



## The CITY OF DAYTONA BEACH Downtown Redevelopment Board Agenda

City Hall  
Commission Chambers  
Regular Meeting

301 South Ridgewood Avenue  
Tuesday, July 2, 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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### Call to Order

### Roll Call

### Approval of the minutes: May 7, 2019

### Wall Graphic – 218 S. Beach Street

A request by Scot Lawson, property owner and proprietor of McK's Tavern & Brewery, to apply wall graphics to the south wall of the building located at 218 S. Beach Street.

### Wall Graphic – 700 Ballough Road

A request by Chris Zalich, Business Development with Planet Granite on behalf of the property owner, Elan Schlachet, to apply wall graphics to the south wall of the building located at 700 Ballough Road.

### Public Comments

## Board Comments

## Adjournment

## DOWNTOWN REDEVELOPMENT BOARD

### MINUTES - Tuesday, May 7, 2019

The regular meeting of the Downtown Redevelopment Board was held Tuesday, May 7, 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. Daniel Harshaw  
Mr. Russell Holloway  
Mr. Jake Nicely  
Dr. Kent Sharples  
Ms. Cathy Washington (Planning Board Representative)

#### Staff Members Present

Mr. Reed Berger, Redevelopment Director  
Mr. Ben Gross, Deputy 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: April 2, 2019

#### Board Action:

A motion was made by Ms. Cook, seconded by Mr. Nicely, to approve the minutes of the April 2, 2019 meeting as presented. The motion carried (6- 0).

#### Wall Graphic – 315 S. Palmetto Avenue

#### Staff Presentation:

Reed Berger, Redevelopment Director, presented the staff report which was included as part of the packet. Mr. Berger stated the site is directly across the street from City Hall at 315 S. Palmetto. Mr. Berger stated typically murals are not on the front of the buildings but there is nothing in the Land Development Code that would prohibit it. Mr. Berger stated the murals will be on the front of the building and wrap around on the north side of the building.

## Applicant Presentation:

Beth O'Connor, 109 Colina Place, Ormond Beach, Florida, spoke representing the applicant. Ms. O'Connor stated the sidewalk abuts the building so there is no opportunity to soften the building with landscaping.

Mr. Weidman asked if there is a time limit for the mural to be on the building.

Ms. O'Connor stated the typical life span of this type of paint is five years but a UV coating will be placed over the mural which should extend the life of the paint to 5 to 8 years.

Mr. Harshaw stated this is the first application he has seen for murals on the front of the building. Mr. Harshaw stated that he felt the artwork is too large for the size of this building and stated the artwork will cover 50% of the building. Mr. Harshaw asked if the neighbors have been notified of the planned mural.

Mr. Berger stated there is no notice requirement for this application.

Mr. Gross stated if the Board approves this request, the graphic will be installed.

Mr. Berger stated he does not feel the artwork is too large since it is planned for the bottom of the building. Mr. Berger stated he does not feel the Board would be setting precedence if this request is approved since each application would be approved on its own merit.

Ms. Cook stated she is concerned precedence is being set.

Mr. Nicely stated previously the Board talked about an arts group that was to be established that would screen the applications before they are presented to the Board. Mr. Nicely stated Jack White indicated he would work on forming the committee and asked what has been done.

Ms. O'Connor stated a committee was started but she does not know what has happened with the group during the last few months.

Mr. Nicely stated an arts committee would keep the Board from getting into the aesthetics discussions.

Dr. Jorge Mejia, Family Tree Acupuncture, 315 S. Palmetto, Daytona Beach, Florida stated he is the acupuncture physician at Family Tree Acupuncture. Dr. Mejia stated he planned for simplicity and subtlety for the artwork and wants to embrace natural beauty.

Mr. Weidman stated he likes the artwork but has similar concerns as have been expressed by Mr. Harshaw.

Mr. Gross stated he does not feel there should be a concern of setting a precedence based on the scale.

Mr. Nicely stated since an art committee has not been formed, the Board will have to review each mural request on a case by case basis.

Ms. Washington stated she likes the art work and feels it will enhance the corner. Ms. Washington stated she feels it will enhance the building since the building is so close to the sidewalk.

Mr. Nicely stated what is proposed enhances the same color scheme that is already on the building.

Mr. Holloway stated he likes the art and feels it enhances the building. Mr. Holloway stated he is concerned that it may set a precedent and is concerned about what the neighbors may think. Mr. Nicely stated he feels the Board needs better guidelines for such requests since this request is not similar to the other requests the Board has received for the Art in the Alley.

Ms. Cook stated she would not want to see any future applications until Jack White has established the arts review committee. Ms. Cook stated she is also concerned about what the neighboring property owners may feel about what is proposed.

Mr. Berger stated he has not heard from Jack White. Mr. Berger stated a similar effort is taking place on the Beachside for murals and Mr. White and Frank Molnar are working with the artists. Mr. Berger stated he believes what he is hearing from the Board is a request to provide a text 4 amendment to the Land Development Code to change parameters for future requests, such as limiting artwork on street frontage.

Dr. Sharples stated he likes what is proposed and feels it will be a tremendous enhancement. Dr. Sharples asked if a request, such as painting columns on a building, could be considered and stated what is permitted should be more clearly defined, including color schemes. Dr. Sharples stated those items should be clear in the City's ordinance.

Mr. Gross stated staff may want to look at practices from other cities, such as Winwood in Miami, to determine what regulations they have in place.

Mr. Berger stated any text amendment would have to be presented to the Planning Board and City Commission for review and approval.

Mr. Harshaw stated there needs to be a focus on scale.

Mr. Weidman stated restricting scale may take away from the creativity of the artist. Mr. Weidman stated he feels there should be an art committee to review the requests before they are presented to the Board.

Ms. Cook stated there needs to be some form of regulations in place. Ms. Cook stated she is hurt that Mr. White is working with someone on beachside when he came to the Downtown Redevelopment Board first and has left this board hanging.

Mr. Berger stated Mr. White is working with other people in a concerted effort to come up with a mural program. Mr. Berger stated he feels Mr. White is working on a program for the redevelopment areas, not just Beachside or downtown, and also including Midtown.

Ms. Cook stated based on the past minutes, this Board asked what other Boards are doing and Mr. Berger stated the other Boards are looking to the Downtown Redevelopment Board to see what this

Board comes up with; and we still haven't come up with anything. Ms. Cook stated if something is planned for city-wide redevelopment areas, what is proposed will not work on A1A.

Mr. Holloway stated what is proposed will enhance the building and area but the Board does need guidance. Mr. Holloway stated he feels Mr. White should proceed with forming a committee so there is the understanding that requests have been reviewed prior to being presented to this Board.

Mr. Gross stated he will do research and bring back some information for the Board on the formation of a committee to review applications before they are presented to the Board.

## Board Action:

A motion was made by Dr. Sharples, seconded by Ms. Cook, to approve Wall Graphic, 315 S. Palmetto Avenue, in accordance with the staff report as presented. The motion carried (5-1 with Mr. Holloway voting nay).

Mr. Holloway stated he is voting no just so it goes into the record so it may be a catalyst for Mr. White to move forward as well as the city based on the discussions today.

## Public Comments

There were no public comments.

## Board Comments

Mr. Harshaw stated he would like the Board to receive updates on streetscaping for Beach Street. Mr. Harshaw stated he would also like to know the plans for City Island. Mr. Harshaw stated he met with Jack White and Commissioner Quanita May and discussed a master plan for City Island. Mr. Harshaw stated he feels the Board needs to have a focus on what is planned for City Island before development starts so there is a safeguard in place and City Island is protected for the public. Mr. Harshaw stated there is nothing on the books that says what can and cannot be done to City Island.

Mr. Nicely stated he would like the Board to receive an update at each Board meeting regarding the ongoing projects.

Mr. Weidman stated if the funding is not there, there is no sense to start a plan. Mr. Weidman stated he would want to remain focused on Riverfront Park, Beach Street, and International Speedway since those projects are being worked on now.

Ms. Cook stated in a couple of years, there will be funds coming in from the Brown & Brown project as well as the Consolidated Tomoka project on Palmetto. Ms. Cook stated she feels there should be a plan for City Island.

Mr. Berger stated if there is anything proposed for City Island in the future, it would have to go through a planning process, the same as any other project would have to be reviewed by this Board, the Planning Board, and then the City Commission. Mr. Berger stated the public benefit would be discussed as part of that process. Mr. Berger stated there should be information soon on what the plans are for the Volusia County buildings. Mr. Berger stated he would not want to create a controversy without there being some plans in place.

Mr. Harshaw stated there should be plans, such as how much of the area should be public and how much should be private. Mr. Harshaw stated if a Planned Development is proposed, all of the City's rules and regulations will be eliminated.

Mr. Nicely stated what is proposed will be presented to the Board for approval; and if something is decided now, we may discourage potential developers.

Mr. Berger stated he heard the Veterans Museum is moving from the Tic Toc building into a City building.

Mr. Berger stated all he has heard is that it may move to Orange Avenue.

Ms. Cook asked if either Mr. Chisholm or the Deputy City Manager, Jim Morris, could talk to the Downtown Redevelopment Board or Downtown Development Authority at an upcoming meeting regarding the plans for the downtown area.

Mr. Berger stated the plans for Beach Street are 90% complete and the work is planned to start mid-summer. Mr. Berger stated once the plans are complete, the information will be shared with the businesses.

Mr. Berger stated he will talk with Mr. Morris and Mr. Chisholm about the possibility of them speaking with this Board.

## 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: June 27, 2019  
TO: Downtown Redevelopment Board  
FROM: Reed Berger, Redevelopment Director  
SUBJECT: Wall Graphics – McK’s Tavern & Brewery, 218 Beach Street

A request by Scot Lawson, property owner and proprietor of McK’s Tavern & Brewery, to apply wall graphics to the south wall of the building located at 218 S. Beach Street. Maureen Hudas is the artist who is expected to attend the meeting to answer any questions the Board may have.

The Board shall determine whether or not the proposed wall graphic included with this memorandum is 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.13 - Wall Graphics and Architectural Embellishments (attached).

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



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# PROPOSED WALL GRAPHIC



## **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.

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## MEMORANDUM

DATE: June 27, 2019  
TO: Downtown Redevelopment Board  
FROM: Reed Berger, Redevelopment Director  
SUBJECT: Wall Graphics – Planet Granite, 700 Ballough Road

A request by Chris Zalich, Business Development with Planet Granite on behalf of the property owner, Elan Schlachet, to apply wall graphics to the south wall of the building located at 700 Ballough Road along Root Street. Artist Angel Lowden is expected to attend the meeting with Mr. Zalich to answer any questions the Board may have. A location map is provided below.

Mr. Schlachet is in the process of redeveloping several buildings along the Ballough Road corridor across from Caribbean Jack's Restaurant and Marina, and has a vision to create a destination for arts and design within the Ballough Road Redevelopment Area he has branded the Daytona Design District. To that end Mr. Schlachet has networked with local artists and is currently raising funds for local artists through an event series entitled "War of Art" where artists paint in head to head. The first event held on June 21st attracted about 300 people.

The Board shall determine whether or not the proposed wall graphic included with this memorandum is 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.13 - Wall Graphics and Architectural Embellishments (attached).

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

**LOCATION MAP**



## PROPOSED WALL GRAPHIC



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