Sarah Presley - Message to the members of the Beachside Redevelopment Committee

From: Amy Pyle <amypylezone3@gmail.com>
To: <spresley@volusia.org>
Date: 3/3/2018 7:47 PM
Subject: Message to the members of the Beachside Redevelopment Committee

Sarah, please forward this note to the members of the Beachside Redevelopment Committee. Thank you!

Thank you for your work on the Beachside Redevelopment Committee. I can speak for many that we are excited to see change in this area, and hope that your efforts will be the catalyst to finally kick it into gear.

Complaints about “Code Enforcement” have long been the only thing that residents here could really put a finger on. But some of us have been working more diligently and digging deeper, and some of our results are what I’d like to address in this letter.

Over a year ago I stood with some of the folks that work at the Peabody, looking west over the huge surface lot there. Coincidentally, they mentioned that parking is a problem during large events. I was told they couldn't use the big lot because it belonged to the County. This is exactly the kind of shocking thing we hear again and again, common sense solutions being ignored as if our area is left to fend for itself. We are told we are waiting for development to occur “a la the Ezone Plan”. You have reviewed this plan of course. This plan has become the reason for allowing things we don't want, and the excuse for disallowing things we do want for too long.

1. I ask that as part of your recommendations you ask the City to retire this plan and allow a more organic growth of the Main St. area.

Hand in hand with that, let's talk Bike Week and Biketoberfest. People will blame the “deadness” of Main St. on these events and itinerant vending - but they are the two most lively and profitable weeks of the year! Our focus has to turn to how the City's biker event Master Plans have doomed the other 50 weeks. I have made considerable recommendations. I have met with City staff, elected officials and Chamber members about the ideas and was told that many were very good. Yet the Commission last year had a workshop that was completely fruitless. Mayor Henry's comment at the last BRC meeting about the “lack of political will” referred to the suggestion we change the master plans. Changes were never brought before the commission for a vote, so I assume this lack was determined in chambers. I would be happy to meet with any of you to discuss my recommendations, but please know: Eliminating biker events, or even itinerant vending is not the only solution.

2. I ask that as part of your recommendations you ask the City of Daytona Beach to make amendments to the biker event Master Plans that 1. Incentivize new and year-round businesses in empty buildings 2. Phase out itinerant vending permits for private property 3. Establish instead public spaces (city or county) that can be used for itinerant vending (as is done at Leesburg Bikefest)

Anyone who visits or works on Main Street knows there is a dingy dreariness that never seems to go away. Last night there were homeless campers between the county owned property and decrepit-for-sale 601 Main. Business owners and residents are used to it - visitors are likely to be turned off from ever trying again. Some of the problem can be alleviated by my recommendation above, but until that can be implemented, Code Enforcement can play a much stronger role. The City's policies regarding application of code enforcement need an overhaul, and they need to be applied FAIRLY. It cannot be stressed enough: we can't wait any longer.
3. I ask that as part of your recommendations you ask the City of Daytona Beach to attend to the “worst first” in terms of Code Enforcement. I also ask that the “beautification” aspect of the redevelopment area be enforced.

Though there are several cities involved, we all know that Daytona Beach is the primary target of your Committee. I must candidly express my lack of confidence that any of your recommendations will be enacted by the City of Daytona Beach unless our City Manager is willing. Their reticence to change up until now is legendary.

4. I ask that as part of your recommendations you include plans to advocate and insure that your recommendations do not get relegated to 'the shelf'.

I love this City and have invested my savings here. I am running for office (Commissioner for Zone 3) because I want to be a part of it's exciting future. I have done my homework and come to the table prepared to offer solutions and work with all parties concerned to help guide the much needed change we are all hoping for.

Thank you again for your valuable time and efforts.

Amy

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