

# City of Melbourne



Planning and Economic Development

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## **OLDE EAU GALLIE RIVERFRONT COMMUNITY REDEVELOPMENT AGENCY ADVISORY COMMITTEE / WATERFRONTS FLORIDA PARTNERSHIP COMMITTEE MEETING**

### **REGULAR MEETING MINUTES**

**December 10, 2009 ♦ 8:00 A.M.**

1. A meeting for the Olde Eau Gallie Riverfront Community Redevelopment Advisory Committee was held in the City Council Chambers at 900 East Strawbridge Avenue, and was called to order at 8:00 A.M. by Chairman, George Alexander.
2. All present gave the Pledge of Allegiance to the Flag of the United States of America.
3. **The following members were:**

Present: George Alexander, Chairman  
Gene Davis, Vice Chairman  
Ralph Sanders, Member  
Rick Dillen, Member  
Link Johnsten, Member  
Rick Hester, Member  
Priscilla Clendenin, Member  
Mitch Evander, Member (Alternate)  
Robert Henry, Member (Alternate)

Also Present: Doug Dombroski, Economic and Redevelopment Coordinator  
Angela Howard, Recording Secretary

4. **Approval of Minutes- October 8, 2009 special meeting minutes.**

Moved (Davis) to approve the October 8, 2009 minutes as presented.

Motion carried unanimously.

5. **Phase I Streetscape Project**

Mr. Dombroski reminded the committee that City Council approved two contracts for first phase of the Streetscape Project, one for Frazier Engineering for the survey work and the other for LDI as the consultant for the conceptual design. He reminded the committee that a special workshop was being held tonight at the Eau Gallie Library at 5:30 P.M., to provide the community with a visual preference survey. After the community input is

gathered the consultants will bring the ideas back to the CRA Committee for further discussion.

Mr. Dombroski said the primary and secondary streets were previously decided by the committee as follows:

Pineapple Avenue, between St. Clair Street and Montreal Avenue;  
Highland Avenue, between St. Clair Street and Montreal Avenue;  
Eau Gallie Boulevard, between Highland Avenue and Pineapple Avenue; and  
Bud Yeager Drive

Mr. Dombroski stated that the CRA is looking to bond or borrow for the first phase of the streetscape project. This first phase of streetscape would be conceived based upon the amount of bonding capacity and the areas prioritized by the committee.

Mr. Hester asked the amounts for each contract.

Mr. Dombroski said LDI is contracted for \$31,995 for conceptual design services for Eau Gallie Streetscape Improvements, and Frazier Engineering in the amount of \$14,000 for the initial survey work. Frazier Engineering will also be contracted to provide the engineered plans for the project at a later date.

Mr. Alexander stated that he was pleased that the planning and design for the project has started.

## **6. Other CRA Project Updates**

### Pineapple Park

Mr. Dombroski said the restroom design should go out to bid in January and start construction soon after Council's approval.

### Art District Incentive Program

Mr. Dombroski said he was happy to report that their first application for the incentive program may be ready for submittal in the next couple of months. The property is located at 1624 Highland Avenue.

### Highland Avenue Property Purchase

Mr. Dombroski reviewed the entire proposed purchase history for the new members. He informed the committee that as of November 16, 2009, the latest appraisal has a market value of \$230,000 for the .309 acre vacant property and \$335,000 for the commercial building. He said the previous report appraised both properties at \$625,000, leaving a difference of \$60,000.

Mr. Dombroski mentioned that the owners may now be willing to sell just the vacant land, but both parties will start negotiations and he will bring more information to their next regular meeting.

Further discussion took place regarding the original property purchase intention.

Sign Code

Mr. Dombroski announced that the new Sign Code was approved by City Council, with the provision that the "A" frame signs be allowed in the CRA's until a more suitable signage program is in place.

Mr. Hester mentioned that the square has been completed for a couple of years.

Mr. Alexander stated that he heard that the project was delayed because the square sign went to bid with the two entrance signs, and there were some changes that needed to be addressed with those signs.

Pineapple Square Sign

Mr. Dombroski said he regrettably has no additional information on the sign for the Square. He said he would contact the Engineering Department for a status update.

**7. EGAD Director's Report**

Ms. Wallis confirmed that the EGAD banners were installed in time for the Artworks Festival.

Ms. Wallis said new decorations were purchased for the Eau Gallie Square.

The Holiday tree lighting was rain delayed, but had a nice turn out on the following Sunday evening.

Ms. Wallis reported that the steering committee has begun working on the Main Street application. She will attend the Main Street 101 training on January 20th and 21st in Kissimmee, FL.

Ms. Wallis said that Eau Gallie's status was inactive with Waterfronts Florida, but after attending the Quarterly Conference she stated their status will change to active.

Ms. Wallis said the entire community would benefit from information regarding coastline environmental issues.

Mr. Davis said on behalf of the committee he would like to thank Council for their support at the Eau Gallie Holiday Tree Lighting event.

Mr. Henry commented that having the tree lighting on Sunday was more relaxed than the normal Friday ceremony.

Ms. Wallis agreed, and added that it had more of a community feel.

Special thanks were given to Mr. Philips as Santa Claus and St. Paul's United Methodist Church Choir for their participation in the Tree Lighting ceremony.

**8. Additional Discussion**

Mr. Sanders asked for clarification purposes, what businesses are eligible for the free Arts District Overlay signage.

Mr. Alexander said it was his understanding that any residential property north of Creel Street that converts to commercial use is eligible for the free signage, and any property south of Creel would pay for their signage. BCA was to provide the first five signs and the CRA would pay for the remainder of properties eligible for the free signage.

Discussion followed regarding the purchase of the signs and BCA's contribution.

Mr. Dombroski suggested that the discussion be placed on the next meeting's agenda for further discussion.

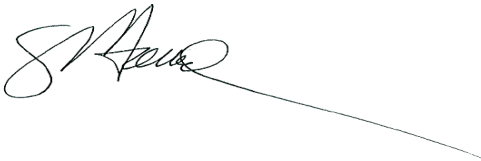
Mr. Dombroski mentioned an article in The Florida Today regarding the increased business for merchants in the Downtown areas. He also said he has noticed smaller businesses investing more in their businesses based upon the interest in the incentive programs in all three CRA's.

Mr. Davis said he is a member of the Main Street Application Steering Committee, and would soon request letters of recommendation from the committee members and a resolution from City Council.

**9. Adjournment**

Moved (Dillen) to adjourn meeting 8:43 A.M.

Motion carried unanimously.



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Angela Howard, Recording Secretary