

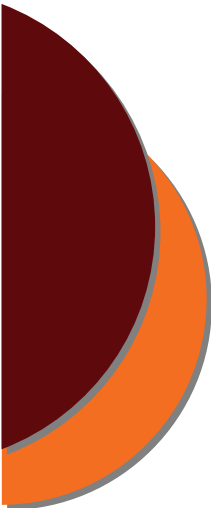
# ROCKLEDGE

COMMUNITY REDEVELOPMENT AGENCY



## 2012 Annual Report

## Forward



The 2012 Annual Report of the City of Rockledge Community Redevelopment Agency was prepared under the direction of the following:

### **Rockledge Community Redevelopment Agency Board of Commissioners**

- ♦ Ken Zeszutko, Chairman
- ♦ Rudolph “Anthony” Cardone, Commissioner
- ♦ Duane Daski, Commissioner
- ♦ Edward “Ed” Inman, Commissioner
- ♦ Albert “Al” Forbes, Commissioner
- ♦ Steven T. “Steve” Lum, Commissioner
- ♦ Anthony “Tony” Salorio, Commissioner/Vice Chairman

### **Community Redevelopment Agency Staff**

- ♦ James P. McKnight, City Manager
- ♦ Don Griffin, Planning Director and Grants Coordinator
- ♦ Lisa Nicholas, Redevelopment Specialist

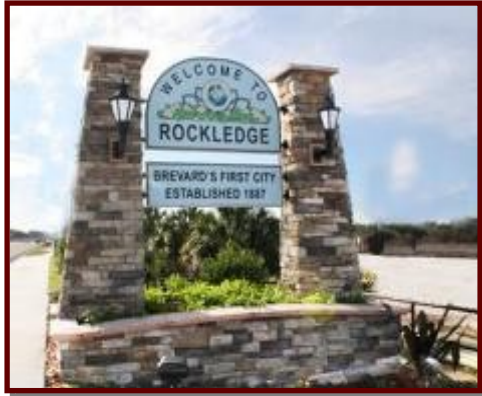
The Rockledge Community Redevelopment Agency administrative office is located at:  
123 Barton Boulevard – Suite 103, Rockledge, Florida, 32955  
321.305.4975 (phone) | 321.806.3974 (fax)  
[www.chooserockledge.com](http://www.chooserockledge.com) | [www.facebook.com/chooserockledgenow](http://www.facebook.com/chooserockledgenow)

## Table of Contents

<b>Section 1. Rockledge Florida: The Heart of Brevard County.....</b>	<b>4</b>
<b>Section 2. The Rockledge Community Redevelopment Agency.....</b>	<b>5</b>
What is a Community Redevelopment Agency.....	5
What is the Rockledge Community Redevelopment Agency.....	6
The Community Redevelopment District.....	7
Agency Transformations.....	10
The Board of Commissioners.....	11
<b>Section 3. Successes and Accomplishments.....</b>	<b>15</b>
Significant Streetscape and Infrastructure Improvement Projects.....	15
Public-Private Partnership—Creation of Outparcels at Three Meadows Plaza.....	18
Adaptive Reuse Project—Rockledge Community Resource Center.....	19
Rockledge Community Redevelopment Plan Update.....	20
Rockledge Community Garden at Barton.....	28
<b>Section 4. The Façade Improvement Grant Program.....</b>	<b>29</b>
<b>Section 5. Economic Development Efforts.....</b>	<b>38</b>
Supporting Local Businesses.....	38
Uniting Economic Development and Community Relations.....	44
<b>Section 6. Building Community.....</b>	<b>46</b>
Agency-Sponsored Events.....	46
Agency-Supported City Events.....	48
Collaboration with Community Partners.....	50
<b>Section 7. Agency Promotion and Marketing Efforts.....</b>	<b>51</b>
<b>Section 8. Financial Report.....</b>	<b>52</b>
<b>Section 9. Conclusion.....</b>	<b>53</b>



## Section 1. Rockledge, Florida: The Heart of Brevard County



Founded on the shoreline of the Indian River Lagoon on August 6, 1887, the City of Rockledge was the first incorporated municipality in Brevard County. The name “Rockledge” is derived from the many ledges of coquina rock that line the Indian River. In fact, the area was originally referred to as “Rock Ledge.” Early in its existence, industry in Rockledge was based on the citrus trade, as well as for accommodation for tourists traveling to South Florida via the Intracoastal Waterway.

The City of Rockledge provides its residents with a wide array of services, such as law enforcement; fire protection, including emergency medical technicians; refuse and recycling collection; sanitary sewer services, including water reclamation; and a comprehensive Public Works department that is responsible for the continued maintenance of streets, roadways, sidewalks, drainage and other City infrastructure.

Operating under a Council-Manager form of government, Rockledge is well known for its political stability and has had only two city managers in the past 50 years.

Strategically located in the geographic center of Brevard County on Florida’s east coast, Rockledge boasts convenient access to a number of major thoroughfares, including U.S. Highway 1 and Interstate 95. The Florida East Coast Railway runs parallel to U.S. 1.

Encompassing just shy of 12 square miles within its City limits, the population of the City of Rockledge was 25,265 in April 2012. Although Rockledge is primarily a residential community, it does have a stable base of clean, light industry.

The City also enjoys a variety of available commercial and retail centers to meet the needs of its residents. Home to Wuesthoff Hospital, Rockledge has six public schools, three private schools and churches of various denominations, as well as a high level of community participation.

## Section 2. The Rockledge Community Redevelopment Agency

### What Is a Community Redevelopment Agency?

Authorized by Chapter 163, Part III, Florida Statutes, a community redevelopment agency is created to guide redevelopment activities that are designed to return properties to their highest and best use and to improve the economic vitality of a specially designated area, rendering it more appealing for private-sector investment. When properly administered, the general purpose of a redevelopment agency is to preserve and enhance the redevelopment district's tax base through development activities and the establishment of public-private partnerships.



Redevelopment endeavors are implemented through a public body, which is known as a community redevelopment agency. Community redevelopment agencies have the ability to utilize a designated funding tool, known as Tax Increment Financing, which is available to cities and counties for redevelopment activities. Increment Financing is used to leverage public funds to promote private-sector activity in the denoted area or areas.



When established, the dollar value of all real property in a redevelopment district is determined as of a fixed date, also known as the “frozen value.” Taxing authorities that contribute to the redevelopment district continue to receive property tax revenues based on the frozen value, and these frozen-value revenues are available for general government purposes. However, any revenues from increases in real property value, referred to as “increment,” are deposited into a community redevelopment agency trust fund and are allocated to the redevelopment district.

It is important to note that property tax revenue collected by a school board, and certain other entities, are exempt from and not affected under the Tax Increment Financing process.

## **What Is the Rockledge Community Redevelopment Agency?**

Under the authority of Chapter 163, Part III, Florida Statutes, the Rockledge City Council established the City of Rockledge Community Redevelopment Agency (Redevelopment Agency or Agency) in 2002 as a dependent special district to guide the City in its redevelopment efforts.

The mission of the Rockledge Community Redevelopment Agency is to:

- ◆ Foster revitalization of the specifically identified sub-districts through public investments in order to improve infrastructure and aesthetics, resulting in an inviting area in which the private sector will want to more actively invest.
- ◆ Create a wide variety of opportunities to generate interest in and return people to the City of Rockledge to live, shop and work. This goal is accomplished through hosting a number of special events, including, but not limited to:
  - ◇ The Annual Rockledge Art and Craft Show and February Cruise-On-In Car Show;
  - ◇ Wednesday-Friendsdays (in conjunction with the Cocoa Beach Regional Chamber of Commerce); and
  - ◇ Hot Rockin' Nights Car Show, with entertainment, held annually in October.
- ◆ Pursue economic development opportunities, while also serving as a liaison and advocate for the existing business community.

The vision of the Rockledge Community Redevelopment Agency is to...

- ◆ stimulate economic growth;
- ◆ promote private-sector development opportunities; and
- ◆ maintain a safe and prosperous community

...all while enhancing the quality of life for the City's families and citizens.



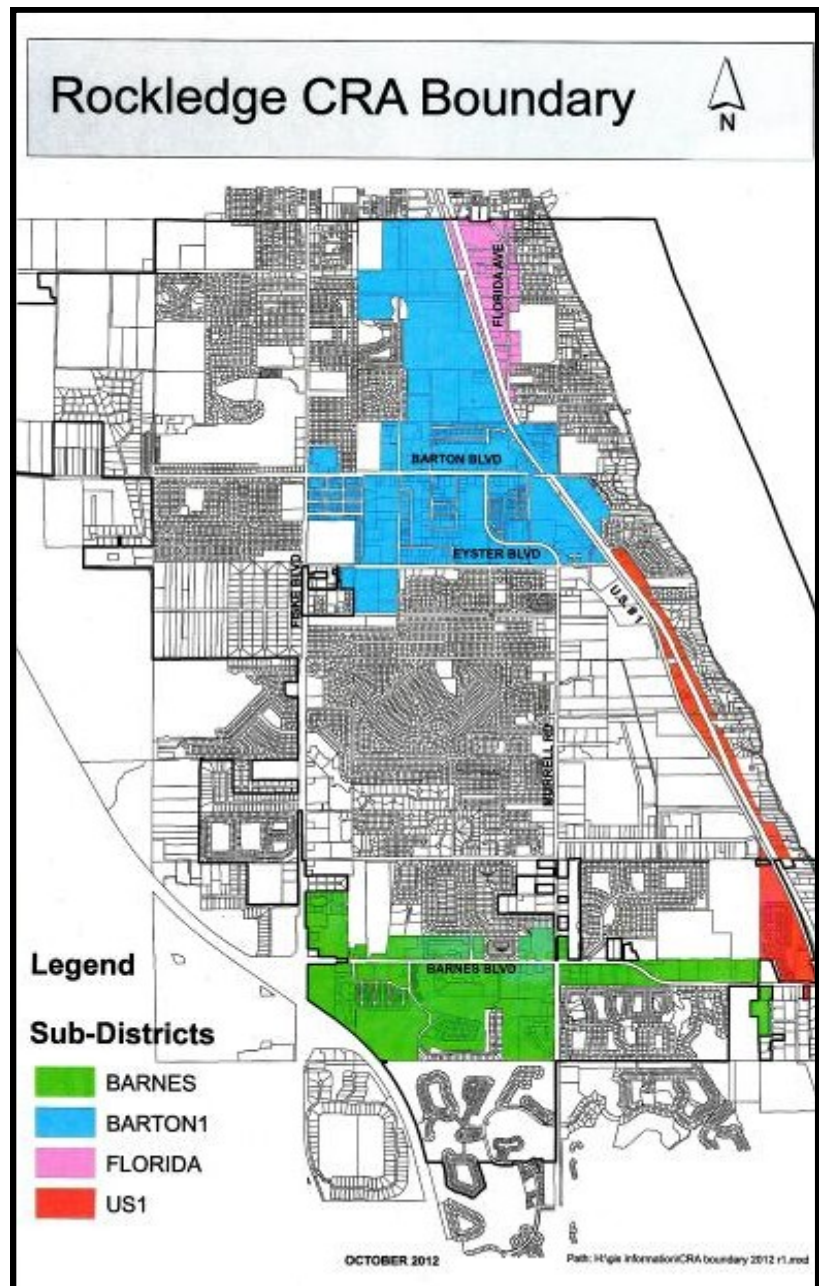
## The Community Redevelopment District

After determining it was necessary to tackle the blighting conditions threatening its commercial and retail core, the City created four contiguous sub-districts that compose the entire Rockledge Community Redevelopment District.

Focused around the City's major arteries, collector roadways, and retail and commercial centers, these four sub-districts include:

- ◆ Sub-District 1  
Florida Avenue
- ◆ Sub-District 2  
Barton Boulevard
- ◆ Sub-District 3  
U.S. Highway 1
- ◆ Sub-District 4  
Barnes Boulevard

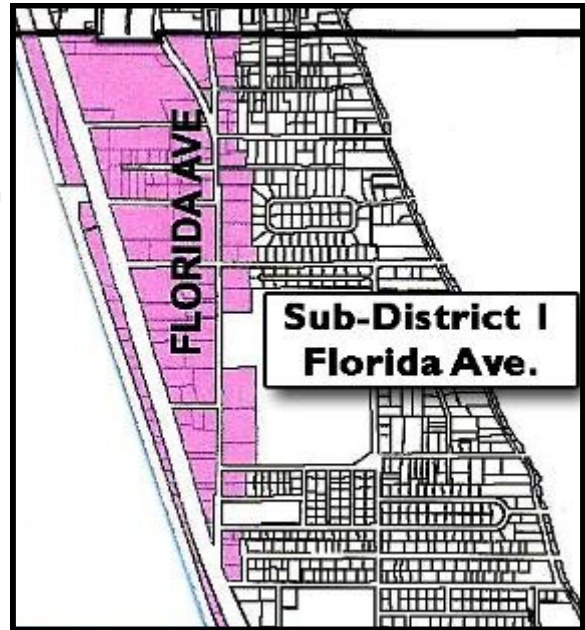
The Redevelopment District does not contain any portion of the City's industrial area.



### Sub-District 1: Florida Avenue

The Florida Avenue Redevelopment Sub-District encompasses the commercial areas along Florida Avenue in the northern portion of Rockledge. The sub-district also includes U.S. Highway 1 from the northern City limits south to Orange Avenue.

Currently, a number of medical offices that serve to support Wuesthoff Hospital maintain a strong presence in this sub-district, and, in adhering to the principles of the Agency's Community Redevelopment Plan, this area will continue to be promoted as a medical hub for the central Brevard area.

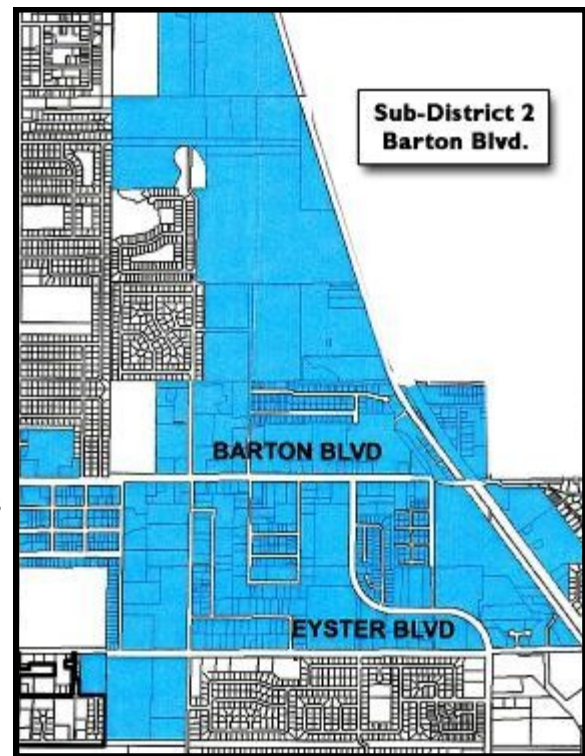


### Sub-District 2: Barton Boulevard

Barton Boulevard serves as an important connector roadway, linking the residential areas surrounding Fiske Boulevard and the residential communities along the riverfront to the diverse commercial core of Barton Boulevard.

After undergoing an extensive streetscape enhancement project in 2008, which included the installation of decorative lighting, landscaping and sidewalk improvements, Barton Boulevard garnered the Florida Redevelopment Association's "Best Capital Project/Beautification" award in 2009.

Because Rockledge City Hall is located at the intersection of Barton Boulevard and Huntington Lane, this strategic locale in the Barton Boulevard Redevelopment Sub-District has become an increasingly important location in the City, and a place where residents congregate for a number of special events.



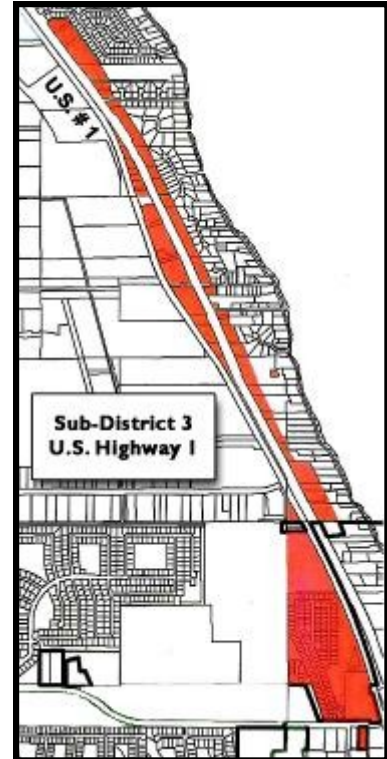


### Sub-District 3: U.S. Highway 1

The widening of U.S. Highway 1 was completed during 2010, and a grand reopening celebration was held to commemorate this notable achievement.

Stylish lighting, picturesque landscaping, aesthetic signage and sidewalk enhancements were incorporated into the project. Through the Agency's Façade Improvement Grant Program, a significant number of businesses applied for and received funding in the form of matching grants for renovating the exteriors of their properties.

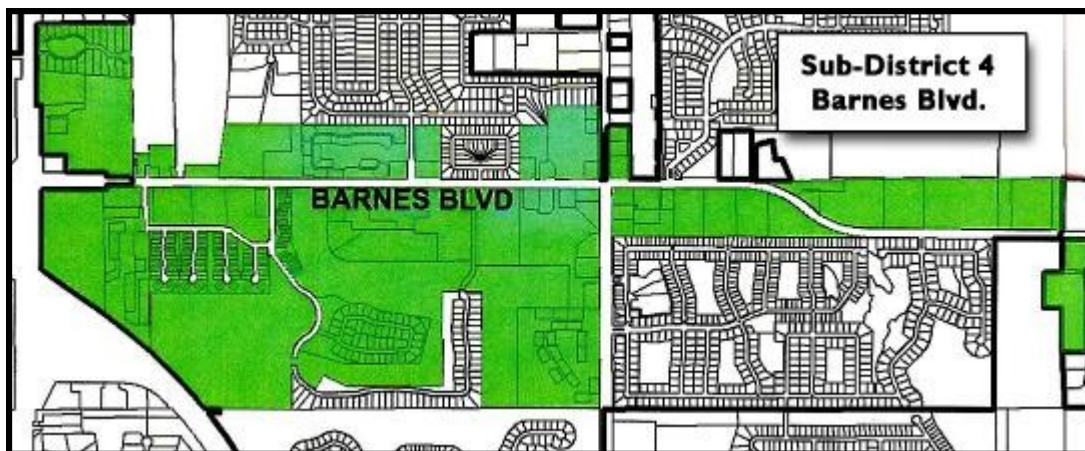
As U.S. 1 improvements continue to make an impact in this area, additional business owners are seeking grant funding to refurbish their properties as well. The Agency looks forward to assisting local businesses with the façade grant application and grant administration processes.



### Sub-District 4: Barnes Boulevard

Throughout the past several years, the Barnes Boulevard Redevelopment Sub-District has enjoyed the majority of new development. Although this development is highly desirable for the City and the Redevelopment District, it has led to an increased strain on current infrastructure.

As such, planning, design and permitting are complete, and right-of-way acquisition is nearing completion, on a County road-widening project that will ultimately widen Barnes Boulevard from two lanes to four lanes from Fiske Boulevard to just east of Murrell Road. The City of Rockledge has invested approximately \$2 million in the project, and construction is anticipated to commence in early 2014.



## **Agency Transformations**

Although the Rockledge Community Redevelopment Agency was established in 2002, a number of projects and activities did not commence until a few years later. A particularly significant period of time for the Agency came in late 2010 and throughout 2011, however, when a number of positive transformations took place:

- ◆ A full-time staff was designated to the Agency to:
  - ◇ Oversee the increasing number of redevelopment projects that were beginning to transpire;
  - ◇ Actively engage in the promotion and marketing of redevelopment opportunities; and
  - ◇ Pursue economic development opportunities while serving as a liaison to the existing business community.
- ◆ The governance of the Agency's Board of Directors shifted from the Rockledge City Council to a seven-member, citizen-based Board of Commissioners.
- ◆ The Agency acquired property on Cardinal Avenue in the heart of the Barton Boulevard Redevelopment Sub-District, which became the administrative headquarters for the Agency.



## The Rockledge Community Redevelopment Agency Board of Commissioners

Even though having a volunteer-based board of commissioners is not customary for most community redevelopment agencies in Florida, this type of composition works extremely well for the Rockledge Community Redevelopment District and the City of Rockledge. As per the statutory requirements, each commissioner either lives in or has a business interest in the City of Rockledge, and they all have a vested interest in ensuring that the Redevelopment District, and ultimately the entire City, grow in a positive and productive manner.

### **Ken Zeszutko, Chairman**

Ken Zeszutko has been a member of the City of Rockledge Community Redevelopment Agency Board of Commissioners since 2010, and has served as Board chairman since 2011.

Prior to that, when City Council sat as the Redevelopment Agency Board, Ken served on the Citizens' Advisory Committee to the Redevelopment Agency from the Agency's inception in 2002 until the shift to a citizen-based board occurred in 2010. Ken began serving as chair of that Advisory Committee in 2003.



A civically active member of the community, Ken has also been serving on the City of Rockledge Retirement Board for Fire Employees since 2009.

In his current capacity as president of Zeszutko Corp., a strategic public relations firm, Ken brings a considerable amount of marketing and public relations expertise to the Board.

Originally from Rome, New York, Ken has lived in Brevard County since 1997 and has been a Rockledge resident since 1998. Ken and his wife, Amy, have three children, Eddie, Tessa and Olivia.





**Rudolph "Anthony" Cardone,  
Commissioner**

Anthony Cardone has served as a member of the Redevelopment Agency Board of Commissioners since 2011. In his current position in I.T. for Kennedy Space Center Federal Credit Union, Anthony brings an important information-technology perspective to the Board.

Prior to working in the field of information technology, Anthony dedicated his talents to Walt Disney World in a variety of different roles and also to Warren County Glass and Mirror as a glazer.

Very community oriented, in addition to serving as Commissioner of the Community Redevelopment Agency Board, Anthony devotes his time to being a member of the City of Rockledge Business Development Committee.

Originally from Dover, New Jersey, Anthony has lived in Rockledge for 16 years with his wife, Jackie, and his daughters, Beth and Toni.



**Duane Daski, Commissioner**

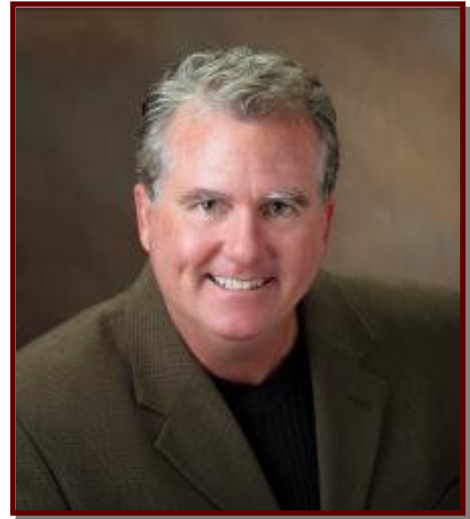
A true community advocate, Duane Daski is involved in a number of civic groups, including the Rockledge Rotary, the City of Rockledge Board of Adjustment (Chair) and the City of Rockledge Business Development Committee (past chair). Also instrumental in the establishment of the Rockledge Community Garden, Duane garnered the Rockledge "Volunteer of the Year Award" in 2011.

Employed as a Licensed Insurance Consultant for health, life, supplemental, Medicare and long-term care, Duane has over 25 years experience in the financial industry and brings that financial expertise to his role in the Agency.

Born in Pennsylvania, Duane attended Penn State University and then moved to Rockledge in 1994. Duane is married to Holly, and they have one daughter, Lindsay.

### **Albert “Al” Forbes, Commissioner**

Al Forbes joined the Community Redevelopment Agency for the City of Rockledge in January 2012. With more than 31 years of construction experience, Al currently serves as Director of Medical/Commercial Group for RUSH Construction, leading the business development and marketing efforts, as well as all aspects of project management, field operations, schedule, safety, quality control and profitability. Prior to joining Rush Construction, Al served as Project Manager for Doug Wilson Enterprises and Manager of Facility Construction for Wuesthoff Health System.



Active in the community, Al is President of the Rockledge High School Lacrosse Boosters, a Board Member of Friends of Brevard and a former Vice President of the Rockledge High School Baseball Boosters. A Florida native and Brevard County resident for over 40 years, Al has been married to his wife, Angela, for 20 years and has two sons, Matthew and Kyle. Al enjoys playing golf, spending time with his family and giving back to the community.

### **Edward “Ed” Inman, Commissioner**

Ed Inman has been involved with the Rockledge Community Redevelopment Agency since its inception in 2002. Before the Board’s composition became citizen based, Al served as a member of the Citizens Advisory Committee to the Redevelopment Agency Board and subsequently became a Board member when the shift occurred in 2010. For the majority of his career, Ed has been involved in the food-service industry. Having had a restaurant on Barton Boulevard, in the core of the Redevelopment District, Ed became interested in being able to make a difference in the community and became active in the Agency.



Exceptionally community minded, Ed is a past member of the Rockledge Rotary, past president of Rockledge Youth Football, past president of the Rockledge High School Baseball Boosters, and has devoted his time and talents to coaching Rockledge Little League.

Originally from Utica, New York, Ed has been in Florida since 1974 and a Rockledge resident since 1976. Ed is married to Cheryl, and they have three children, Edward, Michael and Lisa, and four grandchildren.



**Steven T. "Steve" Lum, Commissioner**

Steve Lum has been with Slug-A-Bug Inc. since 1987 and has served as President since December 2005. In his current capacity, Steve oversees all facets of Slug-A-Bug's operations, including marketing, sales and training. Immediately prior to joining the Slug-A-Bug team, Steve served as a Termite Inspector for Orkin. Largely active in the Florida Pest Management Association, Steve has dutifully executed the roles of Director and Assistant Director, as well as member of the Association's Termite Training Facility Committee and Government Affairs Committee.

Steve has a long history of community service and, in addition to his position as Commissioner on the Rockledge Community Redevelopment Agency Board, he serves as Men's Ministry Director, Adult and Young Adult Sunday School Teacher, Young Life Volunteer Leader, and is a member of the Young Life Board, the Rockledge Rotary Board and the Eau Gallie Arts District Board. In addition, Steve was instrumental in bringing renewed life back to the Rockledge Community Garden. Originally from Bronx, New York, Steve has resided in Rockledge since 1982. He and his wife, Jacqueline, have one daughter, Jennifer.



**Anthony "Tony" Salorio, Commissioner/Vice Chair**

Tony Salorio has been a member of the Rockledge Community Redevelopment Agency Board of Commissioners since 2010. Currently serving as the Agency's Vice Chair, Tony brings a breadth of financial experience to his role on the Board. Prior to serving in his present position as a Marketing Associate for Capital Choice Financial, Tony honed his financial skills through working as a Branch Manager and subsequently a Business Relationship Specialist for Community Bank of the South.

In addition to serving as the Vice Chair of the City of Rockledge Community Redevelopment Agency, Tony devotes his efforts to chairing the City of Rockledge Business Development Committee. Extremely active in the Cocoa Beach Regional Chamber of Commerce, Tony is presently Vice Chair of the Chamber's Military Affairs Council and formerly chaired a Chamber Leads Club. Tony has lived in Rockledge since 2003 with his wife, Rachel, and daughters Laura and Sydney.



## Section 3. Successes and Accomplishments

### Significant Streetscape and Infrastructure Improvement Projects

Although completion of two of Rockledge's signature roadway enhancement projects occurred between three and five years ago, their significance is deserving of mention and recognition in this Annual Report. The conclusion of these projects and their continued maintenance have served as a

catalyst for growth, as well as renewed interest from the private-sector in retail and commercial investment in the City of Rockledge and the Community Redevelopment District.

These projects have had a profound and encouraging impact on other programs offered by the Community Redevelopment Agency, such as the Façade Improvement Grant Program. Furthermore, willingness to improve the current infrastructure demonstrates to the private sector that the City is a sound partner and is mindful of the overall future well being of the community.

#### Barton Boulevard

Between February 2007 and August 2008, the City of Rockledge and the Rockledge Community Redevelopment Agency completed a two-mile, \$7.5 million beautification and infrastructure enhancement project on one of Rockledge's most vital commercial corridors, Barton Boulevard.

The project aided longstanding drainage issues, improved traffic flow by adding new lanes, and enhanced pedestrian movement with new sidewalks and bicycle paths. In addition, as part of this sizeable project, decorative lighting, mast-arm traffic lights, landscaping, benches and bus shelters were added to this important connector roadway, and in 2009, Barton Boulevard garnered the Florida Redevelopment Association's "Best Capital Project/Beautification" award.



## U.S. Highway 1

After nearly a decade of planning and public meetings, the completion of the U.S. Highway 1 expansion and infrastructure/streetscape project was celebrated with a grand reopening event in December 2010. A primary thoroughfare for the entire eastern seaboard, U.S. 1 traverses directly through the heart of Rockledge and composes the core of the U.S. Highway 1 Redevelopment Sub-District.

This \$27-million project expanded the roadway from four lanes to six lanes and also included innovative and extensive stormwater upgrades. Through a positive relationship and creative “public-public” partnership with the Florida Department of Transportation, the requisite reservoirs for stormwater were routed to offsite locations, thereby resulting in the protection and preservation of valuable commercial real estate along the U.S. 1 corridor, as well as the preclusion of an important main road peppered with unsightly retention ponds.

To ensure the addition of a number of amenities along the roadway, including picturesque landscaping, decorative lighting and the installation of wider sidewalks, the Community Redevelopment Agency assisted by providing \$1.5 million in funding for these elements. A significant portion of these funds was reinvested from \$1.2 million received from the Florida Department of Transportation for stormwater capacity.





## **Cocoa-Rockledge Land Company— Drainage and Stormwater Enhancements**

The Cocoa-Rockledge Land Company encompasses an area within the Barton Boulevard Redevelopment Sub-District, which includes Cardinal Avenue, Dove Avenue and Pennsylvania Avenue, from Cedar Street on the east, west to Fiske Boulevard.

The need for drainage improvements in this area was identified several years ago. After securing the necessary easements, bids were accepted for each phase of the two-phased project in the summer of 2012. Once bids were approved and the improvements commenced, the project has progressed quickly and is nearing completion. Staff anticipates that the entire two phases will be finished in early 2013. The Agency is considering future stormwater and drainage enhancements in this area, which could potentially occur in budget years 2013 to 2015.

The long-term goal for this area is to convert the multitude of manufactured housing that currently exists and assign the zoning classification of Redevelopment Mixed Use. The Redevelopment Mixed Use zoning designation:

- ◆ Provides for increased flexibility in the types of permitted uses;
- ◆ Protects existing uses; and
- ◆ Offers a variety of incentives for projects that seek to redevelop economically depressed properties.

This area is envisioned as being ideal for individuals wanting to engage in a live-work type of arrangement, where a portion of the structure would be used for office or retail activities, while the remainder of the structure would serve as a residence.





## Successful Public-Private Partnership—Creation of Outparcels at Three Meadows Plaza



In April 2011, the Agency Board was informed that the owners of one of the Redevelopment District's retail centers, Three Meadows Plaza, had made a determination to move forward with the establishment of a public-private partnership for the creation of two outparcels at the front of the property. The project:

- ◆ Provided the County with the required right-of-way for the future widening of the critical roadway, Barnes Boulevard;
- ◆ Redirected the stormwater from the front of the Plaza to the rear pond; and
- ◆ Provided for two additional outparcels at the front of the Plaza.



The partnership required two agreements: one between Brevard County and the property owner, and the other between the Community Redevelopment Agency and the property owner. The Agency acted as the contractor for the project, the total cost of which was \$85,000.00. The Agency's portion of the total project cost was agreed to be \$15,000.00.



Throughout 2011, extensive work was performed to clear the property of overgrowth and redirect the stormwater to the rear of the Plaza. In 2012, the outparcels were completed, and Agency staff intends to help market the availability of these properties as the Barnes Boulevard road widening project nears completion.

## **Adaptive Reuse Project—Former Rockledge Police Station Transforms into Community Resource Center**

The City of Rockledge was fortunate to recently complete construction of a brand new, state-of-the-art police station, located just to the south of the former police station. Both of these facilities are positioned in the Barton Boulevard Redevelopment Sub-District.

In conformance with the objectives of the Rockledge Community Redevelopment Plan, the former police station is being transformed into a Community Resource Center and multi-tenant office complex. Over the course of just more than one year, the facility will be converted from a structure that served one single purpose to one that will accommodate a variety of functions.

During the interior reconstruction, City staff worked diligently to obtain tenants for the facility, which now houses three very commendable nonprofit organizations:

- ♦ LEAD Brevard;
- ♦ The Central Brevard Art Association; and
- ♦ Grandparents Raising Grandchildren.

In addition, the structure has also been retrofitted to provide space for the new



Rockledge Community Resource Center, which will offer residents a place to view books, resource materials and have access to computers. A \$5,000 donation from Brighthouse Networks has been received and will contribute to the completion of the Community Resource Center.

Ultimately, Redevelopment Agency staff will relocate from their current location, an acquisitioned property on Cardinal Avenue, to the Community Resource Center in early 2013.

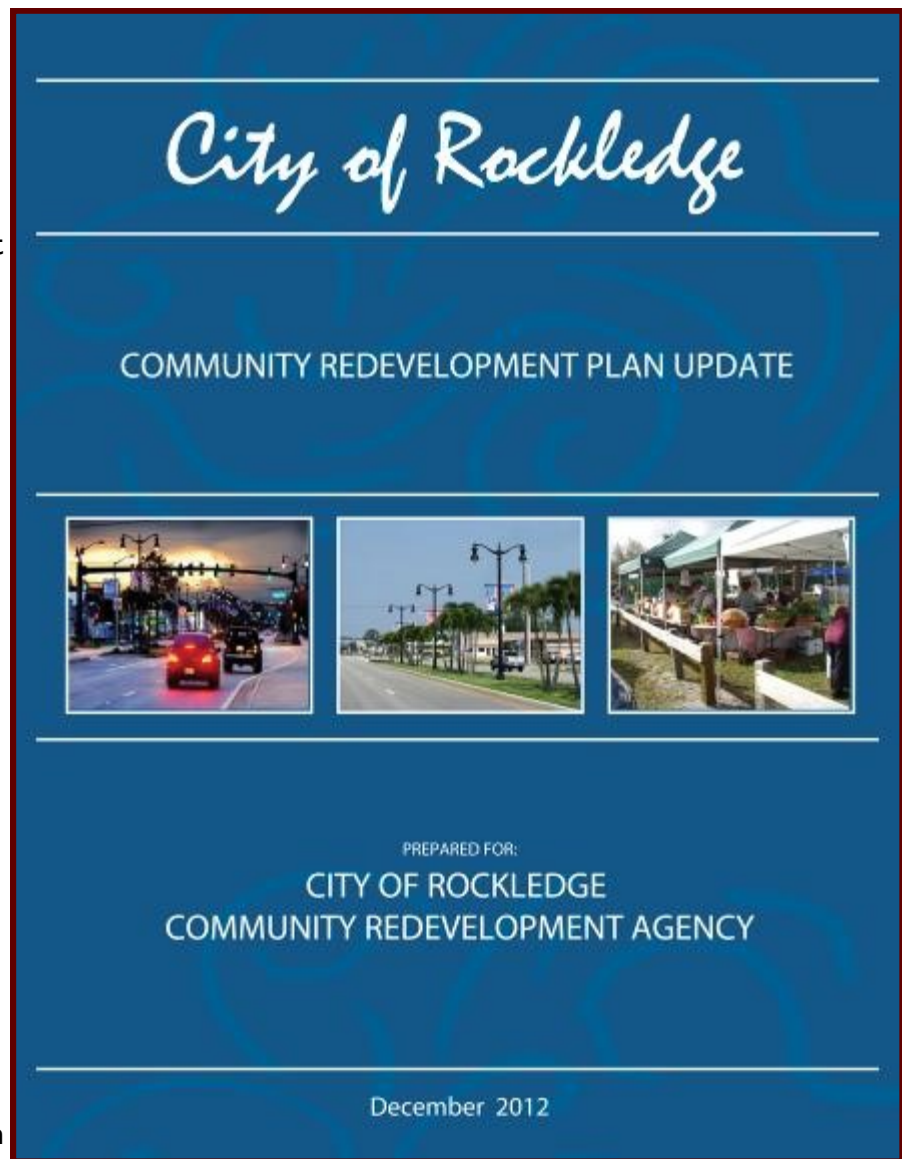
It is anticipated that the Community Resource Center will be fully occupied by April 2013. A grand opening/ribbon cutting and “open house” will be coordinated to commemorate the occasion.

## Rockledge Community Redevelopment Plan Update

### Background

Having just completed its tenth year of existence, the Rockledge Community Redevelopment Agency determined that it would be prudent to reexamine its fundamental doctrine, the Community Redevelopment Plan. Originally drafted in 2002, the initial Redevelopment Plan outlines a variety of large-scale projects that are now complete, including the expansion of U.S. Highway 1 from four lanes to six lanes, as well as the Barton Boulevard streetscape project. While it is important to recognize these accomplishments, it is also incumbent upon the Agency to ensure that previously expressed goals and objectives are still applicable ten years later. In addition, it was felt that some concepts outlined in the original Redevelopment Plan had become obsolete or implausible. Therefore, in early 2011, the Agency Board of Commissioners authorized staff to work with a consultant on the Plan update.

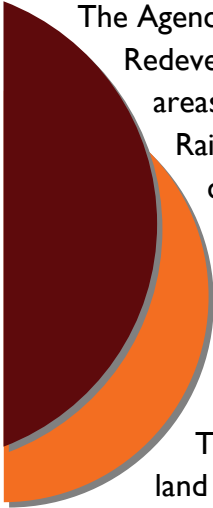
Under strict adherence to the statutory requirements involved with the process of updating the Redevelopment Plan, in December 2012, by way of Resolution No. 2012-721, Rockledge City Council adopted the revised Community Redevelopment Plan, as well as the boundary modifications that had been proposed.





## Redevelopment District Boundary Modifications

In remaining mindful of the basic premise of a community redevelopment agency—to redevelop economically blighted and depressed areas and ensure their highest and best future use—there was much discussion with regard to amending the Rockledge Community Redevelopment District’s boundaries.



The Agency therefore proposed to expand Sub-District 2, the Barton Boulevard Redevelopment Sub-District, by incorporating property from two contiguous areas—north of the Casa Loma subdivision, west of the Florida East Coast Railway right-of-way, and south of the Rosa L. Jones right-of-way. This addition contained 233 acres, most of which was either publicly owned or undeveloped, and it did not contain additional residential properties. Much of this area could potentially be eligible for a Brownfield designation, and, because of a sizeable stormwater feature, it is ideal for a myriad of future recreational uses.

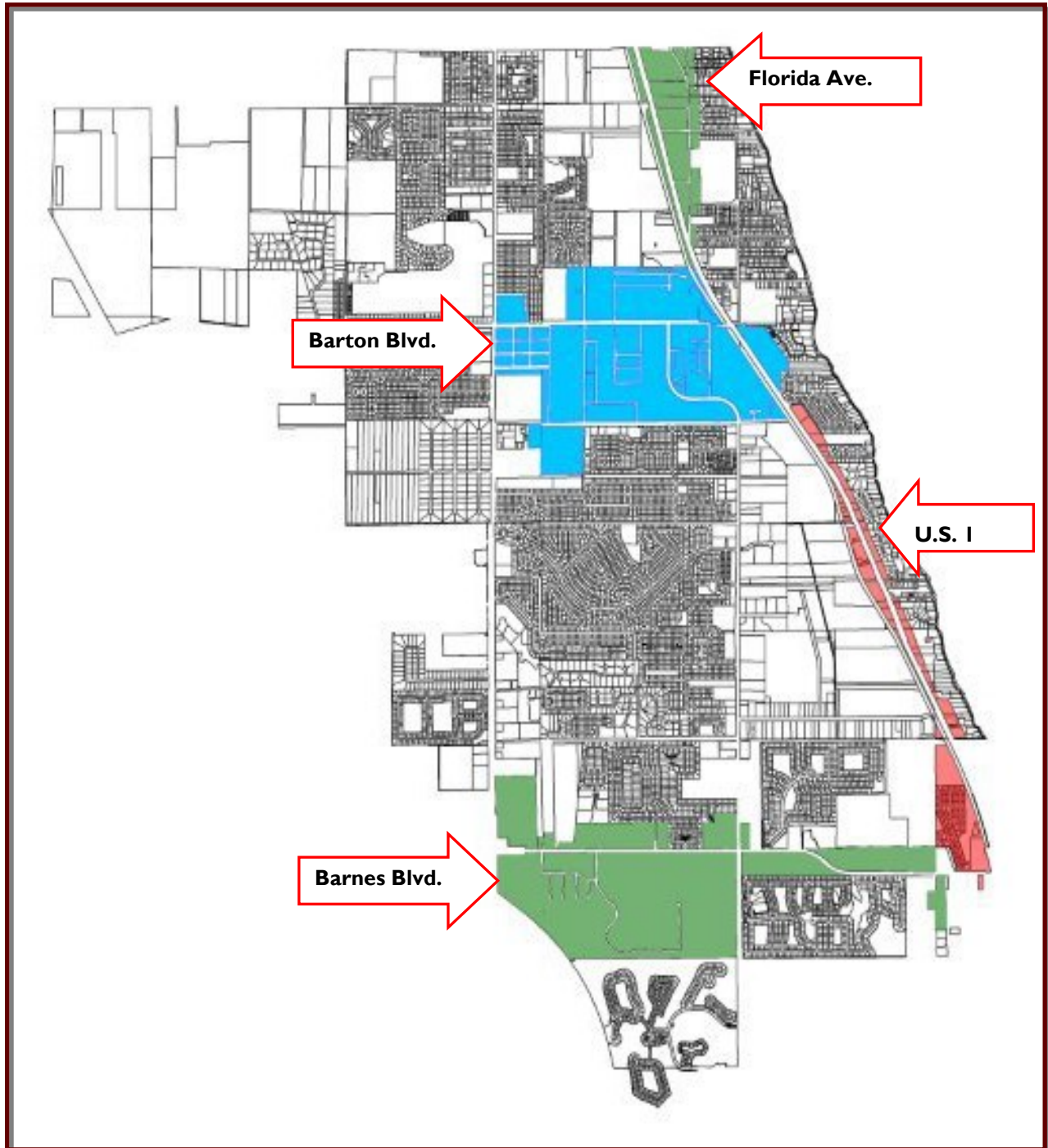
The second area that had been proposed for inclusion was a 19-acre section of land south of the Longwood Avenue right-of-way, with Seminole Drive to the east, U.S. Highway 1 to the west, and Barton Boulevard to the south. In proximity to Wuesthoff Hospital, this particular area is prime for redevelopment, as it currently contains an assortment of conflicting uses.

In an effort to offset any concerns regarding the expansion of the Redevelopment District’s boundaries, the Agency Board felt it would be pragmatic to also reduce the size of the District by removing a residential subdivision containing 26 acres in Sub-District 4, the Barnes Boulevard Redevelopment Sub-District. The Agency also realized that this practically brand new subdivision is functioning well and no longer meets the criteria for property in need of being redeveloped.

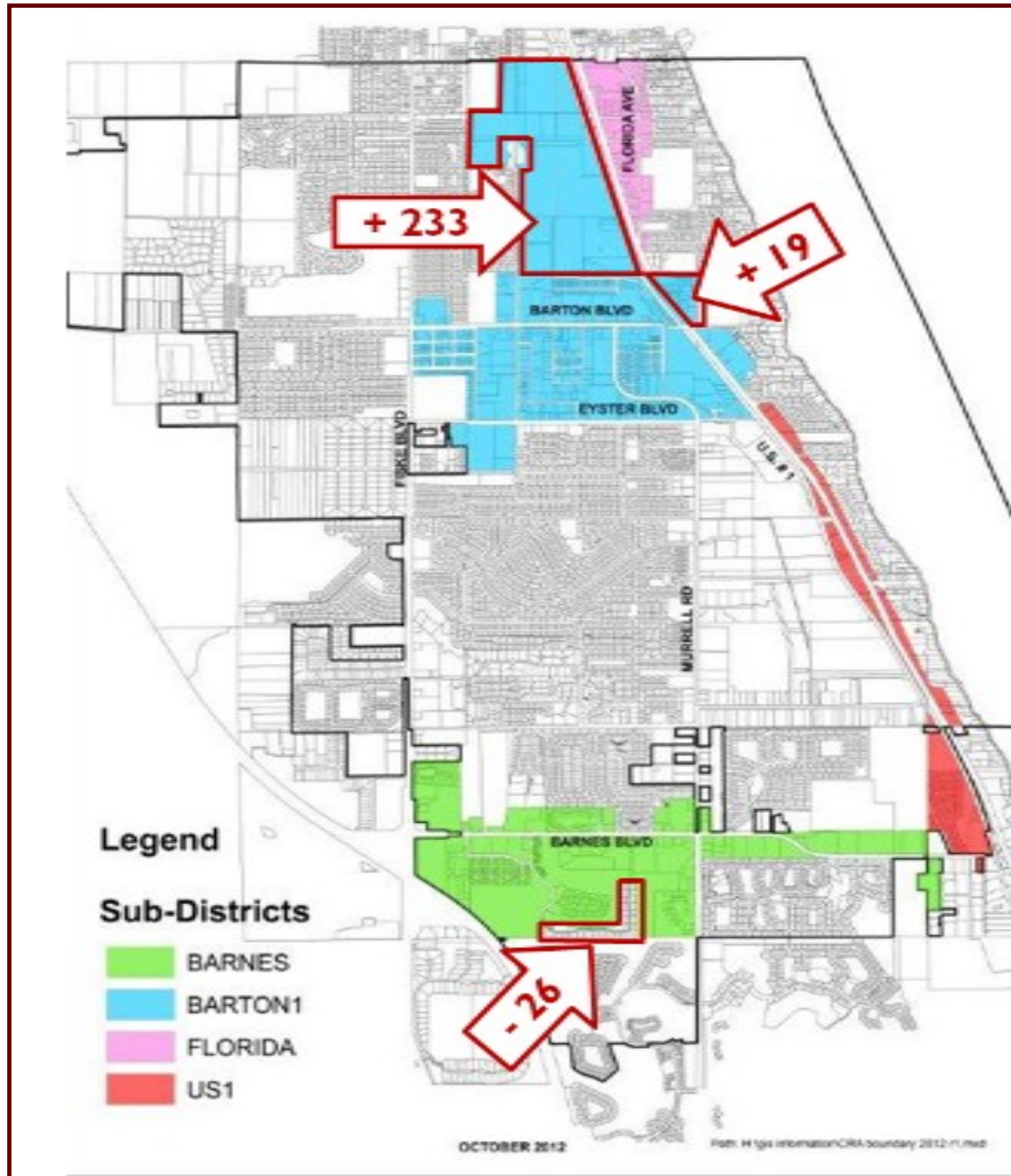
Under this proposal, beginning in 2013, some taxable property value will be returned to Brevard County and the City of Rockledge.

*(See figures 1-3)*

**Figure I: Former Redevelopment District Boundaries**

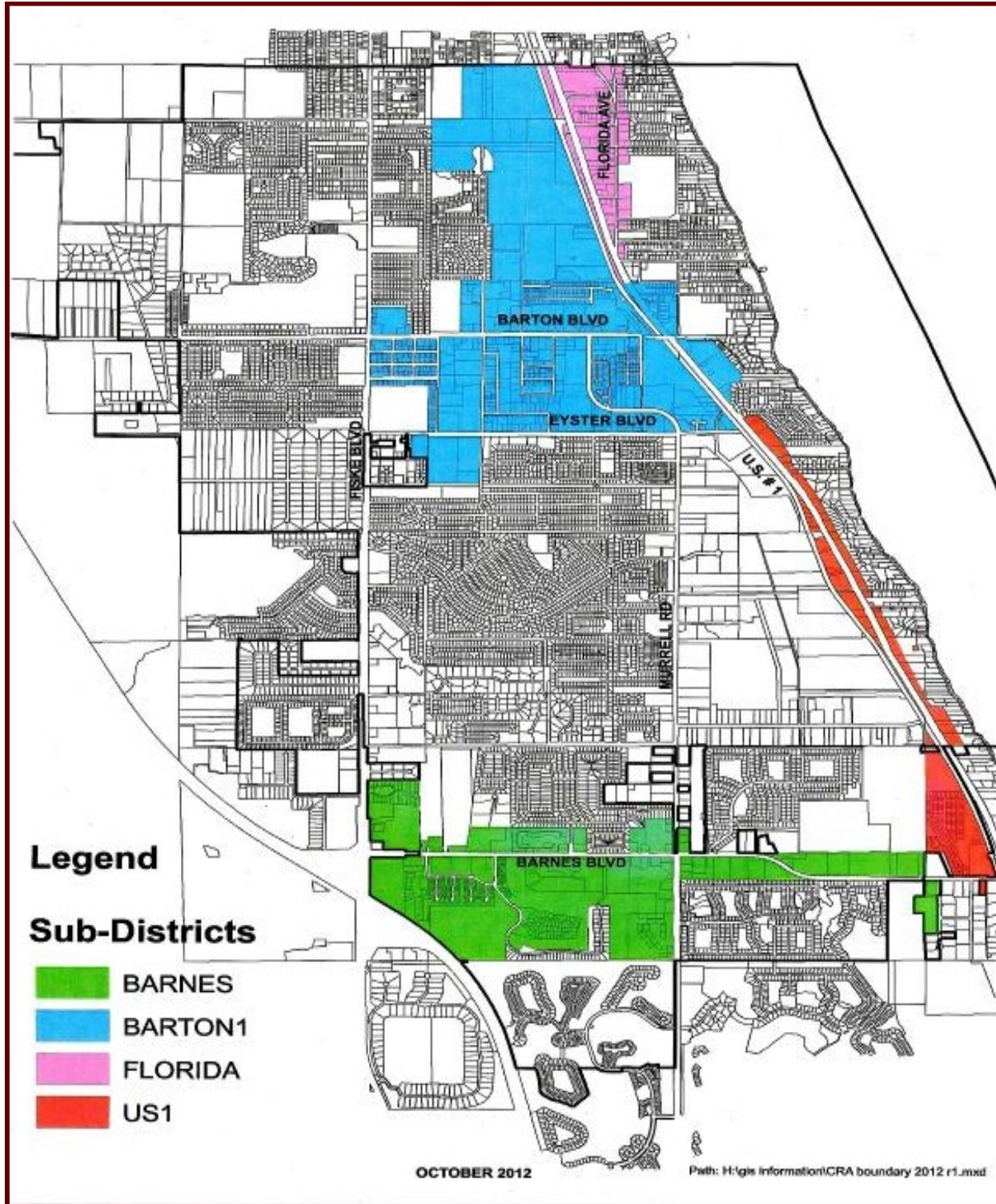


**Figure 2: Proposed Redevelopment District Boundaries**





**Figure 3: Adopted Redevelopment District Boundaries (Dec. 2012)**



## Reevaluation of Original Goals and Objectives

During the formulation of the Rockledge Community Redevelopment Plan update, Agency Board members and staff worked in conjunction with the consultants to reevaluate the goals and objectives that were in place at the time the original Community Redevelopment Plan was adopted in 2002. Some new and innovative projects and initiatives were identified that are better aligned with the future direction of the Redevelopment Agency, and ultimately, the entire City.

### **Removal of Reference to Town-Center Concept**

- ◆ When originally drafted, it was thought to be feasible to create a “Town Center” in the vicinity of City Hall
- ◇ After numerous discussions between staff and the current Board, it is felt that such a goal is not achievable, especially in light of current economic conditions
- ◇ The Plan’s language has been modified to encourage the development of “commercial/retail and neighborhood hubs” in strategic locations within the Redevelopment District and to increase the emphasis of expanding medical uses in close proximity to Wuesthoff Hospital

## Fundamental Redevelopment Plan Revisions

### **Renewed Emphasis on Economic Development Activities**

- ◆ The Plan update:
  - ◇ Sets forth the importance of economic development activities in the Redevelopment District
  - ◇ Outlines programs currently in place for businesses located within the Redevelopment District
  - ◇ Encourages development of new programs to assist the business community
  - ◇ Promotes implementation of public-private partnerships for the purpose of establishing redevelopment projects
  - ◇ Advocates for a proactive approach to business recruitment and retention

## Plan Revisions by Sub-District

### Sub-District 1 (Florida Ave.)

#### **The Plan update reiterates:**

- ◆ The need for redevelopment of the Carnival Mall site
- ◆ Relocation of the County School Board facility to a more appropriate location
- ◆ Importance of streetscape elements, such as installation of sidewalks and other pedestrian improvements

#### **The Plan update encourages:**

- ◆ Marketing the Façade Improvement Grant Program in this area to improve the overall aesthetic nature of the sub-district

### Sub-District 3 (U.S. Highway 1)

#### **The Plan update sets forth the importance of:**

- ◆ Removing abandoned infrastructure at the Rinker Cement Plant site
- ◆ Addressing dysfunctional lot configurations through a land swap or Transfer of Development Rights initiative to direct future retail development to the Florida Ave. and Barton Blvd. sub-districts
- ◆ Denoting significant intersections, such as U.S. 1 and Barnes Blvd., with gateway signage

### Sub-District 2 (Barton Blvd.)

#### **The Plan update emphasizes:**

- ◆ Expanding medical uses in the new acreage adjacent to Wuesthoff Hospital and providing for recreational amenities in the new acreage north of Rockledge Park
- ◆ Marketing the availability of retail space at Barton Commons Shopping Center and Village Green Shopping Center, as well as other vacant sites
- ◆ Relocating the Public Works facility from prime property on Barton Blvd. to a more suitable location

#### **The Plan update encourages:**

- ◆ Denoting significant intersections with gateway signage
- ◆ Beautifying Eyster Blvd.
- ◆ Creating new annual/special events to attract people to Barton Blvd.

### Sub-District 4 (Barnes Blvd.)

#### **The Plan update sets forth the importance of:**

- ◆ Ensuring the inclusion of streetscape amenities and creating a “complete street” during the County’s 2014 Barnes Blvd. road-widening project
- ◆ Denoting significant intersections, such as Barnes Blvd. and Fiske Blvd. and Barnes Blvd. and Murrell Rd., with gateway signage
- ◆ Creating a master plan for this area in an effort to maintain capacity in conjunction with the commercial and residential growth along this corridor



## Long-Term Planning

The Rockledge Community Redevelopment Plan update also contains a 10-year proposal of projects and cost estimates for a variety of projects and programs, including capital projects, public-private projects, and government programs. This long-term schedule provides a framework for the

Agency as it continues to advance the objectives of the updated Redevelopment Plan. This information is for planning purposes only, and the figures outlined below are estimates based on current conditions.

### Budget Years 2013-2017

Project	Estimated Cost
Cedar St. Drainage Improvements	\$250,000
Cocoa-Rockledge Land Company Drainage Improvements	\$350,000
Debt Retirement	\$2,000,000
Barnes Blvd. Streetscape Enhancements	\$400,000
Barton Park Recreational Amenities and Enhancements	\$400,000
Façade Improvement Grants (\$100,000/year)	\$500,000
Special Events	\$200,000
Gateway Signage	\$160,000
<b>TOTAL</b>	<b>\$4,260,000</b>

### Budget Years 2018-2022

Project	Estimated Cost
Special Events	\$200,000
Façade Improvement Grants (\$100,000/year)	\$500,000
Barton Park Recreational Amenities	\$350,000
Carboni Park Drainage/Roadway Improvements	\$500,000
Gateway Signage	\$220,000
Wayfaring Signage Program	\$400,000
New Road—Murrell Rd. to Carboni Park	\$650,000
Debt Retirement	\$1,000,000
<b>TOTAL</b>	<b>\$3,820,000</b>

## Rockledge Community Garden at Barton

In 2011, the Redevelopment Agency Board of Commissioners voted to move forward with fact-finding related to community gardens. A viable site was identified for planting, and Agency staff established a Garden Council composed of gardening experts from the area. After several meetings, the Council established a comprehensive set of by-laws and best practices for the community garden and designated it as the Rockledge Community Garden at Barton.

Located in the heart of the Barton Boulevard Redevelopment Sub-District, the property previously contained a dilapidated structure, which was acquisitioned by the Agency in 2010 and later demolished. In order to ensure the success of the Community Garden, the Agency Board approved start-up funding in the amount of \$6,500.

For a nominal yearly membership fee, garden members are given a 5-foot by 20-foot plot and provided access to irrigation at each plot. Gardeners access the secured site via a combination lock.

Now well into its second year, the Rockledge Community Garden continues to flourish and prosper. A prospective Eagle Scout is on track to complete his Eagle Project by enhancing the garden through constructing an informational kiosk, planting climbing flower vines and performing general refurbishments.



## Section 4. The Façade Improvement Grant Program

Façade improvement grant programs are an integral part of the activities of a community redevelopment agency because they help to revitalize and bring new life, as well as new investment, into these communities. Façade improvements and enhancements assist in increasing the aesthetic nature of the area and also serve as an important aspect in attracting additional private-sector development.



In Rockledge, the Community Redevelopment Agency administers the Façade Improvement Grant Program, which provides matching grant funding in an amount up to \$10,000.00. Funding awarded through the program to eligible applicants and projects can be utilized to refurbish the exteriors of a property that are visible to pedestrian and motor vehicle traffic.

Improvements that qualify for grant funding can include landscaping, signage, installation of artificial rooflines, decorative lighting, fencing, and enhancements to pavement and parking lots (when combined with other beautification elements). In an effort to ensure adherence to the objectives of the Community Redevelopment Plan, particular design guidelines that are encouraged by the Redevelopment Agency are discussed with applicants as they begin to formulate their projects.

Furthermore, an inventive use of the Program can help businesses that wish to start-up in the Redevelopment District through offering incentive awards by providing grant funding for impact fees and other related fees. In the past, the Agency has paid up to 50 percent of the impact fees and has offered the business owner a deferred repayment schedule for the remaining 50 percent.

With the recent completion of the Barton Boulevard streetscape project and the U.S. I



expansion and streetscape project, the Agency witnessed a resurgence of merchants with a renewed interest in improving their properties, and a sizeable number of property owners within the Redevelopment District have applied for and received façade grants.

Since the Program's inception in 2004, the Agency has funded 46 successful projects and awarded over \$323,000.00 in grant funding, which has led to nearly \$700,000.00 in improvements and renovations. Three façade improvement grant projects are currently in progress and soon to be completed, and Agency staff is working with a number of other interested applicants.

Without question, enhancing the aesthetic nature of an area leads directly to achieving one of the main objectives of a community redevelopment agency—increasing private-sector investment in the region, which thereby augments the tax base and paves the way for greater economic development opportunities.

In order to demonstrate its appreciation to these businesses for helping to beautify the community, the Agency has implemented the Façade Improvement Grant Award Program to further showcase their efforts. Upon completion of a project, businesses are awarded a Certificate of Appreciation, and the Agency Board votes on the “Façade Improvement Project of the Year.” To be eligible for nomination, façade projects must have made a sizeable impact on improving the visual quality of the area. The first-ever winner of this award was the Barton Boulevard Sunoco in 2011, which underwent an amazing transformation, followed by Harbor Auto Restoration in 2012.

Undoubtedly, pictures are worth a thousand words, and, as depicted by the examples that follow, façade grants can have an extremely positive effect on a property and, ultimately, the entire community. These are a few instances of extremely successful projects that were completed during 2012.

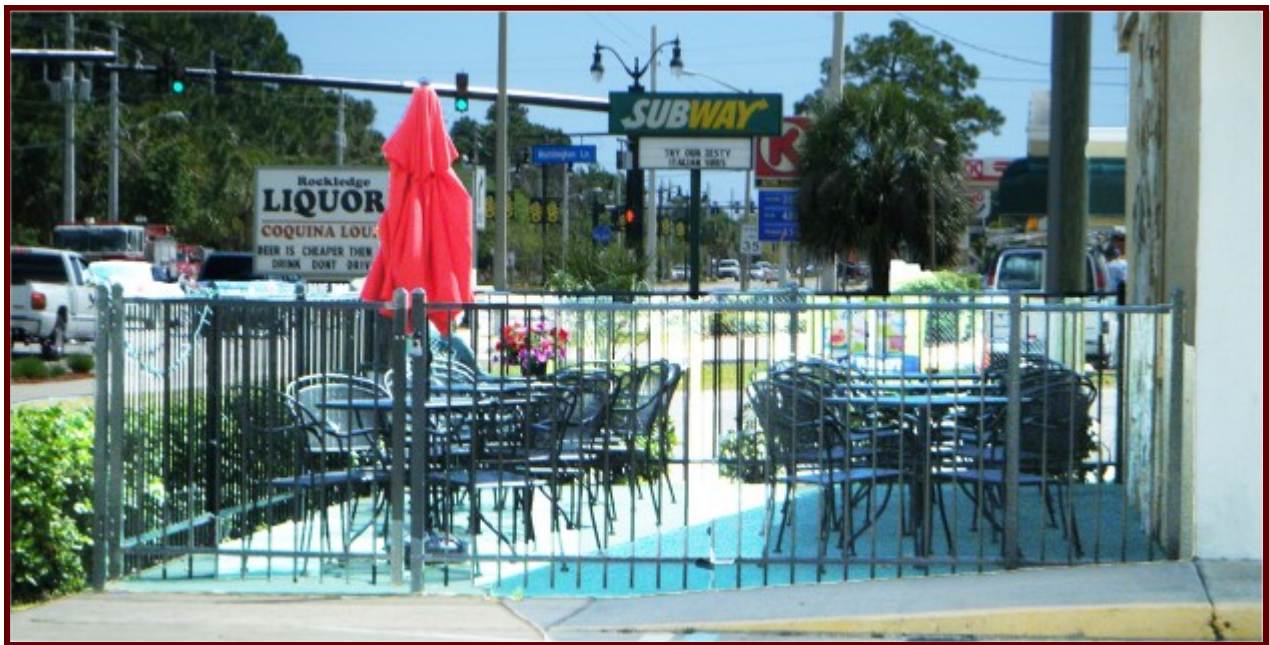
## 2012 Façade Improvement Grant Projects

### Big League Eatery 563 Barton Blvd.

#### Project elements included

- ◆ New signage;
  - ◆ Exterior/industrial doors; and
  - ◆ Outdoor seating area
- 
- ◆ **Total project cost**  
\$5,368.10
  - ◆ **Total grant award**  
\$2,684.05

Note: "Before" images not available





**Before**



**After**



## **Rahal Real Estate 1265 Rockledge Blvd.**

### **Project elements included**

- ◆ Landscaping;
- ◆ Irrigation system improvements;
- ◆ New security windows;
- ◆ Parking area upgrades;
- ◆ Sign enhancements; and
- ◆ Complete exterior painting

◆ **Total project cost**  
\$10,487.92

◆ **Total grant award**  
\$5,073.84



## Harbor Auto Restoration 2121 Rockledge Blvd.

### Project elements included

- ◆ Extensive sign refurbishments;
- ◆ Exterior awning improvements;
- ◆ New fencing; and
- ◆ Fence-screen graphic

◆ Total project cost  
\$14,167.24

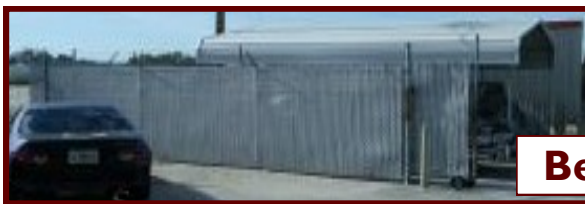
◆ Total grant award  
\$7,083.62



**Before**



**After**



**Before**



**After**





**Before**

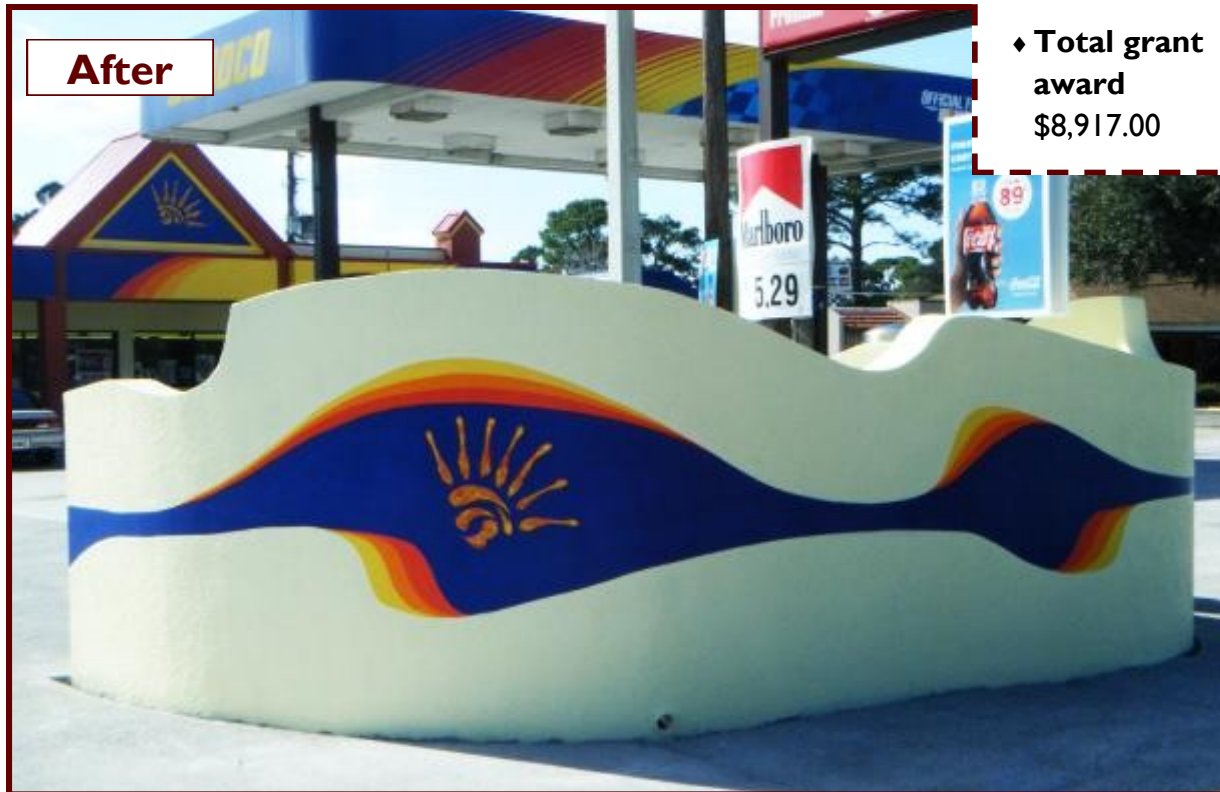
**Sunoco (Phase II)  
825 Barton Blvd.**

**Project elements  
included:**

- ◆ Parking area improvements; and
- ◆ Construction of privacy screen to conceal City's lift station

◆ **Total project cost:**  
\$17,834.00

◆ **Total grant award**  
\$8,917.00



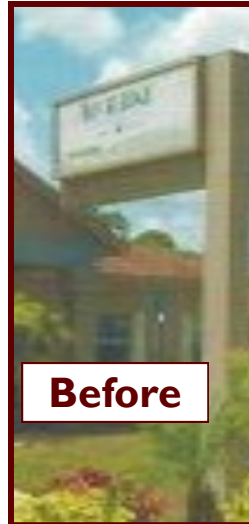
**After**



**Rockledge Health & Rehabilitation Center  
587 Barton Blvd.**

**Project elements included:**

- ◆ Enhanced landscaping;
- ◆ New monument sign;
- ◆ Decorative fencing; and
- ◆ Decorative lighting
- ◆ **Total project cost:**  
\$32,872.61
- ◆ **Total grant award**  
\$10,000.00





### Façade Improvement Grant Projects Completed Since 2004

Approved	Completed	Business Name	Address	Amount Paid
2004	2004	Barton Street Bistro	379 Barton	\$5,102.05
2004	2004	Mash Hoagies	563 Barton	\$2,629.59
2004	2004	Peldan LLC	400 Barton	\$7,500.00
2004	2004	Scott Baughan	895 Barton	\$4,930.40
2005	2005	Casa Del Rey	966 Florida	\$3,267.50
2005	2005	Malibu's Sports Grill	165 Barton	\$5,000.00
2006	2006	Brevard Prosthetics	966 U.S. #1	\$7,481.20
2006	2006	Rockledge Health & Rehab	587 Barton	\$3,750.00
2006	2006	Rockledge Square	1800 U.S. 1	\$7,500.00
2006	2006	Schlenker Automotive	385 Barton	\$7,500.00
2006	2006	Scott Baughan	895 Barton	\$7,500.00
2007	2007	Rockledge Land/Boaters Exchange	2101 U.S. 1	\$15,000.00
2007	2007	Schlenker Automotive	396 Barton	\$7,500.00
2008	2008	All About Kids of Brevard	515 Barton	\$5,044.50
2008	2008	Fogarty Chiropractic	839 Barton	\$7,500.00
2008	2008	Methusaleh LLC Guaranteed Auto	907 Barton	\$7,500.00
2008	2008	Rockledge Liquors/Coquina Lounge	555 Barton	\$7,500.00
2008	2008	Valvoline Express Care	419 Barton	\$7,500.00
2008	2008	Zackeroff, Miller & Hurt Financial	182 Barton	\$7,500.00
2009	2009	Bavarian Auto	1258 U.S. 1	\$10,000.00
2009	2009	Crest Cleaners	885 Barton	\$4,076.88
2009	2009	Rockledge Liquors/Coquina Lounge	555 Barton	\$7,500.00
2009	2009	Sonic Lube	419 Barton	\$10,000.00
2009	2009	Vinay Kumar	833 Barton	\$3,230.02
2010	2010	Ashley's Restaurant (City)	1609 U.S. 1	\$1,282.86
2010	2010	Blue Marlin Pools	513 Barton	\$10,000.00
2010	2010	Building Bodies Fitness	906 Barton	\$6,013.75
2010	2011	Dana Ferrell	1265 U.S. 1	\$10,000.00
2010	2010	Grimaldi Candies	3006 U.S. 1	\$10,000.00
2010	2010	LaBamba	1172 U.S. 1	\$7,214.41
2010	2010	LaBamba (impact fee incentive)	1172 U.S. 1	\$4,335.56
2010	2011	Sunoco (Phase I)	825 Barton	\$10,000.00
2010	2010	Telecom Service Center/Grant #1	4050 Riomar	\$10,000.00

### Façade Improvement Grant Projects Completed Since 2004 (contd.)

<u>Approved</u>	<u>Completed</u>	<u>Business Name</u>	<u>Address</u>	<u>Amount Paid</u>
2010	2010	Telecom Service Center/Grant #2	4050 Riomar	\$10,000.00
2010	2010	Woodhaven Apartments	913 Woodhaven	\$10,000.00
2010	2010	Woody's BBQ	411 Barton	\$2,000.00
2010	2011	Big League Eatery	563 Barton	\$2,930.29
2011	2011	Sunoco (Phase II)	825 Barton	\$10,000.00
2011	2011	Rockledge Health & Rehab	587 Barton	\$10,000.00
2011	2011	Brevard Vision	1285 U.S. 1	\$10,000.00
2011	2011	Baywash Car Wash	1998 U.S. 1	\$7,142.50
2011	2012	Rahal Real Estate	1269 U.S. 1	\$5,073.84
2012	2012	Country Cookin' Diner (impact fee incentive)	614 Barnes	\$4,290.00
2012	2012	Harbor Auto Restoration	2121 U.S. 1	\$7,122.94
2012	2012	Berry Signs	1740 Huntington	\$10,000.00
2012	2012	Rafael Picon Art Studio	1725 Cedar	\$4,137.07
			<b>TOTAL PAID</b>	<b>\$323,555.36</b>

### Façade Improvement Projects Approved and in Progress

<u>Approved</u>	<u>Completed</u>	<u>Business Name</u>	<u>Address</u>	<u>Amount Approved</u>
2012		Rockledge Health & Rehab	825 Barton	\$10,000.00
2013		MedFast Urgent Care	1400 U.S. 1	\$7,803.50
2013		Palm Cottages	3821 Sunnyside	\$10,000.00
			<b>TOTAL PENDING</b>	<b>\$27,803.50</b>

## Section 5. Economic Development Efforts

### Supporting Local Businesses

The Rockledge Community Redevelopment Agency remains continuously mindful of one of the most basic principles set forth to guide redevelopment agencies—preservation and expansion of the tax base through increasing economic development opportunities. The Agency understands that, in order to achieve this goal, it is important to not only recruit new businesses, but also to provide outreach and frequent contact to the existing business community. The Agency goes about this by providing a

number of marketing initiatives to established Rockledge businesses.

To monitor the local business community to an even greater extent, Agency staff attends and provides a report on Agency activities each month to the City's Business Development Committee, an 11-member body appointed by City Council, which implements a long-range program of business and industrial growth and educates the community on the need for increased business and industry.

### Florida Avenue Business District Sign

An important gateway for both the City and the Redevelopment District is the intersection of Florida Avenue and U.S. Highway 1. Positioned at the southeast corner of this juncture is a large-scale monument sign that offers four spaces for advertising local businesses that are situated in this particular area of the City. In an effort to fill the slots, which had been vacant for some time, Agency staff solicited businesses and offered them a low-cost rate to advertise on the sign, which boasts an average traffic count of nearly 43,000 vehicles each day.





## The Rockledge "Buy Local" Campaign

The Community Redevelopment Agency Board of Commissioners approved retaining the City's Web site consultant for the purpose of providing an inexpensive method for local businesses to advertise through utilizing the Redevelopment Agency's "Choose Rockledge" Web portal as a vehicle. For significantly less than the cost of constructing a stand-alone Web site or placing an ad in the local telephone directory, Rockledge business owners can now have a presence on the Internet by securing a Web page on the Choose Rockledge Web site.

Through participation in the Buy Local campaign, area businesses can obtain a specially designed, one-page Web site that contains up to six rotating photographs, detailed

information describing the services that are offered, and two links, one of which can be to their own Web site, if applicable. The Web designer includes a search function that makes it even easier for consumers to locate the business when they are searching for a vendor in a particular category.

Buy Local offers a great opportunity for merchants to increase the visibility of their business for far less money than advertising in the local telephone directory and far less aggravation than designing and maintaining an intricate Web site. Marketing efforts for the Buy Local campaign are gearing up.

**The City of Rockledge Presents  
"Buy Local!"**

**"The Local Support Program for Rockledge Businesses"**

The Rockledge Buy Local campaign provides an inexpensive mechanism for advertising for far less than the cost of an ad in the local telephone directory and for far less aggravation than constructing and maintaining a stand-alone Web site!

**The Old Way!**  
Before the Internet, many local businesses advertised in the local Yellow Pages. It was formerly an important tool when shopping around for goods or services. And, although its utility has sharply declined, it is still very expensive to place an ad!

**The New Way!**  
With the advent of the Internet and search providers such as Yahoo and Google, all of that changed. Your local business can now easily reach millions of potential customers. Unfortunately, those same customers also have access to millions of businesses from across the country and even the world.

**The Improved Way:  
Rockledge "Buy Local!"**  
The City of Rockledge "Buy Local" campaign is attempting to level the playing field. The primary objective of Buy Local is to promote **your** local business to **your** local shoppers. To do so requires a local "portal," or, a local, online version of the Yellow Pages. But, with thousands of local Web sites out there, how will shoppers pinpoint that local portal? **The CHOOSE ROCKLEDGE Web site is the answer!**

Now, you can participate in a totally local Web portal that is specifically designed to reach your primary target audience—the shoppers in your community!

To make it even easier to find your business, we include a search functionality that will scan your page for the key words entered by the consumer, bringing your business closer to the top of a page of search results!

**What you get:**

- A single-page Web site with your contact information and up to 250 words describing your business.
- Up to six rotating photographs on your page to showcase your business.
- The ability to include a downloadable PDF menu, advertisement or description of your services (or a link to your own Web site).
- The ability to include a downloadable PDF discount coupon you can change **monthly!**

**What does it cost?**

- **Significantly less** than the cost of an ad in the local Yellow Pages!
- \$100 per subscriber for the first year.
- \$60 per year thereafter.

**If your advertising budget is limited,  
BUY LOCAL is for you!**

**For more info:**  
**Lisa Nicholas**  
Redevelopment Specialist  
321.305.4975  
crw@cityofrockledge.org

**Community Redevelopment Agency**  
[www.chooserockledge.com](http://www.chooserockledge.com)

**City of Rockledge**  
[www.cityofrockledge.org](http://www.cityofrockledge.org)

## The City of Rockledge Presents



### "Local Focus"



#### What is Local Focus?

Local Focus is a collaboration between the City of Rockledge and the Cocoa Beach Regional Chamber of Commerce. Our mission is to serve small Rockledge businesses (one to five employees) by identifying **YOUR** needs and assessing how the City, along with the Chamber, can help **YOU** to fulfill those needs.

**Chamber membership is not required!**

#### What is the objective of Local Focus?

At a minimum, Local Focus will strive to provide quarterly opportunities for business owners to network and exchange ideas. Similar to a Chamber "Wednesday-Friendsday," the events will differ in that they will be more intimate, include only Rockledge businesses and **will not require any cost to participate.**

#### How will I benefit from Local Focus?

We will offer educational and informational seminars that address topics of interest to **YOU** at times that are convenient for **YOU** as identified by **YOU** through a brief questionnaire.

#### How do I get started?

Simply complete the enclosed survey, or visit [www.chooserockledge.com](http://www.chooserockledge.com) to fill it out online. We will tally the results and get back in touch regarding our first networking event!

[www.cityofrockledge.org](http://www.cityofrockledge.org)  
[www.cocoabeachchamber.com](http://www.cocoabeachchamber.com)

## The Local Focus Initiative

Small businesses are the core of economic development and future prosperity. And during these challenging financial times, the City of Rockledge and the Community Redevelopment Agency want to help to ensure, to the extent possible, the continued success of these entities. In order to achieve this goal, the City and the Redevelopment Agency have partnered with the Cocoa Beach Regional Chamber of Commerce on an initiative called Local Focus.

The mission of the Local Focus partnership is to serve the smallest Rockledge businesses (one to 10 employees) by identifying their needs and assessing how the City, in collaboration with the Chamber, can help them to fulfill those needs.

At a minimum, the objective of Local Focus is to provide quarterly opportunities for business owners to network and exchange ideas. These get-togethers are informal and do not require any cost to participate. In addition to the networking portion of the event, educational and informational seminars are offered that address topics of interest to the businesses community.

Chamber membership is not required to participate in Local Focus. The initiative is an effort of the City, which joined with the Chamber in order to capitalize on the Chamber's extensive resources. In 2012, two networking events, coupled with educational seminars, were held on topics that included "Tips for Small Business Lending and Banking" and "Social Media Marketing Made Simple."

## Coordinating Grand Opening and Ribbon Cutting Events

The Agency is pleased to offer its assistance to businesses that locate within the Redevelopment District and that are desirous of garnering exposure and publicity. As such, the Agency often coordinates grand opening and ribbon cutting events for new businesses, or existing businesses that want to reinvent themselves or that have undergone a change in management.

For an actual ribbon cutting event, staff designs invitations and distributes them to prominent City dignitaries, members of a number of City boards and commissions and also City staff.

In addition, staff provides a variety of marketing and promotional materials for the business and the event by way of press releases, media advisories, flyers and posters, and multiple advertisements on both the Agency and City Web sites and Facebook pages.





## Promoting New Businesses

From eateries to auto repair shops to salons and spas, the Redevelopment District of the City of Rockledge is undoubtedly growing. During 2012, the City of Rockledge welcomed 118 new businesses, 44 percent of which settled in the Redevelopment District.

In an effort to provide exposure for these fledgling businesses, Agency staff posts a list of the new merchants and service

providers each month on the Agency's Web site, as well as the Agency's Facebook page.

The City of Rockledge wishes all of its new merchants, service providers and healthcare professionals much success in their endeavors and hope that the residents of Rockledge, as well as the surrounding area, will utilize their services often.



**ROCKLEDGE**  
COMMUNITY REDEVELOPMENT AGENCY

*Community Matters*



**CRA HOME**

**ABOUT**

**FAÇADE GRANTS**

**ACCOMPLISHMENTS**

**COMMUNITY EVENTS**

**INCENTIVES**

**DEMOGRAPHICS**

**LINKS**

**CONTACT**

**CITY OF ROCKLEDGE**

**BUY LOCAL**

### Rockledge Welcomes 12 New Businesses in August!

[Printer-Friendly Version](#)

The commercial core of the City of Rockledge keeps on growing! In August 2012, the City welcomed 12 new businesses! Congratulations! We wish our new merchants, service providers and healthcare professionals much success and hope that our community will utilize their services often! (Best wishes!)

Business	Contact Information	Services Offered
Tony Abrams Sports & Entertainment	837 Angela Ave. - #A 321.806.6049	Sports management
Doug Harrell Graphics & Logos	1715 Hubbard Dr. 321.693.8801	Graphic, logo and sign design
Quic Pack N Ship	566 Barton Blvd. - #A 321.394.6228	Packing and shipping
Brian Schmidt Soffit & Siding	975 Beechfern Ln. 321.525.7099	Soffit and siding repair
Stevies Slish Classic Italian Ice	829 Barton Blvd. 321.243.5847	Ice cream parlor
Premier Walk-In Dental	2070 Rockledge Blvd. - #101 321.631.4334	Dental office
Anne Craig	1019 Harvin Way 321.631.6300	Clinical social work
Better Than Broadway Studio	571 Haverly Ct. - #T 321.355.2164	Performing arts studio
Open Arms With Love	834 Paul Dr. 321.632.4955	Assisted living
Catch A Memory Outdoors	982 Palmer St. 321.636.3728	Radio broadcasting
KJ's Beach Boutique	2101 Rockledge Blvd. 407.928.0221	Retail sales
Carousel Properties	1720 Baldwin Ave. 321.456.9988	Warehouse

**City of Rockledge Community Redevelopment Agency**

888 Cardinal Avenue
Rockledge, FL 32055
321.305.4975 (p) / 321.806.3974 (f)

## Supporting the Existing Commercial Core

In addition to serving as an advocate for new businesses, the Agency recognizes the importance of marketing the Redevelopment District's current retail assets. The Rockledge Community Redevelopment District is home to six commercial centers, as well as strategically located outparcels located on Fiske Boulevard at the I-95 interchange.

As a result of the downturn in the economy, these centers have experienced increases in vacancy rates. Therefore, in an effort to provide exposure for these properties, which offer a great deal of potential for the right tenant, the Agency decided to place an advertisement in *Shopping Centers Today* magazine. A publication of the International Council of Shopping Centers, the magazine boasts a reach of more than 60,000 commercial real estate professionals nationwide.

Running for 12 consecutive months, from the latter part of 2011 through more than half of 2012, the ad features the District's six retail centers and outparcels, along with the corresponding leasing agent's contact information.

**Welcome to Rockledge, Florida!**

Strategically located on Florida's east coast and bordered on the east by the picturesque Indian River and to the south by Vero, Broward County's newest community, the City of Rockledge encompasses 11.8 square miles and has a population of 24,800. Recently, the Florida Department of Transportation completed a \$27-million streetscape enhancement project on U.S. 1 in the commercial core of Rockledge that expanded the roadway to six lanes. In 2009, Barton Boulevard, a significant corridor to the Rockledge business district, also experienced widespread improvements. With several retail centers located in our Community Redevelopment District, we know we have something for you!

Orlando: 48 miles • Melbourne: 20 miles • Fort Pierce: 15 miles • Port Canaveral: 18 miles, (shopping/duty-free locations) • U.S. 1 commercial zone • I-95 Interchange • FL East Coast Highway • Rockledge is a part of Rockledge.

**Featured Property: Barton Commons**  
888-282-8400 or 407-352-6143

Anchored by Seale's Department Store, Seale's Outlet and Outlet Center, Barton Commons has 66,000+ square feet of anchor space available for lease. Barton Commons formerly housed a Kmart store.

For leasing information, contact Jorge Rodriguez, CCIM, Director of Retail, 407.352.6143, [jorge.rodriguez@colliers.com](mailto:jorge.rodriguez@colliers.com), [www.colliers.com](http://www.colliers.com).

**Other Rockledge properties include:**  
Three Headwaters Plaza, 602-621-0400, Contact: Daniel Jordan, 321-421-9590  
Rockledge Square, 1833 U.S. 1, Contact: Bob Whelan, 384-328-3880  
Outparcel at Lowe's, 3396 Fiske Blvd., Contact: Jack Lenny, 407-428-3880

**ROCKLEDGE**  
COMMUNITY REDEVELOPMENT AGENCY

John Lee Nichols • 321-945-9970 • [www.chooserockledge.com](http://www.chooserockledge.com) • [www.rockledge.com/chooserockledge.com](http://www.rockledge.com/chooserockledge.com)

Furthermore, Agency staff annually attends the International Council of Shopping Centers' Florida Conference each August. The Florida Conference provides excellent opportunities for staff to meet with prospective retailers, developers and real estate professionals and provide them with notification regarding potential redevelopment projects, as well as a wide array of demographic information pertaining to the City of Rockledge and the Community Redevelopment District.



Participation in this conference has proven fruitful in attracting several retailers to Rockledge and the Redevelopment District.



## Uniting Economic Development and Community Relations

Essentially, the Rockledge Community Redevelopment Agency is intrinsically involved with performing two fundamental functions—pursuing economic development opportunities and fostering positive community relations. When these two activities can be combined, it results in a synergy that is constructive for businesses and fun and enjoyable for residents.



### “The Food Truck Bazaar”

One example of this is the Redevelopment Agency’s support of a recent Food Truck Bazaar event. In an effort to promote and draw attention to one of the Redevelopment District’s struggling retail centers, the Agency hosted Central Florida’s “The Food Truck Bazaar” at Barton Commons Shopping Center in December 2012. With over 1,000 attendees, the turnout was remarkable, and the Center was pleased with the exposure and publicity it was able to capture as a result of the event. Future events are being planned for 2013.





## Rockledge Night with the Brevard County Manatees

With a keen understanding of the importance of partnerships, the City of Rockledge and the Community Redevelopment Agency have found an exceptional one in the Brevard County Manatees. A “Class A” Advanced Affiliate of the Milwaukee Brewers, the Brevard County Manatees provide a pleasing source of entertainment for residents throughout Brevard County.

In cooperation with Manatees’ staff, Rockledge hosted its second annual “Rockledge Night” in 2012. Through this promotion, Rockledge businesses are afforded the opportunity to purchase, for a nominal cost, a package that includes 200 game tickets, a table-top display on game night, announcements on the public-address system throughout the game, participation in the “Parade of Businesses” and listings on the Choose Rockledge and Manatees’ Web sites. Merchants, service providers and healthcare professionals can distribute the 200 tickets any way they wish, but generally they provide them to customers or clients free of charge.

Everyone benefits from this special evening—

- ◆ Rockledge businesses receive an abundance of exposure, publicity and increased walk-in traffic by advertising they have free tickets available;
- ◆ Residents get to enjoy an entertaining evening at no cost; and
- ◆ The Manatees augment their attendee base and also garner a considerable amount of exposure.

This is yet another example of the synergy that is created when economic development is united with community engagement.



## Section 6. Building Community

One of the primary objectives of the Rockledge Community Redevelopment Plan is to return people to and generate increased interest in the vital areas of the City. One way in which this goal is achieved is through community events and activities. Outlined in this section are some examples of signature

events that are sponsored by the Community Redevelopment Agency, as well as other community events that the Agency helps to promote. In the spirit of partnership and collaboration, the Agency also assists in advertising the events of a variety of other community-based organizations. The Agency is seeking to add new events in the near future.

### Agency-Sponsored Events

#### Annual Art and Craft Show with Cruise-On-In Car Show

In only its fourth year, the Annual Rockledge Art and Craft Show has quickly become a community favorite. Spanning two full days over the first weekend in February, the show draws in excess of 50 art, craft and gift vendors from throughout the country, as well as a tremendous number of spectators. Traditionally on Saturday afternoon, the show is paired with the Cruise-On-In Car Show, where over 100 classic and muscle cars line the eastbound lanes of Barton Boulevard in the core of the Barton Boulevard Redevelopment Sub-District.

The show also features music, a food court, and the “Chairman’s Choice” award, named for and selected by the Chairman of the Redevelopment Agency Board of Commissioners, for the best overall booth display.

Merchants offer a wide array of items for sale, including everything from hand-crafted jewelry and unique artwork to homemade sauces and confections. As this event continues to evolve and grow, the City and Agency staff persist in making improvements and fine tuning the details based on feedback received from the show’s exhibitors and the attendees.







### Wednesday-Friendsday

In collaboration with the Cocoa Beach Regional Chamber of Commerce, the Community Redevelopment Agency cosponsors the Chamber's monthly Wednesday-Friendsday event each March. The Wednesday-Friendsday event offers Chamber members from throughout Brevard County, as well as Rockledge business owners and residents, the opportunity to network, meet new people and make new friends.



The March Wednesday-Friendsday, which is held at Rockledge City Hall, is traditionally the most well attended of the monthly events, and 2012 was no exception. Each year, Agency staff selects a theme, and participants dress and decorate their table-top displays accordingly. The theme in 2012 was Disco—Return to the 70s!

During the event, Agency staff sets up a table-top exhibit and provides information on Agency programs and fields questions on City initiatives.

### Hot Rockin' Nights

The Redevelopment Agency also sponsors the "Hot Rockin' Nights" Car Show each October. Similar to the February Cruise-On-In Car Show, Hot Rockin' Nights features trophies for 30 classic automobiles and "Cruiser of the Year," which are voted on and determined by the attendees.

In 2012, more than 200 cars registered to participate in the event, and a local disc jockey provided entertainment. Food vendors were also on hand for those wanting to grab a bite, and the proceeds of a 50-50 raffle went to benefit the Brevard Achievement Center.





## Agency-Supported City Events

In addition to the events it sponsors, the Redevelopment Agency also supports, promotes and advertises a number of both ongoing/annual and special, one-time City-wide events, including:

- ◆ “Trash Bash” (in partnership with Keep Brevard Beautiful);
- ◆ Arbor Day Celebration and Tree Planting (with The Rockledge Environmental Enhancement (T.R.E.E.) Board);
- ◆ Annual Memorial Day Parade (in partnership with the Rockledge VFW Post 4534);
- ◆ City Employee Charity Golf Tournament;
- ◆ “A Midsummer’s Night” of Music;
- ◆ Independence Day Picnic;
- ◆ Independence Night Fireworks (in partnership with the City of Cocoa);
- ◆ KaBOOM!® Playground Build at Anderson Park;
- ◆ National Night Out;
- ◆ Rockledge Night with the Brevard County Manatees;
- ◆ Rockledge High School Cross Country Meet at Anderson Park;
- ◆ Cocoa-Rockledge Holiday Parade;
- ◆ Light-Up Rockledge (the official kickoff of the holiday season in Rockledge); and
- ◆ Sounds of the Season—A Holiday Musical Celebration.

Information on these events is placed on the Agency’s Web site and Facebook page, and press releases and media advisories are distributed to local media outlets.



## 2012—A Very Special Year

In 2012, the City celebrated its quasiquicentennial, or 125<sup>th</sup> Anniversary. Officially incorporated on August 6, 1887, the City and the Redevelopment Agency commemorated the certified establishment of the City of Rockledge with a number of special events, including a Gala 125<sup>th</sup> Birthday Dinner at the former Rockledge City Hall, and also dedicated the City's summer events to the special date.

### The Summer of Rockledge!

Help us to celebrate the 125<sup>th</sup> Birthday of the City of Rockledge! Incorporated on Aug. 6, 1887, Rockledge is Brevard County's first City!

<b>Sat, May 19<sup>th</sup> - 8:30 am</b> Annual Charity Golf Tournament, Rockledge Country Club. Proceeds benefit Sentinels of Freedom, Space Coast Chapter!	 
<b>Sun, May 27<sup>th</sup> - 2 pm to 4 pm</b> 2nd Annual Memorial Day Parade co-hosted by Rockledge VFW Post-4534 and the City of Rockledge. Parade begins at McLarty Stadium, north to Murrell and west on Barton to McLarty Park, where festivities will culminate with a ceremony and refreshment!	
<b>Tue, July 3<sup>rd</sup> - 5:30 pm to 8:30 pm</b> Grab your lawn chair and meet us at McLarty Park to kick off the Independence Day holiday with a very special get-together featuring music by local singer-songwriter Sheryl Paige with friends from Minivan Wakes! Door prizes and raffles, as well as beverages and Woody's BBQ for sale. <b>FREE ADMISSION!</b>	
<b>Wed, July 4<sup>th</sup> - 10 am to 4 pm</b> 36th Annual Independence Day Family Picnic at McLarty Park! Admission is free, and just \$1 buys you lunch! Music, games and children's advised!	
<b>Wed, July 4<sup>th</sup> - 7 pm to 10 pm</b> After the Independence Day Picnic, head over to Riverfront Park at Cocoa Village to catch the fireworks! The Brevard Symphony Orchestra will be performing!	
<b>Fri, August 3<sup>rd</sup> - 5 pm to 8 pm</b> Come out to McLarty Park and join your neighborhood watch groups and local businesses for National Night Out! This event emphasizes the importance of crime prevention and offers helpful tips. Admission is free, and food will be available!	
<b>Fri, August 10<sup>th</sup> - 6:55 pm</b> Join your friends and neighbors for Rockledge Night with the Brevard County Minutemen. When your Minutemen will take on the Tampa ranked businesses will have displays on the concourse, and tickets will be available at Rockledge City Hall and a number of local businesses!	

For additional information, please contact Rockledge City Hall at 321.698.5578, or visit [www.cityofrockledge.org](http://www.cityofrockledge.org)

# ROCKLEDGE

# Celebrating



# 125 years

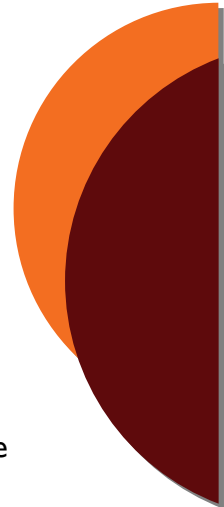
## **Collaboration with Community Partners**

Because the Agency has a profound understanding of the importance of being a reliable community partner, staff collaborates as much as possible with other community organizations on promotion of their events.

Whether it is through advertising on the Agency Web site and Facebook page, or actually heading out to staff an event, the Agency realizes the mutual benefit that ensues when meaningful partnerships are forged. Some successful events that the Agency assisted in promoting during 2012 included:

- ♦ Brevard Health Alliance Community Grand Opening;
- ♦ Space Coast Energy Consortium Symposium;
- ♦ Small Business Development Center at Brevard Community College events and forums;
- ♦ Central Brevard Art Association “Spring Fling;”
- ♦ “Benefit Fish Fry & Antique Car Show” with Country Cookin’ Diner;
- ♦ J.W. Performance Transmission tours of facility; and
- ♦ 2012 Coastal Angler Magazine Boating & Fishing Expo.

The Agency looks forward to many continued communications with these organizations and also hopes to enter into new partnerships within the community.





## Section 7. Agency Promotion and Marketing Efforts

In order to effectively promote, market and publicize the activities of the community and its businesses, the Agency recognizes it must have the appropriate channels in place for doing so. The Agency Web site, [www.chooserockledge.com](http://www.chooserockledge.com), has become the foundation for advertising events and communicating news from the Agency, as well as the City and Brevard County. Citizens can also stay up to date on Agency meetings, minutes and projects. Noteworthy items are placed first on ChooseRockledge.com and then linked to a variety of other platforms.

Realizing the burgeoning influence of social media, the Agency also established a Facebook page, as well as a Twitter account. Both of these methods have proven invaluable for disseminating information and being able to interact with constituents on a “real-time” basis. In addition to providing a casual method for communication, the outlets have also provided an efficient means for advertising road closures, weather alerts and traffic-related complications around town. Because the actual Web site is so critical, whenever possible, the features that are placed on these sites are linked back to the ChooseRockledge.com Web site.

Although social media provides a wonderful tool for communication, sometimes the tried-and-true methods are also effective, and for the principal events, the Agency will advertise on local radio outlets, in print media, and also through circulating flyers and posters within the community.



## Section 8. Financial Report

### Rockledge Community Redevelopment Agency 2012 Financial Review

*For Fiscal Year Ended September 30, 2012*

<u>Revenues</u>	
City Contribution	\$519,122.00
County Contribution	\$450,051.00
Miscellaneous Revenue	\$74,034.00
Interest Income	\$2,988.00
<b>TOTAL REVENUES</b>	<b>\$1,046,195.00</b>

<u>Expenditures</u>	
Administrative	\$179,842.00
Debt Service	\$363,627.00
Capital Projects	\$325,723.00
Special Projects	\$58,414.00
Façade Grants	\$26,675.00
Committed Funds	\$91,814.00
<b>TOTAL EXPENDITURES</b>	<b>\$1,046,195.00</b>



## Section 9. Conclusion

As a direct result of the experience and knowledge of Agency administrators, coupled with the steadfast support and guidance of Agency commissioners, the Rockledge Community Redevelopment Agency has altered and will continue to alter the face of the City of Rockledge.

For the current Board, and for subsequent commissioners, the recent update to the Rockledge Community Redevelopment Plan will provide a sound framework for future projects and priorities, as well as targeted time frames for their completion, for a number of years to come.

Now, a little more than one-third of the way through its prescribed statutory existence, the Agency reflects fondly on all that has been achieved and eagerly looks forward to future triumphs and continued beautification and enhancement of the City of Rockledge Community Redevelopment District and the entire City of Rockledge.





---

**123 Barton Blvd. | Suite 103 | Rockledge, FL 32955**

**321.305.4975 (phone) | 321.806.3974 (fax)**



---

**[www.chooserockledge.com](http://www.chooserockledge.com)**

**[www.facebook.com/chooserockledgenow](https://www.facebook.com/chooserockledgenow)**

---

