

KARL N. FLAGG
MAYOR - COMMISSIONER

MARY LAWSON BROWN
VICE MAYOR - COMMISSIONER

LEGRA KITCHENS
COMMISSIONER

VERNON MYERS
COMMISSIONER

JAMES NORWOOD, JR.
COMMISSIONER



ELWIN C. "WOODY" BOYNTON, JR.
CITY MANAGER

BETSY JORDAN DRIGGERS
CITY CLERK

MATTHEW D. REYNOLDS
FINANCE DIRECTOR

GARY S. GETCHELL
CHIEF OF POLICE

MICHAEL LAMBERT
CHIEF FIRE DEPT.

DONALD E. HOLMES
CITY ATTORNEY

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

AGENDA
CITY OF PALATKA
COMMUNITY REDEVELOPMENT AGENCY
December 9, 2010; 4:00 p.m.

CALL TO ORDER:

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

1. **APPROVAL OF MINUTES** – 10/14/10
2. **PUBLIC COMMENTS** - (Speakers limited to three minutes – no action taken on items)
- * 3. **ADOPTION OF CRA ANNUAL PLAN**, including the Central Business District (CBD), North Historic District (NHD) and South Historic District (SHD)
4. **CRA DIRECTOR'S REPORTS:**
 - a. Update of Community Redevelopment Area Plan (updated August, 2009)

*Attachment **Separate Cover

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.

CRA Agenda
Item

3

201 N. 2nd Street
Palatka, FL 32177
Tel. (386) 329-0100
Fax (386) 329-0199

City of Palatka
Office of the City Manager

To: Community Redevelopment Area Board Members
From: Woody Boynton, City Manager
Date: December 6, 2010
RE: Tax Increment Funds – 2011 Anticipated Expenditures

Each year the Tax Increment Funds (TIF) needs to be assigned by December 31st of that year. These funds include monies set aside for the North and South Historic Districts as well as the Central Business District. Three (3) attachments are included with this memo. The first attachment is a copy of a summary sheet of each fund prepared by City staff that lists expenditures for fiscal year 2010, expenditures that were/are allocated within 2010 as well as anticipated revenues for 2011. With this attachment are two memos that I prepared on August 26, 2010 and on October 6, 2010 to the CRA. These memos are provided as evidence to the approximate balance forward estimated for the Central Business District in 2011. This balance is estimated at \$350,000 to \$375,000.

The second two attachments are minutes of meetings held by the South and North Historic Districts requesting specific or intended use of TIF monies. I have reviewed these minutes and take no exception to the *tentative* allocation of monies. The intended expenditure of Central Business District money is contained in this memo. Revenues for each fund are similar to last year, it is expected that the South Historic District will receive approximately \$115,000.00, the North Historic District will receive approximately \$48,000.00 and the Central Business District will receive approximately \$380,000.00.

Some of the proposed funding requests have previously been discussed and approved. For example the South and North Historic Districts have already received authorization from the Community Redevelopment Area Board to proceed with the home improvement grant program. Much of their intended expenditures are allocated to this program. It should also be noted that any current balance forward is represented in the allocations shown below. Any balance forward not shown as reserve funds was previously committed to the Home Improvement Program from the previous year's allocation. Please note that the totals are estimates and rounded to the nearest thousand.

The following is an overview of the proposed 2010 assignment of funds by District:

South Historic District

Home Improvement Grant Program	\$ 80,000.00
Live Here, Work Here Program	\$ 20,000.00
Pedestrian Kiosk	\$ 5,000.00
Reserve Funds (estimated)	<u>\$ 16,000.00</u>
	\$121,000.00

North Historic District

Home Improvement Grant Program	\$200,000.00
Reserve Funds (estimated)	<u>\$ 23,000.00</u>
	\$ 223,000.00

It should be noted that approval of the above assigned funding does not preclude each District from modifying their request. It simply indicates that a plan for the upcoming year has been developed. Assignment of funds is a fluid process and will change as projects are completed and/or new projects are proposed.

Central Business District

In 2010, several major initiatives were put forth by the City of Palatka, the CRA, Main Street and Downtown Palatka Inc. These projects include but are not limited to a development of a Riverfront Master Plan, furthered negotiations with a developer for the 100 block and former high rise site, obtaining over \$1,000,000 in grant funding for improvements to the downtown and riverfront areas, an approximate \$500,000 public investment in buildings and infrastructure, another approximately \$170,000 in private investment in building improvements, implementation of a billboard and marketing program, successful special events including the Azalea Festival, Blue Crab Festival and the Fourth of July Fireworks.

In 2011, we are not expecting to slow down, many of the above projects are ongoing and with the solidarity that is being shown between the City of Palatka, Putnam County, Main Street and Downtown Palatka, I believe the results of the above work will begin to show a revitalization of the downtown area. The proposed assignment of money is indicative of the needs of the Central Business District.

The following is a listing of critical elements noted in the Needs Assessment and assigned funding:

Land Use and Zoning	\$ 0.00
Directional Signage and Way-finding	\$ 40,000.00
Streetscape and Infrastructure	\$110,000.00
Parking	\$ 0.00
Design Guidelines	\$ 0.00
Historic Preservation	\$ 0.00
Riverfront, Parks and Open Space	\$ 0.00
Public Investment Properties	\$ 0.00
Public Involvement	\$ 0.00
Marketing	\$ 90,000.00
Additional Economic Development Funding Mechanisms	\$400,000.00
	\$640,000.00

Pre-approved and/or Recurring costs include the following:

Legal fees (est.)	\$ 10,000.00
Mainstreet Manager (est.)	\$ 70,000.00
	\$80,000.00
Total:	\$720,000.00

The Directional Signage and Way-finding plan is nearing completion and a proposal will be presented to the CRA at the February 2011 meeting. It is expected that the first phase of signage will be implemented in 2011. Streetscape would include landscaping, docking improvements, murals, lighting upgrades design, engineering and construction improvements, etc associated with the Community Development Block Grant project schedule

for construction in spring 2011. Within the Marketing critical element it is envisioned that marketing and promotional ideas would be funded including but not limited to: billboards, brochures, web hosting, radio and television advertising, etc.

Within the Economic Development Funding Mechanisms, it is expected that a program would be established to create jobs. A tenet improvement grant program is being developed for 2011 by Main Street and its Economic Restructuring Committee. This program is expected to assist in bringing jobs to new businesses looking to open in downtown. The Business Improvement Grant (BIG) program, façade program and a version of the Home Improvement Grant Program is also expected to be included in the economic stimulus programs being recommended by Main Street. A detailed proposal of these programs is expected to be presented to the CRA in February 2011.

Again, please note that by assigning the funds to a particular element does not necessarily mean that any or all of the assigned monies must be spent in this category, it merely means that these areas were a priority and it was envisioned that the money should be assigned in these areas. Monies may also need to accumulate in order to accomplish a particular goal; therefore monies may be assigned to a particular element with the purpose of setting money aside for a long range project.

I cannot say enough about the increased involvement by our businesses and citizens in bringing these programs to the City and the CRA. Memberships in the North and South Historic Districts continue to increase thanks to the leadership of Roberta Correa and Elizabeth Van Rensburg, strong leadership and an open mindset by Main Street Committee Chairmen including Robert Taylor, Jerry Hafner and Sam Carr have seen many new projects be proposed and other projects that were contemplated be implemented. Downtown Palatka Inc.'s willingness to step up and take over the Promotions aspect of the program also cannot be overlooked. Sam Deputy and Angela Murtaugh continue to be strong advocates for the overall success of downtown. With this leadership, the countless volunteers that make-up each committee, the downtown merchants and owners; we are all excited about the prospects of 2011.

ATTACHMENT 1 - REPORT TO 9/30/10
 Pg 1 OF 7

Tax Increment Report as of 09/30/10
 (10/01/2009 to 09/30/2010)

Revenues Expenditure Balance

Downtown Redevelopment		
Beginning Balance	\$ 864,487.03	
REVENUE		
Downtown Redevelopment-County share	\$195,105.45	\$1,059,592.48
Downtown Redevelopment-City Share	\$196,777.49	\$1,256,369.97
Blue Crab Repayment	\$15,000.00	\$1,271,369.97
EXPENDITURES		
Gray Robinson, PA	\$112.50	\$1,271,257.47
Palatka Daily News	\$1,328.60	\$1,269,928.87
Kimley-Horn & Associates	\$13,831.98	\$1,256,096.89
Department of Community Affairs	\$175.00	\$1,255,921.89
Michael Redd & Associates (Downtown Parking Study)	\$17,692.00	\$1,238,229.89
Michael Redd & Associates (Riverfront Park & Pier Improvements)	\$18,850.00	\$1,219,379.89
Creek Media (Larimer Projector)	\$320.00	\$1,219,059.89
Blue Crab 2010	\$49,014.99	\$1,170,044.90
BIG Program	\$196,410.00	\$973,634.90
CBS Outdoor-Billboards	\$12,600.00	\$961,034.90
Land Purchase	\$49,941.75	\$911,093.15
Nameplates	\$71.30	\$911,021.85
St. Patricks Day Parade Flyers	\$325.00	\$910,696.85
DeSigns (Single Globe lamp posts matching downtown lamps)	\$2,000.00	\$908,696.85
Sign at 3rd St. and Reid St.	\$9,075.00	\$899,621.85
Downtown Lighting-Two lights in parking lot behind City Café	\$850.00	\$898,771.85
Downtown Lighting-Change street lights to white from 3rd to Memorial	\$6,600.00	\$892,171.85
GMB Engineers-St Johns Ave Traffic Study	\$9,000.00	\$883,171.85
Riverfront Stormwater Management Fee-Universal	\$2,400.00	\$880,771.85
Riverfront Stormwater Master Plan-Rourke	\$15,397.48	\$865,374.37
Riverfront Development Permit	\$100.00	\$865,274.37
Mary Lawson Hospital Mural	\$2,650.00	\$862,624.37
Fireworks	\$15,000.00	\$847,624.37
Transfer to Chamber	\$2,700.00	\$844,924.37
Mainstreet Program	\$7,500.00	\$837,424.37
Mainstreet Manager (Payroll)	\$4,423.90	\$833,000.47
Moving Expense-Bob Trescott	\$1,906.27	\$831,094.20
Balance		\$831,094.20

North Historic District		
Beginning Balance	\$ 250,634.03	
REVENUE		
North Historic-County Share	\$22,858.44	\$273,492.47
North Historic-City Share	\$23,054.34	\$296,546.81
EXPENDITURES		
Nonprofit Paperwork	\$1,262.50	\$295,284.31
Tropical Pavestones	\$46,011.60	\$249,272.71
Advertising Reimbursement	\$192.88	\$249,079.83
HIP (400 N. 3rd St., Painting M&L, check #1251)	\$6,490.00	\$242,589.83
HIP (408 Madison Painting M&L, check #1254)	\$2,800.00	\$239,789.83
HIP (408 Madison Contractor Mathe, check #1245)	\$9,675.00	\$230,114.83
HIP (400 N. 3rd St., Contractor Mathe, check #1233)	\$3,211.00	\$226,903.83
Balance		\$226,903.83

South Historic District				
Beginning Balance	\$ 202,684.87			
REVENUE				
South Historic-County Share	\$63,525.91	\$266,210.78		
South Historic-City Share	\$64,070.33	\$330,281.11		
EXPENDITURES				
Actual Amount Spent				
Tilghman House	\$42,991.20	\$287,289.91		
HIP	\$206,876.75	\$80,413.16	\$127,918.54	2009
HIP Advertising	\$65.94	\$80,347.22	\$225,701.75	2010
Sign Repair and Landscaping	\$589.66	\$79,757.56	\$353,620.29	Total
Bike Lanes	\$2,066.80	\$77,690.78	\$361,800.00	Allocated
Hammock Hall Interior	\$11,124.85	\$66,565.91	\$8,179.71	Remaining
Florida Pest Control (Hammock Hall)	\$965.00	\$65,600.91		
Murals	\$7,411.26	\$58,189.65		
Bank Balance		\$58,189.65		
Allocated but unspent				
HIP (Signed Purchase Orders)	\$18,825.00	\$39,364.65		
HIP (Allocated but unassigned to any project)	\$8,179.71	\$31,184.94		
Historic Bronze Marker	\$5,000.00	\$26,184.94		
Hammock Hall Interior (remaining allocation)	\$3,875.15	\$22,309.79		
Balance		\$22,309.79		

PG 2 OF 7 - REPORT FOR FY 2011

Tax Increment Report as of 12/6/2010
(10/01/2010 to 12/6/2010)

Revenues Expenditure Balance

Downtown Redevelopment		
Beginning Balance	\$ 831,094.20	
REVENUE		
Downtown Redevelopment-County share	\$189,177.40	\$1,020,271.60
Downtown Redevelopment-City Share	\$190,798.64	\$1,211,070.24
Blue Crab Repayment	\$15,000.00	\$1,226,070.24
EXPENDITURES		
Actual Amount Spent		
Mary Lawson Hospital Mural	\$857.70	\$1,225,212.54
		\$1,225,212.54
		\$1,225,212.54
Department of Community Affairs	\$175.00	\$1,225,037.54
		\$1,225,037.54
		\$1,225,037.54
		\$1,225,037.54
BIG Program	\$28,687.40	\$1,198,350.14
CBS Outdoor-Billboards	\$3,600.00	\$1,194,750.14
		\$1,194,750.14
		\$1,194,750.14
Façade Grant	\$7,222.50	\$1,187,527.64
		\$1,187,527.64
		\$1,187,527.64
		\$1,187,527.64
		\$1,187,527.64
Riverfront Stormwater Master Plan-Rourke	\$3,487.15	\$1,184,040.49
		\$1,184,040.49
		\$1,184,040.49
Transfer to Chamber		\$1,184,040.49
Mainstreet Program		\$1,184,040.49
Mainstreet Manager (Payroll)		\$1,184,040.49
		\$1,184,040.49
Bank Balance		\$1,184,040.49
Allocated but unspent		
Downtown Palatka Inc/Main Street Azalea start-up	\$15,000.00	\$1,169,040.49
County Courthouse Parking Area	\$10,000.00	\$1,159,040.49
Balance		\$1,159,040.49

* ENCUMBERED FUNDS NOT SHOWN
SEE COVER LETTER AND SUPPORT
DOCUMENTATION ATTACHED

North Historic District		
Beginning Balance	\$ 226,903.83	
REVENUE		
North Historic-County Share	\$23,887.68	\$250,791.51
North Historic-City Share	\$24,092.40	\$274,883.91
EXPENDITURES		
516 N 4th St (roofing Armstrong, check #1271)	\$3,150.00	\$271,733.91
417 N 4th St (roofing Armstrong, check #1272)	\$10,200.00	\$281,533.91
516 N 4th St (general contract Mathe, check #1268)	\$2,275.00	\$259,258.91
417 N 4th St (general contract Mathe, check #1282)	\$3,896.00	\$255,362.91
208 Madison St (general contract Mathe, check 1274)	\$7,329.00	\$248,033.91
516 N 4th St (painting M and L, check #1275)	\$5,477.50	\$242,556.41
208 Madison St (painting Allnu, signed PO)	\$5,500.00	\$237,056.41
600 N 3rd St (general contract Mathe, signed PO)	\$3,830.00	\$233,226.41
605 N 3rd St (general contract Mathe, signed PO)	\$1,443.00	\$231,783.41
600 N 3rd St (roofing Armstrong, signed PO)	\$6,255.00	\$225,528.41
417 N 4th St (painting Precision, signed PO)	\$2,600.00	\$222,928.41
Balance		\$222,928.41

South Historic District		
Beginning Balance	\$ 58,189.65	
REVENUE		
South Historic-County Share	\$ 57,253.68	\$115,443.33
South Historic-City Share	\$ 57,744.34	\$173,187.67
EXPENDITURES		
Actual Amount Spent		
HIP 603 Emmett St.	\$4,200.00	\$168,987.67
HIP 215 Dodge St.	\$3,875.00	\$165,112.67
HIP-703 Emmett St.	\$4,550.00	\$160,562.67
		\$160,562.67
		\$160,562.67
		\$160,562.67
		\$160,562.67
Bank Balance		\$160,562.67
Allocated but unspent		
HIP (Signed Purchase Orders)	\$24,555.00	\$136,007.67
HIP (Allocated but unassigned to any project)	\$10,824.71	\$125,182.96
Historic Bronze Marker	\$5,000.00	\$120,182.96
Hammock Hall Interior (remaining allocation)	\$3,875.15	\$116,307.81
Balance		\$116,307.81

201 N. 2nd Street
Palatka, FL 32177
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City of Palatka
Office of the City Manager

To: CRA Board Members
From: Woody Boynton, City Manager
Date: August 26, 2010
RE: Downtown Tax Increment Fund Report

Attached are two documents related to the Downtown Tax Increment Fund. Document No. 1 is an overview of expenditures to date, encumbered expenditures and anticipated expenditures. Document No. 2 was taken from the December 2010 CRA Annual Plan that proposed projects and capital expenditures for 2010.

As you can see from Document No. 1, the downtown tax increment fund will still have reserves totaling nearly \$375,000 for fiscal year 2011. Although we began the year with a fund balance of nearly \$1,271,000, over \$500,000 has been spent on capital improvements, an additional \$150,000 on planning, engineering and permitting associated with the riverfront, \$50,000 on land purchases and another \$100,000 on promotions. It has been a very successful year; the full return on this investment is yet to be realized.

I provided document No. 2 only for the information it presents, which is what we had envisioned our expenditures for 2010 to be. As you can see the main differences are costs associated with streetscape and infrastructure (a need for 2011 to match CDBG), and the cost associated with a Main Street Manager. It is my belief that many of our goals for 2010 will be accomplished.

Tax Increment Report as of 08/25/10
(10/01/2009 to 08/25/2010)

Revenues Expenditure Balance

Downtown Redevelopment		
Beginning Balance		\$ 864,487.03
REVENUE		
Downtown Redevelopment-County share	\$195,105.45	\$1,059,592.48
Downtown Redevelopment-City Share	\$196,777.49	\$1,256,369.97
Blue Crab Repayment	\$15,000.00	\$1,271,369.97
EXPENDITURES		
Gray Robinson, PA		
Palatka Daily News	\$112.50	\$1,271,257.47
Kimley-Horn & Associates	\$1,328.60	\$1,269,928.87
Department of Community Affairs	\$13,831.98	\$1,256,096.89
Michael Redd & Associates	\$175.00	\$1,255,921.89
Creek Media (Larimer Projector)	\$36,542.00	\$1,219,379.89
Blue Crab 2010	\$320.00	\$1,219,059.89
BIG Program	\$49,014.99	\$1,170,044.90
CBS Outdoor-Billboards	\$131,061.50	\$1,038,983.40
Land Purchase	\$10,800.00	\$1,028,183.40
Nameplates	\$49,941.75	\$978,241.65
St. Patricks Day Parade Flyers	\$71.30	\$978,170.35
DeSigns (Single Globe lamp posts matching downtown lamps)	\$325.00	\$977,845.35
Sign at 3rd St. and Reid St.	\$2,000.00	\$975,845.35
Downtown Lighting-Two lights in parking lot behind City Café	\$9,075.00	\$966,770.35
Downtown Lighting-Change street lights to white from 3rd to Memorial	\$850.00	\$965,920.35
GMB Engineers-St Johns Ave Traffic Study	\$8,600.00	\$958,320.35
Riverfront Stormwater Management Fee-Universal	\$9,900.00	\$949,420.35
Riverfront Stormwater Master Plan-Rourke	\$2,400.00	\$947,020.35
Riverfront Development Permit	\$15,397.48	\$931,622.87
Mary Lawson Hospital Mural	\$100.00	\$931,522.87
Fireworks	\$450.00	\$931,072.87
Transfer to Chamber	\$15,000.00	\$916,072.87
Mainstreet Program	\$3,150.00	\$912,922.87
Mainstreet Manager (Payroll)	\$7,500.00	\$905,422.87
Moving Expense-Bob Trescott	\$4,423.90	\$900,998.97
	\$1,906.27	\$899,092.70
Balance		\$899,092.70

**DOWNTOWN CRA
ENCUMBERED**

MICHAEL REDD 72,000 +/-
BIG PROGRAM 69,000 +/-
BILLBOARDS 12,500 +/-
RIVERFRONT STORMWATER 4,000 +/-
PROMOTIONS 55,000 +/-
FACADE (TO DATE) 40,000 +/-

\$252,500

REQUESTED

FACADE 39,000
BIG 240,000

\$270,000

ACTUAL TOTAL:

\$899,000
- 252,500

\$646,500
- 270,000

\$376,500 +/-

**TO BE
CARRIED
FORWARD**

\$376,500 +/-

North Historic District		
Beginning Balance		\$ 250,634.03
REVENUE		
North Historic-County Share	\$22,858.44	\$273,492.47
North Historic-City Share	\$23,054.34	\$296,546.81
EXPENDITURES		
Nonprofit Paperwork	\$1,262.50	\$295,284.31
Tropical Pavestones	\$46,011.60	\$249,272.71
Advertising Reimbursement	\$192.88	\$249,079.83
HIP (400 Madison Painting M&L signed PO, no expenditure)	\$6,490.00	\$242,589.83
HIP (408 Madison Painting M&L signed PO, no expenditure)	\$2,800.00	\$239,789.83
HIP (408 Madison Contractor Mathe, signed PO, no expenditure)	\$9,875.00	\$230,114.83
HIP (400 N. 3rd St., Contractor Mathe, signed PO, check #1233)	\$3,211.00	\$226,903.83
Balance		\$226,903.83

South Historic District		
Beginning Balance		\$ 202,684.87
REVENUE		
South Historic-County Share	\$63,525.91	\$266,210.78
South Historic-City Share	\$64,070.33	\$330,281.11
EXPENDITURES		
Tilghman House	\$42,991.20	\$287,289.91
HIP	\$192,766.75	\$94,523.16
HIP (Signed POs but unpaid)	\$27,960.00	\$66,563.16
HIP (Allocated but unassigned)	\$13,154.71	\$53,408.45
HIP Advertising	\$65.94	\$53,342.51
Sign Repair and Landscaping	\$589.66	\$52,752.85
Bike Lanes (Allocated, Unspent)	\$3,000.00	\$49,752.85
Historic Bronze Marker (Allocated, Unspent)	\$5,000.00	\$44,752.85
Hammock Hall Interior (Allocated, Unspent, \$3,400+47.85+3460 spent)	\$15,000.00	\$29,752.85
Florida Pest Control (Hammock Hall)	\$965.00	\$28,787.85
Murals	\$7,411.26	\$21,376.59
Balance		\$21,376.59

\$127,918.54	2009
\$220,726.75	2010
\$348,645.29	Total
\$361,800.00	Allocated
\$13,154.71	Remaining

It should be noted that approval of the above assigned funding does not preclude each District from modifying their request. It simply indicates that a plan for the upcoming year has been developed. Assignment of funds is a fluid process and will change as projects are completed and/or new projects are proposed. In addition, the above does not include projects and/or the funding associated with the projects that were already approved in 2009. For example, the South Historic District still has a nominal financial obligation on the Tilghman House renovations (\$43,000) obligations associated with the 2009 Home Improvement Grant Program (\$132,000) and a bronze historical marker (\$5,000) for the District. The North Historic District currently has obligated \$50,000 to a brick apron paver project.

Central Business District

Under direction of the City of Palatka, Kimley-Horn and Associates, Inc. conducted a Needs Assessment of the Community Redevelopment Area (CRA) Central Business District (CBD). This Needs Assessment highlighted critical elements of this district that need to be addressed with regards to improvements. Because of the time involved in completing this Needs Assessment Report and the combined efforts of the Main Street Program and Downtown Palatka Inc. to put forth a program that would benefit the downtown area, major redevelopment issues and/or major funding initiatives were not accomplished last year. The Needs Assessment Report has now been completed and the structure outlined in the Report will be implemented in 2010. In addition, the Main Street Program in concert with Downtown Palatka Inc. has put forth a Building Improvement Grant Program that will also be implemented in 2010. With these two accomplishments we look forward to 2010 with a new vision to the rebirth of downtown.

I believe the proposed assignment of money is indicative of the needs of the Central Business District. Although, I have not had any formal discussions with any individual or agency, I have attended many meetings in which the same concerns were voiced. These include parking, economic development, infrastructure, marketing of the downtown area as well as having a plan for the future of the downtown area. In addition some of the expenditures are recurring costs and/or already approved.

The following is a listing of critical elements noted in the Needs Assessment and assigned funding:

Land Use and Zoning	\$ 0.00
Directional Signage and Way-finding	\$ 50,000.00
Streetscape and Infrastructure	\$150,000.00
Parking	\$150,000.00
Design Guidelines	\$200,000.00
Historic Preservation	\$ 0.00
Riverfront, Parks and Open Space	\$ 50,000.00
Public Investment Properties	\$ 0.00
Public Involvement	\$ 0.00
Marketing	\$110,000.00
Additional Economic Development Funding Mechanisms	\$400,000.00
	\$1,110,000.00

Pre-approved and/or Recurring costs include the following:

Legal fees (est.)	\$ 10,000.00
Riverfront Master Plan	\$ 60,000.00
Mainstreet Manager (est.)	\$ 70,000.00
	\$140,000.00

Total: \$1,250,000.00

201 N. 2nd Street
 Palatka, FL 32177
 Tel. (386) 329-0100
 Fax (386) 329-0199

City of Palatka
 Office of the City Manager

To: CRA Board Members
From: Woody Boynton, City Manager
Date: October 6, 2010
RE: Downtown Tax Increment Fund Report

Attached are the balances for each of the Tax Increment Funds (TIF). Each is up to date with expenditures. The South Historic District entries also provide a detail of expenditures allocated but unspent. These balances will be revised accordingly when the Annual Budget is prepared. The North Historic District balance does not include any encumbrances at this time.

The Downtown Redevelopment balance does not include a summary of monies allocated but unspent. They are as follows:

Michael Redd & Associates (Riverfront Park and Pier Improvements)	\$ 72,000
Building Improvement Grant (BIG) Program	\$240,000
Billboards	\$ 10,000
Riverfront Stormwater Master Plan (Michael Rourke)	\$ 4,000
Promotions	\$ 55,000
Façade Program	<u>\$ 70,000</u>
	\$451,000

This would leave a balance of approximately \$380,000 in the Downtown Redevelopment TIF to be carried forward. I provide this information so that as we look forward to the annual assignment of tax increment funds, you as a Board will have a better understanding of how the funds have been spent this year and provide you with information on how funds may be spent for next fiscal year. Should you have any questions on next year's budget or would like to provide me with your thoughts on next year's budget please schedule a meeting and we can discuss. I will be presenting the annual assignment of funding at the December 9th meeting.

The South and North Historic District's will submit a budget allocation request for the upcoming fiscal year. This budget request will be voted on by the District and minutes of the meeting where the budget was formally approved will be submitted with the request. As always, each of these requests is tentative and each District can come back before the CRA Board and request that monies be reallocated.

The Downtown Redevelopment budget is prepared by myself with input from the CRA Board, Main Street, Downtown Palatka Inc. as well as other interested parties that may be deserving of consideration (Conlee-Synder Mural Committee is an example). This budget is then presented to the CRA for approval. In some instances the money is set aside in broader categories and a program is developed for CRA approval prior to money being expended (The BIG Program is an example). I look forward to your input and another successful year for the CRA program.

Tax Increment Report as of 09/30/10
(10/01/2009 to 09/30/2010)

Revenues Expenditure Balance

Downtown Redevelopment		
Beginning Balance	\$ 864,487.03	
REVENUE		
Downtown Redevelopment-County share	\$196,105.46	\$1,059,592.48
Downtown Redevelopment-City Share	\$196,777.49	\$1,256,369.97
Blue Crab Repayment	\$15,000.00	\$1,271,369.97
EXPENDITURES		
Gray Robinson, PA	\$112.50	\$1,271,257.47
Palatka Daily News	\$1,328.80	\$1,269,928.67
Kimley-Horn & Associates	\$13,831.98	\$1,256,096.69
Department of Community Affairs	\$175.00	\$1,255,921.69
Michael Redd & Associates (Downtown Parking Study)	\$17,692.00	\$1,238,229.69
Michael Redd & Associates (Riverfront Park & Pier Improvements)	\$18,850.00	\$1,219,379.69
Creek Media (Larimer Projector)	\$320.00	\$1,219,059.69
Blue Crab 2010	\$49,014.99	\$1,170,044.70
BIG Program	\$196,410.00	\$973,634.70
CBS Outdoor-Billboards	\$12,600.00	\$961,034.70
Land Purchase	\$49,941.75	\$911,093.15
Nameplates	\$71.30	\$911,021.85
St. Patricks Day Parade Flyers	\$325.00	\$910,696.85
DeSigns (Single Globe lamp posts matching downtown lamps)	\$2,000.00	\$908,696.85
Sign at 3rd St. and Reid St.	\$9,075.00	\$899,621.85
Downtown Lighting-Two lights in parking lot behind City Café	\$850.00	\$898,771.85
Downtown Lighting-Change street lights to white from 3rd to Memorial	\$6,800.00	\$892,171.85
GMB Engineers-St Johns Ave Traffic Study	\$9,000.00	\$883,171.85
Riverfront Stormwater Management Fee-Universal	\$2,400.00	\$880,771.85
Riverfront Stormwater Master Plan-Rourke	\$15,397.48	\$865,374.37
Riverfront Development Permit	\$100.00	\$865,274.37
Mary Lawson Hospital Mural	\$2,650.00	\$862,624.37
Fireworks	\$15,000.00	\$847,624.37
Transfer to Chamber	\$2,700.00	\$844,924.37
Mainstreet Program	\$7,500.00	\$837,424.37
Mainstreet Manager (Payroll)	\$4,423.90	\$833,000.47
Moving Expense-Bob Trescott	\$1,906.27	\$831,094.20
Balance		\$831,094.20

North Historic District		
Beginning Balance	\$ 250,634.03	
REVENUE		
North Historic-County Share	\$22,858.44	\$273,492.47
North Historic-City Share	\$23,054.34	\$296,546.81
EXPENDITURES		
Nonprofit Paperwork	\$1,262.50	\$295,284.31
Tropical Pavestones	\$46,011.60	\$249,272.71
Advertising Reimbursement	\$192.88	\$249,079.83
HIP (400 N. 3rd St., Painting M&L, check #1251)	\$6,490.00	\$242,589.83
HIP (408 Madison Painting M&L, check #1254)	\$2,800.00	\$239,789.83
HIP (408 Madison Contractor Mathe, check #1245)	\$9,675.00	\$230,114.83
HIP (400 N. 3rd St., Contractor Mathe, check #1233)	\$3,211.00	\$226,903.83
Balance		\$226,903.83

South Historic District			
Beginning Balance	\$ 202,684.87		
REVENUE			
South Historic-County Share	\$63,525.91	\$266,210.78	
South Historic-City Share	\$64,070.33	\$330,281.11	
EXPENDITURES			
Actual Amount Spent			
Tilghman House			
HIP	\$42,991.20	\$287,289.91	
HIP Advertising	\$206,878.75	\$80,413.16	\$127,918.54 2009
Sign Repair and Landscaping	\$65.94	\$80,347.22	\$225,701.75 2010
Bike Lanes	\$589.66	\$79,757.56	\$353,620.29 Total
Hammock Hall Interior	\$2,066.80	\$77,690.76	\$381,800.00 Allocated
Florida Pest Control (Hammock Hall)	\$11,124.85	\$66,565.91	\$8,179.71 Remaining
Murals	\$965.00	\$65,600.91	
	\$7,411.26	\$58,189.65	
Bank Balance		\$58,189.65	
Allocated but unspent			
HIP (Signed Purchase Orders)			
HIP (Allocated but unassigned to any project)	\$18,825.00	\$39,364.65	
Historic Bronze Marker	\$8,179.71	\$31,184.94	
Hammock Hall Interior (remaining allocation)	\$5,000.00	\$26,184.94	
	\$3,875.15	\$22,309.79	
Balance		\$22,309.79	

ATTACHMENT 2
S. HISTORIC DISTRICT
PG 1 OF 1



*Southside Historic Neighborhood Association
PO Box 2507
Palatka, Florida 32178*

September 21, 2010

Woody Boynton
Palatka City Manager
201 North 2nd Street
Palatka, FL 32177

Re: Southside TIF Funds Budget (January 2011-December 2011)

Dear Mr. Boynton:

The Southside Historic Neighborhood Association (SHNA) anticipated South TIF District expenditures through December, 2011 are listed below:

1. Continuation of the TIF/HIP > \$80,000.00
2. "Live Here, Work Here" program using Kissimmee's format as a model (development & implementation TBD) > \$20,000.00
3. *Purchase of a pedestrian kiosk (SHNA's participation in the Main Street Program Wayfinding and Signage effort throughout the city) > \$5,000.00

This budget is based on the 2011 estimated TIF revenue amount of \$115,000.00. Beyond these expenditures, a balance of approximately \$16,309.00 in non-allocated monies would remain in the South TIF District account.

*Item number #3 is an approved expenditure from the 2009 South TIF District budget previously allocated for a bronze colored historic marker.

Sincerely,

Roberta Correa
SHNA President
roberta@shna.net

cc: Matt Reynolds, Palatka Finance Director

ATTACHMENT 3
N. HISTORIC DISTRICT
PG 1 OF 4

**PALATKA HISTORIC NORTHSIDE
NEIGHBORHOOD ASSOCIATION AGENDA**

SEPTEMBER 27, 2010

CALL TO ORDER

READING AND APPROVAL OF MINUTES

TREASURE'S REPORT

CONSENT AGENDA - none

OLD BUSINESS

TIFF/HIP Program opens to homesteaded property owners- Program overview by guest speaker Robbi Correa. Question and Answer session to follow.

PHNNA 2011 Projected TIFF Revenue – Budget for City of Palatka

NEW BUSINESS

OPEN DISCUSSION

ADJOURN

PALATKA HISTORIC NORTH SIDE NEIGHBORHOOD
ASSOCIATION

September 27, 2010- Meeting Minutes

The City Hall Meeting was called to order at 6:30 p.m.

Present: Mike Tarter, Sue Cothron, Tricia Wood, Kathleen Patricia, Holly Schoepel, Kingsley Plimpton, Coenraad & Elizabeth Van Rensburg, Annie Svetlik, Joann Vreen, Chris McDaniel, Julie Warwick, La'Ronda Anderson, James Green, Tom & Denise Townsend, Alice Adams, Mercedes Mandarville, Lainie Horanitz, Vivian Jackson, Tony Harwell.

The minutes of August meeting were read aloud and unanimously approved. (1st Tom/2nd Kathleen)

Treasurer's report was given and unanimously approved. Awaiting Sales Tax Exempt from Tallahassee; (1st Kathleen/2nd Chris), Balance per checkbook \$1,999.63.

Old Business

TIFF/HIP Program- Applications given out- to be mailed in. 1st come-1st serve, may play lottery. Guest speaker **Robbi Correa**-open up for discussion-Question and Answers

PHNNA 2011 Projected TIFF Revenue-Estimated County Share (2011) \$23,888; Estimated City Share (2011) \$24, 092 Total: Estimated \$50,000. **14 votes yes to place revenue into current TIFF funding and members are able to change directions of \$50,000 later and unanimously approved (1st Tom/2nd Coenraad).**

OPEN DISCUSSION

ADJOURN- at 7:40p.m. (1st Katherine/2nd Coenraad)

Respectfully Submitted

La'Ronda Anderson

PALATKA HISTORIC NORTH SIDE NEIGHBORHOOD
ASSOCIATION

August 30, 2010- Meeting Minutes

The City Hall Meeting was called to order at 6:30 p.m.

Present: Daniel Zeim, Sue Cothron, Tricia Wood, Kathleen Patricia, Holly Schoepel, Kingsley Plimpton, Coenraad Van Rensburg, Annie Svetlik, and La'Ronda Anderson.

The minutes of July meeting were read aloud and unanimously approved. (1st Kathleen/2nd Holly)

Treasurer's report was given and unanimously approved. (1st Coenraad/2nd Annie) Balance per checkbook \$1,999.63.

Old Business

2010 Holiday Home Tour- December 4th

Hospitality - National Night Out

Officer Reeves stated that National Night Out went smooth. Open up for discussion: things that could have been done differently; someone to direct the traffic, more word out into the newspapers and etc., and louder speakers for the music. Concerns regarding the neighborhood: problems with young-middle age bicyclers in the neighborhood, 3rd and 4th street need more Police Watch.

New Business

September 27th-TIFF/HIP Program opens to homesteaded property owners- applications available on September 27th.

Budget 2011 TIFF Revenue

Neighborhood Watch Signs

Petition for 4 way stops at Main Street intersections 2nd, 3rd, & 4th Street

OPEN DISCUSSION

ADJOURN- at 7:00p.m. (1st Katherine/2nd Coenraad)

Respectfully Submitted

La'Ronda Anderson

**PALATKA HISTORIC NORTH SIDE
NEIGHBORHOOD ASSOCIATION
P.O. BOX 2536 * PALATKA, FLORIDA 32178**

September Newsletter



The PHNNA welcomes its
new members...

Alice & Donnie Adams

From the President's Pen.

Dear Northsiders,

Our Sept 27th meeting will mark the start of opening the TIFF/HIP program to homeowners on the Northside. If you fall within the boundaries of the program, have resided in your house for at least one year and your property is homesteaded, you are eligible to apply for these funds. It is important that you fully understand this program before you apply. Robbi Correa, President of SHNA has kindly agreed to give an overview of the program, followed by a question and answer session. This will be the first opportunity to pick up an application packet. After that, they will be available at City Hall or can be mailed to you if you send a self addressed, stamped (postage \$2.00) manila envelope to PHNNA, P O Box 2536, Palatka, Fl 32178. Once you understand the program and what it does and does not do, please submit your application it to PHNNA at the above address. Completed applications will be acted on in the order that they are received. A great deal of volunteer time is involved in administering this program - therefore we ask that if you are not already a member of PHNNA, you become one. This is not, however, a requirement.

Also on the agenda is the adoption of our 2011 Budget of TIFF Funds. Do we want to apply the 2011 funding (approximatly 50K) to the TIFF/HIP Program? Or would we rather use the funds for other projects... Tree planting/beautification, amenities at Fred Green Park, new signage for the Northside... our members will decide!

I can't stress enough how important it is that you join us on Mon, Sept 27th, 6.30pm at City Hall- you'll leave the meeting with all the knowledge you'll need to take part in the TIFF/HIP program.

I'm looking forward to seeing you there!
Elizabeth van Rensburg, President, PHNNA

2010 Membership Meetings
(6.30pm @ City Hall)
Sept 27, Oct 25, Nov 29 and Dec 27

Northside Community Yard Sale

Mark your calenders! Sat, Nov 13th the PHNNA will host a yard sale for members and friends. Got stuff? Here's the ticket to turn it into cash. Eight foot tables will be furnished at no cost to members of the Association on a first come first serve basis. Space is limited so advance Reservations are required. Contact Annie Svetlik at 386.916.7955 for all the details!

National Night Out A Huge Success

Many thanks to everyone who helped at this city wide PHNNA co-sponsored event! Yes it was 100 degrees at Fred Green Park but over 200 folks came out to celebrate none the less. The children loved the waterslide we rented with donated funds and we all enjoyed the hot dogs and cookie dough ice cream! An overall success!!

PHNNA Social

The PHNNA will be holding its first neighborhood social during the month of October. Watch for your invitation, and call or email Lainie Horowitz if you are interested in helping. lainiewitz@yahoo.com/904-377-7339

ANNOUNCEMENTS!!!!!!

The Historical Society of Interlachen presents The Quilters of Putnam County on Nov 5 & 6, 10-4pm at the Interlarchen Hall & Mueum at 215 Atlantic Ave /\$5.00 adm. For more info call Jean Russell at 386.684.0103.

River City Players presents. The Odd Couple (Female Version) at the Larimar, Nov 7-10th. For details visit www.rivercityis.us or email rivercityis.us@gmail.com.

This month's 3rd Friday Art Walk is shaping up to be quite an event. Sept 17th from 6-9pm head to St. Johns Ave and "Get Down in Downtown Palatka" to live music and lots of fun! Don't forget to stop by Ruby Slippers and Gypsy Palaces grand opening!

CRA Agenda

Item

4

201 N. 2nd Street
Palatka, FL 32177
Tel. (386) 329-0100
Fax (386) 329-0199

City of Palatka
Office of the City Manager

To: CRA Board Members

From: Woody Boynton, City Manager

Date: December 7, 2010

RE: Community Redevelopment Area (CRA) Plan Update – December 2010

It was requested at the October 2010 CRA meeting that I provide each member with an overview of the progress that has been made since the CRA Plan was revised and adopted in August 2009. This memo is not intended to serve as an overview of the CRA Plan that was adopted but to review the recommendations that were established in the document and to provide an opinion of the progress that has been made. This memo will serve as an overview of the Central Business District only, an update as it relates to the North and South Historic Districts CRA Plan will provided under separate cover if requested.

As you will remember the Central Business District Plan (Plan) established eleven (11) critical elements consisting of:

- Land Use and Zoning
- Directional Signage and Way-Finding
- Streetscape and Infrastructure
- Parking
- Design Guidelines
- Historical Preservation
- Riverfront, Parks and Open Space
- Public Investment Properties
- Public Involvement
- Marketing
- Additional Economic Development Funding Mechanisms

Within each of these critical elements several recommendations were made to further the success of accomplishing the mission of the element. I will discuss this in more detail later. In addition, the Plan suggested goals, objectives and implementation items for an action plan. The action plan also had several recommendations but more importantly suggested seven goals be implemented within the action plan. These goals were:

- Economic Development and Incentive Programs
- Marketing
- CRA Structure
- Festivals and Sustainable Events
- CRA Extension
- Inventory all Potential Lands for Parking

- Revise the City's Zoning Code

It is important to understand that only one year has passed since the Plan was adopted, to that end I would suggest that many of these goals are long-term and to indicate that they are complete would be short-sighted. I would though suggest that we have taken steps to accomplish each of the goals in 2010. The following is a brief overview of the accomplishments associated with each goal:

Economic Development and Incentive Programs

In 2010, the Main Street Program in concert with Downtown Palatka Inc. proposed a Building Improvement grant program. This program successfully put over \$500,000 of public money into the downtown area. In addition, nearly \$170,000 of private money was invested in the downtown area. Several projects were realized from the complete renovation of building in the 300 Block of St. Johns Avenue to several façade grants being awarded; many of our downtown businesses realized a positive impact from this program.

Out of the success of this program, the Main Street program is evaluating another grant program that is currently being called a Tenant Improvement Grant Program. This program is expected to provide grants that not only will make improvements to infrastructure but rewards business that will create job opportunities.

In addition, we reached a preliminary development agreement with CDP, Inc. to develop the 100 Block and the former High Rise site. It is expected that a master lease agreement will be reached by the end of the year 2010. A Riverfront Master Plan was also adopted in 2010. This plan was the catalyst to allow the City to receive upwards of \$1,000,000 in grant funding to make improvements to the riverfront and downtown area. In addition, this plan has allowed the City to submit for an additional \$500,000 to \$1,000,000 in grant money from the Florida Boating Improvement Grant program. Each of these projects we see as vital to the overall economic development of the downtown area.

Finally, it has also been a recommendation of the Main Street Board to evaluate a tax incentive program. It is expected that the Chamber of Commerce will be the lead agency in evaluating the options and making a recommendation not only that would affect the downtown area but Putnam County as well.

Marketing

The marketing of the downtown area has also seen several initiatives not used in the past. With the support of Downtown Palatka Inc., the CRA has sponsored three (3) billboards promoting the downtown area. We are awaiting input from the downtown merchants to gauge the success of this program. In addition, Downtown Palatka Inc. has just recently begun a comprehensive television and radio advertisement program in attempt to bring shoppers downtown for the Christmas season. Brochures, pamphlets and newspaper inserts have regularly been included to spur interest in downtown business. Finally, a new website has been proposed that is directly associated with the downtown businesses.

We expect in 2011 to begin promoting vacant buildings and the opportunities available. This will be in conjunction with the Tenet Improvement Program.

CRA Structure

The composition of the CRA Board was reorganized as a result of this Plan. A representative from Putnam County was added and the Main Street Manager position was eliminated. In addition, it was proposed that a formal Central Business District Committee be formulated. In concept this Board is functional and is operating

within the Main Street Organization. The Committees from the North and South Historic Districts are active and have become highly effective.

It would be my recommendation that the Proposed CRA structure currently recommended be evaluated and modified. The proposed structure called for a representative of the North and South Historic District to be incorporated. In addition, I would also recommend that the Plan be modified to indicate that the Main Street Board be recognized as the Central Business District Committee. Other wise I would offer that the structure of the CRA is as strong and inclusive as was previously recognized.

Festivals and Sustainable Events

The CRA has over the past two years been supportive of both the Blue Crab Festival and Azalea Festival. In addition, we have supported the Fourth of July fireworks. Recently, the CRA supported infrastructure improvements to the County Courthouse Parking lot, making this area potentially available for festivals in the future.

I would propose that a festival/special events coordinator be hired to further the activities currently being promoted downtown. I believe that Downtown Palatka Inc. may have a proposal that would support more functions, but I believe that they will need assistance from a paid staff member to successfully accomplish their vision.

CRA Extension

As everyone is aware, the CRA as currently structured will sunset in 2013. We have requested a proposal from Kimley-Horn to evaluate what steps are required to be undertaken to extend the CRA for an additional 10-years. We expect to make a presentation to the CRA Board at the February 2011 meeting.

Inventory all Potential Lands for Parking

This task was completed in 2009/2010. As a result of this study several properties were identified and then ranked as to the priority for need to purchase. The CRA did purchase two pieces of property as a result of this process. Other pieces of property that were identified to be purchased were either not for sale or the purchase price was excessive. The parking lot associated with Prosperity Bank was not for sale but the CRA did explore a purchase/lease option with the bank; however, it was determined that the purchase price was excessive and that other funding priorities existed. All properties in the downtown area continue to be monitored as to whether they are for sale and whether these properties would be suitable for parking access. Needs may change as development needs change in the downtown area.

Revise the City's Zoning Code

A portion of the City's zoning was changed in 2008/09 to accommodate parking in the downtown area. In addition, a zoning overlay was developed to encourage other business and residential opportunities in the downtown area.

Eleven Critical Element Recommendations

As stated above the Plan identified eleven critical elements. The recommendations listed are very detailed in nature and would require a lengthy discussion if each were addressed individually. These recommendations are all interconnected and may even overlap within another element to create a cohesive Plan. In addition, many of the recommendations were considered with identifying the goals and objectives listed above. To this end, I will

not attempt to restate all the accomplishments or indicate the status of each of the following recommendations. As you read the recommendations under each critical element you will find that many of the recommendations have been completed as indicated above or are being worked on. Should you have specific questions on the status of any of the following recommendations or would like to propose a priority schedule for the completion of the recommendations; I believe this can be accomplished during the meeting. The following critical elements and recommendations are as follows:

Land Use and Zoning

1. Review the existing non-conforming uses.
2. Revise and update the Zoning Code as it applies to properties within the CBD.
3. Review the land use and zoning categories currently existing in the CBD.
4. Consider a Central Business District Zoning Overlay District to allow for more commercial, retail, office and residential flexibility.
5. Create an entertainment district.
6. Review and revise the land use and zoning categories for the riverfront.
7. Incorporate the riverfront into a CBD Zoning Overlay for mixed uses.
8. Review, add and/or revise the interior code language to address new internal building construction, restoration and renovations.

Directional Signage and Way-Finding

1. Install parking signage for regular daily parking. (Note Parking section of Assessment)
2. Revise timeframes for street parking spaces to eliminate any 30 minutes parking to be replaced with strategically located open-ended and 2-hour parking restrictions. (Note Parking section of Assessment)
3. Special event parking signs. (Note Parking section of Assessment)
4. Strategically locate way-finding signage that is effective and consistent for locals and visitors, which identify historic landmarks, public amenities, structures, objects, and sites.
5. Signage to be strategically located near major access points (e.g. 3rd, 7th, 9th and 11th Street intersections with St. Johns Avenue and Reid Street).
6. Consistent architectural signage design for signage.
7. Gateway signage welcoming all traffic traveling west and east bound.
8. Signage directing traffic to the Central Business District. If and when the CBD is designated a historical district, historic signage will be provided.
9. Signage specifically focused on directing traffic off of Reid Street to and through St. Johns Avenue.
10. Signage should start further outside the Central Business District area; Signage should be strategically located on the following major arterials: US 17 (East Palatka), US 17, State Road 100, State Road 20, State Road 207 and US 19.
11. Historic signage and way-finding strategically located to provide for a historic experience.

Streetscape and Infrastructure

1. Regular maintenance and cleaning of St. Johns Avenue is needed.
2. Regular maintenance of existing trees.
3. Rails to Trails program integrated to lead into the Central Business District.
4. Conduct a traffic study on traffic patterns with regards to direction and signalization.
5. Consider traffic calming devices for St. Johns Avenue.
6. Connectivity plan incorporating way-finding, tree canopy, and benches.
7. Consider closing a portion of St. Johns Avenue making it a pedestrian access only street.

8. Incorporate outdoor seating and balconies on St. Johns Avenue into streetscape design.
9. Maintain, clean and improve storm drainage system to decrease/prevent flooding.

Parking

1. Revise the Zoning Code to take into consideration the Central Business District's historic character, nonconforming uses and mixed use composition to address opportunities for economic and development diversity.
2. Record inventory of all public City-owned parking in the Central Business District.
3. The City should carefully consider which properties it will purchase for public parking, as it will remove privately owned property that would otherwise be on the tax rolls.
4. Strategically reconfigure current public City-owned parking lots to promote:
 - a. infill development;
 - b. a view into the CBD from Reid Street; and
 - c. pedestrian connectivity between Reid Street, the riverfront and the CBD corridor.
5. Run existing public transportation through the Central Business District to promote less vehicular parking while promoting more public access.
6. Identify, with appropriate signage, public versus private parking. (Note Signage and Way-Finding section of Assessment)
7. Post parking signage that promotes regular daily parking. (Note Parking section of Assessment)
8. Revise timeframes for street parking spaces to eliminate any "30 minutes" parking to be replaced with strategically located "park-once systems" and "2-hour" parking restrictions. (Note Parking section of Assessment)
9. Special event parking signs. (Note Parking section of Assessment)
10. Review ADA regulations with respect to historic districts and non-conforming structures to provide for more handicap accessible parking spaces.
11. Consider pervious parking lot surfaces for new parking lots.

Design Guidelines

1. Landscaping and Planting Palette – (trees, shrubs, perennials and annuals).
2. Street Furnishings – (benches, light fixtures, trash receptacles, etc.).
3. Building Facades - (preservation and restoration).
4. Signage and Lighting.
5. Awnings.
6. Height and Width of Buildings.
7. Setbacks.
8. Roofs and Parapets.
9. Utility Areas and Mechanical Equipment Screening.
10. Fenestrations (windows and doors).
11. Materials and Detailing.
12. Incorporation of Civic Art/Murals.
13. Color Palette.
14. Franchise Architecture.
15. Parking.
16. Rear and Front Entrances (i.e. challenge of St. Johns Avenue and Reid Street).
17. Committee and Consulting Stakeholders.
18. Preserve the character of existing development and complementary new development.
19. Enhance the pedestrian connectivity pattern.
20. Incorporate outdoor seating and balconies on St. Johns Avenue.

21. Communicate the City's vision for the District.
22. Create views into the CBD from Reid Street.
23. Establish a Design Review Committee (DRC) for the CBD.

Historical Preservation

1. The City of Palatka should review historic district guidelines and seek professional historic expertise in evaluating the benefits and challenges of designating the Central Business District as a historical district.
2. Upon advisement and review, the City Commission and stakeholders should convene to process and designate the Central Business District as a locally recognized historic district.
3. The City of Palatka should develop procedures for reviewing City projects within designated historic districts to ensure that physical changes made under the auspices of public agencies and departments do not injure the historic or architectural integrity and quality of the resource. This would include a review of the selection of physical fixtures such as street lights, utility poles, street signs, and so forth to ascertain that they are as compatible as possible with existing architectural features in the area.
4. The City Commission, Building and Zoning Department, and Fire Department should consider nationally accepted practices to allow for exemptions for historic buildings from certain building and fire codes.
5. Develop an awards program for historic properties and structures, acknowledging the owners and their efforts for quality restoration, maintenance and preservation. A jury of informed residents representing the historical, architectural, real estate, legal and educational and business professions should establish the criteria and select recipients for the plaques.
6. Publicly owned facilities should be restored and/or appropriately maintained.
7. The Larimer Building should be restored.
8. Identify and inventory the City's historic structures, places, objects and sites and evaluate their historical significance for appropriate recognition and protection.
9. Establish a Historic Preservation Overlay Zoning District specifically relating to historically, architecturally and archaeologically significant sites.
10. Historical way-finding and signage.

Riverfront, Parks and Open Space

1. Review any and all existing plans for the riverfront for their relevancy to the new vision of the City and community stakeholders.
2. The City should develop a Riverfront Master Plan that incorporates the vision of the stakeholders of the community; the economic development necessary to create sustainable activity year-round; a sense of place; and seamless transition to the Central Business District.
3. Revise the Comprehensive Plan's Future Land Use Element and Zoning Code to allow for mixed use development.
4. Allow for public water access (i.e. boat ramps)
5. Allow for public and private boat slips and water related development.
6. Incorporate adequate riverfront public open space thoughtfully amongst development.
7. Creation of strategically located pocket parks between the 100 Block and the railroad tracks.
8. Maintenance and creation of additional effective and efficient tree canopy with appropriate foliage.
9. Remove the playground equipment and atmosphere.
10. Include more benches and tables in the open space.
11. Reposition the amphitheater and/or establish a pavilion.
12. Increase policing, lighting, maintenance and cleaning of the park.
13. Bulkhead and pedestrian river walkway development.

14. Provide for routine effective mosquito control.
15. Establish multiple access points to the park from the Central Business District and adjacent neighborhoods.
16. Improve and/or relocate public restroom facilities.
17. Provide kiosks for advertising and information.
18. Provide for strategically located shade porticos.

Public Investment Properties

1. The City should carefully evaluate the future uses of the 100 and 200 Block properties, as their roles in the CBD are to provide:
 - a. a gateway,
 - b. a transitional buffer between riverfront open space and the downtown area and,
 - c. a visual identifier, a first impression, when crossing the St. Johns River from East Palatka.
2. As a result of the CATF, the City is assessing existing public-owned parking areas and strategically located privately-owned parcels in efforts to address parking needs in the District. In addition, the City is requesting appraisals of particular sites.
3. The City should partner to develop a riverfront master plan. It is crucial that the City identify the desired locations for public access points, water access ramps and slips, public facilities and open space desired so that these areas can be purchased, if not already City-owned, and incorporated into the master plan to meet these needs.
4. The City and the County need to work more closely together in combining their efforts to address mutual needs, to avoid duplicity, and consolidate interests and resources to best attain mutual benefits.

Public Involvement

1. Encourage increased participation by the citizens in voicing their opinions in combination with volunteering efforts for improvements.
2. Encourage increased communication with citizens regarding City needs, initiatives, and outcomes.
3. Further support, communication and participation amongst the three CRA Districts: Central Business, North Historic, and South Historic.
4. Develop and conduct workshops to inform and educate the public on the issues and initiatives that the City is facing and developing.

Marketing

1. The City should partner with the Putnam County Chamber of Commerce in developing promotional campaigns and to reach out together for commercial, retail, industrial, institutional and agribusiness opportunities.
2. The City and the Putnam County Chamber of Commerce should partner and meet with other chambers in St. Augustine/ St. Johns County/ Ponte Vedra, Jacksonville, Fernandina/Nassau County, Green Cove Springs/Clay County, and Flagler to understand best practices, lessons learned and creative ways to attract social, cultural and ecotourism.
3. The City and the Putnam County Chamber of Commerce should partner to develop brochures that should be made available throughout the City and County, as well as surrounding cities and counties.
4. Continue to seek partnering opportunities for the continued success of festivals and sustainable events.
5. Utilize strategic partnerships in an effort to expand venues using multi-media coverage for the City and its Central Business District activities.

Additional Economic Development Funding Mechanisms

1. Revise the Matching Grant Program for Building Exterior, Façade, and Sign Improvements
2. Develop Tax Abatement and Tax Increment Financing Programs
3. Overview of Community Development Programs
4. Impact Fee Waivers/Exemptions/Exceptions
5. Alternative Economic Development Programs for cooperative merchant leased and/or owned properties and space (e.g. working artist lofts/galleries/cafes)
6. Support and partner with annual festivals and other suitable events to be held in the Central Business District
7. Seek additional grant opportunities that promote economic development