

**JOINT WORKSHOP
DOWNTOWN REDEVELOPMENT BOARD
AND
DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Thursday, August 13, 2015**

A Joint Workshop between the Downtown Redevelopment Board and the Downtown Development Authority was held on Thursday, August 13, 2015, at 4:00 p.m. in Conference Room 149B, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Downtown Redevelopment Board Members Present

Mr. Robert Abraham, Chairman
Dr. Kent Sharples
Mr. Jack White
Mr. Michael Shewmaker
Mr. Buddy Budiansky

Board Members Absent

Mr. Harold Goodemote, Chair
Ms. Quanita May
Ms. Cathy Washington

Downtown Development Authority Board Members Present

Mr. Robert Abraham, Chairman
Ms. Tammy Kozinski
Ms. Kelly White
Ms. Sheryl Cook, Vice Chair
Mr. Joseph H. Hopkins

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Robert Jagger, Deputy City Attorney
Marsha McDonald, Office Specialist II
Becky Groom, Board Secretary

1. **Call to Order**

Mr. Abraham called the meeting to order at 4:05 p.m. Mr. Abraham stated this is a joint workshop and no formal action will be taken since this is not a formal meeting of either Board.

2. **Roll Call**

Roll was called and members were noted present as stated above.

3. **Discussion Item: Downtown Parking Strategy**

Mr. Jeffries presented a slide presentation regarding the downtown area. Mr. Jeffries stated the area encompasses 3-1/2 blocks. Mr. Jeffries stated 20% of the area is vacant for the second floor areas and 14% for the lower floors. Mr. Jeffries stated there is over 2,000 parking spaces needed and there is a deficiency of about 650 spaces. Mr. Jeffries stated if the upper spaces in the buildings could be converted to residential it would help alleviate parking problems during the day.

Mr. Jeffries stated a short-term solution was the Wayfinding Plan that has been adopted by the City that will help identify public parking spaces. Mr. Jeffries stated discussions were being held with private property owners in an attempt to enter into lease arrangements for public parking in private parking areas. Mr. Jeffries stated encouraging employee parking on City Island would help alleviate some parking problems. He also stated implementation of valet parking at downtown restaurants would help alleviate parking problems.

Mr. Jeffries stated installation of parking meters on the west side of Beach Street would increase parking turnover. Mr. Jeffries stated most customers prefer individual parking meters at each space with a minimal charge of \$1.50 per hour. He stated the meters would have smart phone capability and would be used Monday through Saturday from 10:00 a.m. to 7:00 p.m.

Mr. Jeffries stated the DDA would have funding in next year's budget to do website upgrades and the availability of free parking areas would be highlighted on the website.

Mr. Jeffries stated the long-term goal was to construct a parking garage in the rear of the center block.

Ms. White asked about the cost for the parking meters.

Mr. Jeffries stated the cost would be approximately \$20,000 for 35 parking meters.

Ms. White asked if the establishment of a parking fund would be implemented as a result of the revenue from the parking meters.

Mr. Jeffries said yes.

Mr. Budiansky asked about the number of meters per block.

Mr. Jeffries stated there would be 35 meters per block.

Mr. White asked what the funds that are generated from the parking meters would be used for.

Mr. Jeffries stated what most cities have done is to use the funds to enhance the promotion of the area or for streetscaping maintenance.

Ms. Cook asked if handicapped spaces will be metered.

Mr. Jeffries said yes.

Ms. Kozinski asked if prepaid cards were used, where would the cards be available for purchasing.

Mr. Jeffries stated the cards would be available in the businesses.

Ms. Kozinski asked for the prepaid cards to be made available at hotels on beachside.

Ms. Cook stated parking meters would not address the problem entirely and conversion of upstairs units to residential would not happen for quite a while.

Dr. Sharples asked if parking meters would resolve the parking problems

Mr. Berger stated Mr. Gibbs' study reflects that parking meters would help increase sales at businesses since there would be a turnover in parking and, as a result, more patrons in the stores.

Ms. Kozinski asked what could be done now to help alleviate the parking problems.

Mr. Jeffries stated staff is working to lease a portion of the parking spaces at the former Cobb & Cole site.

Dr. Sharples asked if parking could be utilized at the News-Journal Center on the east side of Beach Street.

Mr. White stated that site is further away than City Island and he does not believe people would walk from there to the downtown. Mr. White stated structured parking is the only solution if convenience is to be attained. He stated the short-term solution is to find space, such as at the former Cobb & Cole site.

Mr. Hopkins stated he had researched placing parking at Riverfront Park, but that site was sensitive to some people. He stated the site could generate over 100 parking spaces between Orange Avenue and ISB.

Mr. Berger stated the incentive for the city to construct a parking garage would be construction in the downtown area.

Ms. Kozinski asked how many spaces would be added if the Cobb & Cole site was acquired.

Mr. Jeffries stated 20 to 30.

Mr. Berger stated he would like to reach a consensus from the Boards regarding the parking issues and parking meters. Mr. Berger stated staff is working to arrange leases with private property owners and the addition of parking meters. He stated staff would continue to pursue the construction of a parking garage with investors.

Rita Robbins-Wahba stated she is the owner of the former Dunn Toy Store site. She stated she has been at the site during non-peak times and there is not available parking. She stated she feels the numbers are underestimated and does not feel 650 spaces was enough. She stated she was opposed to parking meters but liked the suggestions of Dr. Sharples and Mr. Hopkins for parking at the News-Journal Center and on Riverfront Park.

Paul Zappitelli stated there were previously parking meters on Beach Street and they were removed. Mr. Zappitelli stated the current property owner of the building on Palmetto was willing to turn the property over to the city. He stated the site could be used for a future site for a parking garage but could be used as an immediate site to add parking spaces. He stated the perception of parking meters would destroy downtown.

Dr. Wahba Wahba, the owner of the former Dunn Toy Store site, stated parking meters were a good incentive to turn over the spaces in larger areas, like Jacksonville, but Daytona was not ready for parking meters. He stated he feels parking meters may encourage people to go elsewhere. He stated public parking spaces were needed. He stated perhaps there could be a shuttle from City Island but he does not feel people would use City Island to park and then walk to the downtown.

Mr. Shewmaker stated the parking lots at the rear of the buildings were never full.

Mr. Abraham stated perhaps the Wayfinding will help direct people to the rear lots.

Mr. Harshaw stated he feels the numbers for the parking spaces are off. He stated City Island was too far for people to walk. He suggested leasing spaces from the former tax office owner. Mr. Harshaw stated it was a business owner's responsibility to tell their employees to move their cars. Mr. Harshaw stated he encourages 1 hour parking on Beach Street and having tickets issued for those who exceed.

Mr. Abraham stated the consensus is that the city needs to do what it can to create more parking spaces in locations as convenient as possible.

Ms. White stated the Wayfinding must be done so it was easy to find the back parking. She stated creating management for the front parking spaces was imperative. She stated acquiring the property that Mr. Zappitelli has discussed was important. Ms. White stated she prefers parking meters as opposed to ticketing. Ms. White stated the incentive package needed to be reviewed for placing residential units on the second floors since it was expensive to locate residential units there. She stated the public-private partnership was complex but needs to be pursued.

Ms. Cook stated she would not have a problem paying for employee parking. She stated she does not feel other employers would be opposed to paying for parking spaces for their employees. She stated the property that was available should be acquired.

Mr. Berger stated these items would be brought back to the Boards for discussion.

Mr. Abraham stated he did not feel there was a consensus on parking meters at that time.

Mr. White referred to the book "Walkability" and stated if a destination was to be created in the downtown, people would be willing to pay for it.

Mr. Abraham stated one newspaper article with negative publicity about parking meters would overshadow anything the DDA was trying to do. He stated parking meters were proposed to solve the employee parking problem.

4. **Discussion Item: Redevelopment Project Updates**

Mr. Jeffries presented the staff report which was included as part of the packet.

Ms. Kozinski stated lighting was needed on the buildings to give the appearance of being open in the evenings.

Mr. White stated business owners could apply for façade grants from the City to improve the lighting on their buildings.

5. **Discussion Item: Downtown Board Priorities**

Mr. Jeffries distributed a memo that outlined the priorities as established by the Board from 2013. Mr. Jeffries stated the report would be updated and items that had been completed would be deleted.

Mr. Jeffries stated there was activity in the downtown and the Redevelopment Board would be meeting in October to discuss Marina Point. He stated a neighborhood meeting would be scheduled for August 27. He stated there had been some interest in vacant buildings as well and the car lots.

Mr. Berger stated he was discussing a proposal with one investment group for the car lots. He stated the property was clean enough for something to be on the surface but not clean enough to be digging the ground around the perimeter.

Ms. Cook stated the site was an eyesore and noted the demolition sign was still there and the demolition took place years ago.

Mr. Berger stated he had asked for voluntary cooperation from the owner and real estate company.

6. **Citizen Comments**

Ms. Wahba stated a grocery store was needed in the downtown and felt a neighborhood store was needed as well.

Mr. Berger stated staff continues to pursue a grocery store and a boutique hotel for the downtown.

7. **Board Comments**

Mr. White stated he feels widening of the Beach Street sidewalks was a priority.

Mr. Berger stated that priority needed to be reaffirmed by the Boards.

Mr. Abraham asked that discussion of that item be placed on the Redevelopment Board agenda in the near future.

8. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 5:45 p.m.


Robert Abraham, Chairman


Becky Groom, Board Secretary