



The CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451
DAYTONA BEACH, FLORIDA 32115-2451

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AGENDA

DOWNTOWN REDEVELOPMENT BOARD

SPECIAL MEETING

Friday, July 23, 2021 - 12:00 P.M.

City Commission Chambers - City Hall

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

	<p>For special accommodations, please notify the City Clerk's Office at least 72 hours in advance. (386) 671-8023</p>		<p>Help for the hearing impaired is available through the Assistive Listening System. Receivers can be obtained from the City Clerk's Office.</p>
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In accordance with the Americans with Disabilities Act (ADA), persons with a disability needing a special accommodation to participate in the Board meeting should contact the City Clerk's Office, 301 S. Ridgewood Ave, Room 210, Daytona Beach, FL 32114, Ph: (386) 671-8023, Email: clerk@codb.us not later than 72 hours prior to the proceedings. If you are hearing or voice impaired contact the relay operator at 1-800-955-9771.

1. Call to Order
2. Roll Call
3. Approval of the minutes: April 6, 2021
4. Wall Graphic – 230 S. Beach Street

A request by Wendy Wen, property owner, to apply wall graphics to the south wall of the building located at 230 S. Beach Street.

5. Staff Report
6. Public Comments
7. Board Comments
8. Adjournment

**DOWNTOWN REDEVELOPMENT BOARD
MINUTES
Tuesday, April 6, 2021**

The regular meeting of the Downtown Redevelopment Board was held Tuesday, April 6, 2020, at 12:00 p.m. in the Commission Chambers, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members Present

Mr. Tibor Benke
Ms. Sheryl Cook
Mr. Kenneth Hunt
Mr. John Kamchan
Mr. Jake Nicely
Ms. Freddie Smith-Friend
Ms. Cathy Washington (Planning Board Representative) (via audio connection)
Mr. Pete Zahn

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Ms. Kira Honse, Assistant City Attorney
Ms. Becky Groom, Board Secretary

1. Call to Order

Ms. Cook called the meeting to order at 12:10 p.m.

2. Roll Call

Ms. Groom called the roll and noted members present as stated above.

3. Approval of the Minutes

Board Action:

A motion was made by Mr. Nicely, seconded by Mr. Zahn, to approve the minutes of the August 4, 2020 Downtown Redevelopment Board meeting as presented. The motion carried (7-0).

4. Emergency Procedures for Public Meetings and Public Comments

Included in the agenda is the outline for procedures for providing public comments during the COVID-19 pandemic.

5. **Board Introductions**

Each Board and staff member introduced themselves and provided a brief summary of their work experience and association with the Downtown.

6. **Election of Chair and Vice Chair**

Board Action:

A motion was made by Mr. Nicely, seconded by Ms. Smith-Friend, to appoint Mr. Zahn to serve as Chair and Kenneth Hunt to serve as Vice Chair. The motion carried (7-0).

7. **Staff Presentation**

Reed Berger, Redevelopment Director, presented a PowerPoint presentation that covered the structure of the CRA and the Board's responsibilities and duties.

8. **Public Comments**

There were no public comments.

9. **Adjournment**

A motion was made by Ms. Smith-Friend, seconded by Mr. Hunt, to adjourn the meeting.

Pete Zahn, Chair

Becky Groom, Board Secretary



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MEMORANDUM

DATE: July 16, 2021
TO: Downtown Redevelopment Board
FROM: Reed Berger, Redevelopment Director
SUBJECT: Wall Graphic – 230 S. Beach Street

Ms. Lei Wen closed on the purchase of the property located at 230 S. Beach Street earlier this week and is requesting the Redevelopment Board to approve their proposed mural (wall graphics) to be located on the south wall of the historic building facing Federal Alley.

Ms. Wen is proposing to renovate the building that has been vacant for several years and was partially renovated for the Bourbon on Beach restaurant but was never completed. Ms. Wen is working with Mr. Gregory Grant to relocate his art gallery, Arts on Granada, from Ormond Beach, and open as Galerie Elan at 230 S. Beach Street. Mr. Grant's art gallery will feature a coffee and wine bar (Café Vincent), with an area set aside for live music and a baby grand piano surrounded by art. The second floor is proposed to be classrooms and a workshop for over 75 artists. Emails and letters are attached from Ms. Wen and Mr. Grant describing their plans for both the building and the wall mural.

The mural is proposed to be developed in phases as described in Mr. Grant's July 15, 2021 email that will begin with identifying several artists and donors to fund and paint the entire wall with an adaptation of Van Gogh's Starry Night. The second phase would include the overlay of the Veteran's Memorial Bridge, Halifax River, and reflections of the sky. The next phase would include the outdoor café and boats in the river. The final phase would be the painting of local people, from historic figures to people that are making history today.

The Board shall determine whether or not the proposed wall graphic included with this memorandum is an aesthetic enhancement of the building and that the scale, design, intensity, and character are consistent with the design of the building and compatible with the building and surrounding structures in compliance with the Land Development Code requirements in Section 6.10.J.13 - Wall Graphics and Architectural Embellishments (attached).

Staff recommends that the Board consider approval of the wall graphic as presented by the applicant, an important step in revitalizing not only the building, but also advancing the vision and recognition of downtown Daytona Beach as a center of arts and culture.

PROPOSED WALL GRAPHIC LOCATION



PROPOSED WALL GRAPHIC



PROPOSED SIGN GRAPHIC



Dear Downtown Board members,

My name is Lei Wen. My husband and I are new owners for the property located at 230 S. Beach St., Daytona Beach. We're world travelers, enjoy many different types of art and culture, having visited museums in many countries. We moved to Daytona Beach last December, and since then have met a lot of friendly people and are enjoying everything on offer in the community. We noticed that it appears that some improvement needs to be done in the arts and cultural landscape at Daytona Beach. We would love to be a part of helping to re-vitalize Beach Street which is across from the delightful promenade along the river. Our plan is to turn this charming 1890's two story building into an upscale retro French themed destination featuring a coffee and wine bar complete with pastries in addition to an art gallery with 75+ superb artists and expert craftsmen calling it home.

Gregory Grant who is a nationally well-known artist and a gallery owner from Ormond Beach has signed a 5-year lease with us. Gregory currently serves on the Board of Directors of the Ormond Beach Art District. He is determined to bring his extended experience to Downtown Daytona Beach and help to re-vitalize Beach Street. Gregory is working on detailed plans to turn this building to a top attraction in Central Florida. His plan includes building co-op space, working studio space, a pottery/fused glass studio, art classrooms, gift shop area featuring impulse-priced handmade items, a coffee/wine bar inside the gallery with seating.

Gregory and I are working on a Wall Graphic (Mural) concept for outside of the building. We want to beautify the area and paint this mural to match the gallery theme and local environment. We would like this to be a community project. We think that we can use this opportunity to make the community aware of re-vitalization activities and get excited about Beach Street's future state.

Thank you for your help!

Sincerely,

Lei Wen

From: [Greg Grant](#)
To: [Berger, Reed](#)
Cc: [Wendy Wen](#)
Subject: 230 S. Beach St. plans
Date: Thursday, July 15, 2021 10:35:32 AM
Attachments: [GGG bio 2021.pdf](#)

[EXTERNAL EMAIL. EXERCISE CAUTION.]

Dear Reed Berger:

Lei Wen(Wendy) indicated that you need some visual materials and as well as a letter of intent as to what we plan to do with the 230 S. Beach St. property which she just purchased.

Excerpt from my announcement letter to the artists who I represent in my gallery:

In late August, Arts on Granada will begin moving to the ever vibrant and re-vitalized section at 230 S. Beach St, Daytona Beach. Restaurants and boutiques are flourishing in this area across from the delightful promenade along the river. A soft opening is planned for early October, with a grand opening in November. The name will change to Galerie Elan. The new location is more than 3 times larger than our current space, giving us room to expand the gallery, co-operative section, and classroom facility, with virtually unlimited parking. This charming 1890's two story building will have an upscale retro French theme and feature a coffee and wine bar. A stage area will accommodate live music; a baby grand piano will help to define our elegant exhibition openings. Ultimately, around 75 superb artists and expert craftsmen will call Galerie Elan home.

I plan to reorganize a monthly Art Walk in the riverfront district in conjunction with rotating gallery openings at Gallerie Elan. Area galleries, artistic boutiques, salons, restaurants and other businesses which feature original art, will be encouraged to participate in the new local art scene. We created a similar event in Ormond Beach almost 3 years ago. It has become popular and well-attended which contributes mightily to sales and repeat business. All businesses in the district benefit from increased traffic and exposure. We are eager to contribute to existing events in Daytona, and are dedicated to the creation of new and exciting venues which promote the arts.

Galerie Elan will facilitate exposure and growth for local, regional, and nationally known artists. The upstairs space will host multiple classrooms where we will offer varied classes and workshops for gifted and talented children, teens, and adults. The mission of this effort is to bring about a new cultural awareness in the district; one in which new visitors and regulars alike will discover reasons to return often to enjoy a unique creative vibe. We believe thus that the arts will proliferate in the area and Beach Street will potentially become known as an arts destination.

Our Cafe Vincent, within the main gallery downstairs, will be a catalyst for people to discover art. We invite the public to come by for coffee and beignets or share a glass of wine with a friend. There is nothing like being surrounded by good art to invigorate the soul!

Gregory Graham Grant

Gregory Graham Grant
(386) 871-9906

Arts on Granada

<https://ddec1-0-en-ctp.trendmicro.com:443/wis/clicktime/v1/query?url=www.artsongranada.com&umid=02b0c6d3-615e-4632-a997-3b9e9eee85d1&auth=54033ee013fc75bfdb120f84743877ed0e0e92c9-a4f64c18f8fb6243b55e28fba29dbbf077fa8cd2>

ArtQuest School of Art & Design

<https://ddec1-0-en-ctp.trendmicro.com:443/wis/clicktime/v1/query?url=www.artquestschool.org&umid=02b0c6d3-615e-4632-a997-3b9e9eee85d1&auth=54033ee013fc75bfdb120f84743877ed0e0e92c9-cc2b748543583efd9608927a56ad7409211da3f0>

From: [Greg Grant](#)
To: [Berger, Reed](#)
Subject: Wendy Lei and Gregory Grant
Date: Thursday, July 15, 2021 11:14:32 PM

[EXTERNAL EMAIL. EXERCISE CAUTION.]

Hi Reed,
See attached concept and notes for the mural for 230 S Beach. Looking forward to meeting you, am very excited to bring my gallery to Daytona.

Starry Night by Van Gogh adaptation with Orange Avenue bridge

Foreground concept will include outdoor café with life-sized familiar historic artists interacting in a contemporary environment. The figures will be realistically painted against the post-impressionist style of Van Gogh's background.

The idea is that art represents a global community of creatives which transcends time, politics, economics, and social upheaval.

Some important local and influential figures will be included in the mural. Bill France and Mary McLeod Bethune, are a couple that come to mind, as well as contemporary influencers. One of the ideas we have for funding would be to solicit opportunities to be represented in the mural for a donation or sponsorship of individual artists who work on the mural. Here is the estimated timeline.

Steps	Description	Timeline	Comments
Step 1	Get the Wall Graphic concept approved by Downtown Board	TBD	Present to the board meeting on 7/23/2021
Step 2	Call for Artists and Donors for the project	2 months	After getting the project approved, we think that we need at least two months to get necessary funding and artists
Step 3	Paint the Wall Graphic in 4 phases (Size: 125 feet long, 25 feet tall)	TBD	After we get the funding and depending on the weatherpermits
	Phase 1: Starry Night Sky	3 Weeks	Need 4-5 Professional Artists to work on it
	Phase2: Bridge, Water, Reflections	3 Weeks	Need 2 Professional Artists to work on it
	Phase 3: Café Umbrellas, Tables, and Chairs, Boats, Café Façade between 2 doors	3 Weeks	Community Project.
	Phase 4: People	1 months – on going	Community Project. Open to donation to add to the mural



Gregory Graham Grant
(386) 871-9906

Arts on Granada

<https://ddec1-0-en-ctp.trendmicro.com:443/wis/clicktime/v1/query?url=www.artsongranada.com&umid=000b2b41-73cd-4193-a5cf-cfb3bda79c66&auth=54033ee013fc75bfd120f84743877ed0e0e92c9-383cc6e8675b13811478b2f836c46d6af0f95aa8>

ArtQuest School of Art & Design

<https://ddec1-0-en-ctp.trendmicro.com:443/wis/clicktime/v1/query?url=www.artquestschool.org&umid=000b2b41-73cd-4193-a5cf-cfb3bda79c66&auth=54033ee013fc75bfd120f84743877ed0e0e92c9-ba8ae1894730112c6d4b3c378815227f51df33bc>

Gregory Graham Grant Biography



Gregory Graham Grant is an internationally known portrait and nature artist, with original and published works found in public and private collections throughout the world. During a career beginning at age 9 with his first public art show, Greg has enjoyed popularity as a representational artist, learning early the value of business and networking skills gleaned from watching and listening to savvy artists, teachers, and mentors who had found improbable success in the art world.

After receiving his BFA in Painting with a Drawing minor from East Carolina University in 1982, Greg worked in the art gallery business in the Washington DC area, eventually becoming director of a firm with 10 galleries. Connections afforded by this public exposure led to his first major commission, an official portrait of former US Secretary of Labor William J. Usery. This event launched a full-time career as a professional portrait and nature artist which has spanned 30-plus years. It also allowed him to relocate to the more desirable climate of Central Florida, where he established his studio base from which to conveniently travel for research and commissioned work.

Clients and collectors in addition to William J. Usery, have included such notables as Sheikh Zayed, President of the United Arab Emirates, Jim Bob Tinsley, western entertainer and writer, Florida Governor Lawton Chiles, Speaker of the Florida House of Representatives and President of Florida State University, TJ Wetherell, and Betty Jane France, NASCAR matriarch.

Greg's nature and wildlife works feature birds and endangered species of all types, as well as the familiar landscapes of his homes in Florida and boyhood North Carolina. He has exhibited extensively in outdoor festivals, solo and group exhibitions in galleries and museums, and has won numerous awards for his work. His most prestigious honor was acceptance and participation in "Hunters of the Wild", an invitational traveling exhibition of the world's top 35 wildlife artists which debuted in Dubai, United Arab Emirates in 1997.

In 1988, Greg founded the ArtQuest School of Art & Design to promote traditional values in representational styles of art. The ArtQuest School and its superb instructors have served thousands of students over the last 34 years and received a special commendation for excellence in developmental arts education from Florida Governor Lawton Chiles in 1996. Additionally, Greg has done teaching residencies locally, regionally, and internationally, and has facilitated award-winning outreach programs for multiple non-profit agencies. He owns and directs Arts on Granada, a co-operative gallery in Ormond Beach, Florida featuring 35 artists representing an eclectic mix of styles.

Greg and his wife Karen reside in Ormond Beach on their small paso fino horse farm. They enjoy trail riding, travel, and fine dining, and are constantly entertained by their shorty Jack Russell terrier, Lucy.

Land Development Code requirements in Section 6.10.J.13

13. Wall Graphics and Architectural Embellishments.

a. A wall graphic is a wall decoration that depicts a scene, picture, illustration, or design with no written message, word, insignia, arrow, or logo.

b. An architectural embellishment is a three-dimensional architectural decoration added to a building for aesthetic purposes.

c. Wall graphics and architectural embellishments may be permitted in any district, subject to the review and approval as follows:

i. In Redevelopment Areas, wall graphics and architectural embellishments may be permitted by the Redevelopment Board for the area.

ii. In other areas of the City, wall graphics are subject to review and approval by the Planning Board and architectural embellishments are subject to review and approval by City staff.

d. Wall graphics and architectural embellishments shall comply with the following standards:

i. The wall graphic or architectural embellishment shall be applied to a prepared wall surface free of cracks, peeling paint, or stucco, and shall be covered with a protective coat to minimize deterioration.

ii. Wall graphics and embellishments shall be for the aesthetic enhancement of the building. Scale, design, intensity, and character shall be consistent with the design of the building, and compatible with the building and surrounding structures.

iii. No written messages, logos, arrows, or bare bulbs shall be part of the wall graphic or embellishment.

iv. Wall graphics or embellishments shall be applied and constructed strictly in accordance with the approved application. Any deviation from the approved plan or rendering, in materials or style, shall require removal of the wall graphic or embellishment within five days of notice.

e. Any variance from these standards or appeal from a determination made pursuant to this paragraph shall be reviewed by the Planning Board, whose decision shall be final administrative action.