

**DOWNTOWN/BALLOUGH ROAD
REDEVELOPMENT AREA BOARD
MINUTES
Tuesday, October 2, 2012**

A meeting of the Downtown/Balough Road Redevelopment Area Board was held Tuesday, October 2, 2012, at 12:00 p.m. in the Commission Chambers, 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
Mr. Daniel Harshaw

Board Members Absent

Mr. Robert Johnson

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Jason Jeffries, Redevelopment Project Manager
Ms. Carrie Lathan, Assistant City Attorney
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: September 11, 2012

Board Action:

Mr. Harshaw made a motion to approve the minutes of September 11, 2012. Ms. Washington seconded the motion and it was approved unanimously (8-0).

4. **Discussion Item: Retail Strategy**

Mr. Jeffries stated that in June, a presentation was made to the Board regarding the work that Bob Gibbs had been doing. The report included information received at merchant meetings and information that had been provided to Mr. Gibbs from the Economic Restructuring Committee. Mr. Gibbs was also provided with the Retail Marketing Strategy prepared by Gold & Associates .

Mr. Jeffries outlined six strategies proposed to be pursued for Downtown:

Strategy 1: Retail Business Mix. Outlines businesses that the City would attempt to attract to Downtown. He stated that there were vacant storefronts on Beach Street that created a break in the shopping area. He felt some of the vacant buildings may need to be converted to retail uses. Mr. Jeffries noted that business incentive programs were available for new businesses. Staff was working to recruit new retail and restaurants.

Strategy 2: Mixed Use Project Development. Mr. Jeffries stated it was an attempt to draw an anchor to the core area in order to provide a draw to the Downtown retail area.

Strategy 3: Parking. Mr. Jeffries stated that staff was pursuing increased lighting in the back parking lots for safety. A long-term project would be a parking garage for the area. Parking meters were discussed at the last meeting as well as additional angle parking on Beach Street. Wayfinding for Downtown also needed to be pursued.

Strategy 4: Streetscape enhancements. Would improve the pedestrian environment. Some were capital projects that would need to be pursued as Beach Street improvements. One important project would be the link of the Riverfront to Downtown.

Strategy 5: Building Appearance Improvements. Would involve working with property owners to improve building facades. Grant programs were available to assist property owners and possibly a designer to assist in design of improvements to exterior of buildings.

Strategy 6: On-going Promotion of Downtown. Done through the Downtown Development Authority. The new website and Facebook page were completed and operational.

Mr. Harshaw asked what could be done to attract businesses that wanted to locate west of I-95 to draw them to Downtown.

Mr. Jeffries stated that the area must be promoted to potential developers and let them know the environment that the City was trying to create in Downtown.

Mr. Harshaw noted that the businesses that he would like to see in Downtown were all building individual stores and locating in Port Orange or Ormond Beach, such as Starbucks.

Mr. Jeffries stated that the City would continue to have discussions with those types of businesses and noted that even though businesses had built in other locations, we would still like to have them in Downtown.

Mr. Berger stated that there were many businesses that the City could not compete with; however, there were demographics that suggest the Downtown area was competitive. He stated that it must be proven that people can be drawn from a larger market area to the Downtown.

Mr. Weidman asked if there had been any demographic changes Downtown over the last five years.

Mr. Jeffries stated there had been no change. He stated that the way they were presenting Downtown was through the market analysis that was prepared. He noted that the customers to the Downtown area came from Port Orange and Ormond Beach.

Mr. Berger stated that was what the DDA was doing regarding branding the Downtown area. He noted Starbucks had been interested in Downtown but Starbucks and yogurt shops were not being pursued in order to bring a variety of uses to the Downtown area.

Ms. Kozinski asked if there was any progress in drawing a clothing store, such as a Kohl's or an Urban Outfitter, to Downtown.

Mr. Jeffries stated that in the most recent report from Bob Gibbs, Urban Outfitters was listed as being contacted. He stated that Mr. Gibbs' report reflected that about 75 restaurants had been contacted and 70-80 fashion retailers had been contacted. Full-service restaurants and fashion retailers were also being pursued for Downtown.

Mr. Goodemote asked how long Mr. Gibbs had been working on the strategy.

Mr. Jeffries stated that Mr. Gibbs did the market analysis; and six months ago, the City Commission approved the second phase of his contract.

Mr. Goodemote asked how long they should continue with Mr. Gibbs as a sole source.

Mr. Jeffries stated that ultimately Staff worked with the brokers.

Mr. Smith stated that Mr. Gibbs did information gathering and then set a plan. He asked if goals had been set for the plan and what would be considered a reasonable amount of time.

Mr. Jeffries stated he could add a timeframe to the strategies if the Board was looking for more specifics.

Mr. Goodemote stated that he did not want to be waiting for another year and having the same conversation.

Mr. Jeffries stated it would always be evolving. He stated that Mr. Gibbs had stated that when he started working with Charleston over 20 years ago, it looked similar to Beach Street.

Ms. Washington stated that she felt she would get a better understanding if time lines were placed with the goals and would like to know when they would be taking some action.

Mr. Harshaw stated that he felt that if someone visited Downtown, the business would not be located west of Clyde Morris Blvd. He expressed concerns over Orange Avenue. He stated streets needed to be repaired in order to attract new businesses. He stated he thought the ISB streetscape was to be discussed at today's meeting.

Mr. Smith stated he had a conversation with a City Commissioner about diagonal parking on the east side of Beach Street and asked Mr. Berger if that was something that could be done.

Mr. Berger stated that staff never received the ok to proceed.

Mr. Smith stated that he was not sure the Commission understood the plan as it existed.

Mr. Berger stated that he would discuss it with the City Manager. He stated he would take the Riverfront Master Plan and point out what was to be done then provide an update.

Mr. Goodemote stated there were new members on the Commission since the report was done and there may be new members in November who may need to be made aware of the plan.

Mr. Berger stated that a report of what was in the schedule originally would be brought back to the Board and would show what had been completed.

Mr. Smith stated that retailers would be encouraged to know there was a plan. He stated the Commissioner he spoke with was not aware of the parking study that was done.

Mr. Berger stated the study was completed but staff did not receive the ok to move forward with the process. He stated the whole basis of the study was that only two lanes were needed.

Mr. Smith stated that there was never a discussion of closing the street but using detours.

Mr. Berger stated that a lot of the merchants were concerned about the study.

Mr. Jeffries stated that the parking project would not close the street; but when the City started dealing with sewer and water issues, there would be different concerns.

Mr. Smith stated there was also a stormwater issue in the park that must be addressed.

Mr. Berger stated that a lot of infrastructure projects were value engineered. He asked that the Board give Staff the opportunity to provide a report on what had been done and what was in the plan and where they were currently.

Mr. Weidman stated that some of the items on the park were Brownfield issues and thought the City was going to apply for Federal grants and asked if there were applications in process for any of that work.

Mr. Jeffries stated no but he did use Brownfield grant money to do preliminary work on the Riverfront.

Mr. Weidman asked if there are any other applications in process.

Mr. Berger stated no because there was no matching money available. He stated there was potential for redevelopment of the ten acres on the north side of Beach Street and the City was participating in that. He noted that 10 acres would be moving forward with a rezoning to RDD-3. The Brownfield issue had been discussed with the property owner and they would not proceed until the EPA clearance had been received on the property.

Ms. Kozinski asked about repaving Orange Avenue and how disruptive it would be to the Downtown area.

Mr. Berger stated that there would be an opportunity for public comments and input when the design was presented. Routing and phasing of the project would be discussed prior to construction.

Mr. Jeffries stated that over the last few months, his major focus had been on the Riverfront Shops marketing campaign. The website was working and the Facebook page was set. SEM advertising would draw people to the website. Television advertising would start later in the month leading up to the Halifax Art Show. The in-room concierge book was finalized and one space was left on the rack card.

Mr. Jeffries stated that at the last meeting of the DDA, the theme of "Unwrap our Holiday Charm" was selected. The Art Show would be held on November 3 and 4 and the following weekend would be the movie festival. Holiday movies in the park would also be scheduled. The producer who developed Home for the Holidays last year was in negotiations with the City but had not been finalized. The same street decorations that had been used in the past would be used again this year.

5. Redevelopment Project Updates

Mr. Goodemote asked about wayfinding and asked if a digital sign could be used at ISB to direct people to Downtown to advertise special events and to the Riverfront Shops of Daytona.

Mr. Berger stated an electric message center had been discussed but signage would be part of the wayfinding discussion.

Mr. Berger stated the dog park would open on Friday at 4:00 p.m. on Manatee Island followed by Front Porch Friday.

Mr. Berger stated the Florida Redevelopment Association could be holding the State Conference at the Hilton in Daytona Beach on October 24 to October 26 and encouraged Board members to attend. The website for the event was www.redevelopment.net.

Mr. Berger talked about Orange Avenue and staff was working on the project which would include Midtown and Downtown through to the bridge and over the river. If there was any participation by Redevelopment, some of the funding would come from Downtown and some would come from Orange Avenue. The amounts were undetermined as yet. It would primarily be other funds but there was a political commitment to make the project happen.

Mr. Berger stated the ISB streetscape design proposal for professional services would have to be determined and paid for. He stated it was primarily a Midtown project but it touched Downtown. The City would then have the ability to access the funding from DOT, which was just under \$1,000,000 for the work from Nova Rd. to Ridgewood Ave. He noted a couple of blocks near Bethune Cookman University had been completed. He further stated that how the rest was designed would be determined. He noted the area was about two

blocks from Downtown and that streetscape may not look the same but the project was starting to come together.

Mr. Berger stated the project that had not come together was the portion of ISB from Ridgewood Ave. to A1A and the schedule of public meetings had not been finalized.

Mr. Harshaw stated he attended a City Commission meeting where a decision was made to use \$300,000 for the ball park. He asked if the funds were from the Ballough Road Board's funding or DDA funding.

Mr. Berger stated it was from the Downtown Redevelopment Trust Fund and the CRA decided how to use that money. The CRA had determined to use the funds on the streetscape plaza work at Jackie Robinson Ballpark as part of the lease negotiations.

Mr. Harshaw asked if there would be a fee for parking at the Cubs games.

Mr. Berger stated it was his understanding there would be a fee.

Mr. Harshaw asked if the money would go to the ball park and not to the City.

Mr. Berger stated the \$300,000 was the CRA money. He said he thought there was still money for the amphitheater roof and the west ISB streetscape, but there was not a strong cash flow. He stated that Race and Recreation Board had also contributed to the Jackie Robinson project.

Mr. Harshaw stated that about two years ago, the City Commission did not want to narrow the street until the bridge was completed.

Mr. Berger stated he was not aware of that and hoped everyone would wait until they received the facts.

Big John, 120 State Avenue, Holly Hill, spoke regarding Jackie Robinson ball park. He stated that the CRA was contributing \$350,000, Racing and Rec was contributing \$300,000, and the Cubs were contributing \$600,000.

Mr. Berger stated \$350,000 was approved by the CRA for Jackie Robinson ball park.

6. Public Comments

Mr. John Nicholson, 413 N. Grandview Ave., asked where the Orange Avenue project would end.

Mr. Berger stated Orange Avenue would stop at Beach Street.

Mr. Nicholson stated the Commission was opposed to a digital sign at ISB as was the Planning Board.

Mr. Nicholson suggested looking at cities such as Charleston to determine what business entered the redevelopment area first and survived and then pursue that type of business for Beach Street.

7. **Board Comments**

There were no Board comments.

8. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 1:15 p.m.



Harold L. Goodemote, Chair



Rebecca Groom
Recording Secretary