



Florida's Dynamic
Waterfront Community

RIVIERA BEACH COMMUNITY REDEVELOPMENT AGENCY

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MEMORANDUM

TO: Honorable Chair and Members, CRA Board of Commissioners
City of Riviera Beach, Florida

FROM: Jonathan Evans, MPA, MBA, ICMA-CM,
Interim Executive Director, CRA

COPY: J. Michael Haygood, CRA Attorney

DATE: October 14, 2020

SUBJECT: Update on the Signage Improvement Grant Program from Treasure Coast
Regional Planning Council

BACKGROUND AND PROGRAM UPDATE

The Agency approved the development of the Signage Improvement Grant Program in 2019. See the attached Resolution No. 2019-14. This grant program, along with a general program description, funding was approved for \$220,000.00 in the FY 2020-2021 Budget..

Staff is desirous of implementing the Signage Improvement Grant Program (SIGP) in the current quarter. The signage program will provide commercial properties with financial assistance (grants) to improve the existing signage along our major right-of-way corridors in the CRA. Attractive signage not only improves the appearance of our neighborhood but benefits the visibility of businesses in our community. The program is for commercial properties located in the CRA District located on Blue Heron Boulevard and Broadway Avenue. Residentially zoned properties are excluded. All proposed exterior improvements must meet the CRA's guidelines and be approved by the CRA Board.

CURRENT STATUS

The Agency and Treasure Coast Regional Planning Council (TCRPC) have crafted a selection and ranking criteria which will be used to evaluate all the proposed candidates, and list them in order of importance.

Category	Description	Measure	Possible Points
Location	Only properties fronting Broadway Avenue or Blue Heron Boulevard will be considered.	Not applicable.	Y/N
Visual Impact	Unsuccessful signage as described in Section 2 will not be considered.	Not applicable.	Y/N
Grant Leverage	Property Improvement Grant funding	If property is also awarded and participating in Property Improvement Grant funding 10 pts are awarded.	10
Tenure	Length of Property Ownership or Lease Agreement	Tenants have a lease of 30 year or more.	20
Efficiency	Number of Tenants. All tenants in property must agree to participate.	Each participating tenant within a single property is worth 10 pts.	10 per tenant
Code Compliance	Degree of Nonconformity of Existing Signage	Removal of each nonconforming sign would be worth 5 pts.	5 pt per sign
Net Improvement	Condition of Existing Signage	Removal or improvement of each poor condition sign, sign infrastructure (i.e. pedestal, poles, or raceways) would be worth 5 pts.	5 pt per sign
Economic Impact	Benefits a locally owned Business or Franchise.	Each locally owned Business or Franchise within a single property is worth 15 pts.	15
Effective Age	Age of Existing Signage	Installed prior to 2005	5 (and +1 for each year since)

COMPLETED TASKS

The following tasks from initiation of the signage program have been completed:

- Surveyed blue Heron & Broadway Corridors to assess conditions
- Developed typical cost estimates with sign company for potential signage improvement candidates
- Initiated “gateway” business signage concept with sign company
- Program interest letters were sent to the identified properties
- Developed preliminary Signage Grant Program Selection Criteria
- Signage program survey was posted to solicit resident and stakeholder feedback
- Mailer was drafted and will be sent out to all businesses in the RBCRA District
- Interviews were scheduled for interested business/property owners
- Closing of survey data collection October 1, 2020

IMPLEMENTATION STRATEGY

The CRA, in collaboration with TCRPC, will complete the following:

- Production of illustrative graphics
- Study of “Wayfinding Destinations” determination of best locations for Wayfinding Signage
- Finalize Program selection criteria
- Continued outreach to property owners
- Review and score prospective grant applications from business owners
- Finalize a draft signage option for each of the prospective grantees

- Complete drafts of the proposed signage design will be brought to the Board for final review and approval

NEXT STEPS AND TIMELINE

See the proposed timeline for the implementation period for the signage program;

PROJECTED DATES	ACTION ITEMS
OCTOBER 1, 2020	SURVEY COMPLETION
OCTOBER 14, 2020	BOARD PRESENTATION UPDATE
OCTOBER 30, 2020	INTERVIEWS COMPLETED
NOVEMBER 11, 2020	ADOPTION AND APPROVAL OF GRANT PROGRAM

RECOMMENDATION

This memo will serve as an update of the Signage Grant Program as well as next steps. The Treasure Coast Regional Planning Council has prepared a presentation for the Board to provide a update and receive comments and direction.



Image of mailer sent to business owners