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July 1, 2009

To: City Council

From: David W. Reynal, City Manager

RE: CONSENT AGENDA –
Resolution 2009-21 - St. Johns Heritage Parkway Signage

We have been asked to consider adoption of the attached Resolution to further indicate support by various entities in the completion of the Parkway project.

Recommendation
Adoption of Resolution 2009-21.

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RESOLUTION NO. 2009-21

A RESOLUTION OF THE CITY OF WEST MELBOURNE, BREVARD COUNTY, FLORIDA, ENDORSING THE USE OF SIGNAGE PLACED IN STRATEGIC LOCATIONS, PRONOUNCING THE MULTI-JURISDICTIONAL COOPERATION ON THE PARKWAY.

WHEREAS, the Parkway (aka St. Johns Heritage Parkway/Palm Bay 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 I-95 interchanges (near Babcock Street/Micco Road at the south terminus and Ellis Road and John Rodes 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 I-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 City of Palm Bay, the City of West Melbourne, the City of 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 West Melbourne, Brevard County, Florida, as follows:

Section 1.

The City of West Melbourne 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 could 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.

PASSED AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF WEST MELBOURNE, BREVARD COUNTY, FLORIDA, THIS _____ DAY OF _____, 2009.

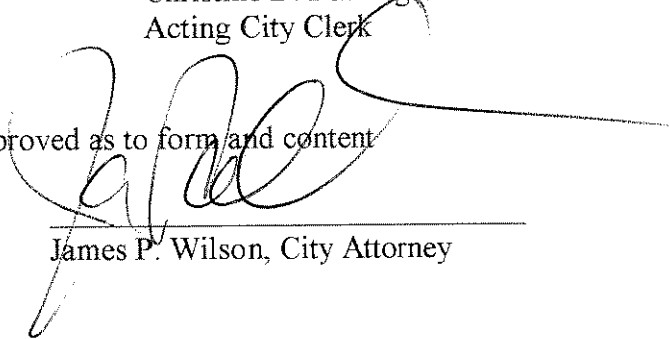
HAL J. ROSE, MAYOR

ATTEST:

Christine D. Pennington
Acting City Clerk

Approved as to form and content

By:



James P. Wilson, City Attorney

Attachment:

Signage Concept Draft Illustration

