

**DOWNTOWN-BALLOUGH ROAD  
REDEVELOPMENT AREA BOARD  
MINUTES  
Tuesday, March 6, 2012**

A meeting of the Downtown-Balough Road Redevelopment Area Board was held Tuesday, March 6, 2012, at 12 PM in Commission Chambers of 301 S. Ridgewood Avenue, Daytona Beach, FL. The following people were present:

**Downtown-Balough Road Redevelopment Area Board**

Mr. Al Smith, Jr.  
Mr. Robert Abraham  
Mr. Harold Goodemote  
Mr. Dan Harshaw  
Ms. Tammy Kozinski  
Mr. Larry Robinson  
Ms. Cathy Washington  
Mr. Scott Weidman

**Members Absent**

Mr. Bob Johnson

**Staff Members Present**

Mr. Reed Berger, Redevelopment Director  
Mr. Jason Jeffries, Redevelopment Project Manager  
Ms. Carrie Lathan, Deputy City Attorney  
Ms. Jeanne Tolley, Redevelopment Technician  
Ms. Dana Williams, Recording Secretary

**1. Call to Order**

Mr. Smith called the meeting to order at approximately 12:10 PM.

**2. Roll Call**

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

**3. Election of Officers**

Mr. Smith welcomed new member, Ms. Tammy Kozinski, to the Board. He stated that she had real estate and business interests in the Downtown/Balough Road area.

Mr. Smith stated his time as Chairman had come to an end and opened nominations from the floor for the position of Chairman.

Mr. Abraham nominated Harold Goodemote as Chairman and Mr. Robinson seconded the motion. Hearing no others, the Chairman closed nominations. The motion was approved unanimously (8-0).

Mr. Abraham nominated Al Smith, Jr., as Vice Chairman. Mr. Robinson seconded the motion. The motion was approved unanimously (8-0).

4. **Approval of the minutes: February 7, 2012**

The minutes of February 7, 2012 were approved unanimously (8-0).

Mr. Berger introduced Ms. Susyn Stecchi, Founder of Dog Parks USA. He stated the City had contracted with her to evaluate the best location for a dog park. He added Ms. Stecchi had met with members of the community who had an interest in dog parks and she would be conducting a workshop that day from 3-5 PM in conference room 149B.

Ms. Stecchi stated she began implementing dog parks in Florida in 1996 with the City of Coral Springs and that her work had continually grown since that time. She stated she averaged opening 200 parks per year throughout the United States. Ms. Stecchi stated that, in evaluating sites, she based her recommendations on best practices, mistakes made in the past, and taking into account the successful components and amenities from other parks.

Mr. Goodemote asked which park(s) closest to Daytona Beach had Ms. Stecchi been involved with and how many sites she had looked at during her evaluation thus far.

Ms. Stecchi stated Sanford was the closest park to Daytona Beach she had opened and that she had visited 7-8 sites.

Mr. Smith asked the relationship of a dog park with economic development.

Ms. Stecchi stated that as professionals and new businesses looked to relocate to an area, one deciding factor was the availability of a dog park and other pet friendly recreation. She added that just as checking on the quality of a school system used to be a primary factor, a shift had occurred and dog parks were a draw for new business. Ms. Stecchi stated that those who visited a dog park often extended their time in the area to include dining, shopping, walking and fitness activities.

Mr. Smith asked if she had visited Manatee Island Park. He also asked if she would be recommending a site in the Downtown area.

Ms. Stecchi stated she had visited Manatee Island, but she was not in a position to recommend any particular site at that time. She added many looked promising and that she would prepare a detailed report once all the data has been compiled and evaluated.

Mr. Berger stated that Ms. Stecchi was the author of the book, *So You Want to Build a Dog Park: A Comprehensive Guide for Municipalities and Private Entities* (8th Edition).

**5. DEV2012-021, Conditional Use, Windy City Bar & Grill**

Mr. Jeffries stated the Windy City Bar & Grill was requesting approval for a conditional use of a sidewalk café and alcohol beverage service at 230 S. Beach Street. He added the request was similar to the one approved last month for Delphine's and that because the previous business at this location had been closed for more than three months, Board approval was required and the licensing agreement would be heard before the City Commission. He also stated the applicant, Mr. Scott Lawson, was a partner in McK's and the new restaurant would be the same type of operation but with a different theme.

Mr. Jeffries explained a sidewalk café area did not permit any permanent encroachments on or above the sidewalk, pedestrian flow must be maintained, and it could only be used as an accessory use to a restaurant or food service establishment. He added the applicant had met each of the criteria. He described some of the requirements for alcohol beverage license which included the need for a full-service kitchen that must remain open until one hour prior to closing, the seating arrangements must cover at least 75% of the service area during operation, it may offer live entertainment with restrictions on hours, and it could not sell alcohol after midnight Monday through Thursday or 2 AM on Friday and Saturday.

Mr. Jeffries stated there were three outstanding utility issues; regarding grease traps, a backflow preventer and manhole inspections but those issues were being taken care of. He stated staff recommended approval of the project subject to satisfactory resolution of the outstanding issues.

Mr. Goodemote asked when the restaurant would open.

Mr. Jeffries stated that with the name Windy City Bar & Grill, a Chicago Style Restaurant and Bar, they wanted to open for the first Cubs game which would be the beginning of April.

Ms. Washington asked if the issue of manholes, discussed at the last meeting, had been resolved.

Mr. Jeffries stated yes, staff had worked it out with the Utilities Department that they would release the permit with the provision that Redevelopment will develop a capital project to take care of the inspection manholes for the restaurants.

Mr. Goodemote asked how many there would be.

Mr. Jeffries stated that there would be about 20 on Beach Street but it would include all of the restaurants located in the streetscaped area.

Mr. Smith asked if redevelopment funds would be used to do the project.

Mr. Jeffries stated yes, it would be a Redevelopment project. He stated that it met the goals of the Redevelopment Plan since one of the plan policies is to create a restaurant row in Downtown.

Mr. Berger stated the City did not want to see the work done piecemeal and it would be done so that the manholes would be below the pavers and would not be seen on the sidewalks.

Mr. Harshaw asked the cost of the project.

Mr. Jeffries stated that he was waiting to hear from the Utilities Department and the benefit doing all of them at one time would allow for a better price but the cost could be between \$50,000 - \$100,000. The proposed project would come before the Board for a review then to the CRA for approval since capital funds being allocated.

### **Board Action**

Mr. Abraham made a motion to approve the conditional use of a sidewalk café and alcohol beverage service at 230 S. Beach Street in the name of Windy City Bar & Grill, Scott Lawson applicant, subject to any outstanding Technical Review comments being resolved. Ms. Kozinski seconded the motion and it was approved unanimously (8-0).

## **6. Discussion Item: Retail Strategy**

Mr. Jeffries stated Bob Gibbs was in town the previous Thursday and Friday to evaluate retailers in the Downtown area. He stated Mr. Gibbs had met one-on-one with merchants, discussing the appearance of their storefronts and what can be done to make improvements from both the public and private standpoint. Mr. Gibbs met with eight merchants and four property owners giving the merchants with the most potential the most difficult critique.

A few of the initial observations made by Mr. Gibbs were described as follows:

- Cleanliness for the storefront, doors, and windows to include fresh paint every six months and daily window cleaning;
- An updated storefront appearance to remove building alcoves and dated awnings, but also to update signage and building color scheme;
- Renovations to both the interior and exterior should be done at the same time to create an upscale and up-to-date look rather than a mismatched one;

Mr. Jeffries provided examples for each of the above as well as showed photographs to better exemplify the current vs. desired effect. He stated that Mr. Gibbs' recommended the rounded awnings be replaced with the straight, sloped style and not to include signage valances.

Mr. Smith stated removing the alcove or pushing the storefront out towards the street may cause issue with the historical integrity of some buildings.

Mr. Jeffries stated that Mr. Gibbs would be looking at both the Code and design standards, taking that into account.

Ms. Kozinski cited an example of four consecutive canopies of the same color and font, which did not allow for distinguishing the various stores or merchants. She also pointed out that people tended to read more with shapes than with words, suggesting examples such as a picture of a mug or house rather than the words 'coffee' or 'real estate' where applicable.

Mr. Jeffries stated Mr. Gibbs' suggested encouraging blade signs and making the distinction between signage for cars passing along the street vs. those for pedestrians strolling along the walkways.

Other observations from Mr. Gibbs addressed:

- Store Interiors describing the layout, fixtures, merchandise presentation, lighting and clutter around the point-of-sale counter;
- Streetscape features and improvements including updating trash receptacles, reducing traffic lanes and slowing traffic, installation of parking meters, and inclusion of parking lot lighting and signage;
- Regulations to include updating sign code standards and revising outdoor display standards;
- Marketing strategies to operate as a shopping district, to cooperate and incorporate the DDA's marketing efforts and that of their consultant, Gold & Associates, and to not "over-market" but to target the consumers currently served by the merchants along Beach Street.

Mr. Jeffries stated a detailed work program would be included in Mr. Gibbs' written report.

Mr. Smith asked what other strategies would be utilized to attract merchants to the area.

Mr. Jeffries explained the Mr. Jeff Higgins, associate of Bob Gibbs, would be developing a detailed retail strategy which should be available next month.

Mr. Berger added that Mr. Gibbs felt the Downtown area had the potential to be a premier district in the southeast, but that it was currently "down here" in terms of the

services provided although the potential was much higher and the challenge was to get to that [higher] level. He also briefly discussed ideas to ultimately connect with trade shows to attract investors and developers as well as merchants to the area.

7. **Redevelopment Project Updates**

Mr. Jeffries gave an update on DDA projects. He stated the Farmers' Market would be submitting for a grant to accept EBT and SNAP funds. He stated there would be a spring advertising campaign that would include a First Friday's email blast and Bright House commercials in conjunction with the Daytona Cubs. He reviewed the Valentine's Day *Wine 'n Chocolate* promotion, and stated the DDA had received the initial layout of their website and tactical plan compiled by Gold & Associates.

Mr. Jeffries stated there would no longer be a code enforcement officer making a presentation at the meetings. He distributed the monthly report and stated any issues regarding violations should be sent to him and he would forward them to Code Enforcement.

Mr. Goodemote asked about the car lot demolitions and stated it was his understanding they were supposed to be completed by March 1<sup>st</sup>.

Mr. Berger stated that was the original timeframe however the applicants had requested, and were granted, a 60-day extension. He continued there were some environmental issues being worked out and there would be no work done during Bike Week. He stated although work would resume immediately following Bike Week and would to be complete within the 60 extension period.

Mr. Harshaw stated there was a lack of information and coordination regarding attendance estimates for the *Wine 'n Chocolate* event. He stated that the day before the event, he had no idea how many people would be in attendance about two hours into the event, he had run out of food. He suggested instituting a cap on ticket sales or finding a method to better estimate attendance.

Mr. Smith stated there were at least three sites for advance ticket sales but 95% of them were sold on the day of the event.

8. **Public Comments**

Ms. Ciana Maglio stated she thought everyone attending the *Wine 'n Chocolate* event was excited about it and considered it a huge success. She pointed out that many vendors were running low on food or wine, and that lessons learned could be implemented for the next time. She stated a wonderful time was had by all – including children who especially loved the chocolate.

Mr. Omar Brown, 218 Carl Brinkley Circle, stated he wanted to open a vegetarian restaurant and juice bar in the Downtown area, and asked about incentives for anyone interested in starting a business. He added he had done volunteer work in the community and wanted to contribute to the development of Downtown by providing a unique and healthy offering, but needed business advice and financial assistance. He added his website was midtownecovillage.org for anyone who wanted to explore news and recipes on a sustainable lifestyle.

**9. Board Comments**

Mr. Goodemote asked that announcements and timelines for events or meetings the Board should attend be provided with more advance notice.

Mr. Harshaw asked if Mr. Gibbs was “on the fence” about the trees along the sidewalks in Downtown. He stated that without them it would be too hot for pedestrians.

Mr. Jeffries stated both the trees and awnings provided shade, but that he needed clarification from Mr. Gibbs. He stated that the canopy of the trees may be too low and would block signage, but he would clarify with Mr. Gibbs and have it included in the final report.

**10. Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 1:20 PM.

  
Harold Goodemote, *Chairman*

  
D. Williams, *Recording Secretary*