



# The CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451

DAYTONA BEACH, FLORIDA 32115-2451

PHONE (386) 671-8180

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## AGENDA

### DOWNTOWN REDEVELOPMENT BOARD

**Wednesday, March 13, 2019 - 12:00 P.M.**

### **SPECIAL MEETING**

**City Commission Chambers - City Hall**

**NOTICE** – Pursuant to Section 286.0105, Florida Statutes, if any person decides to appeal any decision made by this Board at this public meeting, such person will need a record of the proceedings and, for that purpose, such person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. The City does not prepare or provide such a record.

	<b>For special accommodations, please notify the City Clerk's Office at least 72 hours in advance. (386) 671-8023</b>		<b>Help for the hearing impaired is available through the Assistive Listening System. Receivers can be obtained from the City Clerk's Office.</b>
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In accordance with the Americans with Disabilities Act (ADA), persons with a disability needing a special accommodation to participate in the Board meeting should contact the City Clerk's Office, 301 S. Ridgewood Ave, Room 210, Daytona Beach, FL 32114, Ph: (386) 671-8023, Email: clerk@codb.us not later than 72 hours prior to the proceedings. If you are hearing or voice impaired contact the relay operator at 1-800-955-9771.

1. **Call to Order**
2. **Roll Call**
3. **Approval of the minutes:** February 5, 2019
4. **Wall Graphics – 242 S. Beach Street (Cinematique wall on Ivy Lane)**

A request by Jack White, on behalf of the property owner, Robert Mansour, to apply wall graphics to the south wall of 242 S. Beach Street (Cinematique wall on Ivy Lane).

5. **Public Comments**
6. **Board Comments**
7. **Adjournment**

<b>Agenda Approval</b>	<b>Date</b>
_____ Redevelopment Director	_____
_____ Deputy City Manager	_____
_____ City Attorney	_____
_____ City Manager	_____

**DOWNTOWN REDEVELOPMENT BOARD  
MINUTES  
Tuesday, February 5, 2019**

The regular meeting of the Downtown Redevelopment Board was held Tuesday, February 5, 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. Daniel Harshaw  
Mr. Russell Holloway  
Mr. Jake Nicely  
Ms. Cathy Washington (Planning Board Representative)

**Board Members Absent**

Dr. Kent Sharples

**Staff Members Present**

Mr. Reed Berger, Redevelopment Director  
Ms. Carly Meek, Assistant City Attorney  
Ms. Becky Groom, Board Secretary

**1. Call to Order**

Mr. Weidman 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 - Regular Meeting: December 4, 2018**

**Board Action:**

A motion was made by Ms. Cook, seconded by Mr. Holloway, to approve the minutes of the December 4, 2018 meeting as presented. The motion carried (6-0).

**4. Wall Graphic – 112 Orange Avenue**

Reed Berger, Redevelopment Director, presented the staff report which was included as part of the packet. Mr. Berger stated the applicant, Jack White, has been working with a group of artists regarding the placement of murals in the downtown. Mr. Berger stated staff will be looking at the regulations for signs to determine what needs to be changed so that murals will not be treated as any other sign.

**Applicant Presentation:**

Jack White, 28 Wall Street, Daytona Beach, Florida stated there have been meetings with Mr. Berger and Deputy City Manager, Jim Morris, to begin the work on a document that would determine the guidelines for murals. Mr. White stated an ad hoc group will be formed to provide assistance in screening proposed art work prior to presentation to the City.

Ms. Cook stated she believes there are probably murals already in place in the downtown that are not up to Code.

Mr. White stated what he is proposing today would be a permitted mural as part of the Art in the Alley program which would be placed next to a vacant lot where the Crooks' Den was previously located. Mr. White stated the overall goal is for each alley in the downtown to have artwork. Mr. White stated the figure presented is a box of Animal Crackers; and at a later date, an elephant's trunk would be added from the top of the building, reaching into the box of crackers.

Mr. Nicely asked if Mr. White has checked to see if there are any trademark infringements with what is proposed.

Mr. White stated he would check but does not believe there is a problem since there is no wording on the mural.

Mr. Harshaw stated he likes the art that is proposed but is also concerned about the trademark. Mr. Harshaw stated there may be concern expressed about the picture showing caged animals.

Mr. White stated the animals are a fantasy and creativity should not be caged.

Mr. Nicely stated he would like to see renderings of the proposed addition of the elephant's trunk.

Mr. White stated that could be provided.

Ms. Washington stated she does not want to restrict creativity and feels it is fine to complete the proposed mural in stages.

Mr. Holloway stated art is individual; but if someone can see it from their window, that individual has a stake in it.

Mr. Nicely asked if the proposed art projects may be used as advertising.

Mr. White stated at that time, the artist would need a sign permit.

Mr. Berger stated the art work has wording.

Mr. Berger stated a text amendment to the Land Development Code would not normally be presented to a redevelopment board for approval but staff will consider input from the Downtown Redevelopment Board on a proposed amendment for wall graphics prior to it being presented to the Planning Board.

Mr. Weidman stated he would like to ask staff to receive input from the Midtown, Beachside, and Downtown Redevelopment Boards on any proposed amendment to the Land Development Code regarding murals.

Mr. Berger stated he would like to receive input from the Downtown Redevelopment Board prior to a presentation being made to the other Redevelopment Boards.

Mr. Nicely stated he would like to see what is planned for a completed project if the art work is to be done in phases and would also like to know the time limit on how long the mural will be in place.

**Board Action:**

A motion was made by Mr. Nicely, seconded by Mr. Harshaw, to approve Wall Graphic, 112 Orange Avenue, in accordance with the staff report as presented. The motion carried (5-0).

**5. Public Comments**

There were no public comments.

**6. Board Comments**

Mr. Harshaw asked for an update on projects in the downtown.

Mr. Berger stated the plans are 60% complete for Beach Street and it is anticipated that the plans will be completed in March. Mr. Berger stated construction could start in the summer and staff will work to make sure all stores remain open. Mr. Berger stated the Veterans Bridge project has been delayed about one year longer than was originally planned.

7. **Adjournment**

There being no further business, the meeting was adjourned at 1:28 p.m.

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Scott Weidman, Chair

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Becky Groom, Board Secretary



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## REDEVELOPMENT DIVISION

POST OFFICE BOX 2451  
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### MEMORANDUM

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DATE: March 4, 2019  
TO: Downtown Redevelopment Board  
FROM: Reed Berger, Redevelopment Director  
SUBJECT: Wall Graphics – Cinematique 242 Beach Street (Ivy Lane)

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Jack White, on behalf of local artist Beth O'Connor, and property owner Robert Mansour, is requesting approval to apply wall graphics to the south wall of 242 S. Beach Street (Cinematique wall on Ivy Lane). A location map is attached.

The Board shall determine whether or not the proposed wall graphics attached to this memorandum are an aesthetic enhancement of the building and that the scale, design, intensity, and character are consistent with the design of the building and compatible with the building and surrounding structures in compliance with the Land Development Code requirements in Section 6.10.J.13 - Wall Graphics and Architectural Embellishments (attached).

Staff recommends that the Board consider approval of the wall graphics as presented by the applicant.

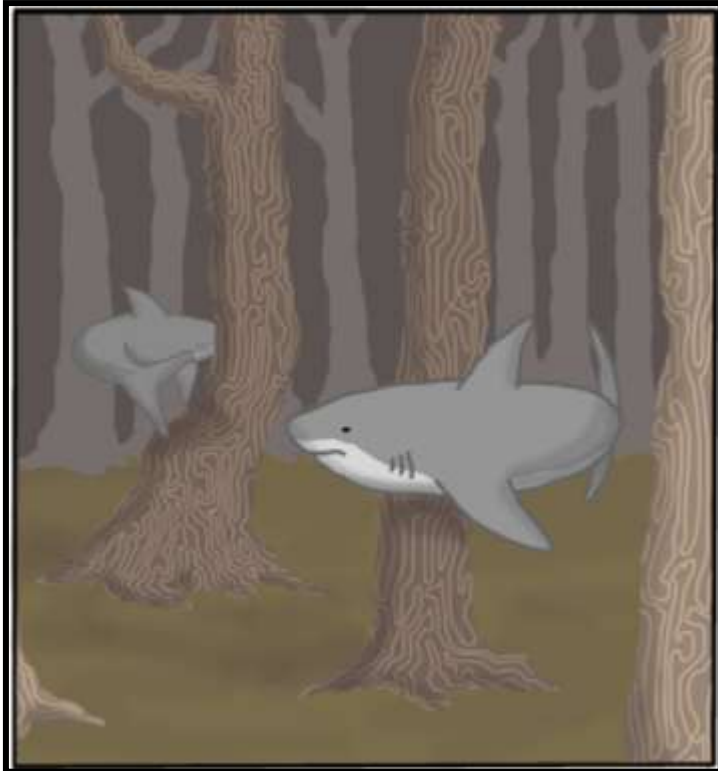


**LOCATION MAP**



# FIVE WALL GRAPHICS

To be completed for the March 30<sup>th</sup> Art Attack & Wine Tour event,  
a Downtown Development Authority event located on Beach Street





## **Land Development Code requirements in Section 6.10.J.13**

### *13. Wall Graphics and Architectural Embellishments.*

a. A wall graphic is a wall decoration that depicts a scene, picture, illustration, or design with no written message, word, insignia, arrow, or logo.

b. An architectural embellishment is a three-dimensional architectural decoration added to a building for aesthetic purposes.

c. Wall graphics and architectural embellishments may be permitted in any district, subject to the review and approval as follows:

i. In Redevelopment Areas, wall graphics and architectural embellishments may be permitted by the Redevelopment Board for the area.

ii. In other areas of the City, wall graphics are subject to review and approval by the Planning Board and architectural embellishments are subject to review and approval by City staff.

d. Wall graphics and architectural embellishments shall comply with the following standards:

i. The wall graphic or architectural embellishment shall be applied to a prepared wall surface free of cracks, peeling paint, or stucco, and shall be covered with a protective coat to minimize deterioration.

ii. Wall graphics and embellishments shall be for the aesthetic enhancement of the building. Scale, design, intensity, and character shall be consistent with the design of the building, and compatible with the building and surrounding structures.

iii. No written messages, logos, arrows, or bare bulbs shall be part of the wall graphic or embellishment.

iv. Wall graphics or embellishments shall be applied and constructed strictly in accordance with the approved application. Any deviation from the approved plan or rendering, in materials or style, shall require removal of the wall graphic or embellishment within five days of notice.

e. Any variance from these standards or appeal from a determination made pursuant to this paragraph shall be reviewed by the Planning Board, whose decision shall be final administrative action.