



FLAGLER BEACH CRA GOALS AND ACTIONS

GOAL 1: Overall Redevelopment: Establish downtown Flagler Beach as a focal point for the community and attract visitors from the entire region.

NARRATIVE: This goal encompasses several objectives that should be met as well. The first of those objectives is:

Objective 1.1 Implement the Downtown Master Plan and Architectural Design Guidelines through streetscaping and roadway design by 2010.

The City CRA Board has already approved Phase II of the downtown utility undergrounding and streetscaping to encompass from where the Phase I left off, to South 5th Street. In addition, Stormwater drainage shall be implemented in that area concurrent with the other project work.

TARGET COMPLETION DATE:

Immediate actions- September 30, 2008

Phase II project completion- September 30, 2010

ACTIONS:

Immediate

1. Coordinate with FPL, BrightHouse Networks and Bell South to do the engineering necessary for the utility undergrounding to include starting the project on or before September 30, 2008
2. Coordinate with Quentin Hampton the engineering and proposed project budget for the entire implementation of Phase II. Have the project bid out and work started on or before September 30, 2008.
3. Apply for Federal Highway grant dollars commencing in December of 2007.

Project Completion

1. Coordinate all grants, TIF and any other funding sources to ensure the project continues to move forward and is implemented and closed out by September 30, 2010.
2. Work closely with City Engineer, Utilities and contract Engineer to coordinate all project work.

Department(s) Responsible for Implementation:

CRA Director, City Engineer, Finance Director.



FLAGLER BEACH CRA **GOALS AND ACTIONS**

GOAL 1: Overall Redevelopment: Establish downtown Flagler Beach as a focal point for the community and attract visitors from the entire region.

NARRATIVE: This goal encompasses several objectives that should be met as well. The first of those objectives is:

Objective 1.2 Encourage additional civic activities and community events in the downtown area by continuing to bring special events and music downtown and involving the community stakeholders as an ongoing process.

The City Commission has already approved the Tentative Schedule for the next year's Concert in the Park Music Series. Funding and coordination of these events will be limited to mostly 3 hour events in conjunction with the merchant's First Fridays. The Chamber of Commerce and other entities are very much involved in partnership with the City to make these events a success. If attendance and popularity grow, possible changes may need to be made to accommodate the events on a Saturday and extend the hours of duration.

TARGET COMPLETION DATE:

Ongoing- September 30th of each Fiscal Year.

ACTION:

Staff will explore new opportunities of partnering with other organizations to bring more events to the downtown with the goal of one new event per year as a target.

Department(s) Responsible for Implementation:

CRA Director, Recreation Director



FLAGLER BEACH CRA GOALS AND ACTIONS

GOAL 1: Overall Redevelopment: Establish downtown Flagler Beach as a focal point for the community and attract visitors from the entire region.

NARRATIVE: This goal encompasses several objectives that should be met as well. The first of those objectives is:

Objective 1.3 Maintain and enhance existing development and encourage an additional 15% development of undeveloped or underdeveloped property in the CRA through the use of the Redevelopment Grant, Landscaping Grant.

TARGET COMPLETION DATE:

September 30, 2008

ACTION:

1. Create a Landscaping Grant Package by September 30, 2007 for implementation on October 1, 2007.
2. Market both Landscaping and Redevelopment Grant packages to the CRA through personal, mail and electronic communications with the goal of all allocated budgeted dollars to be expended by September 30, 2008.

Department(s) Responsible for Implementation:

CRA Director



FLAGLER BEACH CRA **GOALS AND ACTIONS**

GOAL2: Overall Image Goal: Increase the visibility, identity and unity of the downtown through physical design, promotion, uniform store hours and improved signage on an ongoing basis.

NARRATIVE: This goal encompasses several objectives that should be met as well. The first of those objectives is:

Objective 2.1 Hire a Consultant to perform a Market Study and identify recommendations for business retention and/or expansion opportunities, marketing targets for new business recruitment, and implement the Study findings by 2009.

TARGET COMPLETION DATE:

September 30, 2009

ACTION:

1. Create an RFQ for a Consultant to perform the Market Study in coordination with the results of the Financial Feasibility Study and Redevelopment of Block 9 project results as desired by the City Commission by July, 2008.
2. Begin to implement the Market Study findings in August of 2008 with a completion target date of September 30, 2009

Department(s) Responsible for Implementation:

CRA Director



FLAGLER BEACH CRA **GOALS AND ACTIONS**

GOAL 2: Overall Image Goal: Increase the visibility, identity and unity of the downtown through physical design, promotion, uniform store hours and improved signage on an ongoing basis.

NARRATIVE: This goal encompasses several objectives that should be met as well. The first of those objectives is:

Objective 2.2 Promote a unified advertisement campaign for downtown retailers by 2008 by establishing a Welcome Packet and Business Directory in partnership with other organizations

TARGET COMPLETION DATE:

September 30, 2008

ACTION:

Seek input from the Economic Development Task Force, the Chamber and local businesses in order to develop a unified marketing campaign for the CRA for presentation and approval from the CRA Board on or before September 30, 2008.

Department(s) Responsible for Implementation:

CRA Director



FLAGLER BEACH CRA **GOALS AND ACTIONS**

GOAL 2: Overall Image Goal: Increase the visibility, identity and unity of the downtown through physical design, promotion, uniform store hours and improved signage on an ongoing basis.

NARRATIVE: This goal encompasses several objectives that should be met as well. The first of those objectives is:

Objective 2.3 Construct “Welcome to the City of Flagler Beach” signs by 2008.

TARGET COMPLETION DATE:

September 30, 2008

ACTION:

Begin October 1, 2007 to work with FDOT to see how we can implement a welcome sign within the CRA boundaries with an implementation date of on or before September 30, 2008.

Department(s) Responsible for Implementation:

CRA Director



FLAGLER BEACH CRA GOALS AND ACTIONS

GOAL 3: Overall Land Use Goal: Foster a diversified economic base and the efficient use of land in the downtown.

NARRATIVE: This goal encompasses several objectives that should be met as well. The first of those objectives is:

Objective 3.1 Encourage the preservation and restoration of buildings of architectural significance through the review, adoption, and enforcement of a design, in accordance with the Downtown Master Plan.

Policy 3.1.1 The CRA Agency shall encourage the renovation of buildings to promote commercial office and residential facilities within and around the designated CRA.

Policy 3.1.2 The CRA Agency shall encourage and promote the necessary analysis and studies of Land Development Regulations required to ensure that property located within its boundaries can be redeveloped to its best potential using the mixed use redevelopment concepts within the Master Plan and within the Design Guidelines adopted.

Policy 3.1.3 The City shall promote and encourage redevelopment of substandard or deteriorating housing through code enforcement and the creation of Ordinances that are specific and related to the overall aesthetic harmony within its boundaries.

TARGET COMPLETION DATE:

Ongoing

ACTION:

Continue to work closely with the PAR Board, Building and Zoning Department, and Code Enforcement Departments to ensure redevelopment occurs in accordance with the CRA plan and the Downtown Master Plan/Design Guidelines. A continued review of current Ordinances and Land Development regulations shall be done, commencing with a review of the relationships between the Master Plan and the Comprehensive Plan in August of 2007 to be completed by November 30, 2007.

Continue to encourage additional restrictions within the CRA by enacting the CRA Standards by September 30, 2008

Department(s) Responsible for Implementation:

CRA Director, Zoning Director, Building Official, Code Enforcement Officer.



FLAGLER BEACH CRA GOALS AND ACTIONS

GOAL 3: Overall Land Use Goal: Foster a diversified economic base and the efficient use of land in the downtown.

NARRATIVE: This goal encompasses several objectives that should be met as well. The first of those objectives is:

Objective 3.2 The CRA Agency shall analyze the need for façade improvements to structures in the CRA by 2008 by creating a target list of properties and proactive enforcement of Codes and regulations within its boundaries.

Policy 3.2.1 The Redevelopment District Grant Program shall be continued and expanded to meet the need for funding on an annual basis, with the first increase to be from \$14,000 to \$20,000 in Fiscal Year 2007-2008. The Grant Program thresholds and funding shall be evaluated annually and adjusted as needed.

TARGET COMPLETION DATE:

Ongoing

ACTION:

1. Continue to encourage additional restrictions within the CRA by enacting the CRA Standards by September 30, 2008.
2. Establish FY 2007-2008 funding for the Redevelopment and Landscaping Grants by September 30, 2007.
3. Implement funding for the above grants as an ongoing effort by September 30th of each Fiscal Year.

Department(s) Responsible for Implementation:

CRA Director



FLAGLER BEACH CRA GOALS AND ACTIONS

GOAL 4: Environmental Goal: Create an attractive, safe and comfortable environment that is conducive to activities during the day and evenings.

NARRATIVE: This goal encompasses several objectives that should be met as well. The first of those objectives is:

Objective 4.1 Maintain city services for sidewalk maintenance and streetscapes. Continue to encourage building improvements by property owners.

Policy 4.1.1 The City shall apply for grants or other funding mechanisms that will create a pedestrian friendly downtown through sidewalks and streetscaping efforts. Begin implementation by 2008.

Objective 4.2 Consider policies to encourage shade tree and other canopy features in the pedestrian areas by 2008 through the creation of Ordinances that will support such efforts.

TARGET COMPLETION DATE:

September 30, 2010

ACTION:

1. Establish FY 2007-2008 funding for the Redevelopment and Landscaping Grants by September 30, 2007.
2. Implement funding for the above grants as an ongoing effort by September 30th of each Fiscal Year.
3. Coordinate with FPL, BrightHouse Networks and Bell South to do the engineering necessary for the utility undergrounding to include starting the project on or before September 30, 2008
4. Coordinate with Quentin Hampton the engineering and proposed project budget for the entire implementation of Phase II. Have the project bid out and work started on or before September 30, 2008.
5. Apply for Federal Highway grant dollars commencing in December of 2007.
6. Coordinate all grants, TIF and any other funding sources to ensure the project continues to move forward and is implemented and closed out by September 30, 2010.
7. Work closely with City Engineer, Utilities and contract Engineer to coordinate all project work.

Department(s) Responsible for Implementation:

CRA Director, City engineer, Contracted Engineers



FLAGLER BEACH CRA **GOALS AND ACTIONS**

GOAL 4: Environmental Goal: Create an attractive, safe and comfortable environment that is conducive to activities during the day and evenings.

NARRATIVE: This goal encompasses several objectives that should be met as well. The first of those objectives is:

Objective 4.3 Promote the development of a handbook with community events to be held in the CRA. Continue to hold/host special community activities and events in the downtown to draw visitors, tourists and community members to the CRA by as an ongoing priority effort.

TARGET COMPLETION DATE:

September 30, 2008

ACTION:

Seek input from the Economic Development Task Force, the Chamber and local businesses in order to develop a unified marketing campaign for the CRA for presentation and approval from the CRA Board on or before September 30, 2008.

Department(s) Responsible for Implementation:

CRA Director.



FLAGLER BEACH CRA **GOALS AND ACTIONS**

GOAL 4: Environmental Goal: Create an attractive, safe and comfortable environment that is conducive to activities during the day and evenings.

NARRATIVE: This goal encompasses several objectives that should be met as well. The first of those objectives is:

Objective 4.4 The CRA shall encourage and promote the use of its parks for recreation for all ages by continuing to apply for FRDAP Grants and other funding opportunities

TARGET COMPLETION DATE:

September 30, 2008

ACTION:

Apply for grants for Wickline Park and Veterans Park By September 30, 2008.

Department(s) Responsible for Implementation:

CRA Director, Recreation Director.



FLAGLER BEACH CRA **GOALS AND ACTIONS**

GOAL 4: Environmental Goal: Create an attractive, safe and comfortable environment that is conducive to activities during the day and evenings.

NARRATIVE: This goal encompasses several objectives that should be met as well. The first of those objectives is:

Objective 4.5 Encourage visual enhancement program through the elimination of visual pollution and by screening surface parking areas with landscaping or other means by 2008 and assist in the creation of Ordinances that will enforce these types of enhancements.

Policy 4.5.1 The CRA shall create and set aside funding for a Landscaping Grant Program by 2008.

Objective 4.6 Encourage the elimination of blighted structures in order to improve appearance of vacant lots/parcels by taking inventory and proactive Code Enforcement efforts.

Landscaping ordinances for Parking lots and screening already exist.

TARGET COMPLETION DATE:

September 30, 2008

ACTION:

1. Continue to encourage additional restrictions within the CRA by enacting the CRA Standards by September 30, 2008.
2. Create a Landscaping Grant Package by September 30, 2007 for implementation on October 1, 2007.
3. Market both Landscaping and Redevelopment Grant packages to the CRA through personal, mail and electronic communications with the goal of all allocated budgeted dollars to be expended by September 30, 2008.

Department(s) Responsible for Implementation:

CRA Director.



FLAGLER BEACH CRA GOALS AND ACTIONS

GOAL 5. Transportation Goal: Provide an integrated transportation and parking system within and to the downtown by 2009.

NARRATIVE: This goal encompasses several objectives that should be met as well. The first of those objectives is:

Objective 5.1 Develop an effective marking and management system for the current parking system by 2009 in conformance with the Master Plan and the Design Guidelines. This should include a unified signage and parking lot improvements/maintenance program.

Objective 5.2 Begin to implement the Downtown Master Plan and the Design guidelines related to Parking and traffic flow within the CRA by 2008.

TARGET COMPLETION DATE:

September 30, 2009

ACTION:

1. Begin to develop effective marking and management system for the current parking system in August 2007 to be completed and implemented by September 30, 2009.
2. Begin to implement the Downtown Master Plan and the Design guidelines related to Parking and traffic flow in October of 2007 with project Phase II completed by September 30, 2010.

Department(s) Responsible for Implementation:

CRA Director, City Engineer, Contracted Engineers, Police Chief, Finance Director.



FLAGLER BEACH CRA GOALS AND ACTIONS

GOAL 6: Public Services Goal: Ensure the provision of adequate and efficient public services to support additional development in the CRA.

NARRATIVE: This goal encompasses several objectives that should be met as well. The first of those objectives is:

Objective 6.1 Continue the analysis of existing utility facilities within the CRA to determine each system's capacity as it relates to existing land use and possible increases in land use intensity.

Policy 6.1.1 Provide adequate City services and amenities in the CRA (such as parking and streetscaping) to encourage private investment in the CRA through the implementation of the Downtown Master Plan.

An analysis of City Utilities related to downtown build out has already been addressed by the City Engineer and they have been deemed as adequate at this time. Some repairs may be needed in the future, but no major facility construction is anticipated.

TARGET COMPLETION DATE:

September 30, 2010

ACTION:

Immediate

1. Coordinate with FPL, BrightHouse Networks and Bell South to do the engineering necessary for the utility undergrounding to include starting the project on or before September 30, 2008
2. Coordinate with Quentin Hampton the engineering and proposed project budget for the entire implementation of Phase II. Have the project bid out and work started on or before September 30, 2008.
3. Apply for Federal Highway grant dollars commencing in December of 2007.

Project Completion

4. Coordinate all grants, TIF and any other funding sources to ensure the project continues to move forward and is implemented and closed out by September 30, 2010.
5. Work closely with City Engineer, Utilities and contract Engineer to coordinate all project work.

Department(s) Responsible for Implementation:

CRA Director, City Engineer, Contracted Engineer, Finance Director.



FLAGLER BEACH CRA **GOALS AND ACTIONS**

GOAL 6: Public Services Goal: Ensure the provision of adequate and efficient public services to support additional development in the CRA.

NARRATIVE: This goal encompasses several objectives that should be met as well. The first of those objectives is:

Objective 6.2 Continue to repair old and replace undersized water lines in the CRA as needed and in conjunction with other construction projects by 2012 and review of last results.

TARGET COMPLETION DATE:

September 30, 2012

ACTION:

Work closely with City Engineer on replacement schedules.

Department(s) Responsible for Implementation:

CRA Director, City Engineer.



FLAGLER BEACH CRA **GOALS AND ACTIONS**

GOAL 6: Public Services Goal: Ensure the provision of adequate and efficient public services to support additional development in the CRA.

NARRATIVE: This goal encompasses several objectives that should be met as well. The first of those objectives is:

Objective 6.3 Analyze the feasibility of underground installation of all aerial utility facilities in the CRA by 2007.

This has already been completed. However, in 2010 there should be a new evaluation of continuing the undergrounding efforts to the rest of the CRA.

TARGET COMPLETION DATE:

September 30, 2007

ACTION:

Completed

Department(s) Responsible for Implementation:

CRA Director, City Engineer.



FLAGLER BEACH CRA GOALS AND ACTIONS

GOAL 6: Public Services Goal: Ensure the provision of adequate and efficient public services to support additional development in the CRA.

NARRATIVE: This goal encompasses several objectives that should be met as well. The first of those objectives is:

Objective 6.4 Implement the Stormwater Plan for the runoff created in the CRA to be added to the Stormwater Master Plan. Implement Stormwater initiative concurrent with streetscaping and roadway improvements.

TARGET COMPLETION DATE:

September 30, 2010

ACTION:

Immediate

1. Coordinate with FPL, BrightHouse Networks and Bell South to do the engineering necessary for the utility undergrounding to include starting the project on or before September 30, 2008
2. Coordinate with Quentin Hampton the engineering and proposed project budget for the entire implementation of Phase II. Have the project bid out and work started on or before September 30, 2008.
3. Apply for Federal Highway grant dollars commencing in December of 2007.

Project Completion

4. Coordinate all grants, TIF and any other funding sources to ensure the project continues to move forward and is implemented and closed out by September 30, 2010.
5. Work closely with City Engineer, Utilities and contract Engineer to coordinate all project work.

Department(s) Responsible for Implementation:

CRA Director, City Engineer, Contracted Engineer, Finance Director.



FLAGLER BEACH CRA GOALS AND ACTIONS

GOAL 7: Community Redevelopment Area Agency Goal: The CRA Agency shall aggressively develop, plan, finance and construct improvements to the CRA in an effort to further the redevelopment effort.

NARRATIVE: This goal encompasses several objectives that should be met as well. The first of those objectives is:

Policy 7.1. Create incentives for development in the CRA in order to achieve the desired mix of uses.

Objective 7.2 The CRA Agency shall allocate on an annual basis funds generated by tax increment financing for the appointment or sponsorship of the individual position(s), administrative expenses and benefit expenses when the individual(s) are responsible for complex coordination of development and redevelopment activities in the downtown.

Objective 7.3 The CRA shall promote participation in SBA Loans and by local financial institutions in the CRA loan pool as well as any additional financing tools available to it, which could be utilized in conjunction with funds maintained in the Redevelopment Trust Fund.

TARGET COMPLETION DATE:

Ongoing

ACTION:

Implementation of this goal may be far in to the future due to lack of TIF dollars to use as cash incentives. However, the CRA Board could look into Tax credits or other methods of incentives to encourage the redevelopment efforts.

Department(s) Responsible for Implementation:

CRA Director.