

MEMORANDUM

DATE: February 18, 2010

TO: Shawn Hartzler, Robert Jones, Jerrie Lindsey, Jo Penrose, Brian Telfair, Robin Turner

FROM: Mariano Berrios, Florida Scenic Highways Program, State Coordinator

CC: Debrah Miller, Garry Balogh, Lynne Marie Whately, Andy Nicol, Clint Eliason, Mike Palozzi

SUBJECT: Florida Scenic Highways Advisory Committee Meeting Minutes – February 10, 2010
Designation Application Review: J.C. Penney Memorial Scenic Highway
Letter of Interest (LOI) – Halifax Heritage Corridor

A Scenic Highways Advisory Committee (SHAC) meeting was held on Wednesday, February 10, 2010 from 1:30pm – 3:30pm at the Burns Building – OPP/EMO Room in Tallahassee, Florida. The purpose of the meeting was to review and provide a recommendation regarding the **J.C. Penney Memorial Scenic Highway Designation Application, and the Halifax Heritage Corridor Letter of Interest.**

INTRODUCTION

The meeting opened with the members of the Scenic Highway Advisory Committee (SHAC) introducing themselves:

- Brian Telfair, Federal Highway Administration
- Robin Turner, Department of Environmental Protection
- Jerrie Lindsey, Florida Fish and Wildlife Commission
- Jo Penrose, Department of Community Affairs
- Bob Jones, Bureau of Historic Preservation
- Shawn Hartzler, (Absent from meeting – forms sent in), Division of Forestry

Others in attendance or on tele-conference:

- Andy Nicol, TranSystems
- Debrah Miller, FDOT D2 Scenic Highways Coordinator
- Jennifer Vrynios, URS
- J.C. Penney Memorial Scenic Highway CME Members (CASH-16)
- Clint Eliason (tele-conference), TranSystems

- Mike Palozzi (tele-conference), PBS&J
- Chris Daun – Halifax Heritage Byway Corridor Advocacy Group (CAG) Chairman

Mr. Nicol thanked the attendees for coming to the meeting and gave an overview of the meeting agenda.

DISCUSSION OF J.C. PENNEY MEMORIAL SCENIC HIGHWAY DESIGNATION APPLICATION

The proposed **J.C. Penney Memorial Scenic Highway** limits encompass a portion of State Road 16 (SR16) known as James C. Penney Memorial Boulevard and also include a loop of roadways through the Town of Penney Farms. The specific limits of the scenic highway are SR16 from just west of Etheleen Court to the eastern limit of Paso Fino Road. The scenic highway also includes a loop road from SR16, south on Palmetto Avenue, east on Caroline Boulevard, then back north on Poling Boulevard to SR16. (Map Attached)

The following comments/recommendations were provided by the SHAC:

1. Brian Telfair – Approved
 - a. Thought it was a good application.
 - b. Had some concerns about the increase in traffic through the town, as was also raised by some of the citizens.
2. Robin Turner – Approved
 - a. Thought overall, the application was good. There may be a few sections missing, but this could be because of the changes from the old manual to the new manual.
 - b. The vision needs to be stronger to elaborate on the Goals, Objectives and Strategies section.
 - c. Make sure all Public Meetings are properly advertised and include an agenda in the advertisement. Also, make sure there is a consensus of people when making decisions.
 - d. A list of partnering opportunities should be included. There is an excellent collection of written agreements.
 - e. The corridor's existing and future conditions and how to protect resources is unclear. Should list the "Forever Florida" program because many of the acquisition programs are funded through it. What techniques will be utilized for protecting National Register of Historic Places listings?
 - f. Will tourists be able to use golf carts to travel around town and enjoy the corridor? The answer is no, there is no place to rent them and the golf course is private.
3. Jerrie Lindsey – Approved
 - a. The town's tree protection ordinance is critical to preserving the "element." This needs to be included in the CMP, once it is finalized, as this is an important part of the corridor.
 - b. Had some concerns about loss of privacy and safety for the residents along the loop roads through town.
 - c. Safety issues are addressed in the Background Conditions analysis section, but seem to be a major concern to some residents, there needs to be continued attention paid to this.
 - d. Question to consider – The CME stated in the application that it would like to encourage people to walk/ride in groups around the corridor. How will this be accomplished and accommodated for?

4. Jo Penrose – Approved

- a. The group needs to be aware of the preferred alternative for a new beltway on the west side of Clay County/Duval County. This will create an alternative route, rather than all traffic travelling on SR16.
- b. The group needs to have a stronger vision for economic development and tourism.
- c. The application should have included more discussion on how and when the scenic highway will be included in the town's comprehensive plan.

5. Bob Jones – Approved

- a. The tree canopy is a great part of the scenic highway and it is very important to preserve the canopy in the future.
- b. The corridor vision does not state what the corridor will become in the future; it only states how it will preserve the current corridor.
- c. Had some concerns about the natural flow of the corridor, and whether the correct roads were chosen to make up the corridor.
- d. Had some concerns about the commercial zoning across from Polling Road, and how will this affect the highway in the future?
- e. The group should try to implement some designated parking places along the corridor for people who want to stop.

6. Shawn Hartzer – Approved

- a. Concerned about some of the negative comments from residents about the increase in traffic.
- b. There is mention of programs and pedestrian/bike friendly infrastructure, and that improvements will be considered as funding is available – this needs to continue in the future.
- c. Question to consider – If there is instability within the CME group or inactivity, is there concern that support and approval from grassroots will not be there in the future to sustain the scenic highway long-term?

DISCUSSION OF THE HALIFAX HERITAGE BYWAY LETTER OF INTEREST

The proposed **Halifax Heritage Byway** limits are SR A1A/Atlantic Avenue from Dunlawton Avenue to Granada Boulevard, CR 4075/Atlantic Avenue from Ponce Inlet to Dunlawton Avenue, CR 4011/North Beach Street (Alt US 1), CR 4029/Beach Street (Alt US 1), CR 4011/Riverside Drive, CR 4035/Martin Luther King Jr. Boulevard/Washington Street, CR 4039/White Street/Tarragona Way/Owasso Street, CR 4040/Main Street/Fairview Avenue/George W. Engram Boulevard/Dunn Avenue, CR 4048/Madison Avenue, CR 4050/Orange Avenue/Silver Beach Avenue, CR 4052/Mary McLeod Bethune Boulevard, CR 4062/Belleview Avenue.

The following comments/recommendations were provided by the SHAC:

1. Good to see that there is currently a revitalization of the downtown Daytona Beach area going on.
2. The groups should give some thought to developing an in-depth marketing program to market the proposed scenic byway around the area.
3. The group should include some eco-tourism marketing, research, and resources when producing the eligibility application.
4. A scale bar would be helpful on future maps.
5. The photos provided were very helpful.

6. It is good that the CAG will consist of representatives from the many surrounding communities located around the proposed scenic highway.
7. The resources appear to be plentiful and deserving of scenic highway designation.

MISCELLANEOUS COMMENTS

The SHAC completed their Evaluation of Applicant Corridor forms for the J.C. Penney Memorial Scenic Highway and voted 6-0 in favor of the corridor becoming a Designated Florida Scenic Highway. The SHAC also allowed the Halifax Heritage Byway to continue in the process and move forward with an eligibility application.

NEXT SHAC MEETING

The next SHAC meeting will be held on June 9, 2010 at 1:30 pm at the Burns Building in Tallahassee, Florida.

ADJOURNMENT

Mr. Nicol thanked everyone for coming and for his/her efforts with the Florida Scenic Highways Program. The meeting concluded at 3:30 pm.