

MINUTES
CITY COMMISSION WORKSHOP
July 17, 2026
3000 Bellemead Drive, Daytona Beach Shores, FL 32118

1. CALL TO ORDER BY MAYOR

Present: Mayor Nancy Miller, Vice Mayor Michael Politis, Commissioner Chris Conomos and Commissioner Stephan Dembinsky. Commissioner Mark Card joined by telephone.

Staff: City Manager Michael Fowler, City Clerk Cheri Schwab, Community Services Director Stewart Cruz, Finance Director Lory Irwin, Recreation Director Nancy Maddox, Community Information Coordinator Madie McCallister, City Planner Gwyn Herstein, Human Resource Manager Susan Martin, and Public Safety Director Mark Swanson.

2. NEW BUSINESS:

A. Presentation from Urban Land Institute TAP (Technical Assistance Panel) Economic Development Study

David Crabtree and the Urban Land Institute Technical Assistance Panel presented recommendations for revitalizing Daytona Beach Shores and establishing a stronger community identity. The panel encouraged the City to embrace “The Shores” as a distinctive brand associated with independence, coastal living and luxury, while preserving the City’s unique character. Key concerns included blight at the northern end, uncertainty over the location of a town center, limited redevelopment incentives, fragmented jurisdictional boundaries and the need to reconsider zoning, building heights and density.

The panel recommended adopting performance-based design standards that encourage mixed-use development, active storefronts, flexible ground-floor uses, reduced setbacks, pedestrian-oriented streets, multimodal transportation, pocket parks, adaptive reuse and stronger physical and visual connections to the beach. It identified five primary areas of opportunity: the Dunlawton Gateway, Sunglow Pier, a Government Center mixed-use wellness hub, a North Town Center near the Aldi property and the North Gateway. Suggested economic-development tools included special incentive districts, tax-increment financing, façade and building-improvement grants, shared parking agreements, expedited permitting and public-private partnerships.

Near-term priorities included organizing arts, cultural and recreational events; identifying early redevelopment opportunities; launching new incentives; improving signage and wayfinding; studying parking; creating fitness loops; and planning trails and beach connections. Mid-term recommendations included pursuing mixed-use public-private developments, targeted annexations and property acquisitions, recruiting catalytic “first-mover” projects, allowing greater density away from the beach and expanding efforts to attract young families. Long-term efforts should focus on strategic property acquisition and improvements to coastal resilience and beach access.

3. ADJOURNMENT:

The meeting ended at 2:52 pm.

**MAYOR
NANCY MILLER**

**CITY MANAGER
KURT D. SWARTZLANDER**

ATTEST:

CITY CLERK, CHERI SCHWAB