

**MINUTES**  
**COMMUNITY REDEVELOPMENT AGENCY**  
**ADVISORY COMMITTEE**  
**JULY 23, 2009**

Pursuant to Public Notice, Chairman Schechter convened a regular meeting of the Community Redevelopment Agency Advisory Committee at 6:45 p.m., on July 23, 2009 in the Council Chamber. Those present were Chairman David Schechter, Vice-Chairman David Omler, Sue Gaines, Scott Rhodes, and Ron Van Meter. Councilman Dominick Montanaro, Community Development Director Laura Canady, Public Works Director Allen Potter, and Administrative Assistant Tania Miner were also present. Sal D'Amato, Janice Oberwetter and Conrad Lawlor were absent.

**PUBLIC COMMENTS**

None

**DISCUSS/TAKE ACTION ON CITY ENTRY SIGNS**

Scott Rhodes joined the committee at 6:52pm.

Community Development Director Laura Canady introduced this item. Justo Chica from CAG Architects presented some potential materials for the city entry signs. Chairman David Schechter noted that the committee members seem to prefer the slate roof, however he appreciated staff looking into lower cost alternatives.

**Public Comments**

None

Sue Gaines **MOVED, SECOND** David Omler to recommend that the CRA move forward with the basic design as presented; recommending the slate roof and black lettering.  
**VOTE:** All ayes. **MOTION CARRIED.**

**DISCUSS/TAKE ACTION ON SELECTION OF BUSINESSES OF THE QUARTER**

Ms. Canady presented some suggestions for Business of the Quarter awards for the first and second quarters of 2009

**Public Comments**

Bill Higginson of 1175 Highway A1A spoke about the sunset clause on the pole signs related to corporate notifications.

The committee discussed potential recipients for awards.

Ron Van Meter **MOVED, SECOND** Scott Rhodes to recommend approval of the businesses suggested by staff for Business of the Quarter Awards. **VOTE:** All ayes. **MOTION CARRIED.**

**DISCUSS/TAKE ACTION ON FACADE GRANT PROGRAM INCLUDING WALL SIGNAGE AS AN ALTERNATIVE WHEN REPLACING FREE STANDING POLE SIGNS**

City Manager, Michael Crotty joined the audience at 7:12 pm.

Building Official John Stone introduced this item and presented some sample language to be incorporated into the facade grant application in order to present this option.

Vice-Chairman David Omler stated that he liked the idea of limiting the dollar amount for the sign cost, and the idea of presenting 3 or 4 different sign designs for business owners to choose from.

Chairman David Schechter reminded the committee that this idea is intended to encourage business owners to remove pole signs.

Mr. Stone commented that if businesses are not able to pay for half of a monument sign, they would not be paying the full price any time soon after getting a wall sign through the grant.

**Public Comments**

Bill Higginson of 1175 Highway A1A commented that this should be an either/or decision, not wall signs and monument signs both covered under the facade grant.

Chairman Schechter stated agreement that the facade grant signs simply need to stay within the requirements of the current sign code.

Sue Gaines suggested \$5000.00 as the limit for the wall sign grants.

Sue Gaines **MOVED, SECOND** Ron Van Meter to recommend that the CRA modify the facade grant program to include the 100% wall sign grant up to \$5000.00 within the guidelines of the current sign code, and that it be selected from a pre-approved palette selected by staff and excluding the recipient from using a facade grant for a monument sign in the future. **VOTE:** All ayes. **MOTION CARRIED.**

**DISCUSS/TAKE ACTION ON WINDOW SIGNAGE CRITERIA**

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Mr. Stone presented this item to ask for a recommendation to take to the City Council. He noted that the Planning and Zoning Advisory Board is comfortable with the 10% in the current code.

Chairman Schechter commented that the committee had reached a consensus that they are in agreement with the Planning and Zoning Advisory Board and that no changes are needed.

**STAFF REPORT**

Ms. Canady noted the grand opening of Hightower Beach Park, as well as two new businesses; Sonic Lube and Cantina Dos Amigos within the redevelopment district.

Vice Chairman Omler asked about the proposed hotel cards. Ms. Canady explained that the project was driven by merchant support, which was not found in the local business community at this time considering the tight budgets.

Bill Higginson commented about the Bob Bolin Memorial Flagpole.

**APPROVAL OF MINUTES – MAY 28, 2009**

Ron Van Meter **MOVED, SECOND** Scott Rhodes, to approve the minutes of the May 28, 2009 regular meeting as presented. **VOTE:** All ayes. **MOTION CARRIED.**

**NEXT MEETING DATE: AUGUST 27, 2009**

Chairman Schechter adjourned the meeting at 8:45 p.m.

Respectfully submitted,

Tania Miner  
Recording Secretary