

**DOWNTOWN REDEVELOPMENT BOARD
MINUTES
Tuesday, June 6, 2017**

A meeting of the Downtown Redevelopment Board was held Tuesday, June 6, 2017, 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. Buddy Budiansky, Chair
Mr. Robert Abraham
Ms. Cathy Washington (Planning Board Representative)
Dr. Kent Sharples, Vice Chair
Mr. Harold Goodemote
Ms. Quanita May
Mr. Scott Weidman

Board Members Absent

Mr. Michael Shewmaker

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Arthur Huggins, Assistant City Attorney
Ms. Becky Groom, Board Secretary

1. Call to Order

Mr. Budiansky called the meeting to order at 12:15 p.m.

2. Roll Call

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

3. Approval of Minutes –Meeting of April 4, 2017

Board Action:

Mr. Goodemote made a motion to approve the minutes of the meeting of April 4, 2017. Dr. Sharples seconded the motion and it was approved unanimously (6-0).

4. Public Comments

Big John, 120 State Avenue, Holly Hill, Florida, stated there was an article in the Daytona Beach News-Journal that reported DeLand was the number one downtown from a group of 248 similar cities throughout the nation. He suggested having someone from DeLand make a presentation to the Downtown Redevelopment Board on what they were doing in their City.

Mr. Budiansky stated the City of Daytona Beach took over the Daytona Beach Main Street a few years ago and took the "rhythm" out of what was going on. He stated there used to be a Main Street organization.

Mr. Jeffries stated there was a partnership that dissolved.

Mr. Budiansky stated he would not be opposed to having someone from DeLand making a presentation to the Board. Mr. Jeffries stated he would contact the City of DeLand.

Big John stated previously the Redevelopment Board approved a request from Jack White to place murals in the alley-ways. Big John stated he felt there was resistance from the Board on the request.

Mr. Budiansky stated the resistance was due to the lateness of the request and not providing the Board sufficient time to review the item. Mr. Budiansky stated the request was presented to the Board after the event was already marketed. Mr. Budiansky stated the Board approved the request; but what was in place was Jack White's business sign and he did not believe that was allowed.

Mr. Jeffries stated there was not to be any wording on the murals.

Dan Harshaw, 100 S. Beach Street, stated business owners received a public notice for a hearing regarding the placement of electronic message signage in the downtown. Mr. Harshaw stated what was proposed was two 4 ft. x 10 ft. electronic messaging signs at the base of the bridge above the arch railings. Mr. Harshaw stated he had not talked to anyone who was in favor of this, including the City Commissioner for that zone. Mr. Harshaw stated per City ordinance, electronic messaging signs would be on parcels of 20 acres or larger. Mr. Harshaw stated he thought the Redevelopment Board would like to discuss this before the item moved forward to the City Commission.

Mr. Abraham asked what the signs would be used for.

Mr. Harshaw stated the signs would be used for notification of upcoming events. He stated he would hope the Redevelopment Board would relay to the City Commission that the signs were not appropriate. Mr. Harshaw stated the Agenda for June 7, 2017, included action on the electronic messaging signs but City Commissioner Kelly White asked the City Manager to remove the items since she would be unable to attend that week's meeting. Mr. Harshaw stated there were too many signs in the downtown area and the signs needed to be de-cluttered. Mr. Harshaw expressed concern over the cost for the signs and who would be paying for them.

Mr. Jeffries stated the request for the electronic messaging signs was for a Public Use Permit through the City's Public Works Department. Mr. Jeffries stated he had not seen a request for funding of the signs from CRA money. Mr. Jeffries stated bids were requested for the signage and both the Contract and the Public Use permit would be approved at the same City Commission agenda.

Mr. Harshaw stated there had been discussion about placing an electronic messaging sign at the Toyota dealership at Dunn and Nova.

Mr. Budiansky asked if the Redevelopment Board could provide any input on this item.

Mr. Huggins stated this item would not fall under the purview of the Redevelopment Board.

Mr. Abraham stated the Board could state a position on the signage and stated he did not feel this was an appropriate location for such signage.

Mr. Budiansky asked that Mr. Jeffries provide the Board with the project information from the City's TrakIt system for this signage item.

Mr. Weidman expressed concern about the material to be used in the signage.

Ms. Washington stated she felt the City could better use \$250,000 in other areas and stated the Planning Board had attempted to limit electronic signs.

Dr. Sharples stated to place an electronic messaging sign at Daytona State College was a huge issue.

Mr. Huggins stated he would follow up with an email to the Redevelopment Board on information regarding this item.

Board Action:

A motion was made by Mr. Goodemote, seconded by Mr. Abraham, that the Downtown Redevelopment Board felt it should have input on the electronic messaging signage proposed to be placed at the entrance to the International Speedway Blvd. bridge, including location and size of the signage; and a public workshop should be held with the downtown merchants and interested citizens to insure that the signage did not provide a detrimental element to the efforts of this Board and the efforts of the people who have worked to try to create a great environment in the downtown. The motion carried unanimously (6-0).

5. Redevelopment Project Updates

Mr. Jeffries stated the Downtown Development Authority was finalizing a new website for downtown. Mr. Jeffries stated the new website would not only promote the shops in the downtown but also economic and development opportunities.

Mr. Jeffries stated he had had inquires for development of multi-family and office on the former car lot properties. Mr. Jeffries stated the owners continued to address the EPA issue on the site.

Mr. Jeffries stated Bourbon on the Beach would be opening soon in the former Sting Ray's site.

Mr. Jeffries stated the vacancy rate for Beach Street area was approaching below 5%.

Mr. Jeffries stated the DDA was updating the branding of downtown and continuing with the Riverfront Shops campaign. Mr. Jeffries stated the DDA also had an RFP out for an event promoter for coordination of events in the downtown area.

Mr. Jeffries stated the directional sign program had been implemented and the City was working to determine funding for more directional signage for parking in the downtown. Mr. Jeffries stated he was working to start some programs next fiscal year for a valet program and a parking shuttle program in order to have better utilization of the existing parking lots. Mr. Jeffries stated a cost analysis was still being worked on for the implementation of a parking meter program.

6. **Board Comments**

Mr. Weidman asked what would be going in the former Cobb & Cole building.

Mr. Jeffries stated Stewart-Marchman has purchased the building and plans to use the building for administrative offices. Mr. Jeffries stated they would not see clients at that building.

Mr. Goodemote asked if that purchase would take the building off the tax rolls.

Mr. Jeffries said yes.

Mr. Budiansky asked if a new church could be permitted in the RDD-2 zoning districts.

Mr. Jeffries stated a church was a permitted use in the RDD-2 zoning district.

Big John stated the preliminary tax notice indicated the taxable value for the downtown was very high.

Mr. Goodemote asked for an update on Ballough Road.

Mr. Jeffries stated he had nothing new to report.

Mr. Goodemote asked if there was a City Commission agenda item to allow tattoo parlors in the redevelopment areas.

Mr. Jeffries stated as a result of a court case, the City Commission removed the prohibition in redevelopment areas; and tattoo parlors would be allowed in the BA and M-5 zoning districts. Mr. Jeffries stated there was an application in process in the Main Street area.

Mr. Weidman asked for the status of the historic bus station site.

Mr. Jeffries stated he had talked with the owner who does plan to continue with the project.

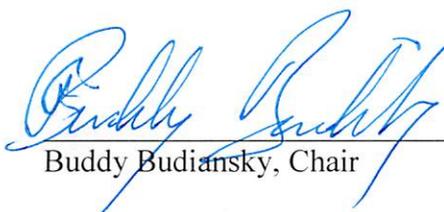
Mr. Jeffries stated there had been discussions about relocating the existing bus station to the west side of the City near the interstate.

Mr. Weidman asked for the status of the Pub and Grub at the former gas station site.

Mr. Jeffries stated the owner does enough work to keep the permit active.

7. **Adjournment**

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


Buddy Budiansky, Chair


Becky Groom, Recording Secretary