



COMMUNITY CONVERSATIONS

CITY OF ORMOND BEACH,
FLORIDA

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INTRODUCTION

The Ormond Beach City Commission initiated a strategic planning process in April, 2015 that began with two community visioning workshops. Ms. Marilyn Crotty, director of the Florida Institute of Government at the University of Central Florida, designed and facilitated the process.

On April 18, 2015 and April 22, 2015 Ormond Beach residents, businesses, organizations, and other stakeholders were invited to workshops to share their hopes and dreams for the future of the city. Approximately 47 people attended the first workshop with another 68 attending the final session. While city staff were present at the workshops, their role was to observe and listen to the ideas generated by the participants.

At both workshops, the attendees were assigned to small groups in which they responded to questions posed by the facilitator. This report is a summary of the ideas that were generated with special attention to the emerging consensus on issues that was apparent at the workshops.

This information will be shared with the City Commission prior to their strategic planning session on May 12, 2015 and will provide community input to the goals, objectives, and priorities that the Commission establishes for the city.

COMMUNITY TREASURES AND VALUES

The participants were asked to identify the treasures and values of the city of Ormond Beach...the things that they love about the city and want to see continued, protected or improved. These might be physical places or intangibles like community character. For the April 18th workshop, there were seven small discussion groups with about 7 people in each group. On April 22nd, eight small groups formed with approximately 8 people per group. The responses have been grouped into seven categories (environmental, city facilities/infrastructure, values, qualities/characteristics, community assets, events/activities, government services) with the number in front of the item indicating the number of groups (15 groups total) that included this issue on their lists. A complete list of each small group's comments is included in Appendix A of this report.

PART I – Treasures and Values

What are the treasures and values of Ormond Beach...the things (whether physical places, or intangibles like community character) you love about the city and want to see continued, protected or improved? What would you want to ensure is preserved as Ormond Beach plans for the future?

Environmental

- (9) Rivers
- (9) Beach
- (8) Preservation of trees, canopy
- (6) The Loop
- (5) Preservation of open space/green space
- (3) Ocean
- (3) Environmental assets
- (3) Environmental preservation/awareness
- (2) Clean water
- (1) Conservation areas
- (1) Encourage nature-green
- (1) Full of natural Florida
- (1) True wildlife areas

City Facilities/Infrastructure

- (11) All parks
 - (5) Central Park
 - (2) Andy Romano
 - (1) Bicentennial Park
 - (1) 4 Corners Park
 - (1) Riverfront Park
- (9) Recreational facilities
 - (3) Tennis courts
 - (1) Sports complex
 - (1) Golf courses

- (1) Skate park
- (1) Recreation centers
- (3) Library
- (2) Ormond Beach Bridge improvements
- (1) Airport
- (1) City Hall
- (1) Road and utility improvements
- (1) Traffic layout – easy access
- (1) Boat ramp

Values

- (4) Transparency
 - Communication
 - No hidden agendas
 - Open government
- (3) Responsiveness
- (3) Involvement – Buy-in
- (3) Accessible
 - Commission
 - City staff
 - City Manager
 - Police
- (2) Fiscally responsible
- (2) Strong faith-based
- (1) Sense of family
- (1) Conservation
- (1) Advocacy
- (1) Pride in community
- (1) Representative
- (1) Citizenship

Qualities/Characteristics

- (9) Small town atmosphere
- (7) Appearance – beautification – landscaping
- (6) Safe – low crime rate
- (6) Friendly people
- (4) Cleanliness
- (4) Height limits
- (4) Citizen participation/input
- (4) Diversity
 - Age
 - Religion
 - Business
 - Economic base
- (4) Heritage/History
 - Timicuan

Birthplace of speed (2)

3 Chimneys

Spanish

English

Rockefeller

Ormond Hotel

- (4) Small businesses – family owned
- (3) Smart development – sensible, controlled growth
- (3) Family oriented
- (3) Volunteerism
- (3) Affordable – reasonable cost of living
- (2) Not too crowded
- (2) Historic preservation
- (2) Sense of community
- (2) Full of culture – fine arts
- (2) Good retirement place
- (2) Business friendly
- (2) Pro-active citizens and government
- (2) Civic character
- (1) Polite, considerate citizens
- (1) Signage restrictions
- (1) Pet friendly
- (1) Attractive to young people
- (1) Caters to needs of seniors – senior centers
- (1) Positive community spirit
- (1) Useable public spaces
- (1) Corridor appeal
- (1) Sophistication of Palm Beach without the stuffiness
- (1) Weather
- (1) Many different social groups
- (1) Central location
- (1) Veteran friendly
- (1) Laid-back
- (1) Easy access to water activities
- (1) Easy to get around
- (1) No racial problems
- (1) Low density buildings
- (1) Children and youth valued
- (1) Good government leadership
- (1) Quaint
- (1) Walkability
- (1) Multi-cultural
- (1) “Coming back home”

Community Assets

- (14) Historical sites

- (10) MacDonald House
- (7) The Casements
- (5) Ames House
- (5) Fire Station
- (2) 3 Chimneys
- (1) Sudan
- (1) Rigsby
- (1) Emmons Cottage
- (1) Pilgrim's Rest
- (5) Good schools
- (5) Art museum
- (4) World class residential neighborhoods – unique architecture, cool
- (4) Downtown revitalization
 - Incentives for refurbishing
- (3) Beach driving
- (3) No beach driving
- (2) Restaurants
 - (2) Billy's
- (1) Churches
- (1) 4 Corners of the bridge
- (1) Business Park
- (1) Good healthcare
- (1) Low income housing
- (1) Indian Mound/Bulon
- (1) Oceanside CC
- (1) AP building
- (1) Civic groups
- (1) Tomoka State Park
- (1) Farmer's Market

Events/Activities

- (7) Community events
 - 4th of July
 - Christmas parade
- (1) Parking for special events
- (1) Granada nightlife

Government Services

- (4) Recreation/Leisure Services
 - (4) Activities for seniors
 - (2) Activities for children
 - (1) Fitness activities
 - (1) Outdoors activities
- (3) Taking care of public places – preservation and maintenance of public property
- (1) Government services
- (1) Recycled water

- (1) Government on top of infrastructure provision
- (1) Good civic planning
- (1) Low taxes
- (1) Helpful police

VISION 2025

The second task assigned to the small groups was to discuss the City of Ormond Beach ten years from now. What will the city be like? What does it look like? What is it like to live here, work here, retire here? What kinds of economic activity take place here? The participants were invited to share their hopes and dreams for the future of the city. The responses have been organized into eight categories (environment, infrastructure, quality of life, government services/operations, development/redevelopment, economic development, historic preservation, and transportation) combining information from all the groups. The number in front of the item indicates the number of groups in both workshops (total of 15) that included this issue on their lists. A separate listing of the responses from each group is found in Appendix B.

Environment

- (7) Sustainability/conservation/environment with protection measures
 - Water use/reuse – available everywhere
 - Recycling
 - Solar (on public buildings and solar hot water), wind, and wave energy
 - Energy efficiency – leaders in green energy
- (3) Clean water - water quality in river would be improved
- (1) Environmental asset improvements
- (1) Pesticide/herbicide use
- (1) Increased awareness of, education, and control of environmental degradation with legislation
- (1) Environmentally friendly transportation
- (1) Preserve natural environment
- (1) Purchase more park land
- (1) Live oak replacement policy
- (1) No invasive plant species
- (1) Clean air

Infrastructure

- (7) Walkability
 - Lower speed limits
 - More crosswalks – better signed
 - Walkovers
 - Lower speed limits
 - Wider sidewalks
 - Enhanced pedestrian facilities
- (5) Better access to beach/waterfront
 - Develop beach access plan
 - Walkways

Driving available

(4) Underground all utilities

(3) Bridge lighting

(2) Traffic issues

Synchronized and computerized traffic lights

(1) Drainage

(1) Parking development downtown

(1) Additional bridge access to keep with population and emergency needs

Quality of Life

(3) Museums

Birthplace of Speed Museum (S.R., Perrot building)

Expansion of the educational museum corridor – city park at 3 Chimneys (Sanchez Park model)

(3) More events

Outdoor events

Increase cultural events to bring in people outside of the community (national, regional)

Special events for all ages including senior activities

(3) Created new, larger arts and civic center for increased creative community, arts, and youth programs; increased support for the arts

Community art district

(2) Livable community – community as a whole has earned designation as a livable community

(2) Affordability maintained

Affordable senior housing

(2) More dog parks/play parks

(2) Marina at Cassen Park with water taxis

(2) Lots of gardens

Community vegetable gardens

(2) Increase professional/international and competitive/higher level of youth sports –thriving youth sports/recreation

(1) No high rises on the beach

(1) Dog friendly beaches and businesses

(1) No dog friendly beaches

(1) Sufficient, affordable facilities for elder care

(1) Affordable medical care

(1) Higher standards, consistent

(1) Biking

(1) On weekends (1 day) one-way or loop/John Anderson to encourage pedestrian/bike-national news as a cultural event

(1) Preserve/improve beauty and quality of life – maintain sensible development (Main St.)

(1) Ethnic diversity

(1) More entertainment

(1) Beach driving continues

(1) No beach driving

(1) Housing for veterans

(1) Welcome (home-style) center for motorcycle and racing visitors (west of town)

- (1) That we not outgrow our village with uncontrolled growth
- (1) Recreation for senior citizens
- (1) Strong faith community
- (1) The first block of Riverside Drive would be part of Rockefeller Gardens, no cars!
- (1) Better acoustics in Senior Center auditorium
- (1) Community fire pit on the beach

Government Services/Operations

- (4) City-wide beautification/neighborhood improvement
 - Bridge beautification
 - Beautify concrete plant
 - Beautiful landscaping and trees including gateway, manicured
- (3) City-wide Wi-Fi
- (2) Technology
 - New technology; improve technology infrastructure
- (2) Code enforcement - universal
- (2) Eliminate “zombie” houses
- (1) Underground utilities
- (1) Government transparency on zoning and growth issues
- (1) Citizens involved in planning
- (1) Directive signage
- (1) Pension reform
- (1) Homeless shelter
- (1) Keep taxes low
- (1) Preserve neighborhoods with strict codes
- (1) Develop nature trail at 3 Chimneys
- (1) Maintain regulations on construction
- (1) Equitable use of services – parks, technology, drainage
- (1) More diversity in city leadership/departments
- (1) Maintain building height restrictions
- (1) Better communication from city to community with grant opportunities for private business
- (1) Better traffic control during large events (bike week)
- (1) City composting
- (1) Updated city website, FaceBook page, etc.
- (1) Conflict for developers on planning board
- (2) Blight – dilapidated sidewalks, parks
 - No blighted commercial/residential – hold owners accountable

Development/Redevelopment

- (3) North and South US 1 redevelopment – appearance, zoning – form and function
- (2) Continued improvements on W. Granada (US 1 to beach)
- (1) Promenade A1A – eliminate strip malls
- (1) Focus attention on older neighborhoods
- (1) South Nova Rd. redevelopment
- (1) Be annexation friendly
- (1) Smart growth – new development

- (1) Grants rejuvenate/landscape old houses
- (1) Take closed commercial properties and repurpose
- (1) Maintain current code
- (1) Control development to preserving small town atmosphere in the future
- (1) Redevelopment of old Ormond Beach
- (1) Better design control over new construction and remodels
- (1) Manage growth
- (1) Planned development: codes consist to promote aesthetic building and housing community height restrictions
- (1) Trailer park would be park or housing

Economic Development

- (6) The Crossings
 - New industrial development at the Crossings
 - Built
- (5) Downtown
 - Mixed use for downtown
 - Boutique hotels in downtown and district
 - Expand including Lincoln Rd.
 - Make downtown a place many come to shop, etc.
 - Pedestrian friendly, thriving – outdoor dining, small family owned businesses
- (4) Development of well-paying jobs
 - Grow new industry- high tech jobs, youth training
- (3) Encourage new businesses for clean development
- (1) Expand Ormond airport
- (1) Black owned businesses in Sudan Ave. – Collier Cir., Daniels Dr., Ike Hall Way, Postell Parkway
- (1) Pursue opportunities for higher paying jobs
- (1) Shops on the river/promenade
- (1) Vibrant support of small businesses (Artisans!- artists’ co-op, coffee hours)
- (1) Better use CDBG funds – use for downtown core
- (1) See a more vibrant Main St. like DeLand or Winter Park
- (1) Diverse economic base
- (1) Better visibility of visitor’s center – coordinated effort and result of resources in one place; better branding
- (1) Riverfront destination
- (1) Anchor projects
- (1) Get more direct flights to major cities in order to bring in more business
- (1) More restaurants on the river and ocean
- (1) One block on either side of Granada from Beach St. to US 1 would be little shops, cafes, etc. mixed use including housing
- (1) Trader Joe’s open in Food Lion building
- (1) Emphasis on vo/tech – not all students are college bound
- (1) Need for apprenticeships and internships

Historic Preservation

- (9) Enshrining as permanent (in code?) the protection and highest possible mainstream of historic properties; adding to them; making more of our colorful history' stronger historic preservation board
 - Take historic properties off the chopping block
 - Preserve our historic core city – historic art assets
 - Increase visibility
 - Save the character of the city
 - Historic sites and trees
 - 1st block of Riverside Drive – part of Casements – no cars
 - All historic buildings owned by city would be properly and beautifully maintained, including termite inspections
- (2) Renovate McDonald House and maintain tennis court and parking
 - A museum of Ormond Beach history at the MacDonal house to complete Museum Row
- (1) Maintain, enhance all treasures and values
- (1) Need fire house and use for public
- (1) Add AME church to list of historic buildings and preservation
- (1) Establishment of continued historic funds/increased

Transportation

- (4) Mass/public transit improvements
 - Including encouragement of education
 - More efficient public transportation for seniors
- (2) Light rail transportation to Orlando, etc.
 - SunRail
- (1) Granada Ave. trolley from A1A to I-95
- (1) Pressure for Fl East Coast Railway
- (1) Slow Beach St. traffic
- (1) Water taxis
- (1) Connecting bike paths – to other communities
- (1) More alternatives to vehicular transportation

CONCLUSIONS

Both community workshops were well attended with a mix of attendees. The diversity of the city was reflected in various dimensions: age, ethnicity, length of residency, etc. However, one common characteristic was evident and that was the love and passion the residents of Ormond Beach have for the city and their desire to see it continue as a wonderful place to live in the future.

There was no shortage of ideas generated and as the City Commission plans for the future, it is important that the Commission keeps in mind the identified treasures and values that the residents would like to see continued or improved upon. There was broad agreement upon the following:

- Historic sites

- The rivers
- The beach
- The trees
- City parks
- Community events
- The small town atmosphere
- The appearance of the city
- Safety in the city

While numerous suggestions were made for projects and programs to be initiated to create a desired future for the city, there was a great deal of consensus around a few topics. It is clear that the following issues were supported by many of the people in attendance at the workshops:

- Historic preservation
- Environmental sustainability
- Controlled development
- Appropriate economic development – completion of Ormond Crossings
- Downtown redevelopment
- Maintaining the small town feel
- Walkability
- City-wide beautification

The City of Ormond Beach has a rich history that is treasured by its residents. At the same time, the desire for a future that values the past is combined with an openness to new ideas that will make this wonderful community even better. The challenge ahead is to achieve a balance that will ensure continued success.

APPENDIX A

The treasures and values identified by participants who attended the Community Conversations workshop held on April 18, 2015:

Group 1

Beach driving
Historical sites
Central Park
Other parks
Golf courses
Tennis courts and soft courts
The Loop
Events and activities
Granada Nightlife
Ocean and River
Granada beautification
Traffic layout
 Easy access
Polite, considerate citizens
Fitness and recreational opportunities
Preservation of trees (oaks)
Airport
Quality of life and values
Weather
Cleanliness
Not too crowded
Churches
Good schools
Skate park
Sports complex

Group 2

Recreational facilities
Sense of family
Maintain height limit
Parks and beautification
Smart development
Historic preservation
 MacDonald House
 Fire House
 Ames House
Beach and riverfront
First class facilities

Government services
Citizen participation
“4 Corners” of the bridge
Safe neighborhoods
Community events
Diverse population – age
Environmental assets
Business diversity/business park

Group 3

Appearance – landscapes – developers need to provide more than minimal landscaping
Height limitation of buildings
Signage restrictions
Excellent facilities for recreation
Preservation of historic buildings – MacDonald House, Ames Building, Firehouse
Advantage of recycled water – expand where possible
Tweaking of road and utility improvements
Preserve ‘green space’
Intrinsic Values:
Fine quality of life
Family oriented
Pet friendly – parks must be maintained
Responsiveness of government
Attracting young people to area
Efforts to be fiscally responsible
Cater to needs of elderly (senior centers)
Strong faith-based community
Openers to citizen input

Group 4

Architecture:
History – MacDonald House, Ames, etc.
Heritage: Timucuan, Speed 3 Chimneys
Spanish, English, Rockefeller
Parks, open spaces, recreation, boating
Unique natural beauty: 2 Rivers, ocean, trees and conservation areas
Residential neighborhoods: world class
Efficient responsive government
Volunteerism, positive community spirit
Sense of place “small town” atmosphere
Senior citizens and children – leisure activities

Group 5

Treasures:
Beach
Tennis courts, recreation areas, parks

Historical buildings: Fire House, MacDonald, Casements
Encourage Nature – Green
Central Park
Bicentennial Park
Senior activities

Values:
SHFE (teen) lack of crime
Transparency government – communication
Conservation
Involvement, advocacy
Small town atmosphere
Well ordered, clean
Diverse economic base
Good quality schools

Group 6

River access – beaches
Parks and public – leisure services
History – old buildings
Library and museum
Public space – useable
Walk around town – small town atmosphere w safety
Small business owners
Events – Holidays -4th July, Christmas parade
City officials' responsiveness
Expand beachside
Corridor appeal (derelict Food Lion)
Transparency – no hidden agendas
Environmental and historic preservation

Group 7

Small town feeling – quality of life
History of Ormond – Casements, Ormond Hotel, Birthplace of Speed, *keep historic buildings
Outdoor recreational opportunities
Open spaces/full of natural of FL
Sophistication of Palm Beach w/o stuffiness
Affordable
Family friendly
Small town but full of culture
True wildlife areas and need to maintain
Sensible development and need to maintain that pattern
Good public school system
Parks (especially Central park) Andy Romano Park
Beach and River (Tomoka, Halifax)
Volunteer opportunities

Library/City Hall/OB Bridge

The treasures and values identified by participants who attended the Community Conversations workshop held on April 22, 2015:

Group 1

Loop

MacDonald House

Not driving on the beach

All historic buildings

Beautiful landscaping medians

Downtown being revitalized

Sport fields

All parks

Different social groups and many

Water, trees, natural environmental beauty

Geographic location (centrally located)

Children and senior activities

Cultural events (diverse and numerous)

Restaurants

Values:

Friendly people

Open government

Great place to raise a family (retire too)

Veteran (military) friendly

Reasonable cost of living

Strong faith-based community

Government on top of infrastructure

Physically clean community

Pride (proud) of community

Fiscally responsible

Attorneys' willingness to work with non-profits

City business friendly

Seeking citizen input

Government and citizens are pro-active

Group 2

Crime rate low

Good civic planning

Small town feeling

Friendly

Physical beauty (landscaping)

Affordability

Friendly, accessible city staff, manager, and police

Historic districts – Sudan, Rigsby school, historic buildings (Casements, MacDonald House,

Three Chimneys)

Laid back pace
Cleanliness
Easy access to water activities, Parks
4 Corners Park/Central Park
Trees, tree canopies
Scenic loop and trail
Active citizens
Volunteerism
Ormond Art Museum
Active and growing downtown

Group 3

Save MacDonald House/preserve (history)
Natural environment
Quiet beachfront
River/ocean/loop
Easy to get around
Simplicity/not congested
Unique architecture/neighborhood
Small business/local
Small town feel
Clean water
No racial problems
Safety – low crime
Good healthcare
Sports – Youth and families
Over 40 parks
Low taxes
Controlled growth
Beauty

Group 4

Loves retirement
Taking care of public spaces
Business friendly
Beach/beach access
Parks
Friendly
History
Ames House
MacDonald House
Recreation Centers
 Fields, Adult Programs
Low income housing
Open city commission
Fine Arts

Sense of community
Special events
Low density building
Trees
Coming back home to Ormond
Preserving nature
Values:
Need city commission representative of its constituents/voters
Want to talk to representative
Citizenship
Preserve public properties – maintain
Children/youth are valued
Community involvement
Neighborhood watch
We are a very blessed community!

Group 5

Treasures:
Nature/preservation
River
Beach/parking
Recreation – facilities
Free canopy
Parks
Downtown/redevelopment
Bridge – improvements
History
Small town feel
Casements
Good education/schools
Safety and security/good police/fire
Community-wide events
Diversity/religions
Family
Child recreation/playgrounds
Beauty/sunsets/sunrises
Friendliness
Building height restrictions
Historical buildings
Small town feel

Group 6

Library/Tennis Center
Indian Mound/Bulon
Beach/parks/landscapes
Historic places – Pilgrims rest

MacDonald/Ames/Casements
Billy's
Art museum – civic character
Oceanside CC
River/riverfront park
Loop
Central park/outdoor rec
3 Chimneys
AP Building
Civic groups
Values:
Sense of history
Strong community buy-in involvement
Low crime/safety
Strong civic sense
Good government leadership

Group 7

Access to the beach (driving)
Preserve historic (sites, buildings)
 Casement and campus
 MacDonald House
 Fire station – preserve The Loop
Ames House – canopied streets
Ormond Museum and Gardens
Billy's Tap Room and Gaslight Shoppes
Height restrictions on new construction
Family owned businesses
Keep downtown (hometown) feel (atmosphere)
Keep parks and recreation maintained
Keep our "Tree City USA" going
Landscaping and improvement to gateway
Special events – 4th July/.....
Parking for special events, businesses, bridge
Incentives for refurbishing buildings
Community involvement
Keep Ormond quaint

Group 8

Historic sites
Trees
Beach!
River
Friendliness
Restaurants
Community feeling

School system
Environmental awareness
Art museum
Walkability
Tomoka St. Park
Accessibility of city government
Events/festivals
Multicultural
Playgrounds/sport fields
Small shops
Farmers market
Boat ramp
Parks
Cool neighborhoods
We feel safe here
Helpful police
Andy Romano Park
What should be preserved?
Historic buildings
MacDonald House!
Casements campus
Art museum and gardens
Fire station
Emmons cottage
Non-driving beaches!
Driving beaches in some areas

APPENDIX B

VISION 2025

Vision for the City of Ormond Beach in the year 2025 as described by the small discussion groups on April 18, 2015. Items highlighted with an asterisk in front of them are the priorities each group designated for the future.

Group 1

***Renovate McDonald House and maintain
Tennis court and parking**

***Encourage new businesses for clean development**

***Develop a beach accessibility plan**

Government Transparency on zoning and growth issues

Citizens involved in planning

Lite rail transportation to Orlando, etc.

Granada Ave. trolley from A1A to I-95

New industrial development at The Crossings
Expand Ormond Airport
Livable community

Group 2

*Focus attention on older neighborhoods

*Enhance pedestrian/bike facilities

*No high rises on the beach

Future traffic issues

Black owned businesses in Sudan area

Collier Circle

Daniels Drive

Ike Hall Way

Postell Parkway

Dog friendly beaches and businesses

Continued improvements on W Granada (US1 to beach)

Birthplace of Speed Museum (S.R. Perrot Bldg)?

Directive signage

No dog friendly beaches

More outdoor event venues

Pursue opportunities for higher paying jobs

Ormond Crossings

North and South US1 redevelopment

South Nova Rd. redevelopment

Group 3

Emphasis on no/tech – not all students are college bound

Need for apprenticeships and internships

Mass transit improvements

Pressure on FL. East Coast Railway

Sufficient, affordable facilities for elder care

Pension reform

Affordable medical care

Increased awareness of and education and control of environmental degradation with legislation

Continued improvement of US1 – appearance, zoning

Be annexation friendly

Top 3:

*Emphasis on vo/tech training. Not all kids are college bound. Need for apprenticeships and internships

*Affordable medical care including sufficient, affordable facilities for elder care (pet friendly)

*Control of environmental degradation with legislation

Group 4

Maintain, enhance all treasures and values above commercial property filled and thriving, redevelopment

US1 and SR 40 form and function - \$ attraction
Smart growth – new development
Beach access - walkways
Ormond Crossings Business Park built!
Higher standards, consistent, biking!
Energy efficiency, water resources

Top 3:

*Maintain all treasures and values (Part I – eight categories) sense of permanence and predictability

*US1 & SR 40 Corridors

Form (beauty, aesthetics, new business, Ormond Crossings)

Function (logistics, traffic)

*Smart Growth

Standards commercial, residential

Energy, renewable

Water conservation

Biking

Beach access

Group 5

Several members of this group left the workshop during the break, so the remaining members joined other groups for this discussion

Group 6

Need Fire House and use for public

Taking these properties off the chopping block

*Enshrining as permanent (in code?) the projection and highest possible mainstream of historic properties. Adding to them. Making more of our colorful history stronger historic preservation board.

*Sustainability/conservation/environment with protection measures

Water use/reuse

Recycling

Solar (on public buildings and solar hot water)

Pesticide/herbicide use

*Walkability/public green space/pedestrian bike safety (lanes, barrier, bike paths!)

Slow beach street traffic – Jacksonville

Shops on the river/promenade

More sidewalks (John Anderson)

Underground wiring

Vibrant support of small businesses (Artisans! – artists co-op, coffee house)

Vacant/blighted buildings in core

Better use CDBG \$ - use for downtown core

Blight – dilapidated properties, sidewalks, parks

Public transit – including encouragement of education

On weekends (1 day) one way or loop/John Anderson to encourage pedestrian/bike – national news as cultural event
Vacant houses/business care
Homeless shelter
Grants rejuvenate/landscape, old houses, to increase walkability
Conflict for developers on planning board
St. Augustine
Jacksonville/Atlantic/Neptune Beach
Beaufort
Deland

Group 7

Architectural/physical – natural
Preserve/improve beauty and quality of life – maintain sensible development (Main St.)
Walkability to enjoy town
 Draws a younger crowd
 See a more vibrant Main St. like Deland or Winter Park
Mass transit improvement
 Ethnic diversity
 Diverse economic base
 (Silicon Valley model) non-service oriented
 Affordability maintained

Vision for the City of Ormond Beach in the year 2025 as described by the small discussion groups on April 22, 2015. Items highlighted in yellow are the priorities each group designated for the future.

Group 1

Vision:

*The existence of Ormond Crossings

*City-wide Wi-Fi

*No blighted commercial/residential (hold owners accountable)

A museum of Ormond Beach history at the MacDonald House to complete Museum Row

Environmentally

 Friendly transportation and utilities

Better access to water front

 Tamoka inland/ Halifax waterways

Bridge lighting

Synchronized and computerized traffic lights

Better visibility of visitor center

 Coordinated effort and result of resources in 1 place

 Better branding

More dog walk/play parks

Development of well-paying jobs

More entertainment

Group 2

Priorities:

Environmental asset improvements

Reused water, underground utilities

Green energy

Grow new industry –

Complete Ormond Crossings, high tech jobs, youth trainings

Created new arts and civic center for

Increased creative community, arts, and youth programs

Preserve our historic core city

Historic arts assets

Improved walkability

Neighborhoods preserved with strict codes

Keep taxes low

Finish development of Ormond Crossings

High tech jobs

Clean industry

Keep historical areas and buildings (added to National Register)

Welcome (home-style) center for motorcycle and racing visitors (west of town)

Become leaders in green energy

New larger arts and civic center

Revised water available everywhere

Increases support for the arts and creative community with programs for youth

Improve technology infrastructure

Preserve neighborhoods with strict codes

Increased walkability in the city center – bigger sidewalks, side walk cafes, less traffic hazards

Marina at Cassen Park with water taxis

Beach driving continues

No beach driving

Underground all utilities

Extend Hand Avenue

Group 3

*Preserve history – buildings, residents

*Mixed use for downtown

*Riverfront destination

*Bridge beautification

Promenade A1A – eliminate strip malls

Beautify concrete plant

Widen sidewalks

Preserve natural environment

Clean river water

Housing for veterans

Water taxis

Limited marina

Shared parking
Railroad – Sunrail (tourist)
Develop nature trail at 3 chimneys
Eliminate Zombie Houses
Beach access
Boutique hotels in downtown and district
Maintain current code
Take closed commercial properties and repurpose
Academic (art, music) center in downtown
Anchor projects

Group 4

Future plans:

*That we not outgrow our village with uncontrolled growth
*Control development to preserving small town atmosphere future
*Tech Company to attract young workers/families
*Add AME Church to list of historic buildings and preservation
Maintain regulations on construction
Museums
Increase historic preservation – gain visibility
Small beachfront parks with small parking/bathroom/shower
Establishment of continued historic funds/increased
Purchase more park land
Equitable use of services – parks, technology, drainage
Code enforcement
More lights (by AME Church and on the corner of Live Oak)
Drainage
Connecting bike paths – to other communities
Increase professional/international competitiveness/higher level of youth sports

Group 5

*City-wide beautification/neighborhood improvement (not just Granada area)
 Universal code enforcement
*Expand downtown economic development including Lincoln Road
 Parking development
 Make downtown (A1A to Orchard) a place many come to shop etc.
*More diversity in city leadership/departments
 Maintain building height restrictions
Better communication from city to community with grant opportunities for private business
Get more direct flights to major cities in order to bring in more business – more jobs in the community
Lobby bullet train to I4
Affordable senior housing
 Recreational for senior citizens
Clean manufacturing coupled with training

Group 6

*Community as a whole has earned the designation as a livable community
Redevelopment of old Ormond Beach

*Save historic sites to save the character of the city

*Additional bridge access, to keep with population and emergency needs – includes bridge lighting

More efficient public transportation for seniors

More attractive for economic development

Expansion of the educational museum corridor

City park out Three Chimneys (Sanchez Park model)

Light the Granada Bridge

Marina at Cassen Park

Community art district

Walkable downtown

Promotion of solar and wave energy, and wind

Better traffic control during large events (Bike Week)

Increase cultural events to bring in people outside of the community (national, regional)

Better design control over new construction and remodels

Group 7

*Historical city sites and trees

Thriving recreation, youth sports

*Manage growth

Infrastructure should grow with population (Police, fire, schools, roads)

*Beautiful landscaping and trees including gateway, manicured

Environmental friendly (Clean water ways, Clean air)

Lots of gardens

Pedestrian friendly, thriving downtown with outdoor dining and small family owned business

Underground utilities

Planned development: codes consist to promote aesthetic building and housing community with height restrictions

Public transportation connecting mainland to beach

Access to beach and driving available

Small quaint town with special events for all ages including senior activities

Strong faith community

Group 8

*Walkability

Lower speed limits

More and better crosswalks

More outdoor dining

*Historic preservation

1st block Riverside drive part of Casements/no cars

*New technology

Underground utilities

Citywide Wi-Fi

Walkability

More alternatives to vehicular transportation

New dog parks

More walkability on Granada

Lower speed limits

More crosswalks – better signed

Walkovers?

More outdoor dining

Historic preservation

New tennis building on beachside

New clay courts

MacDonald House is historic museum

Firehouse tenants include Historic Society, Ormond Beach Main Street, etc.

The first block of Riverside Drive would be part of Rockefeller Gardens. No cars!

All overhead wiring will be put under ground

Trailer park would be park or housing

Water quality in river would be improved

There would be more restaurants on the river and the ocean

One block on either side of Granada from Beach St. to US1 would be little shops, cafés, etc., mixed use including housing

All historic buildings owned by city would be properly and beautifully maintained, including
Termite inspections

No more zombie homes in Ormond Beach

Citywide Wi-Fi

City composting

Updated city website, FB page, etc.

Community vegetable gardens

No “big box” stores in downtown

Trader Joes open in Food Lion building

Or Food Lion building becomes mixed use

Live Oak replacement policy

No invasive plant species

Better acoustics in Senior center auditorium

Community fire pit on the beach