



City of Deltona

2345 Providence Blvd.
Deltona, FL 32725

Agenda

Development Review Committee

Thursday, July 21, 2016

9:00 AM

2nd Floor Conference Room

1. CALL TO ORDER:

2. ROLL CALL

3. APPROVAL OF MINUTES & AGENDA:

A. [Minutes of July 7, 2016](#)

4. PRESENTATIONS/AWARDS/REPORTS:

5. PUBLIC FORUM:

6. OLD BUSINESS:

7. NEW BUSINESS:

A. [Pre-application meeting - Jeremiah's Italian Ice, 1573 Saxon Blvd. Suite 108.](#)

B. [Project No. FSP16-002, Medical Offices at 634 Deltona Boulevard](#)

8. STAFF COMMENTS:

9. BOARD/COMMITTEE MEMBERS COMMENTS:

10. ADJOURNMENT:

NOTE: If any person decides to appeal any decision made by the City Commission with respect to any matter considered at this meeting or hearing, he/she will need a record of the proceedings, and for such purpose he/she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based (F.S. 286.0105).

Individuals with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk, Joyce Raftery 48 hours in advance of the meeting date and time at (386) 878-8500.



City of Deltona

2345 Providence Blvd.
Deltona, FL 32725

Minutes

Development Review Committee

Thursday, July 7, 2016

9:00 AM

2nd Floor Conference Room

1. CALL TO ORDER:

The meeting was called to order at 9:00 am.

2. ROLL CALL:

Also present: Scott McGrath, Planning and Development Services; Chris Collier-Cornett, Public Works; Steve Narvaez, Information Technology; Kathrine Kyp, Planning and Development Services; Stuart Armstrong, Landmark Healthcare Facilities; Dennis Graven, Zev Cohen and Associates.

Present: 3 - Member Leigh Grosvenor
Member Chris Bowley
Member Steve Roland

Excused: 1 - Member Gerald Chancellor

3. APPROVAL OF MINUTES & AGENDA:

A. Minutes of May 19, 2016

Motion by Member Roland, seconded by Member Grosvenor, to approve the Minutes of May 19, 2016. The motion carried by the following vote:

For: 3 - Member Grosvenor, Member Bowley and Member Roland

4. PRESENTATIONS/AWARDS/REPORTS:

5. PUBLIC FORUM:

6. OLD BUSINESS:

7. NEW BUSINESS:

A. Halifax Deltona I-4 Campus, Final Site Plan application (FSP16-001).

Mr. Armstrong expressed his gratitude to City staff for their assistance during the approval process.

Mr. Graven provided the committee with an update on the completion of the Halifax

Crossings Boulevard. Discussion occurred regarding the issuance of the Development Order, Site Engineering Permit and the scheduling of the Pre-development and Pre-construction meeting for July 12, 2016.

Mr. Bowley discussed project scheduling and the need to add berming, if possible, to the entryway and monumentation for a nice entrance from Howland Blvd.

Motion by Member Roland, seconded by Member Grosvenor, to Halifax Deltona I-4 Campus, Final Site Plan application (FSP16-001). The motion carried by the following vote:

For: 3 - Member Grosvenor, Member Bowley and Member Roland

B. The Center at Deltona, Final Site Plan application (FSP16-003).

Mr. Bowley reviewed the outstanding comments for the Center at Deltona, Final Site Plan application.

Motion by Member Roland, seconded by Member Grosvenor, to approve with conditions, The Center at Deltona, Final Site Plan application (FSP16-003). The motion carried by the following vote:

For: 3 - Member Grosvenor, Member Bowley and Member Roland

8. STAFF COMMENTS:

9. BOARD/COMMITTEE MEMBERS COMMENTS:

10. ADJOURNMENT:

The meeting was adjourned at 9:16 am.

Chris Bowley, Chairperson

ATTEST:

Kathrine Kyp, Board Secretary





**TASTY
FROZEN
TREATS!**

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COMPANY OVERVIEW

THE HISTORY

Owner Jeremy Litwack bears a lifelong passion for providing customers with tasty frozen treats in a fun and exciting environment. Starting as a high school student serving Italian Ice in front of the Philadelphia Mint, Jeremy's passion advanced further upon his graduation from the University of Delaware when he perfected his own unique production techniques, resulting in the refreshing product known today as Jeremiah's Italian Ice.

In 1996, Jeremy Litwack relocated to Central Florida to open the first official Jeremiah's Italian Ice after identifying an opportunity to create a market for authentic Italian Ice in the South. Over the past 18 years, the company has expanded locally and become a community favorite with its fun, exciting Brand boasting superior customer service and tasty treats appealing to a wide demographic of customers.

THE MENU

Jeremiah's products are refreshing and fun with a 'WOW' factor offered at a reasonable price point. The Jeremiah's menu boasts over 40 flavors of delicious high-quality Italian Ice as well as creamy soft ice cream. A synthesis of these two core products, the Jeremiah's Gelati is the showcase of the Jeremiah's menu with layers of Italian Ice swirled with thick, homemade soft ice cream. Jeremiah's Italian Ice flavors are delicately crafted to leave an indelible impression on the consumer's palate. With flavors ranging from mango, red raspberry, and strawberry-lemon to pumpkin pie and Scoop Froggy Frog™ (mint chocolate chip), Jeremiah's Italian Ice has the ability to indulge a wide spectrum of customer taste preferences.

THE BRAND

The Jeremiah's brand image is vibrant, fun, and full of energy. Forever focused on brightening the customer's day, Jeremiah's seeks to always serve its colorful treats up with a smile in a lively environment.

Jeremiah's has come to be known not only for its superior frozen treats, but also its outstanding customer service, community involvement, and an exciting brand image that exudes the Jeremiah's motto - **LIVE LIFE TO THE COOLEST.**



A SNAPSHOT OF THE BRAND

Franchising Requests:	2,600
No. of J-Listers (e-club):	58,144
Facebook Followers:	35,066
Facebook Check-In's:	43,023

RECENT FEEDBACK:

"I went to this place after reading the raving comments here. All of you who gave 5 stars to Jeremiah's Italian Ice were right!"
- Yelp reviewer

"You make our community a better place! Jeremiah's is one of our 'go to' places to celebrate all the times of our lives... the big things and the little things! It's just more fun over a J's treat!"
- Facebook reviewer

"Ice Love - Act 1, Scene 1: It was love at first bite on that faithful day I bit into Jeremiah's Mango Ice..."
- Yelp reviewer

A FEW OF OUR RECENT ACCOLADES:



RECENTLY FEATURED IN:



OUR CUSTOMERS

DEMOGRAPHIC APPEAL

Jeremiah's Italian Ice possesses a number of key attractors that allow its overall demographic reach to be considerably wide and diverse.

Jeremiah's competitive price points, coupled with extraordinarily high product quality and exemplary customer service ensures all customers walk away with a true sense of value. While Jeremiah's is able to appeal to all socio-economic brackets, we are currently focused on entering locations showcasing middle and upper income levels, as the product does particularly well in these areas, as evidenced by our most recent location acquisitions in Longwood and Windermere.

While there's an inherent appeal for families with younger children, we are also just as accustomed to serving up our treats to teenagers hanging out with friends, working adults swinging in for a refreshing break from their day, and seniors sharing a tasty treat with a lifelong friend.

CUSTOMER PASSION

Jeremiah's has developed a loyal, passionate fan base over the past 18 years. The Jeremiah's brand boasts a palpable cult-like following.

Our typical customer tends to drop by at least once a week, and we certainly also have quite a few faces that we see daily. Jeremiah's customers embrace the Brand and its mantra, Live Life To The Coolest, beyond just the purchase of product. Many get excited about their experience at Jeremiah's and aggressively spread the word to family and friends. Our stores often become a mandatory spot for locals to take their out-of-town families and friends when they visit. We are thankful for such an incredible pool of customers. As we read through our emails and browse restaurant rating websites, we are always encouraged by the incredible displays of enthusiasm that our customers leave. It let's us know our fervent focus on superior individualized customer service, product quality, and brand personality is acheiving results.



OUR LOCATIONS

Central FL Locations:

Hunter's Creek
3988 Town Center Blvd.

Lake Mary
4355 W. Lake Mary Blvd.

Longwood
2491 W. SR 434

Maitland
433 S. Orlando Ave.

Oviedo
1024 Lockwood Blvd.

South Orange
3150 S. Orange Ave.

Waterford Lakes Town Center
877 N. Alafaya Trail

Windermere - The Grove
4750 The Grove Dr.

Winter Park
6864 Aloma Ave.

Winter Springs
1000 Willa Springs Dr.

Jacksonville Locations:

Mandarin
9891-6 San Jose Blvd.

Orange Park
853 Blanding Blvd.

Tampa Bay Locations:

Brandon
825 E. Bloomingdale Ave.

Carrollwood
14320 N. Dale Mabry Hwy.

Locations Currently In Development:

Coral Springs

South Tampa

Deltona

Windermere - 535



LOOKING TO THE FUTURE

FUTURE DEVELOPMENT

After 18 years of business success, the cultivation of a robust customer base, and the development of an outstanding business model and brand identity, Jeremiah's stands poised for rapid growth, regionally and then nationally. Jeremiah's has recently received its first round of investment from a development group that see the ultimate potential of the Brand and seek to invest in this exciting concept that is at the foundational stages of its large-scale success. These investors have identified a number of competitive advantages inherent to Jeremiah's Italian Ice that set it up for great long-term success. Chief amongst these are a reasonable price point, the product's quality, outstanding customer service, and an exciting consumer experience.

PREPARING FOR GROWTH

Jeremiah's Italian Ice seeks a period of initial growth throughout the state of Florida with 10 new corporate locations. Following this phase of regional growth, Jeremiah's Italian Ice will continue to aggressively enter new markets in its journey to becoming the leading Italian Ice concept in the Nation through a combination of corporate stores and franchise locations. Thanks to Jeremiah's fresh concept, widespread appeal, economic resilience, and inherent scalability, growth is expected to occur at a rapid rate.



CURRENT LANDLORDS

Jeremiah's has had the pleasure of working with some of the largest and most well respected developers and landlord representation firms in the nation. Below you will find a sampling of the companies that we have worked with. Letters of Recommendation from any of these firms can be produced upon request.

TAVISTOCK[®]
— G R O U P —

KITSON
— & PARTNERS —

SIMON[®]

PROPERTY
GROUP, INC.



CNL[®]



New
TRADITIONS
National Bank



CONTACT INFORMATION

Please submit all information/requests to:

Irving Forestier

Director of Real Estate

407.309.0775

irving@jeremiahsice.com





PHOTOS & COLLATERAL

LIVE LIFE TO THE
COOLTEST.®



LIVE LIFE TO THE
COOLTEST.®





Jeremiah's of Longwood



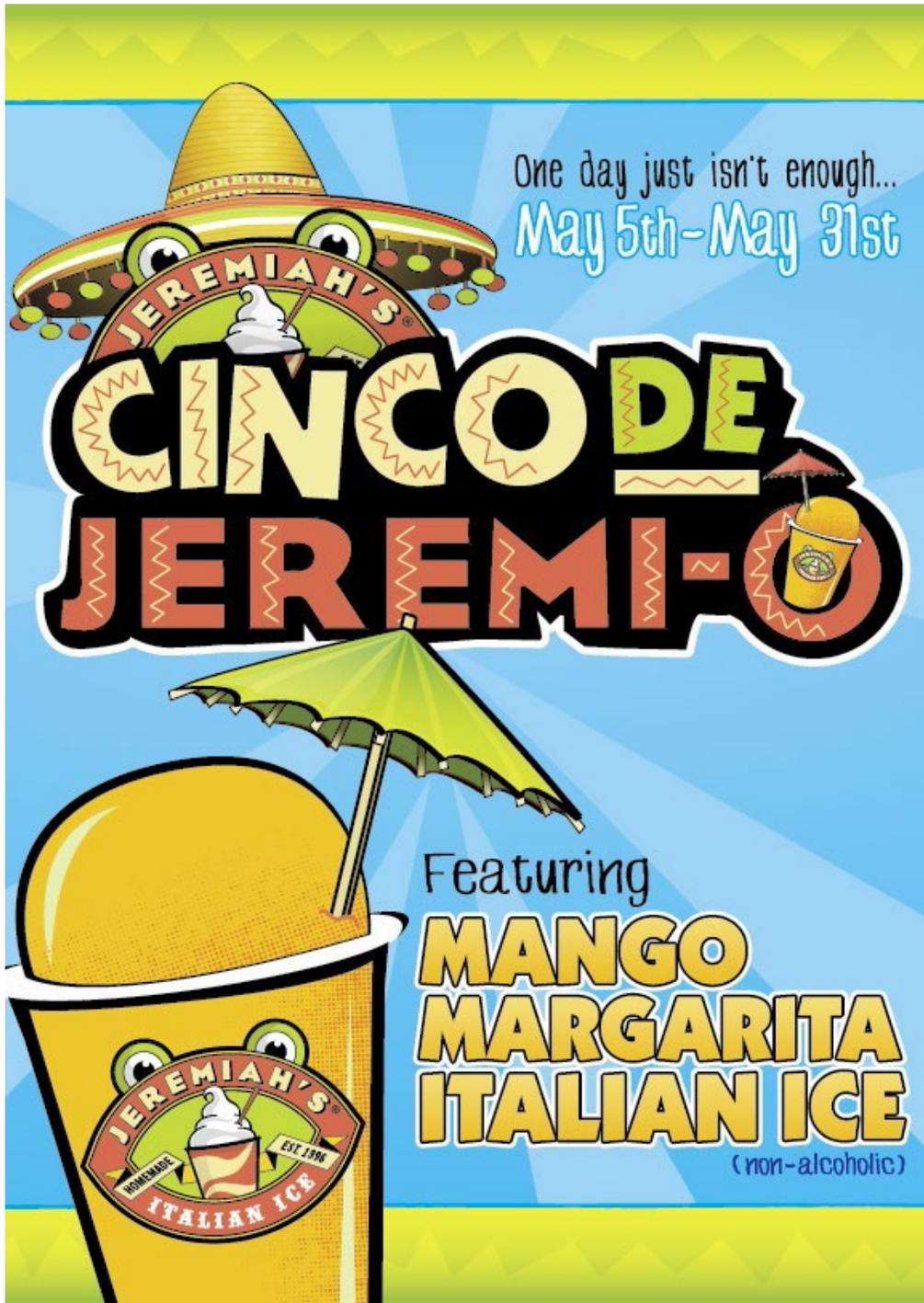
Jeremiah's of Waterford Lakes



Jeremiah's of Lake Mary



Jeremiah's of Winter Springs



Cinco De Jeremi-O

Cinco De Mayo & New Flavor Promotion



Sea Salted Caramel Ice Promotion

Our Newest Tasty Flavor Creation



Olympics Gold Medal Celebration

Sterling Silver Blvd.

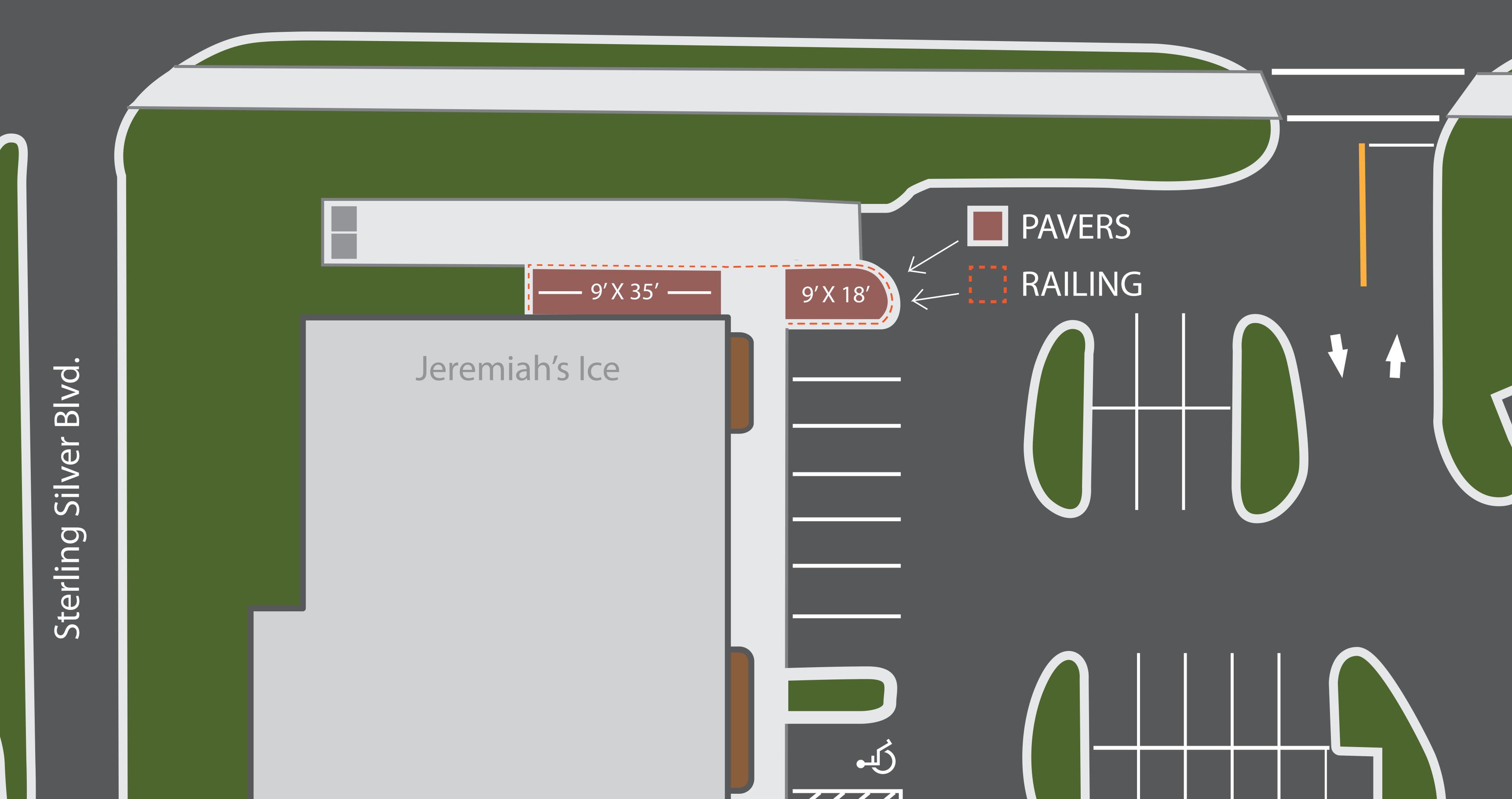
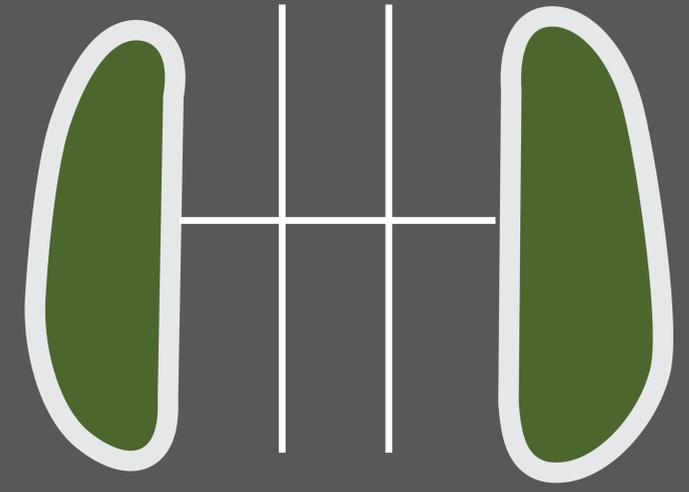
Jeremiah's Ice

9' X 35'

9' X 18'

PAVERS

RAILING





JEREMIAH'S
ITALIAN ICE



City of Orlando



Existing Space



Example of pavers





Staff Report

To: Development Review Committee (DRC)
From: Scott McGrath, Planner II
Date: July 7, 2016
Re: Project No. FSP16-002, Medical Offices at 634 Deltona Boulevard

A. Summary of Application:

Applicant: Alex Yassein, P.E.

Request: Final Site Plan Application for Medical Offices

Tax Parcel No.: 36-18-30-05-01-0090

Property Acreage: ± 0.75 Acres

Property Location: 634 Deltona Boulevard

Legal Description: Lots 9 & 10, Block 1005, Deltona Lakes Re-plat of Unit 37 & 29 MB
27 Pages 181-183 of the Public Records of Volusia County, Florida

B. Existing Zoning: Professional Business (PB)

C. Background: The DRC review team has the following comments.

Planning and Development Services

1. Bike rack is misspelled.
2. The reply to comment letter states that 6 new magnolias are being added, could only locate 5.

Deltona Water & Engineering

Applicant has adequately addressed prior comments. No new comments at this time.

Environmental

No comments on this submittal.

Building Department

No comments at this time.

Fire Safety Services

1. Square footage for units B and C are switched around in the Fire Flow Requirements table, please address.

CONCLUSION/STAFF RECOMMENDATION:

Staff recommends that the DRC approve with conditions, the Medical Office Final Site Plan Application, (FSP 16-002) upon satisfying the comments cited in this staff report.