

MARGATE COMMUNITY REDEVELOPMENT AGENCY BOARD

REGULAR MEETING

June 9, 2021

MINUTES

Present:

Joanne Simone
Antonio V. Arserio
Arlene Schwartz
Anthony Caggiano, Vice Chair (arrived 5:24 p.m.)
Tommy Ruzzano, Chair

Also Present:

Cale Curtis, Executive Director
David Tolces, Weiss Serota Helfman Cole & Bierman

The regular meeting of the Margate Community Redevelopment Agency having been properly noticed was called to order at 5:08 p.m., on Wednesday, June 9, 2021, by Chair Tommy Ruzzano. Roll call was taken. There was a moment of silence followed by the Pledge of Allegiance.

The meeting was held in the City Commission Chambers and also accessible virtually through Zoom technology.

1A. MINUTES FOR APPROVAL - (5/12/2021 Regular)

After David Tolces, Board Attorney, read the item title, Ms. Schwartz made the following motion, seconded by Mr. Arserio:

MOTION: SO MOVE TO APPROVE

ROLL CALL: Ms. Simone, Yes; Mr. Arserio, Yes; Ms. Schwartz, Yes; Mr. Caggiano, Absent; Mr. Ruzzano, Yes. The motion passed 4-0.

2. PUBLIC DISCUSSION

No comments were made by the public.

3A. DISCUSSION & POSSIBLE ACTION: WAYFINDING SIGNAGE PROGRAM

Chair Ruzzano read the item title. Cale Curtis, Executive Director, provided a brief history about the wayfinding program and referenced information that was included in the meeting back-up. He explained that the Board had previously indicated that they were not fully in favor of some of the design concepts in the approved program, however, the design package had been successfully used to create two signs i.e., Winfield Boulevard and David Park, as well as a rendering for a sign at the Sports Complex. He said the purpose of this agenda item was to discuss and obtain direction on utilizing the approved program with design modifications, such as elimination of the wave element. He spoke about the three concepts that were included in the meeting back-up.

Ms. Schwartz commented about the inconsistencies between the signs with the use of the City seal and logo and said her preference would be to use the City seal as it never changed unlike logos. Chair Ruzzano and Ms Simone both agreed. Chair Ruzzano and Ms. Schwartz expressed their preference for the Sports Complex sign design, particularly the slanted side as well as the illuminated name and seal at night. Ms. Simone asked about using a lighter colored stone. Mr. Curtis suggested matching it to the lighter stone used on the building at the Sports Complex and several board members agreed. Mr. Arserio also agreed with the use of the City seal over the logo.

Mr. Curtis said the next sign would be the off-site sign for Ace Plaza using the same sign company that did the David Park sign for conformity. Chair Ruzzano suggested locating the sign for Chevy Chase plaza on the south side of Margate Boulevard across the street from the Ace sign on the north corner and having the signs curved or on an angle so they could be seen when driving on State Road 7. Ms. Schwartz suggested matching the stone with the stone used on the plaza and planting lots of colorful landscaping. Mr. Curtis said staff had been working on having mirrored signs for plaza.

The Board discussed incorporating the angle design as the model to use for the signs that will be done for the other parks. Ms. Schwartz suggested the Board review each of the other sign designs as the program moved along. Mr. Curtis said he would bring concepts back to the Board as the various sign designs were being planned.

The Board moved forward with discussion on the entryway signs that were identified as Gateway signs in the Wayfinding package. Mr. Curtis explained that the Large Gateway and Large Gateway with Water Feature signs would be placed on the medians at the city boundary lines on Atlantic Boulevard and State Road 7. In addition to removal of the wave at the top, he asked the Board for other feedback on other modifications they might want. He mentioned the possibility of modifying the Large Park Identity sign for use as an entryway sign with the addition of water or making changes to the placement of the stone columns. Ms. Simone referenced a prior discussion about limiting the amount of water features to two entranceway signs. Chair Ruzzano commented that he would like to see a slightly larger size Large Park Identity sign at the north entrance into Margate on State Road 7 placed on an angle with a "Welcome to Margate" greeting for incoming visitors and a "Thank you for Visiting Margate" greeting when leaving from Margate, along with a water feature. He said he would also like a similar sign at the south end, and that would be the extent of the signs with a water feature. Ms. Schwartz said she also preferred the Large Park Identity sign over the Large Gateway sign.

Mr. Arserio said the water element on the entranceway signs needed to be much more visible than it was on the Winfield Boulevard neighborhood sign. Chair Ruzzano agreed and suggested several water bubblers that shot water up for it to cascade down. Vice Chair Caggiano expressed agreement with the signs discussed including the greetings.

Hearing consensus from the Board members, Chair Ruzzano asked Mr. Curtis to move forward with preliminary drawings for the larger entranceway signs. Mr. Curtis confirmed the direction given was to use the Large Park Identity sign, without the wave, with the City seal and a water feature that had a fountain shooting up. The signs would be built on an angle to fit the medians at the north and south entranceways on State Road 7. He said there were two other major entry points on Atlantic Boulevard east and west that would be appropriate for similar signs. He said he would obtain renderings and pricing on the four signs and bring them back to the Board.

Chair Ruzzano recommended a sign near Southeast Park once the four entryway signs were done. Mr. Curtis said a neighborhood entry sign was planned as part of the S.W. 6th Street streetscape improvements.

There was a short discussion about the need for the signs to be perpendicular to the road or angled so that they could be viewed by approaching traffic.

4. EXECUTIVE DIRECTOR'S REPORT

Cale Curtis, Executive Director, gave the following capital project updates:

Atlantic Boulevard Streetscape Improvements: Quotes were being obtained to reconnect all the irrigation along the Atlantic Boulevard medians which would provide the ability to make some cost effective landscape improvements using a simple design that would include grass, singular trees, and strategically placed landscaping.

A neighborhood sign was installed at Oriole Margate IV and other neighborhood sign locations were being evaluated. Mr. Arserio stated that the president of Lakewood On the Green contacted him about signs for their community. Mr. Curtis commented that the intent was to focus first on neighborhoods that did not have any signs but he would add them to the list.

Chair Ruzzano asked if a few feet of stone could be added to the Oriole Margate IV sign as well as the columns to see how it would look. Mr. Curtis said the plan was to finish the sign with a podocarpus hedge in front.

Mr. Curtis said he had some preliminary estimates for putting stone on the columns only along Atlantic Boulevard which ranged from \$30,000 to \$50,000. He commented about the challenge of having limited space to stage the job. He asked the Board for direction on whether to proceed with more formalized quotes.

Ms. Schwartz suggested not putting stone on those columns where there was a break for a crosswalk. Chair Ruzzano said it might not be feasible to do the columns that had podocarpus in front of them and he suggested doing the wall and columns with the Oriole Margate IV sign and the columns where there were openings. Discussion ensued about whether to do the caps and the amount of stone on the columns. Mr. Curtis clarified the direction was to do one column half the way up with a cap and one column with full stone. Ms. Simone suggested having the top cap piece done in a different color. Mr. Curtis said he would have some renderings done.

David Park: The project was complete except for the redesigned water retention area which was currently in permitting with the County.

Ace Plaza: In the process of obtaining pricing and renderings for offsite tenant signage. He said a variance would be required from the Board of Adjustment.

Chevy Chase: Pricing had been obtained for general contracting services for stucco work, columns, and stone accents. Repairs to some of the columns were also being done.

Sports Covered Field: Project was very close to substantial completion. The artificial turf had been installed and a variety of programming such as movies, concerts, vendor events, etc., were being reviewed.

Serino Park: A survey showing existing conditions had been done. Staff was working on a design criteria package to develop a project scope for a Design-Build. City and MCRA staff were looking at the possibility of piggybacking a parks contract that MBR Construction had which would enable the project to move quickly. He said much of the underground work had already been done for the restroom facilities.

Margate Boulevard Improvements: MCRA staff was negotiating a scope of services with Chen Moore & Associates for a design and work scope for upgrades to Margate Boulevard and the roundabout area.

Southwest 6th Street Improvements: MCRA staff was in the process of negotiating a task order with Calvin Giordano on a scope of work for a design of the improvements that included a curbed median with irrigation to support a clean and easy to maintain landscape plan, as well as wayfinding signage.

4A. TENANT UPDATES

Cale Curtis, Executive Director, commented that all tenants were paid and up-to-date.

There was a short discussion about the opening of a new delicatessen in the Ace Plaza. James Nardi, Advanced Asset Management, explained that the tenant was in the process of working on improvements including electrical upgrades and flooring.

5. BOARD MEMBER COMMENTS

Mr. Arserio: Suggested the grand opening that is done for the Sports Complex Covered Field be the biggest celebration possible because it was a unique facility in South Florida. He also suggested having extra fireworks at the July 4th event to celebrate moving on from COVID. There was a brief discussion about the budget and the fireworks Chair Ruzzano suggested having concerts and music leading up the fireworks. Cale Curtis, Executive Director, explained that additional funds had been allocated for a very good band this year. Chair Ruzzano asked that the band play a few more songs after the fireworks finished and people were preparing to leave.

Ms. Simone: No comments.

Ms. Schwartz: Suggested placing the letter "M" atop the "goal post" structure at the Covered Sports Field and possibly elsewhere in the City to brand itself. She commented that the storage facility that had been built on the south end of State Road 7 had committed to bring in one or two additional businesses and she asked what had been done to enforce the contract. Mr. Curtis said he would look into what their obligations were when approved. Vice Chair Caggiano said they had been trying but had not been successful in bringing in acceptable businesses.

Ms. Schwartz said she had received many inquiries from residents who asked whether the July 4th parade would drive into the neighborhoods because it gave the opportunity for people to experience it who would otherwise not be able to for various reasons. Mr. Arserio agreed the parade should go down Margate Boulevard and also go into neighborhoods. Mr. Curtis explained that the traditional parade included many organizations that either walked or had floats in the parade that would make it challenging, and he also mentioned the large strain on resources for City staff to coordinate traffic, etc., when it had been done before. Ms. Schwartz recommended they not throw candy as they had in the past as she did not want to do anything to negatively affect children during the pandemic.

Vice Chair Caggiano: He referenced Mr. Arserio's comments about the grand opening for the Covered Sports Field and he recommended the news media be invited to highlight the great things that were happening in Margate. Chair Ruzzano agreed and asked that all the local officials and state representatives be invited.

Chair Ruzzano: Commented that there had been good news on the City Center lawsuit. In addition to an architectural drawing of the proposed project, he said he would like to see something that showed the pros and cons of the MCRA retaining the property, selling it, or partnering with someone. He said he would like to see the MCRA keep the property and develop it and then turn it over to the City for the residents to enjoy.

He commented on the landscaping along the medians and about the nice appearance of those in Parkland noting that less was sometimes more. He said the medians in Margate were over grown and damages were very apparent when accidents occurred. He suggested simplifying the landscaping with grass and nice trees which would help with maintenance, adding some contour. Mr. Arserio agreed and commented on the heavily concentrated amount of landscaping on Copans Road by Culvers and Wawa. He commented about the nice landscaping in Coconut Creek noting that it was simple and perfectly manicured. Ms. Schwartz commented how nice and manicured the landscaping on Margate Boulevard looked from the roof of City Hall and she suggested have the drone take some pictures. She mentioned the nice appearance of the landscaping on Atlantic Boulevard coming from University Drive and the stark difference when entering Margate.

Chair Ruzzano asked that the City of Margate stop putting in Sabal, Cabbage, and Palmetto palm trees.

There being no additional business, the meeting adjourned at 6:15 p.m.

Respectfully submitted,

Transcribed by Rita Rodi, CRA Coordinator



Tommy Ruzzano, Chair

