

SECTION 3 MAJOR GOALS, OBJECTIVES AND POLICIES

Each section begins with a goal statement which outlines actions to obtain specific outcomes. Measurable outcomes are identified where possible and completion dates are proposed. The objectives identify activities for achieving the desired goals of the downtown redevelopment.

PROPOSED GOALS AND OBJECTIVES:

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

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

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.

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.

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.

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.

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.

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

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

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.

Appendix A

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.

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.

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

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.

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.

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.

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.

Appendix A

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

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.

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

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.

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.

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

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.

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.

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.

NOTE: ***Goals are dependant on available funding.