devise annual operating and capital improvement budgets to maximize the use of anticipated tax revenue increments.
- Utilize the tax increment financing revenues and other funding sources such as the Community Development Block Grant to finance infrastructure improvement projects such as burial of utilities, stormwater conveyance systems and streetscape improvements to meet future demand based on the projected land use activities identified in the Downtown Master Plan.
- The Agency should routinely undertake project proforma analysis on proposed development and redevelopment projects to determine projected revenues and devise strategies to maximize the use of these resources on a site-specific project or an area wide programmatic basis.

IMPLEMENTATION FUNCTIONS AND FINANCING

Implementation functions consist of both financing and non-financing considerations, with both areas equally as important. Non-financing considerations deal with the sometimes complex organizing efforts and ensuring that use of resources is maximized and that revitalization is conducted in a positive and reinforcing manner. Financing mechanisms are perhaps more easily defined, but not to be focused on until organizational elements are put into effect.

Non-financing functions are briefly discussed in six general categories below.

Site Assembly

The redevelopment of an urban area requires assemblage of multiple parcels of land to maximize the development potential of the efforts. In the case of the Downtown Flagler Beach, the principal opportunity for dramatic change lies in new development and redefinition of the city owned properties and primary corridors in the neighborhood. Site assembly can be for the future purposes of land trades, creating development partnerships and to facilitate controlled growth in the neighborhood.

Capital Improvements

The City of Flagler Beach should take into consideration employing a combination of funding mechanisms to implement major infrastructure items including street improvement and upgrading utilities. Also, capital improvements can include a variety of revitalization items such as facade improvements, landscaping, streetscape improvements, etc. as well as new parking development. In the case of the Downtown Flagler Beach, the priorities are improved streetscapes along the transportation corridors, beach restoration, additional parking, landscaping, upgrading utilities and façade rehabilitation.

Standards and Controls

Formulating design guidelines and controls for controlling future development assures tenants and developers that quality development will occur. In addition, promoting high design standards for the community will improve the aesthetic character and market value of the neighborhood.

Technical Assistance

This function primarily involves providing technical assistance to potential developers and existing businesses and property owners in the neighborhood such as assistance in loan applications, architectural design, business operations, etc.

Physical Development

This is the actual construction of new facilities and rehabilitation of older facilities. Physical development is dependent upon several factors, the most important of which is the ability to effectively rehabilitate existing facilities and to attract and integrate new development in concert with a comprehensive redevelopment plan.

Marketing

Marketing takes two forms. Securing qualified developers and anchor tenants is required for new development. Site disposition is directly related to this activity. Second, general promotion is primarily targeted to the downtown retail community, involving a variety of media and special events.

FINANCING MECHANISMS

The functions carried out by the Redevelopment Agency require ongoing funding throughout the redevelopment process. The Agency is authorized to finance projects within the Redevelopment Area with financial assistance from the City, State of Florida, Federal Government, tax increment funds, interest income, Agency bonds, lease or sale of Agency owned property. The following section lists selected potential sources of financing for the Downtown Flagler Beach Master Plan.

Grants

Federal grants have long been a source of funds for development projects, especially for public improvements. Such sources as Community Development Block Grants (CDBG), Section 108 Grants and Urban Development Action Grants (UDAG) are available although the extent of their uses is diminishing as the volume of the grant decrease. They have the advantage of directly affecting development costs and their benefits are predictable and readily understood. The Section 108 loan program allows municipalities to convert a portion of the funds they will receive through the CDBG program into loans to use in economic revitalization projects. Local governments must use their current and future CDBG funds as collateral to guarantee the loans. For more information on these financial programs, see Appendix B

Local Financing

While tax increment financing is an essential component of any redevelopment project, the mechanism may not generate sufficient revenue to cover all redevelopment investment. As discussed above, tax increment financing uses property taxes from new development as property valuation increases to assist in paying for public and private improvements that stimulate the development. However, the City of Flagler Beach and the Community Redevelopment Agency should consider additional or alternative financing methods to fund the planned improvements that are either currently available or could be secured in the future. Some of these financing methods that are potential revenue sources for funding redevelopment at the local level include, but not limited to:

- General Fund Revenue Sources
- Local Government Half-Cent Sales Tax
- Local Option Sales Tax
- Charges for Services
- Establishment of a Special Assessment District and Special Improvement District
- Issuance of General Obligation Bonds

Tax Increment Financing

This is a fund that uses increased revenues generated by taxes gained from growth in property values resulting from successful redevelopment activities. Tax Increment Funds can be used for development in a declared redevelopment area only. The resources generated from the fund are used for continuation of improvements within the redevelopment areas of the city.

History of Tax Increment Financing

Tax increment financing was originally developed over 30 years ago as a method to meet the local match requirements of federal grant programs. With the reduction in federal funds available for local projects, however, tax increment financing is standing on its own as a method to finance local redevelopment. State law controls tax increment financing. Because of this control, tax increment financing takes on a number of different techniques and appearances throughout the country.

In Florida, tax increment financing is derived from the Community Redevelopment Act of 1969, which is codified as Part III, Chapter 163 of the Florida Statutes. This act provided for a combination of public and private redevelopment efforts, but did not authorize the use of tax increment financing. The Act was amended in 1977 to allow tax increment financing. Under the Statutes, municipalities must go through a number of steps to establish a redevelopment area and implement tax increment financing and tax increment revenue is typically the major source of funding for redevelopment projects under the State of Florida Community Redevelopment Act.

Upon approval of the governing body, a trust fund for each community redevelopment area may be established. The revenues for the trust fund are obtained by allocating any increases in taxable assessed value to the area. The current assessed value of the district is set as the base and any increases (the tax increment revenues) are available for improvements to the area. The property tax paid on the base assessed value continues to be distributed to the local governments. The tax collector collects the entire property tax and subtracts the tax on the base value, which is available for general government purposes. Of the remaining tax increment revenues, 95 percent are deposited to the trust fund. The local government as a collection fee keeps the remaining 5 percent of the incremental growth.

Type of Expenses Allowed

Funds from the redevelopment trust fund may be expended from time to time for undertakings of the community redevelopment agency which are directly related to financing or refinancing of redevelopment in the redevelopment area pursuant to an approved community redevelopment plan for the following purposes, including, but not limited to:

1. Establishment and Operations - they can be used for the implementation and administrative expenses of the Community Redevelopment Agency
2. Planning and Analysis - they can be used to develop the necessary engineering, architectural, and financial plans
3. Financing - the revenues may be used to issue and repay debt for proposed capital improvements contained in the Community Redevelopment Plan
4. Acquisition - the revenues may be used to acquire real property
5. Preparation -Revenues may also be used for site preparation, including the relocation of existing residents.

According to F.S. 163.370(2), however, the funds may not be used for the following purposes:

1. To construct or expand administration buildings for public bodies or police and fire buildings unless each taxing authority involved agrees,
2. Any publicly-owned capital improvements which are not an integral part of the redevelopment if the improvements are normally financed by user fees, and if the improvements would have other-wise been made without the Redevelopment Agency within three years, or
3. General government operating expenses unrelated to the Redevelopment Agency.

In addition, tax increment funds cannot be spent on capital projects contained in the local government's Capital Improvement Plan for the preceding three (3) years.

Special Assessment District

A Special Assessment District is a special district formed by a local government agency (County, City, Water District, etc.) and includes property that will receive direct benefit from the construction of new public improvements or from the maintenance of existing public improvements. The most common types of public improvements financed include roads, sidewalks, sewer facilities and water facilities.

The local agency that forms the assessment district sells bonds to raise the money to build or acquire the public improvement. The agency then levies a special assessment against each parcel of land within the district, in proportion to its share of benefit from the improvement. The owners of the assessed land repay the bonds over a period of years through annual assessments, which are included on the County's general property tax bill.

Redevelopment Bonds

The provisions of F.S. 163.385 allow the City, in conjunction with the CRA to issue "revenue bonds" to finance redevelopment actions. The security for such bonds is based on projected tax increment revenues used to finance the long-term bond debt. Prior to the issuance of long-term revenue bonds, the City or the CRA may issue bond anticipation notes to provide up-front funding for redevelopment actions until sufficient tax increment funds are available to provide debt service on a bond issue.

Private Investment

This is the single most important source of redevelopment funding. The general rule for successful revitalization is that private investment usually must exceed public funding by three to four folds. Such funding takes the form of equity investment and conventional real estate loans.

Project Equity Position

When the Redevelopment Agency takes an equity position in a project, the Agency contributes cash or land to the project with a return in the form of profit sharing. This Agency participation has the effect of reducing developer costs and can be used for projects such as redevelopment and parking structures.

Leasing

City-owned land, buildings, equipment, etc. can be leased to developers for projects. For the developer, this eliminates the need for capital investment in land, buildings, etc. or debt service on money borrowed to finance the purchase of such things as land, building, and equipment. The city receives lease payments which are deductible from the developer's income tax. The lease may also constitute a purchase option.

Joint Ventures

In real estate syndication ventures, the Redevelopment Agency can contribute equity capital to a project. This has the effect of reducing equity requirements from the developer and/or reducing the amount which must be debt serviced. Through equity syndication, tax subsidy benefits can be passed on to investors in the form of depreciation, investment tax credits, deferral of taxes and capital gains.

The following table summarizes the action strategies discussed in this Plan. Please refer to Chapter 4 and Chapter 5 for a detailed description

<i>Action Strategies Summary</i>
Adopt the Downtown Master Plan as the Community Redevelopment Plan
Hire the Downtown Flagler Beach CRA Director position already approved and funded by the City as the highest priority
Leverage revenues contained in the Redevelopment Trust Fund for the Downtown Flagler Beach
Continue with burial of utilities and concurrently establish lighting standards for the Downtown
Progress with the expansion of the Police Station
Hire an architect to conduct a space needs analysis for the City Hall and Flagler Beach Museum
Develop one, three and five year Work Programs
Retain the CRA Advisory Board and the Strategic Planning Advisory Committee to monitor and oversee the Downtown Master Plan
Initiate paid parking program
Devise a land disposition strategy for city owned surplus properties
Adopt the Mixed Use Overlay District in the Land Development Regulations
Create additional on-street parking as recommended by the Proposed Parking Plan
Develop a marketing plan to promote tourism and private sector development within the Downtown Core
Obtain additional funding from Tourist Development Council for beach improvements
Pursue Downtown A1A Improvements
Redefine the functional and aesthetic character of Central Avenue to promote a compact downtown core
Encourage adaptive reuse and infill development of the vacant land and underutilized parcels as an opportunity for revitalization.
Continue with the Facade Improvement Grant Program.
Upgrade Veteran's Park and Moody Wickline Center
Investigate alternatives to utilize city owned vacant parcels along Flagler Avenue
Improve recreational facilities at Moody Wickline Center and Veteran's Park
Preserve and enhance the neighborhood character of the residential areas
Work with FDOT to resurface roads as needed and encourage the burying of utility lines when major reconstruction of streets or major developments is done

CHAPTER 6

CAPITAL PROJECTS AND PROGRAM INITIATIVES

CAPITAL IMPROVEMENTS PLAN (CIP)

Public capital investment in improvement projects, namely streetscape improvements, the creation of gateways, the continued extension of the pedestrian environment and recreational improvements will help to achieve the goals and desires of the community. It is through such projects that the City will enhance the functional and aesthetic quality of Downtown Flagler Beach and provide the basis for leveraging private redevelopment investment within the redevelopment area. It is recommended that the City develop a capital improvement program (CIP) for the planning, design and construction of the redevelopment and improvements projects identified in this plan.

The CIP is used for short-term, mid-term and long range planning purposes. The CIP is not a guarantee of expenditure of funds on a given project in a given year. Actual funding allocations will be determined annually through the City's budget process. As priorities change, the CIP is amended. Managed correctly, funds from both the general fund and TIF monies can be leveraged through grants and commercial financing to accomplish a substantial number of capital improvements and planning activities. When successful, the City should see a substantial increase in the tax base and realize a healthy return on its investment through tax increment revenues, sales tax receipts and other formulated revenue sharing programs.

The Downtown Flagler Beach Master Plan contains several projects consisting of public, private and joint public/private efforts that will take at least twenty years for completion. Therefore, it is critical that the City incorporates a sound project implementation strategy when identifying priorities. The following phasing plan sets forth recommendations concerning project priorities and funding sources. The project priorities have been classified into the following three categories:

Short- Term Projects- Those that should be implemented immediately and completed within one to five years.

Mid- Term Projects- To be completed within six to ten years

Long- Term Projects- Projects that will likely take more than ten years to complete.

CAPITAL BUDGET: YEARS 1 THROUGH 5

Project	Cost	Potential Funding Sources	
Commercial Gateway Features: Moody Boulevard	2 @ \$40,000	CDBG/ FDOT/ TIF/ City of Flagler Beach/ KAB	2007-2008
Sub-Total	\$80,000		
Moody Boulevard Improvements Phase I (Pedestrian Lighting, Landscaped Nodes, Tree planting, Resurface sidewalks, street furniture, stormwater drainage, signage)	\$ 1.04 million	TIF/KAB/ FDOT/ General Fund/ CDBG	2006-2009
A1A Corridor Improvements Phase I (Pedestrian Lighting, Landscaped Nodes, Tree planting, Resurface sidewalks, beach access points, signage, parking improvements, enhanced crosswalks)	\$ 750,000	TIF/FDOT/ACE/ DEP/ TDC/ CDBG/ DCA/ SHG/ FRDAP	2006- 2011
Expansion of Police Station	\$ 700,000	City of Flagler Beach General Fund	2006 - 2008
Expansion of City Hall	TBD	City of Flagler Beach	2006-2009
Downtown Core Streetscape Improvements Phase I (Central Avenue, Daytona Avenue, Flagler Avenue, 2nd Street South, 3rd Street South, 2nd Street North)	\$ 1.65++ million	TIF/ CDBG/	2006-2011
Underground Utilities (Downtown Core)	\$ 700,000	CDBG/ TIF	2006-2008
Downtown Marketing Plan	TBD	FBCC/ SBA/ EDA	2006-2008
Parking Voucher	TBD	City of Flagler Beach/ TIF/ Private funds, businesses	2006-2007
Upgrade Flagler Beach Museum	TBD	General Fund/ TDC/ CFG/ FCT/ FAG/ HPG/ HMG	2007-2011
Floodplain Zone Environmental Study	TBD	TIF/FDOT/ACE/ DEP/ TDC/ CDBG/ SHG	2007-2008

Short Term: Years 1 through 5

Capital Improvements

- Underground utilities
- Streetscape Improvements:
Moody Boulevard
A1A Corridor
Downtown Core
- City of Flagler Beach Police Station expansion
- City of Flagler Beach City Hall expansion

Public/Private Projects

- Parking Voucher
- Downtown Marketing Plan

On-Going Projects & Programs

- Zoning code revisions
- Code enforcement
- Community policing
- Facade Improvements
- Neighborhood planning and improvements
- Tree planting and street lighting programs

ACE- US Army Corps of Engineers
 CDBG- Community Development Block Grant
 CFG- Cultural Facilities Grant
 DEP- Department of Environmental Protections
 DCA- Department of Cultural Affairs
 EDA- Economic Development Administration
 FAG- Florida Arts Grants
 FCT- Florida Communities Trust
 FDOT- Florida Department of Transportation

HPG- Historic Preservation Grants
 HMG- History Museum Grants
 KAB- Keep America Beautiful
 SBA- Small Business Administration
 SHG- Scenic Highway Grant
 TBD- To be Determined
 TDC- Flagler County Tourist Development Council
 TIF- Tax Increment Financing

CAPITAL BUDGET: YEARS 6 THROUGH 10

Project	Cost	Potential Funding Sources	
Neighborhood Gateway Features: Central Avenue, 3rd Street South, 2nd Street North	3 @ \$10,000	CDBG/ FDOT/ TIF/ City of Flagler Beach/ KAB	2012-2013
Sub-Total	\$30,000		
A1A Corridor Improvements Phase II (Beach restoration and maintenance, dune restoration, dune fencing, Boardwalk and Pier improvements, parking)	\$ 750,000	TIF/FDOT/ACE/ DEP/ TDC/ CDBG/ SHG/ FRDAP	2012-2017
Underground Utilities (A1A Corridor)	TBD	FDOT/ACE/ DEP/ TDC/ CDBG/ SHG	2012-2015
Downtown Core Streetscape Improvements Phase II (Central Avenue, Daytona Avenue, Flagler Avenue, 2nd Street South, 3rd Street South, 2nd Street North)	\$ 1.5 million	TIF/ CDBG	2012-2017
Secondary Streetscape Improvements	TBD	TIF/ General Fund	2012-2017
Upgrade Veteran's Park and Moody Wickline Center	TBD	General Fund/ TIF/ DEP/ FRDAP/ KAB/ EDA	2012-2017
Additional Recreational Opportunities (Neighborhood Parks)	TBD	General Fund/ TIF/ DEP/ FRDAP/ KAB/ EDA	2012-2017
Renovation/ Construction of City Hall	TBD	City of Flagler Beach/ CDBG	2012-2015

ACE- US Army Corps of Engineers
 CDBG- Community Development Block Grant
 CFG- Cultural Facilities Grant
 DEP- Department of Environmental Protections
 DCA- Department of Cultural Affairs
 EDA- Economic Development Administration
 FAG- Florida Arts Grants
 FCT- Florida Communities Trust
 FDOT- Florida Department of Transportation

HPG- Historic Preservation Grants
 HMG- History Museum Grants
 KAB- Keep America Beautiful
 SBA- Small Business Administration
 SHG- Scenic Highway Grant
 TBD- To be Determined
 TDC- Flagler County Tourist Development Council
 TIF- Tax Increment Financing

Mid Term: Years 6 through 10

Capital Improvements

- Neighborhood Gateway Treatments: Central and Moody
3rd Street South and A1A
2nd Street North and A1A
- A1A Corridor Phase II Improvements
- Downtown Core Streetscape Phase II Improvements
- Upgrade Veteran's Park and Moody Wickline Center
- Secondary Streetscape Improvements
- Renovation/ Construction of City Hall

Public/Private Projects

- Downtown District and Business Map

Private Sector

- Farmer's Market Redevelopment
- Block west of Daytona Avenue along 2nd Street North
- Northwest corner of Moody Boulevard and Central Avenue

On-Going Projects & Programs

- Zoning code revisions
- Code enforcement
- Community policing
- Facade Improvements
- Neighborhood planning and improvements
- Tree planting and street lighting programs

CAPITAL BUDGET: YEARS 11 THROUGH 20

Project	Cost	Potential Funding Sources	
A1A Corridor Improvements Phase III (Pier Improvements, beach restoration and maintenance, dune restoration, dune fencing, boardwalk improvements)	TBD	TIF/FDOT/ ACE/ DEP/ TDC/ CDBG/ SHG	2017-2022
Secondary Streetscape Improvements	TBD	TIF/ General Fund	2017-2022
Additional Recreational Opportunities (Connect Downtown to Intracoastal Waterway)	TBD	General Fund/ TIF/ DEP/ FRDAP/ KAB/ EDA	2017-2022
Pier Improvements	TBD	TIF/FDOT/ACE/ DEP/ TDC/ CDBG/ SHG	2017-2022

Long Term: Years 11 through 20

Capital Improvements

- A1A Corridor Improvements
- Secondary Streetscape Improvements
- Additional Recreational opportunities
- Pier and Boardwalk Improvements

Private Sector

- Residential Neighborhood Commercial Business Development

On-Going Projects & Programs

- Zoning code revisions
- Code enforcement
- Community policing
- Facade Improvements
- Neighborhood planing and improvements
- Tree planting and street lighting programs

ACE- US Army Corps of Engineers
 CDBG- Community Development Block Grant
 CFG- Cultural Facilities Grant
 DEP- Department of Environmental Protections
 DCA- Department of Cultural Affairs
 EDA- Economic Development Administration
 FAG- Florida Arts Grants
 FCT- Florida Communities Trust
 FDOT- Florida Department of Transportation

HPG- Historic Preservation Grants
 HMG- History Museum Grants
 KAB- Keep America Beautiful
 SBA- Small Business Administration
 SHG- Scenic Highway Grant
 TBD- To be Determined
 TDC- Flagler County Tourist Development Council
 TIF- Tax Increment Financing

APPENDIX A

FOCUS GROUP MEETINGS AND PUBLIC WORKSHOPS



FOCUS GROUP MEETINGS SUMMARY REPORT CITY OF FLAGLER BEACH

The following section outlines a summary of the information obtained during the focus group meetings conducted in support of the Downtown Master Plan on August 31st, 2005 in the City of Flagler Beach, Florida. The purpose of the Focus Group meetings is to provide the consultant with a working understanding of the issues related to the downtown prior to proceeding with general public workshops. The meetings were divided into four distinct groups: businesses, civic and cultural groups and homeowner associations, boards and other agencies and the city commission. At each meeting, a brief overview of the project approach and process was presented along with a brief description of the preliminary findings developed during the inventory and analysis phase of the project. The first step in the preparation of the Downtown Master Plan is to gather input from the community relating to the downtown's assets and concerns; their vision for the downtown's future growth. This information is used during the inventory and analysis phase of the redevelopment planning and forms the basic foundation for formulating the goals and objectives of the Redevelopment Plan.

Business Representatives- August 31, 2005

Concerns and Issues

Downtown Development

- Retaining businesses in the downtown area
- What are the defined boundaries for the downtown study area?
- Architectural controls and development standards need to be incorporated in the plan and the zoning code
- The CRA board is looking to initiate the burying of utility lines underground: how can the recommendations of this plan be coordinated with this effort?
- Propose zoning code revisions that are prescriptive and not restrictive in nature
- Height and Density is not an issue in the community
- Achieve a balance between a workable commercial property and aesthetic character of the downtown
- Scarcity and quality are important factors in establishing higher property values
- Diversity and height is closely related to parking issues
- In the current environment, the zoning ordinance does not support a feasible return on property values
- At present, retail is not supported by the business climate
- In revitalization, the city should give incentives to attract developers
- Investment image is affected by the high concentration of vacant lands in the area
- Parking problems are more evident on weekends and special events.
- Regional demographics influence the market as the beach users from regional communities use the beach and public amenities not the local businesses
- Location of City Hall facilitates business activity on a daily basis and adds to the downtown environment
- The Museum should be an integral part of the Downtown Master Plan
- Growth versus Maintaining uniqueness: Achieving a balance
- How do we connect the north side of Moody to the Downtown?

Land Use and Urban Design

- More formalized, sidewalks and streetscapes at the same time maintaining a beach type urban framework
- Create a semi formal combination of beach type and formalized urban design elements
- Flagler Museum functions as the city's information center, chamber of commerce, museum and needs to remain in its present location.
- SR100/ Moody Boulevard is the gateway to the City and should be made the focal point.
- The north side of the downtown study area the largest concentration of new businesses
- Walkable downtown with street cafes and restaurants designed to force people to walk through the downtown
- Architectural controls and development standards need to be incorporated in the Master Plan
- Initiate the construction of the burial of utilities and come up with a streetscape plan

Infrastructure- Drainage/ Transportation/ Parking

- On-site water retention does not work
- Stormwater drainage issues will dictate formalized parking
- The condition of the city owned buildings especially on 4th Street needs to be looked into
- The City recently conducted an inventory of the city owned properties and structures
- As proposed by the charrette, it should be turned into a 2-lane street with on-street parking. Reverting back to two lanes on Moody will potentially act as a traffic calming technique and connect the northern part of the downtown with the south.

City Hall

- Move City Hall so that it is visible from Moody and look at traffic circulation patterns as proposed in the charrette directing traffic from Moody onto Flagler.
- City Hall could be incorporated in a combined use with a 100-year lease on the existing location
- City Hall should be an icon for the city's image and precedence for architectural standards that the city wants to pursue



**Homeowners and Resident Representatives
August 31,2005**

General Issues

What is the timeline of the project? The project will extend for the next six months and includes the downtown master plan, A1A corridor study specifically the tourist commercial zoning and finally recommendation for code revisions

How does the project relate to the Charrette as a lot of time and money was spent on this effort and it would not be beneficial to reinvent the wheel? The downtown master plan aims to validate and substantiate the recommendations of the Charrette and establish a community consensus perspective if the Charrette recommendations still hold true.

Moody Boulevard

- Parking existed on SR100 in the past and was changed because of the DOT's decision to create an evacuation route on the road
- Intersection of A1A and Moody needs to be addressed from a safety perspective
- Reroute traffic for regional communities that cut through Flagler Beach
- Create Alternative access points along Interstate 95
- Trucks cut through Flagler Beach to avoid weigh station on Interstate 95
- Needs to be checked with FDOT

Land Use and Urban Design

- Present urban design framework is essentially an eclectic beach oriented character
- Maintain the unique identity of Flagler beach and not become Palm Beach
- Less paved to decrease impervious surfaces
- Street lighting is not decorative; on the contrary, it blocks the view to the ocean
- Depending on the water table level innovative methods like exfiltration could be investigated for drainage problems
- The presence of sidewalks creates a safe and walkable environment for pedestrians
- Curbing could be used as a formal feature in the streetscape plan
- The urban design recommendations should be followed up by developing codes to help guide the quality of future development and existing buildings
- Establish signage guidelines and design standards
- The ocean is closer to A1A on the south side as compared to the north side of A1A
- Continue the Façade Improvement Program

Infrastructure- Drainage/ Transportation

- Minimize asphaltting and utilize innovative technologies for stormwater drainage
- Prepare a stormwater master plan for downtown
- Congestion on the primary streets during special events- Moody and A1A
- Need to identify strategic locations for pedestrian crossovers along A1A
- Need to create well-defined beach access points and not the entire A1A corridor
- Investigate the option of regulated and metered parking.
- Revegetation of the dune system.
- Presence of pavers might indicate that one can cross A1A safely, which is not the case in reality.

Parking

- Parking on South 3rd Street is a primary concern because drivers park on the existing right of way
- 3rd Street South could possibly be overbuilt for the parking capacity leading to illegal parking
- Influx onto the Pier is reduced at present because of construction
- Use of parking spaces by beach tourists has a huge impact on the business community
- Proactive community parking
- Should the city provide for parking facilities needed by the region for beach use or cater to the businesses?
- Embrace the Charrette's recommendations to include time limit parking on A1A
- North side east of A1A experiences illegal parking on the sand dunes and is an issue from an environmental perspective
- West Side of A1A there are no parking signs in front of private residences on the right of way. Check with FDOT if that is permitted.

City Boards and Agencies**August 31, 2005****General Issues**

- Hire a redevelopment manager to monitor the daily activities of the downtown master plan.
- What powers does the city have to regulate or enforce the recommended architectural guidelines for developers?
- CRA through Façade Improvement Grants could potentially control design guidelines
- Is it possible to prevent the growth of chain stores in the community through a zoning code revision?
- What approach could be taken to prevent a cookie-cutter development pattern?
- Community consensus the primary goal for a theme in terms of architectural character such as Floridian vernacular, Mediterranean etc.
- Approaches such as visual preference surveys could be employed to identify the general opinion of the community
- From a historic standpoint, how can we incorporate historic buildings in the fabric of the downtown?
- Incorporate a historic preservation ordinance in the downtown zoning code
- Initiate a downtown walking tour
- Create a less intense transitional zoning classification to address incompatibility issues
- Institute a neighborhood campaign on "parking responsibly"
- Investigate whether parking on Moody would create congestion?
- Develop strategies to retain businesses in the community.
- Formulate implementation strategies and financing incentives within the CRA and downtown study area.
- TIF monies cannot be used for funding municipal buildings

City Hall

- The City Hall could be relocated from the present location only if it is not replaced by another real estate office.
- Analyze alternatives for the location of City Hall

Downtown Development

- Regional retail impact for Flagler Beach is an economic reality
- Direct traffic circulation to serve retail development
- Formulate strategies to encourage people to spend in the downtown area

**Public Workshop Summary
September 28, 2005**

As part of the planning process, a public workshop was organized to obtain public comment on the Draft Concept Plan prepared by the RMPK Group and the 2003 Charrette Plan prepared by the Treasure Coast Regional Planning Council. The following section summarizes the plan development process and a brief review of the workshop results. The workshop was divided into groups of six to eight persons and was asked to express their preference and comments on the various development and/or redevelopment concepts displayed on both the maps. Kurt Easton with the RMPK Group, Inc., facilitated the process providing a comparative review between the Draft Concept Plan and the Charrette recommendations. The findings of the workshop are presented in a tabular form based on the participants' feedback. The community expressed an inclination to pursue the following recommendations: (1) Explore alternatives for relocating City Hall; (2) Retain the existing four lane configuration for SR 100/ Moody Boulevard; (3) Retain city owned public parking lots; (4) Pursue a combination of formal and informal elements for the city's urban form in a defined downtown commercial core; (5) Maximize on-street parking and encourage shared parking as suggested by the city's Combined Use ordinance; (7) Establish architectural standards for new developments and renovations in the city; (8) Retain the one-way street designations in the downtown. Other elements that the groups expressed the need for more information included: (a) Direct traffic from the bridge to Moody Boulevard; (b) Parking on the east side of A1A

Public Workshop Summary, Downtown Flagler Beach				
28th September, 2005. Prepared by The RMPK Group				
Traffic Circulation		Disagree	Agree	Undecided
1. Convert all one-way streets to two-way streets				
	Group 1	7	0	0
	Group 2	0	3	2
	Group 3	8	0	0
	Group 4	2	5	0
	Group 5	0	6	0
	Group 6	1	4	3
	Group 7	8	0	0
	Total	26	18	5
2. Direct traffic from the bridge to Flagler Avenue				
		Disagree	Agree	Undecided
	Group 1	2	0	5
	Group 2	0	3	2
	Group 3	8	0	0
	Group 4	7	0	0
	Group 5	0	4	0
	Group 6	2	0	5
	Group 7	n/a	n/a	n/a
	Total	19	7	12
City Hall				
		Charrette Recommendation	Explore Alternatives	
	Group 1		7	
	Group 2		5	
	Group 3		7	
	Group 4	3	4	
	Group 5	1	6	
	Group 6	6	3	
	Group 7	2	5	
	Total	12	37	

Moody Boulevard				
		Disagree	Agree	Undecided
1. Change to two lanes with on-street parallel parking				
	Group 1	5	2	0
	Group 2	3	2	1
	Group 3	7	1	0
	Group 4	7	7	0
	Group 5	5	1	0
	Group 6	9	0	0
	Group 7	3	4	0
	Total	39	13	1
2. No Center turn lanes				
		4		
		9		
Parking				
		Disagree	Agree	Undecided
1. Eliminate underutilized public parking lots				
	Group 1	7	0	0
	Group 2	5	0	0
	Group 3	4	2	2
	Group 4	2	5	0
	Group 5	3	2	1
	Group 6	8	0	0
	Group 7	8	0	0
	Total	37	9	3

2. Retain public parking lots on 5th St. N and A1A				
		Disagree	Agree	Undecided
	Group 1	0	7	0
	Group 2	0	5	0
	Group 3	0	8	0
	Group 4	1	6	0
	Group 5	1	4	1
	Group 6	8	0	0
	Group 7	8	0	0
	Total	18	30	1
3. Maximize on-street parking/ Shared parking in new development/ Define parking in areas outside the downtown core where appropriate				
		Disagree	Agree	Undecided
	Group 1	0	7	0
	Group 2	0	5	0
	Group 3	0	8	0
	Group 4	1	6	0
	Group 5	1	4	1
	Group 6	8	0	0
	Group 7	8	0	0
	Total	18	30	1
Urban Design Character				
		Formal	Informal	Combination
	Group 1	4	2	0
	Group 2	3	0	4
	Group 3	0	1	7
	Group 4	0	7	0
	Group 5	1	1	4
	Group 6	3	2	4
	Group 7	0	3	5
	Total	11	11	19

Architectural Standards		Yes	No	
	Group 1	1	0	
	Group 2	1	0	
	Group 3	1	0	
	Group 4	1	0	
	Group 5	1	0	
	Group 6	1	0	
	Group 7	1	0	
		0= No		
		1= Yes		
Conclusions				
The community expressed interest in pursuing the following recommendations:				
1. Explore alternatives for relocating City Hall				
2. Retaining the existing four lane character of Moody Boulevard				
3. Retain city owned public parking lots				
4. Pursue a combination of formal and informal elements for the city's urban form in a defined downtown commercial core				
5. Maximize on-street parking and encourage shared parking as suggested by the city's Combined Use ordinance				
6. Establish architectural standards for new developments and renovations in the city				
7. Retain the one-way street designations in the downtown				
The community expressed the need for more information for the following issues:				
1. Direct traffic from the bridge to Moody Boulevard				
2. Parking on the east side of A1A				

APPENDIX B

FUNDING SOURCES

This appendix provides a list of some commonly used financial programs that can be employed in redevelopment efforts in Downtown Flagler Beach. This list is not intended to be comprehensive, as programs expire or are established continuously and a number of programs exist that can be applied innovatively to fund redevelopment initiatives. This list provides a brief overview of the various local, state and federal sources that have been utilized for similar projects in other areas. In general, a variety of financing options are presently available to the City of Flagler Beach and the Community Redevelopment Agency.

Community Development Block Grant (CDBG): HUD

CDBG are disbursed by the US Department of Housing and Urban Development (HUD) for use by cities in addressing urban development needs. The program provides an opportunity for eligible municipalities and counties to compete for funds to improve local housing, streets, utilities, and public facilities. The primary purpose of this program is the development of viable urban communities by providing housing opportunities and an enhanced quality of life primarily for low income and moderate income residents.

Community Services Block Grant Program: Florida Department of Community Affairs

The Community Services Block Grant Program was created by the federal Omnibus Budget Reconciliation Act of 1981 to provide a range of services to assist low-income people in attaining the skills, knowledge and motivation necessary to achieve self sufficiency.

Cultural Facilities Grant

This grant, through the Florida Department of State, Division of Cultural Affairs, is used for construction of cultural facilities including arts, historical and science museum and has a maximum of \$500,000. A 50% cash match is required.

Federal Highway Administration Scenic Highway Grant Program

The purpose of this second modification is to extend the due date for proposal submission to March 31, 2006. No other changes have been made to the announcement. The Federal Highway Administration (FHWA) has issued the FY 2006 solicitation for proposals under the National Scenic Byways Program. Under this program, the Secretary of Transportation may make grants to States or Indian tribes to implement projects on roads designated as National Scenic Byways or All-American Roads, State scenic byways, or Indian tribe scenic byways. The Secretary may also make grants to States or Indian Tribes to plan, design, and develop a scenic byway program. Eligible projects must be from one of the eight eligible activities: State Programs, Corridor Management Plans, Safety Improvements, Byway Facilities, Access to Recreation, Resource Protection, Interpretive Information, or Marketing. Priority is given to projects that demonstrate the relationship of the project to the byway, benefit the byway traveler, and leverage funds from multiple funding sources. The Federal share of the byway project grant is generally 80 percent.

Flagler County Tourist Development Corporation

The Tourist Development Council's function by law is to develop a tourist development plan for review and approval by the Flagler County Board of County Commissioners. The plan is to set forth the anticipated net Tourist Development Tax revenue to be derived by Flagler County for the 24 months following the levy of the tax; the tax district in which the Tourist Development Council is proposed; and a use of revenue by specific project or special use. The Flagler County TDC funds capital projects including multi-purpose sports complexes, beach access improvements, amphitheaters, promotion and advertising and beach restoration and maintenance.

Florida Communities Trust: Florida Department of Community Affairs

Florida Communities Trust (FCT) is a state land acquisition grant program that provides funding to local governments and eligible non-profit environmental organizations for acquisition of community-based parks, open space and greenways that further outdoor recreation and natural resource protection needs identified in local government comprehensive plans.

Florida Department of Environmental Quality: Coastal Partnership Initiative

This initiative is designed to support innovative local-level coastal management projects in four program areas: public access, remarkable coastal places, working waterfronts, and community stewardship. Governmental, educational, and non-profit entities can apply, and the Florida Coastal Management Program offers technical assistance and training along with the more traditional funding support. Financial awards are limited to no more than \$50,000 and no less than \$15,000 and may be used for planning and coordination activities, land acquisition, small construction, or capital improvement projects. If the type of assistance provided through the grant contract is financial assistance, the recipient will be required to provide 100% matching funding, which may be cash or in-kind.

Florida Department of Transportation's Local Agency Program

The program is designed to provide funding and technical assistance to local governments interested in implementing federal aid transportation projects. The FDOT supports several grants including commuter rail, park and ride facilities and other long term roadway improvement grants.

Florida Greenways and Trails Program

The Florida Department of Environmental Protection administers this grant, which can be used for acquisition of property for linear corridors, open space connectors and trails. There is a cap of \$5,500,000 with no match required.

Florida Hurricane Housing Recovery Program (HHRP)

The State of Florida in response to the damage caused by the hurricanes approved funding to help communities meet the housing needs of their residents.

Florida Arts Grants: Florida Office of Cultural and Historic Programs

This program administers a variety of culture and arts grant programs for non-profit Florida organizations and individuals, supporting a wide range of cultural activities, which provide access to the arts for all of Florida's residents and visitors.

Florida Recreation Development Assistance Program (FRDAP)

This annual, state recreation assistance program may be used for recreational land acquisition, park design and construction. Active park amenities are normally afforded a higher priority than passive parks. With a limit of \$150,000, projects may be phased over several years. Grants under \$50,000 require no match. Grants over \$50,000 require a 50% match.

Historic Preservation Grants: Florida Office of Cultural and Historic Programs

This program awards \$1.5 million annually in basic matching grant assistance for the restoration of historic structures, archaeological excavations, recording of the historic and archaeological sites, state historical markers and historic preservation education projects.

History Museum Grants: Florida Office of Cultural and Historic Programs

This program awards \$1.5 million annually to assist historical institutions with basic operating expenses and with the development of exhibits relating to Florida history.

HOME Again

This program is designed by the Florida Housing Financing Corporation to provide financial assistance to homeowners who were severely impacted by the hurricanes with repair or reconstruction of their homes.

HOME Reconstruction Program

Through this program financial assistance is provided for reconstruction to that have deteriorated beyond the scope of housing rehabilitation within the scope of the CDBG Housing Rehabilitation Programs.

Housing Rehabilitation Loans/ Grants

This program assists in the rehabilitation of existing residential property for low and moderate income homeowners. The funds are available to the homeowners as a combination of grants and loans. As part of the CDBG program, this program has addressed the needs of around 138 houses in the West Side Neighborhood planning area.

Keep American Beautiful (KAB) Grant

Annual landscaping grant program administered through the State Department of Agriculture. With a \$20,000 limit, projects may be phased.

Land and Water Conservation Fund

These are federal monies used for land acquisition, development or renovation of parks and open spaces. The program is administered by the Florida Department of Environmental Protection and requires a 100% match.

Small Business Administration Programs

The U. S. Small Business Administration has a number of programs that can be used to help develop new businesses or enhance existing businesses. Most SBA financing is done under the 7-A program which focuses on working capital needs. Under the program, banks loan capital to small businesses and federal government guarantees 90% of the loan amount.

Small Business Administration (SBA) Tree Planting Grant

Annual tree planting grant geared toward supporting nursery operations and landscaping contractors with less than 100 employees. The grant has a \$20,000 limit.

Special Category Grants: Florida Office of Cultural and Historic Programs

This program funds major historic building restoration, archaeological excavations, and museum exhibit projects on the human occupation of Florida. Funding is dependent on an annual appropriation of funds by the Florida Legislature. This amount has averaged around \$10 million in recent years, and typical grants have ranged from \$50,000 to \$250,000.

US Army Corps of Engineers

The Corps of Engineers provides planning support and technical assistance to communities looking to revitalize their communities. Because of shoreline erosion, sections of U.S. A1A need to be stabilized along Flagler Beach. Working in conjunction with the Florida Department of Transportation, the U.S. Army Corps of Engineers have initiated a review of the beach renourishment project which will help maintain the future integrity of A1A.

US Department of Commerce

The Economic Development Administration (EDA) within the Department of Commerce offers several programs that provide funds for revitalizing brownfields, including the Public Works and Economic Development program, the Economic Adjustment program, and the Planning Program for Economic Development Districts, Redevelopment Areas, and State and Urban Areas. The grant and/or loan program assists distressed communities to attract new industries, encourages business expansions and primarily focus on economic development.

US Department of Transportation (DOT)

The DOT provides funds for communities engaging in redevelopment through improving local road infrastructure and public transportation planning and development.

APPENDIX C

DOWNTOWN FLAGLER BEACH CHARRETE RECOMMENDATIONS



T R E A S U R E C O A S T R E G I O N A L P L A N N I N G C O U N C I L
I N D I A N R I V E R - S T . L U C I E - M A R T I N - P A L M B E A C H

MASTER PLAN FOR CITY OF FLAGLER BEACH

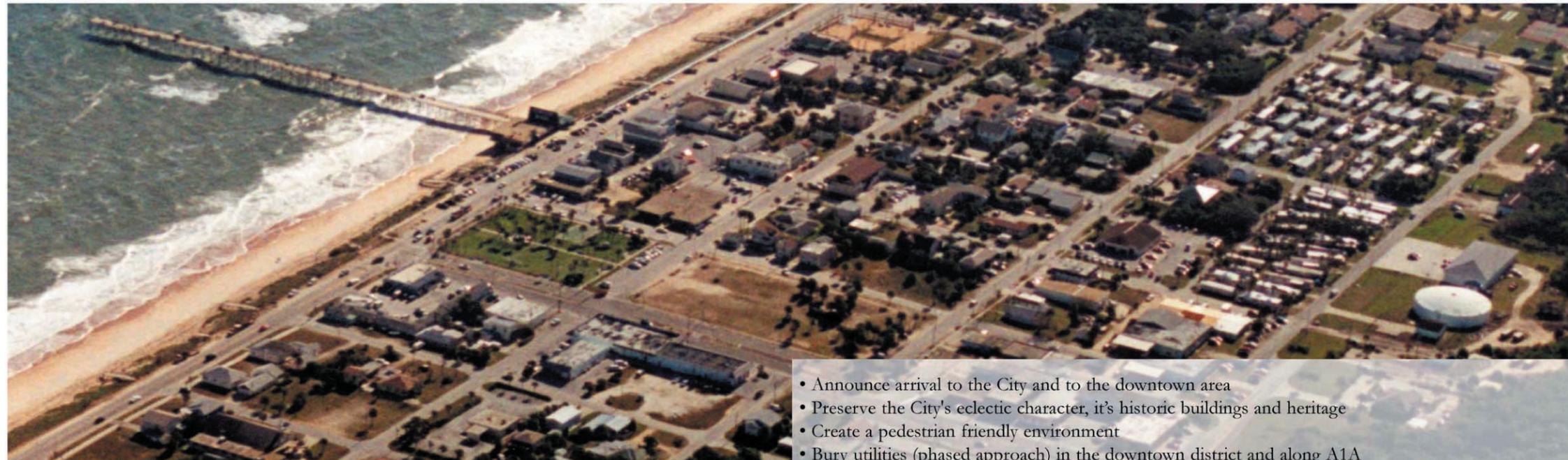


POINTS OF INTEREST

1. Veteran's Park
2. Veteran's Park Extension/Farmer's Market
3. Proposed New Development
4. City Hall Expanded
5. Redeveloped Trailer Park
6. Public Parking
7. Moody Drive Reconfigured
8. A1A Reconfigured

T R E A S U R E C O A S T R E G I O N A L P L A N N I N G C O U N C I L
 I N D I A N R I V E R - S T . L U C I E - M A R T I N - P A L M B E A C H

DOWNTOWN FLAGLER BEACH: THE WAY FLORIDA USED TO BE



A Unique Beachfront Community

The City of Flagler Beach is one of Florida's unique, small but bustling oceanfront cities. It lies on a barrier island between the Intracoastal Waterway and the Atlantic Ocean. It is one of few waterfront cities in Florida that has managed to preserve a "beach-town" atmosphere.

This small scale "beach town" is surrounded by highly populated cities like Orlando, Jacksonville and Daytona Beach. It is strategically positioned along the one-of-a-kind, A1A Scenic Highway. It is also in Flagler County, now the fastest growing county in the State of Florida. With a population of over 3,000,000 in these neighboring cities, and the proximity to St. Augustine, an international tourist destination, development pressure in the area is high. The risk of losing the uniqueness and character to growth is also high.

New development is rising. Growth is impacting this community. The City of Flagler Beach and its residents are still in a position to guide and control this growth, so that it does not render the community unrecognizable. During the charrette, in an effort to protect and restore the city's character while allowing for controlled growth, the residents developed a list of tasks and priorities to be implemented in years to come:

- Announce arrival to the City and to the downtown area
- Preserve the City's eclectic character, it's historic buildings and heritage
- Create a pedestrian friendly environment
- Bury utilities (phased approach) in the downtown district and along A1A
- Create architectural design guidelines that foster authentic architecture and diversity.
- Solve overall parking problems and eliminate parking along the east side of A1A (parking on dunes)
- Calm traffic speed along A1A
- Reconnect the North and South sectors of downtown by narrowing Moody Blvd
- Keep City Hall downtown
- Reinforce Central Avenue as a traditional Main Street
- Turn one-way streets back to two-way streets
- Preserve the view of the Ocean from the top of the bridge while approaching town
- Upgrade obsolete buildings
- Enhance landscaping, improve sidewalks & boardwalk, add street furniture (trash cans, benches), and improve existing street lighting (turtle friendly) and signage
- Solve drainage problems wherever necessary
- Incorporate way finding directories at strategic locations in downtown
- Stop and prevent future beach erosion
- Upgrade and maintain parks
- Enhance the pier and beach access

Change is inevitable. In a progressive country, change is a constant.

Benjamin Disraeli, 1867

T R E A S U R E C O A S T R E G I O N A L P L A N N I N G C O U N C I L
 I N D I A N R I V E R - S T . L U C I E - M A R T I N - P A L M B E A C H

DOWNTOWN FLAGLER BEACH: THE WAY FLORIDA USED TO BE

Entering City of Flagler Beach

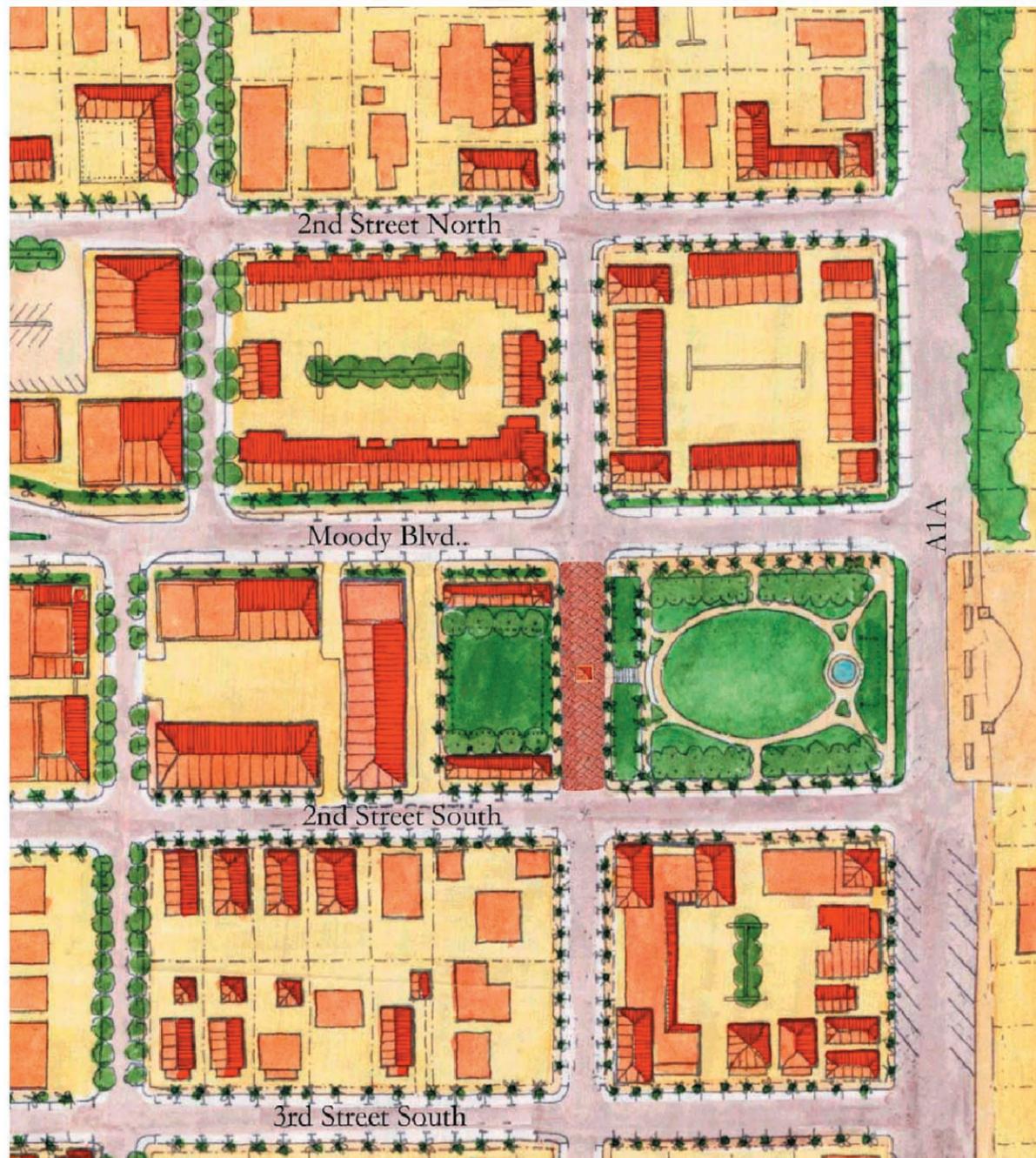
The A1A corridor serves as a spine that runs through and connects the entire City of Flagler Beach. A small sign indicates the city limits. As drivers approach Moody Drive, buildings change in type and use, from residential to commercial or mixed-use. An increase in traffic is evident, while parked cars line A1A. Yet nothing clearly announces the arrival to the City or its center.

The city has established a community redevelopment area (CRA) for its downtown district. A traditional main street (with a Florida Main Street designation application to be filed), runs parallel to A1A. However, there is no clear sign of either in order to draw the attention of visitors and passersby's.



T R E A S U R E C O A S T R E G I O N A L P L A N N I N G C O U N C I L
I N D I A N R I V E R - S T . L U C I E - M A R T I N - P A L M B E A C H

THE CENTER OF FLAGLER BEACH



City Center

During the charrette, the residents identified veteran's park as the center of town. This central, waterfront square is fronted by city hall, a vacant block that houses the local farmer's market once a week, and a series of one-story commercial buildings.

Several alternatives were proposed by the residents to enhance the city's center. All of them proposed expanding veteran's park into the farmers market. Some added buildings (mixed-use, residential, a hotel, and even city hall) on the vacant lot.

The farmers market vacant parcel is one of the most valuable properties in Flagler Beach. Its location, size, and the fact that it is stripped of development, make it very attractive for investors. What gets built on this site will have a great impact on the character of the City's downtown.

Based on the resident's input, the master plan proposes to reconfigure this vacant block as follows:

Create a plaza in the front 100' of the vacant block. A 20' street separates this new plaza from the western portion of the block. Two to three-story mixed-use buildings, or a two to three-story hotel should line the sides of the western remaining block where the old Flagler Beach hotel used to be. Parking for these uses should be confined to the center of the block, shielded from the street and pedestrians.

The proposed architecture should respond to the scale, proportions and character of surrounding structures. Building placement should allow for walkways and passages. Building height should be such that the view from the top of the bridge to the ocean remains uninterrupted.

Two open arcades line the new park and double up as structures to house the stands for the farmers market.

The street between the new plaza and Veterans Park should have a surface that differentiates it from the rest of the streets - pavers, stamped concrete, or tinted concrete. The purpose of this different finish is to allow, on special occasions, for the street to be closed off, integrating the new plaza to veterans' park. This way, it's not just a street that gets closed off, it feels like a part of a larger central plaza. A monument, statue, fountain or small vertical element or gazebo should be placed in the center of Central Avenue, between the two plazas. Motorists will have to drive around this device. This device will serve as a traffic calming element and a powerful entrance feature. It will also be a much needed structure that, since it sits on public right-of-way, does not affect the height restriction covenant that is attached to Veteran's park.

THE CENTER OF FLAGLER BEACH

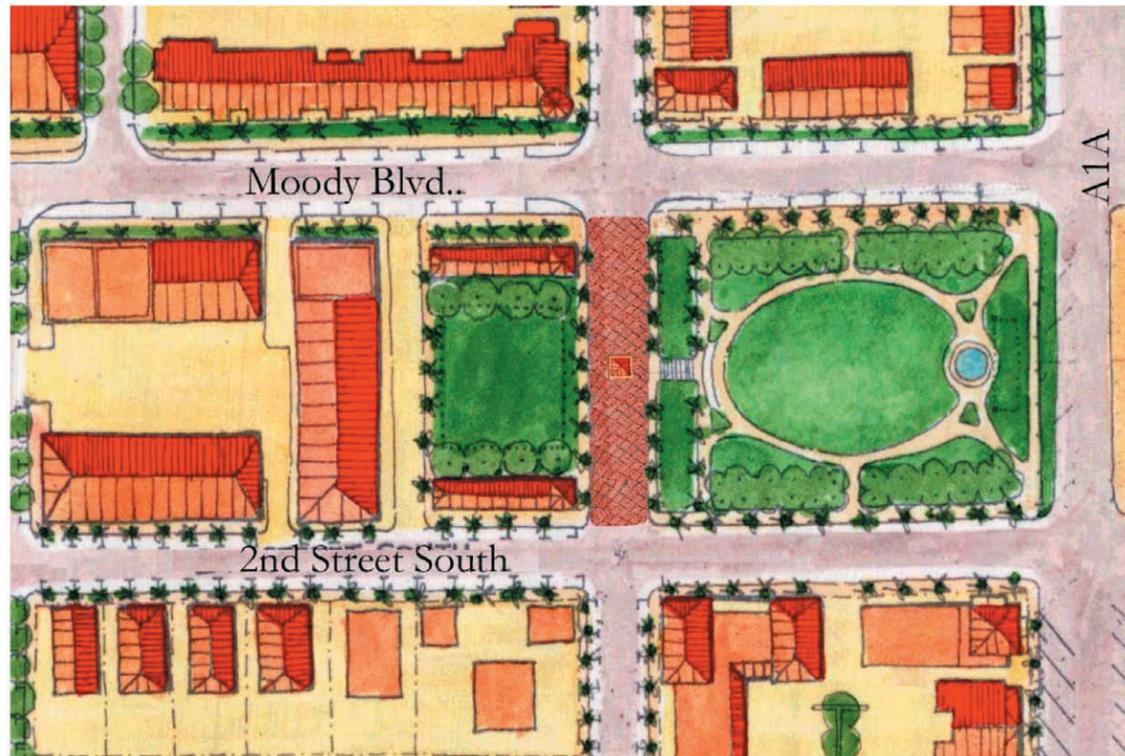


Looking South down Central Avenue from Veterans Park. The change in street texture and a central monument will act as an effective traffic calming device while announcing the center of town and the beginning of main street. This central element can be either a monument or a small gazebo.

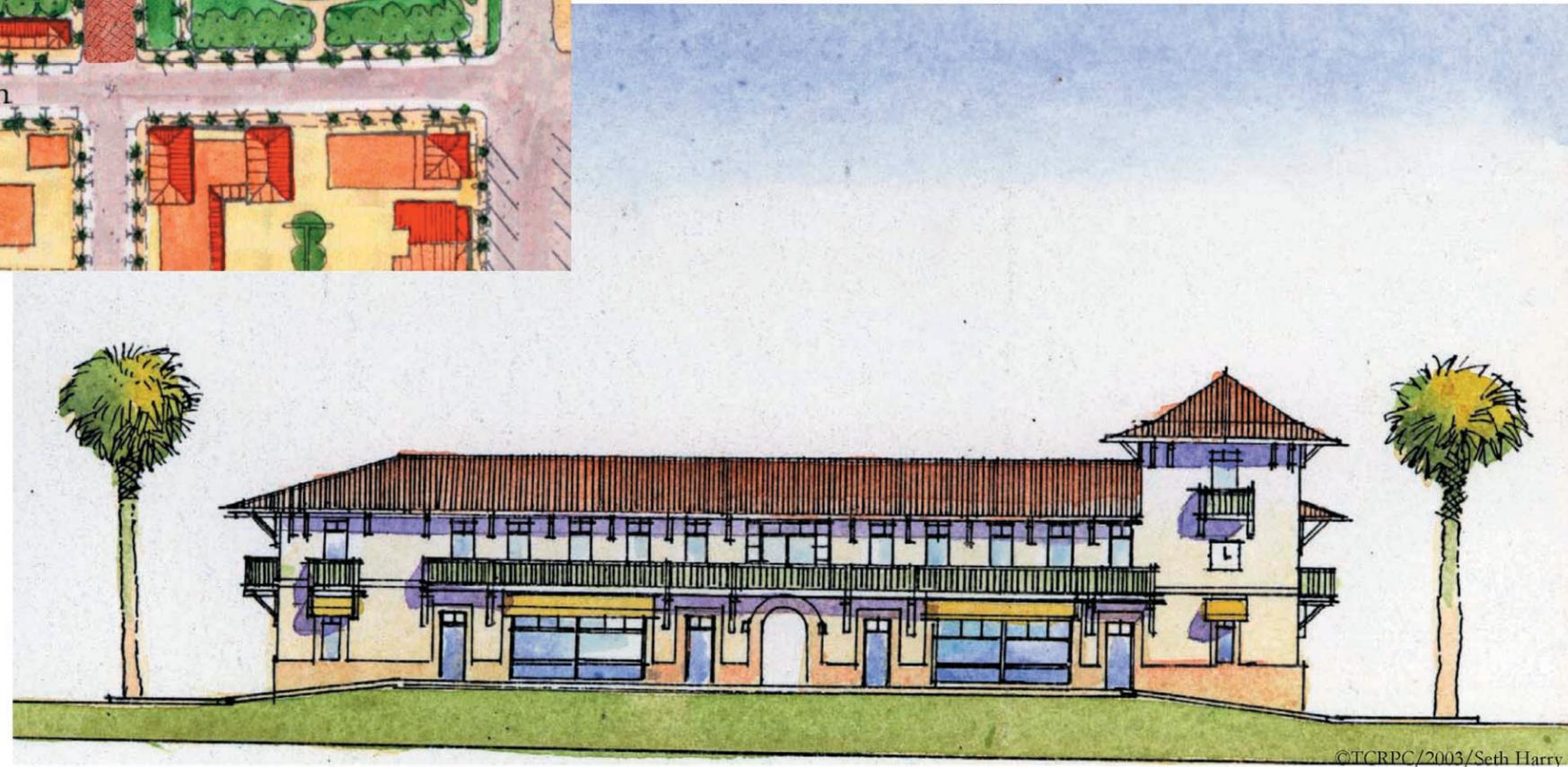
T R E A S U R E C O A S T R E G I O N A L P L A N N I N G C O U N C I L
 I N D I A N R I V E R - S T . L U C I E - M A R T I N - P A L M B E A C H

THE CENTER FOR FLAGLER BEACH

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The new central plaza is fronted by a two to three-story building. The building can house either a hotel, as shown in the image below, or a series of mixed-use buildings. Regardless of the use, the buildings fronting the plaza need to respect the scale and architectural character of downtown Flagler Beach.



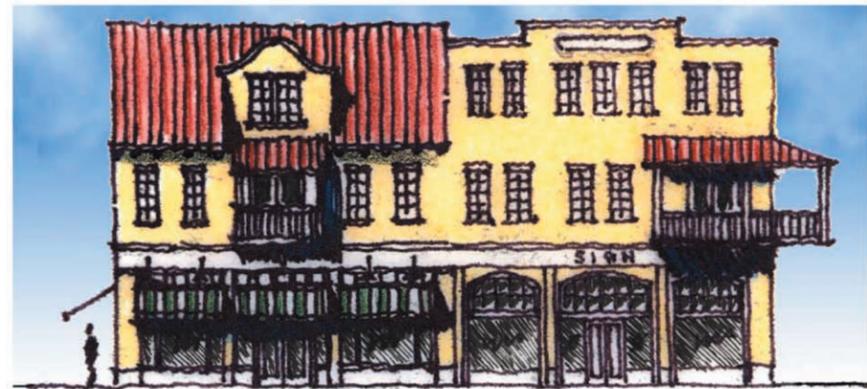
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THE CENTER OF FLAGLER BEACH



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There are a several vacant parcels around the farmers market. The master plan shows detailed proposals of buildings that could potentially occupy these vacant sites, and even replace existing obsolete buildings.

In an effort to preserve the eclectic character of Flagler Beach, all proposed buildings have been designed according to different architectural styles. What is consistent among them is that, no matter what the style selected, the architecture is authentic. Proportions and elements respect the principles of each particular style. No architectural style should be forbidden in Flagler Beach. But great emphasis should be placed in the excellence of design. Building with the appropriate proportions and materials does not make construction more expensive. The City and the County should adopt architectural design guidelines for this purpose. A few examples of different architectural styles and proper design are included in this report.

THE CENTER OF FLAGLER BEACH: PROPOSED BUILDING HEIGHT, ARCHITECTURAL STYLE AND USES



Proposed elevation: A1A between Moody Blvd. 2nd Street North

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Proposed elevation: A1A between 2nd Street South and 3rd Street South

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T R E A S U R E C O A S T R E G I O N A L P L A N N I N G C O U N C I L
I N D I A N R I V E R - S T . L U C I E - M A R T I N - P A L M B E A C H

CITY HALL

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Should City Hall Be Relocated?

This seems to be the question that has created the largest debate of the last few months in Flagler Beach.

City hall has recently undergone extensive renovation. This renovation included façade and interior improvements. The understanding that at some point in time additional office space will be needed, together with redevelopment pressure in downtown, triggered the relocation debate.

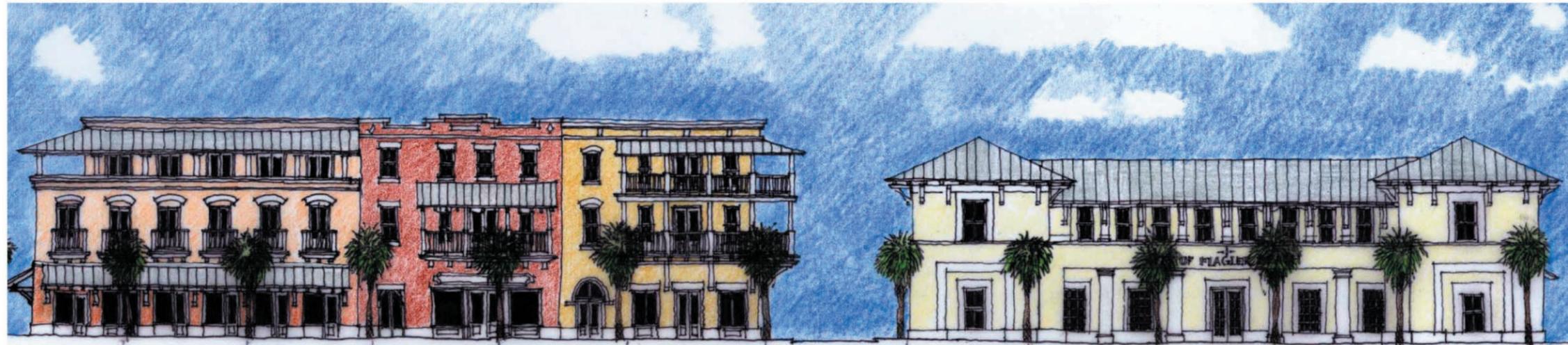
Civic buildings have traditionally occupied distinctive locations within cities. They either front or occupy major public open spaces. Flagler Beach's City Hall has one of the most prominent and civic-oriented locations in town. Relocating City hall to Flagler Avenue would strip the downtown of its sole civic institution. Relocating city hall to the farmer's market site would be a very expensive endeavor that, in the end, would provide this civic building with a location equal to the one it has today. Finally, expanding city hall in its current location is feasible. The employee parking lot on 2nd Street South is a great land bank that will serve for the expansion of city hall when the expansion need becomes inevitable. Parking for this new expanded facility should be accommodated according to the parking analysis described further in this report.

Additionally, the building's current structure could support a second story. The images on the pages that follow show what the existing one-story building would look like with the added second story.

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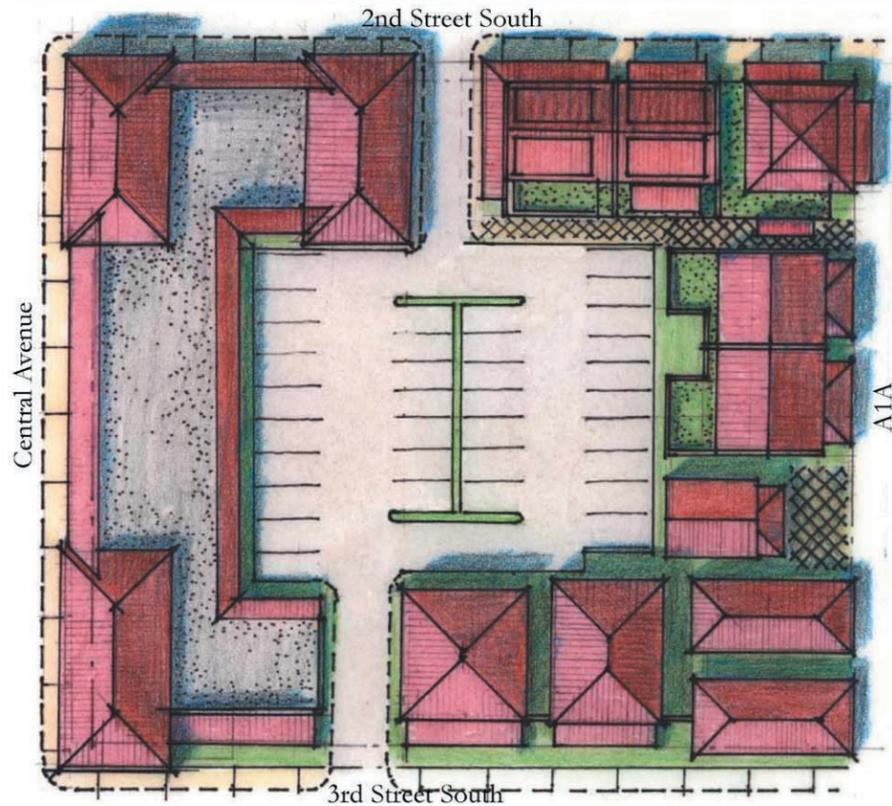
CITY HALL

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Proposed elevation: 2nd Street South between A1A and Central Avenue (South side)



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MAIN STREET

Existing



Main Street

Arrival to special destinations needs to be announced. This announcement promotes healthy business, but above all, it defines the edge of, in the case of main street, commercial areas. This clear differentiation of permitted uses creates predictability, fundamental to any healthy urban condition.

The image above shows small gateways at the intersection of Central Av. and 3rd Street North. These gateways announce the beginning of Flagler Beach's main street. The exact location of these gateways should be defined based on the proposed Florida Main Street designated boundaries for Central Avenue, while keeping in mind that traditional and successful main streets have historically been no longer than 1200 feet.

Proposed



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MAIN STREET

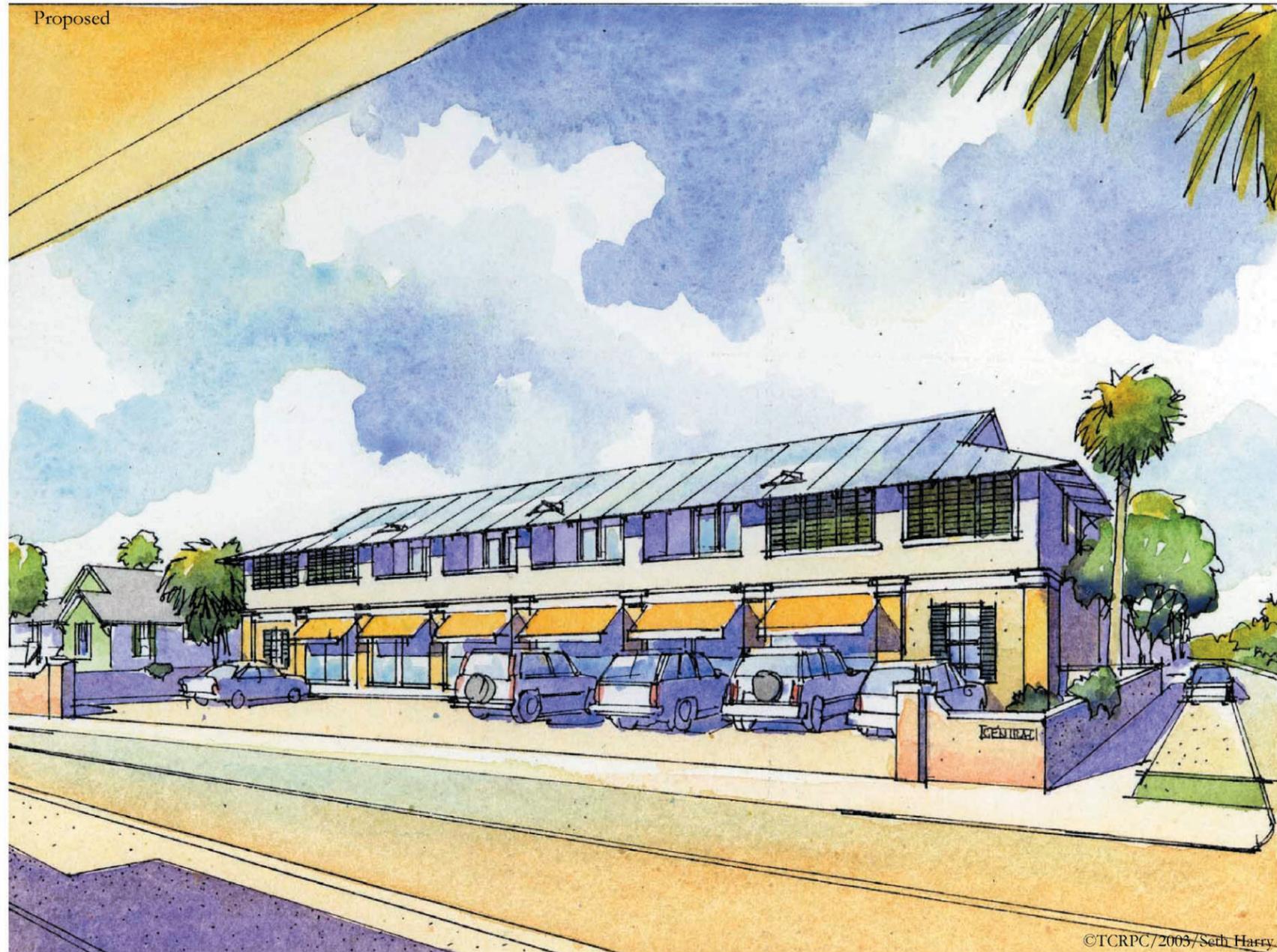


Existing

La Bella Plaza

New construction along main street should be in the form of buildings close to the sidewalk, with customer and employee parking in rear. In the case of existing buildings with parking in front, like the case of the Bella Plaza mixed-use building, the master plan proposes some slight modifications that will contribute to improve the definition of the street and promote a more pedestrian-oriented environment.

The image to the right shows a low wall defining the parking area and separating the public and private realm. The sidewalk is defined beyond the parking area using a material that clearly differentiates it from the asphalt used in the parking condition, thus the sidewalk prevails over the driveway. Bahama shutters and an extension of the side overhang of the existing roof transform this building into one that better responds to a vernacular architectural style.



Proposed

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RECONNECTING THE CITY



Reconnecting Downtown:

In order to "accommodate" traffic growth and create a reliable evacuation route, a 65-foot bridge replaced the old drawbridge, and Moody Boulevard (SR 100) was widened from a two-lane road with on-street parking on both sides, to a four-lane highway with a central turn lane and no on-street parking.

This widening overly satisfied traffic count and level of service demands, but at the same time it ruptured the city's downtown. This four-lane highway has divided the downtown area in two, making it very hard for pedestrians and even vehicles to cross this road. This division has affected retailers and residents alike.

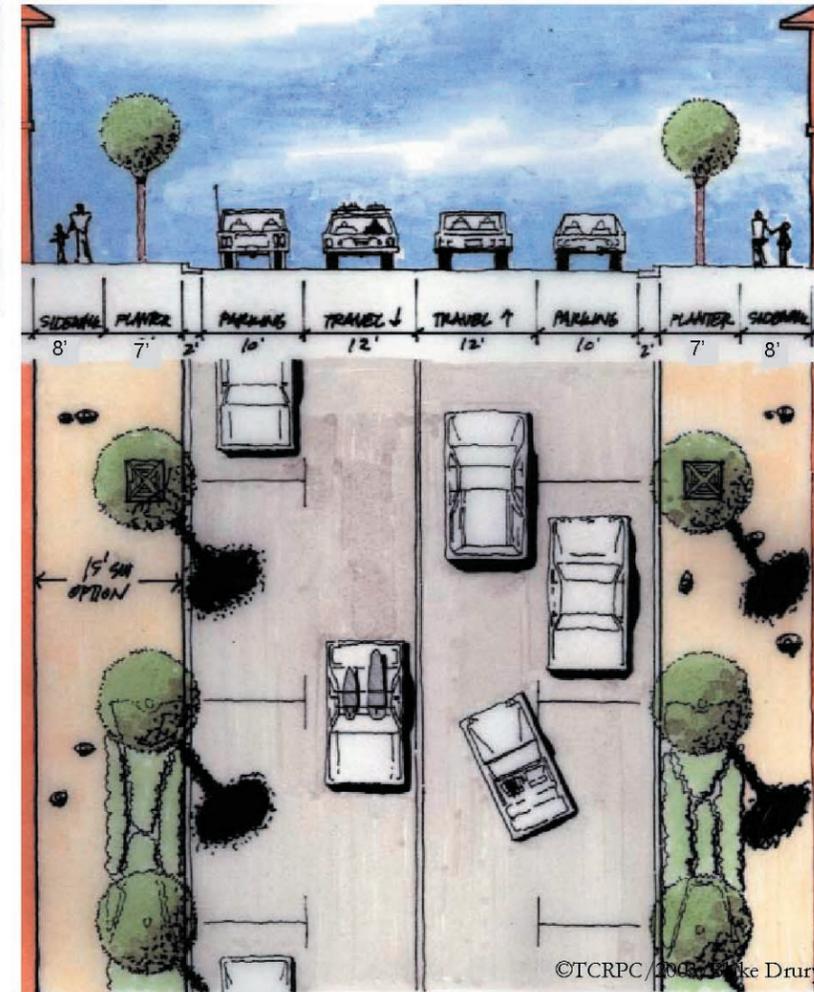
In an effort to reconnect the downtown area, the residents proposed narrowing Moody Boulevard and reinstating on-street parking along this road, if possible, without affecting the evacuation role of this route.

The master plan proposes a creative alternative that will turn Moody Boulevard into a two-lane road with on-street parking on both sides, without affecting the four-lane capacity of the road, necessary in case of an emergency evacuation as follows:

- No central turn lane
- Two 12' travel lanes
- Two 10' parking lanes: normally, parking lanes are no wider than 8', but in this particular condition, these parking lanes will act as travel lanes should there be need for an emergency evacuation. Parking spaces are only signaled by strips of paint. There are no bump-outs or physical elements constraining the road.
- Two 7' planting strips on both sides
- Two 8' sidewalks on both sides, shielding pedestrians from moving traffic with the strip of landscaping and a row of parked cars.

This proposal will serve several purposes:

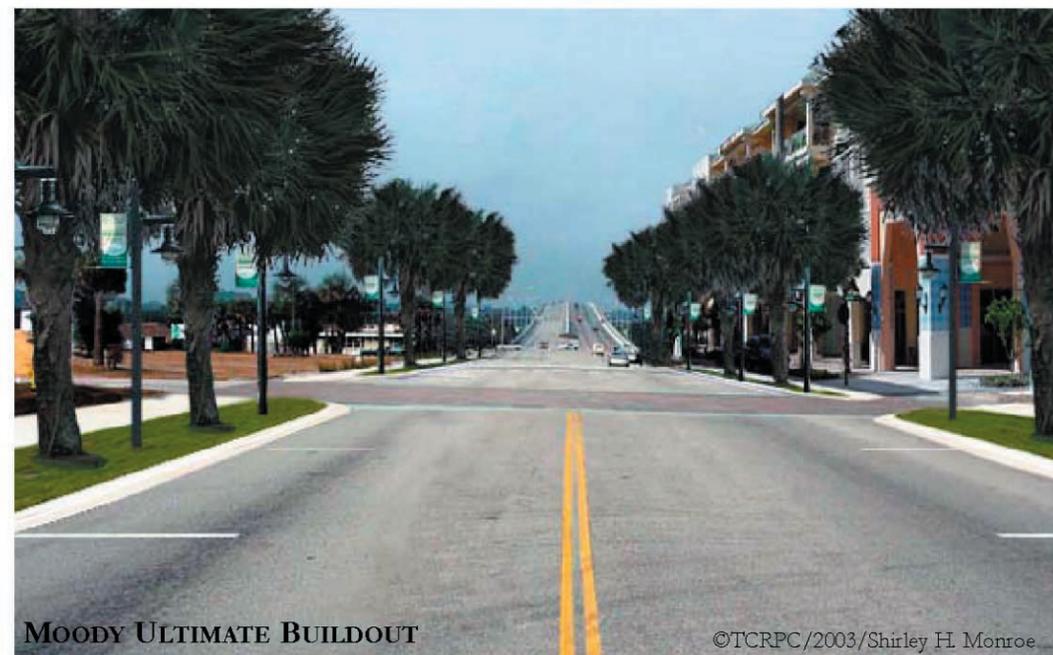
- It will re-connect the downtown area, an important step towards the revitalization of the center as a whole,
- It will add additional parking opportunities for beach goers and locals
- It will slow speed along Moody Blvd., making it a more pedestrian oriented environment,



- It will create a roadway that is more in tune with the small town atmosphere that residents intend to preserve.

Additionally, the residents proposed the burying of power lines along this road. This is an important issue that, although very costly, will have a great impact on the overall appearance of the town. A phased approach over several years will be necessary to get this issue accomplished. The stretch of A1A between 3rd St. N, and 3rd St. S, and Moody Blvd. Between A1A and the bridge should be part of the first phase of the burying of utilities.

RECONNECTING THE CITY



Phased approach to the reconfiguration of Moody Blvd.

T R E A S U R E C O A S T R E G I O N A L P L A N N I N G C O U N C I L
 I N D I A N R I V E R - S T . L U C I E - M A R T I N - P A L M B E A C H

DEALING WITH PARKING



DEALING WITH PARKING

Flagler Beach's downtown and its neighborhoods are one of a kind. In them one experiences a unique sense of place. This, together with the City's great location, scenic views, shade, comfort, feeling of local importance and natural environment, are all contributing factors that will keep attracting new visitors and residents. This in turn, and given the lack of public transportation in our region, translates into more and more cars coming into town. It is important to prepare Flagler Beach for that growth so that when it happens, it doesn't render the community unrecognizable.

Up until today, Flagler Beach seems to have been dealing with parking as a secondary issue. Businesses in the downtown district are exempt from providing parking spaces and the city provides public parking lots. This is positive and is a step in the right direction. Who needs to provide parking and in what manner seems to be still unclear. Some business owners choose to offer customer parking despite the parking exemption. Some property owners have excessively wide driveways and individually determine to prohibit public on-street parking. Each property owner in the downtown seems to be able to determine the orientation of parking fronting their property. The result is confusion and underutilization of available parking space, both private and public. A few streets have been turned from two-way to one one-way streets to allow for angled parking on both sides. These streets, satisfy the actual parking demand, but render the local streets into continuous parking lots. This projects the image of a fabric that is being consumed by parking.

Dealing with parking in a very systematic and clearly identified way will help preserve the following:

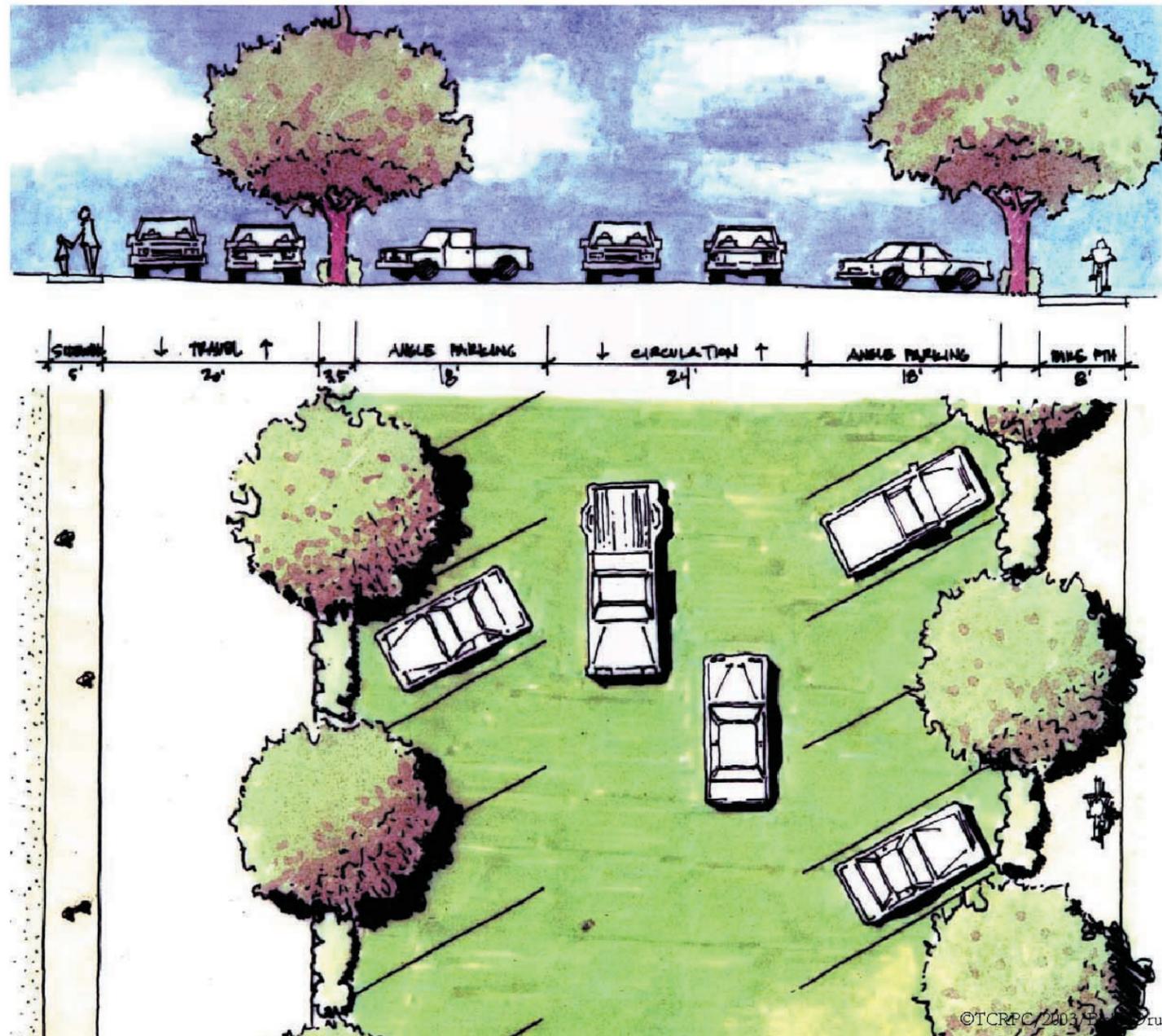
- Character of the City's setting
- Locality and sense of place
- Internal proportions and relations
- Style and design

The Master Plan proposes the following:

- Convert all one-way streets back to two-way roads with parallel, on-street parking on both sides as seen in computer generated image in this chapter
- Convert all angled and head-in parking into on-street parallel parking on roads marked in purple on parking diagram.
- Create public parking lots on City-owned property along Flagler Avenue fronting the City's public buildings. These parking lots should have pervious surfaces (i.e. turf blocks or Grasspave2), and be landscaped as a greenway (see master plan). These parking lots three blocks

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DEALING WITH PARKING



Detail of public parking greenway along Flagler Avenue.

away from the beach will put visitors "on foot" through the downtown area. This will minimize parking and traffic congestion while benefiting local retailers.

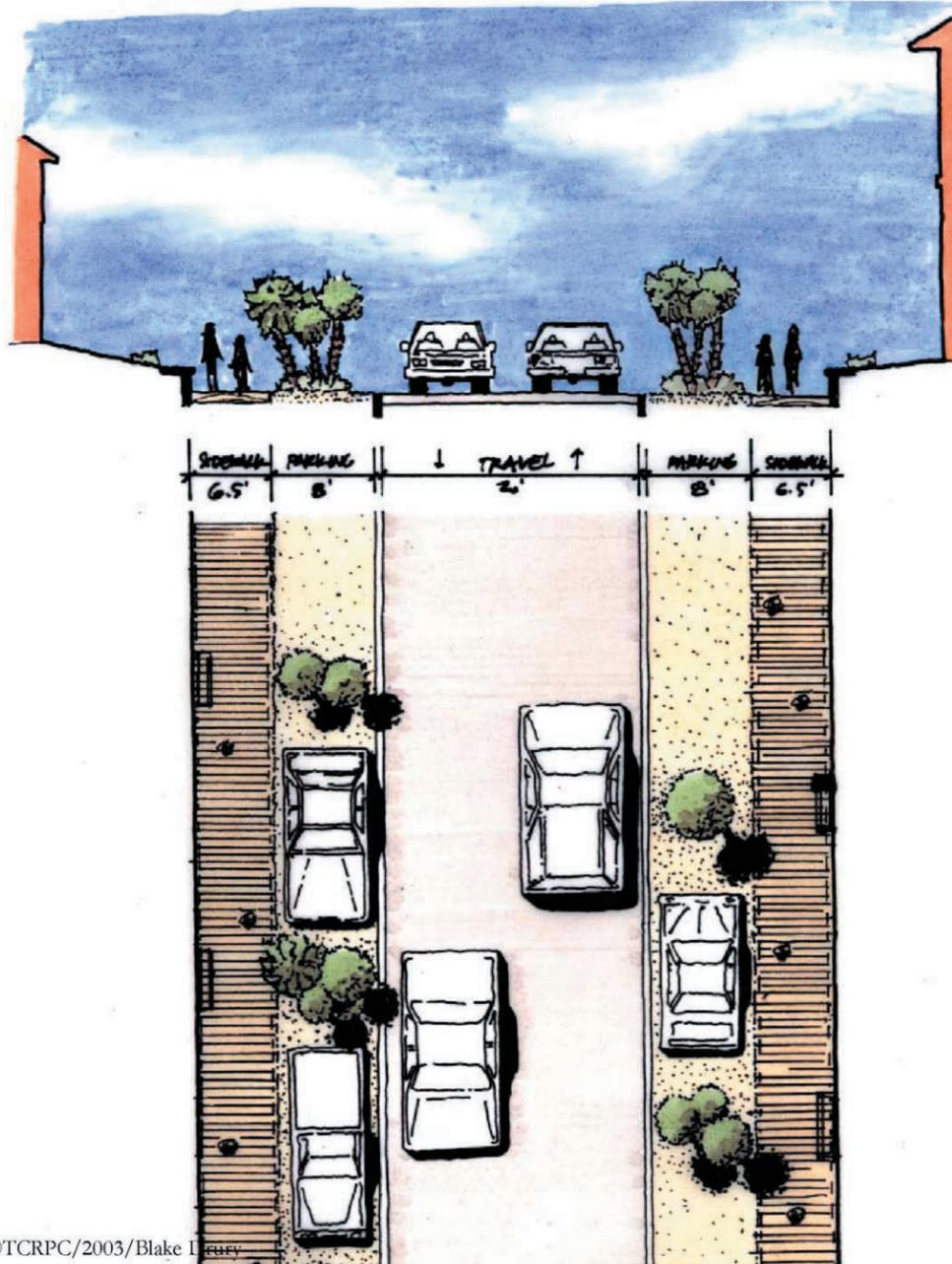
- In order to preserve the beach town atmosphere, parallel-parking lanes should not be paved. Travel lanes should be defined and contained with a 1½' concrete strip to prevent asphalt from crumbling. Parking strip should be crushed shell or gravel.
- Eliminate the waterfront public parking lot on fourth street south. The City should develop, lease or sell that property to an individual with the covenant of development, and use the proceeds towards a general parking fund. There is a good continuous alignment of buildings along Oceanshore Blvd. throughout most of the downtown district.

At the same time, parking along A1A should be addressed. The concept of unlimited, free parking is a myth: it is only free for those who will not stop coming to Flagler Beach if you charge them a dollar or two to park. It is not free for the locals: land cost, maintenance costs and lack of potential revenue, are a price too high to pay to provide a service to visitors that are not always contributing to the economy of the town.

Not Every Parking Space Is Created Equal:

Parking along A1A between 3rd Ave. N and 3rd Ave. S is highly desirable and should be available to those who want to visit the downtown area and its shops and restaurants. Today these desirable parking spaces are mostly occupied by fishermen, surfers, beachgoers, and even local retail and office owners and employees for several hours at a time (at times all day and even overnight). Parking in this location should be time limited. This will "free up" parking in the area. In a healthy downtown, it is important to allow two to three hours of free parking to people going to downtown businesses, shops and restaurants, while forcing those that will park for prolonged periods of time to park in one of the free municipal parking lots and get them to walk through the downtown area. This will improve traffic and parking congestion along A1A, as well as entice more business for the locals.

DEALING WITH PARKING



Detail of parallel parking on side streets.

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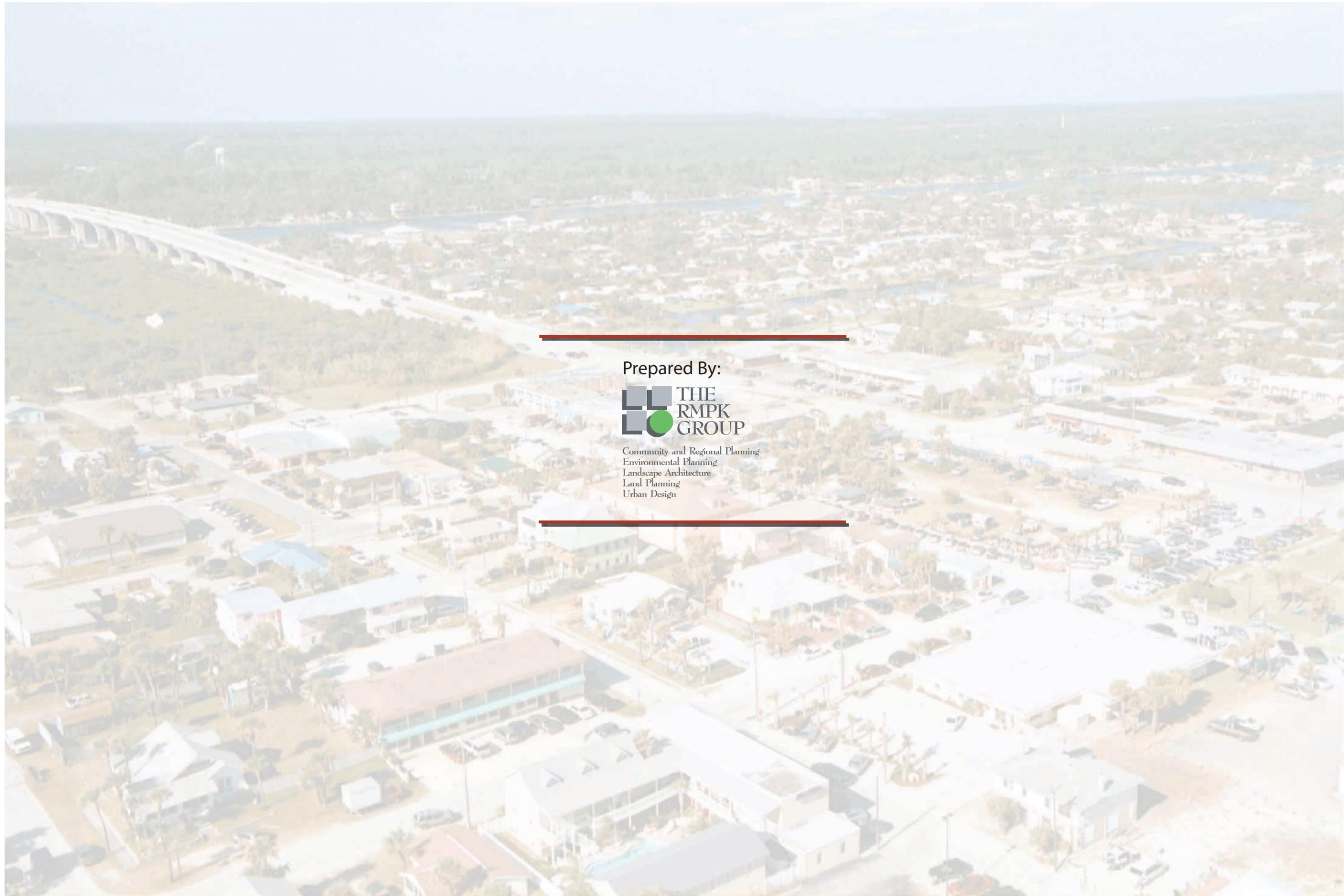
APPENDIX D

CRA BOUNDARY DESCRIPTION



CRA BOUNDARY DESCRIPTION

The CRA boundary description is defined as a line commencing from the middle of Flagler Avenue at SR100 going south to the center line of South 9th Street, then east on the center line of South 9th Street, then east on the center of South 9th Street to the eastern boundary of the right-of-way adjacent to SR A1A, extending north on the eastern boundary of the right-of-way adjacent to SR A1A, along North Oceanshore Boulevard to the centerline of North 9th Street, west to a point midway between North Central Avenue and North Oceanshore Boulevard, then south on a line dividing blocks 6 and 7 Cochran Place Addition Subdivision to the center line of North 7th Street, the south dividing Blocks 2 and 3 Moody Subdivision to the center line of North 5th Street, then west on 5th Street to the center line of North Central Avenue then south on North Central Avenue to the center line of North 4th Street, then west on the center line of North 4th Street, then south and east through Block 37, Moody Subdivision, lots 1,2, and 3, then south and east through Block 37, Moody Subdivision, lots 1,2, and 3, the south along the center line of North Central Avenue to the center line of North 3rd Street, then west on the center line of North 3rd Street, then south on a line bordering the west side of lots 1 and 2, block 36, Moody Subdivision, then west dividing blocks 36, and 47, Moody Subdivision to the center line of North Flagler Avenue, then south and east, to the north side of lot 7, block 62, Flagler Harbor subdivision, then west along the north side of lot 7, block 62, Flagler Harbor subdivision, then west along the north side of lot 7, block 62 Flagler Harbor subdivision, then south on the west side of vlock 62, Flagler Harbor subdivision, then south on the west side of block 62, Flagler Harbor subdivision, then the north side of lot 7, block 68, Venice Park Subdivision, then west side of lot 7, block 68, Venice Park Subdivision, then south to the middle of SR 100 then east to the point of beginning.



Prepared By:



Community and Regional Planning
Environmental Planning
Landscape Architecture
Land Planning
Urban Design
