

## RESOLUTION NO. 2009-42

**A RESOLUTION OF THE CITY OF PALM BAY, BREVARD COUNTY, FLORIDA, ENDORSING THE USE OF SIGNAGE PLACED IN STRATEGIC LOCATIONS PRONOUNCING THE MULTI-JURISDICTIONAL COOPERATION ON THE ST. JOHNS HERITAGE PARKWAY/PALM BAY PARKWAY; PROVIDING FOR AN EFFECTIVE DATE.**

**WHEREAS**, the St. Johns Heritage Parkway/Palm Bay Parkway (hereinafter 'Parkway') is a regionally significant, planned transportation corridor connecting the cities of Palm Bay, West Melbourne, and Melbourne, and

**WHEREAS**, the Parkway will provide a much needed emergency evacuation route for tens of thousands of South Brevard residents, and

**WHEREAS**, the Parkway will include two new Interstate 95 interchanges (near Babcock Street/Micco Road at the south terminus and Ellis Road and John Rhodes Boulevard/U.S. 192 to the north), and

**WHEREAS**, the Parkway will ease transportation congestion as an alternative arterial collector to Minton Road, Wickham Road, and Interstate 95, and

**WHEREAS**, the Parkway will assist in creating jobs by connecting multiple nodes of economic development opportunities, and

**WHEREAS**, the Parkway will provide an additional and much needed egress-ingress for the newly built Heritage High School located in Southwest Brevard, and

**WHEREAS**, the Parkway will highlight Florida's natural resources and scenic beauty, and foster environmental conservation, and

**WHEREAS**, the Parkway will be realized via a coalition of multiple jurisdictional/participants, to include, but not limited to, Brevard County Board of County Commissioners, the Cities of Palm Bay, Melbourne, and West Melbourne, the Brevard

County School Board, the Brevard Legislative Delegation, the offices of Congressman Bill Posey and Senator Bill Nelson, the Melbourne Airport Authority, as well as private sector organizations and community leaders, and

**WHEREAS**, public awareness and transparency of the Parkway project is a high priority of all parties involved, and

**WHEREAS**, signage is an appropriate form of communicating information about the Parkway, and

**WHEREAS**, use of a seal or logo may be displayed on aforementioned signage upon approval of the executive officers of jurisdictions represented thereon.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF PALM BAY, BREVARD COUNTY, FLORIDA**, as follows:

**SECTION 1.** The City Council hereby endorses the use of signage placed in strategic locations pronouncing the multi-jurisdictional cooperation on the Parkway. An example of a sign could include the Brevard County and several city logos with a slogan similar to “Working together for OUR future...St. Johns Heritage Parkway/Palm Bay Parkway coming soon.”

**SECTION 2.** The cost to produce signage shall be paid for by the Brevard County Board of County Commissioners; however, donations from the private sector may be accepted to offset budgetary impacts.

**SECTION 3.** When a seal or logo is to be presented on signage, a draft illustration must be submitted to and approved by the executive officer of the jurisdiction to be acknowledged, prior to production or placement of sign.

**SECTION 4.** This resolution shall take effect immediately upon the enactment date.

This Resolution was duly enacted at Meeting No. 2009- , of the City Council of the City of Palm Bay, Brevard County, Florida, held on , 2009.

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John J. Mazziotti, MAYOR

ATTEST:

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Alice Passmore, CITY CLERK

Signage Concept Draft Illustration

