

City of Melbourne

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



Melbourne Downtown Community Redevelopment Agency

January 26, 2021, 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. Facade reimbursement grant award of \$20,000 for facade improvements at 1515 S. Harbor City Boulevard, and authorization for the City Manager to execute a grant agreement. (Applicant - VPN Investments, Inc.)

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

Mayor Paul Alfrey and Council Members Yvonne Minus, Mimi Hanley, 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.



Council will convene as the Melbourne Downtown Community Redevelopment Agency for the following item:

**Melbourne City Council
January 26, 2021
City Manager's Item Report**

Department:	Community Development
Presenter:	Cindy Dittmer
Council District:	3
Reading Number:	N/A
Public Hearing:	No
Quasi-judicial Item (Disclosure Required):	No
Item Number:	A.1.

Subject:

Melbourne Downtown CRA Facade Grant Program Application

Background/Consideration:

This is a request for approval of a Façade Improvement Program grant in the amount of \$20,000 for eligible exterior renovations to a commercial building located at 1515 S. Harbor City Boulevard. The applicant is VPN Investments, Inc., which is the property owner.

Eligible improvements comprise a renovation to both the front and rear facades, including painting, signage, and landscape. The estimated cost of eligible exterior improvements is \$67,476. The applicant is eligible for a grant up to 33% of these costs not to exceed \$20,000; therefore, the applicant is requesting \$20,000, which is less than the eligible percentage, but is the maximum grant ceiling. The applicant indicates they are also investing approximately \$1,550,000 in capital improvements to the interior and exterior of the property not eligible through this program, thereby leveraging \$79 for every \$1 of CRA grant funding.

On December 8, 2020, the Melbourne Downtown CRA Advisory Committee unanimously voted to recommend that City Council, as the CRA Board, approve \$20,000 in CRA funding to VPN Investments, Inc., for the proposed façade improvements at 1515 S. Harbor City Blvd.

Fiscal/Budget Impact:

Funding is available in Downtown Facade Improvements (56100552-582310)

Requested Action:

Approval of a Downtown Melbourne CRA Facade Improvement Program grant in the amount of \$20,000 for 1515 S. Harbor City Blvd., 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: Shaun Rycroft, Planner
Re: **Melbourne Downtown CRA, Façade Improvement Program Application
DFG-2020-02 (1515 S. Harbor City Blvd.)**
Date: December 15, 2020

Façade Improvement Program Application

On December 8, 2020, a Melbourne Downtown Community Redevelopment Agency (CRA) Façade Improvement Program application was received for exterior renovations for the Super 8 Motel located at 1515 Harbor City Blvd. The applicant is VPN Investments, Inc., which is the property owner of the property.

The applicant is intending a complete exterior and interior renovation to the motel. The applicant is proposing the following eligible exterior improvements to the building:

- Exterior painting
- Signage
- Landscape

Photographs of the existing building and renderings of the proposed improvements are attached. The Historic and Architectural Review Board (HARB) approved the proposed new signage on March 18, 2020 (Case No. A-2020-025), and new paint colors on September 16, 2020 (Case No. A-2020-0043).

The Downtown CRA Façade Improvement Program allows the applicant to receive a 33% grant reimbursement, up to \$20,000. 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 \$67,476; therefore, the applicant is requesting \$20,000 in Program funding for the improvements. It should be noted that while the applicant may receive the maximum program amount, the grant would be approximately a 30% match, which is less than the 33% program match. Other capital

improvements not covered by this Program are estimated at \$1,550,000, for a total private investment of \$1,617,476. Private leverage of capital investment is \$80 for every \$1 in grant funding provided for this project.

On December 8, 2020 the Downtown CRA Advisory Committee voted to recommend that City Council, as the CRA Board, approve \$20,000 in CRA funding to VPN Investments, Inc. for the proposed façade improvements at 1515 S. Harbor City Blvd.

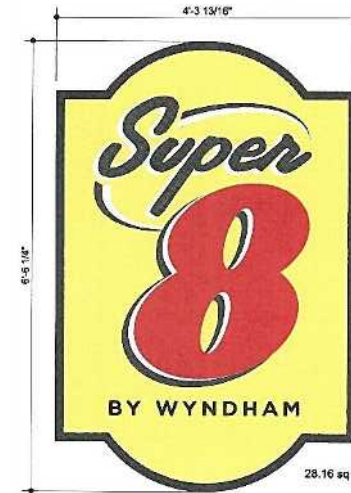
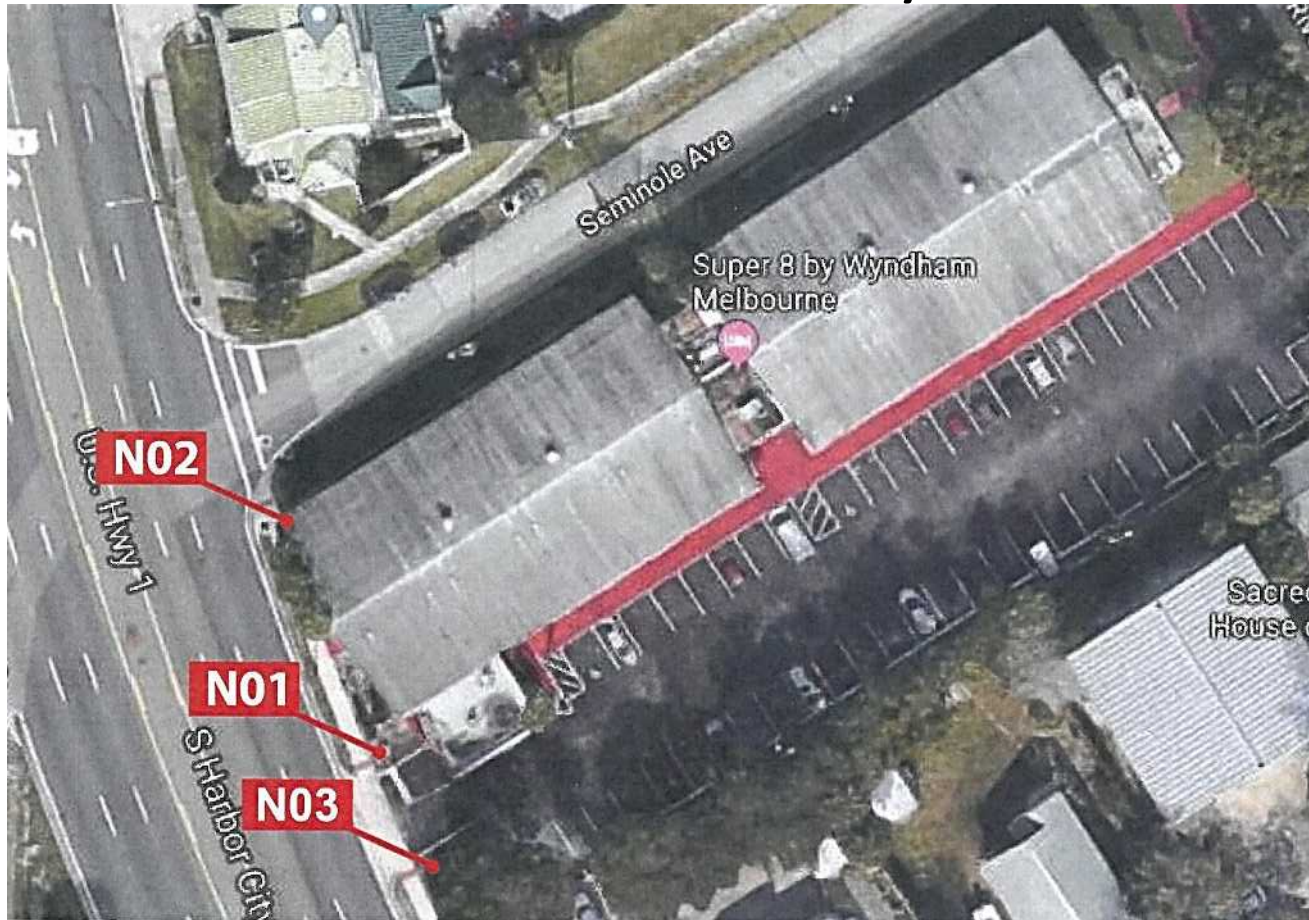
The Program is a reimbursement grant; therefore, the applicant will not receive any funding until the exterior improvements are completed. Funding is available within the Downtown CRA budget line item #56100552-582310 "Downtown Façade Improvements".

Recommendation

Approval of a Melbourne Downtown CRA Façade Improvement Program grant in the amount of \$20,000 for 1515 S. Harbor City Blvd., and authorization for the City Manager to execute a grant agreement with the applicant.

Super 8 Motel

1515 S. Harbor City Boulevard



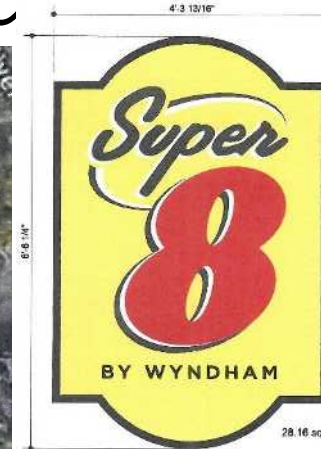
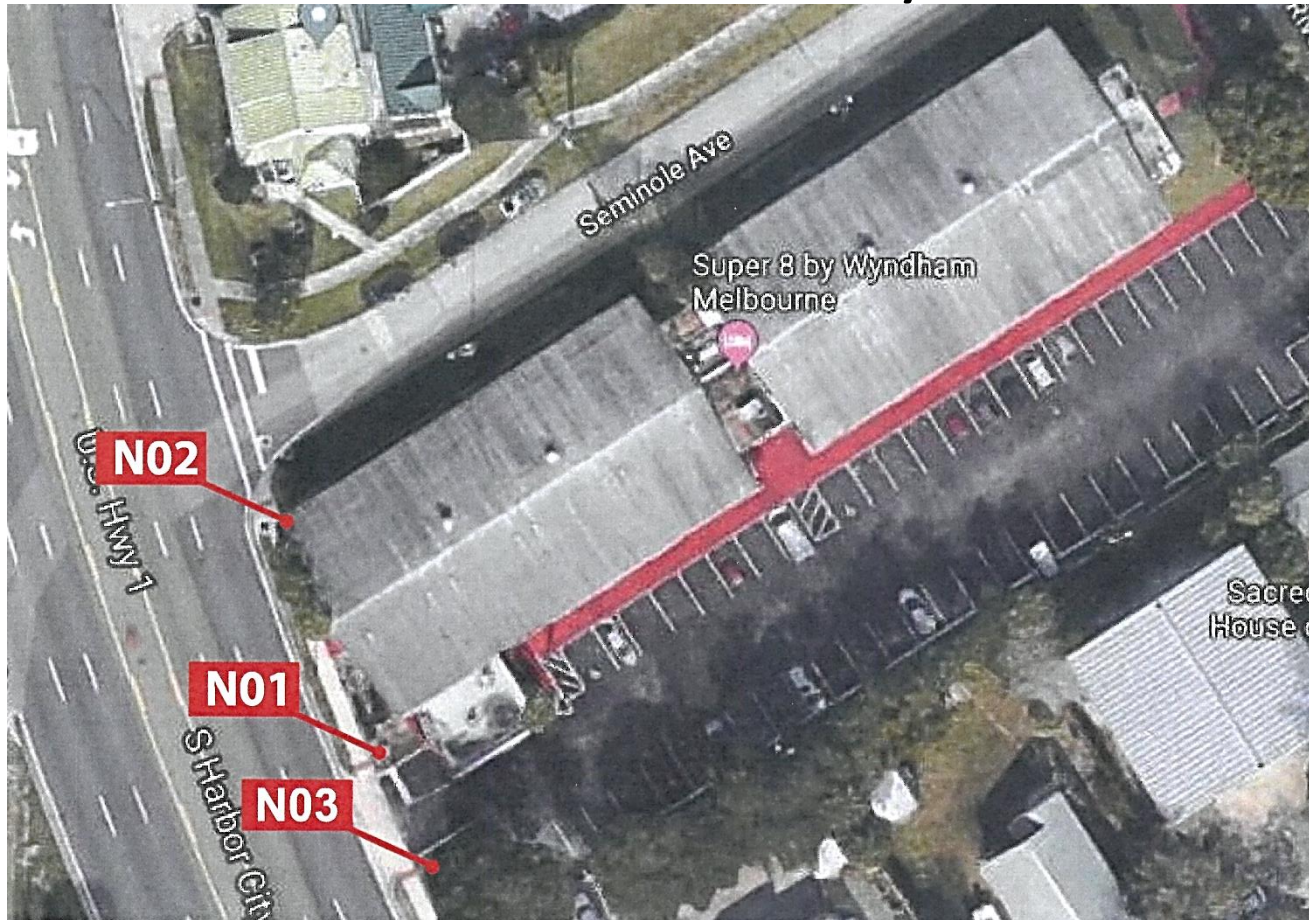
Existing Sign
Not to Scale

N01



Super 8 Motel

1515 S. Harbor City Boulevard



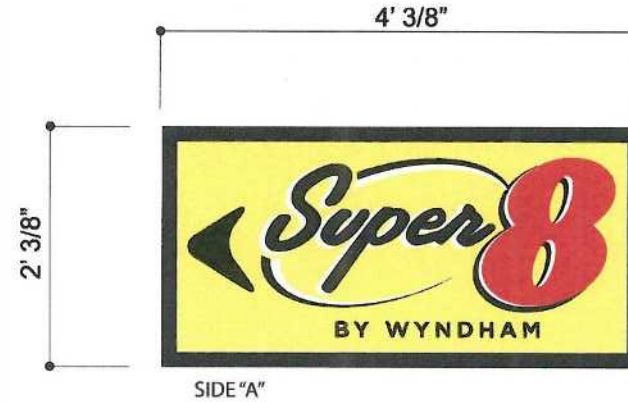
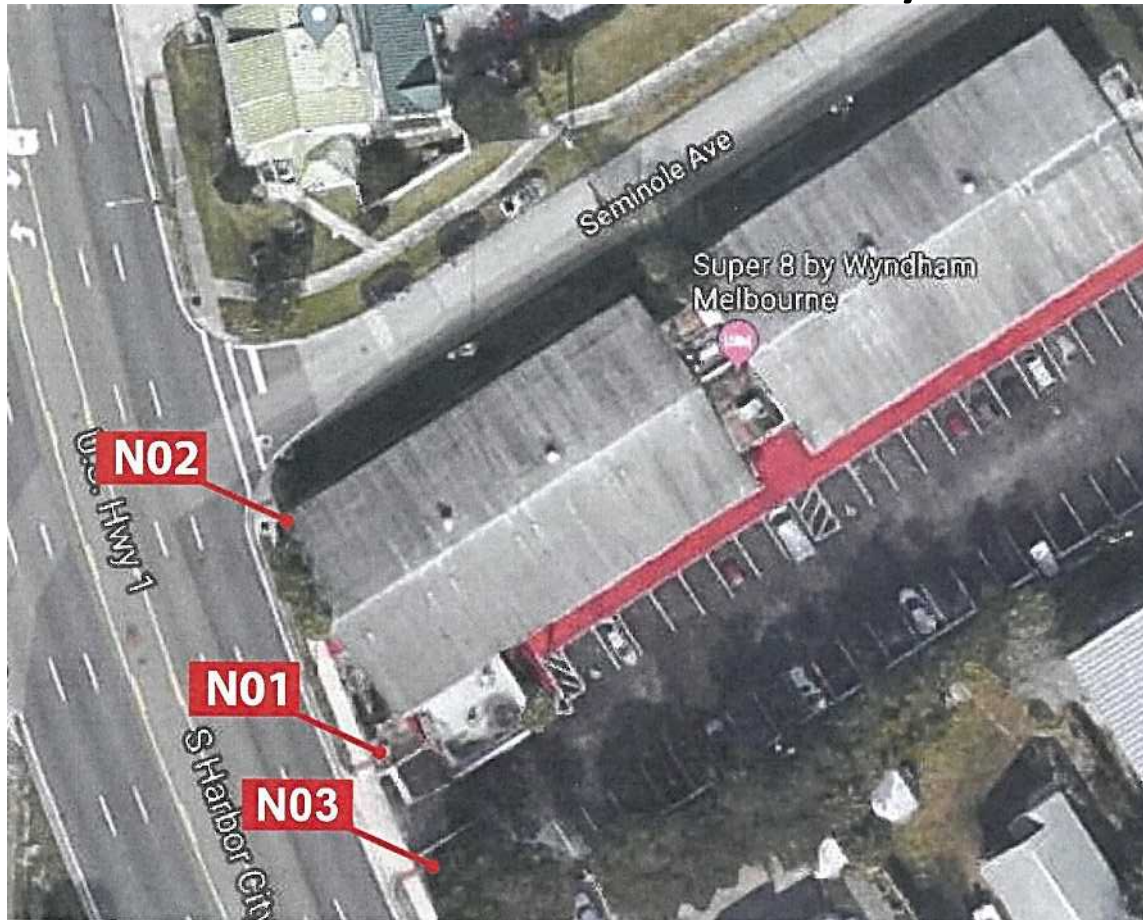
Existing Sign
Not to Scale

N02



Super 8 Motel

1515 S. Harbor City Boulevard



N03



Super 8 Motel

1515 S. Harbor City Boulevard



Latte:

- Upper Bldg.
- Roof Supports
- Columns
- Accent

Halcyon Green:

- Accent Band
- Fascia

Napery:

- Main Building

Extra White:

- Window Trim
- Decorative Elements

Double Latte:

- Walkway

Proposed Color Palette



Super 8 Motel

1515 S. Harbor City Boulevard



Latte:

- Upper Bldg
- Roof Supports
- Columns
- Accent

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Proposed Color Palette

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1515 S. Harbor City Boulevard



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