



## 'VCARD DEVELOPMENTS'

July 24, 2008

### *VCARD Promotes a 'Green' Volusia ...By VCARD Chair Joel Ivey*

VCARD has concluded a six-month initiative to create a **GREEN DEVELOPMENT ORDINANCE** for Volusia County (and other local governments) to use as their framework for steering future residential and business projects to be energy friendly and conserve natural resources. The document has been forwarded to the Volusia County Council, encouraging these leaders to move forward with a review by staff attorneys followed by adoption.

*I encourage all VCARD members, local government representatives and interested citizens to review the final product. **A copy is attached to this newsletter.***

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- New Smyrna Beach Coastal Regulations
- Palm Coast Grows By 8,300 Acres

##### VCARD / FCARD

New Members

**Alshouse & Associates  
Dave Schmitt Engineering**

As VCARD Chair, I was honored to lead a team of dedicated members and county government planning professionals who worked hard to craft a document that follows guidelines of the US Green Building Council and Florida Green Building Coalition. These are the lead agencies for certifying developments and buildings as efficient in energy use and conserving natural resources, particularly water. The ordinance also refers to minimum standards of the Florida Building Code – as well as Volusia’s Water Wise Ordinance for regulating irrigation.

To boost acceptance within the private sector, the ordinance provides incentives for green developments – similar to those of other Florida governments that have moved forward with green standards. These “carrots” include policies for fast-track permitting and priority review of applications ... reduced fees for development reviews ... and property tax credits.



The advent of green development is a turning point for our society. It is going to require a whole different mindset from both the private and public sectors. It is our responsibility in the development community to educate future home buyers and project clients that *‘going green’* has become a necessity. And it is of utmost importance for local government leaders to assist us in making the green movement succeed ... and setting examples through their own developments and operational habits. *Joel*

#### ***... MORE GREEN NEWS ...***

A **GREEN BUILDING** model ordinance also has been created by the **Volusia Home Builders Association (VHBA)**.

*... green news updates ... continued on page 2 ...*

... Green News Updates ... continued from page 1

Similar to VCARD’s ordinance, the document refers to certification programs of the US Green Building Council and Florida Green Building Coalition as the resources to promote environmentally-friendly and energy efficient structures. VHBA leaders are distributing the ordinance to local governments, encouraging them to use it in developing a voluntary green building program for homes and commercial buildings. VHBA also is creating a link to the association’s web site to promote green building and educate builders.

The **FLORIDA WATER STAR** program of the St. Johns River Water Management District is highlighted in the recent edition of “*Streamlines*,” a quarterly publication that promotes the state water agency’s programs and current topics. The water district initiated the Florida Water Star two years ago as a certification program promoting water efficiency in new home construction. Since then, more than 50 certified homes have been built in six counties, including Flagler, according to the *Streamlines* article.

... Call VCARD to be added to the mailing list for *Streamlines*.

~~ GROWTH MANAGEMENT ~~

... TRANSPORTATION ...

A consortium of analysts from five Volusia / Flagler colleges has issued “research results” to a year-long study of Volusia’s **transportation challenges**. The study focused on various aspects of the county’s transportation issues – such as funding and needs; quality of life; public perception of transportation concerns; transportation’s impact to the existing business climate and future economic development; and infrastructure and multi-modal alternatives.

... County officials authorized the collegiate study after a **2006 transportation summit** of leaders from Volusia’s local governments. They hope to use the research in educating the public about current and future transportation issues – and to study the feasibility and acceptance of alternative sources (*such as taxes*) to fund future transportation improvements.

... The consortium report coincides with recent dismal reports from Volusia transportation planners as they are preparing updates of the **county’s road work program**. Many planned projects (some of them major) are being delayed or eliminated due to dwindling revenues from gas taxes and impact fees. Call VCARD for a copy of draft transportation project updates of Volusia County government and the Florida Department of Transportation.

An overview of **transportation-related legislation** either adopted or addressed during the spring session of the Florida legislature has been prepared by the Florida Metropolitan Planning Organization (MPO) Advisory Council. Call VCARD for a copy of the report that has been made available through Volusia MPO Executive Director **Karl Welzenbach**; and **Mary Swiderski**, executive director of the Volusia Council of Governments.



Almost **100 miles of connected roadways** – **mostly in Flagler County** – have been designated as a **HERITAGE HIGHWAY** by the Florida Department of Transportation (FDOT). The status recognizes the historic, cultural and archeological significance of the roads within the corridor as well as the many adjacent historic sites and structures – such as Princess Place Preserve, Bulow Plantation, Bunnell government buildings and Graham Swamp.

... continued on page 3 ...

**... Flagler Heritage Corridor ... continued from page 2 ...**

... Flagler's "Heritage Corridor" **extends along US1 and SR100** (and some adjacent roads), with a particular focus on preservation of the historic Old Kings Road and Dixie Highway.

... Flagler's corridor is the first to gain this "heritage" status through DOT's two-part "scenic highways" program that includes another separate category for "scenic highways," a designation that has been granted for A1A and north Beach Street in northeast Volusia.

... Also in Volusia, another advocacy group is pushing to gain the heritage status for more than **100 miles of west Volusia roads**, including US17 and US17-92 as well as some adjacent roads, extending from the Putnam County line across the county to Seminole.

... All of these designations help advocacy groups and local governments gain funds to preserve historic and scenic sites, add park amenities and hiking / biking trails, and also add development guidelines to protect tracts adjacent to and within the corridors.

... **Ormond Beach** officials currently are updating their comprehensive plan to facilitate preservation and development guidelines within the northeast Volusia scenic highway (north Beach Street and A1A north of Granada Boulevard) – commonly called "*The Loop*."

**... WATER SUPPLY ...**

Longrange plans for a regional **DESALINATION** water supply plant are moving forward in **Flagler County** to eventually convert sea water for potable use. St. Johns and Flagler counties have teamed with the cities of Palm Coast, Leesburg and Mount Dora as well as Flagler's Dunes Community District and the St. Johns River Water Management District to fund studies of the facility's design, environmental impacts and location (on land or offshore).

... Known as the **Coquina Coast Seawater Desalination Water Supply Project**, they hope to complete the facility within the next 10 years. Note: Officials in Marion County and the City of DeLand also have joined the project as ex-officio non-voting members.

**... ENVIRONMENTAL PERMITTING ...**

Informational materials to better guide development applicants and environmental consultants through the **wetland delineation process** have been distributed by officials with the Florida Department of Environmental Protection (DEP). The materials particularly provide guidance on the "*Wetland D Test*," provisions limited to areas within the seasonal high water elevation; and the "*Wetland Altered Sites Test*."

... Special thanks to VCARD Member **Shannon Julien** (Environmental Services, Inc.) for providing copies of these materials that now are available through VCARD.

**~~ VOLUSIA / FLAGLER REPORT ~~**

**HEIGHT LIMITS** will be the topic of November referendums in **Edgewater** and **Ormond Beach**, both ballots relating to referendums two years ago on height issues. Edgewater voters will be asked to remove a city-wide 35-foot height limit that was incorporated into the city charter through voter approval in the 2006 referendum. And Ormond Beach voters will be asked to exempt existing structures that are taller than a 75-foot height cap that was enacted through the referendum -- as well as one project that was pending when the issue was approved. Ormond Beach leaders reason that the exemptions would enable the existing structures to be repaired or rebuilt if damaged by a disaster.

... In the meantime, **New Smyrna Beach** officials are debating whether to lower height limits in the **ocean commercial district** from nine stories (105 feet) to four stories (45 feet).

... *Volusia County Report ... continued from page 3 ...*

**Volusia County** government's five-year old **SMART GROWTH** initiative is moving through the comprehensive planning process. A series of comp plan amendments have been crafted by county staff, many of them specifically geared to protect Volusia's **environmental core** – about 328,000 rural acres in the center of the county designated for protection (through the smart growth initiative) as an **ECO-Map Overlay District**. Aside from designating the ECO-Map boundaries for 296,000 acres that are part of unincorporated Volusia, the comp plan amendments set planning techniques for future development that does occur within those unincorporated tracts – such as *conservation subdivisions, clustering and transfer of development rights*. As proposed, these ECO-Map protection standards would be maintained even if the tracts are later annexed by adjacent cities.

... This ECO-map was first crafted several years ago by a Smart Growth Implementation Committee of varying interest groups – and later refined by another committee of the Volusia Council of Governments (VCOG).

... The county council will conduct an **August 7** public hearing on these comp plan amendments after which they will be sent to the state Dept. of Community Affairs for review.

County government also has created an **ENVIRONMENTAL GREEN RIBBON Committee** to facilitate this smart growth comp planning process. The committee's main mission is to draft "**enhanced environmental standards**" for future growth within unincorporated areas and particularly the ECO-map area. The committee will start this process by reviewing and upgrading the county's current minimum environmental standards for **wetlands protection** that were adopted almost 20 years ago and haven't been updated for almost 10 years. **NOTE:** As a charter county, Volusia County government's minimum environmental standards are enforceable within cities as well as unincorporated areas.

... This new Green Ribbon Committee includes representatives from varying interests including environmental and civic groups, agriculture, planning, the school board and development. VCARD representatives are VCARD Chair **Joel Ivey** (Ivey Planning Group); **Tadd Kasbeer** (Bowyer-Singleton & Associates); **Glenn Storch** (Storch Morris & Harris Law Firm); and **Allen Watts** (Cobb Cole Law Firm). Call VCARD if you would like to be added to the notification list of Green Ribbon Committee meetings. A summary of the panel's organizational meeting can be accessed through [www.volusia.org / environmental](http://www.volusia.org/environmental).

Updated **LAND DEVELOPMENT CODES** are ongoing projects within the cities of **Daytona Beach, DeLand, Deltona and Palm Coast**. All of the cities' planners have provided updates of the planned changes to VCARD -- and members who work in those cities are encouraged to contact the association if interested in being provided copies.

... During the past year, VCARD / FCARD committees have met regularly with planners in Palm Coast as they updated their entire code and Daytona Beach as they moved through the first phase of a code upgrade. Both of these initiatives are now moving through adoption.

A new schedule and policies for building and **development-related permit applications** are being studied by **ORMOND BEACH** officials. Aside from adding new fees for some types of review – and increasing rates for existing applications – the new schedule proposes that **additional fees be imposed** for projects that require more than two reviews by staff. As proposed, the amount of the additional fees would be based on the number of staff hours required for the added project reviews. Call VCARD for a copy.

... *Ormond Beach News ... continued from page 4 ...*

**ORMOND BEACH** planners are moving forward with the state-required “**Evaluation and Appraisal Report**” (EAR) of the city’s **comprehensive plan**. The package includes a variety of proposed policy changes – some promoting smart growth techniques such as low impact and transit-oriented development. The most discussed component would **delete regulatory standards** (including regulations regarding **wetlands and stormwater management**) from the comprehensive plan. Instead, they would be covered solely through the land development code, thus streamlining the development-review process.

... A VCARD committee is working with city planners to review the proposed changes. Call VCARD if you would like to become involved with this initiative.

... City leaders plan to conduct an **August 19 public hearing** on the entire EAR package and then forward it to the Florida Department of Community Affairs (DCA) for review and comments, and formal adoption by early December.

**PORT ORANGE** officials also are reviewing a new draft **Evaluation and Appraisal Report** of the city’s comprehensive plan. As with other local governments, the report’s recommendations will lead to draft amendments that update Port Orange’s comprehensive plan. The report can be accessed through [www.port-orange.org/inside/inside59.php](http://www.port-orange.org/inside/inside59.php)

A **CITIZEN PARTICIPATION PLAN** is being discussed by **Daytona Beach** planners to help assure that residents are aware (early in the process) of developments that are being proposed within their neighborhoods. The plan also would provide guidelines for developers to conduct neighborhood meetings for certain projects that generate public interest, enabling developers to explain their projects and gain public input.

... VCARD has teamed with the Daytona Beach Area Chamber of Commerce to work with city planners in setting procedures for public notice and scheduling neighborhood meetings. Call VCARD for details about this program.

**Daytona Beach** commissioners have rejected a proposal to increase advisory board review of larger projects in the city’s **redevelopment districts**. Only redevelopment boards currently review such projects. Members of the redevelopment panels favor keeping it that way but the city’s planning board members recently recommended that they also be responsible for review and approval of larger projects in redevelopment districts. By a split vote, city commissioners recently sided with the redevelopment boards, reasoning that their oversight was sufficient for such projects.

The draft of a **historic preservation ordinance** has been completed to better protect **Daytona Beach** structures deemed to have “historical significance.” The proposed ordinance expands responsibility of Daytona’s Historic Preservation Board to oversee such structures within historic districts which are part of the various redevelopment areas, beachside and mainland. In particular, the draft **extends the city and public review time** before a property owner can destroy a historically-significant structure.

... The draft currently is being reviewed and debated by the city’s redevelopment advisory boards before moving forward to the city commission. Call VCARD for a copy.

**... IN WEST VOLUSIA ...**

**DELAND's** Assistant City Manager **Michael Pleus** has been elevated to city manager, replacing Mike Abels who is retiring. Pleus has worked for DeLand for the past eight years. He started as administrative services director and later was promoted to assistant manager.

**... In SOUTHEAST VOLUSIA ...**

A new **NEW SMYRNA BEACH** regulation prohibits the construction of accessory structures (such as swimming pools, decks and spas) east of the city's **coastal construction setback line**. Seawalls and dune walkovers are exempt from the prohibition – as are properties where such accessories already exist and have to be replaced in the future. Primary structures already were prohibited seaward of the coastal setback line.

**New Smyrna Beach** officials are continuing a year-long debate over the method used to **calculate density on oceanfront tracts**. A pending land code change would require developers to show clear title to all portions of the property that is factored into their development plans and density. The clarification would preclude developers from factoring public lands within the beach, under water, or within public right of way. Some past developments have been permitted to include oceanfront land extending to the high water mark into their density calculations.

A Volusia circuit judge is reviewing the legality of an **EDGEWATER referendum petition**, filed by a citizens group and asking voters to approve a charter amendment restricting all future development west of Interstate 95 (that is within the city) to one unit per 20 acres. If approved by the judge, voters could decide the proposed density cap in November elections.

**... IN FLAGLER COUNTY ...**

Flagler residents will vote August 26 on two proposed property tax increases (.25 mil each) – one for funding **library expansions** and the other for the **purchase of environmentally-sensitive lands** and improvements to existing environmental areas.

**PALM COAST** has grown by more than 8,300 acres within the past month through the annexation of a vast rural area northwest of the city, much of which is planned for a major **development of regional impact** (DRI). The annexed area also includes city well sites.

A new **fee schedule** for development-related permits is being considered in **BUNNELL**.

**~~ VCARD / FCARD NEWS ~~**

**... VCARD / FCARD Welcomes 2 New Members ...**

- **Alshouse & Associates, LLC**, a wildlife and natural resource management firm at 1150 Pressly Circle, DeLand, FL 32720. Phone: 386-804-0964 VCARD / FCARD Representative is **Alan W. Alshouse**, senior wildlife ecologist ([aalshouse@cfl.rr.com](mailto:aalshouse@cfl.rr.com))
- **Dave Schmitt Engineering, Inc.**, an engineering and planning firm at 13013 Founders Square Drive, Orlando, FL 32828 Phone: 407-207-9088 FAX: 407-207-9089 VCARD representatives are **Judy Stewart** and **Dave Schmitt** ([dave.schmitt@dseorl.com](mailto:dave.schmitt@dseorl.com)) Thanks to Vice Chair **Sans Lassiter** (Lassiter Transportation Group) for recruiting this new member.

## August, 2008 Newsletter

### ... VCARD Member Awards and Promotions ...

**Debbie Berner**, president of **Frazer-Berner Advertising, Inc.**, was recently named one of the *Volusia-Flagler Business Report's 2008 Influential Women in Business*.

... Debbie was the first woman president of the Florida Chapter of the Society for Marketing Professional Services; is a past president of the Daytona Beach Advertising Federation; and has served leadership positions on the American Cancer Society, Mental Health Association, Stewart-Marchman Foundation, Halifax Urban Ministries, Junior League of Daytona Beach and City of Ormond Beach's Quality of Life Advisory Board. She also is a past VCARD officer, longtime VCARD executive council member, and past recipient of our association's "Member Of The Year" award.

... Debbie spearheaded establishment of the Debra Anne House and Drop-in Center, the first re-socialization project for the mentally ill in Volusia County, which opened in 1992.

... Frazer-Berner is a full-service advertising and public relations firm that has represented both public and private clients for almost two decades. The company has won a number of Addy Awards, which are given in recognition of professional achievements and contributions.

... Debbie recently shared her marketing expertise with viewers of Daytona Beach's PBS Channel 15's Small Business Hotline show during its "Marketing Matters" episode.

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The Central Florida Chapter of the National Speakers Association has named Past VCARD Chair **Hardy Smith (Hardy Smith Consulting)** as the organization's *Chapter Member of the Year for 2007/2008*. The award is based on professional achievement and participation in this lead organization for professional speakers.

... As speaker and trainer, Hardy helps nonprofit organizations profit and connect with people. He has more than 30 years of experience in the world of NASCAR racing, plus involvement with nonprofit, community, and volunteer-based groups nationwide – aside from serving as government relations administrator for the City of Daytona Beach.

... Hardy also will serve as Dean of the 2008/2009 NSA Central Florida Speaker's Academy.

**Zev Cohen & Associates (ZCA)** recently was awarded an "Exceptional Employer" Award for 2008 by the Exceptional Employers and Center for Business Excellence.

... Employers from throughout Volusia and Flagler counties participated in a survey that measured areas such as turnover, growth, training, development and promotion rates, employee evaluations, injuries, management diversity, benefits and pay increases.

... ZCA was one of three companies recognized as an "exceptional" employer in the "50 employees and under" category for Volusia and Flagler counties.

**Hugo E. Soto**, P.E., has joined **Nodarse & Associates, Inc. (N&A)** as principal geotechnical engineer and vice president. Mr. Soto has 27 years of experience in geotechnical engineering and consulting – including the Miami Intermodal Center, Port of Miami Tunnel, and high- and mid-rise commercial projects, parking decks and school facilities.

... **Andrew T. Schmid**, P.E., N&A associate vice president, recently was appointed to the Volusia County Contractor Licensing & Construction Appeals Board.

... N&A, a central Florida based specialty engineering and environmental consulting firm, recently was awarded the five-year materials and soils testing contract with the City of Cocoa. The firm also holds continuing contracts with school boards, authorities and municipalities in Orange, Volusia, Seminole and Osceola counties.

... **VCARD Member News ... continued from page 7 ...**

**Robert Falk**, P.E., has joined the civil engineering team of **Harpster Engineering**, 159 W. Granada Blvd., Ormond Beach. The firm also has added **Dave Bond**, survey party chief, and **Billy Marder**, instrument man, to their survey teams.

**Shannon Julien** has been promoted to vice president for **Environmental Services, Inc.** (ESI), and also will continue acting in a dual capacity as office manager and division manager of ecology for the firm's Daytona Beach office at 1148 Pelican Bay Drive.

... **Stephanie Wolfe** has been promoted to project scientist III for ESI. She also works out of the firm's Daytona Beach office.

**CPH Engineers, Inc.** announces the certification of two employees as professionals in LEED (Leadership in Energy and Environmental Design), the green building rating system that is the nationally-accepted benchmark for the design, construction and operation of high-performance green buildings. They are **John A. Baer**, AIA, CPH's architectural project manager; and **Sami M. El-Behiri**, construction director.

Several promotions have been announced by **MSCW, Inc.**, an Orlando-based design firm.

... Marketing Planner **Karolyn Stewart** has been promoted to marketing resource manager where she will oversee the firm's marketing initiatives.

... Landscape Architect Designers **Derick S. Taylor**, ASLA; **Andrew Braley**, ASLA; and **Christopher Arnold**, LEED, AP, ASLA, have been promoted to project landscape architects. In addition, Andrew Braley will receive the "*Mentor Of The Year*" award from COMPACT, an Orlando / Orange County program that helps less advantaged youths become productive, mainstream citizens. Andrew has been volunteering as a mentor at Engelwood Elementary School for the past two and a half years.

... MSCW Staff Engineer **Benjamin Ellis**, E.I., has been promoted to project engineer; and **Lindy A. Wolfe** has been promoted to senior project engineer.

... MSCW, Inc. is a collaborative design firm consisting of landscape architects, transportation planners and engineers, community planners and designers, civil engineers and environmental scientists. The firm is celebrating its 30<sup>th</sup> anniversary.

**PBS&J** recently presented a \$5,000 donation to the **Osceola County 'Take Stock in Children'** program, which mentors and monitors low-income children from elementary through high school, and then provides them with college scholarships.

... **Jonathan Kreiner**, Ph.D., P.E., recently joined PBS&J as a senior engineer in the firm's Orlando architectural engineering division.

... **PBS&J** has opened an **Osceola County office** at 721 Verona Street, Kissimmee. The Florida-based engineering, science and architecture consulting company has nearly 500 employees in the metro-Orlando area, and 4,000 employees in more than 80 offices throughout the United States and abroad.

**Sympathy is extended** to friends and family of VCARD Member **Nicholas Whiting** (Whiting Limited Partners, Geneva, FL) who died recently.

... **Sympathy** also to **Frank Meeker** on the recent loss of his sister. Frank is a Palm Coast city council member; ombudsman for the St. Johns River Water Management District; and longtime supporter of VCARD / FCARD.

*... VCARD Member News ... continued from page 8 ...*

**VCARD / FCARD member candidates** in upcoming elections include **Suzanne Kosmas** (Prestige Properties), US House of Representatives, District 24, covering areas of Brevard, Orange, Seminole and Volusia counties; Incumbent Florida House Representative **Dorothy Hukill**, District 28, covering a major part of east and southwest Volusia County; and **Jan Reeger** (The Realty Shop) Flagler Board of County Commissioners, District 1.

**VCARD** and the Volusia / Flagler 'Surfcoast' Chapter of the **FLORIDA PLANNING & ZONING ASSOCIATION** are planning a Wednesday, **August 13** *after hours 'mixer'* from 5:30 to 7:30 p.m. in the News-Journal Center, 221 N. Beach Street, Daytona Beach.

... The event will familiarize local government planners, advisory board members, elected officials and development professionals with the *Surfcoast Chapter* and the FPZA -- a statewide organization of planning and development professionals from both the public and private sectors.

... Representatives from Daytona International Speedway also will present an overview of **Daytona Live!**, a major retail, entertainment, hotel and residential complex being developed across from the speedway on West International Speedway Boulevard, Daytona Beach.

... Daytona Beach Planning Manager **Thad Crowe** is the FPZA's president-elect and the main coordinator for this special event. All members and local government representatives are encouraged to attend.

... Call or e-mail VCARD ([dave@daytonachamber.com](mailto:dave@daytonachamber.com)) for details or reservations.

**Don't forget VCARD's Icebreaker reception** is Wednesday, September 17 from 5 – 8 p.m. in The Clubhouse at LPGA International, 1000 Champions Drive, Daytona Beach. This popular annual event – now in its 22<sup>nd</sup> year – is **made possible through sponsorships by VCARD member firms**. VCARD's leadership encourages everyone to support the Icebreaker and think of it as another great way to market your firm's services. Call the VCARD office for more information: 386-257-4169.

... **Special thanks to Kim Barnick** (Dickens & Associates) who designed the invitations for VCARD's Icebreaker. You soon will be receiving one in the mail.

*... Other Upcoming VCARD Events ... MARK YOU CALENDAR!*

- **Thursday, October 2** – VCARD's **annual lunch workshop** with the Volusia County Council, noon to 1 p.m., county administration center, DeLand.
- **Thursday, October 30** – VCARD's 2<sup>nd</sup> annual '**Picnic On The Ford Family Farm**', a festive outdoor event featuring barbecue and socializing from 4 – 7 p.m. in the pasture of the Ford family's property on SR472 in west Volusia.
- **Friday, December 5** – VCARD's **annual holiday membership lunch** at the El Caribe Resort, 2125 S. Atlantic Ave., Daytona Beach.

*Have a great month!*