

**DOWNTOWN/BALLOUGH ROAD
REDEVELOPMENT AREA BOARD
MINUTES**

September 14, 2010

There was a meeting of the Downtown/Balough Road Redevelopment Area Board held Tuesday, September 14, 2010 at 12:00 p.m. in the City Hall Commission Chambers at 301 South Ridgewood Avenue, Daytona Beach, Florida:

Board Members

Mr. Al Smith, Chair
Mr. Bob Abraham
Mr. Harold Goodemote
Mr. Dan Harshaw
Mr. Steve Koenig (excused 2:00)
Ms. Edith Shelley (excused 1:45)
Mr. Scott Weidman (excused 2:00)

Board Members Absent

Mr. Bob Johnson
Mr. Larry Robinson

Staff Members Present

Mr. Paul McKitrick, Deputy City Manager/Development and Administrative Services Director
Mr. Paul Wetzel, Support Services Director
Mr. Reed Berger
Mr. Jason Jeffries
Ms. Carrie Lathan
Captain Brian Skipper, Police Department
Ms. Cathleen Olson

1. Call to Order

Mr. Smith called the meeting to order at 12:07 pm.

2. **Roll Call**

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

3. **Approval of the minutes from August 3, 2010**

Board Action

Ms. Shelley made a motion to approve the minutes of August 3, 2010. Mr. Koenig seconded the motion and it was approved unanimously (7-0).

4. **Staff Report**

a. Police Department

Cpt. Skipper outlined the crime statistics of the previous month, highlighting an overall decrease of 3% in part-one crime in District II, but noting increasing problems with air-conditioning and copper theft.

Mr. Koenig asked about the statistics of violent criminal activity.

Cpt. Skipper stated that while he did not have the exact statistics, violent crime was also down.

Mr. Smith noted a perceived lack of police presence on Beach Street, noting that there was a continued perception that the Downtown area was unsafe, and emphasized the need for familiarity and communication between Police Department officers and Downtown business owners.

Mr. Berger noted the need for police presence during key times when customers were on Beach Street.

Cpt. Skipper acknowledged the need to change the perception of Downtown as an unsafe area, but noted issues stemming from changing rotations of officers on the Downtown detail.

Mr. Goodemote noted issues with the convenience store located at 625 Beach Street.

Cpt. Skipper stated that there were existing open cases under investigation at that location.

Ms. Shelley asked for Cpt. Skipper's contact information.

Cpt. Skipper provided his office and cell phone numbers of 671-5308 and 338-4592, respectively.

Mr. Harshaw asked about the Police Department's perception of the American Music Festival, noting issues with out-of-town teenagers attempting to shoplift or make purchases with stolen credit cards.

Cpt. Skipper stated that he considered the American Music Festival to have proceeded smoothly and successfully from the Police Department's perspective.

b. Code Enforcement

Mr. Jeffries stated that Officer Clig of Code Enforcement was on vacation, but noted the outline of current Code Enforcement cases included in the meeting packets.

5. **DEV2010-041, LAND DEVELOPMENT CODE TEXT AMENDMENTS, Site Plan Review Process**

Mr. Jeffries outlined the revisions made to the proposed amendments to the Land Development Code regarding the site plan review process, highlighting the removal of the 20,000 square foot condition and stated per the revised amendments, all new construction would come before the Board, while only proposed new uses in existing structures would be administratively approved. He presented a chart outlining recent Redevelopment projects illustrating which projects could be administratively approved and which would come before the Board.

Mr. Harshaw expressed concern that a small rehabilitation of a building façade could have significant impact.

Mr. Jeffries emphasized specific design standards for the Downtown area would be followed in administrative review, noting that any renovations exceeding the value of the building would still be required undergo Board review and approval.

Board Action

Ms. Shelley made a motion to recommend approval of the proposed Land Development Code amendments regarding the site plan review process to the Planning Board. Mr. Goodemote seconded the motion and it was approved unanimously (7-0).

6. DOWNTOWN PUBLIC MARKET

Mr. Jeffries outlined plans for a Downtown Public Market, noting that it had been identified by the Board as a redevelopment priority and one of the top five projects for Downtown. He stated that the planned Public Market operation included 18 spaces at 100 feet per space for entrepreneurs to operate small businesses, with a focus on grocery businesses and spaces available for other complementary businesses such as jewelers, art, home décor and collectibles, with the proposed operating hours of Tuesday through Saturday, 10:00 am to 7:00 pm.

Mr. Weidman emphasized the need to avoid a flea market-like entity.

Mr. Jeffries stated that the CRA would be focused on keeping the right businesses operating in the Market.

Mr. Berger stated that the kind of businesses eligible for the Market could be written into the rules.

Ms. Shelley emphasized the need for specificity to avoid flea markets, as well as the need to be able to remove tenants who were not in compliance with the intended kind of business desired in the Market.

Mr. Jeffries concurred with the need to avoid establishing a flea market, citing the Downtown Antique Mall as an example of the kind of entity to avoid.

Mr. Harshaw expressed concern with the inclusion of collectibles as a desired business and stated that the focus should remain on groceries and grocery-related businesses.

Mr. Jeffries stated that the reason for expanding beyond groceries was concern with limiting the Market too much and being unable to find enough businesses to fill the vendor spaces.

Mr. Koenig emphasized the need to distinguish between tasteful and non-tasteful products.

Ms. Shelley noted the need to look at other areas for examples of both successful and unsuccessful markets.

Mr. Berger stated that Kelly White had been researching other markets, in particular the North Market in Columbus, Ohio.

Mr. Abraham asked if other Downtown locations had been considered for the Market.

Mr. Jeffries stated that spaces had been considered on the Burgoyne block and on Magnolia.

Mr. Harshaw asked if the 100 square foot limit would be adequate.

Mr. Jeffries stated that the size limit was flexible and businesses could be grown.

Mr. Goodemote asked if the Market would be subsidized or self-sufficient.

Mr. Jeffries stated that there would be some subsidization of the Market.

Mr. Goodemote asked about the minimum number of businesses needed to open the Market.

Mr. Jeffries stated that nine or ten businesses would be needed, and Mr. Berger noted the need for letters of intent.

Mr. Koenig asked about current interest from potential vendors.

Mr. Jeffries stated that interest had been expressed from some vendors at the French Market as well as existing businesses.

Mr. Goodemote asked about possible positive or negative impact on the Farmer's Market.

Mr. Jeffries stated that the goal was to provide a complementary entity to the Farmer's Market, noting that there had been discussion of moving the Farmer's Market to Magnolia Avenue.

Mr. Harshaw stated the need for a strong beginning in creating the Market, reiterating the need to emphasize food and grocery-related businesses.

Ms. Shelley reiterated the need to focus on creating primarily a grocery store.

Ms. Naomi Weiss, Downtown Partnership, stated that she had copies of the standards of successful public markets, with their percentage standards as related to food, and noted that in those markets, they typically complemented and worked together with a farmer's market. She also introduced the new Farmer's Market manager, Sheryl Kelly.

Mr. Goodemote asked for clarification on the possible new location of the Farmer's Market.

Ms. Weiss stated that the new location would likely be on Magnolia Avenue from Palmetto Avenue to Beach Street.

Mr. Smith stated the need for more information regarding cost and asked for a more detailed business plan outlining financial options.

Ms. Shelley stated that the goal of the discussion was to express support of the creation of the market, not to formally approve the details.

Board Action

Ms. Shelley made a motion that the CRA recommend supporting the creation and operation of a Public Market Downtown based on the comments of the Board. Mr. Koenig seconded the motion and it was approved unanimously (7-0).

7. DISCUSSION ITEM: Downtown Parking Enforcement

Mr. Paul Wetzel stated the intention to reconfigure the Downtown parking plan to increase parking efficiency, noting ambiguity with short-term parking limits and designation in the Downtown area.

Mr. Earl Cooley, on behalf of LAZ Parking, introduced himself and provided his contact information, expressing the need to establish communication with Downtown businesses.

Mr. Koenig stated that the end result needed to provide easy access for walk-in customers, but also adequate all-day parking for full-time employees, noting that his employees had been told by a Code Enforcement officer to ignore certain parking designations for employee parking.

Mr. Wetzel stated that he intended to use colored striping to designate parking restrictions and availability.

Ms. Shelley noted the need to address businesses on Palmetto Avenue, noting a lack of available all-day parking.

Mr. Abraham asked how LAZ Parking was compensated.

Mr. Wetzel stated that the City had an annual contract with LAZ, and all of the revenue generated by parking tickets was City revenue, with compensation to LAZ remaining the same regardless of income from parking fines.

Mr. Harshaw asked about the number of attendants monitoring parking violations.

Mr. Cooley stated that the plan was to have two attendants monitoring the area.

Mr. Weidman asked if there had been problems with people remaining in two-hour parking spots all day, and asked where the revenue generated by fines went.

Mr. Wetzel affirmed that people did remain in limited-time parking spots all day, and stated that all money went into the City's general fund.

Mr. Abraham asked about potential backlash from stricter parking enforcement, emphasizing the need to avoid viewing parking as a source of revenue instead of to improve safety and efficiency Downtown and to avoid driving visitors away from an economically-struggling area.

Mr. Cooley stated that employees were typically more of a problem than visitors.

Mr. Wetzel reiterated the need for better designation of parking.

Mr. Smith stated that there were many empty parking spaces and a lack of visitors Downtown to fill the spaces, reiterating the need to avoid further negative impact on the Downtown economy.

Mr. Goodemote reiterated the need to avoid ticketing one car when there were many empty spaces surrounding it.

Mr. Cooley acknowledged concerns about negatively influencing the Downtown economy, but stated the need to establish long-term parking regulations to avoid the difficulty of changing regulations as the Downtown area and economy grew.

Mr. Harshaw emphasized the need for small, tasteful signs and curb indicators, and asked about the possibility of a 30-day warning period notifying visitors and employees of forthcoming stricter parking enforcement. He also noted issues with a Downtown salon having to pay customers' tickets, since some of the services provided exceeded the available two-hour parking limit.

Ms. Weiss reiterated a lack of adequate all-day parking for Downtown employees, and emphasized that Downtown businesses were in constant competition with the Volusia Mall, which had more than adequate free parking.

Mr. John Nicholson, 413 N. Grandview, concurred with the need for a color-coded parking designation. He also recommended establishing a decal system for employees, determining the number of full-time employees in the Downtown area and ensuring adequate parking for those employees.

Mr. Weidman asked for input on encouraging visitors and employees to park in the back area, noting the need to improve the façade of the back parking lot.

Mr. Jeffries stated that he would provide a history of parking issues and relevant information to Mr. Wetzel.

Mr. Harshaw asked if the parking lot could be included in streetscaping plans.

8. DISCUSSION ITEM: Redevelopment Plan

Mr. Jeffries outlined updates to the Redevelopment Plan, focusing on land use and outlining six potential redevelopment sites.

Mr. Berger emphasized the need for people to be aware of opportunities for Downtown development.

Mr. Harshaw asked about the future of the palm trees Downtown.

Mr. Berger stated that some palm trees would be relocated and replaced with shade trees.

Mr. Big John outlined an idea for a condominium at the current location of the County offices.

9. Redevelopment Project Updates

Mr. Jeffries stated that the ISB contract had been negotiated and was ready to go before the CRA.

Mr. Berger stated the need for public meetings with merchants to address concerns with ISB construction disrupting businesses.

Mr. Jeffries stated that some business owners wanted a thoroughfare to remain and to avoid the planned narrowing of Beach Street.

Mr. Berger emphasized that the structural changes had already been completed, and most of the streetscaping remaining to be done was more surface and cosmetic changes.

Mr. Jeffries stated that the most intensive work was planned to be done in slower seasons to minimize disruption of businesses.

Mr. Goodemote emphasized that the existing sidewalk would not be disturbed by the work.

Mr. Harshaw recommended completing the east side of the street to work out issues before working on the more active west side of Beach Street.

Mr. Koenig asked about the ideal way to present information regarding Beach Street renovations.

Ms. Weiss emphasized the need for business owners to understand the reasons for the renovation and the intended goals and results, citing Winter Park as an example of an area in which businesses had initially resisted change but embraced the result.

Mr. Weidman asked about possible subsidization of proven economic loss during construction.

Mr. Nicholson stated the need to use Winter Park in promoting the Beach Street renovation as an example of success in a similar project.

Mr. Jeffries outlined updates concerning the sign standards from the Historic Preservation Board's sign committee, the DDA budget, the holiday committee, and the French market. He also noted a workshop for the Mike Curb project at 4:00 on Thursday, September 15, at the Theater Center, Building 220, on the Daytona State College campus, to focus on proposed budget cuts from \$25-30 million down to \$5 million and the effect on the economic impact of the project.

Mr. Smith expressed the need for support of the project and its positive impact on the Downtown area. He stated the economic impact of the project would be drastically reduced should the budget drop beneath approximately \$20 million.

Mr. Paul McKittrick expressed concern with parking in the area of the Mike Curb Building.

Mr. Harshaw asked about the possibility of converting the retention ponds on Palmetto Avenue into underground water retention and surface parking.

Mr. Nicholson asked for clarification as to the inclusion of parking in the Riverfront Park Master Plan.

Mr. McKitrick stated that the RFP covered Mary McLeod-Bethune Boulevard south to the News-Journal Center area owned by the City of Daytona Beach.

10. Public Comments

Mr. John Nicholson, 413 N. Grandview, stated that the Land Development Code should have a monetary limit on renovations, instead of a stipulation that the cost of the renovation must not exceed the value of the building. He also emphasized the need to carefully consider the appearance of the proposed Downtown Market, recommended including a map of available Downtown parking in advertising, and stated that the local trolley system ran between Ormond Beach and Port Orange shopping centers, but did not stop Downtown.

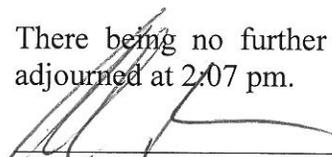
Mr. Berger noted that adjustments to the trolley routes were under discussion.

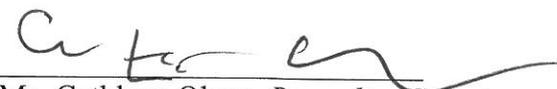
11. Board Comments

Mr. Harshaw reiterated the need to emphasize that no parking spaces would be lost, even during the construction phase.

12. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 2:07 pm.


Mr. Al Smith, *Chairman*


Ms. Cathleen Olson, *Recording Secretary*