



# The CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451

DAYTONA BEACH, FLORIDA 32115-2451

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## AGENDA

### DOWNTOWN REDEVELOPMENT BOARD

Tuesday, January 7, 2020 - 12:00 P.M.

### City Commission Chambers - City Hall

**NOTICE** – 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.

	<p>For special accommodations, please notify the City Clerk's Office at least 72 hours in advance. (386) 671-8023</p>		<p>Help for the hearing impaired is available through the Assistive Listening System. Receivers can be obtained from the City Clerk's Office.</p>
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In accordance with the Americans with Disabilities Act (ADA), persons with a disability needing a special accommodation to participate in the Board meeting should contact the City Clerk's Office, 301 S. Ridgewood Ave, Room 210, Daytona Beach, FL 32114, Ph: (386) 671-8023, Email: clerk@codb.us not later than 72 hours prior to the proceedings. If you are hearing or voice impaired contact the relay operator at 1-800-955-9771.

1. **Call to Order**
2. **Roll Call**
3. **Approval of the minutes:** October 1, 2019
4. **Wall Graphic – 400 Dr. Mary McLeod Bethune Boulevard**  
A request by Kim Moten, property owner and proprietor of Fifi's Salon, to apply wall graphics to the east wall of the building located at 400 Dr. Mary McLeod Bethune Boulevard.
5. **Public Comments**
6. **Board Comments**
7. **Adjournment**

**DOWNTOWN REDEVELOPMENT BOARD  
MINUTES  
Tuesday, October 1, 2019**

The regular meeting of the Downtown Redevelopment Board was held Tuesday, October 1, 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. Jake Nicely  
Dr. Kent Sharples  
Ms. Cathy Washington

**Board Members Absent**

Mr. Daniel Harshaw  
Mr. Russell Holloway

**Staff Members Present**

Mr. James Chisholm, City Manager  
Mr. Reed Berger, Redevelopment Director  
Mr. Ben Gross, Deputy City Attorney  
Ms. Jennifer Lynch, Office Assistant II

**1. Call to Order**

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

**2. Roll Call**

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

**3. Approval of the Minutes**

**Board Action:**

A motion was made by Dr. Sharples, seconded by Mr. Nicely, to approve the minutes of the July 2, 2019 Downtown Redevelopment Board meeting as presented. The motion carried.

**4. Presentation: Beach Street Streetscape Plan**

James Chisholm, City Manager, presented the Beach Street Streetscape Plan to the Board. Mr. Chisholm stated the schedule has changed and the streetscape project will not start until January, 2020 in order to avoid disruption in the downtown during the holiday season which is the peak time for the businesses. Mr. Chisholm stated the project is scheduled to be completed by September, 2020 but noted the final date may change once bids are received from contractors. Mr. Chisholm stated the construction will start at Orange Avenue on the east side of Beach Street and will continue through phases on the same side of the street; and once that side of the street is completed, the work will start on the west side of Beach Street. Mr. Chisholm stated the street will be open at all times. Mr. Chisholm stated the planned schedule is made in order to allow the least amount of disruption to the businesses along the street. Mr. Chisholm stated many of the trees will be changed or relocated. Mr. Chisholm stated the plan will add additional parking spaces and paid parking may be considered to help offset the cost of the project.

Mr. Weidman asked what the schedule is for construction of Riverfront Park.

Mr. Chisholm stated work will start on the north end of Riverfront Park while construction is taking place on the south end of Beach Street.

Mr. Chisholm stated a traffic study was completed and was part of the planning process. Mr. Chisholm stated public hearings were also held on the Beach Street project and the community was engaged in the design.

Mr. Weidman asked if Palmetto was part of the traffic study.

Mr. Chisholm stated the traffic study focused on Beach Street and showed the project will achieve the goal of slowing the traffic and will be safer for pedestrians crossing the street.

Mr. Weidman asked when the Orange Avenue bridge project is scheduled for completion.

Mr. Chisholm stated the scheduled completion date is March, 2020.

Ms. Cook thanked Mr. Chisholm for delaying the project until after the first of the year since the holiday season is generally very busy for the merchants in the downtown. Ms. Cook stated she is concerned about paid parking and asked if there will ever be a parking garage in the downtown.

Mr. Chisholm stated the goal is to place a parking lot behind the businesses at the southern end of the project. Mr. Chisholm stated there may be a parking lot at the northern end off of Palmetto and there may be a parking lot in the area where the County building is located. Mr. Chisholm there may be a parking garage placed on a portion of the property north of Orange Avenue.

5. **First Amendment to Project Delta West Planned District Agreement, DEV2019-093**

**Staff Presentation:**

Reed Berger, Redevelopment Director, presented the staff report which was included as part of the packet. Mr. Berger stated the request is to add the Becks Building site to the project. Mr. Berger stated the only remaining site that is not part of the Delta West project is the Popeye's restaurant site. Mr. Berger stated a revised plan has been presented to staff which shows the parking garage in the center of the project with an office building planned for the corner of Ridgewood and Bay Street. Mr. Berger stated signage is increased but is in keeping with the ratio for the amount of acreage.

**Applicant Presentation:**

Rob Merrell, Cobb & Cole, 149 S. Ridgewood, Daytona Beach, Florida spoke representing the applicant, Consolidated Tomoka. Mr. Merrell stated Consolidated Tomoka is involved in redevelopment throughout the country and is excited to see them involved in redeveloping downtown Daytona Beach.

Mr. Weidman stated it is an exciting project and he is pleased to see that tax money will be added to the tax rolls.

Mr. Nicely asked if there are plans to acquire the Popeye's site.

Mr. Merrell stated the applicant has tried unsuccessfully but has been told that Popeye's site is very successful.

Ms. Cook asked when the structures will start to be removed on the Consolidated Tomoka property, such as the First Baptist Church and the Becks Building.

Mr. Merrell stated John Albright of Consolidated Tomoka stated the contract allows for demolition to start by the end of the year but an exact date has not been announced.

Mr. Weidman asked if the proposed plan includes a parking lot or parking garage.

Mr. Merrell stated he has been in discussions with the city on joint uses and what has been presented to the Board is a conceptual plan

**Public Comments:**

There were no public comments.

**Board Action:**

A motion was made by Dr. Sharples, seconded by Ms. Cook, to approve First Amendment to Project Delta West Planned District Agreement, DEV2019-093, in accordance with the staff report as presented. The motion carried.

6. **First Amendment to Brown & Brown Headquarters Planned District Agreement, DEV2019-114**

**Staff Presentation:**

Mr. Berger presented the staff report which was included as part of the packet. Mr. Berger stated the boundaries of the project have been expanded due to acquisition of adjacent properties. Mr. Berger stated a portion of the additional property will be used to expand the retention area and the other will be used to expand the parking area.

**Applicant Presentation:**

Rob Merrell, Cobb & Cole, 149 S. Ridgewood, Daytona Beach, Florida spoke representing the applicant, Brown & Brown. Mr. Merrell stated additional land was acquired after approval of the PD. Mr. Merrell stated the project is under construction and Mr. Merrell stated the request is to add the additional property to the PD.

**Public Comments:**

There were no public comments.

**Board Action:**

A motion was made by Ms. Cook, seconded by Dr. Sharples, to approve First Amendment to Brown & Brown Headquarters Planned District Agreement, DEV2019-114, in accordance with the staff report as presented. The motion carried.

7. **Public Comments**

There were no public comments.

8. **Board comments**

Mr. Weidman asked how the city plans to use the tax funds that will be received as a result of adding the Delta West property to the tax rolls.

Mr. Berger stated the tax increment portion will stay within the CRA but there has been no designation determined at this time. Mr. Berger stated often the funds are used for capital projects. Mr. Berger stated Mr. Chisholm discussed a parking garage as part of the Beach Street project and some of those funds may be considered for that project.

Mr. Berger stated the Downtown Development Authority is working on several projects and noted the Farmers Market may be moved to a new location along Magnolia.

Mr. Berger stated the day docks have been completed next to the News-Journal Center near the Sweetheart Trail.

Mr. Weidman stated he has spoken with a business owner along Ballough Road who has stated they are trying to brand the area as the Daytona Design District. Mr. Weidman asked how that is being addressed by the city since it is currently referred to as the Marina District.

Mr. Berger stated there is a connection by the businesses that are located in the Ballough Road area since they are in the business of design. Mr. Berger stated there have been many improvements in the area and it is much nicer; but the Marina District is still there and is part of the area. Mr. Berger stated the music school that was planned for the area did not move into the site but there is another tenant in place.

9. **Adjournment**

There being no further business, the meeting was adjourned.

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Scott Weidman, Chair

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Becky Groom, Board Secretary



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## REDEVELOPMENT DIVISION

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DAYTONA BEACH, FLORIDA 32115-2451  
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### MEMORANDUM

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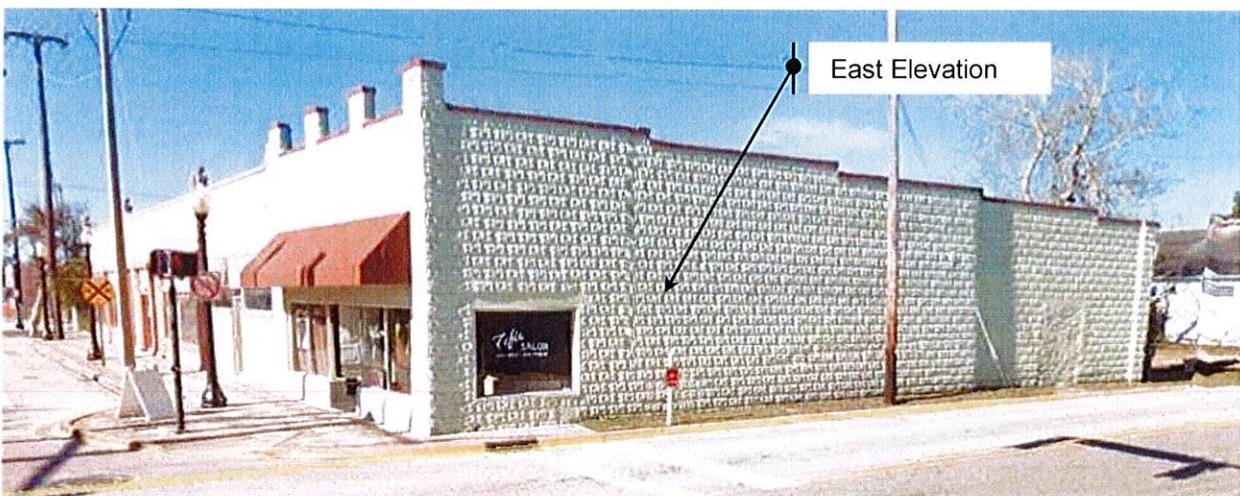
DATE: December 20, 2019  
TO: Downtown Redevelopment Board  
FROM: Reed Berger, Redevelopment Director  
SUBJECT: Wall Graphic – Fifi’s Salon, 400 Dr. Mary McLeod Bethune Boulevard

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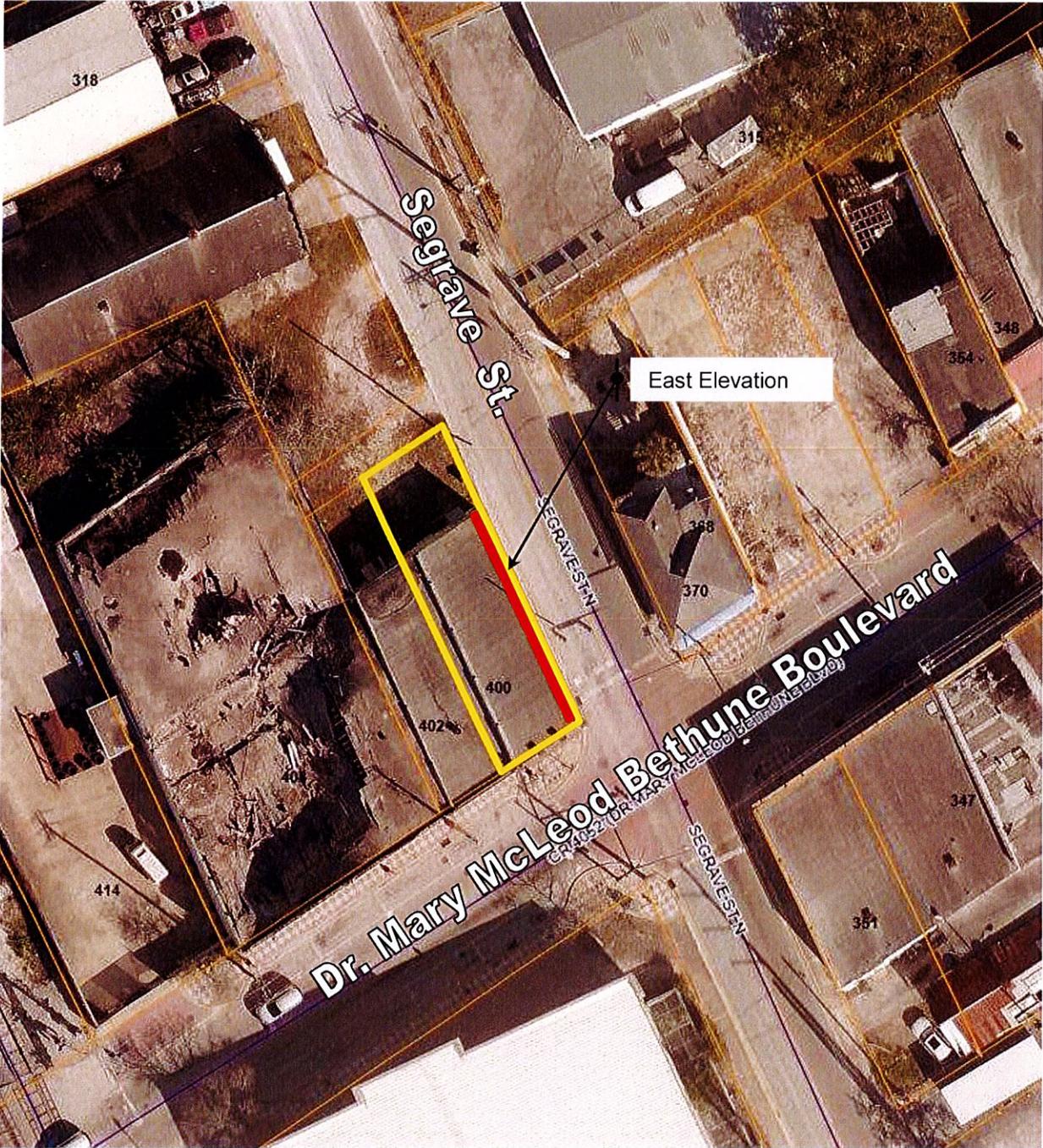
A request by Kim Moten, property owner and proprietor of Fifi’s Salon, to apply wall graphics to the east wall of the building located at 400 Dr. Mary McLeod Bethune Boulevard.

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.



# PROPOSED WALL GRAPHIC LOCATION



**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.