

**MINUTES**  
**COMMUNITY REDEVELOPMENT AGENCY MEETING**  
**CITY OF HOLLY HILL, FLORIDA**

**AUGUST 28, 2007**

**1. CALL TO ORDER**

Mayor Roland D. Via called the meeting to order in the Chambers at City Hall, 1065 Ridgewood Avenue at approximately 6:00 p.m. Attending with Mayor Via were Commissioners John Penny, Gilles Blais, Mark Reed and Traci A. Anderson. Also attending were the following staff members: City Manager Joe Forte, Finance Director Kurt Swartzlander, Assistant Finance Director Susan Worde, Financial Technical Advisor Brenda Gubernator, Information Technology Director Scott Gutauckis, Community Development Director/City Planner Doug Gutierrez, Public Safety Director Don Shinnamon, Community Redevelopment Coordinator Marsha Radulovich, and City Clerk Valerie Manning.

Also attending: Ginger Corless, President of HHI, Alex Law, HHI, Tom Harowski, TMH Consulting, with HHI

**2. AUDIENCE PARTICIPATION**

Regarding items not on the agenda.

None.

**3. HERBERT HALBACK, INC. (HHI) – UPDATE**

Alex Law, HHI, showed a power-point presentation to the Mayor and City Commission. Mr. Law mentioned that tonight's meeting was to discuss the following updated information: present the refinement of the recommendations and priorities that came out of the July 26, 2007 public workshop and preference survey; review the Master Plan project initiatives and actions; discuss the estimated costs to implement the vision of the Master Plan; and to discuss September 13, 2007 public meetings which will be from 2:00 p.m. to 4:00 p.m. and then again at 6:00 p.m. to 8:00 p.m. Mr. Law briefly went over some of the July 26<sup>th</sup> public workshop highlights. During that workshop, a vision statement to promote redevelopment within the CRA district was presented as well as the development framework and design concepts; conducted a preference survey to prioritize programs, projects and initiatives; and 45 people participated in this event and 42 preference surveys were completed (2 surveys were submitted after the initial workshop). Mr. Law discussed the results of the preference survey with the Mayor, City Commissioners and staff. The different areas of discussion of the preference survey were: 1) the redevelopment statement 2) area wide recommendations 3) design alternatives for public infrastructure 4) primary corridor and streetscape improvements for U.S. 1 5) primary corridor and streetscape improvements for LPGA 6) recreation areas 7) Holly Hill Town Center – South West corner of U.S. 1 and LPGA 8) Holly Hill Town Center – passive park 9) school sites – working with the school board in developing partnerships for joint use activities, the relocation of the ball fields and expanding the CRA district

boundary to include the Middle School site 10) U.S. 1 commercial/entertainment district 11) residential areas 12) neighborhood commercial 13) industrial areas. Mr. Law read off the results from the preference survey that pertained to the top ten (10) priorities of the Master Plan Development: 1) develop the Town Center 2) establish identity through gateways/signage 3) clean-up/maintenance and stronger code enforcement 4) improve roadways and streetscape 5) recreation area improvements 6) improve industrial areas 7) create a commercial/entertainment district 8) work on crime/police department 9) develop multi-recreational facilities on school site 10) develop neighborhood commercial area. Tom Harowski, TMH Consulting with HHI, discussed the project initiatives and actions: vision statement – City needs to adopt it; and mentioned the short-range actions for 2008-2012; preserve and enrich the character of Holly Hill – short-range actions were discussed for 2008-2012; create an identity – establish gateway/signage; short-range actions 2008-2012; mid-range action – 2013-2017 for the design, construction and installation of pedestrian archways at the entrances of the canal walk/greenway; create an identity would also include the development of the Town Center. Mr. Harowski discussed the short-range actions 2008-2012 for the development of the Town Center which would be to open dialogue with the School Board on a joint use agreement to access the Middle School site for recreation improvements; open discussion with Volusia County to locate the public library in the Town Center; open dialogue with the United States Postal Service to locate the Holly Hill Post Office in the Town Center; open discussion with the Chamber of Commerce to locate that in the Town Center; and open discussion with the Florida East Coast Railway (FEC) to provide a pedestrian crossover, and design and construct a crosswalk and signalization to meet their safety requirements; amend the CRA boundary to include the Middle School site; amend the Comp Plan, Future Land Use, and Zoning Land Use and Development Regulations to permit the Town Center development; develop partnerships with private property owners at the 100% corner of LPGA and U.S. 1 to be part of the Town Center development; explore the option to acquire properties, where the City becomes the master developer; develop specific façade treatments to supplement the Architectural Styles/Design Standards; and to create site planning standards to ensure the proper site development meets the vision of the Town Center. Mr. Harowski mentioned the mid-range actions 2013-2017 for the development of the Town Center which would be to redevelop Hollyland Park as a catalyst project to include an open lawn, a botanical garden, picnic pavilions and an amphitheater by developing partnerships and applying for various funding sources such as: Florida Recreation Development Assistance Programs (FRDAP); Land and Water Conservation Fund; and Volusia ECHO Grants. Other project and initiatives and actions that were discussed to create an identity were as follows: streetscape improvements which range from short-range actions 2008-2012; short to mid-range actions 2008-2022; and long-range actions 2023-2027. Create a U.S. 1 commercial/entertainment district with a short-range action from 2008-2012; create identifiable neighborhoods with short-range actions from 2008-2012; enhance the industrial areas with short-range actions from 2008-2012; enhance transportation and access for U.S. 1 and LPGA Boulevard. For U.S.1, short-range 2008-2012 and mid-range actions 2013-2017 were discussed. For LPGA Blvd., mid-range 2013-2022 long-range 2023-2027 actions were discussed. Residential neighborhoods were discussed to enhance transportation and accesses as well. Short-range action for this is 2008-2012. State Avenue and Carswell Avenue were discussed with long-range actions 2023-2027 to enhance transportation and access. Social and community safety was discussed with short-range actions 2008-2012;

recreation improvements short-range actions 2008-2012; mid-range actions 2013-2017. Mr. Harowski mentioned HHI's suggested project initiatives and actions as it pertained to staffing necessities to complete the Master Plan. The short-range action for this is 2008-2012. Mr. Harowski discussed the estimated costs with the Mayor and Commissioners and stated that the estimated costs are based on the priorities identified by the community. It is divided into short, mid, and long-range actions; the estimated costs from 2008-2027 are relatively within the projected Tax Increment Revenues; the first five years is approximately \$1 million over, however, supplemental funding may be acquired through partnerships, grants and development assistance programs; and the City may also bond additional funds to complete the priority projects. The next steps of this Master Plan would be to 1) incorporate the CRA suggestions in refining the project initiatives, actions and estimated costs 2) present the information at a public meeting on September 13, 2007 from 2:00 p.m. to 4:00 p.m. and another meeting at 6:00 p.m. to 8:00 p.m. over at Sica Hall 3) finalize the Master Plan by late September or early October.

Commissioner Reed asked Mr. Harowski what he feels about the response from the citizens. Commissioner Reed mentioned that he doesn't feel they received a very good response.

Mr. Harowski stated as always, with these types of programs, the people who are really interested and have issues and concerns, they make sure that they get there and that they get them out on the table. With the effort that the City has made to reach out to the citizens and to get them to participate through telephone contacts, digital sign, invitations that have been issued; people have certainly been aware of the program and have had plenty of opportunities to participate.

Commissioner Reed asked if he has normally received less than 1% response.

Mr. Harowski stated, yes.

Ginger Corless, President of HHI, stated the survey was not a statistically valid survey from a standby; it was never the intent. The intent was a way to engage the people that choose to come out to participate with the community and the City has asked them to be engaged with the process. Ms. Corless mentioned that one of the things she is proud of that HHI saw, was that it was consistent with the messages that they have been hearing *consistently* through each meeting. Ms. Corless stated she thinks from the standpoint, did this survey, as a way of forum, to let people who may not speak out loud, speak; she does believe that but the intent was never to go out into the entire community with the survey. Ms. Corless stated it's her opinion, from those who have desired to participate, that it does reflect accurately that pulse.

Commissioner Reed stated he did not mean to criticize the survey; he really doesn't have a problem with the survey. His problem is that he is really disappointed in the number of responses that they received which was 42. Commissioner Reed mentioned that he would like to know what is typical for a city, what kind of response level would HHI expect; 1%?

Mr. Harowski stated he doesn't think that is out of the ordinary.

Ms. Corless stated even when they do mail-back surveys that would be sent out to everybody, if they get 3% that's considered excellent and that's when it is *sent out to everybody*.

Commissioner Blais stated after the project has started, does HHI send out a survey to the people? Maybe they will get enthused when they start seeing something; physical improvements. Does it develop some enthusiasm?

Mr. Harowski stated usually what happens is when they start a construction project and it starts to touch people then they will start to hear from them in more detail. For example, when they start to go into some of the residential neighborhoods and start to make street improvements there, the people who live on the street are going to be a lot more interested.

Ms. Corless stated one thing that will also be suggested in the Master Plan is to continually evaluate what the City is doing every year. Ms. Corless mentioned flexibility and stated that flexibility is extremely important as opportunities come forward. There is excitement out there with those who shared ideas with HHI but it's going to be up to the Commission to implement because a plan is only a plan. HHI has provides those recommendations and provide budgeting the priorities that HHI is hearing and recommendations about how they can be implemented. One thing that HHI has gathered from the City is that there is pride here and there is history here and the citizens want to be able to share that and let people know where the City is at.

Mayor Via reminded everyone that the next public meeting is Thursday, September 13<sup>th</sup> from 2:00 p.m. to 4:00 p.m. and again at 6:00 p.m. to 8:00 p.m. over at Sica Hall. Mayor Via asked what will take place during those sessions? Is that going to be a public input session? Is that the last time for the citizens to get their word and ideas in? Mayor Via discussed the short, mid and long-range terms; those are going to be HHI's suggestions or recommendations but the Commission can certainly move that time table around.

Mr. Harowski stated, yes.

Mayor Via stated as far as the priority list that was given, he thinks it would be important for the Commission to, also, prioritize that particular list. They know what the people told them but the Commission knows pretty much what can be done money wise and time wise. For instance, one of the things that is in the presentation is the clean-up of Carswell Avenue and State Avenue and he is not so sure that he wants to wait another 15 to 20 years to get started on that as opposed to start doing some of it now; some incentive programs or something.

Mr. Law stated in regards to the clean-up, in the short-term, was to revise the Code Enforcement Ordinance; the long-term is more of the streetscaping of Carswell and State Avenues.

Mr. Harowski stated a part of, what HHI is looking for from the CRA, at this phase of the process is just what Mayor Via is talking about and that is here are some of the priorities that the Commission sees and then HHI can look at those and modify their recommendations when they get to September 13<sup>th</sup>. What HHI wants to do is they want to be able to put out, for the general public, a basic, completed recommended plan and then as part of that exercise, they are also going to have a feedback opportunity. HHI will center on priorities at that point and give the citizens one more opportunity to give HHI comments on the direction that they are going.

Mr. Law stated after the September 13<sup>th</sup> workshops, when they get the feedback, HHI will, again, look at the priority list and come back to the Commission for the September 25<sup>th</sup> Agency meeting for an update on what the priorities are that have been identified.

Mayor Via stated prior to this meeting tonight, has anybody from staff or anybody been able to review the current priority list?

Mr. Harowski mentioned that HHI met with staff on Wednesday, August 22<sup>nd</sup> and gave them the basic information. At this point, he does not know if they have had a lot of time to go through that and HHI is still waiting for some basic comments back from staff.

Mayor Via stated this is the first time he has seen the list.

The Commission agreed with Mayor Via.

**Mayor Via opened public participation.**

Mayor Via asked Mr. Robinson if he had an opportunity to meet with HHI.

James Robinson, II, 1332 Riverside Drive, stated not with HHI but he did go to the Community Redevelopment Advisory (CRA) Board meeting on Wednesday, August 15<sup>th</sup> and shared his concerns and ideas with the Board. Mr. Robinson mentioned that he is in favor of keeping Hollyland Park, a park; to develop it; improve it and keep it a park rather than turn it into a parking lot. Mr. Robinson mentioned that at the CRA Board meeting he asked Ms. Radulovich to forward some information to HHI for him and he assumes they received.

Mr. Law stated, yes.

Mr. Robinson mentioned it seems to him that there is enough land surrounding Hollyland Park that's vacant or meets the blighted criteria. Mr. Robinson shared his thoughts and concerns about the Master Plan, the survey results and the possible development of a Holly Hill Town Center for Hollyland Park with HHI. Mr. Robinson mentioned that he wishes the discussion for Hollyland Park would come up in a referendum. There should be a green version that keeps the park a park and has the Town Center surrounding it, reflected here.

Commissioner Penny asked if HHI can make sure that Mr. Robinson gets a copy of this presentation tonight because everything that Mr. Robinson is describing about the Town Center is addressed in the presentation tonight. There is an amphitheater, parks connecting to other parks with green trails connecting the other trails, etc.

Mr. Law stated, yes.

Mayor Via stated Mr. Law made a statement that all of the passive park areas that are there right now, minus the ball fields, will remain there.

Mr. Law stated, yes.

Mayor Via stated there is not going to be any less of a park. The ball fields will be centralized within the City.

Mr. Law stated, right. They did not reduce the size; they enhanced the existing passive recreational park that is identified on the map. The ball fields will be relocated and will allow more commercial development; they do have connections of the greenway trail to the park and then relationship with the City Hall and then looking at connecting Centennial Park to the Town Center with a boulevard to the park. There is a five-acre park minus the roadway; they did not reduce the size of what's existing right now. The commercial development will be *around* the park where the ball fields are located right now.

Commissioner Reed stated he thinks that's the area that Mr. Robinson is concerned about.

Joseph Capers, 1512 Riverside Drive, shared his concerns about Hollyland Park. Mr. Capers mentioned that he sees this discussion about the park as monopolizing a beautiful city park. Mr. Capers was not in favor of the commercial development of the park because that is going to take away all of the true beauty of the park, the openness of it. Mr. Capers mentioned the various vacant lands/parks that are along Riverside Drive that could perhaps be purchased. Those properties are up for sale right on the river.

Commissioner Reed asked Mr. Capers if he wants buildings in Hollyland Park.

Mr. Capers stated, no.

Commissioner Reed stated, "You don't like that idea?"

Mr. Capers stated, no.

Commissioner Reed stated, okay.

Nancy Pfannschmidt, 337 – 8<sup>th</sup> Street, stated she thinks everything is beautiful that they are trying to plan on the park and everything but she is the one that's living next door to the Universal Auto Repair; more like a tow truck company. Ms. Pfannschmidt shared her concerns about the noises at that business all hours of the day and night. Is there a way to build a special park for special businesses like that so they are not right behind peoples' homes?

Jim Legary, 342 Burleigh Avenue, stated regarding the citizen participation, which none of the citizens seem to be real pleased with, he would like to suggest that perhaps they can spend another \$1,000 or \$2,000 and send some of our representatives out to the community with surveys; what they consider to be important. Mr. Legary stated that he doesn't think that the 42 citizens that were at these meetings truly represent the community.

Mayor Via stated there were 42 surveys that came back; HHI did six public meetings and enticed the public to come and talk with them.

Mr. Legary stated he understands that and the enticement didn't work so maybe they should go out to them (the citizens). Mr. Legary mentioned that he thinks they need more involvement. It's his opinion that they need more involvement.

Mayor Via stated HHI and staff has asked for as much involvement that they could ask for. They have spent money doing it and they can't beg the citizens to be involved.

Mr. Legary stated he will make his suggestion more specific, "we go to Kelly Services, Inc., and we hire two people to go out with surveys that we make up and interview people on the streets and in the community." They need more participation from this. All he sees in this is how they can polish a wart; they are discussing what they are going to do with the trailer park across from Marina Grande the City doesn't own; discussing what they are going to do with the Middle School that the City doesn't own; discussing what they are going to do with Hollyland Park that the City does own and he guesses that's why they are discussing it; but he doesn't see anything that is going to improve the lot of the average citizen here. If they put in all of these cultural things that they are discussing then they can have something else to subsidize in the same way that Daytona Beach is going to subsidize the London Symphony Orchestra (LSO). They can't seem to get participation there and what the City wants to do is over price what the City already has here so that a better class of citizens moves in. Is that correct?

Mayor Via stated, "That's your opinion."

Mr. Legary stated, yes it is. But he doesn't think they are doing much for the current citizenry. He doesn't care what his street sign looks like, what the arch looks like. He would like for the community to be safer, have better educated and happier children, have a number of things that he doesn't see happening with this Master Plan.

Commissioner Penny stated reiterating what Ms. Corless stated earlier, the survey doesn't stand on it's own but it's a validation of the numerous months of work and the process that was involved.

## **Mayor Via closed public participation.**

Commissioner Reed stated that he would like to make a short statement in that he feels that the Plan, although it is everything that the respondents have directed to HHI, does not address the problem areas of the City which is the South side of the City; does not address Maple Leaf Gardens, which is a problem area; does not address the blight; substandard housing; doesn't even discuss it; doesn't give them an alternative financially or any other way. It's a simple plan that has been brought forward by the Community Redevelopment Advisory Board and the people that have been on that Board; the developers and real estate people in this City and they have their rights for their opinions but he believes they have guided this process and they have not gotten an answer to the real issues that would really affect the City's quality. They all talk about quality of life but they are not addressing it. When they start talking about Hollyland Park, it's not going to address any of those other things mentioned. People tell him the park is a catalyst. He's sorry, he has seen these catalyst and they don't work. It doesn't work like that; you have to address specifics.

Mayor Via stated during the input process, did HHI have anyone, in any one of the meetings, after the tour and with the camera tour, bring up Maple Leaf Gardens or bring up some of the concerns that Commissioner Reed has?

Ms. Corless, Mr. Law and Mr. Harowski nodded no.

Mr. Forte stated he did bring the Maple Leaf Garden issue, not to Ms. Corless, but to Mr. Law and he had spoken to him about it and the response that he had gotten was that the typical section of any area on U.S. 1 that they saw on the map, can be applied to any area on U.S. 1 including Maple Leaf Gardens. Although it wasn't singled out as a point of attack, they can apply this methodology anywhere on U.S. 1.

Mayor Via stated when they look at the Town Center, they are including a lot of properties that belong to other people that are right up there on U.S. 1. Hollyland Park exists and that's long-term but going South on U.S. 1 is an area that they really need to look at and he wants to get that property away from the Florida East Coast Railway (FEC). That's definitely an area that they need to look at.

Commissioner Penny stated what he hears is emotional decisions and what he heard when he went to the meetings, were factual decisions. It was a process; there was an analysis done by a third party. Where would you get the most bang for your buck in this City, regardless of whether it was a cemetery or a park or City Hall? He believes the analysis was U.S. 1 and LPGA Blvd. That's the biggest financial impact. For the Commission or staff to abandon the work that's been done, based on an emotional, knee-jerk reaction, he thinks is irresponsible.

Commissioner Blais stated if they work on their main thoroughfare, Ridgewood Avenue and LPGA Blvd., the rest of it will fall in place. They have to start with something. Ridgewood Avenue has been neglected since I-95 opened; LPGA Blvd., the same way. If they start with their thoroughways, people passing through, will look around and tell other people and say look what's going on in Holly Hill.

### **3. ADJOURNMENT**

The workshop officially adjourned at approximately 7:20 p.m.

Attest:

City of Holly Hill, Florida

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Valerie Manning  
City Clerk

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Roland D. Via  
Mayor