

TAB 5



City of Palmetto Agenda Item

Meeting Date

2/1/10

Presenter: Jeff Burton

Department: CRA

Title:

CRA Action Plan Actions

On January 12, 2010 the CRA Advisory Board reviewed various budget requests for proposed projects taken from the CRA Plan and the accompanying PowerPoint presentation.

As a result of the review, the CRA Advisory Board recommended the following:

- 1) Code Enforcement proposed amendments to enforcement strategy for 2009-2010 – Implementation of proposed amendments were denied
- 2) Image Program
 - \$25,000 for Consultant was approved
 - \$10,000 for the billboard improvement was approved
- 3) Streetscape Program
 - No action was taken
- 4) Grants
 - \$10,000 Grants Analysis was approved
- 5) Parks
 - No action was taken

If approved, any necessary budget resolutions will be brought forward to the City Commission at the February 15, 2010 meeting.

Budgeted Amount:	\$0.00	Budget Page No(s):		Available Amount:	\$0.00	Expenditure Amount:	\$0.00
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Additional Budgetary Information:

Funding Source(s):		Sufficient Funds Available:	<input type="checkbox"/> Yes <input type="checkbox"/> No	Budget Amendment Required:	<input type="checkbox"/> Yes <input type="checkbox"/> No	Source:	
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City Attorney Reviewed:	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A	Advisory Board Recommendation:	<input type="checkbox"/> For <input type="checkbox"/> Against <input type="checkbox"/> N/A	Consistent With:	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A	
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Potential Motion/ Direction Requested: Motion to approve the implementation of CRA action plans for an Impage Program, not to exceed an amount of \$35,000; and a Grant analysis, not to exceed \$10,000, and authorize staff to prepare appropriate budget resolutions (if necessary).

Staff Contact: Jeff Burton

Attachments: Power Point presentation materials

City Of Palmetto
Community Redevelopment Agency

City Of Palmetto

•Code Enforcement

PLAN CAN BE SUMMARIZED INTO EIGHT ACTION AREAS

1. Code Enforcement
2. Image
3. Parks
4. Streetscapes
5. Business Development
6. Finance/Grants
7. Government/Zoning (future meeting)
8. Housing (future meeting)

- **CODE ENFORCEMENT**

City Of Palmetto

• CODE ENFORCEMENT

STATUTORY AUTHORITY FOR CODE ENFORCEMENT ACTIVITY

Florida Statute 163.340 Definitions

(7) "Slum area" means an area having physical or economic conditions conducive to disease, infant mortality, juvenile delinquency, poverty, or crime... reason of dilapidation, deterioration, age, or obsolescence, and exhibiting one or more of the following factors:

- (a) *Inadequate provision for ventilation, light, air, sanitation, or open spaces;*
- (b) *High density of population;*
- (c) *The existence of conditions that endanger life or property by fire or other causes.*

City Of Palmetto

• CODE ENFORCEMENT

STATUTORY AUTHORITY FOR CODE ENFORCEMENT ACTIVITY

Florida Statute 163.340 Definitions

(8) "*Blighted area*" means an area in which there are a substantial number of deteriorated, or deteriorating structures, in which conditions, as indicated by government-maintained statistics or other studies, are leading to economic distress or endanger life or property, and in which two or more of the following factors are present...

- (d) *Unsanitary or unsafe conditions;*
- (e) *Deterioration of site or other improvements;*
- (l) *A greater number of violations of the Florida Building Code in the area than the number of violations recorded in the remainder of the county or municipality;*

City Of Palmetto

• CODE ENFORCEMENT

STATUTORY AUTHORITY FOR CODE ENFORCEMENT ACTIVITY

Florida Statute 163.370 Powers

(h) To make or have made all surveys and plans necessary to the carrying out of the purposes of this part; to contract with any person, public or private, in making and carrying out such plans; and to adopt or approve, modify, and amend such plans, which plans may include, but are not limited to:

1. Plans for carrying out a program of voluntary or compulsory repair and rehabilitation of buildings and improvements.
2. Plans for the enforcement of state and local laws, codes, and regulations relating to the use of land and the use and occupancy of buildings and improvements and to the compulsory repair, rehabilitation, demolition, or removal of buildings and improvements

• CODE ENFORCEMENT

City Of Palmetto

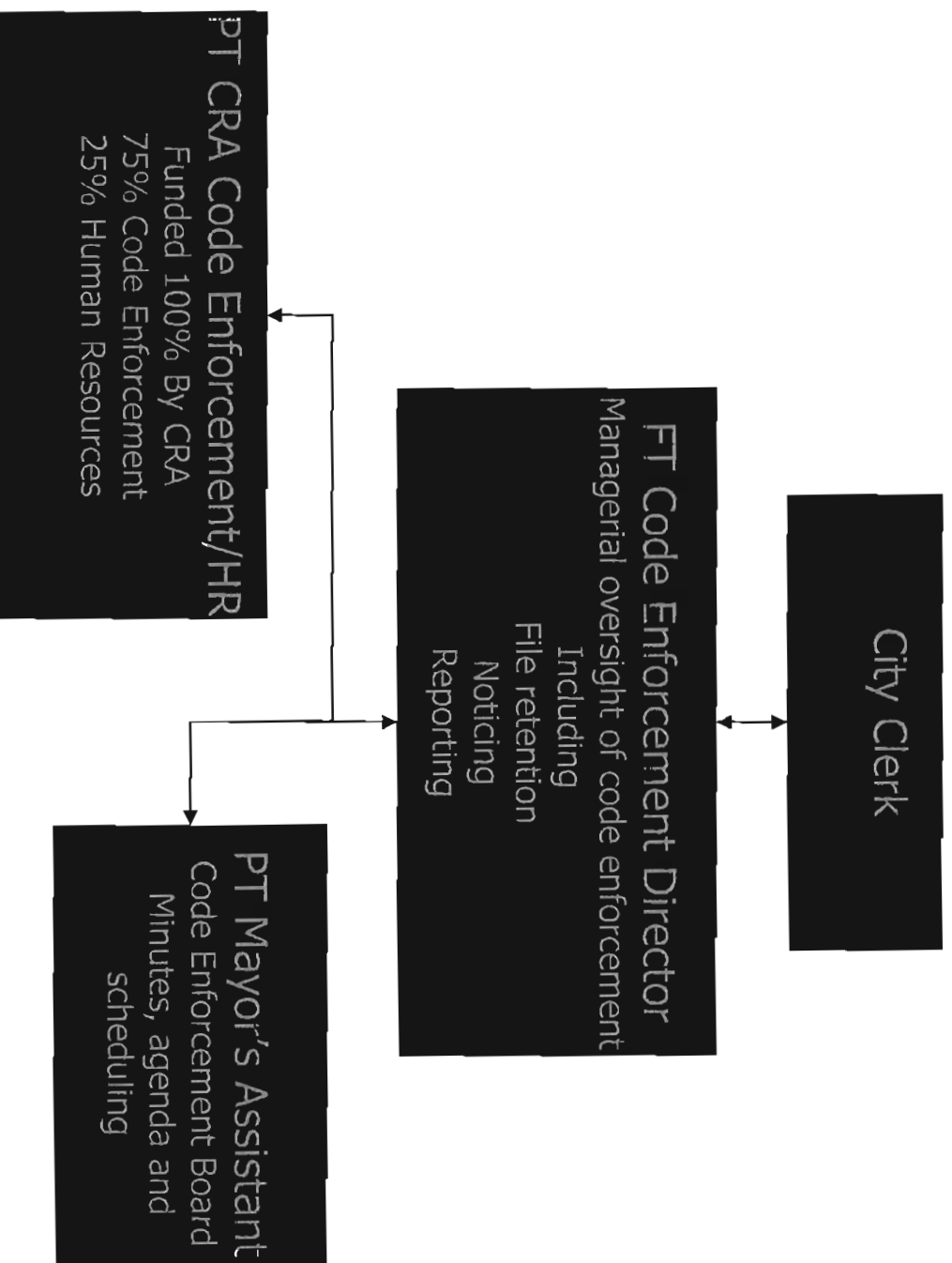
NEED FOR CRA CODE ENFORCEMENT

1993 Community Redevelopment Action Plan

- Mentioned at least 14 times in the action plan
- Code enforcement problems are identified but follow-through on fines and correction by city officials has been lacking. (Pg 51)
- Lack of consistent Code enforcement follow through by City Council. (Pg 55)
- Unsafe building/home environment has led to significant public health issues. (Pg 55)
- The reduction of confusion and visual clutter through the control of the size, placement and related aspects of signage. (Pg 64)
- Continued Code Enforcement, strive for follow through on penalties and recommendations. (pg 75)

City Of Palmetto

• CODE ENFORCEMENT



City Of Palmetto

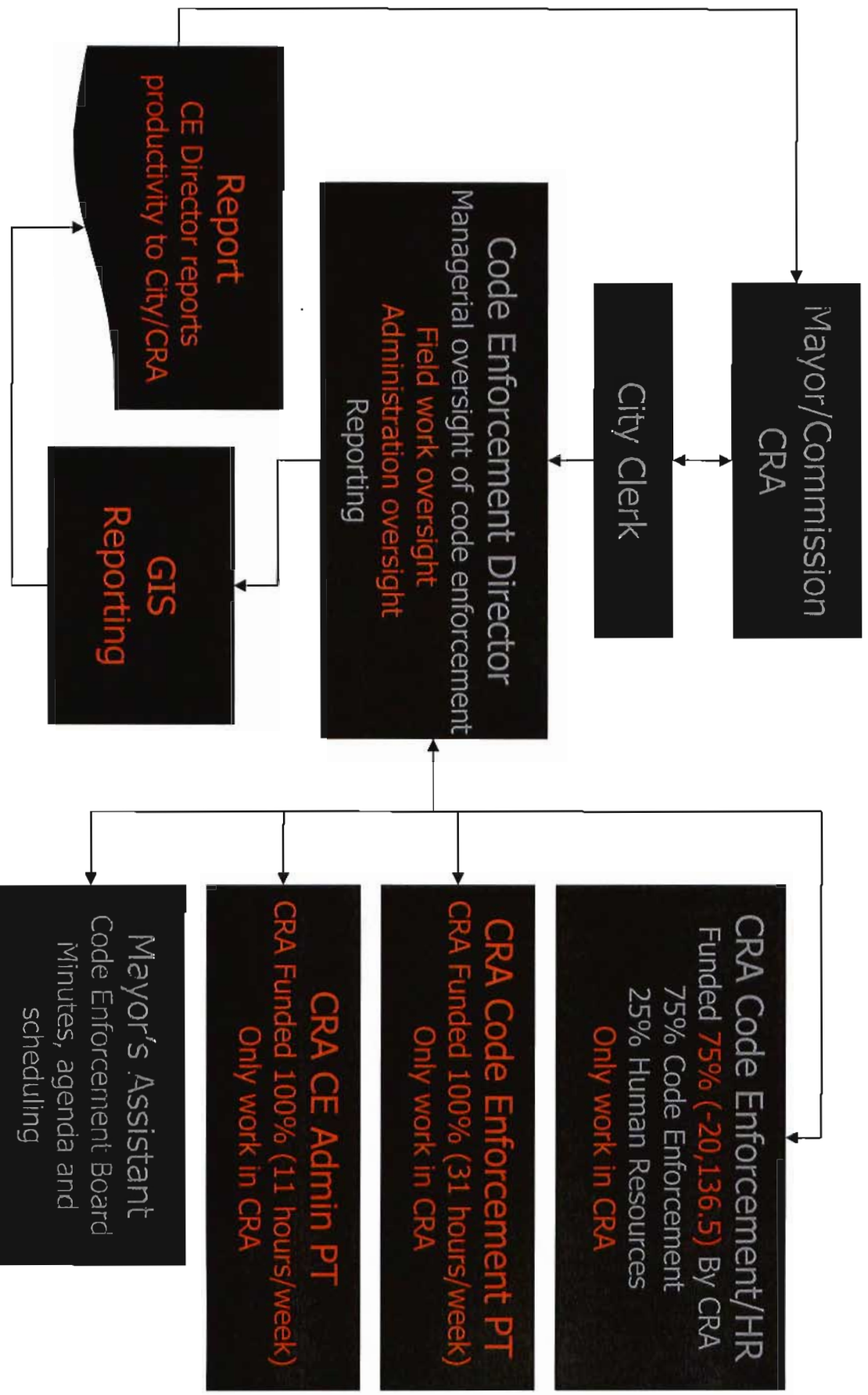
• CODE ENFORCEMENT

AMENDMENT TO CURRENT CODE ENFORCEMENT STRATEGY (2009-2010)

- CRA purchases Code Enforcement software
 - Streamline automation of Code Enforcement process
 - GIS capable – Map/audit Code Enforcement activities
- CRA funds Code Enforcement Officer
 - Part-time (31 hours per week)
 - Can use RIF building inspector
- CRA adds 11 hours to part-time City Hall staffer
 - Administers required notifications
 - Assists Code Enforcement Director with follow through of process
- Require Semi-Annual CE Report

City Of Palmetto

• CODE ENFORCEMENT



City Of Palmetto

• CODE ENFORCEMENT

AMENDMENT TO CURRENT CRA BUDGET

- Create "Code Enforcement" Budget item
 - Under 6905598214
 - Transfer \$50,000 from 6905598214 "Beautification Match" and close item
- Approve CRA purchase of Software if over \$10,000.
- Approve CRA PT CE Administration
 - \$10,686 annual
 - 11 hours per week
 - Existing employee
- Approve CRA PT CE Officer Job Description
 - \$25,792 annual
 - 31 hours per week
 - Possible RIF employee

•CODE ENFORCEMENT

City Of Palmetto

CODE ENFORCEMENT REPORTING

- Location of Violation
 - By Type
 - By Officer
 - Corrected/finned/other
 - Absentee/ home owner
- Fines collected and/or liens
 - By location
 - By officer
 - By absentee/home owner
- Comparisons to prior/audit
 - fines
 - Number of cases
 - Location
 - Inspector

City Of Palmetto

- CODE ENFORCEMENT

ADVISORY BOARD RECOMMENDS

Not to recommend additional funds for CRA Code Enforcement

Advisory Board identifies no enhanced performance with current funding

No direct reaction to Advisory Board recommending funds

Wishes more oversight with recommended funds

•IMAGE

City Of Palmetto

•IMAGE

STATUTORY AUTHORITY FOR IMAGE ACTIVITY

Florida Statute 163.345 Encouragement of private enterprise

(1) Any county or municipality, to the greatest extent it determines to be feasible in carrying out the provisions of this part, shall afford maximum opportunity, consistent with the sound needs of the county or municipality as a whole, to the rehabilitation or redevelopment of the community redevelopment area by private enterprise.

STATUTORY AUTHORITY FOR MARKETING/IMAGE ACTIVITY

Florida Statute 163.370 Powers

(i) To develop, test, and report methods and techniques, and carry out demonstrations and other activities, for the prevention and the elimination of slums and urban blight and developing and demonstrating new or improved means of providing housing for families and persons of low income.

City Of Palmetto

•IMAGE

STATUTORY AUTHORITY FOR IMAGE ACTIVITY

Florida Statute 163.459 Eligible activities

(3) *Developing local programs and home ownership housing projects to encourage the participation of financial institutions, insurance companies, attorneys, architects, engineers, planners, law enforcement officers, developers, and other professional firms and individuals providing services beneficial to redevelopment efforts.*

(4) *Providing technical, accounting, and financial assistance and information to businesses and entrepreneurs interested in locating, expanding, or operating in the service area.*

City Of Palmetto

•IMAGE

NEED FOR CRA IMAGE

1993 Community Redevelopment Action Plan

Mentioned at least 49 times in the action plan

Downtown Palmetto and the CRA district has an image problem; it is perceived as a declining area. (Pg 46)

If Palmetto's negative image persists, it could be expected that the current level of Downtown use and patronage will deteriorate. Private sector reinvestment will also deteriorate. (Pg 47 related directly to FS 163.345 Encouragement of private enterprise)

Overcoming "past Images" of Palmetto has been a problem... (Pg 51)

The City commercial/retail districts lack a visual theme which is uniform, or creative in the form of signage, lighting... (Pg 54)

An image of safety needs to be created to attract people and business. (pg 53)

City Of Palmetto

•IMAGE

TWO PART IMAGE STRATEGY

Part #1 What is the "Image" of Palmetto?

What do we sell to people, organizations and potential investors?

Palmetto is our product, how do others see it (Palm-ghetto)?

What new-investment opportunities have we missed?

Part #2 How do we promote our "Image"?

What are our current modes of "Image" communication?

Optimizing our current efforts...

Finding the best methods of communication...

City Of Palmetto

•IMAGE

WHAT IS THE IMAGE OF PALMETTO?

Survey:

What are your three defining (selling point) images of Palmetto?

City Of Palmetto

•IMAGE

PART 1: AMENDMENT TO CURRENT CRA "IMAGE" STRATEGY (2009-2010)

CRA institutes "imaging strategy"

Hire consultant

Acquire COMMUNITY based imaging data

Historic/Agricultural

Commission/CRA Advisory Board

North East Community

Business Advisory

Evaluate collected data

Develop multiple "Image" concepts

Presentation to Commission/CRA Advisory Board

City Of Palmetto

• IMAGE

HOW DO WE PROMOTE OUR IMAGE OF PALMETTO?

WEBSITE



PHYSICAL IMAGE



CONSISTENCY?



BILLBOARD



FAIRS/FESTIVALS/ADVERTISING



City Of Palmetto

•IMAGE

PART 2: AMENDMENT TO CURRENT "IMAGING" STRATEGY (2010-2011)

CRA institutes "imaging use" strategy

Develop CONSISTENT "image use" of CRA/City activities

Billboard(s)

2009-2010 – replace existing billboard image until mural image

2010-2011 – Use of new image/Set billboard use policy

Website

2009-2010 – Analysis of Civicplus (in process)

Update and maintain CRA content

2010-2011 – Develop new CRA website canvas

Use new image

Update and maintain policy

City Of Palmetto

•IMAGE

PART 2: AMENDMENT TO CURRENT "IMAGING" STRATEGY (2010-2011)

CRA institutes "imaging use" strategy

Develop CONSISTENT "image use" of CRA/City activities

Fairs/Festivals/Advertising

2009-2010 – Use mural images, short term consistency (in process)

2010-2011 – Develop new "image" strategy, long term consistency

Physical (streets, buildings)

2009-2010 – Store fronts (in process)

Develop 8th Ave/10 Street streetscape plans

Continued road/sidewalk cleaning & maintenance

2010-2011 – Integrate new "image" into storefronts

Integrate code enforcement into redevelopment

Budget and implement Streetscape plans

CRA Street maintenance policy

City Of Palmetto

•IMAGE

AMENDMENT TO CURRENT CRA BUDGET

2009-2010

Create "IMAGE" budget item

Under 6905598214

Transfer \$10,000 from 6905598214 "CRA fitness" to IMAGE

Transfer \$40,000 from 6905598221 "Residential Improvements Prgm"
to IMAGE

Create and approve Image Consultant sub-item of \$25,000.

Create and approve Billboard sub-item of \$5000.

Create and approve Streetscape Consultant sub-item of \$20,000.

Move "website" (\$10,000) budget item 6905594111 under IMAGE

City Of Palmetto

•IMAGE

IMAGE REPORTING

2009-2010

The following progress reports should be generated by the fiscal end of 2009-2010:

- Short term CRA website goals
- Short term billboard
- Short term fairs/festivals and advertising
- Storefronts
- CRA/City imaging (a completion time certain due to public input)
- New CRA website
- Streetscape design plan

City Of Palmetto

•IMAGE

ADVISORY BOARD RECOMMENDS

Funding of CRA Image strategy

Recommended

2009-2010

Create "IMAGE" budget item

Under 6905598214

Transfer \$10,000 from 6905598214 "CRA fitness" to IMAGE
Transfer \$20,000 from 6905598221 "Residential Improvements
Program" to IMAGE

Create and approve Image Consultant sub-item of \$25,000.

Create and approve Billboard sub-item of \$5000.

Move "website" (\$10,000) budget item 6905594111 under IMAGE.

- PARKS

City Of Palmetto

•PARKS

STATUTORY AUTHORITY FOR PARK ACTIVITY

Florida Statute 163.345 Encouragement of private enterprise

- (c) *To undertake and carry out community redevelopment and related activities within the community redevelopment area, which may include:*
- 3. Installation, construction, or reconstruction of streets, utilities, parks, playgrounds, public areas of major hotels that are constructed in support of convention centers, including meeting rooms, banquet facilities, parking garages, lobbies, and passageways, and other improvements necessary for carrying out In the community redevelopment area the community redevelopment objectives of this part in accordance with the community redevelopment plan.*

City Of Palmetto

•PARKS

NEED FOR CRA PARKS

1993 Community Redevelopment Action Plan

Mentioned at least **14** times in the action plan

Lack of neighborhood pocket parks which are close and easily accessed for Playground use and tot lots. (57)

Site and public amenities along the waterfront area could be strengthened... (Pg 58)

Develop recreation and open space opportunities... (Pg 66)

Promote highest quality recreational opportunities... (pg 68)

City Of Palmetto

•PARKS

PARK STRATEGY

Develop GIS Map with potential park locations/vacant land

Relate to distance of residential units

Relate to existing land uses

Develop long term potential CRA park plan

CRA recently developed a Riverside Park plan

Modify existing plan to meet budgetary means

Develop multi-year plan to enact modified plan

Hire private consultant to engineer, permit (FDEP) and project manage project

CRA should develop North East section park on CRA/City Property

Hire consultant to perform due diligence (SWFWMD permitting/grants)

Develop site plan and budget

Hire private consultant to engineer, permit (FDEP) and project manage project

City Of Palmetto

•PARKS

PARK BUDGET ADJUSTMENT

2009-2010

Create "PARKS" budget item

Under 6905598214

Transfer \$40,000 from 6905598221 "Residential Improvements Program" to PARKS

Create and approve Riverside Park Project sub-item of \$20,000

Approve \$10,000 for Planning and permitting consultant

Approve \$5000 for GIS plotter/printer for readable (larger) maps

From 6905598214 – GIS Project

Create and approve MLK Park sub-item of \$15,000

Approve \$5,000 for preliminary SWFWMD due diligence consultant

City Of Palmetto

•PARKS

PARKS REPORTING

2009-2010

The following progress reports should be generated by the fiscal end of 2009-2010:

Progress on modified Riverside Park Plan

Multi-year budget and plan

Permitting progress

Progress on modified MLK Park Plan

SWFWMD report

Preliminary park plan

Multi-year budget and plan

Permitting progress

GIS map of potential CRA parks

City Of Palmetto

•PARKS

ADVISORY BOARD RECOMMENDS

No recommendation

Asked for park study of CRA and potential location

Study complete and will be presented at next CRA advisory

•STREETSCAPE

City Of Palmetto

• STREETSCAPE

STATUTORY AUTHORITY FOR PARK ACTIVITY

Florida Statute 163.345 Encouragement of private enterprise

- (c) *To undertake and carry out community redevelopment and related activities within the community redevelopment area, which may include:*
3. *Installation, construction, or **reconstruction of streets, utilities, parks, playgrounds, public areas of major hotels that are constructed in support of convention centers, including meeting rooms, banquet facilities, parking garages, lobbies, and passageways, and other improvements necessary for carrying out** In the community redevelopment area the community redevelopment objectives of this part **in accordance with the community redevelopment plan.***

City Of Palmetto

•STREETSCAPE

NEED FOR CRA PARKS

1993 Community Redevelopment Action Plan

Mentioned at least 64 times in the action plan

An extensive street and parking lot landscaping program would have a great impact on downtown's overall visual quality (Pg 35 – related to IMAGE)

Pedestrian activity is constructed by narrow sidewalks and sidewalks close to busy traffic... (Pg 53)

High rate of speed traveled on 8th Avenue in areas where sidewalks and Buildings are close to roads (Pg 56)

8th Avenue Corridor Section- (pg 58)

10th Avenue Corridor Section (Pg 59)

City Of Palmetto

• STREETSCAPE

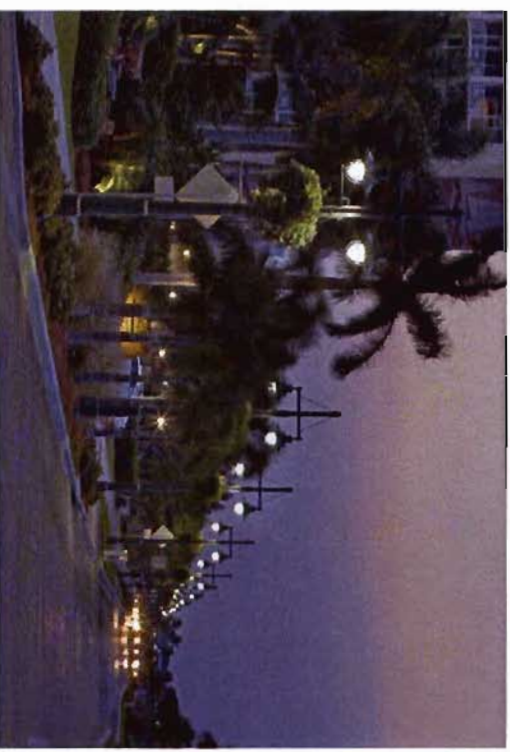
STREETSCAPE STRATEGY

Identify priority of roads

- 8th Avenue
- 10th Avenue
- 10th Street
- 17th Street

Category of Streetscape amenities

- Road
- Sidewalks
- Landscaping
- Turn lanes
- Parking
- Lighting
- Street



City Of Palmetto

•STREETSCAPE

STREETSCAPE STRATEGY

Budget

Expect approximately \$100,000 for engineering of full streetscape effect for 30%
Of engineering and design for road the length of 8th Avenue

Road trip

Visit other completed streetscape locations and review the following:

Amenities chosen

Budget

Expenses

Perceived benefit

Florida Department of Transportation

Visit with FDOT and discuss

Proposed work

Allowed work

Grants (aligned with Finance/Grantsmanship)

City Of Palmetto

•STREETSCAPE

STREETSCAPE BUDGET

2009-2010

Create "STREETSCAPE" budget item

Under 6905598214

Transfer \$200,000 from 6905598214 "Housing Match with County"
to STREETSCAPE

Transfer \$400,000 from 6905598212 "A-Haben Gateway Resurfacing"
to STREETSCAPE

Transfer \$500,000 from 690556300 "CSX Property Acquisition"
to STREETSCAPE

Create and approve Due-Diligence sub-item of \$5,000

Collect information on completed projects

Further action depends of reporting and CRA policy decisions

City Of Palmetto

•STREETSCAPE

ADVISORY BOARD RECOMMENDS

No recommendation

•FINANCE/GRANTS

City Of Palmetto

• FINANCE/GRANTS

FINANCE/GRANTS STRATEGY

Prepare a Financial/Grants Analysis

Priorities of CRA/City

Probabilities of grants for CRA/City

Report to CRA

Apply CRA policy Finance/Grantsmanship
decisions to priority projects

City Of Palmetto

• FINANCE/GRANTS

FINANCE/GRANTS BUDGET

2009-2010

Create "GRANTS" budget item

Under 6905598214

Transfer \$10,000 from 6905598214 "University Study Funds"
to GRANTS

Approve Finance/Grants Analysis not to exceed \$10,000

Further action depends of reporting and CRA policy decisions

City Of Palmetto

•FINANCE/GRANTS

ADVISORY BOARD RECOMMENDS

Recommend

Create "GRANTS" budget item

Under 6905598214

Transfer \$10,000 from 6905598214 "University Study Funds"
to GRANTS

Approve Finance/Grants Analysis not to exceed \$10,000

Further action depends of reporting and CRA policy decisions

City Of Palmetto

•NEW 2010 CRA PLAN

FIRST STEPS

CRA Advisory will discuss FS 163 requirements of a CRA PLAN on February 9, 2010.

CRA Advisory will discuss tentative timeline requested by CRA board.