

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

October 4, 2011

There was a meeting of the Downtown/Balough Road Redevelopment Area Board held Tuesday, October 4, 2011 at 12:00 p.m. in the City Hall Commission Chambers, 301 South Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members

Mr. Al Smith, Chair
Mr. Bob Abraham
Mr. Dan Harshaw
Mr. Steve Koenig
Mr. Larry Robinson
Ms. Cathy Washington
Mr. Scott Weidman
Mr. Harold Goodemote

Board Members Absent

Mr. Bob Johnson

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Jason Jeffries, Project Manager
Ms. Carrie Lathan, Assistant City Attorney
Off. Daniel Garcia, Code Enforcement
Mr. Jeff Hoffman, Police Captain
Ms. Jeanne Tolley, Redevelopment Technician
Ms. Beth Berry, Recording Secretary

1. Call to Order

Mr. Smith called the meeting to order at 12:00 pm.

2. Roll Call

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

3. **Approval of Minutes: September 27, 2011**

Mr. Abraham made a motion to approve the minutes of the September 27, 2011 meeting but instead passed on the motion till the next meeting.

4. **Staff Report**

a. Police Department

Capt. Hoffman stated that at the beginning of summer the district experienced a 16% reduction in crime and at the end of the summer there was a 5% reduction. He stated that they were gaining ground and the last comp stat was very positive for the district and there is a 7% reduction in crime.

Capt. Hoffman stated that the district had been busier than last year and was up up 3% in service calls having serviced over 61,000 calls which he considers being very busy. Off. States that from the end of July, crime was down 18% in part 1 crimes which is a very significant number.

Mr. Abraham asked what categories were seeing the most reductions.

Capt. Hoffman stated that the total burglaries in the district were down 11%, total thefts down 9% and robberies down 4% for a total of 7%. Aggravated assaults and batteries were up 21% and sexual batteries were up 11% but that was two events. He stated that domestic violence cases were big in the district and generally surpassed the Westside in domestic violence cases but he was unable to give an answer why.

b. **Code Enforcement**

Off. Garcia reviewed the Code Enforcement report and asked for questions.

Mr. Harshaw asked Off. Garcia about graphic posters that appeared on signs once a month such as the one off of Magnolia Avenue.

Off. Garcia stated that if it was on the right-of-way he could confiscate it.

Mr. Harshaw asked what if the poster was on a window.

Off. Garcia stated that the business would be cited. He stated that there was a certain percentage that a window area could be covered.

Mr. Abraham asked about the CVS on the corner of International Speedway Boulevard concerning the depository/receptacle for donated items. He stated he thought the depository looked unsightly but did not know if it was permitted.

Mr. Berger said he would check with the zoning technician.

Mr. Harshaw stated that second hand clothing stores were not permitted in the zoning district and he did not know if that applied to drop off boxes.

Mr. Garcia recalled a place on Nova Road and ISB where there was a store with the same issue but the owners did not know there was a box on their property and once they found out they had it removed.

Mr. Abraham suggested the box be moved to the south side so that it would not be noticeable.

5. DISCUSSION ITEM: Land Development Code Rewrite

Mr. Jeffries presented the module regarding zoning districts. He reviewed the Board's duties (article 2, part of module 1), the review process (article 3, part of module 1) and article 4 and article 5 about development standards and permitted uses in each zoning district.

Mr. Jeffries stated there were no changes to the current structure of the boards. He stated that the Downtown/Balough Road and Main Street boards asked staff to look at the board make up in terms of specific criteria for each of the redevelopment districts. He stated it was difficult to find Board members in the South Atlantic and Balough Road areas. He stated that there were term limits to take into consideration. He suggested the Board look into modifications concerning term limits.

Mr. Jeffries presented Article 4 and stated that the Board had gone through all the review processes and the consensus of the Board was that they did want a review process when it came down to staff decision on design reviews. He stated that he would discuss the issue with Clarion.

Mr. Jeffries stated there were seven zoning districts proposed for Downtown. Three were existing: RDD 1 - along Beach Street and focused on retail and restaurants with offices and residential uses above kept the traditional building form of two to three stories.

RDD 2 - central business district and allowed for more intense developments that surrounded the RDD 1 district. RDD 3 - very similar to RDD 2 except it was along Ridgewood Avenue and allowed for more auto-related type uses.

He stated there were four new zoning districts being added. The first one was the riverfront mix-use which allowed for residential projects of a large scale such as the ones previously planned along Beach Street north and south of Downtown.

The RDD 5 zoning district was called a Ridgewood corridor and allowed for medium density and compatible office uses. Mr. Jeffries stated it would change a lot of existing tourist zoning along Ridgewood Avenue to something more compatible to the redirection of the redevelopment board.

The RDD 6 - a single family residential district that would preserve the historic neighborhoods such as Old Daytona.

RDD 7 - a local service zoning district that would be the Ballough Road area and along the railroad which would be more compatible with office or industrial uses as outlined in the redevelopment plan.

RDD 1 Zoning District

Mr. Jeffries stated that the RDD 1 was basically remaining the same to preserve the historic, commercial development on Beach Street or if there was any new development that it be compatible with current development.

Permitted Uses

Mr. Jeffries stated that RDD-1 would allow for residential upper story dwellings. He stated that the Board might want to look at live/work units, which was a new type of use and Clarion was adding updated terminology to the Code. He gave the definition of live/work as presented on page 11-37 and stated it was very common in urban areas.

Mr. Abraham asked what specific kinds of work it would encompass.

Mr. Jeffries stated that the definition was broad and did not specify but he thought possibly it would be a lawyer, artist, or accountant who worked out of their unit.

Mr. Abraham asked if there would be a restriction as to what type of work the occupants could do.

Mr. Jeffries stated that there would be none and explained that if the Board felt that it was a concern they could make it a conditional use and develop standards for it.

Mr. Abraham stated that he liked the idea of flexibility but was concerned about the unintended uses of some of the rules and concluded that it would be better to make it a conditional use.

Mr. Harshaw asked if retail was on the storefront then housing was only permissible on second and third floors.

Mr. Jeffries stated yes that retail and restaurants had to be on ground floor. He stated that the way RDD 1 was structured it was very specific about what could be allowed on the ground floor. He referred to the block of Bay Street and ISB where there were empty store fronts and explained that the goal of RDD 1 was to get active storefronts.

Ms. Lathan asked Mr. Jeffries to refer to page 5-33 and 5-34 of Code and to focus on the specific standards of live/work units. She suggested the Board add a sub 8 to specify the type of businesses that would be permitted.

Mr. Jeffries pointed out that the standards in the Code were City-wide and specific standards were on page 4-87.

Mr. Harshaw asked about off-street parking for people that live on the above floors.

Mr. Berger stated that it was not the intent of RDD-1 to provide parking.

Mr. Jeffries stated that RDD-2 required residential parking.

Mr. Abraham stated that if specific criteria already existed in the draft then no conditional use should be made.

It was the consensus of the Board to add live/work with conditional uses.

Institutional and Commercial Uses

Mr. Jeffries stated that institutional uses included telecommunication uses which were conditional such as museums, i.e. Halifax Art Museum, police station, post office, medical clinics and medical labs and dentists (allowed on upper floors).

He stated commercial uses allowed for animal grooming, business services on upper floors, telephone call center and travel agency. He stated that they were all

existing conditions and had to be implemented into the zoning district. Offices on upper floors would be business and professional services. Mr. Jeffries suggested that dry cleaning was a neighborhood service and should be removed from the list. He also suggested that the farmers market which was currently on City Island and located in a different district be removed as a permitted use in the RDD-1.

Mr. Weidman asked if the farmers/public market being proposed on Magnolia Avenue would be considered the same as a farmers market.

Mr. Jeffries stated the proposed public market would fall under retail or food uses.

Mr. Abraham asked if the current farmers market on City Island was still thinking about relocating to Magnolia Avenue.

Mr. Jeffries stated that the issue would be discussed at the next meeting. He knew of two sites under consideration, one on City Island and the other on the corner of Magnolia Avenue and Beach Street.

Mr. Abraham asked Mr. Jeffries if deleting the farmers market as a possible use would eliminate it from being located in Downtown at some point.

Mr. Jeffries pointed out that the farmers market would be located on public streets and RDD 1 was for private use.

Ms. Washington asked if the decision was to remove or keep farmers market on list of acceptable uses.

Mr. Jeffries stated that the Land Development Code dealt more with the use of private land.

Mr. Weidman asked if there were restrictions if an owner wanted to subdivide into multiple businesses. He also asked if grocery store owners could have only one owner.

Mr. Jeffries noted that it was all in the interpretation and what category the public market idea fell under. He considered farmers markets and grocery stores as other retail.

Mr. Abraham asked about the challenges of someone starting an indoor farmers market.

Mr. Berger stated that the public market definition included indoor farmers markets instead of something on the lot and stated that a farmers market could be in RDD 1 district.

Ms. Washington agreed with Mr. Berger that farmers markets should not be on private property.

Mr. Weidman asked about the specifications of commercial uses. He asked if other businesses not on the list were acceptable.

Mr. Jeffries stated no other businesses would fall under other retail. He cited the Magic Shop on Beach Street as an example.

Mr. Harshaw asked about telephone call services located in the RDD 1 zone and his parking concerns. He did not believe that telephone call service businesses should be allowed.

Mr. Jeffries agreed and stated that it would be more appropriate in the RDD 2 zone.

Mr. Harshaw stated there would also be parking concerns with real estate agencies.

Mr. Weidman inquired about a list of non permitted uses.

Mr. Jeffries explained that non permitted uses were indicated as a blank space on the chart.

Mr. Jeffries states that if someone wanted to put a smaller-scaled 10,000 sqf operation the board should still allow it in the Downtown area. He stated that since there were a couple of large vacant spaces that should be allowed to be filled in the future.

Mr. Smith asked about possibility of public grocery stores being housed on more than one floor.

Mr. Jeffries stated that the code leaned more towards more traditional grocery stores. He stated that if a grocery store wanted to locate downtown that it would most likely be located on Ridgewood Avenue. He stated that type of grocery store could be added and possibly used in the future when there was an economic upturn.

Mr. Abraham asked why large retail sales were permitted.

Mr. Jeffries explained why large retail sales were considered a permitted use. He stated that most towns liked small quaint shops and big-box retailers were usually stand alone. He also mentioned the possibility of a big box retailer such as Kohl's coming to Downtown.

Mr. Harshaw asked if household repairs should be removed from the list.

Mr. Jeffries stated that household repairs were not compatible with retail sales Downtown. He suggested compatible uses such as an ice cream parlors, sandwich shops, coffee shops, and internet cafés.

Ms. Lathan stated that there was a moratorium on internet cafes and the definition needed to be worked on.

Ms. Washington stated that internet cafes should not be a front for something else.

Mr. Harshaw asked if Rhokkoh's should be a traditional conditional use.

Mr. Jeffries stated Rhokkoh's would fall under special eating and would need to be added to permitted uses. He stated that there were some problems City-wide with internet cafes and gaming situations. The Planning Board's concern was that internet cafes would be more gaming than eating. He asked the Board to put a hold on internet cafes until the moratorium over. He stated that the Brew Pub should be added to list.

Specific use standards

Mr. Jeffries outlined specific standards for schools that were part of a mixed-use development. Current code stated the definition of schools to mean anything from colleges and universities all the way down to Beach Street Dance. He stated that there is probably no need for the provision since they were not compatible with Beach Street.

Mr. Harshaw asked why a small elite school should locate in a mixed-use development.

Mr. Jeffries stated that Beach Street was mostly developed for retail businesses. He stated that there should be a provision for outdoor seating and there should not be an "extra step" for outdoor seating which might deter businesses.

Mr. Harshaw asked about giving public notice of an outdoor café to people who lived in RDD-1 housing.

Mr. Jeffries clarified that it was the responsibility of neighborhood association rather than individual owners. He explained that most people that came to the Downtown area were coming for the activities and aware of the circumstances. He suggested that medical clinics and labs be added. He noted that Provision C which allowed for business/professional uses on the upper floors be applied to medical clinics and labs in the zoning district.

Mr. Goodemote asked for the definition of a medical clinic.

Mr. Jeffries referred to the definition of medical and dental clinics on page 11-39. He restated that labs were also allowed under the definition but that treatment facilities were not allowed.

Mr. Abraham stated that any potential medical/dental business would have to qualify based on the definition of what a medical and dental clinic or lab that was permitted.

Mr. Harshaw asked if a pain clinic was considered a drug treatment facility.

Ms. Lathan said that the pain clinic option could be argued and listed nonqualifying examples of pain clinics. Her concerns pertained to treatment facilities other than drug and alcohol. She stated that she did not think that outpatient pain clinics fell under the category of pain clinics.

Ms. Washington stated a pain management clinic that was listed on page 11-43.

Ms. Lathan stated that pain management clinic was found under the dental/mental option and there were problems with the definitions.

Mr. Jeffries suggested that Clarion tighten up the definition of medical, dental and mental clinics and treatment facilities but he believed the intent for Downtown was to allow for regular dental and doctor offices. He stated that treatment facilities were being left out as not being permitted in Downtown.

Ms. Washington agreed.

Outdoor Table Service

Mr. Jeffries suggested to the board that the process to allow sidewalk cafes be streamlined. He stated that a lot of restaurants were discouraged to open sidewalk cafes due to the time it took to get through the process.

Mr. Abraham agreed to streamline the process to allow sidewalk cafes.

Mr. Harshaw asked about handicap provisions involving distance between tables.

Mr. Jeffries stated that he had asked Public Works about the issue but had not heard back.

RDD2-Simple Business District

Mr. Jeffries stated that RDD-2 allowed for large-scale office buildings, large-scale residential buildings, and some retail uses but more emphasis on large-scale buildings and parking garages behind Beach Street retail area, similar to RDD-1 but allowed for more projects. The code should be consistent with the underlying land use. He referred to page 4-89 for building standards and stated that the current code for floor area ratio of a one story building was not current and the FAR in this district was 10. Mr. Jeffries proposed that if the current land use standards were still acceptable and reminded the Board that module 3 dealt with architectural standards which controlled quality of development.

Mr. Weidman asked what FAR meant.

Mr. Jeffries stated that FAR stood for floor area ratio. He explained how to get the FAR by taking the total square footage of a building and divide it by the land. For example if you took a 20,000 sqf lot you could build a 20,000 sq. ft. building and if you started off with 5,000 sq. ft. first floor, you could have a four-story building.

Mr. Weidman asked about what FAR 10 meant.

Mr. Jeffries stated it meant that a lot having a FAR of 10 (10,000 sq. ft. lot) could yield a 100,000 sq. ft. building.

Mr. Abraham suggested maximum flexibility.

Mr. Harshaw stated that RDD-1 allowed for a 3 to a 10 FAR.

Mr. Jeffries stated that provisions from the previous code were being transferred over and the Modify Intensity Structures section was revised in the code.

Mr. Jeffries stated structures should be compatible with the RDD-1. He stated that code could be flexible in allowing a four story building like the Kress Building.

Institutional Uses

RDD-2 - government related uses. Mr. Jeffries stated that since it was located near the court house and City Hall the zoning district allowed for administrative buildings, transportation buildings, places of worship, clubs and lodges.

Commercial Uses

Same commercial and office uses in RDD 1 are allowed except without provisions of upper floor.

Auto Services

Mr. Jeffries stated that auto services with specific conditions in specific locations, could be located on the corner of intersections except if provisions were allowed such as the British American across from City Hall

Retail Uses

All the same retail uses allowed as RDD-1.

Mr. Harshaw asked if the code should do away with shopping center and have only stand alone.

Mr. Jeffries clarified that the code was trying to differentiate between traditional code and what was going on in the Westside of the City. He interpreted the code to mean the redevelopment areas were more intentionally meant for smaller retail stores.

Food and Internet Café Uses

Mr. Jeffries stated that the uses would be set up the same way as the ones above.

Use Standards

Mr. Jeffries stated that on page 4-90 there was a provision for single family residential use. It stated that if there was a single family residential provision, it would grandfather in. He stated he knew of very few single family residential uses in RDD-2.

Mr. Harshaw asked if Jack White's project would be considered single family since it was town homes and they were single family detached dwelling.

Mr. Jeffries stated that town homes should be allowed.

Mr. Smith asked if adding Mr. White's town home project was mixed-use.

Mr. Jeffries said yes it was,

Mr. Harshaw asked if mixed-use was optional.

Mr. Jeffries suggested adding parking garage, auto service conditions, outdoor seating provisions be moved in RDD 1..

c. **RDD 3 Zoning District**

Mr. Jeffries stated that the zone had more to do with auto-related type uses. He stated that it allowed for drug stores with drive thrus such as on Ridgewood Avenue. The zone would allow flexibility if it were to go more urban and have buildings such as the Brown building on Ridgewood Avenue and built up close to street.

Architectural Standards

Mr. Jeffries stated that drive thrus could be constructed to go along with urban development. He asked the Board if maximum flexibility would apply to this zone as in RDD-2.

Uses

These were the same as RDD-2 except added in more auto-related type uses.

Residential

Mr. Jeffries suggested the Board add flexibility to live/work units.

Institutional and Commercial Uses

Same as RDD-2 except the possibility of adding gas stations along Ridgewood Avenue. Mr. Jeffries stated there were a lot of gas stations closed on this road and that the lots were smaller. He stated the trend was to have larger more modern gas stations with more pumps. He did not think gas stations of this size were feasible to the plan.

Mr. Weidman asked if there would be room for electric gas stations and if they were considered gas stations.

Mr. Jeffries referred to the definition of gas station on 11-33. He stated that the code was referring to larger gas stations with attached convenience stores. He stated that boat and marine sales and rentals are allowed in this zoning district

with strict conditions. Mr. Jeffries also noted that there would be virtually no place to put one except on corner of ISB and Ridgewood Avenue.

Mr. Weidman asked if there were any auto vehicle sales in this zone.

Mr. Jeffries stated there were no marine sales or existing auto sales. He proposed to Board that marine/auto sales be deleted from list based on required conditions and feasibility.

It was the consensus of the Board to delete marine/auto sales.

Mr. Weidman asked if marine sales would include marine parts stores.

Mr. Jeffries suggested the Marina would be a more feasible location for that use. He concluded that retail drive thrus were permitted uses for banks, convenience stores, drug stores and restaurants. He also suggested adding special eating such as an ice cream shop or coffee shop on Ridgewood Avenue.

Use Standards

Mr. Jeffries reiterated to remove the single family being part of a mix-use development. He also noted to remove boat and marine sales if labeled conditional use. He stated that restaurants should have standards for the drive thrus that are compatible with Downtown.

d. **RDD 4 Riverfront Mix-use**

Mr. Jeffries stated this district allows for large-scale residential uses that make use of the Riverfront views along Beach Street and that allows for compatible office uses.

Standards

Allowed the maximum four units per acre with a FAR ratio of 3 and a structural height of 180 ft with setback requirements. Mr. Jeffries stated that this district allowed for space between buildings.

Permitted Uses

Allowed multi-family or town homes uses.

Institutional Uses

Mr. Jeffries stated that the Code listed a transportation center but that it was probably a mistake and should be eliminated and also a helicopter pad on residential tower.

Mr. Harshaw asked since RDD-4 had a FAR of 3 then the City staff was allowed to extend that up to 10.

Mr. Jefferies stated that the building had to be compatible with underlying land uses and probably was not possible.

Mr. Harshaw referred to 4-94 and noted the difference of the defined FAR maximum of 3 and the City-wide staff request could go up to 10.

Mr. Jeffries stated that the above mentioned did not pertain to this district.

Mr. Harshaw asked if where the car lots were if there was a maximum of 12 stories.

Mr. Jeffries stated yes.

Ms. Washington asked what the maximum height was.

Mr. Jeffries stated about 12 stories.

Conditional Uses

Mr. Jeffries stated that this district would allow marine uses that would extend the zoning district into the Ballough Road area and along the river near Caribbean Jack's and Sunset Harbor. He also noted that conditions should apply especially in the area of Ballough Road. He compared this to the RDD-4 across the street and stated there would be no area for boat sales.

Mr. Jeffries suggested removing auto service. He also suggested keeping vehicle and tire service as a conditional use in the Ballough Road area.

Mr. Weidman asked if limiting gas stations would affect fill ups for boats.

Mr. Jeffries stated that it would not because it would be an accessory to the

Commercial Uses

Mr. Jeffries stated that business service centers, parcel service centers, travel agencies and smaller-scale business services be allowed as part of mixed-use. He suggested that having some sort of ground floor services for residents in

buildings. He stated that the purpose of the district was large-scale residential uses with flexibility for office uses. He referenced the previously approved Beach Street condo project where the auto lots were.

Retail

Mr. Jeffries stated the need for services on the ground floor of residential buildings should include convenience stores, banks, drug store, drycleaning, Laundromat, etc. He stated specialty eating such as a coffee shop or small-scaled restaurant should be included. He noted that hotels and bed & breakfasts were also permitted in this district.

Specific Standards

Mr. Jeffries suggested adding standards to marine sale/services and conditions for ground floors and restaurants.

RDD 5

Mr. Jeffries pointed out that this is the Ridgewood Avenue corridor currently zoned for tourists and business professional. He suggested it be rezoned to allow medium density residential development with up to 20 units per acre or compatible type professional offices. He referred to the chart on page 4-95 that contained development standards for all other development which should read for townhouse.

Uses

Mr. Jeffries stated that the zoning district allowed for many types of multi-single family and town homes. He stated that there was not much need for upper floor dwelling and suggested removing that use. He noted that fraternity and sorority houses would be permitted as a conditional use citing a couple of fraternities located on Ridgewood Avenue. Mr. Jeffries suggested adding multi-family complex and defined the difference between multi-family and multi-family complex. He stated that multi-family was 5-10 units and a complex was a single parcel with three to four structures on it.

Institutional uses

Mr. Jeffries stated that office-type uses compatible with Downtown and non intrusive should be allowed. He cited medical clinics, clubs, and churches as some acceptable examples.

Commercial and Office uses

Mr. Jeffries suggested business and professional services compatible to residential uses in the district. He also noted that some retail businesses such as animal grooming and employment agency would attract traffic and were intrusive to some residents.

Mr. Harshaw asked if senior living facilities such as Bishop's Glen could locate to one of the vacant lots in Downtown.

Mr. Jeffries stated that hospices were not allowed downtown. He referred to the definition of assisted living facility found on page 11-21.

Mr. Abraham questioned whether or not independent living would fit into that category.

Mr. Jeffries stated that there were different levels of retirement living. He stated that nursing homes were the most intense in terms of services provided and assisted living was one step below. He went on to note that independent living was what was most compatible for Downtown. He suggested that independent living uses needed to be clarified in the Code. He stated it could fall under group living uses or multi-family use. He believed that it should fall under multi-family use because with independent living no services were being provided.

Retail uses

Mr. Jeffries stated that RDD 5 would not have very many intensive retail-type uses that would be compatible with surrounding residential areas. He stated that visitor areas would probably allow for bed & breakfasts and hotels.

Use standards

Mr. Jeffries suggested adding standards for fraternity houses.

RDD 6 Single Family Residential

Mr. Jeffries stated that this zone was essentially for the Old Daytona area with specific zoning with a few streets that were zoned for residential. This area was zoned for lower intensity residential primarily single family and to preserve both their residential and historic character.

Uses

Mr. Jeffries pointed out there was an issue concerning development standards with regard to a minimum lot with 20 ft. He attributed the concern as a typo. He

then suggested that 50 ft would be more appropriate, like the rest of the uses had. He pointed out that the zoning district was mostly single family or duplex and multi-family would only be allowed as a conditional use. In the comp plan there were specific structures grandfathered in that would allow for multi-family.

Institutional and commercial uses would be allowed and due to the zoning district these would not be conditional uses but instead would be allowed on the East side of Ridgewood Avenue. Mr. Jeffries noted the trend to turn single family homes in the historic district into offices or medical offices and stated that there would be no demolitions. Bed & Breakfasts would be a conditional use in the area.

Mr. Jeffries noted that standards for conditional uses needed to be implemented for commercial uses noting that standards need to be implemented for the East side Ridgewood Avenue making sure the structure was protected since it was historic and bed & breakfasts in historic districts.

RDD 7

Mr. Jeffries stated that this district was located along the railroad where there was some M-1 zoning and in the Ballogh Road area. He stated that the idea was to make this zone more compatible with Downtown. He suggested adding multi-family complex to make the zoning district more flexible. He stated that several institutional uses were allowed and as well as an open range of uses from commercial to industrial.

Questions/Comments

Ms. Washington asked if what was discussed concerning standard uses of fraternity/sorority housing would be added to RDD 5.

Mr. Jeffries stated yes. He stated he would review Board's comments with Clarion then give copy to the Board.

6. Redevelopment Projects Update

Mr. Jeffries discussed the issue of funding requests for projects such as the Halifax Art Show and holiday advertising that was brought up at last week's DDA meeting.

Mr. Jeffries stated that beginning in October several efforts would be made to market Downtown beginning with promotion of the Halifax Art Show. He stated that the fourth quarter was a critical retail time for businesses and retail Downtown. He also noted that DDA would be providing support beginning in the middle of the month with advertising Downtown and advertising for the art show

which would be held the first week of November. Mr. Jeffries stated that the French Market would be going on in October, November and December. He clarified that the City would be hosting a holiday festival December 3 instead of the parade and that he would be working on the event with Cultural Services. He stated that interested business people in the Downtown would be volunteering their services.

Mr. Jeffries stated that the DDA had hired Bullseye Marketing for marketing promotions. He noted that Bullseye would be issuing a discount card as an incentive for customers to provide their address and email address which would be put in a database for future marketing. Participating businesses would give a 10% discount to customers with the card. Mr. Jeffries stated that other marketing techniques planned for promoting Downtown would be TV and radio. He stated that the DDA was issuing an RFP to solicit proposals for a permanent marketing firm that would do marketing throughout the year.

Mr. Abraham pointed out that between the French Market, the art festival and the holiday marketing campaign the DDA had committed \$25,000.

Mr. Jeffries stated that the ISB project was still moving forward and the first public meeting would be soon. He noted that as soon as he was made aware of the date he would forward the information to the Board.

Mr. Jeffries stated that staff was working with Cheryl Kelly on the Public Market.

7. **Board Comments**

Mr. Goodemote asked who was funding the landscaping project at Fairview Avenue and Main Street. He asked if it was being funded by the City's general fund or the redevelopment.

Mr. Berger stated that some plant material was funded out of Downtown.

Mr. Goodemote wanted to know the timeline of the landscape project and if it would be ready for Biketoberfest.

Mr. Berger stated yes, it was planned to be complete. He indicated that the coquina wall project was salvaged from a different project.

8. **Public Comments**

Mr. John Nicholson, 413 N. Grandview Avenue, asked the Board if Marina Point was included in Downtown. He also stated that there were no single family homes on the north end of Ridgewood Avenue near Fairview Avenue. He stated

that there were no gas stations in Downtown and if they were not allowed people would have to go to South Daytona or out to 95. He stated that the Board left the issue up in the air.

Mr. Jeffries stated that the Marina Point was a PUD and their residential plan of development would remain in place. He suggested that if Marina Point ever did want to rezone the most compatible use to follow into the area would be the Riverfront Mixed-use.

Mr. Jeffries stated that gas stations would only be allowed as an accessory to auto shops and the majority of gas stations were built near the highway due to where the economy was.

Mr. Abraham agreed and stated that the current trend in gas stations involved closing all the old gas stations and instead build super stations with big convenience stores.

Mr. Jeffries stated that the goal was for customers to shop in the convenience stores and economy driven.

Mr. Abraham asked if it was feasible to have gas stations in the Downtown area.

Mr. Jeffries stated that gas stations were not feasible because there was not enough land and the amount of land it would take to build a gas station would not be compatible with the direction of the layout plan of the redevelopment plan.

Mr. Abraham agreed that the super stations did not fit in but the accessory use might.

Mr. Jeffries agreed and stated that gas pumps should be an accessory use to the auto service.

Mr. Goodemote thought it was a good idea to have gas pumps as an accessory in Downtown.

Mr. Abraham stated that Downtown could have fuel service without having a large gas station.

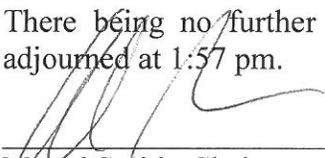
Mr. Harshaw pointed out that the bulk of gas sales were occurring on Mason Avenue and people from Downtown would probably go to South Daytona to find a gas station. He asked about the old BP gas station at corner of ISB and Ridgewood Avenue.

Mr. Jeffries stated that it had been vacant for over three months and there was a similar situation with the old Shell station. He stated that the lots were not big enough for a major gas station.

Mr. Abraham stated the reason for many gas stations closing was due to the tremendous capital investment and state and federal requirements of having to dig up old gas tanks that made it impossible to operate.

9. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 1:57 pm.



Mr. Al Smith, Chairman

Ms. Beth Berry, Recording Secretary