
CHARLIE
FAULKNER

The Tribute

Preserving the Old Kings Highway



Property to be Rezoned

No Road Frontage



LOCATION



Original Path
of the Old Kings
Highway

(Approved
Walmart Site)

Parcel
Proposed for
Rezoing
10.85 Ac

Race Track
Gas Station

State Road 100

Hospital

I-95

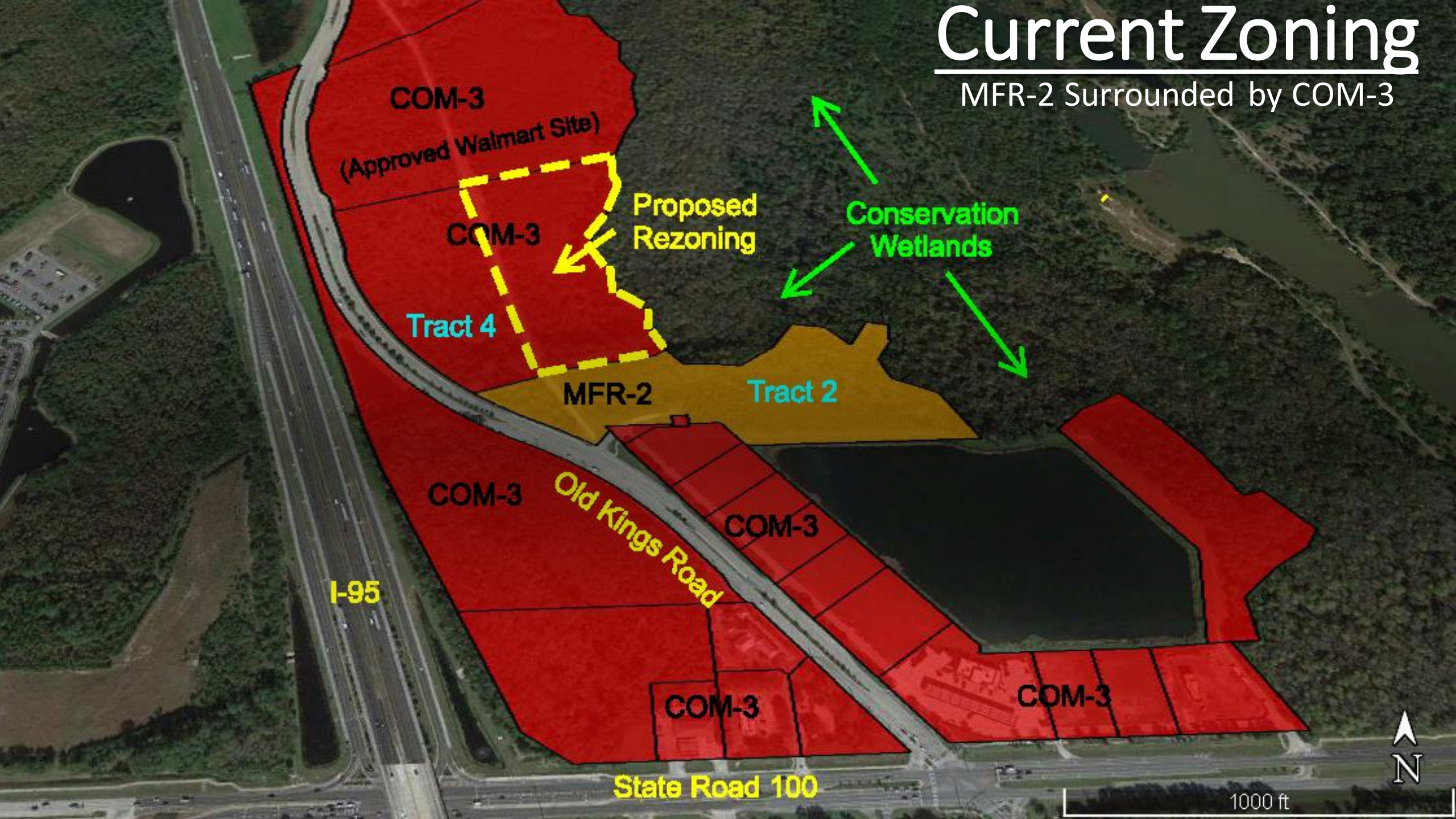
Old Kings Road

Hwy 100

Old Kings Rd S

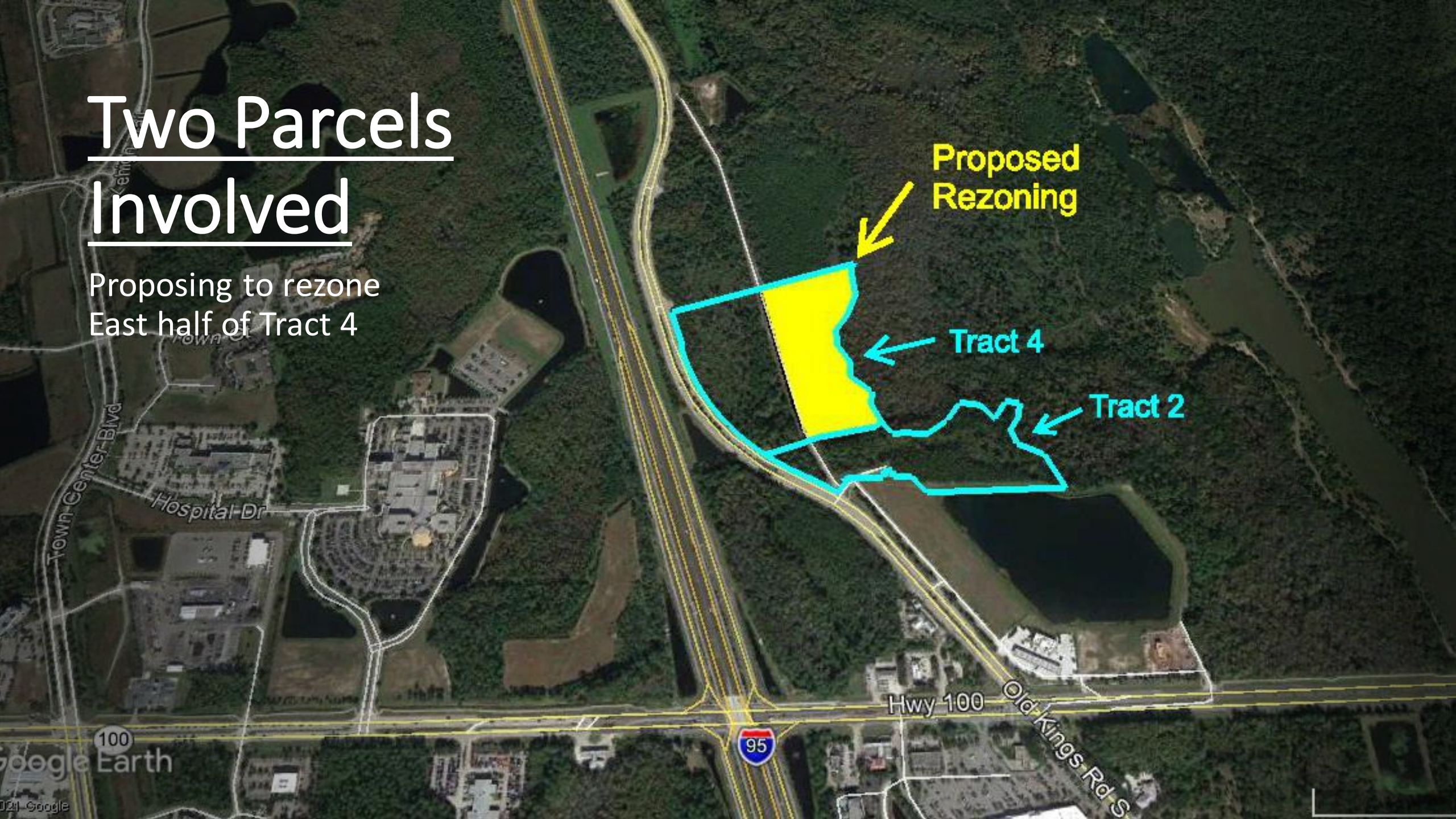
Current Zoning

MFR-2 Surrounded by COM-3



Two Parcels Involved

Proposing to rezone
East half of Tract 4



Proposed
Rezoning

Tract 4

Tract 2

Hwy 100

Old Kings Rd S

100

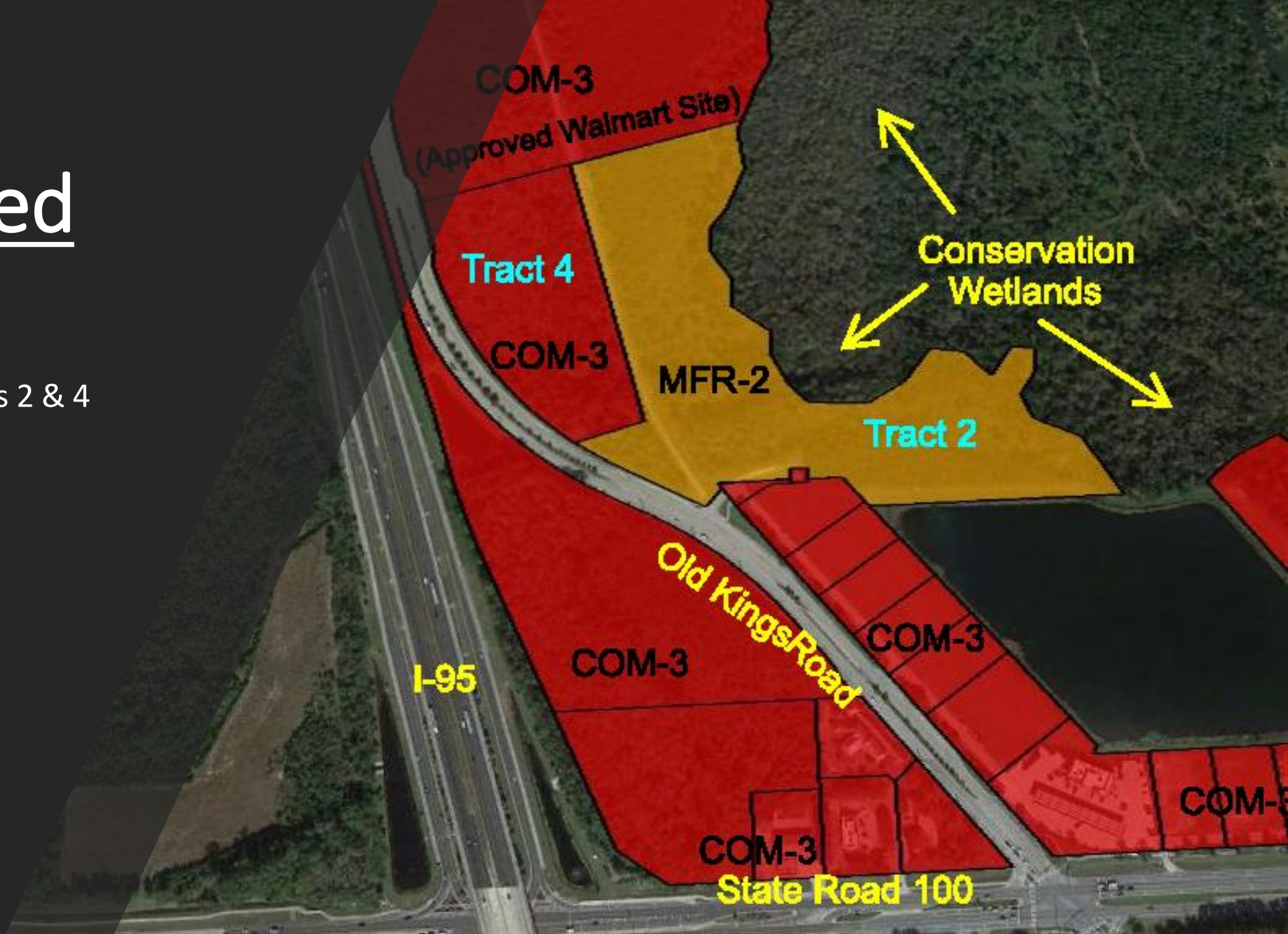
95

Google Earth

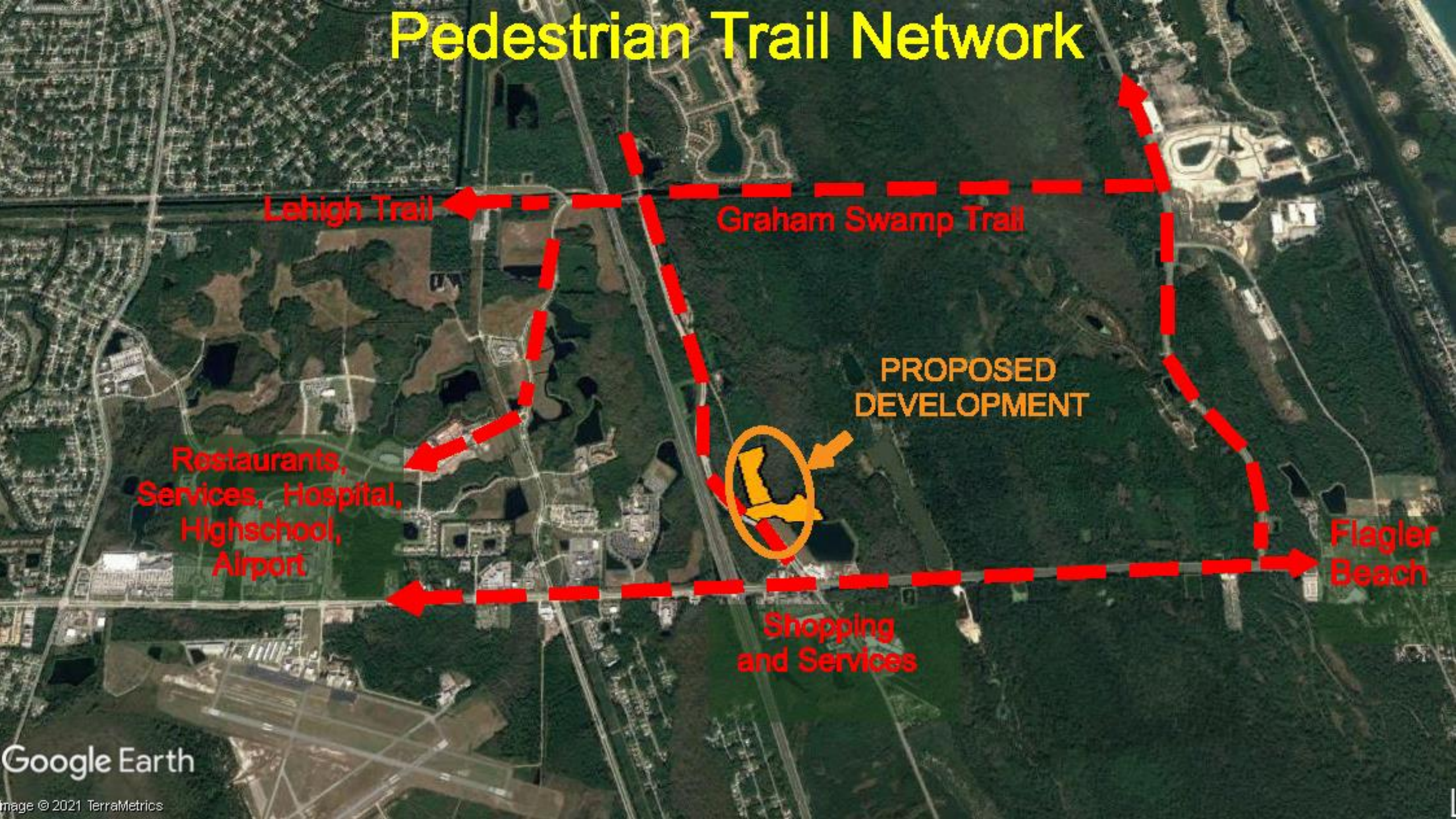
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Future Proposed Zoning

Reconfigure Tracts 2 & 4



Pedestrian Trail Network



Lehigh Trail

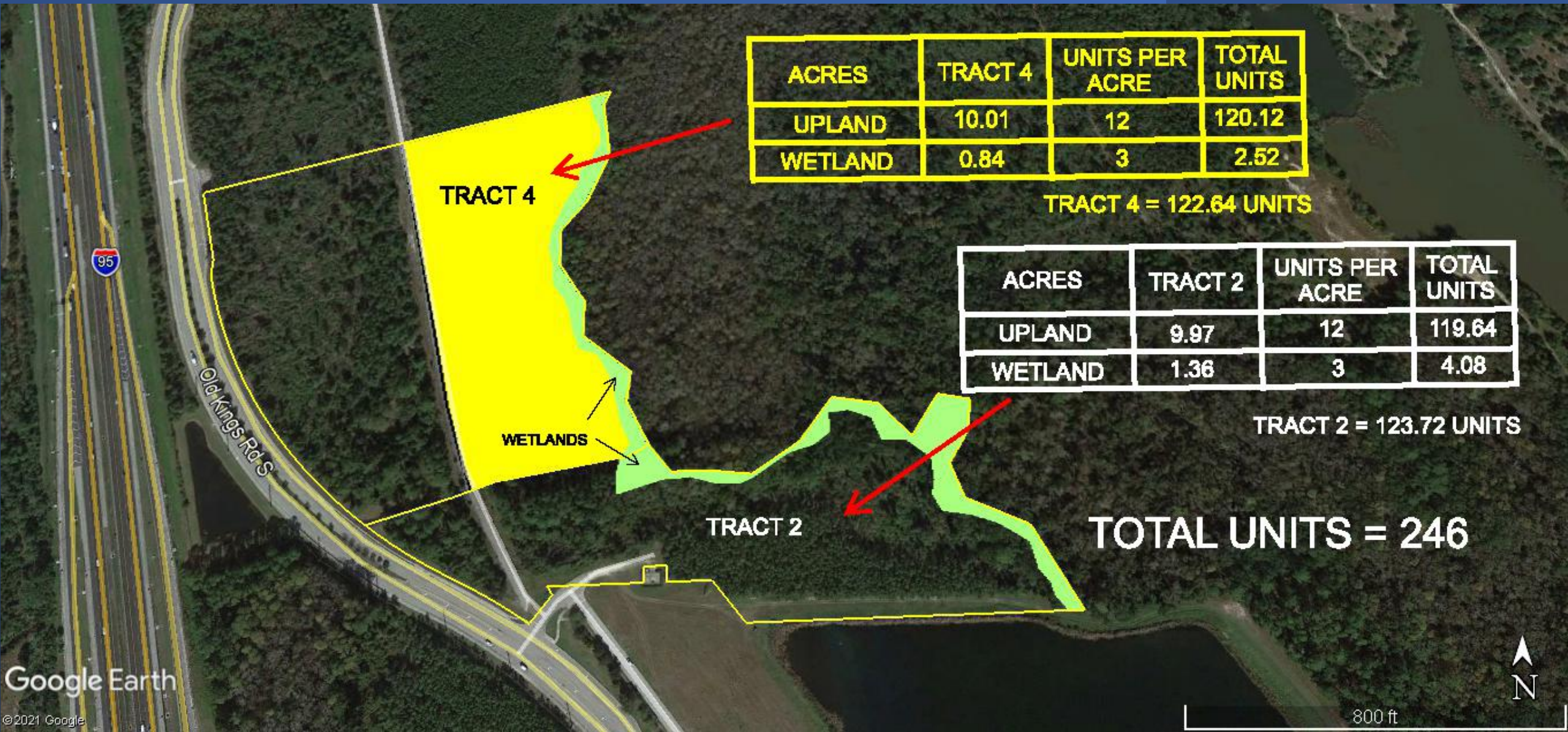
Graham Swamp Trail

PROPOSED DEVELOPMENT

Restaurants,
Services, Hospital,
Highschool,
Airport

Flagler
Beach

Shopping
and Services



ACRES	TRACT 4	UNITS PER ACRE	TOTAL UNITS
UPLAND	10.01	12	120.12
WETLAND	0.84	3	2.52

TRACT 4 = 122.64 UNITS

ACRES	TRACT 2	UNITS PER ACRE	TOTAL UNITS
UPLAND	9.97	12	119.64
WETLAND	1.36	3	4.08

TRACT 2 = 123.72 UNITS

TOTAL UNITS = 246



Design Team

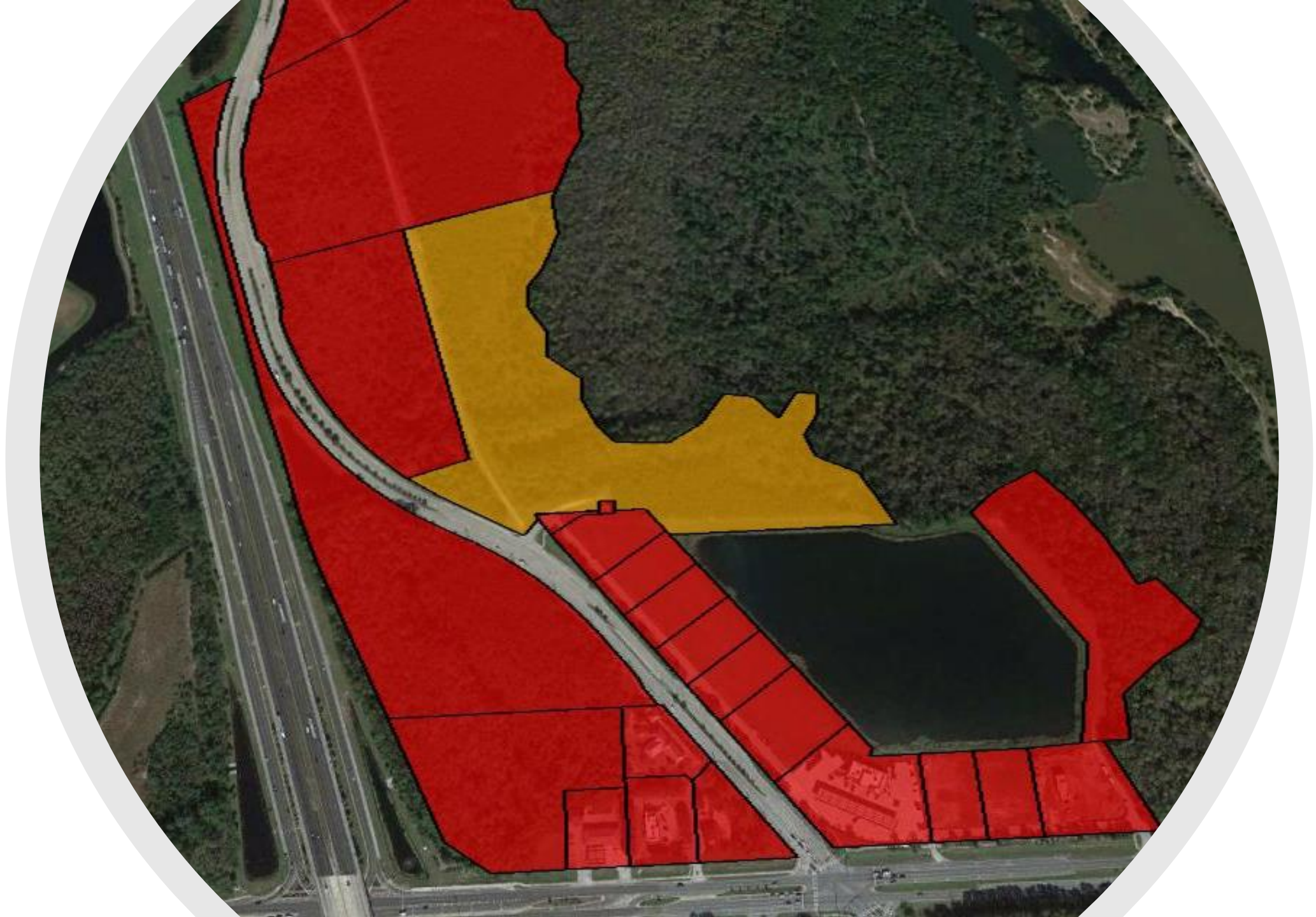
- Developer: Ravenshill Holdings
- Engineer: Zev Cohen & Associates
- Architect: G4 Architectural Services
- Landscape Architect: Verlander Landscape
- General Contractor: Summit Contracting Group
- Historical Resources: Dana Ste Claire
- Traffic Engineer: Sans Lassiter

NEEL STACY

WHO WILL LIVE HERE?

We anticipate the resident profile to be similar to that at Tuscan Reserve, our recently completed Luxury multifamily community located one mile west of The Tribute, which is fully leased with a long waiting list. Residents there are:

- **AFFLUENT** – Average Income is \$88,500 per year, which is 24% higher than households located in a 5-mile radius
- **OLDER** – The median age is older than a typical multifamily community profile, with "Retired" as the most likely occupation of residents
- **PROFESSIONAL** – Those tenants still in the workforce are employed most frequently in high paying industries such as Health Care and Finance. With the announced expansion of Advent Health bringing more than 400 new jobs near The Tribute, and a long waitlist for rental homes at Tuscan Reserve, additional quality housing will be required for these new members of the City.
- **NEW TO PALM COAST** – Approximately one half have relocated from out of state as the City's population booms. Before the introduction of homes at Tuscan Reserve, no new luxury units had been built in the City since 2009. This lack of new construction, coupled with very strong growth combines to create the current supply / demand imbalance.





Legend

Site Acreage: +/- 22.85 Acres

246 Total Units Provided:

- (4) Three Story - 36 Unit Buildings = 144 Units
- (2) Four Story - 48 Unit Buildings = 96 Units
- (3) Two Unit Carriage Homes = 6 Units
- (7) Ten Space - Private Detached Garage Buildings

Each Carriage Home Building Has 10 Private Garages = 30 spaces
 Each Detached Garage Building Has 10 Spaces = 70 Spaces
 Provided Surface Parking = 372 Spaces

Total Parking provided = 472 (1.9 Per Unit)



The Tribute
Ravenshill Holdings

Scale 1:150
North

02

site plan
05.06.21



Included Amenities

- Gated Access
- Oversized Resort Style Infinity Edge Pool
- Neighborhood "Beachfront" Gathering Area
- Summer Kitchen
- Pier Leading to Gazebo over the Lake
- Main Clubhouse
- Amazon Package Room
- Oversized Dog Park
- Fully Equipped Gymnasium
- Car Charging Stations
- Private Garages
- Walking / Biking Trails
- Preservation of Historic Old Kings Road















Interior Appointments

- Large, Spacious Units
- Elevator Service
- Air Conditioned Corridors
- 9' Ceilings
- Oversized Balconies and Patios
- Chef Inspired Kitchens
- Shaker style cabinetry with 42" uppers
- Quartz countertops in kitchens and bathrooms
- Dual vanities in bathrooms
- Walk-in showers
- Energy efficient stainless-steel appliances
- Wood style plank flooring
- Large kitchen pantries, coat closets, and walk in closets for extra storage









DANA Ste
CLAIRE

A dirt path winds through a dense forest. The path is covered in dry leaves and small twigs. Large trees with thick trunks and lush green foliage line the path. Sunlight filters through the canopy, creating dappled light on the ground. The overall scene is a natural, wooded area.

The King's Road was built in the early 1770's

- ...as a major infrastructure project of the British Crown in their greatest attempt to colonize the New World.
- Redcoats marched down this road.



Essentially the first "Interstate highway" in America

- A preserved section just north of the project area that runs along the western boundary of the Masonic Cemetery



Portions Repaved as the “Old Brick Road”

- Just south of the Old Kings Elementary School
- An important element of the project is to preserve and integrate this significant historical resource into the development.

SANS LASSITER

TRACT 4 TRIP COMPARISON

COM-3 vs. MFR-2

(Based on LTG Technical Memo, May 11, 2021)

COM-3 TRIP GENERATION

- Vested Development Yield – **94,525 sf of Shopping Center**
- Daily Trips Generated – **4,596***
- Peak-Hour Trips – **414**

MFR-12 TRIP GENERATION

- Maximum Dwelling Unit Yield – **123 Apartments**
- Daily Trips Generated – **669**
- Peak-Hour Trips – **54**

Old Kings Road Capacity

- FDOT Quality Level of Service "C" Volume for OKR is 37,900 Daily Trips
- 2019 City Traffic Count for OKR is 8,500 daily trips
- Increase trip count by 5% for two-year growth = 8,925 daily trips
- Tracts 2 and 4 buildout of 246 apartments = 1,339 daily trips
- 48% project trips on OKR from project entrance to Town Center Blvd
- 8,925 (2021 trips) + 643 (Project Trips) = 9,568 trips (Adds 1.6% LOS vol)
- 37,900 trips (OKR LOS C Volume) - 9,568 trips = 28,332 (or 74.7%) trips still available

JAY
LIVINGSTON

PROPERTY IS DESIGNATED MIXED USE VILLAGE CENTER ON THE FUTURE LAND USE MAP



Legend

City Of Palm Coast FLUM Classifications .

- | | | | |
|---|--------------------------|---|-----------------------------------|
|  | Residential |  | Future Over or Underpass |
|  | Institutional |  | Village Center |
|  | Conservation |  | Neighborhood Scale Village Center |
|  | Mixed Use |  | North West Corridor Overlay Area |
|  | Industrial |  | Potential Annexation Area |
|  | Greenbelt |  | Palm Coast City Limits |
|  | DRI-Mixed Use |  | Other City Limits |
|  | DRI-Residential Area | | |
|  | DRI-Urban Core | | |
|  | Canals | | |
|  | Coastal High Hazard Area | | |

COMPREHENSIVE PLAN
MIXED USE
POLICY 1.1.1.1.C

- The Mixed Use designation is intended to provide opportunities for residents to work, shop, engage in recreational activities, and attend school and religious services in reasonably close proximity to residential dwellings. Within the Mixed Use FLUM designation, the Plan establishes the concept of Village Centers in specific places that are feasible to maximize pedestrian accessibility

COMPREHENSIVE PLAN
MIXED USE
VILLAGE CENTERS
POLICY 1.1.2.6.B

- The desirable mix of land uses and general development criteria in Mixed Use Village Centers is as follows:
 - Sites generally greater than 25 acres
 - 50% retail
 - 25% office
 - **25% multi-family residential (up to 15 du/acre)**
 - Clustered on arterial street(s) at or near major intersections
 - Single structures may include larger shopping centers and office buildings
 - Unified architectural theme encouraged
 - Design compatibility with the surrounding area emphasized

COMPREHENSIVE PLAN
HOUSING ELEMENT
GOAL 3.4
POLICY 3.4.1.1

- **ELEMENT SUMMARY – “The City...will need multi-family housing units as the population grows in the future. One of the key aspects of the Comprehensive Plan is to provide residential units in mixed-use areas where residents are within walking distance of commercial and recreational amenities.”**
- **GOAL 3.4: DIVERSITY IN HOUSING – There shall be a variety of lot sizes and housing types to meet the needs of the citizenry**
 - **FINDING: As discussed in the Future Land Use Element’s objectives and policies, the City has an over abundance of ¼-acre platted single family lots. There is a need for different lot sizes and different types of dwelling units, INCLUDING MULTI-FAMILY, to meet the needs of the expanding and diversifying population.**
 - **Through the FLUM and the zoning district regulations of the LDC, the City shall make provisions to supply land that can be developed with various housing types of residential uses, including single-family homes of various sizes, duplexes, MULTI-FAMILY DWELLINGS, and residential units in mixed use developments.**



COMPREHENSIVE PLAN
PROMOTE CULTURAL RESOURCES
GOAL 4.5

NON-RESIDENTIAL ENTITLEMENTS IN OLD KINGS ROAD CORRIDOR (SR 100 TO PALM COAST PARKWAY)*

Zoning District	Approx. Acreage	Permitted FAR	Approx. Entitlements
COM-2**	105	0.4	1,829,600 S.F.
COM-3***	117	0.5	2,548,500 S.F.
OFC-1****	19	0.4	331,056 S.F.
OFC-2*****	27	0.4	470,400 S.F.
	TOTAL COM-2/3	4,378,100 S.F.	
	TOTAL OFC-1/2	801,456 S.F.	
		TOTAL NON-RESIDENTIAL	5,179,556 S.F.

* Table excludes developed parcels, parcels with significant wetlands or retention ponds, and parcels that have split zoning except those highlighted parcels below. Also excludes OKR Investors, LLC parcels that are subject to the Old Kings Gardens DPX rezoning application and the undeveloped Wal-Mart Parcel.

** 09-12-31-0000-02030-0012, 09-12-31-0000-02040-0000, 39-12-31-0000-01010-0055, 04-12-31-0000-04030-0014, 05-12-31-0000-01010-0000, 32-11-31-0000-01010-0021, 18-11-31-5700-00000-0080, 18-11-31-5700-00000-0070, 18-11-31-5700-00000-0060, 18-11-31-5700-00000-0050, 18-11-31-5700-00000-0040, 18-11-31-5700-00000-0030, 18-11-31-5700-00000-0020, 18-11-31-5700-00000-0010, 18-11-31-3391-00000-0090, 18-11-31-4922-00000-0020

*** 39-12-31-3380-00000-0010, 39-12-31-3380-00000-0020, 39-12-31-3380-00000-0030, 39-12-31-3380-00000-0040, 39-12-31-3380-00000-0050, 39-12-31-3380-00000-0060, 39-12-31-3380-00000-0090, 39-12-31-3380-00000-0010, 09-12-31-0000-02010-0014, 39-12-31-0000-01010-0056, 20-11-31-0000-01020-0000, 20-11-31-0000-01020-0040, 20-11-31-0000-01020-0030

**** 20-11-31-0000-01020-0000

***** 20-11-31-0000-01030-0000, 18-11-31-0000-02010-0050

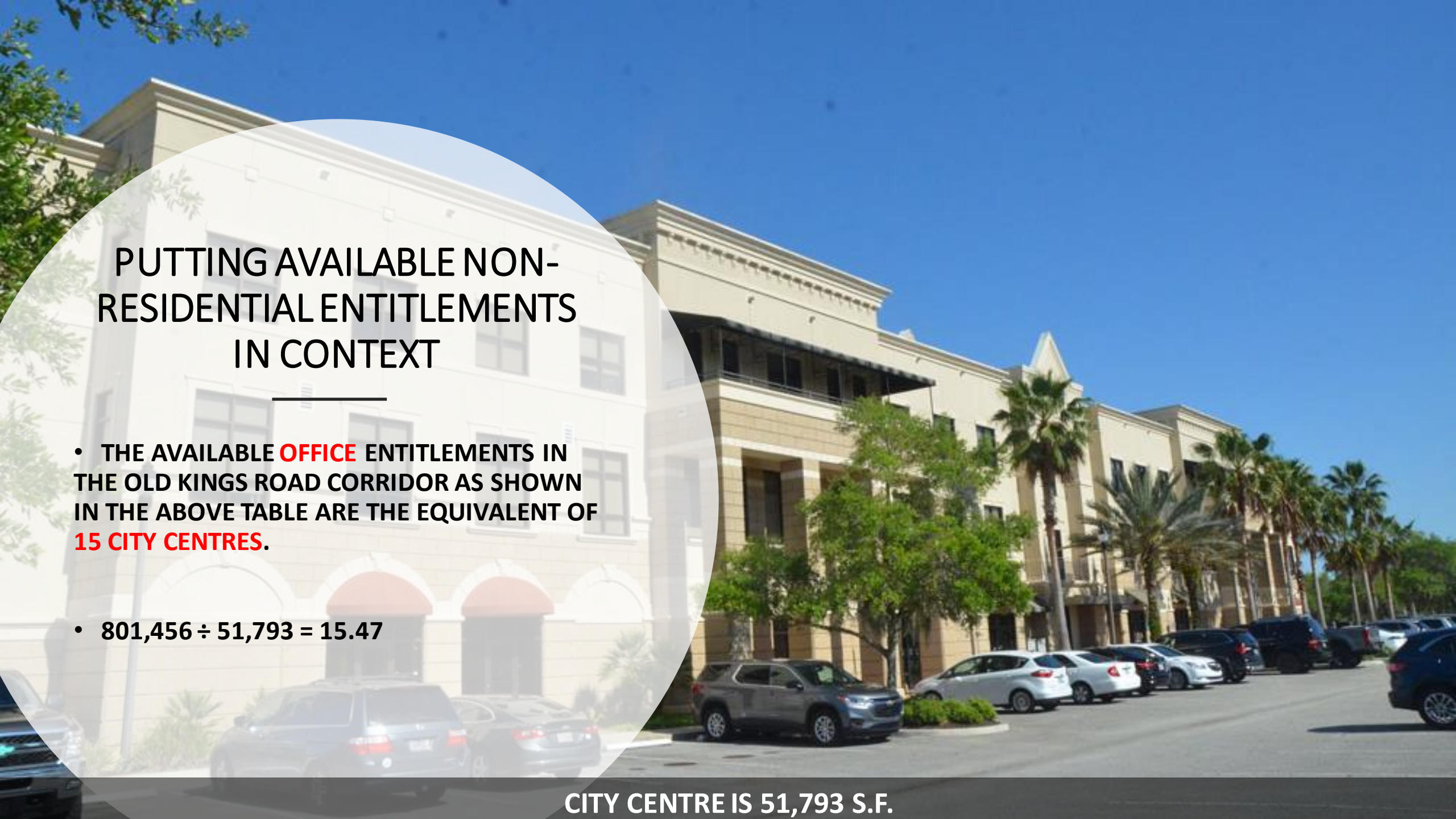


PUTTING AVAILABLE NON-RESIDENTIAL ENTITLEMENTS IN CONTEXT

- THE AVAILABLE **OFFICE** ENTITLEMENTS IN THE OLD KINGS ROAD CORRIDOR AS SHOWN IN THE ABOVE TABLE ARE THE EQUIVALENT OF **19 CITY HALLS**.

- $801,456 \div 41,257 = 19.42$

CITY OF PALM COAST CITY HALL IS 41,257 S.F.



PUTTING AVAILABLE NON-RESIDENTIAL ENTITLEMENTS IN CONTEXT

- THE AVAILABLE **OFFICE** ENTITLEMENTS IN THE OLD KINGS ROAD CORRIDOR AS SHOWN IN THE ABOVE TABLE ARE THE EQUIVALENT OF **15 CITY CENTRES**.

- $801,456 \div 51,793 = 15.47$

CITY CENTRE IS 51,793 S.F.



PUTTING AVAILABLE NON-RESIDENTIAL ENTITLEMENTS IN CONTEXT

- THE AVAILABLE **COMMERCIAL** ENTITLEMENTS IN THE OLD KINGS ROAD CORRIDOR AS SHOWN IN THE ABOVE TABLE ARE THE EQUIVALENT OF **5 VOLUSIA MALLS**.

- $4,378,100 \div 844,193 = 5.18$

VOLUSIA MALL IN DAYTONA BEACH IS 844,193 S.F.

SAM'S CLUB

BLAZE PIZZA

Cornerstone Blvd

PUTTING AVAILABLE NON-RESIDENTIAL ENTITLEMENTS IN CONTEXT

- THE AVAILABLE **COMMERCIAL** ENTITLEMENTS IN THE OLD KINGS ROAD CORRIDOR AS SHOWN IN THE ABOVE TABLE ARE THE EQUIVALENT OF **12 TANGIER OUTLETS**.

- $4,378,100 \div 351,721 = 12.44$



Tanger
Outlets

Jacksonville

DAYTONA AUTOMALL

TANGIER OUTLETS IN DAYTONA BEACH IS 351,721 S.F.

