



**CRA MEETING
ZEPHYRHILLS, FLORIDA**

**Monday, February 26, 2024
5:00 PM**

Please join the GoToMeeting
from your computer, tablet or smartphone:

<https://meet.goto.com/763530541>

or dial in using your phone:

+1 (872) 240-3412 - Access Code: 763-530-541

(Please mute your phone unless you wish to speak on a specific item)

Call to Order – CRA Board Chairperson Kenneth M. Burgess, Jr.

Roll Call – City Clerk Lori Hillman

1. BUSINESS ITEMS

- 1.1 Approval of January 22, 2024 Meeting Minutes
 1. M01-22-24 - CRA
- 1.2 Residential Matching Facade Grant - Carole and Tom Gabrielli, 5540 12th Street Zephyrhills FL
 1. Gabrielli Grant App
- 1.3 CRA Tree Planting Program
 1. 2024-01-25_CRA Tree Program_TO-101-24
- 1.4 New Logo Signage for 5th Avenue and Hwy 301
 1. OAI Visual Branding
 2. 5th Ave logoSign Options
- 1.5 Zephyr Park Community Meeting
 1. 20240212 - Parks Advisory Board Update Final (2)

2. CRA DIRECTOR'S REPORT

3. MAIN STREET ACTIVITY REPORT

4. CITIZEN COMMENTS

ADJOURN

*** PLEASE NOTE: This is a Public Meeting. Should any interested party seek to appeal any decision made by the Council with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may need to ensure that a verbatim record of the proceeding is made, which record includes the testimony and evidence upon which the appeal is to be based. F.S. 286.0105. If you are a person with a disability which requires reasonable accommodation in order to participate in this meeting, please contact the City Clerk at 813/780-0000 at least 48 hours prior to the public hearing. A.D.A. and F.S. 286.26.**

COMMUNITY REDEVELOPMENT AGENCY MEETING

A Regular Community Redevelopment Meeting was held on January 22, 2024 at 5:00 p.m. in the Council Chambers of City Hall and via GoToMeeting (224)-501-3412 - Access Code: 592-157-221.

CRA Board Chairperson Kenneth Burgess called the meeting to order at 5:02 p.m. Roll call was taken. Present were members Steven F. Spina, Ph.D., Charles Proctor, Kenneth Burgess, Lance Smith and Mayor Melonie Bahr Monson. Jodi Wilkeson arrived at 5:03 p.m. City Manager William Poe was present. City Attorney Matthew Maggard was absent.

Staff present: CRA Director Gail Hamilton, Public Works Director Shane LeBlanc, IT Director Mike Panak, Building Official Bill Burgess, Public Information Officer Kevin Weiss and Airport Executive Assistant Lucy Huber.

1. BUSINESS ITEMS

1.1 Approval of December 11, 2023 CRA Minutes

Charles Proctor moved to approve Business Item 1. Seconded by Lance Smith. Motion passed unanimously.

1.2 Approval of November 27, 2023 CRA Minutes

Steve Spina moved to approve the November 27, 2023 CRA Minutes. Seconded by Lance Smith. Motion passed unanimously.

1.3 Approval of Residential Ownership Incentive Grant for Paul and Patricia Davis

CRA Director Gail Hamilton presented a Residential Ownership Incentive Grant for Paul and Patricia Davis for a property located in Tyson Townhomes at 6179 Daerr Ridge Street. Staff said the application meets all grant requirements and recommended Council's approval.

Charles Proctor moved to approve Business Item 1.3. Seconded by Lance Smith. Motion passed unanimously.

1.4 Streetscape Enhancements Task #105-23 and #106-23 Project Update

CRA Director Gail Hamilton presented schematics received from architect BGE for the proposed construction documents.

- 5th Avenue schematics highlighted planter pots, linear planters, a canopy tree, sidewalk, understory trees, and on-street parking. The site has been measured and meets DOT standards, business owners will be notified if the construction documents require removing current parking spaces, and pedestrian traffic crossing 5th Avenue will be funneled to a crosswalk.
- Oakside Cemetery schematic diagrams were presented of the entry to Oakside Cemetery with entry columns, the addition of a black aluminum fence, a secondary entrance, and evergreen hedges for low maintenance. She said the US-301 and 1st Street corridor is being considered as a location to display public art images.
- 8th Street and 5th Avenue Urban Plaza will entail the reconfiguration of the existing sidewalk, removal of the existing planter and the expansion of the upper sidewalk to create a seating terrace. There will be an option to create parklets on 5th Avenue to provide customers of restaurants with the opportunity to dine outside. Parklets are public seating platforms that convert curbside parking spaces into community spaces known as street seats or curbside seating. Barriers can be erected during events to assure safety. This option will be presented to local businesses for feedback and will be paid for by the CRA. Schematics were presented of streetscape enhancements with the need for lighting. She referred to a diagram of illuminated round spheres for enhancement to existing trees on 8th Street between 5th Avenue and City Hall. An option is available for up lighting to change out the colors during the holidays by flipping a switch.

She reiterated Council's feedback and will follow-up on parking spaces, signage, tree types, City's tree ordinance and focus area when reviewing the construction documents.

1.5 Jump Right In to Zephyrhills Photo Competition

CRA Director Gail Hamilton said staff reviewed 36 photographs received and narrowed them down to three choices for Council to rank. She said the photograph contest direction was “How do you jump right in to Zephyrhills.” The picture chosen will be submitted to the Florida County City Manager’s Association (FCCMA) competition to be voted upon. The winning photograph will be placed on the front page of the FCCMA membership magazine. Council voted on the three photographs: 1st – Skydivers, \$300; 2nd – Go Pasco, \$200; and 3rd – Ducks in Zephyrhills, \$100. Photographers will be present at the February 12th meeting and presented with checks, respectively.

CRA Director Gail Hamilton said she will reach out to each commissioner to discuss the language within the Residential Ownership Incentive Grant relating to what properties qualify. She said currently, fee simple properties are eligible and does not believe this was the intent envisioned initially. This item will be brought back before the commission.

2. CRA DIRECTOR’S REPORT

CRA Director Gail Hamilton presented an update on Hercules Park stating a tree survey is complete, Wharton Smith has fenced off the area and moved in a construction trailer for completion December 2024. Kimley Horn is assessing the trees at Zephyr Park to conduct a tree survey and the Parks and Recreation Advisory Board will host a meeting February 15th at 6:00 p.m. to present the updated Zephyr Park Concept Plan, ideas from the landscape architect, and options to be accomplished through state appropriations funding. GAI Consultants are currently assessing and inventorying existing parks within the City of Zephyrhills to include the YMCA and SVB Tennis Facility. A meeting has been scheduled for February 6th to review the assessment and kick off the Zephyr Park Master Plan for completion September 2024. A CRA Master Plan community meeting was held January 18, 2024 with approximately 40 attendees. A survey of all CRA residents will be conducted for input with another community meeting to be held late summer 2024. All sidewalks have been identified and are currently being constructed in the CRA District with all four phases completed by the end of 2024.

3. MAIN STREET ACTIVITY REPORT

Main Street Director and Coordinator Antwon Gildon said Main Street is in the process of recruiting many community organizations in preparation for Founder’s Day, March 9th. A vintage trailer exhibition will be held beginning Friday, March 8th through Sunday, March 10th with vintage camper trailers on display at Zephyr Park. The theme of this year’s event is “Tin Can Tourists.” A Main Street Board Retreat will be held on February 3rd at Catapult Lakeland Business Development Service with the entire board and committee members participating to focus on fundraising, community engagement, and brand recognition. Main Street wants people to understand what they do, know what they do, and what they offer to the community. Jayleen Herrera is studying abroad in Italy the month of February and to fill the void, Main Street has recruited three (3) new interns: Gloria VanDyke-Dean, Francesca Cufino, and Anesha Gonzalez.

4. CITIZEN COMMENTS

N/A

Meeting Adjourned: 6:05 p.m.
Submitted by Lori L. Hillman
(Not Present at Meeting)

BUSINESS ITEMS 1.2

Residential Matching Facade Grant - Carole and Tom Gabrielli, 5540 12th Street Zephyrhills FL

Issue:

The CRA Board of Commissioners approve a Residential Matching Facade Grant for 5540 12th Street, Zephyrhills, in the amount of \$2500.

Background:

The applicants, Carole and Tom Gabrielli, whose home is located at 5540 12th Street, are replacing all the windows (8) and a sliding glass door in their home, at a cost of \$17,992. They are requesting approval of the Residential Matching Facade Grant in the amount of \$2500. The application and supporting material is included in your back-up.

Attachment(s):

1. Gabrielli Grant App

Fiscal Impact:

Funding for the grants programs is included in the FY 2023/2024 CRA approved budget.

Staff Recommendation:

The application meets all the grant requirements and staff recommends approval.



Matching Facade Rehabilitation Application

Applicant Name: Carole/Tom Gabrielli

Mailing Address: 5540 12th St Zephyrhills FL 33542

Phone: 813 997-1844 Email: cusucceed@yahoo.com

Property Owner: Carole Gabrielli

Property Address: 5540 12th St Zephyrhills FL 33542

Total Cost of Project: \$ 17,992

Estimated Start Date: 3/28/24 Estimated Completion Date: 3/28/24

Please attach the following:

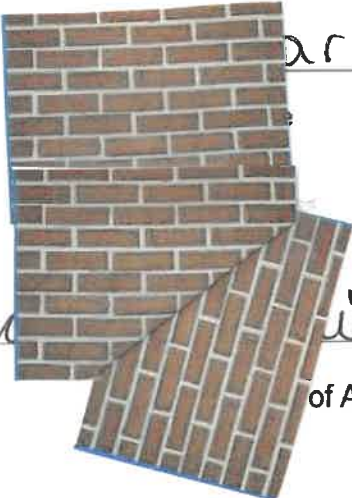
Addendum A - Project Rendering

Addendum B - Professional Estimate(s) from an architect or licensed contractor



Application will not be reviewed without all supporting data.

I hereby submit the attached plans, specifications and/or color samples for the proposed project and understand that the Zephyrhills CRA Board must approve. No work shall begin until I have received written approval from the ZCRA. No funding is guaranteed until completed application is approved by the ZCRA Board. I agree to place a ZCRA Grant sign for the duration of the project and agree to return the sign. Grant monies will not be paid until the project is completed as designed and a paid invoice (s) is provided. The project must be completed within 1 year of grant approval. I agree to leave the completed project in its approved design and colors for a period of 5 years from the date of completion. I understand a W-9 must be provided to the City of Zephyrhills before reimbursement funds are paid

Carole Gabrielli
2/16/24 Carole Gabrielli
Date of Applicant



NewSouth Window of Tampa
 10741 Crossroads Commerce Blvd
 Tampa, FL 33610
 813-626-6000
 www.NewSouthWindow.com
 SCC131151763, SCC131152807

Carole Thomas Gabrielli

5540 12th Street,
 Zephyrhills FL 33542

(813)997-1844

cusucceed@yahoo.com
 305479

Date: 01/19/2024

Rep: Cliff Calhoun

WHOLESALE & RETAIL WINDOW AND DOOR CONTRACT

Replacement Windows - Entry & Patio Doors - Impact Resistant Windows & Doors

NewSouth Window Solutions agrees to measure, manufacture, furnish, install and service the following products for the amount STIPULATED BELOW. All NewSouth windows include an insulated glass unit with double pane, eVantage glass, argon gas, and 12 point fusion welded corners. NewSouth products and Florida Product Approvals are guaranteed to comply with code requirements for the specific location of the home. Thank you for your business.

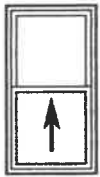
The terms of the Lifetime Limited Transferable Warranty are expressly and fully incorporated into the contract, including but not limited to the limitation of remedies and exclusions of consequential damages contained therein.

Secondary Initials

Are Co-Signer Initials Needed?

NO

Window



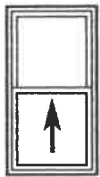
Window Icon
Window Style
Location
Height
Inside Color
Glass Type

9000 Single Hung
 Living room
 49
 White
 eVantage

Window Number
Window Brand
Width
Total UI
Outside Color
Screen Type

1
 Non Impact
 36
 85
 White
 Half

Window



Window Icon
Window Style
Location
Height
Inside Color
Glass Type

9000 Single Hung
 Office
 62
 White
 eVantage

Window Number
Window Brand
Width
Total UI
Outside Color
Screen Type

2
 Non Impact
 36
 98
 White
 Half

Window



Window Icon
Window Style
Location
Height
Inside Color
Glass Type

9000 Single Hung
 Office
 62
 White
 eVantage

Window Number
Window Brand
Width
Total UI
Outside Color
Screen Type

3
 Non Impact
 36
 98
 White
 Half

Window



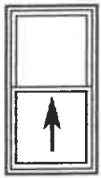
Window Icon
Window Style
Location
Height
Inside Color
Glass Type

9000 Single Hung
 Kitchen
 37
 White
 eVantage

Window Number
Window Brand
Width
Total UI
Outside Color
Screen Type

4
 Non Impact
 36
 73
 White
 Half

This space intentionally left blank

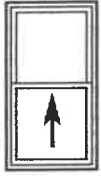
Window

Window Icon
Window Style
Location
Height
Inside Color
Glass Type
Obscure Glass

9000 Single Hung
 Master bath
 37
 White
 eVantage
 Yes

Window Number
Window Brand
Width
Total UI
Outside Color
Screen Type
Tempered Glass

5
 Non Impact
 36
 73
 White
 Half
 Yes

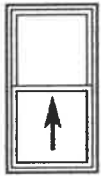
Window

Window Icon
Window Style
Location
Height
Inside Color
Glass Type

9000 Single Hung
 Master bed
 62
 White
 eVantage

Window Number
Window Brand
Width
Total UI
Outside Color
Screen Type

6
 Non Impact
 25
 87
 White
 Half

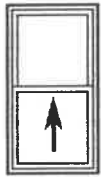
Window

Window Icon
Window Style
Location
Height
Inside Color
Glass Type

9000 Single Hung
 Master bed
 62
 White
 eVantage

Window Number
Window Brand
Width
Total UI
Outside Color
Screen Type

7
 Non Impact
 25
 87
 White
 Half

Window

Window Icon
Window Style
Location
Height
Inside Color
Glass Type

9000 Single Hung
 Master bed
 62
 White
 eVantage

Window Number
Window Brand
Width
Total UI
Outside Color
Screen Type

8
 Non Impact
 36
 98
 White
 Half

Patio Doors

Door Brand
Location
Inside Color
Tempered Glass
Keyed Door Lock

Non Impact
 Kitchen
 White
 Yes
 Yes

Door Number
Door Style
Size
Outside Color
Screen Type
Glass Type

1
 OX (OSLI)
 6' x 6'8"
 White
 Half
 eVantage

Contract Totals**Number of Windows**

8

Number of Patio Doors

1

Number of BHI Doors

0

This space intentionally left blank

Lead Safety**Was the home built prior to 1978?**

No

Pre-Renovation Form

Carole Thomas Gabrielli

Carole Thomas Gabrielli

01/19/2024

Date

Contract Payments

Sales Price	\$17,992
Down Payment- 1st Installment	\$1,799
Deposit Form of Payment	Credit Card
Has the credit card authorization form been filled out?	Yes
Delivery/Commencement Payment-2nd Installment	\$16,193
Balance Due Prior to Inspection - Final Installment	\$0
Balance Due Form of Payment	Finance
Finance Company	Synchrony
Finance Plan	925

Estimated Completion Date**From Date Above, Approximate Start Date Is:**

8 - 12 Weeks

Buyer hereby agrees that the above dates are estimates and are not material terms of this contract. NewSouth is released from, and shall not be held liable for, any damages incurred or to be incurred by the buyer which arise from or are caused by delays and consequential damages in NewSouth's performance of its contractual obligations stated herein.

(Customer's Initials) *CT* **HOA Information****Is there HOA?**

No

(Customer's Initials) *CT* **Energy Rebate Notification****Utility Company:**

Duke

To ensure that you receive the most benefits possible on your NewSouth Windows, please contact your utility company and ask about the energy credit they offer for energy star approved windows. Most utility companies will provide their customers with an energy credit for installing energy star approved windows.

This space intentionally left blank



Parcel ID		11-26-21-0010-11600-0150 (Card: 1 of 1)							
Classification		00100-Single Family							
Mailing Address				Property Value					
GABRIELLI CAROLE J				Just Value		\$178,288			
5540 12TH ST				Ag Land		\$0			
ZEPHYRHILLS, FL 33542-4216				Land		\$14,700			
Physical Address				Building		\$161,825			
5540 12TH STREET, LUTZ, FL 33559				Extra Features		\$1,763			
Legal Description (First 200 characters)						Non-School		School	
See Plat for this Subdivision				Assessed		\$91,230		\$91,230	
CITY OF ZEPHYRHILLS PB 1 PG 54 LOTS 15 & 16				Homestead Exemption		-\$50,000		-\$25,000	
BLOCK 116 OR 3607 PG 1783				Additional Exemptions		-\$0		-\$0	
Jurisdiction									
CITY OF ZEPHYRHILLS									
Community Dev District									
N/A				Taxable Value		\$41,230		\$66,230	
Warning: A significant taxable value increase may occur when sold.									
Click here for details and info. regarding the posting of exemptions.									

Land Detail (Card: 1 of 1)									
Line	Use	Description	Code	Zoning	Units	Type	Price	Condition	Value
1	0100R	SFR	LP2-1	00R2	8400.000	SF	\$1.75	1.00	\$14,700

Additional Land Information				
Acres	Tax Area	FEMA Code	Subsidence Activity	Neighborhood Code(s)
0.19	30ZC	X	None Reported	ZHLH

View Sketch Building Information - Use 0100-Single Family Residential (Card: 1 of 1)				
Year Built	1996	Stories	1.0	
Exterior Wall 1	Concrete Block Stucco	Exterior Wall 2	None	
Roof Structure	Gable or Hip	Roof Cover	Asphalt or Composition Shingle	
Interior Wall 1	Drywall	Interior Wall 2	None	
Flooring 1	Ceramic Clay Tile	Flooring 2	Carpet	
Fuel		Heat	Forced Air - Ducted	
A/C	Central	Baths	2.0	

Line	Code	Description	Sq. Feet	Value
1	FOP01	FINISHED OPEN PORCH	66	\$2,799
2	BAS01	LIVING AREA	966	\$159,026

Extra Features (Card: 1 of 1)					
Line	Code	Description	Year	Units	Value
1	RCONPTO	CONCRETE PATIO	1996	150	\$238
2	RDWC	CONCRETE DRIVEWAY	1996	220	\$348
3	RUDU-M	UNFIN DETACH UTIL MT	2000	1	\$192
4	RFDC	FINISHED DET CARPORT	2023	1	\$985

Sales History					
Previous Owner:		N/A			
Month/Year	Book/Page	Type	DOR Code	Condition	Amount
7/1996	3607 / 1783	Warranty Deed		V	\$10,000

Page Rendered @ 2/21/2024 4:40:49 PM. Processed in 0.234 seconds



5533 12th St
5540 12th street



Zephyrhills, Florida

Google Street View

Nov 2023

[See more dates](#)

Image capture: Nov 2023 © 2024 Google



BUSINESS ITEMS 1.3

CRA Tree Planting Program

Issue:

The CRA Board of Commissioners approve Task Order # 101-24 with BGE Inc. to develop a tree planting program for the District at a cost of \$13,800.

Background:

It is a fact that trees beautify our neighborhoods. Trees save energy and cool our environment. Trees help clean our water and air. And trees increase the value of properties. Creating an urban tree program will be a benefit to the entire community. The program will include: criteria for eligibility, tree palette and specifications, street-specific tree selection guidance and maintenance guidelines. The program will also include renderings of select neighborhood streets to illustrate the impact of tree planting on streets with differing rights-of-way.

Attachment(s):

1. 2024-01-25_CRA Tree Program_TO-101-24

Fiscal Impact:

The funds for this project is included in the FY 2023/2024 approved CRA Budget.

Staff Recommendation:

Staff recommends the approval of BGE, Inc. Task Order # 101-24 in the amount of \$13,800 for the development of a tree planting program in the CRA District.



January 25, 2024

City of Zephyrhills
Attn: Mr. William Poe, City Manager
5335 8th Street
Zephyrhills, FL 33542

**RE: Task Order 101-24, CRA Tree Program
Zephyrhills, Florida**

Dear Mr. Poe:

In accordance with our Professional Services Contract executed on February 13, 2023, we have prepared a scope and fee for task order authorization to provide the following services.

As requested, BGE, Inc. (BGE), Vendor No. 2960, is pleased to provide this proposal for professional consulting services for the above referenced project.

1.0 PROJECT OVERVIEW

This proposal is based on the following information related to this project. Information that becomes known after this proposal is submitted may change the scope of work and fees proposed herein.

1.1 The following are assumptions related to the Project:

- 1.1.1 The program is associated with the Community Redevelopment Area Boundary shown on Attachment 'A'.
- 1.1.2 It is assumed that no permitting by the City of Zephyrhills, or other outside agency is required for this Project.

2.0 SCOPE OF SERVICES

2.1 Program Development

- 2.1.1 BGE will meet with the Client, and other project team members as appropriate, for a project kick off meeting to review the project scope and specific site program requirements for the proposed tree program.
- 2.1.2 BGE will prepare one (1) Draft Program Narrative to include the elements listed below.
 - Criteria for Program Eligibility
 - Tree Palette and Specifications
 - Street-Specific Tree Selection Guidance
 - Maintenance Guidelines

Serving. Leading. Solving.™

BGE, Inc. • 551 North Cattlemen Road, Suite 104 • Sarasota, Florida 34232 • 941-208-2008 • www.bgeinc.com

- 2.1.3 BGE will prepare up to two (2) renderings of select neighborhood streets to illustrate the impact of the tree planting on streets with differing rights-of-way.
- 2.1.4 BGE will meet with the Client to review the Draft Program Narrative and renderings, discuss potential revisions and alternates, and confirm a final direction. BGE will complete up to one (1) revision of the Program Narrative and renderings based on Client comments. The final Project Narrative and renderings will be prepared for Client review and approval.
- 2.1.5 We have anticipated one (1) meeting during this phase of work, which we assume will be in a virtual format.

2.2 Miscellaneous Services

Miscellaneous service items may be performed under this task as requested by the Client. Approval by Client will be obtained prior to utilizing this task for services. This task will provide consultation and design services beyond the scope of section 2.1 above, after the narrative has been submitted as final, or otherwise not contemplated in this proposal, such as but not limited to the identification of additional areas to be incorporated into the project. This section will also include any additional meeting attendance or renderings/graphics that are not accounted for above that are provided by BGE at the request of the Client.

2.3 Reimbursable Expenses

Reimbursable costs including out-of-pocket expenses, the cost of which shall be charged at actual costs plus an administrative charge of 10% and shall be itemized and include in the invoice to the City. Typical out-of-pocket expenses shall include, but not be limited to, travel expenses (lodging, meals, etc.), job-related mileage at the prevailing Company rate, postage, advertising fees, courier, printing, reproduction costs.

3.0 GENERAL CONDITIONS AND UNDERSTANDINGS

- 3.1 The following will be provided by the Client:
 - 3.1.1 Any pertinent information to the project including but not limited to copies of the existing surveys, site plans, design guidelines, etc.
 - 3.1.2 All review fees associated with applications and permits for the project, as applicable.
 - 3.1.3 Programming guidance for elements to be included in the project design.
- 3.2 **PURSUANT TO FLORIDA STATUTES CHAPTER 558.0035, AN INDIVIDUAL EMPLOYEE OR AGENT MAY NOT BE HELD INDIVIDUALLY LIABLE FOR NEGLIGENCE.**

4.0 EXCLUSIONS

- 4.1 Additional services, although not requested at this time, may be needed later as the project progresses. For clarification, the following items are not included within our Scope of Services:
- Any service not specifically included in the above scope of work.
 - Preparation of renderings / graphics.
 - Pasco County permitting.
 - Tagging plants at the Landscape Nursery (representative photo review included).
 - Specialized services normally performed by an Arborist or Forester.
 - Public Meeting attendance.
 - Redesign due to plan changes imposed by the Client following substantial completion of plans or which may be required.
- 4.2 Additional Services or work outside of the previously detailed Scope of Work will not be performed without written authorization and will be performed at our standard hourly rate as identified in the BGE, Inc. 2024 Standard Fee Schedule, or as updated.

5.0 FEES

	ITEM	FEE BASIS	FEE AMOUNT
2.1	Program Development	Lump Sum	\$ 13,800
2.2	Miscellaneous Services	Hourly	TBD
2.3	Reimbursable Expenses	As Incurred	\$ 500 (max.)

TERMS OF THE PROJECT

This proposal is valid for 60 days from the date of this letter. The performance of the work associated with this project will be in accordance with Terms and Conditions in Professional Services Contract executed on February 13, 2023.

This Task Order will expire 270 business days from the date of the Client's acceptance of this Task Order. All work completed under the Scope of Work at the time of expiration shall be billed in full. Any Scope of Work not completed by the time of the expiration of this Task Order will not be invoiced to the Client. The expiration of this Task Order may be extended with a written amendment to this Task Order.

If this outlined proposal meets your acceptance, please approve by signing below and returning a copy for our files. We appreciate the opportunity to provide these services and look forward to working with you on this project.

BGE, Inc.



Jeff Westmoreland, PLA
 Director | Planning + Landscape Architecture

January 25, 2024

Date



Nicole Young, PLA
 Senior Landscape Architect

January 25, 2024

Date

ACCEPTED:

City of Zephyrhills (Client)

Signature

Printed Name

Title

Date

BUSINESS ITEMS 1.4

New Logo Signage for 5th Avenue and Hwy 301

Issue:

The CRA approve the design and cost associated with an entrance sign to be located at 5th Avenue and Hwy 301, as designed by our Brand Consultant, North Star Place Branding and Marketing.

Background:

The City's Purchasing Agent, Karen Miller, received a total of 5 bids: Creative Design, Don Bell, Gable, TBD Signs, and Oai Visual Branding with Oai Visual Branding providing the low bid of \$32,876. The sign, images provided in your back-up, will be 14' 6" in height, with blue LED uplighting mounted at the base of the logo, Zephyrhills letters will be routed into the monument and pushed through to backlight the letters in the City's brand colors. The company has provided images using 2 different looks for the base of the sign, a stone which is Florida Field Stone or Red Brick, provided in your back up.

Attachment(s):

1. OAI Visual Branding
2. 5th Ave logoSign Options

Fiscal Impact:

Funding for signage is included in the CRA FY 2023/2024 approved budget.

Staff Recommendation:

Staff request approval of one sign design and contract with Oai Visual Branding in the amount of \$32,876, for the entrance sign at 5th Avenue and Hwy 301.



VISUAL BRANDING

4545 W. Hillsborough Ave. Tampa, FL 33614
Ph: 813.888.8796 www.oaicorp.com

Client: City of Zephyrhills
Address 1: 5335 8th Street
City: Zephyrhills
Phone: 813-780-0000

Contact: Karen Miller
Address 2:
State/Zip: FL 33542
Fax:

QUOTE

Quote # 109040
Quote Date: 02/05/2024
Quote Valid Until: 03/21/2024
Sales Rep: Jim Durrell
CSR:

Project	Shipping Method	Payment Terms
City Entrance Sign	*Best Way	Prepay

Item	Description	QTY	H x W	Prod / Med / Sub	Sides / Bleed	Unit	Total
A	Install of one Monument sign on city property	1		Installation - Crane	SF	\$13,035.00	\$13,035.00
C	14'-6" monument with routed push thru's	1		Custom	SF	\$19,841.00	\$19,841.00

Order Notes:

Estimated Shipping:

Subtotal: \$32,876.00

TAX Exempt Tax: ~~\$2,485.70~~

Total: ~~\$35,341.70~~

32876.00

** Shipping charges are not included, and will be billed at the time of invoice unless listed.

By signing below, I acknowledge that I have read and accept the terms and conditions; that all items above are correct and authorize OAI Visual Branding to begin work. Please note that production time begins at the time of Proof Approval. RUSH orders are subject to additional charges. Normal production time is 5 to 7 business days.

Customer Name

Signature

Date

TERMS AND CONDITIONS

These terms and conditions are complete and exclusive statements of the terms and conditions of the contract between customer and OAI. No additional, different, or inconsistent terms in a purchase order or other document issued by customer are applicable to this transaction unless agreed to in writing by authorized personnel of OAI.

1. **Order Acknowledgment:** After OAI has received a copy of the quote signed by customer or a purchase order from customer, receipt of either of which will be presumed to indicate customer's acceptance of the Quote and these terms and conditions. If the condition of copy submitted to OAI differs from that which had been originally described and consequently quoted, customer agrees that OAI may adjust the quotation accordingly. Customer agrees to be bound by such adjustments.
2. **Changes, Alterations and Cancellation:** Customer may cancel or change any order by giving written notice to OAI, provided that the customer will be obligated to pay cancellation or change charges, depending on when in the order and production process OAI receives the cancellation or change notice. Customer shall also pay costs incurred prior to cancellation, costs resulting from the change and/or alteration, and any additional processing charges. If the notice is received prior to the point of printing, the customer is liable for expenses (such as hardcopy proof charges, special prepress charges and similar items). If the notice is received during or after production and prior to shipping, the customer is liable for the invoice price of the production that has been printed or for which printing could not reasonably be stopped. If the notice is received after shipping, the customer is liable for the full invoice price of the order, including shipping costs. Note that if the customer changes the artwork after the original order has been approved and printed, the customer is liable not only for the invoice price of the original production, but also for the invoice price of the production based on the revised artwork.
3. **Art and Proof Approvals:** Customer is fully responsible for final proof and layout approval prior to the printing process. OAI is not liable for errors in a final product caused by any of the following reasons: misspelling, grammar, punctuation, wrong design approval, or wrong color approval. Additional or extensive revisions will be charged based on OAI's hourly design rates. Please also note that colors vary between monitors and printers - the color you see on your monitor or printer may not be exactly the same as the color that is printed on our press. If precise color-matching is critical to your job, then we highly recommend a press-printed proof. Otherwise, we cannot guarantee colors will be accurate. Customer acknowledges that, due to differences in equipment, materials, inks and other conditions between color proofing and actual production operations, a reasonable variation in color, clarity, brightness, and tone may exist between the proofs provided to customer and the completed, manufactured goods supplied by OAI.
4. **Surveys:** It is strongly recommended that OAI performs a comprehensive survey prior to the production of customer requested product and services. OAI bears no responsibility for improper information relayed by customer or its agents. Customer will be held responsible for all costs of reprint or reproduction due to improper or incomplete survey details. Survey costs range due to complexity and details of the scope of work.
5. **Limitation of Liability:** In no event shall OAI be liable for any lost profits, indirect, special, incidental, consequential or punitive damages, or cost of procurement of substitute products or services, however caused and under any theory of liability, whether in contract, tort (including negligence and strict liability) or otherwise, arising out of the manufacture or supply of any goods or services, even if advised of the possibility of such damages, and notwithstanding any failure of purpose of any limited remedy. The aggregate liability of OAI for claims arising hereunder or otherwise shall not exceed the amounts paid by the customer hereunder. However, this limitation does not limit or exclude any liability to the extent not permitted by applicable law. Any action arising out of the purchase by customer of goods or services from OAI must be commenced within one year after the cause of action has accrued.



CITY ENTRANCE SIGN

CITY OF ZEPHYRHILLS

5335 8th Street | Zephyrhills, FL 33542



ACCOUNT TEAM MEMBERS

Jim Durrell

Account Executive
jdurrell@oaicorp.com
727.458.0515

Michele Doleski

Senior Graphic Designer
mdoleski@oaicorp.com

Alexander Job

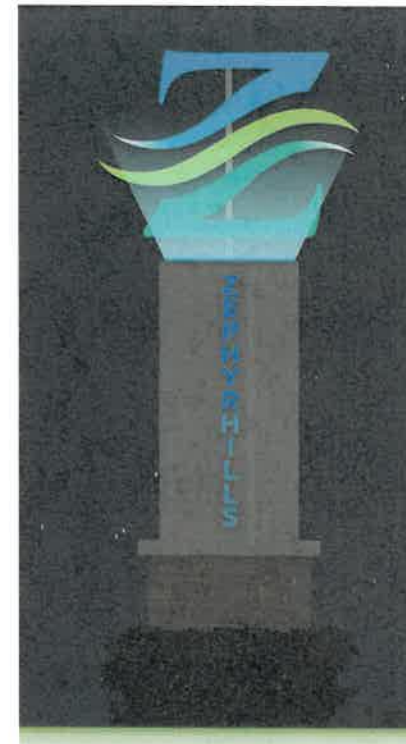
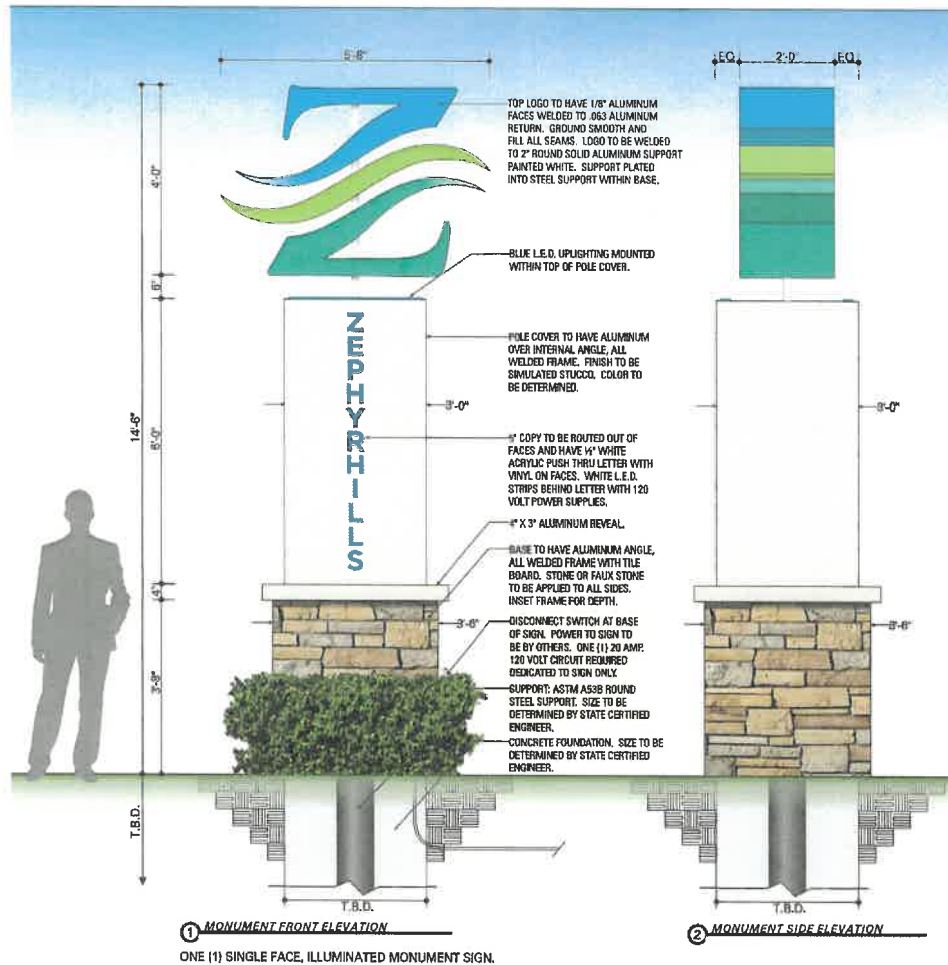
Sales Manager
ajob@oaicorp.com
813.888.8796 ext 248

CITY ENTRANCE SIGN City of Zephyrhills

OWNERSHIP OF DOCUMENT
Conceptual renderings are for visualization purposes only and are the sole property of OAI, Inc.
Unauthorized use, duplication or alteration is prohibited without prior consent from OAI, Inc. and is punishable by law.



Jim Durrell | 727.458.0515 | jdurrell@oaicorp.com



COLOR/MATERIAL SCHEDULE:

WHITE PLASTIC FACES	BLUE PMS 299 C	GREEN PMS 2300 C	GREEN PMS 2400 C
TRANSLUCENT VINYL PMS 294 C	TRANSLUCENT VINYL PMS 2383 C	SIMULATED STUCCO COLOR T.B.D. TO BE DETERMINED	STONE FAUX OR REAL

CLIENT:
CITY OF ZEPHYRHILLS

ZEPHYRHILLS, FL

DATE:
FEBRUARY 15, 2024

DRAWING NUMBER
CITY OF ZEPHYRHILLS

REVISIONS:



CITY ENTRANCE SIGN City of Zephyrhills

OWNERSHIP OF DOCUMENT

Conceptual renderings are for visualization purposes only and are the sole property of OAI, Inc.
Unauthorized use, duplication or alteration is prohibited without prior consent from OAI, Inc. and is punishable by law.

oai
VISUAL BRANDING

Jim Durrell | 727.458.0515 | jdurrell@oalcorp.com



INTERNALLY
ILLUMINATED
LOGO

CLIENT:
CITY OF ZEPHYRHILLS

ZEPHYRHILLS, FL

DATE:
FEBRUARY 15, 2024

DRAWING NUMBER
CITY OF ZEPHYRHILLS

REVISIONS:

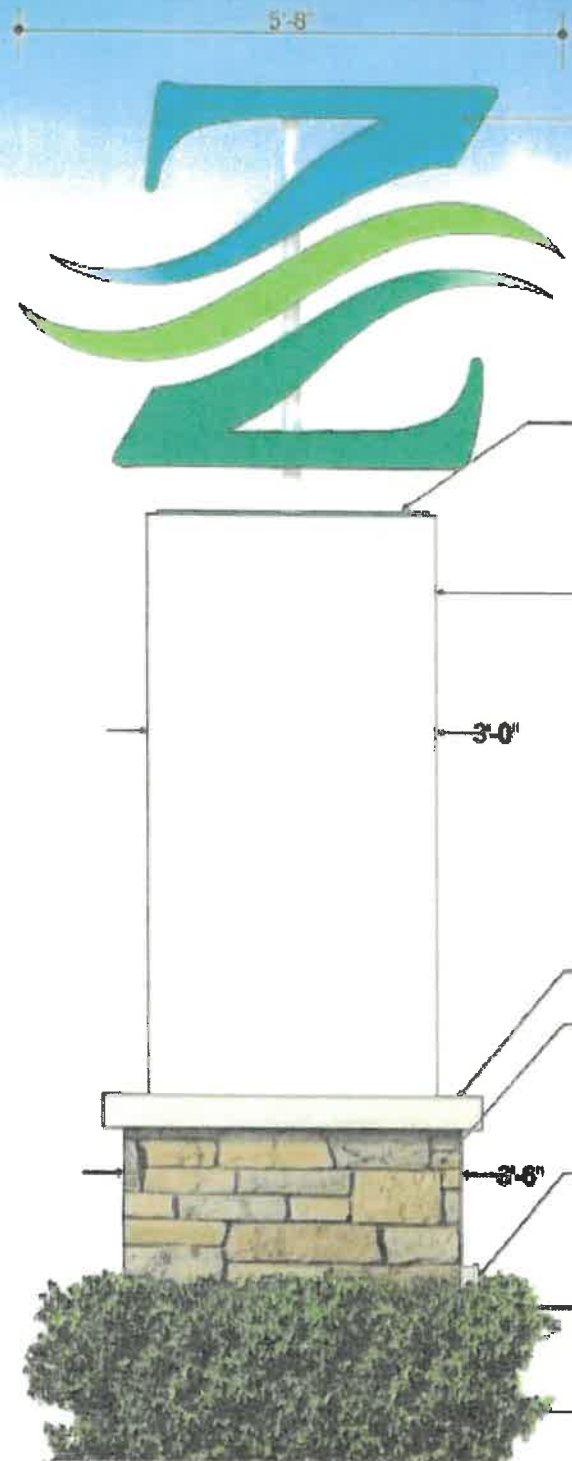
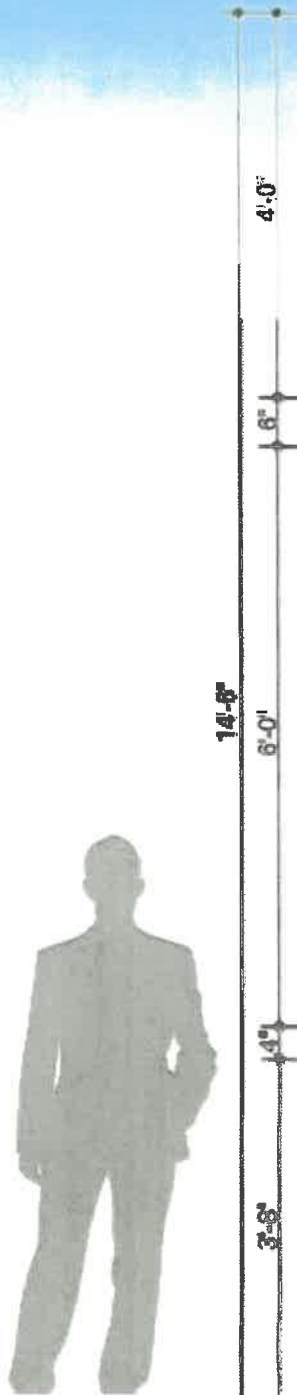


CITY ENTRANCE SIGN City of Zephyrhills

OWNERSHIP OF DOCUMENT
Conceptual renderings are for visualization purposes only and are the sole property of OAI, Inc.
Unauthorized use, duplication or alteration is prohibited without prior consent from OAI, Inc. and is punishable by law.



Jim Durrell | 727.458.0515 | jdurrell@oalcorp.com



TOP LOGO TO HAVE 1/8" ALUMINUM FACES WELDED TO .063 ALUMINUM RETURN. GROUND SMOOTH AND FILL ALL SEAMS. LOGO TO BE WELDED TO 2" ROUND SOLID ALUMINUM SUPPORT PAINTED WHITE. SUPPORT PLATED INTO STEEL SUPPORT WITHIN BASE.

BLUE L.E.D. UPLIGHTING MOUNTED WITHIN TOP OF POLE COVER.

POLE COVER TO HAVE ALUMINUM OVER INTERNAL ANGLE, ALL WELDED FRAME. FINISH TO BE SIMULATED STUCCO. COLOR TO BE DETERMINED.

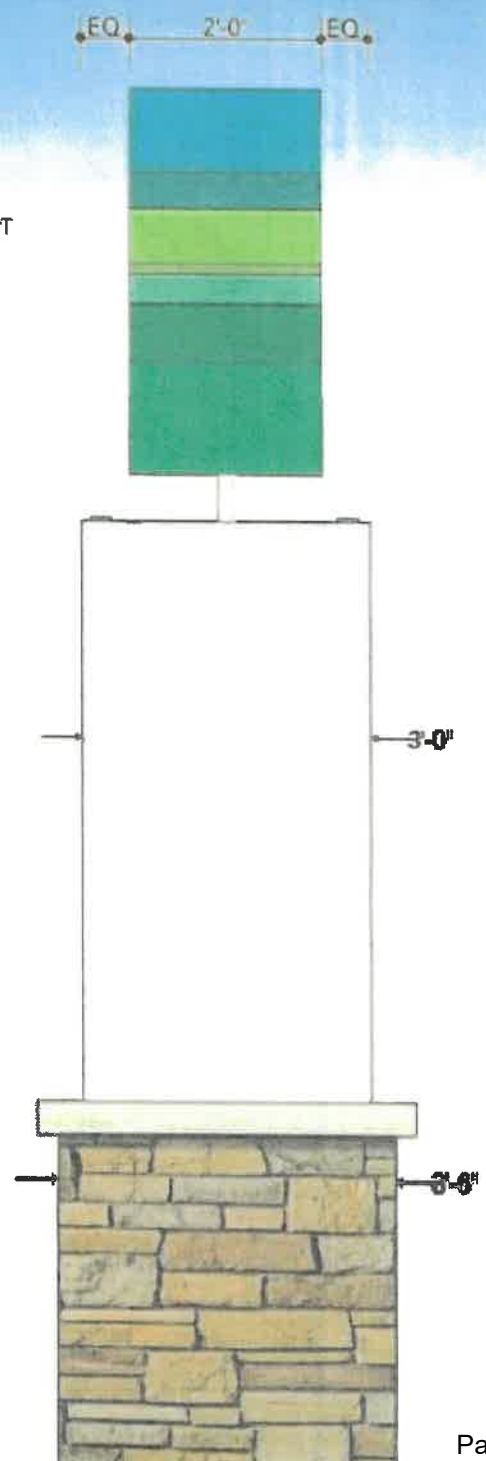
4" X 3" ALUMINUM REVEAL.

BASE TO HAVE ALUMINUM ANGLE, ALL WELDED FRAME WITH TILE BOARD. STONE OR FAUX STONE TO BE APPLIED TO ALL SIDES. INSET FRAME FOR DEPTH.

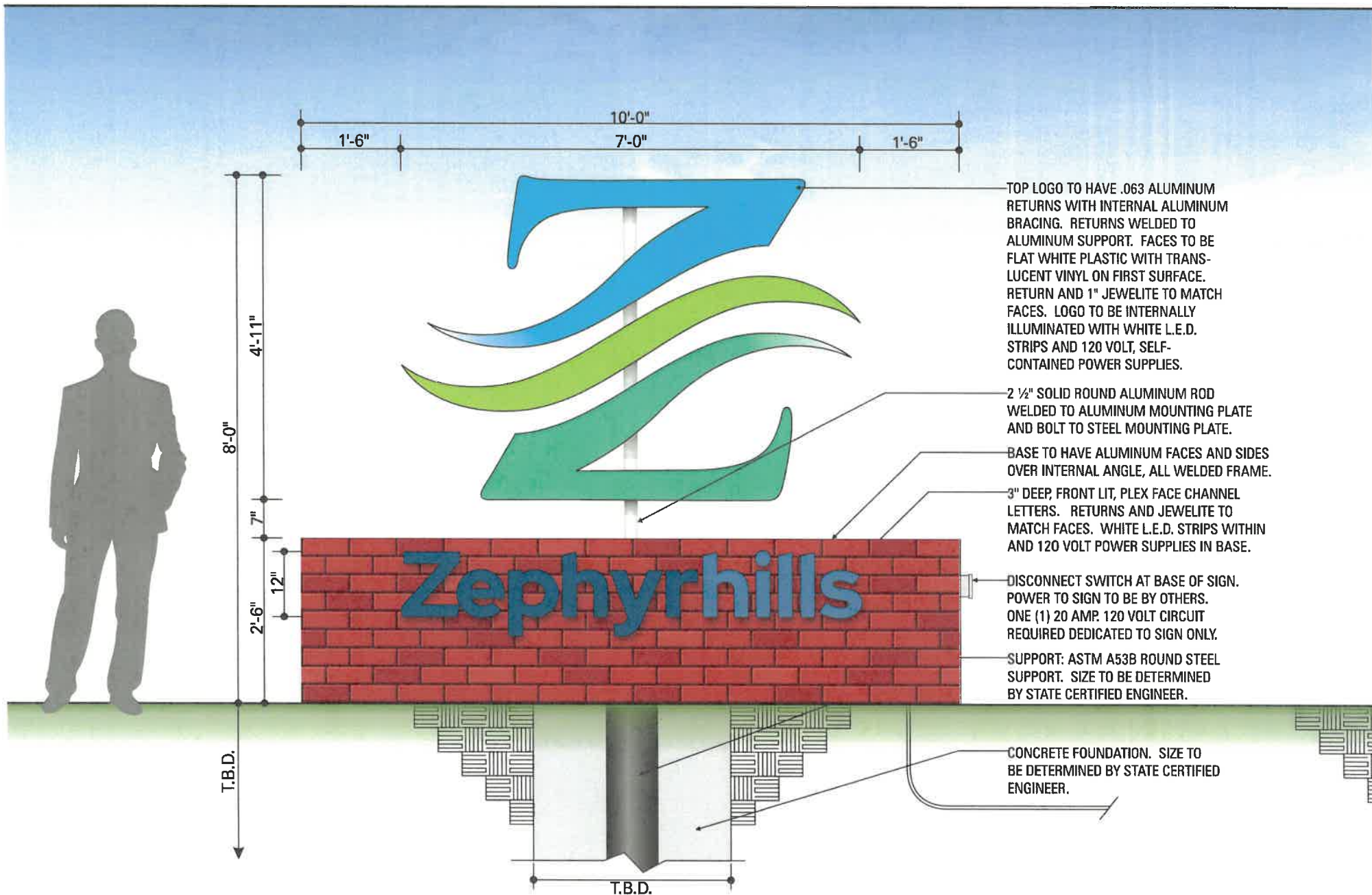
DISCONNECT SWITCH AT BASE OF SIGN. POWER TO SIGN TO BE BY OTHERS. ONE (1) 20 AMP 120 VOLT CIRCUIT REQUIRED DEDICATED TO SIGN ONLY.

SUPPORT: ASTM A638 ROUND STEEL SUPPORT. SIZE TO BE DETERMINED BY STATE CERTIFIED ENGINEER.

CONCRETE FOUNDATION. SIZE TO BE DETERMINED BY STATE CERTIFIED ENGINEER.







1 MONUMENT FRONT ELEVATION
SCALE: 1/2"=1'-0"

ONE (1) DOUBLE FACE, INTERNALLY ILLUMINATED MONUMENT SIGN.

COLOR SCHEDULE:





OAICORP.COM | 813.888.8796 | SALES@OAICORP.COM



BUSINESS ITEMS 1.5

Zephyr Park Community Meeting

Issue:

The CRA partnered with the Parks and Recreation Advisory Board and held a Community Meeting to discuss the redevelopment of Zephyr Park.

Background:

The community meeting was a follow-up to the April 2023 meeting where residents had an opportunity to give in-put on what they want to see in the Park. Consultant, James Panonkin, with Kimley-Horn provided the update, took questions and listened to the Parks Board and residents on additional items they would like to see in the updated Park. The Parks and Recreation Board recommended the project move forward with construction documents.

Attachment(s):

1. 20240212 - Parks Advisory Board Update Final (2)

Fiscal Impact:

Staff Recommendation:

No action is needed at this time by the CRA Board of Commissioners.



Zephyr Park

Parks and Recreation Advisory Board Update

2/15/24

An aerial photograph of Zephyr Park. A large, calm pond is the central feature, reflecting the sky and surrounding greenery. To the left of the pond, there are several small, light-colored buildings, possibly a camp or administrative offices. The park is densely wooded with tall trees. In the foreground, a paved path leads towards the pond, and a tall flagpole with an American flag stands on the right. The overall scene is peaceful and scenic.

Zephyr Park

Conceptual Master Plan

Comments and Feedback from 4/27/23

Specific Comments

- Maintain existing Veteran's Memorials
- Maintain existing WPA footbridge
- Maintain existing tennis courts

General Comments

- Need more teenage activities
- Concern over long term maintenance and upkeep
- Opportunities for public art



Updated Master Plan

2/15/24

ICONIC FOCAL BRIDGE INSPIRATION IMAGES

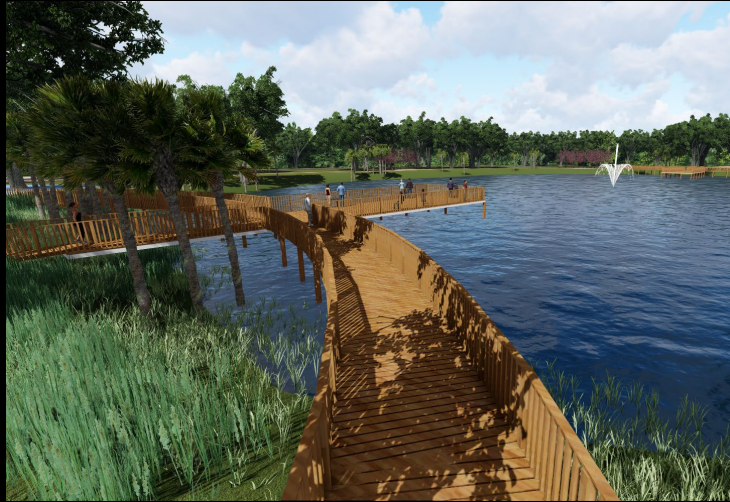


GARDEN AREA







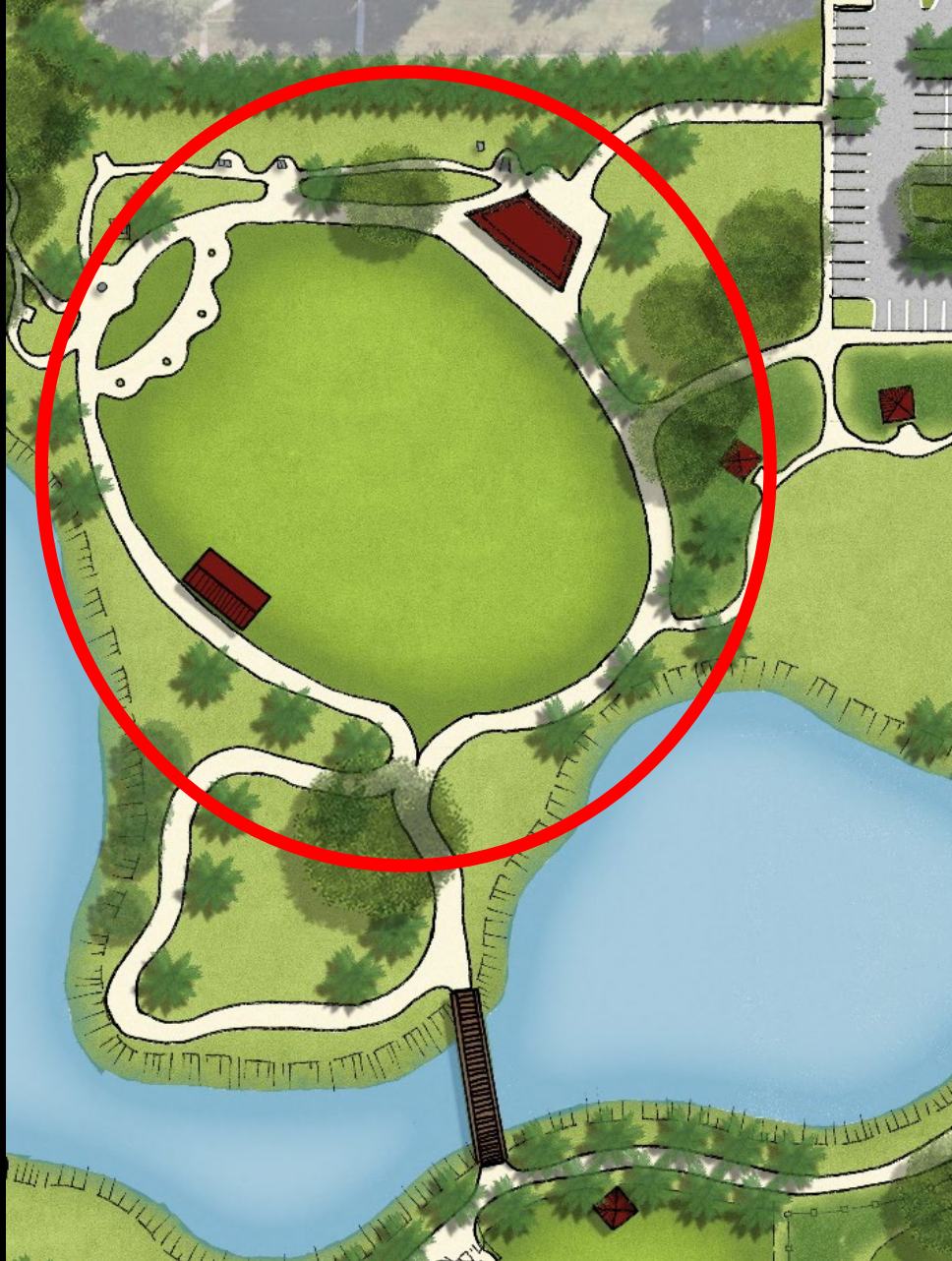


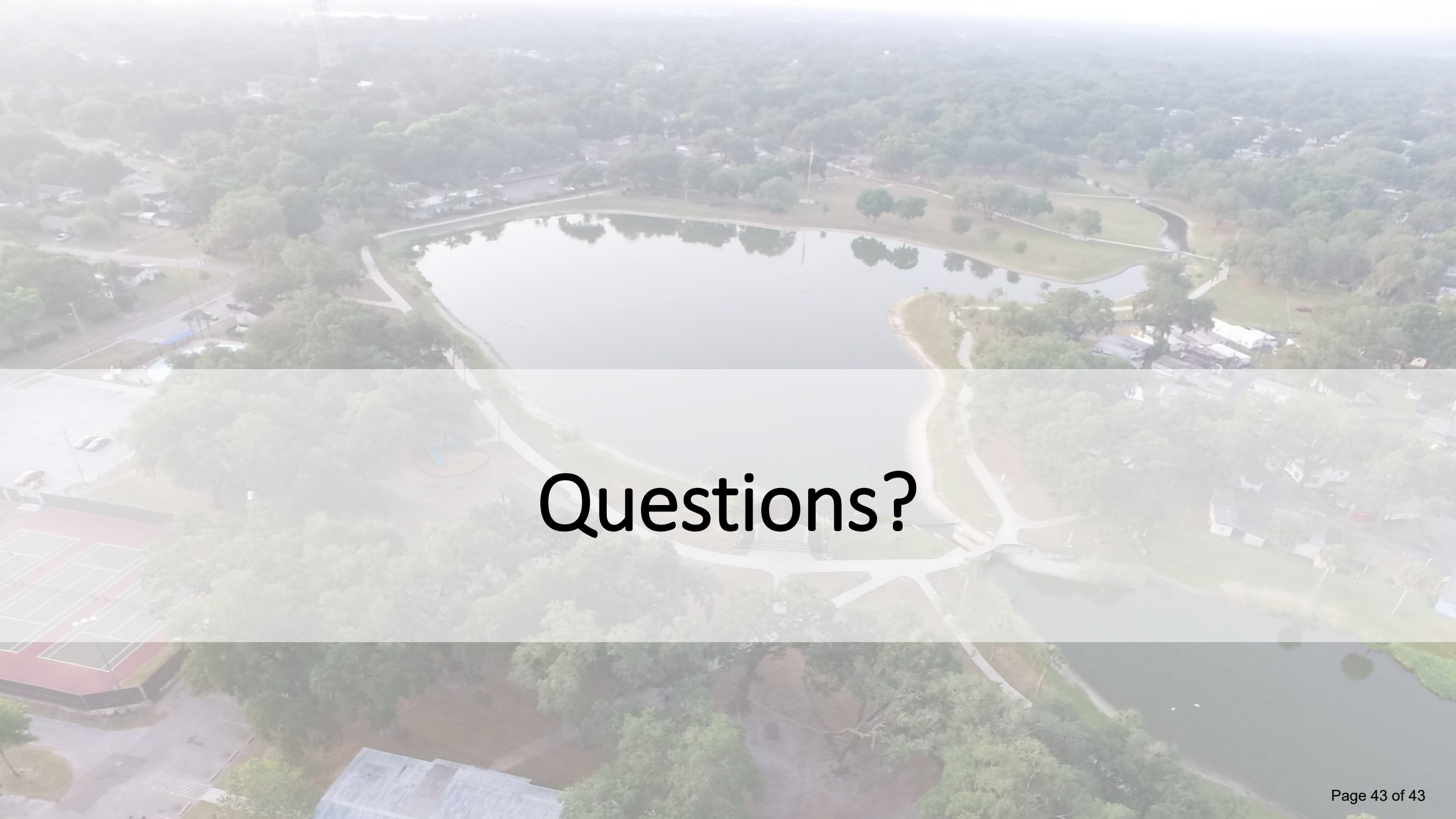
FITNESS ZONE





EVENT LAWN / BANDSHELL



An aerial photograph of a park. In the center is a large, irregularly shaped pond. To the left of the pond is a red tennis court and a playground area. To the right is a grassy field with some trees. The background is filled with dense green trees and some residential buildings. A semi-transparent white banner is overlaid across the middle of the image, containing the word "Questions?".

Questions?