

**DOWNTOWN REDEVELOPMENT BOARD
MINUTES
Tuesday, November 1, 2016**

A meeting of the Downtown Redevelopment Board was held Tuesday, November 1, 2016, at 12:00 p.m. in the Commission Chambers, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members Present

Mr. Buddy Budiansky, Chair
Mr. Robert Abraham
Mr. Harold Goodemote
Ms. Quanita May
Dr. Kent Sharples
Mr. Scott Weidman

Board Members Absent

Mr. Michael Shewmaker
Ms. Cathy Washington (Planning Board representative)

Staff Members Present

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

1. **Call to Order**

Mr. Budiansky called the meeting to order at 12:07 p.m.

2. **Roll Call**

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

3. **Approval of Minutes –Meeting of October 4, 2016**

Board Action:

Dr. Sharples made a motion to approve the minutes of the meeting of October 4, 2016. Mr. Abraham seconded the motion and it was approved unanimously.

4. Public Comments

Jack White, 28 Wall Street, stated the Merchant Design Committee has been reviewing sign standards and had approved what was outlined in a hand-out that was distributed by Mr. White to the Board. Mr. White stated the Historic Preservation Advisory Board had also been reviewing sign standards. Mr. White stated the Design Committee also supported reducing Beach Street from 4 traffic lanes to 2 and would like to see design work begin on that project. Mr. White suggested incorporating the design for the lane reduction into the design work that was being done for the esplanade.

Jason Jeffries, Redevelopment Project Manager, stated he had been working with the new Merchants Group in downtown helping them get organized based on the Main Street model. Mr. Jeffries stated the merchants group had formed a design committee. Mr. Jeffries stated the design work for the Beach Street two-laning had not been worked on due to staff's commitment to the Land Development Code revisions so it was now time to look at this project again.

Big John asked if there was money for the two-laning project.

Mr. Berger stated the money in the Downtown capital budget had been earmarked for improvements on West International Speedway Blvd.

Mr. White stated he was suggesting that the design work for the Beach Street two-laning be incorporated into the scope of work for the esplanade project.

Dr. Sharples asked how much money was set aside for the ISB project and asked if those plans were being coordinated with the ISB Coalition Group that was raising money to create a video in order to submit funding requests to Tallahassee.

Mr. Berger stated there were discussions at the City Manager level including individuals from FDOT, the Chamber of Commerce, and engineering people from the private sector. Mr. Berger stated he did not know the exact dollar figure but believed there is about \$450,000 to \$500,000 set aside for the ISB project.

Dr. Sharples stated Miriam Ghyabi was very involved in the coalition.

Mr. White stated he would like support from the Board to request that additional funds be included in the esplanade project to include the two-laning design work for Beach Street.

Mr. Berger stated with the Board's consensus he would present the request to the City Manager. The Board agreed to have Mr. Berger present this item to the City Manager.

Mr. Abraham stated he was in favor of doing what could be done to reduce Beach Street to two lanes and expansion of the sidewalks.

Mr. Budiansky stated he was in agreement with Mr. Abraham. Mr. Budiansky asked that in the future the Board be provided with materials prior to the meeting in order to have an opportunity to review them prior to the meeting.

Mr. Budiansky asked if the merchants had provided comments regarding this project.

Mr. Jeffries stated the merchants were surveyed periodically through the Downtown Development Authority and they had an opportunity to comment on projects at that time.

Mr. Abraham stated the DDA surveys had more to do with marketing and events rather than design projects.

Mr. White stated it was hard to ask questions of individuals without there being a design to present.

Big John suggested that the Board receive a refresher on the esplanade project.

Mr. Weidman asked if there had been a traffic study done on the two-laning project.

Mr. Berger stated a traffic study was completed and determined that reducing the lanes to two would not impact traffic flow.

Big John suggested that the traffic study be provided to the Board and presented at the next meeting.

Mr. Berger stated the information could be provided to the Board.

Dr. Sharples asked what happened to the high density overlay that was presented to the Redevelopment Board.

Mr. Berger stated there would be no further action on the proposed overlay.

Mr. Budiansky suggested that sometime in the future, Mr. Jeffries provide a refresher on the esplanade as suggested by Big John, not necessarily at next month's meeting.

Mr. Weidman stated he believed it would make sense to narrow Beach Street to two lanes. He asked if there was funding for the esplanade.

Mr. Berger stated it would have to be funded through grants and usually those funds are not released until there is a 60% complete design.

5. Board Comments

Mr. Goodemote asked about the sign that was placed on the building just south of the Volusia County Administration Building. Mr. Goodemote stated the item was on the Redevelopment Board agenda but no action was taken since the applicant was not present.

Mr. Berger stated he approved the sign. Mr. Berger stated a variance was requested for the sign and it was approved. Mr. Berger stated the Redevelopment Board no longer reviews variance requests.

Mr. Budiansky asked what the Board's responsibilities are.

Ms. Avallone stated the Board reviews major site plans and appeals of staff decisions and makes recommendations on Zoning Map amendments, Planned Developments, and Special Use permits.

Mr. Budiansky stated he had concerns about the square footage of projects being a minimum of 5,000 s.f. He stated the limitation could create difficulties for developers.

Mr. Jeffries stated each zoning district had restrictions.

Mr. Goodemote asked for the status of the Ballough Road Bridge.

Mr. Berger stated it was not designed at this point.

Big John stated Mr. Patel had designed the bridge but there was no funding.

Mr. Weidman asked the status of the parking meter discussion for the downtown.

Mr. Jeffries stated the wayfinding had to be implemented prior to parking meters being in place. He stated installation of parking meters would be the last step.

Mr. Weidman stated parking is not enforced in the downtown.

8. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned.


Buddy Budiansky, Chair


Becky Groom, Recording Secretary