

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. Jeffries stated a Design Committee had been working to review the design standards and make suggestions for the standards to be more specific. Mr. Jeffries stated the Design Committee, Jack White, Brian Fredley, and Kaitlyn Parker made some recommendations on sign standards. Mr. Jeffries noted two zoning map amendments were approved last year.

Mr. Jeffries stated the focus of targeted development sites were on the former armory site and the vacant car lots. Mr. Jeffries stated the City put out an RFP for the armory site. Mr. Jeffries stated staff had met with the owners of the car lot sites and the owner was considering multi-family residential for the site.

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. Jeffries stated he was working with the individual that purchased the former Woolworth building who was considering upper floor residential for the site. Mr. Jeffries stated he was also working with Lee Khazraee who owns the former bank building site to the south of the Volusia County administration building to have the building fully occupied.

Mr. Jeffries stated the new arcade would be opening in the downtown. Mr. Jeffries stated there was currently a 10% overall vacancy rate in the downtown and that should be reduced to 5% within a month. Mr. Jeffries stated Bourbon on Beach Street would be opening in about a month.

Mr. Budiansky asked if the arcade 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. Jeffries stated the DDA was continuing with the marketing and promotion of downtown and had annual events they support. Mr. Jeffries stated the DDA would be issuing a new RFP to coordinate new events in the downtown.

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.

Mr. Jeffries stated the Safe Harbor project was ongoing and was a city-wide project.

Mr. Jeffries stated once the program was developed for the Ambassador Program, it would be presented to the Board.

Mr. Jeffries stated parking management was outlined on page 3 of the memorandum. Mr. Jeffries stated the DDA had updated their print materials to highlight available parking as well as their websites so people were aware that there was free available parking in downtown. Mr. Jeffries stated discussions had been held with property owners for additional parking but had not been finalized. Mr. Jeffries stated the first phase of the Directional Signage Program was in place and research continued on valet and shuttle programs. Mr. Jeffries stated there had been no progress on parking meters.

Mr. Jeffries stated there was preliminary engineering work going on for the lane reductions along Beach Street from ISB to Bay; and the construction drawings for the esplanade as part of the Riverfront Master Plan were being developed.

Mr. Jeffries stated the City had received quotes for uplighting the palm trees along Beach Street and work was being done to relocate trash cans and upgrade the grates.

Big John, Holly Hill, Florida, 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 so he was not aware of what was needed.

Big 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