

CRA Update Plan – Report Outline / Draft of Recommendations

To	Members of Ormond Beach DSC
CC	Steven Spraker, Julia Trulio, Becky Weedo, Brian Rademacher
Subject	CRA 2019 Update: Discussion Ideas
From:	Pete Sechler
Date	June 18, 2019

In preparation for our meeting on June 26, we have organized all the input (and dot voting) to date into what we believe to be the topline areas of focus for future CRA efforts and the Plan Update . This memorandum begins with the Page 1 topline 'Big Ideas' that actually incorporate several areas of input. Following Page 1, we have a more detailed outline of ideas and focus areas that received the most input, organized by Theme. We look forward to review and refinement on June 26!

Summary Big Ideas: Looking at all the many recommendations and points of input, it appears that there are a few key ideas that touch multiple themes and seem to have very broad-based / consistent support.

- 1. Focus on The Bridge + 4 Corners Parks.** This may actually be two ideas, but they have been discussed in tandem as celebrating the open space and infrastructure that connects the city. Varied / coordinated activities at the parks and iconography of the bridge.
- 2. Leverage the full potential of The City Hall Site + Library + Church for community use.** It appears that the property is not fully utilized for public events, activities or private development potential. There are options for how to consolidate or reconfigure, and this should be an area of further study. This includes creating a fully functional community center.
- 3. Continue to work on Walkability, Traffic Calming and Access.** This means coordinated streetscapes, tactical opportunities for parking and higher character use of side streets, alleys and paseos as well as stronger markings for pedestrian crossings, traffic calming and marked bike facilities. This may also mean enhanced focus on 'micro-mobility' and trolley loop.
- 4. Expand Coordinated Events and Marketing.** This is already happening via Main Street and there are a few signature events (Celtic and River festivals), however, we can add more events, as well as find / create new VENUES for events (indoor and outdoor). We can also market / brand our subdistricts: Gateway, Downtown and Beachside (and bridge district?)
- 5. Development recruiting.** There are several uses including Hotel, Retail and Residential that are desired in the CRA. Candidate sites are available. Lucky's is an example of positive change.

Detailed top line input items listed by Theme, and as prioritized via DSC and Public Dot Voting.

Please find what we believe are the priority plan topics for the CRA based on input. These items would form the outline for the plan recommendations. In our May exercises, the (a) items received the most input and 'dot voting' in the steering committee and public meetings. Items marked with (b) also received meaningful 'dot voting'. Other items in the backup notes and exercises will be noted in the report, but they were not identified as prominently as 'top priorities' based on the voting.

1. Economic Development

- (a) Character Based Hotel
- (a) More Residential Downtown
- (a) More Events + Pop-Up Activities – find a place(s) to hold event
- (a) Marketing / Branding of the Districts: Gateway, Downtown, Beach (and Bridge District?)
- (b) Redevelop Key Underutilized Sites – business recruiting
- (b) Expand / Diversify Grants for Small Business
- (c) Consider Project Financing Options

2. Sense of Place & Appearance

- (a) Brand the Bridge as a unifying place: color, walking, biking, lighting, overlook?
- (a) Brand the Four Corners Parks, activities, open views / access to water, landscaping / amenities.
- (a) Enhance Sidewalks, Pedestrian Features (crossings, landscape shade, materials)
- (b) Enhance Wayfinding signage and graphics – remove 'clutter'
- (b) Food / Beverage opportunity on the water
- (c) Underground utilities

3. Arts & Culture

- (a) Develop a Community Events Center
- (a) Repurpose the Church Site per the current community study
- (a) Murals and Public Art
- (b) Live Music
- (b) Create a stronger Museum Row / branded experience
- (b) Refurbishment of the McDonald House as part of the Cultural tour (via grants)
- (c) Move some historic bldgs. – i.e. the Church? To create a grouping

4. Recreation and Open Space

- (a) Bridge+ 4 corners parks / Experience / Exercise / Par Course
 - o Coord the activities of the 4 parks
 - o Get floating docks
 - o Ormond boat tour
 - o Dog friendly / kid friendly
 - o Organized around parks & food on water
- (a) Need a community center
 - o Events and weddings; Like the Brannon Center in New Smyrna Beach
- (b) Incremental improvements: Swings, Shade, Pocket Parks

5. Transportation and Circulation

- (a) Public Parking in Downtown District – better / different use of City Lot?

- (a) Public / Shared Parking on Beach side?
- (a) Walkability Enhancements
 - o calmed traffic, including on side-streets
 - o Street graphics / Color for Bikes / Peds
 - o sidewalks too small...expand via easements?
 - o Mid-block crossing / mid blocks, esp. on Beachside
 - o Brand the key walking routes / paths
 - o Delete some dedicated right turn lanes for larger sidewalks
- (b) Bikes & Scooter and other Micro-mobility
 - o Access /ride share program
 - o Trolley Looper
 - o Jitneys
 - o Water Taxi

6. Residential Neighborhoods

- (a) Support downtown living – millennials
- (a) Mixed Use Zones in Dntn – clarify height / zoning / density / setbacks
- (b) Grants / Programs for neighborhood enhancement within CRA
- (b) Neighborhood walkability + traffic calming...access to Grenada Corridor

7. Standards & Regulations

- (a) Review / refine form-based code
- (b) Unify plant materials, materials and colors
- (b) Grants for business + residential
- (c) Code enforcement

8. Environmental Sustainability

- (b) Adopt a sustainability plan & campaign
- (b) Storm resiliency (new police/fire operations center helps)
- (b) Expand the Recycling Efforts, including glass and plastic bags
- (b) Expand urban tree canopy
- (c) Incentives for green bldgs.
- (c) Scheduled beach / river cleanups

9. Ensuring the Vision

- (a) Expand Main Street activities, events, programs and participation
- (b) Ongoing Advocacy Groups
- (b) Ongoing reporting / progress
 - o Paradigm Shift: The "Connected City"

END NOTES