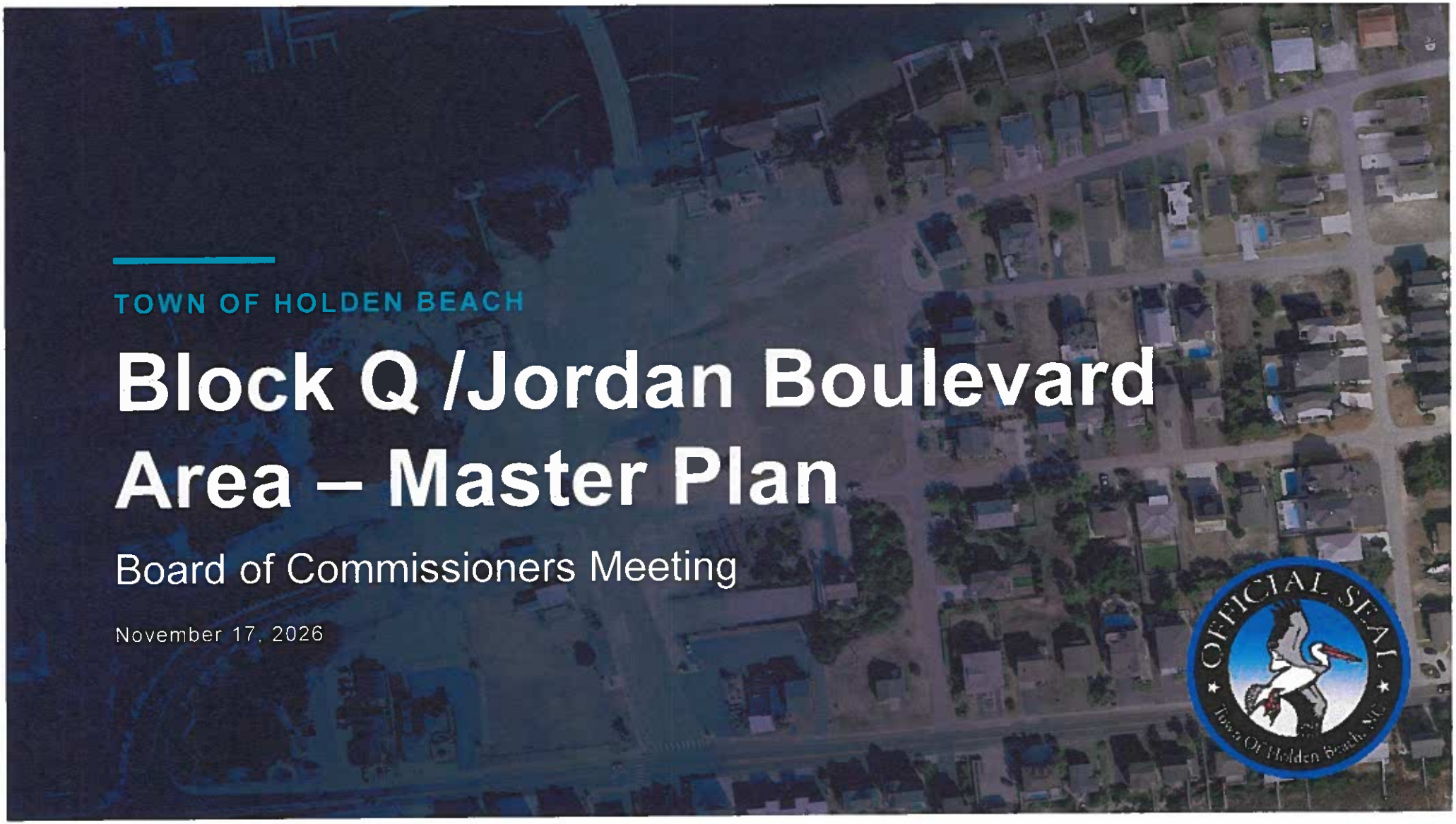


TOWN OF HOLDEN BEACH

Block Q /Jordan Boulevard Area – Master Plan

Board of Commissioners Meeting

November 17, 2026

Block Q / Jordan Boulevard Project Area



PREVIOUS ACTIVITIES

COMMUNITY ENGAGEMENT ACTIVITIES – JULY 29-31, 2026

1. Community Survey/Questionnaire
2. Public Meeting
3. Focus Groups
   - Boating & Outdoor Enthusiasts
   - Families & Youth
   - Business/Commercial Interests
   - Town Staff
4. Board of Commission Interviews

PARKS & RECREATION ADVISORY BOARD WORK SESSION – SEPTEMBER 3, 2026

BOARD OF COMMISSIONERS WORK SESSION – SEPTEMBER 4, 2026

Prevailing Themes

Direction centered on a coordinated "town-center" plan and future flexibility.

Create a Cohesive Plan

Establish a clear long-term framework and avoid piecemeal improvements.

Improve Circulation

Clarify road patterns, separate pedestrians from vehicles and better organize boat parking.

Strengthen Connections

Connect Town Hall, Block Q, Bridgeview Park, Jordan Boulevard, the beach and waterfront.

Enhance Central Civic Area

Use landscaping, streetscape improvements and defined edges to strengthen the arrival experience.

Balance Uses

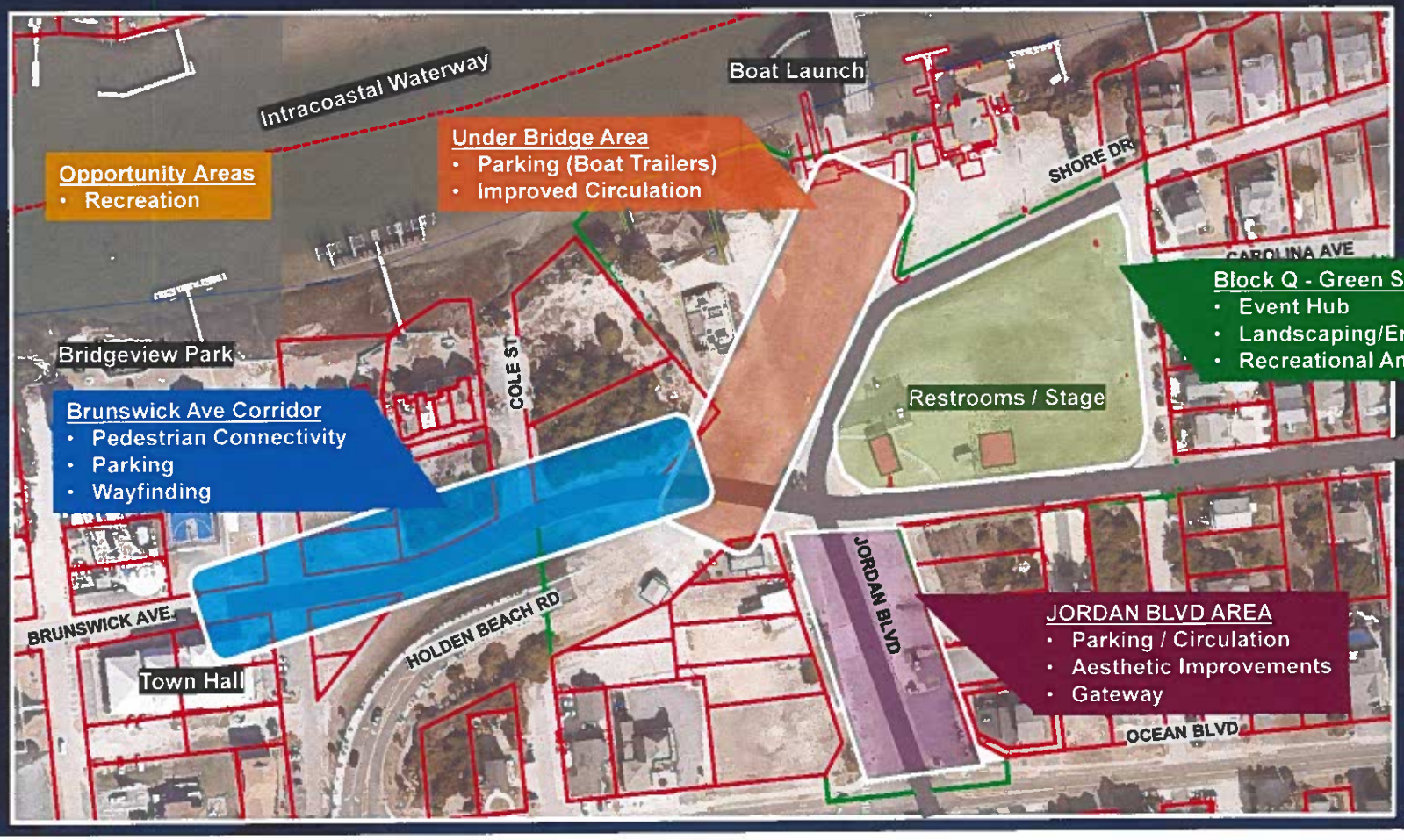
Retain green space while evaluating recreation, events, parking and waterfront access.

Protect Future Options

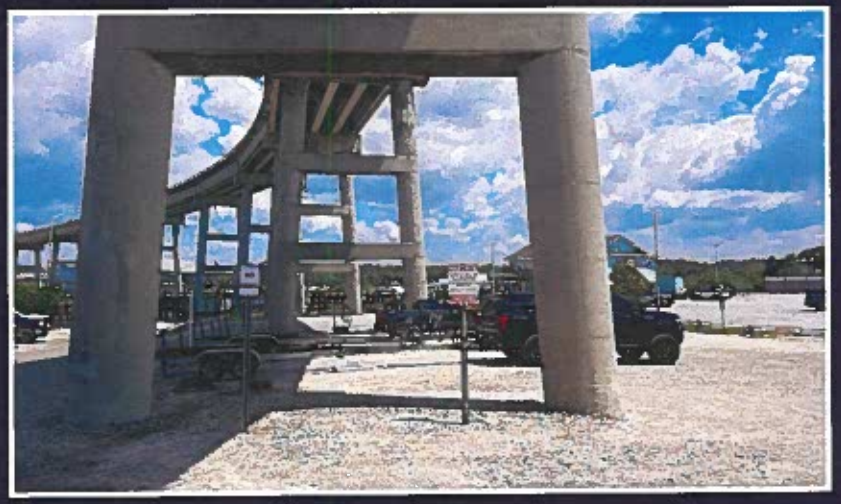
Allow room for changing needs and evaluate strategic adjacent-property opportunities.


A Unified Vision: Design Concepts & Connections
BLOCK Q AREA

Creating a Connected Framework

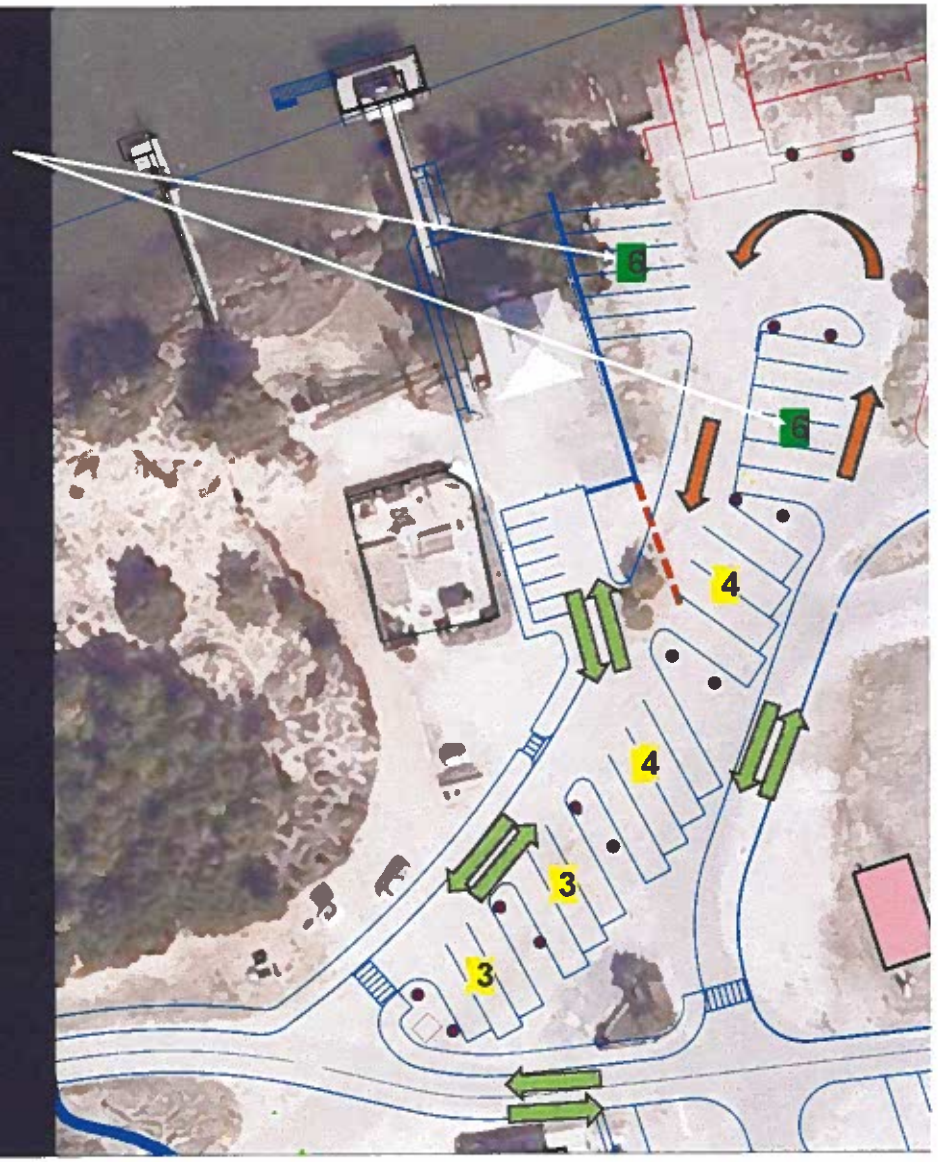


Concept – Under Bridge Area



Parking Summary

Approx.
Paid Boat Trailer Parking: 14
Free Boat Trailer Parking: 12



Concept - Block Q Green Space Improvements



Covered Bench Swings



Accessible Plaza Space



Shaded Gathering Areas





Coastal Landscaping



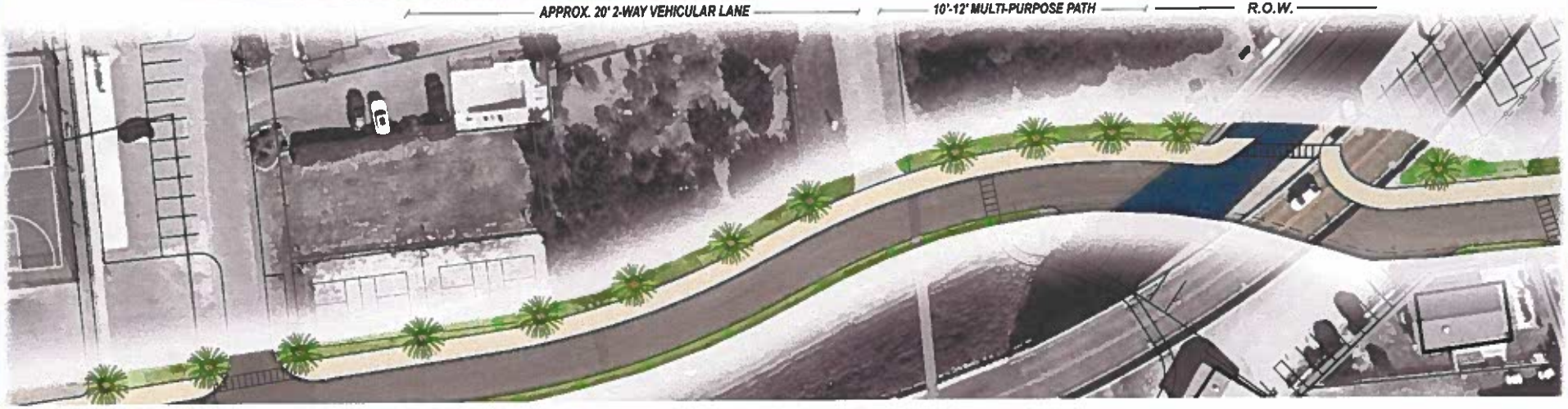
Hammock Stands



Picnic Shelter

Concept – Brunswick Avenue Corridor





Jordan Boulevard Improvements

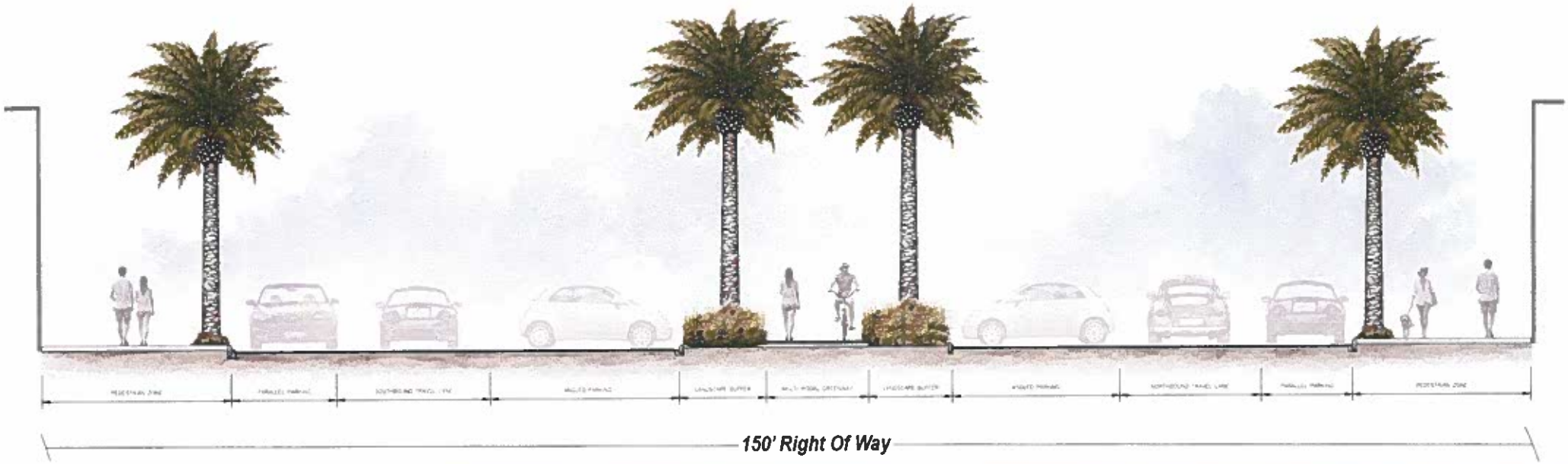






Approx. 43 parking spaces

Jordan Boulevard Cross-Section




Concept –
Opportunity Areas
Fishing Pier Extension
Shoreline Access
*Consider Land Acquisition as a future opportunity
Former Pavilion Site
Tennis Court
Waterway Boardwalk
Brunswick Site
(2) Pickleball Courts
Quinton Street
Sidewalk or
Parking

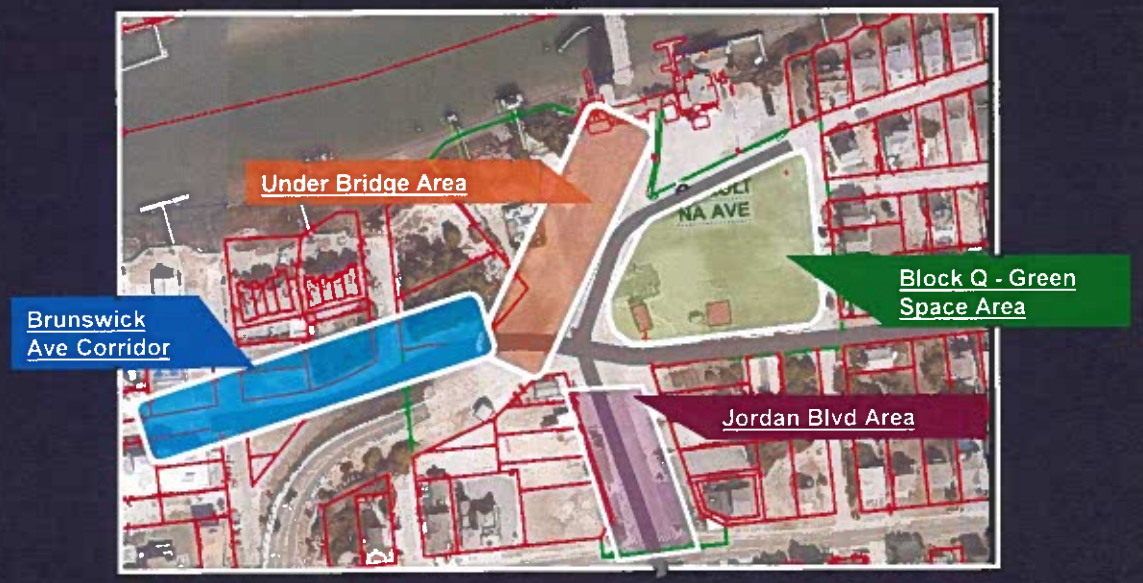
Preliminary Conceptual Cost Estimate

Under Bridge Area Improvements
$850,000

Block Q Green Space Improvements
$2,660,000

Brunswick Avenue Improvements
$675,000

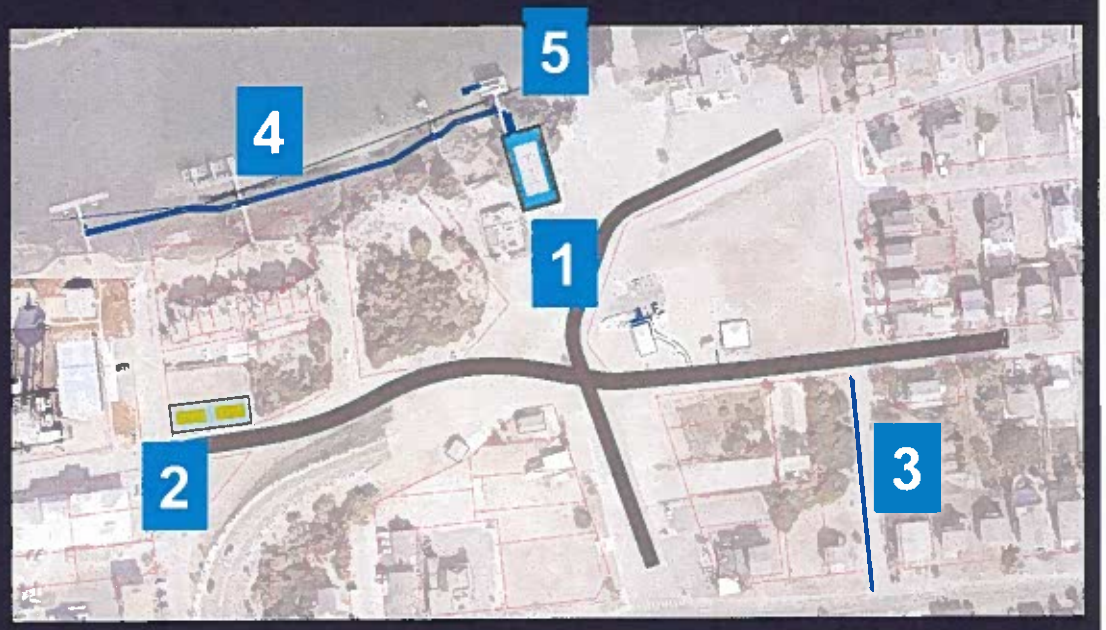
Jordan Boulevard Improvements
$2,270,000



Preliminary Conceptual Cost Estimate

Opportunity Areas

1. Tennis Court - $370,000
2. Pickleball Courts - $230,000
3. Quinton Street Sidewalk
   Or Parking - $310,000
4. Waterway Boardwalk - $500,000
5. Fishing Pier & Beach Access - $370,000




QUESTIONS?
OFFICIAL SEAL
Town Of Holden Beach, NC