

## Preliminary Input: Cumulative Issues by Theme

To	Ormond Beach CRA Update Steering Committee
CC	Steven Spraker, Julia Trulio, Becky Weedo, Brian Rademacher
Subject	CRA 2019 Update: Kickoff Mtg w Steering Committee RAW NOTES
From:	Pete Sechler
Date	May 8, 2019

All – Please find below our building list of input topics from our two meetings to date. This includes the combination of our Kickoff Discussion on March 28, as well as our follow up conversation on April 17. I have put the April 17 comments in **RED**.

I hope this serves as a starting point for your initial recommended Ideas & Actions for May 15.

### 1. Economic Development

- Does the city hall site have unmet civic, gathering space or economic potential?
- Critical Mass; included other activities (Restaurants? Hotel?)
- Inconsistent retailing hours: Retail often closes at 5pm; Restaurants until 12pm.
- Need MAIN STREET MANAGEMENT such as COMMON HOURS
- Do we have the right retail uses?
  - What uses are missing? Should we recruit certain businesses?
  - Painting/activity based retail (Recruiting)
  - Temporary / pop up / tactical urbanism
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- Is there a place of retail “critical mass” of “Place”?
- Need business to support jobs & bring family residential
- Don’t let pop-up retail impact local restaurants and brick and mortar shops
- Police station may move based on getting this emergency facility out of the evacuation zone
- Library: Do we need it? 3-5 year timeline until lease renewal?

### 2. Sense of Place & Appearance

- The bridge needs to be a connecting place. Lots of exercisers but no “pedestrians”.
  - Doesn’t look very appealing
  - “Brand the bridge”
  - “4 Corners Bridge District”
  - Rideshare hubs
  - “Exercise on the 4 corners”
- A new “Three Districts Nomenclature” coming from the Branding work?

- Gateway
- Downtown
- Beachside
- How to hold people here. Granada is a “thru-way”
  - What would create a reason to stop?
- Aesthetics of OHP & some buildings
- Better signs on the bridge
  - “changeable”?
    - Too many temporary signs
    - Not organized
    - A “gateway” sign
    - Signs at the “acceleration” side
- Use the bridges for visual branding (lighting, art, color)
- Two different downtowns (East & West of River)
- Safety and security – esp. panhandling
  
- Should we keep or abandon the Ocean, River, Creek Terminology?
  - Beachside
  - Downtown
  - Uptown

### 3. Arts & Culture

- Is Deland – A good comp? (17/92 thru downtown?).
  - Grenada – Highway during the day/usable at night
- Artwalk : first Saturday...Need more activities?!
- Not enough Activities:
  - Nothing to do
  - Who are we trying to attract?
  - Who are the target audiences?
- How to tell the story?
  - Museum Row
  - McDonald’s House – unmet opportunities
  - Historic and cultural tourism

### 4. Recreation and Open Space

- Where is the public realm?
  - How do we find it/create it and link it to community.
  - Big moves and pocket parks.
- 4 corners parks / coordination: Activities & Enhanced bridge exp. / Exercise / Par Course
  - Museum Row
  - Local destinations
  - Coord the 4 parks
  - Get floating docks
  - Ormond boat tour
  - Organized around parks & food on water
- Dog friendly / kid friendly
- “Choreograph” the “four corners” parks appearance and activity / uses
- Need a community center
  - Events and weddings

- Like the Brannon Center in New Smyrna Beach

## 5. Transportation and Circulation

- Public Parking in River District
  - Valet has helped
  - Not enough on-street and public parking
- Beach Side shopping center gets co-opted as public parking
  - People don't want to pay the beach fee
- Walkability
  - calmed traffic
  - cars too fast
  - sidewalks too small
  - can't cross the street
- Walkable access from the neighborhoods
  - "The Walk" feels long and difficult from virtually any public parking to destinations
- Livability
  - Need to encourage people to live downtown
  - Decrease regional traffic dependency
- Bikes & Scooter and other Micro-mobility
  - Access share program
  - Performing arts
  - Placemaking
  - Integration of public realm and private development destinations
  - Local circulation trolley would also help

## 6. Residential Neighborhoods

- Support downtown living – millennials

## 7. Standards & Regulations

## 8. Ensuring the Vision

- Paradigm Shift: The "Connected City"
  - Virtual
  - Micro Mobility
  - Experience based retail
  - Comfort/access/proximity
  - Authenticity

**END NOTES**