

**COMMUNITY REDEVELOPMENT AGENCY MINUTES
DECEMBER 2, 2009**

Pursuant to Public Notice, Mayor Ferrante convened the regular meeting of the City Council on Wednesday, December 2, 2009, at 7:00 p.m., in the Council Chamber. Those present were Mayor Joseph Ferrante, Vice-Mayor Jeffrey Fleis, Councilman Mike Chase, Councilman William Higginson, Councilman Scott Rhodes, City Manager Michael P. Crotty, City Attorney James Beadle, and City Clerk Barbara Montanaro.

COUNCIL CONVENED AS THE COMMUNITY REDEVELOPMENT AGENCY FOR THE FOLLOWING AGENDA ITEM:

DISCUSS/TAKE ACTION ON CHANGES TO FAÇADE GRANT APPLICATION GUIDELINES

Building Official Stone presented an overview of his November 17, 2009, memorandum, stating the CRA Advisory Committee has recommended including wall signs in the façade grant program subject to the following conditions:

- Reimbursement for replacement of a non-conforming sign with a conforming wall sign shall be paid at 100% of the wall sign cost up to a maximum reimbursement of \$5,000 with no match.
- The applicant shall choose a design of the envelope of the wall sign(s) from a selection of designs chosen by the Façade Grant Committee.
- The recipient of a grant for wall signage shall be excluded from receiving additional façade funds for a monument sign.

One issue before the CRA is whether the façade grant should be limited to one wall sign or up to the number of wall signs allowed by Code, within the \$5,000 maximum grant award. The City Code allows for more than one wall sign.

The following was presented in response to questions by Council:

- It would be possible to receive \$5,000 for the wall signs and the receive \$10,000 for additional façade improvements, excluding other signs.
- If a property receives a façade grant for wall sign(s), they can later install a conforming monument sign at their own expense.
- The intention is to provide incentive for businesses to remove non-conforming pole signs and to assist business owners with the cost of installing wall signs at minimal expense to them.
- The deadline for removal of pole signs is December 31, 2010.

Mayor Ferrante asked for public comments. The following individuals addressed Council:

- Dominick Montanaro, 465 Glenwood Avenue, spoke in favor of including wall signs in the façade grant program, stating that it is important to have the non-conforming signs removed. There are businesses that chose to put up pole signs even though they knew the regulations were changing and the signs would have to come down in five years. It would not be fair to those who have willingly complied with the Sign Code to change the code at this time. Do what is necessary to help businesses remove the pole signs during this final year even if it means putting more money into façade grants for sign replacement and excluding other façade improvements.
- David R. Schechter, 635 Seville Court, recommended that the CRA include multiple wall signs in the façade grant program. Get the pole signs down.

Council concurred that they are opposed to extending the time for removal of the pole signs and supported including multiple wall signs in the façade grant amendment.

ACTION: Councilman Chase MOVED, SECOND Councilman Fleis, to changes to the Façade Grant Program to allow for the coverage of wall signs, including multiple wall signs, subject to the conditions stated in the Building Official's memo dated November 17, 2009. VOTE: ALL AYES. MOTION CARRIED.

Council requested staff to send notices to those who have non-conforming pole signs so that they have sufficient time to remove them. Staff is working on a letter that will be delivered to the business owners. Mayor Ferrante stated that he would like to accompany the Community Development Director when those letters are delivered.

Barbara Montanaro, CMC
City Clerk