

**DOWNTOWN/BALLOUGH ROAD
REDEVELOPMENT AREA BOARD
MINUTES
Tuesday, September 10, 2013**

A meeting of the Downtown/Balough Road Redevelopment Area Board was held Tuesday, September 10, 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. Scott Weidman
Ms. Cathy Washington
Mr. Daniel Harshaw
Mr. Robert Abraham
Mr. Larry Robinson
Mr. Paul Zappitelli

Board Members Absent

Mr. Bob Johnson
Dr. Kent Sharples

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Jason Jeffries, Redevelopment Project Manager
Ms. Carrie Avallone, Assistant City Attorney
Ms. Jeanne Tolley, Redevelopment Technician
Ms. Becky Groom, Board Secretary

1. Call to Order

Mr. Smith 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.

3. Approval of Minutes – August 6, 2013

Ms. Washington made a motion to approve the minutes of August 6, 2013. Mr. Harshaw seconded the motion and it was approved unanimously (7-0).

4. **DEV 2013-080, Conditional Use, Del Mar Cafe**

Mr. Jeffries stated the request was for a Conditional Use for a new restaurant at 180 N. Beach Street, the location of the former Moon/Arena Sports Café. He stated the Moon/Arena Sports Café had leased both 176 and 180 N. Beach Street and had a COP license for alcohol sales and that use was grandfathered in. Mr. Jeffries stated the new restaurant will need to meet the criteria outlined in the staff report on Page 2. He stated the applicant was requesting outdoor table service on the public sidewalk which was a Conditional Use.

Mr. Jeffries presented the proposed site plan and noted the back of house area was for staff only and there should be no customers in that area. He stated the proposed site plan indicated that about 77% of the area will be covered with tables.

Mr. Jeffries stated the sidewalk café would cover the same area as what was used by the previous tenant.

Applicant's Presentation

Mr. Oliver Ross, 6 Pheasant Lane, Ormond Beach, Florida, stated the menu would be the same as his restaurant, Crab Stop II, on International Speedway Blvd. He stated he owned a total of four restaurants. Mr. Ross stated the menu provided showed what was proposed to be served but he would be adding items.

Mr. Smith asked Mr. Ross what his definition was for back of house.

Mr. Ross stated his definition was the same as what Mr. Jeffries stated and it would be used more for storage.

Mr. Smith stated there had been concerns in the past because applicants stated their intent to open a restaurant and then the site became a nightclub. He stated he wanted to make sure Mr. Ross understood the site could not become a nightclub.

Mr. Ross stated he understood.

Mr. Smith stated the area outlined on the plan for the dance floor and stage seemed large and asked what the plans were for that area.

Mr. Ross stated once the restaurant was established he intended to bring in comedy shows and jazz bands to perform on Sundays during brunch. He stated he planned to have an open mike night for karaoke.

Mr. Smith asked what percentage of the business will be food service.

Mr. Ross stated he expected food service to be 65% of the business.

Ms. Washington stated she had the food at the other Crab Stops and it was awesome. She was glad to see Mr. Ross moving to Beach Street.

Mr. Harshaw stated the front of the area was open and asked if the back stage would be the only entertainment area.

Mr. Ross stated there will be two pool tables in the area in the front.

Mr. Harshaw stated he would not want the bands brought to the sidewalk so people outside would hear the music.

Mr. Jeffries stated the dance floor, stage, and pool tables cannot exceed 25% of the customer service area.

Mr. Ross stated he understood.

Board Action

Mr. Abraham made a motion to approve DEV 2013, Conditional Use, Del Mar Café, subject to any outstanding technical comments. Mr. Robinson seconded the motion and it was approved unanimously (7-0).

5. Redevelopment Project Updates

Mr. Jeffries stated presented the Code Enforcement report. He stated he talked with Code Enforcement about the new business going into 204 S. Beach, the former location of Michael's Photography. Mr. Jeffries stated it will be a skateboard shop with a gift shop area. He stated adjacent business owners were concerned a tattoo parlor was trying to locate at that site however, the issue had been resolved. Mr. Jeffries stated the license had been approved as a retail shop.

Mr. Harshaw expressed concerns about merchants parking in the fire lanes in the middle block parking lot.

Mr. Jeffries stated he would talk to Capt. Newcomb about Mr. Harshaw's concerns.

Mr. Jeffries stated the City Commission approved funding for the parking lot improvements. He stated a preconstruction meeting had been held and staff was in the process of mobilizing the project. Mr. Jeffries stated the merchants will be notified when the work was scheduled to begin.

Mr. Jeffries stated there will be a test for the proposed LED light fixtures. He stated they will be a capitol style light fixture similar to what was located on ISB

in front of Bethune Cookman. Mr. Jeffries stated the lights will be placed parallel to the building so more of the light would fall onto the sidewalks.

Mr. Jeffries stated the electrical upgrades for City Island Farmers' Market were being done.

Mr. Jeffries stated opening of Federal Alley was on hold right now.

Mr. Zappitelli stated he received an answer from the City Manager regarding reducing the speed limit on Beach Street and the request had been denied. He asked the information be shared with the Board.

Mr. Zappitelli stated signs had been installed at the pedestrian crosswalk.

Mr. Jeffries stated the yellow warning signs had been installed instead of reducing the speed limit.

Mr. Zappitelli stated there was a liability issue since the signs were 15 to 20 feet away from the pedestrian crosswalk.

Mr. Jeffries stated he will look into the issue of the location of the signs. He stated he did not like the large sign in the shopping district.

Mr. Zappitelli stated LED lights similar to what were at the Sanford airport should be on the ground to indicate the crosswalk area.

Mr. Zappitelli stated not having parking was detrimental to his livelihood and his existence overall and he would cease to exist. He stated he thought the City was trying to procure a building behind his business to secure 100 additional parking sites but funding to purchase the building had been denied.

Mr. Harshaw stated he had a lease with the owners for 8 years and there was now a chain across so he lost 11 parking spaces due to the new management company overseeing the property.

Mr. Zappitelli asked if the item could be brought up at a City Commission meeting.

Mr. Berger stated individuals could present their concerns at the City Commission meeting. He stated the Board could take action and forward their concerns to the City Commission.

Mr. Zappitelli stated the concerns were sent to the City Manager then went nowhere else.

Mr. Smith asked when the next CRA meeting will be held.

Mr. Berger stated October 2.

Mr. Weidman stated it was not the City denying the parking, it was the property management.

Mr. Smith asked if the parking meter project was on hold.

Mr. Jeffries stated he was resurveying the merchants between Orange Avenue and Magnolia Avenue regarding parking meters. He stated once the survey was complete, he will share the information with the Board.

Mr. Jeffries stated the opening of Federal Alley had been put on hold, at the request of Public Works, due to pedestrian conflicts if the alley was opened.

Mr. Jeffries stated Mr. Zappitelli had suggested the City purchase the building at 119 Palmetto Avenue, demolish the building, and convert the space to 140 parking spaces. He stated the response was there was currently plenty of parking in Downtown.

Mr. Smith stated it was more of a perceived problem than a real problem.

Mr. Harshaw asked how much the building was listed for.

Mr. Jeffries stated he thought it was listed at \$800,000.

Mr. Jeffries stated Traffic Engineering did a speed survey and stated the average speed on Beach Street was 28MPH so the speed limit should remain at 30 MPH.

Mr. Harshaw stated he thought the handicapped parking spaces should be along ISB.

Mr. Jeffries stated with the final striping of the parking lot, one handicapped space will be on ISB and one next to the handicapped ramp at Zappi's.

Mr. Harshaw expressed concern about the number of semi-trucks parked for deliveries and traffic not being able to get into the parking area. He asked that businesses regulate their deliveries.

Mr. Jeffries stated the DDA will be finalizing their 2014 budget on September 18. Mr. Jeffries stated he received a listing of a series of events for Downtown from Bullseye Marketing and the DDA will be considering the proposal at the September 18 meeting. He stated it was a good proposal that will provide additional events for Downtown. Mr. Jeffries stated the DDA had been discussing funding the marketing of those events and a request will be made to the CRA to pay for the permit fees for the events.

Mr. Smith stated Bob Gibbs completed the retail marketing study. He stated he went on the Chamber of Commerce trip to Louisville Live and that was when the first discussions were held about developing more retail on the property across from the speedway. Mr. Smith stated the project was much larger than originally discussed and Mr. Gibbs told him the speedway project could be detrimental to Downtown. Mr. Smith stated that, in his opinion, they needed to position Downtown as a dining and entertainment district. Mr. Smith stated a large retailer would open at the speedway project as opposed to Downtown so Downtown needed to be a destination, not a thoroughfare.

Mr. Berger stated Mr. Smith made a good point and Mr. Jeffries will be having a discussion with Mr. Gibbs about those concerns.

Mr. Smith asked the Board be permitted to address the CRA regarding their concerns.

Mr. Berger stated he would see if the discussion could be scheduled for a future CRA agenda. He stated there was a special CRA meeting on September 18 regarding the budget and the agenda had been set.

Mr. Jeffries stated a \$12,500 planning grant had been received from the Department of Economic Opportunity for a joint project with Holly Hill to do planning for a Marina District. He stated it would include a City project to the northern City limits to the Marina Grande project and the City had a professional services contract with Planning Solutions to do the work.

Mr. Smith asked who owned the property at the former 957 condo project.

Mr. Jeffries stated was still under the ownership of Terra Mark from New York.

Mr. Smith asked for the status of the former car lot sites on Beach Street.

Mr. Berger stated he just received the final EPA report and he will have a discussion with the engineers regarding the report to determine where the fencing can be placed.

Mr. Weidman asked if there were liability issues if the fence was removed.

Mr. Berger stated yes and under the current plan approved by the Board, there was to be landscaping along the front.

Mr. Abraham stated he thought the Board needed to appear before the CRA. He stated the speedway project will have an impact on Downtown. Mr. Abraham stated when the Volusia Mall opened, the clothing stores on Beach Street went out of business but he did not think the speedway project would have the same impact

on Beach Street as Volusia Mall did. He stated the speedway project could have a positive impact on Beach Street since it will bring more people to the area. Mr. Abraham stated he thought the only thing that would solidify Beach Street was the implementation of the Riverfront Master Plan; and if none of that can be completed, such as reducing the speed limit and narrowing the street, he did not think the area would get much better. Mr. Abraham stated if the Master Plan was implemented, parking may be an issue since there will be more people on Beach Street. He stated that if money could not be found to implement the master plan, they will continue to face issues.

Ms. Washington stated the key to it all was the Riverfront Master Plan. She stated the things that would draw people to Beach Street were not what would be found at the speedway. She stated a big box or big department store will not locate on Beach Street since there was no parking available.

Mr. Harshaw stated if they did not have attractive entrances, there was no destination and waiting five years for a picture of what the area would look like was unacceptable.

Mr. Berger stated the pictures were being put together for the City Manager so the information can be shared with the decision makers. He stated there were competing interests for funding and there had been nothing new built to support the expenditures.

Mr. Harshaw stated he thought the property values along U.S.1 and Granada Boulevard along the river had doubled since the streetscaping was done in Ormond Beach and if they did not have the streetscape, the property values will never go up. He stated the thoroughfare should be the most important thing that Daytona Beach was working on. Mr. Harshaw stated everyone wanted to drive down Granada Boulevard and the thoroughfare in Port Orange because they were pretty. Mr. Harshaw stated other communities had targeted the right areas and Daytona Beach was missing the boat.

Mr. Berger stated there will be a public meeting to discuss Orange Avenue on September 11 at 4:00 p.m.

Mr. Berger stated he hoped to have something to share with the Board regarding the ISB streetscape within the next month or two.

Mr. Harshaw expressed concern about south Beach Street being closed for construction during the Orange Avenue and bridge projects.

Mr. Berger stated the projects will be done in stages.

Mr. Smith stated based on discussions, he thought it was the will of the Board to implement the Riverfront Master Plan and he would like the opportunity to express that to the CRA Board as soon as possible.

6. Public Comments

Mr. Jason Douglas, 640 Mary McLeod Bethune Blvd., and President of the Student Government Association, requested funding from the Board for banners for marketing Bethune Cookman's homecoming on October 18 to 26. He stated there was a \$100 rental fee per pole for a 30 days rental plus \$20 for the cost of the banner. Mr. Douglas requested \$1,000 to support the marketing.

Mr. Smith stated the Board did not have a budget and had no funding.

Mr. Berger asked Mr. Douglas talk with him after the meeting to discuss his request.

Mr. John Nicholson, 413 N. Grandview Avenue, stated there were 6 restaurants on the beachside that did not serve food and 3 of them did not have kitchens. He stated that was a trend happening in the City and staff was not looking into it. Mr. Nicholson stated the Main Street Area had not had a project manager in 5 years and they were charged double for the use of City staff.

Big John, 120 State Avenue, Holly Hill, stated he thought the Board should not get information through an email and someone should be answering the Board's questions at their meetings. He stated that to change the speed limit would not cost much. Big John stated Mr. Berger was paid to attend the meeting and tell the Board what he was told to say.

Big John stated there appeared to be discontent with the Board, which was a wonderful thing. He stated he agreed with Mr. Harshaw's comments about ISB streetscape and that west of Nova Road was the hottest spot in the County. Big John stated to change the speed limit was a minimal request and traffic should go to one lane each way on Sunday.

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 1:23 p.m.

*Downtown/Balough Road Redevelopment
Area Board Minutes
September 10, 2013*



Al Smith, Jr., Chair



Becky Groom
Recording Secretary