
SPECIAL MEETING

**ROCKLEDGE COMMUNITY REDEVELOPMENT AGENCY
BOARD OF COMMISSIONERS**

MEETING NOTICE AND AGENDA

Wednesday August 7, 2019 ♦ 5:30 p.m.

Chairman Edward Inman, Presiding

Council Chamber, Rockledge City Hall, 1600 Huntington Lane, Rockledge Florida
32955

**EVERY PERSON ADDRESSING THE AGENCY
MUST COMPLETE A SPEAKER'S CARD**

The cards are located near the door of the Council Chamber.
Completed cards are to be given to the Recording Secretary
before the meeting convenes or prior to the introduction of a particular agenda item.

1. CALL TO ORDER / ROLL CALL
2. BUSINESS
 - A. Market Study – Community Redevelopment Areas
3. ADJOURN



AGENDA ITEM SUMMARY	
Meeting Date	August 7, 2019 Special Meeting
Agenda Category	New Business
Agenda Item Number	
Subject	Market Study- Community Redevelopment Areas
Attachments	
Staff Contact	Britta Kellner
Background	<p>On May 22, 2019, the Community Redevelopment Agency Board of Commissioners approved an RFP process to secure professional services to prepare Sunset plans for the Florida Avenue and Barton Boulevard redevelopment sub-districts.</p> <p>To this end, staff has carefully evaluated all proposals, has identified a prevailing bidder, and would like to request the board authorize this selection and refer to City Council for final approval to begin the steps necessary to bring this entity under contract and commence with the market study.</p>
Reference	<p>COMMUNITY REDEVELOPMENT PLAN 2002/2012 PLAN UPDATE</p> <p>REDEVELOPMENT ADMINISTRATION (RA) GOAL:</p> <p>OBJECTIVES 1. RA-1-1: To the extent possible, the Redevelopment Agency should continue to provide funding through its annual budgeting processes for staff, planning studies, and operational support for Agency activities, reserving tax increment revenues for funding capital improvements and other programs as approved in the Redevelopment Plan. The Redevelopment Agency should continue to leverage those revenues through grants, commercial loans or other financial mechanisms to expedite the completion of projects.</p> <p>ECONOMIC DEVELOPMENT (ED) GOAL:</p> <p>GOAL: ED-2 Formulate economic development strategies that take full advantage of existing and proposed government projects and programs to stimulate the local economy through creating job growth and employment opportunities for residents in the Rockledge community.</p> <p>ED-2-5: Devise strategies for economic repositioning.</p> <p>REDEVELOPMENT POLICY</p> <p>RP-1-6: Through successful implementation of projects and programs as described in the Redevelopment Plan, increase the tax base to generate additional revenue for municipal services within the Redevelopment District. 7.</p> <p>RP-1-7: Promote positive change through neighborhood redevelopment programs that are targeted to whole neighborhoods for long-term, sustainable improvements.</p> <p>GOAL: PFS-2 Create a safe and efficient multi-modal transportation system that provides sufficient access by all modes of transportation between activity centers and residential areas within the Redevelopment District and the balance of the community.</p>

	OBJECTIVES 1. PFS-2-1: Assess existing traffic patterns and pursue any automotive transportation improvements that may include vacating of rights of way, redistribution of traffic, roadway realignment, directional changes in traffic flow, and any other measures that will increase traffic-carrying capacity and traveling convenience.
Suggested Action	Staff requests approval of the prevailing bidder selected for the Florida Avenue and Barton Boulevard Market Study RFP and authorization to refer to City Council for final approval to bring this entity under contract and commence with the market study.

AGENDA ITEM SUMMARY	
Meeting Date	May 22, 2019
Agenda Category	New Business
Agenda Item Number	7-B
Subject	Market Study- Community Redevelopment Areas
Attachments	Draft RFP, Barton Boulevard, Florida Avenue Redevelopment Sub-district Maps
Staff Contact	Britta Kellner
Background	<p>The Rockledge Community Redevelopment Agency (CRA) will, under the proposed interlocal agreement with Brevard County Government, sunset on September 30, 2026.</p> <p>Over the past seventeen years, the CRA has undertaken a multitude of important projects across a spectrum of scope and size which have led to improvements in all four redevelopment sub-districts. In view of its final sunset date, CRA and city staff have identified that the Florida Avenue and Barton Boulevard sub-districts remain as the areas most in need of strategic planning and action in order to leverage funding to make the greatest impact in the community at-large over the next seven years. Some of many factors taken into consideration include the following:</p> <p>The Florida Avenue sub-district (Sub-Area 1) contains dated and often blighted commercial properties along Florida Avenue in the northern portion of the redevelopment district, including Rockledge Boulevard from the northern city limits to Orange Avenue. It is also home to Rockledge High School and the Brevard Public School’s plant operations and maintenance facility. The absence of pedestrian and bicycle-friendly design/features impedes alternative travel along this route.</p> <p>Fronting the western boundary of this sub-district, in 2017, Space Coast Health Foundation undertook the 33,000 SF redevelopment of a decrepit structure directly on Rockledge Boulevard, which is a major artery for both the City and the County, also known as U.S. Highway 1 in unincorporated county areas. This flagship facility is certainly an inspirational catalyst for continued focus in this area.</p> <p>Immediately north of this district, Cocoa Village has undergone significant transformation undertaken by the City of Cocoa over more than the past decade, and is nearly redeveloped to the Rockledge city limit. As such, Florida Avenue, which connects Cocoa and Rockledge, is a natural segue for continued development in the northern portions of Rockledge including the Florida Avenue Sub-district 1.</p> <p>Barton Boulevard (Sub-Area 2), subjected to the overwhelming blight of big-box vacancy issues, has struggled to recover from major retail departures, and has long-endured a lack of interest on behalf of commercial land-owners to redevelop parcels to their highest and best use. Additionally, Barton Boulevard remains well-traveled, perhaps overly so, as a connector between Fiske and Rockledge Boulevards, with few of the nearly 20,000 cars per-day slowing or stopping to patronize the random inventory of businesses on this corridor.</p> <p>The construction of the Rockledge Civic Hub is nearing completion, and while this CRA project may potentially serve to attract other investment in the area, the “Hub” in and of itself cannot transform an entire district.</p>

The CRA has consistently and without deviation abided by its Community Redevelopment Plan as required by Florida Statute 163.360, originally filed in June of 2002, and updated in December of 2012. The Redevelopment Plan specifically calls for planning studies and strategies for economic re-positioning as the agency advances its goals and objectives.

To this end, the CRA would like to enlist an experienced, professional entity to assist in finalizing a multi-phased, sunset “plan” in which these two sub-districts have a clear path forward to capitalize on existing assets, enable sound and productive budgeting decisions, and develop their highest and best potential as areas of commercial, occupational, residential and recreational use.

During the 2018/2019 budget preparation process, it was anticipated that there may arise a need for an expenditure of this nature. Accordingly, the approved 2018/2019 budget includes \$35,000.00 for consulting services. The CRA would like to begin this endeavor with current funding and plan for the potential of additional consulting expenses in the 2019/2020 budget for a total amount between both fiscal years not to exceed \$50,000.00.

<p>Reference</p>	<p>COMMUNITY REDEVELOPMENT PLAN 2002/2012 PLAN UPDATE</p> <p>REDEVELOPMENT ADMINISTRATION (RA) GOAL:</p> <p>OBJECTIVES 1. RA-1-1: To the extent possible, the Redevelopment Agency should continue to provide funding through its annual budgeting processes for staff, planning studies, and operational support for Agency activities, reserving tax increment revenues for funding capital improvements and other programs as approved in the Redevelopment Plan. The Redevelopment Agency should continue to leverage those revenues through grants, commercial loans or other financial mechanisms to expedite the completion of projects.</p> <p>ECONOMIC DEVELOPMENT (ED) GOAL:</p> <p>GOAL: ED-2 Formulate economic development strategies that take full advantage of existing and proposed government projects and programs to stimulate the local economy through creating job growth and employment opportunities for residents in the Rockledge community.</p> <p>ED-2-5: Devise strategies for economic repositioning.</p> <p>REDEVELOPMENT POLICY</p> <p>RP-1-6: Through successful implementation of projects and programs as described in the Redevelopment Plan, increase the tax base to generate additional revenue for municipal services within the Redevelopment District. 7.</p> <p>RP-1-7: Promote positive change through neighborhood redevelopment programs that are targeted to whole neighborhoods for long-term, sustainable improvements.</p> <p>GOAL: PFS-2 Create a safe and efficient multi-modal transportation system that provides sufficient access by all modes of transportation between activity centers and residential areas within the Redevelopment District and the balance of the community.</p>
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	OBJECTIVES 1. PFS-2-1: Assess existing traffic patterns and pursue any automotive transportation improvements that may include vacating of rights of way, redistribution of traffic, roadway realignment, directional changes in traffic flow, and any other measures that will increase traffic-carrying capacity and traveling convenience.
Suggested Action	Staff requests approval of the proposed Florida Avenue and Barton Boulevard Market Study RFP and authorization to refer to City Council for final approval to commence with issuance.