



## **AGENDA**

### **COMMUNITY REDEVELOPMENT AGENCY**

September 25, 2018

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. June 5, 2018 Regular Meeting

**6. PUBLIC INPUT**

**7. ORDER OF UNFINISHED BUSINESS**

A. SE 47th Terrace Streetscape - Update

**8. ORDER OF NEW BUSINESS**

A. Amendment to South Cape Banner Program

B. FY 2019 Work Plan

**9. REPORTS**

**10. COMMENTS**

**11. TIME AND PLACE OF NEXT MEETING**

A. Tuesday, October 2, 2018 at 3:00 PM at 4816 Chester Street

**12. MOTION TO ADJOURN**

Item Number:	5.A.
Meeting Date:	9/25/2018
Item Type:	APPROVAL OF MINUTES

## AGENDA REQUEST FORM



### TITLE:

June 5, 2018 Regular Meeting

### SUMMARY:

**MINUTES OF THE REGULAR MEETING OF THE  
CAPE CORAL COMMUNITY REDEVELOPMENT AGENCY  
TUESDAY, JUNE 5, 2018**

### ADDITIONAL INFORMATION:

#### Action Required

***A motion to approve the minutes of the June 5, 2018 regular meeting***

### ATTACHMENTS:

Description	Type
▢ Minutes - June 5, 2018 Regular Meeting	Backup Material

**MINUTES OF THE REGULAR MEETING OF THE  
CAPE CORAL COMMUNITY REDEVELOPMENT AGENCY  
TUESDAY, JUNE 5, 2018**

**4816 Chester Street**

**3:00 PM**

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

Roll Call: Commissioners Lomonaco, Biondi, Gebhard, Keim, and St. Peter were present.

**ADOPTION OF AGENDA**

***Commissioner Keim moved, seconded by Commissioner St. Peter to adopt the agenda as amended.***

***Voice Poll: All “ayes” 5-0 Motion carried.***

**APPROVAL OF MINUTES  
May 1, 2018 Regular Meeting**

***Commissioner St. Peter moved, seconded by Commissioner Gebhard to approve the minutes of the May 1, 2018 Regular Meeting as presented.***

***Voice Poll: All “ayes” 5-0 Motion carried.***

**PUBLIC INPUT**

Kevin McNamara of 239 Style magazine discussed the creation of a map for the South Cape to promote the dining and entertainment district.

**ORDER OF UNFINISHED BUSINESS  
NONE**

**ORDER OF BUSINESS  
Adopt Resolution 2-2019, FY 2019 Budget**

CRA Treasurer Bateman review the FY 2018-2020 Proposed Budget.

Discussion held.

***Commissioner Keim moved, seconded by Commissioner Gebhard to adopt Resolution 2-2018, FY 2019 budget.***

***Commissioner polled as follows: Biondi, Gebhard, Keim, Lomonaco, and St. Peter voted “Aye.” 5-0 Motion carried.***

### **Amended CRA Bylaws**

CRA Coordinator Hall stated because of the changes in governance the bylaws needed to be updated.

***Commissioner Biondi moved, seconded by Commissioner Gebhard to approve the Amended CRA Bylaws as presented.***

***Commissioner polled as follows: Biondi, Gebhard, Keim, Lomonaco, and St. Peter voted "Aye." 5-0 Motion carried.***

### **Proposed SE 47<sup>TH</sup> Terrace CPH Landscaping Plans**

Design and Construction Manager Smith reviewed the proposed SE 47<sup>th</sup> Terrace Landscape plans designed by cph.

Maxwell Spann Director of Landscape Architecture, cph discussed the pertinence of the underground structures, the root structure of the selected plants and the planting location selected. He reviewed the design plans.

Discussion held.

### **REPORTS**

CRA Coordinator Hall stated the Florida Redevelopment Association Annual Conference will be held in Fort Myers on October 24 to 26, 2018.

### **COMMENTS**

Commissioner Keim - No comment

Vice Chair Biondi - No comment

Commissioner St. Peter - No comment

Commissioner Gebhard - No comment

Chair Lomonaco discussed having the CRA host a monthly or quarterly South Cape business chat.

Commissioner Keim stated the attendance by South Cape businesses was very low at the monthly SCHEA general meetings.

Commissioner Biondi suggested a South Cape biz chat.

Executive Director Szerlag suggested having Dana Brunett host a biz chat in South Cape.

Chair Lomonaco asked if the streetscape project was on scheduled.

Design and Construction Manager Smith stated another crew was added to supplement the utility crew presently on the project.

Executive Director Szerlag stated December 25, 2018 was still the target date for completion of the streetscape project.

#### **TIME AND PLACE OF NEXT MEETING**

Chair Lomonaco stated she would like not to have a meeting in July.

***Commissioner Keim moved, seconded by Commissioner St. Peter to cancel the July 3, 2018 CRA Regular Meeting because of lack of business.***

***Voice Poll: All “ayes” 5-0 Motion carried.***

The next regular meeting was scheduled for Tuesday, August 7, 2018, at 3:00 p.m. at 4816 Chester Street.

#### **MOTION TO ADJOURN**

There being no further business, the meeting adjourned at 4:28 p.m.

Submitted by,

John Szerlag  
CRA Executive Director

<b>Item Number: 8.A.</b>	
<b>Meeting</b>	<b>9/25/2018</b>
<b>Date:</b>	
<b>Item Type:</b>	<b>BUSINESS</b>

## AGENDA REQUEST FORM



*Community Redevelopment Agency*

### **TITLE:**

Amendment to South Cape Banner Program

### **SUMMARY:**

The attached program adopted by the City and CRA adopted in 2015, allows non-profits and not-for-profits located in the South Cape to place banners on the decorative street light poles. The purpose of the program is to foster interest and promote the community redevelopment area. As a best practice, staff continues to review the program and related processes to ensure the program's success. Recently, the City Facilities staff determined the current cost to install and remove the banners can be reduced by \$40. The reduced price still allows the city to complete the service and remain cost neutral.

### Background

Since the inception of the South Cape Street Banner Program, the charge to Facilities has been to install and remove each banner at no cost to the city. Initially, staff's cost to install and remove the banners was \$80 per pole. They recently reexamined the process and conducted a cost analysis. It was determined the cost to install and remove each banner is \$40 per pole.

Reducing the cost is not the only changes staff has recommended over the last few years. In October 2016, the CRA Board voted 7-0 to amend the program with two changes. The first change removed the limit on the number of poles that can be reserved. The second gave the Executive Director or designee authorization to extend the amount of time an applicant's banners can be displayed on the poles. These two changes in addition to the recommended fee reduction will benefit the users and encourage others to participate.

Should the Board approve the changes, a resolution will be placed on Council's agenda for adoption.

Staff recommends the fee reduction for the banner installation and removal. The new fee will be \$40.

### **ADDITIONAL INFORMATION:**

Motion to approve fee reduction to \$40. for the banner installation and removal.

### **ATTACHMENTS:**

<b>Description</b>	<b>Type</b>
□ Memo- Amend South Cape Banner Program	Backup Material



## MEMORANDUM

### **SOUTH CAPE COMMUNITY REDEVELOPMENT AGENCY**

TO: Community Redevelopment Agency Board of Commissioners

FROM: John Szerlag, CRA Executive Director   
Terri Hall, CRA Coordinator 

DATE: August 31, 2018

SUBJECT: South Cape Banner Program  
September 25, 2018 Agenda Item

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#### Executive Summary

The South Cape Banner Program, adopted by the CRA and City in 2015, allows non-profits and not-for-profits located in the South Cape to place banners on the decorative street light poles. The purpose of the program is to foster interest and promote the community redevelopment area. As a best practice, staff continues to review the program and related processes to ensure the program's success. Recently, the City Facilities staff determined the current cost to install and remove the banners can be reduced by \$40. The reduced price still allows the city to complete the service and remain cost neutral.

#### Background

Since the inception of the South Cape Street Banner Program, Facilities has worked to install and remove each banner at no cost to the city. Staff's initial assessment to install and remove the banners was \$80 per pole. They recently reevaluated the process and can complete the work for \$40 per pole.

Reducing the cost is not the only changes staff has recommended over the last few years. In October 2016, the CRA Board voted 7-0 to amend the program with two changes. The first change removed the limit on the number of poles that can be reserved. The second gave the Executive Director or designee authorization to extend the amount of time an applicant's banners can be displayed on the poles. These two changes in addition to the recommended fee reduction will benefit the users and encourage others to participate.

Should the Board approve the changes, a resolution will be place on Council's next available agenda for adoption.

#### Recommendation

Staff is requesting approval to reduce the banner installation and removal fee to \$40.

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C: Paul Clinghan, Public Works Director  
Mark Ridenour, Facilities Manager



## 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 ~~\$80~~ \$40 per pole.

## ***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  
Phone: (239) 242-3737

## APPLICATION FOR SOUTH CAPE BANNER INSTALLATION

Applicant / Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Purpose of Banners: \_\_\_\_\_

Number of Banners: \_\_\_\_\_

Preferred Locations (use pole numbers as identified on the attached map)

Pole #'s \_\_\_\_\_

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.

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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

<b>Item Number: 8.B.</b>	
<b>Meeting</b>	<b>9/25/2018</b>
<b>Date:</b>	
<b>Item Type:</b>	<b>BUSINESS</b>

## AGENDA REQUEST FORM



*Community Redevelopment Agency*

### **TITLE:**

FY 2019 Work Plan

### **SUMMARY:**

#### **PURPOSE**

The CRA Redevelopment Plan requires the Board of Commissioners to approve an annual work program that sets priorities for the following fiscal year. Attached for your consideration is the Agency's proposed FY 2019 Annual Work Plan.

### **OVERVIEW**

The proposed FY 2019 Annual Work Plan continues to support the Agency's business model that underscores the importance of investing in infrastructure for future development and redevelopment. The projects and programs undertaken by the CRA are a product of the Agency's overall redevelopment approach as identified in the Agency's Redevelopment Plan and Vision Plan.

These projects and programs are designed to solve underlying problems which have a blighting influence on the Community Redevelopment Area, satisfy basic needs of the community and/or take advantage of opportunities for economic, social or aesthetic improvement.

The attached work plan is updated and includes recommendations for new objectives. It is aligned with the CRA's adopted budget for Fiscal Year 2019 and provides a description of the major projects and initiatives that are to be addressed during the next fiscal year. For transparency, the Work Plan identifies strategic plan elements, corresponding budget information, and the related sections of the Redevelopment Plan.

### **ADDITIONAL INFORMATION:**

Staff recommends approval of the FY 2019 Annual Work Plan as presented.

### **ATTACHMENTS:**

<b>Description</b>	<b>Type</b>
▢ FY 2019 Work Plan	Backup Material

## FY 2019 WORK PLAN

**ELEMENT A: INVEST IN THE SOUTH CAPE'S INFRASTRUCTURE TO ENHANCE THE REDEVELOPMENT AREA'S ABILITY TO MEET THE NEEDS OF ITS CURRENT AND FUTURE BUSINESS AND PROPERTY OWNERS.**

**Priority GOAL 1: Implement infrastructure projects to enhance the image and eliminate blight in the South Cape.**

Objective A.1.a	FY 2018	% Comp	FY 2019 Proposed	FY 2020 Proposed	FY 2021 Proposed
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Continue Streetscaping efforts in the Club Square and Entertainment Sub Districts	Under Construction	80%	Complete	N/A	N/A
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Social Indicator: Social offerings/Basic Services/Aesthetics/Economy/Safety

Performance Outcome: Completion of project within the next 3 years

FY 2018 Proposed Budget: \$3,695,932 (\$2,200,000 already approved by Resolution 3-16)

FY 2019 Debt Service Dedicated \$1,802,173

Account: Capital

Redevelopment Plan: 4.2

Resource: Public Works

**Current Status: IN PROGRESS - Interlocal with City adopted. Board approved moving forward with design on August 22, 2016. Estimated completion of project December 2018.**

Objective A.1.b	FY 2018	% Comp	FY 2019 Proposed	FY 2020 Proposed	FY 2021 Proposed
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In priority areas encourage through incentives development, acquisition, or reuse of those properties, which, by virtue of their location, condition, or value no longer function at their highest potential economic use, are blighting influences or have a negative effect on revitalization efforts. Incentives pertaining to demolition, irrigation challenges, parking, flood proofing, architectural enhancements, stormwater or others that address objectives in the Redevelopment Plan should be considered.	Deferred	10%	Deferred	Identify and propose tools such as incentives to attract high-quality companies which will promote revitalization and economic development.	Evaluate Program & Adjust Accordingly
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Social Indicator: Economy/Aesthetics

Performance Outcome: Increase in value of projects completed

FY 2018 Budget: \$30,000

FY 2019 Budget: Unfunded

Account: Operating

Redevelopment Plan: 3.2

Resource: Economic Development

**Current Status: Unfunded - Defer to 2020**

## FY 2019 WORK PLAN

Objective A.1.c - Consolidated with Streetscape Project	FY 2018	% Comp	FY 2019 Proposed	FY 2020 Proposed	FY 2021 Proposed
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Provide enhancements/ improvements at Club Square

Complete design of improvements to include:  
 dumpster enclosures,  
 landscaping, curbing,  
 walkways, lighting, drainage,  
 striping, pavers and  
 permitting

50%

Complete

Complete

N/A

Social Indicator: Aesthetics/Social

Performance Outcome: Improvement in the community's competitive position

FY 2018 Budget: \$175,000 carry over from FY 2016 & 2017

FY 2019 Consolidated with Streetscape Project

Account: Capital

Redevelopment Plan: 4.3.2

Resource: Public Works

**Current Status:** Design Completed. Board approved project. To be completed by December 2018.

### ELEMENT B: FOSTER DEVELOPMENTS AND ACTIVITIES THAT PROVIDE OPPORTUNITIES TO CREATE A UNIQUE DESTINATION AREA AND DYNAMIC URBAN ENVIRONMENT THAT ATTRACTS AND RETAINS

**Priority GOAL 2:** Work with the City and County as appropriate to establish and improve parks, open-space, beautification efforts to create an identifiable character for the Redevelopment Area that will reflect a pleasant appealing atmosphere for working, shopping, visiting, and residing.

Objective B.2.a	FY 2018	% Comp	FY 2019 Proposed	FY 2020 Proposed	FY 2021 Proposed
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Provide median landscaping and lighting improvements on Cape Coral Parkway to improve the pedestrian experience and attract restaurants and other entertainment venues

Install median lighting improvements

99%

Approve maintenance contract with outside company

Manage maintenance contract

Manage maintenance contract

Social Indicator: Aesthetics/Social

Performance Outcome: Community satisfaction with efforts to enhance the area

FY 2018 Budget: \$30,000

FY 2019 Budget: \$30,000

Account: Capital

Redevelopment Plan: 4.3.5

Resource: Public Works

**Current Status:** RFP for lighting maintenance completed. Proposals to be reviewed by staff and brought back to Commissioners at future meeting.



## FY 2019 WORK PLAN

Objective B.2.b	FY 2018	% Comp	FY 2019 Proposed	FY 2020 Proposed	FY 2021 Proposed
Develop a plan to create “sense of place” in other CRA districts.	Evaluate Mid-Year	40%	Evaluate Mid-Year	Evaluate Mid-Year	Identify other priority projects and locations if funding available

Social Indicator: Aesthetics

Performance Outcome: % of Annual TIF Revenue Spent on Infrastructure Improvements identified in the Vision Plan

FY 2018 Budget: Consolidated

FY 2019 Budget: Consolidated

Account: N/A

Redevelopment Plan: 4.1

Resources: Relative Staff Accordingly

**Current Status:** IN PROGRESS - topic to be discussed at future Board meeting and as part of the amended redevelopment plan process.

Objective B.2.c	FY 2018	% Comp	FY 2019 Proposed	FY 2020 Proposed	FY 2021 Proposed
Participate with City to develop a uniform dumpster policy for the CRA	Develop Policy	20%	Finalize Policy	City adopts the CRA’s recommended policy & implements educational campaign to ensure compliance with Club Square stakeholders	Put program in place for other city parking lots located in the South Cape

Social Indicator: Aesthetics

Performance Outcome: Participant Satisfaction with the Public Policy

FY 2018 Budget: Consolidated

FY 2019 Budget: Consolidated

Account: N/A

Redevelopment Plan: 4.1

Resources: Relative Staff Accordingly

**Current Status:** IN PROGRESS - Once Club Square is completed, City will reengage

## FY 2019 WORK PLAN

Objective B.2.d	FY 2018	% Comp	FY 2019 Proposed	FY 2020 Proposed	FY 2021 Proposed
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Identify strategies to encourage commercial opportunities within the district in efforts to decrease the gap in the market	Identify strategies to bring in more retail	10%	Present plan, identify future actions and timeline to implement	Measure Result and Adjust Accordingly	Measure Result and Adjust Accordingly
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Social Indicator: Economic

Performance Outcome: Improvement in the community's competitive position

Budget: Consolidated

Account: N/A

Redevelopment Plan: 4.10

Resource: Economic Development

**Current Status:** IN PROGRESS - Staff is working with local & regional Economic Development Offices, SCHEA, and other organizations on a joint approach to encourage retail.

Objective B.2.e	FY 2018	% Comp	FY 2019 Proposed	FY 2020 Proposed	FY 2021 Proposed
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Provide staff services to meet with businesses, assist with meetings, events, social media, research and other administrative matters as needed	The Agency's objectives meet the expectations of the community	N/A	The Agency's objectives meet the expectations of the community	The Agency's objectives meet the expectations of the community	The Agency's objectives meet the expectations of the community
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Social Indicator: Leadership/Education

Performance Outcome: Improvement in the community's competitive position

FY 2018 Budget: NTE \$100,000 for services provided by City staff

Account: Operating

Redevelopment Plan: 8.6

Resources: Staff

**Current Status:** ONGOING - Staff continues to provide management functions.

## FY 2019 WORK PLAN

Objective B.2.f	FY 2018	% Comp	FY 2019 Proposed	FY 2020 Proposed	FY 2021 Proposed
Bring Cultural and Art Activities and Events to the South Cape	Identify 2 projects and alternate funding source	20%	Identify 2 new project and alternate funding source	Identify 2 new project and alternate funding source	Identify 2 new project and alternate funding source

Social Indicator: Aesthetics/Education

Performance Outcome: Optimize opportunities to create a destination area

FY 2018 Budget: Consolidated

FY 2019 Budget: Consolidated

Account: N/A

Redevelopment Plan: 4.2

Resources: Relative Staff Accordingly

**Current Status:** IN PROGRESS - Currently partnering with the Art League to promote art in South Cape.

Objective B.2.g	FY 2018	% Comp	FY 2019 Proposed	FY 2020 Proposed	FY 2021 Proposed
Service and maintain the waste receptacles and benches owned by the CRA	Maintain 50% of Inventory	100%	Maintain 50% of Inventory	Maintain 50% of Inventory	Maintain 50% of Inventory

Social Indicator: Aesthetics

Performance Outcome: Community satisfaction with efforts to enhance the area

FY 2018 Budget: \$7,500 (Reoccurring)

FY 2019 Budget: \$7,500 (Reoccurring)

Account: Operating

Redevelopment Plan: 4.2

Resources: Public Works

**Current Status:** Reoccurring

## FY 2019 WORK PLAN

Objective B.2.h	FY 2018	% Comp	FY 2019 Proposed	FY 2020 Proposed	FY 2021 Proposed
Begin an annual replacement program for holiday lights and decorations	Complete inventory and implement annual replacement plan	100%	Complete inventory and implement annual replacement plan	Complete inventory and implement annual replacement plan	Complete inventory and implement annual replacement plan

Social Indicator: Social Offerings

Performance Outcome: Community satisfaction with efforts to enhance the area

FY 2018 Budget: \$15,000 (Reoccurring)

FY 2019 Budget: \$15,000 (Reoccurring)

Account: Operating

Redevelopment Plan: 4.2

Resources: Public Works

**Current Status:** Reoccurring

### ELEMENT C: PROMOTE THE REVITALIZATION AND ECONOMIC DEVELOPMENT IN THE REDEVELOPMENT AREA.

**Priority GOAL3:** Increase development and redevelopment within the CRA by addressing identified challenges in priority areas.

Objective C.3.a	FY 2018	% Comp	FY 2019 Proposed	FY 2020 Proposed	FY 2021 Proposed
Develop an approach to address challenges associated with building elevations and the Coastal High Hazard mandates	Implement recommendations	100%	Implement recommendations	Implement recommendations	Implement recommendations

Social Indicator: Economy/Safety

Performance Outcome: Improvement in the community's competitive position

FY 2018 Budget: Consolidated

FY 2019 Budget: Consolidated

Account: N/A

Redevelopment Plan: 4.6

Resources: DCD Staff

**Current Status:** REOCCURRING - Recommendations include education, grant and legislative changes

## FY 2019 WORK PLAN

Objective C.3.b	FY 2018	% Comp	FY 2019 Proposed	FY 2020 Proposed	FY 2021 Proposed
Review and recommend land use, zoning regulations and architectural standards to promote revitalization, economic development and enhance image	Update LUDR's	90%	Council adopt LUDR's	Implement	N/A

Social Indicator: Leadership

Performance Outcome: Improvement in the community's competitive position

FY 2018 Budget: Consolidated

FY 2019 Budget: Consolidated

Account: N/A

Redevelopment Plan: 8

Resources: DCD Staff

**Current Status: IN PROGRESS - Staff is compiling recommended changes and will address them as part of the changes in the LUDR rewrites.**

Objective C.3.c	FY 2018	% Comp	FY 2019 Proposed	FY 2020 Proposed	FY 2021 Proposed
Establish or maintain effective relationships with business operators in an effort to retain business.	Improve our service approach for new and existing customers by increasing our outreach efforts	50%	Improve our service approach for new and existing customers by increasing our outreach efforts	Improve our service approach for new and existing customers by increasing our outreach efforts	Improve our service approach for new and existing customers by increasing our outreach efforts

Social Indicator: Economic

Performance Outcome: Improvement in the community's competitive position

FY 2018 Budget: Consolidated

FY 2019 Budget: Consolidated

Account: Operating

Redevelopment Plan: 8.6

Resource: CRA Staff

**Current Status: ONGOING - Staff meets with a minimum of 2 business owners weekly. Increasing minimum to 4 visits weekly. Staff to host informational workshop sessions, partnering with Police on public**

## FY 2019 WORK PLAN

Objective C.3.d	FY 2018	% Comp	FY 2019 Proposed	FY 2020 Proposed	FY 2021 Proposed
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Support development of affordable/workforce housing within the CRA.	Meet with potential developers regarding incorporating workforce units in mixed use projects.		Continue to working with developers regarding incorporating workforce units in mixed use projects.	Continue to working with developers regarding incorporating workforce units in mixed use projects.	Continue to working with developers regarding incorporating workforce units in mixed use projects.
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Social Indicator: Social/Economic

Performance Outcome: Seek to provide assistance for the acquisition and development of workforce/affordable and mixed-income multi-family properties.

FY 2018 Budget: Consolidated

FY 2019 Budget: Consolidated

Account: N/A

Redevelopment Plan: 3.3

Resource: DCD

**Current Status:** Reoccurring - Working with regional partners to identify training opportunities for specialized workforce.

Objective C.3.e	FY 2018	% Comp	FY 2019 Proposed	FY 2020 Proposed	FY 2021 Proposed
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Update the Redevelopment Plan	Review the Redevelopment Plan and amend accordingly (Best Practice)		Amend plan and adopt	N/A	N/A
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Social Indicator: Leadership

Performance Outcome: Reaffirm or adjust the Agency's short and long-term goals

FY 2018 Budget: Consolidated

FY 2019 Budget: Request to outsource is under review

Account: N/A

Redevelopment Plan: 3

Resource: DCD

**Current Status:** In process - Redevelopment Plan to be updated and adopted in FY 2019 because of change in governance in addition to other items.

## FY 2019 WORK PLAN

### FUTURE

Objective: Possible Future TIF Project	FY 2018	% Comp	FY 2019 Proposed	FY 2020 Proposed	FY 2021 Proposed
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Provide additional parking for the needs of the current and future business and property owners.

N/A

N/A

N/A

N/A

Complete a study for a parking structure

Social Indicator: Economy/Safety

Performance Outcome: Improvement in the community's competitive position

FY 2020 Budget: \$150,000 ESTIMATED

FY 2022 Budget: \$350,000 ESTIMATED

Account: N/A

Redevelopment Plan: 4.6

Resources: DCD Staff

Current Status: Item to be moved to future projects

Objective: Possible Future TIF Project	FY 2018 Proposed	% Comp	FY 2019 Proposed	FY 2020 Proposed	FY 2021 Proposed
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Provide improvements to Iguana Mia Parking Lot

N/A

N/A

N/A

N/A

Design and Construction of improvements to include: paver enhancements, drainage, paving, striping curbing, water management, mobilization, landscaping, irrigation, dumpster enclosures and permitting

Social Indicator: Aesthetics/Social

Performance Outcome: Protect the substantial community investment in its infrastructure

FY 2019 Budget: \$0

FY 2020 Budget: \$0

Account: Capital

Redevelopment Plan: 4.3.2

Resource: Public Works

Current Status: Item to be moved to future projects

## FY 2019 WORK PLAN

Objective: Possible Future TIF Project	FY 2018	% Comp	FY 2019 Proposed	FY 2020 Proposed	FY 2021 Proposed
Provide improvements to Big John Parking Lot Phase II	N/A	N/A	N/A	N/A	Design and Construction of improvements to include: paver enhancements, drainage, paving, striping curbing, water management, mobilization, landscaping, irrigation, dumpster enclosures and permitting
Social Indicator: Aesthetics/Social  Performance Outcome: Protect the substantial community investment in its infrastructure  FY 2018 & 2019 Budget: \$0 FY 2020 Budget: \$1,045,000.  Account: Capital  Redevelopment Plan: 4.3.2 Resource: Public Works					
<b>Current Status:</b> Supplementals were not adopted during budget discussion. This project is on work plan for discussion at later date.					