

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

November 1, 2011

There was a meeting of the Downtown/Balough Road Redevelopment Area Board held Tuesday, November 1, 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. Harold Goodemote
Mr. Dan Harshaw
Mr. Bob Johnson
Mr. Steve Koenig
Mr. Larry Robinson
Ms. Cathy Washington (arrived at 12:10)
Mr. Scott Weidman

Staff Members Present

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

1. Call to Order

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

2. Roll Call

3. Approval of Minutes: September 13, 2011 and October 4, 2011

Mr. Koenig made a motion to approve the minutes of the September 13, 2011. Mr. Goodemote seconded the motion and it was approved unanimously (8-0). Mr. Koenig made a motion to approve the minutes of October 4, 2011. Mr. Goodemote seconded the motion and it was approved unanimously (8-0).

4. Staff Report

a. Code Enforcement

Off. Garcia presented information as contained in the Code Enforcement Report and asked for questions from the Board.

Off. Garcia introduced the new code enforcement supervisor, Hector Garcia.

Mr. Garcia asked the Board to call him regarding any code enforcement problems and stated he looked forward to working with everyone.

5. DEV2011-065, Site Plan, The William Square

Mr. Jeffries stated that the request before the Board was for the William Square and the Board's recommendations would be forwarded to the Planning Board. He stated that the location was the site for the previous William Project but that had since been changed to residential mixed with commercial use. He stated that the Future Land Use designated the property high intensity mixed-use which allowed for 39 units but the applicant requested 15. He stated that the architectural standards of the units would comply with the redevelopment standards. Mr. Jeffries stated that the utilities comment had to do with how connections were to be made to sewer system. He stated that the Utilities Department required man holes located at each connection. Mr. Jeffries stated staff recommended approval of the site plan subject to outstanding TRT comments.

Mr. Goodemote asked if each one of the applicants for the lots would have to be approved by the Board.

Mr. Jeffries stated no each building would be reviewed administratively based on the architectural standards in the Development Agreement.

Mr. Smith asked if there were any changes since the conceptual review.

Mr. Jack White, applicant, stated that as part of the final phases of the project he wanted to work with the City to make the public parking lot more of a multiuse with commercial or residential uses in the future.

Mr. Smith asked if there would be deck parking.

Mr. White stated yes there would be some kind of deck parking with a mix of uses interspersed.

Mr. Chris Challis, 112 Orange Avenue, stated that he was aware of the requirement of City Code to inspect manhole covers on sewage connections for large commercial uses. He stated that the ground floor businesses were small and

did not need manhole covers and he hoped to work out the issue with the City. He stated that since September, the concept plan had been refined and the development agreement and plat had been submitted.

Mr. Harshaw asked where the City was telling the applicant to put the manhole covers. He asked if the location would have to be in the front of the unit or in the street.

Mr. Challis stated that the City told them to put the manholes in the sidewalk. He stated that he did not agree with the City and stated that manholes were for restaurants. He stated that the applicant could understand the need for a manhole on the corner of Palmetto Avenue and Magnolia Avenue which could possibly have a small restaurant. He stated the rest of the lots were restricted for law offices, accountants and small family practices.

Mr. Harshaw asked if the City considered professional and commercial uses the same thing.

Mr. Jeffries stated yes. He stated that the use of multiples manholes in front of each building would be more appropriate in a different area of the City than Downtown.

Mr. Goodemote asked that the applicant keep the Board up-to-date on new architectural developments.

Mr. Harshaw asked if there was a time limit on the sale of each unit.

Mr. White stated that potential buyers would be somewhat forced to build on the land due to homeowners association fees and that there would be incentives for owners to build with few restrictions. He stated the target was people that wanted to build within three years.

Mr. Harshaw asked if fences would be required on lots not being built on.

Mr. White stated that aesthetic bushes would help cover vacant lots not in use.

Mr. Harshaw asked if the association would charge lot owners to cut grass.

Mr. White stated the association would gut the grass then charge owners according to homeowners association.

Public Comments

Mr. John Nicholson, 413 N. Grandview Avenue, asked if the City had plans to build on the public parking lot and if the number of parking spaces would be decreased.

Mr. Challis stated that there was a public easement between the entrance and exit on the south side so there was no need to give up parking spaces.

Mr. Goodemote asked if the 24 ft wide easements allowed for 2-way traffic.

Mr. Challis stated yes.

Mr. Jeffries stated that the parking lot was designated to be a parking structure with mixed-use/commercial with an alley that went into the garage.

Board Action

Mr. Goodemote made a motion to recommend approval of the site plan to the Planning Board. Mr. Abraham seconded the motion and it was approved unanimously (9-0).

6. Redevelopment Project Updates

Mr. Jeffries stated that the DDA had approved funding for an ad for Downtown in a tourist map. He stated that the DDA made their last payment to the DBPA which ended their contract. He stated that there was a lot of activity at the French Market and Farmer's Market on Saturday even though the weather was poor. He stated that the Halifax Art Show would be supported by the DDA through TV advertisements. He stated that holiday marketing had started and the first newsletter was sent out. He stated that another newsletter promoting future holiday events would go out this week.

Mr. Jeffries stated that the DDA's deadline for Marketing and Promotion RFP was October 31 and the proposals would be reviewed on November 8.

Mr. Jeffries stated that the ISB project was put on hold until a public meeting date was confirmed. He stated that architectural concept designs plans for a public market were still being evaluated.

Mr. Jeffries stated that in October some of the farmers and vendors from the Farmers Market brought their complaints about operation to the City Commission. He pointed out that the City Commission told Staff to look into vendor complaints and Mr. Berger spoke to farmers and addressed key issues which would be brought to City Commission.

Mr. Smith stated he received several emails from concerned about the Farmers Market which led to the City Commission holding a meeting on November 2. He stated that he was in a meeting with the DBPA, Sheryl Cook, representing the DDA, and staff and they discussed resolutions to the public concern for the

Farmers Market. Mr. Smith stated that he was in favor of the City issuing an RFP.

Mr. Abraham stated that the Farmers Market was currently being operated by the DBPA and they had a lease with the City to use the land for the Farmers Market. He stated that the City would have to terminate the DBPA's lease in order to terminate their right to use the land for the Farmers Market. He stated that an RFP was going to be considered and the DDA may be asked to respond but it would be up to City Commission about the future operation of Farmers Market.

Mr. Harshaw stated that since he's a member of the DBPA, he did not think the issues with the Farmers Market should be brought up in a City Commission meeting. He stated that he and Cindy Ritzi worked at the Farmers Market this past weekend and surveyed all the vendors there. He pointed out that only two vendors had complaints and most of the vendors had a 20-30 year history with the Farmers Market.

Mr. Smith stated that he hoped the Farmers Market remained public. He stated that he was made aware of Farmers Market concerns by emails and he hoped the City would take over the operation.

Mr. Harshaw stated that he did not think the concern was so great since only two vendors voiced complaints.

Mr. Weidman asked what the major complaints were.

Mr. Smith stated that there was a lack of presence of the DBPA's executive director at the Farmers Market and lack of accountability on what was spent. He stated that vendors had been handling their own trash in order to save money that could be spent on advertising. He stated that no money had been spent on marketing and he was concerned about how the Farmers Market would be advertised.

Mr. Weidman asked if the complaints were mostly coming from the vendors or residents.

Mr. Smith stated the vendors.

Mr. Harshaw stated that the vendors were told by Cheryl Kelly that the \$800 saved from not having a trash collection could be used towards marketing. He stated that only \$200 actually went towards advertising since Ms. Kelly was paid \$600. He stated that since the advertising budget was low that the only kind of advertising available was social networking and the vendors wanted more foot traffic.

Mr. Abraham stated the DDA would like the Farmers Market to be successful and interactive with Beach Street businesses.

Mr. Harshaw asked if there were any guidelines in the proposal that stated that the Farmers Market could not be taken out of Downtown.

Mr. Berger suggested that moving the Farmers Market was not a good idea. He stated that he wanted to assure the vendors that the goal was to make it the best market in the region.

Mr. Harshaw stated he would like to see it written somewhere that the Farmers Market would stay in Downtown.

Mr. Smith suggested the Farmers' Market be operated in the interest of the customers and there should be money to market the Farmers Market.

Mr. Smith stated that the City was moving forward on the Riverfront Master Plan project.

Mr. Goodemote stated that if the City could not do the sidewalk plan then he would like to see the money go towards something else.

Mr. Jeffries stated that the second phase of the project involving park improvements had already begun. He stated that the City was waiting for the engineer to do the preliminary engineering plans so that the City could apply for grants.

Mr. Jeffries stated that he has talked with the Beautification Board about getting trees donated. He stated that there had been requests for a dog park on City Island.

Mr. Goodemote asked the status of the Bob Gibbs report.

Mr. Jeffries stated that after task 1, market study was done then retail strategy would be discussed and then recruitment for six months before it went to the City Commission.

Mr. Goodemote asked about the car lots on Beach Street.

Mr. Berger stated that they were getting away from motorcycle type uses for the RDD-4 area. He stated that it would involve removing the structures and landscaping the perimeter so the land could be considered a redevelopment site. Mr. Berger stated that an assisted living facility had been approved for the rear of the property.

Mr. Goodemote asked about the Salvation Army.

Mr. Berger stated that the Salvation Army had no plans for relocating. He stated that the funds available should be redirected to other projects. He pointed out that there was infrastructure analysis being done on the bridge and canal. He stated that the park along the river was being discussed as a location for a hi-rise.

Mr. Weidman asked about the transient dock project north of ISB.

Mr. Berger stated there had been no proposals.

Mr. Harshaw asked how to get information about Cultural Services events.

Mr. Jeffries suggested contacting Cultural Services to get on the email list.

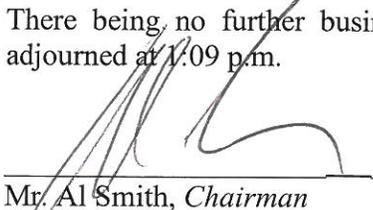
Mr. Jeffries stated that the DDA and Bullseye Marketing had planned many events for Downtown that would be sent in an email blast.

Mr. Weidman stated he was not aware of Cultural Services advertisements.

Mr. Smith stated that his term as Chairman expired at the end of December.

10. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 1:09 p.m.



Mr. Al Smith, *Chairman*

Unavailable

Ms. Beth Berry, *Recording Secretary*