

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

Tuesday, December 3, 2013

A meeting of the Downtown/Balough Road Redevelopment Area Board was held Tuesday, December 3, 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. Daniel Harshaw
Mr. Bob Johnson
Mr. Larry Robinson
Dr. Kent Sharples
Ms. Cathy Washington
Mr. Scott Weidman
Mr. Paul Zappitelli

Staff Members Present

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

1. Call to Order

Mr. Smith 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 - October 1, 2013

Board Action:

Ms. Washington made a motion to approve the minutes of October 1, 2013. Mr. Abraham seconded the motion and it was approved unanimously (9-0).

4. Discussion: Marina District Planning Grant Update

Mr. Berger stated that Beth Lemke, Planning Solutions, is the consultant who will be working on this proposal with the Cities of Daytona Beach and Holly Hill.

Mr. Jeffries stated that the City of Daytona Beach has received a grant from the DEO in the amount of \$12,500. Mr. Jeffries stated that the City of Holly Hill received a grant in the same amount and the Cities will be working together to create a Marina District Plan. Mr. Jeffries stated that the project will include design guidelines and recommended LDC changes. Mr. Jeffries stated that this grant fits into the Board's priorities for the Ballough Road area. Mr. Jeffries stated that based on the work, the Redevelopment Plan, Comprehensive Plan, and zoning could all be amended.

Mr. Jeffries stated that included in the packet is a summary of the two plans that affect this area, the Nottingham Plan and the Master Plan for the entire area. Mr. Jeffries stated that since the Nottingham plan was developed, there has been major development in the Ballough Road area, including Sunset Harbor and Caribbean Jacks. Mr. Jeffries stated that the stumbling block in development of this area has been the cul-de-sacking of Ballough Road and that is no longer being considered.

Mr. Smith asked what the boundaries are for this project.

Mr. Jeffries stated the boundaries are from the City boundary north on Mason and south to Anita. Mr. Jeffries stated the eastern boundary is the river and the western boundary is North Beach Street.

Mr. Berger stated the project will include property from Fairview to the Holly Hill city limits. Mr. Berger stated the only area that would not be included is the residential area in Orange Isle.

Beth Lemke, Planning Solutions, 206 N. Beach Street, stated that the city limits of Holly Hill and Daytona Beach abut as do the redevelopment areas. Ms. Lemke stated that this area will be planned as a unified area. Ms. Lemke stated that the scopes are fairly similar in the two communities. Ms. Lemke stated the area is being looked at as a single destination to determine the opportunities that area available for redevelopment. Ms. Lemke stated that the City of Daytona Beach will be looking to update the Nottingham Plan. Ms. Lemke stated that the City of Holly Hill is looking for a design since their plan is set.

Mr. Johnson asked if the west side of Root Street and the waterfront area will be included.

Ms. Lemke stated yes and the western boundary will be North Beach.

Mr. Weidman asked what the process would be to change the property from industrial use to all residential.

Mr. Berger stated that zoning and land use can be changed.

Mr. Jeffries stated the Future Land Use is already designated as Medium Mixed Use and Commercial Mixed Use which would be a combination of residential and commercial. Mr. Jeffries stated the zoning has never been updated and is inconsistent with the Comprehensive Plan.

Mr. Weidman asked if Mr. Berger thought these improvements will encourage the Salvation Army to sell their property and relocate.

Mr. Berger stated that there have been conversations with the Salvation Army and we need to work with them about relocation. Mr. Berger stated that development of an area for the homeless on the west side of the City is an ongoing discussion.

Mr. Smith stated that the homeless situation is a problem, particularly in the area of the library and Manatee Island and he is concerned about the homeless locating in the prime areas of the city.

Mr. Zappitelli asked if there is any discussion about relocating the library.

Mr. Berger stated that one elected representative is discussing the relocation of the library.

Mr. Harshaw asked if the west side of Beach Street will be addressed.

Mr. Berger stated the plan includes the right of way to the west but does not go into private property.

Mr. Harshaw asked if the zoning for Daytona Beach is matched with that of Holly Hill.

Mr. Berger stated that Holly Hill will be Holly Hill, and Daytona Beach will be Daytona Beach. Mr. Berger stated the intent will be to coordinate one marina district.

Ms. Lemke stated that there may be consistent signage, benches, and park areas so that there is a theme of one destination. Ms. Lemke stated zoning and CRA's are different in the two cities and stated if conflicts arise, they will be addressed. Ms. Lemke stated the Board will be informed of any issues during the process.

5. Redevelopment Project Updates

Mr. Jeffries stated that the parking lots are under construction and the lights are being installed between Orange and Magnolia. Mr. Jeffries stated that he is close to finalizing the pedestrian light project. Mr. Jeffries stated that a test grate has been installed in front of McKay's and appears to be a good solution for areas where trees are planted. Mr. Jeffries stated it is a flexible paver and expands with the growth of the tree. Mr. Jeffries stated he is trying to come up with an

acceptable tree replacement to replace the Washingtonian palm trees along the sidewalks.

Mr. Berger encouraged Board members to take a look at the flex paver in front of McKay's. Mr. Berger stated the material is absorbent and allows water to be absorbed by the plant.

Mr. Jeffries stated that the directional signage program has been presented to the City Commission but has not been finalized.

Mr. Smith asked for an update on the status of business recruitment by Bob Gibbs.

Mr. Jeffries stated that he recently spoke with Mr. Gibbs and Mr. Gibbs will be sending him an updated list of businesses that have been contacted in terms of retail recruitment. Mr. Jeffries stated that Mr. Gibbs will be sending a staff person to New York to promote Daytona Beach.

Mr. Jeffries stated that he has talked with Mr. Gibbs about doing some of the market analysis for the marina.

Mr. Jeffries stated that he had a conversation with Mr. Gibbs about the impact the Daytona One project will have on downtown and Mr. Gibbs will submit a proposal to indicate the impact this project will have on downtown.

Mr. Weidman stated that there have been recent articles in the News Journal about downtown and stated that the Gibbs study was not mentioned and actually contradicted the Gibbs study.

Mr. Jeffries stated that the News Journal was provided the Gibbs study information.

Mr. Harshaw asked for the status of streetscaping ISB.

Mr. Berger stated that some funding has been identified for Orange Avenue and some funding has been identified for west ISB in Midtown. Mr. Berger stated that progress is being made in trying to determine funding for ISB.

Mr. Harshaw stated that \$50 million does not need to be spent on streetscaping. He stated that all he is asking for is good clean sidewalks and lamp posts.

Mr. Berger stated that the consultant's estimate was \$1 million for downtown and \$2 million for beach side but that didn't happen. Mr. Berger stated that roundabouts were discussed which included significant costs for land.

Mr. Harshaw asked if the project would be done in 5 years or 10 years.

Mr. Berger stated that he cannot say.

Mr. Jeffries stated that the boat parade will be on December 7 as well as the Riverfront Festival of the Seasons. Mr. Jeffries encouraged the Board members to view the art display at 166 S. Beach Street.

Big John asked for the status of the parking meter project.

Mr. Jeffries stated that he has resurveyed the property owners and needs to follow up with them.

Mr. Berger stated that there have been discussions with LAZ who operates the parking meters and they are finalizing the recommendations on the parking meters.

Mr. Smith asked about Federal Alley.

Mr. Jeffries stated that the DDA has requested that the Public Works Director talk with them in January regarding opening of Federal Alley.

Mr. Berger suggested that the Public Works Director attend the next Ballough Road meeting to discuss Federal Alley and other capital projects.

Mr. Harshaw asked for the status of the back parking lots.

Mr. Jeffries stated that the crews are working on the lighting in the parking lot between Magnolia and Orange.

Mr. Berger stated the lighting should be done before Christmas.

Mr. Berger stated that the dumpster will be relocated to Myrtle Lane to provide one consolidated area.

Mr. Zappitelli stated the problems with parking are not being addressed.

Mr. Harshaw asked what it cost Ormond Beach for streetscaping along Granada from U. S. 1 to the river.

Mr. Berger stated typically funding for state road projects is allocated several years out and he stated that he did not know when the process started for Granada.

6. Public Comments

There were no public comments

7. Board Comments

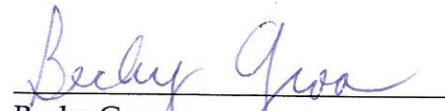
There were no Board comments.

8. **Adjournment**

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



Al Smith, Jr., Chair



Becky Groom
Recording Secretary