

**TERRILL L. HILL**  
MAYOR - COMMISSIONER

**MARY LAWSON BROWN**  
VICE MAYOR - COMMISSIONER

**RUFUS J. BOROM**  
COMMISSIONER

**JUSTIN R. CAMPBELL**  
COMMISSIONER

**JAMES NORWOOD, JR.**  
COMMISSIONER



# CITY of *Palatka* FLORIDA

*Regular meeting 2nd and 4th Thursdays each month at 6:00 p.m.*

**TERRY K. SUGGS**  
CITY MANAGER

**BETSY JORDAN DRIGGERS**  
CITY CLERK

**MATTHEW D. REYNOLDS**  
FINANCE DIRECTOR

**JAMES A. GRIFFITH**  
INTERIM CHIEF OF POLICE

**MICHAEL LAMBERT**  
CHIEF FIRE DEPT.

**DONALD E. HOLMES**  
CITY ATTORNEY

## AGENDA CITY OF PALATKA COMMUNITY REDEVELOPMENT AGENCY October 12, 2015 at 5:00 p.m.

### CALL TO ORDER:

- a. Invocation
- b. Pledge of Allegiance
- c. Roll Call

**APPROVAL OF MINUTES:** August 10, 2015; August 31, 2015; September 10, 2015

**PUBLIC COMMENTS** (Speakers limited to three minutes – no action taken on items):

### REGULAR AGENDA/TIF REQUESTS

- \*1. **DISCUSSION** – Community Redevelopment Plan Status Update and Revision

### OTHER BUSINESS

#### \*2. **REPORTS**

- (a) Palatka North TIF District Advisory Committee Report – Elizabeth Van Rensburg
- (b) Palatka South TIF District Advisory Committee Report – Larry Beaton
- (c) Palatka Main Street Report – Jerry Hafner

### 3. **ADJOURN**

\*attachment

ANY PERSON WISHING TO APPEAL ANY DECISION MADE BY THE COMMUNITY REDEVELOPMENT AGENCY WITH RESPECT TO ANY MATTER CONSIDERED AT SUCH MEETING WILL NEED A RECORD OF THE PROCEEDINGS, AND FOR SUCH PURPOSE MAY NEED TO INSURE THAT A VERBATIM RECORD OF THE PROCEEDINGS IS MADE, WHICH RECORD INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED. FS 286.105

PERSONS WITH DISABILITIES REQUIRING ACCOMMODATIONS IN ORDER TO PARTICIPATE IN THIS MEETING SHOULD CONTACT THE CITY CLERK'S OFFICE AT 329-0100 AT LEAST 24 HOURS IN ADVANCE TO REQUEST ACCOMMODATIONS.



**COMMUNITY REDEVELOPMENT  
AGENCY AGENDA ITEM**

**SUBJECT:**

**DISCUSSION** - Community Redevelopment Plan status update and revision

**SUMMARY:**

See attached.

**RECOMMENDED ACTION:**

n/a

**ATTACHMENTS:**

Description	Type
☐ CRA Plan Update	Backup Material

**REVIEWERS:**

Department	Reviewer	Action	Date
Grants & Projects	Griffith, Jonathan	Approved	10/7/2015 - 4:10 PM
City Clerk	Driggers, Betsy	Approved	10/7/2015 - 5:13 PM

Recently, the Community Redevelopment Agency (CRA) Board discussed updating the CRA Plan. The CRA also requested an assessment of plan implementation for each of the three tax increment districts. In response to these requests, this report provides an assessment of plan action items.

#### **Central Business District (2010 CRA Plan, page 78)**

- ***Establish a tax abatement/economic development program***
  - Approval of an economic development tax abatement program requires approval by referendum, therefore an increment rebate program was developed and approved on December 12, 2013. The Transformational Redevelopment Incentive Program (TRIP) encourages redevelopment projects that are transformative in nature. TRIP reimburses a portion of the additional tax increment derived from the completed project and/or provides grants or loans equal to the estimated additional increment to be derived from the completed project. In addition, a local Historic Tax Abatement program as established by ordinance is another potential redevelopment incentive.
- ***Marketing and campaign efforts***
  - While the CRA has partnered with Downtown Palatka Inc. (DPI) and Palatka Main Street to implement marketing strategies, a formal strategy that identifies a target audience of tenants, vendors and customers has not been developed.
- ***Land use and zoning changes***
  - The Zoning Code was revised in 2013 to allow mixed-use development in the Downtown Business District.
- ***Streetscape, open space designs and construction plans***
  - In 2012 the CRA partnered with the University of Florida's Landscape Architecture Department to develop the "Community Greenprint Master Plan." This plan was used to develop typical streetscape sections. These plans were presented to the CRA board in 2014. Staff expects to present them to the newly established Central Advisory Committee in November 2015.
- ***Infrastructure improvements***
  - From 2012-2015 the City/CRA has leveraged tax increment funds for the following infrastructure improvements, totaling \$3.8 million dollars:
    - riverfront district water line replacement;
    - 700 and 800 block of St. Johns Avenue storm water improvements;
    - riverfront Park storm water improvements;
    - boat launch expansion;
    - south Riverfront Park dock expansion;
    - north Riverfront Park dock installation; and
    - 200 and 300 block Reid Street parking lot improvements.
- ***District parcel profile***
  - A district-wide parcel profile database has not been developed.
- ***Inventory of publicly owned lands***
  - An inventory of all City-owned and privately owned lands designated for parking purposes was conducted in 2009 and 2015. The City purchased multiple properties in 2009 for the purposes of parking.
  - A citywide inventory of city-owned property was conducted in January of 2013 to identify publicly owned lands. Staff recommended a disposition of sell, keep or further

discussion for each property. The list of CRA properties should be revisited to discuss the highest and best use.

- **Strategic wayfinding**
  - A wayfinding plan was developed with the assistance of the Main Street Design Committee in 2011. The City Commission approved the plan in 2011. The FY 2016 CRA budget includes wayfinding sign installation. The zoning code was revised in 2012 to allow for public purpose off-site directional and information kiosk signs.
- **Agency structure changes**
  - Revising the board structure to not include the City Commission was discussed in early 2015, but no action to restructure the board was taken. Main Street and DPI have proposed their representatives for the Central Business Advisory Committee, which plans its first meeting in November.
- **Support and partnering opportunities of festivals and sustainable events**
  - The special events ordinance was revised in 2013 to clarify and improve the special events permitting process. The City has implemented a pre-application review that proactively supports festivals. The City/CRA continues to upgrade the electrical, lighting, parking and landscaping infrastructure at the Riverfront Park. The FY 2016 CRA budget includes electrical infrastructure upgrades along St. Johns Avenue.
- **Revise the Matching Grant Program for Building Exterior, Façade and Sign Improvements**
  - All programs have been revised per the recommendations of the CRA plan. The CRA board makes revisions to the programs as necessary.

#### **North District (2010 CRA Plan, page 105)**

- **Amend the District's boundary to include all of the North Historic Neighborhood Association parcels**
  - Amending the boundary would reset the base year property values, resulting in a decrease in annual tax increment revenue. Establishing new CRAs and tax increment districts to include adjacent blighted areas has been discussed.
- **Streetscape, open space designs and construction plans**
  - In 2012 the CRA partnered with the University of Florida's Landscape Architecture Department to develop the "Community Greenprint Master Plan." This plan was used to develop typical streetscape sections. These plans were presented to the CRA board in 2014. Staff plans to present these plans to the advisory committee in November, 2015.
- **Infrastructure improvements**
  - The FY 2016 CRA budget funded plan development and permitting for water line replacement and storm water improvements.
  - The City has notified Florida Power and Light (FPL) about its intent to underground overhead lines in FY17 and FY18. City staff will be working with FPL over the next few years to value-engineer this project to coincide with water line replacement and streetscape improvements.
- **Strategic wayfinding**
  - A wayfinding plan was developed with the assistance of Main Street in 2011, and the City Commission approved the plan for use in 2011. The FY 2016 CRA budget includes wayfinding sign installation. The zoning code was revised in 2013 to allow for public purpose off-site directional and information kiosk signs.
- **Agency structure changes**

- The North Historic District Neighborhood Association has been established as the advisory committee for this district and continues to advise the CRA on redevelopment items.
- *Support and partnering opportunities of festivals and sustainable events*
  - The CRA plan does not reference how the South District can support and partner with festivals and events.
- *Implement a grant program for Home Improvement and*
  - The Home Improvement Grant Program has been successfully implemented in the North District. Five applications are currently waiting to be processed.
- *Beautification projects*
  - In 2014 all of the stop signs in the district were replaced with decorative poles to match the existing decorative street sign poles. In addition, unnecessary signage was removed from the district.

**South District (2010 CRA Plan, page 133)**

- *Streetscape, open space designs and construction plans*
  - In 2012 the CRA partnered with the University of Florida's Landscape Architecture Department to develop the "Community Greenprint Master Plan." This plan was used to develop typical streetscape sections. These plans were presented to the advisory committee and CRA board in 2014.
- *Infrastructure improvements*
  - The FY 2016 CRA budget funded the plan development and permitting for the water line replacement and storm water improvements.
  - The City has notified Florida Power and Light (FPL) about its intent to underground overhead lines in FY17 and FY18. City staff will be working with FPL over the next few years to value-engineer this project to coincide with water line replacement and streetscape improvements.
- *Strategic wayfinding*
  - A wayfinding plan was developed with the assistance of the Main Street in 2011. The City Commission approved the plan in 2011. The FY 2016 CRA budget includes wayfinding sign installation. The Zoning Code was revised in 2013 to allow for public purpose off-site directional and information kiosk signs.
- *Community education programs*
  - Two historic preservation workshops have been held since 2013.
  - Historic district information packets have been distributed to realtors.
  - A Brownfields workshop was held in 2015.
- *Support and partnering opportunities of festivals and sustainable events*
  - The CRA plan does not reference how the South District can support and partner with festivals and events.



**COMMUNITY REDEVELOPMENT  
AGENCY AGENDA ITEM**

**SUBJECT:**

- a. North TIF District Advisory Committee Report – Elizabeth Van Rensburg
- b. South TIF District Advisory Committee Report – Larry Beaton
- c. Palaka Main Street Report – Jerry Hafner

**SUMMARY:**

Reports only - no action required

**RECOMMENDED ACTION:**

Reports only - no action required

**REVIEWERS:**

Department	Reviewer	Action	Date
City Clerk	Driggers, Betsy	Approved	10/7/2015 - 5:14 PM