

**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**

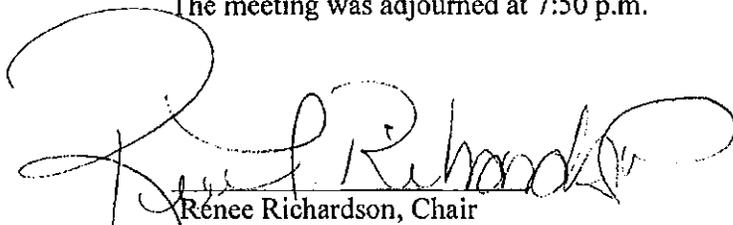
No comments.

**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

  
Chernelia Stuart, Board Secretary