

**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.


Harold Goodemote, Chair


for: Becky Groom, Recording Secretary