

**City of DeBary, Florida**  
**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE**  
**SPECIAL MEETING**  
**TUESDAY, DECEMBER 3, 2002**

**6:00 PM**

Florence K. Little Town Hall  
12 Colomba Road

**MINUTES**

**1. Call to Order - Chair Carol Lawrence**

**Members Present;** Carol Lawrence, Tracy Good, Betty Gigantino, Donald E. Kitner, Don Woodruff, Dick Tosh, Tom Donohoe, and Jane Wright

**Others Present:** Council Member George Coleman, City Manager Richard Diamond, and Assistant City Manager Maryann Yaskanich

**2. Discussion of Gateway Corridor Standards Draft for recommendation to City Council on December 11<sup>th</sup>.**

The edited draft of the Gateway Corridor Standards was reviewed page-by-page for items to be discussed and clarified; that on Page 2, paragraph 1B clarification of the language referencing the percentages of the assessed value as to additions, renovations, replacement or redevelopment of existing buildings and when the percentages would require compliance with the Gateway Standards was needed; that on page 3 regarding the variance of height and width of the building mass for more than one tenant, that other restrictions would apply; that architects would understand the intent of this provision; that final site plan review would necessitate conformity with the Standards; that this portion pertained to new construction; and that Page 2 paragraph 1B referenced exemptions to the Standards when renovations or reconstruction occurred. Page 3, paragraph G was discussed; that window tinting of 70% or greater light transmission would still allow energy efficiency and sufficient visibility and that language be changed to include limits and use of non-reflective tinting material. On Page 4, Item 2A was questioned; that it was applicable only to the Village Center area; that the Village Center referred to the area from Dogwood Trail to Plantation Road along Highway 17/92; and that 2-story facades would be required within the Village Center area. There was discussion of renovation of existing buildings; that there were no mandatory requirements; that the percentage limit for renovations that triggered compliance with the Standards could be lowered; that a Community Redevelopment Area would encourage updating of older buildings; and that existing owners had property rights and expectations. An appropriate percentage of the assessed value of a property compared to the dollar amount of renovations that trigger compliance with the Standards was discussed; that enforcement of this provision would be an issue; that the City had a beautification incentive program but it was not funded this fiscal year by the Council; and that this issue may be revisited later in the agenda.

On Page 5, a paragraph referring to building transition techniques was inserted and discussed; that buildings within 600 feet could be changed to 300 feet for application; that transitional elements were desirable; and that 600 feet would be sufficient to ensure streetscape aesthetics. It was noted that the City Council would have final approval for any changes. Page 6, Item F was discussed; that

earth tones, warm tones and muted hues needed definition and that in paragraph d, colors were somewhat limited. On Page 7, Building Materials were discussed; that a provision for exterior artwork with conditions for approval should be included; and that paragraph f could include the term “or exterior artwork.”

Page 8, Item H1 was discussed; that other roof styles were included; that on Page 9, Item 3, screening of fences were discussed; and that the language was sufficient. Lighting was discussed; that additional language as to design was added; and that illumination specifications might be needed to address safety issues for both drivers and pedestrian. Page 10, Item L1 was discussed; that underground utilities would include electric service; that certain utility features are required to be aboveground. Paragraph M on Page 10 concerning outdoor storage and display was discussed; that there might be certain exceptions to the requirement; that specific language addressing exceptions could be added; that the heading of the paragraph should be specific; that screening could be utilized to shield outdoor storage and display areas; that time frames for compliance could be established for existing businesses; and that the paragraph not be changed.

Page 11 was discussed; that the Village Overlay Classification required a 50-foot setback from the right-of-way; that there were specific landscape requirements in the current Land Development Code; that the matter would be discussed with the City Council; that special exceptions or variances from the Standards could be granted by the City Council if the requirements for a special exception or variance were met; and that there were limited areas for this requirement.

There was additional discussion of Page 2, Item 1b; that the threshold that triggers compliance with the Standards for existing properties could be reduced. City Manager Diamond reviewed elements of a CRA; that the City Council had authorized funds to do a study for the creation of a CRA in the Village Overlay Area; that Florida Statutes authorized areas that met specific criteria to utilize Tax Increment Financing for rehabilitation; that the Study would provide information to determine the appropriate areas for a Community Redevelopment District; that the EDAC would do an Request for Proposals; that the County would have to approve creation of the Community Redevelopment District; that a development plan would have to be created; that a Board would oversee the plan; and that the Florida Redevelopment Association would come in and present information if needed. It was discussed that tax revenues from increased property values would stay in the City; that funds could be used for both street and property improvements; and that the RFP would be brought before the EDAC for final recommendations to the City Council. There was further discussion of reduction of the threshold that trigger compliance with the Standards for existing properties; that the level should not be prohibitive to the current owner to do improvements or adversely affect selling value; that assessed or appraised value should be specified; that absentee owners would be less likely to make improvements; that language could be included to address change of ownership; and that the consensus of the Committee was to recommend using assessed value with a threshold of the costs of expansion, improvements, renovations or redevelopment that exceeds 25 percent of the assessed value or 25 percent of square footage would trigger compliance with the Standards.

Motion was made to approve recommendation with changes as discussed. The motion carried unanimously.

**3. Discussion of plans for December 13<sup>th</sup> Business Roundtable  
- Topics, format, etc.**

There was discussion of the RSVP's received for the Business Roundtable; that there would be follow-up invitation calls made by the Economic Development Committee Members; that a letter had been sent to the business owners and commercial property owners of DeBary that included the topics to be discussed; that presenters would include City Manager Diamond, Assistant City Manager Yaskanich, Volusia County Planner Scott Ashley, and City Council Member Bill Long; that the Agenda be structured appropriately; and that Chair Lawrence would moderate the discussion.

**4. Prioritize the Strategic Plan elements**

Chair Lawrence suggested that a summary of the adopted Strategic Plan elements be presented at the Business Round Table meeting for business community input and that the Gateway Standards addressed several of the elements contained in the Strategic Plan.

**5. Discussion of Ordinance No. 13-98: Creation of Opportunity Fund**

It was discussed that the eligible wage levels for participation as an Opportunity Fund recipient had not yet been identified; that City Manager Diamond provided a memorandum which calculated the current eligible wage level based on the Florida Price Level Index; that the wage levels still appeared to be too low; that the type of businesses desired in the City should be considered; that recommendation be made for a baseline salary of \$24,000 per year; that it was difficult to determine an appropriate index; and that Staff researched comparisons of different indexes including the criteria used by Volusia County's Economic Development Department. It was discussed that Committee terms were expiring; that appointments would be made at the January City Council Meeting; and that the next EDAC meeting would be on January 9, 2003 at 6:00 PM. City Manager Diamond noted an additional tax incentive program recently adopted by the City.

**6. Other Business**

**7. Adjournment**

**APPROVED February 20, 2003  
CITY OF DEBARY  
Economic Development Advisory Committee**

**Carol Lawrence, Chair**