

MIDTOWN REDEVELOPMENT BOARD
MINUTES OF THE
REGULAR MEETING
TUESDAY, July 12, 2022

The regular meeting of the Midtown Redevelopment Board was held Tuesday July 12, 2022, at 6:00 p.m. in the City Commission Chambers, Daytona Beach City Hall, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members Present

Mr. Shawn Collins, Chairman
Ms. Davita Bonner
Ms. Tangela Hardy, Vice Chairman
Mr. Lynn Thompson
Ms. Joan Sheppard

Board Members Absent

Ms. Renee Richardson (excused)
Mr. Nathan Mugala (excused)
Ms. Cathy Washington

Staff Members Present

Mr. Ken Thomas, Redevelopment Director
Ms. Michele Toliver, Redevelopment Project Manager
Mr. Robert Jagger, City Attorney
Captain Leonardo Conte, Daytona Beach Police Department
Ms. Sara Kirk, Neighborhood Services Officer
Mrs. Gina Fountain, Board Secretary

1. Call to Order

Mr. Collins called the meeting to order at 6:00 p.m.

2. Roll Call

Mrs. Fountain called roll and noted members present as stated above.

Mr. Collins stated that he was informed that Ms. Richardson is absent due to a family emergency.

3. Invocation

Mr. Thompson gave the invocation

4. Pledge of Allegiance to the Flag

The Pledge of Allegiance was stated by the board.

Mr. Collins stated that he revised item #7-Presentation-Spotlight on Midtown on the agenda. He stated that there will be no presentation by Ms. Carla Johnson, of Carla's kitchen located at Moe's Market. He stated that there will be a presentation by Mr. Hanan Chehab, owner of Pasha Middle East Café located 919 W. ISB.

5. Approval of Minutes

A motion was made to approve the minutes from June 14, 2022 with Ms. Sheppard as present, by Mr. Thompson, seconded Ms. Hardy. Motion was carried (5-0).

6. Staff Reports

6a. Captain Leonardo Conte, Police Department, briefly introduced himself and provided a summary of the CompStat Report, tips for reducing vehicular burglaries, and advice of not leaving legally owned fire arms in the vehicle.

Mr. Thompson asked if there was a specific reason for the increase in the crime rate in certain areas or certain types of crimes due to economic reasons?

Captain Conte stated the reason for the increase in the crime rate is because of juveniles being out of school for the summer.

Ms. Sheppard asked if a club placed on steering wheel or siren installed on the vehicle would that prevent the auto theft.

Captain Conte stated any auto theft preventative measures is better than having nothing.

6b. Ms. Sara Kirk, Neighborhood Services Inspector, provided a summary of Code Enforcement cases.

Ms. Hardy asked has there been any recent allegations or complaints made by neighbors that has required responding to five other neighbor homes?

Ms. Kirk stated that there has been recent row of six complaints completed on neighbors.

Mr. Collins asked Mr. Jagger when would be a best time to allow citizens provide comments on any of the agenda items?

Mr. Jagger stated that the chair has the discretion to allow them to speak now but your agenda would allow for comments at the end unless there is an item being voted on.

Mr. Collins asked how staff feel about the board changing a methodology of having members in the audience to complete a request to speak form and speak on any item on the agenda.

Ms. Toliver stated that is totally at the discretion of the board and she support whatever is decided.

Mr. Collins stated that before moving to another item on the agenda maybe someone in the audience would like to ask Ms. Kirk a code enforcement question.

Ms. Sheppard stated that would be relevant to have someone in the audience to ask a question prior to the next item.

Mr. Collins advised the members in the audience if they had a comment about any item on the agenda to complete the request to speak form and provide to the board secretary.

Ms. Toliver stated that she would advise them to complete the item line on the form that they want to speak about.

Ms. Sheppard asked Ms. Kirk what is the process for the City is to either redevelop or dispose of and make a profit of city owned vacant land in our district. She stated the vacant lots attracts vagrants, crime, and garbage with one being next to her home.

Ms. Kirk stated that there is a Vacant Lot Inspector that works solely with vacant lots throughout the citywide. She stated that is the lot is privately owned and they are not maintaining or picking up the trash then Code Enforcement can get involved. She stated that if the lot is city owned then contact can be made to Code Enforcement or Ground Maintenance Department of Public Works and they will send a crew out there to clean it up and cut the lawn.

Mr. Toliver stated that the overall goal for herself and Ken Thomas, Redevelopment Director, would be moving forward in trying to sell off surplus properties located in the CRA owned by the City. She advised Ms. Sheppard that if there is a lot on her street that is owned by the city it is probably going to be sold and specifically for a home to be built on it . She stated it is not the desire of redevelopment to continue to hold property that staff classified as surplus and the goal is to sell it off and to have a single-family home built on the land.

- 6c.** Ms. Michele Toliver, Project Manager, stated there are no new reports to provide for the Midtown projects. She provided an overview of the Leisure Service Department one day minicamp that will be held on July 20th that targets three Housing Authority owned properties. She stated that the Midtown Concerts will be held at Cypress Street Park during the months of August and September due to Daisy Stocking Park being under construction.

Mr. Thompson asked will there be a banner advertising the Midtown Concert at Cypress Street Park?

Ms. Toliver responded yes.

Mr. Collins informed the board that the documents provided to them for informational purposes were a list of City funded projects in Midtown area, Appendix for the Strategic Plan for Midtown Redevelopment Plan, Area Plan, and parcel breakdown percentage of commercial, vacant, multifamily, lease interest, and churches that was prepared by previous board member/chair-Pierre Louis.

Pierre Louis, 130 S. Franklin Street Daytona Beach, provided a brief overview of the list of City funded projects in Midtown area, Appendix for the Strategic Plan for Midtown Redevelopment Plan, Area Plan, and parcel breakdown percentage of commercial, vacant, multifamily, lease interest, and churches.

7. Presentation – Spotlight on Midtown

Mr. Louis stated that there will be no presentation by Mr. Hanan Chehab, owner of Pasha Middle East Café due to his absence. Mr. Louis provided a brief introduction of new business owner, Ms. Queenie Charray.

7a. Ms. Queenie Charray- Salon Unwine Boutique located at 703 Orange Avenue. Ms. Charray provided a brief history of her specialization in natural hair care and the services that she offers the community. She stated that she has been having difficulty finding businesses to complete signage for her business and asked if the board could assist with resources for signage. She stated also that she is having difficult time with unwanted elements in front of her business during hours of operation that are displaying unfavorable behavior.

Mr. Thompson asked if she had any police officers that are clients?

Ms. Charray responded no but had someone to inform her that they were undercover police officers but unsure if they were or not.

Ms. Sheppard asked what other services her business providers?

Ms. Charray stated her other provided services include eyebrow waxing & threading, hair relaxing and braiding.

Board members advice that she could contact Mr. Charles Thomas, owner of the Greeknalia across from BCU Performing Arts Center on ISB for assistance with her signage.

Mr. Thompson advised to consult with City staff as to what types of signs that might work for her building in accordance with the City Ordinance.

Ms. Toliver advised Ms. Charray that she would need her contact information to follow up with her to get her some resources and part of it is when you see something call it in.

Mr. Bonner asked what were some other methods used for advertising without a signage on business?

Ms. Charray stated that the advertising methods she uses is word of mouth, business cards, and social media platforms.

Board members thanked Ms. Charray for her presentation.

8. Old Business

8a. Review and Discuss list of projects

Ms. Toliver provided board members with a list of Midtown Redevelopment Board Suggested Projects/Programs for their review. She stated that there has not been a follow up with Ms. Washington and Mr. Thompson due to unforeseen circumstances to receive their input for the list. She stated the list has nothing to do with the commercial list of projects or Master Plan but are suggested projects after speaking with each board member. She stated that Mr. Thompson can add his suggestions to the list and provide to her by email and she will distribute to the other board members and will reach out to Ms. Washington to do the same.

9. New Business

9a. Wall Graphics – A request by Steve Weinreich, Total Entertainment, property owner, to apply wall graphic to the west wall of the building located at 501 W. International Speedway Blvd.

Staff Presentation

Michele Toliver, , Redevelopment Project Manager, presented the staff report which was included as part of the packet. She stated Steve Weinreich is requesting the Redevelopment Board to approve wall graphics to be located on the west wall of the building located at 501 W. International Speedway Blvd.

Applicant

Mr. Steve Weinreich, 501 W. International Speedway Blvd, stated he opened his music store in 1989 on Ridgewood Avenue Holly Hill then relocated and purchased the building at 501 W. International Speedway Blvd next to railroad tracks in 1998. He stated that he read at article the end of last year in the News Journal that mentioned the City was going to have money available to help pay for art graphics on walls. He stated that he would

like to have a musically instrumental themed wall graphic painted on the white walls of the building close to the car shop. He stated that seeing that we are such a tourist destination and promotes summer concerts and entertain the tourist and locals.

Ms. Toliver stated that Mr. Weinreich mentioned funding but the board's role tonight is to review your packet based on staff's recommendations. She stated that the staff is asking the board to consider his wall graphic, the art itself, whether you approve it or not.

Mr. Collins asked Ms. Toliver if she could provide a brief history of the boards role for this particular type of project and how was put into the Land Development Code.

Ms. Toliver stated she was not sure of the history but tonight you are the only deciding board that will be reviewing this wall graphics. She stated what this mean is once you make your decision it does not go to the Planning Board or Commission you make your final decision here based on what you recommend in terms of yes or no, but it is specifically for the graphics, the picture that you see in your packet and that is a final decision for this board to make.

Mr. Thompson asked if the proposed wall graphic going the entire length of the building or to the door?

Mr. Weinreich stated it is going to go to the door. He stated that in the front, there is a steel awning and then the brick and then there is a white wall that goes right about ten foot back from the front of the building and all the way back to the entrance.

Mr. Thompson asked if the wall graphic will be going from the northwest corner to the awning?

Mr. Weinreich stated the wall graphic will start at the northwest corner near the awning going from top to bottom and one side to the other and back to the entrance.

Mr. Thompson asked Ms. Toliver, what does the code say with respect to maintaining the artwork because I clearly see the value in it, but I want to make sure that it last. He stated I am sure inspectors will come out and eventually look at it, but I want to make sure that I understood that if we approve it tonight that it is their perpetuity.

Ms. Toliver stated the wall graphic that the applicant is applying is to apply it to the wall. She stated that the Land Development Code (LDC) Section 6.10.J.13 that is referenced in your packet does not reference anything pertaining to maintenance that I am aware of but once the board makes the decision, if the decision is in the affirmative to approve it, the City staff, I will issue a letter and he will take that to permits and licensing at the time that he is ready to apply the graphics to the wall. She stated that there is nothing in the LDC that I am aware of based on what I have in front of me that speaks to maintenance. She stated that maybe our City Attorney can elaborate a little more on the maintenance part of it.

Mr. Jagger stated the LDC does require for wall graphics that they be applied to a wall that is in good shape without cracks or peeling paint or stucco, and it be covered with a protective coating to minimize deterioration. He stated that the City do have some general painting requirements in our LDC, cannot have peeling paint or that would be subject to Code Enforcement.

Mr. Thompson stated that I see the value in it with the 25 years that you have been there. He stated that if you have reached it with the company that is going to provide it, if they give you an indication of the life expectancy of the wall graphic.

Mr. Weinreich stated he have not inquired about the how long it would last but he can do that but the one person who would be completing the work has many years of experience and sure it will last for years. He stated that the white paint he uses on his wall last for 7 years and pretty sure she will be using similar paint.

Mr. Jagger stated the Commission is currently considering a public arts program and funding could be provided through that new legislation that has gone through on first reading and scheduled to come back to the Commission for final approval. He stated that public arts program has a session component where the City actually accepts the mural into the public collection, and that will have additional maintenance requirements built into it, if you want to go that route.

Mr. Weinreich stated that when he saw the article in the paper last year, it said that there were funds available to help pay for this, so that was part of the vetting factor obviously.

Mr. Jagger stated that you could bring it back through the public arts program for approval through the City Commission.

Mr. Thompson asked if there were any other murals in the Midtown area?

Ms. Toliver stated currently she could not think of where one is but there is one grass roots case going through. She stated Midtown Café came before the Midtown Board several months ago to get their mural approved. She stated that Fifi Salon they are in downtown but they are also on Dr. Bethune Blvd. She stated that Galleria Elan is in downtown but the one at Midtown Café, they will be putting theirs up once the agreement is finalized.

Mr. Collins asked did the motorcycle shop that came before the board a year request a mural?

Ms. Toliver stated that they were just asking for two strips of paint on the exterior west wall.

Board Action

A motion was made to approve the request for a wall graphics by Mr. Thompson and seconded by Ms. Sheppard. Motion was carried (5-0).

Citizen Comments

There were no comments.

Board Action

It was moved by Mr. Thompson to approve the request per staff recommendations. Ms. Sheppard seconded the motion in accordance with the staff report as presented. Motion was carried 5-0.

Mr. Collins asked why this board do not have readings and final approval on new projects. He stated that the board only see the new projects once then rushed to make a decision.

Mr. Jagger stated there are first and second reading at the Commission level because it is required by Statue for Ordinances. He stated that this board does not approve Ordinances and this is a land use permit issue. He stated that this board does not have final decision-making authority but just to make a recommendation.

Mr. Thomas stated that in the future there will be some rezoning of properties in Midtown Rezoning with some land use changes. He stated that there will be some rezoning of properties in Midtown Rezoning in the next probably year or so. He stated that there has been discussion by City staff about should we make any changes to our LDC as it relates to the advisory board. He stated that staff has to do some more brainstorming to try to get the information to the board in a timely manner to review prior to the meeting so it does not slow down the process. He stated that are speaking to individuals on the private and public side they do not want to come back to the Midtown Redevelopment Board twice.

Mr. Collins asked Mr. Jagger is the board obligated to vote on the project at a meeting if there is not enough information received.

Mr. Jagger stated that the board can delay a vote if you feel you do not have enough information or any additional information is available which will help you in that decision making process.

10. Public Comments

John Nicholson, 413 N. Grandview Avenue Daytona Beach, briefly summarized the three-wall graphics on the Beachside.

Ann Ruby, 137 Park Avenue Daytona Beach, expressed her opinion about wanting to judiciously use a continuance for more information to slow the process for small applicants. She stated that once the board receives their packets, they can reach out to staff with questions to assist with their decisions prior to the meeting.

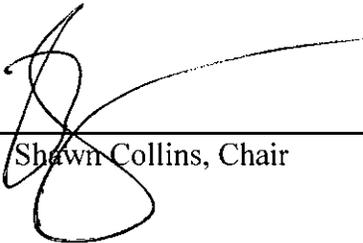
11. Board Comments

Mr. Thompson stated that he has confidence in staff and look forward to working closely with you but I just want to make sure we have information that we can stand on and talk about publicly to our constituents.

Board members expressed their appreciation for an honest and informative meeting. Mr. Collins recommends that the board cancel August 2022 meeting unless there is an item requiring the board to vote.

12. Adjournment

Mr. Collins called adjournment at 7:14 p.m.



Shawn Collins, Chair



Gina Fountain, Board Secretary