

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

Tuesday, December 4, 2012

A meeting of the Downtown/Balough Road Redevelopment Area Board was held Tuesday, December 4, 2012, at 12:00 p.m. in the Commission Chambers, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members

Mr. Harold Goodemote, Chair
Mr. Al Smith, Jr.
Ms. Tammy Kozinski
Mr. Robert Abraham
Mr. Larry Robinson
Mr. Scott Weidman
Mr. Daniel Harshaw
Ms. Cathy Washington
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. 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: November 6, 2012

Mr. Harshaw made a motion to approve the minutes of November 6, 2012. Ms Kozinski seconded the motion and it was approved unanimously (7-0).

4. DEV2012-116, Conditional Use, La Tosca Café (Continued)

Mr. Goodemote offered congratulations to Mr. Jeffries on the birth of his daughter.

Mr. Jeffries stated that the item was before the Board in November. He stated the request met the requirements of the Land Development Code for a conditional use.

Mr. Brian Fredley, BPF Design, 207 Fairview Avenue, stated he was representing the owner, Marie Gindi, and the applicant, Eddie Michael, who would be operating the business. He thanked the Board for tabling the item from the November meeting. He stated the plan was to open a new restaurant on Beach Street and the revised plan reduced the square footage of the restaurant to 5700 square feet with one stage for a musician and one bar. The pool tables had been removed so the restaurant would be food and beverage only.

Mr. Fredley stated the back space that had been removed from the restaurant plan may possibly be converted to retail space with a separate tenant and a wall would be installed to separate the area from the restaurant.

Mr. Fredley stated the main staff comments were from Utilities and the Fire Department and the owner would be making a significant investment by installing sprinklers and fire alarms.

Mr. Fredley stated the owners had not had good success with tenants in the past so their goal was to run a successful business.

Mr. Goodemote stated he supported new business and improvements to the Downtown area. He wanted to make sure the owners were aware the conditional use would be for the current tenant only and would not apply to the rest of the building or future space.

Mr. Fredley stated that was understood and the applicant would return to the Board to request approval for a separate tenant in the future.

Mr. Harshaw asked what Mr. Michael's current business was.

Mr. Edward Michael, 2301 S. Atlantic Avenue, Daytona Beach Shores, stated he had a clothing retail business in California.

Mr. Goodemote stated he wanted to make sure the applicant was aware that as part of the conditional use request he was required to maintain 75% of the area with seating and that the kitchen must remain in operation until one hour before closing.

Mr. Michael stated he understood.

Mr. Harshaw expressed concern about another Italian restaurant opening in the area and stated there would be 4 to 5 Italian restaurants in a square block area. He asked if the restaurant would be unique.

Mr. Smith stated he shared Mr. Harshaw's concern.

Mr. Michael stated his food would be prepared by an Italian chef and they would serve authentic Italian food.

Board Action:

Mr. Weidman made a motion to approve DEV2012-116, Conditional Use, La Tosca Café. Mr. Johnson seconded the motion and it was approved unanimously (9-0).

5. Discussion Item: Design Standards for Signs

Mr. Jeffries stated that previously the Board was presented a draft prepared by the Historic Board Subcommittee. Bob Gibbs reviewed that draft and provided his recommendations. The Board reviewed the recommendations and asked that Mr. Jeffries provide the information to the merchants. He stated he had feedback from the merchants and would like to follow up with the Board on their suggestions. After the Board had reviewed the current recommendations, he would revise the draft to incorporate the Board's comments and the comments from the merchants.

Mr. Jeffries stated a comment received from the merchants was to incorporate wording so there was the ability to do a marquis sign for the theater and sandwich board sign standards needed to be incorporated.

Mr. Jeffries presented photos of other cities showing current sign requirements and stated the City needed to upgrade the appearance of the area. He stated at some point they would not continue to grandfather the existing conditions and sunsetting will have to be in place. Mr. Jeffries stated that the awnings on Stavro's would not be in conformance and the box sign at Windy City would not be in conformance with the proposed standards and the awnings on the Princess building would not be in compliance depending on how the standards were worded. The sign at McKay's would not be in conformance. The sign at Michael's would have to be back lit. The wall signs at Angell & Phelps would be considered too large. The Net Works sign was front lit instead of back lit.

Mr. Smith asked if the signs at Angell & Phelps were too large considering the two signs together.

Mr. Jeffries stated he had not specifically measured them but the change would be from 1.25 linear feet to 1 foot. He pointed out that the new sign at Tom Cook Jewelers was much smaller than what was on Angell & Phelps. Mr. Jeffries stated awnings on the Magic Shop, Beach Street Impressions and Arlequin Antiques would not meet the standards.

Mr. Jeffries stated several were in conformance such as the channel lit back lit sign at Jessup's and the sign at Tom Cook Jeweler.

Mr. Goodemote asked if the wall signs were required to be back lit.

Mr. Jeffries stated not in the new standards.

Mr. Weidman asked if they would be grandfathered in.

Mr. Jeffries stated the recommendation from Mr. Gibbs was to set a sunset date so that everyone would have to bring everything into compliance.

Mr. Smith stated that when the signs were installed at Angell & Phelps they were done based on a consultant's recommendation at that time and wondered how this goal could be met.

Mr. Jeffries stated that if they pursued sunsetting there would have to be an amortization.

Mr. Smith stated when the sign was changed at Angell & Phelps he saw an increase in sales when the larger sign was installed so there was a return on the investment.

Mr. Jeffries stated the grant program was available to assist businesses in updating their signs. He stated he continued to meet with the merchants so they knew where the City's focus was. He stated that the work that was done for the DDA noted that the silver and gold groups were sensitive to how the area looked.

Mr. Weidman stated he did not think it was fair to impose this on businesses and asked if there could be an amortization through the grant program.

Mr. Jeffries stated there was a \$5,000 commercial façade grant and a \$2,500 business façade grant available to businesses that wanted to make the improvements.

Mr. Berger stated that next year there may not be a grant program but at some point the awnings would need to be replaced. He stated he did not think the material would last 10 or 20 years so there will be a point where everyone would get the updated look. He stated he did not know if it would be 5 or 10 years.

Mr. Jeffries stated they had not determined the amortization but he would work with the Legal Department. He stated the same process had been done previously with fences.

Mr. Smith said asking him to change was one thing but a business that had just located on Beach Street, such as Beach Street Impressions, would be difficult since they had only been at that location for 2 years.

Mr. Jeffries stated changing out the ribbing of the structure would be about an additional \$500. He stated it was discussed at the merchants meeting that 10 years ago the merchants were told to do something else. Mr. Jeffries stated retail standards changed, just as the furniture style in your home changed.

Mr. Goodemote asked if Mr. Jeffries had a recommendation on a time period for sunsetting.

Mr. Jeffries stated no.

Mr. Abraham asked that when the subject was brought back to the Board Mr. Jeffries provide information on what the costs would be to replace the awnings and signs.

Mr. Jeffries stated that would be provided in the staff report on amortization.

Mr. Harshaw stated that Avocado Kitchen was talking about changing their sign and to cover the blue bubble on their sign was \$2,000 and to replace it with a new blade sign would be \$2,100, so to replace the whole thing was only \$100 more.

Ms. Kozinski stated she attended the merchants meeting and she appreciated having someone from the City show an interest in the merchants and she was amazed at how few people attend the merchants meetings. Ms. Kozinski asked if the awning portion of the sign requirement was being removed and would be separate.

Mr. Jeffries stated that what the Board had before them was the draft standards for signs. He stated he needed to add a section specifically for Downtown dealing with awnings.

Mr. Goodemote asked if the intent was to have the final draft at the January agenda for the Board's consideration.

Mr. Jeffries stated the process would be to make a presentation to the Historic Preservation Board, then to the Downtown/Ballogh Road Redevelopment Area Board, then to the Planning Board, and then the City Commission. He stated there would be a new section in the design standards. The Land Development Code made reference to the document in Article 18. There would be two items presented to the Board, the Land Development Code amendments and changes to the sign standards.

Mr. Harshaw asked about the size of sandwich board signs noting that the proposed language said up to 5 square feet. He asked what the current standard allowed.

Mr. Jeffries stated the current standard was 8 square feet with a maximum of 3 feet high.

Mr. Harshaw stated he thought they needed to be higher so people would not be jumping over them.

Mr. Jeffries looked up the requirements in the code and stated a sandwich board had a maximum height of 4 feet with a maximum width of 3 feet, for a total square footage of 8 square feet.

Mr. Harshaw asked about window signs and stated the document read that a window sign could cover 10% of the window area.

Mr. Jeffries stated the current code was 25% and 10% was what Mr. Gibbs recommended. Projecting signs was one per business, 4 per building, displaying the business name, and there was a 5 square foot limit. Mr. Jeffries stated the letters on the front of awnings would be limited to 5 inches tall. A window sign was proposed to be a maximum of 10% of the window space, and it was 25% in the current code. Mr. Jeffries stated the window sign standards was a major issue at the merchants meeting.

Ms. Kozinski stated by limiting the number they would be taking away from the character of something such as a pub like McK's had on their second floor and asked if they would be limited.

Mr. Jeffries stated they could and asked for feedback from the Board. He stated the Magic Shop also had them on the second floor windows. The recommendation would be two lit window signs per store, one per window.

Mr. Goodemote asked that when Mr. Jeffries made his report back to the Board he include an audit of what signs were currently installed on the businesses.

Ms. Kozinski stated she saw McK's differently than the Magic Shop. She stated there could not be a tenant on McK's second floor because the windows were a fake façade with no second floor but there could be above the Magic Shop.

Mr. Harshaw stated he thought that if someone had a blade sign on the street, there was no need to have a business name on the second floor.

Mr. Jeffries stated a wall sign was designed for vehicle traffic and a pedestrian sign was for people walking down the street. He stated that some of the

businesses already had under canopy signs, such as Tom Cook Jeweler and Angell & Phelps.

Mr. Harshaw stated the Italian restaurant and hotel was putting up awnings with graphics and he did not know that was allowed.

Mr. Jeffries stated he would look into it.

6. Discussion Item: Ballough Road Projects

Mr. Jeffries reviewed the Board priorities:

- Update the LDC by Clarion
- Root Canal Bridge
- Public Parking
- Root Canal Mixed Use Redevelopment
- Salvation Army Relocation

He stated the current year's revenue was \$157,000 and was being spent for administrative costs, grant programs, funding for new grants, and the 2 CRA approved grants for the Sunset Harbor and Caribbean Jack's project.

He stated there was \$1.2 million in capital projects. If the Salvation Army did not take the offer for purchase, they would need to move on to other projects. He stated Public Works was working on a feasibility study for the Ballough Road bridge.

Mr. Weidman asked if the Ballough Road plan was to widen the Root Canal so boats could get through.

Mr. Jeffries stated the Nottingham plan talked about removing the bridge but they were pursuing heightening the bridge so a small boat can get under.

Mr. Johnson asked about the depth of the water.

Mr. Jeffries stated it would need to be dredged.

Mr. Berger stated it would be part of the discussion in the feasibility study and once they knew the depth they would discuss it with the Board. He stated they would be seeking FIND grants for the project since the City could not finance it on its own.

Mr. Jeffries stated the Beach Street/Ballough Road streetscape was a project for the Board to consider. He stated the streetscape and Sickler Park improvements were part of the 957 condo project. An additional item would be putting a restroom in the park and a fishing pier. The condo project included streetscaping

along Sickler Drive which would make a more attractive corridor where major investments have been made.

Mr. Goodemote stated the streetscape on ^{Beach St} ~~Balough Road~~ would be great since it was a corridor into the Downtown area and there were no sidewalks on the east side.

Mr. Berger stated sidewalks could be addressed on both sides of the street.

Mr. Goodemote asked about the color of the arches on Beach Street.

Mr. Jeffries stated the DDA discussed the color and he sent an email to Public Works asking for a cost for improvements.

Mr. Abraham stated the DDA's intention was to bring to the attention of the Redevelopment Board the items that needed attention then request that the CRA attend to those items. He stated Mr. Jeffries was working on a list of items that needed attention.

Mr. Jeffries stated the arches needed repainting and the light fixtures had faded.

Mr. Goodemote asked when Mr. Jeffries would have a list of items for the Board to consider.

Mr. Jeffries stated the list would be presented at the DDA meeting in January and to the Downtown/Balough Road Board in February.

Mr. Berger stated the lights were a priority and the lights from ISB to Orange Avenue were currently being addressed.

Mr. Goodemote stated that some of the dumpster enclosures had been repaired.

Mr. Jeffries stated he was working on consolidating some of the dumpsters and having one recycling bin per block.

7. Redevelopment Project Updates

Mr. Jeffries stated the website had been launched for the Riverfront Shops of Daytona Beach. He asked the merchants to provide him with content so the site could be updated. There were 621 likes at the Facebook site and television ads were running.

Mr. Jeffries stated events for the next two weekends included the Front Porch Friday, Holiday Wine Walk, the Riverfront Market, Home for the Holidays, and the boat parade.

Ms. Kozinski asked if the DBPA website was still operational.

Mr. Jeffries stated no. The website had been taken down and they did not put a link to the current website as requested but he would follow up with the Chamber and Visitors Bureau.

Mr. Jeffries stated the new banners were on the poles, the poinsettias were in the pots and the posters were in the directory boxes.

Mr. Berger stated there would be a transportation workshop in January with a discussion of the train station and wayfinding.

8. **Public Comments**

Big John asked for a copy of the Ballough Road information as a public records request.

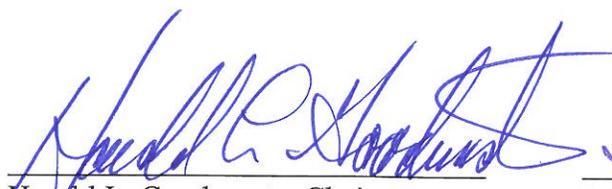
9. **Board Comments**

Mr. Harshaw asked about the road that had caved in near PS printing.

Mr. Jeffries stated it was on the Public Works list to take care of.

10. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 1:23 p.m.



Harold L. Goodemote, Chair



Becky Groom
Recording Secretary