

ORDINANCE NO. 98-23

AN ORDINANCE OF THE CITY OF MELBOURNE, BREVARD COUNTY, FLORIDA, RELATING TO COMMUNITY REDEVELOPMENT; MAKING FINDINGS; CREATING SECTIONS 10-210 THROUGH 10-222, MELBOURNE CITY CODE; CREATING THE BABCOCK STREET COMMUNITY REDEVELOPMENT AGENCY; PROVIDING DEFINITIONS; PROVIDING AGENCY BOARD POWERS; PROVIDING FOR COMMUNITY REDEVELOPMENT AGENCY BOARD COMPOSITION; PROVIDING AN AGENCY ADVISORY COMMITTEE; PROVIDING FOR ADVISORY COMMITTEE TERMS, OFFICERS, RULES OF PROCEDURE, AND FOR OPEN MEETINGS; PROVIDING FOR THE COMMUNITY REDEVELOPMENT AGENCY JURISDICTIONAL DESCRIPTION; PROVIDING FOR OFFICERS OF THE COMMUNITY REDEVELOPMENT AGENCY, RULES OF PROCEDURE, SESSIONS, OPEN MEETINGS, AGENCY DURATION, AND AN AGENCY BUDGET; ADOPTING A COMMUNITY REDEVELOPMENT PLAN AND RESERVING TRUST FUND PROVISIONS; PROVIDING FOR THE REPEAL OF CERTAIN INCONSISTENT ORDINANCES OR RESOLUTIONS; PROVIDING A SEVERABILITY/ INTERPRETATION CLAUSE; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, pursuant to Section 163.410, Florida Statutes, on September 9, 1997, the Brevard County Board of County Commissioners adopted Resolution No. 97-187, which resolution delegated to the City Council of the City of Melbourne the authority to create and operate the Babcock Street Community Redevelopment Agency, pursuant to Chapter 163, Florida Statutes; and

WHEREAS, pursuant to the authority delegated to the City Council of Melbourne, the City Council adopted Resolution No. 1529 on December 2, 1997; and

WHEREAS, the City Council in Resolution No. 1529 determined that pursuant to Section 163.340(8), Florida Statutes (1997), the Babcock Street Community Redevelopment Area was a blighted area; and

WHEREAS, the City Council in Resolution No. 1529 determined that pursuant to Section 163.355, Florida Statutes (1997), the rehabilitation, conservation or redevelopment, or a

combination thereof, of the Babcock Street Community Redevelopment Area is necessary and in the interest of public health, safety, morals, and welfare of the citizens of the City of Melbourne, and in the interest of implementing the intent of the Florida Legislature as expressed in the Community Redevelopment Act of 1969, as amended, to revitalize the area economically and socially, thereby improving the tax base, promoting sound growth, and providing improved infrastructure; and

WHEREAS, the City Council in Resolution No. 1529 determined that pursuant to Section 163.355, Florida Statutes (1997), there is a need for a community redevelopment agency to function and carry out the community redevelopment purposes as specified in Chapter 163, Part III, Florida Statutes, within the Babcock Street Community Redevelopment Area; and

WHEREAS, the Melbourne City Council in Resolution No. 1529 found that creation of a Chapter 163, Florida Statutes, community redevelopment agency for the Babcock Street jurisdictional area, met the intent, and was consistent with the requirements, set forth in Section 163.335(1), Florida Statutes (1997); and

WHEREAS, pursuant to Resolution No. 1529, the Melbourne City Council created the Babcock Street Community Redevelopment Agency pursuant to Section 163.357, Florida Statutes (1997); and

WHEREAS, it is the intent of the City Council of the City of Melbourne to set forth by ordinance the membership, powers, and method of operation of said Babcock Street Community Redevelopment Agency; to further provide for the aforesaid Community Redevelopment Agency; and to adopt a Community Redevelopment Plan for the Babcock Street Community Redevelopment Area; and

WHEREAS, the City's Local Planning Agency has reviewed this ordinance and found same to be consistent with the City of Melbourne Comprehensive Plan; and

WHEREAS, the legal description of the jurisdictional boundaries of the Babcock Street Community Redevelopment Agency was prepared by the City's Planning and Zoning Department; and

WHEREAS, this ordinance is adopted pursuant to the authority vested in the City Council, *inter alia*, by Brevard County Resolution No. 97-187; Part III, Chapter 163, Florida Statutes (1997); the Melbourne City Charter and Code; and the City's home rule powers pursuant to Article VIII, Section 2, Florida Constitution of 1968 and Section 166.021, Florida Statutes; and

WHEREAS, the City Council finds that this ordinance will promote the public health, safety, welfare, economic order, convenience, and aesthetics; and

WHEREAS, the City's Local Planning Agency has reviewed the proposed Babcock Street Community Redevelopment Plan for the Babcock Street Community Redevelopment Area depicted in Exhibit "A" attached hereto and found said plan to be consistent with the City's Comprehensive Plan as adopted in the City Code; and

WHEREAS, the City Council, sitting as the Babcock Street Community Redevelopment Agency governing board, has determined that the proposed Babcock Street Community Redevelopment Plan for the Babcock Street Community Redevelopment Area depicted in Exhibit "A" attached hereto meets the following requirements of Section 163.360(6), Florida Statutes:

- (a) The proposed plan does not contemplate the relocation of any families in that the implementation of the plan will not cause any families to be displaced from the Babcock Street Community Redevelopment Area;
- (b) The proposed plan conforms to the general plan of the municipality as a whole;
- (c) The proposed plan will afford the maximum opportunity consistent with the sound needs of the municipality as a whole for rehabilitation or redevelopment of the Babcock Street Community Redevelopment Area by private enterprise; and
- (d) The proposed plan gives due consideration to the provision of adequate park and recreational areas and facilities that may be desirable for neighborhood improvement, with special consideration for the health, safety, and welfare of children residing in the general vicinity of the site covered by the plan; and

WHEREAS, the City Council finds that the proposed Community Redevelopment Plan for the Babcock Street Community Redevelopment Area depicted in Exhibit "A" attached hereto will promote the public health, safety, welfare, economic order, convenience, and aesthetics; and

WHEREAS, after due consideration and public hearings as required by law, the City Council of the City of Melbourne, Florida, deems it appropriate to approve the proposed Community Redevelopment Plan.

BE IT ENACTED BY THE CITY OF MELBOURNE, FLORIDA:

SECTION 1. That the City Code of the City of Melbourne, Florida, is hereby amended by adding a section to be numbered 10-210, which said section reads as follows:

ARTICLE X. BABCOCK STREET COMMUNITY REDEVELOPMENT AGENCY

Sec. 10-210. Babcock Street community redevelopment agency created.

By virtue of City of Melbourne Resolution No. 1529, adopted on December 2, 1997, the Babcock Street Community Redevelopment Agency, was created within the city. Pursuant to sections 163.356(1) and 163.357(1)(b), Florida Statutes (1997), while the city council sits as the governing body of the community redevelopment agency, the community redevelopment agency is constituted as a public body, corporate and politic, and as a legal entity, separate, distinct, and independent from the city council.

SECTION 2. That the City Code of the City of Melbourne, Florida, is hereby amended by adding a section to be numbered 10-211, which said section reads as follows:

Sec. 10-211. Definitions.

The following terms, wherever used or referred to in this article, have the following meanings:

(1) "Agency" or "community redevelopment agency" means the Babcock Street community redevelopment agency created and designated pursuant to section 163.357, Florida Statutes (1997).

(2) "Blighted area" means either:

(A) An area in which there are a substantial number of slum, deteriorated, or deteriorating structures and conditions which endanger life or property by fire or other causes or one or more of the following factors which substantially impairs or

arrests the sound growth of the municipality and is a menace to the public health, safety, morals, or welfare in its present condition and use:

1. Predominance of defective or inadequate street layout;
2. Faulty lot layout in relation to size, adequacy, accessibility, or usefulness;
3. Unsanitary or unsafe conditions;
4. Deterioration of site or other improvements;
5. Tax or special assessment delinquency exceeding the fair market value of the land; and
6. Diversity of ownership or defective or unusual conditions of title which prevent the free alienability of land within the deteriorated or hazardous area; or

(B) An area in which there exists faulty or inadequate street layout; inadequate parking facilities; or roadways, bridges, or public transportation facilities incapable of handling the volume of traffic flow into or through the area, either at present or following proposed construction;

(3) "Board" means the governing board of the community redevelopment agency.

(4) "Bonds" means any bonds (including refunding bonds), notes, interim certificates, certificates of indebtedness, debentures, or other obligations.

(5) "Commissioner" means a member of the community redevelopment agency board.

(6) "Committee" means the community redevelopment agency advisory committee as created in section 10-214, city code.

(7) "Community redevelopment" or "redevelopment" means undertakings, activities, or projects of the city or community redevelopment agency in the Babcock Street community redevelopment area for the elimination and prevention of the development or spread of blight or for the provision of affordable housing, whether for rent or for sale, to residents of low or moderate income, including the elderly, and may include redevelopment in a community redevelopment area or rehabilitation or conservation of the community redevelopment area in accordance with the community redevelopment plan and may include the preparation of such a plan.

(8) "Community redevelopment area" means the Babcock Street community redevelopment area, the geographical boundaries of which are described in section 10-212, city code.

(9) "Community redevelopment plan" means the sections 163.360 and 163.362, Florida Statutes, plan, as it is amended from time to time, for the community redevelopment area, which

plan is adopted in section 10-220, city code.

(10) "Council" or "city council" means the governing body or City Council of the City of Melbourne, Florida.

(11) "Debt service millage" means any millage levied pursuant to section 12 of Article VII of the State Constitution.

(12) "Increment revenue" means the amount calculated pursuant to section 163.387(1), Florida Statutes.

(13) "Real property" means all lands, including improvements and fixtures thereon, and property of any nature appurtenant thereto or used in connection therewith and every estate, interest, right, and use, legal or equitable, therein, including, but not limited to terms for years and liens by way of judgment, mortgage, or otherwise.

(14) "Related activities" means:

(A) Planning work for the preparation of a general neighborhood redevelopment plan or for the preparation or completion of a communitywide plan or program pursuant to section 163.365, Florida Statutes;

(B) The functions related to the acquisition and disposal of real property pursuant to section 163.370(3), Florida Statutes; or

(C) The development of affordable housing for residents of the area.

SECTION 3. That the City Code of the City of Melbourne, Florida, is hereby amended by adding a section to be numbered 10-212, which said section reads as follows:

Sec. 10-212. Jurisdictional area of the Babcock Street community redevelopment agency.

The jurisdictional boundaries of the Babcock Street Community Redevelopment Agency are lying wholly within the city of Melbourne as follows:

The Babcock Street Community Redevelopment Area is described as the frontage parcels from Laurie Street southward to Apollo Boulevard. The area then widens to include all parcels east of Airport Boulevard and west of Apollo Boulevard southward to Sheridan Road. The area continues to follow Airport Boulevard on the eastern edge and narrows to only include the frontage parcel on the east side of Babcock Street to Hibiscus Boulevard. The area moves eastward along Hibiscus Boulevard, including all parcels along the south side of the roadway to the Melbourne Auditorium. The area then continues southward on Babcock Street to include all frontage parcels, including all of the Fee Avenue Park property.

SECTION 4. That the City Code of the City of Melbourne, Florida, is hereby amended by adding a section to be numbered 10-213, which said section reads as follows:

Sec. 10-213. Creation of community redevelopment agency board; Composition; Terms; Appointment of chairperson and vice-chairperson.

(a) Pursuant to Resolution No. 1529 of the city council dated December 2, 1997, and section 163.357, Florida Statutes, the community redevelopment agency board shall consist of seven (7) commissioners, who serve from time to time as the seven (7) members of the city council.

[Authority: §163.357(1)(a), Fla.Stat. (1997)]

(b) Commissioners shall serve for terms co-extensive with their tenure on the city council.

[Authority: §163.356(1), Fla.Stat. (1997)]

(c) The mayor shall serve as the chairperson, and the vice-mayor shall serve as the vice-chairperson of the board.

SECTION 5. That the City Code of the City of Melbourne, Florida, is hereby amended by adding a section to be numbered 10-214, which said section reads as follows:

Sec. 10-214. Creation of community redevelopment agency advisory committee; Composition; Terms; Chairperson and vice-chairperson.

(a) A community redevelopment agency advisory committee is hereby created and shall consist of seven (7) committee members. Seven (7) persons shall be appointed from time to time by the city council to serve as agency committee members. A certificate of appointment shall be filed with the city clerk and is due and conclusive evidence of due and proper appointment of such committee member.

(b) Except for the initial committee members, appointees shall serve terms of two (2) years each. Each committee member shall serve until his or her successor has been appointed and has qualified. All committee members must continuously satisfy the requirements for being a committee members.

(c) In the event of the death, resignation, or removal from office of a committee member, any individual appointed to fill a vacancy shall fill the remainder of the term of the person whose action created the vacancy in office.

(d) Any person may be appointed to serve as a committee member; provided, that said person is a resident of the city, or is engaged in business, within the community redevelopment area, and is otherwise eligible for such appointment. For the purposes of this provision, "engaged in business" means owning a business, practicing a profession, or performing a service for compensation, or serving as an officer or director of a corporation or other business entity so engaged.

(e) Agency committee members may be removed from office as provided by section 112.501, Florida Statutes.

(f) Annually, on or about January of each year, the committee shall name its chairperson

and vice-chairperson of the board, who must also be committee members at all times during their tenure as chairperson or vice-chairperson.

SECTION 6. That the City Code of the City of Melbourne, Florida, is hereby amended by adding a section to be numbered 10-215, which said section reads as follows:

Sec. 10-215. Powers of the city council.

(a) Pursuant to Brevard County Resolution No. 97-187, the following powers shall vest in the city council with regard to the Babcock Street Community Redevelopment Agency:

- (1) The power to rename or designate the name of the community redevelopment agency;
- (2) The power to conduct surveys or other boundary examinations to adjust or otherwise modify the boundaries of the community redevelopment agency;
- (3) The power to organize and operate a community redevelopment agency as generally described and specified in either Sections 163.356 or 163.357, Florida Statutes;
- (4) The power to give public notice, from time to time, as specified in Part III, Chapter 163, Florida Statutes;
- (5) The power to make a finding of necessity, as specified in Section 163.355, Florida Statutes;
- (6) The power to determine an area to be slum or blighted, or a combination thereof; to designate such area as appropriate for community redevelopment; and to hold any public hearings required with respect thereto;
- (7) The power to grant final approval to a community redevelopment plan and modifications thereof;
- (8) The power to authorize the issuance of, and the power to issue, redevelopment revenue bonds, all as set forth in Section 163.385, Florida Statutes;
- (9) The power to approve the acquisition, demolition, removal, or disposal of property as provided in Section 163.370(3), Florida Statutes, and the power to assume the responsibility to bear any loss as provided therein;
- (10) The power to prepare a community redevelopment plan and modifications thereof, all pursuant to Sections 163.360, 163.361, 163.362, Florida Statutes;
- (11) The power to prepare and give approval to a neighborhood and community-wide plan (and modifications) thereof, pursuant to Section 163.365, Florida Statutes;



(12) The power to conduct eminent domain or otherwise dispose of property pursuant to Sections 163.375 and 163.380, Florida Statutes;

(13) The power to create, operate, and maintain a redevelopment trust fund pursuant to Sections 163.387, Florida Statutes, and for the purposes set forth in said section;

(14) The power to make and execute contracts and other instruments necessary or convenient to the exercise of the powers under Part III, Chapter 163, Florida Statutes;

(15) The power to disseminate slum clearance and community redevelopment information;

(16) The power to undertake and carry out community redevelopment and related activities within the community redevelopment area, which may include, acquisition of a slum area or a blighted area or a portion thereof, demolition and removal of buildings and improvements, installation, construction, or reconstruction of public infrastructure and the carrying out of other community redevelopment objectives, all as provided for in Section 163.370, Florida Statutes;

(17) The power to dispose of any properties acquired in the community redevelopment area at their fair value for uses in accordance with the community redevelopment plan;

(18) The power to provide, or to arrange or contract and to agree to any conditions that it deems reasonable and appropriate which are attached to Federal financial assistance and imposed pursuant to Federal law relating to the determination of prevailing salaries or wages or compliance with labor standards, in the undertaking or carrying out of the community redevelopment and related activities, and to fulfill such of the conditions as it deems reasonable and appropriate;

(19) Within the community redevelopment area, the power:

(A) To the extent authorized by law to enter into buildings or property in the community redevelopment area in order to make inspections, surveys, appraisals, soundings or test borings and to obtain an order for this purpose from a court of competent jurisdiction in the event entry is denied or resisted;

(B) To acquire by purchase, lease, option, gift, grant, bequest, devise, eminent domain, or otherwise any real property (or personal property for its administrative purposes) together with any improvements thereon;

(C) To hold, improve, clear, or prepare the for development of any such property;

(D) To the extent authorized by law to mortgage, pledge, hypothecate, or otherwise encumber or dispose of any real property;

(E) To insure or provide for the insurance of any real or personal property or operations against any risks or hazards, including the power to pay premiums on any such insurance;

(F) To enter into any contracts necessary to effectuate the purposes of Part III, Chapter 163, Florida Statutes; and

(G) To solicit requests for proposals for redevelopment of parcels of real property contemplated by a community redevelopment plan to be acquired for redevelopment for purposes by the community redevelopment agency and as a result of such request for proposals to advertise for the disposition of such real property to private persons pursuant to Section 163.380, Florida Statutes, prior to acquisition of such real property by the community redevelopment agency;

(20) The power to invest in any community redevelopment fund held in reserve for sinking funds or any such funds not required for immediate disbursement in property or securities in which savings banks may legally invest funds subject to their control and to redeem such bonds as may have been issued pursuant to Section 163.385, Florida Statutes, at the redemption price established therein or to purchase such bonds at less than redemption price, all such bonds so redeemed for purchase being canceled;

(21) The power to borrow money and to apply for and accept advances, loans, grants, contributions and any other form of financial assistance from the Federal government or the state, county, or other public body or from any sources public or private, for the purposes of Part III, Chapter 163, Florida Statutes, and to give such security as may be required and to enter and carry out contracts or agreements in connection therewith, and to include in any contracts for financial assistance with the Federal government for or with respect to community redevelopment and related activities such conditions and powers pursuant to Federal law as the city deems reasonable and appropriate which are not inconsistent with the purposes of this Part III, Chapter 163, Florida Statutes;

(22) Within the city, to make or have made all surveys and plans necessary to the carrying out of the purposes of this part, to contract with any person, public or private, in making and carrying out such plans, and to adopt or approve, modify, and amend such plans, with plans that include the plans specified in Section 163.370(1)(h)1.-3., Florida Statutes;

(23) The power to develop, test, and report methods and techniques, and carry out demonstrations and other activities for the prevention and the elimination of slums and other blight, and developing and demonstrating new or improved means of providing housing for families and persons of low income;

(24) The power to apply for, accept, and utilize grants or funds from the Federal government for such purposes;

(25) The power to prepare plans for and assist in the relocation of persons (including individuals, families, business concerns, non-profit organizations, and others) displaced from the community redevelopment area and to make relocation payments to or with respect to such persons for moving expenses and losses of property for which reimbursement or compensation is not otherwise made, including the making of such payments financed by the Federal government;

(26) The power to appropriate such funds and make such expenditures as are necessary to carry out the purposes of Part III, Chapter 163, Florida Statutes, to zone or rezone any part of the municipality or make exceptions from building regulations, and to enter into agreements with a housing authority, which agreements may extend over a period, notwithstanding any provision or rule of law to the contrary, with respect to any action to be taken by the city pursuant to any of the powers granted by Part III, Chapter 163, Florida Statutes;

(27) The power to close, or vacate, plan, or replan streets, roads, sidewalks, ways, or other places and to plan or replan any part of the city;

(28) The power to organize, coordinate and direct the administration of the provisions of Part III, Chapter 163, Florida Statutes, as they may apply to the city in order that the objective of remedying slum and blighted areas and preventing the causes thereof within the city may be most effectively promoted and achieved and to establish such new office(s) of the city or to reorganize existing offices in order to carry out such purposes most effectively; and

(29) The power to exercise all or any part or combination of the powers herein granted or to elect to have such powers exercised by the Community Redevelopment Agency.

(b) Provided that final approval and prior authorization by the city council is first obtained on a project by project, task-by-task basis, the community redevelopment agency may be utilize the following powers:

(1) The power to authorize the issuance of, and the power to issue, redevelopment revenue bonds, all as set forth in section 163.385, Florida Statutes;

(2) The power to approve the acquisition, demolition, removal, or disposal of property as provided in section 163.370(3), Florida Statutes, and the power to assume the responsibility to bear loss as provided therein; and

(3) The power to conduct eminent domain or otherwise dispose of property pursuant to sections 163.375 and 163.380, Florida Statutes.

(c) Except as set forth in this sub-section, the city council hereby empowers the community redevelopment agency governing board to conduct any activities pursuant to Part III, Chapter 163, Florida Statutes, or as set forth in sub-section (a) hereof, which a Community Redevelopment Agency would otherwise be empowered to exercise or conduct pursuant to said statutes or sub-section (a), except as set forth in sub-section (b) hereof. Said delegation of powers

is limited to be conducted only within the community redevelopment area. The community redevelopment agency powers set forth in sub-section 10-215(a)(1), (6), (7), (11)(power of approval), (13)(power of creation), (17), (26)(power to zone or rezone), and (27).

SECTION 7. That the City Code of the City of Melbourne, Florida, is hereby amended by adding a section to be numbered 10-216, which said section reads as follows:

Sec. 10-216. Officers of community redevelopment agency; Rules of procedure; Sessions; Meetings open to the public.

(a) The chairperson shall preside at all meetings of the community redevelopment agency. In the absence, incapacitation or disqualification of the chairperson, or upon the chairperson's refusal to act as directed by the community redevelopment agency, the vice-chairperson shall preside at all meetings of the community redevelopment agency.

(b) The presence of four (4) members shall constitute a quorum of the agency board for meeting purposes. Action may be taken by the agency upon a vote of a majority of the agency commissioners present, unless agency rules require a larger number.  
[Authority: §163.356(3)(b), Fla.Stat. (1997)]

(c) The board shall utilize The Scott, Foresman *Robert's Rules of Order Newly Revised* (9th ed. 1990), as the official rules of procedure. The board is authorized to make such other rules as appropriate, which rules may supersede *Robert's Rules of Order Newly Revised*.

(d) A session of the board shall commence on October 1st and terminate on September 30th of each year.

(e) All meetings of the board and an agenda of said meeting shall be advertised at least three (3) days prior to said meeting by posting a notice at city hall setting forth the time, place, and date of said meeting and an agenda of said meeting. The meeting notice should also specify that more than one member of the city council or community redevelopment advisory committee member may be in attendance at the meeting and may participate in discussions.

(f) Minutes shall be taken at all agency governing board, committee, sub-committee, and *ad hoc* committee meetings. Consistent with the Government-in-the-Sunshine Act, section 286.011, Florida Statutes, all meetings of the board, agency committees, sub-committees, and *ad hoc* committees shall be open to the public.

SECTION 8. That the City Code of the City of Melbourne, Florida, is hereby amended by adding a section to be numbered 10-217, which said section reads as follows:

Sec. 10-217. Officers of community redevelopment agency advisory committee; Rules of procedure; Sessions.

(a) The chairperson of the advisory committee shall preside at all meetings of the community redevelopment agency advisory committee. In the absence, incapacitation or

disqualification of the chairperson, or upon the chairperson's refusal to act as directed by the community redevelopment agency advisory committee, the vice-chairperson shall preside at all meetings of the community redevelopment agency advisory committee.

(b) The presence of four (4) members shall constitute a quorum of the advisory committee for meeting purposes. Action may be taken by the committee upon a vote of a majority of the agency committee members present, unless agency rules require a larger number.

(c) The committee shall utilize *The Scott, Foresman Robert's Rules of Order Newly Revised* (9th ed. 1990), as the official rules of procedure. The committee is authorized to make such other rules as appropriate, which rules may supersede *Robert's Rules of Order Newly Revised*.

(d) A session of the board shall commence on October 1st and terminate on September 30th of each year.

(e) All meetings of the board and an agenda of said meeting shall be advertised at least three (3) days prior to said meeting by posting a notice at city hall setting forth the time, place, and date of said meeting and an agenda of said meeting. The meeting notice should also specify that more than one member of the city council or the board may be in attendance at the meeting and may participate in discussions.

SECTION 9. That the City Code of the City of Melbourne, Florida, is hereby amended by adding a section to be numbered 10-218, which said section reads as follows:

Sec. 10-218. Duration of agency.

Unless extended by resolution of the Board of County Commissioners amending Resolution No. 97-187: 1) the delegation of authority provided for in Brevard County Resolution No. 97-187 shall terminate on September 8, 2022 (twenty-five (25) years after the date of delegation of authority to create the Babcock Street community redevelopment agency by virtue of Brevard County Resolution No. 97-187). Thereupon, the community redevelopment agency shall cease to exist as a community redevelopment agency pursuant to Part III, Chapter 163, Florida Statutes.

SECTION 10. That the City Code of the City of Melbourne, Florida, is hereby amended by adding a section to be numbered 10-219, which said section reads as follows:

Sec. 10-219. Agency annual budget.

(a) Consistent with section 163.387, Florida Statutes, the community redevelopment agency shall, each year, adopt a fiscal year budget.

(b) The community redevelopment agency shall not expend in any one community redevelopment agency fiscal year more than 25% of the tax increment revenues raised for that year pursuant to section 163.387, Florida Statutes, on administrative expenses. For the purpose of this section, the term "administrative expenses" includes personnel costs (*i.e.* - salary and fringe

benefits) of community redevelopment agency staff, office equipment and supplies, operating overhead (office space, electricity and utilities for office), postage, printing or copying charges, travel costs, seminar costs, and similar direct expenses of the community redevelopment agency. Allocations of costs in a community redevelopment agency construction or consultant contract for administrative costs of the contractor are not included within the 25% cap.

SECTION 11. Adoption of Community Redevelopment Plan.

(a) That the Babcock Street Community Redevelopment Plan attached hereto as Exhibit "A" be and the same is hereby adopted as the official community redevelopment plan for the Babcock Street Community Redevelopment Agency.

(b) That the City Council, after a public hearing, hereby determines that the proposed Babcock Street Community Redevelopment Plan for the Babcock Street Community Redevelopment Area depicted in Exhibit "A" attached hereto meets the following requirements of Section 163.360(6), Florida Statutes:

- (1) The proposed plan does not contemplate the relocation of any families in that the implementation of the plan will not cause any families to be displaced from the Babcock Street Community Redevelopment Area;
- (2) The proposed plan conforms to the general plan of the municipality as a whole;
- (3) The proposed plan will afford the maximum opportunity consistent with the sound needs of the municipality as a whole for rehabilitation or redevelopment of the Babcock Street Community Redevelopment Area by private enterprise; and
- (4) The proposed plan gives due consideration to the provision of adequate park and recreational areas and facilities that may be desirable for neighborhood improvement, with special consideration for the health, safety, and welfare of children residing in the general vicinity of the site covered by the plan.

*[Legislative Intent: It is the legislative intent of the city council that this section 11. shall not be codified in the city code. The plan has been adopted pursuant to section 163.360 and 163.362, Florida Statutes (1997).]*

SECTION 12. That the City Code of the City of Melbourne, Florida, is hereby amended by adding a section to be numbered 10-220, which said section reads as follows:

Sec. 10-220. Community Redevelopment Plan approved.

The Babcock Street Community Redevelopment Plan adopted by Ordinance No. 98-23 shall constitute the community redevelopment plan for the Babcock Street Community Redevelopment Agency.

SECTION 13. That the City Code of the City of Melbourne, Florida, is hereby amended by adding a section to be numbered 10-221, which said section reads as follows:

Sec. 10-221. Redevelopment trust fund created. Reserved.

SECTION 14. That Section 2-76 of the City Code of Melbourne, Florida, is hereby amended to read as follows:

Sec. 2-76. Qualifications of persons to be appointed to any municipal board, authority or committee.

(a) Any person who shall serve on any municipal board, municipal authority, or municipal committee of the city, established or created by the City Charter, City Code or the general laws of the state, shall be a resident of the city for one-hundred eighty (180) consecutive days *six (6) months* immediately prior to the time of appointment, shall be a registered elector, and shall not hold any public office or serve on any other board, authority or committee of the city or any other position in the city, except where provided herein or by the general laws of the state.

[*Legislative Intent:* The City Council recognizes that issues relating to the computation of time when expressed in periods of months (*i.e.* - Does a month run from the 1st to the 30th of a calendar month, or is a month simply 30 or 31 days in duration counting backward from the date of appointment) raises questions as to what the legislative body intended. *See Myakka Co. V. Edwards*, 67 So. 217 (Fla. 1915); *Townsend v. Brown*, 67 So. 869 (Fla. 1915); *Jacksonville Land Holding Co. v. American Oil Co.*, 188 So. 809 (Fla. 1938). This amendment is intended to clarify this issue. Additionally, the City Council finds that a six-month residency requirement is reasonable and will assure that appointees have a sufficient tie to the community to understand current issues and render competent decisions. *Daves v. City of Longwood*, 423 F.Supp. 503 (M.D. Fla. 1976); *Marina v. Leahy*, 578 So.2d 382 (Fla. 3d DCA 1991); and *State ex rel. Gralike v. Walsh*, 438 S.W.2d 70 (Mo. 1972).]

(b) Appointments to any community redevelopment agency board, committee, sub-committee, or *ad hoc* committee shall be not be subject to the provisions of sub-section (a).

[*Legislative Intent:* The City Council recognizes that, according to state law, business owners who are non-residents may be appointed to community redevelopment agency governing boards composed of lay appointees. §163.356, Fla. Stat. (1997). This exception is appropriate for CRA advisory boards as well.]

SECTION 15. Severability/Interpretation Clause.

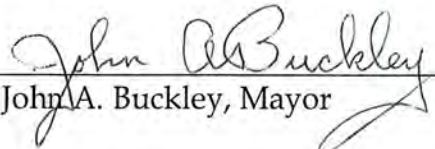
(a) That in the event that any term, provision, clause, sentence or section of this ordinance shall be held by a court of competent jurisdiction to be partially or wholly unenforceable or invalid for any reason whatsoever, any such invalidity, illegality, or unenforceability shall not affect any of the other or remaining terms, provisions, clauses, sentences, or sections of this ordinance, and this ordinance shall be read and/or applied as if the invalid, illegal, or unenforceable term, provision, clause, sentence, or section did not exist.

(b) That notes regarding authority or intent shall not be codified.

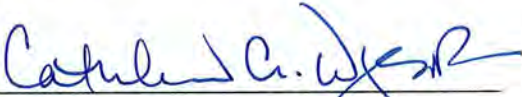
SECTION 16. That all ordinances or resolutions or parts thereof that may be determined to be in conflict herewith are hereby repealed.

SECTION 17. That this ordinance shall become effective immediately upon its adoption.

SECTION 18. That this ordinance was passed on the first reading at a regular meeting of the City Council on the 9<sup>th</sup> day of June, 1998 and adopted on second/final reading at a regular meeting of the City Council on the 23<sup>rd</sup> day of June, 1998.

BY:   
John A. Buckley, Mayor

ATTEST:

  
Cathleen A. Wysor, City Clerk

Ordinance No. 98-23

Attachment: "Exhibit A" - Babcock Street Community Redevelopment Plan



**PROPOSED REDEVELOPMENT PLAN**  
**FOR THE**  
**BABCOCK STREET**  
**COMMUNITY REDEVELOPMENT AREA**  
**CITY OF MELBOURNE, FLORIDA**



**MAY 1998**

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# ***ACKNOWLEDGEMENTS***

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## **PUBLIC SECTOR PARTICIPANTS**

**City of Melbourne  
Honorable Mayor and City Council  
Henry Hill, City Manager**

**Planning and Zoning Board  
Peggy Braz, Planning Administrator  
Cindy Dettmer, Planner**

**Melbourne International Airport  
Jim Johnson, Director**

## **PRIVATE SECTOR SPONSOR**

**Ken Allen, Airport Professional Center, Inc.**

## **PLANNING CONSULTANT TEAM**

**David Taylor  
HDR, INC.**

**Rochelle W. Lawandales, AICP  
LAWANDALES PLANNING AFFILIATES**

**Bradley A. Smith, ASLA  
BRAD SMITH ASSOCIATES**

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## ***INTRODUCTION***

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A number of concurrent public and private forces are merging, and they are pointing Melbourne toward a significant new future. The City's unique location, along with several key qualities and factors, helps position it for continued economic growth. In addition, there are new opportunities for economic development to create a special destination to meet growing local resident and tourist needs.

The Babcock Street Community Redevelopment Area, herein referred to as the Area, sits as the centerpiece for this new opportunity. The Area, now designated as a Community Redevelopment District, has played an historic role in Melbourne's life and is again ready to reassert its once prominent place. The Area was, in fact, Melbourne's first "suburban center". However, as the City stretched westward and northward, the area was "by-passed", even though it retained a strong commercial core.

Now, led by a positive coalition of public and private interests, the Babcock Street Area is stirring. The City has completed the initial step necessary to create a Redevelopment Area, adopting the Finding of Necessity. This Community Redevelopment Plan, herein referred to as the Redevelopment Plan, is the next step in the process. Finally, a coordinated implementation program sets forth public and private projects and funding mechanisms.

### **ELEMENTS OF SUCCESS**

Since one of the fundamental aspects of redevelopment is the stimulation of private investment to implement the plan, a strong City/private partnership is necessary. Melbourne has established an early precedent by having area property owners fund the plan. As the process moves forward, future success will be built upon four factors: **Administration, Finance, Regulation and Leadership.**

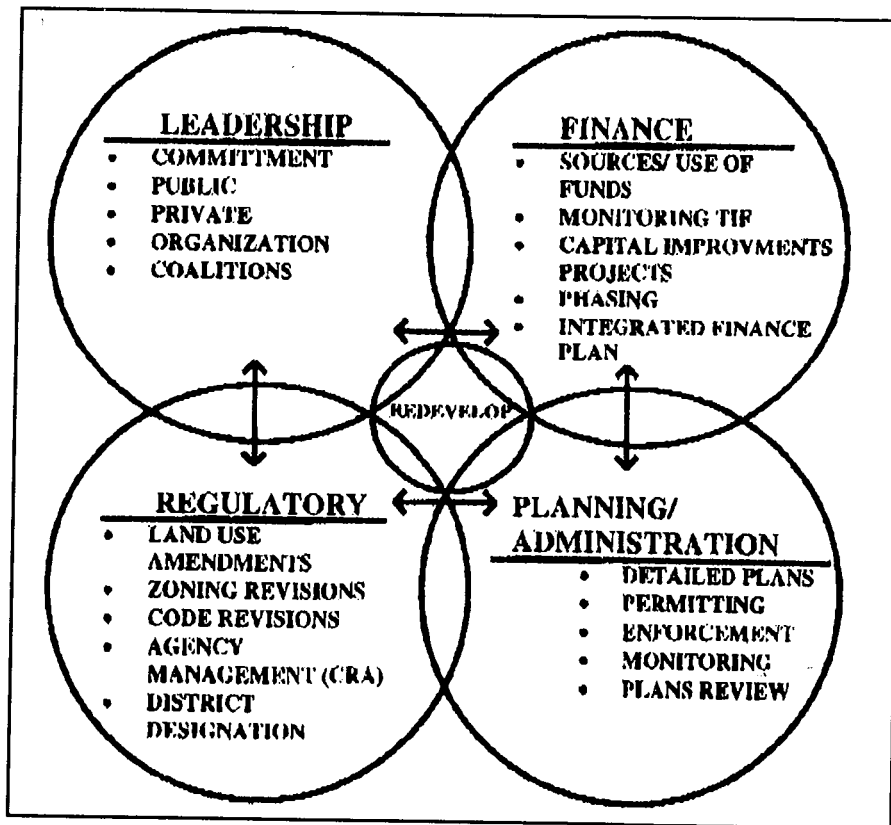
- **Administration – The framework for moving the program toward completion.** This includes establishing an organization to ensure success by: creating and following detailed plans; engaging in appropriate permitting for development projects to proceed; enforcing codes, plans, and financial measures; and finally, developing monitoring and evaluation procedures that enable the City to constructively critique itself, the Plan and the process.
- **Finance – The heart of the redevelopment program.** Without the lifeblood of dollars flowing through the program, plans will not be implemented or will fail completely. Yearly budgeting, identifying fund sources, planning for capital improvements, phasing, and monitoring can help assure the availability of necessary resources to produce and implement an integrated Finance Plan.
- **Regulation – A system of incentives, guidelines and requirements oriented toward redevelopment.** The City's land use structure, land development codes, and agency

partnerships, or they stall those efforts, reducing the financial potential and the City's ability to succeed.

- **Leadership – The soul of the program.** Herein lies the commitment, determination, dedication, and integration of all interests required to proceed to the desired future. Only through a sound public-private partnership, fueled by strong leadership from the City's elected and appointed officials, can the overall Plan be successfully implemented. Through this joint public-private planning effort, the attribute of leadership is demonstrated.

All of these elements are interrelated as shown in the diagram. Melbourne and its private partners possess the ability to maximize these four factors for success.

## ELEMENTS OF SUCCESS



The City and its private partners defined a planning process to help ensure potential for success. The process included seven (7) primary components:

- **Issues Identification** – Locally-developed issues, derived from large and small interactive group processes.

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- **Issues Identification** – Locally–developed issues, derived from large and small interactive group processes.
  - **Need For Redevelopment**–A review of the blight factors leading to redevelopment.
  - **Vision And Image**–An overall vision and image for the area, building upon critical market, locational and development assets.
  - **Redevelopment Plan**–A concise planning and design approach to correcting sources of blight and setting forth goals, objectives, new public improvements and private development opportunities.
  - **Implementation Program**–The means of developing a management, regulatory and organizational approach to implementation.
  - **Financial Plan**-A Tax Increment Finance estimate of expected revenues for implementation and potential sources of financing the proposed improvements.
  - **Legal Requirements**-A description of statutory requirements for the Plan.

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## ***NEED FOR REDEVELOPMENT***

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Community redevelopment is premised on identifying the critical components that have led to physical and economic decline. These factors have been set forth in the “Finding of Necessity”. A summary of the factors identified in the adopted Blight Study follows.

### **CITY PROFILE**

Babcock Street was, from its inception, designed to serve as a primary thoroughfare providing a north-south linkage from Eau Gallie to Palm Bay. However, the City’s development pattern has left the once-thriving Babcock St. commercial corridor wanting for investment dollars, requiring more than a fair-share of public tax dollars for public safety, maintenance and repair, and needing millions of public and private tax dollars for repairs, renewal, and revitalization.

Melbourne Square Mall opened in 1982. Its inadvertent impact was to create an economic flight from Babcock Street. The two long standing shopping centers, Melbourne Shopping Center and Brevard Mall, began losing tenants; free-standing structures were vacated; owners were unable to sell or rent; and homes along the corridor began to deteriorate or convert to non-residential use and/or non-conforming uses. What did not change, however, were the increasing numbers of cars using the corridor, leaving it congested at a level of service E/F. As a result, symptoms of decline and decay in both economic interest and structures were apparent.

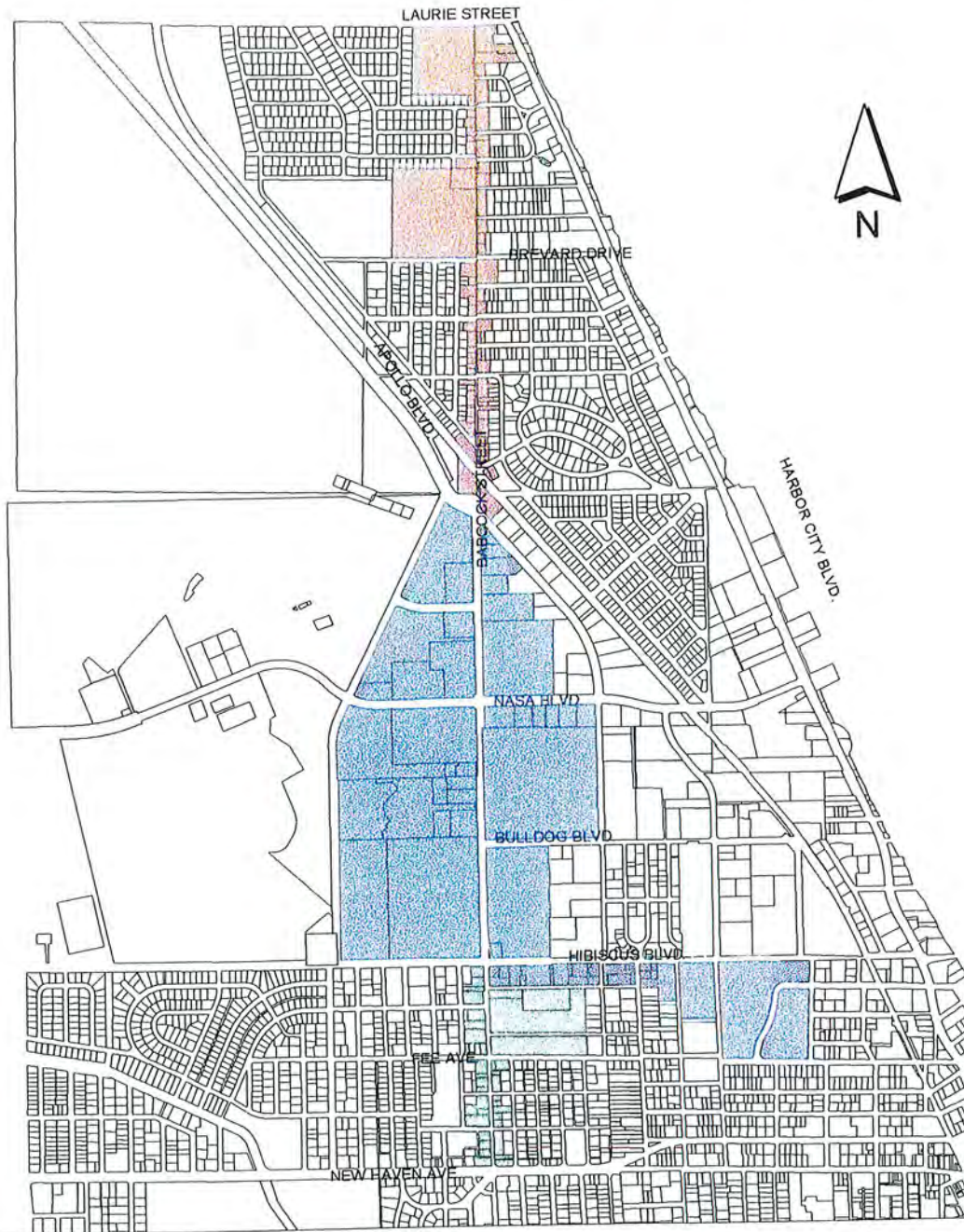
### **BLIGHT STUDY CONCLUSIONS & FINDINGS**

To address such issues, the City Commissioned a Blight study, pursuant to Chapter 163, Part III, F.S., to see if the area qualified for Community Redevelopment. The Blight Study Area (BSA) and the existing land uses are outlined on Maps 1-4. The full BSA encompasses all the parcels fronting on Babcock Street, on both sides, and traverses the length of Babcock Street from New Haven Avenue on the southern end to Laurie Street on the north. Laurie Street connects Babcock Street to US 1. This evaluation divided the BSA area into three sub-areas: north/core/south.

The Council adopted the Babcock Street Area Blight Study that documented the statutory and factual criteria and findings-of-fact necessary to create a Redevelopment Plan for the study area. The Study identified several critical blighting factors:

- High number of substandard and dilapidated structures.
- Rapid decline in property values in the last 5 years—a total of a 34% drop.

# MAP 1 BLIGHT STUDY AREA



-  Core Area
-  South Area
-  North Area

City of  
Melbourne   
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# MAP 2 EXISTING LAND USE SOUTH AREA



## EXISTING LAND USE

-  Residential
-  Commercial
-  Vacant
-  Recreation

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Melbourne



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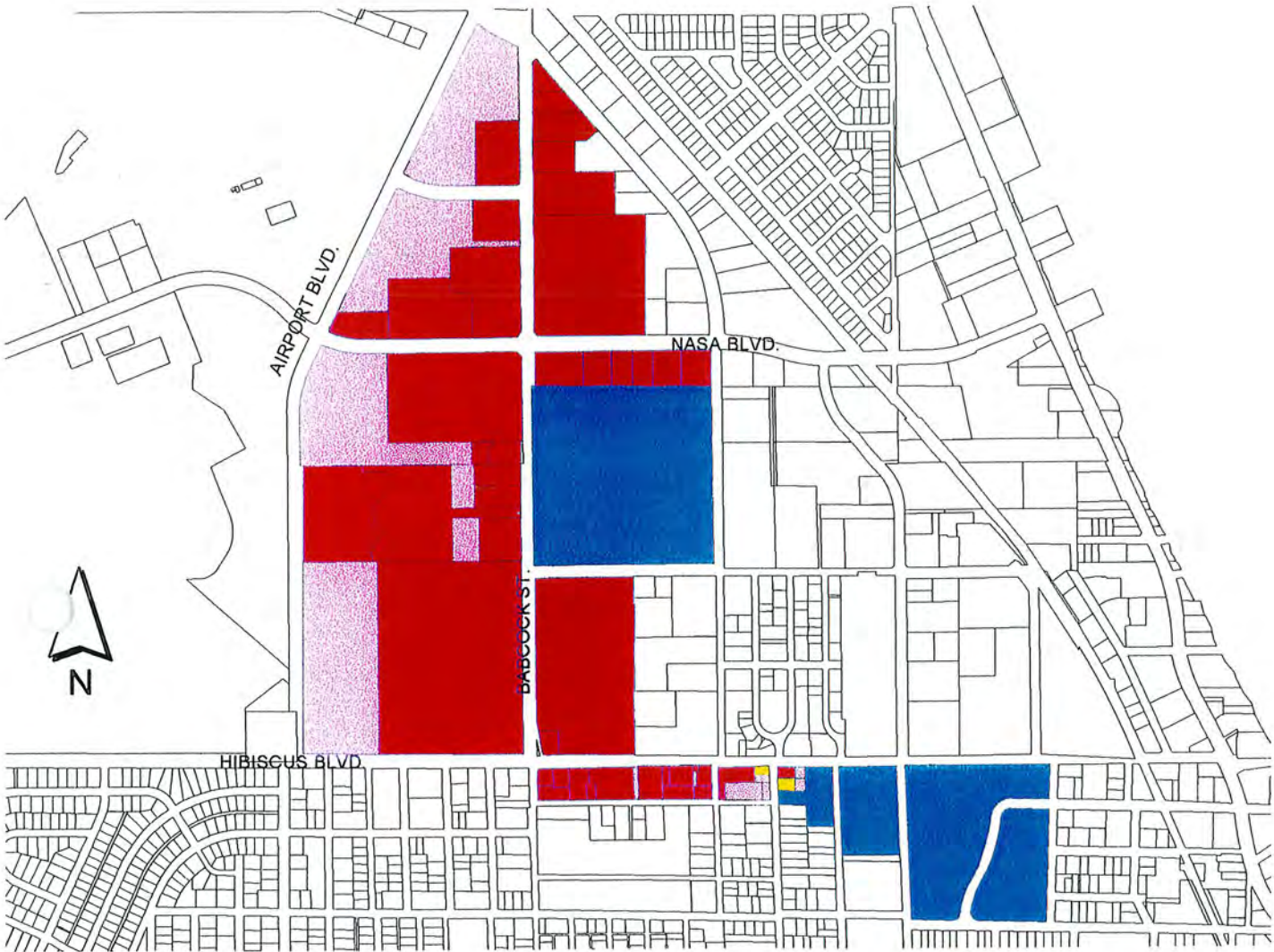
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# MAP 3 EXISTING LAND USE CORE COMMERCIAL AREA



## EXISTING LAND USE



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Melbourne



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# MAP 4 EXISTING LAND USE NORTH AREA



## EXISTING LAND USE

-  Institutional
-  Vacant
-  Commercial
-  Residential

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- 
- Under-utilized lands and a decline in development; need for new vision and definition of the area through adaptive use/re-use of developed and vacant lands.
  - High incidence of crime-77 Part I and 133 Part II in a one year period.
  - A mix of inappropriate and incompatible land uses.
  - Over-abundance of vacant commercially zoned properties.
  - Poor transportation network.
  - No identification or gateways to the area-
    - Poor landscaping, lighting, signage and general aesthetics.
    - Poor site design.
    - Lack of parking.
  - High vacancy rates: North 14%, Core 22%, and South 4%.
  - Infrastructure capacity and constraints
    - Aging and decaying water and sanitary sewer lines.
    - Very little stormwater management and poor drainage.
    - Constrained, over-loaded transportation network.
    - No sidewalks.
    - Bad signalization.
    - Roadway level of service standards at D, E and F.
    - Too many ingress/egress points along major corridors.
  - Vacant lands: All the vacant lands are in a commercial land use category.
    - South area shows a 6.3% vacant land rate.
    - Core area had the most with 38% vacant lands.
    - North area had 8.8%.
  - Faulty lot layout as to size, adequacy, accessibility or usefulness.

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■ Non-conformities which added to the blighting conditions include:

- substandard street widths.
- substandard ingress/egress to property parking lots.
- substandard street intersections and signalization.
- non-conforming signs.
- substandard parking lots/landscape.
- non-conforming land uses.

## **SUMMARY**

The findings from the Blight Study reveal an area in a state of decline, but ripe with opportunities for recovery through a vibrant economy, a healthy mix of land uses and a strong, diverse residential base.

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## ***ISSUES IDENTIFICATION***

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One of the most important means of developing a successful plan is to thoroughly understand local issues. For Melbourne, a group of key participants and stakeholders was convened, and a series of large and small group processes was used to reveal the following:

- Regional Assets
- Redevelopment Area Weaknesses
- Redevelopment Area Strengths
- Priorities for Investment

From this process, the Regional Assets and Redevelopment Area Issues were matched as a basis for setting goals for future change.

### **REGIONAL ASSETS**

The purpose of determining regional assets was to place the redevelopment area within a larger context. The assembled group detailed a list of major regional assets. While there was a “long list”, they were clustered into discernable categories or groupings. The four clusters were:

- **Destiny (Destination)** – There was a strong group sense that the region’s potential as a destination was real and significant. Regional destination assets included:
  - Traditional Tourism - “water, water, everywhere”
    - 0 Beaches
    - 0 River
    - 0 Lakes
  - Proximity to Central Florida Tourism “Worlds”
  - Space Center
  - Emerging Eco-tourism (coastal and interior)
- **Mobility** – The ability to move into, within and through the region was manifested in all modes and systems of transportation. Systems include:
  - Airport

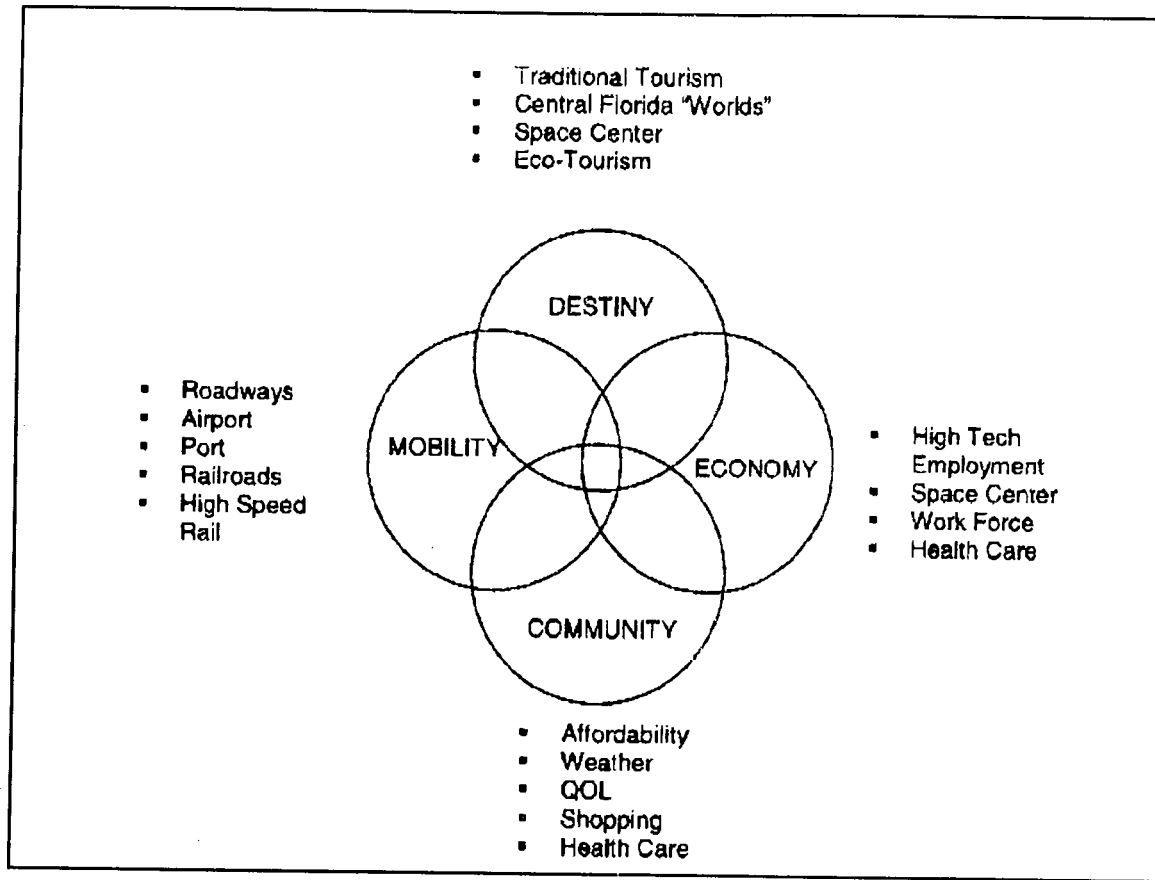
- 
- Interstate/Tollroads
  - Railroads (North/South)
  - Cruise port
  - Fox/highspeed rail (Future)
- **Community** – Not only are there regional tourism assets, but an evident sense of community and place was also highlighted as a significant complement. Elements of community are:
- Affordability
  - Weather
  - Location
  - Quality of life
  - Regional shopping
  - Healthcare
- **Economy** – The absolute strength of the regional economy was an asset that would prove to be locally important as well. Regional economic strengths are:
- High tech employment
  - Space Center
  - Educated work force
  - Health care industry

A diagram emerged that reflected the interplay of these assets and focused on the redevelopment area.

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## REGIONAL ASSETS



## REDEVELOPMENT AREA WEAKNESSES

The discussion moved the Redevelopment Area, were issues relating to the area's major weaknesses were identified. Voting within small groups and the general assembly, the stakeholders agreed on the top 3 weaknesses:

- Lack of Theme/Identity
- Lack of Magnet/Draw
- Poor Aesthetics/Character

## REDEVELOPMENT AREA STRENGTHS

A similar small group/general assembly voting format yielded the top 3 strengths:

- Location

- Economic Reinvestment
- The Florida Marketplace as a centerpiece

## **PRIORITIES**

A final exercise was conducted to focus on priorities. The small group/general assembly voting format was used to answer the question: “How would you spend \$1 million to improve the area as a destination?” Results were:

- Image enhancement(Planning/marketing)
- Streetscape improvements
- Tram system (to move visitors/residents)

## **MATCHING REGIONAL ASSETS/REDEVELOPMENT AREA ISSUES**

Once the regional assets and redevelopment area issues surfaced, they were arrayed to enable the development of a vision and image. The following chart displays the overall relationships.

<u>Regional Assets</u>	<u>Weakness</u>	<u>Strength</u>	<u>Priorities</u>
<b>Destiny</b>	<ul style="list-style-type: none"> <li>• <b>Theme</b></li> <li>• <b>Magnet</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Location</b></li> <li>• <b>Florida Market Place</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Image</b></li> <li>• <b>Streetscape</b></li> </ul>
<b>Economy</b>		<ul style="list-style-type: none"> <li>• <b>New Investment</b></li> <li>• <b>Florida Market Place</b></li> </ul>	
<b>Community</b>	<ul style="list-style-type: none"> <li>• <b>Aesthetics/ character</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Location</b></li> <li>• <b>Florida Market Place</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Streetscape</b></li> </ul>
<b>Mobility</b>			<ul style="list-style-type: none"> <li>• <b>Tram system</b></li> </ul>



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The results indicate a “bullishness” on the region and the area, but there was a realistic assessment of its strengths and weaknesses. Priorities focused on enhancing the physical image, identifying a theme, developing a magnet and marketing the final “product”.

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# ***VISION AND IMAGE***

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## **INTRODUCTION**

Against the background of the Blight Study and the Issues Identification, the next step was the creation of a “Vision and Image”. The most significant findings from the issues process were the lack of a positive image, no true draw or magnet and a poor aesthetic environment. These are the important elements of a “destination”. To maximize the assets and overcome weaknesses, a visioning workshop was convened to brainstorm, debate and visualize the Area’s potential new future as a destination.

## **VISION AND IMAGE PROCESS**

A two-day design workshop consisted of:

- A site tour with the Design Team.
- A Design Team session to synthesize issues, research and tour findings; prepare a vision statement; define an initial concept.
- A presentation to a client/key group for response.
- A Vision Plan refinement.
- A final presentation of the Vision and Image.

## **PROSPECTS FOR SUCCESS**

Part of the background assessment, prior to the Vision session, was a review of basic demographic and economic information for the redevelopment area and its greater setting. Information regarding population, number of households, income, employment by type, retail sales and similar indications was considered. The intent was to determine whether these indicators were accurate barometers of success.

The evaluation yielded excellent prospects for Melbourne’s success, based on six significant factors:

- A unique environmental, historical and ecological setting.
- High concentration of employment within the immediate vicinity.
- Significant resident population within a three mile radius of the area.

- 
- Excellent traffic through the area, carrying potential customers.
  - Large land parcels, well configured for the target uses.
  - Strong regional growth.

## **VISION, IMAGE AND MISSION**

From this interactive process came a three-fold statement for the Area's Vision, Image and Mission.

- **Vision** – Revive the Babcock Street Area as a thriving, healthy, and viable destination to visit, live, work and play.
- **Image** – Establish a theme or unified structure to create a sense of place, with name recognition, clear demarcation, by which you know where it is, what it offers, and what awaits the user.
- **Mission** – Bring together the human, financial, physical and regulatory tools to attract, retain and sustain business, entertainment, residents and tourists.

## **THE VISION PLAN**

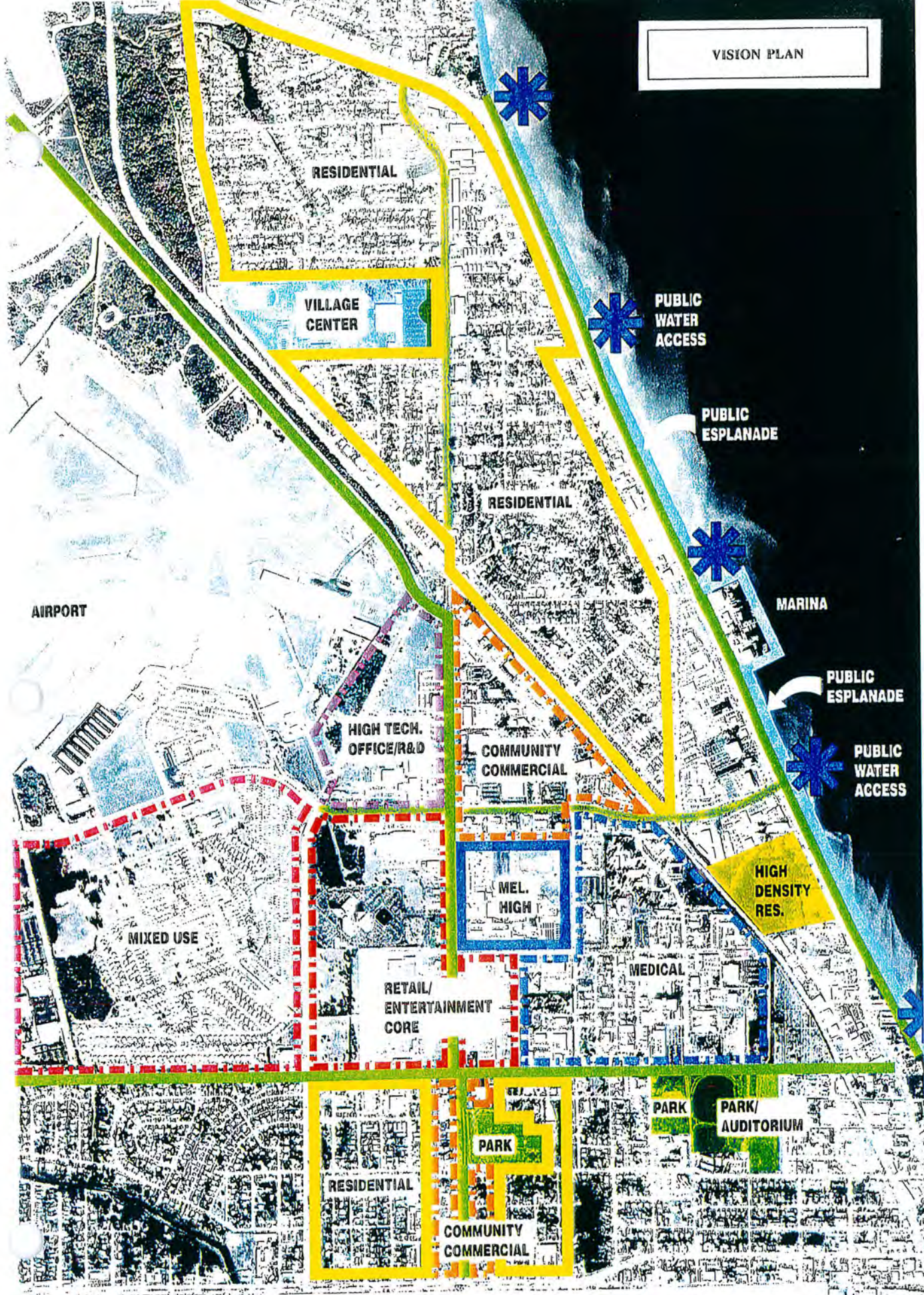
The Vision Plan is a highly conceptual Land Use and Mobility Framework for long term, public and private investments. It represents an image of what the larger area could be. The Vision Plan is not adopted as a part of this Redevelopment Plan, and it is not recommended as an amendment to any presently adopted city Plan.

The Plan envisions a land use mix that integrates residential, commercial, employment and entertainment components. Creating a sustainable community that is safe, has a vital economy, and is a desirable place to spend leisure time and dollars, the concept includes:

- A theme built around historical and ecological assets of the region.
- A land use mix that includes:
  - High tech/R&D office parks.
  - Offices and services.
  - Multi-plex Cinema, urban retail and entertainment.
  - Community commercial.

- 
- Housing variety and densities.
  - Hotel and lodging.
  - Public and institutional uses.
  - A Village Center for the northern neighborhood
- Uses that are mixed to generate activity beyond “9 to 5”.
  - An Amenity Plan that:
    - Creates defined gateways.
    - Offers boulevards and streetscape improvements.
    - Uses water in dramatic ways.
    - Guides residents and visitors with excellent signage.
    - Uses lighting to promote safety and ambiance.
  - A Roadway System that:
    - Provides excellent access and internal movement.
    - Supports the Amenity Plan and abutting uses.
    - Offers through traffic, sustains the viability of commercial uses and promotes the renewal of close-in neighborhoods.
  - The Plan Concept that:
    - Provides the “big picture” for the Area’s revival.
    - Organizes new land uses that will change the Area’s fundamental image, character and role.
    - Maximizes strengths and minimizes weaknesses.
    - Provides a coherent urban form to meet the new intended function.

VISION PLAN



Plan represents overview of general vision for the vicinity. Areas and symbols are not part of the Community Redevelopment Area Plan and are not adopted as an official plan component.

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# ***REDEVELOPMENT PLAN***

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## **INTRODUCTION**

The Redevelopment Plan reflects the transition from concept to implementation. The process which was established at the outset using an issues workshop and vision and image sessions, resulted in a land use vision, priorities, and a course of action reached through a precise consensus building process. The priorities for action identified by the group process centered on the following projects: roadway improvements; stormwater improvements/master plan; land use plan/zoning specific for this area; parking improvements; streetscape improvements; parcel aggregation; and public and private development projects.

This section of the Plan seeks to identify, define, graphically depict and estimate the impact of stimulus projects. These projects will make the area grow and develop properly and build the tax increment trust fund. The Plan's detailed description identifies recommendations related to future land use, public improvements necessary to stimulate private investment, and private projects. This section includes: Future Land Use Plan changes, an Amenity Plan and specific public and private projects. Examples of opportunities are included to give guidance for public and private sector work on individual projects as they arise.

## **VISION AND GOALS**

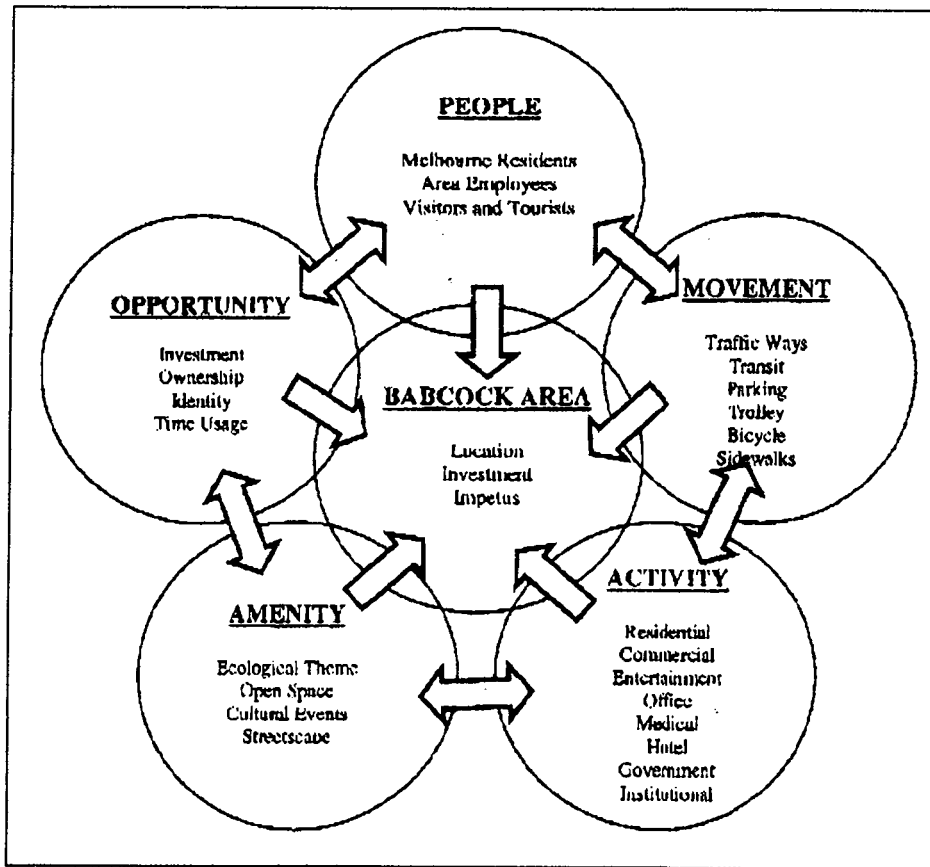
As previously stated, the Vision for the Babcock Street Redevelopment Area was to:

***"Revive the Babcock Street Area as a thriving, healthy, viable destination for visiting, living, working and playing".***

In fulfillment of this vision, five overarching goals were forged. These goals address the elements of:

- **People** – To redevelop the area into a successful “people place” that attracts, retains, and inspires residents, employees and visitors to use and enjoy the place as a destination.
- **Movement** – To revitalize the area with an efficient, high quality, multi-modal movement system and link it to downtown and the beach.
- **Activity** – To redevelop the area with a diverse set of activity generators that accommodate, stimulate and reinforce residential, cultural, entertainment, employment and recreational experiences.
- **Amenity** – To redevelop the area with complementary public improvements such as streetscape, lighting, signage, street furniture and parks, that enhance the visual quality, and encourage new private investments.

- **Opportunity** – To attract and continue a process of value creation that invests time, resources and creativity to enhance overall value, tax base growth, image and quality of life.



## GOALS, OBJECTIVES AND POLICIES

To implement the Vision, the overarching goals– People, Movement, Activity, Amenity and Opportunity – are given detail. This section describes more precise objectives and policies. From this policy structure comes direction for specific proposed land use, transportation, amenity, public improvements and investment decisions.

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## PEOPLE GOAL

**To redevelop the area into a successful “people place” that attracts, retains, and inspires residents, employees and visitors to use and enjoy the place as a destination.**

- Create a destination for all Melbourne residents and visitors that serves as a “gathering place”.
  - Offer a diversity of cultural, entertainment and special events to attract residents and visitors.
  - Expand Melbourne International Airport asset as a “point-of-entry” to the area as a destination.
  - Recognize the existing, significant employment base as the primary market.
  - Recognize the potential role of the conference/convention center as a destination “accelerator”.
  - Increase the number of hotel rooms in the area to support employment, office, medical and visitor markets.
  - Maximize the joint use of parking facilities for greater perceived accessibility.
  - Improve the area visibility by working with FDOT to put “Melbourne” on tollway and regional roadway sign systems.
- Provide for expanded employment opportunities, goods and services for current employees.
  - Encourage retail, service, and food and drink establishments as a means of extending shopping opportunities.
  - Coordinate transportation, movement and parking systems for employees, visitors and shopper convenience.
  - Continue recruitment of high technology/research and development employment.
  - Foster additional medical/medical related employment
- Realize the benefits of enhancing existing neighborhoods and introducing new residents to the area.
  - Create a true neighborhood by introducing a “Village Center” in the northern neighborhood that offers a mix of uses, services and open space amenities.



- 
- Explore residential development models specifically oriented to in-town living.
  - Retain current commercial uses, while adding additional use opportunities.
  - Conduct a Neighborhood Study to derive land uses, transportation and zoning requirements.

## **MOVEMENT GOAL**

**To revitalize the area with an efficient, high quality, multi-model movement system and link it to the downtown and beach.**

- Develop a roadway system that reinforces the Area's function, while meeting through-traffic needs.
  - Upgrade regional access to the Redevelopment Area.
  - Improve internal circulation and intersections.
  - Re-route the Babcock Street linkage to US 1 in the northern redevelopment area through movement while protecting and enhancing the residential neighborhood.
  - Improve the visual impact of Babcock Street through medians and streetscape improvements, underground utilities and building enhancements.
  - Retain the narrowest rights-of-way to maintain necessary road capacity.
  - Adopt street cross-sections for widths, on-street parking, sidewalks and streetscape as they pertain to the Area's form and function.
  - Promote street and pedestrian connectivity between land uses, within and abutting the Area.
  - Evaluate curb cuts, access points, traffic signalization, street and intersection alignments to promote better movement and land management.
- Consider the potential for a tram or trolley system to link the Area to downtown and other regional locations, as a means of reducing total reliance on the automobile.
  - Conduct a cost/ridership feasibility study for a tram system.
  - Market the use of all forms of transportation.
- Evaluate the parking system to emphasize central locations, linkages to other modes, directional signage and visibility.

- 
- Limit development of future surface parking and encourage on-street parking in specific areas.
  - Set maximum parking ratios, limiting the total number of vehicles on site.
  - Require parking garages to have retail or commercial uses on the ground floor when they front on streets with pedestrian activity.
  - Develop a complete sidewalk system to encourage pedestrian activity within the area.
    - Implement the sidewalk program to connect key users within and outside the redevelopment area.
    - Include amenities such as lighting, furnishings and banners as part of the sidewalk realm
    - Provide continuity and interaction between land uses.

## **ACTIVITY GOAL**

**To redevelop the area with a diverse set of activity generators that accommodate, stimulate and reinforce residential, cultural, entertainment, employment and recreational experiences.**

- Identify, test and implement specific development opportunities that stimulate activity.
  - Develop housing types that relate to the adjacent Airport, medical and high tech employment areas and reflect an upscale market.
  - Continue to promote market rate high tech office and research and development facilities.
  - Explore the market potential for high tech “incubator” centers.
  - Establish a “Village Center” in the northern area neighborhood as the focus to this now unified residential community.
- Establish a primary urban entertainment center as the new “destination” and centerpiece.
  - Build upon the regional environmental features and assets to set the theme and image for the urban entertainment center.
  - Develop a mix of indoor/outdoor food, beverage, entertainment, specialty shopping and meeting venues to provide variety, attract visitors and extend length of stay.

- 
- Coordinate adjacent and facing commercial land use developments to support an overall theme and image.
  - Add additional hotels to encourage tourists and corporate lodging to add a night life component.
  - Create nighttime entertainment, venues such as multi-plex theatres, ice sheets, and themed restaurants to extend the hours of operation beyond “9–5”.

## **AMENITY GOAL**

**To redevelop the area with complementary public improvements that enhance the visual quality and stimulate new investments.**

- Undertake urban design initiatives for the area which include:
  - Place gateway and entry features on Babcock at US 1, Apollo, Hibiscus and I92; on Hibiscus at Airport Boulevard and Lake Street at the Melbourne Auditorium; and on NASA at Airport Boulevard.
  - Develop streetscape, medians, large street trees, water features, sidewalks, lighting, street furniture, signage enhancements shall be made along segments of Babcock Street, Hibiscus, Airport, NASA and Sheridan.
  - Introduce water as a site feature whenever possible with the use of fountains, lakes, etc.
  - Adopt design standards for public and private developments to govern architecture, landscape architecture, signage and site development standards.
- Facilities and events shall be accommodated in key locations.
  - Encourage joint use of facilities, and shared parking shall be permitted and promoted.
  - Program, coordinate, and manage special events, festivals and area activities, including private venues and those at the City Auditorium.
  - Promote activities for visitors and local residents.
- Open space shall be used to provide interest, prominence, continuity, and linkages within the area.
  - Use public plazas, squares and civic features to accentuate and terminate views to important public or private buildings and sections of the Redevelopment Area.

- 
- Consider streets as an element of the open space system, and appropriate streetscapes shall be designed to complement the street cross-sections.

## **OPPORTUNITY GOAL**

**To attract and continue a process of value creation that invests time, resources and creativity to enhance the area's value, tax base, image and quality of life.**

- Create a positive economic environment to expand existing businesses, cultivate new, local businesses and attract outside investment.
  - Set a clear land use and zoning framework.
  - Use public investments in streetscape and other similar public amenities to attract and leverage private capital.
  - Identify development parcels for critical, catalytic private projects.
  - Use tax increment funds creatively to maximize effectiveness.
  - Encourage public/private initiatives and joint cost-sharing arrangements.
- Stress private ownership and implementation as fundamental to the success of redevelopment.
  - Propose key development projects to increase the Area's tax base and to accelerate the tax increment.
  - Coordinate economic development recruitment with the EDC, Chamber, Airport, and others.
  - Implement new residential initiatives to attract dwellers to the Area, providing "roof tops" to generate a greater, close-in resident population.

## **FUTURE LAND USE PLAN**

The City's Comprehensive Plan and Future Land Use Map (FLUM) give guidance and direction for future development in Melbourne. The Future Land Use Plan is a primary implementation tool. As part of the City's Evaluation and Appraisal Report amendments, the City has amended the FLUM to designate a part of the core area as Mixed Use-commercial and residential. The City's Plan will need to be further amended to denote the boundaries of Redevelopment Area and adopt recommended land use classifications as shown on Map 5. The mixed use district designation in the core will enable the City to implement

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the Plan and make zoning and code changes without having to repeatedly amend the overall FLUM.

Since land use is a vital element of this Plan, it identifies several strategic planning areas, their commensurate land use types and needed zoning. Specific land use and zoning strategies are further discussed in the Implementation portion of this Plan.

- There is a mixture of existing land use types found within the CRA, including general and neighborhood commercial, offices, medical, public and private schools, industrial, parks, utilities, public/institutional, and various residential densities. For discussion purposes, this section is broken down by area.

### ■ North Area

- **Existing Land Uses**-This area of Babcock Street is primarily residential, mostly dating back to housing booms of the 50's and 60's. The Babcock Street liner buildings are of a neighborhood scale, in close proximity to the residents, and uses are typically service, food or office related. The northern-most section of this area contains several large vacant buildings, large non-residential uses such as the storage and mini-warehouses, or raw land which can be used for infill development. The current FLUM shows commercial land use and zoning in this area.
- **Future Land Uses**-The Plan envisions this area reverting back to more of a commercial -office- residential (COR) character, wherein current commercial uses would continue, but new uses would be allowed to re-capture the area's residential look, flavor, and scale. By converting some of the currently zoned commercial property to low intensity commercial/office/residential, the City can encourage residential upgrades, parcel aggregation, waterfront linkages to the river and higher density residential developments on infill or aggregated parcels, to bring people back to live and play in this area.

The City has an opportunity to create a "Village Center" on the old Encore property west of Babcock and on vacant land across the east side of Babcock. This feature would give a central focus and recognition to the residential community. It would also provide a "people place" for community activities and a linkage between the school, courthouse, and center. The structures on Babcock Street would retain their neighborhood scale, and hopefully, convert to uses that would more nearly serve the shopping or service needs of the surrounding residents.

A prime medium to high-density residential opportunity exists in the assemblage of the old Palms theatre with or without lands across Babcock. Not only does this enlarge the development capability for better planning, but extending it to US1 would enable the project to reap the benefits of one of Melbourne's greatest assets—the

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waterfront. In addition, by linking the Village Center, the Palm Residential area, and others with the riverfront and creating public access on the waterfront, the City has added a primary amenity, plus value and views to the properties.

Several roadway improvements are noted which would assist traffic flow, reduce residential area impacts, and provide for better north-south movement for the regional traffic which Babcock Street serves. The Plan depicts realignments of Babcock/Apollo, Babcock/Airport and Babcock/Laurie.

- **Recommendations-** North Area recommended changes are to:
  - ⇒ Establish a Commercial-Office-Residential Zoning Category (similar to the City's C-1A category) and amend the Area's Zoning Map and FLUM which would allow:
    - Small scale, neighborhood commercial ventures.
    - Parcel aggregation to foster a mix of housing types.
    - An office/service business environment consistent with neighborhood scale.
    - Limited commercial activities to neighborhood support uses.
  - ⇒ Create a district for the Village Center, including public and private uses, open space, community centers and linkages to the waterfront.
  - ⇒ Make public access improvements, such as bikeways and boardwalks, along the waterfront to encourage greater utilization by neighborhood and all city residents.
  - ⇒ Install street trees, lighting, and signage improvements which promote the use of roadways, public spaces, and sidewalks, interconnecting uses and providing a safe environment
  - ⇒ Reduce the width of Babcock Street from Apollo to Laurie to two lanes, with on-street parking for adjoining non-residential uses
  - ⇒ Re-align the Babcock and Apollo intersection/ re-route Babcock onto the newly aligned Apollo Blvd.
  - ⇒ Re-align Laurie Street to make a smoother transition to U.S. 1 and link the waterfront to the community and Village Center.

## ■ Core Commercial Center

- **Existing Land Use-**The area contains primarily commercial, retail, medical, school, and "fast" food land users. Currently, the core area is designated on the FLUM as Mixed Use

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(Commercial and High Density), Commercial and Public Lands (Melbourne High School). The corridor contains three large, mostly vacant shopping centers, many fast food restaurants, banks and several office buildings. The primary zoning is C-P and C-2, which are the City's high intensity commercial districts and the I-1 (Institutional) district. An abundance of access points interfere with traffic flow and movement since they have not been eliminated or controlled by the application of larger lot sizes in the C-P district.

- **Future Land Uses**-This area is the "Activity Center" of the whole redevelopment area. Concentrated within this section of the district are plans for major private development projects, some of which are currently underway: High Technology research and development; Melbourne High School; conversion of the old Albertson's grocery store to Keiser College; major renovation of the Melbourne Shopping Center; a new Suburban Lodge next to the existing Hilton Rialto; tremendous expansion of the medical community revolving around Holmes Regional Medical Center; and the Florida Marketplace and Convention Center (FMCC).

An activity center is intended to become a hub of "destination" uses: quality restaurants, private recreational amenities, focused retail, lodging, special events venues and night life. The Core Commercial Area can feature complementary uses reflecting a regional flavor. Opportunities and space exists within this district for many users. Ample parking, easy access, a major roadway system, public services, large-scale developable sites and a beautiful setting invite many potential users.

- **Recommendations**-Core Area recommended changes are to:
  - ☐ Develop a new district to accommodate mixed-use developments, wherein parking, commercial (retail/service), office, and residential uses are allowed within one building or together on one site. A mixed-use zoning district would contain performance standards, floor area ratios, innovative site design standards and incentives for increased amenities, and encourage entertainment and other destination uses.
  - ☐ Permit uses that would include: high tech office complexes, multi-use buildings, entertainment centers, theme restaurants, commercial recreational complexes, heavy retail and other intense commercial developments
  - ☐ Complete roadway improvements such as intersection improvements; realignments of Apollo and Babcock Streets; street trees, underground lighting, improved signage, use of water features; and gateway monumentation
  - ☐ Expand on the C-1 and C-1A zoning districts to provide for community commercial uses on the old Zayre's Plaza and across NASA Blvd.
  - ☐ Include a Mixed Use classification with high tech, "clean", research and development industries either as a more intense commercial use or a low intensity industrial use.

- 
- ☐ Create a district which would specify criteria, permitted uses, and site design standards for a high-tech Research and Development zone for the area bordering NASA, Airport, and Apollo.

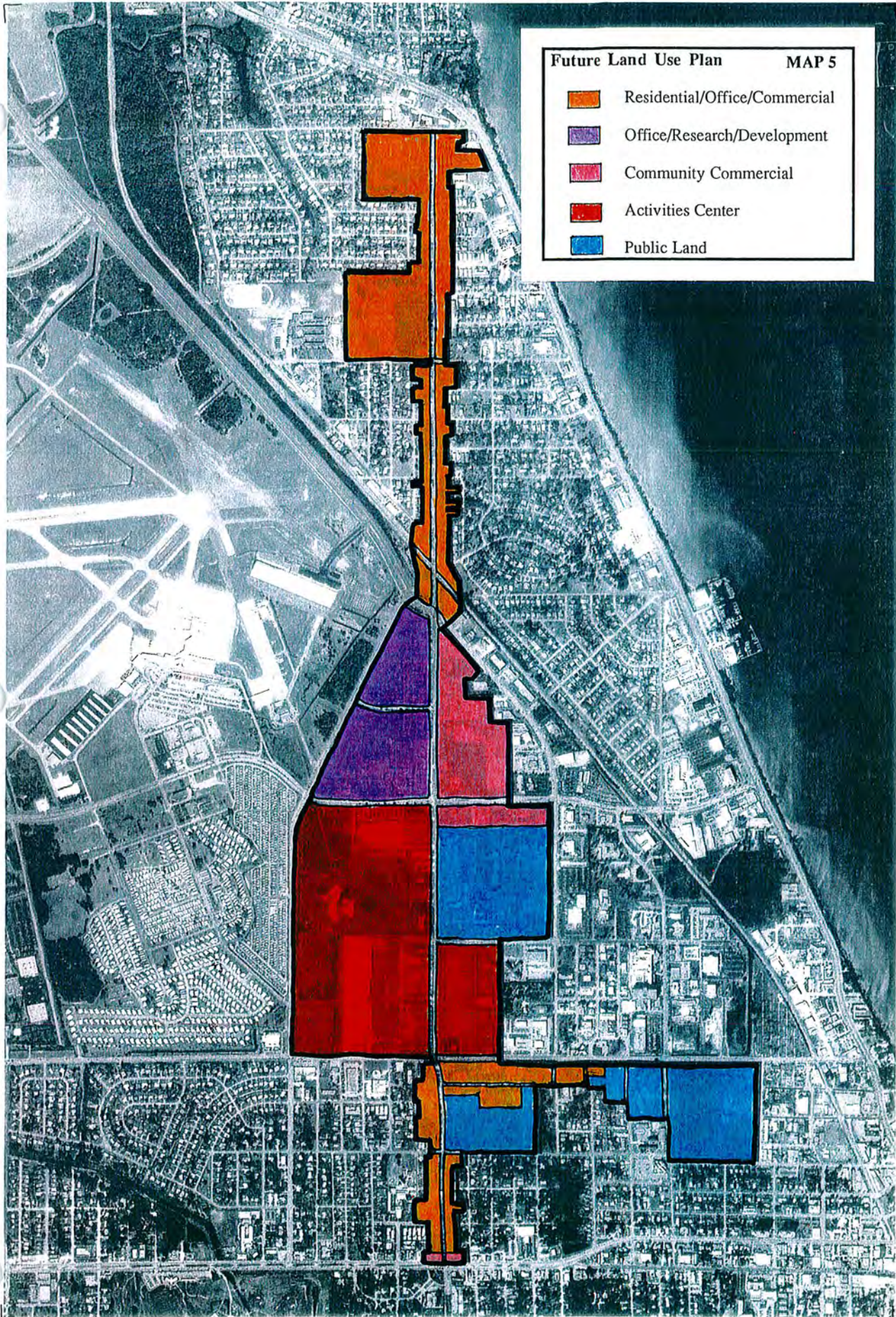
## ■ South Area

- **Existing Land Uses-** This area is probably the most difficult to plan due to the very shallow boundary configuration east and west of Babcock. The uses along the corridor vary from high vacancy strip centers, food/service, gas station/convenience store, thrift shops, pest control, a large public park, and quasi-industrial uses such as rental and repair shops. These uses exist next to churches, private schools, quaint older homes, multi-family residences and a stable residential community on the west. The small lots, numerous access points, constrained roadway, difficult/dangerous traffic movements and patterns, cluttered signage, and non-conforming lots and businesses combine to create vacancies, vagrancy and deterioration. The existing zoning for this area is primarily C-2. The City's Future Land Use Map designates the lands as commercial and low density residential.
- **Future Land Use-** The Plan envisions using the Commercial-Office-Residential category to redefine the character of this area, while allowing current businesses to operate. Current Land Use and Zoning would remain at the New Haven intersection. The City may wish to develop an incentive program to encourage the assemblage of parcels and re-orient the uses onto the side streets, reducing the access points onto Babcock.
- **Recommendations-South Area** recommended changes are to:
  - ☐ Maintain the zoning and land use on the Fee Avenue Park as I-1 and PL.
  - ☐ Eliminate the merge lane from Fee Avenue onto Babcock; incorporate the lands into the park.
  - ☐ Encourage the aggregation of lots for use as residential development, oriented away from Babcock.
  - ☐ Limit access points as changes occur in uses and ownership.
  - ☐ Coordinate the overall improvements to the Babcock Corridor with the current FDOT study recommendations.



Future Land Use Plan MAP 5

- Residential/Office/Commercial
- Office/Research/Development
- Community Commercial
- Activities Center
- Public Land



600 0 600 1200 Feet

1 inch = 1000 feet

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## AMENITY PLAN AND PUBLIC IMPROVEMENTS

The Amenity Plan creates a unique identity for the Babcock Street Area and fosters its emergence as a “memorable place”. The Amenity Plan provides additional tools and guidance to move from the overall concept of this Plan to its implementation. The Amenity Plan is designed to improve the visual impact of redevelopment and create a unique identity for this area of the City. A public/private partnership is necessary for the success of this program, through which all property-owners upgrade their own sites with help from the CRA.

Public Improvements are those projects which not only improve the physical, visual, and functionality of an area, but moreover are designed and placed to foster a partnership and stimulate private sector investment. Public improvements may include the addition of streetscaping, landscaping, lighting, intersection improvements, and roadway enhancements.

The Amenity Plan and Public Improvements (Map 6) identifies recommended public and private improvements, particularly along the Babcock Street corridor and the major east/west roadways. The section on Roadways describes the proposed modifications to current mobility network, and accompanied by Map 8, depicts the type and location of the improvements. A Project Summary showing costs estimates for 5 major public improvements is provided at the end of this section.

A discussion of the types of recommended improvements follows.

- **Gateway Markers and Entry Monuments**-Entry monuments define the arrival and departure points along the corridor. The architectural style of these monuments, as illustrated, is reflective of the unique character of the area. By using a similar architectural style, the Area’s identity is highlighted and strengthened. The major intersections should be defined by these types of features. These markers give identity throughout the City and, in particular, along the corridor. Examples of some prototypes are given herein.
  
- **Babcock Core Commercial Streetscape**-Enhancement of the Babcock corridor includes streetscape improvements at the intersections of Babcock with the major east/west roadways: Hibiscus, NASA, Apollo, Fee, and Laurie. The enhancements to the existing streetscape include:
  - Major street trees and additional landscape plantings.
  - The introduction of color in the landscape.
  - The addition of the “gateway” features at major intersections or entry points.
  - An underground utilities program.
  - Lighting fixtures, street furniture and bus shelters.







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- **Public and Private Streetscape opportunities**-As a part of the Babcock streetscape enhancement program, a public/private partnership for property enhancement is proposed as an implementation item. The City and CRA can develop a package of Design Guidelines for the district that would be invoked upon new developments or a change in use on existing developments.
  - **Sidewalk Installation and Improvements**-Some locations within the redevelopment area either lack sidewalks or have sidewalks strongly in need of repair. As part of the Amenity Plan, and as a public project, the Redevelopment Plan proposes the installation of sidewalks in the district to connect uses, create “people spaces” and encourage an expanded length of stay. Such sidewalk improvements increase the connectivity between residential and commercial areas and promote a pedestrian friendly transportation system.
  - **Parks and Open Space**-To address the issue of creating an attractive environment for residents, employees, and visitors to Melbourne, the Plan identifies park improvements and the addition of parks to relieve the effects of urban land uses. These park and open space areas provide recreational amenities for nearby residential areas. A park at the Village Center will be a value added amenity to attract urban dwellers.

The proposed North Village Park functions as a focal point terminus. Capturing a new image, the Park will serve as a gateway. Formed as a result of the realignment strategy discussed in the Roadway section of the plan, an area approximately 400' by 150' becomes the terminus for northbound views through the commercial corridor, and southbound views through the residential community. In addition to providing strong vertical elements through the use of plant materials and other architectural features, the space can become a pleasant, inviting people place. A refined hardscape treatment repeating the water theme, visually and physically links the North and Core Areas.

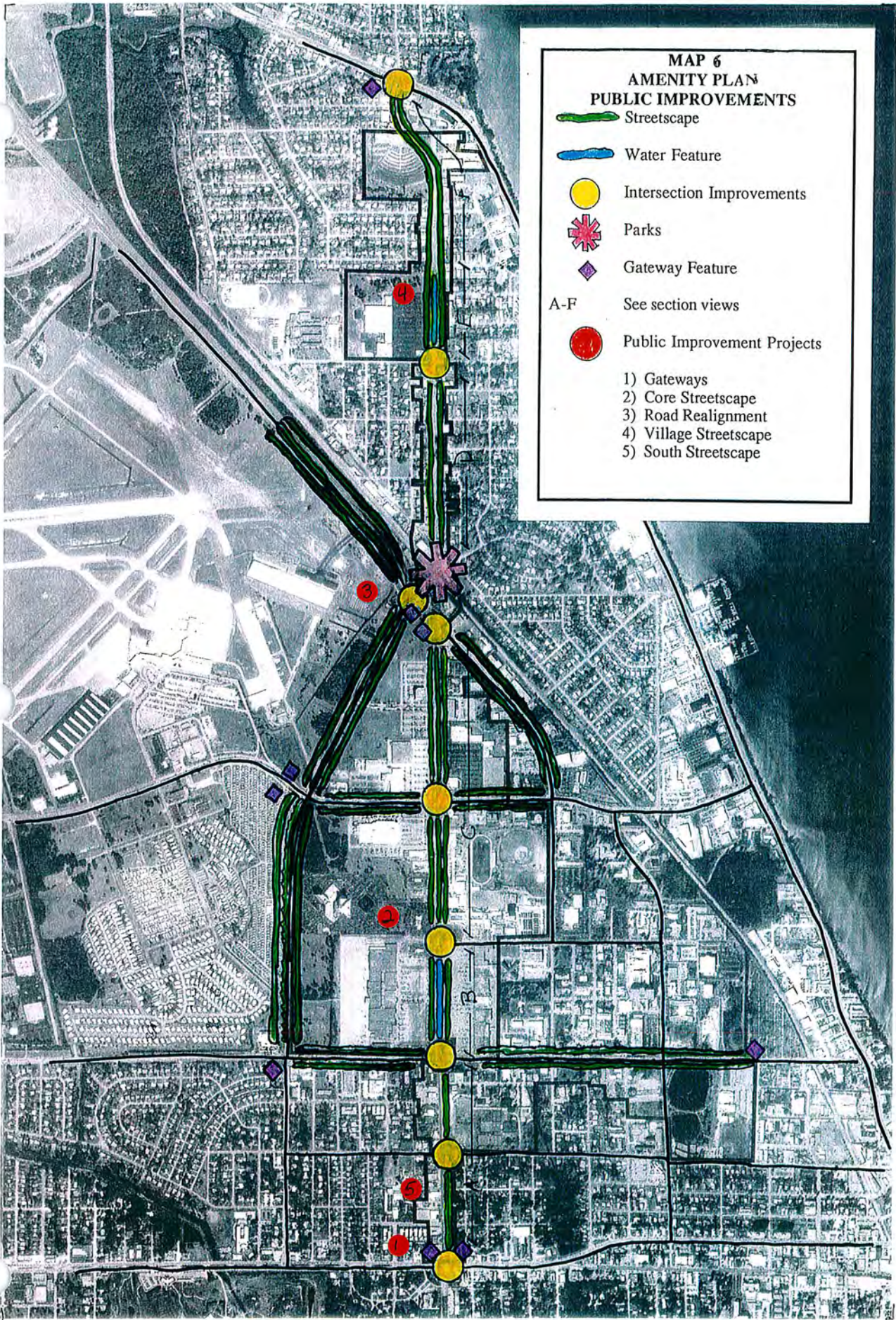
- **Stormwater Master Plan**-The Plan recommends the development of a comprehensive Stormwater Master Plan to identify, design and fund regional run-off. While the Plan would identify specific treatment areas, large exfiltration trenches can be utilized in conjunction with major roadwork changes. These can connect to the water features located between Hibiscus Boulevard and Sheridan Road. From this point, a route northward along the proposed Sheridan Road extension would lead to the manmade lagoon proposed behind the FMCC. The outfall from this feature can be westward along the existing ditch on the north side of Hibiscus Boulevard. The route would then proceed southward through the drainage canal between Glennmore Circle and Lund Circle, connecting with the M-1 drainage canal leading to Crane Creek. Significant funding is available through the Department of Environmental Protection's Section 319 Non-Point Source Grant Program, to underwrite the cost of these stormwater improvements.

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- **North Babcock Village Streetscape**-Included as part of the roadway enhancements, this project would re-align Babcock street north of Apollo, provide a 2-lane residential road segment with on-street parking, streetscape/landscape treatments, street furnishings, lighting, signage and pedestrian linkage to the neighboring residential communities.
  - **South Babcock Streetscape**-South Babcock Street is currently being studied by FDOT. Future streetscape improvements would be coordinated with recommendations from that study.
  - **Signage Improvements**-The district needs to be evaluated to decrease the number of signs, visual clutter and non-thematic signs. By weaving an adopted theme into the district, a new urban character, aesthetic quality, destination identification and sense of place are achieved. Public improvements would include street signs, directional signs, and overall redesign of district signage in order to promote graphic consistency and identity.

**MAP 6**  
**AMENITY PLAN**  
**PUBLIC IMPROVEMENTS**

-  Streetscape
-  Water Feature
-  Intersection Improvements
-  Parks
-  Gateway Feature
- A-F See section views
-  Public Improvement Projects

- 1) Gateways
- 2) Core Streetscape
- 3) Road Realignment
- 4) Village Streetscape
- 5) South Streetscape



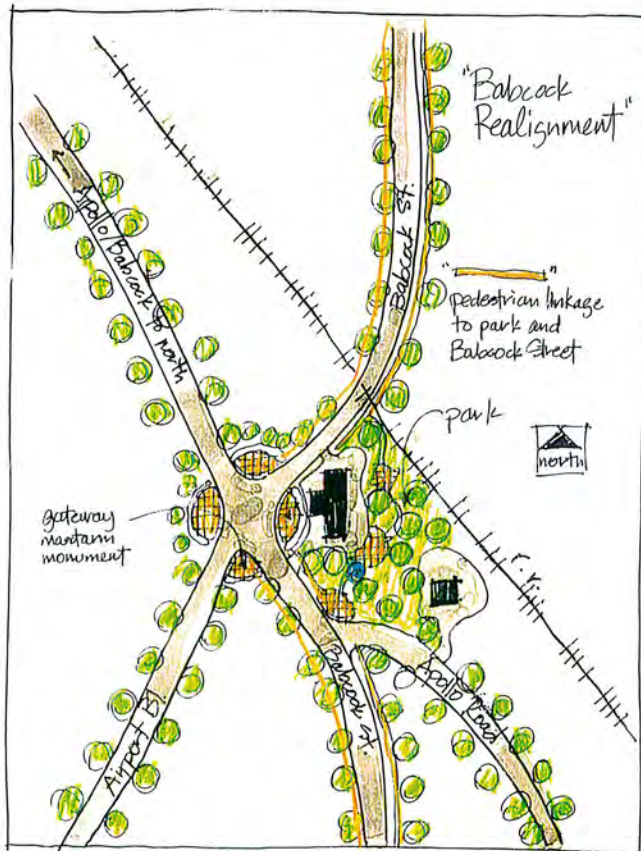
600 0 600 1200 Feet

1 inch = 1000 feet

# NORTH VILLAGE PARK



North Village Park @ Babcock/Apollo  
Melbourne, Florida





Babcock/Hibiscus  
stormwater feature

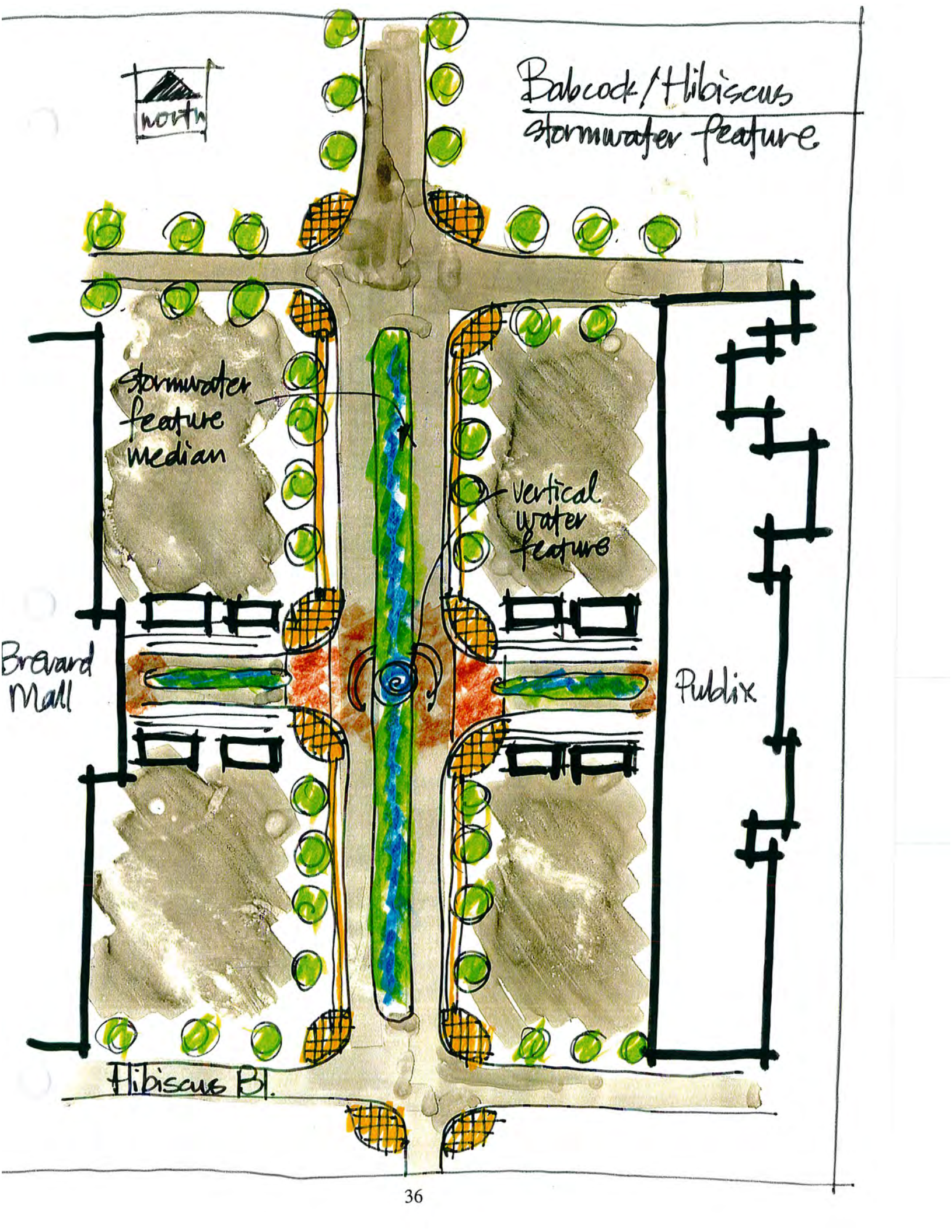
stormwater  
feature  
median

Vertical  
water  
features

Brevard  
Mall

Publix

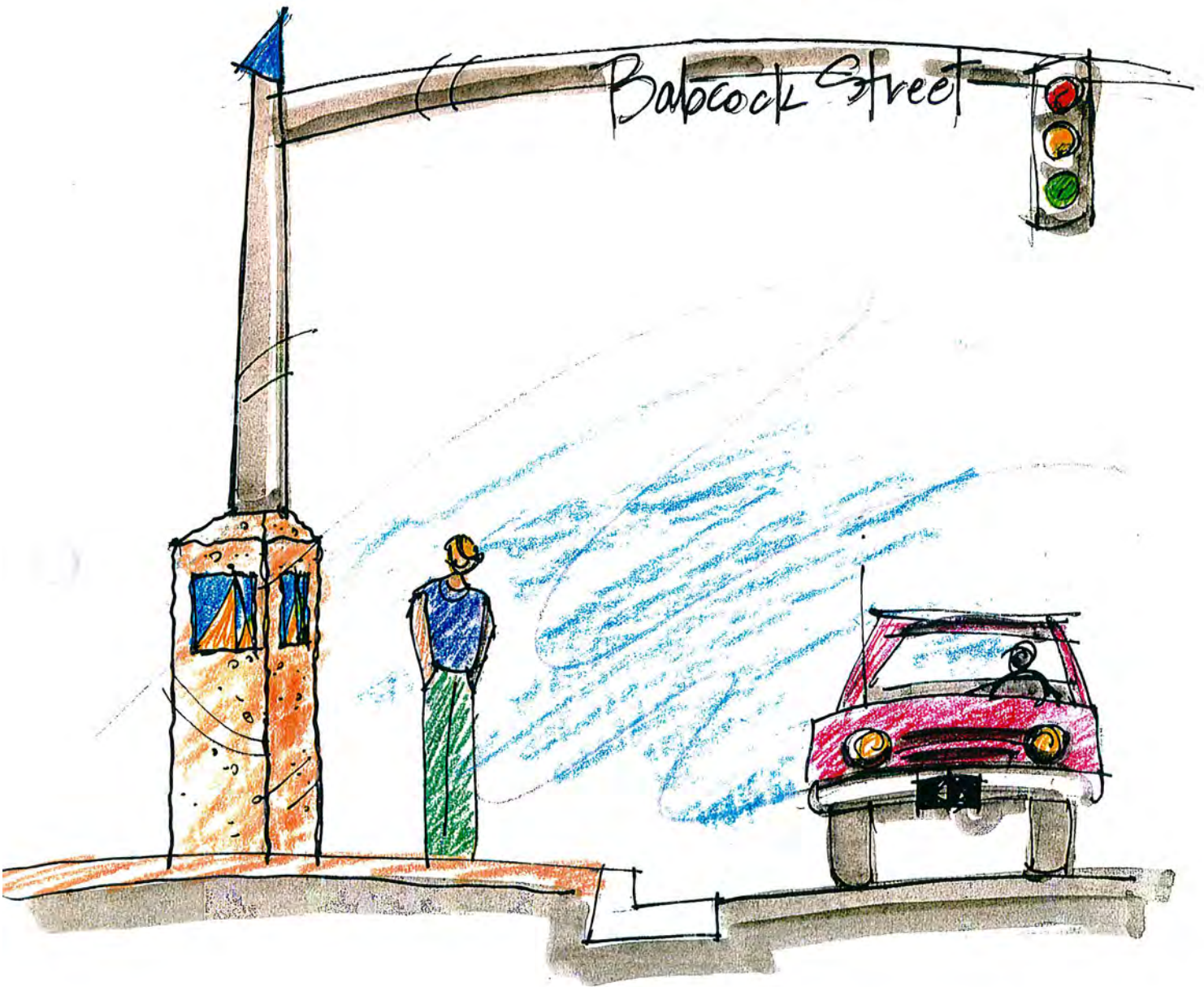
Hibiscus Bl.





Bollard Typical: "Babcock Street Village"  
Melbourne, FL





Mastarm Monument @ Gateway Intersections  
Babcock Street, Melbourne FL

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## ROADWAY IMPROVEMENTS

Roadway improvement projects, shown on Map 8, are one element of the public improvements which are a physical expression of the City's commitment to the Redevelopment Plan. Babcock Street is one of the oldest streets in the City. It serves as the major north-south axis east of the airport, connecting North Melbourne to Indian River County. Transformed from a two laned local road, Babcock is now a 4 laned major arterial, running parallel to US 1 and serving regional uses and major employment centers.





The north/end character of Babcock (between the RR and US 1) is distinctly different from the rest of the corridor. This segment runs through an historically residential district. While land use along Babcock Street in this area has evolved to commercial usage along both sides of the street, the residential nature of the area is clearly established.

In contrast, land use between Apollo and Hibiscus is comprised of much more intense commercial development. There is another constricted portion between Hibiscus and US 192 where the road width narrows due to lack of right-of-way. Liner and strip centers have begun to decay and lose tenants due to many access points, poor signalization and non-conforming land uses.

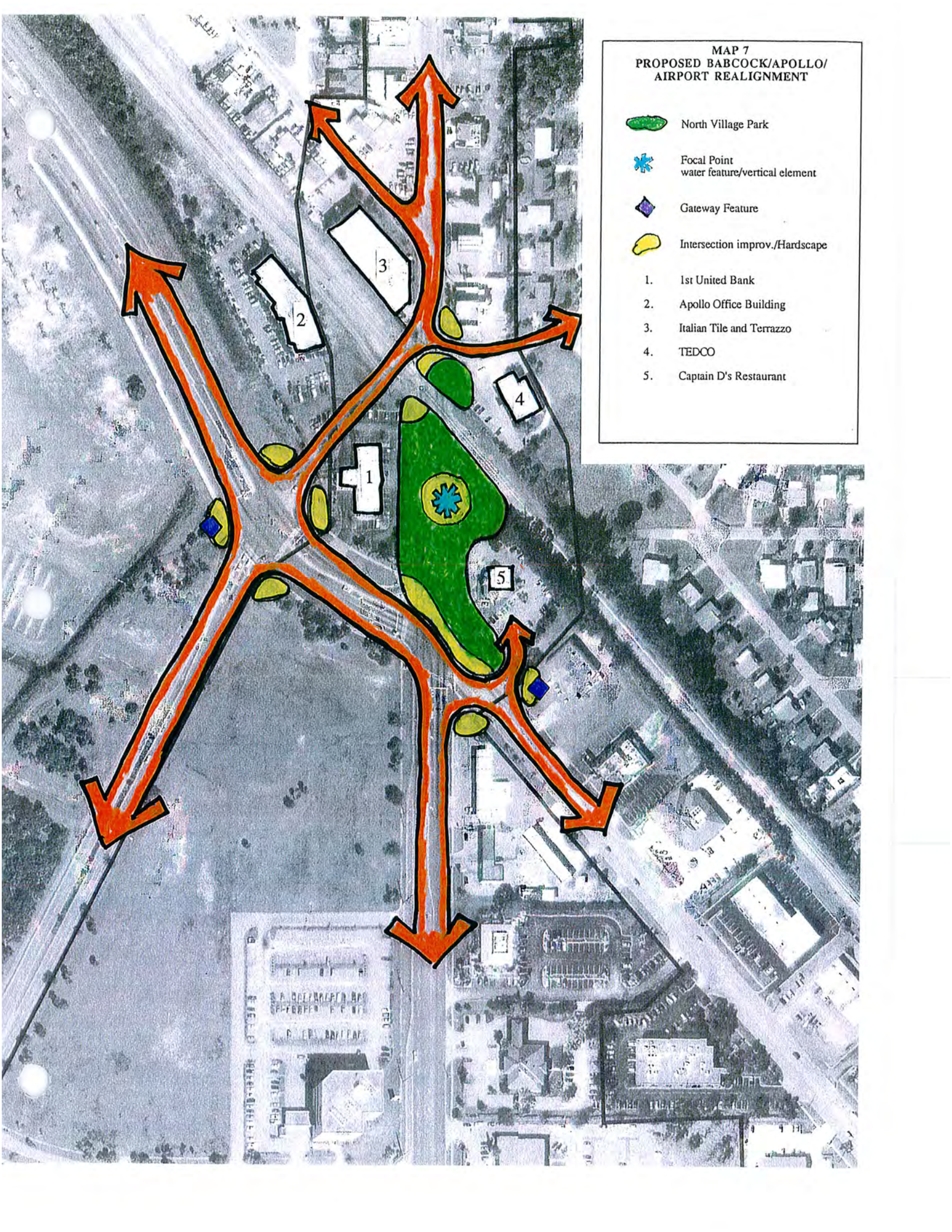
Redevelopment planning casts a new vision for the area, often promoting dramatic changes to the Area's form and function. The creation of the Core Area as an Activity Center and the re-establishment of the North Area to a vital, urban residential environment stimulate the need to re-evaluate roadway and traffic configurations. Consequently, the Plan recommends a major change to the corridor, particularly at the juncture of Babcock, Apollo and Airport Boulevards.

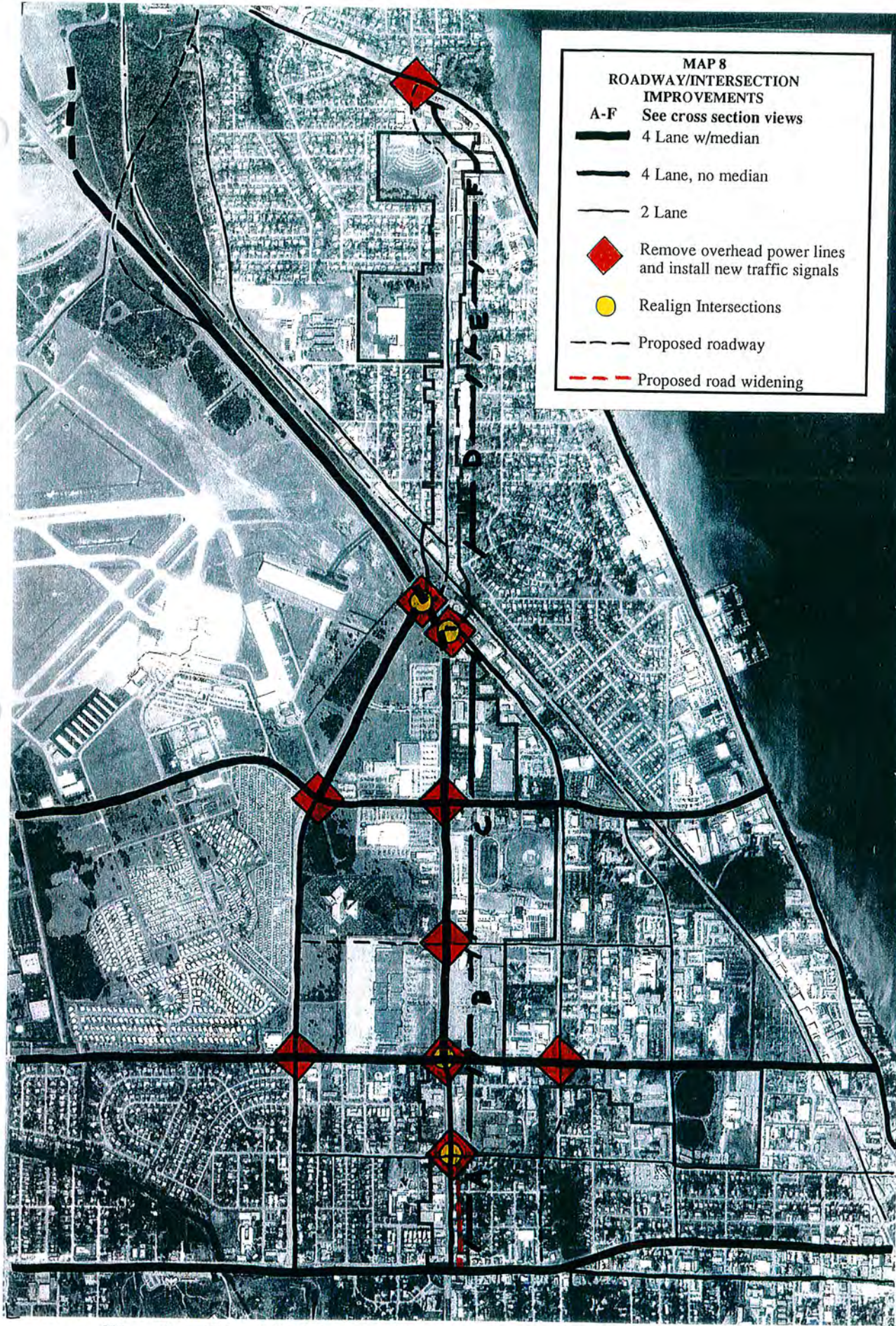
- **Babcock/Apollo/Airport Realignment-** The roadway strategy for this area begins with the premise that traffic from the commercial core can be redirected away from the northern residential area to a new access to US1. This can be accomplished through re-routing the more heavily traveled section of Babcock Street directly onto Apollo. The strategy takes advantage of the underutilized roadway section between Apollo and Sarno Road which connects to US1. The long-range plan proposes that Babcock Street turn northwest onto Apollo, create a bridge by-pass to cross the Eau Gallie River and proceed north along Commodore and Stewart Road. This concept will alleviate traffic on US 1. Map 8 identifies the proposed realignment of these roadways.

MAP 7  
PROPOSED BABCOCK/APOLLO/  
AIRPORT REALIGNMENT

-  North Village Park
-  Focal Point  
water feature/vertical element
-  Gateway Feature
-  Intersection improv./Hardscape

- 1. 1st United Bank
- 2. Apollo Office Building
- 3. Italian Tile and Terrazzo
- 4. TEDCO
- 5. Captain D's Restaurant





**MAP 8**  
**ROADWAY/INTERSECTION**  
**IMPROVEMENTS**

A-F See cross section views

4 Lane w/median

4 Lane, no median

2 Lane

Remove overhead power lines and install new traffic signals

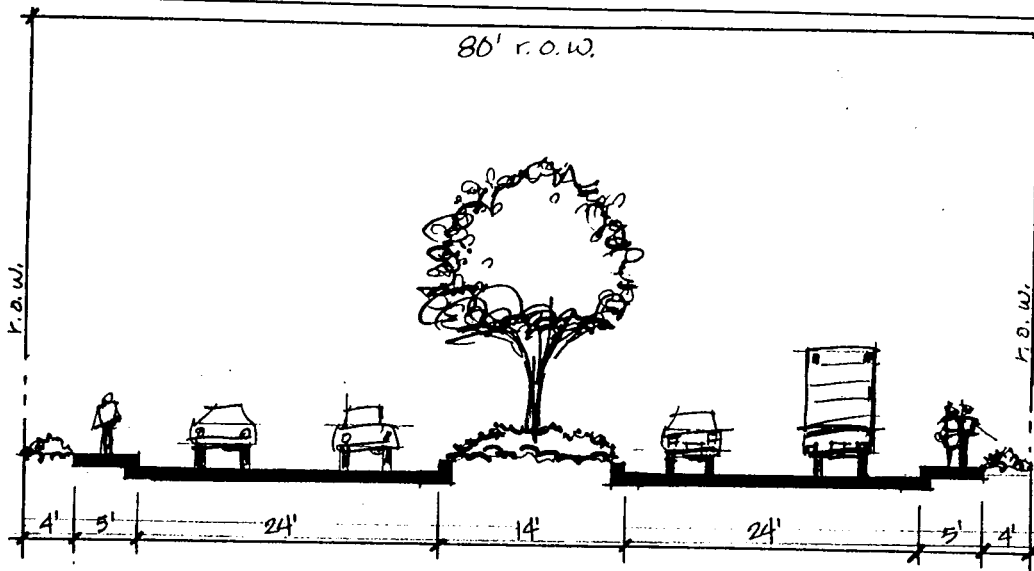
Realign Intersections

Proposed roadway

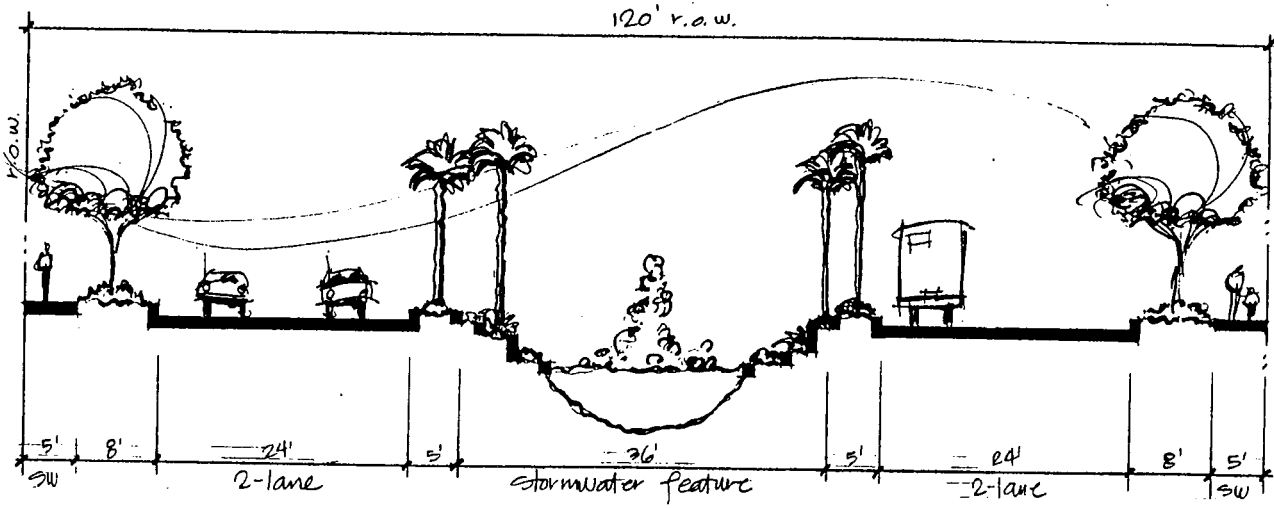
Proposed road widening

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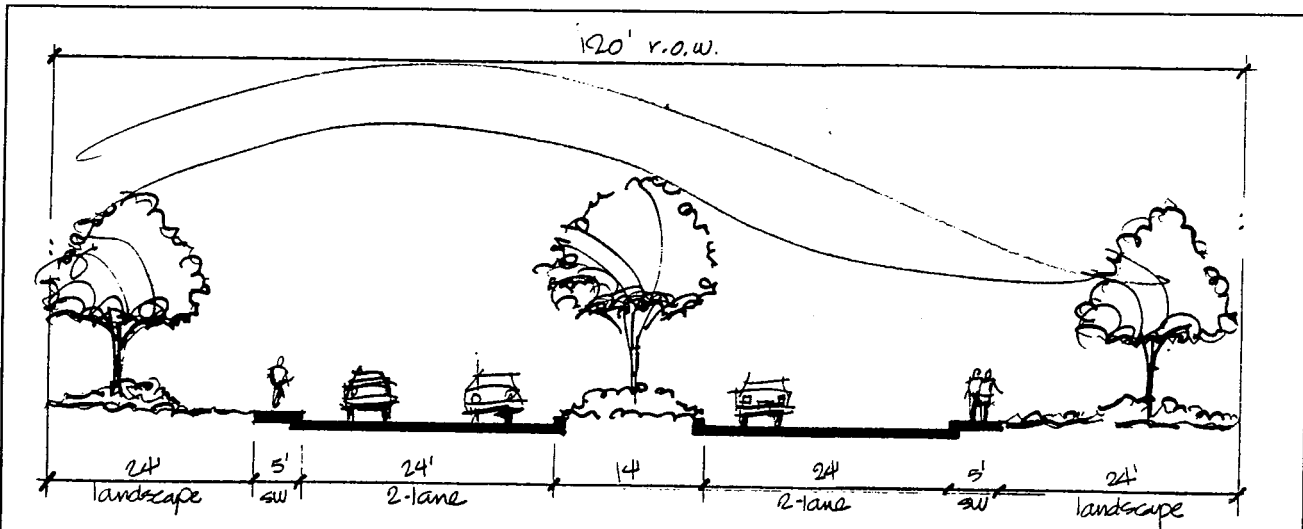
1 inch = 1000 feet



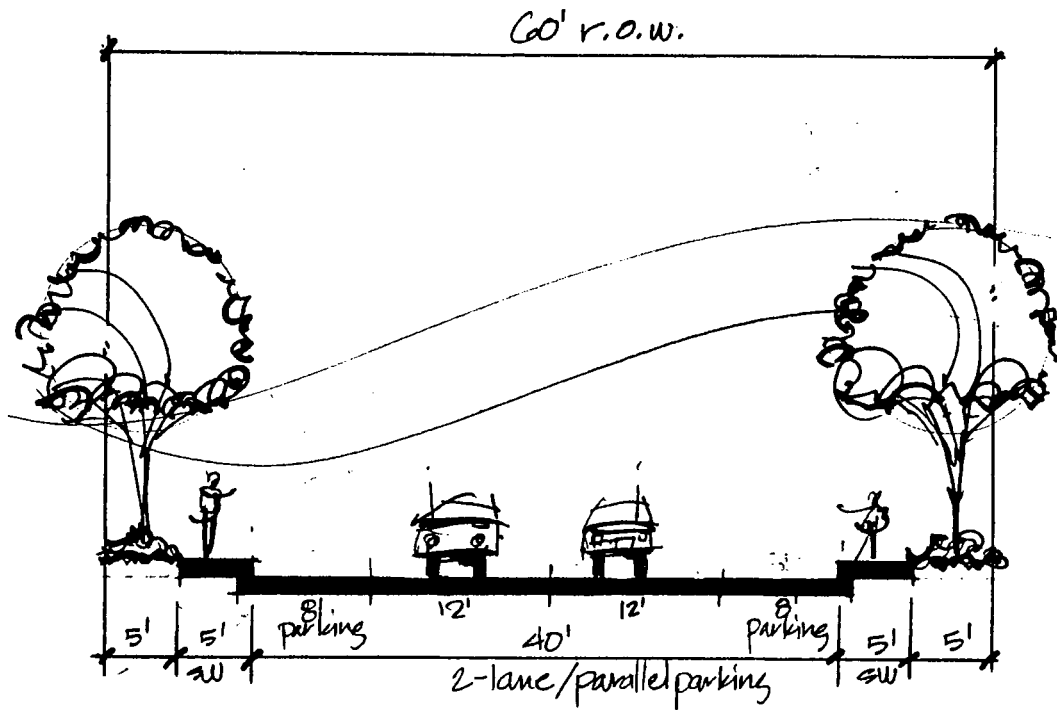
**A** 192 to Hibiscus Blvd. - 80' r.o.w.  
 section Scale: 1"=10'-0"



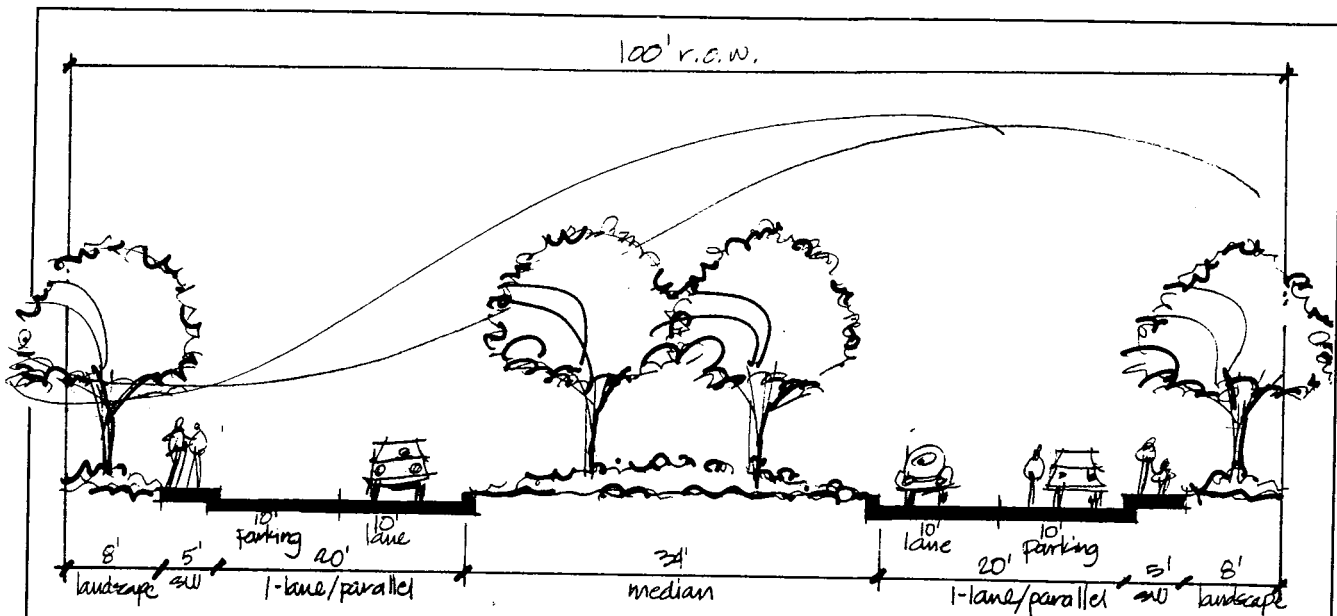
**B** Hibiscus Blvd. to Sheridan Road 120' r.o.w.  
 section Scale: 1"=10'-0"



**C** Sheridan Road to Apollo Road · 120' r.o.w.  
 section scale: 1"=10'-0"



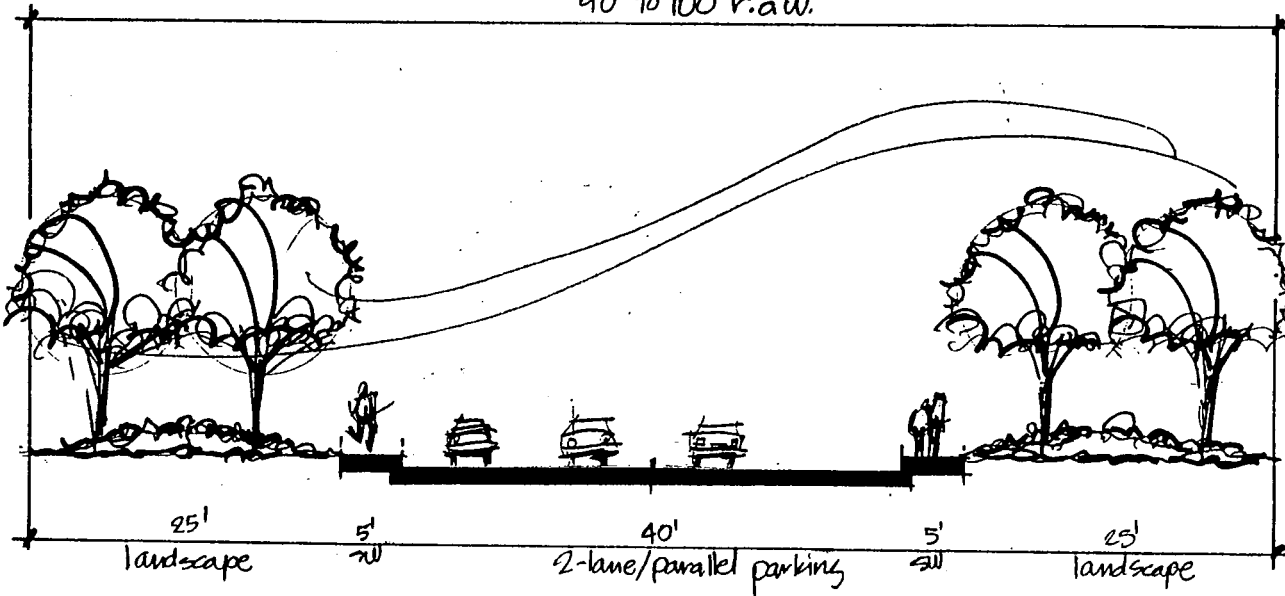
**D** Apollo Road to Brevard Avenue  
 section scale: 1"=10'-0"



**E** "The Village Center" section

scale: 1" = 10'-0"

90' to 100' r.o.w.



**F** From Village Center to U.S. 1 section

scale: 1" = 10'-0"

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- 
- **Residential Babcock/Apollo/Airport**-While northbound through traffic continues on Apollo, a new 4 way intersection emerges at the current “T” intersection of Airport Boulevard and Apollo. Babcock Street north of the railroad tracks would curve west to connect at the existing intersection of Apollo and Airport, west of the 1<sup>st</sup> United Bank. The old section of Babcock/Apollo would become the focal point entry feature-North Village Park as previously discussed. Babcock Street north of the RR would become a two laned residential street with on-street parking. The removal of through traffic and narrowing of the roadway allow the renewal of existing neighborhoods, create
  
  - opportunities for high density residential in-fill projects and encourage the location of more neighborhood goods and services. Narrowing the roadway, accompanied by streetscape, sidewalks, the new Village Center and parks creates an inviting people place and new urban living environment.

The Plan also proposes the re-alignment of Babcock and Laurie around the Palms 8 theatre site. The opportunity exists for a large scale residential/commercial mixed use project which would take in lands north and east to US1 adding waterfront views and values to the property.

- **Babcock Street Roadway Sections**-Cross-sections are depicted on the following pages for segments of the Babcock Street Corridor. The roadway treatments for the various segments are “letter” keyed to the map and described below:
  - A. US 192 to Hibiscus Boulevard shows a preferred 80’ r/o/w with a 14’ central landscaped median, final details subject to the current FDOT study of the Babcock Corridor
  
  - B. Hibiscus Boulevard to Sheridan Road shows a 120’ r/o/w with traffic lanes narrowed; a 36’ wide water feature including a decorative modular concrete block retaining wall section for both plantings and cascading waterfalls; vertical fountains placed at both ends of the water feature to provide aeration and aesthetics.
  
  - C. Sheridan Road to Apollo Road shows a 120’ r/o/w with four travel lanes separated by a landscaped median with street trees on both sides of the roadway, separating vehicular and pedestrian circulation systems.
  
  - D. Apollo Blvd to Brevard Avenue shows a 60’ r/o/w and the transformation from 4 to 2 lanes of traffic with on-street parking, sidewalks and street trees.



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E. The Village Center segment shows a 100' r/o/w and the diversion of traffic around a 34' wide median with a double row of street trees, on street parking and sidewalks.

F. The Village Center to US1 includes 90'-100' r/o/w and 2 lanes of traffic with on-street parking and landscaping.

■ **Other Roadway Improvements-** The above treatments are shown on the roadway maps which also shows two additional recommendations:

- Extend Sheridan Road west to Airport Blvd.
- Study the feasibility of extending and realigning the south end of Apollo to connect to Stockton Street, cross the drainage ditch and connect to US 192, historic Downtown Melbourne and the beaches.

■ **Summary of roadway improvements-** The road realignment strategy described above:

- Greatly enhances mobility in and out of the core commercial area.
- Addresses safety related problems
- Presents an opportunity for development of a comprehensive stormwater management plan, retrofitting old urban development and providing treatment of run-off prior to discharge to the Indian River
- Presents opportunities to create a strong sense of place through street trees, furnishings, hardscape, landscape improvements and other on-site amenities.
- Allows for a new image, theme and sense of place by using certain design themes and variations on these themes throughout the district, including:
  - ❖ An architectural fountain at North Village Park.
  - ❖ Architectural bases that anchor new traffic signal mastheads.
  - ❖ Bases for directional signage.
  - ❖ Large decorative pots containing flowering plants.
  - ❖ Gateway features that will identify the boundaries of the district.
  - ❖ A unique logo, couple with the historical assets will be developed.
  - ❖ Use of ceramic tile, painted metal and other landscape treatment to reinforce a design theme, which include the colors blue, green and wheat (water, land, and history) found in the City's logo.

## **PROPOSED PRIVATE CATALYST PROJECTS**

Private catalyst projects are necessary to activate the planned redevelopment program. Various situations exist: some sites are vacant; some are already developed, but may be in need of rehabilitation; some are not economically viable or are non-conforming

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uses/structures; and some are, because of their location, suitable for other more economically feasible uses and reconfigured lands and structures.

Private projects are generators of future increases in property values which builds the tax increment to fund all public redevelopment improvements. Therefore, there is a strong linkage between the Land Use Plan, the public improvements and the private projects. Each of these elements must interrelate with the other to achieve the City's overall redevelopment goals and objectives. Estimates for these projects are given within this section of the Redevelopment Plan.

The catalyst projects are identified in the order in which they appear on Map 9 of the Plan.

### **1. PALMS MIXED USE PROJECT**

Envisioned as a mixed use project, this 13 acre site can stand alone or be assembled with adjacent lands to the east and north to present a larger statement and capture the water amenities. As a self-contained project, the site could accommodate 200 multi-family units and 20,000 sf of commercial space.

<b>Project Value:</b>	<b>Commercial:</b>	<b>\$ 1.2M</b>
	<b>Residential:</b>	<b><u>\$11 M</u></b>
	<b>Total:</b>	<b>\$12.2 M</b>

### **2. VILLAGE CENTER**

The signature project of the North Area, this site becomes a focal point for the revitalized residential "in-town" community. The project would mix offices/services with multi family dwellings, a new park, community activity centers, parking and other public spaces. The project could contain 225,000 sf of office/commercial and 158 dwellings.

<b>Project Value:</b>	<b>Commercial:</b>	<b>\$13.5M</b>
	<b>Residential:</b>	<b><u>\$ 8.5M</u></b>
	<b>Total:</b>	<b>\$22 M</b>

### **3. VILLAGESHOPS**

This project is designed to meet the neighborhood needs with about 63,00sf of community commercial land uses.

**Project Value: \$3.8 M**

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#### 4. HIGHTECH RESEARCH AND DEVELOPMENT

Containing approximately 237,500 sf, the site would be a prime location for an employment center related to the high tech market currently located in the Melbourne area. The use could include an “incubator” and be a support for or complement to the Florida Marketplace and Convention Center.

**Project Value: \$16.5 M**

#### 5. HOTEL SITE

The lands identified for this Hotel are currently being development for a Suburban Lodge adjacent to the Hilton Rialto. When the project is complete in 1998-99, it will add another element of “in-town” lodging.

**Project Value: \$4.5 M**

#### 6. BABCOCK MIXED USE PROJECT

Designed to support the emerging economy, this site is envisioned to contain a mix of office and intense commercial space. Approximately 126,000 sf of building would be available. Additional lands could be aggregated to enlarge the project scope.

**Project Value: \$8.2M**

#### 7. FLORIDA MARKETPLACE AND CONVENTION CENTER

The feature project is capable of containing a mix of commercial, hotel, office, entertainment, restaurant, and other “activity” spaces. Envisioned as the signature project of the core area, external renovations to the façade, inside, site, out-parcels, and developments on vacant lands will stimulate the entire redevelopment effort, encourage new private investment, and promote the area as a destination.

<b>Project Value:</b>	<b>Commercial:</b>	<b>\$18.0M</b>
	<b>Hotel:</b>	<b>\$ 6.5M</b>
	<b>Office:</b>	<b><u>\$ 2.4M</u></b>
	<b>Total:</b>	<b>\$26.9M</b>

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**8. MELBOURNE CENTER**

The renewal and rehabilitation of the Publix shopping plaza will complement the Area's high intensity commercial land use. With approximately 72,000sf available, the center can accommodate new market driven needs from enhanced employment opportunities.

**Project Value: \$4.3M**

**9. SOUTH BABCOCK CENTER**





Contained on 2.75 acres and within the new "ROC" zoning district, this site could be the first location for re-use in the south area. Envisioned for 42 residential units and 30,000 sf of office, the redevelopment of this site could demonstrate the potential investment opportunities in this portion of the district. Enlargement of the district boundaries and parcel aggregation can enhance the project's value and stimulate other private projects.

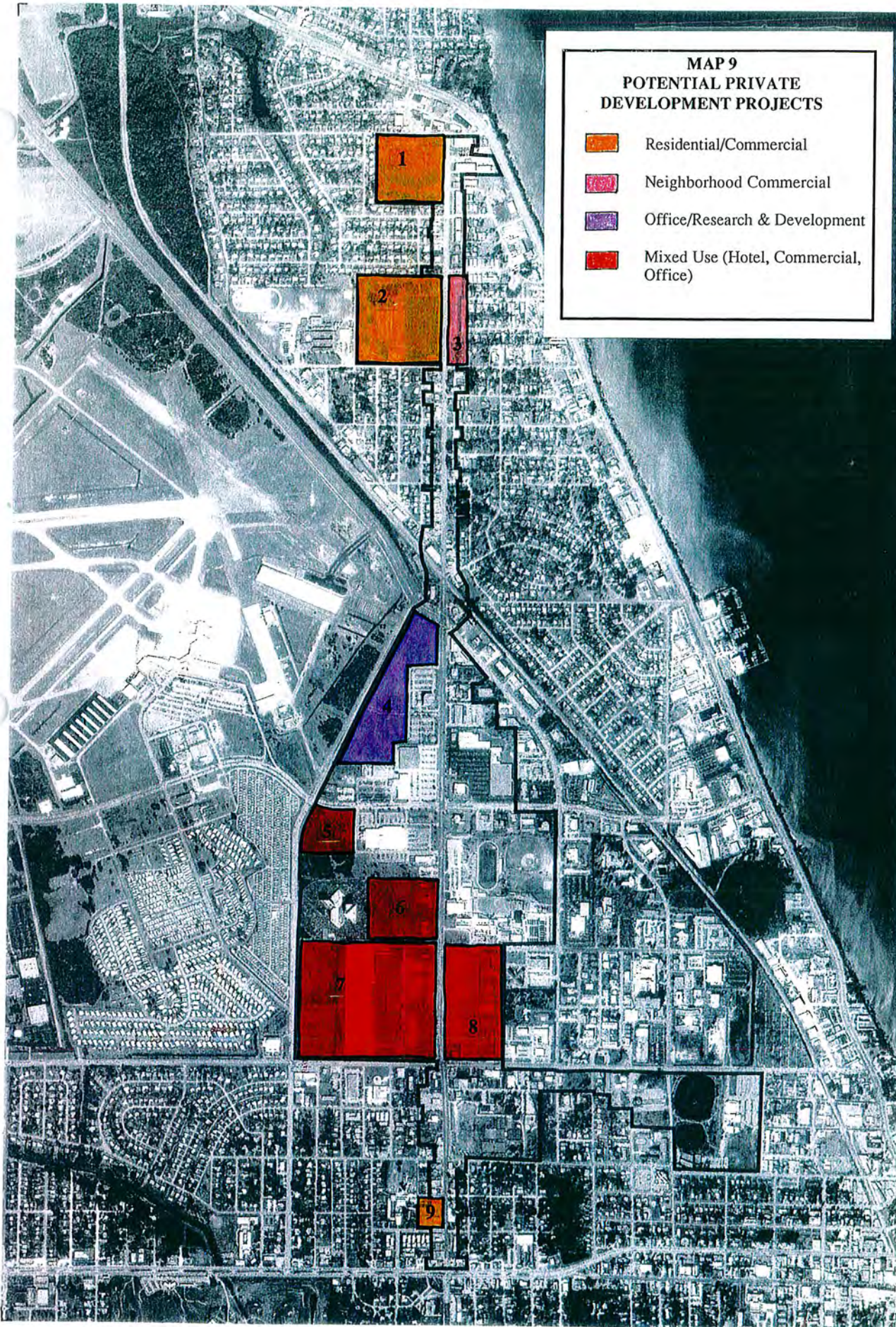
<b>Project Value:</b>	<b>Commercial:</b>	<b>\$1.8 M</b>
	<b>Residential:</b>	<b><u>\$2.3 M</u></b>
	<b>Total:</b>	<b>\$4.1 M</b>

**SUMMARY**

With this Redevelopment Plan, Melbourne has taken the first step to arrest the decay in buildings, the decline in property values and the decrease in viable commercial businesses. Recognizing its assets, the City is faced with a future ripe for infusion of new dollars for redevelopment, rehabilitation, and renovation. By changing the land use and zoning for specified parcel and allowing a mixed of land uses, the City will remove declining commercial properties as drains on the tax base. This effort will foster other uses more appropriate to the area, more conducive to attracting development, and more valuable for the City's tax base.

**MAP 9  
POTENTIAL PRIVATE  
DEVELOPMENT PROJECTS**

-  Residential/Commercial
-  Neighborhood Commercial
-  Office/Research & Development
-  Mixed Use (Hotel, Commercial, Office)



600 0 600 1200 Feet

1 inch = 1000 feet

## MELBOURNE REDEVELOPMENT PROJECT SUMMARY

NUMBER	PROJECT NAME PUBLIC	SIZE UNIT	COSTS	TOTAL
1	Gateway/Monument Features	8 Entry Feature Areas	\$320,000.00	
2	Babcock Commercial Core Streetscape	3000 L.F.	\$1,877,675.33	
3	Babcock /Apollo/Airport Realignment streetscape and North Village Park	2200 L.F.	\$1,511,999.33	
4	North Babcock Village Streetscape	6300 L.F.	\$1,223,691.22	
5	Identification, Direction and Road Signage Program		<u>\$300,000.00</u>	
				\$5,233,365.88
	<b>PRIVATE</b>	<b>NON RESIDENTIAL SF</b>	<b>RESIDENTIAL UNITS</b>	<b>VALUE</b>
6	Palms Center	20,000.00	200.00	\$12,200,000.00
7	Village Center	225,000.00	158.00	\$22,030,000.00
8	Village Shops	63,000.00		\$3,780,000.00
9	High Tech Research & Development	237,500.00		\$14,250,000.00
10	Hotel			\$4,500,000.00
11	Babcock Mixed Use	126,000.00		\$8,190,000.00
12	Florida Marketplace	170,000.00		\$26,900,000.00
13	Melbourne Center	72,000.00		\$4,320,000.00
14	South Babcock Center	30,000.00	42.00	<u>\$4,110,000.00</u>
				\$100,280,000.00

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## ***IMPLEMENTATION***

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The success of the Redevelopment Plan hinges on the City's ability to stimulate reinvestment, to undertake public improvement projects and to engender community support. Melbourne has taken its first steps by identifying needs, evaluating alternatives and preparing a Plan to guide its efforts into the next century. The City's most important roles in Plan implementation are those of advocate and facilitator. While the Plan does not contain recommendations for land acquisition, the City's responsibilities include being the catalyst to suggest, visualize, stimulate, market, and encourage both public support and private participation.

This section of the Plan identifies a series of implementation strategies which have the highest potential for aiding Melbourne to reach its goals.

### **MANAGEMENT PLAN**

Implementation of the Plan will require both human and financial resources. The City must assess its manpower needs and internal funding sources to promote and market the area, review development plans, create new regulatory frameworks, leverage investment, assist small businesses, provide for special events, maintain financial integrity and, in general, provide day-to-day management and review. Two key areas are highlighted for work under the management plan:

- Assess and assign staff hours for project administration.
- Target funds for creating brochure, marketing materials, new development codes, and public and private project review.

### **COMPREHENSIVE FUND SOURCES**

Planning for the income and expenditures within the CRA is integral to Plan implementation. Separate sections are devoted to the actual Financial Plan and specific yearly budget estimates, project cost estimates and proposed time frames. However, a variety of funding sources should be considered, such as:

- **Tax Increment Trust Fund-** While this is the mainstay of any Redevelopment program, the initial revenues derived will fall short of funding needs for the first few years. Consequently, this cannot be the sole funding source.
- **Special Assessments.**
- **General Obligation Bonds.**

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- **Special Revenue Bonds.**

- **Grants and Loans from the CRA-**Public and private grants and loans using CDBG funds, Community Reinvestment Act funds, historic preservation funds, Small Business Administration loans, and small business facility rehabilitation loan programs, etc.

- **Fees and charges.**

## **FINANCIAL INCENTIVES**

Financial incentives should be considered as the Trust Fund gains dollars to stimulate location of new/expanding business opportunities. These would include:

- Tax abatement/deferment.

- Public partnership with private development wherein the public sector installs roads, water, sewer and other infrastructure necessary to make the project feasible.

- Establishing a Community Development District, Community Development Corporation, etc.

## **GRANTS AND LOANS**

The City has an opportunity to provide through the CRA, restricted matching grants and low-interest loans to owners of business property in the CRA. The purpose of this financial tool is to encourage frontage improvements and major economic development projects. A detailed description of these financial incentive programs will be developed later; however, the basic concepts are outlined as follows:

- **Grants-**Exterior beautification of private property is the initial purpose of the grant program, which will provide funds only if they are available. The focus is on frontage improvements, especially landscaping and façade improvements on private property facing and along the public rights-of-way.

- **Loans-**Economic development is the purpose of a loan program, which will make low-interest loans only to the extent that funds are available for that purpose. Initially, economic development loans may be made to businesses for projects meeting certain minimum criteria, e.g. the project must be approved by the CRA; the business must pay a significant portion of the project costs; the project must involve construction of a new building on vacant land; the new building must be for a new business or expansion of an existing business; and a significant number of new permanent full-time jobs must be created by the new business or expansion.



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## **MARKETING AND PROMOTION**

The effectiveness of the Plan will largely depend on the perception of the Plan by the public, prospective developers and financial backers. Colorful illustrative materials are necessary prior to and during the process of developer solicitation. A strong citizen involvement and public information program can only aid in the success of the entire plan. The CRA should establish a community theme or slogan for use on City articles, or sponsor a contest for logo submittals, publish "CRA News" to residents/ businesses to keep them informed, and prepare and manage an on-going "events program" to stimulate and maintain the public interest. Finally, utilize "success stories" as they develop to show that Melbourne is on the move.

## **DEVELOPER SOLICITATION AND SELECTION**

The developer solicitation process will occur if the City is given or acquires property within the area that would be used for private development. The solicitation process begins with the preparation of a detailed Request for Proposals (RFP) for targeted private development projects. The RFP must specifically detail all of the conditions and requirements that pertain to the developer/development process. Once selected, a General Development Agreement should be drafted and adopted by the CRA and Council to assure that all terms and conditions are met. Upon completion, land acquisition/assemblage and other actions can commence.

## **PUBLIC IMPROVEMENTS**

Another section of the Plan has identified a series of public improvements which must be installed in conjunction with new development. This action will serve as the impetus for private sector return and reinvestment into the CRA. Many of the improvements are necessary from purely aesthetic, functional, or practical needs, such as streetscape, lighting, new signage, improved access/signalization, monumentation, identity features. Other possibilities include expanding recreational opportunities through increased programs and services at the new community center and waterfront park. Development of urban design criteria to guide physical design, landscaping, beautification and promotion, much like the Amenity Plan, would aid in public and private development.

## **LAND USE REGULATIONS**

An effort must be undertaken, in conjunction with overall management and implementation, to evaluate current land use and regulatory frameworks. To stimulate private investment, create opportunities for new development, encourage parcel aggregation, foster property rehabilitation, and promote user-friendly development, new regulations must be considered that transcend the traditional approaches to land development.

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An overall recommendation for each area is that the City provide bonuses for higher residential densities and floor area ratios (FARs) for developments which meet basic performance standards including:

- Parcel aggregation.
- Enhanced landscaping along public right-of-way that meets new City standards.
- Increased pervious surfaces.
- Public access to river or internal plazas/open spaces.
- Minimum of 3 stories and 3 uses in the core area or Village Center
- Rehabilitation or replacement of dilapidated structures.
- Use of City imagery/architectural guidelines.

An effort must be undertaken, in conjunction with overall management and implementation, to evaluate current land use and regulatory frameworks. To stimulate private investment, create opportunities for new development, encourage parcel aggregation, foster property rehabilitation, and promote user-friendly development, new regulations must be considered that transcend the traditional approaches to land development. These might include:

- A new land development code for the Community Redevelopment Area.
- Enhanced sign regulations.
- Performance based zoning or an urban code.
- Transfer of Development Rights.
- Property vesting.
- Density bonuses for property rehabilitation, demolition, acquisition and parcel aggregation.
- Increased floor area ratios for commercial development.
- Reduced on-site parking requirements.
- Enhanced landscape requirements.
- Plan review changes; delegation of authority to CRA.

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- Comprehensive Plan/Land Use Map amendments to locate new opportunities for residential development and mixed-use developments as shown in the Redevelopment Plan.
  - Crime Prevention through Environmental Design strategies to assure human and structure safety and security.
  - An overlay district for architecture, landscape, signage, site development standards.
  - Detailed plans for public improvements.
  - Systematic code enforcement program to address dilapidated structures, non-conforming uses/buildings, etc.
  - Development fee waivers for re-plats or parcel assemblage to encourage rehabilitation and reinvestment

## **DESIGN GUIDELINES/STANDARDS**

As part of the streetscape enhancement program, the Redevelopment Plan also proposes that the City revise the existing sign guidelines to improve the visual impact of commercial corridors such as Babcock Street. The revised sign guidelines should include reducing the maximum allowable size of commercial signs and requiring a sign program for shopping centers. This will also help address the issue of improving the community's image and creating an identity for Melbourne.

A necessity for encouraging quality development, design guidelines give specific guidance for regulating height, bulk, lot sizes/dimensions, floor area ratios, and the like. Such standards would reflect architectural, landscape architectural, signage, and site design criteria for new developments and change-overs in property uses.

## **NON-CRA PLANNING OR REGULATORY COMPLEMENTARY PROJECTS**

The Vision Plan for the Redevelopment Area identifies lands which are important to, but outside of, the current boundaries for the CRA. The CRA does not exist in a vacuum, but is influenced by land uses, economic opportunities, and development programs which can enhance or support the CRA efforts. The City should reserve the right to consider future boundary adjustments. There are several supporting projects which could strategically aid the success of the CRA:

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- Conduct Neighborhood or sector plans for areas abutting the district, particularly the north area residential areas, the medical community, and residential support locations in the south area.
  - Undertake roadway improvements, which would include extending Apollo north to US 1 to provide an additional north south access and transportation route to serve the larger Melbourne community. Such a project would need support of the Metropolitan Planning Organization, City Council, FDOT and is an extensive acquisition, permitting and construction project.
  - Invest in curb, gutter, and sidewalk installation programs for the residential neighborhoods surrounding the CRA to provide not only a “clean-up” enhancement, but moreover to provide a physical linkage between the areas so that it becomes user friendly.
  - Create a Village Center Master Plan for the area identified in the Land Use.
  - Conduct a study of and create a Master Riverfront Access and Utilization Plan.
  - Evaluate the need for and collaborate with the Medical community to create a Medical District Plan.
  - Create a Master Stormwater Management Plan for the lands in and out of the CRA to produce a system that meets current standards and environmental enhancements.
  - Identify ways to create physical and visual linkages between the CRA and other corridors such as Hibiscus, east to US 1 and west to Evans Road; NASA Blvd, Apollo, through streetscaping, signage and other aesthetic enhancements.
  - Work with the Chamber, Economic Development Commission, FDOT, and others to place Melbourne in the regions’ tourist context, such as with name recognition on signs and billboards along SR 528, I-95, US1, etc.
  - Coordinate pedestrian and bikeway access programs with the City’s Comprehensive Plan

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## ***FINANCIAL PLAN***

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The following Redevelopment Financial Plan lists publicly-funded redevelopment projects which the City proposes to undertake in pursuit of its redevelopment goals. The City intends to fund these projects through a variety of sources, such as, tax increment financing, grants, loans, gifts, and general revenue funds, among others.

### **TAX INCREMENT FINANCING (TIF)**

The ability to use tax increment revenues for community redevelopment is authorized by Chapter 163, Part III, Florida Statutes. Once the City designates an area as the Redevelopment Area, the assessed valuation of the area is "frozen" commencing with the certified tax rolls as of a specified date, as the base year, in order to derive tax increment revenues. Such revenues must be used by the agency to pay for approved projects within the Redevelopment Area, either on a pay-as-you-go basis or as security for bonds, the proceeds of which must be used for such lawful purposes as described in Chapter 163, Florida Statutes.

Upon the adoption of this Plan, a Tax Increment Financing Plan may be implemented with the creation of a Redevelopment Trust Fund, as specified in Section 163.387, Florida Statutes. Once the tax increment funds are deposited into the Redevelopment Trust Fund as a result of Tax Increment Financing, an assessment of long-term revenue stability needs to be conducted and the use for bonds based upon the tax increment revenues needs to be reviewed as a long term capital improvement source. Upon the completion of this analysis, the CRA shall establish a time certain for completing all redevelopment financed by increment revenues, which shall occur not later than 30 years after the fiscal year in which the plan is adopted, as required by Section 163.362(10), Florida Statutes.

The financial assessment shall determine whether revenue bonds will be necessary to maximize the efforts to complete infrastructure projects within the 25 year completion period. Revenue bonds issued by the CRA shall comply with the requirements of Sections 163.387(4) and 163.387(5), Florida Statutes.

The following estimate of TIF revenues proposes approximate increments of assessed values and resultant tax increment for general planning purposes. Variables of millage increases, increased assessed values and enlarged CRA District boundaries will yield greater returns. These are estimates only and subject to variance, dependent on changes from year-to-year. The exact increment will not be determined until an accounting is finalized with the City and County tax offices.

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The TIF estimate is based on variable percentage increases over a 25 year period. Changes in annual percentage increases reflect estimates of when major projects come on line and general value increases.

## **OTHER FUNDS SOURCES**

The following funding sources are based on identification of need and should not be considered an exhaustive list of financial sources:

- **Community Development Block Grant (CDBG)**-This program provides financial assistance to eligible local governments in the areas of housing rehabilitation, neighborhood revitalization, public infrastructure improvements, commercial revitalization and economic development. Currently, the City of Melbourne participates in the Brevard County entitlement allocation that is provided to the County annually directly from the U.S. Department of Housing and Urban Development.
- **Community Contribution Tax Incentive Program**-This program was created by the Florida Legislature to encourage corporate involvement in community revitalization. It allows businesses a fifty percent credit on Florida corporate income tax or insurance premium tax for donations to local community development projects. Donations must be made through an eligible non-profit corporation conducting an approved community development project. This program can address the revitalization of historic structures identified in the CRA. Eligible historic preservation projects have as their goals the improvement or substantial rehabilitation of housing, commercial, industrial or public facilities in a "historic preservation district". The City of Melbourne can promote private participation by utilizing this incentive program if it is feasible to do so.
- **Florida Department of Transportation Highway Beautification Grants**-These grants are available for landscape and irrigation improvements along FDOT roadways. The program is competitive. Grants may be applied for in each project phase and requires "construction ready" landscape and irrigation plans as an integral part.
- **State of Florida Historic Preservation Grants**-These may be obtained for rehabilitating designated historic structures or development programs related to historic preservation activities, such as plugging or the development and publication of informational or educational brochures.

## TAX INCREMENT TRUST FUND ESTIMATES

TAX YEAR	PROPERTY VALUE	TAX INCREMENT	ESTIMATED ANNUAL REVENUE	ESTIMATED CUMULATIVE REVENUE
1996	\$ 61,050,660.00			
1997	\$ 59,436,050.00			
1998	\$ 85,421,050.00	\$ 25,985,000.00	\$ 217,081.55	\$ 217,081.55
1999	\$ 87,129,471.00	\$ 27,693,421.00	\$ 231,353.89	\$ 448,435.43
2000	\$ 88,872,060.42	\$ 29,436,010.42	\$ 245,911.67	\$ 694,347.10
2001	\$ 90,849,501.63	\$ 31,213,451.63	\$ 260,760.61	\$ 955,107.71
2002	\$ 92,462,491.66	\$ 33,026,441.66	\$ 275,906.53	\$ 1,231,014.24
2003	\$ 97,085,616.24	\$ 37,649,566.24	\$ 314,528.62	\$ 1,545,542.86
2004	\$ 101,939,897.06	\$ 42,503,847.06	\$ 355,081.81	\$ 1,900,624.67
2005	\$ 107,036,891.91	\$ 47,600,841.91	\$ 397,662.67	\$ 2,298,287.34
2006	\$ 117,740,581.10	\$ 58,304,531.10	\$ 487,082.47	\$ 2,785,369.80
2007	\$ 124,805,015.97	\$ 65,368,965.97	\$ 546,099.53	\$ 3,331,469.34
2008	\$ 132,293,316.92	\$ 72,857,266.92	\$ 608,657.62	\$ 3,940,126.96
2009	\$ 138,907,982.77	\$ 79,471,932.77	\$ 663,917.27	\$ 4,604,044.23
2010	\$ 144,464,302.08	\$ 85,028,252.08	\$ 710,335.37	\$ 5,314,379.60
2011	\$ 148,798,231.14	\$ 89,362,181.14	\$ 746,541.49	\$ 6,060,921.09
2012	\$ 151,774,195.77	\$ 92,338,145.77	\$ 771,403.03	\$ 6,832,324.12
2013	\$ 154,809,679.68	\$ 95,373,629.68	\$ 796,761.79	\$ 7,629,085.91
2014	\$ 157,905,873.28	\$ 98,469,823.28	\$ 822,627.74	\$ 8,451,713.65
2015	\$ 161,063,990.74	\$ 101,627,940.74	\$ 849,011.00	\$ 9,300,724.64
2016	\$ 164,285,270.56	\$ 104,849,220.56	\$ 875,921.92	\$ 10,176,646.56
2017	\$ 167,570,975.97	\$ 108,134,925.97	\$ 903,371.07	\$ 11,080,017.63
2018	\$ 170,922,395.49	\$ 111,486,345.49	\$ 931,369.19	\$ 12,011,386.82
2019	\$ 174,340,843.40	\$ 114,904,793.40	\$ 959,927.28	\$ 12,971,314.11
2020	\$ 177,827,660.26	\$ 118,391,610.26	\$ 989,056.54	\$ 13,960,370.64
2021	\$ 181,384,213.47	\$ 121,948,163.47	\$ 1,018,768.37	\$ 14,979,139.01
		<b>TOTAL</b>	\$ 14,979,139.01	\$ 14,979,139.01

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- **Economic Development Administration (EDA)**-This Federal agency provides grants to fund public works projects under certain conditions. This grant/loan program assists distressed communities to attract new industries, encourages business expansions and primarily focuses on generating long-term, private sector employment opportunities. As funding sources and project phases solidify, this program should be reviewed as a possible funding source to be matched with private funds.
  - **Small Business Administration (SBA)**-Most SBA financing is done under the 7-A program which focuses on working capital needs. Under this program, banks loan capital to small business and the federal government guarantees 90% of the loan amount. The loans usually extend for 5 to 7 years.

The other SBA program is known as "SBA 503". This program provides existing viable small businesses with long-term, below-market-rate financing for the acquisition of land and buildings, machinery and equipment, and construction and renovation which results in job creation. The CRA, the City Council and other local interest groups should promote understanding of the opportunity that is available under these programs. The programs are administered through Enterprise Florida which is willing to provide on-site technical training and educational presentations.

- **Special Assessment District**-The area intended for improvements can be established as special assessment district where the individuals receiving benefit from the improvements will be assessed for their share of the improvements. This is usually done on a "front-foot" basis but can be done on an area-wide basis. Bonds can be issued using the revenues to be generated by the assessment district as security. The revenues raised are dependent upon the size of the assessment and project. Further analysis of this financing option will need to be included in future updates to this Plan.
- **Local Contributions**-Local organizations and non-profits can raise funds for specific projects identified in this Plan. Every effort should be made to coordinate with the agencies identified under Intergovernmental Coordination. Funds raised specifically for needs identified in this Plan by local organizations or non-profits may be deposited into the Redevelopment Trust Fund. The City may wish to encourage the formation of a "Greening Melbourne" organization to focus on signage, streetscaping and the appearance/visual quality issues.
- **Private Finance Pool**-The availability of public funds for private improvements in the Community Redevelopment Area is limited, making it impossible to address the immediate private needs of the area solely through government funding sources. As a result of this need and the development of this policy, a cooperative effort by local lending institutions is needed and should be promoted through the development and implementation of this policy. Local institutions are encouraged to review this Community Redevelopment Plan and determine the level of involvement that their



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institution can offer to the needs identified herein.

The Community Reinvestment Act of 1977 requires banks to define a service area, assess local credit need and make efforts to meet the community's needs. This Plan can service as a basis for goal establishment and planning for local institutions. The City of Melbourne, as the primary agent for this Plan, will maintain a standing file for local banks to submit letters of participation. As the City develops specific plans for addressing both private and public needs in the CRA, participating institutions will be included in the development and financing phases of the projects. All letters of participation by financial institutions will be attached and shall become a part of this Plan as they are received.

- **Florida Inland Navigational District Funds (FIND)**-Funding is often made available for local improvement projects which have a direct positive impact on the Intercoastal

waterway system. These funds can be useful for stormwater management, reducing river discharge systems, and the like.

- **St. Johns River Water Management District Funding**-Particularly useful for stormwater management master planning, the SJRWMD provides several funding sources: SWIM funds, DEP Section 319 Funds, and other district allocations. These funding sources would enable not only comprehensive stormwater master planning, but moreover, site specific improvements is tied to the master plan and serve a public benefit.

## **BUDGETARY REVIEW**

At the first quarterly meeting after the Tax Increment funds have been deposited into the Trust Fund, the CRA shall develop a budget for the upcoming year. The budget shall specifically establish spending categories and budgetary amounts. Any remaining unencumbered funds from the preceding budget year shall be deposited into an interest bearing escrow account on the last day of the fiscal year of the CRA for the purpose of later reducing any indebtedness to which increment revenues are pledged or to fund improvement projects scheduled in the next three successive years. The CRA shall evaluate the programs and revenue sources listed above during the budgetary review process to insure maximum utilization of available resources.

Revisions to the budget during the fiscal year shall be preceded by public notice (Chapter 120, Florida Statutes) and a public hearing, and shall be approved by the majority of the CRA members.

Assets in the Redevelopment Trust Fund may be expended for the following purposes, in accordance with Section 163.387 (6), Florida Statutes:

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- Administrative and overhead expenses necessary or incidental to the implementation of the Community Redevelopment Plan (25% per Brevard County Resolution).
  - Expenses for redevelopment planning, surveys and financial analysis, including reimbursement to the City Council or the CRA for such expenses incurred before the Redevelopment Plan was approved and adopted.
  - Acquisition of real property in the CRA (not a part of this Plan).
  - Clearance of real property for redevelopment (not a part of this Plan).
  - Repayment of principal and interest for loans, advances, bonds, bond anticipation notes and any other form of indebtedness.

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# ***LEGAL/REGULATORY ISSUES***

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## **NEIGHBORHOOD IMPACT ASSESSMENT**

This assessment provides a detailed description of the impact of the proposed Redevelopment Plan upon the neighborhood residents of the CRA and the surrounding areas as required by Chapter 163.362 (3) FS. Such a description is required because the CRA contains low-moderate income residents. However, the CRA does not contain any public housing. Ample affordable housing for lower income persons is already available in the CRA, particularly in the form of mobile homes and Section-8 units. Therefore, the Plan does not specifically provide for additions to that type of housing.

- **Relocation**-The Plan does not propose any acquisition of land by the CRA. Therefore, displacement and relocation of residents by the City is not contemplated. However, there are a few single-family dwelling units which are non-conforming uses in the commercial zones along Babcock Street. In the longer term, private developers may buy these properties and redevelop them for commercial uses. The same could be true for some mobile home parks. However, these transactions would be between private parties. The Community Redevelopment Agency (CRA) will assess the need for relocation assistance on a case-by-case basis, and if government help is indicated, the CRA will attempt to arrange for it.
- **Traffic Circulation**-The Plan calls for development of vacant parcels plus improvements and redevelopment for a number of existing commercial uses. These changes, over time, could result in some net increase in traffic generation. A major objective of the whole redevelopment effort is to encourage a more vibrant business community. However, the existing roadway system is likely to remain virtually intact, if not improved. FDOT has commissioned a Babcock Corridor Study for the length of the roadway, parts of which traverse the area. Any additional traffic will directly impact Babcock Street and other major arterials and collectors, with little or no impact on residential streets. Overall, the additional traffic will have an insignificant impact on the levels-of-service of affected roadways.

The Plan has identified the need to make two major roadway improvements: Apollo Road extension to US1 and Babcock Street between Fee and New Haven Avenue. The improvements to the north will help to sustain the residential community, return the area to a “neighborhood” status, and revive a sense of place for the existing and future residents.

Residential streets within the CRA will be marginally impacted, if at all, by traffic related to CRA improvements activities. To the extent that vacant lots are developed in the north area, the quantity of such traffic would be so small that the level-of-service should not be significantly degraded.

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- **Environmental Quality**-The Plan asserts the need for a master stormwater management plan to re-evaluate and re-design a retention/detention/filtration system which would meet the needs of the redevelopment area and provide for community drainage facilities. There are no plans to introduce any type of land use or business that would be a “pollution” producer. On-site stormwater management systems will be required to adequately handle runoff from new developments. Plan implementation will result in more green and landscaped spaces than presently exist, which will be a positive impact on the environment.
  - **Availability of Community Services and Facilities**-The Plan will result in enhanced community services and facilities in the CRA. Such enhancements will include: increased police protection; added streetscaping for beautification; modifications to several intersections to make them safer and more user friendly; some street, sidewalk, and drainage improvements; and monumentation for beautification/identification.
  - **Effect on School Population**-The Plan will have little direct impact on the school population. The district includes the newly renovated Melbourne High School which is expected to stay and have a positive impact on the total area. Another school adjacent to the district is the new Westshore Middle School. One positive benefit for the school-age population residing in or using the area will be new sidewalk linkages.
  - **Other Matters Affecting the Physical and Social Quality of the Neighborhood**-Once implementation of the Redevelopment Program gains momentum over a period of months and years, the overall physical and social conditions of the CRA will significantly improve. Hopefully, the result of planned changes will be to increase community pride and motivation to participate in activities that result in visible physical and social improvements.

## **COMPREHENSIVE PLAN CONSISTENCY**

The Redevelopment Plan is determined to be in compliance and consistent with the City’s adopted Comprehensive Plan, including the Future Land Use Map (FLUM) and Plan, and the Goals, Objectives and Policies of all the Elements. A Comprehensive Plan amendment will be required to change the FLUM in order to include the Redevelopment Area and proposed changes in future land use designations. The City has completed its Evaluation and Appraisal Report, which will necessitate other Comprehensive Plan amendments. Priority should be given to those amendments which facilitate the implementation of the Redevelopment Plan. The ordinances and resolutions make findings of fact as to the conformance of the Plan, adding legal backing to the changes.

## **PLAN DURATION**

The redevelopment provisions, controls, restrictions and covenants of the Redevelopment Plan shall be effective for 30 years from the date of adoption.

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## **PLAN MODIFICATION**

The Redevelopment Plan may be amended or modified at any time subject to approval and adoption requirements imposed by Chapter 163.361 Florida Statutes.

## **SEVERABILITY**

If any provision, section or clause of the Redevelopment Plan is held to be invalid, unconstitutional, or otherwise illegal, such decision shall not affect the validity of the remaining portions of the Redevelopment Plan.