

THE CITY OF DAYTONA BEACH

Redevelopment & Neighborhood Services Division

P.O. Box 2451

Daytona Beach, FL 32115-2451

PHONE: 386-971-8180



AGENDA

Midtown Redevelopment Board Meeting

6:00 PM - Tuesday, September 10, 2024

City Commission Chambers

1. CALL TO ORDER
2. ROLL CALL
3. INVOCATION
4. PLEDGE OF ALLEGIANCE TO THE FLAG
5. APPROVAL OF AGENDA
6. APPROVAL OF MINUTES
 - 6.A. August 13, 2024 Meeting Minutes
[MRB Minutes 0813202 Final](#)
7. COMMERCIAL PROPERTY IMPROVEMENT GRANT FRUNDING REQUEST
 - 7.A. MLK OZ, LLC - 141 S. Dr. Martin Luther King Jr. Blvd.
[Memo 141 MLK Commer Grant](#)
8. STAFF REPORTS
 - 8.A. Police Department - Captain Conde
 - 8.B. Code Compliance - Ms. Sara Kirk
 - 8.C. Redevelopment Projects - Ms. Michele Toliver
9. PRESENTATION - SPOTLIGHT ON MIDTOWN
 - 9.A. Attorney Camila Martin
The Law Office of Camille R. Martin, P.A.
847 Orange Avenue, Suite E, Daytona Beach, FL
 - 9.B. Mr. Jared Thompson
100,000 Arts
942 W. International Speedway Blvd, Daytona Beach
10. OLD BUSINESS
11. NEW BUSINESS

11.A. Daytona Beach Fire Station Headquarters
[DB Fire Headquarters Presentation PUP](#)

12. PUBLIC COMMENTS
13. BOARD COMMENTS
14. MEETING RECAP/FOLLOW-UPS FOR THE NEXT BOARD MEETING
15. ADJOURNMENT

NOTICES - Pursuant to Section 286.0105, Florida Statutes, if any person decides to appeal any decision made by the City Commission 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. For special accommodations, please notify the City Clerk's Office at least 72 hours in advance. (386) 671-8023 Help for the hearing impaired is available through the Assistive Listening System. Receivers can be obtained from the City Clerk's Office.



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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 City Commission meeting should contact the City Clerk's Office, 301 S. Ridgewood Ave, Room 210, Daytona Beach, FL 32114, Telephone: 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 7-1-1 or 1-800-955-8771.

**MIDTOWN REDEVELOPMENT BOARD
MINUTES OF THE REGULAR MEETING
Tuesday, August 13, 2024**

The regular meeting of the Midtown Redevelopment Board was held Tuesday, August 13, 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
Ms. Cathy Washington (Ex-Officio)
Mr. Lynn Thompson (arrived at 6:02 pm)
Mrs. Tangela Hardy (arrived at 6:04 pm)
Pastor Eddie Lake

Staff Members Present

Mr. Ken Thomas, Redevelopment & Neighborhood Services Director
Ms. Michele Toliver, Redevelopment Project Manager
Mrs. Angela Armstrong, Redevelopment Project Manager
Mr. David Russell, Assistant City Attorney
Sergeant Booth, Daytona Beach Police Department
Mrs. Mandana Carry, Office Specialist III

1. Call to Order

Ms. Richardson called the meeting to order at 6:00 p.m.

2. Roll Call

Mrs. 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 Pastor Lake, seconded by Ms. Sheppard. The motion carried 5-0.

6. Approval of Minutes

A motion was made to approve the minutes from July 9, 2024, by Ms. Sheppard, seconded by Pastor Lake. The motion carried 6-0.

7. VALENCIA SQUARE PLANNED DISTRICT-PLANNED DEVELOPMENT-REDEVELOPMENT DEV2023-065(QUASI-JUDICIAL HEARING)

Ms. Toliver presented a request by Robert Merrill, Cobb Cole on behalf of Framework Group, LLC, the developer (City owned property until permit is building issued), to rezone approximately 3.25 ± acres of land located at 544 Orange Avenue, from Redevelopment Midtown-Neighborhood Center Mixed Use zoning district to Planned Development-Redevelopment to allow for development of a mixed income, multifamily housing complex project with 62 residential units and site improvements.

Ms. Sheppard asked by why the waiver is needed for the two large signs.

Ms. Toliver stated that the attorney representing the developer will respond.

Mr. Robert Merrill, Cobb Cole, One Daytona Blvd., Daytona Beach, FL shared that Phillip Smith, President, Framework Group, is passionate about housing and is making a long-term investment in Daytona Beach. Mr. Merrill mentioned that the signage waiver is closely aligned with the other design of Framework properties.

Mrs. Hardy asked for the affordable rent amount for the units and will low-income families impacted by recent hurricane flooding be given priority.

Mrs. Jessica Gow, Cobb Cole, One Daytona Blvd., Daytona Beach, FL stated that 12 units will be for the low-income households (60% or below Area Medium Income -AMI) and 12 units will be for moderate income households (120% or below the AMI). She stated that the rent amounts will be determined when the project is complete based on the HUD rent limits at that time. Mrs. Gow stated that they will coordinate with the Housing Authority.

Ms. Richardson asked how long it will take to complete the project. She also asked if the developer considered partnering with the Housing Authority to build all affordable rental housing.

Mr. Merrill stated that it will take approximately 12-16 months to complete, and that the developer could consider an affordable housing project with the Housing Authority.

Pastor Lake asked what consideration will be given for the homeowners near the three lots for the off-site stormwater ponds to reduce the risk of additional flooding. He also asked will there be local subcontractors working on the project.

Mr. Merrill responded that the stormwater retention and compensating storage will handle the rainwater. He mentioned that the same subcontractor for Framework's Beach Street luxury apartments will be use for this development and some will be local.

Pastor Lake asked how many households have vouchers and need a place to rent.

Ms. Toliver can obtain that number from the Housing Authority.

PUBLIC COMMENTS

Pierre Louis, 130 S Franklin Street, commented in favor of the request and strongly encouraged luxury apartments in Midtown.

BOARD ACTION

A motion was made to recommend approval to the Planning Board by Mr. Thompson, seconded by Pastor Lake. The motion carried 6-0.

8. Staff Reports

8a. Police Department- Captain Conde

Captain Conde presented crime statistics from July 8 to August 12, 2024 for District One. The event at Daisy Stocking Park donated 300 backpacks.

8b. Code Compliance – Ms. Kirk

Ms. Kirk presented the code cases for the month of June and July 2024 for the Midtown area.

Pastor Lake mentioned that there is a resident complaint from last month about property maintenance.

Ms. Toliver will provide the information to Ms. Kirk.

8c. Redevelopment Projects- Ms. Toliver

Ms. Toliver mentioned that she is developing a list of Midtown accomplishments. The upcoming Stompdown event is this weekend, August 17, 2024. Any Board member should contact her if they want to attend. She is developing a list of Midtown accomplishments to August 9, 2024.

9. Presentation- Spotlight on Midtown

9. A. Mr. Jared Thompson

100,000 Arts, 904 W. International Speedway Blvd, Daytona Beach

No presentation

9.B. Ms. Tonette Kinsler

Naughty Petals, 944 W. International Speedway Blvd, Daytona Beach

Ms. Kinsler is the owner and has operated for 1 ½ years. She provides custom arrangements that has served customers locally and, in several states, and her business started in her garage.

10. Old Business

None.

11. New Business

11.A. Volusia County – Transform386

Mr. Christopher Williams, Compliance Project Manager

He stated that he is from the office of Recovery and Resiliency. He shared the types of assistance offered as Home Rehabilitation, Reconstruction and Reimbursement (extended Reimbursement assistance by 1 year. He reviewed the eligibility criteria and 80% of Area Medium Income (AMI) and below is the target household income and application priority. He shared the steps after residents apply and the cases for Daytona Beach (277), Midtown (42) and a total of 1100 cases in Volusia County. The program has 6 years from March 2024 to spend all the funds.

Board members had several questions and Mr. Williams responded. The Board members expressed that funds can be spent quicker, more households assisted, and assistance should be provided to renters.

12. Public Comments

John Nicholson, 413 N Grandview Avenue, suggested that event supported by Midtown should only occur in Midtown.

Pierre Louis, 130 S Franklin Street, commented about the meaning of affordable housing depending on the location. He stated that currently Midtown has a large number of affordable and subsidized housing and the area needs more luxury housing.

13. Board Comments

No comments.

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

None.

15. Adjournment

The meeting was adjourned at 7:50 p.m.

Renee Richardson, Chair

Chernecia Campbell, Board Secretary



THE CITY OF DAYTONA BEACH

REDEVELOPMENT & NEIGHBORHOOD SERVICES DIVISION

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MEMORANDUM

DATE: September 3, 2024

TO: Midtown Redevelopment Board

FROM: Michele Toliver, Redevelopment Project Manager

SUBJECT: Commercial Improvement Incentive Grant Program – 141 S. Dr. MLK Blvd

PROJECT REQUEST

Mr. Leon McCray, applicant and property owners of MLK OZ, LLC, is requesting the Redevelopment Board to recommend approval for the funding through the 0% interest loan for the Commercial Improvement Incentive Program Grant. The application is to replace the roof and replace eleven (11) windows at the property located at 141 S. Dr. Martin Luther King Blvd.

PROJECT LOCATION

The property is located at 141 S. Dr. Martin Luther King Blvd., Daytona Beach, FL 32114.



BACKGROUND

MLK OZ, LLC is a vacation rental business that opened in 2022. Mr. McCray submitted a grant application to replace the roof and eleven (11) existing windows at 141 S. Dr. Martin Luther King Jr. Blvd.

According to the price quotes attached to the grant application, the new roof and the replacement window costs are estimated at \$29,151.32. Therefore, based on the criteria of the grant program, MLK OZ, LLC is eligible to receive \$23,321.06. This amount is 80% of the total project cost.

The Commercial Improvement program was created to provide incentives that will encourage the renovation and rehabilitation of any building located in the Daytona Beach Redevelopment areas. This program is in the form of a 0% interest rate loan and is forgivable after two year so long as a licensed business is at the location. This project meets all eligibility

FISCAL IMPACT

Grant award of \$23,321.06

PROJECT ANALYSIS

Review of and the decision on the Commercial Incentive Application shall be based on the following pre-conditions:

Is it a conforming use?

The subject property is in the RDM1 (Redevelopment Midtown – Midtown Center Mixed Use) which allows for visitor accommodation uses (vacation rentals) as a principal use.

Does the property have any delinquent ad valorem taxes, or municipal or county liens?

Staff has not found any delinquent ad valorem taxes, municipal or county liens on the subject property.

How the project will contribute to the elimination or prevention of slum and blight.

This subject property has been on Dr. Martin Luther King Jr. Blvd. for many years and in 2022 the interior and exterior of the building was improved prior to the business opening. The applicant is proposing to complete these exterior improvements to make the building even more attractive to clients.

Staff has reviewed the proposed project and meets all required pre-conditions.

RECOMMENDATIONS

Staff recommends that the Board consider approval of the Commercial Improvement Grant for the MLK OZ, Inc. project in the amount of \$23,321.06

A majority vote by the Midtown Redevelopment Board members present and voting is required to recommend approval to the City Commission

On August 21, 2024, the City Commission approved the Public Use Permit for the new Fire Station Headquarters.

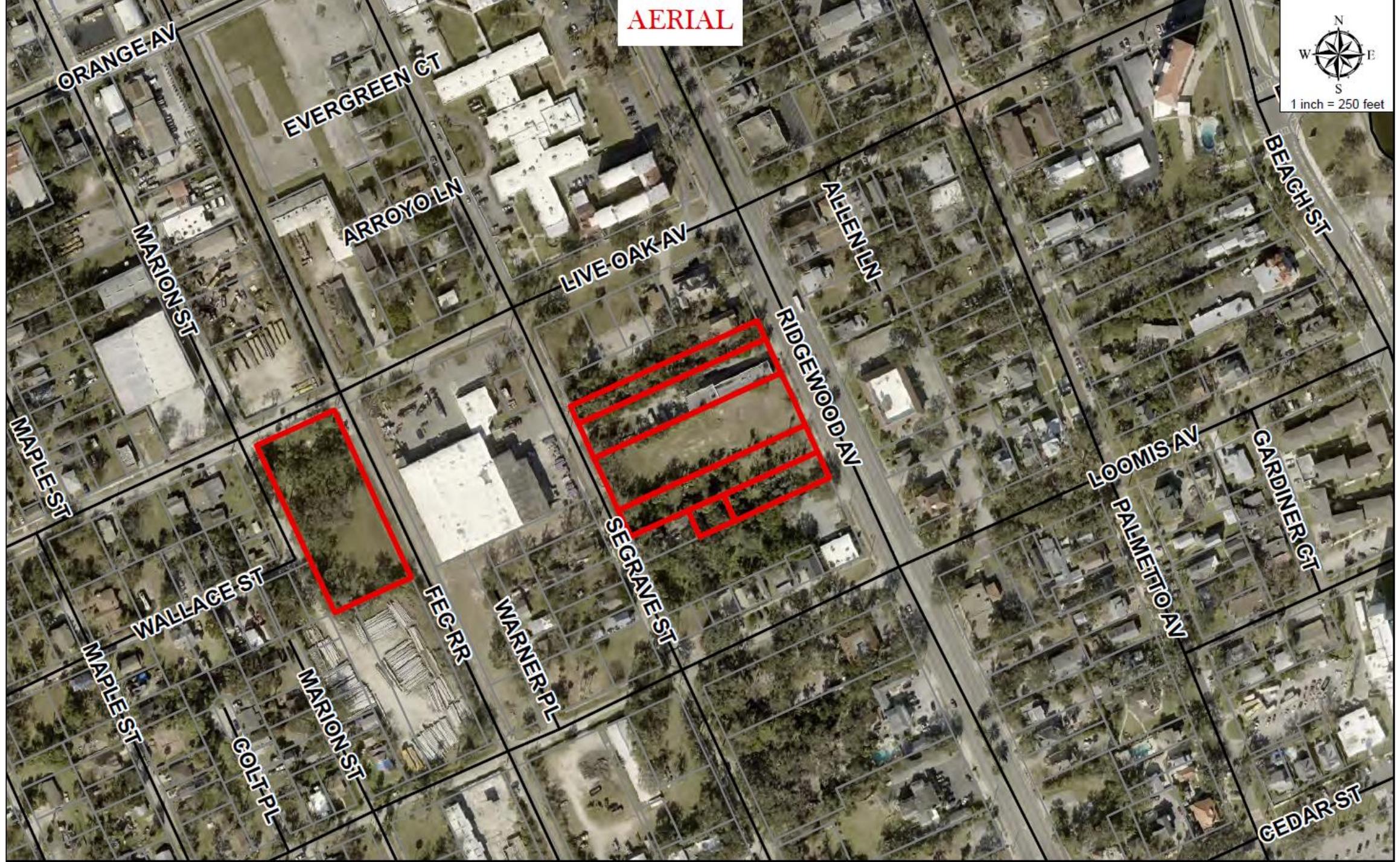
The approval allows for the use and development of a new Fire Department Headquarters building in the 400 block of S. Ridgewood Avenue and includes an off-site compensating storage site at 505 Live Oak (Live Oak Park). The approval also waives the requirement for the Redevelopment Boards to approve the Site Plan for the project. The Site Plan is being presented for informational purposes only.



AERIAL



1 inch = 250 feet



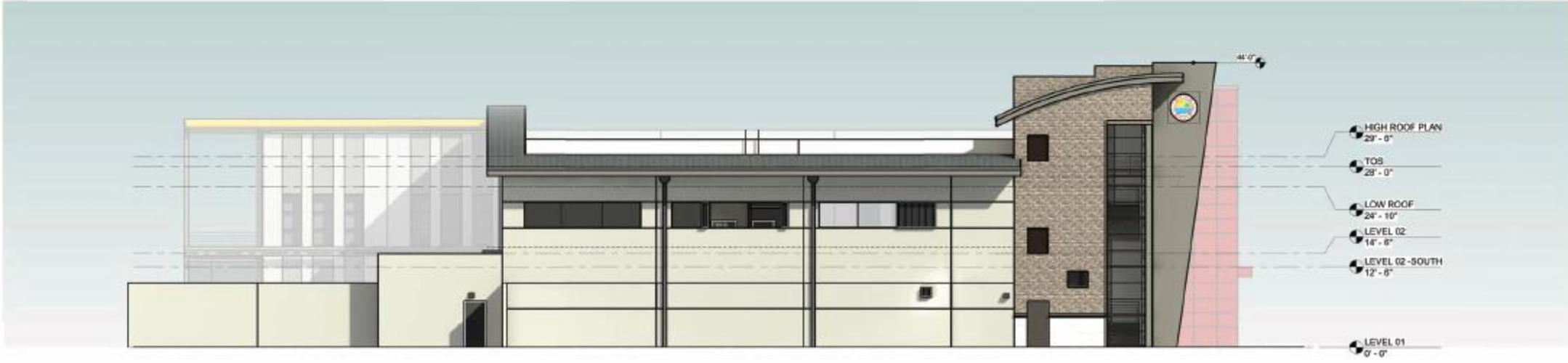


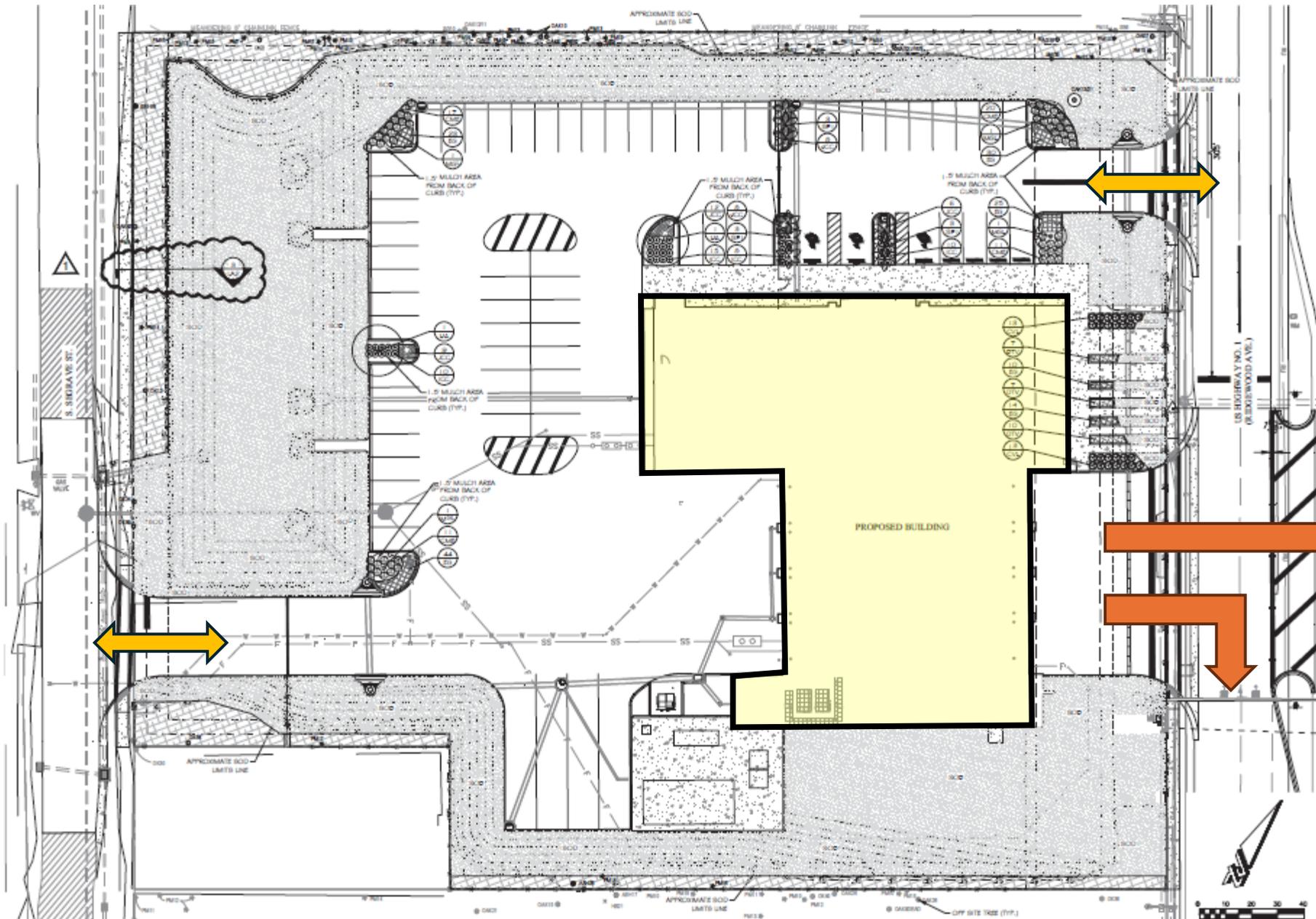
EAST EXTERIOR BUILDING ELEVATION 18'-0" x 14'-0" 1





NORTH EXTERIOR BUILDING ELEVATION 10'-0" x 1'-0" 1





Segrave

Ridgewood

Site Access

