



## The CITY OF DAYTONA BEACH Downtown Redevelopment Board Minutes

City Hall  
Commission Chambers  
Regular Meeting

301 South Ridgewood Avenue  
Tuesday, February 6, 2018  
12:00 PM

Pursuant to Section 286.0105, Florida Statutes, if any person decides to appeal any decision made by this Board at this public meeting, such person will need a record of the proceedings and, for that purpose, such person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. The City does not prepare or provide such a record.

	For special accommodations, please notify the City Clerk's Office at least 72 hours in advance. (386) 671-8020		Help for the hearing impaired is available through the Assistive Listening System. Receivers can be obtained from the City Clerk's Office.
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A meeting of the Downtown Redevelopment Board was held Tuesday, February 6, 2018, 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. Scott Weidman, Chair  
Ms. Sheryl Cook  
Mr. Daniel Harshaw  
Mr. Russell Holloway  
Ms. Quanita May, Vice Chair  
Mr. Jake Nicely  
Dr. Kent Sharpies  
Ms. Cathy Washington (Planning Board Representative)

### Staff Members Present

Mr. Reed Berger, Redevelopment Director  
Mr. Jason Jeffries, Redevelopment Project Manager  
Mr. Robert Jagger, City Attorney  
Ms. Becky Groom, Board Secretary

### Call to Order

Mr. Weidman called the meeting to order at 12:05 p.m.

## Roll Call

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

## Election of Officers

### Election of Chair

A motion was made by Dr. Sharpies, seconded by Ms. May, to nominate Scott Weidman to serve as Chair. The motion carried unanimously (7-0).

Since Mr. Weidman was elected Vice Chair at the last meeting and was now elected to serve as Chair, an election for Vice Chair was required.

### Election of Vice Chair

A motion was made by Dr. Sharpies, seconded by Ms. Cook, to nominate Quanita May to serve as Vice Chair. The motion carried unanimously (7-0).

## Approval of Minutes - January 9, 2018

### Board Action:

A motion was made by Dr. Sharpies, seconded by Ms. Cook, to approve the minutes of the January 9, 2018, meeting as presented. The motion carried unanimously (7-0).

## Redevelopment Project Updates

Mr. Jeffries presented the report which was included as part of the packet. Mr. Jeffries stated a workshop was held in 2015 between the Downtown Development Authority and the Downtown Redevelopment Board where the priorities were reviewed by the Boards. Mr. Jeffries reviewed the redevelopment process for the new Board members\* information.

Mr. Jeffries stated the areas of Old Daytona and the former Cosmopolitan project sites had been rezoned. Mr. Jeffries stated staff was in the process of revising the design standards for signs and the Downtown Design standards, and the north end of Downtown was under viewed.

Mr. Jeffries stated the targeted development sites in progress were Brown & Brown and Halifax Marina sites. Mr. Jeffries stated residential developments were being considered for the downtown area.

Mr. Jeffries stated the retail vacancy was currently at 19% but he felt that percentage would decline. Mr. Jeffries stated some businesses were still in the process of repairing storm damage.

Mr. Jeffries stated the Arcade Museum had been completed and the Bourbon on Beach Street restaurant was in development.

Mr. Nicely stated the Downtown area lost food markets when Marina Grand was built.

Mr. Jeffries stated this Board as well as others had talked about the need for a grocery store in the Downtown area.

Dr. Sharpies asked for the status of the Salvation Army site.

Mr. Berger stated the site was closed due to storm damage and a decision had not been made as to what would be done with the building.

Mr. Harshaw asked for the status of the Upchurch building.

Mr. Jeffries stated he believed the building had been sold.

Dr. Sharpies asked if the Daytona Tortugas were discussing any expansions at the ball park site.

Mr. Berger stated he was not aware of any discussions at this time.

Mr. Weidman stated the Master Plan talked about reducing Beach Street to two lanes, reducing the width of the sidewalks, and inclusion of a bike path but nothing really had been done.

Mr. Nicely stated the east side of the street presented a challenge with the park located there.

Ms. May asked how the business people reacted to reducing Beach Street to two lanes.

Ms. Cook stated change was difficult because of the speeds that people drive on Beach Street. Ms. Cook stated if the street was reduced to two lanes, parking would be reduced and traffic could not be diverted to Ridgewood.

Mr. Nicely stated it was previously talked about developing Palmetto as a thru fare.

Mr. Jeffries stated a traffic study was done when the two-laning of Beach Street were previously discussed; and at that time, it was discussed that thru traffic could be shifted to Palmetto.

Mr. Harshaw stated when two-laning Beach Street was discussed, there were concerns about removal of parking areas as well as trees along the street. Mr. Harshaw stated traffic speeds needed to be reduced. Mr. Harshaw stated people were not complaining about Granada since traffic changes have been made there.

Mr. Nicely stated people use Beach Street to avoid traffic.

Mr. Jeffries stated the DDA had entered into a contract to hold events in the Downtown through 2018.

Mr. Harshaw asked if the City would be doing anything regarding streetscaping in the Downtown on the north block with the planned construction of Brown & Brown. He asked if it was the City's goal to have everything done at the same time.

Mr. Berger stated right now, it was all being looked at but it was too early to say what the plans would be. Mr. Berger stated it was best to look at private development and public infrastructure at the same time.

Mr. Jeffries stated the First Step Shelter was under construction and a police officer has been dedicated to the Downtown, Officer Steve Cattalano.

Mr. Weidman asked about the Compstat report and stated the Board previously received the report and had an officer attend the meeting to review the report. Mr. Weidman stated personally he would like to have an officer attend the meetings to update the Board on the Downtown.

Mr. Berger stated it was up to the Board to decide if they would like to request a Police Officer to attend the meetings and noted a Police Officer does attend other Redevelopment Board meetings.

Mr. Jeffries stated typically a Police Officer attends the merchants' meeting to provide them with an update on the Downtown but he would check to see if an officer could attend the Downtown Redevelopment Board meetings.

Ms. Cook stated there was a very large presence of the police in the downtown.

Dr. Sharpies left the meeting at 1:00 p.m.

Mr. Jeffries reviewed parking management for the Downtown. Mr. Jeffries stated the website identifies parking lots and noted a free mobile app was available.

Mr. Jeffries stated the esplanade project is under design and staff was trying to identify funding for construction of the day docks.

Mr. Harshaw stated he would like an update on projects in the surrounding areas, such as streetscaping of International Speedway Blvd. and Orange Avenue improvements. Mr. Harshaw asked what would be done to encourage the people coming to Brown & Brown to work and live in Daytona Beach and felt many would buy homes in either Ormond Beach or Port Orange.

Mr. Berger stated there was work that would be done to improve Dr. Mary McLeod Bethune Blvd. and to fix up Martin Luther King from Orange Avenue to International Speedway Blvd. Mr. Berger stated there had been talks with FDOT about funding. Mr. Berger stated the Orange Avenue Bridge was scheduled to open in 1-1/2 years.

Mr. Harshaw stated there was a large inventory of vacant properties on the beach side and hoped they would be a draw to young professionals who would be working at Brown & Brown.

Mr. Nicely stated some milestones needed to be put in place to make sure certain things happened to improve the area.

Mr. Weidman asked what could be done to address the area from International Speedway to Bay.

Mr. Berger stated staff was in the first stage of the Brown & Brown development and funding would have to be determined.

## Public Comments

Vern Weatherholtz, 3 Granville Circle, Daytona Beach, Florida stated similar issues that were facing the Downtown were issues in Winter Park. Mr. Weatherholtz stated parking and infrastructure were issues in

Winter Park when it was redeveloped. Mr. Weatherholtz stated there is available parking at the library site but adequate lighting was needed. Mr. Weatherholtz stated the Police Department can place cameras in areas of concern in order to monitor the sites. Mr. Weatherholtz stated people felt safe walking along the streets in Winter Park because there was a police presence in the area. Mr. Weatherholtz stated available housing would be an issue for the employees who would be moving to the area when the Brown & Brown project opens.

Amy Pyle, 136 S. Grandview, Daytona Beach, Florida, stated she had been working to improve the area; and the City needed to look at things like parking, streets, and Code Enforcement issues.

Mr. Nicely left the meeting at 1:25 p.m.

Big John, Holly Hill, Florida stated since 1996, the CRA has collected \$23,171,959 and Ballough Road has collected an additional \$3,383,769. Big John asked if there had been \$35,000,000 of improvements in the Downtown during that period. Big John stated motorcycles would not be permitted at the north end of Riverfront Park at the end of this year and felt that is something that should have been discussed by the Downtown Redevelopment Board. Big John stated he would like to know where the Gary R. Libby/Josey Rogers house would be moved to. Big John stated there was an Agreement on the February 7, 2018 City Commission agenda for E. International Speedway between Daytona Beach and FDOT for \$750,000 to start engineering for the East International Speedway project. Big John stated Midtown was spending \$57,000 for a food consultant to bring a grocery store to the area.

Mr. Berger stated the amount for the consultant is \$74,000 and the request had to be approved by the City Commission first. Mr. Berger stated the process would take about 6 months.

## Board Comments

There were no Board comments.

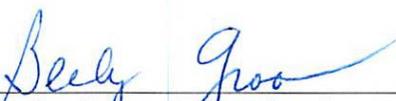
## Adjournment

There being no further business to come before the Board, the meeting was adjourned at 1:30 p.m.



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Scott Weidman, Chair



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Becky Groom, Recording Secretary