



BEAUTIFICATION ADVISORY BOARD
Council Chambers
Community Center, 3048 S. Atlantic Avenue
Daytona Beach Shores, FL 32118
AGENDA
Thursday, November 15, 2007
2:30 p.m.

CALL TO ORDER

AUDIENCE REMARKS

Time for citizens and members of the audience to be heard with regard to items not on the agenda. The audience will be given the opportunity to speak regarding agenda topics prior to each vote before the Beautification Advisory Board.

APPROVAL OF MINUTES

October 18, 2007

ACTION/DISCUSSION ITEMS

1. PAP 2007-38 Continuation of Appeal: 2707 S. Atlantic Avenue
2. RSP 2006-3 Van Avenue Park, Landscape and Irrigation Plan.
3. Status of Holiday Decoration Contest

REMARKS BY STAFF

REMARKS BY BOARD MEMBERS

ADJOURNMENT

NOTICES: Notice is hereby given to all interested parties that if any person should decide to appeal any decision made at the aforementioned meeting of the Beautification Advisory Board, such person will need a recording of the proceedings conducted at such meeting, and for such purpose he or she may need to ensure that a verbatim record of the proceedings was made; such record to include testimony and evidence upon which any appeal shall be based. Individuals covered by the Americans with Disabilities Act of 1990 in need of accommodations for this public meeting should contact the City Clerk, City of Daytona Beach Shores, at least five working days prior to the meeting.



MINUTES
Beautification Advisory Board
Council Chambers
3048 S. Atlantic Avenue
Daytona Beach Shores, FL 32118
November 15, 2007

CALL TO ORDER: **Kay Schwarz, Chair**, called the meeting to order at approximately 2:30 p.m. Board members present were: Marjorie Luciano, Joyce Connor, and alternate Bea Thomas. Marian Fasick and Carol Beaver were absent (excused). Sandra Ambrose, City Attorney, Stewart Cruz, and Fred Hiatt were present to represent staff.

AUDIENCE REMARKS: None.

APPROVAL OF MINUTES: Marjorie Luciano made a Motion to approve the Minutes of October 18, 2007. Bea Thomas 2nd. Unanimously approved by voice vote 4-0.

ACTION/DISCUSSION ITEMS

1. PAP 2007-38: Appeal 2707 S. Atlantic Avenue. Mr. Stewart Cruz provided a brief overview of the appeal: Application was made to the city to repaint the body of the structure with Hinkle Coral. Staff denied the application due to the proposed repaint color's inconsistency with the approved color palette. The applicant appealed the staff's decision.

Mr. Cruz advised that staff believed the color was not consistent with the color palette and commented that the Board could make a recommendation to approve, or deny the appeal, or recommend approval with conditions. Thereafter, the City Council could pass a Resolution to add the color to the color palette if desired.

Mary Hansen, Esq., Counsel for the applicant, addressed the Board. She related that the applicant agreed the color was not on the approved color palette and made a recommendation to add it to the palette. Ms. Hansen related that the applicant felt the color was suitable for the city. She further stated that it was a custom color designed for Karl Hinkle and had been used on the building previously and was not commercially available. It was a low maintenance color, and would stand up to the elements. The

color was part of the historical context of the house. If the Board recommended the color to be added to the color palette, the computer data on the composition could be supplied to the City and perhaps the color copyrighted.

Board members discussed the issue at length. Issues such as the color's appearance after several years of fading; historical context of the color of the house; previous selection for spring beautification awards were discussed. Query made to staff if the color palette had any hues close to the depth of the color Hinkle Coral. Mr. Cruz stated he did not believe it was on the palette.

Marjorie Luciano made a Motion to recommend to City Council the color Hinkle Coral be added to the color palette and be restricted to single family houses. Joyce Connor 2nd. Approved Unanimously 4-0.

2. RSP 2006-3 Van Avenue Park, Landscape and Irrigation Plan. Mr. Stewart Cruz provided a review of the project. The proposal is to construct a new Van Avenue Park/Beach Approach on the southerly 60 feet of the property located at 3101 S. Atlantic Avenue. The County of Volusia approved the abandonment of the existing Van Avenue Beach Approach at the request of the owner of the 3101 and 3065 S. Atlantic Avenue properties on the condition that the property owners construct a park/approach by November 2008. This abandonment will allow the property owner to consolidate the two properties into one single property for a future development. The City and Volusia County have drafted a MOU which proposes that the City take care of daily maintenance and the County will provide capital maintenance/improvements. The site plan shows 12 parking spaces, pedestrian access and landscape buffers north and south of the property. The plan meets all of the City's land development and landscaping requirements of the City's Code. Staff recommended the Board provide a recommendation of approval to the City Council.

Board members discussed the project at length. Such issues as the use of a drip irrigation system due to the windy beachside conditions; setback issues; plant selection, height requirements and beach dunes were discussed.

Joyce Connor made a MOTION to recommend: To recommend to city council with the condition that we receive a letter from the landscape architect stating that trees will grow as tall as they are supposed to in two years. Bea Thomas 2nd.

VOTE:

Bea Thomas	Yes
Kay Schwarz	Yes
Joyce Connor	Yes
Marjorie Luciano	Yes, with reservation

Approved 4-0.

3. Status of Holiday Decoration Contest: Staff advised that there were no funds included in this year's budget for the Light Up the Shores Decoration Contest.

REMARKS BY STAFF: Staff advised that the Oceans West Boulevard project was out for bid. The vegetation would be cleaned out and residents would see progress soon. The project includes repaving, milling, additional sidewalk and the addition of bollard lights for pedestrians.

REMARKS BY BOARD MEMBERS: A fence located at Rendon Park has a top rail broken. Staff advised they would notify Volusia County of the problem.

ADJOURNMENT: The meeting was adjourned at approximately 3:30.m.

ATTEST: CITY OF DAYTONA BEACH SHORES

Approved 4-0 at Board Meeting held on January 17, 2008.

s/ Janice S. McMahan

s/ Kay Schwarz

Janice S. McMahan, Recording Secretary

Kay Schwarz, Chair