



AGENDA

COMMUNITY REDEVELOPMENT AGENCY

JUNE 26, 2023

AT 5:00 PM

COMMISSION CHAMBERS

121 SW FLAGLER AVE.

STUART, FLORIDA 34994

COMMUNITY REDEVELOPMENT AGENCY

Chair - Troy McDonald

Vice Chair - Becky Bruner

Board Member - Eula R. Clarke

Board Member - Christopher Collins

Board Member - Campbell Rich

Board Member - Tom Campenni

Board Member - Micah Hartowski

ADMINISTRATIVE

Interim City Manager, Michael J. Mortell

Interim City Attorney, Paul J. Nicoletti

CRA Executive Director, Pinal Gandhi-Savdas

City Clerk, Mary R. Kindel

Agenda items are available on our website at <http://www.cityofstuart.us>
Phone: (772) 288-5306. Fax: (772) 288-5305. E-mail: mkindel@ci.stuart.fl.us

In compliance with the Americans with Disabilities Act (ADA), anyone who needs a special accommodation to attend this meeting should contact the City's ADA coordinator at 772-288-5306 at least 48 hours in advance of the meeting, excluding Saturday and Sunday.

If a person decides to appeal any decision made by the Board with respect to any matter considered at this meeting, he will need a record of the proceeding, and that for such purpose he may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

(RC) next to an item denotes there is a City Code requirement for a Roll Call vote.

(QJ) next to an item denotes that it is a quasi-judicial matter or public hearing.

CALL TO ORDER

ROLL CALL

PLEDGE OF ALLEGIANCE

APPROVAL OF AGENDA

APPROVAL OF MINUTES

1. APPROVAL OF 05/22/2023 AND 06/12/2023 CRA MINUTES

COMMENTS FROM THE PUBLIC (Non-Agenda Related) (3 Minutes Max.)

COMMENTS BY BOARD MEMBERS (Non-Agenda Items)

ACTION ITEMS

2. PRESENTATION ON THE DOWNTOWN TRAM SERVICE
3. DOWNTOWN TRAM WRAP PROGRAM (RC):

RESOLUTION No. 07-2023 CRA; A RESOLUTION OF THE BOARD OF COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF STUART, FLORIDA, AUTHORIZING THE BOARD TO APPROVE IMPLEMENTATION OF THE DOWNTOWN TRAM WRAP PROGRAM TO INCREASE VISIBILITY, ATTRACT RIDERS, AND PROMOTE MICRO-TRANSIT SERVICE; PROVIDING FOR CONFLICTS; SEVERABILITY; PROVIDING FOR AN EFFECTIVE DATE, AND FOR OTHER PURPOSES.

4. CRA BUDGET AMENDMENT #03-2023 FOR FY 2023 (RC):

RESOLUTION No. 06-2023 CRA; A RESOLUTION OF THE BOARD OF COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF STUART, FLORIDA, AUTHORIZING BUDGET AMENDMENT #03 TO THE FY 2023 CRA BUDGET TO TRANSFER FUNDS FROM THE CRA FUND BALANCE TO ALLOCATE TO WRAP THE DOWNTOWN TRAMS TO INCREASE VISIBILITY, ATTRACT RIDERS, AND PROMOTE MICRO-TRANSIT SERVICE; PROVIDING FOR CONFLICTS; SEVERABILITY; PROVIDING FOR AN EFFECTIVE DATE, AND FOR OTHER PURPOSES.

5. DISCUSSION & DELIBERATION - PROPOSED ART/VINYL WRAPPING ON TRAFFIC CONTROL BOXES WITHIN THE CITY LIMITS

STAFF UPDATE

ADJOURNMENT

WHAT IS CIVILITY? Civility is caring about one's identity, needs and beliefs without degrading someone else's in the process. Civility is more than merely being polite. Civility requires staying "present" even with those persons with whom we have deep-rooted and perhaps strong disagreements. It is about constantly being open to hear, learn, teach and change. It seeks common ground as a beginning point for dialogue. It is patience, grace, and strength of character. Civility is practiced in our City Hall.

PUBLIC COMMENT: If a member of the public wishes to comment upon ANY subject matter, including quasi-judicial matters, please submit a Request to Speak form. These forms are available in the back of the Commission Chambers, and should be given to the City Clerk prior to introduction of the item number you would like to address.

CONSENT CALENDAR: Those matters included under the Consent Calendar are self-explanatory, non-controversial, and are not expected to require review or discussion. All items will be enacted by one motion. If discussion on an item is desired by any City Commissioner that item may be removed by a City Commissioner from the Consent Calendar and considered separately. If an item is quasi-judicial it may be removed by a Commissioner or any member of the public from the Consent Calendar and considered separately.

QUASI-JUDICIAL HEARINGS: Some of the matters on the Agenda may be "quasi-judicial" in nature. City Commissioners will disclose all ex-parte communications, and may be subject to voir dire by any interested party regarding those communications. All witnesses testifying will be "sworn" prior to their testimony. However, the public is permitted to comment without being sworn. Unsworn testimony will be given appropriate weight and credibility by the City Commission.

**CITY OF STUART, FLORIDA
AGENDA ITEM REQUEST
Community Redevelopment Agency**

Meeting Date: 6/26/2023

Prepared by: Nina Mullin

Title of Item:

APPROVAL OF 05/22/2023 AND 06/12/2023 CRA MINUTES

Summary Explanation/Background Information on Agenda Request:

APPROVAL OF 05/22/2023 AND 06/12/2023 CRA MINUTES

Funding Source:

N/A

Recommended Action:

Approve Minutes.

ATTACHMENTS:

1. 05222023 CRA Minutes
2. 06122023 CRA Minutes

MINUTES
COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF STUART
MAY 22, 2023
AT 5:00 PM
COMMISSION CHAMBERS
121 SW FLAGLER AVE.
STUART, FLORIDA 34994

COMMUNITY REDEVELOPMENT AGENCY

Chair - Troy McDonald
Vice Chair - Becky Bruner
Board Member - Eula R. Clarke
Board Member - Christopher Collins
Board Member - Campbell Rich
Board Member - Tom Campenni
Board Member - Micah Hartowski

ADMINISTRATIVE

Interim City Manager, Michael J. Mortell
Interim City Attorney, Paul J. Nicoletti
CRA Executive Director, Pinal Gandhi-Savdas
City Clerk, Mary R. Kindel

CALL TO ORDER

5:00 PM

ROLL CALL

PRESENT: Chair McDonald, Vice Chair Bruner, Board Member Clarke, Board Member Collins,
Board Member Rich, Board Member Campenni, Board Member Hartowski
ABSENT:

PLEDGE OF ALLEGIANCE

APPROVAL OF AGENDA

5:01 PM MOTION: Approve.
MOVED BY: Tom Campenni
SECONDED BY: Eula Clarke
Motion approved unanimously.

APPROVAL OF MINUTES

COMMENTS FROM THE PUBLIC (Non-Agenda Related) (3 Minutes Max.)

COMMENTS BY BOARD MEMBERS (Non-Agenda Items)

Board Member Clarke would like the Board to look into wrapping the utility boxes, in just the CRA area, and what the price will be or is.

Interim City Manager stated he can discuss with the Director of the CRA and can put it through the CRB and review and bring back to the CRA.

Board Member Campenni stated that this item was not heard in the CRB and thinks the Boards are dysfunctional because the members do not show up and stated that half of the dysfunction is on the City's part for canceling the meetings. He stated different items that could be heard with the Board. The CRB or LPA need to be looked at more seriously and should be used for business.

Board Members continued discussion about the importance of the Boards.

Board Member Clarke, commented that she was involved in a CRA Project to work with the Historic Preservation Board, to have a historic dedication plaque put on the Calvary Baptist Church, and commended the Development Department and Jacqui May, Grants Administrator, for putting this together.

ACTION ITEMS

1. DOWNTOWN TRAM WRAP PROGRAM (RC):

RESOLUTION No. 07-2023 CRA; A RESOLUTION OF THE BOARD OF COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF STUART, FLORIDA, AUTHORIZING THE BOARD TO APPROVE IMPLEMENTATION OF THE DOWNTOWN TRAM WRAP PROGRAM TO INCREASE VISIBILITY, ATTRACT RIDERS, AND PROMOTE MICRO-TRANSIT SERVICE; PROVIDING FOR CONFLICTS; SEVERABILITY; PROVIDING FOR AN EFFECTIVE DATE, AND FOR OTHER PURPOSES.

Pinal Gandhi Savdas, CRA Director, presented the tram wrap program and pictures of the different style of wrapping.

Board Member Bruner stated she liked all the designs.

Board Member Campenni stated that they worked a year with different signs and it doesn't feel as though these options are in theme/branding with the signs that were picked previously. He stated he believes this item should go back to the CRB and have the board review the tram program.

Interim City Manager Michael Mortell addressed the Board and stated that the CRA today can pass the Resolution and agree to spend this amount of money and direct it to be returned to the CRB.

Board Members continued to discuss the program, the conditions of the tram, and different wrapping ideas.

Commissioner Clarke requested that Interim City Manager contact the Board Members of the CRB to attend the next meeting.

1.) Mark Brechbill - SE Osceola St; Stated he agrees with Board Member Campenni and believes that we have different needs for the tram and the wrap program would be beneficial if matched up with the needs.

Mrs. Gandhi Savdas informed the Board that this was presented to the Downtown Business Association (DBA) Mainstreet, The Creek's District and The Art's District and they were very excited about the concept and colors.

5:23 PM MOTION: Send the item back to CRB.

MOVED BY: Eula Clarke

SECONDED BY: Tom Campenni

Motion approved unanimously.

5:28 PM MOTION: CRB have a broad discussion on what we expect the tram system to be for the next five (5) years.

MOVED BY: Tom Campenni

SECONDED BY: Campbell Rich

Motion approved unanimously.

2. CRA BUDGET AMENDMENT #03-2023 FOR FY 2023 (RC):

RESOLUTION No. 06-2023 CRA; A RESOLUTION OF THE BOARD OF COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF STUART, FLORIDA, AUTHORIZING BUDGET AMENDMENT #03 TO THE FY 2023 CRA BUDGET TO TRANSFER FUNDS FROM THE CRA FUND BALANCE TO ALLOCATE TO WRAP THE DOWNTOWN TRAMS TO INCREASE VISIBILITY, ATTRACT RIDERS, AND PROMOTE MICRO-TRANSIT SERVICE; PROVIDING FOR CONFLICTS; SEVERABILITY; PROVIDING FOR AN EFFECTIVE DATE, AND FOR OTHER PURPOSES.

***Clerk's Note - Both Item #1 and 2 were sent back to CRB.**

STAFF UPDATE

ADJOURNMENT

5:30 PM

Mary R. Kindel, City Clerk

Troy McDonald, Mayor

Minutes to be approved at the Regular Commission Meeting this day of 26th, June 2023.

**MINUTES
COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF STUART
JUNE 12, 2023
AT 4:00 PM
COMMISSION CHAMBERS
121 SW FLAGLER AVE.
STUART, FLORIDA 34994**

COMMUNITY REDEVELOPMENT AGENCY

**Chair - Troy McDonald
Vice Chair - Becky Bruner
Board Member - Eula R. Clarke
Board Member - Christopher Collins
Board Member - Campbell Rich
Board Member - Tom Campenni
Board Member - Micah Hartowski**

ADMINISTRATIVE

**Interim City Manager, Michael J. Mortell
Interim City Attorney, Paul J. Nicoletti
CRA Executive Director, Pinal Gandhi-Savdas
City Clerk, Mary R. Kindel**

CALL TO ORDER

4:01 PM

ROLL CALL

PRESENT: Chair McDonald, Vice Chair Bruner, Board Member Clarke, Board Member Collins,
Board Member Rich, Board Member Campenni, Board Member Hartowski
ABSENT:

PLEDGE OF ALLEGIANCE

APPROVAL OF AGENDA

**4:01 PM MOTION: Approve.
MOVED BY: Tom Campenni
SECONDED BY: Eula Clarke
Motion approved unanimously.**

ACTION ITEMS

1. EXECUTE FACILITIES AGREEMENTS WITH FP&L AND BINDING COST ESTIMATE PAYMENT FOR CONVERTING OVERHEAD UTILITY LINES TO UNDERGROUND (RC):

RESOLUTION No. 08-2023 CRA; A RESOLUTION OF THE BOARD OF COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF STUART, FLORIDA, AUTHORIZING THE CHAIRPERSON TO ACCEPT AND EXECUTE AGREEMENTS WITH FLORIDA POWER AND LIGHT (FP&L) FOR UNDERGROUND FACILITIES CONVERSION IN DOWNTOWN; PROVIDING FOR CONFLICTS; SEVERABILITY; PROVIDING FOR AN EFFECTIVE DATE, AND FOR OTHER PURPOSES.

Pinal Ghandi-Savdas, CRA Director, presented the Florida Power and Light (FP&L) underground facilities conversion in downtown, stating the total cost is 3.74 million dollars.

4:03 PM MOTION: Approve.
MOVED BY: Tom Campenni
SECONDED BY: Becky Bruner
Motion approved unanimously.

ADJOURNMENT

4:03 PM

Mary R. Kindel, City Clerk

Troy McDonald, Mayor

**Minutes to be approved at the Regular Commission
Meeting this 26th day of June, 2023.**

**CITY OF STUART, FLORIDA
AGENDA ITEM REQUEST
Community Redevelopment Agency**

Meeting Date: 6/26/2023

Prepared by: Pinal Gandhi-Savdas, Paula Sesta

Title of Item:

PRESENTATION ON THE DOWNTOWN TRAM SERVICE

Summary Explanation/Background Information on Agenda Request:

The Downtown Tram Service is operated by the Public Works Department. Paula Sesta and Milton Leggett will provide an update on the ridership, route system, grants, historical tours, operating expenses and promoting tram services.

The CRA supports and funds the micro-transit system in the downtown. The CRA funded approximately \$180,000 for the tram service from FY 2021- FY 2023. Prior to that time, the tram service was partially funded by the Transit Development Grant from the FDOT.

Funding Source:

N/A

Recommended Action:

Provide feedback to improve the functionality of the tram service.

ATTACHMENTS:

1. Tram Presentation



CITY OF STUART MICRO TRANSIT SYSTEMS

28,723 Riders

In 2018 and 2019 we had over 40,000 riders but due to Covid our ridership declined. Currently, the ridership is increasing

35,677 Riders

This is due to the increase in foot traffic, events, tram request, and history tours

Ridership in 2021

Ridership in 2022

ROUTES

Fixed and On-Call

The tram runs 7 days a week:

Mon-Thurs 10 AM to 7 PM

Fri-Sat 10 AM to 9 PM

Sun 10 AM to 5 PM



SCHEDULED STOPS

1. Kiwanis Park-n-Ride
2. Martin County Courthouse
(M-F until 5pm only)
3. Osceola Park Park-n-ride
4. Haney Circle (Colorado/Osceola)
5. Flagler Park
6. City Hall
8. Sailfish Park-n-Ride



ONCALL - LOCATIONS

772-260-0126

7. Akron Ave. | W. Ocean
9. Kindred St.
(M-F until 5pm)
10. Hospital
11. Sailor's Return
(after 3pm only)



Route Map



State of Florida Department of Transportation Public Transit Service Development Grant

Currently, we have a grant to promote the
trams and to do tours

The grant began February 2020 and is in
effect until May 2023 and is up to \$35,000 in
reimbursable funds (in May of 2023 the
extended this to May 2024)

In December of 2022 we received 2 FDOT
Grants



Tours/Events for 2021

- 116 Historic Tours
- 41 Other Events

Tours/Events for 2022

- 137 Historic Tours (1,270 riders)
- 68 Other events (9,286 riders)



Payroll

Repairs

EXPENSES

2021 Total Yearly Expenses

\$108,780

We have 5 part-time leisure drivers and 6 trams

2022 Total Yearly expenses \$ 103,727

Currently, We have 7 part-time leisure drivers and 7 trams

Communication

Supplies

In 2021 we installed an advertising panel on one of the trams. There are 4 spaces on each side available. The front and rear panels are for City of Stuart display. The panel are available for local businesses to advertise their business on. The cost to advertise is \$150 per month with a minimum of 3 month or if 6-months is paid in full the cost is \$750. In 2022 we had 3 panels occupied. Currently, we have 2 occupied.

ADVERTISING PANEL



COMPLIMENT LETTERS

Last Saturday I had the pleasure of touring Stuart with Sandy. It was educational and fun. This is definitely an asset to the city. Here is hoping this service continues for a long time to come. Thank you.
Just me sandy!

We enjoyed our historic tour of Stuart today. It was very informative. Gary was a great guide with lots of stories, humour, and knowledge of Stuart.
Frank & Gayle
Corning

On Tuesday, March 22, several ladies from our condo, Hutchinson Island Club, took the tram tour. Our tour guide was Gary. He did an amazing job! He was both entertaining and informative. We all enjoyed the tour and had a wonderful time. Several of us want to take it again with our husbands because we know they will enjoy it as well. I just wanted to thank the City of Stuart for providing the tour, and let you know that Gary did a great job. Thanks!
Robin Stacks

I am contacting you just to let you know what a great experience my wife and I had when visiting Stuart some months back, we took the shuttle around Stuart with our tour guide named Sandy. We were looking for a place to retire near, but not too near, west palm ,where our daughter and grand kids moved. We were so impressed the way Sandy explained all that Stuart had to offer and things to do. This man's love of the town was so touching on how he showed us around town. I am an aspiring artist and he went on to tell me what a great artists community Stuart is to join and gave me information that i needed, My wife loved everything about things to do and shopping. I've been on a lot of guided tours, but never met a guide that expressed his love for the area the way he did , That convinced us , and we bought a condo in what we feel is a GREAT place to live, thank to one man's love and pride of where he lives. Thank you Marco

Just wanted to say what an amazing job Sandy did giving us our tram tour yesterday. We learned so much about Florida and Stuart. He makes the tour entertaining and informative, so much information. What a wonderful experience!
Jay and Linda Turner

Hi Paula

Thank you for Friday's free tour of historic Stuart. Very interesting and Gary was a wealth of knowledge about the area. My husband and I really enjoyed it.

The ladys at the Museum were very helpful and informative also. As a past President of my towns Historical Society I appreciate the work that they have to do with such an extensive collection. Good job ladies.

Thanks again, Be safe,
Deb & Steve Flattery

Hi Paula,

We went on a city tour with Sandy this past Wed, Mar 23. First, I have to say what an ambassador this city has in him. His historical facts and love of Stuart exudes from him. It made us love Stuart more than we already do. We are in the marina at Sunset Bay and feel very fortunate to be here.

In addition, what this city does for its residents is unlike any I have ever. The tram is such a wonderful asset to get around. We appreciate the ability to jump on the tram from the marina as well as enjoying the rides around town.

Thank you to the city of Stuart for all you do, Sandy Williamson and Dan Kirsch

CITY OF STUART, FLORIDA AGENDA ITEM REQUEST Community Redevelopment Agency

Meeting Date: 6/26/2023

Prepared by: Pinal Gandhi-Savdas

Title of Item:

DOWNTOWN TRAM WRAP PROGRAM (RC):

RESOLUTION No. 07-2023 CRA; A RESOLUTION OF THE BOARD OF COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF STUART, FLORIDA, AUTHORIZING THE BOARD TO APPROVE IMPLEMENTATION OF THE DOWNTOWN TRAM WRAP PROGRAM TO INCREASE VISIBILITY, ATTRACT RIDERS, AND PROMOTE MICRO-TRANSIT SERVICE; PROVIDING FOR CONFLICTS; SEVERABILITY; PROVIDING FOR AN EFFECTIVE DATE, AND FOR OTHER PURPOSES.

Summary Explanation/Background Information on Agenda Request:

Community Redevelopment Board:

On June 6, 2023, the board voted 5-1 to approve the Tram Wrap Program, with Board Member Jackie Vitali absent. The board recommended color-coded wrapping depending on service (fixed-route, on-call, historical tours, etc). Currently, the city utilizes three trams for fixed routes within the boundary. The board recommended wrapping the three trams in a consistent branded color (bright green color) to increase recognition for fixed routes and using city fonts for branding. The board requested to seek sponsorship to wrap the remaining three trams that are used for historical tours or events.

Community Redevelopment Agency:

On May 22, 2023, the board directed staff to bring the item back to CRB for feedback. The comments from the board included:

- Consider a design that is consistent with the City branding (e.g. colors, font, graphics).
- Investment in trams vs. future programming of service/operation
- The tram wrap color scheme to be consistent with the various needs of the community (e.g. historic tours, commuter system, fixed-route service for parking lots, on-call).

Community Redevelopment Board:

On May 2, 2023, there was no action taken due to lack of quorum.

Summary/Background:

On April 10, 2023, the City Commission directed staff to bring forward the Downtown Tram wrap concept for consideration. Pursuant to the Board's direction, the staff developed the included vinyl wrap concept with different art elements to make the trams stand out. The goal is to make the program more enjoyable and memorable. The conceptual storyboard is supported by Main Street, Downtown Business Association and The Creek District Boards. The agenda item is seeking direction from the CRA regarding the program. Should the City move forward with the program and, if so, what style is appropriate? Is there a recommended theme that should be followed and what consistency regarding branding is advised?

Funding Source:

CRA TIF Fund Balance

Recommended Action:

Motion to approve Resolution No. 07-2023, implementation of the Downtown Tram Wrap Program.

ATTACHMENTS:

1. R07-2023 CRA - Tram Wrap Program
2. Transit Storyboard
3. Letters of Support - DBA, Main Street, Creek District
4. Tram Branding Board



**BEFORE THE CITY REDEVELOPMENT AGENCY
CITY OF STUART, FLORIDA**

RESOLUTION NUMBER 07-2023 CRA

A RESOLUTION OF THE BOARD OF COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF STUART, FLORIDA, AUTHORIZING THE BOARD TO APPROVE IMPLEMENTATION OF THE DOWNTOWN TRAM WRAP PROGRAM TO INCREASE VISIBILITY, ATTRACT RIDERS, AND PROMOTE MICRO-TRANSIT SERVICE; PROVIDING FOR CONFLICTS; SEVERABILITY; PROVIDING FOR AN EFFECTIVE DATE, AND FOR OTHER PURPOSES.

* * * * *

WHEREAS, the City of Stuart adopted a Community Redevelopment Plan which supports improving and promoting micro-transit for public benefit in Downtown Stuart; and

WHEREAS, the City is proposing to wrap the trams to increase visibility and attract riders; and

WHEREAS, the artwork/design will be reproduced on vinyl wrap and applied to up to six (6) trams; and

Resolution Number 07-2023 CRA
Downtown Tram Wrap Program

**BE IT RESOLVED BY THE COMMUNITY REDEVELOPMENT AGENCY
OF THE CITY OF STUART, FLORIDA** that:

SECTION 1: The Community Redevelopment Agency authorized the Board Chairperson to execute the resolution to implement the Downtown Tram Wrap Program.

SECTION 2: This resolution shall take effect upon adoption.

Board Member _____ offered the foregoing resolution and moved its adoption. The motion was seconded by Board Member _____ and upon being put to a roll call vote, the vote was as follows:

TROY MCDONALD, CHAIRPERSON
BECKY BRUNER, VICE CHAIRPERSON
EULA R. CLARKE, BOARD MEMBER
CHRISTOPHER COLLINS, BOARD MEMBER
CAMPBELL RICH, BOARD MEMBER
MICAH HARTOWSKI, EX-OFFICIO BOARD MEMBER
TOM CAMPENNI, EX-OFFICIO BOARD MEMBER

YES	NO	ABSENT	ABSTAIN

ADOPTED this ____ day of _____, 2023.

ATTEST:

MARY R. KINDEL
CITY CLERK

TROY MCDONALD
CHAIRPERSON

APPROVED AS TO FORM
AND CORRECTNESS:

PAUL J. NICOLETTI
INTERIM CITY ATTORNEY

TRAM REBRAND

MARCH 2023 - PAGE 1 OF 3



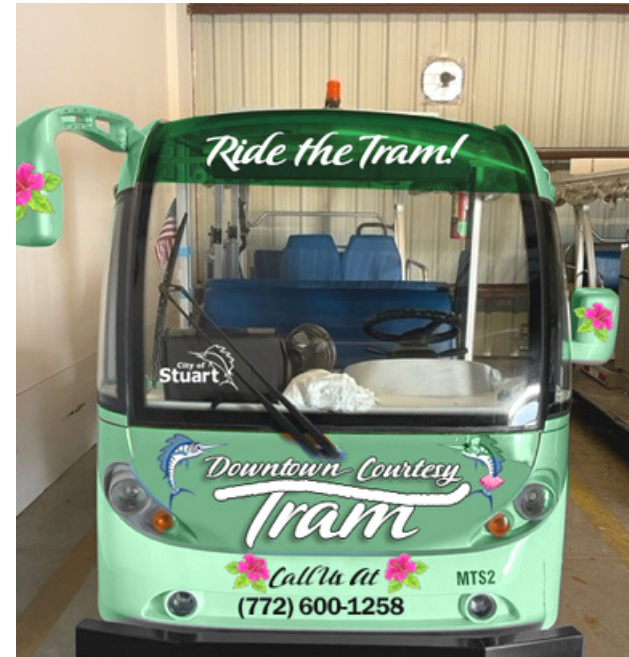
TRAM #1

Two-tone blue with pink hibiscus



TRAM #2

Two-tone pink with green palm trees



TRAM #3

Two-tone green with pink hibiscus



TRAM REBRAND

MARCH 2023 - PAGE 2 OF 3



TRAM #4

Two-tone lime with pink hibiscus



TRAM #2

Two-tone pink with yellow hibiscus



TRAM #3

Two-tone green with yellow



TRAM REBRAND

MARCH 2023 - PAGE 3 OF 3



TRAM #4

Two-tone pink with pink hibiscus

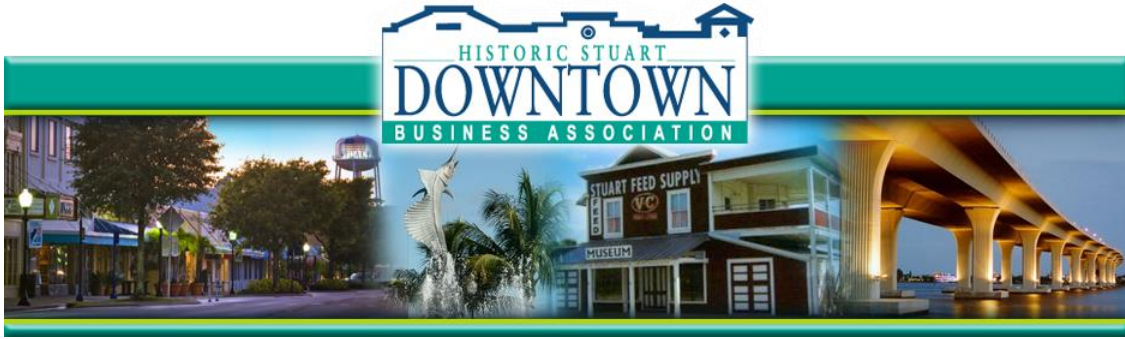


TRAM #2

Two-tone blue with palm trees







April 26, 2023

Pinal Gandhi-Savdas
CRA Administrator City Of Stuart
121 SW Flagler Avenue
Stuart, FL 34994

RE: Tram Rebrand

Dear Pinal,

Thanks for including our organization in your planning for the rebranding of the trams. We always enjoy giving input from the merchant point of view.

The Downtown Business Association of Stuart (DBA) would like to lend its support to the rebranding of the trams with the colorful wrap designs you presented @ our April 26, 2023, DBA meeting. We feel the designs will be eye-catching and create more tram ridership. The designs may invite a cool photo opportunity and will lead to more tram awareness.

The DBA enjoys the collaborative relationship between the City of Stuart CRA and staff. This partnership is critical to the overall well-being of historic downtown Stuart.

Sincerely,

Bill Moore
President, DBA
Owner, Kilwins of Stuart



P.O. Box 3035
Stuart, FL 34995

Board of Directors

Joe Flanagan,
President

Jim Hatch,
Vice President

Brian Ake,
Treasurer

Mike McCarty,
Design Chair

Paul Nunley

Jim McCabe

Cherie White

Michele P. Miller

Gloria Floyd

Director

Candace Callahan

Office

201 SW Flagler Ave.
Stuart, FL 34994
772-286-2848

May 28, 2023

Michael Mortell, City Manager City of Stuart
City of Stuart
121 SW Flagler Avenue
Stuart, FL 34994

Dear Michael,

Stuart Mainstreet was presented the tram wrap design concepts on April 11th. Our board reviewed the designs and provided feedback on the various options. The board all agreed the wrap would enhance the aesthetics of the tram therefore we are in support of the trams wraps.

Thank you,

Mike McCarty,
Design Committee Chair, Stuart Main Street

THE CREEK DISTRICT

of Arts & Entertainment
STUART, FLORIDA

April 27, 2023

Dear City of Stuart Commissioners:

I am writing on behalf of the Board of Directors of The Creek District of Arts and Entertainment, Inc., a not-for-profit organization created with the mission of establishing and promoting a vibrant arts and entertainment district in downtown Stuart, in support of the proposed new tram wraps.

Pinal Gandhi-Savdas attended our most recent Board meeting to present conceptual illustrations of the trams in new, colorful wraps. The response of the members of our Board was immediate and enthusiastic. Certainly in The Creek District we appreciate the trams as they ferry visitors and residents throughout the area. Yet, over time, they tend to fade into the background, both visually and in our conscience. The introduction of color, and the consensus among the Board was the brighter the better, makes the trams more visible, attractive and fun. In this way they will draw more attention to themselves, which, hopefully, will increase ridership and awareness.

We encourage you to approve the proposed design changes and apply them to every tram in the fleet. I suspect you will be rewarded with the smiles and delight of all who watch and wave as the tram passes by.

Most sincerely,



Duncan Hurd, President
Board of Directors



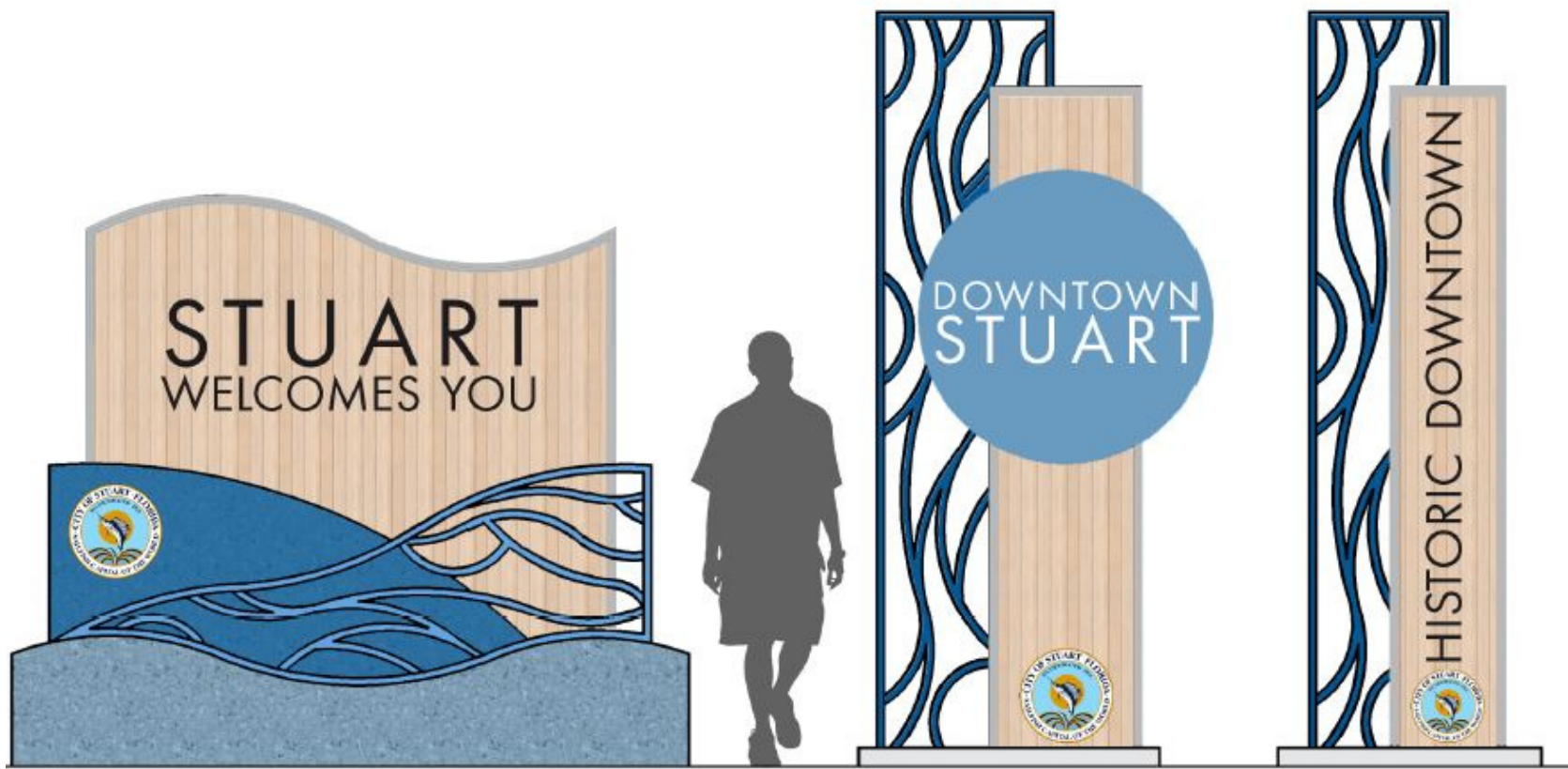
City of Stuart Downtown Branding Board



Color



Inspiration Board



**CITY OF STUART, FLORIDA
AGENDA ITEM REQUEST
Community Redevelopment Agency**

Meeting Date: 6/26/2023

Prepared by: Pinal Gandhi-Savdas

Title of Item:

CRA BUDGET AMENDMENT #03-2023 FOR FY 2023 (RC):

RESOLUTION No. 06-2023 CRA; A RESOLUTION OF THE BOARD OF COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF STUART, FLORIDA, AUTHORIZING BUDGET AMENDMENT #03 TO THE FY 2023 CRA BUDGET TO TRANSFER FUNDS FROM THE CRA FUND BALANCE TO ALLOCATE TO WRAP THE DOWNTOWN TRAMS TO INCREASE VISIBILITY, ATTRACT RIDERS, AND PROMOTE MICRO-TRANSIT SERVICE; PROVIDING FOR CONFLICTS; SEVERABILITY; PROVIDING FOR AN EFFECTIVE DATE, AND FOR OTHER PURPOSES.

Summary Explanation/Background Information on Agenda Request:

Community Redevelopment Board

On June 6, 2023, the board recommended approval of the budget amendment to wrap the three trams.

Summary

Staff is requesting to allocate \$10,000 to implement the Downtown Tram Wrap Program. The artwork/design approved by the board will be reproduced as vinyl wraps and applied to up to three (3) trams for the initial phase. The estimated cost to wrap each tram is approximately \$2,300. The wraps are intended to last at least 5-7 years but may be removed at any time at the discretion of the board.

Funding Source:

FROM: CRA Fund Balance - \$10,000

TO: Downtown Tram Wrap - \$10,000

Recommended Action:

Motion to approve Resolution No. 06-2023 authorizing a budget allocation of \$10,000 for the Downtown Tram Wrap Program.

ATTACHMENTS:

1. R06-2023 CRA - Budget Amendment #03-2023 - Downtown Tram Wrap
2. Tram Wrap Estimate Ampersand



**BEFORE THE CITY REDEVELOPMENT AGENCY
CITY OF STUART, FLORIDA**

RESOLUTION NUMBER 06-2023 CRA

A RESOLUTION OF THE BOARD OF COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF STUART, FLORIDA, AUTHORIZING BUDGET AMENDMENT #03 TO THE FY 2023 CRA BUDGET TO TRANSFER FUNDS FROM THE CRA FUND BALANCE TO ALLOCATE TO WRAP THE DOWNTOWN TRAMS TO INCREASE VISIBILITY, ATTRACT RIDERS, AND PROMOTE MICRO-TRANSIT SERVICE; PROVIDING FOR CONFLICTS; SEVERABILITY; PROVIDING FOR AN EFFECTIVE DATE, AND FOR OTHER PURPOSES.

* * * * *

BE IT RESOLVED BY THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF STUART, FLORIDA that:

SECTION 1: The Community Redevelopment Agency of the City of Stuart hereby authorizes a FY 2023 budget transfer as follows:

FROM: CRA Fund Balance - \$10,000
TO: Downtown Tram Wrap - \$10,000

SECTION 2: This resolution shall take effect upon adoption.

Resolution Number 06-2023 CRA
Budget Amendment #03 to FY 2023 CRA Budget

Board Member _____ offered the foregoing resolution and moved its adoption. The motion was seconded by Board Member _____ and upon being put to a roll call vote, the vote was as follows:

TROY MCDONALD, CHAIRPERSON
BECKY BRUNER, VICE CHAIRPERSON
EULA R. CLARKE, BOARD MEMBER
CHRISTOPHER COLLINS, BOARD MEMBER
CAMPBELL RICH, BOARD MEMBER
MICAH HARTOWSKI, EX-OFFICIO BOARD MEMBER
TOM CAMPENNI, EX-OFFICIO BOARD MEMBER

YES	NO	ABSENT	ABSTAIN

ADOPTED this ____ day of _____, 2023.

ATTEST:

MARY R. KINDEL
CITY CLERK

TROY MCDONALD
MAYOR

APPROVED AS TO FORM
AND CORRECTNESS:

PAUL J. NICOLETTI
INTERIM CITY ATTORNEY



553 S.E. Monterey Rd
Stuart, FL 34994
772-283-1359

Quote: 22343

Date QUOTE: 3/6/23
Completion Date:

Name	Salesperson	Email
Paula Sesta	Brad Love	psesta@ci.stuart.fl.us

City of Stuart
300 SW St. Lucie Avenue
Stuart, FL 34994-2139

Phone	Fax
772-600-1258	

Quote Category
Tram Wrap

Qty	Product ID	Color	Description	Unit Price	Total Price
1	PROOF_SETUP		Proofing Setup	80.00	80.00
1	WRAP_SQFTCU STM		Tram Wrap Sides & Back [728 sqin @13x56]	644.05	644.05
1	WRAP_SQFTCU STM		Tram Wrap - Front & Mirrors [4320 sqin @60x72]	959.04	959.04
1	LABOR Wrap		Wrap Graphics Installation Labor	360.00	360.00
1	LABOR Remove		Graphics Removal Labor	280.00	280.00

Subtotal	2,323.09
Sales Tax	
Shipping	
Total	2,323.09

Note:
Quote valid for 30 days. Hours: Monday - Friday 8:00 AM - 4:30 PM
Orders require a 50% deposit of the quoted amount, to start design work. Projects are not put into the schedule until a deposit is received. By placing the deposit, you are accepting Ampersand Graphics terms and condition*. The remainder of the balance is due on receipt (DOR). No refunds, account credit only. **CASH or CHECK is preferred payment method.**
If paying with **CREDIT CARD** a **3.5%** service charge will be applied by the credit card processing company to card at time of purchase.
Standard production time is 10 business days from order & design approval. Printing Trade Customs of +/- 10% overage/underage apply. Any charges for dies, screens or designs does not imply the sale or transfer of such equipment or files.

Authorized By: Signature

Printed Name

Title

Date

CITY OF STUART, FLORIDA

AGENDA ITEM REQUEST

Community Redevelopment Agency

Meeting Date: 6/26/2023

Prepared by: Pinal Gandhi-Savdas

Title of Item:

DISCUSSION & DELIBERATION - PROPOSED ART/VINYL WRAPPING ON TRAFFIC CONTROL BOXES WITHIN THE CITY LIMITS

Summary Explanation/Background Information on Agenda Request:

Community Redevelopment Board

On June 6, 2023, the board motion failed with 3 in favor and 3 against wrapping the traffic signal boxes, with Board Member Jackie Vitali absent. However, there was discussion regarding the artwork theme. The board recommended a "nature/environment" artwork theme that could blend in with the surrounding area.

Summary/Background

The Community Redevelopment Agency Board requested staff to bring the item to consider installing colorful wraps on traffic signal boxes within the city limits. Many cities and counties are brightening their communities by enhancing the dull, metal-plated traffic signal boxes with colorfully themed photographs using a vinyl wrapping method.

Recently, a similar project was completed in Palm City, Martin County. The project was initiated by the County Commissioner of that district. The "bird theme" photographs were donated to the County by a local business owner in Palm City to implement the project.

Other neighboring cities such as the City of Port St Lucie and City of Fort Pierce have also implemented similar projects (see attached proposal).

The City of Stuart has 37 traffic boxes within the city limits. Of the total, there are 25 traffic boxes within the Community Redevelopment Area. The goal is to add attractive and creative artwork along the CRA corridors and enhance the experience of residents and visitors. The artwork should reflect a theme that represents Stuart. The artwork could include areas of historical significance, iconic landmarks, nature, wildlife, or the environment. Beautification of the traffic signal boxes is consistent with the CRA plan and within the purview of the Board.

Staff will work with a professional to prepare a proposal identifying street view and photograph options for each traffic box location for board review and approval. Upon approval, the artwork will be printed on vinyl wraps and placed onto traffic boxes. The cost is approximately \$850 per box (see attached quote from Ampersand). The sign company will do site assessment, measurements, create large graphics, and installation. This does not include staff time to prepare the proposal and collect high resolution artwork.

The County owns and maintains the traffic boxes. The city will be responsible for maintaining the vinyl wrapping. The life expectancy is about 3-5 years.

Funding Source:

N/A

Recommended Action:

The staff is looking for directions on the following:

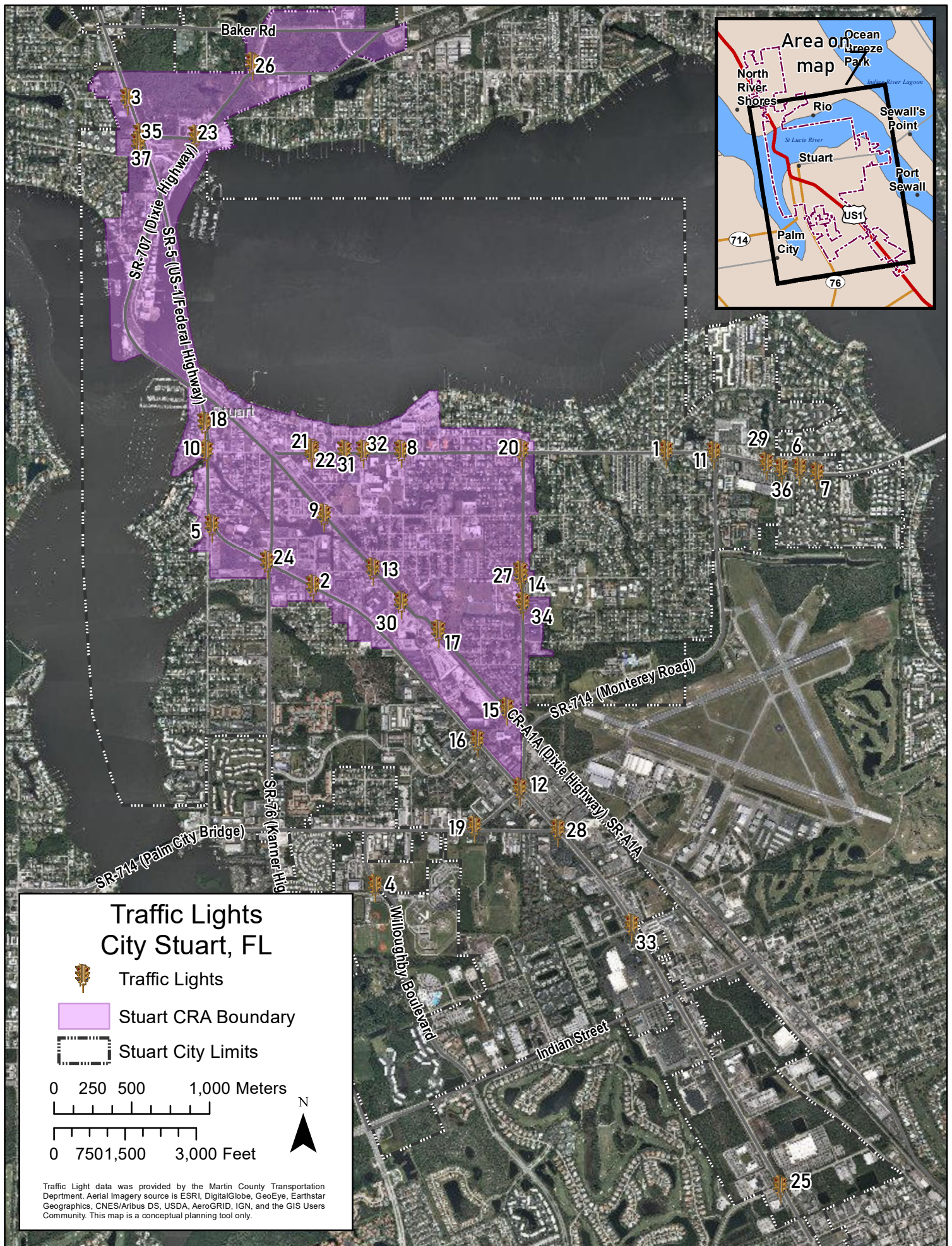
1. Does the board want to wrap the traffic signal boxes?
2. Identify areas for wrap - CRA only or citywide
3. Funding source for wraps - CRA (\$21,000 - \$25,000) or citywide (\$31,000 - \$35,000)
4. Artwork theme (note - additional costs for artwork are possible)

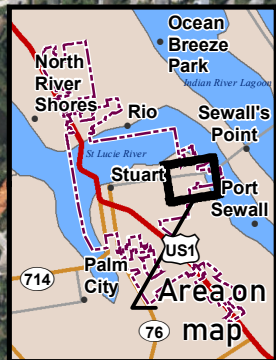
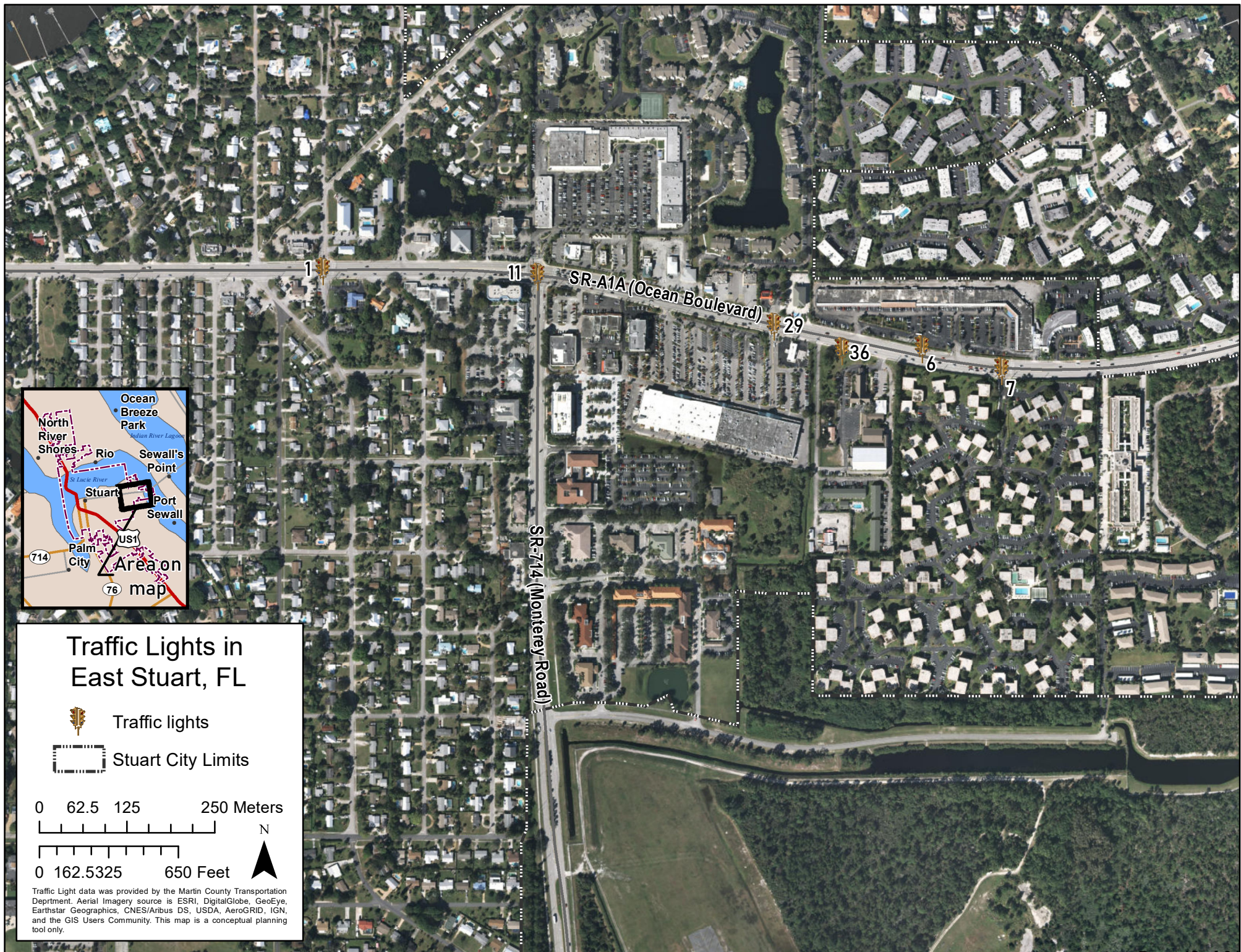
ATTACHMENTS:

1. Traffic lights within city limits
2. Traffic lights intersections
3. Traffic lights within CRA
4. Traffic lights Stuart East
5. Traffic lights Mid Stuart
6. Traffic lights North Stuart
7. Traffic lights South Stuart
8. Example - Fort Pierce - Traffic Signal Box Design Proposal
9. Quote for Wrap



Label ID	Shape *	Name	X_Coord	Y_Coord	Intersection
1	Point Z	SGNL	-80.227176	27.197419	SE Ocean Blvd & SE Martin Ave
2	Point Z	SGNL	-80.250096	27.189721	US 1 & SE Johnson Ave
3	Point Z	SGNL	-80.261929	27.218049	US 1 & NW River Shores Blvd
4	Point Z	SGNL	-80.246212	27.172352	SE Willoughby Blvd
5	Point Z	SGNL	-80.256636	27.193294	US 1 & SW Pine Ave
6	Point Z	SGNL	-80.21856	27.196369	SE Ocean Blvd
7	Point Z	SGNL	-80.217418	27.196082	SE Ocean Blvd
8	Point Z	SGNL	-80.244345	27.197503	SE Ocena Blvd
9	Point Z	SGNL	-80.249378	27.193855	SE Dixie Hwy & SE Martin Luther King Jr Blvd
10	Point Z	SGNL	-80.256969	27.197574	US 1 & SW Ocean Blvd
11	Point Z	SGNL	-80.22409	27.197332	SE Ocean Blvd & Monterey Rd
12	Point Z	SGNL	-80.236787	27.17791	US 1 & SE Monterey Rd
13	Point Z	SGNL	-80.24622	27.190673	SE Dixie Hwy & SE Florida St
14	Point Z	SGNL	-80.236613	27.190165	SE Palm BEach Rd & SE 10th St
15	Point Z	SGNL	-80.237596	27.182585	SE Dixie Hwy & SE Christie Way
16	Point Z	SGNL	-80.23954	27.180724	US 1 & SE Central Pkwy
17	Point Z	SGNL	-80.242003	27.187083	SE Dixie Hwy
18	Point Z	SGNL	-80.257055	27.199193	US 1 & SW Joan Jefferson Way
19	Point Z	SGNL	-80.239749	27.175722	SE Monterey Rd
20	Point Z	SGNL	-80.236524	27.197498	SE Ocean Blvd & SE Palm Beach Rd
21	Point Z	SGNL	-80.250139	27.197603	SE Ocean Blvd & SE Detroit Ave
22	Point Z	SGNL	-80.250141	27.197474	SE Ocean Blvd
23	Point Z	SGNL	-80.257521	27.215822	NW Dixie Hwy & NW Wright Blvd
24	Point Z	SGNL	-80.253047	27.191112	US 1 & Kanner Hwy
25	Point Z	SGNL	-80.220091	27.15474	US 1 & SE Market Pl
26	Point Z	SGNL	-80.253815	27.220033	NE Dixie Hwy & NW Green River Pkwy
27	Point Z	SGNL	-80.236662	27.190446	SE Palm Beach Rd
28	Point Z	SGNL	-80.234364	27.175494	US 1 & SE Monterey Rd Ext
29	Point Z	SGNL	-80.220691	27.19667	SE Ocean Blvd
30	Point Z	SGNL	-80.244396	27.188757	SE Dixie Hwy
31	Point Z	SGNL	-80.247999	27.197516	SE Ocean Blvd
32	Point Z	SGNL	-80.246811	27.197513	SE Ocean Blvd
33	Point Z	SGNL	-80.229592	27.169945	US 1 & SE Luckhardt St
34	Point Z	SGNL	-80.236508	27.188662	SE Palm Beach Rd
35	Point Z	SGNL	-80.261108	27.215926	US 1 & NW Wright Blvd
36	Point Z	SGNL	-80.219715	27.196348	SE Ocean Blvd
37	Point Z	SGNL	-80.26124	27.215436	NW Fork Rd





Traffic Lights in East Stuart, FL



Traffic lights



Stuart City Limits

0 62.5 125 250 Meters

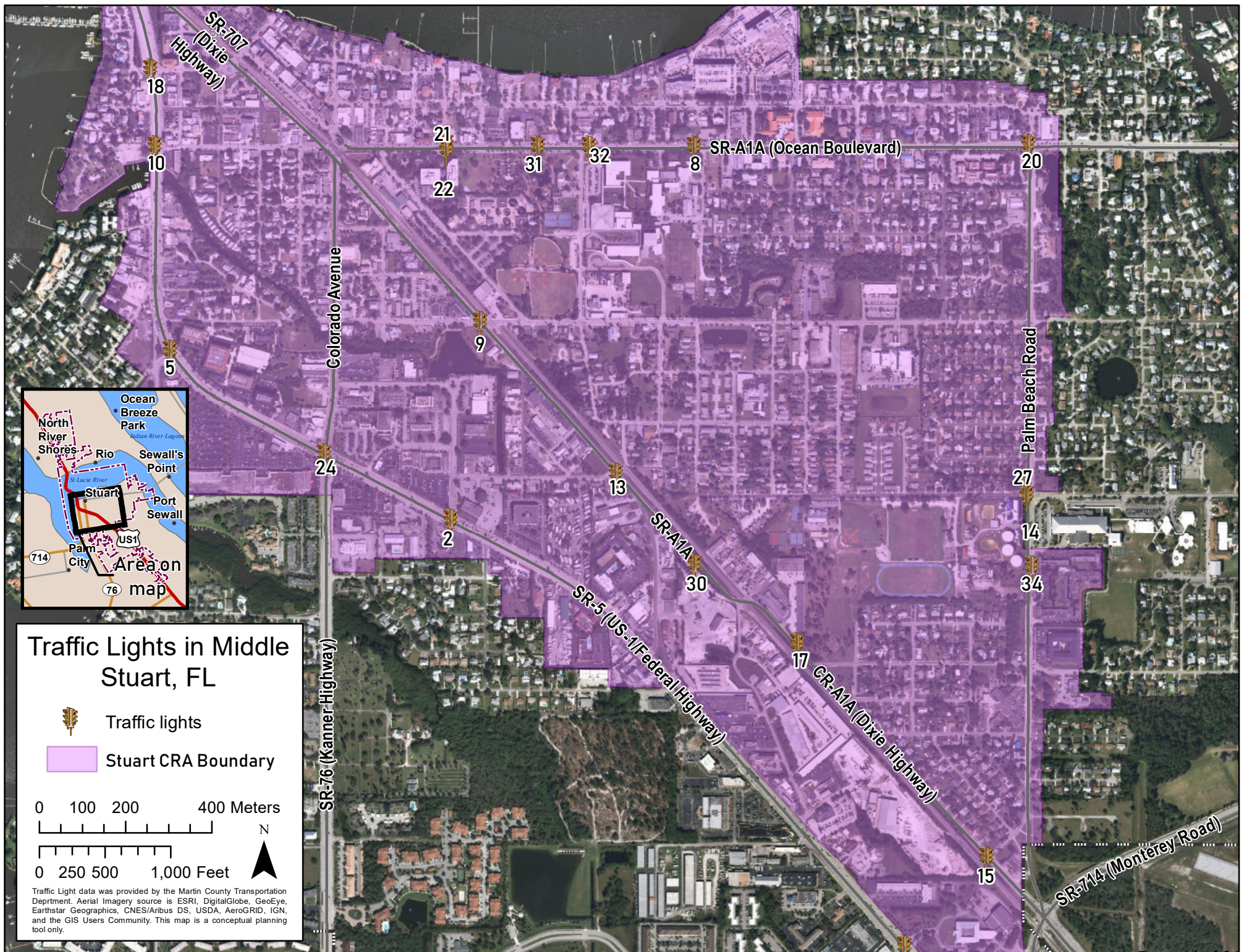


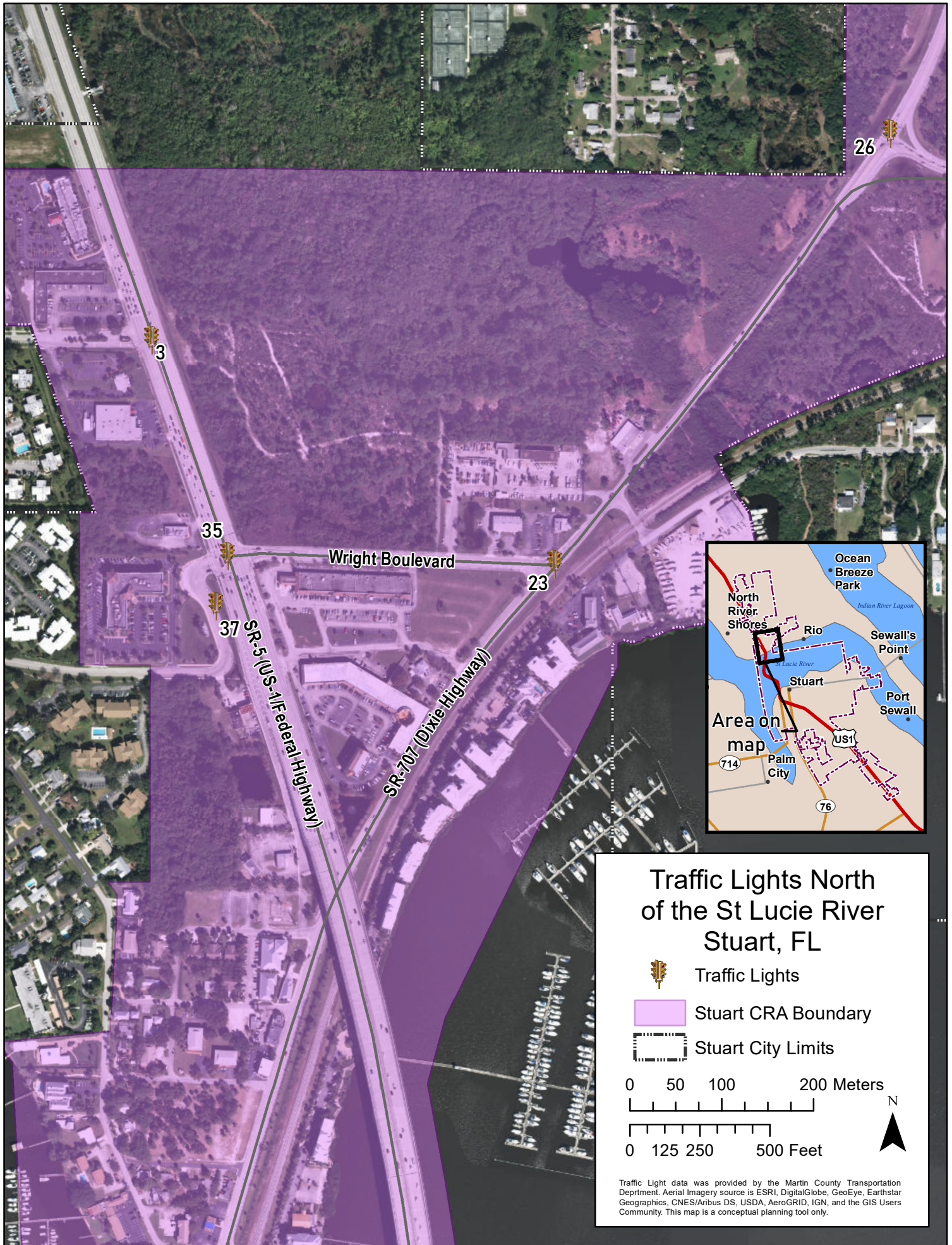
N

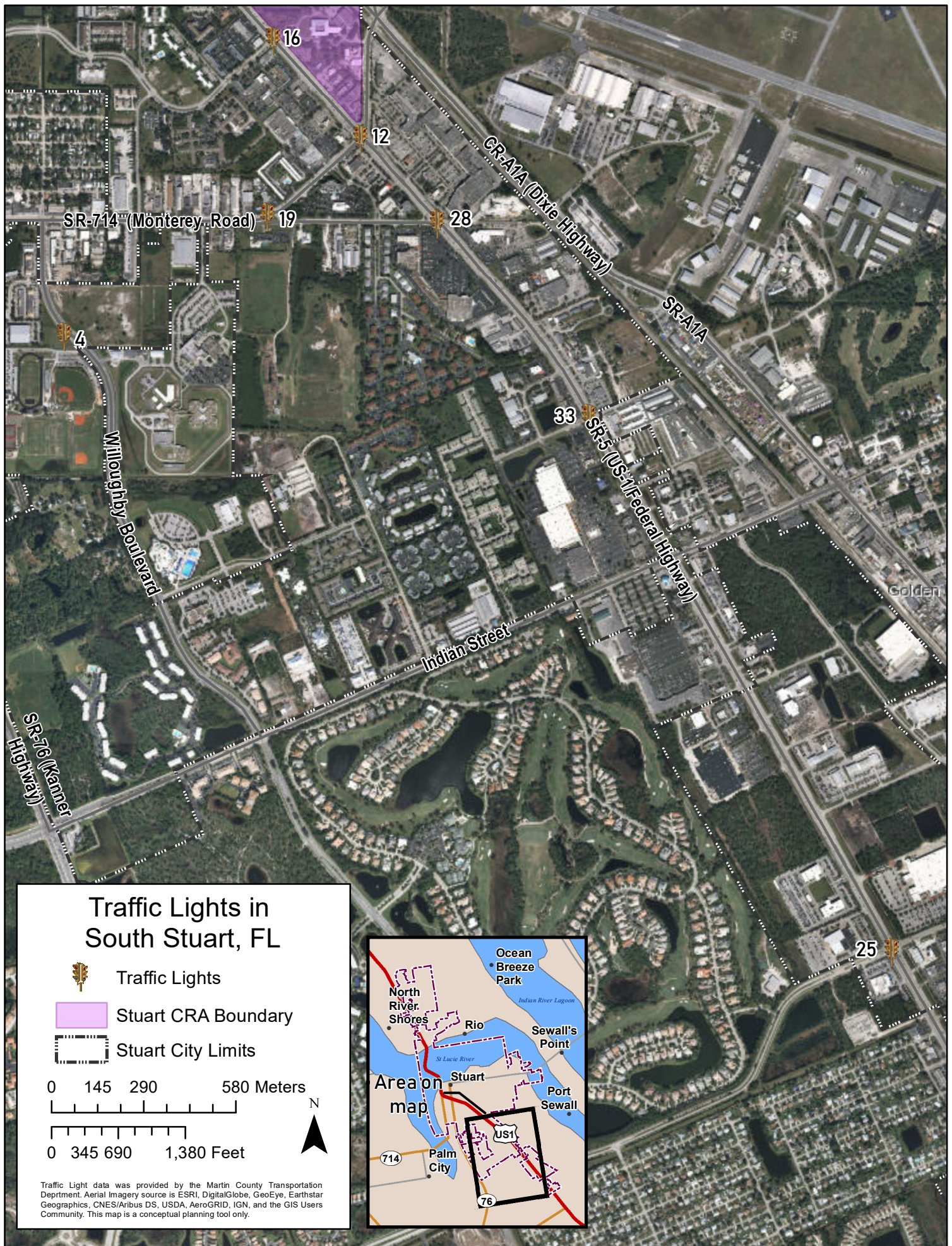
0 162.5325 650 Feet



Traffic Light data was provided by the Martin County Transportation Department. Aerial Imagery source is ESRI, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, AeroGRID, IGN, and the GIS Users Community. This map is a conceptual planning tool only.



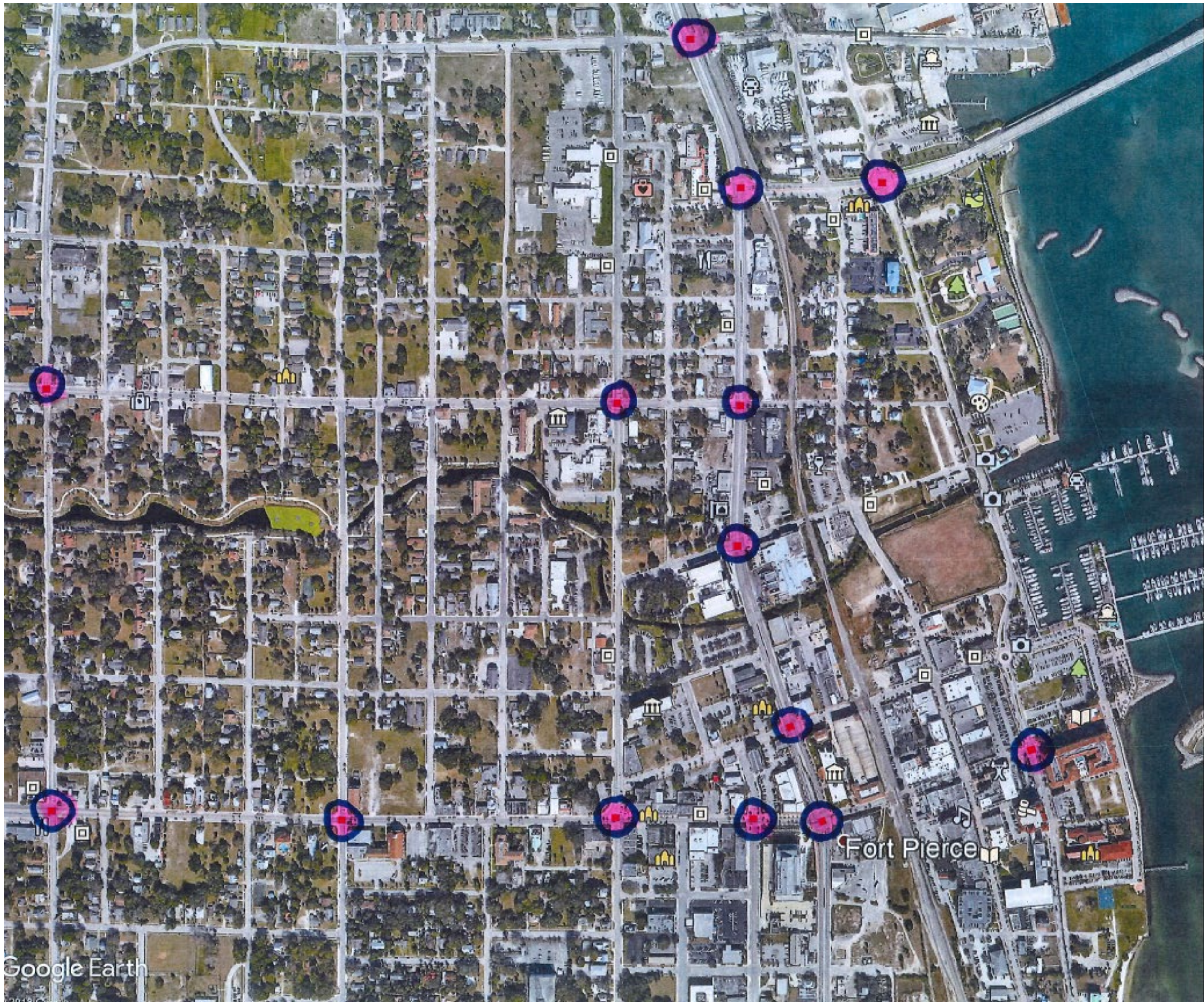




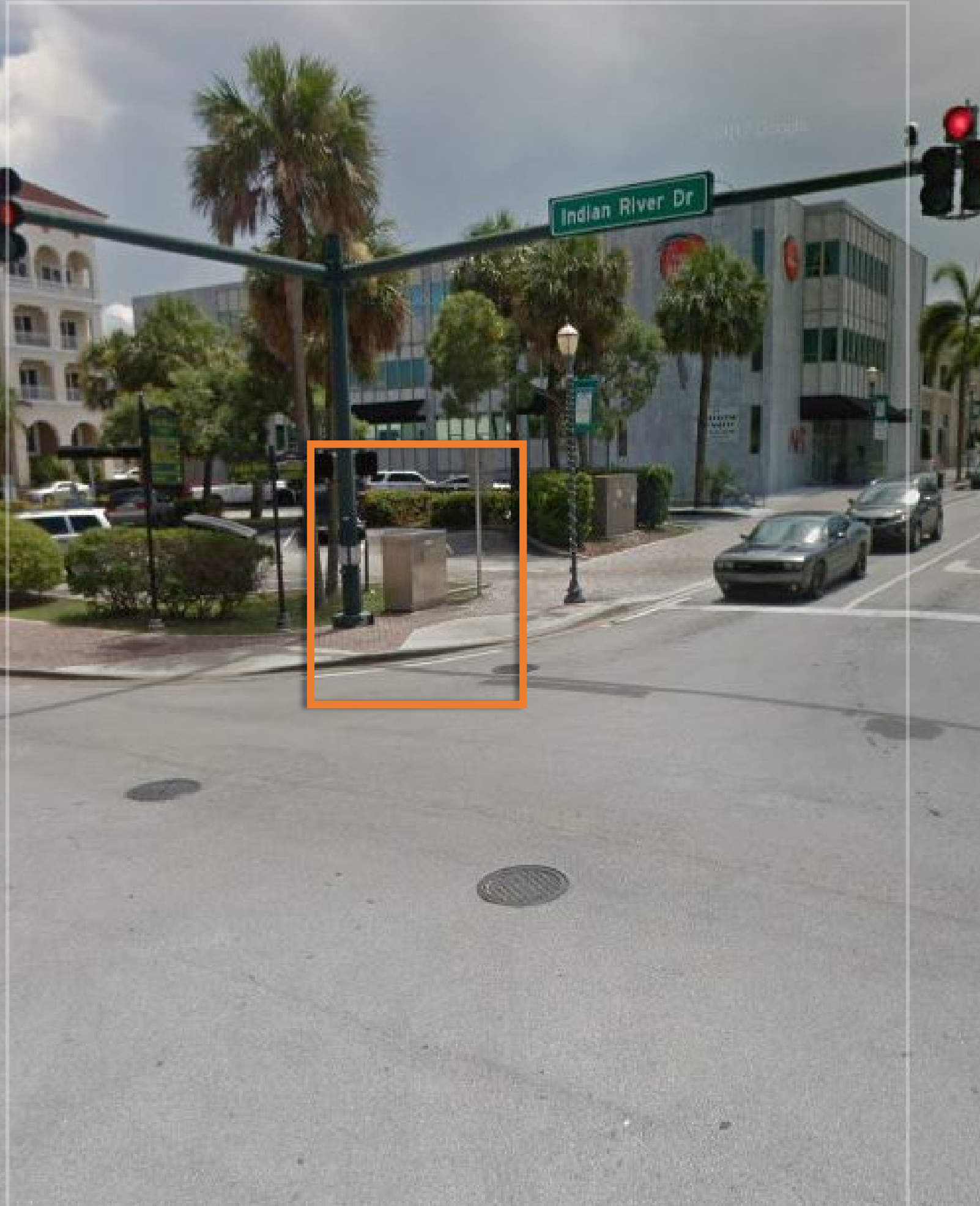
TRAFFIC SIGNAL BOXES

WRAP PROPOSAL 5.2.19

PROPOSED LOCATIONS



Orange Ave. + Indian River Dr.



DESCRIPTION

- Night shot of Orange Avenue to capture lights and nightlife, even during the day.
- Alternative: Orange blossom pattern to accentuate the “orange” in Orange Avenue.



Orange Ave. + US 1



DESCRIPTION

- Wrap design featuring: “Welcome to Downtown Fort Pierce” creates gateway entrance into downtown and provides visitors with a sense of place.
- Wayfinding can be incorporated into the sign if dimensions are suitable.
- Smaller box can feature “call to action” and include hashtag.

Orange Ave. + 5th St.

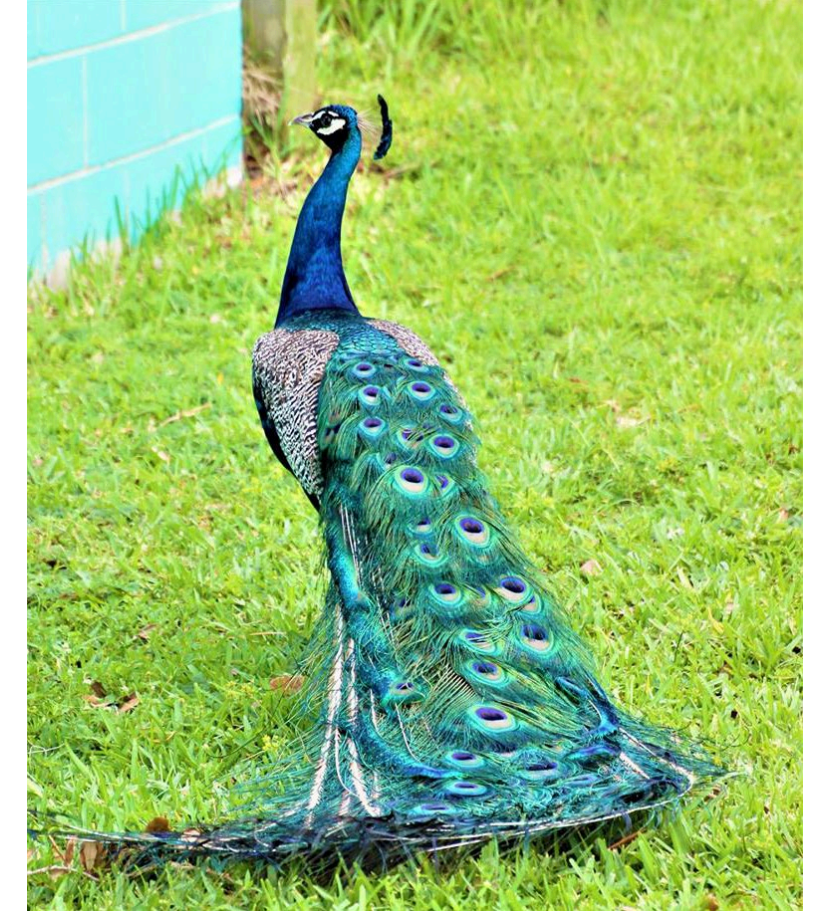


DESCRIPTION

- Since this box is located next to the historic Arcade Building and the Historic Post Office, featuring historic photos of this corridor will accentuate our history.
- Being that the photos/postcards are old, the resolution might not be suitable for one entire image, in that case the alternative will be to collage several images/postcards of this corridor.
- Note – all wrapped boxes in the PAD will feature the PAD logo for brand awareness.



Orange Ave. + 7th St.



DESCRIPTION

- This box is located in the heart of Peacock Arts District and where the majority of peacocks reside; therefore this box will highlight our local feathered friends.
- Note - all wrapped boxes in the PAD will feature the PAD logo for brand awareness.

Orange Ave. + 10th St.

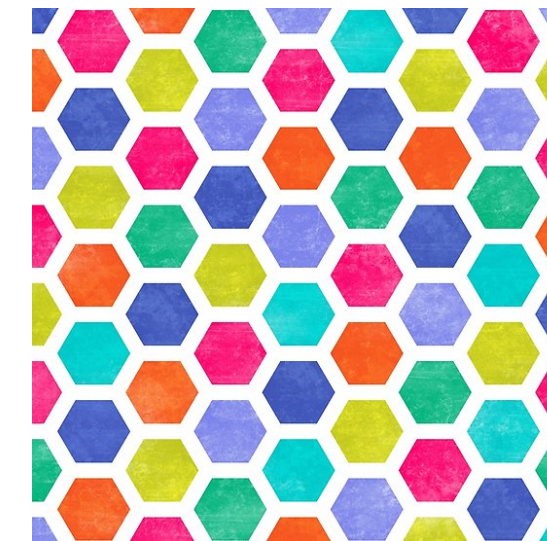
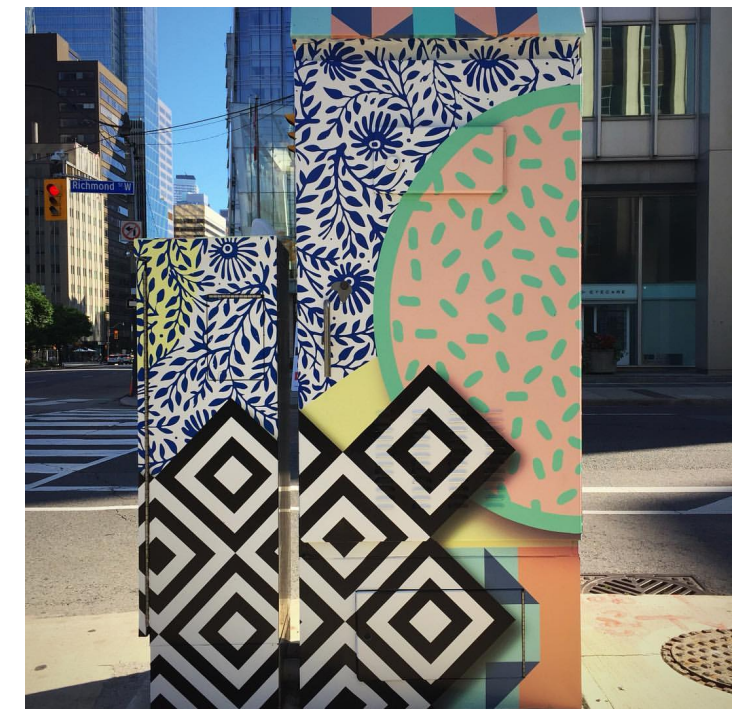


DESCRIPTION

- This box is located on 10th Street next to St. Mark Missionary Baptist Church. Royal Poinciana trees were recently planted all along 10th Street and they will soon grow and bloom. The concept of this box is to accentuate the natural surrounding of 10th Street by featuring artwork of royal Poinciana blooms while also including peacock feathers.
- Alternative: Incorporate photo to highlight Old St. Anastasia School.
- Note - all wrapped boxes in the PAD will feature the PAD logo for brand awareness.



Orange Ave. + 13th St.



DESCRIPTION

- This box is located at the gateway to the Peacock Arts District (once the boundaries are expanded). It is near a vacant gas station and a vacant lot across the street. The vibe of this box will be bright, colorful and inspiring to help infuse vitality into this area.
- Alternative: Pay tribute to Edwin Binney with a background of crayons with the PAD logo overtop.

US 1 + Avenue A

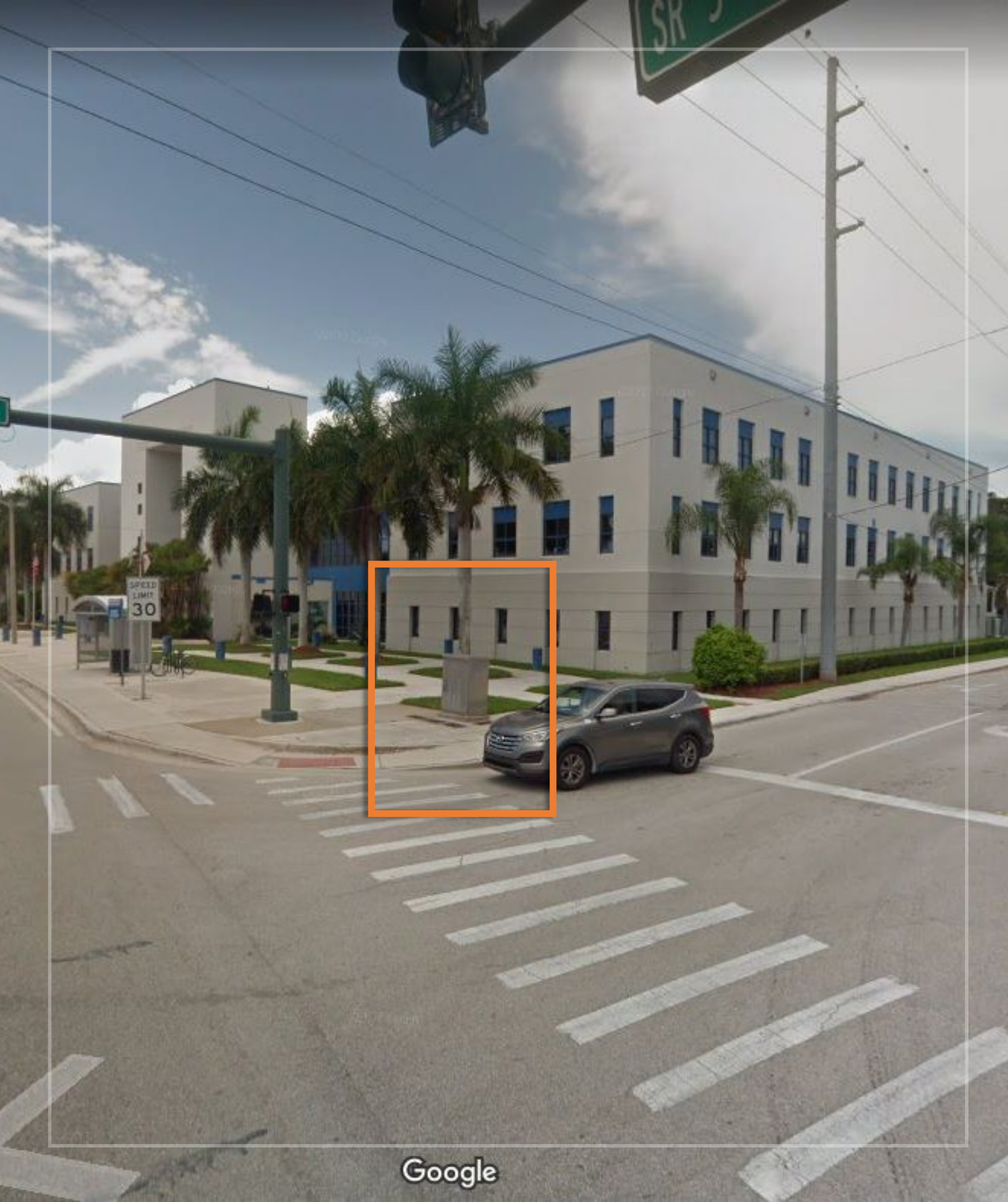


DESCRIPTION

- This box is located in front of Old City Hall. Located on the renamed Marina Way, this box can feature an image of the marina at the end of the road, directing US1 travelers to the marina.
- Alternative: The City has discussed accentuating Dan McCarty Memorial Highway. This box could emphasize the history of Governor McCarty and his memorial highway.



US 1 + Avenue C



DESCRIPTION

- This box is located at the corner of US 1 and Backus Ave. I've already spoken to Marshall at the Backus Gallery and they will be selected a piece or pieces of Backus' work to wrap this box.



US 1 + Seaway Dr.



DESCRIPTION

- This box is located at the gateway to the South Beach and should capture the beachy, vibrant vibe as well as draw attention to South Hutchinson Island to US 1 travelers that may not know what it has to offer.



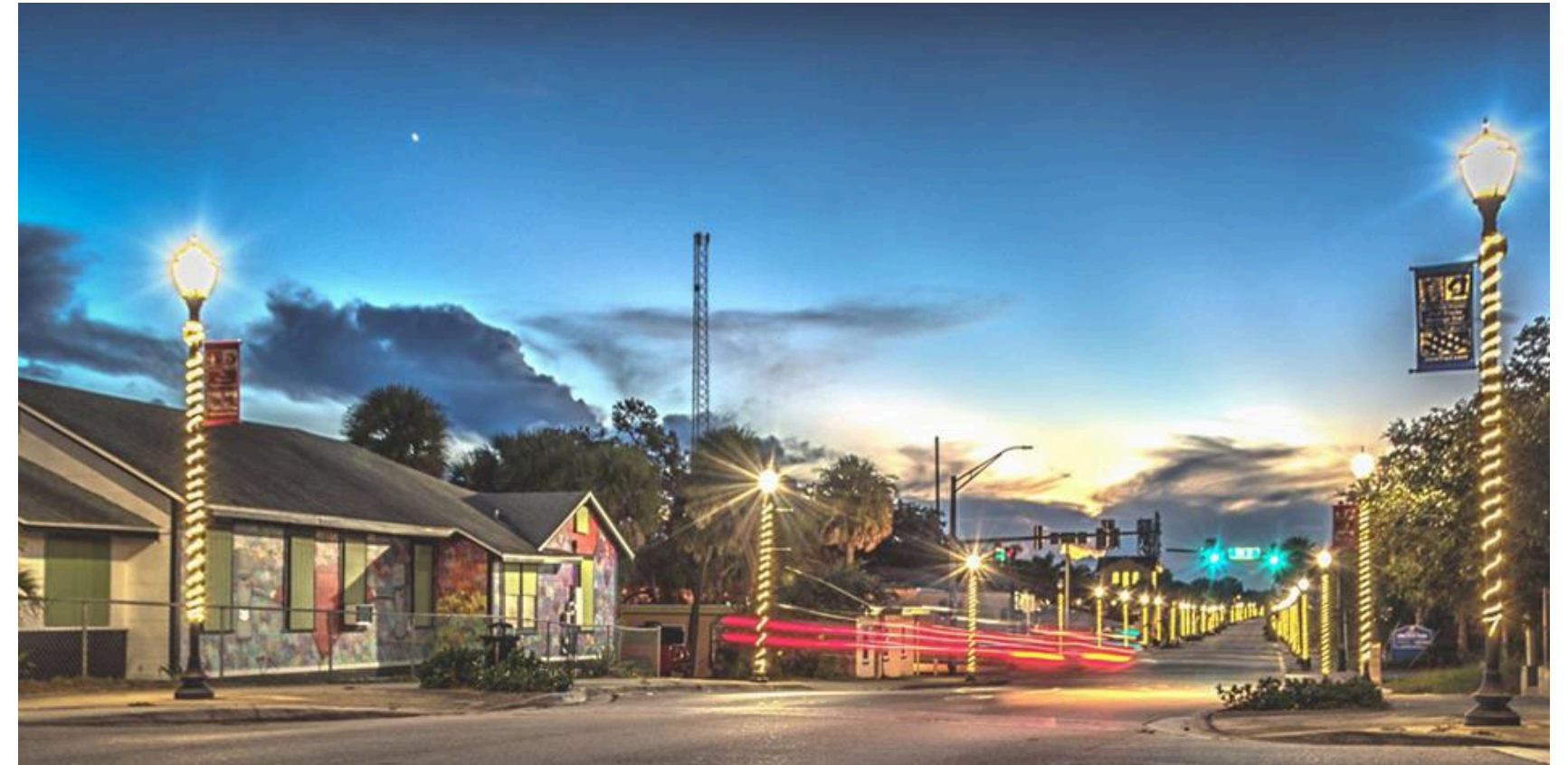
Seaway Dr. + Indian River Dr.



DESCRIPTION

- This box is located at the gateway to the South Beach and should capture the beachy, vibrant vibe as well as draw attention to South Hutchinson Island to US 1 travelers that may not know what it has to offer.

US 1 + Avenue D



DESCRIPTION

- This box is located at the gateway of Lincoln Park.
- I'm awaiting feedback from staff regarding their vision for these boxes.



US 1 + Avenue H



DESCRIPTION

- This box is located at the entrance of the Port and should draw visibility to this new activity generator.
- Alternative: Use shot of Indian River Lagoon



Avenue D + 7th St.



DESCRIPTION

- This box is located across the street from the “Welcome to Lincoln Park” sign and adjacent to the wrapped transformer box at the Community Services Building.
- I am awaiting feedback from staff for their vision for wraps on Avenue D.



Avenue D + 13th St.

DESCRIPTION

- This box is located directly next to a building so I'm not sure it is a great location for a wrap.
- Potential alternatives are:
 - Avenue D and 25th Street
 - US1 and Delaware Avenue



Avenue D + 25th St.



US 1 + Delaware Ave.



<ALTERNATIVES>



553 S.E. Monterey Rd
Stuart, FL 34994
772-283-1359

Quote: 22973

Date QUOTE: 5/26/23
Completion Date:

Name	Salesperson	Email
Pinal Gandhi-Savdas	Angelica Gilchrist	pgandhi@ci.stuart.fl.us
City of Stuart 300 SW St. Lucie Avenue Stuart, FL 34994-2139		Phone 772-283-2532
		Fax
		Quote Category 77" Cabinet Wrap Hidden Oaks

Qty	Product ID	Color	Description	Unit Price	Total Price
1	PROOF_SETUP		Proofing Setup	40.00	40.00
1	WRAP_SQFTCU STM		77" Cabinet Wrap - with Installation [3388 sqin @77x44]	776.07	776.07

Subtotal	816.07
Sales Tax	
Shipping	
Total	816.07

Note:

Quote valid for 30 days. Hours: Monday - Friday 8:00 AM - 4:30 PM

Orders require a 50% deposit of the quoted amount, to start design work. Projects are not put into the schedule until a deposit is received. By placing the deposit, you are accepting Ampersand Graphics terms and condition*. The remainder of the balance is due on receipt (DOR). No refunds, account credit only.

Standard production time is 10 business days from order & design approval. Printing Trade Customs of +/- 10% overage/underage apply. Any charges for dies, screens or designs does imply the sale or transfer of such equipment or files.

Authorized By: Signature

Printed Name

Title

Date

Report Date: 5/26/2023

Page # 1/1

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