



**CITY OF NEW SMYRNA BEACH  
JOINT SPECIAL MEETING OF THE CITY COMMISSION AND  
COMMUNITY REDEVELOPMENT AGENCY  
AGENDA**

**WEDNESDAY, MAY 19, 2010 – 5:00 P.M.**

**CITY COMMISSION CHAMBER, CITY HALL,  
210 SAMS AVENUE, NEW SMYRNA BEACH, FLORIDA**

- A. CALL TO ORDER
- B. ROLL CALL
- C. CRA REDEVELOPMENT MASTER PLAN UPDATE – FINAL DRAFT REVIEW AND CONSIDERATION
- D. PUBLIC COMMENT/ADJOURNMENT (As this is a special meeting, comments from the public will be taken at the discretion of the Commission/CRA and pertain to only those agenda items considered above. NOTE: In accordance with Resolution No. 11-89, a three-minute limitation will be imposed unless otherwise granted by the City Commission/CRA.)

Pursuant to *Florida Statutes* 286.0150, if an individual decides to appeal any decision made by the City Commission and/or the Community Redevelopment Agency with respect to any matter considered at this workshop, a record of the proceedings will be required and the individual will need to ensure that a verbatim transcript of the proceedings is made, which record includes the testimony and evidence upon which the appeal is based. Such person must provide a method for recording the proceedings.

In accordance with the Americans With Disabilities Act, persons needing assistance to participate in any of these proceedings should contact the City Clerk's office in person at 120 North Causeway or by mail at 210 Sams Avenue, New Smyrna Beach, Florida 32168, (386) 424-2112, prior to the meeting.



**COMMUNITY REDEVELOPMENT AGENCY**  
CITY OF NEW SMYRNA BEACH  
210 SAMS AVENUE  
NEW SMYRNA BEACH, FLORIDA 32168



**MEMORANDUM**

**TO:** City Commissioners and CRA Commissioners  
**FROM:** Tony Otte, CRA Director  
**DATE:** May 18, 2010  
**SUBJECT:** Materials for the May 19 Joint Meeting of the City Commission and CRA

Please find attached a memo and the CRA Budget Analysis spreadsheet for the joint meeting of the City Commission and CRA to be held tomorrow, Wednesday, at 5:00 pm in the City Commission chambers:

- The memo lists the comments given to me by City Commissioners on the CRA Master Plan Update; and
- Two financial schedules, which estimate the amount of capital project funds available to the CRA until the sunset of the present CRA program: one “with Bert Fish” partnership in the CRA, and one “without Bert Fish”. (When you open the spreadsheet, the without Bert Fish schedule will be displayed. Please click on the tap “With Bert” at the bottom of the spreadsheet to open up the other schedule).

The “with Bert Fish” schedule projects that there will be \$15,065,243 (please see the lower right corner) available for capital projects. This figure has increased from the figure on page 65 of the CRA Master Plan Update (which is \$13,903,562) due to a re-evaluation of the beginning balance and annual revenue projection.

The “without Bert Fish” schedule projects that there will be \$11,925,133 in capital project funds. The projection listed on page 65 of the CRA Master Plan Update (\$13,903,562) is reflected in the project list with estimated expenditures on page 67 of the Plan Update. Therefore, the list needs to be amended by \$1,978,429. Please note that one of the projects on the list is “Medical Services District Improvements” for \$1,000,000, which will be eliminated from the list, if it is decided to allow Bert Fish to discontinue its participation in the CRA. The adjustment needed will then be \$978,429. CRA staff suggests that this amount could possibly be moved out of the allocation for the “Flagler Ave Boardwalk Park” following the re-evaluation of this project – which would take place after the results of Phase 1 of the project, the engineering study and planning to address problems with the seawall - is completed.

If you have any questions please do not hesitate to call me at 424-2160 or 566-3941(cell).

## MEMORANDUM

To: Mayor and City Commissioners  
CRA Commissioners

From: Tony Otte, CRA Director

Re: Recommendations for changes to the draft CRA Master Plan Update

Date: May 18, 2010

Please find below the comments I have received from City Commissioners on the CRA Master Plan Update.

### Comments Referring to Multiple Pages

- All pages need to be numbered. At present there are no numbers on the left side pages. (Vice-Mayor Plaskett)
- There are many pictures in the report. Each picture needs to be identified as to the site location and the areas of concern. (Vice-Mayor Plaskett)

### Comments Referring to a Specific Page

- P. 11: The Washington Street Business district in this project refers to the building at 529 Washington, located at the NW corner of Dimmick St and Washington. This needs to be stated in the text. (Vice-Mayor Plaskett)
- P. 11: The Washington Street improvements refer to Washington Street from Myrtle to Riverside Drive (Vice-Mayor Plaskett)
- P. 11: the third last project, Myrtle Avenue Traffic Calming, should be eliminated. (Vice-Mayor Plaskett)
- P.15: the lower picture should be replaced – it is now a parking lot (Vice-Mayor Plaskett, Commissioner Hathaway).
- P.18: the first item under “Dislikes” should read as follows: “Stagnant/unsightly surrounding property” as this comment does not refer to the Bert Fish Hospital property but rather surrounding properties (Vice-Mayor Plaskett).
- P.18: the third entry should read, “Street/pedestrian access to hospital” to be clear as to what the word “access” is referring to (Vice-Mayor Plaskett).
- P.19: the third item under “Preliminary Ideas” should read, “Potential large hotel/conference center on the North Causeway” to add specificity to this development need (Vice-Mayor Plaskett).
- P 19: A list the properties that the city could sell for development needs to be listed in addition to the AOB site (Commissioner Hathaway)
- P.20: There are two places that reference the “Marine Discover Center” – it should read “Marine Discovery Center” (Vice-Mayor Plaskett).
- P.20: The fourth item under “Dislikes” should read, “Water Taxi doesn’t dock in the canal at the end of Canal St next to Riverside Park.” (Vice-Mayor Plaskett)
- P. 21: The eighth item under "Likes" should read, “Reinvestment on Flagler Ave.” (Note: a property improvement grant facilitated the success of Flip Flops Restaurant – Vice-Mayor Plaskett)

- P. 21: fifth item under "Dislikes" should read the loss of bike shop on "East" Canal Street (There's a new one on W. Canal & S. Myrtle Ave – Vice-Mayor Plaskett)
- P. 21: The last item under "Dislikes" should read "Limited building activity on E. Canal and Flagler Ave in the last 15 years." (Vice-Mayor Plaskett)
- P. 21: second item under "Preliminary Ideas" should read "infuse residential and neighborhood commercial" (Vice-Mayor Plaskett)
- P. 21: the lower picture also appears in the report on p. 47. The picture on one of those pages needs to be replaced (Vice-Mayor Plaskett).
- P.25: The title of this page is "The Residential District" but most of the comments (especially all of those in the "Threats" section) refer to the West side residential area. Either the title needs to be changed, or highlighted map area should be on W. Canal and/or more comments needed to be added in reference to the east side. Note: W. Canal is predominantly an existing business/service area from U.S.1-Myrtle Ave (Vice-Mayor Plaskett).
- P. 25: first item under "Opportunities", change "retail development" to "neighborhood commercial" (Vice-Mayor Plaskett)
- P. 31: There needs to be two columns for Canal St: one for East Canal and one for West Canal. (Vice-Mayor Plaskett)
- P. 31: The ratings for the West side residential district do not reflect that Julia St has potential for medical offices near the Health Dept and the area could support an Adult Assisted Living Facility (Vice-Mayor Plaskett)
- P. 36: This map needs to (Vice-Mayor Plaskett):
- Change the reference from the "Sea Harvest Seafood" restaurant to the "Dolphin View Seafood" restaurant.
- The blue highlighted area needs to extend north to Washington St. as it is the location for future business activity.
- The box for "Neighborhood Commercial" needs to be moved to uncover Chestnut St. and green area extended to S.Myrtle Ave.
- P. 37: The first category should read, "East Canal Street Recommendations" (Vice-Mayor Plaskett)
- P. 37: the last line for the fifth entry in the first category should read, "...western end of E. Canal Street (U.S. 1 – Rush)." (Vice-Mayor Plaskett)
- P. 37: the last portion of the first entry under "West Canal St Recommendations" should read, "...restaurants and neighborhood goods and services along Canal (Myrtle Ave to U.S. 1), and along Washington and Julia Streets west of U.S. 1". (Vice-Mayor Plaskett)
- P 38: remove the rendering of the Flagler Boardwalk – the real need is to replace the seawall and restrooms, and the other improvements shown are too expensive. (Commissioner Hathaway)
- P. 46: The pictures list the location as "Washington Street". It should read, "Washington Street East of US 1" (Vice-Mayor Plaskett)
- P. 46: under Capital Improvements the third bullet needs to be changed from Myrtle "street" to Ave;. and eliminate traffic calming in parentheses (Vice-Mayor Plaskett)
- P. 47: the reference in the middle of the page should read, "Infill Residential/Neighborhood Commercial", with text for both types of uses (Vice-Mayor Plaskett)
- P. 47: the picture in the lower left corner and the words below it need to be removed. (Vice-Mayor Plaskett)

- P 53: remove the rendering of the Flagler Boardwalk – the real need is to replace the seawall and restrooms, and the other improvements shown are too expensive. (Commissioner Hathaway)
- P.55: Conceptual "east" Canal Street enhancements (Vice-Mayor Plaskett)
- P 57: remove the rendering of the Flagler Boardwalk – the real need is to replace the seawall and restrooms, and the other improvements shown are too expensive. (Commissioner Hathaway)
- P. 58: the caption above the two pictures that begins with “Connection through...” doesn't relate to any language under Capital Improvements, Policy or Marketing and Events on this page. Remove the two pictures. (Vice-Mayor Plaskett; Commissioner Reiker commented that this item should remain.)
- P. 60: Next to first picture the word should be "Left" not "Right" (Vice-Mayor Plaskett)
- P. 61: The bottom three pictures on this page should be removed (Commissioner Hathaway):
  - 3<sup>rd</sup> Ave Gateway is not a priority project;
  - W Canal and US 1 is an inaccurate rendering, as it depicts the Dunn Lumber building to remain and it will be demolished; and
  - The North Causeway enhancements shown will lower the present capacity of the road to handle the volume of traffic that uses the North Causeway to go to Flagler Avenue and the Beach.
- P 62. under “potential projects for prioritization”, eliminate Water Taxi Subsidy, and Myrtle Avenue Traffic Calming (Vice-Mayor Plaskett)
- P 63, under “Candidate Tools designed to provide flexible assistance for prospective investment:” eliminate Water Taxi Subsidy, and Myrtle Avenue Traffic Calming” (Vice-Mayor Plaskett)
- P. 67: The project list on P. 11 includes the Water Taxi Subsidy and the Mainland Splash Park, and these projects need to be listed even if not funded, on p. 67 (Commissioner Reiker)
- P. 67: Under Priority B, the Description for “Myrtle Avenue Infrastructure Project” should read, “Streetscaping, ~~traffic calming (mini circles)~~, connectivity.” (Vice-Mayor Plaskett)
- P. 67: The Priority List should be re-aligned to list what we *have* to do: the Flagler Beach seawall, the Esther St. project, and the Riverside Park seawall. (Commissioner Hathaway)

Note: Specific projects located in the Westside area that are presently projected to be funded are:

• Washington St Business District	\$ 300,000
• Washington Street Improvements (Riverside to Myrtle)	1,000,000
• Myrtle Avenue Infrastructure Project	500,000
• West Canal Streetscape	1,000,000
• Mary Ave Streetscape	<u>1,600,000</u>
	4,400,000

<b>CRA Analysis</b>							
<b>With Bert Fish</b>							
	fy 09-10	fy 10-11	fy 11-12	fy 12-13	fy 13-14	fy 14-15	total
beginning balance, capital proj 9/30/09	10,413,886						10,413,886
<b>CRA Revenue</b>							
City Contribution - TIF	761,295	634,534	571,081	571,081	599,635	659,598	3,797,223
County Contribution - TIF (Aggregate)	1,302,649	1,085,758	977,182	977,182	1,026,041	1,128,645	6,497,458
Bert Fish - TIF	787,421	656,309	590,678	590,678	620,212	682,233	3,927,531
<b>Total Contribution</b>	<b>2,851,365</b>	<b>2,376,601</b>	<b>2,138,941</b>	<b>2,138,941</b>	<b>2,245,888</b>	<b>2,470,477</b>	<b>14,222,212</b>
<b>Total CRA Revenue</b>	<b>13,265,251</b>	<b>2,376,601</b>	<b>2,138,941</b>	<b>2,138,941</b>	<b>2,245,888</b>	<b>2,470,477</b>	<b>24,636,098</b>
<b>CRA Expenses</b>							
<b>Personnel expenses</b>							
Salaries	347,378	333,974	333,974	340,653	347,467	354,416	2,057,862
Benefits	146,870	145,020	149,371	153,852	158,467	163,221	916,801
<b>Personnel expense total</b>	<b>494,248</b>	<b>478,994</b>	<b>483,345</b>	<b>494,505</b>	<b>505,934</b>	<b>517,637</b>	<b>2,974,663</b>
<b>Operating Expense total</b>	<b>728,301</b>	<b>532,125</b>	<b>542,768</b>	<b>553,623</b>	<b>564,695</b>	<b>575,989</b>	<b>3,497,501</b>
<b>Debt Service expense</b>	<b>341,265</b>	<b>341,455</b>	<b>341,653</b>	<b>341,860</b>	<b>171,011</b>	<b>0</b>	<b>1,537,244</b>
<b>Overhead expense</b>	<b>119,022</b>	<b>119,022</b>	<b>119,022</b>	<b>119,022</b>	<b>119,022</b>	<b>119,022</b>	<b>714,132</b>
<b>Program expense</b>	<b>207,315</b>	<b>240,000</b>	<b>100,000</b>	<b>100,000</b>	<b>100,000</b>	<b>100,000</b>	<b>847,315</b>
<b>Total</b>	<b>1,890,151</b>	<b>1,711,596</b>	<b>1,586,787</b>	<b>1,609,010</b>	<b>1,460,662</b>	<b>1,312,648</b>	<b>9,570,855</b>
<b>Available for capital projects</b>	<b>11,375,100</b>	<b>665,005</b>	<b>552,154</b>	<b>529,931</b>	<b>785,226</b>	<b>1,157,828</b>	<b>15,065,243</b>

<b>CRA Analysis</b>							
<b>W/O Bert Fish</b>							
	fy 09-10	fy 10-11	fy 11-12	fy 12-13	fy 13-14	fy 14-15	total
beginning balance, capital proj 9/30/09	10,413,886						10,413,886
City Contribution - TIF	761,295	634,534	571,081	571,081	599,635	659,598	3,797,223
County Contribution - TIF (Aggregate)	1,302,649	1,085,758	977,182	977,182	1,026,041	1,128,645	6,497,458
Bert Fish - TIF	787,421						787,421
<b>Total Contribution</b>	<b>2,851,365</b>	<b>1,720,292</b>	<b>1,548,263</b>	<b>1,548,263</b>	<b>1,625,676</b>	<b>1,788,244</b>	<b>11,082,102</b>
<b>Total CRA Revenue</b>	<b>13,265,251</b>	<b>1,720,292</b>	<b>1,548,263</b>	<b>1,548,263</b>	<b>1,625,676</b>	<b>1,788,244</b>	<b>21,495,988</b>
<b>CRA Expenses</b>							
<b>Personnel expenses</b>							
Salaries	347,378	333,974	333,974	340,653	347,467	354,416	2,057,862
Benefits	146,870	145,020	149,371	153,852	158,467	163,221	916,801
<b>Personnel expense total</b>	<b>494,248</b>	<b>478,994</b>	<b>483,345</b>	<b>494,505</b>	<b>505,934</b>	<b>517,637</b>	<b>2,974,663</b>
Operating Expense total	728,301	532,125	542,768	553,623	564,695	575,989	3,497,501
Debt Service expense	341,265	341,455	341,653	341,860	171,011	0	1,537,244
Overhead expense	119,022	119,022	119,022	119,022	119,022	119,022	714,132
Program expense	207,315	240,000	100,000	100,000	100,000	100,000	847,315
<b>Total</b>	<b>1,890,151</b>	<b>1,711,596</b>	<b>1,586,787</b>	<b>1,609,010</b>	<b>1,460,662</b>	<b>1,312,648</b>	<b>9,570,855</b>
<b>Available for capital projects</b>	<b>11,375,100</b>	<b>8,696</b>	<b>-38,524</b>	<b>-60,748</b>	<b>165,014</b>	<b>475,595</b>	<b>11,925,133</b>