



The CITY OF DAYTONA BEACH Beachside Redevelopment Board Minutes

City Hall
Commission Chambers
Regular Meeting

301 South Ridgewood Avenue
Wednesday, May 8, 2019
6:00 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 Beachside Redevelopment Board was held Wednesday, May 8, 2019, at 6:00 p.m. in the Commission Chambers, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members Present

Mr. Mike Denis, Vice Chair
Ms. Jennifer Nazak
Mr. James Newman (Planning Board appointee)
Ms. Amy Pyle
Ms. Marcia Tuggle

Board Members Absent

Mr. Dino P. Paspalakis, Chair
Mr. Dino M. Paspalakis
Mr. Gilbert Myara

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Ben Gross, Deputy City Attorney
Ms. Becky Groom, Board Secretary

1. Call to Order

Mike Denis, Vice Chair, called the meeting to order at 6:00 p.m.

2. Roll Call

Roll was taken with attendance as noted above.

3. Approval of Minutes - April 16, 2019

Ms. Nazak asked that a correction be made to Page 6. Ms. Nazak stated the minutes should read that she spoke on the City's radio show about permaculture, not horticulture as is stated.

A motion was made by Ms. Nazak, seconded by Ms. Tuggle, to approve the minutes of the April 16, 2019, Beachside Redevelopment Board meeting, as corrected. The motion carried (4-0).

4. Wall Graphics and Wall Signs - 511 Main Street

Reed Berger, Redevelopment Director, presented the staff report which was included as part of the packet. Mr. Berger stated the Main Street Barber Shop is relocating the business to the former Laundromat site at 511 Main Street. Mr. Berger stated the request is to place murals on the building with painted signs on the front and rear. Mr. Berger stated the site is very visible and sits on the block by itself.

Application's Presentation:

Ken Peters, 744 Main Street, Daytona Beach, Florida stated his business has been operating from the site at 7 44 Main Street for 26 years. Mr. Peters stated the main reason he is moving his barber shop to 511 Main Street is because there are 5 parking spots available at the site. Mr. Peters said the lot behind 7 44 Main Street is set aside for Joe's Crab Shack employees and sits empty most of the time. Mr. Peters stated Main Street needs more parking, and possibly another parking garage. Mr. Peters stated with the decline of Bike Week, additional parking is needed in order for businesses to succeed. Mr. Peters stated he plans to place a seating area outside with tables and chairs and plans to place a white picket fence around the area in the future.

Mr. Newman stated he likes what is proposed.

Ms. Pyle asked if a t-shirt shop owner approached the city for similar signage, could "t-shirts" be painted on their building. Ms. Pyle stated she feels the wording "barber shop" is actually signage and asked what square footage is permitted.

Mr. Berger stated there is not a size requirement or limitation for a wall graphic and what is proposed is not defined as signage. Mr. Berger stated what is proposed is considered to be a graphic or architectural embellishment.

Mr. Gross stated the Board is to review the application to determine if the scale is appropriate.

Ms. Nazak stated she likes what is proposed.

Ms. Tuggle stated she likes that the graphics are identifiable and supports something which should be promoted on Main Street. Ms. Tuggle stated she feels it is a wall decoration and is specific to the building and is not a sign. Ms. Tuggle asked about the parking.

Mr. Peters stated he plans to have the parking lot repainted and hopes to get 4 spots, maybe 5, plus a handicapped spot. Mr. Peters stated 5 or 6 parking spaces should be ample.

Ms. Tuggle asked if the parking at 511 Main Street will be disrupted during Bike Week.

Mr. Peters stated the owner will put tents in the parking lot as he has done in previous years and two parking spaces will remain open for the barber shop. Mr. Peters stated he may need to request to put banners up during Bike Week because, otherwise, his business will be hidden.

Ms. Tuggle stated there is similar signage across the street at Victory Tattoo.

Mr. Denis asked if there is a zoning requirement for parking.

Mr. Berger stated there is no requirement for parking in that zoning district.

Mr. Denis asked if a city occupational license has been applied for at 511 Main Street.

Mr. Peters stated he currently has a license and will move that license from 744 Main Street to 511 Main Street.

Mr. Berger stated a Change of Occupancy is required and stated the Permits & Licensing Division can assist Mr. Peters. Mr. Berger suggested the change be made as soon as possible.

Mr. Denis stated he likes what is proposed.

Mr. Peters stated he is excited about what is happening on Main Street. Mr. Peters stated he is sorry to see the decline in Bike Week but he would like to see Main Street look similar to Deland or St. Augustine. Mr. Peters stated when the streetscape was done years ago on Main Street a lot of the parking was removed, and the streetscape was done for the bikers.

Mr. Newman stated as a member of the Planning Board, in recent years a design was approved that looks like a large cup of ice cream and a Kentucky Fried Chicken site was approved where the building looks like a box of chicken, so he does not feel the proposed graphics are out of keeping with what has been previously approved throughout the city.

Ms. Pyle stated she is willing to talk with Mr. Peters about using the side of the building for a future art project at no cost to Mr. Peters.

Ms. Nazak stated she likes what is proposed and would be willing to help Mr. Peters, for free, with the landscaping.

Ms. Tuggle stated what is proposed can be put in place; and if Mr. Peters wants to put something up that is different in the future, it can always be changed.

Mr. Denis stated he likes what is proposed.

Public Comments:

Sandy Murphy, 136 Park Avenue, Daytona Beach, Florida stated she appreciates Mr. Peters and the fact that his business remains open year round and is kept attractive. Ms. Murphy stated Mr. Peters now wants to take a former eyesore and make it charming out front. Ms. Murphy questioned the size of the murals and has mixed feelings about the project.

Krista Goodrich, 816 Main Street, Daytona Beach, Florida stated she supports what is proposed and feels the Board should support this year round business on Main Street.

Board Action:

A motion was made by Ms. Nazak, seconded by Ms. Pyle, to approve Wall Graphics & Wall Signs - 511 Main Street, in accordance with the staff report as presented. The motion carried (4-0).

5. Redevelopment Projects Update

Mr. Berger stated the Board previously discussed the E-zone Master Plan and fees for parking. Mr. Berger stated Chair Paspalakis made a presentation at the end of the last City Commission meeting regarding this discussion. Mr. Berger stated he expressed the Board's concerns about presenting the parking fee issue to the City Commission and the public. Mr. Berger reviewed what is outlined in the E-Zone Master Plan regarding parking and creating an assessment for new development. Mr. Berger stated other cities, such as Santa Monica, have been successful in raising funds through such a plan.

Ms. Pyle stated there are two temporary parking lots on A 1A and asked what fees are paid in order for the businesses to operate on those sites.

Mr. Berger stated most business pay a minimum amount but did not know the exact amount but thought it may be about \$30 a year.

Ms. Pyle stated when vacant lots are open during events, the city should enforce a fee on those sites and those funds could be placed in a parking fund.

Ms. Nazak stated she is frustrated to see empty parking lots and there should be more ways to share parking sites. Ms. Nazak asked why the City and County cannot share parking lots.

Mr. Berger stated the City and Volusia County have had discussions but the formality of an agreement has yet to be reached.

Ms. Tuggle stated it seems ridiculous to see someone paying a fee for a parking lot and it sits empty. Ms. Tuggle stated there should be a way to share the lots. Ms. Tuggle stated maybe there needs to be a metered system in place because she has seen people park on Main Street and leave their car and walk to the beach and spend the day. Ms. Tuggle stated there needs to be better enforcement or a better system.

Mr. Denis asked if the Joe's Crab Shack lot could be monitored through a parking permit system.

Mr. Berger stated the agreement with Joe's Crab Shack is specific about the number of parking spaces needed and they are not willing to relinquish those posts. Mr. Berger stated he does not know if a parking permit system has been discussed with them.

Mr. Denis stated this Board should be placed on the City Commission agenda when an item is brought forward and should not be part of the public discussion. Mr. Denis stated there should be a formalized way for this Board to make recommendations to the City Commission. Mr. Denis stated he did not like the fact that an item was presented that is important to this Board at the last few minutes of the meeting when City Commissioners are walking in and out of the meeting.

Mr. Newman stated if you look at areas that are successful, such as St. Augustine, they have a large parking garage as well as a shuttle system to and from the garage and that is something that might be considered.

Mr. Denis stated the parking lot for the restaurant at the end of Main Street could rent the site to the city.

6. Public Comments

Krista Goodrich, 816 Main Street, Daytona Beach, Florida stated there are two parking spaces beside her building which she hoped to use for her personal vehicle as well as the Hopcycle; however, there is a 4 foot wide easement which blocks access to the spaces and the next door tenant locks the gates which denies access to the spaces. Ms. Goodrich stated she cannot park her vehicles on the land she owns. Ms. Goodrich stated she has tried to resolve the issue but there is no sharing on Main Street. Ms. Goodrich stated there is no bicycle parking on Main Street but there is a lot of motorcycle parking so she has started parking the Hopcycle in the motorcycle parking spaces. Ms. Goodrich stated bicycle racks are also needed along Main Street. Ms. Goodrich asked what the fine is for not having your business open year round.

Mr. Gross stated there is no penalty for not being opened year round. Mr. Gross stated he would research the item and report back to the Board at the next meeting.

Ms. Pyle stated an owner must have vacant land in order to place a tent or a vendor on parking lot areas during special events. Ms. Pyle stated a vacant building that has someone sitting inside is there so they can use their parking spaces for special events in accordance with the Special Events Master Plan.

Mr. Berger stated there have been discussions about making revisions to the Master Plan for Bike Week pertaining to businesses being open a specific number of days during the year.

Ms. Goodrich expressed interest in serving on the Beachside Redevelopment Board and stated she feels business owners along Main Street should serve on the Board. Ms. Goodrich stated she has submitted an application on line.

Mr. Berger stated the City Clerk's office would be able to assist her in that process but there are currently no vacancies on the Board.

Ms. Goodrich asked how she could hold special events on Main Street.

Mr. Gross stated the requirements are outlined in the City Code but suggested she apply for a permit which staff can approve. Mr. Gross stated the fees are in place and set by the City Commission. Mr. Gross stated Ms. Goodrich could also apply for a license agreement which could be approved by the City Commission and the City Commission would set those fees. Mr.

Gross stated staff has been working on an agreement with the Main Street Merchants Association in order to hold a set of regularly scheduled events which may entail a fee reduction.

Tom Caffrey, 816 Main Street, Daytona Beach, Florida stated LAZ oversees parking for the City and does not issue parking permits. Mr. Caffrey stated LAZ monitors Joe's Crab Shack parking which is vacant most of the time. Mr. Caffrey stated he would like to work out something with the city to use some of the spaces that are set aside for Joe's Crab Shack.

7. Board Comments

Ms. Pyle stated she has been advocating for a parking authority for a long time and the city needs to come up with a parking solution. Ms. Pyle stated it is unfair for Joe's Crab Shack to not give access to the parking spots they are not using. Ms. Pyle asked for an update on 14 S. Coates.

Mr. Berger stated the case has been presented to the Special Magistrate but he does not know the status. Mr. Berger stated he will provide an update to the Board at the next meeting.

Ms. Pyle asked what the plans are for the assembled lots near the Streamline Hotel. Ms. Pyle stated it looks terrible and the property should be clean and orderly. Ms. Pyle stated she feels it is unacceptable to allow someone to asphalt over a vacant lot.

Mr. Berger stated the site is in a transitional stage but noted there is a traffic circle planned for the area.

Ms. Pyle asked the Board to discuss at the next meeting their thoughts on which properties each member feels are blighting influences.

Ms. Pyle stated she recently attended a State of Florida historic preservation meeting and did a tour of the Deland murals. Ms. Pyle stated she has talked with Frank Molnar who is putting together a group to oversee art so murals will not have to be presented to this Board for review. Ms. Pyle asked Mr. Berger if he currently has any other applications for murals and asked if he suggests that people contact Mr. Molnar to assist the applicant through the process.

Mr. Berger stated he does not have any applications for murals for any of the redevelopment areas at this time. Mr. Berger stated there is currently not a formal arts organization but there are people meeting to organize such a group. Mr. Berger stated once the group is formalized, he will refer applicants to that group.

Ms. Nazak stated she does not think vacant asphalt parking lots should be permitted without there being landscaping on the sites. Ms. Nazak stated more vegetation should be planted to help take the load off the city's infrastructure.

Ms. Tuggle stated there is no incentive for people to visit Main Street when there is no parking available for them in order to visit the businesses. Ms. Tuggle stated parking limitations should be enforced on Main Street.

Mr. Denis stated at the last meeting there was discussion about Code Enforcement liens being placed on tax bills. Mr. Denis he thought Code Enforcement fines, such as for a falling down fence, could be placed on the tax bill.

Mr. Gross stated that cannot be done. Mr. Gross stated fees for condemnation can be placed on the tax bills but Code Enforcement violations cannot be placed on the tax bills. Mr. Gross stated he would further research Mr. Denis' concerns.

Mr. Denis stated he feels a parking co-op would help alleviate the parking situation on Main Street. Mr. Denis stated he feels there should be a way for the Board to communicate collective to the City Manager or City Commission.

Mr. Berger stated specific concerns should be put in writing, possibly through email, and addressed to either the City Manager or City Commission.

Mr. Denis asked if CRA money can be used for murals.

Mr. Berger stated there is grant money available.

8. Adjournment

There being no further business, the meeting was adjourned.