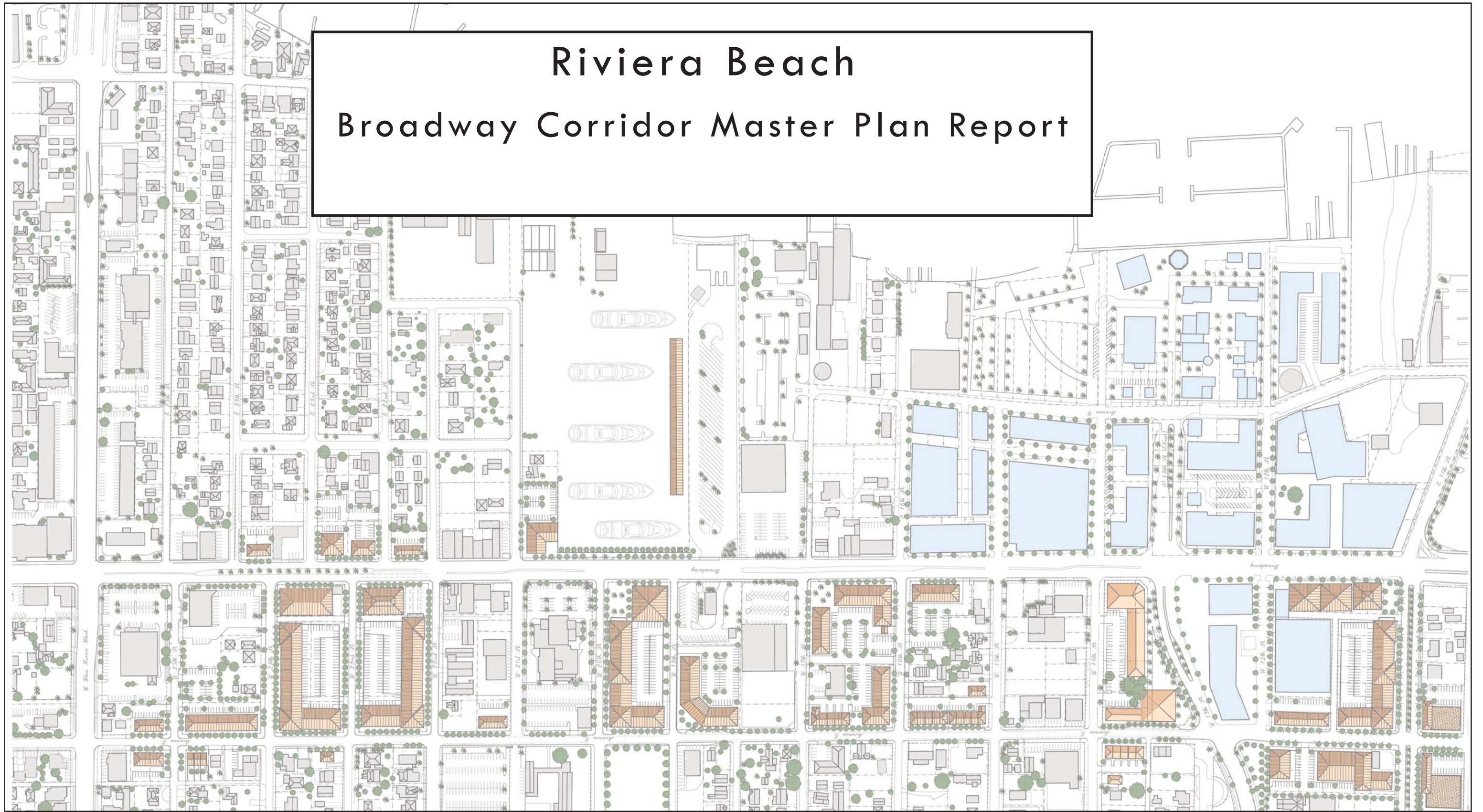


# Riviera Beach Broadway Corridor Master Plan Report



T R E A S U R E C O A S T R E G I O N A L P L A N N I N G C O U N C I L

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

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**Introduction**

Riviera Beach has been steadily moving forward to realize its vision for the future. In 2008, a city-wide charrette was held to engage the public to determine the character, scale, and priorities for redevelopment within the CRA area. The result, The Citizens' Master Plan, has guided changes to the regulatory framework that steers redevelopment in the downtown area. In 2010, the Comprehensive Plan was amended to reflect the intended land uses and planning aspirations and, in 2011, the Riviera Beach CRA Plan was revised to prioritize investment to help realize the vision. The final piece, amendments to the Land Development Code, has begun moving through the adoption process. These changes to City and CRA planning documents ensure that individual projects will contribute to the larger vision and can be implemented quickly.

The City and the Community Redevelopment Agency have recently adopted the Riviera Beach Marina District Master Plan to guide the transformation of the Riviera Beach Marina area into a vibrant, mixed-use waterfront destination. The plan includes a new Newcomb Hall, improved Bicentennial Park, a waterfront promenade, a Public Market, and an array of shops and restaurants. Renovations to the boat slips are underway and first phase of the project will include a new Tiki restaurant.

**Purpose**

The purpose of the Broadway Corridor Master Plan is to study the likely redevelopment pattern of the downtown core as a whole. The plan integrates three main components: the Marina District project, planned infrastructure improvements, and potential redevelopment on properties located outside of the Marina District. The result is an illustration of the comprehensive, coordinated pattern that could result from both private and public sector investments following the guiding framework.

Focusing on the Broadway and Avenue E corridors, properties that appear likely to redevelop were identified and new development using the proposed Land Development Code was tested on each site. Potential redevelopment sites were determined by property condition (vacant or dilapidated), ownership (developer or public-owned), and if they were advertised "for sale". The maps on pages 4 and 5 identify the properties tested.

It is important to recognize that this plan is illustrative and property owners are not required to develop exactly as depicted, or at all. The future land uses and proposed Land Development Code allow a wide mix of uses – in most areas, buildings could be all residential, all commercial, or contain a mix. This flexibility creates challenges in depicting the potential development graphically as owners are afforded many options to develop their property (though a mixed use district also position the CRA well to accommodate new development over time as market forces change).



Aerial view of the Marina Waterfront.  
Image Source: Riviera Beach Marina District Master Plan by Elkus Mandfredi, et. al. See [rbcr.com](http://rbcr.com) for full report



Boardwalk and Promenade Section looking South to North.  
Image Source: Riviera Beach Marina District Master Plan by Elkus Mandfredi, et. al. See [rbcr.com](http://rbcr.com) for full report

**The New Marina**

Transforming the city Marina into a regional, waterfront destination is the key project to jump-starting redevelopment in the downtown. Palm Beach County has few options for waterfront dining and access so if executed as depicted in the Riviera Beach Marina Master Plan, the marina will offer a unique, desirable place, improving the image of the downtown and fostering new development in the surrounding areas. The plan describes the intended environment:

*“Running north to south along the water from Bicentennial Park to Marine Way, the Boardwalk and Promenade are the pedestrian heart of the Waterfront Village, characterized by an integrated diversity of social eateries and entertainment venues that leverage the waterfront setting. Active restaurants with upper level patios and smaller food vendor kiosks spill out into the public space with multiple terraces and seating choices offering unobstructed views of the marina for an unparalleled variety of priceless dockside dining experiences that will attract residents and visitors from far and wide. A dynamic Waterfront Plaza with an interactive fountain will anchor the northern end of the Boardwalk and Promenade, and will be framed by two proposed new prominent anchor restaurants. The New Tiki Restaurant will be relocated next to Bicentennial Park and the beachfront, bordering the north side of the plaza. An architecturally unique 360-degree Restaurant on the plaza’s south border will also provide a powerful visual terminus to 13th Street at the water.”*



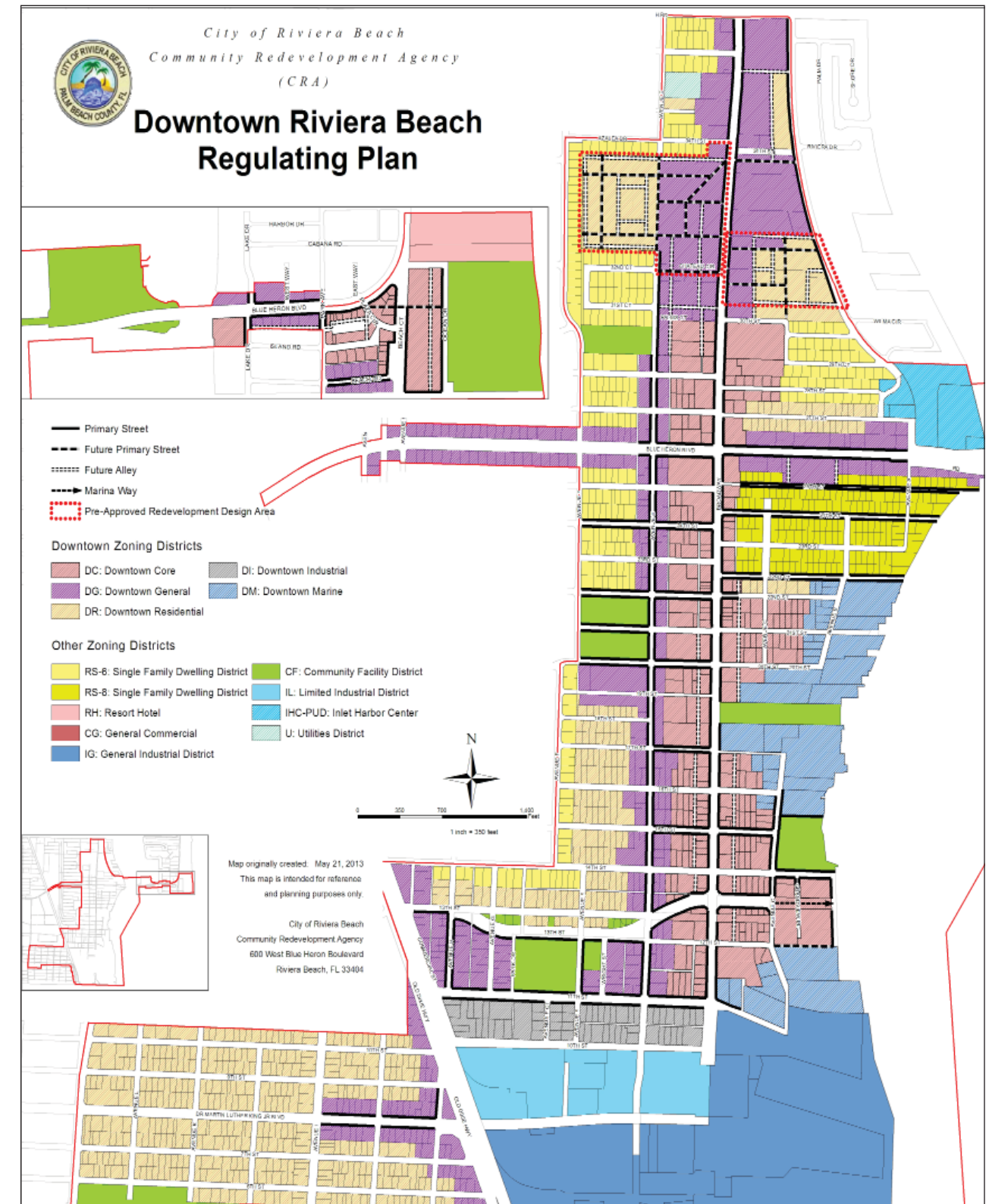
- Anchor Uses and Experiences**
1. Waterside Eateries
    - A. New Tiki Restaurant (2-story)
    - B. 360-Degree Restaurant
    - C. Food vendor kiosks
    - D. Terraced dockside dining venues
    - E. Waterfront promenade shops and restaurants
  2. Public Space and Amenities
    - A. Waterfront Plaza
    - B. Interactive Fountain
    - C. Boardwalk
    - D. Pedestrian Promenade
    - E. Waterfront drop-off zone
  3. Marina Recreational Vendors/  
Commercial Boat Docks/ Charter Fishing Boats
- Information & Image Source: Riviera Beach Marina District Master Plan by Elkus Manfredi, et. al. See rbcra.com for full report.*

**New Land Development Code**

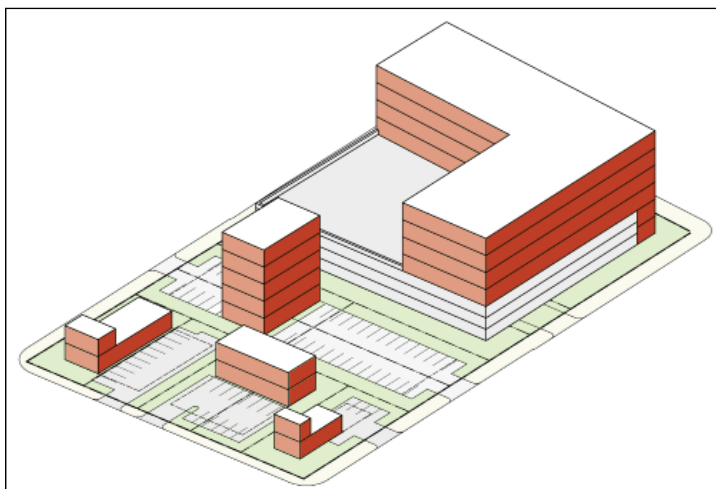
Riviera Beach is currently in the process of amending the Land Development Code for the downtown CRA area. The new code places a higher emphasis on building form with more flexible regulations regarding uses. It is important to accommodate the wide range of uses that exist with the diverse downtown area. The Regulating Plan to the right depicts the proposed zoning for the CRA area. Most of the property within the study area will be assigned either Downtown Core or Downtown General; both are mixed use districts allowing residential, office, retail, and commercial uses. Downtown Core is the more intense district, allowing the widest range of uses in buildings up to eight stories tall. Downtown General is intended to provide a neighborhood main street character and accommodates a mix of uses in buildings up to three stories tall.

The combination of five downtown zoning districts with new street designations ensures compatibility. Each street is designated as Primary or Secondary, which provides an organizing framework for development. Primary streets are intended to develop as the main pedestrian routes and most prominent streets in the City. As such, Primary streets are held to higher building standards. Buildings are oriented facing Primary Streets while parking and service uses are organized along Secondary streets, when possible. This system ensures the efforts of multiple property owners and developers work together in a predictable manner that contributes to overall vision for the area.

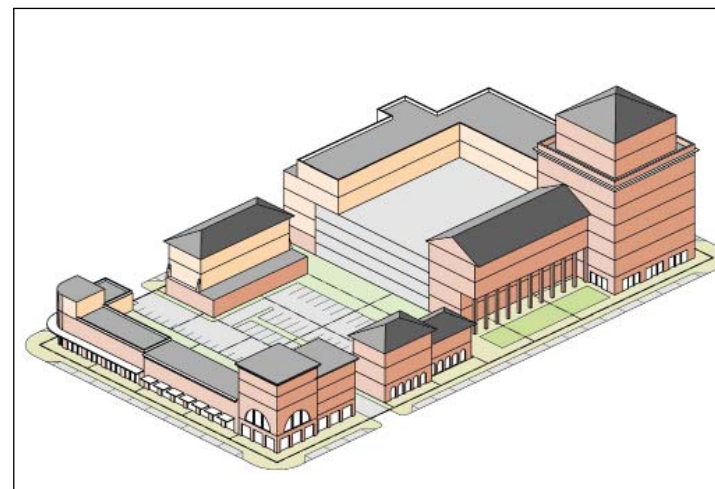
The Land Development Code instructions guide the development of private property. This code coordinates development instructions (e.g., building setbacks, landscaping) with street section designs to maximize the outcome of both public and private sector investments. Pages 8 to 11 include street section designs that are likely to be used within the Broadway Corridor Master Plan area.



**Unpredictable Development Pattern**

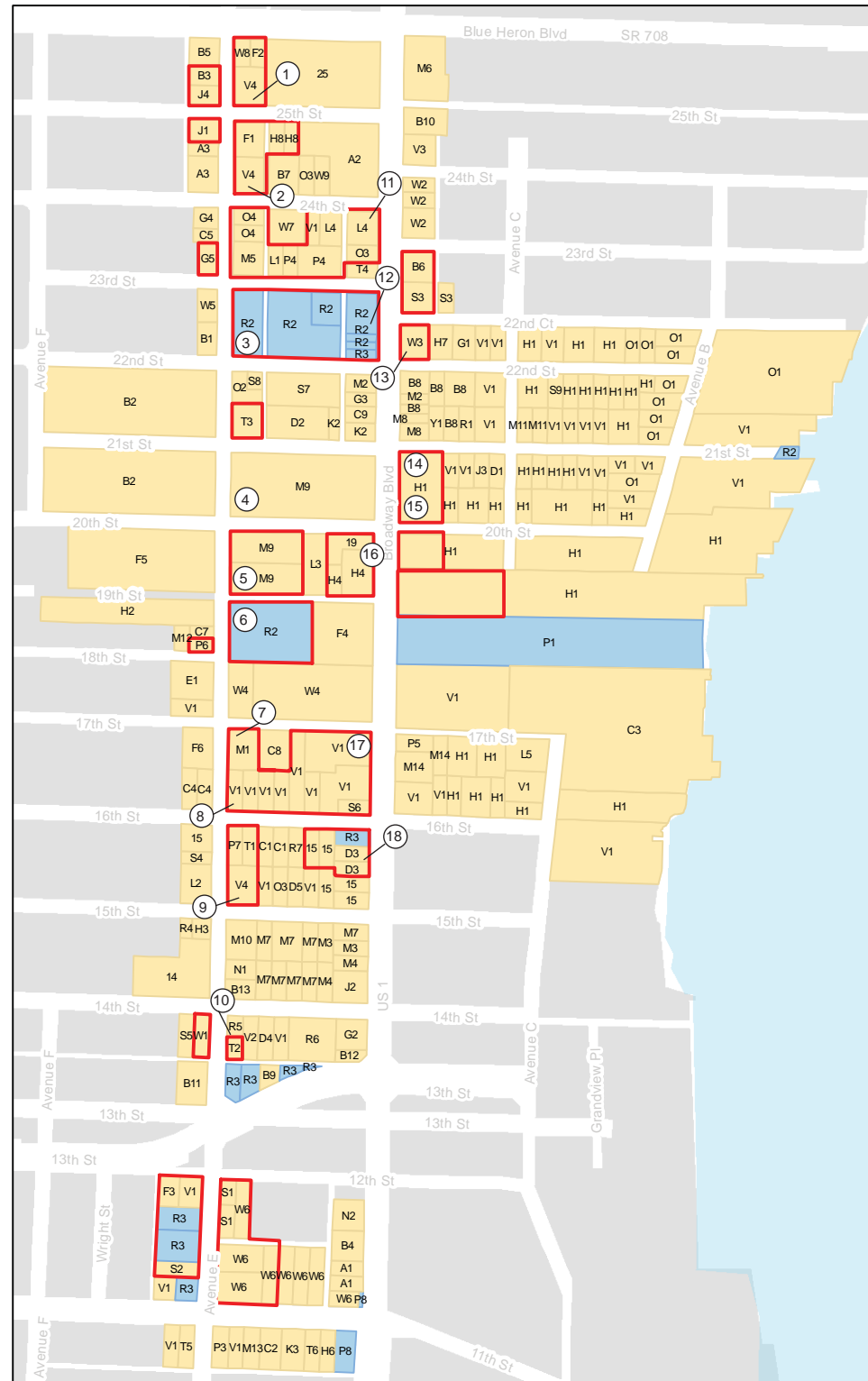


**New Development Pattern**



The images above depict tests conducted during the creation of the new Land Development Code instructions for the downtown area. The image on the left depicts a possible build out under the current code. The image on the right depicts how new form-based instructions will coordinate development to ensure an attractive physical environment.





Riviera Beach  
BROADWAY CORRIDOR  
Property Ownership

- Private
- Public
- Potential Redevelopment

# Potential Redevelopment Sites Images (See Pages 6 and 7)

14, 1401 AVENUE E LLC &	D5, DUNCAN ELI J	M1, MACAW HOLDINGS III LLC	R5, ROBERTS MERLYN
15, 1501 BROADWAY LLC	E1, EMSING GEORGE R &	M2, MAHONEY MICHAEL	R6, ROCK GARDENS INC
19, 1939 BROADWAY LLC	F1, FAITH & LOVE HOLINESS CHURCH INC	M3, MARINER MARINE OF	R7, ROSENSWEIG ALAN
25, 2501 BROADWAY HOLDINGS LLC	F2, FARQUHARSON EVERLEY	M4, MARS WILLIAM G &	S1, SAFFOLD DORIS L &
A1, AIM CAPITAL PARTNERS INC	F3, FIRST BAPTIST CHURCH COMMUNITY	M5, MARSHALL DIANE	S2, SAUTERNES V LLC
A2, AUTOZONE INC	F4, FLORESCUE & ANDREWS INVESTMENTS INC	M6, MARTORANO HOLDINGS INC	S3, SECOND AVENUE PROPERTIES INC
A3, AVENUE E STORE ONE LLC	F5, FLORIDA POWER & LIGHT CO	M7, MCKEE RICHARD JR	S4, SESSA RICHARD A &
B1, BAKER CHARLES JR	F6, FRANKLIN DON	M8, MERCHANT JERRY & VIRGINIA	S5, SIVERT ELEANOR P &
B2, BARBARITO GERALD	G1, GERNGROHS MARY S	M9, MILLENNIUM ONE	S6, SMITH JOSEPH C TRUST
B3, BELL KEVIN &	G2, GORDON ISAAC	M10, MOORES JAMES P JR	S7, ST GEORGES CHURCH
B4, BENEBY BOBBIE J	G3, GRADY JENNIFER R	M11, MOREE GREGG	S8, STEWART JAMES M
B5, BILAT PROPERTIES LLC	G4, GREAT WESTERN BANK	M12, MORNINGSIDE FUNDING LLC	S9, STROBY INEZ D
B6, BILLIT INVESTMENTS INC	G5, GRIMAIL PAMELA &	M13, MULLARKEY JAMES J	T1, TARPON IV LLC
B7, BLAND TOM	H1, HUIZENGA (WAYCO HOLDINGS)	M14, MURRAY MARINE SERVICES INC	T2, THIRD STEP RECOVERY GROUP INC
B8, BOATHOUSE REAL PROPERTY INC	H2, HAMID KHALID	N1, NAGEL RICHARD CARL II &	T3, TONYS SUB INC
B9, BOITON SANTIAGO	H3, HAMILTON HERMAN G	N2, NEMEC LLC	T4, TOWBOAT ONE INC
B10, BOSSO BOSSO & PARDO	H4, HENDRICKS RENTALS INC	O1, OLD PORT COVE HOLDINGS INC	T5, TRACY JOHN P &
B11, BOWERS JOHN D & SANDRAL	H5, HESS REALTY CORP	O2, OUR THUNDER INC	T6, TRACY ROBERT
B12, BROWN STEVEN &	H6, HISLOP PAULINE &	O3, OWENS MYRL E TR	V1, VIKING YACHT SERVICE
B13, BRYAN MARY RUTH TR	H7, HOFER ALFRED A &	O4, OZIROS MURAT & CYNTHIA	V2, VALENTI LETA &
C1, CARRABS INTERNATIONAL	H8, HOGAN WILLIAM E	P1, PALM BEACH COUNTY	V3, VETERANS OF FOREIGN WARS
C2, CH LAND TRUST 2000AA &	J1, JACKSON LAWRENCE J	P2, PATIDAR INVSTMNTS	V4, VISTA AJF RIVIERA LP
C3, CHESAPEAKE PARK INC	J2, JEDA SOUTH LIMITED PARTNERSHIP	P3, PATRICK NETTIE	W1, WATKINS CHARLES N TRUST &
C4, CHURCH OF GOD OF PROPHECY	J3, JORDAN JEAN R	P4, PEE WEE PROPERTIES LLC	W2, WD INVESTMENTS LLC
C5, CLARKE OSMOND H & LURLENE T	J4, KADOCH JONATHAN &	P5, PENDLETON HUBERT &	W3, WEBB THAUH VU &
C7, CLAYTON JOHN M &	K2, KENNEDY ROBERT L &	P6, PHILLIPS BRENDA M &	W4, WHEATLEY JOHN R &
C8, COLEMAN IONA M &	K3, KING PHILBERT	P7, PIERRE VICTOR	W5, WHITE ARTHUR J &
C9, COMMUNITY CHURCH OF WPB INC	L1, LAMBERT ALBERT	P8, PORT OF PALM BEACH DISTRICT	W6, WHITE FAMILY TRUST
D1, DE SOUSA JOAQUIM &	L2, LEGLISE BAPTIST LUNION CHRITTIENS	R1, REAVES ARTIS C	W7, WILCOX THERESA H
D2, DERAM LLC	L3, LEWIS PHILIP D TR	R2, RIVIERA BEACH CITY OF	W8, WILLIAMS BASIL &
D3, DIERESTIL FOOD MARKET INC	L4, LICATA SALVATORE L & RITA B	R3, RIVIERA BEACH CRA	W9, WRIGHT ARTHUR L &
D4, DOWNS BONNIE RAE	L5, LMC PROPERTIES INC	R4, ROBERTS DARRYL	Y1, YASSINE ZOUHEIR A





Avenue E and 25th - East Side ①



Avenue E and 24th - East Side ②



Avenue E and 22nd and 23rd - East Side - Model Block ③



Avenue E and 20th - East Side ④



Avenue E and 19th - 20th - East Side ⑤



Avenue E and 19th - South East Side ⑥



Avenue E and 17th - South East Side ⑦



Avenue E and 16th - East Side ⑧



Avenue E and 15th - East Side ⑨



Avenue E and 14th - South East Side

10



Broadway and 24th - South West Side

11



Broadway and 23rd - South West Side - Model Block

12



Broadway and 22nd - North East Side

13



Broadway and 21st - South East Side

14



Broadway and 20th - North East Side

15



Broadway and 20th - South West Side

16



Broadway and 17th - South West Side

17



Avenue E and 15th - East Side

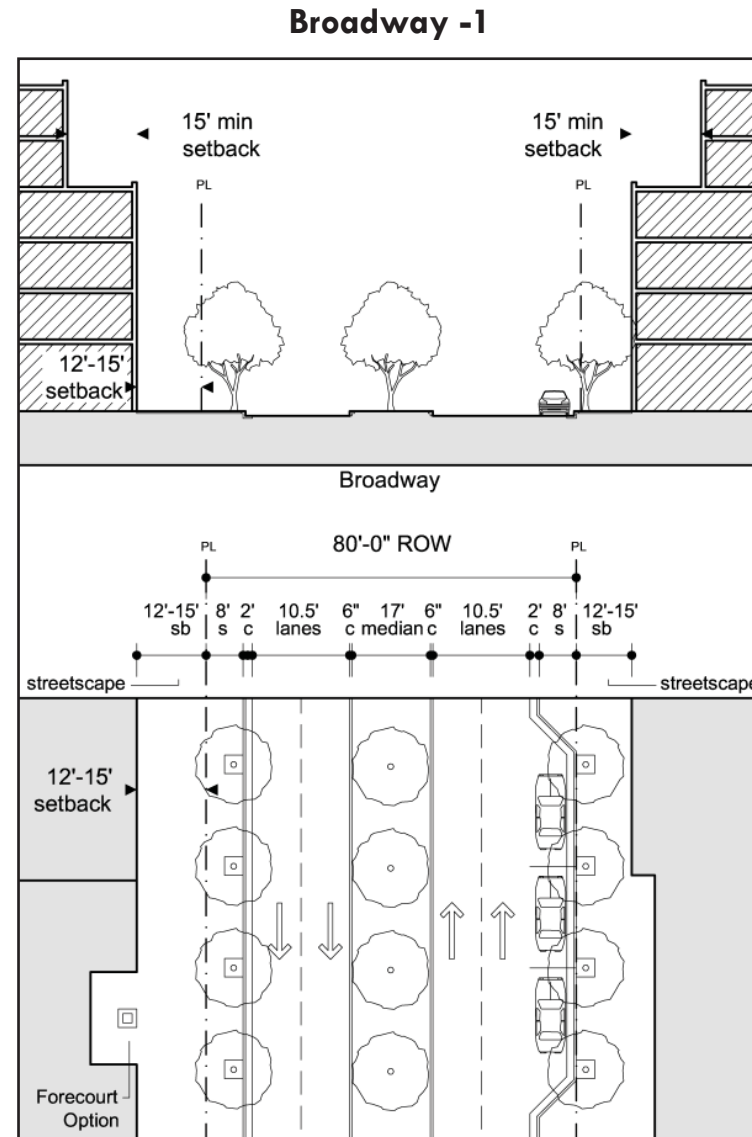
18

**Downtown Streets and Blocks**

Riviera Beach has a strong street grid and block structure. This is an important characteristic which will enable the city to accommodate intense redevelopment as a fine-grain street network disperses traffic and can maintain narrow street widths. Narrow street widths naturally calm traffic speeds and, as such, better serve pedestrians and bicyclists. Additionally, they have proven to improve real estate values and foster desirable residential addresses.

The process of upgrading infrastructure in the downtown has begun, with Broadway currently under construction. Avenue E improvements are in the Capital Improvement Plan and should be the next priority. Investing in the city's infrastructure sends a positive message to residents, business owners, and potential investors.

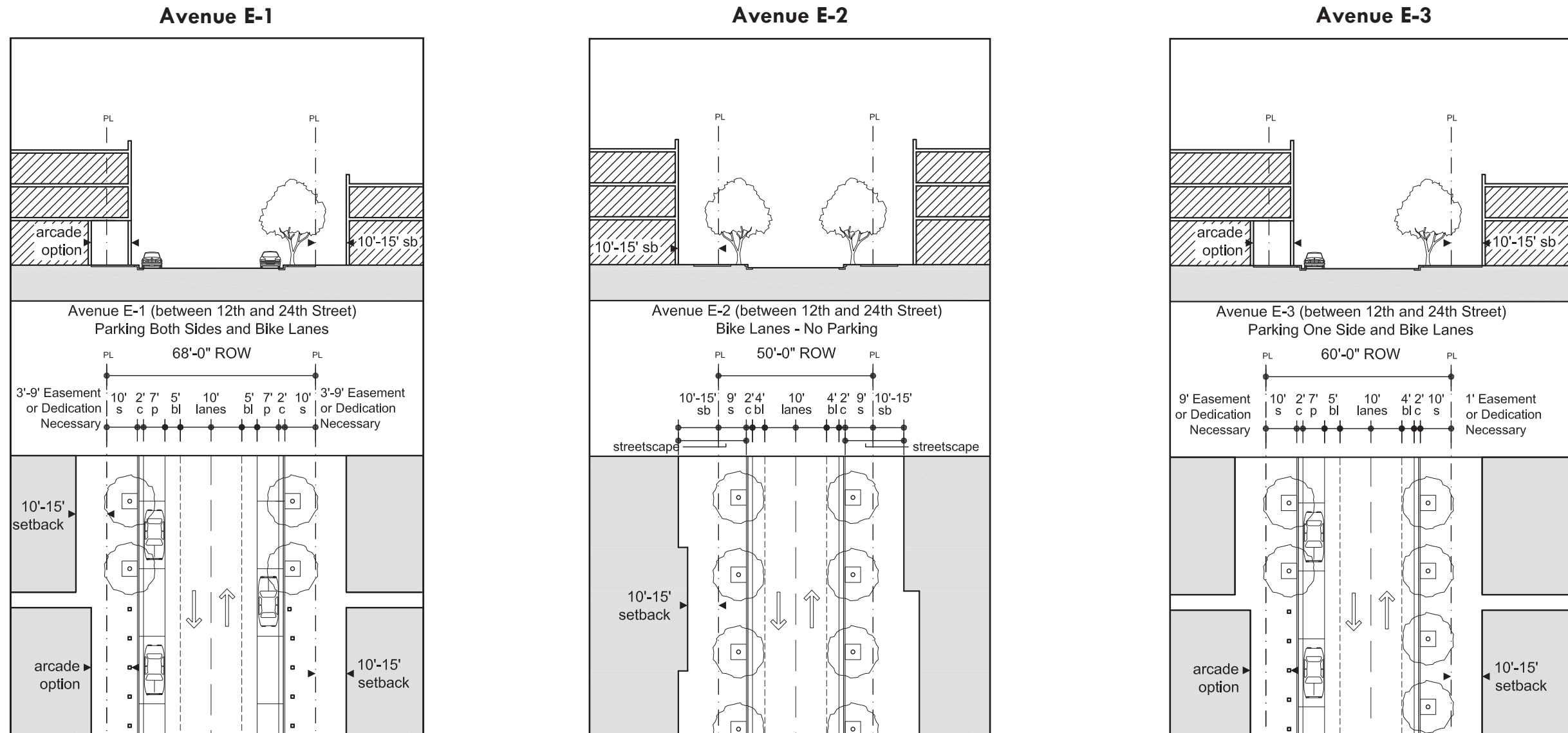
Revisions to the Land Development Code include a collection of potential street sections for the downtown area. These designs are coordinated with the instructions that guide the development of private property to maximize both public and private sector investments. A palette of designs is included to respond to varying conditions and areas within the area. All of the designs include shade trees, wide sidewalks, and, when room is available, on-street parking.



**TOP:** Broadway is currently under construction and will have a new median. The Land Development Code coordinates building setbacks to allow room for on-street parking to be added to the corridor as redevelopment occurs.

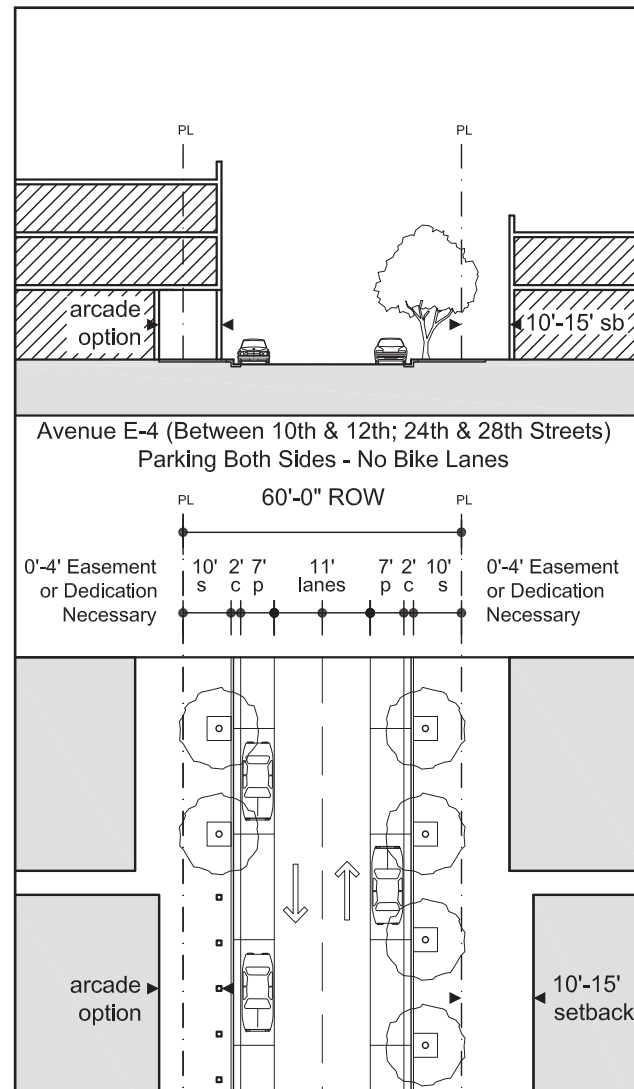
**RIGHT:** The bike route for downtown.





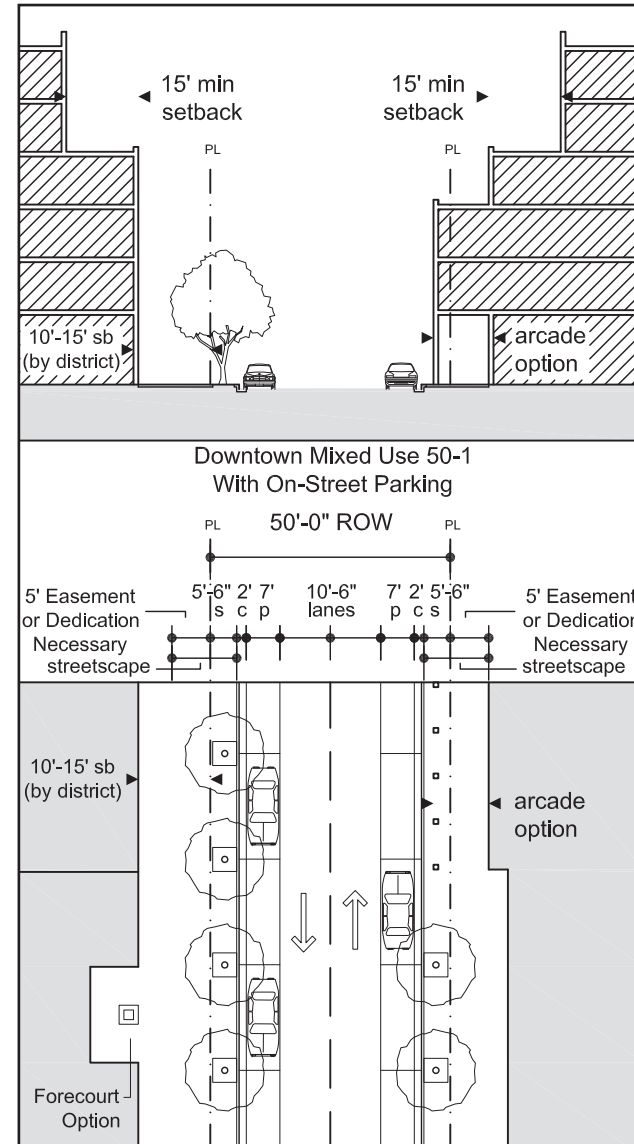
The ultimate vision for Avenue E is a neighborhood main street. In part of the study area, Avenue E is also a link in the downtown bicycle route. These three street designs have dedicated bicycle lanes and wide sidewalks shaded by street trees. In order to implement a street design with on-street parking, the right-of-way, which is generally 50 feet or 60 feet wide, needs to expand to 66 feet, requiring a dedication or easement of three to nine feet on each side. Since securing this additional right-of-way is most likely to occur at the time of redevelopment, parking may be incorporated on one side at a time, as shown in the Avenue E-3.

**Avenue E-4**



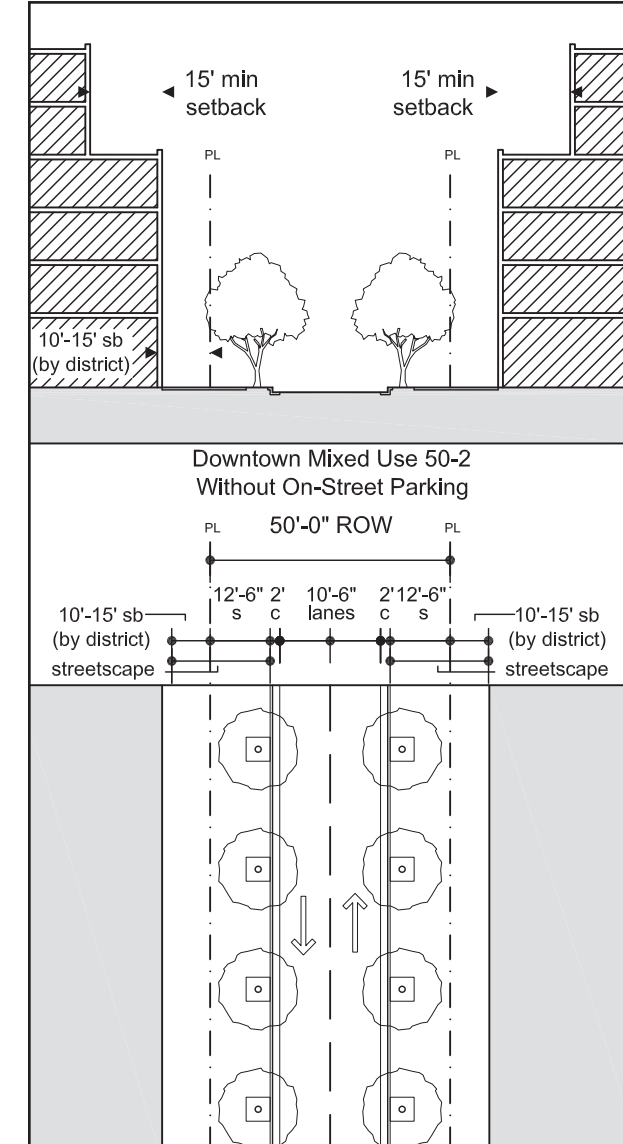
Avenue E-4 depicts a street design for Avenue E between 10th Street and 12th Street and between 24th Street and 28th Street. The bike lanes are not included as the route has transferred over to Avenue F. This street design accommodates dedicated on-street parking on both sides of the street. In order to implement this design, an ultimate right-of-way width of 58 feet is necessary, requiring in some locations approximately four feet of dedication or easement on each side. In areas with 60 feet of existing right-of-way, no easements are needed and the sidewalk area could be slightly wider.

**Downtown Street-50-1**

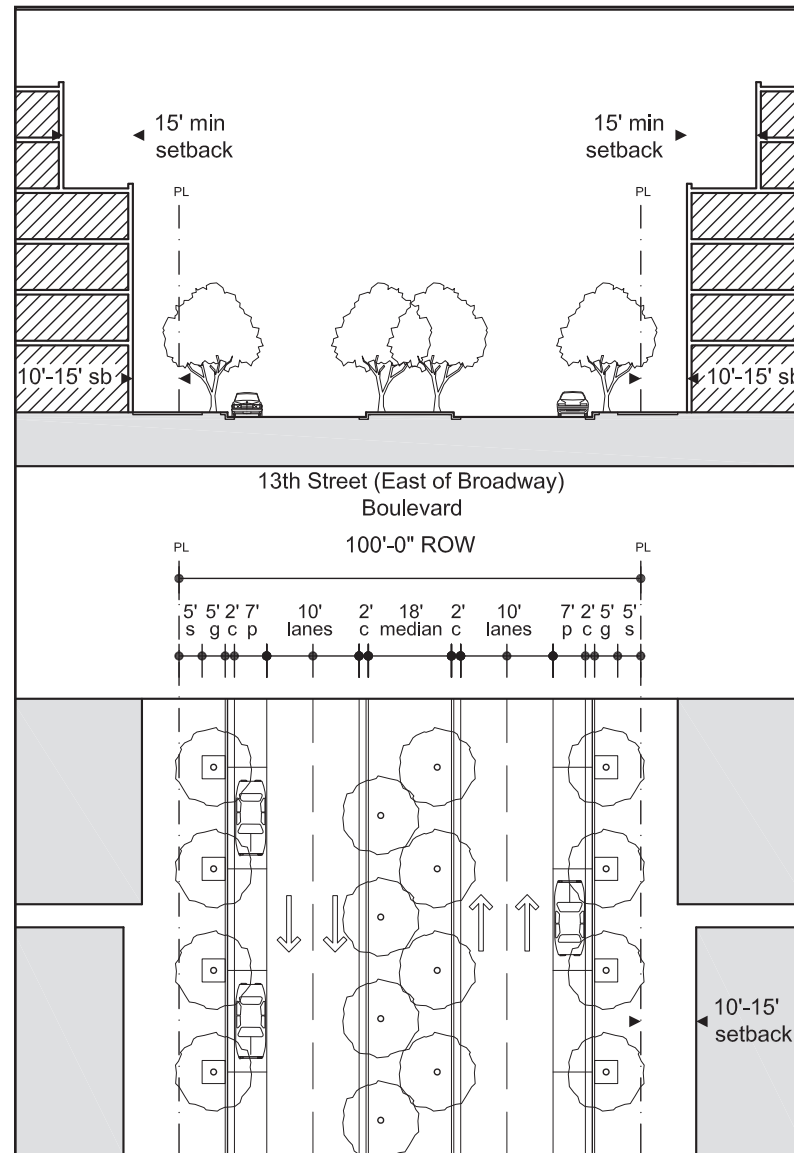


These sections depict designs for streets within mixed-use districts in the downtown. In Downtown Street 50-1, on-street parking is provided on both sides of the street. The setback requirements for the Downtown Core and Downtown General districts ensure the area between the building facades and the curb can easily accommodate pedestrian pathways and street trees. Streets with 50 feet wide rights-of-way require the dedication or easement of five feet on each side of the street, which can be accommodated from the setback area. Downtown Street 50-2 depicts a street design without on-street parking. This design is appropriate when constraints such as the location of existing buildings, parking lots, utilities, or diverse ownership patterns require the accommodation of the full pedestrian pathway and street trees within the right-of-way without the benefit of using the setback area of adjacent buildings. This design may be used in conjunction with Downtown-50-1 to complete a street improvement when a redevelopment project does not comprise an entire block length or both sides of a street.

**Downtown Street-50-2**

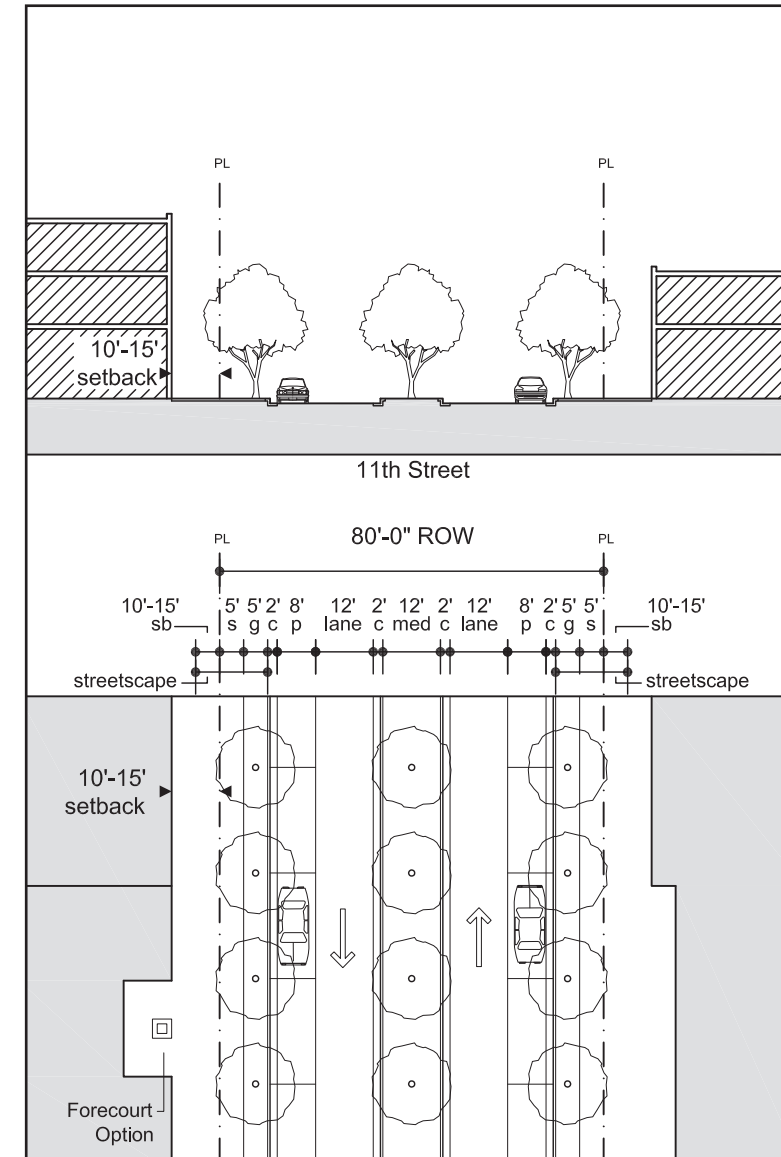


13th Street (East of Broadway)

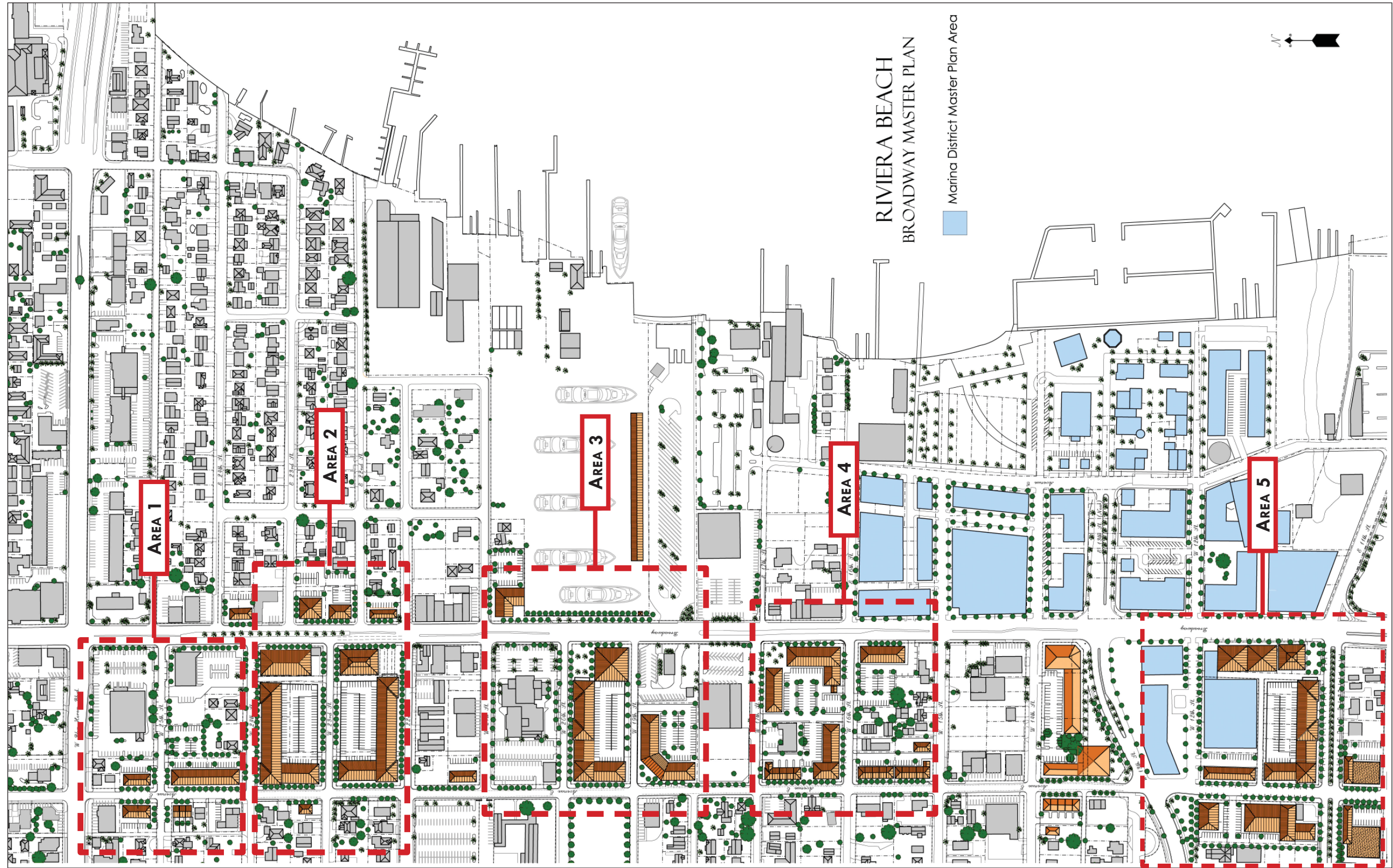


The street section above depicts a street design for 13th Street east of Broadway. Traffic will be calmed by providing a wide median with regularly spaced trees. On-street parking provides an easy option to stop and visit businesses and shields the highly active pedestrian area from through traffic. Street trees are uniformly installed and the adjacent building setbacks augment the sidewalk area to establish a superior pedestrian environment.

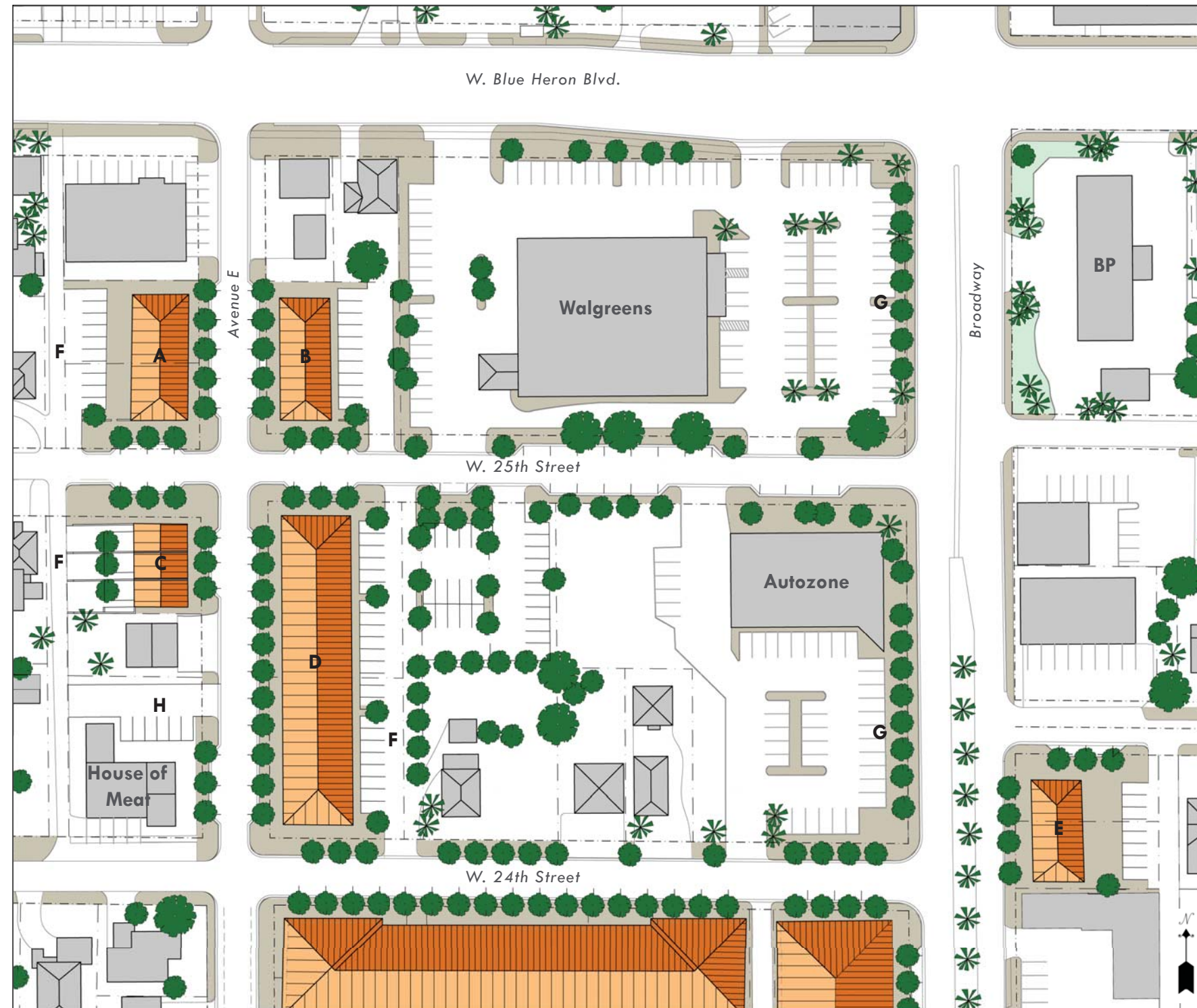
11th Street



This street design is appropriate for 11th Street. This street is flanked on one side by industrial uses and on the other side by a mix of neighborhood commercial and residential uses. The travel lanes are wide to easily accommodate larger vehicles. The addition of on-street parking is vital to support the surrounding businesses. In order to provide a transition between the two sides and to visually enclose the street, a median is proposed with regularly spaced trees. Street trees are installed in a planting strip adjacent to a continuous sidewalk. The sidewalk is augmented by the adjacent building setbacks to establish a wider pedestrian pathway and environment.



AREA 1



Potential Development Sites

- A. MIXED USE BUILDING:** 4,000 sf/floor; 2-3 Stories (depending on uses)  
 OPTION 1: 2 Stories of Retail/Office = 8,000 sf  
 OPTION 2: 1 Story of Retail/Office PLUS 4 Apartments = 12,000 sf  
 10 spaces on site + 6 on-street spaces = 16 Parking Spaces
- B. MIXED USE BUILDING:** 3,375 sf/floor; 2-3 Stories (depending on uses)  
 OPTION 1: 2 Stories of Retail/Office = 8,000 sf  
 OPTION 2: 1 Story of Retail/Office PLUS 4 Apartments  
 10 spaces on site + 6 on-street spaces = 16 Parking Spaces
- C. TOWNHOUSES:** 2-3 Stories; 1,560 - 2,340 sf
- D. MIXED USE BUILDING:** 12,000 sf/floor; 3 Stories  
 OPTION 1: 3 Stories of Retail/Office = 31,000 sf  
 OPTION 2: 1 Story of Retail/Office PLUS 19 Apartments = 36,000 sf  
 49 spaces on site + 13 on-street spaces = 62 Parking Spaces
- E. MIXED USE BUILDING:** 3,000 sf/floor; 2 Stories  
 OPTION 1: 2 Stories of Retail/Office = 10,000 sf (Limited by Parking)  
 OPTION 2: 1 Story of Retail/Office PLUS 2 Apartments  
 8 spaces on site + 2 on-street spaces = 10 Parking Spaces

Strategies to Consider in Area 1

1. Reclaim and improve Alleys (See F).
2. Partner with property owners, especially national chains that are likely to remain, to install shade trees in parking lots located adjacent to streets (See G).
3. The property north of building B was identified for potential redevelopment, but is not feasible if redeveloped separately.
4. The "House of Meat" (See H) has a new surface parking lot to allow for the new streetscape, including street trees and on-street parking, along Avenue E.



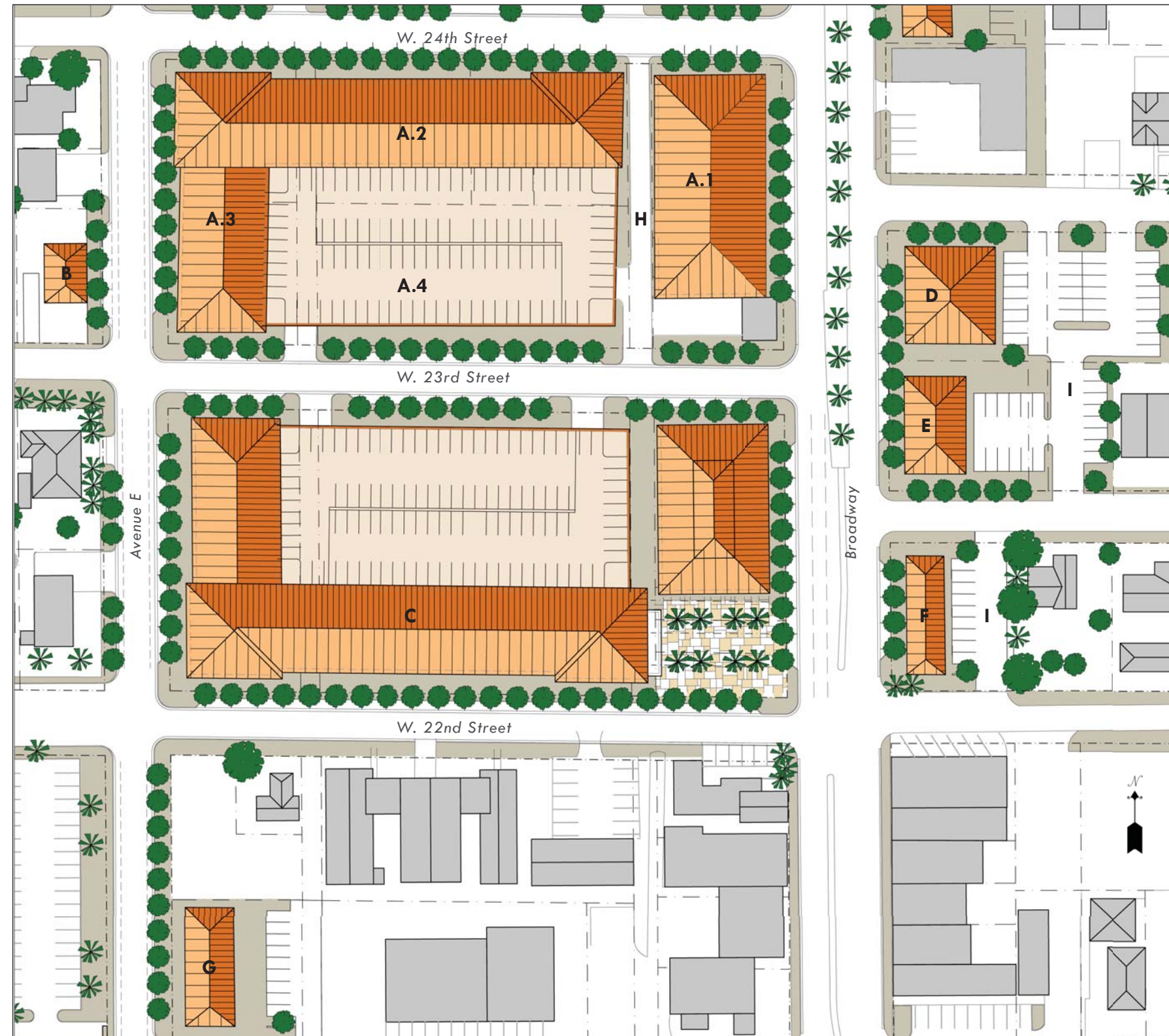
AREA 2

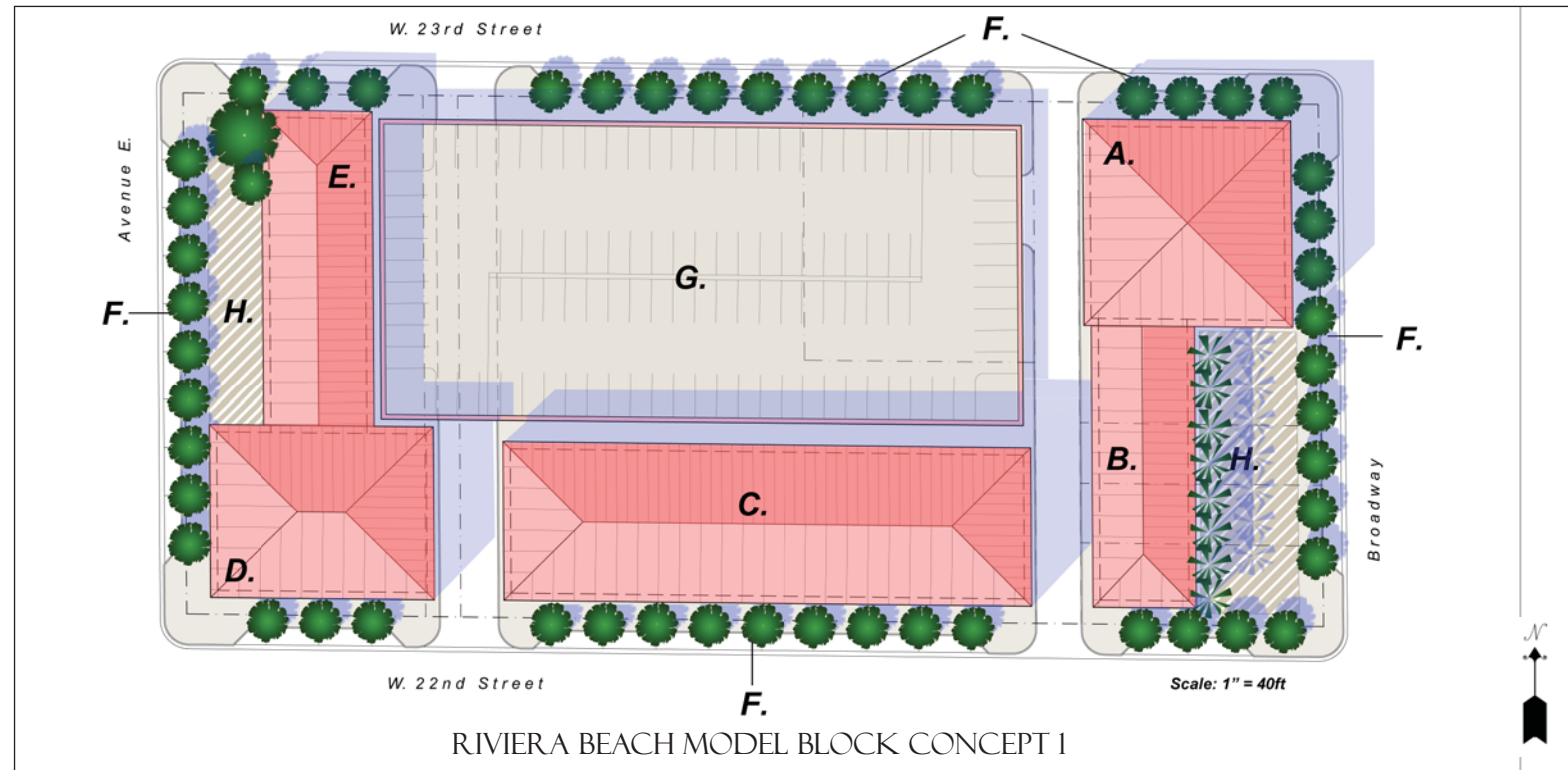
Potential Development Sites

- A. MIXED USE BLOCK:** 41,900 sf/floor 3-4 Stories  
 OPTION 1: 160,000 sf Retail/Office  
 OPTION 2: 41,900 sf Retail/Office PLUS 110 Apartments  
 A.1: 13,000 sf/floor @ 4 Stories = 52,000 sf  
 A.2: 21,050 sf/floor @ 4 Stories = 84,200 sf  
 A.3: 7,850 sf/floor @ 3 Stories = 23,550 sf  
 A.4: 110 spaces/level @ 3 Levels = 330 Parking Spaces  
 Plus 44 on-street spaces = 374 Parking Spaces Total
- B. INFILL HOUSE**
- C. MODEL BLOCK:** See Page 15
- D. MIXED USE BUILDING:** 5,000 sf/floor; 3 Stories  
 OPTION 1: 3 Stories of Retail/Office = 15,000 sf  
 OPTION 2: 1 Story of Retail/Office PLUS 10 Apartments  
 29 spaces on site + 2 on-street spaces = 31 Parking Spaces
- E. MIXED USE BUILDING:** 4,000 sf/floor; 3 Stories  
 OPTION 1: 3 Stories of Retail/Office = 11,000 sf (Limited by Parking)  
 OPTION 2: 1 Story of Retail/Office PLUS 7 Apartments  
 20 spaces on site + 2 on-street spaces = 22 Parking Spaces
- F. MIXED USE BUILDING:** 2,650 sf/floor; 2 Stories  
 OPTION 1: 2 Stories of Retail/Office = 5,300 sf (Limited by Parking)  
 OPTION 2: 1 Story of Retail/Office PLUS 3 Apartments  
 9 spaces on site + 3 on-street spaces = 12 Parking Spaces
- G. MIXED USE BUILDING:** 3,500 sf/floor; 2 Stories  
 OPTION 1: 1 Story of Retail/Office PLUS 1 Apartment  
 OPTION 2: 2 Stories Residential: 4 Apartments  
 9 spaces on site + 0 on-street spaces = 9 Parking Spaces

Strategies to Consider in Area 2

1. Reclaim and improve Alleys (See H).
2. Establish new routes parallel to Broadway whenever possible (See I).

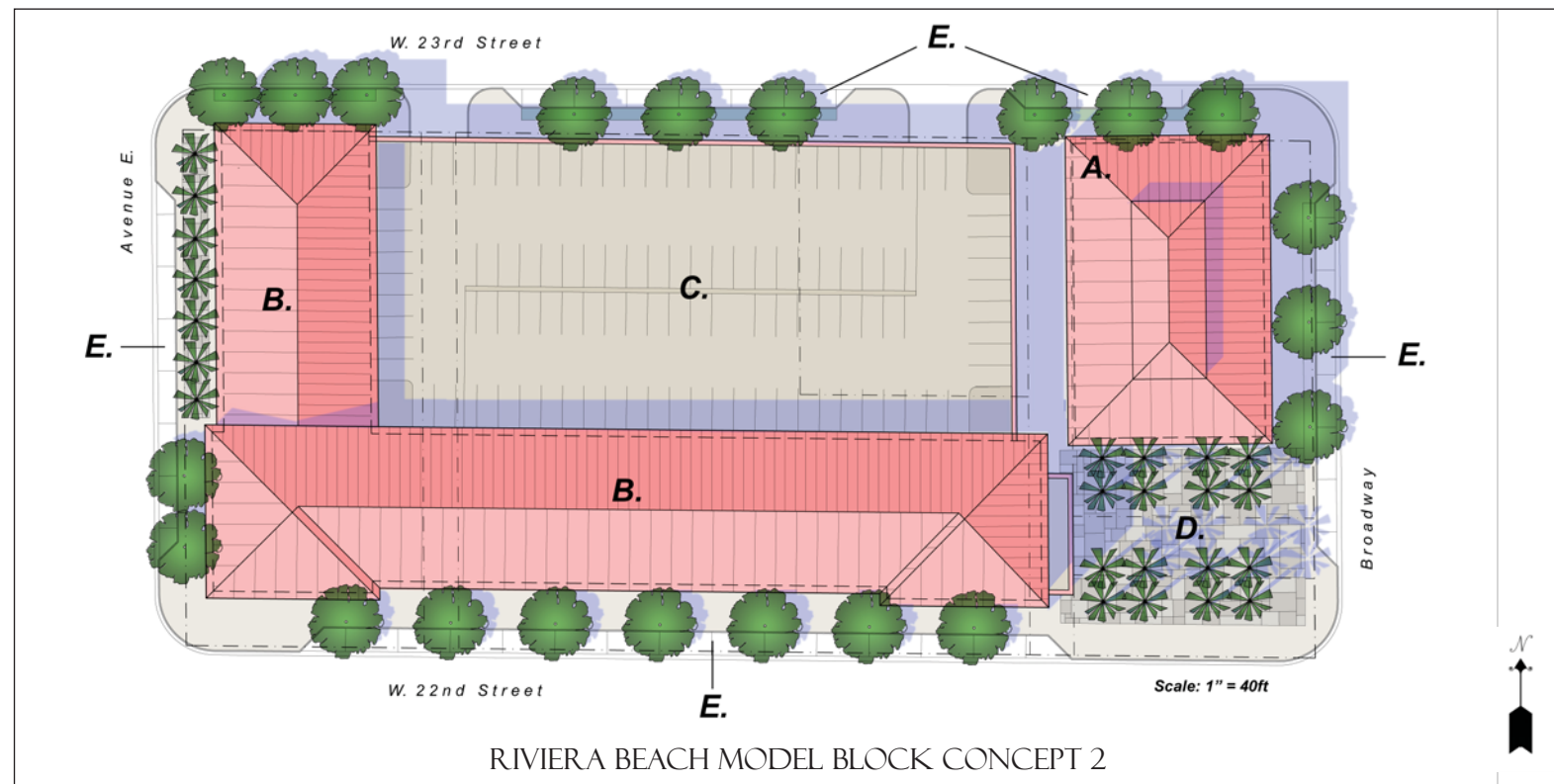
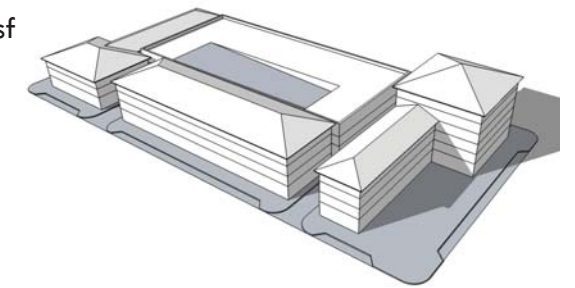




Riviera Beach Model Block Concept 1

- A. OFFICE + RETAIL TOWER: 6 Stories @ 6,450 sf/floor = 38,700 sf
- B. OFFICE + RETAIL BUILDING: 4 Stories @ 4,300 sf/floor = 17,200 sf
- C. MIXED USE BUILDING: 5 Stories @ 12,800 sf/floor = 64,000 sf
- D. MIXED USE BUILDING: 3 Stories @ 5,800 sf/floor = 17,400 sf
- E. MIXED USE BUILDING: 3 Stories @ 7,200 sf/floor = 21,600 sf
- F. ON-STREET PARKING: 40 Spaces
- G. PARKING GARAGE: 106 spaces/level (4 Levels = 424 Spaces)
- H. PUBLIC PLAZAS: 8,200 sf total

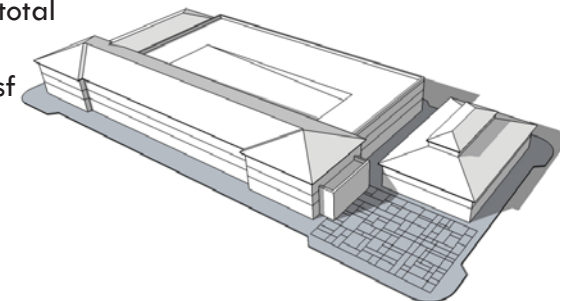
TOTAL SQUARE FOOTAGE: 158,900 sf  
 PARKING PROVIDED = 464 Spaces



Riviera Beach Model Block Concept 2

- A. RETAIL: 2.5 Stories @ 9,600 sf/floor = 25,000 sf
- B. ADMINISTRATIVE OFFICE: 2.5 Stories @ 33,500 sf/floor = 80,000 sf
- C. PARKING GARAGE: 110 spaces/level @ 4 Levels = 440 Spaces
- D. PUBLIC PLAZA: 6,400 sf
- E. ON-STREET PARKING: 34 Spaces total

TOTAL SQUARE FOOTAGE: 105,900 sf  
 PARKING PROVIDED = 474 Spaces



The publicly-owned block was tested for both administrative offices as well as for mixed use development options. Administrative offices located on Broadway would provide a stabilizing presence. Another consideration is a site farther south, located on the west side of Broadway, would help support the new Marina District development. If this property is offered for private development, both configurations accommodate mixed-use development, including residential units.

**AREA 3**

**Potential Development Sites**

- A. MIXED USE BUILDING:** 4,000 sf/floor; 2-3 Stories (depending on uses)  
 OPTION 1: 2 Stories of Retail/Office = 8,000 sf  
 OPTION 2: 1 Story of Retail/Office PLUS 4 Apartments = 12,000 sf  
 10 spaces on site + 6 on-street spaces = 16 Parking Spaces
- B. RYBOVICH :** Mega Yacht Facility
- C. MIXED USE BUILDING:** 2-8 Stories  
 OPTION 1: 166,000 sf Retail/Office  
 OPTION 2: 39,430 sf Retail/Office PLUS 127 Apartments  
 OPTION 3: 119,000 sf Retail/Office PLUS 47 Apartments  
 C.1: Public Open Space Plaza = 8,120 sf  
 C.2: 11,380 sf/floor @ 8 Stories = 91,040 sf  
 C.3: 12,800 sf/floor @ 3 Stories = 38,400 sf  
 C.4: 15,250 sf/floor @ 2.5 Stories = 38,125 sf  
 C.5: 100 spaces/level @ 3 Levels = 300 Parking Spaces  
 Plus 32 on-street spaces = 332 Parking Spaces Total
- D. PUBLIC PROPERTY:** See Page 17

**Strategies to Consider in Area 3**

1. Partner with property owners, especially national chains that are likely to remain, to install shade trees in parking lots located adjacent to streets (See **E**).
2. The best method for treating the perimeter of the mega yacht facility was studied. Rather than fully lining the industry behind buildings, a view of these impressive ships is recommended. The extent of the aperture into the ship yard must be studied to strike an aesthetically pleasing balance by incorporating landscaping and liner buildings.
3. Locating municipal services such as new administrative offices, a Police Substation, or a Fire Station offer stability to the Broadway area. The proper location for these uses would maximize the impact that the employees would have on surrounding businesses. It is important to also consider whether the property's attributes make it attractive for private development, which would offer increased tax base.





**Mixed Use Development Option**

- A. MIXED USE BUILDING:** 18,950 sf/floor; 3 Stories  
Option 1: 18,950 sf Retail/Office PLUS 16 Apartments  
Option 2: 35 Apartments
- B. PARKING LOT:** 64 Spaces
- C. ON-STREET PARKING:** 6 Spaces
- D. PUBLIC PLAZA:** 2,390 sf

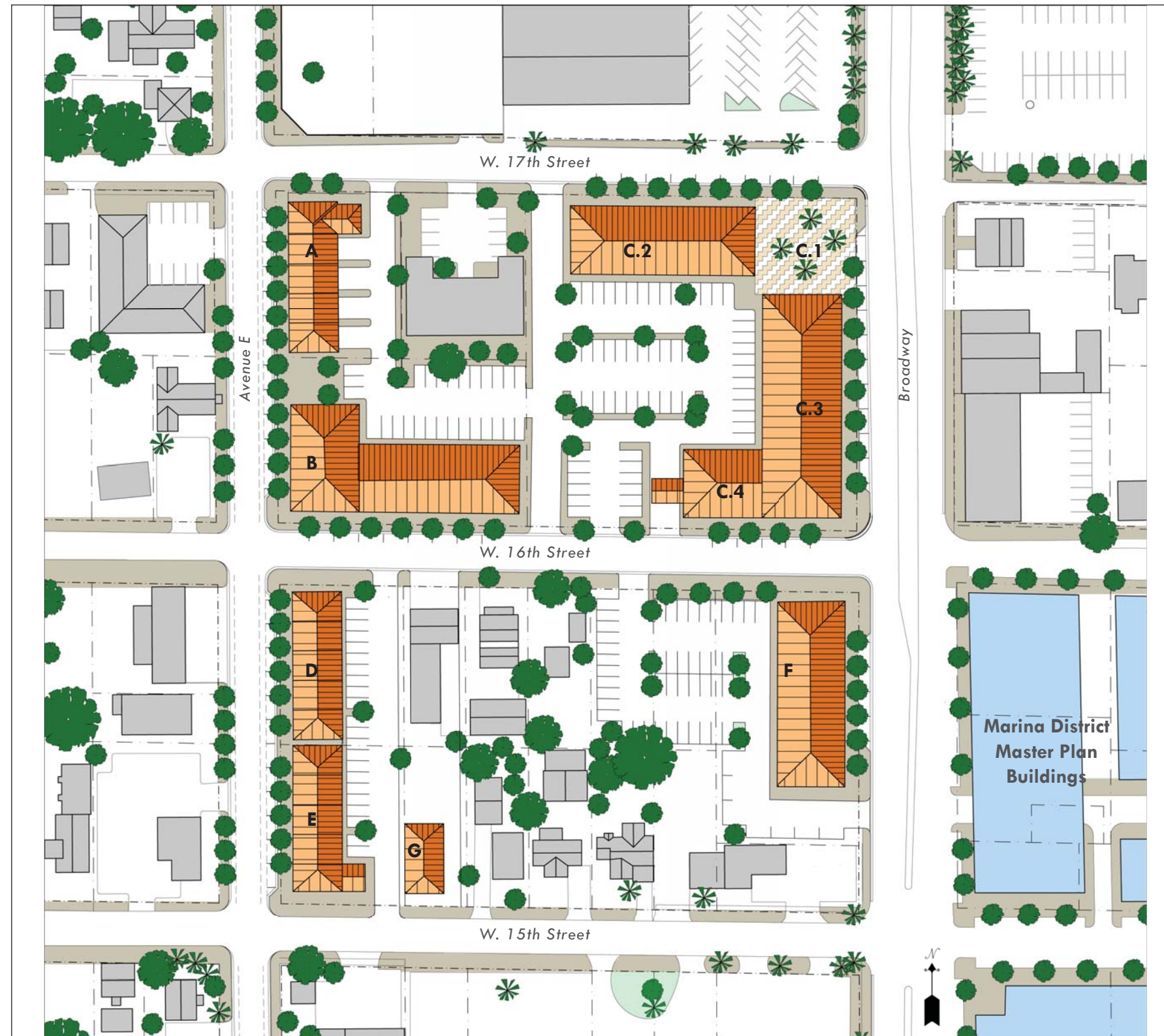
It's important to note that due to the site's elevation and location, this publicly-owned property affords a water view to the east, over Jim Barry Light Harbor Park. This amenity suggests that the lot would be desirable for attracting a private development.

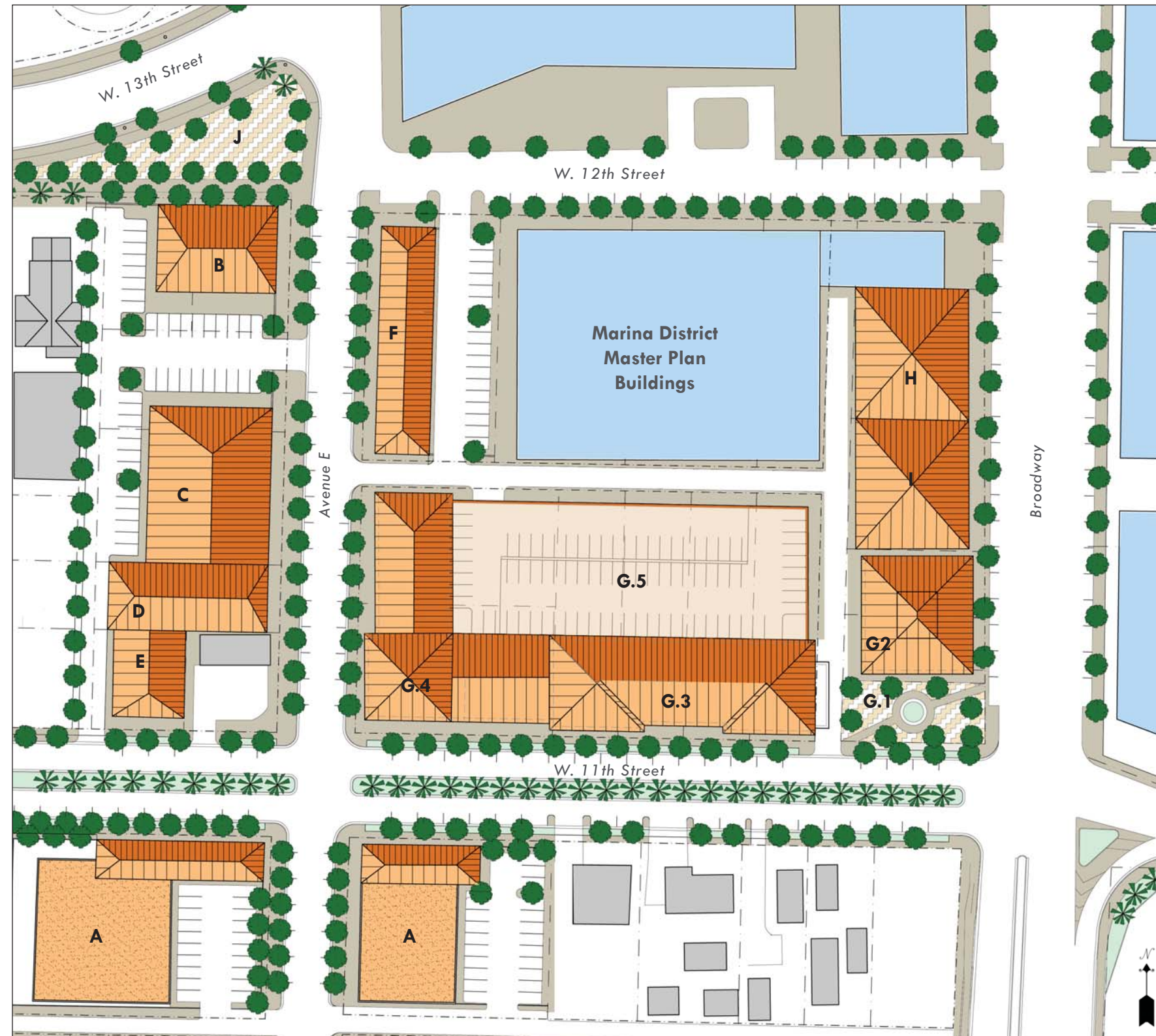
**Area 4  
Potential Development Sites**

- A. TOWNHOUSES:** 3 Stories; 2,000 sf PLUS Garage
- B. MIXED USE BUILDING:** 11,750 sf/floor; 2-3 Stories (depending on use)  
 OPTION 1: 19 Apartments  
 OPTION 2: 11,750 sf Retail/Office PLUS 7 Apartments  
 26 Spaces Plus 12 on-street spaces = 38 Parking Spaces Total
- C. MIXED USE DEVELOPMENT:** 2-3 Stories  
 23,600 sf Retail/Office PLUS 17 Apartments  
 C.1: Public Open Space Plaza = 6,400sf  
 C.2: 8,400 sf/floor @ 2 Stories = 16,800 sf  
 C.3: 11,700 sf/floor @ 3 Stories = 35,100 sf  
 C.4: 3,500 sf PLUS Drive Thru = 3,500 sf  
 60 Spaces Plus 23 on-street spaces = 83 Parking Spaces Total
- D. MIXED USE BUILDING:** 4,780 sf/floor; 3 Stories  
 4,780 sf Retail/Office PLUS 4 Apartments  
 12 Spaces Plus 6 on-street spaces = 18 Parking Spaces Total
- E. MIXED USE BUILDING:** 5,000 sf/floor; 2 Stories  
 OPTION 1: 5,000 sf Retail/Office PLUS 2 Apartments  
 OPTION 2: 7 Apartments  
 9 Spaces Plus 6 on-street spaces = 15 Parking Spaces Total
- F. MIXED USE BUILDING:** 8,300 sf/floor; 3-4 Stories (depending on use)  
 OPTION 1: 25,000 sf Retail/Office  
 OPTION 2: 8,300 sf Retail/Office PLUS 20 Apartments  
 52 Spaces Plus 4 on-street spaces = 56 Parking Spaces Total
- G. INFILL HOUSE**

**Strategies to Consider in Area 4**

1. Interconnect adjacent parking lots and provide as much on-street parking as possible to maximize potential development.
2. Allow market forces to dictate uses; all commercial, all residential, or a mix of uses is permitted in the area.





**Area 5  
Potential Development Sites**

- A. INDUSTRIAL DEVELOPMENT:** Varies  
Both options demonstrate the use of liner buildings housing office or showroom uses along 11th Street, with industrial and parking uses located to the south.
- B. MIXED USE BUILDING:** 6,000 sf/floor; 2-3 Stories (depending on use)  
OPTION 1: 12,000 sf Retail/Office  
OPTION 2: 6,000 sf Retail/Office PLUS 10 Apartments  
18 Spaces Plus 4 on-street spaces = 22 Parking Spaces Total
- C. MIXED USE DEVELOPMENT:** 11,300 sf/floor; 1-3 Stories  
OPTION 1: 14,300 sf Retail/Office (limited by parking)  
OPTION 2: 11,300 sf Retail/Office PLUS 6 Apartments  
23 Spaces Plus 6 on-street spaces = 29 Parking Spaces Total
- D. MIXED USE BUILDING:** 6,300 sf/floor; 3 Stories  
18,900 sf; 2 on-street spaces; None Required
- E. MIXED USE BUILDING:** 3,690 sf/floor; 3 Stories  
11,070 sf; 2 on-street spaces; None Required
- F. MIXED USE BUILDING:** 7,100 sf/floor; 3 Stories  
OPTION 1: 7,100 sf Retail/Office PLUS 11 Apartments  
17 Spaces Plus 8 on-street spaces = 25 Parking Spaces Total
- G. MIXED USE BUILDING:** 141,500 sf Total; 2-7 Stories  
G.1: Public Open Space Plaza = 5,000 sf  
G.2: 6,500 sf/floor @ 2 Stories = 13,000 sf  
G.3: 13,000 sf/floor @ 7 Stories = 91,000 sf  
G.4: 14,200 sf/floor @ 3 Stories = 42,600 sf  
84 spaces/level = 252 Plus 31 on-street spaces = 283 Parking Spaces
- H. & I. MIXED USE BUILDINGS:** 8,500 sf/floor each  
In order to redevelop, these parcels will likely require off-site parking arrangements.
- J. New Park:** 8,600 sf

**Strategies to Consider in Area 5**

1. Reclaim and improve alleys to organize parking access and circulation.
2. Develop CRA parcels (See Building **C**) so that parking may be maximized with adjacent properties.
3. Transform residual land from the relocation of 13th Street into a park (See **J**).
4. Help properties with Buildings H and I find off-site parking arrangements (in Marina District garages or lots) to enable redevelopment.
5. Conduct an inventory of Industrial parcels to market.

**General Observations for All Areas**

Testing the potential redevelopment areas revealed several consistent observations:

- A significant amount of redevelopment opportunity exists within the study area.
- Parking is a key component of redevelopment potential.
- Development with surface parking lot solutions tend to accommodate buildings two to three stories tall.
- Development with structured parking solutions generally accommodates four to seven-story tall buildings.
- Structured parking solutions generally require an agglomerated block.
- On-street parking is an important economic development element.
- Development that includes residential uses generally can be taller since residential units require less parking than commercial uses.

**Short Term Recommendations**

1. Adopt the new Land Development Code with as streamlined an approval process as possible.
2. Develop a marketing campaign to announce both completed and anticipated improvements in the CRA area, including the new Publix, completion of Broadway, Avenue E improvements groundbreaking and completion, Marina District groundbreaking, etc.
3. Study the possibility of relocating City Hall to a Broadway location.
4. Develop an Infill Tree Planting Program to partner with private property owners to plant trees in the perimeters of parking lots abutting streets and sidewalks.
5. Prioritize Avenue E street improvements.
6. Transform the residual land at the northwest corner of 13th Street and Avenue E into a park.
7. Conduct an inventory of the Industrial lands and market their availability.

**Long Term Recommendations**

1. Improve downtown streets by adding shade trees, pedestrian-scaled street lights, and on-street parking, wherever possible.
2. Develop public parking areas near the marina; foster off-site parking arrangements for new development, when needed.
3. Reclaim and improve alleys to provide efficient access to parking. Relocate alleys to maximize parking yield for new development.
4. Improve storm water infrastructure to maximize development potential in the downtown.