



CITY OF DELAND
REGULAR MEETING OF THE HISTORIC PRESERVATION BOARD
DECEMBER 7, 2023 AT 5:00 PM
CITY HALL, COMMISSION CHAMBERS
120 SOUTH FLORIDA AVENUE

AGENDA

CALL TO ORDER

ROLL CALL

APPROVAL OF MINUTES

1. November 2, 2023 Meeting Minutes

OLD BUSINESS

NEW BUSINESS

1. **Historic Preservation Review (Public Art Mural) on the East side of the building at 110 W. New York Ave, in the Persimmon Lane alley.**
Application No.: HPB23-251
Applicant: Courtney Canova
Owner: Conrad Realty Co

OTHER BUSINESS

STAFF UPDATES

1. Historic Preservation Board appointments and vacancies

NEXT SCHEDULED MEETING DATE January 4, 2024 at 5:00PM

ADJOURNMENT



**MINUTES - CITY OF DELAND
HISTORIC PRESERVATION BOARD MEETING**
City Commission Chambers
120 South Florida Avenue
November 2, 2023- 5:00 P.M.

CALL TO ORDER

Having been duly noticed as required by law, the November 2, 2023 meeting of the City of DeLand Historic Preservation Board was called to order at 5:02 p.m. by Charles Jordan, *Vice Chairman*.

ROLL CALL WITH DETERMINATION OF QUORUM

Present: Charles Jordan, Reggie Santilli, Renee Garrison, Ross Janke, & Scott Price

Absent: Dagny Robertson & Solomon Greene

City Staff: Samuel Nelson, *Planner I*, Phil Mangis, *Senior Planner*, Danalee Petyk, *Chief Planner*, Kristian Logan, *Zoning Technician*, Carol Kuhn, *Planning Director*, Deborah Glick, *Development Services Manager*, and Aerial McCann, *City Attorney*.

APPROVAL OF MINUTES

Scott Price motioned to approve the October 5, 2023 meeting minutes. Renee Garrison seconded the motion and all approved unanimously (5-0).

OLD BUSINESS

None

NEW BUSINESS

- 1. Historic Preservation Review (Local Registry Nomination) for a Commercial Building at 247 W. Voorhis Ave.; Application No.: HPB23-209 (Application Number); Mark Shuttleworth (Applicant); Mark Shuttleworth DBA Harmony House (Owner).**

Carol Kuhn provided an overview of the application and stated that staff recommends approval of this application as it is consistent with Land Development Regulations 33-34.02. The applicant spoke briefly on the property and answered questions from the Board.

Scott Price motioned for approval of the Local Registry Nomination, forward recommendation to City Commission. Ross Janke seconded the motion. (5-0)

STAFF UPDATES

None

OTHER DISCUSSION

Charles Jordan asked for an update regarding the Board's request to City Commission on additional Historic Preservation budget and staff. Carol Kuhn stated she will work on providing an update at the next scheduled meeting.

Reggie Santilli asked staff how the Code Enforcement process works, and Carol Kuhn stated we have a new Code Manager who is being proactive on the downtown area and bringing the properties into compliance.

NEXT REGULARLY SCHEDULED MEETING

The next Historic Preservation Board meeting will be December 7, 2023 at 5:00 p.m. in City of DeLand Commission Chambers.

ADJOURNMENT

As there was no further business, the meeting adjourned at 5:17 P.M.



City of DeLand
Historic & Cultural Resources
120 S. Florida Ave.
DeLand, FL 32720
Planning@DeLand.org

DATE: December 7, 2023

TO: Historic Preservation Board

FROM: Emily Ragusa, *Planner II / Historic Resource Coordinator*

RE: **Historic Preservation Review (Public Art Mural) on the East side of the building at 110 W. New York Ave, in the Persimmon Lane alley.**
Application No.: HPB23-251
Applicant: Courtney Canova
Owner: Conrad Realty Co

Description of Proposed Work:

A mural representing Byllye Avery's life and legacy to be painted on the East exterior side of the Conrad building, within the Persimmon Lane Alley.

Process:

The process for murals within the City's Historic District, shall first be scheduled for review by the City's Historic Preservation Board. The Historic Preservation Board shall provide and forward recommendation and input to the City's Public Mural Art Committee for final approval, taking the Historic Preservation Boards recommendations and input into consideration. In this case, as outlined in the City's Land Development Regulation Section 26-62(d)(4), this mural review was taken before the Public Mural Art Committee on November 7, 2023 and they approved the mural as presented. The Historic Preservation Board's recommendation/input will now be forwarded to the City Staff representative for the Public Mural Art Committee to have the artist incorporate the recommendations/input.

Recommendation:

The historic preservation board shall provide a recommendation and/or input which may serve to have the mural better fit with the historic ambiance of the district. Staff recommends the Historic Preservation Board forward their recommendation/input to Public Mural Art Committee for consideration.

Staff Analysis

This mural is a representation of the life Byllye Yvone Avery has lived and her accomplishments. The color scheme is consistent with the approved colors for the Historic Downtown DeLand, and with the existing colors of the building in the alley. This mural will enhance the historical ambiance of the district by expanding on our historic character and expanding the artistic atmosphere of Persimmon Lane Alley, as it is home to the "DeLand Wings" and the Persimmon Hollow brewing process mural.

Attachments:

Vicinity Map
Public Art Mural Committee Application with supporting documents



CITY OF DeLAND MURAL FOR PUBLIC ART APPLICATION

LEAD ARTIST

ADDRESS

CITY

STATE

ZIP CODE

EMAIL/WEB ADDRESS

PHONE

PROJECT
COORDINATOR

ADDRESS

CITY

STATE

ZIP CODE

EMAIL

PHONE

SPONSORING
ORGANIZATION OR
INDIVIDUAL

ADDRESS

CITY

ZIP CODE

STATE

PHONE

EMAIL

FUNDING SOURCES

PROPOSED SITE
(address, cross
street)

MURAL TITLE

DIMENSIONS

ESTIMATED
SCHEDULE (start and
completion dates)

1. Proposal (describe proposed design, site theme, and why the mural should be adopted as public art. Attach a separate document if needed).

2. Materials and processes to be used for wall preparation, mural creation and anti-graffiti treatment.

3. List all individuals, artists and groups involved in the mural design, preparation and implementation.

Attach the following documents to this form:

- 1.** Lead artist's resume/qualifications and examples of previous work.
- 2.** Three (3) letters of community support.
- 3.** Letter approving proposal from City department recommending approval of City property or letter of approval from private property owner along with executed Property Owner Authorization Form.
- 4.** Maintenance Plan (including parties responsible for maintenance).
- 5.** Color image of design including dimensions, colors and details (10 megabytes at 300 dpi).
- 6.** Site Plan-one image of the proposed site with and without mural superimposed.

*****All applications and supporting documents must be submitted to Kieu N. Moses at mosesk@deland.org and/or 120 S. Florida Avenue 3rd Floor DeLand, FL 32720.***

BYLLYE AVERY PROPOSAL MURAL (SR 44 & PERSIMMON LANE-PILL ALLEY)







PERSONAL STATEMENT

I am a dedicated art educator with a genuine passion for nurturing artistic talent and creativity. My teaching philosophy revolves around creating a supportive and inclusive learning environment where students of all skill levels can flourish. I believe in the power of both traditional and online instruction to prepare students for success in the digital age. My goal is to help students not only master the technical aspects of drawing but also find their unique artistic voice and express it confidently through their work.

PROFESSIONAL EXPERIENCE

Valencia College, Orlando FL – Instructor – Drawing I/Design I (2010-Present)

- Establish and monitor expected learning outcomes for student work including:
 - Application of basic skills, sighting and measuring for proportion and scale.
 - Mastery of line quality, light-to-shadow relationships, value, and perspective for depth-of-field compositions.
 - Proficiency in selecting and utilizing various drawing tools and materials.
 - Effective use of drawing terminology to provide constructive critiques within the student artist community.
 - Use of diverse drawing techniques to express personal ideas and concepts.
- Seamlessly and successfully transitioned classes from in-person to online during the COVID shut down.
- Tailor instruction to accommodate students with varying levels of drawing experience, nurturing both advanced talent and beginners while encouraging students to unleash their creativity and express themselves through their artwork.

K&C Studios, DeLand FL (2009-Present)

- Own and operate a thriving multiple medium business offering graphic design and fine arts photography along with commissioned fine arts and muralist paintings.

Previous Relevant Experience:

American Automobile Association (AAA), Lake Mary, Florida Electronic Media Specialist (1987-2007)

PROFESSIONAL ACCOMPLISHMENTS/AFFILIATIONS

- Current Vice President of the Arts, Culture, Entertainment, District (ACED) of DeLand
- Exceptional Community Partner Award recipient for collaborative mural with the Spring Hill Resource Center, Stetson University, and the Boys & Girls Club - September 2023
- Fall Festival of the Arts (Fine Arts Show)
 - Current graphics designer for marketing collateral (multiple years).
 - Previous member of the Artist Selection Committee for the DeLand Fall Festival of the Arts (multiple years).
 - Designed original logo still in use today.

SKILLS

- Proficient with online teaching platforms such as Canvas.
- Expert level user of Adobe Photoshop, Illustrator, InDesign, Lightroom, and Bridge

EDUCATION

RINGLING SCHOOL OF ART AND DESIGN – Sarasota, FL
Graduated with a degree in Illustration and Graphic Design

Wayne Carter, (386) 738-0649 ,
wayne@mainstreetdeland.org,
100 N. Woodland BL, Ste 4
DeLand FL 32720

Andrew Downey
Professor of Art / Program Chair Fine Art
Valencia College
School of Arts, Entertainment and Design.
P.O. Box 3028
Orlando, FL. 32802-3028
407- 582- 2327
adowney@valenciacollege.edu

Chris Graham, MBA, APR.
Community Information Manager,
City of DeLand (386) 872-0821

Shilretha Dixon, Noble
(386) 747-3049 , Office (386) 740-0808 ,
City of DeLand,
Spring Hill Community Resource Center Director

I have letters from these people that I can bring to you.

Byllye Yvone Avery is a prominent American health care activist. Born in 1937, she spent the first 17 years of her life growing up in Deland until she left Florida to attend college. She was a member of Bethel AME church (on E Howry Ave) and lived on E. Church Street. She moved to DeLand in 1938 when she was an infant. She was raised in the Africa neighborhood of Deland until 1955. She attended the Euclid elementary and later Euclid high school.

It is important to note that she considered attending Stetson University in 1955. Due to segregation, however, she was advised not to apply by Stetson officials back in the day. Both the city of Deland and Stetson University have changed now. She returned to DeLand during the National Public Health Week in April, 2023 for a campus lecture as part of Stetson's James A. Stewart Lecture Series. Her lecture was very well received and attended by the community and Stetson students. For more information on this important event please see "[Health Care Activist Byllye Avery: 'Do Something'](#)". The city of Deland declared April 3, 2023 Byllye Avery Day

She is the founder of the National Black Women's Health Imperative. She cofounded the Gainesville Women's Health Center and alternative birthing center in Gainesville, FL (1974-1998) and the Avery Institute for Social Change. She was a producer of the documentary *On Becoming a Woman* in 1987. She has a Britannica entry under her name. According to Britannica, she received the MacArthur Genius Award in 1989 for her work "which enabled thousands of African American women to take charge of their health care". In 1989, she also received the Essence Award for her community service. Six years later in 1995, she received the Dorothy I. Height Lifetime Achievement Award from the Institute of Medicine of the National Academy of Sciences. She was featured on PBS film; *Makers: Women Who Make America*. There is an extensive biography of her where she was interviewed by Loretta Ross which is archived in Smith's College collection.

Below is a snapshot of her awards:

- 1989: [MacArthur Foundation](#)'s Fellowship for Social Contribution
- 1989: Essence Award for Community Service
- 1994: Academy of Science Institute of Medicine's Gustav O. Lienhard Award for the Advancement of Health Care
- 1994: Grassroots Realist Award by the Georgia Legislative Black Caucus
- 1995: Dorothy I. Height Lifetime Achievement Award
- 1995: President's Citation of the American Public Health Association
- 1998: Business and Professional Women's New Horizons Award
- 2008: Ruth Bader Ginsburg Impact Award from the Chicago Foundation for Women
- 2010: Audre Lorde Spirit of Fire Award from the Fenway Health Center

It is important to have a mural of her in Deland for two major reasons:

- Black community activists are underrepresented in downtown murals, and Byllye lived close to the 1950s downtown (East Church street at the time called Africa).
- She is a national icon on women's health and rights issues and residents of Deland could learn about the significance of her through public art.

Re: Byllye Avery Mural

The Public Mural Art Committee
120 South Florida Ave.
DeLand, FL 32720

Dear Public Mural Art Committee,

As a local business owner in Persimmon Lane, a native DeLandite and ardent supporter of the arts, I am writing to voice a strong support for a mural depicting Byllye Avery in DeLand. We have a mural of Ruth Bader Ginsberg on our door, and have received great feedback from the community regarding it. This new mural will be a great addition to the city's collection of murals for the purpose of the preservation of Black History.

I am certain that this mural will provide an inspiring piece of art for younger DeLand residents, especially young girls. Byllye Avery is an excellent role model on leadership and empowerment for younger generations of men and women who want to make a difference in their community.

This mural is a step forward to make downtown DeLand more inclusive and welcoming. It is important for us to acknowledge and recognize the importance of our local Black history in DeLand. I appreciate your consideration of the approval of this meaningful Public Art in advance.

Sincerely,

Ella Ran
Business Owner at Outsiders USA & Yoga Shed DeLand
Raphael Recanati International University
CRA Member
P 386-490-5023 | E ella.j.ran@gmail.com



August 17, 2023

To: City of DeLand, DeLand Mural Committee
120 S. Florida Ave.
DeLand, FL 32720

Re: Mural depicting Byllye Avery

Greetings,

With enthusiasm, Conrad Realty Co. grants permission for a mural to be painted by artist Courtney Canova and his team, on the east exterior wall of our building at 110 W. New York Ave., DeLand, FL 32720.

You'll see this location described by the Volusia County Property Appraiser at the listing for our Parcel No. 701601030020.

We are honored to be selected as the "host" for this mural to depict American activist Byllye Avery. Her good works and her legacy will be rightly honored with a City of DeLand mural, and fit well with the spirit of Persimmon Lane and the Artisan Alley neighborhood.

Please let us know if you require additional information.

Thank you.

Barbara Button Shepherd, president
Conrad Realty Co.
386-717-9500

Re: Byllye Avery Mural

The Public Mural Art Committee
120 South Florida Ave.
DeLand, FL 32720

Dear Public Mural Art Committee,

As the Associate Chair of Environmental Sciences and Studies for Public Health at Stetson University, I am writing to voice a strong support for a mural depicting Byllye Avery in DeLand. It is my great pleasure to inform you that the Public Health Program at Stetson University sponsored an event on campus under J.A. Stewart Lectures. We invited Byllye to her hometown not only because as residents of DeLand, we are proud of her national achievements, but also because she has dedicated her life to the betterment of women and children. Byllye has spent her entire adult life fighting and advocating to save women's lives by focusing on access to healthcare for women. This mural will be a great addition to the city's collection of murals for the purpose of the preservation of Black History.

What makes me more enthusiastic about this Public Art is Byllye's deep connection to DeLand. I am a proud resident of DeLand to know that a woman of such national prominence was raised in this town. Her mother was a teacher in DeLand in 1940s and 1950s, her step-father had a store in DeLeon Springs, and she grew up in the Africa neighborhood of DeLand. She also attended Euclid elementary and graduated from Euclid high school. I am certain that because of her connection to DeLand, this mural will provide an inspiring piece of art for younger DeLand residents, especially young girls. Byllye Avery is an excellent role model on leadership and empowerment for younger generations of men and women who want to make a difference in their community.

This mural is a step forward to make downtown DeLand more inclusive and welcoming. It is important for us acknowledge and recognize the importance of our local Black history in DeLand. I appreciate your consideration of the approval of this meaningful Public Art in advance.

Sincerely,

Asal Mohamadi Johnson, PhD, MPH (she/her/hers)
Associate Professor of Public Health
Associate Chair of Environmental Sciences and Studies for Public Health
Brown Hall, 213
Stetson University
P 386-822-7913 | E asal.johnson@stetson.edu