

**DOWNTOWN/BALLOUGH ROAD  
REDEVELOPMENT AREA BOARD  
MINUTES  
Tuesday, March 5, 2013**

A meeting of the Downtown/Balough Road Redevelopment Area Board was held Tuesday, March 5, 2013, 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.  
Mr. Robert Abraham  
Mr. Larry Robinson  
Mr. Scott Weidman  
Ms. Cathy Washington  
Mr. Robert Johnson  
Mr. Daniel Harshaw  
Dr. Kent Sharples

**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 12:11 p.m.

**2. Roll Call**

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

Mr. Goodemote welcomed Dr. Kent Sharples as a new Board member.

**3. Election of Officers**

Mr. Abraham made a motion to elect Mr. Smith as Chairman. The motion was seconded by Ms. Washington.

Dr. Sharples made a motion to close the nominations for Chair. Mr. Abraham seconded the motion and it was approved unanimously (8-0).

Upon roll call vote the nomination of Al Smith as Chairman was approved unanimously (8-0).

Mr. Abraham made a motion to nominate Mr. Weidman as Vice Chair. Ms. Washington seconded the motion and it was approved unanimously (8-0).

The meeting was turned over to the new Chair, Mr. Smith.

Mr. Smith presented a plaque to Mr. Goodemote recognizing his years of service from 2006 to 2013 on the Downtown-Balough Road Redevelopment Area Board.

**4. Approval of Minutes: February 5, 2013**

Mr. Johnson made a motion to approve the minutes of February 5, 2013. Ms. Washington seconded the motion and it was approved unanimously (8-0).

Mr. Abraham stated on page 5 there was a discussion regarding the relocation of the Farmers' Market to the area behind the library. He stated that the minutes accurately reflected his statement was that the DDA's concern was the interactivity with Beach Street merchants. He stated that the statement was not an expression of opinion that the suggested location would be too remote but there was a concern of any move of the Farmers' Market. Mr. Abraham stated that any move of the Market would require City Commission concurrence because the location of the Market was specified in a contract between the DDA and the City. He stated that the DDA was always looking for ways to improve the Market and enhance its interactivity with the merchants on Beach Street.

**5. Discussion: Submittal of Grant Application for Halifax River Trail in Riverfront Park**

Ms. Beth Lemke, President, Planning Solutions Corp., 206 N. Beach Street, stated that the City Commission held a transportation workshop in January. She stated that one of the Commission's priorities was bike trails, multi-use paths, and greenways. She stated the project was called the Halifax River Greenway Trail. And the focus of the grant application was for the Riverfront Park area. She stated the goal was to fill in the gaps to create a continuous path within the City of Daytona Beach. She stated the project was part of the East Coast Greenway Trail, a 3,000 mile project from the coast of Maine to the Florida Keys. She stated the Halifax River Trail ran from Riverfront Park in Port Orange to the Casements Park in Ormond Beach. Ms. Lemke stated that Palmetto Avenue was one segment of the trail and there were currently no sidewalks in that area. The project would provide a 12 foot multi-use trail and provide fitness activities along the Riverfront Park such as bicycling, skating, day hiking, overnight/long distance

backpacking, and aquatic activity. She stated that the Downtown portion of the trail provided services to hikers, including the restaurants and hotel.

Ms. Lemke stated that the project included an elevated pedestrian underpass that would go over the water under the ISB Bridge and connect to City Island by the library.

Ms. Lemke stated the project was discussed in the Riverfront Park Master Plan. She stated the cost of the project was \$350,000 for the Riverfront Park portion and \$100,000 for the Palmetto Avenue portion. She stated the intent was to use in-kind services, such as in-house design and her consulting firm's services, for the local match. The intent was to have no expenditure of City funds for the project.

Ms. Lemke outlined the funding sources being pursued for the project. She stated that 4 grants would be applied for over the next few weeks. The grants were from the Recreational Trails Program in the amount of \$200,000; Florida Inland Navigation District in the amount of \$175,000; and two grants through the Volusia Transportation Organization from Transportation Alternatives in the amount of \$250,000 and \$250,000 from XU-Bicycle/Pedestrian Funding. She stated that some of the grant funds may be reduced therefore they were applying for four grants.

Mr. Harshaw stated that the Palmetto Avenue project would not effect the Downtown since that project was south of Downtown.

Ms. Lemke stated yes.

Mr. Harshaw asked if the underpass would be constructed from wood or concrete.

Ms. Lemke stated currently it was intended to be wooden but stated that a revision could be made since it had not been designed.

Mr. Smith asked the time frame of the project should the grants be received.

Ms. Lemke stated it would be less than two years, and possibly a year for design and construction. She stated that some of the grant funding was available October 1 and there was a timeframe within which the money must be spent.

Mr. Smith asked what economic benefit the Downtown would receive from the project.

Ms. Lemke stated no CRA funds would be expended for the project. She stated that in terms of economic return, it was reported that three Orange County trails noted a \$42,000,000 economic impact and 516 jobs. She stated that trails were noted as the number one amenity sought by prospective homeowners.

Mr. Harshaw asked if signage would be placed along the trails.

Ms. Lemke stated that the East Coast Trail project had specific signage and the City was also undertaking a wayfinding project. She recommended the project be incorporated into the City's wayfinding project.

Mr. Weidman asked if there would be channel markers for boat access.

Ms. Lemke stated she did not believe there would be any dredging.

Mr. Weidman asked about boat docks.

Ms. Lemke stated they were not included in the application at this point. She stated that would be a great project to pursue and would require dredging for which FIND would have grants available.

Mr. Smith asked if it could be included in the grant cycle.

Ms. Lemke stated that she would investigate if the City directed her to do so but noted the intent to apply had to be submitted by March 1.

Mr. Smith stated he thought it would be worth looking into.

Mr. Berger asked Ms. Lemke about canoes or kayaks launching in the basin at City Island and if there would be a provision for watercraft to move under the new pedestrian bridge.

Ms. Lemke stated it would be placed out as far as it can and as high as it can to allow for launching but stated the project had not yet been designed.

**6. Redevelopment Project Updates**

Mr. Jeffries stated that two parking lot improvement projects were going out for bid. He stated the bids should be out soon and construction should start in June.

Mr. Jeffries stated he had not received the cost estimate from Public Works for repainting the arches and work on the street directories.

Mr. Jeffries stated there were several light projects which would involve Dickens & Associates. He stated he would come back to the Board with a cost for the lighting improvements.

Mr. Jeffries stated the first public meeting was held regarding directional signage. He stated there would be more public meetings and encouraged the Board to attend those meetings.

Mr. Harshaw asked if the City would be divided into districts for the signage.

Mr. Jeffries stated that certain areas, such as the Riverfront Shops of Daytona Beach, were identified as a district and he wanted to make sure there was a strong presence in the program for the branding but he did not think the City would be divided into districts.

Mr. Smith stated that along with Bulls Eye Marketing, he helped to coordinate the Wine and Chocolate Walk. He stated that several people approached him about parking concerns on the south block and the Board previously discussed temporarily placing parking meters on the south block. He stated it might be the right time to move forward on it. He stated there was at least one business where the employees continued to park out front and there was no enforcement. He stated that people may not be opposed to paying for the convenience of parking. He stated there would have to be a positive public relations aspect to the installation of the meters so that correct information was relayed to the public.

Mr. Harshaw stated that Mr. Jeffries had mentioned parking lots. He stated that one would be ISB to Myrtle Lane and asked what the second one would be.

Mr. Jeffries stated the second project would be improvements to the block and most of it would be lighting improvements.

Mr. Harshaw stated there was previous discussion about opening up Federal Lane. He stated if parking meters were to be installed, the alley should be open to gain access to the free parking.

Mr. Smith asked Mr. Abraham if the DDA had discussed parking meters.

Mr. Abraham stated the Board had not discussed it as an item of business.

Mr. Weidman stated their Board did discuss parking meters previously.

Mr. Jeffries stated he did not get a recommendation from the Board on the meters.

Mr. Jeffries stated that he would have to bring back a PR plan, the cost to open Federal Lane, and he would re-survey the merchants.

Mr. Smith stated to be clear that parking meters would be located from Magnolia Avenue to Orange Avenue. He stated he would like to make sure the DDA was supportive of the concept.

Mr. Abraham asked that the discussion of parking meters be placed on the next agenda of the DDA. He stated public relations would be critical for the discussion.

Mr. Smith stated that at the next meeting, Mr. Jeffries can provide the cost for Federal Lane opening. He asked when the wayfinding signs would be installed.

Mr. Jeffries stated the signs would not be installed until the next fiscal year but he would work with Public Works on the installation of standard parking signs.

Mr. Smith asked that Mr. Jeffries provide the comments from the DDA discussion of parking meters at the next Redevelopment Board meeting.

Mr. Jeffries provided the Board with a marketing update. He stated that the Facebook page was up to 1,500 likes. He stated he was continually getting information from the merchants regarding their businesses so it was included in the newsletter and the Facebook page. He stated he sent out two emails per month, the first was business news and promotions of businesses and the second is a reminder prior to Front Porch Friday. Mr. Jeffries stated that the television commercials will be running in March and April and will be in conjunction with the Daytona Cubs opening day. He stated the next Front Porch Friday would highlight the 1970's. The historic speakers will be Sam Dunn and Sheryl Cook.

Mr. Weidman asked if there had been any progress on the former Lloyd auto dealership property.

Mr. Berger stated he was still waiting to hear from DEP.

**7. Public Comments**

Big John asked if the car lot property will be used for anything during Bike Week.

Mr. Berger stated no.

**8. Board Comments**

Mr. Harshaw stated he heard there had been an extension on the time for the start of the Orange Avenue bridge project to 2018. He stated if it was going to be delayed, if there was any reason why the Downtown project could not be done. He stated the Downtown project was delayed because the City Commission did not want to do the sidewalks at the same time as the bridge construction. He stated if the bridge was not going to be constructed for another 5 years, he would not want to wait until 2021 to do the sidewalks. Mr. Harshaw stated there was discussion about whether the County or the City would oversee the project.

Mr. Berger stated he could not confirm 2018 but a decision had not been made as to whether the project would start on Beach Street or Nova Road. He stated the project would be done in steps so the entire street was not closed down. Mr. Berger stated he had heard nothing about a change in jurisdiction of the project.

He stated the City was taking the lead to make sure the project happened. He stated it was stated at the meeting that no CRA funds would be used for the Orange Avenue project.

Mr. Harshaw asked about the ISB pictures and vision. He stated he liked what was being done on State Road 40 and stated if palm trees and a median could be used there then they should be approved for ISB.

Mr. Jeffries stated that parking was removed for the State Road 40 project.

Mr. Harshaw stated he would like to see parking removed on one side of ISB. He stated the people who used it were the merchants, not customers.

Mr. Abraham stated it would be a controversial issue to remove the parking.

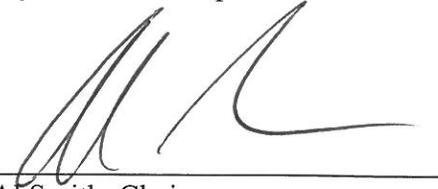
Mr. Berger stated a conceptual plan would be released in March or April for ISB.

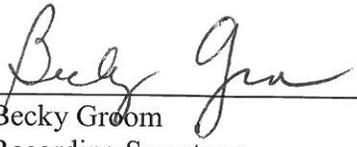
Mr. Weidman asked about the Farmers Market and the public market and asked if there were any updates.

Mr. Jeffries stated the Market Manager who was working on the public market was no longer employed as Market Manager. He stated the Downtown area, had an organic food store and something was going to be opening at the former bus station site.

**9. Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 1:05 p.m.

  
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Al Smith, Chair

  
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Becky Groom  
Recording Secretary