

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

Tuesday, February 4, 2014

A meeting of the Downtown/Balough Road Redevelopment Area Board was held Tuesday, February 4, 2014, at 12:00 p.m. in the Commission Chambers, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members

Mr. Robert Abraham
Mr. Harold Goodemote
Mr. Daniel Harshaw
Mr. Larry Robinson
Ms. Cathy Washington
Mr. Scott Weidman
Mr. Jack White
Mr. Paul Zappitelli

Board Members Absent:

Dr. Kent Sharples

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Ron McLemore, Public Works Director
Ms. Carrie Avallone, Assistant City Attorney
Ms. Janet Arbus, Board Secretary

1. Call to Order

Mr. Weidman called the meeting to order at 12:00 p.m.

2. Roll Call

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

3. Approval of Minutes - December 3, 2013

Board Action:

Mr. Abraham made a motion to approve the minutes of December 3, 2013. Mr. Robinson seconded the motion and it was approved unanimously (8-0).

Special Presentation:

Mr. Berger presented Al Smith, Jr., with a plaque in recognition of his years of service on the Downtown/Balough Road Redevelopment Area Board from 2000 to 2013.

Mr. Smith stated that his father instilled in him the importance of serving your community. Mr. Smith stated he has been pleased to be involved in the Downtown and will continue to work on various projects to benefit the area. He encouraged the Board to continue to work on the implementation of the Riverfront Master Plan and encourage the development of programs to resolve the homeless situation. Mr. Smith thanked the Board for the plaque and stated he will be available to help in any way he can.

4. Election of Officers

Mr. Jeffries stated that Mr. Smith had served as the Chair and was no longer on the board. Mr. Weidman has served as the Vice Chair but in accordance with the by laws, Mr. Weidman cannot be reelected Vice Chair since he has served the maximum of two terms.

Board Action

Mr. Abraham nominated Mr. Goodemote to serve as Chair. Mr. Weidman seconded the nomination. The board voted unanimously to appoint Mr. Goodemote as Chair (8-0).

Mr. Abraham nominated Mr. White to serve as Vice Chair. Mr. Robinson seconded the nomination. The board voted unanimously to appoint Mr. White as Vice Chair (8-0).

5. DEV2014-007, Conditional Use, Oceans Dance Studio

Mr. Jeffries presented the staff report included in the board packet.

Mr. Harshaw asked for clarification on the retail component and asked if the requirement includes a square footage amount for retail but not a dollar amount in sales.

Mr. Jeffries stated that the floor plan attached to the staff report outlines the retail area which will be located in the front of the studio. Mr. Jeffries stated that the current Land Development Code states for criteria that schools may be established as part of a mixed use and there are no other criteria.

Mr. Branden Calnan, 124 N. Beach Street, the applicant, stated the business will occupy both sides of the site to include 124 and 126 N. Beach Street. Mr. Calnan

stated the front of the building will be used for retail and the back half will be used as the dance floor.

Chair Goodemote asked the proposed hours of operation.

Mr. Calnan stated the hours of operation will be from 9:00 a.m. to 9:00 p.m. Mr. Calnan stated the hours on Saturday will be from 10:00 a.m. to 6:00 p.m. and the site will be closed on Sunday.

Mr. Abraham asked what type of retail was planned.

Mr. Calnan stated he will be offering ballroom dancing apparel and shoes.

Board Action

Mr. Harshaw made a motion to approve DEV2014-007, Conditional Use, Oceans Dance Studio. Mr. Robinson seconded the motion and it was approved unanimously (8-0).

6. DEV2014-013, Conditional Use, Bayshore Real Estate Office

Mr. Jeffries presented the staff report included in the board packet.

Buddy Budiansky, 120 S. Palmetto Avenue, the applicant, stated Bayshore Development has signed a short-term lease for the site and will be located at this site until they have the necessary amount of reservations. Mr. Budiansky stated the site was recently used by the Daytona Beach Police Department as a substation.

Mr. Harshaw asked if this space will be used until the Hard Rock Hotel was opened on the beachside.

Mr. Budiansky stated Bayshore has already asked him to double the time request from what they originally proposed. Mr. Budiansky stated Bayshore likes the Beach Street area and perhaps they will stay open longer and keep the site as a sales office after construction begins.

Mr. Goodemote asked how many real estate offices are located in the Beach Street area.

Mr. Jeffries stated there was not a real estate office on the ground floor on the block between Magnolia and ISB.

Mr. Budiansky stated there are two real estate offices in the Kress Building on the second floor.

Board Action

Mr. Robinson made a motion to approve DEV2014-013, Conditional Use, Bayshore Real Estate Office. Ms. Washington seconded the motion and it was approved unanimously (8-0).

7. Redevelopment Project Updates

Mr. Jeffries gave a PowerPoint presentation, a copy of which is hereto attached and made part of the record, with the status of Downtown Public Works Projects.

Mr. McLemore stated he would answer any questions Board members may have.

Mr. Zappitelli stated the parking lot behind Zappi's had been reduced to one lane and trucks were unable to make deliveries to his restaurant and adjacent businesses. He stated the area was dark and there had been no construction activity for four months. Mr. Zappitelli stated there was not sufficient parking and now there are fewer spaces. He stated people's cars had been damaged when there had been attempted deliveries.

Mr. Berger stated the intent was to have landscaping where it could be provided and the 24 foot wide aisle was design standard for parking lots. He stated deliveries were not considered and hoped those would be made at a time when most of the customers would not be at the businesses.

Mr. Zappitelli stated staff was proposing a one-lane road which did not work.

Mr. Berger stated there will be a continuous 24 foot wide lane through the area.

Mr. McLemore stated if Mr. Zappitelli thought the area was dysfunctional, he meet with him to see if a better balance could be achieved.

Mr. Zappitelli stated there was no balance there and no one had come to him to talk about the site.

Mr. McLemore stated he would contact the other businesses to coordinate a time for a meeting to discuss Mr. Zappitelli's issues.

Mr. Goodemote asked that Mr. Zappitelli be provided with a copy of the proposed design plan.

Mr. White asked if a design had been completed for the streetscape for the Orange Avenue project.

Mr. McLemore stated there were not a lot of opportunities on Orange Avenue due to the restricted right-of-way. He stated he would provide a copy of the proposed plan to Mr. White.

Mr. Goodemote asked that a copy of the proposed plan for Orange Avenue be included in the packet for next month's meeting.

Mr. Harshaw asked if there was a timeline for the Orange Avenue and bridge project.

Mr. McLemore stated bids were scheduled to be received for Orange Avenue on February 24 and construction will start April 1. He stated the bridge was a design/build project and currently was in the design and was a two year construction project. Mr. McLemore stated the projects would overlap. Mr. McLemore stated one of the challenges of the Orange Avenue project was maintaining access since there was limited right-of-way. He stated addressing traffic flow was still being worked on.

Mr. Goodemote asked for the phasing schedule for Orange Avenue.

Mr. McLemore stated construction will start at Nova Road and will move east. He stated the project will be constructed in three sections: Nova Road to Martin Luther King Blvd; Martin Luther King Blvd. to U. S. 1; and U. S. 1 to Beach Street. Mr. McLemore stated undergrounding of utilities will be a challenge.

Mr. Goodemote asked if one section of the project will be completed prior to starting the next phase and what the impact to downtown will be.

Mr. McLemore stated there will be some overlap but it was planned to complete one phase before starting the next. Mr. McLemore stated downtown will not be impacted for two years.

Ms. Washington asked Mr. Jeffries about the timeline for projects. She stated each month the Board was provided with an update but she would like to see a written staff report in the Board packet so she can track progress. Ms. Washington stated some projects seem to be at a standstill. She stated it was her understanding that projects were not started until there was funding and would like to know the reason some projects were delayed.

Mr. Goodemote asked for a timeline on the parking meter project.

Mr. Berger stated he did not have a timeline on the parking meter project.

Mr. Jeffries stated that Support Services had prepared a cost analysis for parking meters and it had been submitted to administration for review.

Mr. McLemore stated the new I-4 exit at International Speedway will have a large component as an entranceway feature to the City. Mr. McLemore stated FDOT has allotted \$21,000,000 for the area as part of the Speedway project, including underground utilities and drainage. Mr. McLemore stated that heading east there has been a modernization of the traffic signals. Mr. McLemore stated there was a three-phase project between Nova and U. S. 1. He stated the first phase was in the area of Bethune-Cookman; the second phase will be from east of Bethune-Cookman to Nova; and the final stage will be from east of Bethune-Cookman to U. S. 1. Mr. McLemore stated there was a preliminary design for the area from U. S. 1 east to the beach. Mr. McLemore stated he was awaiting a component design which will include three roundabouts. Mr. McLemore stated the area needs to look better in order to attract investors. He stated the project was estimated to cost \$55,000,000.

Mr. Harshaw asked what funding was available for this project.

Mr. McLemore stated State funding was available since ISB was a State road.

Mr. Harshaw asked what the schedule would be for streetscaping from U. S. 1 to Beach Street and asked if that would be five years from now.

Mr. McLemore stated he hoped it would be less than that and noted the project has to be designed.

Mr. White asked for an update on Federal Alley.

Mr. McLemore stated he has agreed to review the area to determine if it can be opened one way for vehicular traffic. Mr. McLemore stated he has concerns about pedestrian safety.

Mr. Jeffries presented slides of proposed ISB streetscape improvements and the different types of palms that could be used. Mr. Jeffries stated the Washingtonian palms on Beach Street have outgrown their usefulness and are considered unsafe since they have grown so tall. Mr. Jeffries stated the flexi-grade tree grate proposed along Beach Street will be used. Mr. Jeffries stated the palm trees were discussed at the DDA meeting and the consensus of the Board was if the Washingtonian palms last for 15 years, the existing Washingtonian palms should be replaced with new Washingtonian palms.

Mr. White stated he would like to see a plan for creating more shade on Beach Street so he would suggest installing a tree that provides shade versus installing palms.

Mr. Goodemote stated he agreed with Mr. White's comments and would support installing trees that provide shade.

Mr. Goodemote stated he inspected the grates on Beach Street and feels the proposed grates work very well. Mr. Goodemote stated the grates expand the walk area and create a walkable surface.

Mr. White stated he agreed that the grates work very well.

Mr. Harshaw asked if the proposed rubber pavers will have an odor during the summer months when it was hot.

Mr. Berger stated the grates have a rubber component but granite was included in the material.

Mr. Harshaw asked if the grate would cause mold to grow underneath the grate and cause the roots of the plants to rot.

Mr. Berger stated the product was porous for air and water and has proven that there are no issues like rotting of the roots.

Mr. Abraham stated the DDA Board members were concerned that trees that create shade also obscure signs. Mr. Abraham stated to have more shade and no customers does not accomplish anything. Mr. Abraham stated the Washingtonian palms were seen as something that would be attractive but not obscuring.

Mr. Goodemote asked for the status of the former car dealership lots on North Beach.

Mr. Berger stated he continues to have discussions with the owners about Brownfields and when the landscaping will be installed that was approved by this Board. Mr. Berger stated there was a study completed in the early fall that indicated there were issues that would not permit any work being done in the ground. Mr. Berger stated the owners continue to do testing to determine what needs to be done.

Mr. Goodemote asked for the status on the Manatee Island stage roof.

Mr. Berger stated it was not funded.

Mr. Goodemote asked if Mr. Gibbs has provided a list of retailers he has contacted.

Mr. Jeffries stated he has the list from Mr. Gibbs and, primarily, there was interest from restaurants.

Mr. Weidman asked for a status on the Pub 'n Grub.

Mr. Jeffries stated it was his understanding that one of the major investors has withdrawn support.

Mr. Weidman asked for the status of the walk bridge under ISB.

Mr. Jeffries stated the grant requests have been submitted but an answer has not been received from the State.

Ms. Washington asked if the Orange Avenue bridge will be a high rise.

Mr. Jeffries stated yes.

Mr. Harshaw asked for an update on the historic bus station on Palmetto.

Mr. Jeffries stated there are new owners. Mr. Jeffries stated a local site engineer was working on the site plans. Mr. Jeffries stated the site plans would be reviewed by the Downtown-Balough Road Redevelopment Board.

8. Public Comments

Big John, 120 State Avenue, Holly Hill, asked for the status of parking meters.

Mr. Berger stated the parking meter plan was under review with LAZ, the parking consultant.

Big John asked if Majewel Date Palms are being installed on Ridgewood Avenue and asked for the cost.

Mr. McLemore stated the cost was between \$4,000 and \$5,000 for each palm tree.

Tammy Kozinski, 214 S. Beach Street, stated signage visibility was limited on Beach Street and asked that signage be considered when trees are planted. Ms. Kozinski asked that Federal Alley be opened to allow one-way vehicular traffic. Ms. Kozinski stated that she was excited that Hard Rock wants to be a partner in the downtown.

9. Board Comments

Mr. Goodemote stated the Master Plan calls for Beach Street to be reduced to two lanes which would be a traffic calming event.

Mr. Zappitelli stated the Board attempted to reduce the speed but the request was denied.

Mr. Zappitelli stated the pedestrian signs cause cars to slow because they are not properly lit.

Mr. White stated he had an article regarding shade trees which he would provide to Mr. Berger and asked that it be presented to the Board at their next meeting.

Mr. White stated there was a large amount of vacant office space on Beach Street and would like to help with developing incentives to draw office users to the vacant spaces.

Mr. White stated he has a ground breaking scheduled for his project in Downtown on February 13 at 5:00 p.m.

Mr. Harshaw stated he agrees with Mr. Zappitelli's comments regarding parking. Mr. Harshaw stated some patrons are having their cars towed while they are at the businesses on Beach Street and that sends a horrible message for downtown.

Mr. Berger stated he has talked with the Attorney's office and believes he has a plan for resolving these issues.

Mr. Jeffries stated a special meeting may have to be scheduled for February 18 to review a request from Daytona State College for the News Journal site on Beach Street.

10. Adjournment

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



Harold Goodemote, Chair



Becky Groom
Recording Secretary