

TO: Jim Liesenfelt, Interim County Manager
THRU: Tad Calkins, Assistant County Manager
FROM: Larry Lallo, MIRA Executive Director
SUBJ: Citizen Efficiency and Effectiveness Recommendation #2025063

CEER# 2025063, titled Mr., was received by the County from Sebastian J. Perin.

Citizen Statement: "Update on Plans to Revitalize the Merritt Square Mall"

Citizen Recommendation:

"Revitalization could provide a stimulus for attracting new business and increasing job opportunities for the community and become a community activity center."

Staff Analysis:

While redeveloping Merritt Square Mall may be a key interest for the Merritt Island Redevelopment Agency (MIRA), the property faces a primary redevelopment challenge, in that multiple parcels are owned by unrelated private property owners. Since Brevard County and MIRA are not owners of the parcels, they cannot initiate the redevelopment process. MIRA will continue to advocate and facilitate the mall's redevelopment. In fact, MIRA has had numerous correspondence and conversations with the owners. In 2024, MIRA provided the mall owners' available market studies, redevelopment concepts, potential redevelopment incentives to assist them with marketing the mall's revitalization to potential redevelopers.

Redeveloping the Mall area would have several potential benefits, including but not limited to, reducing blight, improving the quality of life, returning the deteriorating property to a productive use, boosting the tax base, creating jobs, and aligning with ongoing regional growth, including the workforce housing demand for young families joining the nearby space, hospitality, and medical industries. The property owners of the mall would need to initiate the redevelopment process. No redevelopment applications have been received to date.

The recommendation of the CEER shall not be construed as direction for MIRA to stop encouraging, facilitating, and advocating for redevelopment projects and policies that will redevelop the SR 520 Commercial Core and Mall area in alignment with the new plans, with broad support from property owners, investors, citizens, and stakeholders.

Staff Recommendation:

It is recommended that the Board of County Commissioners reject Citizen Efficiency and Effectiveness Recommendation (CEER) #2025063 as provided in the staff analysis.

CC: Frank Abbate, County Manager

Horst, Rachel

From: CEER@brevardfl.gov
Sent: Thursday, January 30, 2025 10:12 AM
To: Horst, Rachel
Subject: A new CEER Recommendation has been submitted as ID #2025063

Recommendation # 2025063

Dear CEER Administrator,

Speak Up Brevard Recommendation ID #2025063 has been submitted. Please login to the CEER Application to start the recommendation evaluation workflow.

Contact Information:

Group/Organization	East Merritt Island Homeowners Association
Name	Sebastian J Perin
Address	1725 Pelican Dr, Merritt Island FL 32952
Phone	(321) 452-1145
Email	sjperin@cfl.rr.com
Alternate Email	sjperin@cfl.rr.com

Recommendation Information:

Recommendation ID	2025063
Recommendation Title	Mr.
Areas Affected	development
Department Affected	
Current problem	Update on plans to revitalize the Merritt Square Mall.
Recommendation	Revitalization could provide a stimulus for attracting new business and increasing job opportunities for the community and become a community activity center.
Attachments	No Documents were attached.

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