Daytona Beach
Beachside Redevelopment Committee

Current Status:

Daytona Beach Image from Outside World

1. Affordable/Inexpensive drive to beach vacation location
2. Aged hotel inventory, primarily one to two-star quality
3. Spring Break/Bike Week – Not Family Friendly
4. Driving on Beach – Not Family Friendly

What we heard from residents, business owners and constituents on current conditions:

1. Current conditions (pre-Irma) of commercial and residential properties on the beachside exhibit a significant amount of deferred maintenance, vacancy and general lack of upkeep.

2. Beachside has a safety perception issue with regards to crime, homelessness, panhandling etc.

3. Lack of desire and interest from new businesses to open new operations on beachside due to current conditions of low tourist and local shopping/dining vibrancy/traffic.

4. Lack of new supply of residential units is a detractor to attract new full-time residents to beachside. The majority of current inventory is older with significant renovation needs, including life/safety.

5. Many of the lower quality older residential units owned by absentee owners (45% of properties are owned by absentee owners) are being rented by non-tourist residents as low income housing this does not create demand for shopping/dining.

6. Lack of dining options beachside is a challenge to attract vacationers, conventioneers, and new residents.

7. Lack of grocer presence is a challenge to attract and retain full time residents.

Possible solutions:

1. Allow residential owners to rent on a nightly and weekly basis to attract vacationers with discretionary spending, this should incentivize owners to upgrade units to charge higher
rates and attract family oriented vacationers, this will also provide dining demand that would attract restaurant and retail operators to the beachside.

2. Have a robust code enforcement that is consistent with surrounding municipalities (outsource if necessary), this will ensure that life/safety standards are being met and will help boost property values for owners who are abiding by the code vs property values being dragged down by vacant substandard structures.

3. Invest in crosswalks, burying utilities underground like Daytona Beach Shores, lighting and signage to present a city that is concerned for safety and a pleasant experience.

4. Expand and enhance utilization of public safety and law enforcement officers to address vagrants, criminal element, etc.

5. Evaluate public ordinances (e.g. noise level, hours of operation, use, parking violations, etc.) that will enable law enforcement to apply greater limitations on undesired activities (businesses and pedestrian).

6. Install event signage on the Peabody facing A1A to activate the Peabody with the neighborhood.

7. Utilize the City owned site next to the Ocean Center as a retail, parking and multi-family project. Hire a national broker to run an RFP for the City.

8. Take County garage next to Daytona Lagoon and have it managed/leased by a national operator that will provide a professional and safe environment, as well as a cost benefit to the County.

Opportunities:

1. Encourage/Incentivize new and renovated residential housing
   a. Code Enforcement
   b. Short term rental

2. Encourage/Incentivize New Commercial restaurants
   a. Food truck events allowing possible “would be” restaurateurs’ to get to know Daytona Beach and spread the word through social media.
   b. Coordinate with Peabody and Ocean Center for events that would support food truck operations.

3. Encourage/Incentivize major hotel brands to the beach to access worldwide reservation and loyalty brand networks
   a. Marriott/Starwood
   b. Intercontinental
c. Hyatt

d. Kimpton

4. Think about making a portion of Main Street pedestrian only, providing a safe family friendly pedestrian corridor will help attract year around retailers. If Times Square NYC can do it, Daytona Beach can.

5. More cultural events to activate the tourist area
   a. Arts and crafts Festivals
   b. Wine and Food Festivals
   c. Music Festivals

6. Have an outside company that controls concert venues around the Country and can book more artists who resonate with younger demographics (26 year old’s are the largest demographic in the U.S.) to professionally manage or lease the Peabody. Companies such as Live Nation will be able to invest in the Peabody and market the Peabody beyond the capabilities of the City. This will be a cost benefit.

7. Home Rental Zoning – Siesta Key
   - Siesta Key ranked as the best beach in the U.S. allows home rentals by the night, week and month in a particular zone
     o There is no doubt that Daytona Beach should move rapidly to embrace and roll out a similar program
   - The positives of this program are obvious
     o Professionally maintained homes with significant capx invested
     o Higher property tax revenues as homes are significantly upgraded
     o Less crime and vagrancy as management companies patrol their assets
     o Increased restaurant and shopping revenues as visitors are vacationing and spending
     o Home rental allows for additional marketing of Daytona Beach in a professional manner
     o Increased family tourism, as homes can accommodate large families, who often repeat visits