



West Melbourne/Brevard County Joint  
Community Redevelopment Agency  
Annual Report



Fiscal Year 2014-2015

Community Redevelopment Agency  
City Hall - 2240 Minton Road, West Melbourne, FL 32904  
Phone: 321-837-7771 Fax: 321-768-2390

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## SECTION I – LETTER OF TRANSMITTAL

West Melbourne/Brevard  
County Joint  
Community Redevelopment  
Agency

Hal J. Rose  
John "Coach" Tice  
Pat Bentley  
Stephany Eley  
Bill Mettrick  
Barbara A. Smith  
Andrea Young  
Andy Anderson



CITY HALL  
2240 Minton Road  
West Melbourne, FL 32904  
Phone: (321) 727-7700  
Fax: (321) 768-2390  
[www.westmelbourne.org](http://www.westmelbourne.org)

March 10, 2016

VIA CERTIFIED AND REGISTERED MAIL

Florida Auditor General;  
Florida Department of Financial Services;  
Florida Department of Economic Opportunity;  
Brevard County Property Appraiser;  
Joint West Melbourne-Brevard County Community Redevelopment Agency;  
City Council; and  
Brevard County Board of Commissioners

RE: West Melbourne/Brevard County Joint Community Redevelopment Agency  
Annual Financial Report

Ladies and Gentlemen,

City staff is pleased to submit the West Melbourne/Brevard County Joint Community Redevelopment Agency (CRA) Annual Report for fiscal year 2014-2015. The Joint CRA Annual Report was filed with the City of West Melbourne and Brevard County on March 10, 2016. Under Florida law (Chapter 163, Part III), local governments are required to file a report of the activities of the previous fiscal year by March 31<sup>st</sup> of each year. This transparency supports the efficient utilization of resources when they are applied to the redevelopment of our commercial corridors.

## SECTION II – LIST OF OFFICIALS

Who are the members of the Community Redevelopment Agency?

The activities and programs offered within a Community Redevelopment Area are administered by the Community Redevelopment Agency. An eight-member CRA Board created by the City of West Melbourne and Brevard County in 2011. The CRA Board is served by the City of West Melbourne staff at no cost to the Agency. CRA Board members and staff at the close of the fiscal year on September 30, 2015, are listed in the table below.

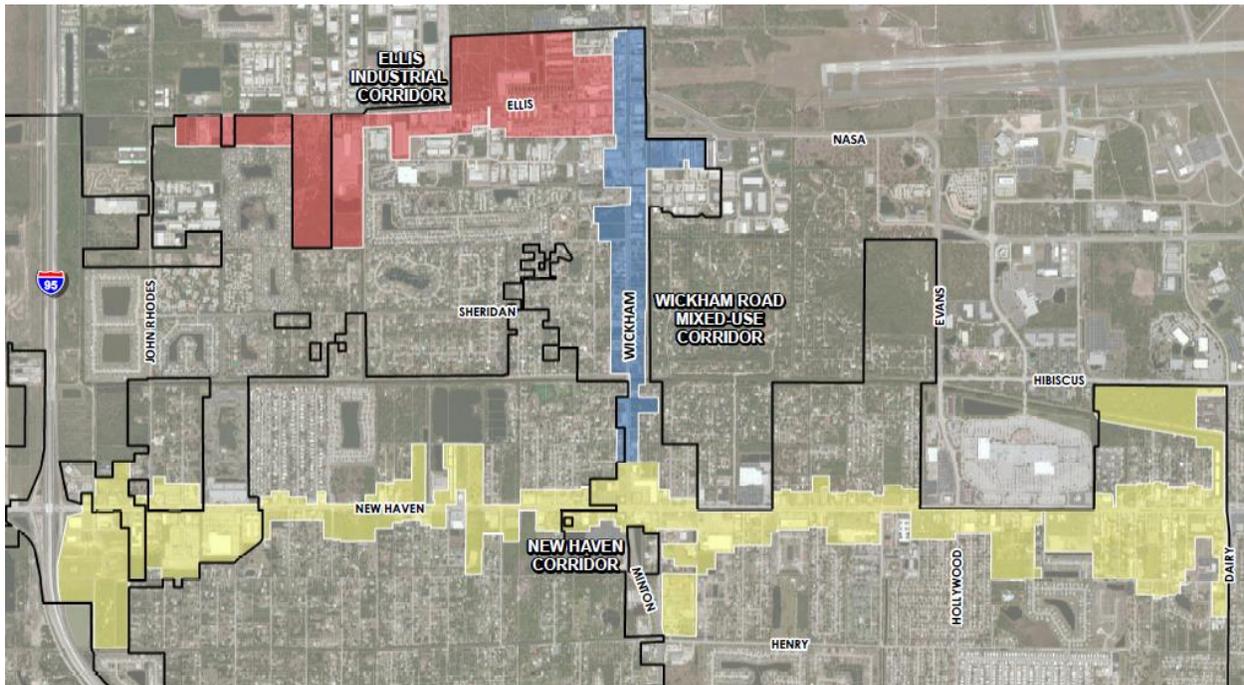
### WEST MELBOURNE/BREVARD COUNTY JOINT COMMUNITY REDEVELOPMENT AGENCY

Chairman	Hal Rose (West Melbourne Mayor)
Vice Chairman	Andy Anderson (District 5 County Commissioner)
CRA Official	Bill Mettrick (West Melbourne Council)
CRA Official	Barbara Smith (West Melbourne Deputy Mayor)
CRA Official	John “Coach” Tice (West Melbourne Council)
CRA Official	Andrea Young (West Melbourne Council)
CRA Official	Pat Bentley (West Melbourne Council)
CRA Official	Stephany Eley (West Melbourne Council)
Registered Agent	Scott Morgan (West Melbourne City Manager)
CRA Attorney	Morris Richardson (West Melbourne City Attorney)
Executive Director	Christy Fischer (West Melbourne Planning Director)
CRA Clerk	Sue Frank (West Melbourne City Clerk)
Financial Officer	Margi Starkey (West Melbourne Finance Director)

## SECTION III – INTRODUCTION

### WHEN WAS IT FORMED?

The unique West Melbourne/Brevard County Joint Community Redevelopment Agency was created in 2011. This redevelopment area encompasses two unincorporated areas and three areas in the West Melbourne city limits along three main corridors: the New Haven Corridor that stretches from the Intersection of I-95 to Dairy Road, the Wickham Road Mixed-Use Corridor that extends north from New Haven Ave to Emerald Drive, and the Ellis Industrial Corridor that extends west from Wickham Road to John Rodes Blvd (see map below).



### 2013 REDEVELOPMENT MASTER PLAN

The adopted Redevelopment Master Plan guides the redevelopment focus of the CRA. The three primary categories addressed in the Plan are:

- 1) Identification of primary redevelopment opportunity areas and corresponding infrastructure including sidewalks, bike paths, stormwater and utilities.
- 2) Identification of private investment opportunities as well as recommended programs for improvements including gateways, streetscape, wayfinding and branding.
- 3) Identification of governmental actions that can implement some of the 55 strategies listed in the Master Plan including updates to comprehensive plans, land development codes, proactive code enforcement, business development programs and incentives for business retention.

## REQUIRED ANNUAL REPORT

Chapter 163.356(3)(c), Florida Statutes, requires that community redevelopment agencies file an annual report of their financial activities with the taxing authorities by March 31<sup>st</sup> of each year for the preceding fiscal year. This annual report has been prepared to meet that obligation and is filed for fiscal year 2014-2015.

This report is a retrospective review of the CRA's efforts, the financial status of the trust fund, the beautification efforts near the interchange of I-95 and New Haven Avenue, and capital improvement programs as of the close of the 2014-2015 fiscal year on September 30, 2015.

### SECTION IV – FISCAL YEAR 2014-2015 FINANCIAL STATEMENT (Unaudited as of March 10, 2016)

The CRA is funded through tax increment financing which earmarks a specific portion of property tax dollars for redevelopment within the CRA area without levying any additional taxes. Within the CRA area, both Brevard County and the City of West Melbourne continue to receive property tax revenue based on the property values of the area in 2012 – the CRA's base year. Fiscal year 2012-2013 was the first year that the CRA received any tax increment revenue. Every year since then, the City of West Melbourne has funded a non-interest bearing loan to the Agency to pay for operating expenses and programs and to pay for the payment of the preparation of the 2013 CRA Master Plan. Since fiscal year 2012-2013, the revenue to the tax increment trust fund has increased from \$27,706 to \$86,267 in fiscal year 2014-2015.

#### *FY 2014-2015 Assets:*

Cash and Investments	\$213,200.00
Receivables	\$00,000.00
Total Assets	<u>\$213,200.00</u>

#### *FY 2014-2015 Liabilities:*

Accounts Payable	\$16,338.00
City Loan Debt Service – Long Term (operating and programs)	\$142,500.00
City Loan Debt Service – Current (annual repayment of CRA Plan)	\$24,000.00
Total Liabilities	<u>\$182,838.00</u>

#### Revenues, Expenditures and Changes in Fund Balances – September 30, 2015

##### *FY 2014-2015 Revenues:*

Increment Financing (County)	\$59,133.00
Increment Financing (City)	\$27,134.00
Interest Income (\$0)	0.00
Transfer from CRA	\$00,000.00
Total Revenue	<u>\$86,267.00</u>

*FY 2014-2015 Expenditures:*

Personnel costs	\$00,000.00
Debt Service	\$18,500.00
Operating Expenditures	\$17,426.00
Capital Outlay/Improvements (Lighting along US 192/New Haven)	\$66,185.00
Total Expenditures	<u>\$102,111.00</u>

*FY 2014-2015 Changes in Fund Balance*

Fund Balance – Beginning of Year	\$27,706.00
Fund Balance – End of Year Reserved for Lighting Project on US 192	<u>*\$11,862.00</u>
Total Changes	\$15,844.00

\* See attached Resolution Number 2015-32 which reserves the \$11,862 balance.

General Comments – Since the City of West Melbourne is the agency that has been delegated the operational administrative tasks of the CRA, the financial statements of the CRA are included in the City’s annual audit. The audited financial statements for the City of West Melbourne for the year ended September 30, 2015 will not be available until after the March 31, 2016 deadline for filing the CRA annual report. Once the City receives information from the State of Florida related to a new GASB (Governmental Accounting Standards Board) reporting requirement, an addendum to this financial statement will be attached and will replace the March 31th version of the financial statement on the City’s web site with the 2014-2015 audited CRA results.

## SECTION V – ACCOMPLISHMENTS

The CRA, in partnership with the community is spearheading redevelopment efforts to create an attractive business climate and promote commercial property improvements. This section lists some of the milestones and accomplishments.

### **CRA Milestones:**

*2011 Collaboration* - West Melbourne and Brevard County began discussing embarking on a joint community redevelopment area since some of New Haven Avenue and Wickham Road are in unincorporated county areas. The two government entities collaborated for months about creating a community redevelopment area based on the following findings of blight:

- Business corridors with high vacancy rates
- Outdated building density/intensity patterns
- Inadequate transportation and parking facilities
- Faulty lot layouts and inadequate street layouts related to older subdivisions and road widenings

*2013 Master Plan Adopted* – All CRA’s must have a redevelopment plan and can only carry out tasks identified in the master plan. The adoption of a Community Redevelopment Plan for the West Melbourne/Brevard County Joint CRA occurred in March 2013 and the 55 identified strategies outline the main programs and results that the joint CRA is endeavoring to achieve during its 30 year tenure through the year 2043. The strategies were partially drawn from a series of workshops conducted with business owners along New Haven Avenue, Wickham Road and Ellis Road.

*2013 Revenue Fund Initiated* - The tax increment trust fund (revenue) was initiated in May of 2013, and the coding of the specific properties by the Brevard County Property Appraiser that were included in the CRA area occurred in the summer of 2013. The City and County trust fund is limited per Florida Statutes to 95% of the incremental increase of City and County general ad valorem taxes generated in the CRA boundaries over the 2011-2012 base year.

*2013 First Budget and First Working Capital* – The City of West Melbourne approved an interlocal agreement in September 2013 to extend administrative services to the CRA at no cost and to lend the working capital for the Agency for ten years. This working capital loan is a no-interest loan providing the capital required for the Agency start up.

*2014 Activities* – The 2014 CRA work plan consisted of the initiation of the commercial façade loans, and providing funding for the lighting on New Haven Avenue near I-95. However, coordination with FDOT for its share of the road lighting took longer than initially expected and has continued into 2015 and 2016. The first façade redevelopment loan was approved and work on the façade of the business located along Wickham Road, Space Coast Massage, was completed in 2014.

In 2014-2015, as a separate activity since the interchange of I-95 and New Haven Avenue is not part of the CRA but is next to it, the City of West Melbourne with a grant from FDOT, planted hundreds of trees and a new fountain along the interchange and the State's retention pond. The beautification of this interchange complements the public right of way improvement endeavors of the CRA, since the CRA boundaries end on New Haven Avenue before the interchange and the CRA embarked on a street lighting beautification program on New Haven Avenue, also known as US 192/State Road 500. The FDOT landscape grant was part of FDOT's set aside when highway improvements are completed such as the bridge enhancements and 6-laning of the interstate.

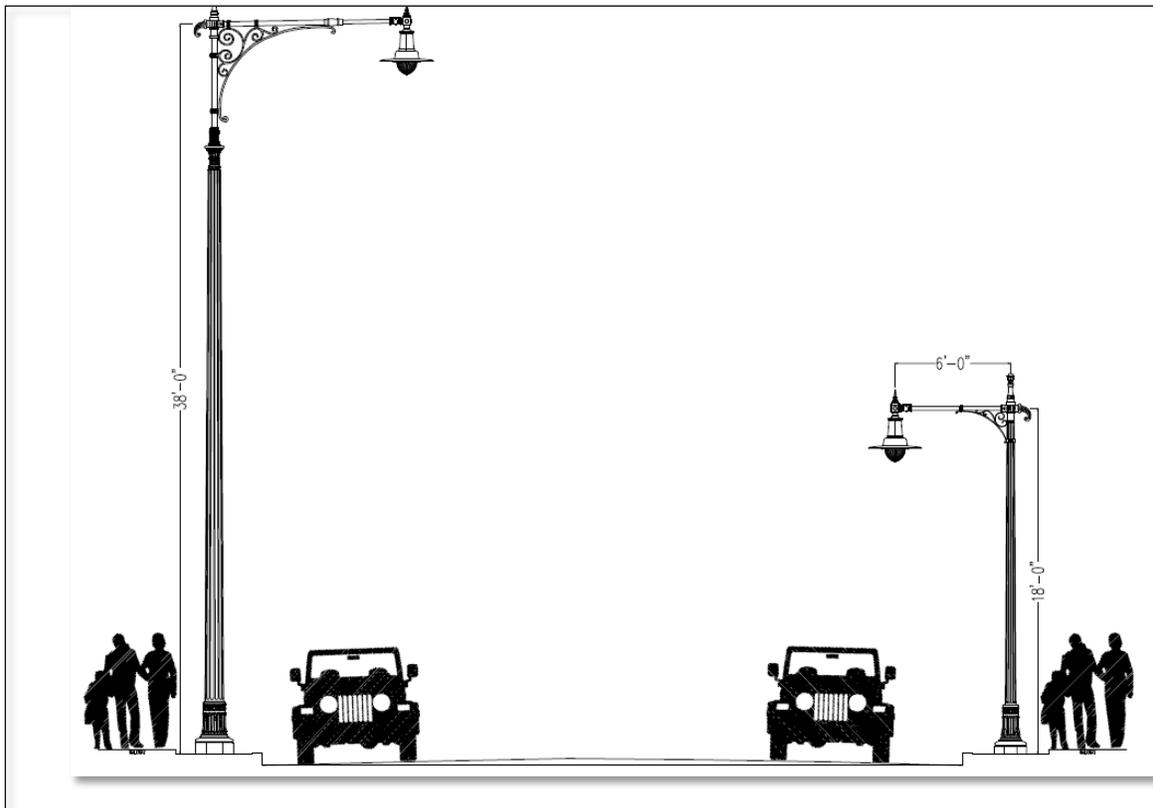
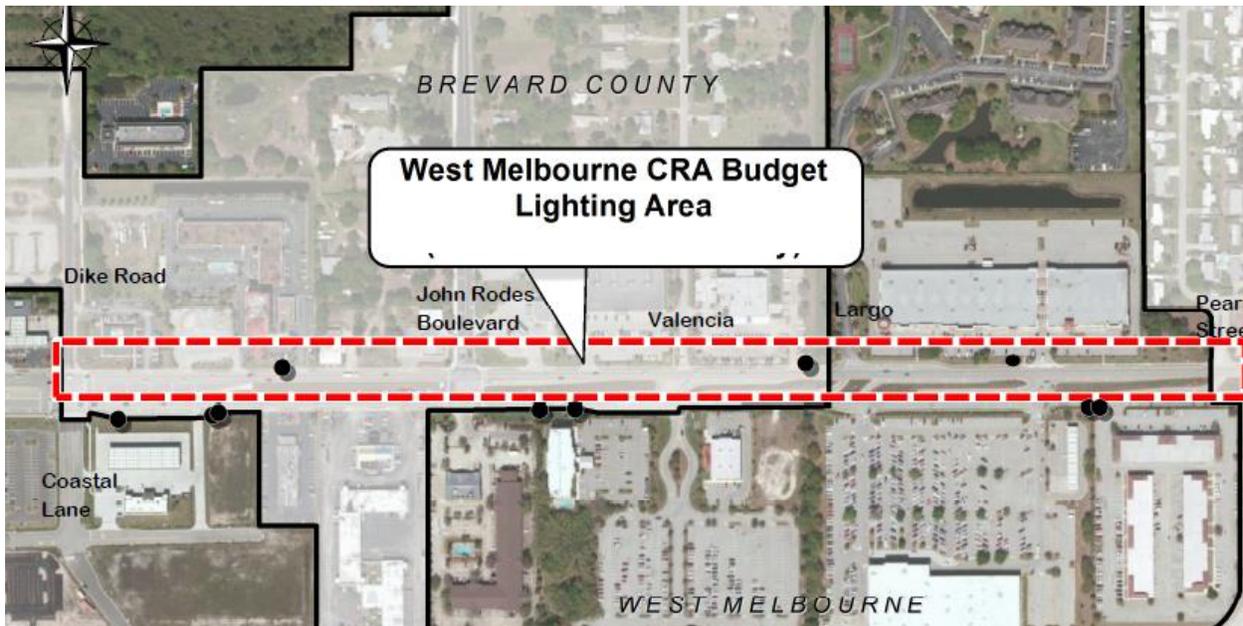


Before -Corner of New Haven Avenue and Interchange prior to landscaping



After - I-95 Landscape Improvements (FDOT grant and City of West Melbourne)

2015 Activities – For the past several years, FDOT identified New Haven Avenue as too dark for motorists and FDOT’s typical illumination consists of installing wooden poles and cobra head style street lights. The City of West Melbourne and the CRA have joined forces to leverage funds from FDOT and to instead install decorative lighting on New Haven Avenue from west of I-95 near Columbia Lane to Pearl Street (next to Safelite Auto Glass). The CRA funded section of improvements starts at Dike Road and ends at Pearl Street (see map below). In the spring of 2015, the CRA chose the “Parkwood” style of street pole and lamp shown in the black and white drawing below as the enhanced lighting fixture to illuminate the almost one mile of the State road. Installation is expected to occur in 2016 and will provide opportunities to install seasonal banners.



Special District website requirements - The “West Melbourne/Brevard County Joint CRA” was one of the first in Brevard County to update its web site to include an organized outline of the features of the special district new statutory requirements. The purpose of the new requirements by the State of Florida was to add transparency to a complex maze of special districts by having CRA’s identify themselves as special districts, with listed purposes, establishment dates, and contact information. The State of Florida had conducted an exhaustive review of existing special districts in 2013 which included identification of all such taxing authorities like ports, inlet districts, airports and community redevelopment agencies and had determined that every special district should include basic information linking their taxing authority or tax source of revenue with a stated purpose.

http://www.westmelbourne.org/index.aspx?NID=644

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Home > Departments > Planning > Community Redevelopment Area (CRA) > Special District

## Special District

Each special district must post the following information, at a minimum, on its official website:

**1. General Information**

- Full legal name – Joint West Melbourne/Brevard County Community Redevelopment Area
- Public purpose – Encourage redevelopment along three (3) business corridors, Ellis Road, Wickham Road and New Haven Avenue
- Boundaries/service area (click on link to "Maps")
- Services provided – Redevelop and encourage redevelopment of areas in unincorporated and municipal areas along Ellis Road, Wickham Road and New Haven Avenue.
- Delegation of Authority Issued by Brevard County per County Ordinance Number 2011-28, which provides the following powers:
  - Name the redevelopment agency
  - Conduct boundary surveys
  - Organize and operate the redevelopment agency
  - Give public notice per the Florida Statutes
  - Make a finding of necessity per the Florida Statutes
  - Determine area appropriate for redevelopment area
  - Approve a redevelopment plan
  - Issue redevelopment bonds
  - Acquire and dispose of real estate property
  - Create and maintain redevelopment trust fund, and appropriate funds and expenses
  - Distribute redevelopment information
  - Arrange and request federal financial assistance
  - Obtain property insurance
  - Solicit requests for proposals for property redevelopment
  - Develop, test and report results for redevelopment of slums
  - Assist with relocations of displaced families, persons, companies as a result of redevelopment activities
  - Vacate streets, sidewalks and other public infrastructure and re-route if needed
  - Allow the City to serve as redevelopment agency administrator
- Enabling legislation – Florida Statutes Chapters 163 and 189
- Date Established – August 9, 2011
- Establishing Entity – Brevard County (Charter County)

**2. Contact information:**

- Mailing address – 2240 Minton Road, West Melbourne, FL 32904
- Email address – smorgan@westmelbourne.org
- Telephone number – 321-837-7771

## SECTION VI – ECONOMIC DEVELOPMENT

Retail and industrial businesses are integral to the tax base of the business corridors, Wickham Road, Ellis Road and New Haven Avenue that comprise the West Melbourne/Brevard County joint community redevelopment area. Attracting new merchants and industries to the area supports the CRA philosophy of converting vacant store fronts and businesses into revenue generators by providing jobs, property taxes for all applicable government agencies listed on the tax bills, franchise fees to Brevard County and West Melbourne, water and sewer fees to West Melbourne, and sales tax to the State of Florida. When property values rise in the community redevelopment area, then surrounding properties that may be on the fringe of the area also rise. When additional jobs are created due to new or expanded businesses, the South Brevard area benefits from additional spending on housing, shopping services and other needs. The following lists some of the businesses that have developed in the community redevelopment area since the base year of 2012.

Business Name/Address	Year Built or Renovated	2013 Property Appraiser Value	2014 Property Appraiser Value	2015 Property Appraiser Value
Cheddar's/2130 W. New Haven Ave.	2013 built	\$899,730	\$1,850,360	\$1,850,000
Autozone/1340 W. New Haven Ave.	2014 renovated	\$1,295,000	1,295,000	\$1,350,000
Arby's/2300 W. New Haven Ave.	2015 renovated	\$745,000	\$760,000	\$780,000
McDonald's/445 S. Wickham Road	2011 renovated	\$540,000	\$570,000	\$590,000
Advance Auto/ 450 S. Wickham Road	2013 demo and built	\$321,840	\$600,000	\$650,000
Cumberland Farms/440 S. Wickham Road	2015 demo and built	\$185,000	\$190,000	\$195,000
Cumberland Farms/ 4440 W. New Haven	2015 demo and built	\$390,000	\$330,000	\$320,000
Cumberland Farms/ 1050 W. New Haven Ave.	2015 built	\$144,720	\$144,720	\$144,720
Wawa/combination of 3 parcels – 3175 W. New Haven Avenue	2015-2016	\$370,680	\$320,000	\$405,630

## SECTION VII – SUMMARY

The primary purpose of a community redevelopment area is to encourage property revitalization and redevelopment. It has been shown that public improvements, such as extension of sewer lines, continuation of sidewalks, street lighting, and other enhancements near undeveloped properties spur private investment in the area and ultimately add value to property values, franchise fees, sales taxes, local retail and housing investments. The West Melbourne/Brevard County Joint Community Redevelopment Agency is in its third year of operation and believes that the public improvements, code changes and gradual implementation of other strategies identified in the 2013 Redevelopment Master Plan will yield the increased property values and other benefits to an area that might otherwise continue further into blight conditions.