



# The CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451

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## AGENDA

### DOWNTOWN REDEVELOPMENT BOARD

Tuesday, November 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.

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1. Call to Order
2. Roll Call
3. Approval of the minutes: October 6, 2015
4. Downtown Board Priorities
5. Public Comments
6. Board Comments
7. Adjournment

## **DOWNTOWN REDEVELOPMENT BOARD**

### **MINUTES**

**Tuesday, October 6, 2015**

A meeting of the Downtown Redevelopment Board was held Tuesday, October 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 Present**

Mr. Harold Goodemote, Chair  
Mr. Robert Abraham  
Mr. Buddy Budiansky  
Mr. Michael Shewmaker  
Dr. Kent Sharples  
Ms. Cathy Washington  
Mr. Jack White

#### **Board Members Absent**

Ms. Quanita May

#### **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 September 15, 2015**

##### **Board Action:**

Ms. Washington made a motion to approve the minutes of the Regular Meeting of September 15, 2015. Mr. Abraham seconded the motion and it was approved unanimously (7-0).

#### **4. BOA2015-013 – Variance from Article 6, Section 6.10 of the LDC**

Mr. Jeffries presented the staff report which was included as part of the packet. Mr. Jeffries stated this was a sign variance request for 230 N. Beach Street. Mr. Jeffries stated the Board was requested to make a recommendation to the Board of Adjustment. Mr. Jeffries stated the building was not originally designed with a projecting sign and the proposed sign would not match the architectural style of the building. Mr. Jeffries stated the proposed sign would have the building name at the top and the remaining spaces would be used as a directory for tenant space.

Mr. White stated to use the signage to name the building, such as the sign at the Kress Building, is different than proposing a sign to identify tenant space.

Mr. Goodemote stated to have a sign with tenants listed would detract from the building.

Mr. Abraham stated the proposed sign conflicted with the style of the building.

Mr. Jeffries stated final plans for the proposed sign had not been submitted to the City but the applicant had submitted a variance request.

Mr. White stated he would like to see a plan before the Board made a recommendation.

Ms. Washington stated she agreed with Mr. White and stated if she was to vote now, she would vote against the variance request.

Mr. Berger stated even if the Board of Adjustment approved the variance, a sign permit application would have to be submitted to staff; and staff would inform the applicant if the proposed signage does not meet the Redevelopment standards. He stated the sign should be compatible with the style of the building.

**Public Comments:**

Big John, 120 State Avenue, Holly Hill, asked if the applicant was made aware of the meeting today.

Mr. Jeffries stated both the applicant and the sign contractor were notified of the meeting.

**Board Action:**

A motion was made by Mr. White, seconded by Mr. Abraham, to postpone action on this variance request until a more complete plan, including architectural drawings and signage details are submitted to the city for review. The motion carried 6-1 with Ms. Washington voting nay.

5. **Downtown Board Priorities**

Mr. Jeffries presented the staff report which was included as part of the packet. Mr. Jeffries stated the report had been revised based on the discussion at the last Board meeting. Mr. Jeffries stated the DDA reviewed the memo at their last meeting and did not make any changes.

Mr. Goodemote stated he would like to continue this item until the next meeting so the Board has an opportunity to review the memo.

There was consensus from the Board to continue the discussion of the Board Priorities until the November, 2015, Board meeting.

Mr. Jeffries stated the Marina Point project may be presented to the Board at the November meeting. Mr. Jeffries stated estate homes and townhomes were proposed by a national builder on the vacant land at Marina Point.

Mr. White asked if the funds for design services for Beach Street were included in the City's FY2015/16 budget.

Mr. Jeffries stated the funds would be part of the Professional Services budget and there were plans to proceed with the design for Beach Street.

**6. Public Comments**

Laura Walker, 1428 N. Halifax, stated she and her husband purchased the former Greyhound bus station. She stated she had obtained demolition permits for the site and was ready to pursue construction permits for rebuilding. She stated there would be a café and health food store on the site as well as a martial arts studio on the second floor.

Big John, 120 State Avenue, Holly Hill, stated the city only received two submittals for design of the Ballough Road bridge area. He stated Frank Van Pelt should be invited to a meeting to discuss the proposed project. Mr. Goodemote asked that Mr. Van Pelt be invited to the next meeting.

**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 1:00 p.m.

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Harold Goodemote, Chair

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Becky Groom  
Recording Secretary



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

<b>Retail Business Recruitment</b>	
1) <del>Launch Riverfront Shops Business Recruitment Web Site</del>	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>
<b>Marketing &amp; Promotion</b>	
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
<b>Safety &amp; Security</b>	
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>
<b>Targeted Development Sites</b>	
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>
<b>Riverfront Master Plan Implementation</b>	
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>

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

<b>Ave.)</b>	
<b>8) <del>Implement directional sign program in Downtown</del></b>	Moved to new Parking Management section.
<b>9) <del>Implement plans for Federal Alley to be one-way vehicle traffic into rear parking lot.</del></b>	Project Completed
<b>10) <del>Provide additional rear Public Parking in Riverfront Shops retail district</del></b>	Moved to new Parking Management section.
<b>11) Improve ISB streetscapes in Riverfront Shops retail district</b>	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.
<b>12) Improve side street streetscapes in Riverfront Shops retail district</b>	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.