

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

Tuesday, April 2, 2013

A meeting of the Downtown/Balough Road Redevelopment Area Board was held Tuesday, April 2, 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. Al Smith, Jr., Chair
Mr. Robert Abraham
Mr. Larry Robinson
Mr. Scott Weidman
Dr. Kent Sharples
Ms. Cathy Washington
Mr. Robert Johnson
Mr. Daniel Harshaw

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Jason Jeffries, Redevelopment Project Manager
Ms. Carrie Lathan, Assistant City Attorney
Capt. James Newcomb, Police Department
Ms. Jeanne Tolley, Redevelopment Technician

1. Call to Order

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

2. Roll Call

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

3. Approval of Minutes – March 4, 2013

Mr. Johnson made a motion to approve the minutes of March 4, 2013. Ms. Washington seconded the motion and it was approved unanimously (8-0).

4. Discussion: Downtown Parking Meters

Mr. Smith stated that he brought up at the last meeting he brought up the idea of a trial period for parking meters in the south block of Beach Street from Magnolia

Avenue to Orange Avenue. He asked Mr. Abraham to discuss the item with the DDA to receive their input.

Mr. Abraham stated the DDA voted to support the proposal. He stated there were 5 members of the DDA and 2 were clearly in favor, 2 were apprehensive, and one was neutral in their opinions.

Mr. Jeffries presented resource materials about parking meters, one of them from Bob Gibbs' book and he recommended installation of parking meters because they cause a higher turnover rate in traffic. He stated the meters were proposed for the west side of Beach Street only.

Mr. Jeffries stated free parking would be available in the rear parking lots.

Mr. Jeffries stated there was 330,000 sq. ft. of retail space available in the Downtown on the ground floor from Orange Avenue to the Post Office with 90,000 sq. ft. being retail and 56,000 sq. ft. being restaurant space. The goal was to create turn over of 18 to 20 cars per day and discourage employees from parking in prime spots in front of the stores.

Mr. Jeffries stated the proposal was to test one block for one year between Orange Avenue and Magnolia Avenue. He stated the old-fashioned coin meters could be installed for about \$10,000, which was Bob Gibbs recommendation. Mr. Jeffries stated that meter stations could be installed which would have a lower operational cost and six would cost about \$60,000. He stated that another option would be to install 35 meters that accept electronic payments. The cost for the 35 meters would be \$20,000 with a higher maintenance cost.

Mr. Johnson asked if Mr. Jeffries had the operating costs.

Mr. Jeffries stated he had not received that information from the parking company but the cost was about double for the parking stations.

Mr. Jeffries stated the cost would be \$1.50 per hour with a 50 cent discount for the first hour. He stated there was also discussion about using a pre-paid parking card. The hours would be Monday to Saturday from 10:00 a.m. to 7:00 or 8:00 p.m. He stated there had been problems with patrons who attend the Cubs games using the spaces along Beach Street so patrons for the restaurants were unable to park in front of the restaurants.

Mr. Smith asked if it would lose money for the City as far as revenues vs expenses.

Mr. Jeffries stated no.

Mr. Abraham stated the DDA discussed opening the alley next to Windy City so it would be easier for people to access the free parking. He also stated the DDA discussed signage and making sure customers would have advance notice about the meters.

Mr. Jeffries stated the City was working on the wayfinding program so there was more signage to direct people to the free parking. He stated he had talked to Public Works about interim signage directing people to the free parking, because if the parking meter proposal went forward the wayfinding project would not be complete for about a year.

Mr. Harshaw asked if the two arches on the east side of the street would be open for people to make turns.

Mr. Jeffries stated the arches were meant for pedestrians and designed to be a pedestrian cross-over.

Mr. Harshaw stated he thought senior citizens would pay with cash and other patrons would not want to use debit cards because of security risks so the test period should be cash only.

Mr. Weidman asked if the meters can be upgraded should the program be successful and they want to continue with them.

Mr. Jeffries stated the coin meters would be refurbished meters previously used on the Beachside so it would be equipment they already had. If the program did not work, the equipment could be used on the Beachside.

Mr. Weidman asked if the expense would come from the CRA budget.

Mr. Jeffries stated yes. He stated the equipment cost would be from the Downtown Redevelopment Fund and there would be no net operating cost. He stated press releases would be done in order to provide merchants with information on the program and maps would be updated to indicate free parking.

Ms. Washington asked the cost of the refurbished meters.

Mr. Jeffries stated \$10,000.

Mr. Smith asked if anyone was opposed to the parking meter proposal.

Ms. Washington asked if the trial period was 90 days.

Mr. Jeffries stated no, one year.

Mr. Weidman asked how success would be measured.

Mr. Jeffries stated he would work with the merchants to determine success, but the main goal was to increase their revenue. He will ask the merchants if they were seeing increased turnover in patronage and increased revenue at their shops.

Mr. Harshaw stated the merchants would have to positive-sell the parking meter program and stress the convenience for the customers.

Mr. Jeffries stated a fact sheet would be provided to the merchants on what they should tell their customers about the program.

Mr. Harshaw stated the parking meters should be installed right after the parking lots were upgraded since there was a safety concern with the free parking lots.

Mr. Jeffries stated the parking lots should be complete in June so the time of the parking meter installation could be right after that.

Mr. Smith asked the timeline for opening the alley next to Windy City.

Mr. Berger stated he was discussing the feasibility with Public Works.

Mr. Abraham stated when parking meters were discussed at the DDA meeting, two of the members were apprehensive about parking meter installation. He stated he was one of those members as was Sheryl Cook, who was a long-time merchant on Beach Street. He stated he was apprehensive because of the negative public perception and he would not want to see the issue have the same public perception as toll booths on the beach had. He stated it would ultimately have to be approved by the City Commission and one member of the DDA who was clearly in favor of it was Commissioner Kelly White. He felt timing was very important and they would have to notify people in order to avoid negativity. Mr. Abraham stated the opening of Federal Lane was going to be important as well as the signage and parking lot improvements. He stated he thought Gold & Associates would come up with a good way to inform the public. He stated he thought it was a worthwhile idea but they had to be careful of how it was implemented.

Mr. Harshaw stated it would have to be decided how the money would be spent since the money came from the CRA so people were not speculating that the money went to the General Fund.

Mr. Smith stated they can make recommendations but it was up to the City Commission and CRA to make the decision.

Mr. Smith stated he thought there was a consensus from the Board and the DDA to move forward.

Mr. Jeffries stated if a motion was approved by the Board, a recommendation could be forwarded to the City Commission.

Mr. Smith stated before a motion was made, he wanted to be clear on the time line for the alley way and the signage and free parking were addressed so there was a strategic plan in place on public relations.

Mr. Harshaw asked about Federal Lane and if there was any concern about the lease for outdoor vending at Windy City.

Mr. Berger stated there would have to be an adjustment so there was a safe distance between cars and pedestrians.

Mr. Harshaw asked when their lease was up.

Mr. Jeffries stated it was a license but still City property and the City had the ability to terminate the license with notice. He stated that in this case, it would not be terminated but modifications would be made to it.

Mr. Smith stated a determination would need to be made on which type of parking meter was installed.

Mr. Jeffries stated he wanted to clarify all type of meters would take coins but only some would take debit cards.

Mr. Weidman asked if someone could pay for all day and remain parked in a specific spot or if there would be a time limit.

Mr. Jeffries stated if the person wanted to pay \$1.50 per hour they could remain there.

Mr. Smith suggested a time limit be placed on the parking.

Mr. Johnson stated most cities had a 2 hour limit.

Ms. Tammy Kozinski, 214 S. Beach Street, stated she had a business on the test block and was a member of the DDA as well as a former member of the Downtown-Balough Road Redevelopment Board and she was in favor of meters. She suggested the parking cards be considered. She stated coordinating the installation with the improvements to the rear parking lot was important. She stated once baseball season started, her customers were unable to park in front of her business. She stated there were concerns that people would not want to park at the ball park since they may start charging for parking which would force more cars onto Beach Street so it was important that Federal Lane be opened for access to the rear parking lot.

Mr. Smith stated they did not have a parking problem they had a parking perception problem. He stated 90% of people who went to an area to shop, went there and then left with most destination bound and not there to visit other sites.

Ms. Kozinski stated the money collected should stay within the Downtown and be used for beautification.

Mr. Weidman stated the back parking lot needed to be improved through beautification, possibly with awnings and seating areas to attract use.

Mr. Jeffries stated grants were available for business owners to improve the rear parking lot area.

Mr. Berger stated the beautification award was just presented to Ms. Kozinski for work she completed at the rear of her business.

Mr. Berger stated Orange Avenue improvements would be started soon but other improvements would have to be done later.

Mr. Harshaw stated with Orange Avenue starting, the opening of Federal Lane was crucial.

Board Action

Ms. Washington made a motion to approve the installation of the parking meters in the test area and include the opening of the alley way, signage, and public relations through the DDA. Mr. Harshaw seconded the motion and it was approved unanimously (8-0).

Mr. Berger stated they currently had a 2 hour limit and asked if it needed to be changed.

Mr. Smith stated the initial time should be 2 hours.

Mr. Weidman stated his only concern would be if Cinamétique had a movie that ran longer than 2 hours.

Mr. Jeffries stated Cinamétique encouraged their customers to park in the rear.

Mr. Harshaw stated it would not be a fix for people attending ball games.

Mr. Jeffries stated the time limit for the charge for the meters should extend to 8:00 p.m.

Capt. Newcomb stated he was looking at spaces on North Beach Street and one on South Beach Street to set up a substation in a storefront. He was hoping to have a space donated and it would be manned by volunteers.

5. Redevelopment Project Updates

Mr. Jeffries stated the parking lot improvements were out for bid and construction of the lighting upgrades would be in June. The cost for painting the arches was under \$25,000 and Public Works was getting estimates so it should be starting soon. Mr. Jeffries stated he was working with Dickens & Associates on the contract for lighting.

Mr. Harshaw asked about the Riverfront Park and asked if the underground water retention system had been discussed.

Mr. Berger stated there was no funding source for that project. He stated the plan was to go forward with a smaller project with trails under the bridge. He stated he was also looking at plaza work at Magnolia Avenue under the bridge to make the area look better.

Ms. Washington asked if the grant presented at the last Board meeting had been submitted.

Mr. Berger stated he would follow up to make sure it was submitted.

Mr. Weidman stated it was his understanding the draw bridge would be taken out on Orange Avenue and asked if there will be access for boats.

Mr. Harshaw stated where the ball park was, the bridge was not being removed but the bridge was being taken out where the Chamber of Commerce was located.

Mr. Berger stated currently there were no plans to use the area between Magnolia Avenue and Orange Avenue. Future plans showed the area as fountains.

Mr. Jeffries stated there were 1,720 likes on the Riverfront Shops Facebook page. He stated he was continuing with the on-line advertising and was working to put together an e-newsletter. He stated he was trying to do two e-newsletters per month, one to feature upcoming events and one to focus on Front Porch Friday. The TV commercial will run through March and April and the DDA approved advertising on the Beach Channel that will run in motel rooms and feature Downtown shops. Also new street banners will be installed in the center median.

6. Public Comments

There were no public comments.

7. **Board Comments**

Mr. Smith stated the Halifax Oyster Festival would be April 27 on Manatee Island from 11:00 a.m. to 9:00 p.m.

Mr. Weidman see the cement docks on Manatee Island were covered in bird poop and asked that maintenance clean them.

Mr. Harshaw asked if drawings had been received from CPH regarding the ISB coalition.

Mr. Berger stated a meeting should be held sometime between March and April but he had not heard an exact date.

Mr. Johnson asked if there was an update on Ballough Road.

Mr. Jeffries stated there had been discussion on bridge designs.

Mr. Johnson asked about parking along Ballough Road.

Mr. Jeffries stated that no sites had been discussed. He stated he would look at it and present options to the Board.

Mr. Berger stated the first priority would be the relocation of the Salvation Army. He stated a determination was made to move approximately \$1 million to the account for the Ballough Road Bridge. The funds could be used for beautification and streetscape. Mr. Berger stated he hoped the feasibility study would be done within the next month.

Mr. Harshaw asked if the City had given up on the National Guard moving their trucks off the property. He stated there were boats parked next to National Guard trucks.

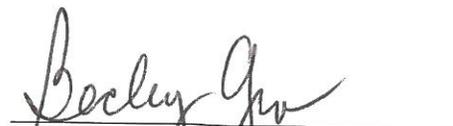
Mr. Jeffries stated the lease had just been re-done on that property.

8. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 1:25 p.m.



Al Smith, Jr., Chair



Becky Groom
Recording Secretary