

**BEACHSIDE REDEVELOPMENT BOARD  
MINUTES  
Wednesday, March 13, 2019**

The regular meeting of the Beachside Redevelopment Board was held Wednesday, March 13, 2019, at 6:00 p.m. in the Commission Chambers, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

**Board Members Present**

Mr. Dino P. Paspalakis, Chair  
Mr. Mike Denis, Vice Chair  
Ms. Jennifer Nazak  
Mr. James Newman (Planning Board appointee)  
Ms. Amy Pyle  
Ms. Marcia Tuggle

**Board Members Absent**

Mr. Gilbert Myara  
Mr. Dino M. Paspalakis

**Staff Members Present**

Mr. Reed Berger, Redevelopment Director  
Ms. Carly Meek, Assistant City Attorney  
Ms. Becky Groom, Board Secretary

1. **Call to Order**

Dino P. Paspalakis called the meeting to order at 6:00 p.m.

2. **Roll Call**

Roll was taken with attendance as noted above.

3. **Approval of Minutes - October 10, 2018**

A motion was made by Ms. Pyle, seconded by Ms. Tuggle, to approve the minutes of the October 10, 2018, Beachside Redevelopment Board meeting, as presented. The motion carried (5-0).

4. **Wall Graphics - 100 N. Atlantic Avenue (Hilton Hotel)**

A request by Jim Berkley, General Manager of the Hilton Daytona Beach Oceanfront Resort to apply wall graphics to the hotel.

**Staff Presentation:**

Mr. Berger presented the staff report which was included as part of the packet. Mr. Berger stated the Land Development Code requires that wording is not to be included in the wall graphics. Mr. Berger stated the graphics are proposed for the lower level of the building along a breezeway.

**Applicant's Presentation:**

Jim Berkley, General Manager of the Hilton Daytona Beach Oceanfront Resort, spoke regarding the request. Mr. Berkley stated the bottom half of the building is former retail and the area has now been repainted. Mr. Berkley stated with the homeless now removed from the area, it is a good time to reactivate the space. Mr. Berkley stated he hopes the paintings will encourage foot traffic. Mr. Berkley stated there will be no wording on the paintings, and the artists are aware that wording is not to be used.

Ms. Nazak asked if the pictures would be applied or painted onto the building.

Mr. Berkley stated all of the artwork will be hand painted. Mr. Berkley stated the plan is for the paintings to be in place for a year to see if there is interest in the artwork. Mr. Berkley stated the goal is to remain family friendly and appropriate.

Ms. Pyle asked if there will be plaques to explain the project and the artists.

Mr. Berkley stated if there appears to be an interest and there is activity on social media about the paintings, then plaques will be installed; however, there is no plan to install plaques initially.

Ms. Pyle stated she is concerned about the content of the photo with the astronaut with a cracked face shield and the alien abduction.

Mr. Berkley stated if negative feedback is received on any of the artwork, the area will be repainted.

Mr. Denis stated Wings in DeLand is an area where selfies are taken; but he feels someone possibly holding a beach ball would be something that would be used more for selfies. Mr. Denis stated he personally cannot see selfies being taken in front of the proposed pictures.

Mr. Newman stated the existing area is bland and feels the proposed paintings would be uplifting for the area. Mr. Newman stated he would like to see the retail spaces flourish there.

Ms. Tuggle stated the artwork may not appeal to her but she likes the idea and the colors. Ms. Tuggle asked if the project is well received, will it be expanded.

Mr. Berkley stated that is the intent and there is the possibility of placing soft seating in the area. Mr. Berkley stated plaques will be placed in the area then. Mr. Berkley stated the proposed project is a \$10,000 expenditure for the hotel.

Mr. Paspalakis stated the southwest corner would be a perfect place to expand the project. Mr. Paspalakis noted that the entire project will only cover about 1% of the surface area of the hotel.

Ms. Pyle stated she feels people should be allowed to paint what they want on their property. Ms. Pyle stated the city should be looking for public spaces where art work could be placed to promote Daytona Beach.

Mr. Newman stated he likes the idea that the art work will not be permanent and will be replaced as they fade. Mr. Newman stated the art work content is very individual.

Mr. Denis stated for the first project, he would like to see the bar set higher. Mr. Denis stated he would like the Board to be more involved in the decision of the content.

**Public Comments:**

John Nicholson, 413 N. Grandview, Daytona Beach, Florida, stated he does not feel graffiti should be on any of the buildings and he feels the art work promotes graffiti. Mr. Nicholson stated the proposed art work is not high end and feels it will hurt the Hilton.

Sandra Murphy, 136 Park Avenue, Daytona Beach, Florida thanked Mr. Berkley for bringing public art to Daytona Beach. Ms. Murphy stated she hopes the art work will encourage others to also place art work in their projects. Ms. Murphy stated she is concerned that there is nothing in the art work that brands Daytona Beach and questioned the art work that may promote the Kennedy Space Center.

**Board Action:**

A motion was made by Ms. Pyle, seconded by Ms. Nazak, to approve Wall Graphics - 100 N. Atlantic Avenue (Hilton Hotel), in accordance with the staff report as presented. The motion carried (4-1 with Mr. Denis voting nay).

5. **Redevelopment Projects Update**

Mr. Berger stated the owner of the Streamline has given the city a wonderful asset and he hopes someone purchases the property that will do the project justice.

Mr. Berger stated staff is working on the subject of murals and is gathering information from other communities regarding mural projects. Mr. Berger stated downtown Daytona Beach already has several murals in place and the issue of content and a theme is always discussed. Mr. Berger stated a group is working to develop a plan for reviewing art for the area so the requests will not have to be presented to the Redevelopment Boards.

Mr. Paspalakis asked if a text amendment to the Land Development Code would have to be presented to the Beachside Redevelopment Board.

Mr. Berger said no but the City Commission could direct staff to present the amendment to the Redevelopment Board for their input.

Mr. Berger stated both towers are under construction at the Protogroup project; and additional work will be done along Oakridge. Mr. Berger stated there is work being done for the traffic circle at International Speedway Boulevard. Mr. Berger stated the parhandling ordinance has been very successful and is helping the businesses and residences in the area.

Mr. Paspalakis asked about the parking lot next to the Hilton.

Mr. Berger stated the fenced in parking lot is owned by the City. Mr. Berger stated there have been some discussions but nothing is confirmed at this time.

Mr. Berger stated the Avista Marriott was approved by the Planning Board and was stopped at the City Commission because there were concerns about financing.

Ms. Pyle asked if there has been a closing on the property.

Mr. Berger stated no.

Mr. Paspalakis stated he does not want there to be another situation like the Boardwalk hotel that was planned thirty years ago.

6. **Public Comments**

John Nicholson, 413 N. Grandview, Daytona Beach, Florida, stated he does not feel there should be an issue with TIF money and the hotel projects. Mr. Nicholson stated a light has been out on the boardwalk in front of Lisa's Gifts and makes the boardwalk look bad. Mr. Nicholson stated the A1A street lights have not been fixed since the last storm. Mr. Nicholson stated there are 10 empty stores and lots on Main Street and he understood that the city wants to do away with Bike Week, so if we don't have Bike Week, what will it be replaced with. Mr. Nicholson expressed concern that the art work for the Hilton contained graffiti. Mr. Nicholson expressed concern about hotel projects being delayed.

7. **Board Comments**

Ms. Pyle asked about the parking lot next to the Hilton and asked if there is a plan for a parking structure or parking plan for that area. Ms. Pyle stated the Beachside Redevelopment Committee saw parking in that area as an important item.

Mr. Berger stated he is not aware of any plan but noted that the parking plan is part of the E-Zone plan. Mr. Berger stated he is not aware of anyone working on a parking plan as a result of the Beachside Redevelopment Committee meetings.

Ms. Pyle asked about 14 S. Coates and noted the roof is caving in on the building. Ms. Pyle stated she feels it is an important building and could be utilized.

Mr. Berger stated the owner has plans for the building; and there is a permit for replacement of the roof.

Mr. Newman asked about the status of the seawall on Harvey and the parking lot that was reviewed by the Beachside Redevelopment Board.

Mr. Berger stated he is not aware of any changes to the status of the wall or parking lot.

Ms. Nazak stated if financing is not in place for projects, maybe the beachside needs to look at other ways for the beachside to thrive. Ms. Nazak stated she is pleased with the new business, Pallet Pub, on Main Street. Ms. Nazak stated many cities now have Sustainability Officers and she feels sustainability is important.

Ms. Tuggle stated she is pleased with the new businesses that have opened on Main Street. Ms. Tuggle expressed concern that much of the funds collected for Bike Week are expended throughout the city and not committed to the Main Street area.

Mr. Paspalakis stated he recently visited Panama City Beach and they have developed a Pier Park. Mr. Paspalakis stated such a development in Daytona Beach would enhance Main Street. Mr. Paspalakis stated when the Slingshot was presented to the Board it was presented with no parking requirements. Mr. Paspalakis stated he feels such developments that are asking for a waiver from parking requirements should be required to pay into a fund an equal amount for the required parking; and the city would then have funds available to build a parking structure in the future. Mr. Paspalakis stated the concept has been part of the E-Zone for over 5 years and has never been implemented. Mr. Paspalakis asked that the concept be discussed at the next Beachside Redevelopment Board meeting.

Mr. Denis asked if such a recommendation could be discussed with the City Commission.

Ms. Pyle asked that Mr. Paspalakis speak personally with his Commissioner.

Mr. Newman stated the Board could vote to ask Mr. Paspalakis to present the discussion at a City Commission meeting.

**Board Action:**

A motion was made by Ms. Pyle, seconded by Mr. Denis, that Mr. Paspalakis present the subject of a fund being established for projects that are approved that request to waive the required parking requirements in order to develop a fund for future parking projects. The motion carried (5-0).

8. **Adjournment**

There being no further business, the meeting was adjourned.

  
\_\_\_\_\_  
Dino P. Paspalakis, Chair  
*Mike Denis Vice Chair*

  
\_\_\_\_\_  
Becky Groom, Board Secretary