

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

Tuesday, May 7, 2013

A meeting of the Downtown/Balough Road Redevelopment Area Board was held Tuesday, May 7, 2013, at 12:00 p.m. in the Commission Chambers, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members

Mr. Al Smith, Jr., Chair
Mr. Robert Abraham
Mr. Larry Robinson
Mr. Scott Weidman
Dr. Kent Sharples
Mr. Robert Johnson
Mr. Daniel Harshaw
Mr. Paul Zappitelli

Board Members Absent

Ms. Cathy Washington

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Jason Jeffries, Redevelopment Project Manager
Ms. Carrie Lathan, Assistant City Attorney
Ms. Jeanne Tolley, Redevelopment Technician
Ms. Becky Groom, Board Secretary

1. Call to Order

Mr. Smith called the meeting to order at 12:10 p.m.

2. Roll Call

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

Mr. Smith welcomed the new Board Member, Paul Zappitelli.

3. Approval of Minutes – April 2, 2013

Mr. Johnson made a motion to approve the minutes of April 2, 2013. Mr. Robinson seconded the motion and it was approved unanimously (8-0).

4. **DEV2013-051, Zoning Map Amendment, Michigan Ave. Residential**

Mr. Jeffries stated presented the administrative request on behalf of John and Frances Witherspoon to rezone 0.2 acres located at 315 to 319 Michigan Avenue from BP (Business Professional) to RP (Residential Professional). He stated the property was located at the northern edge of the Downtown redevelopment area and was developed as single family residential homes. Mr. Jeffries stated that at some point, the properties were rezoned to BP (Business Professional) which did not allow single family residence. He stated the house at 315 Michigan was recently damaged by fire beyond the 65% grandfather requirement of the Land Development Code. Mr. Jeffries stated under the current Land Development Code, nonconforming properties that sustain damage of more than 65% must be brought up to the current code. He stated that the residents would like to rebuild their single family home but BP zoning did not allow single family residential, therefore, the City was requesting the properties be rezoned, on their behalf, to RP (Residential Professional). The recommendation from the Downtown/Balough Road Redevelopment Area Board will be forwarded to the Planning Board. Mr. Jeffries stated the request complied with the Comprehensive Plan and staff recommended approval.

Mr. Smith asked the status of the Clarion re-write of the Land Development Code.

Mr. Jeffries stated the City Commission held a workshop and provided direction to staff and a workshop of the subcommittee was held. He stated that staff was currently reviewing the materials and planned to have the new code adopted by the end of the year. Mr. Jeffries stated that even after the new code was adopted, there will still be rezoning of parcels such as the one presented that will have to take place. He stated previously the Board discussed this particular block being rezoned to single family.

Board Action:

Mr. Abraham made a motion to approve DEV2013-051, Zoning Map Amendment, Michigan Ave. Residential. Mr. Johnson seconded the motion and it was approved unanimously (8-0).

Mr. Jeffries stated that the request will be forwarded to the Planning Board later this month and then to the City Commission for final approval.

5. **Redevelopment Project Updates**

Mr. Jeffries stated bids were due the following Monday for the parking lots behind Zappi's and the south block behind Orange Avenue and Magnolia Avenue. The bids will be presented to the City Commission for approval in June.

Mr. Jeffries stated that the lighting project had been approved. He stated the first meeting had been held to discuss the project and the analysis may be presented at the next Board meeting.

Mr. Jeffries stated the contractor had been selected to paint the arches, and they would be painted in blue and gold similar to the Riverfront Shops paint theme.

Mr. Harshaw stated the design committee discussed using more historic colors, such as blacks and dark brown, so the area would not be dated due to color. He stated he thought the blues would be dated in 10 years.

Mr. Jeffries stated regardless of color, they would need to be repainted in 10 years..

Mr. Smith asked how the decision was made to select the colors.

Mr. Jeffries stated it was discussed with the DDA's consultant, Gold & Associates, whose graphic staff selected the colors to complement the Riverfront Shops campaign.

Mr. Smith asked if the DDA provided input.

Mr. Harshaw stated they needed to look at what would not date the City.

Mr. Abraham stated the DDA did not talk about the specific colors for this specific purpose but the color scheme related to the marketing campaign was discussed with Gold & Associates and the colors presented were consistent with that. He stated the colors were visually appealing to him.

Mr. Harshaw stated the Riverfront Shops campaign color selection was for advertising and this selection was for buildings and arches.

Mr. Smith agreed with Mr. Harshaw and at one time there was a structured committee that made a decision on painting the arches.

Mr. Jeffries stated the committee was no longer in existence.

Mr. Harshaw stated that even though the committee is no longer in existence, he thought their recommendations were on the books.

Mr. Jeffries stated there was never a consensus from the committee and there was only one or two people and the former Director's opinion that everything should be black. He stated other people on the street did not agree with that.

Mr. Harshaw asked if Jack and Kelly White agreed with blues and golds. He stated a City Commissioner was the one who brought the proposal forward to

have a more historic look and asked if she was aware that the selection had been made for blues and golds.

Mr. Jeffries stated Ms. White was a member of the DDA and the colors were part of the marketing campaign put together for the Riverfront Shops.

Mr. Weidman stated Ms. White was not part of the Design Committee and stated that he was on the committee along with Sans Lassiter.

Mr. Abraham stated he painfully recalled when the Board used to make decisions regarding paint schemes for Downtown and he did not want to return to that.

Mr. Smith stated they did not want to go back there.

Mr. Harshaw asked if the proposed colors were something Bob Gibbs suggested since he was asking everyone to go to beige buildings.

Mr. Jeffries stated it was in Mr. Gibbs' report to update the colors and he did not talk about going to black. He stated the report stated that the colors should match the marketing campaign. He stated Mr. Gibbs talked about beige for the buildings and individual colors for the stores.

Mr. Smith stated he did not disagree with the colors but he stated that Jack and Kelly White should be involved since they were outspoken on the colors.

Mr. Jeffries stated the trash cans would be replaced to complement the existing street furniture.

Mr. Harshaw stated he thought the colors of the benches should be used on the arches.

Mr. Smith asked if the arches would be dismantled for painting.

Mr. Jeffries stated no, they would be painted in place.

Mr. Johnson asked if the arches were powder coated.

Mr. Jeffries stated yes and it was starting to flake.

Mr. Jeffries stated Dickens & Associates was evaluating the street lighting and three suggestions had been made. They will evaluate the spacing and the type of lighting to be used.

Mr. Berger stated they were looking at LED lighting which would save money.

Mr. Jeffries stated there was an evaluation being done of Federal Alley in conjunction with the discussion of parking meters. He stated he had not received a proposal but would update the Board when it was received.

Mr. Smith asked if there had been input from the merchants.

Mr. Jeffries stated it was not discussed at the last merchant meeting.

Mr. Smith asked if Mr. Jeffries had a timeline.

Mr. Jeffries stated he would have more information at next month's meeting once he had a time lane for Federal Alley.

Mr. Jeffries stated there was a meeting held regarding wayfinding. He stated some of the Downtown destinations were not included on the list so those had been provided to the Project Manager for the wayfinding project and those destinations can be included.

Mr. Smith asked for the status of the Pub & Grub. He stated the Board held an emergency meeting so the business could open and it was now May and it was still not open.

Mr. Jeffries stated he discussed the project with the architect who stated he was waiting for a permit from the City. He stated he would check the status but he thought there were flood plain issues.

Mr. Smith asked if there were permits in addition to the Board action.

Mr. Jeffries stated the Board reviewed the site plan then building permits must be obtained.

Mr. Smith stated it was his understanding the building to the east, Nicely's, had changed ownership within the last 30 to 60 days.

Mr. Jeffries stated he was not aware of that.

Mr. Smith asked if site would fall under the new regulations.

Mr. Jeffries stated the use would have to cease for 90 days to be considered under the new regulations.

Mr. Smith asked if there was anything new at 200 S. Beach Street.

Mr. Jeffries stated there was nothing new on any of the other projects the Board had approved.

Mr. Smith asked if there was anything new at the Moon, the former Coliseum site.

Mr. Jeffries stated they were pursuing tenants but he was not aware of who

Mr. Smith asked about upgrading the buildings.

Mr. Jeffries stated yes an architect had taken the Gibbs study and was working on a grant agreement that will require City Commission approval for Jessup's, Avocado Kitchen, and Burgoyne Properties. He stated John Hall, Hawkins Hall Architects, was under contract with the City and working on designs to re-do the façades.

Mr. Harshaw asked if they will be bringing the buildings back to brick.

Mr. Jeffries stated the brick that was underneath cannot be used because it was porous but John Hall was interested in adding brick to some of the designs. He stated it will be a mix of brick and stucco.

Mr. Weidman asked for an update on grants for the walk bridge.

Mr. Berger stated it was being pursued but he had no news.

Mr. Smith asked if there were projects that could be considered for Echo funding.

Mr. Berger stated there was a County policy that must be addressed and redevelopment did not automatically qualify for funding. He stated County staff would have to review a request before it could be presented to the County Council for Echo funding.

Mr. Smith asked what projects would be considered.

Mr. Berger stated there was nothing formally at this time but Magnolia Avenue and Beach Street area were discussed as part of the Riverfront Master Plan and putting in the event area. He stated infrastructure improvements were needed. Mr. Berger stated staff was focused on the Ballough Road Bridge which had been in the budget for some time and planning for the rest of that area, including the canal.

Mr. Smith stated Big John asked the clearance and how wide it would have to be.

Mr. Berger stated it did not need to be.

Mr. Johnson asked if dredging will be required.

Mr. Berger stated yes and staff was looking at getting assistance to get the work done. He stated there were water quality and stormwater issues.

Mr. Smith asked the time table.

Mr. Berger stated a time line had not yet been set.

Mr. Smith asked what funding was available.

Mr. Berger stated there was \$1,200,000 in the capital budget which was originally set aside for the Salvation Army purchase/relocation.

Mr. Weidman asked if the lake was being used.

Mr. Berger stated no but he thought it was cleaner than originally thought.

Mr. Smith asked the status of the former car lots.

Mr. Berger stated he had no update but remediation work was being done.

Mr. Berger stated having the Hard Rock select Daytona Beach puts a positive spin on the area.

Mr. Smith stated there was a meeting to discuss the Orange Avenue bridge scheduled for that night.

Mr. Smith stated since there were new members on the Board, he would like the Board to be provided with a review of the CRA funds budget.

Mr. Berger stated a training workshop could be scheduled similar to the one scheduled with the Midtown Board for this month.

Mr. Smith stated he would like to have a meeting and invite the DDA and include the merchants in the discussion.

Mr. Berger stated a workshop could be scheduled.

Mr. Jeffries stated last month the DDA approved additional advertising for the Farmers' Market including radio advertising and ads in the Hilton resort book. He stated there were 1,730 likes on Facebook. He stated the e-newsletter will be going out this week and would focus on Mother's Day. He stated the June newsletter will feature the For the Girls Wedding Boutique, jewelry stores and photographers located in Downtown. Mr. Jeffries stated Front Porch Fridays were scheduled on the fourth Friday of the month.

Mr. Smith asked if the goals had been met as far as merchant's participation in the advertising.

Mr. Jeffries stated there was 40% to 50% participation.

Mr. Berger stated there had been a delay in the ISB streetscape project due to a personal tragedy with one of the members of the consultant's project team. He stated there had been about a month delay.

Mr. Harshaw asked if representatives of the other Redevelopment Boards, including the Midtown and Main Street Boards, could provide updates so the Board was aware of projects in the other parts of town.

Mr. Berger stated a written report can be provided to highlight activities of the other boards.

6. **Public Comments**

There were no public comments.

7. **Board Comments**


There were no Board comments.

8. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 12:58 p.m.



Al Smith, Jr., Chair



Becky Groom
Recording Secretary