

# City of Titusville

## Community Redevelopment Agency



## Annual Report FY 2019 - 2020

Prepared by  
City of Titusville  
Community Development  
& Finance Departments

# **Downtown Community Redevelopment Agency**

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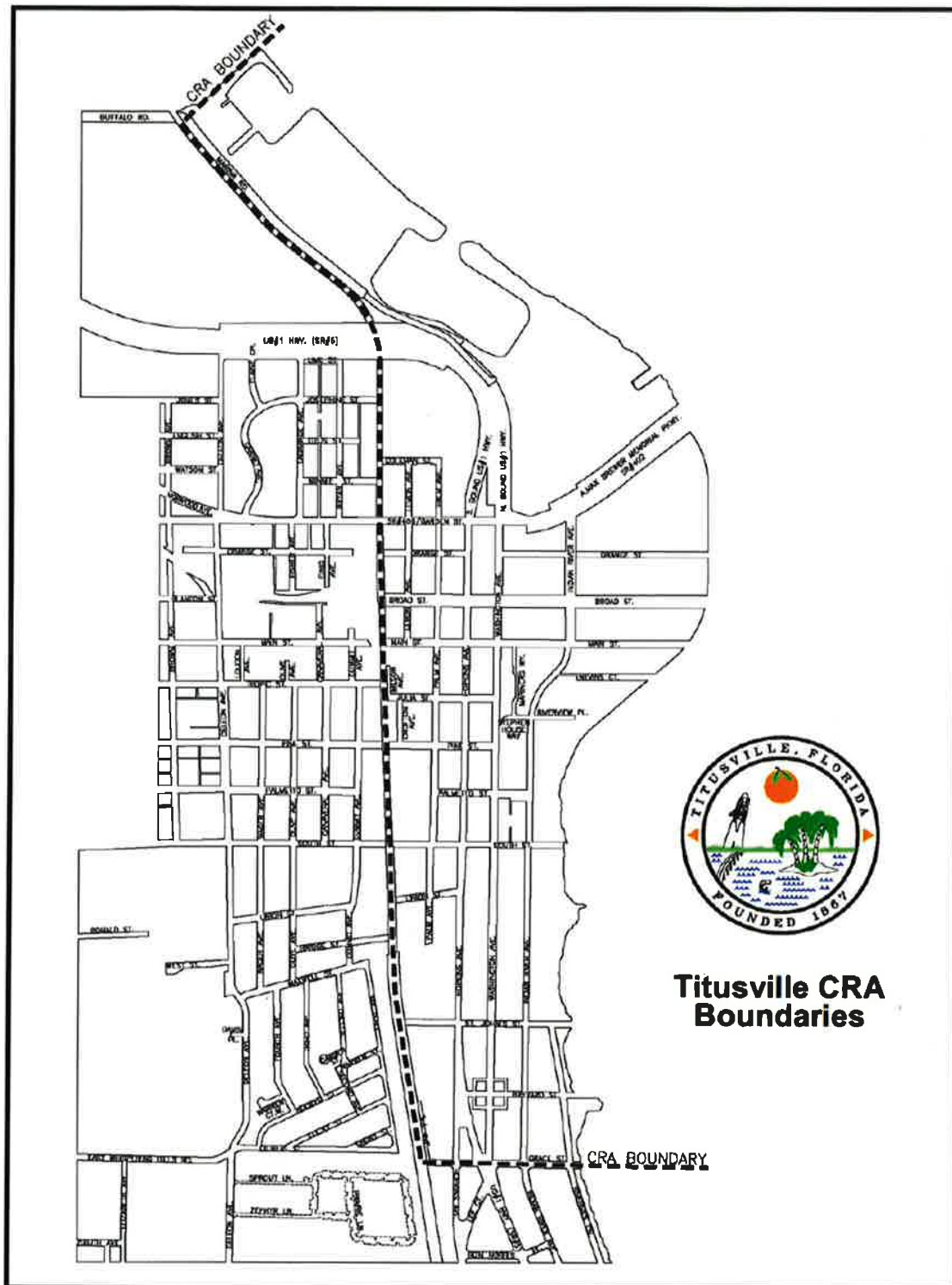
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## **Introduction**

The City of Titusville's Community Redevelopment Agency (CRA) was created by the State of Florida in 1982, and the Community Redevelopment Plan was adopted in 1984. Since its creation, the Titusville Community Redevelopment Agency has played an integral role in the revitalization of the Downtown area and the surrounding community. The Downtown area has faced many challenges similar to those in other areas of Florida and the nation. The vision of Titusville's Downtown was established by residents who attended workshops in the 1980's, 1990's and 2000's and determined a set of goals and priorities that have evolved over the years. The original vision of the Redevelopment Plan still stands as a foundation for redevelopment in the Downtown and surrounding neighborhoods.

In an effort to provide residents and visitors with a memorable experience, the City envisions the addition of new mixed-use buildings on infill lots, new open space amenities, enhanced streetscape conditions, new public facilities, and low impact development (LID) techniques for storm water. Development standards will be aimed at increasing the area's capacity to accommodate new growth while preserving the historic character of the community. By combining these features with a smarter approach to growth, the City will realize a downtown that will attract sustainable growth and create a unique sense of place in which all residents can be proud.

The Downtown CRA encompasses approximately 300 (299.42) acres of land on the eastern edge of the City and is over a mile and half from its northernmost area at the municipal waterfront park and marina complex, to its southern terminus at Grace Street. The CRA includes the Historic Downtown, or core area and a number of small neighborhoods. The CRA is bounded by the Indian River waterfront on the east and north and by the Florida East Coast Railroad tracks on the west. The CRA parallels the Indian River and includes over 1.9 miles of waterfront as shown on the following map.



## Assessed Real Property Values & Tax Increment Fund Revenue History

The original base year real property value for the Titusville Downtown CRA in 1982 was \$20,495,020. The Titusville Downtown CRA assessed property value in the reporting year of FY 2020 was \$108,231,915, which is an increase of \$6,425,198 in value from the FY 2019 assessed property value.

A history of the Titusville CRA Tax Increment Revenue per year since FY2005–2006 is found in Table-1 below. Prior to FY 2005–2006 the Downtown CRA had a steady but low tax increment since its inception in 1982. Over the past decade, the CRA's tax increment revenue has been more volatile due to the impacts of both new development and economic conditions.

**Table 1: Tax Increment Revenues by Year (Audited)**

FY 2005-2006	\$286,787
FY 2006-2007	\$589,533
FY 2007-2008	\$922,899
FY 2008-2009	\$876,391
FY 2009-2010	\$792,703
FY 2010-2011	\$724,997
FY 2011-2012	\$655,653
FY 2012-2013	\$631,488
FY 2013-2014	\$699,901
FY 2014-2015	\$712,212
FY 2015-2016	\$766,683
FY 2016-2017	\$793,838
FY 2017-2018	\$867,986
FY 2018-2019	\$919,020
FY 2019-2020	\$946,541

The Tax Increment Financing (TIF) revenues for the Downtown CRA increased substantially in fiscal year 2006 - 2007 due to the completion of the Harbor Pointe condominium complex. The first building was added to the tax rolls in fiscal year 2006-2007. This revenue allowed the CRA to complete projects that were not possible with revenues from the previous years.

The three remaining Harbor Pointe buildings were added to the tax rolls in fiscal year 2007 - 2008. Due to the economic downturn and increased foreclosures, the revenue in fiscal year 2008 - 2009 decreased to \$876,391. The revenue for fiscal year 2009 - 2010 was approximately \$792,703. Revenues for the 2010 - 2011 fiscal year decreased further by almost nine percent (9%) to approximately \$724,997. Continuing the downward trend of property values within much of Florida, audited revenues for fiscal year 2011-2012 decreased eleven percent (11%) to \$655,653. TIF revenues in FY2012-2013 slightly declined, with a decrease of 3.8%. The reduction in revenues between FY2009-2010 and FY2012-2013 resulted in a greater percentage of revenues being dedicated to debt service, thereby limiting redevelopment projects that were being undertaken by the CRA during those years. A 9.8% increase in the TIF revenues occurred in FY2013-2014. FY2014-2015 TIF revenues continued trending positive with an increase of \$12,311 or 1.76%. The tax increment figure for FY 2015 – 2016 showed an increase of \$54,471 or 7.65% from the previous fiscal year. FY 2016-2017 tax increment revenues increased \$27,155 in value or 3.5% from the FY 2015 – 2016 increment. The FY2017-2018 Tax Increment revenues saw an increase of \$74,148 or 8.5%. FY 2018-2019 Tax Increment revenues continued the positive trend with an increase of \$51,034 or 5.8% over the FY 2017-2018 TIF revenues with a total TIF of \$919,020. TIF revenues in FY 2019-2020 increased 3.0 percent or \$27,521 from the previous year.

In 2011, the CRA authorized issuance of a Public Improvement Revenue Note in an amount not to exceed \$2,535,000 to finance roadway and landscaping improvements in conjunction with the FDOT U.S. 1 project. In February 2013, the CRA approved partial repayment of the loan for \$850,000. The repayment funds were the result of lower than anticipated projects costs. The CRA's action produced a total savings of \$1.27 million. The CRA also paid off the Commons Project Bond at a cost of approximately \$95,000. The loan repayments reduced the annual debt service in FY2014-2015 from 34% to 19% of the Annual Revenues, thus providing more opportunities for capital projects in the future. The percentage of annual debt service to annual tax increment values in FY 2016 – 2017 was further reduced to 17% due to a combination of the increase in tax increment values and debt payments. Annual Debt Service in FY2017-2018 was further reduced to 15.7% of the Annual Revenue. Annual Debt Service in FY 2018-2019 again was reduced to 14.66% of the CRA's Annual Revenue. The ratio of debt service to revenue in FY1019-2020 was 14.21%.



Harbor Pointe Condominiums on Indian River Avenue

## **Fiscal Year 2019-2020 Capital and Non-Capital Projects**

The Downtown CRA has continued with existing projects during the 2019 - 2020 fiscal year as well as started new projects as shown below.

### **Completed Capital Projects and Their Estimated Cost:**

- ❖ Commercial Interior Building Renovation, Commercial Beautification, and Permit & Fee Grant Programs (operational – see detailed grant payouts in the narrative below),
- ❖ Street Lamp Post Holiday Decorations (\$8,902),
- ❖ Street Resurfacing – Orange St. west of Hopkins Ave.; Pine St. west of Hopkins Ave.; and Lemon Avenue (\$73,975)
- ❖ Downtown Cameras (\$2,775)
- ❖ Commons Parking Lot Landscaping (\$1,300)
- ❖ Historic Interpretive Sign Replacement (\$1,904)

### **Capital Projects Started but not Completed in the Fiscal Year and Their Estimated Cost:**

- ❖ Sidewalk Infill (budgeted \$50,000)
- ❖ Street Light Improvements (budgeted \$50,000)

More detail about these projects follows.



## **Commercial Interior Building Renovation, Commercial Beautification, and Permit and Impact Fee Incentive Grant Programs**

In FY 2016 – 2017 the CRA created a Commercial Interior Renovation Incentive Grant Program to assist property owners and commercial tenants of older buildings to bring their structures up to current Americans with Disabilities Act (ADA), the Florida Fire Protection Code, and the Florida Building Code standards. The Commercial Interior Building Renovation Incentive Grant Program helps to expand and improve under-used buildings to increase commercial and mixed use intensity, bring buildings up to code, assist small businesses in the CRA to grow and prosper, and to promote job creation in the district. This grant program offers financial assistance in the form of a reimbursable, fifty percent (50%) matching grant up to a maximum of \$50,000 to the property owner or business owner for eligible expenses associated with the renovation and rehab of the following interior elements of commercial and mixed use building space:

- ❖ ADA requirements
- ❖ Florida Fire Protection Code requirements
- ❖ Florida Building Code requirements including:
  - Interior plumbing to meet code
  - Interior electrical system including lighting to meet code
  - HVAC system to meet code

During fiscal year 2017-2018 the CRA expanded its matching Building Grants Incentive Programs by drafting and approving a new Permit & Impact Fee Incentive Grant Program, revising the Commercial Interior Renovation Grant Program and reactivating and revising its Commercial Beautification Grant Program. The Permit & Impact Fee Program provides a maximum \$50,000 matching one to one grant to help offset the cost of permits and impact fees for new construction in the CRA. The Commercial Interior Renovation Grant Program was revised to provide an additional \$50,000 matching one to one grant for interior building renovations that provide residential and nonresidential mixed-use as an incentive for residential units to be added to the CRA and spur housing in the downtown. The Commercial Beautification Grant Program provides a \$40,000 matching one to one grant for façade and exterior improvements to buildings in the CRA to improve the appearance of the CRA/downtown and eliminate blight. The Grant Programs were further revised to provide payment of seventy-five (75%) of the grant award at project completion and the remaining twenty-five (25%) of the grant award with occupancy of the building at one (1) year after completion of the improvements as an incentive for building owners to have their buildings occupied and not sit empty. The expanded grant program became operational in FY 2019.

Two (2) Commercial Beautification (Façade) grants were awarded in FY2020. The total amount of awarded for the two (2) grants was \$63,358. One of the grants involved a roof replacement to a contributing structure to the Historic Commercial District, while the other grant involved arcade ceiling and building wall lighting, sidewalk trench drainage work, signage, step and railing work to an entryway, historic clock restoration work, historic awning replacement, and exterior building paint to a National Register Historic building in the downtown.

Five (5) grant payouts were made during the fiscal year. The grant payments were for three (3) Commercial Beautification grants and two (2) Commercial Interior grants. The total payout for the grants during the fiscal year was \$55,646.72.

Since these are fifty (50%) matching reimbursable grants with a maximum cap, the grant program leverages more than double the grant amount of investment in the CRA. A CRA Grant Return on Investment History Report completed in FY 2019 found that for completed grant projects and for grant projects under construction the return on investment was \$14.71 for every \$1 of CRA grant money awarded. Considering only completed grant projects since 2008, the ROI was \$3.14 for \$1 of CRA grant money. The reason for the large difference between completed project and both completed and under

construction is that there are two (2) major construction projects presently taking place in the CRA, the Launch Now project with an estimated cost of \$5 million of construction and the Beachwave project with an estimated cost of \$3 million. Both of these major construction projects are proposed to be completed in FY2021.

The return on investment study shows how the grant program is helping to prevent deterioration of older historic properties in the CRA; stimulate interest and investment in the District; encourage the development of business and job growth; and encourage the utilization of existing business stock and new construction in the CRA.

### **Street Lamp Post Holiday Decorations**

In FY2019 the Downtown Merchants Association encouraged merchants to decorate their businesses with lights and ornaments, and contracted to have holiday music played from a sound system in the Downtown Historic District. In order to expand and improve holiday decorations outside of the Downtown Historic District for the 2020 holiday season, the CRA purchased 3,750 feet of white L.E.D. rope light to replace the mini-lights on every pedestrian lamp post on S, Washington Avenue and S. Hopkins Avenue to match the brighter rope lights used in the Historic Commercial District; four (4) 40-inch L.E.D. lighted holiday pole wreaths to be placed at the intersections of US Route 1 with Garden Street at the north and South Street at the south; eight (8) 24 inch red holiday bows to be placed on the pedestrian light poles so that every light pole has a bow; and sixty-six (66) holiday themed banners to be added to existing holiday banners so that at least half of the pedestrian light poles have a holiday themed banner on them. The total cost of these items was \$8,902.



L.E.D. Cord Lights



L.E.D. Lighted 40 inch Wreath



Red Holiday Bows

### **Street Resurfacing**

Three (3) street segments in the CRA District were resurfaced in the fiscal year. The street segments paved were Orange Street west of S. Hopkins Avenue, Pine Street west of S. Hopkins Avenue, and the entire length of Lemon Avenue. The streets were cracking and in need of resurfacing. The streets were not part of the City's 5 Year Capital Improvements Plan. The paving adds to the appearance of the CRA and helps economic development by continuing to maintain streets in the Redevelopment District. The cost of the street paving was \$73,975.



Resurfacing of Orange St., Lemon St., & Pine St.

### **Downtown Cameras**

As part of its Community Policing Program the Titusville Police Department requested the CRA purchase four (4) video cameras and associated equipment to be installed at three (3) strategic locations in the downtown CRA to document areas of high traffic/pedestrian accidents and criminal activity. The cameras were placed on a pedestrian crosswalk light pole at the northeast corner of S. Hopkins Avenue and Julia Street facing the southwest; a parking lot light pole at the Commons Parking Lot at the light pole near the Badcock Furniture store facing southward; and two (2) cameras on the street light poles at the intersection of S. Washington Avenue and Julia Street facing both northward and southward on S. Washington Avenue. The S. Washington Avenue and Julia Street camera facing southward has a view of the pedestrian crossing at that location where the rapid flashing beacon light is located and traffic - pedestrian conflicts have occurred. The cameras and equipment were purchased in FY2019 but not installed by City Staff until FY2020. The total cost for the cameras and equipment was \$2,775.



Downtown cameras at 3 of 4 locations in the downtown

### **Commons Parking Lot Landscaping**

In April and May of 2020, Public Works Facilities staff upgraded the Commons Parking Lot landscaping. Some of the vegetation had aged and needed replaced. Landscape beds were also redesigned to make maintenance more efficient. The project involved installing new shrubs, pine bark mulch and sod. The Commons parking lot is heavily used by visitors for both downtown commerce and for rocket launches. The landscaping upgrade helps to beautify the downtown and to make a good impression of the City to visitors from all over the world. The cost of the landscaping was \$1,300. Labor was provided by city staff.





Commons Parking Lot Landscaping Upgrade

### **Historic Interpretive Sign Replacement**

The Scobie Fish House & Pier Historic Interpretive Sign located on Indian River Avenue near the Main Street intersection at Scobie Park was damaged by a vehicle involved in a police chase in May of 2020. No damage was done to the sign support poles. A new replacement sign was ordered and installed in August of 2020 for a cost of \$1,904. The City's Risk Management Department is seeking restitution from the vehicle driver's insurance company.



Interpretative sign poles after sign damaged



New interpretive sign reattached to the existing poles

### **Sidewalk Infill**

The CRA proposed to provide infill sidewalks and Americans with Disabilities Act (ADA) improvements on Lemon Avenue and Broad Street. Due to issues with trying to piggy back the sidewalk and concrete repair work with Brevard County's Sidewalk and Concrete Repair Contract, the CRA's Sidewalk Infill project was moved to FY2021 so that a citywide sidewalk and concrete repair proposal could be advertised. Once the contract is awarded, the sidewalk and ADA work will be completed. The project is estimated to cost \$50,699.

### **Street Light Improvements**

During the fiscal year Public Works staff worked on designing street lighting on the north side of Broad Street between S. Palm Avenue and Indian River Avenue, and replacing the purple pedestrian lamp posts on the south side of Julia Street in front of the Titusville Playhouse. At the September 8, 2020 CRA meeting, the CRA heard a presentation by staff regarding options and cost analyses to replacing the three (3) old lamp posts on Julia Street. The options involved possibly replacing the existing three (3) purple gothic lamp posts with lamp posts consistent with those lamp posts on S. Washington Avenue and S. Hopkins Avenue and if so, determining whether to opt for two (2) light poles on the south side of Julia Street or six (6) lamp posts on both sides of Julia Street between S. Hopkins Avenue and S. Palm Avenue. Based on the cost analyses provided and the amount of funds currently budgeted (\$50,000), the CRA opted to direct staff to install two (2) new lamp posts similar to the rest of the downtown CRA

on Julia Street. The project includes not only lamp posts but also trenching, running conduit, wiring, and power drops. The estimated cost of the project is \$40,300. The work should be completed in FY2021.

### **Non-Capital Projects**

The Non-Capital Projects that occurred over the fiscal year are as follows:

- ❖ CRA Special Expenditures Audit for FY 2019
- ❖ Spaceview Park Connecting Pedestrian Pier Feasibility Study
- ❖ Streetscape Landscaping and Facilities Maintenance
- ❖ Community Policing
- ❖ Historic Preservation Board activities in the CRA District
- ❖ Downtown Mixed Use (DMU) Zoning building height increased – Uptown Subdistrict
- ❖ Downtown Development Design Review Process Advisability
- ❖ Request of Interest (ROI) on Downtown Properties
- ❖ All Abilities Playground at Sand Point Park site location recommendation approval
- ❖ Updates on the Launch Now Development and the Titusville Playhouse future development plans.

#### **CRA Special Expenditures Audit for FY2019**

In February 2019 the CRA tasked the City's independent auditors with auditing the CRA's expenditures for FY2017 and FY2018. The audit found that the CRA's expenditures for those years to be compliant with State Statutes. The auditors were also tasked with auditing the CRA's FY2019 expenditures which were found to be compliant. State legislation was passed in 2019 that will make the auditing of CRA expenditures a requirement in FY2020.

#### **Spaceview Park Connecting Pedestrian Pier Feasibility Study**

The CRA approved advisability in July 2019 and a budget amendment in September 2019 to fund a feasibility study for a pedestrian pier to connect Spaceview Mercury Park to Spaceview Gemini Park. The parks are separated by an inlet that requires visitors to back track to visit both parks. The pier if found feasible to construct will meet the CRA's Plan goal of connecting the City's parks and providing a water front attraction for residents and visitors to view rocket launches. In January 2020 a Request for Qualifications (RFQ) was advertised to conduct a Feasibility and Conceptual Design Study. Taylor Engineering, Jacksonville, Florida, was selected in March 2020 to do the study. A contract with Taylor Engineering was signed in July 2020. The study was conducted in FY2021.

#### **Streetscape Landscaping and Facilities Maintenance**

The CRA continued its funding of the general maintenance of the plantings, lighting and street furniture funded by the CRA along the US-1 corridor (Washington Avenue & Hopkins Avenue) and in the Titusville Downtown Commons area. The maintenance provided by the CRA along the US-1 corridor is at a higher level of maintenance than provided by the Florida Department of Transportation and helps to protect the CRA's investment. The CRA also continues to fund the cost of irrigation and utilities along US 1.

In FY2018, the CRA funded the creation of a part-time maintenance worker to perform a variety of duties that include but are not limited to, litter control, vegetation maintenance, garbage removal, painting, graffiti removal, reporting acts of vandalism, etc. The position was needed due to the increase in the number of visitors to the downtown, many coming to experience the regional and national trails converging in Titusville and to view manned and unmanned rocket launches. The position was funded in FY2019 however the part time employee took ill during the year and did not return to work. The maintenance duties had to be picked up by other Public Works staff while the position was advertised and a person chosen to fill the position which did not occur during the FY2020 fiscal year. In November of 2019, the position was changed from part-time to full time. The change to full time was needed in order to get candidates to apply and to provide stability to the position.





Maintenance workers mulching a S. Washington Ave. landscape bed

### **Community Policing**

In June 2014, the CRA initiated a Community Policing program. The program consists of law enforcement officers deployed on an overtime basis during varying days and times. Increased activities in the CRA District include business contacts, directed patrols, traffic details, community relations, neighborhood patrols and anti-burglary details. This is thought to be a more cost-effective method to provide coverage as needed, rather than one full-time officer who would have less flexibility to address issues as they arise.

Program accomplishments for the fiscal year are listed below. As the community policing initiative augments the Titusville Police Department's regular presence in the CRA, only those activities conducted during the community policing details are provided. CRA Police Details totaled 325 hours for the fiscal year and the details involved 872 Property Checks; 55 Traffic Stops; and 18 Suspicious Persons/Vehicles/Incidents.

Total incident statistics in the redevelopment district for the fiscal year not part of the CRA Police details were as follows:

Vehicle Burglaries – 16 (FY2019 - 41)  
 Residential Burglaries – 2 (FY2019 – 2)  
 Commercial Burglaries – 10 (FY2019 – 11)

Traffic Stops – 1,140 (FY 2019 – 748)  
 Traffic Accidents without injuries – 122 (FY 2019 -165)  
 Traffic Accidents with injuries – 54 (FY 2019 – 29)

Burglary Comparison between the CRA and Citywide:  
 CRA District – 28  
 City Wide - 555

The incident statistics show that the Community Policing details had an emphasis on reducing vehicle burglaries and enforcing traffic laws during the fiscal year. The residents and property owners within the CRA have acknowledged the Community Policing program as a success.

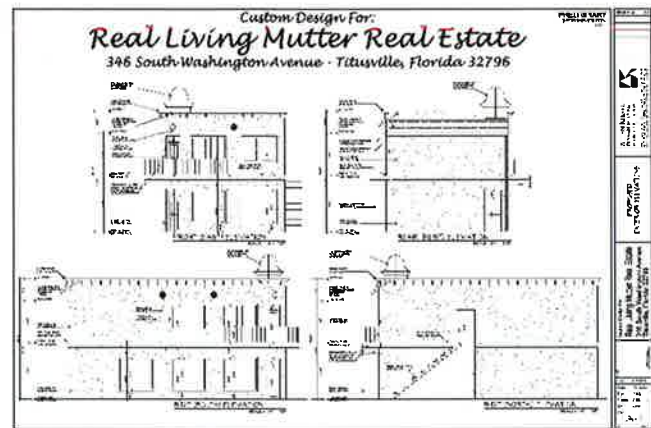
### **Historic Preservation Activities**

The CRA District is home to many of the City's historic resources. The preservation of these historic resources in the Community Redevelopment District adds to the City's pride and creates pedestrian and visitor appeal, which provides economic development for the City. Historic Preservation activities that

directly involved the CRA District during the fiscal year included approving with conditions a request to demolish a building located at 346 S. Washington Avenue that was a contributing structure to the Downtown Historic District; approving the design and architecture plans for a proposed building to replace the demolished building at 346 S. Washington Avenue to ensure that the proposed building is appropriate and compatible with the Downtown Historic District; and the obtaining of a State of Florida Division of Historical Resources Small Matching Grant in July 2020 in the amount of \$30,000 to fund the creation of a Historic Booklet and Walking/Driving Tours for the City. The majority of the history and historic landmarks that will be in the booklet and walking/driving tour are found in the Redevelopment District.



436 S. Washington Ave. building being demolished



Approved replacement building architectural plans

### **Downtown Mixed Use (DMU) Zoning District Building Height Increased**

The CRA and City Council approved a Zoning Code amendment to increase the height of multifamily buildings in the Downtown Mixed Use (DMU), Uptown Sub-district of the Redevelopment District west of US-1 from five (5) stories to ten (10) stories. The increase in multifamily building height in the Uptown Sub-district section will help to promote residential development in that area of the CRA District. The code change furthers the CRA's Plan goal of increasing residential in the Downtown.

### **Downtown Development Design Review Process Advisability**

The CRA directed staff to look at possible revisions to the Downtown Mixed Use Zoning Code with regards to the requirement that the CRA approve development projects with an area greater than 1.5 acres or greater than 10,000 square feet of building area. At the October 2019 CRA meeting, staff provided three (3) design review options for the CRA to consider and provide direction to staff. The options involved 1) leaving the process as is with the CRA providing final design approval after submitting a site plan and receiving a recommendation from the staff Development Review Committee (DRC) for the developments meeting the thresholds; 2) having the developer obtaining conceptual approval of developments meeting the thresholds at the beginning of the process, submitting a site plan and then obtaining DRC review and approval; 3) removing the CRA from the large development review process unless there are appeals from the DRC. The CRA opted to go with Option 1 and leave the process as is.

### **Request of Interest on Downtown Properties**

In FY2019 the CRA approved a Request of Interest (ROI) on strategic properties for sale in the downtown north of and adjacent to the historic downtown core area be advertised. The ROI was the result of the CRA trying to spur interest in the development of the area with a private – public partnership in the construction of mixed use buildings consisting of residential, commercial, and civic uses to attract people to the downtown. The deadline to submit letters of interest was August 14, 2019. No submittals were received that met the deadline and submittal requirements. At the October 2019 CRA meeting the CRA discussed various changes to the ROI advertisement and possible re-advertising the ROI. The CRA



recommended holding off on re-advertising the ROI to see what happens with the Launch Now development in the downtown which is proposing a food court and possibly revisiting the issue at a later time.

## New Construction & Businesses

A goal of the City's CRA Plan is to encourage private sector investment in the CRA. New building construction and major renovation work to existing buildings helps the City in combating blight. It also encourages others to invest in the CRA. Twenty (20) new Business Tax Receipts (BTR) were approved in the CRA District during the fiscal year. Here are some examples of some of the new businesses and major renovation construction that occurred in FY 2019 – 2020 in the CRA District:



Beachwave building under construction - \$3 million +



\$5+ million in major renovations occurring at the Launch Now site



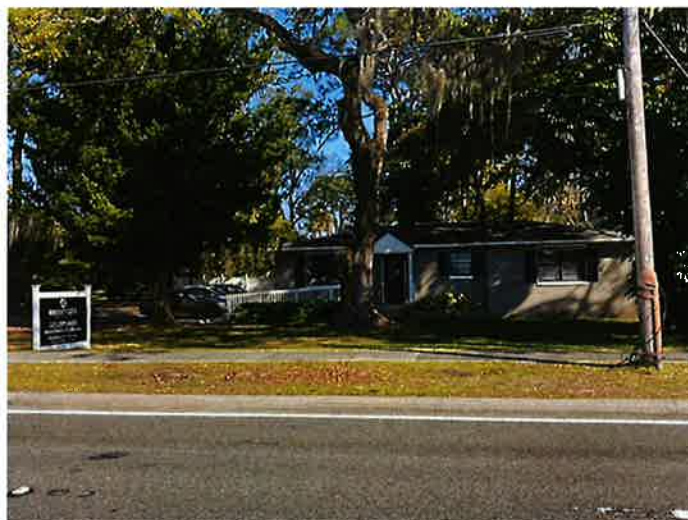
Southern Faith Boutique



Baby's Breath Ultrasound



321 Produce



Rocket City Real Estate

## Summary of Redevelopment Plan Goals Achievement

State legislation now requires a summary indicating to what extent, if any, the community redevelopment agency has achieved the goals set out in its redevelopment plan. A summary of the redevelopment plan goals achievement by the Agency follows.

### Becoming a Trail Town

The CRA is well into achieving the goal of making downtown Titusville a "Trail Town" with the completion of the Downtown Connector Trail in FY2019; the installation of primary wayfinding signs and other amenities such as downtown directory signage, a downtown welcome center, bike racks, etc. in previous years; and by being designated the second Trail Town in the State of Florida by the Florida Department of Environmental Protection, Greenway & Trails Division in FY2019. Work commenced on the construction of the missing link of trail between Indian River Avenue and the A. Max Brewer Bridge in the CRA. The trail link from Parrish Park east of the A. Max Brewer Bridge to the Merritt Island Wildlife Refuge property line was completed. Work still needs to be done to construct the trail link from the west Merritt Island National Wildlife Refuge property line to the Canaveral National Seashore; providing better wayfinding for trail users in the CRA; and continuing to improve streets, parks, sidewalks and parking in the downtown, including possible trail heads in the District.

### Vibrant Community Initiative

The vibrant community initiative goal involves increasing residential development in the downtown, the support of arts and entertainment facilities, and integrating existing recreational facilities in the downtown. The CRA is working to attain this goal with the Launch Now development under construction with the assistance of the CRA Grant Program. Launch Now will provide twenty (20) new boutique apartment units in a mixed use building in the heart of the Historic Downtown. A second residential development with 384 total multifamily units known as Horizon at Sand Point is in the planning stages and is taking advantage of the increase in residential density and building height in the Uptown Subdistrict of the CRA. More residential however is needed as pointed out in the City's Strategic Economic Development Plan to make the CRA more vibrant.

The COVID-19 Pandemic, which began in March of 2020 and continued throughout the fiscal year, curtailed activities and commerce in the CRA with the shutdown of nonessential businesses and private events, such as the Downtown Street Parties put on by the Downtown Merchants Association, running races, etc. Federal CARES Act funding did provide for successful well attended Farmers Market to provide food for low and moderate income people suffering from the economic issues caused by the pandemic during the fiscal year.



The CRA has supported the arts by wrapping traffic signal boxes designed by local artists along US Route 1 and by encouraging murals on buildings in the CRA. More and different kinds of art can be incorporated into the CRA to truly make the downtown a destination for visitors and residents.

The CRA is continuing to integrate existing recreational sites with the completion of the Downtown Connector Trail and by approving a feasibility study for a pedestrian observation pier to link two (2) existing parks separated by water. The pier will become a waterfront destination for residents and visitors wanting to view rocket launches and take in the scenic view. Other park improvements have included a splash pad, BMX bicycle track, skateboard facility, etc. over the years. Long range plans call for a waterfront trail to connect recreational sites to the downtown and to areas to the south as well as adding trail



## **Community Policing**

Community Policing is an ongoing endeavor in the CRA. Special details to combat homeless and pan handling issues, traffic issues like speeding on S. Washington Avenue and S. Hopkins Avenue, burglaries, prostitution solicitation issues, etc. will be needed to continue to make the CRA a safe place to live, work, invest, and play. The use of cameras being installed in three (3) strategic areas of the CRA as a pilot project will help the Police Department in solving traffic incidents and crimes, and thus reducing criminal activities.

## **Historic Preservation**

Historic Preservation is a tool for the revitalization and adaptive reuse of historic buildings in the City. The majority of historic structures in Titusville are located in the CRA. These historic buildings are an asset to the City and create the City's character. This goal has been furthered with the creation of a Historic Preservation Board, a Historic Preservation Ordinance, the designation as a Certified Local Government; the designation of twelve (12) historic resources to the Local Historic Register; the creation of a local Ad Valorem Property Tax Exemption Ordinance and the CRA Building Grant Program as incentives to renovate historic resources; and the printing of a Titusville Historic Landmarks brochure. As stated earlier, the City obtained a State of Florida Division of Historic Resources Small Matching Grant in July 2020 in the amount of \$30,000 to fund the creation of a Historic Booklet and Walking/Driving Tours for the City. The booklet and walking/driving tours will help to identify the City's historic resources and will help to provide economic development with visitors touring the city's historic landmarks and visiting city businesses while they are visiting. There are many more historic resources in the CRA that need to be designated to prevent their razing in order to maintain the City's downtown heritage.

## **Commercial Beautification Grant & Structural Rehabilitation**

The goal of the CRA's Commercial Beautification & Structural Rehabilitation Grant Program is to provide incentives to existing and new property owners to upgrade the exteriors for aesthetics, interiors to meet code requirements, and to incentivize new construction that will ultimately lead to higher occupancy rates, increased property values, and to increase the visual appearance of the CRA. The creation of the CRA's Commercial Interior Renovation Grant in previous years, the reinstituting of the Commercial Beautification Grant and the creation of the Building Permit and Impact Fee Grant that went into effect in FY 2019 helped to further this goal. As previously stated the return on investment of the grant program shows that the program is worthwhile in priming the pump of investment in the CRA. The program is just back in full effect after being mothballed during the Great Recession. There are many properties in the CRA that can take advantage of this incentive.

## **Side Street Streetscape**

Side street streetscape refers to the streets that intersect with US route 1 (Washington Avenue and Hopkins Avenue). The streets include Orange Street, Broad Street, Main Street, Julia Street, Pine Street, Palmetto Street, South Street, and St. Johns Street. Orange Street east of S. Washington Avenue, and Main Street have been resurfaced. Orange and Pine Streets west of Hopkins Avenue as well as Lemon Avenue were resurfaced during the fiscal year. The resurfacing of other side streets in the CRA and the possible creation of landscape islands on Broad Street similar to what was done on Indian River Avenue when the trail was installed need to be done.

## **Underground Utilities**

Converting the overhead power lines on US Route 1 and on Broad Street to underground has been found to be cost prohibitive at this time. A study in 2007 found that the cost to convert the lines to underground as part of the US 1 Streetscaping project in 2010 would be \$1.4 million. The cost would be even higher today. This goal of the Redevelopment Plan has been put on the back burner until it becomes financially feasible.

### **Targeted Property Acquisition**

Targeted property acquisition is a strategic measure that can be used to attract development or provide public improvements such as parks, storm water ponds and conveyance, roads, etc. Without obtaining a loan or bond, it is financially unfeasible for the CRA to purchase any properties at this time. As seen in the Request for Development Interest above, it may be possible for the CRA to form a public-private partnership to acquire strategic property for a desired development in the CRA with the use of tax increment reimbursement. The CRA may revisit doing a Request of Interest with a private – public partnership involving downtown properties and potential developers.

### **Wayfinding Signage Program**

The CRA has implemented the initial wayfinding signage to include seven (7) directional signs along the Downtown Connector Trail, two (2) downtown directory signs, and two (2) pole signs at the Welcome Center property directing visitors to the Welcome Center, Julia Street parking lot and the bike shop located within the Welcome Center. Additional more detailed wayfinding/directional signs are needed for landmarks in the downtown such as the historic district, the Veterans Memorial, the Space Monuments, the fishing/shrimping pier, the various parks, and the municipal marina.

### **Event Sponsorship and Marketing**

The CRA stopped funding Special Events in FY 2017. The CRA determined that it wanted to concentrate funding on brick and mortar projects and not on special events. Marketing of the CRA has been transferred to the City's Economic Development Division. This goal is no longer in effect.

### **Banner Signs**

Street banners attached to pedestrian light poles in the CRA have included downtown activities such as music, dining, history, culture and the environment. Banners have also been installed to commemorate significant events in the city such as was done for the City's celebration of the City's 150<sup>th</sup> anniversary of it's founding in 2017. Sixty six (66) holiday themed banners were purchased in FY 2019-2020 to provide for a more festive holiday season in the CRA. The installation of banners on a seasonal and on a replacement basis due to weathering and age will be a continuing activity that adds to the vibrancy of the City.

### **Downtown Stormwater Plan**

It has been determined that a regional stormwater master plan would be cost prohibitive to implement due to the number of drainage basins that traverse the CRA and due to the ruling that the City's Stormwater Utility could not pay for the plan. In FY 2019 the CRA advocated the use of Low Impact Development (LID) techniques and public – private partnerships to create stormwater facilities to handle stormwater runoff in the CRA. The implementation of this goal will be a continuing process.



## **Financial Audit Information**

The financial audit information for the Titusville CRA was not completed in time by the independent auditing firm of James Moore & Company, 121 Executive Circle, Daytona Beach, Florida, 32114 to be included in the 2019 – 2020 Annual Report by March 31st. Governmental agencies have 45 days from March 31<sup>st</sup> to file and post their financial audit. The financial statement will provide information on the Agency's assets, liabilities, income, and operating expenses as of the end of fiscal year 2019 – 2020 in accordance with Chapter 163, Part III, Florida Statutes. An audit report of the CRA's FY2019 - 2020 expenditures by the James Moore & Company will also be included in this financial section of the Annual Report. Once the audit information is completed it will be added to the CRA's 2019 – 2020 Annual Report. The CRA Annual Report with the financial audit information will then be reposted and forwarded to the taxing authorities in the County.

The total amount of funds expended for affordable housing for low income and middle income persons and families was zero (0) in the CRA. It should be noted that affordable housing is not one of the goals of the current CRA Plan.

