



## 2018-2019 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: (386) 671-8400

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 228.101, 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.  
See attached 1.A

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B. Provide location of public infrastructure, including physical address and county of project.  
Daytona Beach - Volusia County - The limits of the project are along Beach Street from Orange Avenue to Fairview Avenue.

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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?

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D. Provide current property owner.  
The property is owned by the City of Daytona Beach

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

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F. Will the public infrastructure improvements be for the exclusive benefit of any single company, corporation or business entity?  
 Yes  No

N/A

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**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

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## **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.

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

Local

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?

N/A

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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

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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

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

Yes       No

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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 - \$375,000. Additional \$10 million contributed by a private source for the redevelopment of an adjacent park that will complement this project.

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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**      \$ 5,394,000  
 Florida Job Growth Grant Fund

**A. Other Public Infrastructure Project Funding Sources:**

City/County                      \$ 375,000

Private Sources                 \$

Other (grants, etc.)            \$

Please Specify: \_\_\_\_\_

**Total Other Funding**         \$ 375,000

**B. Public Infrastructure Project Costs:**

Construction                    \$ 5,394,000

Reconstruction                \$

Design & Engineering         \$ 375,000

Land Acquisition                \$

Land Improvement              \$

Other                                \$

Please Specify: \_\_\_\_\_

**Total Project Costs**           \$ 5,769,000

**Note:** The total amount requested must be calculated by subtracting the total 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 streetcape project.

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#### 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.

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

N/A

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- 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

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- 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

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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

Representative Signature: 

Signature Date: 9-6-18

## 1.A - Detailed Description of the Public Infrastructure Improvements

The Complete Streets project involves the construction of the Beach Street Streetscape (complete street) 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 including widening in strategic locations along the east side of Beach Street. The project will provide traffic calming measures and include parking modifications with associated stormwater drainage improvements along the East side of Beach Street.

<b>Phase 1 - Orange to Bay-</b>	<b>\$2,154,000</b>	
• Streetscape Modifications -		\$1,465,000
• Utility Improvements -		\$199,000
• Lift Station at City Island -		\$330,000
• Backflow preventers and inspection manholes -		\$160,000
<b>Phase 2 - Bay to Fairview/Main -</b>	<b>\$3,240,000</b>	
• 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)**

The Beach Street Complete Streets project is a much-needed component in supporting economic recovery for the downtown area. Current conditions have prohibited the downtown area of Beach Street from being pedestrian-focused, and over the years has resulted in a downturn in the local economy. Numerous businesses have been forced to close from a lack of foot traffic, further reducing the daily population and encouraging local residents, employees, and business owners to frequent other areas of the City for shopping, dining, entertainment, and recreation.

Mobility and traffic conditions within the City have created a destination with narrow sidewalks, large amounts of traffic, and locations of interest that are close by yet not easily accessible due to poor walkability.

Complete streets, otherwise known as Road Diets, improve pedestrian mobility by reducing the amount of traffic lanes that one is required to cross at a time. On Beach Street, pedestrians will have to cross only



one lane of traffic at a time, as opposed to two. In addition, the complete street project will make the area more attractive, reduce vehicle travel speeds, and reduce bicycle and pedestrian injury rates.

With the reduction of two lanes of traffic comes the ability to expand the storefront and pedestrian area, while better connecting the City's parks and attractions that are located along the east side of the street. Beach Street will become more walkable and connected, encouraging the existing and visiting population to spend more time and money at local retailers and businesses. Storefronts that have long been vacant could open due to increased demand in the area, thereby creating new jobs and new capital investment. Existing businesses that have sustained the test of time will see a drastic uptick in visitation and retail sales, creating a need for additional employees and possible expansion.

Evidence has shown that Complete streets have been known to boost business and property values, and encourage nearby residential development. This project is in the Downtown Redevelopment Area which is an area where the City wants to encourage development. The Beach Street area currently has a walk score of 67 - just a one-point increase in the walkability of a neighborhood can increase home values \$700-\$3,000. Consumer demand will encourage urban residential developers to explore Beach Street and the surrounding blocks as an area for new homes and apartments.

#### **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 project is expected to bring up to 650 new employees and \$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. In conjunction with this project, Hyatt and Cici Brown have recently announced their plans to pledge \$15 million to completely renovate and recreate Riverfront Park (the park directly across Beach Street from the new Brown & Brown headquarter location) from Orange Avenue up to the Main Street Bridge at Fairview Avenue.

This announcement 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.

While these announcements aren't a direct result of the complete streets project, they 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 Streets 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 workplace for employees.

### **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	\$462,806	\$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.

**CONTINUED ON NEXT PAGE**

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
<b>Total Effect</b>	<b>225</b>	<b>\$8,703,523</b>	<b>\$13,745,547</b>	<b>\$27,848,581</b>	<b>\$38,682</b>

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
<b>Total Effect</b>	<b>1,683</b>	<b>\$71,536,899</b>	<b>\$109,284,220</b>	<b>\$236,841,095</b>	<b>\$42,506</b>

Source: IMPLAN and Fishkind and Associates, Inc.

**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 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 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 location map and letters of support.

**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 and is the only entity

necessary to obtain approval to execute a grant agreement with the Department of Economic Opportunity. The Commission meets on the first and third Wednesdays of every month.

**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.*

*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.*

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



# Beach Street Road Diet Orange to Main

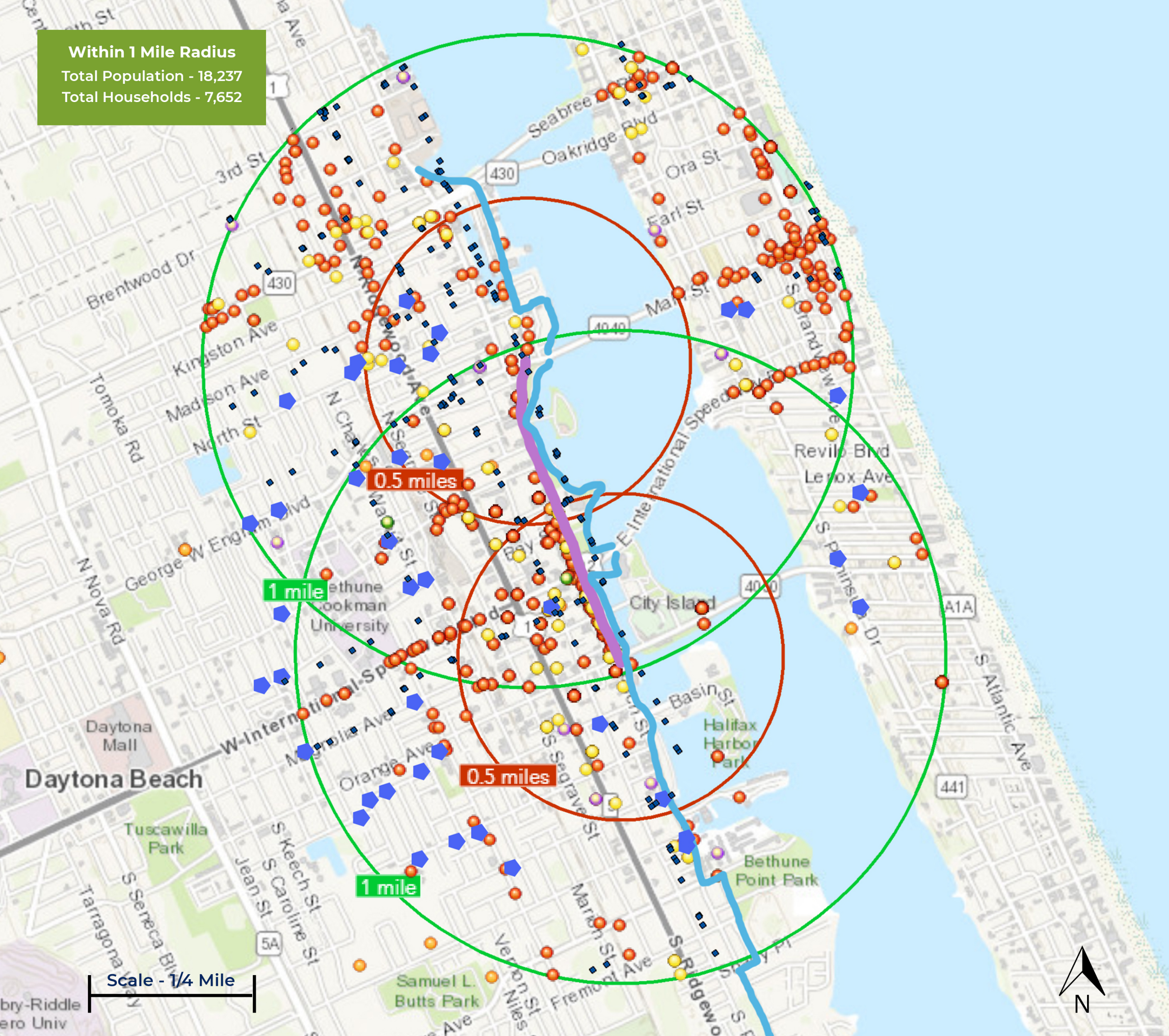
## Map Legend - Ex. A

### 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)

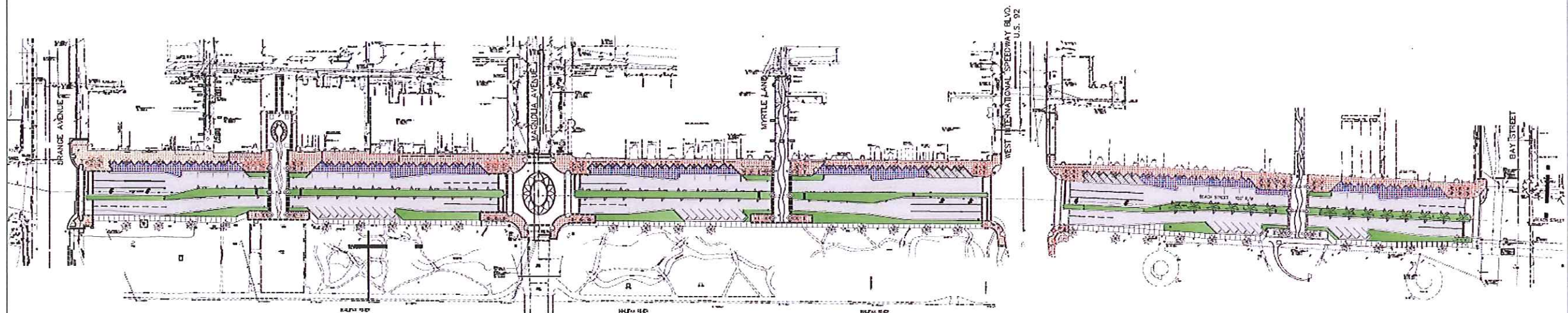


Scale - 1/4 Mile



# BEACH STREET STREETScape : Orange Ave. to Bay Street

## Concept Plan



# Road Diets | A LIVABILITY FACT SHEET

Most drivers base their travel speed on what feels comfortable given the street design. The wider the road, the faster people tend to drive and, the faster the car, the more severe the injuries resulting from a crash.<sup>1</sup>

Research suggests that injuries from vehicle crashes rise as the width of a road increases.

To protect both pedestrians and drivers, many communities are putting their roads on “diets” by reducing street widths and vehicle lanes. The gained space is being reallocated toward other ways of getting around — such as walking, bicycling and public transit.

The most common road diet involves converting an undivided four-lane road into three vehicle lanes (one lane in each direction and a center two-way left-turn lane).<sup>2</sup> The remaining fourth lane space can be used to create such features as bicycle lanes, pedestrian crossing islands, bus stops, sidewalks and on-street parking.<sup>3</sup>

Road diets work best on streets that have daily traffic

volumes of 8,000 to 20,000 vehicles. When done properly, a road diet improves the performance and efficiency of the street and makes it safer for all users.

For instance, by enabling pedestrians to cross only one lane of traffic at a time — rather than up to four or more lanes — a road diet reduces the risk of crashes and serious injuries. At the same time, motorists experience a shorter delay while waiting at traffic lights and other crossings.<sup>4</sup>

A road diet can help a neighborhood become a more desirable place to live, work and shop, which in turn can be a boost to businesses and property values.

Wider sidewalks lined by trees and dotted with benches, bicycle racks, streetlights and other useful additions help create a lively, attractive streetscape.

Bike lanes, on-street vehicle parking, curb extensions and “parklets” (tiny parks created from former parking spots) can be used to provide a buffer between people who are walking and motor vehicles on the move.

**By enabling pedestrians to cross only one lane of traffic at a time — rather than up to four or more lanes — a road diet reduces the risk of crashes and serious injuries.**



In addition to making East Boulevard in Charlotte, N.C., more attractive, a road diet reduced travel speeds, bicycle and pedestrian injury rates and the number of rear-end and left-turn collisions. Photo courtesy city of Charlotte



# How To Get It Right



This four-lane road in Redondo Beach, Calif., is not pedestrian or bicycle friendly and the road's traffic volumes doesn't justify having four vehicle lanes.



A transformation like the one illustrated here increases safety, parking, pedestrian and bicyclist access and creates a people-friendly sense of place.

## When advocating and planning for road diets, try the following:

### ■ Engage the public

Since road diets are a new concept in many communities, it's important to involve the public as soon as possible during the discussions and planning. Doing so can minimize any anxiety about the unknowns and give residents ownership of the road diet goals.

### ■ Embrace a public process and build support

Develop an education and awareness campaign prior to implementation, and reach out broadly to community members, elected officials and municipal leaders. Government officials may need to see public support before acting.

Toward that end, advocates can share this fact sheet, talk to neighbors, build community support and then meet with decision makers, the media, experts and others to discuss the benefits of road diets. Agency staff can engage the public by hosting workshops to build public acceptance and understanding.

### ■ Start with a pilot project

Consider launching a pilot road diet in an area that has light traffic. This will give drivers a chance to get

comfortable with the concept and allow municipal staff to document what works and what doesn't.

### ■ Target areas that are ripe for reinvestment

Locate a pilot project on a road that carries no more than 15,000 vehicles a day and that ideally serves a downtown neighborhood or historic district with potential for reinvestment and/or economic development.

### ■ Document the change

Before, during and after the road diet project is built, observe and record what's happening. The information can make it easier to conduct future road diets at higher traffic counts. In addition to traffic flow monitoring, document any increases in walking, bicycling, transit use and retail activity.

### ■ Utilize clear signage

During and even after completing a road diet project continue to use signage and markings to highlight and explain any features that might be unfamiliar.

### ■ Design it well

There is no one-size-fits-all design for a road diet. Make sure what you create fits the traffic volume, the road's physical location and the community's shared goals.

12. Rosales, J. Parsons Brinckerhoff (July 2009), Road Diet Handbook: Setting Trends for Livable Streets, <http://www.ite.org/emodules/scriptcontent/Orders/ProductDetail.cfm?pc=LP-670>; and Walkable Streets (August 2003), Economic Merits of Road Diets and Traffic Calming, <http://walkablestreets.wordpress.com/2003/08/17/economic-merits-of-road-diets-and-traffic-calming/>

13. Walkable Streets (August 2003), Economic Merits of Road Diets and Traffic Calming, <http://walkablestreets.wordpress.com/2003/08/17/economic-merits-of-road-diets-and-traffic-calming>

14. Burden, D., Lagerway, P., Walkable Communities, Inc. (March 1999), Road Diets: Fixing the Big Roads. <http://www.walkable.org/assets/downloads/roaddiets.pdf>



## **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

## 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.
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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