



The CITY OF DAYTONA BEACH Downtown Redevelopment Board Minutes

City Hall
Commission Chambers
Regular Meeting

301 South Ridgewood Avenue
Tuesday, February 5, 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.

	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, February 5, 2019, at 12:00 p.m. in the Commission Chambers, 301 S. Ridgewood A venue, Daytona Beach, Florida. The following people were present:

Board Members Present

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

Board Members Absent

Dr. Kent Sharples

Staff Members Present

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

Call to Order

Mr. Weidman called the meeting to order at 12:15 p.m.

Roll Call

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

Approval of Minutes - Regular Meeting: December 4, 2018

Board Action:

A motion was made by Ms. Cook, seconded by Mr. Holloway, to approve the minutes of the December 4, 2018 meeting as presented. The motion carried (6-0).

Wall Graphic - 112 Orange Avenue

Reed Berger, Redevelopment Director, presented the staff report which was included as part of the packet. Mr. Berger stated the applicant, Jack White, has been working with a group of artists regarding the placement of murals in the downtown. Mr. Berger stated staff will be looking at the regulations for signs to determine what needs to be changed so that murals will not be treated as any other sign.

Applicant Presentation:

Jack White, 28 Wall Street, Daytona Beach, Florida stated there have been meetings with Mr. Berger and Deputy City Manager, Jim Morris, to begin the work on a document that would determine the guidelines for murals. Mr. White stated an ad hoc group will be formed to provide assistance in screening proposed art work prior to presentation to the City.

Ms. Cook stated she believes there are probably murals already in place in the downtown that are not up to Code.

Mr. White stated what he is proposing today would be a permitted mural as part of the Art in the Alley program which would be placed next to a vacant lot where the Crooks' Den was previously located. Mr. White stated the overall goal is for each alley in the downtown to have artwork. Mr. White stated the figure presented is a box of Animal Crackers; and at a later date, an elephant's trunk would be added from the top of the building, reaching into the box of crackers.

Mr. Nicely asked if Mr. White has checked to see if there are any trademark infringements with what is proposed.

Mr. White stated he would check but does not believe there is a problem since there is no wording on the mural.

Mr. Harshaw stated he likes the art that is proposed but is also concerned about the trademark. Mr. Harshaw stated there may be concern expressed about the picture showing caged animals.

Mr. White stated the animals are a fantasy and creativity should not be caged.

Mr. Nicely stated he would like to see renderings of the proposed addition of the elephant's trunk.

Mr. White stated that could be provided.

Ms. Washington stated she does not want to restrict creativity and feels it is fine to complete the proposed mural in stages.

Mr. Holloway stated art is individual; but if someone can see it from their window, that individual has a stake in it.

Mr. Nicely asked if the proposed art projects may be used as advertising.

Mr. White stated at that time, the artist would need a sign permit.

Mr. Berger stated the art work has wording.

Mr. Berger stated a text amendment to the Land Development Code would not normally be presented to a redevelopment board for approval but staff will consider input from the Downtown Redevelopment Board on a proposed amendment for wall graphics prior to it being presented to the Planning Board.

Mr. Weidman stated he would like to ask staff to receive input from the Midtown, Beachside, and Downtown Redevelopment Boards on any proposed amendment to the Land Development Code regarding murals.

Mr. Berger stated he would like to receive input from the Downtown Redevelopment Board prior to a presentation being made to the other Redevelopment Boards.

Mr. Nicely stated he would like to see what is planned for a completed project if the art work is to be done in phases and would also like to know the time limit on how long the mural will be in place.

Board Action:

A motion was made by Mr. Nicely, seconded by Mr. Harshaw, to approve Wall Graphic, 112 Orange Avenue, in accordance with the staff report as presented. The motion carried (5-0).

Public Comments

There were no public comments.

Board Comments

Mr. Harshaw asked for an update on projects in the downtown.

Mr. Berger stated the plans are 60% complete for Beach Street and it is anticipated that the plans will be completed in March. Mr. Berger stated construction could start in the summer and staff will work to make sure all stores remain open. Mr. Berger stated the Veterans Bridge project has been delayed about one year longer than was originally planned.

Adjournment

There being no further business, the meeting was adjourned at 1:28 p.m.



Scott Weidman, Chair



Becky Groom, Recording Secretary