



CITY OF HOLLY HILL, FLORIDA

CITY COMMISSION

MINUTES • OCTOBER 9, 2018

City Commission Chamber

Work Session

5:00 PM

CITY HALL
1065 RIDGEWOOD AVENUE
HOLLY HILL, FL 32117

City Clerk's office: (386) 248-9441 - Fax: (386) 248-9448

1. CALL TO ORDER

a. Roll Call

Attendee Name	Title	Status	Arrived
Arthur J. Byrnes	District 1 - Commissioner	Present	
Penny Currie	District 2 - Commissioner	Present	
John C. Danio	District 3 - Commissioner	Present	
Chris Via	District 4 - Commissioner	Present	
John Penny	Mayor	Present	

2. OUTDOOR DISPLAYS WITHIN THE CRA

1.

Outdoor Displays Within the CRA

(Requested by Valerie Manning, City Clerk)

Brian Walker, City Planner gave a brief overview of the Outdoor Displays within the CRA for the workshop. Larry Bartlett, Volusia County Property Appraiser was present to show a brief PowerPoint presentation to the Mayor and City Commissioners. The following was shared with them: real property parcels, just value, city taxable value, commercial buildings and residential buildings; US HWY1 / Ridgewood Avenue, commercial property comparisons, Holly Hill top five property classifications and values, Holly Hill sale trends 2014-2018, city taxable values are increasing (referring to chart), encouraged voters to vote on Amendment 1 to increase the assessed value eligible for homestead exemption.

Mayor Penny opened public participation and informed the audience that he was going to allow two minutes for them to comment. He will call them up according to the sign-in sheet that was provided at the beginning of the workshop.

The following individuals spoke **FOR** the proposed Ordinance:

1. Robin Hanger
2. Tony Cassata
3. Tim Hopson
4. John Ferguson
5. Lynne Smith
6. Mark Madden

The follow individuals spoke **AGAINST** the proposed Ordinance:

1. Sholden Nash
2. Heidi Heller
3. Laura Garner
4. Joshua S. (?)
5. David Hein
6. Karen Van Dusen
7. Robert Nash
8. Jim Legary
9. Art Cappuccio
10. Jay Love

Mayor Penny closed public participation.

At this time there was discussion amongst the Mayor, City Commissioners, Attorney Simpson, Mr. Forte and staff. During this time of discussion Commissioner Danio had showed some pictures to the Mayor and City Commission on what he thought could be a way to regulate to set Holly Hill apart from other cities. As it pertains to the proposed Ordinance, there was consensus to add the following to Section 2. of the Ordinance (highlighted in red and they were okay with the remaining parts of the Ordinance as submitted by staff.

SECTION 2. That Sec. 114-707. - “Outdoor display of merchandise” is amended as follows: Outdoor display of merchandise in the Redevelopment District overlay ~~{shall be allowed}~~ **will be permitted** provided the following conditions are met:

- ~~The goods and merchandise is intended for use outdoors (such as lawn equipment, patio furniture, grills, etc.).~~
- A. **The goods and merchandise permitted for outdoor display are: motorized vehicles, trailers, boats, new lawn & garden equipment (not to include supplies or materials such as bags of fertilizer, rocks, etc.), new furniture specifically made and intended for outdoor use, new barbeque grills, plants and landscape related hardscape such as fountains.**
- B. **No outdoor display shall be allowed in areas set aside, required, or designated for driving aisles, driveways, maneuvering areas, emergency access ways, off-street parking, or unloading/loading.**
- C. **With the exception of areas used for sale of motorized vehicles, trailers and boats, the area used for outdoor sales and display of merchandise visible to the public, shall not exceed ten (10%) percent of the gross floor area of the corresponding commercial building.**
- D. **With the exception of motorized vehicles, trailers, boats, plants and landscaping related hardscape, merchandise not enclosed within a solid fence shall not exceed a maximum height of six (6' 0") feet.**
- E. **All city fire, building and other codes shall be strictly complied with.**
- F. **The display goods and merchandise is not permitted on a sidewalk or any portion of a public right-of-way.**
- G. **The display of merchandise must be neat and orderly as determined by the City Manager or their designee.**

- H. The merchandise is displayed in an area designated for outdoor display that does not impede visibility or access to and within the site.
- I. The merchandise is only displayed during hours of operation.
- J. Outside display and sale of merchandise for approved vendors at temporary special events shall be permitted as a function of the temporary event permit **or in accordance with Section 114-902.**

The display of outdoor merchandise within the Redevelopment District Overlay that does not meet the requirements of this section and that exist at the time of the passage of this section, may be continued for a period of six months from the date of the adoption of this section. At the expiration of the six month period, any further display of outdoor merchandise not in conformity with the provisions of this section shall be discontinued.

This special exception is a limitation on the outside display, storage or sale of goods, merchandise or services as permitted by section 114-901.

Mr. Forte mentioned that he would work with staff to draft this into an Ordinance to bring it forward for first reading and if there's any tweaking they can do it at the first reading before second reading. He is hoping to have the first reading in October. In November there will be a new Commission at that time. They can do November and December.

Mayor Penny was okay with the progress. They will decide which meeting to have the first hearing come forward. Mayor Penny asked if the City Clerk could read into the record Mr. Mike Myer's letter that he emailed earlier today.

Dear Mayor Penny, Commission and Workshop Attendees,

Please accept my apology for not being in attendance. My wife, Ann and I are on a long planned trip. I certainly would like to be at this workshop to hear and have input on this important issue.

For those who don't know, my business is on U. S. No.1 near 3rd Street. We bought the building a little more than 13 years ago at the urging of our longtime friend and adjoining property owner, the late commissioner John Capers. When we moved in, Sam's Dyno-Power, an outstanding vehicle repair shop, was our neighbor to the south. John's shop, Caper's Muscle Cars was our northerly neighbor. Things looked rosy.

Well, shortly thereafter Sam sold out, the economy went to heck in a hand basket and John closed his business. The great plans for the large vacant property across the street failed and instead of an improving, moving forward, vital U.S. No. 1 commerce district, we were stuck with a blighted, hooker and druggie infested corridor.

I give all this history because I want to make it clear that Myer Land Surveying, Inc. and Michael Myer, resident have a great interest in improving our City's main corridor.

The original ordinance that came before the Board of Planning and Appeals seemed short sighted to me and the majority of the Board. We all agreed the corridor desperately needs improvement and the current rules seem insufficient. I wholeheartedly endorse this workshop to help find a way to accomplish that task.

In my opinion outdoor displays of clothing piled on a table is not a proper outdoor display. All of the assorted and sundry items outside a pawn shop are not a proper display. The assorted items in front of the dollar store are not an appealing sight in the

main corridor of any city. Equally, boarded fronts, purple, pink and chartreuse colored structures and mannequins are not putting our best foot forward. Overgrown landscape, 3 foot tall weeds and generally under maintained properties are not presenting our City in the best light. The question is, what do we do about it?

I know many of the merchants will argue that the outdoor displays are their best and sole means of attracting customers. I suggest a tasteful, attractive commercial corridor will attract customers, too. To accomplish this I have a few ideas, some or all may be pipe dreams or totally outlandish, but here goes:

An unspoken problem along U. S. No. 1 is parking. There is very little. Can this be addressed? What can the City do to help with this? Can we have Nova Road re-designated as U. S. No. 1? Then we could make Ridgewood Avenue a downtown street with parking.

Next, what about a corridor color scheme? No outlandish colors only a small palette of colors allowed.

Thirdly, no boarded up windows allowed, with the exception of hurricane preparedness.

Fourth, a very specific list and limit on outdoor display. And if the displayed items don't fit inside the store with fire code compliant aisle sizes then the products cannot be moved outside to make more room.

Fifth, I suggest a Board or a Committee with quasi-judicial authority to approve or deny displays and color schemes. There could be a normal appeal system for those who disagree with the Corridor Board's decisions.

Sixth and finally, violators should be subject to cease operation notices rather than fines to come into compliance much like builders that fail inspections.

Our code enforcement and building and fire inspection systems are in good shape. We have conscientious folks in these positions. I would encourage their supervisors to remind them that violators are not the enemy and that it is important to the citizens and the City government that they maintain a pleasant attitude when dealing with the public. Violators are the public. We all know the local newspaper is only too happy to publically air what they perceive is our City's dirty laundry. Let's strive hard to not give them any ammunition.

Again, I am sorry I can't be at this meeting. I am confident it is in good hands.

Best regards and God bless you all,

Mike Myer

PS:

I almost forgot about signs. Monument signs are nice but because of parking issues throughout the corridor I think we must allow pedestal signs. I also believe we need relief on the setback requirements. Often the setback on a sign will block a driveway or remove a very valuable parking space.

Mike Myer



3. ADJOURNMENT

The workshop adjourned at approximately 7:10 PM.


Valerie Manning, City Clerk, CMC 10/9/2018


John Penny, Mayor 10/9/2018