In Attendance
Charles Lichtigman, Member (arrived at 6:40 p.m.)
Kent Sharples, Member
Paul Zimmerman, Member
Maryam Ghyabi, Member
Tony Grippa, Member (arrived at 6:49 p.m.)
Dave LaMotte, Member
Harry Jennings, Member
Aaron Delgado, Member
Frank Molnar, Member (arrived at 6:39 p.m.)
Derrick Henry, Member (arrived at 6:49 p.m.)
Rodney Cruise, Member
John Albright, Member

Staff Members Present
Clay Ervin, Director, Growth and Resource Management
Briana Peterson, Special Projects Coordinator
Sarah Presley, Staff Assistant II

Member Albright called meeting to order at 6:31 p.m.
Sarah Presley, Staff Assistant II, performed the roll call.
Member Albright called for discussion and/or a motion on the January 8, 2018, meeting minutes.
Member Cruise motioned to approve the January 8, 2018, meeting minutes as written.
Member Jennings seconded the motion.
Member Ghyabi asked for corrections to page 3, line 34 where she clarified that she wanted the cities to be able to review and comment on the recommendations to the different corridors. She also identified on page 10, line 4, she was concerned with structural issues that impact the safety of the Main Street bridge.
Motion amended to approve the January 8, 2018, meeting minutes with corrections.
Motion passed unanimously (8-0).
Member Albright opened the floor to public comment.
Matt Byrne, 330 S. Atlantic Ave., Daytona Beach, FL, spoke regarding roundabouts. He stated that he felt they were dangerous and a bad idea, based on his experience.

Vern Weatherholtz, 3 Grandville Cir., Daytona Beach, FL, agreed with the previous speaker regarding roundabouts. He also expressed concerns regarding the safety of the Main Street bridge and the need to upgrade or replace the existing bridge. He also agreed that there needed to be increased code enforcement.

John Nichols, 413 N. Granada Ave., Daytona Beach, FL, discussed roundabouts, the cleanup of Daytona Beach beachside area, and issues surrounding homelessness, the Main Street bridge, and the Main Street restaurants that do not serve food.

Mike Denis, 628 Lenox Ave., Daytona Beach, FL, stated he does not feel the committee’s ideas are what will help the area. He discussed the non-ad valorem tax for code enforcement being a positive change. He also stated that he agreed that roundabouts are not a good idea.

Robert Stolpmann, 2305 Valdaylast, St. Augustine, FL, spoke regarding the need for an investor in Daytona Beach beachside and renewable energy.

Member Albright turned the meeting over to Clay Ervin, Director, Growth and Resource Management, to review the non-ad valorem tax assessment the property appraiser is proposing.

Mr. Ervin reviewed the non-ad valorem tax assessment the property appraiser is proposing, based upon what he heard from this committee and the residents. He discussed the fact that the assessment would not be for fines, but rather to reimburse funds spent by the city or county to bring a property into compliance.

Discussion ensued as to what was and was not eligible to be placed on the tax bill under this proposed non-ad valorem tax for code enforcement.

The committee asked for the Property Appraiser and legal staff to attend the next meeting in order to answer their questions.

Member Grippa turned the meeting over to Mr. Ervin to continue the review of the recommendations presentation.

Mr. Ervin gave a brief reminder of the layout of the recommendations and the documents provided. He then began the discussion on A1A between Granada Boulevard and Harvard Drive.

Member Ghyabi recommended a workshop to help the committee get to the final recommendations. She stated that funding from the state and federal funding is available for this area and recommended having the new leadership of FDOT come to a meeting.
Member Grippa suggested looking at what funding is available first.

Member Ghyabi agreed.

Member Jennings supported Member Ghyabi's comments regarding FDOT.

Member Ghyabi posed the questions that need to be determined, which are the “how, who, and what money is available”. She asked that Mr. Ervin request a meeting with the new Secretary of FDOT, take him on a tour of the area, and then invite him to the next meeting.

Member Lichtigman stated that listing needs won’t get anywhere. He suggested prioritizing the low hanging fruit with available funding sources.

Member Grippa suggested following the format and then prioritizing based on available funding.

Member Delgado asked for an estimated cost of the bridge lighting project.

Member Ghyabi responded with an estimate of 2 million per bridge.

Member Grippa stated the committee needs to determine the list of priorities first, and then determine costs and details.

Discussion ensued regarding the area’s needs.

Joyce Shanahan, City Manager, City of Ormond Beach, gave stated the City of Ormond Beach’s requests for the area as being medians, crosswalks, and pedestrian safety crossings.

Member Lichtigman discussed the need for a grandfathering process to encourage improvements previously developed sites.

Discussion of the issue ensued.

Member Grippa suggested Member Lichtigman work with Mr. Ervin on verbiage for that concern.

Member Molnar stated he felt that traffic needs to be slowed down in the core area.

Member Grippa suggested traffic calming.

Member Jennings asked if FDOT controlled the speed.
Mr. Ervin clarified the traffic calming process that would consist of a request to FDOT to reduce the speed, which would also include medians, and would require a coordinated plan from the city. He then recapped the recommendations for the Granada to Harvard area of A1A which included; crosswalks with medians. He also stated that staff will research information regarding the grandfathering for property improvements.

Member Grippa asked for any other discussion on the area. Hearing none he asked Mr. Ervin to move on to the next segment.

Mr. Ervin gave an overview of the area of A1A from Harvard Drive to University Boulevard.

Discussion ensued regarding priorities for the area.

Mr. Ervin recapped priorities discussed; medians, strategically placed crosswalks, and landscaping.

Member Sharples suggested there be a consistency from city to city for the crosswalks.

Member Grippa asked Mr. Ervin to look into the ability to have consistency throughout the area.

Member Cruise suggested that there be consistency for everything that is done.

Member Ghyabi asked to make a few remarks, as she had to leave early. She recognized County Council Member Billie Wheeler. She then acknowledged the letter the committee received from Anne Ruby, and stated they are looking at big and small projects. She asked the public to give them time, and added that the committee is not done.

Member Cruise recognized Member Ghyabi who will be receiving the Chairman’s award.

Member Grippa redirected the meeting back to the recommendations, recapped the recommendations, and asked Mr. Ervin to move to the next sections.

Mr. Ervin gave an overview of the area of A1A from University Boulevard to Silver Beach Avenue.

Member LaMotte suggested limiting times for deliveries on A1A. He also suggested cutting back the medians as it is too tight for vehicles turning.

Member Zimmerman suggested required setbacks to create a buffer between the streets and developments.
Member Lichtigman stated that the pedestrian connectivity from east to west of A1A is important to the entire core area and in order to make the area better for the tourists.

Mr. Ervin summarized the discussion for the area; setting time restrictions for deliveries on A1A, redesign of medians to allow better access, and looking at setback requirements to make the area more pedestrian friendly.

Member Grippa asked if there was anything else and then moved on to the next segment.

Mr. Ervin gave an overview of the area of A1A from Silver Beach Avenue to Ocean’s West Boulevard.

Member Jennings stated crosswalks are an ongoing issue in this area.

Member Grippa asked for further discussion, hearing none, he moved on to the next segment.

Mr. Ervin gave an overview of the area of A1A from Ocean’s West Boulevard to Dunlawton Avenue.

Member Grippa stated the area look beautiful.

Mr. Ervin stated there was a CRA to fund improvements to the area, which has since been disbanded.

Member LaMotte noted the setbacks in the area.

Discussion ensued regarding the area as the model area.

Member LaMotte stated that the landscaping in the medians look nice, however, they block the view of the people.

Mr. Ervin moved the discussion to the redevelopment projects. He gave an overview of the parking areas around the Ocean Center as depicted the map provided on the presentation.

Member Grippa gave an overview of the parking lot current uses; parking lot A (west of Ocean Center) is designated for future expansion of the Ocean Center, the city lot not marked is leased out to the Hilton for valet parking, parking lot B (south of Ocean Center) is overflow for Ocean Center parking, and lot C (Main Street Parking) backs up to Main Street. He stated that he feels the property is underutilized and there is great potential there. He then asked for the committee’s thoughts on uses.
Member Lichtigman stated that he feels the Main Street area is poised, in the terms of unified ownership. He added that it would be best to not be not too specific with land use, but set goals, and leave it open for growth.

Member Albright stated that until Main Street is cleaned up, the area would be harder to sell to a developer.

Member Grippa asked what incentives could be used.

Member Albright stated a multistage plan would be better to activate the area first with something like a multilevel parking garage.

Discussion of idea.

Member Henry clarified that he looking at what can be done in the Main Street area. The need for additional parking needs to be researched and what is needed now to address the needs of the current businesses. He was supportive of redevelopment that addresses both the current need and provides for future redevelopment.

Member Zimmerman posed the question of what is the current disincentive to redevelopment. He believes if there is not a change to intenerate vending that there will not be change in the area. He is concerned that if people are parking there to go to the beach, there is no easy access from that area.

Member Grippa asked what to do with the property.

Member Zimmerman said there needs to be access to the beach, and he expressed agreement Member Albright’s idea.

Member Molnar stated that this could be a huge catalyst for the area and the entire beachside.

Member Cruise stated he went to the new restaurants today and the parking lots were full, high end vehicles were there, there were families there, and they were using the beach. He suggested getting developers around the table and moving forward.

Member LaMotte stated the area needs to be cleaned up, sunset itinerate vending, and help the neighborhoods.

Member Lichtigman agreed the consolidated ownership will make planning easier. He stated this is a 20 year plan that needs steps.

Member Grippa stated that 20 years is too long.

Member Albright clarified that right now there may not be the demand for all of the targeted uses. The 20 year timeframe reflects the need to have incremental changes that provide the start-up for future demands.
Discussion of the current uses and future redevelopment of the Ocean Center and Hilton parking lots ensued.

Member Grippa proposed the idea of bringing in a planner or putting out an RFP for the parcel.

Member Cruise asked what it would take to put out an RFP for the parcel on A1A and Main Street.

Discussion ensued on the right way to do a parking structure.

Member Lichtigman suggested a feasibility study being the next step.

Member Grippa suggested a recommendation of getting the land owners, the city, and the county together to make something happen.

Discussion of next steps.

Member Albright suggested going to national firms and get their input.

Discussion continued.

Member Henry suggested the city and county coordinate with the land owners and a hired staff planner whose job is to activate this area.

Member LaMotte stated that getting rid of itinerate vending will help clean up the area and show that Daytona is changing.

Member Henry stated that he is not taking a position on itinerate vending.

Discussion continued.

Member Grippa summarized recommendations based on discussions; the city and county to work with landowners coordinate the future development of the parking lots, discussion of itinerate vending, and determine what does the area needs.

Member Lichtigman stated his position is to look at itinerate vending, but not necessarily recommend it be done away with.

Member Sharples stated the new restaurants are packed on a Monday night, he suggested having John Albright and Jim Morris recommend ideas for the parking lots.
Mr. Ervin summarized; the committee wants a viable idea to get the city and county owned land on the market to utilize the surface parking to revitalize the area using an RFP process to initiate the plan.

Member Sharples stated the developers should determine if the itinerate vending is an issue or not.

Discussion of itinerate vending.

Member Jennings stated the committee needs to make sure there is no conflict of interest.

Discussion of area and next step for development.

Mr. Ervin gave an overview of Seabreeze and Oakridge Boulevards.

Member Lichtigman stated the broadly requested items are applicable here but also suggested looking at regulations on rooftops. High rise development is being encouraged, but developments do not want to overlook unmaintained roof tops.

Member Grippa suggested looking at a façade program for this area.

Mr. Ervin stated the area is not within a CRA, and the city does not have funding for that type of program.

Discussion of the City of Daytona Beach incentive program ensued.

Mr. Ervin summarized that the recommendation is for the City of Daytona Beach to investigate methods of funding façade grants and other incentives to bring in residential development to the Seabreeze/Oakridge community. Additionally, the city needs to look at updating regulations regarding the maintenance and upkeep of roof tops and rear yards visible from tall buildings. He then moved into the operational recommendations.

Discussion of a proactive code enforcement with a zero tolerance policy ensued.

Member Henry suggested under public safety, including coordinated use of Beach Safety on A1A.

Member Jennings requested that item 2 be reworded.

Discussion of wording ensued.

Member Zimmerman suggested striking the word “presence”.

Mr. Ervin discussed the intergovernmental coordination recommendations.
Member Jennings expressed disagreement with the wording of the first three recommendations.

Discussion ensued.

Mr. Ervin stated he will rewrite the first three bullets and send to Member Jennings for direction. He then moved on to the next slide for other items. He noted the missing item for neighborhood group coordination.

Member Lichtigman asked how the speed limit during events would be affected.

Mr. Ervin referred back to the traffic calming discussion.

Member Jennings asked what would be done about the workshop and FDOT coming to the meeting.

Member Grippa stated everyone agreed they were good ideas. He then acknowledged an additional public comment.

Matt Byrne, 330 S. Atlantic Ave., Daytona Beach, FL, suggested an amusement area by the Ocean Center.

Meeting adjourned 8:53 p.m.