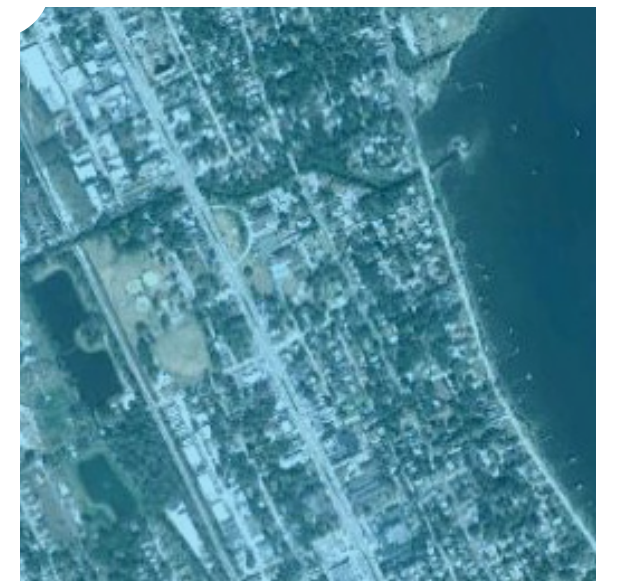
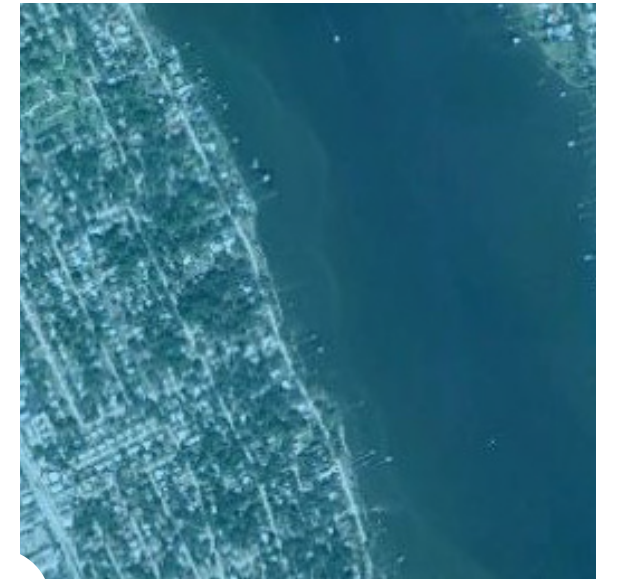
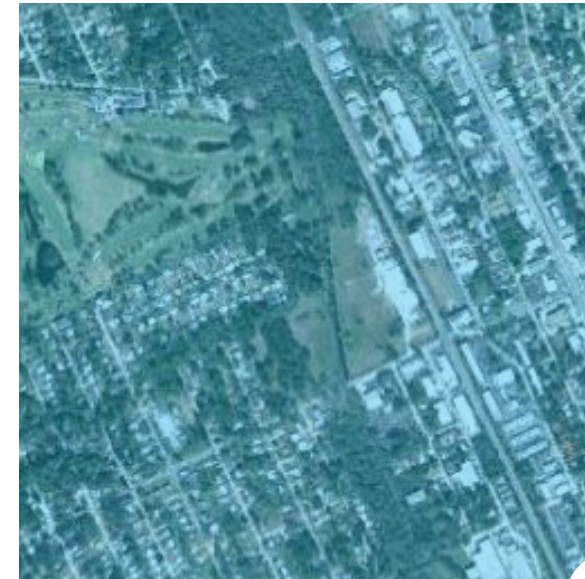


# 1200 Center Avenue Feasibility Study - Holly Hill, FL

**Holly Hill Community Redevelopment Area  
City of Holly Hill, Florida  
Volusia County**



**JUNE 2013**



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# 1200 CENTER AVENUE FEASIBILITY STUDY - HOLLY HILL, FL

**Prepared for**  
CITY OF HOLLY HILL, FL



**Prepared by**  
SMITH+MURRAY studios, Inc.

**in consultation with**

Stull and Lee, Inc.  
HR & A Advisors, Inc.  
RH-Ruth Hamberg  
Traffic Engineering Data Solutions, Inc.  
Tillman and Associates Engineering, LLC

**Technical Support provided by**  
City of Holly Hill

**JUNE 2013**



# FOREWARD

In 1996, the City of Holly Hill created its Community Redevelopment Agency and designated its Community Redevelopment Area (CRA) extending through the City along U.S. 1 and the Florida East Coast railroad from north to south and along LPGA Boulevard from U.S. 1 to Nova Road in an east-west direction. The Community Redevelopment Master Plan was prepared and adopted October 16, 2007 to guide redevelopment activities within the CRA. The Master Plan has had one amendment which was adopted January 8, 2008.

The CRA vision states: “The City of Holly Hill will be redeveloped as a City that has a strong urban and civic core which reflects traditional and family values; is business friendly supporting employment opportunities and services; protects and enhances residential areas; is environmentally sensitive, supporting green building and resources conservation initiatives; and provides quality parks, recreation programming and open spaces.”

As part of this vision, the CRA Master Plan recommended the purchase of the twenty five (25) acre former Holly Hill Middle School site, located at 1200 Center Avenue, from the Volusia County School Board and the expansion of the boundary of the CRA district to include this site.

On July 27, 2011, the Community Redevelopment Agency of the City of Holly Hill approved amending the boundary of the CRA district to incorporate the 1200 Center Avenue property. This approval was contingent upon approval of the boundary amendment by the Volusia County Council. On September 8, 2011 the Volusia County Council granted their approval of the amended boundary. However, during the course of discussions by the County Council, the need for commercial development within Holly Hill was recognized and concern was expressed over the property being utilized solely for recreational activities. As part of the County Council’s approval, the City was directed to return with the results of a feasibility analysis and plan for the property that would determine the highest and best use. Following the approval of the boundary amendment incorporating the property into the CRA district, in January of 2012 the 1200 Center Avenue former Middle School property was purchased by the City of Holly Hill from the Volusia County School Board for \$1,500,000.

In May 2012 the City of Holly Hill issued a Request for Qualifications for a team of consultants to prepare a feasibility analysis for the property. Smith + Murray Studios, Inc. and their team were selected to complete the analysis.

The City of Holly Hill Comprehensive Plan was amended in 2010 to change the future land use designation of the 1200 Center Ave. site from Schools, Churches and Institutional Use to Mixed Use III. The Mixed Use III land use category allows a blend of commercial, residential civic and recreational uses. The intent of applying the Mixed Use designation for the 1200 Center Ave. site was to allow the City flexibility to explore various types of land uses to determine what mix would best serve the surrounding community and the City as a whole. The City requested that the consultant team consider the site’s location, access, surrounding context and the market opportunities and constraints in determining what mix of uses would be appropriate and viable within the Mixed Use III parameters.

At twenty five (25) acres, the 1200 Center Avenue former Middle School site is one of the largest sites in single ownership within or adjacent to the CRA District. Through its development, the property could serve as a catalyst project to support overall redevelopment to the district. The ultimate goal of the study is to determine the highest and best use of the property which benefits the Community Redevelopment Area and community as a whole.



City Hall Holly Hill, FL



# BUILDING COMMUNITY CONSENSUS





# 1.0 COMMUNITY ENGAGEMENT

## *Respecting Community Visions*

The City of Holly Hill and the Community Redevelopment Agency (CRA) have been committed to the participation of all of its citizens from the start of the 1200 Center Avenue Feasibility Study effort. One of the City's primary goals has been to actively engage citizen input in the feasibility process, which would be consistent with the efforts exhibited during the 1997 CRA Master Planning process. The Consultant Team has been invested in a philosophy of "People + Place + Process," which has ensured the management of a phased citizen participation element throughout the feasibility study.

The City, in particular, requested that the first two phases of the site development process include two workshop sessions per phase for a total of four workshops. This was an effort to attract as many participants as possible during the mid-day and also the evening time frames. The consultant team also ensured that the citizen's visions were well documented and prioritized through a series of idea ranking exercises. These exercises were conducted at the end of both the Phase One and Phase Two workshops. The results of these ranking exercises are documented within this section of the 1200 Center Avenue Feasibility Report.

The City commission Public Meeting held on June 11, 2013 provided the 5th and final opportunity for the community to review the preferred development scenario based on community input, design efforts and market analysis. The Preferred Development Scenario and all the preceding development scenarios are outlined within section Two of this Report - Development Plan.

In addition, the Development Plan within this report documents how closely all the development scenarios mirror the key issues raised by the citizens during the workshops.

## *Building Community Consensus*

Recognizing and respecting the history and personality of The City of Holly Hill are crucial layers of information utilized in constructing an inventory and analysis of the 25-acre former middle school site and its surrounding neighborhoods. The people who

live and work in Holly Hill know it best. The Consultant Team built upon this City's 'history and personality' to develop physical site and other information that engaged questions and comments from the citizens regarding:

**WHY** the Center Avenue project was important to them.

**WHAT** they hoped could be achieved through their continued participation in the process.

A Citizen Participation strategy facilitates communication between citizens and local government. The Consultant Team worked closely with the City Staff to structure a strategy that would maximize public input early in the project feasibility process and throughout the effort to craft a citizen-oriented and economically feasible development plan. The Consultant Team worked with the City and citizens in a strategic consensus building process. This collaborative environment encouraged and invited all parties to freely engage in the exchange of ideas: citizens define the issues - envision their goals – engage in alternative solutions - and select the preferred alternatives. The Consultant Team was guided by the following citizen participation Rules of Engagement:

- Communicate openly, clearly and honestly
- Listen to what people have to say
- Be respectful and considerate
- Ensure that everyone gets heard equally
- Make a record of what is said and heard

The City staff handled the public outreach effort designed to attract the largest number of citizens to the meetings. The Consultants prepared Center Avenue Feasibility graphic development and other materials, Power Point presentations, handouts and surveys for each workshop. Advertising the meetings on the city website calendar ([www.hollyhillfl.org](http://www.hollyhillfl.org)), in the local newspaper, and via reverse 811 telephone calls was conducted by the City of Holly Hill staff. Announcement of meetings appeared in the April, May and June 2013 City Newsletter, The Heartbeat of Holly Hill. The Daytona Beach News Journal covered the project and meetings, producing several fair and straightforward articles.



Community Workshop 1 Meeting, SICA Hall March 2013



Community Meeting 4, Holly Hill Middle School April 2013



# 1.1

## SUMMARY:

### COMMUNITY WORKSHOPS

#### 1 & 2

March 26, 2013

In order to facilitate the greatest number of citizens, two workshops were presented – one morning session from 12:00 PM – 2:00 PM and one evening session from 5:00 PM to 7:00 PM. The Consultant Team presented a comprehensive inventory and analysis package of information to provide a project overview. City Officials presented information regarding the relationship between Voulisa County and the City of Holly Hill relative to the purchase of the 25-acre former middle school site from the County. Of particular emphasis, was the desire of both the City and the County to generate tax revenue from the site development project as well as serve community needs and desires. The workshop process included the following:

- **Step 1: Consultant Presentation** - The Consultants presented a Power Point presentation highlighting inventory and analysis maps; sample ideas from other similar projects; an explanation of the feasibility study process; and a discussion of economic and market analysis next steps.
- **Step 2: Break Out Groups** - Participants were divided into small groups of no more than six citizens per group. A Consultant facilitated the discussions and brainstorming at each table to help explain site issues and record issues raised.
- **Step 3: Citizen Presentations** - A citizen representative from each group presented the “big ideas” to the greater group.
- **Step 4: Big Pad Idea Compilation** - These ideas were recorded on the “Big Pad” during the Citizen Presentations to ensure that all voices were heard and recorded.
- **Step 5: Ranking Big Pad Ideas** - Each participant was given four color dots coded from highest to lowest preference. Participants were then free to place the dots on any of the ideas generated from any of the break out group tables to rank their favorites. (See Charts 1.3 Workshops 1 & 2 results)



Community Workshop 1 Meeting, SICA Hall March 2013



Community Workshop 1 Meeting, SICA Hall March 2013



Community Workshop 2 Meeting, SICA Hall March 2013



Community Workshop 2 Meeting, SICA Hall March 2013



# 1.2 COMMUNITY WORKSHOPS 1 & 2

March 26, 2013

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1200 Center Avenue Feasibility Study - Holly Hill, FL JUNE 2013



Community Workshop 1 Meeting - Table Discussions, SICA Hall March 2013



Community Workshop 1 Meeting - Citizen Presentation, SICA Hall March 2013



Community Workshop 1 Meeting - Citizens voting on Top Rated Ideas, SICA Hall March 2013



Community Workshop 2 Meeting - Table Discussions, SICA Hall March 2013



Community Workshop 2 Meeting - Citizen Presentation, SICA Hall March 2013



Community Workshop 2 Meeting - Citizens voting on Top Rated Ideas, SICA Hall March 2013

1.3 WORKSHOP 1: RATED IDEAS FROM EACH TABLE

TABLE 1

Yes to mixed use, residential and recreation	7	1	1
Older multi-family replace with higher-end new multi-family incorporated into the Site so property line abuts LPGA			3
Any commercial revenue producing - not steel mill	1		
Recreation will cost but we are pro-kids			1
Keep media center & gymnasium for community use; can be central feature			1
If running track stays the soccer field in center			1
Revenue generation: did not want assisted Living or low income homes			
Mixed use with business even the right type of Lt. industrial if jobs produced			
Because gated community to west and north, then on site gated would be feasible			

TABLE 2

Needs to be mixed-use 50% revenue generation with Neighborhood commercial such as flower (shop)	1	1	1	1
Emergency sub-station at corner of Walker and Center Ave. to control traffic and school kids		1	1	2
New recreation use- fit soccer in track				
Splash pad for families can go (to)				
Re-use track. Can remove existing buildings if not viable				
Light industrial that fits the infrastructure and not need upgrades				

TABLE 3

Local school education; cater to locals; Boys & Girls Club, Adult Ed	3			1
LPGA Address would be bonus	2			1
Sports recreation destination	1		2	1
Eco-Sensitive lands saved and preserved		1	1	1
Dog training facility		1		1
Do something here to attract people, dance, attractive events - family oriented and age mixes	1			
Olympic Village training center with River Theme				1
Funding from private, education and government (Public/Private)				
Priority to serve local residents, Civic; Central Park with visibility on LPGA				
Quality unique place will attract visitors				
Bike and golf cart friendly – become golf cart street				
Walkable environment, “Complete Streets”				
Town losing beauty due to clearing				
Funding: don’t have to solve all problems on this site; can put development elsewhere on other sites to pay for recreation on Center Ave. Site				

TABLE 4

Proximity to school makes it attractive to community groups, after school, senior gathering, clubs and youth.	2	1	3
CRA Funds to help fund Public-Private Partnerships	3		1
Commercial as tax revenue generator	1	1	1
BMX Facility	1	1	1
Frontage on LPGA would be good; put in commercial use, retail, light industrial, showroom space	2		
Gated upscale community- 2 story townhouses		1	3
Tax revenue must grow every year	1		
Higher-end senior housing			1
Senior for-profit ALF (Assisted Living Facility)			1
Suitable for Mixed-Use development			
Work with developer; CRA help with utilities, etc			

TABLE 5 not used

TABLE 6

Walkable; design around people not cars	2	1		
Orient use to neighbors		2		
Yes to entrance on LPGA		2		
Pond inside the track for Radio Control Boats			2	
No industrial		1		1
Walkable sidewalks through-out entire site		1		
Mixed-use, multi-family; revenue generation		1		
Shouldn’t compete with existing businesses			1	
Recreation use- bocce ball, shuffle board				1
Library in old (media) building				1
Be a draw for everybody around				
Agree with Tables 3 & 4 on a number of ideas				
Use existing building for job training				
Not “married” to existing buildings				
Retention pond large enough for R.C. (radio control) boats				

Note: Words in parentheses are editorial clarifications



1.3 WORKSHOP 1: FINAL TOP-RATED IDEAS

RANK	IDEA	Best Idea	2nd-Best	3rd-Best	4th-best	TOTAL POINTS
		# Votes (x 4 points)	#Votes (x 3 points)	# Votes (x 2 points)	# Votes (x 1 point)	
1	Yes to mixed-use residential and recreation	7	1	1		33
2	CRA funds to help public-private partnerships	3			1	13
2	Local school education (support), cater to locals, Boys & Girls Club, Adult Education	3			1	13
3	Proximity to (Holly Hill K-8) School makes it attractive to community groups, after school, seniors, clubs		2	1	3	11
3	Walkable; design around people, not cars	2	1			11
4	Need to be mixed-use 50% revenue generation with neighborhood retail such as flower shop	1	1	1	1	10
4	BMX facility	1	1	1	1	10
5	LPGA address would be a bonus	2			1	9
5	Sports recreation destination	1		2	1	9
5	Commercial as tax revenue generator	1	1	1		9
6	Emergency sub station at corner of Walker & Center Ave. to control traffic and school kids		1	1	2	7

Notes: Each person received 4 dots to use to rank the ideas, or 10 points each. Some individuals attended both meetings and voted twice. Thus, these rankings are not scientifically valid but serve as an indicator of consensus. Words in parentheses are editorial clarifications.



Best Idea  
Point Value: 4



2nd-Best Idea  
Point Value: 3



3rd-Best Idea  
Point Value: 2



4th-Best Idea  
Point Value: 1



1.3 WORKSHOP 2: RATED IDEAS FROM EACH TABLE

TABLES 1 & 2 - not used

TABLE 3

Like to see the site produce income for the City	3	1	
Use- Assisted Living	1	1	1
Florida Health uses	1	2	
Walkable			4
Electronic manufacturing type use like Metra (growing local Electronics Manufacturer)	1		
Must have retention pond	1		
Industry would have to be landscaped and on a campus like setting			1
Recreation amenities public			
Add amenities trails and recreation			
Use the duplex land (take out duplexes) and meld with Site			
Use housing on east side, assisted living on Walker St.			
Decent restaurant with evening hours – need visibility			
School campus or college			
Recover costs is a given			

TABLE 4

This area could improve with healthy lifestyle so recreation is good- could keep track	3	2	
Keep foundation of what's there- place for mixed business to serve recreation	2	1	
Garden center for community (garden) center. Keep Media center for tutoring kids			
Recreation in middle, residential on West and business incubator on LPGA	1	1	1
Program that requires long term ownership and stay here		1	3
Theme based retail – recreation oriented	1		1
Habitat for humanity copy- partner with businesses; condos with sweat equity – business sites the same	1		
Keep basketball court for kids. Community Service officer (on site)		1	
Keep track, build soccer inside- keep facilities that are in good shape		1	
Retain water as amenity			1
Residential			1
Business incubator perhaps with College			1
Walker St has Single family across so Single Family on Site			
Central Ave for Golf carts			
Churches are within walking distance to Site			
Use library with volunteers to support it			
Use CRA to improve life of residents			

TABLE 5

Turn Site into Phase 1 Training Center for Volleyball and sports/ recreation	4	1	1	1
Entrance on LPGA; take out duplexes to widen LPGA and make a nice entrance		3	1	1
I've been looking for a site for a sports facility – No training facilities here (opportunity?)			1	1
Preserve Green Space, enhance it while improving tax base	1		1	
Sole spot of trees behind the head start (adjacent child care)– last grove (in the City – add to Site?)	1			
Larger pool, soccer				2
People need hotel room to stay 2 days – (sports) clubs have 5-7 teams and they must travel; sand volleyball is growing but no site				1
Maybe use existing building, put courts around it. People come from all over for sports				
Money making? We are growing older – what about Senior housing? High-end assisted living on perimeter of site				
Senior Olympics				
Not keen on (large) retail; Small grocery O.K.				
Handicap exercise course				
Blocks of buildings can be brokenup on outside edges of site (referring to sketched site plan)				
Community Garden				

Note: Words in parentheses are editorial clarifications



# 1.3 WORKSHOP 2: FINAL TOP-RATED IDEAS

RANK	IDEA	Best Idea	2nd-Best	3rd-Best	4th-best	TOTAL POINTS
		# Votes (x 4 points)	#Votes (x 3 points)	# Votes (x 2 points)	# Votes (x 1 point)	
1	Turn Site into Phase 1 Training Center for Volleyball and sports/ recreation	4	1	1	1	22
2	This area could improve with healthy life-style so recreation is good – could keep the track	3	2			18
3	Like to see the site produce income for the City	3		1		14
4	Entrance on LPGA; take out duplexes to widen LPGA and make a nice entrance		3	1	1	12
5	Keep foundation of what’s there- place for mixed business to serve recreation. Garden center for community (garden). Keep media center for tutoring kids	2	1			11
6	Recreation in middle (of Site), residential on West and business incubator on LPGA	1	1	1		9
6	Program that requires long-term ownership and stay here		1	3		9

Notes: Each person received 4 dots to use to rank the ideas, or 10 points each. Some individuals attended both meetings and voted twice. Thus, these rankings are not scientifically valid but serve as an indicator of consensus. Words in parentheses are editorial clarifications.

Best Idea  
Point Value: 4

2nd-Best Idea  
Point Value: 3

3rd-Best Idea  
Point Value: 2

4th-Best Idea  
Point Value: 1



1.3 WORKSHOPS 1 & 2: TOP-RATED IDEAS FROM ALL TABLES

RANK	IDEA	POINTS	RANK	IDEA	POINTS
1	Commercial/ office/ manufacturing, create jobs, make money for the City/CRA, tax revenue, boost local economy, small business, light industry	48	11	Since the economy crashed there's no market for residential so that's not a good or profitable use for the Site.	4
2	Sports Park, volleyball tournament center, senior Olympics, community center, youth/ senior recreation programs	45	12	No industrial	3
3	Residential, townhouses, single family, multi-family	20	12	Emergency sub station police/ EMS at corner of Walker and Center	3
4	Mixed Use: Commercial/ residential, Park & recreation/ residential; 50-60% of site for revenue producing use	14	12	No truck traffic on Walker or Center	3
4	Environmental preservation, save trees, green space, gardens, community gardens	14	12	No grocery store, convenience store, retail	3
5	Quality, Branding the community, Make it a "draw", amenity, well-maintained	13	12	Against warehouses, especially on Walker	3
6	Senior Housing/ Assisted Living Facility	12	13	No Senior housing/ assisted living, we have enough already	2
7	Walkable; Bike, Golf carts- design around people, not cars	11	13	Dog training facility, dog park	2
7	Expand site south to LPGA, redevelop duplexes, LPGA address, need frontage on LPGA for commercial	11	13	Don't need recreation on the Center Ave Site- already have parks and the YMCA	2
8	Re-use existing buildings or parts of facilities if viable	8	14	No low income housing	1
9	Don't re-use existing buildings or facilities, too old, obsolete	6	14	No ball fields	1
10	No commercial on Site, keep commercial on US 1, don't compete with existing local businesses.	5	14	Install Wi-Fi	1
10	Site is center of the city within walking distance	5	14	Build something compatible with surrounding residential	1
10	Library needed	5	14	Existing Holly Hill business park on LPGA has become run down- not again at this site	1
10	The Center Ave Site could represent the town; build community gathering spaces/ places, the Site is the future.	5	14	Develop downtown on US1 and use the Center Ave site for other uses	1
11	Use public private-partnerships to develop site	4	14	Need a family sit down, real food restaurant	1
11	Retention pond as amenity/ Radio Controlled boats	4	14	Farmer's market	1
			14	Consider phasing development	1

Points = 1 point for each mention of topic or idea in notes

1.3 WORKSHOPS 1 & 2: FINAL TOP-RATED IDEAS

RANK	IDEA	Best Idea	2nd - Best	3rd - Best	4th - Best	TOTAL POINTS
		# Votes (x 4 points)	#Votes (x 3 points)	# Votes (x 2 points)	# Votes (x 1 point)	
1	Yes to mixed-use residential and recreation	7	1	1		33
2	Turn Site into Phase 1 Training Center for Volleyball and sports/ recreation	4	1	1	1	22
3	This area could improve with healthy life-style so recreation is good – could keep the track	3	2			18
4	Like to see the site produce income for the City	3		1		14
5	CRA funds to help public-private partnerships	3			1	13
5	Local school education (support), cater to locals, Boys & Girls Club, Adult Education	3			1	13
6	Entrance on LPGA; take out duplexes to widen LPGA and make a nice entrance		3	1	1	12
7	Proximity to (Holly Hill K-8) School makes it attractive to community groups, after school, seniors, clubs		2	1	3	11
7	Walkable; design around people, not cars	2	1			11
7	Keep foundation of what's there- place for mixed business to serve recreation. Garden center for community (garden). Keep media center for tutoring kids	2	1			11
8	Need to be mixed-use 50% revenue generation with neighborhood retail such as flower shop	1	1	1	1	10
9	LPGA Address would be a bonus	2			1	9
9	Sports recreation destination	1		2	1	9
9	Commercial as tax revenue generator	1	1	1		9
9	Recreation in middle (of Site), residential on West and business incubator on LPGA	1	1	1		9
9	Program that requires long term ownership and (to) stay here		1	3		9

Notes: Each person received 4 dots to use to rank the ideas, or 10 points each. Some individuals attended both meetings and voted twice. Thus, these rankings are not scientifically valid but serve as an indicator of consensus. Words in parentheses are editorial clarifications.



# 1.4

## SUMMARY:

### COMMUNITY MEETINGS 3 & 4

April 23, 2013

The Consultant Team utilized the highest ranked issues from Workshops 1 & 2 to generate two (2) site development scenarios. The public was then given an opportunity to review the two development scenarios and make strategic comments. The highest ranked ideas were illustrated with photo imagery that matched the ranked ideas.

#### How Citizen Ideas Were Used To Develop The Preferred Development Scenario

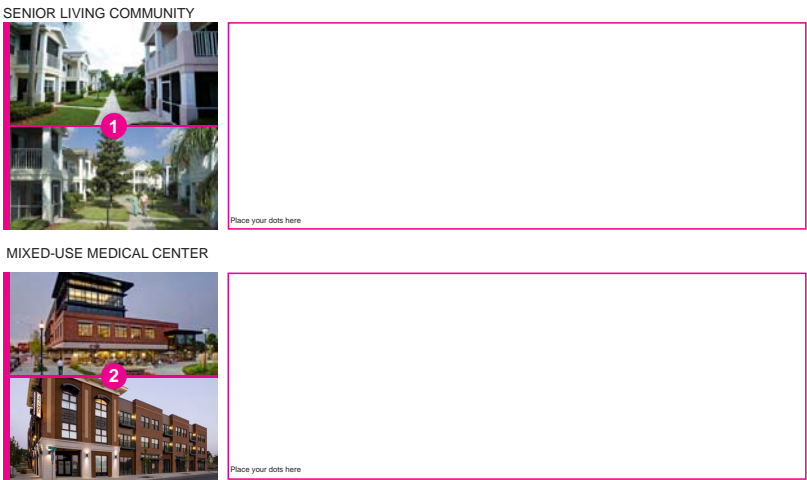
The community meeting process included the following:

**Step 1: Consultant Presentation** - The Consultants presented a Power Point presentation highlighting the events and results from Community Workshop 1 & 2; images of development activities and programs based on previous citizen feedback; presentation of 2- development scenarios; and review of economic and market analysis results and next steps.

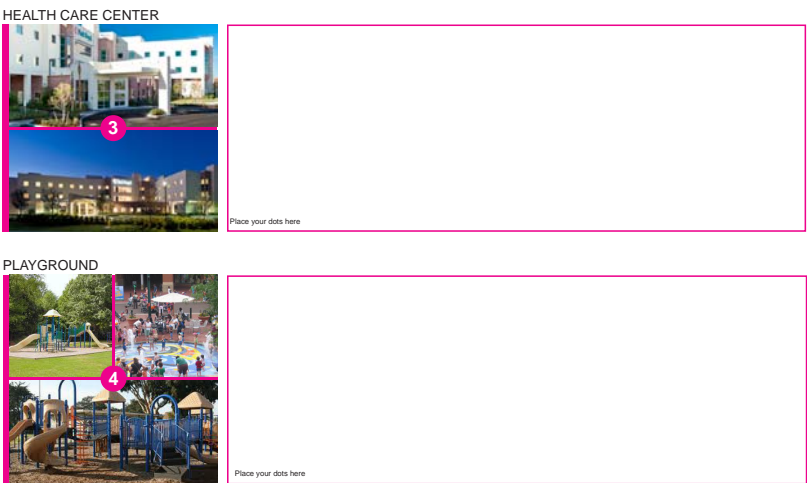
**Step 2: Citizen Questions and Answer Session** - Participants were given an opportunity to pose questions to the Consultant Team and City Officials. All questions and comments were recorded on the Big Pad to capture all voices.

**Step 3: Color Dot Rating Exercise** - Citizens were provided numbered color dots to place on elements of the two development scenarios that they believed to be the most or least important.

**Step 4: Comment Forms** - Each participant was provided with a Comment Form to record any other ideas or comments concerning the two development scenarios. (See Chart 1.4 for Final Community Meeting 3 & 4 results)



Community Meeting 3 & 4, Site Program Elements Rating Sheet April 2013



Community Meeting 3 & 4, Site Program Elements Rating Sheet April 2013



Community Meeting 4, Site Program Elements Rating Sheets with dot ratings April 2013



Community Meeting 3, Site Program Elements Dot Rating Exercise April 2013



# 1.4 COMMUNITY MEETINGS 3 & 4

April 23, 2013

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1200 Center Avenue Feasibility Study - Holly Hill, FL JUNE 2013



Community Meeting 3 - Presentation, The Market April 2013



Community Meeting 3 - Q & A Session, The Market April 2013



Community Meeting 3 - Development Scenarios Site Program Elements Ratings, The Market April 2013



Community Meeting 4 - Presentation, Holly Hill Middle School April 2013



Community Meeting 4 - Q & A Session, Holly Hill Middle School April 2013



Community Meeting 4 - Development Scenarios Site Program elements Ratings, Holly Hill Middle School April 2013



# 1.4

## COMMUNITY MEETINGS 3 & 4: TYPICAL COMMENTS

April 23, 2013

- “There’s a need to build some kind of economic development generator to employ the next generation and the next after that and to spark new investment. Change the focus from seniors to young families or at least balance the focus.”
- “Need to offer economic opportunity to young people in Holly Hill; give them a reason to stay.”
- “A blend of the two scenarios, with ALF, rental multi-family housing and civic/park uses.”
- “Keep the existing buildings [Media Center and Gym] only if practical and cost effective.”
- “Center Ave is a better location for youth sports; not as dangerous to walk there from school as are other places across US1 and the RR Tracks such as the YMCA or Boys and Girls club.”
- “Don’t out-price locals.”
- “People want their library back.”
- “People want a place to gather (neighborhood market ice cream shop).”
- “People want public park spaces that have activities that families can enjoy together.”
- “Do not build something that will sit vacant or that ,once sold, can turn into something else that isn’t in the plan.”



1.4 COMMUNITY MEETING 3: SITE PROGRAM ELEMENT RESULTS

Program Element																			
	Scenario One	1	2	3	TOTAL	Scenario Two	1	2	3	TOTAL	Not on Plan	1	2	3	TOTAL				
Senior Living Community		0	0	0	0														
Mixed-Use Medical Center		3	3	0	6 *														
Health Care Center		0	2	0	2														
Playground		0	0	0	0														
Bocce Ball		0	0	0	0														
Shuffle Board		0	0	0	0														
Recreation Center/Ex. Gym							3	1	4	8 *									
Comm. Center/ Ex. Media C.							5	3	1	9 *									
Volleyball Training Facility							1	0	0	1									
Basketball Training Facility							0	0	0	0									
Townhouses/Garden Apt.							1	2	3	6									
Potential Civic Building							0	0	3	3									
Dog Training Facility																0	0	0	0
Community Gardens																0	1	1	2
Business											0	0	0	0					
Swimming Pool/Club House											0	0	0	0					
Rental Community											0	0	3	3					
Detached Homes											0	0	0	0					
<div><div></div> 1<sup>ST</sup> CHOICE   <div></div> 2<sup>ND</sup> CHOICE   <div></div> 3<sup>RD</sup> CHOICE   <div></div> * Top 3 total</div>																			

9 Community Center / Existing Media Center

8 Recreation Center / Existing Gym

6 Mixed-Use Medical Center

1.4 COMMUNITY MEETING 4: SITE PROGRAM ELEMENT RESULTS

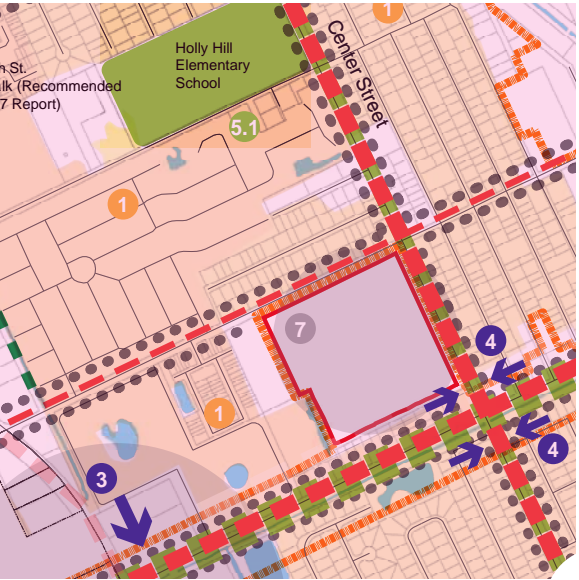
Program Element														
	Scenario One	1	2	3	TOTAL	Scenario Two	1	2	3	TOTAL	Not on Plan	1	2	3
Senior Living Community		1	0	1	2									
Mixed-Use Medical Center		0	3	2	5 *									
Health Care Center		1	0	1	2									
Playground		0	0	0	0									
Bocce Ball		0	0	0	0									
Shuffle Board		0	0	0	0									
Recreation Center/Ex. Gym							0	0	3	3				
Comm. Center/ Ex. Media C.							0	0	0	0				
Volleyball Training Facility							4	2	0	6 *				
Basketball Training Facility							4	2	0	6 *				
Townhouses/Garden Apt.							0	0	0	0				
Potential Civic Building							0	2	2	4				
Dog Training Facility														
Community Gardens														
Business														
Swimming Pool/Club House														
Rental Community												0	0	3
Detached Homes												0	0	0
<div><div><div></div>1<sup>ST</sup> CHOICE</div><div><div></div>2<sup>ND</sup> CHOICE</div><div><div></div>3<sup>RD</sup> CHOICE</div></div> <div><div>★</div>Participants placed their numbers between program elements expressing equal ranking</div> <div><div>★</div>Top 3 Totals</div>														

TOTAL

- 6 Volleyball Training Facility
- 6 Basketball Training Facility
- 5 Mixed-Use Medical Center



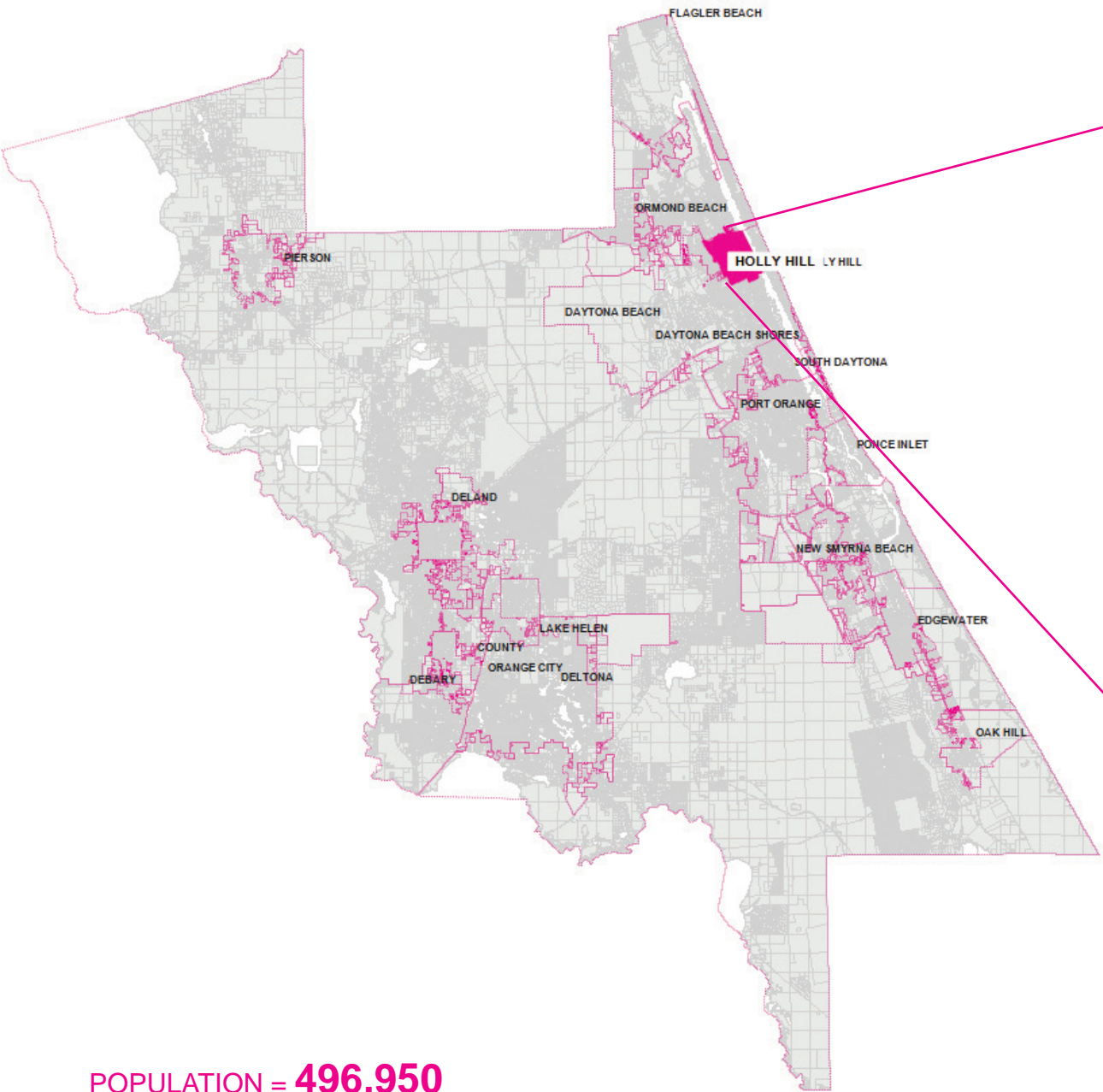
# DEVELOPMENT PLAN





# VICINITY MAPS

## Volusia County, FL



POPULATION = **496,950**  
LAND AREA = **1,101.03 Sq. Mi.**  
MEDIAN HOUSEHOLD INCOME (2007-2011) = **\$44,169.00**

## Holly Hill, FL



● Holly Hill, FL City Limits  
● CRA Boundary

POPULATION = **11,628**  
LAND AREA = **3.93 Sq. Mi.**  
MEDIAN HOUSEHOLD INCOME (2007-2011) = **\$31,088.00**

Source 2010 U.S. Census Bureau: State and County QuickFacts



# GUIDE TO THE DEVELOPMENT PROCESS

## MAPPING THE SITE AND THE SITE CONTEXT

The development process was undertaken in inventory and analysis mapping stages, reflecting the strategic goals of the City:

- to ensure community participation
- to ensure a revenue generating feasibility plan

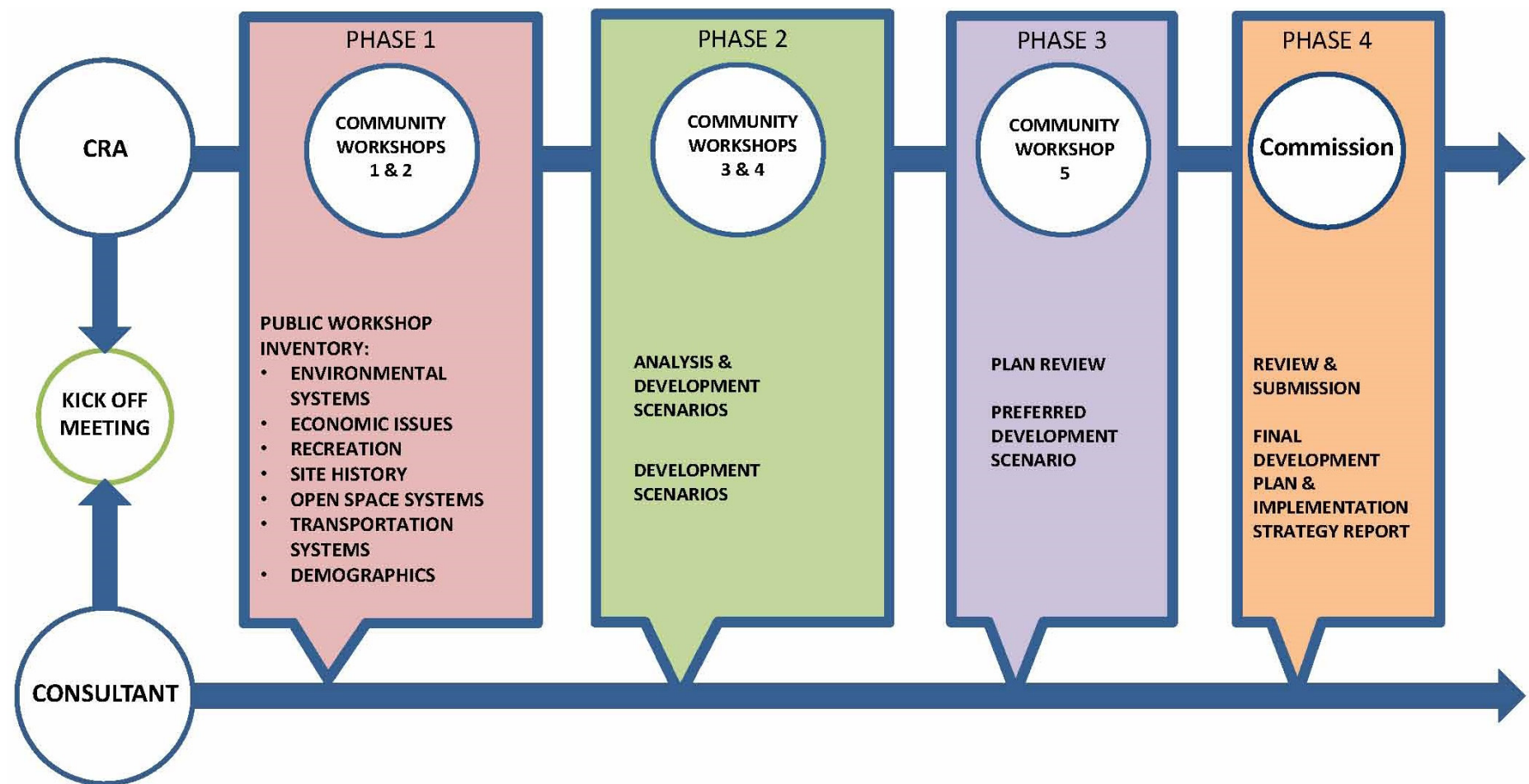


Figure 1 - The Process Chart

The mapping of site conditions and the analysis of these conditions on and off the site included:

## INVENTORY AND ANALYSIS MAPPING:

This beginning phase of the project included a site-specific review of existing facilities, infrastructure, environmental concerns, photographic survey, and other physical conditions and human factors. In addition, the inventory took into consideration the multiple site context influences that might impact the site development, typically within a one half-mile to two-mile radius around the site. All inventory information was reviewed to ascertain the highest potentials for development and possible constraints to effective development. (See pages 27-54)

## DEVELOPMENT SCENARIOS:

The mapping of these inventory and analysis issues also helped to create a set of potential land parcel options that, in turn, were utilized to generate the (2) two 25-acre site development scenarios. As indicated in the development maps within this section of the report, these development scenarios reflected the community vision in the areas of healthcare and senior housing, market-rate housing of various types, and a recreation and civic public component. (See pages 55-59)

## PREFERRED DEVELOPMENT SCENARIO:

The previous stages of the development feasibility work, as well as the community workshops, helped to frame a unique characterization of the 25-acre development site as a “Healthy Living Community.” Thus, the final preferred development scenario embodies a land use mix and community spirit that expresses an Active Daily Activity, Multi-Generational Mix of age groups and land uses, and a Community-Oriented environment that is supported by a proposed new Civic building and community park. (See pages 61-67)



# INVENTORY MAPPING



## 2.0 DEMOGRAPHICS

- Population
- Median Age
- Race & Ethnicity
- Households
- Housing

## 2.1 HOUSING

- The majority of Land Use directly north and east of the site are single family detached homes.
- West of the site is the Bishop’s Glen Community (Retirement Housing Foundation RHF). This retirement community offers:
  - 1. Independent residential living
  - 2. Senior assisted living,
  - 3. Extended congregate living
  - 4. 60 - bed Health Care Center
- Northwest of the site is the Holly Forest Community (Sun Communities, Inc.) The retirement community offers home sites for lease or purchase with a wide range of amenities. The majority of homes are manufactured units.
- Senior Housing
- Healthcare Facilites

## 2.2 BUSINESS

- The majority of businesses are located along the commercial corridors of Ridgewood Ave. and N. Nova Rd.
- Holly Hill Plaza (N. Nova Rd. / LPGA Blvd.):
  - 1. Winn Dixie
  - 2. Woody’s BBQ Grill
  - 3. China Star Take Out Restaurant.
  - 4. Papa John’s Pizza

- Holly Hill Plaza ( N. Nova Rd. / Mason Ave.):
  - 1. Aldi
  - 2. Great China Restaurant
  - 3. CVS Pharmacy
- Wal-Mart Center & Pharmacy ( N. Nova Rd. / Flomich St.)
- Publix Super Market & Pharmacy ( Ridgewood Ave. / Calle Grande St.)

## 2.3 CIVIC

- Major government buildings are located near City Hall.
- Neighborhood churches are located at the intersection of Walker St. and Center Ave.
- Holly Hill Elementary School is located two blocks north of the site.
- The current parcel directly west of the site on Walker St. is currently zoned civic (institutional). The future Land Use Plan designates the site as medium density residential.

## 2.4 CITY - OWNED PARCELS

- According to the data source, the city owns 45 properties.
- The site is currently the largest available city owned parcel for development.
- A majority of city - owned parcels are designated parks.
- Large portions of these parks are used for retention ponds.

## 2.5 TRANSPORTATION SYSTEMS

### Existing Roadway Conditions

The operating conditions of a roadway are based on the Level Of Service (LOS) which, as outlined in the Transportation Research Board’s Highway Capacity Manual (HCM) 2010, is a letter grade which utilizes qualitative measures to describe a range of conditions on a roadway or intersection. Similar to the grading system utilized in the education system, LOS A represents the best conditions while LOS F equates to the worst conditions. Each municipality adopts LOS standards for roadways which indicate the threshold up to which point conditions are deemed acceptable or unacceptable. Based on the City of Holly Hill’s Comprehensive Plan, the adopted LOS for collector and principal arterial roadways is D while the adopted LOS for minor arterials is E.

For the purposes of evaluating the existing conditions of the roadways adjacent to the site, existing daily volumes (year 2011) were obtained from the Florida Department of Transportation and Volusia County, where available (see Table 3.5.1). These volumes were then compared against generalized service volumes as obtained from FDOT’s 2009 Quality/Level of Service Handbook and Volusia County to identify the existing operating LOS for each roadway. The comparison of the existing volume to the generalized service volume provides a volume-to-capacity ratio (v/c ratio) . The adopted LOS standard, the existing operating LOS and the existing v/c ratios are summarized in Table 3.5.1. As summarized in Table 3.5.1, all roadways currently have acceptable operating conditions as the existing daily volumes are below the generalized service volumes. In fact, the v/c ratios on these roadways are less than 0.60 with the exception of U.S. 1 from Mason Avenue to Hand Avenue which currently has a v/c ratio of 0.78. The PM peak-hour operating conditions of the LPGA Boulevard/ Center Street and LPGA Boulevard/U.S. 1 intersections were also analyzed using the Highway Capacity Software 2010 which utilizes analysis methodologies contained in the 2010 Highway Capacity Manual. Based on existing volumes, existing lane geometry, and

Roadway Segment	# of Lanes	Adopted LOS	Generalized Service Volume	Existing AADT	Year of Count	Existing V/C ratio	Existing Operating LOS	Existing Volume Exceeds Svc Vol?
Nova Road (SR 5A)								
South of LPGA Blvd	6	D	50,300	27,500	2011	0.55	C	no
North of LPGA Blvd	6	D	50,300	28,000	2011	0.56	C	no
US 1								
Between Mason Ave and Hand Ave	4	D	33,200	26,000	2011	0.78	D	no
Center Street								
South of LPGA Blvd	2	D	7,425	1,700	2011	0.23	B	no
LPGA Boulevard								
West of Nova Road	4	E	35,010	11,140	2011	0.32	B	no
Between Nova Rd and US 1	2	E	15,890	9,350	2011	0.59	C	no
8th Street								
Between Nova Rd and US 1	2	D	7,425	2,200	2011	0.30	B	no
Walker Street								
Between Nova Rd and US 1	2	D	7,425	1,500	2011	0.20	D	no
Flomich Street								
Between Nova Rd and US 1	2	D	7,425	4,300	2011	0.58	D	no
Riverside Drive								
South of LPGA Blvd	2	E	12,710	4,920	2011	0.39	B	no
North of LPGA Blvd	2	E	12,710	4,930	2011	0.39	B	no

Table 3.5.1 Daily Volumes

the existing signal timings, the LPGA Boulevard/Center Street intersection currently operates acceptably at LOS B in the PM peak hour. The LPGA Boulevard/U.S. 1 intersection also currently operates acceptably at LOS C during PM peak period conditions.

Sidewalks

Adjacent collector and arterial roadways were evaluated for sidewalk presence and connectivity. Sidewalks are provided on both sides of Nova Road and U.S. 1. Along LPGA Boulevard, sidewalks are provided on both sides west of Nova Road. Between Nova Road and U.S. 1, sidewalks are only provided on one side of LPGA Boulevard. However, there are two short sections where sidewalk does not exist; a 250-foot section immediately east of Nova Road and 60-foot section across the FEC railroad. For the east-west local collectors such as 8th Street, 10th Street, Walker Street, and Flomich Street, sidewalks are typically provided on one side of the road between Nova Road and Riverside Drive. On Center Street, south of LPGA Boulevard sidewalks are provided along the west side with some sections of sidewalk on the east side. North of LPGA Boulevard, Center Street has sidewalks only on the west side. Figure 2.5 shows the location of existing sidewalks in close proximity to the site.

Transit

Votran, a service of Volusia County Government, provides transit service within Holly Hill and Volusia County. Based on a review of Votran route information, there are currently two routes in close proximity to the site, Routes 3 and 5. Route 3 serves the U.S. 1 corridor extending from the Votran Transfer Plaza in Daytona Beach through Holly Hill into Ormond Beach. Route 5 extends from the Votran Transfer Plaza in Daytona Beach up to Holly Hill. The primary roads utilized by Route 5 are Beach Street, 13th Street, Center Street, and Nova Road (see Transportation Systems Inventory map). Also provided in the Transportation Systems Inventory map are the amenities provided at each of the stops. Based on current service information for routes 3 and 5, as summarized in Table 3.5.2, it can be seen that Route 3 operates 7 days a week with headways predominantly at

Route	Days of Operation	Service Span	Headways
3	Monday-Saturday	6:02 a.m. to 11:54 p.m.	60/120
	Sunday	7:05 a.m. to 6:48 p.m.	60
5	Monday-Friday	6:37 a.m. to 6:20 p.m.	60
	Saturday-Sunday	No Operation	-

Table 3.5.2 Summary of Service Information

60 minutes and a 120-minute headway for a few locations. Route 5 operates five days a week with 60-minute headways. Ridership, revenue, and cost information regarding these two routes, as obtained from Votran’s 2012-20121 Transit Development Plan, September 2011, is summarized in Table 3.5.3. Based on a comparison to the overall average for all of Votran’s fixed-routes, Route 3 has ridership higher than the Votran average, with a higher

Route	Total Passengers	Total Revenue	Total Cost	Passengers per Mile	Passengers per Hour
3	209,438	\$136,657	\$511,700	2.2	29.93
5	54,418	\$33,527	\$226,779	1.47	17.55
Total for all Fixed-Routes	3,255,080	\$2,157,938	\$12,392,885	1.3	19.54

\* Data obtained from Votran 2012-2021 Transit Development Plan, September 2011

Table 3.5.3 Summary of Cost & Revenue

number of passengers per mile (2.2) and passengers per hour (29.93) than the average of 1.3 and \$3.81, respectively. Ridership for Route 5 is slightly below the average for all Votran fixed-routes with an overall cost per passenger of \$4.17 that is higher than the average of \$3.81.

## 2.6 PARKS & RECREATION

- The most recent trail addition of Riverside Drive Bicycle/ Pedestrian Sidewalk connects the existing sidewalk South of Sunrise Park North to Riverside Park in the City of Ormond Beach.
- According to the Bicycle and Pedestrian Safety Review Study Implementation Report for Holly Hill Elementary School in March of 2007; two projects were recommended:
  1. The Canal Trail and sidewalk Connector: Provide a 12’ wide asphalt trail along the drainage right of way from Flomich Street to Walker Street, with a 5’ wide concrete sidewalk connection to the existing sidewalk on the north side of 15th Street.
  2. Alabama Avenue Trail: Construct a 12’ wide asphalt trail on county right of way along Calle Grande Street to the Alabama Avenue right of way. The proposed trail alignment continues west along the Alabama Avenue right of way to connect to the existing sidewalk on the south side of Center Street. The addition of a crossing guard at Calle Grande Street and Canal Trail should be reviewed if this project is constructed.

## 2.7 FLOODPLAINS & STORM SURGE

### Topography

Datum Note: Elevation data depicted in the surveys and FEMA maps analyzed for this study were based on the National Geodetic Vertical Datum of 1929 (NGVD 29), while the 1-foot contour data was expressed in the North American Vertical Datum of 1988 (NAVD 88). Myer Land Surveying, Inc. reports that in this area the appropriate conversion is as follows:

NGVD 29 – 1.165 ft. = NAVD 88

FEMA’s FIRM Number 12127C0356G indicates the site is within Zone X, areas determined to be outside the 500-year floodplain. Elevations on-site range from as low as 7.73 ft. to as high as 11.83 ft. (NGVD 29), but in general, the site is relatively flat. It is noted that survey information obtained prior to on-site demolition in 2011 depicted several smaller depressional areas on-site, some of which appear to have been filled during demolition, according to the more recent surveys and contour data.

### Data Sources

Several data sources were utilized in analyzing the existing infrastructure surrounding the subject property, generally including:

- 1-foot contours, as prepared in 2006-2007 by Woolpert, Inc. for the Volusia County Public Works Department using LiDAR (NAVD 88)
- Boundary, Tree, and Topographic Survey, as prepared 03/13/2013 by Myer Land Surveying, Inc. for the City of Holly Hill (NGVD 29)
- Boundary, Topographic Survey, Tree Location Per City of Holly Hill, Volusia County, Florida (Holly Hill Middle School), as prepared 07/18/2005 by Sliger & Associates, Inc. for the Volusia County School Board (NGVD 29)
- GIS data files for potable water, reclaimed water, sanitary sewer, and stormwater utilities, as provided by the City of Holly Hill
- Holly Hill Middle School Electrical Plan, as prepared 03/07/2012 by Dickens & Associates, Inc. for the City of Holly Hill
- Old School Property Water & Sewer Service plans, as prepared in May 2012 by Quentin L. Hampton Associates, Inc.
- Old School Property Water & Sewer Service As-Built Survey, as prepared 08/02/2012 by Layout Services, Inc. for the City of Holly Hill

- Flood Insurance Rate Map (FIRM) Number 12127C0356G, Effective Date April 15, 2002, as made available by the Federal Emergency Management Agency (FEMA) (NGVD 29)

## 2.8 SITE IMAGES

Current images depict the existing condition of the site as of February 2013

## 2.9 EXISTING BUILDINGS

The former 25-acre Holly Hill Middle School site has two buildings that remain, the Gymnasium and the Media Center. The Public Participation workshops conducted as part of this Development Feasibility Study highlighted a desire by many citizens to utilize these structures within any new development plan. The suggestions ranged from renovation of the buildings as a first phase effort to demolition of the structures (See: Building Community Consensus Section).

Because of the citizen interest in the buildings related to community history, additional community services that could be housed in the buildings, and the need for additional youth facilities, the Consultant Team architect conducted a review of the structural and environmental integrity of the buildings. The building analysis process included the following:

- Gymnasium and Media Center - Structural Reports (provided by City of Holly Hill)
- Media Center - Mold Spore Test (provided by City of Holly Hill)
- Interior Site Inspection and photographs in both buildings
- Exterior Site Inspection and photographs of both buildings

### Gymnasium Building Assessment

#### Overview

Constructed in 1969, a structural systems assessment



completed in September of 2011 concluded that from a structural standpoint the building can continue to perform as a recreational facility “...in the same manner for a number of years.” The report excluded any opinion on mechanical systems, exterior “curtain” walls and non-bearing stairs and railings.

It is also worth noting that this building contains no locker rooms, restroom facilities or air-conditioning. The report did indicate that the wood floor framing is generally in “good sound condition”.

Exterior

The exterior of the building looks a little worn, but with some brick re-pointing and refurbishing of the exterior surfaces, some of which have been painted, the building could be utilized. There is a need for some attention to the roofs, particularly the two small roof wings. However, if these issues were given maintenance attention, the building could remain in limited use for the near future.

Interior

The interior of the building is entirely serviceable as a “bare bones” gymnasium but the absence of locker rooms, showers, restrooms and air-conditioning would make for uncomfortable and limited use.

Media Center Assessment

Overview

Built in 1978, the 9,700 SF Media Center is the more substantial of the two remaining structures on the site. According to the 2011 structural report, the Media Center structural system “... appears to be in extremely good condition.” The report notes that the roof deck is “...in very good condition with no evidence of water filtration”. There are some minor cracks in the masonry that should be re-pointed but the structural report they do not represent any serious failures and suggests making those repairs and monitoring them going forward.

Exterior

The Media Center is the more handsome and visually attractive of the two remaining structures on the site. At first glance, based

on the exterior views, it appears that the building is in “move in” condition with only minor exterior visual upgrades.

Interior

The more pressing problem relative to the Media Center is the presence of mold and the resulting poor air quality. The existing furnishings and carpets will have to be removed, a few windows replaced, and probably a new HVAC system or repairs made to the current system, which may have been compromised by vandals taking away copper piping and other elements of value.

Otherwise it is a wide-open space capable of subdivision for a variety of uses (another reason to start from scratch with a new mechanical system). It has only a small restroom and for most new uses the building would have to be configured to accommodate more restrooms.



Existing Gymnasium on site

## 2.0 DEMOGRAPHICS

Holly Hill Center Av  
1200 Center Ave, Holly Hill, FL, 32117,  
Drive Time: 5, 10, 20 minutes

Prepared by B Dehlinger  
Latitude: 29.243370165  
Longitude: -81.05078019

	0 - 5 minutes	0 - 10 minutes	0 - 20 minutes
Population			
2000 Population	18,886	80,719	195,623
2010 Population	18,343	78,538	199,177
2012 Population	18,657	79,233	200,601
2017 Population	18,934	79,484	200,631
2000-2010 Annual Rate	-0.29%	-0.27%	0.18%
2010-2012 Annual Rate	0.76%	0.39%	0.32%
2012-2017 Annual Rate	0.30%	0.06%	0.00%
2012 Male Population	48.6%	49.0%	48.8%
2012 Female Population	51.4%	51.0%	51.2%
2012 Median Age	43.1	41.9	46.9
In the identified area, the current year population is 200,601. In 2010, the Census count in the area was 199,177. The rate of change since 2010 was 0.32% annually. The five-year projection for the population in the area is 200,631 representing a change of 0.00% annually from 2012 to 2017. Currently, the population is 48.8% male and 51.2% female.			
Median Age			
The median age in this area is 46.9, compared to U.S. median age of 37.3.			
Race and Ethnicity			
2012 White Alone	71.5%	63.6%	79.2%
2012 Black Alone	22.1%	29.8%	15.0%
2012 American Indian/Alaska Native Alone	0.5%	0.4%	0.3%
2012 Asian Alone	1.3%	2.0%	2.1%
2012 Pacific Islander Alone	0.0%	0.0%	0.0%
2012 Other Race	1.8%	1.8%	1.3%
2012 Two or More Races	2.9%	2.5%	2.0%
2012 Hispanic Origin (Any Race)	6.5%	6.3%	5.4%
Persons of Hispanic origin represent 5.4% of the population in the identified area compared to 16.9% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 41.7 in the identified area, compared to 61.4 for the U.S. as a whole.			
Households			
2000 Households	8,175	34,529	86,755
2010 Households	8,034	34,269	90,360
2012 Total Households	8,167	34,619	90,995
2017 Total Households	8,307	34,877	91,235
2000-2010 Annual Rate	-0.17%	-0.08%	0.41%
2010-2012 Annual Rate	0.73%	0.45%	0.31%
2012-2017 Annual Rate	0.34%	0.15%	0.05%
2012 Average Household Size	2.26	2.15	2.14

The household count in this area has changed from 90,360 in 2010 to 90,995 in the current year, a change of 0.31% annually. The five-year projection of households is 91,235, a change of 0.05% annually from the current year total. Average household size is currently 2.14, compared to 2.14 in the year 2010. The number of families in the current year is 49,916 in the specified area.

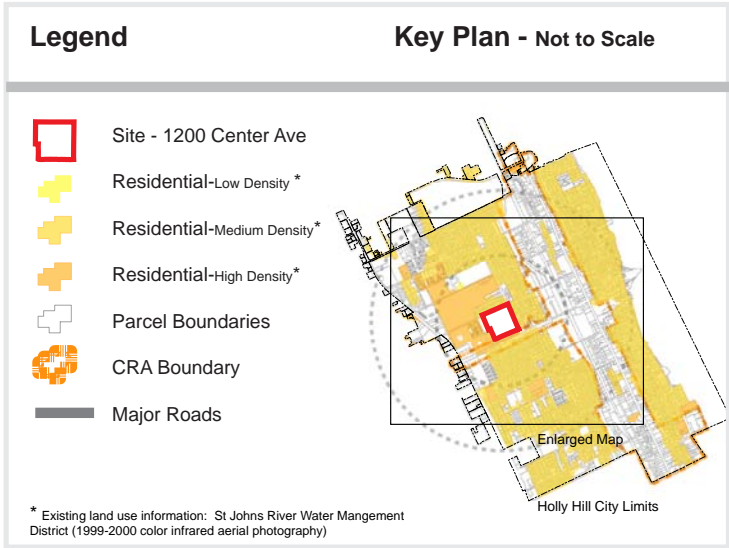
	0 - 5 minutes	0 - 10 minutes	0 - 20 minutes
Median Household Income			
2012 Median Household Income	\$28,800	\$29,234	\$37,273
2017 Median Household Income	\$33,906	\$34,876	\$43,775
2012-2017 Annual Rate	3.32%	3.59%	3.27%
Average Household Income			
2012 Average Household Income	\$38,264	\$41,766	\$52,427
2017 Average Household Income	\$43,294	\$47,219	\$59,009
2012-2017 Annual Rate	2.50%	2.48%	2.39%
Per Capita Income			
2012 Per Capita Income	\$17,272	\$20,341	\$24,784
2017 Per Capita Income	\$19,555	\$22,865	\$27,870
2012-2017 Annual Rate	2.51%	2.37%	2.37%
Households by Income			
Current median household income is \$37,273 in the area, compared to \$50,157 for all U.S. households. Median household income is projected to be \$43,775 in five years, compared to \$56,895 for all U.S. households			
Current average household income is \$52,427 in this area, compared to \$68,162 for all U.S households. Average household income is projected to be \$59,009 in five years, compared to \$77,137 for all U.S. households			
Current per capita income is \$24,784 in the area, compared to the U.S. per capita income of \$26,409. The per capita income is projected to be \$27,870 in five years, compared to \$29,882 for all U.S. households			
Housing			
2000 Total Housing Units	8,786	38,408	99,402
2000 Owner Occupied Housing Units	5,230	18,850	58,825
2000 Owner Occupied Housing Units	2,945	15,678	27,930
2000 Vacant Housing Units	611	3,880	12,647
2010 Total Housing Units	9,393	40,778	111,103
2010 Owner Occupied Housing Units	4,661	17,662	58,063
2010 Renter Occupied Housing Units	3,373	16,607	32,297
2010 Vacant Housing Units	1,359	6,509	20,743
2012 Total Housing Units	9,623	41,430	112,071
2012 Owner Occupied Housing Units	4,524	17,060	56,722
2012 Renter Occupied Housing Units	3,643	17,558	34,273
2012 Vacant Housing Units	1,456	6,811	21,076
2017 Total Housing Units	9,988	42,535	114,018
2017 Owner Occupied Housing Units	4,625	17,358	57,441
2017 Renter Occupied Housing Units	3,682	17,518	33,794
2017 Vacant Housing Units	1,681	7,658	22,783

Currently, 50.6% of the 112,071 housing units in the area are owner occupied; 30.6%, renter occupied; and 18.8% are vacant. Currently, in the U.S., 56.5% of the housing units in the area are owner occupied; 32.1% are renter occupied; and 11.4% are vacant. In 2010, there were 111,103 housing units in the area - 52.3% owner occupied, 29.1% renter occupied, and 18.7% vacant. The annual rate of change in housing units since 2010 is 0.39%. Median home value in the area is \$120,755, compared to a median home value of \$167,749 for the U.S.

**Data Note:** Income is expressed in current dollars  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.



# 2.1 HOUSING (CITY LIMITS)



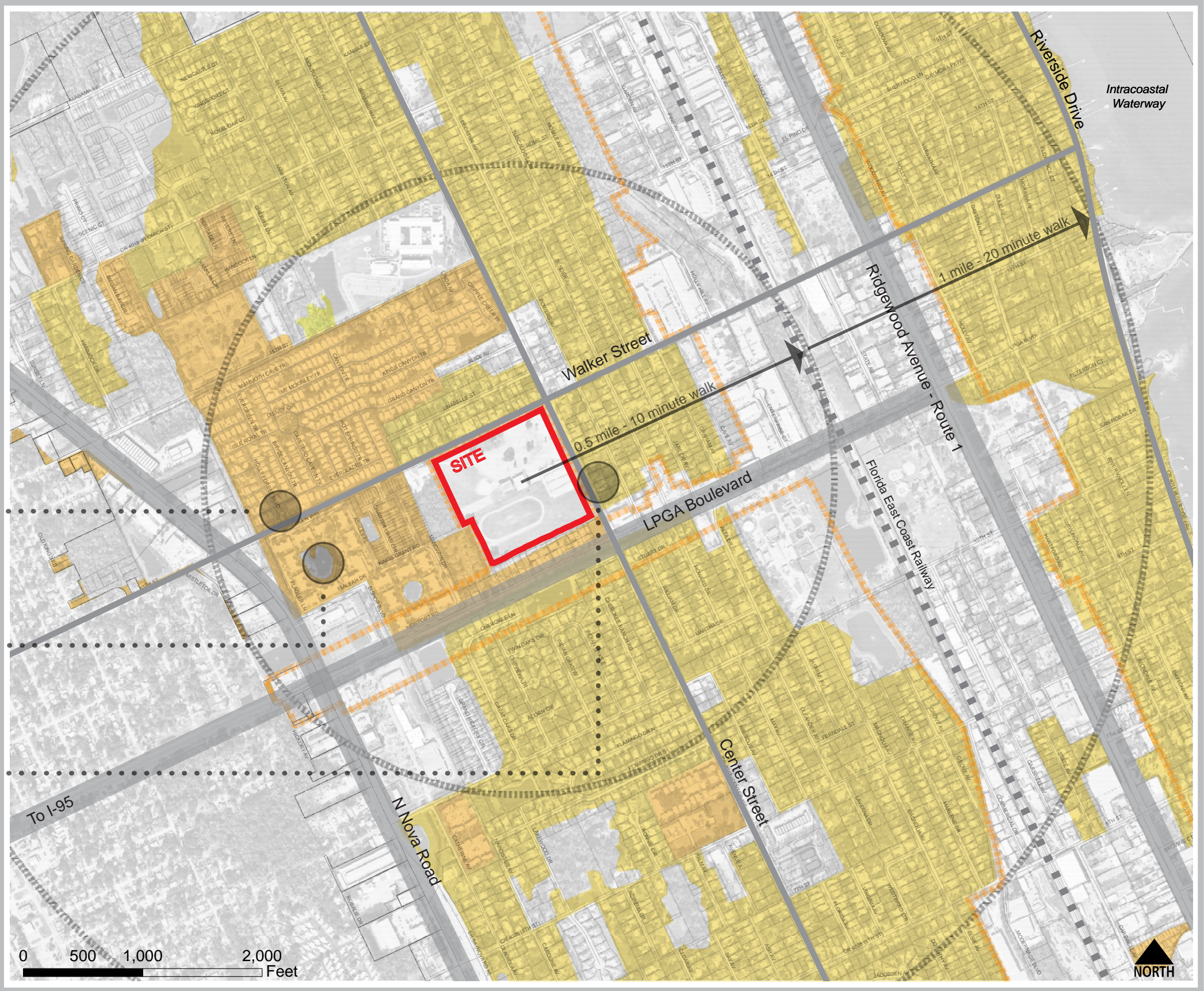
Mobile Home Community



2-Story Retirement Community



Single-Family Homes



Data Sources: Florida Dept of Transportation, 2012.  
Digital Orthophotography, imagery acquired 12/28/2011.  
Volusia County GIS shapefiles.  
Source for images below: Google Maps, Google Earth

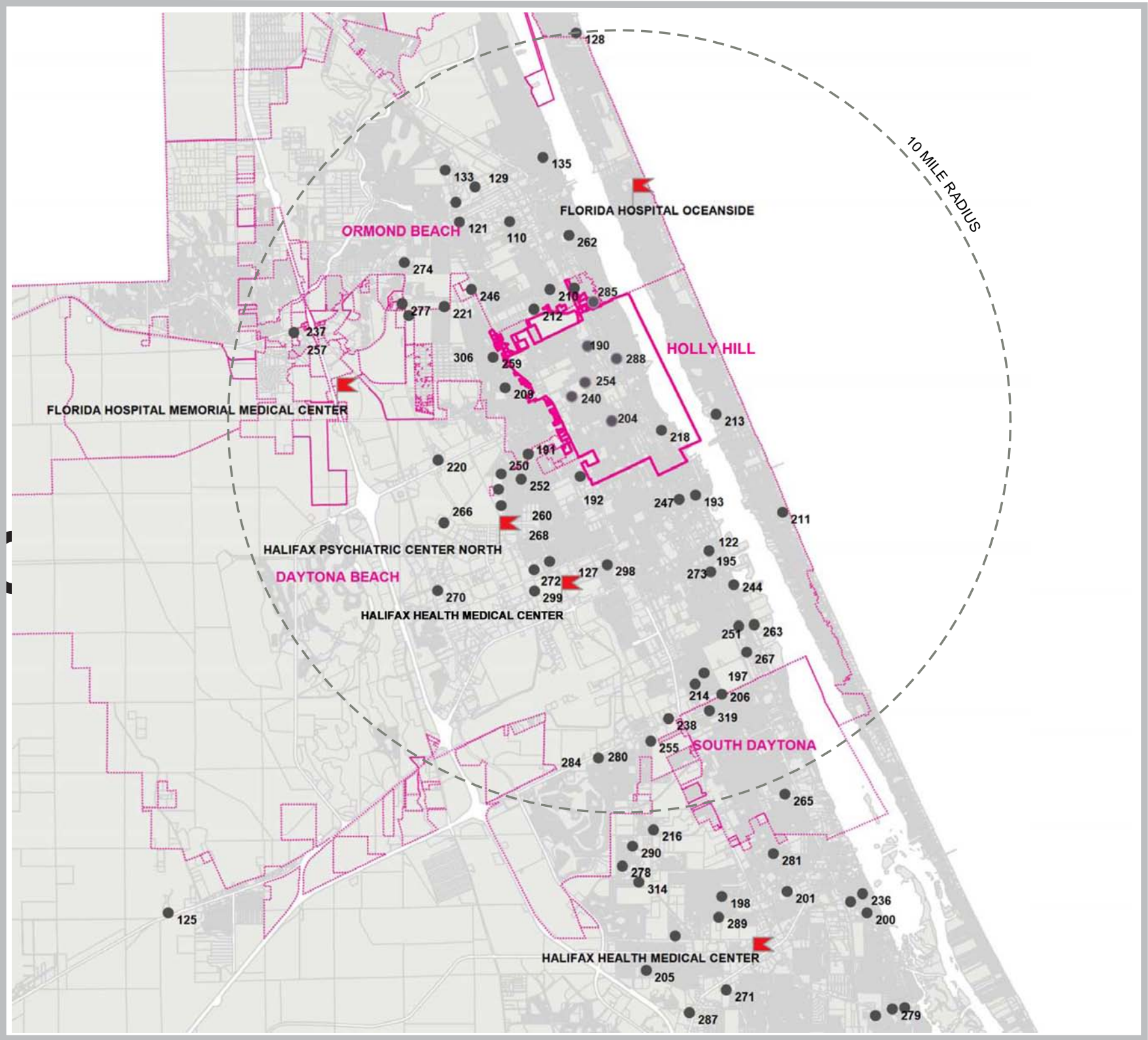


2.1 HOUSING ( REGIONAL SENIOR HOUSING& HEALTH CARE FACILITIES)

1200 Center Avenue Feasibility Study - Holly Hill, FL JUNE 2013 34

HEALTH CARE FACILITIES HOLLY HILL, ORMOND BEACH, DAYTONA BEACH, SOUTH DAYTONA, PORT ORANGE

#	NAME	ADDRESS	CITY	* TYPE	# OF BEDS
110	DOVICO LINDA	513 TOMOKA AVE	ORMOND BEACH	AFCH	4
331	PHEASANT PARADISE	799 PHEASANT RUN COURT	PORT ORANGE	ALF	6
112	KINSMAN RENAE SUE	604 ENGLISH OAKS DR	PORT ORANGE	AFCH	5
117	REDDIN CORREAN	725 PARQUE DR	ORMOND BEACH	AFCH	5
121	FLORIDA HOSPITAL HOSPIECARE	770 W GRANADA BLVD	ORMOND BEACH	HOSPICE	8
122	ODYSSEY HEALTHCARE	149 S RIDGEWOOD AVE	DAYTONA BEACH	HOSPICE	0
123	HALIFAX HEALTH HOSPICE OF VOLUSIA/FLAGLER	3800 WOODBRIAR TRL	PORT ORANGE	HOSPICE	51
125	SMA BEHAVIORAL HEALTH SERVICES	1150 RED JOHN RD	DAYTONA BEACH	RTF	12
127	ACT CORPORATION/ OCEANBREEZE GROUP HOME	356 ROTH ST	DAYTONA BEACH	RTF	12
128	HAMPTON MANOR OF ORMOND BEACH LLC	1050 OCEAN SHORE BLVD	ORMOND BEACH	ALF	68
129	COQUINA CENTER	170 N CENTER ST	ORMOND BEACH	NURSING HOME	120
130	AVANTE AT ORMOND BEACH INC	170 N OLD KINGS RD	ORMOND BEACH	NURSING HOME	133
132	SOUTHLAND SUITES OF ORMOND BEACH	550 WILMETTE AVE	ORMOND BEACH	ALF	70
133	GRAND VILLA OF ORMOND BEACH	535 N NOVA RD	ORMOND BEACH	ALF	96
134	VESC INC	550 MEMORIAL CIRCLE	ORMOND BEACH	ASC	1
135	ROSEWOOD AVENUE GROUP HOME	71 ROSEWOOD AVE	ORMOND BEACH	ICF	6
314	PORTSIDE CARE CENTER	3832 LONG GROVE LN	PORT ORANGE	ALF	6
237	TWILIGHT PEDIATRICS	1688 W GRANADA BLVD	ORMOND BEACH	URGENT CARE	0
238	MEMORIAL FAMILY CARE	1130 BEVILLE RD	DAYTONA BEACH	URGENT CARE	0
243	GOOD SAMARITAN SOCIETY-DAYTONA	338 S RIDGEWOOD AVE	DAYTONA BEACH	ILF	0
244	WINDSOR APARTMENTS	524 S BEACH ST	DAYTONA BEACH	ILF	0
246	PRINCE OF PEACE VILLAS	664 S NOVA RD	ORMOND BEACH	ILF	70
247	SERENITY HOUSE	547 HIGH ST	DAYTONA BEACH	RTF	20
249	OPEN ARMS ALF	401 ORANGE AVE	PORT ORANGE	ALF	14
250	LAKEWOOD RETIREMENT CENTER	1220 JIMMY ANN DR	DAYTONA BEACH	ALF	32
251	RASTELLE MANOR	934 S RIDGEWOOD AVE	DAYTONA BEACH	ALF	25
252	REBECCA MANOR RETIREMENT HOME	1501 6TH ST	DAYTONA BEACH	ALF	6
255	CARING HEARTS ASSISTED LIVING	1636 E SHANGRI LA DR	DAYTONA BEACH	ALF	6
256	INDIGO PALMS	570 NATIONAL HEALTHCARE DR	DAYTONA BEACH	ALF	60
257	CLARE BRIDGE OF ORMOND BEACH	240 INTERCHANGE BLVD	ORMOND BEACH	ALF	60
258	STERLING HOUSE OF PORT ORANGE	955 VILLAGE TRL	PORT ORANGE	ALF	6
259	SARAH HOUSE II (THE)	1724 VALENCIA AVE	ORMOND BEACH	ALF	60
260	WOORC HAVEN INC	1090 JIMMY ANN DR	DAYTONA BEACH	ALF	15
262	BRIDGEVIEW CENTER	350 S RIDGEWOOD AVE	ORMOND BEACH	NURSING HOME	139
277	PHYSICIANS AMBULATORY SURGERY CENTER INC	300 CLYDE MORRIS BLVD	ORMOND BEACH	ASC	2
278	BAYSIDE CARE CENTER INC.	3778 MAPLE GROVE CT	PORT ORANGE	ALF	6
279	MANILA HOME CARE INC.	5463 LANDIS AVE	PORT ORANGE	ALF	6
280	FOREST LAKE MANOR	252 FOREST LAKE BLVD	DAYTONA BEACH	ALF	75
281	QUINLEY INN	861 SUGAR HOUSE DR	PORT ORANGE	ALF	6
284	SUNRISE SURGICAL CENTER	110 YORKTOWNE DR	DAYTONA BEACH	ASC	2
286	FLORIDA MENTOR	1725 5TH ST	DAYTONA BEACH	ICF	24
287	EMERITUS AT PORT ORANGE	1675 DUNLAWTON AVE	PORT ORANGE	ALF	102
289	GRACE MANOR PORT ORANGE LLC	1321 HERBERT ST	PORT ORANGE	ALF	16
290	COQUINA COVE	3739 SUNRISE OAKS DR	PORT ORANGE	ALF	6
291	TWIN ACRES REST HOME - ALF	1155 BUTTERMILK LN	PORT ORANGE	ALF	11
295	GOOD SAMARITAN SOCIETY-DAYTONA	338 S RIDGEWOOD AVE	DAYTONA BEACH	ALF	37
296	PARADISE MANOR II	435 GREENLEAF SQ	PORT ORANGE	ALF	6
298	FREDERICK AVENUE GROUP HOME	325 N FREDERICK AVE	DAYTONA BEACH	ICF	6
299	TERRACE OF DAYTONA BEACH LLC	1704 HUNTINGTON VILLAGE CIRCLE	DAYTONA BEACH	ALF	60
300	SEASONS BY RIVIERA	515 TOMOKA AVE	ORMOND BEACH	ALF	40
301	ORMOND IN THE PINES	101 CLYDE MORRIS BLVD	ORMOND BEACH	ALF	95
306	SARAH HOUSE (THE)	1725 PALMER DR	ORMOND BEACH	ALF	6
308	TOMOKA SURGERY CENTER LLC	345 CLYDE MORRIS BLVD	ORMOND BEACH	ASC	0
191	HIGHLAND MANOR APARTMENTS	956 DERBYSHIRE RD	DAYTONA BEACH	ILF	63
192	DAYTONA BEACH ELDERLY HOUSING	1031 4TH ST	DAYTONA BEACH	ILF	88
193	CENTRAL MANOR APARTMENTS	136 FAIRVIEW AVE	DAYTONA BEACH	ILF	154
194	CASA SAN PABLO APARTMENTS	401 N RIDGEWOOD AVE	DAYTONA BEACH	ILF	64
195	LOUTTIT MANOR	229 S RIDGEWOOD AVE	DAYTONA BEACH	ILF	177
197	COMPASSION IN HEALTHCARE	700 BEVILLE RD	DAYTONA BEACH	ALF	28
198	COUNTRY MANOR AL & RETIREMENT HOME	1152 OLD HAMMOCK RD	PORT ORANGE	ALF	14
200	EPIPHANY HOUSING	4792 RIDGEWOOD AVE	PORT ORANGE	ILF	72
201	CANAL VIEW REST HOME	864 CANAL VIEW BLVD	PORT ORANGE	ALF	6
202	COUNTRYSIDE LAKES	941 VILLAGE TRL	PORT ORANGE	ALF	100
203	DOVE VILLAS I COOPERATIVE ASSOCIATION INC.	1150 JIMMY ANN DR	DAYTONA BEACH	ALF	15
205	FRAN'S ELDERLY CARE	1309 ALCORN RD	PORT ORANGE	ALF	6
212	EVERGREEN ALF	720 SANTA ANA AVE	ORMOND BEACH	ALF	8
213	ROYAL PALMS	834 NORTH HALIFAX DR	DAYTONA BEACH	ILF	9
214	TRINITY CARE CENTER ALF	1312 MARDRAKE RD	DAYTONA BEACH	ALF	6
215	SHADY OAKS REST HOME	1208 KENNEDY RD	DAYTONA BEACH	ALF	16
216	SURGERY CENTER OF VOLUSIA LLC	3635 CLYDE MORRIS BLVD	PORT ORANGE	ASC	3
217	HEALTH BOULEVARD SURGICAL CENTER LLC	549 HEALTH BLVD	DAYTONA BEACH	ASC	3
218	OASIS (THE)	425 DAYTONA AVE	DAYTONA BEACH	ALF	8
219	D'MANILA GARDEN INC.	316 MOSS AVE	PORT ORANGE	ALF	6
220	TWIN LAKES SURGERY CENTER	1890 LPG A BLVD	DAYTONA BEACH	ASC	5
221	GOLDEN ABBEY ORMOND BEACH	1410 HAND AVE	ORMOND BEACH	ALF	55
222	PORT ORANGE ENDOSCOPY & SURGERY CENTER INC	1185 DUNLAWTON AVE	PORT ORANGE	ASC	1
264	DAYTONA BEACH HEALTH AND REHABILITATION CENTER	1055 3RD ST	DAYTONA BEACH	NURSING HOME	180
265	OAKTREE HEALTHCARE	650 REED CANAL RD	SOUTH DAYTONA	NURSING HOME	65
318	ORANGE CITY SURGERY CENTER	975 TOMMY CENTER DR	ORANGE CITY	ASC	0
319	WILDMONE BETTY JEAN	806 CHICAGO AVE	SOUTH DAYTONA	AFCH	5
206	GOLDEN ABBEY ASSISTED LIVING	1420 GOLFVIEW DR	DAYTONA BEACH	ALF	6
208	HERALD'S RETIREMENT HOME	1249 SUWANEE RD	DAYTONA BEACH	ALF	6
209	KIST ALF	1516 CARMEN AVE	DAYTONA BEACH	ALF	6
210	KOZY KORNER ELDERLY CARE	601 ORCHARD AVE	ORMOND BEACH	ALF	11
211	OCEAN VIEW MANOR	624 S ATLANTIC AVE	DAYTONA BEACH	ALF	85
FACILITIES WITHIN HOLLY HILL CITY LIMITS					
240	CEDAR OAKS APARTMENTS	668 LPG A BLVD	HOLLY HILL	ILF	44
254	SAVANNAH PLACE CARE CENTER	1230 POWERS AVE	HOLLY HILL	ALF	8
261	BISHOPS GLEN RETIREMENT CENTER	900 LPG A BLVD	HOLLY HILL	NURSING HOME	450
285	RIVIERA ASSISTED LIVING RESIDENCES	1825 RIDGEWOOD AVE	HOLLY HILL	ALF	80
288	SR'S ARE US	1321 RIDGEWOOD AVE	HOLLY HILL	ADC	55
292	BISHOP'S GLEN	900 LPG A BLVD	HOLLY HILL	ALF	450
190	GARDEN MANOR	1562 GARDEN AVE	HOLLY HILL	ALF	28
204	ELDERLY LIVING CENTER OF HOLLY HILL INC.	810 OLEANDER AVE	HOLLY HILL	ALF	15
*TYPE: ILF-Independant Living Facility ADC-Adult Day Care AFCH-Adult Family Care Home					
ALF-Assisted Living Facility ASC-Adult Surgery Center RTF-Residential Treatment Facility					



Sources: Emergency Management December 2006; The Florida Agency for Health Care Administration (AHCA) http://facilitylocator.floridahealthstat.com/ ; The Volusia County Property Appraisal database- Department of Revenue codes; The FL Department of Health Group Care Database at http://www.doh.state.fl.us/environment/programs/ehgis/EhGisDownload.htm ; and the Florida Department of Health Care (FDHC) Website: http://www.fdhc.state.fl.us/MCHCA/ccc/ Term\_Care/FDAUReports.shtml were all referenced for

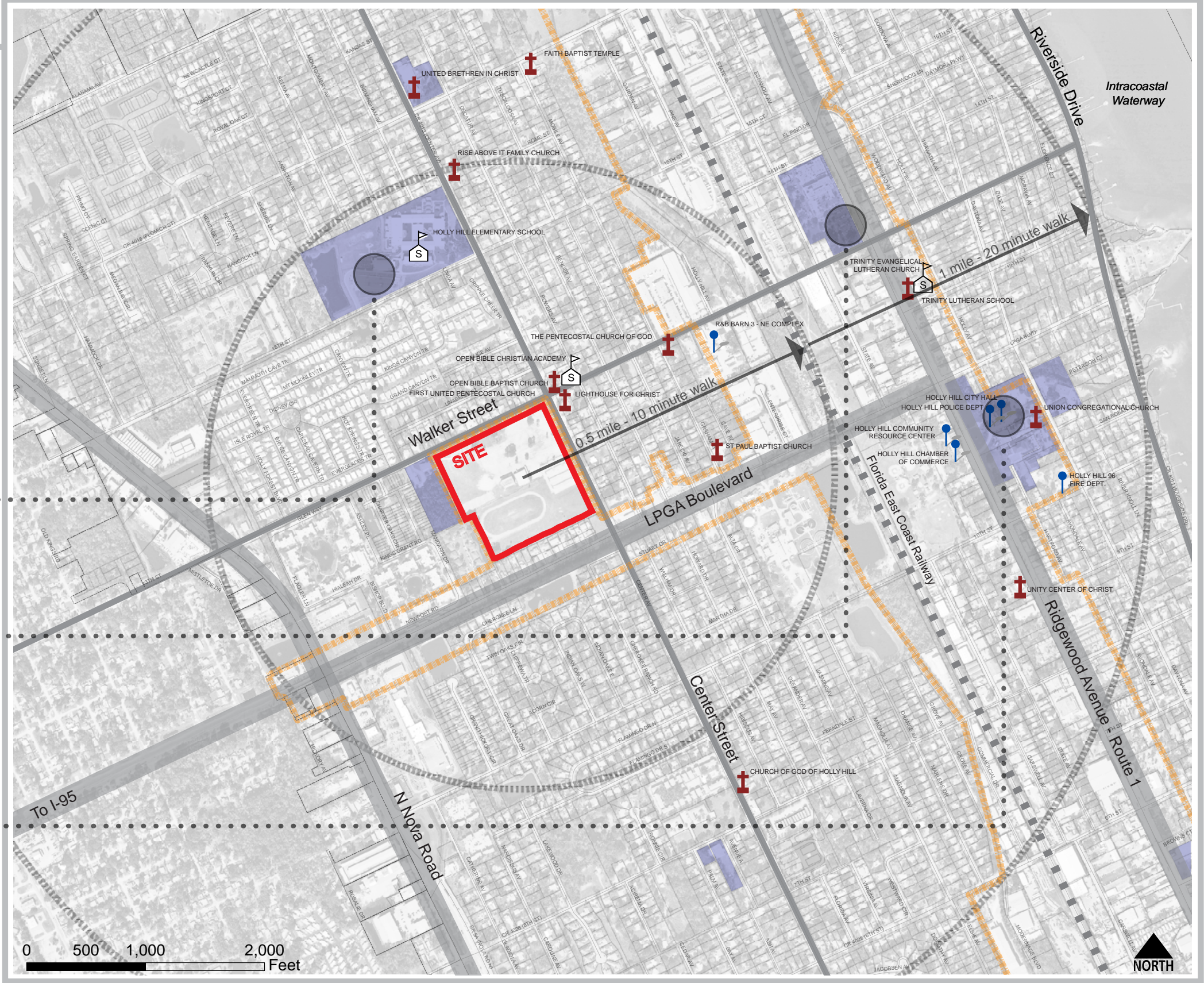
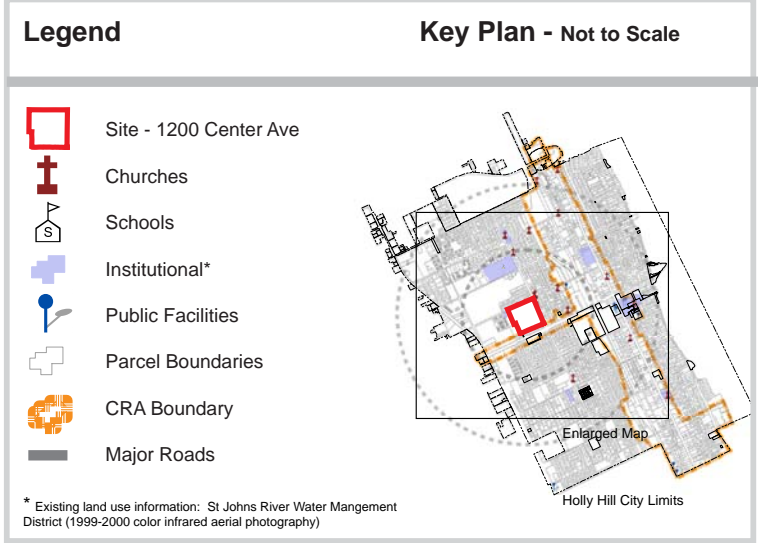


2.2 BUSINESS





2.3 CIVIC



Holly Hill Elementary School



Florida Health Care Plans



Holly Hill Municipal Building

Data Sources: Florida Dept of Transportation, 2012.  
Digital Orthophotography, imagery acquired 12/28/2011.  
Volusia County GIS shapefiles.  
Source for images below: Google Maps, Google Earth



2.4 CITY - OWNED PARCELS

Legend

Site - 1200 Center Ave

Parcel Boundaries

City-Owned Parcels \*

CRA Boundary

Enlarged Map

Holly Hill City Limits

\* Polygons showing property ownership created from the "master" subdivision base map for Volusia County. Multiple lots and parcels owned by one person are merged to show entire parcel owned.

Key Plan - Not to Scale

City-Owned Parcel Addresses

1 - 1200 CENTER ST HOLLY HILL 32117

23 - RIVERSIDE DR HOLLY HILL 32117

2 - 11th ST HOLLY HILL 32117

24 - 10TH ST HOLLY HILL 32117

3 - LPG4 BLVD HOLLY HILL 32117

25 - CENTER ST HOLLY HILL 32117 (HRS)

4 - LPG4 BLVD HOLLY HILL 32117

26 - CENTER ST HOLLY HILL 32117 (HRS)

5 - 1032 CHEROKEE RANCH RD HOLLY HILL 32117

27 - CENTER ST HOLLY HILL 32117 (HRS)

6 - JARECKI AVE HOLLY HILL 32117

28 - CENTER ST HOLLY HILL 32117 (HRS)

7 - ALTA DR HOLLY HILL 32117 (HM)

29 - CENTER ST HOLLY HILL 32117 (HRS)

8 - ALTA DR HOLLY HILL 32117 (HM)

30 - CENTER ST HOLLY HILL 32117 (HRS)

9 - LPG4 BLVD HOLLY HILL 32117

31 - CENTER ST HOLLY HILL 32117 (HRS)

10 - LPG4 BLVD HOLLY HILL 32117

32 - CENTER ST HOLLY HILL 32117 (HRS)

11 - 424 10TH ST HOLLY HILL 32117

33 - CENTER ST HOLLY HILL 32117 (HRS)

12 - 10th ST HOLLY HILL 32117

34 - CENTER ST HOLLY HILL 32117 (HRS)

13 - 1066 RIDGEWOOD AV HOLLY HILL 32117

35 - CENTER ST HOLLY HILL 32117 (HRS)

14 - RIDGEWOOD AV HOLLY HILL 32117

36 - CENTER ST HOLLY HILL 32117 (HRS)

15 - 1065 RIDGEWOOD AV HOLLY HILL 32117

37 - CENTER ST HOLLY HILL 32117

16 - 1020 DAYTONA AV HOLLY HILL 32117

38 - 1125 RIVERSIDE DR HOLLY HILL 32117

17 - 1020 DAYTONA AV HOLLY HILL 32117

39 - 1135 RIVERSIDE DR HOLLY HILL 32117

18 - 1046 DAYTONA AV HOLLY HILL 32117

40 - RIVERSIDE DR HOLLY HILL 32117

19 - 1044 DAYTONA AV HOLLY HILL 32117

41 - RIVERSIDE DR HOLLY HILL 32117

20 - 1024 DAYTONA AV HOLLY HILL 32117

42 - ALABAMA AVE HOLLY HILL 32117

21 - 1065 DAYTONA AVE HOLLY HILL 32117

43 - 14th ST HOLLY HILL 32117

22 - RIVERSIDE DR HOLLY HILL 32117

44 - RIVERSIDE DR HOLLY HILL 32117

45 - 1343 RIVERSIDE DR HOLLY HILL 32117

NOTE:

HM - HOLLY MANOR

HRS - HOLLY RIDGE SUB

ALTERNATE KEY IS LABELED ON THE MAP

Data Sources: Florida Dept of Transportation, 2012.

Digital Orthophotography, imagery acquired 12/28/2011.

Volusia County GIS shapefiles.

Source for images below: Google Maps, Google Earth

37

1200 Center Avenue Feasibility Study - Holly Hill, FL JUNE 2013



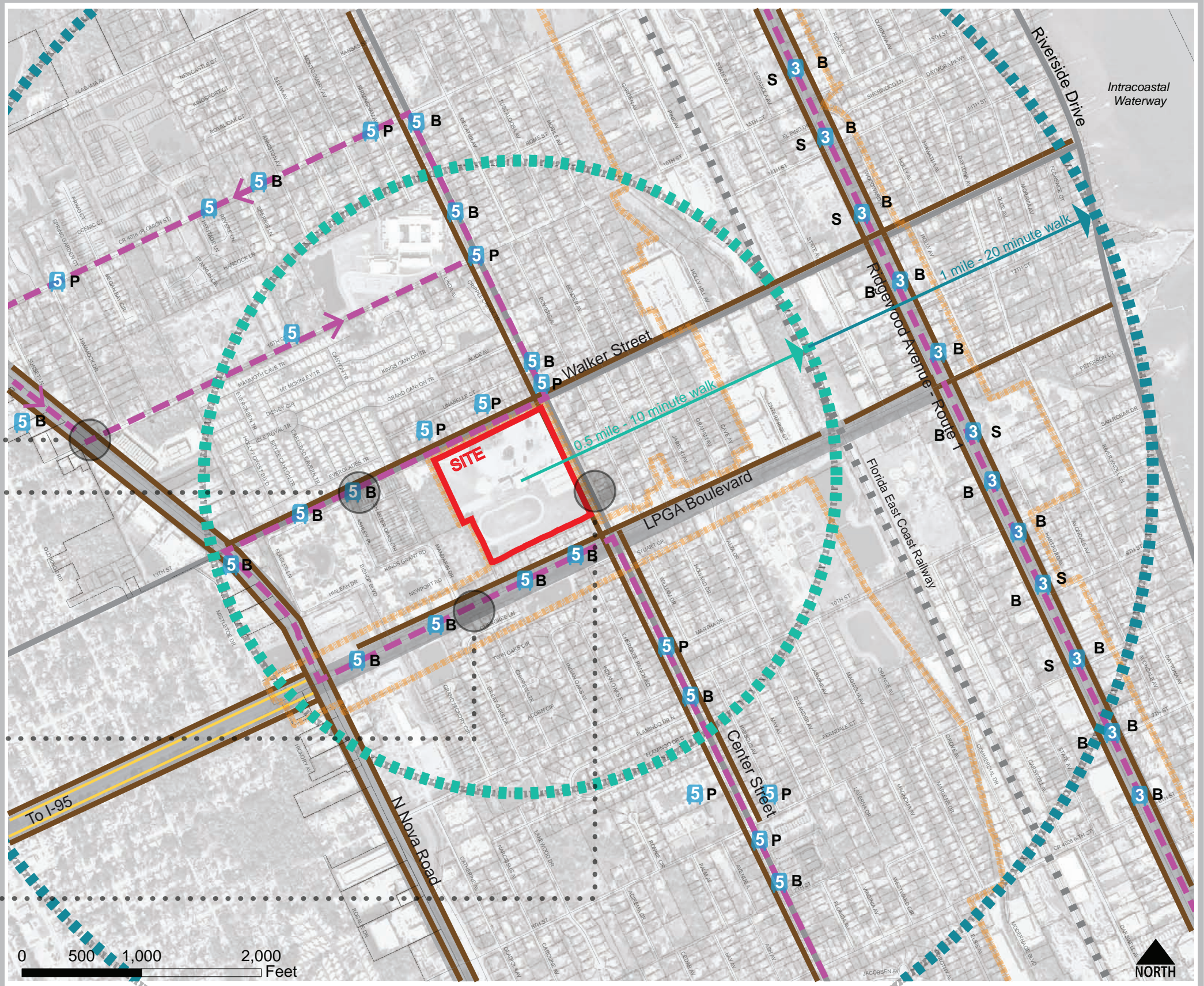
# 2.5 TRANSPORTATION SYSTEMS

**Legend**

- Site - 1200 Center Avenue
- 1 Mile - 20 minute walk
- .5 Mile - 10 minute walk
- Sidewalks (Major Rd.)
- Dedicated Bike Lanes
- Volusia County Transit Bus Routes (3, 5)
- Bus Stops:  
P-Post B - Bench S - Shelter
- Major Roads
- Florida East Coast Railway
- CRA Boundary

**Key Plan - Not to Scale**

Enlarged Map  
Holly Hill City Limits



Intersection of N Nova Rd and 15th St



#5 Bus Stop  
13th Street at Charter Oaks



LPGA Boulevard  
South of Site



Center Street  
East of Site

Data Sources: Florida Dept of Transportation, 2012.  
Digital Orthophotography, imagery acquired 12/28/2011.  
Volusia County GIS shapefiles.



# 2.6 PARKS & RECREATION (CITY LIMITS)



Data Sources: Florida Dept of Transportation, 2012.  
Digital Orthophotography, imagery acquired 12/28/2011.  
Volusia County GIS shapefiles.



2.6 PARKS & RECREATION (REGIONAL)

CITY OWNED PARKS & RECREATION

HOLLY HILL, ORMOND BEACH, DAYTONA BEACH, SOUTH DAYTONA, PORT ORANGE

#	NAME	ADDRESS	CITY	* TYPE
144	SCHNEBL RECREATION CENTER-GARGUILO GYM	N ATLANTIC AV	DAYTONA BEACH	CITY PARK
146	FORTUNATO PARK	JOHN ANDERSON DR	ORMOND BEACH	CITY PARK
147	GAMBLE HOUSE	TAYLOR RD	PORT ORANGE	CITY PARK
150	GRANADA FISHING PIER	BEACH ST & GRANADA BLVD	ORMOND BEACH	CITY PARK
152	HALIFAX ROWING CLUB	E ORANGE AV	DAYTONA BEACH	CITY PARK
153	HAAS PARK	W GRANADA BLVD	ORMOND BEACH	CITY PARK
155	FLORIDA TENNIS CENTER	DEUCE CT	DAYTONA BEACH	CITY PARK
158	HALIFAX HARBOR MARINA & PARK	BASIN ST	DAYTONA BEACH	CITY PARK
161	HENRY LEE PARK	BELLEVUE AV	DAYTONA BEACH	CITY PARK
164	HUGUENOT PARK	N BEACH ST	ORMOND BEACH	CITY PARK
165	INDIAN MOUND	S BEACH ST	ORMOND BEACH	CITY PARK
168	JAMES PARK	JAMES ST	SOUTH DAYTONA	CITY PARK
170	JACKIE ROBINSON BALL PARK	E ORANGE AV	DAYTONA BEACH	CITY PARK
172	JOSIE QUEEN JAMES TOT LOT	MODEL ST	DAYTONA BEACH	CITY PARK
174	JOE HARRIS PARK	PEARL ST	DAYTONA BEACH	CITY PARK
177	LEISURE SERVICES ADMINISTRATION BUILDING	E ORANGE AV	DAYTONA BEACH	CITY PARK
178	LENOX PLAYGROUND	S GRANDVIEW AV	DAYTONA BEACH	CITY PARK
181	HOSPITAL GARDENS	N OLD KINGS RD	ORMOND BEACH	CITY PARK
182	WALDO O BERRY HERITAGE PARK	CENTRAL AV	ORMOND BEACH	CITY PARK
183	SANCHEZ PARK	SANCHEZ AV	ORMOND BEACH	CITY PARK
184	MAGNOLIA PARK	MAGNOLIA AV	SOUTH DAYTONA	CITY PARK
186	MANATEE ISLAND	N BEACH ST	DAYTONA BEACH	CITY PARK
192	WHITE PLACE PARK	WHITE PLACE	PORT ORANGE	CITY PARK
199	MEMORIAL PARK	JACKSON ST	PORT ORANGE	CITY PARK
201	MILTON W PEPER PARK	BAYBERRY CT	ORMOND BEACH	CITY PARK
204	NED WAGNER PARK	DAK LEA DR	SOUTH DAYTONA	CITY PARK
207	SUNNYLAND PLAYGROUND	WASHINGTON AV	DAYTONA BEACH	CITY PARK
208	PIGGOTTE COMMUNITY PARK	BIG TREE RD	SOUTH DAYTONA	CITY PARK
209	PINE LAKE MINI PARK	SPRINGWOOD DR	DAYTONA BEACH	CITY PARK
210	PORT ORANGE CAUSEWAY PARK	DUNLAWTON AV	PORT ORANGE	CITY PARK
211	TED PORTER PARK	JOHN ANDERSON DR	ORMOND BEACH	CITY PARK
219	CASSEN PARK	S BEACH ST	ORMOND BEACH	CITY PARK
222	ADULT ACTIVITY CENTER	RIDGEWOOD AV	PORT ORANGE	CITY PARK
225	THUNDERBIRD MINI PARK	THUNDERBIRD DR	DAYTONA BEACH	CITY PARK
227	NOVA COMMUNITY PARK	N NOVA RD	ORMOND BEACH	CITY PARK
228	OCEANFRONT BANDSHELL & PARK	ORA ST	DAYTONA BEACH	CITY PARK
230	ORMOND BEACH BOATRAMP	NEPTUNE & JOHN ANDERSON DR	ORMOND BEACH	CITY PARK
233	LIVE OAK PLAYGROUND	LIVE OAK ST	DAYTONA BEACH	CITY PARK
235	THE CASEMENTS	RIVERSIDE DR	ORMOND BEACH	CITY PARK
236	ORMOND BEACH TENNIS CENTER	E GRANADA BLVD	ORMOND BEACH	CITY PARK
237	ROCKERFELLER GARDENS	RIVERSIDE DR	ORMOND BEACH	CITY PARK
238	ORMOND MEMORIAL GARDENS	E GRANADA BLVD	ORMOND BEACH	CITY PARK
239	ORMOND MEMORIAL ART CENTER	E GRANADA BLVD	ORMOND BEACH	CITY PARK
241	ORMOND BEACH SPORTS COMPLEX	HULL RD	ORMOND BEACH	CITY PARK
242	ORMOND PARKWAY	RIVERSIDE DR	ORMOND BEACH	CITY PARK
243	CYPRESS STREET REC HALL, PARK & POOL	GEORGE ENGRAM BLVD	DAYTONA BEACH	CITY PARK
246	REED CANAL PARK	REED CANAL DR	SOUTH DAYTONA	CITY PARK
248	PENINSULA CLUB	S PENINSULA DR	DAYTONA BEACH	CITY PARK
249	ORMOND BEACH PERFORMING ARTS CENTER	N US 1	ORMOND BEACH	CITY PARK
255	PLAZA GRANDE	S BEACH ST	ORMOND BEACH	CITY PARK
260	SANTA LUCIA BENCH PARK	OAK FOREST DR	ORMOND BEACH	CITY PARK
262	SENIOR CENTER	ANDREWS ST	ORMOND BEACH	CITY PARK
265	SHANGRI-LA MINI PARK	W PARADISE LN	DAYTONA BEACH	CITY PARK
268	SOUTH ORMOND NEIGHBORHOOD CENTER	DIVISION AV	ORMOND BEACH	CITY PARK
269	SOUTHWINDS SOCCER COMPLEX	RICHEL RD	PORT ORANGE	CITY PARK
271	SPRUCE CREEK RECREATION FACILITY	SPRUCE CREEK RD	PORT ORANGE	CITY PARK
272	SUBURBIA PARK	HEINEMAN ST	DAYTONA BEACH	CITY PARK
276	CITY ISLAND TENNIS CENTER	E ORANGE AV	DAYTONA BEACH	CITY PARK
285	VADNER	SEMINOLE AV	ORMOND BEACH	CITY PARK
291	RIVIERA PARK	S BEACH ST	ORMOND BEACH	CITY PARK
292	CITY ISLAND TEEN CENTER	E ORANGE AV	DAYTONA BEACH	CITY PARK
293	WILLOW RUN PARK	SCHOOL HOUSE DR	PORT ORANGE	CITY PARK
295	WOODMERE PARK	N RIDGEWOOD AV	ORMOND BEACH	CITY PARK
303	CAMPBELL AQUATICS CENTER	SCHOOL ST	DAYTONA BEACH	CITY PARK
304	DICKERSON COMMUNITY CENTER	S MLK JR BLVD	DAYTONA BEACH	COMMUNITY CENTER
305	CENTRAL PARK	MAGNOLIA AV	SOUTH DAYTONA	CITY PARK
316	CENTRAL PARK II	HAMMOCK LN	ORMOND BEACH	CITY PARK
319	MELODIE PARK	ORIOLE LN	SOUTH DAYTONA	CITY PARK
323	RIVERFRONT PARK	S PALMETTO AV	SOUTH DAYTONA	CITY PARK
324	RIVERFRONT PARK	S BEACH ST	DAYTONA BEACH	CITY PARK
309	PEABODY AUDITORIUM	AUDITORIUM BLVD	DAYTONA BEACH	CITY PARK
311	PORT ORANGE YMCA	CITY CENTER PKWY	PORT ORANGE	CITY PARK
314	BETHUNE POINT PARK	E BELLEVUE AV	DAYTONA BEACH	CITY PARK
315	CENTRAL PARK I	FLEMING AV	ORMOND BEACH	CITY PARK
325	RIVERSIDE PAVILION PARK	S RIDGEWOOD AV	PORT ORANGE	CITY PARK
326	SKATE PARK	CITY CENTER CIR	PORT ORANGE	CITY PARK
327	PORT ORANGE GYMNASIUM	CITY CENTER CIR	PORT ORANGE	CITY PARK
328	LAKE SIDE COMMUNITY CENTER	CITY CENTER CIR	PORT ORANGE	COMMUNITY CENTER
330	JAMES HUGER PARK	S MLK JR BLVD	DAYTONA BEACH	CITY PARK
331	KENNETH W PARKER PERFORMING ARTS CENTER	CITY CENTER CIR	PORT ORANGE	CITY PARK

PARKS WITHIN HOLLY HILL CITY LIMITS

96	WAITE PARK	RIVERSIDE DR	HOLLY HILL	CITY PARK
109	CENTENNIAL PARK	408 10TH ST	HOLLY HILL	CITY PARK
129	GROVE ST POND	GROVE ST	HOLLY HILL	CITY PARK
162	HH BOYS & GIRLS CLUB	1025 HARTFORD AV	HOLLY HILL	CITY PARK
163	HOLLYLAND PARK	1082 RIDGEWOOD AV	HOLLY HILL	CITY PARK
169	IVANKHOE PARK	15TH ST & RIDGEWOOD AV	HOLLY HILL	CITY PARK
175	HOLLY HILL RECREATION CENTER	1046 DAYTONA AV	HOLLY HILL	CITY PARK
193	SICA HALL COMMUNITY CENTER	1065 DAYTONA AV	HOLLY HILL	CITY PARK
221	ROSS POINT PARK	611 RIVERSIDE DR	HOLLY HILL	CITY PARK
240	RIVIERA OAKS PARK	980 ALABAMA AV	HOLLY HILL	CITY PARK
266	SHIRLEY HEYMAN PARK	115 1ST ST	HOLLY HILL	CITY PARK
274	SUNRISE PARK NORTH	1135 RIVERSIDE DR	HOLLY HILL	CITY PARK
275	SUNRISE PARK SOUTH	1125 RIVERSIDE DR	HOLLY HILL	CITY PARK
296	GROVE STREET PARK	GROVE ST	HOLLY HILL	CITY PARK
297	MULTI-PURPOSE FIELD	424 10TH ST	HOLLY HILL	CITY PARK

NOTE: Only a portion of the listed Facilities are visually located on the Map

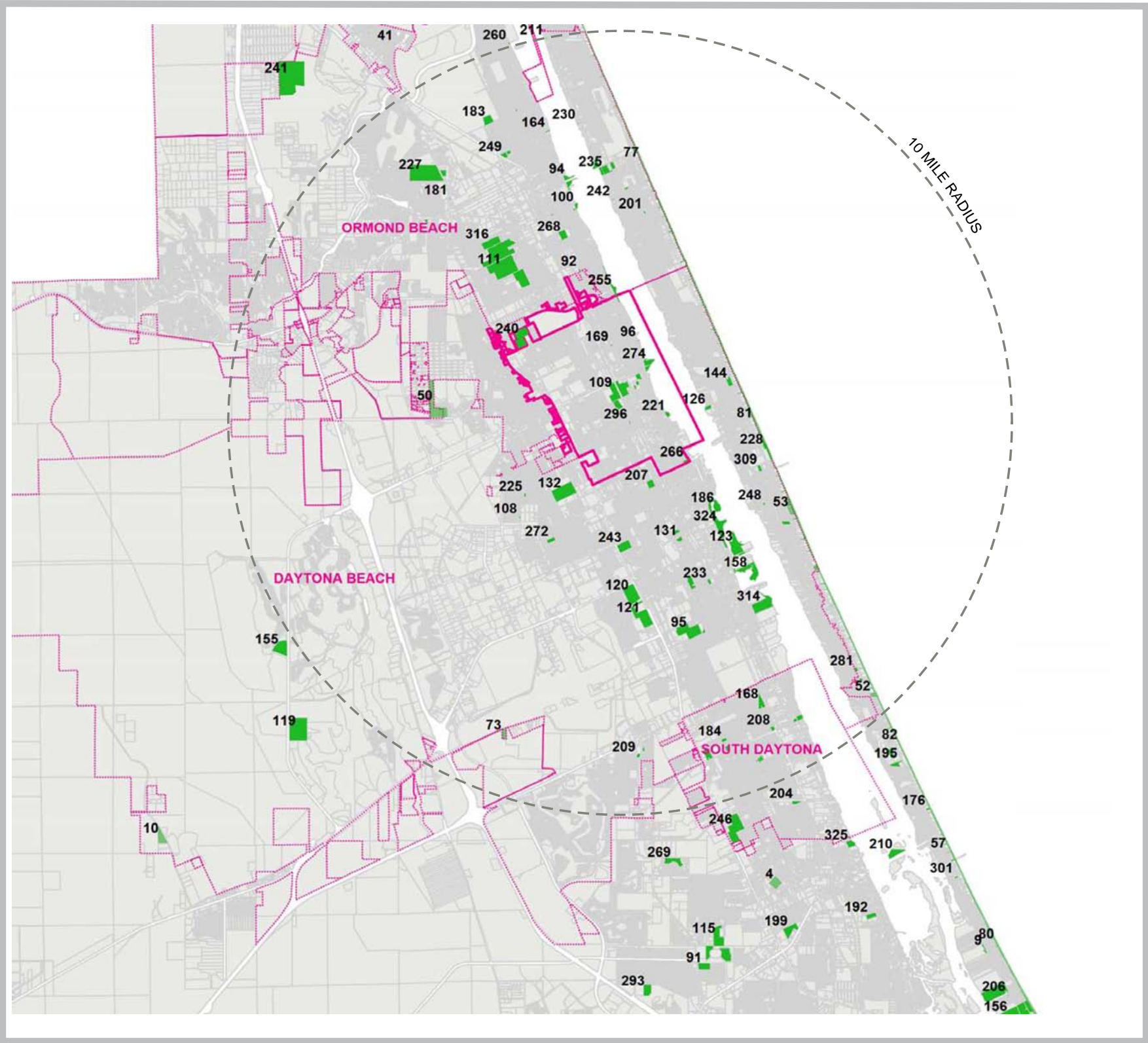
COUNTY OWNED PARKS & RECREATION

HOLLY HILL, ORMOND BEACH, DAYTONA BEACH, SOUTH DAYTONA, PORT ORANGE

#	NAME	ADDRESS	CITY	TYPE
1	SAN JOSE FISHING DOCK	2591 JOHN ANDERSON DR	ORMOND BEACH	Fishing Dock/Pier
4	SUGAR MILL GARDENS	950 OLD SUGAR MILL RD	PORT ORANGE	Heritage/Historical Park
6	TOM RENICK PARK	1565 OCEAN SHORE BLVD	ORMOND BY THE SEA	Coastal Park
7	WINTERHAVEN PARK	4589 S ATLANTIC AV	PONCE INLET	Coastal Park
10	ROBERT STRICKLAND SHOOTING RANGE	1180 INDIAN LAKE RD	DAYTONA BEACH	Recreation
16	BRIGGS DRIVE FISHING DOCK	2500 JOHN ANDERSON DR	ORMOND BEACH	Fishing Dock/Pier
20	RIV-OCEAN DRIVE FISHING DOCK	0 JOHN ANDERSON DR	ORMOND BEACH	Fishing Dock/Pier
24	HIGHBRIDGE PARK	39 HIGHBRIDGE RD	ORMOND BEACH	Boat Ramp
32	BICENTENNIAL PARK	1850 OCEAN SHORE BLVD	ORMOND BEACH	Multipurpose
33	SEABRIDGE RIVERFRONT PARK	3570 JOHN ANDERSON DR	ORMOND BEACH	Fishing Dock/Pier
34	SPRUCE CREEK PARK	6250 RIDGEWOOD AV	PORT ORANGE	Eco/Nature Park
41	TOMOKA BOAT RAMP	397 PALM AV	ORMOND BEACH	Boat Ramp
49	ORMOND TOMB PARK	3268 OLD DIXIE HWY	ORMOND BEACH	Heritage/Historical Park
50	ROBERT STRICKLAND PARK	1670 STRICKLAND RANGE RD	DAYTONA BEACH	Sports Park
51	ROBERTA DRIVE FISHING DOCK	199 ROBERTA DR	ORMOND BEACH	Fishing Dock/Pier
52	FRANK RENDON PARK	2705 S ATLANTIC AV	DAYTONA BEACH SHORES	Coastal Park
53	SUN SPLASH PARK	611 S ATLANTIC AV	DAYTONA BEACH	Coastal Park
56	LIGHTHOUSE POINT PARK	5000 S ATLANTIC AV	PONCE INLET	Coastal Park
57	DAHLIA PARK	3625 S ATLANTIC AV	DAYTONA BEACH SHORES	Coastal Park
58	AL WEEKS SR NORTH SHORE PARK	1631 OCEAN SHORE BLVD	ORMOND BEACH	Coastal Park
66	SLEEPY HOLLOW	0 RIDGEWOOD AV	PORT ORANGE	Empty Lot
73	AIRPORT MAINTENANCE OFFICE	2547 BELLEVUE AV	DAYTONA BEACH	Office
77	ORMOND BEACH		ORMOND BEACH	Coastal Beach
78	PONCE INLET		PONCE INLET	Coastal Beach
81	DAYTONA BEACH		DAYTONA BEACH	Coastal Beach
82	DAYTONA BEACH SHORES	1755 MARTINS DAIRY RD	DAYTONA BEACH SHORES	Coastal Beach
86	DORIS LEEPER/KAYE PROPERTY		PORT ORANGE	Empty Lot

NOTE: Only a portion of the listed Parks are visually located on the Map

2.6 PARKS & RECREATION (REGIONAL)



LOCATION CITY LIMITS

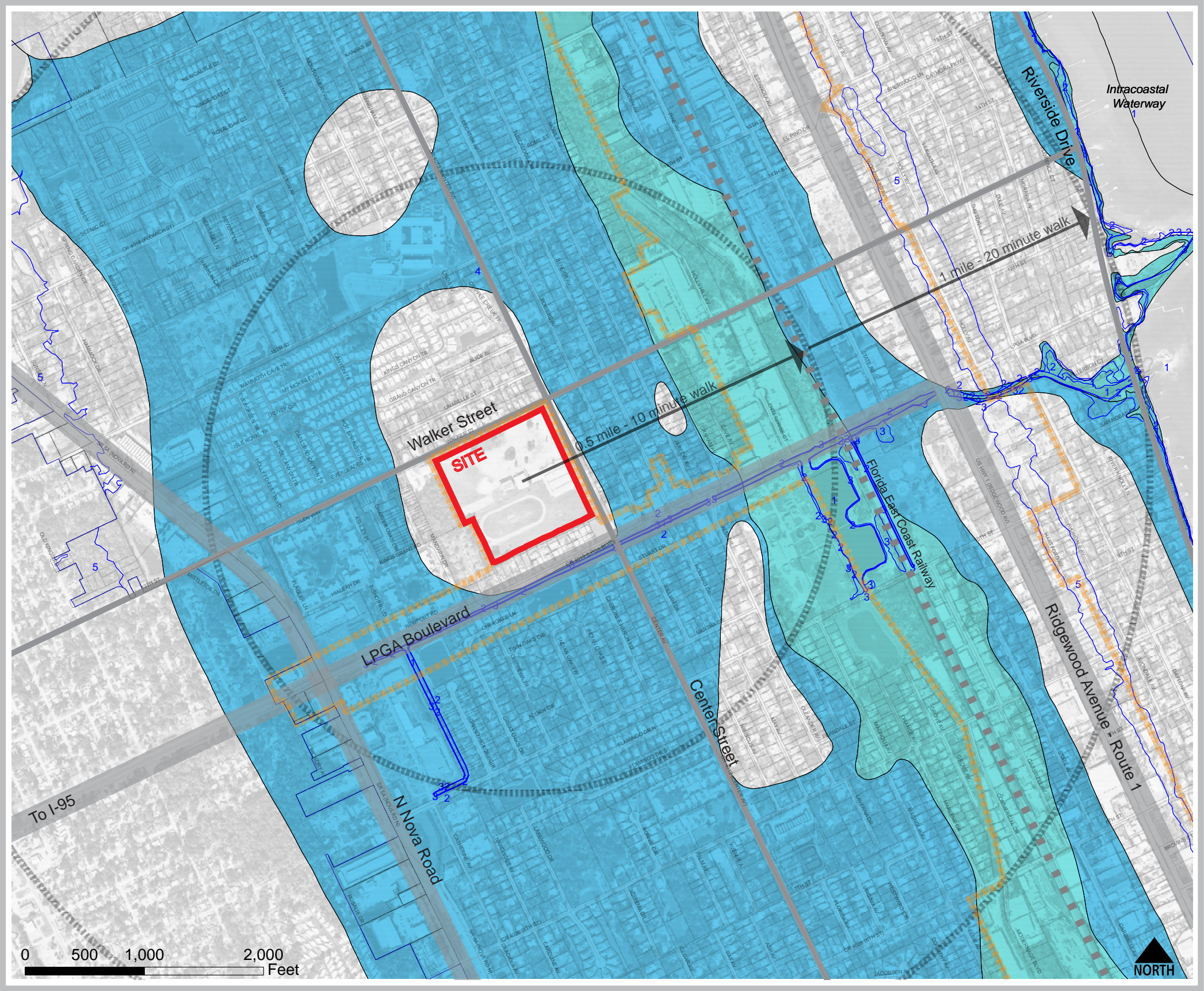
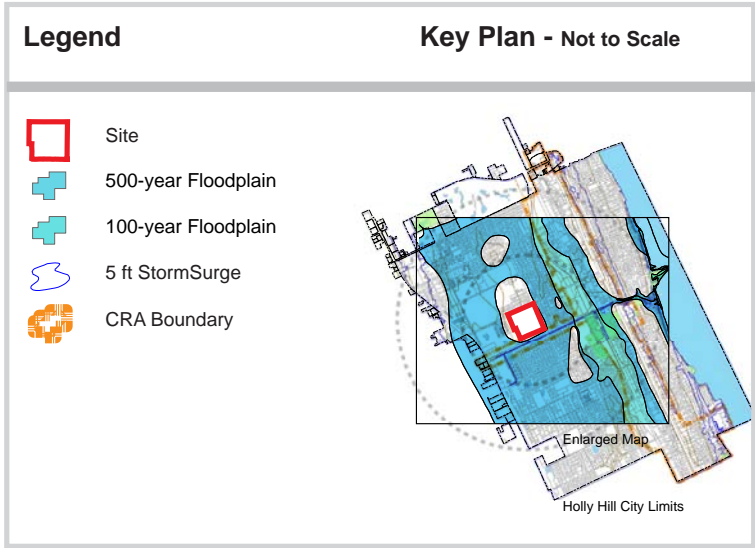
0 1 2 4Mi



Source: Volusia County 2012  
Abstract: County and City parks. Maintained by Growth and Resource Management, Parks, Recreation and Culture, Coastal Division and Cooperating Municipalities.



# 2.7 FLOODPLAINS & STORM SURGE



Data Sources: Federal Emergency Management Agency, 2012. Washington, DC.  
Flood Hazard Zones of the Digital Flood Insurance Rate Map (DFIRM) in the State of Florida - May 2012.

Florida Dept of Transportation, 2012.  
Digital Orthophotography, imagery acquired 12/28/2011.  
Volusia County GIS shapefiles.



2.8 SITE IMAGES



Site



1



2



3



4



## 2.8 SITE IMAGES

44

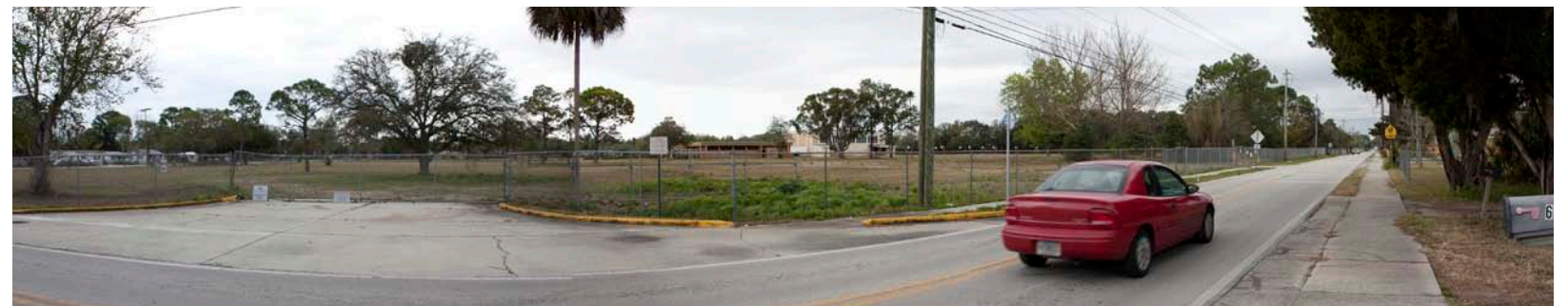
1200 Center Avenue Feasibility Study - Holly Hill, FL JUNE 2013



Site



1



2



3



4



2.8 SITE IMAGES



Site



1



2



3



4



5



6



7



8



9



## 2.9 EXISTING BUILDINGS IMAGES

46

1200 Center Avenue Feasibility Study - Holly Hill, FL JUNE 2013



Site

EXTERIOR (see aerial map)

1



2



3



INTERIOR





2.9 EXISTING BUILDINGS IMAGES



Site

EXTERIOR (see aerial map)

1



2



3



INTERIOR







# ANALYSIS MAPPING



## 2.10 DEMOGRAPHICS

- Each tract area in Holly Hill has a large population of citizens 50 years of age and over. This population group will need to be accommodated in their later years in order to keep them within the city limits.
- In order to promote a multi-generational city, an effort to attract young professionals with families (25-35 years of age) needs to be established.
- Children under the age of 18 years old are not utilizing the free amenities of the Boys & Girls Club. The major population of children are located within the tracts west of the railroad tracks and N. Ridgewood Ave. A better location and larger facility may be needed.

## 2.11 SITE FEATURES

The 25.0 acre subject property once hosted the Holly Hill Middle School. Survey information obtained prior to on-site demolition in 2011 depicts several buildings with permanent foundations (i.e. class rooms, cafeteria, sheds, etc.) generally located in the northeastern quadrant. There were also several modular type buildings that served as “portable” class rooms in this same area. The remainder of the property was left fairly open to serve as recreational areas with only a few small stands of trees interspersed throughout the property.

At the time of this study, the only buildings that remain standing include the Media Center (a 1-story masonry building with approximately 9,800 sf of GFA), as well as the Gymnasium (a 1-story masonry building with approximately 7,100 sf of GFA), both of which are located near the center of the property. Other physical features of the site that were preserved include the asphalt parking lot located in the middle of the property near the eastern property line which contains 119 parking spaces on approximately 1.8 acres, as well as the paved area in the middle of the property near the western property line which hosts five (5) basketball courts on approximately 0.48 acres. In addition the ¼-mile athletic track remains in the southwestern quadrant, and chain link fencing bounds the perimeter of the baseball field in the southeastern quadrant.

### *Zoning*

Current Zoning of the Site is R-2 facing Center Ave and R-5 to interior of site. Townhouses and apartments are allowed in those districts.

The site has a future land use designation of Mixed Use 3 (MU3). There is no zoning district named MU3 but application for a Mixed Use Planned Development is determined by the Future Land Use category and, when applied, will be essentially be a re-zoning to PUD.

For future zoning, the site will be a Mixed Use 3 PUD. In addition to the Mixed Use regulations, the Redevelopment District Overlay standards will apply to the Site.

Density standards for MU3 are as follows: Base density for the site is 10 units/ acre, 15 du/ac and up to 45' height with bonuses. Residential can only take up to 50% of site.

### *Stormwater*

In general, the four (4) quadrants of the property constitute logical areas to consider for watershed analysis and stormwater basins.

#### *Northeast Basin*

No record plan or permit information was located in preparation of this study which might have documented the design of the depressional areas that once existed on the property. However, it is evident that these storage facilities were created to retain a portion of the stormwater runoff generated over the site. As such, it is important to analyze the topographic conditions that existed prior to demolition in 2011, rather than the conditions that exist today.

Along the eastern property line, a small retention pond was once located just north of the parking lot access driveway, which appears to receive runoff from the northeastern portion of the site that once contained the clustered buildings. A drainage structure was utilized to control the discharge of runoff into the stormwater collection system for Center Avenue, which predominantly consists of a series of catch basins and 16" CMP located on western side of the right of way which conveys runoff southerly to the 11th Street Canal and out to the Halifax River.

Along the northern property line, a small retention pond was once located just west of a culdesac driveway that once existed in the northeastern quadrant, which appears to have provided a means for vehicles dropping students off at school. A drainage structure was utilized to control the discharge of runoff into the stormwater collection system for Walker Street (13th Street), which predominantly consists of a series of catch basins and 18" CMP located on southern side of the right of way which conveys runoff westerly to the Nova Canal system which eventually leads out to the Halifax River.

#### *Southeast Basin*

There is a retention pond occupying approximately 0.3 acres of property located immediately south of the existing parking lot off Center Avenue, which receives runoff from the paved areas through a series of catch basins and 6" PVC pipe. This facility does not appear to have been designed to discharge to any particular location.

In the areas where the baseball field is located, the existing site topography does not provide for distinct channelization of rainfall, and instead runoff is conveyed via sheet flow into the adjacent rights of way for Center Avenue and LPGA Blvd. (CR 4019).

#### *Northwest Basin*

Runoff generated in the northwest basin is not channelized, but instead casually sheet flows southwesterly towards an off-site depressional area located just west of the property, which contains numerous trees and is heavily wooded.

#### *Southwest Basin*

The athletic track consumes a majority of the southwest basin, and once again. A small retention pond occupies approximately 0.1 acre of property just south of the track, which does not appear to have any sort of control structure. However, we note that any overflow of this facility would result in discharge of runoff to the off-site depressional area located just west of the property, which appears to have been designed as a wet detention facility for the adjacent development with numerous trees around its perimeter. Runoff from this facility ultimately discharges southerly to the 11th Street Canal and out to the Halifax River.

**Raw Water**

The City’s Raw Water Well No. 12A is located on the southern end of the property, approximately 500’ west of the Center Avenue right of way. The well discharges through a 4” raw water main that parallels the southern property line in an easterly direction until entering the Center Avenue right of way, at which point it turns south to LPGA and then heads east back to the City’s nearby water plant. The Public Works Department reports that though the well is rather old, it is still actively operated to provide a component of the City’s raw water supply. Development of the subject property should attempt to preserve the existing well if possible.

**Potable Water**

There is an existing 6” water main that runs along the eastern side of the Center Avenue right of way, as well as an 8” water main that runs along the northern side of the Walker Street (13th Street) right of way, both of which are owned and operated by the City of Holly Hill Public Works Department. A few public fire hydrants are located along these mains. In addition, there was a 6” Ductile Iron Pipe (DIP) water main recently constructed along the northern side of the existing parking lot to furnish the remaining buildings with an on-site fire hydrant. There was also a new 2” poly water service stubbed to the existing buildings. While further analysis is warranted, there are presently no known capacity or pressure issues that would prevent the City from being able to provide water service to the property, and it is anticipated the existing infrastructure would be able to meet both the domestic and fire flow demands of the future development. It appears the mains were originally constructed of Cast Iron Pipe (CIP). The mains have been in service for a substantial period of time and are approaching the service life of the materials. Depending upon the final development program and any upsizing that may be required for hydraulic reasons, replacement of a portion of the mains may be warranted.

**Sanitary Sewer**

The subject property lies within the service area of the City’s Lift Station No. 18, which is located approximately 2,300 LF east of the site on the north side of the Walker Street (13th Street) right of way, east of Graham Avenue. There is an existing 6” gravity sanitary sewer main that runs down the eastern side of the Center Avenue right of way and conveys sewage southerly, as well as a

10” gravity sanitary sewer main that runs along the northern side of the Walker Street (13th Street) right of way and conveys sewage easterly. In addition, there was recently an 8” gravity sewer main extended from the Walker Street (13th Street) right of way to the center of the property to serve the media center building that was preserved on the property. All of the sewer mains are owned and operated by the City of Holly Hill Public Works Department.

Further analysis is warranted to confirm Lift Station No. 18 could accommodate the net increase in sewage flows generated by the proposed development in comparison to the former school facilities, or whether it would require hydraulic upgrades. The Public Works Department reports that there have been some inflow & infiltration (I&I) issues reported with the existing wet well at Lift Station No. 18, and repair and / or replacement of the wet well should be considered in development of the subject property. While it could cost as much as \$400K to replace the entire lift station, estimates of \$23K were previously obtained by the City to repair the wet well by grouting leaks and adding a new liner.

While some of the gravity sewer main recently installed on-site was constructed of Poly Vinyl Chloride (PVC), a majority of the existing gravity sewer mains in the Lift Station No. 18 service area were originally constructed of Vitrified Clay Pipe (VCP) and have been in place for a substantial period of time. Approaching the service life of those materials, the Public Works Department manages an on-going program of inspecting the existing gravity sewer system and rehabilitating those that are determined to need attention by slip-lining the existing pipes with a liner. According to recently updated maps reporting the City’s progress, several of the pipes within the Lift Station No. 18 service area have been slip-lined. However, based on the results of a televised inspection performed as recent as 2012, there were still 11 of the 87 gravity sewer mains in the system that only ranked 3 on a scale of 1 to 5, with 5 being worst case. Two (2) of them are located within the direct route from the site to the lift station. While further analysis is warranted to confirm, it is anticipated the existing gravity sewer infrastructure would provide sufficient hydraulic capacity to meet the sewer demands of the future development, but rehabilitation of these two (2) pipe segments may want to be considered in development of the subject property.

**Reclaimed Water**

There is an existing 12” reclaimed water main that runs along the eastern side of the Center Avenue right of way. This utility

is owned and operated by the City of Holly Hill Public Works Department.

There are presently no known capacity or pressure issues that would prevent the City from being able to provide reclaimed water service to the property for irrigation needs, and it is anticipated the existing infrastructure would be able to meet the irrigation demands of the future development. Based on information available at the time of this study, it appears the mains were constructed of Poly Vinyl Chloride (PVC). These mains are not expected to require any rehabilitation or upgrades to serve the project.

**Franchise Utilities**

Design ticket # 094300653 was obtained from Sunshine One Call of Florida (SSOCOF) which reported the following additional “dry utility” companies which provide various amenity services in the vicinity of the project, such as gas, electric, telephone, and communication (telephone, internet, data, fiber optic, etc.)

- AT&T (Communications)
- Florida Power & Light (Electric)
- TECO Peoples Gas (Gas))
- AT&T Distribution (Communication)

**Existing Gymnasium**

The final development feasibility of the site will most likely determine the fate of the building. A prospective developer(s) may opt to re-use the building or, depending on the overall development vision for the entire 25-acre site, a developer may decide to raze the building in favor of locating other more economically viable programmatic elements at that location.

If an immediate user for the facilities can be identified, some modest investment in remedial actions, including a new mechanical system and probably the addition of some locker rooms and restrooms, might be initiated to keep the building in use for a number of years and/or until a developer is selected.



If an immediate user for the facilities can be identified, some modest investment in remedial actions, including a new mechanical system and probably the addition of some locker rooms and restrooms, might be initiated to keep the building in use for a number of years and/or until a developer is selected.

If tightly secured, the building could also be mothballed for the near term until a developer(s) is selected. If a more aggressive approach to the redevelopment of the site, including “first rate” recreational facilities as was mentioned by some citizens in the workshops, it is anticipated that further investment in this structure would probably not be a good use of the City’s funds.

### *Existing Media Center*

Unless its location on the site proves to be an impediment, the Media Center remains a visually attractive and viable structure that could be an asset to a potential developer requiring relatively little capital investment to bring the building on line.

(See 2.11 Site features map for further analysis & recommendations)

## 2.12 SITE CONTEXT

- The site context map expands upon past feasibility studies and recommended projects from the Volusia County MPO Bicycle and Pedestrian Safety Review Study Implementation Report Holly Hill Elementary School March 2007.
- The priority of the analysis focuses on updating and maintaining a multi modal pedestrian corridor.

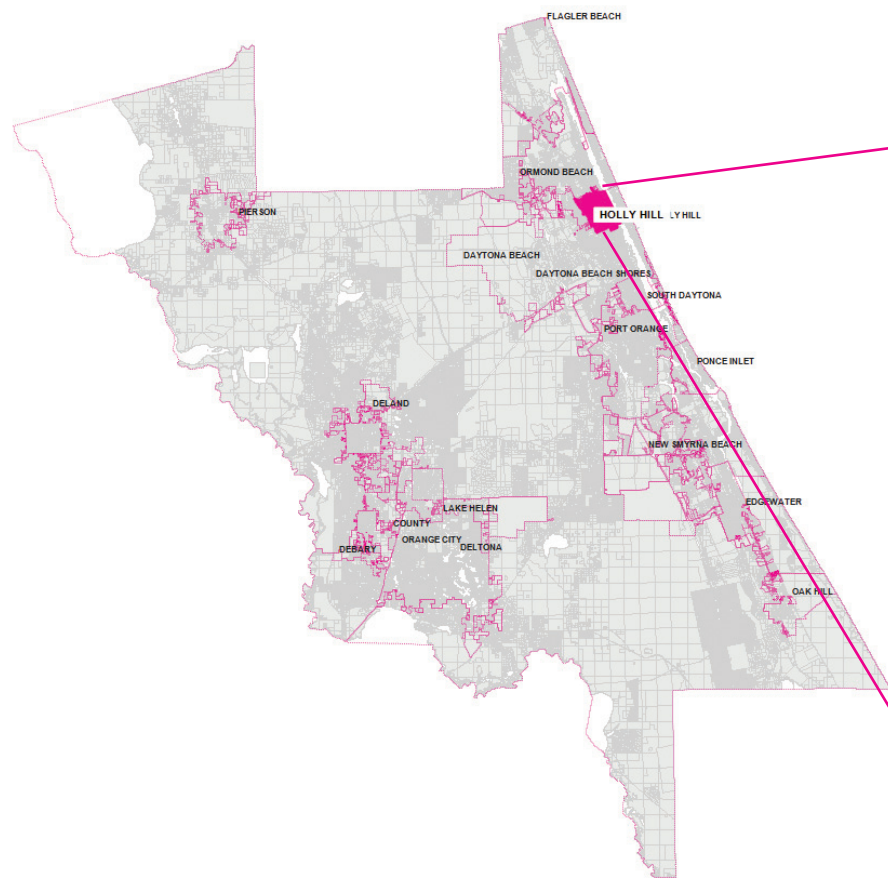


Existing Media Center on site



# 2.10 DEMOGRAPHICS

**Volusia County, FL**  
Total Population: 496,950



Percent of current population that will be in need of Healthcare and senior housing options in 5-10 years

**40.2%**

Percent of current population between the ages of 25-35 years old (Young Professionals)

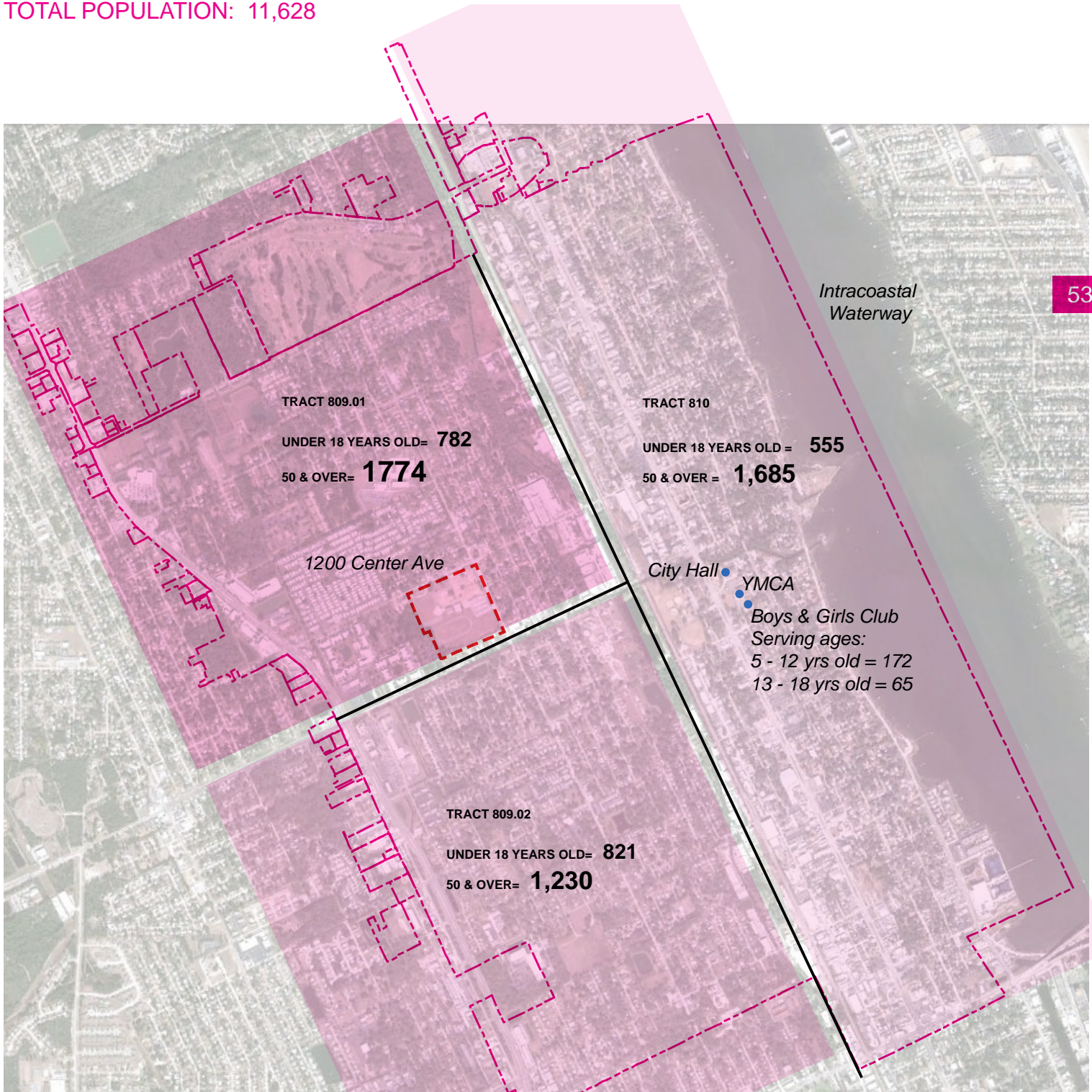
**12%**

Percent of current population that is under the age of 18 utilizing Boys & Girls club

**11%**

Source U.S. Census Bureau: 2010 Demographic Profile data

**Holly Hill, FL**  
TOTAL POPULATION: 11,628



TRACT 809.01  
UNDER 18 YEARS OLD= **782**  
50 & OVER= **1774**

TRACT 810  
UNDER 18 YEARS OLD = **555**  
50 & OVER = **1,685**

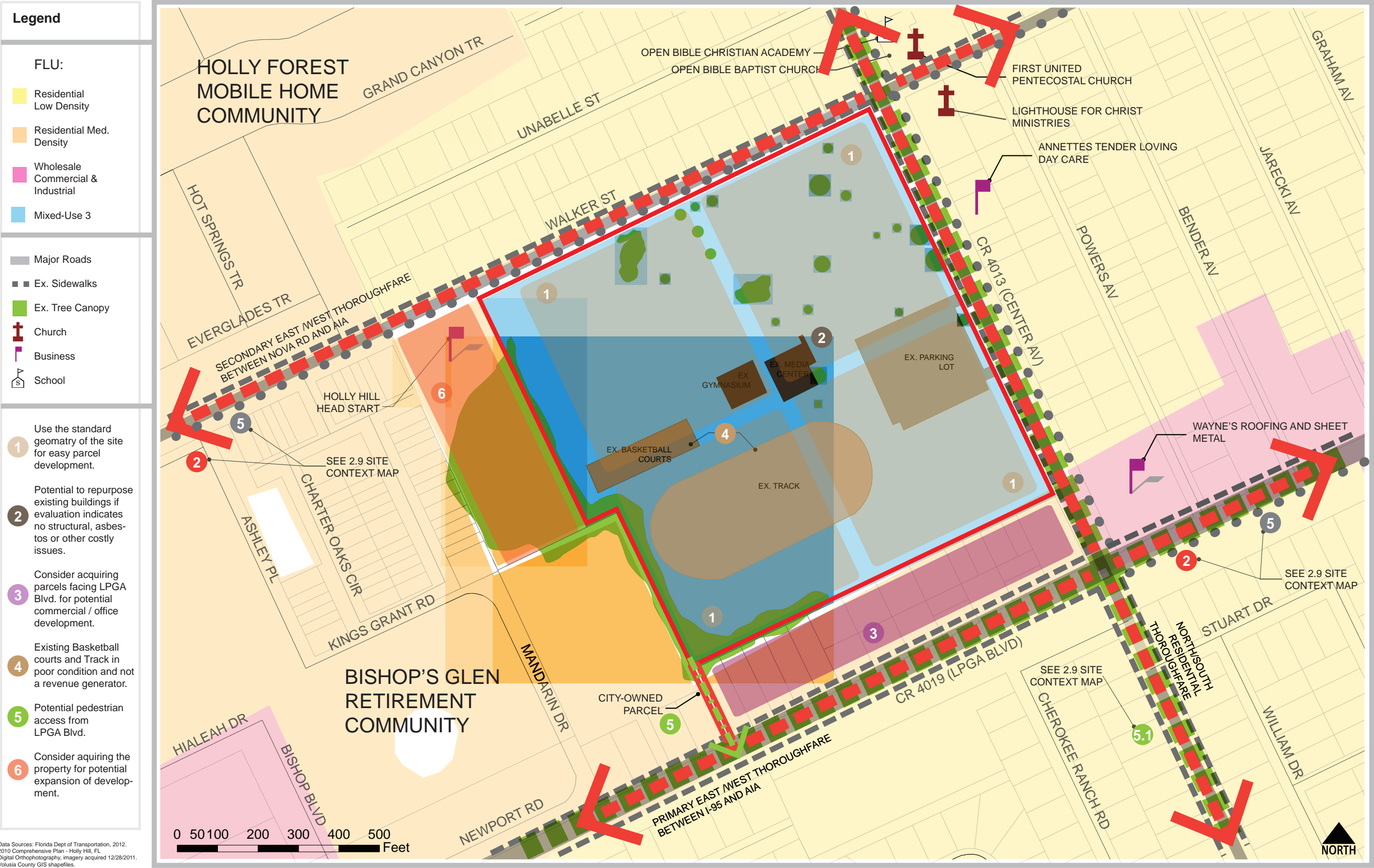
TRACT 809.02  
UNDER 18 YEARS OLD= **821**  
50 & OVER= **1,230**

City Hall  
YMCA  
Boys & Girls Club  
Serving ages:  
5 - 12 yrs old = 172  
13 - 18 yrs old = 65





2.11 SITE FEATURES



Data Sources: Florida Dept of Transportation, 2012.  
2010 Comprehensive Plan - Holly Hill, FL  
Digital Orthophotography, imagery acquired 12/28/2011.  
Volusia County GIS shapefiles.

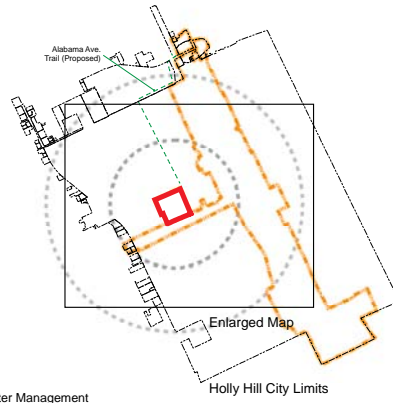


# 2.12 SITE CONTEXT

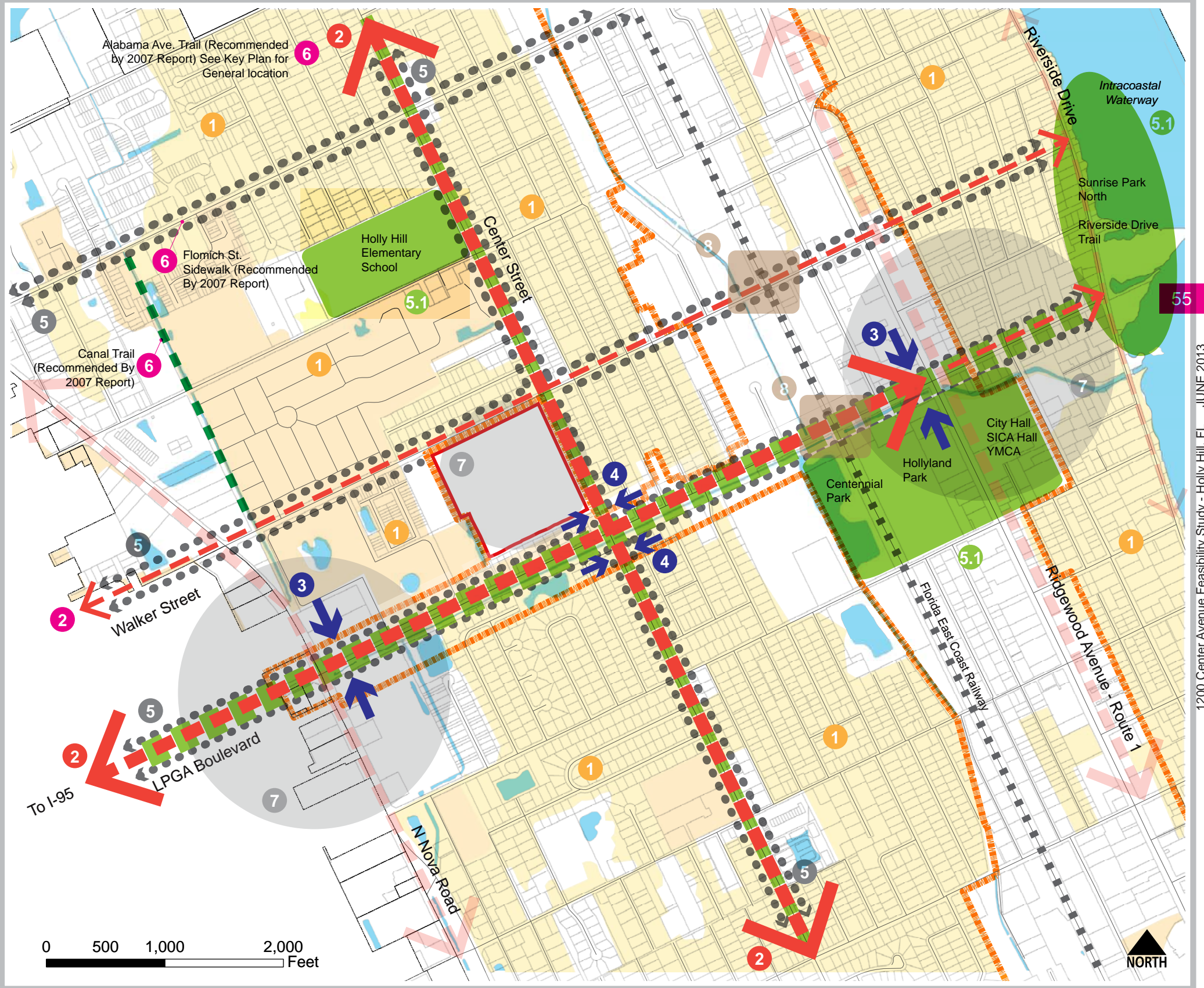
## Legend

- Site
- Holly Hill City Limit
- CRA Boundary

## Key Plan - Not to Scale



- 1 Respect the existing residential scale and context.
- 2 Build and reinforce a strong neighborhood street identity by implementing a streetscape plan.
- 3 Create major gateway features at each end of LPGA Blvd. to take advantage of high visibility from vehicular and pedestrian traffic.
- 4 Create a neighborhood gateway feature at the intersection of Center Avenue and LPGA Blvd.
- 5 Expand upon the Volusia County MPO Bicycle and Pedestrian safety Review study Implementation Report (2007) for neighborhood children by providing pedestrian corridors equipped with appropriate sidewalks / trails to key pedestrian destinations:
  - Holly Hill Elementary School
  - 1200 Center Avenue (site)
  - Hollyland Park / Centennial Park
  - City Hall / YMCA
  - Boys & Girls Club
  - Riverside Drive Trail
- 6 Review and support recommended priority projects from the Volusia County MPO Bicycle and Pedestrian Safety Review Study Implementation Report (2007) within walking distance from site as additional assets.
  - Flomich Street Sidewalk Project
  - Canal Trail
  - Sidewalk Connector Alabama Avenue Trail
- 7 Link the businesses at the intersections of N. Nova Road / LPGA Blvd. and Ridgewood Ave. / LPGA Blvd. with a potential neighborhood scale mixed use corridor. The site will act as an anchor for future development within the CRA boundaries.
- 8 Provide adequate and safe railroad crossing for pedestrian traffic to create continuous visual and physical flow.



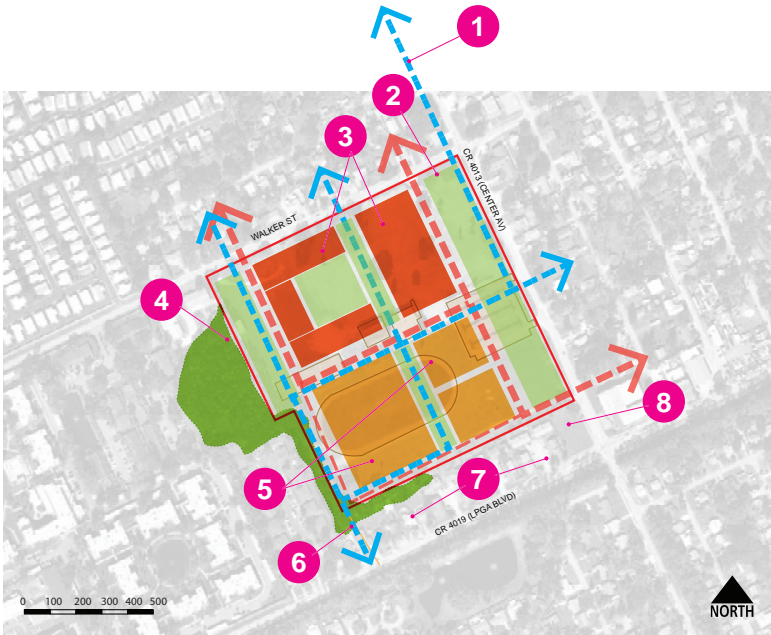




# DEVELOPMENT SCENARIOS

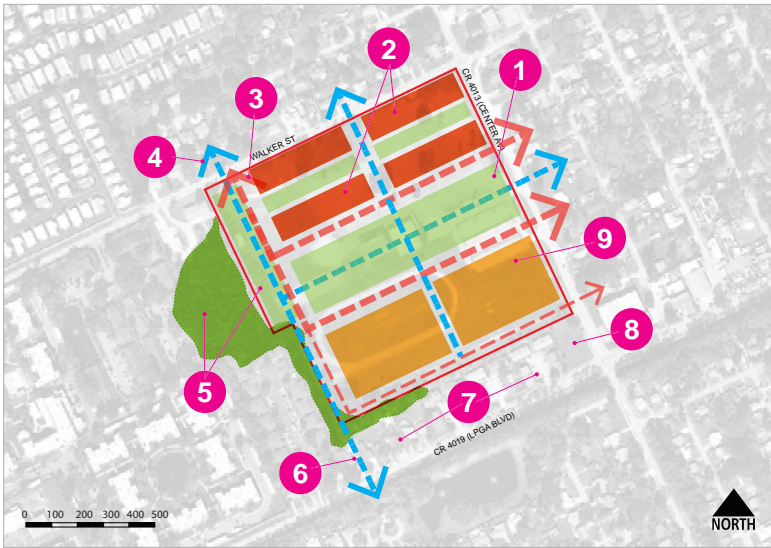


2.13 DEVELOPMENT CONCEPTS (SITE ONLY)



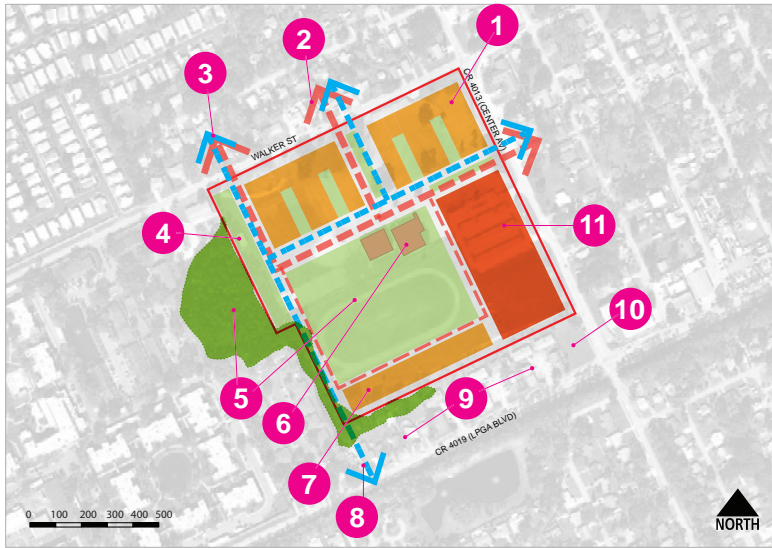
STUDY 1

- 1 Create link from elementary school to new linear public park.
- 2 Develop new linear park that allows “Eyes on the street”; public amenities (benches, trees, walks ); low-level passive neighborhood activity.
- 3 Potential senior housing development parcels with gardens.
- 4 Create Green Edge and incorporate stormwater management retention along propoerty edge.
- 5 Potential residential mix (Townhouse / Rentals).
- 6 Enhance green space pedestrian link to LPGA Blvd.
- 7 Existing off-site residential parcels.
- 8 Existing off-site vacant parcel.
- 9 Internal street system
- 10 Internal pedestrian system.



STUDY 2

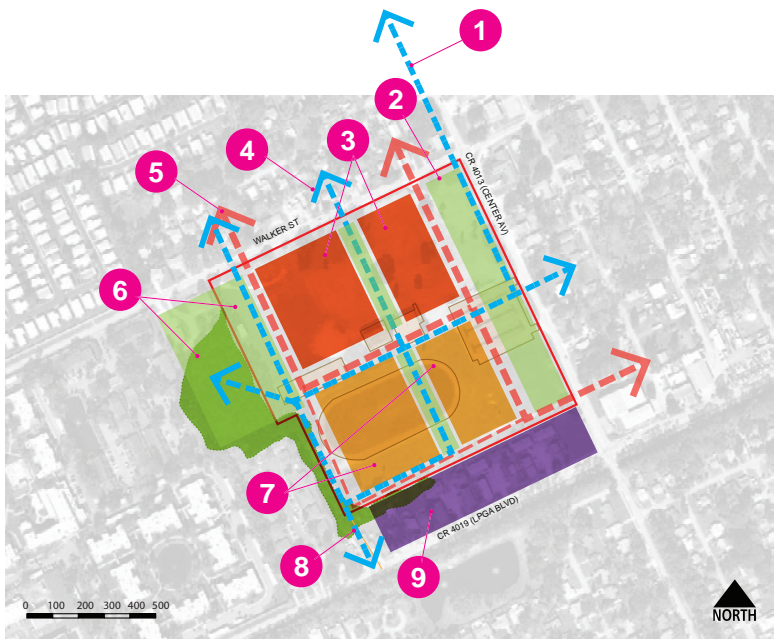
- 1 Passive public Central Park and stormwater retention feature.
- 2 Potential Senior Housing parcels with community green space.
- 3 Internal street system.
- 4 Internal pedestrian system.
- 5 Potential site boundary landscape edge to enhance site green space. Existing wooded area adds value to the site development options.
- 6 Potential pedestrian access to LPGA Blvd.
- 7 Existing off-site residential parcels.
- 8 Existing off-site vacant parcel.
- 9 Potential residential housing parcels (townhouse / rental).



STUDY 3

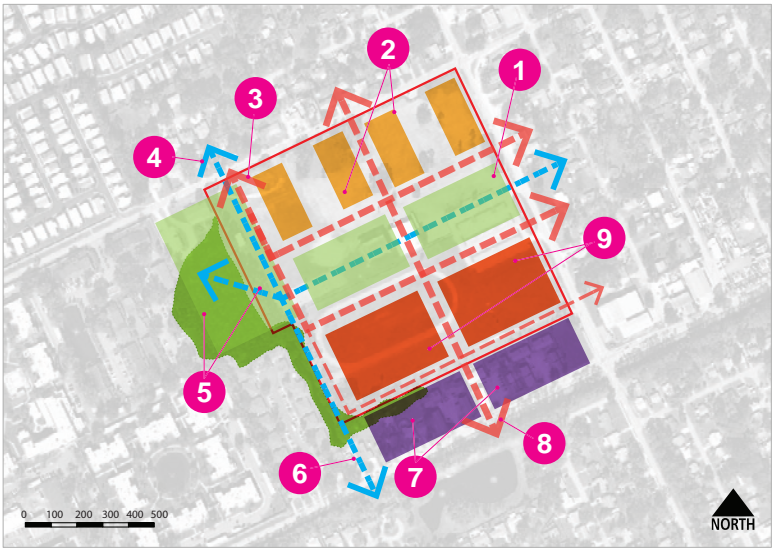
- 1 Potential residential apartments with shared building green space.
- 2 Internal street system.
- 3 Internal pedestrian system.
- 4 Create Green Edge and incorporate stormwater management retention along propoerty edge.
- 5 Potential civic and active park facilities enhanced by proximity to wooded area off-site.
- 6 Potential repurpose of existing gymnasium and media center for civic community use and park facilities.
- 7 Existing off-site residential parcels.
- 8 Existing off-site vacant parcel.
- 9 Enhance green space pedestrian link to LPGA Blvd.
- 10 Potential residential townhomes
- 11 Potential senior housing development parcel.

# 2.13 DEVELOPMENT CONCEPTS (SITE & ADDITIONAL PARCELS)



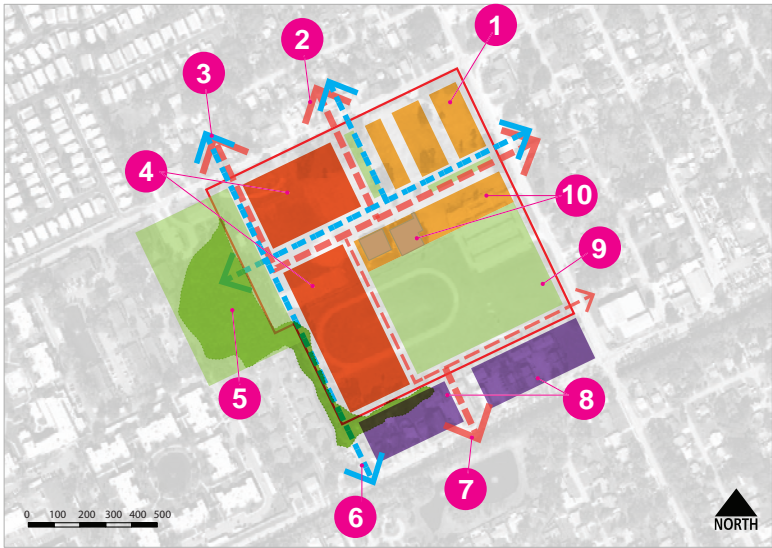
STUDY 1

- 1 Create link to elementary school with new linear public park.
- 2 Develop new linear park that allows “Eyes on the street”; public amenities (benches, trees, walks ); low-level passive neighborhood activity.
- 3 Potential senior housing development parcels with gardens.
- 4 Internal pedestrian system.
- 5 Internal street system.
- 6 Potential new public passive park with existing tree canopy and conector to new development and LPGA Blvd.
- 7 Potential resdiential mix (townhouse / rental) parcel.
- 8 Potential pedestrian access to LPGA Blvd.
- 9 Potential mixed-use commercial / office with housing above parcel.



STUDY 2

- 1 Potential passive public Central Park and stormwater retention feature to anchors neighborhood and public activity.
- 2 Potential residential mix (townhouse / rental) parcel
- 3 Interior street system.
- 4 Interior pedestrian system
- 5 Potential new public passive park with existing tree canopy and conector to new development and LPGA Blvd.
- 6 Potential pedestrian access to LPGA Blvd.
- 7 Potential mixed-use commercial / office with housing above parcel.
- 8 Potential for central green gateway entry to commercial / residential and central park.
- 9 Potential senior housing parcel.



STUDY 3

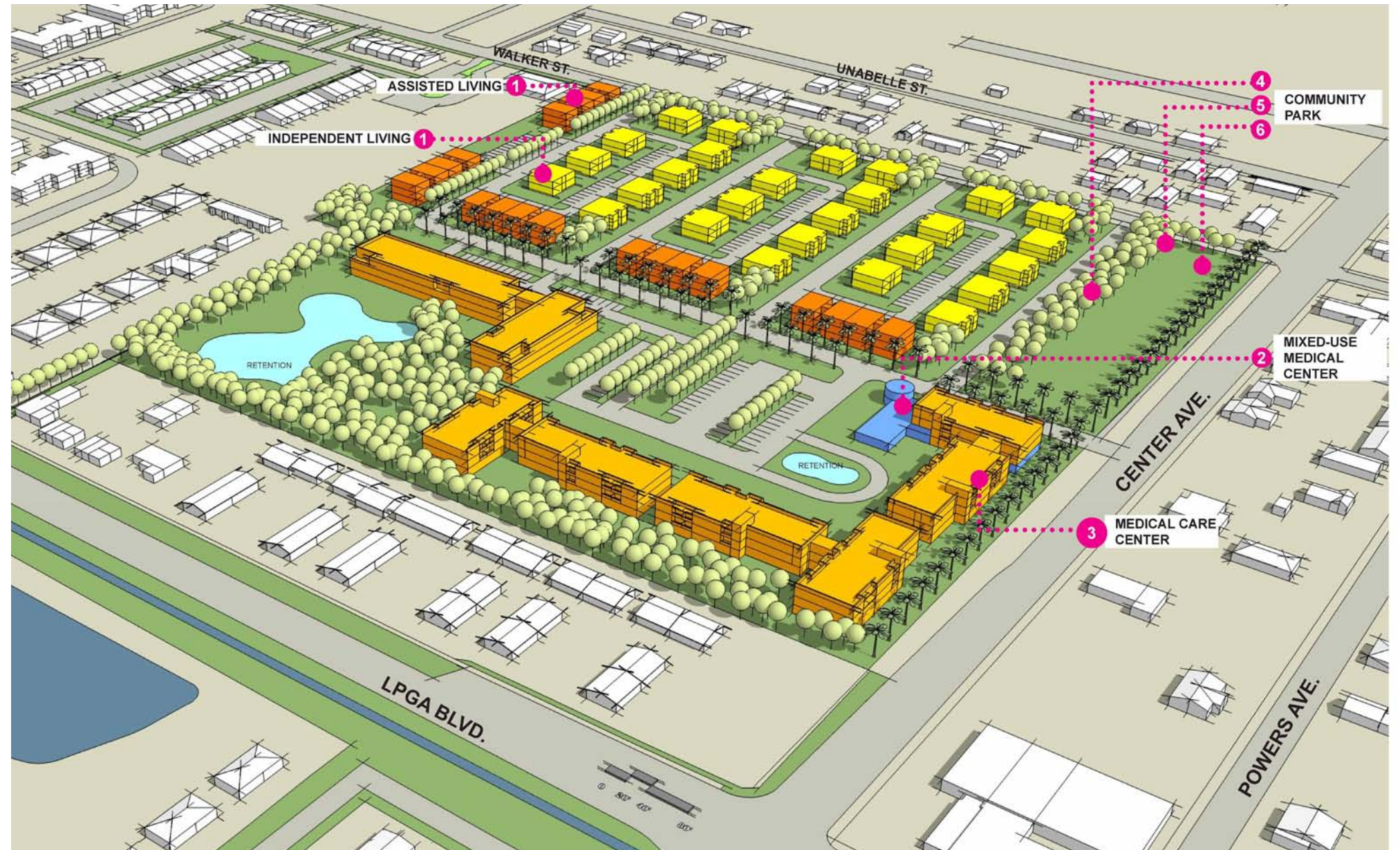
- 1 Potential residential mix (townhouse / rental) parcel.
- 2 Internal street system.
- 3 Internal pedestrian system.
- 4 Potential assisted and independant senior housing parcels.
- 4 Potential new public passive park with existing tree canopy and connector to new development and LPGA Blvd.
- 5 Enhance green space pedestrian link to LPGA Blvd.
- 6 Potential for central green gateway entry to commercial / residential and central park.
- 7 Potential mixed-use commercial / office with housing above parcel.
- 8 Potential civic and active park facilities.
- 9 Potential repurpose and expansion/addition of existing gymnasium and media center for privately operated sports facility to adjacent active park.
- 10



## 2.14 DEVELOPMENT SCENARIO 1

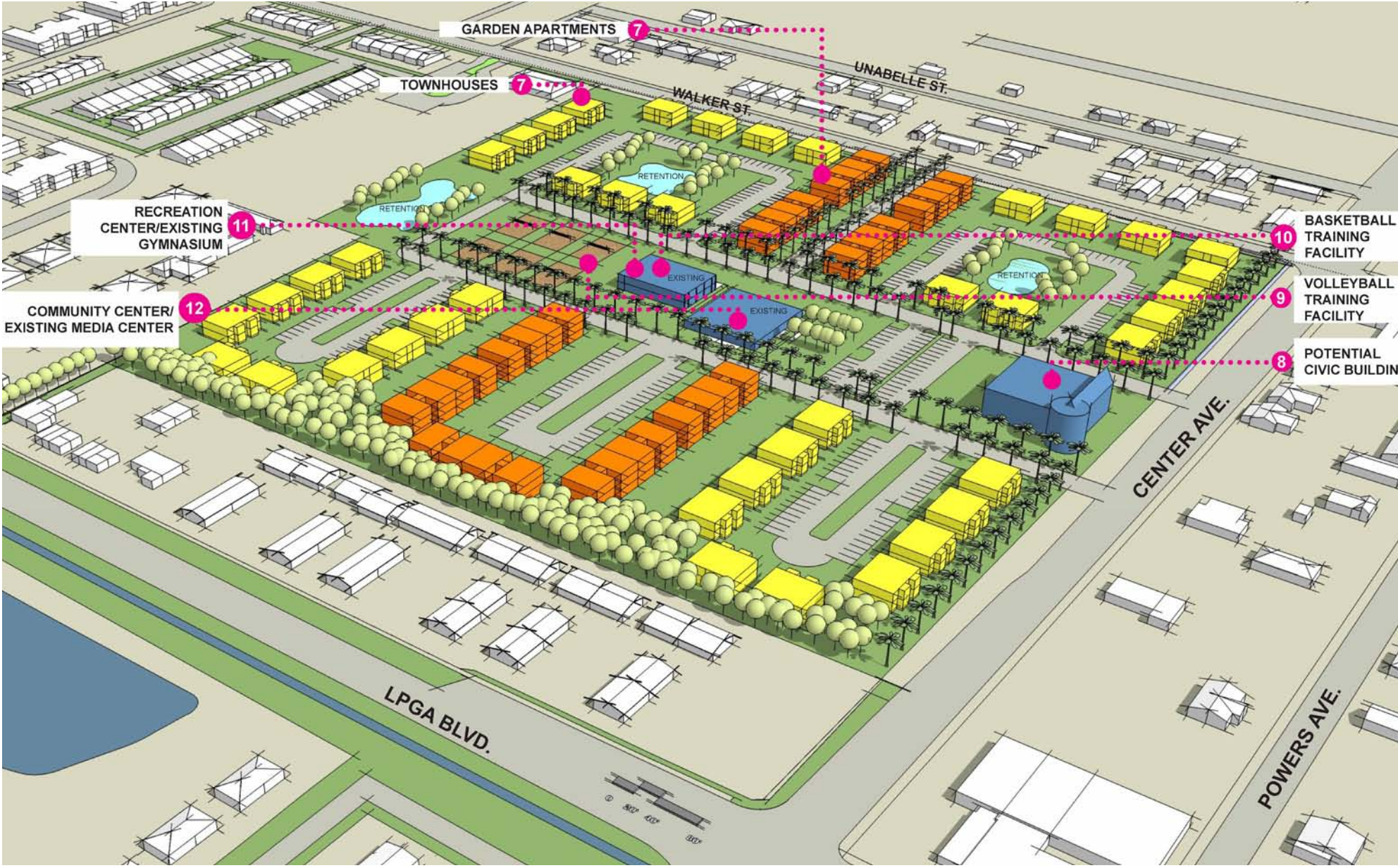
60

1200 Center Avenue Feasibility Study - Holly Hill, FL JUNE 2013





2.15 DEVELOPMENT SCENARIO 2







# PREFERRED DEVELOPMENT SCENARIO



## 2.16 PREFERRED DEVELOPMENT SCENARIO: HEALTHY LIFESTYLE CONCEPT

A PREFERRED DEVELOPMENT SCENARIO THAT FOSTERS:

**ACTIVE** integrating Sports & Fitness

**MULTI-GENERATIONAL** integrating young professionals, family and senior citizens

**COMMUNITY ORIENTED** Integrating neighborhood and City

**HEALTHY LIFESTYLE** **HEALTHY COMMUNITY**



**ACTIVE**



**MULTI-GENERATIONAL**

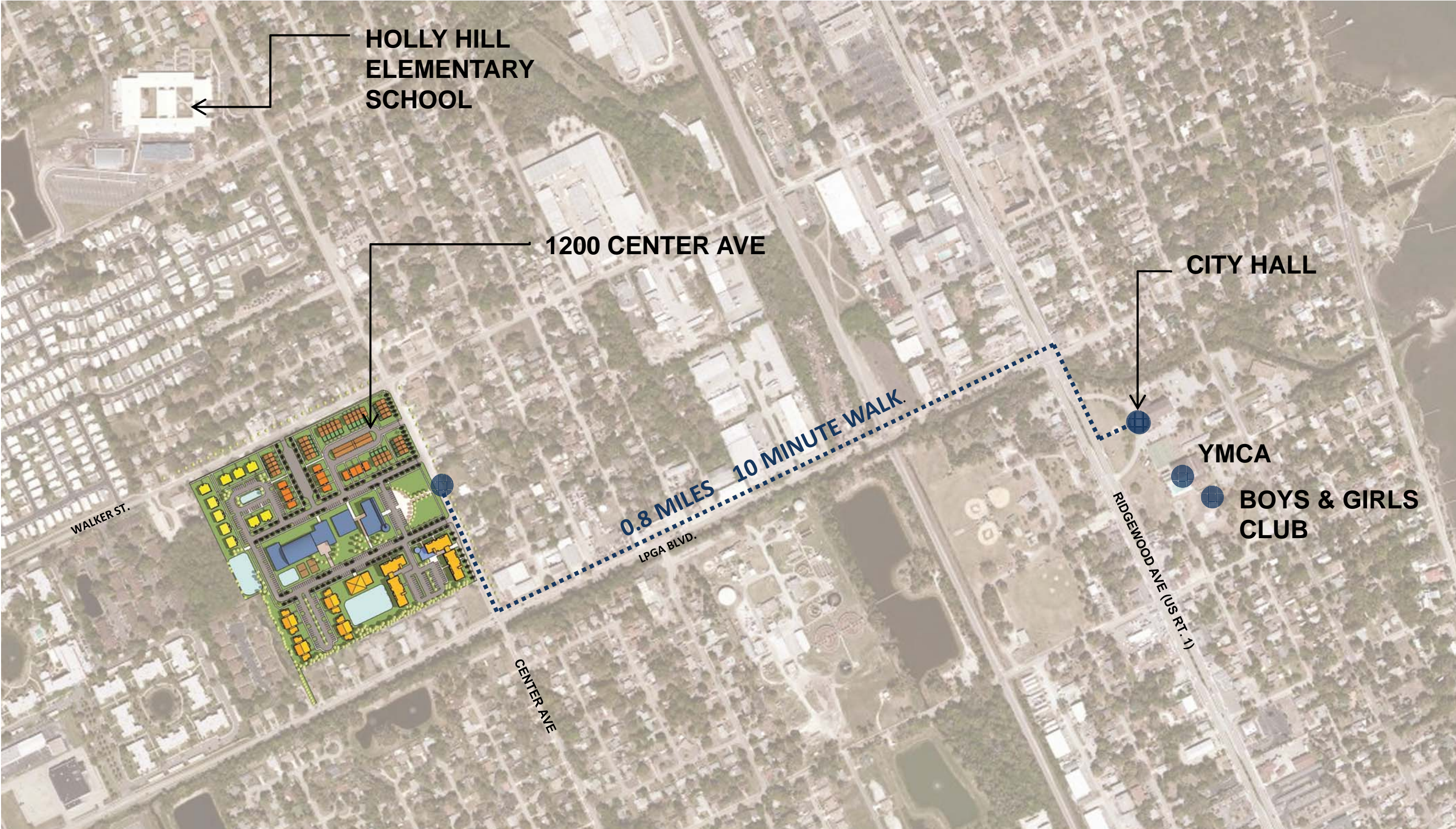


**COMMUNITY ORIENTED**





2.17 PREFERRED DEVELOPMENT SCENARIO: CONTEXT





# 2.18 PREFERRED DEVELOPMENT SCENARIO: PERSPECTIVE



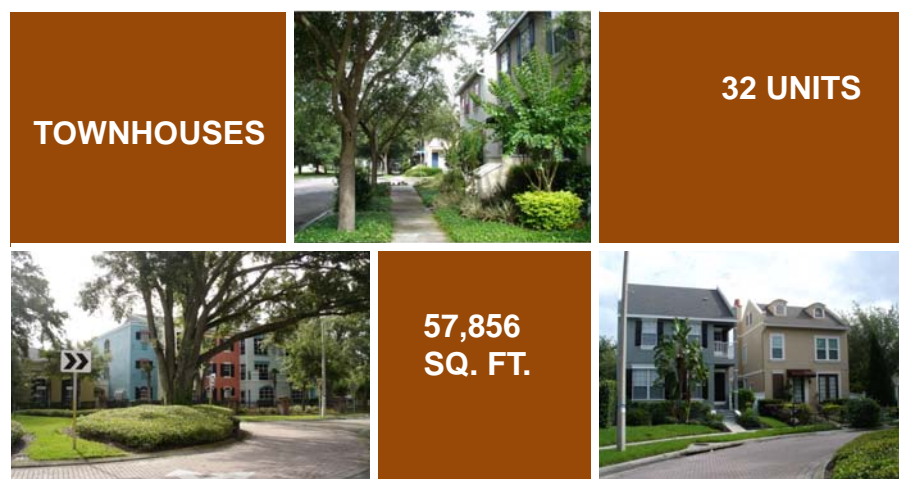


2.19 PREFERRED DEVELOPMENT SCENARIO: PLAN





## 2.20 PREFERRED DEVELOPMENT SCENARIO: TYPOLOGY CONCEPTS



**A**

**B**

**C**





2.20 PREFERRED DEVELOPMENT SCENARIO: TYPOLOGY CONCEPTS

ATHLETIC TRAINING FACILITY



34,720 SQ. FT

MEDIA CENTER



10,327 SQ. FT



CIVIC BUILDING 2 STORY



30,872 SQ. FT

ASSISTED LIVING 2 STORY FLAT



48 UNITS  
34,720 SQ. FT

CLUBHOUSE



9,100 SQ. FT



MIXED-USE BUILDING  
LONG TERM CARE  
3 STORY FLATS  
1 STORY MEDICAL FACILITY (BLUE BLD.)



80 UNITS  
86,100 SQ. FT

PUBLIC PARK



1.4 ACRES







D

E

F

G

H

I J

K











# MARKETING THE PLAN



# 3.0 LAND USE DEVELOPMENT: PARCEL PLAN

## Parcel Plan

The **Parcel Plan** translates the preceding Preferred Development Scenario into a set of interchangeable land use parcels that provides the City with the flexibility to establish partnerships with one or more developer clients to develop one or all of the land parcels.

In addition, the Parcel Plan highlights a strong civic core with a public park, civic buildings, and a for-profit athletic training center; a housing mix parcel; and a medical/senior housing/commercial mix parcel. The Land Parcel Chart outlines, at a minimum, the extent of development for each parcel.

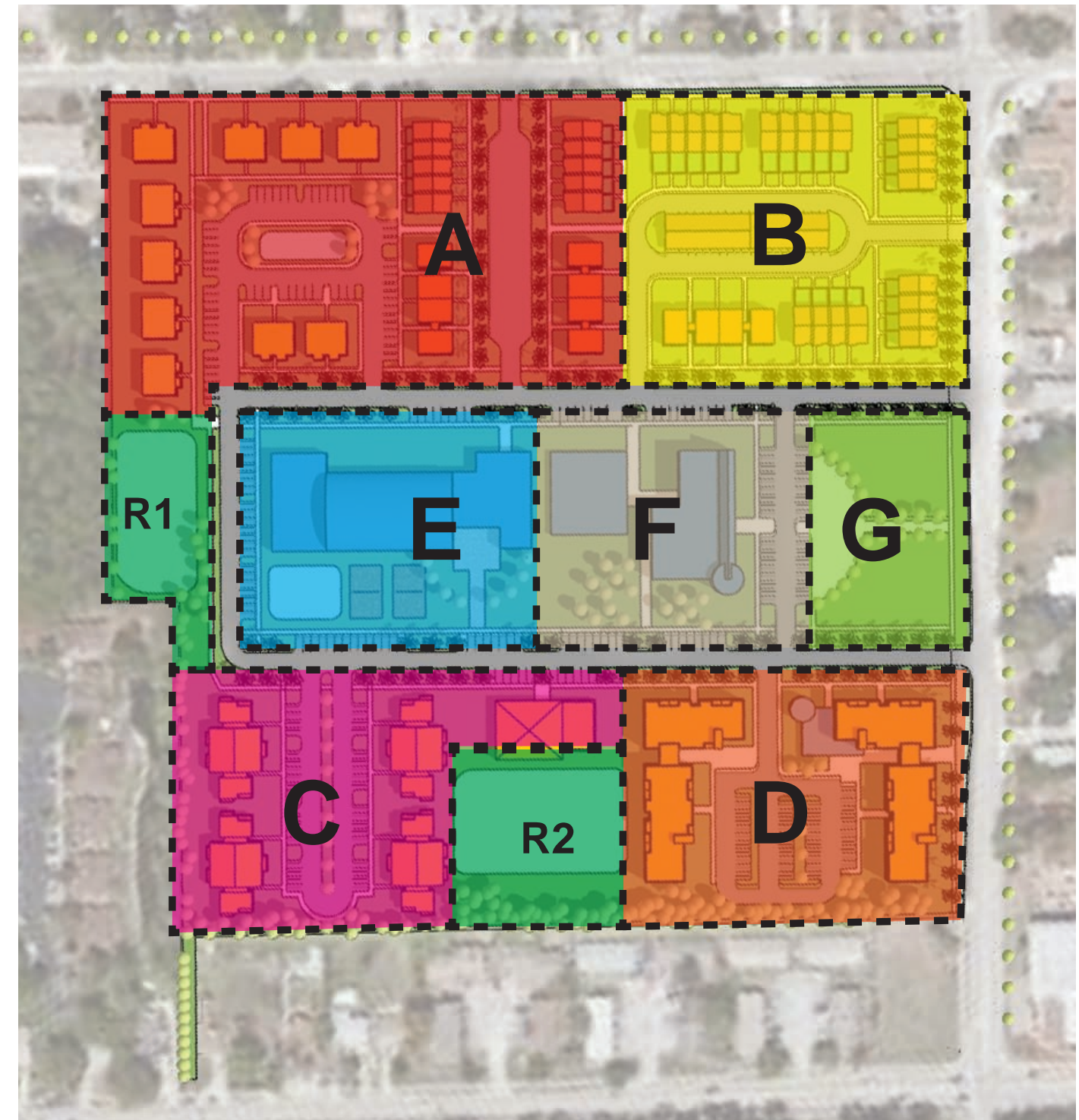
Finally, the Parcel Plan is a development driven diagram of suitable land uses that helps the City attain its revenue generating goals.

## Summary: (see Figure 4.01)

Parcel A	5.23 ACRES
Parcel B	3.17 ACRES
Parcel C	3.10 ACRES
Parcel D	2.68 ACRES
Parcel E	2.39 ACRES
Parcel F	1.78 ACRES
Parcel G	1.37 ACRES

R1	
R2	3.75 ACRES
Roadway	1.49 ACRES

**TOTAL:**  
**25.00 ACRES**





3.0 LAND USE DEVELOPMENT: PARCEL PLAN

Land Use Development: Parcel Plan Chart							
Parcel	Land Use	Type	Units	DU/AC	FAR	SF	Acreage
A	RESIDENTIAL	Multi-Family Housing					5.23
		2-Story Flats	40			46,560	
		3-Story Garden Apts.	24			32,880	
		2-Story Townhouse	10			18,080	
				14.0			
B	RESIDENTIAL	Multi-Family Housing					3.17
		2-Story Flats	0			0	
		3-Story Garden Apts.	12			16,440	
		2-Story Townhouse	22			39,776	
				10.7			
C	COMMERCIAL	Senior Housing					3.10
		2-Story Flats	48			48,880	
		1-Story Club House			0.43	9,100	
D	COMMERCIAL	Mixed-Use Medical Complex					2.68
		1-Story Medical Facility			0.83	11,000	
		2- and 3-Story Flats	80			86,100	
E	COMMERCIAL / RECREATION	Athletic Training Facility					2.39
		Gymnasium			0.33	34,720	
F	PUBLIC	Civic Space					1.78
		Media Library				10,327	
		2-Story Civic Building				30,872	
G	PUBLIC	Park / Open Space					1.37
	RETENTION	Park / Open Space					3.75
R1	Pond 1						
R2	Pond 2						
	Roadway						1.49
	Note: sidewalks, parking, landscape included in development parcels.						
	TOTALS		236	13.0	0.53	449,075	25.0

Figure 3.01



### 3.1 LAND DEVELOPMENT: CIVIC CORE

**Recommendation**

The development plan has been responsive to the citizen input regarding the inclusion of public space within the 25-acre site. The central location of the existing buildings helped to created a ‘central’ site orientation for the public amenities. The Civic Core as a public amenity includes the following components:

- **Recreational Facility (E)** - Private developer for-profit facility.
- **Media Center (F)** – the renovated existing structure would house community assessable WiFi capable computer resources; meeting rooms for community events; restrooms; and staff offices.
- **New Civic Building (F)** – a new two-story building (30,872 square feet) is proposed to serve the public with the following facilities: small non-lending resource library; small auditorium for community events; community meeting rooms; club/game room to serve youth groups; staff offices; restrooms; storage.
- **Public Park (G)** – a 1.5-acre public park is proposed adjacent to Center Avenue and the Civic Building with parking to service both facilities as well as the Media Center. The park is positioned along Center Avenue to give the community a sense of ownership, provide ‘eyes-on-the-street’ safety and visibility, and to create an anchor for the Civic Core. The park is also envisioned as a space for art fairs; markets; school activities; quite passive activities; play; and a place that serves not only the 25-acre site users but also the surrounding community.

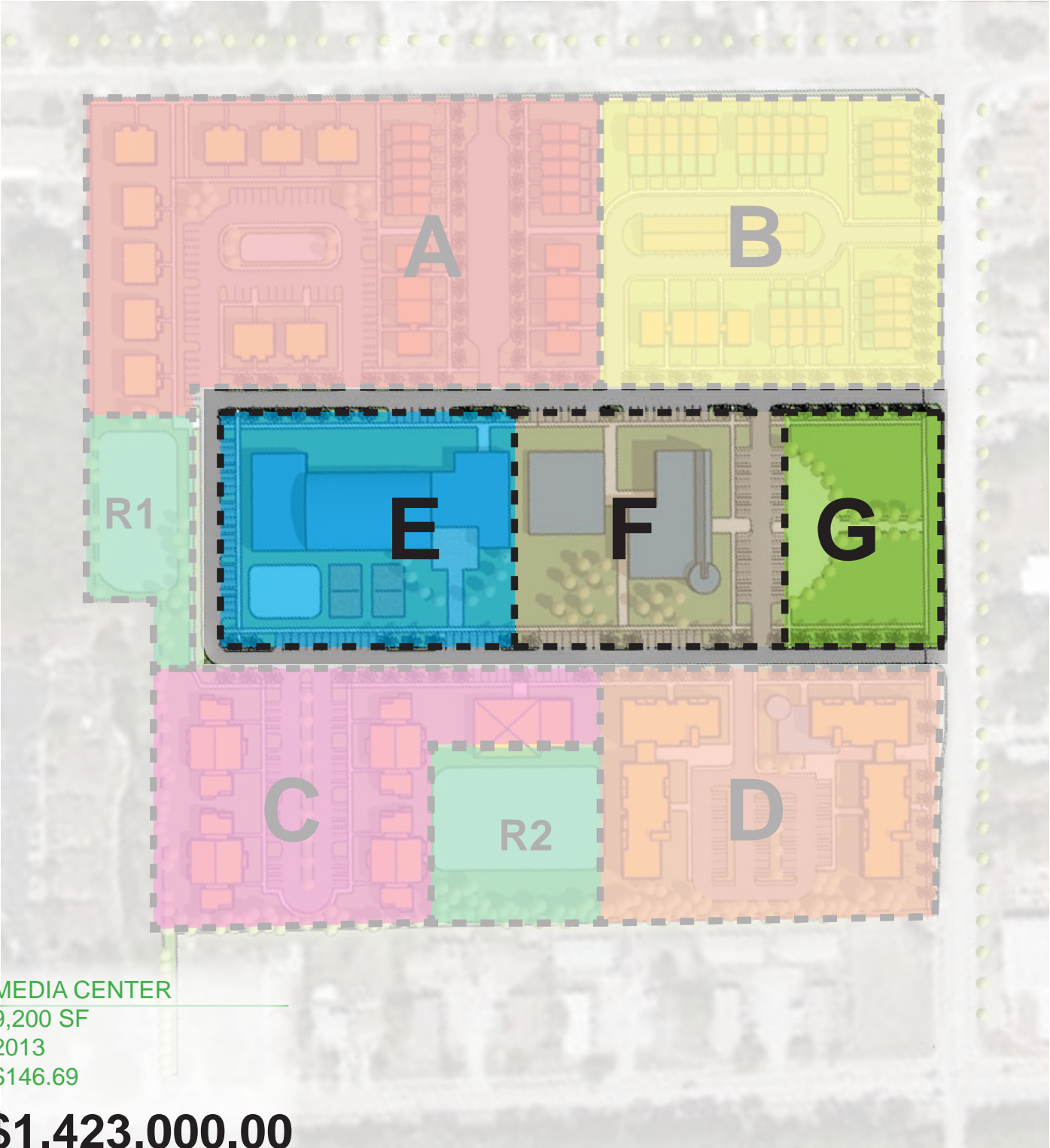
**Alternative Analysis: Building New Gym And Media Center**

In order to adequately assess the condition and value of maintaining or demolishing the existing Gymnasium and the Media Center, a new building facility assessment was conducted. This assessment was based on the following premise: If the City of Holly Hill had to build a new gymnasium and media center at current day cost, how much would this cost and impact on the financial stability of the City. The following Chart indicates a financial cost of building new:

**Summary: (See Figure3.02)**

Building Type	GYMNASIUM
Floor Area (SF)	7,200 SF
Year	2013
Cost Per Square Foot	\$179.44
Total Building Cost	\$1,291,988.00

Building Type	MEDIA CENTER
Floor Area (SF)	9,200 SF
Year	2013
Cost Per Square Foot	\$146.69
Total Building Cost	\$1,423,000.00





### 3.1 LAND DEVELOPMENT: CIVIC CORE

## New Gymnasium Square Foot Cost Estimate

Substructure		Unit Price (SF)	Total
Standard Foundation	Strip footing, concrete, reinforced, load 11.1 KLF, soil bearing capacity 6 KSF, 12" deep x 24" wide spread footings, 3000 PSI concrete, load 50K, soil bearing capacity 3 KSF, 4' - 6" square x 12" deep spread footings, 3000 PSI concrete, load 50K, soil bearing capacity 6 KSF, 3' - 0" square x 12" deep	\$2.22	\$ 16,000.00
Slab on Grade	Slab on grade, 4" thick, non industrial, reinforced	\$4.44	\$ 32,000.00
Basement Excavation	Excavate and fill, 30,000 SF, 4' deep, sand, gravel, or common earth, on site storage	\$0.14	\$ 1,000.00
Basement Walls	Foundation wall, CIP, 4' wall height, direct chute, .099 CY/LF, 4.8 PLF, 8" thick	\$3.33	\$ 24,000.00
<b>Subtotal</b>		10.13	\$ 73,000.00
<b>Shell</b>			
Roof Construction	Steel frame for 1 story buildings, 60 - 100' span	Unit Price (SF) \$20.49	Total \$ 147,500.00
Exterior Walls	Steel deck, 3" deep, 16 ga, single 20' span, 6.0 PSF, 40 PSF superimposed load	\$25.69	\$ 185,000.00
Exterior Windows	Brick wall, composite double wythe, standard face/CMU back-up, 8" thick, perlite core fill	\$4.58	\$ 33,000.00
Exterior doors	Windows, aluminum, awning, standard glass, 3'-1" x 3'-2"	\$0.56	\$ 4,000.00
Roof coverings	Door, aluminum & glass, sliding patio, tempered glass, economy, 6'-0" x 7'-0" opening Door, wood, overhead, panels, heavy duty, manual operation, 10'-0" x 10'-0" opening Door, steel 24 gauge, overhead, sectional, manual operation, 10'-0" x 10'-0" opening Drip edge, aluminum .016" thick, 5" girth, mill finish	\$4.93	\$ 35,500.00
	Roofing, single ply membrane, EPDM, 60 mils, fully adhered		
	Insulation, rigid, roof deck, polyisocyanurate, 2#/CF, 3.5" thick		
<b>Subtotal</b>		\$56.25	\$ 405,000.00
<b>Interior</b>			
Partitions	Concrete block (CMU) partition, light weight, hollow, 6" thick, no finish	Unit Price (SF) \$1.53	Total \$ 11,000.00
Interior Doors	Door, single leaf, kd steel frame, hollow metal, commercial quality, flush, 3'-0" x 7'-0" x 1-3/8"	\$2.36	\$ 17,000.00
Fittings	Toilet partitions, cubicles, ceiling hung, stainless steel	\$4.02	\$ 28,944.00
Wall Finishes	2 coats paint on masonry with block filler	\$3.67	\$ 26,424.00
	Painting, masonry or concrete, latex, brushwork, primer & 2 coats		
Floor Finishes	Ceramic tile, thin set, 4-1/4" x 4-1/4"	\$16.06	\$ 115,632.00
	Tile, ceramic natural clay		
	Maple strip, sanded and finished, maximum		
Ceiling Finishes	Add for sleepers on concrete, treated, 24" OC, 1"x2"	\$0.90	\$ 6,500.00
	Acoustic ceilings, 3/4" mineral fiber, 12" x 12" tile, concealed 2" bar & channel grid, suspended support		
<b>Subtotal</b>		\$28.54	\$ 205,500.00
<b>Services</b>			
Plumbing Fixtures	Water closet, vitreous china, bowl only with flush valve, wall hung	Unit Price (SF) \$8.26	Total \$ 59,500.00
	Urinal, vitreous china, wall hung		
	Lavatory w/trim, wall hung, PE on CI, 19" x 17"		
	Kitchen sink w/trim, countertop, stainless steel, 33" x 22" double bowl		
	Service sink w/trim, PE on CI, wall hung w/rim guard, 24" x 20"		
	Shower, stall, baked enamel, terrazzo receptor, 36" square		
Domestic Water	Water cooler, electric wall hung, dual height, 14.3 GPH	\$4.72	\$ 34,000.00
Terminal/Package Unit	Gas fired water heater, commercial, 100< F rise, 600 MBH input, 576 GPH	\$10.00	\$ 72,000.00
Sprinklers	Rooftop, single zone, air conditioner, banks or libraries, 10,000 SF, 41.67 ton	\$3.12	\$ 22,500.00
Standpipes	Wet pipe sprinkler systems, steel, light hazard, 1 floor, 10,000 SF	\$0.83	\$ 6,000.00
Electrical Service/Distribution	Wet standpipe risers, class III, steel, black, sch 40, 6" diam pipe, 1 floor	\$2.64	\$ 19,000.00
	Service installation, includes breakers, metering, 20' conduit & wire, 3 phase, 4 wire, 120/208 V, 400 A		
	Feeder installation 600 V, including RGS conduit and XHHW wire, 400 A		
	Switchgear installation, incl switchboard, panels & circuit breaker, 120/208 V, 1 phase, 400 A		
Lighting/Wiring	Receptacles incl plate, box, conduit, wire, 8 per 1000 SF, .9 watts per SF	\$6.25	\$ 45,000.00
	Wall switches, 1.0 per 1000 SF		
	Miscellaneous power, 1 watt		
	Central air conditioning power, 4 watts		
	Fluorescent fixtures recess mounted in ceiling, 1.6 watt per SF, 40 FC, 10 fixtures @32watt per 1000 SF		
Communication/Security	Communication and alarm systems, includes outlets, boxes, conduit and wire, sound systems, 12 outlets	\$3.20	\$ 23,000.00
	Communication and alarm systems, fire detection, addressable, 25 detectors, includes outlets, boxes, conduit and wire		
	Fire alarm command center, addressable with voice, excl. wire & conduit		
Other	Generator sets, w/battery, charger, muffler and transfer switch, gas/gasoline operated, 3 phase, 4 wire, 277/480 V, 7.5 kW	\$0.22	\$ 1,500.00
	E		
<b>Subtotal</b>		\$39.24	\$ 282,500.00
<b>Total Cost Per SF</b>		\$134.16	
<b>Total SF of Gymnasium (to match existing SF)</b>		X 7,200.SF	\$ 966,000.00
<b>25.0 % Contractor's Overhead &amp; Profit</b>		\$33.54	\$ 241,488.00
<b>8.75% Architectural Fees</b>		\$11.74	\$ 84,500.00
<b>Grand Total Cost Per SF</b>		\$179.44	
<b>Grand Total Building Cost</b>			\$ 1,291,988.00

### Figure 3.02

Source: Reed Construction Data (Costs are derived from a building model with basic components. Scope differences and market conditions can cause costs to vary significantly.)

## New Media Center Square Foot Cost Estimate

Substructure		Unit Price (SF)	Total
Standard Foundation	Strip footing, concrete, reinforced, load 11.1 KLF, soil bearing capacity 6 KSF, 12" deep x 24" wide	\$2.32	\$ 22,500.00
	Spread footings, 3000 PSI concrete, load 200K, soil bearing capacity 6 KSF, 6' - 0" square x 20" deep		
	Spread footings, 3000 PSI concrete, load 300K, soil bearing capacity 6 KSF, 7' - 0" square x 25" deep		
Slab on Grade	Slab on grade, 4" thick, non industrial, reinforced	\$4.43	\$ 43,000.00
Basement Excavation	Excavate and fill, 10,000 SF, 4' deep, sand gravel, or common earth, on site storageA2020	\$0.26	\$ 2,500.00
Basement Walls	Foundation wall, CIP, 4' wall height, direct chute, .148 CY/LF, 7.2 PLF, 12" thick	\$2.73	\$ 26,500.00
Subtotal		9.74	\$ 94,500.00
Shell			
		Unit Price (SF)	Total
Floor Construction	Cast-in-place concrete column, 16" square, tied, 300K load, 14' story height, 253 lbs/LF, 4000PSI	\$2.68	\$ 26,000.00
	Waffle slab, cast-in-place concrete, 10" deep rib, 20" column, 25'x25' bay, 200 PSF superimposed load, 310 PSF tota		
Roof Construction	Roof, concrete, beam and slab, 25'x25' bay, 40 PSF superimposed load, 12" deep beam, 10" slab, 150 PSF total load	\$17.06	\$ 165,500.00
Exterior Walls	Brick wall, composite double wythe, standard face/CMU back-up, 8" thick, styrofoam core fill	\$10.67	\$ 103,500.00
Exterior Windows	Aluminum flush tube frame, for 1/4" glass, 1-3/4" x 4-1/2", 5'x6' opening, no intermediate horizontals	\$2.11	\$ 20,500.00
	Glazing panel, plate glass, 3/8" thick, clear		
Exterior doors	Door, aluminum & glass, with transom, narrow stile, double door, hardware, 6'-0" x 10'-0" opening	\$0.46	\$ 4,500.00
Roof coverings	Roofing, single ply membrane, EPDM, 60 mils, fully adhered	\$4.79	\$ 49,500.00
	Insulation, rigid, roof deck, composite with 2" EPS, 1" perlite		
	Roof edges, aluminum, duranodic, .050" thick, 6" face		
Roof Opening	Roof hatch, with curb, 1" fiberglass insulation, 2'-6" x 3'-0", galvanized steel, 165 lbs	\$0.10	\$ 1,000.00
Subtotal		\$37.87	\$ 370,500.00
Interior			
		Unit Price (SF)	Total
Partitions	Metal partition, 5/8"fire rated gypsum board face, 1/4" sound deadening gypsum board, 2-1/2" @ 24", same opposite face, no insulation		\$ 34,000.00
	5/8" gypsum board, taped & finished, painted on metal birch	\$3.51	
Interior Doors	Door, single leaf, wood frame, 3'-0" x 7'-0" x 1-3/8", firing, solid core	\$1.96	\$ 19,000.00
Stair Construction	Stairs, CIP concrete, w/landing, 24 risers, with nosing	\$0.72	\$ 7,000.00
Wall finishes	Painting, interior on plaster and drywall, walls & ceilings, roller work, primer & 2 coats	\$0.52	\$ 5,000.00
Floor Finishes	Carpet tile, nylon, fusion bonded, 18" x 18" or 24" x 24", 35 oz	\$3.40	\$ 33,000.00
	Vinyl, composition tile, maximum		
Ceiling Finishes	Acoustic ceilings, 3/4" mineral fiber, 12" x 12" tile, concealed 2" bar & channel grid, suspended support	\$5.82	\$ 56,500.00
Subtotal		\$15.93	\$ 154,500.00
Services			
		Unit Price (SF)	Total
Elevators and Lifts	Hydraulic passenger elevator, 3000 lb, 2 story,14' story height, 125 FPM	\$3.92	\$ 38,000.00
Plumbing Fixtures	Water closet, vitreous china, bowl only with flush valve, wall hung	\$3.76	\$ 36,500.00
	Urinal, vitreous china, stall type		
	Lavatory w/trim, vanity top, PE on CI, 20" x 18"		
	Kitchen sink w/trim, countertop, stainless steel, 19" x 18" single bowl		
	Service sink w/trim, PE on CI,wall hung w/rim guard, 22" x 18"		
Domestic Water Distribution	Water cooler electric wall hung dual height 14.3 GPH	\$1.24	\$ 12,000.00
	Gas fired water heater, commercial, 100< F rise, 300 MBH input, 278 GPH		
Rain Water Drainage	Roof drain, CI, soil, single hub, 5" diam, 10' high	\$0.52	\$ 5,000.00
	Roof drain, CI, soil, single hub, 5" diam, for each additional foot add		
Terminal/Package Units	Rooftop, multizone, air conditioner, banks or libraries, 25,000 SF, 104.00 ton	\$19.28	\$ 187,000.00
Sprinklers	Wet pipe sprinkler systems, steel, light hazard, 1 floor, 10,000 SF	\$2.73	\$ 26,500.00
	Wet pipe sprinkler systems, steel, light hazard, each additional floor, 10,000 SF		
Standpipes	Wet standpipe risers, class III, steel, black, sch 40, 6" diam pipe, 1 floor	\$0.84	\$ 8,000.00
	Wet standpipe risers, class III, steel, black, sch 40, 6" diam pipe, additional floors		
Electrical Service/Distribution	Service installation, includes breakers, metering, 20' conduit & wire, 3 phase, 4 wire, 120/208 V, 400 A	\$2.37	\$ 22,000.00
	Feeder installation 600 V, including RGS conduit and XHHW wire, 400 A		
	Switchgear installation, incl switchboard, panels & circuit breaker, 120/208 V, 1 phase, 400 A receptacles incl plate, box, conduit, wire, 3 per 1000 SF, 3500 VA per SF, with transformer	\$7.84	\$ 76,000.00
	Wall switches, 1.0 per 1000 SF		
	Miscellaneous power, 1.5 watts		
	Central air conditioning power, 4 watts		
	Motor installation, three phase, 460 V, 15 HP motor size		
	Fluorescent fixtures recess mounted in ceiling, 1.6 watt per SF, 40 FC, 10 fixtures @32watt per 1000 SF		
Communication/Security	Communication and alarm systems, fire detection, addressable, 25 detectors, includes outlets, boxes, conduit and wire	\$2.41	\$ 21,500.00
	Fire alarm command center, addressable with voice, excl. wire & conduit		
	Internet wiring, 8 data/voice outlets per 1000 S.F.		
Other	Generator sets, w/battery, charger, muffler and transfer switch, gas/gasoline operated, 3 phase, 4 wire, 277/480 V, 7.5 kW	\$0.20	\$ 2,000.00
	Uninterruptible power supply with standard battery pack, 15 kVA/12.75 kW		
Subtotal		\$45.11	\$ 434,500.00
Total Cost Per SF		\$108.65	
Total SF of Gymnasium (to match existing SF)		X 9,700.SF	\$ 1,054,000.00
25.0 % Contractor's Overhead & Profit		\$27.16	\$ 263,500.00
10.0% Architectural Fees		\$10.88	\$ 105,500.00
Grand Total Cost Per SF		\$146.69	
Grand Total Building Cost			\$ 1,423,000.00

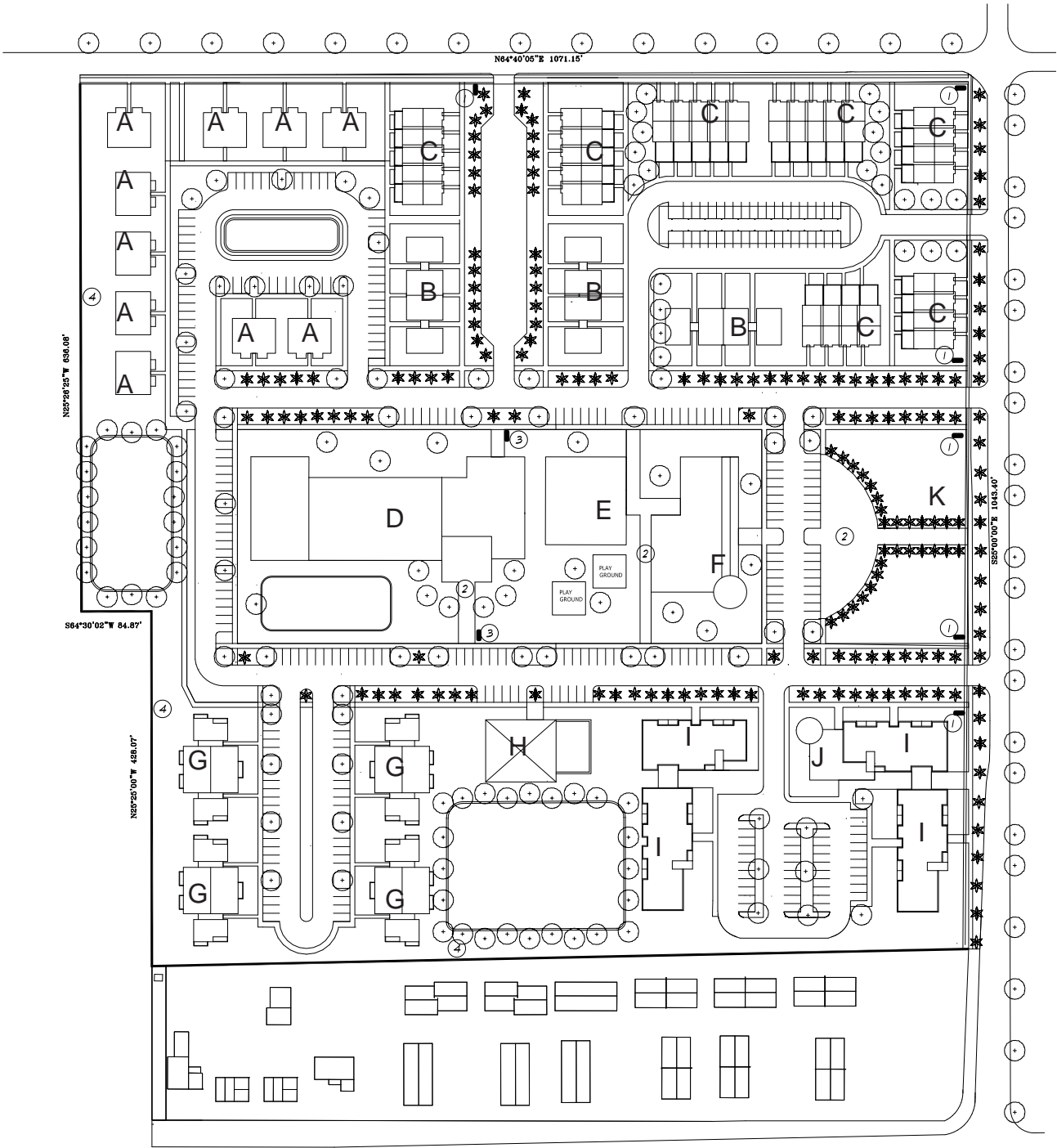


3.2 IMPACT FEE ESTIMATE (EXCLUDING TRANSPORTATION)

Summary: (See Figure 3.03)

Water .....	\$ 376,830.00
Wastewater .....	\$ 505,620.00
Stormwater .....	\$ 2,750.00
Parks & Recreation .....	\$ 138,255.88
Fire .....	\$ 141,436.56
Law Enforcement .....	\$ 135,695.64
School Capacity .....	\$ 708,000.00

TOTAL: <sup>1</sup> **\$2,005,838.08**



<sup>1</sup> Preliminary estimates are based on the community driven Preferred Development Scenario. Sustainable design approaches, LEED applications, Scope differences and market conditions can cause size and cost to vary significantly.



3.2 IMPACT FEE ESTIMATE (EXCLUDING TRANSPORTATION)

Building I.D.	Land Use	Total Area (SF)	No. of Equivalent Living Units (ELU's)	Assumed No. of Fixture Units (FU's)	City of Holly Hill												Volusia County	
					Water		Wastewater		Stormwater		Parks and Recreation		Fire		Law Enforcement		School Capacity	
					Rate	Impact Fee	Rate	Impact Fee	Impact Fee		Rate	Impact Fee	Rate	Impact Fee	Rate	Impact Fee	Rate*	Impact Fee*
A	Residential - 2 Story - Quadruplex Flats	46,560	40	-	\$1,422.00	\$56,880.00	\$1,908.00	\$76,320.00		\$250.00	\$585.83	\$23,433.20	\$254.98	\$10,199.20	\$221.69	\$8,867.60	\$3,000.00	\$120,000.00
B	Residential - 3 Story - Garden Apartments	49,320	36	-	\$1,422.00	\$51,192.00	\$1,908.00	\$68,688.00		\$250.00	\$585.83	\$21,089.88	\$254.98	\$9,179.28	\$221.69	\$7,980.84	\$3,000.00	\$108,000.00
C	Residential - 1 Story - Townhouses	57,856	32	-	\$1,422.00	\$45,504.00	\$1,908.00	\$61,056.00		\$250.00	\$585.83	\$18,746.56	\$254.98	\$8,159.36	\$221.69	\$7,094.08	\$3,000.00	\$96,000.00
D	Non-Residential - 1 Story - Athletic Traning Facility	34,720	5	100	\$1,422.00	\$7,110.00	\$1,908.00	\$9,540.00		\$250.00	\$0.00	\$0.00	\$0.34	\$11,804.80	\$1.07	\$37,150.40	\$0.00	\$0.00
E	Non-Residential - Media Library - 1 Story (Existing)	10,327	3	50	\$1,422.00	\$4,266.00	\$1,908.00	\$5,724.00		\$250.00	\$0.00	\$0.00	\$1.52	\$15,697.04	\$0.60	\$6,196.20	\$0.00	\$0.00
F	Non-Residential - Civic Building - 2 Story	30,872	11	800	\$1,422.00	\$15,642.00	\$1,908.00	\$20,988.00		\$250.00	\$0.00	\$0.00	\$1.52	\$46,925.44	\$0.60	\$18,523.20	\$0.00	\$0.00
G	Residential - Assisted Living - 2 Story Flats	48,880	48	-	\$1,422.00	\$68,256.00	\$1,908.00	\$91,584.00		\$250.00	\$585.83	\$28,119.84	\$254.98	\$12,239.04	\$221.69	\$10,641.12	\$3,000.00	\$144,000.00
H	Non-Residential - Clubhouse	9,100	3	60	\$1,422.00	\$4,266.00	\$1,908.00	\$5,724.00		\$250.00	\$0.00	\$0.00	\$0.34	\$3,094.00	\$1.07	\$9,737.00	\$0.00	\$0.00
I	Residential - Mixed Use Building - Long Term Care 3	86,100	80	-	\$1,422.00	\$113,760.00	\$1,908.00	\$152,640.00		\$250.00	\$585.83	\$46,866.40	\$254.98	\$20,398.40	\$221.69	\$17,735.20	\$3,000.00	\$240,000.00
J	Non-Residential - Mixed Use Building - 1 Story - Medical Facility	11,000	5	100	\$1,422.00	\$7,110.00	\$1,908.00	\$9,540.00		\$250.00	\$0.00	\$0.00	\$0.34	\$3,740.00	\$1.07	\$11,770.00	\$0.00	\$0.00
K	Non-Residential - Public Park	60,984	2	30	\$1,422.00	\$2,844.00	\$1,908.00	\$3,816.00		\$250.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total						\$376,830.00	Total	\$505,620.00	Total	\$2,750.00	Total	\$138,255.88	Total	\$141,436.56	Total	\$135,695.64	Total	\$708,000.00
Grand Total					\$2,005,838.08													

\* Volusia County Impact fee rate for school capacity is approximate since there is a moratorium in effect for permit applications beginning January 1, 2012 through December 31, 2013, which receive a certificate of occupancy by December 31, 2004.

Figure 3.03



### 3.3 TRANSPORTATION IMPACT

#### Introduction

As part of the development approval process, a traffic analysis will be needed when amending the property's Future Land Use designation and subsequently to meet the City's concurrency management requirements. This study was generally conducted in accordance with the City's Traffic Impact Analysis guidelines which outline the procedures for conducting concurrency studies. The evaluation assesses the operating conditions with additional traffic generated under the preferred alternative with an assumed build-out in ten years.

#### Planned Improvements

The FDOT Five Year Work Program, Volusia County Road Program, and the City of Holly Hill Capital Improvement Program were referenced for capacity-related improvements to the roadway system in close proximity to the site. The following are improvements scheduled in the area:

- Widening of LPGA Boulevard from Jimmy Ann Drive to Old Kings Road scheduled for construction in 2012/2013
- Minor intersection improvements at LPGA Boulevard and US 1 scheduled for design in 2012/2013
- Construction of a westbound left turn lane at Mason Avenue and Nova Road scheduled for construction in 2013/2014

#### Future Background Traffic

Future background traffic is the non-project-related traffic projected to utilize the study roadways and intersections. For the purposes of this analysis, the future background traffic was calculated by applying an annual growth rate to existing PM peak-hour volumes to factor the volumes up to year 2023, the year the development is proposed to be open. The annual growth rates were based on historical annual growth rates calculated from historical traffic data as obtained from FDOT and Volusia County. It was concluded that the historical annual growth rates for all segments were negative to no growth. For the purposes of providing a conservative analysis, a one-percent annual growth rate was applied to the existing volumes to factor them to year 2023 future background PM peak-hour volumes.

#### Trip Generation

The number of vehicle trips that will originate from, or are destined to, a development is dependent upon the type and amount of land uses contained within that development. The total daily and PM peak-hour trip generation potential for the development program for the preferred alternative was determined based on trip generation equations and rates provided in the Institute of Transportation Engineer's (ITE) Informational Report, *Trip Generation, 9th Edition*. As summarized in **Table 4**, the proposed development is projected to generate approximately 5,103 total daily trips and 733 total PM peak-hour trips (355 in, 378 out).

**Table 4**  
**Trip Generation Projection**

Land Use	Intensity	Units	Daily			PM Peak		
			In	Out	Total	In	Out	Total
Apartment (LU 220)	76	Dwelling Unit	292	292	584	38	21	59
Residential Condominium/ Townhouse (LU 230)	32	Dwelling Unit	120	119	239	16	8	24
Continuing Care Retirement Community (LU 255)	128	Occupied Units	180	180	360	30	46	76
Library (LU 590)	10,327	SF	291	290	581	36	40	76
Athletic Club (LU 493)	34,720	SF GFA	747	746	1,493	131	80	211
Civic Center*	30,872	SF	923	923	1,846	104	183	287
Total:			2,553	2,550	5,103	355	378	733

\*Civic Center was estimated using the following Land Uses: United States Post Office (LU 732) and Office Park (LU 750)

#### Trip Distribution

The trip distribution pattern defines the primary corridors that will be traveled by the traffic generated by the project. By reviewing the land use types in the vicinity of the site and applying engineering judgment with regard to the interaction with the project, a trip distribution pattern for the net new external trips was estimated.

#### Future Conditions Analysis

The new external PM peak-hour project trips were assigned to the study roadways and intersections based on the trip distribution. The project trips were then added to the future background traffic volumes to arrive at the total future PM peak-hour volumes for both

the roadway segments and intersections. The daily operating conditions of the roadway segments were analyzed by comparing total projected daily two-way segment volumes to each roadway's generalized service volume. As summarized in **Table 5**, the projected volumes on all study roadway segments are below the generalized service volumes. Therefore, all study roadway segments are projected to have acceptable operating conditions in year 2023 at build out of the proposed project.

**Table 5**  
**2023 Roadway Segment**  
**Volumes and Operating Conditions**

Roadway Segment	# of Lanes	Adopted LOS	Generalized Service Volume	Projected Volumes	Projected V/C ratio	Projected Operating LOS	Projected Total Volume Exceeds Svc Vol?
Nova Road (SR 5A)							
South of LPGA Blvd	6	D	55,300	31,557	0.57	B	no
North of LPGA Blvd	6	D	50,300	31,626	0.63	C	no
US 1							
Mason Ave to LPGA Blvd	4	D	29,880	29,661	0.99	D	no
LPGA Blvd to Walker St.	4	D	29,880	29,120	0.97	D	no
Walker St. to Hand Ave.	4	D	29,880	29,356	0.98	D	no
Center Street							
South of LPGA Blvd	2	D	8,580	3,301	0.44	B	no
LPGA Blvd to Project	2	D	8,580	6,001	0.81	C	no
Project to Walker St.	2	D	8,580	3,175	0.43	B	no
North of Walker St.	2	D	8,580	3,105	0.42	B	no
LPGA Boulevard							
West of Nova Road	4	E	35,010	12,634	0.36	B	no
Nova Rd to Center St	2	E	15,890	11,622	0.73	C	no
Center St to US 1	2	E	15,890	11,013	0.69	C	no
Walker Street							
Nova to Driveway 1	2	D	8,580	2,445	0.29	B	no
Driveway 1 to Center St.	2	D	8,580	1,798	0.21	B	no
Center St to US 1	2	D	8,580	1,916	0.22	B	no

<sup>1</sup> Preliminary estimates are based on the community driven Preferred Development Scenario. Sustainable design approaches, LEED applications, Scope differences and market conditions can cause size and cost to vary significantly.

### 3.3 TRANSPORTATION IMPACT

The intersections of LPGA Boulevard at US 1 and LPGA Boulevard at Center Street were the two primary intersections included in this analysis; however, additional intersections will need evaluation during concurrency. The PM peak-hour operating conditions of the signalized intersections were analyzed at build out of the proposed development in year 2023 using the Highway Capacity Software 2010 and the projected turning movements. LPGA Boulevard at US 1 will operate at LOS C with 20.9 seconds of delay and LPGA Boulevard at Center Street will operate at LOS B with 17.9 seconds of delay. The volume-to-capacity ratio for all movements is 0.86 or less for LPGA Boulevard at US 1 and less than 0.78 for LPGA Boulevard at Center Street. As a result, excess capacity will be available for all movements at both intersections.

#### Project Access

Access to the proposed development is proposed via four driveways. One full-access driveway is proposed on Walker Street. Three additional full-access driveways are proposed on Center Street. All project driveways are expected to operate acceptably without any additional lanes on Center Street or Walker Street. However, because the southernmost driveway on Center Street is expected to serve as the primary driveway for the development, consideration should be given to construct a northbound left-turn lane to enhance operations and minimize impacts to the northbound thru movement. The engineering and construction costs for such a turn lane are estimated at \$290,000.00.

#### Impact Fees

A thoroughfare road impact fee is a fee imposed by both the City and Volusia County on a proposed development to pay for all or portions of the costs to providing public services for the new development. Impact fees are implemented to help reduce the economic burden on local jurisdictions that are already dealing with population growth within the area.

The proposed development will generate additional traffic to the area and will be required to pay a thoroughfare road impact fee. According to ordinances for Holly Hill and Volusia County, the impact fee for the new development is based upon the net increase in the impact fee for the new use as compared to the previous use.

However, because there was a previous use on the property, per the ordinance, the impact fee shall be reduced by 50% from the amount of the fee that would otherwise be due.

Additionally, impact fees for residential developments in Volusia County are temporarily suspended as of Ordinance 2011-22. The moratorium is in effect until June 30, 2013. The impact fees will return in phases with one-third of residential impact fees phased back beginning July 1, 2013 and two-thirds of all residential impact fees beginning July 1, 2014. The suspension of the residential impact fees will end on June 30, 2015.

Table 6 presents the total road impact fees with the moratorium of residential impact fees and the potential credit of up to half. Some land uses for the proposed development were assumed to best match the impact fee schedule for the City and the County. As shown in **Table 6**, the total road impact fees due to the County and the City without the moratorium and the 50% credit will be approximately \$360,000 with the moratorium approximately \$210,000 is owed, and with both the moratorium and 50% credit approximately \$105,000 is owed.

Table 6  
Road Impact Fees

Land Use	Number of Units	Holly Hill Rate	Holly Hill Impact Fees	Volusia County Rate	Volusia County Impact Fees*
Apartment	76 Dwelling Units	\$291.73	\$22,171.48	\$1,506.04	\$114,459.04
Condominium/Townhouse	32 Dwelling Units	\$214.88	\$6,876.16	\$1,104.96	\$35,358.72
Nursing Home	128 Beds	\$43.42	\$5,557.76	\$218.26	\$27,937.28
Office over 10,000 gsf	30,872 Square Feet	\$0.44	\$13,583.68	\$2.31	\$71,314.32
General recreation	67 Parking Spaces	\$145.99	\$9,781.33	\$768.34	\$51,478.78
Total:			\$57,970.41	Total:	\$300,548.14
Total Impact Fees:			\$358,518.55		
Impact Fees with County Moratorium:			\$208,700.79		
Impact Fees With County Moratorium & Potential 50% Reduction:			\$104,350.40		

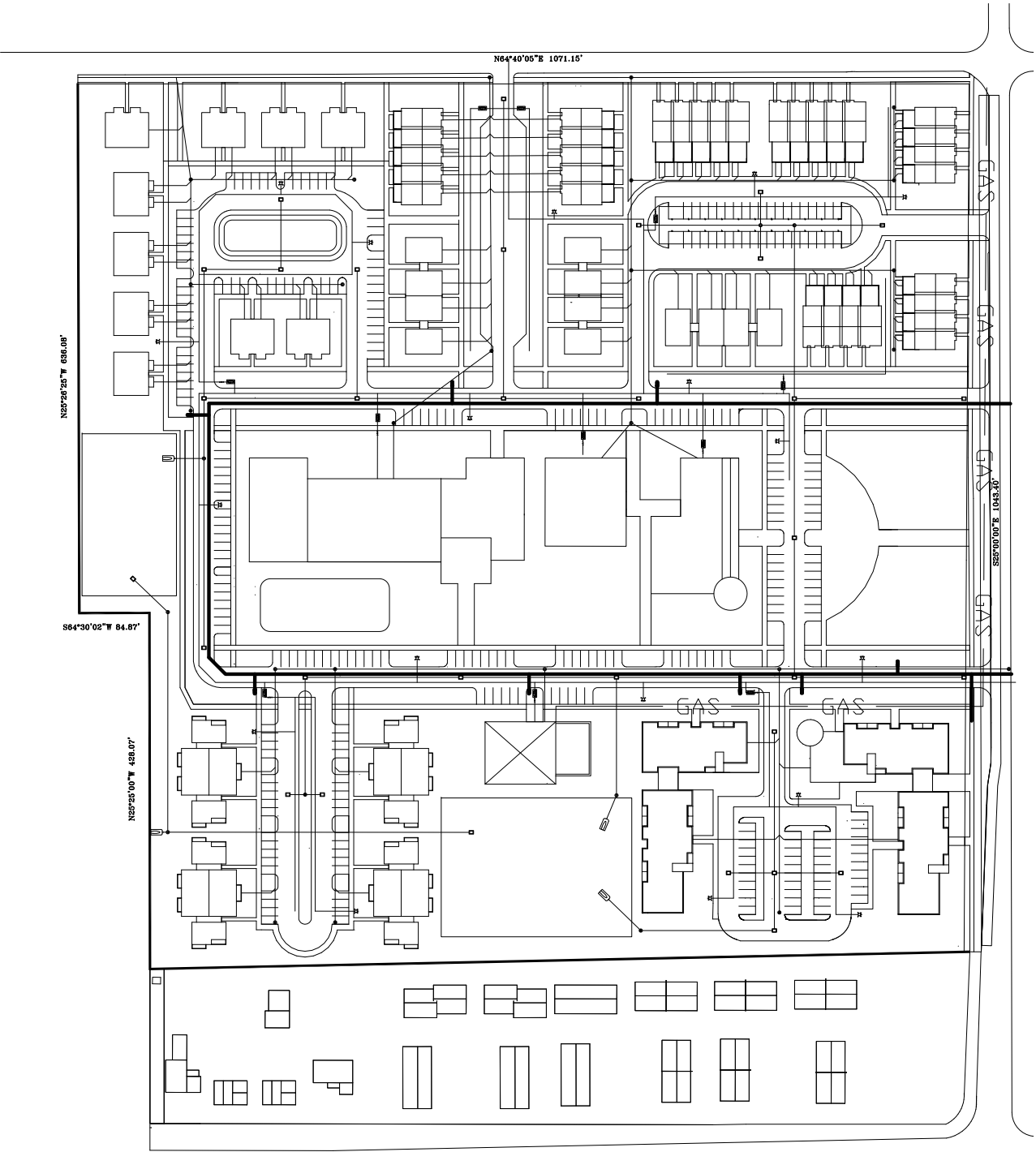
\* Ordinance 2011-22: Temporary suspension of residential impact fees



# 3.4 CIVIL CONSTRUCTION COST ESTIMATE

Summary: (See Figure 3.04)

Site Preparation .....	\$ 497,725.00
Site Paving/concrete & other Elements .....	\$ 1,164,805.00
Signing & Pavement marking .....	\$ 13,495.00
Storm .....	\$ 596,250.00
Potable Water .....	\$ 693,725.00
Sanitary Sewer .....	\$ 353,900.00
Reclaimed Water .....	\$ 123,950.00
Site Electric .....	\$ 535,000.00
Gas .....	\$ 25,000.00
Off-Site Roadway Improvements .....	\$ 206,141.00
<b>SUBTOTAL: .....</b>	<b>\$4,209,991.00</b>
<b>CONTINGENCY (10%) .....</b>	<b>\$420,999.00</b>
<b>GRAND TOTAL: <sup>1</sup></b>	<b>\$4,630,990.00</b>



<sup>1</sup> Preliminary estimates are based on the community driven Preferred Development Scenario. Sustainable design approaches, LEED applications, Scope differences and market conditions can cause size and cost to vary significantly.

# 3.4 CIVIL CONSTRUCTION COST ESTIMATE

ITEM NO.	DESCRIPTION	UNIT	QUANTITY	UNIT PRICE	TOTAL
SITE PREPARATION					
1	MOBILIZATION	LS	1	\$ 15,000.00	\$ 15,000.00
2	MAINTENANCE OF TRAFFIC	LS	1	\$ 16,000.00	\$ 16,000.00
3	SURVEY / STAKEOUT	LS	1	\$ 9,000.00	\$ 9,000.00
4	AS-BUILTS	LS	1	\$ 10,500.00	\$ 10,500.00
5	SEDIMENT BARRIER	LF	4300	\$ 0.75	\$ 3,225.00
6	FLOATING TURBIDITY BARRIER	LF	50	\$ 10.00	\$ 500.00
7	DEMOLITION - EXISTING GYMNASIUM	EA	1	\$ 50,000.00	\$ 50,000.00
8	REMOVAL OF EXISTING CONCRETE PAVEMENT	SY	400	\$ 7.00	\$ 2,800.00
9	INLET PROTECTION SYSTEM	EA	10	\$ 100.00	\$ 1,000.00
10	CLEARING AND GRUBBING	AC	24.2	\$ 3,500.00	\$ 84,700.00
11	REGULAR EXCAVATION	CY	45000	\$ 3.00	\$ 135,000.00
12	BORROW EXCAVATION, TRUCK MEASURE	CY	20000	\$ 8.50	\$ 170,000.00
				SUBTOTAL	\$ 497,725.00
SITE PAVING / CONCRETE & OTHER ELEMENTS					
13	TYPE B STABILIZATION	SY	24772	\$ 3.00	\$ 74,316.00
14	BASE COURSE	SY	24772	\$ 12.00	\$ 297,264.00
15	ASPHALT (S-III)	TN	2043	\$ 95.00	\$ 194,085.00
16	CONCRETE CURB (TYPE D)	LF	13250	\$ 14.00	\$ 185,500.00
17	SIDEWALK CONCRETE, 4" THICK	SY	12630	\$ 28.00	\$ 353,640.00
18	DUMPSTER ENCLOSURE	EA	6	\$ 10,000.00	\$ 60,000.00
				SUBTOTAL	\$ 1,164,805.00
SIGNING & PAVEMENT MARKING					
19	SINGLE POST SIGN, F&I, LESS THAN 12 SF	EA	15	\$ 250.00	\$ 3,750.00
20	THERMOPLASTIC, STD, WHITE, SOLID, 6"	NM	2	\$ 3,200.00	\$ 6,400.00
21	THERMOPLASTIC, STD, WHITE, SOLID, 12"	LF	720	\$ 2.00	\$ 1,440.00
22	THERMOPLASTIC, STD, WHITE, SOLID, 24"	LF	15	\$ 5.00	\$ 75.00
23	THERMOPLASTIC, STANDARD, WHITE, MESSAGE	EA	5	\$ 100.00	\$ 500.00
24	THERMOPLASTIC, STD, WHITE, ARROW	EA	10	\$ 40.00	\$ 400.00
25	THERMOPLASTIC, STD, YELLOW, SOLID, 6"	NM	0.3	\$ 3,100.00	\$ 930.00
				SUBTOTAL	\$ 13,495.00
STORM					
26	INLETS, DT BOT, TYPE D, <10'	EA	35	\$ 3,500.00	\$ 122,500.00
27	MANHOLES, P-7, <10'	EA	10	\$ 3,200.00	\$ 32,000.00
28	MITERED END SECTION,OPTIONAL ROUND, 48" SD	EA	8	\$ 950.00	\$ 7,600.00
29	PIPE CULV, OPT MATL, ROUND,18"SD	LF	1827	\$ 50.00	\$ 91,350.00
30	PIPE CULV, OPT MATL, ROUND,24"SD	LF	1981	\$ 70.00	\$ 138,670.00
31	PIPE CULV, OPT MATL, ROUND,36"SD	LF	797	\$ 100.00	\$ 79,700.00
32	PIPE CULV, OPT MATL, ROUND,48"SD	LF	454	\$ 170.00	\$ 77,180.00
33	DRAINAGE CONTROL STRUCTURES	EA	3	\$ 4,500.00	\$ 13,500.00
34	ROOF DRAIN CLEANOUT	EA	35	\$ 250.00	\$ 8,750.00
35	YARD / AREA DRAIN SYSTEM	LS	1	\$ 25,000.00	\$ 25,000.00
				SUBTOTAL	\$ 596,250.00
POTABLE WATER					
36	DOMESTIC WATER METER ASSEMBLY WITH BFP'S	EA	11	\$ 6,000.00	\$ 66,000.00
36	FIRE SERVICE BACKFLOW PREVENTERS	EA	11	\$ 3,500.00	\$ 38,500.00
37	6" X 6" TAPPING SLEEVE & VALVE (FOR NEIGHBORHOODS)	EA	10	\$ 3,400.00	\$ 34,000.00
38	12" X 6" TAPPING SLEEVE & VALVE (FOR NEIGHBORHOODS)	EA	9	\$ 5,000.00	\$ 45,000.00
39	12" X 8" TAPPING SLEEVE & VALVE (FOR CONNECTION AT EXISTING MAINS)	EA	1	\$ 5,500.00	\$ 5,500.00
40	2" POLYETHYLENE WATER SERVICE PIPE	LF	5500	\$ 15.00	\$ 82,500.00
41	6" WATER MAIN	LF	4200	\$ 30.00	\$ 126,000.00
42	12" WATER MAIN	LF	2500	\$ 67.00	\$ 167,500.00
43	6" GATE VALVE	EA	15	\$ 475.00	\$ 7,125.00
44	12" GATE VALVE	EA	13	\$ 2,000.00	\$ 26,000.00
45	FIRE HYDRANT ASSEMBLY	EA	18	\$ 4,000.00	\$ 72,000.00
46	TEMPORARY JUMPER CONNECTIONS	EA	3	\$ 2,200.00	\$ 6,600.00
47	TESTING & CHLORINATION	LS	1	\$ 2,000.00	\$ 2,000.00
48	OTHER MISC. FITTINGS	LS	1	\$ 15,000.00	\$ 15,000.00
				SUBTOTAL	\$ 693,725.00
SANITARY SEWER					
49	MANHOLES <10'	EA	24	\$ 3,500.00	\$ 84,000.00
50	4" PVC GRAVITY SANITARY SEWER LINE	LF	1500	\$ 18.00	\$ 27,000.00

Figure 3.04

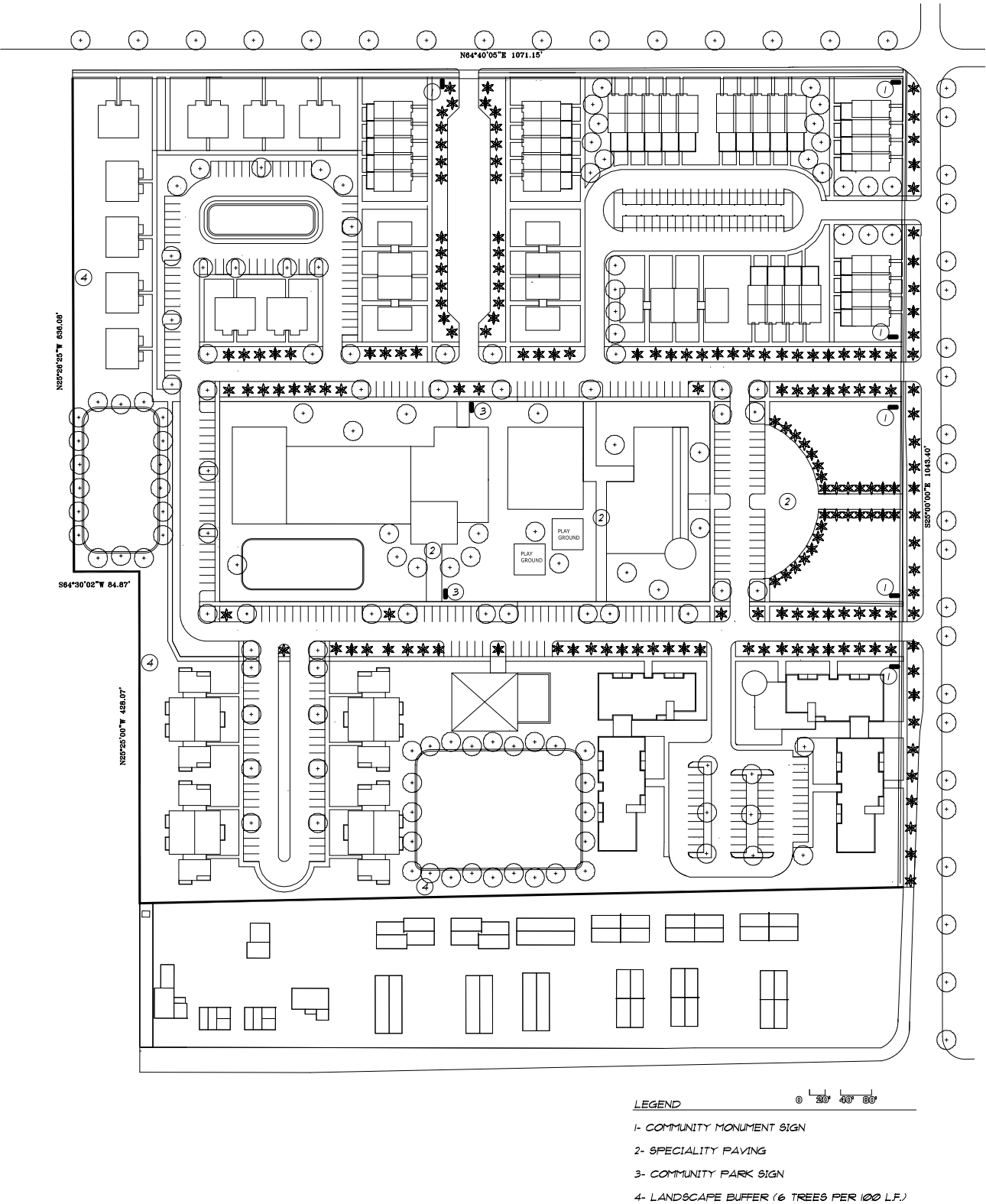
ITEM NO.	DESCRIPTION	UNIT	QUANTITY	UNIT PRICE	TOTAL
51	6" PVC GRAVITY SANITARY SEWER LINE	LF	2400	\$ 25.00	\$ 60,000.00
52	8" PVC GRAVITY SANITARY SEWER LINE	LF	4300	\$ 35.00	\$ 150,500.00
53	SANITARY SEWER CLEANOUTS	EA	73	\$ 300.00	\$ 21,900.00
54	GREASE TRAP (1,500 GAL) AND SAMPLE WELL	EA	3	\$ 3,500.00	\$ 10,500.00
				SUBTOTAL	\$ 353,900.00
RECLAIMED WATER					
55	4" X 2" TAPPING SLEEVE & VALVE (FOR SERVICES)	EA	8	\$ 3,400.00	\$ 27,200.00
56	12" X 4" TAPPING SLEEVE & VALVE (FOR CONNECTION AT EXISTING MAINS)	EA	2	\$ 4,800.00	\$ 9,600.00
57	12" RECLAIMED WATER MAIN	LF	90	\$ 35.00	\$ 3,150.00
58	4" PVC RECLAIMED WATER MAIN	LF	2500	\$ 25.00	\$ 62,500.00
59	4" GATE VALVE	EA	10	\$ 1,150.00	\$ 11,500.00
60	2" REUSE WATER SERVICE METER ASSEMBLY & BFP	EA	8	\$ 1,250.00	\$ 10,000.00
				SUBTOTAL	\$ 123,950.00
SITE ELECTRIC					
61	ELECTRIC SERVICE INCLUDING RELOCATION, TRANSFORMER & PRIMARY	LS	1	\$ 150,000.00	\$ 150,000.00
62	TELECOMMUNICATIONS	LS	1	\$ 85,000.00	\$ 85,000.00
63	LIGHT POLE COMP, F&I, WS130, 40'	EA	50	\$ 4,400.00	\$ 220,000.00
64	PULL BOX	EA	50	\$ 300.00	\$ 15,000.00
65	WIRE & LOAD CENTERS (SITE LIGHTING SYSTEM)	LS	1	\$ 65,000.00	\$ 65,000.00
				SUBTOTAL	\$ 535,000.00
GAS					
66	GAS SERVICE TO NON-RESIDENTIAL BUILDINGS	LS	1	\$ 25,000.00	\$ 25,000.00
				SUBTOTAL	\$ 25,000.00
OFF-SITE ROADWAY IMPROVEMENTS					
67	TYPE B STABILIZATION	SY	1185	\$ 3.00	\$ 3,555.00
68	BASE COURSE	SY	1185	\$ 12.50	\$ 14,812.50
69	MILLING EXISTING ASPHALT	SY	1370	\$ 4.00	\$ 5,480.00
70	ASPHALT (S-III)	TN	130	\$ 95.00	\$ 12,350.00
71	ASPHALT (S-III) - OVERBUILD	TN	33	\$ 95.00	\$ 3,087.50
72	LIGHT POLE COMP, F&I, WS130, 40'	EA	8	\$ 5,000.00	\$ 40,000.00
73	CONCRETE CURB & GUTTER (TYPE F)	LF	2300	\$ 14.00	\$ 32,200.00
74	SIDEWALK CONCRETE, 4" THICK	SY	1277	\$ 28.00	\$ 35,756.00
75	CURB INLETS	EA	4	\$ 3,500.00	\$ 14,000.00
76	PIPE CULV, OPT MATL, ROUND,18"SD	LF	300	\$ 50.00	\$ 15,000.00
77	PIPE CULV, OPT MATL, ROUND,24"SD	LF	300	\$ 70.00	\$ 21,000.00
78	SINGLE POST SIGN, F&I, LESS THAN 12 SF	EA	8	\$ 250.00	\$ 2,000.00
79	RETRO-REFLECTIVE PAVEMENT MARKERS	EA	100	\$ 3.00	\$ 300.00
80	THERMOPLASTIC, STD, WHITE, SOLID, 6"	NM	0.7	\$ 3,200.00	\$ 2,240.00
81	THERMOPLASTIC, STD, WHITE, SOLID, 12"	LF	750	\$ 2.00	\$ 1,500.00
82	THERMOPLASTIC, STD, WHITE, SOLID, 24"	LF	120	\$ 5.00	\$ 600.00
83	THERMOPLASTIC, STANDARD, WHITE, MESSAGE	EA	4	\$ 100.00	\$ 400.00
84	THERMOPLASTIC, STD, WHITE, ARROW	EA	8	\$ 40.00	\$ 320.00
85	THERMOPLASTIC, STD, YELLOW, SOLID, 6"	NM	0.4	\$ 3,100.00	\$ 1,240.00
86	THERMOPLASTIC, STD, YELLOW, SOLID, 18"	LF	150	\$ 2.00	\$ 300.00
				SUBTOTAL	\$ 206,141.00
				TOTAL	\$4,209,991
				CONTINGENCY (10%)	\$420,999
				GRAND TOTAL	\$4,630,990



# 3.5 LANDSCAPE / HARDSCAPE COST ESTIMATE

Summary: (See Figure 3.05)

Landscape .....	\$ 830,531.12
Irrigation .....	\$ 200,000.00
Hardscape .....	\$ 223,750.00
<b>SUBTOTAL:</b> .....	<b>\$ 1,254,281.12</b>
<b>CONTINGENCY (10%)</b> .....	<b>\$ 125,428.11</b>
<b>GRAND TOTAL:</b> <sup>1,2</sup>	<b>\$1,379,709.23</b>



<sup>1</sup> Preliminary estimates are based on the community driven Preferred Development Scenario. Sustainable design approaches, LEED applications, Scope differences and market conditions can cause size and cost to vary significantly.

<sup>2</sup> Cost estimate do not include street ROW upgrades

3.5 LANDSCAPE / HARDSCAPE COST ESTIMATE

Landscape						
Type	Specifications	Common Name	Quantity	Unit Type	Unit Price	Total
Canopy Tree	65 gallon		300	EA	\$450.00	\$ 135,000.00
Specimen Palms	12 ' Clear Trunk		20	EA	\$5,000.00	\$ 100,000.00
Palms	12 ' Clear Trunk		155	EA	\$400.00	\$ 62,000.00
Understory Tree	30 gallon		75	EA	\$250.00	\$ 18,750.00
Specimen Shrub	15 Gallon		100	EA	\$50.00	\$ 5,000.00
Large Shrub	3 Gal., 30"- 36" o.c.		5550	EA	\$12.00	\$ 66,600.00
Medium Shrub	3 gal., 24"-30" o.c.		12500	EA	\$9.00	\$ 112,500.00
Groundcover	1 gal., 18" o.c.		22200	EA	\$5.00	\$ 111,000.00
Zoysia Sod	(Entire Site)		387336	SF	\$0.42	\$ 162,681.12
Mulch			1500	YD	\$38.00	\$ 57,000.00
Subtotal						\$ 830,531.12
Irrigation						
Irrigation System			Quantity 1	Unit Type EA	Unit Price \$200,000.00	Total \$ 200,000.00
Subtotal						\$ 200,000.00
Hardscape						
			Quantity	Unit Type	Unit Price	Total
Community Monument Sign			6	EA	\$6,000.00	\$ 36,000.00
Community Park Sign			2	EA	\$1,000.00	\$ 2,000.00
BOCCE Ball Court			2	EA	\$2,500.00	\$ 5,000.00
5' Sidewalk			275	CU.YD	\$150.00	\$ 41,250.00
Specialty Sidewalk			250	CU.YD	\$250.00	\$ 62,500.00
Bike Racks			4	EA	\$1,000.00	\$ 4,000.00
Chess Table			2	EA	\$1,500.00	\$ 3,000.00
Play Structure			2	EA	\$30,000.00	\$ 60,000.00
Trash Receptacle			10	EA	\$1,000.00	\$ 10,000.00
Benches			10	EA	\$2,000.00	\$ 20,000.00
Subtotal						\$ 223,750.00
Total						\$ 1,254,281.12
10% Contingency						\$ 125,428.11
Grand Total						\$ 1,379,709.23

Figure 3.05





# MARKET ANALYSIS & RECOMMENDATIONS





## 4.0 MARKET SCAN OVERVIEW

This Market Scan is an assessment of demographic, economic, and real estate market conditions affecting the feasibility of healthcare, residential, senior housing, sports and recreation, and office uses for the 25-acre project site at 1200 Center Avenue (the “Site”) in Holly Hill, Florida. This section of the report recommends uses for which the site may be best positioned to attract development that meets City and community goals, and key “next steps” for implementation.

The Team assessed potential uses based on their ability to meet the following goals as stated by the City, the Holly Hill community, and the project team:

- Potential uses should be market-feasible and demonstrate interest from private developers and employers;
- Potential uses should generate property and/or other tax revenue to the City of Holly Hill and Volusia County;
- Potential uses should increase the resident population and/or employers and employment base of the City of Holly Hill; and
- Potential uses should complement existing Holly Hill assets, support additional development, and overall strengthen the CRA and other areas throughout Holly Hill.

This initial market scan identified specialty healthcare facilities, rental apartments, and privately-operated sports and recreation as uses that may best meet the stated redevelopment goals. Additional due diligence in each of these use categories is necessary with targeted private developers and/or operators to further define potential development concepts, identify preferred specific square footage/acreage needs, rental rates and price points. Additionally, potential economic benefits to the City could vary considerably depending upon type of land development transaction, built uses, and subsequent property tax assessments. A brief discussion of next steps is included at the end of this section.

### 4.1 SITE CONTEXT

#### *Development Strengths*

The Site maintains key development strengths that are conducive to potential redevelopment. These include:

- **Size.** The Site is a large, 25-acre site that enables both large, single uses and/or multiple contiguous development options.
- **Proximity to key anchors.** The Site is proximate to several regional healthcare and national educational institutions, which include three hospitals with 978 beds, over 400 medical offices, at least 16 assisted living facilities within a 3.5 mile radius, and 26,000 college students throughout the Daytona Beach area.
- **Access.** The Site maintains easy access from LPGA, I-95, US-1, and Nova Road which enables uses that might draw from a large area.
- **Potential for incentives.** The City of Holly Hill has the ability to provide grants and aid to incent local business to expand and new business to locate in the City based on the magnitude of new jobs and new property tax revenue generated. Volusia County and the State of Florida also offer a multitude of incentive programs which the City can use to attract new development and help position the Site competitively.

#### *Development Challenges*

Although the Site has several strengths, there are also development challenges that should be acknowledged or addressed when positioning the site for successful redevelopment. These include:

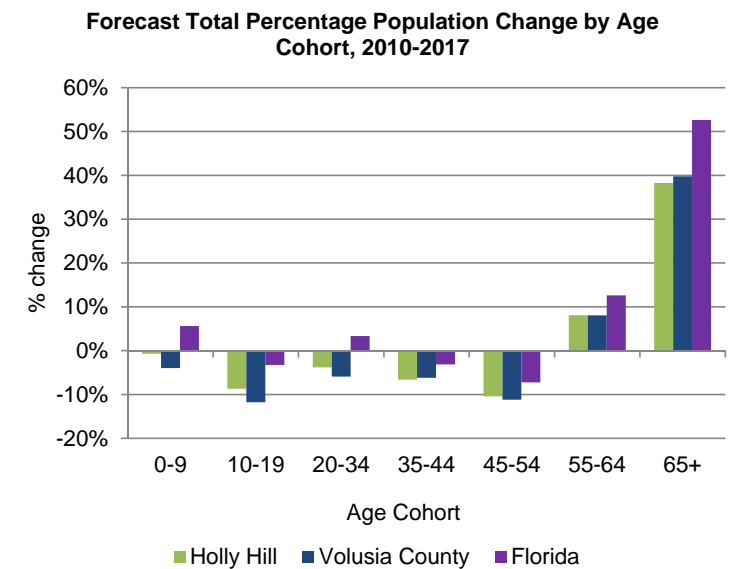
- The site’s current configuration does not include direct frontage on LPGA Boulevard, which may limit desirability from potential users who seek a site with direct access on a major thoroughfare.
- Several additional sites of similar or greater size are available for redevelopment in the in the greater Daytona Beach area. The Site should be differentiated in a manner that enables it to be more attractive to operators or developers than other potential land options in the area.
- The current zoning of the site is R-2 and R-5, which allows, respectively, low- and medium-density single family housing. The City may need to issue a re-zoning for the site depending on the identified use(s). The City may also need to provide assistance with regulatory approvals from the City, County, and State.

## 4.2 SUMMARY OF DEMOGRAPHIC AND ECONOMIC FACTORS

There are a number of demographic and economic factors in Holly Hill, Volusia County, and the State of Florida that provide context in which to gauge demand for the uses analyzed here. These factors include changing age distribution, household income, college enrollment, and employment in key industry sectors.

#### *Age*

Age distribution in Holly Hill, Volusia County, and the State of Florida is forecast to shift towards older individuals. With the exception of statewide growth in young children ages 10-19 and young professionals ages 20-34, Esri forecasts for 2017 indicate growth in individuals over 55 years old in all geographies, and a decline in all other age cohorts.<sup>1</sup> This change has implications for the development of healthcare and senior housing uses in the City, indicating a potential growing need for both as the aging population demands a greater level of medical care and daily living assistance.



Source: Esri Business Analyst

<sup>1</sup> Esri is an international provider of mapping and demographic analysis software. Esri utilizes a cohort-survival model to forecast population growth by projecting survival of the existing population and the births that will occur based on past performance.

Household Income

Median household income in Holly Hill is lower than in Volusia County and the State of Florida. While forecast to increase in 2017, household income in Holly Hill remains lower than the other geographies. Lower incomes in the City have implications for the feasibility of senior housing, indicating that, while income levels may not support new facilities today, they may do so in the future.

Median household income, 2012 and 2017 (forecast)		
	2012	2017 (forecast)
Holly Hill	\$28,766	\$33,878
Volusia County	\$40,838	\$49,389
Florida	\$43,924	\$51,971

Source: Esri Business Analyst

College Enrollment

There are approximately 26,000 college students in the Daytona Beach area.<sup>2</sup> The three largest are Embry-Riddle Aeronautical University, Bethune-Cookman University, and Daytona State College, which are within a three-mile radius of the Site, and which enroll nearly 18,000 full-time, in-person (as opposed to online) undergraduate students. The number of students has implications for the potential development additional housing options for students, supporting the development of student housing and/or multifamily products marketed to students.

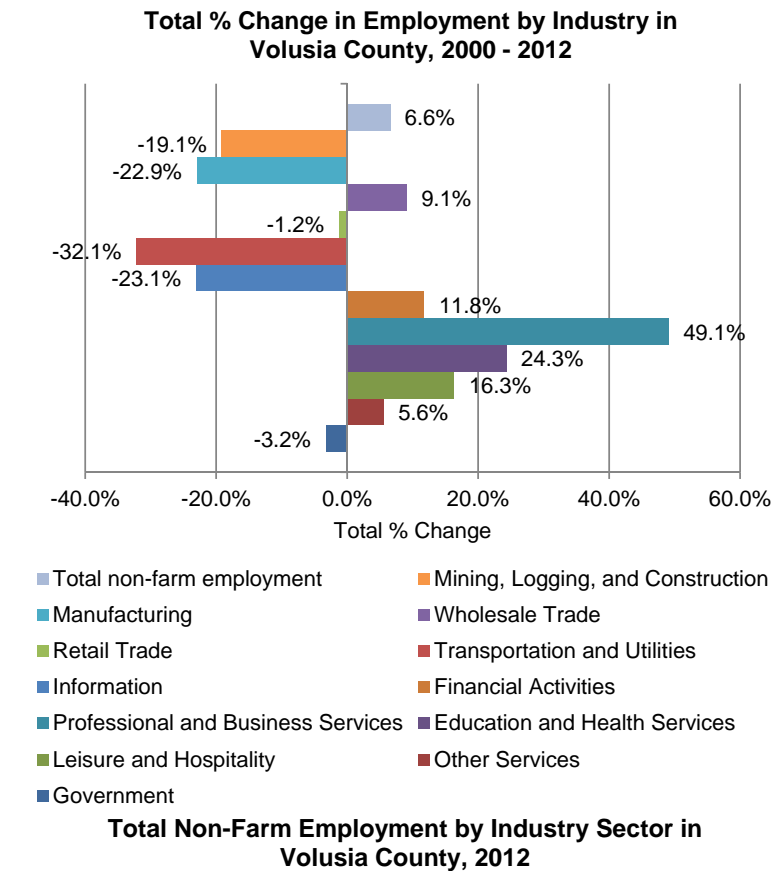
Enrollment in select area institutions, 2011			
	On campus	Off Campus	% Off Campus
Embry-Riddle	3,397	1,723	34%
Bethune-Cookman	1,622	1,905	54%
Daytona State College	0	9,128	100%

Source: US News and World Report; Daytona State College enrollment statistics

Industry Sector

Education and Health Services is and continues to be the strongest industry sector in Volusia County. In 2012, 32.2% of employees worked in Education and Health Services, and since 2000, the industry has grown nearly 25%. This is followed by growth in the Professional and Business Services sector (which, though

demonstrating 49% growth, only made up 16% of total employees in the County in 2012). As such, healthcare and educational uses may continue to grow in the region and be well positioned as targets for potential anchor real estate developments on the Site.



Source: Bureau of Labor Statistics

4.3 KEY FINDINGS

Healthcare

Healthcare uses are a strong presence in Holly Hill, Daytona Beach, and Ormond Beach. Within a 3.5-mile radius of the Site, there are three hospitals with a total of 978 beds,<sup>3</sup> over 400 medical offices,<sup>4</sup> and at least 16 assisted living facilities.<sup>5</sup>

The presence of these healthcare uses, in addition to the growing number of those employed in healthcare professions as noted above, signals an opportunity for similar or complementary use(s) at the Site. In particular, stakeholder and operator outreach notes that the growth of this sector both locally and statewide may drive demand for a specialized healthcare facility that serves market segments that are not currently met in the region.

Park Royal Hospital in Fort Myers, FL, operated by Acadia Healthcare, is a specialized medical facility focused on behavioral health that was identified as an example of the type of facility that could be successful in the Holly Hill area. The 72,000 square foot facility opened in 2012 on 3.9 acres of land. The hospital currently hosts 76 beds, can expand to 114 beds,<sup>6</sup> and will ultimately be staffed by over 200+ behavioral health professionals and administrative and support staff.<sup>7</sup> The facility offers a wide range of behavioral health treatment services to a wide range of clientele, including:

- Geriatric treatment, including memory, brain, and mood disorders
- Adult treatment, including mood disorders, PTSD, and co-occurring mental health and substance abuse issue
- Intensive and comprehensive outpatient programs, including:
  - Psychiatric evaluation
  - Psychiatric sessions
  - Individual or group therapy
  - Educational programs
- Crisis intervention services

<sup>2</sup> Source: Zaffiro-Kean, Eileen. "Developer targets college students with apartment plan."

<sup>3</sup> Source: American Hospital Directory. Includes Florida Hospital Memorial Medical Center, Florida Hospital Oceanside, and Halifax Health Medical Center.

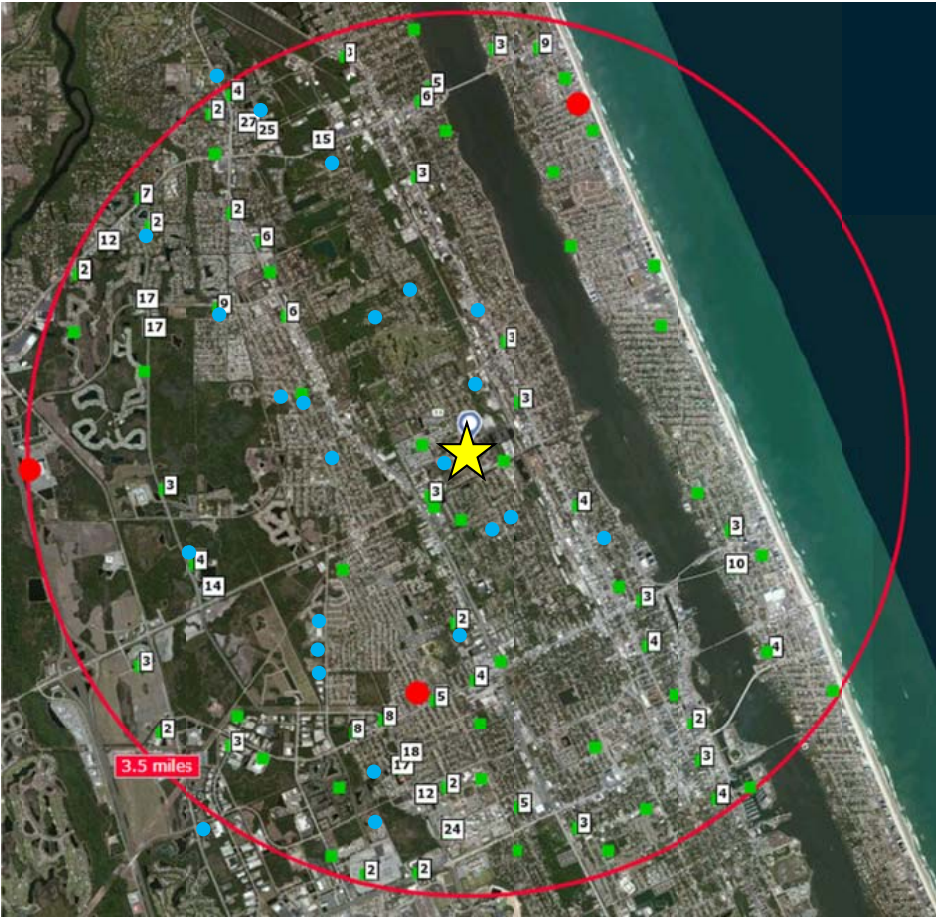
<sup>4</sup> Source: Esri Business Analyst. Compiled using a search for NAICS codes for physicians offices, dentists offices, optometrists, physical therapists, and other providers, outpatient care centers, and medical and diagnostic laboratories.

<sup>5</sup> Source: Stakeholder outreach; HR&A; Google Maps

<sup>6</sup> Source: Barr, Paul. ModernHealthcare.com, "Acadia buys psychiatric hospital in Fla.." Last modified November 13, 2012. <http://www.modernhealthcare.com/article/20121113/NEWS/311139964>.

<sup>7</sup>Source: Freeman, Liz. naplesnews.com, "New Park Royal psychiatric hospital breaks ground Monday." Last modified April 03, 2011. <http://www.naplesnews.com/news/2011/apr/03/Park-Royal-Psychiatric-Hospital-fort-myers-lee/>.





- ★ Site
- Hospital
- Assisted Living Facility
- Medical Office
- 10 Indicates the number of medical offices at a location, due to inability to show individually at this resolution

Attracting a specialized healthcare operator to the Site has the potential to enhance the healthcare offerings of the area and bring new employment to Holly Hill. These facilities can be privately owned and operated and generate property tax revenues, and potential retail spending by employees would generate additional sales taxes and support retail elsewhere in Holly Hill. In addition, a specialized facility may further attract additional healthcare uses to the City and County, with medical offices seeking to locate nearer to patients. Further, stakeholders note that the presence of such a facility could bolster occupancy rates at area assisted living facilities and may attract additional senior housing operators seeking to co-locate with a specialty service provider.

Senior Housing

Forecasted growth in the population of individuals older than 55 years of age signals a potential need for additional senior housing options in the City. As the population continues to age, the housing needs of older Americans in the County may begin to shift more toward independent living, assisted living, and nursing care facilities.

However, there are indicators that, presently, this use may face some challenges. A phone survey of selected area facilities reveals excess capacity, with occupancy ranging from 60%-70%. In addition, the average yearly cost of residing in independent and assisted living facilities exceeds median household incomes in Holly Hill: fees can range from an average of \$36,000 to \$80,000 per year throughout the State.<sup>8</sup> In comparison, 2012 median household income in Holly Hill was \$28,760, over \$7,000 less than the low average cost of senior housing statewide. Interviewees note that this low income level may account for the availability of beds in existing area senior housing facilities, and would challenge the development of new senior housing.

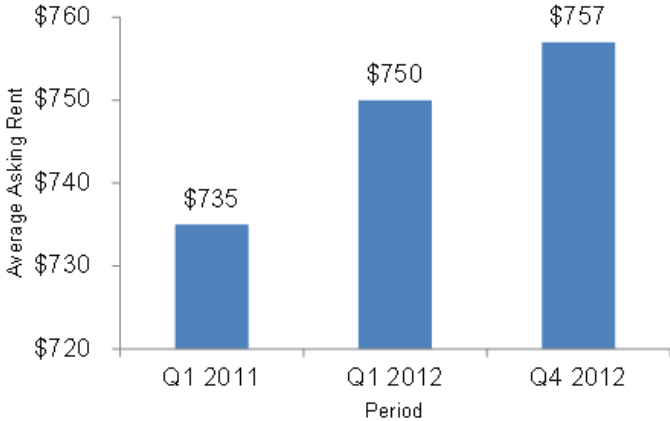
As the 55+ population continues to grow and with median incomes forecast to rise, the development of senior housing at the Site may be a more feasible option in the future. This timeline may be expedited if the Site is differentiated from others elsewhere in the region with the introduction of unique amenities that draw from a population wider than Holly Hill. A specialty healthcare facility, such as the one discussed here, has the potential to serve such a role and attract users of senior housing from elsewhere in Volusia County and the State, increasing occupancy at existing area facilities, and potentially attracting the development of new senior housing at the Site.

Residential: Rental Multifamily

The rental market in Volusia County is showing signs of strength:

- Multifamily rental vacancy countywide decreased from 7.9% to 6.8% between the first quarter of 2011 and the fourth quarter of 2012. Vacancy rates for multifamily units near Holly Hill may be even lower than countywide figures because multifamily in the eastern portion of Volusia County has historically been lower than multifamily vacancy in the western portion of the County.<sup>9</sup>

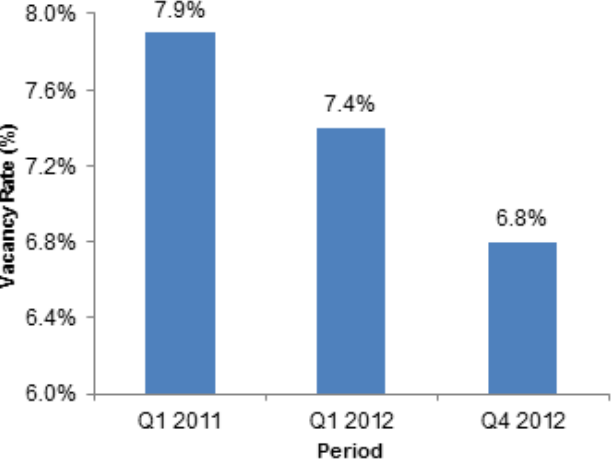
Multifamily Average Asking Rent, Volusia County



Source: Reis

- Average asking rents increased from approximately \$735 in the first quarter of 2011 to \$757 in the fourth quarter 2012.<sup>10</sup>
- There are reportedly more than 1,000 new multifamily units currently under development throughout Volusia County.<sup>11</sup> Developments include the 84-unit, ages 55+ Saxon Cove apartments in DeBary, the 248-unit Venetian in South Daytona, the 300-unit Liv Apartments in Port Orange, and the 240-unit Tradewinds apartments in Daytona Beach. Additionally, a \$6 million renovation is planned for the 126-unit Holly Point Apartments in Holly Hill, after being purchased in April 2013.

Multifamily Vacancy Rate, Volusia County



Source: Reis

<sup>8</sup> Source: MetLife Mature Market Institute, Market Survey of Long-Term Care Costs, 2012  
<sup>9</sup> Source: Reis and Axiometrics, Inc.

<sup>10</sup> Source: Reis  
<sup>11</sup> Source: Brumley, Cecil G. Hometown News, "Multi-family housing suddenly multiplying." Last modified April 19, 2013. <http://www.myhometownnews.net/index.php?id=104162>.

The improving multifamily market and increase in development activity signal that multifamily rental housing may be a potential use for the Site. In particular, the City may have an opportunity to market the site to potential student housing developers who are seeking to take advantage of the nearby student population or to market the site to general multifamily developers and noting the presence of the student population as a potentially robust source of demand.

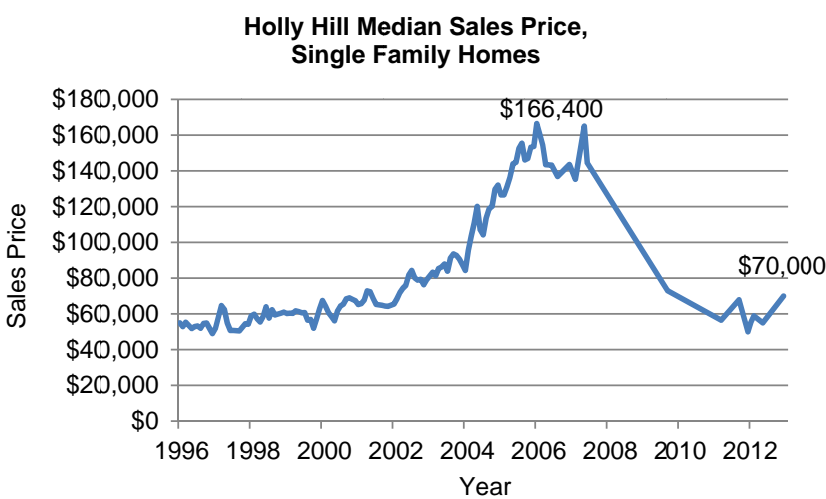
Student Housing

As noted in the summary of demographic and economic factors, there are approximately 26,000 college students in the Daytona Beach area, and the three largest schools are located within 3 miles of the Site and enroll over 18,000 students. Developers note that there are 5,000-6,000 student housing units in the Daytona Beach area,<sup>12</sup> and a 2008 study conducted for Daytona State College concluded in potential demand for 975 beds for its students.<sup>13</sup> These factors indicate a potential demand for additional off-campus student housing or multifamily development marketed to students.

The Tradewinds development in Daytona Beach is one example of a multifamily rental development that is targeting college students. The property is being developed by Z Loft, LLC, based in Ponte Vedra Beach, FL, who specializes in a “Shared Living Student Housing Concept” that caters to students via a “by the bed” approach to leasing.<sup>14</sup> The development is planned to consist of 240 units with 570 bedrooms on a 21-acre site, and include amenities marketed to college students, such as community-wide Wi-Fi, and indoor basketball court, a gaming area, and a sand volleyball court.

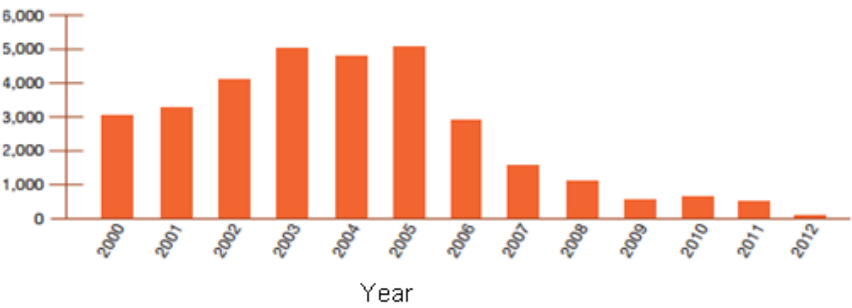
Residential: For-Sale Single-Family

- The for-sale residential market appears to have stabilized, but remains weak. Yearly single-family building permit issues decreased from approximately 5000 in 2005 to less than 5000 in 2011.<sup>15</sup>
- Median home sale prices in Holly Hill declined from \$116,400 in 2006 to \$70,000 through May 2013.



Source: Zillow.com

Total Single-Family New Construction Permit Issuances, 2000-2012



Source: US Census Bureau, Housing and Urban Development

Given that few single family homes are currently being planned throughout the County and that housing prices continue to remain low, single family home development at the Site appears to be unlikely in the near term.

Sports & Recreation

Interviewees note that private sports and recreation complexes are becoming increasingly popular for club sports, training, and tournaments. Example facilities in Central Florida maintain numerous volleyball and basketball courts, as well as a host of other amenities to attract a wide range of users and generate varied levels of activity:

<sup>12</sup> Source: Zaffiro-Kean, Eileen. “Developer targets college students with apartment plan.” . The Daytona Beach News-Journal, 19 Dec 2012. Web. <http://www.news-journalonline.com/article/20121219/NEWS/312199968>.

<sup>13</sup> Anderson Strickler, LLC

<sup>14</sup> Source: Z Loft, LLC

<sup>15</sup> Data for 2012 in this report only includes up through the first quarter.





Orlando Sports Center

- Located 70 miles from the Site in Orlando, FL
- 92,000 square feet main location
- 6 indoor basketball and 12 indoor volleyball courts
- 10 outdoor volleyball sand courts
- Batting cages
- Meetings rooms and conference space, and restaurant
- Additional facilities located in area



The Big House

- Located 64 miles from the Site in Tavares, FL
- Opened February 2013
- 162,000 square feet
- First phase complete with volleyball and basketball courts
- Future phases to include a fitness center, day-care center, classrooms including a computer lab, a 100-seat theater, VIP lounges, hair and nail salon, car-detail shop, smoothie bar, and food court.

Interviewees note there may be demand for additional facilities similar to these in eastern Volusia County. For example, volleyball, and particularly beach volleyball, is growing increasingly popular in the area, and while the Daytona Beach Ocean Center hosts

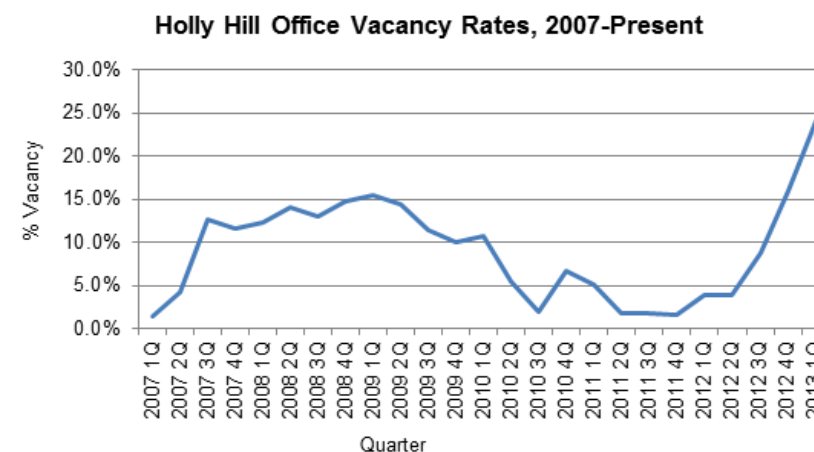
volleyball tournaments annually, the County lacks a regional facility for more frequent training, club sports, or tournaments.

Conversations with potential operators revealed interest in developing a regional facility in Holly Hill that could serve volleyball and other sports. Further conversations with these operators can help determine the exact nature of such a facility—including size and capacity, design requirements, sports served, amenities, and operating structure.

### Office

Office development on the Site is unlikely in the near-term. Within the past five years, CoStar reports that the office inventory in Holly Hill has remained static at approximately 84,000 square feet.<sup>16</sup> This implies there may have been no new construction of office space in the City until the recent construction of a new commercial project at 700 Ridgewood Avenue (US 1), which will add 8,400 square feet of retail office space and approximately 12,000 square feet of warehouse/flex space.<sup>17</sup>

In addition, CoStar reports that the office market in Holly Hill has experienced an increase in vacancy since mid-2012. The reported vacancy rate of 24.8% represents over 20,000 square feet of available office space, excluding the new project noted above. Efforts by the City's Economic Development department have resulted in a reduction in office vacancy by 37% from December 2012 to June 2013 along Ridgewood Avenue—one of the City's primary commercial corridors—resulting in an overall citywide 10% reduction in office vacancy. However, it is unclear if this dynamic would translate to new office development on the Site due to not being located on a similarly dense commercial corridor, and due to lack of direct frontage on LPGA Boulevard.



Therefore, absent a source of new demand for space in Holly Hill - for example, the identification of a build-to-suit opportunity seeking to take advantage of the Site's available land - the development of additional office space does not appear likely in the near-term.

<sup>16</sup> Source: CoStar

<sup>17</sup> Source: City of Holly Hill Board of Planning and Appeals; City of Holly Hill Economic Development

4.4  
FEASIBLE USES, ECONOMIC  
DEVELOPMENT POTENTIAL, AND NEXT  
STEPS

Near-term Market-feasible Uses

The following uses demonstrate the strongest potential near-term market demand and interest from potential private operators or developers:

- **Healthcare.** A specialized healthcare facility such as a dedicated behavioral health hospital may have the potential to serve healthcare segments that are not currently met in the region. Additionally, such a facility may have the potential to leverage the existing healthcare infrastructure near Holly Hill and complement related uses such as senior housing.
- **Rental apartments.** Current and projected multifamily market trends suggest that development of rental apartments may be of interest at the Site. In particular, there may be an opportunity to target the seemingly underserved student housing market with new specially designed rental units to meet that demographic group's particular needs and desires.
- **Sports and Recreation.** Interviewees note an increase in club and tournament sports activity throughout Volusia County and demand for additional facilities that can meet their needs. There may be an opportunity to develop and operate a privately-managed facility at the Site that can host tournaments, practices, and other related events.

Fiscal and Economic Development Potential

Depending on the targeted use, transactional agreement, ultimate development program, and subsequent property tax assessments, the Site has the potential to generate varying levels of property tax revenues, and may generate other tax revenues and economic benefits to the City of Holly Hill and Volusia County.

Property Taxes

The Site's presence within the Holly Hill CRA has implications for attracting potential users and developers and generating property

tax revenue. The City's millage rate on properties within the CRA and outside of the CRA is equivalent, but the total millage on properties within the CRA is less due to the presence of fewer applicable taxing districts (the rate was 15.0311 mills within the CRA versus 24.0356 mills outside of the CRA in 2012). The City can leverage the lower overall property tax as an attractor to potential users as it begins its outreach efforts.<sup>18</sup>

In addition, CRA's are designed to capture greater tax revenues within their boundaries than areas outside of CRA's. In areas outside of CRA's, tax revenue generated by non-City of Holly Hill taxing districts is disbursed to each respective district. However, within a CRA, the taxes generated by both City and applicable non-City taxing districts are disbursed back into the CRA.<sup>19</sup> In 2012, the Holly Hill CRA generated \$1,590,332 in tax revenue, 49% of which was generated by the Holly Hill millage rate, and 51% generated by the remaining taxing districts.<sup>20 ; 21</sup> Therefore, while the overall property tax rate within a CRA is less than outside of the CRA, the CRA itself receives greater total property tax revenues for the purposes of additional revitalization efforts at the Site or elsewhere within the CRA.

The specific use and ultimate development program at the site will determine the specific level of property tax revenue generation. Millage rates are applied to a subject property's assessed value, and for new development in general—independent of use (multifamily residential, commercial, institutional, etc.)—the appraiser relies initially on construction cost as an indicator of value. This assessment is then refined through an estimation of income generated by the property to its owners, which takes into account, for example, income requirements on residents of a new apartment building, or initial ramping-up of a new business. Typically, the assessed value for a new development may then be lower than the cost of construction. The millage rate in a particular municipality is then applied uniformly regardless of use.

Other Tax Revenues and Economic Benefits

There are other sources of revenue and economic benefits that may result from of each recommended use. Successful attraction of a healthcare use to the Site, for example, could result in new jobs in Holly Hill and act as a regional draw for the development of additional senior housing. In addition, the new employees may generate additional retail spending that can strengthen retail corridors along Nova Road and US 1.

Successful development of multifamily housing could result in a new residential population in the City, which may also support area retail. Depending on the product type, a new apartment complex may produce varying levels of new employment as well in the form of leasing offices, maintenance staff, and other positions.

Finally, successful attraction of a sports and recreation complex may result in an increased number of visitors to Holly Hill from the wider region, who may also bring increased retail spending and strengthen retail corridors along Nova Road and US 1. In addition, the provision of such facilities could also serve as a community amenity, providing additional recreational options for residents.

Overall Next Steps

For each potential use, the City can take steps to further assess the viability of each with the community, local business, and government officials. The City can begin to engage operators and/or development partners to gauge interest and further refine the development program and the necessary zoning and regulatory requirements.

In addition, the City, in coordination with the County and the State, can begin to assemble an incentives "toolbox" appropriate for the identified use. In its FY 2012-2013 proposed budget, the City of Holly Hill has allocated a \$1.5 million general fund allocation for "Private Organization / Grants & Aid."<sup>22</sup> The intention of this fund is to incent local business to expand and new business to locate in the City based on the magnitude of new jobs and new property tax revenue generated, and can be leveraged to attract potential operators or developers.<sup>23</sup>

<sup>18</sup> Source: Volusia County Property Appraiser's Office

<sup>19</sup> The actual amount of revenue collected is the incremental amount above the revenue that was generated in the base year of the CRA's establishment.

<sup>20</sup> TThe implication being, without the CRA, the subject properties would have only generated 49% of the \$1,590,332, or approximately \$777,650.

<sup>21</sup> Source: Volusia County Property Appraiser's Office

<sup>22</sup> Source: City of Holly Hill 2012-2013 Proposed Budget

<sup>23</sup> Source: City of Holly Hill Economic Development



In addition, Volusia County offers “business assistance programs” that the City can also use to attract users to the site. Potentially relevant programs for the recommended uses here include:

- **Disadvantaged Business Enterprise (DBE) assistance.** Provides “first-tier” referrals of minority, women, and Florida veteran business enterprises to state agencies seeking to include supplier diversity, as well as promotes DBE’s to partner with major corporations seeking to do business within Volusia County and the State of Florida.
- **Performance Based Employment Incentives (PEI).** Volusia County provides employment incentives to companies creating new jobs in the County, ranging from \$1,000 to \$5,000 per new worker for workers earning wages greater than 115% of the County’s average annual wage.

The County also offers a collection of grant, tax exempt bond programs, tax refunds, and grant assistance to companies in high tech industrial fields and international exporting of goods.<sup>24</sup> Though not a use addressed here, should the City identify a suitable build-to-suit opportunity for a commercial real estate user as noted in “Office” above, these incentive programs may apply.

In addition, the State of Florida maintains a number of incentive and assistance programs in the form of small business assistance and entrepreneurial support, assistance for minority-owned business, financial assistance, assistance for high tech startups,<sup>25</sup> and grants for workforce training.<sup>26</sup>

The City has an opportunity to offer and assist in applying for these funds and programs at the City, County, and State level as part of its outreach to potential operators and developers, and can include these funds and programs as one component of the desirability for locating at the Site.

Finally, in determining the preferred acreage/square footage needs for specific uses via targeted outreach, the City may also continue to consider other uses not explored here, such as those oriented to the public in the form of a broad range of civic uses. Similar to the recommendations herein, the City can assess the range of potential services provided by a civic use, determine the space needs, and formulate a strategy for funding capital and operations. For example, civic uses can be funded with general City funds or with dedicated revenue generated by the private uses on the Site. Additionally, there may be opportunities to

integrate civic uses within a private use: for example, the City could formulate an agreement with the operator of a sports and recreation center to dedicate a certain number of hours to be available for community use.

### *Use-specific Next Steps*

**Healthcare.** The City can begin to conduct focused outreach to specific specialized hotel operators and the Florida Agency for Healthcare Administration to identify the existence of any interest, the nature of the interest, and any particular needs a potential operator may request in terms of regulatory support, incentives, acreage, and infrastructure.

**Rental Apartments.** The City can begin to market the site to multifamily rental housing developers, with a particular focus on developers such as Z-Loft, LLC who specialized in student housing, through an RFQ, RFP, or other developer solicitation efforts.

**Sports and Recreation.** The City can identify private sports facility operators and market the site for such a use to better understand potential economics for such a facility. Additionally, in the near-term, the City may consider permitting outdoor activities that require minimal infrastructure upgrades on the existing Site, and particularly sports activities. Such a strategy may enable the City to establish temporary partnerships with private operator(s) and/or athletic clubs to draw attention to the site, test the feasibility of attracting athletic events to the site, and may assist in attracting a long-term operator for a permanent facility at the site.

<sup>24</sup> Volusia County Division of Economic Development

<sup>25</sup> Enterprise Florida

<sup>26</sup> Workforce Florida, Inc.

# APPENDICES



# APPENDIX A :

## HOLLY HILL ADOPTED 2010-2025 COMPREHENSIVE PLAN & ZONING SUMMARY GUIDELINES

### FUTURE LAND USE ELEMENT

The Future Land Use (FLU) Element provides a framework for the future development of land in the City. A FLU designation is a general category of uses and is not the same as the Zoning district. The zoning district is more detailed and implements policy.

In 2010 the site had a FLU element designation of Churches, Schools and Institutions. Prior to the closure of the Middle School, the City changed the FLU to Mixed Use 3 (MU3)

### MIXED USE 3 (MU3) PLANNING GUIDELINES

In regards to the Community Redevelopment boundaries, the FLU states:

“A key component of this strategy is the formation of public-private partnerships to direct and coordinate the expenditure of public and private investment.”

The FLU Element sets out Goals, Objectives and Policies or “GOP”s. The most significant are the policies regarding the site’s MU3 FLU designation.

A development agreement between a developer and the City of Holly Hill is required for mixed use projects so standards and uses could be customized to the site. MU3 designation could facilitate a mix of medium/high density residential development with retail and office space.

### DENSITY FORMULA

- Base (minimum): 10 units / acre
- Bonus (maximum): 15 units/ acre (incentive for meeting special conditions)
- Residential shall not exceed 50% of the land area of the site
- Intensity of Commercial / Office (maximum): 0.5 Floor area ratio

### HOUSING GUIDELINES

Goal 1: Ensure the availability of safe and adequate housing units of different types, sizes, and ranges to meet the needs of all current and future residents.

The City will utilize a number of tools to facilitate housing development, including facilitating and streamlining project development review and permitting, providing services, seeking innovative land use and building techniques to lower cost and improve quality.

As stated in Policy 1.7.3, the City will allow mix use buildings incorporating residential and commercial development in the Community Redevelopment Area. These mixed use projects will have priority over single use buildings when applying for financial assistance from the City through the Tax Increment Financing District.

The City will also encourage and support green building techniques and sustainable development in housing, including renewable energy systems, building orientation, installation of trees and shrubs to reduce heat gain on buildings.

### LAND USE POLICIES

Policy 1.1.2 sets the uses and level of density for FLU districts MU3 allows these uses singly or in combination:

- Public
- Civic
- Neighborhood Commercial
- General Commercial
- Office
- Multi-Family Residential
- Light Industrial
- Limited Single Family as an adjunct to a business use
- Lodging

Objective 1.9 and Policy 1.9.1 indicates that the City will encourage urban infill development and re-development where

public facilities and services are available and the land is being under utilized.

Objective 2.2 supports smart growth principles to foster a sense of community. These principles include:

- Creating a range of housing opportunities
- Creating walkable neighborhoods
- Encouraging stakeholder collaborations
- Fostering a sense of Place
- Promoting mixed land uses
- Preserving open space
- Providing a variety of transportation choices
- Directing development towards existing public facilities and
- Promoting compact building design

Policy 2.2.2: Ensure opportunities for meaningful stakeholder participation throughout all stages of planning and policy implementation.

Policy 2.2.4: Maintain a sense of community through the landscaping of parks, recreation areas and medians as well as the City’s CRA overlay district.

Policy 2.2.5: Encourage a mix of land uses and expand housing choices by developing areas of infill or underutilized vacant land in the Community Redevelopment Area.

Objective 2.3 and its policies promote “green” development to reduce vehicle miles traveled/ the emission of green house gases, conserve resources and reduce the heat island effect.

Goal 4 addresses the Community Redevelopment Area (CRA), citing the adoption of the updated CRA Master Plan in 2007. The goal states that redevelopment within the CRA must be consistent with the CRA Master Plan.

The policies require new development on vacant sites to be built close to and facing the street with parking located behind the building. Outdoor cafés or courtyards would be permitted in the front yard.

Goal 5 promotes economic prosperity, expansion of the local economy and the creation of new jobs and investments. The City will create a strategic Economic Development Plan to proactively engage existing, expanding and new business. The Center Avenue Site may be a location for new businesses.

LAND DEVELOPMENT CODE GUIDELINES

The Land Development Code regulates land use, density and intensity of uses and it applied along with the Zoning Map to implement the goals of the Comprehensive Plan. The Code also prescribes procedures for the review and approval of development proposals in the City. Article Two addresses how development improvements should be designed.

“The provisions of this chapter are intended to ensure functional and attractive development. Development design shall first take into account the protection of natural resources as prescribed in chapter 106. All development shall be designed to avoid unnecessary impervious surface cover; to provide adequate access to lots and sites; and to avoid adverse effects of shadow, glare, noise, odor, traffic, drainage and utilities on surrounding properties.”

Chapter 114 Zoning, Article 1 sets out parameters for the Zoning Districts in the City. The Table in 114-31 gives a list of districts which range from single family residential to commercial. However, there is no mixed use district listed there. The Mixed Use districts appear under Chapter 114 Article 2, District Regulations. The mixed use districts are discussed in Divisions 13 Planned Unit Development District and 14 Mixed Use Development District.

Division 13, there are 5 classifications of Planned Unit Development Districts or “PUD”s, one of which is a Mixed Use PUD. The code states:

“A mixed use planned unit development shall be indicated by a [an] MPUD. The permitted uses within a [an] MPUD may consist of any of the uses as approved by the city commission.”

In other words, the land use mix may be custom designed for the site.

Division 14 sets out two categories for Mixed Use Districts, MU-2 and MU-3. Mixed Use 3 begins with Section 114-630.3 explaining the purpose of the district:

Provide greater site-design and land use flexibility by removing some conventional zoning restrictions so that land under unified control can be planned and developed for a compatible mix of office, commercial, light industrial, and multifamily residential uses, along with limited single-family uses as an adjunct to a business use.

Mixed use 2 zoning is limited to arterial roadway corridors. This zoning is encouraged for the following reasons:

- 1. Land use diversity: Diversification of uses, residential structure types and open spaces when not in conflict with abutting properties.
- 2. Efficiency: Reduction of facility improvement and maintenance costs through a more efficient use of land and a smaller network of utilities and streets than is possible through application of conventional site design controls.
- 3. Open space: Conservation of the natural amenities of the land by encouraging the preservation of scenic and functional open space.
- 4. Site planning: Maximum opportunity for innovative site planning concepts to create pleasing living and working environments.
- 5. Preliminary plan: Ensuring that development will occur according to the limitations of housing types, uses, site design, density, building coverage, improvement standards, and construction phasing authorized through a preliminary plan.

Within the Division 14 Mixed Use Development District Regulations, there is another Division 15 titled Redevelopment District Overlay. An Overlay District applies in addition to the existing or underlying zoning district. There is another list of Special Exception uses such as Hotels and Prohibited land uses such as flea markets, homeless shelters and internet gambling facilities.

Sec. 114-639 includes architectural style guidelines:

- Mediterranean
- Spanish
- Florida Vernacular
- Contemporary

CURRENT ZONING

Current Zoning of the Site is R-2 facing Center Ave and R-5 to interior of site. Townhouses and apartments are allowed in those districts.

FUTURE ZONING GUIDELINES

The 1200 Center Ave. site has a future land use designation of Mixed Use 3 (MU3). There is no zoning district named MU3 but application for a Mixed Use Planned Development is determined by the Future Land Use category and, when applied, will be essentially be a re-zoning to PUD.

For future zoning, the site will be a Mixed Use 3 PUD. In addition to the Mixed Use regulations, the Redevelopment District Overlay standards will apply to the Site.

Density standards for MU3 are as follows: Base density for the site is 10 units/ acre, 15 du/ac and up to 45' height with bonuses. Residential can only take up to 50% of site.

Special Exception Uses (Definition in Chapter 78: Special exception, permitted means a use expressly so designated that it would not be appropriate generally or without restriction throughout a particular zoning classification, but that would not adversely affect the public.

Special Exception Uses (Definition in Chapter 78: Special exception, permitted means a use expressly so designated that it would not be appropriate generally or without restriction throughout a particular zoning classification, but that would not adversely affect the public health, safety, comfort, good order, appearance, convenience, morals or general welfare if controlled in number, area, location or relation to the neighborhood, or in other appropriate respects. The term ‘conditional use’ is synonymous.”

- Auction sales
- Automotive service stations
- Automotive parts with installation services
- Bar, lounges, night clubs
- Hotel & motel
- Laboratories – scientific and industrial
- Motor vehicle sales and service
- Motorcycle sales and service

Special Uses (undefined in code)

- Childcare center
- Clubs and lodges
- Group housing
- Houses of Worship



- Nursing homes
- Public and Private Schools
- Public utility station

Land use options that are available to be considered for the development program for the Center Ave. Site are numerous.

The determinants of the uses selected will include consideration of what uses are compatible with the surrounding uses, what uses are needed to help implement the overall CRA plan (ie, what uses would make possible the development potential of other City owned sites, perhaps to create a “downtown” on Ridgewood Avenue/ US1), what civic uses or services are needed or desired by City residents, and the economic development market potential for private mixed use development.







# APPENDIX F :

## June 11, 2013 News Article

6/20/13

www.news-journalonline.com/article/20130611/NEWS/306119960?template=printpicart



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### Holly Hill residents get look at possibilities for old school site

By [Chris Graham](#)

STAFF WRITER

Published: Tuesday, June 11, 2013 at 8:34 p.m.

**HOLLY HILL** — A medical building, state-of-the-art athletic training facilities and multifamily housing could be developed on the city's old middle school site.

In a workshop Tuesday night at City Hall, residents were shown what could potentially be developed on 25 acres of land at 1200 Center Ave.

"I'm calling it your plan because these are ideas you came up with," said Ramon Murray, lead architect for Winter Park-based Smith + Murray Studios, the firm hired by the city to conduct a feasibility study for the property.

The city bought the property from the county in 2011. Today, the site remains mostly undeveloped except for a media center and gymnasium.

The plan presented to residents was divided into thirds with the center of the property devoted to a civic center and recreational facilities. Multifamily housing including town houses and apartments were shown at the northern end of the property while a medical and assisted living facilities would be located on the southern end. Experts brought in by the consultant put together the plan after several meetings with residents.

Murray stressed to those in attendance that the plan would be flexible, meaning the city could choose to go a different direction with certain development.

"This is not meant to be held in stone," he said.

The next steps for the city include streamlining the zoning of the property and marketing the site to potential developers.

Murray said his group had reached out to Acadia Healthcare, which operates a hospital specializing in behavioral health in Fort Lauderdale, and that the company has expressed interest in the land.

A sports entity is also interested in the site, Murray said.

It will be up to the City Commission to approve the final plan, which will be presented to the elected board on June 25.

City officials who attended the meeting commended the consultants' commitment to the project.

"I've been impressed with this company," said Commissioner Penny Currie. "They've done their homework and seem to have listened to the citizens."

Later Tuesday night at the city's regularly scheduled meeting, commissioners by a 5-0 vote approved a lease agreement with Chucherias Hondurenas, a Honduran restaurant currently located on Mason Avenue in Daytona Beach. Under the lease agreement, the restaurant is expected to relocate to the city-owned 2nd Street Market building at 101 Second St. The restaurant is only open for lunch now and will open for dinner when it relocates and will be able seat about 60 people.

As part of the agreement, the city will provide \$50,000 in Community Redevelopment Area funds to equip a kitchen for the restaurant.

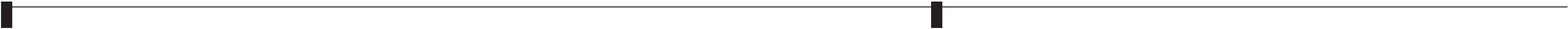
A resident asked whether the parking at the Market building would be adequate if the farmers market continues to be staged at the same location on Thursday afternoons. City Manager Jim McCroskey said the farmers market may be moved to a different location.

The restaurant will be in the west wing of the building and could open in its new location in about 60 days.

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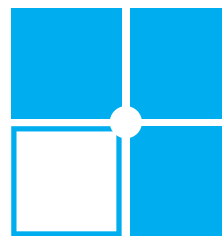


NOTES:









## 1200 CENTER AVENUE FEASIBILITY STUDY - HOLLY HILL, FL

Holly Hill Community Redevelopment Area (CRA)  
City of Holly Hill, Florida  
Volusia County

JUNE 2013