



2020 STRATEGIC PLAN

CITY OF NEW SMYRNA BEACH

DRAFT

2020 Strategic Plan

Communication & Trust

- More specific Commission workshop sessions on these identified strategic topics
- Newly created city website launched Feb. 20, 2020.
- Develop a Community Survey for benchmarking.
- Facilitate stronger engagement and participation in Westside neighborhood community involvement
- Facilitate constructive public involvement regarding development west of I-95, balancing community issues
- Provide options for Virtual Town Halls via Social Media / Livestreaming.
- Interactive City Map (story map) of current Private and Public Developments.
- Measure and Document Social Media and Community Participation.
- Promote Diversity participation, all demographics at public events.
- Maintain and build the Email Database

Quality of Life Measures

- Clear metrics for essential City Services Performance ; (police / fire calls, traffic safety, utilities, build permits, etc.)
- Develop Clear Metrics for identified Quality of Life / Character factors (such as: historic buildings, tree canopy coverage, park acreage, utilization of community facilities, etc)
- Develop a strategic working group and partnerships regarding homeless issues, services and peer city success models.
- Develop long range plan for Administrative Office Building site.
- Develop programs to support local businesses and/or 'live where you work' programs.
- Develop long range plan for Conservation Lands (Turnbull Creek Lands & Existing Lands)
- Explore needs to bring additional community services to the western (195) neighborhoods.

Growth Management

- Consider a SR 44 Corridor Plan to address commercial development and character along the corridor.
- Update the land development / zoning code (LDC), particularly examining several issues
 1. Residential and neighborhood design standards, especially for new western development
 2. Required open space and community service elements.
 3. Building Form (including height) as opposed to Density measures
 4. Commercial design, site planning and buffers
 5. Parking requirements
- Develop a working group on Attainable Housing.
- Proactively manage western growth through comprehensive planning, LDR amendments and partnerships between land owners, city and agencies.
- Engage the UC through increased collaboration for strategic and planning initiatives.

Environment & Resiliency

- Evaluate resiliency strategy for Coastal flood areas.
 1. Examine current base flood elevation projection data and consider what appropriate standards should be for new construction elevation.
 2. Identify opportunities for stormwater storage as well as stormwater flow so that potentially flood prone areas have less risk of long-term inundation.
 3. Focus work efforts on inboard areas with highest probability for flooding and prolonged inundation.
- Explore opportunities for enhanced stormwater treatment and Best Management Practices.
- Develop BMP programs for low impact development, rain gardens, native plants and other techniques to address water quality and stormwater impacts.
- Update Stormwater Master Plan to explore opportunities for regional stormwater management facilities.
- Promote a Culture of Environmental Sustainability in NSB.

Transportation & Circulation

- Enhance Roadway Character and livability.
 1. Promote pedestrian, bicycle and character enhancements to state and county roads
 2. Identify opportunities for new local street sidewalk and bicycle enhancements.
 3. Pursue opportunities for local street and network connections.
 4. Explore opportunities for Traffic Calming techniques city-wide where requested.
 5. Accept a measure of congestion and slow speeds in exchange for safety, beauty and walkability.
- Develop comprehensive solutions to Parking
 1. Examine opportunities for 'park once' districts that allow for efficient parking and access to multiple locations.
 2. Create designated loading zones for the historic retail main streets.
 3. Explore partnerships for shared use parking facilities.
- Develop projects for multi-modal mobility.
 1. Develop program to implement Ride Share (Bike Share and Scooter Share).
 2. Continue to develop Local Shuttle to serve the Loop.

ACTION TYPE:

- TECHNOLOGY
- ADMINISTRATIVE
- SOCIAL
- CONSTRUCTION