

**DOWNTOWN-BALLOUGH ROAD
REDEVELOPMENT AREA BOARD
MINUTES
Tuesday, August 7, 2012**

A meeting of the Downtown-Balough Road Redevelopment Area Board was held Tuesday, August 7, 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. Robert Johnson
Mr. Al Smith, Jr.
Ms. Tammy Kozinski
Ms. Cathy Washington
Mr. Robert Abraham
Mr. Larry Robinson
Mr. Daniel Harshaw

Board Members Absent

Mr. Scott Weidman

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Jason Jeffries, Redevelopment Project Manager
Ms. Bob Jagger, Deputy City Attorney
Ms. Jeanne Tolley, Redevelopment Technician
Ms. Becky Groom, Recording Secretary

1. Call to Order

Mr. Goodemote called the meeting to order at 12:10 p.m.

2. Roll Call

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

3. Approval of Minutes: July 10, 2012

Ms. Kozinski made a motion to approve the minutes of July 10, 2012. Ms. Washington seconded the motion and it was approved unanimously (8-0).

4. **DEV2011-010, Zoning Map Amendment, 400 Beach Street Acquisition**

Mr. Jeffries stated the request was for a Zoning Map Amendment and was previously presented to the Board as Renaissance Place. He stated request was to rezone property at the corner of Mullally Street and Daytona Street from the Beach Street condo RPUD to RDD-3 (Commercial) and RP (Residential Professional) in order to facilitate development consistent with the core Downtown area. He stated staff recommended approval then the request would go before the Planning Board for review.

Mr. Rob Merrell, representing the applicant, stated the ALF PUD proposal that the Board had previously approved was presented to the Planning Board and they did not recommend approval.

Board Action

Ms. Washington made a motion to approve the Zoning Map Amendment, 400 Beach Street Acquisition. Mr. Johnson seconded the motion and it was approved unanimously (8-0).

Mr. Smith asked Mr. Merrell if there were proposed plans for the property.

Mr. Merrell stated the previous approval had plans were for an ALF. He stated there had been conversations with developers but there were no contracts in place.

Mr. Goodemote asked that Mr. Merrell review the minutes from the July 20, 2012, meeting concerning the landscaping and maintenance of the property.

Mr. Merrell stated that he was not handling the environmental aspects of the property. The environmental assessment was being done in a public-private partnership with the City through a Brownfield program. He stated the buildings had been demolished but the foundations were still in place and the environmental assessment of the properties under the slabs continued. He stated he was confident there would be some sort of remediation.

Mr. Berger stated he had talked with Mr. Merrell about the property and would like to see the frontage with the fence landscaped.

Mr. Merrell stated he would see about making improvements to the property.

Ms. Kozinski asked if the tall weeds could be cut down.

Mr. Merrell said he was not responsible for maintenance of the property but he would look into it.

5. Discussion Item: Retail Strategy

Mr. Jeffries stated he was working with Mr. Gibbs on retail recruitment and they would be attending the ICSC show in August. Their goal at the conference would be to follow up with potential retailers and restaurants interested in locating in the Daytona Beach area.

Mr. Jeffries stated there was a merchant meeting the week before and parking issues and design standards were discussed. He stated that the merchants had been emailed the information but he had not received any comments back from them. Mr. Jeffries stated the next step would be to finalize the document based on Mr. Gibbs' comments.

Mr. Smith asked if Mr. Gibbs had talked to any local brokers.

Mr. Jeffries stated that Mr. Gibbs had met with Dwight Selby, Buddy Budianski, and representatives of Jack White Land Company.

Mr. Goodemote asked if the inventory of available spaces in the Downtown area had been completed.

Mr. Jeffries stated that the first floor retail spaces were ever changing but he had a spread sheet of the properties which he tried to keep updated.

6. Discussion Item: Downtown Parking

Mr. Jeffries stated that Downtown parking was discussed with the merchants which included a discussion about parking meters on Beach Street. He stated he had followed up with property owners and merchants who did not attend the meeting and based on responses, most of the support for parking meters is in the south block between Orange Avenue and Magnolia Avenue.

Mr. Goodemote asked when the decision would be made if meters would be installed.

Mr. Jeffries stated there would be another merchant meeting in a couple of weeks. He would work to determine the costs for the parking meters then present the information to the Board.

Ms. Kozinski stated that her business was located on the block and supports the installation of the meters. She stated she would not like to see a cut-off time for free parking in the evenings due to the use of parking spaces at her business for

people attending the baseball games at Jackie Robinson. She asked that monies collected from the meters to stay in the Downtown area for beautification not into the General Fund.

Ms. Washington asked who would pay for the cost of purchasing and the installation of the meters.

Mr. Jeffries stated the CRA.

Ms. Washington asked where the funds would go once collected.

Mr. Berger stated that some of the parking lots kept the funds for maintenance but he would check and get back to the Board.

Ms. Washington asked if there was upkeep on the meters and how maintenance would be handled.

Mr. Jeffries stated operation and enforcement would become part of the LAZ contract which the City was using to enforce the meters around the Ocean Center. He stated that CRA funds would pay for maintenance of the equipment.

Mr. Berger stated the money from the meters was collected as revenue and part of that money went back to maintain the system. He stated that Mr. Wetzel could better speak to the issue.

Mr. Goodemote stated that he did not feel there would be objections as long as the funds were used for maintenance.

Mr. Harshaw stated he was not opposed to the meters but his concern was the back parking lots. He stated that employees of the businesses along ISB used the 3 hour parking lot all day and he thought it should be monitored.

Mr. Smith stated he thought the purpose of the parking meters was to force business owners and employees to not use the parking spaces along Beach Street so they would be available for customers.

Mr. Jeffries stated that Mr. Gibbs stated in his recommendation that people would pay for the convenience of parking in front of a business, thereby creating a turnover in the parking spaces. He stated the website would let people know there was free parking.

Mr. Harshaw stated that he would like to see meters on ISB. He stated there were business owners parking in front of their businesses all day so there was no parking on ISB for customers.

**DOWNTOWN-BALLOUGH ROAD
REDEVELOPMENT AREA BOARD
MINUTES
Tuesday, August 7, 2012**

A meeting of the Downtown-Balough Road Redevelopment Area Board was held Tuesday, August 7, 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. Robert Johnson
Mr. Al Smith, Jr.
Ms. Tammy Kozinski
Ms. Cathy Washington
Mr. Robert Abraham
Mr. Larry Robinson
Mr. Daniel Harshaw

Board Members Absent

Mr. Scott Weidman

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Jason Jeffries, Redevelopment Project Manager
Ms. Bob Jagger, Deputy City Attorney
Ms. Jeanne Tolley, Redevelopment Technician
Ms. Becky Groom, Recording Secretary

1. Call to Order

Mr. Goodemote called the meeting to order at 12:10 p.m.

2. Roll Call

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

3. Approval of Minutes: July 10, 2012

Ms. Kozinski made a motion to approve the minutes of July 10, 2012. Ms. Washington seconded the motion and it was approved unanimously (8-0).

4. **DEV2011-010, Zoning Map Amendment, 400 Beach Street Acquisition**

Mr. Jeffries stated the request was for a Zoning Map Amendment and was previously presented to the Board as Renaissance Place. He stated request was to rezone property at the corner of Mullally Street and Daytona Street from the Beach Street condo RPUD to RDD-3 (Commercial) and RP (Residential Professional) in order to facilitate development consistent with the core Downtown area. He stated staff recommended approval then the request would go before the Planning Board for review.

Mr. Rob Merrell, representing the applicant, stated the ALF PUD proposal that the Board had previously approved was presented to the Planning Board and they did not recommend approval.

Board Action

Ms. Washington made a motion to approve the Zoning Map Amendment, 400 Beach Street Acquisition. Mr. Johnson seconded the motion and it was approved unanimously (8-0).

Mr. Smith asked Mr. Merrell if there were proposed plans for the property.

Mr. Merrell stated the previous approval had plans were for an ALF. He stated there had been conversations with developers but there were no contracts in place.

Mr. Goodemote asked that Mr. Merrell review the minutes from the July 20, 2012, meeting concerning the landscaping and maintenance of the property.

Mr. Merrell stated that he was not handling the environmental aspects of the property. The environmental assessment was being done in a public-private partnership with the City through a Brownfield program. He stated the buildings had been demolished but the foundations were still in place and the environmental assessment of the properties under the slabs continued. He stated he was confident there would be some sort of remediation.

Mr. Berger stated he had talked with Mr. Merrell about the property and would like to see the frontage with the fence landscaped.

Mr. Merrell stated he would see about making improvements to the property.

Ms. Kozinski asked if the tall weeds could be cut down.

Mr. Merrell said he was not responsible for maintenance of the property but he would look into it.

5. Discussion Item: Retail Strategy

Mr. Jeffries stated he was working with Mr. Gibbs on retail recruitment and they would be attending the ICSC show in August. Their goal at the conference would be to follow up with potential retailers and restaurants interested in locating in the Daytona Beach area.

Mr. Jeffries stated there was a merchant meeting the week before and parking issues and design standards were discussed. He stated that the merchants had been emailed the information but he had not received any comments back from them. Mr. Jeffries stated the next step would be to finalize the document based on Mr. Gibbs' comments.

Mr. Smith asked if Mr. Gibbs had talked to any local brokers.

Mr. Jeffries stated that Mr. Gibbs had met with Dwight Selby, Buddy Budianski, and representatives of Jack White Land Company.

Mr. Goodemote asked if the inventory of available spaces in the Downtown area had been completed.

Mr. Jeffries stated that the first floor retail spaces were ever changing but he had a spread sheet of the properties which he tried to keep updated.

6. Discussion Item: Downtown Parking

Mr. Jeffries stated that Downtown parking was discussed with the merchants which included a discussion about parking meters on Beach Street. He stated he had followed up with property owners and merchants who did not attend the meeting and based on responses, most of the support for parking meters is in the south block between Orange Avenue and Magnolia Avenue.

Mr. Goodemote asked when the decision would be made if meters would be installed.

Mr. Jeffries stated there would be another merchant meeting in a couple of weeks. He would work to determine the costs for the parking meters then present the information to the Board.

Ms. Kozinski stated that her business was located on the block and supports the installation of the meters. She stated she would not like to see a cut-off time for free parking in the evenings due to the use of parking spaces at her business for

people attending the baseball games at Jackie Robinson. She asked that monies collected from the meters to stay in the Downtown area for beautification not into the General Fund.

Ms. Washington asked who would pay for the cost of purchasing and the installation of the meters.

Mr. Jeffries stated the CRA.

Ms. Washington asked where the funds would go once collected.

Mr. Berger stated that some of the parking lots kept the funds for maintenance but he would check and get back to the Board.

Ms. Washington asked if there was upkeep on the meters and how maintenance would be handled.

Mr. Jeffries stated operation and enforcement would become part of the LAZ contract which the City was using to enforce the meters around the Ocean Center. He stated that CRA funds would pay for maintenance of the equipment.

Mr. Berger stated the money from the meters was collected as revenue and part of that money went back to maintain the system. He stated that Mr. Wetzel could better speak to the issue.

Mr. Goodemote stated that he did not feel there would be objections as long as the funds were used for maintenance.

Mr. Harshaw stated he was not opposed to the meters but his concern was the back parking lots. He stated that employees of the businesses along ISB used the 3 hour parking lot all day and he thought it should be monitored.

Mr. Smith stated he thought the purpose of the parking meters was to force business owners and employees to not use the parking spaces along Beach Street so they would be available for customers.

Mr. Jeffries stated that Mr. Gibbs stated in his recommendation that people would pay for the convenience of parking in front of a business, thereby creating a turnover in the parking spaces. He stated the website would let people know there was free parking.

Mr. Harshaw stated that he would like to see meters on ISB. He stated there were business owners parking in front of their businesses all day so there was no parking on ISB for customers.

Mr. Jeffries stated that he had talked with the merchants on ISB and one was in favor of meters on ISB and two were opposed. He stated that there was a concern from the merchants that putting in meters would scare away customers.

Ms. Kozinski stated that the businesses who were not in favor of the meters were the owners who parked in front of their business.

Mr. Smith stated that the Board had engaged Mr. Gibbs and should accept his recommendations and that it was worthy of a one-block trial for a 90 or 120 trial period. He stated that the meter gave the customer control and they were aware that they must pay.

Mr. Goodemote stated that if the meters were installed, the lots to the rear of the businesses needed to be in good shape. He expressed concern about the number of dumpsters in the parking spaces at the rear of properties.

Mr. Jeffries stated that he had talked to Solid Waste about consolidating the dumpsters and to have 4-yard dumpsters in the rear parking lots but have them emptied more frequently.

Mr. Goodemote stated that one of the dumpsters was in a handicapped parking space.

Mr. Jeffries stated that he would address the concerns through Solid Waste.

Mr. Goodemote stated that the rear would also need adequate lighting at night.

Mr. Harshaw stated he did not think the green garbage totes should be allowed and businesses should be forced to use dumpsters already in place.

Mr. Jeffries stated that he had also talked about that with Solid Waste.

Mr. Goodemote stated that he thought the Board supported the idea of the parking meters but he wanted a report at next meeting about the cost.

Board Action

Mr. Smith made a motion to have staff report back to the Board at the next meeting as to what the cost would be for installation of parking meters for the South Block and to have the meters re-evaluated after 120 days with the understanding that the revenue stayed within the Downtown area and not credited to the General Fund. Ms. Washington seconded the motion and it was approved unanimously (8-0).

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

Mr. Jeffries stated that he discussed the sign recommendations with the merchants at the last merchant meeting and he would include their comments in the report which he would provide a report to the Board at the next meeting. He stated the merchants were generally receptive to the direction that was being taken.

8. **Redevelopment Project Updates**

Mr. Jeffries stated that the website should be live following week.

Mr. Goodemote asked if all of the businesses in the Downtown area would have a link on the website or just the DDA.

Mr. Abraham stated it would be for the businesses within the DDA boundaries.

Mr. Jeffries stated that the Facebook page would also go live, the first e-blast had gone out and he was working to finalize the co-op marketing.

Mr. Goodemote asked the status of the public market.

Mr. Jeffries stated it was at a standstill. He stated the DDA hired Noeleen Foster as the new Farmers' Market Manager and he thought she feels she would be able to grow the Market.

Mr. Goodemote asked the status of the dog park.

Mr. Berger stated final information would be received the following and completion should be around Labor Day.

Mr. Goodemote asked the status of the streetscape on ISB.

Mr. Berger stated the City Commission amended the agreement with CPH Engineers for both east and west ISB and the project would now move forward.

Mr. Goodemote asked if there was anything new on Balough Road.

Mr. Jeffries stated he would be following up with property owners and would report to the Board within the next 2 months.

Ms. Kozinski asked if there was any discussion about purchasing land in the Balough Road area for additional parking.

Mr. Jeffries stated that property acquisition was part of the discussion and he would come back to the Board with a proposal.

Mr. Goodemote asked if anything was being done about a canopy for the stage at Manatee Island.

Mr. Berger stated it was not currently being worked on. He stated improvements to Jackie Robinson stadium and around the park were needed in addition to a contract for retaining the Daytona Cubs. He stated significant funds would be needed from the City as well as the CRA. Mr. Berger stated the proposal would be presented to the City Commission at their next meeting.

Mr. Smith stated he supported keeping the Cubs but had concerns about the expense. He suggested that staff look to see if there were other funds available for the improvements that would be needed at Jackie Robinson and asked if Echo Funds or Racing and Rec Funds might be available.

Ms. Kozinski stated she thought the City needed to keep the Cubs but did not know if other organizations would supply funds to support retaining them. She stated surrounding merchants did benefit from the Cubs.

Mr. Jeffries stated that if there was less available parking on City Island, patrons would park behind the shops on Beach Street and would have to walk through the shopping area and restaurants on their way to the ball park.

Ms. Kozinski stated that when there were games the south parking lot was full and business was generated by patrons visiting the area.

Mr. Harshaw asked if there was a start date for the hotel.

Mr. Jeffries stated he did not know.

Mr. Berger stated the name of the hotel was going to be Zappi's Boutique Hotel and the restaurant would be Zappi's Italian Garden.

Mr. Harshaw asked about the status of the grocery store.

Mr. Jeffries stated they would be opening the beginning of September.

Mr. Harshaw asked what was going in at the former Piccadilly site on Ridgewood Avenue.

Mr. Jeffries stated a Family Dollar.

9. Public Comments

Mr. John Nicholson, 413 N. Grandview Avenue, stated he was concerned about the low-end look for the new Family Dollar. He suggested putting a small walk-bridge from the parking lot behind McK's to the ball park. Mr. Nicholson also commented about the installation of parking meters and about finishing the streetscape on International Speedway Boulevard to the Ocean and two city blocks that will remain unfinished.

Mr. Berger stated that Mr. Nicholson was talking about the two blocks from Ridgewood Avenue to the railroad tracks. He stated that the City had been working in phases from Nova. The next phase will be from Nova Road to Lincoln Street.

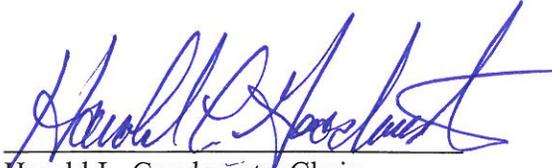
Mr. Tom Myers, Rhokkoh's Frozen Yogurt, stated he patrolled his own parking at his business and told his employees they could be ticketed for parking in the spaces in front of the business and they had voluntarily moved their vehicles to another lot. He suggested having separate employee parking. Mr. Myers stated there were many people willing to donate to the proposed dog park and he would like to see it become a reality.

10. Board Comments

There were no Board comments.

11. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 1:22 p.m.



Harold L. Goodemote, Chair



Becky Groom
Recording Secretary