

Beachside Redevelopment Committee

November 13, 2017
Final Recommendations



Beachside Redevelopment Committee

Cover Design

- ☐ Keep
- ☐ Minor Revisions
- ☐ Redo

		
Beachside Redevelopment Committee		
Final Recommendations		
Month, Day Year		
		

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Beachside Redevelopment Committee

DRAFT 1

Month, Day, Year

Honorable Ed Kelley and County Council
123 West Indiana Avenue
DeLand, Florida 32720

Dear Chair and Council Members,

The Beachside Redevelopment Committee (BRC) hereby provides its final recommendations. We appreciate the opportunity to work together on the revitalization of our valuable beachside. All of the members realized through this process that there are many different people and organizations that have a deep and abiding passion for the coastal area of Volusia County. The BRC tapped into these individual passions to focus on the goals that are common to all who participated in the process. The common goals include:

1. Expanding the opportunities to make the beach a year round destination for all visitors.
2. Utilizing prior redevelopment efforts to determine the feasibility and viability of new efforts to attract the type of redevelopment targeted by the individual cities (Daytona Beach, Daytona Beach Shores and Ormond Beach).
3. Improving the coordination among the cities and Volusia County in order to efficiently and effectively maximize revenue opportunities that benefit the entire county.
4. Improving the perception of the entire region so that the rest of the world knows that "MTV Spring Break" is no longer here, and there are a variety of recreational, cultural and entertainment opportunities in the area.
5. Protecting and enhancing the existing residential neighborhoods that make Volusia County unique.
6. Effective use of grants, fund transfers and other funding sources to install and update critical infrastructure at the right time and at the right place, in order to spur targeted redevelopment.
7. Creating the vital link between the mainland and the beachside so that a "live-work-play" sense of place can be used to attract quality targeted industries to the area.

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Beachside Redevelopment Committee

Draft Final Recommendations

Beachside Redevelopment Committee

GOALS

1. Ensuring that all efforts are coordinated among all the cities and the county to ensure a holistic approach to redevelopment.
2. Ensuring that the communities take advantage of the possibilities and assets in order to re-establish a vibrant beachside area that serves the needs of full-time residents and visitors.
3. Coordinating the communities so that transportation, parks, and other public facilities can facilitate the efforts of the cities and the county to redevelop the beachside.
4. Striking a balance between the event-driven tourism and existing residential areas so that both can prosper.
5. Working to ensure that targeted business are attracted to the area and retain those existing businesses so that there is a viable commercial core open all year.
6. Taking into account that those outside Volusia County perceive the greater Halifax area as “Daytona Beach”. All stakeholders have to work to improve the brand that is “Daytona Beach”.

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GOALS CONTINUED

7. Focusing on strategic and efficient redevelopment efforts that can quickly be completed (“low hanging fruit”). Once there are specific actions, the cities, the county and the business community need to act decisively to attain funding for the “quick-fix” improvements.
8. Replacing/improving the beachside infrastructure to improve safety and efficiency. Funding for these infrastructure improvements cannot be placed solely on redevelopment projects, and there needs to be a way to break the funding issue into smaller, more manageable components.
9. Establishing a connection between the beachside redevelopment and the attraction/retention of employment. The Volusia area experiences tremendous “brain drain” due to loss of college graduates to other parts of the state and country. A revitalized beachside can serve as a way to attract quality employers and retain a quality, local labor force.

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STUDIES *(summary from Page 2 of 12)*

The BRC members reviewed the existing plans for the redevelopment of Daytona Beach and Ormond Beach. The BRC members did not review a redevelopment plan for Daytona Beach Shores since the city and county mutually agreed to end the Community Redevelopment Area (CRA) Master Plan. Daytona Beach Shores provided oversight of the comprehensive plan and their staff's effort to encourage redevelopment on the limited areas on the east side of South Atlantic Avenue, as well as efforts to improve the viability of commercial properties on the west side. The common goal of the BRC members was to set a baseline study to identify what is there for redevelopment. The next step would be a feasibility study and request for proposal from private companies willing to work with the respective local governments

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Recommendations (Studies)

1. Improve the coordination of the local governments with the private sector regarding opportunities for redevelopment.
2. Initiate the funding baseline studies and feasibility analysis of redevelopment plans that incorporate recommended changes that will enhance current and future redevelopment efforts.
3. Investigate the benefits of becoming a designated “Main Street” community.

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SAFETY *(summary from Page 3 of 12)*

The BRC received comments regarding all aspects of public safety. The members, as well as the public, identified a need to address the homeless impact on the area, as well as the overall appearance of the beachside creating an unsafe feeling to visitors and residents. The public and the members also identified a need for “Complete Streets” throughout the cities to encourage walking, biking and use of transit as alternatives to the personal automobile. The concern is that some of the events, such as Spring Break and Bike Week, may not be perceived as being family-friendly, thereby scaring away other sectors of the tourist industry.

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Recommendations (Safety)

1. Improve perception of safety in the Daytona Beach E-zone, with a focus on Main Street and the Boardwalk.
2. Use existing plans and documentation from the River to Sea Transportation Planning Organization to identify critical pedestrian safety improvements throughout the cities and find funding sources to pay for planning, design and construction.
3. Improve:
 - lighting,
 - signage and
 - sidewalks on all major beachside roads, in all cities.

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REGULATIONS *(summary from Page 4 of 12)*

The BRC heard from residents of the beachside that plans and programs are needed to ensure existing residential neighborhoods are preserved, protected and given the opportunity to improve. The cities and Volusia County presented on efforts to address this issue. The Daytona Beach area residents identified a specific concern with the significant amount of deferred maintenance, vacancy and general lack of upkeep of both residential and commercial properties. The other concern raised by residents of Daytona Beach pertained to the lack of owner-occupied housing and the lower quality residential properties that are not being maintained.

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Recommendations (Regulations)

1. Review how other cities/counties that have successfully redeveloped areas to determine if changes are needed in how code enforcement is managed. Options include, but are not limited to, proactive code enforcement, improvements to mapping/information on code violations, injunction orders, etc.
2. Coordinate efforts among the local government for the use of federal and state funds in order to maximize utilization and success.
3. Support the Volusia County Property Appraiser's request to the Florida Constitution Revision Committee to add language requiring holders of Homestead Exemptions to "reside thereon" their property.
4. Establish a mechanism where code enforcement assists the Property Appraiser's Homestead Fraud staff in identifying homes that may not comply with the Homestead Exemption Criteria.
5. Research regulatory changes that will improve the reinvestment into failing residential properties, such as allowing for short-term rentals, subject to specific maintenance and appearance requirements.

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ATTRACTING INVESTORS/TARGETED BUSINESSES/REGULATORY REQUIREMENTS *(summary from Page 7 of 12)*

The BRC members agreed that there needed to be a specific effort to attract end-users and target businesses that expand and improve the perception of the beachside area. The BRC also identified a need to retain those businesses on the beachside that provide a needed service and work within the framework of the redevelopment plans approved by the different local governments. The residents and BRC members agreed that there needed to be additional opportunities for restaurants, quality hotels and related uses in order to provide an attractive retail area that would be used by residents and visitors.

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Recommendations (Investors/Business/Regulatory)

1. Focus on the development of year-round business, especially the Main Street area of Daytona Beach, in order to attract local residents, as well as tourists.
2. Improve the image of “Daytona Beach”. The cities, working in conjunction with the Chambers of Commerce, Convention and Visitors Bureau, Halifax Advertising Authority and others, need to improve the image of “Daytona Beach” to avoid the image of “MTV Spring Break”
3. Ensure oversight of survey and evaluation on the success of our efforts to attract new visitors.
4. Review and update regulations to attract targeted businesses, such as upscale restaurants and resorts. All cities and the county need to look at regulations to ensure that there is flexibility that will encourage targeted business, while curtailing activities that are detrimental to the redevelopment effort.
5. Research and actively pursue grants for façade and site improvements of existing targeted businesses within redevelopment areas.

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INFRASTRUCTURE *(summary from Page 10 of 12)*

The BRC identified a need to ensure that infrastructure is in place to support the redevelopment efforts of the cities. The term infrastructure consists of the built-environment necessary for provision of public services in sufficient supply. It also includes private and public facilities, such as parks, civic centers, entertainment venues and related uses that address the social and cultural needs of the residents and visitors to the beachside

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Recommendations (Infrastructure)

1. Implement “Complete” streets and improvements on all roads that serve as gateways to the beachside.
2. Expand opportunities in Daytona Beach E-zone by capitalizing and expanding opportunities with the Ocean Center, Peabody Auditorium, and Band Shell.
3. Improve pedestrian and bicycle access across Atlantic Avenue in all cities.
4. Coordinate the planning and permitting of improvements among the cities and county to obtain greater efficiency and effectiveness.

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FUNDING *(summary from Page 11 of 12)*

The BRC understood that funding is the critical element that is needed to ensure that private and public interests successfully work together to redevelop the beachside areas. Also, the BRC identified a need to find funding for the protection and preservation of existing residential neighborhoods. The recommendations identify a need for the infusion of “new” money, and emphasize that local governments need to work diligently to ensure maximum utilization of existing funding sources (ad valorem taxes, code enforcement fines, etc.).

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Recommendations (Funding)

1. Coordinate all legislative requests into cohesive items that can be supported by all three cities and the county.
2. Target funding sources for specific projects.
3. Support for the pending ½ cent sales tax for specific improvements to the areas infrastructure.
4. Allocate fees, fines and other monetary penalties collected by the cities and the county within the area for redevelopment efforts, with the focus on infrastructure improvements.



Questions?