



# CITY COUNCIL AGENDA FORM

REQUESTED COUNCIL MEETING DATE: 08/03/2010

**SUBJECT:** CITY VISION STATEMENT - 2010 UPDATE

**DEPARTMENT:** CITY MANAGER

**RECOMMENDED MOTION:**

To adopt the *City of Port Orange Vision Statement – 2010 Update*, as presented.

**SUMMARY:**

Over the past two years, the City has conducted a series of workshops and input activities to obtain citizen participation in the update of the City's Vision Statement. Feedback from the last community-wide workshop, held in February 2010, coupled with feedback received from the Annual Citizen Survey, published in February 2010, have now been incorporated into a comprehensive update to the City Vision Statement.

The *City Vision Statement - 2010 Update* retains the same core values expressed in earlier City Vision Statements; however, the concept of sustainability, especially in terms of the City's financial health and the natural environment, has been significantly heightened. The City's *Vision* is still to be achieved through attainment of goals in six (6) key areas: *Education, Community Character, Growth and Development, Natural Resources, City Services and Effective Government, and Healthy Community*. The specific Objectives in each of these areas are where most of the updates have occurred. This is a reflection of achievements since the last Vision Statement Update in 2006, as well as changing times and community priorities.

Many individuals from the community, in addition to City staff, have assisted the Council in this update. The contributions of time, talent and resources from these individuals have been extremely valuable and are greatly appreciated. The *City Vision Statement – 2010 Update* is now ready for formal adoption.

**ATTACHMENTS:**     Ordinance     Resolution     Budget Resolution  
 Other     Support Documents/Contracts Available for Review in Manager's Office

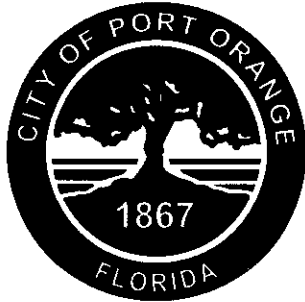
DEPARTMENT  
CITY MANAGER

Donna J. Steinebach  
Approved Agenda Item For:

Date: 7-26-10

8/3/10

**COUNCIL ACTION:**     Approved as Recommended     Disapproved  
 Tabled Indefinitely     Continued to Date Certain     Approved with Modification



## City of Port Orange Vision Statement - 2010 Update August 2010

By the year 2035, the City of Port Orange will be nationally known as a progressive, model community with a small town feel. Port Orange will be a place where people live in safe, stable neighborhoods and experience a strong sense of community identity and pride. Each area of the City will have a distinct and vibrant character, and will be anchored by convenient access to commercial, institutional and governmental services. The City's commercial and industrial areas will provide well-paying jobs and a diversified tax base. The City's well maintained neighborhoods will also contribute to a strong tax base. Port Orange will be a diverse community that boasts a vibrant civic, cultural and educational life that engages people of all ages.

Port Orange will be known as a leader in protecting and enhancing its natural and historic resources, and for providing unsurpassed recreational activities for all age groups. Port Orange will have excellent schools, life-long learning opportunities, excellent health care and multi-modal transportation. The City will have a 24/7 accessible and personable government that exercises its stewardship according to sustainable practices. In partnership with its neighboring communities, non-profit and private sectors, Port Orange will provide a full range of high-quality services on a sound fiscal basis.

The Port Orange Vision will be achieved by emphasizing the following goals:

- **Education** - Facilitate life-long learning opportunities both within and beyond traditional school settings for all community residents. All age groups within the community shall have access to and engage in ongoing educational activities. Education is the cornerstone of the Port Orange Vision.
- **Community Character** - Create a physical, social and civic climate within Port Orange that attracts and nurtures a progressive and participatory citizenry. Port Orange will prioritize the maintenance of a safe, well-planned physical environment, cultural and historical richness, and community activities that promote an intimate, "hometown" feel.
- **Growth and Development** – Manage the community's physical growth, development, and redevelopment in a manner that ensures long term sustainability, and continuously improves the quality of life within the community.

- **Natural Resources** - Acquire, manage, restore and protect natural systems, including renewable and non-renewable resources, with a special emphasis on water. Actively manage natural systems as a public trust, sustainable in stewardship and for the use and enjoyment of the community.
- **City Services and Effective Government** - Maintain an open and responsive government that cultivates an active and involved citizenry. Ensure fiscally sound governmental operations while providing quality, cost-effective services and making continuous progress in achieving the community's vision for its future.
- **Healthy Community** – Create a pedestrian oriented physical environment that encourages walking, bicycling, and other forms of physical exercise to promote healthy living and to reduce carbon footprints. Promote wellness programs and services and recreational programs for all age groups. Working in partnership with other agencies, provide healthcare and wellness services to the citizens of Port Orange.

## **Goal 1: Education**

Facilitate life-long learning opportunities both within and beyond traditional school settings for all community residents. All age groups within the community shall have access to and engage in ongoing educational activities. Education is the cornerstone of the Port Orange Vision.

### **Objective 1 - Provide quality pre-school opportunities.**

- Explore partnership opportunities that provide additional pre-school opportunities for Port Orange residents.
- Increase the number of children's programs provided free of charge, such as those offered at the Port Orange Branch of the Volusia County Public Library.

### **Objective 2 - Develop partnerships that provide high school students with skill based opportunities and education.**

- Examine the opportunity to develop a charter school in construction management and construction trades.
- Expand partnerships with trades groups, such as the existing partnership with the Daytona Beach Electrical Joint Apprenticeship and Training Committee Program.
- Explore partnerships with the Volusia County School District and institutions of higher education for skill-based training.
- Expand internship opportunities for students within the City of Port Orange Government.
- Expand internship opportunities for students at local businesses.
- Provide incubator space for young entrepreneurs to allow them to start a business and grow it within the community.
- Continue to offer students an opportunity to submit short films to the annual pogTV Film Festival.
- Provide students with opportunities to learn about local governance and municipal services.

### **Objective 3 - Expand after-school opportunities for students.**

- Develop partnerships with community organizations such as the YMCA and PAL, to provide adequate after school activities, including after school child care for elementary and middle school students.
- Continue to offer multi-site summer playground programs and activities that are neighborhood based and conveniently located to all residential neighborhoods.
- Continue to partner with ArtHaus and similar organizations to develop arts education opportunities for students.

- Develop programs that allow students and senior citizens to learn from each other.
- Develop and offer recreational opportunities for students regardless of age or ability.
- Continue to offer students an opportunity to serve on the City's Youth Advisory Board.
- Provide greater access to school facilities and resources for after-school programs and recreation.

**Objective 4** - Support, develop and expand community-based education programs.

- Continue to offer the Civilian and Business Police Academy.
- Continue to offer a Student Government Day Program for Spruce Creek High School and Atlantic High School students.
- Offer a full array of internships for students. These internships will include high school, college and post-graduate students.
- Continue to partner with the schools and community groups in offering a wide range of Public Safety education programs.
- Continue to develop and provide quality public education programs for community groups and homeowner associations.
- Continue to train volunteers in emergency management techniques and Police and Fire programs. This includes CERT training as well as training of Volunteers in Police Services (VIPS).
- Continue support of Leadership Training Programs offered by the Port Orange-South Daytona Chamber of Commerce.
- Continue to offer adult education classes in foreign languages, computer skills and other contemporary life-skills areas.
- Provide public information/education in City Parks and through recreational/leisure services programs.

**Objective 5** - Provide comprehensive emergency management training.

- Provide disaster training for business owners.
- Provide disaster training programs for homeowners.
- Participate in at least one county wide training exercise annually.
- All City Department Heads and key City employees should attend FEMA approved training at least once every two years.
- All City employees should receive appropriate required FEMA training courses in order to allow the City to better respond and recover from natural and manmade disasters.
- Annually review and update the City's Emergency Management Plan.

**Objective 6** - Partner with institutions of higher education to offer undergraduate and graduate degree programs and continuing education in Port Orange.

- Continue to partner with Palmer College of Chiropractic-Florida.
- Explore with Daytona State College and UCF-Daytona about offering classes in Port Orange, as well as developing facilities and/or a campus within the City.
- Explore opportunities for establishing at least one private school in Port Orange.

**Objective 7** - Develop a full array of community-based education programs for Port Orange residents, including programs for those who desire to become members of City Boards and Commissions and City Council.

- Provide continuing education programs that accommodate working adults.
- Promote programs that prepare citizens to serve on appointed Boards and Commissions as well as prepare to serve on City Council.
- Provide and encourage learning opportunities for City Council members and Board and Commission members.
- Provide opportunities to volunteer within City government.

**Objective 8**- Identify opportunities to promote ways to invest in youth and assist them in career counseling.

- Promote mentoring of youth in the community.
- Promote involvement in various educational offerings within the community such as SAW, Leadership Programs, Government Academies, and School Advisory Committees.
- Provide youth internship opportunities for Port Orange students.

**Objective 9** -Create an atmosphere whereby volunteers can use their expertise and knowledge to improve community life.

**Objective 10** - Develop opportunities for the City Council to meet regularly with new residents, neighborhoods, businesses, and other groups so as to maintain direct contact with the residents of Port Orange and other governmental agencies and organizations.

- Conduct a new residents meeting at least once per year.
- Conduct district/neighborhood meetings at least three (3) times per year.
- Meet with the Port Orange-South Daytona Chamber of Commerce Board of Directors at least once per year.
- Regularly meet with the Port Orange-South Daytona Chamber of Commerce Governmental Affairs and Economic Development Committee.
- Meet with the Student Government Associations of Atlantic High School and Spruce Creek High School.

- Meet with the Volusia County Council on an annual basis.
- Meet with the Volusia County School Board on an annual basis
- Meet with the New Smyrna Beach City Commission and the Edgewater City Council on an annual basis
- Meet with the State Senator who represents Port Orange in the State Senate on an annual basis.
- Meet with the State Representatives who represent Port Orange in the State House of Representatives on an annual basis.
- Meet with the U.S. House of Representatives member who represents Port Orange in the U.S. House of Representatives on an annual basis.
- Meet with the U.S. Senate members who represent Port Orange in the U.S. Senate on an annual basis.
- Meet with the Daytona Beach Shores City Council on an annual basis.
- Meet with the Ponce Inlet Town Council on an annual basis.

## **Goal 2: Community Character**

Create a physical, social and civic climate within Port Orange that attracts and nurtures a progressive and participatory citizenry. Port Orange will prioritize the maintenance of a safe, well-planned physical environment, cultural and historical richness, and community activities that promote an intimate, "hometown" feel.

**Objective 1-** Develop gateway and way finding features to create a stronger community identity and assist in driver navigation.

- Develop gateway features at I-95 and other main entry points to the City that incorporate community branding.
- Develop way finding features to key community facilities, including the municipal complex, City parks and historical and cultural points of interest.

**Objective 2 –** Identify and Promote Community Assets.

- Develop a community branding program that showcases the unique assets of Port Orange.
- Develop a library of photographic imagery that showcases City assets.
- Promote the City through the City's website and other promotional venues.
- Use pogTV to showcase community assets.

**Objective 3 -**Increase the number of cultural experiences, opportunities and offerings in Port Orange.

- Promote art in public spaces.
- Continue to sponsor open air theater, concerts in the park and other types of entertainment that are free or at nominal cost to bring citizens together for positive experiences.

**Objective 4 –** Expand multi-use facilities through partnerships.

- Use City-School Interlocal Agreements for facility use after school hours and during break periods.
- Develop community meeting space at Fire and Rescue Stations 72 and 75.
- Partner with Halifax Healthcare Systems to develop a state of the art health care clinic facility as part of Fire Station 75.
- Partner with the Port Orange Y in the development of a YMCA and city gym facility located at the 39-acre Park Facility located on Coraci Boulevard.
- Partner with the Wood Haven Community Development District in developing recreational facilities located off South Williamson Boulevard.
- Ensure the development of banquet/conference facilities in the Riverwalk Redevelopment Project area.



- Ensure the development of new facilities for the Port Orange-South Daytona Chamber of Commerce, the Port Orange Historical Trust, the Halifax Sports Fishing Club and ArHaus should redevelopment require their relocation.

**Objective 5** -Increase public awareness of Port Orange's history, historic sites and artifacts.

- Work with the Port Orange Historical Trust to document and publish the history of the community, events and its people through various forms of media.
- Facilitate special events commemorating important historical events in the City's history.
- Continue the history series of unique programming on pogTV
- Provide recognition to historic sites in Port Orange by placing identifying markers on those sites.

**Objective 9** – Support community activities and events that promote healthy families and increase community spirit and pride.

- Continue to support Family Days & Kid Dayz.
- Continue to support a Port Orange Christmas Parade.

**Objective 10** – Ensure that the City becomes increasingly walkable for residents of all ages.

- Increase the amount of safe walking and biking areas and promote “hub to hub” linkages.
- Increase the lane miles of sidewalks and trails within the City.
- Promote walking to school.
- Promote bicycle ridership to work and trips within 2 miles of home.

### **Goal 3: GROWTH AND DEVELOPMENT**

Manage the community's physical growth, development and redevelopment in a manner that ensures long term sustainability, and continuously improves the quality of life within the community.

**Objective 1** - Acquire major sections of the Halifax River shoreline to create public open space, waterfront vistas, and restore a waterfront image to the community.

**Objective 2** - Develop and implement a master plan for the redevelopment of the Riverwalk Project Area within Port Orange Town Center. The overall plan for the 35-acre Riverwalk Project within Town Center should have at least the following mixed-use components:

- Residential Uses of varying types.
- Commercial/Office/Restaurant/Retail/Entertainment/Institutions.
- River access to remain in the public domain.
- Master Planned Parking.
- Underground utilities.
- Master planned Stormwater management facilities.
- Outstanding Parks and Recreation Facilities.
- Walkable, Pedestrian orientation, including Boardwalk.

**Objective 3** – Ensure adequate right of way for main east-west and north-south transportation corridors and continue the City's effort to enhance and beautify transportation corridors.

- Develop design standards for corridors and special areas addressing a variety of needs, with a special focus on older areas of the community.
- Undertake streetscape enhancements planned for U.S. 1 and Dunlawton Avenue in Port Orange Town Center.
- Develop a corridor beautification plan for Williamson Boulevard.
- Develop a corridor beautification plan for Clyde Morris Boulevard.
- Develop a corridor land use and beautification plan for U.S. 1 South of Dunlawton Avenue.

**Objective 4** – Ensure an adequate supply of affordable housing for Port Orange residents. The City recognizes there are at least three components of affordable housing. Those are: low to moderate income housing, work force housing, and then affordable housing that is expressed in terms of a percentage of market price housing.

**Objective 5** - Encourage the development of job creation projects in the Eastport Business Center CRA, the Planned Community west of I-95 and in other industrial areas within the City.

- Increase the visibility, accessibility, functionality and desirability of Eastport through implementation of the Eastport Business Center Redevelopment Plan.
- Work with property owners to market industrial properties.
- Work with property owner that desire to construct shell buildings.
- Improve the web-based accessibility to information on Eastport and other industrial properties.

**Objective 6** - Target clean and environmentally friendly businesses and industries that will bring in high wage, value added jobs.

**Objective 7** – Balance commercial/residential development and redevelopment.

**Objective 8** - Working with the Port Orange-South Daytona Chamber of Commerce, the Volusia County Economic Development Department, and Team Volusia, develop strategies to partner with local businesses groups to expand existing businesses.

**Objective 9** - Every 5 years, the City Council and Planning Commission should review the Port Orange Land Development Code to determine whether it is still meeting and addressing the City's objectives.

**Objective 10** – Maintain and enhance all sections of Port Orange through continued emphasis on sound land use planning, progressive land development regulations, and pro-active code enforcement.

**Objective 11** - Remain committed to quality development that promotes sustainable development practices and design aesthetics.

**Objective 12** - Develop a post-disaster & long-range redevelopment plan for the City's older mobile home areas.

#### **Goal 4: Natural Resources**

Acquire, manage, restore and protect natural systems, including renewable and non-renewable resources, with a special emphasis on water. Actively manage natural systems as a public trust, sustainable in stewardship and for the use and enjoyment of the community.

**Objective 1** - Partner with other local governments in developing additional drinking water resources in order to adequately supply current and future populations. This includes working with partners to develop alternative water sources such as rainwater harvesting and stormwater reclamation.

**Objective 2-** Explore ways of making stormwater into a usable resource rather than simply discharging into the Halifax River, Rose Bay, and Spruce Creek.

- Working with the development community, the City will obtain easement rights to use stormwater from new stormwater ponds to augment the city's reclaimed water system.
- Working with other governmental entities, the City will look at ways to divert stormwater water resources into areas where it will be allowed to percolate or can be harvested.

**Objective 3** – Continue to look for opportunities to acquire properties in partnership with the Water Management District, Volusia County and the State of Florida along Spruce Creek and in the Doris Leeper Spruce Creek Preserve, along the Halifax Canal, in the Rose Bay area, and in the Central Wellfield Areas.

**Objective 4** – Enhance flood control measures to increase public safety and minimize property losses. To the maximum extent feasible, direct surface waters to areas that facilitate groundwater recharge and offer opportunities for water storage and harvesting.

**Objective 5** - Develop Passive Parks throughout the City for the enjoyment of City residents. The City should continue to look at opportunities to develop City owned retention ponds into passive recreational areas and to encourage private developments to do likewise.

**Objective 7** - Look for opportunities to acquire properties in the Cambridge Basin that would allow the City to expand the Spruce Creek Road Recreation Facility.

**Objective 8** - Port Orange is committed to being a walkable, pedestrian oriented community that provides access and mobility for all segments of the population, including the mobility challenged. This includes the development of an integrated path system that allows pedestrian and non-

motorized vehicle access to all areas of the City, with an emphasis on linking the east and west at I-95.

**Objective 9** - Provide additional non-motorized access to Spruce Creek. This includes providing areas where canoes and non-motorized boats can be launched.

**Objective 10** - Look for opportunities to work with organizations, individuals, and groups to develop natural, cultural and historic sites and activities.

**Objective 11** - Review existing tree preservation ordinances every 5 years to make sure they are achieving the preservation of trees and the tree canopy in Port Orange. Encourage reforestation within the City.

**Objective 12** – Celebrate the cleanup of Rose Bay, the B-23 Canal and other environmental reclamation successes to maintain public support for such initiatives.

**Objective 13** - Annually, the City will participate and help sponsor the Halifax River-Indian River Clean Up.

**Objective 14** – Develop alternative energy demonstration projects, including solar energy fields and wind farms within the City's Central Well fields, and undertake energy retrofits on public buildings to achieve greater energy independence and reduce overall energy costs.

**Objective 15** – Promote water and energy conservation through demand reduction, recycling, the use of "energy smart" appliances and "green" technologies, and employ those strategies in public buildings.

**Objective 16** - Prioritize public investments in areas that help achieve community sustainability.

**Objective 17** – Develop a Manatee Trust Fund and boat slip allocation process to restore shoreline and manatee habitat, provide additional on-the-water law enforcement, provide public access to the waterway and equitably distribute limited boat slips.

**Goal 5: City Services and Effective Government** Maintain an open and responsive government that cultivates an active and involved citizenry. Ensure fiscally sound governmental operations while providing quality, cost-effective services and making continuous progress in achieving the community's vision for its future.

**Objective 1** - Explore, develop, and implement opportunities for inter-local government/agency agreements to provide more efficient, cost effective and uniform standards for services.

**Objective 2** – Develop partnerships of all types that help bring about more cost-effective service delivery.

**Objective 2** - Collaborate in code development among local entities in order to create a uniform set of standards.

**Objective 3** - Enhance and improve provisions of city services through the improvements to the city website and pogTV.

**Objective 4** - Create a clearinghouse for all city related information and special interest clubs and groups.

**Objective 5** - Identify alternative revenue sources and analyze and update current revenue sources to meet future needs.

**Objective 6** - Implement new impact fees, cost share agreements, and capital recovery agreements to fund capital improvement programs.

- Revise Land Development Ordinance to provide for cost share and capital recovery agreements.

**Objective 7** - Establish Special Assessment Districts, and allow for the creation of Community Development Districts, where appropriate, to construct capital improvements and to rehabilitate existing infra-structure.

**Objective 9** - Port Orange will work with other units of government in enhancing and expanding the existing transportation system to take into consideration the needs of elderly, special needs, youth, and businesses.

**Objective 10** - Port Orange will construct and renovate existing facilities to meet the needs of the community as it approaches build out.

- Relocate the Police Firing and Outdoor Training Range from its current location at Fire Station 72.
- Renovate the existing Police Department Building on Dunlawton Avenue for reuse.

- Renovate Fire Station 73 to meet the operational needs of the Fire and Rescue Department.
- Construct a 12 acre park development on Town West Boulevard.
- Construct a 5 acre park development on South Williamson Boulevard north of Madeline.
- Construct a 7 acre park development on Reed Canal Road near Atlantic High School.
- Construct the Riverwalk Board Walk and Park.
- Renovate the Green Center.
- Expand and renovate City Hall. This includes additional parking facilities at City Center.
- Consider acquiring additional land that may become available at City Center.

**Objective 11** - Look for opportunities to expand the reclaimed water system into older sections of the community.

**Objective 12** - Working with the private sector and other governmental entities, Port Orange will work to realize the I-95 interchange at Pioneer Trail.

**Objective 13** - Port Orange is committed to providing its residents with high quality public safety services.

- Port Orange is committed to maintaining one of the lowest crime rates of any city within Volusia County.
- Port Orange is committed to having the one of the best ISO fire ratings of any city within Volusia County.
- Port Orange Police Department is committed to being both State and Nationally Accredited.
- Port Orange is committed to providing fire, rescue and emergency medical services to the levels defined by the Center for Public Safety Excellence, Commission on Fire Accreditation International.
- Port Orange is committed to providing high quality emergency medical services.
- Port Orange will continue to provide flu shots for its residents so long as the program is self-supporting.
- Port Orange is committed to operating Advanced Life Support Engine Companies to guarantee residents receive high quality medical attention when treated by Port Orange Fire and Rescue.

**Objective 14** - Port Orange will develop and maintain a comprehensive emergency management plan to ensure adequate preparation, response and recovery from a potential or actual disaster, whether natural or human made.

- Port Orange will provide national, state and local leadership in developing regional integrated emergency management response and recovery teams.
- Port Orange will encourage employee participation in FEMA provided training. Port Orange desires for its elected officials to avail themselves to the training opportunities offered by FEMA. Every two years, Department Heads and key employees should attend courses offered at the Emergency Management Institute.
- Port Orange will develop and participate in interlocal emergency response and recovery team agreements with sister cities.

**Objective 15** - Port Orange is committed to developing a natural disaster mitigation program. Port Orange will work with adjacent local governments in the development of a county-wide plan and the prioritization of projects to be funded if mitigation funds become available.

**Objective 16** - Port Orange is committed to maintaining a strong financial position in order to be responsive to the needs of Port Orange residents. Port Orange is committed to maintaining an equity reserve in each operating fund of at least 15% of the appropriated budget. Annually, the City Council will review the equity positions to guarantee that they are remaining at or above the 15% level as established by Council policy.



## **Goal 6: Healthy Community**

Create a pedestrian oriented physical environment that encourages walking, bicycling, and other forms of physical exercise to promote healthy living and to reduce carbon footprints. Promote wellness programs and services and recreational programs for all age groups. Working in partnership with other agencies, provide healthcare and wellness services to the citizens of Port Orange.

**Objective 1** - Provide physical fitness opportunities for all Port Orange residents through good urban design, public open space development and a host of educational and recreational activities and programs.

**Objective 2** - Working with Halifax Hospital co-locate a clinic at Fire Station 75.

**Objective 3** - Continue to develop active recreational facilities at the 39 acre park project located on Coraci Boulevard west of South Williamson and north of Town West Boulevard.

**Objective 4** - Working with partners, Port Orange is committed to developing programs for Port Orange seniors that address senior day care, nutrition and recreational needs.

**Objective 5** - Port Orange is committed to developing programs that will encourage its employees to engage in healthy lifestyles.

**Objective 6** - Port Orange is committed to working with hospitals and other medical professionals to recruit doctors and other healthcare professionals to the area.

**Objective 7** – Promote health and wellness at civic events, and partner with healthcare providers to provide ongoing public education and awareness on health and wellness issues.