

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

**Tuesday, June 5, 2012**

A meeting of the Downtown-Balough Road Redevelopment Area Board was held Tuesday, June 5, 2012, at 12:00 p.m. in the Commission Chambers of 301 S. Ridgewood Avenue, Daytona Beach, FL. The following people were present:

**Board Members**

Mr. Harold Goodemote, Chair  
Mr. Al Smith, Jr.  
Ms. Tammy Kozinski  
Ms. Cathy Washington  
Mr. Robert Abraham  
Mr. Larry Robinson  
Mr. Scott Weidman (left at 1:50 p.m.)  
Mr. Daniel Harshaw  
Mr. Robert Johnson

**Staff Members Present**

Mr. Reed Berger, Redevelopment Director  
Mr. Jason Jeffries, Redevelopment Project Manager  
Ms. Carrie Lathan, Assistant City Attorney  
Ms. Jeanne Tolley, Redevelopment Technician  
Ms. Rebecca Groom, Recording Secretary

**1. Call to Order**

Mr. Goodemote called the meeting to order at 12:05 p.m.

**2. Roll Call**

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

**3. Approval of Minutes: May 1, 2012**

Mr. Johnson made a motion to approve the minutes of May 1, 2012. Ms. Washington seconded the motion and it was approved unanimously (9-0).

**4. Discussion Item: Retail Strategy**

Mr. Jeffries stated that the report prepared by Bob Gibbs, Gibbs Planning Group, was included in the packet. Also included in the packet was the report that was

prepared in conjunction with the Economic Restructuring Group and a draft of the Commercial Sign Standards.

Mr. Bob Gibbs stated that he had been working with the City for about 5 months regarding urban retail. He stated that he has identified 60 retailers who had shown interest in Daytona Beach and he would be following up with meetings with Mr. Jeffries and the interested parties. Of the 60 retailers, 40 were restaurants, 5 home furnishing businesses, 1 bank, and 5 to 6 clothing and apparel/shoe stores. He stated he was specifically focusing on fashion/apparel businesses. He stated that high-end apparel was not doable but he was pursuing upper level apparel businesses. He stated that currently retailers wanted to be in historic downtowns so it was a good time to pursue them.

Mr. Gibbs stated that he had been asked to look at the City's retail strategy. He reviewed the Sign Code and Zoning Ordinance in order to provide a point of view from the retailer. He stated that there were several cases in the Sign Code that he recommended be changed to ease the standards for potential retailers. He stated that the Sign Code only permitted one sign in front of a businesses and he recommended that in certain instances two be allowed. There were also instances where signage should be restricted.

Mr. Gibbs stated that he had met with almost every business owner in the Redevelopment Area and they were very open to his suggestions. He further stated that all but two business owners had said they were glad they located their business on Beach Street and they liked working with the City. He asked about Public Safety, cleanliness, parking, and lighting, and for the most part all were pleased with those items although some said it could be cleaner. Almost all said there was a parking challenge. Mr. Gibbs stated that some business owners park in front of their stores all day prohibiting parking by patrons. Other business owners expressed concern about cleanliness of the sidewalks in front of their businesses and thought the City should sweep in front of their businesses. Mr. Gibbs stated that the business owner was responsible for sweeping the sidewalk, not the City.

Mr. Gibbs stated that there was ample parking on Beach Street; but in some sections along South Beach Street, it was limited. He suggested opening one or two of the side streets that were closed so people could turn into one of the parking lots.

Mr. Gibbs recommended testing parking meters for half of one block at least for one season. Each parking meter space would generate about \$150,000 per year in sales and would be used by 15 to 20 customers per day while currently some spaces were occupied by the same car all day. Mr. Gibbs stated that he had spoken with property owners who would like to be part of the test.

Mr. Gibbs noted that the City's market was very strong and the City had excellent demographics, millions of visitors, and a worldwide brand name. The challenge was that Beach Street did not look that good with many of the store fronts outdated and in need of repair and 20 or 30 year outdated look. By changing awnings, signage, and paint colors, there would be improvement to the area. The City's grant program could assist property owners and he recommended that a design architect work with the business owners in selecting colors to bring up the standard.

Mr. Gibbs noted that some businesses were operating at below industry standards. He stated he met with a business owner that had 150,000 visitors annually to his store who noted that there was nowhere else for visitors to go along Beach Street.

Mr. Gibbs stated that he had worked in a lot of cities such as the City of Naples which looked similar to the current Beach Street area when he started working with them 20 years ago.

Mr. Gibbs stated that cream color buildings were currently in style. The awnings should be smaller over the windows and open on the end and blade signs should be used. He stated that the City blocks were ¼ mile long which was considered too long for ease of walkability. He noted that the best cities had blocks 300 feet long. He also noted that the streets that had been closed should be opened.

Mr. Goodemote asked about landscaping along the street.

Mr. Gibbs stated landscaping was important but the sidewalks were wide and landscaping could be added.

Mr. Goodemote stated the Master Plan was approved about two years prior. One of the first actions in the Plan was widening of sidewalks along Beach Street. He asked Mr. Gibbs if he felt there was a value or no value to widening the sidewalks along Beach Street.

Mr. Gibbs stated there was a great value for sidewalk dining since there was shade in the afternoon but the area could use more landscaping.

Mr. Smith asked about the north block and asked for Mr. Gibbs' input on the area.

Mr. Gibbs stated he met with the property owners in the north block and there was great opportunity for an anchor store in that area

Mr. Smith stated that he knew money was an issue and asked about implementation of the Master Plan and changes to the street.

Mr. Jeffries stated part of the Master Plan was to change Beach Street from 4 lanes to 2.

Mr. Gibbs agreed it should be two lanes. He stated that he had explored the possibility of incubator businesses in an effort to activate the area and would like to explore other uses closer to the water front.

Mr. Smith asked Mr. Gibbs about the feedback he has received from potential retailers. He stated that it appeared to be heavy on the restaurant side. The marketing for Downtown appeared to be more retail driven and asked if that could be matched up.

Mr. Gibbs stated he had gone through the list of 24,000 retailers who had expressed interest in locating in a northeast Florida downtown and had narrowed the list to 600 most of which were restaurants. He asked his staff to not call any more restaurants and to focus on outfitters and fashion businesses.

Mr. Goodemote asked Mr. Gibbs about the comments in his report that current businesses did not meet industry standards.

Mr. Gibbs stated that many of the restaurants and businesses were not executing as well as they could.

Mr. Smith stated that getting people to come to Downtown Daytona Beach at night was difficult.

Mr. Gibbs stated that many who dined out went to other areas and did not consider Beach Street as a place to dine out. He stated that many business owners felt Beach Street was as good as it could be. He further stated he had talked with developers about potential projects along Beach Street.

Ms. Kozinski stated that the area appeared to be closed at night because of a lack of lighting.

Mr. Gibbs stated that some fixtures need to be replaced and staff was working on that. He felt business owners needed to keep window lights on at night and that was something that should be in the business owners' lease and felt it would make a difference. He stated that in new Town Centers that were being planned, all the businesses were on one circuit and the lights remained on until 11:00 p.m.

Ms. Kozinski asked about lighting the trees.

Mr. Gibbs stated he would be 100% in support of that. The palm trees could be lit and lights could be placed across the streets and have additional during the holiday season.

Mr. Jeffries stated that he had an engineering firm look at the lighting in Downtown. The lighting spacing meets standards but some are discolored.

Ms. Kozinski asked if the City could suggest that new businesses coming in stay open after 5:00 p.m.

Mr. Gibbs stated the City probably could not regulate hours but property owners could require it in their leases. Some of the larger chain stores that he had talked to had long hours, 10 to 12 hours per days. Local stores closed at 5:00 p.m. but chain stores had Sunday and evening hours.

Mr. Goodemote noted that the last time Mr. Gibbs talked with the Board, he noted there was a 6 to 9 month period for people to recognize a business would remain open. He suggested adding a requirement to the grant program for store front lighting to remain on.

Mr. Harshaw noted that they needed standards and must adhere to those standards. Large developers would not locate in the area if the standards were not met.

Mr. Gibbs stated that the staff would have a hard job in implementing the plan.

Mr. Harshaw suggested that posters be taken out of windows.

Ms. Kozinski stated that there could be a display board for posters and announcements.

Big John, 120 State Avenue, asked Mr. Gibbs when the first out of town national retailer would be located Downtown.

Mr. Gibbs stated he did not know. He stated he had contacted 600 national, 400 regional, and 200 local businesses but he could not promise that any of them would come.

**5. Discussion Item: Downtown Parking**

Mr. Goodemote noted the item had been discussed as part of the Retail Strategy.

**6. Discussion Item: Design Standards for Signs**

Mr. Jeffries stated that a subcommittee of the Historic Preservation Board developed recommendations. Mr. Gibbs was given the report to review and his comments were noted in the report. Mr. Jeffries asked for feedback individually from the Board then those comments would come back to the Board for review

and then will be presented to the Historic Board. The City Commission would make the final decision on the recommendations.

Mr. Goodemote asked about the recommendations.

Mr. Gibbs stated that if a sign was on a highway, he would recommend allowing twice as much signage as on a main street.

Mr. Jeffries stated he could come back with a complete proposal next month with a recommendation to the Planning Board, or it could be discussed again at next month's meeting.

Mr. Goodemote stated he felt the Board should have another opportunity to discuss the standards and specifically asked about awnings.

Mr. Jeffries stated that in the current code, internally lit awnings were permitted. He suggested setting a date certain for compliance.

Mr. Gibbs stated that he suggested a sunset clause that specified a date for compliance. That would have to be determined in conjunction with a grant program.

Ms. Kozinski stated that she had a large coffee cup sign in her doorway and asked if something similar would be approved for other businesses.

Mr. Jeffries stated it would be allowed but there may be limitations on size.

Mr. Smith asked when the committee last met.

Mr. Jeffries stated they met in June 2010.

Mr. Smith asked if the committee should be reformed and have them review Mr. Gibbs' comments.

Ms. Kozinski asked if the committee still existed.

Mr. Jeffries stated the committee was driven by the Historic Board with 3 members of the Historic Board and a member from the Downtown/Balough Road Board.

Ms. Lathan stated there could be another subcommittee formed to include a person from the Downtown/Balough Road Board.

Mr. Jeffries stated that if the Board passed the recommendations, it would go to the Planning Board and then to the City Commission.

Mr. Goodemote stated that he had comments on the proposal and asked if he could forward them to Mr. Jeffries.

Mr. Jeffries stated that the Board members could email their comments to him and he would compile a list to be provided to the Board next month.

Mr. Harshaw asked if he could receive copies of other cities standards.

Mr. Jeffries stated he would provide that information to the Board. He noted that there were many common ideas among the various cities and many standards were basically the same.

Mr. Weidman asked Mr. Gibbs about Downtown needing a facelift and asked what he felt was the one most important thing.

Mr. Gibbs stated that changing the color of the buildings would be 80% better. If color, signage, and awnings were improved, it would be 90% better. He stated the buildings need to be cream in color.

Mr. Harshaw asked about aqua.

Mr. Gibbs responded that was out of style.

Ms. Kozinski asked about color and making it fit.

Mr. Gibbs stated that the color had to match the business model but some businesses needed to have strong colors and trim colors should be lighter. He said the City should use a designer to determine colors for individual buildings.

Mr. Jeffries stated the current code allowed trim colors to be darker.

Mr. Weidman asked about the subsidy for the grants. He asked if the requirement should be changed for high priority façade issues.

Mr. Jeffries stated that had already been changed.

Ms. Kozinski stated that painting was the cheapest way to change things.

**7. C1205-001, Sign Permit, Scuttlebutts Restaurant**

Mr. Berger presented the staff report, a copy of which is hereto attached and made part of the record. He stated that design standards provided for channel lettering

and the sign that had been applied for did not have individual letters but they had the lettering projecting from the sign box. Mr. Berger presented slides of signs that are appropriate and what is inappropriate.

Mr. Ray Webb, Kenco Sign & Awning, representing Scuttlebutts stated he applied for a permit April 14 but did not receive an answer from staff. He stated the awning was approved with lettering. Mr. Webb stated that he recommended to his client that the color be changed on the awning to blue to match the proposed sign. He stated that the restaurant was opened last Monday without signage and the proposed sign did fit into the code. He stated it was a channel letter sign and the letters were individualized inside a body of metal. Mr. Webb stated what he had presented had been met with resistance from staff.

Mr. Goodemote stated Scuttlebutts had been to the Board before concerning a manhole issue and noted the CRA had helped the owner in the past. He stated that it was not a requirement for Mr. Webb to appear before the Board but was an avenue to appeal the denial of the permit.

Mr. Webb stated that the permit was denied a few days prior and he felt the business owner had been treated unfairly by staff.

Mr. Goodemote noted the Board would not address the efficiency of staff.

Mr. Berger asked Mr. Jeffries to provide the information on the time line. He further stated he had a conversation the previous week with the property owner and explained the only issue that was outstanding was channel lettering for one wall sign. The window sign and awning were approved.

Mr. Webb asked that the Board review the matter and allow it to go forward and noted the applicant was anxious to get the sign up.

Mr. Abraham asked if the sign had been fabricated.

Mr. Webb stated no.

Mr. Jeffries stated that the sign was applied for on April 20 and reviewed internally but was not received in his office until May 7. Mr. Webb was provided comments on May 11 and which was after the May meeting so June was the first opportunity to be on a Board agenda. Mr. Jeffries also noted that he had talked to the business owner and told her how design standards could be applied to get the permit processed and he was concerned the sign did not have channel lettering.

Mr. Abraham asked if channel lettering was addressed in the code.

Mr. Jeffries noted that channel letters was not defined in the code so staff had to follow the redevelopment design standards.

Mr. Abraham asked if channel lettering was individually suspended on the building.

Mr. Jeffries stated yes.

Mr. Goodemote asked what Mr. Jeffries considered the sign at Rhokkoh's.

Mr. Jeffries stated it was a sign box.

Mr. Abraham asked if channel lettering was more expensive.

Mr. Jeffries said yes.

Mr. Weidman asked about the proposal from the subcommittee that had been provided to the Board and asked if that was in the Code. He read a section that noted this would be prohibited and asked what the code was currently.

Mr. Jeffries stated the current document was not clear. Some signs were internally lit and not appropriate to Downtown.

Ms. Lathan stated the current code stated that the sign shall be compatible with signs on adjoining premises. The Board was to determine if the sign was compatible with adjoining premises.

Mr. Webb noted that the sign at Rhokkoh's was a channel letter bullet. Under the current ordinance, he felt the sign should be allowed and the review was not done in a timely manner.

Mr. Goodemote asked if the blue in the sign was 100% obscured.

Mr. Webb stated yes. The only light that would come through was side lighting and it was LED illuminated from the rear.

Mr. Harshaw asked if it was one box.

Mr. Goodemote stated yes.

Mr. Harshaw asked if there was another box below it

Mr. Webb said the words "Pub Restaurant" were channel lettering and they were individualized.

Mr. Abraham stated that what made it confusing was the channel lettering and non-channel lettering.

Mr. Robinson stated there was no box and the letters were actually cut out.

Mr. Webb stated it was a plasma cut that followed the light of the letters.

Mr. Robinson stated it was not individual letters and was script writing.

Mr. Webb stated yes.

Mr. Weidman asked if it was going to be a box with lighting behind it.

Mr. Webb stated no.

Mr. Weidman asked if it would be individual letters individually lit.

Mr. Webb stated yes. He stated the box was blue and the lettering was white.

Mr. Harshaw asked how the goose neck lights in front of the business would affect the lighting.

Mr. Webb stated the lights there before he started the project and the lighting would combat each other.

Mr. Harshaw asked if the 4 lights would remain but the property owner would not use them.

Mr. Webb stated he thought so. The owner did have them painted.

Mr. Harshaw stated he had an issue with dead bulbs on the building.

Mr. Webb stated the lights could be lit after hours when the sign was not illuminated.

Ms. Kozinski noted that Jessups' was illuminated at night.

### **Board Action**

Mr. Smith made a motion to approve the sign as it existed with the understanding that the white was the only part that would show and it would be back lit. Mr. Johnson seconded the motion 6-3 with Ms. Kozinski, Mr. Abraham, and Mr. Harshaw casting the negative votes.

Mr. Weidman left the meeting at 1:50 p.m.

**8. DEV2012-059, LDC Text Amendment, Assisted Living Facilities**

Mr. Jeffries stated that the item related to the Assisted Living Facility reviewed by the Board the previous month. The use could not be allowed through a Planned Development, since it was defined as a community residential home which was prohibited in the Downtown Redevelopment Area. Therefore, a text change was needed to clarify that assisted living facilities were not prohibited in Redevelopment Areas. They would be allowed where community residential homes were already permitted as a conditional use. In Downtown, assisted living facilities would be conditional uses in the R-3, T-2 and BP.

**Board Action**

Mr. Abraham made a motion to approve the amendment to the Land Development Code, Article 2 (Definitions), Section 3(Use Designations), to add a definition for Assisted Living Facilities and amend the definition for community residential homes. Mr. Robinson seconded the motion and it was approved (7-1) with Ms. Kozinski casting the negative vote.

Mr. Jeffries advised this item would go to the Planning Board at their June meeting.

**9. Redevelopment Project Updates**

Mr. Jeffries stated there were no other project updates. He noted that the Marketing Plan would be presented to the City Commission acting as the CRA on June 6 at 6:00 p.m.

Mr. Smith asked if there were other items on the CRA agenda.

Mr. Berger stated that the Memorandum of Understanding for a large hotel on South Atlantic Avenue was on the agenda.

**10. Public Comments**

There were no public comments.

**11. Board Comments**

Mr. Berger stated he wanted to give the Board some background on the accomplishments of Mr. Gibbs. Mr. Gibbs had written in a book that was published in December about the subject of retail and was teaching at Harvard Design School this summer. He had many skill sets that were looked for around the country.

Ms. Kozinski asked what was going on at the corner of Magnolia Avenue and Beach Street. She noted there was a garbage can there so they must have water service.

Mr. Berger stated he was not aware of any activity but would ask the Fire Department to contact the property owner regarding an inspection.

Mr. Goodemote stated that Police and Code Enforcement had not attended the meetings and the Board had not received reports from them.

Mr. Jeffries stated it was an oversight.

Mr. Goodemote asked that the Board receive their packets a week before the meeting so they could have an opportunity to review the material.

Mr. Jeffries stated that the Board was provided the material as soon as he received it.

Mr. Johnson stated that he was away on weekends and it was difficult to review information on his cell phone.

Mr. Goodemote asked about the dog park and asked how it was approved without the Board's review.

Mr. Berger stated it was not in the Master Plan and it was a last minute request to be put on the CRA agenda. He stated that many times capital projects did not go to any redevelopment board because it was not required by the LDC. Staff was asked after the Board's meeting to put the item on the CRA agenda. A fence had been placed on the island in a way that would not interfere with events and could be removed. He stated it was an attempt to help with the homeless issue by having more people on the island.

Mr. Goodemote stated that if they were going to spend money on Manatee Island, putting a canopy on the stage should be a high priority.

Mr. Smith stated that the Board had been involved every step of the way in the development of Manatee Island and the dog park lady had made a presentation to the Board. The Board also heard presentations on butterfly parks but a \$20,000 fence bypassed the Board and went right to the City Commission. He noted one Commission member asked why the item was not presented to the advisory board. He stated the item should have been brought to the Board because the Board's role was to advise.

Mr. Goodemote asked for the status of the butterfly garden lease.

Mr. Jeffries stated there were issues with the lease.

Big John stated that he felt badly about the lack of respect the Board was receiving. He asked when the park would open.

Mr. Berger stated it would be open the end of July.

Mr. Smith asked about the marketing plan. He noted other marketing plans had been presented to the Board. He asked if it would go directly from the DDA to the CRA.

Mr. Jeffries stated yes and noted that it was a presentation, not an item for a vote.

Mr. Smith stated that he felt the Board should be notified.

Mr. Jeffries stated that the Board had received the marketing plan and talked about it a couple of months before and the Board was copied on the DDA packet. The DDA had accepted the plan and it was moving forward.

Mr. Smith asked if the DDA had heard a presentation by Bob Gibbs.

Mr. Jeffries stated yes, everyone had the same information and when Mr. Gibbs was in town, he or his staff met with Cheryl Cook.

Mr. Abraham stated that he suggested Mr. Gold meet with Bob Gibbs so they were on the same page.

Mr. Jeffries stated that Keith Gold and Bob Gibbs had met and discussed ideas and there were some differing opinions.

Mr. Abraham stated that he told Mr. Gold that he did not want to bring people Downtown and then have people be disappointed in the product. He noted Bob Gibbs was going after retailers and Keith Gold was going after customers with the goal being a more vibrant Downtown.

Mr. Smith stated they had to market who they were today, not who they wanted to be.

Mr. Harshaw commented on the sign issue that was presented to the Board today. He stated that it was important they talk about standards and hold firm.

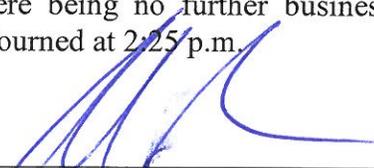
Mr. Goodemote stated there was a series of letters in raceways and individual letters in channel lettering.

Mr. Harshaw again expressed concern about the lights not being turned on over the sign at Scuttlebutts.

Ms. Kozinski talked about the steps that were in the plan to lead down to the riverfront. She felt that would bring people Downtown because they would have access to the river and steps were not expensive.

12. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 2:25 p.m.

  
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Harold Goodemote, Chairman  
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Rebecca Groom  
Recording Secretary