

**REGULAR MEETING  
MIDTOWN REDEVELOPMENT AREA BOARD  
MINUTES  
Tuesday, February 9, 2016**

The regular meeting of the Midtown Redevelopment Area Board was held Tuesday, February 9, 2016, at 6:00 p.m. in the Commission Chambers, Daytona Beach City Hall, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

**Board Members Present**

Mr. Martin Tooley, Chair  
Mr. Tony Barhoo  
Mr. Danny Fuqua  
Mr. Steven Miller (arrived at 6:15 p.m.)  
Mr. Oliver Ross

**Board Members Absent**

Ms. Kenya Ford

**Staff Members Present**

Mr. Reed Berger, Redevelopment Director  
Mr. Charles Bryant, Redevelopment Project Manager  
Mr. Doug Gutierrez, Senior Planner  
Mr. Ben Gross, Assistant City Attorney  
Ms. Becky Groom, Board Secretary

**1. Call to Order**

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

**2. Roll Call**

The roll was called and attendance was noted as stated above.

Mr. Gross stated since there was not a quorum, the Board could meet but could not take action on items.

Mr. Tooley stated action items would be delayed until other members arrived that would make up the quorum.

**3. Invocation**

Mr. Fuqua gave the invocation.

**4. Pledge of Allegiance to the Flag**

Mr. Ross led the Pledge of Allegiance.

5. **Approval of Minutes for December 8, 2015**

A motion was made by Mr. Miller, seconded by Mr. Fuqua, to approve the minutes of the December 8, 2015, regular meeting of the Midtown Redevelopment Board. The motion carried unanimously (5-0).

6. **Staff Report**

**Police Department**

There were no comments on the report as presented.

**Code Enforcement**

Mr. Tooley stated two problem areas have been eliminated on Cedar Street. He stated one of the homes had historical value and was the home where Ms. Bonner lived who the Bonner Elementary School was named after. He stated progress is being made on Whitehead and Loomis. Mr. Tooley stated Mr. Sykes has indicated he will attend future Midtown meetings and asked Mr. Bryant to contact Mr. Sykes to confirm attendance.

7. **Discussion – ISB Corridor Transit Oriented Development (TOD)**

Mr. Berger stated the ISB corridor and redevelopment have been discussed for a long time. He stated stakeholders have been involved in the discussions to determine what can be done to create a better gateway to the World's Most Famous Beach. Mr. Berger stated it has been discussed on how people will move from the airport to the beachside and points in between. Mr. Berger stated the look of ISB has already changed through the removal of parking lots that lined the roadway. Mr. Berger stated this is the beginning of the implementation of this process and will be discussed by various Boards through the process.

Doug Gutierrez, Senior Planner, presented the staff report which is included as part of the packet. Mr. Gutierrez stated the FDOT transportation plan promotes TOD's. Mr. Gutierrez stated the benefits of a TOD are to increase ridership on public transportation, reduce vehicle miles traveled, and provide economic development. He stated FDOT consulted with the ISB Coalition, Volusia County, the City of Daytona Beach, the Transportation Planning Organization, Votran, and other organizations to study US92 and the entire ISB corridor. He stated a Corridor Master Plan was developed. He stated the TOD will help Daytona Beach and the redevelopment areas and will create a strong walkable urban thoroughfare.

Mr. Gross stated that Mr. Miller arrived for the meeting at 6:15 p.m. and there is now a quorum.

Mr. Fuqua asked how this would be funded and asked if there will be an increase in taxes.

Mr. Berger stated there will not be money coming from redevelopment to fund this. He stated funding will come from FDOT. He stated before a transit system is put in place, the amount of ridership that will use the system must be determined. Mr. Berger stated usually the money comes from the State or Federal government; but he said right now, no one is talking about funding because it has not been determined if there will be a sufficient number of riders for the system.

Mr. Gutierrez stated it is proposed for the areas along the transit system to become local activity centers and people would walk to the centers within ¼ mile from either the north or south of the center to access the transit system.

Mr. Miller asked if the rail system would have a depot in Midtown.

Mr. Berger stated there has been discussion about extending Sunrail from DeLand to the airport. He stated there is discussion about using a rapid transit bus to move people from the airport Sunrail station. Mr. Berger stated the Amtrak discussion has been tabled for now. Mr. Berger stated what is proposed in the plan is a rapid transit bus system.

Mr. Gutierrez stated an amendment to the Comprehensive Plan would be required to put in place the foundation for the TOD. He stated the amendment would be presented to the Redevelopment Boards, Planning Commission, and then City Commission. He stated the amendment would be sent to DCA and the Volusia Growth Management Commission for their review. Mr. Gutierrez stated it is a long process and would then require an amendment to the Land Development Code which would also be reviewed by the Redevelopment Boards, Planning Board, and City Commission.

Mr. Ross asked if this plan would impact the proposed overlay to be done on ISB. <sup>sta.</sup> <sup>v.f.</sup>

Mr. Berger stated he did not think so but there will be some improvements and beautification along the street.

Mr. Barhoo asked what happens to the businesses on the back side of the existing buildings since they would no longer be visible.

Mr. Gutierrez stated it is not the intention to create a wall of buildings along ISB. Mr. Gutierrez stated implementation would be through a PD process.

Mr. Barhoo asked how many hubs are proposed.

Mr. Berger stated he would think one would be at Bethune-Cookman, one downtown, and one at ISB/A1A. He stated the issues coming up will be the location of the hubs.

Mr. Tooley asked how the neighborhoods will be protected.

Mr. Gutierrez stated development would be compacted within the corridor and stated the design guidelines regarding heights of buildings would be used so the neighborhoods would not be overshadowed and impacted.

### **Public Comments:**

Sabrina Sessoms, 566 Reed Canal Road, No. 24, South Daytona, Florida, stated she is concerned about the lack of activities for youth in the community. She stated she would like to make sure healthy choices and a healthy economic environment are available throughout the community.

Lavonne Lassiter, 318 S. Adams, stated she would like to be involved in the redevelopment of Midtown. She expressed concern that there is nothing for children to do in Midtown. She stated she conducts dance lessons free of charge to youth in the community and is looking for assistance in helping to find a location to hold dance instructions.

Mr. Miller stated Leisure Services has recently created a Board of citizens to help with recreation offerings and the first meeting is scheduled for Wednesday, February 10, at 7:30 a.m. at the Midtown Cultural Center. He stated he also is concerned about the lack of recreation opportunities for the youth of the community and feels the children have been neglected. He stated the Board will address the prices and fees that are charged for program offerings. He stated he would see if he could get a facility free of charge for Ms. Lassiter to use for the dance lessons.

Dan Harshaw, 115 Lenox, stated the TOD project was presented rather quickly to the Downtown Redevelopment Board last week and is pleased to see that the city is slowing the process. Mr. Harshaw stated the Midtown Board is only seeing a summary of what was presented to the Downtown Redevelopment Board and encouraged the Board to obtain a copy of the report that was originally presented. Mr. Harshaw stated he is concerned about densities proposed and the geographic boundaries. He stated the proposed plan would allow density of 80 units per acre which would equate to an 85 story high building. He stated a single family home will no longer be permitted if this TOD is adopted.

Michael Denis, 615 Lenox Avenue, stated he is concerned about the densities proposed and feels it is beyond what Daytona Beach needs in the foreseeable future.

Hemis Ivey, 314 S. Franklin Street, stated he does not see an 80 story building being constructed in Midtown. He stated he feels a workshop is needed to further discuss this plan. He stated Midtown has the lowest per capita out of all of the CRA's. He stated he does not want Midtown to become a smaller version of Baltimore where the transit system goes around the inner city. He stated the TOD is another component of the Master Plan and is needed.

Weegie Kuendig, 718 N. Wild Olive, stated she does not know that we want to become a large urban center. She stated we should be looking at the jobs that are brought to the area. She stated the new hotels will only bring jobs that pay \$10 per hour. She stated decent jobs are more important than a transportation system that will be used 100 years from now. She stated the height limits cannot be approved as is presented and protect the neighborhoods. She stated this has been previously discussed and is concerned that this is being pushed through so fast. She stated the only thing that has been proposed in the downtown is senior housing at the former car lots and that will not help with decent paying jobs and good housing.

Johnnie Ponder, 885 Maley, stated the proposed plan discusses taking a lot of Midtown out. She stated a workshop is needed to discuss the proposed plan. Ms. Ponder stated improvements need to be made to Midtown to clean up the area. She stated the Chamber of Commerce should be looking for businesses to locate in Midtown so there are more jobs available.

Patricia Heard, 822 Vernon Street, stated she is concerned about the construction work of Orange Avenue and is concerned about the businesses along Orange Avenue that are not doing well as a result of the construction. Ms. Heard stated she is concerned about the lack of Code Enforcement in Midtown and the number of signs posted on poles in Midtown. Ms. Heard stated she is concerned about the number of cars illegally parked on yards in Midtown. Ms. Heard stated she is concerned about the flow of traffic through Midtown and people parking along the wrong side of the road. She stated there a car has been parked at 1409 Third Street on the wrong side of the road for one month and asked that someone look into that. Ms. Heard stated she is concerned about all of the shops that have covered their windows with advertisements in Midtown.

Mr. Tooley stated he feels a workshop is needed to discuss the proposed TOD. Mr. Tooley stated he feels Daytona Beach has lost its impact in Volusia County. He stated something has to be done to

change Daytona Beach for the better for the youth. He stated development has stagnated in Midtown and we are regressing. He stated he does not believe there will ever be an 80 story building in Daytona Beach because the land cannot support it. He stated the area is also in the middle of a flight plan for the airport and buildings can only be a certain height due to Federal regulations. He stated he feels the biggest mistake that was made was when Memorial Stadium was moved and people can no longer walk there. He stated mass transit is needed to get people to the stadium. Mr. Tooley stated he supports the TOD and feels it is one of the best things that have been proposed. He stated this will encourage development and is needed.

## **8. Redevelopment Project Updates**

Mr. Berger stated a copy of the JLL report has been provided to the Board and noted they have finished Phase 1 of the contract. He stated the focus will be to have a discussion with Bethune-Cookman about the properties they own and to discuss some of their priorities.

Mr. Tooley asked Mr. Bryant to poll the Board members to determine a suitable date for a workshop regarding the TOD.

Mr. Berger stated he will have Ms. McDonald call everyone about a workshop. He stated he will talk with staff since other Boards are scheduled to hear the same presentation. He stated once all Boards have heard the presentation, a workshop will be considered.

Mr. Bryant stated Ms. McDonald would like to thank the Board for the flowers that were presented to her during her recent illness. He stated she is recovering from her stroke and has returned to work.

Mr. Berger stated Mr. Bryant is the person who intervened with Ms. McDonald's medical situation and thanked him for helping her.

Mr. Bryant stated Light Up Midtown and health fair were held in December and 38 vendors were there. He stated 4 doctors were in attendance and the 4 hospitals were present. He stated Farm Share was there from Jacksonville and brought food and vegetables for over 300 families. He stated the Senior Prom was held and was attended by over 275 people. He stated Ms. Cleo Higgins who is 92 years old was the prom queen and the king was 90 years old. Mr. Bryant stated over 40 people were able to get their hair done free of charge and 10 men got free haircuts. He stated over 50 people were able to get clothing from the Salvation Army through \$50 vouchers that were provided. He stated free transportation was provided by New Life Church Ministries of Holly Hill. Mr. Bryant thanked all the sponsors who supported the events and, in particular, Ms. Shanda Nobles-Milton, of Vitas who was a signature sponsor.

Mr. Barhoo left the meeting at 7:30 p.m.

## **9. Public Comments**

Charles Thomas, 1076 North Street, stated he owns a business on Orange Avenue. He stated he is concerned that his landlord is raising his rent by 25%. He stated he recently purchased Beach Street Impressions and the College Book Rack and is interested in serving the Midtown community. He expressed concern about the lack of programs for the youth in the community.

10. **Board Comments**

Mr. Miller stated he has contacted Bethune-Cookman and they are interested in helping the business community in Midtown. He stated a meeting has been scheduled for February 25 at the Holmes Business Center, Room 328 at 6:00 p.m. He stated he is looking forward to serving on the Leisure Services Board. Mr. Miller stated there are 3 BCU students working free of charge at his business and stated interns could help other businesses as well.

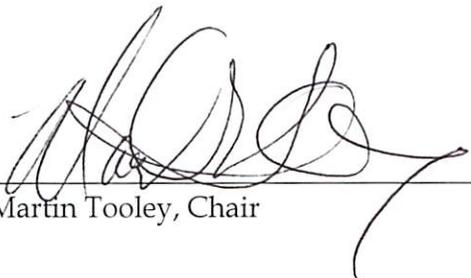
Mr. Fuqua thanked all of the individuals who spoke during public comments. He encourages all of the business owners to attend Midtown meetings so they know what is going on in the community. He stated he agrees with Ms. Heard that the area needs cleaned up.

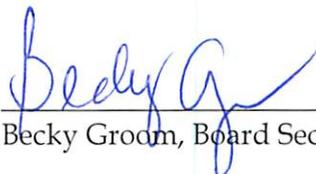
Mr. Ross stated he feels the youth need positive role models in the community.

Mr. Tooley stated Rev. Carl Brinkley who was one of the first black Sheriff's in Volusia County has passed away. He stated Rev. Brinkley has 2 streets named after him and a Boys and Girls Club is also named after Rev. Brinkley. Mr. Tooley thanked all of the public who provided comments this evening. He thanked staff for their continued support and service to the Board.

11. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 7:45 p.m.

  
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Martin Tooley, Chair

  
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Becky Groom, Board Secretary