



## The CITY OF DAYTONA BEACH Beachside Redevelopment Board Minutes

City Hall  
Commission Chambers  
Regular Meeting

301 South Ridgewood Avenue  
Wednesday, October 9, 2019  
6:00 PM

Pursuant to Section 286.0105, Florida Statutes, if any person decides to appeal any decision made by this Board at this public meeting, such person will need a record of the proceedings and, for that purpose, such person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. The City does not prepare or provide such a record.

	For special accommodations, please notify the City Clerk's Office at least 72 hours in advance. (386) 671-8020		Help for the hearing impaired is available through the Assistive Listening System. Receivers can be obtained from the City Clerk's Office.
--	--	--	--

### 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. Kira Honse, Assistant City Attorney  
Ms. Becky Groom, Board Secretary

### Call to Order

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

## Roll Call

Roll was taken with attendance as noted above.

## Approval of Minutes - June 12, 2019

A motion was made by Ms. Pyle, seconded by Ms. Nazak, to approve the minutes of the June 12, 2019, Beachside Redevelopment Board meeting, as presented. The motion carried (5-0).

## Wall Graphic - 451 S. Atlantic Avenue

### Staff Presentation:

Mr. Berger presented the staff report which was included as part of the packet. Mr. Berger stated the murals are proposed to be placed on the south wall and the west wall which faces A 1 A. Mr. Berger stated the logo that is shown on the proposed mural will not be included for approval at this time and will be presented later as part of the entire sign approval for the project. Mr. Berger stated the side mural is reflective of a postcard and includes the language "World's Most Famous Beach."

### Applicant Presentation:

Jessica Gow, Cobb & Cole, 149 S. Ridgewood Avenue, Daytona Beach, Florida spoke representing the applicant, Crabby's Oceanside. Ms. Gow provided renderings of the proposed murals that did not include the Crabby's logo.

Jason Zelnak, the Managing Partner of Crabby's Oceanside, 451 S. Atlantic Avenue, the applicant, stated the artist will be Matt McAlister who has done other murals throughout the state but has not done any in Daytona Beach.

Ms. Pyle stated she likes the mural and likes that it includes the "World's Most Famous Beach" which she would like to see promoted more. Ms. Pyle asked if the mural will be painted or a printed applique.

Mr. Zelnak stated the murals will be painted on the building and will then be sealed.

Mr. Newman stated the wording which is proposed, "World's Most Famous Beach," is prohibited by the Land Development Code since murals are not to have any written messages or logos included. Mr. Newman asked how this could be approved.

Mr. Paspalakis stated he interprets the Code to mean written messages are not to be included if they pertain to the business. Mr. Paspalakis stated he sees what is proposed as an image of a sign that is historical in nature.

Ms. Honse stated the Code does say no written message but that the ultimate approval lies with the Board.

Mr. Berger stated what is proposed is a generic image from a post card with an image of the World's Most Famous Beach superimposed.

Ms. Pyle stated Mr. Newman makes an excellent point and perhaps a change needs to be made to the Land Development Code to reflect that a written message cannot include advertising for the business.

Ms. Gow stated this was discussed with City staff and there is information in the Land Development Code regarding advertising messages; and what is proposed is not advertising a product or business.

Mr. Newman stated on a previous request for murals an applicant was required to remove written messages that were proposed as part of the mural.

Mr. Denis stated he likes what is proposed and is in support of this request. Mr. Denis stated he feels the Land Development Code is too restrictive on signage.

Ms. Nazak stated she feels the proposed mural is a depiction of a picture and she does not have a problem with what is planned. Ms. Nazak stated she feels the Land Development Code should be broadened to include wording in signage.

Ms. Tuggle stated she did not see what is proposed as a written message. Ms. Tuggle stated she likes what is proposed and feels many times barriers are placed in front of people. Ms. Tuggle stated she does not have a problem in approving the request.

Mr. Berger stated staff is working on proposed changes to the Land Development Code in areas related to advertising and images and he will make sure the Board's comments are included as part of the discussion.

## Public Comments:

John Nicholson, 413 N. Grandview, Daytona Beach, Florida, stated he likes the proposed murals which depict historical Daytona Beach.

Robert Stolpmann, 2305 Valdavia Street, St. Augustine, Florida, stated he feels there are too many stipulations and barriers on approvals for murals.

## Board Action:

A motion was made by Ms. Pyle, seconded by Ms. Nazak, to approve the proposed wall graphics for Crabby's Oceanside, 451 S. Atlantic Avenue, noting that the wording does not represent advertising for the business that is making the application and depicts historical signage in Daytona Beach, in accordance with the staff report as presented. The motion carried (5-0).

## Redevelopment Projects Update

Mr. Berger stated three sites on E. International Speedway Blvd. are being reviewed for Brownfield grants.

Mr. Paspalakis asked if the grant funds would be used to clean up the ground.

Mr. Berger stated the grants would be used to determine if there is contamination.

Mr. Berger discussed parking as part of the E-Zone Master Plan related to Parking Fees and read the requirements for new development in the E-Zone; however, the document has not been implemented.

Mr. Paspalakis stated he agrees with the requirements and feels those funds could be used for providing parking in the future.

Ms. Pyle asked if there have been any discussions on opening the Volusia County lot for parking on Main Street.

Mr. Berger stated he is not aware of any progress.

Ms. Pyle stated the Beachside Neighborhood Watch was not approached to make an assessment of the Brownfield area; and as a result, city staff has been invited to the next Beachside Neighborhood Watch meeting to discuss the area.

Ms. Nazak stated she has been using a website [www.strongtowns.org](http://www.strongtowns.org) which provides good information on redevelopment, density, and parking.

Mr. Denis stated the Volusia County Redevelopment Board talked about parking and asked why the City and Volusia County have not addressed the parking on Main Street.

Mr. Paspalakis asked if there have been any repairs made to the hole in the seawall along Harvey.

Mr. Berger stated there is a board over the hole which has been painted but the wall has not been repaired.

Mr. Berger stated the Avista project is on hold and the Russian project has been proceeding very slowly.

## Public Comments

Robert Stolpman, 2305 Valdavia Street, St. Augustine, Florida spoke regarding Brownfield properties. Mr. Stolpman stated he has developed properties in Daytona Beach and wants the town to grow and has ideas for development but feels staff sometimes stifles people's interest in pursuing development in the City. Mr. Stolpman stated he feels the Board meetings should be exciting, but the Board sometimes is too detailed in their reviews.

John Nicholson, 413 N. Grandview, Daytona Beach, Florida spoke regarding parking studies, the Russian project, and CRA funds. Mr. Nicholson stated the light fixtures need repaired on A1A as well as other maintenance issues in the area.

Ms. Pyle stated the Redevelopment staff should be surveying the beachside area to see that maintenance concerns are addressed.

Kristin Goodrich, 816 Main Street, Daytona Beach, Florida spoke regarding parking, murals, the need for painting the planters on Main Street and placing rope lights along the first block of Main Street to draw people to the area.

Anne Ruby, 137 Park Avenue, Daytona Beach, Florida expressed concern that the Beachside Neighborhood Watch was not included in the discussions regarding the Brownfield properties along E. International Speedway Blvd. Ms. Ruby stated there are three lots on Ocean Avenue that are in horrible condition, some of which are owned by the City. Ms. Ruby stated the Redevelopment Standards are not being enforced and Code Enforcement is not aware of the Redevelopment Standards.

Mr. Berger stated he makes Public Works and Code Enforcement staff aware of problems in the beachside area.

## Board Comments

Mr. Newman stated the Board should make notes of items in their meeting minutes which they would like brought to the attention of the City Commission.

Mr. Paspalakis stated he feels the Board was clear in their comments regarding the Land Development Code and the need to amend the Code regarding wording being placed in murals.

Ms. Pyle spoke regarding the Harvey seawall and stated city staff is hired to make sure the standards are met. Ms. Pyle stated the property across the street from her is for sale, which is the one Avista was supposed to use for off-site construction parking so that should be an indication of the status of the Avista project.

Ms. Pyle stated assessments are now being placed on property tax bills for demolitions; and Ms. Pyle stated a similar assessment could be placed on a tax bill for repairs. Ms. Pyle suggested hiring a contractor to repair the seawall on Harvey and then assess the property tax bill.

Ms. Pyle provided a hand-out to the Board regarding suggestions for temporary parking in the Redevelopment areas. Ms. Pyle stated she would like to discuss the items at a future Board meeting.

Ms. Nazak stated she likes Ms. Pyle's suggestions regarding parking. Ms. Nazak stated the seawall on Harvey needs fixed. Ms. Nazak stated we should be nurturing a climate of support for small businesses. Ms. Nazak stated she is now a licensed landscaper through the City of Daytona Beach.

Mr. Denis expressed concern that the Board did not meet in July, August, and September. Mr. Denis suggested having a meeting to discuss topics that are concerns of the Board, regardless of whether there are matters for Board action.

Ms. Pyle asked that a meeting be held in November.

Mr. Paspalakis stated he is not available for a meeting on the second Wednesday in November.

Mr. Denis stated the Volusia County Council will be voting on October 15, 2019, to revoke the vacation that was approved for Avista.

Mr. Denis discussed the requirement to construct a boardwalk along oceanfront properties when they are developed in Daytona Beach.

Mr. Paspalakis stated he feels that requirement should be removed.

Mr. Berger stated the requirement for the boardwalk is a taking and that needs to be addressed.

Mr. Berger stated the requirement is voluntary, not mandatory, and could be done through a Planned Development Agreement.

Mr. Denis stated he accompanied city staff on the Code Enforcement walk and noticed an area of Grandview where grass is growing through the street. Mr. Denis stated he feels the city should be responsible for removing the grass that is growing in the street.

Ms. Honse stated Public Works is responsible for the city streets.

Ms. Tuggle stated she feels this Board has tried to come out strongly on issues of concern, but she does not feel there is follow up. Ms. Tuggle stated there are businesses on Main Street that are struggling due to the lack of parking. Ms. Tuggle asked if there is a grant available to help a business that must paint over graffiti. Ms. Tuggle stated she feels city staff should be more willing to assist investors and should be more flexible.

Ms. Paspalakis stated items such as graffiti and property damage are parts of the risk of being a business owner.

Mr. Paspalakis stated the Board does not have rules in place to limit public speaking and personal attacks on staff.

Ms. Honse stated the Board could adopt rules to limit the length of time for public comments.

Mr. Denis stated rules for Board procedures is a topic that could be discussed at the next meeting.

Mr. Berger stated he will bring the script that is read at the beginning of each City Commission meeting for the Board's consideration.

Mr. Paspalakis stated a successful Summer Concert Series was held during the summer at the Bandshell and looks forward to next year's concerns.

## Board Action:

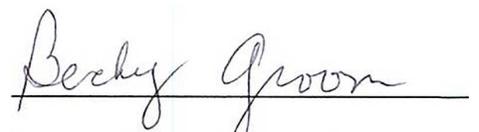
A motion was made by Mr. Denis, seconded by Ms. Nazak, that Board members provide topics to Mr. Berger that they would like to discuss at the next Board meeting. The motion carried (5-0).

## Adjournment

There being no further business, the meeting was adjourned.



Dino P. Paspalakis, Chair



Becky Groom, Board Secretary