



2019-2020 Florida Job Growth Grant Fund Public Infrastructure Grant Proposal

Proposal Instructions: The Florida Job Growth Grant Fund Proposal (this document) must be completed by the governmental entity applying for the grant and signed by either the chief elected official, the administrator for the governmental entity or their designee. Please read the proposal carefully as some questions may require a separate narrative to be completed. If additional space is needed, attach a word document with your entire answer.

Governmental Entity Information

Name of Governmental Entity: City of Daytona Beach

Government Federal Employer Identification Number: [REDACTED]

Primary Contact Name: James V. Chisholm

Title: City Manager

Mailing Address: 301 South Ridgewood Avenue

Daytona Beach, FL 32114

Phone Number: (407) 491-9477

Email: ChisholmJames@codb.us

Secondary Contact Name: Beth G. Lemke

Title: Grants Manager

Phone Number: (407) 491-9477

Public Infrastructure Grant Eligibility

Pursuant to section 288.101, F.S., the Florida Job Growth Grant Fund was created to promote economic opportunity by improving public infrastructure and enhancing workforce training. Eligible entities that wish to access this grant fund must submit public infrastructure proposals that:

- Promote economic recovery in specific regions of the state, economic diversification or economic enhancement in a targeted industry. ([View Florida's Targeted Industries here.](#))
- Are not for the exclusive benefit of any single company, corporation or business entity.
- Are for infrastructure that is owned by the public and is for public use or predominately benefits the Public.

1. Program Requirements:

(If additional space is needed, attach a word document with your entire answer.)

Each proposal must include the following information describing how the project satisfies eligibility requirements listed on page 1.

A. Provide a detailed description of the public infrastructure improvements.

The Beach Street Transformation is a critical catalytic improvement for the area. It involves \$7.6 million in streetscape and utility infrastructure improvements. See attached 1.A for additional detail.

B. Provide location of public infrastructure, including physical address and county of project.

Daytona Beach - Volusia County - The limits of the project are within Beach Street right of way from Orange Avenue to Fairview Avenue. See attached 1.B for location map.

C. Is this infrastructure currently owned by the public? Yes No

If no, is there a current option to purchase or right of way provided to the County?

D. Provide current property owner.

The property is owned by the City of Daytona Beach.

E. Is this infrastructure for public use or does it predominately benefit the public? Yes No

F. Will the public infrastructure improvements be for the exclusive benefit of any single company, corporation or business entity?

Yes No

G. Provide a detailed description of, and quantitative evidence demonstrating, how the proposed public infrastructure project will promote:

- Economic recovery in specific regions of the state;
- Economic diversification; or
- Economic enhancement of a Targeted Industry ([View Florida's Targeted Industries here.](#))
 - Describe how the project will promote specific job growth. Include the number of jobs that will be retained or created, and in which industry(ies) the new net jobs will be created using the North American Industry Classification System ([NAICS](#)) codes. Where applicable, you may list specific businesses that will retain or create jobs or make capital investment.
 - Provide a detailed explanation of how the public infrastructure improvements will connect to a broader economic development vision for the community and benefit additional current or future businesses.

See attached 1.G

2. Additional Information:

(If additional space is needed, attach a word document with your entire answer.)

A. Provide the proposed commencement date and number of days required to complete construction of the public infrastructure project.

Commencement of the project will begin as soon as funding is made available. The construction of the project is estimated to take approximately 365 days to complete once design is finished. Design is currently underway.

B. What permits are necessary for the public infrastructure project?

Only local permits are required.

- C. Detail whether required permits have been secured, and if not, detail the timeline for securing these permits. Additionally, if any required permits are local permits, will these permits be prioritized?

A local development permit is required and will be prioritized.

- D. What is the future land use and zoning designation on the proposed site of the infrastructure improvements, and will the improvements conform to those uses?

See attached 2.D

- E. Will an amendment to the local comprehensive plan or a development order be required on the site of the proposed project or on adjacent property to accommodate the infrastructure and potential current or future job creation opportunities? If yes, please detail the timeline.

Yes No

See attached 2.E

- F. Is the project ready to commence upon grant fund approval and contract execution? If no, please explain.

Yes No

- G. Does this project have a local match amount? Yes No

If yes, please describe the entity providing the match and the amount.

City of Daytona Beach has funded the design in the amount of \$535,236. Additional \$15 million contributed by a private source for the redevelopment of an adjacent park that will complement this project.

- H. Provide any additional information or attachments to be considered for this proposal. Maps and other supporting documents are encouraged.

See attached 2.H

3. Program Budget

(If additional space is needed, attach a word document with your entire answer.)

Estimated Costs and Sources of Funding: Include all applicable public infrastructure costs and other funding sources available to support the proposal.

1.) Total Amount Requested \$ 7,603,035.00
 Florida Job Growth Grant Fund

A. Other Public Infrastructure Project Funding Sources:

City/County \$ 535,236.00

Private Sources \$

Other (grants, etc.) \$

Please Specify: _____

Total Other Funding \$ 535,236.00

B. Public Infrastructure Project Costs:

Construction \$ 7,603,035.00

Reconstruction \$

Design & Engineering \$ 535,236.00

Land Acquisition \$

Land Improvement \$

Other \$

Please Specify: _____

Total Project Costs \$ 8,138,271.00

Note: The total amount requested must be calculated by subtracting the total other public infrastructure project funding sources in A. from the total public infrastructure project costs in B.

- C.** Provide a detailed budget narrative, including the timing and steps necessary to obtain the funding and any other pertinent budget-related information.

The project can commence immediately upon receipt of DEO Job Growth Grant funding. The funding will be used to construct the Beach Street streetscape project.

4. Approvals and Authority

(If additional space is needed, attach a word document with your entire answer.)

- A.** If the governmental entity is awarded grant funds based on this proposal, what approvals must be obtained before it can execute a grant agreement with the Florida Department of Economic Opportunity (e.g., approval of a board, commission or council)?

If grant funds are awarded to the City of Daytona Beach, the City Commission will need to approve the award prior to acceptance.

If board authorization is not required, who is authorized to sign?

N/A

- B.** If approval of a board, commission, council or other group is needed prior to execution of an agreement between the governmental entity and the Florida Department of Economic Opportunity:

- i. Provide the schedule of upcoming meetings for the group for a period of at least six months.
- ii. State whether entity is willing and able to hold special meetings, and if so, upon how many days' notice.

See attached 4.B

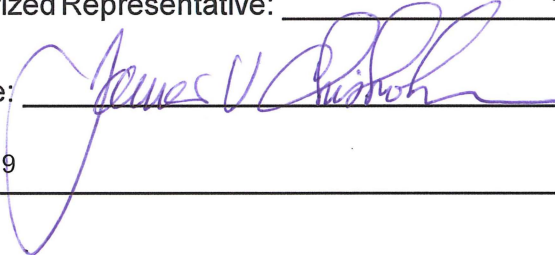
- C.** Attach evidence that the undersigned has all necessary authority to execute this proposal on behalf of the governmental entity. This evidence may take a variety of forms, including but not limited to: a delegation of authority, citation to relevant laws or codes, policy documents, etc.

See attached 4.C

I, the undersigned, do hereby certify that I have express authority to sign this proposal on behalf of the above-described entity and to the best of my knowledge, that all data and information submitted in proposal is truthful and accurate and no material fact has been omitted.

Name of Governmental Entity: City of Daytona Beach

Name and Title of Authorized Representative: James V. Chisholm, City Manager

Representative Signature: 

Signature Date: 10/14/2019

City of Daytona Beach – Public Infrastructure Grant Proposal
Beach Street Transformation

1.A - Detailed Description of the Public Infrastructure Improvements

The complete street project involves the construction of the Beach Street Streetscape between Orange Avenue and Fairview/Main Street. The project involves reducing two northbound lanes to one lane and the two southbound lanes to one lane on Beach Street, increasing the width of the decorative pedestrian walking and storefront cafe dining area along the west side of Beach Street and reconstructing the sidewalk to widen in strategic locations to make more walkable. The project will provide traffic calming measures and will include parking modifications and associated stormwater drainage improvements along the east side of Beach Street.

Phase 1 - Orange to Bay	\$4,363,035
• Streetscape Modifications	\$3,349,262
• Utility Improvements	\$549,875
• Lift Station at City Island	\$249,000
• Backflow preventers and inspection manholes	\$214,898
Phase 2 - Bay to Fairview/Main	\$3,240,000
• Streetscape/Roundabout	\$2,790,000
• Utility Improvements	\$450,000

1.G - Provide a detailed description of, and quantitative evidence demonstrating, how the proposed public infrastructure project will promote:

Economic Recovery in Specific Regions of the State

Describe how the project will promote specific job growth. Include the number of jobs that will be retained or created, and in which industry(ies) the new net jobs will be created using the North American Industry Classification System (NAICS) codes. Where applicable, you may list specific businesses that will retain or create jobs or make capital investment.

Provide a detailed explanation of how the public infrastructure improvements will connect to a broader economic development vision for the community and benefit additional current or future businesses.

Economic Recovery for Existing Business - Retail (NAICS 44-45), Office (NAICS 55-56), Real Estate (NAICS 531), and Tourism (NAICS 561591)

Making Beach Street a complete street is needed to support the economic recovery for the core of the City – the downtown Redevelopment Area. Once a vibrant downtown, this area now has many vacant storefronts along narrow sidewalks and streets with fast-moving traffic. Complete streets make pedestrian mobility a priority by reducing the amount of space dedicated to vehicles and emphasizing walkability.

Evidence has shown that complete streets and other techniques to improve walkability boost business and property values and encourage nearby residential development. The area currently has a walk score of 67. A one-point increase in walkability can increase property values by \$700-\$3,000. Improving walkability is tied directly to induced demand.

City of Daytona Beach – Public Infrastructure Grant Proposal
Beach Street Transformation

Promotion and Support of New Job Growth - Corporate HQ (NAICS 551114), Real Estate (NAICS 531), and More

Recently, Brown & Brown Inc., one of the world's largest insurance brokers, announced their plans to locate their new global headquarters on Beach Street. The new downtown headquarters is expected to create 650 new jobs with \$30 million in private investment. Brown & Brown is the only major company to locate downtown in 20-30 years, providing much needed economic recovery for the area.

The Brown Foundation has pledged \$15 million in private funding to completely renovate and recreate Riverfront Park (directly adjacent to Beach Street) from Orange Avenue to Main Street – the same limits as the Complete Street. This \$15 million in private investment in the public park will complement the \$8 million Beach Street project. It is critical that Beach Street be completed in advance of the park, to allow proper access to the park when it opens.

This development has started the transformation of downtown and created a surge of interest from other developers and local business owners. As a result, four proposed projects have surfaced, with more on the horizon.

Additional New Planned Developments:

- An Alabama developer has shown interest in building a hotel, 265 high-end apartments, shops and restaurants around Jackie Robinson Ballpark. Daytona Beach hopes to mimic the success realized by Greenville, SC for Fluor Field, which was built with a mixed-use development of retail space and condominiums overlooking the playing field. In the time since that project broke ground, development around the field has exploded, increasing property values and demonstrating economic success.
- Just two blocks away from the Brown & Brown development, a local developer recently acquired a large city block with the intention of building a mixed-use development consisting of offices, apartments, restaurants and shops. The existing buildings on the site are being demolished to make way for this proposed development.
- One block south of the Brown & Brown headquarters project, Volusia County is consolidating court and administrative services with a major new complex in Downtown Daytona Beach; a move that could bring an additional 450 new employees downtown in five years.
- Just south of the Jackie Robinson Ballpark lies an unbelievable opportunity for a currently underutilized, highly-valuable waterfront parcel. Through a public-private partnership, a hotel-condominium-restaurant-entertainment development on this parcel will provide an income-generating use along the riverfront, boost the downtown economy by adding residents, attract visitors, and contribute to the tax base. Downtown residents will improve the patronage and visibility of the riverfront facilities, creating a vibrant Beach Street destination.

These announcements are indicative of new life for the area in the form of greatly increased daily population and consumer spending. This surge of employees and residents will need places to eat, shop, convene, and relax. For this influx of pedestrians to move about the area safely and enjoyably, current traffic and mobility conditions will need to be addressed. The Beach Street complete street project will provide traffic calming measures and increase pedestrian mobility, allowing new employees and residents to safely and efficiently navigate the downtown shops, parks, and restaurants. This in turn creates a destination that helps businesses thrive.

City of Daytona Beach – Public Infrastructure Grant Proposal Beach Street Transformation

Economic Impacts

Ongoing Jobs Created by the Brown & Brown Headquarters Project

Primary Job Creation - NAICS - 524210 - Insurance Agencies and Brokerages - 1,027 jobs and \$71.5 million in annual earnings (direct, indirect, and induced economic impact)

Temporary Construction Jobs Created by the Brown & Brown Headquarters Project

225 jobs during the construction phase - \$8.7 million in annual earnings

Direct, Indirect, and Induced Jobs Created by the Brown & Brown Headquarters Project

Top Ten for Employment						
Sector	Description	Employment	Labor Income	Total Value Added	Output	Avg Wage
438	Insurance agencies, brokerages, and related activities	1,027	\$49,613,659	\$71,518,723	\$169,963,586	\$48,309
517	Private households	102	\$1,604,725	\$1,604,725	\$1,605,592	\$15,733
440	Real estate	42	\$597,538	\$4,264,599	\$6,474,596	\$14,227
501	Full-service restaurants	37	\$821,004	\$922,274	\$1,755,873	\$22,189
482	Hospitals	20	\$1,559,557	\$1,779,330	\$3,107,355	\$77,978
502	Limited-service restaurants	20	\$361,190	\$926,958	\$1,623,867	\$18,060
464	Employment services	18	\$562,020	\$819,768	\$1,099,417	\$31,223
454	Management consulting services	17	\$462,808	\$775,042	\$1,208,101	\$27,224
448	Accounting, tax preparation, bookkeeping, and payroll	17	\$711,773	\$718,216	\$1,541,748	\$41,869
405	Retail - General merchandise stores	17	\$474,780	\$830,948	\$1,314,960	\$27,928

Source: IMPLAN and Fishkind and Associates, Inc.

See below for the executive summary from the Fishkind & Associates, Inc., economic impact study of the Brown & Brown headquarters operation.

The Economic & Fiscal Impacts of Brown & Brown Operation Daytona Beach, FL

Executive Summary

Fishkind & Associates, Inc. ("Fishkind") has contracted with Brown & Brown Insurance ("Brown & Brown") to conduct an economic and fiscal impact analysis of its proposed relocation of business operations from the northeast United States to a new 10-story office operation ("Project") on Beach Street in Daytona Beach, Florida. The office would have an estimated 625 new employees as well as include the existing Brown & Brown workforce in the County, for a total of an estimated 900 employees. Completion and occupancy of the proposed \$30 million facility is projected for the first quarter of 2020.

- The Project will generate significant economic impact for the community during the construction phase generating 225 jobs annually during the construction period with annual earnings of \$8.7 million (Table E1).

Table E1. Summary of Construction Impacts (Annual) to Volusia County

Construction Impact Summary (Annual)					
Impact Type	Employment	Labor Income	Total Value Added	Output	Avg. Wage
Direct Effect	161	\$6,176,089	\$9,228,301	\$19,500,001	\$38,361
Indirect Effect	22	\$1,005,421	\$1,712,473	\$3,414,411	\$45,701
Induced Effect	41	\$1,522,013	\$2,804,774	\$4,934,169	\$37,122
Total Effect	225	\$8,703,523	\$13,745,547	\$27,848,581	\$38,682

Source: IMPLAN and Fishkind and Associates, Inc.

- The permanent on-going impacts associated with the direct operation of the Project are estimated to result in 753 jobs annually with annual earnings of \$33.1 million, which is an average per capita wage of \$43,962, which is nearly 100% higher than the Daytona Beach per capita average wage of \$22,794 and nearly 100% higher than the Volusia County per capita average of \$27,134. The total economic impact of the project is estimated at 1,683 jobs and annual earnings of \$71.5 million. Table E2 summarizes the on-going impacts.

Table E2. Summary of On-Going Brown & Brown Operation Impacts to Volusia County

Operations Impact Summary					
Impact Type	Employment	Labor Income	Total Value Added	Output	Avg. Wage
Direct Effect	753	\$33,103,364	\$46,861,567	\$107,454,235	\$43,962
Indirect Effect	590	\$25,927,584	\$39,378,529	\$88,845,629	\$43,945
Induced Effect	340	\$12,505,952	\$23,044,125	\$40,541,232	\$36,782
Total Effect	1,683	\$71,536,899	\$109,284,220	\$236,841,095	\$42,506

Source: IMPLAN and Fishkind and Associates, Inc.

City of Daytona Beach – Public Infrastructure Grant Proposal
Beach Street Transformation

2.D - What is the future land use and zoning designation on the proposed site of the infrastructure improvements, and will the improvements conform to those uses?

The proposed streetscape improvements include a complete street design of Beach Street from Orange Avenue to Fairview Avenue/Main Street. The improvements/modifications will be constructed in the public right of way and/or on public property.

The proposed streetscape project is located within the City's designated Downtown Redevelopment area. The Redevelopment Area future land use designations contain a mixture of urban land uses specific to the redevelopment area. The future land use designations along the streetscape project consist of High Intensity Mixed Residential on the west side of Beach Street. Along the east side is an existing park area with a future land use designation of Parks and Recreation. One individual property on the east side has a future land use designation of public/institution.

The majority of zoning classifications along the west side of Beach Street consist of Beach Street Residential (RDD-1), Commercial (RDD-3) and Riverfront Mixed Use (RDD-4). The west side zoning classification is Planned Development General (PD-G). These zoning districts are intended to increase employment opportunities, stimulate and attract private investment in the Redevelopment area, and ensure better service to the residents and visitors to the area.

The proposed Beach Street streetscape improvements will conform to the adopted designated uses. Pursuant to the City's Land Development Code, infrastructure installation/improvements are permitted in all zoning designations.

2.E - Will an amendment to the local comprehensive plan or a development order be required on the site of the proposed project or on adjacent property to accommodate the infrastructure and potential current or future job creation opportunities?

No. A comprehensive plan amendment nor a development order will be needed to accommodate the infrastructure improvements. The streetscape improvements being installed will be located in the existing public right of way and/or on public property.

2.H - Provide any additional information or attachments to be considered for this proposal. Maps and other supporting documents are encouraged.

See attached 1.B rendering and attached 2.H-1 for immediate community impact area of the project. See attached 2.H-2 and 2.H-3 for letters of support from the adjacent business owners represented by the Downtown Daytona Beach Merchants Group and Burgoyne Village.

4.B - If approval of a board, commission, council, or other group is needed prior to execution of an agreement between the governmental entity and the Florida Department of Economic Opportunity:

I. Provide the schedule of upcoming meetings for the group for a period of at least six months:

The Daytona Beach City Commission meets twice monthly on the first and third Wednesday and is the only entity necessary to obtain approval to execute a grant agreement with the Department of Economic Opportunity.

City of Daytona Beach – Public Infrastructure Grant Proposal
Beach Street Transformation

City Commission Meetings:

- October 2, 2019, 6:00 PM @ City Hall
- October 16, 2019, 6:00 PM @ City Hall
- November 6, 2019, 6:00 PM @ City Hall
- November 20, 2019, 6:00 PM @ City Hall
- December 4, 2019, 6:00 PM @ City Hall
- December 18, 2019, 6:00 PM @ City Hall
- January 8, 2020, 6:00 PM @ City Hall
- January 22, 2020, 6:00 PM @ City Hall
- February 5, 2020, 6:00 PM @ City Hall
- February 19, 2020, 6:00 PM @ City Hall
- March 4, 2020, 6:00 PM @ City Hall
- March 18, 2020, 6:00 PM @ City Hall
- April 1, 2020, 6:00 PM @ City Hall
- April 15, 2020, 6:00 PM @ City Hall

ii. State whether entity is willing and able to hold special meetings, and if so, upon how many days' notice:

The mayor, or any four (4) members of the commission, or the city manager may call special meetings of the city commission upon at least twelve (12) hours' written notice to each member, served personally or left at the member's usual place of residence.

4.C - Attach evidence that the undersigned has all necessary authority to execute this proposal on behalf of the governmental entity. This evidence may take a variety of forms, including but not limited to: a delegation of authority, citation to relevant laws or codes, policy documents, etc.

See below Sec. 28 from the City Charter re: City Administrator's Powers and Duties

Sec. 28. Powers and duties generally.

Except in times of emergency as described in section 16 hereof, the city manager shall be the chief executive officer and head of the administrative branch of the city government. The city manager shall be responsible to the commission for the proper administration of all affairs and departments of the city government, including the police and fire departments, and shall carry out the ordinances, policies and regulations adopted by the commission.

The city manager shall have such power and authority as shall be necessary to permit performance of the duties as set forth herein or as may be required by ordinance or resolution of the city commission.

In case of riot or other grave emergency and during elections or similar occasions, except those described in section 16 hereof, the city manager may appoint special firefighters, police officers and officers for temporary service. Except under the provisions of section 16 hereof, no person shall act as a special firefighter, police officer, special detective, or other special police officer for any purpose whatsoever, except on written authority of the city manager.

City of Daytona Beach – Public Infrastructure Grant Proposal
Beach Street Transformation

In addition to the general authority and other responsibilities assigned to him by the commission, the city manager is required to:

- A. Enforce all laws and ordinances.*
- B. Except as hereinafter specifically provided, appoint, suspend and remove all subordinate officers and employees of the city.*
- C. Exercise, control and direct supervision over all departments and divisions of the municipal government under this Charter, or which may hereafter be created by the city commission, including police and fire reserve forces.*
- D. See that all terms and conditions imposed in favor of the city or its inhabitants in any public utility franchise are faithfully kept and performed; and upon knowledge of any violation thereof, to call the same to the attention of the city attorney, whose duty it is hereby made to take such legal steps as may be necessary to enforce the same.*
- E. Attend meetings of the city commission, and of its committees, with right to take part in the discussion, but without a vote.*
- F. Recommend to the commission for adoption measures deemed necessary or expedient in the interests of the city.*
- G. Submit to the city commission for its consideration an annual budget and capital program.*

world famous
DAYTONA
BEACH






BEACH STREET COMPLETE STREETS PROJECT
ATTACHMENT 1.B







Beach Street Road Diet Orange to Main

Map Legend - Ex. A

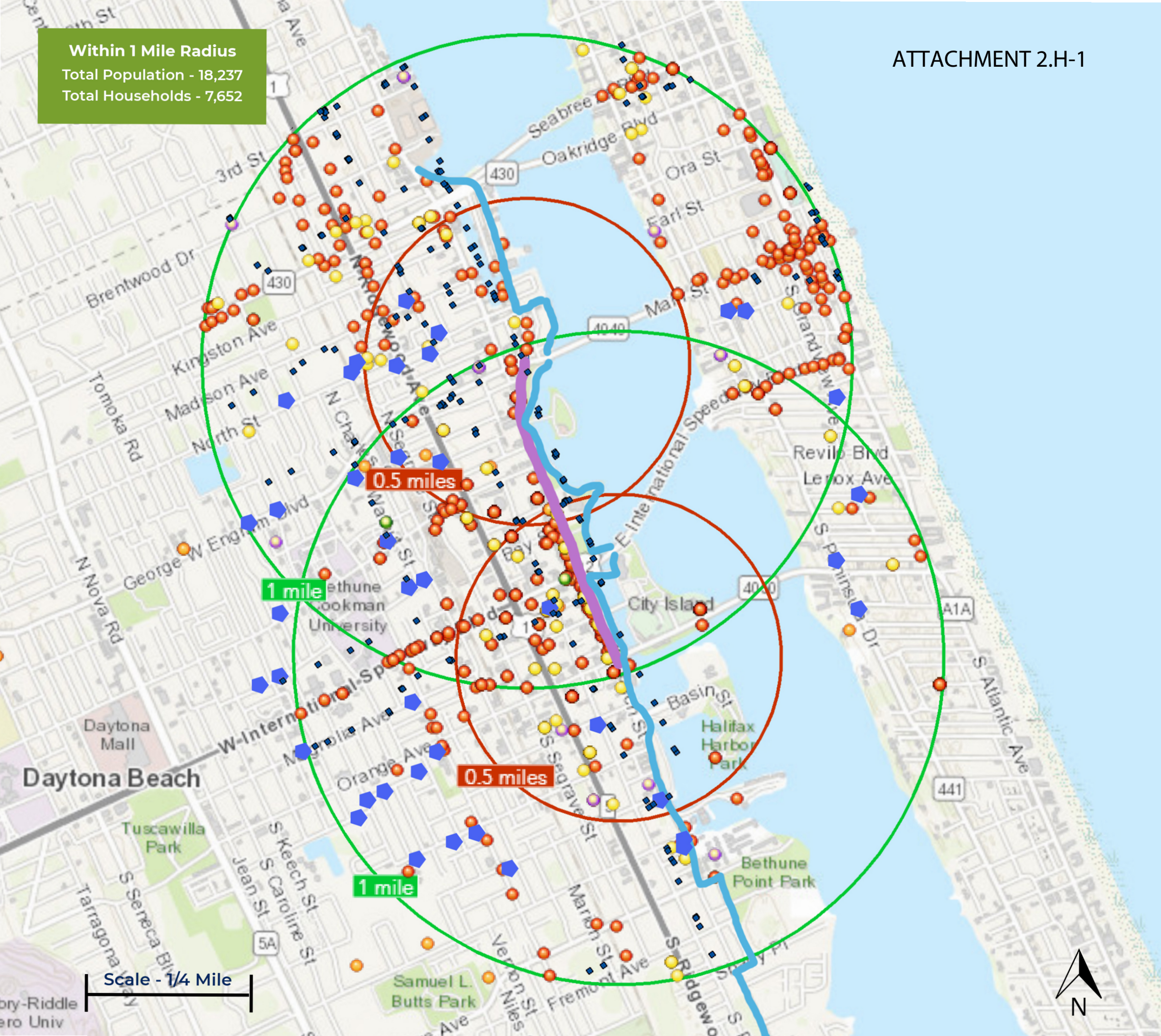
Network Connectivity & Accessibility

-  1/2 Mile Radius
-  1 Mile Radius
-  Existing Multi-Use Trail
-  Project Location
-  Access to Transit/Votran Bus Stop

Proximity to Community Assets

-  Residential Development, Apartments, Community Housing - (13 Apartments)
-  Activity centers, town centers, office parks, post office, city hall/govt buildings, shopping plaza, malls, retail centers, trade/vocational schools, colleges, - (50+)
-  Parks, trail facilities, recreational facilities - (4)
-  Medical/health facilities, nursing homes, assisted living, rehabilitation center - (50+)
-  School bus stop (K-12) - (37)
-  Schools (K-12) - (7)

Within 1 Mile Radius
Total Population - 18,237
Total Households - 7,652



Scale - 1/4 Mile

ATTACHMENT 2.H-2



Support for Esplanade Improvements

February 14, 2017

James Chisholm, City Manager
City Of Daytona Beach
301 S Ridgewood Avenue
Daytona Beach, FL 32114

Dear Mr. Chisholm,

I'm writing on behalf of Burgoyne Properties, Limited as a major land owner in the downtown redevelopment district of Daytona Beach with both commercial and residential properties in which we both own and manage. We have an invested interest on behalf of residents, commercial tenants and as a public space advocate for all of downtown Daytona Beach. The public waterfront space we have in downtown Daytona Beach is a magnificent and rare opportunity. The improvements over the past few years have been a wonderful step forward to making this public space an asset. We hope these investments into this space continue and we see further support for the Esplanade as a critical step in that direction.

I cannot stress enough the benefit to both property values, public safety and quality of life that great public spaces offer. Best practices and tours of other successful communities we have all taken throughout the nation show that our ability to improve these important spaces will serve to help us revitalize the areas that were once abandoned.

Thank you for taking the time to read my letter of support. I hope that we are able to continue to make these critical investments that reap countless benefits not only for the current population, but also for future generations to come.

Narrowing Beach Street from 4 to 2 lanes is a very important element to the improvement of the Esplanade.

Here are some of the main points for narrowing Beach Street from 4 to 2 lanes:

- Slows traffic down: allows people to see the street and active life on the street as they drive...also becomes a place where people feel safer to walk. Currently cars pass at 40 and 50 miles per hour at times...we can't have a street where it feels safe to drive that fast.
- Opens up space for wider sidewalks: more area for outdoor restaurants and walkable streets – Great example is what St. Petersburg did with their street (similar to Beach St)
- Creates a greater connection to the park: As cars slow and the distance to cross the streets narrows, this brings the park and Beach Street stores closer and creates a greater pedestrian connection. As we attract more boating traffic with the day docks, this connection is critical.
- Creates space for shade trees: As the sidewalk opens up, this should allow more room for shade trees, which is a critical piece to creating the walking traffic that is so important to a downtown district
- 2 lane streets become “destinations” and not a “throughways”: This is an important distinction especially in the minds of visitors. In making efforts to promote Beach Street as a “destination” where people park and walk to the various merchants and sites, moving from 4 to 2 lanes, will only reinforce this unique location as a destination and not a throughway.
- Historic districts throughout the southeastern part (and most parts) of the United States, do not have 4 lane streets in those designated areas. There are only two (2) lanes of traffic in the historic districts of St. Augustine, St. Petersburg, Winter Park, New Smyrna Beach, Deland, Fernandina Beach, Savannah, and Avondale...etc.

We strongly support a concept design that will provide details that reflect potential improvements to the esplanade of downtown Daytona Beach.

Best Regards,

Leteshia D. Bell, CAO/Owner Representative

Burgoyne Properties, Limited

ATTACHMENT 2.H-3

DOWNTOWN DAYTONA BEACH DESIGN COMMITTEE

Recommendation:

The Design Committee of the merchants group for Downtown Daytona Beach recommends to the governing bodies including the Downtown Daytona Beach Redevelopment Board, Historic Preservation Board, Planning Board and City Commission that designs should begin to convert Beach Street from four to two lanes with parallel parking along the west side of the street and angled parking on the east side. Other options should also be considered, but the primary goal being to widen the sidewalk along the storefronts to allow for more outdoor seating as well as provide a greater pedestrian experience.

Additionally, a tree and landscape plan should also be incorporated to allow for more shade areas along Beach, Orange, International Speedway and Bay Street.

Listed below are some of the main points for narrowing Beach Street from 4 to 2 lanes:

- Slows traffic down: allows people to see the street and active life on the street as they drive...also becomes a place where people feel safer to walk. Currently cars pass at 40 and 50 miles per hour at times...we can't have a street where it feels safe to drive that fast.
- Opens up space for wider sidewalks: more area for outdoor restaurants and walkable streets – Great example is what St. Petersburg did with their street (similar to Beach St)
- Creates a greater connection to the park: As cars slow and the distance to cross the streets narrows, this brings the park and Beach Street stores closer and creates a greater pedestrian connection. As we attract more boating traffic with the day docks, this connection is critical.
- Creates space for shade trees: As the sidewalk opens up, this should allow more room for shade trees, which is a critical piece to creating the walking traffic that is so important to a downtown district
- 2 lane streets become “destinations” and not a “throughways”: This is an important distinction especially in the minds of visitors. In making efforts to promote Beach Street as a “destination” where people park and walk to the various merchants and sites, moving from 4 to 2 lanes, will only reinforce this unique location as a destination and not a throughway.

- Historic districts throughout the southeastern part (and most parts) of the United States, do not have 4 lane streets in those designated areas. There are only two (2) lanes of traffic in the historic districts of St. Augustine, St. Petersburg, Winter Park, New Smyrna Beach, Deland, Fernandina Beach, Savannah, and Avondale...etc.

We strongly support a concept design that will provide details that reflect potential improvements to the esplanade of downtown Daytona Beach.

Best Regards,

Downtown Daytona Beach Design Committee