

**DOWNTOWN-BALLOUGH ROAD
REDEVELOPMENT AREA BOARD
MINUTES
Tuesday, July 10, 2012**

A meeting of the Downtown-Balough Road Redevelopment Area Board was held Tuesday, July 10, 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. Al Smith, Jr.
Ms. Tammy Kozinski
Ms. Cathy Washington
Mr. Robert Abraham
Mr. Larry Robinson
Mr. Scott Weidman
Mr. Daniel Harshaw

Board Members Absent

Mr. Harold Goodemote, Chair
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. Becky Groom, Recording Secretary

1. Call to Order

Mr. Smith 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: June 5, 2012

Mr. Harshaw made a motion to approve the minutes of June 5, 2012. Ms. Kozinski seconded the motion and it was approved unanimously (7-0).

Mr. Smith thanked Mr. Jeffries for getting the material to the Board in a timely manner.

Mr. Jeffries introduced Captain James Newcomb of the Daytona Beach Police Department. He stated that Capt. Newcomb was the new Captain for the area and would be at the merchant meeting on July 11.

Capt. Newcomb stated that he would leave his business cards should any of the Board members need to contact him. He stated that patrols had been increased in the area.

Ms. Kozinski asked if Capt. Newcomb could address the issues of people pushing shopping carts around.

Capt. Newcomb stated that arrests had been made for the theft of shopping carts.

Addendum to Agenda – Item A-1 – DEV 2012-066, Conditional Use, White Robin LLC

Mr. Jeffries stated the request was for approval of a conditional use for the location of a real estate office at 204 N. Beach Street.

Board Action

Mr. Abraham made a motion to approve DEV2012-066, Conditional Use, White Robin LLC. Mr. Robinson second the motion and it was approved unanimously (7-0).

4. Discussion Item: Retail Strategy

Mr. Jeffries stated this strategy had been presented to Mr. Gibbs for his review. Mr. Gibbs' revisions will be incorporated and presented to the Board for review.

5. Discussion Item: Riverfront Shops of Daytona Beach Marketing Campaign (Strategic Marketing Plan)

Mr. Jeffries stated that at the last meeting, the Board asked about the work Gold & Associates was doing for the Downtown Development Authority (DDA).

Mr. Abraham stated that he asked that the Redevelopment Board be brought up to date on the Downtown marketing campaign being done for the DDA, since the work of Gold & Associates and Bob Gibbs overlapped.

Mr. Jeffries presented the video of the City Commission Meeting where Keith Gold made a presentation to the Commission on the work being done by Gold & Associates.

Mr. Jeffries stated that since the presentation was made to the City Commission, Gold & Associates had done a photo shoot that would be used on the website, in rack brochures and other materials prepared by Gold & Associates.

Mr. Jeffries stated that he will be meeting with the merchants on July 11 at 9:30. The DDA was moving into the execution of the marketing plan.

Mr. Smith asked that Mr. Jeffries review the budget.

Mr. Jeffries stated that the DDA had \$100,000 revenue and \$60,000 had been allocated to marketing. The DDA had allocated \$20,000 for support of events, such as the Art Festival and other events that were supported by the DDA through payment of permit fees. The marketing supports by the DDA for other events in Downtown were outlined on Page 53 of the packet. Co-op marketing was also budgeted and included the News Journal gang page, rack cards, the hotel book, and possibly a restaurant guide. The DDA also had technical costs for maintaining the web site and professional fees for Gold & Associates.

Mr. Smith expressed concern about marketing the area as a retail destination with so few retail stores. He did not feel people should be directed to something that could not be provided.

Mr. Jeffries stated that Bob Gibbs and Keith Gold had expressed the same concerns as well as the DDA. He stated the interconnect between Bob Gibbs and Keith Gold was that Bob Gibbs was attracting retailers and Keith Gold was attracting customers.

Mr. Smith asked if funds were set aside for the web site.

Mr. Jeffries stated that funding for the web site was part of the \$60,000.

Mr. Harshaw asked if the web site would be linked with other sites, such as Bike Week.

Mr. Jeffries stated that SEM advertising will be used to attract customers to the Riverfront Shops web site. He stated that the proposed pricing schedule for co-op advertising would be given to the merchants.

Mr. Harshaw asked about the pricing schedule for advertising and asked if it was fair.

Ms. Kozinski stated she did not feel there was a return on the investment of printed advertising. She further stated that, as a merchant, perhaps she needed to be reminded of how to do things and to listen to the advice of Gold & Associates.

Mr. Harshaw asked what would happen if the merchants did not buy in.

Mr. Jeffries stated that 6 restaurants of 20 would need to buy in to support the advertising and noted that not every business would purchase every month. A price was provided for packaging the advertising but individual products could be purchased. He noted the DDA had not been involved in marketing in the past. It had been handled by the DDPA.

Mr. Harshaw asked if the web site was linkable.

Mr. Jeffries stated yes and every Downtown business would be listed on the web site with links to merchant web sites.

Ms. Kozinski stated that she felt rack cards were often picked up by children who were attracted to the pictures and then were thrown away and not used for the purpose intended.

Mr. Smith stated he thought the rack cards worked.

Mr. Smith stated that he was part of the group that applied for marketing of Downtown. He felt what made New Smyrna Beach and DeLand successful was that they consistently had events drawing people to their downtowns. He stated that he did not feel there was sufficient funding to “brand” the downtown area and he disagreed with the proposed direction feeling it was a waste of time and money.

Mr. Abraham asked who paid for the events in DeLand and New Smyrna Beach.

Mr. Smith stated that DeLand had a Main Street program that supported the events. In New Smyrna, there were City funds and CVB funds to support events.

Mr. Abraham asked if they could have both going on at the same time, the image building and event activities. He further stated that it was all market driven.

Mr. Jeffries stated that the DDA approved criteria to support significant Downtown events but the key element missing was that the DDA did not have the resources to directly host events. In New Smyrna and DeLand, the merchants group was putting on events.

Mr. Berger stated that from a redevelopment perspective, holding events and getting people to Downtown was important and they had to make that their goal and have an event at least once a quarter. He felt the branding was important because that was what New Smyrna and DeLand had done and Daytona Beach should learn from what they had done.

Ms. Kozinski stated that Front Porch Friday had gained momentum with doing Movies Under the Stars. She asked if there would be another car show event.

Mr. Smith stated that the coordinator wanted to take a year off so it was not being planned for the upcoming year.

Ms. Kozinski stated that they needed to get volunteers to put events together.

Ms. Washington expressed concerns about the pictures of Downtown not having people in them and being scenic was not enough.

Mr. Jeffries stated the photos were from before the photo shoot.

Mr. Berger stated photos from the Art Festival and Cinematique could be included.

Mr. Harshaw stated there were no signs designating Downtown so most people drove by the area on their way to the beach without stopping or even knowing it was there.

Mr. Berger stated there was a way-finding proposal that would be going to the City Commission for approval.

Mr. Jeffries stated there were banner brackets on International Speedway Boulevard and new banners would be designed indicating the Downtown area.

Mr. Smith stated businesses on the south end of the street could have events on the sidewalks because of their width but further north the sidewalks were not as wide.

Ms. Kozinski stated it was difficult to get the merchants to participate; and some established businesses do not care about the other businesses.

Mr. Smith stated that he felt the older businesses were on board and did not know of one opposed to the event.

Ms. Kozinski asked for the status of the floating dock.

Mr. Berger stated the idea had been shared but no action had been taken.

Mr. Smith stated that he appreciated Mr. Jeffries' efforts in the marketing campaign.

6. Discussion Item: Design Standards for Signs

Mr. Jeffries provided the Board with the draft that was put together by the Historic Preservation Board subcommittee. The draft was provided to Bob Gibbs for his review and he asked for the Board's feedback on Mr. Gibbs' suggested changes.

Mr. Jeffries stated that many of the signs on Beach Street look dated and paint colors, awnings, and signage needed updating. He stated the new design standards proposed cream or light colors for buildings.

Mr. Harshaw stated he thought buildings could be 90% and asked if that was being reversed.

Mr. Jeffries stated that tans or taupes were to be used and the trim color should be lighter than the body color of the building.

Mr. Smith asked if the intent was to match up the standards with what Mr. Gibbs was suggesting.

Mr. Jeffries stated yes and that would be drafted into the design standards; and the standards brought back to the Board at their next meeting.

Mr. Harshaw asked if a permit was required to paint a building.

Mr. Jeffries stated that a property owner must get a letter from the Redevelopment Department in order to change the color but a permit was not needed.

Mr. Harshaw asked if the letter is required if the color was not being changed.

Mr. Jeffries stated he look into the issue.

Mr. Jeffries stated that the general standards stated a sign should not protrude above the roof and recommended that remain. He further stated that the Land Development Code prohibited roof signs. He noted that the purpose of signage was to locate the business and not for advertising. It was proposed that there be no lit signs in order to keep with the historic area and Mr. Gibbs suggested businesses use high quality signage but do not limit creativity.

Ms. Kozinski asked if wall signs would be limited to one per building.

Mr. Jeffries stated it would be limited to one per business for projecting signs. He stated that Mr. Gibbs encouraged projecting signs for upper floor tenants since he felt the more signs, the busier the street appeared. The signs would display the business name only.

Mr. Jeffries stated that clarification would be needed for the awning and canopy standards because the current code co-mingled those items. Awnings were fabric over the windows and a canopy was a more rigid structure and Mr. Gibbs recommended fabric awnings. Mr. Jeffries stated the rigid awnings were dated and awnings with open sides were encouraged.

Mr. Jeffries stated that window signs should be limited to one per window. He stated a few businesses had neon signs; and those should be limited to one per window and should be located one foot off of the window. Temporary sale signs or posters would be permitted but posters promoting events will not be permitted.

Mr. Harshaw asked if a poster to promote your own business, could be used not someone else's.

Mr. Jeffries stated yes.

Mr. Harshaw asked if businesses, such as Coastal Awning, would be notified of the proposed rules so they would know requirements when contacted to replace existing awnings.

Mr. Jeffries stated that a business would have to get a permit to replace an awning so that would be addressed at that time. He stated that he wanted to talk about sunseting the signs and noted there was an amortization process in the code.

Ms. Lathan stated the purpose was that if someone just installed a new sign, the City could not approach them to tell them it had to be brought up to code. This would be addressed in the Land Development Code.

Mr. Jeffries asked if the Board wanted to pursue the sunseting clause.

Mr. Smith stated that staff would have to do a better job of selling it to the merchants.

Mr. Abraham stated it was important to get it done and asked if the grant program was available.

Mr. Jeffries stated yes and it would be discussed at a future merchants meeting. He asked if the Board would like him to discuss it with the merchants before the Board made a recommendation.

Mr. Smith stated yes.

Ms. Washington stated the merchants should be consulted before the Board acted on the item.

Mr. Jeffries stated he would talk with the merchants and property owners and provide the Board with feedback. He also stated that the Historic Preservation Board would have to review the recommendations.

Ms. Kozinski stated that she felt the City would not be able to draw a national brand store to the area if they did not adhere to the standards and she supported the sunseting proposal. She said Mr. Gibbs had made himself available to the merchants and many of them were implementing his suggestions.

Mr. Weidman asked if there were repercussions if a business did not comply.

Ms. Lathan stated it would become a Code Enforcement issue.

Mr. Jeffries stated that a sunset clause had been enacted in the past regarding fences. Individual letters would be sent to the merchants notifying them of the new standards if adopted.

Ms. Kozinski stated there was a business that had a garage door pulled down at night and asked if that was addressed in the standards.

Mr. Jeffries stated that business was not doing that anymore and that was an item that was pointed out to the business owner by Mr. Gibbs.

Mr. Jeffries stated that another opportunity for signs was a pole sign on the street and asked if the Board was interested in that type of sign. It would be a pole sign in the right of way with business names on the pole. To allow it would require a change in the Land Development Code. There was no objection from Board members regarding the proposal.

Mr. Jeffries stated the process would be for the proposal to be presented to the merchants and then the Historic Advisory Board. The proposal would come back to the Downtown-Ballough Road Board in final form at its September meeting.

7. Redevelopment Project Updates

Mr. Jeffries stated the Plaza ribbon cutting was set for July 11 at 9:00 a.m. and the merchants meeting would be at 9:30 a.m. Mr. Gibbs was receiving feedback from retailers about the area and that report would be provided to the Board.

Mr. Smith asked about the vacant car lots and stated that he understood that the lots were to be landscaped.

Mr. Berger stated that he had asked for a response from the property owner's representative as to when the landscaping will occur. He stated he had been told there were environmental concerns which had prohibited the landscaping so he had asked the owner's representative for clarification on those concerns.

Mr. Smith stated maintenance was needed on the lots.

Mr. Weidman asked if the chain link fence was going to remain on the vacant lots.

Mr. Berger stated no.

Mr. Harshaw stated that he thought the foundations were to be removed from the vacant car lots.

Mr. Berger stated that there was a question as to what was underneath the foundations.

Mr. Jeffries stated that the proposed definition for the ALF project was not approved by the Planning Board. Approval was needed on the definition for the ALF project to go forward. The developer was requesting to rezone the entire project to RDD-3 and the request will be presented to the Downtown-Balough Board at its August meeting.

Mr. Harshaw stated that he attended the Planning Board meeting. He stated he thought the request was for senior citizens; however, the code change would have permitted anyone 18 or older to reside in the facility.

Mr. Jeffries stated that concerns were raised that the ALF fell under social services in State Statutes and stated that staff was told the facility was for the elderly.

Ms. Kozinski asked about the dog park.

Mr. Berger stated that they were getting bids and a sign explaining rules would need to be installed.

Mr. Harshaw asked if the request for dogs to be allowed at diners had been approved by the City Commission.

Mr. Jeffries stated that it was recently presented to the Planning Board and would be presented to the City Commission in September.

8. Public Comments

Mr. John Nicholson, 413 N. Grandview Avenue, expressed concerns about the boundaries as to what was defined as the Downtown area. He stated that he felt the Main Street area could benefit from a streetscape.

9. Board Comments

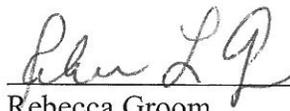
There were no Board comments.

10. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 2:10 p.m.



Al Smith, Jr., Vice Chair



Rebecca Groom
Recording Secretary