City of Melbourne

City Hall • 900 E. Strawbridge Avenue, Melbourne, FL 32901
(321) 608-7200 • Fax (321) 608-7219

Babcock Street Community Redevelopment Agency

July 23, 2019 • 6:30 PM

The following item will be heard during the regular meeting of the Melbourne City Council. The meeting will begin at 6:30 p.m. See full City Council agenda for location of the following item.

1. Approval of a $39,534.34 Babcock Street CRA Facade Reimbursement Grant for facade improvements at 1301-1441 South Babcock Street, and authorization for the City Manager to execute the rebate agreement. (Applicant - Laurie L. Butler with SITE Centers Corporation, on behalf of the property owner DDR Melbourne, LLC)

Mayor Kathy Meehan, Vice Mayor Debbie Thomas, and Council Member Tim Thomas, as members of the Airport Authority Board, may discuss Airport Authority issues, which may subsequently be addressed by the Airport Authority.

Mayor Meehan and Council Members Paul Alfrey, Yvonne Minus and Mark LaRusso (alternate), as members of the Space Coast Transportation Planning Organization (SCTPO), may discuss SCTPO issues, which may subsequently be addressed by the SCTPO.

Pursuant to 286.0105, Florida Statutes, the City hereby advises the public that if a person decides to appeal any decision made by the City Council with respect to any matter considered at its meeting or hearing, he will need a record of the proceedings, and that for such purpose, affected persons may need to insure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. This notice does not constitute consent by the City for the introduction or admission into evidence of otherwise inadmissible or irrelevant evidence, nor does it authorize challenges or appeals not otherwise allowed by law. In accordance with the Americans with Disabilities Act and Section 286.26, Florida Statutes, persons with disabilities needing special accommodation to participate in this meeting should contact the City Clerk's Office (321/608-7220) at least 48 hours prior to the meeting.

DEPARTMENT:	Reading No.	N/A
Community Development	Public Hearing	Yes
	Quasi-judicial Item (Disclosure Required)	No
COUNCIL DISTRICT: 3	**Item No.**	**A.1.**

SUBJECT:

Babcock Street CRA Facade Improvement Project Application BFG-2019-01 (1301-1441 South Babcock Street)

BACKGROUND/CONSIDERATION:

This is a request for approval of a Façade Improvement Program grant in the amount of $39,534.32 for eligible exterior renovations to the Melbourne Shopping Center located at 1301-1441 South Babcock Street. The applicant is Laurie L. Butler with SITE Centers Corporation, on behalf of the property owner DDR Melbourne, LLC.

Eligible improvements include a complete exterior renovation to the north, west, and south facades to provide a more contemporary appearance, including modulation of parapet heights and articulation of other architectural elements, incorporation of a signage band/zone, utilization of neutral greys and warm accent tones for paint and material colors, and refreshing and refacing the existing ground sign.

The estimated cost of eligible exterior improvements is $1,667,071. The applicant is eligible for a grant up to 50% of these costs, up to $40,000; however, the applicant is requesting $39,534.32, which is the remainder of the Program money available for this fiscal year ending September 30, 2019. No other applications have been submitted for this Program.

On June 26, 2019, the Babcock Street CRA Advisory Committee unanimously voted to recommend that City Council approve $39,534.32 in CRA funding to SITE Centers Corporation for the proposed façade improvements at the Melbourne Shopping Center.

FISCAL/BUDGET IMPACT:

Funding is available within the Babcock Street CRA budget line item #56200552-582330 "Babcock Façade Improvements" and Capital Improvement Program Project CIP #582330-18199 "Babcock CRA Façade Improvement Program".

REQUESTED ACTION:

Approval of a Babcock Street CRA Facade Improvement Program grant in the amount of $39,534.34 for 1301-1441 South Babcock Street, and authorization for the City Manager to execute a grant agreement with the applicant.

Memorandum

To: Shannon M. Lewis, City Manager

Thru: Cindy Dittmer, AICP, Community Development Director

From: Kelly Hyvonen, AICP, Planner

Re: **Babcock Street CRA, Façade Improvement Program Application BFG-2019-01 (1301-1441 South Babcock Street)**

Date: July 3, 2019

Façade Improvement Program Application

On May 31, 2019, a Babcock Street Community Redevelopment Agency (CRA) Façade Improvement Program application was received for exterior renovations to the Melbourne Shopping Center located at 1301-1441 South Babcock Street. The applicant is Laurie L. Butler with SITE Centers Corporation, on behalf of the property owner DDR Melbourne, LLC.

The applicant is proposing a complete exterior renovation to the north, west, and south façade of the Melbourne Shopping Center to provide a more contemporary appearance. The building is a very large and visible shopping center in the heart of the Babcock Street corridor, containing Publix as its main anchor, along with other national and local tenants. SITE Centers/DDR Melbourne recently purchased the property and has plans to upgrade the center in order to benefit its existing tenants and fill vacancies by attracting new high-quality tenants and providing opportunities for local businesses.

The applicant initially proposed improvements at a smaller scale for certain tenants in the center. However, after meeting with staff and learning about the Façade Improvement Program offered by the Babcock Street CRA, the applicant decided to propose a significant, all-inclusive façade renovation that would be beneficial for the entire shopping center and the redevelopment area. While the proposed grant would be going to the property owner, many small businesses will benefit from the renovation.

Project summary (related to the Program grant request):

- Complete renovation of the north, west, and south elevations to provide a more contemporary appearance

- Modulation of parapet heights and articulation of other elements
- Incorporation of a signage band/zone
- Colors of the façade, arcade and columns will be a range of neutral greys and warm accent tones
- Pylon sign will be refreshed and refaced

In addition to the proposed façade renovation, the applicant will replace the entire roof, perform site improvements, consider including an upgraded pull off bus stop, and cooridinate future approval for tenant wall signage. These improvements are not part of this Program request.

Photographs of the existing building and renderings of the proposed improvements are attached. The Historic and Architectural Review Board (HARB) approved the proposed exterior improvements on February 20, 2019 (Case No. A-2019-12).

The Babcock Street CRA Façade Improvement Program allows the applicant to receive a 50% grant reimbursement, up to $40,000, for multiple-storefront buildings. The Program is provided to assist property owners or businesses with exterior building improvements, which in turn, improves the appearance of the commercial district.

The estimated cost of eligible exterior improvements is $1,667,071; therefore, the applicant is requesting $39,534.32 in Program funding for the improvements, which is the remainder of the Program money available for this fiscal year ending September 30, 2019. No other applications have been submitted for this Program. Other improvements not covered for this Program are estimated at $1,766,264, for a total private investment of $3,433,281. Private leverage of capital investment is over $80 for every $1 in grant funding provided for this project.

On June 26, 2019, the Babcock Street CRA Advisory Committee voted to recommend that City Council approve $39,534.32 in CRA funding to SITE Centers Corporation for the proposed façade improvements at the Melbourne Shopping Center.

The Program is a reimbursement grant; therefore, the applicant will not receive any funding until the exterior improvements are completed. Funding is available within the Babcock Street CRA budget line item #56200552-582330 “Babcock Façade Improvements” ($20,000) and Capital Improvement Program Project CIP #582330-18199 “Babcock CRA Façade Improvement Program” ($19,534.32).

Recommendation

Approval of a Babcock Street CRA Façade Improvement Program grant in the amount of $39,534.34 for 1301-1441 South Babcock Street, and authorization for the City Manager to execute a grant agreement with the applicant.

EXISTING SITE PLAN

NOT TO SCALE

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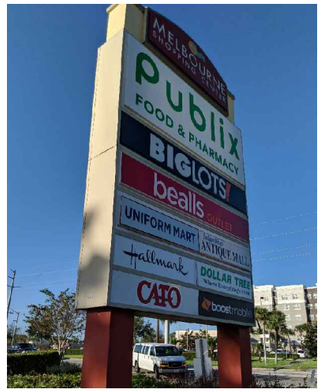
MELBOURNE SHOPPING CENTER

Melbourne, Florida
Proposed Center Facade Renovation
02/08/2019

SITE Centers Corp.
3300 Enterprise Parkway
Beachwood, OH 44122
Fax 216.755.1500
Phone 216.755.5500



MONUMENT SIGN

NORTH ELEVATION

NORTH ELEVATION

SOUTH ELEVATION

WEST ELEVATION

EXISTING ELEVATION IMAGES

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Melbourne, Florida
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02/08/2019

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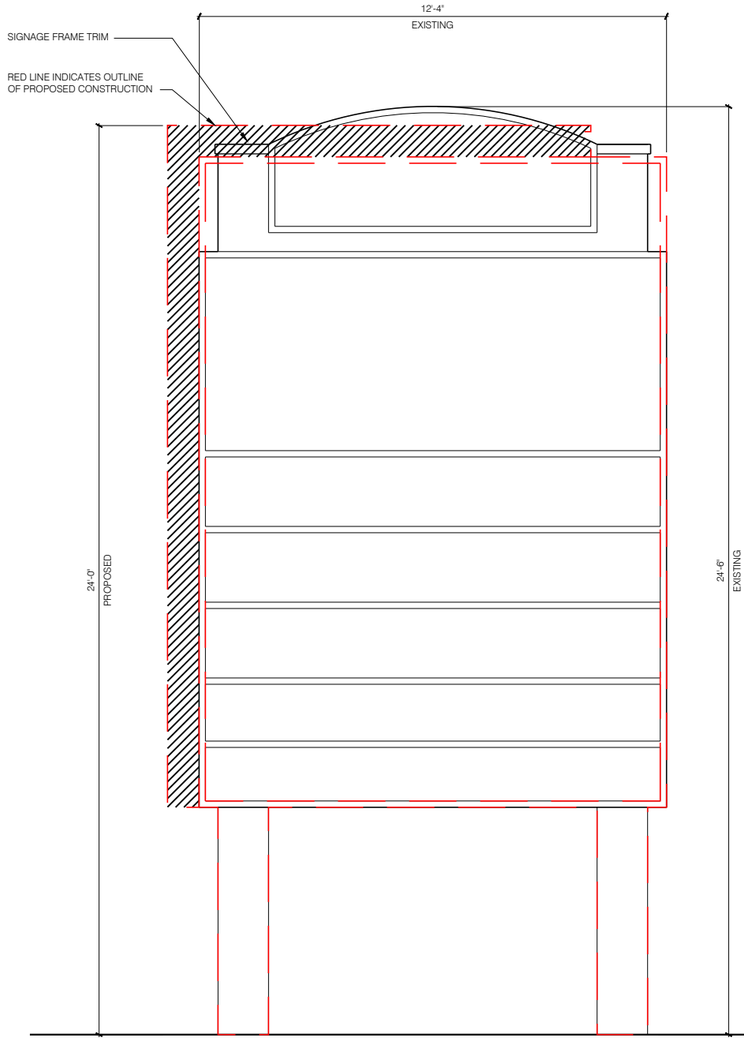
PROPOSED MODIFICATIONS
MONUMENT SIGN



EXISTING ELEVATION
MONUMENT SIGN

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Melbourne, Florida
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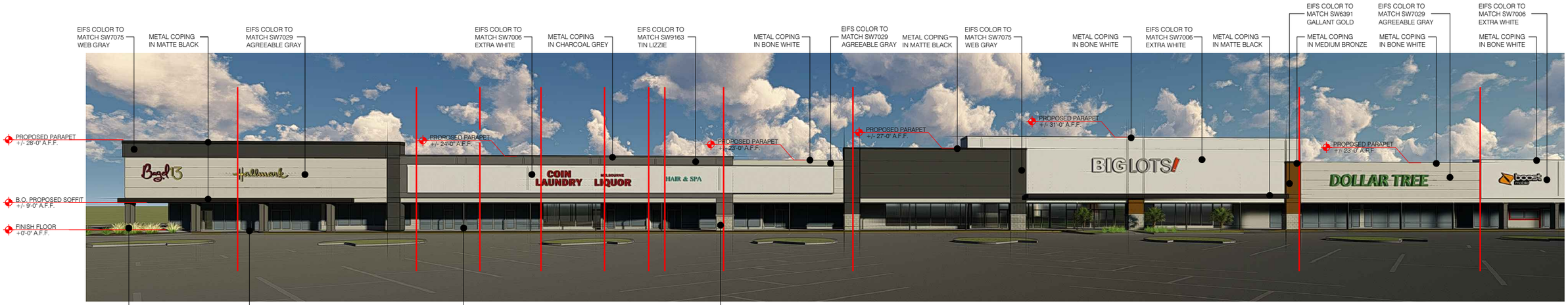
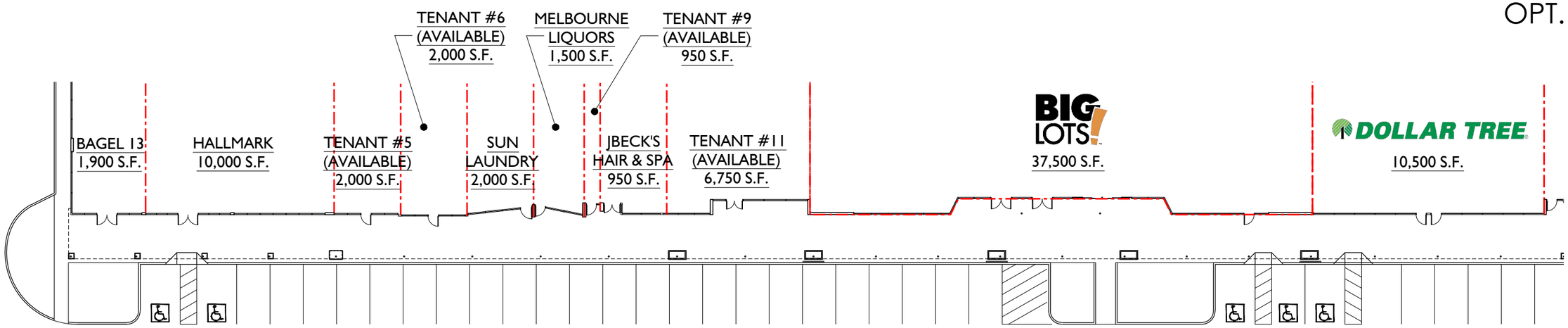
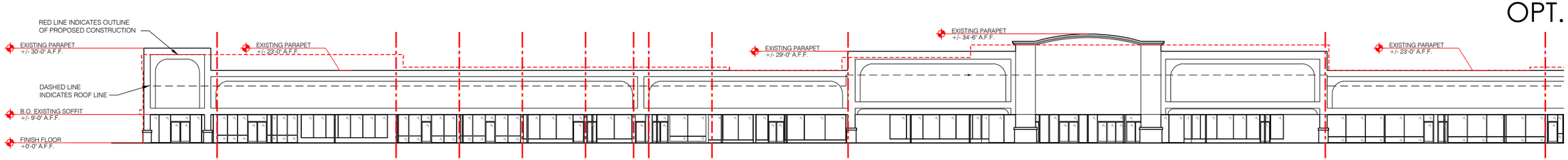


CONCEPTUAL ELEVATION #1
OPT. 1



FLOOR PLAN
OPT. 1



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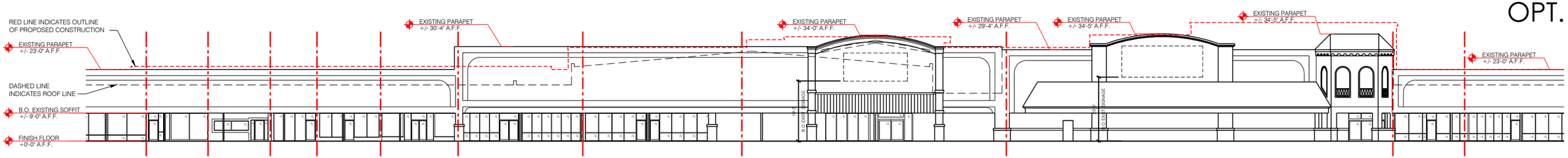
CONCEPTUAL ELEVATION #2
OPT. 1

FLOOR PLAN
OPT. 1



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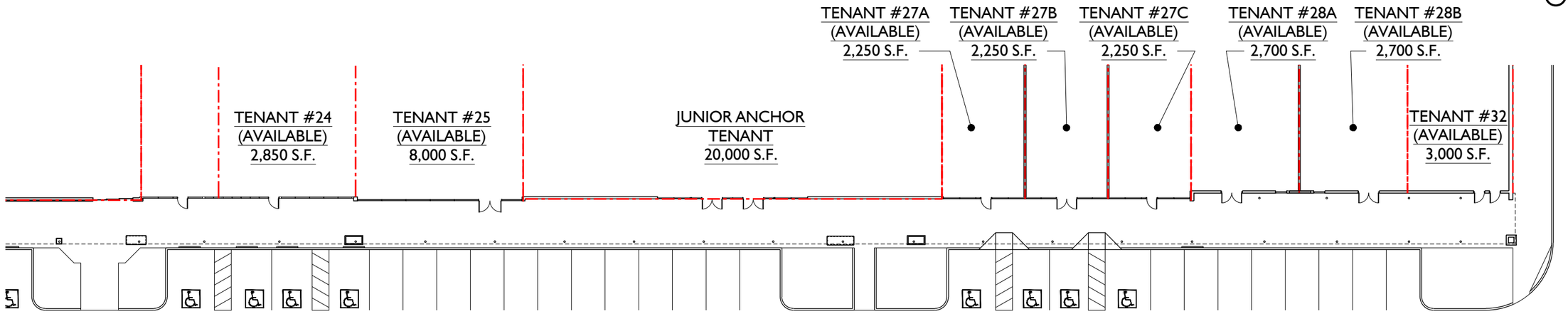
CONCEPTUAL ELEVATION #3
OPT. 1



FLOOR PLAN
OPT. 1

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MELBOURNE SHOPPING CENTER
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02/08/2019

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CONCEPTUAL ELEVATION #4
OPT. 1

CONCEPTUAL ELEVATION #5
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02/11/2019

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Melbourne, Florida
Proposed Center Facade Renovation
02/08/2019

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MELBOURNE SHOPPING CENTER
Melbourne, Florida
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Melbourne Shopping Center
Façade Refresh
Color Legend

Area	Finish	Color*
Babcock Street Monument Sign		
Coping	Painted Metal	Matte Black (METAL-ERA)
Structure	Painted Metal	Tin Lizzie (SW9163)
North Façade (Bulldog Blvd)		
Coping	Painted Metal	Bone White (METAL-ERA)
Coping	Painted Metal	Matte Black (METAL-ERA)
Existing Wall	Painted Concrete	Tin Lizzie (SW9163)
Existing Wall	Painted Concrete	Extra White (SW7006)
Existing Wall & Solid Doors	Painted Concrete & Metal	Agreeable Gray (SW7029)
Accent Pier & Fascia	EIFS	Web Gray (SW7075)
Accent Fascia	EIFS	Agreeable Gray (SW7029)
South Façade (E Hibiscus Blvd)		
Coping	Painted Metal	Medium Bronze (METAL-ERA)
Coping	Painted Metal	Bone White (METAL-ERA)
Accent Column & Fascia	EIFS	Gallant Gold (SW6391)
Accent Fascia	EIFS	Agreeable Gray (SW7029)
Existing Wall	Painted Concrete	Agreeable Gray (SW7029)
West Façade (South Babcock Street)		
Coping	Painted Metal	Matte Black (METAL-ERA)
Coping	Painted Metal	Charcoal (METAL-ERA)
Coping	Painted Metal	Bone White (METAL-ERA)
Coping	Painted Metal	Medium Bronze (METAL-ERA)
Accent Column & Fascia	EIFS	Web Gray (SW7075)
Accent Fascia	EIFS	Agreeable Gray (SW7029)
Accent Column & Fascia	EIFS	Tin Lizzie (SW9163)
Accent Fascia	EIFS	Extra White (SW7006)
Accent Column	EIFS	Tin Lizzie (SW9163)
Existing Column	Painted Metal	Tin Lizzie (SW9163)
Accent Column & Fascia	EIFS	Gallant Gold (SW6391)
Accent Column & Fascia	EIFS	Van Dyke Brown (SW7041)
Accent Column & Fascia	EIFS	Greenblack (SW6994)

* or 'to match' if product is by another manufacturer
2019.05.29

SW 7075 | Web Gray 235-C6

SW 7075
Web Gray
235-C6

SW 9163 | Tin Lizzie 236-C4

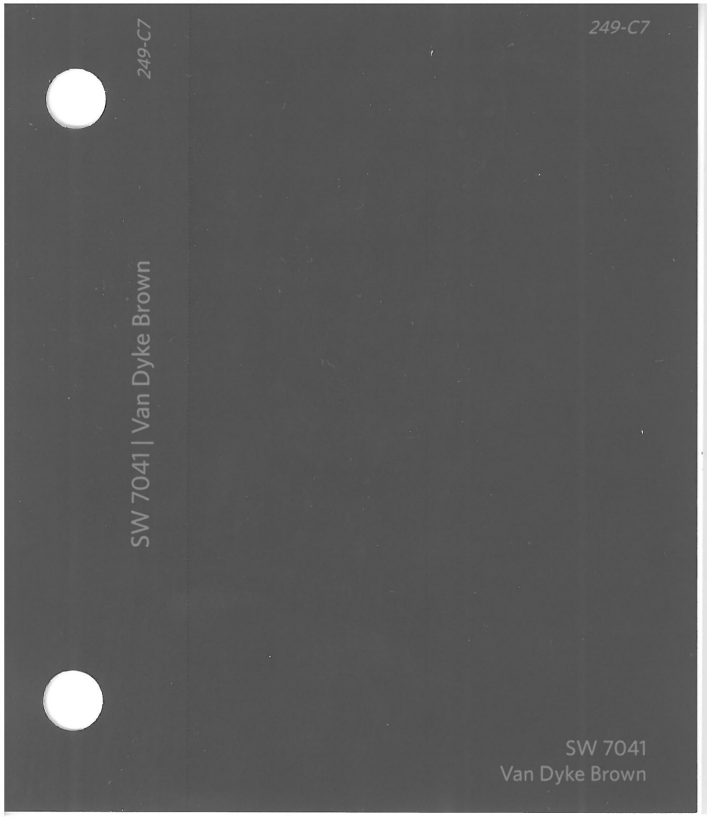
SW 9163
Tin Lizzie
236-C4

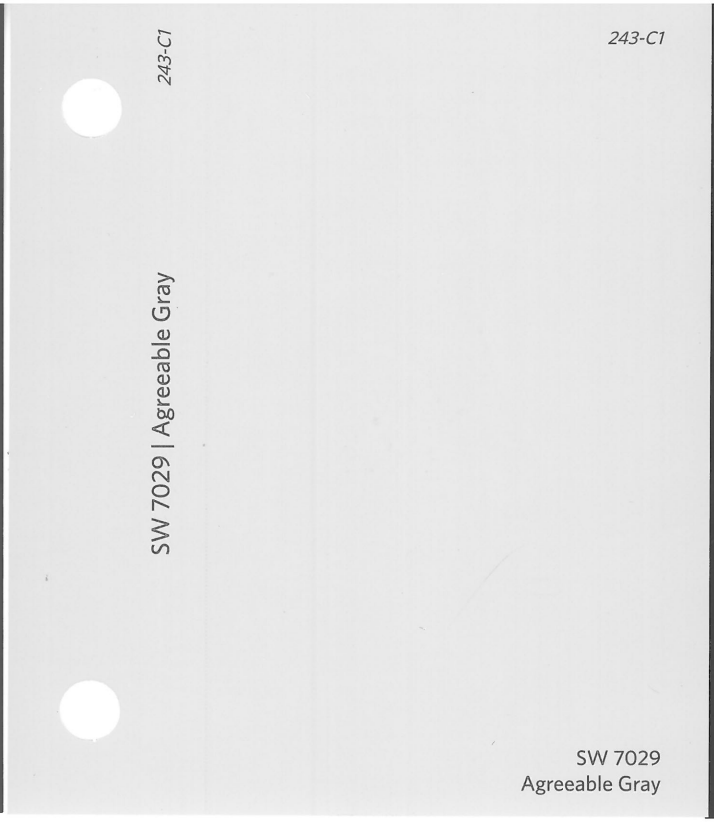
SW 6391 | Gallant Gold 139-C7

SW 6391
Gallant Gold
139-C7

SW 7006 | Extra White 257-C1

SW 7006
Extra White
257-C1


249-C7
SW 7041 | Van Dyke Brown
SW 7041
Van Dyke Brown


243-C1
SW 7029 | Agreeable Gray
SW 7029
Agreeable Gray

251-C6
SW 6994 | Greenblack
SW 6994
Greenblack

COLOR CHART

METAL-ERA®
Engineered Roof Solutions

Express Colors *

Stone White ●

Bone White ●

Almond ●

Sandstone ●

Cityscape ●

Slate Gray ●

Sierra Tan ●

Medium Bronze ●

Dark Bronze ●

Clear Anodized

Standard Colors

Charcoal (Charcoal Gray) ●

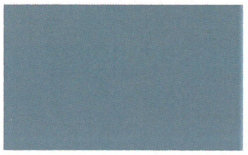
Midnight (Extra Dark) Bronze

Matte Black

Burgundy (Brandywine)

Terra Cotta ●

Cardinal (Regal) Red ●

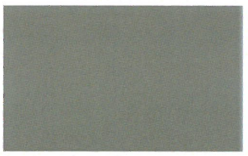

Sky (Military) Blue ●

Interstate (Regal) Blue

Teal ●

Patina Green ●

Hartford Green


Hemlock Green ●

Colonial Red ●

Forest (Sherwood) Green

Mansard Brown ●

Granite ●

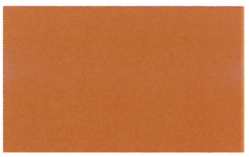
Musket Gray ●

Evergreen ●

Hunter Green ●

Slate Blue ●

Premium Colors


(Classic) Copper Penny ●

Silver (Metallic) ●

Champagne (Metallic) ●

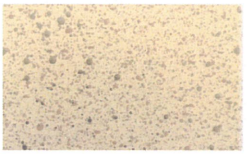
Zinc ●

Weathered Zinc ●

Aged Copper ●

Silversmith

Award Blue


Sand Stone ■★

* = Also in Mill Finish
■ = Post-Painted
● = Energy Star Rated
★ = Available in 3 Other Stone Colors

Our colors are deep, rich and true. Made of Valspar's Fluropon® High Performance Hylar 5000®/Kynar 500® finish, they offer the ultimate in resistance against fading and weathering. Custom colors are also available.