

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

Tuesday, August 6, 2013

A meeting of the Downtown/Balough Road Redevelopment Area Board was held Tuesday, August 6, 2013, at 12:00 p.m. in the Commission Chambers, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members

Mr. Scott Weidman, Vice Chair
Dr. Kent Sharples
Ms. Cathy Washington
Mr. Daniel Harshaw
Mr. Robert Abraham
Mr. Larry Robinson
Mr. Paul Zappitelli

Board Members Absent

Mr. Al Smith, Jr., Chair
Mr. Bob Johnson

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Jason Jeffries, Redevelopment Project Manager
Ms. Carrie Avallone, Assistant City Attorney
Ms. Jeanne Tolley, Redevelopment Technician
Becky Groom, Board Secretary

1. Call to Order

Mr. Weidman called the meeting to order at 12:08 p.m.

2. Roll Call

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

3. Approval of Minutes – July 2, 2013

Mr. Robinson made a motion to approve the minutes of July 2, 2013. Dr. Sharples seconded the motion and it was approved unanimously (7-0).

4. Redevelopment Project Updates

Mr. Jeffries stated Board priorities were a result of the discussion at the joint workshop between the Downtown/Balough Road Redevelopment Board and the Downtown Development Authority. He stated the DDA discussed the proposed priorities at their regular meeting on July 26 and concurred with the priorities and did not provide any additional input.

Mr. Jeffries stated the priorities fell into five major categories, which were Plans and Codes, Business Recruitment, Marketing and Promotion, Targeted Development, and Capital Projects.

Mr. Weidman asked if the sidewalks will be widened when the palm trees were removed on Beach Street.

Mr. Jeffries stated the Beach Street streetscape project was never funded. He stated other projects, such as lighting improvements and painting the arches, had been funded so that maintenance was not delayed. Mr. Jeffries stated there was an ongoing safety issue with the palm trees on Beach Street.

Mr. Berger stated the trees on Beach Street were a serious problem.

Mr. Harshaw asked if the trees will be recycled.

Mr. Berger stated no, they will need to be cut down.

Mr. Jeffries stated the root ball of the tree will have to be ground in order to remove the tree.

Mr. Harshaw stated he was concerned that oak trees will be planted in the area planned for widening of the sidewalks and then the oak trees will have to be removed when the sidewalks were widened.

Mr. Berger stated that was a good point, but currently the sidewalks were not going to be widened.

Mr. Zappitelli stated he was concerned about trees that will be planted in front of his business that will cover the front of his business.

Mr. Berger stated he will be sensitive to that.

Mr. Weidman asked if there was funding for narrowing the street.

Mr. Berger stated the focus was on Orange Avenue and ISB and those costs were not finalized.

Mr. Zappitelli asked about the status of reducing the speed limit on Beach Street.

Mr. Berger stated ideas had been presented to Public Works but he did not know. He asked for a consensus from the Board regarding reducing the speed limit on Beach Street. The Board agreed the speed limit should be reduced.

Mr. Zappitelli stated the pedestrian crosswalk areas should be highlighted in yellow so they were more visible.

Mr. Jeffries stated highlighting the pedestrian crosswalk areas and reducing the speed limit on Beach Street had been presented to Public Works for their analysis.

Mr. Berger stated he will reinforce to Public Works that the Board supported these items.

Mr. Weidman asked if a traffic study had been completed regarding reducing the traffic lanes on Beach Street from 4 to 2.

Mr. Jeffries stated the traffic study had been completed. He stated the study dealt with reducing the volume of vehicles and whether the surrounding streets could absorb the additional traffic. Mr. Jeffries stated that Palmetto Avenue could absorb additional traffic but Ridgewood Avenue could not.

Mr. Berger stated the report said if all the Beach Street traffic remained on Beach Street and the traffic lanes were reduced to two lanes it would be acceptable.

Mr. Weidman asked if speed bumps could be installed to slow traffic.

Mr. Berger stated that method was not preferred.

Mr. Harshaw stated he attended the Main Street Redevelopment Board meeting when the Hard Rock Hotel project was discussed and discussed the ISB streetscape. He was concerned the a huge project intending to open in 2016 with condos starting to sell right after groundbreaking and thought it was unfair to bring potential clients though this area of the City to get to the ocean.

Mr. Berger stated staff was working with the developer to address these concerns.

Mr. Zappitelli stated acquisition of property for additional parking in the center block was discussed at the joint workshop and asked for the status.

Mr. Berger stated there was a stumbling block with one property owner and the cost was significant.

Mr. Jeffries stated the Board priorities will be presented to the City Commission.

Mr. Jeffries discussed the Ballough Road priorities. He stated the Root Canal mixed use feasibility was ongoing. He stated a grant had been received from the Department of Economic Opportunity for the feasibility work and the grant will be discussed at the August 21 CRA meeting.

Mr. Weidman asked what feedback was being received from the property owners.

Mr. Jeffries stated the feasibility study was not complete so he will get back with the property owners once that was done to make them aware of any proposed Land Development Code changes. He stated the adjacent property owner most impacted if the bridge was reconfigured was in support of the project.

Mr. Weidman asked for the status of the relocation of the Salvation Army.

Mr. Berger stated there had been a change in the leadership at the Salvation Army so things may change. He stated there was also a different approach being taken as far as interaction with other social service agencies.

Board Action

Mr. Abraham made a motion to approve the board priorities for Downtown and Ballough Road. Ms. Washington seconded the motion and it was approved unanimously (7-0).

5. Redevelopment Project Updates

There was no project update.

6. Public Comments

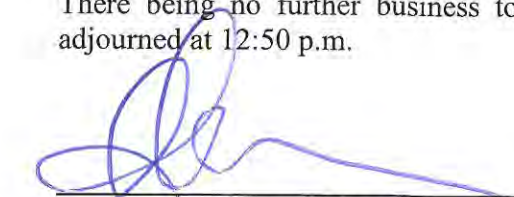
There were no public comments.

7. Board Comments


There were no Board comments.

8. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 12:50 p.m.



Scott Weidman, Vice Chair



Becky Groom
Recording Secretary