



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, April 4, 2017 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: March 7, 2017**
4. **WALL GRAPHIC, McK's Tavern**

A request by Jack White, on behalf of Emerald Isles Holdings, LLC, to install two wall graphics in the alley on the south side of the building at 218 S. Beach Street in accordance with Section 6.10.J.13 of the Land Development Code.

5. **Public Comments**
6. **Redevelopment Project Updates**
7. **Board Comments**
8. **Adjournment**

DOWNTOWN REDEVELOPMENT BOARD

MINUTES

Tuesday, March 7, 2017

A meeting of the Downtown Redevelopment Board was held Tuesday, March 7, 2017, 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. Buddy Budiansky, Chair
Dr. Kent Sharples, Vice Chair
Mr. Harold Goodemote
Ms. Quanita May
Mr. Michael Shewmaker
Mr. Scott Weidman

Board Members Absent

Mr. Robert Abraham
Ms. Cathy Washington (Planning Board Representative)

Staff Members Present

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

1. Call to Order

Mr. Budiansky 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 –Meeting of February 7, 2017

Board Action:

Mr. Goodemote made a motion to approve the minutes of the meeting of February 7, 2017. Dr. Sharples seconded the motion and it was approved unanimously, 6-0.

4. Public Comments

There were no public comments

5. Redevelopment Project Updates

Mr. Jeffries presented a report which was included as part of the packet.

Mr. Budiansky asked if tattoo parlors were accepted into the redevelopment areas, would they only be permitted in areas zoned M1, BW, and BA.

Mr. Berger stated the M5 and BA were the only two zoning districts that were proposed for tattoo parlors. Mr. Berger stated what was proposed was to lift the prohibition and an applicant would have to establish a site with a PD. Mr. Berger stated a tattoo parlor would not be allowed in the redevelopment areas without rezoning.

Mr. Budiansky asked if the new arcade museum received incentives.

Mr. Jeffries stated they are eligible for the Business Façade Grant, which could be up to \$6,000; they were eligible for a Leasehold Improvement Grant up to \$6,000; and a Lease Subsidy Grant which was also up to \$6,000.

Mr. Budiansky stated he heard Indian Motorcycles was leaving Beach Street.

Mr. Berger stated he was very confident Indian Motorcycles would stay on Beach Street and believed there would be further improvements in that area.

Big John, 120 State Ave, Holly Hill, asked about benches in the downtown.

Mr. Jeffries stated the DDA had discussed the benches and there was a lack of consensus among the merchants. Mr. Jeffries stated some merchants want the benches back and some do not want them. Mr. Jeffries stated this would be discussed again at the March DDA meeting.

Mr. Budiansky asked if there were any further plans for downtown day docking.

Mr. Berger stated a grant was received and was still in the initial planning stages.

Big John stated the Wawa project was moving forward but the Building Department is waiting for an alternate site plan.

Mr. Jeffries stated there was an approved site plan for the Wawa project.

Mr. John asked about the Ballough Bridge.

Mr. Berger stated staff was going through the evaluation with the engineers.

6. Board Comments

There were no Board comments.

7. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned.

Buddy Budiansky, Chair

Becky Groom, Recording Secretary

Agenda Item 4

Wall Graphic Approval McK's Tavern 218 South Beach Street

Staff Report

TO: Downtown Redevelopment Board Members

FROM: Jason Jeffries, Project Manager

DATE: March 31, 2017

APPLICANT: Jack White

INTRODUCTION:

A request by Jack White, on behalf of Emerald Isles Holdings, LLC, to install two wall graphics in the alley on the south side of the building at 218 S. Beach Street.

ANALYSIS:

The subject property is located in the RDD-1 (Beach Street Retail) zoning district and is permitted a wall graphic upon approval of the Downtown Redevelopment Board. The Land Development Code (LDC) defines a wall graphic as a wall decoration that depicts a scene, picture, illustration, or design with no written message, word, insignia, arrow, or logo. Section 2.10.J.13.d (Wall Graphics and Architectural Embellishments) identifies the following standards for wall graphics:

- i. The wall graphic or architectural embellishment shall be applied to a prepared wall surface free of cracks, peeling paint, or stucco, and shall be covered with a protective coat to minimize deterioration.
- ii. Wall graphics and embellishments shall be for the aesthetic enhancement of the building. Scale, design, intensity, and character shall be consistent with the design of the building, and compatible with the building and surrounding structures.
- iii. No written messages, logos, arrows, or bare bulbs shall be part of the wall graphic or embellishment.
- iv. Wall graphics or embellishments shall be applied and constructed strictly in accordance with the approved application. Any deviation from the approved plan or rendering, in materials or style, shall require removal of the wall graphic or embellishment within five days of notice.

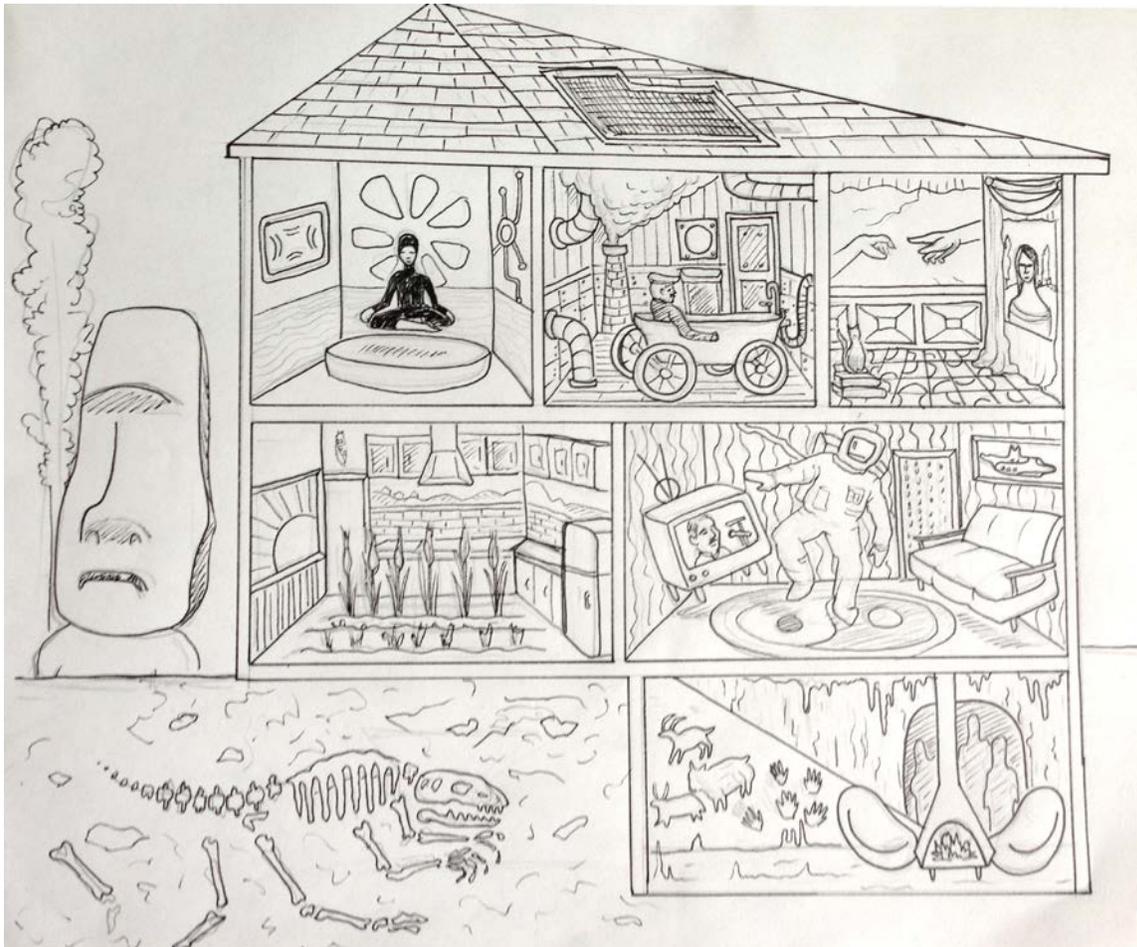
The proposed wall graphic designs are attached. The applicant is proposing to replace existing alligator wall graphic on the south side of the building adjacent to the alley with two new wall graphics.

The propose art will be applied to a wall free of cracks and peeling paint. The wall graphic will be placed on a large wall face adjacent to the alley and will be consistent with the design of the building.

WALL GRAPHIC #1



WALL GRAPHIC #2



WALL GRAPHIC LOCATION

