

**MINUTES
CITY OF ORMOND BEACH
PUBLIC ART & NORTH HALIFAX DRIVE TRAFFIC SAFETY STUDY WORKSHOP**

April 1, 2025

5:30 p.m.

City Commission Conference Room

I. CALL TO ORDER

Mayor Jason Leslie called the meeting to order at 5:30 p.m.

Present: Mayor Jason Leslie, Commissioners Lori Tolland, Travis Sargent, Kristin Deaton and Harold Briley, City Manager Joyce Shanahan, City Attorney Randy Hayes, Assistant City Manager Shawn Finley, Planning Director Steven Spraker, and Design Local representatives Gabrielle Smith and Anna Talarico.

II. DISCUSSIONS

i. Public Art

Mr. Steven Spraker, Planning Director, thanked residents and organizations who assisted with and provided feedback on the Downtown Master Arts Plan. He stated staff was looking for feedback to determine if the plan aligned with the Commission's desires.

Ms. Gabrielle Smith, Design Local, provided background on the company and discussed the process of creating the plan, identifying top and secondary priorities, as well as roles of the Community Redevelopment Agency (CRA) and the Downtown Master Arts Plan. She reviewed the existing public art and all the community engagement, highlighting the public input and their expectations of public art.

Ms. Anna Talarico, Design Local, reviewed the vision and goals for public art. She explained the guiding principles behind the plan's recommendations and discussed the top priorities including asphalt murals, painted docks, artist-designed planters, sidewalk art, City Hall Plaza mural, and popup experiences.

Commissioner Tolland voiced concerns regarding the maintenance and costs of the temporary artwork, such as sidewalks, asphalt murals, and painted docks. She expressed support for something unique to Ormond Beach.

Commissioner Briley discussed the residents past views on public art, expressing support of public art now, including a mural at City Hall.

Commissioner Tolland inquired if Design Local created a color palette for the city; whereby, Commissioner Deaton agreed a city color palette would be a great idea.

Commissioner Deaton expressed support for the planters and voiced concerns regarding the costs associated with temporary art.

Commissioner Sargent inquired if Florida Department of Transportation (FDOT) approved the asphalt murals; whereby, Mr. Spraker stated the asphalt murals would only be on local city-maintained streets.

Commissioner Tolland expressed support for permanent functional art, such as benches.

Mayor Leslie inquired about materials used during mural installations; whereby, Ms. Talarico explained artists would use their expertise to select appropriate materials for the projects.

Ms. Talarico reviewed secondary recommendations, including a mural assistance program, projection mapping, utility pole art installations, iterative sculptures, functional art, gateway artwork, and Thompson Creek Linear Park.

Commissioner Sargent inquired where the funds would come from; whereby, Mr. Spraker indicated the funds would be pulled from the city's CRA funds. Commissioner Sargent expressed concerns regarding taxpayer dollars for public art and suggested businesses sponsor the art to help offset city costs.

Ms. Talarico explained the plan would provide recommendations for the first four years, with long-term planning for year five and beyond. She discussed potential funding sources, including grants and percentage for art fees.

Commissioner Sargent inquired how the percentage for art fees would be distributed; whereby, Ms. Talarico explained the funds would be placed into an art fund and could be used anywhere within the city based on the decision makers for the fund. Commissioner Sargent questioned if taxes could be added to hotels for tourists to pay for public art; whereby, Mr. Randy Hayes, City Attorney, stated the city could not tax hotels.

Commissioner Tolland suggested dedicated staff to manage the public art projects.

Ms. Talarico reviewed FDOT approved recommendations for the Granada bridge including mosaics, downlighting, and natural environmental installations. She provided a benchmark timeline for the public art master plan and noted she included Request for Proposals (RFP) and Request for Qualifications (RFQ) in the appendix of their attachment within the agenda packet.

Commissioner Sargent stated the banks of the bridge would need to be addressed; whereby, Commissioner Tolland noted she would like to see the bridge redone to include a bicycle and pedestrian path, explaining the timing would need to be correctly scheduled for any art installments to prevent the redoing of work.

Ms. Shanahan stated staff could approach FDOT about the change of the bicycle path.

Mr. Spraker stated any projects would be brought before the Commission and discussed during the budgeting process.

Mayor Leslie inquired about the future CRA funding and potential new CRA's; whereby, Ms. Shanahan noted the State and Volusia County were looking to end CRA's.

Commissioner Deaton supported the proposed plan and voiced concerns about taxpayer funds being used for the public art projects; whereby, Commissioner Briley agreed noting his support of utilizing CRA funds but would not support raising taxes for the projects.

Ms. Talarico and Mr. Spraker discussed the percentage for art fees on development projects.

ii. North Halifax Drive Traffic Safety Study

Mr. Shawn Finley, Assistant City Manager, reviewed the overview of the North Halifax Drive Traffic Safety Study, outlining the study's scope, the types of roadways in the city, and the date the city started managing North Halifax Drive. He discussed spot speed studies, all-way stop condition analyses, no-passing zone analyses, and turning movement counts at three intersections.

Commissioner Sargent voiced concerns regarding speeding on the street and encouraged law enforcement presence to issue tickets to speeders; whereby, Commissioner Deaton agreed.

Mr. Finley noted the concerns and explained the study was to help provide non-human resources to assist with issues.

Commissioner Briley proposed selective enforcement, which would place officers in the area during peak speeding hours. He expressed disapproval of speed tables and unnecessary stop signs.

Mr. Finley stated he did not support the use of stop signs for speed control.

Commissioner Deaton inquired if there were sidewalks; whereby, Mr. Finley stated there were sidewalks on one side of the roadway.

Mayor Leslie inquired about the time frame of the analysis; whereby, Mr. Finley noted the speed table study was 24 hours and the all-way stop condition analysis was from 7:00 a.m. to 6:00 p.m.

Mr. Finley reviewed both the long-term and short-term improvement suggestions, including those made while the detour was in place.

Commissioner Sargent stated he would support the four-way stop during the detour but would not support it permanently.

Commissioner Tolland inquired if it was something that could be done later; whereby, Mr. Finley stated staff could see if the temporary all-way stop was beneficial and report back to the Commission for further input before deciding to make it a permanent fixture.

Commissioner Briley questioned the proposed crosswalks; whereby, Mr. Finley stated he would look into it.

The entire Commission expressed support for the no passing lanes.

Mr. Finley discussed the benefits of the speed feedback signage and other updated signage.

Commissioner Tolland expressed support for all updated signage.

Commissioner Sargent voiced concerns regarding a six-foot median and rectangular rapid flashing beacon.

Mr. Finley discussed FDOT's proposed mid-block pedestrian crossings along Granada Boulevard. He explained FDOT was looking for feedback on whether the crosswalks should be raised; whereby, the Commission agreed to the raised crosswalks.

Commissioner Sargent requested staff look into the issues raised by a citizen regarding the State Road A1A and East Granada Boulevard intersection light. He voiced the need for education on FDOT's new red flashing lights.

Mr. Finley noted the safety aspect of the flashing red lights at crosswalks.

Commissioner Sargent expressed concerns regarding the changes to the traffic in front of the Ormond Beach Police Station along West Granada Boulevard; whereby, Mr. Finley stated he would get with FDOT on the concerns.

III. ADJOURNMENT

The meeting was adjourned at 6:55 p.m.
Prepared by: Taylor Lochert