

“About Town”



The Official Newsletter of the City of Rockledge

1600 Huntington Lane | 321.690.3978 phone | 321.690.3987 fax

**Volume 1, Issue 2
Summer 2013**

Rockledge City Council

Thomas J. Price
Mayor

Dr. Joe Lee Smith
Council Seat 1

Richard K. Blake
Chair / Council Seat 2

T. Patrick O’Neill
Council Seat 3

Frank T. Forester
Council Seat 4

E. Georgia Phillips
Council Seat 5

Ted J. Hartselle
Council Seat 6

.....
Inside This Issue

Fertilizer FAQs/Tips	2-3
Community Resource Center	3
New Police Chief	4
Redevelopment Agency News	4
Upcoming Events	5
2014 Budget	5
Hurricane Prep	6
Stormwater Monitoring	6
Building Division	7
Recycling Program	7
Waste Collection	8

New Fertilizer Regulations in Effect June 1, 2013

In an effort to meet new goals and objectives being set forth by State and Federal regulatory agencies, City staff is in the process of updating its original Stormwater Plan, particularly with regard to the Total Maximum Daily Loads (TMDLs) for total nitrogen and total phosphorus.

Over the next 15 years, the City is required to reduce the total pounds of both nitrogen and phosphorous making their way into the Indian River by 13,975 pounds and 2,096 pounds, respectively.

The City has met its requirement for the first five years, having already achieved a 15 percent reduction of these elements.

In addition, the State of Florida has mandated that all jurisdictions must

approve and adopt, at a minimum, the “State of Florida Model Fertilizer Ordinance.” **In March 2013, however, City Council adopted an ordinance of even higher standards than the State of Florida Model.**

Essentially, this ordinance regulates the use of fertilizer on turf and lawns during the “rainy season,” which, by definition, extends from **June 1 through September 30.**

During this time frame, it is unlawful to utilize any fertilizer that contains nitrogen and phosphorus. Furthermore, applying fertilizer when the City is under a tropical storm watch or warning, a hurricane watch or warning, or a flood watch or warning is also prohibited.

The enhanced standards and regulations stem from widespread flooding that occurred as a result of severe storm events during the late 1980s and early 1990s.

Since that time, City Council has secured millions of dollars in grant funding and taken a number of precautions to help prevent future flooding, including adoption of the second most restrictive drainage standards in the state.

To view a list of Frequently Asked Questions, as well as helpful tips for protecting the Indian River, please turn to Page 2. For additional information on the ordinance, please contact Don Griffin or Alix Townsend with the Rockledge Planning Department, 321.690.3978.

Fertilizer FAQs and Helpful Tips

What time frame constitutes the "rainy season?" By definition, the "rainy season" extends from June 1 through September 30.

Why is there a ban on fertilizer during the rainy season? A portion of the fertilizer that is applied during the rainy season runs off into the Indian River Lagoon. Just one pound of fertilizer can result in 500 pounds of algae growth, which blocks sunlight and prohibits the growth of sea grass, and also deprives the water of oxygen, resulting in fish kills.

What about the rest of the year? Fertilizer can be applied at times other than during the "rainy season," provided that:

- ◆ Spreader deflector shields are required when fertilizing via rotary (broadcast) spreaders. Deflectors must be positioned so that fertilizer granules are deflected away from all impervious (impenetrable) surfaces, fertilizer-free zones, surface waters and water bodies, including wetlands.
- ◆ Any fertilizer applied, spilled, or deposited on any impervious surface must be immediately and completely removed, to the greatest extent possible, and either legally applied to turf or other legal sites, or returned to the original or other appropriate container. **It should not be washed down any storm drain.**
- ◆ Fertilizer containing phosphorous is not permitted to be applied to turf or landscape plants in the City of Rockledge, unless a soil or plant tissue deficiency is verified by soils tests.
- ◆ The nitrogen content of fertilizer applied to turf or landscape plants within Rockledge must contain at least 50 percent slow-release nitrogen, per guaranteed analysis label.
- ◆ Fertilizers applied to turf within Rockledge must be applied at rates that are in accordance with requirements and directions provided by Florida law.
- ◆ Fertilizer containing nitrogen or phosphorus shall not be applied before seeding or sodding a site, and not for the first 30 days after seeding or sodding. The only exception is when hydro-seeding is used for temporary or permanent erosion control in an emergency situation (wildfire, etc.), or in accordance with the Stormwater Pollution Prevention Plan for that site.

If I live west of U.S. 1, does this apply to me?

Yes, almost one-half of all stormwater runoff, or 5.5 square miles of the City, discharges into the Indian River in Rockledge.

If I live on the river, what does this mean for me?

The area east of Rockledge Drive is now classified as a "fertilizer-free zone," which means it is unlawful to apply fertilizer to any property in that area, regardless of the time of year.

What constitutes a "fertilizer-free zone?"

- ◆ 10 feet from surface waters (e.g., pond, stream, watercourse, lake, canal, river or wetland), or within 10 feet from the top of a seawall.
- ◆ Those areas east of Rockledge Drive.

What are the special conditions in a "fertilizer-free zone?"

- ◆ If a deflector shield, drop spreader, or liquid applicator with a visible and sharply defined edge is used in these areas, a minimum of three feet must be maintained.
- ◆ Beginning 30 days after planting, newly planted turf and/or landscape plants may be fertilized in a fertilizer-free zone for a 60-day period, if such action is necessary for the plants to become well established.
- ◆ Residents living east of U.S. 1 that use fertilizer should refrain from fertilizing within 10 feet of a roadway that leads directly into the Indian River. (cont'd. pg. 3)

Exemptions to the rainy season ban:

- ◆ Reclaimed, or irrigation quality (IQ) water, used for irrigation may contain nitrogen and/or phosphorous.
- ◆ Golf courses, when landscaping is performed within the provisions of the Florida Department of Environmental Protection document, “Best Management Practices for the Enhancement of Environmental Quality on Florida Golf Courses.”
- ◆ Athletic fields at public parks and school facilities that apply the concepts and principles embodied in the Florida Green BMPs, while maintaining the health and function of their specialized turf areas.

Ways you can help to protect the Lagoon:

- ◆ Reduce the use of fertilizer.
- ◆ Use a mulching blade on a lawn mower.
- ◆ Don’t sweep yard clippings and leaves down catch basins—sweep back onto grass. Never leave them on the street or sidewalk or put them down a storm drain.
- ◆ Use native and Florida-friendly plants in the yard.
- ◆ Pick up after your pet and pick up after yourself.
- ◆ Report sick, dead or injured wildlife to the Fish and Wildlife Conservation Commission at 888.404.3922.

Fiske Blvd. & Eyster Blvd. Intersection Improvements

Intersection improvements at Fiske and Eyster Blvds. began on May 22 and are expected to be completed by August 13. Work will take place Monday through Friday during normal business hours. Motorists are urged to use caution in this area and should expect periodic lane closures and crosswalk closures during this time frame. Improvements consist of drainage enhancements, widening the intersection, and installing turn lanes on Fiske and Eyster Blvds. These upgrades will improve traffic flow during morning drop-off and afternoon pick-up at Kennedy Middle School. The City appreciates your patience and will make every effort to minimize the impact on all residents. Please call Public Works, 321.690.3961, with questions or concerns.

Rockledge Celebrates Grand Opening of Community Resource Center

On May 30, 2013, the City of Rockledge and the Rockledge Community Redevelopment Agency celebrated the grand opening of the Rockledge Community Resource Center. The facility became vacant in October 2011 when the Rockledge Police Department relocated to its new headquarters at 1776 Jack Oates Blvd.

Construction to transform the former single-use structure into a multi-tenant facility has been ongoing since late 2011. The Community Resource Center is now home to non-profit organizations L.E.A.D. Brevard, the

Central Brevard Art Association, and Grandparents Raising Grandchildren. The Rockledge Community Redevelopment Agency made the transition into the Resource Center in March 2013, and The Children’s Hunger Project will soon utilize a portion of the facility for storage of food items for its weekend-food backpack initiative.

In addition to the office suites, the Resource Center also boasts a community reading room, which came to fruition largely because of the efforts of Rockledge City Councilwoman Georgia Phillips, as well as a computer lab, which was

made possible in part through a donation from Bright House Networks. A state-of-the-art training/conference room adds the finishing touch to the features of the Resource Center.

“We’re extremely proud of this project,” said City Manager Jim McKnight. “The Police Department had outgrown this facility, but now we have three terrific non-profit organizations occupying the space, along with the Georgia Phillips Reading Room, Bright House Computer Lab and meeting/training area that are now available for the benefit of our entire community,” he said.

Rockledge Names Joseph LaSata as New Chief of Police

Joseph LaSata, formerly assistant chief of police for the West Hartford, Conn., Police Department, has been selected as the new chief of police for the City of Rockledge. Mr. LaSata served the West Hartford Police Department from 1991 and is a certified police officer within the State of Florida. He officially began his tenure with the City of Rockledge on June 3, 2013. Chief LaSata holds a bachelor's degree in business administration from

the American International College, and he is a graduate of the Federal Bureau of Investigation National Academy.

The chief of police position became vacant in October 2012 when Ron Krueger resigned. Since November 1, 2012, Lionel Cote, retired chief from Satellite Beach, has served as the interim chief of police.

Officially sworn in as chief of police at the Rockledge City



Chief Joseph LaSata

Council meeting on June 5, 2013, please help to extend a warm Rockledge welcome to Chief Joseph LaSata! Congratulations!

Community Matters: News from the Redevelopment Agency

In 2002, City Council established the Rockledge Community Redevelopment Agency, whose primary objective is to guide redevelopment activities that are intended to: a) return properties to their highest and best use; and, b) improve the economic vitality of a designated area, thereby rendering it more appealing for private-sector investment.

Façade Improvement Grants Available

An important tool utilized by the Redevelopment Agency in achieving this goal is its Façade Improvement Grant Program. This integral initiative helps to revitalize and bring new life, as well as new investment, into the community. Administered by the Rockledge Community Redevelopment Agency, the Façade Improvement Grant Program provides matching funds

in an amount up to \$10,000.00 for eligible improvements, such as landscaping, painting, signage and decorative lighting, and is available to both commercial and residential properties within the Redevelopment District! To see if your home or your business qualifies, contact the Community Redevelopment Agency at 321.305.4975, or visit www.chooserockledge.com to learn more!

Community Garden Plots Available

In September 2011, the Community Redevelopment Agency implemented Rockledge's first-ever Community Garden. The benefits of community gardens are many, as they provide a catalyst for neighborhood and community development, stimulate social interaction, and beautify neighborhoods.

Located at 889 Barton Blvd., just to the west of Crest Cleaners, the Garden offers 21 5-foot by 20-foot plots with raised beds and an irrigation source at each plot. The "membership year" begins on July 15, and currently, there are six vacancies. However, anyone interested in adopting a garden plot, and who does so between June 1 and July 15, will get that time for free!

The membership fee is \$60.00 per year and includes irrigation. Gardeners are responsible for providing their own soil, tools and watering implements, such as watering wands, but hoses and wheelbarrows are available for use. The Garden is secured and gated, and gardeners gain access via a combination lock.

Those interested can contact the Redevelopment Agency, 321.305.4975.

Upcoming Events!

Be sure to mark your calendars for these fun and exciting events!
And visit our [Facebook page](#) for all of the latest details!

◆ “A Midsummer’s Night” of Music! | Wed, July 3 | 5:30-8:30pm | McLarty Park

You do not want to miss this! Our very own Rockledge talents will perform a wide variety of musical styles for attendees! If you happened to catch our program, “Sounds of the Season,” during the holidays, then you know that Rockledge has an abundance of gifted entertainers! And, we’re pairing this event with a mini-Food Truck Bazaar! So kick off the July 4 holiday with Rockledge! For additional info, contact the Community Redevelopment Agency at 321.305.4975 or www.chooserockledge.com.

◆ 27th Annual Independence Day Picnic! | Thu, July 4 | 10am-4pm | McLarty Park

Celebrate Independence Day with the City of Rockledge! Parking and admission is free, and just \$1 buys your lunch! There will be activities for the children, swimming at a reduced cost, games and MORE! For details, contact City Hall, 321.690.3978, or www.cityofrockledge.org.

◆ July 4th Fireworks! | Thu, July 4 | Appx. 9pm | Cocoa Riverfront Park

After enjoying a great lunch and fun-filled day at McLarty Park, come to Riverfront Park in Cocoa for the July 4 fireworks display! Produced in partnership with the City of Cocoa, fireworks begin at approximately 9 p.m., with the Brevard Symphony taking the stage at 8 p.m. For info, contact City Hall, 321.690.3978.

◆ National Night Out | Tue, Aug 6 | 5-8pm | McLarty Park

Demonstrate your commitment to keeping your community safe and to forging relationships with your local law enforcement personnel. This event features complimentary food, and a number of businesses will have displays featuring information and giveaways! For details, contact Officer Ilene Manzo, Rockledge Police Department, at 321.690.3213 X 3197.

◆ Rockledge Night with the Brevard County Manatees | Fri, Aug 23

6:35pm Game Start | Space Coast Stadium

Come on out and watch your Brevard County Manatees take on the Dunedin Blue Jays! Free or discounted game tickets will be offered by several Rockledge businesses, so stay tuned to www.chooserockledge.com for details on where to get yours!

Formulation of Fiscal Year 2014 Budget

New Fiscal Year Begins October 1, 2013

City Council is seeking input for the development of the Fiscal Year 2014 Budget for the City of Rockledge. The budget is formulated between the months of May and July, with a workshop and public meeting held on August 14, 2013, and public hearings and final adoption on September 4 and September 18, respectively. For additional information or to offer input, please contact Assistant City Manager David Henderson at 321.690.3978.

Rockledge -- Preserving the Past ... Planning the Future

Hurricane Season Is Here! Are You Prepared?

Hurricane season is upon us, so now is the time to get ready! Having been through some pretty fierce hurricane seasons, a lot of knowledge has been gained, so here are some guidelines to help with your planning:

1. Secure loose items around your yard or bring them indoors.
2. Provide shutters for your windows.
3. Stock up with supplies for at least three days!!
 - ◆ Water – two to five gallons per day, per person.
 - ◆ Non-perishable and canned food items.
 - ◆ Batteries for flashlights and battery powered radios.
4. Flashlights.
5. Battery-powered camping lanterns—an excellent light source and safer than candles!
6. Contact out-of-state relatives and inform them of your hurricane plan so that family members can check on your status.
7. Make plans for special needs, including medical devices, oxygen use or extra medication.

Have several blue tarps available to cover roof damage, along with a ladder, wood strips, and hammer and nails. Cover damage as soon as possible to prevent further destruction to your home.

Safety after the storm: Because the storm can cause hazards outdoors, follow these simple safety guidelines to ensure your safety.

1. **Stay off the roads immediately following the storm.** Although you may want to venture out and check for damage, government officials will be traveling and inspecting every roadway in order to assess the damage, check for hazards, and determine the most immediate needs of the residents. This evaluation is critical for

estimating financial impact, which is important in activating FEMA assistance.

2. **Watch for downed electrical wires.** Wires may or may not be energized, so do not touch chain-link fences or metal sheds that have wires laying on them.
3. **Remove your shutters as soon as possible!** It will indicate that the home is occupied. Leaving shutters in place can create hazards because, in the event of a fire, they obstruct the fire department's access to the home, they preclude ventilation, and they make exiting from the home more challenging.
4. **Generators** – if you run a generator follow these simple rules:
 - ◆ Run it out doors.
 - ◆ **Do not** fill it with gas while it's hot!
 - ◆ Use properly rated power cords for the power load you will run.

Additional preparedness information is available in the phone book, including evacuation information, emergency shelter locations and special-needs-registry information, at [FEMA's Web site](#), and at the [National Weather Service - National Hurricane Center](#).

Barton Park Stormwater Facility Monitoring

The Quality Control Monitoring Program (QAAP) for the Barton Park Stormwater Facility monitoring has been completed and approved by the Florida Department of Environmental Protection (FDEP). A joint effort of the City of Rockledge, the FDEP, and the St. Johns River Water Management District, the project was developed by CDM Smith Consulting Engineers.

News & Notes from the Building Division

Business Tax Receipts

All businesses operating in the City of Rockledge are required to obtain a Business Tax Receipt. Businesses currently holding a valid Business Tax Receipt will be sent a renewal notice in early August. Renewals are due by October 1, and additional penalties apply if payment is received after that date. If you are currently operating a business without a Business Tax Receipt, please apply in person at City Hall or download the forms online at

www.cityofrockledge.org. Questions? Please contact the Building Division, 321.690.3984.

Code Enforcement Bulletin

All buildings are required to have address numbers placed on the structure, not on the curb. To ensure that emergency services personnel can respond to a distress call, please locate street numbers where they are plainly visible from the road that fronts the property, are of a contrasting color from the structure, and are at least 4 inches in height.

Success of Single-Stream Recycling Continues

In October 2011, Rockledge began a new recycling initiative known as "Single-Stream Recycling," which offers residents the ability to recycle a larger variety of materials in a single container.

The program has proven to be a quite successful, with the volume of materials recycled increasing by 204 tons, or 77 percent, when comparing the first quarter of 2011 with the same time period in 2012. More recently, when looking at April 2012, 145 tons of materials were recycled, compared with 162.62 tons in April of 2013 – an increase of 12 percent!

It is important to not only maintain, but also to increase this momentum and **KEEP ROCKLEDGE GREEN!**

Here is a list of accepted recyclable items:

PLASTICS

- ◆ PET plastic containers (commonly used for soda and water bottles, as well as some food items), without caps
- ◆ HDPE natural and pigmented plastic containers (milk, water, detergent, shampoo bottles, etc.) having narrow necks only, without caps
- ◆ Plastics with narrow and screw top containers, as well as empty prescription bottles

PAPER

- ◆ Corrugated cardboard, regular cardboard, and cereal boxes (all broken down)
- ◆ Gable top containers (milk/juice cartons), and aseptic (no-refrigeration-needed) juice boxes
- ◆ Newsprint, magazines, catalogs, and telephone books
- ◆ Printer paper, copier paper, mail, and all other office paper without wax liners
- ◆ Paper bags

ALUMINIUM

- ◆ Food and beverage containers
- ◆ Ferrous (iron) cans

GLASS

- ◆ Food and beverage containers (brown, clear and green)

MATERIALS NOT ACCEPTED

- ◆ Microwave trays, mirrors, window or auto glass, light bulbs, ceramics, porcelain, plastic bags, coat hangers, glass cookware and bakeware, and household items such as cooking pots, etc.

Please remember to rinse all of your bottles and containers free of residue. If you have questions, please call the Public Works Department at 321.690.3961.

A Message from Public Works—Sanitation Division

Please place all receptacles curbside by 7 a.m. on your collection service dates. We regret that crews cannot return for late placements.

There is no limit on household waste — 65- or 95-gallon hobos (wheeled containers) are supplied by the City. Also, please bag all household waste before placing

it in the container in order to prevent spills and odors. With regard to yard waste, residents are permitted to have two, 30-gallon receptacles curbside. If the two receptacles are filled up, then residents can put out an unlimited number of bags of yard waste in addition to the two receptacles. Branches should be cut into pieces 4 to 5 feet in length.

When placing trash at the curb, please look for an area that is not under low-lying tree limbs or power wires.

Thank you for your cooperation! If you have any questions, please contact the Sanitation Division at 321.690.3961 or visit the [Sanitation Division's Web page](#).

City of Rockledge—2013 Holiday Collection Schedule

For household garbage | yard trash | recycling collection

Holiday Observed	No pick-up on this day (City offices closed)	Household garbage If regular days are Mon & Thu , pickups will be on	Household garbage If regular days are Tue & Fri , pickups will be on	RECYCLING/ YARD TRASH If regular day falls on observed holiday , pickups will be on
Independence Day	Thu, Jul 4	Mon & Wed	Tue & Fri	Fri, Jul 5
Labor Day	Mon, Sep 2	Tue & Thu	Wed & Fri	Tue, Sep 3
Veterans Day	Mon, Nov 11	Tue & Thu	Wed & Fri	Tue, Nov 12
Thanksgiving Day	Thu, Nov 28	Mon only No other pick-up this week	Tues only No other pick-up this week	NO PICK-UP Regular pick-up will resume the next week
Day After Thanksgiving	Fri, Nov 29			
Christmas Day	Wed, Dec 25	Mon & Thu	Tue & Fri	Thu, Dec 26