

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

Tuesday, July 2, 2013

A meeting of the Downtown/Balough Road Redevelopment Area Board was held Tuesday, July 2, 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. Robert Abraham
Mr. Larry Robinson
Mr. Scott Weidman, Vice Chair
Dr. Kent Sharples (arrived at 12:20 p.m.)
Mr. Robert Johnson
Mr. Daniel Harshaw
Ms. Cathy Washington

Board Members Absent

Mr. Al Smith, Jr., Chair
Mr. Paul Zappitelli

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. Weidman 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.

3. Approval of Minutes

a. Regular Meeting: May 7, 2013

Mr. Robinson made a motion to approve the minutes of May 7, 2013. Mr. Harshaw seconded the motion and it was approved unanimously (6-0).

b. Workshop Meeting: June 17, 2013

Mr. Abraham made a motion to approve the minutes of June 17, 2013. Ms. Washington seconded the motion and it was approved unanimously (6-0).

4. Redevelopment Board Strategic Priorities

Mr. Jeffries presented information from the discussion at the Joint Workshop with the Downtown Development Authority on June 17, 2013. He stated a Downtown area was generally the center for the City government, a number of office and retail spaces, retail/dining areas, residential, and recreational/cultural areas. Mr. Jeffries stated the items that needed to be addressed were retail mix and vacant retail areas, security, parking, store appearance, district appearance, and messaging/promotion of the area.

Mr. Jeffries presented the current priorities from 2009 and stated several of those goals had been achieved. He stated based on the discussion at the Joint Workshop, he prepared a proposed list of priorities into five categories:

1. Plans and Codes: Comp Plan, LDC, and Design Standards
2. Business Recruitment: Retail and participation in the ISCS
3. Marketing Promotion: Riverfront Shops, Marketing, and E-zone
4. Targeted Development: Office and residential
5. Capital Projects: Long term and short term

Mr. Jeffries stated the Board's priority will be to market the targeted development sites, including the car lots and the building that will be vacated by the Harley Museum moving from Downtown.

Mr. Jeffries stated there must be a vision for Downtown, then changes must be made to the Comp Plan and LDC and targeted sites can then be marketed. He stated the targeted sites must have codes in place so the sites were ready for projects. Mr. Jeffries stated the retail strategy was to attract anchor stores, women's apparel to compliment the jewelry stores, home goods, and restaurants.

Mr. Jeffries stated the DDA continued to promote the Riverfront Shops marketing campaign and supported events that will draw customers to the Riverfront Shops.

Dr. Sharples arrived.

Mr. Jeffries presented the list of Capital Projects generated by the DDA and adopted by the Redevelopment Board.

Mr. Jeffries stated the Riverfront Master Plan was discussed at the joint workshop. He stated the plan included improvements to Beach Street from Orange Avenue to Bay Street and preparation of a feasibility study for the

esplanade area of Riverfront Park, which was the area of the park between Orange Avenue and Bay Street.

Mr. Weidman asked what would be worked on first.

Mr. Jeffries stated all projects were going on at the same time. He stated the new LDC will be adopted later in the fall and will lay out the framework for streamlining processes. Mr. Jeffries stated the Comp Plan will have to be amended. He stated some of the priorities were staff related, such as amending the code and recruiting new business. He stated implementation of the Riverfront Master Plan and Downtown improvements were capital projects and both moving at the same time.

Mr. Weidman asked if a target date could be placed on the priorities. He stated many items seemed to go through the planning process but never implemented.

Mr. Jeffries stated the Riverfront Master Plan was started in 2008 when the economy was strong; and by the end of the process, the economy was down.

Mr. Harshaw asked about the expansion of the street at Magnolia Avenue where the bridge was coming and asked if that will move forward.

Mr. Jeffries stated staff received direction from the City Commission to look at smaller aspects of the plan to see if those can be implemented.

Mr. Berger stated one plan was to change the connection to Riverfront Park at Magnolia Avenue and Beach Street to create a horizontal plaza and install electric, which was currently absent. He stated colors of the pavers must be determined since it will set the course for the future and the vertical portion could be considered if grant money was available.

Mr. Harshaw stated at the workshop Ms. White discussed access to the water. He asked if inexpensive ramps could be installed so people could go kayaking or paddleboarding.

Mr. Berger stated it would be easy to design but difficult to get permits.

Mr. Jeffries stated in implementing pieces of the Riverfront Plan, there was a potential plaza at Magnolia Avenue and steps into the water.

Mr. Harshaw stated he thought the Board discussed coming in from the library side for steps into the water so seawalls would not have to be disturbed. He asked about the ecological sidewalk from the bridge that would go under the ISB bridge and wondered how that could be accomplished due to the height limitations.

Mr. Jeffries stated a grant had been submitted for the sidewalk project. He stated you would have to go beyond City Island to go under the ISB Bridge.

Mr. Harshaw asked if staff could schedule time with professional developers, such as Cobb & Cole, to discuss the proposed LDC to make sure projects will fit the plan.

Mr. Berger stated those meetings were being held as part of the development review with VCARD.

Mr. Jeffries stated a subcommittee of the Planning Board was also reviewing the LDC.

Mr. Harshaw stated the Sunoco project was presented as the largest in Volusia County and proposed for a historic neighborhood. He stated if the representatives had met with the neighborhoods, prior to submitting plans, thousands of dollars could have been saved. Mr. Harshaw stated the proposed project was much smaller and a beautiful project. He stated he thought Sunoco would have been happier if their representatives had told them what they proposed would not work.

Mr. Berger stated Sunoco did meet with the people they thought were the neighborhood; and when more people attended meetings who were not in the neighborhood, Sunoco tried to address their concerns. He stated three neighborhood meetings were held; and when the project was presented to the Planning Board and the developer realized there was more concern, the process was stopped. Mr. Berger stated the new code was intended to have neighborhood meetings as part of the process.

Ms. Washington stated the store had to be redesigned and the gas tanks had to be moved so it became a very expensive venture. She stated in the end, both parties were happy but quite a bit of money could have been saved if they would have known in the beginning.

Mr. Jeffries stated Midtown and the e-zone both had visuals but they did not have that for Downtown or for anything west of Beach Street.

Mr. Jeffries stated he will provide a final version of the proposed priorities at next the meeting. He stated he will provide the list of priorities to the DDA at their July meeting.

Mr. Jeffries stated meetings had been held with the owners of the car businesses on the southern portion of Ballough Road and with the owners of Caribbean Jack's and the France family, the 957 Beach project, and Sunset Harbor. He stated discussions had been focused on what to do with the area around Root Canal. Mr. Jeffries stated the Nottingham plan proposed a mixed use area with use of the canal. He stated it was a priority to have the Salvation Army relocated.

Mr. Harshaw asked if the 957 Beach project was for sale.

Mr. Berger stated he thought it was for sale and he did not think there was any interest by the current owner to pursue the project.

Dr. Sharples stated he talked with Mr. France about the bridge project.

Mr. Jeffries stated the bridge project would not impact the France property but it would impact Caribbean Jack's.

Mr. John Nicholson, 413 N. Grandview Avenue, stated the Gibbs report was to bring stores to the Downtown and he was not aware of any store coming in from Gibbs. He asked for the status of bringing business to the target locations. Mr. Nicholson stated he had taken five people on a tour of City Island to show what could be done very inexpensively, such as installing a floating dock so people could operate motorized boats and could also be used for kayaking. The area between the bathrooms could be used for a snack bar and kayak rentals. He stated that having activity there would have someone there to watch over the park plus draw people to City Island.

Big John, Mason Avenue, asked about the car lot properties and parking meters.

Mr. Berger stated he was told there will be some results in July to show where the environmental issues were on the car lot properties. He stated no one had approached him expressing an interest in development on that property. Mr. Berger stated some of the area could be landscaped and the fence removed if there was no environmental issue in that area.

Mr. Harshaw stated he thought the agreement was to bring the property to grade and asked why the concrete on the front could not be removed.

Mr. Berger stated there were concerns about contamination under the soil. He stated at one time there were filling stations along the street and they were attempting to locate and document what was in the ground.

5. Redevelopment Project Updates

Mr. Jeffries stated only one bid was received for the parking lot between Magnolia Avenue and Orange Avenue and for the electrical improvements. He stated Public Works was negotiating with that bidder since the bid came in over the engineer's estimate.

Mr. Jeffries stated the arches were being repainted.

Mr. Jeffries stated costs for the electrical upgrades and uplights will be presented at the August meeting,

Mr. Jeffries stated the sign program will be provided to the Board for its review.

Mr. Jeffries stated costs will have to be reviewed for the parking meters. He stated it will have to be determined if making Federal Alley one way is feasible. Mr. Jeffries stated the recommendation from the Board was for meters to be installed from Orange Avenue to Magnolia Avenue and capital and operating costs will have to be determined.

6. Public Comments

There were no public comments.

7. Board Comments

Mr. Abraham asked for the status of the proposed restaurant at the filling station site adjacent to City Hall on Orange Avenue.

Mr. Berger stated the architect had stated the gentleman who was proposing the project returned to town and was looking at re-starting the project.

Mr. Jeffries stated the site plan was valid for only one year.

Mr. Harshaw asked if the developer was looking for grant funding or any type of City benefit.

Mr. Jeffries stated they did not ask for any funding but it was not in the targeted area for Beach Street so they would be eligible for the \$5,000 façade program only.

Mr. Weidman asked what was proposed for the old Greyhound building.

Mr. Jeffries stated he had had discussions with the property owner but nothing had been submitted formally.

Mr. Harshaw asked who owned the property at the Harley Davidson museum site.

Mr. Jeffries stated Burgoyne Properties owned the land.

Mr. Harshaw asked if the building would stay vacant until Bike Week. He stated he did not want to see the building empty like the buildings on Main Street and then be opened only during Bike Week and Biketoberfest. He asked if the building was vacant for 6 months, if the use would go away. Mr. Harshaw stated he did not want to see it as an itinerant vending building.

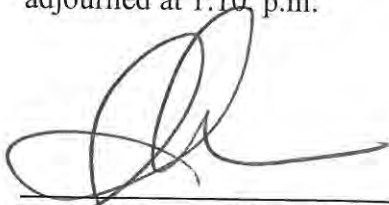
Mr. Berger stated they did not want to see that either. He stated Burgoyne had been aggressive in attempting to lease their properties.

Mr. Harshaw asked for an update on the acquisition of land for additional parking.

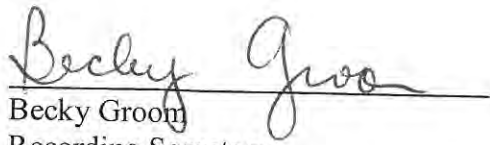
Mr. Jeffries stated he had nothing to report.

8. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 1:10 p.m.



Scott Weidman, Vice Chair



Becky Groom
Recording Secretary