



The CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451

DAYTONA BEACH, FLORIDA 32115-2451

PHONE (386) 671-8180

FAX (386) 671-8187

AGENDA

DOWNTOWN/BALLOUGH ROAD REDEVELOPMENT AREA BOARD

Tuesday, February 3, 2015 12:00 P.M.

City Hall Commission Chambers

NOTICE: If any person decides to appeal any decision of the Board at this meeting, they will need a record of the proceedings. Interested persons may wish to ensure that a verbatim record of the proceedings before the Board is made, including any testimony or evidence presented to the Board. The City does not prepare or provide a verbatim record of Board proceedings.

1. **Call to Order**
2. **Roll Call**
3. **Approval of the minutes: January 6, 2015**
4. **MIRACLE MEDIA STUDIO & CLASSIC ROCK CAFE**
 - A. **DEV 2015-011, SEMIPUBLIC USE, Miracle Media Studios**

Request by Patti Miracle, on behalf of Miracle Media Group, LLC for a semipublic use permit for a radio studio (broadcaster) in the RDD-1 zoning district. The site is located at 106 Ivy Lane and 242 S. Beach St, Suite 100 (Reference: Land Development Code, Article 4§5)
 - B. **DEV 2015-011, CONDITIONAL USE, Miracle Media Business Office**

Request by Patti Miracle, on behalf of Miracle Media Group, LLC for a conditional use permit for a business service on the ground floor in the RDD-1 zoning district. The site is located at 106 Ivy Lane. (Reference: Land Development Code, Article 4§7.2)
 - C. **DEV 2015-012, CONDITIONAL USE, Classic Rock Cafe**

Request by Patti Miracle, on behalf of Miracle Media Group, LLC for a conditional use permit for alcohol beverage service in a restaurant and outdoor table service in the RDD-1 zoning district. The site is located at 242 S. Beach St, Suite 100 (Reference: Land Development Code, Article 4§7.2)
5. **PRESENTATION: Marina Village Plan**
6. **DISCUSSION: Games of Skill in Downtown**
7. **Public Comments**
8. **Board Comments**
9. **Adjournment**

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

Tuesday, January 6, 2015

A meeting of the Downtown/Balough Road Redevelopment Area Board was held Tuesday, January 6, 2015, 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. Robert Abraham
Mr. Larry Robinson
Dr. Kent Sharples
Ms. Cathy Washington
Mr. Scott Weidman

Board Members Absent:

Mr. Daniel Harshaw
Mr. Jack White
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. Goodemote called the meeting to order at 12:08 p.m.

2. Roll Call

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

3. Approval of Minutes – December 2, 2014

Board Action:

Mr. Abraham made a motion to approve the minutes of the Regular Meeting of December 2, 2014. Mr. Robinson seconded the motion and it was approved unanimously (6-0).

4. DEV 2014-095, Conditional Use, Pai in the Sky

Mr. Jeffries presented the staff report which is included in the packet for a Conditional Use request and Site Plan approval.

Mr. Goodemote stated Sheet C-2-4 shows the center area as a planted area.

Mr. Jeffries stated that is incorrect and the plans would have to be corrected during final staff approval.

Public Comments:

Big John, State Avenue, Holly Hill, asked what the plans are for the building.

Mr. Jeffries stated the building will house a health food retail store and a café with a full-service kitchen. He stated there will be a martial arts and yoga studio on the second floor.

Board Comments:

Mr. Weidman expressed concern about parking at this site as well as throughout the entire Redevelopment Area.

Mr. Jeffries stated he will be contacting Board members to schedule a joint meeting with the Downtown-Balough Road Redevelopment Board and the Downtown Development Authority to discuss parking issues.

Mr. Goodemote stated he is pleased to see the site being developed since it has been vacant for many years.

Board Action:

A motion was made by Ms. Washington, seconded by Mr. Abraham, to approve DEV2014-095, Conditional Use, Pai in the Sky, in accordance with the staff report as presented. The motion carried unanimously (6-0).

A-1. Discussion: Games of Skill in Downtown

Mr. Jeffries distributed a staff report, which is made a part of the record, outlining proposed Land Development Code text amendments regarding games of skill. Mr. Jeffries stated he is seeking Board input prior to processing the text amendment.

Mr. Abraham asked how the requirement to place games of skill in a separate room would affect existing businesses.

Mr. Jeffries stated there is a requirement that existing businesses would have six months to come into compliance if a Code change is approved.

Mr. Abraham stated he agrees with the proposed language except for the requirement for a separate room. He stated he feels that requirement would adversely affect existing businesses. He stated he feels it is good to locate the games at the rear of the businesses.

Mr. Weidman asked how this requirement would affect a business that may want to locate in the downtown, such as a Dave & Busters.

Mr. Jeffries stated he would have to review the code to determine if those businesses would qualify. He stated under the current code, a Dave & Busters could not be located in the downtown, unless it opened as primarily a restaurant.

Mr. Goodemote stated he is concerned that continuing to add regulations may limit what businesses can be opened on Beach Street.

Dr. Sharples stated he feels the discussion should be tabled since Mr. Harshaw requested this item be presented for discussion and is not in attendance today. The Board agreed to table the discussion.

5. Public Comments

Big John expressed concern about regulations and stated he was concerned that a yoga studio could be located in one block of the downtown but not the other.

6. Board Comments

Mr. Goodemote welcomed Miami Hat Company, a new business located in the downtown.

Mr. Jeffries stated the dumpster enclosures are being constructed and procedures for consolidation of the dumpsters will be discussed at the next merchant's meeting on January 20.

Mr. Weidman asked for the status of the walk bridge under International Speedway Blvd.

Mr. Berger stated a date for construction has not been established but funding is in place.

Mr. Goodemote asked for the status of the sidewalks and the project proposed by Parker Mynchenberg.

Mr. Jeffries stated the project has not been funded.

Mr. Weidman asked for the status of the Dr. Marbut study regarding the homeless.

Mr. Jeffries stated the Downtown-Ballough Road Redevelopment Board voted to support the report at the last meeting and the DDA has requested a revised resolution of support be prepared for their adoption. Mr. Jeffries stated the City Commission did not approve additional funding for the project at the Commission's last meeting.

7. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 12:40 p.m.

Harold Goodemote, Chair

Becky Groom
Recording Secretary

Semipublic Use Permit
DEV2015-011
Miracle Media Studios

STAFF REPORT

DATE: January 30, 2015

TO: Downtown / Ballough Road Redevelopment Board Members

FROM: Jason Jeffries, Project Manager

PROJECT REQUEST

A request by Colleen Miles, Land Development Resource Group, LLC, on behalf of Patricia P. Miracle, General Manager, Miracle Media Group to approve a Semipublic Use Permit to allow a radio studio (broadcaster) in the RDD-1 (Beach Street Retail) zoning district.

PROJECT LOCATION

The subject property is located at 242 S. Beach Street, Suite 100 and 106 Ivy Lane. Maps of the surrounding land uses and zoning classifications are provided for review. Adjacent land uses and zoning designations are further illustrated in the table below:

Direction	Existing Land Uses	Future Land Use Designation	Zoning Classification
Site	Vacant Retail	High Intensity Mixed Use	RDD-1 (Beach Street Retail)
North	Print Shop	High Intensity Mixed Use	RDD-1 (Beach Street Retail)
South	Theater	High Intensity Mixed Use	RDD-1 (Beach Street Retail)
East	Riverfront Park	Parks / Recreation	PW (Public Waterfront)
West	Public Parking Lot	High Intensity Mixed Use	RDD-2 (Central Business Mixed Use)

PROJECT SUMMARY

Article 4, Section 5.1 of the City’s Land Development Code (LDC) details the purpose of a semi-public use: “The public and semipublic use procedure is provided to allow for the establishment and operation of uses by government agencies, nonprofit entities, utilities, broadcasters, and similar users who serve the needs of the public.” In Redevelopment Areas, semipublic uses are reviewed by the applicable Redevelopment Board, with the Board providing a recommendation to the Planning Board, which holds a public hearing. The Planning Board then provides a recommendation to the City Commission for final action, also in a public hearing.

WROD 1340 AM has been on airwaves over Daytona Beach since 1947. WROD played all of the original hits from 1947 through the early days of rock and roll in 50's and 60's. In 2008, a

local investor acquired the radio station and moved the radio offices from 103 Wilder Boulevard to 100 Marina Point Drive. In 2012, WROD began simultaneously broadcasting on 104.7 FM. WROD airs 24-hours a day and continues to serve the community of Daytona Beach.

The proposed semipublic use will allow for the establishment of the broadcast studio at 106 Ivy Lane, which is in the rear of 242 S. Beach Street, Suite 100.



East Face of Building

The applicant has submitted a development plan that includes a radio studio and business office for the subject property located at 106 Ivy Lane and a Rock Music themed café located at 242 S. Beach Street, Suite 100 for review (*Attachment A*).

PROJECT ANALYSIS

Article 4, Section 6.3 of the LDC provides the criteria to review the semi-public use request. Staff response to the criteria is provided for the Board's review:

- (a) **The use shall be consistent with the Comprehensive Plan.**

REDEVELOPMENT ELEMENT

Objective 1.1 Regulatory Controls and Incentives

Through regulatory controls and incentives, encourage investment in new development and rehabilitation that will improve assessed property values by 3% per year, and maintain a minimum of 85% building occupancy in the City's Redevelopment Areas.

Policy 1.1.2

Implement redevelopment category rezonings as needed to recruit and enhance developments that are consistent with redevelopment plans and neighborhood polices.

Although the proposed request is not a rezoning, the proposed use does require a semipublic use permit that requires final approval by City Commission and similar review process as a rezoning.

The proposed use is consistent with the following policies in the adopted Downtown / Ballough Road Redevelopment Board:

5.1 Land Use Objective

Annually complete at least one project that adds, mixes and clusters uses to create a critical mass of pedestrian-oriented experiences that are linked to each other in a manner that strengthens Downtown/Ballough Road's appeal as a business residential address and differentiated visitor destination.

Policy 5.1.6 *Encourage the adaptive re-use of existing buildings and the assembly of adjacent land to accommodate viable rehabilitation and expansion programs. Where appropriate encourage historic preservation.*

Policy 5.1.9 *Encourage the strategic integration of civic and cultural uses in order to generate more traffic and activity along the Beach Street retail core, strengthen the connection between the retail district and the river, and enhance the district's sense of place.*

5.3 Land Use Regulation Objective

Utilize land use controls and incentives to encourage investment in new development and rehabilitation that is consistent with the Redevelopment Plan intent and Comprehensive Plan policies and procedures.

Policy 5.3.6 *Encourage zoning policies and incentives that support the clustering of dining and entertainment uses within close proximity in order to enhance Beach Street's appeal as an evening destination.*

The proposed use is consistent with the Goals, Objectives and Policies of the Comprehensive Plan.

- (b) The establishment, maintenance, or operation of the use shall not be detrimental to or endanger the public health, safety, or general welfare.**

Staff does not anticipate any adverse or detrimental affect on the public health, safety, or general welfare with the proposed use of the property.

- (c) The use shall not impede the normal and orderly development and improvement of surrounding properties for uses permitted in the district, and shall be consistent with the character of the immediate neighborhood.**

The proposed use is an adopted reuse of a former retail store and is consistent with the surrounding properties in Downtown's retail district.

- (d) The use shall not have a substantial adverse effect on any known archaeological, historical, or cultural resource located on or off the site.**

The subject site is a contributing structure to the South Beach Street Historic District. The applicant is not proposing any exterior alterations as part of this application. Any future exterior alterations, will require a Certificate of Appropriateness.

- (e) The design shall minimize adverse effects of the use on adjacent property, including visual impacts.**

The applicant is proposing to operate a Rock themed café in the front portion of the building. This will provide a café appearance to the building, consistent with other restaurant locations in the RDD-1 zoning district.

- (f) Adequate provision shall be made for buffers, landscaping, public open space, and other improvements necessitated by the use.**

The building is an urban style building with no side yard setbacks and public sidewalk with extensive streetscape features in the front. Landscape plans are not required for this application.

- (g) The use shall meet the lot and building requirements of the district in which it is located unless the requirements are specifically waived by the Planning Board and the City Commission. A special use shall meet all requirements established for the special use, and no variance shall be granted from these requirements.**

The existing building meets all lot and building requirements of the RDD-1 zoning district.

- (h) The use shall comply at all times with the approved site plan, and any conditions imposed for establishment and operation of the use.**

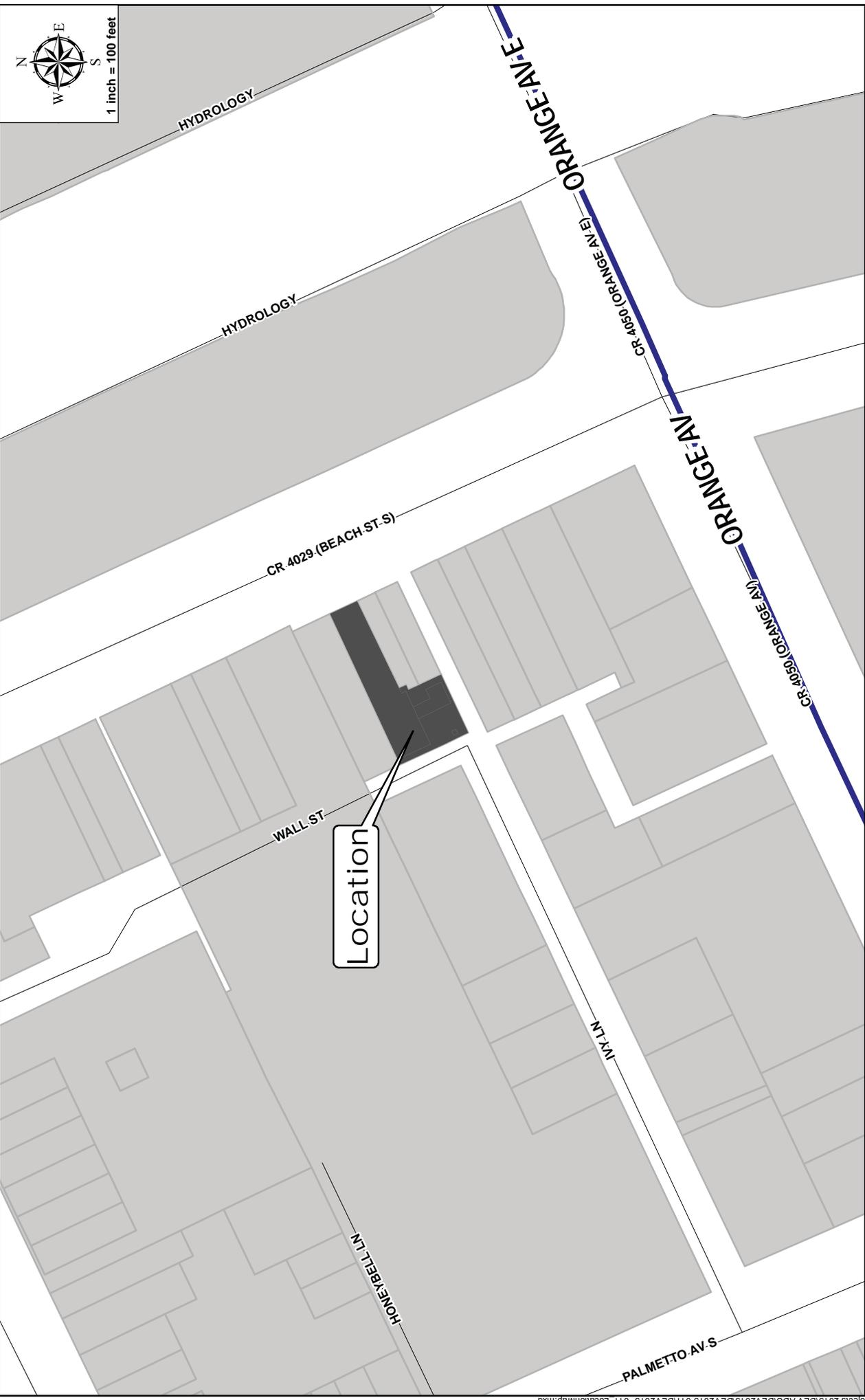
A site plan has been submitted for review in concert with the semipublic use application. Review and approval will be required prior to a building permit issuance for the work.

RECOMMENDATION

Staff recommends the approval of the semipublic use permit for Miracle Media Studios at 106 Ivy Lane, behind 242 S. Beach St, Suite 100, subject to any outstanding technical review comments.



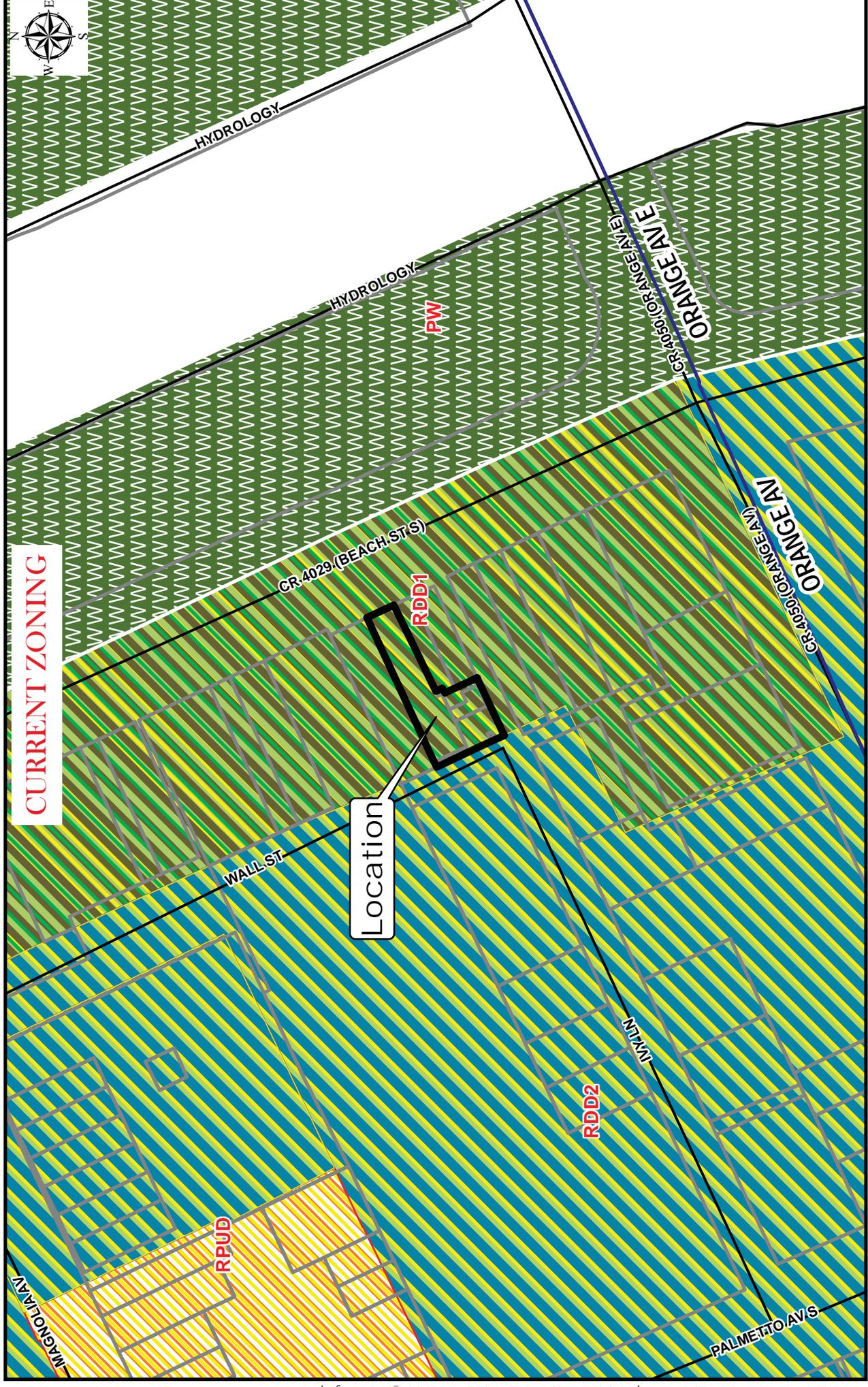
1 inch = 100 feet



City of Daytona Beach Map disclaimer:
These maps were developed and produced by the City of Daytona Beach GIS. They are provided for reference only and are not intended to show map scale accuracy or all inclusive map features. As indicated, the accuracy of the map has not been verified and it should be used for informational purposes only. Any possible discrepancies should be brought to the attention of City Engineering and or Development Services.

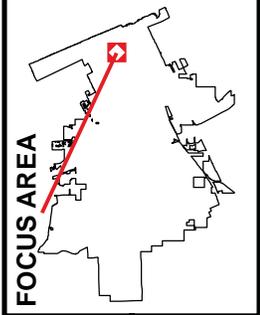
DEV2015-011 SEMI PUBLIC USE PERMIT - CONDITIONAL USE LOCATION MAP





CURRENT ZONING

Location



**DEV2015-011
SEMI PUBLIC USE PERMT - CONDITIONAL USE
ZONING MAP**

1 inch = 100 feet





1 inch = 100 feet

Redevelopment

HYDROLOGY

Halifax River

PARKS RECREATION

ORANGE AVE

CR-4050 (ORANGE AVE)

CR-4029 (BEACH ST-S)

ORANGE AVE

FUTURE LAND USE

WALL ST

HI INT MIXED USE

Location

MAYN

PALMETTO AVS

MAGNOLA AV

City of Daytona Beach Map disclaimer:
These maps were developed and produced by the City of Daytona Beach GIS. They are provided for reference only and are not intended to show map scale accuracy or all inclusive map features. As indicated, the accuracy of the map has not been verified and it should be used for informational purposes only. Any possible discrepancies should be brought to the attention of City Engineering and or Development Services.

DEV2015-011 SEMI PUBLIC USE PERMIT - CONDITIONAL USE FUTURE LAND USE MAP





1 inch = 100 feet

HYDROLOGY

HYDROLOGY

ORANGE AVE

CR 4030 (ORANGE AVE)

ORANGE AVE

CR 4029 (BEACH ST S)

WALL ST

Location

WALL ST

PALMETTO AVE

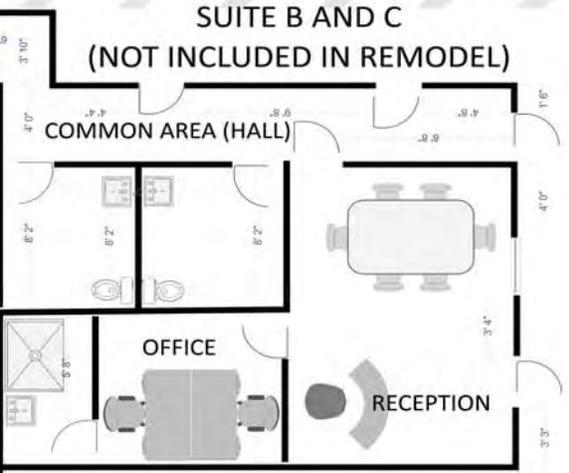
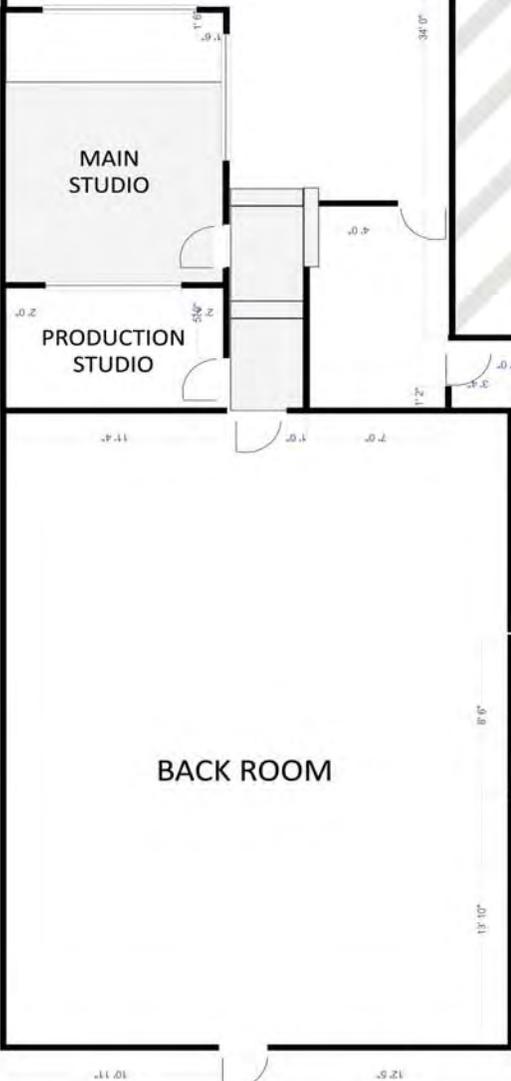


DEV2015-011 SEMI PUBLIC USE PERMIT - CONDITIONAL USE AERIAL MAP

City of Daytona Beach Map disclaimer:
These maps were developed and produced by the City of Daytona Beach GIS. They are provided for reference only and are not intended to show map scale accuracy or all inclusive map features. As indicated, the accuracy of the map has not been verified and it should be used for informational purposes only. Any possible discrepancies should be brought to the attention of City Engineering and or Development Services.



MIRACLE MEDIA GROUP LLC
OFFICES AND STUDIOS
CLASSIC ROCK CAFE
106 IVY LANE AND 242 S. BEACH STREET



***“Frank and Tracy in the Morning
And the Best Rock All Day”***



Media Kit

Prepared by Miracle Media Group LLC
106 Ivy Lane - Daytona Beach, FL 32114

The (New) Heritage Rock Station:

Radio stations become “**heritage**” after being in a local market for 15-20 years. So how can a station that is new in a market be perceived as a heritage station? It is simple. The answer is that you take the guy who built a station 18 years earlier and have him create that station all over again. You take the most **recognizable personalities** from the station that dominated the market for almost two decades and you put them back on the air. And you take the **loyal listeners** who had pride in their local rock station and you give them exactly what they want. The new station does not sound new, because it is not new. It is the heritage station that Daytona Beach has always loved and it has now been reborn in 2015. The loyalty of the listeners, the excitement and the support are all there for you, the advertiser, to benefit from.



It's About the Community:

There is much more to a radio station than just great music and compelling personalities. There



is also making a commitment to the community that you serve. The belief of everyone involved with 104.7FM “**The Rock of Daytona**” centers on pride in our community, helping others and giving back. When our area needs someone to raise the flag and lead the charge, instilling pride in our community and helping build a strong base for local businesses, we will be there to do it. **Community involvement is a major part of our commitment as your local radio station.**

It's About Fun:

The days of playing great music, tossing around some insightful conversation and playing radio commercials to promote advertising partners are over. For us they are, we cannot speak for anyone else. Let's face it; there are too many ways for people to consume music and entertainment. The only way to grab the attention of the local audience is to give them more. More information about what is going on locally, more information about their favorite artists and more of what they are looking for in a radio station. This means thinking “**out of the box**” and getting out of the studio to show the listeners a good time. Our listeners love to be part of something. We provide them with the greatest experience, and in return, they listen every day. They do not want to miss out on the next big thing. They do not want to miss what everyone is talking about. **We give them what they cannot get on Pandora, Spotify or Satellite Radio.** We provide them with an **experience that builds loyalty**, to us and to our advertising partners.

Its More Than Just Radio:

We are radio geeks, so we love radio. We wish it were enough, but we know it isn't. We learned this from watching our teenagers. Media is now being consumed at breakneck speed and because of this, accessibility is of paramount importance. The more you can compete on all levels, the more you can offer your media partners. This is why we offer a great quality Internet stream of our station that can be accessed by an unlimited number of listeners. We know that some people want to listen **"on the go"**, which is why **"The Rock of Daytona"** is listed on the free **TuneIn Radio** app. We know that people are listening, because there are over **2,100 followers** on **TuneIn Radio**. Not just people who just listen, but people who have chosen to **"follow"** us so that they can quickly access our programming whenever (and wherever) they want. From our beginning, we have had a strong presence on **facebook**, gaining more than **1,500 fans in less than a week** when signing on the air. We are contributing to our page daily, engaging our listeners and offering our advertising partners another outlet to have their business promoted.

Creativity Counts:

Not every advertiser has the same advertising need or budget. For this reason, we listen to what our partners want and what they hope to accomplish through a relationship with us. Sometimes, a heavy commercial load will do the job to get the word out about a big sale. Other times, we might have to tie in a sponsored feature, or multimedia campaign. We may even want to partner you with another business (or two) in order to offer something special that really stands out to your customers and benefits everyone involved. We are about creating partnerships and working together to create an **"out of the box"** brand of advertising that yields higher results. We are about getting out of the studio and hitting the streets. Branding ourselves and your business as entities that people want to be involved with, benefits you, us and our listeners.



About Our Line Up:

The Frank and Tracy Radio Show: Mornings from 6AM-10AM. **Frank Scott** has been on the radio in Daytona Beach since May 1st 1995. He started in Daytona Beach as the original morning



host on 93.1 FM “The KRO” when it first launched as an Alternative Rock station. Scott then went on to create 95.7 FM “The HOG” in October 1996, programming the music, hiring the entire staff and developing every aspect of what would go on to become the premier station in town. In October 1997, Frank began leading the team of **Frank and Tracy** to the top of the ratings for the majority of the next 16 years.

Tracy Dillon came to Daytona Beach in October 1997 and teamed up with Frank to create a show that would end up building a loyal following and succeed on every level. After pursuing a new challenge, as morning host on WROD Radio, Tracy quickly became a favorite among listeners.



Gary Meade “The Mad Swede” has been a fixture on the airwaves in Daytona Beach for more than 20 years. His mild mannered delivery, compelling content, knowledge of Classic Rock and the ability to “make the music the star” has made him one of the most successful mid-day announcers in Daytona radio history.

“Just Plain John” Barrett has been part of the radio landscape in Daytona Beach for decades. John has made radio his life, not only working as an announcer but studying the medium like a science. John is committed to delivering the best on air content.

More Than Just Music:

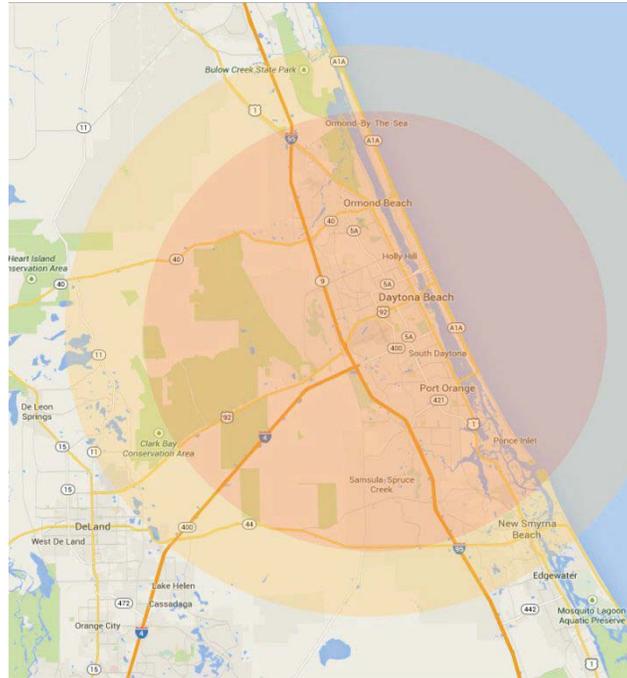
We talked a little about getting out of the studio, but we have not explained the **BIG** appeal that draws listeners to **“The Rock”**. Our concept is based on interaction. We offer contests, promotions, prizes, trips and opportunities for listeners to be **“part of the club”**. A radio station should not only be about the music, it should also be about the people, the excitement and the fun. The more our listeners become involved with us, the more they hear your message and become loyal customers to you as well.

Who Listens To The Radio:

Just about everyone listens to the radio. The misconception is that other media has taken listeners away from the radio. While people do consume entertainment from other forms, they still turn to the radio. When looking at the population of everyone over the age of twelve in America, **95.5% listen to the radio during the course of a week**. We reach listeners with our AM and FM signals as well as our online stream and through the **TuneIn Radio App**. This makes

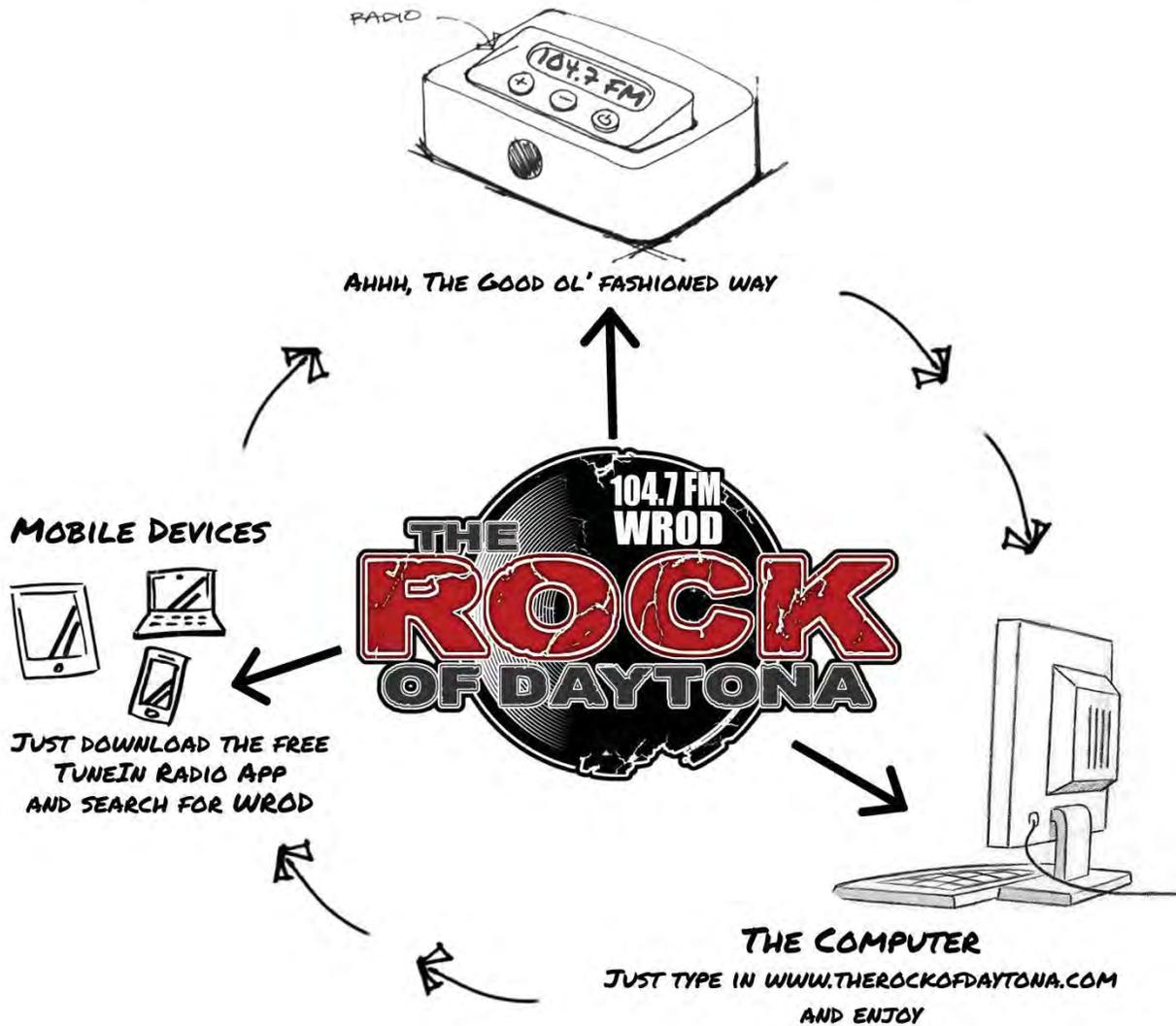
us accessible to people at their homes, workplaces, in their cars and even while they are traveling on foot. The great music and personalities are available everywhere at any time, and so is your message as an advertiser.

Coverage Area:



The Rock of Daytona currently reaches more than 310,000 people throughout Volusia County.

THE MANY WAYS TO ENJOY "THE ROCK"



ANYWHERE, ANYTIME, EVEN ON THE GO!
THANKS FOR LISTENING TO THE ROCK OF DAYTONA

What Our Listeners Are Saying:

The immediate response to the Rock of Daytona was more than we could have hoped for. We knew that listeners in the Daytona Beach area wanted their radio station back. Through market research, we also knew that it would be well received. What we did not expect was the level of enthusiasm and excitement about the station. Here are just some examples of comments that were posted to our facebook page during the initial ten days on the air.

Steve Berberich *"Just finished a run listening to The Rock of Daytona and so glad that the stars have realigned and all is once again like it should be on Daytona Beach radio! Rock on gang! Glad to have you all back!"*

Matthew Masters *"This move will bring the listeners back together on one station again."*

Jim Lori Neaves *"And finally Daytona's best morning radio show returns! Welcome back!"*

Zoe Milisic *"The gangs all here!! ... and so are we!"* ♡♡

Ken Bradley *"I remember in the early 60's when ROD radio was THE station to listen to and now once again it is. Great for all of you (and Just Plain John) to back on the air on the same station again. ROD radio, the ROCK of Daytona."*

Susan Griffin Haywood *"So freaking happy to have a morning show again, makes going to work a bit easier."*

Coates A. Cheryl *"Hooray. Most exciting thing for Daytona EVER!!!!!!!!!!!"*

Jim Dodge *"It is absolutely fantastic to be able to listen to Frank and Tracy in the mornings again. To those who feel the same let's help get the word out there. Anyplace I go that they have the radio on I ask them to tune to the Rock of Daytona 104.7, and when I patronize their sponsors I make it a point to tell them I heard their advertisement on 104.7. I would ask anyone else who appreciates Frank and Tracy to do the same, let's make sure they are around for a long time to come!!!!"*

Katrina Kowalke Dill *"To be truthful we the audience are most grateful. It's been over a year of frustration. Thank you again."*

Angie Skinner *"Skinner and I are listening now while cruisin the beach! Love the station!"*

Bob Hoehne *"I'd call in but I am low on minutes on my phone. Just want to say that I am very happy that you all are back together again!! It was the end of an era and nobody liked it! Now it is the start of a new one!! I am happy for all of you and for all of us because we have our favorite people back on the radio again. All of my radios are now set to 104.7. Welcome back!!"*

Klinger Show *"the listeners of the Rock of Daytona will figure out pretty quick that they have a special radio station to call their own. congrats!"*

Bernie Mizenko *"Thank god the heart and soul of Daytona is back on the air"*

Roberta York Patterson *"We are STOKED!!! Can't wait to hear you guys!! AWESOME!!"*

Rhonda Anthony Goins *"Rockin and giggling on the way to work this morning! Thanks WROD 104.7 for bringing the best team and the best tunes back to radio.! I was thinking my taste had become irrelevant."*

Foundation Sponsor Opportunities – “The Rock of Daytona”

A select (and limited) group of businesses will have the opportunity to partner with The Rock of Daytona and be designated as “Foundation Sponsors”. These partners will help the radio station reach its maximum potential in a timely manner and in return, their return on investment will be substantial. These advertising packages are only being offered to select businesses in the Daytona Beach area. The added value to being part of the initial launch of the station will be exposure during the time when everyone is tuning in to find out what is new in Daytona Beach.

Sponsorship Opportunity #1 (\$10,000) Maximum of Ten Available

Ten - one week advertising schedules with a live broadcast for each from the sponsor’s location, to be used within five years. Thirty (30) sixty (60) second commercials and thirty (30) live and recorded promotional announcements

Value: \$15,000

One month of live mentions (February 2015) thanking sponsor (25 total) Value: \$500

Five years of inclusion on the station web site Value: \$2400

Four (4) VIP tickets to the annual station “Listeners Party” for 5 years Value: \$2500

Discount off standard broadcast advertising rates for 5 years (10%)

Total Value: \$20,400+

Sponsorship Opportunity #2 (\$20,000) Maximum of Ten Available

Twenty - one week advertising schedules with a live broadcast for each from the sponsor’s location, to be used within five years. Thirty (30) sixty (60) second commercials and thirty (30) live and recorded promotional announcements

Value: \$30,000

One month of live mentions (February 2015) thanking sponsor (25 total) Value: \$500

One Year of sponsor logo inclusion in all media advertising for station Value: \$5,000

Five years of inclusion on the station web site Value: \$2400

Sponsorship of annual party for 5 years Value: \$5000

Six (6) VIP tickets to the annual station “Listeners Party” for 5 years Value: \$3750

Discount off standard broadcast advertising rates for 5 years (15%)

Total Value: \$46,650+

Welcome Sponsorship (\$1,000) Maximum of 20 available

Includes a recorded announcement from the sponsor welcoming “The Rock of Daytona” to the airwaves. 15 second announcement to run a minimum of 35 times during the month of February which include the sponsor’s name, representative’s name, location and personal greeting.

Conditional Use Approval
Miracle Media Offices
106 Ivy Lane

Staff Report

TO: Downtown/Balough Road Redevelopment Board Members

FROM: Jason Jeffries, Project Manager

DATE: January 30, 2015

APPLICANT: Colleen Miles, on behalf of Miracle Media Group

INTRODUCTION:

A request by Colleen Miles, Land Development Resource Group, LLC, on behalf of Patricia P. Miracle, General Manager, Miracle Media Group to approve a conditional use for a business office on the ground floor in the RDD-1 (Beach Street Retail) zoning district at 106 Ivy Lane. Miracle Media Group is in the process of purchasing WROD 1340 AM, an existing radio broadcaster that serves the Daytona Beach area. The applicant is proposing to relocate the business office from its existing location at 100 Marina Point Drive to a vacant office space at 106 Ivy Lane. Along with the radio business office, the applicant is proposing to redevelopment the adjacent vacant retail space at 242 S. Beach Street, Suite 100 (former Bennett's Framing Gallery) with a broadcast studio (requires Semipublic Use Permit from City Commission) and rock-themed café.

ANALYSIS:

The subject property is located in the RDD-1 (Beach Street Retail) zoning district that allows business services on the ground floor as a conditional use. Article 12§5.2 (58) identifies that business service uses may be permitted in the RDD-1 on the ground floor, so long as the first 50 feet of the building is used for another permitted use in the district.

The applicant has submitted a site plan that meets the conditional use criteria for a business service on the ground floor in the RDD-1 zoning district. The applicant is proposing to locate café (restaurant) in the front of the building (242 S. Beach Street, Suite 100). Restaurants are a permitted use in the RDD-1 zoning district. Attached is a proposed floor plan for the entire building.

RECOMMENDATION:

Staff recommends that the Downtown/Balough Road Redevelopment **APPROVE** the conditional use for Miracle Media to operate a business office in the RDD-1 zoning district at 106 Ivy Lane.

**Conditional Use Approval
Classic Rock Cafe
242 South Beach Street, Suite 100**

Staff Report

TO: Downtown/Balough Road Redevelopment Board Members

FROM: Jason Jeffries, Project Manager

DATE: January 30, 2015

APPLICANT: Colleen Miles, on behalf of Miracle Media Group

INTRODUCTION:

A request by Colleen Miles, Land Development Resource Group, LLC, on behalf of Patricia P. Miracle, General Manager, Miracle Media Group for conditional use approval to operate outdoor table service on a public sidewalk and to provide alcohol beverage service in a restaurant at 242 S. Beach Street, Suite 100. Classic Rock Cafe is a new restaurant proposing to occupy the location of the former Bennett's Framing Gallery. The applicant is proposing to operate a cafe with a beer and wine (2-COP) alcohol beverage service.

The new restaurant will have to conform to all current regulations for restaurants, including alcohol beverage service, in the RDD-1 zoning district.

ANALYSIS:

The subject property is located in the RDD-1 (Beach Street Retail) zoning district, which allows restaurants as a permitted use. Restaurants serving alcohol must comply with the conditions in Article 12§5.2 (66) of the Land Development Code (LDC). Restaurants may also have outdoor table service on a public sidewalk as a conditional use. Article 5§5.1.b.5 of the LDC requires all conditional uses in the redevelopment area to be approved by the Redevelopment Area Board.

Alcohol Beverage Service. The sale of alcohol (2-COP) at a restaurant is a conditional use in the RDD-1 zoning district. Article 12§5.2 (66) identifies the following conditions that apply to alcohol beverage service in a restaurant in Downtown:

One of the following sets of conditions must be met:

- (a) All conditions for restaurants per article 17, section 2.13(b); or
- (b) All of the following conditions:
 - i. The establishment shall contain a full-service kitchen that includes a commercial refrigerator, freezer, and an oven or stove with hood and fire suppression system that is used for cooking and preparing food.

- ii. The kitchen shall remain open and food shall be available to patrons up until one hour before closing.
- iii. The establishment shall have restaurant seating arrangements covering at least 75 percent of the customer service area during all hours of operation.
- iv. The establishment may have live entertainment.
- v. The establishment shall not sell alcoholic beverages after midnight, except on Friday and Saturday nights when sales must end at 2:00 a.m. the following day.
- vi. Live outdoor entertainment, as permitted in accordance with City Code requirements, must cease by 10:00 p.m. on Sunday through Thursday and midnight on Friday and Saturday.

The intent of the alcohol beverage service conditions for restaurants are to serve alcohol in a manner that will not negatively impact the surrounding retail business or residents. The alcohol beverage service in restaurants is to complement the Redevelopment goal to establish Beach Street as a dining destination or “Restaurant Row”.

The proposed restaurant does not meet all the criteria for alcohol beverage service listed above. The applicant is requesting to sell beer and wine (2-COP) in a café with a limited kitchen. The attached floor plan proposes a kitchen with a commercial refrigerator and freezer. The floor plan does not include an oven or stove with a fire suppression system. The applicant has provided a proposed floor plan with seating arrangements that cover more than 75% of the customer service area.

Outdoor Table Service. Article 12§5.2 (22) identifies the following conditions that apply to outdoor table service.

- (a) A sidewalk cafe license agreement must be approved and executed.
- (b) No permanent encroachment shall be permitted on or above the sidewalk.
- (c) Pedestrian flow through the cafe shall be provided.
- (d) Only as an accessory use to a restaurant, food service establishment, or similar primary use.
- (e) All requirements of law must be met, including liability insurance.

City staff has prepared an agreement with Miracle Media Group that meets all the criteria listed above. Attached is a proposed site plan for the sidewalk café. The proposed site plan permits tables within 12 feet of the building. Six feet has been provided from the curb for pedestrian flow. The City Commission will have to approve the agreement.

RECOMMENDATION:

Staff recommends that the Downtown/Balough Road Redevelopment Area Board **APPROVE** the conditional use for Classic Rock Cafe to provide alcohol beverage service in a restaurant and provide outdoor table service on a public sidewalk at 242 S. Beach Street, Suite 100, subject to the inclusion of a oven or stove with a fire suppression system and any outstanding technical review comments.

Classic Rock Café
and
THE ROCK OF DAYTONA
Business Concept

Created by Patricia P. Miracle

Miracle Media Group, LLC

The Classic Rock Café is a unique concept in the restaurant industry. The vision for The Classic Rock Café focuses on the idea of an interactive experience for The ROCK OF DAYTONA radio listeners. The Rock of Daytona is the new home to the “Frank and Tracy Morning Radio Show” which is a well known local morning talk show that hosts beloved Daytona Beach based On Air Personalities, Frank Scott and Tracy Dillon.

Frank and Tracy have been fixtures in the Daytona Beach business community, the local live music scene, and the biker community with a collective time span of over 20 years in the popular Daytona Beach Bike and Race weeks. Frank and Tracy regularly interview a wide range of influential people in the Daytona Beach and greater Daytona areas. In addition to local celebrities and business owners, Frank and Tracy conduct regular interviews with celebrities visiting or performing in our local area.

The intent is for the Classic Rock Café patrons/listeners to experience the “behind the scenes” workings of the radio station with the ability to watch the On Air Personalities in action as they broadcast their daily radio shows. The radio station studio will be located inside the Classic Rock Café with large windows enabling the patrons of the café the ability to view the radio studio in action. The radio station will also be playing inside the café to enhance the interactive experience.

In addition to watching the daily live broadcasts, the patrons of The Classic Rock Café will also be able to watch the On Air Personalities as they conduct live interviews with a variety of clients. This concept allows the listeners/patrons of the café to watch and listen to the live broadcast. An example of this intended experience, The Rock of Daytona recently hosted a live interview by Frank and Tracy with the celebrity comedian, Michael Winslow, who is known for his comedic role in the Police Academy movies. Michael Winslow is known to be an animated comedian and was interviewed to promote his local performances at Grandview Live. The café concept would provide future patrons/listeners the ability to experience Michael’s antics visually while listening to the live broadcast. This interactive experience will be achieved by the interview being conducted in the radio station studio located inside the café.

The intent for the Classic Rock Café is also to provide the visiting and local patrons/listeners to be part of the heritage radio station that has been successfully proven to be a traditionally iconic part of the Daytona Beach Bike Week and Race week experiences. The décor of the Classic Rock Café will include an extensive collection of Daytona Beach memorabilia ranging from autographed guitars to items from events at the Daytona International Speedway as well as signed memorabilia from actors and musicians who have visited Daytona Beach over the past 20 years. With classic music playing in the café from The ROCK OF DAYTONA radio station, the years of memorabilia décor, and the ability to experience the “behind the scenes” of the radio station studio, the Classic Rock Café is projected to be a unique local hotspot and will potentially promote interest in the Beach Street/Downtown Daytona Beach area.

The Classic Rock Café operating hours:
Monday through Friday: 7am to 12am
Saturday and Sunday: 7am to 2am

The ROCK OF DAYTONA station office hours:
Monday through Friday: 8am to 5pm
Saturday and Sunday: CLOSED

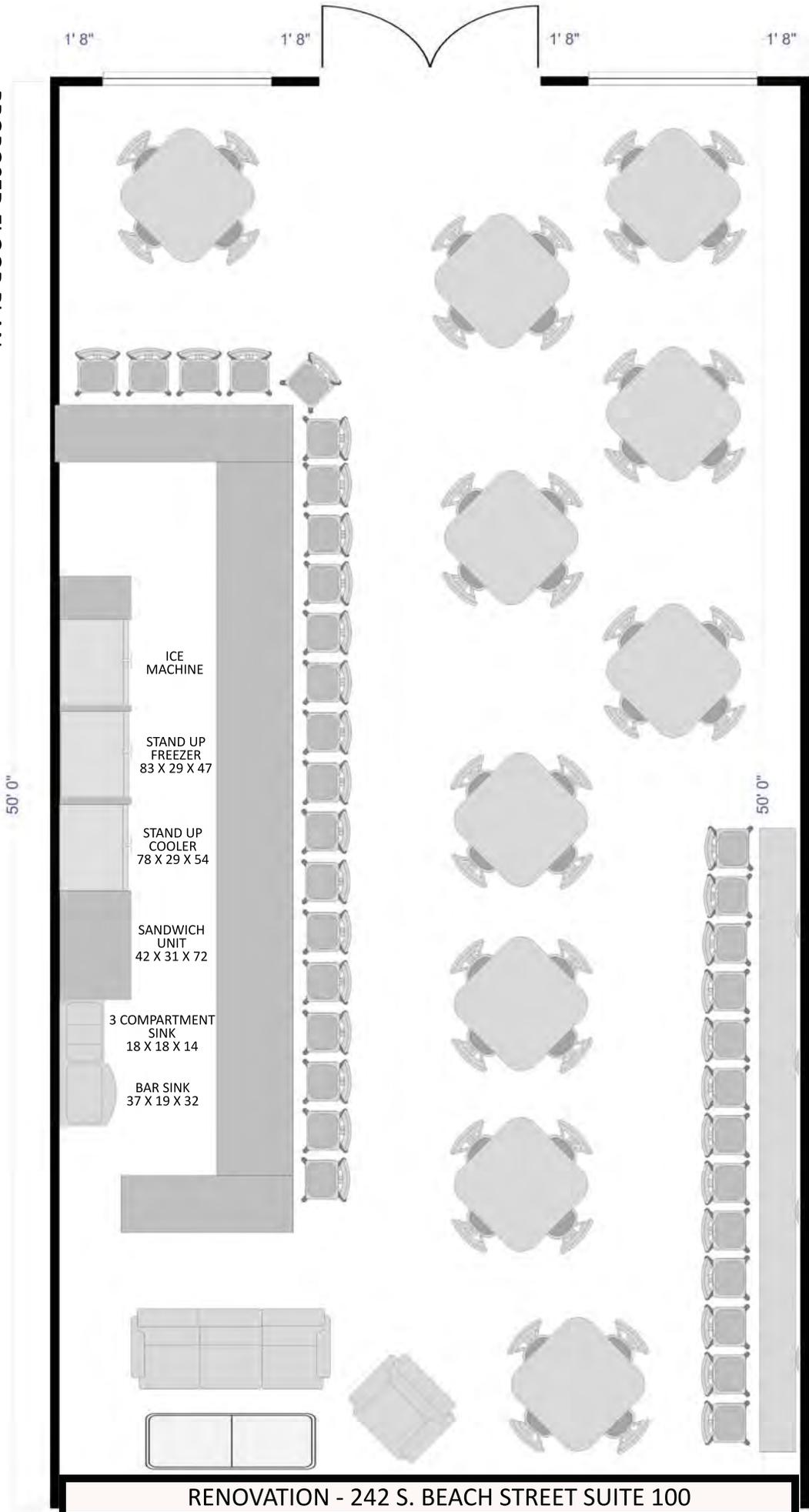
The café will be serving a limited menu that will include selective breakfast, lunch, and dinner options.

The café will offer craft beer and limited wine options.

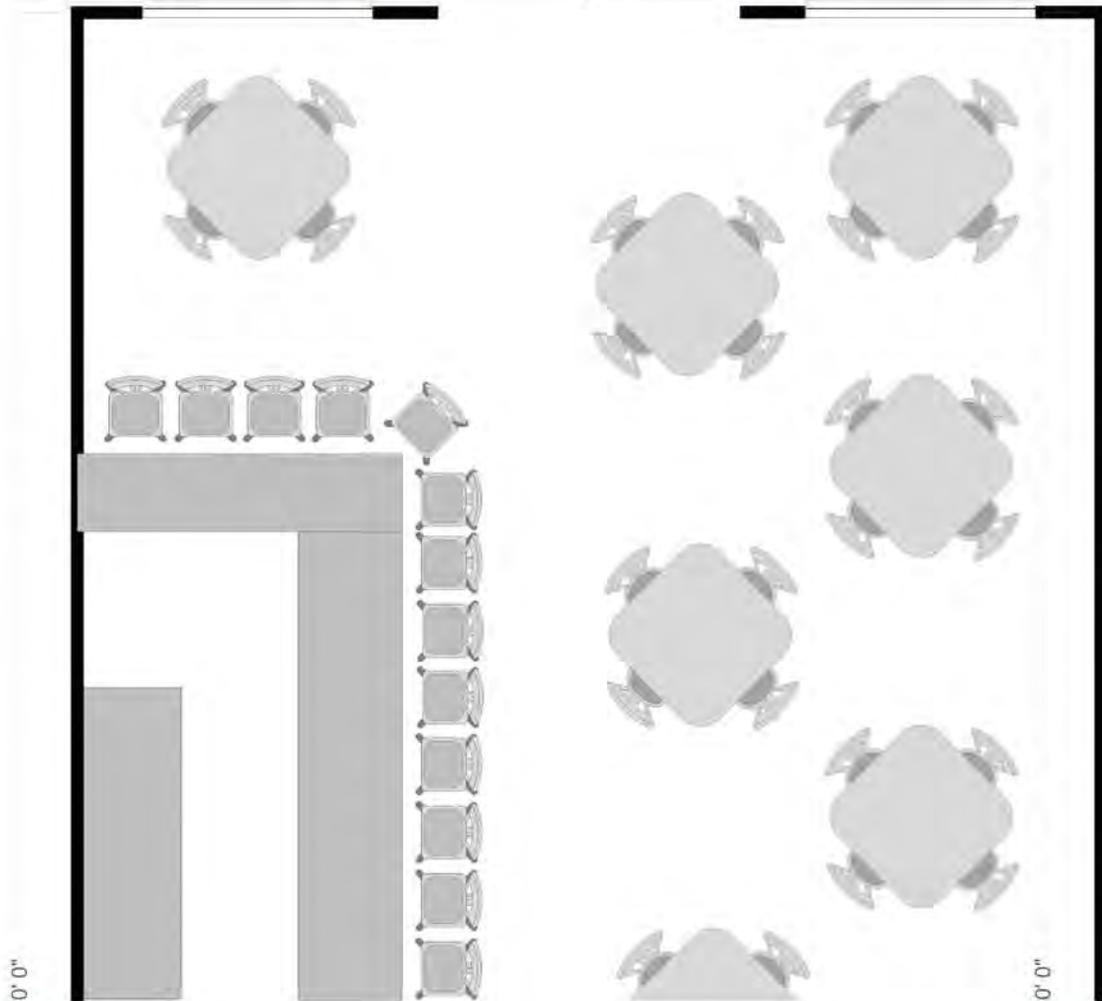
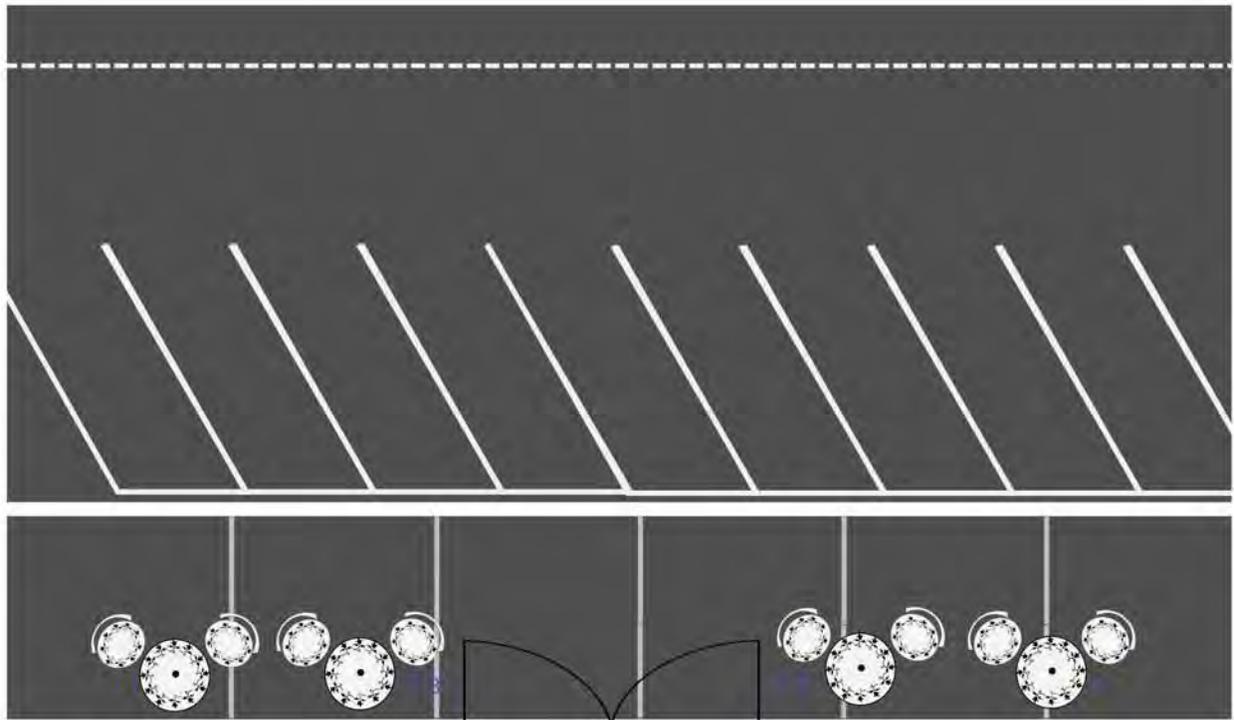
Please note: the alcoholic beverages are intended as a compliment to the selective menu options and will not be the primary focus of the establishment.

The ROCK OF DAYTONA office will be located in the office condo behind 240 S. Beach St at 106 Ivy Lane. The office will be the location where clients will be directed when visiting the radio station. The ROCK OF DAYTONA studio will be located in the Classic Rock Café at 242 S. Beach St.

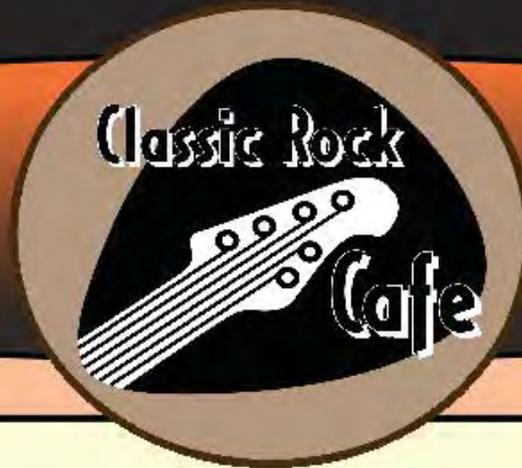
PROPOSED FLOOR PLAN
CLASSIC ROCK COFFEE



CLASSIC ROCK CAFE OUTSIDE SEATING



242 S. BEACH STREET SUITE 100



MENU

APPETIZERS

Spinach and Artichoke Dip
Bread Bowl Dip

SANDWICHES

"Frank Scott" Turkey Sandwich
"Tracy Dillon" French Dip
"The Mad Swede" BLT
Avocado Tuna Salad Sandwich
Turkey Club Wrap
Roast Beef and Swiss Panini
Turkey Reuben

SALADS

Chicken Bacon and Avocado Salad
Ultimate Chef Salad
Tuna Salad

SOUPS

Texas Red Chili
New England Clam Chowder

CLASSIC ROCK CAFE
242 S. Beach Street
Daytona Beach, FL 32114
Phone: (386) 846-5612

LDC Amendment

Games of Skill in Downtown

STAFF REPORT

DATE: January 6, 2015

TO: Downtown / Ballowh Road Redevelopment Board Members

FROM: Jason Jeffries, Project Manager

The Downtown / Ballowh Road Redevelopment Board, last month, raised the issue of Games of Skill permitted in Downtown restaurants.

The adopted Downtown Redevelopment Plan sets forth the following policy for Beach Street:

“Policy 5.4.7 Support current efforts to brand and strengthen Downtown / Ballowh Road's position as a specialty dining / retail district with a special emphasis on food, entertainment and special events anchoring the experience.”

The following is information on the current code for Games of Skill in Downtown.

EXISTING LDC TEXT

ARTICLE 12 REDEVELOPMENT AREAS AND DISTRICTS
SECTION 4. PERMITTED AND ACCESSORY USE RESTRICTIONS

Sec. 4.4. - Games of skill.

Games of skill are permitted as an accessory use as follows:

- (a) In restaurants, cocktail lounges, clubs and lodges, one game per 15 seats shall be permitted up to a maximum of ten games. More than ten games may be permitted in a restaurant which is part of a conditional use within a mixed use project.
- (b) In motion picture theaters, one game per 100 seats shall be permitted up to a maximum of ten games per establishment. Games shall be accessible only to theater ticket holders and not to the general public.
- (c) In all other retail establishments, two games for the first 10,000 square feet of gross floor area and one additional game for every additional 10,000 square feet of gross floor area shall be permitted up to a maximum of ten games per establishment.
- (d) No outside advertising shall be permitted for the accessory use.
- (e) No separate entrances shall be designed exclusively for the accessory use.

PROPOSED LDC TEXT AMENDMENTS

- Limit games of skill to only in restaurants, boutique bars, clubs and lodges,
- Limit to one game per 15 seats shall be permitted up to a maximum of two games.
- Require games to be located in a separate room in the rear of the establishment.