Email to Clay Ervin

January 3, 2018

Clay, please share the following with the Beachside Redevelopment Committee. Thank You.

Harry Jennings, Mayor
City of Daytona Beach Shores
MEMORANDUM

DATE:       January 3, 2018

TO:          Members of the Beachside Redevelopment Committee

FROM:       Harry Jennings

Here are some of my thoughts as we move forward to make recommendations. See you on Monday.

NOTE: With reference to the distributed email of January 2, 2018, I am sorry that it did not include the following: “With reference to the Beach Redevelopment Committee’s final report to the County Council, it is my recommendation that we preface the report with something like the following distributed email, which provides the scope of the work of the committee.”
Daytona Beach is the core of the beachside in Volusia County with the Ocean Center, Peabody, Main Street and the Boardwalk. The health of Daytona Beach affects the health of all beach communities. It is for this reason that the Beachside Redevelopment Committee’s Report and Recommendations will focus on the revitalization of the Daytona Beach Beachside.

**Recommendation:** The political, community leadership and City staff must make known that it is their collective desire to revitalize beachside.

**Recommendation:** Improve Code Enforcement. The most obvious function of code enforcement within communities is controlling the battle of blight. Code enforcement officers have a very visible role in the community from the standpoint that the decisions they make and how effectively they perform their duties can have a major impact on the property values and image of the community. A commonality among all municipalities is that they have buildings, homes, and properties that will age over time. Code Enforcement Officers support and enhance property values through effective enforcement of property standards, while working to keep aging buildings, homes and properties from deteriorating and becoming “eyesores” to the community. Every community faces struggles with vacant buildings, trash, tall grass and weeds, graffiti, and inoperable vehicles. Studies have shown that communities that have areas of blight and deteriorated properties may eventually see an increase in the amount of crime and a significant decrease in property values. Code enforcement officers provide the first line of action in making sure that these issues are managed in a responsible and effective way.

Communities should consider approaching code enforcement in a more proactive manner. A proactive code enforcement approach involves addressing issues that may become code enforcement cases or complaints before they escalate to a point of mandated abatement or referral to the court system.

**Recommendation:** Improve Public Safety. Physical security plays an important role in a community’s satisfaction. When one can step out of their home and walk to the beach, or anywhere, and not be subjected to drug addicts, prostitutes, or panhandlers, they feel positive about their neighborhood.

**Recommendation:** Make the Beachside Walkable
- Walkability contributes to urban vitality
- Streets, curbs, and sidewalks should be in good repair and not hazardous to one’s walking
- Buildings and landscape should shape the streets into outdoor living rooms
- Sidewalks should be lined by unique buildings and friendly faces
- Bike lanes and trees should be a part of the community
- Make the beachside pet friendly. Dogs in cities make for a more human place. People with pets walk more, meet one another, view street activity, feel safer.
- Integrate public art as a part of the landscape. A simple test for public art:
  - Is it fun?
  - Does it invite you to touch it, climb on it, engage with it?
  - Does it bring people together?
  - Does it make people smile?
**Recommendation:** Improve Housing

The following are courtesy of Frank Molnar:

- Offer matching grants for property improvements, paint and street side improvements including fencing and awnings
- Identify the top 25 most blighted properties in each zone – South Atlantic CRA, Main Street CRA, Seabreeze Historic District; encourage code enforcement to reach out to owners and establish timeliness to remedy violations and make necessary improvements
- Encourage City Manager and City Council members to establish new level of standards that will be maintained by all departments including police, code enforcement and all city employees
- Offer incentives for individuals who want to purchase and live in homes in the redevelopment area
- Offer home ownership incentives (matching grants, down payment assistance) for “local heroes” – police and fire personnel, teachers, etc., to purchase and live in homes
- Encourage investors to purchase properties to be used for weekly/monthly vacation rentals with strict upkeep guidelines in order to get families to begin vacationing in the core areas and in turn begin to support new and existing beachside businesses (restaurants, retail)
- Work with residents and neighborhood groups to identify blighted/dilapidated properties, single family homes being occupied by multiple renters, areas of known illegal activities, and violators of the homestead exemption (“whistle blower” programs)