

**DOWNTOWN REDEVELOPMENT BOARD
MINUTES
Tuesday, July 2, 2019**

The regular meeting of the Downtown Redevelopment Board was held Tuesday, July 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
Mr. Daniel Harshaw
Mr. Jake Nicely (arrived at 12:45 p.m.)
Dr. Kent Sharples
Ms. Cathy Washington (Planning Board Representative)

Board Members Absent

Ms. Sheryl Cook
Mr. Russell Holloway

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Ben Gross, Deputy City Attorney
Ms. Becky Groom, Board Secretary

1. Call to Order

Mr. Weidman called the meeting to order at 12:25 p.m.

2. Roll Call

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

There was not a quorum in attendance at the beginning of the meeting; Mr. Berger provided an update to the Board on Downtown projects while waiting for an additional Board member to arrive.

Mr. Berger stated the Beach Street construction project to narrow Beach Street to one lane in each direction will start after the Halifax Art Festival, which is the first week in November. Mr. Berger stated Beach Street will not be closed, and the sidewalks will remain open to pedestrian traffic during construction. Mr.

Berger stated construction will start on Orange Avenue in November and will encompass the first block on the riverfront side. Mr. Berger stated the lane closest to the park will be closed and that is where the angled parking will be installed which will add an additional 77 parking spaces along Beach Street. Mr. Berger stated it will take approximately 40 or more days to complete one block. Mr. Berger stated once the area is completed on the east side up to Bay Street, construction will start on the commercial side. Mr. Berger stated the work is planned to minimize impact on the businesses which will allow the businesses to remain open. Mr. Berger stated there will be an outreach to the merchants to answer any questions they may have regarding the construction project.

Dr. Sharples asked when construction will start on the Brown & Brown Park.

Mr. Berger stated the schedule has not been finalized but feels construction will start after the first of the year. Mr. Berger stated construction on the seawall will have to be completed first.

Mr. Weidman asked about the status of the Bourbon on Beach Street restaurant.

Mr. Berger stated there is an effort to connect another business with the owner since there has been an issue between the planned tenant and the landlord. Mr. Berger stated the kitchen was relocated to the lower level.

Mr. Berger stated the Delta West rezoning was approved by the City Commission.

Mr. Berger stated DDA is looking at options to improve the Farmers Market.

Mr. Nicely arrived for the meeting at 12:45 p.m.

3. Approval of Minutes

Regular Meeting: May 7, 2019

Board Action:

A motion was made by Mr. Harshaw, seconded by Dr. Sharples, to approve the minutes of the May 7, 2019 meeting as presented. The motion carried (4-0).

4. Wall Graphic – 218 S. Beach Street

Staff Presentation:

Mr. Berger presented the staff report which was included as part of the packet. Mr. Berger stated the graphic is a Toucan with two drinks on its

beak. Mr. Berger stated the Toucan will be placed on the south wall of McK's Tavern & Brewery, located at 218 S. Beach Street

Applicant Presentation:

Scott Lawson, owner of McK's Tavern & Brewery spoke regarding the wall graphic. Mr. Lawson stated the graphic was designed by the artist, Maureen Hudas, who was also in attendance. Mr. Lawson stated he has been updating the building during the last year with new doors and paint and this is one additional step to draw attention to the business.

Mr. Nicely asked if there are any copyright issues with the planned logo.

Mr. Lawson stated what is proposed is not a trademark logo, just a graphic that is in common use by Guinness.

Public Comments:

Jenny Nazak, 501 Harvey Street, Daytona Beach, Florida, stated she feels any kind of art makes the town look more friendly. Ms. Nazak stated she is in favor of the trend of having more artwork throughout the area.

Board Action:

A motion was made by Dr. Sharples, seconded by Mr. Harshaw, to approve Wall Graphic – 218 S. Beach Street, in accordance with the staff report as presented. The motion carried (4-0).

5. Wall Graphic – 700 Ballough Road

Staff Presentation:

Mr. Berger presented the staff report which was included as part of the packet. Mr. Berger stated the subject property is directly across from Caribbean Jack's and the marina. Mr. Berger stated the applicant, Elan Schlachet, has a vision to create the area as a destination for arts and design and has branded the area as the Daytona Design District.

Applicant Presentation:

Chris Zalich, and the artist, Angel Lowden, spoke regarding the project. Mr. Zalich stated he is trying to brand the area as the Daytona Design District. Mr. Zalich stated he combined two buildings to create a 10,000 s.f. showroom. Mr. Zalich stated he has created a destination since there is nothing like his showroom in the area. Mr. Zalich stated he has purchased additional properties and hopes the area will become a

destination. Mr. Zalich stated the wings graphic is an attempt to draw people to the area. Mr. Zalich stated he plans for restaurants in the area since he does not feel the existing restaurants along Beach Street will be able to accommodate the number of employees that will be in place at the new Brown & Brown facility.

Mr. Weidman asked what the zoning is for the Ballough Road area.

Mr. Berger stated most of it is Industrial.

Dr. Sharples stated Beth Lemke had a grant for the bridge project over the Root Canal and asked for the status of that project.

Mr. Berger stated the project is on hold. Mr. Berger stated some of the engineering work has been done but to proceed would require acquisition of additional property.

Mr. Harshaw suggested the wall be illuminated at night.

Mr. Zalich asked if the mural is approved with the wording of "Daytona Design District" at the bottom.

Angel Lowden stated most artists sign their work and asked if the lettering can be included.

Mr. Gross stated the Land Development Code states that graphics cannot include a message or wording. Mr. Gross stated the Board does not have the authority to approve any written message or wording. Mr. Gross stated the applicant would have to apply to have the wording approved by staff as a sign.

Mr. Berger stated the applicant would have to apply for a wall sign or place a plaque with the name near the graphics.

Public Comments:

Jenny Nazak, 501 Harvey, Daytona Beach, Florida stated art work makes an area more interesting, particularly to people who are walking in the area. Ms. Nazak stated the area has an "artsy" feel since there are motorcycle design shops in the area.

Board Action:

A motion was made by Dr. Sharples, seconded by Mr. Harshaw, to approve Wall Graphic – 700 Ballough Road, on condition that no written

words, logo, insignia or messages are part of the wall graphic, in accordance with the staff report as presented. The motion carried (4-0).

6. **Public Comments**

There were no public comments.

7. **Board Comments**

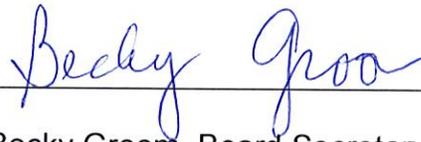
There were no Board comments.

8. **Adjournment**

There being no further business to come before the Board, the meeting adjourned.



Scott Weidman, Chair



Becky Groom, Board Secretary