

IMPLEMENTATION STRATEGY/NEXT STEPS

GENERAL PRINCIPLES

In general, both the pace and quality of the implementation of this Master Plan vision will be improved through the use of a rational and well thought out strategy -- focusing on short, medium, and long-term goals, and based upon feasibility, cost, political support, and ease of implementation.

It is always a good idea to identify at least one thing that can be implemented almost right away, which will yield tangible results. This will help build support and momentum for the more challenging and time consuming initiatives to come.

OBSERVATION

Surfside experienced broad-based citizen participation in its public charrette process, which helps to ensure a well-vetted set of ideas and recommendations, as well as broad public support for both the general concepts, and specific proposals, outlined in this report.

That also means that the community of Surfside is well positioned to realize most, if not all, of the objectives described in this document, if it is able to create and sustain momentum, as well as adhere to the fundamental principles upon which these many ideas are based.

DISCUSSION

There appears to be both political as well as broad-based community support for most of the ideas presented in this booklet, therefore the primary focus should be on developing and prioritizing a specific implementation strategy, and on identifying key resources for moving forward.

SPECIFIC RECOMMENDATIONS

Specific short/medium-term recommendations are as follows:

- *Identify key issues for further feasibility analysis and detailed design focus, such as one-way pair reversion, and begin consultant scoping exercise for moving forward.*
- *Begin implementing the most readily feasible agendas, prioritized on the basis of need and affordability, to maximise immediate impact. In this case that would be the incremental traffic calming strategy.*
- *Begin identifying key funding techniques and approaches for implementing major capital improvement programs, specifically streetscape enhancements and municipal parking decks.*
- *Initiate dialogue with key property owners*

whose participation is critical to moving forward with specific recommendations within the plan; i.e., the property on the southwestern corner of 96th Street and Harding Avenue.

- *Continue public outreach initiatives to help ensure continued public support, including the ongoing work of various citizen committees.*
- *Immediately begin the process of developing a viable and legally credible Form-Based Code, modeled upon the insights and community inputs cataloged in this document. Apply as soon as possible.*
- *Identify key incentive zoning strategies to help encourage rapid adoption of key features of the Plan and Form-Based Code*
- *Develop and implement landscape code, immediately.*
- *Move forward with detailed planning and design of residential streetscape and pedestrian improvements. Explore funding mechanisms.*
- *Develop and implement comprehensive downtown parking district. Investigate state-of-the-art management techniques.*
- *Identify and hire consultant resource to develop and implement downtown design, signage and lighting criteria and ordinance, based upon standards and criteria identified in Form-Based Code, and consistent with best practices retail design and merchandising standards.*
- *Hire a Downtown Manager to represent and market downtown merchants. Develop specific merchandising strategy and pursue key tenants.*
- *Develop architecture regulations based*

upon recognized Surfside building typologies and architectural style precedents, and integrate with Form-Based Code as soon as possible.

- *Develop and implement Beachwalk master plan and sustainable landscaping.*
- *Develop ongoing coordination framework with adjoining communities to maximize value/impact of collective initiatives.*
- *Hire consultant to begin detail planning and design work on the Town of Surfside's Community and Civic Center, and associated civic center pedestrian district.*
- *Development marketing plan to keep citizens informed of ongoing progress, and to build excitement both within the community and in the larger regional context.*