

River of Lakes Heritage Corridor

COMMUNITY VISIONING REPORT

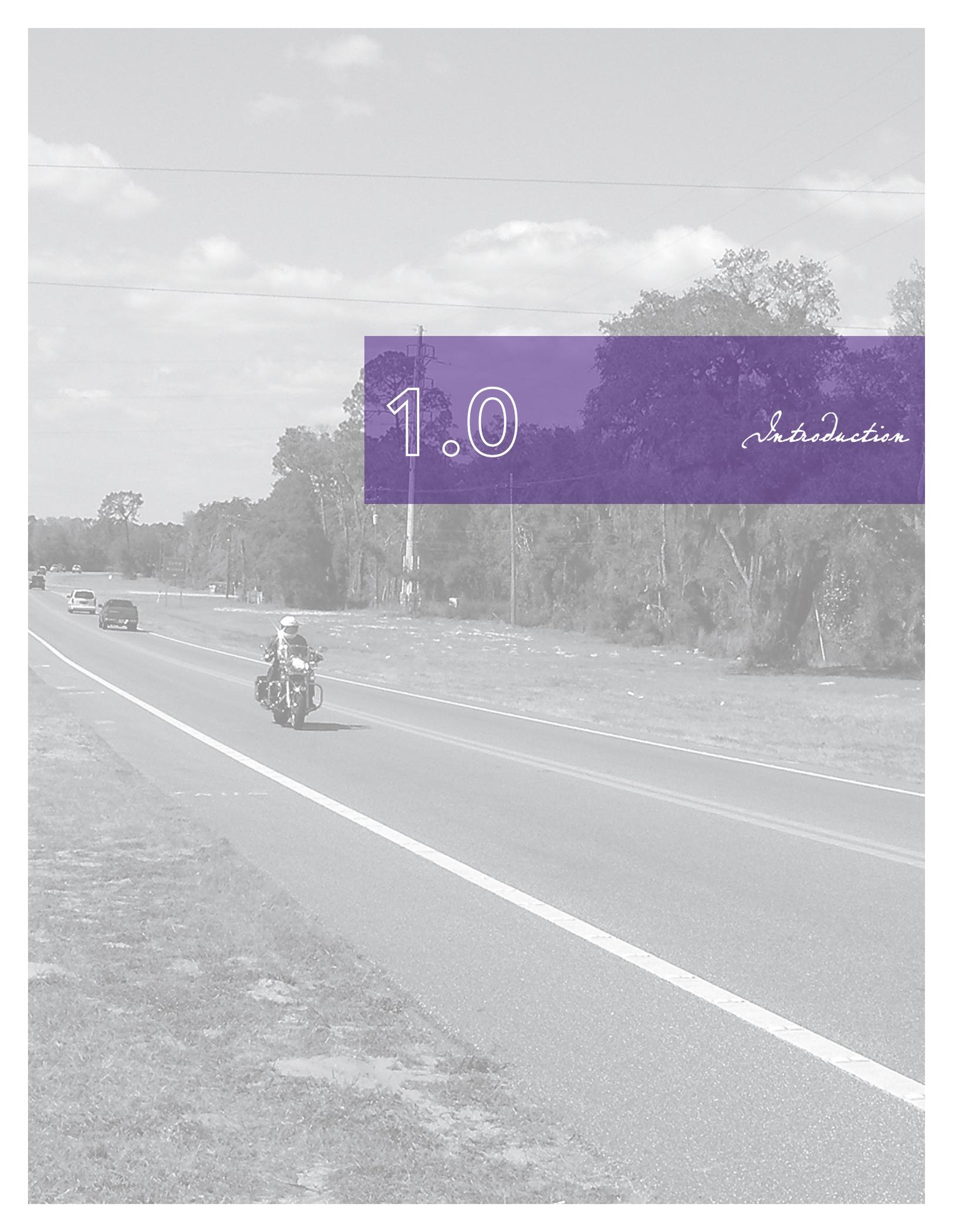
November 2010



St. Johns River Country, Florida

Table of Contents

1.0 INTRODUCTION	3
2.0 BACKGROUND ASSESSMENT AND PRELIMINARY WORKSHOPS	7
3.0 INDIVIDUAL COMMUNITY VISIONING	19
DELEON SPRINGS	
BARBERVILLE	
TOWN OF PIERSON	
SEVILLE	
4.0 REGIONAL VISIONING	39
5.0 CONCLUSION AND NEXT STEPS	43
APPENDIX	



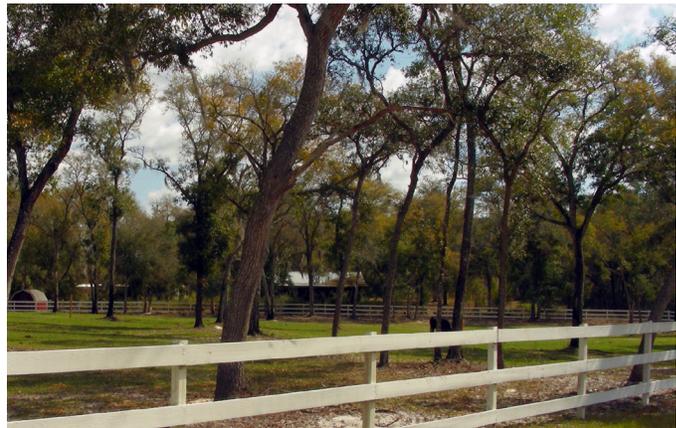
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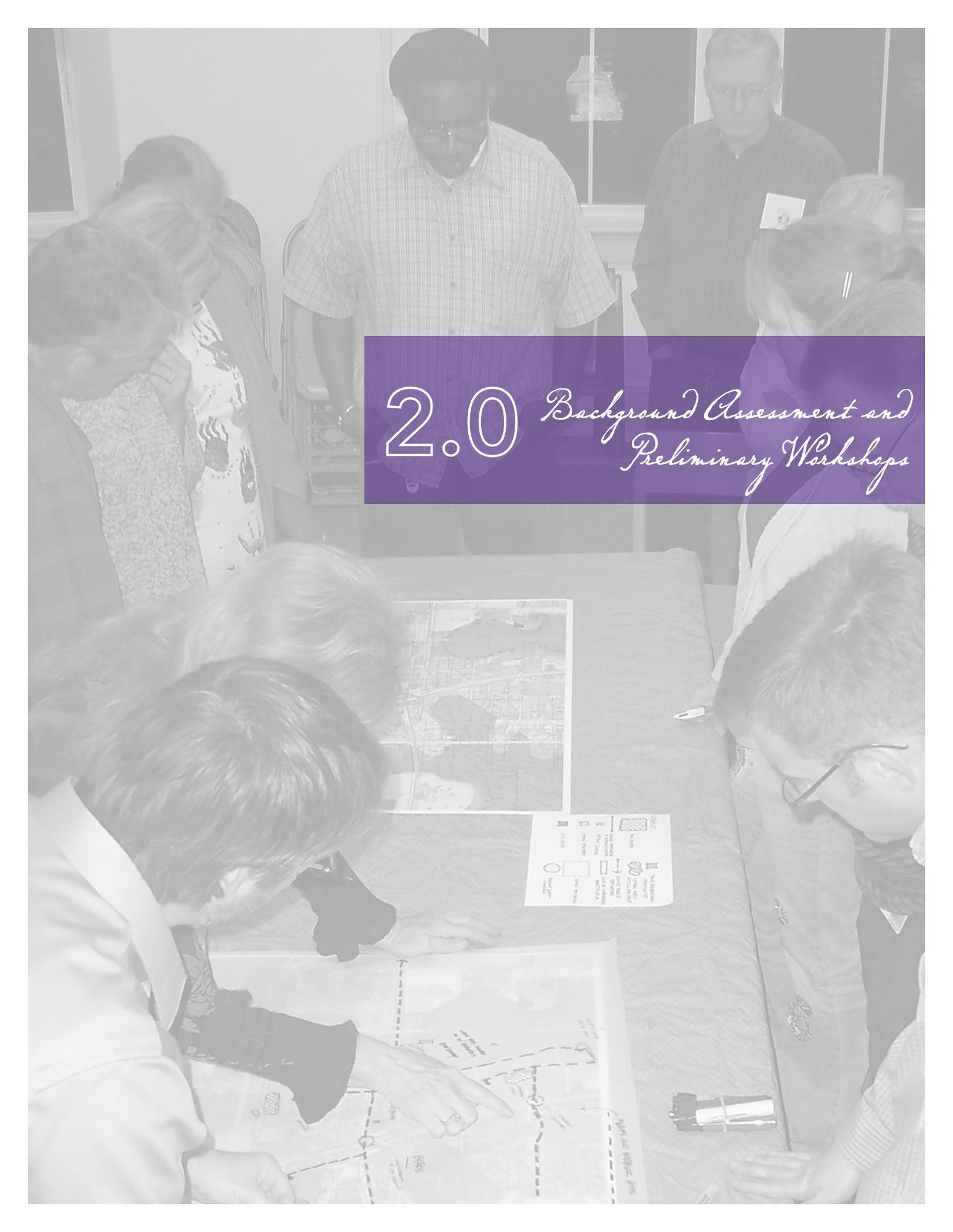
Introduction

The River of Lakes Heritage Corridor Management Entity (CME) has worked in coordination with the Florida Department of Transportation, and AECOM (formerly Glatting Jackson Kercher Anglin) to develop a vision plan for the northwest communities of DeLeon Springs, Barberville, Pierson, and Seville located along the River of Lakes Heritage Corridor, a Florida Scenic Highway. Designated in 2009, the scenic highway is a 120-mile collection of roadways in Volusia County that was established to preserve, protect, enhance, and maintain the area's historic, cultural, scenic, natural, recreational, and archeological resources. In keeping with this mission, the CME has undertaken the task of developing vision plans for the communities along the scenic highway that protect the intrinsic qualities, resources, and rural character of each of the communities while allowing for future growth. The vision plan considers two primary elements:

- Appropriate *land-use patterns* along and related to US-17
- Rural town making principles and *physical improvements* along and related to US-17 that will reinforce small-town living

The visions established herein are forward thinking and provide a balanced look at what is and what could be. While these are long-range plans, some elements can be implemented in the short-term. These visions have been developed through a series of design workshops with the CME, community residents, and design team. The result of these workshops is the creation of a distinct vision for each of the four communities that responds to the concerns and desires of the residents and the scenic highway. While each of these visions is unique, they work together to build a solid foundation for preserving, maintaining, and enhancing the historic and cultural resources of the scenic highway. The process has been led and driven by the scenic highway CME, and the design solutions reflect the input received from both the CME and the public. Stakeholder interviews or departmental reviews with Volusia County and FDOT have not yet occurred. Ultimately, the CME will need to engage both Volusia County and FDOT as stakeholders in the process in order to realize the visions set forth. Therefore, it should not be assumed that Volusia County or the Florida Department of Transportation has endorsed all of the concepts herein or that funding has been set aside for these plans. Also, it is anticipated that some of the concepts may require variances from current standards; however, it is believed that these requests are reasonable and appropriate.





2.0 *Background Assessment and Preliminary Workshops*

The visioning process began with a preliminary field review of the communities to assess their character and garner a cursory understanding of the potential issues and opportunities. Background research was also performed including the review of previously prepared planning documents including future land use and zoning as well as the River of Lakes Corridor Management Plan. Finally, various FDOT data was obtained including roadway plans and straight line diagrams, and aerial maps were created for use in the various workshops.

RIVER OF LAKES HERITAGE CORRIDOR - CORRIDOR MANAGEMENT ENTITY (CME) WORKSHOP

The first meeting was held with the CME on March 9, 2009. This meeting was intended to serve as the kick-off meeting for the project and prepare for the CME workshop to be held on May 11, 2009. The purpose of the CME workshop was to understand common issues and themes for all of the communities along the scenic highway.

Prior to the CME Workshop, CME members representing each community were asked to prepare a summary of the current critical local issues and planning activities related to the overall corridor. Members were asked to answer the following questions:

- What are the pressures?
- What concerns exist?
- What has been done in terms of planning and visioning?
- Has it been successful?

CME members were also asked to include three to four photos that capture or describe the character of the community along the corridor. The white papers were then presented and discussed by the members as part of the CME Workshop and are included in the appendix of this document.

Based on the workshop discussions, the following set of common issues and themes were developed:

- Historic preservation and adaptive reuse of historically and culturally relevant structures
- Preservation of small town character through appropriate design standards and practices
- Development of interconnected recreation and open space systems
- Development of a wayfinding/gateway and regional branding program that unifies the corridor, and maintains individual community identity

- Implementation of landscaping and beautification projects with special attention to trees and wildflowers
- Promotion of “walkability” through appropriate traffic calming, sidewalks, and street trees
- Promotion of agricultural/rural character through such techniques as land use management and joint planning agreements, land purchases, agricultural assistance, and agri-tourism
- Implementation of marketing and promotion strategies for small towns and byways that focus on corridor continuity, special features, events coordination, and main street retailing

These eight common issues and themes will be considered in all of the vision plans developed for the communities along the scenic highway.



FOUR-COMMUNITIES WORKSHOP

Overview

On June 11, 2009, a public workshop was held in the Pierson Community Center for four communities on the River of Lakes Heritage Corridor: Seville, Pierson, Barberville, and DeLeon Springs. The primary objective of the workshop was to solicit public input regarding the unique characteristics of each rural community so that a future vision could be developed for each community that allows for sustainable growth and maintains the rural character of each community. The meeting was well attended with approximately forty attendees, and the attendees were asked to place a dot on the map shown on page eight in the general location of their residence.

WHERE DO YOU LIVE EXHIBIT



Workshop Introduction

The public workshop began with an introduction to the visioning project and provided a background on scenic highways so that workshop attendees would have a better understanding of how the community visioning efforts fit into the context of scenic highway corridor management.

Post-it Note Session

After the introductory presentation, workshop attendees were provided with six yellow Post-it Notes. On three of the Post-it Notes, attendees were asked to list the three things that define the character of their community or in other words, "what are three things you would never want to see changed?" On the second set of three Post-it Notes, attendees were asked to list three things that they would like to see improved in their community. These Post-it Notes were then placed on the wall and were organized according to category and the results are included below:



Character Definition Elements for the Four-Communities (Never Change)

- Architecture
 - Schools
 - Churches
 - Historic Structures
- Nature/Recreation
 - Trees
 - State Park/Wildlife Refuge
 - Lake Views/Access
- Unique Places (Seville Cemetery, Pioneer Settlement, etc)
- Small Town Atmosphere/Rural Character
- Agriculture



Improvements for the Four-Communities

- DeLeon Springs
 - Beautify/Enhance Community
 - Signage/Gateways Program
 - Reduce Speed/Enhance Pedestrian Experience/ On-Street Parking
- Barberville
 - Enhance US-17/SR-40 Intersection
 - Enhance Community Entrance/Gateway on US-17
 - Protect Intrinsic Resources within Community
- Pierson
 - Improve Transportation/Traffic/Roads & Streets
 - Clean-up Appearance/Enhance Small Town Feel
 - Improve Local Services (Library, Police, etc)
 - Encourage New, Local Businesses
 - Improve Conditions Along US-17
- Seville
 - Clean-up Appearance/Beautification
 - Roadway Improvements/Safety
 - Employment Opportunities
 - Definition of the Center of Town/Improve Cohesiveness of Town

Community Specific Table Sessions

Attendees were then divided into tables based on individual communities and were provided with a map of their specific community. Attendees were then asked to draw on the maps provided and address the following questions:

- What are the important streets?
- What are the critical intersections?
- What are the historic buildings?
- What are the critical views?
- At what point along US-17 do you enter the community?
- What are the important town features?
- What neighborhoods are culturally/historically important?
- What is critical to the character of your community?



Each group was then asked to present their drawings to the overall workshop attendees. The following is a summary of the key points discussed for each community:

DeLeon Springs – DeLeon Springs is the only community of the four where US-17 is currently four-lanes. As a result, they would like to enhance the small-town feel of their community by reducing the speed limit through traffic calming, promoting walkability and pedestrian safety throughout their community, encouraging on-street parking, and providing community continuity through elements such as decorative street lighting and a town icon (town clock). DeLeon Springs would also like to maintain its historic character and promote its unique resources such as the DeLeon Springs State Park, Strom’s Packing House, and the horse training facilities within the area.

Barberville – Barberville is at the crossroads of two major highways, US-17 and SR-40. As such, it is a major gateway to the area and the byway corridor and sees heavy traffic

particularly during Daytona Speedweeks and Bike Week. Barberville attendees would like to see the US-17 and SR-40 intersection enhanced, general beautification enhancements, and directional signs provided to the Pioneer Settlement, a major cultural destination for the Corridor. In addition, Barberville attendees discussed the importance of blending Barberville’s history in with the scenic byway.

Pierson – Prior to the 1900’s, Pierson was known as the “Fern Capital of the World” when the Pierson family established its ferneries, and the town is still known as a major fern producing community today. It has a number of historic buildings and structures including Pierson Elementary, the high-school gym, the grass airstrip, and the old cemeteries. There are a number of families that have a steeped history in Pierson, and it is also the home of the Atlanta Braves great, Chipper Jones.

Seville – Seville is a community with authentic structures (e.g. the Elementary School and Early Seville School) and tree canopy (heritage oaks). It has a rich history whose commerce was based on the river and the former depot, and the old city infrastructure illustrates its importance as an early community in the area. The small-style lots within the historic community provide affordable housing to its residents. The residents would like to see a historic overlay district put in place and would like to see enhancements to its transportation network that would make Seville more pedestrian friendly.



Places and Spaces Discussion

Following the Community Specific Table Session, a brief overview of the previously held CME Workshop was made by AECOM. In addition, AECOM discussed with the group how suburbanization typically occurs along highway corridors and provided a brief synopsis of the concept of “Places and Spaces” whereby small town character is promoted through the preservation of historic growth patterns of small dense communities that have defined and maintained edges. These towns

are known as the “places” and are set within a context of an open, expansive rural setting or “space.” The place is unique, context-sensitive, culturally relevant, human-scale, and of a higher density than its surroundings. The space or open area acts as a “decompression zone”, is typically agriculture or pasture, often contains ecologically-sensitive or conservation areas, and is of a very low density. Typical suburbanization often “fills the space,” and as a result, the sense of place is lost and the communities over time can lose the characteristics that make them unique. Therefore, it is important to employ techniques to encourage the traditional development patterns of place and space.

Rural Character Elements Discussion

In addition to the Places and Spaces Discussion, AECOM also presented the fundamental elements of community that support and reinforce rural character. The following are the basic elements discussed that affect visual quality and rural character:

- Scenic Views
 - Historic Communities
 - Viewsheds
 - Fencing/Walls
 - Dumpsters
- Open Space Protection
 - Agriculture
 - Parks and Conservation Areas
- Transportation and Infrastructure
 - Rural Roads
 - Drainage
- Residential Development
 - Mix of Uses
 - Residential Streets
 - Entrances
 - Housing Types
 - Adjacencies
- Commercial Development
 - Signage
 - Gas Stations
 - General Commercial
 - Institutional Uses



Corridor-Wide Table Sessions:

Attendees were then asked to regroup into their tables to discuss corridor-wide issues. Maps were provided and attendees were asked to answer the following questions for the spaces between the places:

- What are the critical viewsheds?
- What is historically and culturally important?
- What are the environmentally sensitive areas?
- Are there any critical intersections (outside of the towns)?
- Are there any conflict points?
- What is disrupting the rural character?

Each group presented its findings and the following is a summary of the corridor-wide discussions:

The attendees would like to see things stay natural and maintain the “green-belt” feel. They emphasized the pasture lands and viewscapes north of Seville, the “straight-stretch” between Barberville and DeLeon Springs, and Deep Creek. Attendees also stated that the communities wanted to be resource conscientious and suggested a long-range bikeway/trail throughout the corridor. Finally, attendees discussed “the little things that need to come back” such as the old signs for the springs throughout the area of which some remain.

COMMUNITY CHARACTER MAPS

Based on the workshops and additional information collected by AECOM, individual character maps were developed for each community. Each map shows the following information:

- Community Framework
 - Important Streets
 - Critical Intersections
 - Community Gateway and Entry Points
 - Civic Uses (e.g. Post Office, Government Buildings, and Non-Historic Schools and Churches)
- Historic/Cultural Points of Interest
 - Historic Buildings/Structures
 - Historic Neighborhoods
 - Landmarks
 - Cultural Points of Interest
- Viewshed
 - Critical Views
 - High Scenic Quality
- Environmental
 - Wetlands
 - Important Ecological Features
 - Conservation Areas
 - Important Vegetation

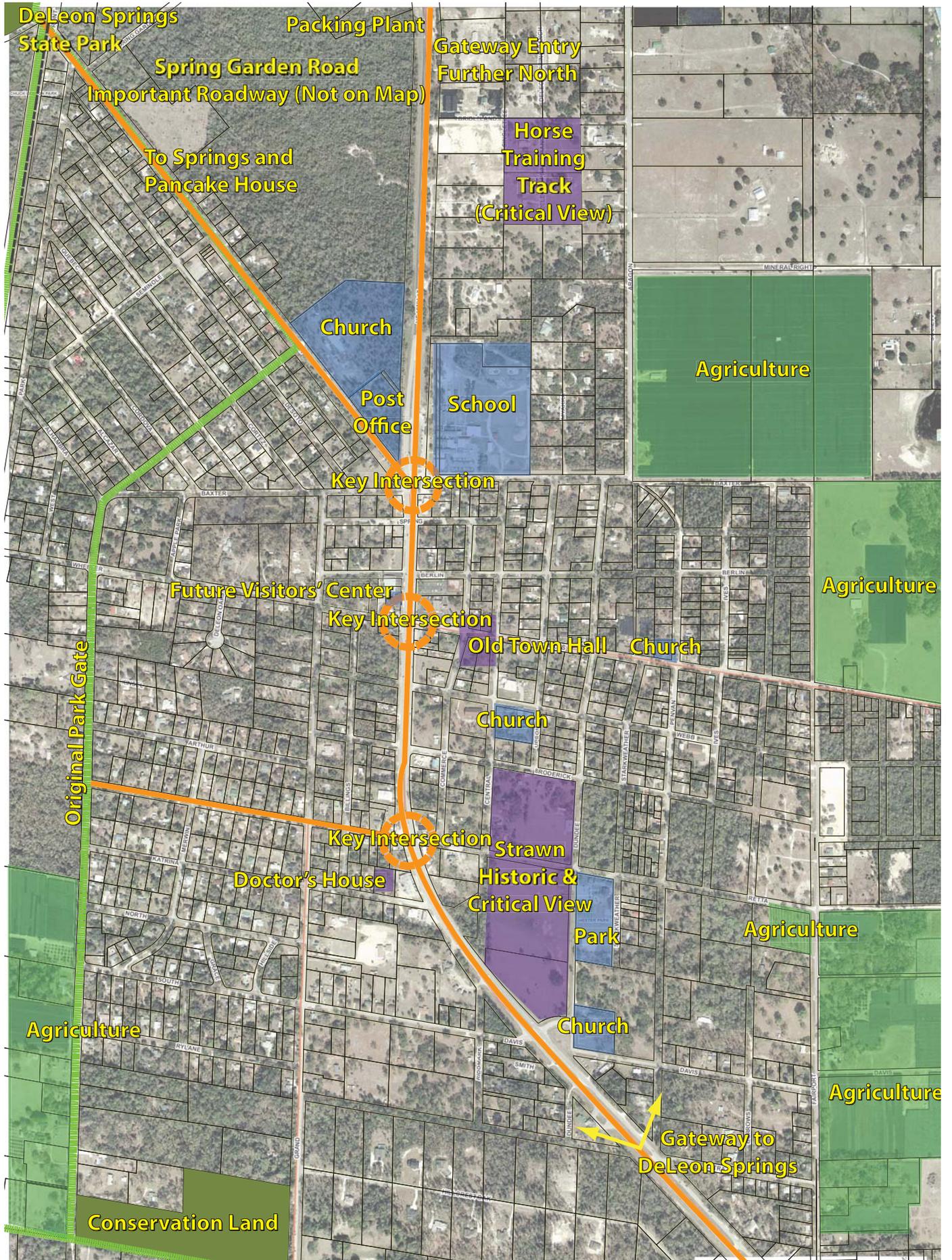
In addition, the existing zoning for each community was obtained to understand current and future development patterns and are also provided herein. The workshop presentation can be found in the Appendix. Below is the legend for the character maps.

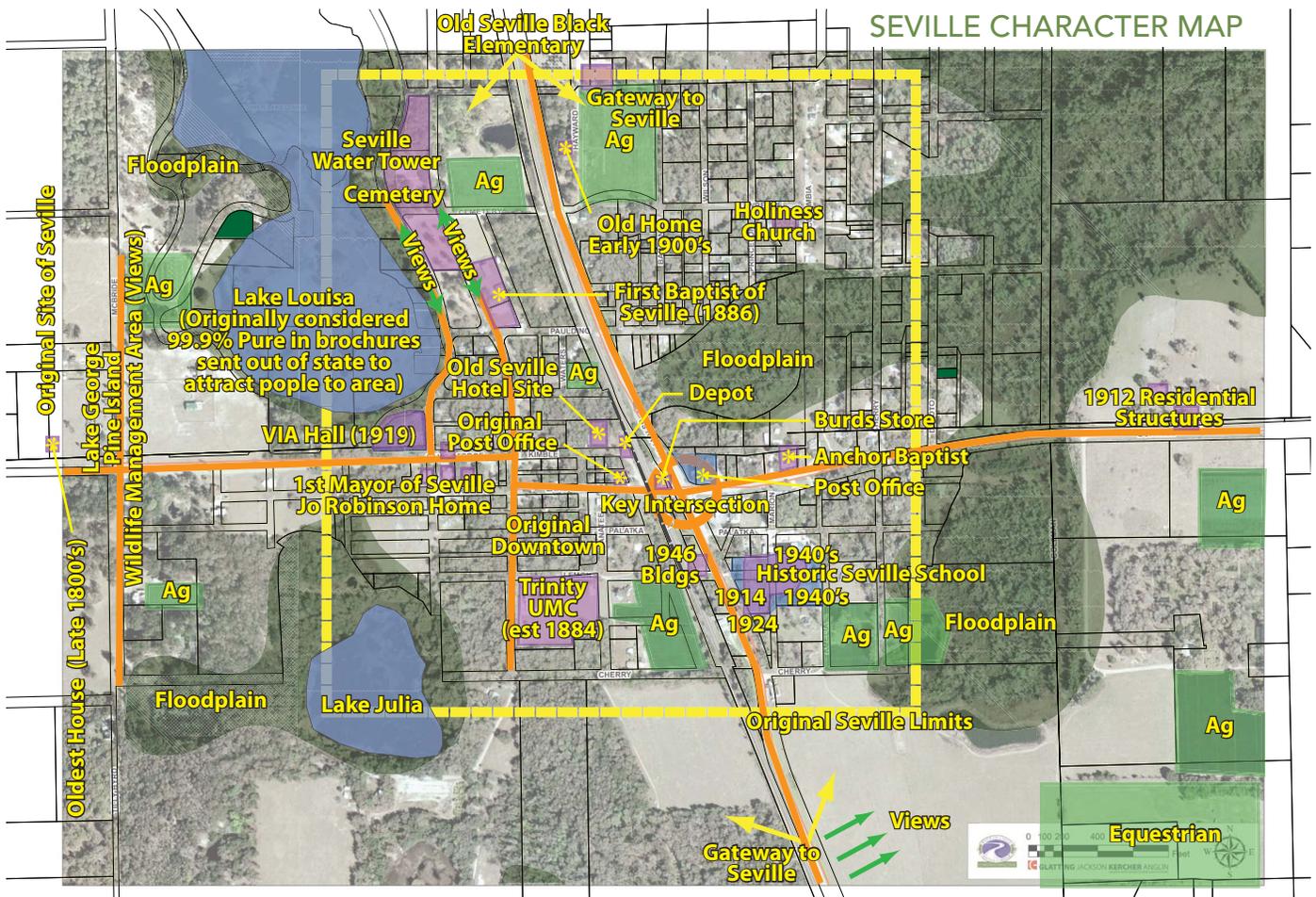
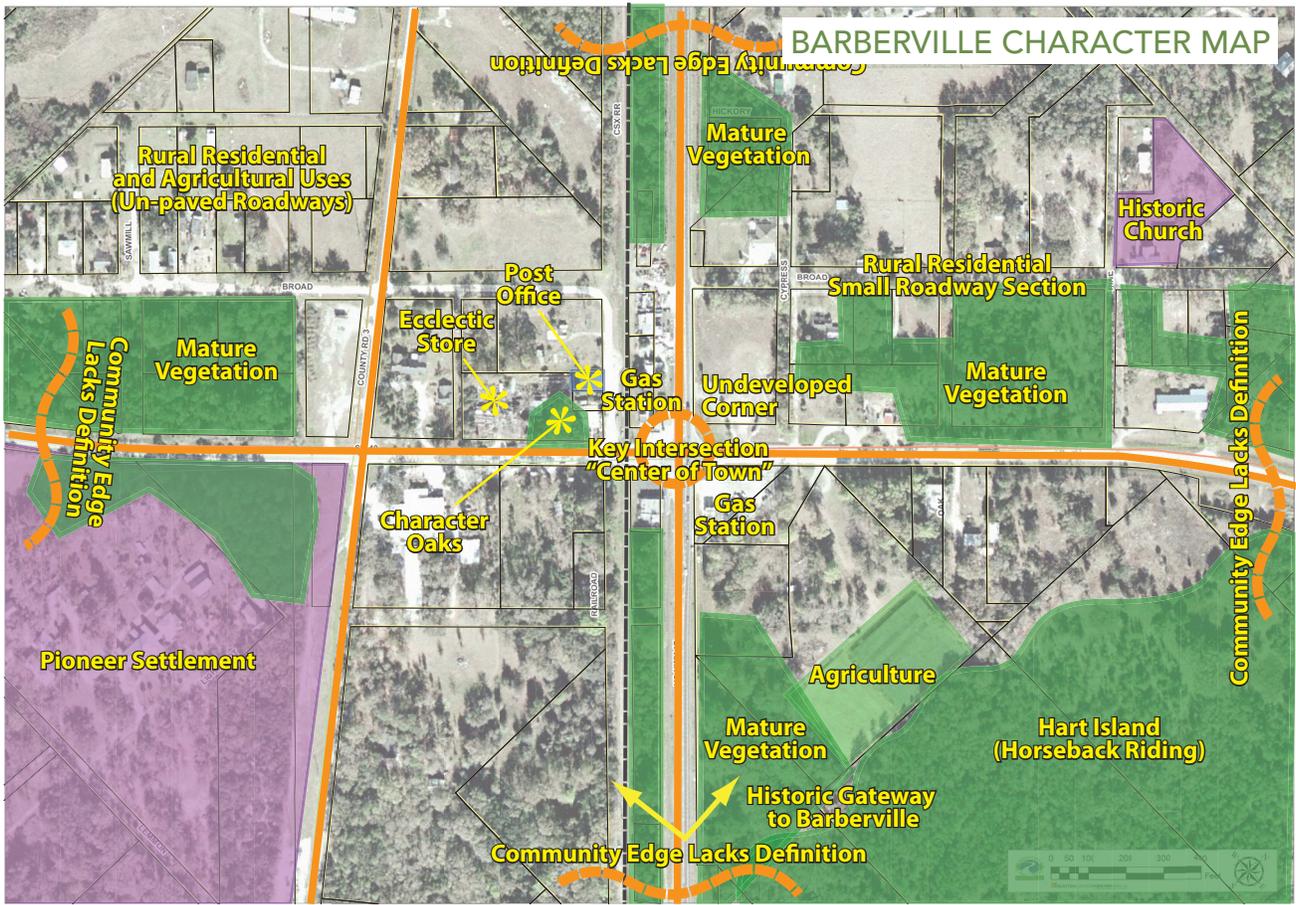
CHARACTER MAP LEGEND

	HISTORIC TOWN LIMITS		IMPORTANT HISTORIC/CULTURAL FEATURE
	IMPORTANT STREET		CIVIC/INSTITUTIONAL FEATURE
	RAILROAD		WATER BODY
	TRAIL		ACTIVE AGRICULTURE (NON PASTURE)
	TOWN GATEWAY		MATURE VEGETATION/SENSITIVE HABITAT
	VIEWS		FLOODPLAIN
	CRITICAL INTERSECTION		CONSERVATION AREA
	TOWN EDGE LACKS DEFINITION		

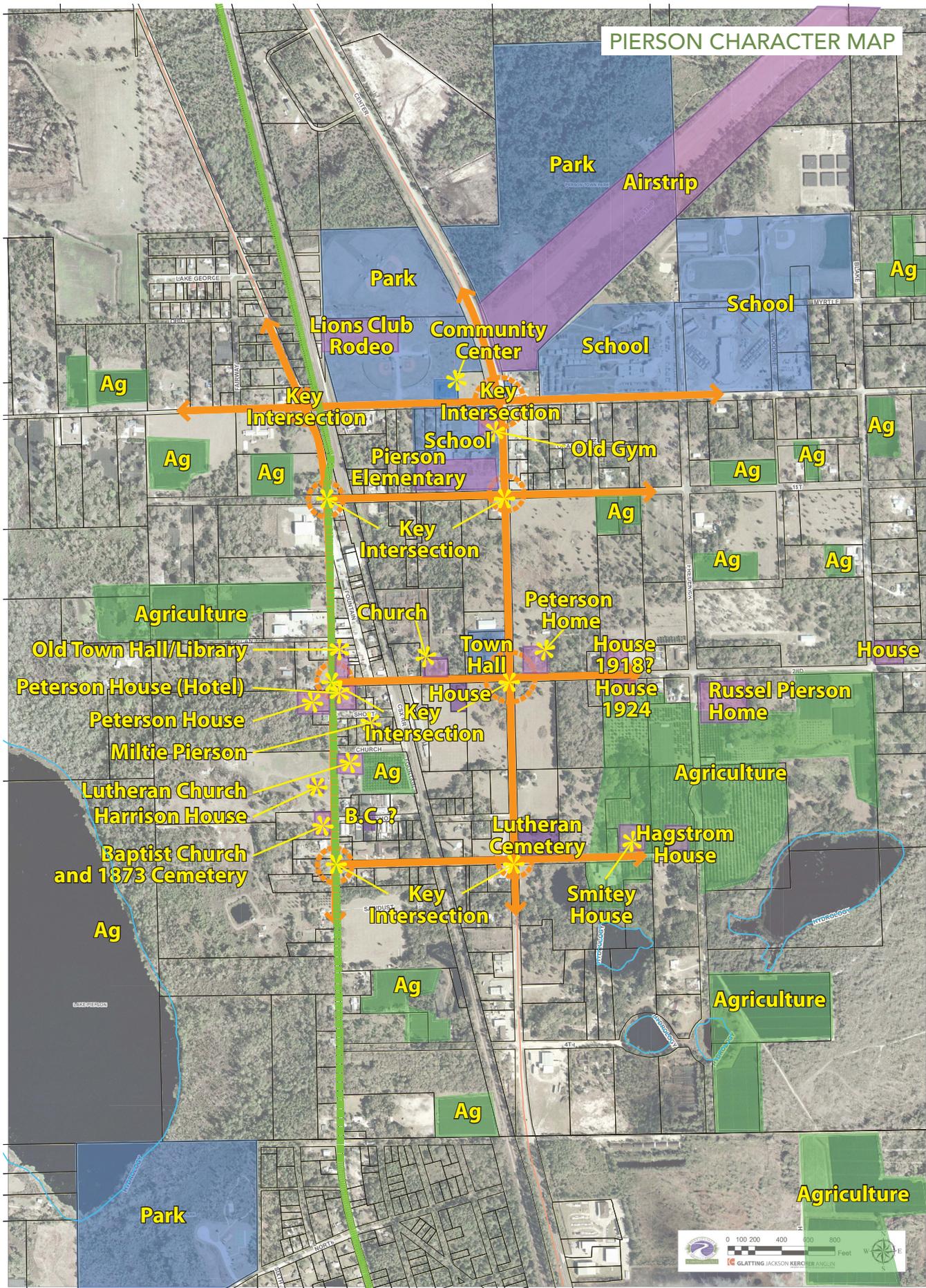


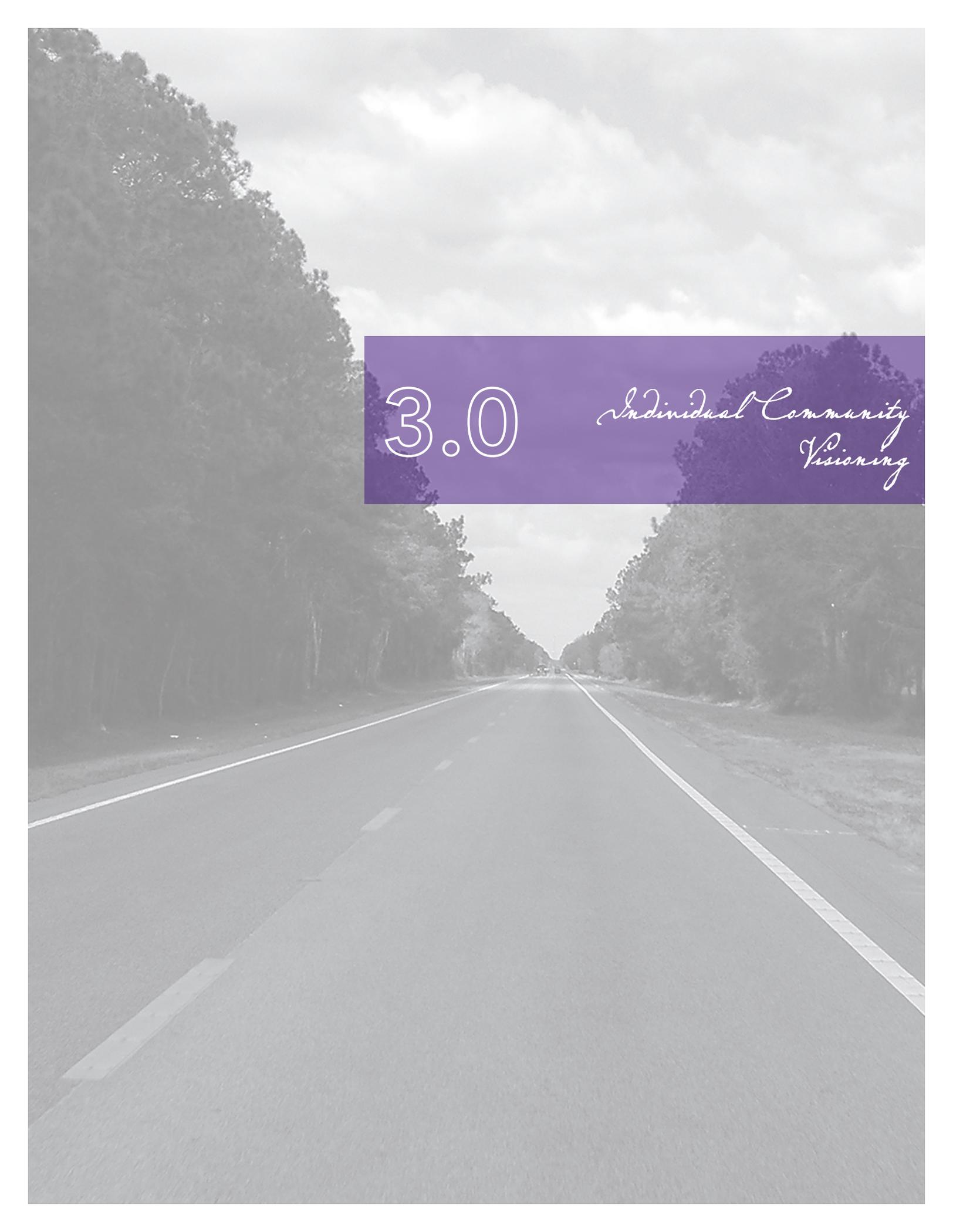
DELEON SPRINGS CHARACTER MAP





PIERSON CHARACTER MAP





3.0

*Individual Community
Visioning*

PROCESS

After the background assessment and initial workshops with the CME and public were completed, the project team held a design workshop with each community to develop a unique, long-range vision. A two-and-a-half day workshop was held in each community beginning with an evening public meeting held at a community venue within the community to solicit further input prior to the design phase of the workshop. The meeting began with an overview of the project as well as a recap of the input received from the community to date. The project team also presented principles and goals based on the input previously received that would be used to guide design decisions. After the presentation, attendees were broken into smaller groups and encouraged to draw ideas for community preservation on provided maps. Each group then presented their drawings to the rest of the attendees.

After the workshop, the design team spent the next two days in the community developing design concepts and ideas in response to the received input. At the end of the first day, the public was invited to stop by the workshop venue to review drawings and provide input. After the four community workshops were completed, all of the design drawings were presented in a joint public meeting, with all four communities, for public review and comment. After the public meeting, the design concepts were also presented to the Corridor Management Entity for the River of Lakes Heritage Corridor at one of their regularly scheduled meetings. The final designs were developed based on comments received, and the draft visioning document was produced. The draft document was then provided to the Corridor Management Entity for review and comment before being finalized.

The following visions have been prepared as individual 11x17 pamphlets for each of the communities. Each pamphlet provides the design concepts developed for the community as well as a narrative and character photos. It is intended that these pamphlets can be removed from the larger document and used by the CME and communities to promote and solicit support for the visions set forth.





DeLeon Springs

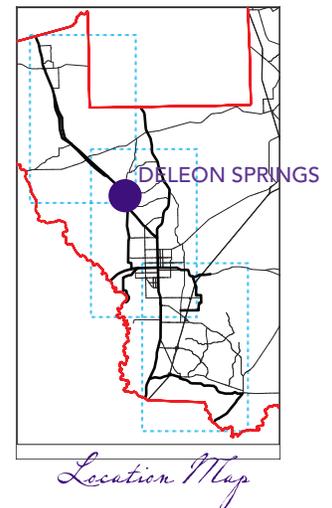
VISION PLAN

DeLeon Springs is a community full of small town charm and serves as the gateway to many of Northwest Volusia County's natural and recreational resources including DeLeon Springs State Park, Lake Woodruff National Refuge, and the Spring Garden Ranch. The tree canopied residential streets, local businesses, unique architecture, and surrounding agriculture are central to the small town character that residents enjoy. US-17 through DeLeon Springs is currently a four-lane, divided highway, and transportation-related issues such as speeding, undefined on-street parking, and the lack of pedestrian facilities negatively impact community character. In addition, aesthetic improvements related to landscape and building enhancements are needed as well as the reduction of visual clutter. Finally, a stronger community identity is desired through the use of unifying elements such as community identification signs, gateways, decorative street lights and a community icon such as a "town clock." It is also important that DeLeon Springs maintain its historic character and promote its unique resources.



In response to these concerns, the vision for DeLeon Springs seeks to accomplish the following to enhance and reinforce the existing small town character:

- Enhance and reinforce the identity of DeLeon Springs through physical improvements in the public realm
- Create an intensified town center that encourages small town living and provides necessary goods and services to residents and tourists
- Develop beautification strategies and provide aesthetic enhancements
- Preserve the architectural character through the adaptation of existing historic buildings
- Promote a pedestrian friendly environment that is safe and enjoyable



OVERALL MASTER PLAN

To accomplish the goals set forth, an overall master plan was developed for the community. Included in the overall master plan is the following:

- An intensified town center on the west side of US-17 between the Wheeler Street and Webb Avenue intersections with US-17 that serves as the town core.
- Streetscape and pedestrian enhancements along US-17 to reinforce community identity and provide a pedestrian-friendly environment.
- The construction of sidewalks on the following east-west residential streets (on both sides of US-17) to provide safe access from the surrounding residential areas to US-17 and the town center:
 - Baxter Street
 - Wheeler Street and Reynolds Street
 - Retta Street
- The continuation of the existing Spring-to-Spring trail north through and out of town along CR-3 and the creation of bike lanes along US-17 to promote regional connectivity.
- Gateway signs to promote community identity located at Spring Garden Road to the north and Dundee Ave to the south along US-17.
- Directional signs to Lake Woodruff National Wildlife Refuge to direct users down Davis Street from the south and Reynolds Street from the north.
- Reconfiguring the Baxter Street and US-17 intersection to provide a safer intersection for vehicles, elementary school traffic, and pedestrians.

DETAILED PLAN AND ROADWAY SECTIONS

The detailed plan and roadway sections illustrate the streetscape and pedestrian enhancements along US-17 as well as the intensified town center. To better improve the character, multi-modal connectivity, and livability in DeLeon Springs, the following is recommended:

1. Formalize existing on-street parking through the use of defined curb extensions at intersections and between parking spaces for the incorporation of street trees. Reinforce parking through the use of colored paving within the parallel parking spaces and add decorative street lighting to reinforce character and enhance safety.



2. Add bike lanes through DeLeon Springs and continue the Spring-to-Spring Trail north out of DeLeon Springs along CR-3 to improve regional connectivity.
3. Enhance the landscape within the medians on US-17 utilizing plant material that meets FDOT planting standards and reflects the character of the community and promotes sustainable practices.
4. Utilize enhanced (colored and/or texturized) crosswalks at the "Town Center" and elementary school.
5. Reconfigure Baxter and US-17 intersection to reduce current conflicts resulting from configuration of intersection and pedestrian and vehicular traffic associated with the adjacent elementary school and DeLeon Springs State Park.
6. Create a series of gateway and identity features through town including community identification signs at the edges of the community, gateway features at the beginning of the commercial district, and identity markers at roadway intersections along US-17.



Central to the improvements along US-17 is the creation of an intensified town center on the west side of US-17 between Wheeler Street and Webb Avenue through the use of the following techniques:

1. Create vibrant local commercial streets, Wheeler Street and Webb Ave (not currently constructed), where buildings have a "street-front presence" with a comfortable pedestrian experience. Parallel parking, street trees, and

decorative lighting are located in front of the buildings and the majority of parking is located behind the buildings. It would be anticipated that architecture along these commercial streets would be appropriately scaled with multiple, smaller tenants. It should be noted that to accomplish this vision, infrastructure improvements such as water and sewer would need to be undertaken as the proposed density would not allow for septic systems.



US-17 DETAILED PLAN

2. A park or town square at the corner of Wheeler Street and US-17 that serves as a community icon and establishes the “center of town.” As part of this park, a clocktower should be established as a focal element.



GATEWAYS AND SIGNAGE

The community gateways and signage are intended to help unify the community identity and define the community edges. Four types of signs and gateways have been developed: community identification signs, major gateways, local identity markers, and wayfinding directional signs.

Community Identification Signs: Inspiration for the sign was drawn from vintage Florida postcards as well as the rustic materials found in the local rural and agricultural setting. The community identification signs for DeLeon Springs illustrate a landscape scene of the DeLeon Springs State Park’s Sugar Mill and utilizes timber frame construction to create a rustic, context-sensitive sign at the entrances of the community. To the south, the sign is located in the same location as the existing community identification sign at Dundee Ave. To the north, the sign is located at Spring Garden Road.



GATEWAY FEATURE ALONG US-17

Major Gateways: The major gateways are located in the urban section of US-17 within DeLeon Springs where curb and gutter exists. Here, the traffic speeds should be reduced and the constrained roadway section allows for a gateway feature close to the road (minimum 6’ from the travel lane) that creates architectural interest and establishes a district. These gateways would need to be located where the curbed section of US-17 begins at both ends of the community.



COMMUNITY IDENTIFICATION SIGN

Local Identity Markers: Within the commercial center of DeLeon Springs, local identification markers, in the form of small pillar-style monuments, are envisioned at the roadways in the commercial core that intersect US-17.

Wayfinding Directional Signs: A wayfinding directional signage system is envisioned for the overall scenic highway and is necessary within DeLeon Springs to direct travelers to such features as the Lake Woodruff National Wildlife Refuge, DeLeon Springs State Park, Spring Garden Ranch, and destinations beyond.



CONCEPTUAL WAYFINDING SIGN





Barberville

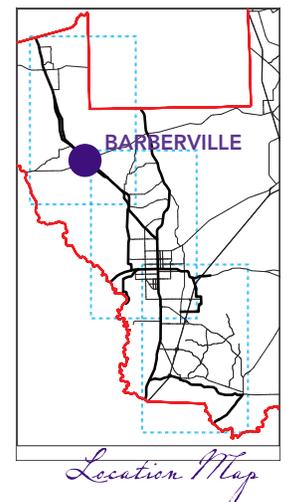
VISION PLAN

At the intersection of US-17 and SR-40, Barberville stands at the crossroads of two Florida Scenic Highways, River of Lakes and the Florida Black Bear Scenic Byway. This rural community is centered on the agricultural industry and surrounded by an extensive network of conservation lands. In addition, Barberville is home to one of the scenic highway's greatest resources: the Pioneer Settlement for the Arts. Concerns of the community include transportation issues and heavy traffic, particularly during Daytona's Bike Week and Speedweeks, as well as the need for beautification projects, aesthetic enhancements, and directional signage to the major destinations.



The vision for Barberville seeks to achieve the following goals:

- Establish an identity for Barberville centered on its agricultural and cultural heritage.
- Reinforce the crossroads of the two scenic highways through aesthetic enhancements and gateway features.
- Promote rural and agricultural sustainability through tourism and the promotion of local resources including the Pioneer Settlement for the Arts, local agriculture, and natural lands.
- Provide a safer environment for pedestrians and cyclists.
- Blend Barberville's history and character with the scenic highway.



OVERALL MASTER PLAN

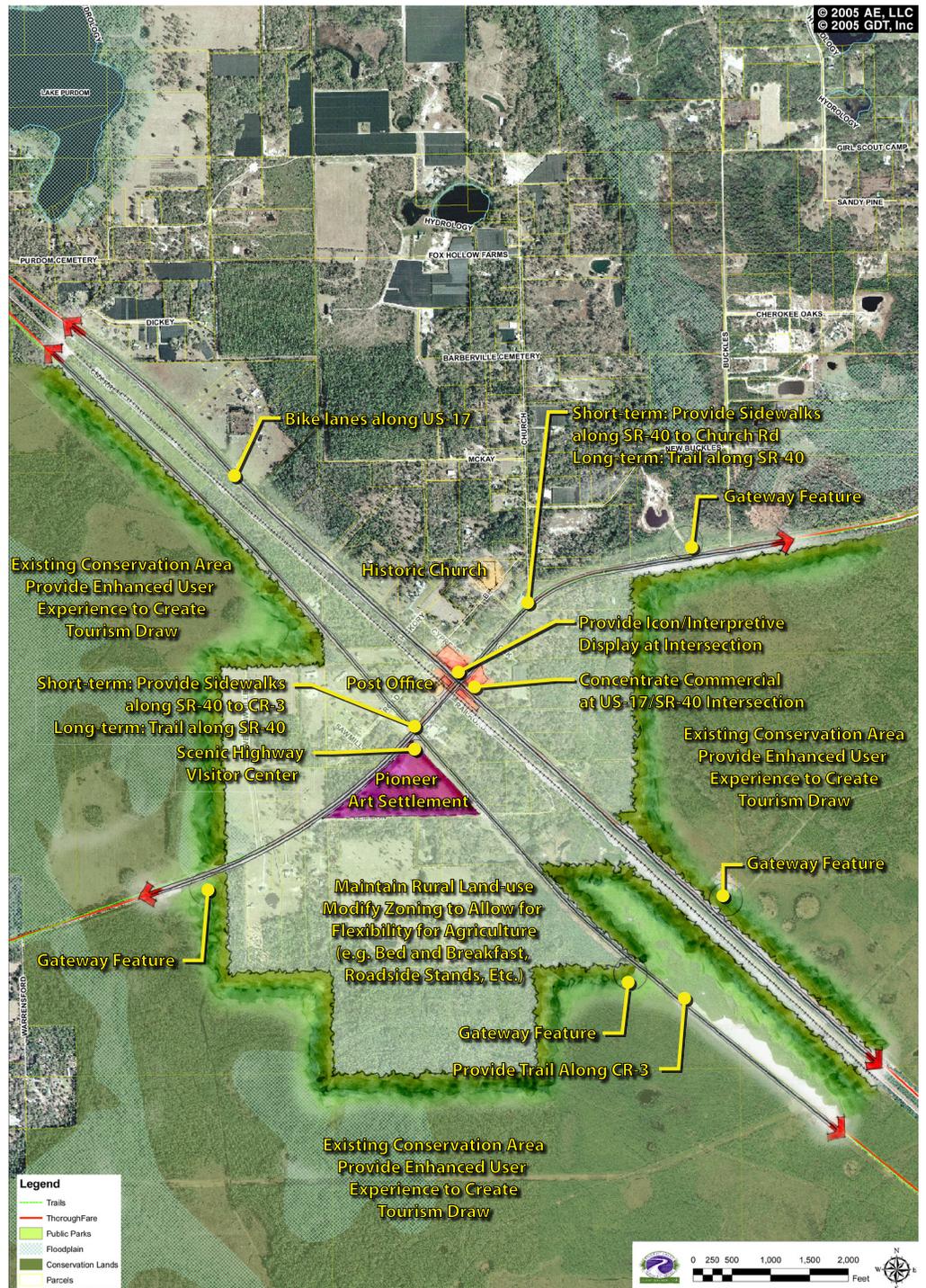
An overall master plan has been developed for Barberville that provides a framework to accomplish the goals and vision set forth. The following provides an outline of the recommendations in the overall master plan:

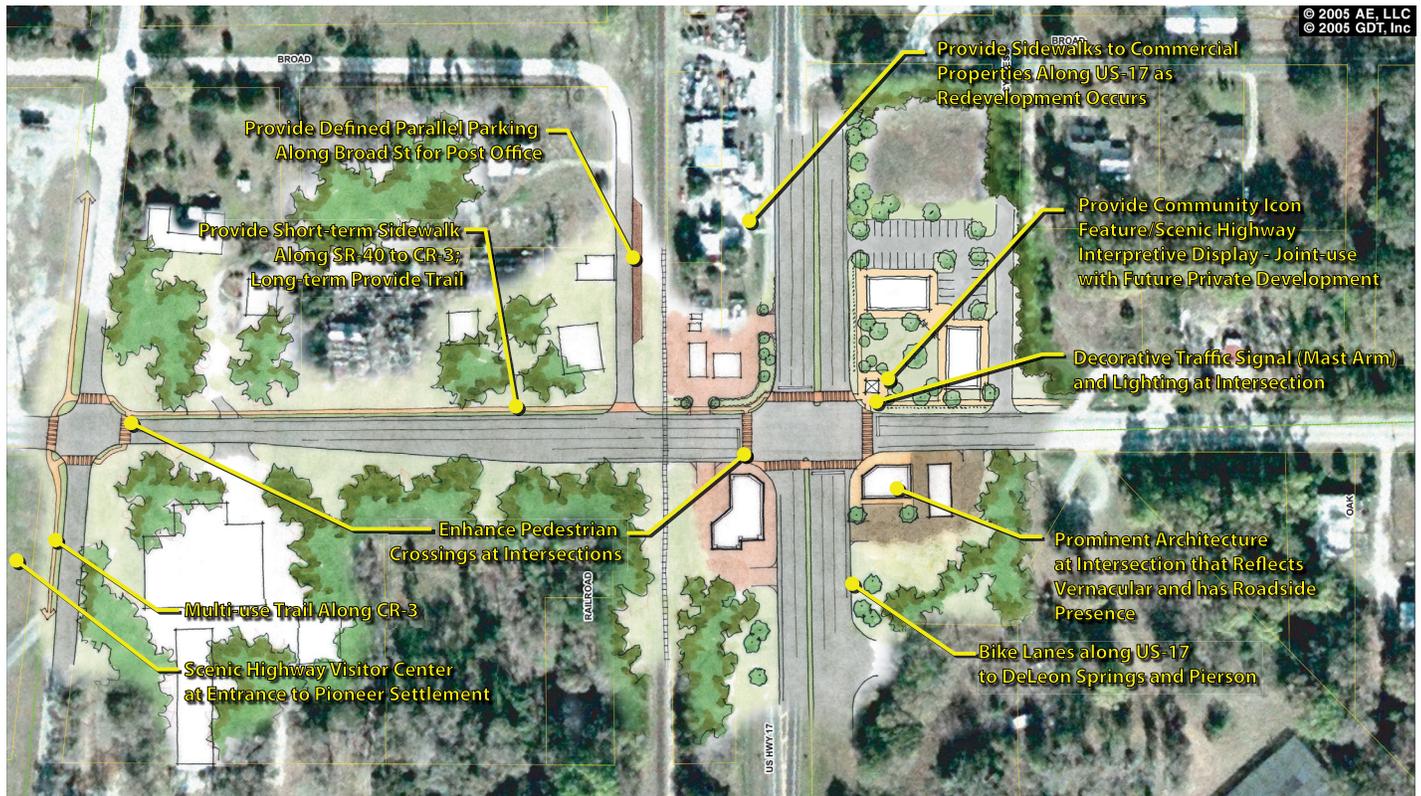
1. Reinforce Barberville's identity by concentrating commercial at the intersection of SR-40 and US-17.
2. Maintain rural land-use and ensure zoning regulations allow for uses that promote agri-tourism such as bed and breakfasts and roadside agricultural stands on farmers' properties.
3. Work with conservation land owners to provide exceptional facilities for recreational users to encourage use and promote the area.
4. Provide pedestrian enhancements along US-17 and SR-40. Sidewalks along SR-40 could be used as a short term solution to connecting major destinations within Barberville such as the Pioneer Settlement for the Arts, the future scenic highway visitor center, the Barberville Post Office, commercial areas at the crossroads, and the historic church on the east side of US-17.
5. Provide a multi-use trail along SR-40 and CR-3 (consistent with the Volusia County Trails Master Plan) and bike lanes on US-17 as part of a long-range vision for regional connectivity.
6. Provide community identity signs at the geographical limits of the community along US-17 and SR-40.
7. Create a gateway feature at the crossroads of SR-40 and US-17 to provide a focal point and interpretive information for both scenic highways.

DETAILED PLAN

To better improve the character and livability of US-17 and SR-40 within Barberville as well as the area directly surrounding the crossroads, the following is recommended:

1. Concentrate commercial at the US-17 and SR-40 intersection. Provide prominent architecture at the corners of the intersection that reflects the vernacular architecture of the area and has a roadside presence.
2. Enhance the pedestrian crossings on SR-40 at the intersections of CR-3 and US-17.





DETAILED PLAN AT US-17 AND SR-40

3. Provide sidewalks along SR-40 from the Pioneer Settlement of the Arts to Church Road, and provide sidewalks to commercial properties along US-17 as redevelopment occurs.

4. Convert sidewalks along SR-40 to long-term multi-use trail and continue multi-use trail along CR-3 from DeLeon Springs north through the community. Add bike lanes to US-17 to enhance regional connectivity.

5. Provide aesthetic enhancements to reinforce identity including a decorative traffic signal mast arm; decorative lighting at the crossroads intersection; and complementary landscape and architectural features such as decorative fencing that reflects the agricultural character of the area.

6. Provide defined parallel parking for the Barberville Post Office along Broad Street.

7. Create a community icon feature at intersection of US-17 and SR-40 in a park-like setting that acts as a focal point and provides interpretive information about the area to the scenic highway traveler. The current concept requires partnering with northeast parcel owner to realize the vision.



CHARACTER SKETCH OF THE CROSSROADS

8. Create a scenic highway visitor center at the entrance of the Pioneer Settlement for the Arts. It is anticipated that this visitor center will be used predominately for the Florida Black Bear Scenic Byway; however, there should be information on River of Lakes as the visitor center is also on a segment of this scenic highway.

GATEWAYS AND SIGNAGE

The community gateways and signage are intended to help unify the community identity and define the community edges. There are three types of signs and gateways developed in the Barberville vision: community identification signs, community icon feature, and wayfinding directional signs.

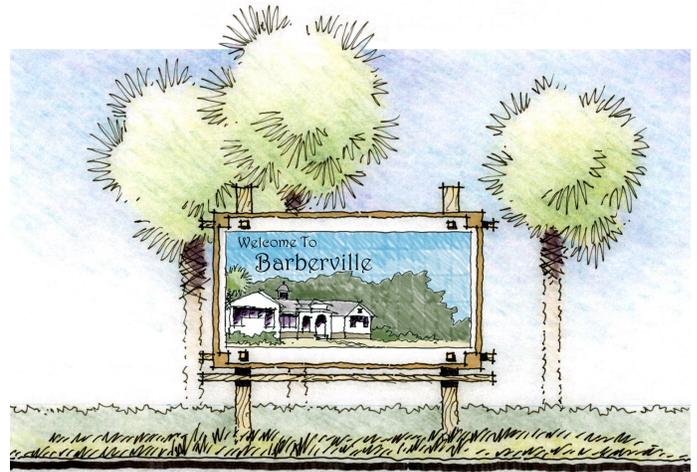
Community Identification Signs: Drawing inspiration from vintage Florida postcards as well as the rustic materials found in many rural and agricultural settings, the community identification signs for Barberville portray a landscape scene of the schoolhouse at the Pioneer Settlement in conjunction with large timber construction to create a rustic, context-sensitive sign at the geographic boundaries of the community.

Community Icon Feature: The community icon feature is located at the intersection of US-17 and SR-40. The verticality of the feature creates a focal point with the agricultural landscape scene reinforcing the agricultural heritage of the place. The materials (timber construction with tin metal roof) reflect the rustic vernacular architecture of the agricultural structures found in the area. At the base of the structure, a series of interpretive panels provide information about both scenic highways.

Wayfinding Directional Signs: A wayfinding directional signage system is envisioned for the overall scenic highway and is necessary within Barberville to direct to such features as the Pioneer Settlement for the Creative Arts and destinations beyond.



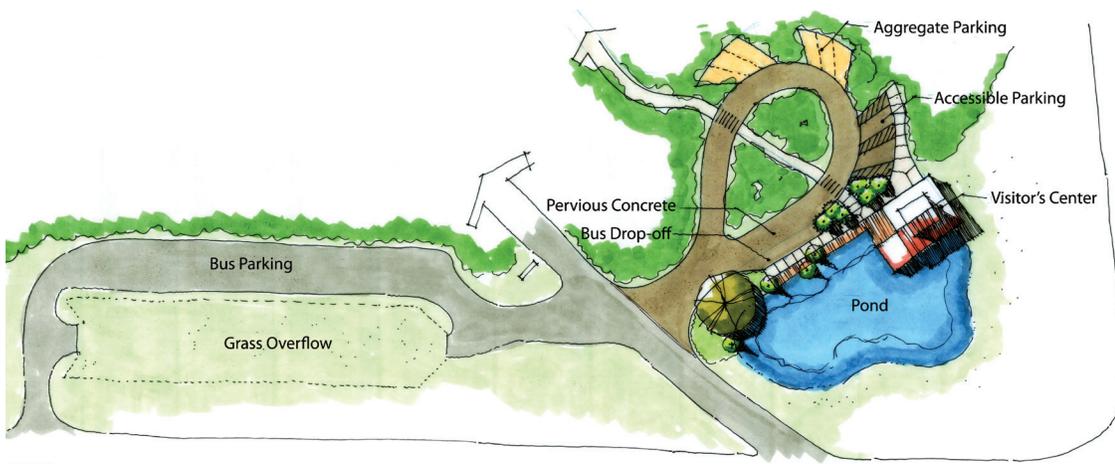
COMMUNITY ICON FEATURE AT CROSSROADS



COMMUNITY IDENTIFICATION SIGN

SCENIC HIGHWAY VISITOR CENTER

A scenic highway visitor center for the Florida Black Bear Scenic Byway is proposed at the entrance of the Pioneer Settlement. A site plan has been created for the center to solicit funding. This vision plan makes some recommendations for changes to that site plan to better reflect the vision for Barberville.



SCENIC HIGHWAY VISITOR'S CENTER CONCEPTUAL PLAN

1. Reorient the plan so that the pond and visitor's center is located prominently at the corner of the two scenic highways with the parking behind the building and pond.
2. Provide accessible parking and a bus drop off at the building utilizing a pervious pavement and provide aggregate parking along the loop drive that is tucked into the existing vegetation to minimize the visual impact of the parking. The larger loop will also allow bus maneuvering on-site.
3. Provide grassed overflow parking on the opposite side of the entrance as its use will be limited to certain times of the week and special events.



Town of Pierson

VISION PLAN

Prior to the 1900's, Pierson was known as the "Fern Capital of the World" when the Pierson family established its ferries, and the town is still known as a major fern producing community today. The "home-town feel" and rural town character is largely derived by the character architecture and buildings including the Old Town Hall (now the library) and Pierson Elementary School; the natural areas and mature tree canopy surrounding the town, and its unique places including the grass air strip and cemeteries. There are a number of families that have a steeped history in Pierson, and it is also the home of the Atlanta Braves great, Chipper Jones. Needed improvements to the community include pedestrian improvements to promote a safe and comfortable walking experience; visual enhancements related to landscaping, reducing visual clutter, and reducing the impact of utilities; promoting local businesses and services; and keeping the small town atmosphere as development and growth continue.

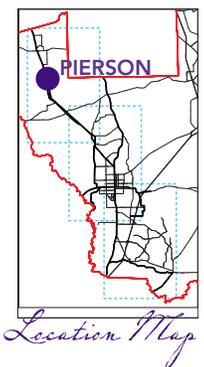
The following goals outline the vision for preserving the small town feel of Pierson:

- Create a built environment that promotes local businesses and services.
- Preserve and maintain historic structures.
- Create complete streets that promote walkability in a safe and comfortable environment.
- Maintain and enhance the surrounding natural and agricultural areas.
- Improve visual quality through landscape enhancements, reducing visual clutter, and minimizing the visual impact of utilities



OVERALL MASTER PLAN

The overall master plan developed for Pierson is to be viewed as a long-range, "build out" plan. The limits of growth are constrained to the rural edges as established in the Future Land Use Map for Pierson. Included in the overall master plan are the following recommendations:



1. Continue dense, small-town commercial development along US-17 that has a street presence and uses a vernacular architecture that responds to the context of the town.

2. Support, enhance, and reinforce neighborhood commercial along CR-3 by improving the public realm and connecting it to US-17 with commercial development along 2nd Street.

3. Support small-town businesses with surrounding medium-density residential housing. Subdivide the existing large block structure to create a tighter, more compact, street pattern that provides traditional town-sized blocks, allows flexibility for the preservation of historic properties, and creates neighborhood parks that provide usable open space and stormwater treatment for the residents.

4. Allow flexibility in areas currently zoned commercial to develop as medium density residential.

5. Improve pedestrian experience by implementing sidewalks throughout the town emphasizing US-17.

6. Implement the Spring-to-Spring Trail along CR-3 and add bike lanes on US-17 through town as part of a long range plan for regional connectivity.

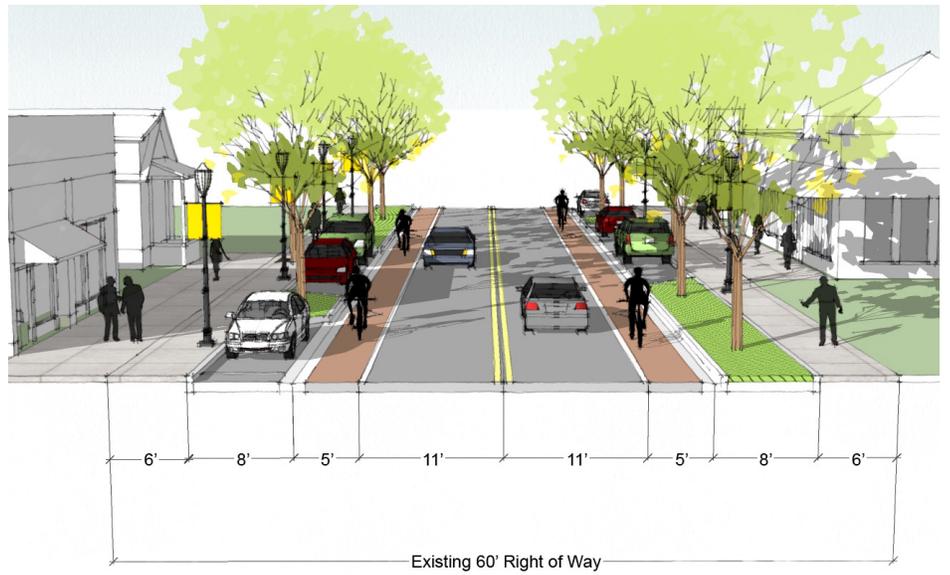
7. Create roundabouts at either end of town to improve traffic operations and create a sense of arrival into town.

8. Once the new elementary school that will serve Pierson and Seville is built, the current Pierson Elementary School property could be transformed into the town government center with all town services on one property allowing for the preservation and adaptive reuse of historic structures. In addition to the town government center, a "town green" could be incorporated into the site as a community gathering space.



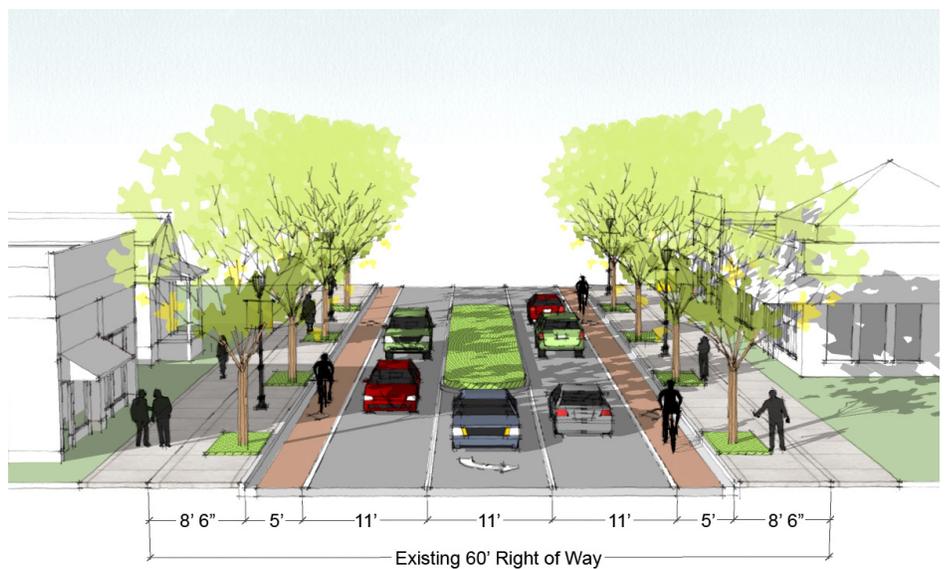
Existing 60' Right of Way

US-17 CORRIDOR SECTION - INITIAL IMPROVEMENTS



Existing 60' Right of Way

US-17 CORRIDOR SECTION - INCREMENTAL IMPROVEMENTS AS TOWN GROWS



Existing 60' Right of Way

US-17 CORRIDOR SECTION - WITH TURN LANE OPTION

ROADWAY SECTIONS

US-17 Corridor Sections

The sections provided for US-17 illustrate improvements that can be made to better improve the character and livability as growth in the town occurs. The first section illustrates the initial improvements that could be made to the existing conditions:

1. Implement sidewalks and bikelanes along US-17 to the existing commercial of US-17 (as shown).
2. Add street trees and landscaping between the sidewalk and the back of curb.
3. Implement site furnishings for US-17 that include decorative street lighting, benches, and waste receptacles.

As the town grows, the second US-17 section shows additional improvements that could be made. Where practical, remove landscape areas between the bike lane and sidewalk to allow for parallel parking and wider sidewalks for an enhanced pedestrian experience.

Finally, the third US-17 section shows how a turn lane could be added, in certain areas, to allow for better traffic flow while maintaining the town character. In this case, a spot island might be used to reduce the amount of pavement.

CR-3 Corridor Section

The CR-3 section shows how the commercial can be maintained and enhanced along CR-3. Existing angled parking along the east side of CR-3 could be defined and enhanced by introducing landscape islands, street trees, and appropriate drainage conveyance (e.g. valley gutter). In addition, the multi-use trail can be installed on the west side of the road along with street trees and decorative street lighting.

Commercial Side Streets

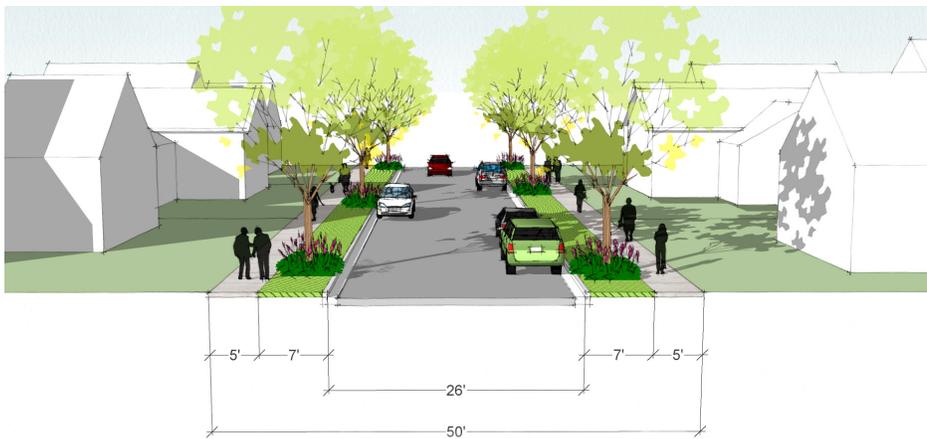
Commercial side streets (e.g. 2nd Street which connects the CR-3 commercial to US-17) can be developed in a pedestrian friendly



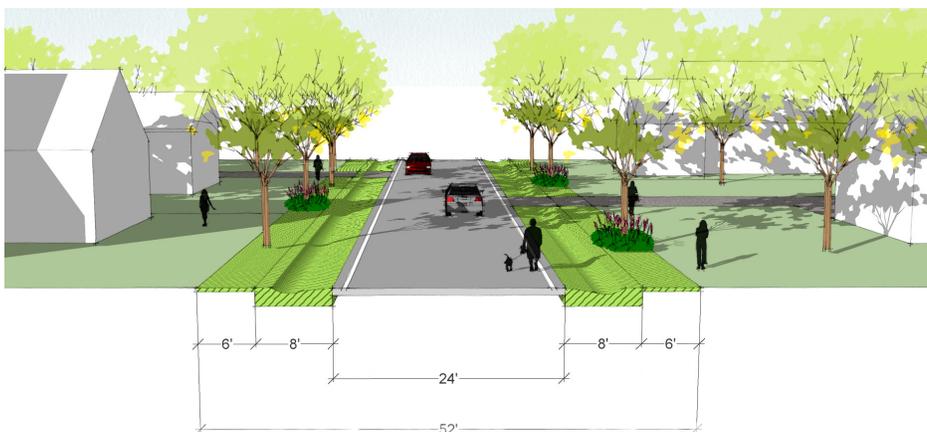
CR-3 CORRIDOR SECTION



COMMERCIAL SIDE STREET (e.g. 2ND STREET)



MEDIUM-DENSITY RESIDENTIAL STREET



RURAL RESIDENTIAL STREET

manner with appropriately scaled buildings close to the road, narrow streets, parallel parking, street trees, decorative site furnishings and lighting, and ample sidewalks.

Medium Density Residential Streets

The medium density residential section illustrates a yield street: a slightly wider street section that allows for undefined parallel parking along the road that also calms traffic. The section includes curb and gutter, street trees, and adjacent sidewalks. The yield street also allows for carports and garages to be accessed by driveways from the front.

Rural Residential Streets

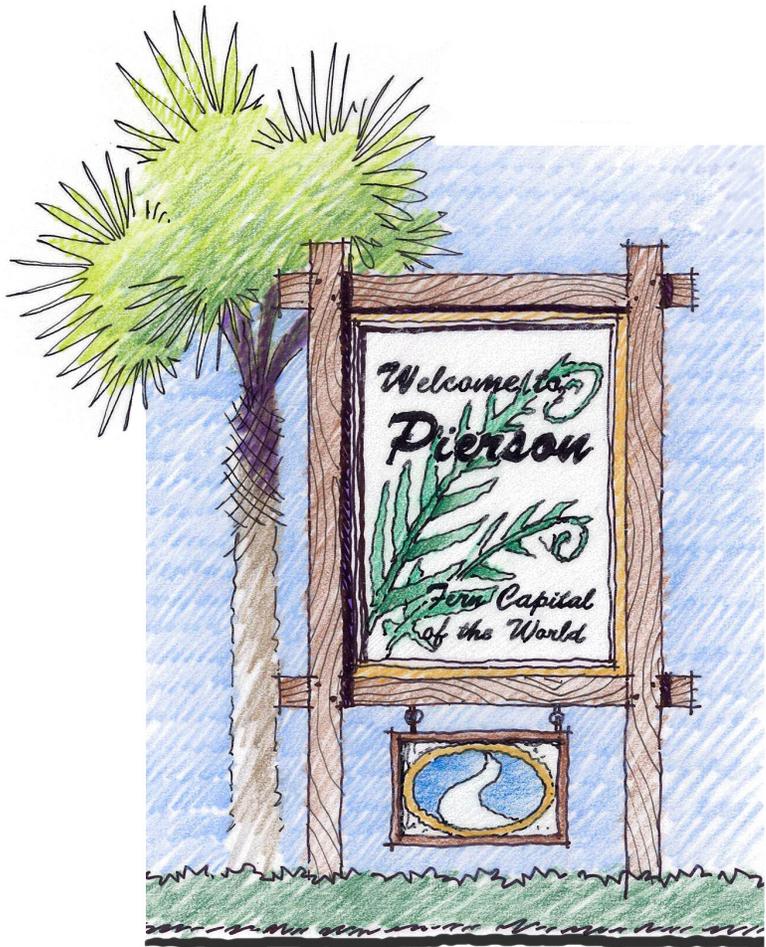
The rural residential street would be a typical 24'-wide asphalt street with open swales for conveyance and trees planted within the right-of-way.



SUBURBAN DEVELOPMENT ALTERNATIVE

SUBURBAN DEVELOPMENT ALTERNATIVE

Pierson's current commercial growth has resulted in a number of "small box" commercial developments. When these types of developments occur, an alternative to the typical site design is to locate parking and stormwater to the side and rear of the building to provide more prominence to the architecture. As the architecture becomes more important and visually prominent, it is important to establish a vernacular architecture that responds to the context of the town.



COMMUNITY IDENTIFICATION SIGN

GATEWAYS

The community identification signs are intended to help unify the community identity and define the edges of the community. The community identification signs proposed for Pierson utilize the "Fern Capital of the World" moniker found in their current signs with rustic materials to reflect the agricultural context and heritage of the community. In addition, a hanging plaque is shown that ties the town to the River of Lakes Heritage Corridor; a feature that could be incorporated into all community identification signs along the scenic highway.





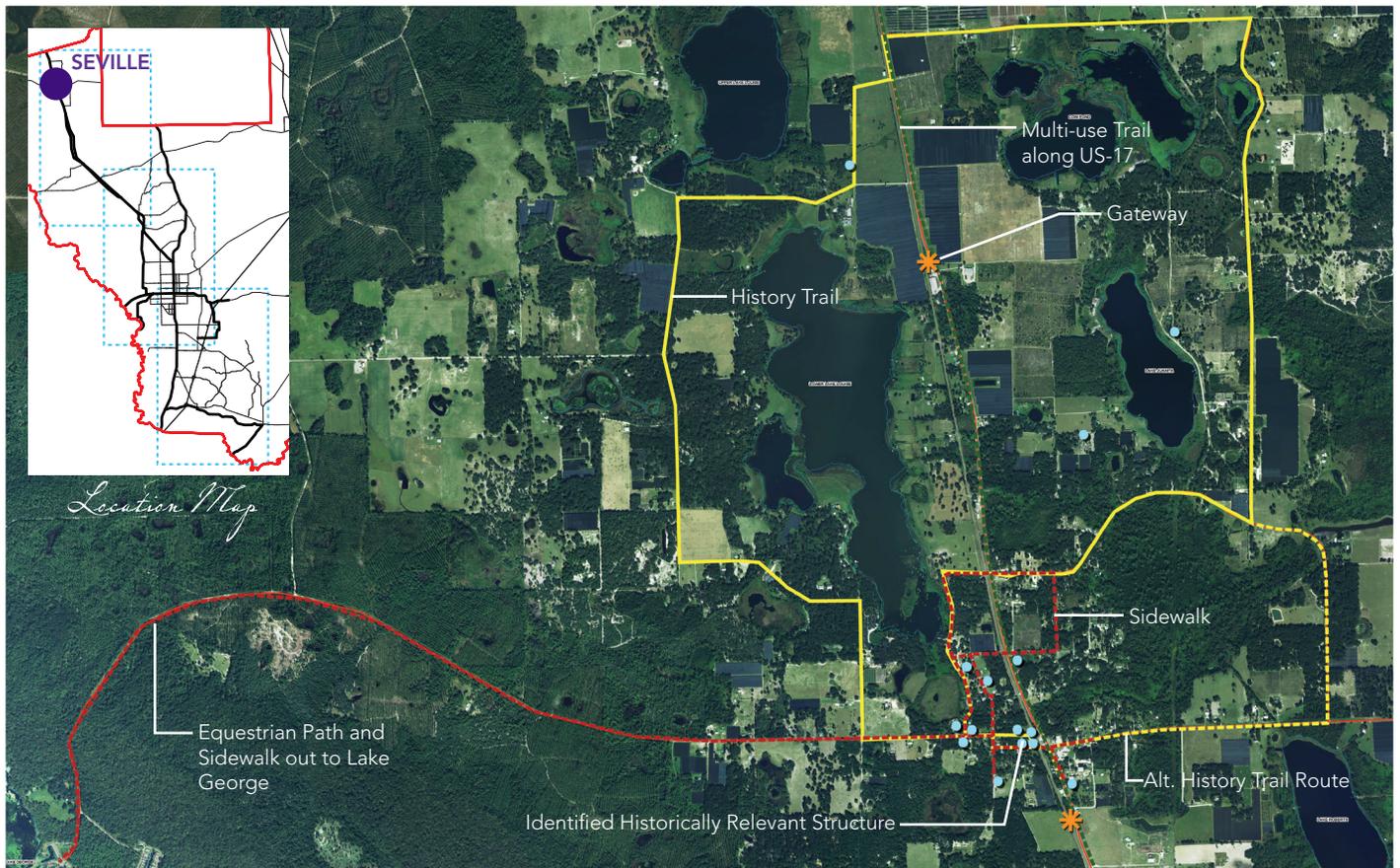
Seville

VISION PLAN

Seville is a small community with a rich history and great small town character. It has a rich history whose commerce was based on the river and former depot. The “old city” infrastructure illustrates its importance as an early community in the area. Although a fire destroyed many of the buildings that were remnant of the once bustling community, a number of character buildings with vernacular architecture still exist including the Seville School, churches, old filling stations, and VIA building. The community’s character is also reinforced with the unique places within the community such as the cemetery and Pine Island as well as the mature tree canopy, surrounding agriculture, and natural areas utilized for passive recreation.

the reduction of visual clutter; and improved safety for pedestrians and traffic control for roadways in the community.

Desired Improvements to the community include a more defined center of town that provides employment opportunities to its residents; continued preservation of historic buildings; visual enhancements including beautification projects, community gateways, and



LARGE SCALE MASTER PLAN

LARGE SCALE MASTER PLAN

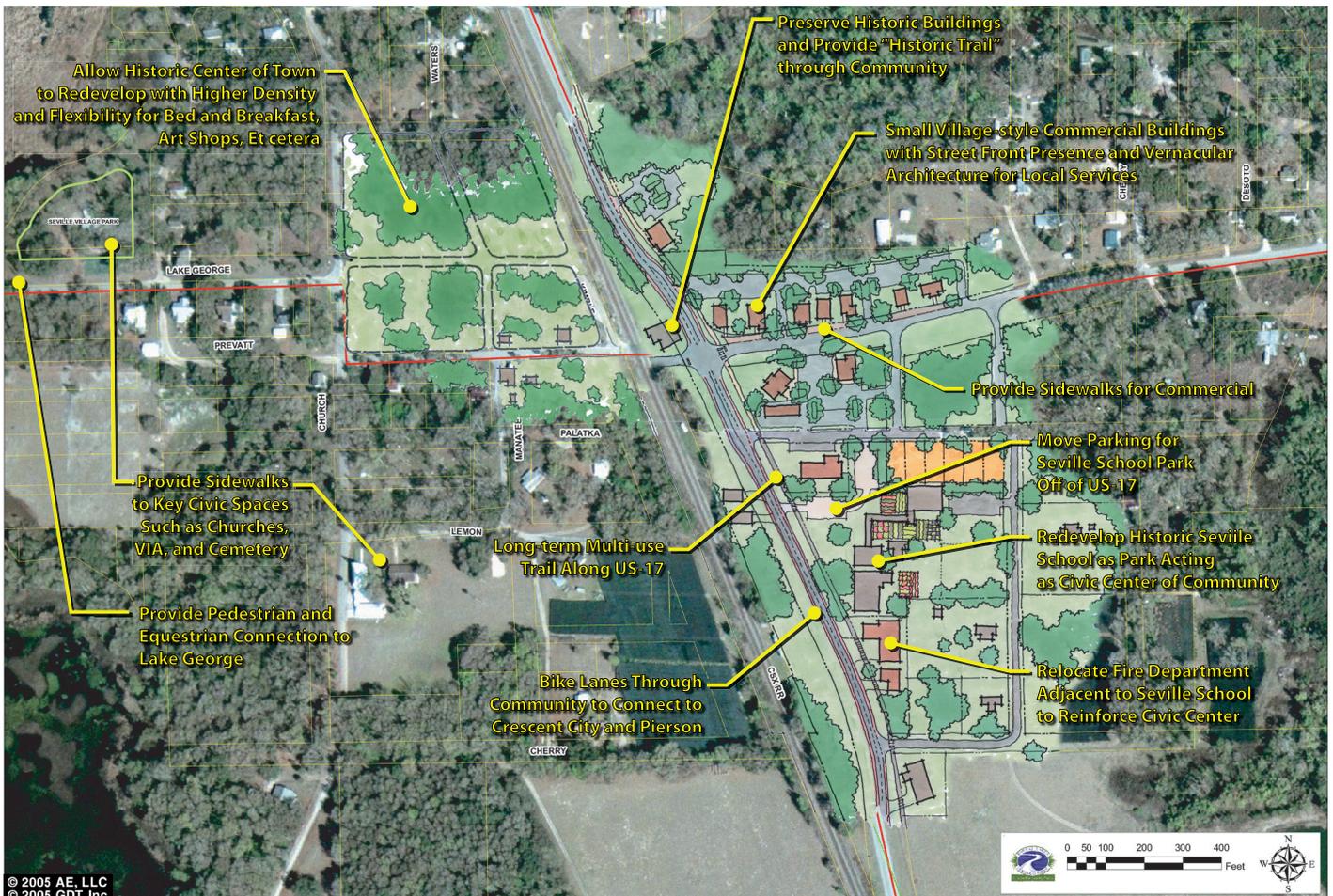
The large scale master plan takes a more regional look at the community of Seville and makes the following recommendations:

1. Create a "history trail" that ties together all of the historic structures and points of interest in the Seville area. This trail is not intended to be a physical trail, but more of a collection of roadways in the area that have been identified as having historic relevance and can be noted in a brochure, website, or potentially signed along the roadway.
2. Provide community identification signs at the northern and southern ends of the community.
3. Provide sidewalks that connect important destinations to the residential areas within the community including the Seville School, VIA, local churches, cemetery, post office, et cetera.

COMMUNITY CORE MASTER PLAN

To better improve the character and safety of Seville in the vicinity of US-17 and the community's core, the following is recommended:

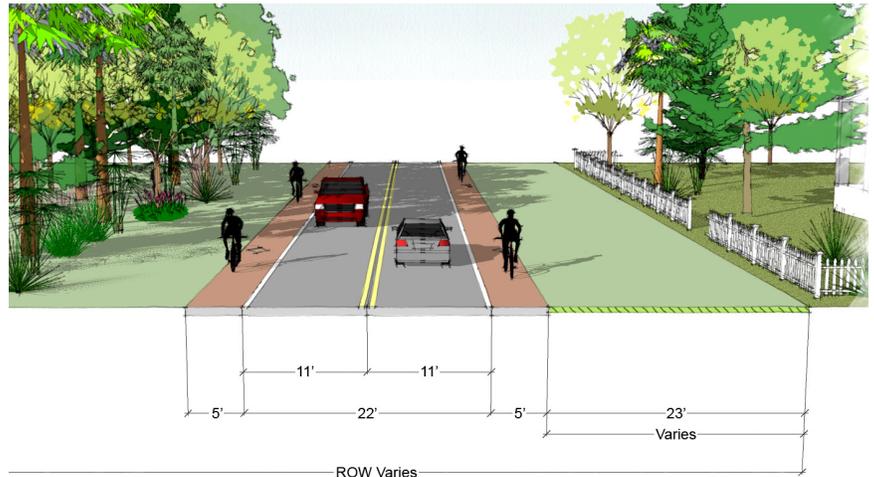
1. Encourage small village-style commercial buildings and development with street front presence and vernacular architecture along CR-305.
2. Allow the historic center of town on the west side of the railroad tracks to redevelop with a higher density and flexibility for bed and breakfasts, art shops, et cetera.
3. Redevelop the historic Seville School as a park that acts as the civic center of the community; relocate existing school parking off of US-17; and relocate the fire department directly adjacent to the Seville School with an architectural character that is complimentary to the school.
4. Provide sidewalks to connect the community to commercial areas and key civic spaces such as churches, Seville, VIA, and the cemetery.
5. Create bike lanes through Seville to connect to Crescent City and Pierson with the long-term vision of a multi-use trail along US-17 for regional connectivity.
6. Provide a pedestrian and equestrian connection to Pine Island, Lake George, and the Lake George Conservation Area.
7. Preserve historic buildings and provide a historic trail through the community to educate visitors and residents about the rich history of Seville.



CORRIDOR SECTIONS

US-17 without Trail

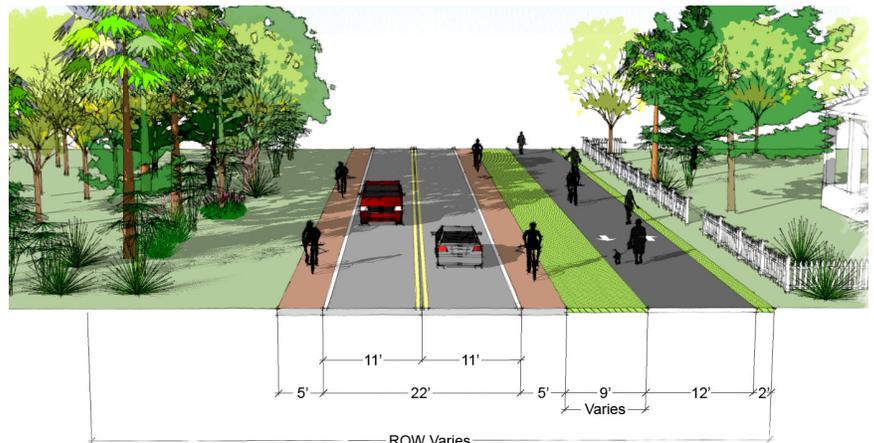
In the short-term, it is recommended that bike lanes be provided along US-17 through Seville to provide regional connectivity from Pierson north to Crescent City in Putnam County. Parking in front of the Seville School should be removed from US-17 and relocated elsewhere on-site. The existing chain link fence in front of the Seville School should be replaced with a simple, inviting picket fence to define the property (not intended to be a security fence).



ROW Varies
US-17 CORRIDOR SECTION - INITIAL IMPROVEMENTS

US-17 with Trail

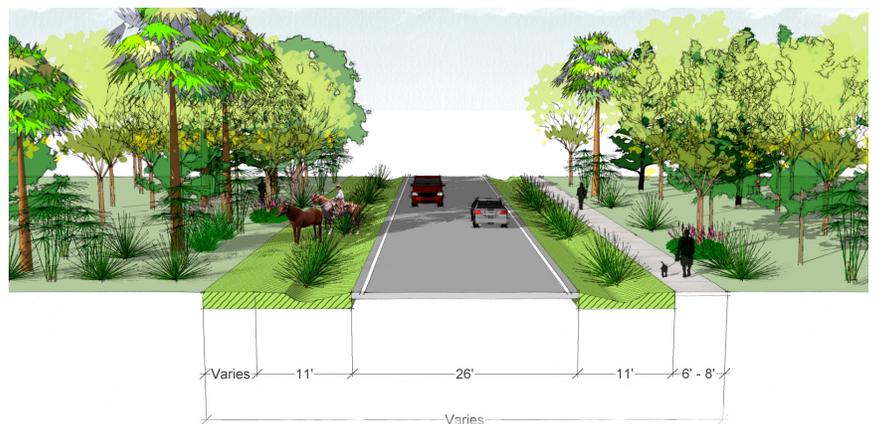
In the long term, the Spring-to-Spring Trail will extend through Seville to the Volusia County line. Although the trail will be installed, the bike lanes can remain on US-17 for cyclists that prefer to bike on the road.



ROW Varies
US-17 CORRIDOR SECTION - WITH MULTI-USE TRAIL

Lake George Road

It is recommended that pedestrian and equestrian access be provided to Lake George. Therefore, a typical rural roadway section is proposed large enough to accommodate boat and horse trailers with an adjacent widened sidewalk and equestrian trail.



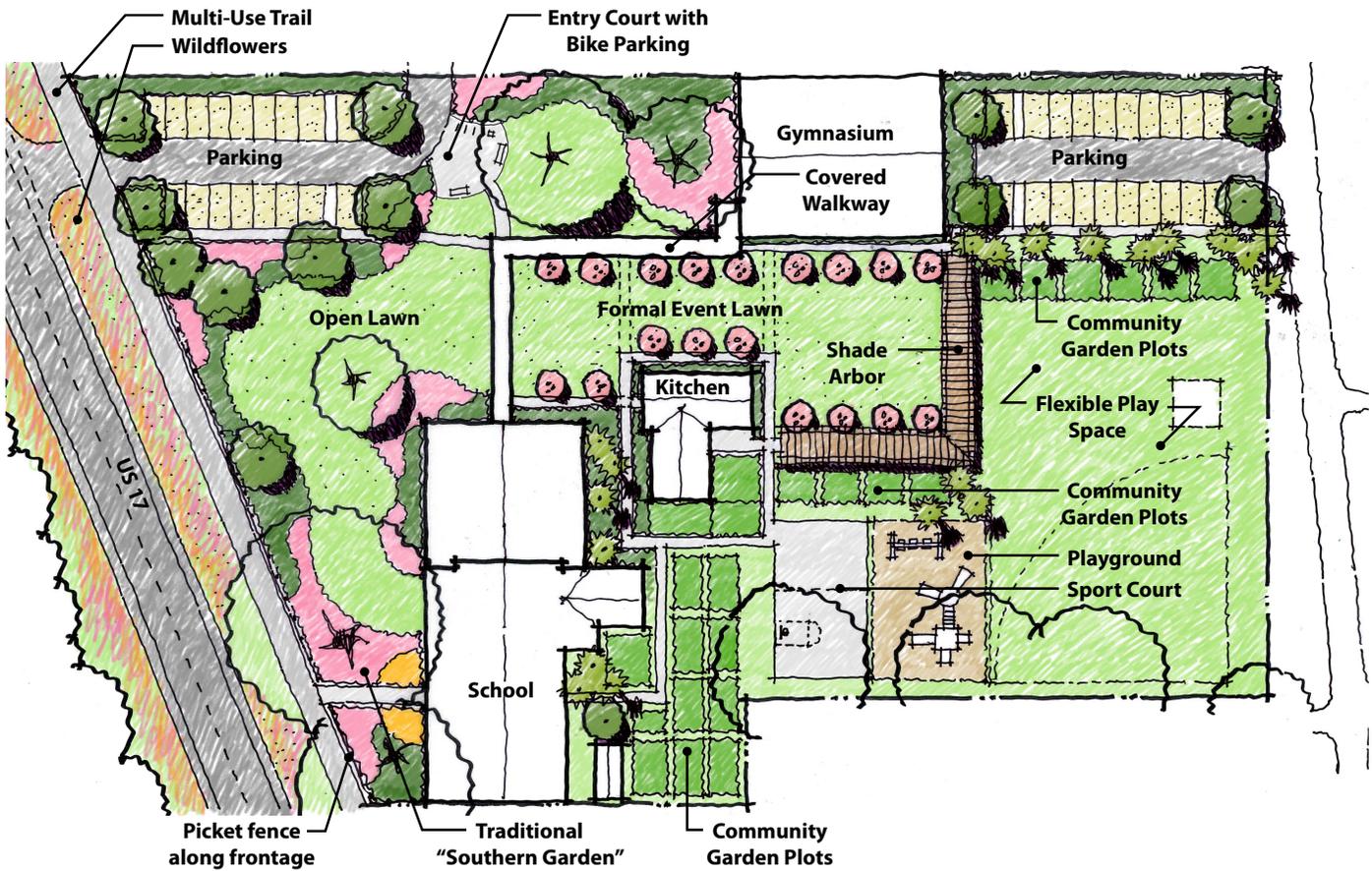
LAKE GEORGE ROAD

Residential Street

Where sidewalks are proposed along residential streets, they should only occur on one side. Landscape within the right-of-way is intended to be less structured to seamlessly blend into the rural setting.



TYPICAL RESIDENTIAL STREET WITH SIDEWALK



SEVILLE SCHOOL PARK

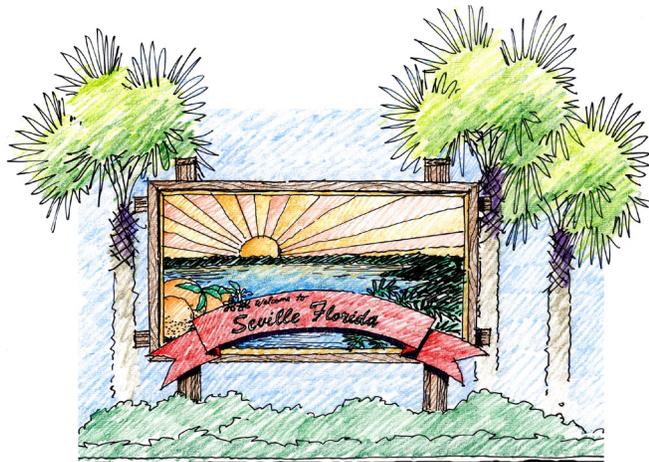
The Seville School is envisioned to be the new civic park for Seville. In order to create a successful and sustainable park, it is important to have activity programmed throughout the week to encourage a vibrant community center. Therefore, the park has been planned to allow multiple opportunities for use on the grounds with the historic school and gym at the center. In addition, a list of potential activities that could be conducted at the park and school have been provided that not only bring people to the site, but may also generate revenue.

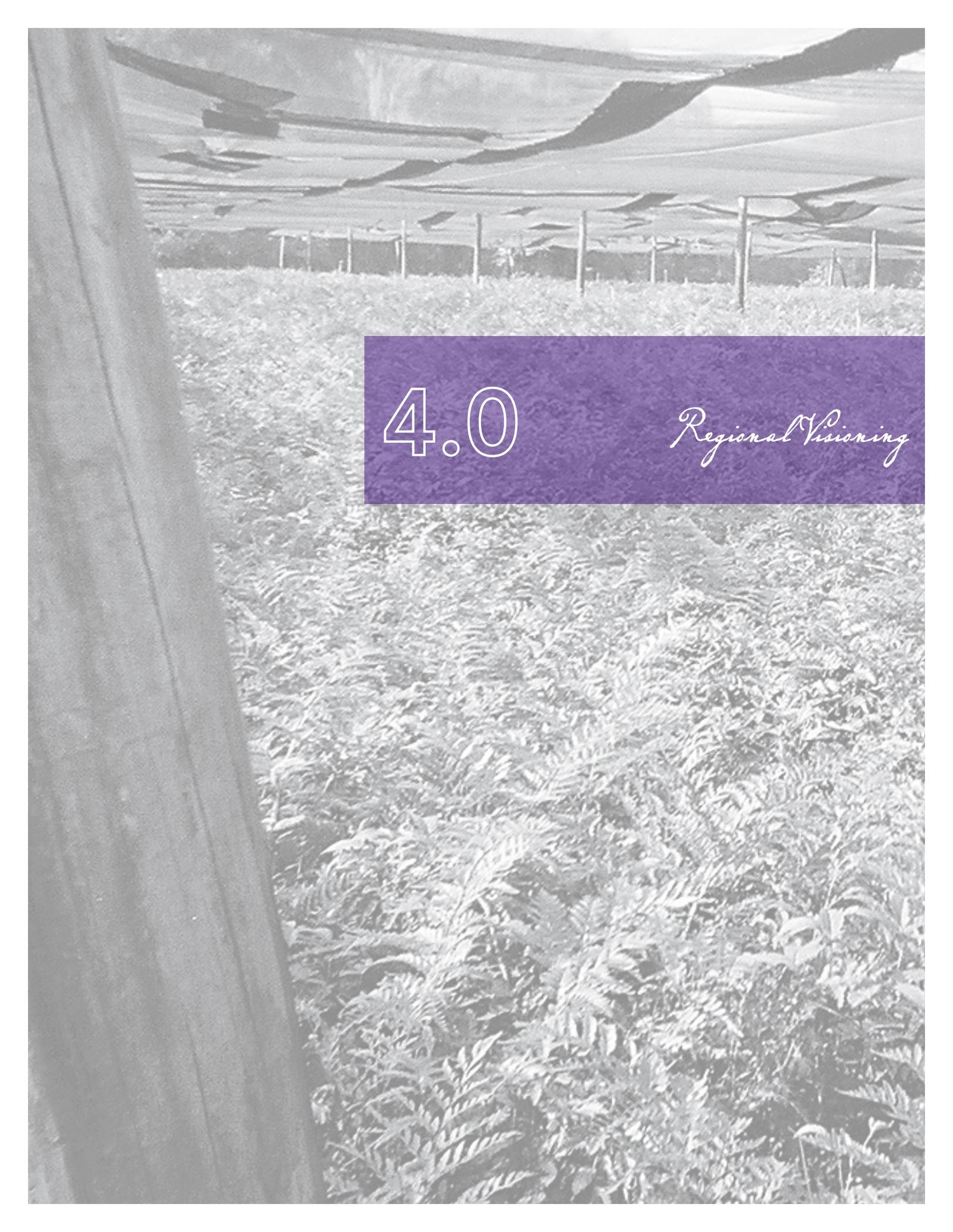
Potential Seville School Park Uses

- | | |
|---------------------------------|-------------------------------|
| Community Garden | Special Events |
| Farmers' Market | Hunters' Safety Course |
| Continuing Ed Center (ESL/Tech) | Sportsmen Seminars |
| Day Care/Pre-K (VPK) | Boy Scouts/Girls Scouts Mtgs |
| Arts & Crafts Ed/Scrapbooking | Youth Programs for Churches |
| T-ball | Library and Historic Archive |
| Basketball | Community Theater |
| Yoga | Scenic Highway Visitor Center |
| Dancing | After School Care for Youth |
| Music Festivals | Senior Activities |
| Concerts | Audubon Society |
| Holiday Dinners | Gardening Courses |
| Proms | |

GATEWAYS

The community gateways are intended to help unify the community identity and define the community edges. The community identification signs proposed for Seville provide a landscape scene of Lake George that ties in the rich agricultural history of the area including the Seville Orange. The sign to the north is proposed on the west side of US-17 at the Prevatt Road intersection. The sign to the south is proposed on the west side of US-17 just south of Cherry St.





4.0

Regional Visioning

While this visioning effort focuses on the specific communities along the corridor, a number of the concepts developed speak to a larger regional context. Therefore, the following regional principles and concepts are provided to help maintain the small-town and rural character of the communities located in Northwest Volusia County:

1. The surrounding agriculture and natural areas are paramount to the small-town character of these communities. Therefore, it is essential to ensure that these areas can be sustained and protected, and the concept of "Spaces and Places" is maintained.
2. Create a regional trail system, including bike lanes and multi-use trails, in order to provide important regional connectivity through the area.
3. Create a regional wayfinding system that compliments the scenic highway and the adjacent communities. The wayfinding system should include community identification signs, gateways, directional signs, and interpretive signs. The signs currently developed as part of this visioning exercise show how a system of signs can reflect the unique qualities of each community while reinforcing an overall brand for the scenic highway.
4. Protect important viewsheds and maintain a high value of scenic quality along the highway. Limit the visual impact of cell towers and utilities within the rural agricultural areas of the highway.





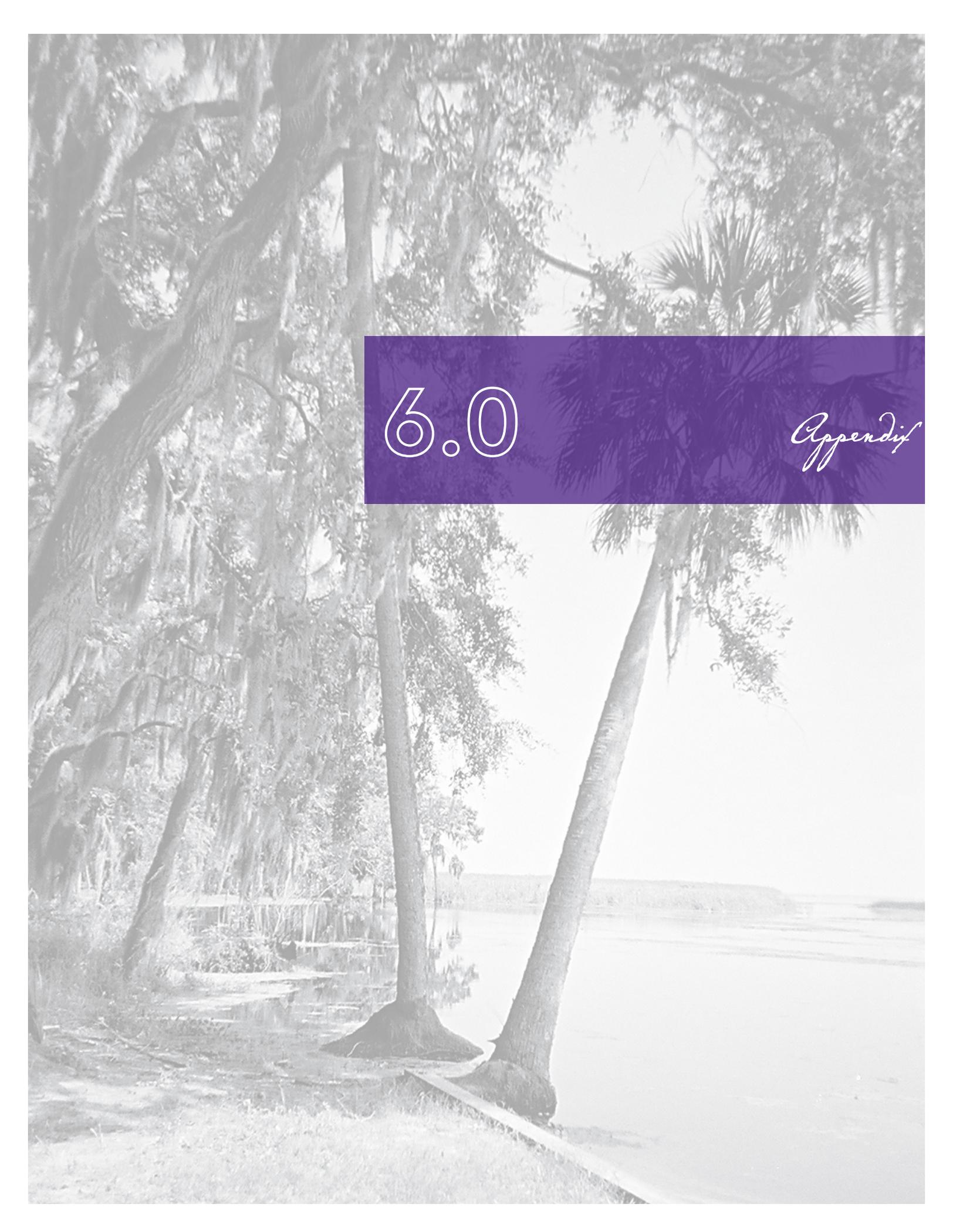
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*Conclusion and
Next Steps*

The vision plans established in this document are a first step towards preserving the small-town character of these communities, and while many concepts and ideas were generated as a part of this visioning exercise, there are a number of facets that still need to be explored. The following are some of the endeavors that need to be continued as part of this visioning process:

1. The CME needs to continue to work and partner with Volusia County and the Florida Department of Transportation to obtain support and buy-in for the concepts outlined in the document and prioritize projects that can improve small town character in the short term.
2. The CME, in partnership with Volusia County and FDOT, needs to target implementation grants and funding to begin to implement the vision set forth in this document. In addition to targeting funding, the CME should work with the various governmental agencies and potential private developers to find synergistic opportunities where some of the ideas outlined could be implemented as part of other construction projects with little to no additional cost.
3. Additional detailed design work needs to be done to further the preliminary concepts outlined in this document. A number of further design studies have been identified including the following:
 - The CME or the respective communities may want to consider the development of design standards that provide more specific direction on materials, style, and dimensions of various elements in the public realm that can be utilized by private and public entities alike.
 - Individual communities or the CME may want to consider working with the County or respective municipality to develop an overlay district.
 - Consider working with local governments and FDOT to develop a long-range parks system master plan for the area that connects the large amounts of conservation area with a trail network for equestrian, bikers, and hikers.
 - Explore opportunities for reducing visual clutter by reducing impacts of utilities within communities. Work with local utilities to determine what opportunities are available to reduce impacts including tree trimming practices around electrical lines or burying utilities within the community's core.
4. The CME needs to continue to engage the individual communities and keep them informed of corridor improvement and vision-related events and projects being initiated through the CME.
5. Visioning efforts should be continued for the other communities along the corridor.





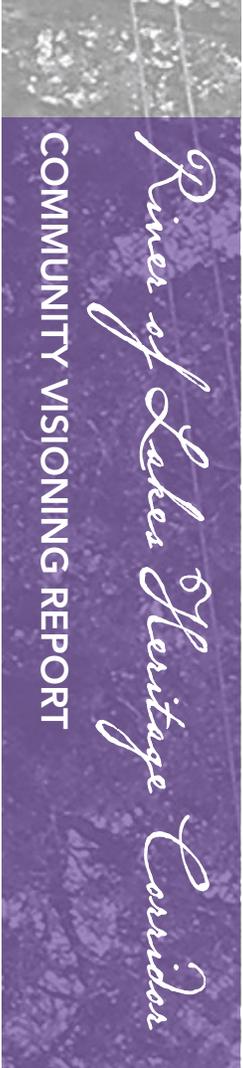
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Appendix



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Rivers of Lakes Heritage Corridor

COMMUNITY VISIONING REPORT

