



A G E N D A
ORMOND BEACH PLANNING BOARD
Regular Meeting

August 9, 2012

7:00 PM

City Commission Chambers
22 South Beach Street
Ormond Beach, FL

PURSUANT TO SECTION 286.0105, FLORIDA STATUTES, IF ANY PERSON DECIDES TO APPEAL ANY DECISION MADE BY THE PLANNING BOARD WITH RESPECT TO ANY MATTER CONSIDERED AT THIS PUBLIC MEETING, THAT PERSON WILL NEED A RECORD OF THE PROCEEDINGS AND FOR SUCH PURPOSE, SAID PERSON MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDING IS MADE, INCLUDING THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED.

PERSONS WITH A DISABILITY, SUCH AS A VISION, HEARING OR SPEECH IMPAIRMENT, OR PERSONS NEEDING OTHER TYPES OF ASSISTANCE, AND WHO WISH TO ATTEND CITY COMMISSION MEETINGS OR ANY OTHER BOARD OR COMMITTEE MEETING MAY CONTACT THE CITY CLERK IN WRITING, OR MAY CALL 677-0311 FOR INFORMATION REGARDING AVAILABLE AIDS AND SERVICES.

I. ROLL CALL

II. INVOCATION

III. PLEDGE OF ALLEGIANCE

IV. NOTICE REGARDING ADJOURNMENT

THE PLANNING BOARD WILL NOT HEAR NEW ITEMS AFTER 10:00 PM UNLESS AUTHORIZED BY A MAJORITY VOTE OF THE BOARD MEMBERS PRESENT. ITEMS WHICH HAVE NOT BEEN HEARD BEFORE 10:00 PM MAY BE CONTINUED TO THE FOLLOWING THURSDAY OR TO THE NEXT REGULAR MEETING, AS DETERMINED BY AFFIRMATIVE VOTE OF THE MAJORITY OF THE BOARD MEMBERS PRESENT (PER PLANNING BOARD RULES OF PROCEDURE, SECTION 2.7).

V. APPROVAL OF MEETING MINUTES: July 12, 2012

VI. PLANNING DIRECTOR'S REPORT

VII. PUBLIC HEARINGS

VIII. OTHER BUSINESS: US 1 Finding of Necessity Presentation

IX. MEMBER COMMENTS

X. ADJOURNMENT

M I N U T E S
ORMOND BEACH PLANNING BOARD
Regular Meeting

July 12, 2012

7:00 PM

City Commission Chambers
22 South Beach Street
Ormond Beach, FL 32174

PURSUANT TO SECTION 286.0105, FLORIDA STATUTES, IF ANY PERSON DECIDES TO APPEAL ANY DECISION MADE BY THE PLANNING BOARD WITH RESPECT TO ANY MATTER CONSIDERED AT THIS PUBLIC MEETING, THAT PERSON WILL NEED A RECORD OF THE PROCEEDINGS AND FOR SUCH PURPOSE, SAID PERSON MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDING IS MADE, INCLUDING THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED.

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I. ROLL CALL

Members Present

Doug Thomas
Harold Briley
Pat Behnke
Rita Press
Al Jorczak
Lewis Heaster
Doug Wigley

Staff Present

Richard Goss, AICP, Planning Director
Steven Spraker, AICP, Senior Planner
Lauren Kornel, AICP, Senior Planner
Meggan Znorowski, Recording Technician

II. INVOCATION

Mr. Thomas led the invocation.

III. PLEDGE OF ALLEGIANCE

IV. NOTICE

REGARDING

ADJOURNMENT

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V. APPROVAL OF MEETING MINUTES:

Minutes of April 12, 2012

Mr. Jorczak stated on Page 25 of 26, third paragraph from the bottom, last portion of the last sentence should read, "...is there a process by which, as this moves further downstream, that the Board could revisit the issue and then restrict what was granted."

Mr. Briley moved to approve the minutes as amended. Mr. Jorczak seconded the motion. Vote was called, and the motion unanimously approved.

Minutes of June 14, 2012

Ms. Press offered that on Page 4 of 17, she would like the first full paragraph to be replaced with, "Ms. Press concurred with Mr. Massfeller's interest in the park at the corner that was owned by the City, but maintained by the Garden Club. She thought it would be appropriate if the developer was in the audience to ask him for his cooperation to enhance the park with him supplying the labor and working with the City and the Garden Club to help finance the enhancements."

Mr. Heaster moved to approve the minutes as amended. Mr. Wigley seconded the motion. Vote was called, and the motion unanimously approved.

VI. PLANNING DIRECTOR'S REPORT

Richard Goss, Planning Director, City of Ormond Beach, stated he wanted to update the Board on home occupations. Mr. Goss explained that it was started in November, was approved by the Board in June, and then taken to the Commission who reviewed it twice. Mr. Goss stated there were issues with regards to infant water survival. Mr. Goss explained that the Commission, after a lengthy meeting, approved the instruction based portion of the home occupations; swimming lessons were left in, but carved out anything related to survival training or techniques. Mr. Goss stated the Commission asked staff to prepare conditional use criteria for that portion. Mr. Goss stated criteria has been drafted, comments have been received from the city attorney, and the conditional use criteria should be brought before the Board in the form of an ordinance potentially at the next meeting.

VII. OTHER BUSINESS: Site Signage Discussion

Steven Spraker, Senior Planner, City of Ormond Beach, stated this is a continuation of the discussion from the last meeting and in the audience was Nick Ladaine from PJ Signs Systems, Susan Ward from Don Bell Signs, and Kim

Freedman with the Jaffe Corporation. Mr. Spraker explained the Jaffe Corporation provided an email which staff left on the dais for the Board to read. Mr. Spraker stated he would turn the meeting over to the contractors so they could answer any questions the Board has.

Ms. Press stated the home occupation issue didn't come before the Board with regards to the lessons for the very young, but it did come before the Board because of a resident who complained. Ms. Press stated the same thing happened for outdoor storage. Ms. Press asked the reason the Board is considering this issue is because of the Jaffe request.

Mr. Spraker responded that it was his understanding that it started at a Commission workshop. Mr. Spraker stated he was not sure of the origin of how it came before the Commission, other than they may have received concerns about the height of the signs because that seemed to be the primary focus as well as monument versus pole signs.

Mr. Jorczak asked, regarding the Ormond Crossing project, at the point that is approved and they have no more submittals other than what is required by St. Johns River Water Management District (SJRWMD), what activities will the City be undertaking to get that the project to move forward by helping the developer develop the industrial site of that project.

Mr. Spraker responded that Mr. Mannarino is constantly working with Ormond Crossings to bring business into that area. Mr. Spraker explained that project needs to finalize the zoning, which the master development plan is in review by the City's legal department. Mr. Spraker stated the project is moving forward as fast as it can right now.

Mr. Jorczak asked if any other City staff would be involved in order to jump start that industrial development.

Mr. Spraker responded they have done all they can; the developer has received environmental permits, SJRWMD permits, and master design. Mr. Spraker explained the only thing they haven't done is clear the land; the developer has gone as far as they can go to the point of construction. Mr. Spraker stated he would defer to Joe Mannarino as far as what the City is going to do as that is his specialty.

Mr. Thomas asked what is going to recover first, housing or manufacturing; and if it is housing, will the developer do the housing first.

Mr. Spraker responded that there is nothing that would prevent them from doing so. Mr. Spraker responded that there are a number of infrastructure costs that would have to be completed before they could develop the housing; there could be some very real financial issues. Mr. Spraker stated it wouldn't make sense to build the long road and the infrastructure to get to the housing portion.

Mr. Thomas stated there is nothing that says in what order the construction of the development will occur.

Mr. Thomas asked for one of the contractors to speak about signage.

Ms. Kim Freedman, Jaffe Corporation stated she was present to read the email provided to the Board by Mr. Sam Jaffe as he was unable to attend. Ms. Freedman read the email submitted to the Board stating: signage is increasingly more important; small monument signs have killed their national leasing deals due to poor signage which is equivalent to poor visibility; monuments signs are dangerous and fairly useless; pole signs make more sense by increased visibility for businesses and road safety; elevated signs provide more sign space while not obstructing sight lines; design criteria and site criteria could be developed to allow pole signs; technology such as LED signs would allow an unlimited number of businesses while taking up only one sign space.

Ms. Behnke asked what the percentage of occupancy is at the Trails.

Ms. Freedman responded she cannot answer that because they no longer own the Trails, but when they left the property it was at 18% vacancy.

Ms. Behnke clarified that she was inquiring as to Ormond Town Square's vacancies.

Ms. Freedman responded that there are 4 vacancies currently: 1 at 8,958 square feet that they cannot lease because those are national tenants and national tenants want signage and with the current code they cannot offer any signage; 1 at 3,000 square feet which also lends itself to a national tenant; the other spaces would be for small tenants.

Ms. Behnke stated that occupancy is good for any area at this moment. Ms. Behnke stated that when she went to the Pavilion, she left without stopping. Ms. Behnke explained that her reasoning for that was not the external street frontage signs, but rather that there were no internal directional signs. Ms. Behnke added that she did not think monument signs were the way to go because they obstruct a driver's view the same way a hedge might.

Mr. Briley stated he agreed with a lot of things in Mr. Jaffe's letter. Mr. Briley explained that one of the things he remembered when the Trails came forward with the LED signage, the Board was curious and apprehensive, but he feels it has been tastefully done. Mr. Briley stated he does like that electronic sign when tastefully done and it can serve large-scale centers if the size was limited and each tenant had a certain time on the sign.

Ms. Press stated the Jaffe Corp. manages a number of shopping centers. Ms. Press asked if they had vacancies at their other locations.

Ms. Freedman responded yes they have vacancies at their other locations.

Ms. Press stated she wanted to make it clear for the record that people come before the Board frequently requesting things they say will turn their individual property around; these are difficult times and it is easy to say there is not enough signage, but that is not the whole story as it could be other business practices as well.

Mr. Wigley stated there is nothing that can be said that hasn't already been said about pole signs by this board or the City Commission. Mr. Wigley continued that the existing ordinance is a good ordinance and speaks for itself.

Mr. Thomas asked how many individual businesses are at Ormond Town Square.

Ms. Freedman responded 28.

Mr. Thomas inquired as to how they would propose to accommodate the 28 business with signage.

Ms. Freedman responded to pole signs located on the corners of the property with half panels.

Mr. Thomas clarified 14 on each side.

Ms. Freedman responded if she had two pole signs for their property, all the tenants do not have to be on both signs. Ms. Freedman explained as long as the tenants are on one sign; that they can provide each tenant with one sign, they are usually satisfied. Ms. Freedman stated that the signage on pole signs for shopping centers will depend on the size of the space being rented. Smaller spaces are entitled to smaller panels while larger spaces such as Bealls, Publix, and Ross, are entitled to larger signs.

Mr. Thomas asked if they would have one on Williamson Boulevard and one on Granada Boulevard or two on Granada Boulevard.

Ms. Freedman replied that would be up to the Board as to what they were allowed to have.

Mr. Thomas asked what their preference would be.

Ms. Freedman responded that as a property manager she would prefer three signs because they have three entrances, but as to the original question, she would prefer two pedestal signs which should accommodate the 28 tenants without a problem.

Mr. Thomas asked again would they want two signs on Granada Boulevard or one on Granada Boulevard and one on Williamson Boulevard.

Ms. Freedman responded two on Granada Boulevard.

Mr. Briley stated on a project like that site constraints mean a lot, and using that example, placing one on Williamson with the landscaping it would be difficult.

Mr. Thomas concurred, but stated that he recalls in discussion by this Board that if there were two major signs on Granada Boulevard how they would do it, which is why he asked the question was for clarification.

Ms. Behnke stated that with two signs there would be 7 panels on each side of those two signs theoretically, so depending on which way you were driving you would be able to only see 7 of them. Therefore, you wouldn't know what was on the other side of the sign unless you returned from the other way.

Ms. Freedman replied it is not so much that because people do drive in numerous directions and as long as a tenant has signage then they feel that they can say they have signage and people know they have a sign. Ms. Freedman stated they have that at the Shopped of Beville Road at Clyde Morris Boulevard; not every tenant is on both of the pole signs as some are on one side and some are on the opposite side.

Ms. Behnke made the point that you might know what is in the shopping center if you happen to be going in a direction facing the sign.

Ms. Freedman responded that most people are going around those neighborhood shopping centers in both directions around the center anyway; it's getting them into the center that they are looking for especially with tourists coming in off of I-95.

Ms. Behnke stated she wouldn't bother going into a plaza unless she knew what was in the plaza or there was something specific that she was looking for.

Ms. Press asked if the Jaffe Corp. is looking for something similar to the Trails.

Ms. Freedman responded that they were brought in by Mr. Spraker to open the discussion. Ms. Freedman stated they would be pleased with whatever the Board decides to change as far as the existing ordinance is concerned.

Mr. Briley stated he thought that the number of signs was related to amount of roadway frontage, and he would have no objection with Ormond Town Square having two pole/pedestal signs along Granada Boulevard such as Mr. Holub's plaza down the street on the north side of the road. Mr. Holub has two monument signs that list all of the tenants in the plaza and the amount of frontage there is not near the amount of frontage is at Ormond Town Square.

Ms. Freedman stated in order to get more road visibility they cleared out the overgrowth and trees that were along Granada Boulevard bordering the retention pond.

Mr. Briley asked if the 28 tenants included Bank of America, Chick-Fil-A, Wendy's, and Suntrust.

Ms. Freedman responded yes, and they each have their signs because they each own their own parcels.

Mr. Nick Ladaine, PJ Signs, stated that if you take the specifications for pole signs and divide that by 14 spaces with the largest frontage of 600', the code as it exists today allows 120 square feet. Mr. Ladaine explained if you divide that by 14, you get 8.5 square foot panels. Mr. Ladaine stated that there are only so many ways to divide an 8.5 square foot panel, such as 18' in height and 4' in width which is just less than 8 square feet. Mr. Ladain explained that if they had that 8 square feet and you looked at the chart of visibility for an 18' tall panel for one tenant, the best size copy that would fit is possible 4-6 in height, which gives you a good idea of what the visibility is. Mr. Ladain expressed that Ormond Beach is not the municipality that leads itself to having monument signs; they are inherently put behind a visibility triangle if done correctly. Mr. Ladain explained that raising the signs up 2' would block visibility more, but then every sign has to the potential to block visibility. Mr. Ladain expressed that it would seem to him to behoove shopping centers to promote the shopping center, using the example of 14 squares which is a lot of copy to read; if the copy is not legibly put on meaning different types of font and colors makes for an attractive sign. Mr. Ladain explained the concern should be how big the letters are for that copy space.

Mr. Thomas asked what area PJ Signs covers.

Mr. Ladain responded that the main area he works is from Flagler to Edgewater although he does ship signs all over the state.

Mr. Thomas asked if they build all types of signs.

Mr. Ladain responded yes, he has built all types of signs.

Mr. Thomas asked what the most effective form of advertising is for a commercial company whether it be monument, pedestal, electronic, etc.

Ms. Susan Ward, Don Bell Signs, stated she has been in the sign business for 35 years, she moved to Florida from Las Vegas/Denver/Salt Lake City market, and she was in Salt Lake City for the 2002 Winter Olympics. Ms. Ward explained that she has been with Don Bell for 11 years and had the opportunity of assisting the City of Ormond Beach with the Performing Arts Center sign and the newly completed wayfinding sign program. Ms. Ward stated she has worked with national signs and information, and one of the first things organizations such as McDonald's, Burger King, and KFC check when they are looking to lease property for a new location is what signage is allowed and will they be able to get a variance for their signage. Ms. Ward stated it is rare that you see the golden arches done in the monument sign style because studies have proven that monument signs are a hazard and have become dangerous. Ms. Ward explained

in 2003 the federal government assisted the United States Sign Council in putting together a complete journal as to what works for certain areas; For example, recommendations on size of letters for visibility are provided. Sign location relative to distance from a business and the character of varying areas is emphasized. Ms. Ward explained that the journal can be found online and has detail after detail of information such as lanes of traffic in relation to reading signs properly. Ms. Ward stated she read the Board's comments from the last meeting and many of the comments were well thought out. Ms. Ward stated Don Bell covers many areas throughout the United States and has sent signage overseas, and she is currently finishing a \$3,000,000 project with. Ms. Ward concurred they were good at trafficking and advertising to the public. Ms. Ward explained that the City of Daytona Beach passed an ordinance allowing on 8' maximum for signage. Ms. Ward explained when the City went back and studied that this far out of town in that area an 8' sign is not the same as on Ridgewood. Ms. Ward continued that they placed the different sizes of signs there with a drive-by and the City of Daytona Beach is now going to allow a 13' sign at that location.

Mr. Thomas asked what the most effective form of advertising is: pedestal signs, electronic signs, billboards, etc.

Ms. Ward replied that it depends on the location, and many areas are having problems with the LED signs. Ms. Ward explained that currently changeable letter signs are allowed and someone must physically change the letters; the thing everyone needs to understand about an LED sign is that the City can dictate how often the message is changed, how often it is there, whether it is copy or pictorial, the City can dictate what is allowed on an LED; for instance that the LED can only change once in a day. Ms. Ward explained that ultimately it depends on the area.

Mr. Thomas asked with 24 tenants how often would an LED sign have to change to advertise all of the tenants.

Ms. Ward stated they would have to do a study and measure the traffic count. Ms. Ward continued that in that area there is also a major difference in that is a corner property and the number of traffic lanes, the time needed to view the sign, and other variables to determine that. Ms. Ward explained that signs can be studied for corridors by imposing them on areas so you know what they look like before they are erected.

Mr. Thomas stated the reason he was doing this was because not once in 2 ½ years did the Board have a professional come before the Board to discuss this matter.

Mr. Briley stated the Board did impose restrictions on the Trails LED sign in that the sign was to only change once every 12 hours and it couldn't flash or have animation.

Ms. Ward concurred. Ms. Ward urged the Board to review the United States Sign Counsel's report.

Mr. Briley explained that because Florida has a greater elder population than other states, the Florida Department of Transportation (FDOT) installs larger speed limit and guide signs on roadways because they need that extra visibility. Mr. Briley continued that when a driver approaches a shopping center if that panel is too small to read than the driver will have already passed the driveway by the time the driver sees the sign, which creates traffic hazards.

Ms. Ward explained that the changing signs used to be flag mounted on the side of the road, now they are placing them overhead because there was not enough notification to change lanes.

Mr. Jorczak asked if it was Ms. Ward's finding that the manner in which signs variances are being handled by the cities by specific parameters.

Ms. Ward responded yes.

Mr. Jorczak continued for clarification that the cities have a general set of rules and regulations, but are selectively changing based on application for a variance.

Ms. Ward replied yes and they are calling it parcel specific. Ms. Ward explained the cities take into consideration the frontage, location, traffic, speed, visibility, vegetation, etc.

Mr. Jorczak stated that each one is an individual decision based upon what the applicant is asking for.

Ms. Ward responded yes.

Mr. Thomas asked Mr. Randal Hayes, City Attorney, City of Ormond Beach, if he saw any issues with that.

Mr. Hayes responded that there are a lot of components that go into this, and until it all comes together it is hard to determine the effect it will have. Mr. Hayes stated right now the Board has a blank page.

Mr. Jorczak stated he disagreed that currently there is a standard in the code.

Mr. Hayes agreed, but for these purposes there is a blank page for discussion. Mr. Hayes stated that the Board will have to give direction to the Planning staff so they can draft guidelines. Mr. Hayes continued that the Board will need input from the City Commission. Mr. Hayes suggested a joint workshop.

Mr. Goss stated the Commission directed the Planning Board for suggestions.

Mr. Thomas stated he would love to have a workshop with the City Commission.

Mr. Jorzak stated the City could handle a request the same way, via a variance to a standard based on a specific case.

Mr. Hayes responded as long as there are specific criteria for exceptions and as long as those standards apply to everyone across the board.

Ms. Ward added that as a patron you have to be able to go the determining board and present your case with research, studies, and specific conditions. Ms. Ward continued that customers do not always follow the advice of sign designers; many times customers want their logo no matter the visibility.

Mr. Jorzak stated with regards to the variance, there would be a cost for their client to do that. Mr. Jorzak inquired as to the amount of that cost.

Mr. Ladain responded in the \$2,500 range.

Ms. Ward stated she has some clients that are actually hiring a property attorney to make the presentation for them because they are that adamant about their sign.

Mr. Ladain stated generally the applicant has to show a hardship. Mr. Ladain continued that the greater issue is that the sizes of signs being discussed are related to the size of the property, so based on the City's codes right now and based on what property owners are requesting, most customers are asking for larger signs. Mr. Ladain explained with regards to the Board's question about the most powerful sign, it is the sign that gets your attention; with today's technology, large billboards are highly visible. For example, the sign at the Trails is powerful information. Mr. Ladain asked the Board if they wanted to be the sign police.

Mr. Heaster raised the issue of the destination signs and the fact that they are clearer because of larger copy. Mr. Heaster stated he bought into that and knows personally that it does work. Mr. Heaster expressed his concern with pole signs popping up on the Granada corridor. Mr. Heaster stated the Board needs to get its arms around what exactly a pole sign is, what the Board can agree on, and the design. Mr. Heaster continued that would be a good start; the Board needs to determine if they want to change the code, and if it does, what the Board can agree on to send to the Commission.

Ms. Ward concurred that beginning with guideline would be a good start.

Ms. Behnke asked, using the Pavilion as an example, how you could put all of the names of the stores in that shopping center on a sign.

Ms. Ward stated she couldn't answer that without doing a study.

Ms. Behnke added that the mall, as old as it is, the main sign says Volusia Mall, but then there are smaller signs pointing where to go.

Ms. Ward explained that one of the biggest areas she ran into difficulties with is when people are looking for their doctor. Ms. Ward stated most doctors will not operate business where they cannot put their names on a sign.

Ms. Press responded that is probably the worst example that could have been given because a doctor's office is a destination; the panels are usually so small that you could never see them; when the medical plaza at Hand Avenue and Clyde Morris Boulevard was being developed, the developer came before the Board and stated he could not rent an office unless he had a panel. Ms. Press explained that if that plaza was called Hand Avenue Medical Center with an address on top. Ms. Press stated that when she calls a doctor and asks where they are located, they respond on Hand Avenue and Clyde Morris Boulevard and the street number is 2401 at the Hand Avenue Medical Center, which is all he needs. Ms. Press stated that is a destination; no one drives by and says let me go to the doctor. Ms. Press concurred with Mr. Heaster in that there are different parameters for different types of businesses, and there are places where a destination such as a medical center is all that is needed with the address. Ms. Press continued that one of the dilemmas is that one individual comes in with a legitimate reason to have a change in a sign, but that then impacts the rest of the City.

Ms. Press stated she and Mr. Thomas have a disagreement about electronic signs. Ms. Press explained that she thinks the Performing Arts Center's new sign looks nice because it is one sign and not flashing; she doesn't know if she would like to see electronic signs across the street at Total Comfort. Ms. Press continued that at one location it is nice, but perhaps not so nice when you have a City full of them. Ms. Press explained that the Board carved out almost spot zoning for the Trails to allow them to have that particular sign; that was done because you could not see what was in the plaza because of the design of the buildings and because it was being redone to be beautiful; the sign was also an architectural feature. Ms. Press stated there were rules for that sign and they have been disregarded.

Mr. Ladain stated that Ms. Press really hit on it with regards to the expense because what city codes do is level the playing field so that even the biggest tenant has to play at the smallest tenants' level. Mr. Ladain added that is the benefit of all city codes, but the reality is when a prospective buyer has an opportunity to buy a message center, none of them say they just want red.

Ms. Ward added that the full color electronic sign is cheaper now with technology advancements.

Ms. Behnke stated that is when you end up with a confused mixture.

Mr. Thomas responded no, the color can be regulated to only allow one color. Mr. Thomas stated code enforcement should be doing their jobs; it would have saved a 3 ½ discussion regarding home occupations as well. Mr. Thomas continued that code enforcement should make the Trails put the sign back to the color it is supposed to be with it changing pursuant to the Board's directions. Mr. Thomas

explained that there are enough ordinances, now there needs to be enforcement and the City doesn't enforce.

Ms. Ward stated that she has worked with enough customers to know that if they received a phone call as a verbal warning to change the sign back to what was permitted they would do so because they don't want to lose it.

Mr. Thomas stated that if his boat is in his driveway 8 hours more than it is supposed to be he would get a notice.

Ms. Ward offered any renderings or information the Board needs to make its decision through Steven Spraker.

Mr. Briley concurred with Mr. Heaster that he would like to have a workshop on this issue with the City Commission and sign contractors to discuss this further.

Mr. Jorczak relayed that the problem is that the Board cannot get perspective without examples.

Mr. Briley requested examples of signs to the next meeting.

Ms. Ward requested the Board let her know what types of signs they like and she will identify the type of sign, height, and setback.

Mr. Jorczak inquired if the contractors had done any of the outlets' signs in St. Augustine. Mr. Jorczak explained that is an example of a confused mixture of styles, and colors of signs.

Ms. Ward responded that is an advantage to LEDs because tenants come and go and they leave their sign, but if you have an LED you can shut portions of it off immediately.

Mr. Thomas asked the difference between the sign ordinances in Port Orange and Ormond Beach, and if there could be a correlation between that and businesses going to Port Orange.

Ms. Ward responded that Port Orange allows different signage in different areas.

Mr. Ladain added that Port Orange eliminated traditional box signs. Mr. Ladain explained that they expanded the signs, for example if you were previously allowed 64 square feet, you can now have 84 square feet, but only 25% of that can be an LED.

Mr. Thomas asked if the flexibility with regards to signage plays any part of an advantage of businesses going there versus Ormond Beach.

Ms. Ward responded absolutely. Ms. Ward explained she has worked with McDonald's and Burger King, and if they could not have the signage they did not lease or buy the property.

Ms. Behnke asked if it was a factor that Port Orange has more developable space than Ormond Beach.

Ms. Ward responded yes.

Mr. Briley asked if it was in their professional opinion if multiple panels for individual businesses within one sign were in the same font.

Mr. Ladain responded yes, if there is consistency it is easier to read and a block font can be read by everyone versus a cursive font.

Ms. Ward added if there is too much; your eyes turn off to it.

Ms. Press stated that is a dilemma because people want to use their logos. Ms. Press added that it would be a major improvement for any kind of pole sign if all of the font and coloring was uniform.

The Board directed staff to organize a joint workshop with the Planning Board and City Commission.

Mr. Hayes added that the Board should revisit the ordinance with regards to standards and the process as a benchmark or starting point. Mr. Hayes stated there are multiple components and the standards portion will be the challenge as it will be hard to find standards that apply to everyone. Mr. Hayes continued that the Board needs to determine what mechanism is desirable to approve these things such as variance or special exception. Mr. Hayes stated he is not fond of variances because it means there are specific restrictions and the applicant must show a special need above and beyond those restrictions. Mr. Hayes encouraged the Board to review the ordinance that was prepared and considered, but was not approved as a starting point to facilitate discussions.

Mr. Thomas stated, on behalf of the Board, that they would sincerely appreciate a joint workshop with the City Commission on this issue.

Mr. Goss stated he would draft a memo to the city manager requesting the joint workshop.

The Board thanked the contractors for their time.

Mr. Jorczak requested the United States Sign Counsel's report and the previous proposed ordinance as part of the packet in preparation for the workshop as a basis.

VIII. PUBLIC HEARINGS

A. LUPA 12-097: 1634 North US HWY 1 (Super 8 Motel)- Small Scale Land Use Map Amendment.

Ms. Lauren Kornel, Senior Planner, City of Ormond Beach, stated this is an administrative request for a land use amendment for a property roughly 4.6 acres in size from Volusia County Commercial to Ormond Beach Tourist Commercial. Ms. Kornel explained the item is a matter of housekeeping since the property was annexed in May, 2012. Ms. Kornel explained the location, use, and scope of the property. Ms. Kornel explained that the City is required to assign a land use comparable to the assigned County land use; the expected zoning classification is B-7 Highway Tourist Commercial. Ms. Kornel stated in her analysis the amendment meets the criteria of the Comprehensive Plan; the Ormond Beach Tourist Commercial designation is similar to the Volusia County Commercial land use category and there is adequate infrastructure to serve the proposed land use; there is no further development proposed for the site at this time. Ms. Kornel stated it is staff's recommendation is to approve the small scale land use map amendment.

Ms. Press asked, because she is sensitive due to Cheaters being annexed into the City, for an explanation of conditional use because one of the conditional uses in the Highway Tourist Commercial is a nightclub. Ms. Press also asked if a conditional use is reviewed by any boards.

Mr. Goss stated it is nondiscretionary. Mr. Goss explained that there are two types of reviews: special exception which is discretionary which requires public hearings before the Planning Board and City Commission, and a nondiscretionary or conditional use has criteria and as long as those criteria are met when it is reviewed, then it is approved by staff and administratively approved.

Ms. Press asked if the existing Super 8 motel burned down whether the zoning would remain with that property.

Mr. Goss replied yes.

Ms. Press asked if the motel were to burn down, whether a nightclub could be built.

Mr. Goss explained that a new building would have to be built and the first step in the process would be submittal of a site plan. Mr. Goss continued that the site plan would go before the Site Plan Review Committee (SPRC); the nightclub, if it is a conditional use, would have to be reviewed as a conditional use as part of the site plan and approved by staff. Mr. Goss urged the Board not to confuse the City's definition of a nightclub with the County's definition of nightclub because the County's definition of nightclub is an adult use to the City.

Ms. Press stated that is why it is important that whole corridor be in Ormond Beach or under the City's standards and regulations.

Mr. Jorczak asked if the annexation of this property was at the request of the City.

Ms. Kornel responded that there was an annexation agreement at the time the property received utilities from the City and the City proceeded to annex the property this year.

Mr. Jorczak inquired if there is more property that is being serviced by the City's utilities that will be annexed.

Ms. Kornel replied that there are more properties in the US 1 area that the City is looking at annexing those properties; some properties have agreements and some do not.

Mr. Briley inquired as to the agreement with Destination Daytona.

Ms. Kornel responded that Destination Daytona is still located in the County.

Mr. Hayes offered that the appearance of the map is that of a checkerboard in terms of what is in the County and what is in the City; many of the properties in the County acquired service through a private package plant or some variation thereof; in the late 1980s as a result of development interest in the North US 1 corridor, the City and County entered into an Interlocal Agreement that provided that North US 1 corridor would be the City's exclusive utility territory. Mr. Hayes continued that the statute does not require municipalities to provide utilities outside of its corporate boundaries, it provides that you can do so, but it cannot be more than 5 miles beyond the corporate boundaries and requires as a condition that the properties annex into the city. Mr. Hayes explained that back in the 1980s with Volusia County, the City adopted a formal policy as such that they would provide water, but the properties would have to annex into the city, and if they did not meet the statutory standards at that time, they would have to annex once they became contiguous. Mr. Hayes continued that over the course of many years as properties developed along the North US 1 corridor, some of those developments which were approved in the county acquired authority from the city to provide utilities some were in the form of written covenants, in later years it became and Annexation/Utilities Agreement. Mr. Hayes stated there are some properties that utilities were provided without a covenant or agreement being recorded or provided, but the official policy of the City which is implemented in the City's Code and Comprehensive Plan is that if a property has city water they must annex. Mr. Hayes explained many of those properties were not contiguous for many years; the foundation to allowing the annexations to move forward was the Ormond Crossings project; once that property was annexed into the City, Mr. Goss informed him that there were a number of properties that could be annexed in order to complete the City's vision for the development of that corridor. Mr. Hayes explained that Ormond Crossings was the first domino that fell and created the opportunity for the City to begin the annexations. Mr. Hayes stated that the property at 1545 North US 1, Cheaters, just happened to be within the grouping of

properties that were going to be annexed anyway. Mr. Hayes concluded by stating there are additional properties that will be annexed some with agreements others with covenants; those will be annexed on the theory of implied consent because they accepted City utilities based on the water policy at the time. Mr. Hayes explained that the other component is the negotiations between the City and the County to implement a new interlocal agreement regarding implementation of the City's regulations, etc.

Mr. Jorczak asked why all of the annexations aren't being done at once.

Mr. Hayes replied that there are a lot of pockets and properties that do not meet the technical requirements for annexation, but there is a new chapter in the annexation statute that will allow through a negotiation process to annex those properties; the negotiations the City is in with the County could clean the slate; it is more of a long term vision, but a further implementation of the policies that have been in place since the late 1980s.

Mr. Briley moved to approve the item as submitted. Mr. Jorczak seconded the motion. Vote was called, and the motion unanimously approved.

B. RZ12-098: 1634 North US HWY 1 (Super 8 Motel)- Rezoning

Ms. Lauren Kornel, stated this is an administrative request for a rezoning as a result of annexation for a property roughly 4.6 acres in size from Volusia County Zoning of B-6, Highway Interchange Commercial to Ormond Beach B-7, Tourist Commercial. Ms. Kornel explained that the proposed land use change was contingent on the land use amendment just passed by the Board and the City B-7 zoning classification is consistent with the County Zoning of B-6, as well as being consistent with the land use map amendment just approved by the Board. Ms. Kornel stated that impacts on facilities will remain unchanged; B-7 is most consistent with the current B-6 zoning by the County, and the request is consistent with the compatibility matrix in the Land Development Code. Ms. Kornel stated it is staff's recommendation is to approve the rezoning.

Mr. Briley moved to approve the item as submitted. Mr. Heaster seconded the motion. Vote was called, and the motion unanimously approved.

IX. MEMBER COMMENTS

Ms. Press informed the Board that if they receive an email from her it is because CFOB will be having a candidates' forum on the 25th of July in the Commission Chambers from 7-9 hosting the three candidates for the County Chair, candidates for District 4, and District 4 School Board.

Mr. Jorczak inquired as to the force water main on Airport Road would be completed and operational.

Mr. Goss replied they started in March after signing the contract in January, and they are required to finish it in 180 days from the date they started, 180 days from March. Mr. Goss offered to find out exactly where they are and how much is completed and when the expected date of completion is.

Mr. Jorczak asked if that was going to service west of I-95.

Mr. Goss responded that they are taking the old force main and converting that to reuse water line and putting in a new force main. Mr. Goss explained the new force main is what is going by Mr. Jorczak's property and what is being installed in Breakaway and Hunter's Ridge is the old force main being converted so they can get those two developments off of well for irrigation.

Mr. Briley inquired as to the property on US 1 and Pine Tree Drive being annexed into the City when it is built.

Mr. Goss replied that the City does have an annexation agreement; the property is phased out, but there is no construction due, just site work and infrastructure.

Mr. Briley asked if the World Color building is in the County.

Mr. Goss responded yes it is located in the County.

Mr. Briley inquired as to the electric non-manned drones at the airport.

Mr. Goss responded that at the Commission meeting Mr. Mannarino presented the interest to fly the drones at the airport and the Commission indicated their approval. Mr. Goss stated the spillover effect for the technology of it, if it actually takes off, could be beneficial to the City.

Mr. Goss stated he has not received any comments from the Board regarding the Ormond Crossings workshop. Mr. Goss explained there is still some time for the Board to get their comments to him, but sooner would be better than later; if he does not receive any comments he will assume the Board has no further comments and it will be scheduled for public hearing.

Mr. Thomas stated he would prefer to give his comments verbally; he is concerned about some type of map of how Ormond Crossings would be developed and the demographics will change once Ormond Crossings is developed and US 1 is going to explode with traffic and businesses.

Mr. Jorczak stated that Ormond Crossings indicated they were going to develop the industrial portion first.

Mr. Thomas reiterated "indicated" nothing says they have to.

Ms. Behnke stated the industry leads to the housing.

Mr. Thomas stated he doesn't disagree, but he is expressing his concern.

Mr. Hayes stated there are other concerns as well and he doesn't believe the agreement the Board saw will be the form of the final agreement that is ultimately agreed upon, and perhaps when it is retooled it can be brought back before the Board.

Mr. Thomas stated in his email to the Commission and Mayor he commended the Planning Board because of its diverse opinions and felt that the Board did a good job on the home occupations.

Ms. Behnke stated her concern was the noise factor with small children, and it turned out that was the only real complaint.

Mr. Thomas responded that there are ordinances for enforcement of noise complaints. Mr. Thomas stated it was explained to him that it costs \$700 per child to teach the infant survival course, so it is not something you would have 27 people signing up for.

X. ADJOURNMENT

The meeting was adjourned at 8:45 p.m.

Respectfully submitted,

Ric Goss, AICP, Planning Director

ATTEST:

Doug Thomas, Chair

Minutes transcribed by Meggan Znorowski

STAFF REPORT

City of Ormond Beach Department of Planning

DATE: July 31, 2012

SUBJECT: US 1 Finding of Necessity Presentation

APPLICANT: Administrative

NUMBER: FON 12-120

PROJECT PLANNER: S. Lauren Kornel, AICP, Senior Planner

INTRODUCTION: This is a presentation of the US 1 Finding of Necessity for the purpose of discussion and to review the proposed CRA boundaries and the basis (findings) of the necessity. Staff recently completed the attached Finding of Necessity, a fact finding exercise or inventory of existing conditions along US 1, and is soliciting input on the report from the Planning Board.

BACKGROUND: Within the City of Ormond Beach the US 1 corridor has been identified as an area experiencing economic distress which has contributed to blighted conditions. As development in the city moved west, older neighborhoods and commercial corridors, such as US 1, have experienced a decline in economic activity and new investment has been slow to come. The current conditions along US 1 have lead to the City completing a Finding of Necessity to determine if in fact the US 1 area meets the statutory criteria for determination of blight under the Community Redevelopment Act of 1969, Chapter 163 Part III, Florida Statutes.

The Community Redevelopment Act authorizes local governments to establish community redevelopment agencies to improve slum and blighted areas within their jurisdictions. The Act sets forth the legal process by which local governments may establish community redevelopment agencies and provides financing and regulatory tools to accomplish the goal of improving selected areas.

Section 163.355 F.S. requires local governments desiring the establishment of a community redevelopment agency to adopt, by resolution, a finding that one or more slum or blighted areas exist within its jurisdiction, and that the rehabilitation, conservation, or redevelopment of such areas is necessary in the interest of the public health, safety, or welfare of the residents of the area. The Finding of Necessity provides information that serves as the factual basis for a finding that conditions in the US 1 area meet the statutory criteria for determination of blight.

DISCUSSION: The US 1 study area is generally described as the area along US 1 from the southern city boundary north to the Flagler/Volusia County line. For ease of collecting and analyzing data, the U.S. 1 Study Area was divided into the south and north study areas. The south study area excludes the Downtown

Redevelopment District established along Granada Boulevard and focuses on the area generally bounded by North and South Ridgewood on the east, the corporate limit line on the south, the Florida East Coast Railway on the West, and Wilmette Avenue to the north. The north study area continues from Wilmette Avenue north to the Flagler/Volusia County line and includes only those properties directly adjacent to US 1.

The US 1 study area was determined in accordance with statutory criteria pertaining to site and economic conditions that warrant the use of redevelopment powers. Other factors considered in determining the area to be studied were future development and redevelopment potential, sound planning principles and areas showing an incidence of land use conflicts.

The complete Finding of Necessity study including all of the data and analysis is attached to this staff report. In addition, an Executive Summary summarizing the data and results can be accessed at the front of the Finding of Necessity study. The results of the study indicate that the US 1 area contains characteristics of blight.

Specifically, the Finding of Necessity documents the existence of several criteria that substantiate a blighted area, in accordance with Chapter 163, Part III, Florida Statutes. In addition to a substantial number of deteriorated or deteriorating structures, as summarized in the Executive Summary of the Finding of Necessity, the City finds the following eight criteria have been met as documented in the Finding of Necessity study:

- Inadequate public transportation facilities;
- Aggregate Assessed value of real property;
- Faulty lot layout in relation to size, adequacy, accessibility, or usefulness;
- Unsanitary or unsafe conditions;
- Deterioration of Site or other improvements;
- Residential and Commercial vacancy rates higher in the area than in the remainder of the municipality;
- Incidence of crime higher in the study area than in the remainder of the municipality; and
- Diversity of ownership, or defective or unusual conditions of the title prevent the free alienability of land within the deteriorated area.

CONCLUSION: Input from the Planning Board will be considered as the final version of the Finding of Necessity is completed. A public hearing before the Planning Board is tentatively scheduled for September 13, 2012, at which time staff will request that the Planning Board recommend to the City Commission to adopt the Finding of Necessity by resolution to provide for the creation of a Community Redevelopment Agency in the US 1 area.

Attachment: US 1 Finding of Necessity dated 2012

FINDING OF NECESSITY US 1 STUDY AREA - 2012

CITY OF ORMOND BEACH, FL

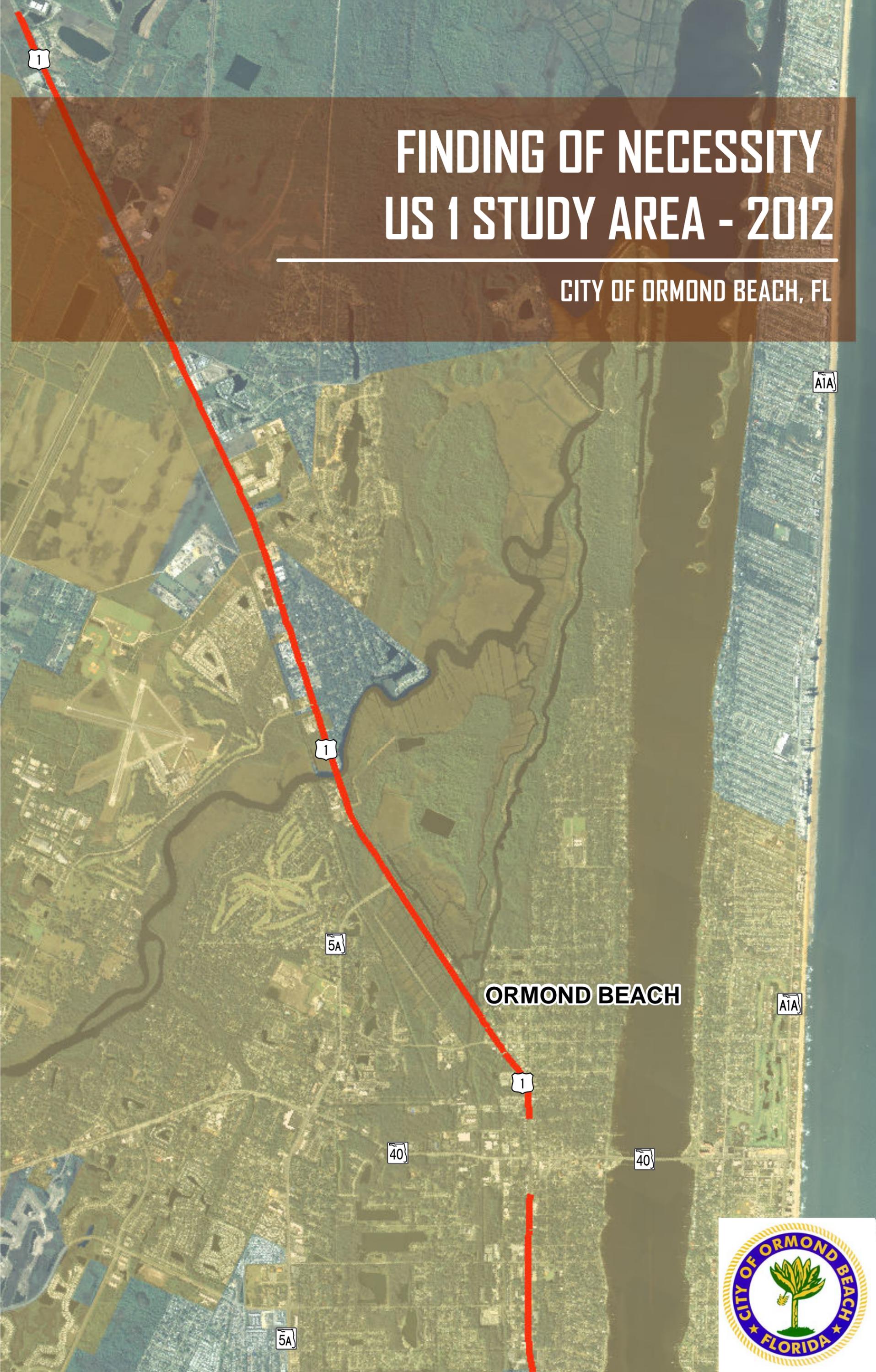


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Note: All maps to exclude Downtown Community Redevelopment Area

Acknowledgements

This report was developed with the help and guidance of a number of individuals. This section is intended to recognize those individuals who had an active role in the report's creation.

City of Ormond Beach Commission

Mayor Ed Kelley
Commissioner James Stowers, Zone 1
Commissioner Troy Kent, Zone 2
Commissioner Rick Boehm, Zone 3
Commissioner Bill Partington, Zone 4

City of Ormond Beach Staff

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Kevin Gray, Public Works Operations Manager
David Ponitz, Utilities Manager
Steve Johnson, Principal GIS Technician
Eric Dickens, GIS Technician
Cindy Berglund, Building Department Office Manager

Executive Summary

Overview and Purpose

The City Commission has opted to complete a Finding of Necessity Study along U.S. 1 from the southern city limits north to the Flagler/Volusia County line in considering the establishment of a Community Redevelopment Area, pursuant to Chapter 163, Part III of the Florida Statutes, as a strategic priority on behalf of the community. The purpose of the study is to identify the conditions of slum and blight in the study area to determine if there is a need for a Redevelopment Plan. If the study finds the City in need of a plan, a plan will be formulated to address and improve the slum and blight conditions found in the Study. This effort is the first step towards an integrated transportation plan that provides for a high level of mobility as well as encouraging well-planned and sustainable growth along the U.S. 1 corridor.

Community Redevelopment Act of 1969

The Community Redevelopment Act of 1969 was created and adopted as Chapter 163 into the Florida Statutes for a local government tool to remedy areas found to contain certain degrees of declining and adverse conditions. The Act affirms the prevention of slum and blight conditions is a matter of state policy and state concern. As it relates to the City of Ormond Beach, the targeted U.S. 1 Redevelopment Area contains many of the conditions cited as a State concern that are directly applicable to the Act. The Act acknowledges the need for redevelopment and creates mechanisms by which a local government can administer change in a given area through the creation of a Community Redevelopment Area. If an area is deemed blighted, a resolution must be adopted by the local government body finding there are indeed such conditions within the defined study area and the redevelopment of the area is in the interest of public health.

City Profile and Study Area Description

Located in Volusia County, the coastal community of Ormond Beach encompasses 29 square miles and has a population of 38,156 (United States Census Data, Community Housing Survey 2005-2009). The entire U.S. 1 Study Area extends from the south corporate city limit line north to the Flagler/Volusia County line. For ease in understanding the study format, two segments or study areas have been created. The south study area extends from the south city line north to Wilmette Avenue and to the east by North and South Ridgewood Avenues, excluding the Downtown Community Redevelopment District. The north study area continues from Wilmette Avenue north to the Flagler/Volusia County line and includes only those properties directly adjacent to U.S. 1. The Florida East Coast Railway rail line forms the western boundary of the study area throughout the corridor. The entire Study Area represents roughly 6% of the City's total land area and was selected pursuant to the definitions found in the Community Redevelopment Act of 1969. Table 1 summarizes the criteria that apply to the Study Area.

Table 1. Blight Conditions and Indicators, U.S. 1 Study Area	
Condition/Factor Required by Statute	Indicator
163.340 (8) Substantial number of deteriorated structures.	Conditions Survey (Ormond Beach Planning Department)
	New Construction (Ormond Beach GIS Data)
	Age of Structures (Ormond Beach GIS Data)
163.340 (8) Conditions leading to economic distress.	Unemployment Rate Data (US Census Bureau)
	Household Income (US Census Bureau)
	Poverty Rate Data (US Census Bureau)
163.340 (8) (a) Predominance of defective or inadequate street layout, parking facilities, roadways, bridges or public transportation facilities.	Traffic Data and Characteristics (Ormond Beach GIS Data and Volusia County Traffic Engineering Data)
	Public Transportation Data (Ormond Beach Multi-Modal Strategy)
163.340 (8) (b) Aggregate assessed values of real property in the area for ad valorem tax purposes have failed to show any appreciable increase over the 5 years prior to the finding of such conditions.	Taxable Values (Volusia County Property Appraiser)
163.340 (8) (c) Faulty Lot Layout in relation to size, adequacy, accessibility, or usefulness.	Parcel Sizes (Ormond Beach GIS Data)
163.340 (8) (d) Unsanitary or Unsafe Conditions.	Code Violations (Ormond Beach GIS Data)
163.340 (8) (e) Deterioration of site or other improvements.	Conditions Survey (Ormond Beach Planning Department).
	Sidewalk Inventory (Ormond Beach Multi-Modal Strategy)
163.340 (8) (f) Inadequate and outdated building density patterns.	Land Use (Ormond Beach GIS Data)
163.340 (8) (i) Residential and commercial vacancy rates higher in the area than in the remainder of the County or municipality.	Vacancy Rate (Ormond Beach GIS Data)

Table 1. Blight Conditions and Indicators, U.S. 1 Study Area Cont'd	
Condition/Factor Required by Statute	Indicator
163.340 (8) (j) Incidence of crime in the area higher than in the remainder of the community.	Ormond Beach Police Department Crime Statistics (2010)
163.340 (8) (m) Diversity of ownership or defective or unusual conditions of title which prevent the free alienability of land within the deteriorated or hazardous area.	Multiple Ownership (Ormond Beach GIS Data)

Methodology

Having identified the entire study area along U.S. 1 as lacking continuity and as relatively heterogeneous, for ease of collecting and analyzing data, the U.S. 1 Study Area was divided into the south and north study areas. For this local analysis, the project approach began with Conditions Surveys to collect and compile data in the development of the study analysis and fact-finding. The results of the Conditions Surveys and additional data collected from the city and county GIS departments, as well as the United States Census Bureau, served to focus the technical review for quantifying and qualifying the area in terms of meeting both of the provisions of Chapter 163.340, Florida Statutes, Subsections (7) and (8).

This report is intended to be consistent with the statutory requirements for establishing a community redevelopment area while considering the future implications for public and private entities. The following inventory summarizes the conditions as they exist in the entire U.S. 1 Study Area. The targeted U.S. 1 Study Area exhibits many of the required indicators needed to qualify it for community redevelopment area designation.

Inventory Findings

The analysis presented in this study indicates the south and north Study Areas contain at least eight of the fourteen conditions combined indicative of a “blighted area” listed in the Florida Statutes. The following is a summary of findings that support a declaration of blight for the south and north Study Areas:

Substantial number of deteriorated or deteriorating structures

South Study Area

- 46% of the structures are deteriorated to some degree.
- 66% of the housing units are over 51 years old (built before 1960). In comparison, only 27% of the City’s residential units are over 51 years old.
- 32% of non-residential structures are over 51 years old compared to 22% of the City’s total non-residential structures.
- 177 structures out of the total number of deteriorating structures (296 structures) found are more than 51 years old.
- Vacant unoccupied structures is 29%.

North Study Area

- While some deterioration of structures was documented (3% of structures are deteriorated to some degree), overall deterioration of structures was not considered significant.
- Vacant unoccupied structures is 22%.

Conditions leading to economic distress

South Study Area

- **Low household income**
Median household income (\$27,577) is nearly half of the City's median household income (\$49,951).
- **High poverty rate**
Nearly 26% of total families have an income below the poverty level threshold compared to 9% citywide.
- **Low housing values**
Median home values (\$77,267) are lower than citywide home values (\$121,294) by \$44,027.
- **Employment and Education**
Only 24% of the total employed population has 16+ years work in professional occupations compared to 43% citywide.
44% of the population 25+ years old has at least some college education compared to 64% citywide.

North Study Area

- Criteria does not apply. Housing data was not collected in the north study area.

Inadequate Public Transportation Facilities

South Study Area

- Inadequate cross streets and access points adversely impacting connectivity between neighborhoods.
- Substandard street designs, parking, ingress/egress, intersections, and signalizations.
- Inadequate signalized crossings and sidewalks for extended segments of right-of-way.

North Study Area

- Medians lack landscaping.
- Traffic safety related to pedestrian use during temporary special events.
- The southbound Interstate 95 ramp at U.S. 1 operates at a LOS of "F" both in the am and pm peak hour.
- Historical crash data analysis from 2004 through 2006 indicates 119 crashes involving 38 injuries, 2 fatalities, and \$748,102 in property damage.
- Transit service provided on U.S. 1 is via Route 3A. Route 3A service is every 2 hours. A multi-modal analysis using Art Plan indicates a transit LOS for this corridor as "F", and non-motorized LOS as "E."

Aggregate Assessed Value of Real Property

South Study Area

- Higher declining taxable parcel valuation (32%) compared to the City (23%) between 2008 and 2010.

North Study Area

- For City parcels, overall declining taxable parcel valuation (8%) was evident, but was lower when compared to the City (23%) between 2008 and 2010
- Higher declining taxable parcel valuation for County parcels (41%) compared to the County (34%) between 2008 and 2011.

Faulty Lot Layout in relation to size, adequacy, accessibility, or usefulness

South Study Area

- Over 39% of properties do not meet the minimum lot area requirements of the City of Ormond Beach Land Development Code.

North Study Area

- Criteria does not apply. The calculated percentage of lots (8%) that do not meet the minimum lot area requirement of the Land Development Code was not significant.

Unsanitary or Unsafe Conditions

South Study Area

- Intermittent uncontained garbage throughout.
- Twice as many code violations per capita (0.25 violations/person) compared to citywide (0.11 violations/person).

North Study Area

- Criteria does not apply. Very few code violations have been reported.

Deterioration of Site or Other Improvements

South Study Area

- Field observations showing signs of decline such as aged and deteriorated roofs, holes and cracks in walls, peeling paint, broken windows, unkempt yards, unmaintained landscaping, broken and rusted chain link fences, and abandoned vehicles.
- Unkempt and deteriorated sidewalks, as well as sidewalk gaps.

North Study Area

- Generally deficient in sidewalks.
- Several gas stations are no longer in operation, but are rated as Medium risk of contamination according the Florida Department of Environmental Protection and the Institutional Controls Registry.

Residential and Commercial vacancy rates higher in the area than in the remainder of the municipality

South Study Area

- Nearly 22% of properties are vacant. In comparison, only 10% of total citywide properties are considered vacant.
- 50% of the total acreage comprise vacant parcels; while only 21% of the City's total land area is considered vacant.

North Study Area

- 53% of the total acreage comprise vacant parcels; while only 21% of the City's total land area is considered vacant.

Incidence of crime higher in the Study Area than in the remainder of the municipality

South Study Area

- Crime per capita is higher at 31% compared to 18% citywide.

North Study Area

- Criteria does not apply likely due to a lack of residential uses in the north study area.

Diversity of ownership, or defective or unusual conditions of title prevent the free alienability of land within the deteriorated area

South Study Area

- Nearly 33% of the total parcels are owned by more than one owner.

North Study Area

- Just over 15% of the total parcels are owned by more than one owner.

Conclusion and Recommendations

Based upon an assessment of the entire U.S. 1 Study Area, sufficient criteria have been met to qualify the area for consideration pursuant to the requirements of the Florida Community Redevelopment Act (Chapter 163, Part III, Florida Statutes), in particular Section 163.340 (7) and (8). The south study area shows a greater number of criteria met than the north study area. Consideration to formally designate the entire area, create the Redevelopment Agency, and commence formal discussions with Volusia County regarding their participation in allocations to the tax increment financing strategy present the first steps toward successful implementation of redevelopment.

I. Overview and Purpose

The City of Ormond Beach is the northernmost city within Volusia County and is part of the Daytona Beach, Deltona, and Palm Coast Consolidated Statistical Area. While the City has invested significant resources in revitalizing its Downtown, some of the commercial and core neighborhoods are experiencing challenges, such as poor housing conditions, economic distress, and declining population trends, compared with suburban development to the west and north. As development moved west, the older neighborhoods and commercial corridors, such as the U.S. 1 corridor, have declined in aesthetic character, and investment opportunities have increasingly become more limited. Land uses are mixed; once successful commercial enterprises are stagnant, and new investment is slow-coming. Such commercial and employment areas are generally responsible for growth in a city's tax base. However, for Ormond Beach, that critical element is lacking along the U.S. 1 corridor.

The City of Ormond Beach recognizes the need to plan and redirect the development process, and remove or ameliorate deteriorated conditions. In 2011, the City initiated this detailed Finding of Necessity study. The purpose of this study is to develop a database and baseline understanding of the U.S. 1 corridor from land use, demographic, and transportation perspectives. Determining the existence of "slum" or "blight" conditions within an area is the initial step in evaluating the appropriateness of an area for designation as a Community Redevelopment Agency. This study describes the physical and economic conditions, as well as the regulatory requirements, within the Study Area associated with blight as defined by the Florida Statutes.

The Blight Study Report begins with an overview of the Community Redevelopment Act of 1969, Section 163 of the Florida Statutes, that provides a definition for the terms "slum" and "blight" as per the Florida Statutes. Following the overview, Section I discusses the Community Redevelopment Act of 1969 community profile. Section II presents the City Profile, followed by Section III, which establishes the recommended U.S. 1 Study Area boundary based on the factors found to be indicative of slum or blighted conditions. Section IV reviews the project research methodology. The analysis for the Study relies heavily on data and maps acquired from the City of Ormond Beach GIS Department, the Volusia County Property Appraiser's office and visual inspections of the Study Area. Section V provides data collected based on the inventory and presents a detailed analysis of the demographic data and existing conditions of blight found in the Study Area. Section VI presents conclusions and recommendations relating to the CRA designation proposed for the recommended U.S. 1 Study Area.

II. Community Redevelopment Act of 1969

The purpose of the Community Redevelopment Act of 1969, Chapter 163 Part III, Florida Statutes, is to assist local governments in preventing and/or eliminating blighted conditions detrimental to the sustainability of economically and social vibrant communities or areas. The Act authorizes local governments to establish community redevelopment agencies to improve slum and blighted areas within their jurisdiction. It sets forth the legal process by which local governments may establish community redevelopment agencies and provides financing and regulatory tools to undertake the complex task of overcoming the conditions that contribute to the causes of slum and blight in declining areas of a city.

Section 163.355 F.S. requires local governments, which desire to establish a community redevelopment agency to adopt, by resolution, a finding that one or more “slum” or blighted areas exist within its jurisdiction, and the rehabilitation, conservation, or redevelopment of such areas is necessary in the interest of the public health, safety, morals, or welfare of the residents of the area. Upon adoption of a redevelopment plan, the City’s redevelopment agency can begin implementing the plan, including creation of a Tax Increment Trust Fund for the redevelopment area. The following paragraphs describe the blighting conditions, their specific effects, and the intentions community redevelopment as a tool for implementing policy and programs:

Section 163.335(1), F.S. *...[blighted areas] constitute a serious and growing menace, injurious to the public health, safety, morals, and welfare of the residents of the state; that the existence of such areas contributes substantially and increasingly to the spread of disease and crime, constitutes an economic and social liability imposing onerous burdens which decrease the tax base and reduce tax revenues, substantially impairs or arrests sound growth, retards the provision of housing accommodations, aggravates traffic problems, and substantially hampers the elimination of traffic hazards and the improvement of traffic facilities; and that the prevention and elimination of slums and blight is a matter of state policy and state concern in order that the state and its counties and municipalities shall not continue to be endangered by areas which are focal centers of disease, promote juvenile delinquency, and consume an excessive proportion of its revenues because of the extra services required for police, fire, accident, hospitalization, and other forms of public protection, services, and facilities.*

Section 163.335(2), F.S. *...certain slum or blighted areas, or portions thereof, may require acquisition, clearance, and disposition subject to use restrictions, as provided in this part, since the prevailing condition of decay may make impracticable the reclamation of the area by conservation or rehabilitation; that other areas or portions thereof may, through the means provided in this part, be susceptible of conservation or rehabilitation in such a manner that the conditions and evils enumerated may be eliminated, remedied, or prevented; and that salvageable slum and blighted areas can be conserved and rehabilitated through appropriate public action as herein authorized and the cooperation and voluntary action of the owners and tenants of the property in such areas.*

Section 163.335(3), F.S. ...powers conferred by this part are for public uses and purposes which public money may be expended and the power of eminent domain and police power exercised, and the necessity in the public interest for the provisions herein enacted is hereby declared as a matter of legislative determination.

Section 163.335(5), F.S. ...the preservation or enhancement of the tax base from which a taxing authority realizes tax revenues is essential to its existence and financial health; that the preservation and enhancement of such tax base is implicit in the purposes for which a taxing authority is established; that tax increment financing is an effective method of achieving such preservation and enhancement in areas in which such tax base is declining; that community redevelopment in such areas, when complete, will enhance such tax base and provide increased tax revenues to all affected taxing authorities, increasing their ability to accomplish their other respective purposes; and that the preservation and enhancement of the tax base in such areas through tax increment financing and the levying of taxes by such taxing authorities therefore and the appropriation of funds to a redevelopment trust fund bears a substantial relation to the purposes of such taxing authorities and is for their respective purposes and concerns.

Section 163.335(6), F.S. ...there exists in counties and municipalities of the state a severe shortage of housing affordable to residents of low or moderate income, including the elderly; that the existence of such condition affects the health, safety, and welfare of the residents of such counties and municipalities and retards their growth and economic and social development; and that the elimination or improvement of such conditions is a proper matter of state policy and state concern is for a valid and desirable purpose.

Section 163.335(7), F.S. ...prevention or elimination of a slum or blighted area as defined in this part and the preservation or enhancement of the tax base are not public uses or purposes for which private property may be taken by eminent domain and do not satisfy the public purpose requirement of s. 6 (a), Art, X of the State Constitution.

Under the Community Redevelopment Act, the City of Ormond Beach has the authority to:

- Identify certain areas as having conditions of slum or blight;
- Administer redevelopment plans;
- Grant final approval and modify community redevelopment plans;
- Issue revenue bonds; and
- Approve the acquisition, demolition, and removal or disposition of property.

Section 163.340(8), F.S. “**Blighted area**” means an area in which there are a substantial number of deteriorated, or deteriorating structures, in which conditions, as indicated by government-maintained statistics or other studies, are leading to economic distress, or endanger life or property, and in which two or more of the following factors are present:

- (a) Predominance of defective or inadequate street layout, parking facilities, roadways, bridges, or public transportation facilities;
- (b) Aggregate assessed values of real property in the area for ad valorem tax purposes have failed to show any appreciable increase over the 5 years prior to the finding of such conditions;
- (c) Faulty lot layout in relation to size, adequacy, accessibility, or usefulness;
- (d) Unsanitary or unsafe conditions;
- (e) Deterioration of site or other improvements;
- (f) Inadequate and outdated building density patterns;
- (g) Falling lease rates per square foot of office, commercial, or industrial space compared to the remainder of the county or municipality;
- (h) Tax or special assessment delinquency exceeding the fair value of the land;
- (i) Residential and commercial vacancy rates higher in the area than in the remainder of the county or municipality;
- (j) Incidence of crime in the area higher than in the remainder of the county or municipality;
- (k) Fire and emergency medical service calls to the area proportionately higher than in the remainder of the county or municipality;
- (l) A greater number of violations of the Florida Building Code in the area than the number of violations recorded in the remainder of the county or municipality;
- (m) Diversity of ownership or defective or unusual conditions of title which prevent the free alienability of land within the deteriorated or hazardous area; or
- (n) Governmentally owned property with adverse environmental conditions caused by a public or private entity.

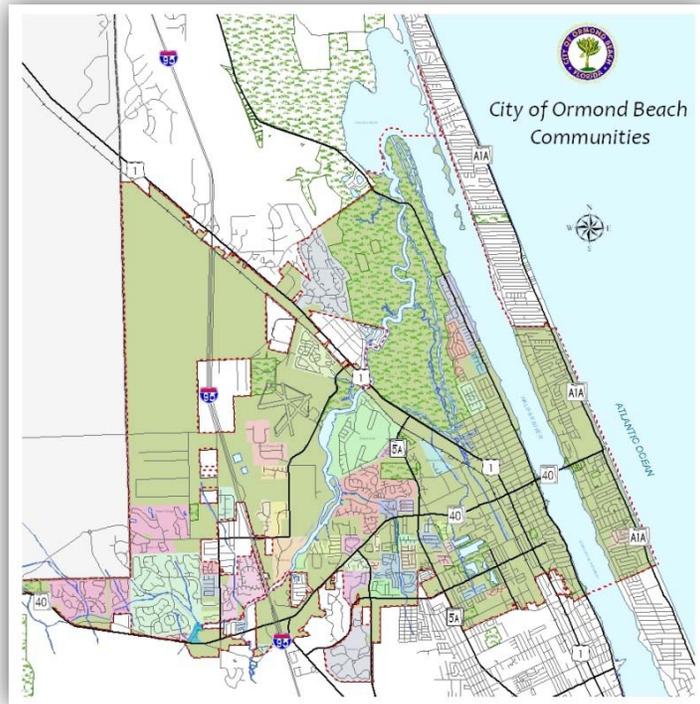
The U.S. 1 Study tests the factors necessary to find the Study Area “blighted” as defined by the Florida Legislature in the Redevelopment Act. As this report documents, at least eight of the above itemized conditions of blight exist in the Study Area and are a detriment to its longer-term vitality and sustainability.

Statutory criteria pertaining to site and economic conditions that warrant the use of redevelopment powers provided by the Statute listed above.

- Consideration of future development or redevelopment potential based on factors including ownership pattern, parcel sizes, ease of assemblage, and housing values;
- Consideration of sound planning principles for continuity of future land use based on adjacent land uses or land attributes, transportation systems, and the efficient provision of government utilities and services, and
- Deteriorating commercial corridors and areas with commercial, industrial and residential land use conflicts.

III. City Profile

Ormond Beach is a coastal community, and its growth trend has been primarily residential development. Due to a combination of real growth and annexations during the 1990's, residential development and the City's commercial and retail center expanded westward beyond Interstate 95 as the size of the City grew to approximately 29 square miles (35.8 square miles including water bodies). For the most part the City is built out and future growth is somewhat limited due to the proximity of the city limits to Holly Hill and unincorporated Volusia County.



Therefore, the stability and vitality of Ormond Beach's commercial center and close-in housing is critical to its future success. New development to the west and north is proceeding under current standards, but the study area is a mixture of development types, quality, and attractiveness, and urban/rural land use conflicts are prevalent particularly in North U.S. 1 area due to a mixture of city and unincorporated lands.

For the purpose of this study, U.S. 1 is an 8.5-mile four-lane major arterial roadway that runs along the eastern side of Volusia County, paralleling the Halifax River. U.S. 1 connects the Cities of Holly Hill and Ormond Beach as well as unincorporated Volusia and Flagler Counties. Prior to the construction of Interstate 95, the corridor functioned as the major north/south corridor serving regional travel. As new parallel arterial roadways such as



CITY OF ORMOND BEACH, FLORIDA (as of July 25, 2012)

Nova Road were introduced, U.S. 1 has evolved to include serving local travel needs as well as a main commercial street.



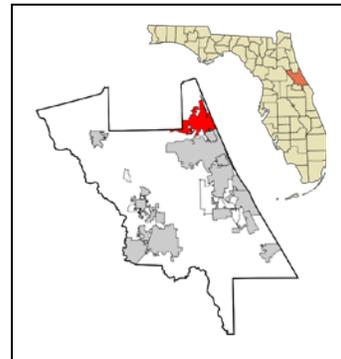
The ability of U.S. 1 to move traffic and serve abutting land uses is a challenge shared by other communities throughout Volusia County. Visual quality, as expressed in overhead utilities, ingress/egress conflicts, building quality, and sign clutter, also presents an undesirable image for the City of Ormond Beach.



One of the worst examples of blight exists in the north study area at the I-95 interchange (northwest, southwest and southeast corners) where there is a high incidence of sign clutter and older tourist commercial properties. Due to its proximity to Interstate 95 from the north, this commercial node functions as the gateway to the City of Ormond Beach. The presence of closed buildings convey a perception that the corridor is not a good place to do business and when combined with the introduction of businesses that are adult oriented, the corridor appears to have lost its relevancy in the market place. The continued decline of

this area has raised strong concerns from newer business parks south of the Interstate 95 interchange in recent years. Another notable area of blight in the north study area is the area used for events during Bike Weeks and Biketoberfest generally north of Airport Road. The Interstate 95 interchange and temporary special event areas have serious aesthetic issues. In addition, adult and itinerant uses have contributed to blight throughout the north U.S. 1 area. However, opportunities to create a sense of place through effective land use planning, urban design, and regulatory reform is available to the City.

The City of Ormond Beach is one of 17 municipalities located in the northeastern area of Volusia County. Since 1970, the City's population increased from approximately 14,000 to 40,941 in 2007 (source: University of Florida, Bureau of Economic and Business Research). According to the United States Census Data, Community Housing Survey 2005-2009, the population of the City of Ormond Beach grew by 1,855. This change in population represents a roughly 5% increase from 36,301 in 2000 to 38,156 in 2009.



IV. Study Area Description

The City of Ormond Beach is roughly 22,975 acres in land area (19,858 acres without right-of-ways) and consists of roughly 17,929 parcels. The study area is roughly 1,303 acres consisting of 1,181 parcels, or 6% of the City's total land area (south study area 408 acres or 2% of the City's total land area and north study area 895 acres or 4% of the City's total land area).

The south study area excludes the Downtown Redevelopment District established along Granada Boulevard and focuses on the area generally bounded by North and South Ridgewood on the east, the corporate limit line on the south, the Florida East Coast Railway on the West, and Wilmette Avenue to the north. This area generally includes Majik Market, Ridgecrest Mobile Home Park, Wilmette Professional Center, the New Bethel A.M.E. church (locally designated historic landmark property), East Coast Plaza, Palm Plaza, and Ormond Lakes Mall. In addition, the south study area includes other commercial, single-family and multi-family residential uses.



The north study area continues from Wilmette Avenue north to the Flagler/Volusia County line and includes only those properties directly adjacent to U.S. 1. The north study area is generally characterized by business parks/centers/condos including U.S. 1 Business Park, Tomoka Center, Coastal Business Park, Hull Pointe, Ormond Commerce Business Park, MBA Business Center, and Gardens Business Center. Warehouse and storage facilities and manufacturing companies such as Playtex Manufacturing and Microflex, along with some retail, restaurant, and hotel/motel businesses near the Interstate 95 interchange can be found in the north study area. There is also a number of biker venues including saloons and campgrounds generally located north of Airport Road. Destination Daytona, a newer development is located at the I-95/U.S. 1 interchange. The north study area does not include single or multi-family residential uses.



The identified parcels in the entire study area are intended to define the boundaries as shown in Map 1; and should be construed as the official boundary for the Study. As Map 2 illustrates, within the south study area, the flood zone designation is primarily outside of the 100 – 500-year floodplain identified as Zone X (±367 acres). In the northwest portion of the south study area there are roughly 40 acres designated as Zone AE and there is roughly 2 acres of Zone A located along the west boundary at the most southerly portion of the Study Area. As Map 3 illustrates, within the north study area, the flood zone designation is primarily Zone X (±674 acres). Zone AE is identified in the south segment of the north study area only (±153 acres) while there is a small pocket of flood zone A just north of North Nova Road and five small pockets north of Interstate 95 for a total of ±67 acres of Zone A .

The boundary of the entire study area was determined based on the following criteria:

- Statutory criteria pertaining to site and economic conditions that warrant the use of redevelopment powers provided by the Statute listed above;
- Consideration of future development or redevelopment potential based on factors including ownership pattern, parcel sizes, ease of assemblage, and housing values;
- Consideration of sound planning principles for continuity of future land use based on adjacent land uses or land attributes, transportation systems, and the efficient provision of government utilities and services; and
- Deteriorating commercial corridors and areas with commercial, industrial, and residential land use conflicts.

The entire study area was selected because it conforms to applicable provisions of Section 163.340, Florida Statutes, relating to areas considered for Community Redevelopment Plans. Based on the definitions in the Statute and analysis of “blight” conditions discussed in this study, the entire U.S. 1 study area is illustrated on the U.S. 1 study area Boundaries Map.

The platting pattern, as well as the size of lots, affects how the U.S. 1 study area functions. The land use pattern sets the basic structure of the area. Within the south study area, there are older subdivisions and mobile homes that restrict connectivity to adjacent areas. There are a number of cul-de-sac type subdivisions that impede through movement. The lack of connected grid throughout the south study area inhibits a coherent development pattern and movement within the area. The railroad tracks along the west boundary also inhibit efficient movement between the east and west boundaries of the study area. Within the north study area development is newer on much larger tracts of land and traffic generally moves well. The north study area (357 parcels) has less than half of the total number of parcels in the south study area (824 parcels).

As U.S. 1’s transportation function has changed over time, the roadway corridor has also experienced land use changes. Some segments of the corridor have seen commercial uses moved to other new arterial corridors which have created challenges as far as retaining neighborhood-serving retail and office uses. Existing land uses are identified and documented in order to derive an understanding of the

patterns of activity within the study area. The types of land uses currently found within the south study area are illustrated in Map 4 and specifically include residential (both single family and multi-family), commercial, public/institutional, industrial, recreation/open space and open space/conservation. Table 2 illustrates the distribution of land uses within the south study area. Approximately 48% (196.3 acres) of the land uses in the south study area are residential (27% single-family and 21.5 multi-family). Commercial land uses consist of roughly 41% (167 acres). The industrial uses located primarily south of West Granada Boulevard and west of U.S. 1 along the Florida East Coast Railway account for roughly 6% (23.1 acres) while the open space categories together make up nearly 3% (1.1 and 1.8 acres) of the land uses. Map 4 illustrates the pattern of existing land in the south study area.



Existing Land Use Category	Acres	% of South Study Area
Low Density Residential	110.8	27.2
Medium Density Residential	73.7	18.1
High Density Residential	11.8	2.8
General Commercial	96.6	23.6
Heavy Commercial	70.5	17.3
Public/Institutional	9.7	2.4
Industrial/Utilities	23.1	5.7
Recreation/Open Space	7.3	1.8
Open Space/Conservation	4.5	1.1
Totals	408	100.0

Source: City of Ormond Beach GIS Department, February 2011

As illustrated in Map 5, since the land use categories do not exactly match between the City and the County, the land use analysis for the north study area was separated into city and unincorporated county lands along North U.S. 1. The types of land uses currently found within the north study area are primarily commercial, industrial, and open space/conservation. As shown in Tables 3 and 4, none of the incorporated properties are designated with a residential land use while the unincorporated properties have a total of 20 acres of residential lands. Overall the north study area consists of roughly 44% (± 402 acres) commercial land uses located throughout the corridor with the highway commercial land use concentrated at the Interstate 95 interchange, 34.1% (± 306 acres) industrial land uses generally concentrated north and south of Hull Road, and roughly 14.3% (± 128 acres) open space/conservation generally concentrated south of North Nova Road. The remaining $\pm 7\%$ of land uses consists of city public institutional (± 10 acres) and unincorporated residential (± 20 acres).

Existing Land Use Category	Acres	% of North Study Area
General Commercial	122	23.5
Heavy Commercial	9	0.2
Industrial/Utilities	143	27.5
Light Industrial/Utilities	1	-
Low Intensity Commercial	17	3.3
Open Space/Conservation	128	24.6
Public/Institutional	4	0.1
Tourist Commercial	96	18.5
Totals	520	100.0

Source: City of Ormond Beach GIS Department, February 2012

Existing Land Use Category	Acres	% of North Study Area
Commercial	155	41.1
Federal Highway	37	10.0
Industrial	162	43.0
Mixed Use	3	0.1
Urban Low Intensity	14	3.7
Urban Medium Intensity	6	1.6
Totals	377	100.0

Source: City of Ormond Beach GIS Department, February 2012

The south study area consists primarily of older development previously approved throughout the 1970's. Lot depth is significantly limited due to adjacent residential neighborhoods. Current land use policy for commercial redevelopment conflicts with residential land use policy. Insufficient lot depth exists for commercial redevelopment to occur. In addition, any commercial expansion into residential areas is considered residential intrusion. Consequently, for redevelopment within the study area to occur, demolition and lot assembly would be necessary, or the City would need to consider changing the land use policy to reduce commercial intensity along the corridor.

The north study area consists primarily of new development previously approved since the year 2000. Compared to the south study area, lot size is relatively large. Beginning north of the Tomoka River there is cross-jurisdictional mix of incorporated and unincorporated properties. This mix of city and county lands causes confusion among property owners given the differences between city and county regulations. While there exists intergovernmental coordination between the City and County on issues such as landscaping, from the city's perspective the cross-jurisdictional mix prevents the city from achieving consistency of land use patterns and zoning classifications. Some permitted uses are allowed in the unincorporated zoning classifications while some uses are not allowed in a comparable zoning classification in the incorporated areas. For example, internet cafes are not allowed in the City of Ormond Beach and sexually oriented businesses are only allowed under the B-8 zoning classification subject to separation requirements.

In accordance with the definition provided by the Florida Statute, in addition to the substantial number of deteriorating structures and conditions leading to economic

distress, two or more of the fourteen (14) factors must be present to determine that blighted conditions exist in the study area. Of the fourteen conditions indicative of blight listed in the Redevelopment Act, analysis indicates at least eight such conditions exist in the U.S. 1 Study Area and are limiting it's immediate and longer term social, economic, and physical development. These conditions are a constraint for any significant development or redevelopment within the U.S. 1 study area.

V. Project Methodology

Beginning in 2011, data and analysis was compiled for the south study area only from the south city boundary at Arroyo Parkway extending north to Wilmette Avenue along U.S. 1. Later, in 2012, it was decided to extend the study northward from Wilmette Avenue to the Flagler/Volusia County line including both incorporated and unincorporated properties along U.S. 1. The data sets for the study areas were collected and analyzed independent of each other because the characteristics of each area were significantly different. While much of the statutory criteria applied to the south study area, only five of the criteria applied to the north study area.

Generally, the south study area consists of smaller lots with older development including residential, industrial, and commercial uses while the north area exhibits significantly larger tracts of land with much newer development made up of industrial and commercial uses. In addition, the north study area has segments of unincorporated tracts of land. With the exclusion of residential properties and the cross-jurisdictional mix of lands in the north study area, the data sets could not be combined. It was not possible to collect household income, poverty, housing values, and employment and education data in the north study area. The south study area primarily consisted of incorporated properties and could easily be compared against city data, while the north study area consisted of both incorporated and unincorporated areas that could not be equally compared against city data in some cases.

A field study to characterize, at a block and parcel level, the types and extent of physical and economic blight existing within the study areas was conducted. Following the field study, each parcel in the study area was individually evaluated through GIS based analysis with respect to physical conditions, as appropriate, and the conditions noted. The GIS database was provided by the City of Ormond Beach GIS department and the Volusia County Property Appraiser records. The City of Ormond Beach Conditions Surveys completed by the Planning Department was the primary data source instrumental in determining blight conditions along with data collected from the US Census Bureau.

The analysis also included an evaluation of the planning documents and reports relating to the relevant conditions in the study areas. Each relevant condition was then mapped separately to illustrate the blighted conditions of the study area. The emerging patterns were used in formulating a recommendation for the study areas boundary and determining blight conditions according to the Statute.

The inventory of blighting conditions was conducted using an approach consistent with the requirements of the Florida Statute. The findings are presented as a series of site photos, maps, statistical tables and text descriptions of the blight conditions established in the study areas.

VI. Inventory/Factors Determining Blight

Section 163.340 (8) SUBSTANTIAL NUMBER OF DETERIORATED OR DETERIORATING STRUCTURES

The presence of a substantial number of deteriorated or deteriorating structures in an area is an indication of blight as defined by the Florida Statute and has a negative impact on the investment image of a community. These conditions impair economic growth, including the lack of private investment to maintain the integrity and value of existing development, depreciation in housing values, high risk factor for new development, and a reduced tax base for the City. Additionally, deteriorated buildings create additional expense for the community due to the need for increased code enforcement personnel, fire hazards, community policing, and inspection.

There are 505 residential units in the south study area compared to 14,711 residential units citywide. There is one mobile home park located within the south study area at 170 North U.S. 1 north of Granada Boulevard. Ridgecrest Mobile Home Park sits on ±13.8 acres and consists of 124 units. A mix of conditions can be found within the mobile home community. However, based on field observations, the overall condition of the mobile home park was classified as standard condition. Field observations indicated less than 10 residential units in the north study area.

Conditions Survey

A high incidence of deterioration is not only unsafe to residents, and aesthetically unpleasant, but it may also be an indicator of other blight factors. These factors include the number of fire and rescue calls within an area, crime, a decline in property values and the number of housing units available to potential residents. In addition, the presence of deteriorated buildings impairs future growth by contributing to a poor environment for investment.

In evaluating the overall U.S. 1 study area, the study utilizes the results of the City of Ormond Beach Conditions Survey, as the primary data source to determine the occurrence of deteriorated or deteriorating structures and conditions of blight found in the study area. The south study area in general is characterized with a mixture of commercial and residential uses with some industrial. The north study area is characteristic of a mixture of commercial and industrial uses with some open space/conservation. Where residential uses outside of the study area located behind the commercial and industrial uses inside the study area exist, access to and from residential areas is principally U.S. 1. The data presented in the following tables and maps, supported by the description of the conditions indicates the presence of distressed conditions and areas susceptible to deterioration in the study area. The survey results for deteriorating properties in the study area, supported by fieldwork conducted, confirms the existence of a substantial number of deteriorating conditions documented by photographs throughout this report.

The city survey classifies structures into the following four categories of condition:

1. **Standard Condition:** Unit appears habitable and in good condition. Structures may be worn and/or aged but do not appear to need exterior repairs.
2. **Slightly Deteriorated:** Unit appears habitable, but needs minor, non-structural repairs or maintenance such as painting or new roof shingles.
3. **Deteriorated:** Units appear habitable, but needs major structure repair such as new windows, walls, correction to foundation, sagging roofs, porches, etc.
4. **Dilapidated:** Unit appears uninhabitable and is badly deteriorated, and in need of major structural repairs. Considerable effort and expense required rehabilitating, and rehabilitation is probably not structurally or economically feasible.

In the south study area vacant structures were estimated using active water accounts. Table 5 indicates there were a total of 187 unoccupied vacant structures or 29% in the south study area. There are 298 structures, representing approximately 46% of the structures in the south study area that are deteriorated to some degree. Additionally, nearly 43% of the south study area occupied structures have some degree of deterioration while approximately 55% of the unoccupied structures are deteriorated to some extent.

Survey Category of Condition	Structures Surveyed	Total	%	Occupied Structures	%	Unoccupied Vacant Structures	%
-	-	644	100.0%	457	71%	187	29%
1	Standard Condition	346	54%	261	57%	85	45%
2	Slightly Deteriorated	262	40%	178	39%	84	45%
3	Deteriorated	29	5%	18	4%	11	6%
4	Dilapidated	7	1%	0	-	7	4%
-	Total Structures with SOME level of deterioration	298	46%	196	43%	102	55%

Source: City of Ormond Beach Conditions Survey (Planning Department)

Map 6 illustrates the site conditions and classifies them into different categories for structural deterioration and yard conditions as defined by the U.S. 1 south study area City's Conditions Survey data. The Standard and Slightly Deteriorated conditions

are scattered throughout the south study area. A relatively high concentration of deteriorated site conditions as well as the only seven parcels assigned the dilapidated site condition exist primarily between Division Avenue and Tomoka Avenue. There are 505 or 3% residential units (mostly older single story) in the south study area compared to 14,711 residential units citywide. As previously stated, Ridgecrest Mobile Home Park is the only mobile home park located within the south study area. The overall condition of the mobile home park was classified as standard condition. There are 148 or 16% non-residential structures compared to 901 non-residential structures citywide.

Overall visual observations of the U.S. 1 south study area compared to the entire city also support the Conditions Survey data. There are clear signs of decline throughout the south study area. While some areas of the city have embraced the age and character of older and well maintained neighborhoods, the south study area has fallen into a state of disrepair and has an overall blighted appearance. The combined blighted conditions are such that they create a physical, social, and economic context not viable for long term stability.

In the north study area, vacant structures were analyzed by field observations and verification with property owners/managers. Table 6 indicates unoccupied vacant structures totaled 91 or 22% of the north study area. There were 14 structures, representing approximately 3% of the structures in the north study area that are deteriorated to some degree. Additionally, nearly 3% of the north study area occupied structures have some degree



of deterioration while approximately 5% of the unoccupied structures are deteriorated to some extent. Overall the conditions survey data does not indicate a significant amount of deterioration in the north study area. While visual observations seemed to indicate an overall higher incidence of deterioration, especially in areas where temporary special events area held, the conditions survey data coincides with the high percentage (63%) of structures being constructed within the last 12 years discussed later in this part of the report.

Survey Category of Condition	Structures Surveyed	Total	%	Occupied Structures	%	Unoccupied Vacant Structures	%
-	-	411	100.0%	320	78%	91	22%
1	Standard Condition	397	97%	309	97%	86	95%
2	Slightly Deteriorated	12	3%	10	3%	4	4%
3	Deteriorated	2	≥1%	1	≥1%	1	1%
4	Dilapidated	0	0%	0	0%	0	0%
-	Total Structures with SOME level of deterioration	14	3%	11	3%	5	5%

Source: City of Ormond Beach Conditions Survey, February 2012 (Planning Department)

It should also be noted that only those properties in the north study area that could be evaluated in terms of occupancy/habitability were included in the conditions survey. Properties that were developed with open air shelters/pole barns, bleachers/seating areas, barbeque pits, stages, and other temporary structures used during temporary special events were not evaluated in the conditions survey because they did not fit the survey criteria/classifications. However, field observations documented by photos revealed blight unaccounted for in the conditions survey. A high concentration of the temporary special event type properties is located between Airport Road and Wall Avenue.



New construction

The trend in new construction is another factor associated with blighted conditions. According to the Ormond Beach Building Department, as illustrated in Table 7, the only new housing which occurred in the City between 2007 and 2010 was single-family construction. Over this period, 271 single-family dwelling permits were issued. Of permits issued only 4 (1.5%) were in the south study area. Of the non-residential construction between 2007 and 2010, 4 new buildings were in the south study area, while 35 new buildings were constructed outside of the study area. Overall, the south study area represented only 3% of the total new construction/renovations during 2007 through 2010 in the City of Ormond Beach.

Table 7. U.S. 1 South Study Area New Construction Between 2007 through 2010

Permit Type	Outside of U.S. 1 Study Area	U.S. 1 South Study Area	Total	% U.S. 1 South Study Area
Residential Permits	267	4	271	1.5 %
Nonresidential Permits	35	4	39	10.0%
Total	302	8	310	3%

Source: City of Ormond Beach Building Department 2011

According to the Ormond Beach and Volusia County Building Departments, as illustrated in Table 8, there were a total of 15 (58%) new non-residential construction permits issued between 2007 and 2010 in the north study area.

Table 8. U.S. 1 North Study Area New Construction Between 2007 through 2010

Permit Type	Outside of U.S. 1 Study Area	U.S. 1 North Study Area	Total	% U.S. 1 North Study Area
Total Nonresidential Permits	26	15 (6 incorporated and 9 unincorporated)	41	58%

Source: City of Ormond Beach GIS Department and Volusia County Building Department, March 2012

The entire U.S. 1 study area had a total of 328 (7%) new construction permits including residential and non-residential.

Age of Structures



The age of buildings, both residential and commercial, is a potential contributor to the declining conditions and high vacancy rates witnessed primarily in the south study area neighborhoods. Age was less of a factor in the north study area because generally buildings are newer than in the south study area. Aging buildings typically require increased maintenance and repair. Additionally, the interior space, exterior appearance, and functional aspects of older buildings may be considered

obsolete for modern market demands. The age of a building in and of itself is not a blighting condition. If adequate investment and maintenance is made, older buildings can remain viable and desirable in the real estate market.

Conversely, a concentration of older, poorly maintained, and dilapidated buildings creates many negative influences in an area, including a loss of economic status, a

lack of interest in new development, an increased occurrence of crime, and decreased revenues for businesses. These conditions are evident primarily in the south study area. As illustrated in Table 9, data collected indicates approximately 66% of the residential units within the south study area are over fifty-one (51) years old (built 1960 or earlier). In comparison, 27% of the total City's residential units are over 51 years old. Also illustrated in Table 9, approximately 32% of non-residential structures within the south study area are over 51 years old compared to 22% of the City's total non-residential structures are over 51 years old.

Table 9. U.S. 1 South Study Area Residential Units by Year Built

Housing Units by Year Built	City of Ormond Beach	%	U.S. 1 South Study Area	%
Total Housing Units	14,711	N/A	505	N/A
Built 2000 to 2011	2,117	14.4%	44	8.7%
Built 1990 – 1999	2,068	14.1%	33	6.6%
Built 1980 to 1989	3,613	24.6%	54	10.7%
Built 1970 to 1979	2,989	20.3%	41	8.1%
Built 1960 or earlier	3,924	26.7%	333	66%

Source: City of Ormond Beach GIS Staff September 2010.

As illustrated in Table 10, approximately 32% of non-residential structures within the south study area over 51 years old compared to 22% of the City's total non-residential structures are over 51 years old.

Table 10. U.S. 1 South Study Area Non-Residential Structures by Year Built

Structures by Year Built	City of Ormond Beach	%	U.S. 1 South Study Area	%
Total Structures	901	N/A	148	N/a
Built 2000 to present	244	27.1%	12	8.1%
Built 1990 to 1999	138	15.3%	9	6.1%
Built 1980 to 1989	182	20.2%	39	26.4%
Built 1970 to 1979	143	15.9%	41	27.7%
Built 1960 or earlier	194	21.5%	47	31.7%

Source: City of Ormond Beach GIS Department, September 2010

Maps 7 and 8 illustrate the age of structures and deterioration in the south study area and show a high correlation between deterioration conditions and age of structures. Table 11 indicates that ±177 (59%) structures out of the total number of deteriorating structures (296 structures) found in the south study area are more than 51 years old. The maps show very little rebuilding during the height of development. The data further illustrates a higher concentration of older and deteriorating buildings in the south study area compared to citywide, confirming the existence of blighted conditions that have contributed to the economic distress of the south study area.

Table 11. U.S. 1 South Study Area Deterioration and Age

Age	Residential structures with some level of deterioration	Non-residential Structures with some level of deterioration	Total Residential and Non-residential Structures with some level of deterioration
0-20 Years Old	25	2	27
21-30 Years Old	24	6	30
31-35 Years Old	8	10	18
36-50 Years Old	34	10	44
More than 51 years old	166	11	177

Source: City of Ormond Beach Planning and GIS Departments

As shown in Table 12, data collected in the north study area indicates approximately 63% of the total structures were constructed since the year 2000 illustrating that the majority of the structures are relatively new. In comparison to the rest of the City of Ormond Beach, only 27% of structures were built since the year 2000. This data coincides with field observations recorded in the north study area conditions survey showing the majority of buildings as in standard condition. Map 9 shows a relatively even distribution of age of structures. The majority of buildings built in 1959 or earlier is concentrated north of the Tomoka River and south of Hull Road. The majority of newer structures built after 2000 are concentrated north of the Interstate 95 interchange.

Table 12. U.S. 1 North Study Area Non-Residential Structures by Year Built

Structures by Year Built	City of Ormond Beach	%	North Study Area	%
Total Structures	901	N/A	285	-----
Built 2000 to present	244	27.1%	180	63.0%
Built 1990 to 1999	138	15.3%	13	4.6%
Built 1980 to 1989	182	20.2%	32	11.2%
Built 1970 to 1979	143	15.9%	16	5.6%
Built 1960 or earlier	93	21.5%	27	9.6%
Unknown Year Built	-----	-----	17	6.0%

Source: City of Ormond Beach GIS Department, March 2012

Section 163.340 (8) CONDITIONS LEADING TO ECONOMIC DISTRESS

According to the U.S. Economic Development Administration, economic distress includes conditions that affect the fiscal and economic viability of an area. The distressed conditions include factors such as low per capita income, high unemployment, lower college education levels, high poverty levels, and low education levels. These factors can impact the ability of residents to sustain their physical environment.

Since household data was not available in the north study area because uses consist primarily of commercial and industrial, the conditions leading to economic distress criteria were not applied against the north study. However, the south study area exhibits significantly distressed economic characteristics relative to the City of Ormond Beach as a whole. The south study area is home to ±1,306 residents, accounting for 3% of the City’s total population. The area covered by the south study area represents 2% of the total land area covered by the City of Ormond Beach.

Household Income

As illustrated in Map 10, the entire west side of the south study area is included in Volusia County’s Community Development Block Grant (CDBG) program. The CDBG designation is evidence of having a large percentage of low to moderate income individuals compared to the rest of the City. As shown in Table 13, the 2005-2009 estimated per capita income for the City’s households is \$31,835, while the estimated per capita income for the south study area is \$20,327, representing only 64% of the citywide per capita income. Similarly, median household income is \$27,577 in the south study area representing just over half (55%) of the citywide median household income. Average household income for the south study area neighborhoods is \$38,432, compared to the City’s average estimated household income of \$71,492.

Table 13. U.S. 1 South Study Area Income Level and Home Values 2005-2009			
Income	City of Ormond Beach	U.S. 1 South Study Area	% of City
Total Population	38,156	1,306	3%
Total Households	16,328	535	3%
Average Household Income	\$71,492	\$38,432	54%
Median Household Income	\$49,951	\$27,577	55%
Per Capita Income	\$31,835	\$20,327	64%

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Poverty

The Census Bureau uses income thresholds that vary by household and composition to detect who is poor. If the total income for a household or group of unrelated individuals falls below the relevant poverty threshold, then the household or unrelated group is classified as being “below the poverty line”. For the purposes of analysis, this report assumes a household income base of \$15,000 and less as the poverty threshold for both the City of Ormond Beach and the U.S. 1 south study area.

As Table 14 indicates, between 2005 and 2009, there were 139 households below the poverty level in the south study area out of a total of 535 households, indicating the rate of poverty is nearly 26% for the south study area. In comparison, the estimated citywide poverty rate is 9%, with a total of 1,488 households below the poverty line. While the south study area’s land area covers only 3% of the City’s total area, it accommodates 26% of the households below the poverty level found citywide.

Poverty Level	City of Ormond Beach	%	U.S. 1 South Study Area	% of City
Total Households	16,328	-	535	-
Household Income above Poverty Level	14,840	91%	396	74%
Household Income Below Poverty Level	1,488	9%	139	26%

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Housing Values

Housing values in the U.S. 1 south study area are less than those for the City as a whole. According to Ormond Beach GIS data the 2010 median home value in the south study area is \$77,267, compared to \$121,294 for the City, accounting for a difference of \$44,027 between the two markets.

Employment and Education

According to the US Census Bureau, 2005-2009 American Community Survey estimates, as summarized in Table 15, the unemployment rate for the U.S. 1 south study area and the City of Ormond Beach are roughly the same (3%). However, only 24% of the total employed population has 16+ years work in professional occupations in the south study area compared to 43% citywide. This data further illustrates the disparity between income and education between the south study area and citywide.

	City of Ormond Beach	U.S. 1 South Study Area
Total Population	38,156	1303
Employed Population Age 16+ Years	16,647 (44%)	559 (43%)
% of Total Employed compared to Total Population	3%	3%
% of Total Professional	10%	19%
% of Total Professional to Total Employed	24%	43%

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Additionally an analysis of the US Census Bureau, 2005-2009 American Community Survey illustrated that 44% of the U.S. 1 south study area population 25+ years old has at least some college education or more compared to 64% of the citywide population. The lower college education levels combined with the higher unemployment rates in professional occupations contribute to the level of economic distress experienced by the south study area.

Low per capita income, high poverty rates, high unemployment rate, low higher educational attainment levels, and lower median home values in the south study area compared to the City are strong indicators of economic distress in the south study area. The distressed economic conditions combined with the deteriorated physical environment experienced confirm the existence of blighted conditions in the south study area.

Section 163.340 (8) (a) INADEQUATE PUBLIC TRANSPORTATION FACILITIES

Traffic Data and Road Characteristics

U.S. 1 is a north/south principle state arterial, which is one of the major roads providing access to the City of Ormond Beach. In 1999 the U.S. 1 Arterial Investment Study resulted in a collective decision by the U.S. 1 municipalities to constrain the roadway to four lanes. Rather than increasing the roadway through lane additions, the emphasis became to encourage operational and safety improvements, and enhance pedestrian, bicycling, and transit mobility. Further, the City of Ormond Beach adopted transportation policies through its Evaluation and Appraisal Report-based amendments toward a multi-modal mobility goal. To reduce or eliminate level of service concerns that may otherwise require the widening of U.S. 1 in Ormond Beach, the City adopted a Transportation Concurrency Exception Area along U.S. 1.

The U.S. 1 corridor has an adopted LOS of D (Map 11). The annual average daily traffic from LPGA Blvd. to Hand Avenue is 26,000. Between Hand Avenue and SR 40 traffic counts are 23,000, and between SR 40 and Nova Road the count is 16,800. Table 16 illustrates the roadway functional classifications of the major and minor arterial roads providing east/west linkages throughout the U.S. 1 corridor.

Street	Functional Classification
Hand Avenue	Minor Collector
Division Avenue	Major Collector
Wilmette Avenue	Major Collector
Nova Road	Principal Arterial
Airport Road	Minor Arterial
Broadway Avenue/N. Tymber Creek Road	Minor Arterial

The linkages provide connections throughout the corridor, and help provide access and distribute travel to geographic areas smaller than those provided by U.S. 1. Only Hand Avenue has a designated LOS D. Traffic capacity appears adequate for existing development; however, additional studies may be needed to ascertain longer-term road capacity of internal streets, given the prospects of any major redevelopment with increased densities and intensities within the entire study area in the future.

Notwithstanding the available road capacity, the road conditions within the entire U.S. 1 Study Area are problematic. The south study area lacks cross streets and access points that could provide connectivity between neighborhoods and other parts of the community. In addition, the Florida East Coast Railway runs north/south paralleling



U.S. 1 creating a line of division between communities. The rail traffic contributes to the blighting conditions in the south study area by impeding traffic, adversely impacting the connectivity of areas, and posing noise vibration impacts to properties in its vicinity – especially those residential neighborhoods adjacent to the railroad. These impacts impede the development of high quality residential areas. Other transportation related non-conforming conditions include substandard street designs, substandard parking ingress/egress, and substandard intersections and signalizations. The majority of substandard streets, intersections, and signalization are found along U.S. 1 in the south study area particularly near intersections with secondary streets.

In the north study area, the medians lack landscaping. The Airport Road and Destination Daytona intersections are not designed for the level of congestion during Bikeweek temporary special events. Another issue is a lack of traffic safety related to pedestrian use along the entire corridor, especially during special events concentrated north of Airport Road and at Destination Daytona north of the I-95 interchange.

In the south study area traffic incident data at the U.S. 1 and Fleming Avenue, Hand Avenue, Division Avenue, and Hernandez Avenue intersections was collected. An analysis of data as summarized in Table 17 for fiscal years 2005 and 2008 revealed a slight decrease in total incidents at the intersections studied. In 2005 there were 55 incidents (4.5%) that occurred in the south study area compared to 1,226 citywide while there were 39 incidents (3.6%) that occurred in the south study area as compared to 1,091 citywide. In a per capita comparison, the number of incidents was approximately 3% for both the south study area and Citywide. The incidents that occurred in the south study area are comparable to the incidents citywide. The analysis within the south study area showed a relatively high number of incidents at the U.S. 1 and Hand Avenue intersection compared to the Hernandez Avenue, Division Avenue, and Fleming Avenue intersections.

Year	U.S. 1 South Study Area	Citywide	%
2005-2006	55	1,226	4.5%
2008-2009	39	1,091	3.6%

Source: City of Ormond Beach GIS Department 2011

In the north study area traffic incident data at the U.S. 1 and Wilmette Avenue, Nova Road, Airport Road, Hull Road, Pinetree Drive, Interstate 95 and Destination Daytona Drive intersections for years 2005 and 2008 was collected. An analysis of data revealed a slight decrease in total incidents at the intersections studied with a total of 76 incidents in 2005 and 72 incidents in 2008. The intersection at U.S. 1 and Interstate 95 had the highest incidence of accidents followed by the U.S. 1 and Nova Road intersection.

In reviewing the traffic incidence data for years 2005 and 2008 and finding a decrease in incidents in the south and north study areas, an analysis of the Volusia County 2010 Average Daily Traffic & Historical Counts was completed. As shown in Table 18, just as the traffic incidences decreased so did average daily trips. The decrease in traffic incidence data correlates with the decrease in average daily trips and shows an overall decline in vehicle trips along U.S. 1. The assumption is that less vehicle trips decreases potential for economic activity along the corridor thereby contributing to a blighted condition.

Limits (From – To)	2005	2008	2010
Flagler County to I95	17,100	16,800	15,400
I-95 to Airport Road	22,500	22,500	21,500
Airport Road to Nova Road	34,500	29,000	25,500
Nova Road – SR 40	19,600	18,200	16,800
SR 40 – Hand Avenue	26,500	23,500	23,000
Hand Avenue – LPGA Blvd.	29,000	28,500	26,000

Source: Volusia County Traffic Engineering Department May 2012

Public Transportation

The U.S. 1 Corridor in the south study area from the southern city boundary to Wilmette Avenue is considered constrained to four lanes for widening purposes and was recently designated a transportation concurrency exception (TCEA) area as part of the adopted 2010 EAR-Based Amendments. In addition, in the north study area the incorporated lands along the west side of U.S. 1 adjacent to Ormond Crossings are included in an adopted TCEA.



The Corridor is served by Votran public transit (1 Hour Headway/6 a.m. – 7:40 p.m. Weekday). There are a total of 47 transit stops in the U.S. 1 Study Area (35 in the south study area and 12 in the north study area), but no bus shelters exist. Roadway improvements to expand capacity are not advocated because improvement costs would exceed benefits. The City of Ormond Beach supports improvements to the U.S. 1 corridor that would increase efficiency such as improved access management, signal optimization and coordination, and geometric improvements at intersections. In addition, substantial capacity improvements are not affordable, thus requiring the City to consider alternative modes such as increased transit usage. However, to enhance transit usage, better connectivity and urban form with higher densities and intensities will be needed through redevelopment and infill.

Another issue is the lack of signalized crossings throughout the entire study area and especially along U.S. 1 for extended segments of right-of-way. There also exist some segments of roadway mainly along U.S. 1 where sidewalks exist but with little separation/buffering between the sidewalk and road right-of-way. In areas where buffers do exist, they are often unmaintained and in a deteriorated condition.

Section 163.340 (8) (b) AGGREGATE ASSESSED VALUE OF REAL PROPERTY

The economic condition of an area can also be an indicator of blight. The targeted redevelopment area has been evaluated in terms of changes to historical taxable value in relation to the City of Ormond Beach. Table 19 illustrates the comparison of taxable property values for the City and the south study area from 2008 to 2010. The most recent tax valuations reflect declines within the targeted redevelopment area. The 2008 taxable parcel valuation was \$111,180,512 declining to \$75,324,633. Total taxable valuation in the south study area declined approximately 32% in the period 2008 to 2010 compared with a 23% reduction in taxable value on a citywide basis.

Year	U.S. 1 South Study Area	City of Ormond Beach	U.S. 1 South Study Area % Change	City of Ormond Beach % Change
2008	\$111,180,512	\$3,231,732,392	-	-
2009	\$ 91,381,407	\$2,791,385,727	- 17.8%	- 13.6%
2010	\$ 75,067,659	\$2,464,263,958	- 17.9%	- 11.7%
2008-2010	-	-	- 32%	- 23%

Source: City of Ormond Beach GIS Department and Volusia County Property Appraiser 2011

Table 20 illustrates the comparison of taxable property values for the city and the north study area city parcels only from 2008 to 2010. Between years 2008 and 2009 taxable property value showed an increase from \$44,144,568 to \$48,151,044. The increase in 2009 could be the direct result of annexations in the North U.S. 1 area at that time. However, overall the tax valuations reflect declines within the north study area city parcels. The decline in tax valuations in the north study area could be reflective of a decline in investments opportunities a result of commercial and retail expansion westward. The 2008 taxable parcel valuation was \$44,144,568 declining

to \$40,443,172. Total taxable valuation in the north study area city parcels declined approximately 8% in the period 2008 to 2010. These figures compare with a 23% reduction in taxable value on a citywide basis for the City of Ormond Beach from 2008 to 2010.

Year	U.S. 1 North Study Area (City Parcels)	City of Ormond Beach	U.S. 1 North Study Area % Change (City Parcels)	City of Ormond Beach % Change
2008	\$44,144,568	\$3,231,732,392	-	-
2009	\$48,151,044	\$2,791,385,727	9 %	- 13.6%
2010	\$40,443,172	\$2,464,263,958	- 16%	- 11.7%
2008-2010	-	-	- 8%	- 23%

Source: City of Ormond Beach GIS Department and Volusia County Property Appraiser 2012

Table 21 illustrates the comparison of taxable property values for the County and the north study area county parcels only from 2008 to 2011. The most recent tax valuations reflect declines within the north study area. The 2008 taxable parcel valuation was \$88,179,676 declining to \$52,323,644. Total taxable valuation in the north study area county parcels declined approximately 41% in the period 2008 to 2011. These figures compare with a 34% reduction in taxable value on a countywide basis for the City of Ormond Beach from 2008 to 2011. Compared to Table 17, the north study area county parcels show a greater decrease from 32% (south study area) to 41% (north study area county parcels).

Year	U.S. 1 North Study Area (County parcels)	Volusia County	U.S. 1 North Study Area % Change (County Parcels)	Volusia County % Change
2008	\$ 88,179,676	\$8,794,500,595	-	-
2009	\$ 80,156,668	\$6,993,389,316	- 9%	- 21%
2010	\$ 64,998,742	\$6,256,516,458	- 19%	- 11%
2011	\$ 52,323,644	\$5,801,952,058	- 20%	- 7%
2008-2011	-	-	- 41%	- 34%

Source: City of Ormond Beach GIS Department and Volusia County Property Appraiser 2012

The results of the independent analysis of the taxable valuable conditions confirm current trends suggest that the U.S. 1 Study Area has been disproportionately impacted by changes to taxable valuation as compared to the City on a community-wide basis. Continuation of this trend would meet the statutory provisions of the Redevelopment Act that provide if an area's aggregate assessed values of real property for ad valorem tax purposes have failed to show any appreciable increase over the five years prior to the finding of such conditions as compared to the changes on a citywide basis.

Section 163.340 (8) (c) FAULTY LOT LAYOUT

Parcel Size

The size of parcels, as well as the character or condition of existing structures, has a significant impact on the redevelopment potential for any proposed property. The U.S. 1 south study area is not an undeveloped area easily reconfigured to other purposes or activities. Typically, older platted subdivisions, as can be found in the south study area, with commercial properties are too small for development and exhibit non-conformance with current zoning regulations. As the City of Ormond Beach has grown over the years, the regulations and standards have changed to meet more contemporary development needs. Contemporary development trends favor larger sites, as can be found in the north study area, for redevelopment as they offer the flexibility to provide a variety of uses and a mix of activities. Larger sites also reduce the complexities involved with assembly of smaller parcels to support large scale redevelopment projects.

Several types of non-conforming conditions are found within the south study area, including lot size, transportation related issues as previously mentioned, non-permitted land uses, and site design issues such as setbacks. These types of non-conformities are generally symptomatic of older areas and contribute to blighting conditions which pose some level of conflict in the future.

Map 12 identifies the deficient parcels in relation to lot sizes found in the south study area. There are inconsistencies between existing lot sizes and lot size requirements in the LDC. As illustrated in Table 22, over 39% of the south study area lots do not meet the minimum lot area requirements of the City of Ormond Beach Land Development Code.

Table 22. U.S. 1 South Study Area Faulty Lot Layout

Zoning District	Parcel Count	Minimum Lot Size	Non-conforming parcels (Square footage below allowable minimum lot size)	% of Faulty Lots
B-4	80	20,000 SF	66	82%
B-4 and NP	1	5,250 SF	0	N/A
B-5	118	20,000 SF	84	71%
B-5 and R-3	1	8,625 SF	0	53%
B-8	32	20,000 SF	17	85%
I-1	26	20,000 SF	22	10%
I-1 and B-5	1	20,000 SF	0	N/A
NP	120	5,250 SF	12	10%
PBD	2	not less than 0.75 acres	0	N/A
R-3	426	8,625 SF	113	27%
R-3 and B-4	3	8,625 SF	0	N/A
R-4	7	8,625 – 6,900 SF	2	29%
SE	3	1 acre	2	67%
T-1	3	7,500 sq. ft.	1	33%
T-1 and T-2	1	T-2- 7,500 SF	0	N/A
Total	824	-	319	39%

Source: City of Ormond Beach Planning Department

Approximately 116 residential and 203 non-residential (167 commercial) zoned properties in the south study area do not meet the minimum lot size required by the City’s Land Development Code, and are considered either uneconomical or deteriorated from an investment and development perspective. These properties generally do not meet contemporary design standards in terms of size and usefulness. Non-conforming conditions related to site design were observed throughout the south study area and include substandard parking lot design, too few parking spaces, and inadequate landscaping.



Commercial use on substandard lot configurations in inadequate parking and encroachment into public right-of-way

The development of commercial uses on substandard lots also has a deleterious impact on neighboring residential uses, due to traffic hazards caused by business parking located in the front of the property, encroachments into residential areas, inadequate buffering, and spill-over parking. These properties are further limited by their size in relation to parking and setback requirements, stormwater treatment standards and landscaping requirements. The majority of the non-conforming lots exist along U.S. 1, particularly near intersections with secondary streets. Faulty lot layout is less of an issue in the north study area. As illustrated in Table 23, the north study area shows only 8% of lots (27 lots) that do not meet the minimum lot area requirements of the Land Development Code.

Table 23. U.S. 1 North Study Area Faulty Lot Layout

County Zoning District	Parcel Count	Minimum Lot Size	Non-Conforming (Square footage below allowable minimum lot size)	% faulty lots
A-2	3	5 acres	1	33.3%
B-3/B-4	1	15,000 SF	0	0%
B-4/R-3	1	10,000 SF	0	0%
B-4/R-4	2	7,500 SF	0	0%
B-4	60	15,000 SF	3	5%
B-6	11	20,000 SF	0	0%
BPUD	32	N/A	N/A	N/A
I-1	44	20,000 SF	0	0%
I-1/B-4	1	10,000 SF	0	0%
MH-5	2	5,000 SF	0	0%
MPUD	34	N/A	0	0%
Subtotal	191	-	4	2%

Table 23. U.S. 1 North Study Area Faulty Lot Layout Cont'd

City Zoning District	Parcel Count	Minimum Lot Size	Non-Conforming (Square footage below allowable minimum lot size)	% faulty lots
B-2/R-4	1	5,000 SF	0	0%
B-5	14	20,000 SF	1	7%
B-7	24	20,000 SF	6	25%
B-7/B-8	1	20,000 SF	0	0%
B-7/I-1	1	20,000 SF	0	0%
B-8	30	20,000 SF	5	17%
B-8/R-3	1	8,625 SF	0	0%
B-8/SE	1	8,625 SF	0	0%
I-1	86	20,000 SF	11	13%
I-1/SE	2	8,625 SF	0	0%
PBD	3	Not less than 0.75 acres	0	0%
SE	2	1 acre	0	0%
Subtotal	166	-	23	14%
Total (County and City)	357	-	27	8%

Source: City of Ormond Beach GIS Department

Section 163.340 (8) (d) UNSANITARY OR UNSAFE CONDITIONS

Observations during the conditions survey revealed the presence of uncontained garbage intermittently primarily throughout the south study area. Refuse can be seen on roads, street curbs, and in front of homes, even during days when residential waste is not scheduled to be picked up. The same is true for some of the non-residential properties.

During the period 2007 through 2010, the City code violations records indicate 323 code violations occurred within the south study area. Only those recorded violations considered contributing factors of blight were considered in the analysis. The types of violations include Police, animal control, site maintenance, oversized trucks, inoperable vehicles, landscape maintenance, trash, outside storage, and overgrown weeds. Table 24 identifies the number of code violations in both the south study area and Citywide for the years 2007 through 2010.

Table 24. Summary of Code Violations, U.S. 1 South Study Area VS. Citywide, 2007-2010

Year	U.S. 1 South Study Area Code Violations	Citywide Code Violations	Occurrence of Code Violations in U.S. 1 South Study Area
2007	84	1217	7%
2008	98	1385	7%
2009	73	887	8%
2010	68	862	8%
Total	323	4,351	-

Source: City of Ormond Beach GIS Department 2011

Table 25 illustrates the general types of violations that occurred.

Table 25. Types Code Violations, U.S. 1 South Study Area VS. Citywide, 2007-2010

Code Violation	U.S. 1 South Study Area Code Violations	Citywide Code Violations	Occurrence of Code Violations in U.S. 1 South Study Area
Police	2	14	14%
Animal Control	11	52	21%
Site Maintenance	122	1299	9%
Oversized Truck	4	86	5%
Inoperable Vehicles	37	400	9%
Landscape Maintenance	1	28	4%
Trash	6	125	5%
Outside Storage	4	22	19%
Overgrown Weeds	1	6	2%
Other	135	2319	6%
Total	323	4,351	-

Source: City of Ormond Beach GIS Department

The south study area accounted for 6% of the City’s total code violations. Site maintenance and outside storage showed the greatest occurrence in the south study area. However, further analysis as shown in Table 26 illustrates that per capita, there were roughly twice as many violations in the south study area (0.25 violations/person) as there were Citywide (0.11 violations/person). The higher incidence of code violations per capita suggests the south study area is in physical and economic decline.

Table 26. Types of Violations, U.S. 1 South Study Area Per Capita, 2007-2010

Category	U.S. 1 South Study Area	City wide
Total Number of Code Violations	323	4,351
Population	1,306	38,137
Total Number of Violations/Capita	0.25	0.11

Source: City of Ormond Beach GIS Department

According to the City of Ormond Beach Neighborhood Improvement Division, there are generally very few code violations in the north study area. It is likely that code violations are minimal due to the lack of residential properties in the north study area and also the age of the structures in the north study area are relatively newer.

Section 163.340 (8) (e) DETERIORATION OF SITE OR OTHER IMPROVEMENTS;

As previously noted in the south study area Conditions Survey, many of the structures within the study area are older and show at least some sign of deterioration. Deterioration is less of an issue in the north study area because structures are relatively newer. In the south study area structures generally show a myriad of signs of decline such as aged and deteriorated roofs, holes and cracks in walls, peeling paint, broken windows, unkempt yards, unmaintained landscaping,

broken and rusted chain linked fences, and abandoned vehicles. Some of these issues have lead to code violations in the south study area. The primary concern is deterioration in the context and setting, which will discourage long-term sustainability and lead to a reduction in useful life more rapidly than would be the case in a stable residential environment. Left unchecked, these problems will continue to digress and contribute to further deterioration within the Study Area.

Sidewalk Gaps

In addition to unkempt and deteriorated structures, there are issues associated with deteriorating and functionally incomplete sidewalks. Sidewalks have emerged in contemporary planning practice as an important component in community “place making”. These amenities contribute to creating safe and desirable neighborhoods for residents of all ages. A network of sidewalks exists within the U.S. 1 Study Area although there are gaps and instances of disrepair.

In general, throughout the south study area the residential and industrial areas lack sidewalks. For example, as illustrated in Map 13, specifically along U.S. 1 there is a gap in sidewalks between Dix and Wilmette Avenues. In some instances sidewalks simply end not only causing a disconnect, but also a safety hazard to pedestrians.

In the north study area there are only 4 areas that have short disconnected sidewalk segments. Sidewalks exist only briefly to cross the Tomoka River on the east and west side of U.S. 1. In addition, there is a sidewalk that extends southward from Destination Daytona Lane to the I-95 interchange on the east side of U.S. 1, from the Interstate 95 interchange south to Tee Time (1510 North U.S. 1) on the west side of North U.S. 1 and also on the west side of U.S. 1 in front of Lil’ Champ Food Store (1058 North U.S. HWY 1). A lack of sidewalks in the north study area causes serious pedestrian safety issues especially during temporary special events in the north study area.

According to the 2010 adopted City of Ormond Beach Multi-Modal Strategy, an estimated 2.2 miles of sidewalks or roughly 20% of sidewalks planned citywide are needed within the south study area, while an estimated 11.2 miles are needed outside of the study area. The Strategy does not identify any new sidewalks planned in the north study area at this time. An inadequate supply of sidewalks and gaps discourages pedestrian activity. As such, the study area is less walkable. Without pedestrian activity it is difficult to encourage a sense of community. A lack of a sense of place contributes to blight conditions because of a reduction in access and connectivity between residential and commercial areas.



Sidewalk issues along US Highway 1 north of Granada Blvd. (south study area)

Stormwater Drainage

Several portions of Ormond Beach are located in highly urbanized, low lying areas. These areas can be particularly susceptible to flooding during major storm events. Therefore, the stormwater drainage management and retention facilities of the area are important factors in future growth. Areas which lack stormwater retention facilities and have flooding problems can have an impact on blighting conditions and retard new development. These areas may also be adversely impacted regarding property values, an increase in spending in street repair, and disinvestment in the area due to potential risks of water damage. FEMA issues are of consideration on a citywide basis; however, this study concentrates on individual areas within the U.S. 1 study area, which have drainage problems as contributors to blight.

Within the U.S. 1 study area there are several areas which lack adequate storm water retention facilities. These areas are located in the northern portion of the U.S. 1 south study area along U.S. 1 to the east on Hernandez and Highland Avenues, and to the southern portion of the south study area along U.S. 1 to the west on Hand Avenue, Fleming Avenue, and Arroyo Parkway. The areas identified as having inadequate facilities coincide with the flood zone designations as previously illustrated on Map 2. In the north study area, there were no areas identified as having inadequate stormwater facilities.

Section 163.340 (8) (I) RESIDENTIAL AND COMMERCIAL VACANCY RATES

Vacancy (Occupancy) Rates

Vacant structures and abandoned lots lead to a deterioration of the physical environment and are normally associated with other blight indicators such as code violations. Overgrown weeds, trash and abandoned vehicles are common results on vacant land. Such deterioration is detrimental to the investment image of the community. High building vacancy levels located on primary commercial corridors and residential housing vacancy rates indicate weak market conditions to the private sector. The vacancy rate is also a significant factor considered when assessing property values for tax purposes.

High vacancy rates in the housing and commercial market indicate a lack of community interest in maintaining the neighborhood's quality of life and integrity resulting in a decline of investment. Vacant properties depress the values of adjacent properties, causing devaluation over time negatively affecting the City's ad valorem tax revenues. Vacant housing units are also more likely to become

delinquent, because the cost of paying taxes on the property may exceed the value of the property.

According to the south study area Conditions Survey, there were 644 total structures surveyed. As illustrated previously in Table 5, there are 187 unoccupied structures, or 29% of the total structures surveyed compared to 457 occupied structures. Active water accounts in the City of Ormond Beach were used to determine occupancy.



Unoccupied residential properties located in residential neighborhoods in the U.S. 1 South Study Area



Unoccupied Commercial properties located in the U.S. 1 South Study Area

According to the north study area Conditions Survey, there are a total of 150 structures surveyed. Of the total buildings surveyed, there are 116 single unit buildings and 34 buildings with multiple units. As illustrated previously in Table 5 there are a total of 91 unoccupied units, or 22% of the total units surveyed compared to 320 occupied units. Field observations were used to determine occupancy. For structures with multiple units property owners and managers were contacted for verification of field observations.

Vacant Residential and Commercial Lands

For the purpose of the south study area, the vacancy rates were analyzed in developed communities and do not include State Park Land (2,578 acres) and the proposed Ormond Crossings Development (3,061 acres), which already has an adopted plan with entitlements. South study area data was compared to citywide data. As shown in Map 14, vacant lands are located intermittently throughout the south study area with roughly equal residential and commercial uses making up the highest vacant lands. As illustrated in Table 27, the Ormond Beach GIS Department records show more than 10% of the south study area's total parcel count as vacant residential, compared to approximately 7% of vacant residential properties found citywide. There is a higher percentage of vacant commercial parcels (10%), compared to the City (2%). In terms of acreage, nearly 7% of the total parcel acreage is classified vacant commercial, compared to only 2% of the total acreage citywide. Finally, 63 acres or 15% of all parcels within the south study area are vacant lands compared to 9,793 or 43% of total acres Citywide. Overall, while the

residential percent of total acreage in the south study area is lower than citywide, the commercial percent of total acreage is higher compared to citywide.

	City of Ormond Beach				U.S. 1 South Study Area			
	Parcel Count	% of total parcels	Acreage	% of Total acreage	Parcel Count	% of total parcels	Acreage	% of Total acreage
Vacant Residential	1331	7%	2,597.9	11%	84	10%	27.9	7%
Vacant Commercial	313	2%	461.0	2%	83	10%	28.9	7%
Vacant Institutional	39	>1%	99.8	>1%	0	0%	0 Ac	0%
Vacant Industrial	115	>1%	996.5	4%	8	1%	2.2	1%
Vacant Other	214	1%	5,638.6	25%	3	0%	3.8	1%
Total Vacancy	2012	11%	9,792.9	43%	178	22%	62.8	15%
All Parcels	17,929		22,975		824		408	

Source: City of Ormond Beach GIS Department, September 2010

As shown in Table 28, City of Ormond Beach GIS data indicates that nearly 10% (9.9%) of vacant lots within the City of Ormond Beach are located in the south study area.

	U.S. 1 South Study Area	Citywide	U.S. 1 South Study Area
Vacant Residential	84	1331	6.3%
Vacant Commercial	83	313	26.5%
Vacant Institutional	0	39	N/A
Vacant Industrial	8	115	7.0%
Vacant Other	3	214	1.4%
Total Vacancy	178	2012	9.9%
Total Number of Parcels	824	17,929	4.6%

Source: City of Ormond Beach GIS Department 2010



Vacant commercial properties located along U.S. 1

The north study area contains primarily commercial and industrial properties. As shown on Map 15, vacant lands are located intermittently throughout the north study area with Tourist Commercial making up the highest vacant lands in the City and Industrial making up the highest vacant lands in Volusia County. For the purpose of this part of the study, City data was compared against County data. As shown in Table 29, total vacancy was significantly higher (74%) for the City than for the County (18.1%). Overall more than half (53%) of the north study area consists of vacant lands.

	U.S. 1 Study Area (County)				U.S. 1 Study Area (City)			
	Parcel Count	% of total parcels	Acreage	% of Total acreage	Parcel Count	% of total parcels	Acreage	% of Total acreage
Vacant Residential	1	1%	1.0	≥ 1%	1	1%	11.6	3%
Vacant Commercial	10	1%	18.6	7%	29	17%	115.4	26%
Vacant Industrial	6	3%	18.9	7%	6	4%	87.8	20%
Vacant Other	2	1%	9.4	4%	5	3%	112	25%
Total Vacancy	19	10%	47.9	18.1%	41	25%	326.8	74%
All Parcels	191		264.9		166		443.3	

Source: City of Ormond Beach GIS Department 2012

While vacant parcels may be sources of blight, they are also opportunities for redevelopment activities. The potential ranges from major infill projects to smaller residential enclaves. Vacant parcels that are near blight may be aggregated as part of a future redevelopment strategy.

Section 163.340 (8) (j) INCIDENCE OF CRIME

A high incidence of crime is a prime indicator of blight. Crime is closely related to deteriorating neighborhood conditions such as high unemployment rates, significant

vacancy rates, and unsafe conditions. Crime imposes a burden on both taxpaying residents and businesses throughout the City by increasing the need for police protection and other security measures. As the need for police protection increases, a larger percentage of tax revenues are necessary to provide additional service. A high crime rate also contributes to a downward trend in property values and available tax revenues in the blighted area. Crime further discourages new investment and reinvestment within the area.

The total number of offenses reported for the south study area includes destruction, disorder, fire/medical, operations/service, societal, theft, and traffic and violent crimes. The incidence of crime in the south study area is higher than in the remainder of the City. As illustrated in Table 30, the 2010 crime statistics provided by the City of Ormond Beach Police Department indicate that 406 of the 6,771 total citywide offenses for which police reports were made occurred within the south study area. This represents 6% of the total crimes committed in the City. Map 16 illustrates the distribution of crime throughout the south study area.

Table 30. U.S. 1 South Study Area 2010 Crime Statistics

Population	U.S. 1 South Study Area		City of Ormond Beach		% of City Population
	1,306		38,156 (2009)		3%
Crime Classification	# of crimes	Crimes Per Capita	# of Crimes	Crimes Per Capita	% Crime Occurrence in U.S. 1 South Study Area
Destruction	16	1.2%	307	0.8%	5.2%
Disorder	76	5.8%	1247	3.3%	6.1%
Fire/Medical	21	1.6%	295	0.8%	7.1%
Operations/Service	87	6.7%	1425	3.7%	6.1%
Societal	24	1.8%	254	0.7%	9.4%
Theft	70	5.4%	1324	3.5%	5.3%
Traffic	62	4.7%	1415	3.7%	4.4%
Violent	50	3.8%	504	1.3%	9.9%
Total Offenses	406	31.1%	6771	17.7%	6.0%

Source: City of Ormond Beach GIS Department, September 2010

While the south study area contains nearly 3% of the City's total population, it is experiencing a disproportionate incidence of crime compared to the total population. The crime per capita in the south study area at 31% is significantly higher than the citywide rate of 18%.

The geographic concentration of crime per capita indicated by this analysis poses a threat to property and the personal safety of residents and visitors alike in the south study area. Left unaddressed, the crime rates will most likely continue to escalate within the Study Area, burdening the City and residents with additional costs.

GIS data collected and field observations did not show the likelihood that crime is an issue in the north study area. The north study area is much newer and generally in better condition compared to older areas in the south study area and generally

throughout the City of Ormond Beach. In addition, it was verified with the City’s Neighborhood Improvement Division that there were very few code enforcement violations in the north study area. Therefore, it was assumed that crime was not a factor in determining blight in the north study area.

Section 163.340 (8) (m) DIVERSITY OF OWNERSHIP

The following section discusses the percentage of parcels under multiple ownership in the U.S. 1 study area. An analysis of the south and north study areas revealed that a high percentage of parcels under multiple ownership were more of an issue in the south study area than in the north study area. These ownership patterns in the south study area, as well as insufficient lot depth due to adjacent residential neighborhoods, act as a potential obstacle to the assemblage of land for redevelopment. The unusual conditions of title increase the cost of development and deter private sector investment.

For the purpose of this study, all parcels that have more than one owner listed on a single property in the Ormond Beach GIS database are assumed to be examples of multiple ownership. As illustrated in Map 17 and Table 31, 269 parcels out of the total 824 parcels in the south study area are owned by more than one owner, accounting for nearly 33% of the total parcels. There are 259 properties in the study area that have two owners listed and 10 parcels that have three or more owners listed.

Multiple ownership	Parcel Count	%
Two owners listed	259	31.4%
Three or more owners listed	10	1.2%
Total Parcels with multiple ownership	269	33%
Total Parcels in the U.S. 1 Study Area	824	N/A

Source: Volusia County Property Appraiser, February 2010 Tax Roll and City of Ormond Beach GIS Department, September 2010

Diversity of ownership, or defective or unusual conditions of title, prevent the free alienability of land. This includes factors such as multiple owners of a single property. Multiple ownership patterns like those found in the south study area can be a hindrance to land assembly in support of redevelopment projects. This situation is compounded by the fact that many of the individual properties are insufficient in size. Under the existing conditions in the south study area, it would be difficult to accommodate potential redevelopment projects that comply with current land development codes, because assemblage is unlikely.

An analysis of diversity of ownership was completed in the north study area. As illustrated in Map 18 and Table 32, 55 parcels out of the total 357 parcels in the north study area are owned by more than one owner, accounting for roughly 15% of the total parcels. There are 52 individual properties in the north study area with two owners listed and only 3 parcels have been identified with three or more

owners listed. Overall, when compared to the south study area, in the north study area diversity of ownership is less of an issue.

Table 32. 2010 Multiple Ownership		
Multiple ownership	Parcel Count	%
Two owners listed	52	14.6%
Three or more owners listed	3	0.01%
Total Parcels with multiple ownership	55	15.4%
Total Parcels in the U.S. 1 Study Area	357	N/A

Source: City of Ormond Beach GIS Department, May 2010

VII. Conclusion

The Finding Necessity is the first step towards improving the U.S. 1 corridor. The Study has identified and documented conditions throughout the U.S. 1 study area that are consistent with the definition of blight defined in the Florida Statutes. It is, therefore, reasonable to find these conditions substantially impair sound growth and have lead to economic distress in the subject area.

Based on the identified and documented conditions of the south study area, a substantial number of deteriorated structures exist, and these are materially injurious to the overall sustainability of both the area and the community. These deteriorated structures and conditions are such they “*are leading to economic distress or endanger life or property...*” as described in the Redevelopment Act.

In the south study area, the cumulative impact of high vacancy rates in residential and commercial properties, a high percentage of aging structures, substandard lot configurations, multiple ownership patterns, and the presence of adverse environmental conditions identify eight characteristics of social, physical, and economic hardship associated with deteriorated conditions. In the north study area, while some deterioration was documented, primary factors indicating blight included inadequate public transportation facilities, declining taxable parcel valuation, a lack of sidewalk facilities, vacant lands, and multiple ownership. Overall the data and analysis showed a broad decline that substantiates the existence of blight throughout the entire U.S. 1 study area. The existence of blight can have negative impacts on a community including:

- Depressed property values, resulting in lower local tax revenues;
- Strain on city services, such as police, health, fire, building code;
- Increased fire hazard potential because of poor maintenance, faulty wiring and debris;
- Increased code enforcement demands;
- Concentration of low-income groups and marginal businesses with decreased potential for investment to reverse the blighting conditions;
- Creation of an environment that attracts criminal activity;
- Creation of a poor market environment, where existing businesses relocate to other, more stable areas and new businesses do not replace them; and
- Cost to existing home owners, such as higher insurance premiums, low appraisals for homestead properties.

The completion of this study is a significant step towards realizing improvements along the U.S. 1 corridor. The inventory of existing conditions, presented in this report provides a baseline and serves as a platform for evaluating the next steps for the future of U.S. 1 in Ormond Beach. **The study is the basis for the City of Ormond Beach to adopt a resolution acknowledging the existence of blight in the U.S. 1 Study Area and finding that rehabilitation, conservation or redevelopment is necessary in the interest of the public health, safety, morals**

or welfare of the City's residents. These findings also provide justification for using the tools provided to local governments through Chapter 163 Part III of the Florida Statutes.

Recommendations

Finding of Necessity

The data presented in this report provides a factual basis upon which the City of Ormond Beach may make a legislative finding that the U.S. 1 Study Area is, at this time, a blighted area; and that rehabilitation, conservation, or redevelopment, or a combination thereof, is necessary in the interest of the public health, safety, morals, or welfare of the residents of the City. It is recommended the City of Ormond Beach pass a resolution designating the recommended boundary as the U.S. 1 Study Area.

Establish a Community Redevelopment Agency

Based upon the results of this study, it is recommended the City of Ormond Beach establish a Community Redevelopment Agency to carry out community development purposes pursuant to Part III, Chapter 163 of the Florida Statutes in the U.S. 1 Study Area, and to prepare a redevelopment plan, in accordance with the provisions of the Community Development Act. These actions present the best opportunity to accomplish many long-range goals that will benefit the community.

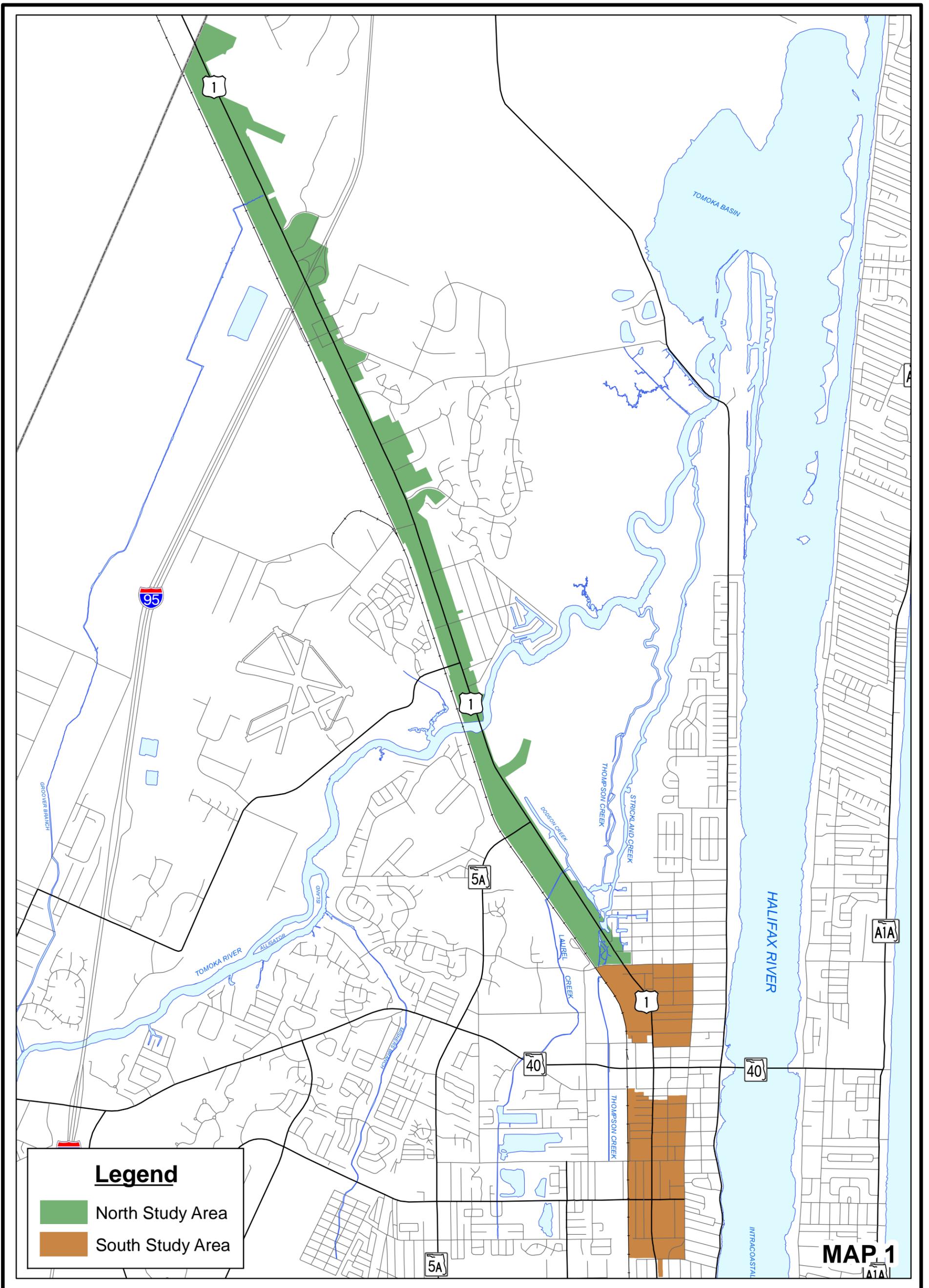
The activities and programs offered within a Community Redevelopment Agency are administered by the Community Redevelopment Agency that is locally established when a CRA is designated. Typically a 5-7 member CRA "Board" created by a local government directs the agency or serves as an advisory board to elected officials serving as the CRA Board. The CRA Board can be comprised of local government officials and/or other individuals appoint by the City. The CRA has certain powers that the city by itself may do, such as establish tax increment financing, and leverage local public funds with private dollars to make redevelopment happen.

Prepare a Redevelopment Plan

The formulation of a redevelopment plan, using the tools made available in the Statutes, is the most appropriate means of overcoming the obstacles to economic development cited in this Study. The redevelopment plan can provide focus and oversight for the land development process while improving the appearance and marketability of the area.

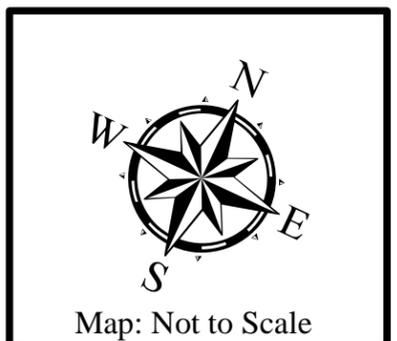
The Community Redevelopment Agency is responsible for assisting in the preparation of the Redevelopment Plan. Section 163.362 F.S. contains a detailed description of the required contents of this Plan. The Plan is intended to address the needs identified in this study, define community redevelopment goals and objectives, set forth specific agency policies and action, and finally, identify capital improvements projects, their costs and funding sources. It can provide an implementation strategy for funding capital improvements and economic incentives that will attract private sector investment and ensure infrastructure is in place to support future growth and development.

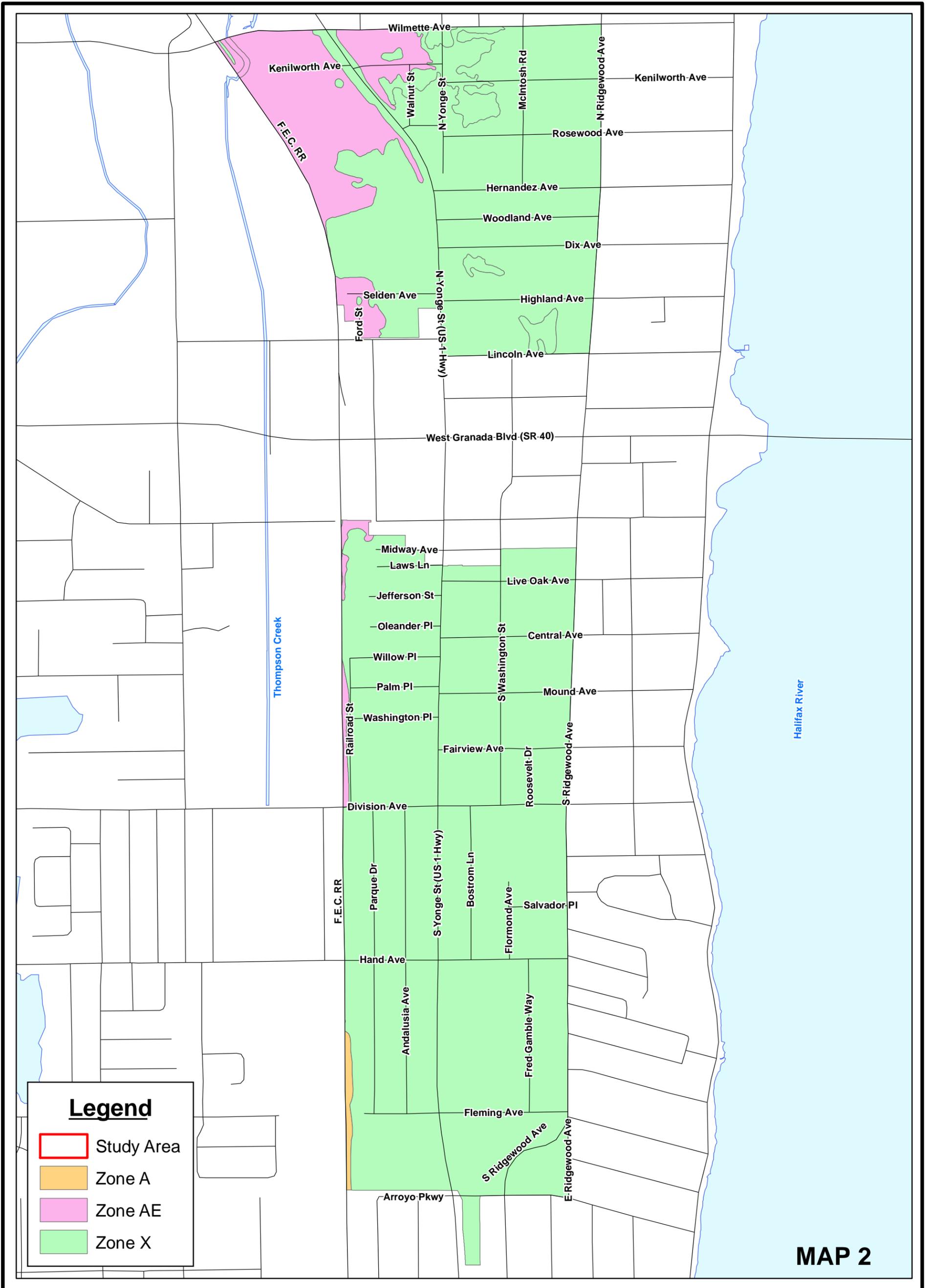
Map Series



**US Hwy 1 - Blight Study Area
Boundary Map**

The City of Ormond Beach
G.I.S. Department
Prepared by: GIS Staff - April 2012





Legend

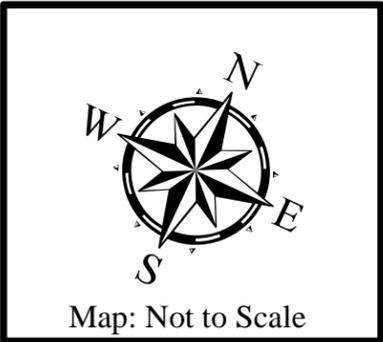
- Study Area
- Zone A
- Zone AE
- Zone X

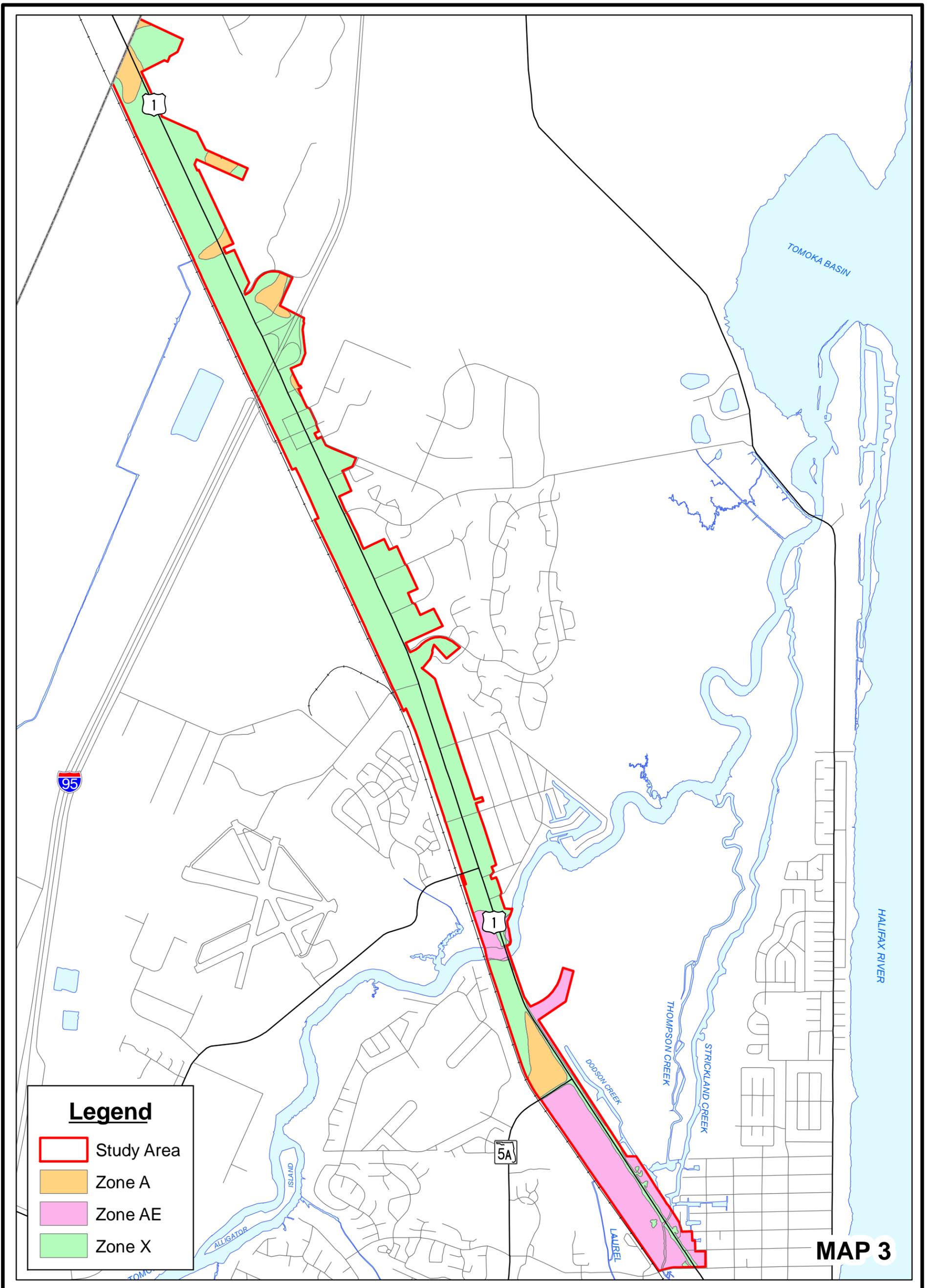
MAP 2



**US Hwy 1 - South Study Area
FEMA Flood Zone Map**

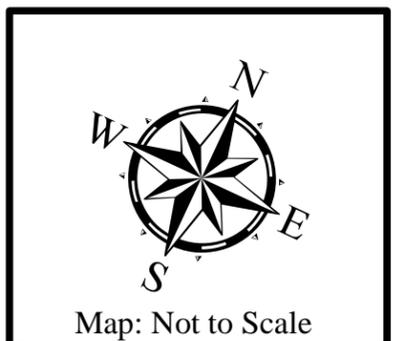
The City of Ormond Beach
G.I.S. Department
Prepared by: GIS Staff - July 2011

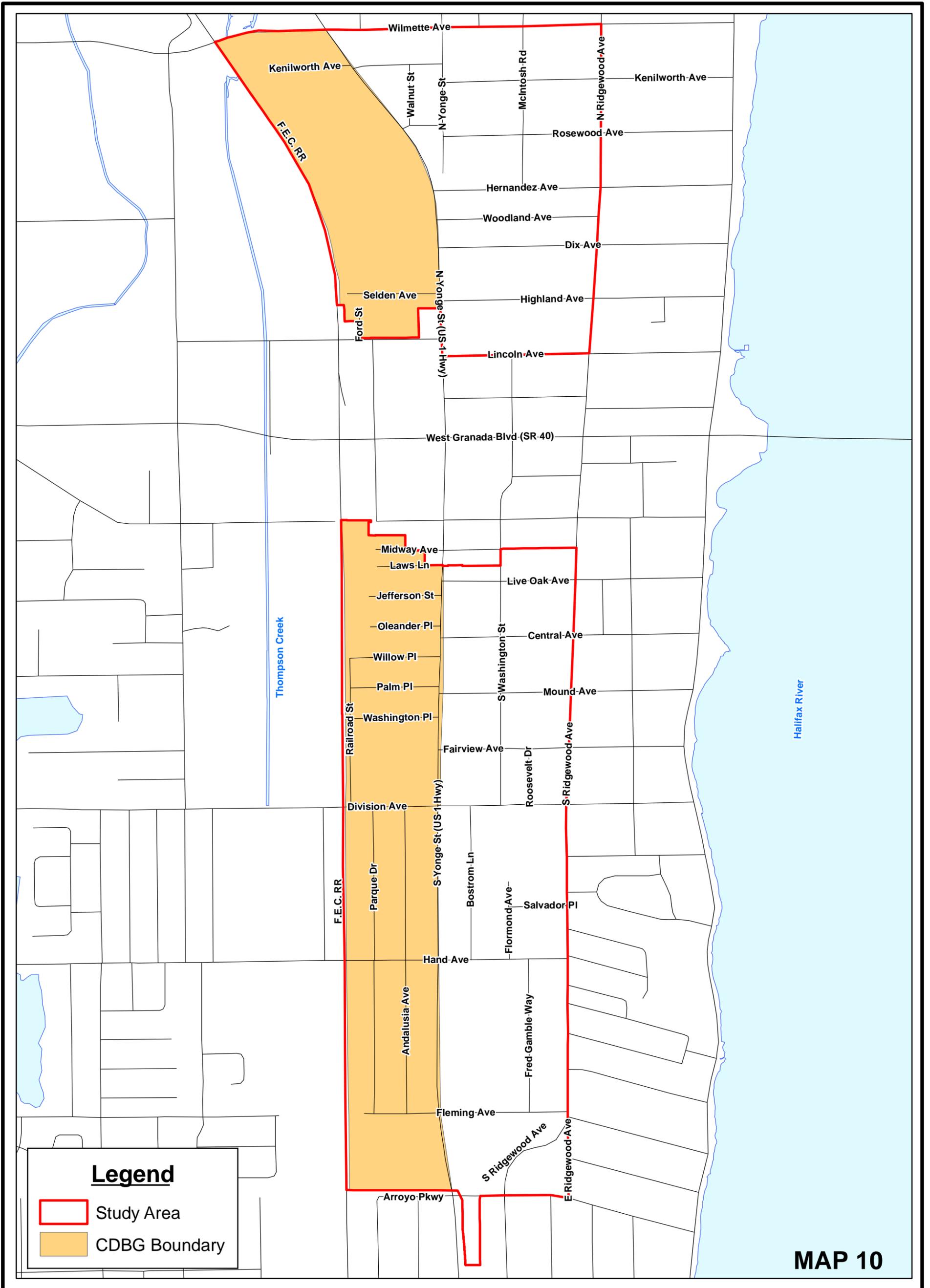




**US Hwy 1 - North Study Area
 FEMA Flood Zone Map**

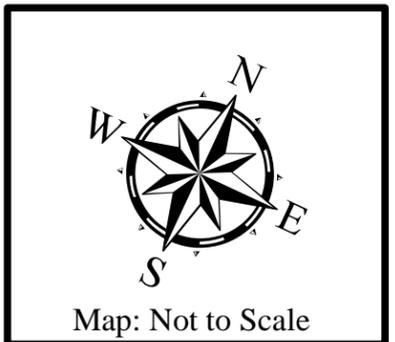
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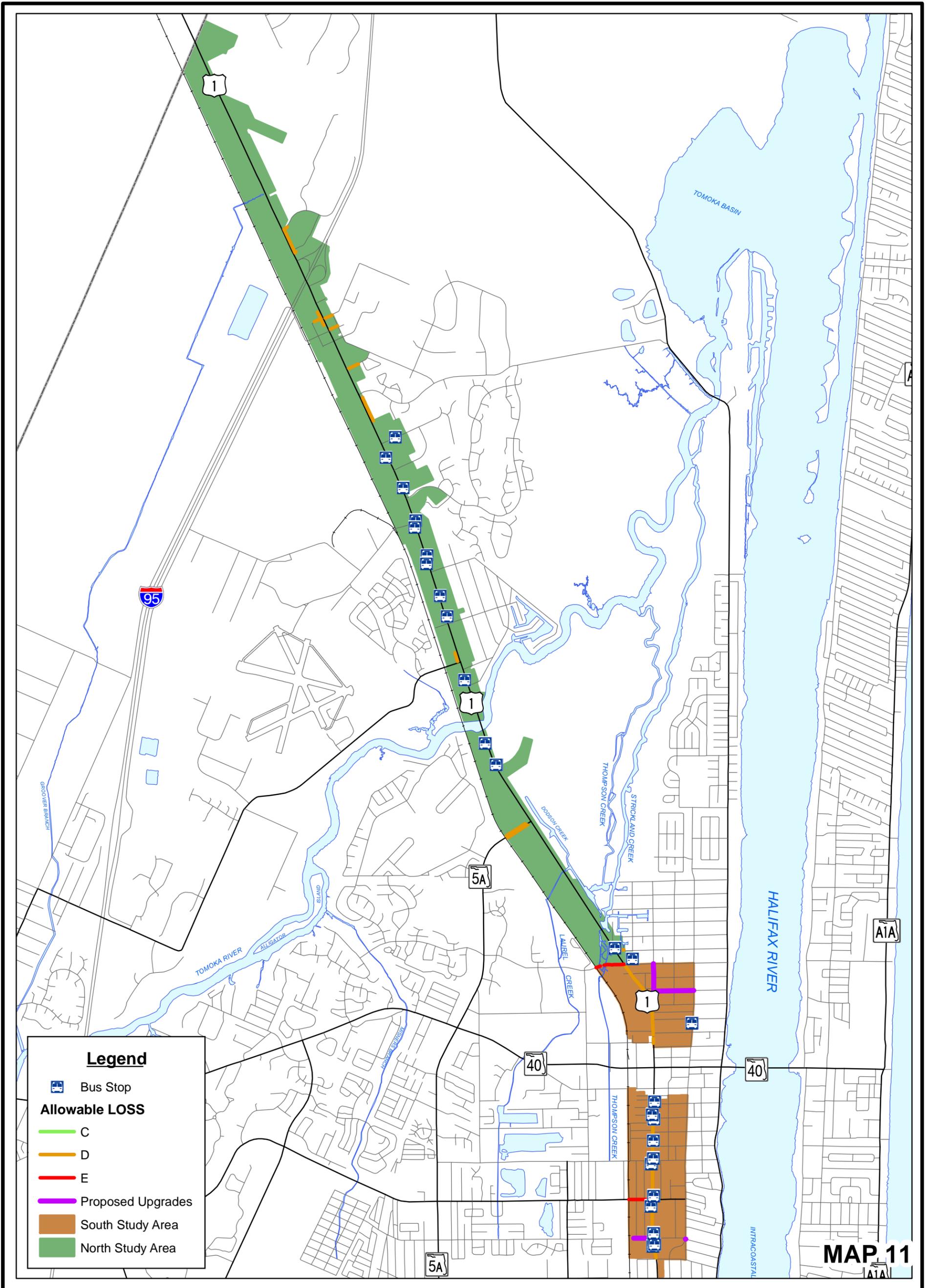




**US Hwy 1 - South Study Area
CDBG Priority Area Map**

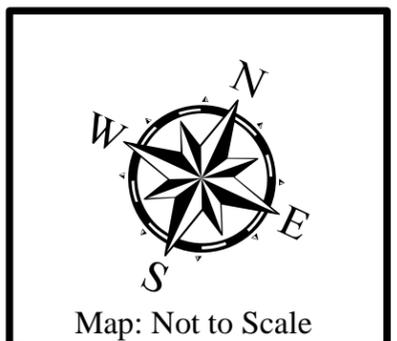
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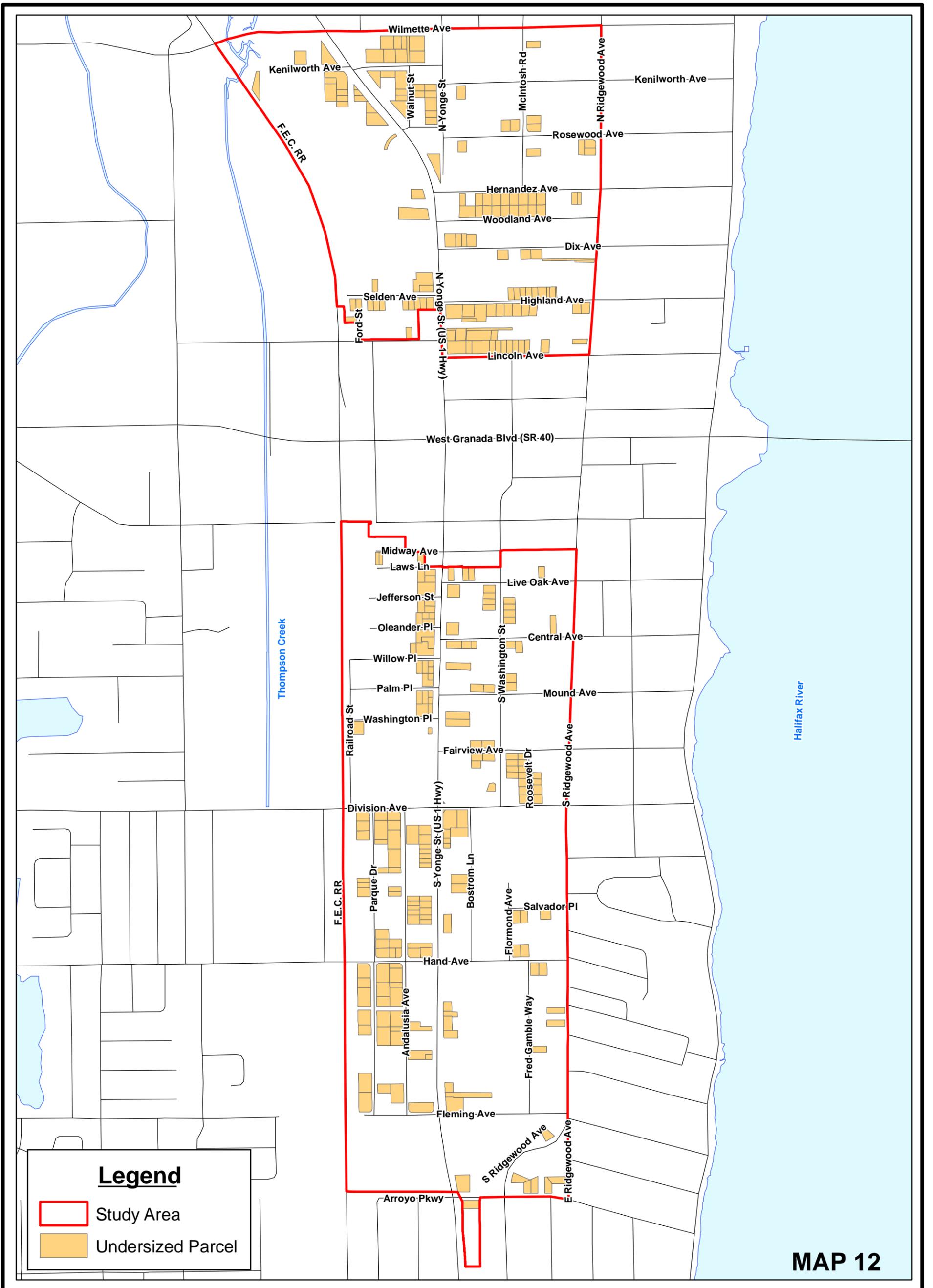




US Hwy 1 - Blight Study Area
Level of Service and Upgraded Sidewalks Map

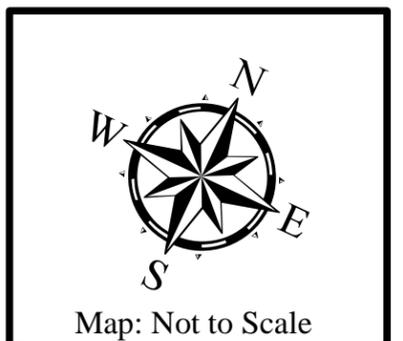
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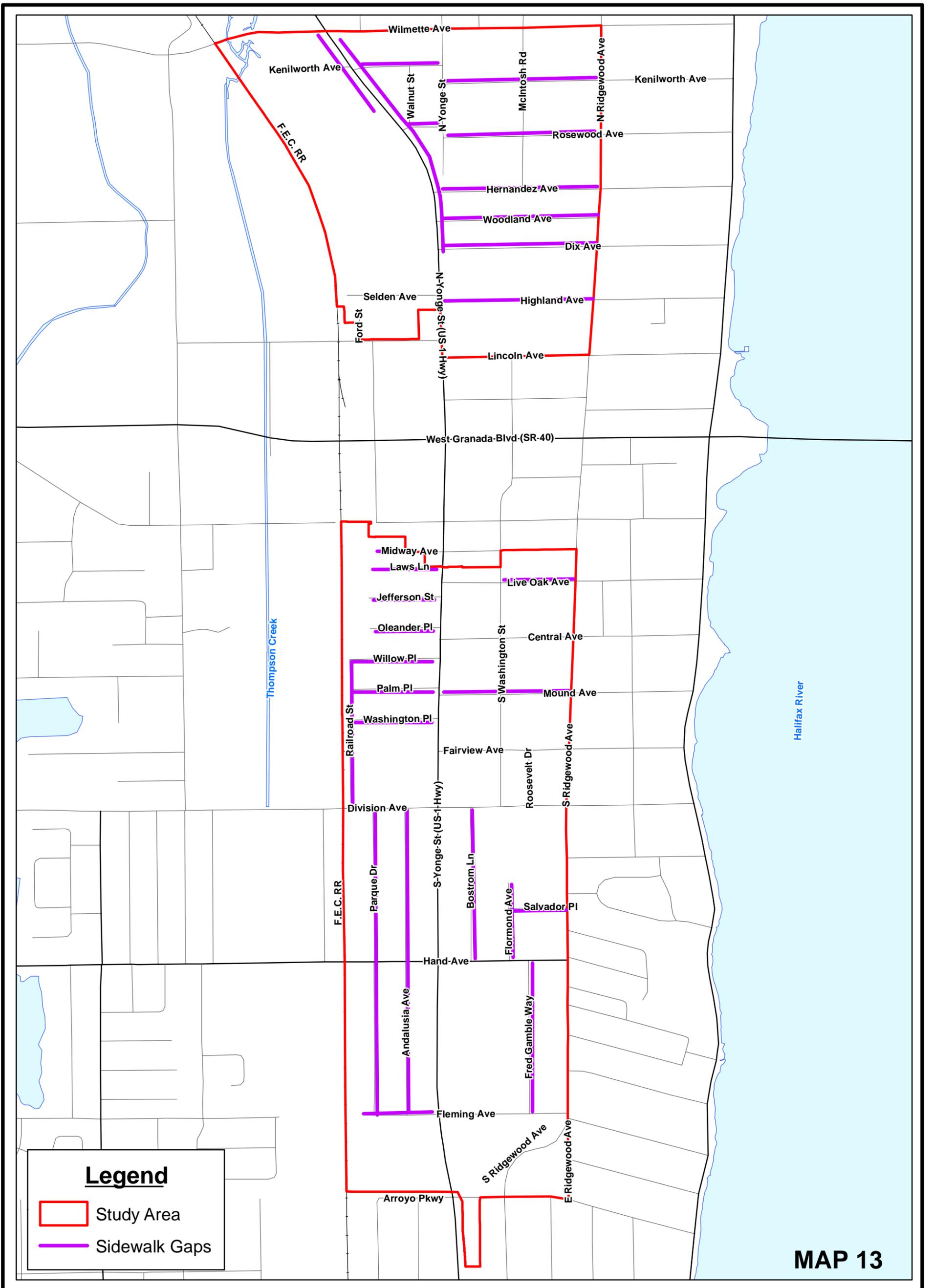




**US Hwy 1 - South Study Area
Under Sized Parcel Map**

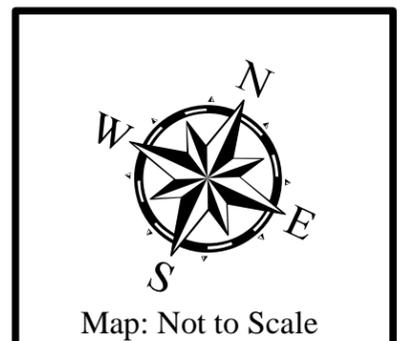
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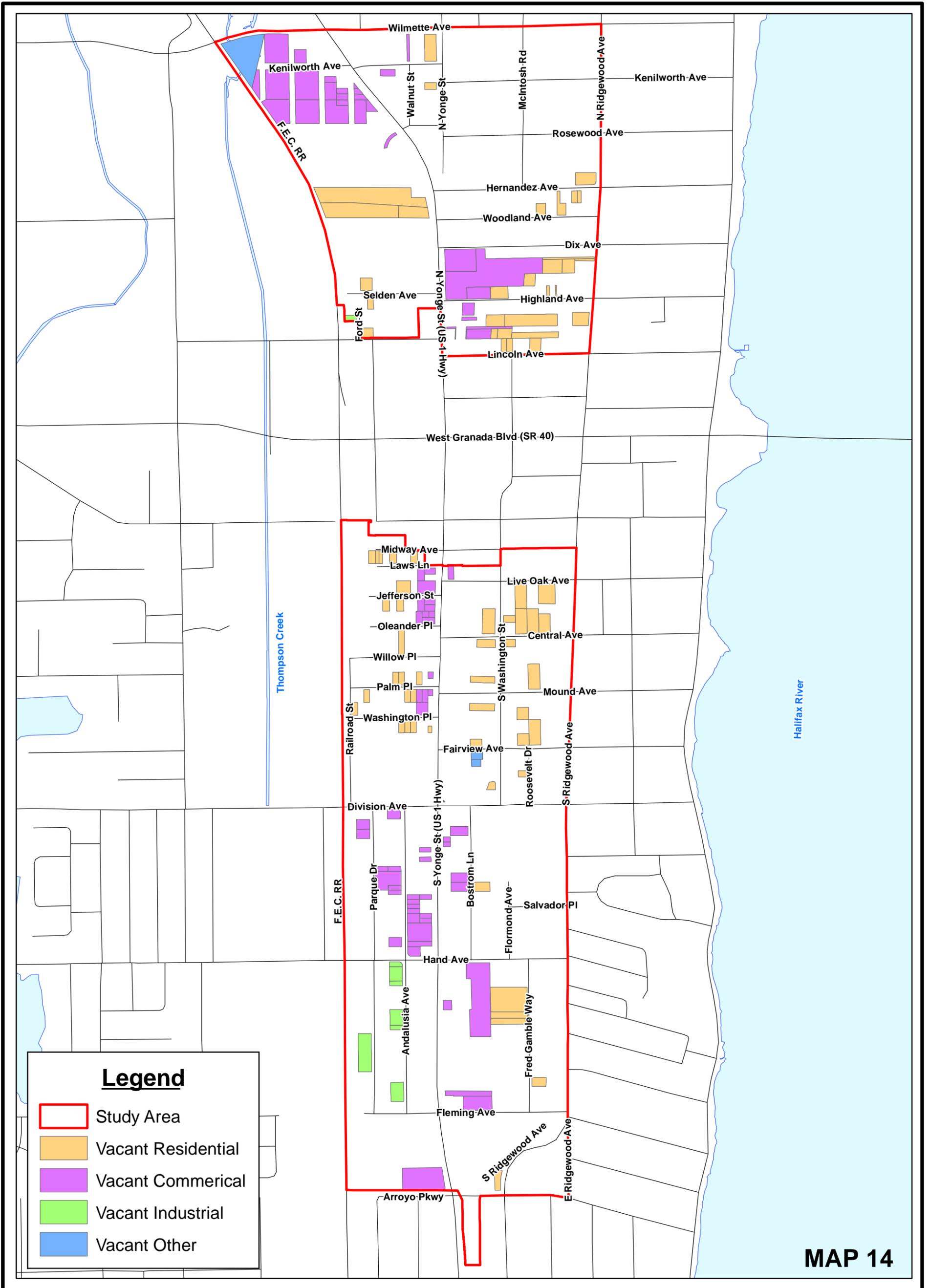




**US Hwy 1 - South Study Area
Sidewalk Gaps Map**

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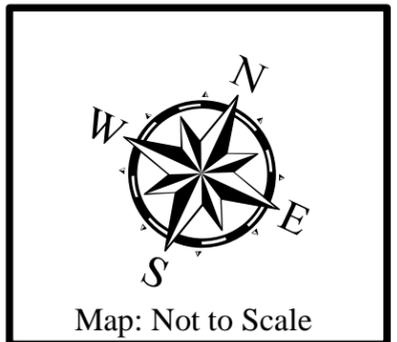


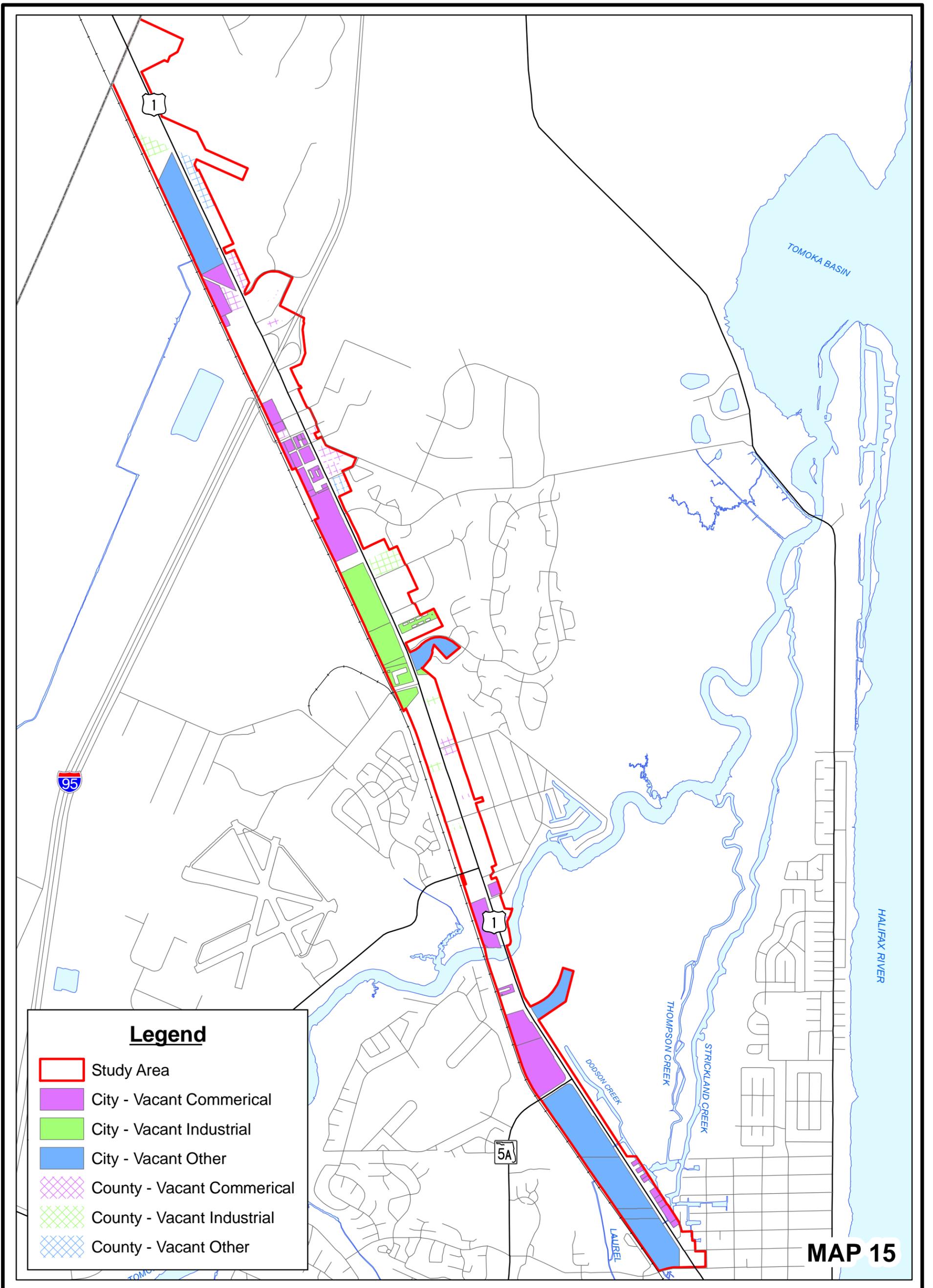
MAP 14



**US Hwy 1 - South Study Area
 Vacant Land Map**

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 Prepared by: GIS Staff - July 2011





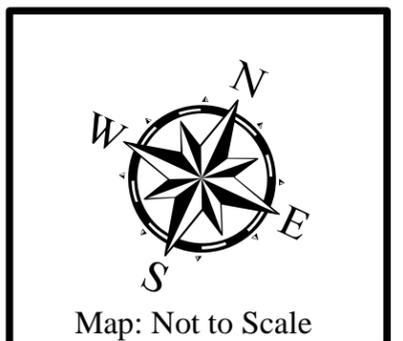
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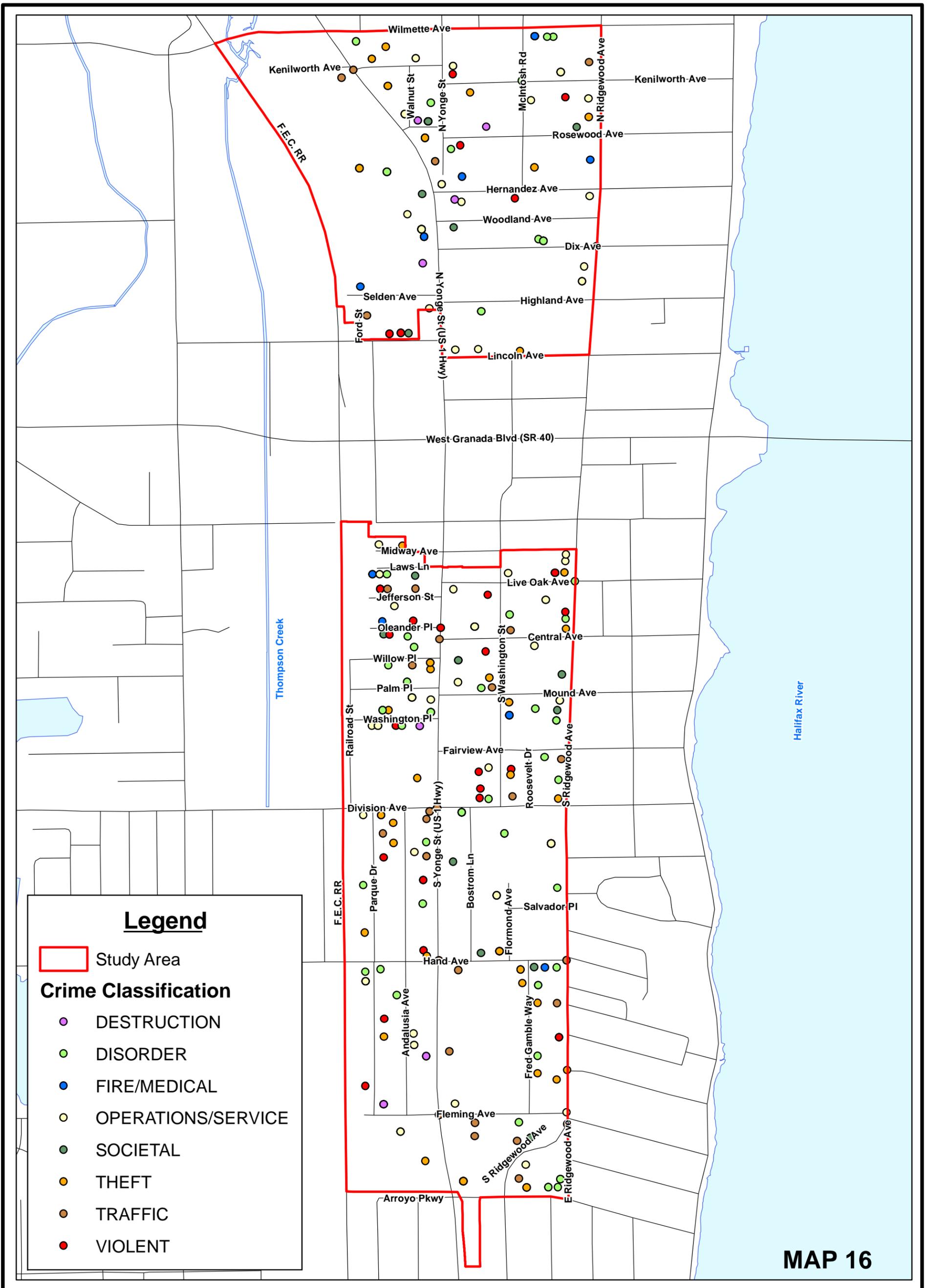
-  Study Area
-  City - Vacant Commerical
-  City - Vacant Industrial
-  City - Vacant Other
-  County - Vacant Commerical
-  County - Vacant Industrial
-  County - Vacant Other



**US Hwy 1 - North Study Area
Vacant Land Map**

The City of Ormond Beach
G.I.S. Department
Prepared by: GIS Staff - April 2012





MAP 16

Legend

Study Area

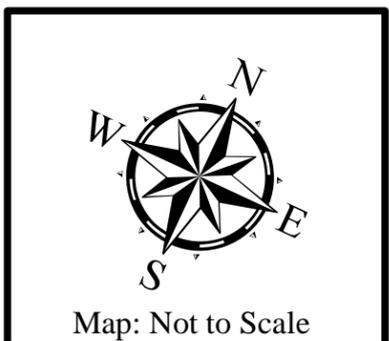
Crime Classification

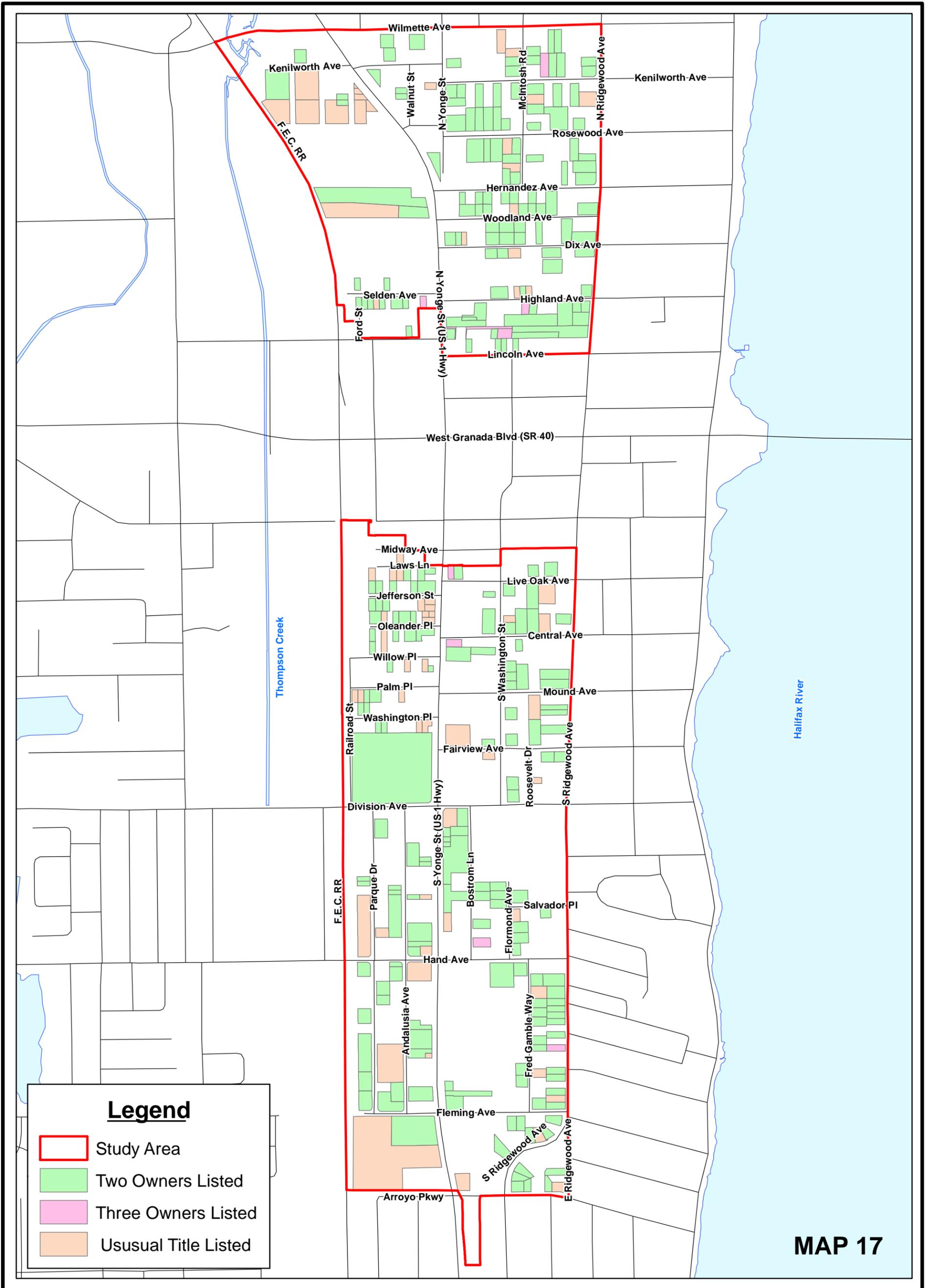
- DESTRUCTION
- DISORDER
- FIRE/MEDICAL
- OPERATIONS/SERVICE
- SOCIETAL
- THEFT
- TRAFFIC
- VIOLENT



**US Hwy 1 - South Study Area
Crime Distribution Map**

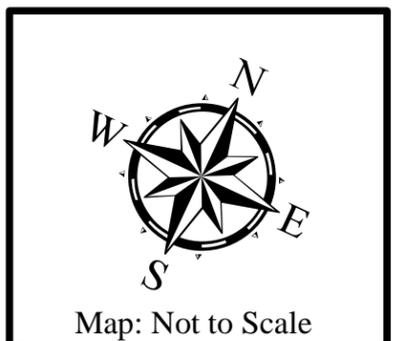
The City of Ormond Beach
G.I.S. Department
Prepared by: GIS Staff - July 2011

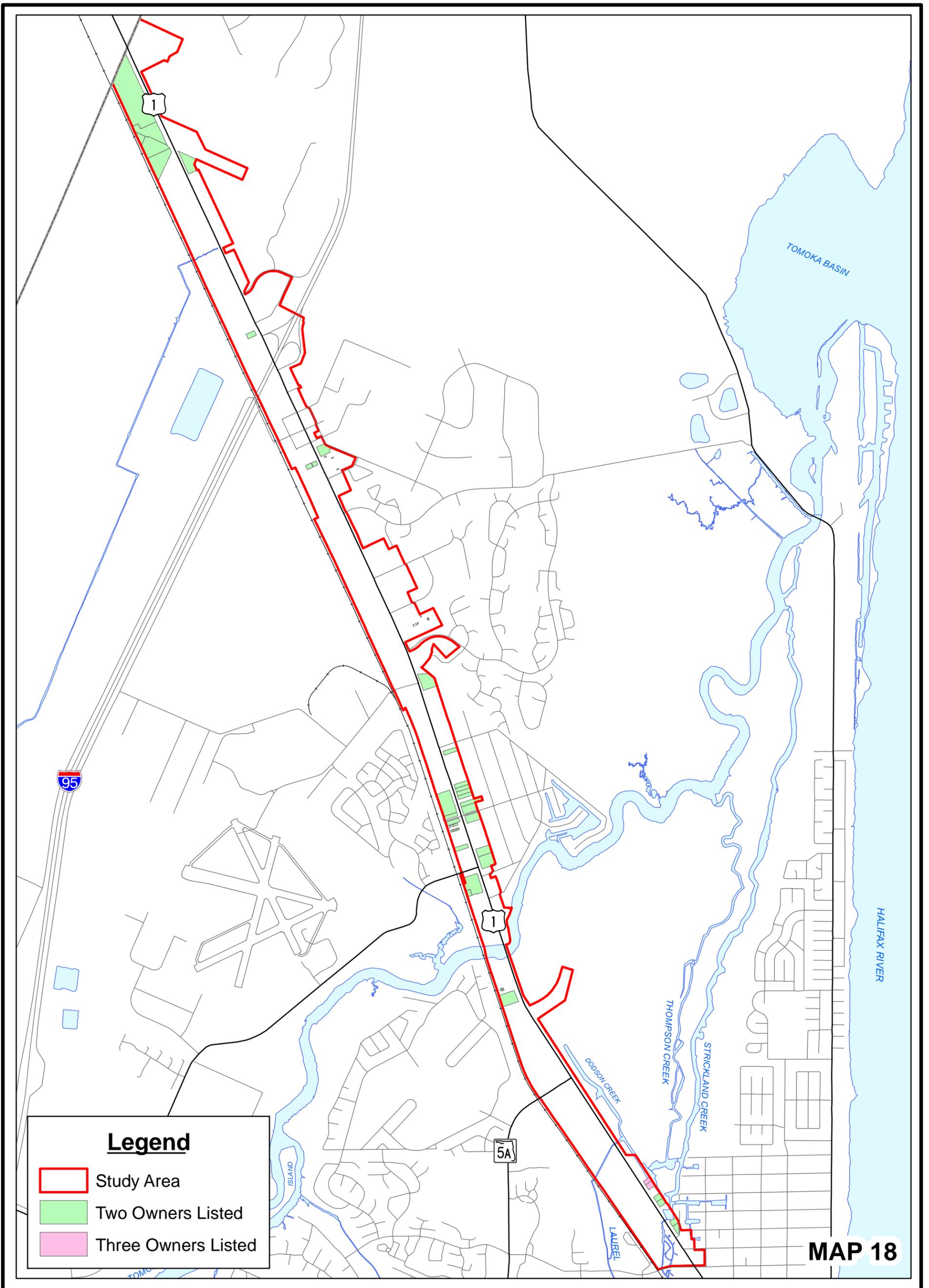




**US Hwy 1 - South Study Area
Diversity of Ownership Map**

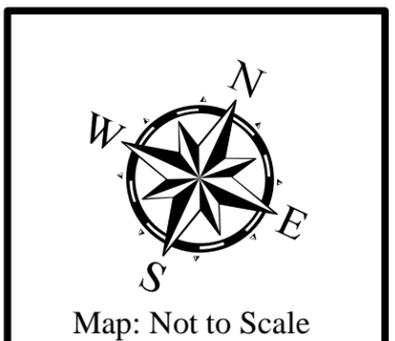
The City of Ormond Beach
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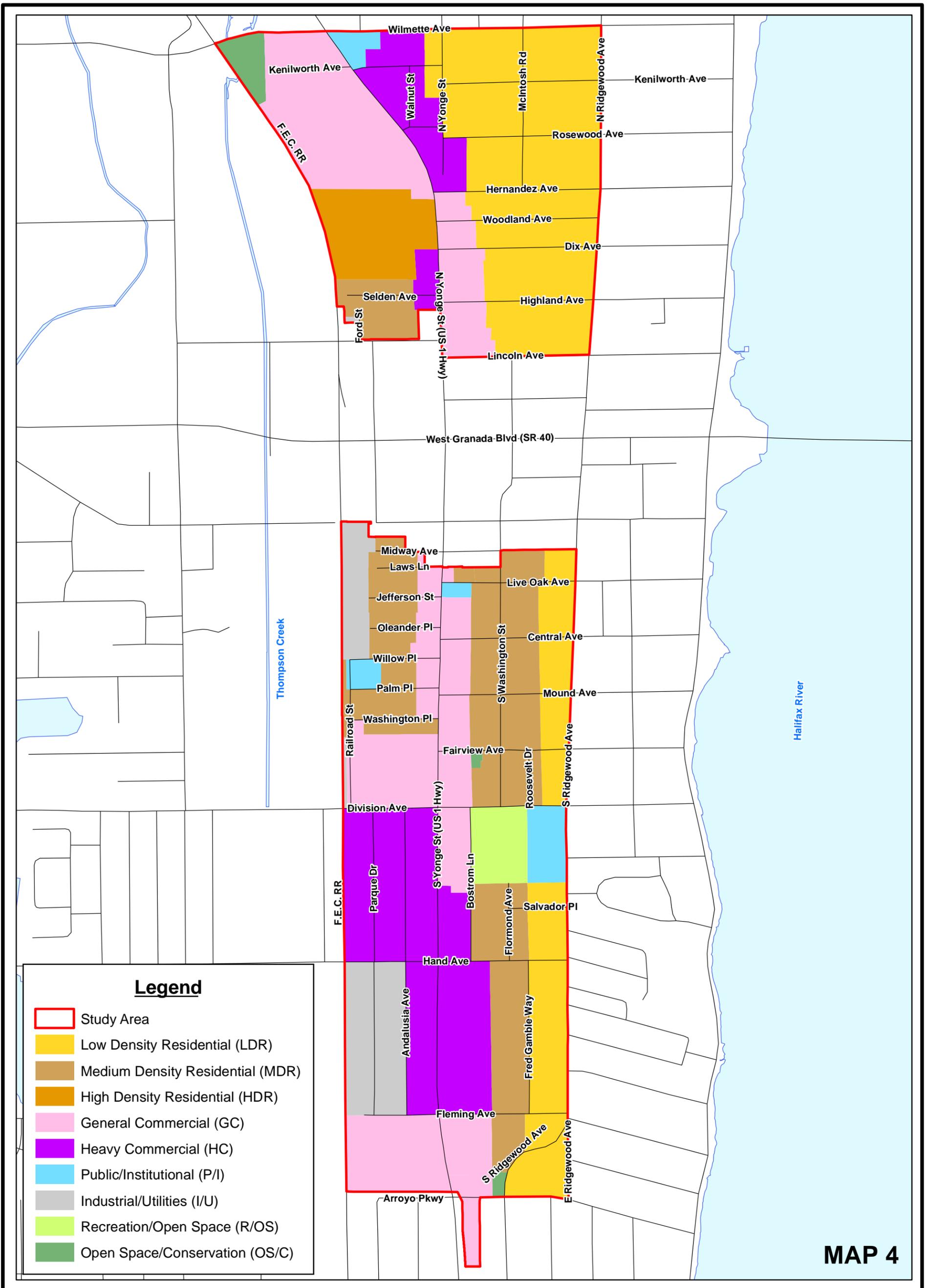




**US Hwy 1 - North Study Area
Diversity of Ownership Map**

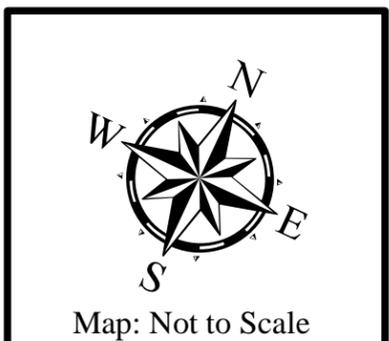
The City of Ormond Beach
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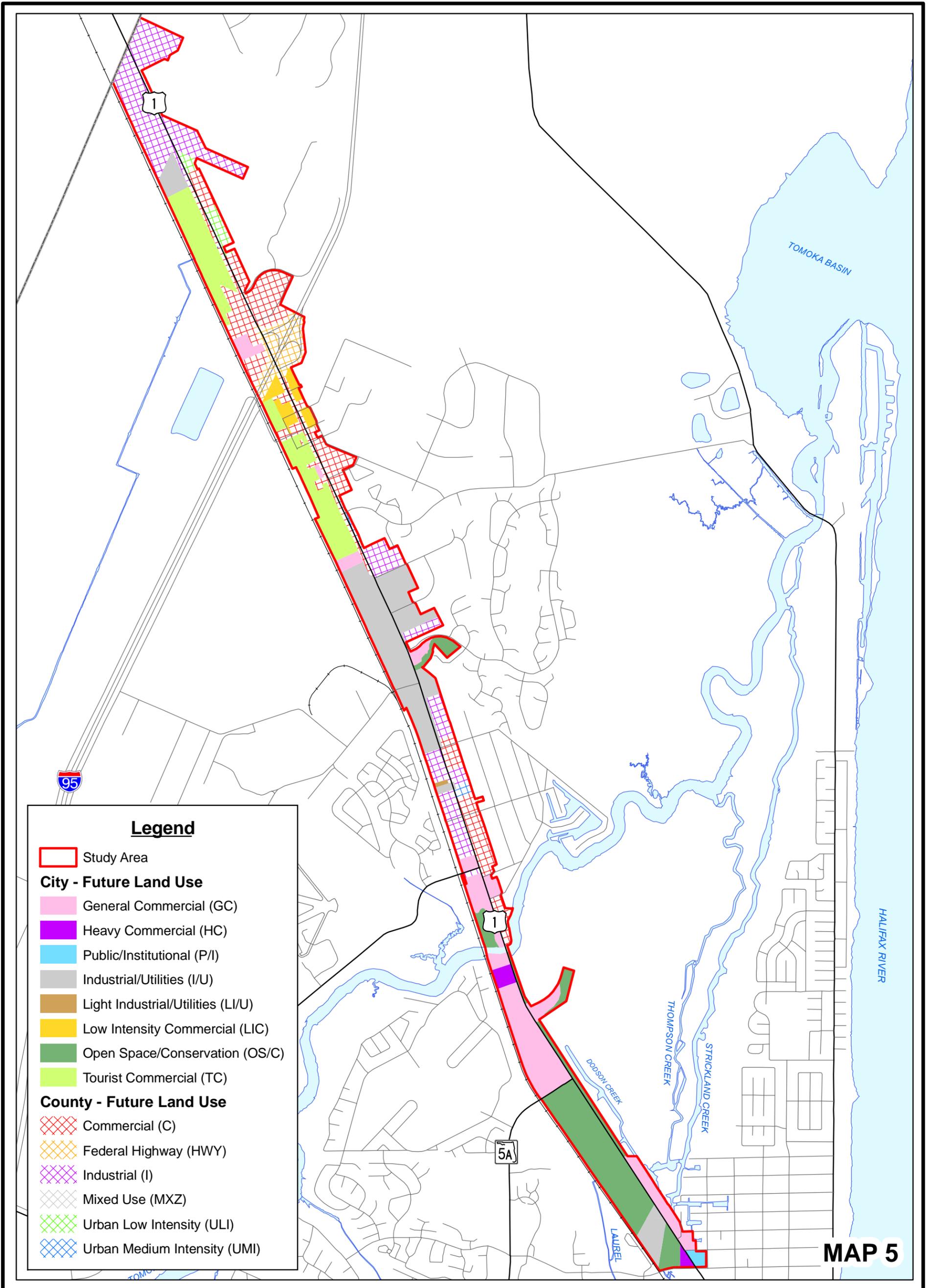




**US Hwy 1 - South Study Area
Existing Land Use Map**

The City of Ormond Beach
G.I.S. Department
Prepared by: GIS Staff - July 2011





MAP 5

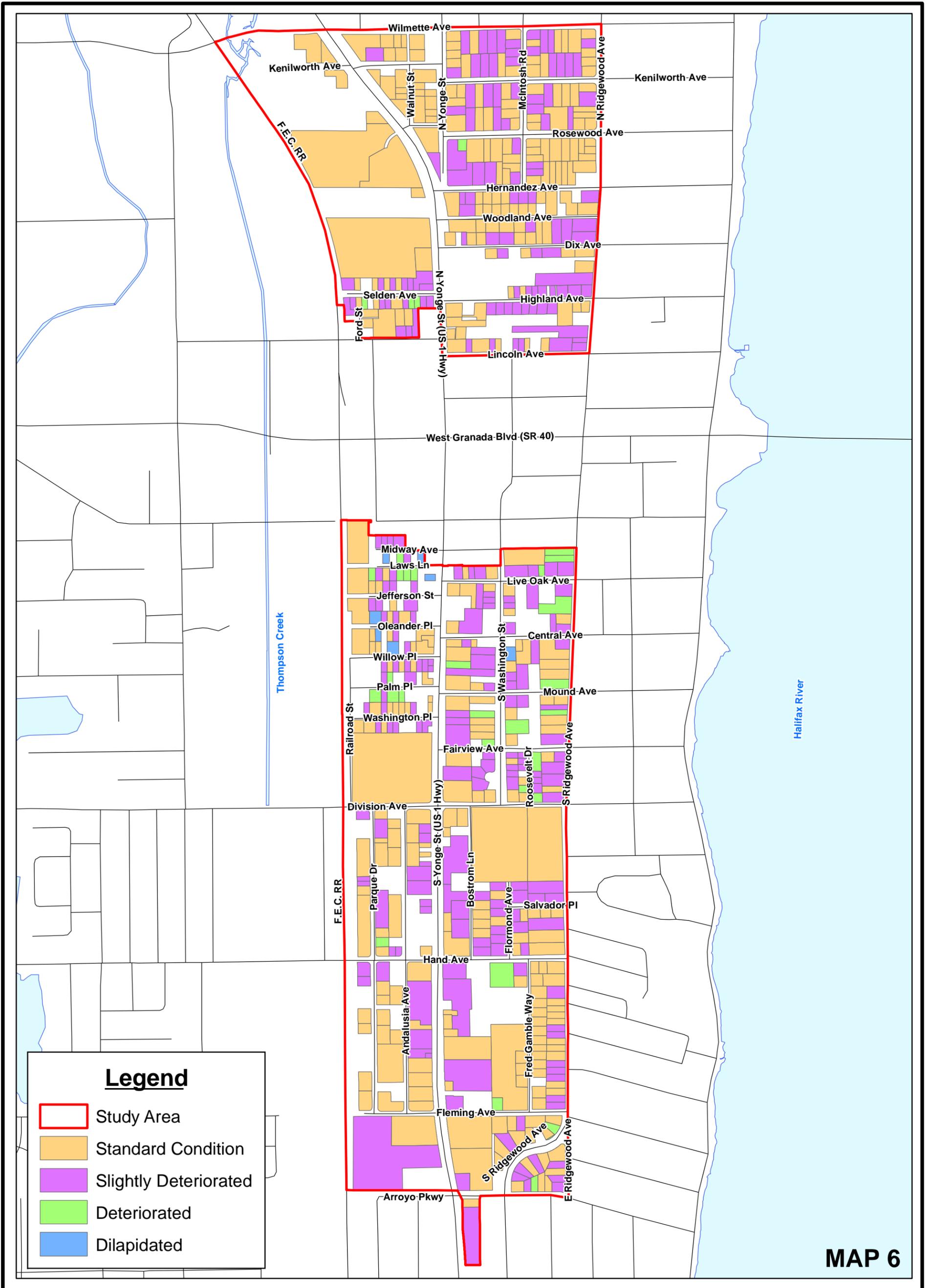


**US Hwy 1 - North Study Area
Existing Land Use Map**

The City of Ormond Beach
G.I.S. Department
Prepared by: GIS Staff - April 2012

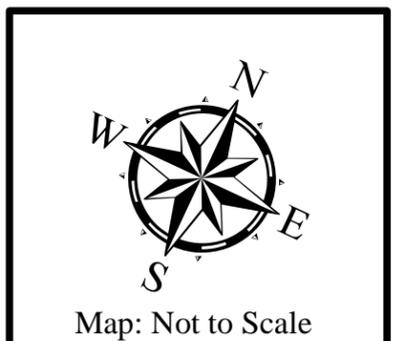


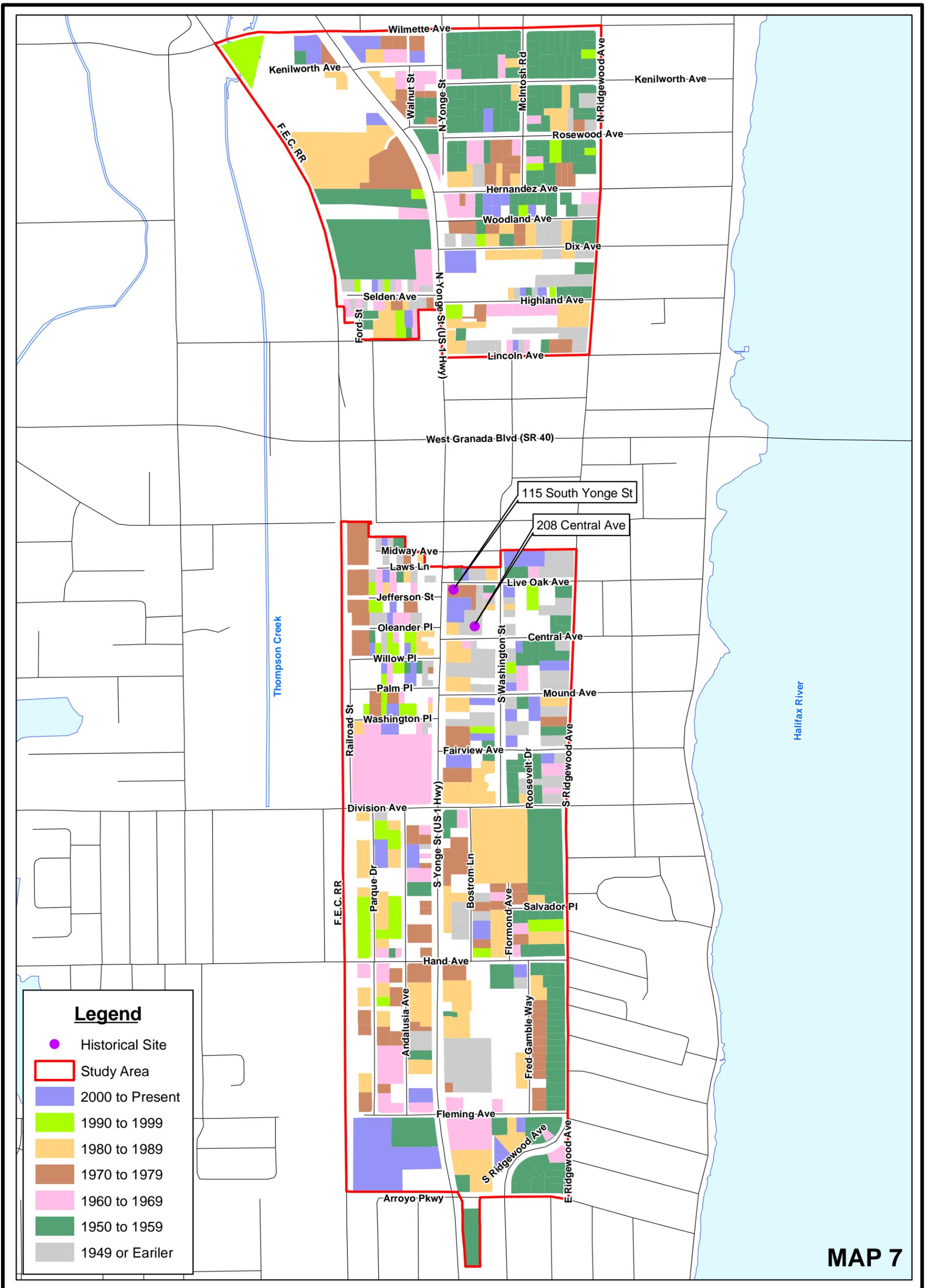
Map: Not to Scale



**US Hwy 1 - South Study Area
Building Conditions**

The City of Ormond Beach
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MAP 7

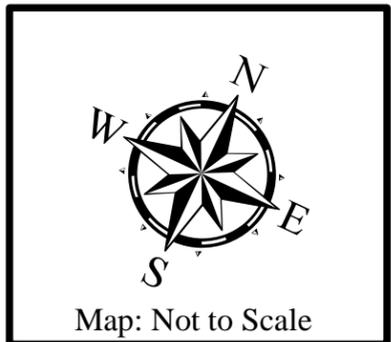
Legend

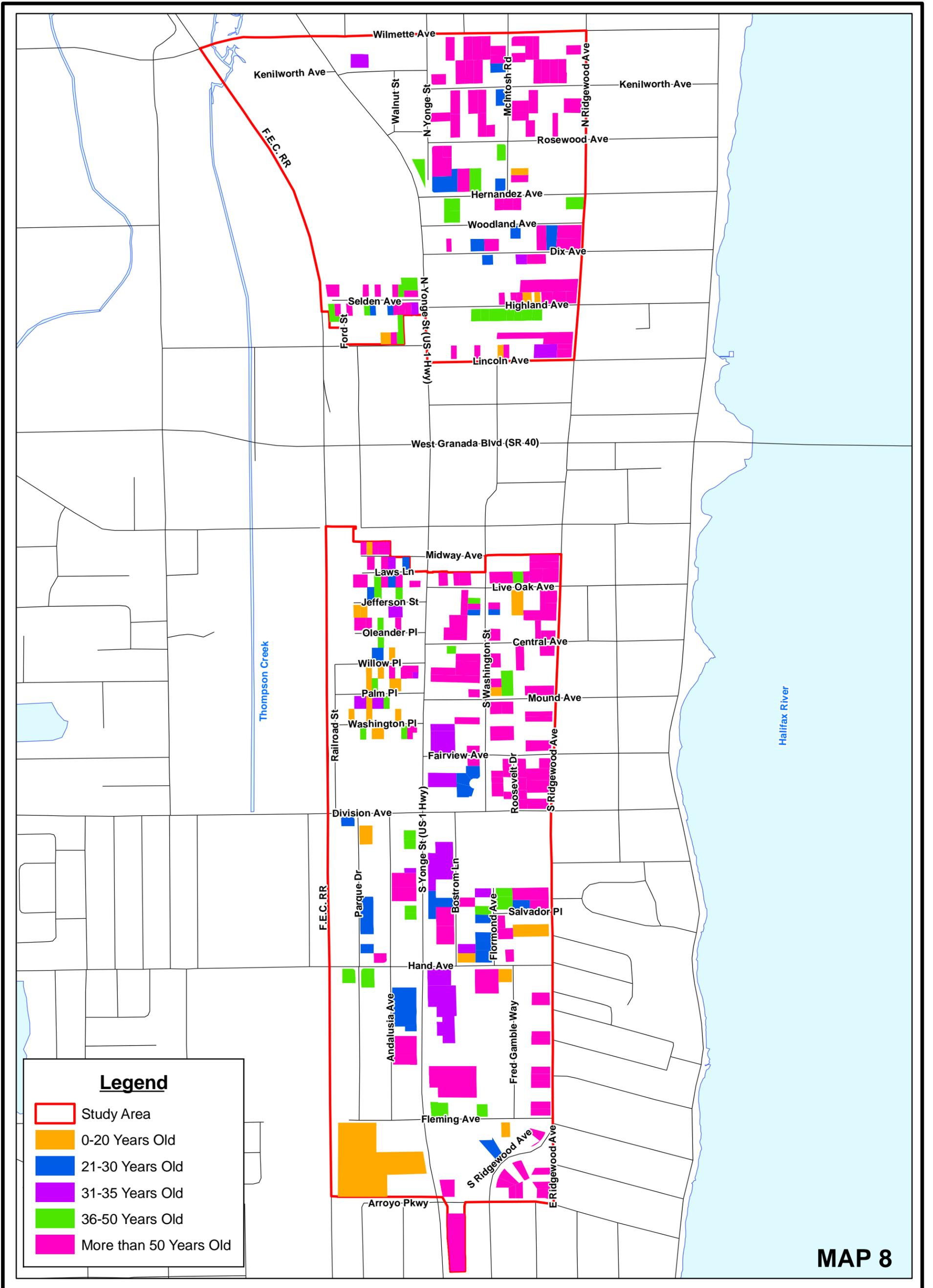
- Historical Site
- Study Area
- 2000 to Present
- 1990 to 1999
- 1980 to 1989
- 1970 to 1979
- 1960 to 1969
- 1950 to 1959
- 1949 or Earlier



**US Hwy 1 - South Study Area
Age of Structures Map**

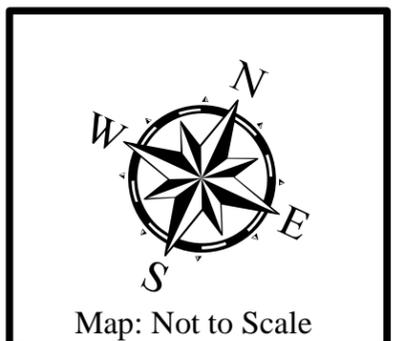
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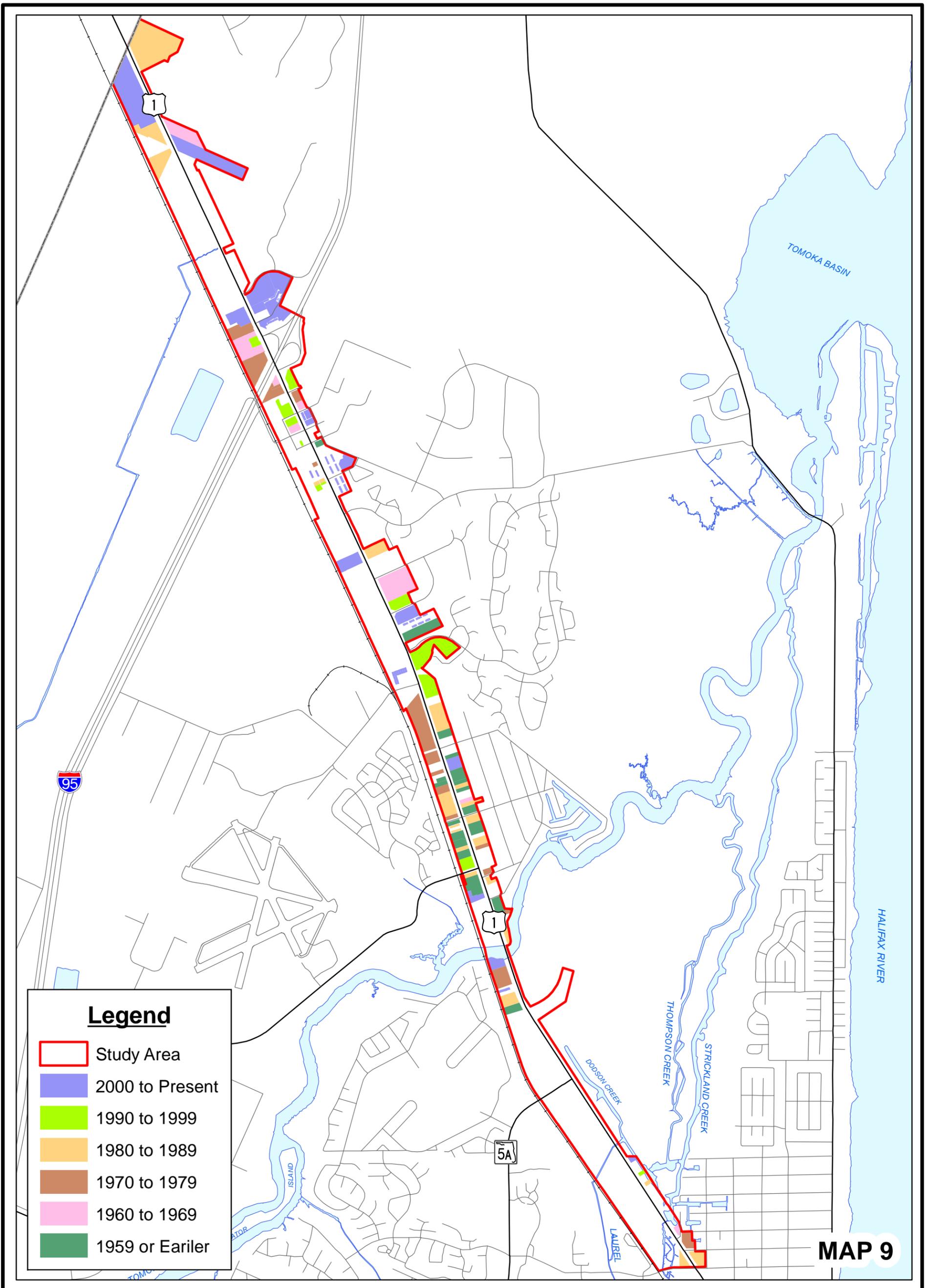




US Hwy 1 - South Study Area
Total Structures With Some Level of Deterioration
by Range of Age

The City of Ormond Beach
 G.I.S. Department
 Prepared by: GIS Staff - July 2011





**US Hwy 1 - North Study Area
Age of Structures Map**

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Prepared by: GIS Staff - April 2012

