

**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.

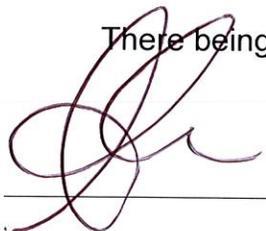
Mr. Berger stated the day docks have been completed next to the News-Journal Center near the Sweetheart Trail.

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.

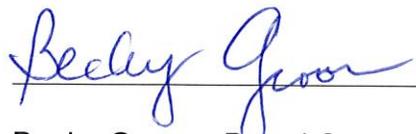
Mr. Berger stated there is a connection by the businesses that are located in the Ballough Road area since they are in the business of design. Mr. Berger stated there have been many improvements in the area and it is much nicer; but the Marina District is still there and is part of the area. Mr. Berger 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.



Scott Weidman, Chair



Becky Groom, Board Secretary