



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 REDEVELOPMENT BOARD

Tuesday, October 6, 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: September 15, 2015**
4. **BOA2015-013 Variance from Article 6, Section 6.10 of the LDC**
A request by Sun Glow Construction, Inc. (Property Owner), for a variance from Article 6 (Development Standards), Section 6.10.K (District Sign Schedules), of the Land Development Code, to increase the maximum sign area allowed for projecting signs in the RDD-2 zoning district from 20 square feet to 90 square feet. The property is located at 230 North Beach Street and is in the RDD-2 (Central Business District) zoning district.
5. **Downtown Board Priorities**
6. **Public Comments**
7. **Board Comments**
8. **Adjournment**

DOWNTOWN REDEVELOPMENT BOARD MINUTES
Tuesday, September 15, 2015

A meeting of the Downtown Redevelopment Board was held Tuesday, September 15, 2015, at 12:00 p.m. in the Commission Chambers, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members Present

Mr. Harold Goodemote, Chair
Mr. Robert Abraham
Mr. Buddy Budiansky
Ms. Quanita May
Mr. Michael Shewmaker
Mr. Jack White

Board Members Absent

Dr. Kent Sharples
Ms. Cathy Washington

Staff Members Present

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

1. Call to Order

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

2. Roll Call

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

3. Approval of Minutes – Regular Meeting of June 2, 2015 and Joint Workshop of August 13, 2015

Board Action:

Mr. Abraham made a motion to approve the minutes of the Regular Meeting of June 2, 2015, and the Joint Workshop of August 13, 2015. Mr. Budiansky seconded the motion and it was approved unanimously (6-0).

4. **Downtown Board Priorities**

Mr. Jeffries presented the staff report which was included as part of the packet. Mr. Jeffries stated the report reflected edits that were made to the priorities as a result of the Joint Workshop with the DDA.

Mr. White stated there were incentives for façade improvements and historic grants available from the City and all were listed on the City's website.

Mr. Jeffries stated the current vacancy rate in the downtown was overall 19% in the retail district, which was Orange Avenue to the Post Office. He stated renovation of the Wahba building on Dunn Avenue and the former bus station renovation would reduce the vacancy rate to 8%.

Mr. Goodemote stated he did not know if there had been success as a result of the City's attendance at the ICSC conference.

Mr. Berger stated Bob Gibbs had done work for the City in targeting potential businesses and the networking was important.

Mr. White stated he was pleased to see Hamburger Mary's in the downtown. He stated other businesses did not want to be the first to move into an area and wondered if other businesses would feel more secure now that there is a recognized business in the downtown. He stated Hamburger Mary's was the anchor in other downtowns he has visited.

Ms. May asked if Board members or local business people who have a vested interest in the area had been invited to attend national conferences.

Mr. Jeffries stated local realtors attend the conference as well as other business partners.

Mr. Jeffries discussed parking management. Mr. Jeffries stated currently 1500 parking spaces were needed and there were about 1400 available. He stated better utilization was needed of the spaces available. He stated free parking needed to be promoted so the public knew the free parking was available. Mr. Jeffries stated there was a parking lot to the side of the former Cobb Cole building and the City has been attempting to lease that lot. He stated staff was also working on a shared parking agreement for the former Daytona Executive Building at the north end of the block.

Mr. Budiansky asked why angled parking was not in place on Palmetto.

Mr. White stated parking was used due to convenience and noted the rear lots were often less than half full.

Mr. Jeffries stated there needed to be implementation of the directional sign program and installation of parking meters.

Mr. White suggested valet parking be implemented for restaurants in the downtown.

Public Comments:

Dr. Amy Wolf, 206 S. Beach Street, stated she was opposed to parking meters. She stated if they were installed, this would be the only area that had paid parking. She stated there were similar shops in Ormond Beach and paid parking is not in place there. She felt parking meters would discourage businesses from locating in the area. She stated she liked the idea of valet parking. She stated she parked in front of her business because she did not feel safe using the rear lot since she often left her office late in the evening. She stated she felt there was business decline in the downtown due to the Orange Avenue construction and was concerned what impact the bridge construction may have on businesses. She stated she felt people avoided the downtown because of the construction and parking meters would only add to the discouragement. She stated if an anchor business was secured for the downtown, consideration should be given to the types of small businesses that existed in the downtown and not have an anchor business that would be competition for an existing small business, such as securing a Starbuck's when there is already a coffee business, Sweet Marleys', in the downtown. She stated perhaps parking decals could be placed on employee vehicles in order to discourage employees from parking in front of businesses.

Tim Midding, owner of Davidson Brothers, stated the parking situation deteriorated when parking enforcement was eliminated. He stated if you go anywhere successful, parking meters are installed, such as St. Augustine. He stated people would pay for the convenience. He stated parking meters has worked in a lot of places and helped with turnover of customers. He stated he believed valet parking would be successful.

John Nicholson, 413 N. Grandview, stated he felt most people would pay for convenience and parking meters were needed.

Mr. White stated if downtown was to become a destination, there had to be a parking strategy implementation that included directing people to the available parking lots and parking meters. He stated the fundamental aspect would be turnover.

Mr. Goodemote stated he felt parking meters should be implemented and directional signage was needed to direct people to available parking lots.

Mr. Jeffries stated previously when parking meters were in place and people received tickets, letters were written to the News-Journal about the unfriendliness of downtown.

Mr. Goodemote stated you cannot have parking meters without enforcement.

Mr. White asked if the funds collected from parking meters could be designated for a specific item, such as beautification.

Mr. Budiansky stated he was in favor of parking meters.

Big John, Holly Hill, asked how much had been paid for the Gibbs study and what had been produced as a result.

Mr. Jeffries stated Mr. Gibbs prepared a retail market study which had been very useful when meeting with developers. He stated Mr. Gibbs worked with retailers in terms of improving their businesses, which was very successful. He stated Mr. Gibbs made suggestions on upgrades that needed to be made to the sign code and design standards. He stated Daytona Beach overall was getting more attention from potential retailers as a result of contacts made by Mr. Gibbs.

5. Redevelopment Project Updates

There were no comments on the project update.

6. Public Comments

John Nicholson, 413 N. Grandview, stated the Ballough Road project was in process as well as the trail along the intercoastal under ISB. Mr. Nicholson stated on the beachside, the CRA paid for parking yet the money collected was deposited in the General Fund. He stated there was nothing for people to do on City Island and there were things that could be done inexpensively to bring people to the downtown.

7. Board Comments

Mr. Goodemote referred to a letter that was received from a realtor regarding responses from Staff members and asked for Mr. Berger's comments.

Mr. Berger stated he would address that later.

Mr. White asked if the Redevelopment Board would be showing support for the Safe Harbor project.

Mr. Abraham stated the DDA had submitted a letter of support for the project and is on record with Volusia County as being in support of Safe Harbor. He stated he felt the Redevelopment Board should provide support as well.

Mr. Goodemote stated he agreed and asked for consensus from the Board to prepare a letter of support for the Safe Harbor project. The Board agreed.

8. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 1:30 p.m.

Harold Goodemote, Chair

Becky Groom
Recording Secretary



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REDEVELOPMENT DIVISION

POST OFFICE BOX 2451
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PHONE (386) 671-8180
Fax (386) 671-8187

MEMORANDUM

DATE: October 2, 2015

TO: Downtown Redevelopment Board

FROM: Jason Jeffries, Project Manager

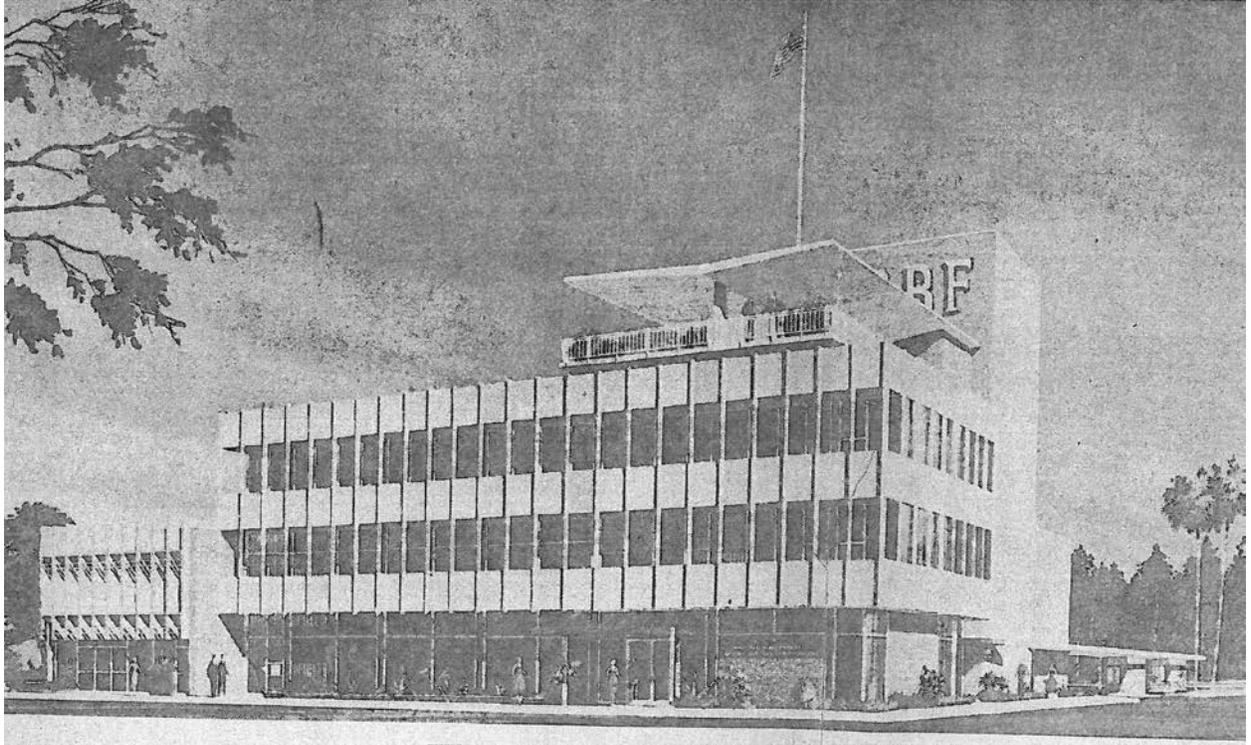
SUBJECT: 230 N. Beach Street Sign Variance Request

Attached is a variance request by the new owner of 230 N. Beach Street (Sun Glow Construction) to increase the maximum sign area allowed for projecting signs in the RDD-2 zoning district from 20 square feet to 90 square feet. 230 N. Beach St. was originally constructed in 1962 as the main branch location of Daytona Beach Federal Savings & Loan. The building is designed in the International Architectural Style typical to mid-twentieth century commercial buildings.

The subject property is located in the RDD-2 (Central Business District) zoning district. Section 6.10.K (District Sign Schedules) allows for a maximum projecting sign of 20 square feet. The applicant is proposing a projecting sign of 90 square feet.

Staff is open to the concept of the building owner installing a large projecting sign, if documentation exists that the building originally had a projecting sign. Based on photo documentation obtained from the Halifax Historic Museum, the building was not originally designed with a projecting sign (see attached photos). Staff has concerns about waiving the size restrictions on projecting signs in Downtown. A waiver of these requirements would be inconsistent with the Redevelopment Design Standards. The proposed sign is also not designed to be compatible with the architectural style of the building.

Staff is requesting the Downtown Redevelopment Board review and make a recommendation to the Board of Adjustment regarding the request. Attached is the application for the sign variance for the Board of Adjustment. The BOA staff report will be provided when available.





THE CITY OF DAYTONA BEACH
DEVELOPMENT & ADMINISTRATIVE SERVICES
UNIFORM DEVELOPMENT REVIEW APPLICATION
<http://www.codb.us/>

Application submittals are due by
 Thursday at noon and should be delivered to:
The City of Daytona Beach
Attn: Planning
301 South Ridgewood Avenue
Development Services, Room 240
Daytona Beach, FL 32114

A pre-application meeting with Staff may be required prior to submitting an application to discuss the project's feasibility, anticipated review track, submittal requirements, and procedures. This requirement can be found in Section 3.3.A of the LDC. Contact Dennis Mrozek, Principal Planner, at 386.671.8152 to schedule a pre-application meeting with the City's Technical Review Team (TRT). After initial contact with Staff, the Applicant may be advised to have further preliminary discussions with Staff.

TYPE OF REQUEST:

CITY FILE:

Major Site Plan	<input checked="" type="checkbox"/>	Variance BOA	Rezoning
Minor Site Plan		LDC Text Amendment	Planned Development Rezoning
Special Use		Minor Preliminary Plat	Planned Development Amendment
Public Use		Major Preliminary Plat	Large Scale Comp Plan Amendment
Appeals		Final Plat	Small Scale Comp Plan Amendment
Annexation		ROW Vacation	Excess Boat Slip Allocation
Semipublic Use		Certificate of Appropriateness	Other (Please Describe):
Easement Vacation		Historic Overlay Amendment	
Redevelopment Areas	<input type="checkbox"/> Ballough Road	<input checked="" type="checkbox"/> Downtown	<input type="checkbox"/> South Atlantic <input type="checkbox"/> Midtown <input type="checkbox"/> Main Street

SUMMARY OF APPLICATION REQUEST (PROJECT DESCRIPTION):

Install a projecting building sign approximately 90 square feet in size as shown on the attached design

SITE & APPLICANT INFORMATION: All information must be completed

Project Name:	230 Pars					
Full 14 Digit Tax Parcel ID#:	39-15-33-02-48-0010					
Street Address	230 N. Beach Street					
SITE INFORMATION:	Existing:	Proposed:	Abutting Property:			
Land Use:	HI Int. Mixed	N/A	N/A	HI Int. Mixed	N/A	HI Int. Mixed
Zoning:	RDD-2	N/A	N/A	RDD-2	N/A	RDD-2
Gross Sq. Ft. Floor Area:	26,229	N/A				
Acres of Parcel(s):	0.93	N/A				

Property Owner (Provide Proof of Ownership)

Company/Contact Name:	Sun Glow Construction, Inc.	Phone :	(386) 676-7550
Street Address:	1293 N. US Hwy. 1 Suite 1	E-mail:	Lee@SunGlowConstruction.com
City & State:	Ormond Beach, FL	Zip:	32174

Lead Designer, if any (Provide Owner Authorization Form)

Company/Contact Name:	Kenco Sign and Awning	Phone :	(386) 672-1590
Street Address:	1539 Garden Ave.	E-mail:	kenco@kenco2000inc.com
City & State:	Holly Hill, FL	Zip:	32117

Authorized Agent, if any (Provide Owner Authorization Form)

Company/Contact Name:		Phone :	
Street Address:		E-mail:	
City & State:		Zip:	

Applicant Signature:		DATE:	9-23-15
Print Name:	Aram Khazraee		

SUPPLEMENTAL INFORMATION

The purpose of a Variance is to allow certain deviations from the dimensional standards in the City's Land Development Code (such as height, yard setback, lot coverage, or similar numerical standards) when the landowner demonstrates that, owing to special circumstances or conditions beyond the landowner's control (such as exceptional topographical conditions or the narrowness, shallowness, or shape of a specific parcel of land), a literal application of the standards would result in undue and unique hardship to the landowner and the deviation would not be contrary to the public interest. Variances are to be exercised only in rare instances, and under exceptional circumstances to relieve undue and unique hardships to the landowner. No change in permitted uses or maximum densities may be authorized by variance.

Article 3, Section 3.4(V) of the Land Development Code reads as follows:

a. A Variance application shall be approved only on a finding there is competent substantial evidence in the record of the public hearing, that all of the following standards are met:

i. What extraordinary and exceptional conditions exist (such as topographic conditions, narrowness, shallowness, or the shape of the parcel of land) pertaining to the particular land or structure for which the Variance is sought, that do not generally apply to other lands or structures in the vicinity.

N/A

ii. What extraordinary and exceptional conditions exist that are not the result of the actions of the property owner?

The sign was originally designed as we are proposing. The steel pole is still in tact that it was fastened to. We are requesting the City allow us to install the signage as the developer originally had it.

III. Because of those extraordinary and exceptional conditions, the application of this Code to the land or structure for which the Variance is sought would effectively prohibit or unreasonably restrict the utilization of the land or structure and result in unnecessary and undue hardship.

N/A

iv. The Variance would not confer any special privilege(s) on the property owner that is denied to other lands or structures that are similarly situated.

Due to the fact that the City's Land Development Code was put into effect after the original developer had the steel pole and signage installed, we feel this should grant us "grandfather" rights.

v. Will the variance granted be the minimum variance that will make possible the reasonable use of the land, building or structure?

N/A

vi. The Variance is in harmony with the general purpose and intent of this Code and preserves its spirit.

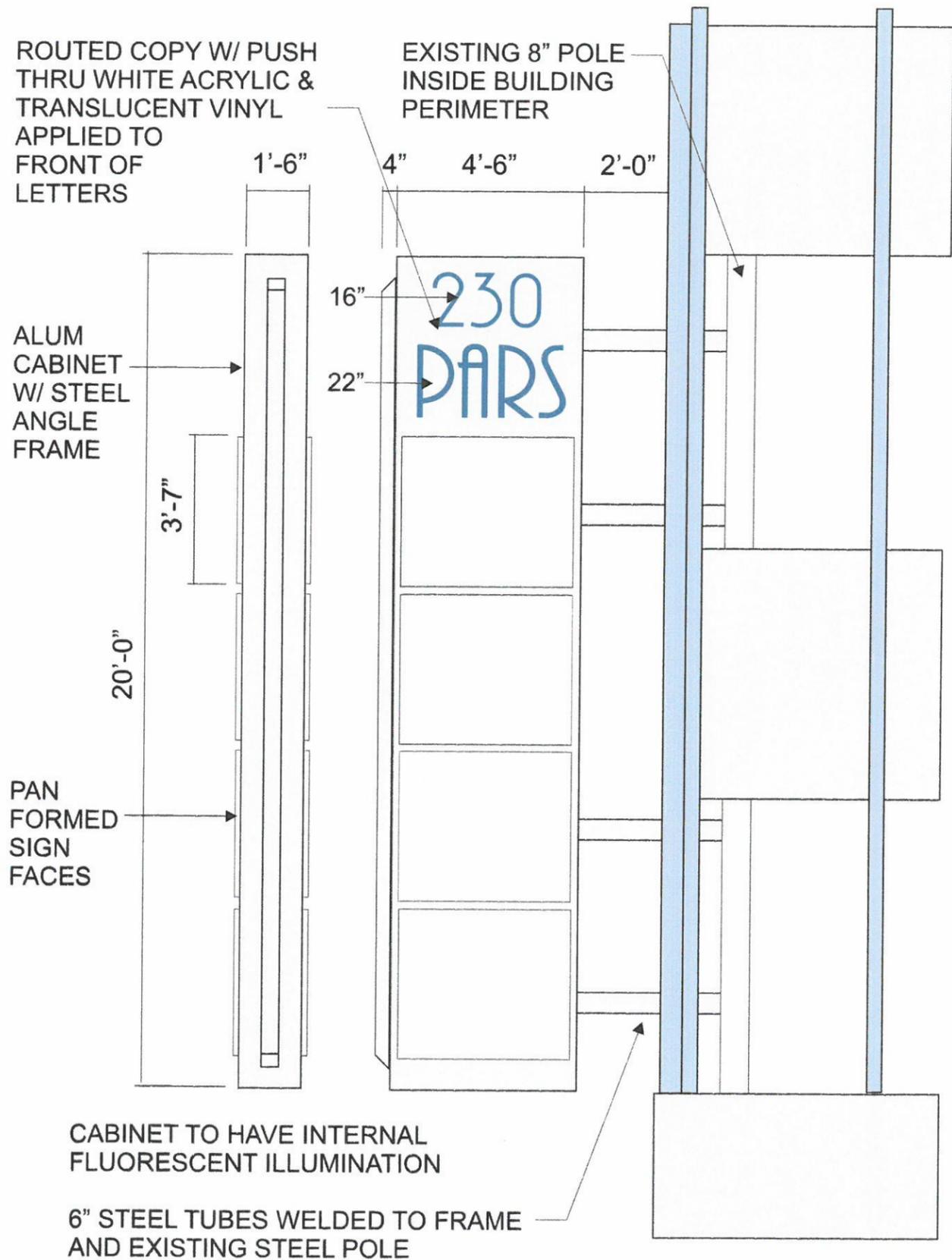
Yes. It is especially in line with the City's designation of this property within the Downtown Redevelopment district, which will add to the City's historic charm.

vii. The Variance would not adversely affect the health or safety of persons residing or working in the neighborhood, be injurious to property or improvements in the neighborhood, or otherwise be detrimental to the public welfare.

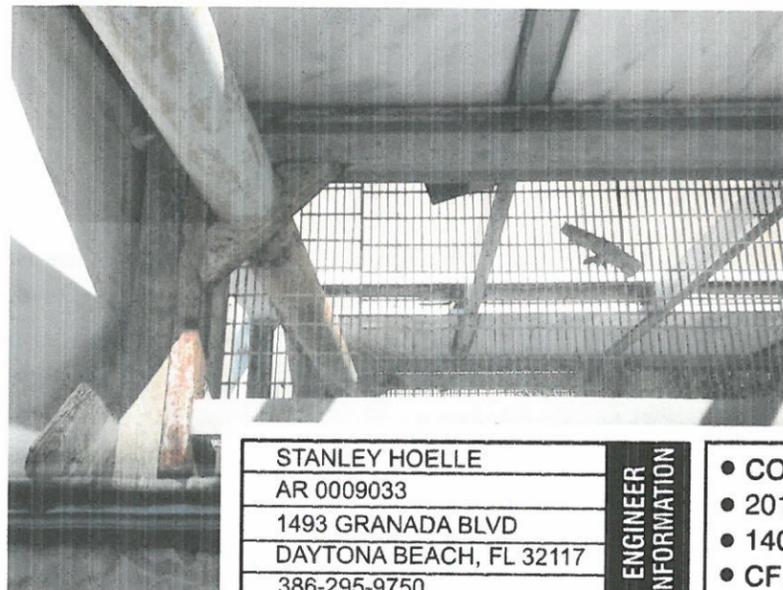
No injury to any of the above will be caused by the City allowing us to install the sign as designed.

viii. The Variance is consistent with the Comprehensive Plan.

Yes.



NEW DOUBLE FACE ILLUMINATED BUILDING BLADE SIGN



EXISTING 8" POLE INSIDE BUILDING PERIMETER

STANLEY HOELLE	ENGINEER INFORMATION
AR 0009033	
1493 GRANADA BLVD	
DAYTONA BEACH, FL 32117	
386-295-9750	

- CONTRACTOR- KENCO SIGNS
- 2014 FBC
- 140 MPH WIND SPEED (ASCE 7-10)
- CF=1.2 CLASS C RISK CATEGORY 2

Signs are intended to be installed in accordance with the installation instructions provided with the sign sections and the NEC. Authorities having jurisdiction are responsible for the ultimate decision to approve an installation.

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

www.kenco200inc.com

DATE: **07/30/15**

DESIGNER: **RICK Z**

CHECKED BY:

REVISIONS / DATE:

1)

2)

3)

SHEET 1 OF 1

ACCOUNT: **PARS BUILDING**

STREET: _____ CITY: _____ STATE: _____

DESIGN # **8285** SCALE **NOTED**

SALES REP: **RAYMOND WEBB**

NOTES:

FILE NAME: _____ PROGRAM: **COREL13**

FONT'S USED:

APPROVED BY: _____ DATE: _____

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KENCO
Architectural
Daytona Beach | Orlando

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MEMORANDUM

DATE: October 2, 2015

TO: Downtown Redevelopment Board

FROM: Jason Jeffries, Project Manager

SUBJECT: FY 2015/16 Redevelopment Board Priorities

The following is a revised list of Board Priorities for the Downtown Redevelopment Area. The Board Priorities list was revised based on the discussion at the September Downtown Redevelopment Board meeting. The DDA discussed the priorities for Downtown at their last meeting and did not offer any revisions. Staff is requesting a recommendation regarding the Downtown priorities for 2015-16.

Priorities for Downtown Redevelopment Area

The following is a summary and current status report of the Downtown priorities recommended by the Board at the August 2013 meeting. Completed board priorities are shown with a strike-through and new priorities discussed at the workshop are underlined.

Priority	Notes
Redevelopment Plans & Codes	
1) Update Redevelopment Plan	Update policies consistent with current redevelopment strategies and include targeted development sites.
2) Amend City Comprehensive Plan	Update future land use policies consistent with current redevelopment strategies for targeted redevelopment sites and proposed new zoning districts.
3) Amend Zoning Map for Downtown	<u>Phase the Adoption of</u> new redevelopment zoning districts.
4) Adopt Downtown Design Standards	Adopt revised design standards for Downtown

Retail Business Recruitment	
1) Launch Riverfront Shops Business Recruitment Web Site	New landing page with business recruitment information for the Riverfront Shops Retail District on the Riverfront Shops web site is completed.
2) Attract new retail and restaurant businesses with available incentives	Continue to recruit new business through ICSC and use of approved business incentive programs
3) <u>Develop new anchor retail or restaurant business incentives</u>	<u>Focus efforts to attract a retail or restaurant anchor for the retail district.</u>
Marketing & Promotion	
1) Continue Riverfront Shops Marketing Campaign for Retail Area and Downtown.	DDA to continue funding and implementing the Riverfront Shops Marketing Campaign as adopted with the Downtown Marketing Plan prepared by Gold & Associates
2) Support events that draw customers to Riverfront Shops.	DDA to integrate Downtown events into the Riverfront Shops Marketing Campaign that bring targeted customers to Downtown
Safety & Security	
1) <u>Implement the Safe Harbor Program</u>	<u>County-wide implementation of the Safe Harbor Program to provide services to homeless individuals with the goal of reducing homeless population in Downtown.</u>
Targeted Development Sites	
1) Identify Targeted Development Sites	Identify sites for potential mixed-use, residential and office development and prepare development feasibility
2) <u>Develop new incentives for residential and commercial office development</u>	<u>Work with property owners and developers to create improved incentives to attract new residential development in Downtown.</u>
3) <u>Promote targeted development sites on Downtown web site</u>	<u>Work with the DDA to promote targeted development sites on the updated Riverfront Shops / DDA web site.</u>
Riverfront Master Plan Implementation	
1) Construct improvements to Beach Street Streetscape (Orange Ave. to Bay St.)	Develop alternatives to reduce Beach Street from four lanes to two lanes; widen west sidewalks, and add additional parking.
2) Prepare feasibility study for the Riverfront Park esplanade area	Prepare preliminary engineering plans for the Esplanade section of Riverfront Park (Orange Ave. to News Journal Center) to evaluate the concept feasibility and to apply for grant funding for construction.
3) <u>Construct the transient docks in the Arts District of the Plan</u>	<u>Grant application has been submitted to construct the transient docks near the News Journal Center.</u>

<u>Downtown Retail Area (Riverfront Shops) Parking Management</u>	
<u>Short-Term</u>	
<u>1. Promote Public Parking Locations</u>	<u>Coordinate with Riverfront Shops campaign (DDA) the location of Downtown public parking through press releases, fact sheets, parking maps, and web site.</u>
<u>2. Maximize usage of existing parking lots</u>	<u>Enter into agreement with underutilized, privately owned parking lots to provide additional public parking.</u>
<u>3. Implement a valet parking program for restaurants</u>	<u>Amend City Codes to permit restaurants to provide valet service for customers.</u>
<u>4. Implement directional sign program in Downtown</u>	<u>Install way-finding signs consistent with overall City directional sign plan to identify Downtown public parking lots.</u>
<u>5. Install Parking Meters on Beach Street (Orange Ave. to Magnolia Ave.)</u>	<u>Implement recommendations to install parking meters on west side of the street to facilitate parking turnover in prime parking locations for retail customers.</u>
<u>Long-Term</u>	
<u>1. Provide additional rear Public Parking in Riverfront Shops retail district</u>	<u>Purchase additional land in center block to provide additional parking in the short-term and to be a future mixed-use development site with parking garage.</u>
<u>2. Construct a structured parking garage</u>	<u>Construct a parking garage, centrally located, to W. ISB for easy customer access to accommodate future parking demand in the retail district.</u>
<u>Downtown Improvements</u>	
<u>1) Improve Rear Public Parking Lot Lighting</u>	Project Completed
<u>2) Repaint Arches and Street Directories</u>	Project Completed
<u>3) Improve pedestrian lighting on Beach Street (Orange Ave. to Bay St.)</u>	Implement plans to improve pedestrian lighting on Beach Street and up-light the median palm trees.
<u>4) Improve City Island electrical service for Farmers' Market</u>	Project Completed
<u>5) Replace trash receptacles on Beach Street.</u>	Replace all trash receptacles on Beach Street (Orange Ave. to Post Office) to be consistent with streetscape furniture.
<u>6) Install palm tree grates on Beach Street.</u>	Install palm tree grates on Beach Street (Orange Ave. to Bay St.) to reduce weeds around the trees.
<u>7) Install Parking Meters on Beach Street (Orange Ave. to Magnolia</u>	Moved to new Parking Management section.

Ave.)	
8) Implement directional sign program in Downtown	Moved to new Parking Management section.
9) Implement plans for Federal Alley to be one-way vehicle traffic into rear parking lot.	Project Completed
10) Provide additional rear Public Parking in Riverfront Shops retail district	Moved to new Parking Management section.
11) Improve ISB streetscapes in Riverfront Shops retail district	Develop and implement plans to improve W. ISB Streetscape (Beach St. to Palmetto Ave.) to create gateway entrance and destination, improve pedestrian access, consistent with Beach Street in the Riverfront Shops Retail District.
12) Improve side street streetscapes in Riverfront Shops retail district	Develop and implement plans to improve Orange Ave. and Bay St. (Beach St. to Palmetto Ave.) to create pedestrian access consistent with Beach Street in the Riverfront Shops Retail District.