

Section 4: Goals, Objectives, and Strategies

Goal 1

Resource Protection, Maintenance, Preservation, and Enhancement

Protect, preserve, maintain, and enhance the natural, recreational, archaeological, scenic, and historic/cultural resources along the Corridor.

Objective 1.1

Create and maintain a canopied roadway of native plant species within the Corridor.

- Strategy 1.1.1 Bury utilities.
- Strategy 1.1.2 Obtain recommendations and plans from native plant society.
- Strategy 1.1.3 Coordinate with jurisdictional authorities.
- Strategy 1.1.4 Develop on-going maintenance strategy.
- Strategy 1.1.5 Identify sources of grants and matching dollars for grant applications.
- Strategy 1.1.6 Plant Live Oak along the Highbridge segment between A1A and John Anderson Drive.

Objective 1.2

Enhance and protect vistas featuring the ocean, dunes, river, salt marsh, scrub habitat, salt marsh and rights-of-way.

- Strategy 1.2.1 Bury utilities.
- Strategy 1.2.2 Remove no parking signs (recreate) and replace with native ground cover/scrubs to communicate no parking strategy without signs.
- Strategy 1.2.3 Obtain recommendations and plans from native plant society.
- Strategy 1.2.4 Develop on-going maintenance strategy.
- Strategy 1.2.5 Identify sources of grants and matching dollars for grant applications.
- Strategy 1.2.6 Solicit citizen volunteers to plant donated sea oats (and other appropriate species) from Volusia County on the dunes.
- Strategy 1.2.7 Support the state's efforts to enhance and protect native habitat in Tomoka, Bulow Creek, and North Peninsula State Parks.
- Strategy 1.2.8 Support and maintain the river and ocean access parks.

Objective 1.3

Develop provisions for safe and aesthetically attractive public facilities that protect resources while enhancing the visitors' experience and education.

- Strategy 1.3.1 Provide additional 1-2 car scenic pull-offs.
- Strategy 1.3.2 Obtain recommendations and plans from native plant society.
- Strategy 1.3.3 Retrofit existing structures for storm resistance.
- Strategy 1.3.4 Rebuild the Ormond Pier.

Objective 1.4

Provide special protections for the scenic highway Corridor.

- Strategy 1.4.1 Create overlay district.
- Strategy 1.4.2 Coordinate, monitor and establish public and private signage standards for the scenic Corridor.
- Strategy 1.4.3 Bury utilities.
- Strategy 1.4.4 Create and implement a master plan that will strategize and coordinate overall long and short-term activities along the Corridor including the management of vegetation, land acquisition, scenic easements, design of improvements and new construction.
- The Master Plan shall include but is not limited to:
 - Bus shelters;
 - Bike rest stops;
 - Water fountain facilities;
 - Trash receptacles; and
 - Signage/information kiosks indicating location of public facilities (i.e. restrooms and water)
- Strategy 1.4.5 Add Scenic Highway protections to the City of Ormond Beach and Volusia County Comprehensive Plans.

Goal 2

Economic Development

Encourage sustainable economic activities that preserve the ambiance and scenic vistas of the Corridor.

Objective 2.1

Promote appropriate signage theme for commercial and educational information while preserving the natural integrity of the Corridor.

- Strategy 2.1.1 Develop a standard Ormond-by-the-Sea signage program as part of Overlay District.
- Strategy 2.1.2 Coordinate with jurisdictional entities to develop/implement the signage program.

Objective 2.2

Require new development and businesses within the Corridor to incorporate the Scenic Highway Vision into their development plans and encourage existing businesses to upgrade their frontage to blend with the natural surroundings.

- Strategy 2.2.1 Develop an incentive program.
- Strategy 2.2.2 Adopt an Overlay District with design standards.

Objective 2.3

Improve tourist infrastructure within the Corridor to ensure access and connectivity for motorists, bicyclists, and pedestrians to have an educational and enjoyable experience without adversely impacting the resources.

- Strategy 2.3.1 Coordinate with jurisdictional entities.

- Strategy 2.3.2 Design and build landscaped pull-offs on A1A, Old Dixie Highway, Walter Boardman Lane, Highbridge Road and other locations where feasible.
- Strategy 2.3.3 Design and build sidewalks/trails along Highbridge Road.
- Strategy 2.3.4 Design and build meandering trail.
- Strategy 2.3.5 Identify funding sources.
- Strategy 2.3.6 Create bike-ped Master Plan.

Goal 3

Community Support and Participation

Provide and leverage the continued support of local residents, businesses, and local government for the Scenic Highways Program and initiate participation in Corridor planning, decisions and activities.

Objective 3.1

Maintain the scenic highway CME organization and hold public meetings.

- Strategy 3.1.1 Hold regular advertised public meetings to inform the community of the on-going goals, objectives and strategies and actions taken to accomplish them while seeking input from the community to help promote, maintain and enhance the Corridor.

Objective 3.2

Advise the public of meetings and events in the Corridor.

- Strategy 3.2.1 Develop and maintain website.
- Strategy 3.2.2 Include meeting notices in monthly City of Ormond Beach water bill.
- Strategy 3.2.3 Create notices as Public Service Announcements.
- Strategy 3.2.4 Create and submit notices to local media.
- Strategy 3.2.5 Communicate with Homeowners and Condo Associations.

Objective 3.3

Gain community support from the local businesses and organizations.

- Strategy 3.3.1 Provide speakers for business & organization meetings.
- Strategy 3.3.2 Develop incentives and reward programs.
- Strategy 3.3.3 Provide forums.
- Strategy 3.3.4 Develop projects involving local business and organizations.
- Strategy 3.3.5 Provide opportunities for residents and businesses along the Corridor to participate in the planning and decisions made for the Corridor during scenic meetings and through website.
- Strategy 3.3.6 Invite park managers, "Friends of Parks" organization members, Homeowners Associations, environmental groups and local business organizations to send representatives to the CME meetings.

Goal 4

Public Education

Promote and increase public knowledge on the unique aspects of the Corridor.

Objective 4.1

Provide educational programs, literature, internet websites and appropriate informational signs through a coordinated effort of the various public and private Corridor entities to explain the unique natural, historic and cultural elements of the Corridor.

- Strategy 4.1.1 Develop educational programs.
- Strategy 4.1.2 Create an interpretive plan.
- Strategy 4.1.3 Co-partner with foundations.
- Strategy 4.1.4 Develop brochures and other educational literature.
- Strategy 4.1.5 Develop and maintain website.
- Strategy 4.1.6 Develop appropriate informational/educational signage.
- Strategy 4.1.7 Create and continue to utilize speakers bureau.
- Strategy 4.1.8 Provide outreach at public events.
- Strategy 4.1.9 Create a Media Relations position on the CME Board.
- Strategy 4.1.10 Install FSHP signs.
- Strategy 4.1.11 Seek National Scenic Byway Designation.

Goal 5

Transportation and Safety

Provide aesthetically pleasing enhancements along the Corridor, including its rights-of-way and the adjacent public and private lands, to promote alternative modes of transportation and maintain optimum safety conditions for all users.

Objective 5.1

Provide a safe, convenient and efficient transportation system, both motorized and non-motorized, within the Corridor.

- Strategy 5.1.1 Develop safe pedestrian and non-motorized facilities.
- Strategy 5.1.2 Enforce the speed limits.
- Strategy 5.1.3 Seek law enforcement office's and transportation engineers' advice on traffic calming options.
- Strategy 5.1.4 Develop solar lighting along pedestrian walkways.
- Strategy 5.1.5 Utilize turtle friendly lighting along A1A.
- Strategy 5.1.6 Encourage use of solar lighting of streetlights with turtle blinds along pedestrian walkway.
- Strategy 5.1.7 Design and install traffic calming devices, for example:
 - Install speed tables along Old Dixie Highway.

Objective 5.2

Promote alternative modes of transportation.

- Strategy 5.2.1 Develop bike/pedestrian paths.
- Strategy 5.2.2 Develop bike rest areas.
- Strategy 5.2.3 Provide water fountains.
- Strategy 5.2.4 Investigate feasibility of operating a trolley system.
- Strategy 5.2.5 Sponsor events that promote non-motorized transportation.

Objective 5.3

Enhance scenic drives by regulating signs.

- Strategy 5.3.1 Develop a sign inventory.
- Strategy 5.3.2 Coordinate with jurisdictional entities.
- Strategy 5.3.3 Develop signage plan for roadway.