



# Pine Hills Neighborhood Improvement District

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## **Pine Hills Neighborhood Improvement District (NID) Advisory Council**

Virtual Meeting

9AM Wednesday, October 7<sup>th</sup>, 2020

### **MEETING AGENDA**

**Welcome and Introductions** – Tim Haberkamp, Chair

#### **Public Comment**

- For public comment, all speakers must use “Raise Your Hand” feature, or \*3 on your phone keypad
- Public comment is limited to 3 minutes per person

#### **Approval of Minutes**

- Adoption of July and September 2020 Meeting Minutes

#### **Community Updates**

- Safety – OCSO
- Capital Projects – Guysen Bohler to provide update on Cultural Center
- Pine Hills NID – Neighborhood Services Division

#### **Old Business**

- Ordinance pertaining to signage on utility poles and traffic boxes

#### **New Business**

- John Crossman, CCIM, CRX Former CEO of Orlando based Crossman & Company, and founder of Crossman Career Builders will provide presentation about trends in the retail industry within the Metro Orlando area

**Next NID Meeting** – November 4<sup>th</sup>, 2020

#### **Adjournment**

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In accordance with the Americans with Disabilities Act (ADA), if any person with a disability as defined by the ADA needs special accommodation to participate in this proceeding, then not later than two business days prior to the proceeding, he or she should contact the Orange County Communications Division at (407) 836-5631. This agenda is subject to change.

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# **Pine Hills Neighborhood Improvement District (NID) Advisory Council**

## **Minutes**

**Meeting:** Pine Hills Neighborhood Improvement District (NID) Advisory Council

**Date & Place** Wednesday, July 29<sup>th</sup>, 2020

### **In Attendance**

#### **Pine Hills Neighborhood Improvement District (NID) Advisory Council:**

Chair - Tim Haberkamp, Vice Chair - Nicole Farquharson, Luis Cordero, Michael Strayhorn, Orley Burey

**Staff:** Sam Weekley, Daniel Kilponen, Allison M. Rice

**Time:** 9:04 a.m.-10:49 a.m.

**“Track by”** **Date** **Description**

For Record

#### **Welcome and Introductions**

**Call to Order:** Chairman Tim Haberkamp called the Pine Hills Neighborhood Improvement District Advisory Council meeting to order at 9:04 A.M. Quorum was met. Sam Weekley gave instructions for public comment using WebEx.

#### **Public Comment and Community Updates**

##### **Chairman Tim Haberkamp**

Opened the floor for public comment and community updates. Two comments were received.

##### **Ryan von Weller, Hawthorne Park**

Provided an update on the status of Hawthorne Park. He hopes that the project will be under construction in mid-August. The developer owns the property and is working on permits and building plan approvals. The project consist of 120 affordable housing units for 55 and older residents at the corner of Silver Star and Pine Hills. He is hopeful that development will revitalize that shopping plaza.

##### **Jeff Reine, LYNX**

Provided an update on the LYNX bus station project. LYNX is working on legal agreements in August with Urban League, Duke, and OC Parks. They are working with Metroplan for funding for roadway expansion. OC Parks has agreed to contribute to the Pine Hills Trail connection.

#### **Approval of Minutes**

Chairman Haberkamp asked the members to review the minutes from the February and March 2020 meetings and inquired if there were any corrections. Hearing no further corrections, called for a motion to approve the minutes for February and March 2020. Item Action: Council member Orley Burey made the motion to approve the minutes for February and March 2020. Council member Luis Cordero seconded the motion. The motion was approved unanimously.

#### **Safety Update**

- Deputy Demps said that crime was down despite a couple of incidents. Deputy Demps has been working with business owners in Sector 3 to clean up their exteriors, but she needs support from businesses and deputies in Sector 1.

# **Pine Hills Neighborhood Improvement District (NID) Advisory Council**

## **Minutes**

- Sam will reach out to Bravo about parking in fire lane this afternoon. Orley Burey knows the owner of a furniture store at issue and will talk to her today.

### **Visitors**

Andrea Demps  
Alissa Torres  
Bertina Busch  
Danielle Permenter  
Jeff Reine  
John F Davis  
Phoebe Fleming  
PJ Queenan  
Roberta Alfonso  
Rose-Nancy Joseph  
Ryan von Weller  
Stephanie Stone

### **NID Update**

- Sam Weekley
  - Amazon leased the former Winn Dixie distribution center space for warehouse space and is improving the site through HVAC upgrades, general maintenance, etc. Amazon is preparing to hire a substantial number of employees this fall
  - The State has not released the results of the DEO grant application
  - OC Powers and Silver Star community meeting was well attended. Sale of the property will be on the August 8<sup>th</sup> BCC agenda
  - The website is being updated to add a new property finder feature. Sam is working with Orange County Economic Development to add a Pine Hills industrial/manufacturing job finder feature to website
  - Sam is continuing to work on maintenance of median in front of Evans High School, possibly installing trees
- Preston Queenan gave an update about his new nonprofit in Pine Hills, Helping Depressed Communities ... (HOME) (lovebeginsathome.org) The nonprofit has social workers who provide medical and mental health resources to uplift the community

### **Old Business**

- No information.

### **New Business**

- Danielle Permenter, Phoebe Fleming, John Davis from the Orlando Economic Partnership (OEP) to discuss OEP's efforts to support regional broad based prosperity. They gave a presentation about how OEP is bridging inclusive economic development and community development, especially in face of COVID.
- John Davis, Executive VP at the Orlando Regional Chamber, discussed how the Chamber established a diversity, equity, and inclusion task force to address disparities in current environment. First meeting was on July 7<sup>th</sup>. Regional task force – have ID'd hot spots by zip

# **Pine Hills Neighborhood Improvement District (NID) Advisory Council**

## **Minutes**

code. Working on helping specific neighborhoods of high need. Have broken down into working groups to determine how to help specific neighborhoods of high need. The Orlando Regional Chamber will send out an RFP to hire consultant to direct the task force.

- Alissa Torres from the Transportation Engineering Division at Orange County Planning, Environmental & Development Services to discuss Orange County's current moratorium on micro-mobility services and future potential ordinances regulating them.
  - A moratorium commercial micro-mobility enterprises was adopted on March 24, 2020 until Jan 15, 2021 or until a new ordinance is adopted. Due to risk of lawsuit, the moratorium has since been rescinded but the County continues reach out to stakeholders regarding regulations.
    - Micromobility Options:
      - Pilot basis or permanently
      - Countywide or certain areas
      - Implement restrictions or phased requirements
      - How to address parking, avoid parking clutter, provide mobility and equity
      - 3-1-1 or code enforcement complaint concerns

### **Meeting Adjournment**

- Chair Tim Haberkamp adjourned the meeting at 10:49AM

There being no further business, Tim Haberkamp called for a motion to adjourn the meeting at 10:05 a.m. Council member Farquharson motioned for adjourning of the meeting. Council member Cordero seconded the motion. The motion was approved unanimously.

\_\_\_\_\_  
Prepared by Allison M. Rice, Senior Planner

Date: \_\_\_\_\_

\_\_\_\_\_  
Tim Haberkamp, Chairman

Date: \_\_\_\_\_

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# **Pine Hills Neighborhood Improvement District (NID) Advisory Council**

## **Minutes**

**Meeting:** Pine Hills Neighborhood Improvement District (NID) Advisory Council

**Date & Place** Wednesday, September 2<sup>nd</sup>, 2020

### **In Attendance**

#### **Pine Hills Neighborhood Improvement District (NID) Advisory Council:**

Chair - Tim Haberkamp, Vice Chair - Nicole Farquharson, Luis Cordero

**Staff:** Sam Weekley, Daniel Kilponen, Allison M. Rice, Jason Reynolds & Ramil Celestin

**Time:** 9:02 a.m.-9:42 a.m.

**“Track by”** **Date** **Description**

For Record

### **Welcome and Introductions**

**Call to Order:** Chairman Tim Haberkamp called the Pine Hills Neighborhood Improvement District Advisory Council meeting to order at 9:02 A.M. N quorum was met. Sam Weekley gave instructions for public comment using WebEx.

### **Public Comment and Community Updates**

#### **Chairman Tim Haberkamp**

Opened the floor for public comment and community updates. Two comments were received.

#### **Patricia Rumph, President – Pine Hills Community Council**

Pine Hills Community Council has partnered with Orange County to host a virtual “Avoid Eviction” workshop. Commissioner Moore and Orange County Legal Services will be present to answer questions. It will be held Tuesday, September 8<sup>th</sup> at 6:30 PM. Go to the Pine Hills Community Council Facebook Page to register.

### **Approval of Minutes**

There was no quorum for this meeting. Adoption of July 2020 meetings was tabled.

### **Safety Update**

#### **Captain Tony Marlow**

Crime down, a few shootings. 2 rival gangs: army gang in mercy drive and 248. This has resulted in shootings. Currently have operation to target gang to reduce violent crime

*Businesses* – a few businesses causing problems, working with owner to evict residents because they’ve been renting space late at night to people hosting 700 -800 ple gathering with drugs. Working with nuisance abatement but they relocated. Advertising parties on social media. Plan to work with special projects, fire marshal, and code enforcement to intercept and intervene.

# **Pine Hills Neighborhood Improvement District (NID) Advisory Council**

## **Minutes**

### **Comment from Board Chair, Tim Haberkamp**

Are shootings related or are they individual events?

### **Rebuttal from Captain Tony Marlow**

They're all related – goes back to football player and local hip hop artist. They're not from Pine Hills but they're going through Pine Hills. Recently 12 year old was shot, but he survived.

### **Visitors**

Bertina Busch  
Jeff Reine  
Ken Dwyer  
Alena Dvornikova  
Artena Greene  
Patricia Rumph  
Seven Charlestin  
Tony Marlow  
Adilia Richemond  
PGustave  
Amelia Swart  
Carolyn Austin  
LaJuana Raines  
Landra Robeson  
Yvette Luckett  
Kendal Walker

Three other guests attended, but called into the meeting and did not have an identifier for recognition

### **NID Update**

#### **Sam Weekley**

- On hold for the DEO grant submitted in May. Grant manager says they're focusing on unemployment assistance program. Next funding cycle will be much smaller.
- Staff has compiled a database of businesses in Pine Hills. Started reaching out to businesses in Mercy Drive industrial park to gauge interest in hiring people in Pine Hills community.
- Amazon Facility update – gutted entire eastern half of warehouse – sprinkler systems, refrigeration and loading docks. Likely end of October hiring.
- Initiated cleanup of median in front to Evans HS – planted plants, looks nice
- Staff is full time at Barnett Park – welcomes anyone to visit. Please schedule an appointment ahead of time.



# **Pine Hills Neighborhood Improvement District (NID) Advisory Council**

## **Minutes**

- October meeting – John Crossman will be guest – ID retail trends for businesses to capitalize on in communities.
- Ramil Celestin – senior technician for NID was introduced. He is responsible for removing yard signs from ROW, cleaning up the NID area, and generally doing the heavy lifting for the NID.

### **Old Business**

- Hawthorne Park will start construction this year – probably later than said at last meeting
- Ask commissioners for ordinance on graffiti on light poles and traffic boxes. BCC needs to offset some of the cost to substrate those poles. Will put to a vote when there's a quorum.
- Tim thanked Carolyn Austin for help with economic opportunity issues.

### **New Business**

#### **Jeff Reine, Senior Engineering and Construction Project Manager with LYNX**

- Provided presentation with updates on the Pine Hills transfer station
- Just did an update for their Board of Directors last week because they finally agreed on legal agreement with all parties (Urban League, Orange County, Duke Energy)
- During construction – will abide by FDOT lane closure requirements
- Expect to start construction in April 2021

#### **Bertina Busch**

Please see that Duke Energy maintains the landscaping in their ROW – they don't have a good history with this.

#### **Tim Haberkamp**

Question for Daniel Kilponen: Have there been any new inquiries pertaining to the acquisition of properties and development within the Pine Hills Opportunity Zone(s)

#### **Dan Kilponen**

there have been a few inquiries, and when they inquire staff redirects them to the Pine Hills NID website, which has a link to the Orlando Economic Partnership's mapping function to identify Opportunity Zones and incentives

# **Pine Hills Neighborhood Improvement District (NID) Advisory Council**

## **Minutes**

### **Meeting Adjournment**

There being no further business, and no meeting quorum Board Chair Tim Haberkamp adjourned the meeting and reminded all participants that the next meeting is scheduled for October 7<sup>th</sup>.

- Chair Tim Haberkamp adjourned the meeting at 9:42AM
- Next NID Meeting – October 7th, 2020

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Prepared by Allison M. Rice, Senior Planner

Date: \_\_\_\_\_

\_\_\_\_\_  
Tim Haberkamp, Chairman

Date: \_\_\_\_\_

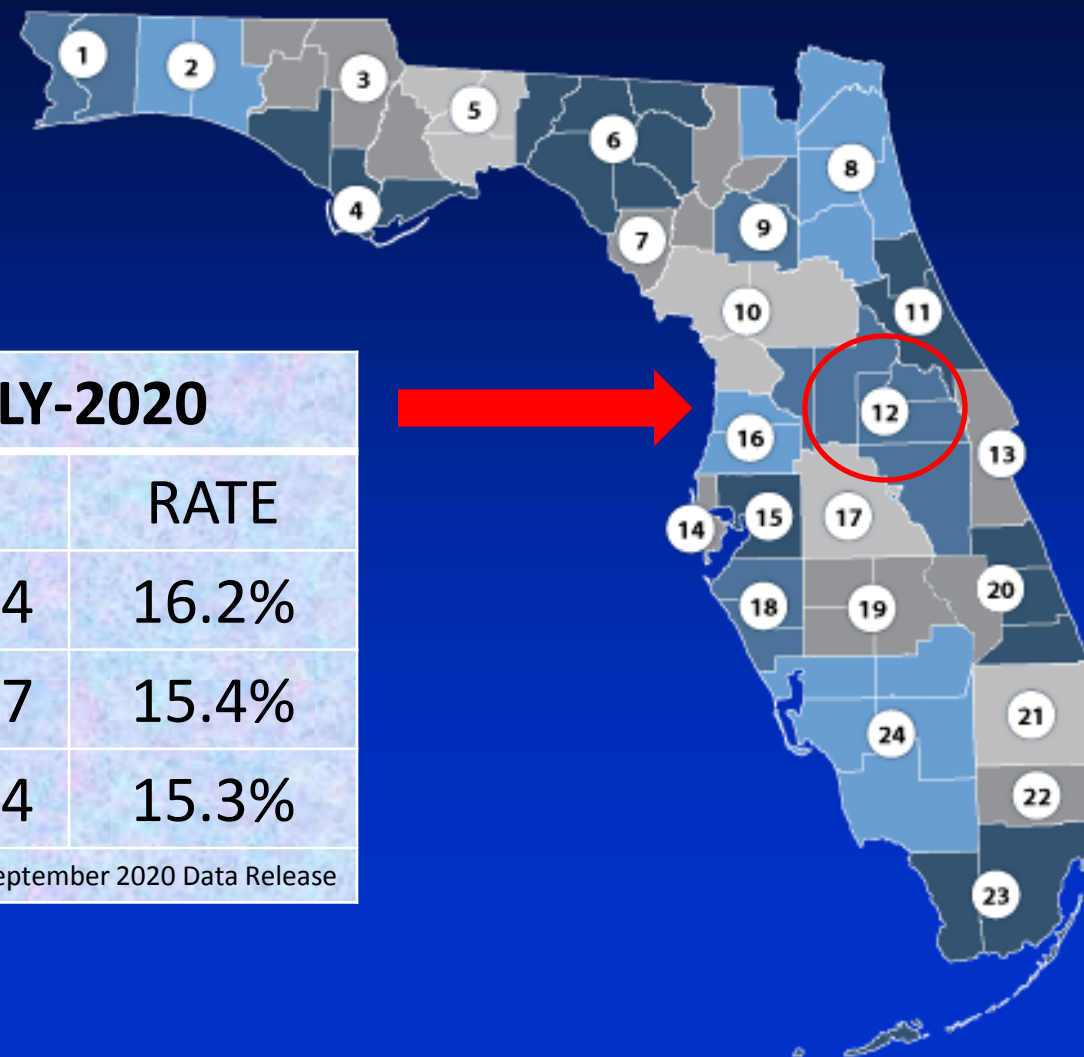
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# DEO JOBS DATA

LOCAL AREA UNEMPLOYMENT	AUGUST-2020		JULY-2020	
	#	RATE	#	RATE
Orange County	88,199	11.6%	124,294	16.2%
ORL MSA	147,873	11%	208,147	15.4%
REGION 12	149,995	10.9%	211,294	15.3%

\*\*\*Data retrieved from Florida Department of Economic Opportunity Workforce Statistics September 2020 Data Release





# DEO JOBS DATA

INDUSTRY	2020		JULY-AUGUST	
	AUGUST	JULY	LEVEL	PERCENT
GOODS PRODUCING	133,600	134,200	-600	-0.4%
CONSTRUCTION	84,300	84,500	-200	-0.2%
MANUFACTURING	49,000	49,500	-500	-1.0%
TRANSPORT, WAREHOUSE	46,600	46,300	300	0.6%
INFORMATION	23,700	24,000	-300	-1.3%
SERVICE PROVIDE	2,025,000	2,006,800	-18,200	0.9%
RETAIL TRADE	143,400	142,300	1,100	0.8%
HOSPITALITY	325,900	334,800	-8,900	-2.7%
FINANCIAL ACTIVITY	125,900	125,800	100	0.1%
PRO/BUS/OFFICE	226,500	224,200	2,300	1.0%
ED/HEALTH	157,000	153,300	3,700	2.4%

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# History of Retail

Presented by John Crossman, CCIM, CRX





# DE AWARDS

## Rev. Kenneth C. Crossman



faith sponsored housing program designed to provide low-cost housing to help take people out of the ghetto.

Ken Crossman was a guiding light to the "Something" program at Elementary School. He brought white and black together in a harmonious environment.

For his conscientious leadership, his ability to reach out to the community, and his voice for the oppressed, he was a blessing to all who knew him.

Rev. Crossman, minister, community "bridge-builder," youth leader, has devoted his energies and know-how for better black-white relationships.

He was the guiding force behind Rebuild the Inter-



Reverend Crossman, Julian Bond, and Congressman Lewis



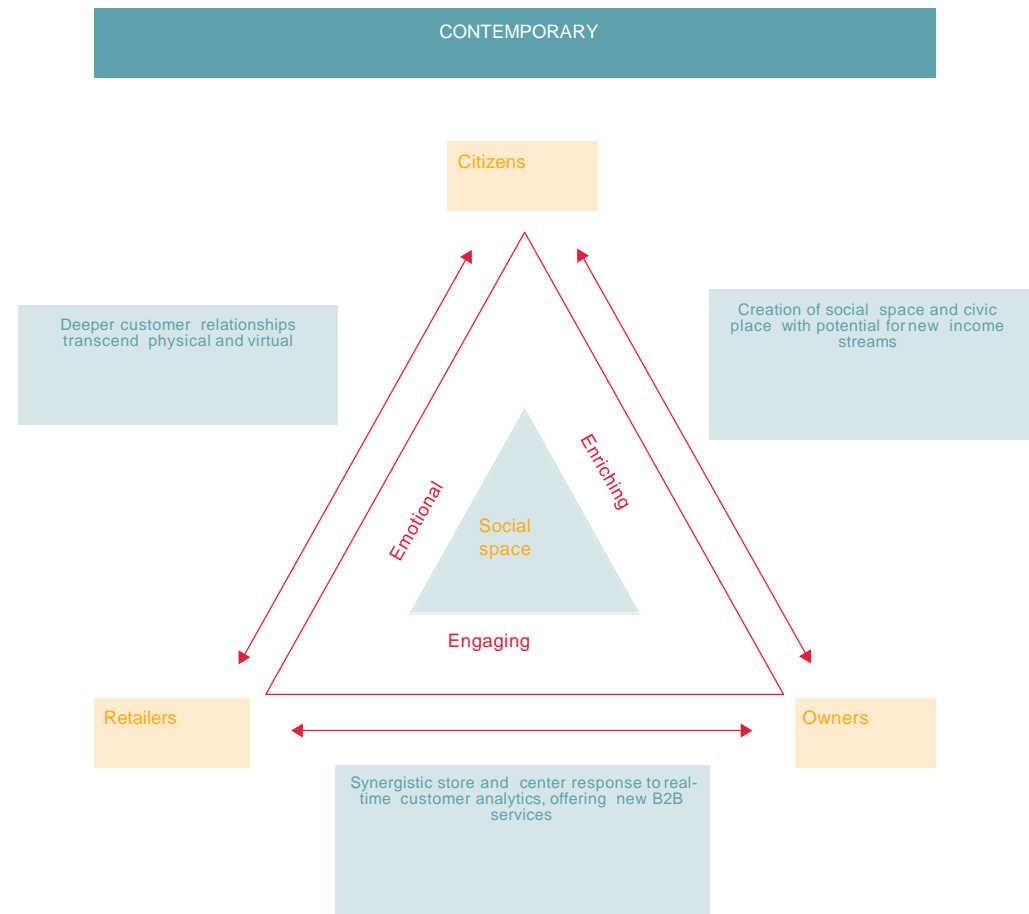
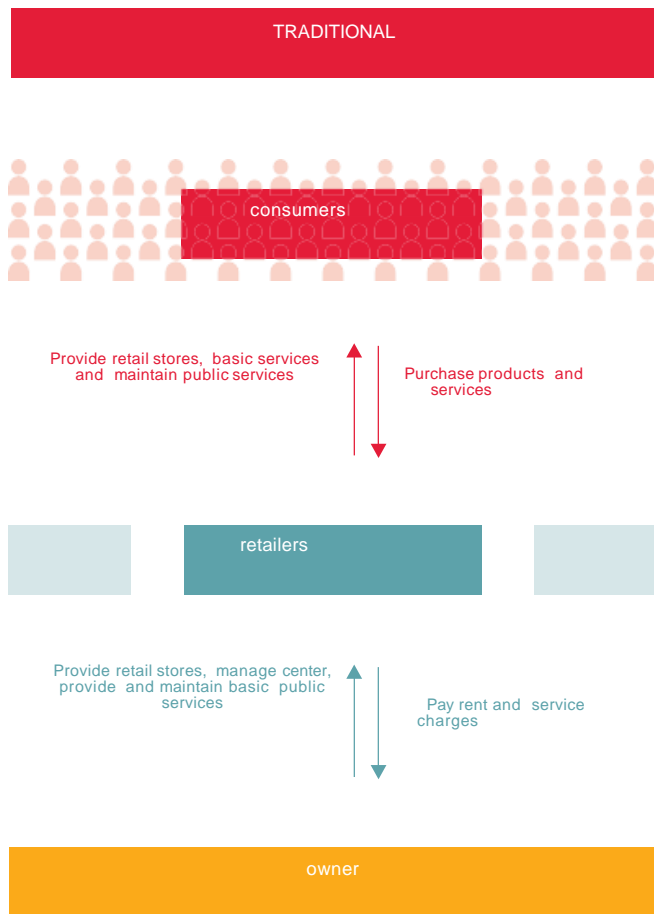
The Florida State Legislature and Governor Rick Scott designated the bridge near Winter Park as the "Rev. Kenneth C. Crossman Bridge"



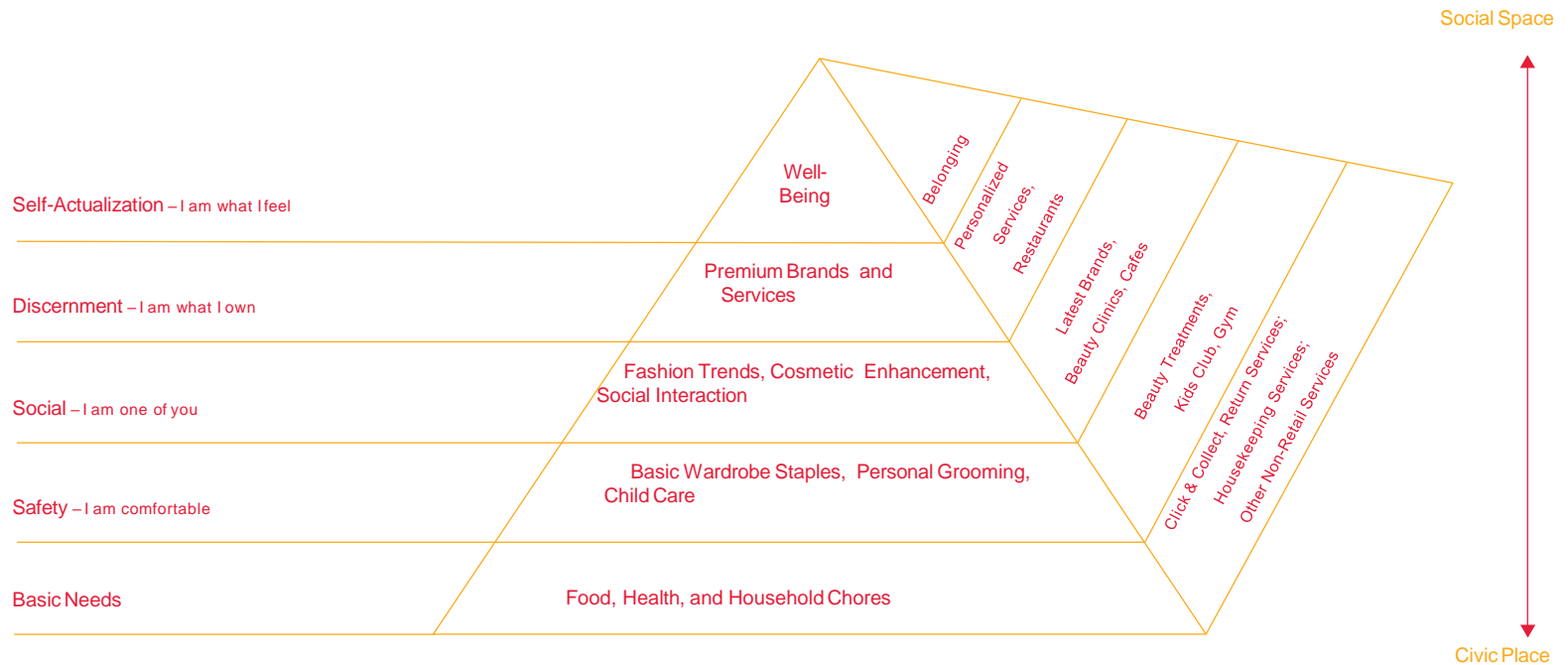
*“ The concept of an anchor store is stale given the online options, but according to a recent report by Numerator, a **surprising** majority of Americans still prefer to buy from a physical store. ”*

Michael Koss - CEO of Koss Real Estate Investments

**FIGURE 11.**Traditional Shopping Center Model



**FIGURE 12.** Social Space and Civic Place



Sources RHL Strategic Solutions (2010); Milligan Retail (2010)

# History of Shopping Centers

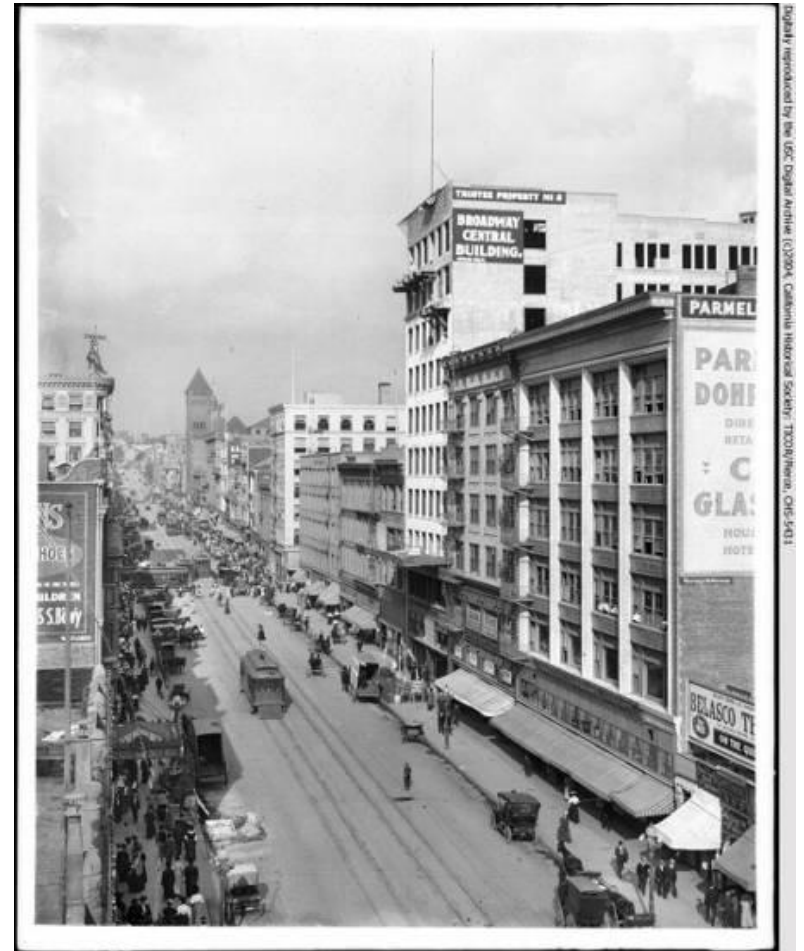
# Early 1900's Downtown Shopping Center

*A city's core is it's..*

## Central Business District

Geographical, commercial,  
and community sense

Concentrated 2-mile radius





It's a Wonderful Life

# Mid 1900's Modernization of Shopping Centers



Country Club Plaza in Kansas City  
(The 1<sup>st</sup> automobile centered, 1922)



Shoppers World in Framingham  
(The 1<sup>st</sup> two-level center, 1950)



Southdale Center in Edina, MN  
(1<sup>st</sup> fully enclosed mall w/2 level, 1956)



# 1950's

## The Enclosed Mall

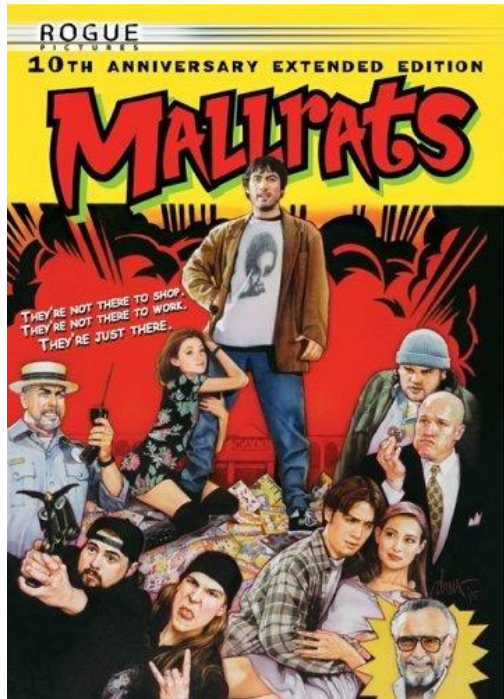


- On-site parking
- Weather protected
- Regional/Super-Regional
- Center



South Dale Center in Edina, MN 1956





## Tabloid Screams “Elvis seen in a shopping mall!!”



Chris Rock

# 1990's

## Walmart Supercenter



- Walmart founded in 1962
- First Supercenter opened in 1988
- Type of Open-Air Center
- One stop shopping experience - from groceries and clothing to hardware and workout equipment
- Always Low Prices



*“All retail is  
not created  
equally.”*

Dirk Aulabaugh

Managing Director, Green Street



# Late 1900's & Early 2000's Types of Open-Air Centers



Neighborhood Center



Community Center



Power Center



Lifestyle Center

# Late 1900's & Early 2000's Town Centers



- ❑ Live, Work, Play
- ❑ Life's necessities and amenities are available within the communities
- ❑ Civic component

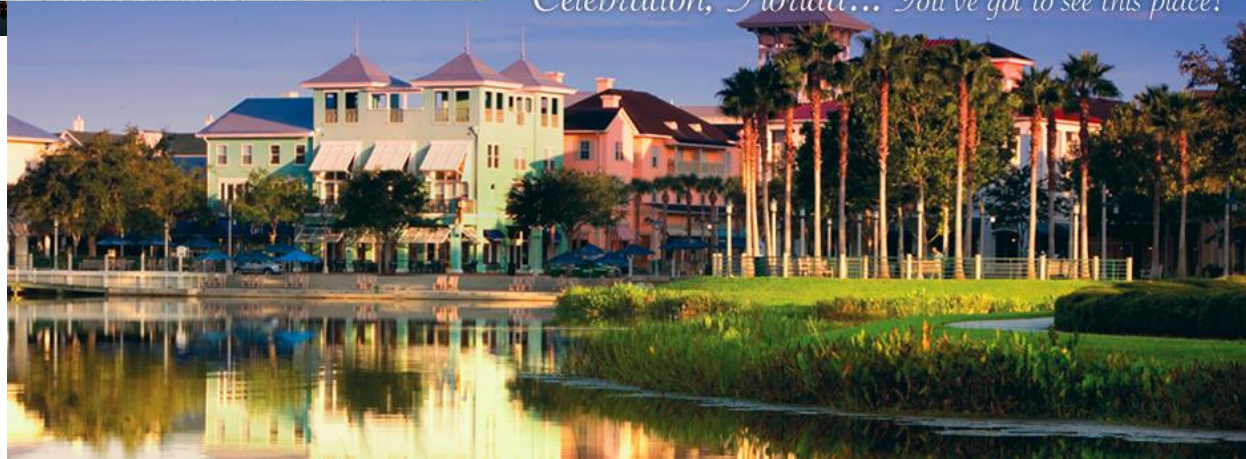




# Celebration



*Celebration, Florida... You've got to see this place!*





# Baldwin Park





# The Villages



# Tourist Retail







What does the future of retail look like?





This is not what the future of retail development looks like



## The shopping center property of tomorrow will...

- ✓ Be increasingly a part of mixed-use development.
- ✓ Be integrated more with the surrounding community.
- ✓ Use more sustainable energy sources and personalized services.
- ✓ Be more hybrid in terms of shopping center types.



- ▶ **FACEBOOK - @JOHNCROSSMAN**
- ▶ **LINKEDIN - @JCROSSMAN**
- ▶ **TWITTER - @JOHNCROSSMAN1**
- ▶ **INSTAGRAM - @JOHN.CROSSMAN**

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