John Albright Suggestions – January 2018

Beachside Redevelopment Committee

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/good condition 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 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. Main Street tenants say there is no marketing nor attention spent on Main Street that would present consistent programming of the area.

Priorities to Address Main Street/Beachside/Action Items:

1. 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.

2. Invest in striping crosswalks, additional lighting and signage to present a City that is concerned for safety and providing a pleasant experience. Hire landscape architect to provide a consistent design that will provide more attractive planters, trash receptacles, signage etc.
3. Hire a CRA manager/property management company to implement consistent event planning, market Main Street, coordinate with tenants, and bring needs and issues to relevant parties, i.e. code violations, safety concerns etc.:
   a. Design marketing materials - such as a tenant map with tenant locations
   b. Decorate for the holidays (wrap palm trees with lights, banners etc.),
   c. Encourage/Incentivize New Commercial restaurants
   d. Plan food truck events allowing possible “would be” restaurateurs’ to get to know Daytona Beach and spread the word through social media.
   e. Coordinate with Peabody and Ocean Center for events that would help support restaurants.
   f. More cultural events to activate the tourist area
      i. Art Festivals
      ii. Wine and Food Festivals
      iii. Music Festivals
      iv. Craft Beef Festival

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

5. Bury power lines: Moving utilities underground will enhance streetscape, reduce clutter and enhance services i.e., downed power lines during storms.

**Big Opportunity:**

1. Issue RFP to national real estate firms to evaluate and market City owned sites, such as the parking lot adjacent to the Peabody for a mixed use residential, retail and parking facility.
POOR LANDSCAPE/STREETSCAPE BLOCKS PEDESTRIAN CROSSING

LIGHTS ON TREES

REPLACE WITH MORE VIBRANT COLOR TRASH RECEPTACLES
CROSSWALK STRIPING

LIGHTS ON TREES

BURY POWER LINES TO REDUCE CLUTTER

PLANTERS BLOCKING PEDESTRIAN CROSSING

Photo taken: 1-7-18
PAINT CURBS
CROSSWALK STRIPING
REPLACE PLANTERS
REMVE FLAG POLES TO REDUCE CLUTTER
LIGHTS ON TREES

Photo taken: 1-7-18