



MEMORANDUM

To: James L. Gillis, Jr. City Manager  
From: Patty Rippey, AICP, Redevelopment Director  
Date: May 20, 2021  
Re: Community Redevelopment Area (CRA) – U.S.1 Improvements

**AGENDA ITEM**

**CRAG Mtg Item # 5**

**Date: June 8, 2021**

**INTRODUCTION:**

This memorandum provides recommendations for enhancing and upgrading existing elements of the U.S.1 streetscape and for new, fresh initiatives in the CRA.

**BACKGROUND:**

South Ridgewood Avenue is the main commercial corridor in the City's CRA. In 1996 City leaders recognized that a strong economy, healthy business district, and vital residential community were integral to the image, identity, and future of South Daytona. At that time, the CRA was established to improve and redevelop the U.S.1 commercial corridor.

With five years remaining in the CRA, staff developed a CRA VISION 2021 report with four (4) main priority areas for an escalation of enhancements and an emphasis on the quality of redevelopment in the CRA. The report is included in **Attachment 'A' - CRA Improvement Recommendation Report CRA Vision 2021.**

**REPORT SUMMARY:**

The report recommendations are summarized in the following vision categories.

**Vision 1: Economic Development and Redevelopment in CRA**

This element focuses on achieving quality redevelopment and new construction development, primarily mixed-use, in the CRA. Development of vacant lots should include residential and commercial uses that highlight the City's riverfront location and provides residents and visitors access to the Halifax River. In combination with residential development, staff shall foster targeted commercial growth that matches the City Council's vision for this area.

Staff will draft new policies for proposed amendments to the Comprehensive Plan, Land Development Code and the CRA Overlay zoning district to guide development in meeting the overarching goals of the CRA. The intent is to create a vibrant U.S.1 commercial corridor that improves the quality of life for existing and future residents by achieving a balanced mix of sustainable and functional land uses.

## **Vision 2: Landscaping and Streetscape**

One of the major goals of the CRA Master Plan is the U.S.1 Streetscape project. The project was initiated to underground utility lines, improve roadway conditions, and install decorative sidewalks, decorative lights, and landscaping. Section A (*Beville Road to McDonald Road*) of the streetscape project was completed in 2013. The planned improvements for further sections of the streetscape were put on hold due to the economic downturn that began in 2009 and resulting lack of tax increment funding.

Working to maintain the U.S.1 Streetscape is an ongoing endeavor. However, in 2021, the Public Works Department plans to hire two maintenance workers whose duties will be to primarily assist with revitalizing and maintaining U.S.1 streetscape elements and landscaping. Privately owned landscaping, structures, and surface lots will be regulated through the code compliance process to meet the City's Land Development Code and Property Maintenance Standards.

Entryway markers are a significant feature that characterize the City's spirit and personality upon entering the CRA. City staff has been working with Zev Cohen & Associates to design fresh entryway markers for the north and south entry points on South Ridgewood Avenue. During the design process, it was a priority for the entryway markers to reflect the Florida lifestyle and coastal vibe of a riverfront community while respecting the community character and history of South Daytona. Two main designs emerged in the concept process that unite the community character and history with the CRA design standards for Mediterranean and Florida Vernacular architecture. The renderings created by Zev Cohen & Associates are included in **Attachment 'B' – Entryway Marker Design Concepts**.

## **Vision 3: Incentive Programs**

The vision for this element is to create additional tools to further the goals of the CRA Master Plan. The first recommended incentive program added to our toolbox is the *CRA Demolition Grant Program* that will provide financial assistance to property owners and developers to remove substandard or unsafe structures and blight. This program helps remove an oversupply of unmarketable buildings and prepares properties for reinvestment. This program was approved at the March 9, 2021 City Council meeting.

Staff has received the first demolition grant program application for the demolition of a single-family house and accessory structures located at 2919 S. Ridgewood Avenue. This property consists of a non-conforming residential use on a Business General Commercial zoned parcel. The lot is .22 acre and is adjacent to Bellissima Salon to the north and ERGA mini-storage facility to the south. The property was recently placed on the market and will be developed after demolition into a commercial use. Due to the size of the parcel, required setbacks, parking requirements, and CRA standards, development will be restricted to a professional or business service office.

In the meantime, without grant assistance, the dilapidated gas station building at 1600 Beville Road has been demolished based on building code and City code deficiencies. This lot will now be marketed to a broader range of businesses that may find the parcel more attractive to develop.

A *Targeted Business Incentive Program* is being prepared that will establish a list of “targeted businesses” designed to encourage certain industries to locate to or expand in the City’s U.S.1 corridor. Targeted businesses could include professional offices, information technology industries, emerging/innovative technologies, eco-tourism/marine related businesses, food-related business including sit-down restaurants, coffee shops, grocery stores and specialty food stores. Targeted businesses would not include drive-through facilities, convenience stores, discount retail stores, bars, night clubs, lounges or establishments serving primarily alcoholic beverages. Incentives could include waiving fees for applications, permits, inspections, grants/loans, utility cost-sharing, water/sewer impact fee credit/deferral, expedited review and approval, deferral of site improvements and/or grants to assist in site improvements. Once the parameters of this proposed program have been finalized, staff will present it to the Community Redevelopment Agency (CRAG) and City Council for approval.

#### **Vision 4: CRA Planning & Vision for Future**

The 30-year life of the CRA concludes in 2026. Although the CRA designation ends at that time, the U.S.1 commercial corridor will remain a priority for redevelopment and ongoing investment. Development goals include guiding professional and other targeted businesses to locate on South Ridgewood Avenue and smaller commercial corridors while more intense uses will be guided to the South Nova Road commercial district. Heavy commercial and industrial uses include commercial storage facilities, automotive uses, contractor services and yards, etc. Staff will continue to work with developers and existing property owners to create a mix of commercial and residential uses, including public meeting areas, that will make South Daytona a *destination* versus a “*through place*”.

#### **RECOMMENDATION:**

Staff requests direction from the Community Redevelopment Agency (CRAG) Board and the City Council on the design concepts for entryway markers in **Attachment ‘B’ – Entryway Marker Design Concepts**, and comments on any of the recommended CRA U.S.1 improvements.

# **ATTACHMENT 'A'**

## **CRA IMPROVEMENT RECOMMENDATION REPORT CRA VISION 2021**

# City of South Daytona

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## CRA Improvements Recommendation Report

# CRA VISION 2021

VISION 1: Economic Development & Redevelopment

VISION 2: Landscaping & Streetscape

VISION 3: Incentives

VISION 4: CRA Planning & Vision

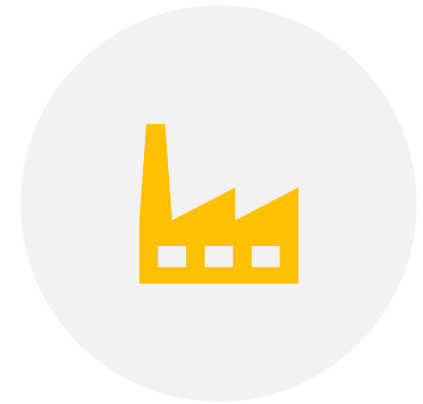
# Vision 1: Economic Development and Redevelopment in the CRA



NEW CONSTRUCTION



COMMERCIAL/RETAIL  
OPPORTUNITIES



INDUSTRIAL “SPEC”  
DEVELOPMENT OPPORTUNITIES



## New Construction

Coordinate with private developers for next “big project”

3151 S. Ridgewood Ave. – Townhomes, Condominiums, Boat Slips

2941 S. Ridgewood Ave. – Residential, Marina, Restaurant

2739 S. Ridgewood Ave. – Residential with Marina

2900 S. Ridgewood Ave. – CEMEX over 20 acres for redevelopment





# Commercial/Retail Opportunities



As residential development occurs, market these areas in the City to commercial realtors and developers.

Work with City staff to ensure commercial development meets design standards and enhances the character of the CRA vision.



Encourage multi-family residential new construction projects along our exclusive riverfront to incorporate commercial and retail elements to attract people to the U.S.1 corridor thereby creating a more active and walkable community.



# Industrial Speculative Development

Work with Team Volusia Economic Development Corporation to market the City property behind Landmark Business Park on S. Nova Road to be developed into speculative industrial facilities to attract low-impact, clean manufacturing including aerospace manufacturers.



# Vision 2: Landscaping & Streetscape



LANDSCAPING  
& STREETScape



ENTRYWAY  
MARKERS



SIGN & CODE  
COMPLIANCE



DECORATIVE  
BANNERS



# Landscaping & Streetscape

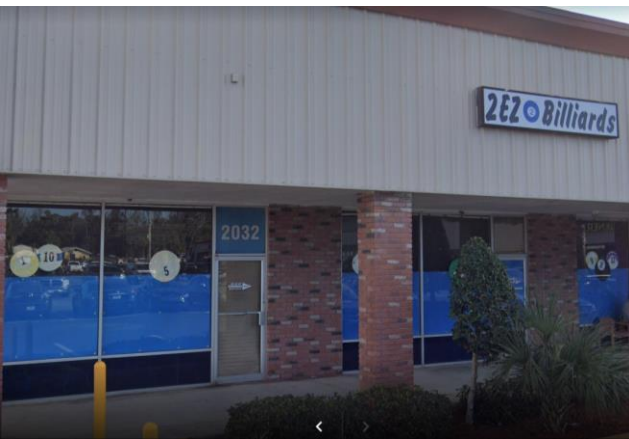
- Enhance landscaping by removing dead and dying plants and replace where able to with low maintenance plants. Where replanting of new plants is not feasible, weed and mulch beds or add St. Augustine grass in place of dying plants.
- Pressure wash decorative sidewalks on U.S.1 to remove dirt and grime.
- Code enforce properties that impact the landscaping and streetscape negatively, such as substandard structures, dilapidated fencing, garbage enclosures visible from U.S.1, unpermitted outdoor storage, high grass, dead trees/plants or other code compliance issues that should be addressed.



# New Entry Markers

- Work with design firm to develop new entry markers to coordinate with the improved commercial corridor, especially at the south end of U.S.1.
- Markers shall be professionally designed and constructed
- Markers shall meet Florida Building Codes and FDOT regulations
- Markers shall reflect the Florida lifestyle and coastal vibe of a riverfront community





# Banners & Code Compliance

## Light Post Banners

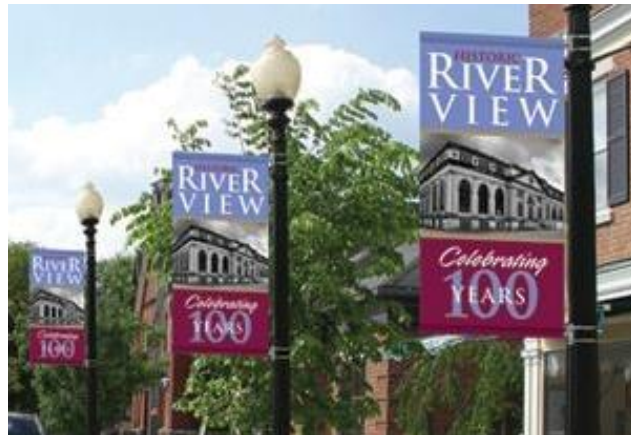
- Highlight Community
- Celebrate Community

## Sign Code Enforcement

- Lighting around windows
- Special event signage
- Window coverage
- Vehicle signage

## Commercial Code Compliance

- Address code compliance in commercial corridors. Prioritize compliance at shopping "strip" plazas including, but not limited to, Big Tree Plaza, Golfview Plaza and South Daytona Shopping Plaza



# Vision 3: Incentive Programs



## **Existing Program:**

Façade Improvement Program



## **Proposed Programs:**

Demolition Grant Program  
Targeted Business Program



# Demolition Grant Program

The purpose of the program is to remove substandard or unsafe structures and blight. Also, to remove an oversupply of unmarketable buildings to prepare properties for reinvestment. The priority site targeted for demolition is 1600 S. Ridgewood Avenue that is the north entryway into the City and CRA. Other priorities include a single-family home on U.S.1 and a gas station canopy on a lot that cannot meet the special exception criteria for a gas station.







# Targeted Business Program

The purpose of establishing targeted businesses is to encourage property owners to redevelop vacant or underutilized properties in the CRA into attractive and viable businesses and spaces. The grant utilizes CRA tax increment funding to leverage private investment that meets the goals of the CRA. Examples would include: Professional offices, Eco-tourism, marine-related businesses, clean manufacturing, and food-related businesses.



*"Targeted businesses are those types of businesses that will enhance the character and value of the CRA commercial corridor on U.S.1."*

# Vision 4: CRA Planning & Vision



AMENDMENTS



PLAN



MARKET



VISION



# Proposed Code Amendments

- Consider adding storage facilities to CRA Overlay prohibited uses.
- Work with Community Development to revise outdoor storage regulations to be a special exception to be approved by Council. Applicant must have a site plan with items to be stored identified in detail.



# SMALL CITY. BIG OPPORTUNITIES.

## SOUTH DAYTONA

Centrally Positioned in the Greater Daytona Area  
Easy Access to Beaches, Entertainment Venues and Interstate  
Riverfront Development Opportunities  
Community Redevelopment District and Opportunity Zones  
Commercial, Retail and Industrial Development Sites



# CRA Marketing and Economic Development



The City of South Daytona is a community of nearly 13,000 residents located on the picturesque banks of the Halifax River. With a palm-lined business corridor, the community is predominantly residential with a small town ambience and highway access that epitomizes the Florida lifestyle. Located near I-4 and I-95 interchanges, big city amenities are just a drive away. South Daytona

offers a variety of housing options including quiet, well-maintained residential neighborhoods with single-family homes, upscale waterfront homes, unique canal homes, luxury waterfront condominiums and multi-family apartment complexes.

The economic climate in South Daytona is flourishing with prime investment property available for large-scale development. There are over 20 acres of investment property available for development with zoning that allows residential, dining, retail, hotels, marinas and offices. Facing changes are underway as the city sees the completion of the 14-bed hospital. Current assisted living facility and the 236-unit luxury apartment complex, DuLac at 3130, The City of South Daytona

also anticipates a project that will result in a 101 unit development of townhomes and condominiums along the Halifax River.

Their business-friendly government gives companies every opportunity to succeed, with employees working business owners through the permitting process to ensure a smooth transition. South Daytona is home to a large variety of healthy mom and pop enterprises, small manufacturing operations and many other commercial and retail businesses. The 24-acre South Daytona Business and Industrial Park located off U.S. 1 includes small parcels available for development and warehouse spaces in the existing facility. It is located on an active railroad spur.

### Small Town Ambiance and Waterway Access that Epitomizes the Florida Lifestyle

Over 20 acres of prime riverfront property available for large-scale development

City of South Daytona 1397 S. Ridgewood Avenue | South Daytona, FL 32119  
www.southdaytona.org | 386.322.8000 | Facebook: City of South Daytona

#### History:

Was once a town called Biltah, with some 40 resident families and as many more non-resident property holders. Many of the early settlers were engaged in growing oranges and vegetable gardening. Biltah opened its first post office in 1878 and around 1880 the first train came as far as Daytona. Soon, a railroad station was built at Big Tree Cove. Around 1910, Biltah broke away from Daytona Beach to become the incorporated town of the South and was incorporated as the City of South Daytona in 1951.

#### Parks:

In South Daytona, **Riverfront Veterans Memorial Park** has a public boat ramp and fishing pier along with a kayak, canoe and paddle board launch. It also includes picnic pavilions, a playground and tennis courts.

**Red Canal Park**, a 15-acre wooded sanctuary, also features a fishing pier. Other amenities include a walking path, pavilions, playground, multi-purpose field and an 18-hole disc golf course. Fishing devotees can try their hand at catching a variety of species in the scenic lake at **Blaine O'Neal Park**, which also offers a pavilion with picnic facilities and grills, as well as a baseball field with concession stand.

**Magnolia Park** has a fishing pier facilities for the disabled and elderly in fish in a small pond, picnic area, a playground and picnic tables.

**James Park** features baseball fields and lighted softball and tennis courts. Its Youth Activity Center offers a splash water park along with a variety of classes and summer recreational programs.



**Park of Honor**, designed for those with physical and mental challenges and their caregivers, the park features a pond with a fountain and gardens including a butterfly garden.



**Figgote Community Center** is a 7,000 sq. ft. building that is the home of the Parks and Recreation Department Administrative offices and features a Conference Room and Reception Hall. During the week, numerous classes and programs are offered in the center. The South Daytona Historical Society meets at the center at 5:30 p.m. on the first Monday of the month and the Florida Native Plant Society, PinPaw Chapter meets at 6:30 p.m. on the second Monday of the month.



**The Courts at Riverfront** offers a newly resurfaced shared tennis/pickleball court and two dedicated pickleball courts. All courts are lighted.

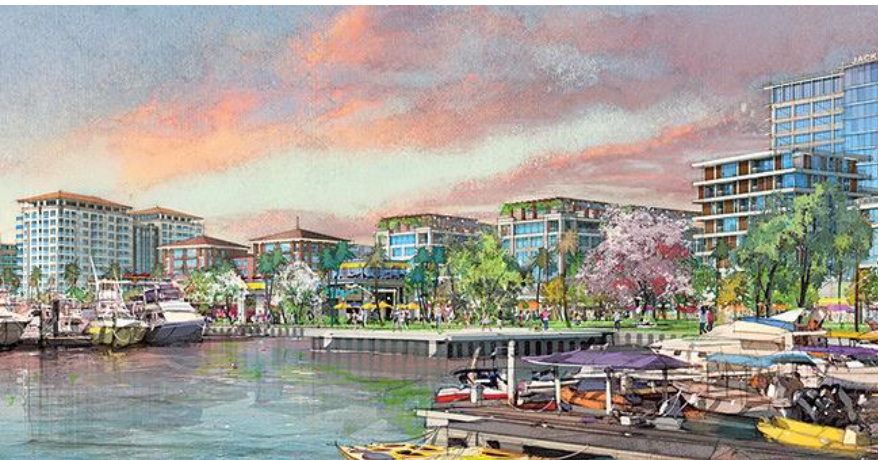
**Youth Activity Center** at 1700 James Street hosts numerous programs and classes. The building is also available for rentals during the week and on the weekends. Spring Break Camp and Summer Camp are held at the center.

**Central Park** is an open space with a bikejogging path, benches, and picnic tables.

24 Hour Emergency Service  
www.flairac.com 767-3990 439-0517

- Continue to market City assets and opportunities in local, regional and national publications. As able, attend or send marketing documents to retail and trade shows with Team Volusia staff.

- Update City CRA Website with ADA compliant documents including: CRA Map, Design Guidelines, Plans, and Reports, Incentives, Links to other agencies: Local, State, Federal, Demographics, Property Inventory, etc.



# CRA Vision: Master Plan, Vision for the Future

- Consider extending life of CRA to complete U.S.1 Streetscape and/or correspond with Opportunity Fund 10-year incentive period or plan for end of CRA in 2026 transition to General Fund.
- Consider vision update for CRA and City to address end of CRA as this commercial corridor will still be an important asset to the City to continue to improve and develop.
- Consider revising Town Center vision including Comprehensive Plan language.
- Work towards creating a linear public – private park at 2400 S. Ridgewood (Sunshine Park Mall) and other project sites along U.S.1 to attract public to visit, shop, and dine in South Daytona. These types of projects can help create a walkable and more vibrant community.

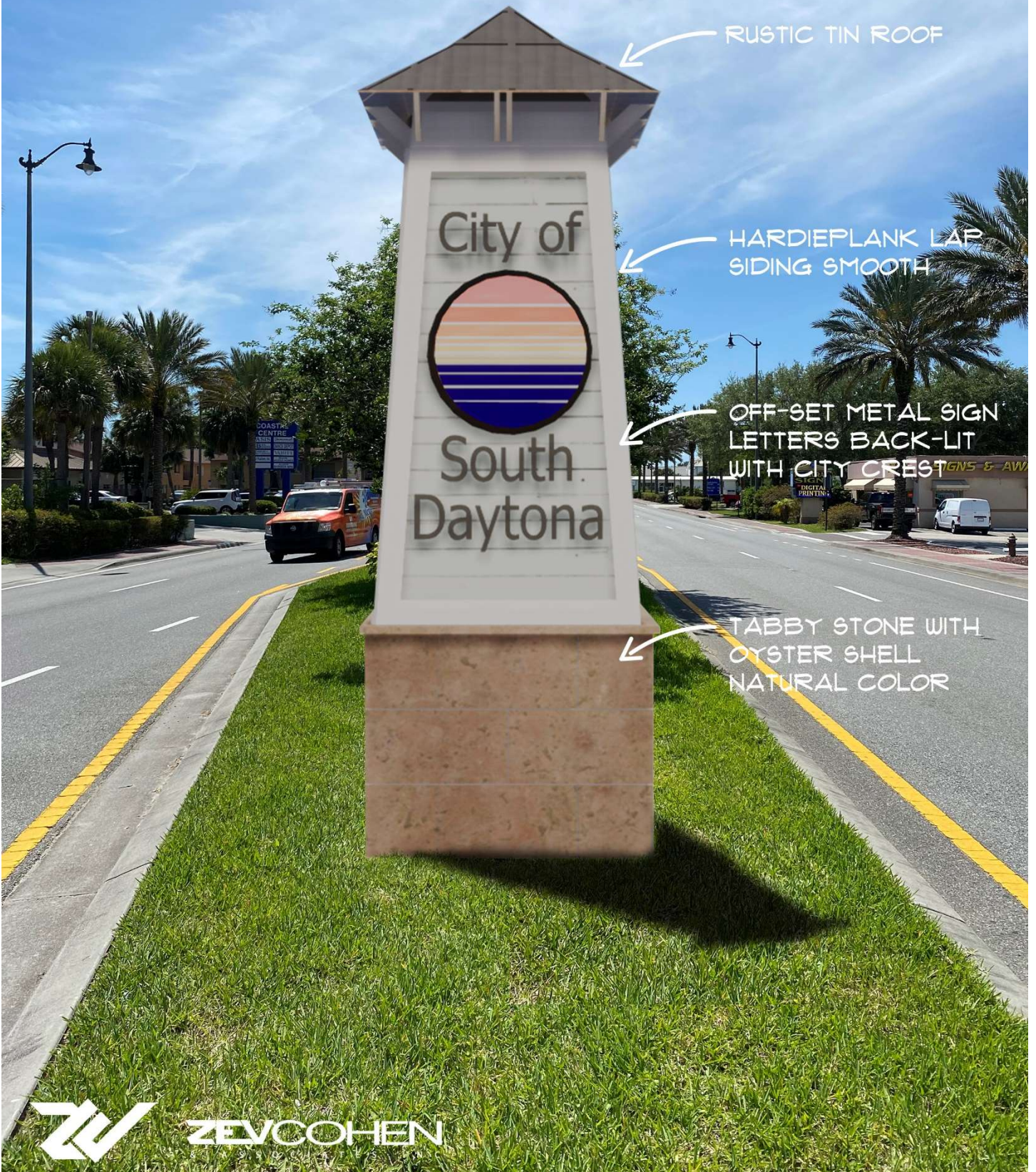
# **ATTACHMENT 'B'**

## **ENTRYWAY MARKER CONCEPT DESIGNS**

# Concept 1: Mediterranean



# Concept 2: Florida Vernacular



RUSTIC TIN ROOF

HARDIEPLANK LAP SIDING SMOOTH

OFF-SET METAL SIGN LETTERS BACK-LIT WITH CITY CREST

TABBY STONE WITH OYSTER SHELL NATURAL COLOR