



# Community Redevelopment Agency

210 Sams Avenue • New Smyrna Beach, Florida 32168 • 386-424-2265 • FAX 386-424-2270

March 8, 2010

## MEMORANDUM

Linda DeBorde, Chair  
Steve Dennis, Vice Chair  
James Kosmas  
Doug Hodson  
Charles Belote  
Cynthia Lybrand  
Thomas Williams

May this serve as your official notification of the **SPECIAL MEETING** of the Community Redevelopment Agency to be held on **Thursday, March 11, 2010 at 2:00 p.m.** The meeting will be held at the **City Commission Chamber, City Hall, 210 Sams Ave., New Smyrna Beach, FL 32168** to discuss the attached Agenda pursuant to Florida Statute 163 and Local Ordinance 23-85.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Tony J. Otte", written over a horizontal line.

Tony Otte,  
Interim CRA Director

cc: Mayor and City Commission  
City Manager  
CRA Attorney  
Members of the Press  
Flagler Merchants Assoc.  
MainStreet, Inc.  
Public Notice

Attachments

**SPECIAL MEETING AGENDA  
COMMUNITY REDEVELOPMENT AGENCY  
THURSDAY, MARCH 11, 2010 AT 2:00 P.M.,  
CITY COMMISSION CHAMBER, CITY HALL, 210 SAMS AVE.  
NEW SMYRNA BEACH, FLORIDA 32168**

**1. CALL TO ORDER**

**2. ROLL CALL**

**3. PUBLIC PARTICIPATION**

In accordance with the City Commission Resolution #11-89, a three-minute limitation will be imposed unless otherwise granted by the CRA Commissioners.

**4. OLD BUSINESS**

- A. Riverside Park Improvement Plan – Scope of work
- B. Capital Improvements budget in the CRA Plan Update
- C. Proposed Flagler Ave Hotel - Update

**5. NEW BUSINESS**

- A. Items due to Finance Department for FY 2010/11 Budget
  - a) Mission Statement
  - b) FY 2010 Accomplishments
  - c) Goals and Objectives
  - d) Management Discussion

**6. ADJOURNMENT**

Pursuant to Chapter 80-15 of the Florida Sessions Laws, if an individual decides to appeal any decision made with respect to any matter considered at a meeting or hearing, that individual will need to ensure that a verbatim record of the proceedings is made.

In accordance with the Americans with Disabilities Act, persons needing assistance to participate in any of these proceedings should contact the Board Secretary listed below prior to the meeting:

Claudia Soulie, CRA Administrative Assistant, City of New Smyrna Beach, 210 Sams Avenue, New  
Smyrna Beach, FL 32168, (386) 424-2265.

*OLD BUSINESS*

**CITY OF NEW SMYRNA BEACH  
AGENDA MEMORANDUM  
COMMUNITY REDEVELOPMENT AGENCY**

SUBJECT: Riverside Park Improvement Plan – Scope of Work

AUTHORIZED BY: Tony Otte *MAO* CONTACT: \_\_\_\_\_

AGENDA DATE: March 11, 2010 REGULAR  CONSENT

**MOTION/RECOMMENDATION:**

Approval of Quentin L. Hampton's Scope of Services and Fee estimate for a Riverside Park Master Plan in the amount \$10,700.

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**BACKGROUND:**

The Riverside Park project is included in the list of fundable projects in the CRA Plan update. In addition to re-construction of the seawall and floating docks, City staff wishes to have a plan developed for the park area – including the placement of sidewalks and lights around the playground area, and any other amenities to be added. Funding will come from the funds allocated for this project in the capital budget.

**FISCAL IMPACT:**

Included in the Capital Budget for this project.

**OTHER OPTIONS:**

N/A

**SCOPE OF SERVICES AND FEE ESTIMATE  
RIVERSIDE PARK MASTER PLAN  
CITY OF NEW SMYRNA BEACH**

**General** – This scope of services and Fee Proposal is in conformance with the Continuing Services Agreement between the City of New Smyrna Beach (City) and Quentin L. Hampton Associates, Inc. (QLH).

**Scope of Work** – QLH will perform the following work activities and will provide the respective deliverables.

**Survey** – QLH will utilize the previous surveys plans, and as-builts of the park collected by the City.

**Planning and Review Meetings** – QLH and their sub-consultants will attend up to three (3) meetings with the appropriate City personnel for input and comment on the items to be included in the master plan. QLH has engaged Rood & Zwick, Inc. Architects as a primary sub-consultant for development of the master plan.

Dredging & Marine Consultants (DMC), our primary sub-consultant on the seawall repair, will provide input also.

**Development of Master Plan and Presentation to the City Commission** – QLH and their sub-consultants shall take input from City staff and develop the Master Plan utilizing existing survey and as-builts plans as a base. No additional survey work is proposed in this scope of services. QLH shall modify the master plan based input received during review meetings. The goal is for the final plan to be accepted by City staff at the conclusion of the third review meeting. The third meeting shall be held with the CRA Commissioners at their regularly scheduled meeting for review. QLH will prepare the master plan exhibits for City Commission review/approval and will attend to present and discuss the master plan.

**Exclusions** – The following work activities are not included in this scope of work:

- Survey Services
- Phase 1/Phase 2 Environmental Assessments
- Final Design/Permitting Services
- Architectural/Structural Design
- Bidding/Construction Phase Services
- Grant Assistance

**Proposed Fees** – QLH will complete the work for an estimated lump sum fee of \$10,700 based on the following breakdown:

Initial Meeting, Data Gathering and Initial Master Plan Concept	\$2,940
Review Initial Master Plan with staff, Accept comments and input, and issue Meeting minutes	\$1,680
Update Master Plan based on comments Received, create color images with 2 to 3 Sketches of various features	\$3,520
Meeting #3 with City Staff and CRA Commission, Presentation of Master Plan exhibit	\$1,330
Presentation to City Commission, Revise Master Plan based on input from Commission	\$ 730
Reimbursable Printing, Mileage, etc	<u>\$ 500</u>
<b>Total</b>	<b>\$10,700</b>

QLH fees are to be billed on a lump sum basis. Billing of allowances items are to be billed on an actual out-of-pocket cost basis or actual hours expended based on applicable hourly rates in effect at the time of work.

The terms outlined above are hereby agreed to,

City of New Smyrna Beach

\_\_\_\_\_  
Pamela Brangaccio, City Manager

\_\_\_\_\_  
Date

Prepared by:  
QUENTIN L. HAMPTON ASSOCIATES, INC.  
-Consulting Engineers-  
February 3, 2010

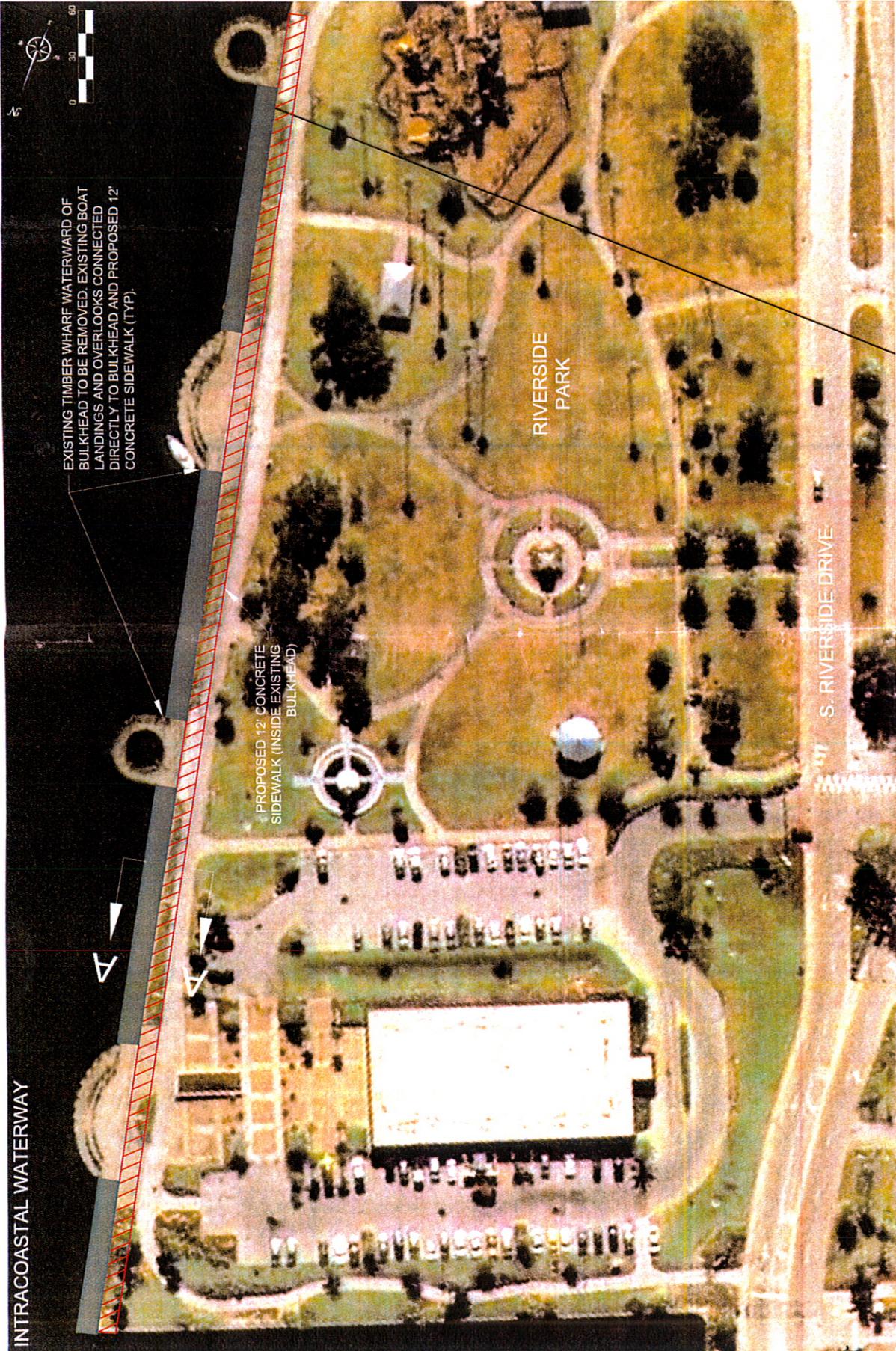


ENGINEERING DIVISION  
 210 SAKS AVENUE  
 NEW SMYRNA BEACH, FL 32168  
 PH (386) 424-2168  
 FX (386) 424-2148

**DMC**  
 Dredging & Marine Consultants  
 ENGINEERS • SCIENTISTS  
 www.dmoes.com  
 Unit 302  
 Fort Orange, FL 32129  
 Phone: (386) 304-6505  
 Fax: (386) 304-6508

PROJECT:  
 RIVERSIDE PARK  
 BULKHEAD EVALUATION  
 CLIENT:  
 CITY OF NEW SMYRNA BEACH

APPROVED CMM	DATE 01-21-10
DESIGN CMM	SCALE 1" = 80'
DRAWN KAW	CAD 2008
JOB #	09-019-05
DRAWING	OPTION #1
SHEET #	
FIG. 2	



EXISTING TIMBER WHARF WATERWARD OF BULKHEAD TO BE REMOVED. EXISTING BOAT LANDINGS AND OVERLOOKS CONNECTED DIRECTLY TO BULKHEAD AND PROPOSED 12' CONCRETE SIDEWALK (TYP).

PROPOSED 12' CONCRETE SIDEWALK (INSIDE EXISTING BULKHEAD)

INTRACOASTAL WATERWAY

RIVERSIDE PARK

S. RIVERSIDE DRIVE

AERIAL FROM FLORIDA DEPARTMENT OF ENVIRONMENTAL PROTECTION, BUREAU OF SURVEY AND MAPPING, LAND BOUNDARY INFORMATION SYSTEM (LABINS) WEBSITE, DATED 2006.

**CITY OF NEW SMYRNA BEACH  
AGENDA MEMORANDUM  
COMMUNITY REDEVELOPMENT AGENCY**

SUBJECT: Capital Improvements budget in the CRA Plan Update

AUTHORIZED BY: Tony Otte  CONTACT: Tony Otte

AGENDA DATE: March 11, 2010 REGULAR x  CONSENT

**MOTION/RECOMMENDATION:**

Approval of Capital Budget as noted on the attached sheet for inclusion in the Community Redevelopment Plan Update.

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**BACKGROUND:**

The CRA approved the capital improvements budget to be included in the CRA plan update at their special meeting on February 17, 2010. It was later discovered that the amount of funding allocated for the West Canal Streetscape project did not account for all of the change order amounts. In addition, some funding that was taken from the operating budget needs to be restored to cover costs that were unanticipated when the budget was approved last September (It is anticipated that the City will have a mid-year operating budget adjustment to address any changes needed in the operating budget.)

The focus here is adjusting the capital budget to be included in the CRA plan update and sending the capital budget with the plan update for City Commission approval. The plan update and the capital budget will be submitted to the City Manager's office no later than March 25 for inclusion on the April 13 City Commission agenda.

On the attached sheet:

- \$400,000 has been added to the West Canal Streetscape Project to cover change orders.
- The cost of the Julia and Faulkner Street parking lot has been reduced to \$5,000 for striping and car stops.
- \$200,000 has been added to the Development Assistance and Incentives Program.
- At this time it not anticipated that fund for the Cormeth Parking improvements will be needed, so funding has been eliminated.
- Funding for Washington Street, Esther Street Park and Myrtle Ave. has been reduced.
- Funding for the Dunn Property Demolition and Landscaping on both the northwest and southwest corners has been added n the amount of \$65,000.
- The attached budget sheet has \$300,000 yet to be assigned.

CRA Capital Budget

	fy 09-10	CRA Approved 2/17/2010	Proposed 3/11/2010	Change
<b>Available for capital projects</b>	<b>10,813,644</b>	<b>13,903,562</b>	<b>13,843,562</b>	
capital projects				
West Canal Streetscape	600,000	600,000	1,000,000	400,000
Mary Ave Streetscape	1,900,000	1,600,000	1,600,000	-
South Orange Ave Streetscape	1,200,000	1,200,000	1,200,000	-
Julia and Faulkner parking lot	60,000	50,000	5,000	(45,000)
flagler dunes parking lot	58,000	58,000	58,000	-
chamber restoration project	200,000	200,000	200,000	-
development assistance and incentives	2,500,000	1,495,562	1,695,562	200,000
policy and partnership funding	750,000	200,000	200,000	-
marketing and promotion funding	750,000	500,000	500,000	-
flagler ave boardwalk and park	2,000,000	2,000,000	2,000,000	-
wayfinding and signage	500,000	500,000	300,000	(200,000)
cormeth parking	200,000	200,000	-	(200,000)
Washington street business district	300,000	300,000	300,000	-
Washington street improvements	2,000,000	1,500,000	1,000,000	(500,000)
north Atlantic avenue improvements	150,000		-	-
Esther street park and parking lot	1,200,000	1,000,000	935,000	(65,000)
medical services district improvements	1,000,000	1,000,000	1,000,000	-
flagler avenue and nearby streets parking	1,000,000			-
north causeway improvements	700,000			-
gateway landscaping and beautification *	250,000		65,000	65,000
sr44 crossing treatments	750,000			-
medical district parking	1,000,000			-
riverside park seawall and lighting	1,400,000	1,000,000	1,000,000	-
streetscape canal neighborhoods	1,000,000			-
canal street parking	1,500,000			-
myrtle ave infrastructure project	500,000	500,000	420,000	(80,000)
sr44 and west canal street gateway	500,000			-
transit subsidy	100,000			-
marina boardwalk expansion	200,000			-
3rd avenue streetscape	500,000			-
water taxi subsidy	100,000			-
3rd ave gateway	500,000			-
mainland splash park	100,000			-
myrtle avenue traffic calming	150,000			-
canal street underground	500,000			-
Julia street parking	0			-
Segways	16,000			-
CRA Parking	0	0	51,400	51,400
Public Art	12,500		13,600	13,600
<b>TOTAL</b>	<b>26,146,500</b>	<b>13,903,562</b>	<b>13,543,562</b>	<b>(360,000)</b>
* Dunn demolition & landscaping				
NOTE: \$300,000 TO BE ASSIGNED				

**CITY OF NEW SMYRNA BEACH  
AGENDA MEMORANDUM  
COMMUNITY REDEVELOPMENT AGENCY**

SUBJECT: Proposed Flagler Avenue Hotel Update

AUTHORIZED BY: Tony Otte

CONTACT: Tony Otte

AGENDA DATE: 03/11/10

REGULAR x CONSENT

**MOTION/RECOMMENDATION:**

No CRA action is required at this time.

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**BACKGROUND:**

Staff will give a report on this item

# *NEW BUSINESS*

**CITY OF NEW SMYRNA BEACH  
AGENDA MEMORANDUM  
COMMUNITY REDEVELOPMENT AGENCY**

SUBJECT: Items due to Finance Department for FY 2010/11 Budget

AUTHORIZED BY: Tony Otte <sup>KLO</sup> CONTACT: \_\_\_\_\_

AGENDA DATE: March 11, 2010 REGULAR  CONSENT

**MOTION/RECOMMENDATION:**

Staff requests the CRA select a CRA Mission Statement and approve the items due to Finance Department for inclusion in the FY 2010/11 budget.

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**BACKGROUND:**

There are several items that need to be delivered to the Finance Department in order to develop the draft budget for the next fiscal year, which begins on October 1, 2010.

a. Mission Statement

Staff requests that the CRA choose a Mission Statement. This could be something that the CRA develops, or the CRA could choose to pick from either the existing Mission Statement or the one that is included in the CRA Plan Update:

Existing Mission Statement

*To enhance the economic potential of the New Smyrna Beach Community Redevelopment Area through strategic and timely public investments that advances the competitiveness and attractiveness of the area for the business community, visitors and residents of the City."*

Mission Statement included in the CRA Plan Update

*To maintain and enhance the Retail and Service Centers that are the Character amenity for the Entire City and Surrounding Region. To identify and Implement Public Investments or Policy that will induce quality private investment response in order to reach the desired character and economic potential of the area.*

b. List of 2010 Accomplishments

- i. Completion of the CRA Plan Update
- ii. Information provided to the County during the process of adoption of two resolutions regarding CRA's.
- iii. Progress made toward the completion of the West Canal Streetscape
- iv. Progress made with the proposed Orange Street Streetscape Project and Mary Ave Streetscape Project, with the completion of the designs.
- v. As of 10/1/2009, the CRA awarded \$107,700 in incentive grants to assist businesses and improve properties in the CRA. The incentive programs break down as follows (recently established programs in italics):
  1. Property Improvement Grants – \$52,000 (9 applications)
  2. Other Grants & Aids - \$40,000 (2 applications)
  3. *Commercial Matching Revitalization Grant* - \$7,700 (1 application)
  4. *Commercial Impact Fee Assistance Program* - \$8,000 (2 applications)
- vi. Approval of an agreement to develop a new parking lot in the Flagler Ave area.

c. Goals and Objectives

- i. Improvement of the tax base in the CRA district.
- ii. Final Adoption of the CRA plan update and capital budget
  1. Implementation of the capital budget in a timely and cost effective manner, with monthly progress reports provided to the CRA.
  2. CRA staff assistance to businesses and property owners, including applications for incentive programs such as the Grants & Aids Program, Impact Fee Assistance Program, Commercial Revitalization Grants, Property Improvement Grants.
  3. CRA staff to develop a business incubation partnership program with the CRA, the University of Central Florida and Volusia County.

4. CRA staff to evaluate business retention & recruitment projects on a case by case basis to develop the best assistance approach to bridge the development gap.
5. Policy and Partnership Activities, including support for the following:
  - a. Arts Overlay District
  - b. Land Development Code revision to reflect a more urban, Form-Based Code
  - c. Enhanced Code Enforcement
  - d. Streamlined Development procedures including coordination with the Utilities Commission
  - e. Outreach to both the Bert Fish Medical Center (BFMC) and the County for coordination and projects
  - f. Outreach to business groups for marketing, promotions, and event planning
- iii. Implementation of the Brownfields program
  1. Identification of properties that could benefit from the program
  2. Assistance to property owners to participate in the program
- iv. Demolition, contamination cleanup and landscape the former Dunn Lumber site (533 Canal) to create an inviting entrance to our historic downtown commercial district.

## 2) **Management Discussion**

It is anticipated that the final five years of the CRA as it is presently constituted will bring:

- i. A new sense of urgency, to complete the capital project for which funding is available.
- ii. A new sense of collaboration, with funding partners (the County and BFMC), local businesses, and businesses relocation enticements either through an expressed interest or through recruitment and property owners.
- iii. A new sense of the CRA's role in the larger plan for the City's economic development. The Mayor's new "100 Day Economic Development Plan"

includes the CRA as a key participant in a number of initiatives. As such, the CRA is expected to expand its focus, from that of capital project and small business facilitator, to include more strategically planned actions such as business recruitment and the facilitation of property development to achieve goals set for improvement of the tax base in the district.

FISCAL IMPACT:

N/A

OTHER OPTIONS:

N/A