



COMMUNITY REDEVELOPMENT AGENCY

AGENDA

Tuesday, October 21, 2014, 6:00 P.M.
City Commission Chambers, Deerfield Beach City Hall

CALL TO ORDER AND ROLL CALL

APPROVAL OF MINUTES*

August 26, 2014

APPROVAL OF THE AGENDA*

GENERAL ITEMS

1. Request for approval of staff recommendation regarding public art process for Sullivan Park and the submittal of a grant application for the Community Foundation of Broward's Art of Community program*
2. Request for direction regarding Sullivan Park furniture*
3. Resolution to approve CRA Plan Amendment regarding plan updates*
4. Resolution to approve FY 15 CRA Budget Amendment*
5. Resolution to approve scope of services with Go-Tilt Construction Inc. for artistic sign fabrication*

BOARD/ADMINISTRATION COMMENTS

Expense report, pursuant to CRA Resolution 2011-011
CRA community policing report

PUBLIC INPUT

ADJOURN

* Indicates an Action Item

Next Meeting: Tuesday, November 12, 2014, 6:30 PM unless otherwise determined

REQUESTED ACTION:

Direction regarding Community Foundation of Broward Art of Community grant application and establishment of an online crowdfunding account.

SUMMARY EXPLANATION/BACKGROUND:

The City and the Community Redevelopment Agency have been working collaboratively on the redevelopment of Sullivan Park. This project has been planned and designed through a publicly lead and highly supported process. During the master planning and full design process, the public has repeatedly indicated a strong desire to incorporate public art into the park project.

Staff has identified the Community Foundation of Broward's Art of Community as a funding source and approach that is a good match for the project. The program awards grants of \$5,000-\$100,000 to support innovative civic engagement projects that utilize the arts to address issues of public concern. The process is meant to bond people to each other and their community regardless of ethnicity, gender, orientation or age. Since Sullivan Park is intended to be a park for the entire community's enjoyment efforts to connect residents to the park through design and using art as an interpretive tool will further ensure the park's positive impact on the community and its economic growth through patrons' activity. A program summary is attached.

To pursue funding for this project, the City of Deerfield Beach would act as lead agency. The City would invite Deerfield Beach residents to participate in the project. This group of residents would solicit letters of interest from local artists. At the same time, the group would invite other agencies to participate. This may be an area for service organizations such as Rotary, Kiwanis, The Women's Club or the Historical Society, for example to collaborate and support the project. Together, residents, the preferred artist and community groups identify the issue or area of focus (history, environmental issues, eco-tourism) that will be addressed through the project.

The program requires that a social media presence be established to keep stakeholders in the loop. An additional requirement is the creation of an online crowdfunding account. This online fundraising account will be collect donations to the project. A link to power2give.org is attached to this item to familiarize the board with how online crowdfunding works. These donations, in turn, will be used for the required project match. The program will match funds up to \$100,000. Soliciting donations helps encourage community 'buy-in' emotionally and financially.

After project completion the online social media presence may transform into event or destination marketing and provide ongoing communications about the project with periodic updates that keep the community tied to the project for the long term.

DEERFIELD BEACH
COMMUNITY REDEVELOPMENT AGENCY

Agenda Item 1
Tuesday, October 21, 2014

The City Commission will be asked to

- 1) Act as the lead agency for the project application
- 2) Authorize the establishment of an online crowdfunding account
- 3) Approve of the process proposed for the project and
- 4) Authorize the submittal of an application for funding.

There is no fiscal impact of this item at this time. However, the CRA Board may want to match private donations made through the crowdfunding account. For example, if private donations equal \$25,000 and the CRA provides an equal match, the Art of Community grant would total \$50,000 for an overall project budget of \$100,000. If private donations equal \$50,000 and the CRA provides an equal match, Art of Community would grant \$100,000 for an overall project budget of \$200,000. Marketing the power of the CRA's match to fund a public art installation in Sullivan Park may result in more private donations and donations of greater value.

A companion agenda item will be heard by the City Commission at its October 21, 2014 regular meeting.

ATTACHMENTS:

1. **Art of Community Grant Summary and Application**
2. **Power2Give.org website**



Communities are not built with concrete and steel,
but by people who share a sense of ownership and pride in where they live.
These communities have residents with a strong sense of **civic-engagement**,
which prompts them to come together to solve community challenges.

With a population of 1.8 million people, Broward County is larger than 12 states. Our rich diversity of residents from different countries, different states, and different cultures contribute to fragmentation of our population and isolation of different groups within Broward's 1,200 square miles. Furthermore, with current trends of migration, sprawl, and increased mobility, many residents do not feel strongly connected to, or identify with, their communities. It is vital for the future of Broward to implement strategies to solidify individuals' connections to our county and to each other.

The Community Foundation of Broward seeks to bring diverse residents together through civic-engagement projects that use the arts to address community issues. To spark these new collaborations and promote civic-engagement the Community Foundation is issuing the...

Art of Community: The Engagement Challenge

The challenge seeks to award individual grants of \$5,000 to \$100,000 to support big, bold, innovative civic-engagement projects that utilize the arts to address issues of public concern.

Art of Community: The Engagement Challenge will:

1. **Connect residents to each other and their community** as they work on meaningful projects
2. **Impact issues of public concern** through collaborative civic-engagement projects using the arts
3. Demonstrate the **arts are essential** to community strengthening in Broward County

Why Civic Engagement?

Civic engagement projects provide a powerful community motive to bring people together. It can be defined as actions that identify and address public issues. Through civic engagement, Broward residents are empowered to be instruments of positive social change and develop stronger societal bonds as they work to make a difference in the civic life of our communities.

Why Art?

The Arts are a nonthreatening, interactive means to involve people in creating solutions to important issues. We believe:

- Art is a tool to stimulate critical thinking, communication, and creative problem solving
- Art has the power to bond people to each other and their community
- Art has the power to be utilized to address significant community concerns
- Art is a universal language that connects individuals regardless of ethnicity, gender, orientation or age

Why Connect Residents?

A report by the John S. and James L. Knight Foundation in partnership with Gallup showed “a significant connection exists between residents’ levels of emotional attachment to their community and its economic growth.” Shared meaningful experiences are an effective tool to connect people and create a sense of pride for, and attachment to, their community.

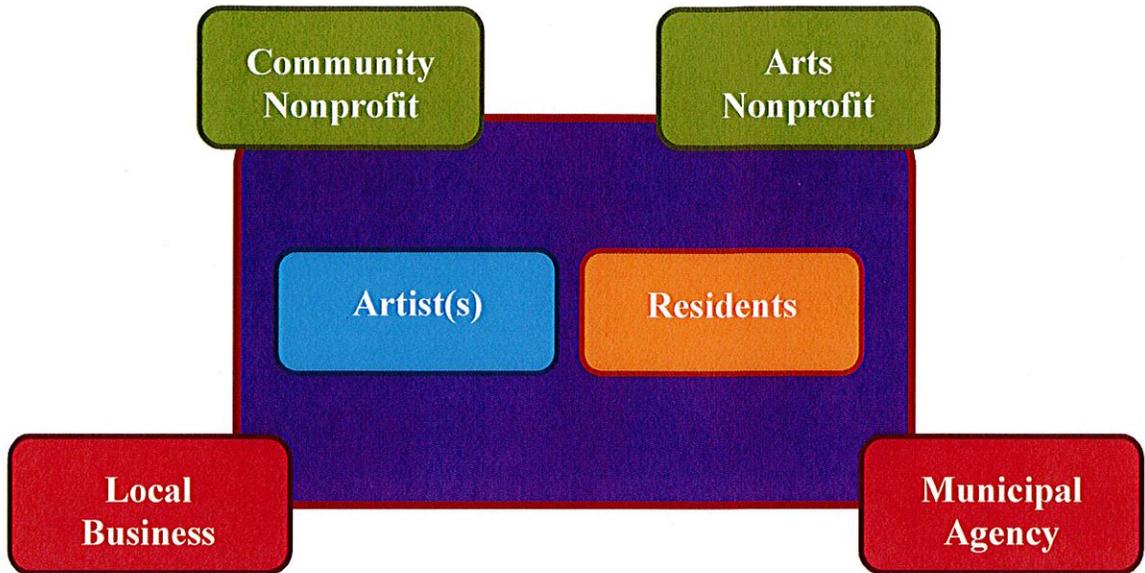
Art of Community: The Engagement Challenge looks to support civic engagement projects that:

- **Bring together culturally diverse Broward residents** (ethnicities, ages, backgrounds, etc.)
- Provide them with opportunities to work together to **achieve results on issues of public concern**
- **Use art as the tool** to address important issues

Project Criteria:

Projects must include the following criteria:

1. Provide a community **civic engagement** project that:
 - a. Is developed and implemented by a team called the **Art of Community Ensemble**. This **Ensemble** is made up of:
 - i. one Lead Agency,
 - ii. a group of Broward residents
 - iii. at least one professional artist
 - iv. two additional collaborating and/or supporting agencies (Preference is given to projects with agency cross sector and/or cross discipline collaborations)



- b. Provide a new opportunity for primarily adult residents to connect with one another for the first time and work together on a community concern. Residents should be involved in multiple ways including, but not limited to: project planning, implementation and promotion.
 - c. Addresses an important community issue
 - d. Create innovative, unique, and bold projects that use the arts to make an impact on issues of public concern.
2. Projects must present a new or expanded innovative initiative. Replication of an effective national model program in Broward is very welcome, but not required.
3. Provide an evaluation component to demonstrate results in the following areas:
 - a. Impact on the community issue addressed
 - b. Value of the arts as a tool to solve the issue addressed
2. The designated Lead Agency must demonstrate their **Ensemble** has acquired a 1:1 cash match.
 - a. 50% of the match must be secured by the start of the project
 - b. The second 50% of the match must be secured by the project mid-point
3. Projects should be designed to be fully executed in approximately 12-18 months from grant award.
4. Project should incorporate the following activities into the timeline attachment:
 - a. Early Planning: Empower the Ensemble to identify the issues, recommend solutions and collaborate on the artistic planning in the early stages of the project. The artist(s) must have sufficient time to collaborate and work with the community to determine the specific artistic activities to address the community issue.
 - b. Implementation: outline community gatherings and who is to be involved.

- c. Create a social media presence for regular postings of project updates. Social media can be a unique webpage, website, blog and/or facebook page.
- d. Utilize online crowdfunding through Power2Give.org/Broward at least once. Individual giving is the backbone of continuity into the future. These donations can be used for the required match.
- e. After the Project Completion. Continue to keep the memory and engagement of the community active for 24 months after completion. At a minimum, the social media presence will continue with periodic e-blasts about the project or participants. A goal of the Challenge is to create community relationships that remain strong.

Examples of projects that would not be considered:

1. Exhibits where community participants only view a project without design and/or production input
2. Events/projects that offer participants only a one-time opportunity to participate/engage (such as festivals)
3. A project that ONLY provides free tickets to an event
4. Fund-raising events, celebration functions
5. Existing projects that do not demonstrate significant project expansion
6. Projects that do not demonstrate effective or substantial impact on an important community issue
7. Projects in the Broward County Centennial that receive fiscal support from Broward County. The Community Foundation is supporting the Broward County Centennial.

How to Apply/Timeline:

1. Submit your proposal through PhilNet: Community Foundation of Broward's online grant application process by March 21, 2014.
2. Five to ten applicant finalists will be selected for an in-person committee presentation/interview the week of April 14, 2014.
3. Decisions will be announced in May 2014.
4. The grant award range is \$5,000 to \$100,000.
5. Grantees will report progress with Foundation staff throughout project

Resources

1. The Community Foundation maintains a blog for Art of Community projects in Broward and other examples from around the world.

[Click Here](#) to Visit the Art of Community blog.

2. **Imagine/ Define/Design: Planning and Designing Arts-Based Civic Engagement Projects** by [Barbara Schaffer Bacon](#) from Animating Democracy Tools from Americans for the Arts. This toolkit will help agencies and artists think through a plan for effective and meaningful arts-based civic engagement projects.

[Click here](#) to download the toolkit.

Definitions

Art is defined as cultural disciplines which include music, drama, dance, theater, literature, architecture, painting, sculpture, folk arts, photography, crafts and public media.

Agency encompasses nonprofits, for-profit corporations, government, local authorities, associations, or civic groups that serve Broward.

Civic Engagement is defined as actions designed to identify and address issues of public concern.

Community is defined as:

- a group of individuals or
- a specific location where Broward residents live, work, play, and interact with others

Collaboration requires organizations to:

- have a shared vision for the results
- have a stake in the issue addressed
- share the responsibility and accountability to achieve outcomes

Lead agency will serve as project leader and is responsible to:

- be accountable for all aspects of the project, i.e., submit the proposal, demonstrate match, etc....
- assume role of liaison between all collaborators and the Community Foundation
- be a 501 (c) (3) with audited financial statements or 990

Successful *Lead Agencies* should have direct ties to their Broward community, are aware of issues affecting Broward's residents, and have previously engaged in successful community building.

Residents should be culturally diverse (age, race, ethnicity, gender, etc...) adult members of a specific community who do not already work or gather together. They should have hands-on

Application Worksheet

Use this document to prepare your answers for the online application.

Information for Completing a Proposal

The agency applying for the Art of Community: The Engagement Challenge is considered the **Lead Agency**

- **Use this worksheet to:**
 - Guide you through the RFP
 - Spell and grammar check the proposal
 - Check your word counts prior to cutting and pasting. The online form has word limitations and will not allow the application to be submitted if any answers exceed the limits.
 - Cut and paste answers from this document onto the online version

To complete each online application, you will need to upload the following information at the end of the application:

1. ***Budget Bundle with all three tabs completed**
 - a. Project Budget tab
 - b. Project Budget Narrative tab
 - c. Organization Line Item Budget tab
2. ***Art of Community: The Engagement Challenge Project Timeline**
3. A copy of your IRS determination letter
4. Annual financial statement (independently audited; if not available, attach IRS Form 990). Include a copy of management letter.
5. A list of your Board Members with contact information and affiliations (this information will not be shared with other parties)
6. A letter of participation from each collaborating agency (and IRS determination letter if it is a 501 (c) (3))
7. Graphics depicting concept may also be uploaded.

*These are available from the [Help, Forms and Resources](#) link at the top of every PhilNet page.

Project Information

Each project is developed and implemented by a team called the **Art of Community Ensemble**.

This Ensemble is made up of:

1. one Lead Agency
2. a group of Broward residents
3. at least one professional artist
4. two additional collaborating agencies

Project Name 10 Words/50 Characters			
Project Summary 60 Words / 300 Characters			
Total Project Budget		Amount Requested	
Dates Project Begins		Dates Project Ends	
Project Stage <i>check one</i>	<input type="checkbox"/> New Project	<input type="checkbox"/> Project Expansion	

<p>Project Description</p> <p>In a simple, straightforward narrative describe the full project from beginning to end. Include answers to all the following questions: A) Where did the idea for the project come from? B) Why are these particular people and groups interested in the project? C) How and how often will people come together to discuss the issues and ideas with the artist? D) What activities will the artist and community do together? E) What will be the artistic results? How do you think the project will lead to future collaborations with the arts?</p> <p><i>Limit 500 words</i></p>
<p>Primary and Other Issues - Using the following labels and format as a model, briefly list the primary and secondary issues (if applicable) that the project will address: (A-Primary Issue) <i>state the primary issue project the will address</i>, (B-Other Issue) <i>state any secondary issue</i>, (C-Other Issue) <i>state another secondary issue if applicable, etc.</i> THEN, in a short statement describe why the primary issue is important to the residents. Describe how the community was involved in choosing this issue as well as any additional issues the community may address.</p> <p><i>Limit 300 words</i></p>
<p>Describe what success looks like; what will be different/changed because of this project? Think about what you would like a future newspaper article to say about the impact the project has made.</p> <p><i>Limit 200 words</i></p>

Art of Community Ensemble

Art of Community Ensemble Details

Answer the following about your Ensemble: A) City and neighborhood (if applicable) where project will take place; B) Names of groups in Ensemble; and C) Total number of people engaged in planning, development and implementation of your project. **THEN**, in a short statement describe the people participating and impacted by the project. Provide specific demographics on ethnicity, age and economics.

Limit 300 words

Describe how you hope the project will continue to impact the community in the future and your plan for keeping this particular plan alive in the mind of the community for 24 months after the project's completion.

Limit 200 words

Broward Residents

The resident component of the **Ensemble** should be a core group of culturally diverse adult residents who are engaged in the planning and implementing of the project (not organization staff or volunteers) and who are not already working together.

Primary and Other Resident Groups - Using the following labels, briefly list the primary and other resident groups working together on the project: (A-Primary Resident Group), (B-Other Resident Group), (C – Other Resident Group), etc. *Example: (A-Primary Resident Group) senior quilters in Broward.* **THEN**, answer the following: A) How do the residents currently connect to one another? B) What are the current strengths and weaknesses of the social structure of the residents? C) What activities of the project will utilize these strengths and overcome these weaknesses to build a stronger connection?

Limit 400 words

Collaborating Agencies

Successful collaboration requires organizations/individuals involved to:

- Have a shared vision for the results
- Have a stake in the community being convened
- Share the responsibility and accountability to achieve outcomes

All parties must utilize their strengths, grow from the experience, and share equally in celebrating the impact.

For each collaborating entity, you must include a letter of commitment to participate.

Collaborating Agencies - Using the following labels, provide agency names with staff location and primary services related for all agencies participating in the collaboration: (A-Collaborating Art Agency), (B-Collaborating Non-art Agency), (C- Other Collaborating Art Agency 2), etc. *Example: (B-Collaborating Non-art Agency) City of Plantation at Central Park Community Center to provide meeting space and coordinate participation of the cultural arts advisory board.* **THEN**, in a short statement describe the specific resources that the agencies will contribute. Describe any past experience any of the agencies have working together.

Limit 200 words

What agency is responsible for media relations and what agency is responsible for attracting participation? Describe the methods to be used including the required online social media presence for regular postings of project updates.

Limit 200 words

Art Forms

The Arts are a powerful tool to bring people together to create strong connections through shared experiences. They have the ability to inspire dialogue and action, and be a catalyst for change on important community issues.

The arts include personal expression such as music, dance, drama, theater, creative writing, literature, painting, sculpture, folk arts, photography, crafts, public art, media performances and architecture, to list a few.

- More than one artist may be used.
- Projects may use artists from outside South Florida.
- If using an artist outside of South Florida, their transportation expenses to Broward may not be expensed to Community Foundation's line items.

Art Forms - Using the following labels, list the art form(s) the project will use: (A-Principle Art Form), (B-Other Art Form), etc. **THEN**, in a short statement describe the art component of your project. Why did you choose this art form to address the issue you identified? How will the artist and residents dialogue about the community issue to articulate the specifics of the artistic project?

Limit 300 words

Artists

Professional artists can add insight and value to a project. Their community experiences and ability to spark creative problem solving provide valuable opportunities to inspire original solutions to community issues.

- More than one artist may be used.
- Projects may use artists from outside South Florida.
- If using an artist outside of South Florida, their transportation expenses to Broward may not be expensed to Community Foundation's line items.

Artists - Using the following labels, list the name, city and website of the artist(s) who will be part of your Ensemble: (A-Artist One), (B-Artist Two), etc. Example: (A-Artist One) Mary Smith, Pompano Beach, www.marysmithwatercolors.org.

THEN, in a short statement describe how the professional artist(s) add insight and value to the project. For each artist please identify:

- Their credentials
- Why they were chosen for this project
- Their experience engaging communities in artistic thinking and creation

Note: It is possible to apply for the grant without having yet identified an artist. Simply state "Artist to be identified later."

Limit 300 words

Impact/Outcomes: How will you measure success?

What are the **measurable** results this project will accomplish?

- Describe the activities you will use to achieve the Outcome.
- Describe how you will measure the success of each Outcome.

Each Art of Community project must accomplish the two Required Outcomes listed below as well as at least one Grantee Specified Outcome.

Limit for each field below is 60 words.

Required Outcome One: Participating diverse residents will build new, solid, on-going relationships by working together to strengthen the community. Add specifics.

Program Activities

Measure of Success

Required Outcome Two: In collaboration between residents and artists, the project will demonstrate progress on the issue addressed and continue in the community as an ongoing activity and/or physical enhancement. Add specifics.

Program Activities

Measure of Success

Grantee Specified Measurable Outcome One

Program Activities

Measure of Success

Grantee Specified Measurable Outcome Two

Program Activities

Measure of Success

Lead Agency Information

Lead Agency History, Management Experience and Fiscal Support

Provide a brief history of your organization. Include major accomplishments, premiere projects and number of clients served in previous 12 months. **THEN**, in a short statement describe: A) Your organization's experience managing art or non-art projects with multiple groups for the benefit of the residents; B) The source of the project's matching dollars; and C) Your crowdfunding experience and commitment to use Power2Give.org/Broward at least once.

Limit 500 words



BRINGING PASSION AND CREATIVITY TOGETHER.

A project of Arts & Science Council, power2give.org empowers you to give directly to local arts, science and history projects you are passionate about. Nonprofit organizations post projects that are in need of funding. You help bring them to life with a gift. Click here to learn more.



Choose Your State

Choose Your Location

GO

learn more

Learn about the mission and vision that sparked the launch of power2give.org and the impact you can help make.

learn more

give to a project

Make a difference in your community by exploring the creative projects that you are most passionate about!

give more

post a project

If you are an eligible non-profit organization, you can learn how to create and market your own project.

post here

purchase a gift card

Give the gift of giving by purchasing a power2give.org gift card for your friends and family members so they, too, can connect with the cultural sector.

purchase

REQUESTED ACTION:

Request for direction regarding Sullivan Park furniture.

SUMMARY EXPLANATION/BACKGROUND:

The design for Sullivan Park continues toward scheduled completion in December 2014. The next step in finalizing the design is selecting park furniture – items such as benches, trash cans, bike racks, bollards and light poles. The CRA Board previously requested input on the selection of these items. The design of park furniture will play a significant role in the theme and appearance of the park.

When the initial cost estimate was prepared for the project, it was based on specific park furniture recommended by the staff design team. This furniture was selected for its durability, functionality, and value in addition to design components reflecting a nautical, environmental and Key West theme.

The park is not located in the Cove Overlay District, so it is not required to conform to the Key West motif, but proximity to and the future connection with the Cove makes incorporating some aspects of the existing Cove Shopping Center one design direction.

Many residents made comments regarding the desire for the park to have a nautical theme during the park master plan and initial design stages. Comments also included a desire to incorporate environmental themes as well.

Randy Hollingworth, Project Manager from Bermello Ajamil and Partners will make a presentation to the CRA Board regarding three options for park furniture and guide the CRA Board through a discussion on the topic. The Board will be asked to provide direction on the desired park furniture.

There is no budget impact of this item at this time.

ATTACHMENTS:

1. **Powerpoint presentation**



City of Deerfield Beach

Sullivan Park Expansion Project - PHASE 2 Furniture Selection Alternatives

October 14, 2014



Bermello Ajamil & Partners, Inc.



Site Plan



Deerfield Beach Sample Furniture Palettes

Pioneer Park Furniture Palette



Pole Light



Picnic Table



Picnic Table



Bike Rack

Pioneer Park Furniture Palette



Bench



Waste Receptacle



Waste Receptacle



Bench



Waste Receptacle



Waste Receptacle

Deerfield Beach/Pier Furniture Palette



Pole Light



Bollard (w light)



Bollard (no light)



Picnic Table



Bike Rack

Deerfield Beach/Pier Furniture Palette



Bench



Waste Receptacle



Waste Receptacle



Shower



Waste Receptacle

Cove Shopping Center Furniture Palette



Pole Light - 1



Pole Light - 1 double head



Pole Light - 2

Cove Shopping Center Furniture Palette



Backless Bench



Bench with Back



Bike Rack



Waste Receptacle



Waste Receptacle

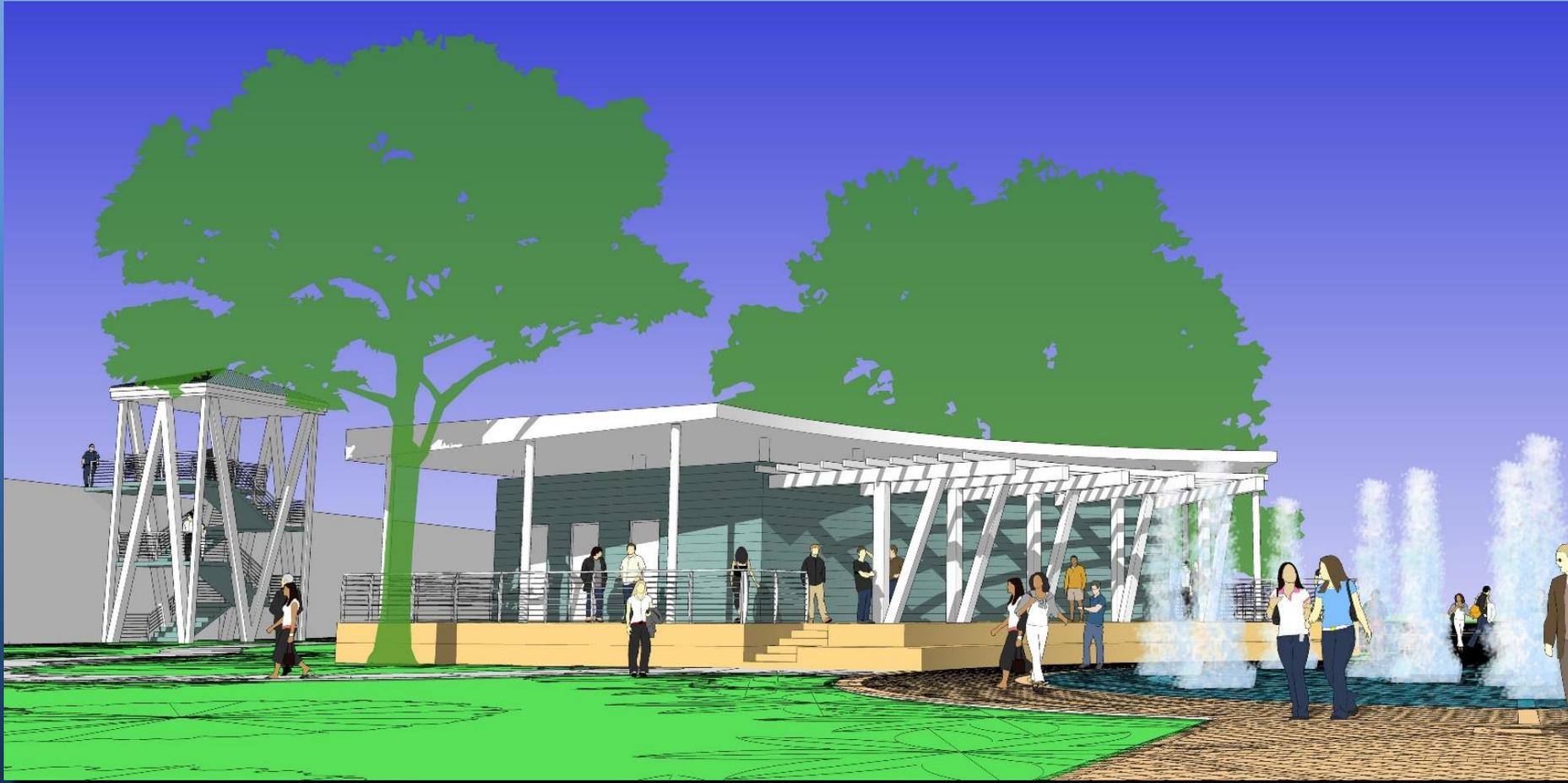


Sullivan Park Alternative Furniture Palettes

Proposed Restrooms - aerial view from West



Restrooms/Stair Tower – view from East





Option A Furniture Palette



Option A Furniture Palette



Option B Furniture Palette



Option B Furniture Palette



Staff Recommended Furniture Palette



Staff Recommended Furniture Palette

Illustrative Site Plan



REQUESTED ACTION:

Approve a Resolution to amend the Deerfield Beach CRA Plan and authorize staff to process a CRA Plan Amendment.

SUMMARY EXPLANATION/BACKGROUND:

The CRA Plan is proposed to be amended to update various plan components that are either outdated or need to be more specifically described. When the Plan was created in 1999, several projects were generally described because they were so far in the future. The proposed update adds more specific language to several projects to clarify their scope and intent. Adding more specific language to the CRA Plan will assist interested parties in clearly understanding that Tax Increment Revenue is being spent on specific projects in the approved CRA Plan. Projects listed in the capital improvements matrix are more specifically described. Properties included in the Master Real Estate Plan are specifically called out by address and their intended reuse is detailed. In addition, an updated Tax Increment Revenue projection for the balance of the life of the CRA is included in the Plan. More specific language regarding public art has been inserted. Finally, the desire to fund a public transportation system such as a trolley has been more specifically described.

The CRA Board is being asked to approve a resolution to amend the CRA Plan to update information. If approved, CRA staff will follow the attached Plan Amendment schedule for adoption. Upon final approval by the City Commission, an update CRA Plan will be posted online.

There is no budget impact of this item.

ATTACHMENTS:

1. CRA Plan Amendment
2. CRA Plan Amendment Schedule
3. Resolution

D. Transportation and Pedestrian Improvements

Recommended transportation and pedestrian improvements include:

- Streetscape improvements on SR A1A from the east end of the “S” Curve (or NE 2nd Avenue), west to NE 20th Avenue and south to Hillsboro Boulevard. These improvements will include two lanes of vehicular traffic, a full bike lane, and landscape and walkway improvements on both sides. Street parking will occur in islands parallel to the roadway.
- Additional streetscape improvements on SR A1A south of Hillsboro Boulevard, and north of NE 2nd Street, including landscaping and sidewalks.
- ADA compliant sidewalks will be extended into the neighborhoods throughout the CRA to encourage pedestrian activity and to make the area more “walkable”.
- Streetscape improvements on Hillsboro Boulevard west to Federal Highway, including landscaped walkways.
- Parking lots and/or structures are recommended for the Cove Shopping Center and the retail area on the beach.
- A linear walk along the Intracoastal Waterway connecting the marina to the south of the Cove Restaurant to the revitalized and expanded Sullivan Park.
- Streetscape improvements from the Pier to the south end of the redevelopment Area will be maintained including landscape and hardscape improvements.
- Pedestrian connection from the Pier to the public beach at NE 3rd Street.
- Public sponsorship may be needed in the development of parking structures on the beach and in the Cove Shopping Center area.
- Implementation of a public transportation such as a trolley or an alternate fuel vehicle system that circulates through the redevelopment area.

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E. Park and Recreation Facilities

Plans for these improvements include:

- Increased open space to the north of Sullivan Park, including [a public marina, playgrounds, public park](#), indoor activity space, CRA offices, and park management space.
- A pocket park, entry feature with parking and pedestrian amenities along A1A to Hillsboro Boulevard.

F. Business Façade Improvements

Façade loan programs are recommended for the Beach commercial district, and the Cove shopping areas. [The CRA shall establish program guidelines to ensure that tax increment revenue funds leverage private investment.](#)



Figure 15: Existing commercial façade

G. Urban Design Concepts

The following are primary urban design concepts that underlie the Plan.

- The desired architectural style is “Old Florida” or “Key West”, with a “village” context.
- To create pedestrian linkages from Federal Highway to the beach. These linkages could be landscaped with separation from vehicular traffic and safety and aesthetic consideration given to crosswalks.
- In the retail districts, parking is recommended in islands alternating with landscaped areas. Walkways will be inside and then porticos are recommended between walkways and storefronts. The porticos and a part of the walkway may be used for outside vending or dining.

Traffic Circulation: A major component of the Redevelopment Plan focuses on improving the traffic circulation pattern in the beach area, with the intent of mitigating problems associated with existing traffic flows and accommodating future growth in the area. The Redevelopment Needs Study specifically identified traffic circulation as a major issue affecting the beach neighborhood. Further, the Redevelopment Plan proposes to examine and implement if appropriate, selected traffic calming techniques for the residential neighborhoods south of the Cove and Hillsboro Square shopping centers.

Environmental Quality: The Redevelopment Plan should have a positive impact on environmental quality in the neighborhoods by planting street trees along the beach area and along many major streets, and installing bicycle and pedestrian improvements. In addition, the plan will make improvements to the stormwater drainage system in the central/beach commercial area.

Availability of Community Facilities and Services: The Redevelopment Plan recommends substantial improvements to existing community facilities and services, such as: improvements to the beach boardwalk area, pedestrian access throughout the area and traffic circulation improvements that will lower response times for the fire station located on the beach. Further, the plan supports an increase in public parking throughout the area.

Parks and Recreation: The Redevelopment Plan specifically calls for the enhancement and expansion of the beach and related park areas. Further, new recreation opportunities are recommended, such as new water front recreational boating along the Intracoastal Waterway, enhanced bicycle circulation along the beach and throughout the CRA Area, and improved pedestrian circulation.

Effect on School Population: The Beach Area population consists predominantly of retirees and seasonal housing, and this Redevelopment Plan does not envision any significant impacts on schools. New housing opportunities on the beach likely will continue to appeal to the seasonal and retiree population.

The residential areas to the west of the Intracoastal Waterway are built-out and the only new residential opportunities created in this area will be in the Cove and Palm Aire shopping areas, which would be subject to school concurrency review at the time of platting.

Public Safety: The Redevelopment Plan shall enhance public safety in the District by providing increased levels of community police protection. As funds are invested in projects and neighborhoods as part of the redevelopment effort, the CRA shall take steps to protect the investment. As redevelopment occurs, the District will attract more visitors and residents, many of whom are seniors or seasonal visitors. The CRA will take steps to

provide enhanced community policing to increase safety throughout the District through the use of paid details devoted to CRA policing and whose focus is ensuring the safety of visitors and patrons of businesses within the CRA District.

Other Matters Affecting the Physical and Social Quality of the Neighborhood: Overall, the Redevelopment Plan will have a positive impact on the quality of life in the neighborhood by providing enhanced parks, more public beach areas, landscaping, drainage improvements and traffic circulation. The improvements will increase property values in the area, boost tourism, and provide a stronger commercial base, while maintaining the village-like character of the area.

J. Land and Building Acquisition

Several parcels are targeted for acquisition. For example, to complete linkages between the Cove and Hillsboro Square shopping centers, land acquisition may be considered. Land acquisition along SR A1A and Hillsboro Boulevard may also be necessary to properly implement planned streetscape projects along those roadways.

Design plans for proposed CRA Area projects are being developed at this time. The CRA has documented specific building and/or land acquisition needs (See 2011 Real Estate Acquisition Strategy Plan adopted herein by reference).

<u>Site</u>	<u>Purpose</u>
<u>1701 Riverview Road</u>	<u>Park/Open Space (Acquired in 2011)</u>
<u>1601 E. Hillsboro Boulevard</u>	<u>Park/Open Space/Welcome Center/Community Facility</u>
<u>10 NE 20th Avenue (A1A)</u>	<u>Hotel/Park/Parking/Entryway Feature/Assembly</u>
<u>10 NE 20th Avenue (A1A)</u>	<u>Hotel/Park/Parking/Entryway Feature/Assembly</u>
<u>1755 SE 3rd Court (Former Charlie's Crab House)</u>	<u>Hotel/Restaurant/Parking Garage (Site Plan approved for private development in 2014)</u>

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In addition to these five highest ranking properties, the CRA Board may acquire any property contained in the Master Real Estate Plan as strategic opportunities arise in the marketplace. Attempts to acquire necessary lands and/or buildings through public/private development partnerships or private market purchases will commence in 2011. Any property acquisition must further the objectives of the Redevelopment Plan.

If all market acquisition efforts fail, then eminent domain may be used consistent with applicable State laws and regulations.

A. Tax Increment Revenues

Historical Tax Base Growth

Table 5 below shows the annual taxable and assessed value for the Beach/Cove CRA Area over the ~~past~~ ten years preceeding the creation of the CRA.

During the ten year period ending in 1997, the CRA Area tax base measured in taxable value grew by 18.1 percent or about 1.8 percent annually. Since 1994, the growth has been somewhat stronger totaling 7.6 percent or approximately 2.5 percent per year through 1997.

Table 5 Beach/ Cove CRA Area Tax Base Growth 1988-1998

Year	Taxable Value (in millions \$)	Assessed Value (in millions \$)
1988	\$86.63	\$92.37
1989	92.05	97.76
1990	93.34	99.18
1991	95.37	101.17
1992	93.29	99.15
1993	95.01	110.61
1994	95.06	100.63
1995	96.73	111.77
1996	99.27	114.20
1997	102.32	117.12
1998 (estimate *)	104.88	120.05

*1998 estimate assumes 2.5% historical growth area.

Source: City of Deerfield Beach 1988-1997; 1998 estimate by HBI Planning Services, Inc.

In order to project future tax increment revenues which might be available to the CRA Area an overall tax base growth rate will be assumed based both on historical growth, areawide value increases expected due to initial CRA Area public projects, and known developer interest in specific sites.

Table 6 presents the projected CRA Area tax base, and the resulting County and City revenues, which could be available to the CRA Area through year 2009. For years 1998, 1999 and 2000, tax base growth is assumed to be 2.5 percent which is the historical growth pattern between 1994 and 1997. Beginning in year 2001, the tax base growth is projected to accelerate to a rate of 5.0 percent per year based on initial public improvement projects and private development in the CRA Area.

Table 6: Projected Future CRA Area Tax Increment Revenues*

Year	Est. Taxable Value** (in millions \$)	County Tax Revenues*** (\$)	City Tax Revenues**** (\$)	Total Tax Revenues (\$)
1999 (Base Year)	\$107.50	----	----	----
2000	\$110.19	\$17,619	\$14,543	\$32,162
2001	115.70	53,709	44,333	98,042
2002	121.48	91,568	75,582	167,150
2003	127.56	131,392	108,453	239,845
2004	133.94	173,181	142,947	316,128
2005	140.63	217,000	179,116	396,116
2006	147.66	263,047	217,123	480,170
2007	155.04	311,385	257,023	568,408
2008	162.80	362,213	298,977	661,190
2009	170.93	415,464	342,931	758,395

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* Does not include revenue from North Broward Hospital District.
 ** Tax base increased by 2.5 percent for 1999 and 2000; 5 percent year thereafter.
 *** County 1999-2000 operating/capital outlay millage = 6.8947; revenues reduced by 5 percent.
 **** City 1999-2000 operating millage = 5.691; revenues reduced by 5 percent.

The North Broward Hospital District ad valorem tax levy is not included in Table 6 due to uncertainty as to the level of tax revenues that will be available. When the estimated tax revenues are known, they will be added to the CRA financial projections.

Table 6(a): Updated Future CRA Tax Increment Revenue Projection

Year	City of Deerfield Beach	Broward County	N. Broward Hospital District	Total
2015	\$ 1,228,052	\$ 1,064,723	\$ 343,859	\$2,636,634
2016	\$ 1,264,894	\$ 1,096,665	\$ 354,175	\$2,715,733
2017	\$ 1,302,840	\$ 1,129,565	\$ 364,800	\$2,797,205
2018	\$ 1,341,926	\$ 1,163,452	\$ 375,744	\$2,881,121
2019	\$ 1,382,183	\$ 1,198,355	\$ 387,016	\$2,967,555
2020	\$ 1,423,649	\$ 1,234,306	\$ 398,627	\$3,056,581
2021	\$ 1,466,358	\$ 1,271,335	\$ 410,586	\$3,148,279
2022	\$ 1,510,349	\$ 1,309,475	\$ 422,903	\$3,242,727
2023	\$ 1,555,660	\$ 1,348,759	\$ 435,590	\$3,340,009
2024	\$ 1,602,329	\$ 1,389,222	\$ 448,658	\$3,440,209
2025	\$ 1,650,399	\$ 1,430,899	\$ 462,118	\$3,543,416
2026	\$ 1,699,911	\$ 1,473,826	\$ 475,981	\$3,649,718

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2027	\$ 1,750,909	\$ 1,518,040	\$ 490,261	\$3,759,210
2028	\$ 1,803,436	\$ 1,563,582	\$ 504,969	\$3,871,986
2029	\$ 1,857,539	\$ 1,610,489	\$ 520,118	\$3,988,145

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B. Capital Improvement Program

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The CRA Board of Directors will adopt a 5 Year Capital Improvement Plan (CIP) that specifically fulfills the goals and objectives of this Plan. The adoption of the 5 Year CIP will be done annually as part of the annual budget process. The CRA Board will further adopt an Annual Budget via resolution each Fiscal Year. Projects that are specified in the adopted 5 Year CIP may be funded if they fulfill the goals and objectives of the CRA Plan. Specific capital improvements projects that the CRA Board may want to fund include:

<u>Project</u>	<u>Amount</u>
<u>Cove Gardens Streetscape Improvements</u>	<u>\$1,625,000**</u>
<u>SE 15th Avenue Streetscape Improvements</u>	<u>\$600,000**</u>
<u>Sullivan Park Expansion and Redevelopment</u>	<u>\$4,700,000**</u>
<u>Sidewalk Improvements and ADA Compliance</u>	<u>\$1,425,000*</u>
<u>Purchase of Island Entryway/NE 1st Street Properties</u>	<u>\$1,100,000*</u>
<u>Island Entryway Improvements</u>	<u>\$1,000,000*</u>
<u>Purchase of 1601 E. Hillsboro Boulevard</u>	<u>\$350,000*</u>
<u>1601 E. Hillsboro Boulevard Improvements</u>	<u>\$500,000*</u>
<u>Beach Enhancements – North Beach Pavilion Redevelopment</u>	<u>\$1,016,500*</u>
<u>Lighting Coverage Upgrades</u>	<u>\$666,900*</u>
<u>Signage and Wayfinding</u>	<u>\$250,000*</u>

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*Completed
 **Underway

C. Project Financing

CRA Tax Increment Bonds: Once created, the CRA will accumulate the tax increment generated within the district, which may be used to secure bonds for public improvements. The tax increment is that portion of tax revenue that has increased from the year the CRA was established and the year the bonds are issued. All improvements funded through bonds must be located within the CRA Area district.

South Florida Water Management District (SFWMD): SFWMD provides 50/50 matching

funds for drainage improvements, these funds may be utilized for drainage improvements along SR A1A, Hillsboro Boulevard and along Main Street.

State of Florida: State of Florida has various funding sources for improvements in the district, including:

- Florida Department of Transportation (FDOT): Funding through FDOT may be allocated for the re-alignment of SR A1A, including streetscape improvements along SR A1A and Hillsboro Boulevard. Improved traffic circulation and capacity along these roadways will provide a strong incentive for FDOT funding of these improvements.
- The Secretary of State maintains a grant program for local parks and recreation improvements; these funds may be utilized in the district for improvements to the beach and park areas.
- Urban and community forestry grants for special landscape improvements, which may include improvements throughout the district.
- State Division of Historic Resources offers grant programs for rehabilitation of historic structures.
- Florida Inland Navigation District provides funds for waterway improvements, these funds may be used in the district to create and expand marina facilities, for dredging and to create or improve docking facilities.

Broward County: The County has numerous funding sources, which the district may utilize, such as:

- Neighborhood traffic calming programs for improvements, such as those contemplated for the neighborhoods south of the Cove Shopping Center.
- County capital improvements fund, including roads and public facilities.
- Broward Cultural Affairs Council (BCAC) provides funds for art in public places, such as the entry feature contemplated at Hillsboro Boulevard and SR A1A [or public art components of CRA funded projects](#).
- Metropolitan Planning Organization allocates funds for mass transit improvements, these funds may be a potential source for bus lanes, bus shelters/kiosks, transit route improvements and other transit related traffic

City of Deerfield Beach CRA Plan Modification Process and General Schedule

Action	Scheduling Consideration	Date
DBCRA recommends the adoption of the Redevelopment Plan change by the City Commission		10/21/2014
Transmit Modification to Planning and Zoning Board staff for advertising	Transmit to Daidre for advertising deadline	10/22/2014
Review of Plan Amendment by Planning and Zoning Board		11/6/2014
Notification of Public Hearing and Possible Amendment of Plan Mailed to Taxing Authorities	Sent via certified mail 15 days prior to CRA Governing Board consideration	11/10/2014
Provide digital copy of Amendment Resolution to City Clerk		11/10/2014
Public Notice of City Commission Hearing		11/10/2014
City Commission Hearing for Consideration/Approval of Modification	1st and 3rd Tuesday of the month	12/2/2014
Project Implementation	May begin immediately upon approval of the Resolution	12/3/2014

* If the Planning and Zoning Board or City Commission vote to alter the Amendment Resolution, this process must be repeated.

RESOLUTION NO. 2014/

A RESOLUTION OF THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF DEERFIELD BEACH, FLORIDA, APPROVING AN AMENDMENT TO THE COMMUNITY REDEVELOPMENT PLAN TO UPDATE THE PLAN TO REFLECT THE STATUS OF PROJECTS AND ACHIEVEMENT OF CRA GOALS AND OBJECTIVES

WHEREAS, the City Commission adopted a CRA Plan in Resolution No. 1999/174, pursuant to Chapter 163, Part III; and

WHEREAS, the Deerfield Beach CRA Board of Directors wish to have the Deerfield Beach Community Redevelopment Plan amended to update the Plan to reflect the status of projects and achievement of CRA goals and objectives; and

WHEREAS, the amendments contained in this plan amendment do not alter the life of the CRA, CRA boundaries, or change the zoning or land use of the CRA district;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF DEERFIELD BEACH, FLORIDA, AS FOLLOWS:

Section 1. The above referenced “Whereas” clauses are true and correct and made a part hereof.

Section 2. The CRA does hereby approve the amendment to the Community Redevelopment Plan to update the Plan as more fully set forth on the attached Exhibit “A”.

Section 3. This Resolution shall become effective immediately upon adoption.

PASSED AND ADOPTED THIS ____ DAY OF _____, 2014.

JEAN M. ROBB, MAYOR

ATTEST:

SAMANTHA GILLYARD, CMC, ACTING CITY CLERK

REQUESTED ACTION:

Approve a Resolution to amend the Deerfield Beach CRA FY 15 Budget.

SUMMARY EXPLANATION/BACKGROUND:

The CRA Board is being asked to approve a resolution to amend the FY 15 CRA budget to include more specific project information. The amended budget lists specific infrastructure and capital improvements projects that will be completed within three years, as per state statute.

There is no budget impact of this item.

ATTACHMENTS:

1. Amended FY CRA Budget
2. Resolution

Budget Line Item Summary
October 1, 2014 - September 30, 2015
Community Redevelopment Agency Fund 190
Non-Departmental 8000

ACCT NO	ACCOUNT DESCRIPTION	FY2013	FY2014	FY2015
10 01	Regular Salary	\$ 189,695	\$ 306,428	\$ 261,714
10 03	Longevity	\$ 399	\$ 798	\$ -
10 06	Automobile Allowance	\$ 8,000	\$ 8,000	\$ 8,000
10 12	Sick Leave Conversion Pay	\$ 3,000	\$ 5,000	\$ 1,000
11 01	FICA	\$ 16,024	\$ 24,360	\$ 20,722
12 04	ICMA Pension	\$ 16,291	\$ 21,467	\$ 21,845
32 30	Community Policing	\$ -	\$ 50,000	\$ 55,000
32 16	Landscaping Services	\$ 5,000	\$ 5,000	\$ 20,000
32 99	Other Contractual Services	\$ 170,500	\$ 200,000	\$ 100,000
35 04	Office Supplies	\$ 500	\$ 500	\$ 500
35 09	Professional Publications	\$ 150	\$ 150	\$ 150
35 13	Minor Tools, Equip, Hardware	\$ 0	\$ 0	\$ 0
35 74	Special Events	\$ 190,000	\$ 150,000	\$ 150,000
39 01	Travel and Training	\$ 5,000	\$ 5,000	\$ 5,000
39 02	Printing	\$ 1,500	\$ 1,500	\$ 1,500
39 21	Advertising	\$ 2,500	\$ 2,500	\$ 2,500
39 27	General Admin Charge	\$ 114,317	\$ 162,260	\$ 175,651
39 35	Dues and Memberships	\$ 1,500	\$ 1,500	\$ 1,500
39 59	Commercial Façade Improv Loan	\$ 100,000	\$ 100,000	\$ 100,000
82-32	Incentives - Aids to Private Entities			\$ 250,000
60 41	Automotive Equipment	\$ 0	\$ 0	\$ 0
60 42	Office Machinery & Equipment	\$ 0	\$ 0	\$ 2,800
60 43	Other Machinery & Equipment	\$ 0	\$ 0	\$ 0
63 01	Cove Parking Lot	\$ 0	\$ 0	\$ 0
63 02	Hillsboro Streetscape	\$ 0	\$ 0	\$ 0
63 03	Pier	\$ 150,000	\$ 0	\$ 0
63 04	Infrastructure and Capital Improvements	\$ 439,229	\$ 1,232,738	\$ 1,378,064
63 05	Cove Gardens Improvements	\$ 0	\$ 0	\$ 0
63 06	Beach Enhancements	\$ 0	\$ 0	\$ 0
63 07	Real Estate Acquisition	\$ 0	\$ 0	\$ 0
63 08	Main Beach Parking Area Improvements	\$ 0	\$ 0	\$ 0
63 10	Fire Hydrants	\$ 0	\$ 0	\$ 0
63 11	Lighting	\$ 0	\$ 0	\$ 0
63 12	Parking Improvements	\$ 0	\$ 0	\$ 0
90 01	Transfer to General Fund	\$ 685,400	\$ 1,200,000	\$ 1,101,981
90 03	Transfer to Insurance Services	\$ 20,501	\$ 21,000	\$ 45,031
				\$ 3,702,958
Total Tax Increment Renue Trust Funds		\$ 2,119,506	\$ 3,498,201	\$ 3,702,958

Deerfield Beach Community Redevelopment Agency
Budget - Detailed Information
October 1, 2014 - September 30, 2015

ACCT	ACCOUNT DESCRIPTION	FY 2015 REQUEST
10 01	Regular Salary	\$ 261,714
	Tax Increment Revenue will pay for the following portion of staff salaries - (CRA Director 100%, CRA Project Manager 100%, Administrative Coordinator 100%, Assistant City Manager 25%, Assistant City Clerk 25%)	
10 03	Longevity	\$ -
	Paid for service of more than 5 years	
10 06	Automobile Allowance	\$ 8,000
	CRA's portion of the cost of two (2) vehicles for use by CRA staff	
10 12	Sick Leave Conversion Pay	\$ 1,000
	Once a year, in December, every full-time employee who has used less than six days of sick leave during the preceding year may choose to be paid for the unused portion of those six days. The payment is calculated using the employees base hourly rate; therefore not including any additional pay factors such as longevity	
11 01	FICA	\$ 20,722
	The 7.65% FICA rate is composed of two rates; a 6.20% social security tax that is applied to the first \$106,800 that an employee earns and a 1.45% Medicare tax that is applied to all earnings	
12 04	ICMA Pension	\$ 21,845
	Estimated by city pension contribution for those city employees who are participants in the ICMA defined contribution plan; the city contribution, as a percentage of salary, is 8%	
32 30	Community Policing	\$ 55,000
	Cost of BSO Deputy Detail to provide additional security in the CRA	
32 16	Landscaping Services	\$ 20,000
	Maintenance of projects improved using CRA TIR funds (Cove Gardens, \$15,000) and small landscape projects	
32 99	Other Contractual Services	\$ 100,000
	Contractual services provided by the CRA Attorney (\$38,000) for legal services and other professional services as needed	
35 04	Office Supplies	\$ 500
	Office supplies as necessary for operations	
35 09	Professional Publications	\$ 150
	Funding for development and management related newspapers, trade magazines and books.	
35 13	Minor Tools, Equip, Hardware	\$0
35 74	Special Events	\$ 150,000
	Funding for 4th of July Celebration (\$75,000), December Holiday Celebration (\$50,000), annual Showmobile management (\$7,500) and other events to be determined by the CRA Board	
39 01	Travel and Training	\$ 5,000
	Includes attendance at annual conference, seminars, workshops and regional business retention/attraction meetings	
39 02	Printing	\$ 1,500
	Printing of brochures, hand-outs and annual report	
39 21	Advertising	\$ 2,500
	Advertising in newspapers, industry publications and exhibits	

39 27	General Admin Charge	\$ 175,651
	Payment to the general fund for the services that are provided to support the CRA Fund	
39 35	Dues and Memberships	\$ 1,500
	Annual memberships in professional associations and State of Florida Special District Reporting	
39 59	Commercial Façade Improvement Loan	\$ 100,000
	Funds to partner on façade improvements to storefronts throughout the CRA District	
82-32	Incentives - Aids to Private Entities	\$ 250,000
	Public private partnerships to be determined by the CRA Bord	
60 42	Office Machinery & Equipment	\$2,800
	Two department tablets	
60 43	Other Machinery & Equipment	\$0
63 01	Cove Parking Lot	\$0
63 02	Hillsboro Streetscape	\$0
63 03	Pier	\$0
63 04	Infrastructure and Capital Improvements	\$1,378,064
	Funding of infrastructure and capital improvements to be determined by the CRA Board (projects may include North Beach Pavilion, ADA Sidewalks, Beach Signage, Wayfinding, Trolley, right of way improvements, Cove Boardwalk)	
63 05	Cove Gardens Improvements	\$0
63 06	Beach Enhancements	\$0
63 07	Real Estate Acquisition	\$0
63 08	Main Beach Parking Area Improvements	\$0
63 10	Fire Hydrants	\$0
63 11	Lighting	\$0
63 12	Parking Improvements	\$0
90 01	Transfer to General Fund	\$ 1,101,981
	Interfund transfer for debt service payments on Florida Municipal Loan Council Covenant Bonds	
90 03	Transfer to Insurance Services	\$ 45,031
	Interfund transfer for allocable portion of employee benefits funded through insurance services trust fund	
Total CRA Budget		\$ 3,702,958
Total Available Tax Increment Revenue (TIR)		\$3,702,958

RESOLUTION NO. 2014/

**A RESOLUTION OF THE COMMUNITY REDEVELOPMENT AGENCY
OF THE CITY OF DEERFIELD BEACH, FLORIDA, APPROVING AN
AMENDED CRA FY 15 BUDGET**

WHEREAS, the Community Redevelopment Agency of the City of Deerfield Beach wishes to amend the FY 15 CRA budget to include more specific project information; and

WHEREAS, the amended budget lists specific infrastructure and capital improvements projects that will be completed within three years, as per state statute;

NOW, THEREFORE, BE IT RESOLVED BY THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF DEERFIELD BEACH, FLORIDA, AS FOLLOWS:

Section 1. The above referenced “Whereas” clauses are true and correct and made a part hereof.

Section 2. The Community Redevelopment Agency of the City of Deerfield Beach hereby approves the Amended CRA FY 15 Budget as set forth on attached Exhibit “A.”

PASSED AND ADOPTED THIS _____ DAY OF _____, 2014.

JEAN M. ROBB, CHAIR

ATTEST:

SAMANTHA GILLYARD, CMC, ACTING CITY CLERK

REQUESTED ACTION:

Resolution to approve scope of services from Go-Tilt Construction LLC for the fabrication of a Welcome to Deerfield Beach monument sign in the amount of \$28,500.00.

SUMMARY EXPLANATION/BACKGROUND:

A goal of the CRA Plan is to market the district for business development. Promotion of tourism is a particularly important part of this goal. Earlier this year a car ran into and ruined the old Welcome to Deerfield Beach monument sign that was located on Ocean Way at the intersection of Hillsboro Boulevard. Over the past four months, CRA and City staff have been working with architect Ken Carlson (approved CCNA consultant) to develop concepts for an improved sign to welcome visitors to the beach and market the area as a destination. The attached rendering depicts the sign that has been designed.

The sign incorporates public art in the form of a hand crafted sea turtle sculpture and two custom surf boards made by local surf board manufacturer Bird Surfboards. These sculptures are made to be interactive and provide a backdrop for visitors' photo opportunity. Kids can sit on the turtle and people of all ages can pose next to the surfboards. Brightly colored beach balls are actually structural bollards that will block vehicles from the sidewalk and sign. The brushed aluminum lettering and coquina tile both match the pier entrance buildings. The wave is suspended in air such that the middle of the side is see-through so that the sign looks different every day depending on the time of day and weather conditions.

Most of the sign is comprised of custom made art objects. Florida Statutes Section 38-133 addresses exempt procurements and indicates that "art and entertainment (artistic services)" are exempt from the competitive bid process. A complete project budget is attached for the Board's consideration. It shows the cost of the various services and service providers contributing to the project. The price of the sign exceeds the CRA Director's spending authority and the Board is therefore, being asked to approve the scope of services with Go-Tilt Construction LLC for the construction of the sign in the amount of \$28,500.00.

The CRA Director will enter into separate agreements with Ken Carlson for construction drawings, structural engineering and construction administration services, Art Signs for the custom letters and painting, Bird Surfboards for the fabrication of the surfboards and turtle statue, and Avirom Surveying for surveying and as-built drawing services. Each of these scopes of service fall within the CRA Director's spending authority to approve. The overall cost of the sign, statues and associated services is \$55,345.

DEERFIELD BEACH
COMMUNITY REDEVELOPMENT AGENCY

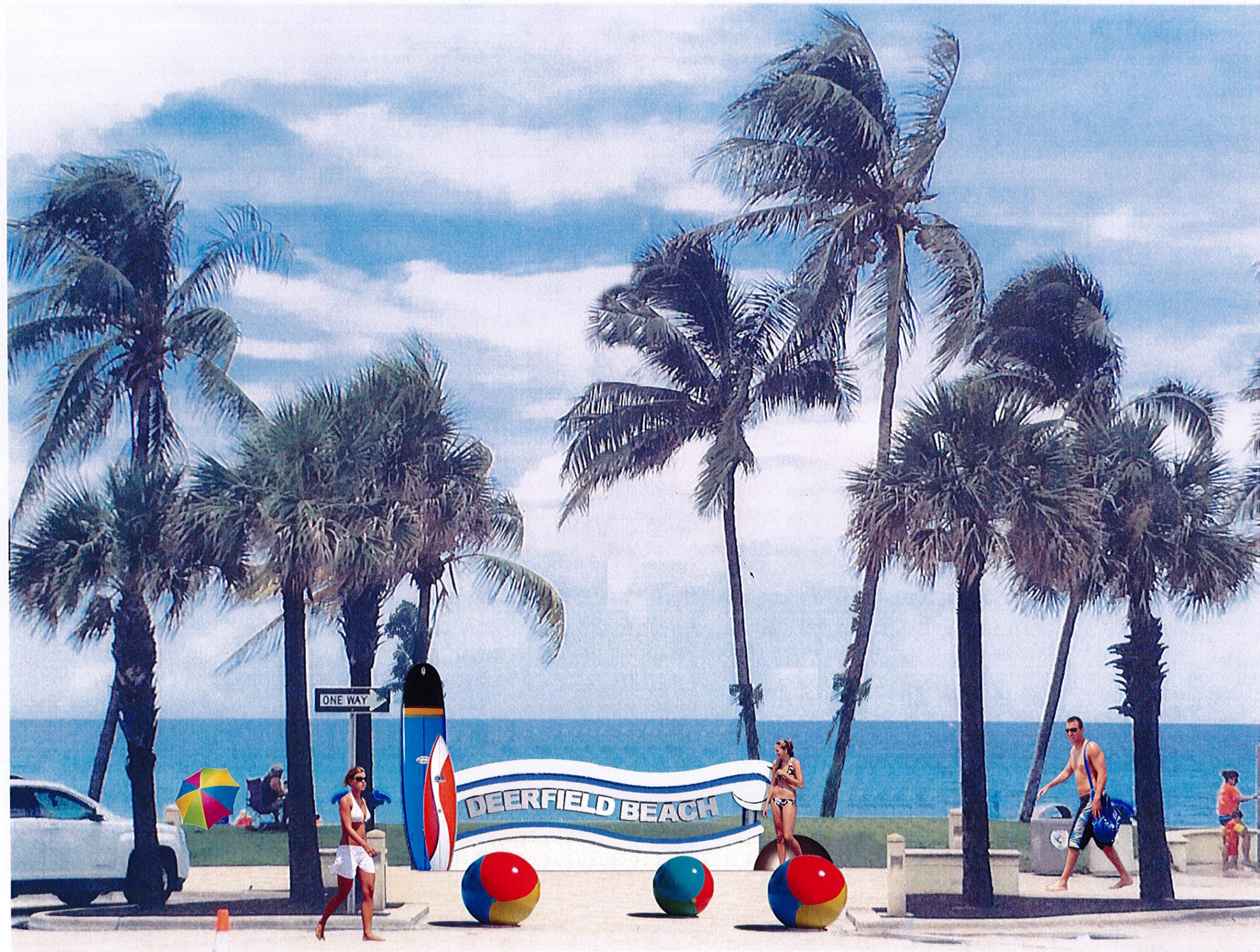
Agenda Item 5
Tuesday, October 21, 2014

The sign will be submitted to the Community Appearance Board for approval at the October 22nd meeting. If approved, the project will immediately move into full design, permitting and construction. Barring any unforeseen circumstances, the sign should be completed by mid-December.

Adequate funds are available in CRA line item 190-8000-552-63-04 (Infrastructure and Capital Improvements).

ATTACHMENTS:

1. Welcome to Deerfield Beach Monument Sign Rendering
2. Go-Tilt Scope of Services
3. Project Budget
4. Resolution



GO-TILT CONSTRUCTION LLC
2665 NW 1ST AVENUE
BOCA RATON, FL 33431
561-391-2450 OFFICE / 561-447-0035 FAX



October 9, 2014

To: City of Deerfield Beach
150 N.E. Second Avenue.
Deerfield Beach, FL 33441

Attn: Kris Mory
Re: **DEERFIELD BEACH SIGN**

AREAS OF WORK INCLUDED

FOUNDATION, CONCRETE SIGN TILT WALL CAST OFF SITE AND TRUCKED IN, FURNISH STAINLESS STEEL COLUMNS/SUPPORT.

AREAS OF WORK NOT INCLUDED

SURFBOARD OUT OF CONCRETE, DEMOLITIONS, DEWATERING, SURVEY, PILES, REMOVAL OF EXCESS FILL, IMPORTING OF FILL, CAULKING, WATERPROOFING, WATERPROOFING AGENT "RHEONMIX 235", SEALERS "MASTER SEAL 500", STUCCO, PAINTING, STRUCTURAL STEEL, METAL STEEL DECKS, EMBEDS FOR METAL JOIST BARING, INSULATED LIGHT WEIGHT CONCRETE, NATURAL SAND AGGREGATE FOR CONCRETE IF ANY, PAINTING OF EMBEDS/CLIPS, CONTROL JOINT FILLERS, EXTERIOR SLABS, AT ENTRANCES SIDEWALKS, AND SITE SIDEWALKS, CONCRETE CURBS.

GO- *TILT* Construction proposes to furnish the necessary labor, material and equipment required to complete the attached scope of work which is integral part of this proposal for the above mentioned project for the sum:

\$28,500.00

Sincerely,

Glen Grimes
GO-TILT Construction, LLC

1 OF 1

CITY OF DEERFIELD BEACH CRA
BEACH MONUMENT SIGN PROFESSIONAL & ARTISTIC SERVICES

10/9/2014

VENDOR NAME	SCOPE OF SERVICES	FEE AMOUNT	CONTRACT TYPE
<i>Kenneth Carlson Architect</i>	<i>Architectural Pre-Construction & Construction Services</i>	<i>\$ 5,450.00</i>	<i>Professional Services</i>
<i>Bird Surfboard Inc</i>	<i>Design & Fabrication of Surfboards & Turtle Art features</i>	<i>\$ 10,000.00</i>	<i>Artistic Services</i>
<i>Avirom & Associates</i>	<i>Survey & As-Built preparation</i>	<i>\$ 1,400.00</i>	<i>Professional Services</i>
<i>Art Sign Company</i>	<i>Fabrication of sign</i>	<i>\$ 9,995.00</i>	<i>Artistic Services</i>
<i>Go-Tilt Construction Inc</i>	<i>Installation of monument</i>	<i>\$ 28,500.00</i>	<i>Artistic Services</i>
	TOTAL	\$ 55,345.00	



AA C001878

KENNETH R. CARLSON - ARCHITECT, P.A.

INITIAL FEE PROPOSAL

CLIENT NAME: City of Deerfield Beach
ADDRESS: 150 NE 2nd Avenue
Deerfield Beach, FL 33441

DATE: 10-8-14

CONTACT: Kris Mory, CRA Director
PHONE/FAX #: (954) 480-4317 / (954) 480-4268

PROJECT NAME: DFB Monument Sign
Construction Documents
Ocean Blvd. / Hillsboro Blvd.
Deerfield Beach, FL

PROJECT #: 14-070.A

This form is sent for the purpose of management of fee proposals. Below you will find distribution (% and \$) for each phase of our services to be provided on the above referenced project. If the information below is acceptable to you and your firm, please indicate with an authorized signature. This acceptance will authorize us to begin production as per description of work below.

DESCRIPTION OF WORK: Sign shall be designed, constructed and installed at the previous location of City’s Beach Sign. Location shall be directly East of the intersection of Hillsboro Blvd. and Ocean Drive in Deerfield Beach (refer to site study). Sign shall be a custom sculpture designed concrete tilt wall monument. Design shall be based upon previously approved flowing wave concrete monument with stainless steel letters, surfboards and turtle enhancements.

Forward of the monument (3x) 32” spheres painted as beach balls shall be installed a traffic calming devices.

Architect:

- Develop Construction Documents
- Meetings with Client
- Attend formal CAB & CRA meetings as required to receive approval
- Architect shall coordinate the Design Team throughout design and construction phases
- Architect shall overview the construction and installation of the sign monument
- Architect shall coordinate the install of sign ad painting of sign with the Tilt Contractor and Sign Company
- Architect shall coordinate acquisition of boulders from “CRA” Department
- Request survey from City; coordinate sign location with City and Contractor
- Locate and direct installation of boulders, spheres and monument



Project Name: DFB Monument Sign
Project Number: 14-070

Structural Engineer:

- Structural Engineer to design tilt wall sign
 - Integrate surf boards into sign foundation
 - Review tilt wall shop drawings
 - Make (1x) field inspection to confirm proper mounting and construction of sign to foundation
-

FEE ARRANGEMENT:

Design/Engineering/Professional Supervision:

Architectural and Structural design and supervision throughout construction and submittal to CAB for approval.

Total Base Fee	\$5,450.00
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*Project Name: DFB Monument Sign
Project Number: 14-070*

SELECTED CONSULTING ENGINEERS:

ARCHITECTURE:

Kenneth R. Carlson - Architect, P.A.
1002 E Newport Center Drive
Suite 101
Deerfield Beach, FL 33442
Design Architect: Ken Carlson

STRUCTURAL CONSULTING ENGINEER:

BBM Structural Engineers, Inc.
399 West Palmetto Park Rd.
Suite 200
Boca Raton, FL 33432
Design Engineer: Joel R. Middlebrooks

NOT INCLUDED IN ARCHITECTURAL FEE:

Structural Engineering, Mechanical, Electrical and Plumbing Engineering, Civil Engineering, Fire Sprinkler Design, Fire Alarm Plans, Landscaping, Landscape Irrigation Design, Individual Permitting of Tenant Improvements, Soil Studies, Surveys, Impact Fees, Reimbursable Expenses, Additional Brochures, Marketing Materials and Colored Art Work Unless Otherwise Specified.

COPYRIGHT:

All designs, sketches, plans and site work is the property of Kenneth R. Carlson – Architect, P.A. and may not be reproduced without the consent of the Architect.

TERMINATION CLAUSE:

This agreement may be terminated at any time either by Kenneth R. Carlson, Architect – P.A. or by your firm upon seven (7) days written notice at which time the compensation for services rendered shall be made in relation to the work then completed by Kenneth R. Carlson, Architect - P.A.

ADDITIONAL SERVICES:

Additional Services as requested by client shall be invoiced at an hourly rate. Fee schedule as follows:

<u>ARCHITECT</u>		<u>MEP</u>		<u>STRUCTURAL</u>	
Principal	\$175.00/hr	Project Mgr.	\$185.00/hr	Principal	\$168.00/hr
Associate	\$150.00/hr	Engineer	\$150.00/hr	Staff Engineer	\$112.50/hr
Sr. Architect	\$120.00/hr	CAD	\$ 90.00/hr	Sr. CAD Tech.	\$96.00/hr
Architect	\$100.00/hr			Inspector	\$95.00/hr
LEED® AP	\$110.00/hr			CAD Technician	\$86.00/hr
Sr. Technical Draftsperson	\$85.00/hr			Clerical	\$46.00/hr
Technical Draftsperson I/II	\$75.00/hr/\$60.00/hr				
Support Draftsperson	\$45.00/hr				
Secretary/Administration	\$45.00/\$75.00/hr				

CONDITIONS OF PROPOSAL

1. The above stated fees are fixed for a period of three months from the date of this proposal.
2. Work not specified in this proposal will not be performed without Client's prior knowledge and approval. When merited, we will provide a lump sum fee for additional services; otherwise, such services will be performed on an hourly basis at the rates listed herein.
3. A retainer may be required prior to commencement of work and may not initially be specified on the proposal.
4. Unless otherwise specified, the above service fees include specific meetings with state and/or local officials for items pertaining to the above specified services to a limit of (0) hours; any additional time will be based on hourly rates.
5. Plan Revisions
 - 1) Minor changes such as addition or deletion of notes, specifications or details are included in stated design fees.
 - 2) Major changes as may be required by the Client, City or other governmental agency will be made and billed based on an hourly rate as stated herein.
 - 3) Coordination fee for additional Engineering services – actual + 15%.
6. Payment Terms: Net 30

ESTIMATED REIMBURSABLE EXPENSES

<u>DESCRIPTION</u>	<u>ESTIMATED EXPENSE</u>
Printing	\$ 1.75/Sheet
Shipping	\$ Actual Expense + 15%
PDF Files	\$4.50 per sheet/file (upon request with 24 hr. notice)

Architect will supply client with three (3) sets of plans signed and sealed and one (1) set client copy. Additional printing is at the owner's expense.

Project Name: DFB Monument Sign
Project Number: 14-070

Any authorized additional services from Kenneth R. Carlson – Architect, P.A. will be billed per an approved additional services agreement. Refer to the Fee Schedule in this proposal.

PLEASE RETURN ONE (1) SIGNED & DATED COPY

Acceptance of Proposal

The above fees, terms, conditions and specifications are satisfactory and are hereby accepted. You are authorized to do the work as specified. Payment will be as outlined above.

**Kris Mory, CRA Director
City of Deerfield Beach**

Date

 10-8-14

**Kenneth R. Carlson, President
Kenneth R. Carlson - Architect, P.A.**

Date

Kenneth R. Carlson – Architect, P.A., in an effort to expedite invoices and reduce paper waste, offers its clients the option to receive electronic invoices. These invoices come via email in an Adobe PDF format. We can also provide a paper copy via regular mail if requested. Please select a billing method from the choices below:

____ Please email all invoices to _____@_____.

____ Please email invoices to _____@_____ AND provide a hard copy to the address listed above (please note below if it should be to someone else’s attention or an alternative address).

____ Please ONLY provide a hardcopy invoice to the address listed above (please note below if it should be to someone else’s attention or an alternative address).



SIGN
COMPANY, INC.



State Certified
#ES-0000387

BUSINESS IDENTIFICATION SYSTEMS SINCE 1947

DATE October 8,
2014

835 N.W. 6 Ave., Ft. Lauderdale, FL 33311 • Phone (954)763-4410 • Fax (954)763-2736

BILL TO:				JOB LOCATION:			
CUSTOMER NAME		City of Deerfield Beach		NAME		Beach Monument Sign	
STREET ADDRESS		200 Goolsby Blvd.		STREET ADDRESS			
CITY	STATE	ZIP		CITY	STATE	COUNTY	
Deerfield Beach	Fl.	33442		Deerfield Beach	Fl.		
PHONE		FAX		PHONE			
954-480-4402							
ORDERED BY:				SALES PERSON			
Hiep Huynh				Lou Fenkell 954-609-7133			

Fabricate and install one set of 3" deep x 9" tall uppercase block style letters reading: "DEERFIELD BEACH" from #316 Marine Grade Stainless steel with a satin brushed finish with all seams welded and ground smooth. The letters will have removable backs allowing access to the interior of the letters for concealed mounting. The tops of the letters will have a small flat spot to rest against the curved concrete header as shown on the furnished rendering.

The letters will be secured into the concrete header with stainless steel bolts and anchors set into the concrete band from within the letter so that no mounting hardware is visible.

Cost: 7480.00

Paint the concrete structure that is to be furnished by others including two horizontal bands conforming to the curved shape. Paint the base of the sign in a simulated stone finish. All colors to be determined by the architect. All paint will be of the best quality exterior latex in the client's choice of colors.

Cost: 1465.00

Paint three customer furnished concrete "Beach Balls" in the colors and design shown on the furnished rendering. Client is to determine if finish is to be a flat or a gloss finish. Balls are to be painted off site at a location chosen by the client.

Cost: 350.00 each / total 1050.00

No permitting costs are included in this quote as it is assumed permits will be secured by others if required. A one year warranty on all parts and labor is included in the above pricing.

Subject to warranty and conditions on back side of this agreement. A deposit of 50% required on all jobs. Deposits are not refundable. Balance due upon completion of job. **Permits, engineering, staff time, and time clock (if required) will be billed as extras and subject to sales tax.** All orders delivered or installed in Florida are subject to Florida state sales tax. These prices are valid for 90 days.

ACCEPTANCE OF THE ABOVE CONTRACT

The above contract, schedule and terms are satisfactory, and hereby accepted and agreed upon. Art Sign shall retain title until paid in full. In exchange for the extension of credit the undersigned agrees to terms & conditions outlined herein. The undersigned personally guarantees payment of this contract.

CUSTOMER SIGNATURE	DATE
SALES MANAGER SIGNATURE	DATE

Subject to warranty and conditions on page two of this agreement

CONDITIONAL SALES AGREEMENT

SUB-TOTAL	9995.00
PERMIT	None
SALES TAX	Exempt
TOTAL	9995.00
DEPOSIT	4500.00
BALANCE	5495.00



AVIROM & ASSOCIATES, INC.
SURVEYING & MAPPING

October 8, 2014

Via E-Mail: *kmory@deerfield-beach.com*
cc: kenc@kencarlson.com

Ms. Kris Mory
CRA Director
City of Deerfield Beach
150 NE 2nd Avenue
Deerfield Beach, Florida 33441

Re: Deerfield Beach Signage

Dear Ms. Mory:

In accord with the request of Ken Carlson, our fee to provide a topographic survey per the provided sketch will be \$800. A return trip to provide as-built information will be an additional \$600.

Should you have any questions or comments, please contact me.

Respectfully,

Michael D. Aviom, P.L.S.
President

/jc

From: info@birdsurfboards.com
Sent: Thursday, October 09, 2014 9:20 AM
To: Kris Mory
Cc: Adele Mancuso; Ken Carlson; Hiep Huynh
Subject: Deerfield Beach Monument Sign Proposal- Surfboard and Turtle Element

Dear Kris-

Please review the cost estimate for the Surfboard and Turtle design elements for the proposed Deerfield Beach Monument sign.

1. 9'0" Longboard: \$3600

2. 6'0" Shortboard: \$3000

Boards will be constructed with a polystyrene foam core around a stainless steel or aluminum tube of the engineer's specifications. Cores to be sealed with 2 layers of 6 ounce fiberglass cloth and epoxy resin. Cores will then be reinforced with 7 layers of polyester resin and 6 ounce fiberglass cloth. The cores will then be faired in with polyester fairing compound and the graphic applied. Cores will then be over-coated with 2 coats of high quality 2 part marine paint for durability and longevity.

3. Turtle: \$3400

Turtle will be shaped from a polystyrene foam core and then coated with epoxy resin. A latex mold will then be formed and a concrete casting made. The turtle will be painted with life-like colors and over coated with 2 coats of high quality marine 2 part paint.

Total estimate for project: \$10,000

Proposal includes oversight of installation.

Thank you for including us in this fun, challenging and exciting project!

Michael Pechonis
954-943-2473

The City of Deerfield Beach is governed by the Public Records Act as set forth in Chapter 119, Florida Statutes. Emails and email addresses are subject to the Public Records Act and are public records subject to disclosure. All emails, and any corresponding email addresses, sent or received are retained by the City of Deerfield Beach as public records. If you do not want your email or email address released in response to a public records request, do not send electronic mail to this entity. Instead, contact the City Clerk's office by phone at 954-480-4213 or in writing.

RESOLUTION NO. 2014/

A RESOLUTION OF THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF DEERFIELD BEACH, FLORIDA, TO APPROVE SCOPE OF SERVICES WITH GO-TILT CONSTRUCTION LLC FOR DEERFIELD BEACH MONUMENT SIGN IN THE AMOUNT OF \$28,500.00

WHEREAS, the CRA Plan lists beach enhancements as a project; and

WHEREAS, the CRA wishes to promote business development and the expansion of the local tourism industry; and

WHEREAS, the CRA seeks to construct a Welcome to Deerfield Beach sign that will attract visitors to the beach area; and

WHEREAS, the desired sign is a custom work of art; and

WHEREAS, artistic services are exempt from competitive bid process as per Florida Statutes Section 38-133; and

WHEREAS, adequate funds for this project are available in the CRA Infrastructure and Capital Improvements line item;

NOW, THEREFORE, BE IT RESOLVED BY THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF DEERFIELD BEACH, FLORIDA, AS FOLLOWS:

Section 1. The above referenced “Whereas” clauses are true and correct and made a part hereof.

Section 2. The CRA Board does hereby approve funding a scope of services with Go-Tilt Construction LLC in the amount of \$28,500.00 for the fabrication of an artistic Deerfield Beach sign.

PASSED AND ADOPTED THIS _____ DAY OF _____, 2014.

JEAN M. ROBB, CHAIR

ATTEST:

SAMANTHA GILLYARD, MMC, CITY CLERK

CRA/Meeting Agendas/2014/May 13, 2014/Item 1

Deerfield Beach C R A detail

Date: **August 2014**

Report completed by Sgt. Guaglione

Deputies worked the CRA for a total of 12 days, which came to 91.5 hours of detail coverage for the month of August 2014. Deputies concentrated their focus on the pier, Sullivan Park, the Cove Businesses, Publix parking lot, beach businesses, and construction areas.

CATEGORY	TOTAL
Fights / Disorderly Conduct	4
Parking citations	24
Business Checks	124
Citizen contacts	170
F.I. Cards	2
Back ups	26
A.O.A.	1
P/C forms	1
Event Reports	2
Moving Citations	8
Non Moving Citations	1
NTA's:	
Arrests:	2
Trespass	
Other – Explain	
Foot patrol	8

Deerfield Beach C R A detail

Date: **September 2014**

Report prepared by Sgt. Guaglione

Deputies worked the CRA for a total of 12 days, which came to 96 hours of detail coverage for the month of September 2014. Deputies concentrated their focus on the pier, Sullivan Park, the Cove Businesses, Publix parking lot, beach businesses, and construction areas.

CATEGORY	TOTAL
Fights / Disorderly Conduct	5
Parking citations	12
Business Checks	247
Citizen contacts	205
F.I. Cards	
Back ups	19
A.O.A.	1
P/C forms	
Event Reports	
Moving Citations	3
Non Moving Citations	
NTA's:	2
Arrests:	2
Trespass	2
Other – Explain	
Foot patrol	18

**Deerfield Beach
Community Redevelopment Agency
Monthly Expenditure Report**

10/14/2014

As per CRA Resolution 2011-011

Expenditures

Date	Project	Expenditure Description	Amount
		None to report	