

189.0694 Special districts; performance measures and standards.

Beginning October 1, 2024, or by the end of the first full fiscal year after its creation, whichever is later, each special district must establish goals and objectives for each program and activity undertaken by the district, as well as performance measures and standards to determine if the district's goals and objectives are being achieved.

By December 1 of each year thereafter, each special district must publish an annual report on the district's website describing:

- The goals and objectives achieved by the district, as well as the performance measures and standards used by the district to make this determination.
- Any goals or objectives the district failed to achieve.

About the Melbourne Downtown CRA

The Melbourne Downtown Community Redevelopment Area was established by the City of Melbourne on August 10, 1982, expanded in 2006, and has successfully assisted in the continuing revitalization of Historic Downtown Melbourne.

The Melbourne Downtown CRA was established through City of Melbourne ordinance [No. 1982-38 Creation of the CRA agency](#) and the [City Council](#) is the governing board of the Community Redevelopment Agency (CRA).

[View the Melbourne Downtown Redevelopment Plan](#)

CRA District Boundaries:

The Melbourne CRA is a dependent special district established by the City of Melbourne under Florida's Community Redevelopment Act (Chapter 163, Part III, Florida Statutes). The CRA is responsible for eliminating slum and blight conditions and promoting economic revitalization through targeted public investment and private sector partnership.

[Melbourne Downtown CRA Map](#)

Objectives, Goals, and Performance Standards

Objective: Economic Advancement

- Façade Improvement Program
- Goal: Provide Exterior Improvement Grants for commercial property and business owners
- Performance measure: 2 façade grants completed and \$34,271.02 reimbursed through the CRA

Public-Private Development Program

- Goal: Incentivize catalytic residential, hotel, office, and retail redevelopment projects exceeding \$5 million in investment

- Performance measure: Three catalytic redevelopment projects have been approved through the Public-Private Development Program: Highline Apartments, Hotel Melby, and View Apartments.

Main Street Program

- Goal: Partner with Melbourne Main Street to support economic vitality, promotion, organization, and design initiatives
- Performance measure: Provided annual CRA grant funding to MMS; Received quarterly program updates and financials presented to the CRA Advisory Board for FY 2025, demonstrating continued coordination in support of downtown revitalization initiatives. Hosted two stakeholder meetings to engage the community and gather feedback on downtown priorities and initiatives.

Redevelopment Opportunity Sites

- Goal: Market opportunity sites to private-sector redevelopers, encouraging highest and best use by promoting vertical developments
- Performance measure: Continued engagement with prospective developers and active promotion of redevelopment opportunity sites within the CRA district to support economic development and catalytic investment.

Community Safety & Engagement

Community Policing Program

- Goal: Enhance community policing and security services within Downtown Melbourne to support businesses, visitors, and the nighttime economy
- Performance measure: Maintained a comprehensive public safety program in FY 2025 through one dedicated law enforcement officer, weekly nighttime special details, contracted security services, and maintained security cameras to support a safe downtown environment.

Parking Management Program

- Goal: Implement parking management strategies to improve public parking efficiency, safety, and accessibility within the downtown district
- Performance measure: Completion of the Parking Management Plan in FY 2025. Hosted two parking management workshops during FY 2025 to gather stakeholder input and discuss implementation strategies.
- Objective: Improved Infrastructure

CRA Advisory Committee Meetings

Goal: Acts in an advisory capacity to the City Council for the Melbourne Downtown Community Redevelopment Area.

Performance measure: Held 10 CRA Advisory Committee meetings during FY 2025.

South Expansion Streetscape Project

- Goal: Complete construction of the streetscape improvements within the South Expansion area including the U.S. Highway 1 corridor and surrounding streets
- Performance measure: Currently under construction. The CRA expended \$1.26 million in FY25. It is expected to be completed by 2026.

Downtown Core Streetscape Project

- Goal: Begin engineering and design of streetscape improvements within the Downtown retail core area, including New Haven Avenue and adjacent side streets
- Performance measure: Conceptual design completed in FY2024.

Electric Vehicle Chargers

- Goal: Install EV chargers in various public parking locations
- Performance measure: Installation of a new dual electric vehicle charging station at City Hall completed in FY 2025, supporting enhanced public amenities and sustainable transportation infrastructure.

Downtown Lighting Improvements

- Goal: Enhance public lighting infrastructure
- Performance measure: Investment of \$569 in FY 2025 toward enhancements to public lighting infrastructure, improving visibility and safety within the CRA district.

West Crane Creek Bridge

- Goal: Construct a pedestrian bridge facility spanning Crane Creek connecting the Downtown Core Area with the South Expansion Area
- Performance measure: Identify funding opportunities to advance design and construction of the West Crane Creek Pedestrian Bridge.

Downtown CRA Gateway Welcome Signage

- Goal: Replace gateway signage located at entrances of the CRA District
- Performance measure: Project design initiated as the first step toward future construction and implementation.
- Objective: Quality of Life, Identification of the Downtown Melbourne Area.

Holmes Park Plaza & Event Space

- Goal: Provide a public gathering space within the Downtown CRA with passive and active downtown activities.
- Performance measure: Conceptual design completed and Engineering design underway.

Riverview Park Improvements

- Goal: Complete capital projects consistent with the Riverview Park Master Plan
- Performance measure: Completion of new playgrounds, pavilions, pedestrian walkways, and fencing, with design currently underway for a new park entrance and signage improvements. Public restroom facilities were installed through Community Development Block Grant (CDBG) funding.

Front Street Park Improvements

- Goal: Install new facilities to enhance the park for public use
- Performance measure: Completed installation of two public restroom facilities at Front Street Park in FY 2025, improving public amenities, accessibility, and the visitor experience within CRA public spaces. The project was funded through American Rescue Plan Act (ARPA) grant funding.

Public Restrooms

- Goal: Install public restroom facilities for patrons of Downtown Melbourne
- Performance measure: Public restroom facilities will be incorporated into the Holmes Park Plaza & Event Space project as part of the overall redevelopment improvements.