



The CITY OF DAYTONA BEACH Downtown Redevelopment Board Agenda

City Hall
Commission Chambers
Regular Meeting

301 South Ridgewood Avenue
Tuesday, May 7, 2019
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.

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| | 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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Call to Order

Roll Call

Approval of the Minutes: April 2, 2019

Wall Graphic - 315 S. Palmetto Avenue

A request by Beth O'Connor, on behalf of the business owners of Family Tree Acupuncture, and the property owners of DorJim, LLC, to apply wall graphics to the north and west wall of the Family Tree Acupuncture building located at 315 S. Palmetto Avenue.

Public Comments

Board Comments

Adjournment

DOWNTOWN REDEVELOPMENT BOARD

MINUTES - Tuesday, April 2, 2019

The regular meeting of the Downtown Redevelopment Board was held Tuesday, April 2, 2019, 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. Scott Weidman, Chair
Ms. Sheryl Cook
Mr. Russell Holloway
Mr. Jake Nicely
Dr. Kent Sharples

Board Members Absent

Mr. Daniel Harshaw
Ms. Cathy Washington (Planning Board Representative)

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Robert Jagger, City Attorney
Ms. Jennifer Lynch, Office Assistant II

Call to Order

Mr. Weidman called the meeting to order at 12:00 p.m.

Roll Call

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

Approval of Minutes

Regular Meeting: February 5, 2019

Board Action:

A motion was made by Ms. Cook, seconded by Mr. Holloway, to approve the minutes of the February 5, 2019 meeting as presented. The motion carried (5-0).

Special Meeting: March 20, 2019

A motion was made by Dr. Sharples, seconded by Mr. Nicely, to approve the minutes of the March 20, 2019 Special Meeting, as presented. The motion carried (5-0).

Rezoning to Planned Development-Redevelopment (PD-RD) - Project Delta West, DEV2018-164

Reed Berger, Redevelopment Director, presented the staff report which was included as part of the packet. Mr. Berger stated the project is one block that covers the area from Ridgewood to Palmetto, bordered by Bay Street to the north and International Speedway Blvd. to the south. Mr. Berger stated apartments and a parking garage are planned for the area; and the project will include a grocery store.

Applicant's Presentation:

Rob Merrell, Cobb & Cole, 149 S. Ridgewood, Daytona Beach, Florida, spoke representing the applicant. Mr. Merrell stated apartments, restaurants, and retail space are planned for the project. Mr. Merrell stated the project will be key to redevelopment in the downtown and will create an urban environment. Mr. Merrell stated the request is to rezone the property and site plans will be presented prior to construction. Mr. Merrell stated Consolidated Tomoka owns the property but the project will be developed by another developer. Mr. Merrell stated demolition has started on the church but the church will be used through the end of the year.

Mr. Weidman asked about the parking garage and accessibility for the public.

Mr. Merrell stated there is a potential public component that is being discussed with the city.

Mr. Weidman stated the report indicates there is a 5 year phasing plan, which is typical for most development projects.

Ms. Cook asked who will maintain the property once the church is removed.

Mr. Merrell stated the owner will maintain the property.

Mr. Merrell stated the height of the building will be determined by the FAR.

Public Comments:

Jim Cameron, Senior Vice President, Daytona Regional Chamber, stated this project is long overdue. Mr. Cameron stated the Brown & Brown project along with the Riverfront Park project will renovate the downtown and housing will be needed. Mr. Cameron stated the project will help to generate new business and expand the tax base. Mr. Cameron stated the Chamber is in support of this project.

Big John, Holly Hill, Florida asked Mr. Merrell how many apartment units there will be.

Mr. Merrell stated at this time it has not been determined.

Board Action:

A motion was made by Dr. Sharples, seconded by Ms. Cook, to approve Rezoning to Planned Development-Redevelopment (PD-RD) - Project Delta West, DEV2018-164, in accordance with the staff report as presented. The motion carried (5-0).

Public Comments

Big John, Holly Hill, Florida asked for an update on the Root Canal project and asked if grants are being secured.

Mr. Berger stated Root Canal is not a project that is currently being worked on so there is nothing to report. Mr. Berger stated he is not aware of any current grant applications for the project.

Mr. Berger stated the day docks along the area north of the News Journal Center are being worked on and construction material has been placed in the area.

Mr. Berger stated the agreement for the Riverfront Park project was recently approved by the City Commission. Mr. Berger stated the project will include the area from Orange Avenue to Main Street.

Mr. Jagger stated the Riverfront Park project includes Manatee Island but there are not plans for improvements in that area at this time.

Mr. Weidman asked how much will be added to the tax rolls as a result of the Delta West project.

Mr. Berger stated he does not have an idea what that amount will be and won't know until the buildings are constructed.

Big John stated anything that goes there will be a huge improvement for the CRA.

Mr. Jagger stated the vacant lot will go onto the tax rolls; and once it is developed, the buildings will be added to the tax rolls as well.

Dr. Sharples stated with the zoning in place on the property, the owner will be able to sell the property to a developer; and ad valorem tax money will be coming to the city which will be significant. Dr. Sharples asked if there are new flood plain standards based on the flooding that happened in the downtown during the last storm.

Mr. Berger stated FEMA regulations have not changed in the last couple of years; and the flood maps were changed pre-hurricane.

Ms. Cook asked if the lift station that will be moved onto the Brown & Brown property will be able to sustain the additional residential development or will that development need its own lift station.

Mr. Berger stated what is proposed with the new development is no change to utilities. Mr. Berger stated there is currently work being done in that area to move water out but it will not resolve what will happen at high tide.

Mr. Weidman asked if any of the Root Canal has been rezoned.

Mr. Berger stated no.

Dr. Sharples asked if negotiations are continuing for city acquisition of the Salvation Army site.

Mr. Berger stated he is not aware of any negotiations. Mr. Berger stated he attended an open house at the Salvation Army site recently and services are being offered from there. Mr. Berger stated the city talked with the Salvation Army representatives about acquisition after Hurricane Irma but he is not aware of any current negotiations.

Ms. Cook asked for an update on the Beach Street project.

Mr. Berger stated he believes the project will start in mid-summer. Mr. Berger stated the last plans he saw were 60%. Mr. Berger stated the plans are that only one area will be under construction at any given time.

Board Comments

There were no additional Board comments.

Adjournment

There being no further business, the meeting was adjourned.

The City of Daytona Beach

Redevelopment Division
Post Office Box 2451
Daytona Beach, Florida 32115-2451
Phone (386) 671-8180
Fax (386) 671-8187

MEMORANDUM

Date: April 30, 2019
To: Downtown Redevelopment Board
From: Reed Berger, Redevelopment Director
Subject: Wall Graphics - Family Tree Acupuncture, 315 S. Palmetto Avenue

A request by Beth O'Connor, on behalf of the business owners of Family Tree Acupuncture, and the property owners of DorJim, LLC, to apply wall graphics to the north and west wall of the Family Tree Acupuncture building located at 315 S. Palmetto Avenue. A location map is attached.

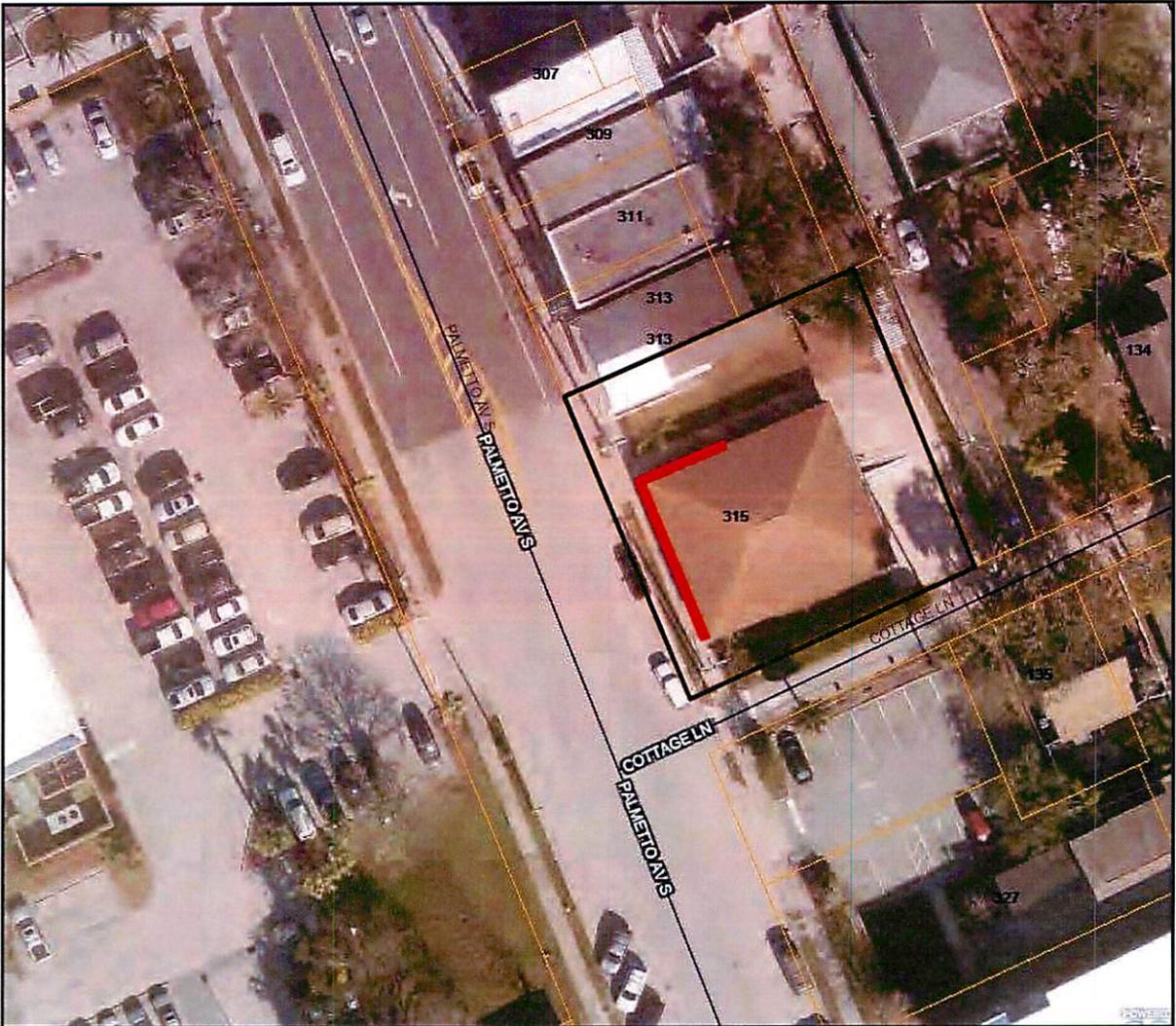
The Board shall determine whether or not the proposed wall graphics attached to this memorandum are an aesthetic enhancement of the building and that the scale, design, intensity, and character are consistent with the design of the building and compatible with the building and surrounding structures in compliance with the Land Development Code requirements in Section 6.10.J. I 3 -Wall Graphics and Architectural Embellishments (attached).

Staff recommends that the Board consider approval of the wall graphics as presented by the applicant.

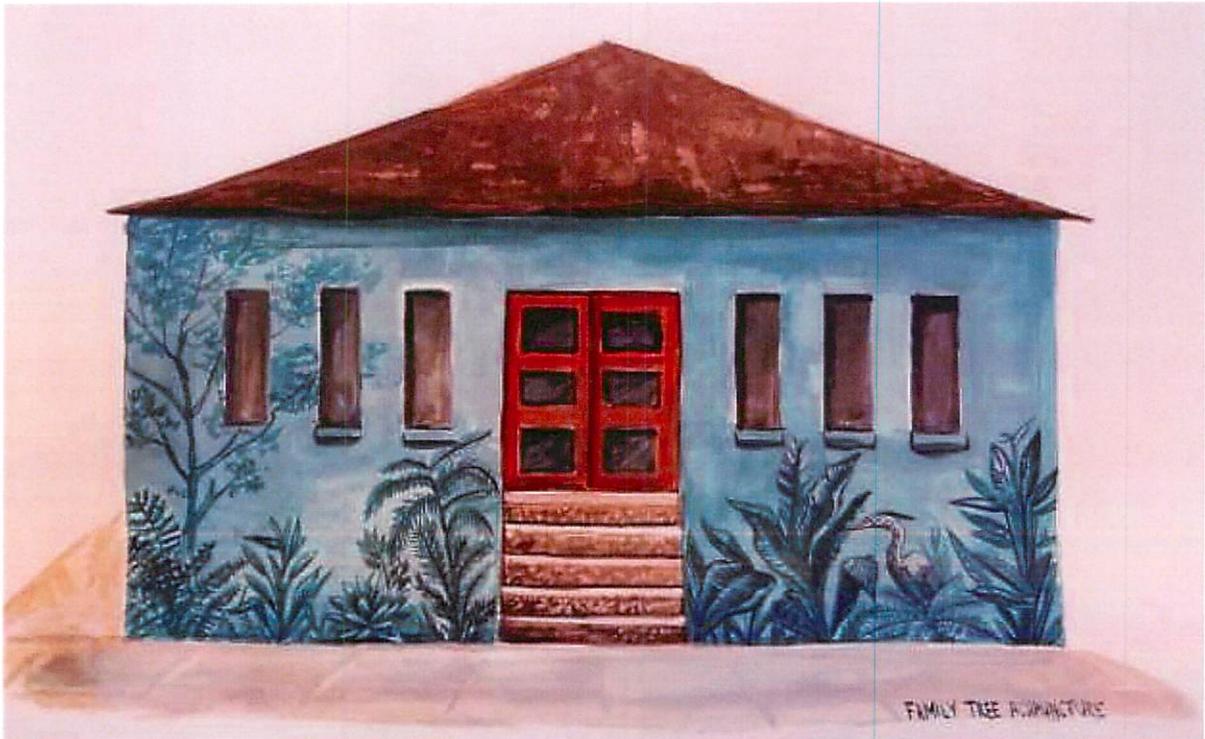
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LOCATION MAP



PROPOSED WALL GRAPHICS



Land Development Code requirements in Section 6.10.J.13

13. Wall Graphics and Architectural Embellishments.

- a. A wall graphic is a wall decoration that depicts a scene, picture, illustration, or design with no written message, word, insignia, arrow, or logo.
- b. An architectural embellishment is a three-dimensional architectural decoration added to a building for aesthetic purposes.
- c. Wall graphics and architectural embellishments may be permitted in any district, subject to the review and approval as follows:
 - i. In Redevelopment Areas, wall graphics and architectural embellishments may be permitted by the Redevelopment Board for the area.
 - ii. In other areas of the City, wall graphics are subject to review and approval by the Planning Board and architectural embellishments are subject to review and approval by City staff.
- d. Wall graphics and architectural embellishments shall comply with the following standards:
 - 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.
- e. Any variance from these standards or appeal from a determination made pursuant to this paragraph shall be reviewed by the Planning Board, whose decision shall be final administrative action.



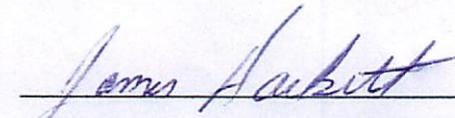
April 21, 2019

Daytona Beach Redevelopment
301 S. Ridgewood Ave (Rm 256)
Daytona Beach, FL 32114

To The Board:

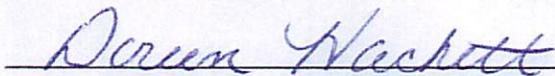
We are authorizing Beth O'Conner to paint a mural on the outside of our building, located at 315 S. Palmetto Avenue, Daytona Beach, FL 32114. The design that we have approved her to paint is being presented to the board on April 24th for your consideration.

Sincerely,



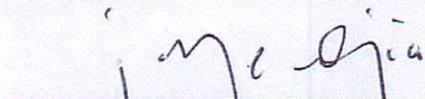
James Hackett, Owner DorJim LLC

4-21-19
Date



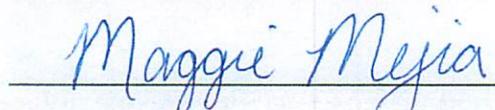
Doreen Hackett, Owner DorJim LLC

4-21-19
Date



Jorge Mejia, Owner Family Tree Acupuncture

4/21/19
Date



Maggie Mejia, Owner Family Tree Acupuncture

4/21/19
Date



April 21, 2019

Daytona Redevelopment Board
301 S. Ridgewood Ave. (RM 256)
Daytona Beach, FL 32114

I, Beth O'Connor (Artist) am requesting the Redevelopment Board's approval for a wall graphic that will be installed on the facade of Family Tree Acupuncture at 315 Palmetto Ave. Daytona Beach, Florida 32114.

The wall graphic will span the entire front of the building and wrap around the left side approximately half way down the drive way. The image will consist of foliage with a blue heron and will be painted in monochromatic blue tones on top of the existing blue color of the building. The wall graphic will take approximately one week to install and will be scheduled for the end of May. The wall graphic will comply with the Land Development Code as stated in Section 6.10.J.13.

The wall graphic images are included as well as the approval letter from the building owners and business owners of Family Tree Acupuncture.

Sincerely,
Beth O'Connor