

**MINUTES OF JOINT MEETING
COMMUNITY REDEVELOPMENT AGENCY
COMMUNITY REDEVELOPMENT AGENCY ADVISORY COMMITTEE
OCTOBER 13, 2011**

Pursuant to Public Notice, Chairman Ferrante convened the joint meeting of the Community Redevelopment Agency (CRA) and the Community Redevelopment Agency Advisory Committee (CRA AC) on Thursday, October 13, 2011, at 6:00 p.m., in the Council Chamber.

CRA members present: Joseph Ferrante, Mike Chase, William Higginson, and Scott Rhodes.

CRA AC members present: David R. Schechter, Joseph Hemple, Dominick Montanaro, Linda Paige, Rodney Smith, and Ron Van Meter.

City Staff present: City Manager Michael P. Crotty, Community Development Director Laura Canady, Deputy City Clerk Leonor Olexa, and City Clerk Barbara Montanaro.

RECEIVE REPORT FROM THE FLORIDA REDEVELOPMENT ASSOCIATION'S TECHNICAL ASSISTANCE PROGRAM REVIEW OF REDEVELOPMENT PLAN and

INITIAL DISCUSSION ON PLAN UPDATES/REVISIONS

Chairman Ferrante stated this is a special meeting and provided guidelines for the meeting:

- Discussion must be limited to the two items on the Agenda: the report from the Florida Redevelopment Association's Technical Assistance Program and initial discussion on Plan updates/revisions.
- Gail Hamilton, Redevelopment Director, City of Kissimmee CRA, will present the report and the CRA will discuss the report item by item.
- Then the meeting will be opened for public comments. Each individual can speak for three minutes.
- The City Manager will write down questions and questions will be answered at this meeting, if possible; those questions that need additional information will be addressed at a later meeting.

Ms. Hamilton presented the following report:

**"Florida Redevelopment Association
Redevelopment Assistance Program**

**City of Satellite Beach Community Redevelopment Agency
Visit Report**

Dates of Visit: August 11-12, 2011

RAP Team Members:

Gail Hamilton, Redevelopment Director, City of Kissimmee CRA
Reed Berger, Redevelopment Director, City of Daytona Beach CRA
Marsha Radulovich, former Redevelopment Coordinator, City of Holly Hill CRA

Summary: Team members spent two days in the Community Redevelopment District. The team reviewed the Community Redevelopment Plan (CRP), adopted in 2002; the 2005 Market Study and the 2007 Mixed Use Analysis; and reviewed minutes of both the CRA Advisory Committee and Community Redevelopment Agency. During the visit the team took a mobile tour of the district, visited with businesses in the district, and conducted interviews with staff members. The CRA has accomplished a great deal of work since its inception. The team provided a recap of some of the items below. Recommendations of the team follow. It should be noted that the

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recommended plan update will encompass many of the team's recommendations, of which many were already in progress prior to the visit.

Implementation of CRP/Accomplishments of CRA:

- Façade & Landscape Grant Program and Business Sign Replacement Program approximately \$ 350,000 in matching and non-matching funds provided to approximately 75 applicants. All non-conforming pole signs replaced by sunset date with no code enforcement action required
- Redevelopment of two oceanfront parks – Pelican Beach Park and award winning Hightower Beach Park
- Preservation of oceanfront parcels – Sunrise and Gemini
- Transfer of development rights from critically-eroded beachfront to higher intensity area of District to stimulate redevelopment of business and residential uses in Mixed-Use Town Center area
- Redevelopment of three beach access points
- Retention and relocation of United States Postal Service operations within district and City
- Encouraged redevelopment of major shopping center and retention of community's only grocery store/worked with grocery store corporate office to provide shuttle service for residents to alternate store during 12 month reconstruction project
- Business Recruitment & Retention
- Significant sources of leverage of CRA funds identified and integrated into projects: \$ 400,000 Public/Private Partnership with private developer Montecito/City/Community Organization for Hightower Beach Park; \$179,500 FDOT for S. Patrick Dr; \$105,000 HP Communities and FDOT for A1A & Shearwater Streetscape Mast Arm; \$42K A1A Streetscape & Easement Project from private developer Oceana Beach Club
- Utilization of significant preserved oceanfront property (40%) in public ownership as attractor for business and residential redevelopment activities
- S. Patrick Drive roadway enhancements including installation of new mast arm traffic signal at Cassia Blvd
- Hosted Virtual Caravan for real estate professionals highlighting available property listings on CRA website

Recommendations/Best Practices:

- Update the Community Redevelopment Plan, Adopted 2002
- A new Market Study is suggested to update prior market study of 2005 and Mixed Use Analysis of 2007, as an aid in planning for future business recruitment and retention
- A Return on Investment Analysis should be included in plan update
- The plan update should include an analysis and suggest possible boundary changes to remove properties from the CRA that have been successful in redevelopment and include properties that will benefit from targeted CRA TIF improvements and programs
- Strengthen Community Policing Programs by providing specificity for innovative programs targeted at crime reduction and increase business owner and community awareness of programs
- Adopt Policy and Procedures of the City or adopt separate CRA Policies and Procedures
- Implement Streetscape and underground utilities along SR A1A and S. Patrick Drive
- Implement inter-local agreements for services provided to and by the CRA and City
- CRA should maintain its improvements, by outside contracts if needed, to limit impacts of maintenance of improvements on city departments
- CRA should pay for code enforcement activities within the District
- CRA should examine contracting with outside vendor(s) to clean-up and maintain abandoned properties within District
- Examine CRA structure and board to provide greater autonomy in structure of the CRA to minimize impacts of competition for resources between City and CRA with respect to fiscal, programming, and staffing needs
- Increase visibility of CRA emphasizing CRA contributions to the fabric of commercial corridors and quality of life within community

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- Continue community education of the benefits of the Community Redevelopment Agency, as noted with 73% of responding residents supporting CRA in recent survey
- Provide community education articles on CRA webpage
- Consider expansion of Façade Grant Program to include some specific interior enhancements, so that funds may be used for grease traps and limited interior renovations of aging structures to attract new businesses, increase code compliance and ADA accessibility; re-evaluate priorities to target rehabilitation of residential properties within District in areas to increase pride of ownership
- When providing Façade Grant funds, consider applying architectural standards to all properties in District
- Expand incentive program for attracting new business and redevelopment through fee waivers, and tax abatement/rebate programs
- Investigate/Implement expansion of Mixed-Use District to include all commercial properties within District
- Encourage private redevelopment efforts versus CRA aggregation of properties
- Return CRA-owned commercial property at SR A1A and DeSoto Parkway to productive taxable commercial use
- Continue and expand use of uniform signage, including district, beach and way-finding signage
- Continue to design and build intergenerational connections in physical environment and programming
- Continue to target job creation opportunities within the district to attract professional high/green technology workers to populate local business community, purchase homes and recreate in District
- Continue with enhancements of CRA website”

CRA members discussed various portions of the report.

Chairman Ferrante asked for public comments; the following individuals addressed the CRA:

- Lloyd French, 240 Colonial Court, asked the following questions: Should community-policing innovations be true innovations, like a bicycle patrol? How do we handle CRA debt? Is the CRA a strain on the City budget? How do you know that companies are looking at this area? Who are they? What do they plan to bring here?
- Sheryl Denan, 606 Barcelona Court, asked if electricity could be paid for from CRA funds?
- Vicky Newland, 680 Poinsetta Drive, asked if strengthened community policing to target crime reduction would allow someone else to have jurisdiction in Satellite Beach.
- Don McLendon, 695 Fountain Boulevard, questioned whether the CRA should compensate a business for façade improvements.
- Ron Jurgutis, 620 Ocean Street, asked if there will be guidelines for re-planning the Plan to ensure it includes fair input from all sides, not just politics?
- Courtney Barker, 489 Wilson Avenue, commented on the improvements made in the Redevelopment District, noting that they benefit the community as well as the individual. She spoke in favor of incentives to attract business to the City. Ms. Barker recommended the review/update of the Plan and suggested adding two citizen members to sit with the Council as the CRA.
- Harry Pawlak, 748 Atlantic Drive, spoke of the improvements the CRA has brought to Satellite Beach and commended staff and the CRA members.
- Gregg Billman, 690 Jackson Avenue, asked how often the Plan should be reviewed and how specific

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the plan should be.

In response to questions, City Manager Crotty and Ms. Hamilton stated:

- In the beginning, a Redevelopment Plan is broad because you do not know what the market and public sector will support. The Plan should be reviewed every three to five years to determine what has been completed, what cannot be accomplished, and what changes need to be made. The Plan can start with general goals and become more specific as the District develops.
- Community boundaries are critical and will be reviewed carefully.
- The community policing will be done by Satellite Beach, not an outside source.
- There are businesses looking for a place to locate and all municipalities are competing for these businesses and the jobs they create. If Satellite Beach does not make improvements in the District and provide start-up incentives, these businesses will locate elsewhere. New businesses increase the tax base and help lower individual taxes.

The questions not answered at this meeting will be addressed in the future.

Chairman Ferrante thanked Ms. Hamilton for an informative report and thanked the public for outstanding comments. He also expressed appreciation to the Advisory Committee and staff.

Chairman Ferrante adjourned the meeting at 7:30 p.m.

Barbara Montanaro
City Clerk