

**DOWNTOWN/BALLOUGH ROAD  
REDEVELOPMENT AREA BOARD  
MINUTES**

**July 12, 2011**

There was a meeting of the Downtown/Balough Road Redevelopment Area Board held Tuesday, July 12, 2011 at 12:00 p.m. in the City Hall Commission Chambers, 301 South Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

**Board Members**

Mr. Al Smith, Chair  
Mr. Bob Abraham  
Mr. Harold Goodemote  
Mr. Dan Harshaw  
Mr. Steve Koenig  
Mr. Larry Robinson  
Ms. Cathy Washington  
Mr. Scott Weidman

**Board Members Absent**

Mr. Bob Johnson

**Staff Members Present**

Mr. Reed Berger, Redevelopment Director  
Mr. Jason Jeffries, Project Manager  
Ms. Carrie Lathan, Assistant City Attorney  
Off. Daniel Garcia, Code Enforcement  
Cpt. Jeff Hoffman, Police Department  
Ms. Jeanne Tolley, Redevelopment Technician  
Ms. Cathleen Olson, Recording Secretary

**1. Call to Order**

Mr. Smith called the meeting to order at 12:13 pm.

**2. Roll Call**

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

3. **Approval of the minutes: June 7, 2011**

Mr. Koenig made a motion to approve the minutes of the June 7, 2011 meeting. Ms. Washington seconded the motion and it was approved unanimously (8-0).

4. **Staff Report**

a. Police Department

Cpt. Hoffman outlined the crime statistics for the City, stating that crime was down 13% City-wide and 6% in the Downtown/Balough Road area. He stated that the Police Department was losing some ground in addressing crime issues over the summer, which was expected due to school being out. He stated that the Police caught the perpetrators behind a rash of car breaks in the back parking lots of the Downtown area. He stated that they had been distributing courtesy cards emphasizing the importance of locking cars and hotel rooms, noting that the same problem was prevalent on the Beachside. He also stated the Coliseum on Beach Street had cancelled their security detail and since then had been having an ongoing problem with security.

Mr. Smith asked if food was served at the Coliseum.

Cpt. Hoffman stated that food was served at the Arena next door to the Coliseum, but not at the Coliseum itself.

Mr. Jeffries stated that the Coliseum was grandfathered in as a legal non-conforming use.

Mr. Smith stated the need to clarify the food service at the Coliseum and the Arena.

Mr. Jeffries stated that the Arena and the Coliseum were different entities under the same owner, with the Arena open for dinner.

Cpt. Hoffman stated that the Coliseum had a very late-night crowd and the Police Department was hiring additional officers for security after a shooting in the area the previous week. He stated there were also issues on Monday nights during the Coliseum's Teen Night.

Mr. Smith asked if there was an agreement between the Coliseum and the Police Department regarding security.

Cpt. Hoffman stated that there had been an agreement for security, but the Coliseum had been behind on payments and ultimately cancelled it altogether. He

stated that Razzle's and the 509 Club on Seabreeze Boulevard were the only nightclubs in the area with a consistent security detail.

b. Code Enforcement

Off. Garcia updated the Board on current Code Enforcement cases, highlighting the old bus depot at 150 W. ISB, Ballough Road north of Mason Avenue, 211 Live Oak Avenue, graffiti at 200 S. Beach Street, overgrown lots on San Juan Avenue and South Palmetto Avenue, and a missing occupational license at 546 and 562 S. Segrave Avenue. He also outlined closed Code cases, noting that the overgrown grass issue at 415 Orange Avenue was now in compliance, as were the parking issues at 801 S. Ridgewood Avenue and the overgrown grass on South Beach Street and Ballough Road.

Mr. Smith emphasized the need to address the overgrown grass on empty car lots on North Beach Street.

Mr. Harshaw noted the need to clean up the concrete blocks and assorted debris on car lots as well.

5. **C1106-099, WALL GRAPHIC, Sweet Marlay's Coffee**

Mr. Jeffries outlined a request by Tammy Kozinski of Sweet Marlay's Coffee Shop for approval of a wall sign graphic at 214 S. Beach Street. He stated that the criteria for a wall sign graphic was included in the Staff report and the proposed signage met that criteria. He stated that Staff recommended approval of the graphic but remove the word "coffee" from the design per code requirements. He stated the applicant could request a variance for the word through the Planning Board.

Mr. Goodemote asked about the color of the design.

Ms. Tammy Kozinski, 55 River Dunes Drive, presented pictures of the alcove that would bear the sign. She stated she had problems with customers being unable to see the current sign for the shop. She stated that the wall would be repainted with a fresh coat of its current paint color, with the design painted in white. She also noted that she hoped to include the word "coffee" in the design in addition to the graphic.

Mr. Koenig stated that the word "coffee" seemed to add balance and depth to the design.

Mr. Abraham acknowledged that the graphic was needed to draw attention to the business.

Ms. Washington asked for clarification of the colors of the wall and the proposed graphic.

Ms. Kozinski stated that the design itself would be white, with the background wall color of terra cotta.

**Board Action**

Mr. Abraham made a motion to approve the proposed graphic as presented, including the word “coffee” in the design. Mr. Koenig seconded the motion and it was approved unanimously (8-0).

**6. DEV-041, CONDITIONAL USE, Rhokkoh’s Frozen Yogurt**

Mr. Jeffries outlined a request by Tom Myers of Rhokkoh’s Frozen Yogurt for conditional use approval to operate outdoor table service on a public sidewalk at 200 North Beach Street. He stated that outdoor table service on public sidewalks was a permitted use according to criteria outlined in the Staff report and the request by Rhokkoh’s Frozen Yogurt met all applicable criteria. He stated Staff recommended approval of the conditional use for Rhokkoh’s Frozen Yogurt to operate outdoor table service at 200 North Beach Street.

Mr. Abraham asked how much space the outdoor table service would occupy.

Mr. Jeffries stated that the service area would occupy 140 square feet.

Mr. Robinson asked if the table service area would be fenced.

Mr. Jeffries stated there would be no fencing or permanent structures.

**Board Action**

Mr. Abraham made a motion to approve the request by Rhokkoh’s Frozen Yogurt for conditional use approval to operate outdoor table service on a public sidewalk at 200 North Beach Street. Mr. Koenig seconded the motion and it was approved unanimously (8-0).

**7. DISCUSSION ITEM: W. ISB Streetscape Project**

Mr. Jeffries stated that the ISB Streetscape design had been approved by the City Commission, and the survey of ISB had been completed, covering the area from Ridgewood Avenue to A1A, with a six to nine-month time schedule for the

project. He noted that there would be opportunities for public input at various points throughout the project, particularly in terms of the “30% design”, presenting concepts to stakeholders at stakeholder meetings, tentatively in the September timeframe.

Mr. Smith asked if a design was in place.

Mr. Jeffries stated that the design firm had concept drawings that had been submitted as a response to the RFP from the City. The plans would be revised as the project progressed.

Mr. Smith asked about the impact on parking.

Mr. Jeffries emphasized that parking would remain on ISB.

## **8. Redevelopment Projects Update**

Mr. Jeffries updated the Board on the Old Daytona traffic calming project, stating that it was nearing completion, with only landscaping work remaining on the traffic circle on the corner of Live Oak Avenue and Palmetto Avenue, as well as speed bumps at Loomis Avenue and Cedar Street. Mr. Jeffries noted that Cheryl Kelly had submitted an initial analysis for the Public Market to the City, beginning with site selection then testing responses and recruiting potential vendors.

Mr. Abraham stated that he thought that there was only one potential site under consideration.

Mr. Jeffries stated that Ms. Kelly was considering additional potential sites.

Mr. Smith asked for updates regarding the Riverfront Park Master Plan.

Mr. Jeffries stated that the City had received a Brownfield Grant, some of which would be redirected into the Riverfront Park for Brownfield analysis.

Mr. Smith asked for updates regarding the engineering work for the ISB Streetscape design.

Mr. Jeffries stated that the engineering work had not yet gone to the CRA for approval, but the CRA had approved issuance of an RFP for the work.

Mr. Harshaw asked for updates regarding the Marina.

Mr. Jeffries stated that no work had begun on the Marina.

**9. Public Comments**

Mr. John Nicholson, 413 N. Grandview Avenue, recommended considering installation of Miami curbs as part of the Streetscape project. He stated it had been done on the Beachside and created a definitive look and would improve the appearance of Palmetto Avenue. He also emphasized the need to establish activities for young kids at the City Island Library, as had been done with the Rainbow Park at the Ormond Beach Library. He stated there were no activities in the all of Daytona Beach appropriate for the under-12 age group.

**10. Board Comments**

Mr. Koenig asked if Mr. Jeffries had any comments regarding the budget information included in the Board packet.

Mr. Jeffries stated that he had included the overall budget as a reference.

Mr. Koenig asked for information about the CRA debt.

Mr. Jeffries stated that the CRA debt was bundled into the City debt.

Mr. Berger stated he could get information regarding the CRA debt.

Mr. Harshaw asked if signage issues, such as the Bail Bonds sign that had been problematic at the previous meeting, were being addressed in the Land Development Code rewrite.

Mr. Jeffries stated that the Land Development Code would be carried forward with design standards, including signage, addressed in the appendices.

Mr. Berger stated that the lessons learned from the Bail Bonds issue would be incorporated into the amendment of the appendices.

Ms. Washington asked what specific actions could be undertaken to prevent similar issues in the future.

Mr. Berger stated that similar issues could arise in the future if people ignore the City laws and were not caught in time to prevent illegal signs or similar issues.

Mr. Harshaw asked if there was anything the Board could do to resolve those issues.

Mr. Jeffries stated that one aspect of the LDC rewrite was to make the design standards and relevant processes clearer and easier to understand and negotiate.

Mr. Abraham noted comments from the Downtown Development Authority at their last meeting, including the need for clear rules concerning used clothing stores to avoid prohibiting upscale boutiques. He stated there was concern regarding standards for the types of tables, chairs, umbrellas, etc., used in sidewalk cafés.

Mr. Jeffries stated that regarding used clothing, it had been decided that the standards in the Code would remain as current, indicating that used clothing stores were prohibited in certain zoning districts within the Redevelopment areas.

Mr. Harshaw asked for updates regarding standards for outdoor chairs and tables, emphasizing the need for restaurants to have good quality furniture for their sidewalk cafés.

Mr. Jeffries noted that license agreements currently required a certain quality level for outdoor furniture for sidewalk cafés.

Mr. Smith noted that signs remained the highest concern regarding sidewalk cafés.

**11. Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 1:08 pm.

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Mr. Al Smith, *Chairman*

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Ms. Cathleen Olson, *Recording Secretary*