

MIDTOWN REDEVELOPMENT BOARD

**MINUTES OF THE
REGULAR MEETING**

TUESDAY, November 8, 2022

The regular meeting of the Midtown Redevelopment Board was held Tuesday November 8, 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 (via zoom)
Ms. Renee Richardson
Mr. Nathan Mugala
Ms. Joan Sheppard

Board Members Absent

Ms. Tangela Hardy, Vice Chairman
Ms. Cathy Washington

Staff Members Present

Mr. Ken Thomas, Redevelopment Director
Ms. Michele Toliver, Redevelopment Project Manager
Mr. Ben Gross, Deputy City Attorney
Captain Leonardo Conte, Daytona Beach Police Department
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. A motion was made by Mr. Mugala to allow Mr. Thompson to attend the meeting via zoom, seconded by Ms. Richardson. Motion was carried (6-0).

3. Invocation

Mr. Mugala gave the invocation

4. Pledge of Allegiance to the Flag

The Pledge of Allegiance was stated by the board.

5. Approval of Minutes

A motion was made to approve the minutes from September 13, 2022 as present, by Mr. Magula, seconded by Ms. Sheppard. Motion was carried (6-0).

6. Presentation:

6a. Define and Add Event Centers to Land Development Code (LDC) – Amendment

A request by the Development and Administrative Services Development, Growth Management & Planning Division, to amend Article 5 (Use Standards), Sections 5.2 and 5.3 of the Land Development Code (LDC) to add Event Center as a principal, special, or accessory use in various zoning districts and adding use specific standards to govern the new use; amending Article 11 (Definitions), Section 11.5 to add a definition for Event Center.

Staff Presentation

Rose Askew, Development Services Project Manager, provided a courtesy staff report for a text amendment. The Land Development Code (LDC) text amendment to add Event Centers as principal and special uses in various zoning districts throughout the city. Staff reviewed numerous requests to allow weddings, receptions, concerts, banquets dancehalls, birthday parties, comedy shows, and other similar uses in various zoning districts throughout the city. She stated that under the previous LDC uses such as these were permitted as a “Place of Assembly” and was defined as follows: “A place specifically and primarily designed to accommodate the assembly of persons attending athletic events, musical performances, dramatic or dance performances, speeches or ceremonies, and other similar events, including stadiums, coliseum, athletics centers, concert halls, amphitheaters, and arenas.” She stated staff allowed them as permitted accessory and conditional use in multiple zoning districts. Wherever a place of assembly was allowed, that use would have been allowed to be established in that zoning. She stated when the new LDC was adopted in 2015 the “place of assembly” term was removed. She stated uses previously allowed under the “place of assembly” are now allowed under the “Other Indoor Recreation/Entertainment” use defined in Article 11 as follows: “Any private indoor (entirely within an enclosed structure) use providing for sport and recreation activities that are operated or carried on primarily for financial gain, and that is not specifically listed in the principal use tables. Staff is proposing the following text amendments. Article 5, Section 5.2 and 5.2.A.2, principle use table, 5.2.A.3, redevelopment use table, and 5.2.A.4, planned district table. She stated that staff will add Event Center as a permitted or special use. She stated staff worked with legal and the redevelopment department to add some standards that would fit based on the zoning district such as: located a minimum of 250 feet from any residential zoning district or adjacent to a residential use; located a minimum 500-feet from another event use, to make sure staff do not end up with uses that are not operating as event centers, they are operating as other things; parking shall be located on the side or rear of the property;

Mr. Collins asked if the entrance of a building was not facing the street would this use be allowed.

Ms. Askew stated typically building structures are supposed to be oriented towards the street so the address is visible and as required by the LDC. The building can have a door on the side. For purposes of developing a property, building orientation faces the street.

Mr. Collins stated that in essence what they have done is that they have defined a use and now they incorporate a different zoning categories into the LDC. He stated that this is a niche just for a particular use that used to be part of the bigger picture and that would be concerts and other events is now separate from an activity that used to be part of the whole concert kind of gathering.

Mr. Gross stated that special uses are not permitted as of right now. He stated they require a hearing in front of the City Commission and in addition to the use criteria that Ms. Askew is presenting, there are criteria for special uses whether parking will intrude on residential areas. There is a much higher bar just to put a special use in and that would be in addition to the criteria that are outlined in this presentation.

Mr. Askew stated that the special use has very specific hours of operation. She stated that there is a minimum setback for the zoning district where the use is located. The ingress/egress from an arterial or collector street; event centers have capacity limits based on the number of patrons. She stated that how they addressed this will make sure they do not end up with nightclubs.

Mr. Sheppard asked if the property meets these requirements, is any kind of review needed.

Ms. Askew stated the City's Technical Review Team that is made up of staff members throughout the city and reviews all projects. So, if a use is permitted, they will have to meet all of the criteria in the LDC.

7. Staff Reports

- 7a.** Captain Leonardo Conte, Police Department, provided a summary of the CompStat Report, precautions and evacuations recommendations for upcoming Tropical Storm Nicole. Police Department receiving a deep water rescue vehicle and will be ready to help the community if needed.

Mr. Collins inquired about the current path for Tropical Storm Nicole.

Captain Conte stated Tropical Storm Nicole is slated to become a hurricane sometime on Wednesday and it is approximately 395 miles east of West Palm Beach, and it is traveling at about 10 miles per hour with maximum sustained winds of 65 miles per hour currently. He provided the location for emergency shelters in Volusia county and the hours of operation. He stated that citizen with any questions or concerns about the shelters can call (386) 671-5555.

- 7b. Mr. Toliver stated that Mr. Daniel Garcia, Code Enforcement Inspector emailed her as well as Paul to say that he was not able to attend.
- 7c. Ms. Michele Toliver, Project Manager, provided the board members with the 2023 board meeting schedule.

8. Presentation – Spotlight on Midtown

Mr. Collins stated he found out before the meeting that neither one of the presenters is present.

- 8a. Mr. Curtis Vreen – Vreen Catering, 240 S. Dr. Martin Luther King Jr. Blvd.
- 8b. Ms. Cindy Perry – Surplus Unlimited, 613 International Speedway Blvd.

9. Old Business

There were no comments

10. New Business

10a. Newtown Heritage Festival

Mr. Percy Williamson, Summit Governmental Strategies, Inc., provided an informational presentation about the Festival and the location being in Newtown. He stated Newtown is described by its parameters of International Speedway Blvd on the north, Nova Road on the west, the railroad track on the east and South on the south. He stated that his role for the festival is to handle fundraising and sponsorships.

Mr. Charles Cherry II, Festival Co-Founder, provided a brief history of his educational experience and being raised in the Newtown area as well as his Father- Charles Cherry career as a City Commission and small business owner of the local radio station and newspaper. The Festival dates have been set for March 31st – April 2nd 2023 , which would consist of four Black Heritage Villages; Gullah Geechee Village, African Village, Black Daytonans Village, and Caribbean Village that would be held between MLK Blvd & corner of Orange Avenue (John H. Dickerson Center) to South Street. He provided the history of the significance of each Village. He provided a brief summary of the scheduled events throughout the festival and the reason why to support the festival. He provided a brief history of the Black Heritage Trail and the Economic Impact of Non-Profit Arts & Cultural Organizations on Volusia County.

Board members discussed the significant of the festival, which is long overdue and an inventive idea and synergy to the area as well as the impact it will have on the community, and food tasting trucks for the different villages.

Mr. Magula asked have those dates been confirmed. He stated that was a great presentation and he was at the City Commission Meeting when Mr. Williamson made the presentation and think it will be a great blessing to the community. Mr. Magula asked will the Dickerson Center be available because it is currently under renovations.

Mr. Cherry stated he was informed that the renovations should be completed by January or February 2023, however there maybe some delays because of the storms. He stated that this event is far enough away where he think when they talked to City staff, they were very pleased that it was at that time and because they feel like there is an opportunity for them to sort of bring the Dickerson Center out to the community to see the improvements that have been made.

Mr. Magula asked when do they begin doing the marketing for the festival.

Mr. Cherry stated under the City rules, they cannot really begin until they get the permits.

Mr. Collins discussed the tax dollars received from the Midtown Redevelopment Area by the Convention Bureau with a huge marketing budget for radio, television, and newspapers. He stated they need to speak with the Beachside CRA and the hotel & motel associations for sponsorship and reduced room rates. He asked about the limited location of the festival being held and recommended extending the application from ISB to South Street. He expressed concerns with the amount of walking from one village to the other.

Mr. Williamson stated that after receiving the final approval, he has plans to speaking with Bob Davis at the Hotel and Lodging Association of Volusia County to discuss reduced room rates.

Mr. Cherry stated they felt like they needed to start smaller and grow with the key location near the Dickerson Center and utilize those churches as key points as they go south for east village. He stated that they are hoping that as, they get more people that they can extend it going north all the way to ISB.

Mr. Williamson stated members of the festival, they are going to have to block streets off put that into consideration that each street intersection from Orange Avenue to South Street is going to have to be blocked off. He stated they are working with City staff and streets to be able to find out how can they get around this into their homes.

Mr. Collins asked would Orange Avenue be open to motor vehicles.

Mr. Williamson stated that Orange Avenue would be open after the parade on Saturday after 11:00 a.m.

Mr. Collins stated that it would be more impressive, if they mentioned anticipating 10,000 per visitor economic impact based on the \$34M, that is how much of an impact. He asked would they have any way makers in directions maybe along ISB with arrows for the festival this way.

Mr. Cherry stated that is something we have put up on the table with City staff because they have digital signs that provide directions.

John Nicholson, 413 N. Grandview Avenue Daytona Beach, discussed the various events in all the redevelopment areas and connection with BCU as well as asking for CRA funding to draw attendees to the festival.

Mr. Cherry stated that they will be using a technology called Geo Targeting to push out digital ads through someone's mobile phone by demographics, age, race, and income on a fairly modest advertising and promotional budget.

Pierre Louis, 130 S. Franklin Street Daytona Beach supported the event and suggested advertisement on the billboard by Checkers on the corner of MLK Blvd & ISB.

11. Public Comments

Pierre Louis, 130 S. Franklin Street Daytona Beach, provided a brief summary of the census tracts report for the Midtown area and provided copies for the Board members. He shared his ideas of creating a Midtown Emergency Response Team (M.E.R.T).

11. Board Comments

Board members expressed this the meeting was informative.

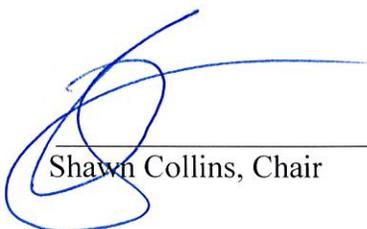
Ms. Toliver stated Hurricane Relief program was approved by the City Commission and is a grant that is available to residents as well as business owners within the city limits of Daytona Beach. She stated staff is working on the application and the process to implement the program. She stated that Allen Chapel will be one of the locations for applications. Residents can receive up to \$9,000 for delinquent mortgage, homeowner insurance deductibles, mold remediation and relocation assistance. She stated small business owners with staff of 50 or less, they can get up to \$3000.00 for losses related to the Hurricane.

Mr. Collins asked who is the City Liaison with the County, FEMA, and State for that can assist residents immediately.

Mr. Toliver stated it is various people, including the City Manager, City Mayor, and Directors within the City. She stated it is not just a person, but of course the City Manager office is the point office and Hardy Smith deals with State and Federal issues.

12. Adjournment

Mr. Collins called adjournment at 7:35 p.m.



Shawn Collins, Chair



Gina Fountain, Board Secretary