



AS WE SEE IT the mayor and commissioners have made significant progress this year in addressing many difficult issues and have done so with a greatly increased emphasis on transparency and public participation. December is Strategic Planning month and the opportunities for our opinions to be noted and acted upon have never been greater.

To that end please read the Coalition 2020 priority list including supportive strategies. Let us know what you think and if there are any initiatives we should add.

Our top four priorities are:

- *Preserving the historic areas of New Smyrna Beach*
- *Protecting and expanding the city's small, one-of-a-kind businesses*
- *Leveraging current city assets to support robust economic development*
- *Defining development in a manner consistent with our small-town image*

Your responses will be shared with the City Manager, the Planning Director, the Mayor, and our four Commissioners. Hopefully many of you have also been involved in listing your personal choices for city goals during the public participation sessions at the Brannon Center. The City Commission's Strategic Planning Workshop will be held in the Commission Chambers between 9AM and 4PM on December 12th.

Supporting Strategies:

Preserve the historic areas of New Smyrna Beach

The core is viewed as all sections of the community, both commercial and residential, that have a preponderance of structures that were built before 1960. Historic references both ① those areas that have state and/or national recognition and ② those that are recognized locally as having an historic character.

Supporting Strategies:

- ✓ City grant assistance for historic homes that are falling into disrepair whose owners do not have the finances to repair them.
- ✓ Streamline the permitting processes for renovation of homes that are of an historic nature. Ensure cooperation across departments to better facilitate renovation projects.
- ✓ Develop new neighborhood compatible signage and outside lighting standards.
- ✓ Seek neighborhood support through grassroots efforts for the creation of a neighborhood compatibility ordinance; one that rather than being draconian is supportive of local character perpetuation.
- ✓ Correct discrepancies in neighborhood zoning as shown in the Comprehensive Plan and on city maps and adjust land development regulations that are inconsistent in all historic areas.

Protect and expand the City's small, one-of-a-kind businesses

Supporting Strategies:

- ✓ Lower the height and density limits in the Canal Street Historic District to match those in the Flagler Avenue Historic District to three stories. Include adjacent historic neighborhoods in the height and density limits.
- ✓ Declare both the Canal Street and Flagler Avenue Historic Districts as well as the adjacent historic neighborhoods to be franchise free zones.
- ✓ Support the Economic Development Department in its recommendations for ① a Small Business Desk at City Hall and ② a new zoning overlay district on US 1 to create support industries for local businesses.
- ✓ Hold Workshops for small business owners and the owners of buildings housing small businesses to help them create retail diversity and sustainability. Place special emphasis on multiple use models for many Canal Street businesses; already being modeled in the Tabby House project.

Strengthen Economic Development by leveraging our current municipal assets

Supporting Strategies:

- ✓ Be proactive in identifying businesses that would grow our existing small businesses. Develop a plan to incubate these small industries especially in the US 1 corridor.
- ✓ Work more closely and more proactively with the Southeast Volusia Advertising Authority to emphasize all of our city's assets as opposed to a total beach focus.
- ✓ Discourage low-end, large hotels and be proactive in seeking developers willing to invest in small, boutique, one-of-a kind hotels and B&B's.
- ✓ Start a dialog with Advent Health to develop a vision for a health park in conjunction with a new hospital. Explore health-related industries to locate in our city.
- ✓ Consider using UC-owned land for true workforce housing in a private/public partnership arrangement.
- ✓ Assist the Marine Discovery Center in expanding its educational programs and seek satellite campuses with area universities to use this facility for marine science programs.
- ✓ Continue to support our airport expansion and be proactive in recruiting space age technical schools and related industries to this site.

Development that supports the vision of a city that is economically robust; environmentally responsible and socially engaged.

Supporting Strategies:

- ✓ Develop a clearly articulated plan that has been shared with the citizens of our city for each zone identifying projects suitable for each section.
- ✓ Be proactive in engaging developers willing to work with the Planning Department to fulfill the articulated vision developed by the Planning Department.
- ✓ Consider Florida's coastal communities' challenges from rising seas to be an opportunity to engage local architects and developers in creating new designs for flood plain development and innovative strategies to insure clean water and a pollution free lagoon.
- ✓ Seize the opportunity provided by State government in its opposition to septic tanks and the subsidies for removal to develop plans that developers can use for decentralized wastewater treatment systems and for new entrepreneurs to create programs for removing existing septic tanks.