



AGENDA

COMMUNITY REDEVELOPMENT AGENCY

March 3, 2020

3:00 PM

4816 Chester Street

PLEDGE OF CIVILITY

We will be respectful of each other even when we disagree.
We will direct all comments to the issues. We will avoid personal attacks.

1. MEETING CALLED TO ORDER

2. PLEDGE OF ALLEGIANCE

3. ROLL CALL

4. ADOPTION OF AGENDA

5. APPROVAL OF MINUTES

A. February 4, 2020 Regular Meeting

6. PUBLIC INPUT

7. ORDER OF UNFINISHED BUSINESS

8. ORDER OF NEW BUSINESS

A. Two39 Work Presentation

B. Cape Coral Veterans Memorial Monument Presentation

C. Continuance of Waiver of Installation Fees South Cape Street
Banner Program

D. Banner Bracket Estimates for SE 47th Terrace

E. Streetlights on Lafayette Street

F. Cape Coral Parkway Furniture Refurbishment or Replacement

9. REPORTS

10. COMMENTS

11. TIME AND PLACE OF NEXT MEETING

A. Tuesday, April 7, 2020 at 3:00 PM at 4816 Chester Street

12. MOTION TO ADJOURN

Item Number:	5.A.
Meeting Date:	3/3/2020
Item Type:	APPROVAL OF MINUTES

AGENDA REQUEST FORM



TITLE:

February 4, 2020 Regular Meeting

SUMMARY:

**Minutes of the Regular Meeting of the
 Cape Coral Community Redevelopment Agency
 Tuesday, February 4, 2020**

ADDITIONAL INFORMATION:

Action Required:

Motion to approve

ATTACHMENTS:

Description	Type
<input type="checkbox"/> Minutes of February 4, 2020 CRA Regular Meeting	Backup Material

**MINUTES OF THE REGULAR MEETING OF THE
CAPE CORAL COMMUNITY REDEVELOPMENT AGENCY
TUESDAY, FEBRUARY 4, 2020**

4816 Chester Street

3:00 PM

Meeting called to order by Chair Lomonaco at 3:00 p.m.

Roll Call: Chair Lomonaco, Commissioners Biondi, Gebhard, and Keim were present. Commissioner St. Peter was excused.

ADOPTION OF AGENDA

Commissioner Biondi moved, seconded by Commissioner Gebhard to adopt the agenda as presented.

Voice Poll: All "ayes". 4-0 Motion carried.

**APPROVAL OF MINUTES
November 5, 2019 Regular Meeting**

Commissioner Gebhard moved, seconded by Commissioner Biondi to approve the minutes of the November 5, 2019 Regular Meeting as presented.

Voice Poll: All "ayes". 4-0 Motion carried.

PUBLIC INPUT

Annette Barbaccia AMB Planning Consultants gave an update on the Village Square project.

**ORDER OF UNFINISHED BUSINESS
Streetscape Project Update**

Public Works Director Clinghan gave a brief update of the streetscape. The project came in on time and under budget.

ORDER OF NEW BUSINESS

Potential Gift to CRA

Elmer Tabor stated about a year and a half ago, he and Bernie Dougherty were watching City staff remove a mahogany tree located in the City right of way near Elmer's office.

They thought the tree could be used for a sculpture and because Cape Coral is the Burrowing Owl city, they chose that theme. The sculpture would be a gift to the City.

Mr. Dougherty discussed how the mahogany tree was transformed to the Burrowing Owl Family Sculpture. The sculpture was 10.5 feet tall, had a 20-inch girth, and weighed approximately 450 pounds. He suggested the sculpture be placed in the roundabout.

CRA Attorney Menendez asked if the gift was contingent on the owl family sculpture being placed in the roundabout.

Mr. Dougherty replied no it was not, but the sculpture should be placed on City property.

Artist Phil Rivera spoke on how he was inspired to carve the owl family from the tree trunk.

Pascha Donaldson, Friends of Wildlife thanked everyone for the vision and for making the Owl sculpture happen.

Executive Director Szerlag stated the donor's first choice was to place the sculpture in the roundabout. Should the CRA decide to not to put the sculpture in the South Cape district, he would recommend asking City Council where they would like to see the sculpture placed in the City.

Art in South Cape Rounds-A-Bout and Utility Boxes Discussion

Julie Gerhard, Cape Coral Art Center Recreation Program Supervisor introduced herself and Shelly Walton of the South Cape Entertainment and Hospitality Association. Mrs. Gerhard informed the Board the South Cape Entertainment and Hospitality Association was sponsoring the Utility Box artwork along with Artsemble Underground who would coordinate with the artists. She discussed the guidelines and procedures for the process.

Discussion held on the courtesy notification to the business. The business owner could choose to participate in making an event of the artists creating original works of art on the utility boxes located in the public right of way near the business.

Shelly Walton asked the board to review the criteria and make a recommendation to Council for approval of the utility box artwork project.

CRA Liaison Gunter asked if the committee's recommended would be brought back to the CRA for final approval. There would then be an opportunity for public comment if any business would have a concern.

Julie Gerhard replied nothing would be painted unless the CRA approved the artwork design.

Shelly Walton stated they have received approximately forty artist submissions. There would be a diversity of art themes. Themes could be the following: Nightlife (Music, Dancing, Food), South Cape Events, Cape Coral Culture (Boating, Canals),

Environmental, Historical (Rose Gardens, Waltzing Waters Show, etc.) The business located near the utility box could choose to participate in the artwork unveiling.

CRA Coordinator Hall stating the business nearby the utility box to be painted would be notified in writing. The business owner would be informed of the process,

Commissioner Gebhard stated the artwork would be about the themes of the City and not the business.

Commissioner Biondi asked what would happen five years from now if the paint faded, who was responsible to maintain the painting.

Julie Gerhard reviewed the maintenance clause of the guidelines. Artsemble would maintain the artwork for the first year. The quality of paint to be used should last five years. The top sealant coat would protect the artwork from UV rays and vandalism, graffiti could be removed. In five years, there might be a desire to rotate and see different artwork as our City grows and changes.

Discussion held

Julie Gerhard viewed the examples of roundabout art in Sarasota, and Tallahassee. She recommended an open call to artists. She would advertise the call to artists in the Florida Association of Public Art Professionals. She would also utilize other local outlets and art organizations in the region.

Executive Director Szerlag stated he would bring this as an agenda item to City Council in March.

Commissioner Gebhard moved, seconded by Commissioner Keim to request permission from Council to have artwork on utility boxes located in South Cape and their approval to place artwork such as sculptures in the public right of way with the CRA to make final selection of the artwork; and, to request permission to have a call for public art for the roundabout and make selection of submittals including the Burrowing Owl Family Sculpture; and, if the CRA decided to select something other than the Burrowing Owl Family Sculpture, Council would determine the new location of the Burrowing Owl Family Sculpture within the City of Cape Coral.

Commissioner polled as follows: Lomonaco, Biondi, Gebhard, and Keim voted "Aye." 4-0 Motion carried.

Eastbound left turn lane extension of Cape Coral Parkway at Del Prado Boulevard

Traffic Engineer Corbett stated Public Works and the City Transportation Advisory Commission identified congestion issues on Cape Coral Parkway. To address the concerns, the study evaluated three alternatives and selected Alternative 1 - Extending the eastbound left turn lane at Del Prado Boulevard to prevent spillover from the east to north left turn. Spillover traffic impedes the eastbound through lane traffic flow towards the bridge.

The existing left turn lane at Del Prado currently accommodated approximately 9 vehicles. Spillover from the east to north left turn lane at Del Prado impeded the eastbound through lane traffic flow towards the bridge. Extending the east to north left turn lane to improve traffic flow was analyzed, providing storage for approximately 12 additional vehicles.

Discussion held on construction time and traffic congestion.

Streetlights on Cape Coral Parkway

Facilities Project Manager Ridenour informed the Board there were 116 City maintained streetlights on Cape Coral Parkway between Coronado Parkway and Del Prado Boulevard. These streetlights were installed in 1992 and all 116 streetlight poles were scheduled to be repainted. He showed an example of the new LED fixtures and new globes. The budgeted cost was \$180,000 but because of advancement in technology the cost of the LED bulbs was reduced, and the revised estimate was \$140,000. At a previous CRA meeting, the discussion was to repaint all light poles same color as existing of Forest Green. There were 33 benches and 20 trash containers in the same Forest Green color. Any color selected other than original Green would not match 55 LCEC owned streetlight poles which are located west of Coronado Parkway to Palm Tree Boulevard.

The LCEC lights were installed in 2001. LCEC has offered to transfer these poles to the City for \$1.00. The lights were unfused and tied directly into overhead power lines. All lights would need to be rewired with up to four new electric metered services. The estimated cost to rewire all lights to current electrical codes was \$25,000. The estimated cost to repaint all 55 lights was \$46,750 (\$850 each) The estimated cost to convert all over to LED Fixtures with new globes was \$35,000. The total for the LCEC light takeover and restoration cost was \$106,750.

The options for 20 trash containers and 33 benches, were to repaint them for \$42,400. They could be replaced with comparable benches for \$54,000 or purchase new benches and trash containers to match SE 47th Terrace for \$115,000.

The total cost to change colors of light poles on Cape Coral Parkway were:

Option #1 repaint 55 LCEC poles for a cost of \$ 46,750.

Option #2: Take over the maintenance and restoration of 55 LCEC poles for a cost of \$106,750. Repainting of all Cape Coral Parkway benches and trash containers for \$42,400. For a total of \$149,150.

Option #3: Take over the maintenance and restoration of 55 LCEC poles for \$106,750.

Replacing all benches and trash containers with equivalent of the existing for \$54,000. For a total of \$160,750.

He asked for a decision which color the streetlights on Cape Coral Parkway were to be painted. He informed the Board staff was currently working on a project this fiscal year to add 17 new light poles on Lafayette Street East. There was a \$300,000 budget in FY 2020. There were four existing concrete LCEC light poles located between Del Prado Boulevard and Cape Coral Street. A decision needed to be made on what type of light pole were to be installed between Vincennes Street and Cape Coral Street. They were also going to provide lighting for the 37 existing trees to light provide electrical conduit and power for the entire roadway segment.

Commissioner Biondi stated when the process began, discussion was held on having different colors for different areas, making each district unique from the other. The streetlights on Cape Coral Parkway were a different style, and just painting them in the same color Forest Green would give them a nice look. What style were we going to put on Lafayette Street? Were we going to put the Cape Coral Parkway style or the SE 47th Terrace style? If the benches that are on the Parkway are good, why would we change them because they do not match SE 47th Terrace?

Public Works Director Clinghan stated when the projects were approved, and it was understood the color would be Forest Green.

Facilities Project Manager Ridenour stated when Lafayette Street was budgeted, the streetlights were comparable to Cape Coral Parkway rather than SE 47th Terrace. The SE 47th Terrace streetlights cost almost twice as much as the ones on Cape Coral Parkway.

Executive Director Szerlag recommended taking it one segment at a time. What color do you want to make the streetlights on Cape Coral Parkway?

CRA Liaison Gunter clarified the CTAC had asked the question on what color the streetlights on Cape Coral Parkway would be. In his opinion, he felt the decision of streetlight color determination would be made by the CRA Board.

Discussion held on LCEC streetlights.

Chair Lomonaco stated the CRA Board wanted Cape Coral Parkway to have its own look, SE 47th Terrace would have its own look and Lafayette would have its own look. She asked if the Board wanted to keep the Forest Green color on Cape Coral Parkway.

All Board members nodded in the affirmative in keeping the Forest Green color on Cape Coral Parkway.

Chair Lomonaco asked if the 20 trash containers and 33 benches would be painted Forest Green.

Facilities Project Manager Ridenour replied it was in the budget to refurbish 3 or 4 benches per year, and that was an ongoing process.

Chair Lomonaco asked for a price to refurbish all the 20 trash containers and 33 benches in Forest Green.

Discussion held on the cost of replacement or refurbishment of trash containers and benches.

Public Works Director Clinghan asked what type of lights the Board would like to see on Lafayette Street.

Chair Lomonaco replied the Board had discussed in the past using the same streetlights as SE 47th Terrace but changing the ring color on top.

Public Works Director Clinghan stated he would obtain cost estimates for the streetlights on Lafayette Street to match the ones installed on SE 47th Terrace. He stated it was time to renew the maintenance contract for the tree lights on Cape Coral Parkway contract. He asked if the Board wanted to continue the maintenance of the tree lights and if so to renew for year 2 and for year 3.

Discussion held on the tree light timers.

CRA Coordinator Hall stated the contract and renewals were already approved. Staff just wanted to confirm proceeding with the renewal options for year 2 and year 3.

All Board members nodded in the affirmative for renewing the maintenance agreement for year 2 and year 3.

Update Downtowner Car Wash

Community Development Director Cautero recapped the history of the Downtowner Car Wash South Cape location. He discussed the modified buffering condition, the compromise with was agreed upon and approved by Council

REPORTS – STAFF

CRA Coordinator Hall – No report.

Executive Director Szerlag – He tasked staff with determining future infrastructure needs.

COMMENTS - BOARD

Vice Chair Biondi – Asked to have an agenda item placed on the next meeting to discuss installing a Captain's Walk dock at Founder's Park which would add water access to South Cape.

Commissioner Keim - She liked the lights on SE 47th Terrace. Asked about the homeless in South Cape. Asked for an Economic Development update.

Chair Lomonaco – No comment.

Commissioner Gebhard – No comment.

TIME AND PLACE OF NEXT MEETING

The next regular meeting was scheduled for Tuesday, March 3, 2020, at 3:00 p.m. at 4816 Chester Street.

MOTION TO ADJOURN

There being no further business, the meeting adjourned at 4:51 p.m.

Submitted by,

John Szerlag
CRA Executive Director

Item Number: 8.A.	
Meeting	3/3/2020
Date:	
Item Type:	BUSINESS

AGENDA REQUEST FORM



Community Redevelopment Agency

TITLE:

Two39 Work Presentation

SUMMARY:

Please find details below on Two39 Work:

- Coworking space currently located in Bonita Springs
- Owners are looking to expand into another office space
 - Owners are currently living and driving from Cape Coral
- Two39 Work office spaces can be used for private and community events
- Each office space for a membership or annual fees includes amenities, social and professional events and meeting space

ADDITIONAL INFORMATION:

No action requested

ATTACHMENTS:

Description	Type
□ Memo for Two39Work	Backup Material

CITY OF CAPE CORAL
City Manager's Office

TO: John Szerlag, Cape Coral City Manager
FROM: Ricardo Noguera, Economic Development Manager
DATE: February 18, 2020
SUBJECT: Agenda Item Requested for March 3rd, CRA Meeting



Late last year, the Economic Development Office met with a co-working space in Bonita Springs. Two39 Work is a co-working space that houses multiple tech and start-up companies, as well as private office rentals for individuals.

The EDO team would like to invite Two39 Work to present at the March 3rd CRA meeting. The goal of this presentation will be to introduce Two39 Work to the Cape Coral market and gain a better understanding of the co-working space. There is a potential for this company to want to expand into Cape Coral, which would assist with the establishment of new, small technology companies in the Cape.

Please find details below on Two39 Work:

- Coworking space currently located in Bonita Springs
- Owners are looking to expand into another office space
 - Owners are currently living and driving from Cape Coral
- Two39 Work office spaces can be used for private and community events
- Each office space for a membership or annual fees includes amenities, social and professional events and meeting space

Thank you

Item Number: 8.B.	
Meeting	3/3/2020
Date:	
Item Type:	BUSINESS

AGENDA REQUEST FORM



Community Redevelopment Agency

TITLE:

Cape Coral Veterans Memorial Monument Presentation

SUMMARY:

Volunteer Committee Member and former CRA Chair Robert Greco will give a presentation on the restoration of the Cape Coral Veterans Memorial Monument.

ADDITIONAL INFORMATION:

ATTACHMENTS:

Description	Type
▣ Cape Coral Veterans Memorial Monument PowerPoint	Backup Material



Cape Coral Veterans Memorial Monument

CAPE CORAL CRA
MARCH 3, 2020

History of the Monument



Fund Drive For Memorial Arch Starts Friday

BY CHRIS KETRUDGE
Cape Coral residents will have an opportunity this week -- tomorrow, Saturday and Sunday -- to show their appreciation to the men and women of Cape Coral who have served or are serving in the armed forces of the United States and to those who will never return.

The fund drive is a house-to-house campaign, led by Ed Hutzler, chairman of the Cape Coral Memorial Arch Fund. It is a general appeal for contributions to this most worthy cause. The fund drive is being conducted by the Cape Coral Memorial Arch Fund, which is a non-profit organization. The fund drive is being conducted by the Cape Coral Memorial Arch Fund, which is a non-profit organization. The fund drive is being conducted by the Cape Coral Memorial Arch Fund, which is a non-profit organization.

Kiwanis Club Presents \$1000 To Memorial Arch Fund

BY CHRIS KETRUDGE
A check for \$1,000 from the Cape Coral Kiwanis Club has been presented to the Cape Coral Memorial Arch Fund. The check was presented by Andrew Burrows, president of the Kiwanis Club, following sanction by the board of directors at the meeting in the Cape Coral Bank Building.



CONNIE MACK, 11, left, receives \$1,000 check for Memorial Arch Fund from Andy Burrows, president of Cape Coral Kiwanis Club.



Efforts Renewed In Campaign For Arch

Renewed efforts are being put forth in the Cape Coral Memorial Arch Fund. The fund drive is being conducted by the Cape Coral Memorial Arch Fund, which is a non-profit organization. The fund drive is being conducted by the Cape Coral Memorial Arch Fund, which is a non-profit organization. The fund drive is being conducted by the Cape Coral Memorial Arch Fund, which is a non-profit organization.

In the meantime the financial appeal for the memorial continues. A speakers' bureau has been organized to solicit contributions from service organizations. The promoters report that large signs for the Memorial Arch are being placed at many points in the business district.

It is again emphasized by those in charge that the project is intended to be entirely on a non-profit basis -- a project in which every man, woman and child may have a part. It is being all of the people.

Permit Issued For Construction Of Memorial Marker

A \$5300 permit has just been issued for the Cape Coral Memorial Marker to be erected by the citizens of Cape Coral, a monumental tribute to Cape Coral men and women who have served or are presently serving in the armed forces of the United States and in memory of those who will never return.

Approving the permit is another important step in plans for the memorial monument, reported Les Gustin, chairman of the project and Col. Millard Bowen and Paul Sanborn of the citizens' committee. Gustin reported that Gulf American Corporation is busy now preparing modifications of the curbing and improving the aesthetic effect at the site on Cape Coral Parkway, at the entrance to the bridge. It is expected that contracts for actual construction of the Memorial Marker will be issued soon, but the completion date is not expected by Nov. 11, 1968, according to Gustin.

He reported that a delay in obtaining the materials, including concrete, aluminum, etc., would make Nov. 11 as the completion date doubtful. The total amount to date contributed to the Marker is around \$5000, reported Gustin, but contributions may be continued to be made. Checks may be sent to the "Cape Coral Memorial Marker Fund," care of Cape Coral Bank. Sixty dollars was added to the fund this week by Larry Rosen, director of Cape Coral Gardens, which represents the amount received in donations at the pools at the entrance to the Garden of Patriots at the Gardens. A considerable sum had previously been contributed from this source which included donations from many tourists and visitors at the gardens.



Dedication May 3, 1969

BREEZE

CAPE CORAL, FLA.

Fifteen Cents

February 27

1968

Marker Dedication Planned May 3

Saturday, May 3, at 11 a.m. is the tentative time set for official dedication of the Cape Coral Memorial Marker now in the final stages of construction at the entrance to the business district on Cape Coral Parkway.

business district on Cape Coral Parkway. Preliminary plans to establish an appropriate zone for the district were approved by the city council on Friday, Feb. 21, at a meeting of the general committee, with J. C. Rowan Jr., city chairman, presiding.

Saturday, May 3, officially known as "Loyalty Day," was the unanimous choice of the committee. It is a non-working day and was generally accepted as a non-school day and was generally accepted as a non-school day and was generally accepted as a non-school day.

Personal invitations will be extended to state public officials and district commanders of the American Legion, Veterans of World War I Barracks, Color guards and the drill team of Cape Fear High School. The program will be held at the Cape Fear High School, which the coronation committee has selected as the site for the coronation ceremony. The coronation ceremony will be held at 7 p.m. on Saturday, May 1, 1964, at the Cape Fear High School, which the coronation committee has selected as the site for the coronation ceremony.

War I Barracks. Cook, and auxiliary to the occasion, Coral Post 8443, V.F.W. and patriotism to the occasion. One of the fine features of the program which the command is hopeful of arranging will be music by the Cyprus Lake High School Band. "The Cyprus Lake Band," said Bowen, "has very graciously contributed in the past to several patriotic events at Cape Coral for which we are very grateful."

The Cape Coral churches will be called upon for representatives to give the invocation, a prayer and the benediction.

Cape Memorial Marker Dedicated Saturday



Official dedication of the community Memorial Marker Saturday morning, May 3, emphasized an appeal for better world understanding in the quest for world peace and paid glowing tributes to Cape Coral's servicemen and women who have served, are serving and will serve our country that freedom will live. Simplicity, dignity.

marked the observance in which a large crowd participated. Besides the dedication of the marker, "Loyalty Day," founded by the Veterans of Foreign Wars, was noted in a parade staged by the V.F.W. posts district 13 to the site of the marker. The hour-long program

The hour-long program opened at 10:45 a.m. with numbers by the Cypress Lake High School Band, under direction of Clark Gandy. The service was called to order by Col. Millard G. Bowen, U.S. Army Ret., chairman of the program arrangements and master of ceremonies. The invocation and benediction were given by the Rev. Everett P. Bunck, pastor of the Christ Lutheran Church and representing the Cape Coral Ministerial Association. Col. Bowen explained that original

Col. Bowen explained that original plans for the dedication included Lester Gustin as master of ceremonies. Bowen paid high tribute to Gustin as the originator of the Memorial Arch, saying he had provided tremendous leadership to the project. Several months ago Gustin moved to Clearwater. In a letter a few days ago, Gustin resigned as chairman, sent his regrets in being unable to attend the dedication and thanked the many people who had contributed to the memorial.

Chairman Bowen called attention to a bronze plaque yet to be placed on the lectern paying tribute to Cape Coral men and women who have served or are serving in the military forces. He said the plaque should be received in about two weeks.

A highlight of the dedication was the appearance of the St. Andrew's Jack and Jill Kindergarten children. The little tots, smartly clad in red and blue costumes, gave the "Pledge of Allegiance to the Flag" (loud and clear)

OR GENERAL BRUCE EASLEY addressing the crowd
the Marker dedication ceremonies.











November 1999



Refurbishment 2000

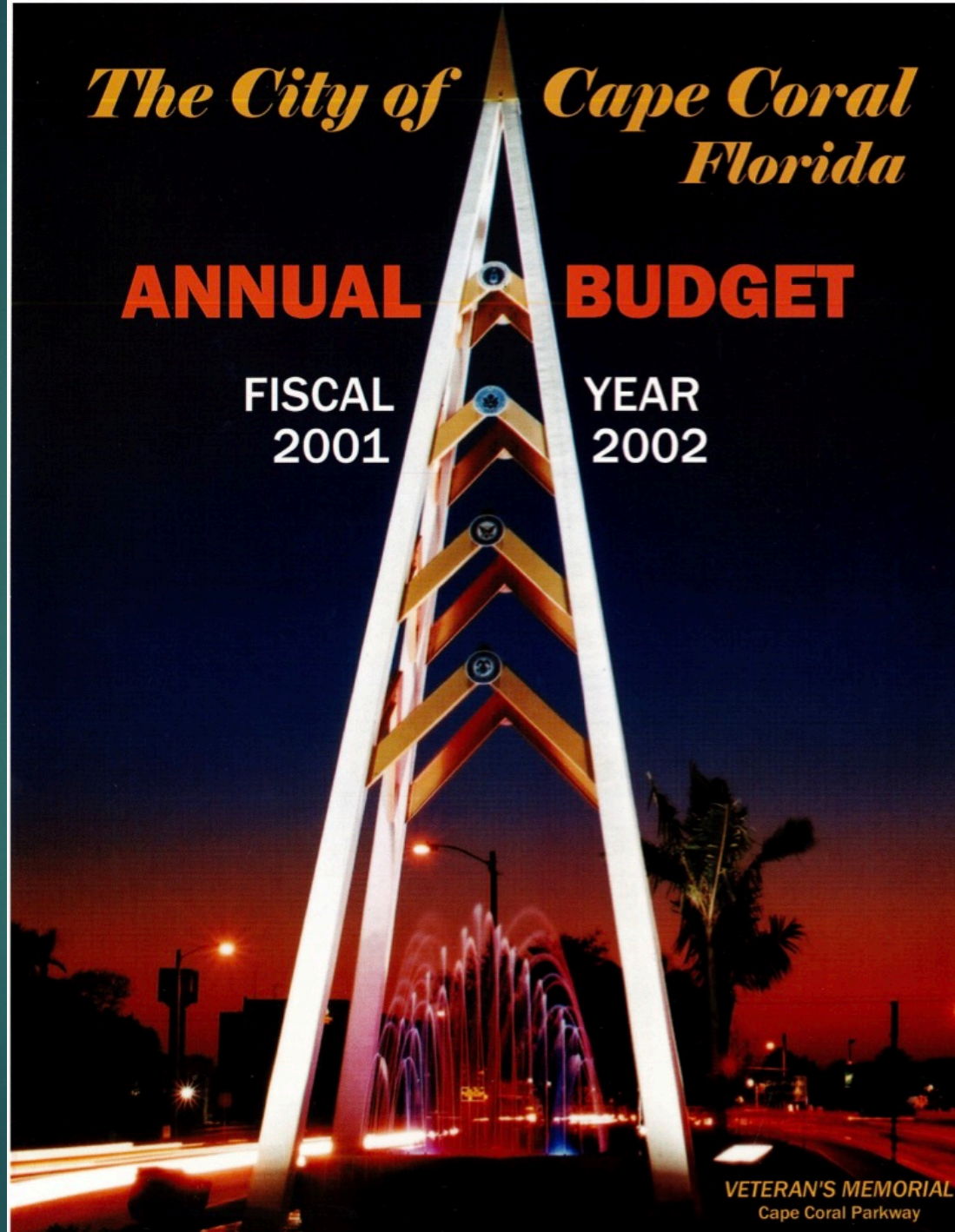


*The City of Cape Coral
Florida*

ANNUAL BUDGET

FISCAL
2001

YEAR
2002



VETERAN'S MEMORIAL
Cape Coral Parkway

Restoration

1. Pressure Wash
2. Restore Landscaping
3. Restore Base
4. Restore Fountain
5. Replace 16 Medallions
6. Install new LED Lighting
7. Rededicate Monument





Thank you!

Item Number:	8.C.
Meeting Date:	3/3/2020
Item Type:	BUSINESS

AGENDA REQUEST FORM



Community Redevelopment Agency

TITLE:

Continuance of Waiver of Installation Fees South Cape Street Banner Program

SUMMARY:

For your consideration, staff is recommending two changes to the subject program. One is related to waiver of installation fees for another year. The second adds a new location where additional 82 banners may be installed on SE 47th Terrace.

In May 2019, the CRA Board recommended the adoption of Resolution 107-19. This resolution waived the fees for the installation of banners for a period of one year in an amount not to exceed \$5,000. If the waiver period isn't extended the installation fee of \$40 per banner will be reinstated.

Additionally, the Board approved funds to purchase brackets for banners to be used on the new decorative light poles on SE 47th Terrace between Del Prado Boulevard and Coronado Parkway. Because this location is not currently included in the banner program, staff recommends adding language to include the new location.

Staff does not recommend extending the waiver period beyond May 2021, because we do not know how many organizations will take advantage of the additional 82 brackets on SE 47th Terrace. The SWFL Military Museum, Rotary and SCHEA are the organizations that displayed banners since the resolution was adopted last May. The amount waived to date is \$4,000.

We support recommending to Council approval of retaining the waiver of fees for the installation and removal of banners for one more year in an amount not to exceed \$5,000. At the end of the year, staff will evaluate fiscal impact and bring a recommendation back to the Board and City Council.

ADDITIONAL INFORMATION:

REQUESTED ACTION:

Motion to recommend to Council approval of retaining the waiver of fees for the installation and removal of the South Cape banners for another year in an amount not to exceed \$5,000.00 per year.

ATTACHMENTS:

Description


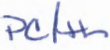

Type

- | | | |
|---|---|-----------------|
| ▣ | Memo - SC Banner Continuance of Waiver | Backup Material |
| ▣ | Current SCB Program Information & Application | Backup Material |
| ▣ | Resolution 107-19 | Backup Material |

MEMORANDUM

CITY OF CAPE CORAL CITY MANAGER'S OFFICE

TO: CRA Board of Commissioners

FROM: John Szerlag, City Manager 
Paul Clinghan, Public Works Director 
Terri Hall, CRA Coordinator 

DATE: February 27, 2020

SUBJECT: South Cape Street Banner Program; Continuance of waiver of installation fees and additional banner locations - March 3, 2020, Agenda Item

For your consideration, staff is recommending two changes to the subject program. One is related to waiver of installation fees for another year. The second adds a new location where additional 82 banners may be installed on SE 47th Terrace.

In May 2019, the CRA Board recommended the adoption of Resolution 107-19. This resolution waived the fees for the installation of banners for a period of one year in an amount not to exceed \$5,000. If the waiver period isn't extended the installation fee of \$40 per banner will be reinstated.

Additionally, the Board approved funds to purchase brackets for banners to be used on the new decorative light poles on SE 47th Terrace between Del Prado Boulevard and Coronado Parkway. Because this location is not currently included in the banner program, staff recommends adding language to include the new location.

Staff does not recommend extending the waiver period beyond May 2021, because we do not know how many organizations will take advantage of the additional 82 brackets on SE 47th Terrace. The SWFL Military Museum, Rotary and SCHEA are the organizations that displayed banners since the resolution was adopted last May. The amount waived to date is \$4,000.

We support recommending to Council approval of retaining the waiver of fees for the installation and removal of banners for one more year in an amount not to exceed \$5,000. At the end of the year, staff will evaluate fiscal impact and bring a recommendation back to the Board and City Council.

Th

Attachment

South Cape Street Banner Program



**Cape Coral Community Redevelopment Agency
South Cape CRA
4816 Chester Street
Cape Coral, FL 33904**

Phone: 239-242-3737

Street Banner Program Overview

The South Cape CRA Banner Program was created by Cape Coral Community Redevelopment Agency [CRA] and City of Cape Coral to:

- Identify the South Cape Community Redevelopment Area known as South Cape; (hereinafter South Cape)
- Activate the public space;
- Add color and vitality to streetscapes;
- Publicize events or promote programs promulgated by non-profit or not-for-profit organizations.

The intent of the banner program is to place banners on available decorative street light poles year round to foster interest in the South Cape Community Redevelopment Area. The decorative street light poles are located on the north and south sides of Cape Coral Parkway between Del Prado Boulevard and Palm Tree Boulevard.

The decorative street light poles are available for non-profit and not-for-profit organizations. The City of Cape Coral and Community Redevelopment Agency are exempt from this program and reserve the option to display banners at will, provided that the banners are promoting events or activities taking place in the South Cape Community Redevelopment Area or otherwise enhancing the South Cape Community Redevelopment Area public space, such as banners promoting the South Cape Redevelopment Area as an attractive place to “live, work and play.”

Responsibilities

In an effort to fully utilize the program to promote activities, special events, attractions or to promote programs, the South Cape CRA wants to encourage non-profit and not-for-profit organizations to use the South Cape Street Banner Program.

Banner applicants are responsible for requesting banner space, developing a design proposal, producing banners according to specifications, delivering banners, collecting banners and paying all required costs and fees. Applicants must submit a written application each year for the Community Redevelopment Agency to review.

The Community Redevelopment Agency is responsible for reviewing and approving banner designs, coordinating the installation and removal of banners and quality control checks. The Agency will contact the individual(s) listed on the application to notify them the banners have been removed and are ready to be picked up. Street banners not collected within ten (10) working days from the time of removal will be disposed of without further notice to the applicant.

The Community Redevelopment Agency and the City of Cape Coral shall not be responsible for storing banners, theft, vandalism or weather damage that occurs to South Cape street banners.

Eligibility

Because the demand for banner space occasionally exceeds the supply, the Community Redevelopment Agency has developed criteria for approving street banner applications:

- Applicants must be non-profit or not-for-profit organization.
- Banners must either promote activities or special events occurring in the South Cape Redevelopment area only or promote programs promulgated by eligible applicants.

Length of Programs

If the decorative light pole space is available, poles in which to attach banners may be reserved for up to 13 weeks, but not less than 4 weeks. Upon good cause shown by an applicant, the Executive Director, or the Executive Director's designee, may authorize the display of banners for an additional 13 weeks.

Banner Construction Specifications

Banners must meet the following requirements or they will not be placed on the poles. Banners that do not withstand the physical elements (so as to appear faded, tattered, or otherwise in a deteriorated condition) will be removed without refund.

Dimensions: 60 inches high and 30 inches wide and have 2-inch loop holes

Material: 18 oz., smooth, double sided, reinforced laminated vinyl with strong block out polyester scrim and reinforced grommets.

Banner Design Guidelines

Street banners are different from most graphic designs. They are generally viewed quickly or from a distance. Therefore, the message needs to be conveyed rapidly. A small number of design elements, bright, contrasting colors, and large, clear typography are common elements of successful banner designs.

Although banners may identify the individual, business, or organization sponsoring the banner or the event, they are not to be used as a means of providing commercial advertising. Thus, a banner may state "sponsored by ABC Widgets" with or without logo or "John Q. Citizen", but it could not state "Eat at Joe's Restaurant, home of the best BBQ ribs". No more than 1/8 of the total banner area shall be used to identify the sponsor or sponsors of a banner, activity, event or program, including but not limited to the words "sponsored by" or their equivalent and the name(s) or logos of the sponsor(s).

Banners that are deemed by the Community Redevelopment Agency (CRA) to be obscene banners because their contents meet the judicially established definition of obscenity or that are otherwise considered obscene under Florida Statutes are not eligible for participation in the banner program and any application to install such banners shall be denied by the CRA Executive Director or the Director's designee.

Reservations and Program Costs

All applicants must submit a completed application to the Community Redevelopment Agency. Reservations will be accepted up to one (1) year in advance on a first-come, first-served basis, but not less than eight (8) weeks prior to requested reservation date. Although an applicant may request a preferred location, the decision concerning the specific poles on which banners will be installed will be made by the CRA, in its sole discretion, after consideration of factors including, but not limited to, number of applications received for the same period of time, number of banner locations requested by each applicant, banner installation history and proximity of banners to event site or venue. The overall goal is to make reasonable accommodations that consider the interests of all applicants as well as the community interest in showcasing special events and activities available for public participation as well as enhancing the “sense of place” in the South Cape Community Redevelopment Area.

At any time, banner sites may not be available because of construction, missing hardware, accidents, maintenance or other reasons.

Fees for the use of the poles are intended to cover expenses directly related to the program. Such expenses may include, but are not limited to, installation of banners, removal of banners, repairs, the purchase of additional or replacement of brackets. Applicants are responsible for all costs related to the design, production, delivery, and storage of banners.

All fees must be paid in full to the City of Cape Coral prior to installation. The cost to install and remove each banner is \$40 per pole. This fee has been waived up to \$5,000 per year per Resolution 107-19 which expires May 13, 2020.

Number of Poles for Display of Banners.

Minimum number of poles allowed per organization to display banners is 10. There is no limit on the maximum number of poles allowed, however, the CRA shall consider factors including, but not limited to, the number of applications received for the same period of time, number of banner locations requested by each applicant, banner installation history, and proximity of banners to event site or venue, to determine the number of poles allowed per applicant.

Approval Process

The banner design must be approved by the Community Redevelopment Agency (CRA) prior to placement. The Executive Director or the Executive Director’s designee will review and approve the banner design. If an application is denied, the applicant may request the CRA to review the denial. The CRA shall then have the option to uphold the denial or to approve the application, with or without modifications. An applicant can expect notification of the initial decision on the application within three (3) to five (5) business days of submittal. Applicants are strongly encouraged **not** to have banners produced prior to approval.

Please mail the attached application, and proof of non-profit or not-for-profit status to:

Cape Coral Community Redevelopment Agency
4816 Chester Street
Cape Coral, FL 33904

APPLICATION FOR SOUTH CAPE BANNER INSTALLATION

Applicant / Organization: _____

Address: _____

Contact Person: _____ Phone: _____

Email Address: _____

Purpose of Banners: _____

Number of Banners: _____

Dates Requested: _____

Date of Removal: _____

*Please note: banner installation is contingent on the schedules of City facilities staff. It is reasonable to expect banners installed within a 5-day period surrounding the target installation date.

Total Cost: _____

Balance Due before Installation: _____

All banner designs must be approved by the Community Redevelopment Agency prior to final application approval. Approved banners must be dropped off at the CRA office located at 4816 Chester Street, no less than five days prior to the scheduled date of installation. **The installation fee shall be due when banners are dropped off. Payment should be made to the City of Cape Coral.**

The Cape Coral Community Redevelopment Agency and the City of Cape Coral will not be responsible for lost, stolen, or damaged banners and reserve the right to refuse any banner deemed unfit for installation.

The Cape Coral Community Redevelopment Agency and the City of Cape Coral will not be responsible for storing banners. Applicants are to retrieve their banners within 3 business days of take down.

I have read and understand the South Cape CRA Street Banner Program policy.

Authorized Representative

Date

Cape Coral Community Redevelopment Agency
4816 Chester Street
Cape Coral, FL 33904
Phone: (239) 242-3737

RESOLUTION 107 - 19

A RESOLUTION OF THE CITY OF CAPE CORAL TO WAIVE THE \$40 FEE FOR THE INSTALLATION AND REMOVAL OF BANNERS AS SET FORTH IN THE SOUTH CAPE STREET BANNER PROGRAM FOR A PERIOD OF ONE YEAR; PROVIDING AN EFFECTIVE DATE.

WHEREAS, on April 27, 2015, City Council approved the South Cape Street Banner Program which allowed banners to be placed on available decorative street light poles; and

WHEREAS, the banner program was created by the Community Redevelopment Agency to identify the area known as "South Cape", to add color and vitality to streetscapes, and to publicize events and promote programs; and

WHEREAS, a fee was established to cover expenses directly related to the program such as installation of banners, removal of banners, repairs, or purchase of replacement parts; and

WHEREAS, on October 15, 2018, City Council adopted Resolution 222-18 which reduced the fee from \$80 for installation and removal of a banner to \$40; and

WHEREAS, the City Manager is now requesting that the banner fees be waived for a period of one year.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF CAPE CORAL, FLORIDA, AS FOLLOWS:

Section 1. The City Council of the City of Cape Coral hereby approves the waiver of the \$40 fee for the installation and removal of a banner as set forth in the "South Cape Street Banner Program" for a period of one year.

Section 2. During the one year period, the City will reimburse the Community Redevelopment Agency for any waived fees up to \$5,000.

Section 2. This Resolution shall take effect immediately upon its adoption.

ADOPTED BY THE CITY COUNCIL OF THE CITY OF CAPE CORAL AT ITS REGULAR COUNCIL SESSION THIS 13th DAY OF May, 2019.


JOE COVIELLO, MAYOR

VOTE OF MAYOR AND COUNCILMEMBERS:

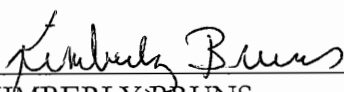
COVIELLO
GUNTER
CARIOSCIA
STOUT

aye
aye
aye
aye

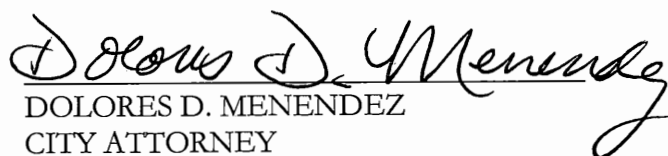
NELSON
STOKES
WILLIAMS
COSDEN

absent
aye
excused
aye

ATTESTED TO AND FILED IN MY OFFICE THIS 30th DAY OF May, 2019.


KIMBERLY BRUNS
CITY CLERK

APPROVED AS TO FORM:


DOLORES D. MENENDEZ
CITY ATTORNEY
res/CRA Banners-waive fee

Item Number: 8.D.	
Meeting	3/3/2020
Date:	
Item Type:	BUSINESS

AGENDA REQUEST FORM



Community Redevelopment Agency

TITLE:

Banner Bracket Estimates for SE 47th Terrace

SUMMARY:

This is an approved line item in the budget, staff is seeking approval to proceed with banner bracket purchase for the street light poles on SE 47th Terrace.

ADDITIONAL INFORMATION:

ATTACHMENTS:

Description	Type
▢ Banner Bracket & Streetlight PowerPoint	Backup Material

Banner Brackets



Banner Brackets

Estimate for 47th
Terrace

Budget = \$24,600

Quote 1 of 3
82 Sets of 2 Brackets @
\$191 each

Total Cost = \$15,662

Street Lights on Lafayette Street

- Currently 3 different light poles and fixtures in CRA
- Staff seeking pole selection to be installed on Lafayette Street between Cape Coral Street and Vincennes Blvd.
- 4 existing lights at east end of Lafayette Street are LCEC owned and maintained
- If different light poles are selected for Lafayette Street will 4 existing poles remain or will they be removed and replaced with new style?
- LCEC will not exchange poles so there will be additional cost associated with replacements



47th Terrace Light Pole

Cost per Pole = \$6,575

17 poles = \$111,775



Cape Coral Pkwy. Light Pole

Cost per pole = \$4,100

17 poles = \$69,700



Lafayette Street Light Pole

Cost per pole = \$4,030

13 poles = \$52,390