

Ryan Mauch

From: Shayna Keller
Sent: Monday, April 7, 2025 3:01 PM
To: Commissioner Christian Whitehurst; Commissioner Sarah Arnold; Commissioner Clay Murphy; Commissioner Krista Joseph; Commissioner Ann Taylor
Cc: Ryan Mauch
Subject: FW: Magic Beach Motel

Good afternoon,

Do not reply all

Please see email below regarding Magic Beach Motel.

Thank you!



Thank you,

Shayna Keller

*Assistant to the Board of County Commissioners
St. Johns County Board of County Commissioners
500 San Sebastian View, St. Augustine FL 32084
904-209-0309 | www.sjcfl.us
Compassionate-Trustworthy-Innovative*



From: doug clay <dgclay@prodigy.net>
Sent: Monday, April 7, 2025 2:52 PM
To: BOCC Office <boccoffice@sjcfl.us>
Subject: Magic Beach Motel

Madam or Sir,

My wife and I are residents of Vilano Beach. We frequent the local coffee shop in the Holiday Inn Express hotel. Yesterday afternoon we drove there as we do many times for a coffee break. Coming into the area by Publix was no problem. But we did notice a lot of traffic trying to leave. As we sat and enjoyed our coffee drinks, we noticed the traffic was continuing to build. Vehicles stretched east all the way to Beaches Restaurant and west to the Atlantic. Even the side streets were clogged with cars with very little movement. We decided to prolong our coffee break until the traffic thinned. After waiting for nearly two hours, we opted to leave our

car at the coffee shop and walk the mile-and-a-half home. Later that evening we retrieved our car.

This wasn't an isolate occurrence. We've experienced several traffic jams such as this over the last year and it seems to be getting worse. There has been a lot of development with large hotels being built during the past few years, which has brought a lot of traffic into the area. The infrastructure is now overwhelmed. There is only one road in and out of the area. That bottle neck can't be alleviated. Unfortunately the traffic problem will worsen as more development is slated for Vilano Beach.

Currently a forty-nine unit condo development has broken ground across from the Holiday Inn. Another condo development is breaking ground just east of Publix. Now another developer wants to raze the Magic Beach Motel and replace it with more condos. This can only exacerbate the traffic problem.

The Magic Beach Motel is a landmark on Vilano Beach. Its art deco type design and colors make it stand out from the other cookie-cutter chain motels that have been built during the last few years. The Magic Beach is "the Florida" tourist expect and like to see when visiting the Sunshine State. It has and can continue to add charm to Vilano Beach.

For the sake of traffic and charm on Vilano Beach, I hope you will honor the needs of the community and keep the Magic Beach Motel intact for future generations to enjoy.

Douglas Clay

Vilano Beach, FL

Ryan Mauch

From: Shayna Keller
Sent: Monday, April 7, 2025 11:53 AM
To: Commissioner Christian Whitehurst; Commissioner Sarah Arnold; Commissioner Clay Murphy; Commissioner Krista Joseph; Commissioner Ann Taylor
Cc: Ryan Mauch
Subject: FW: Save the Magic Beach Motel

Good morning,

Do not reply all

Please see email below. Thank you!

Thank you,
Shayna Keller
Assistant to the Board of County Commissioners St. Johns County Board of County Commissioners
500 San Sebastian View, St. Augustine FL 32084
904-209-0309 | www.sjcfi.us
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-----Original Message-----

From: Helenbarber <grnidtgr@bellsouth.net>
Sent: Monday, April 7, 2025 11:38 AM
To: BOCC Office <boccoffice@sjcfi.us>
Subject: Save the Magic Beach Motel

Helen Barber
Vilano Beach
Sent from my iPhone

Ryan Mauch

From: Shayna Keller
Sent: Monday, April 7, 2025 2:53 PM
To: Ryan Mauch
Subject: FW: Magic Beach

Hello Ryan,

Please see email below for your situational awareness.

Thank you!

Thank you,
Shayna Keller
Assistant to the Board of County Commissioners St. Johns County Board of County Commissioners
500 San Sebastian View, St. Augustine FL 32084
904-209-0309 | www.sjcfll.us
Compassionate-Trustworthy-Innovative

-----Original Message-----

From: Shayna Keller <skeller@sjcfll.us>
Sent: Thursday, April 3, 2025 8:28 AM
To: Commissioner Christian Whitehurst <bcc1cwhitehurst@sjcfll.us>; Commissioner Sarah Arnold <bcc2sarnold@sjcfll.us>; Commissioner Clay Murphy <cmurphy@sjcfll.us>; Commissioner Krista Joseph <bcc4kjoseph@sjcfll.us>; Commissioner Ann Taylor <ataylor@sjcfll.us>
Subject: FW: Magic Beach

Good morning,

Do not reply all

Please see email below that was sent to our general inbox.

Thank you!

Thank you,
Shayna Keller
Assistant to the Board of County Commissioners St. Johns County Board of County Commissioners
500 San Sebastian View, St. Augustine FL 32084
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-----Original Message-----

From: Jennifer Weyrauch <tidywrap@gmail.com>

Sent: Wednesday, April 2, 2025 9:22 PM

To: BOCC Office <boccoffice@sjcfl.us>

Subject: Magic Beach

My family lives out of state & love their stays at the Magic Beach motel. What a shame it would be to lose this wonderful landmark that takes us back in time. We also NEED affordable places for families to enjoy our charming Vilano Beach.

Sent from my iPhone

Ryan Mauch

From: Shayna Keller
Sent: Monday, April 7, 2025 2:54 PM
To: Ryan Mauch
Subject: FW: Magic Beach



*Thank you,
Shayna Keller*

*Assistant to the Board of County Commissioners
St. Johns County Board of County Commissioners
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Compassionate-Trustworthy-Innovative*



From: Shayna Keller <skeller@sjcfl.us>
Sent: Thursday, April 3, 2025 12:27 PM
To: Commissioner Christian Whitehurst <bcc1cwhitehurst@sjcfl.us>; Commissioner Sarah Arnold <bcc2sarnold@sjcfl.us>; Commissioner Clay Murphy <cmurphy@sjcfl.us>; Commissioner Krista Joseph <bcc4kjoseph@sjcfl.us>; Commissioner Ann Taylor <ataylor@sjcfl.us>
Subject: FW: Magic Beach

Good afternoon,

Do not reply all

Please see email below that was sent to our general inbox.

Thank you!



*Thank you,
Shayna Keller*

*Assistant to the Board of County Commissioners
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From: Sandy Lenney <lenneysandy@gmail.com>
Sent: Thursday, April 3, 2025 12:23 PM

To: BOCC Office <boccoffice@sicfl.us>

Subject: Magic Beach

Hello, since we've been coming to St Augustine, and now that we have lived here 25 years, we always stop to look at the magic Beach motel, we stayed there a long time ago, and loved it. The magic Beach, has history, nostalgia, presence on vilano. St Augustine and it's surroundings, being eroded, by development. Vilano Beach, still retains, some of the quaintness, and charm that is almost gone in St Augustine. One also, does not need any more hotels or tourist destinations. Building a high-rise, or anything that is larger than the magic Beach motel on that spot, also will negatively affect the environment, please consider keeping this treasure. Thank you.

Ryan Mauch

From: Shayna Keller
Sent: Monday, April 7, 2025 2:56 PM
To: Ryan Mauch
Subject: FW: Magic Beach



*Thank you,
Shayna Keller*

*Assistant to the Board of County Commissioners
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From: Linda LaCerva <linda_lacerva@vilanobeachfl.com>
Sent: Sunday, April 6, 2025 3:04 PM
To: Commissioner Krista Joseph <bcc4kjoseph@sjcfl.us>
Subject: Magic Beach

Commissioner Joseph.

Thank you again for your support of Vilano. It has helped shape our community in the past few years. And thanks for your perseverance with other issues that are negatively impacting SJC.

I am guessing you have heard that VBMS solicited community input regarding the demo of the existing Magic Beach Motel. There has been a push on social media to write emails to you. There are a number of reasons folks have expressed to stop the demo: Some are concerned it will ruin their views, afraid Vilano will lose some of its charm, we don't need any additional development on Vilano. And my favorite, that I support the demo for my own personal gain. This can't be further from the truth but you know people can say or print anything they want with no regard for the facts.

I would like you to have the Magic Beach facts.

There is an emotional attachment to the Magic Beach Motel, it is not historical. It was built in 1958. Warner Bros filmed a season of Safe Harbor there in 1998. They left what is now the Magic Beach Motel neon sign.

The motel was purchased by the Jensen's and they began extensive renovations in 2010. More than a million \$s had been invested in the renovation.

A few years ago it was purchased from the Jensens by the Patel's. For over \$4 million. It needs about another million \$ in renovations as it exists today. It's not profitable. It's 24 rooms. It does less than \$800,000 in annual volume. It's a 70 year old building that is a concrete slab on grade. One block off the beach. It would not be permitted if it was to be rebuilt today. It is not safe without a significant \$\$ investment.

Rick Johnston has proposed to demo and rebuild the iconic structure. It will retain some of the loved characteristics plus the addition of small condos and retail space that may include a salon, gym, pack and ship, etc. All things that were requested by the community on more than one occasion.

Mr. Johnston has offered the owner more than \$4.5 million for the property. He is doing due diligence. He owns the adjacent property so he is likely the only person that will be able to make such an investment.

You know how tirelessly we have worked in Vilano over the past few years. With your support. I have Vilano's best interest at heart. Haley's pub will reopen as Durty Nellie's Pub. The old Barrancottos restaurant is now a historic landmark and will reopen as Snappers in 2026. We have restored the cultural Haley's Court sign and the property has been remodeled as a short term rental Haley's Court. We are in the process of adding more historical signage throughout Vilano.

Please support the demo of the Magic Beach and let Vilano's well planned controlled economic growth continue.

Thank you.

Linda

Linda LaCerva
VBMS
614 582 7885

Ryan Mauch

From: Carol Ann Sacha Martin <sachamartin@msn.com>
Sent: Sunday, April 6, 2025 3:26 PM
To: Megan Wright; BOCC Office
Subject: Magic Beach Demolition

This photo was taken yesterday, Saturday April 5th. There were 18 cars and one motorcycle in their parking lot. — A parking lot of a presumably “unsafe” building???



Ryan Mauch

From: Helenbarber <grnidtgr@bellsouth.net>
Sent: Sunday, April 6, 2025 1:54 PM
To: mwright@sjcf.us
Subject: Magic Beach Hotel

I want the Magic Beach Motel to stay at Vilano. I've lived here many years and I love it being in the neighborhood.
Sent from my iPhone