



## The CITY OF DAYTONA BEACH Downtown Redevelopment Board Minutes

City Hall  
Commission Chambers  
Regular Meeting

301 South Ridgewood Avenue  
Tuesday, December 4, 2018  
12:00 PM

Pursuant to Section 286.0105, Florida Statutes, if any person decides to appeal any decision made by this Board at this public meeting, such person will need a record of the proceedings and, for that purpose, such person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. The City does not prepare or provide such a record.

	For special accommodations, please notify the City Clerk's Office at least 72 hours in advance. (386) 671-8020		Help for the hearing impaired is available through the Assistive Listening System. Receivers can be obtained from the City Clerk's Office.
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The regular meeting of the Downtown Redevelopment Board was held Tuesday, December 4, 2018, at 12:00 p.m. in the Commission Chambers, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

### Board Members Present

Ms. Sheryl Cook  
Mr. Daniel Harshaw  
Mr. Russell Holloway  
Mr. Jake Nicely  
Ms. Cathy Washington (Planning Board Representative)

### Board Members Absent

Mr. Scott Weidman, Chair  
Dr. Kent Sharples

### Staff Members Present

Mr. Reed Berger, Redevelopment Director  
Ms. Carly Meek, Assistant City Attorney  
Ms. Becky Groom, Board Secretary

### Board Action:

A motion was made by Mr. Harshaw, seconded by Mr. Holloway, to have Sheryl Cook chair the meeting in the absence of Scott Weidman. The motion carried (4-0).

## Call to Order

Ms. Cook called the meeting to order at 12:10 p.m.

## Roll Call

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

## Approval of Minutes - Regular Meeting: November 6, 2018

### Board Action:

A motion was made by Mr. Harshaw, seconded by Mr. Nicely, to approve the minutes of the Regular Meeting of November 6, 2018 as presented. The motion carried (4-0).

## Rezoning to Redevelopment Downtown (RDD-4) – Bellavita Estates Inc., DEV2018-155

### Staff Presentation:

Reed Berger, Redevelopment Director, presented the Staff Report which was included as part of the packet. Mr. Berger stated the applicant planned to use the building at 919 Beach Street. Mr. Berger stated the property was currently zoned M-1 which was Local Industrial and staff suggested rezoning the property to RDD-4 which was Redevelopment Downtown-Riverfront Mixed Use.

### Applicant's Presentation:

Diane Larsen, Selby Realty, spoke representing the applicant. Ms. Larsen stated the property had been vacant for over a year and a half and the applicant now had a business, which was a private music school, that was interested in locating at the site.

### Public Comments:

There were no public comments.

### Board Action:

A motion was made by Mr. Nicely, seconded by Mr. Harshaw, to approve Rezoning to Redevelopment Downtown (RDD-4) – Bellavita Estates Inc., DEV2018-155, in accordance with the Staff Report as presented. The motion carried (4-0).

## Wall Graphic – Myrtle Lane at 115 S. Palmetto Avenue

### Staff Presentation:

Reed Berger, Redevelopment Director, presented the Staff Report which was included as part of the packet. Mr. Berger stated a mural was painted on a building along Myrtle Lane and the Land Development Code does not permit lettering on a mural.

### Applicant's Presentation:

Jack White, 28 Wall Street, apologized that the process was not followed regarding the placement of the mural on the building. Mr. White stated in the future, there would be a group of artists who would be coming to the Board with a presentation on future plans for artwork in the downtown.

Mr. Holloway asked if the artists were compensated.

Mr. White stated the artists were compensated by sponsorships. Mr. White stated he was working with a group of artists who had plans for the art work in the downtown and in the future he would like to create a juried process to determine content. Mr. White stated the group needed guidance on what alleys would be acceptable for the art work in the downtown; and it was planned that the art work would change each year so what was placed on the walls would only be there for a year.

Mr. Harshaw stated he felt the art should be juried and should be themed.

Mr. Nicely stated he felt there should be a selection process for determining the art to be placed on the walls.

Ms. Washington stated she felt there should be a synchronized theme for the art work.

Ms. Cook asked if the Land Development Code would have to be changed to permit wording in murals.

Mr. Berger stated a mural was considered a sign and must be permitted. Mr. Berger stated he recommended that Mr. White work with staff to develop wording to amend the Land Development Code to ensure the planned murals would be permitted. Mr. Berger stated the City had grant funding available for signage and Commercial Façade programs; and a mural would be considered a façade.

Mr. Harshaw stated the grant funding was up to a maximum of \$5,000 and felt the amount should be less since the art work would only be in place for a year.

Ms. Washington asked if Mr. Berger would proceed with the recommended changes to the Land Development Code.

Mr. Berger stated he would recommend the changes and would work informally with Mr. White on the proposed changes.

#### Public Comments:

Kenneth Hunt, 250 S. Palmetto, Daytona Beach, Florida stated he planned to open a rental property where each unit would have a different theme of Daytona Beach. Mr. Hunt stated he felt murals on the site would complement the business.

#### Board Action:

A motion was made by Mr. Holloway, seconded by Mr. Nicely, to alter the mural to be compliant with City Code. The motion carried (4-0).

## Public Comments

There were no public comments.

## Board Comments

There were no Board comments.

## Adjournment

There being no further business, the meeting was adjourned.



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Sheryl Cook, Acting Chair