

Largo Community Redevelopment Agency
Post Office Box 296, Largo, Florida 33779-0296

MEMO DATE: September 14, 2018

AGENDA DATE: September 24, 2018 – Community Redevelopment Agency Advisory Board Meeting

TO: Community Redevelopment Agency Advisory Board Members

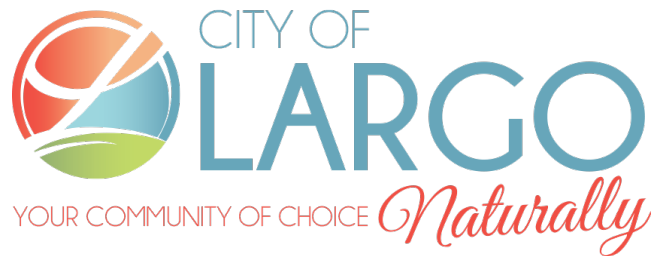
FROM: Karisa Rojas-Norton, Economic Development Coordinator and Board Liaison

TITLE: **Community Redevelopment Agency Advisory Board Meeting – September 24, 2018**

Enclosed please find the agenda packet for the Community Redevelopment Agency Advisory Board (CRAAB) meeting scheduled for **Monday, September 24, 2018 at 6:00 PM in the Community Room at Largo City Hall**. The first part of the meeting will be dedicated to organizational matters, which includes approval of the agenda, and approval of the minutes from the June 25th, 2018 meeting. Although the CDAB has approved the attached minutes, the minutes will need to be adopted by the CRAAB board as a formality.

The September 24th meeting agenda consists of two presentations. Communications and Marketing Manager Kate Oyer will be presenting on the branding of Downtown Largo and will be seeking feedback from the CRAAB. Planning Manager Rick Perez will present an update on the recommended design for the West Bay Drive Downtown Plaza Enhancement project. This is a follow up to the three preliminary concepts presented at the June 25, 2018 joint CRAAB/CDAB meeting.

If you are unable to attend the September 24, 2018 meeting, or if you have any questions regarding the enclosed materials, please call me at (727) 586-7360, extension 7206, or by email at krojasno@largo.com. You may also contact Teresa Brydon at (727) 586-7360, extension 7342, or by email at tbrydon@largo.com.



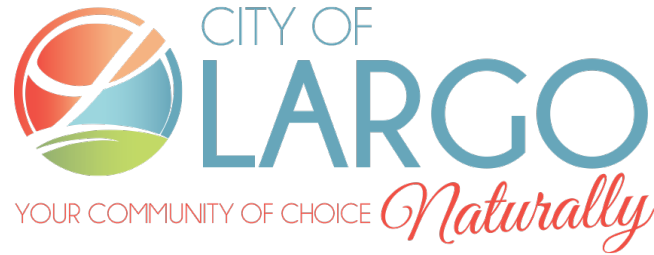
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WORK SESSION AGENDA
COMMUNITY REDEVELOPMENT AGENCY ADVISORY BOARD
September 24, 2018
6:00 PM
Community Room, Largo City Hall

1. Call to Order and Roll Call
2. Organizational Matters:
 - Approval of the Agenda
 - Approval of the Minutes from the Joint CDAB/CRAAB meeting on June 25, 2018
3. Public Comment¹
4. Presentations:
 - Downtown Branding – Kate Oyer, Communications and Marketing Manager
 - Update on the West Bay Drive Downtown Plaza Enhancement - Richard Perez, AICP, Planning Manager
5. Items from Members of the Board (including remarks regarding old or new business)
 - Old business:
 - CRA Budget Update
6. Next Meeting Date – Monday, December 17, 2018
7. Adjournment of CRAAB Meeting*

*The Community Development Advisory Board (CDAB) meeting will immediately follow.

¹ Individuals addressing the Board during the public comment portion of the meeting will be allowed to speak on agenda items only and will be limited to three (3) minutes, unless granted additional time by the Board.



MEETING MINUTES
JOINT COMMUNITY DEVELOPMENT ADVISORY BOARD & COMMUNITY
REDEVELOPMENT AGENCY ADVISORY BOARD
 June 25th, 2018
 6:00 PM
 Community Room, Largo City Hall

Call to Order and Roll Call

The meeting was called to order by Maria Kadau at 6:02 pm, a roll call of the members was taken.

Name	Present	Absent	Excused
Broihier, Allison	X		
Cruse, Janyce	X		
Gatewood, Beverly Jean			X
Kadau, Maria	X		
McHenry, Anita			X
McMullen, Neil	X		
Peoples, Chris	X		
Shaffer, Stacy (CRAAB)	X		
Barkley, Joe (CRAAB)	X		
Dingman, Jay (CRAAB)			X
Gurian, Laura (CRAAB)	X		

Also in attendance:

- Donna Holck, Commissioner – Seat 5
- Robert Klute, Assistant Community Development Director
- Richard Perez, Planning Manager
- Teresa Brydon, Economic Development Manager
- Diane Bruner, City Clerk
- Katrina Lunan-Gordon, Planner II
- Karisa Rojas-Norton, Economic Development Coordinator
- Sam Ball, Planner I
- Courtney Fogarty, Deputy City Clerk
- Hunter Booth, Landscape Architect, Booth Design Group





Organizational Matters for CDAB

Approval of Agenda

The agenda of June 25, 2018 was motioned by Board member Allison Broihier and seconded by Board member Janyce Cruse. Motion approved 6-0, with 2 absent.

Approval of Minutes/Attendance Log

The minutes and attendance log for April 30, 2018 was motioned by Board member Janyce Cruse and seconded by Board member Allison Broihier. Motion approved 4-0 with 2 absent.

Organizational Matters for CRAAB

Approval of Agenda

The agenda of June 25, 2018 was motioned by Board member Allison Broihier and seconded by Board member Janyce Cruse. Motion approved 6-0, with 2 absent.

Approval of Minutes/Attendance Log

The minutes and attendance log for April 30, 2018 was motioned by Board member Janyce Cruse and seconded by Board member Allison Broihier. Motion approved 4-0 with 2 absent.

Public Comment

None

Presentations

Advisory Boards & the Florida sunshine Law (Information Only) – City Clerks Office

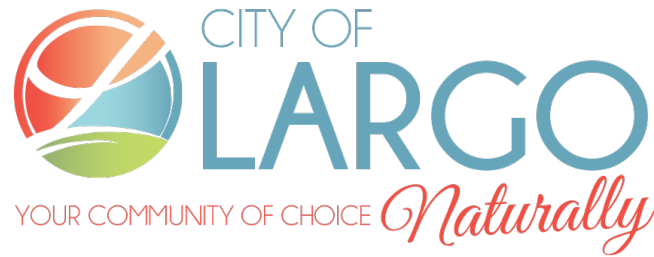
The item was introduced by Board member Kadau. The presentation was given by staff members, Ms. Bruner and Ms. Fogarty, describing the purpose of Sunshine Law, how it is applied, exemptions, examples, penalties, and available resources. Members of the Board asked questions and gave comments.

West Bay Drive Downtown Plaza Enhancement Presentation – Richard Perez, Planning Manager

The item was introduced by Board member Kadau. An overview of the project was given by Mr. Richard Perez, Planning Manager illustrating the significance of the project in relation to complimentary projects within the corridor, goals of the Comprehensive Plan, placemaking, community identity and pride, and how the plaza would function as a gateway feature as identified in the West Bay Drive Community Redevelopment District Plan. Mr. Perez discussed community outreach activities and indicated construction is scheduled to begin in 2019. Mr. Perez and staff member Ms. Teresa Brydon responded to the Board's questions and comments regarding the plaza and the status of projects within the area. After responding to questions, Mr. Perez introduced the project designer and consultant, Mr. Hunter Booth, Landscape Architect, Booth Design Group.

Hereafter, Mr. Booth briefly presented his experience in local projects and then proceeded to present three concept plans by describing how each concept was created, the role of public outreach and input, and the underlying themes of each plan. The main points of the presentation included: obstacles that influenced the design; the flexibility within each concept to be modified; how each concept would relate to nearby properties; pedestrian considerations, and how the plaza would function as passive open space.





Members of the Board asked questions, gave comments, and presented changes to the consultant and to staff. The following is an overview of CDAB's comments and recommendations:

1. Concept 1: The Boards gave words of adulation for the interchangeable artwork panels and lush, Florida-friendly planting. The boards made critical remarks regarding the maintenance and complexity of the art change out.
2. Concept 2: the Boards gave words of adulation for the height and vertical orientation of the Largo pillar, the berm planted along with the walkability of the meandering path and the tree bosque. The Boards recommended adding color to the proposed trellis.
3. Concept 3: the Boards gave words of adulation for the meandering path. Critical remarks were directed at the location of the sign being visible at one angle with the recommendation to place signs such that they are visible from all angles. Additional recommendations included minimizing the amount of concrete, implement the berm and tree bosque of concept 2 instead of palm trees.
4. The Boards recommended that as concept designs change, that they be included on the City website for public input.

Board member Cruse made a motion to approve the direction of the conceptual designs. Board member Barkley seconded the motion, and as such the funding recommendations were approved unanimously 8-0, with 4 absent.

Items from Members of the Board – Old Business for CRAAB

Update on the Real Estate Development (RED) Grant Application for West Bay Lofts – Karisa Rojas-Norton, Economic Development Coordinator

The item was introduced by Chair Kadau. Economic Development Coordinator Rojas-Norton provided an update to the CRAAB about the status of the Real Estate Development Grant for the West Bay Lofts. The request to enter into negotiations was presented to the City Commission in their capacity as the Community Redevelopment Agency Board at the June 5, 2018 Meeting. The Board approved staff to move forward and prepare an Agreement to bring back to the CRA for review.

Next Meeting Date

The next meeting will take place Monday, July, 30, 2018.

Adjournment

Chair Maria Kadau adjourned the meeting at 7:28 pm.

