



The CITY OF DAYTONA BEACH Downtown Redevelopment Board Minutes

City Hall
Commission Chambers
Regular Meeting

301 South Ridgewood Avenue
Tuesday, May 1, 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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The regular meeting of the Downtown Redevelopment Board was held Tuesday, May 1, 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. Quanita May, Vice Chair
Dr. Kent Sharpies
Ms. Cathy Washington (Planning Board Representative)

Board Members Absent

Ms. Sheryl Cook
Mr. Daniel Harshaw
Mr. Russell Holloway
Mr. Jake Nicely

Staff Members Present

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

Call to Order

Mr. Weidman called the meeting to order at 12:30 p.m. Mr. Weidman stated the meeting would proceed with updates from staff and public comments but no business could be conducted due to the lack of a quorum.

Roll Call

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

Approval of Minutes

- A. Regular Meeting: February 6, 2018
- B. Special Meeting: February 15, 2018

No action was taken on approval of the minutes due to a lack of a quorum.

Redevelopment Project Updates

Mr. Jeffries presented an update on Redevelopment Projects. A copy of Mr. Jeffries* presentation was included as part of the packet. Mr. Jeffries stated the major projects moving forward were the Brown & Brown project which was expected to be submitted for review this month to the City and should be presented to the Downtown Redevelopment Board in June. Mr. Jeffries stated the First Baptist Church property had been sold. Mr. Jeffries stated there was currently a vacancy rate of 21% in Downtown. Mr. Jeffries stated there had been a lot of interest in locating restaurants in downtown which had been spurred by the proposed Brown & Brown development.

Mr. Jeffries stated the Downtown Development Authority had entered into a new event contract with Southern Stone and several new events had been held in Downtown which had received very good responses.

Mr. Jeffries stated a police officer has been assigned to Downtown which provides coverage six days a week in the Downtown area.

Ms. May asked about the Downtown Ambassador Program.

Mr. Jeffries stated this was something he had been working on with the Police Department and it was planned that the ambassadors would walk through the Downtown area and could provide directions, assist with picking up trash, and would also be the eyes and ears on the street.

Mr. Jeffries stated based on current occupancy, 250 additional parking spaces were needed. Mr. Jeffries stated there were 290 spaces available at the City Island Ballpark but a shuttle system would have to be implemented. Mr. Jeffries stated right now, there was no funding for a parking or shuttle program: but if the tax base increases, there may be funding available from the Downtown Development Authority. Mr. Jeffries stated there was currently a Public Use Agreement for parking at the Burgoyne property. Mr. Jeffries stated the City had placed standard green parking signs to direct people to the existing parking lots. Mr. Jeffries stated the City Staff had discussed the construction of a parking garage for the Downtown.

Dr. Sharples asked how the Brown & Brown project would handle their parking.

Mr. Jeffries stated the conceptual plan shows surface parking for the first phase of the project but noted the Planned Development Agreement will outline how parking would be handled for additional phases of the project.

Mr. Jeffries stated the esplanade plan indicates the possibility of two-laning Beach Street to make it safer. Mr. Jeffries stated lighting and palm tree replacement needs were being reviewed and would be budgeted for next fiscal year.

Mr. Weidman asked if there have been plans identified for the First Baptist Church property.

Mr. Jeffries stated he did not know what was planned but stated both residential and commercial uses are permitted.

Mr. Weidman asked about the Salvation Army site on Ballough Road.

Mr. Berger stated the Salvation Army planned to re-open at that site.

Public Comments

Paul Zappitelli, 128 S. Beach Street, Daytona Beach, Florida stated his business was suffering due to the lack of available parking in the downtown area. Mr. Zappitelli stated the parking lots are full by 10:00 a.m. each day. Mr. Zappitelli stated he did not feel the City was taking the parking situation seriously. Mr. Zappitelli stated 135 S. Palmetto was available for sale and the site could be used for parking. Mr. Zappitelli stated Downtown should be marketed as Historic Downtown Daytona Beach and not the Riverfront Shops since there are no shops Downtown.

Ms. May asked what Mr. Zappitelli would suggest that could be done now to help alleviate the parking problem.

Mr. Zappitelli stated parking could be placed in Riverfront Park. Mr. Zappitelli stated people will not park at City Island to go to the downtown.

Amy Pyle, 136 S. Grandview, Daytona Beach, Florida stated she felt the attitude of the City in supporting businesses is out of balance. Ms. Pyle stated putting additional restaurants on Beach Street would compound the problem. Ms. Pyle stated many potential businesses may not know there is not adequate parking right now. Ms. Pyle stated there is an opportunity to purchase a building that would help the 100 S. Beach Street block. Ms. Pyle stated she would email City Commission members to see if the building could be purchased.

Anne Ruby, 137 Park Avenue, Daytona Beach, Florida stated she would like to urge the City to explore acquisition of the property to help with the parking situation. Ms. Ruby stated she reviewed the Downtown Daytona Beach Retail Strategy which suggests building a parking garage to support the Downtown. Ms. Ruby stated acquisition of the property at 135 S. Palmetto was contiguous to City property and could be used for construction of a parking garage.

Mr. Weidman stated the Downtown Redevelopment Board was an advisory board and had no authority for spending money and he does not know if there is any money available for a parking garage. Mr.

Weidman stated parking meters had been discussed as a way to encourage turn-over of the parking spaces.

Dr. Sharpies asked if parking on Beach Street was part of the City's Capital Improvement Plan.

Mr. Berger said no.

Dr. Sharples stated he would like the Board to receive a copy of the CIP.

Mr. Berger stated he would provide it to the Board.

Mr. Zappitelli stated parking meters would only deter people from parking in Downtown and he would not support them.

John Nicholson, 413 N. Grandview. Daytona Beach, Florida suggested placing parking adjacent to the three block sections of Downtown and stated the City could bond whatever improvements were needed. Mr. Nicholson stated the Salvation Army site should have been purchased by the City when it was vacated after the hurricane. Mr. Nicholson stated he suggested several years ago that the City place a playground adjacent to the library and felt what was planned for the library site should be expanded.

Dr. Sharpies stated the Volusia County Council had voted to not impose the 1/2 cent sales tax which would have generated about \$45,000,000. Dr. Sharpies stated those funds could have been used for many of the projects that have been discussed today.

Board Comments

There were no Board comments.

Adjournment

There being no further business to come before the Board, the meeting was adjourned at 1:15 p.m.



Scott Weidman, Chair



Becky Groom, Recording Secretary