

**BEACHSIDE REDEVELOPMENT BOARD
MINUTES
Wednesday, March 10, 2021**

The regular meeting of the Beachside Redevelopment Board was held Wednesday, March 10, 2021, at 6:00 p.m. in the Commission Chambers, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members Present

Mr. Dino P. Paspalakis, Chair
Ms. Theresa Doan
Mr. Robert Ellis
Ms. Ashley Flatley
Ms. Krista Goodrich
Mr. Gary Libby
Mr. Tony Servance (Planning Board appointee)

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Ms. Kira Honse, Assistant City Attorney
Capt. Trisha Loomis, District 2, Daytona Beach Police Department
Ms. Becky Groom, Board Secretary

1. **Call to Order**

Dino P. Paspalakis, Chair, called the meeting to order at 6:00 p.m.

2. **Roll Call**

Roll was taken with attendance as noted above.

The new Board members, Ms. Goodrich, Mr. Libby, and Ms. Flatley, were introduced.

3. **Approval of Minutes – January 13, 2021**

A motion was made by Ms. Doan, seconded by Mr. Ellis, to approve the minutes of the January 13, 2021 meeting as presented. The motion carried.

4. **Public Comments by People Addressing the Board**

Included with the agenda was the outline for procedures for individuals wishing to address the Board.

5. **Rezoning to Planned Development-Redevelopment (PD-RD) – Main Street Tattoo & Gallery, DEV2019-176**

Staff Presentation:

Reed Berger, Redevelopment Director, presented the staff report which was included as part of the packet. Mr. Berger stated the property is located at 405 Main Street and the request is to allow a tattoo establishment and an art gallery. Mr. Berger stated the property extends from the eastern boundary of Pinewood Cemetery to the end of Hollywood Avenue. Mr. Berger stated an error was made on the map that was included as part of the Board packet; and the error has been corrected and the map has been revised. Mr. Berger stated the property is located in the Surfside Village National Historic District. Mr. Berger stated the upper story of the building is intended to be a residential dwelling unit. Mr. Berger stated the applicant intends to hold weekend art displays and music, as well as special events that may be planned for the property.

Mr. Berger provided a conceptual plan showing a rendering of the sign for the front of the building. Mr. Berger stated the applicant is proposing two wall signs and one additional sign which may be of a different type.

Mr. Berger stated a neighborhood meeting was held on December 16, 2019; and a summary of that meeting was distributed to the Board.

Mr. Ellis stated he may participate in the discussion but has filed a Conflict of Interest for this item. Mr. Ellis stated his business was the first tattoo establishment allowed in the City and his business is located 400 feet away from the applicant's site. Mr. Ellis stated he feels he may have a financial change if this request is approved.

Mr. Libby stated he will participate in the discussion. Mr. Libby stated the applicant's HVAC and other improvements encroached into the Pinewood Cemetery property, and in order to resolve the issue, the Pinewood Cemetery Board Association voted to lease the property to the applicant to satisfy the application. Mr. Libby stated he is one of the two signers on the lease since he is the CFO of the Pinewood Cemetery and feels he should not vote.

Ms. Honse stated there are 4 remaining members which will constitute a quorum for voting on this item.

Mr. Paspalakis asked about the size of the signs proposed.

Mr. Berger stated the applicant will have to submit a sign permit application and go through the normal review process for signage.

Ms. Honse stated this Board will not be voting on signage, just the rezoning.

Applicant Presentation:

Jessica Gow, Cobb Cole, 149 S. Ridgewood Avenue, Daytona Beach, Florida spoke on behalf of the applicant. Ms. Gow stated the applicant proposes to do something different than what is now currently addressed in the Land Development Code, which is the outdoor art display and gallery inside the tattoo establishment. Ms. Gow stated the rendering of the sign that was provided was to indicate the logo and is not to size. Ms. Gow stated there is a provision in the proposed agreement that the maximum area of the sign will be 25 s.f. and will be permitted through the sign permit process.

Bobby Guidotti, the applicant, stated he is a former art teacher in Volusia County. Mr. Guidotti stated through teaching, he learned there is no place for students to display their artwork; and he would like to involve the Volusia County School system in bringing art awareness to the area. Mr. Guidotti stated he plans to have art walks once a month to bring artists and families to the area.

Mr. Libby asked what percentage of the business would be devoted to the tattoo establishment and what percentage would be used for the art sales.

Ms. Gow stated the art gallery would be considered an accessory use to the tattoo parlor so it can be up to 49% of the business. Ms. Gow stated there is a tattoo establishment already on Main Street and feels the proposed project is appropriate for the location.

Ms. Doan asked how much square footage will be devoted to the art gallery indoors.

Ms. Gow stated that has not been set at this time. Ms. Gow stated after this process, the application will have to go through the City's Site Plan Review process that will lay out the square footage of the site which will be no more than 49% of the interior.

Mr. Guidotti stated his goal is not to make money from the art sales but for the artists to make donations to a cause of their choosing from the proceeds of the sale of their artwork.

Ms. Gow stated the third sign that is proposed may be a small hanging sign with the business name on it.

Ms. Doan asked if permits will be required from the city for the tents in the outdoor area.

Mr. Berger stated yes.

Ms. Gow stated staff has reviewed a concept event layout for the area. Ms. Gow stated the outdoor event display was not defined in the Land Development Code and the closest item in the Code is the Special Event Permit. Ms. Gow stated that definition was used as the baseline for the applicant's review with staff.

Mr. Paspalakis asked how many days of the year are planned for the events.

Ms. Gow stated it will only be permitted on the weekends. Ms. Gow stated Special Events are allowed 14 days throughout the year; and the applicant's goal is to hold an event once a month.

Ms. Goodrich asked if the applicant will have to obtain a permit from the City for each weekend event.

Ms. Gow stated if the event is as defined, the applicant will not have to go through a special permitting process; but if something is planned outside that scope, a Special Event permit will be required.

Ms. Doan asked about tents.

Mr. Berger stated the tents will be required to be reviewed by his office and must meet the city's standards.

Mr. Paspalakis stated the applicant can hold an event every weekend if the tents meet the city's standards.

Mr. Berger stated that is how the PD agreement is written.

Mr. Ellis stated tattooing is his business and his business is on Main Street. Mr. Ellis stated there are 5 tattoo establishments within 1/8 of a mile of his business, one of which is 400 feet away. Mr. Ellis stated he feels tattooing will be the primary business at this location with artwork displayed on the wall. Mr. Ellis asked how this is bringing a new business to the area.

Ms. Gow stated tattooing is something that is unique to each shop and most people shop around to look for a specific style of artist. Ms. Gow stated having another tattoo shop will not be something that will take away from the area.

Mr. Ellis stated he agrees with Ms. Gow and noted that Mr. Guidotti is already an artist in the area. Mr. Ellis stated his question is how does this bring new business to the area.

Ms. Gow stated Mr. Guidotti currently works for another establishment but does not own and operate a tattoo parlor.

Mr. Paspalakis stated the Board is here to address the zoning only.

Ms. Goodrich asked if a sign is placed on the east side of the building, would that do anything to prohibit a future mural.

Mr. Paspalakis stated a request for a mural would have to be presented to this Board and the applicant can always apply to place a mural on their building.

Public Comments:

Anne Ruby, 137 Park Avenue, stated she attended the neighborhood meeting and stated there was no mention of having events at this site as frequently as has been stated this evening. Ms. Ruby suggested holding another neighborhood meeting since the neighbors might have an issue with holding regular events.

Mr. Paspalakis asked how close the residential area is to this site.

Mr. Libby stated there is a residential neighborhood behind the subject property.

Mr. Berger stated there is a large property to the north that is vacant and noted single family is not allowed in that zoning district. Mr. Berger stated there are residential properties to the northern end of Hollywood.

Mr. Paspalakis asked what the hours for the outdoor events will be.

Ms. Gow stated the events will be 9:00 a.m. to 10:00 p.m. on Saturdays and 9:00 a.m. to 7:00 p.m. on Sundays.

David Keezer, owner of Daytona Hard Core Tattoo, stated he has 16 tattoo artists in his shops and has more business than he can handle. Mr. Keezer spoke in support of Mr. Guidotti and his request.

Jason McFarran, 79 Westland Run, Ormond Beach, Florida, spoke in support of Mr. Guidotti and his request.

Ms. Goodrich questioned whether the Board should consider limiting competition, noting Main Street desperately needs businesses. Ms. Goodrich stated as far as holding the events, Ms. Goodrich stated she feels the rules need to change in order to allow events to be held on Main Street.

Mr. Ellis stated he knows this rezoning process is difficult because he has gone through the same process. Mr. Ellis stated he did not intend for his questions to be derogatory and noted the zoning is restrictive. Mr. Ellis stated he feels an outdoor art market is a good idea.

Mr. Libby stated he feels the zoning change is progressive and is in the right direction.

Mr. Paspalakis stated rezoning into a PD agreement makes it more restrictive for the applicant and gives the city enforcement power to make sure the business adheres to the guidelines established in the agreement.

Board Action:

A motion was made by Ms. Goodrich, seconded by Ms. Doan, to approve Rezoning to Planned Development-Redevelopment (PD-RD) – Main Street Tattoo & Gallery, DEV2019-176, in accordance with the staff report as presented. The motion carried (4-0), noting Mr. Libby and Mr. Ellis filed a Conflict of Interest voting form for this item and, therefore, did not vote.

6. **Rezoning to Planned Development-Redevelopment (PD-RD) – Beaches ISB, DEV2021-002**

Staff Presentation:

Reed Berger, Redevelopment Director, presented the staff report which was included as part of the packet. Mr. Berger stated the property is located at the corner of Peninsula and International Speedway Blvd.

Mr. Paspalakis asked if the traffic lanes to the south will be expanded.

Mr. Berger stated at the last meeting with FDOT, it was indicated that the lanes will be expanded.

Mr. Paspalakis asked if there is a Brownfield designation at the Shell station site.

Mr. Berger stated yes.

Mr. Libby asked about the landscaping plans for the site, noting this will be a gateway project into the city.

Mr. Berger stated landscaping will be addressed during Site Plan review.

Mr. Berger stated Land Development Code modifications include the drive aisle width being reduced to 20'; stacking of vehicles for the car wash; a reduction in the number of parking spaces, and landscaping.

Applicant Presentation:

Rob Merrell, Cobb Cole, 149 S. Ridgewood Avenue, Daytona Beach, Florida, spoke representing the applicant. Mr. Merrell stated he is excited to be part of another major project taking place in the City of Daytona Beach and commended his client for his efforts. Mr. Merrell stated FDOT is investing in a huge public sector project along ISB which will include landscaping, utilities and hardscaping.

Dr. Charles Duva, the applicant, stated he hopes this project will be a spark for future development along ISB. Mr. Duva stated his development at Cornerstone has high quality landscaping and he has fought to retain that image. Dr. Duva stated his goal is to add an asset to the city.

Ms. Doan asked where the restaurant will be located in relation to the package store.

Parker Mynchenberg, 1729 S. Ridgewood Avenue, Daytona Beach, Florida, stated the tower portion of the site will be the kitchen and the restaurant and package store will be located there. Mr. Mynchenberg stated the package store is a small 800 s.f. section of that area.

Ms. Doan stated this is a marquis property but is very challenging to develop. Ms. Doan stated the rendering is very attractive and the project will be a nice improvement.

Ms. Goodrich thanked Dr. Duva for stepping up and making this investment.

Mr. Paspalakis stated he feels this will be the spark to future development in the area and thanked Dr. Duva for doing the project.

Mr. Paspalakis stated the Board has previously discussed a payment in lieu of parking and feels that is something the city should be looking at.

Mr Paspalakis stated a drive-thru is not being requested and he feels it is a mistake of the Redevelopment areas to prohibit drive-thrus.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Mr. Libby, seconded by Ms. Doan, to approve Rezoning to Planned Development-Redevelopment (PD-RD) – Beaches ISB, DEV2021-002, in accordance with the staff report as presented. The motion carried (6-0).

7. **Redevelopment Projects Update**

Mr. Berger stated in the future, the Police report will be at the beginning of the agenda and his report will remain at the end of the meeting.

Mr. Berger stated included in the packet is a report from the Public Works Department regarding projects in the redevelopment area.

8. **Public Comments**

Anne Ruby, 137 Park Avenue, Daytona Beach, Florida stated she supports the planned tattoo parlor and feels the events will be great for the Main Street area; however, when the neighborhood meeting as held, that use was not discussed. Ms. Ruby stated holding regular events was not discussed with the neighbors at the neighborhood meeting and that may be something the neighbors should be aware of. Ms. Ruby stated city staff should have required that another neighborhood meeting be held when the outdoor events were added to the agreement.

Ms. Goodrich stated to hold another neighborhood meeting would delay the process; and the applicant has been working on the project since 2019. Ms. Goodrich stated there may have been a risk of actually losing the business if the application was further delayed; and she feels the risk outweighed the benefit on this situation.

Mr. Paspalakis stated he agreed with Ms. Goodrich and asked Mr. Berger if property owners are notified of this meeting.

Mr. Berger stated a notice is not mailed to the neighbors for this meeting but a notice will be mailed to the property owners within 500 feet of the site for the public hearing at the City Commission.

Mr. Libby stated he feels the City Commission should know that Ms. Ruby made the Board aware that a change had been made since the neighborhood meeting.

Mr. Berger stated a summary of the meeting was provided to the Board this evening but was not available when the packet was distributed. Mr. Berger stated the summary of the neighborhood meeting will be included in the Planning Board packet.

Mr. Libby asked Mr. Berger if he was aware that the weekend events were not discussed with the residents.

Mr. Berger stated no.

9. **Board Comments**

Mr. Servance stated he feels the residents should have been informed of the planned weekend events to be held at the proposed tattoo parlor.

Ms. Honse stated the letter sent to the residents does refer to events planned "to display artwork created by local individuals and create the opportunity for greater civic engagement in the arts community through display, sales, and special events catering around the local artistic scene." Ms. Honse stated the subject may not have been discussed in depth and noted staff does not control the neighborhood meeting and what is discussed there.

Mr. Berger stated he will include this information in the Planning Board packet so they are aware of the events planned at the site.

Ms. Goodrich stated she learned a lot from this evening's meeting and looks forward to serving on this Board.

Mr. Libby asked if the Board should be looking at some proactive items or projects to address as part of the CRA and ECHO initiative, such as beautification or park projects.

Ms. Doan stated she would like to commend the City for their continued support of the Peabody Auditorium.

Mr. Ellis stated he would like the Board to take a more pro-active role and it would be great to use the ECHO grant funds in support of the area.

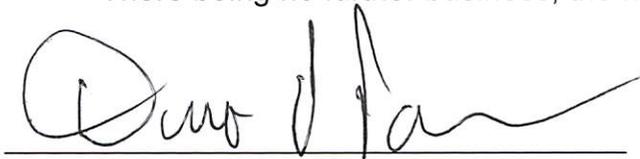
Ms. Flatley stated she looks forward to serving on the Board and noted the group seems to be like-minded and wanting to support additional business in the community

Mr. Paspalakis stated the Friends of the Bandshell will be holding concerts from May through September and a press release will be issued soon.

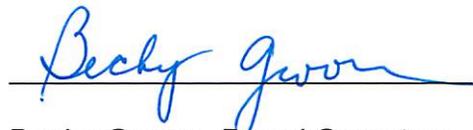
Mr. Libby suggested the Friends of the Bandshell apply for ECHO grant funding since the events at the bandshell are some of the largest and well attended in the area.

10. **Adjournment**

There being no further business, the meeting was adjourned.



Dino P. Paspalakis, Chair



Becky Groom, Board Secretary