

..Title

US HWY 17-92 CRA – Consider approval of funding requested by Seminole Cultural Arts Council, to wrap US 17-92 traffic signal boxes with local artwork, along the US 17-92 Redevelopment Area at a cost not to exceed \$60,000. Corridor Wide (Sonia Nordelo)

..Department

County Manager's Office

..Division

Economic Development Division

..Authorized By

Nicole Guillet

..Contact/Phone number

Sonia Nordelo - 407-665-7133

..Motion/Recommendation

1. Recommend approval of the funding requested by Seminole Cultural Arts Council, to wrap US 17-92 traffic signal boxes with local artwork, along the US 17-92 Redevelopment Area; or
2. Deny approval of the funding requested by Seminole Cultural Arts Council, to wrap US 17-92 traffic signal boxes with local artwork, along the US 17-92 Redevelopment Area; or
3. Continue to a time and date certain.

... Background

Seminole Cultural Arts (SCA) is proposing crime prevention through environmental design (CPTED) project along the US 17-92 Redevelopment Area whereby traffic signal boxes will be wrapped with art created by local artists and students. The art will reflect Seminole County's parks, attractions, areas of significance, highlight historic preservation, cultural diversity, transportation, agricultural heritage, unique environment and credit the CRA as the funding source.

Crime prevention through environmental design (CPTED) is a multi-disciplinary approach to deterring criminal behavior through environmental design. CPTED strategies rely upon the ability to influence offender decisions that precede criminal acts. Specifically altering the physical design of the communities in which humans reside and congregate in order to deter criminal activity is the main goal of CPTED.

SCA is requesting the CRA provide 100% of the funding required for the 30 boxes located along the entire US 17-92 CRA corridor and 6 boxes located outside the CRA within the Casselberry CRA. The funding request is for a 3-year period as follows.

FY 2013-14 - \$28,000 – Call to artists, creation of a selection committee, project design, installation of 18 boxes and maintenance.

FY 2014-15 - \$25,000 – Art and installation of 18 boxes with required maintenance.

FY 2015-16 - \$7,000 – Maintenance for 5 years.

This project will combat blight, promote economic growth, and support the CRA's redevelopment efforts in the area.

The proposed application furthers implementation of the following Goal, Objectives, and Policies of the US-17-92 Corridor Redevelopment Master Plan:

- **Goal:** Promote and provide a cohesive, economically sustainable, and functional built environment throughout the entire US 17-92 corridor.
 - **Objective 2:** Eliminate existing blight and prevent the continued degradation of physical and social environment within the CRA jurisdictional boundary and surrounding community.
 - **Policy 2.1:** Encourage privately-initiated rehabilitation of substandard and unsightly structures, signs, landscape and parking areas through available funding programs. Provide matching grants contingent upon design compliance with Corridor Redevelopment Master Plan redevelopment framework standards and perpetual maintenance agreement.

...TAC Recommendation

The Technical Advisory Committee recommended approval of the funding request by Seminole Cultural Arts Council, to wrap US 17-92 traffic signal boxes with local artwork, along the US 17-92 Redevelopment Area and Casselberry CRA at a cost not to exceed \$60,000.

...Staff Recommendation

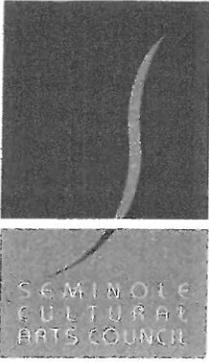
Staff does not recommend approval of the funding requested by Seminole Cultural Arts Council, to wrap US 17-92 traffic signal boxes with local artwork, along the US 17-92 Redevelopment Area and Casselberry CRA at a cost not to exceed \$60,000.

.. Attachments

- Grant Application

GRANT APPLICATION

February 14, 2014



www.seminoleculturalarts.org

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Accountant

Abby Shoemaker

230 E First St, Sanford FL 32771
P O Box 28, Sanford FL 32772-0028

407-302-1099

Ms. Sonia Nordelo
U.S. 17-92 CRA Manager
Economic Development Office
1101 East First Street
Sanford, Florida 32771

Dear Ms. Nordelo:

The Seminole Cultural Arts Council (SCAC) is proposing a beautification program along the U.S. Hwy. 17-92 CRA Corridor whereby traffic signal boxes in that area will be wrapped with art by Seminole County artists and students.

The art will reflect Seminole County's parks, attractions or areas of significance, and highlight our historic preservation, cultural diversity, transportation, agricultural heritage and unique environment.

Phase I: a Call to Artists, creation of a selection committee, project design, and installation of 18 of the total 36 signal boxes as shown on the 17-92 CRA map.

Phase II: art for the last 18 signal boxes and the beginning of a maintenance schedule.

Phase III: an additional 5 years of maintenance.

We are requesting funds from the CRA over a 3-year period as indicated below:

Phase I (FY 2013-14) - \$28,000

Phase II (FY 2014-15) - \$25,000

Phase III (2015-16) - \$7,000

Please refer to the examples we previously emailed to you of the signal box art produced in the City of Orlando and along the International Drive corridor. If you have any questions, please contact us. Thank you for your consideration.

Donna Bundy

Executive Director

Formed in 1994, the Seminole Cultural Arts Council (SCAC) is a registered public 501 (c) 3 nonprofit organization and a member of the Florida Association of Local Arts Agencies. The SCAC supports the cultural and artistic needs of Seminole County and is an advocate for the preservation of local cultural and historic heritage including performing, literary, and visual arts and sciences, and serves to sustain, develop and advance the cultural life of Seminole County.

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SCAC inspires the cultural livability of the community through the arts.

Nordelo, Sonia

From: Wetzel, Charles
Sent: Tuesday, February 18, 2014 10:21 AM
To: Nordelo, Sonia; Snead, Lisa
Subject: RE: Additional information please

Sonia,

We are fine with trying is out. We will work with Lisa on the specifications to make sure any concerns we may have are addressed.

Thank you and please contact me with any questions.

Charlie

Charles R. Wetzel, P.E., PTOE

County Traffic Engineer
Seminole County Public Works / Traffic Engineering
140 Bush Loop
Sanford, FL 32773
Office (407) 665-5686
Fax (407) 665-5623
cwetzel@seminolecountyfl.gov



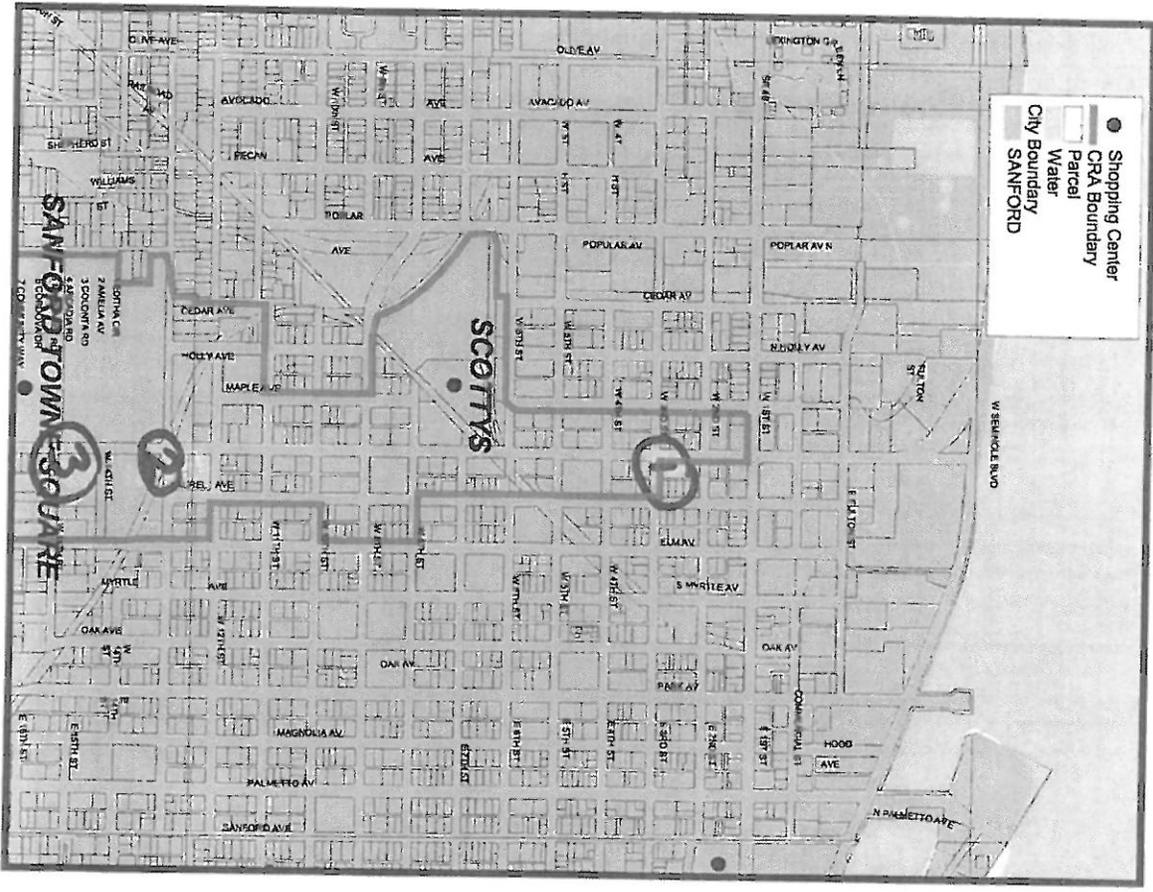
From: Nordelo, Sonia
Sent: Monday, February 17, 2014 10:39 AM
To: Snead, Lisa
Cc: Wetzel, Charles
Subject: Additional information please
Importance: High

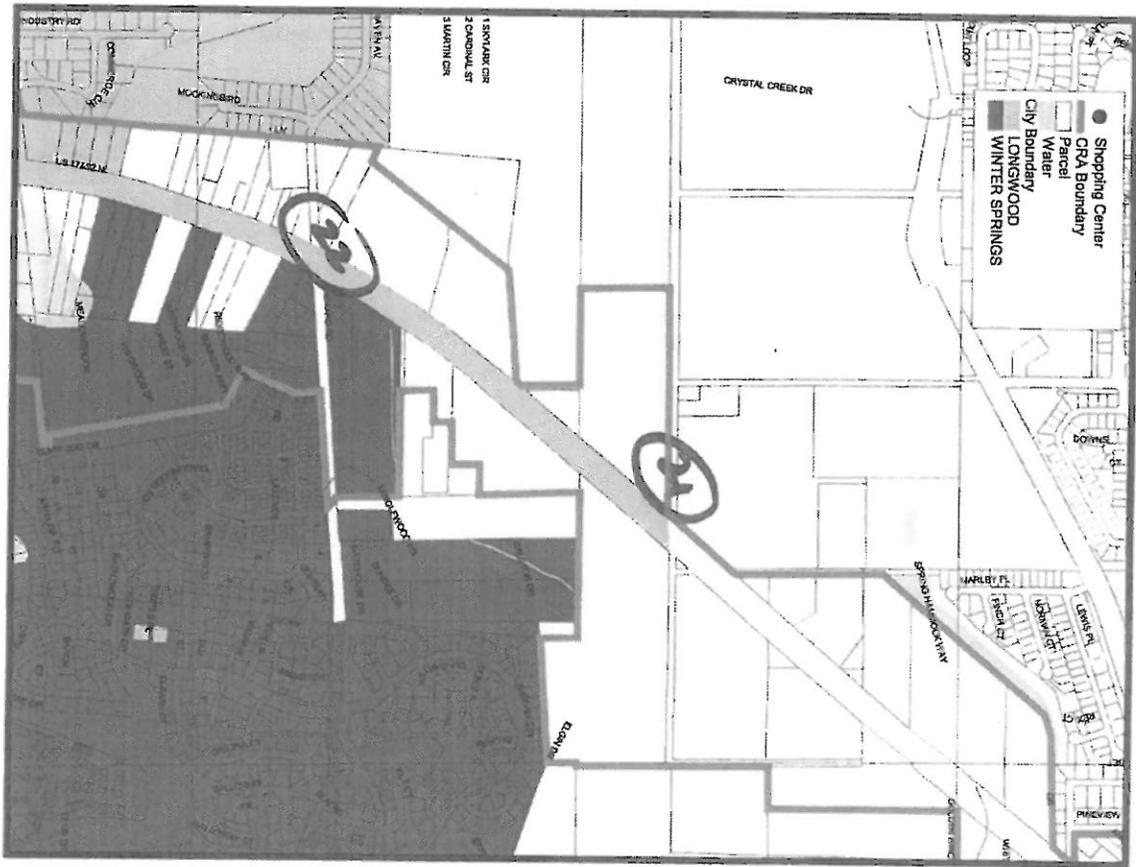
Lisa,

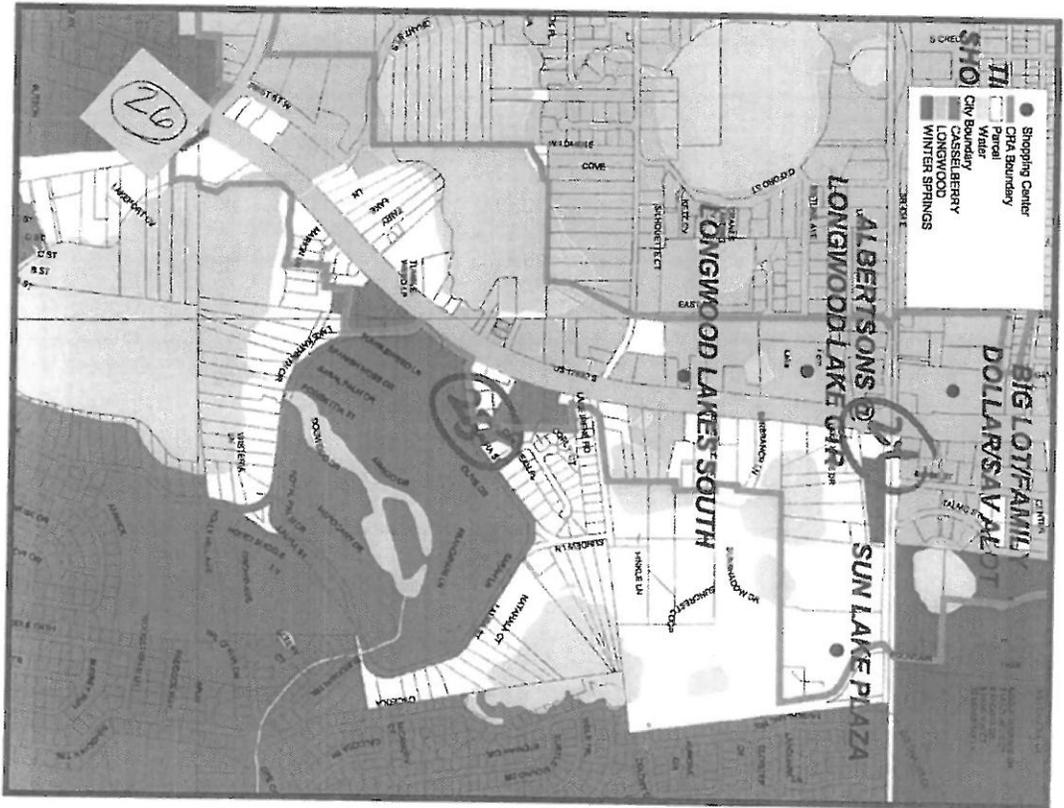
I got the letter request for the funds to do the art on traffic boxes.

I need a little more information to be able to advance the request. Please provide the following.

1. I need some evidence that the traffic engineering folks are okay with this –...I understand you were going to speak to Charlie. Maybe an email from him?
2. I need examples/photos of boxes that have done in the past. I have some examples of ones you would like to address. But the application says I got examples via email....I don't see that email in my archives.
3. I would like the option of using the art to feature local businesses of and we need to ensure all art includes credits for the CRA funding. I just want to make sure everyone is aware and okay with that.
4. How do we plan to conduct the review/selection of the approved art? The letter does not really specify.

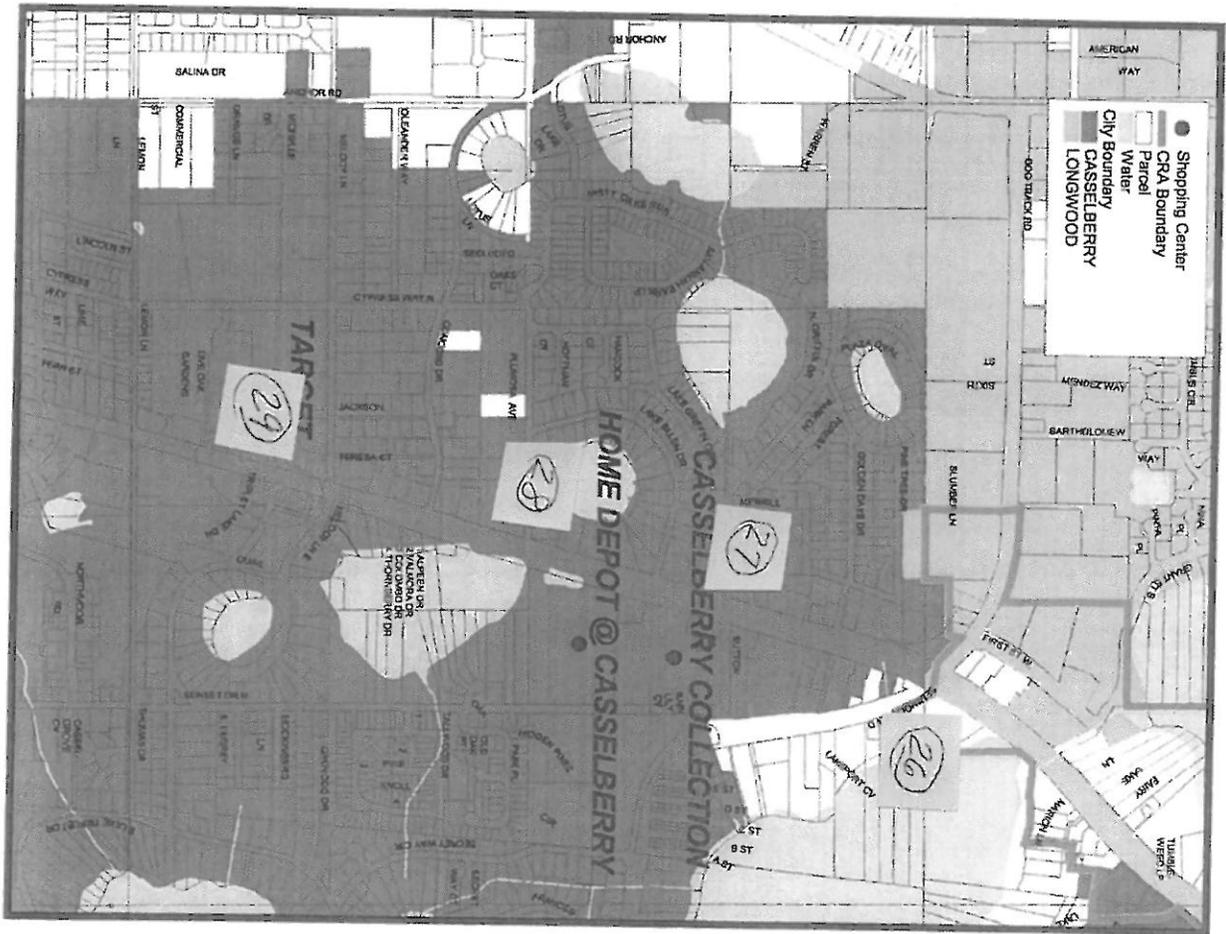




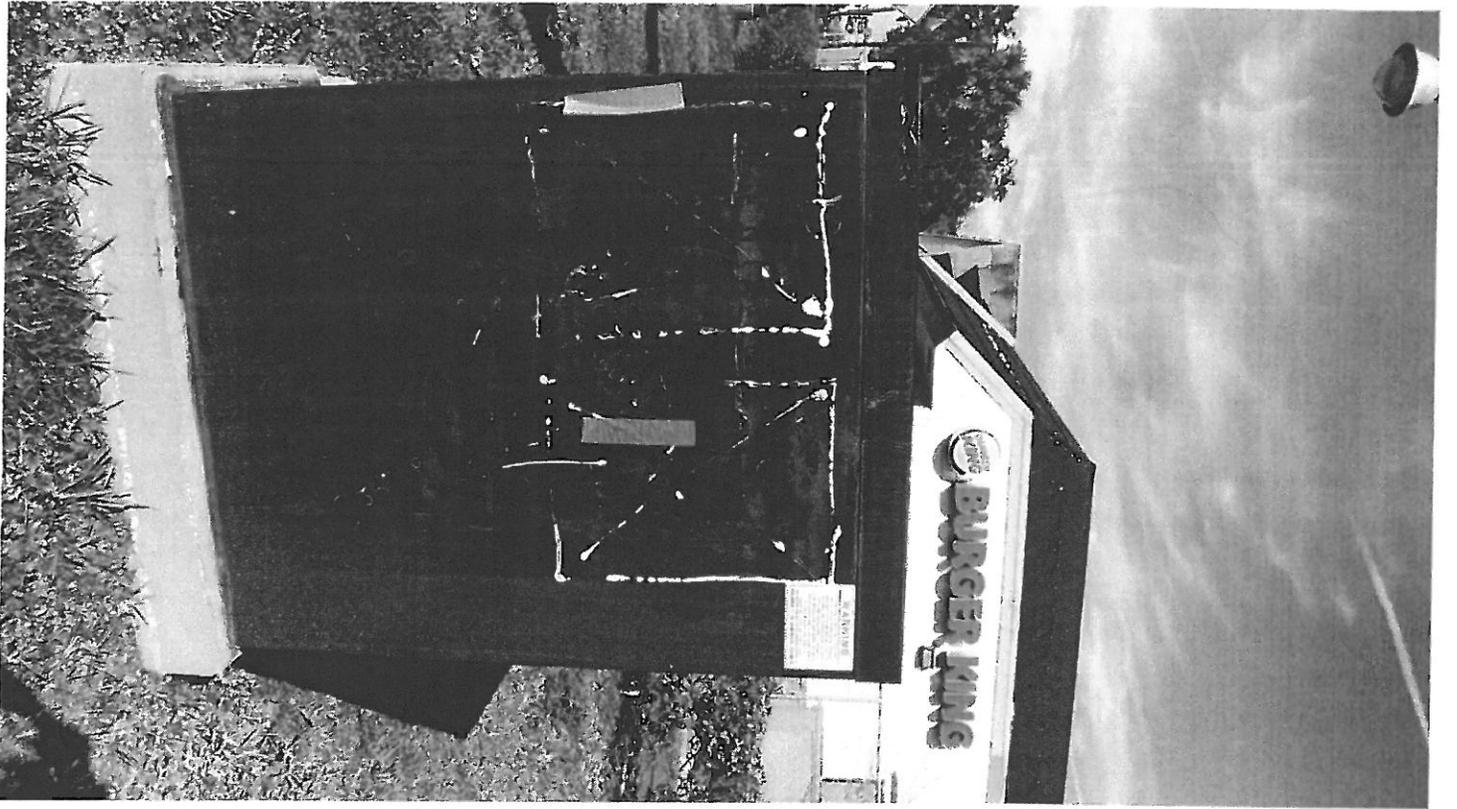


- Shopping Center
- CRA Boundary
- Parcel
- City Boundary
- CASSELL ABERY
- LONGWOOD
- WINTER SPRINGS

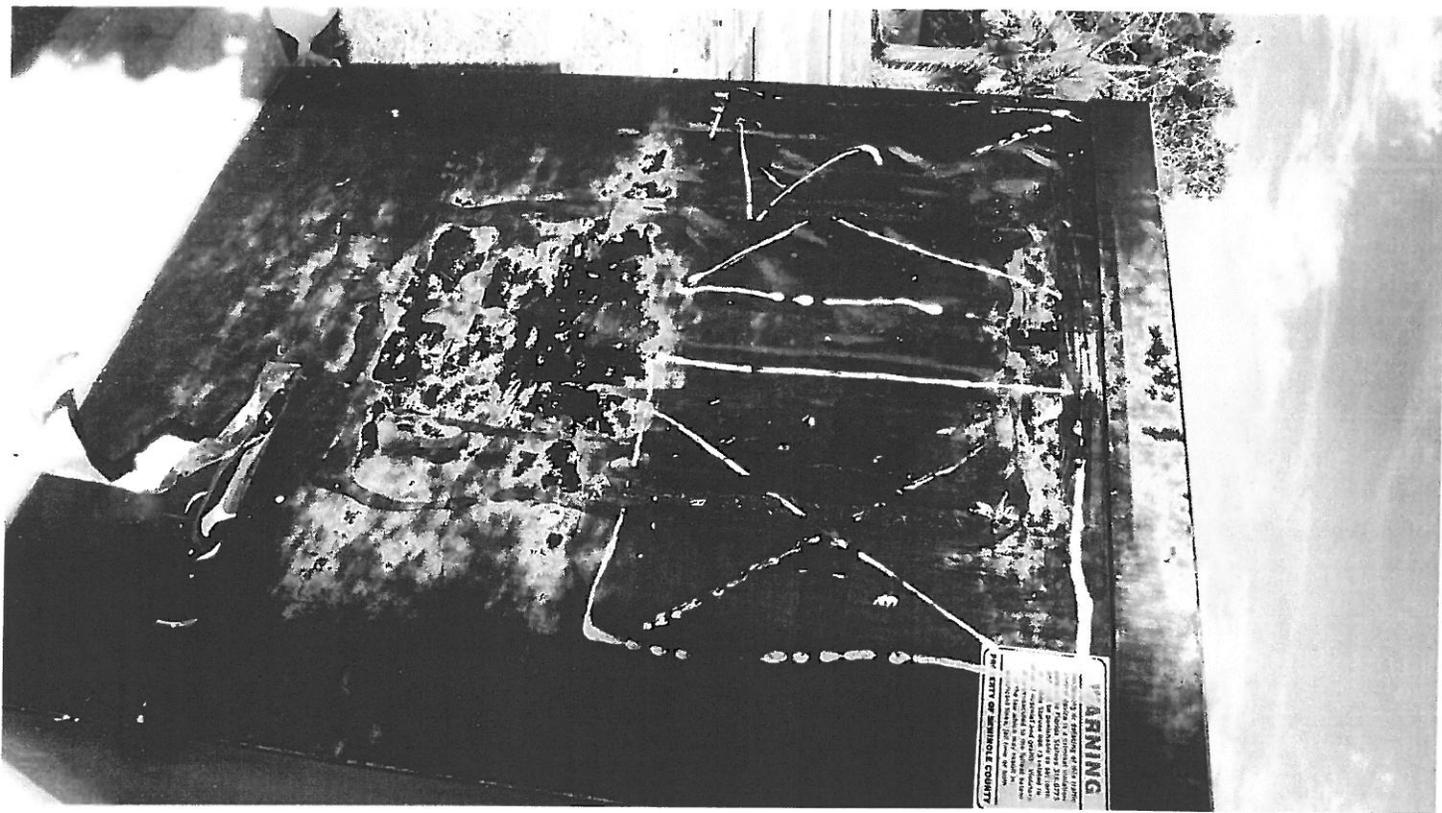
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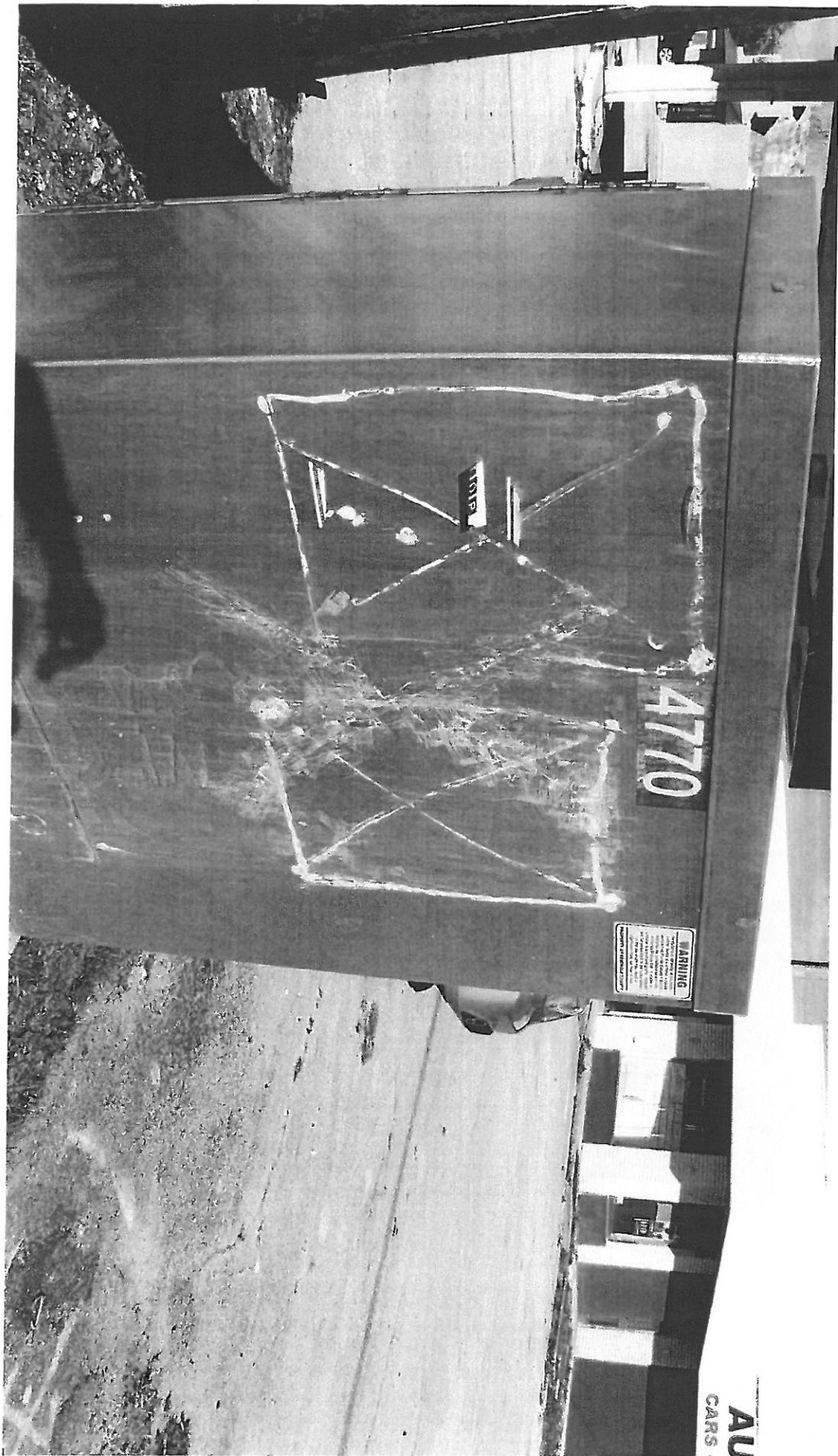
PHOTOS







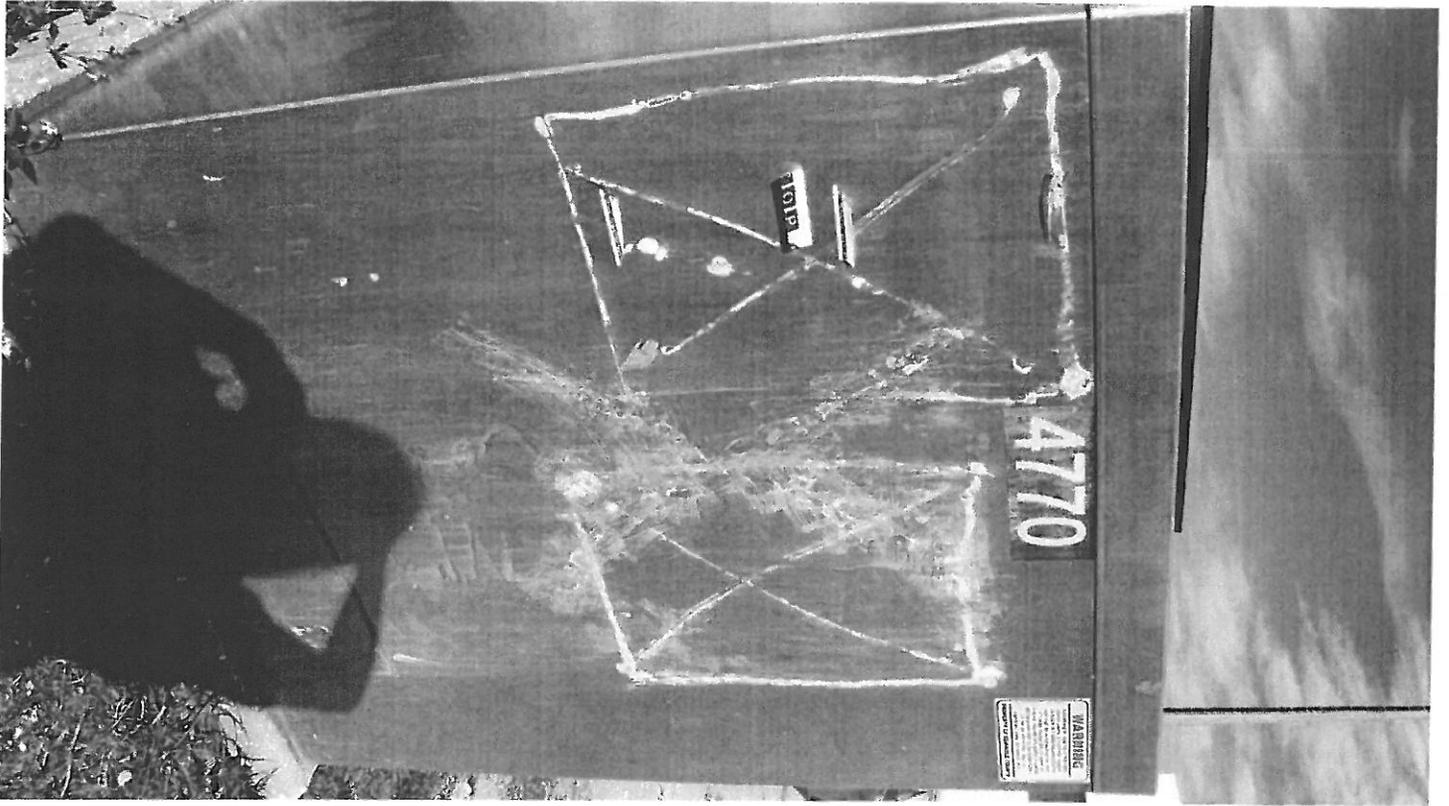
ARRIVING
A Public Safety Unit of the
City of Birmingham, Alabama
arrived at the scene of the
explosion on Monday, August 1, 1965.
The explosion occurred at the
site of the Birmingham-Fulton
High School on Monday, August 1, 1965.
The explosion occurred at the
site of the Birmingham-Fulton
High School on Monday, August 1, 1965.
The explosion occurred at the
site of the Birmingham-Fulton
High School on Monday, August 1, 1965.



4770

WARNING
This door is heavy and should be opened with care. Do not touch the door when it is closed. Do not touch the door when it is open. Do not touch the door when it is moving. Do not touch the door when it is being closed. Do not touch the door when it is being opened. Do not touch the door when it is being locked. Do not touch the door when it is being unlocked. Do not touch the door when it is being latched. Do not touch the door when it is being unlatched. Do not touch the door when it is being secured. Do not touch the door when it is being unsecured. Do not touch the door when it is being locked. Do not touch the door when it is being unlocked. Do not touch the door when it is being latched. Do not touch the door when it is being unlatched. Do not touch the door when it is being secured. Do not touch the door when it is being unsecured.

AU
CARS

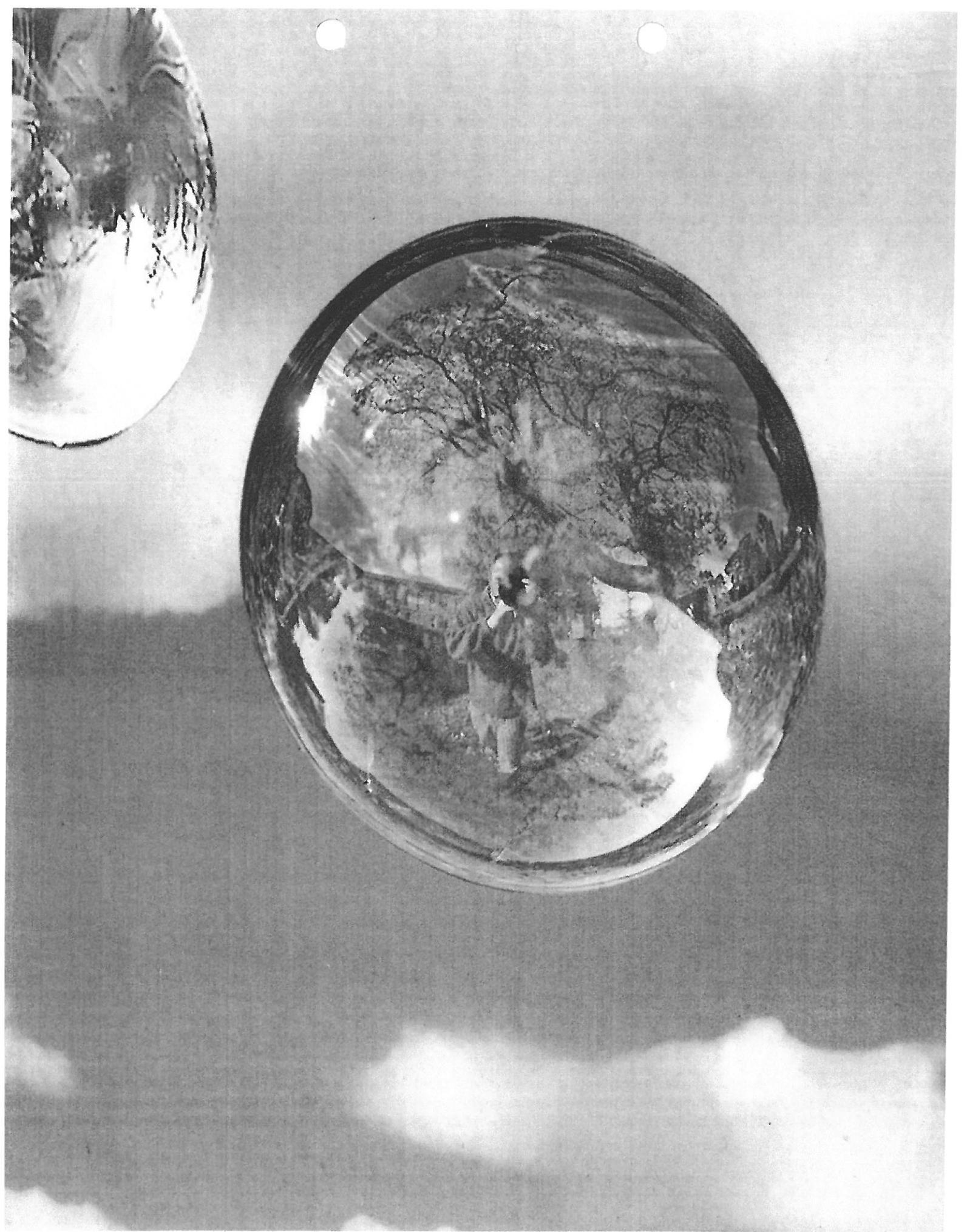


DRAWINGS





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The International Drive Master Transit Improvement District









THE BIG

147

START CROSSING
Watch For
Vehicles
DON'T START
Finish Crossing
If Started
DON'T CROSS
TO CROSS
PUSH BUTTON