

**MIDTOWN REDEVELOPMENT BOARD
MINUTES OF THE REGULAR MEETING
Tuesday, April 9, 2024**

The regular meeting of the Midtown Redevelopment Board was held Tuesday, April 9, 2024, at 6:00 p.m. in the City Commission Chambers, Daytona Beach City Hall, 301 S. Ridgewood Avenue, Daytona Beach, Florida.

Board Members Present

Ms. Renee Richardson, Chair
Ms. Davita Bonner, Vice Chair
Ms. Joan Sheppard
Mrs. Tangela Hardy
Ms. Cathy Washington (Ex-Officio)
Mr. Lynn Thompson
Mr. Eddie Lake

Staff Members Present

Mr. Ken Thomas, Redevelopment Director
Mr. David Russell, Assistant City Attorney
Ms. Michele Toliver, Redevelopment Project Manager
Mrs. Angela Armstrong, Redevelopment Project Manager
Captain Leonardo Conde, Daytona Beach Police Department
Ms. Sara Kirk, Code Compliance
Ms. Mandana Carry, Office Specialist

1. Call to Order

Ms. Richardson called the meeting to order at 6:03 p.m.

2. Roll Call

Ms. Carry called roll and listed members as present above.

3. Invocation

Pastor Lake gave the invocation.

4. Pledge of Allegiance

The Pledge of Allegiance was stated.

5. Approval of Agenda

A motion was made to approve the agenda by Mr. Lake, seconded by Ms. Hardy. The motion was carried 6-0.

6. Approval of Minutes

A motion was made to approve the minutes by Ms. Washington, but she is a non-voting member. The minutes will appear on the next agenda for approval.

7. **Daytona Center- Rezoning-Planned Development- Redevelopment, First Amendment- DEV2022-189 (Quasi-Judicial Hearing)**

7.A

Ms. Toliver presented the Daytona Center Planned District Agreement to add property and rezone 7.73 ± acres at 1008 W. International Speedway Blvd. from Planned Development-General (PD-G) to Planned Development-Redevelopment (PD-RD) to also include additional uses and site improvements. The applicant requested waivers and modifications on various requirements such as parking, landscaping, and signage.

Jessica Gow, Cobb Cole, highlighted the importance of the PD-RD amendment for the new aquarium and the dance hall/restaurant.

Ms. Richardson inquired about the planned businesses for the space.

Mrs. Gow mentioned the current modification to the PD doesn't introduce any specific new use except for allowing the existing nightclub to continue.

Ms. Toliver added that Visions currently holds a business license for a dance hall and restaurant. If the proposed amendment is approved by the City Commission on May 15, then Visions would need to apply for a change of use to a nightclub license.

Mr. Thompson emphasized the importance of attracting the right businesses to the area, aiming for positive development in the heart of Midtown.

Ms. Sheppard asked if the beverages offered by the Aquarium would have a full bar.

Mrs. Gow explained that the Aquarium will construct a rainforest-themed restaurant with alcohol and obtain a liquor license. They will serve beer and wine at the existing bar during events until the full restaurant is operational.

Ms. Sheppard expressed concern about the corner becoming known for alcohol consumption. She also raises concerns about RV parking, to which Ms. Gow clarifies that temporary RV parking during events is allowed by a provision in the current code, which they're simply extending to this site. Ms. Sheppard suggests having a clearer plan for the center's potential uses.

Ms. Hardy asked how many empty units are at Daytona Center.

Mrs. Gow responded that she doesn't have the current vacancy data but could obtain it from the owner.

Ms. Hardy asked if there are any potential leases for the new uses.

Mrs. Gow replied that she is not aware of potential leases for the new uses.

Ms. Hardy asked for clarification on the limit with alcohol at the site.

Mrs. Gow explained that only one nightclub is permitted in the entire Planned District and must be located at least 500 feet from any other establishment serving alcohol. Additionally, only two businesses are allowed to use the alcoholic beverage sales and service category the entire planned district as a principal use.

Mr. Thompson asked if there is a probation office in other Community Redevelopment Areas. He emphasized the need for Midtown to thrive with positive development rather than being a place for unwanted businesses.

Mrs. Gow noted that the probation office has been at the center for about three years. She cautioned that existing uses are not part of this request, and the City Commission has already approved the use.

The Board suggested excluding the following additional uses: Boat and Marine Sales and Service Uses category, under Visitor Accommodation Uses category, delete “or motel”. Under the proposed category “Temporary Overnight Parking (RV only), ...” add language to allow this use during Midtown special events.

Mr. Thompson made a motion to approve all the Land Development Code (LDC) modifications and waivers, to expand the boundary and rezone the property from PD-G to PD-RD, make site improvements and include additional uses except, **Boat and Marine Sales and Service Uses category, under Visitor Accommodation Uses category, delete “motel”**. Under the proposed category “Temporary Overnight Parking (RV only), ...” add language to allow this use during Midtown special events. Pastor Lake seconded the motion. The motion was carried 6-0.

8. Staff Reports

8a. Police Department- Captain Conde

Captain Conde provided statistics from March 13 to April 9, 2024. He explained that each month, the police department focused on a specific area for their traffic safety initiative. In March, during Bike Week, they concentrated on Dr. Mary McLeod Bethune Boulevard from Charles Street to Nova Road. Captain Conde shared the enforcement results for this area. For April, they plan to focus on Zone 5, specifically the Derbyshire Road area.

Pastor Lake inquired about a demographic breakdown of the statistics.

Captain Conde mentioned that he could provide the breakdown, but it might be a challenge due to variations in how citations are issued. Some officers use paper citations, while others use online forms. He stated that the information will be provided next month.

8b. Code Compliance – Ms. Kirk

Ms. Kirk provided a copy of the code compliance cases for the month of March 2024.

8c. Redevelopment Projects- Ms. Toliver

Ms. Toliver shared upcoming dates for the job and housing fairs, a seafood festival, and the reopening of Daisy Stocking Park. She mentioned that The Stompdown event scheduled for April is postponed, and she's coordinating with the organizer to confirm a new date, likely in August, and at a different venue. She shared that revisions were made to the commercial grants. It would cover up to 80% of the project cost, with a cap of \$50,000. For projects needing professional designs, the grant would, up to \$20,000. This grant was approved by the CRA and City Commission. Our office is revising the business façade and lease-hold improvement grants to offer more funding and consolidating them into one grant program, which will include roof repair and replacement for commercial properties.

Ms. Toliver mentioned at the April 3, 2024, CRA and City Commission meeting, the acquisition of a vacant lot on Helme Place was approved. The property is near Dr. MLK and ISB intersection. This purchase is part of the larger plan to develop a Midtown Town Center. Another purchase is on the agenda for April 17, 2024, to the former Shiloh church building and adjacent vacant lots. The proposed options are to repurpose the building as a black history museum or develop retail and residential spaces if the church is demolished.

She updated the Board that directional signage on West ISB that was discussed at a previous meeting is for vehicles to turn at Nova Road for the Midtown Center. The center was renamed to the Cherry Center and the sign must be updated.

Ms. Toliver provided another update to Ms. Hardy's inquiry about storm weather or other emergency alerts. She clarified that Volusia County does not have a sound system for alerts. They rely instead on dissemination through television and mobile phones.

Pastor Lake inquiries about the response to grants over the past two years. Ms. Toliver explains that the response has been low, not just in Midtown but citywide. Historically, the grants have been limited in scope and funding.

Ms. Sheppard asks about programs for roof replacement after storm damage.

Ms. Toliver mentioned that the City's Rehab program through Neighborhood Services paused during COVID but will resume this year. The City launched a roof replacement program last year and spent over a million dollars.

Mr. Thomas added that Transform 386 is another option. The program is available to all homeowners in Volusia County. Daytona Beach residents are eligible if they suffered roof damage from Hurricane Ian.

9. **Presentation- Spotlight on Midtown**

9. A. Ms. Cynthia Johnson, Soul Foods Restaurant, 854 Orange Avenue, Daytona Beach, FL
No presentation.

9.B Ms. Camille R. Martin, Camille R. Martin, P.A., 847 Orange Avenue, Daytona Beach, FL
No presentation.

10. **Old Business**

None.

11. **New Business**

None

12. **Public Comments**

Pierre Louis, 130 South Franklin Street, expressed support for the Midtown area.

13. **Board Comments**

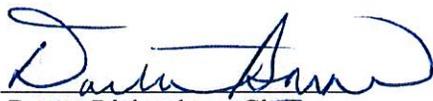
The Board members described the meeting as excellent, highlighting its productivity and focus on vital community concerns. They emphasized how it helped them gain clarity on community needs and what would benefit citizens the most.

14. **Meeting Recap/Follow-Ups For the Next Board Meeting**

None.

15. **Adjournment**

The meeting was adjourned at 7:39 p.m.



Renee Richardson, Chair



Dasha Bowen
Vice-Chair



Chernelia Campbell, Board Secretary