

## **Thoughts and recommendations re. BRC.**

Because Daytona Beach is the flagship name of Volusia County's Beachside and because Daytona Beach is the area with the greatest need for redevelopment and improvement the committee should focus its recommendations on the core area of Daytona's beachside (area between Silver Beach and Seabreeze Blvds). Within that area special attention should focus on ISB and Main St. Three areas of focus within that area should be addressed: event management/image, neighbor hoods, and infrastructure.

**Event Management/Image:** Because an improvement to the "image" of the beach side in Daytona Beach is critical to attract the quality development desired and because Main Street has long been the center of special events. And because following the practices of the past 30 years has lead to the current condition, the condition that the committee is tasked to improve, a serious and dynamic change should be recommended to the Main Street area.

- The current policies and practices used to grant intenerate vending should be sunsetted within a 3 year time frame and replaced with a policy that incentivizes year round businesses. i.e. within 3 years no outdoor vending permits will be granting that are not attached directly and physically to an existing year round business.
- The repeal of article 17 to the City Charter that which, for all intents and purposes, eliminates or greatly reduces the effectiveness of many city codes during special events
- Incentivize the development of residential housing on the multiple counties owned parking lots surrounding the Main Street area.
- De-incentivize the use of vacant properties for temporary parking lots and itinerant vending operations. Increasing the tax base and improving the appearance of the area.
- Explore the possibilities of removing vehicular traffic form Main Street turning Main Street into a walkable promenade.
- Establish a marketing plan, using the county's several advertising agencies, promoting the idea that Daytona Beach is changing i.e. "Gives us a second look, we are changing for the good"
- Turn Breakers Ocean Front Park and the vacated Main Street approach into an Eco tourism attraction, remove the buildings and reestablish an area of Sand Dunes with sea oats and covered walks giving visitors a glimpse of what attracted people here in the first place, (OK, I know this one is a dream but it I had to put it in there)

**Neighborhoods:** because it is unrealistic to assume any meaningful redevelopment will occur without the stabilization and improvements of the surrounding neighborhoods it is imperative that the City of Daytona Beach:

- Initiate Pro Active Code Enforcement with Code enforcement officers attending neighborhood watch and community meetings working closely with the residents to bring violating properties into compliance
- Establish and make user friendly home improvement grants available to residents.
- Improve the appearance of the area by repairing sidewalks, curbs and paving streets.

- Establish a marketing/outreach program to seek out interested developers and incentivize the development of vacant residential lots.
- Delineated neighborhoods from commercial areas by identify specific neighborhoods (i.e. Surfside Village, etc.) and establish zoning requirements that protect the residential aspects of those areas with buffers to separated and better identify each neighborhood.

**Infrastructure:** Because the infrastructure of the core area of the Beachside in Daytona Beach is some of the oldest in area and as a result many of the streets, utilities and public areas are in need of upgrades and repairs. (other members of the committee will have more specific recommendations than I can provide)

- The ISB corridor as the primary gateway to the area should be the focus of improvements and incentives for timely development.
- Continuous extensions to time lines for approved developments should stop. These extensions leave areas of the ISB corridor vacant.
- The possibility of underground utilities for the ISB and A1A corridors should be explored and implemented if feasible.