

**DOWNTOWN/BALLOUGH ROAD
REDEVELOPMENT AREA BOARD
MINUTES**

April 5, 2011

There was a meeting of the Downtown/Balough Road Redevelopment Area Board held Tuesday, April 5, 2011 at 12:00 p.m. in the City Hall Commission Chambers, 301 South Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members

Mr. Al Smith, Chair
Mr. Bob Abraham
Mr. Harold Goodemote
Mr. Dan Harshaw
Mr. Bob Johnson
Mr. Steve Koenig
Mr. Larry Robinson
Ms. Cathy Washington
Mr. Scott Weidman

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Jason Jeffries, Project Manager
Ms. Carrie Lathan, Assistant City Attorney
Ms. Cathleen Olson, Recording Secretary
Lt. Jesse Godfrey, Police Department
Ofc. Daniel Garcia, Code Enforcement

1. Call to Order

Mr. Smith called the meeting to order at 12:05 pm.

2. Roll Call

Ms. Olson called the roll and noted members present as stated above.

3. Approval of the minutes: March 1, 2011

Mr. Goodemote clarified a comment of his on page two, noting that he had been referring to transient activity, not criminal activity.

Board Action

Mr. Koenig made a motion to approve the minutes of March 1, 2011. Mr. Robinson seconded the motion and it was approved unanimously (9-0).

4. Staff Report

a. Police Department

Lt. Godfrey outlined crime statistics from the preceding month, noting that there had been no robberies or sexual batteries. He noted one burglary and one aggravated assault, as well as problems with car breaks at 115 East Orange Avenue and near the Coliseum.

Mr. Abraham expressed his appreciation for increased police presence Downtown.

b. Code Enforcement

Ofc. Daniel Garcia, Code Enforcement, noted he would be taking over for Ofc. Tom Clig, and provided his contact information as (386) 671-8172 and garciad@codb.us.

Mr. Berger noted the need for more communication regarding sandwich boards Downtown.

5. DEV2011-022, PUBLIC USE, Downtown Temporary Plaza

Mr. Jeffries outlined plans developed by the Daytona Beach Partnership Association, with a team of volunteer design professionals, for a temporary plaza at the northwest corner of N. Beach Street and W. International Speedway Boulevard, stating that the project would provide a public space and improve the appearance of a vacant lot at a visible corner of the Downtown shopping district. He stated Staff recommended approval of a public use permit, noting that final approval would be by City Commission.

Mr. Sans Lassiter, 123 Live Oak, stated that the plan for the project was to have a temporary park for two years, but approval would include an exit strategy to relocate the plaza to another location, if needed. He presented illustrations of the plaza, with landscaping, pavers, informative kiosks and commemorative plaques, and sketches of designs for panels highlighting different areas of the Riverfront district, including the nature district, arts district, the esplanade, the City docks, and Halifax Harbor, as well as photographs of historic Downtown Daytona Beach. He noted that the approval of the lease and public use permit by City

Commission was set for the April 20, 2011 City Commission meeting. He stated that construction was slated to begin in June, at a total cost of approximately \$75,000, with \$15,000 from the City. He stated that a concrete timeline had not yet been established.

Mr. Goodemote asked if the recommendation would be to approve the site plan and the \$15,000 from the City.

Mr. Jeffries stated that the \$15,000 had already been discussed at the December 2010 meeting.

Mr. Goodemote stated the need for budget information, questioning if there was sufficient money available for the temporary plaza.

Mr. Berger stated that he did not have budget information at hand but funds had been set aside from the streetscape budget. He stated the proposal was considered a recyclable park, with valuable components available for reuse to recoup some of the hard costs. He emphasized that it was considered a high-value project in making a difference to the Downtown area.

Mr. Smith asked about progress with the overall Master Plan.

Mr. Berger stated that he would outline updates to the Master Plan within the Redevelopment Projects report.

Mr. Harshaw asked if the structure of the plaza would be able to withstand strong storms.

Mr. Lassiter stated yes.

Board Action

Mr. Koenig made a motion to approve the site plan and to recommend approval of the public use permit for a temporary plaza at N. Beach Street and W. ISB. Ms. Washington seconded the motion and it was approved unanimously (9-0).

6. C1102-114, SIGN PERMIT, A First Florida Bail Bonds

Mr. Jeffries outlined a request by Mr. Howard Frank of A-First Florida Bail Bonds to appeal the denial of a sign permit for a monument sign at 244 N. Ridgewood Avenue. He stated that reasons for Staff's denial of the initial request were presented in the Staff memo. He stated that the sign did not meet design standards due to having too many graphic elements and inharmonious colors. He stated that the sign had been installed without permits.

Mr. Scott Frank, 303 Seabreeze Avenue, outlined his history in Daytona Beach and stated that he had been an active advocate of beautification. He stated that his father, Mr. Howard Frank, ran a professional bail bonds business, and the photograph on the sign was iconic to the business. He emphasized that the logo and picture had been a primary selling point of the business for 40 years, stating that there had been confusion regarding the business owner in the past. He stated that the Land Development Code did not explicitly prohibit pictures nor did it specify the number of acceptable graphic elements. He stated that US-1 was different than Beach Street and Redevelopment must be accomplished in different ways for different areas.

Mr. Smith asked why the sign had been installed without proper permits.

Mr. Frank stated that the sign company had not pulled the proper permits.

Mr. Smith emphasized concern with having to deal with design problems with the sign after it had been installed.

Mr. Frank presented photographs of other nearby signs on US-1 as a basis of comparison, noting the Sunoco sign with identical colors, Burger King, Popeye's, and the tire store. He stated that the sign would not be out of place but would raise standards in the area, and the City Inspector had complimented the sign.

Mr. Abraham stated that the Staff recommendation was to approve the sign subject to meeting sign standards, including the removal of the phone number and the picture, and recommended creating a logo incorporating the picture.

Mr. Berger stated the need to avoid setting a precedent for allowing photographs in the Downtown area, especially on Beach Street, and to avoid allowing garish colors.

Mr. Frank reiterated the similar coloring of neighboring signs on US-1.

Mr. Jeffries noted that some signs in the area may have been installed prior to the establishment of design standards.

Mr. Goodemote stated that he found the colors and picture acceptable, acknowledging the vague nature of the design standards, but expressed concern with the telephone number being prominently displayed on the sign.

Mr. Harshaw expressed concern with the prominent "Bail Bonds" phrase, stating that it was an advertisement, not the name of the business, and noted concern as well with the fluorescent orange coloring.

Mr. Weidman was concerned with establishing a precedent allowing photographs on signs.

Mr. Smith emphasized the need to consider the issue as if the sign had not yet been installed.

Mr. Koenig stated Bail Bonds was an acceptable phrase for identification, since A-First Florida would be meaningless to observers, and that the phone number was important in allowing clients to contact the business. He stated that from a business standpoint, the sign served its appropriate purpose, and questioned whether the sign could be legally approved.

Ms. Lathan stated that the question was whether or not the sign met design guidelines, which was a subjective question.

Mr. Harshaw emphasized that while US-1 was different than Beach Street, it remained within the Redevelopment Area.

Mr. Robinson concurred with concerns regarding the gaudiness of the sign but stated that he understood the reasoning for it, given the need to catch the attention of clients and to prominently display the phone number so clients could contact the business.

Ms. Washington expressed concern that the name of the business was not displayed nearly as prominently as the "Bail Bonds" phrase, as well as with the display of the phone number. She stated that it was not harmonious to the Redevelopment Area as required by the Code.

Mr. Frank stated that he agreed that the sign would be inappropriate for Beach Street, but Code made a distinction between appropriate businesses for Beach Street and US-1.

Mr. Smith asked about the next steps.

Mr. Frank stated that he would meet with Mr. Berger to discuss and resolve the issues raised by the Board.

Ms. Lathan stated that the Board needed to make a decision as to what elements should be considered.

Mr. Jeffries stated that the Board needed to provide direction to Staff, noting that the motion should be to approve the sign subject to meeting Redevelopment standards and clarifying what needed to be changed.

Mr. Berger stated that it was his understanding of the Board's comments, the color needed to be toned down, the photograph converted to a logo design, and the phone number removed. He asked the Board to clarify any other changes.

Mr. Frank stated that he was willing to change the photograph on the sign, but emphasized that the phone number was vital to the business.

Mr. Abraham asked if a sign permit had been applied for.

Mr. Berger stated that the permit had been applied for pending the Board's decision.

Board Action

Mr. Abraham made a motion to affirm the denial of the permit. Mr. Weidman seconded the motion and it was approved 6-2, with Mr. Goodemote and Mr. Koenig dissenting and Mr. Robinson abstaining.

7. Redevelopment Project Updates

Mr. Berger outlined updates to the Streetscaping project, noting that initial work on the Beach Street project had been effectively reset pending additional work on the public input process with Mr. Paul Mynchenburg and addressing the traffic calming problems. He stated that Mr. Ian Lockwood, an AECOM affiliate, was being brought in as a traffic expert to evaluate options for traffic calming and provide expert advice

Mr. Smith emphasized the need to address the issue of timing, noting that there was widespread concern Downtown due to the negative impact of the previous streetscape project.

Mr. Harshaw stated that the experts needed to understand the overall context of the Downtown area, noting that many residents were concerned with the fate of the palm trees.

Mr. Berger affirmed that the palm trees would remain in the median on Beach Street. He presented updates to the ISB Streetscape projects, stating that the new City Commission would be revisiting the item but the intent was to move forward with the project. He stated the need to address the challenge of the reductions in revenue by focusing on smaller projects, such as flower pots on ISB, and to have projects ready to move forward when the economy improved.

Mr. Goodemote expressed concern for spending money on consultants for plans and projects that may not come to fruition for many years, if at all.

Mr. Harshaw asked about the possibility of reducing the speed limit on Beach Street to improve traffic problems.

Mr. Berger stated that reducing the speed limit Downtown was under discussion.

Mr. Jeffries updated the Board on the Old Daytona traffic calming project, noting that South Street was complete and Live Oak was currently being worked on, after which the speed bumps would be installed. He also updated the Board on the previous Downtown Development Authority meeting, noting that funding for the Daytona Shrimp Festival had been denied due to lack of funds available in the Events line item, despite support from the Board. He stated that the Daytona Beach Marketing Consultant Report and the Downtown Marketing Campaign revisions had been discussed as well as planned improvements for Orange Avenue, including staining the sidewalks and new planters and benches.

8. Public Comments

There were no public comments.

9. Board Comments

There were no Board comments.

10. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 1:58 pm.

Mr. Al Smith, *Chairman*

Ms. Cathleen Olson, *Recording Secretary*