

**VILLAGE OF PALMETTO BAY**  
**Minutes of the Special Council Meeting of February 25, 2015**  
**Village Hall Chambers**  
**9705 East Hibiscus Street**

**1. CALL TO ORDER, ROLL CALL, PLEDGE OF ALLEGIANCE**

Mayor Eugene Flinn  
Vice Mayor John DuBois  
Council Member Tim Schaffer  
Council Member Karyn Cunningham  
Council Member Larissa Siegel Lara

Staff present:  
Village Manager Ron E. Williams  
Village Attorney Dexter W. Lehtinen  
Village Clerk Meighan J. Alexander

Mayor Flinn called the meeting to order at 7:00 p.m. He led the pledge of allegiance.

- 2. DECORUM STATEMENT:** Any person making impertinent or slanderous remarks, or who becomes boisterous, while addressing the Council may be barred from further appearance before the Council by the Mayor, unless permission to continue or again address the Council is granted by a majority vote of the Council. Applauding speakers shall be discouraged. Heckling or verbal outbursts in support or opposition to a speaker, or his or her remarks, shall be prohibited. No signs or placards shall be allowed in the Council meeting. Persons exiting the Council meeting shall do so quietly. All cellular telephones and beepers are to be silenced during the meeting.

- 3. REQUESTS, PETITIONS AND PUBLIC COMMENTS:** John Breder, 9300 SW 181 Terrace, addressed the Council.

**4. RESOLUTIONS**

- A. A RESOLUTION OF THE MAYOR AND VILLAGE COUNCIL OF THE VILLAGE OF PALMETTO BAY, FLORIDA, RELATED TO THE DOWNTOWN REDEVELOPMENT INITIATIVE, ACCEPTING THE ECONOMIC AND MARKET ASSESSMENT REPORT AND SUPPLEMENTAL APPENDIX COMPLETED BY BERMELLO, AJAMIL & PARTNERS FOR THE FUTURE DOWNTOWN PALMETTO BAY AREA; AND PROVIDING AN EFFECTIVE DATE.**

Manager Williams stated that there are two presentations for the Council and staff will be available during and after for questions.

Building Official and Capital Projects Manager Ed Silva came before the Council and explained the discussion topics for the evening. He began a PowerPoint presentation that explained how Palmetto Bay received only 9% of the commercial activity, as compared to other cities. He also displayed the

comparison between the various cities with regard to residential units. Mr. Silva provided information concerning ad valorem taxes, noting that 82% of the Village's taxes come from the residential community. He advised that Palmetto Bay's average income is approximately \$105,000 per household, which is roughly equivalent to Pinecrest at \$112,000 per household. He stated that businesses and developers seem to be interested in developing in Pinecrest and Cutler Bay instead of Palmetto Bay.

Mr. Silva noted that from the first presentation of the market study in April of 2014 to today, there have been no changes to the report. He explained how the retail space can support the downtown redevelopment. He noted that the trade area for office space is south of Kendall to Florida City. Mr. Silva explained that branding and marketing the area is crucial, and US-1 should be established a critical component for visibility. He stated that the redevelopment requires a modest village investment and will result in an increase of \$600,000 to \$1,000,000 in ad valorem revenue.

Mr. Eric Liff of Lambert Advisory came forward. He stated that the objective of the Market Study was prepared to help guide the master plan in terms of understanding what is the opportunity for development in the downtown area during the next five or ten years. He stated that the report was completed in April of 2014 and contains a comprehensive profile.

Mayor Flinn asked for clarification concerning the methodology. Mr. Liff stated that the process was explained in the report. Mayor Flinn asked for the page in the report that contains the explanation of the methodology. Mr. Liff stated that his presentation will include the PowerPoint slideshow and there are several pages throughout the report that contain the methodology that correlate to each use described.

Mr. Liff remarked that the goal is to understand the demand by use for residential, retail, and office space. He explained that, historically, the demographics for housing (page 10) are provided and depict population and trends, and between 2000 and 2010 the Village lost population. He stated that a trade area wherein you would draw potential residents is the South Dade area, which is south of Kendall Drive. He explained the projections trend to 1.3% increase.

Vice Mayor DuBois asked if the references to statistics made by Mr. Liff refer to Miami-Dade County as the trade area. Mr. Liff attempted to clarify that the area is from Kendall south to Miami-Dade County southern boundary, west to the Urban Development Boundary. He explained the housing demand, stated that a household income of \$50,000 or higher would be required to support the housing projection, which is a household income that Palmetto Bay can support.

Following brief comment, Councilwoman Siegel Lara clarified that the demand is based upon potential residents, that is, whether a resident is coming to a new development or not. Mr. Liff stated that the demand is a "fair share" demand, which assumes an equal amount of land.

Councilwoman Siegel Lara asked if a supply comparison was performed. Mr. Liff stated that the focus was establishing what was the universe of demand. Councilwoman Siegel Lara asked if capturing the supply figures would be phase 2 of the study. Mr. Liff stated that it would be, if that was the direction of the Council; however, there is a profile of the competitive market provided that will indicate whether the supply is available, drawing from the universal demand.

Mr. Liff stated that their studies indicate that there could over 800-900 housing units that could be demanded over the next ten years, if there is land available. He stated that with regard to multi-family development, the total amount increases to 1,100 to 1,200, which he believes is a conservative number when consider multi-family pent up demand.

Mr. Liff began discussing the retail trade area, which is the primary area to draw residents into the downtown area. He provided information concerning the retail trade models and information from the US Department of Labor that was used to determine demand.

Mayor Flinn asked the percentage of population outside of the Palmetto Bay that is within the trade area. Mr. Liff stated that the trade area boundaries matter, not the municipal boundary. Mayor Flinn disagreed, stating that the boundary matters when you are reviewing the potential customer base and it seems like there is a limited trade area outside of Palmetto Bay, particularly if you are considering increasing multi-family.

Vice Mayor DuBois stated that with regard to the retail trade area, the population south of 184 Street probably half of the entire area. Mr. Liff stated that the population is approximately 30% of the area. Mayor Flinn asked where in the report the numbers would be provided. Vice Mayor DuBois asked why the retail trade area is limited to between 152 Street and 184 Street plus a relatively small area of lower income people south of Palmetto Bay, rather than broadening. Mr. Liff stated that the area includes household incomes of \$100,000, rather than \$108,000 in Palmetto Bay, not a significant income reduction.

Councilwoman Siegel Lara stated that the boundary seems to be based upon proximity of shopping areas. Mr. Liff concurred.

Vice Mayor DuBois stated that Mr. Liff noted that the per capita income is \$36,971 in the slide and \$41,000 in Palmetto Bay. Mr. Liff agreed, stating that it is only slightly lower. Vice Mayor DuBois stated that half of the retail area is south of Palmetto Bay, with 14,000 individuals south and the income would be significantly lower. He asked why the decision to designate the retail area to include the area south of Palmetto Bay and east of US-1 and nothing west of US-1 was included in the area. Mr. Liff stated that the boundary does not dismiss individuals outside of our trade area. Vice Mayor DuBois stated that that area to the west is within walking distance to the Village. Discussion ensued. Mr. Liff clarified that the area was the primary draw, not the only draw.

Mr. Liff stated that the numbers indicate a demand of approximately 785,000 square feet of retail space. Councilwoman Cunningham remarked that she does not believe residents would be drawn to a multi-family area in Palmetto Bay without having a destination. Councilwoman Siegel Lara stated that proximity to Palmetto Bay could be considered the draw.

Discussion ensued concerning the suggestion that zoning may be the issue.

Vice Mayor DuBois asked if Mr. Liff was tasked with providing guidance for the master plan, with zoning being considered. Mr. Liff replied that regulatory changes may likely follow his report. Vice Mayor DuBois asked if there were any assumptions that the village would make zoning modifications. Mr. Liff replied affirmatively, noting that trending demands and how the demands would be changed by the regulations are important.

Vice Mayor DuBois stated that this report is not taking into account any type of incentives that the Village may put forward to skew the demand for retail in this area. He stated that this report does not include "what if's" and he is disappointed with the report's lack of probability of failure or success in terms of the downtown redevelopment. He stated that without a baseline and "what if's", he does not feel that he has received enough information to know whether investment should be made or not.

Mr. Silva stated that the first step is to determine why the Village is missing out on capturing the demand; the next step is traffic concerns.

Vice Mayor DuBois asked why the report was not prepared a year ago. Mr. Silva stated that staff did not wish to move forward during the election cycle with the Council, at that time, which may or may not have been making future decisions.

Following discussion, Mayor Flinn noted that in the past, the Council had made a policy decision that the Village did not wish to see the "big box" stores come in, and he suggested that may be why there is lack of growth.

Councilwoman Siegel Lara asked if the Council could be given an understanding of the process, the steps taken, what are the phases, and where will decision points be required. Vice Mayor DuBois suggested a report that would include the "what if's" of the downtown redevelopment.

Vice Mayor DuBois remarked that he would not be interested in budgeting for two or three million dollars in infrastructure improvements if the report is not comprehensive.

Mayor Flinn stated that he would be interested in considering a flexible zoning code where individuals can discuss their options, rather than be told "no" by staff. Councilwoman Siegel Lara stated that until the Village's identity is clear, it may be difficult to have a flexible zoning code.

Attorney Lehtinen explained that “accepting” the report is not necessarily approving the content; rather it is directing staff to move forward. Vice Mayor DuBois suggested that the Council does not appear to be in favor of the report and does not believe a resolution would be required.

Councilwoman Cunningham stated that the language in the Resolution should read “accepted”, not “approved”, as contained in the body of the document.

Manager Williams stated that the intent was to gather input and collect information and staff will be able to take the next steps based upon direction and guidance from Council. He remarked that the report targets demand and there is more work to be done; and, staff will follow the will of the Council.

Discussion ensued concerning accepting the report. Vice Mayor DuBois moved to direct staff to proceed with phase 2 of the report; and, at the next council meeting, the Council can discuss requirements as to what needs to be included in the phase 2 report. Seconded by Councilwoman Siegel Lara. All voted in favor (5-0.)

Vice Mayor DuBois moved to defer discussion of this matter to the March 16<sup>th</sup> meeting. Seconded by Councilwoman Siegel Lara. All voted in favor.

Manager Williams asked the Council to consider deferring B, C, and D until Item A is concluded. Mayor Flinn suggested that items C and D should be heard at this time.

Vice Mayor DuBois moved to defer item B. Seconded by Councilwoman Siegel Lara. All voted in favor.

- B. A RESOLUTION OF THE MAYOR AND VILLAGE COUNCIL OF THE VILLAGE OF PALMETTO BAY, FLORIDA; RELATING TO THE DOWNTOWN REDEVELOPMENT TASK FORCE (DRTF) INITIATIVE; ACCEPTING THE RECOMMENDATIONS OF THE TRAFFIC IMPACT ANALYSIS FINAL REPORT DOCUMENTS AND RECOMMENDATIONS PERTINENT TO THE FUTURE DOWNTOWN PALMETTO BAY STUDY AREA, AS PREPARED BY MARLIN ENGINEERING, INC.; FURTHER AUTHORIZING THE VILLAGE MANAGER TO ACQUIRE CONCURRENCY FROM BOTH MIAMI-DADE PUBLIC WORKS WASTE MANAGEMENT (PWWM) AND FLORIDA DEPARTMENT OF TRANSPORTATION (FDOT) PRIOR TO PROCEEDING WITH IMPLEMENTATION OF REPORT FINDINGS; AND PROVIDING FOR AN EFFECTIVE DATE.

The matter was deferred.

- C. Capacity/Concurrency Study Update: Clerk Alexander advised that staff had requested deferral of this matter. Vice Mayor DuBois moved to defer the matter. Seconded by Councilwoman Siegel Lara. The motion passed 3 to 2, Mayor Flinn and Councilman Schaffer voted in opposition, stating that were looking forward to the presentation this evening.
- D. US-1 Island Beautification Update: Manager Williams explained that this beautification project was the result of a State matching grant in the amount of \$45,000.

Public Works Director Corrice Patterson explained the project, which included beautification of medians south to SW 184 Street on US-1. She explained that construction of the first segment would need to be completed by June 30<sup>th</sup>. She described the entire project would include 24 medians along US-1 and the two triangle areas, as well. She stated that \$45,000 would complete the design; \$45,000 for installation. She explained that the Tree Advisory Board had been consulted and staff would like to begin the first segment at SW 168 Street triangle and SW 183 Street entrance (US-1 gateway area, behind the monument area.)

Mr. George Puig, Project Manager and Landscape Architect for Kimley Horn, 1221 Brickell Avenue, explained the medians and the installation of the plants on sample medians.

Mayor Flinn asked the cost to complete all medians. Mr. Puig stated that the approximate cost of each median would be \$46,000, including demolition of existing landscaping, landscape lighting, cost of equipment and installation. He stated that the entire project is proposed at \$990,000.

Vice Mayor DuBois asked if the Village would be able to receive matching grants for all the medians. Mr. Puig stated that there is a good possibility of success as FDOT is more willing to give grant dollars when there is a full set of documents prepared, as the plans indicate the Village's commitment.

Councilwoman Siegel Lara asked for ongoing maintenance costs, as she noted that annuals were included in the plants. She stated that she would prefer including the most aesthetically pleasing and least maintenance plants. She asked for clarification concerning lighting. Mr. Puig stated that sleeves would be in place to prepare for the electrical wires at this time.

Councilwoman Siegel Lara stated that other items, such as Liriopi and Monkey Grass that requires little maintenance should be included, rather than grass.

Mayor Flinn asked about the signage for Rotary that was included in the 168 Triangle median in the past. Manager Williams stated that he recalls when the chain link marker was taken out, as it was not approved by FDOT. FDOT required it to be removed and the Village and FDOT tried to return it to the owners.

Mayor Flinn stated that he would be in favor of obtaining a satisfactory monument that would allow the Village to express its pride and allow our CBO's to be showcased.

Vice Mayor DuBois asked if Council direction is needed. Director Patterson advised that the bid documents would be prepared next month and the final plans would be sent to FDOT for approval prior to bid.

## 5. COUNCIL COMMENTS

Manager Williams asked for clarification regarding a report of the items deferred. Vice Mayor DuBois stated that only a report concerning the Phase 2 of Item A would be required at the next meeting.

Councilman Schaffer stated that with regard to Palmetto Bay Day in Tallahassee, he had spoken with the Village's Lobbyist and has been informed that the legislators want the council to have focused conversations. He suggested assisting Deering Estate with obtaining Amendment 1 funding.

Councilwoman Cunningham stated that she would be happy to assist with scheduling appointments in Tallahassee. She suggested that the Council people visit separately, provide a written report to all, and then work on different items. She stated that there is value in having a staff member travel with the council person. She stated that she will be including a resolution concerning Metrorail expansion at the Special Council Meeting.

Councilwoman Siegel Lara stated that she will be raising the discussion of the advisory boards and committees at the meeting of March 16<sup>th</sup>.

Councilwoman Cunningham congratulated the teachers of the year: Coral Reef Elementary: Ms. Debbie Castel (SPED); Howard Drive Elementary: Ms. Jasman Gist (First grade); Perrine Elementary: Ms. Alice Webb (First grade); Southwood Middle: Ms. Raquelle Santiago-Argote (Language Arts); and Palmetto Senior: Mr. John Hayduk (AP Human Geography).

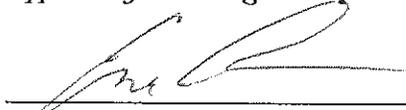
Following brief comment, Vice Mayor DuBois moved to have Item 4B heard on March 16<sup>th</sup>. Seconded by Councilwoman Siegel Lara. Discussion ensued, with the understanding that the matter would take no longer than one hour. All voted in favor. The motion passed.

## 6. NEXT MEETING AND ADJOURNMENT: The Meeting adjourned at 10:30 pm.

*Prepared and submitted by:*

  
Meghan J. Alexander, CMC  
Village Clerk

*Approved by the Village Council on this 6<sup>th</sup> day of April, 2015.*



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*Eugene Flinn, Mayor*

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