



**Deerfield Beach Community Redevelopment Agency
MEETING MINUTES**

Tuesday, February 10, 2015, 6:30 P.M.
City Commission Chambers, Deerfield Beach City Hall

The meeting was called to order by Vice Chair Preston at 6:31 p.m. on the above date in the City Commission Chambers, City Hall.

Roll Call:

Present: Mr. Bill Ganz
Mr. Joseph Miller
Mr. Richard Rosenzweig
Vice Chair Ben Preston

Also Present: Brian Donovan, Assistant City Manager
Andrew Maurodis, City Attorney
Heather Montemayor, Assistant to the City Clerk

Absent: Chair Jean M. Robb

APPROVAL OF MINUTES

DIGITAL TIME STAMP: 06:31:51

January 13, 2015

MOTION was made by Mr. Rosenzweig and seconded by Mr. Miller to approve the January 13, 2015 minutes as submitted. Voice Vote: YEAS: Mr. Ganz, Mr. Miller, Mr. Rosenzweig and Vice Chair Preston. NAYS: None.

APPROVAL OF THE AGENDA

DIGITAL TIME STAMP: 06:32:00

February 10, 2015

MOTION was made by Mr. Miller and seconded by Mr. Rosenzweig to approve the February 10, 2015 agenda as submitted. Voice Vote: YEAS: Mr. Ganz, Mr. Miller, Mr. Rosenzweig and Vice Chair Preston. NAYS: None.

GENERAL ITEMS

DIGITAL TIME STAMP: 06:32:10

ITEM 1

Presentation regarding SE 15th Avenue Improvements*

Kris Mory, CRA Director, stated that at the last CRA meeting, she provided a presentation regarding the roundabout at SE 15th Avenue as part of the design element for the streetscape improvements; which has been reviewed and approved. Since the

GENERAL ITEMS - CONTINUED

project is nearing completion, Staff has received comments from residents who desire to provide input this evening.

Thereafter, Ms. Mory briefly outlined the presentation to clarify the Board's commitment and clarify of the situation. She said that the item in question is the buoy feature in the roundabout, which had to be moved to the center to make way for the roundabout right-of-way. Additionally, Ms. Mory described each direction of traffic that is affected by the buoy.

Continuing, Ms. Mory outlined the issues some of the residents had with the buoy; the color and it being a traffic/safety hazard. Ms. Mory advised that Staff had Chen Moore review the roundabout again; whereas, the final status indicated by Peter Moore, Chen Moore & Associates, was it being complaint with the current design standards. Chen Moore also provided visual images on how roundabouts are supposed to work, and that the City's roundabout also complies with those standards. She emphasized that she has not yet made the final payment to the contractor; therefore, if it is decided that the buoy is not staying there, Staff may be able to get a credit. Ms. Mory reiterated that last month, Staff provided alternatives: 1) leave the buoy as is, and let Staff finish up the project; 2) repaint the buoy to a more traditional nautical color; 3) replace it with a neighborhood entrance monument; and 4) installation of public art.

The public hearing was open.

Marge Hilton, 1101 SE 5th Court, Deerfield Beach, stated that she does not believe that money should be spent removing the buoys. She further stated that she would not mind them changing the color; however, she likes the buoys.

Pam Militello, 884 SE 19th Avenue, Deerfield Beach, agreed that the money should not be spent removing the buoys. She said that the color scheme of the buoys fits the CRA's original Key West theme. She suggested continuing with the pastel colors, make them solid or two toned, or leave them as is.

Jerry Zygmunt, 955 SE 6th Street, Deerfield Beach, stated that the roundabout is not a traffic hazard and has no objection to the colors of the buoy.

Bett Willett, 2646 Emerald Way Circle, Deerfield Beach, stated that when she went around the roundabout, she did not even notice the buoy.

Vice Mayor Preston closed the public hearing.

Andrew Maurodis, City Attorney, stated that his only concern is the liability issue. He said when there is an incident at any intersection, the first thing the City receives is a public records request for any complaints regarding such. He suggested that any complaints we receive get forwarded to the Engineering Department so the City has absolute confidence in the safety of the roundabout. Mr. Maurodis stated that the trees and the location of the light poles should be reevaluated, as these are all concerns. He reiterated that now that

GENERAL ITEMS - CONTINUED

the City has received complaints, they will be with us forever and can be used against us in the future.

Mr. Rosenzweig stated that in the backup it was reported from the Police Department that there have been no complaints of accidents in that area. He said that as far as the roundabout goes, he feels that it is working. At this point, the Board is trying to find out what should be done with the buoy and sees no reason to remove it, as it is not a hazard and is only a matter of aesthetics. Additionally, he said that aesthetically, it is part of the nautical theme, which was done in the Cove area.

Mr. Ganz said that in reviewing the roundabout, he noticed that the curb that goes around the roundabout is very low. He commented on roundabouts in other areas; whereby, the curb is usually very high to prevent vehicles from going into the roundabout or going straight ahead. He said that even at the cross points in the four (4) other areas leading into the roundabout, the curbing is the same height and seems to be very short. Mr. Ganz asked for clarification regarding the height of the curb.

Ms. Mory explained that from the yellow line, which is called valley curb or multiple curb, cars should be able to drive over it. She said that it is for larger vehicles, i.e. trucks, so that they can make that turning raise. Furthermore, the first part that is the paved area is not for personal vehicles, but for larger vehicles. She stated that the inner circle is raised, which is a D-curb, that sticks up six (6) inches from the road way. For a vehicle to get into the area of the roundabout, they would have to go over that six (6) inch curb.

Mr. Ganz said that as far as the safety concern, he does not agree with the light fixture being pushed out to the edge of the roundabout. He also objected to the aesthetics of the roundabout. He said that the buoy is too small, the light posts location is too close in proximity to the curbing and could be hazardous; furthermore, he objected to the coloring. Additionally, Mr. Ganz said that if the City Attorney is saying that having a solid structure in the middle of this, as well as the light poles could cause the City problems, it also raises a concern for him. He said if the buoy is removed, the light poles should also be redone.

Vice Chair Preston suggested not taking any action tonight and have the City Engineer look at the roundabout in depth to determine if there is in fact a safety hazard and let them come up with a solution to bring back to the Board.

Mr. Rosenzweig stated that he believes the roundabout itself is not a problem and has worked very well the past 2 months it has been there. He agreed with Vice Chair Preston to take a closer look at it and bring it back up for discussion.

Mr. Miller stated that when they first started talking about the curb, it made him think about the roundabout at 4th Court on 12th Avenue; whereby, people run through it on a regular basis.

Ms. Mory said that this particular roundabout does not have a curb.

GENERAL ITEMS - CONTINUED

Continuing, Mr. Miller said that the City Attorney brought up the liability issue and some of the residents have expressed concerns regarding the safety of the roundabout, he suggested further examination for safety and potential liability. He asked that the roundabout on 12th Avenue be looked into as well, as it needs to be improved due to people constantly running over it.

Vice Chair Preston asked that the City Engineer and all the appropriate personnel take a look at the roundabout and after they make their findings, the Board can go from there.

MOTION was made by Mr. Rosenzweig and seconded by Mr. Miller to have Staff look at the roundabout over a period of time and bring their findings back to the Board. Roll Call: YEAS: Mr. Ganz, Mr. Miller, Mr. Rosenzweig and Vice Chair Preston. NAYS: None.

Mr. Miller asked if the 12th Avenue roundabout could be looked into as well.

Ms. Mory clarified that the 12th Avenue roundabout is not part of the CRA so that would have to be a separate investigation.

ITEM 2**DIGITAL TIME STAMP: 06:51:26****Presentation regarding district wayfinding sign program**

Kris Mory, CRA Director, said that the CRA Plan calls for a wayfinding program to be implemented into the district. Wayfinding is an urban planning term for vehicular and pedestrian signage, which is intended to guide people/cars more efficiently through an area. She said the CRA district suffers from a significant amount of sign pollution; whereas, wayfinding can help resolve that problem.

Continuing, Ms. Mory explained that sign pollution is a lot of signs with disjointed designs. Wayfinding can streamline those messages to make them more user friendly, improve circulation throughout the area, market the destinations that it is leading to and also market Deerfield Beach as a destination in itself. Over the last couple of months, the City has been developing new modern versions of the City logo. Ms. Mory highlighted a PowerPoint presentation of the different versions of the wayfinding signs, which she discussed in detail. She explained that the messages on the signs are highly regulated by FDOT, i.e. the number of letters allowed, the use of the signs by privately owned entities is not allowed, you can only have three (3) blades per sign and the color of the sign.

Ms. Mory outlined each location of the signs in the district on the map, as well as the messages. Years ago, the area at the SE corner of Hillsboro Boulevard and US1 was dedicated for a City monument sign. The City monument sign is envisioned to be quite large; it cannot exceed 15 feet in height or 135 square feet, which would be larger than 10X10. The monument sign can also include a moving message or be lit up. She explained that Staff has a lot of flexibility in the design; whereas, the sign can be medium sized such as the Deerfield Beach Café sign or they can do something on a little larger scale. Additionally, at that corner, a regular wayfinding sign would be installed to direct

GENERAL ITEMS - CONTINUED

people to their destination. On the south side of Hillsboro, right next to LA Fitness, there is currently a beach sign there, which would be replaced. Right before the Cove, Staff would add a sign showing people how to get into the Cove, how to get into the marinas on both sides of the roadway, as well as how to access parking on both sides of the roadway. Ms. Mory continued showing proposals of where each wayfinding sign would be located.

Further, Ms. Mory said there is a cost estimate preliminary budget included in the backup. Since no formal bids have been received; as staff wanted to get direction from the Board to move forward. There is no proposal to do anything right now with the (2) two monuments signs located at the County lines because FDOT will be doing construction. However, she said that they would like to move forward with implementing the sun signs. She explained that the budget is going to vary significantly depending on what type of monument sign is selected for the CVS location. Additionally, Ms. Mory said that the total cost would not exceed \$30,000 - \$35,000, which includes the design and permitting.

In response to Mr. Ganz's question, Ms. Mory replied no, the design is not strictly for monument signs. She explained that there is a certain amount of design that goes into sun signs, which is more like cut sheets and design specifications, i.e. the lettering. Also, the sun logo was designed by City Staff.

Mr. Ganz expressed dissatisfaction that only one (1) design is presented to them every single time, as it is not enough. He said the color presented does not match anything else going on in the City. Furthermore, he said that when you put it next to the other Cove monument sign, which is a Key West color, there are too many different colors which does not make sense. Mr. Ganz said he likes the design of the signs, but does not approve of the color scheme and would like other color schemes presented.

Mr. Rosenzweig agreed with the color scheme, as he believes they do not jump out.

Ms. Mory said that by adding these wayfinding signs, they will be deleting one (1) to five (5) signs in each of the locations.

Mr. Rosenzweig said he hopes there will be a large enough sign for Sullivan Park, as it is hidden; whereas, the key to signs are to let people know what is there.

Mr. Ganz stated that he does not have a problem with the locations or the messaging on the signs.

Mr. Miller said what is being proposed is an improvement on what we have. He does not object to the color as much as the other Board members, as the teal part is something being done at the bottom of the signs on Ocean Way. He said whatever is decided will be there for a long time and asked for more color options. He said he is in favor of the wayfinding signs, but asked that more color schemes be brought back.

GENERAL ITEMS - CONTINUED

Vice Chair Preston said agreed that more color schemes should be presented to the Board and that these signs will be around here for a long time; and should be aesthetically pleasing.

Mr. Miller clarified that the Board is in favor of the wayfinding signs, but would like to see more color schemes.

ITEM 3**DIGITAL TIME STAMP: 07:07:36****Ocean Way Holiday celebration report**

Kris Mory, CRA Director, stated that this year, Staff moved the holiday celebration from the Cove to Ocean Way. She explained that they decorated the Cove with lights; however, the event itself was located on Ocean Way at the pier. Ms. Mory said that the beach was lit between the pier and SE 2nd Street from December until the first week of January. BSO estimated 3,500 attendees at the new venue on the evening of the event; notwithstanding, that number does not include the amount of traffic that the venue received during the entire period the decorations were displayed.

Continuing, Ms. Mory said the Parks & Recreation Staff did an excellent job handling the event, i.e. the decorations, the venues on the pier, lighting on the beach berm, etc. and with staying on budget. Surveys were provided at the event and the average attendee spent just under \$12.00 on food and beverages; which she believes was approximately \$40,000 in revenue for the City just in the four (4) hours the event was held. Ms. Mory said although it is hard to understand the economic impact for the entire month, that Staff went back and surveyed the businesses on the S-curve and it was reported that their business increased over 18%.

Mr. Ganz thanked Ms. Mory and Staff for the event, as he has received many compliments.

Mr. Miller agreed. He said that he heard nothing negative about the event and said that people, especially the businesses, were asking for it to be kept longer, as it was a tourist attraction. He thanked Staff for their efforts.

Mr. Rosenzweig said he unfortunately missed the event; however, he thought the lighting and displays were spectacular. He thanked Ms. Mory, Kara Petty, Parks & Recreation Director, and Staff.

Vice Chair Preston said that this is an example of our people working together to get something done that is in the best interest of the City. He suggested looking into how Staff can expand the event and inquired about fireworks. Vice Chair Preston thanked Ms. Mory and Staff.

PUBLIC INPUT

DIGITAL TIME STAMP: 07:12:58

Jerry Zygmunt, 955 SE 6th Street, Deerfield Beach, said that most of the time he walks to the Cove and asked how he would get there when he is going north from the west. He asked if there was pedestrian crossing at the roundabout.

Kris Mory, CRA Director, replied that there are pedestrian crosswalks all the way around the roundabout, but they are not in the flow of traffic, as you would have to jog a little bit to the right or east to be on a pedestrian sidewalk. FDOT regulations say that you cannot have that crossing right at the intersection. She advised Mr. Zygmunt that she would walk it with him.

Marge Hilton, 1101 SE 5th Court, Deerfield Beach, said she lives by the 12th Court roundabout Mr. Miller was referring to earlier. She stated that when she was going around it today, she noticed that a sign or a pole was down in the middle of the roundabout. She asked why they have never heard about any safety issues regarding the 12th Court roundabout.

Andrew Maurodis, City Attorney, said that he has never received or heard any complaints about the 12th Court roundabout, as this is his first time hearing about this particular roundabout.

ADJOURNMENT:

There being no further business, the meeting adjourned at 7:16 p.m.

JEAN M. ROBB, CRA CHAIR

ATTEST:

Samantha Gillyard, CMC, City Clerk