

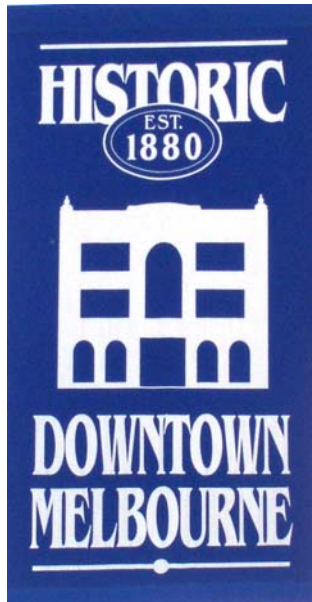
# DOWNTOWN MELBOURNE CRA REDEVELOPMENT PLAN

## “Returning the Harbor to Harbor City”

November 2005

FINAL REPORT





# **DOWNTOWN MELBOURNE CRA REDEVELOPMENT PLAN**

**City of Melbourne, Florida**

## **FINAL REPORT**

**November, 2005**

**Submitted to:**

**Downtown Melbourne  
Community Redevelopment Authority**

**Submitted by:**



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## EXECUTIVE SUMMARY

This revitalization effort is an update of the 1982 Downtown Melbourne Redevelopment Plan and a redevelopment strategy for the southern expansion of the Redevelopment Area (RDA). It is a culmination of six months of study, numerous meetings with individuals, focus groups, and stakeholder workshops/charrettes.

### The Vision

The theme of this new and comprehensive Redevelopment Strategy for Downtown Melbourne is “Returning the Harbor to Harbor City.” As this implies, a major focus of the program is to expand the Downtown’s use of its Indian River and Crane Creek waterfront by interconnecting the resources around the existing marina/harbor and continuing the harbor development to include the Melbourne Riverview Park and the south side of Crane Creek linking to a revitalized Downtown retail/residential hub. The integration/linkage of the entire RDA will allow the RDA to become the future Central Business District (CBD) of the City. As such, it will function as a regional retail, entertainment, boating center.

The heart of the Plan is to expand the existing retail hub from its current dominance on New Haven to a larger regional center bordered on the north by a median-landscaped Strawbridge Avenue and redesigned City Hall. To the south, the retail hub includes an expanded Crane Creek Promenade surrounding both the north and south side of the creek complete with docks and water features. The retail area is connected to a redesigned Front Street Marina/Park by Melbourne Avenue. Melbourne Avenue has been redesigned as a multi-purpose, pedestrian-friendly corridor that limits through traffic but allows for easy trolley connections between the waterfront and Downtown.

The new retail/entertainment hub is a moderate-density, mixed-use area featuring 3- and 4-story buildings facing New Haven, interdispersed with higher density retail/residential developments that capitalize on the visual corridors to Indian River and Crane Creek. Several structured parking facilities will ultimately provide the needed parking spaces generated by both new residents and customers to the Downtown.

The area west of the Henegar Center becomes a medical district, which is an extension to the expanding Holmes Regional Medical District, via Hickory Street. The western convergence of New Haven and Strawbridge Avenues features a newly designed “Gateway” with additional gateways from Strawbridge to the Downtown retail center at Livingston and Waverly Streets.

The southern expansion area becomes a mixed-use, commercial, arts, residen-

tial and boating community anchored by a redesigned Melbourne Riverview Park that becomes the southern expansion of the City’s Harbor District and a revitalized Crane Creek. The vacant structures along US 1 are occupied by arts and crafts workshops and galleries, while the Tar Heel district develops into a mixed-use, residential community capitalizing on its visual corridors to the Indian River and the revitalized Park/Harbor.

Finally, the Northern Riverview District develops into a largely mixed-use office/residential complex. The area is planned as a single development (one master developer), allowing for the closure of North Riverview Drive. The district is connected to the newly expanded Harbor via a constructed Riverwalk which has been integrated into the new County and City river trail/corridor.

The US 1 corridor’s visual appearance is improved via streetscape features, including new gateways at the north and south boundaries of the RDA, as well as increased signage showing the entrance to the retail/entertainment/harbor center at New Haven and Strawbridge Avenues. A newly installed traffic management system ensures the orderly flow of traffic throughout the CBD.

### Timing/Implementation

The implementation of the redevelopment plan is on-going. Currently, Phase 3 streetscape improvements are underway along the western portion of New Haven Avenue. Since the start of the planning process, several major private developments have been announced, including the Vues, the redevelopment of the Sun Trust parcel, and several other condominium and mixed-use projects along Crane Creek, as well as in the southern expansion area in the vicinity of Melbourne Riverview Park. The City is committed to the redevelopment of City Hall and a parking study has just been completed for Downtown.

Overall, the entire redevelopment program will take years to complete (25-year planning horizon) and will depend largely on the commitment of the private sector to redevelop this new CBD. The CRA, through infrastructure and streetscape improvements, has already demonstrated the public’s commitment to revitalization, resulting in the current surge in private sector redevelopment interests.

### Funding

The public sector’s share for capital improvements and overall operations and maintenance is difficult to estimate until more detailed studies have been completed. However, it is fair to estimate that the costs will be in the \$30-\$50 million range. The major capital costs include: the median landscaping of Straw-

bridge Avenue, streetscaping throughout the newly expanded CBD, funding for structured parking, establishment of new gateways, and the redevelopment of the expanded Harbor District. The costs also include on-going grants for façade improvements throughout the RDA and general operations/maintenance costs. The public-sector funding will come from a variety of sources with TIF funds being leveraged with State and Federal Grants where possible.

## HISTORICAL OVERVIEW

The City of Melbourne, as it exists today, is the consolidation/merger of two individual cities (Melbourne and Eau Gallie) that took place in 1969. Each city had its own small harbor, and therefore, the combined city took as its brand the “Harbor City.”

This study focuses on the expanded “Downtown Melbourne.” The old Downtown Melbourne served as the retail/commercial hub of the region until the 1960s and has been the subject of numerous redevelopment studies since the early 1980s.

Historically, the commercial core of the City was located along Front Street and stretched back toward Crane Creek, the site of today’s “Harbor.” This “Village of Melbourne,” with its commercial piers on the Indian River, was economically tied to the commerce that flowed on the Indian River Lagoon. By the mid 1890s, however, commercial activity extended westward along the newly developed rail tracks. The great fire of 1919 forever changed the composition of the Downtown, as most of the structures along Front Street were destroyed and the railroad had become the dominate mover of commerce. With the advent of the automobile and the construction of US 1, the City flourished until the 1960s and the development of I-95, which pulled most of the traffic from US 1. By the 1970s, this center of regional activity had seen a significant decline in its economic activity and was showing signs of blight. In 1979, noting the importance of the Downtown to the entire economic fabric of the City, the City Council established a Downtown Redevelopment Committee, and by 1981, they produced *Melbourne Downtown Village*, a vision of its future. In 1982, the City formally adopted the Melbourne Downtown Redevelopment Plan pursuant to Florida Statutes, thus allowing tax increment financing. This study is a formal update of the Melbourne Downtown Redevelopment Plan.

It should be noted that between the Plan’s original adoption in 1982, and the commencement of this study in 2005, several other plans were developed. In 1989, parts of the Plan were studied (Harbor City Promenade and Riverview Area). At about the same time, Florida Institute of Technology also conducted a design workshop trying to connect the waterfront to Downtown. Some of the conclusions of these efforts formed the basis of a 1989 amendment to the 1982 Plan. In 1999, a planning collaborative of HDR, Brad Smith and Associates, and Lawandales Planning Affiliates prepared *Downtown Melbourne Assessment: The Past, The Present, and The Future*. This memorandum offered a good assessment of the historic process and actions that were taken to redevelop Downtown and reinforce the need to connect it to its two waterfronts: Indian River and Crane Creek. Since that study, the area has been subject to some student papers focusing on waterfront development guidelines and creation of a Riverwalk. Finally, in 2003, the City adopted a Main Street Program to help drive the retail redevelopment of New Haven Street.

There appears to have been a central theme to all or at least most of these historic efforts: 1) Downtown Melbourne needs to be perceived as a Village; 2) the Downtown needs to grow to and be connected to its two waterfronts (Indian River and Crane Creek); 3) the Downtown needs to have a sense of “place,” an area where the public can gather; and 4) the Downtown needs to develop a strong residential, mixed-use component; namely become a 24 hour/7 day environment.

Figure 1. Existing CRA Boundaries



## CURRENT COMMUNITY REDEVELOPMENT AGENCY (CRA) BOUNDARIES

In early 2003, the City prepared a Findings of Need Study for the US 1 Corridor starting at Crane Creek and continuing south to the City border at University Avenue. That study was officially adopted by resolution by the City Council in June 2005. As a result of that resolution, the Downtown CRA was expanded to include three additional parcels on its north and the US 1 Corridor south of Crane Creek.

## INVENTORY

The overall redevelopment area (RDA) has significantly expanded since the Downtown Melbourne CRA was first established. Today it encompasses approximately 281 acres. As part of the overall planning effort, Strategic Planning Group, Inc. (SPG), commissioned special socio-demographic computer runs for the immediate RDA, as well as information on its service area. The following sections provide historic, current and projected demographic and household information for the RDA.

### Demographics

According to the U.S. Department of Commerce (Census Bureau), the RDA experienced a 10% loss in population between 1990-2000. Claritas, Inc., estimates that the decline has continued, and as of 2005, the CRA is estimated to contain a resident population of 1,465 persons. A

significant portion of this population resides within the two Trinity Towers, comprising 318 units.

It is SPG's belief that the 2010 Claritas projection is significantly under counted should currently discussed development plans come to fruition. Should only the Vues, the SunTrust site redevelopment, and the old apartment site redevelopment on Melbourne Avenue be completed by 2010, the study area could gain an additional 600-plus new permanent residents.

**Table 1. Population**

2010 Projection	1,476
2005 Estimate	1,465
2000 Census	1,491
1990 Census	1,661
Growth 1990-2000	-10.23%

Source: Strategic Planning Group, Inc., Claritas, Inc. 2005

The ethnicity of the CRA is primarily white (83%) with black/African Americans representing approximately 13% of the resident population. Hispanics represent approximately 5% of the CRA population.

**Table 2. 2005 Est. Population by Single Classification Race**

Est. Population	1,465	%
White Alone	1,217	83.07
Black or African American Alone	190	12.97
American Indian and Alaska Native Alone	5	0.34
Asian Alone	13	0.89
Native Hawaiian and Other Pacific Islander Alone	1	0.07
Some Other Race Alone	18	1.23
Two or More Races	21	1.43
<b>2005 Est. Population Hispanic or Latin</b>	<b>1,465</b>	
Hispanic or Latino	67	4.57
Not Hispanic or Latino	1,398	95.43

Source: Strategic Planning Group, Inc., Claritas, Inc. 2005

The 2000 Census estimated that the CRA contained 829 households, a decrease of almost 12% from 1990.

**Table 3. 2005 Est. Households by Household Income**

Households	
2010 Projection	853
2005 Estimate	832
2000 Census	829
1990 Census	939
Growth 1990-	-11.71%

Source: Strategic Planning Group, Inc., Claritas, Inc. 2005

Claritas, Inc., estimates that there were 832 occupied housing units in 2005, of which 69% were rentals and 31% owner-occupied. The average household size is estimated at 1.61 persons per household.

**Table 4. 2005 Tenure of Occupied Housing Units**

Description	Units	%
<b>Occupied Housing Units</b>	<b>832</b>	
Owner Occupied	254	30.53
Renter Occupied	578	69.47
<b>2005 Average Household Size</b>	<b>1.61</b>	

Source: Strategic Planning Group, Inc., Claritas, Inc. 2005

Aside from the condominium units along the Indian River or Crane Creek Harbor, the CRA is comprised of lower-income households. The 2005 average, median income of the CRA is estimated at \$19,055. Approximately 44% of the CRA households have 2005 household incomes of less than \$15,000.

**Table 5. 2005 Estimated Households by Income**

Description	Units	%
<b>2005 Est. Households</b>	<b>832</b>	
Income Less than \$15,000	365	43.87
Income \$15,000 - \$24,999	126	15.14
Income \$25,000 - \$34,999	121	14.54
Income \$35,000 - \$49,999	76	9.13
Income \$50,000 - \$74,999	77	9.25
Income \$75,000 - \$99,999	25	3
Income \$100,000 - \$149,999	30	3.61
Income \$150,000 - \$249,999	12	1.44
Income \$250,000 - \$499,999	0	0
Income \$500,000 and over	0	0
<b>2005 Est. Average Household Income</b>	<b>\$29,849</b>	
<b>2005 Est. Median Household Income</b>	<b>\$19,055</b>	
<b>2005 Est. Per Capita Income</b>	<b>\$17,877</b>	

Source: Strategic Planning Group, Inc., Claritas, Inc. 2005

## Current Land Use

The newly expanded Downtown Melbourne CRA encompasses approximately 281 acres. Commercial land uses comprise approximately 42% of the CRA, followed by residential at 32%, and governmental uses at 15%, as shown in Table 6.

**Table 6. Current Land Use**

Description	GIS Acres
Residential	89.37
Commercial	117.46
Industrial	5.41
Agriculture	0.23
Institutional	18.54
Government Owned	41.10
Utility/Waste Land	9.32
<b>Total</b>	<b>281.43</b>

Source: Strategic Planning Group, Inc., Claritas, Inc. 2005

## Future Land Use

Most of the CRA north of Melbourne Avenue has been designated commercial/high-density residential, with the exception of two parcels west of Harbor City Boulevard (US 1), and public- and recreation-use areas. The area bordering Crane Creek has a Future Land Use designation of Medium Density Residential. The new expansion area south of Crane Creek is predominately commercial, median-density residential, commercial/median-density residential and recreation use.

## Zoning

The current zoning within the CRA is shown in Figure 3. The northern portion of the CRA has a mix of zoning districts. The west New Haven/Strawbridge area is predominately C1, while the area east of Hickory to US 1 is C3. The North Riverview area (east) is predominately C1, while to the west, the area is C2. The area north of Crane Creek and south of Melbourne Avenue is R3. The southern expansion area is predominately C2, with R3 predominating along the river in the southern portion (Tar Heel).

Figure 2. Existing Future Land Use Map

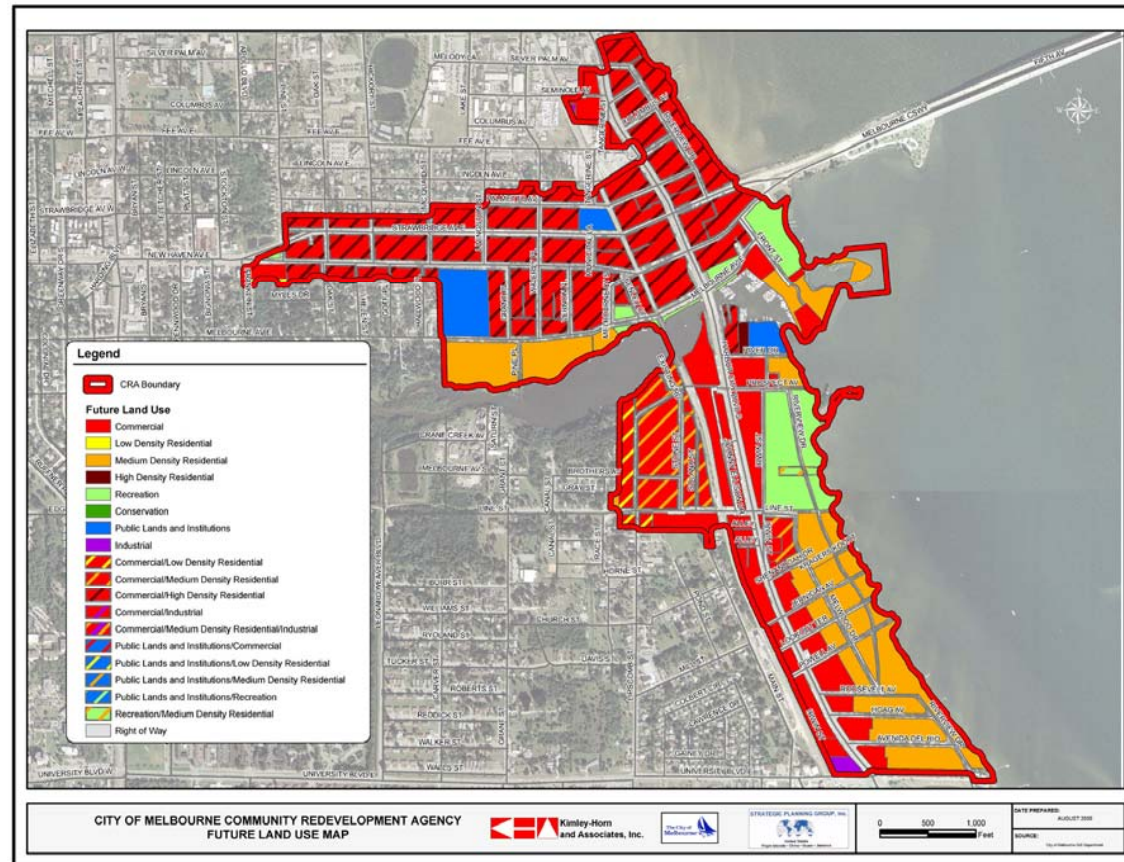
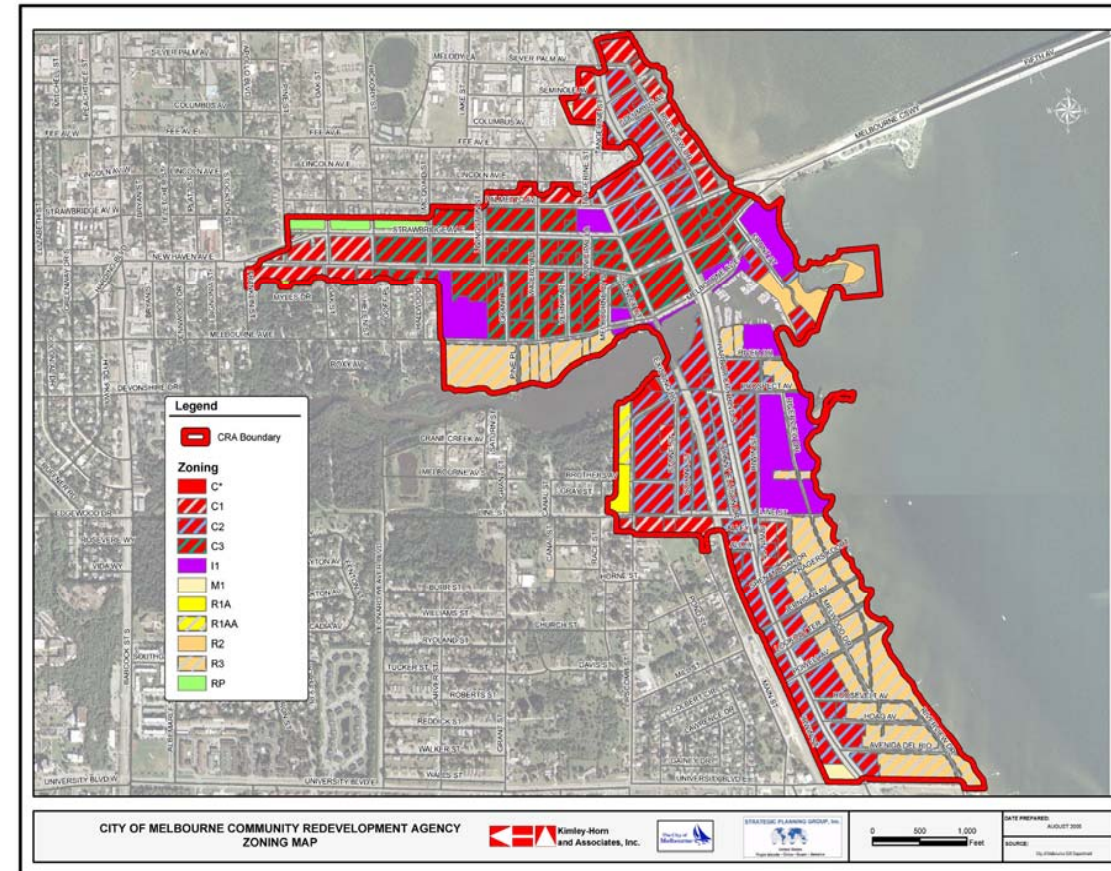


Figure 3. Existing Zoning Map



**RDA Redevelopment Trends**

The older portion of the RDA (north of Crane Creek) has seen an increase in redevelopment activity over the last several years. The initial redevelopment activity included condominium developments adjacent to the harbor area and extensive streetscape improvements along New Haven Avenue. One indication of this increased redevelopment can be found in the increase in the assessed value of the area.

The older portion of the CRA has experienced significant increases in its assessed value, especially between 2003-2004, when they grew by slightly over 14%, as shown in Table 7.

**Table 7. Assessed Value Increases**

Year	Assessed Value	% Increase
2004	\$77,619,220	14.23%
2003	\$67,951,730	3.96%
2002	\$65,363,620	5.91%
2001	\$61,713,950	2.66%
2000	\$60,117,030	

Source: Strategic Planning Group, Inc. 2005

The total RDA is estimated to have an assessed value of \$110,607,520 (the new expansion area’s assessed value was estimated at \$32,988,300 in 2004).

**BENCHMARKING DOWNTOWN MELBOURNE’S REDEVELOPMENT EFFORTS**

Predominate land uses within the CRA are commercial/retail and office and medical uses. The planning process utilized in the preparation of this Redevelopment Plan is based on both local input and the successes of other downtown redevelopments.

The following section is an overview of the various issues involved in redeveloping downtowns and city corridors that directly apply to the Downtown Melbourne RDA.

**Understanding Downtown Retail**

The most readily visible economic component of Downtown Melbourne is its retail hub. Retail activities in downtowns throughout Florida and the United States have been staging a rebound since the late 1980s. According to the Urban Land Institute (ULI), a number of factors have assisted this

rebound, including:

- America's growing appreciation of urban lifestyles and festival and specialty retailing,
- A more aggressive public sector armed with sophisticated tools for encouraging private investment and participation in private real estate development, and
- Scores of successful pioneering projects in downtowns, large and small.

Urban retail is generally divided into five broad classifications:

- Retail restructuring
- Festival retailing
- Major expansion of conventional retailing
- Retail combined with other uses, especially hotels or offices, and
- Renovation and upgrading of existing retail corridors

To a large degree, Downtown Melbourne's present, and hopefully, its future tends to and will continue to be a combination of the above-referenced categories, especially with the renovation of its existing retail hub. Downtown Melbourne has the beginnings of festival retailing with the demonstrated success of its Arts Festivals. With the creation of more "public places" along the waterfront, the Downtown should be able to support continuous events throughout the year. Festival retail is typically anchorless (no department stores), because the shops and/or environs themselves and their unusual merchandise mix are the magnet that attracts customers. Food, imaginatively served, specialty retail, and the atmosphere of entertainment are its drawing cards. Downtown Melbourne is expanding its base of restaurants, which coupled with the City's waterfront, adds the requisite entertainment components.

Numerous factors contribute to determination of the market for and economic feasibility of retail investment in the Downtown. These include:

- The size and buying power of the market that the Downtown and a specific project can reasonably expect to attract;
- The nature of the competition, in particular, the location and character of suburban centers;
- The drawing power of Downtown;
- Transportation accessibility, relative convenience, and cost; and
- The availability of land for retail development and cost differentials between Downtown land and land at other feasible retail locations.

### Potential Customers

Traditionally, retail centers depend on households for whom the center's location is the most convenient in which to shop. Downtown Melbourne must contend with the fact that the size of its in-town customer base and its buying power is limited, as is the case for most downtown retails nationwide. Downtowns tend to benefit from:

- Metropolitan customers,
- Downtown workers, and
- Transient customers.

### Local Retail Demand

As will be shown later in this report, the primary household demand for downtown retail encompasses a 10-minute drive from Downtown, including the Beach communities, while its secondary market comprises a good portion of southern Brevard County, its "traditional" market.

### Downtown Office Workers

While most national downtown retailers depend heavily on downtown office workers, this demand in Melbourne is currently limited. Downtown Melbourne is home to City government workers, as well as a host of smaller office workers, realtors, and providers of medical services, which while positive to Downtown retail (especially restaurants), is fairly limited leaving the need for transient customers to round out the needed Downtown retail demand.

### Transient Retail Demand

Transient customers are usually defined as tourists, convention delegates and/or business travelers. They do not usually constitute a market that can, by itself, provide basic support for downtown retail unless the downtown is itself a destination. Melbourne, and to a large extent, all of Brevard County has only a modest influx of tourism, while hotel space limitations inhibit the ability of the area to attract the convention or business sector.

If tourist attractions do exist, tourist-oriented retail can be very profitable. As shown nationwide, the relatively high-income conventioner and family tend to spend more than the typical tourist, especially for high fashion, accessory and expensive gift stores located near hotels. It is important to note that, even in high-tourist demand cities, the transient market is variable and difficult to analyze. Unfortunately, Downtown Melbourne has a lack of hospitality rooms.

### Attitudes Concerning Downtown Safety and Comfort

Safety, whether real or imagined, is a major problem for downtown retailing. Solutions tend to include the need for more pedestrian traffic, particularly at night, creating a strong downtown residential element. Studies have shown that busy streets/sidewalks increase the users' sense of security. The redevelopment of the Sun Trust Building, expansion of condominiums along the Harbor and other proposed, mixed-use developments in Downtown should assist in enhancing the perceived security.

Finally, image management is critical to change public perceptions of Downtown. Local print and electronic media play a central role in creating and reinforcing Downtown's image as "the place to be." Being perceived as the regional center for culture and arts and entertainment helps forge a positive, popular image.



### Accessibility and Parking

Good access is always at the top of the list of requirements for successful retailing in downtown. The importance of automobile access and parking depends on the transportation context of a particular project and on the nature of the retailing and the market served. For downtown retail, the cost, character, and location of parking directly affects retail business. Developers and retailers all agree that it is crucial to provide convenient, inexpensive and secure parking in most downtown retail situations.

Because land supply and cost considerations usually dictate the use of parking structures in downtowns, convenience and the user's sense of security should be maximized. Women tend to feel unsafe traversing unguarded, structured parking; therefore, design and management of structured parking is critical to success.

According to a recent parking study, Melbourne's Downtown retail hub has approximately 1,580 parking spaces or 3.5 spaces per thousand (ground-level retail space).

### Location and Character of Existing Retail Facilities

Existing retail buildings and spatial relationships also present problems or opportunities for retail revitalization. The typical situation for downtowns that have experienced a long period of decline is that their retailing function is inappropriately configured or located in terms of current market demands. This is true of Downtown Melbourne, especially as a result of the construc-

tion of Strawbridge which reduced the traffic and visibility of New Haven and the Downtown corridor.

Nationwide, several problems hindering downtown retail exist:

- The physical structures may have deteriorated.
- Stores, particularly department stores, may no longer be scaled or designed to permit acceptable levels of sales productivity.
- The continuity of the retail nexus may have been broken by removal of structures or the random introduction of non-retail uses into storefronts.
- The entire retail area may have lost its compactness, and therefore, its identity in the minds of shoppers.
- The historic retail center may not be well located to serve new markets.

In most downtown retail districts, stores are not arranged or operated in a fashion designed to maximize the drawing power of the district. The lack of coordination and management has long been recognized as a problem for downtown retailing. The advantages of centralized management to bring about common operating hours, control of tenant mix, common design themes, and coordinated promotion have been utilized in most successful downtown revitalization strategies. The Downtown's new Main Street Program is specifically oriented to address these issues.

### Availability and Cost of Land

The unavailability of sites for new development, as well as the cost to assemble developable parcels, has long hindered downtown retail development. Within the RDA's central retail core, there is limited vacant land and land prices have begun to rise significantly due to investor speculation.

In many areas of the country, the availability of riverfront or waterfront property owned by local governments has served as a catalyst for new development (this is usually associated with the previous mentioned issue of the historic retail center no longer being well located), as is the case in Norfolk, Baltimore, Jacksonville, Boston or Seattle. While available acreage is limited in Downtown Melbourne, the Crane Creek Promenade and potential use of Melbourne Avenue could, at least, provide a public gathering place for outdoor events.

### Retail Markets and Place-Making

While retail is classed as a single category of real estate, it includes a wide variety of different businesses with different requirements and different users. Retail spans the range from satisfying everyday needs (like grocery stores) to providing specialized navigation supplies for boaters. What makes them similar is that they use space to make sales to retail consumers.

Some very basic questions occur when assessing retail markets: how many people need what is being sold, how often do they need it, and how far do they have to go to get it. People need groceries often, while appliances are needed

only once in a very long time (depending on how reliable the machine is, of course). Stores with goods that require lots of visits annually are called "high-frequency" uses; others, such as appliance stores, have fewer visits and are considered "low-frequency" uses. As the frequency goes down, typically, there are fewer shops, (i.e., there are more grocery stores than appliance stores for a given market).

On the other hand, as frequency goes down, the market area gets larger because people are willing to travel for infrequent, expensive purchases (a new set of living room furniture), but not for frequent, low-value purchases (a quart of milk). For this reason, high-frequency uses tend to be distributed across the landscape to capture small local markets, while low-frequency businesses will locate in a few locations with good access to the larger market area. Most retail businesses fall between the two extremes.

For Downtown Melbourne, a mixture of low- and high-frequency uses is desirable. Most downtowns are the location of finer home furnishing stores, jewelry stores and apparel stores, all low-frequency purchases. At the same time, everyday necessities and amenities must be available as part of the mix, but not necessarily in the same locations. Unfortunately, this is not the case for Downtown Melbourne, due in part to the location of a regional mall within five miles. Other high frequency stores that are not represented within the Downtown include grocery, banks/financial and dry cleaners.

Another basic question when assessing retail is how to get people to come to your business (market capture). One answer is value versus time. The shop with the highest perceived value given for the amount of time spent getting to it will out-compete other locations. This phenomenon is manifested in two ways in a retail location. First, a site with fast access to the most people will be preferred over a site with poorer access. For very high-frequency shopping trips, this means the closest or the most convenient shop to the consumer is more likely to gain the sales. This is the retail strategy of convenience markets, where price of goods is a secondary consideration.



Second, the site that offers the highest number of benefits to the consumer on each trip will be preferred to sites that offer less. In other words, if a consumer can satisfy many needs with one trip, even if the trip is longer, the consumer will make the trip because the "utility" of the experience is perceived to be higher. This is the strategy pursued by a regional mall that includes a wide variety of shops, as well as food and entertainment, in order to increase the perceived benefit to the consumer for the cost of the trip. Another example of this utility is when the quality, type of goods, or pricing is simply unavailable elsewhere; thus, making the perceived value of the goods or experience more important than the cost of getting there. An example of this is a high-quality restaurant that may be located in an out-of-the-way place, but still attracts customers from miles away.

In planning new development or revitalization, it is important to understand the effect of these principles on retail location. The differentiation is between places that act as destinations and businesses that fulfill basic needs but are not particularly special. Attractive main streets with many shops can act as destinations to attract customers from a wider area than single businesses because the main street has higher utility for the customer. Small retail and service shops with no particular specialty (such as a dry cleaner) will tend to draw only from a local area unless there happens to be convenient access for large amounts of traffic, a situation which can help increase capture. Thus, in creating a new project, a developer will want either a strong local market to support the shops (i.e., lots of local consumer spending) or access to a wider market through aggregation near other shops and access to high traffic flows. If possible, a developer would prefer to have all of these site characteristics, which is the case for Downtown Melbourne.

In practice this means that requirements for businesses vary immensely depending on the type of business, the size of market area, and the local demographics of income and spending. Standard grocery stores tend to draw the majority of their customers from a radius of about five- to ten-minute driving times. Convenience markets tend to locate near arterials to increase capture, because their strategy is about capture through speed of access. Sandwich shops will locate near high concentrations of workers. Major appliance stores tend to locate in low-cost space that allows for the storage of inventory, but which also has arterial access to highways for out-of-town shoppers. Dry cleaners will tend to locate where it is possible to have a morning commute drop-off by customers. Destination restaurants tend to locate in areas that have attributes that seem to make the trip worthwhile, such as water frontage or historical or cultural ambience, where local market support may not matter at all.

The actual criteria used by businesses in siting new retail locations are too varied to list and change periodically with changes in taste and public ac-

ceptance of retail formats. For revitalization, this means that it is best to use versatile, easily adaptable building types that can be adjusted to the greatest variety of needs and keep up with the retail marketing rules of the moment. This improves the chances of attracting and sustaining retail tenants over time.

Destination mixed-use projects appear to have a minimum of around 70,000 square feet of retail, roughly the size of a community center, but heavily weighted toward "entertainment" uses such as restaurants, nightlife and creative retailers that may draw from as far away as 30 miles. An authentic main street with historical and cultural attractions may draw from an even wider area, because it acts, in part, as a tourism destination – one of Downtown Melbourne's greatest strengths. Small projects that are primarily residential tend to have local-serving retail dependent on a market within walking distance.



Mixed-use projects can offer great benefits in the provision of liveliness for pedestrians and better, more easily accessible services for local residents. Because of the varied requirements for retail success, however, insisting on a uniform retail mix for mixed-use projects can result in unsuccessful projects or can raise developer risk to the level where projects will not be undertaken. A mixed-use strategy that recognizes these limitations will result in stronger projects and better retail and services for residents.

### **Destination Retail Development**

Another specialized use to consider in revitalizing Downtown Melbourne is the concept of a destination retail center. Destination retail/entertainment developments create a pedestrian environment that can also be reached by automobile. They include entertainment used to create an evening hours draw for customers. These centers range in size from 70,000 square feet to over 600,000 square feet. At the lower end of the scale, they include community amenities such as public plazas that are used for public functions including high school graduations and weddings. Larger destinations have been using

multiplex or performing art theaters as anchors, along with nightclubs and restaurants. The Henegar Center could fulfill part of this role in Downtown Melbourne.

Destination retail appears to be dependent upon strong retail spending demographics and appeals to the need for public facilities and gathering places. Some destinations have been created as direct copies of urban main street scenes. Many development corporations are actively pursuing the creation of destination, "Main Street"-style development because of the perceived public interest in authentic, public retail districts. These retail districts may be anchored by smaller versions of national chain stores, but also contain local, unique businesses such as those found in Downtown Melbourne. The inclusion of longstanding local businesses adds a quality to the retail mix that cannot be duplicated elsewhere. Destination retail has been occurring in both cities and suburban locations. The more successful development relies upon the creation of a sense of community with attractive pedestrian ways, public space and plazas, outdoor café seating, distinct façade design for each storefront, and a mix of local businesses and chain anchors. They have more restaurants than is typical, along with higher proportions of leisure activity, retail such as bookstores, electronics and video, and children's stores. These developments have been done with and without structured parking. According to the Urban Land Institute (ULI), well-planned destinations draw from a radius of 30 miles despite their small size, in comparison to the typical 15-mile market radius for a regional mall.

Financing for destination retail can be more complicated than a standard development because the projects themselves tend to involve higher up-front costs for infrastructure and amenities. Parking costs can be a particular problem. If structured parking becomes necessary to assure the ability to provide access to support sales and a wider choice of retail businesses at one location, costs can rise dramatically.



Parking is an issue for this type of development. Destinations in city centers rely in part on adjoining parking that is used by office workers during the day; therefore, the project does not need to provide all of its parking as part of the

development. Strategies to lessen the financial impact of structured parking include shared use, efficient design, and at times, public ownership or financing of the parking.

### **Urban Housing**

Providing attractive urban housing and stabilizing neighborhoods adjacent to downtown is a particular concern for Downtown Melbourne. The addition of medium- to high-density housing is an effective strategy for providing a base of consumer spending within walking distance of restaurants, retail and services. The Harbor/Marina area has seen an increase in this type of housing, and recent investor speculation within the retail core suggests two or more mixed-use, residential projects are planned.



It is also used in combination with office and employment centers to provide units near work for residents, lowering commutes and producing efficient, shared parking arrangements. According to the American Housing Survey by the Bureau of the Census, urban housing is typically purchased by upper-income households with fewer than two persons per household. These households are from 25% to over 40% seniors, and include a high percentage of households (as high as 50%) of females living alone. The majority of households are in the age range of over 45 and have built equity that allows the purchase of high-quality units. This type of development is dependent upon high amenity value. People choose to be in the proximity of arts facilities, downtown retail and services, nearby work locations, an active entertainment district that includes restaurants, a walkable environment that has high levels of evening use, and access to waterfront amenities. The development costs of newly built, urban housing are often higher than standard suburban development. Adaptive reuse can, in some cases, cost less perhaps much less, but this depends upon the structural integrity of the building. People are willing to pay for the freedom and excitement of urban/waterfront living. Development of this sort requires a combination of housing and an amenity-rich environment that has the critical mass to create its own ambience.

## New Office and Retail/Mixed Use Downtown

### Office/Commercial

Office employment is one of the primary components of a healthy downtown and helps to support hotels, retail and restaurants in the area. A recent survey by the International Council of Shopping Centers found that office workers make a significant amount of purchases before and after work: 10% purchase cosmetic care, 20% purchase gifts, 25% purchase home items/furnishings, 28% purchase apparel, 30% purchase drugs and personal care items and 40% purchase groceries. Another recent study indicates that each office worker directly supports two square feet of retail plus five square feet of restaurant space. However, due to Downtown Melbourne's small employment population, this market segment is limited.



Office development has been used in conjunction with all of the types of revitalization outlined. New office users are looking for amenities, along with an aggregation of businesses of their type. In revitalization, office space is primarily used as a component of mixed-use retail projects but is a vital part of the mix. Retail needs to occupy ground floor space, so office space helps to intensify land-use and economic feasibility by making upper floors useful. At the same time, office development can be balanced with what is termed "24-hour" uses (movie theaters, restaurants, late-night cafes, shops and bookstores with long hours); because the parking can be shared after office tenants leave for the day. One of the major trends of the last 10-15 years has been the reversal of suburban and downtown office markets. Economic expansion in the late 1980's and early 1990's shifted office markets to suburban locations. Starting in 1996, suburban completion rates were more than twice those of downtown areas. According to Torte Wheaton (a national economic projection firm), completion rates from 2000-2005 in downtowns are expected to be relatively stable between 1 and 1 1/2%, while the expected rate of completions for the suburban areas varies from 1 1/2%-2 1/2% over the same period. Since 1991, suburban office investment returns have matched or exceeded the returns for downtown office, despite the fact that downtown rents are typically at a premium.

The move of the office to the suburbs seeks to capitalize on the cost-of-commute times by employees. This is offset by the advantages of information flow that result from aggregation near other businesses of the same type downtown. Businesses that innovate will tend to locate near other businesses that innovate. For instance, high-tech businesses will cluster near other high-tech businesses in relatively close proximity; a situation occurring within the Babcock RDA. According to the ULI, the increasing use of computers and technology and their effect on all office users has resulted in different requirements for offices now than in the past. Office users now need wiring and mechanical systems far more extensive than those found in older buildings, including:

- wiring for local area networks,
- cable networks,
- satellite communications,
- wide-area networks, and
- high-quality electrical supplies with filtered current and surge protection, including enough electrical outlets to allow the free movement of partitions and office groups.

The needs of modern users dictate either extensive renovation of existing space or development of new space. Typical floor plans to allow open offices start at 10,000 square feet of usable area, and current standards for electrical and mechanical systems can make small, high-quality projects more costly than medium size projects. Renovation of existing buildings depends on floor-to-floor heights, the cost of and ability to retrofit supporting mechanical systems, the size of structural bays on each floor, and other factors that must be evaluated professionally for each building.

Another aspect of the changing office market is that tenants are looking for nearby amenities. In a ULI report on office trends, it was noted that new office users wanted access to restaurants/cafes that may be open late, banks or ATM facilities, and an attractive location. For this reason, there have been developers successfully locating new offices in mixed-use projects that create a lively retail environment.

While Downtown Melbourne already functions as a small business center, recommendations about activating the first floor with retail and parking management to encourage evening uses are applicable. Some of the building stock in Downtown Melbourne may be functionally obsolete for office space in comparison to the needs of modern users. It should be noted that updated, historic buildings, when structurally sound, can offer excellent development opportunities, since they often have qualities that are impossible to afford in modern construction. These qualities in updated buildings often lead to rents that are very favorable when combined with historic tax credits and other funding mechanisms. According to *MainStreet News*, as of 2003, a developer needs approximately \$2.30 a square foot in additional rents for every \$10 of financing for redevelopment. In other words, if one invests \$50 a foot

in renovations, rents to cover only the renovation costs would have to increase by \$11.50. The current rents within Downtown Melbourne are running about \$10-14, which is slightly below the current rent structure of existing buildings Downtown.

### Retail Mixed Use

Mixed-use development in downtowns reinforces the historic character of past development patterns and emphasizes their difference from the low-rise, low-quality construction seen in strip malls, such as Melbourne Square Mall. Mixed-use development is the juxtaposition of different land uses in a single building or on a single site in a way that is hoped will be mutually beneficial to each use and to the surrounding community. Mixed-use can be horizontal or vertical. Horizontal mixed-use is the combination of different uses next to each other. Vertical mixed-use is the combination of uses within single structures, such as the original structures lining Main Street. Mixed-use projects need not be high-rise development and can be accomplished at scales appropriate to the context. Many mixed-use projects combine residential with retail or employment uses. The factors that drive residential mixed-use are proximity to amenities (the Henegar Center or the waterfront), convenience in commuting and access to services. As residential density rises, residents trade private outdoor space for public amenities, such as restaurants, retail and services and employment within walking distance. Amenities make the residential units easier to rent or sell, and the proximity of customers supports the commercial, retail and services. The additional local retail and services can be a benefit to the surrounding neighborhoods.



Nationally, the perception of mixed-use development has changed over the last 20 years. In the 1980's, because of a series of tax changes and relaxed

lender fiduciary requirements, a number of projects were built without adequate market and financial due-diligence. One result of creating tax-driven projects was termed the "savings and loan scandal." Another was that poorly conceived, mixed-use projects assembled one of the worst financial track records of the 1980's. During the last decade, however, many successful, mixed-use projects have been built. The lessons from these projects indicate some fundamental steps in the conceptualizing and building of mixed-use development.

Successful mixed-use depends on development team experience and financial capability, careful market assessment of each product, realistic financial assessment during the project conception phase, a supportive regulatory environment, and a supportive neighborhood. A development team with experience is crucial for success. Vertical mixed-use is more difficult to accomplish than horizontal mixed use. Mixed-use offers complications with (among other things):

- parking space sharing between residents and commercial tenants,
- expensive fire separations between use types,
- more stringent fire safety requirements than required for single-use structures,
- costly duplication of vertical circulation (elevators and fire stairs) and building access,
- more complicated and expensive utility infrastructure,
- more regulatory oversight and approvals,
- more complicated legal structure for ownership,
- more complicated packaging to gain financing, and
- a more expensive and complicated appraisal process, and frequently, more complicated land assembly.

In addition, most successful developers focus on single products such as residential, retail or office and sometimes know little about the specific factors for success required to produce other products. For all these reasons, mixed-use requires experienced designers who know how to solve the technical problems, and developers who have refined their product mix and market strategy to respond to market and financial realities. Downtown Melbourne is beginning to see these types of designers and developers, as evidenced by the recent purchase, and hopefully, redevelopment of the Sun Trust property.

A supportive regulatory environment must be in place for mixed-use to succeed. The key element is flexibility that allows developers to respond to the market while maintaining the intent of mixed-use: to produce a high-amenity, livable, urban environment. Part of that environment of livability is maintained through careful physical design to achieve compatibility with established neighborhoods and to mitigate the effects of a higher

intensity of development. Successful regulation balances project-specific needs with mitigation of potential impacts to existing neighborhoods.

### Main Streets

A typical, mixed-use type is higher-intensity development along or adjacent to well-used traffic corridors (US 1). Automobile and foot traffic are the lifeblood of retail, and the combination of housing and retail along highly traveled corridors can help create a market for retail and services. A good Main Street will have 8,000 to 20,000 or more trips per day combined with pedestrian amenities and enough residential development within a quarter-mile radius to allow for high foot traffic near businesses. New Haven Avenue is the "main street" core of Downtown Melbourne. While no traffic studies are available, New Haven Avenue's average daily traffic (ADT) is estimated at 6,200; however, Harbor City Boulevard (US 1) has an ADT of 42,000, while Strawbridge has an ADT of 18,800.



According to ULI and other reports, successful Main Street commercial areas tend to:

- be no longer than 800-1,200 linear feet (a reasonable walking distance),
- have reasonable crossing distances for pedestrians (usually not more than 60 feet),
- have retail on both sides of the street,
- have enough housing within less than a five-minute drive to yield up to 60% of the needed support for retail and services,
- have continuous building frontage without breaks for large parking lots or drive-through facilities, and
- have a mix of retail and services that foster activity at night, as well as during the day.

Main-street style, mixed-use corridors offer the opportunity to provide a transition between busy streets and less dense neighborhoods adjoining them. Mixed-use development where retail, office and housing are combined either vertically or horizontally is feasible where there is a market for retail and an unsatisfied de-

mand for moderate-density or multi-family units. Mixed-use development on corridors offers the opportunity to create student housing and associated services without disrupting the fabric of local neighborhoods. It can also offer an opportunity to create ownership opportunities for one- and two-person households at moderate pricing.

Large, stand-alone, mixed-use projects will tend to require sites of 20,000 square feet or more if they must independently provide for all parking, loading, and services (garbage, etc). However, smaller sites can be developed if alleys are present for the service functions. Therefore, public investment in land and maintenance of a functional alleyway system is an excellent support mechanism for smaller, human-scaled projects and local reinvestment. Ideally, corridor planning will focus on the creation of high-quality sections of 800-1200 feet in length, rather than trying to mandate change for an entire corridor that is miles in length. Retail should only be a requirement where there are sufficient "destination" trips and adequate surrounding residential development.

Successfully creating a main-street core requires partnership between the private sector and the City, since the City is the implementing planning body for setting the conditions of land use. At the same time, hours of use, shared parking and other private sector issues must also be resolved.

### Open Space Improvements

Because of their beneficial economic impact, parks and open space, (especially the Crane Creek waterfront walk—both sides with connections to the Harbor) and the future development of a linear riverfront park along the City's eastern boundary on the Indian River should be planned as part of the structure of the renewed Downtown Melbourne. Park and open space amenities can act as a catalyst for positive change in urban environments. They also act as a magnet for visitors and increase positive perceptions of the urban areas in which they are located.



The economic benefit of open space on property values lies behind such suburban residential development strategies as the golf-course housing development, but open space plays a part in successful downtowns, also. The effect of open space is called an "externality." An externality is an effect that a particular land use has upon its surroundings. A negative externality is one where an undesirable land use lowers the value of adjoining properties (the classic example is derelict buildings in a downtown area). Well-conceived parks and open space tend to be a positive externality and confer value on the properties surrounding them. Proximity to attractive natural features and views (including waterfronts) is also acknowledged as a factor in the value of housing units. Downtown, open-space planning is needed where office and housing are projected not only as an amenity, but also as a way to link the Downtown to the waterfront and other trails or open space corridors.

### ***The Arts as a Downtown Attractor***

Successful revitalization has been accomplished using one or more of the following strategies:

- creation or enhancement of arts districts,
- creation of housing in or near commercial areas,
- destination retail or lifestyle centers with entertainment,
- new office and retail/mixed use districts, and
- new open space amenities.

All of the strategies have in common the concept of "placemaking," or creating a critical mass that can alter local perceptions of the area to be revitalized.

### **Arts District**

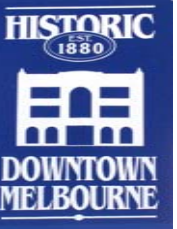
In Brevard County, Downtown Melbourne is the only place (or one of a select few) with the ability to support arts facilities on a regional scale, as demonstrated by its highly successful annual Art Festival. This is important as the arts are now perceived to be a significant means for encouraging the public to visit and use peripheral businesses adjoining arts facilities. Some arts districts occur in areas with old, existing buildings, such as obsolete warehouses that can offer artists studios at a cost low enough to encourage a critical number of studios and galleries. Major arts districts in large cities typically include at least four types of facilities: museums, galleries, symphony or opera performing arts venues (i.e., the Henegar Center) and retail to appeal to visitors, such as restaurants and cafes.



The reason for looking at the arts as a generator of economic potential is that arts districts draw people on a regular basis and provide foot traffic for local restaurants, cafes and retail businesses. Arts facilities are seen as an amenity that enhances quality of life and yields a perception of quality to an area. The arts are also seen as an amenity that draws new residential and office development. Arts districts can include many different functions from museums, galleries, theaters, small cinemas, and educational facilities to building revitalizations for artists' lofts and live/work units with studios on the first floor and living space on the second. Creating an arts district requires many of these uses in conjunction and usually relies upon the renovation of old building stock, including old warehouses, theaters, hotels and other buildings of architectural interest. At the same time as yielding benefits, arts facilities and developments are rarely self-sustaining and usually require a variety of funding and equity sources to succeed, including public funding, patrons or donors, and sometimes the use of sales taxes and local improvement districts to fund improvements. Creating arts facilities requires a public commitment of funding that varies with the size of the proposed project. The private/public sector partnership that is refurbishing the Henegar Center is an excellent example of this principle.

### **Market & Economic Analysis**

The most successful arts districts have strings of galleries intermixed with theater and symphony venues. One possibility for Downtown Melbourne is to establish an arts incubator as an adaptive, reuse project envisioned along US 1 south of the harbor. Arts incubators are projects that offer lower rent for live/work studios in exchange for public benefit, such as requirements for public, open studio nights. The residents or tenants are required to be practicing artists and to display work to the public on a monthly basis. While some funding would be required, such projects have succeeded and economic development funding is available for incubators. The older store fronts and warehousing along the southern side of the RDA (i.e., south US 1, Harbor Blvd) could be a starting point.



**ANALYSIS**

**Downtown Melbourne's Retail Demand Characteristics**

For purposes of comparison, SPG compared the 160,000 square feet of ground-level space in Downtown Melbourne to that of a regional shopping center minus the department store anchors. According to ULI, "the regional shopping center provides an extensive variety of goods comparable to those found in a central business district... (downtown), including a wide selection of general merchandise, apparel, and home furnishings, as well as a variety of services and recreational facilities."

**Regional Retail Characteristics**

While super regional malls contain an average of 1.07 million square feet, department stores account for approximately 626,000 square feet, leaving an average 370,200 square feet for other gross leasing areas. In smaller regional shopping centers, the non-department store leasing space declines to 235,000 square feet. SPG estimates that Downtown Melbourne has 160,000 square feet of retail space available in existing buildings with an additional 72,750 square feet of vacant space available. The RDA also has significant vacant or underdeveloped parcels throughout the planning area. The non-department store tenants most frequently found in super regional shopping centers are shown in Table 8.

While Table 8 reflects the most frequent, non-department store tenants found in super regional centers, Table 9 shows tenants most frequently found in out-parcels in super, regional shopping centers. The overall tenant mix found in super regional centers applicable to Downtown Melbourne is shown in Table 10.

**Table 8. Non-Department Store Tenants found in Regional Shopping Centers**

Tenant Classification	Rank	Average Number of Stores
<b>Food</b>		
Candy and Nuts	20	0.7
<b>Clothing and Accessories</b>		
Women's Specialty	12	0.9
Women's ready-to-wear	12	3.3
Children's wear	15	0.8
Men's wear	13	0.8
Family wear	8	1.1
Jeans shop	9	1
Special apparel - unisex	11	0.9
Costume Jewelry	7	1.1
<b>Shoes</b>		
Family shoes	4	1.2
Women's shoes	18	0.7
Athletic Footwear	3	1.4
<b>Home Appliance/Music</b>		
Records and tapes	19	0.7
<b>Gifts/Specialty</b>		
Cards and gifts	5	1.1

Source: ULI "Dollars and Cents of Shopping Centers, Strategic Planning Group, Inc. 2004

**Table 9. Tenants found in Out-Parcels in Super Regional Shopping Centers**

Outparcel Tenant Classification	Rank	Median GLA (sq. ft.)	Median Sales per GLA (sq. ft.)
<b>Food Service</b>			
Restaurant without liquor	2	5,400	na
Restaurant with liquor	1	6,747	\$395.75
<b>Financial</b>			
Banks	3	13,669	na

Source: ULI "Dollars and Cents of Shopping Centers, Strategic Planning Group, Inc. 2004

**Table 10. Tenant Mix Applicable to Downtown Melbourne**

Other Tenant Classifications	Median GLA (sq. ft.)	Median Sales per GLA (sq. ft.)
Arts and crafts	7,789	\$245.20
Bath and Linen	2,000	\$380.45
Books	3,909	\$220.47
Bridal Shop	2,500	\$241.44
China and Glassware	6,301	\$363.52
Computer/software	1,338	\$711.21
Electronics	2,324	\$374.46
Fast Foods	766	\$486.27
Furniture	1,825	\$339.43
Home accessories	3,738	\$284.02
Kitchen	3,079	\$220.63
Maternity	1,396	\$405.75
Medical and Dentist	1,400	\$208.78
Tailor	688	\$151.05
Telephone	455	\$494.20

Source: ULI "Dollars and Cents of Shopping Centers, Strategic Planning Group, Inc. 2004

**Current Downtown Melbourne Retail Mix**

Downtown Melbourne has a fairly well-established (albeit, small) retail core primarily comprised of the uses found in Table 11.

SPG estimates that Downtown is currently using approximately 160,000 square feet of retail space, with another 72,750 square feet of vacant ground-floor space. The International Council of Shopping Centers estimates that in 2004, there were 20.262 square feet of retail space per cap-

ita within the United States, which if applied to Melbourne, suggests the demand of 1.52 million square feet of retail space.

**Table 11. Downtown Melbourne Retail Core**

Type of Retail/Other Usage	Number of Units
Accessories/Gifts	7
Antiques	12
Bakery	1
Baby Shop	1
Bath Shop	1
Beauty Salons/Barbers	15
Book Store	2
Business Supply	3
Cafes	8
Cigar Shop	1
Consignment/Thrift	4
Decorating	3
Doctors/Dentist	6
Flowers	2
Framing	1
Gallery/Arts & Crafts	5
Ice Cream Shop	1
Jewelry Stores	2
Maternity	1
Outdoor/Boating/Dive	3
Realtors/Insurance	3
Restaurants	10
Specialty Retail	7
Women's Wear	5

Source: Historic Melbourne Main Street, Strategic Planning Group, Inc. 2005

**City of Melbourne's Retail Inventory**

The City of Melbourne has over 6.2 million square feet of retail space within ten miles of Downtown Melbourne which should support a population of 306,000 according to ICSC standards. This includes the Melbourne Square Mall (an older, 729,000 square foot (GLA) regional, scale-mall anchored by Burdines-Macy's, Dillard and JC Penney Department stores) and approximately 127 small retailers, restaurants and entertainment establishments. The Mall first opened in 1982, and its overall appearance and layout is now dated. There are several small strip and power centers stretching out along US 192 between I-95 and Downtown.

The newest major retail center to open within the region is the Avenues located in Viera. The Avenues is a new "life style," open-air, regional center anchored by a Belk Department Store and Cinema. Its location,

approximately 20 miles from Downtown, reduces its competitive position with respect to Downtown Melbourne's retail potential.

## RDA's SUPPORTING POPULATION

Today, the potential primary market for Downtown Melbourne includes a 10-mile radius service area. While the Downtown has, in the past, served the larger regional market, the Beach communities south of the Eau Gallie Causeway presently serve as one of Downtown's biggest markets.

### 1-Mile Radii

The immediate 1-mile radii service area from the center of the RDA (Fig. 4) comprises a 2005 population estimate of 6,055 permanent residents in 2,704 households. The median household income is estimated at \$23,964 (Table 12), with a median housing value of \$90,841 in 2005. The 1-mile service area is projected to increase by 202 residents and an additional 148 households by 2010. As described earlier in this report, these projections do not take into account the announced, mixed-use projects that are planned within the central hub/harbor area, nor the impact of the implementation of this Redevelopment Program.

Figure 4. Detailed RDA 1-mile Service Area

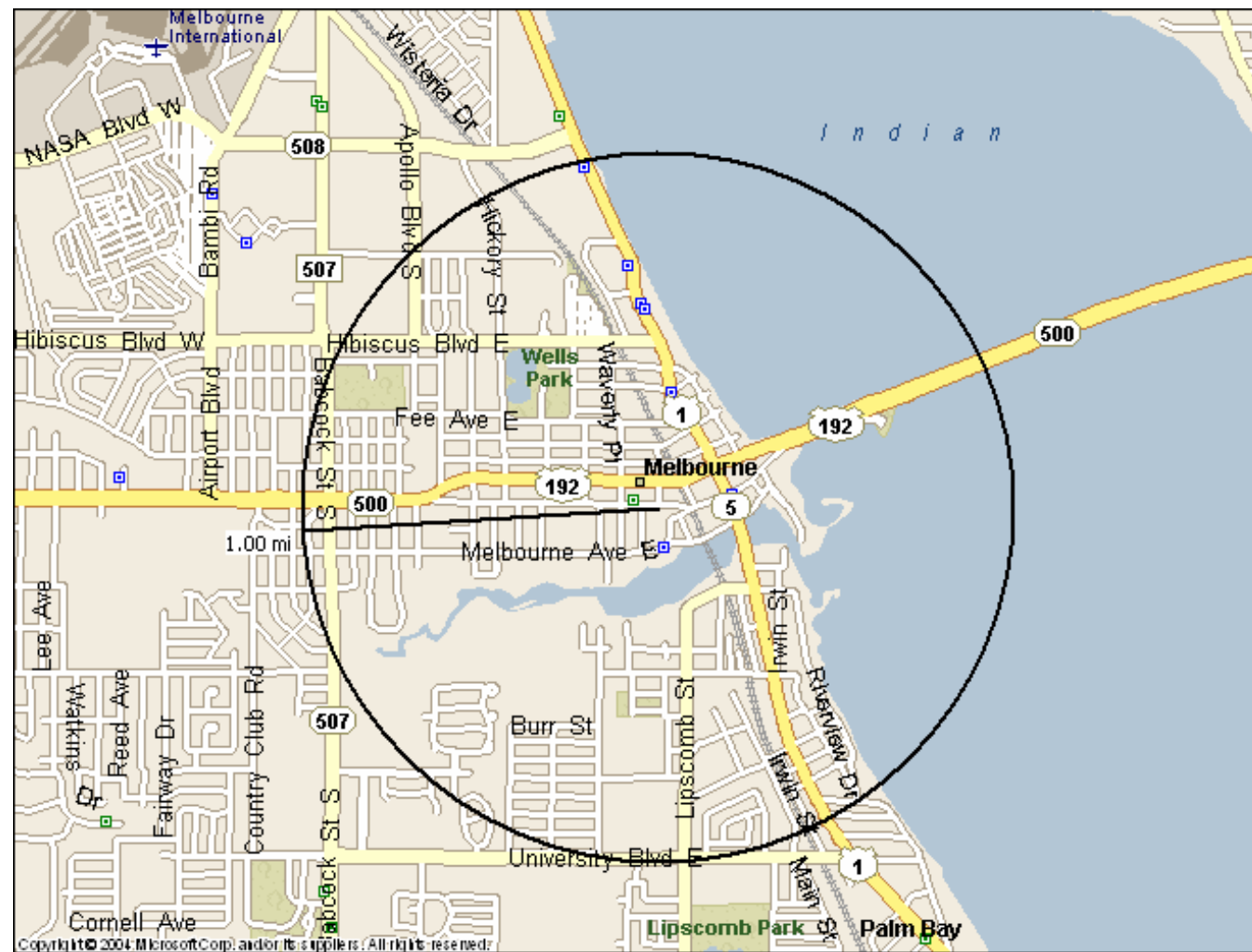


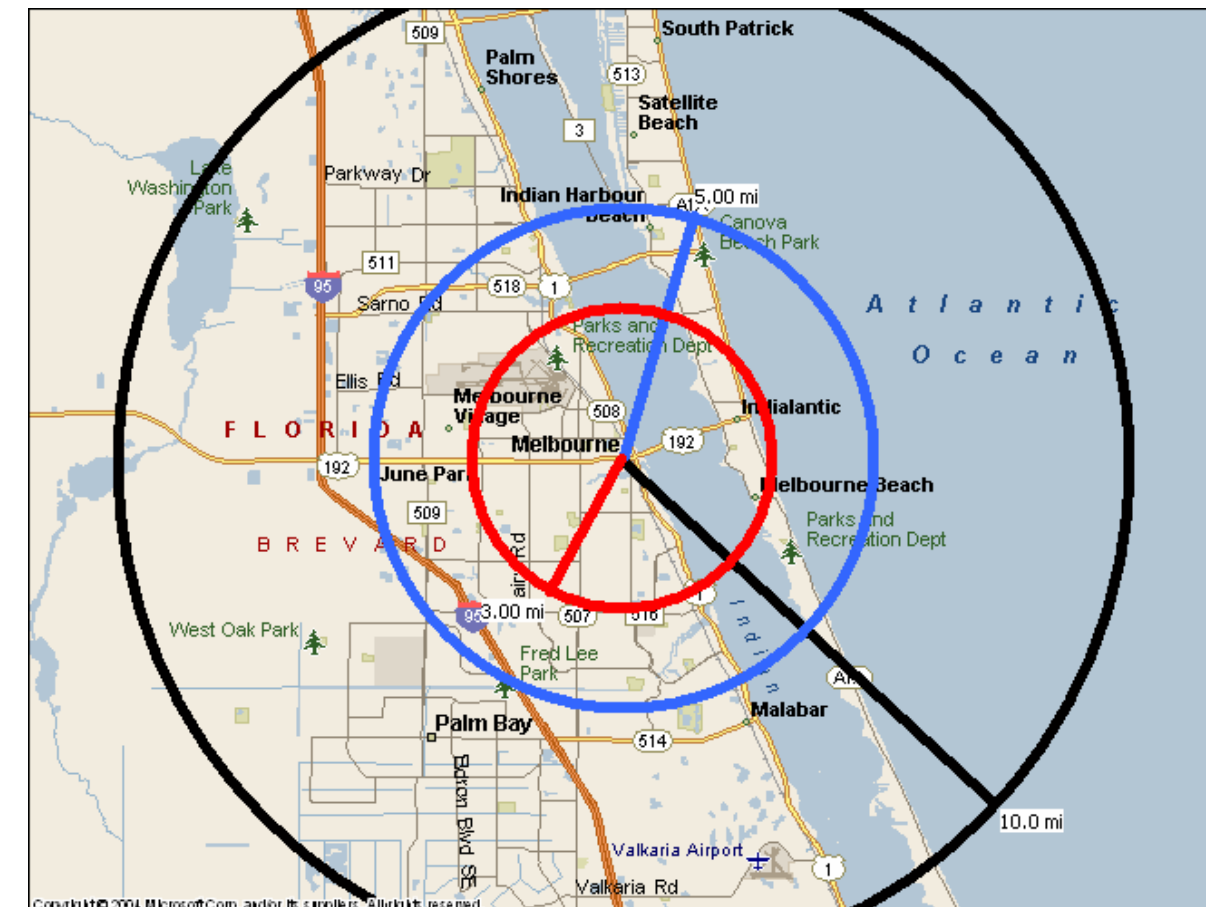
Table 12. Estimated Increase in 1-mile Service Area

1 mile Description	2005	2010	Change
Population	6,055	6,257	202
Households	2,704	2,852	148
Families	1,257	1,310	53
Group Quarters Population	812	832	20
Housing Units	3,153	3,334	181
Average Household Size	1.94	1.9	-0.04
Median Age	43.38	44.62	1.24
Median Household Income	\$23,964	\$25,257	\$1,293
Median All Owner-Occupied Housing Value	\$90,841	\$116,454	\$25,613
Est. Average Effective Buying Income	\$28,263	\$29,832	\$1,569
Est. Median Effective Buying Income	\$22,011	\$23,111	\$1,100

Source: Claritas, Inc., Strategic Planning Group, Inc. 2005

According to Claritas, Inc.'s estimates of retail sales by store type, Downtown Melbourne's 1-mile service area should support 161,572 square feet of overall retail uses, as shown in Table 13. Figure 5 shows the 1-, 5-, and 10-mile service area for Downtown Melbourne.

Figure 5. RDA 1-, 5-, and 10-mile Service Area



**Table 13. 1-Mile Radius Annual Expenditures**

1 MILE RADIUS Annual Expenditures	Aggregate (in 000's)		Sales Square Foot	Sq Ft Demand	
	2004	2009		2004	2009
Total Apparel	5,745	6,814		27,445	32,572
Women's Apparel	1,631	1,971	\$199	8,196	9,905
Men's Apparel	1,273	1,479	\$185	6,881	7,995
Girl's Apparel	315	388	\$235	1,340	1,651
Boy's Apparel	321	393	\$235	1,366	1,672
Infant's Apparel	166	186	\$362	459	514
Footwear (excl. Infants)	672	782	\$288	2,333	2,715
Other Apparel Prods/Services	1,367	1,616	\$199	6,869	8,121
General Merchandise	7,590	9,760	\$151	50,420	64,835
Sports and Recreation	1,559	1,919	\$189	8,249	10,153
TV, Radio and Sound Equipment	536	603	\$339	1,581	1,779
Book Stores	700	868	\$155	4,516	5,600
Florist	81	103	\$175	463	589
Full Service Restaurants	2,950	3,587	\$350	8,429	10,249
Jewelry Stores	407	448	\$445	915	1,007
Office Supply	92	107	\$207	444	517
Gift Novelty	310	361	\$194	1,598	1,861
Personal Care Products and Services	4,929	8,141	\$294	16,765	27,690
Drinking Places	251	285	\$321	782	888
Other Retail	26,553	33,530	\$350	75,866	95,800
<b>Total Retail</b>	<b>51,703</b>	<b>66,526</b>	<b>\$320</b>	<b>161,572</b>	<b>207,894</b>
<b>Net Growth</b>					<b>46,322</b>
<b>Downtown Share</b>	75.00%				<b>34,741</b>

Source: Claritas, Inc., ULI Dollars and Cents of Shopping Centers, Strategic Planning Group, Inc., 2005

Of the total, only about 86,000 square feet is general retail as of 2004. As noted above, the 1-mile radius also contains over 242,675 square feet of general retail space, implying that the population supporting existing retail demand falls beyond the 1-mile radius.

By 2010, the population growth within the 1-mile service area should support an additional 112,100 square feet of new space, not including demand from outside the 1-mile radius. Assuming the Downtown currently represents about 25% of the retail demand, it may be able to support an additional 11,000 square feet of retail (restaurants, apparel, etc.) based only on its 1-mile service area.

### 10-Mile Primary Market

According to Claritas, Inc., the primary market (service) area is estimated to contain over 250,000 people, which is projected to increase to over 273,000 by 2010 (Table 14).

**Table 14. 10-Mile Radius Projected Population Increase between 2005 and 2010**

10 miles Description	2005	2010	Change
Population	250,584	273,004	22,420
Households	105,113	115,725	10,612
Families	69,487	75,780	6,293
Group Quarters Population	4,278	4,382	104
Housing Units	116,191	127,968	11,777
Average Household Size	2.34	2.32	-0.02
Median Age	41.8	43.74	1.94
Median Household Income	\$43,982	\$47,713	\$3,731
Median All Owner-Occupied Housing Value	\$134,647	\$171,552	\$36,905
Est. Average Effective Buying Income	\$48,148	\$52,892	\$4,744
Est. Median Effective Buying Income	\$37,766	\$41,162	\$3,396

Source: Claritas, Inc., Strategic Planning Group, Inc., 2005

Total retail demand within the Downtown 10-mile service area is 8.34 million square feet, which is projected to increase to 10.93 million by 2009 (Table 15).

**Table 15. 10-Mile Radius Annual Expenditures**

10 MILE RADIUS Annual Expenditures	Aggregate (in 000's)		Sales Square Foot	Sq Ft Demand	
	2004	2009		2004	2009
Total Apparel	335,693	419,928		1,599,679	2,002,762
Women's Apparel	99,224	126,052	\$199	498,613	633,427
Men's Apparel	65,933	80,669	\$185	356,395	436,049
Girl's Apparel	20,738	26,664	\$235	88,247	113,464
Boy's Apparel	19,878	25,277	\$235	84,587	107,562
Infant's Apparel	8,355	9,965	\$362	23,080	27,528
Footwear (excl. Infants)	40,007	48,666	\$288	138,913	168,979
Other Apparel Prods/Services	81,559	102,635	\$199	409,844	515,754
General Merchandise	395,182	518,771			
Sports and Recreation	22,018	28,905	\$189	116,497	152,937
TV, Radio and Sound Equipment	31,407	37,304	\$339	92,646	110,041
Book Stores	24,781	31,067	\$155	159,877	200,432
Florist	4,808	6,415	\$175	27,474	36,657
Full Service Restaurants	165,687	210,512	\$350	473,391	601,463
Jewelry Stores	26,793	31,175	\$445	60,209	70,056
Office Supply	5,842	7,128	\$207	28,222	34,435
Gift Novelty	17,885	21,584	\$194	92,191	111,258
Personal Care Products and Services	203,193	340,026	\$294	691,133	1,156,551
Drinking Places	13,274	15,853	\$321	41,352	49,386
Other Retail	1,421,516	1,828,101	\$350	4,061,474	5,223,146
<b>Total Retail</b>	<b>2,668,079</b>	<b>3,496,769</b>	<b>\$320</b>	<b>8,337,747</b>	<b>10,927,403</b>
<b>Existing Space</b>				<b>6,213,502</b>	
<b>Net Growth</b>					<b>2,589,656</b>
<b>Downtown Share</b>	<b>15.00%</b>				<b>388,448</b>
	<b>10.00%</b>				<b>258,966</b>
	<b>5.00%</b>				<b>129,483</b>

Source: Claritas, Inc., Strategic Planning Group, Inc. 2005

It should be noted, according to local retailers, that Downtown Melbourne experiences a broader, 30+ mile radius service area due in large part to the proximity of the:

- The airport,
- A major regional hospital,
- The area's only regional shopping center, as well as the,
- Lack of commercial land within the Beachfront communities,
- The area's road network,
- Melbourne's growing arts and crafts community, and
- The performing arts center at the Henegar Center.

The advantage of creating a "destination" Downtown is the ability to draw from a wide area. Based on interviews and analyzing the Downtown retail market, the Downtown currently services a 10-30 mile area.

## REDEVELOPMENT PROCESS/FINDINGS

### Stakeholder Involvement

The redevelopment master planning process involved significant public involvement. Focus groups were held individually with merchants, property owners and stakeholders of the newly added southern US 1 expansion area. Several public workshops were also held to gather additional inputs.



As shown in the following graphic, the RDA's greatest assets are its existing historic feel, retail hub and proximity to a regional transportation network. Most importantly, the retail areas draw heavily from the Beach communities which are predominately residential with limited availability for any commercial expansion. The retail area also has an historic service area that includes most of central/southern Brevard County.

**Findings from Focus Groups and Surveys**

- **Assets**
  - Downtown/Historic Feel
  - Water features (River, Harbor, Crane's Creek)
  - Access (major intersection)
  - Prime outlet for Beach community
  - Regional Draw
  - Has been discovered (new harbor development, and "speculation")
  - Most people have some idea where we are

Strategic Planning Group, Inc.

Stakeholders acknowledge that appearance has become a major negative to the image of the area as a healthy retail hub.

With the realignment/creation of Strawbridge Avenue, the historic retail center lost its visibility. Other problems identified are shown in the following graphic.

**Findings from Focus Groups and Surveys**

- **Problems**
  - Code enforcement. Building/façade visual blight
  - Visibility/No one knows we're here
  - Crime & homeless
  - Parking
  - Public Restrooms
  - Traffic Control

Strategic Planning Group, Inc.

Other major concerns voiced during the stakeholder/community involvement process included: limited business hours by existing retail establishments, limited but growing retail mix, the recognition that the retail market is still seasonal in nature, and that there is a strong need to connect the harbor and Crane Creek to the Downtown and create a "sense of place."

The following graphic highlights the constraints and opportunities identified by the stakeholders/community.

**FINDINGS**

- Limited Business Hours
- Limited store mix
- Regional draw but Beaches is 1st
- There is a season. Summer appears weakest
- Downtown image needs to be of a village. Main Street (New Haven) primarily 2-4 stories
- Large buildings limited, allow for view corridors
- Image should be upscale
- Access/Visibility Critical
- Code Enforcement/Façade improvement critical
- Well-placed structured parking needed
- Connectivity between Harbor and Downtown
- Area seems to be composed of Districts
  - Historic Downtown, West New Haven, Harbor, North Riverview
  - South US 1
    - South Melbourne
    - Park
    - Tar Heel

Strategic Planning Group, Inc.

As shown in Figures 6 and 7, the main transportation corridors (US 1, and to a lesser extent, Strawbridge Avenue) have extensive visual blight and limited or no streetscape improvements. There is little directional signage showing the location of the Downtown along US 1 or Strawbridge, and traffic congestion at US 1/New Haven and US 1/Strawbridge further inhibit the ability to find one's way. There is no connectivity between the Harbor/Marina area and the Downtown's retail hub. Finally, there are three areas or pockets of crime concentrating in the vicinity of Riverview Park within the newly added section of the RDA, Downtown and along Riverview Road north.

Figure 6. CRA Constraints Map



Figure 7. Concept Bubble Diagram

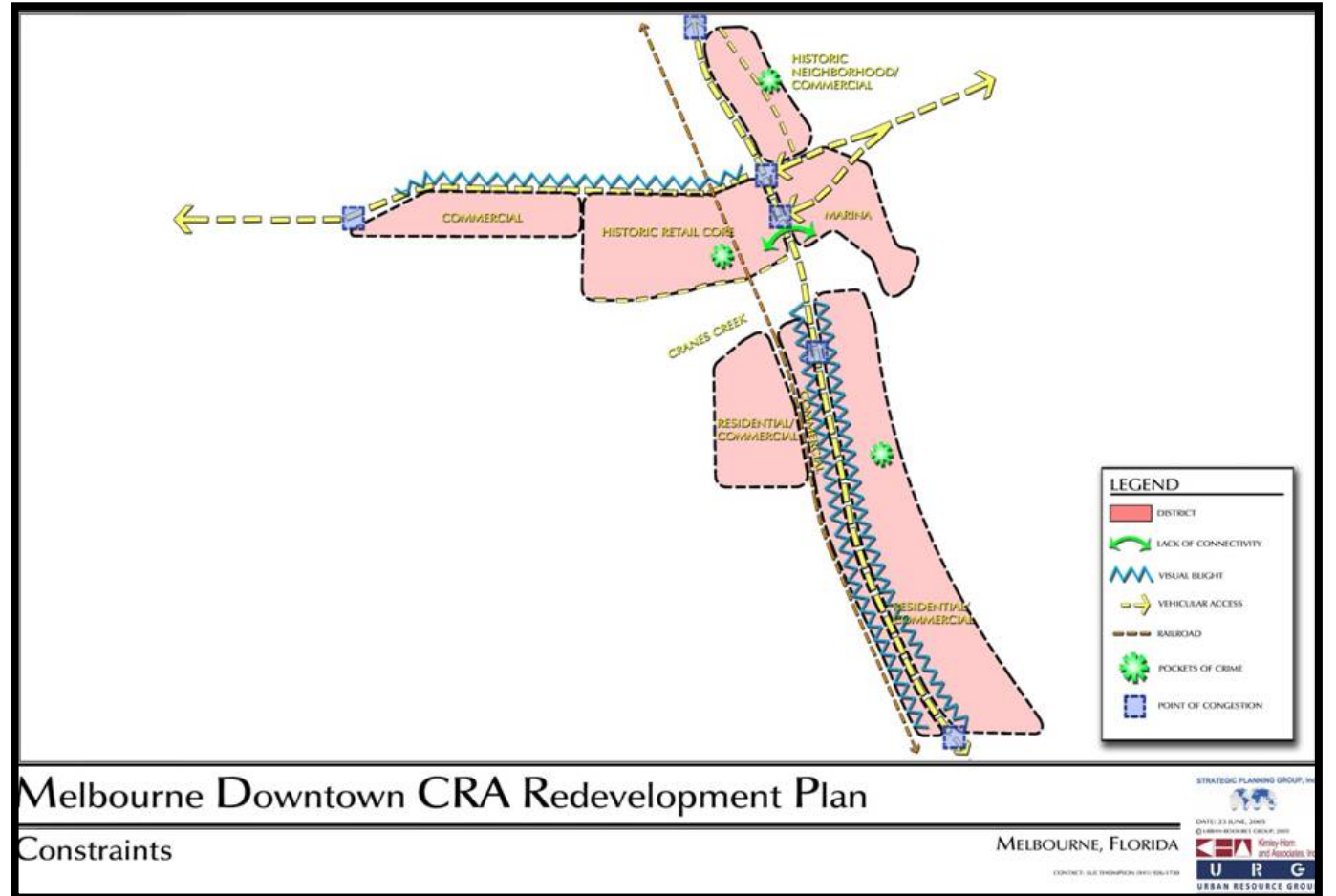


Figure 7 is a simple “bubble” diagram illustrating the constraints discussed earlier and shown in Figure 6.

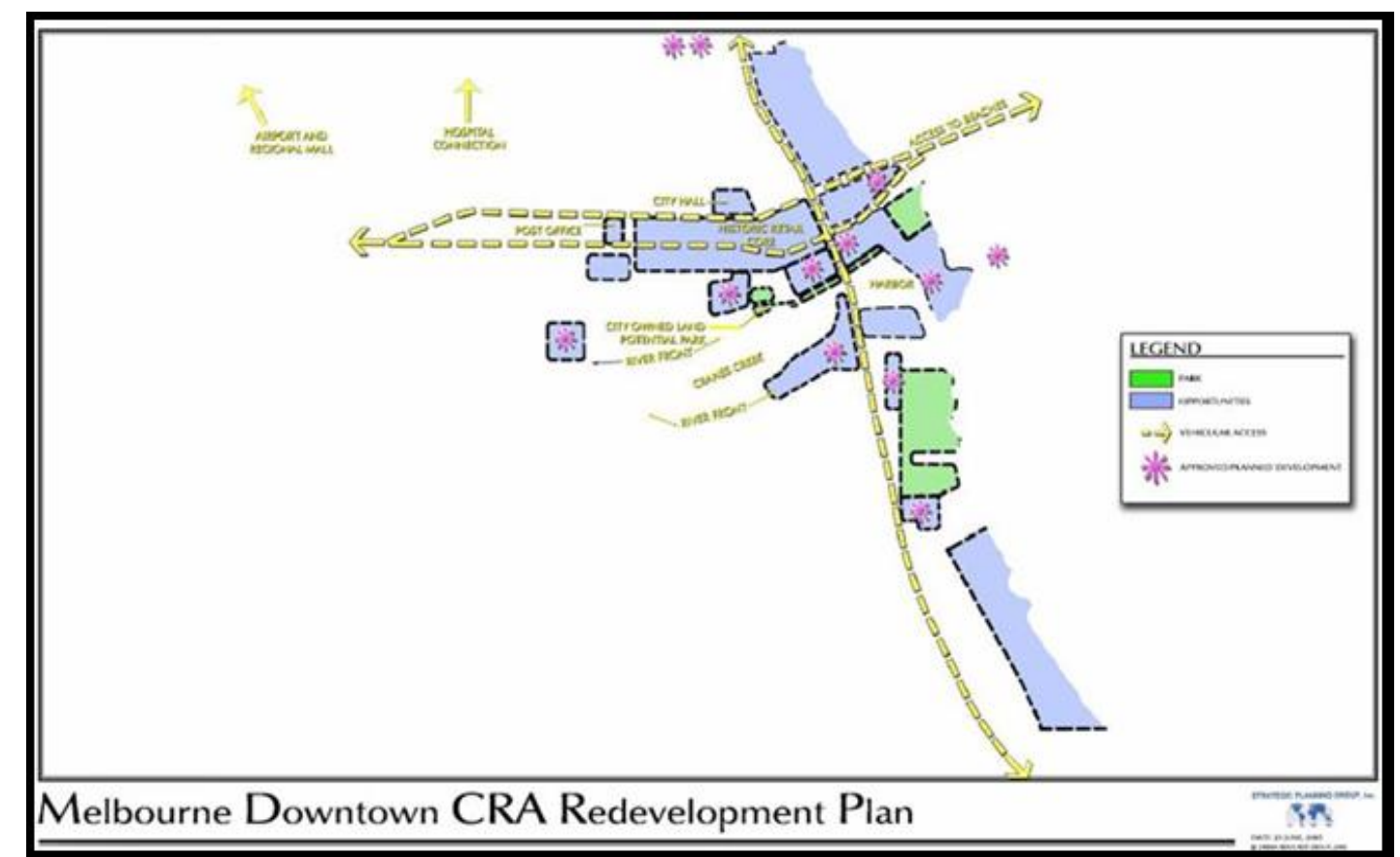
There are numerous opportunities within the RDA to promote further redevelopment efforts. The strongest of these are Indian River and Crane Creek, which provide the RDA with a large amount of potentially developable waterfront properties. The RDA also has numerous parks. The County's recently purchased Riverview Park is the single largest land parcel within the southern expansion area. The park is under-utilized and has the potential, if developed as a more active waterfront park, to become a major economic anchor for the southern expansion area.

As shown in Figures 8 and 9, while visually challenged, the existing transportation corridors provide regional access to the entire RDA. At least partially the result of the positive impacts of past and current redevelopment efforts, the RDA has numerous pending developments, that if constructed should provide the critical mass to move the redevelopment of the Downtown to a higher level of economic activity.

Figure 8. CRA Opportunity Map



Figure 9. Opportunity Bubble Diagram

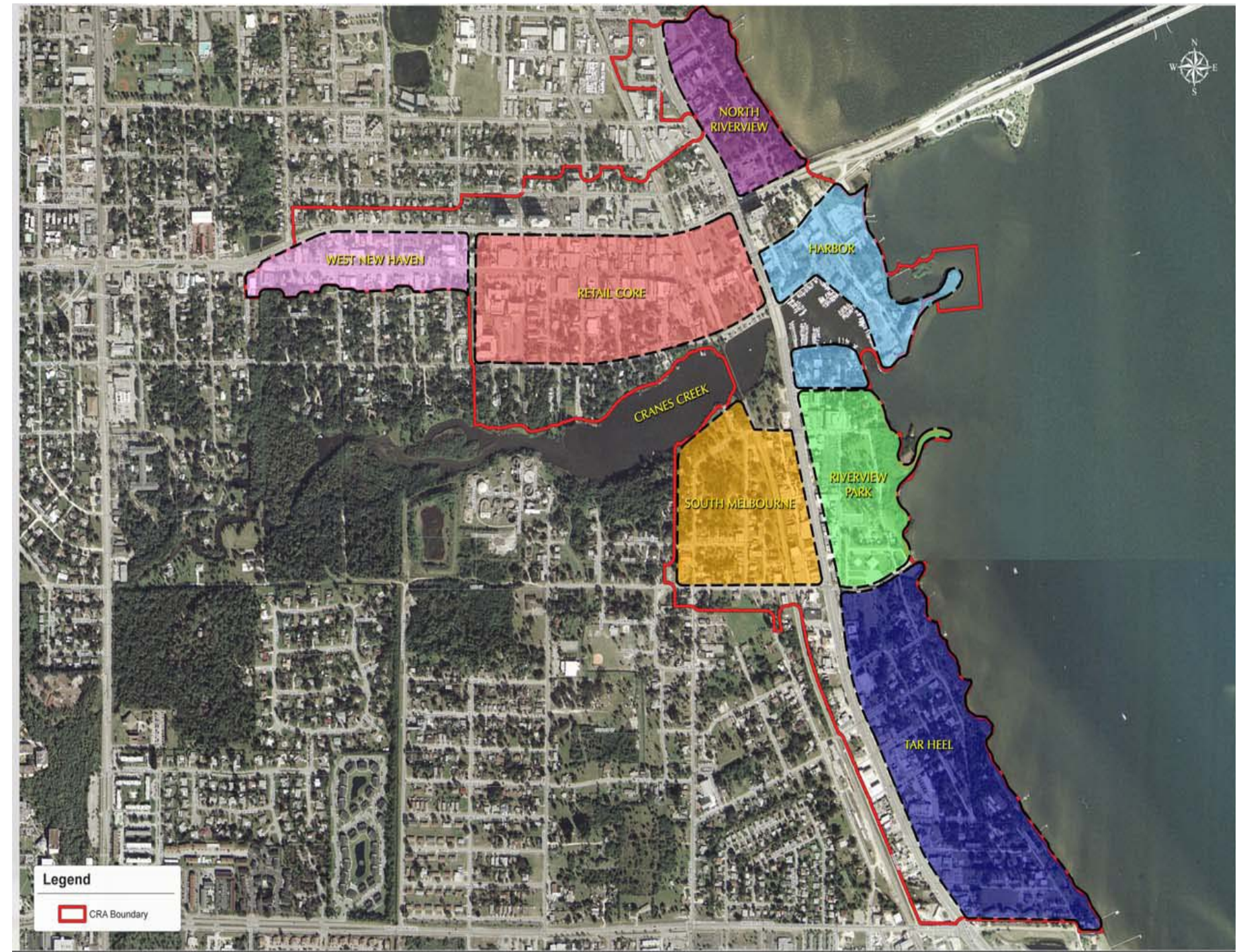


### RDA Planning/Neighborhood Districts

As a result of this public involvement and to aid in the overall planning effort, the RDA was divided into the following planning districts or neighborhoods:

1. Historic Downtown Melbourne
2. Expanded Harbor/Marina
3. West New Haven
4. North Riverview
5. Riverview Park
6. Tar Heel
7. South Melbourne

Figure 10. Neighborhood/Planning Districts



### Alternative Analysis

Numerous redevelopment options were developed for the RDA, primarily based at the district or neighborhood level, as shown in Figures 11 and 12..

Figure 11. Redevelopment Options



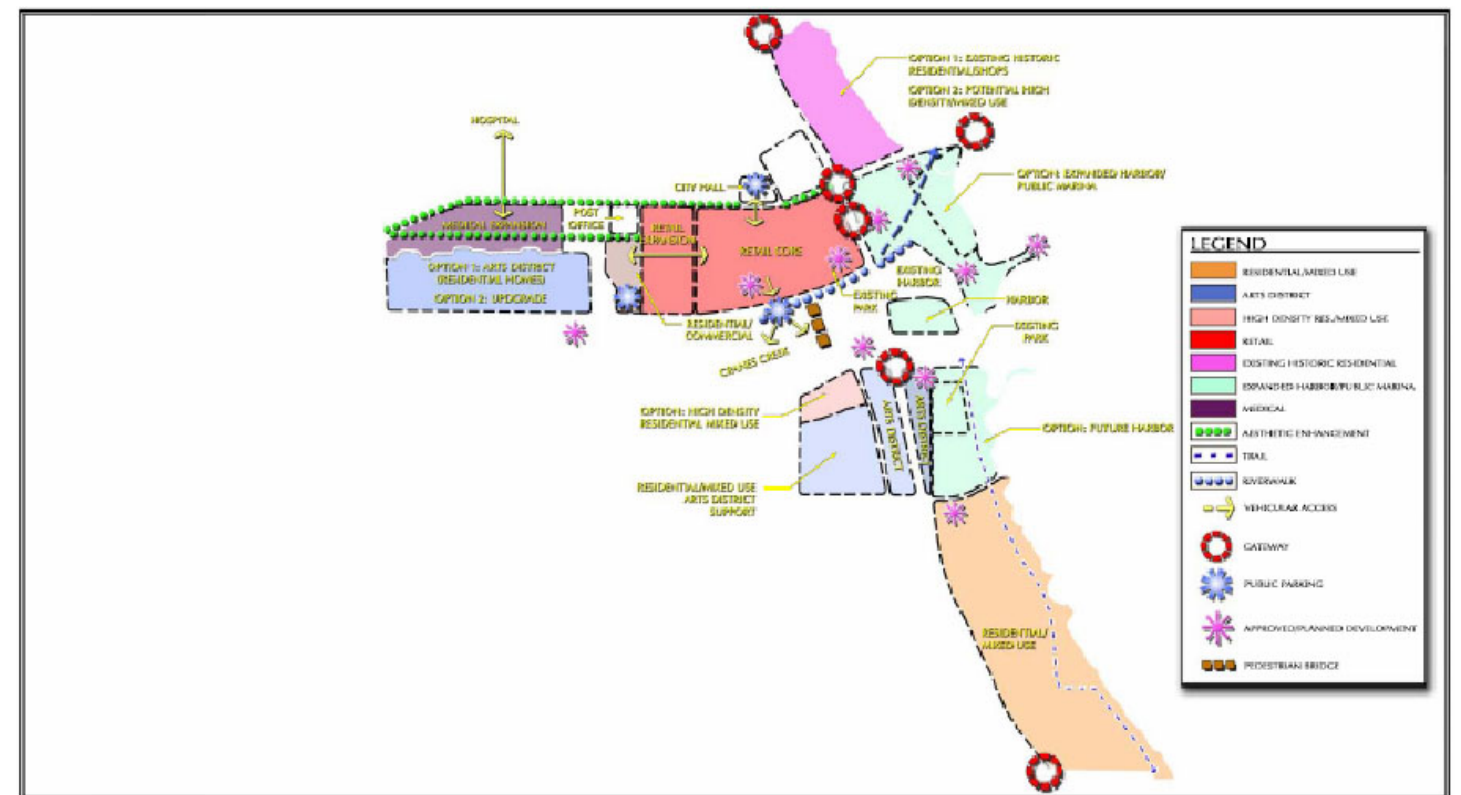
Melbourne Downtown CRA Redevelopment Plan

Redevelopment Options

MELBOURNE, FLORIDA



Figure 12. Redevelopment Bubble Diagram



Melbourne Downtown CRA Redevelopment Plan

Redevelopment Options

MELBOURNE, FLORIDA



The following section defines the various alternatives discussed and approved by the stakeholders.

### Harbor Area

The Harbor/Marina is central to the image of the City as a whole and to the identity of the RDA. Front Street was the historic heart of the original Downtown and contained a 1,400-foot pier that served as the transportation hub of early Melbourne. The alternative discussed by the public involved increasing the Harbor area's role as an active marina/harbor by providing more docking space or allowing it to remain as is, but increase connectivity between the harbor and the Downtown retail core.

Central to the discussion of increasing the connectivity of the harbor and the Downtown retail core was the role that Melbourne Avenue would play in the future; that of a major arterial or that of a multi-use corridor focusing on pedestrian use.

**Harbor Area**

- Expand Launch Area to include more docks, pier to attract boaters to retail hub **(approved)**
- Move existing trailer/launch to Melbourne Riverview Park **(approved)**
- Use Melbourne Avenue as pedestrian/trolley connection between harbor and retail core **(approved)**
- Move Marine School to another area (visual blight and limited area for boats)-**(approved)**

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### Retail Core

One of the main concerns of stakeholders was the lack of visibility of the Downtown retail hub. It is not readily visible from either US 1 or Strawbridge; therefore, gateways and signage are critical for letting the public know that it exists and how to reach it. Second is the need to connect the harbor and retail core, thereby creating a larger and more visible city center with strong waterfront amenities.

In order to achieve a 24/7 environment for Downtown, it needs more residential housing. In order to maintain the "critical mass," multi-storied, mixed-use developments are required. In order to maintain its smaller city image, the Downtown retail core is visioned as predominately 3-4 story buildings with only a few high-rise, mixed-use developments that would feature views of Crane Creek and/or the harbor area.

The diagonal parking along the eastern portion of the retail hub (east of the Henegar Center) would be replaced with parallel parking, using the added right of way to expand the sidewalks. As the retail hub expands its square footage of commercial/office space, structured parking will be needed. Lastly, medical uses should be encouraged to locate west of the Henegar Center, not within the retail hub.

**Retail Core**

- Establish gate ways and traffic management at US1/New Haven and US1/Strawbridge **(approved)**
- Promote expansion of boundary north and south (Strawbridge north and Crane's Creek South) **(approved)**
  - Streetscape Strawbridge and remove parking **(approved)**
- New Gateway(s) from Strawbridge into New Haven (Waverly and Livingston) **(approved)**
- Connect existing parks to Crane's Creek and use Melbourne Avenue as public pedestrian space **(approved)**
- Promote Mixed Use (residential activity) **(approved)**
- Structured Parking (City Hall, Old Apts, Henegar) **(approved)**
- Diagonal Parking on New Haven and side streets **(approved)**
- Discourage medical **(approved)**

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### Melbourne Avenue

Stakeholders initially discussed two alternatives for Melbourne Avenue. One was to restrict through traffic and the other was to enhance the engineering of the Avenue to allow for greater through traffic. During the workshops, the stakeholders reached a consensus for the need to utilize Melbourne Avenue as the main "connector" linking the harbor area to the Downtown retail hub and that traffic-calming measures should be employed to ensure that the Avenue is pedestrian-friendly and through-vehicular traffic is limited.

**Melbourne Avenue**

- Stop eastward flow at Melbourne Court (use Melbourne Court as primary network) - **(approved)**
- Close Melbourne Avenue from Melbourne Court east to through traffic and use as a multiuse corridor to promote pedestrian and trolley connectivity and increase public space **(approved)**
- Make Melbourne Avenue major arterial **(Not in favor)**
  - Connect it to New Haven by taking land from Riverfront Park and/or take buildings north of Melbourne at Front (Major's building) **(Not in favor)**

Strategic Planning Group, Inc.

### West New Haven

The retail hub for Downtown should not expand much beyond Hickory or McQuaid Streets. The corridor west of the Henegar Center was discussed as either an Arts District, a Medical District, or a combination of those uses. A consensus was reached wherein West New Haven Avenue would become a medical district.

**West New Haven**

- Retail core from Hickory or McQuaid east- **(approved)**
- Hickory West
  - Promote Medical/office - **(approved)** or
  - Arts District **(not in favor)** or
  - combination

Strategic Planning Group, Inc.

### North Riverview

**North Riverview**

- Promote area as a single development parcel for redevelopment as higher density mixed use - **(approved)**
- Promote as some mix of historic and small scale commercial **(not in favor)**

Strategic Planning Group, Inc.

The North Riverview alternative development concepts represented the most vocal divergence of any of the alternative discussions. One group strongly recommended that the area be preserved as "historic," low-density residential and

light retail (coffee shops), while the majority wanted to let the area achieve its highest and best use. It was felt that the area should be promoted as a single development parcel similar to the Port Orange Riverwalk Redevelopment Plan.

### US 1 Corridor

The newly expanded part of the RDA is the southern US 1 corridor. Today the corridor is dominated by underutilized industrial or heavy, auto-related warehouse/supply uses. The western part of the expansion area is dominated by the South Melbourne community, which used to represent a commercial and community center for the area's African-American Community. While predominately residential, the area's zoning has prevented the redevelopment of the single-family housing stock. It was the recommendation of the stakeholders that the area immediately south of Crane Creek be developed as high-density, mixed-use and the area to the south be promoted as a horizontal, mixed-use development allowing for residential redevelopment. It was also recommended that the historic pedestrian bridge that linked this area to Downtown be rebuilt.

The area east of US 1 was seen as a continuation of the Harbor District. It was recommended that Florida Technological University's Marine Institute be moved (probably to the Riverview Park area). Also, the vacant and/or underutilized warehouse/supply located adjacent to US 1 should be promoted as an Arts District.



The southern part of the expansion area is dominated by the Melbourne Riverview Park, a 15-acre, largely passive County Park. It was the consensus that the boat launch currently located at the Front Street Park (Harbor District) be relocated to the Park and that the Park be promoted as a more active boating (motorized and non-motorized) center.

Finally, the residential, single-family area south of the Park (Tar Heel District) should be promoted for higher-density, mixed-use residential developments that can capture the visual views of the Indian River.



### Performing Arts

Art districts are one of the more successful tools used to revitalize downtowns. Through a significant private/public sector partnership, the Henegar Center is developing into a major performing arts center.

### Waterfront Attractions

As mentioned throughout this report, the Downtown's greatest resource is its location on two bodies of water: the Indian River and Crane Creek. The City has committed significant resources to cleaning up its waterfront and creating the Crane Creek Promenade. These actions have had a modest impact on retail and mixed-used revitalization within the Downtown. However, other than the marina district and the Promenade, no attractions are directly linked to the waterfront, thereby limiting its potential to impact the local economy. Other cities that have achieved successful waterfront revitalization have either created significant activities along their waterfronts and/or have linked the waterfront to existing activity centers off the waterfront. Activity nodes include hotels, restaurants, marinas, aquariums, and retail activity (art galleries, nautical shops, museums, etc).

Given the City's existing retail/commercial base along New Haven Avenue and the current disconnect between those resources and the waterfront, the City and the CRA should consider a unified approach utilizing "both approaches." As noted in previous studies of Downtown Melbourne, the current configuration of Melbourne Avenue (width and location) and adjacent parking lots hinder connectivity between the waterfront and Main Street.

### Increased Lodging Demand

Most of the visitation to Downtown is by local residents or "day trippers," meaning people who do not stay overnight. There currently appears to be a "chicken and egg" scenario in Downtown. Lodging is limited in Downtown. With the exception of a small Bed and Breakfast and a condominium devel-

opment that operates as a small hotel, no Downtown lodging exists. Yet, lodging is required if Downtown is to achieve significant revitalization.

### Potential Downtown Melbourne Hospitality Demand

Melbourne's historic hospitality statistics are very limited. While it is impossible to project future supply needs given historic trends, SPG does believe that, should Downtown Melbourne continue to successfully revitalize, it should be able to support a mid-size hotel with meeting/convention space. While not quantifiable, SPG believes the Downtown's potential hospitality market has not been tapped.

### Existing Lodging Potential Supply

The largest immediate impact to Downtown's future lodging supply is capturing part of the existing business and events visitation that is not being satisfied due to lack of facilities Downtown. Further, given adequate lodging and supporting facilities, Downtown should be able to capture part of the greater Melbourne/Palm Bay lodging market.

**REVITALIZATION STRATEGY**

Several factors will impact the amount and timing of retail absorption in Downtown Melbourne. First, as mentioned earlier, is the need to have a strong resident population to provide a 7-day/52-week demand for retail.

***Increase Residential Housing***

The single most important impact on revitalizing downtowns is the need to create a 24/7<sup>2</sup> environment.

While holiday and special events tend to provide a significant amount of overall retail sales locally and nationally, retailers still need a steady, non-peak income flow to support operations. Should Downtown Melbourne achieve a 10 to 15% market share of this area’s retail market, most of those sales will occur during weekends, summers and special events (festivals). Therefore, there will be a need to increase local sales during the “off periods.” This can be accomplished by increasing residential units Downtown (or close in) and creating a vibrant tourist market. The following section will describe the actions that will be necessary to expand the weekday “draw” of Downtown.

***Increase Downtown Housing***

Downtown Melbourne has a mix of housing ranging from condominium developments along the river and harbor to single-family homes and small apartments. The Downtown area is somewhat dominated by Trinity Towers, a two-tower, congregate living facility. As more revitalization occurs throughout Downtown, apartment redevelopment should occur on the upper floors of existing buildings; however, the market of these types of apartments is limited and occurs on a small scale (one or two apartment conversions at one time per building).



**Waterfront Developments**

Residential waterfront developments are currently one of the strongest residential markets nationwide, and examples of the success of these projects are found along the existing harbor area and along the Indian River. This type of development will add to the permanent population of Downtown, further 24/7 spending and increase a sense of security. This potential market appears to have two major market segments: professionals from throughout Brevard County and seasonal/second home owners within the 100-mile radius (Orlando).



To the extent that proposed developments like the Vues and other announced, planned, mixed-use developments attract Orlando owners (whether primary or secondary owners), the housing will strengthen the Orlando/Melbourne retail linkage.

***Increase Visitation to Downtown/Environs***

The City of Melbourne and environs currently have significant resources to attract a large number of transients. These resources include:

- Ocean, Indian River, and the areas’ harbors/marinas,
- Ecological resources associated with Indian River,
- Historical and cultural resources,
- Arts and crafts,
- Special events, and
- Performing arts.



**Indian River and Crane Creek**

Downtown Melbourne lies on the western boundary of the Indian River and is the eastern-most, accessible, boat-launching area in this region of Brevard County. The US 1 and FEC bridges, crossing and separating the existing harbor from Crane Creek limit boat size west of the bridge. Due to the limited marina/storage facilities, this regional boating market has not been tapped.

**Ecological Resources**

Not only does the Indian River afford extensive boating opportunities, the area is a haven of flora and fauna resources. Crane Creek is noted for its Manatee population that can be viewed from the Crane Creek Promenade.

<sup>2</sup>24 hour, seven-days-a-week environment, which means having a sizable residential use Downtown, including both residential units and lodging facilities.

## Arts and Crafts

The environs of the Downtown have become a hub of artistic activity. The area is now home to a large number of artisans. Unfortunately, most work out of their homes which are not located in Downtown. The area, however, does have an active Arts Council (Brevard County Arts Council) housed in Downtown Melbourne which promotes local artists and is active in promoting Downtown events, the most notable being the Melbourne Arts Festival, one of the largest in the State of Florida



Currently, these events are limited due to space available for exhibitions. The Melbourne Auditorium, an excellent venue, located just north of the CRA is also limited in size. To compete for a larger share of the market, additional exhibition space will be required (outdoor fairs, etc., can partially address this shortfall, but inclement weather could impact shows).

SPG believes that Downtown Melbourne could develop into a true regional Arts and Craft center given the large number of local artisans and the significant amount of vacant or under-utilized building inventory along the southern US 1 corridor. While the Arts Commission has shown success in its existing events, Downtown has not begun to tap its potential as an Arts and Crafts destination.



## REDEVELOPMENT CONCEPT

Based on public input received from the Alternative Concept Development Workshop held on June 23, the following guiding Goals and Objectives were developed.

### Retail Core

- ✓ Have Downtown Melbourne as an FDOT designated historic place.



- ✓ Establish gateways and traffic management at US 1/New Haven and US1/Strawbridge.
- ✓ Promote expansion of retail border north and south (Strawbridge north and Crane Creek south).
- ✓ New gateways from Strawbridge into New Haven (Waverly and Livingston) and landscape median (see graphic).
- ✓ Establish landscape median on Strawbridge with traffic calming.



- ✓ Connect existing parks to Crane Creek and use Melbourne Avenue east of Melbourne Court as public pedestrian space.



- ✓ Update streetscaping in needed areas.
- ✓ Promote mixed-use developments (residential activity).
- ✓ Replace diagonal parking along New Haven with parallel parking and allow more public/pedestrian space in its place.
- ✓ Construct a public parking structure in close proximity to retail.
- ✓ Discourage medical uses within core area (see west New Haven medical node).

### Harbor Area

- ✓ Expand launch area to include more dock space, add pier (1,400 feet long—similar to historic pier) to attract more boating and visitation of Marina/Harbor area.



- ✓ Move existing trailer launch to Melbourne Riverview Park.
- ✓ Use Melbourne Avenue as pedestrian/trolley connection between harbor and retail core.
- ✓ Work with Florida Technical University to move Marine School (perhaps to Riverview Park).
- ✓ Continue streetscaping into area.

### Melbourne Avenue

- ✓ Stop eastward traffic flow at Melbourne Court (use Melbourne Court as primary arterial/collector).



- ✓ Close Melbourne Avenue from Melbourne Court east to through traffic and use it as a multi-use corridor to promote pedestrian and trolley connectivity between harbor and retail core and increase “public space” along the waterfront.

### West New Haven

- ✓ Gateway at New Haven/Strawbridge.
- ✓ The Downtown retail core’s western boundary is Hickory/MacQuaid.
- ✓ The western portion of New Haven (Hickory/MacQuaid) to be promoted as Medical District.



- ✓ Encourage the linkage between the Hospital and New Haven by enhancing Hickory and designating area north of CRA as Medical District.
- ✓ Continue streetscaping into area.

### North Riverview

- ✓ Promote area as a single development parcel for redevelopment as a higher density, mixed-use development similar to the City of Port Orange’s proposed Riverwalk development.

### South Melbourne



- ✓ Promote South Crane Creek as high-density, mixed-use area.
- ✓ Promote horizontal and vertical mixed-use (with residential), as well as commercial and arts district.

### South US 1 Corridor

- ✓ Promote active use of Riverview Park.



- ✓ Promote mixed boating use (power and sail).
- ✓ Move trailer launch from Front Street to Riverview Park.



- ✓ More recreational developments within Park.
- ✓ Prepare detailed sewer and drainage studies for the Tar Heel area, as well as pave dirt roads.
- ✓ Promote higher density residential (view corridor to River).
- ✓ South US 1 Corridor streetscape.
- ✓ Promote area around Prospect as an Arts District.
- ✓ Promote areas around Park and south US 1 as boating and nautical supply area.
- ✓ Promote residential/retail mixed-use (view corridor to River).

## CONCEPT PLAN

### Plan Content and Description

The Concept Plan was developed after analyzing the existing conditions in the redevelopment area and a market analysis of future development potentials. The descriptive narrative of the Concept Plan summarizes the general intent of the Redevelopment Program. It has been developed as a guideline for promoting the sound development and redevelopment of the properties in the redevelopment area. Opportunities for public improvements, redevelopment activities and proposed future land use composition are identified and graphically depicted in Figures 13 and 14.

The Concept Plan’s theme is to expand the Downtown to cover the entire RDA and “return the harbor to Harbor City.” To accomplish this, the existing harbor area will need to be redesigned; especially Front Street Park and the boat launch in order to create a true harbor/marina complete with harbormaster facilities and additional dock space. It is envisioned that a 1,400-foot pier be built, similar to the historic pier that was destroyed. The harbor area will be expanded both to the west and the south. To the west, the harbor will extend into Crane Creek beyond the FEC railroad tracks, where it is envisioned as being surrounded by an expanded Crane Creek Promenade. The Harbor also extends southward to include the Melbourne Riverview Park.

The Harbor District is linked to the expanded retail hub by a newly redesigned Melbourne Avenue, as well as to the South Melbourne area by a newly built pedestrian bridge located where the historic pedestrian bridge was located. Melbourne Avenue is envisioned as being a pedestrian-friendly, traffic-limited, multi-use corridor that would accommodate trolleys, pedestrians and a small volume of slow-speed vehicular traffic. The space, coupled with the adjacent, open-space/City parks could also be used as an expanded, public open space for special events and a farmers market. Residential mixed-use developments are envisioned surrounding Crane Creek, capitalizing on views of both the Creek and Indian River.

The historic retail hub is expanded to include the newly streetscaped (landscaped median) Strawbridge Avenue and the new City Hall, extending to Crane Creek forming a link with the Harbor District. The retail district will include the Henegar Performing Arts Center, which is envisioned as having structured parking facilities located behind the building. Additional structured parking may be required. New Haven, between McQuaid Street and US 1, will have its diagonal parking replaced with parallel parking allowing for the construction of wider sidewalks. Ground-level space is to be predominately used for retail, with upper floors being used for offices and residential. New gateways and signage (including Historic Downtown Melbourne signs along I-95) along Strawbridge and US 1 will provide “visibility” for the expanded retail district.

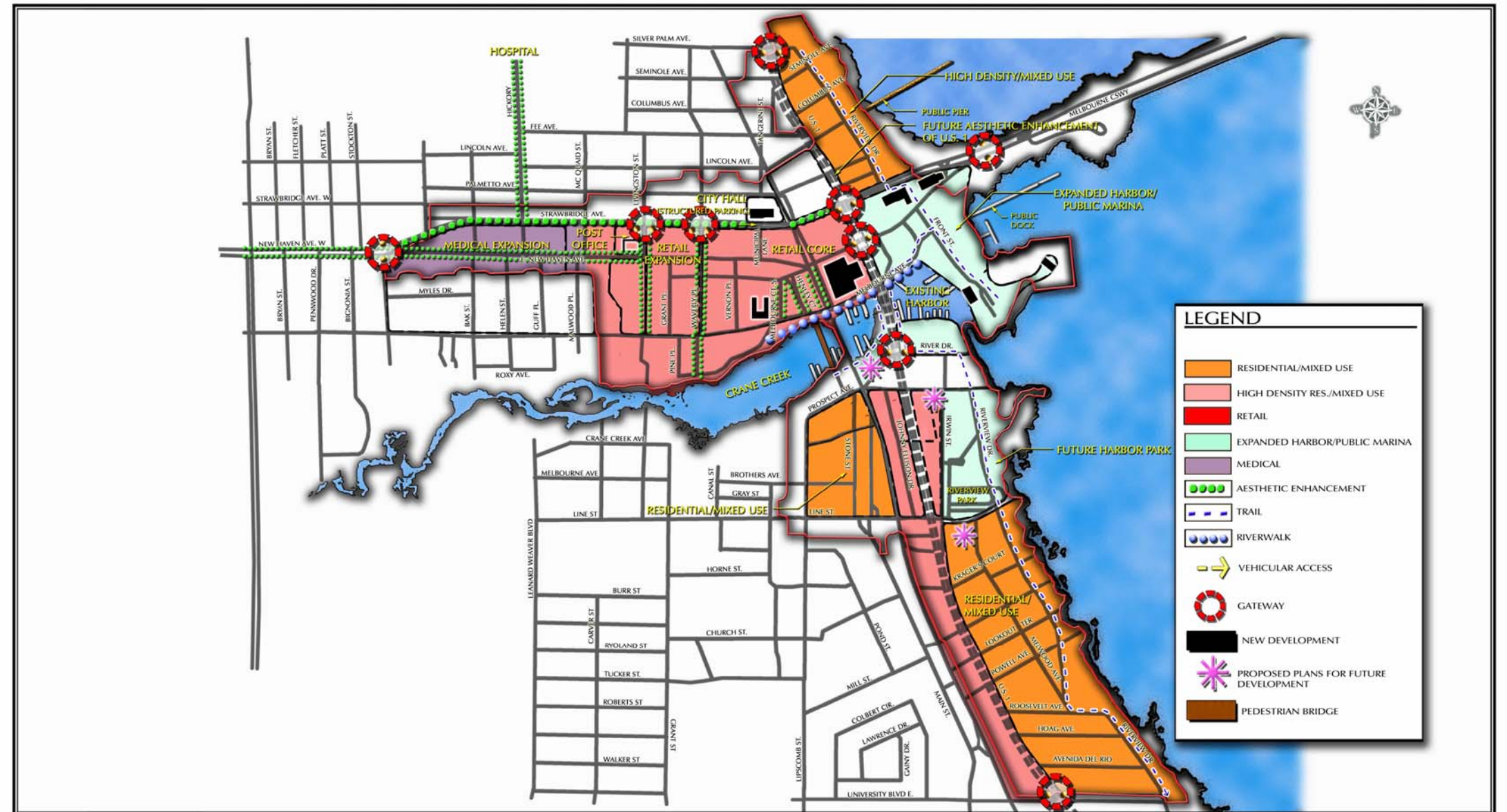
West of the Henegar Center, the RDA is envisioned as becoming part of a bigger medical/hospital district with Hickory Street linking the hospital to New Haven. A new gateway is envisioned at the western intersection of New Haven and Strawbridge (design concepts include the development of a “round-about” or traffic circle).

The North Riverview District is envisioned as a “planned,” mixed-use development encompassing residential and commercial uses (limited retail) linked to the Harbor and Retail Districts by a pedestrian/bike Riverwalk running completely through the RDA (north to south).

The southern expansion area, with a newly redesigned Melbourne Review Park and relocated Marine Institute, is envisioned as redeveloping into a mixed-use, residential/commercial center. The eastern portion of the US 1 corridor will be dominated by boating, a park, and residential developments built to capture the river and park views, while the buildings adjacent to US 1 and north of Line Street will initially be converted into an Arts District. Areas south of Line will be redeveloped into mixed-use developments supporting the residential and commercial needs of the entire southern RDA. The South Melbourne area is anchored by a redeveloped Crane Creek with its mixed office, residential developments and creek-walk/boat slips. The area south of Prospect is envisioned as including a mix of single-family homes with a small commercial center along Brothers Avenue and south Stone Street.

The Redevelopment Plan (Figure 13) envisions the creation of several thousand new residential units throughout the RDA, predominately located within mixed-use developments. It is also envisioned that a percentage of these residential units will be “market grade” ( i.e., affordable workforce housing). The Plan supports the stated land use and economic positioning strategies, including those redevelopment concepts listed earlier. The Plan is not intended to be static. Over time, this Plan should be updated and revised based on changes in the economy, public concerns, and private development proposals. Figure 14 shows the Retail/Harbor District Concept Plan.

Figure 13. CRA Redevelopment Plan



# Melbourne Downtown CRA Redevelopment Plan

## Redevelopment Options

DOWNTOWN CRA  
MELBOURNE, FLORIDA

CONTACT: SUE THOMPSON (941) 926-1730  
AERIAL FLIGHT DATE: NOVEMBER 2002

STRATEGIC PLANNING GROUP, Inc.  
DATE: 24 AUGUST, 2005  
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and Associates, Inc.  
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Figure 14. Retail/Harbor District Concept Plan

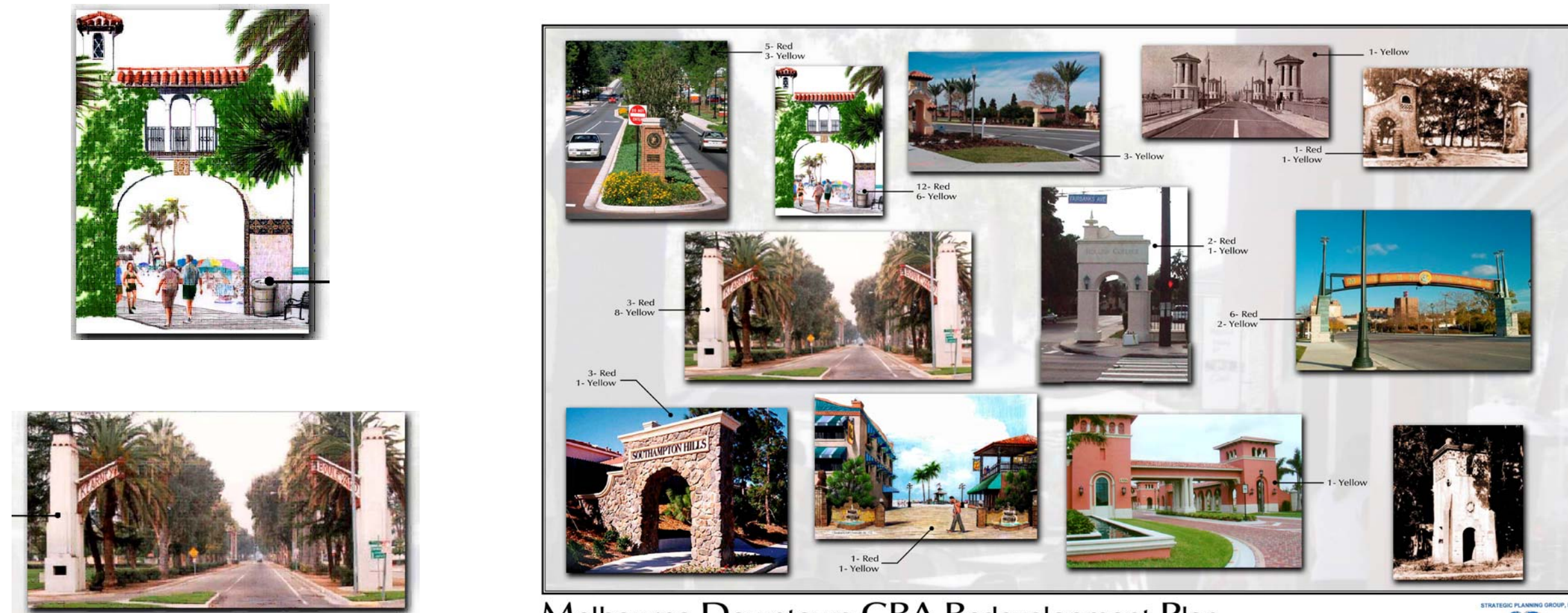


## URBAN DESIGN

Stakeholders were invited to participate in an Urban Design Workshop on May 12, 2005. The purpose of the workshop was to develop consensus on the urban design features of the overall redevelopment plan, as well as serve as guidance to the currently started Phase 3 streetscape effort (continuing streetscape features from Livingston Street to the western boundary of the study area).

### GATEWAYS

Stakeholders were shown different gateways, "entrance features," that would help identify the entrance into various parts of the RDA. There was no overwhelming consensus, as shown in the graphic below.



Melbourne Downtown CRA Redevelopment Plan  
Optional Gateways

MELBOURNE, FLORIDA

CONTACT: SUE THOMPSON (321) 936-1730

The biggest concern was that the gateways provide “visibility” to the area, which is lacking today. In general, the stakeholders desire an arch approved as shown in the graphics on the left.

**SIGNAGE**

Stakeholders were shown several signage alternatives utilized by other successful CRAs (as shown on the right).

Recognizing the importance of signage, stakeholders chose the example below as the perfect style to be used.



Melbourne Downtown CRA Redevelopment Plan  
Optional Signage

**LIGHTING**

Stakeholders reviewed numerous options for streetways improvements, including lighting, as shown in the graphic to the right.

After reviewing numerous alternative options, the community desired keeping the existing lighting design, but improving the lamination (see graphic on the left).



**Melbourne Downtown CRA Redevelopment Plan**

**Optional Lighting**

MELBOURNE, FLORIDA

CONTACT: SUE THOMPSON (941) 936-1730

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**PAVERS**

The community reviewed several alternative “paver” designs. As shown in the graphic to the right, most wanted to use a brick pattern; however, there was no overwhelming consensus as to which pattern should be used (see graphic on right).

The styles most desired are shown below.



**Melbourne Downtown CRA Redevelopment Plan**

**Optional Pavers**

**BUMPOUTS**

Bumpouts are curb extensions at intersections that reduce the roadway width from curb to curb. They "pedestrianize" intersections by shortening crossing distances for pedestrians and drawing attention to pedestrians via raised peninsulas. They also tighten the curb radii at the corners reducing the speeds of turning vehicles.

Bumpouts are good for intersections with substantial pedestrian activity and areas where vertical, traffic-calming measures would be unacceptable because of noise considerations.

**Advantages:**

- ✓ Neckdowns improve pedestrian circulation and space.
- ✓ Through- and left-turn movements are easily negotiable by large vehicles.
- ✓ They create protected, on-street parking bays.
- ✓ They reduce speeds, especially for right-turning vehicles.

**Disadvantages:**

- ✓ Effectiveness is limited by the absence of vertical or horizontal deflection.
- ✓ They may slow right-turning emergency vehicles.
- ✓ They may require the elimination of some on-street parking near the intersection.
- ✓ They may require bicyclists to briefly merge with vehicular traffic.

**Effectiveness:**

Average of 4% decrease in the 85th percentile of travel speeds, from an average of 34.9 to 32.3 miles per hour (combined average for various narrowing measures, taken from a sample of seven sites).

**Similar Measures:**

If a roadway is narrowed at a mid-block location, you have a Choker. Can be easily combined with a Raised Intersection.

**Cost Estimate(s):**

\$40,000 - 80,000 for four corners



**Melbourne Downtown CRA Redevelopment Plan**

**Optional Bump-outs**

MELBOURNE, FLORIDA

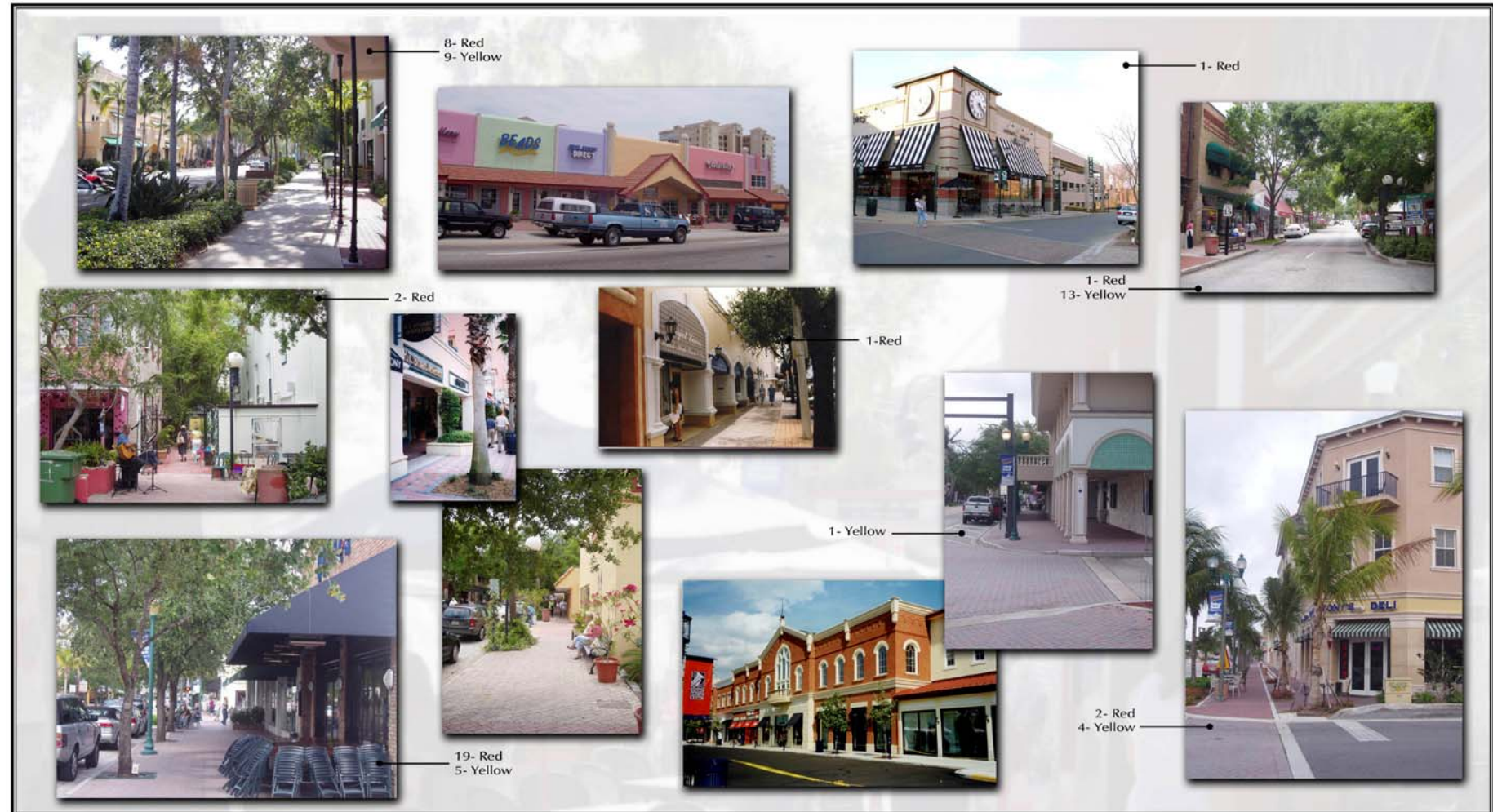
CONTACT: SUE THOMPSON (841) 936-1730

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**TREES and/or AWNINGS**

Downtown Melbourne, due to its geographic location, is hot for most of the year. To increase the comfort of pedestrians by blocking the sun and providing some protection against inclement weather, stakeholders reviewed several awning/tree cover alternatives as shown in the graphic to the right.

The preferred options for trees and/or awnings are shown in the graphics on the left.



**Melbourne Downtown CRA Redevelopment Plan**  
**Optional Trees and/or Awnings**

MELBOURNE, FLORIDA

## BENCHES

Stakeholders were shown several alternative designs for benches to be used in the RDA (as shown in the graphic to the right).

The most preferred style is shown in the graphic below.



## Melbourne Downtown CRA Redevelopment Plan

### Optional Benches

MELBOURNE, FLORIDA

CONTACT: SUE THOMPSON (941) 926-1730

## TRASH RECEPTACLES

Stakeholders were shown various styles of trash receptacles for use within the RDA (graphic to the right).

The two most preferred styles of trash receptacle are shown in the graphics on the left.



## Melbourne Downtown CRA Redevelopment Plan

### Optional Trash Receptacles

MELBOURNE, FLORIDA

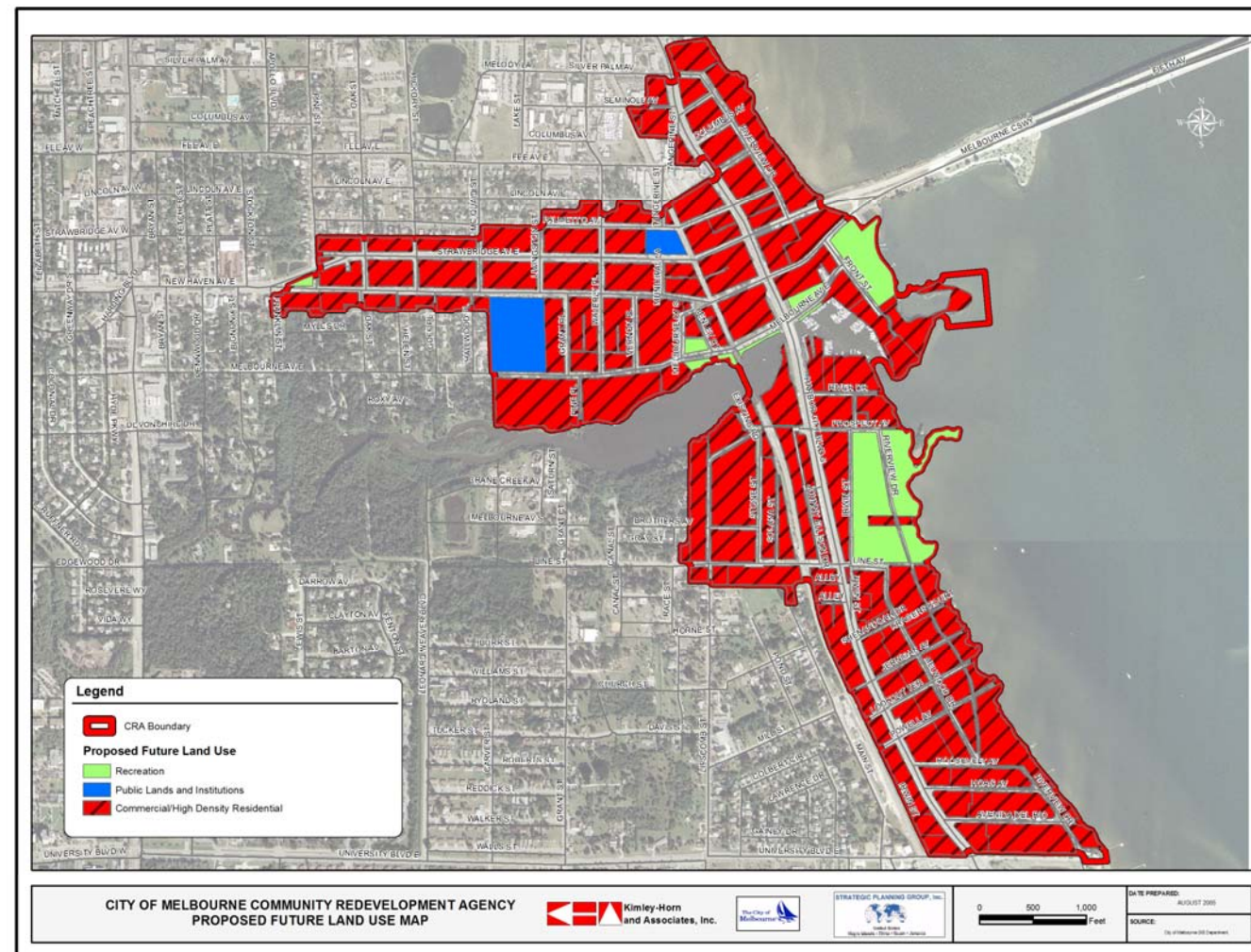
CONTACT: SUE THOMPSON (941) 526-1730

## PROPOSED FUTURE LAND USE AND ZONING DESIGNATIONS

### Future Land Use

As shown in Figure 15, the RDA is proposed to function as an entire Downtown area, and the predominant land use is proposed to be commercial/high-density residential.

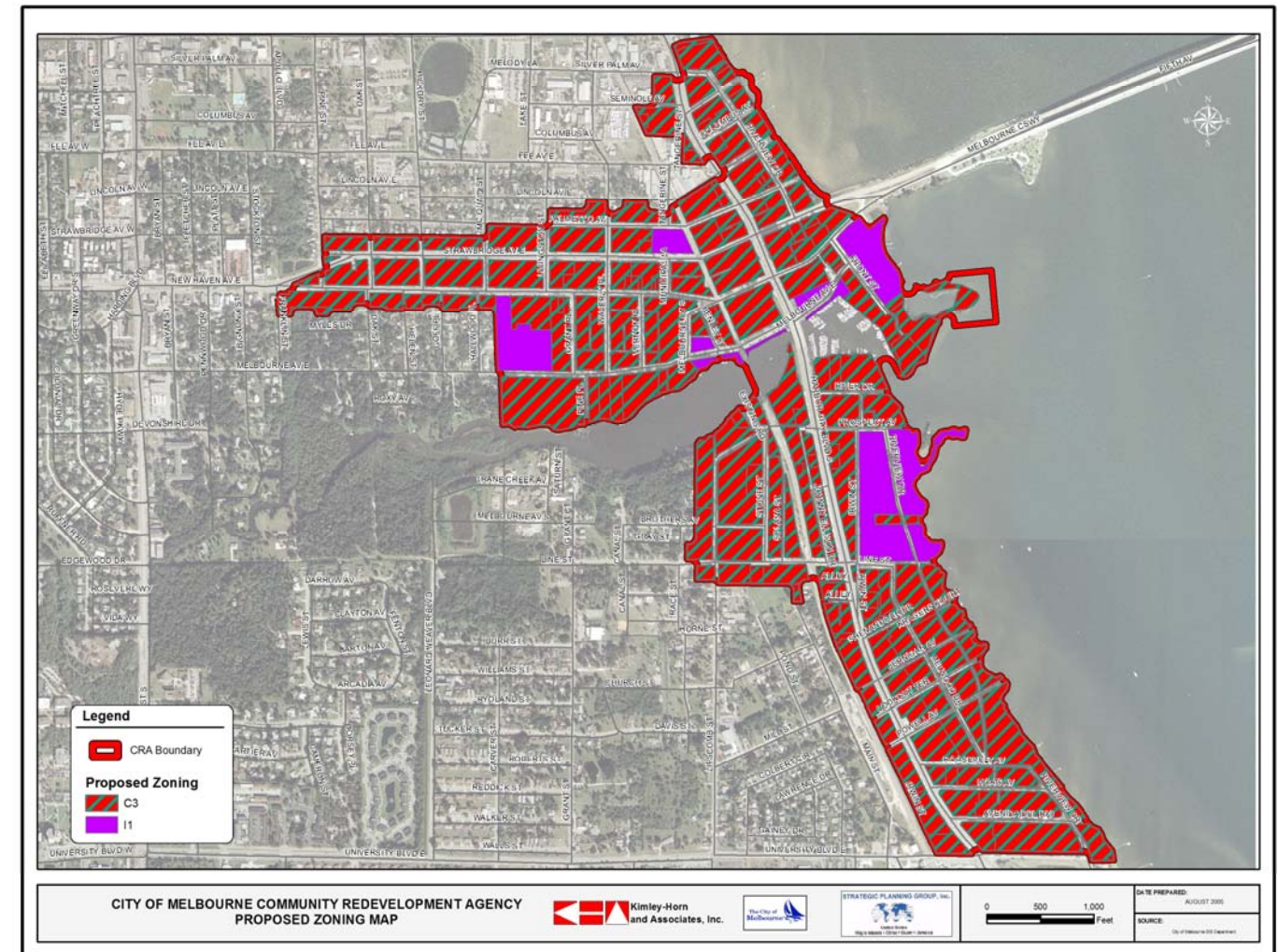
Figure 15. Future Land Use Map



### Zoning Districts

As shown in Figure 16, the predominant zoning district for the RDA is C3.

Figure 16. Proposed Zoning Districts





## IMPLEMENTATION OF REVITALIZATION STRATEGY

Numerous actions are required to implement this redevelopment effort. First, the Plan needs to be approved by the CRA and the City’s Comprehensive Plan needs to be amended to include the Plan and its Future Land Use and Zoning recommendations. Another component of the action Plan is to “return the Harbor to Harbor City.” Earlier this year, the Florida Legislature passed the Working Waterfront Protection Act, which included the request to create strategies preserving recreation and working waterfronts, as well as expediting permits for marinas that set aside boat slips for public use.

The implementation of this planning effort draws heavily on the private sector. The Downtown retail core is envisioned as an upscale retail hub catering to a 10-30 mile service area, as well as the retail outlet for the new population that is anticipated to reside Downtown. To accommodate this latter group, certain retail categories should be considered for the area, including a grocery store, banking institution and drugstore.

### CONSTRUCTION PHASING

The following phase descriptions explain the optimal order for the construction of the Revitalization Strategy elements. The timeframes given are approximations. Timing of construction should respond to opportunities created by private development and the realities of funding strategies.

#### 2005-2006 (Phase 3)

Continue the streetscape and gateway development along Western New Haven and East New Haven, east of US 1, Melbourne Avenue.

#### 2005-2009 (Phase 4)

The phasing is spread over a 25-year implementation period. The first phase should be a “signature phase,” one that indicates the major goals of the Revitalization Strategy. It is for that reason that SPG suggests that the emphasis be the public/private development of the retail/harbor districts, including traffic-calming measures along Melbourne Avenue, creating a true harbor/harbor master/marina complex along the Indian River and a Riverwalk around Crane Creek. A marine institute relocation study would be conducted, as well as studies related to the relocation of the launch facilities of Front Street to Melbourne Riverview Park. A trolley feasibility study needs to be conducted to connect the harbor and the retail districts.

At the same time, Phase 4 should have gateway developments at the entrances to the city and to these districts. Signage can be implemented quickly with limited funds during this phase. Design and construction would commence on changing the parking along New Haven, within the retail hub, from diagonal to parallel. One or more structured parking facilities to be built. During this time, a detailed sidewalk redevelopment plan would be conducted and construction started, especially on Waverly. Part of the upgrading of streetscape features including

benches, trash receptacles, and upgrading lights along the eastern portion of New Haven will begin. A design study for the landscaping of the Strawbridge Avenue median will be started. Also during this time period, a combined City/County/CRA Greenway Trail Master Plan would commence.

The North Riverview District will begin planning studies, including closure of Riverview Drive and linking the area to the Greenway Trail Master Plan.

The southern expansion area to receive façade improvements and begin conversion to an Arts District. The Master Plan for the redevelopment of the Melbourne Riverview Park will be conducted and studies for the paving of unpaved streets within the Tar Heel area will be commenced.

#### 2010-2015 (Phase 5)

Within 10 years, there will be more commercial/residential development within Downtown. Parking will be the pressing issue; hence, SPG recommends that the significant project in Phase 5 should be the construction of the parking deck. This will benefit not only the Downtown commercial development, but governmental parking needs at the City Hall.

During this phase, Strawbridge needs to undergo streetscaping with a landscaped median with appropriate gateways.

Harbor/waterfront development will continue in the southern expansion area. It is envisioned that the Riverwalk expands to the south and the Melbourne Riverview Park master planning and expansion takes place. This expansion includes the relocated launch area from Front Street, appropriate dredging, and other related services.

Streetscape improvements to be designed and implementation started for the southern US 1 Corridor.

#### 2016+ (Phase 6)

With Strawbridge landscaped, SPG would recommend focusing on the feasibility of establishing a roundabout gateway at the New Haven/Strawbridge intersection. It is foreseen that US 1 streetscape efforts would be continuing, as well as future construction of additional parking structures as required.

#### Conclusion

The Revitalization Strategy components should bring remarkable, positive change to Downtown Melbourne. Certainly, these changes will not happen overnight. As the next section, Capital Improvements, explains, this revitalization strategy should be implemented gradually, but steadily, over the next 10-15 years, with economic development, increased visitation, Downtown activity, and enhanced public spaces emerging during this process. If this revitalization strategy is implemented, the next quarter century will be an exciting time in Downtown Melbourne.

As shown in the following Implementation/Capital Improvements table, numerous detailed studies will need to be prepared before construction costs can be determined. It is SPG’s opinion that the full impact of the redevelopment could cost over \$50 million (2004\$) in TIF financing for the operation, maintenance and construction of the requisite improvements.

# CAPITAL PROJECTS PROGRAM

This section shows how the Concept Plan translates to capital improvements, public/private sector opportunities, and program administrative and regulatory requirements. The community should understand that the Redevelopment Agency, working closely with the City and other government entities, will be pursuing multiple elements of the Plan at all times.

IMPLEMENTATION / CAPITAL IMPROVEMENTS	Cost	Source	PHASE 3 - ongoing	PHASE 4											PHASE 5		PHASES 6+7
				2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015 +			
<b>Historic Retail Hub</b>																	
Historic Designation FDOT	staff	City/CRA		█													
Purchase/Place Historic Signage(s)	\$7,500	TIF			█												
Design Construct New Shop Signage	\$100,000	TIF			█	█											
Traffic Management Study- US1/ New Haven and Strawbridge	\$25,000	TIF, FDOT			█												
Gateway Design - Prototype	\$5,000	TIF			█												
Gateway US1/Prospect	\$30,000	TIF, FDOT			█	█											
Gateway - US1/Strawbridge	\$30,000	TIF, FDOT			█	█											
Gateway Designs - Strawbridge	\$30,000				█	█											
Strawbridge Improvement Planning Study	\$10,000	TIF, FDOT			█	█											
Establish Façade Grant Program (annual)	\$100,000 annual	TIF			█	█	█	█	█	█	█	█	█	█	█	█	
Upgrade lights, benches, trash holders	to be determined	TIF			█	█	█	█	█	█	█	█	█	█	█	█	
Design Parallel Parking on New Haven	to be determined	TIF, FDOT			█	█											
Construct New Parking and widen sidewalk	to be determined	TIF, FDOT			█	█	█	█	█	█	█	█	█	█	█	█	
Pedestrian/Sidewalk Plan/Construct (Waverly et al.)	to be determined	TIF, FDOT Federal			█	█	█	█	█	█	█	█	█	█	█	█	
New Haven Streetscape Upgrade Design/Construct	to be determined	TIF, FDOT Federal			█	█	█	█	█	█	█	█	█	█	█	█	
Parking Structure (s)	to be determined	TIF, FDOT			█	█	█	█	█	█	█	█	█	█	█	█	
Annual Grant to Mainstreet to Promote Retail Expansion from Strawbridge to Crane Creek	\$50,000 annual	TIF			█	█	█	█	█	█	█	█	█	█	█	█	
<b>Harbor District</b>																	
Stormwater Master Plan	to be determined	TIF, City, County, State			█	█											
Marina Design Master Plan	to be determined	TIF, City, County, State			█	█											
Marina Infrastructure Construction	to be determined	TIF, City, County, State			█	█	█	█	█	█	█	█	█	█	█	█	
Harbor Master Facility/docks	to be determined	TIF, City, County, State			█	█	█	█	█	█	█	█	█	█	█	█	
Relocate Marine Institute	to be determined	TIF, City, County, State			█	█	█	█	█	█	█	█	█	█	█	█	
Relocate Launch Area to Melbourne Riverview Park	to be determined	TIF, City, County, State			█	█	█	█	█	█	█	█	█	█	█	█	
Establish Trolley Between Harbor and Retail District - annual contribution	\$75,000 - \$100,000	TIF, FDOT			█	█	█	█	█	█	█	█	█	█	█	█	
Dredging																	
<b>Melbourne Avenue</b>																	
Melbourne Avenue Traffic Calming Preliminary Design Study	\$25,000	TIF, FDOT			█	█											
Construct New Melbourne Multi-Use Corridor	to be determined	TIF, FDOT			█	█	█	█	█	█	█	█	█	█	█	█	
<b>West New Haven</b>																	
Streetscape/Gateway Construction	\$1,990,000	TIF, FDOT			█	█	█	█	█	█	█	█	█	█	█	█	
Create Hospital Gateway along Hickory	staff				█	█											
Round about Study @ New Haven/Strawbridge	\$50,000	TIF, FDOT Federal			█	█	█	█	█	█	█	█	█	█	█	█	
<b>North Riverview</b>																	
North Riverview Dr Closure Study	\$25,000	TIF, FDOT			█	█											
Promote District for single development	to be determined	TIF			█	█											
<b>South Melbourne</b>																	
Design/Construct Southern Creekfront Walk	developer				█	█	█	█	█	█	█	█	█	█	█	█	
Pedestrian Bridge Design/Construct	\$100,000	TIF, FDOT			█	█	█	█	█	█	█	█	█	█	█	█	
<b>US 1 Corridor</b>																	
Melbourne Riverview Park Master Plan	\$125,000	TIF, State, Grants			█	█											
Dredging	to be determined	TIF, State, Grants			█	█											
Streetscape Plan	to be determined	TIF, FDOT			█	█	█	█	█	█	█	█	█	█	█	█	
Streetscape Implementation	to be determined	TIF, FDOT			█	█	█	█	█	█	█	█	█	█	█	█	
Pave roads within Tar Heel	to be determined	City, TIF, FDOT			█	█	█	█	█	█	█	█	█	█	█	█	
Arts District Annual Grant	\$50,000 annual	TIF, City, Grants			█	█	█	█	█	█	█	█	█	█	█	█	
Establish Façade Grant Program (annual)	\$100,000 annual				█	█	█	█	█	█	█	█	█	█	█	█	
<b>Greenway/Trail</b>																	
Greenway/Trail Master Plan	\$75,000	TIF, City, County, State			█	█											
<b>Notes</b>																	
Planning Elements				█	█												
Construction				█	█												
Ongoing efforts				█	█												

The Community Redevelopment Plan contains projects consisting of public, private and joint public/private efforts that may take up to forty (40) years to complete, although the Plan's goal is to complete the majority of the listed objectives within a 25-year period. It is critical that the City incorporates a sound project implementation strategy to accomplish the most effective results in terms of addressing the community's needs while stimulating private sector investment. It is also important that the redevelopment program is flexible enough to take advantage of unforeseen opportunities, such as private-sector development initiatives or newly created government programs and funding sources which may provide additional leverage for tax increment financing.

The chart on the previous page highlights the major Capital Improvement Program (CIP) elements of the Redevelopment Plan. While the entire CIP costs cannot be estimated at present, the CRA should be planning for a \$25-50 million CIP infusion to fully redevelop the RDA.

## REVENUE PROJECTIONS

Tax increment financing is the most popular method for cities throughout the country to redevelop urban areas through public improvements that promote private sector activity. Although the legal requirements are complex, the basic concept is relatively simple.

In tax increment financing, property values in certain defined areas are capped or frozen at the assessed value for the particular base year. Thereafter, any tax revenues that result from increases in value in excess of the base are dedicated to the Redevelopment Area. The City and the County both continue to receive property tax revenues based on the frozen value. These base revenues are available for general government purposes.

The tax increment revenues can be used immediately, saved for particular projects, or can be bonded to maximize the funds available. Any funds received from a tax increment district, however, must be used for the redevelopment of the area and not for general government purposes.

In the early 1980's, many Florida cities established Community Redevelopment Agencies to facilitate the redevelopment of urban areas. As the tax increments have increased, many redevelopment areas now have sufficient revenues to support significant levels of bonds.

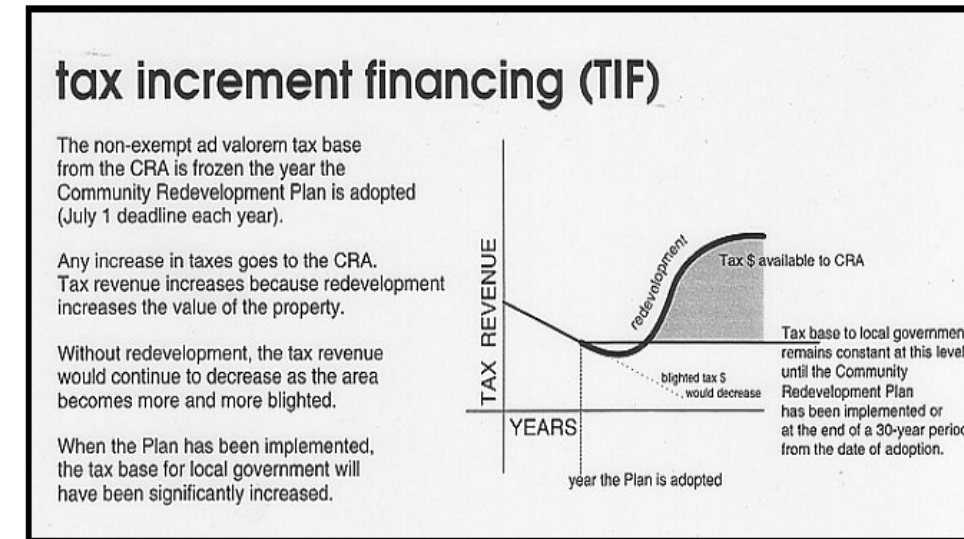
### History of Tax Increment Financing

Tax increment financing was originally developed over 30 years ago as a method to meet the local match requirements of federal grant programs. With the reduction in federal funds available for local projects, however, tax increment financing is standing on its own as a method to finance local redevelopment. State law controls tax increment financing. Because of this control, tax increment financing takes on a number of different techniques and appearances throughout the country.

In Florida, tax increment financing is derived from the Community Redevelopment Act of 1969, which is codified as Part III, Chapter 163 of the Florida Statutes. This act provided for a combination of public and private redevelopment efforts, but did not authorize the use of tax increment financing. The Act was amended in 1977 to allow tax increment financing. Under the Statutes, municipalities must go through a number of steps to establish a redevelopment area and implement a tax increment district.

Upon approval of the governing body a trust fund for each Community Redevelopment Area may be established. The revenues for the trust fund are obtained by allocating any increases in taxable assessed value to the Area. The assessed value of the district is "frozen" and any increases (the tax in-

crement revenues) are available for improvements to the Area. The tax collector collects the entire property tax and subtracts the tax on the base value, which is available for general government purposes. Of the remaining tax increment revenues, 95% are deposited to the Trust Fund. The remaining 5% is kept by the local government as a collection fee.



### Downtown Melbourne TIF History

The RDA has an estimated assessed property value of approximately \$110.6 million (\$77.6 million for the older portion of the RDA and \$33 million for the newly added southern portion). While the southern portion has just been added to the RDA, the northern or historic portion of the RDA has experienced a 29% increase in assessed values over the last five years.

The use of TIF funding is limited according to Florida Statutes as described below.

DOWNTOWN REDEVELOPMENT FUND				
COMPUTATION OF 2005-2006 TAX INCREMENT REVENUE				
	2002-03	2003-04	2004-05	2005-06
Assessed Valuation*	\$65,814,960	\$68,138,340	\$77,655,470	\$84,993,046
1982 Assessed Valuation (Base Year)	-\$23,595,020	-\$23,595,020	-\$23,595,020	-\$23,595,020
	\$42,219,940	\$44,543,320	\$54,060,450	\$61,398,026
<b>Tax Increment Revenue</b>	<b>\$359,870</b>	<b>\$375,154</b>	<b>\$457,769</b>	<b>\$517,330</b>
*Property values have been estimated at 9.5% above current year values.				
	<b>Proposed Millage</b>	<b>2005 Incremental Assessed Valuation</b>	<b>Revenue Allocable to Trust</b>	<b>Tax Increment Revenue</b>
City of Melbourne	4.7415*	\$61,398,026	95%	\$276,563
Brevard County - General	4.1278**	\$61,398,026	95%	\$240,767
	<b>8.8693</b>			<b>\$517,330</b>
*Proposed Melbourne Millage Rate				
**2005 Adopted Brevard County General Millage Rate				

### **Type of Expenses Allowed**

There are five major types of expenses allowed under Section 163 .387(6) Florida Statutes (F.S.) for tax increment revenues.

1. Establishment and Operations - they can be used for the implementation and administrative expenses of the Community Redevelopment Agency.
2. Planning and Analysis - they can then be used to develop the necessary engineering, architectural, and financial plans.
3. Financing - the revenues may be used to issue and repay debt for proposed capital improvements contained in the Community Redevelopment Plan.
4. Acquisition - the revenues may be used to acquire real property.
5. Preparation - finally, the revenues may be used for site preparation, including the costs of relocation for existing residents.

According to Section 163.370 (2) F.S. however, the funds may not be used for the following purposes:

1. To construct or expand administration buildings for public bodies, unless each taxing authority involved agrees.
2. Any publicly-owned capital improvements which are not an integral part of the redevelopment if the improvements are normally financed by user fees, and if the improvements would have otherwise been made without the Redevelopment Agency within three years.
3. General government operating expenses unrelated to the Redevelopment Agency.

## **ADDITIONAL FUNDING OPTIONS**

### **The Home Investment Partnership (HOME)**

Overview: This is an annual formula grant to local governments. It was enacted as part of the 1990 Redevelopment Agency and National Affordable Housing Act to provide states with their first opportunity to administer federally funded homeownership and rental housing programs. These funds may be used for new construction, rehabilitation, land acquisition, site improvements, and tenant-based rental assistance. The State's HOME program is administered by the Florida Housing Finance Corporation, with priority given to projects located in communities that have not received direct HOME funding.

### **The Safe Neighborhood Act – Chapter 163.502, F.S.**

Overview: Neighborhood improvement districts created pursuant to the Act may request a planning grant for the State's Safe Neighborhood Trust Fund on a 100% matching basis. The District may also authorize the levying of an ad valorem tax of up to 2 mills annually on both real and personal property.

### **Community Development Corporation Support and Assistance Program**

Agency: Florida Department of Community Affairs  
 Types of Projects: Administrative support for organizations involved in economic development and neighborhood revitalization  
 Dollar Amount: Approximately \$40,000 - \$50,000 Annually  
 Match: None  
 Deadline: Spring

### **Florida Recreation Development Assistance Program**

Agency: Florida Department of Environmental Protection  
 Types of Projects: Acquisition or development of land for public outdoor recreation projects  
 Dollar Amount: \$50,000 - \$150,000  
 Match: Zero match for \$50,000; 25% match up to \$150,000; 50% over \$150,000  
 Deadline: Late August-Special Preparations Public Hearings  
 Bureau of Design and Recreation Services, Division of Recreation and Parks, Florida Department of Environmental Protection  
 3900 Commonwealth Blvd  
 Mail Station 585  
 Tallahassee, Florida 32399-3000  
 Phone: 850-488-7896 Suncom: 278-7896  
 Fax: 850-488-3665

### **TEA 21/TEA 3**

Agency: Metropolitan Planning Organization/Florida Department of Transportation/Federal Highway Administration  
 Types of Projects: Highway beautification, historic preservations, scenic roadways, bike and pedestrian facilities, rehabilitation and operation of historic transportation studies, preservation of abandoned railway corridors, control and removal of outdoor advertising, archeological planning and research, mitigation of water pollution due to highway runoff.  
 Dollar Amount: Varies  
 Match: 10% non-federal funds  
 Deadline: TBA

### **Title V Community Organizing Programs**

Agency: Office for Juvenile Justice Delinquency Program Agency  
 Types of Projects: Neighborhood organizing and planning, community outreach  
 Dollar amount: \$50,000  
 Match: 50%  
 Strings/limitations: Support newly formed groups working toward juvenile crime prevention  
 Deadline: Spring  
 Leveraging: CDBG  
 Special Preparations: Neighborhood group organized

### **The Good Neighbor Program**

Agency: Administration Public Buildings Service, U.S. General Services (GSA)

Overview: The General Services Administration (GSA) Public Building Service is the Federal Government's largest civilian landlord. GSA provides 40% of all federal office space in government-owned buildings and space leased from the private sector; more than 250 million square feet, for more than a million federal agencies, and community groups to provide safe public environments in federal buildings and surrounding neighborhoods and attract people to downtowns; offer free or at-cost space restaurants, shops and activities (farmers' markets, festivals, concerts, and exhibits) in federal facilities and outdoor plazas; provide excess federal property for public use; and participate in local community revitalization and planning efforts.

Phone: 202-501-1100

Internet: [www.goodneighbor.gsa.gov](http://www.goodneighbor.gsa.gov)

### **SuperNOFA**

Agency: U.S. Department of Housing and Urban Development (HUD)  
 Overview: HUD changed its grant application process in FY 1998 and will no longer issue a separate Notice of Funding Availability (NOFA) for each grant Program. Instead, the competitive grant programs are being announced in three SuperNOFAs – Housing and Community Development, Economic Development and Empowerment, and Targeted Housing and Homelessness Assistance. Each SuperNOFA provides grant applicants with a complete list of HUD competitive funds available in a given year to address a particular issue. The process also standardizes the application and selection processes. By implementing the SuperNOFA approach, HUD hopes applicants will be better able to design comprehensive, coordinated strategies that effectively address the complex problems facing their communities. In turn, HUD will move from an organization of a separate program office with isolated programs to one HUD with one mission – empowering people to develop viable urban communities that provide a suitable living environment for all.

Phone: 800-HUD-8929, SuperNOFA Information Ctr.

Internet: [www.hud.gov](http://www.hud.gov)

## Community Development Block Grant (CDBG) Program

Agency: U.S. Department of Housing and Urban Dev.

Overview: CDBG provides annual formula grant funds to entitled metropolitan cities (50,000 or more people) and urban counties (20,000 or more people) and to states for distribution to non-entitled communities to carry out a wide range of community development activities; public and improvements (streets, sidewalks, sewers, and water systems); public services for youths, seniors, or the disabled; crime reduction initiatives; homeless and housing services; and direct assistance and technical assistance to for-profit businesses (including micro enterprises).

Phone: 202-708-1871-Financial Management Division

Internet: www.hud.gov

## Empowerment Zone/Enterprise Community (EZ/EC) – Sustainable Development Workshops

Overview: The U.S. Department of Energy conducts 1-day workshops on concepts and opportunities for sustainable development within EZ/ECs. The workshops are designed to explore the social history of sustainable development; the costs and effects of non-sustainable practices within communities; examples of successful sustainable development projects; and the strategies, resources, and tools available to local communities to integrate sustainable development in their planning process.

## Recreational and Parks Technical Assistance Services

Agency: Bureau of Design and Recreation Services, FDEP

Overview: Technical assistance available to all Florida municipal and county governments, including professional consultation on recreation and park-related issues and concerns. Office staff provide referrals and access to a vast array of informational resources regarding these topics.

Contact: Advisory Services Manager, Bureau of Design and Recreation Services, Division of Recreation and Parks, Florida Department of Environmental Protection, 3900 Commonwealth Boulevard, Mail Station 795

Tallahassee, FL 32399-3000

Phone: 850-488-3538 Suncom: 278-3538

Fax 850-488-3665

## Florida Greenways and Trails Programs

Agency: Florida Department of Environmental Protection

Types of Projects: Acquisition of property for linear corridors, open space connectors and trails

Dollar Amount: \$12,000 - \$5,500,000

Match: None required

Deadline: June

Special preparations: willing seller

## FDOT Highway Beautification Grants

Overview: Annual state highway beautification program. With a \$15,000 annual limit, projects may be phased over several years. Excellent source of funding for improvements on federal and state highways.

## OTHER FUNDING SOURCES

**Special Assessment Districts** - The City of Melbourne could also establish special assessment districts and Municipal Service Benefits (MSBU) for the purpose of funding various capital improvements within an area or for the construction of a particular project.

**CDBG Commercial Revitalization Grants** - Funding may be used for planning, design and construction of infrastructure that supports commercial revitalization or strategic planning initiatives for redevelopment and revitalization of commercial properties contained in targeted areas of low-to-moderate income.

**State Housing Initiatives Partnership (SHIP) Program**- This is a block grant provided to local eligible governments to allow them to implement locally designed housing programs. The SHIP program provides funds for use under the Homeownership Assistance Program. The Florida Affordable Housing Guarantee Program, the Affordable Housing Catalyst Program, and the State Apartment Incentive Loan (SAIL).

This program offers low-interest mortgage loans to for-profit and not-for-profit developers of new apartment projects that set aside a minimum of 20% of their units for households with incomes at or below 50% of applicable median income, or a minimum of 40% of their units for households with incomes at or below 60% of applicable median income. Loans are generally limited to not more than 25% of total project cost and have a maximum term of twenty-five (25) years. The Florida Housing Finance Agency (FHFA) and the Florida Department of Community Affairs administer the program. Loan recipients are selected through a competitive application process.

**The Homeownership Assistance Program (HAP)** - HAP assists low-income persons in purchasing a home by providing zero interest second mortgage loans in the amount of \$1,700 to be used for down payment and closing costs associated with financing a mortgage loan under the Single Family Mortgage Revenue Bond Program. The borrower must be approved by a participating lender in order to receive a HAP loan and have a total annual income less than 80% of the state or local median income, whichever is greater. As of 1992, the program was expanded to include construction loans to not-for-profit builders of for-sale housing and permanent second mortgage loans to low-income buyers of those homes. The Florida Housing Finance Corporation (FHFC) and the Florida Department of Community Affairs administer the program.

**The Home Investment Partnership (HOME)** - This is an annual formula grant to local governments. It was enacted as part of the 1990 Redevelopment Agency and National Affordable Housing Act to provide states with their first opportunity to administer federally funded home ownership and rental housing programs. These funds may be used for new construction, rehabilitation, land acquisition, site improvements, and tenant based rental assistance. The State HOME program is ad-

ministered by the Florida Housing Finance Corporation, with priority given to projects located in communities that have not received direct HOME funding.

**The Low Income Rental Housing Tax Credit (LIHTC)** - This program provides developers of low-income housing with a dollar-for-dollar reduction in federal tax liability in exchange for the production of low-income rental housing. The amount of tax credits a developer is eligible for is directly related to the number of qualified low-income units which meet federal rent and income requirements within a development. Madison Green, a 200-unit, affordable housing apartment complex is being constructed along State Road 100 within the CRA utilizing LIHTC Funding.

**Industrial Revenue Bonds** - Industrial revenue bonds may be used to finance industrial and some commercial projects. The primary emphasis on such projects is the creation of jobs and, as a consequence, speculative ventures are not normally financed by these means. The City typically issues such bonds, with repayment pledged against the revenues of the private enterprise being funded. IRB's are tax-exempt, and consequently, are typically three percentage points below prevailing interest rates.

**Florida Communities Trust (FCT) Fund Grant** - This grant program was established for environmental land acquisition. Ten percent of the grant proceeds are distributed from the Preservation 2000 program. This is an excellent funding source for land acquisition, if necessary, when developing the regional trail system.

**Florida Inland Navigational District Funding (FIND)** - FIND funding is available for assistance in stormwater improvements.

**St. Johns River Water Management District (SJRWMD) Funds**- SJRWMD funding is available for assistance in storm water improvement projects, which would be beneficial for redevelopment projects that contain areas identified as having drainage deficiencies.

**Direct Borrowing from Commercial Lenders** - The Redevelopment Agency is also authorized to fund redevelopment projects and programs through direct borrowing of funds. Depending on the funding requirements of the particular project(s), the Redevelopment Agency may utilize both short-term and long-term borrowing. Although terms and conditions may have a direct bearing on use of a particular commercial

lending institution, the Redevelopment Agency will generally attempt to secure the lowest available interest rate.

**Private Contributions-** Voluntary contributions by private companies, foundations and individuals are a potential source of income to the Redevelopment Agency. Although such contributions may account for only a small portion of redevelopment costs, they do provide opportunities for community participation with positive promotional benefits.

## STATUTORY REQUIREMENTS

### Restrictions

The CRA shall not be authorized to pledge the full faith and credit of the City of Melbourne, or to guarantee the indebtedness of any person performing any work or providing any labor or service in connection with any redevelopment project, or to otherwise obtain funds from any source or in any redevelopment project, or to otherwise obtain funds from any source or in any manner not specifically authorized in the Plan, the Act or the provisions of applicable law.

### Relocation Assistance

The City will formulate a relocation assistance policy to provide equitable treatment for all property owners and tenants in the event of displacement resulting from property acquisition by the Redevelopment Agency. It is anticipated that property acquisitions within the redevelopment area will primarily occur through private enterprise. Private-sector land acquisition and redevelopment projects are not subject to the same provisions. If a voluntary sale is made, relocation of occupants, whether tenants or owners, is the responsibility of the parties to that sale. In the case of tenants displaced as a consequence of a voluntary sale, the Redevelopment Agency, if requested, will assist by providing technical assistance and by referring the displaced parties to known local private and public housing providers to assure that replacement housing is available to them.

### Element of Residential Use

There are rental and owner-occupied, single-family residential uses of various types and character in existence in the Redevelopment Area at the time of this writing. It is a matter of policy that the efforts undertaken by the Agency, as described in this Redevelopment Plan, are intended to cure areas of blight and enhance a high quality of residential use, particularly with regard to developing and maintaining sustainable neighborhoods. Should any residential units be relocated, the CRA will prepare a relocation study to find suitable affordable housing. While the CRA itself is not anticipated to be a developer of housing, the Redevelopment Plan shows developers ultimately adding considerable residential units to the City's housing inventory.

### Plan Approval

In accordance with Section 163.360, F.S., the Community Redevelopment Agency shall submit any Redevelopment Plan it recommends for approval, together with its

written recommendations, to the governing body. The governing body shall hold a public hearing on the Redevelopment Plan after public notice thereof by publication in a newspaper having a general circulation in the area of operation of the county or municipality. The notice shall describe the time, date, place, and purpose of the hearing, identify generally the redevelopment area covered by the Plan, and outline the general scope of the Redevelopment Plan under consideration. Following such a hearing, the governing body may approve the Redevelopment Plan, therefore, if it finds that:

A feasible method exists for the location of families who will be displaced from the redevelopment area in decent, safe, and sanitary dwelling accommodations within their means and without undue hardship to such families;

The Redevelopment Plan conforms to the general or Comprehensive Plan of the county or municipality as a whole;

The Redevelopment Plan gives due consideration to the provision of adequate park and recreational areas and facilities that may be desirable for neighborhood improvement, with special consideration for the health, safety, and welfare of children residing in the general vicinity of the site covered by the Plan; and

The Redevelopment Plan will afford maximum opportunity consistent with the sound needs of the county or municipality as a whole, for the rehabilitation or redevelopment of the redevelopment area by private enterprise.

Upon approval by the City Council, the Redevelopment Plan shall be considered in full force and effect for the respective redevelopment area. The City may then cause the Community Redevelopment Agency to carry out the implementation of the Plan.

### Duration of Plan

The provisions of this Plan shall remain in effect, and serve as a guide for the future redevelopment activities in the entire designated DOWNTOWN MELBOURNE Community Redevelopment Area through 2045.

### Amendment of Plan

The Redevelopment Plan may be modified, changed, or amended at any time by the City Council in accordance with the requirements of Section 163.361, F.S.

### Safeguards And Retention of Control

This Redevelopment Plan is the guiding document for future development, redevelopment and ancillary programs, projects, and activities in and for the Redevelopment Area. In order to assure that redevelopment will take place in conformance with the projects, objectives and action strategies expressed in this Plan, the Redevelopment Agency will utilize the regulatory devices, instruments and systems used by the City of Melbourne to permit development and redevelopment within its jurisdiction. These regulatory devices, etc., include but are not limited to the Comprehensive Plan, the Land Development Code, adopted

design guidelines, performance standards and City-authorized development review, permitting and approval processes and any other adopted codes, standards and policies. In accordance with the requirements of Section 163.362 (2)(b), F.S., the City's regulatory controls determine the limitations on building height, structure size and use. The Redevelopment Plan sets forth proposed uses in the description of the Concept Plan and illustrates them on the accompanying maps. The Melbourne City Council retains the vested authority and responsibility for:

- ✓ The power to grant final approval to Redevelopment Plans and modifications;
- ✓ The power to authorize issuance of revenue bonds as set forth in Section 163.385, F. S.;
- ✓ The power to approve the acquisition, demolition, removal or disposal of property as provided in Section 163.370 (3), F .S.; and
- ✓ The power to assume the responsibility to bear loss as provided in Section 163.370(3), F .S.

The Redevelopment Agency shall provide adequate safeguards or any other provisions necessary to carry out the goals and objectives of the Redevelopment Plan to ensure that all leases, deeds, contracts, agreements, and declarations of restrictions relative to any real property conveyed shall contain restrictions and/or covenants to run with the land and its uses.

### Reporting Requirements

The Community Redevelopment Agency shall comply with the reporting requirements of Section 163.356 (3) (c), F.S. This includes filing a report of its activities for the preceding fiscal year with the Auditor General on or before March 31st of each year and with the City Council. The report shall include a complete financial statement setting forth its assets, liabilities, and income and operating expenses as of the end of such fiscal year. Additionally, the Agency shall comply with the auditing requirements, as set forth in Section 163.387(8), F.S., which mandates an independent financial audit of the Redevelopment Agency Trust Fund each fiscal year and a report of such audit.

## Severability

Should any provision, section, subsection, sentence, clause, or phrase of this Plan be declared by the courts to be invalid or unconstitutional, such declaration shall not affect the validity of the remaining portion or portions of this Plan.

## CRA TERMINOLOGY

The following terms shall have the meaning described unless the context otherwise requires:

- A. Act: “The Community Redevelopment Act of 1969”, as set forth in paragraph 163.330 et seq Florida Statute 189, as the same may be amended from time to time.
- B. Agency: The DOWNTOWN MELBOURNE Community Redevelopment Agency for the City of Melbourne designated in accordance with the Act.
- C. City: The City of Melbourne, Florida, and all departments, bureaus and agencies thereof.
- D. City Council: The body politic, as the same shall be from time to time constituted, charged with the duty of governing the City of Melbourne.
- E. Comprehensive Plan: The adopted Comprehensive Plan used to guide the future development of the City of Melbourne as approved by the City of Melbourne and as may be amended from time to time hereafter.
- F. County: The County of Brevard, Florida, and all departments, bureaus and agencies thereof.
- G. Density residential: Residential density is the number of dwelling units in a structure divided by the area in acres of the parcel of land on which development approval is being sought.
- H. Floor Area Ratio Net (FAR): Floor area ratio is the ratio of the area of the principal uses or use as a structure, exclusive of stairwells, halls, corridors, lobbies, patios, balconies, elevators, equipment and mechanical rooms, and enclosed interior vehicular parking or loading areas, which are designed and constructed as an integral function of the structure or building for which development approval is being sought, to the area of the development parcel or building site.
- I. Improvements: Buildings, structures, and other improvements (including, without limitation, subsurface structures and foundations and public improvements) constructed, erected, or placed or to be constructed, erected, or placed on any real property in the redevelopment area.

- J. Open Spaces: Any parcel of land or water essentially unimproved and set aside, dedicated, designated or reserved for public or private use or enjoyment or for the use or enjoyment of owners and occupants of land adjoining or neighboring such open space.
- K. Owner: Any person owning real property within the Redevelopment Area.
- L. Person: Any individual, firm, partnership, corporation, company, association, joint stock association or body politic, including any trustee, receiver, assignee or other person acting in a similar representative capacity.
- M. Plan: This Community Redevelopment Plan as the same may be amended from time to time.
- N. Planning Commission: The Planning and Land Development Regulation Board of the City of Melbourne.
- O. Redevelopment Area: The slum and blighted area, or combination thereof, which is to be redeveloped by the Agency in accordance with the Plan, comprising that area of the City particularly described in the “Inventory” Section of this report herein, and set forth and adopted by the City of Melbourne Resolution 1937.
- P. Project: The undertakings and activities of the Agency or any person in the Redevelopment Area for the elimination and prevention of the development or spread of slum and blight as encompassed by this Plan.
- Q. Public Improvements: All public utilities, structures and other public improvements including, without limitation, overpasses or underpasses, bridges, streets, gutters, sidewalks, street lights, sewers, storm drains, traffic signals, water distribution systems, electrical distribution systems, telephone systems, curbs, buildings, parks, playgrounds, plazas, recreation areas, off street parking areas, elevated parking decks or garages, landscape areas, waterways and related facilities.
- R. Real Property: Land, including land underwater and waterfront property, buildings, structures, fixtures, and improvements on the land; and property appurtenant to or used in connection with the land; every estate, interest, privilege, easement, franchise, and right in land, including, but not limited to, rights-of-way, terms for years, and liens, charges, or encumbrances by way of judgment, mortgage and otherwise the indebtedness secured by such liens.
- S. State: The State of Florida.
- T. Zoning Ordinances: The Zoning Ordinances of the City of Melbourne as the same presently exist and may be amended from time to time hereafter.

## SOUTH CRA LEGAL DESCRIPTION

A SERIES OF Parcels, Lots, and Rights-of-way located within Township 28 South, Range 37 East, Sections 2, 3, 10, and 11, Melbourne, Brevard County, Florida, being more particularly described as follows:

Commence and Begin at the intersection of the West line of Lot 4, Metcalf’s Unrecorded Plat of Wright Brother’s Tract, as recorded in Deed Book 70, Page 142, and the Southern bank of Crane Creek; thence run and meander East and North along the South bank of Crane Creek for a distance of 2,100 feet more or less to a point, said point being the intersection of the South bank of Crane Creek and the East line of Lot 14, Block 1, Crane Cliff Subdivision as recorded in Plat Book 2, Page 32; thence continue and meander South and East along the West bank of the Indian River Lagoon for a distance of 7,100 feet more or less to a point, said point being the intersection of the West bank of the Indian River Lagoon and the South line of lands described in ORB 3991, Page 2192; thence run West along the South line of said 3991/2192 for a distance of 220 feet more or less to a point, said point lying along the East Right-of-way line of Riverview Drive (R/W varies); thence run Northwesterly along the East line of Riverview Drive for a distance of 20 feet more or less to a point, said point being the Easterly projection of the South Right-of-way of University Boulevard (R/W varies); thence run West along the South Right-of-way of University Boulevard for a distance of 1,480 feet more or less to a point, said point being the intersection of the Westerly extension of the South Right-of-way line of University Boulevard and the East Right-of-way line of the Florida East Coast Railroad (FECRR—R/W varies); thence run Northwesterly along the East R/W line of the FECRR for a distance of 2,900 feet more or less to a point, said point being the intersection of the East R/W line of the FECRR and the Easterly extension of the South property line of lands described as the South 108 feet of the North 150 feet of Lot 10, Block 3, Hopkins Plat as described in ORB 2, Page 65; thence run West along said Easterly extension for a distance of 200 feet more or less to a point, said point being the Southwest corner of the aforementioned lot 10, Block 3; thence run Southeasterly along the East line of lands described as a parcel 315 feet by 70 feet by 310 feet lying East of Lot 9, Block 3, Plat of Hopkins (Pb. 2, Pg. 65) for a distance of 210 feet more or less to a point, said point being the Southeast corner of the aforementioned parcel; thence run West along the South line of said parcel for a distance of 70 feet more or less to a point, said point being the Southwest corner of the aforementioned parcel; thence run North along the West line of said parcel for a distance of 200 feet more or less to a point, said point being the intersection of the West line of the aforementioned parcel and the Southeast corner of lands described as the North 145 feet of the East 1/2 of Lot 9, Block 3, except road R/W, of Hop-

kins Plat (Pb. 2, Pg. 65); thence run West along the South line of the aforementioned East 1/2 of Lot 9, Block 3 to a point, said point being the Southwest corner of the said East 1/2 of Lot 9, Block 3; thence run South along the East line of lands described as the West 1/2 of Lot 9 as described in Deed Book 327, Page 254, Block 3 (except Deed Book 377, Page 117 and road R/W) Hopkins Plat as recorded in Pb. 2, Pg. 65, for a distance of 35 feet more or less to a point, said point being the Southeast corner of the aforementioned West 1/2 of Lot 9; thence run West along the South lines of Lots 1 thru 9, Block 3, Plat of Hopkins (Pb. 2, Pg. 65) for a distance of 666 feet more or less to a point, said point being the Southwest corner of the aforementioned Lot 1, Block 3, and said point also lying along the East Right-of-way line of Lipscomb Street (R/W varies); thence continue West for a distance of 40 feet more or less to a point, said point lying along the West Right-of-way of Lipscomb Street; thence run North along the West Right-of-way of Lipscomb Street for a distance of 25 feet more or less to a point, said point lying along the West Right-of-way line of Lipscomb Street and also being the Southeast corner of the South 1/2 of Lot 6, Block 11, Hopkins Plat as recorded in Plat Book 2, Page 65; thence run West along the South lines of the South 1/2 of Lot 6, Lot 5, Lot 4 and the East 9 feet of Lot 3, Block 11, for a distance of 164 feet more or less to a point, said point being the Southwest corner of the East 9 feet of Lot 3, Block 11, Hopkins Plat as recorded in Plat Book 2, Page 65; thence run North along the West line of the aforementioned East 9 feet of Lot 3, Block 11, for a distance of 130 feet more or less to a point, said point lying along the South Right-of-way of Line Street (R/W varies); thence continue North for a distance of 40 feet more or less to a point, said point being along the North Right-of-way line of Line Street; thence run West along the North Right-of-way of Line Street for a distance of 65 feet more or less to a point, said point being the intersection of the North Right-of-way line of Line Street and the Southwest corner of Lot 29, Metcalf's Unrecorded Plat of Wright Brother's Tract; thence run North along the West line of said Lot 29 for a distance of 140 feet more or less to a point, said point being the Northwest corner of said Lot 29; thence run East along the North property lines of Lots 29 and 28 for a distance of 88.6 feet more or less to a point, said point being the Northeast corner of said Lot 28; thence run North along the West property lines of Lots 4 and 6—24, Metcalf's Unrecorded Subdivision for a distance of 888 feet more or less to a point, said point being the intersection of the West line of Lot 4 and the Southern bank of Crane Creek, also said point being the Point of Beginning.

Containing 155.69 acres, more or less.

RESOLUTION NO. 1937  
EXHIBIT "B"

Three parcels described as:

- 1) Parcel ID #28-37-03-FG-00003.0-0003.01 as described in the attached legal description from the Brevard County Property Appraiser.
- 2) Parcel ID #28-37-03-FG-00003.0-0003.03 as described in the attached legal description from the Brevard County Property Appraiser.
- 3) Parcel ID #28-37-03-FG-00003.0-0003.00 as described in the attached legal description from the Brevard County Property Appraiser..

# APPENDIX

Downtown Melbourne 0-1 Mile, Retail Stores

**CBP - Retail Store Type 2004**  
 Prepared For: Strategic Planning Group, Inc. Order #: 963519562  
 Project Code: PJ10130405 Site: 02

DOWNTOWN MELBOURNE, 0.00 - 1.00 Miles, Total

Product Category	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2004	2009	2004	2009	2004	2009	2004	2009
<b>All Retail Stores Total *</b>	51,703	66,526	8,282	9,987	18,753	22,384	.67	.67
Auto Dealers	8,486	10,626	1,359	1,595	3,078	3,575	.56	.56
Automotive Part and Acry	531	628	85	94	193	211	.68	.67
Book Stores	700	868	112	130	254	292	.90	.91
Bldg Matl and Garden Equip Dealers	1,285	1,443	206	217	466	486	.59	.56
Camera/Photo Supply	35	39	6	6	13	13	.45	.43
Clothing Acry Stores	43	50	7	8	16	17	.50	.48
Clothing Stores	2,767	3,309	443	497	1,004	1,113	.52	.50
Computer and Software	275	338	44	51	100	114	.52	.50
Convenience Stores	633	754	101	113	230	254	.77	.76
Department Stores	4,969	6,492	796	975	1,802	2,185	.64	.64
Drinking Places	251	285	40	43	91	96	.58	.55
Eating Places	5,478	6,749	877	1,013	1,987	2,271	.60	.59
Electronic Shopping And Mail Order	1,601	2,189	257	329	581	736	.68	.69
Fast Food Restaurants	2,528	3,163	405	475	917	1,064	.65	.64
Florists	81	103	13	15	29	35	.63	.60
Full Service Restaurants	2,950	3,587	473	538	1,070	1,207	.57	.55
Furniture Stores	922	1,010	148	152	334	340	.49	.46
GAFO: GM, Appl, Fntr	14,725	18,148	2,359	2,725	5,341	6,106	.60	.59
Gas Stations w/Conv Strs	3,223	4,426	516	664	1,169	1,489	.76	.75
Gas Stations w/o Conv Strs	1,293	1,970	207	296	469	663	.74	.74
General Merch Stores	7,590	9,760	1,216	1,465	2,753	3,284	.66	.66
Gift, Novelty, and Souvenir Stores	310	361	50	54	113	121	.62	.60
Grocery Stores	12,166	14,662	1,949	2,201	4,413	4,933	.76	.76
Hardware Stores	138	157	22	24	50	53	.57	.55
Health and Personal Care	4,929	8,141	790	1,222	1,788	2,739	1.04	1.06
Hobby, Toy and Game Shops	309	394	49	59	112	132	.52	.50
Home Centers	315	346	50	52	114	116	.58	.55
Household Appliance Stores	290	301	46	45	105	101	.63	.60
Jewelry Stores	407	448	65	67	148	151	.49	.45
Lawn and Garden Equip and Supplies Dealers	212	268	34	40	77	90	.65	.63
Luggage and Leather Goods	24	31	4	5	9	10	.37	.35
Nursery and Garden Centers	178	226	28	34	64	76	.67	.65
Office Supplies, Stationery	92	107	15	16	33	36	.53	.51
Other Home Furnishings	665	744	107	112	241	250	.53	.50
Radio/TV/Other Electronics	536	603	86	91	194	203	.55	.52
Sew/Needlework/PieceGoods	73	81	12	12	27	27	.61	.58
Shoe Stores	350	407	56	61	127	137	.53	.51
Sporting Goods Stores	338	414	54	62	123	139	.49	.45
Sporting Goods, Hobby, Book and Music Stores	1,559	1,919	250	288	566	646	.66	.64
Total Accomodation and Food Services	6,665	8,143	1,068	1,223	2,418	2,740	.59	.57
Warehouse Clubs and SuperStores	2,094	2,588	335	389	760	871	.73	.73

Downtown Melbourne 0-5 Mile, Retail Stores

**CBP - Retail Store Type 2004**  
 Prepared For: Strategic Planning Group, Inc. Order #: 963519562  
 Project Code: PJ10130405 Site: 02

DOWNTOWN MELBOURNE, 0.00 - 5.00 Miles, Total

Product Category	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2004	2009	2004	2009	2004	2009	2004	2009
<b>All Retail Stores Total *</b>	1,186,662	1,551,347	10,635	12,875	23,774	28,358	.85	.85
Auto Dealers	207,745	263,288	1,862	2,185	4,162	4,813	.76	.75
Automotive Part and Acry	11,864	14,297	106	119	238	261	.84	.83
Book Stores	11,543	14,344	103	119	231	262	.82	.81
Bldg Matl and Garden Equip Dealers	35,575	41,678	319	346	713	762	.90	.88
Camera/Photo Supply	1,017	1,195	9	10	20	22	.72	.71
Clothing Acry Stores	1,178	1,437	11	12	24	26	.76	.75
Clothing Stores	70,398	87,523	631	726	1,410	1,600	.74	.72
Computer and Software	7,495	9,582	67	80	150	175	.78	.77
Convenience Stores	13,365	16,310	120	135	268	298	.89	.89
Department Stores	117,777	156,611	1,056	1,300	2,360	2,863	.84	.84
Drinking Places	6,135	7,257	55	60	123	133	.78	.77
Eating Places	130,429	165,362	1,169	1,372	2,613	3,023	.79	.78
Electronic Shopping And Mail Order	37,182	51,384	333	426	745	939	.87	.88
Fast Food Restaurants	54,853	70,173	492	582	1,099	1,283	.78	.77
Florists	2,124	2,806	19	23	43	51	.91	.89
Full Service Restaurants	75,576	95,189	677	790	1,514	1,740	.80	.79
Furniture Stores	27,240	31,325	244	260	546	573	.81	.78
GAFO: GM, Appl, Fntr	358,508	452,873	3,213	3,758	7,182	8,278	.81	.80
Gas Stations w/Conv Strs	67,627	94,714	606	786	1,355	1,731	.88	.88
Gas Stations w/o Conv Strs	27,230	42,156	244	350	546	771	.86	.86
General Merch Stores	175,411	229,903	1,572	1,908	3,514	4,203	.85	.85
Gift, Novelty, and Souvenir Stores	7,971	9,548	71	79	160	175	.88	.86
Grocery Stores	255,347	314,337	2,289	2,609	5,116	5,746	.88	.88
Hardware Stores	3,769	4,483	34	37	76	82	.87	.85
Health and Personal Care	98,456	165,120	882	1,370	1,972	3,018	1.14	1.17
Hobby, Toy and Game Shops	8,876	11,676	80	97	178	213	.82	.81
Home Centers	8,763	10,099	79	84	176	185	.90	.88
Household Appliance Stores	7,277	7,899	65	66	146	144	.88	.86
Jewelry Stores	11,887	13,827	107	115	238	253	.78	.76
Lawn and Garden Equip and Supplies Dealers	5,432	7,093	49	59	109	130	.93	.91
Luggage and Leather Goods	899	1,204	8	10	18	22	.76	.74
Nursery and Garden Centers	4,432	5,843	40	48	89	107	.93	.91
Office Supplies, Stationery	2,528	3,051	23	25	51	56	.81	.79
Other Home Furnishings	19,240	22,488	172	187	385	411	.84	.82
Radio/TV/Other Electronics	13,665	16,039	122	133	274	293	.77	.76
Sew/Needlework/PieceGoods	1,964	2,267	18	19	39	41	.90	.87
Shoe Stores	8,566	10,342	77	86	172	189	.71	.70
Sporting Goods Stores	9,176	11,881	82	99	184	217	.73	.71
Sporting Goods, Hobby, Book and Music Stores	34,438	43,442	309	361	690	794	.80	.78
Total Accomodation and Food Services	161,528	203,188	1,448	1,686	3,236	3,714	.79	.78
Warehouse Clubs and SuperStores	45,189	57,056	405	474	905	1,043	.87	.87

Downtown Melbourne 0-10 Mile, Retail Stores

**CBP - Retail Store Type 2004**  
 Prepared For: Strategic Planning Group, Inc. Order #: 963519562  
 Project Code: PJ10130405 Site: 02

DOWNTOWN MELBOURNE, 0.00 - 10.00 Miles, Total

Product Category	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2004	2009	2004	2009	2004	2009	2004	2009
<b>All Retail Stores Total *</b>	2,668,079	3,496,769	10,828	13,069	25,934	30,988	.92	.93
Auto Dealers	488,779	624,722	1,984	2,335	4,755	5,536	.87	.86
Automotive Part and Acry	26,940	32,670	109	122	262	290	.93	.92
Book Stores	24,781	31,067	101	116	241	275	.86	.85
Bldg Matl and Garden Equip Dealers	81,635	96,660	331	361	794	857	1.00	.99
Camera/Photo Supply	2,433	2,882	10	11	24	26	.84	.83
Clothing Acry Stores	2,710	3,353	11	13	26	30	.85	.84
Clothing Stores	164,925	207,471	669	775	1,604	1,839	.84	.83
Computer and Software	17,510	22,607	71	84	170	200	.89	.88
Convenience Stores	29,164	35,665	118	133	284	316	.95	.95
Department Stores	267,110	355,585	1,084	1,329	2,598	3,151	.92	.93
Drinking Places	13,274	15,853	54	59	129	140	.82	.81
Eating Places	289,119	368,970	1,173	1,379	2,812	3,270	.85	.85
Electronic Shopping And Mail Order	82,979	114,577	337	428	807	1,015	.94	.95
Fast Food Restaurants	123,432	158,458	501	592	1,201	1,404	.85	.85
Florists	4,808	6,415	20	24	47	57	1.01	.99
Full Service Restaurants	165,687	210,512	672	787	1,612	1,866	.86	.85
Furniture Stores	63,214	73,659	257	275	615	653	.91	.89
GAFO: GM, Appl, Fntr	819,716	1,041,849	3,327	3,894	7,974	9,233	.90	.90
Gas Stations w/Conv Strs	148,707	209,110	603	782	1,447	1,853	.94	.94
Gas Stations w/o Conv Strs	60,435	93,902	245	351	588	832	.93	.92
General Merch Stores	395,182	518,771	1,604	1,939	3,844	4,597	.93	.93
Gift, Novelty, and Souvenir Stores	17,885	21,584	73	81	174	191	.95	.94
Grocery Stores	559,939	690,450	2,272	2,580	5,447	6,119	.94	.94
Hardware Stores	8,660	10,410	35	39	84	92	.97	.96
Health and Personal Care	203,193	340,026	825	1,271	1,977	3,013	1.15	1.16
Hobby, Toy and Game Shops	21,193	28,074	86	105	206	249	.96	.94
Home Centers	20,083	23,410	82	87	195	207	1.00	.98
Household Appliance Stores	16,412	18,020	67	67	160	160	.96	.95
Jewelry Stores	26,793	31,715	109	119	261	281	.86	.85
Lawn and Garden Equip and Supplies Dealers	12,320	16,223	50	61	120	144	1.02	1.01
Luggage and Leather Goods	2,144	2,906	9	11	21	26	.88	.87
Nursery and Garden Centers	10,006	13,300	41	50	97	118	1.02	1.01
Office Supplies, Stationery	5,842	7,128	24	27	57	63	.91	.89
Other Home Furnishings	44,383	52,540	180	196	432	466	.94	.93

Downtown Melbourne 0-1 Mile, Retail SIC Summary

**Business-Facts: Retail SIC Summary 2004**  
 Prepared For: Strategic Planning Group, Inc. Order #: 963622389  
 Project Code: Downtown Melbourne Site: 01

0.00 - 1.00 Miles, Total

SIC Code	Business Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 20+ Employees
RET	All Retailing	197	1,576	241.9	16
52	Building Materials, Garden Supply and Mobile Homes	15	182	24.2	2
521	Lumber and Other Building Materials	9	154	19.5	2
523	Paint, Glass and Wallpaper	3	12	2.1	0
525	Hardware Stores	2	14	2.2	0
526	Retail Nurseries and Garden	1	2	.4	0
527	Mobile Home Dealers	0	0	.0	0
53	General Merchandise Stores	1	1	.1	0
531	Department Stores	0	0	.0	0
54	Food Stores	12	46	5.5	0
541	Grocery Stores	4	15	2.2	0
542	Meat and Fish Markets	3	8	1.3	0
543	Fruit and Vegetable Markets	0	0	.0	0
544	Candy, Nut and Confection Store	1	1	.1	0
545	Dairy Products Stores	0	0	.0	0
546	Retail Bakeries	2	14	.5	0
549	Miscellaneous Food Stores	2	8	1.4	0
55	Automobile Dealers and Gas Service Stations	20	394	113.4	5
551	New and Used Car Dealers	3	158	63.8	3
552	Used Car Dealers	6	115	26.9	1
553	Auto and Home Supply Stores	5	98	17.6	1
554	Gasoline Service Stations	4	15	2.7	0
555	Boat Dealers	1	6	1.8	0
556	Recreational Vehicle Dealer	1	2	.6	0
557	Motorcycle Dealers	0	0	.0	0
559	Automotive Dealers, NEC	0	0	.0	0
56	Apparel and Accessory Stores	15	83	4.6	1
561	Mens and Boys Clothing Stores	0	0	.0	0
562	Womens Clothing Stores	6	23	1.3	0
563	Womens Accessory and Specialty Stores	1	3	.2	0
564	Childrens and Infants Wear	2	5	.3	0
565	Family Clothing Stores	1	1	.1	0
566	Shoe Stores	0	0	.0	0
569	Miscellaneous Apparel and Accessory Stores	5	51	2.7	1
57	Home Furniture, Furnishings and Equipment	26	148	36.2	1
571	Home Furniture and Furnishing	7	11	1.7	0
5712	Furniture and Kitchen Design Stores	3	7	1.1	0
5713	Floor Covering Stores	2	2	.4	0
5719	Miscellaneous Home Furnishing Stores	2	2	.2	0



**Business-Facts: Retail SIC Summary 2004**  
 Prepared For: Strategic Planning Group, Inc. Order #: 963622389  
 Project Code: Downtown Melbourne Site: 01

0.00 - 1.00 Miles, Total

SIC Code	Business Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 20+ Employees
572	Household Appliance Stores	1	15	2.6	0
573	Radio, TV and Computer Store	18	122	31.9	1
5731	Radio, TV, Electronic Stores	2	8	1.2	0
5734	Computer Hardware and Software Stores	12	105	29.3	1
5735	Music, Video CD's and Tape Stores	2	3	.5	0
58	Eating and Drinking Places	32	401	20.3	6
5812	Eating Places	29	391	19.9	6
5813	Drinking Places	3	10	.4	0
59	Miscellaneous Retail	76	321	37.6	1
591	Drug Stores and Proprietary	5	117	15.1	1
592	Liquor Stores	3	10	.9	0
593	Used Merchandise Stores	23	52	3.5	0
5932A	Antique Stores	14	20	1.4	0
594	Miscellaneous Shopping Goods Stores	21	45	2.9	0
5941	Sporting Goods, Bicycle and Gun Stores	2	8	.5	0
5942	Book Stores	3	5	.3	0
5943	Stationery Stores	0	0	.0	0
5944	Jewelry Stores	4	9	.5	0
5945	Hobby, Toy and Game Shops	2	4	.3	0
5946	Camera and Photography Supply Stores	0	0	.0	0
5947	Gift, Novelty and Souvenir Shops	10	19	1.3	0
5948	Luggage and Leather Goods Stores	0	0	.0	0
5949	Sewing, Needlework and Craft Stores	0	0	.0	0
596	NonStore Retailers	1	1	.1	0
5961	Catalog and Mail Order Houses	0	0	.0	0
598	Fuel and Ice Dealers	0	0	.0	0
599	Retail Stores, NEC	23	96	15.1	0
5992	Florists	2	9	.5	0
5993	Tobacco Stores and Stands	2	5	.3	0
5994	News Dealers and Newsstands	0	0	.0	0
5995	Optical Goods Stores	2	6	.8	0
5999	Miscellaneous Retail Stores NEC	17	76	13.5	0
5999M	Pet Shops	3	7	1.3	0



Downtown Melbourne 0-5 Mile, Retail SIC Summary

**Business-Facts: Retail SIC Summary 2004**  
 Prepared For: Strategic Planning Group, Inc. Order #: 963622389  
 Project Code: Downtown Melbourne Site: 01

0.00 - 5.00 Miles, Total					
SIC Code	Business Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 20+ Employees
RET	All Retailing	1,436	17,661	2,308.5	183
52	Building Materials, Garden Supply and Mobile Homes	99	1,926	259.6	19
521	Lumber and Other Building Materials	45	1,516	192.9	17
523	Paint, Glass and Wallpaper	23	94	16.6	0
525	Hardware Stores	7	229	32.0	2
526	Retail Nurseries and Garden	21	75	13.5	0
527	Mobile Home Dealers	3	12	4.6	0
53	General Merchandise Stores	39	2,817	312.0	17
531	Department Stores	26	2,745	303.3	17
54	Food Stores	126	1,696	288.2	10
541	Grocery Stores	69	1,499	259.9	9
542	Meat and Fish Markets	6	20	3.2	0
543	Fruit and Vegetable Markets	5	15	3.0	0
544	Candy, Nut and Confection Store	2	5	.3	0
545	Dairy Products Stores	0	0	.0	0
546	Retail Bakeries	13	48	2.2	0
549	Miscellaneous Food Stores	31	109	19.6	1
55	Automobile Dealers and Gas Service Stations	171	2,065	672.3	22
551	New and Used Car Dealers	19	1,209	488.5	17
552	Used Car Dealers	56	291	68.2	2
553	Auto and Home Supply Stores	38	291	52.5	1
554	Gasoline Service Stations	29	128	22.6	1
555	Boat Dealers	18	99	29.7	1
556	Recreational Vehicle Dealer	3	11	3.2	0
557	Motorcycle Dealers	6	29	5.8	0
559	Automotive Dealers, NEC	2	7	1.8	0
56	Apparel and Accessory Stores	97	514	37.3	2
561	Mens and Boys Clothing Stores	9	48	6.6	0
562	Womens Clothing Stores	32	173	9.6	0
563	Womens Accessory and Specialty Stores	4	23	1.2	0
564	Childrens and Infants Wear	5	26	1.5	0
565	Family Clothing Stores	4	45	2.4	1
566	Shoe Stores	15	70	8.8	0
569	Miscellaneous Apparel and Accessory Stores	28	129	7.2	1
57	Home Furniture, Furnishings and Equipment	199	1,431	277.8	14
571	Home Furniture and Furnishing	99	547	80.8	4
5712	Furniture and Kitchen Design Stores	52	310	49.4	2
5713	Floor Covering Stores	21	104	20.8	0
5719	Miscellaneous Home Furnishing Stores	23	127	10.2	2



**Business-Facts: Retail SIC Summary 2004**  
 Prepared For: Strategic Planning Group, Inc. Order #: 963622389  
 Project Code: Downtown Melbourne Site: 01

0.00 - 5.00 Miles, Total					
SIC Code	Business Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 20+ Employees
RET	All Retailing	1,436	17,661	2,308.5	183
52	Building Materials, Garden Supply and Mobile Homes	99	1,926	259.6	19
521	Lumber and Other Building Materials	45	1,516	192.9	17
523	Paint, Glass and Wallpaper	23	94	16.6	0
525	Hardware Stores	7	229	32.0	2
526	Retail Nurseries and Garden	21	75	13.5	0
527	Mobile Home Dealers	3	12	4.6	0
53	General Merchandise Stores	39	2,817	312.0	17
531	Department Stores	26	2,745	303.3	17
54	Food Stores	126	1,696	288.2	10
541	Grocery Stores	69	1,499	259.9	9
542	Meat and Fish Markets	6	20	3.2	0
543	Fruit and Vegetable Markets	5	15	3.0	0
544	Candy, Nut and Confection Store	2	5	.3	0
545	Dairy Products Stores	0	0	.0	0
546	Retail Bakeries	13	48	2.2	0
549	Miscellaneous Food Stores	31	109	19.6	1
55	Automobile Dealers and Gas Service Stations	171	2,065	672.3	22
551	New and Used Car Dealers	19	1,209	488.5	17
552	Used Car Dealers	56	291	68.2	2
553	Auto and Home Supply Stores	38	291	52.5	1
554	Gasoline Service Stations	29	128	22.6	1
555	Boat Dealers	18	99	29.7	1
556	Recreational Vehicle Dealer	3	11	3.2	0
557	Motorcycle Dealers	6	29	5.8	0
559	Automotive Dealers, NEC	2	7	1.8	0
56	Apparel and Accessory Stores	97	514	37.3	2
561	Mens and Boys Clothing Stores	9	48	6.6	0
562	Womens Clothing Stores	32	173	9.6	0
563	Womens Accessory and Specialty Stores	4	23	1.2	0
564	Childrens and Infants Wear	5	26	1.5	0
565	Family Clothing Stores	4	45	2.4	1
566	Shoe Stores	15	70	8.8	0
569	Miscellaneous Apparel and Accessory Stores	28	129	7.2	1
57	Home Furniture, Furnishings and Equipment	199	1,431	277.8	14
571	Home Furniture and Furnishing	99	547	80.8	4
5712	Furniture and Kitchen Design Stores	52	310	49.4	2
5713	Floor Covering Stores	21	104	20.8	0
5719	Miscellaneous Home Furnishing Stores	23	127	10.2	2



Downtown Melbourne 0-10 Mile, Retail SIC Summary

**Business-Facts: Retail SIC Summary 2004**

Prepared For: Strategic Planning Group, Inc.  
Project Code: Downtown Melbourne

Order #: 963622389  
Site: 01

0.00 - 10.00 Miles, Total

SIC Code	Business Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 20+ Employees
RET	All Retailing	2,222	26,676	3,390.5	287
52	Building Materials, Garden Supply and Mobile Homes	180	3,434	460.7	35
521	Lumber and Other Building Materials	85	2,733	348.0	31
523	Paint, Glass and Wallpaper	41	163	29.0	1
525	Hardware Stores	11	363	50.1	3
526	Retail Nurseries and Garden	40	163	29.0	0
527	Mobile Home Dealers	3	12	4.6	0
53	General Merchandise Stores	66	3,501	386.8	25
531	Department Stores	40	3,383	374.0	25
54	Food Stores	211	3,353	571.9	19
541	Grocery Stores	123	3,052	528.8	18
542	Meat and Fish Markets	7	22	3.5	0
543	Fruit and Vegetable Markets	10	29	5.8	0
544	Candy, Nut and Confection Store	4	12	.7	0
545	Dairy Products Stores	0	0	.0	0
546	Retail Bakeries	18	70	3.0	0
549	Miscellaneous Food Stores	49	168	30.1	1
55	Automobile Dealers and Gas Service Stations	252	2,661	840.4	30
551	New and Used Car Dealers	24	1,418	573.0	22
552	Used Car Dealers	71	345	80.9	2
553	Auto and Home Supply Stores	56	398	71.8	1
554	Gasoline Service Stations	50	217	37.7	1
555	Boat Dealers	30	144	43.2	1
556	Recreational Vehicle Dealer	5	33	9.4	1
557	Motorcycle Dealers	9	47	9.4	0
559	Automotive Dealers, NEC	7	59	15.0	2
56	Apparel and Accessory Stores	132	621	45.8	2
561	Mens and Boys Clothing Stores	10	52	7.2	0
562	Womens Clothing Stores	47	219	12.4	0
563	Womens Accessory and Specialty Stores	4	23	1.2	0
564	Childrens and Infants Wear	7	31	1.8	0
565	Family Clothing Stores	4	45	2.4	1
566	Shoe Stores	21	94	11.8	0
569	Miscellaneous Apparel and Accessory Stores	39	157	9.0	1
57	Home Furniture, Furnishings and Equipment	312	1,908	364.8	16
571	Home Furniture and Furnishing	157	785	115.4	5
5712	Furniture and Kitchen Design Stores	87	474	75.8	3
5713	Floor Covering Stores	29	125	25.0	0
5719	Miscellaneous Home Furnishing Stores	34	169	13.5	2



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**Business-Facts: Retail SIC Summary 2004**

Prepared For: Strategic Planning Group, Inc.  
Project Code: Downtown Melbourne

Order #: 963622389  
Site: 01

0.00 - 10.00 Miles, Total

SIC Code	Business Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 20+ Employees
572	Household Appliance Stores	19	99	17.5	1
573	Radio, TV and Computer Store	136	1,024	231.9	10
5731	Radio, TV, Electronic Stores	35	178	27.4	1
5734	Computer Hardware and Software Stores	75	739	187.9	8
5735	Music, Video CD's and Tape Stores	13	48	7.4	0
58	Eating and Drinking Places	492	8,195	394.6	128
5812	Eating Places	448	7,950	384.2	127
5813	Drinking Places	44	245	10.4	1
59	Miscellaneous Retail	577	3,003	325.5	32
591	Drug Stores and Proprietary	37	768	100.0	17
592	Liquor Stores	21	84	7.0	0
593	Used Merchandise Stores	86	214	14.5	1
5932A	Antique Stores	26	41	2.6	0
594	Miscellaneous Shopping Goods Stores	217	1,070	80.6	11
5941	Sporting Goods, Bicycle and Gun Stores	60	250	13.9	1
5942	Book Stores	22	116	6.4	2
5943	Stationery Stores	11	119	21.4	2
5944	Jewelry Stores	27	113	6.5	0
5945	Hobby, Toy and Game Shops	36	146	10.2	2
5946	Camera and Photography Supply Stores	2	6	1.2	0
5947	Gift, Novelty and Souvenir Shops	54	280	18.9	3
5948	Luggage and Leather Goods Stores	1	1	.1	0
5949	Sewing, Needlework and Craft Stores	4	39	2.0	1
596	NonStore Retailers	30	104	13.6	0
5961	Catalog and Mail Order Houses	9	12	2.4	0
598	Fuel and Ice Dealers	3	13	3.9	0
599	Retail Stores, NEC	183	750	105.9	3
5992	Florists	35	101	6.0	0
5993	Tobacco Stores and Stands	9	28	1.7	0
5994	News Dealers and Newsstands	2	7	.4	0
5995	Optical Goods Stores	21	94	5.7	0
5999	Miscellaneous Retail Stores NEC	116	520	92.1	3
5999M	Pet Shops	16	92	16.4	1

Prepared from Claritas Business-Facts which includes data from infoUSA.

Downtown Melbourne 0-1 Mile, Apparel

CBP - Apparel Products 2004

Prepared For: Strategic Planning Group, Inc.  
Project Code: PJ10130405

Order #: 963519562  
Site: 02

DOWNTOWN MELBOURNE, 0.00 - 1.00 Miles, Total

Product Category	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2004	2009	2004	2009	2004	2009	2004	2009
Total Apparel	5,745	6,814	920	1,023	2,084	2,293	.52	.50
Women's Apparel	1,631	1,971	261	296	592	663	.51	.49
Women's Dresses	255	267	41	40	92	90	.52	.49
Women's Cts/Jckts/Furs	66	71	11	11	24	24	.40	.38
Women's Sport coat/Tailored Jackets	40	49	6	7	14	16	.57	.54
Women's/Vests/Sweaters/Sweater Sets	110	142	18	21	40	48	.55	.53
Women's Shirts/Tops/Blouses	222	284	36	43	81	95	.46	.45
Women's Skirts	66	80	11	12	24	27	.52	.50
Women's Pants	245	350	39	53	89	118	.47	.46
Women's Shorts/Short Sets	72	81	11	12	26	27	.46	.44
Women's Active Sportswear	47	49	8	7	17	17	.54	.52
Women's Sleepwear	48	55	8	8	17	18	.62	.60
Women's Undergarments	90	107	14	16	33	36	.48	.46
Women's Hosiery	70	71	11	11	25	24	.61	.59
Women's Suits	183	214	29	32	66	72	.66	.62
Women's Accessories	55	61	9	9	20	20	.56	.53
Women's Uniforms/Costumes	63	92	10	14	23	31	.54	.51
Girl's Apparel	315	388	50	58	114	131	.47	.45
Girl's Dresses/Suits	36	39	6	6	13	13	.45	.43
Girl's Cts/Jckts/Furs	18	20	3	3	7	7	.51	.50
Girl's Shirts/Blouses/Sweaters	68	86	11	13	25	29	.46	.45
Girl's Skirts/Pants	80	109	13	16	29	37	.48	.47
Girl's Shorts/Short Sets	35	38	6	6	13	13	.46	.45
Girl's Active Sportswear	11	12	2	2	4	4	.42	.40
Girl's Underwear/Sleepwear	24	28	4	4	9	9	.48	.47
Girl's Hosiery	9	11	2	2	3	4	.51	.50
Girl's Accessories	5	5	1	1	2	2	.45	.43
Girl's Uniforms/Costumes	28	40	5	6	10	14	.43	.41
Men's Apparel	1,273	1,479	204	222	462	498	.60	.57
Men's Suits	148	151	24	23	54	51	.55	.52
Men's Sport Coats/Tailored Jackets	49	51	8	8	18	17	.54	.50
Men's Coats/Jackets	92	103	15	15	33	35	.59	.56
Men's Undergarments	54	63	9	9	20	21	.66	.64
Men's Hosiery	34	39	5	6	12	13	.64	.62
Men's Nightwear	13	17	2	3	5	6	.65	.61
Men's Accessories	40	41	6	6	15	14	.58	.54
Men's Sweaters/Vests	39	52	6	8	14	18	.43	.42
Men's Active Sportswear	17	18	3	3	6	6	.27	.27
Men's Shorts/Shorts Sets	86	109	14	16	31	37	.62	.59

CBP - Apparel Products 2004

Prepared For: Strategic Planning Group, Inc.  
Project Code: PJ10130405

Order #: 963519562  
Site: 02

DOWNTOWN MELBOURNE, 0.00 - 1.00 Miles, Total

Product Category	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2004	2009	2004	2009	2004	2009	2004	2009
Men's Shirts	307	360	49	54	111	121	.66	.63
Men's Pants	348	413	56	62	126	139	.64	.62
Men's Uniforms/Costumes	44	62	7	9	16	21	.55	.51
Boy's Apparel	321	393	51	59	117	132	.50	.48
Boy's Coats/Jackets	14	15	2	2	5	5	.35	.34
Boy's Sweaters	6	8	1	1	2	3	.29	.28
Boy's Suits/Sport coats/Vests	13	15	2	2	5	5	.54	.52
Boy's Shirts	70	86	11	13	25	29	.48	.46
Boy's Undergarments	15	18	2	3	5	6	.47	.46
Boy's Nightwear	5	6	1	1	2	2	.42	.40
Boy's Hosiery	9	10	2	2	3	4	.48	.47
Boy's Pants	99	129	16	19	36	44	.51	.50
Boy's Shorts/Shorts Sets	60	68	10	10	22	23	.68	.67
Boy's Accessories	4	4	1	1	1	1	.46	.45
Boy's Uniforms/Costumes	15	17	2	3	5	6	.45	.43
Boys Active Sportswear	12	16	2	2	4	5	.44	.42
Infants' Apparel	166	186	27	28	60	62	.59	.56
Infant's Coats/Jackets/Snowsuits	2	2	0	0	1	1	.25	.23
Infant's Rompers/Dresses/Outerwear	54	60	9	9	20	20	.58	.55
Infant's Undergarments (Incl Diaper)	88	99	14	15	32	33	.66	.63
Infant's Sleeping Garments	7	8	1	1	2	3	.39	.37
Infant's Accessories	14	16	2	2	5	6	.50	.47
Footwear (Excl Infants)	672	782	108	117	244	263	.52	.51
Men's Footwear	207	232	33	35	75	78	.50	.48
Boy's Footwear	92	109	15	16	33	37	.58	.56
Women's Footwear	322	381	52	57	117	128	.56	.54
Girl's Footwear	51	60	8	9	19	20	.37	.36
Other Apparel Products	1,367	1,616	219	243	496	544	.48	.45
Clothing Material/Patterns/Notions	48	53	8	8	17	18	.71	.68
Clothing Rental/Storage	163	223	26	33	59	75	.44	.42
Clothing Repair/Alteration	195	260	31	39	71	87	.35	.34
Shoe Repair/Services	4	3	1	1	1	1	.43	.41
Coin Op Laundry Service	120	152	19	23	44	51	.99	1.01
Laundry/Dry-Clean (Non-coin)	104	120	17	18	38	40	.49	.46
Jewelry Products	611	670	98	101	222	225	.49	.45
Watches	95	101	15	15	34	34	.46	.43
Watch/Jewelry Repair	26	34	4	5	9	12	.59	.56

Downtown Melbourne 0-5 Mile, Apparel

**CBP - Apparel Products 2004**

Prepared For: Strategic Planning Group, Inc.  
Project Code: PJ10130405

Order #: 963519562  
Site: 02

DOWNTOWN MELBOURNE, 0.00 - 10.00 Miles, Total

Product Category	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2004	2009	2004	2009	2004	2009	2004	2009
<b>Total Apparel</b>	335,693	419,928	1,362	1,569	3,266	3,721	.82	.81
<b>Women's Apparel</b>	99,224	126,052	403	471	965	1,117	.84	.83
Women's Dresses	15,963	17,668	65	66	155	157	.87	.86
Women's Cts/Jckts/Furs	4,141	4,714	17	18	40	42	.67	.67
Women's Sport coat/Tailored Jackets	2,329	3,020	9	11	23	27	.89	.87
Women's Vests/Sweaters/Sweater Sets	6,399	8,736	26	33	62	77	.86	.85
Women's Shirts/Tops/Blouses	14,527	19,280	59	72	141	171	.80	.80
Women's Skirts	4,058	5,186	16	19	39	46	.87	.86
Women's Pants	15,422	22,886	63	86	150	203	.80	.79
Women's Shorts/Short Sets	4,722	5,613	19	21	46	50	.81	.81
Women's Active Sportswear	2,790	3,066	11	11	27	27	.86	.85
Women's Sleepwear	2,584	3,077	10	12	25	27	.90	.89
Women's Undergarments	5,750	7,115	23	27	56	63	.81	.81
Women's Hosiery	3,807	4,031	15	15	37	36	.89	.88
Women's Suits	9,838	12,222	40	46	96	108	.95	.93
Women's Accessories	3,198	3,723	13	14	31	33	.87	.86
Women's Uniforms/Costumes	3,698	5,713	15	21	36	51	.84	.83
<b>Girl's Apparel</b>	20,738	26,664	84	100	202	236	.82	.81
Girl's Dresses/Suits	2,471	2,769	10	10	24	25	.82	.81
Girl's Cts/Jckts/Furs	1,052	1,211	4	5	10	11	.80	.80
Girl's Shirts/Blouses/Sweaters	4,539	5,920	18	22	44	52	.83	.82
Girl's Skirts/Pants	5,115	7,258	21	27	50	64	.83	.82
Girl's Shorts/Short Sets	2,333	2,631	9	10	23	23	.82	.81
Girl's Active Sportswear	822	950	3	4	8	8	.81	.80
Girl's Underwear/Sleepwear	1,520	1,858	6	7	15	16	.83	.82
Girl's Hosiery	579	684	2	3	6	6	.84	.83
Girl's Accessories	321	378	1	1	3	3	.84	.82
Girl's Uniforms/Costumes	1,984	3,007	8	11	19	27	.81	.80
<b>Men's Apparel</b>	65,933	80,669	268	301	641	715	.83	.82
Men's Suits	8,460	9,264	34	35	82	82	.85	.84
Men's Sport Coats/Tailored Jackets	2,964	3,279	12	12	29	29	.87	.85
Men's Coats/Jackets	4,876	5,793	20	22	47	51	.84	.83
Men's Undergarments	2,640	3,212	11	12	26	28	.86	.85
Men's Hosiery	1,701	2,049	7	8	17	18	.86	.85
Men's Nightwear	694	934	3	3	7	8	.90	.89
Men's Accessories	2,193	2,356	9	9	21	21	.84	.83
Men's Sweaters/Vests	2,144	3,020	9	11	21	27	.63	.64
Men's Active Sportswear	1,411	1,596	6	6	14	14	.60	.61
Men's Shorts/Shorts Sets	4,355	5,810	18	22	42	51	.84	.83

**CBP - Apparel Products 2004**

Prepared For: Strategic Planning Group, Inc.  
Project Code: PJ10130405

Order #: 963519562  
Site: 02

DOWNTOWN MELBOURNE, 0.00 - 10.00 Miles, Total

Product Category	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2004	2009	2004	2009	2004	2009	2004	2009
Men's Shirts	14,959	18,391	61	69	146	163	.86	.85
Men's Pants	17,098	21,272	69	80	166	189	.85	.84
Men's Uniforms/Costumes	2,439	3,692	10	14	24	33	.82	.81
<b>Boy's Apparel</b>	19,878	25,277	81	94	193	224	.83	.82
Boy's Coats/Jackets	977	1,083	4	4	10	10	.64	.64
Boy's Sweaters	457	678	2	3	4	6	.64	.64
Boy's Suits/Sport coats/Vests	740	901	3	3	7	8	.84	.83
Boy's Shirts	4,491	5,718	18	21	44	51	.82	.81
Boy's Undergarments	945	1,165	4	4	9	10	.80	.79
Boy's Nightwear	342	473	1	2	3	4	.81	.79
Boy's Hosiery	588	680	2	3	6	6	.81	.80
Boy's Pants	6,082	8,147	25	30	59	72	.83	.82
Boy's Shorts/Shorts Sets	3,201	3,752	13	14	31	33	.98	.97
Boy's Accessories	258	283	1	1	3	3	.83	.82
Boy's Uniforms/Costumes	984	1,239	4	5	10	11	.82	.81
Boys Active Sportswear	814	1,158	3	4	8	10	.80	.78
<b>Infants' Apparel</b>	8,355	9,965	34	37	81	88	.80	.79
Infant's Coats/Jackets/Snowsuits	194	218	1	1	2	2	.56	.57
Infant's Rompers/Dresses/Outerwear	3,093	3,646	13	14	30	32	.89	.88
Infant's Undergarments (Incl Diaper)	3,850	4,571	16	17	37	41	.77	.76
Infant's Sleeping Garments	449	553	2	2	4	5	.70	.70
Infant's Accessories	768	977	3	4	7	9	.74	.74
<b>Footwear (Excl Infants)</b>	40,007	48,666	162	182	389	431	.84	.83
Men's Footwear	12,347	14,523	50	54	120	129	.80	.79
Boy's Footwear	5,403	6,671	22	25	53	59	.92	.90
Women's Footwear	18,236	22,580	74	84	177	200	.86	.85
Girl's Footwear	4,021	4,892	16	18	39	43	.78	.77
<b>Other Apparel Products</b>	81,559	102,635	331	384	793	910	.77	.76
Clothing Material/Patterns/Notions	2,844	3,281	12	12	28	29	1.13	1.10
Clothing Rental/Storage	10,066	14,638	41	55	98	130	.72	.73
Clothing Repair/Alteration	12,563	18,000	51	67	122	160	.61	.62
Shoe Repair/Services	245	221	1	1	2	2	.71	.71
Coin Op Laundry Service	1,827	2,298	7	9	18	20	.40	.40
Laundry/Dry-Clean (Non-coin)	5,850	7,178	24	27	57	64	.73	.73
Jewelry Products	39,572	46,883	161	175	385	415	.85	.83
Watches	6,930	7,824	28	29	67	69	.89	.87
Watch/Jewelry Repair	1,662	2,312	7	9	16	20	1.02	.99

Downtown Melbourne 0-5 Mile, Apparel

**CBP - Apparel Products 2004**

Prepared For: Strategic Planning Group, Inc.      Order #: 963519562  
 Project Code: PJ10130405      Site: 02

DOWNTOWN MELBOURNE, 0.00 - 5.00 Miles, Total

Product Category	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2004	2009	2004	2009	2004	2009	2004	2009
<b>Total Apparel</b>	143,101	176,783	1,283	1,467	2,867	3,232	.72	.70
<b>Women's Apparel</b>	41,854	52,536	375	436	839	960	.73	.71
Women's Dresses	6,846	7,489	61	62	137	137	.77	.75
Women's Cts/Jckts/Furs	1,754	1,974	16	16	35	36	.58	.58
Women's Sport coat/Tailored Jackets	1,016	1,303	9	11	20	24	.80	.78
Women's Vests/Sweaters/Sweater Sets	2,741	3,702	25	31	55	68	.76	.74
Women's Shirts/Tops/Blouses	5,905	7,775	53	65	118	142	.67	.66
Women's Skirts	1,729	2,188	15	18	35	40	.76	.75
Women's Pants	6,237	9,177	56	76	125	168	.66	.65
Women's Shorts/Short Sets	1,941	2,283	17	19	39	42	.69	.68
Women's Active Sportswear	1,192	1,295	11	11	24	24	.75	.74
Women's Sleepwear	1,133	1,336	10	11	23	24	.81	.79
Women's Undergarments	2,346	2,879	21	24	47	53	.68	.67
Women's Hosiery	1,654	1,736	15	14	33	32	.80	.79
Women's Suits	4,397	5,391	39	45	88	99	.88	.85
Women's Accessories	1,382	1,591	12	13	28	29	.78	.76
Women's Uniforms/Costumes	1,582	2,415	14	20	32	44	.74	.73
<b>Girl's Apparel</b>	8,220	10,496	74	87	165	192	.67	.66
Girl's Dresses/Suits	971	1,080	9	9	19	20	.66	.65
Girl's Cts/Jckts/Furs	432	494	4	4	9	9	.68	.67
Girl's Shirts/Blouses/Sweaters	1,803	2,335	16	19	36	43	.68	.66
Girl's Skirts/Pants	2,026	2,858	18	24	41	52	.68	.66
Girl's Shorts/Short Sets	920	1,030	8	9	18	19	.66	.65
Girl's Active Sportswear	324	371	3	3	6	7	.66	.65
Girl's Underwear/Sleepwear	606	737	5	6	12	13	.69	.67
Girl's Hosiery	231	271	2	2	5	5	.69	.68
Girl's Accessories	130	152	1	1	3	3	.70	.68
Girl's Uniforms/Costumes	776	1,167	7	10	16	21	.65	.64
<b>Men's Apparel</b>	28,667	34,623	257	287	574	633	.75	.73
Men's Suits	3,705	3,994	33	33	74	73	.76	.74
Men's Sport Coats/Tailored Jackets	1,293	1,407	12	12	26	26	.78	.75
Men's Coats/Jackets	2,115	2,477	19	21	42	45	.75	.73
Men's Undergarments	1,159	1,397	10	12	23	26	.78	.77
Men's Hosiery	737	879	7	7	15	16	.77	.75
Men's Nightwear	311	412	3	3	6	8	.83	.81
Men's Accessories	948	1,004	9	8	19	18	.75	.73
Men's Sweaters/Vests	903	1,254	8	10	18	23	.55	.55
Men's Active Sportswear	551	615	5	5	11	11	.48	.49
Men's Shorts/Short Sets	1,886	2,484	17	21	38	45	.75	.73



**CBP - Apparel Products 2004**

Prepared For: Strategic Planning Group, Inc.      Order #: 963519562  
 Project Code: PJ10130405      Site: 02

DOWNTOWN MELBOURNE, 0.00 - 5.00 Miles, Total

Product Category	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2004	2009	2004	2009	2004	2009	2004	2009
Men's Shirts	6,565	7,983	59	66	132	146	.78	.76
Men's Pants	7,448	9,161	67	76	149	167	.76	.75
Men's Uniforms/Costumes	1,045	1,557	9	13	21	28	.72	.70
<b>Boy's Apparel</b>	7,895	9,968	71	83	158	182	.68	.67
Boy's Coats/Jackets	377	413	3	3	8	8	.51	.50
Boy's Sweaters	170	251	2	2	3	5	.49	.49
Boy's Suits/Sport coats/Vests	304	368	3	3	6	7	.71	.70
Boy's Shirts	1,765	2,232	16	19	35	41	.67	.66
Boy's Undergarments	362	443	3	4	7	8	.63	.62
Boy's Nightwear	134	184	1	2	3	3	.65	.64
Boy's Hosiery	227	261	2	2	5	5	.64	.63
Boy's Pants	2,411	3,212	22	27	48	59	.68	.67
Boy's Shorts/Short Sets	1,333	1,555	12	13	27	28	.84	.83
Boy's Accessories	103	112	1	1	2	2	.68	.67
Boy's Uniforms/Costumes	392	490	4	4	8	9	.67	.66
Boys Active Sportswear	315	444	3	4	6	8	.64	.62
<b>Infants' Apparel</b>	3,623	4,287	32	36	73	78	.71	.70
Infant's Coats/Jackets/Snowsuits	76	85	1	1	2	2	.45	.46
Infant's Rompers/Dresses/Outerwear	1,336	1,561	12	13	27	29	.79	.78
Infant's Undergarments (Incl Diaper)	1,687	1,990	15	17	34	36	.70	.69
Infant's Sleeping Garments	190	231	2	2	4	4	.60	.60
Infant's Accessories	334	419	3	3	7	8	.66	.65
<b>Footwear (Excl Infants)</b>	16,526	19,913	148	165	331	364	.71	.70
Men's Footwear	5,093	5,927	46	49	102	108	.68	.67
Boy's Footwear	2,150	2,638	19	22	43	48	.75	.74
Women's Footwear	7,803	9,564	70	79	156	175	.76	.74
Girl's Footwear	1,481	1,784	13	15	30	33	.60	.58
<b>Other Apparel Products</b>	36,317	44,961	325	373	728	822	.71	.68
Clothing Material/Patterns/Notions	1,237	1,416	11	12	25	26	1.01	.98
Clothing Rental/Storage	4,291	6,164	38	51	86	113	.64	.63
Clothing Repair/Alteration	5,597	7,878	50	65	112	144	.56	.56
Shoe Repair/Services	107	96	1	1	2	2	.64	.63
Coin Op Laundry Service	1,134	1,442	10	12	23	26	.51	.52
Laundry/Dry-Clean (Non-coin)	2,574	3,100	23	26	52	57	.66	.65
Jewelry Products	17,680	20,560	158	171	354	376	.78	.76
Watches	2,958	3,291	27	27	59	60	.78	.76
Watch/Jewelry Repair	738	1,014	7	8	15	19	.93	.90



### Downtown Melbourne 0-1 Mile, Consumer Spending Patterns

**Consumer Spending Patterns 2004**  
 Prepared For: Strategic Planning Group, Inc. Order #: 963519562  
 Project Code: PJ10130405 Site: 02

**DOWNTOWN MELBOURNE, 0.00 - 1.00 Miles, Total**

Annual Expenditures	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2004	2009	2004	2009	2004	2009	2004	2009
<b>Apparel:</b>								
<b>Total Apparel</b>	5,745	6,814	920	1,023	2,084	2,293	.52	.50
Women's Apparel	1,631	1,971	261	296	592	663	.51	.49
Men's Apparel	1,273	1,479	204	222	462	498	.60	.57
Girls' Apparel	315	388	50	58	114	131	.47	.45
Boys' Apparel	321	393	51	59	117	132	.50	.48
Infant's Apparel	166	186	27	28	60	62	.59	.56
Footwear (excl. Infants)	672	782	108	117	244	263	.52	.51
Other Apparel Prods/Services	1,367	1,616	219	243	496	544	.48	.45
<b>Entertainment:</b>								
Sports and Recreation	1,700	2,177	272	327	617	733	.49	.46
TV, Radio and Sound Equipment	2,931	3,750	469	563	1,063	1,262	.61	.60
Reading Materials	856	1,101	137	165	310	370	.64	.63
Travel	1,518	1,849	243	278	551	622	.42	.41
Photographic Equipment	172	186	27	28	62	63	.43	.42
<b>Food at Home:</b>								
<b>Total Food at Home</b>	10,530	11,878	1,687	1,783	3,819	3,997	.73	.71
Cereal Products	565	619	90	93	205	208	.71	.70
Bakery Products	1,084	1,155	174	173	393	389	.70	.68
Fish and Seafood	201	233	32	35	73	78	.65	.63
Meats (All)	2,370	2,710	380	407	860	912	.78	.77
Dairy Products	1,035	1,144	166	172	375	385	.70	.69
Fresh Milk and Cream	296	317	47	48	107	107	.74	.73
Eggs	145	181	23	27	53	61	.85	.83
Other Dairy Products	594	646	95	97	215	218	.66	.64
Fruits and Vegetables	1,235	1,388	198	208	448	467	.70	.68
Juices	282	309	45	46	102	104	.66	.65
Sugar and Other Sweets	669	758	107	114	243	255	.73	.71
Fats and Oils	102	122	16	18	37	41	.79	.78
Nonalcoholic Beverages	1,096	1,138	176	171	397	383	.77	.75
Prepared Foods	1,891	2,303	303	346	686	775	.72	.71



**Consumer Spending Patterns 2004**  
 Prepared For: Strategic Planning Group, Inc. Order #: 963519562  
 Project Code: PJ10130405 Site: 02

**DOWNTOWN MELBOURNE, 0.00 - 1.00 Miles, Total**

Annual Expenditures	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2004	2009	2004	2009	2004	2009	2004	2009
<b>Health Care:</b>								
<b>Total Health Care</b>	9,888	15,952	1,584	2,395	3,586	5,367	1.02	1.03
Medical Services	2,944	3,657	472	549	1,068	1,230	.74	.71
Prescription Drugs	6,685	11,952	1,071	1,794	2,425	4,022	1.24	1.21
Medical Supplies	258	343	41	52	94	116	.65	.62
<b>Household Equipment:</b>								
<b>Total Household Textiles</b>	836	990	134	149	303	333	.57	.54
Domestic Textiles	412	517	66	78	149	174	.67	.64
Window and Furniture Covers	423	472	68	71	154	159	.50	.46
<b>Total Furniture</b>	1,027	1,134	165	170	373	381	.48	.45
Bedroom Furniture	311	347	50	52	113	117	.52	.49
Living/Dining Room Furniture	443	466	71	70	161	157	.46	.42
Other Furniture	273	320	44	48	99	108	.48	.45
Major Appliances	540	556	87	84	196	187	.64	.61
Small Appliance/Houseware	773	855	124	128	280	288	.47	.45
Misc Household Equipment	883	1,111	141	167	320	374	.62	.60
<b>Misc Personal Items:</b>								
Personal Care Products and Services	1,719	2,246	275	337	624	756	.70	.68
Personal Expenses and Services	2,741	3,181	439	478	994	1,070	.74	.70
Smoking Prods/Supplies	2,068	2,498	331	375	750	840	.93	.93
<b>Miscellaneous Items:</b>								
<b>Total Education</b>	2,610	3,298	418	495	947	1,110	.81	.77
Room and Board	210	226	34	34	76	76	.98	.95
Tuition/School Supplies	2,400	3,072	385	461	871	1,034	.80	.76
Pet Expenses	671	858	107	129	243	289	.55	.54
Day Care	440	612	71	92	160	206	.50	.50
Contributions (All)	3,335	4,001	534	601	1,210	1,346	.69	.66



**Consumer Spending Patterns 2004**  
 Prepared For: Strategic Planning Group, Inc. Order #: 963519562  
 Project Code: PJ10130405 Site: 02

**DOWNTOWN MELBOURNE, 0.00 - 1.00 Miles, Total**

Annual Expenditures	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2004	2009	2004	2009	2004	2009	2004	2009
<b>Other Misc. Expenses:</b>								
Housekeeping Supplies	638	814	102	122	231	274	.74	.72
<b>Total Food away from Home</b>	7,448	9,020	1,193	1,354	2,702	3,035	.59	.58
Breakfast and Brunch	628	860	101	129	228	289	.69	.67
Dinner	2,102	2,372	337	356	762	798	.52	.50
Lunch	2,219	2,823	355	424	805	950	.66	.64
Snacks and Non Alcoholic Beverage	762	1,043	122	157	276	351	.69	.68
Catered Affairs	95	106	15	16	34	36	.36	.34
Food and Nonalcoholic Bevgs on Trips	1,643	1,817	263	273	596	611	.57	.55
<b>Total Alcoholic Beverages</b>	2,176	2,507	349	376	789	843	.65	.64
Alcoholic Beverages at Home	1,584	1,864	254	280	575	627	.69	.68
Alcoholic Beverages away from Home	592	643	95	97	215	216	.57	.55
<b>Shelter and Related Expenses:</b>								
Household Services	875	1,243	140	187	317	418	.63	.61
Household Repairs	1,689	1,866	270	280	612	628	.54	.50
<b>Total Housing Expenses</b>	1,570	1,788	251	268	569	601	.71	.71
Fuels and Utilities	153	155	25	23	56	52	.37	.38
Telephone Service	1,417	1,632	227	245	514	549	.78	.77
<b>Transportation Expenses:</b>								
<b>Total Transportation Expenses</b>	11,114	14,824	1,780	2,226	4,031	4,988	.59	.59
New Autos/Trucks/Vans	3,591	4,011	575	602	1,303	1,349	.46	.44
Used Vehicles	4,084	5,746	654	863	1,481	1,933	.68	.68
Boats and Outboard Motor, Etc	489	481	78	72	177	162	.65	.60
Towing Charges	14	18	2	3	5	6	.88	.88
Gasoline	2,636	4,197	422	630	956	1,412	.74	.73
Diesel Fuel	17	18	3	3	6	6	.51	.50
Rented Vehicles	284	352	45	53	103	119	.59	.55
Automotive Maintenance/Repair/Other	2,806	3,174	449	477	1,018	1,068	.63	.61
<b>Total Specified Consumer Expenditures</b>	79,298	100,283	12,702	15,055	28,762	33,743	.65	.65



### Downtown Melbourne 0-5 Mile, Consumer Spending Patterns

**Consumer Spending Patterns 2004**  
 Prepared For: Strategic Planning Group, Inc. Order #: 963519562  
 Project Code: PJ10130405 Site: 02

**DOWNTOWN MELBOURNE, 0.00 - 5.00 Miles, Total**

Annual Expenditures	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2004	2009	2004	2009	2004	2009	2004	2009
<b>Apparel:</b>								
<b>Total Apparel</b>	143,101	176,783	1,283	1,467	2,867	3,232	.72	.70
Women's Apparel	41,854	52,536	375	436	839	960	.73	.71
Men's Apparel	28,667	34,623	257	287	574	633	.75	.73
Girl's Apparel	8,220	10,496	74	87	165	192	.67	.66
Boy's Apparel	7,895	9,968	71	83	158	182	.68	.67
Infant's Apparel	3,623	4,287	32	36	73	78	.71	.70
Footwear (excl. Infants)	16,526	19,913	148	165	331	364	.71	.70
Other Apparel Prods/Services	36,317	44,961	325	373	728	822	.71	.68
<b>Entertainment:</b>								
Sports and Recreation	48,321	64,838	433	538	968	1,185	.77	.75
TV, Radio and Sound Equipment	69,629	91,161	624	757	1,395	1,666	.80	.80
Reading Materials	20,828	27,309	187	227	417	499	.85	.85
Travel	45,724	57,625	410	478	916	1,053	.71	.70
Photographic Equipment	5,106	5,768	46	48	102	105	.71	.70
<b>Food at Home:</b>								
<b>Total Food at Home</b>	221,110	255,708	1,982	2,122	4,430	4,674	.85	.84
Cereal Products	11,440	12,807	103	106	229	234	.80	.79
Bakery Products	23,566	25,829	211	214	472	472	.84	.83
Fish and Seafood	4,262	5,091	38	42	85	93	.76	.75
Meats (All)	46,366	54,024	416	448	929	988	.85	.83
Dairy Products	22,465	25,381	201	211	450	464	.84	.83
Fresh Milk and Cream	6,270	6,891	56	57	126	126	.87	.86
Eggs	2,661	3,362	24	28	53	61	.86	.84
Other Dairy Products	13,534	15,128	121	126	271	277	.83	.82
Fruits and Vegetables	26,304	30,451	236	253	527	557	.83	.81
Juices	5,671	6,360	51	53	114	116	.74	.73
Sugar and Other Sweets	14,682	17,152	132	142	294	314	.89	.88
Fats and Oils	2,062	2,519	18	21	41	46	.88	.88
Nonalcoholic Beverages	22,803	24,196	204	201	457	442	.88	.87
Prepared Foods	41,489	51,898	372	431	831	949	.87	.87



**Consumer Spending Patterns 2004**  
 Prepared For: Strategic Planning Group, Inc. Order #: 963519562  
 Project Code: PJ10130405 Site: 02

**DOWNTOWN MELBOURNE, 0.00 - 5.00 Miles, Total**

Annual Expenditures	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2004	2009	2004	2009	2004	2009	2004	2009
<b>Health Care:</b>								
<b>Total Health Care</b>	201,978	330,588	1,810	2,744	4,046	6,043	1.15	1.15
Medical Services	67,532	86,972	605	722	1,353	1,590	.94	.92
Prescription Drugs	128,196	234,932	1,149	1,950	2,568	4,295	1.32	1.30
Medical Supplies	6,249	8,684	56	72	125	159	.87	.85
<b>Household Equipment:</b>								
<b>Total Household Textiles</b>	22,049	27,283	198	226	442	499	.83	.81
Domestic Textiles	9,654	12,584	87	104	193	230	.87	.85
Window and Furniture Covers	12,395	14,699	111	122	248	269	.81	.77
<b>Total Furniture</b>	30,855	35,746	277	297	618	653	.80	.77
Bedroom Furniture	8,720	10,209	78	85	175	187	.81	.78
Living/Dining Room Furniture	13,999	15,514	125	129	280	284	.79	.76
Other Furniture	8,136	10,022	73	83	163	183	.79	.76
Major Appliances	13,712	14,755	123	122	275	270	.90	.88
Small Appliance/Houseware	23,144	26,672	207	221	464	488	.78	.76
Misc Household Equipment	23,211	30,458	208	253	465	557	.91	.89
<b>Misc Personal Items:</b>								
Personal Care Products and Services	36,918	49,706	331	413	740	909	.83	.81
Personal Expenses and Services	65,268	78,962	585	655	1,308	1,443	.98	.94
Smoking Prods/Supplies	40,858	50,359	366	418	819	921	1.01	1.02
<b>Miscellaneous Items:</b>								
<b>Total Education</b>	43,603	57,172	391	474	874	1,045	.75	.73
Room and Board	2,827	3,139	25	26	57	57	.73	.71
Tuition/School Supplies	40,776	54,033	365	448	817	988	.75	.73
Pet Expenses	17,783	23,649	159	196	356	432	.81	.80
Day Care	11,955	17,191	107	143	239	314	.75	.76
Contributions (All)	78,583	97,607	704	810	1,574	1,784	.90	.87



**Consumer Spending Patterns 2004**  
 Prepared For: Strategic Planning Group, Inc. Order #: 963519562  
 Project Code: PJ10130405 Site: 02

**DOWNTOWN MELBOURNE, 0.00 - 5.00 Miles, Total**

Annual Expenditures	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2004	2009	2004	2009	2004	2009	2004	2009
<b>Other Misc. Expenses:</b>								
Housekeeping Supplies	14,072	18,527	126	154	282	339	.90	.89
<b>Total Food away from Home</b>	181,046	225,622	1,623	1,872	3,627	4,124	.79	.79
Breakfast and Brunch	13,822	19,423	124	161	277	355	.83	.83
Dinner	55,097	64,703	494	537	1,104	1,183	.75	.74
Lunch	50,475	66,369	452	551	1,011	1,213	.82	.81
Snacks and Non Alcoholic Beverage	16,258	22,840	146	190	326	418	.82	.81
Catered Affairs	2,887	3,391	26	28	58	62	.60	.59
Food and Nonalcoholic Bevgs on Trips	42,507	48,897	381	406	852	894	.82	.80
<b>Total Alcoholic Beverages</b>	48,668	57,627	436	478	975	1,053	.80	.80
Alcoholic Beverages at Home	34,160	41,159	306	342	684	752	.82	.81
Alcoholic Beverages away from Home	14,508	16,468	130	137	291	301	.77	.76
<b>Shelter and Related Expenses:</b>								
Household Services	20,666	30,108	185	250	414	550	.82	.80
Household Repairs	51,025	59,619	457	495	1,022	1,090	.89	.87
<b>Total Housing Expenses</b>	32,873	38,302	295	318	659	700	.82	.82
Fuels and Utilities	4,178	4,331	37	36	84	79	.55	.58
Telephone Service	28,695	33,971	257	282	575	621	.88	.87
<b>Transportation Expenses:</b>								
<b>Total Transportation Expenses</b>	263,819	354,211	2,364	2,940	5,285	6,475	.78	.77
New Autos/Trucks/Vans	102,243	118,180	916	981	2,048	2,160	.72	.70
Used Vehicles	87,318	124,733	783	1,035	1,749	2,280	.81	.80
Boats and Outboard Motor, Etc	10,528	10,846	94	90	211	198	.77	.74
Towing Charges	243	318	2	3	5	6	.85	.84
Gasoline	55,360	89,613	496	744	1,109	1,638	.86	.85
Diesel Fuel	436	498	4	4	9	9	.73	.73
Rented Vehicles	7,691	10,023	69	83	154	183	.88	.84
Automotive Maintenance/Repair/Other	65,599	76,186	588	632	1,314	1,393	.81	.80
<b>Total Specified Consumer Expenditures</b>	1,841,502	2,379,544	16,504	19,748	36,893	43,498	.84	.83



### Downtown Melbourne 0-10 Mile, Consumer Spending Patterns

**Consumer Spending Patterns 2004**  
 Prepared For: Strategic Planning Group, Inc. Order #: 963519562  
 Project Code: FJ10130405 Site: 02

**DOWNTOWN MELBOURNE, 0.00 - 10.00 Miles, Total**

Annual Expenditures	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2004	2009	2004	2009	2004	2009	2004	2009
<b>Apparel:</b>								
<b>Total Apparel</b>	335,693	419,928	1,362	1,569	3,266	3,721	.82	.81
Women's Apparel	99,224	126,052	403	471	965	1,117	.84	.83
Men's Apparel	65,933	80,669	268	301	641	715	.83	.82
Girl's Apparel	20,738	26,664	84	100	202	236	.82	.81
Boy's Apparel	19,878	25,277	81	94	193	224	.83	.82
Infant's Apparel	8,355	9,965	34	37	81	88	.80	.79
Footwear (excl. Infants)	40,007	48,666	162	182	389	431	.84	.83
Other Apparel Prods/Services	81,559	102,635	331	384	793	910	.77	.76
<b>Entertainment:</b>								
Sports and Recreation	114,432	155,262	464	580	1,113	1,376	.89	.87
TV, Radio and Sound Equipment	157,677	207,617	640	776	1,534	1,840	.88	.88
Reading Materials	45,317	59,799	184	223	441	530	.90	.90
Travel	104,950	134,129	426	501	1,021	1,189	.79	.79
Photographic Equipment	12,300	14,003	50	52	120	124	.83	.83
<b>Food at Home:</b>								
<b>Total Food at Home</b>	490,071	570,242	1,989	2,131	4,767	5,053	.91	.90
Cereal Products	25,550	28,788	104	108	249	255	.87	.86
Bakery Products	52,241	57,620	212	215	508	511	.91	.90
Fish and Seafood	9,436	11,370	38	42	92	101	.82	.81
Meats (All)	102,537	120,315	416	450	997	1,066	.91	.90
Dairy Products	49,844	56,577	202	211	485	501	.91	.90
Fresh Milk and Cream	13,827	15,264	56	57	135	135	.93	.92
Eggs	5,754	7,315	23	27	56	65	.90	.89
Other Dairy Products	30,263	33,998	123	127	294	301	.90	.89
Fruits and Vegetables	57,558	67,083	234	251	560	594	.88	.87
Juices	12,610	14,235	51	53	123	126	.79	.79
Sugar and Other Sweets	32,580	38,284	132	143	317	339	.96	.95
Fats and Oils	4,514	5,539	18	21	44	49	.94	.94
Nonalcoholic Beverages	50,543	53,924	205	202	492	478	.95	.94
Prepared Foods	92,658	116,507	376	435	901	1,032	.95	.94



**Consumer Spending Patterns 2004**  
 Prepared For: Strategic Planning Group, Inc. Order #: 963519562  
 Project Code: FJ10130405 Site: 02

**DOWNTOWN MELBOURNE, 0.00 - 10.00 Miles, Total**

Annual Expenditures	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2004	2009	2004	2009	2004	2009	2004	2009
<b>Health Care:</b>								
<b>Total Health Care</b>	416,831	682,538	1,692	2,551	4,055	6,049	1.15	1.16
Medical Services	146,209	190,283	593	711	1,422	1,686	.99	.97
Prescription Drugs	256,884	472,966	1,042	1,768	2,499	4,191	1.28	1.27
Medical Supplies	13,738	19,288	56	72	134	171	.93	.91
<b>Household Equipment:</b>								
<b>Total Household Textiles</b>	49,926	62,616	203	234	486	555	.92	.90
Domestic Textiles	21,483	28,305	87	106	209	251	.94	.93
Window and Furniture Covers	28,444	34,311	115	128	277	304	.90	.88
<b>Total Furniture</b>	71,844	84,357	292	315	699	748	.90	.88
Bedroom Furniture	20,160	23,864	82	89	196	211	.90	.89
Living/Dining Room Furniture	32,661	36,718	133	137	318	325	.90	.88
Other Furniture	19,023	23,775	77	89	185	211	.90	.88
Major Appliances	30,878	33,610	125	126	300	298	.99	.98
Small Appliance/Houseware	53,382	62,204	217	232	519	551	.87	.85
Misc Household Equipment	52,749	69,898	214	261	513	619	1.00	.99
<b>Misc Personal Items:</b>								
Personal Care Products and Services	81,637	110,881	331	414	794	983	.89	.88
Personal Expenses and Services	138,602	169,629	562	634	1,348	1,503	1.01	.98
Smoking Prods/Supplies	86,776	106,653	352	399	844	945	1.05	1.05
<b>Miscellaneous Items:</b>								
<b>Total Education</b>	94,762	126,525	385	473	922	1,121	.79	.78
Room and Board	5,971	6,768	24	25	58	60	.75	.75
Tuition/School Supplies	88,791	119,758	360	448	864	1,061	.79	.78
Pet Expenses	41,452	55,551	168	208	403	492	.92	.91
Day Care	28,442	40,826	115	153	277	362	.87	.87
Contributions (All)	171,863	215,791	697	806	1,672	1,912	.95	.93



**Consumer Spending Patterns 2004**  
 Prepared For: Strategic Planning Group, Inc. Order #: 963519562  
 Project Code: FJ10130405 Site: 02

**DOWNTOWN MELBOURNE, 0.00 - 10.00 Miles, Total**

Annual Expenditures	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2004	2009	2004	2009	2004	2009	2004	2009
<b>Other Misc. Expenses:</b>								
Housekeeping Supplies	31,365	41,547	127	155	305	368	.98	.97
<b>Total Food away from Home</b>	402,256	504,806	1,632	1,887	3,913	4,473	.86	.85
Breakfast and Brunch	30,259	42,707	123	160	294	378	.89	.88
Dinner	123,682	146,494	502	548	1,203	1,298	.82	.81
Lunch	111,475	147,556	452	551	1,084	1,308	.88	.88
Snacks and Non Alcoholic Beverage	35,876	50,624	146	189	349	449	.88	.87
Catered Affairs	6,707	8,023	27	30	65	71	.68	.68
Food and Nonalcoholic Bevgs on Trips	94,257	109,403	383	409	917	970	.88	.87
<b>Total Alcoholic Beverages</b>	105,289	125,554	427	469	1,024	1,113	.84	.84
Alcoholic Beverages at Home	74,106	89,872	301	336	721	796	.86	.86
Alcoholic Beverages away from Home	31,182	35,682	127	133	303	316	.80	.80
<b>Shelter and Related Expenses:</b>								
Household Services	44,630	65,745	181	246	434	583	.86	.85
Household Repairs	118,373	140,139	480	524	1,151	1,242	1.01	.99
<b>Total Housing Expenses</b>	72,550	85,130	294	318	706	754	.87	.89
Fuels and Utilities	9,302	9,747	38	36	90	86	.60	.63
Telephone Service	63,248	75,383	257	282	615	668	.94	.93
<b>Transportation Expenses:</b>								
<b>Total Transportation Expenses</b>	613,113	827,358	2,488	3,092	5,964	7,332	.88	.87
New Autos/Trucks/Vans	239,927	279,970	974	1,046	2,334	2,481	.82	.80
Used Vehicles	205,491	295,665	834	1,105	1,999	2,620	.92	.92
Boats and Outboard Motor, Etc	25,753	26,957	105	101	251	239	.92	.89
Towing Charges	533	700	2	3	5	6	.90	.89
Gasoline	123,182	200,075	500	748	1,198	1,773	.92	.92
Diesel Fuel	1,053	1,208	4	5	10	11	.86	.85
Rented Vehicles	17,173	22,783	70	85	167	202	.95	.93
Automotive Maintenance/Repair/Other	148,917	174,533	604	652	1,449	1,547	.90	.88
<b>Total Specified Consumer Expenditures</b>	4,116,077	5,346,869	16,704	19,983	40,040	47,383	.91	.91



### Melbourne Shopping Centers

Shopping Centers - Melbourne, FL									
Name	Opened	City	State	Zip	GLA	Stores	Type	Distance	
Melbourne Shopping Center	1959	Melbourne	FL	32901	207,675	26	Community	1.0	
NASA Plaza	1967	Melbourne	FL	32901	168,737	18	Community	1.3	
The Shoppes of West Melbourne	1985	W Melbourne	FL	32904	148,660	15	Community	2.3	
Palm Bay Plaza	1979	Palm Bay	FL	32901	260,000	Unk	Community	3.1	
Melbourne Shopping Center Plaza	1978	Melbourne	FL	32935	121,913	10	Community	3.4	
Home Depot Plaza	1988	Melbourne	FL	32904	130,000	Unk	Community	3.6	
Market Place Shopping Center	1987	Palm Bay	FL	32905	149,752	17	Community	4.2	
Sarno Plaza	1962	Melbourne	FL	32935	137,565	37	Community	4.2	
Causeway Shopping Center	1966	Melbourne	FL	32903	106,773	15	Community	4.4	
Eau Gallie Place	1983	Melbourne	FL	32903	147,000	40	Community	4.4	
Ocean Springs Shopping Village	Unk	Melbourne	FL	32903	200,000	26	Community	4.4	
Melbourne Village Plaza	1988	Melbourne	FL	32934	128,055	31	Community	5.1	
East Bay Junction	1989	Melbourne	FL	32935	188,000	Unk	Community	5.2	
Goodings Center	1964	Indian Harbour Beach	FL	32937	277,100	70	Community	5.2	
Northgate Shopping Center	1982	Melbourne	FL	32934	131,851	18	Community	5.7	
Lake Washington Crossings	1986	Melbourne	FL	32934	118,828	27	Community	6.1	
Lake Washington Square	1982	Melbourne	FL	32935	112,246	26	Community	6.1	
Palm Bay West	1990	Palm Bay	FL	32905	263,356	33	Community	6.8	
Atlantic Plaza	1962	Satellite Beach	FL	32937	133,071	21	Community	7.4	
Post Commons Shopping Center	2000	Melbourne	FL	32934	132,000	Unk	Community	7.7	
Total Community					3,262,582				
Maplewood Center	Unk	Melbourne	FL	32901	35,000	Unk	Neighborhood	1.1	
Westgate Center	1999	W Melbourne	FL	32904	20,660	7	Neighborhood	2.0	
Indianantic Shopping Center	1969	Melbourne	FL	32903	64,000	28	Neighborhood	2.7	
Beach Plaza	Unk	Melbourne	FL	32903	69,526	Unk	Neighborhood	2.8	
Melbourne Square Promenade	1982	Melbourne	FL	32904	75,056	Unk	Neighborhood	2.8	
Beach Plaza	Unk	Indianantic	FL	32903	90,000	Unk	Neighborhood	2.9	
Corner by the Mall	Unk	Melbourne	FL	32904	19,706	Unk	Neighborhood	2.9	
Windover Square	1984	W Melbourne	FL	32904	78,271	17	Neighborhood	3.0	
Palm Bay Village	1993	Palm Bay	FL	32905	63,000	4	Neighborhood	3.1	
Shoppes of Hidden Harbor	1989	Melbourne	FL	32935	90,000	Unk	Neighborhood	3.6	
Village Shoppes of Paradise Beach	1982	Melbourne	FL	32903	31,550	16	Neighborhood	3.6	
The Metro West Shopping Center	Unk	Melbourne	FL	32904	62,500	Unk	Neighborhood	3.9	
Las Palmas Shopping Center	1986	Palm Bay	FL	32905	32,500	19	Neighborhood	4.0	
Plaza West	1985	Melbourne	FL	32904	72,149	13	Neighborhood	4.0	
Wickhaven Plaza	Unk	W Melbourne	FL	32904	50,000	Unk	Neighborhood	4.0	
County Club Plaza	1981	Melbourne	FL	32905	90,000	15	Neighborhood	4.2	
County Club Plaza	Unk	Palm Bay	FL	32905	52,912	Unk	Neighborhood	4.2	
Port Malabar Plaza	1978	Melbourne	FL	32905	77,900	22	Neighborhood	4.2	
Port Malabar Shopping Center	1978	Melbourne	FL	32905	30,000	8	Neighborhood	4.2	
Sable Palm Square	1985	Melbourne	FL	32905	88,933	Unk	Neighborhood	4.2	
Palm Crossing	2002	W Melbourne	FL	32904	64,000	12	Neighborhood	4.8	
The Market Place	1986	W Melbourne	FL	32904	51,988	11	Neighborhood	4.8	
Aurora Plaza	1968	Melbourne	FL	32934	42,000	11	Neighborhood	5.6	
Indian Harbour Beach Shopping Center	1967	Indian Harbour Beach	FL	32937	24,000	27	Neighborhood	5.6	
West Eau Gallie Shopping Center	Unk	Melbourne	FL	32934	50,000	12	Neighborhood	5.6	
Interchange Square	1985	Melbourne	FL	32907	97,250	30	Neighborhood	5.7	
Shady Oaks Plaza	1986	Palm Bay	FL	32909	48,000	35	Neighborhood	5.7	
Shoppes of Palm Bay	1993	Palm Bay	FL	32907	70,590	14	Neighborhood	5.7	
Publix at Bayside Lakes	2001	Palm Bay	FL	32907	69,315	14	Neighborhood	6.2	
Rivercrest Plaza	1989	Melbourne	FL	32935	46,000	Unk	Neighborhood	6.3	
Lori Laine Shopping Center	Unk	Satellite Beach	FL	32937	35,000	Unk	Neighborhood	6.7	
Patrick Plaza	Unk	Satellite Beach	FL	32937	80,000	7	Neighborhood	7.2	
North A1A Center	1962	Satellite Beach	FL	32937	30,000	Unk	Neighborhood	9.0	
Total Neighborhood					1,901,806				
Brevard Mall	1963	Melbourne	FL	32901	318,010	24	Regional	1.0	
Melbourne Square	1982	Melbourne	FL	32904	731,104	145	Regional	2.5	
Shoe Works Center	Unk	Melbourne	FL	32901	Unk	Unk	Unk	1.1	
Woodlake Plaza I	Unk	Palm Bay	FL	32905	Unk	5	Unk	3.0	
Woodlake Plaza II	Unk	Palm Bay	FL	32905	Unk	10	Unk	3.0	
Woodlake Plaza III	Unk	Palm Bay	FL	32905	Unk	8	Unk	3.0	
Minton's Corner Shopping Plaza	Unk	Melbourne	FL	32904	Unk	Unk	Unk	3.8	
Bowe Gardens Shopping Center	Unk	Melbourne	FL	32935	Unk	Unk	Unk	4.1	
Park Plaza	Unk	Melbourne	FL	32934	Unk	Unk	Unk	5.5	
South Patrick Shopping Center	1956	Melbourne	FL	32937	Unk	7	Unk	9.0	
Grand Total					6,213,502				
Regional					731,104				
Community					3,262,582				
					3,993,686				
Existing Downtown					159,900	4.00%			
Including Vacant					232,650	5.83%			