

**MERRITT ISLAND REDEVELOPMENT AGENCY
MINUTES OF JULY 24, 2003**

Members Present: Sandee Natowich, Vice-Chairman
Mike Selig
Roddy Kring
Duane Watson
Bob Barranco
Michelle Daignault-Ives

Members Absent: Bert Francis, II, Chairman

Agency Staff: Doug Robertson, MIRA Consultant
Staci Van Ness, MIRA Executive Secretary

County Staff: Terri Jones, Assistant County Attorney

Guests: Paul Vavala, Merritt Park Place Property Owner
Kathleen LaRochelle, Merritt Island Garden Club
Beth Kring, Merritt Park Place

NEXT REGULAR MEETING SCHEDULED FOR AUGUST 28, 2003, 2:00 P.M., MERRITT ISLAND GOVERNMENT CENTER, 2575 N. COURTENAY PARKWAY, ROOM 205, MERRITT ISLAND.

Vice-Chairman Natowich called the meeting to order. All were present except those indicated above.

The minutes of the June 26, 2003 meeting were reviewed.

MOTION MADE BY BOB BARRANCO, SECONDED BY DUANE WATSON, APPROVING THE MINUTES OF THE JUNE 26, 2003 BOARD MEETING AS CORRECTED. MOTION PASSED UNANIMOUSLY.

Agenda Item No. 1 – Discussion Re: Advertising Banners and Balloons within the Merritt Island Redevelopment Area

Mr. Robertson had asked some of the members of the MIRA Board for their suggestions on recommended language changes to the current Brevard County Sign Ordinance. These

suggestions were complied with and given to everyone to review and discuss. There was some discussion with Assistant County Attorney Terri Jones who is in charge of the Sign Department, about the steps that this will have to go through to get the ordinance changed. Each Board member that had suggested changes went through the items they wanted to see addressed. Board Member Mike Selig was concerned about how making some of these changes would affect the Churches and their announcements, i.e., guest speakers, festivals, selling Christmas trees. Terri Jones is going to research this issue and let the MIRA Board know of her findings and if there is a difference in the way the Church signs are treated versus commercial signs. It was also suggested writing in an addendum for special event banners for such occasions as Christmas tree sales, and other events that would be up for an extended period of time. The consensus of the MIRA Board was to use Member Duane Watson's proposed language changes and additions, which were:

Item E: A special event sign shall not be erected more than ~~fourteen (14)~~ three (3) days prior to the special event, which it advertises, identifies, or announces, and it shall be removed not more than ~~three (3)~~ one (1) days after the special event terminates.

Add additional Item I: To state that any parcel with over 250,000 sq. ft. of gross leaseable space shall have the right to have a special event permit once per month up to twelve (12) months. With the following time frames: The banners shall not be erected more than 1 day before the event, the event shall not be longer than 5 days, and the banners shall be removed the day after the event.

MOTION MADE BY MICHELLE DAIGNAULT-IVES, SECONDED BY DUANE WATSON, TO ACCEPT ADDITION OF PROPOSED LANGUAGE CHANGE . MOTION PASSED UNANIMOUSLY.

Agenda Item No. 1A – Discussion Re: Community Banners

Mr. Robertson gave a brief history on this topic. Kathleen LaRochelle was in attendance for this discussion. This matter was brought before the MIRA Board back on April 24, 2003. At that time it was decided that Mr. Robertson do additional research and report back to the MIRA Board on his findings. The County Commissioner has no objections to the banners, but is looking to the MIRA Board to make the decision as to if they are appropriate. Documents of what the banners would look like as well as what they would cost were passed around to the Board Members. Board Member Mike Selig was concerned about there only being one vendor and other vendors being locked out. He feels like this isn't something that MIRA should be involved in because it would be promoting business advertising and MIRA doesn't have the administrative staff to handle that demand. Member Bob Barranco concurred. After a lengthy discussion on this matter, members of the MIRA Board decided that this was not an issue that they wanted to pursue.

MOTION MADE BY RODDY KRING, SECONDED BY DUANE WATSON, NOT TO ADDRESS COMMUNITY BANNERS. MOTION PASSED UNANIMOUSLY.

Agenda Item No. 2 – Discussion Re: Change of Use Ordinance

Mr. Robertson reminded the Board of the last meeting and the language that he had negotiated to change the ordinance. Mr. Robertson referred to the letter that he sent to Mr. Washburn asking for some clarification on the change of use ordinance on July 18, 2003. There are a few options that can be considered for taking this before the County Commission: 1. To wait to hear back from Mr. Washburn on clarification. 2. To proceed with the language that Mr. Robertson suggested in the last meeting and make it applicable to the entire redevelopment area as opposed to just Merritt Park Place. Board Members Mike Selig and Duane Watson would like to see this approached as the entire redevelopment area and then have it adopted as a Countywide change and not just Merritt Park Place. Vice-Chairman Natowich was concerned about protecting the agency's investment with Merritt Park Place and how this is affecting property owners such as Mr. Vavala, and wanted to proceed with writing language change for just this area and addressing other vicinities in stages, Board Member Michelle Daignault-Ives agreed. Mr. Robertson spoke about his conversations with several of the County Commissioners on this topic and that it was positive regarding Merritt Park Place because they are aware it is a unique situation and the money that has been invested in that area. Mr. Vavala asked the MIRA Board to please consider his situation and make the ordinance changes in stages.

MOTION MADE BY RODDY KRING, SECONDED BY MICHELLE DAIGNAULT-IVES, TO MODIFY CHANGE OF USE ORDINANCE LANGUAGE FOR MERRITT PARK PLACE. MIKE SELIG, BOB BARRANCO, AND DUANE WATSON OPPOSED

There was more discussion on this matter. Several members of the Board felt that it would not be a wise decision to single out Merritt Park Place and have to go back and address the other areas at a later time, that it should all be done at once.

MOTION MADE BY DUANE WATSON, SECONDED BY MIKE SELIG, TO MODIFY CHANGE OF USE ORDINANCE LANGUAGE TO APPLY TO ALL OF MERRITT ISLAND REDEVELOPMENT AREA. MOTION PASSED UNANIMOUSLY.

Agenda Item No. 3 – Discussion Re: Beautification Committee Report

Vice-Chairman Natowich gave a summary of the July Beautification meeting and what was discussed. New committee member Betsy Keenan was welcomed at that meeting and given an overview of what the MIRA Agency does and the Beautification Committee's role within the agency. Vice-Chairman Natowich passed around the binder that she had presented to the Beautification Committee that had all the ordinances, MIRA member and Beautification Committee member information in it as well as places to keep agenda's/minutes. She asked the Board Members to let her know if this was something that they would like to have to keep their items in as well. Vice-Chairman Natowich also spoke about the meeting that she

and Mr. Robertson attended with Commissioner Pritchard. She wanted to get the Commissioners view on what he would like to see the Beautification Committee doing so there wouldn't be any duplication of efforts. She felt like it was a very productive meeting. She spoke about the Sykes Creek and Merritt Avenue Intersection and what we would like to do to get that area into shape, it is currently an area where everyone advertises and is an eyesore. The Beautification Committee is also going to have a Façade Improvement Workshop so that property owners in the redevelopment area could have a better understanding of the program and what it entails.

Agenda Item No. 4 – Staff Report

Mr. Robertson gave an update on the storm-water retention areas; Ron Jones, Director of Regional Storm Water Utility Department is overseeing this project, Bussen-Mayer Engineering Group is researching five separate basins, they have completed the base maps and are in the process of doing the topography maps now. Joe Mayer will be prepared to give a status report at the next MIRA meeting.

We have targeted the two-strip areas on SR 520 for Façade Improvement and letters have been sent. As of this date we haven't had any response so as our next step we are going to be calling and try to meet with the property owners. Vice-Chairman Natowich would like to see the verbiage of the letter changed to ensure that the property owners understand that the application needs to be approved before any work is started. Board Member Duane Watson suggested taking an artist rendering of what it could look like with us when we approach the property owners so that they can see what the potential is for their property. Other members of the Board agreed that this would be a useful tool to use. Board Member Michelle Daignault-Ives recommended that we contact Kim Carswell, she might be interested in helping out with doing some drawings. There was also some talk about expanding the redevelopment area to use some of the Façade Improvement funds to help beautify the SR 3 area. Commissioner Pritchard would like to see this done, but does not feel like it would be feasible at this time.

The MIRA Board had given Mr. Robertson direction to proceed with getting the Jaycee Benches on the County Commission Agenda for removal and replace with non-advertising benches where appropriate. This item is on the Agenda for August 12, 2003. Mr. Robertson had a meeting with Jim Liesenfelt, Director of SCAT and Commissioner Pritchard and Sandee Natowich on this issue. Commissioner Pritchard would like to get a written County Attorney's opinion on out of the contract language instead of just the verbal that we currently have. A third of the benches that are currently in the area are what is called "bandit" benches, meaning that they are not permitted to be on the property so they could be picked up and taken away and this has been done, but they always get replaced. SCAT is getting us an inventory together so we will know what benches are permitted and which one's aren't then we will go through the notification process. Vice-Chairman Natowich spoke about covered bus stop areas and that they are available in our area. It is a separate company outside of SCAT, the kiosk has to be in compliance with Brevard County requirements and

they have advertising, but that SCAT could come up with a generic covering without advertising if that is the direction that MIRA would like to go in.

Welcome to Merritt Island signage and the slogan was discussed. These would be gateway signs. Mr. Robertson passed around renderings that Mike of Tell Tale Signs had provided him with at no charge to show how he envisioned the sign to look with the slogan "Where Dreams are Launched". There were two samples, one would be approximately \$6,000.00 and the other approximately \$10,000.00. Board Member Duane Watson would like to contact the person that brought in a rendering previously, when this issue first came up, he thought the cost was around \$3,000.00. Duane Watson also inquired about the sign that is currently at the SR 520 Bridge and what would be done with it. It was suggested that it be relocated to another area within Merritt Island where it would stand out.

Mr. Robertson contacted Sal D'Amato of Pavement Products & Services, the original contractor that did the Streetstamping in Merritt Park Place, he conceded that it wasn't correct and he's going to contact the manufacture of the materials and let us know what if anything can be done. He did however advise us that he warned us early on that traffic had to stay off of the crosswalks for at least twenty-four – if not forty-eight hours, and Barbara Carta had a tough time maintaining this. People were moving the cones and driving right over the crosswalks, so the time frame for driving didn't happen. Beth Kring, brought up the fact that there doesn't seem to be a problem on the areas where you drive straight through, it's only on the stop and go crosswalks.

Board Member Duane Watson referred to the drive through inspection report Vice-Chairman Natowich passed out at the May MIRA meeting. Vice-Chairman Natowich spoke about using bollards in Merritt Park Place to reduce turf damage from people making U-Turns. Loren Rapport and Mr. Robertson are looking to see how much this is going to cost and how many are going to be needed. Board Member Duane Watson brought up the cracks in the different areas and that there was so much money invested he wants to see the area maintained.

Board Member Duane Watson would like to see issues that come before the MIRA Board stay on the Agenda as a reminder that there are items that need to be addressed so that they aren't forgotten about.

Agenda Item No. 5 – Other Business

**MOTION MADE BY MICHELLE DAIGNAULT-IVES, SECONDED BY MIKE SELIG, TO ADJOURN.
MOTION PASSED UNANIMOUSLY.**

Meeting adjourned 4:00 p.m.