

# *THE ATLANTIC BEACH CAUSEWAY*

INITIAL REPORT FOR PUBLIC COMMENT

27 AUGUST 2022

YARD & COMPANY

# PROJECT TEAM

## CLIENT: TOWN OF ATLANTIC BEACH

Mayor: Trace Cooper

## PROJECT COMMITTEE

Austin Waters  
Fred Bunn  
Patrick Hobgood  
Josh Lyle  
Phil Hursey  
Carol Simon

## YARD & COMPANY

### URBAN DESIGN/DEVELOPMENT, DOCUMENTATION & ENGAGEMENT

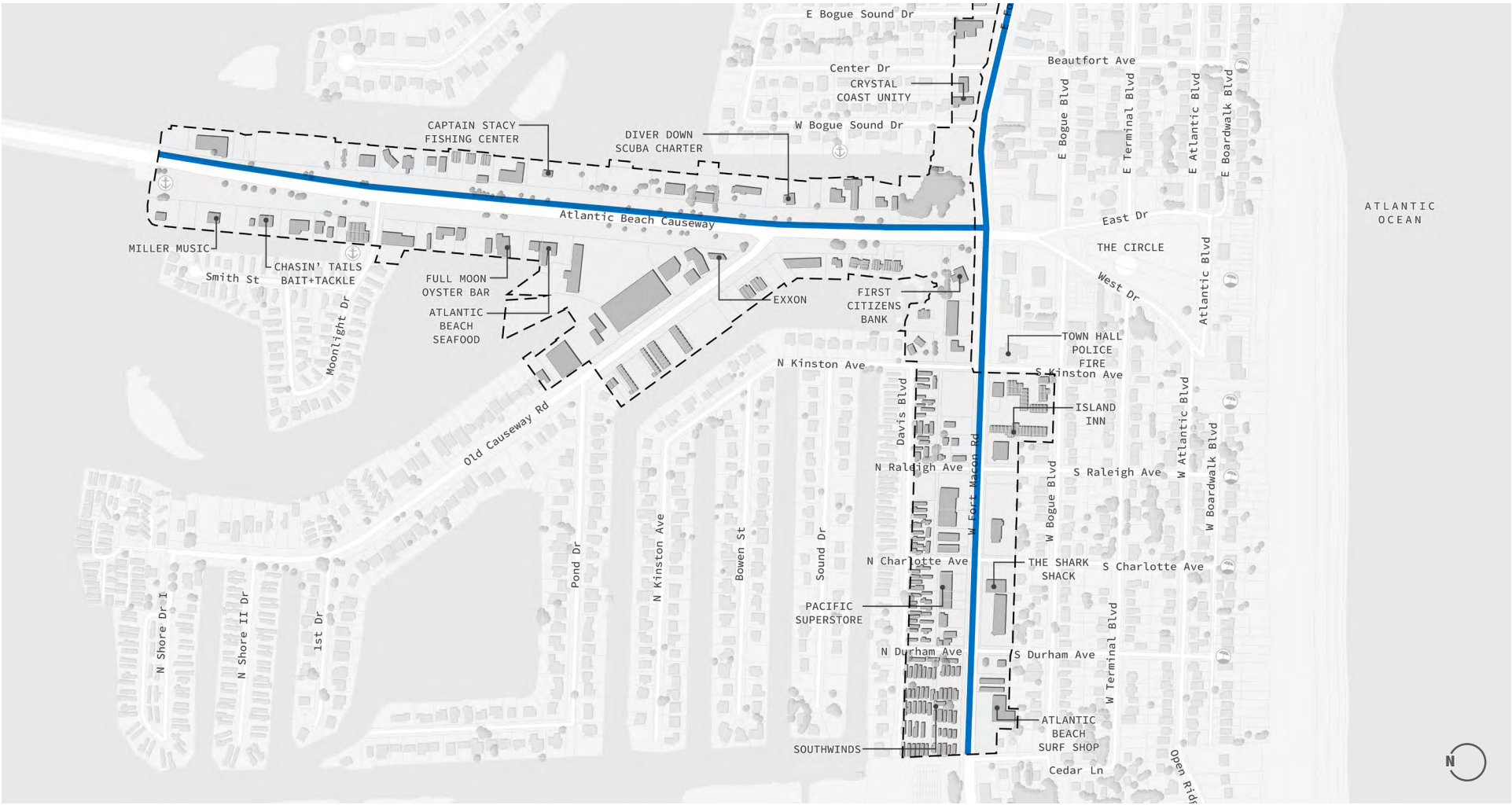
Joe Nickol, Principal  
Kevin Wright, Principal  
Daniella Beltran, Urban Designer  
Andre Johnson, Urban Designer



*OUR CHARGE:*

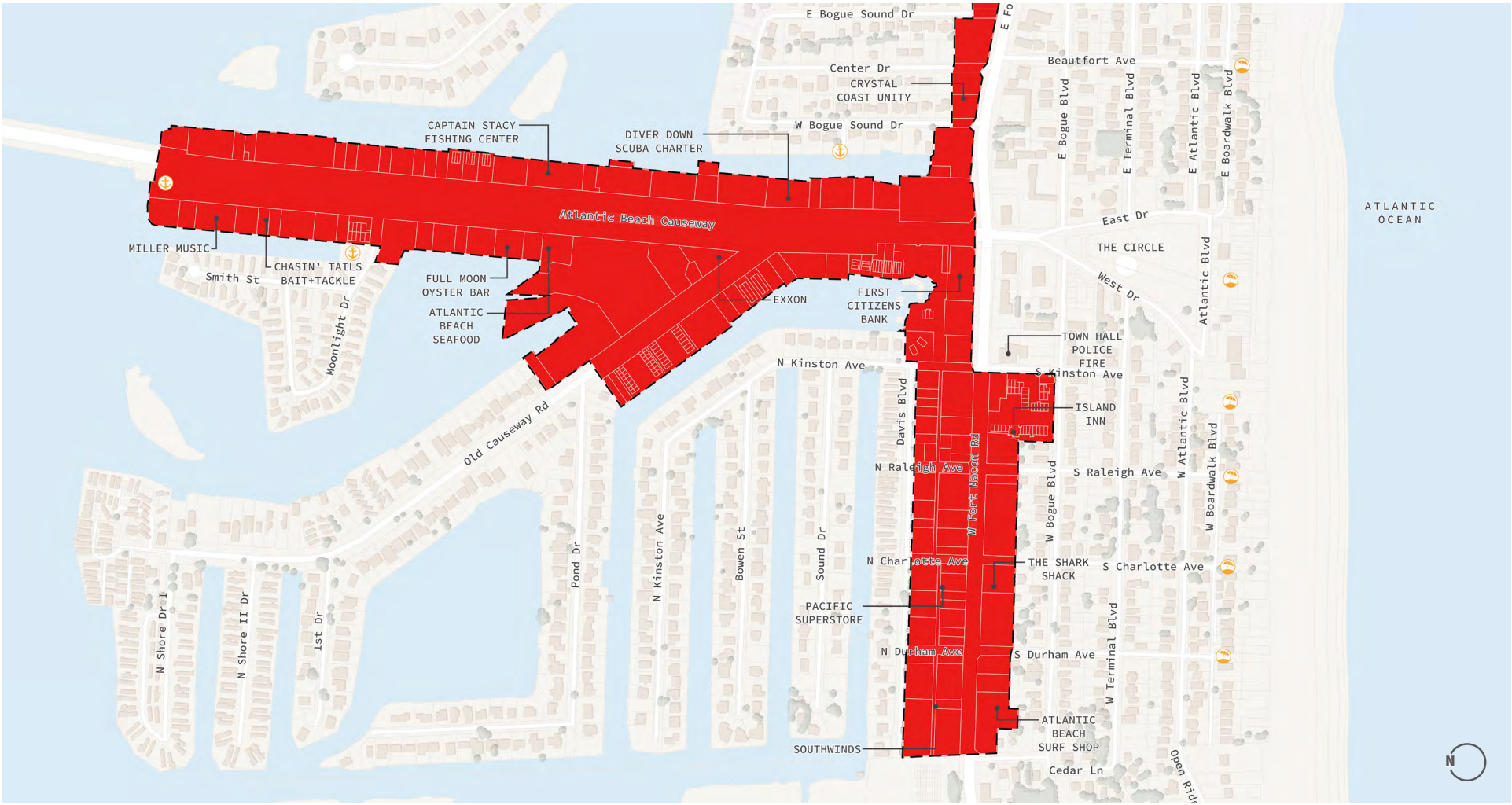
**GUIDE GROWTH TO  
ANTICIPATE THE  
FUTURE AND RESPECT  
THE PAST**

# 2 YEARS UNTIL THE SEWER COMES



FUTURE SEWER ALIGNMENT (APPROX.)

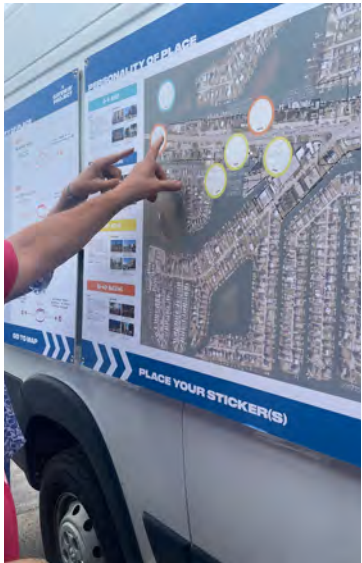
# THE OPPORTUNITY TO SHAPE WHAT'S NEXT



COR ZONING DISTRICT



GROW AND IMPROVE, BUT DON'T LOSE THE VIBE



THE ATLANTIC BEACH CAUSEWAY SMALL AREA PLAN



# SUMMARY OF SURVEY RESULTS [620+ RESPONSES]

- » Mostly a 'through' place today
- » More shopping, restaurants and bars
- » Bike, Golf Cart and walking paths
- » More trees/landscaping
- » Keep small community feel



# PERSONALITY OF PLACE

## QUIET



### DESIGN

Traditional/vernacular materials and articulation.

### FORM

Setback on main drives with narrow, intimate side streets and internal addresses. Parking is concealed within blocks.

### EXPERIENCE

Residential, extended stay, lodging, beach club/spa, minimal retail.

### MANAGEMENT

Private-feeling.

## HUMMING



### DESIGN

Mix of modern and traditional materials in a generally commercialized setting.

### FORM

Minimal setbacks with inward focus with celebrated entryways. Parking at edges.

### EXPERIENCE

Shopping with supportive food/beverage options, offices/professional service, some hospitality/lodging, event/conference spaces

### MANAGEMENT

Controlled environment.

## ACTIVE



### DESIGN

Mercantile buildings that create a strong street edge.

### FORM

Traditional main street with buildings minimally setback from sidewalk. Parking is shared in the district, concealed within blocks or on-street.

### EXPERIENCE

Mix of residential and daytime/evening commercial, civic uses, mixed-use lodging.

### MANAGEMENT

Managed energy.

## BUZZING



### DESIGN

Modern, boundary pushing.

### FORM

Consistent street wall with expressive forms and spaces punctuating the block. Parking is shared throughout district with emphasis on curbside management.

### EXPERIENCE

Hospitality and entertainment on ground floors with hotels, rooftop patios, etc. above.

### MANAGEMENT

Unbounded curation.



# PERSONALIT(IES) OF PLACE

- » Be the memorable arrival point to Atlantic Beach.
- » Find a balance between quiet and active.
- » Find a balance between residential and tourism.
- » Find a balance between being subdued and the boundary-pushing center of the region.

## DESIGN

### OUR GATEWAY SHOULD...

BLEND INTO THE  
SURROUNDING TOWN

Mode Score

BOLDLY STANDOUT AS THE  
CENTERPIECE AND GATEWAY TO TOWN



## FORM

### OUR GATEWAY SHOULD BE...

QUIET AND PRIVATE  
FEELING

Mode Score

ACTIVE, BOISTEROUS  
AND PUBLIC FEELING



## EXPERIENCE

### OUR GATEWAY SHOULD BE KNOWN FOR ITS...

RESIDENTIAL  
FEEL

Mode Score

ENTERTAINMENT, ENERGY,  
NOISE AND TOURISM



## MANAGEMENT

### OUR GATEWAY'S IDENTITY SHOULD BE...

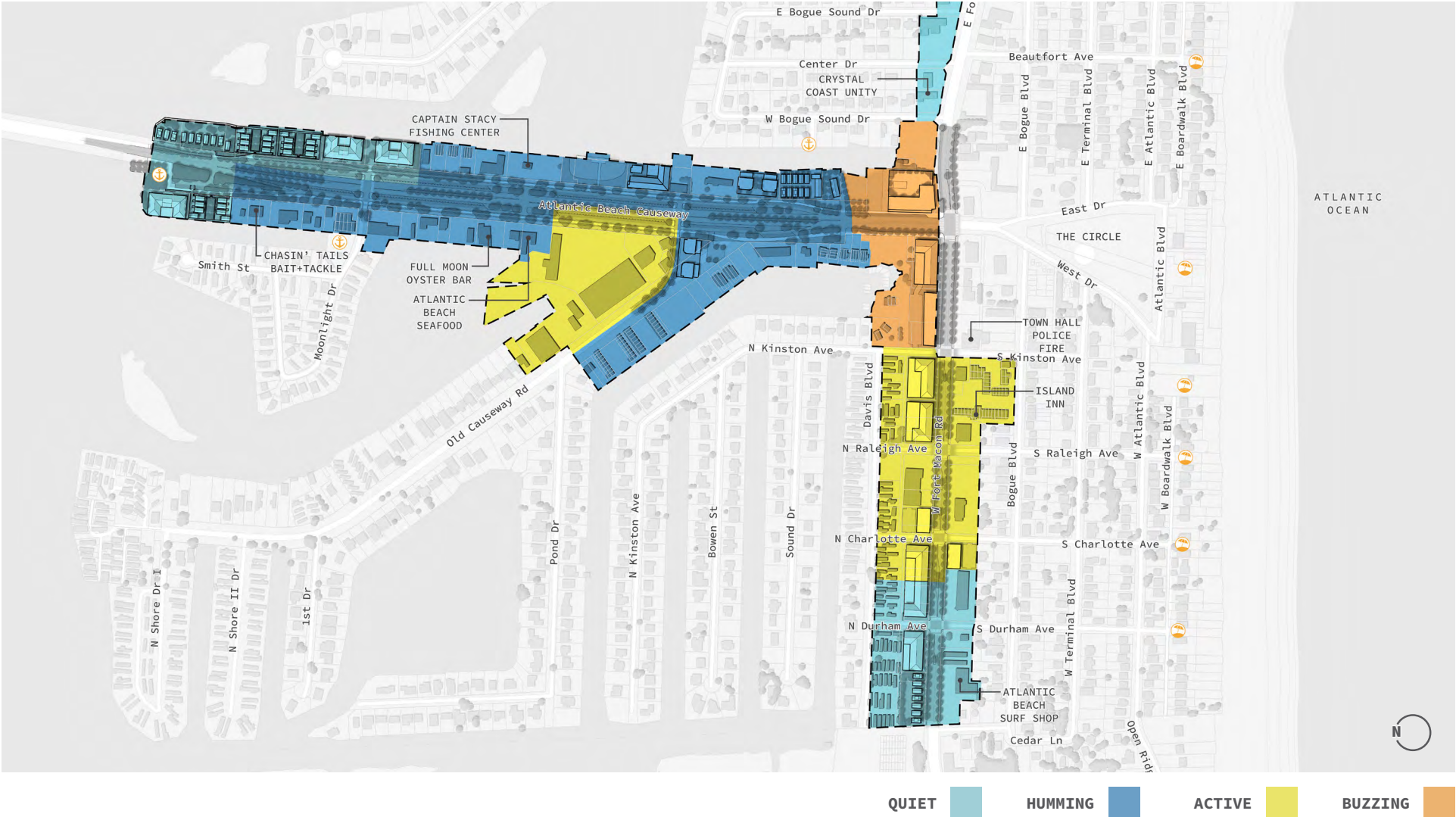
SIMPLE, SUBDUED,  
AND RESIDENT  
FOCUSED

Mode Score

FUN, BOUNDARY PUSHING,  
CELEBRATORY - THE EMPHATIC  
CENTER OF THE REGION

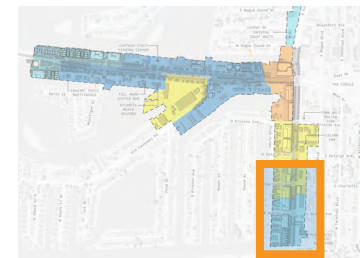
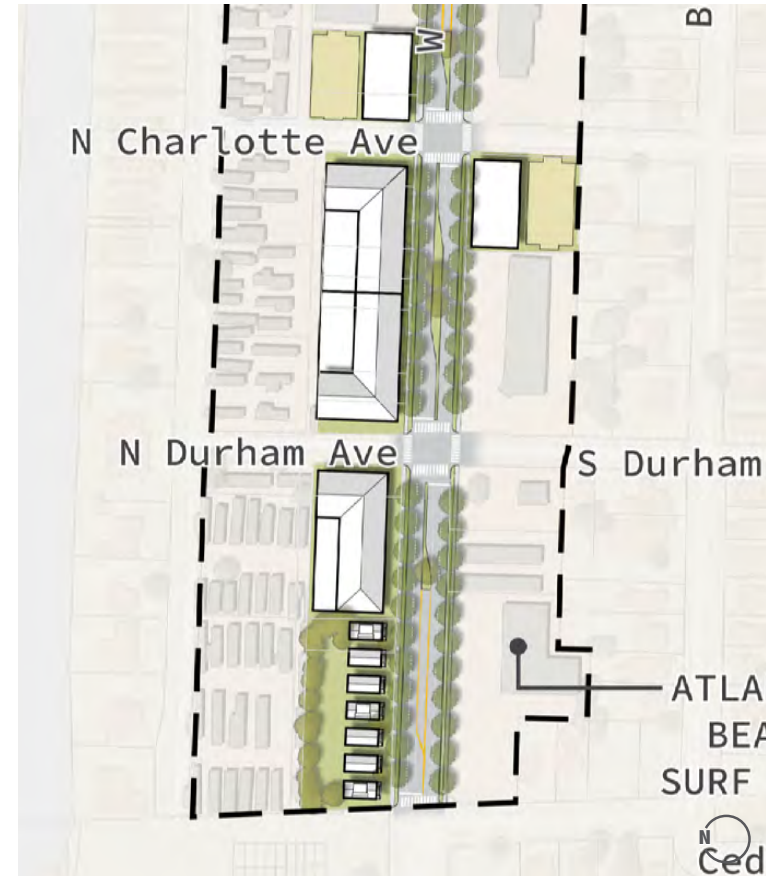


# PERSONALIT(IES) OF PLACE - MAPPED





# WEST FORT MACON ROAD GATEWAY

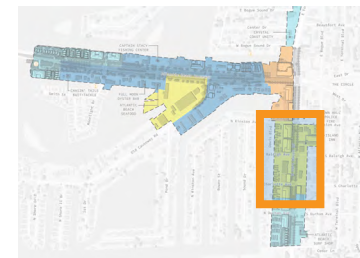
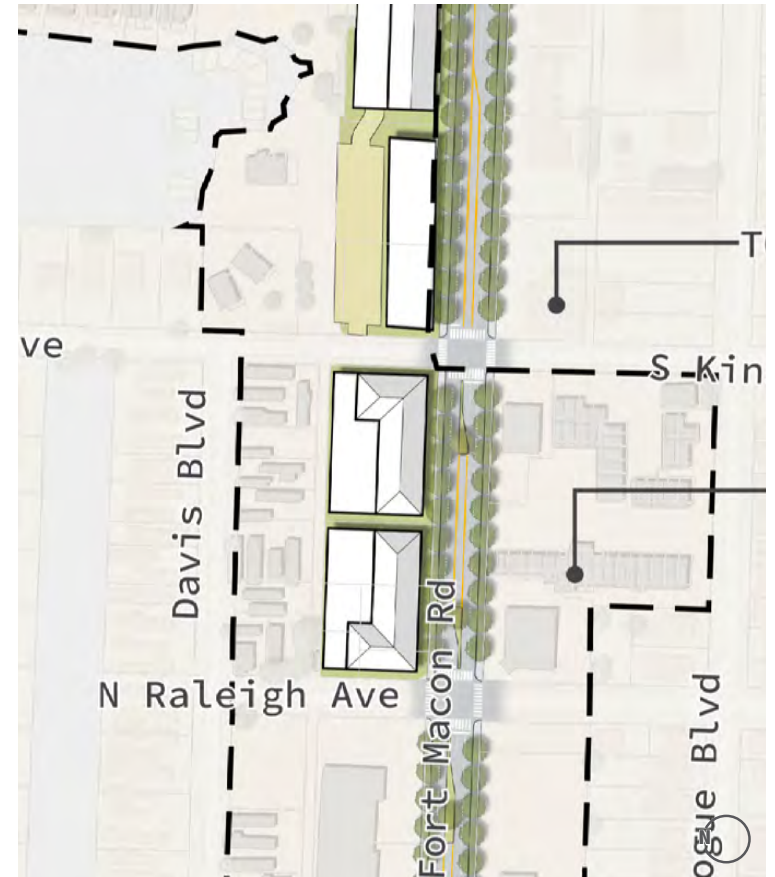


## QUIET TRAITS

- » Cottages and townhouse scale
- » Mostly residential with some retail



# MAIN FORT MACON

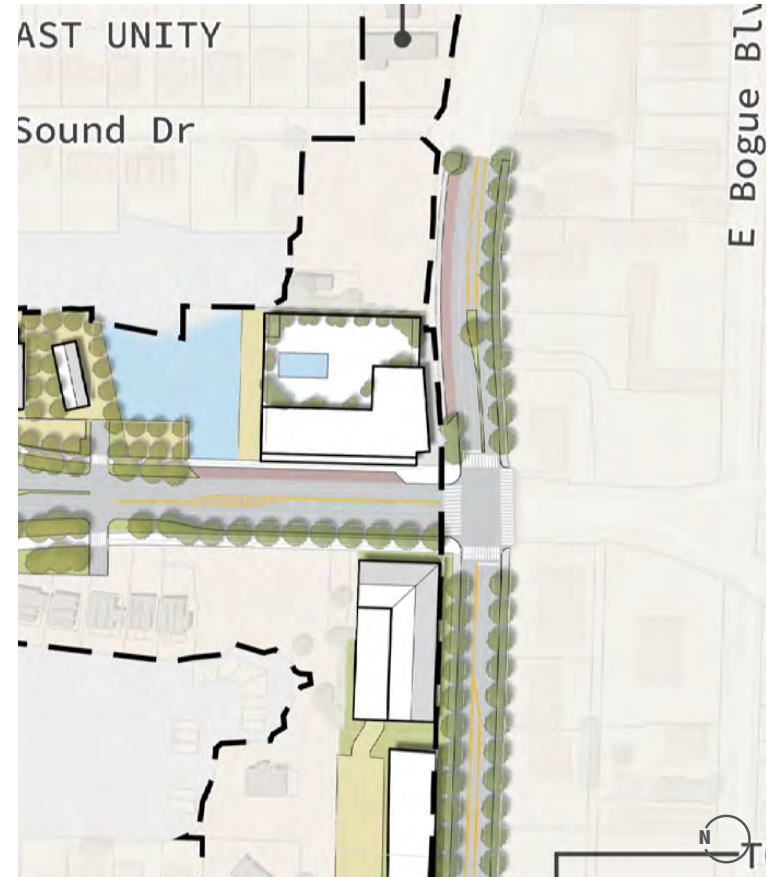


## ACTIVE TRAITS

- » Mixed-use with ground floor retail
- » Patios, rooftops and balconies



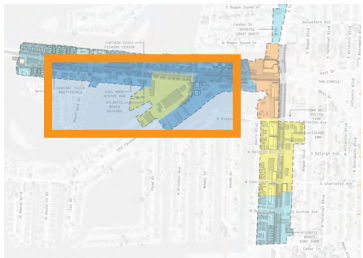
# MAIN AND MAIN



- BUZZING TRAITS**
- » Active mixed-use waterfront
  - » Hospitality focus
  - » Bold building forms

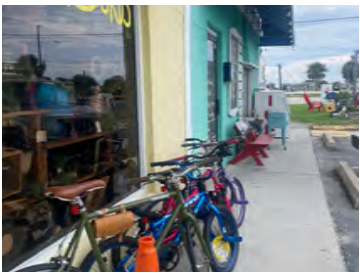


# SOUTH CAUSEWAY



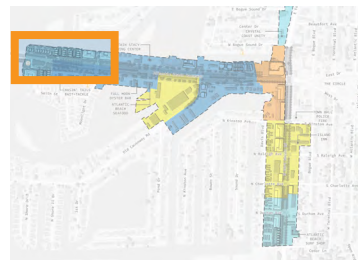
## HUMMING/ACTIVE TRAITS

- » Retail/commercial and local service focused
- » Active waterfront





# NORTH CAUSEWAY GATEWAY



- QUIET TRAITS**
- » Residential scale with landscape focus
  - » Small 'hole-in-wall' corner retail

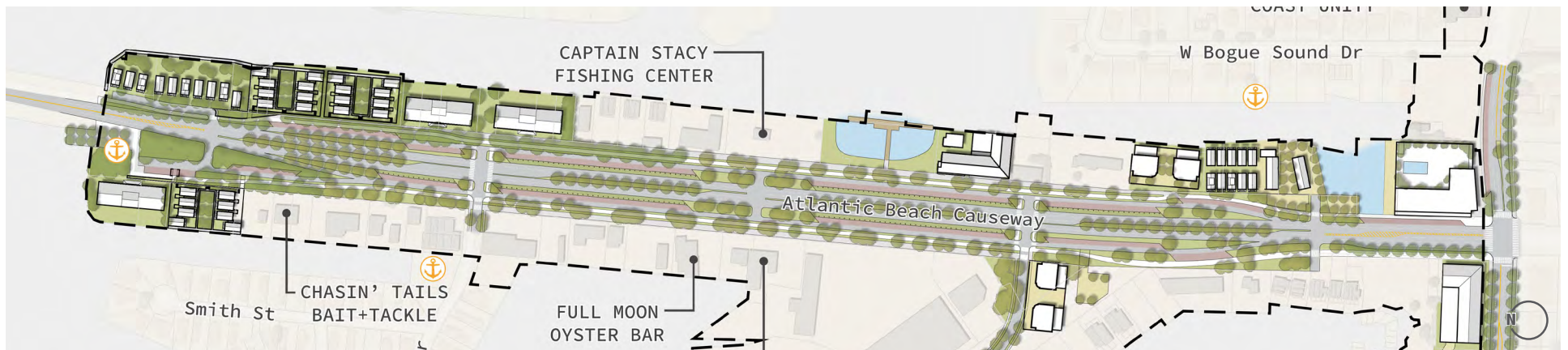
## SUPPORTING THOSE WHO GOT US HERE

- » Signage grants
- » Facade improvement grants
- » Waterfront access and public use support
- » Events and programming support





# GETTING MORE OUT OF THE STREET

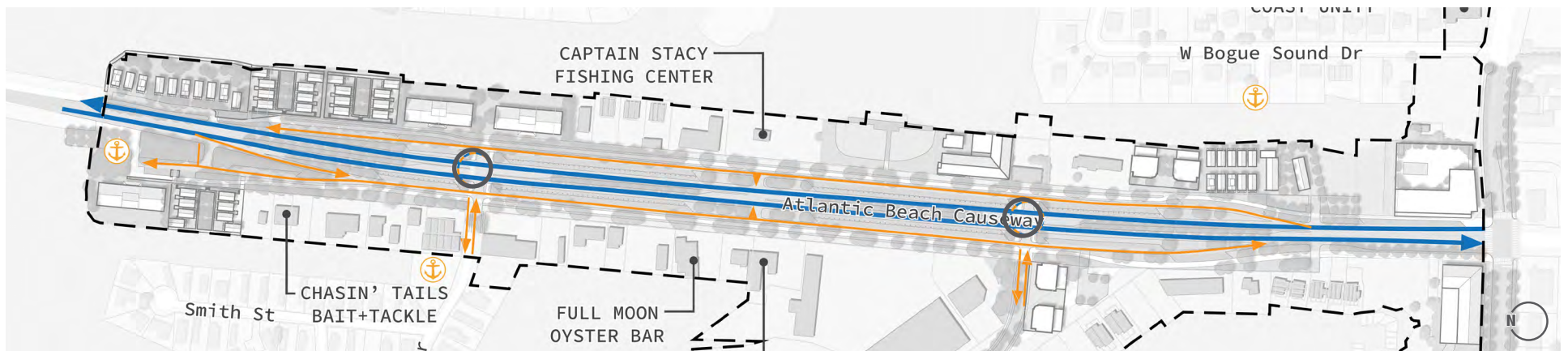


## PRINCIPLES


- » Enhance 'to' attributes by making slower and more bike/walkable
- » Expand parking and access/egress





# IMPROVE ACCESS AND EGRESS



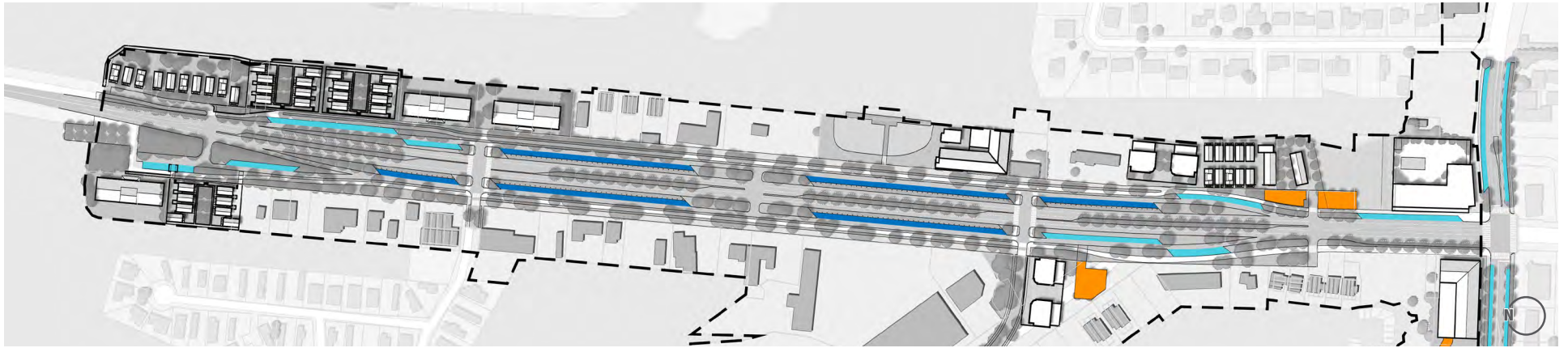
- » Improve direct flow access to businesses
- » Maintain off-street parking access
- » Improve safety of egress
- » Increase capacity while slowing average speeds
- » Realign Old Causeway

THROUGH MOVEMENTS 

ACCESS MOVEMENTS 

NEW SIGNAL 

# IMPROVE PARKING



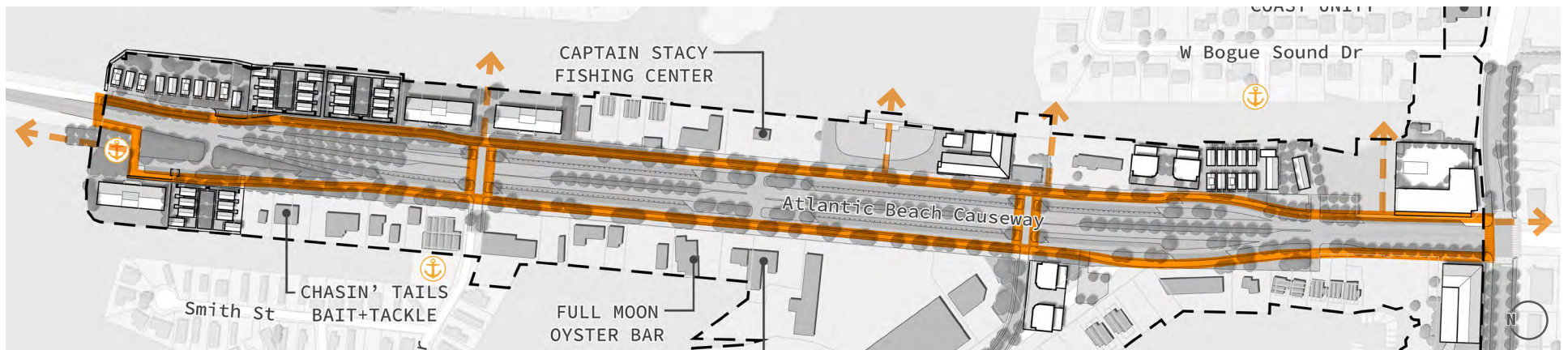
- » Increase capacity
- » Create opportunities for trailer parking
- » Create opportunities for shared parking
- » Create a park-once environment

ON-STREET DIAGONAL PARKING

ON-STREET DIAGONAL THRU PARKING

NEW PUBLIC PARKING

# IMPROVE BIKEABILITY AND WALKABILITY



» Create a defined, branded and protected 2-mile loop that connects water-to-water

2 MILE LOOP WATER-TO-WATER 

» Expanded bike parking at businesses

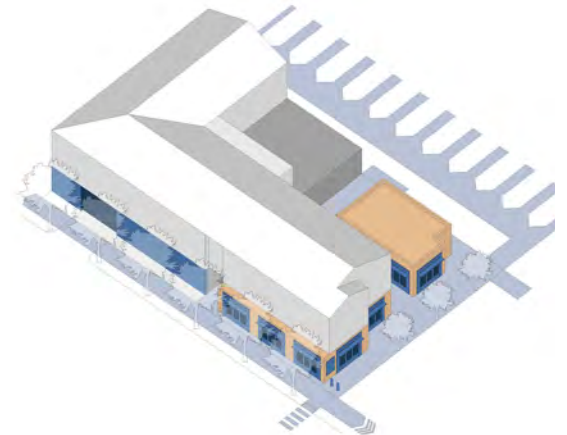
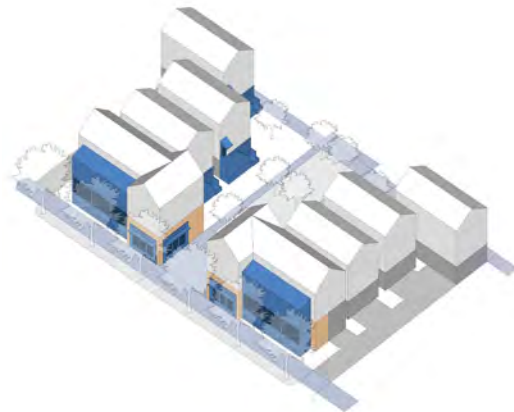
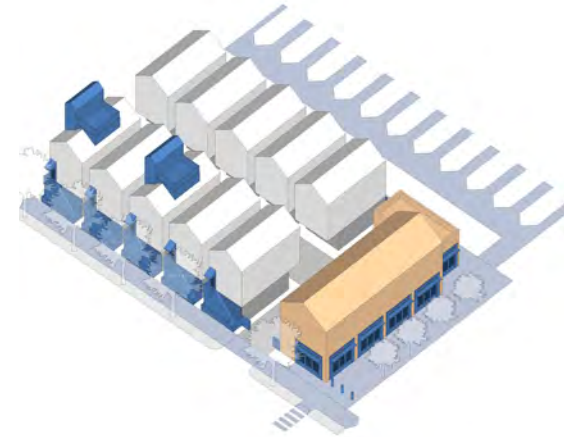
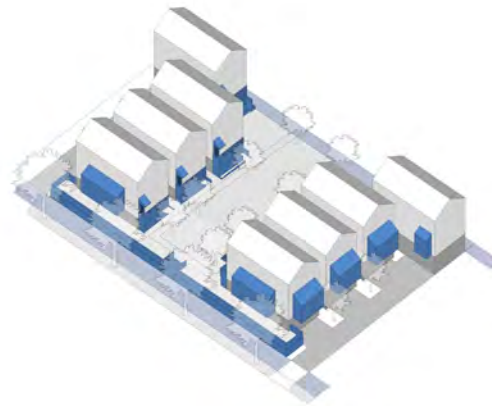
PRIORITY WATER CONNECTION (VISUAL OR PHYSICAL) 

» Enable safe Causeway crossings



# GETTING MORE OUT OF THE ZONING

- » Prioritize eclectic village scale development, small businesses and light imprint principles
- » Focus on form and frontage requirements over use
- » Enforce a build-to line to maintain an active street
- » Decouple parking from the site
- » Require water connections at priority locations



# THE WORK PLAN

## 0-1 YEARS

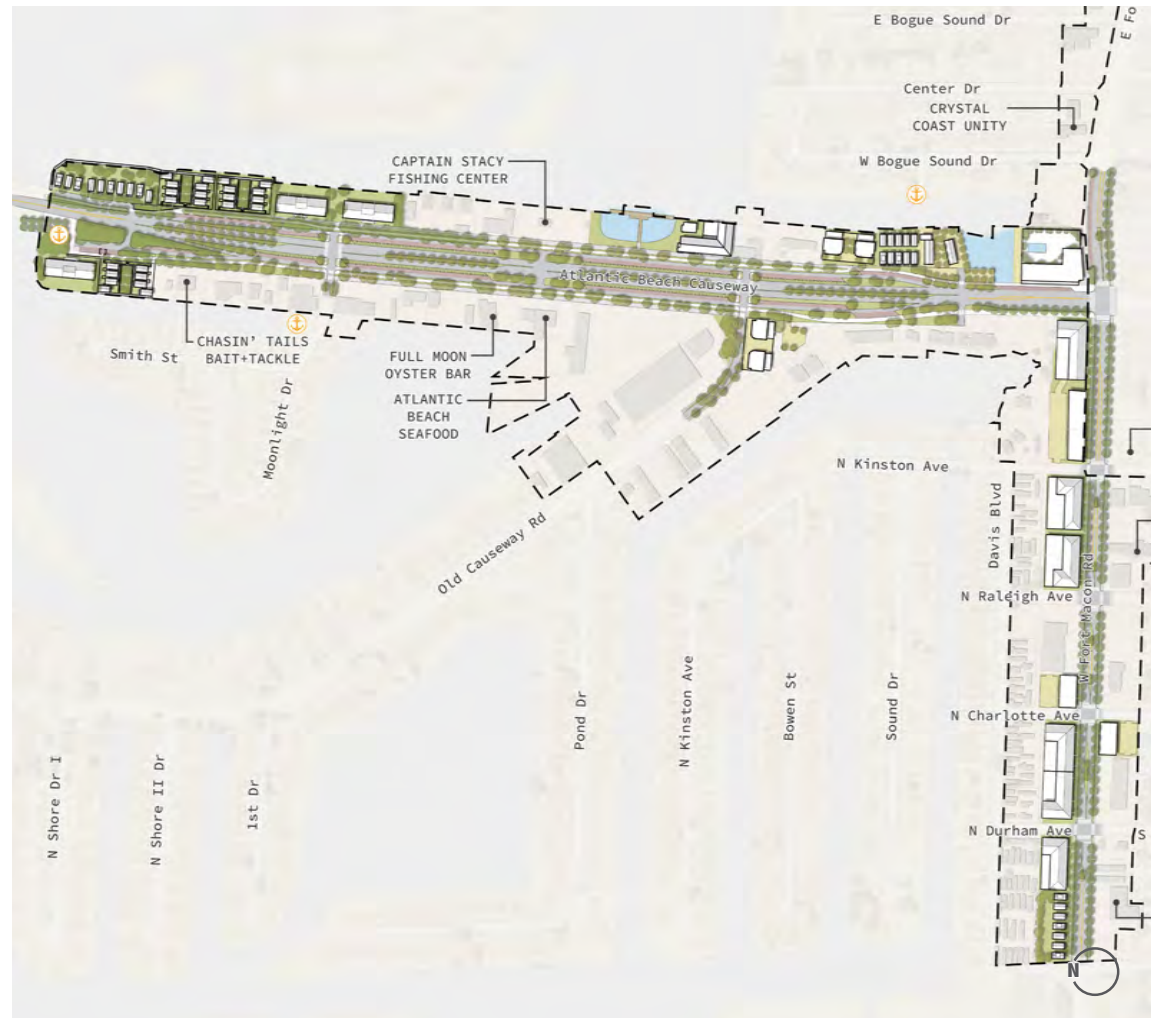
- » Adopt new zoning
- » Establish support mechanisms
- » Advance street design

## 1-2 YEARS

- » Install sewer
- » Build operational support
- » Secure street funding

## 2-3 YEARS

- » Recruit and support development that aligns with plan





THE YARD IS MEMORABLE

THE YARD IS WHERE THINGS HAPPEN

THE YARD BRINGS PEOPLE TOGETHER

THE YARD GROWS AND CHANGES

THE YARD IS A MEASURING STICK

THE YARD IS HUMAN PACED

**YARD & COMPANY**

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