

**MINUTES
CITY OF ORMOND BEACH
QUALITY OF LIFE ADVISORY BOARD
REGULAR MEETING**

November 5, 2009

7:00 PM

**City of Ormond Beach
Training Room
22 South Beach Street
Ormond Beach, Florida**

1) Call to Order

Dr. Shapiro called the meeting to order at 7:00 p.m.

Members present were: Debbie Berner, Joe Daniels, Marianne DiFiore, Becky Montgomery, William Masters, Dr. Philip Shapiro and Dr. Gerald Woodard. Excused were Lewis Heaster and Fran Pezzimenti. Absent were Matt Coleman and Vicki Foley.

Others present were: Leisure Services Director Robert Carolin, Planning Director Ric Goss and Recording Secretary Shá Moss.

2) Approval of Minutes – November 5, 2009

Dr. Shapiro stated on page 5 in the second motion the letter “e” should be replaced by the number “3”; and on page 6 the first sentence regarding the Hotel on A1A should read, “Dr. Shapiro stated that there is an abandon hotel”...

Mr. Masters moved seconded by Mr. Daniels to accept the minutes of the November 5, 2009 meeting, as amended. The motion passed unanimously.

3) Discussion Item – Ormond Beach Riverwalk (Planning Director Ric Goss)

Dr. Shapiro stated the Board was often asked for their input on matters pertaining to the downtown redevelopment, its priorities, the finances and the aesthetics of those projects. At the request of the City Commissioners the Board was asked to discuss two options for the redevelopment of the Bailey Riverbridge Gardens, which is located on the northwest corner of the Granada Bridge. The Riverwalk

Concept comes with a restaurant, extended parking and day time docking for family size pleasure boats.

Planning Director Ric Goss thanked the Board for having him on the agenda regarding the Riverwalk project. He stated the City Commission asked staff to bring the Concept to the Quality of Life Advisory Board, the Leisure Services Advisory Board, the Chamber of Commerce and Main Street organizations. He noted there would be a workshop in December regarding the Concept.

Mr. Goss stated the Riverwalk Concept has been a topic of discussion since 2000, and an idea was adopted by the City Commission in 2005 through the Strategic Economic Development Plan and then in 2007 they discussed the restaurant Concept for one of the parks on the north side of the Granada Bridge. He noted \$75,000 was put aside in the CIP to conduct a feasibility study to figure out whether the Concept was a viable idea. Mr. Goss stated in March the City Commission requested staff to move forward with the Concept. Even though the funds were from the Tax Increment Financing (TIF) District, the City did not want to spend \$75,000 for the study, so they suggested doing a Conceptual plan for public education and input. Without the study, there are not many answers to the questions everyone might have. Staff consulted with ~~Gladden~~ Glatting Jackson from Orlando for the Concept that is being presented.

- Concept 1 was a low impact use of the existing property. The church would remain on the site, the docks, pier and lift station would remain, there would be a mom and pop 10,000 square foot restaurant, approximately 36 parking spaces. This was the least costly Concept. There would be a need for parking lot on New Britain.
- Concept 2 was more of a destination with more impact on the site, there would be a 30,000 square foot restaurant and meeting space, the docks and pier would remain the same, the church would be relocated, more parking would be necessary onsite and offsite, the lift station would also have to be relocated.

Mr. Goss stated at the September City Commission meeting they instructed staff to move forward with Concept 2. He stated they received a lot of emails and comments from the public on the issue, but since the feasibility study had not been done, there were not a lot of answers to the questions. He stated the Commission would benefit from the comments and concerns from the minutes of the various boards discussing the Concept.

Dr. Shapiro asked whether the restaurant would be seasonal, since the majority of vessels in the area were seasonal.

Mr. Goss stated the idea was for day use and to have some type of rentals going on such as kayaks and canoes. He didn't think the Commission wanted to dredge

the river. The river is shallow and he was unaware of the manatee protections rights, but there are a number of things to work out and the project would take quite a few years to develop.

Dr. Shapiro stated a few years ago the Board dealt with the issue of the City showing preference of one business over another and it was recommended that the City not show favoritism. It seems like the issue now would be using community money to develop a site and possibly running over private investors in the area. He suggested allowing private developers to come up with a Concept, and then make a proposal instead of the City taking on the initial project.

Mr. Goss stated a developer might not want to invest before knowing the feasibility of the site, which was one reason the City wanted to start the project and find out what the community wanted. He stated the reason why the Concepts were presented was to give the community a visual in order to make a determination.

Mr. Masters stated as a boater, if there were no provisions for boats from 30 to 40 feet, the idea would be cutting out a large part of the boating market. He noted he was in favor of the low impact Concept, as well as quite a few of the people he has spoken to about the project.

Dr. Woodard stated there were no river view restaurants in Ormond Beach and having one was a good idea, and noted there was not a lot of public docking in the area. The back in angle parking was a problem for some people and that design needed to be changed. He also asked whether there could be slips on both sides of the pier. He noted on July 4th, there would be quite a few people coming to the area at that time for the fireworks. There might be a problem with the dock only being open during the day, especially since there was a band shell for live music or would he have to move his boat once the sun went down. He also noted the architectural design was not good, but understood it was just for show. He asked that it conform to the other buildings in the area.

Ms. Berner stated activity breeds a activity and noted the City doesn't take advantage of the environment. She noted she was in favor of Concept 2.

Ms. DiFiore stated it seemed like the Concept would affect the residents of that area.

Mr. Goss stated the area they were looking at was south of the residential area and currently commercial.

Ms. Montgomery stated other cities have had consistency problems with restaurants that were on the river. She noted it could be big if it was supported and suggested that it start small and then grow.

Dr. Shapiro asked whether the City would maintain and control the development or study it and then turn it over to a developer.

Mr. Goss stated after the workshop if the Commission has enough positive feedback, they would probably go forward with the feasibility study so that all the questions could be answered.

Mr. Masters agreed that slips should be on both sides of the pier and noted the water traffic should be maximized. He noted the entire area would benefit from the development, not just the restaurant. He didn't agree that it would only be seasonal traffic.

Dr. Woodard agreed that there was a lot of boat traffic in the area, though less than during the summer.

Dr. Shapiro asked whether any of the other members agreed that this Concept would undermine private investors.

Ms. Berner stated without the feasibility study there ~~was~~ were not enough answers.

Ms. DiFiore asked where the \$75,000 would come from for the study.

Mr. Goss stated the funds were a tax collection from the TIF district and could be used for the study.

Dr. Shapiro asked what Concept the Commission was in favor of.

Mr. Goss stated the Commission was in favor of Concept 2, because of the space it would provide, even though it was more expensive.

Mr. Daniels agreed that more questions would be answered if the study was done.

Mr. Goss stated if the study showed that it would be more feasible for a developer to handle the project, it would be easy to put out a Request for Proposals (RFP) to build a restaurant. He did not think a developer would develop the area without a RFP and a study, because they would want to know what the community issues were before going forward with the project.

Dr. Shapiro agreed that activity breeds activity, and the Concept was good, but had questions with who would maintain ownership of the project.

Dr. Shapiro had questions about the maintenance of the structure if it was left as City property. He also stated should the property owner default, the City would have to maintain it to prevent it from looking run down.

Dr. Woodard summarized that the Board was in favor of studying the development of the northwest corner of Beach and Granada; however there are concerns, including but not limited to:

- The number of slips
- The size of the slips and the draft
- The ownership of the property
- The maintenance of the property
- The hours of operation
- The architectural design
- The impact on the residential community

Having expressed those concerns, the Board does recommend that the City move forward with the feasibility study requesting that the concerns be addressed.

Dr. Shapiro asked that there be sensitivity to the input of private investors.

Dr. Woodard moved, seconded by Ms. Berner that the Quality of Life Advisory Board recommends the initiation of a feasibility study regarding development of the northwest corner of Beach and Granada streets. However there are many concerns including, but not limited to:

- **The impact of the adjoining residential area**
- **The owner and proposed responsibilities for the property and the maintenance**
- **The City considers all options for this development including but not limited to public funding, private sector funding and partnerships thereof**
- **The number of slips and the size of those slips**
- **The hours of operation as evening hours are advantageous for boaters and the restaurant**
- **To maximize the use of the waterway**
- **That the architectural design is in keeping with the structures of the surrounding area**

The motion passed unanimously

Mr. Goss stated he appreciated the Board's discussion and was sure the Commission would benefit from it.

Dr. Shapiro thanked Dr. Woodard for the summation and Mr. Goss for the presentation.

Mr. Goss stated he would remind the Board about the workshop in December.

4) Member Comments

Hotel Property on A1A

Ms. DiFiore asked Dr. Woodard whether he had a chance to speak with the hospital regarding assisting with the development of the abandoned hotel on A1A.

Dr. Woodard stated he spoke with administration and Manpower, though no firm commitment of funding was stated, they were interested in assisting with the project. He noted he advised the City Commission of their offer of assistance and his offer to be a liaison, in which the City Commission stated they would contact the hospital directly. Dr. Woodard mentioned this would be a very slow process.

Riverbridge Meeting House

Dr. Woodard asked where the church would be moved and where was it prior to its current location.

Dr. Shapiro stated the church was at the Pilgrim Cemetery on SR 40 quite a few years ago and before that it was somewhere near the Tomoka River. He stated it was the oldest building in Ormond Beach.

Board Member Terms

Dr. Shapiro stated the Board would reach its term at the end of December.

Mr. Carolin stated at the last City Commission meeting, it was voted to allow the Board member's seating to run consecutively with the City Commission term.

Ormond Garage

Ms. Montgomery asked about the progress of the Ormond Garage replica.

Mr. Carolin stated there have been some road blocks regarding funding, because they wanted to have the drawing in hand when they start their fundraising. It probably won't be complete for the upcoming Birthplace of Speed Celebration.

Upcoming Events

Mr. Carolin stated on Friday the movie Grease will be shown at Rockefeller Gardens. There would be a live band and show cars set up for the event. He stated they show movies every first Friday of the month.

Riverfest is scheduled for weekend of November 21.

The Farmers Market is in full swing on Thursday mornings.

Veteran's dinner scheduled for the Senior Center on Sunday, November 8

Ms. Berner stated her sister will be the first wedding to be held at the newly renovated Casements on December 12.

5) Adjournment – Next Meeting – Date

The meeting adjourned at 8:00 p.m.

Respectfully submitted,

Shá Moss, Recording Secretary

ATTEST:

Dr. Philip J. Shapiro, Chairman