

**LEGISLATIVE #**

**110112H**

# BRINGING BACK THE ICE AGE



East Coast Ice/City of Gainesville,FL City Commission July 7, 2011

110112H



**ICE HOUSE AMERICA PROVIDES ICE SOLUTIONS ALL OVER THE WORLD**

**NOW SERVING OVER 2150 LOCATIONS**

**ACROSS 24 STATES, AUSTRALIA...CARIBBEAN...BRAZIL...COSTA RICA...NIGERIA**

SCOUT - Windows Internet Explorer

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File Edit View Favorites Tools Help

★ Favorites Suggested Sites Free Hotmail Web Slice Gallery

SCOUT

Site: 1504 SW 16TH STREET, BELLE GLADE, FL  
No Scenario Selected

ICE HOUSE AMERICA

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Buxton Google

Sites Files Maps Scenarios Geocoder

Overlay Transparency: Map View Mosaic@ Guide Options...

Done Internet 100%

**EAST COAST ICE PROVIDES ICE SOLUTIONS ALL OVER FLORIDA**

**NOW SERVING 36 COUNTIES**



- \*COMPANY CHARTERED IN NOVEMBER 2003
- \*HEADQUARTERS IN JACKSONVILLE, FL
- \*MANUFACTURING PLANT IN MOULTRIE, GA





# CENTURIES OLD ICE INDUSTRY



- 2.5 BILLION DOLLAR INDUSTRY
- MOST WIDELY CONSUMED FOOD ITEM IN AMERICA
- 7 – 10 LB BAGS @ \$1.39 -- \$1.99 PER
- RETAIL FOOD & CONVENIENT STORES
- REGIONAL MANUFACTURING PLANTS
- COSTLY DISTRIBUTION
- HARD, OLD, DAMAGED INVENTORY
- OUT OF STOCKS IN PEAK SEASONS



# MODULAR ICE VENDING REVOLUTIONIZING THE ICE INDUSTRY



- **FREE STANDING PATENTED PROCESS**

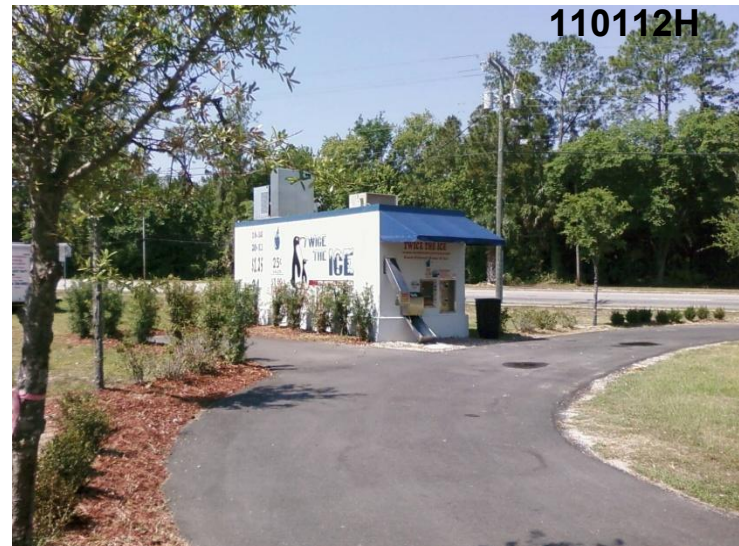
- FOOD GRADE STAINLESS STEEL INTERIOR
- BEST SANITATION LEVELS IN THE INDUSTRY
- NO HUMAN CONTACT...PRODUCTION – DELIVERY
- HURRICANE TESTED MODULAR CONSTRUCTION
- SOFTWARE SYSTEM ... TRACKING VENDS (CASH) AND MAINTENANCE
- EAST COAST ICE'S METHOD OF DELIVERY SAVES THE EQUIVALENT OF 224 TREES WORTH OF CARBON FOOTPRINT VERSUS TRADITIONAL SHIPPED ICE BASED ON LACK OF VEHICLE TRIPS TO AND FROM MACHINES



# THE ORIGINAL LEADER IN THE INDUSTRY









# Staff and ECI in Summary



Staff	East Coast Ice
Not permitted at all in MU-1/2	Request permission for MU-1/2 only by <b><u>special use permit</u></b> .
Maximum allowance for signage 36 sf	Maximum allowance for signage <b><u>48 sf</u></b> or <b><u>LDC sign ordinance allowance</u></b>
Structure set back at front façade only	Ability to determine that through site specifics/special use permit review
Permit in BA,BUS and BT by Special Use	Permit in BA, BUS and BT by right BUT with design criteria approved by Plan Board/City Commission

## Justification for inclusion in MU-1 and MU-2



- C.O.G staff have stated that the building materials, the articulation and the glazing requirements are not compatible with the MU-1 and MU-2 zoning districts
- However, staff have outlined in their proposed text requirements that East Coast Ice is prepared to implement which would appear to cover all three of these aspects.
- The following three slides are examples of properties zoned MU-1 or 2 in the City of Gainesville which clearly do not appear to have inherent incompatibilities with a 192 sf ice machine.

Examples of Mixed Use 1 and Mixed Use 2 properties



1030 SE 4<sup>th</sup> Avenue



Examples of Mixed Use 1 and Mixed Use 2 properties



510 NE Waldo Road



Examples of Mixed Use 1 and Mixed Use 2 properties



2400 Hawthorne Rd.



Examples of Mixed Use 1 and Mixed Use 2 properties

North Main St. and 8<sup>th</sup> Avenue



## Other Issues of Contention



- Staff proposes 36 sf of total signage when the City of Gainesville LDC would appear to allow 48 sf for our machines based on the machine's wall size.
- Staff has proposed that our machines be located rearward of the front façade of principal buildings however ECI sees no such prohibition within the LDC of other accessory uses or structures. ECI requests that this be left to SUP review and not mandated.
- ECI proposes that for the BA, BUS, and BT zoning districts that the text be revised to allow the machines by right in these districts **BUT** keep the design standards implemented within that text. Staff has already said they can support the machines in these districts. If implemented criteria can be demonstrated as met through the building permit/site plan review, why create additional steps if Plan Board reviews criteria of their approval?
- Eliminate machines for consideration in the UMU-1, UMU-2 and CCD zoning districts but **KEEP** as a Special Use with Plan Board review in MU-1 and MU-2.





Example of Front façade setback being infeasible



2400 N. Main St.



Large site set back hundreds of yards from roadway in V-shape. No one size fits all

# Selected quotes from the April 28 Planning Board

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- Chair “ Why wouldn’t we allow machines in MU-1 or MU-2”? “There **clearly** are MU-1 and MU-2 zoning districts (properties) to accommodate these machines.”
  - *ECI only requests that machines be allowed in these districts by SPECIAL USE PERMIT.*
- Board Member Dawson “The Mixed Use Districts are such a variable district”
  - *ECI believes that there are massive differentiations between the way that some of the districts have been built out, such that an ice vending machine would be wholly compatible with the existing use.*
- “MU-1 and MU-2 zoning tends to be more residential”
  - *ECI has offered from the beginning of this process to clearly prohibit installation of the machines on properties developed residentially.*
- “This board(Planning Board) does not have good standards and its hard to deny a Special Use Permit”
  - *ECI fully acknowledges that the Special Use Permit process might identify areas of the city in which a machine does not make sense in a compatibility standpoint and fully understands such permits can be denied. ECI is seeking the ABILITY to even ask for a special use permit in TWO of the city’s zoning districts.*



# CONTACTS



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