

**REGULAR MEETING
MIDTOWN REDEVELOPMENT BOARD
MINUTES
Tuesday, January 10, 2017**

The regular meeting of the Midtown Redevelopment Board was held Tuesday, January 10, 2017, at 6:00 p.m. in Commission Chambers, Daytona Beach City Hall, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members Present

Ms. Kenya Ford, Chair
Mr. Danny Fuqua, Vice Chair
Mr. John Baldwin, II
Mr. Tony Barhoo (Planning Board appointee)
Mr. Steven Miller
Mr. Oliver Ross

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Charles Bryant, Redevelopment Project Manager
Mr. Arthur Huggins, Assistant City Attorney
Ms. Becky Groom, Board Secretary

1. Call to Order

Ms. Ford called the meeting to order at 6:00 p.m. Ms. Ford asked for a moment of silence in respect to the fallen officers in the City of Orlando.

2. Roll Call

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

3. Invocation

Mr. Baldwin gave the invocation.

4. Pledge of Allegiance to the Flag

Mr. Miller led the Pledge of Allegiance.

5. Approval of Minutes for Meeting of December 13, 2016

A motion was made by Mr. Ross, seconded by Mr. Miller, to approve the minutes of the Regular Meeting of December 13, 2016, as presented. The motion carried unanimously.

6. **Staff Report**

Police Department

Capt. B. K. Williams presented the Compstat report which was included for the period through January 7, 2017. Capt. Williams stated burglaries had increased by 67%, an increase of 26% in larcenies, and 300% in car break-ins. Capt. William stated the aggravated assaults had increased to 9 cases this period. Capt. Williams stated he felt the increase in burglaries was due to unlocked vehicles and unsecured homes.

Mr. Barhoo asked if there were still "hot" zones.

Capt. Williams stated the "hot" zone is the Midtown area.

Mr. Miller asked if information would be distributed to the area regarding crime prevention.

Capt. Williams stated an attempt had been made to place information in area businesses regarding crime awareness and prevention but many business owners did not want the information at their businesses because they did not want customers to know there would be a problem with crime in the area.

Ms. Ford asked that Capt. Williams provide information to the Board and it could be distributed through the churches throughout the community.

Code Enforcement

Jerome McCoy, Neighborhood Services Inspector, stated there were a total of 19 cases during the past month. Mr. McCoy noted that 511 Park Drive is about to come into compliance. Mr. McCoy stated 338 Fulton Street was an abandoned building and the owners live in South Carolina. Mr. McCoy noted the owners were trying to get a local company to clean the property for them.

Board Recognition:

Ms. Ford recognized John Baldwin, II as a new member of the Midtown Redevelopment Board.

The Board recognized Martin Tooley for his service on the Midtown Redevelopment Board.

7. **DEV2016-126 - MLK Lofts, Rezoning-Planned Development-Redevelopment (PD-RD) including Site Plan Approval**

Mr. Berger presented the staff report which was included as part of the packet. Mr. Berger stated the packet included the rezoning and site plan review. Mr. Berger stated an incentive agreement was prepared and approved on September 7, 2016. The incentive agreement included an annual payment of 100% of the tax increment revenue created by the project to be reimbursed up to \$3,600,000 for a 20 year term or until the CRA expired, whichever occurred first. Mr. Berger stated additionally, the CRA would pay up to \$538,000 for City development fees and a \$75,000 economic incentive package. Mr. Berger stated funds that were set aside for the JLL Midtown Redevelopment project would be diverted to fund the MLK Lofts project. Mr. Berger stated a section north of Eldorado had been added to the project but there were no specific uses outlined at

that particular time. Mr. Berger outlined the City-owned land that was adjacent to the proposed project and stated some would be used for parking, green space, and stormwater retention. Mr. Berger stated the City may encourage commercial development along the Orange Avenue section.

Mr. Berger stated the waivers requested were: tree preservation; signage at Division and Orange which will be a primary entrance; waiver of 68 required parking spaces and noted the city will be providing 40 parking spaces adjacent to and connected to this property; setbacks for maximum building height of up to 80 feet; and a waiver to include site plan approval as part of this application process.

Applicant's Presentation:

Jim Morris, 750 Oak Heights Court, spoke representing the applicant, Heron Realty. Mr. Morris stated the project would help fill the need for student housing in the area. Mr. Morris stated the building was planned to be six stories high and would not reach 80 feet.

Mr. Miller asked what the true value was of what the city was providing for this project.

Mr. Morris stated it had not been priced out from a cost perspective. Mr. Morris stated he did not believe the question was relevant to the site plan review.

Mr. Miller asked what the market rate was for the apartments.

Hemis Ivey, Jr., 314 S. Franklin Street, stated a market analysis was done and the market rate would be compatible with other units in Daytona Beach, which was \$900 and up.

Mr. Miller stated people that lived in the neighborhood would not be able to afford the rent and asked again what the market rate would be.

Mr. Ivey stated what was proposed were luxury apartments and he felt there was a need for those types of units here and the units would be rented based on the market rate for the City of Daytona Beach.

Mr. Morris stated the market rate was not limited to the neighborhood.

Mr. Ivey stated the developer had two major companies do a market analysis for this project and both agreed this project will work.

Mr. Miller stated across from this project is a tire store and asked if there are plans for that property.

Mr. Morris stated that property is not part of this project.

Mr. Miller stated he feels this is a beautiful project and the neighborhood needs this.

Mr. Barhoo stated he was concerned about the waivers that were requested. Mr. Barhoo asked if a traffic study had been completed. Mr. Barhoo stated he was concerned about parking; height of the building; safety; and noise for the surrounding area. Mr. Barhoo stated the fact that the City spent \$25,000 to validate this project concerned him.

Mr. Morris stated the City's Traffic Engineer had been involved in the meetings with City Staff. Mr. Morris stated he windows would be closed most of the time so there would not be noise coming off the building. Mr. Morris stated the unit count is 82 and that was not a high number. Mr. Morris stated it was anticipated that a substantial number of the occupants would be students who did not have cars.

Mr. Barhoo stated the reason he asked about noise was because noise was an issue that was raised when Bethune-Cookman was building their dorms next to a residential area.

Mr. Morris stated the east side of the building would face the parking site and the front would face Martin Luther King Blvd. Mr. Morris stated the building would be monitored.

Mr. Barhoo stated he was concerned about the City using \$25,000 to help validate this project.

Mr. Morris stated a study was done to determine if the city should participate using TIF financing and the city took the time to determine if the CRA could support the development.

Mr. Fuqua stated he was excited to see the project moving forward. He stated he believed once the project started, other investors would see the possibilities of doing other projects in Midtown.

Mr. Ross stated Eagles Landing was fully occupied which was next to a landfill and a cemetery. Mr. Ross stated the proposed project would be the gateway for Martin Luther King Blvd. and should not be looked at in a negative way.

Mr. Morris stated Eagle Landing was one of the areas considered in the rate study.

Mr. Ivey stated the project presented an opportunity to make a difference in the City.

Mr. Fuqua stated he did not want to see this \$20,000,000 project move away from Midtown.

Ms. Ford stated she wanted to see redevelopment and something great in our City. She stated she would like to know who the project would be marketed to and the types of tenants planning to move in there. She stated she did not believe a professional would want to reside in a building where students were also living.

Mr. Morris stated he did not have input into the marketing project. He stated he believed Bethune-Cookman is a considerable factor for the project.

Ms. Ford stated we should look at the income levels for Eagle Landing and Bethune-Cookman students. Ms. Ford stated she was concerned about parking. She stated she was concerned about the location of the retention pond with the possibility of families and small children living there. Ms. Ford stated she was concerned about the City allocating \$400,000 for this project.

Mr. Morris stated before this project was proposed, the City allocated \$400,000 for the relocation of the Public Works site.

Mr. Berger stated the stormwater facility would come out of revenue the City collected. Mr. Berger stated the parking may come from the same area but would not come from Midtown Redevelopment funds.

Public Comments:

Martin Tooley, 640 Marion Street, thanked the Board for the plaque recognizing him for his service. Mr. Tooley stated he was concerned about giving 100% of tax increment to this project over the next 20 years. Mr. Tooley stated that during the City Commission meeting, an average rental of \$1,700 was discussed. Mr. Tooley stated he was concerned that the job market would not support that expense. Mr. Tooley stated the statement was made that the analysis was based on student income and the income level of people living in the area: he stated very rarely does a student make more than the median income since most students only work part-time. Mr. Tooley stated he was concerned about the probability that we will have units that cannot be filled.

Mr. Ross stated nothing was being done in this area and all he sees is crime. He stated we needed something to attract people to the area.

Mr. Miller stated the City was giving a lot of incentives for this project and a lot of taxpayer money.

Mr. Fuqua stated this was the only project that had made it this far. He stated he was looking forward to other smaller projects to come to the area as a result of this project.

Board Action:

A motion was made by Mr. Fuqua, seconded by Mr. Ross, to approve DEV2016-126 - MLK Lofts, Rezoning-Planned Development-Redevelopment (PD-RD) including Site Plan Approval, in accordance with the staff report as presented. The motion carried unanimously.

8. Redevelopment Project Updates

Mr. Bryant stated the Light Up Midtown and Health Fair events were a success. He stated food was provided to 440 area families and 1,300 individuals. He stated the Midtown Prom was attended by over 350 people. Mr. Bryant thanked the businesses and individuals that supported the programs and made them a success.

Ms. Ford asked if the City Commission supported these programs. She stated she felt the City should be matching the funds that were donated.

Mr. Bryant stated the City Commission does support the programs as well as individual City Commissioners.

Mr. Berger thanked Mr. Bryant for all he does to promote programs in the Midtown area and for bringing the community together.

9. Public Comments

Sandy Murphy, 136 Park Avenue, stated she had an inquiry from an individual who was looking for a 25,000 sq.ft. facility to bring a new business to the area. Ms. Murphy asked if the Board knew of any available property, to please contact her.

Anne Ruby, 137 Park Avenue, stated she hoped the MLK Lofts project was very successful. She stated small business would be critical to revitalize Midtown. Ms. Ruby stated at the beginning of the project, \$25,000 was allocated to hire Paul McKitrick as a consultant to help the MLK project go through the permitting process. She stated she hoped the City would have the same level of commitment to help small business development get through the same process.

10. Board Comments

Mr. Fuqua stated he was excited to see the MLK Lofts project moving forward.

Mr. Baldwin stated he was happy to see the MLK Lofts project approved. He stated there was more work that needed to be done in order to bring other projects into Midtown.

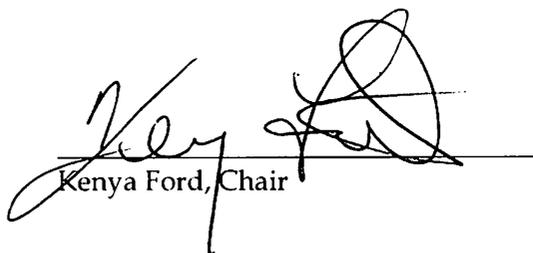
Mr. Ross thanked Mr. Bryant for everything he does for Midtown.

Mr. Miller thanked Mr. Berger for his work on the MLK Lofts project. Mr. Miller stated he was in the process of getting a project through the permitting system and if he had what was given to MLK Lofts, his project would be done. He stated he wished there were funds available for small businesses like his. Mr. Miller stated he was working on Midtown Produce and had not had one penny from anyone other than himself. He stated Midtown needed jobs and he did not believe the MLK Lofts project will generate jobs. Mr. Miller stated he attended the Senior Prom and it exceeded his expectations. Mr. Miller thanked Mr. Tooley for his service on the Midtown Redevelopment Board and stated he would miss serving with him. Mr. Miller welcomed the new attorney, Mr. Huggins.

Ms. Ford thanked the public that attended the meeting. Ms. Ford welcomed Mr. Huggins and thanked staff for their support.

11. Adjournment

There being no further business to come before the Board, the meeting was adjourned.


Kenya Ford, Chair


Becky Groom, Board Secretary