

COMMUNITY REDEVELOPMENT

Presented to the Board of County
Commissioners

By The Town of Palm Shores
"The Little Town that Cares"



INTRODUCTION

Palm Shores became an incorporated community in Brevard County in July 1959, and is0 one of the most recent participants in redevelopment.

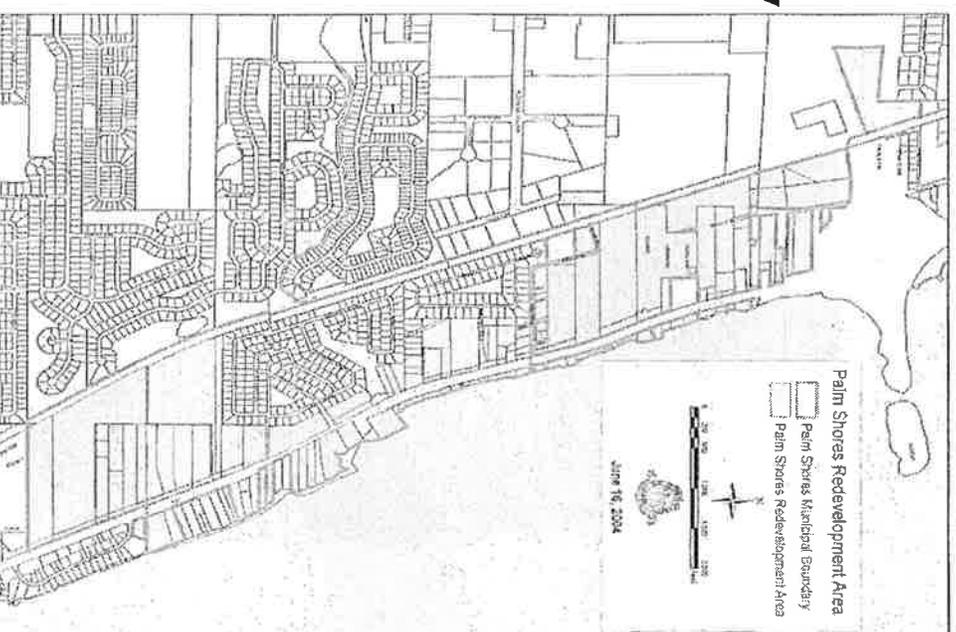
The Palm Shores Redevelopment Agency was established May 25, 2004 (not 2003)

BOUNDARY

The Palm Shores

Redevelopment Area boundary includes the entire U.S. 1 corridor and the commercial properties extending west to the FEC railroad consisting of approximately 180 acres.

No subdivisions were included in the Redevelopment area.



Redevelopment Program Design

The focus of the Palm Shores Redevelopment Program is to remove blighted conditions along U.S. 1 and enhance the image of the Town.

The Towns redevelopment program is designed to address those issues which are actual or perceived impediments to the Town's economic or social progress. In order to address these issues, Palm Shores has begun the implementation of projects that:

Program Design

Remediate the Old

- Eliminate dilapidated and unsafe structures through strong Code Enforcement
- Eliminate nonconforming uses that detract from the character of the community
- Demolition
- Façade Improvement

Program Design

Zoning

- Administratively rezone to classifications that encourage a high degree of design and development standards for new construction
- Ensure that new development consists of appropriate land use

Program Design

Land Use

- Work with staff and Planning and Zoning to revise the Town Land Development Code to formulate regulations that support the objectives of the Redevelopment Plan.
- Work with Planning and Zoning to develop zoning regulations that protect and enhance residential neighborhoods

Design Standards

Improve the Town's Identity

- Signage
- Landscape Beautification
- Opening river views (Pepper Tree busting)

Program Design

Improve Safety

Public Space Lighting

New Sheriff Sub-station

Road Re-alignment for safer access to Town Hall from U.S.
Highway 1

Improve Recreation Opportunities

Pier and revetment repair at Shoreside Park

New Playground Equipment

PROJECTS

The following projects which are included in the Redevelopment Plan are aimed at achieving these goals.

(10)

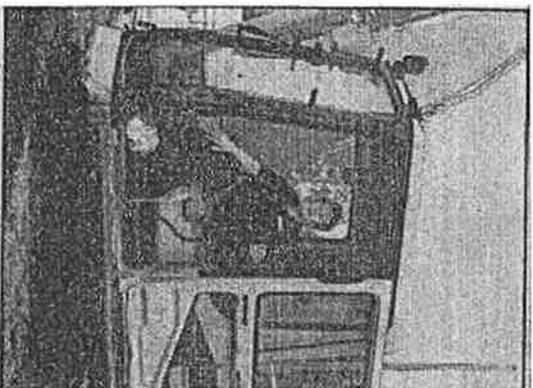
DEMOLITION

As a result of aggressive code enforcement, several of the most blighted structures along U.S. 1 in the town have been removed.



Coming down. George Sallis, owner of the 5-acre tract on which the 1940s era Palm Shores Motel stood, oversees demolition of the structure along with Palm Shores Mayor Carol McCormack.

Tom Picant for R.O.B.A. 10/24/11



Demolition of the Blue Hotel



Demolition of the adult book store

And now the home of Prestige Office Complex

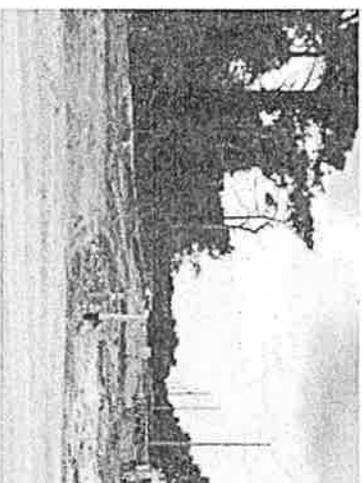
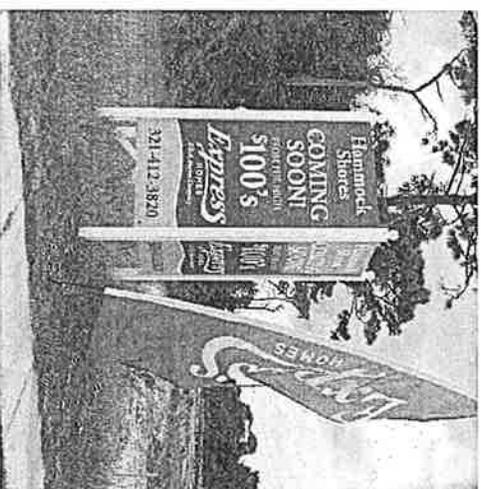
DEMOLITION



Damaged by Hurricane Jeanne complete with blue tarp roof and squatters this property was demolished in 2008



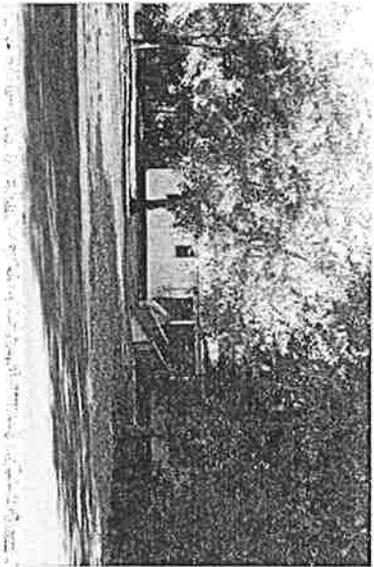
In 2013 the property was purchased and a 52 affordable home subdivision called Hammock Shores has begun development.



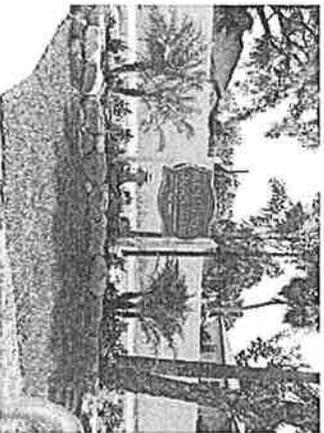
FAÇADE IMPROVEMENT PROGRAM

The Town has recently adopted a façade improvement grant program that will assist commercial property owners along U.S. 1 to improve the visual appearance of their buildings.

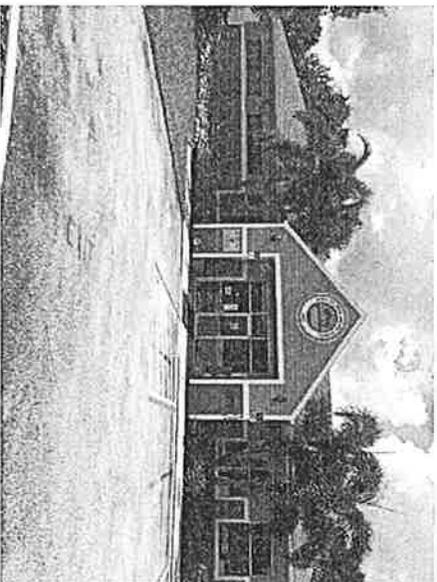
FAÇADE IMPROVEMENT PROGRAM



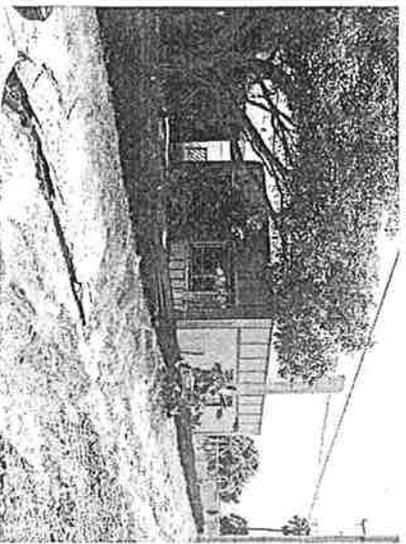
Before



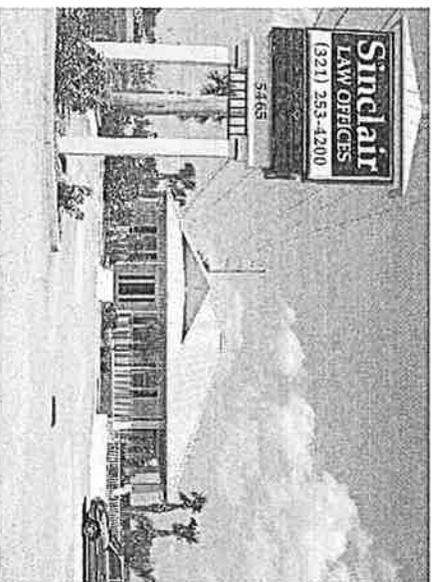
Palm Shores
Town Hall



After



Sinclair Law Office



GATEWAY SIGNS



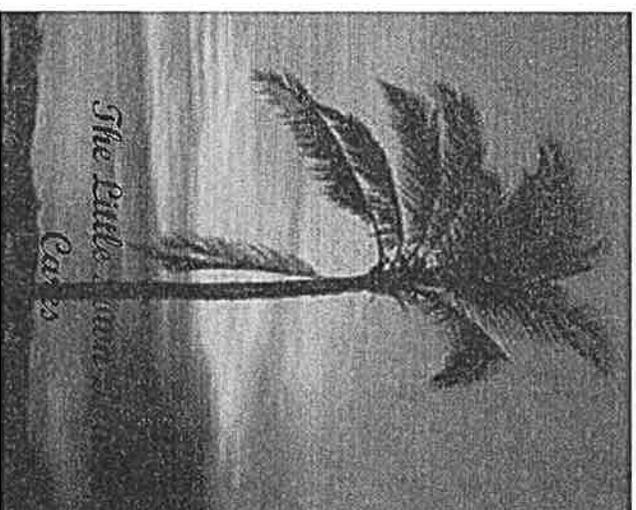
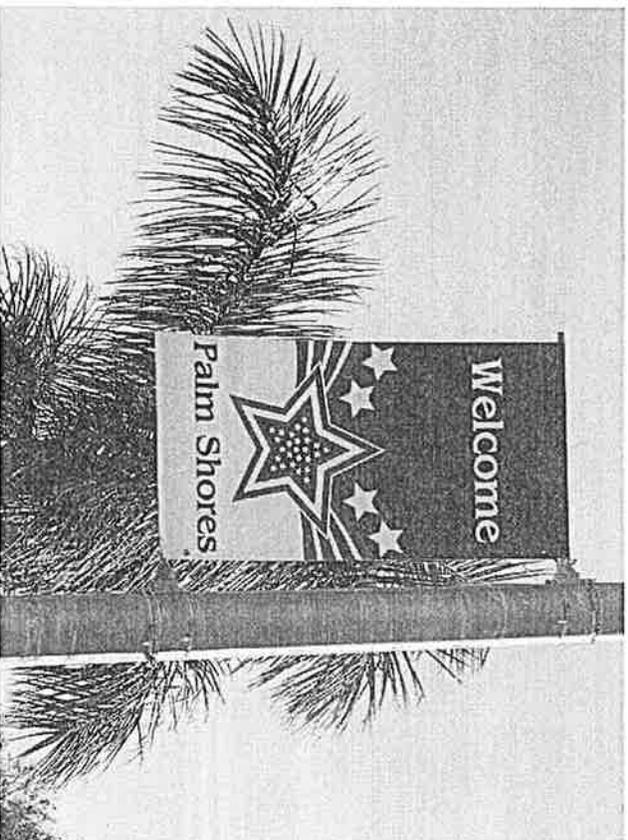
Before



After

The town has installed gateway signs at both the north and south town limits along U.S. 1, and the west town limit on the Pineda Causeway to enhance the Town's identity.

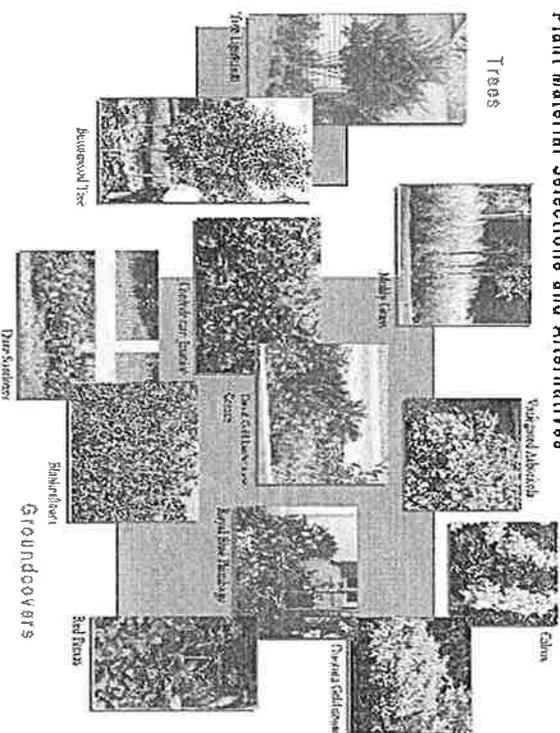
Welcome Banners



Like the Gateway Signs, the Town's welcome banners also contribute to the enhancement of the Town's identity.

Median Landscape Plan and Highway Beautification

Plant Material Selections and Alternatives

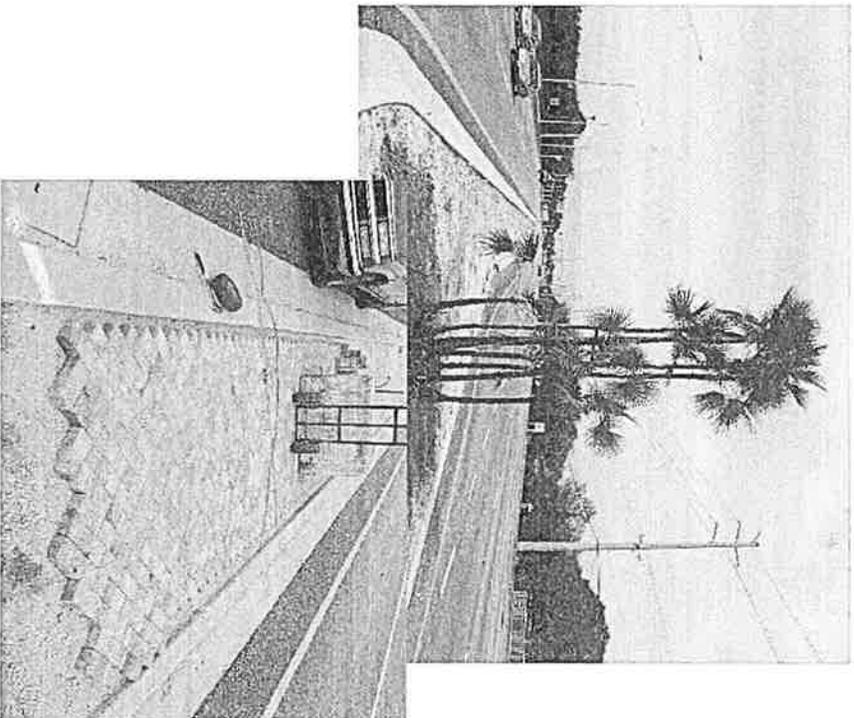


Town of Palm Shores
U.S. 1 Landscape Improvements

PATRICIA L. A.
LANDSCAPE ARCHITECTURE, SITE PLANNING
AND DESIGN GROUP, INCORPORATED
12700 N.W. 22ND AVENUE, SUITE 1000
MIAMI, FL 33187

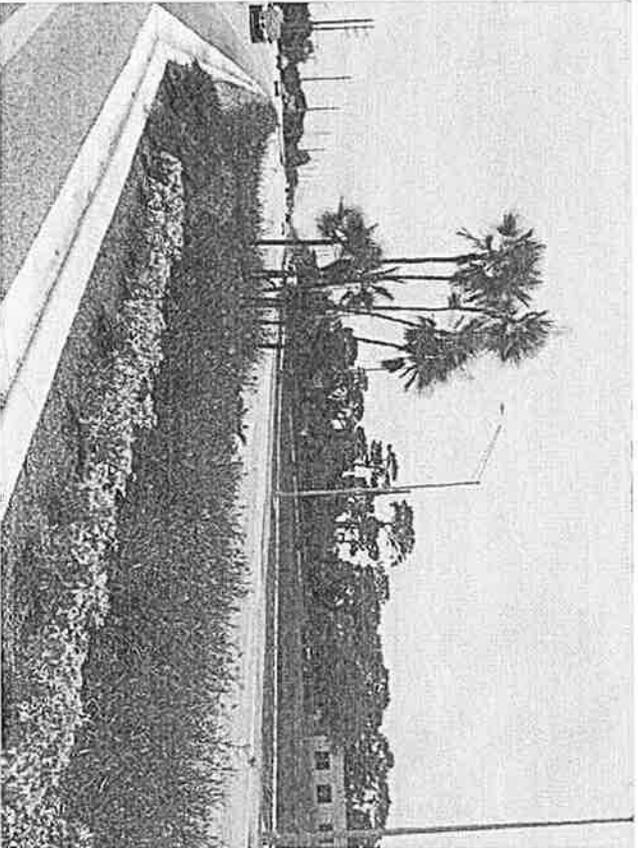
The Town has completed a master landscape plan for the medians and along the east and west right-of-ways of U.S. 1

Highway Beautification

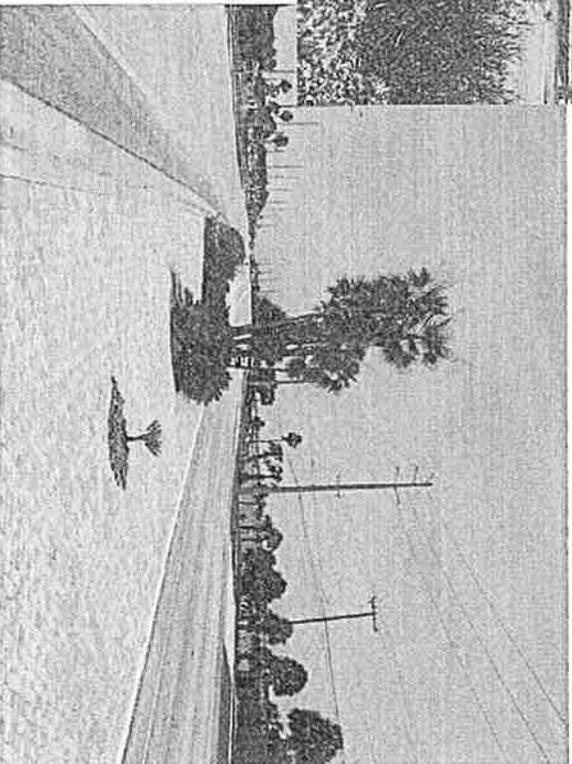


The town had applied for and received an FDOT highway beautification grant in the amount of \$71,636.00 which the Town matched. This grant allowed the Town to complete Phase 1 of the landscape project which will include three (3) U.S. 1 medians.

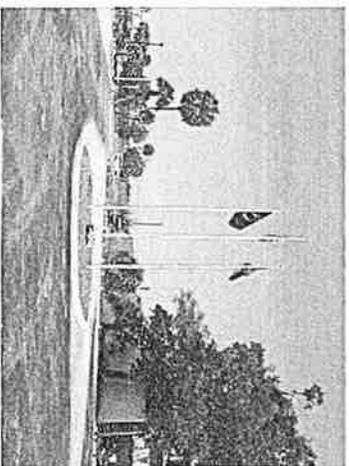
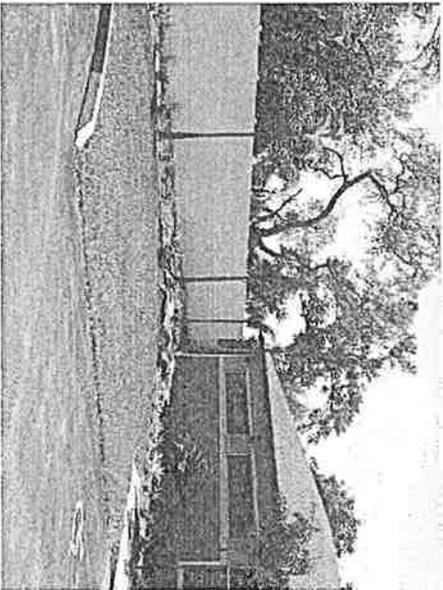
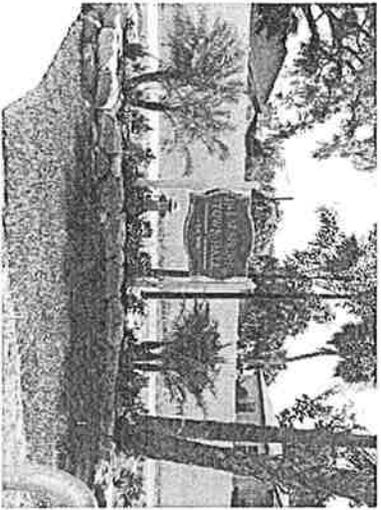
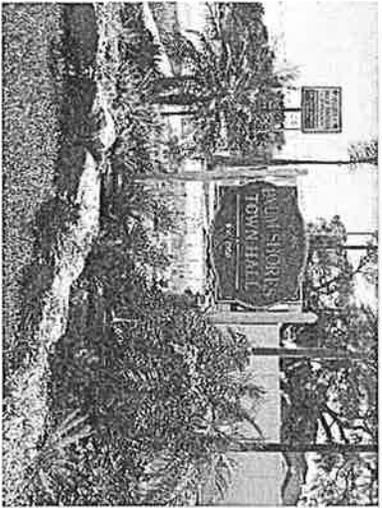
Medians



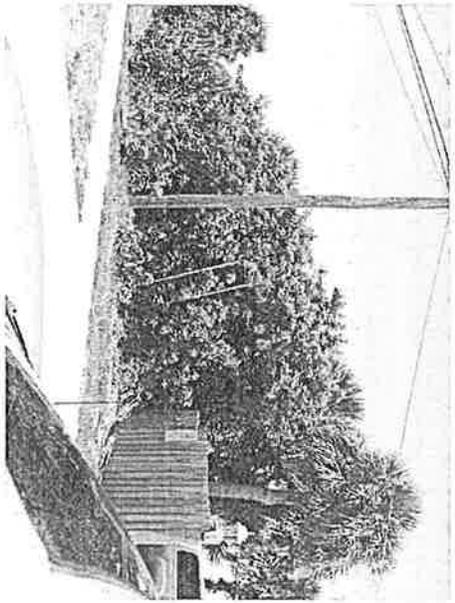
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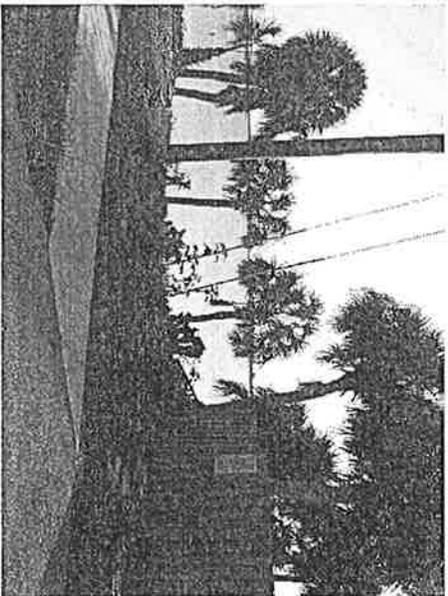
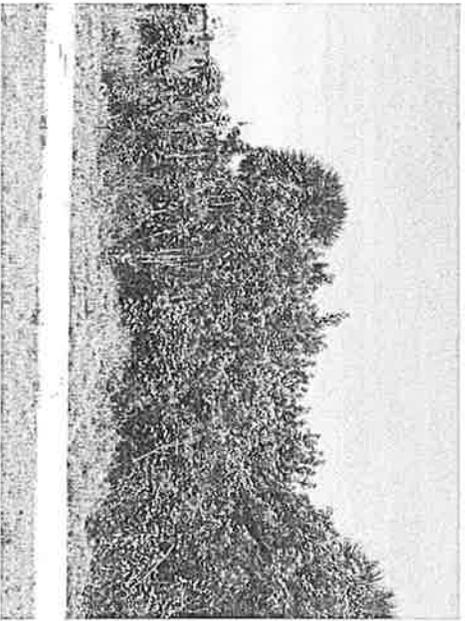
Town Hall Landscape



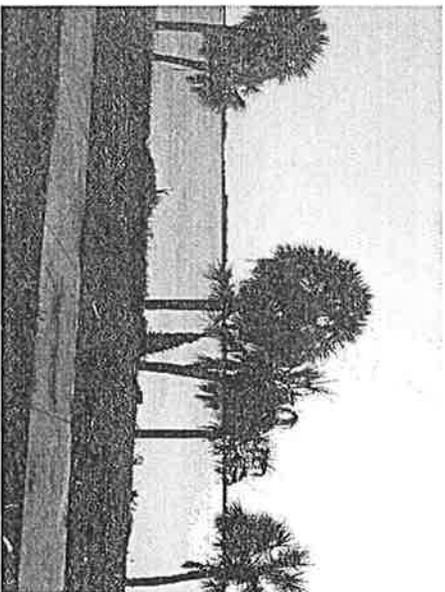
Pepper Tree Busting



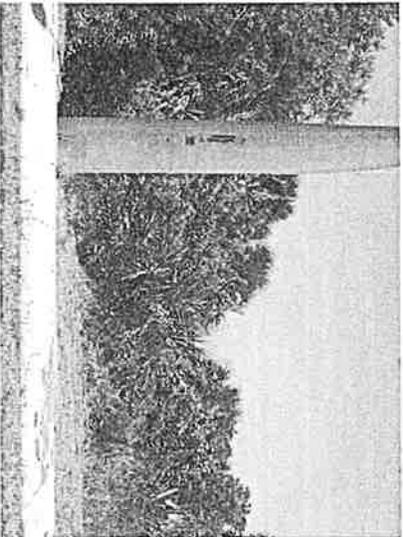
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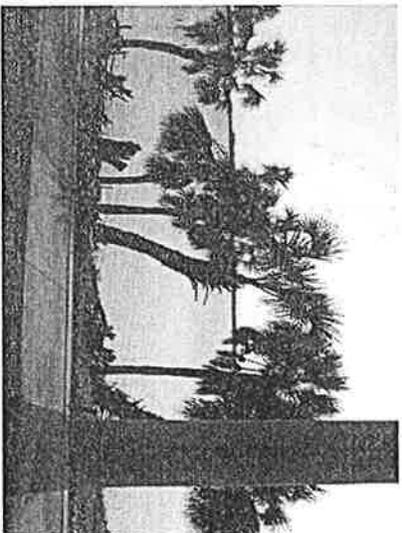
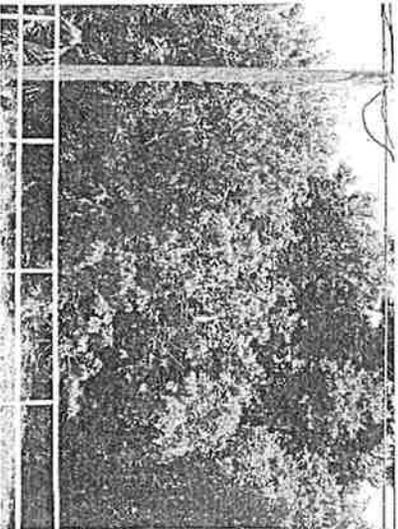
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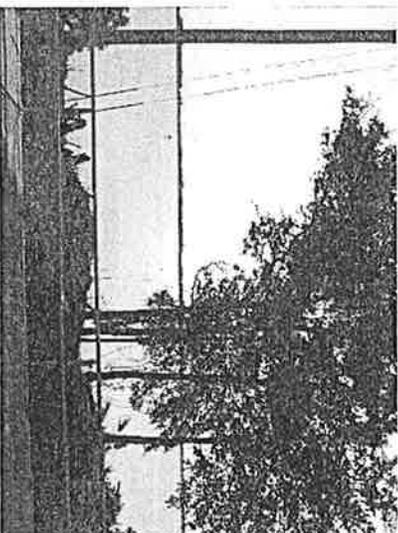
Pepper Tree Busting



Before

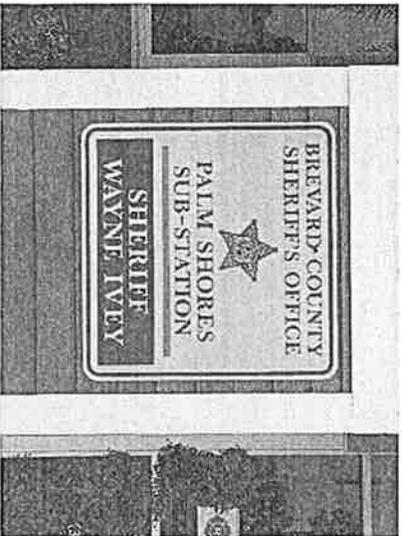


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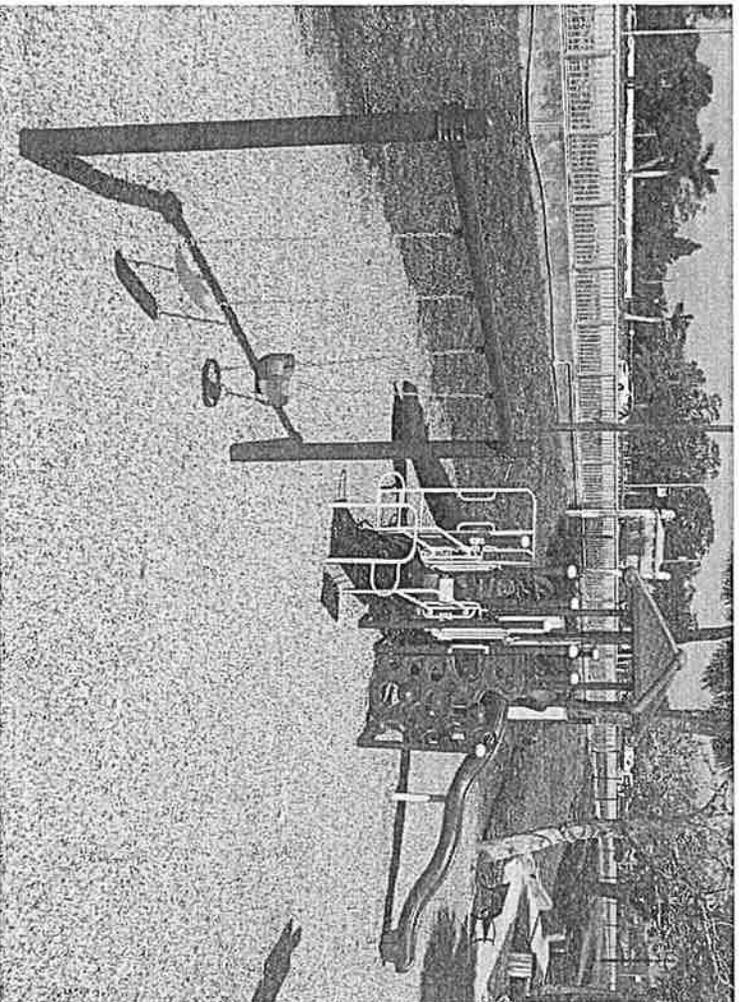
SAFETY

With the cooperation of the Brevard County Sheriff's Department the Palm Shores Town Hall is now the home of a sheriff substation, providing more of a law enforcement presence within the Town. The Town also participates in the Community Policing Program (COPS).



Shoreside Park

The Town's riverside park received extensive damage from the hurricanes of 2004. The park has been totally renovated and improved since that time. Shoreside Park is a redevelopment project and the first and only recreation facility in the Town of Palm Shores.



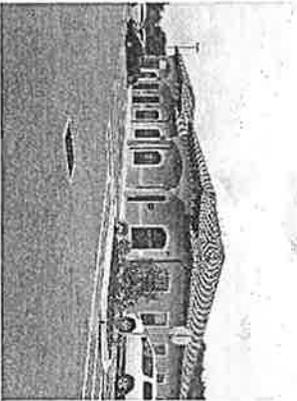
New Development Projects

The Town's desired outcome from these public expenditures are simply to remove slum and blight conditions within the town in order to create:

A place a new business or company would be proud to call home.

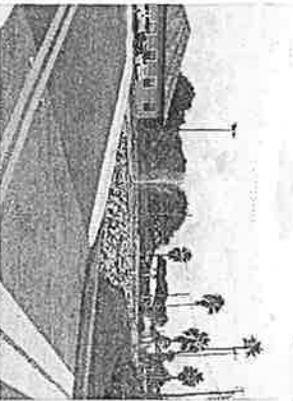
A community with a new self image and sense of pride.

New Residential and Commercial Businesses

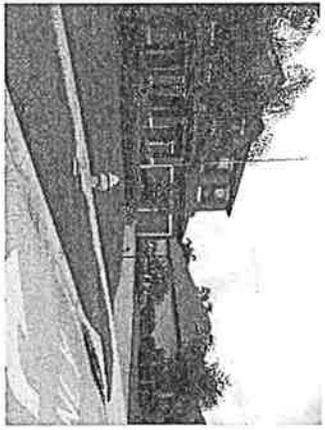
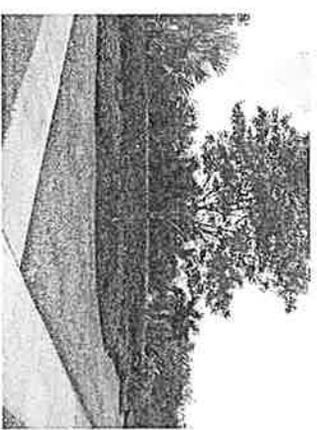


Prestige Office Complex (formerly the Blue Motel) houses 5 real estate related businesses including title

companies, property inspectors, and mortgage company.



Ashley Oaks Subdivision was completed in 2014 and its 27 homes are all sold

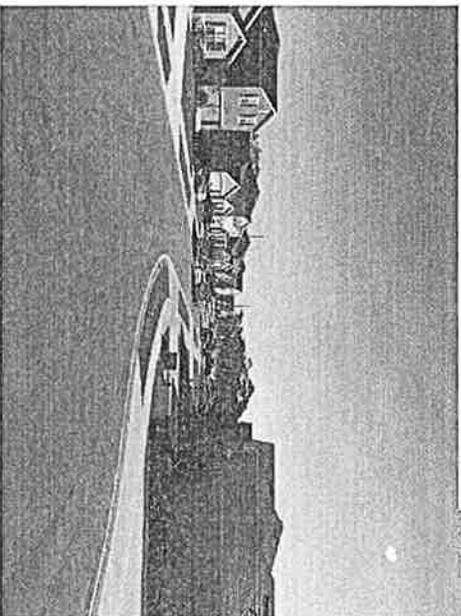
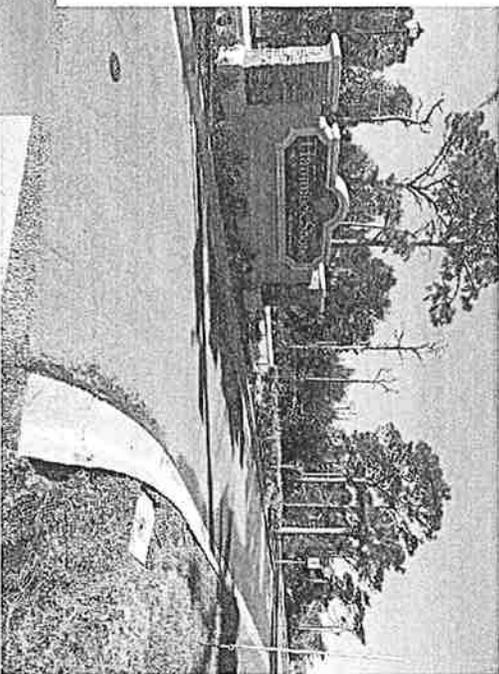


New Residential Community

Hammock Shores was completed in 2016 and all 52 homes are sold.



Before

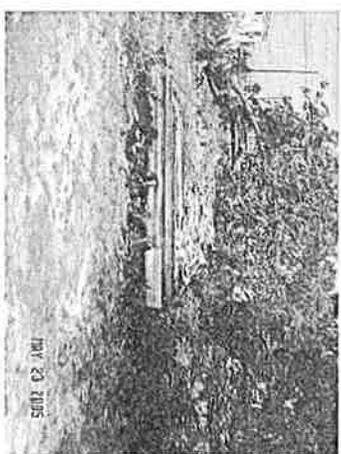
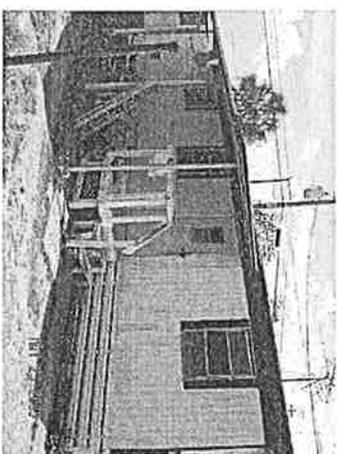
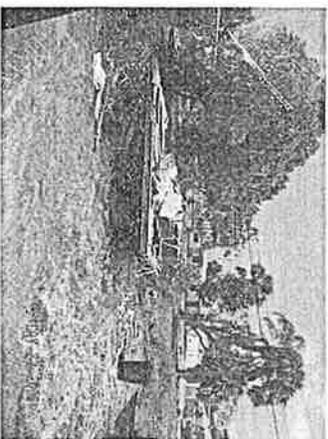


After

BRPH and Meridian Properties



Before



BRPH and Meridian Properties



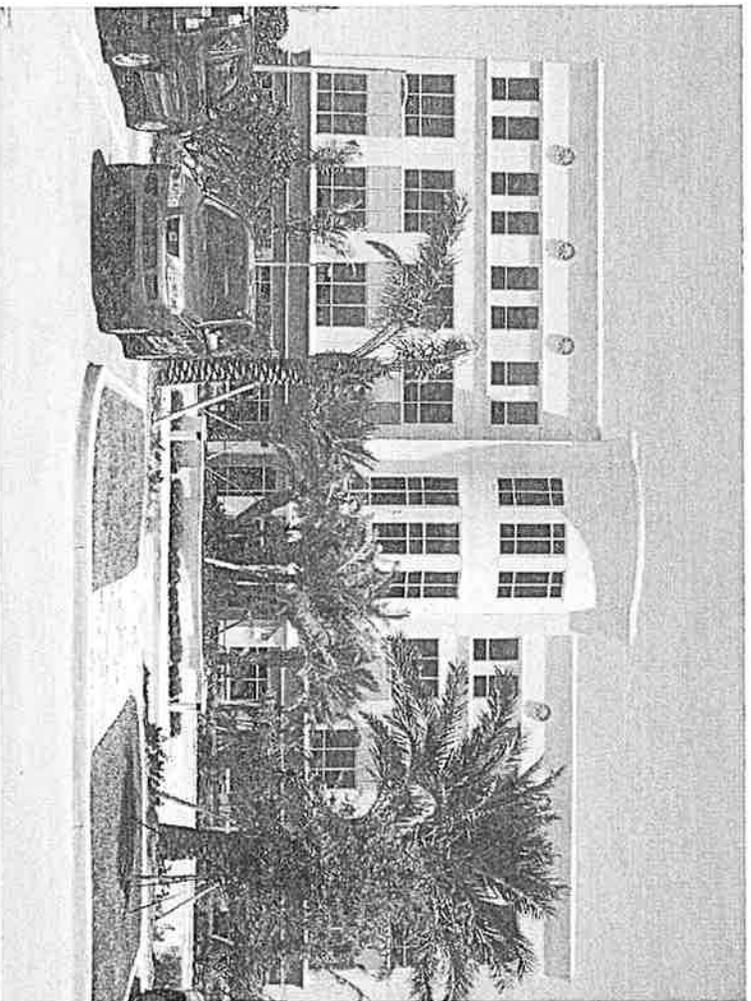
BRPH

Meridian Center

09-23-08

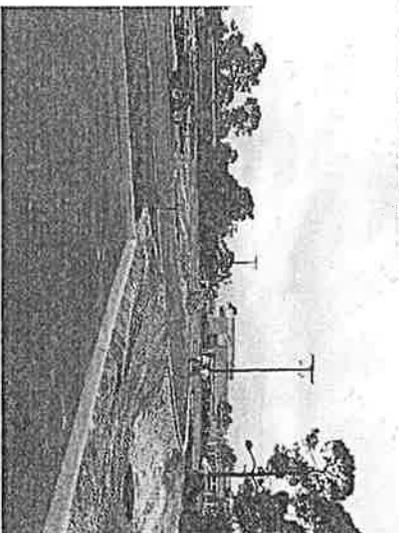
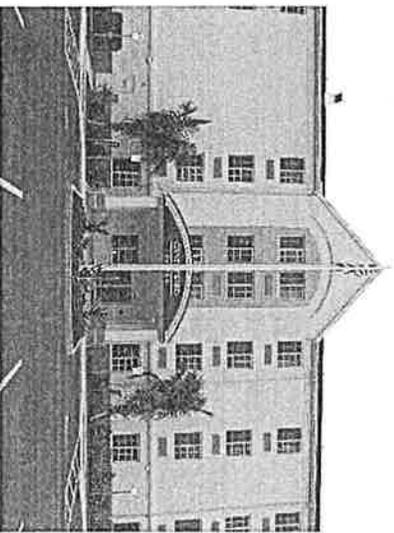
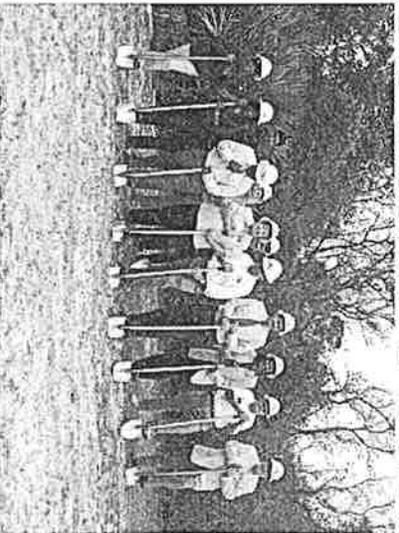


During



After

Candlewood Suites Groundbreaking to Finish



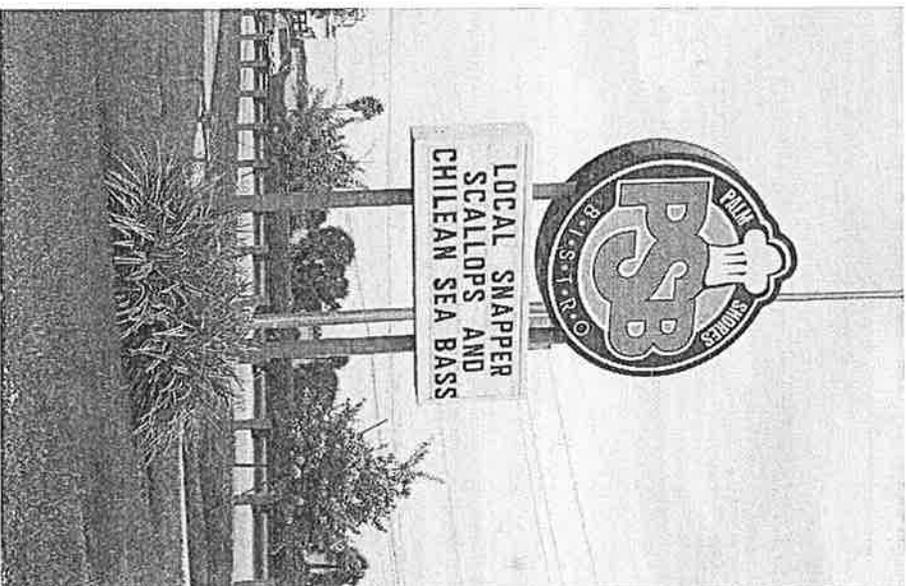
New Businesses in Palm Shores

Cabana Shores Tiki Bar and Grill



New Businesses in Palm Shores

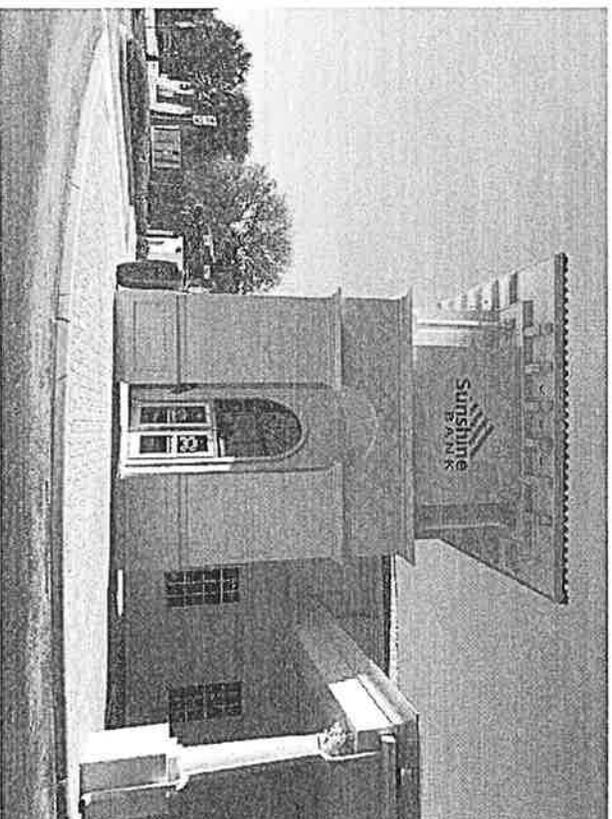
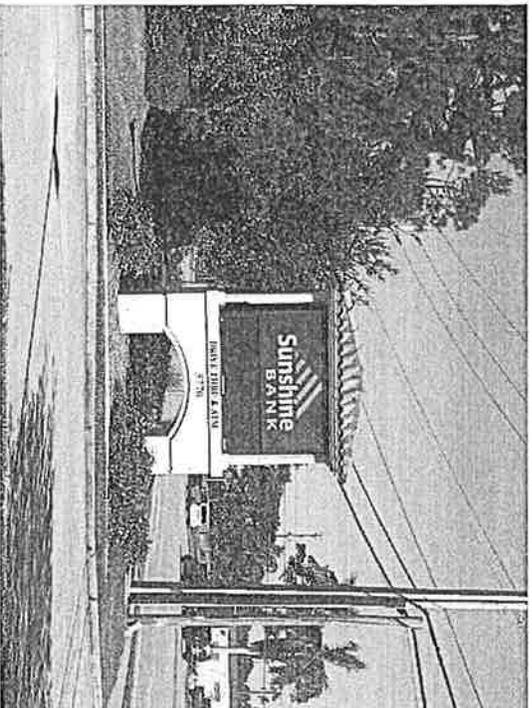
Palm Shores Bistro



New Businesses in Palm Shores

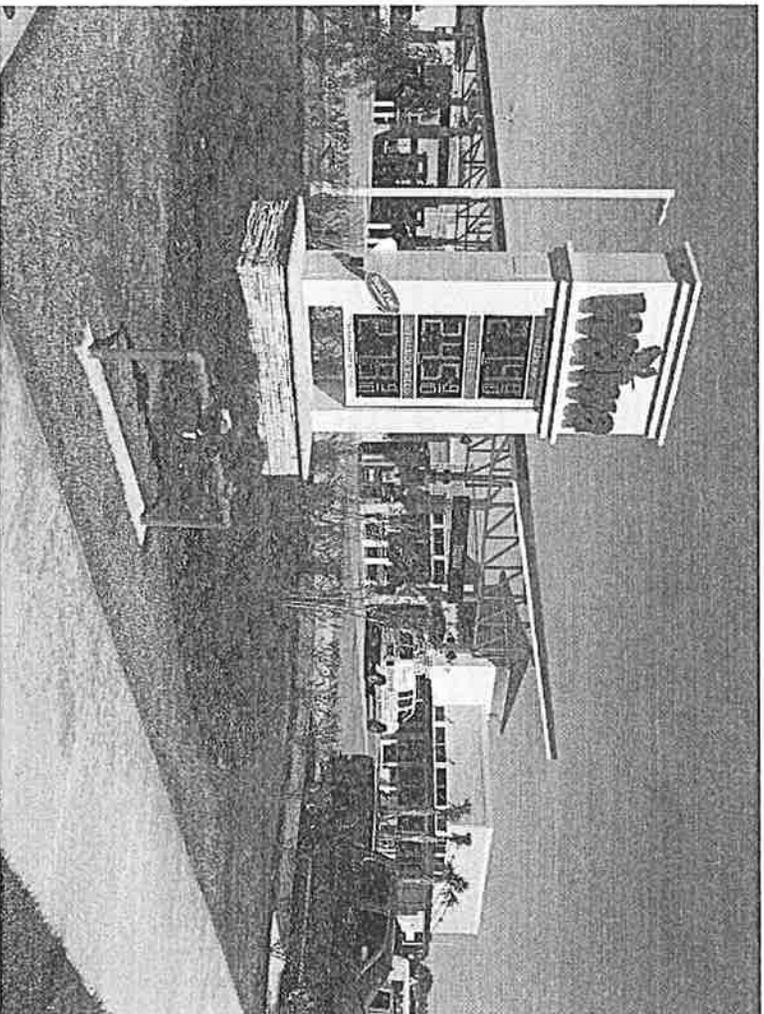
Sunshine Bank

Formerly Florida Bank of Commerce



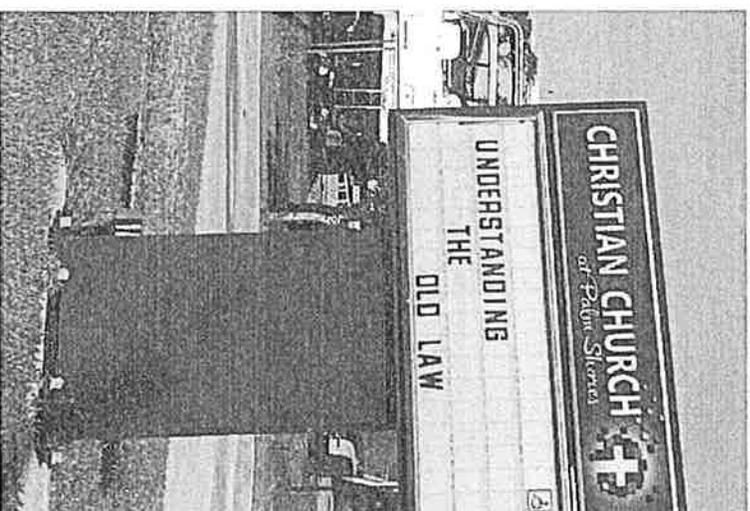
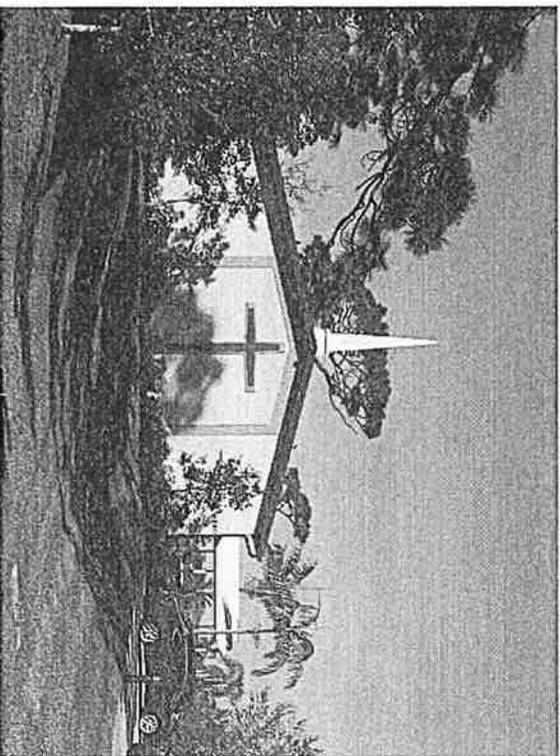
New Businesses in Palm Shores

WaWa opened in 2016, the first in Brevard County



New Businesses in Palm Shores

Christian Church of Palm Shores



Sample of RESIDENTIAL Taxes Paid To Brevard County

Street Name	Taxable Value		Taxes Paid
	School	Non-School	
Silver Oak Blvd.	\$ 69,090.00	\$ 44,090.00	\$ 1,073.44
Okalani Street	\$ 156,570.00	\$ 131,570.00	\$ 2,341.84
Riverside Road	\$ 62,710.00	\$ 37,710.00	\$ 938.23
N. US Hwy 1	\$ 239,640.00	\$ 214,640.00	\$ 3,631.67
N. US Hwy 1	\$ 716,210.00	\$ 691,210.00	\$ 10,541.63
N. US Hwy 1	\$ 511,240.00	\$ 486,240.00	\$ 7,569.69

2003 Base Taxable Value =
\$9,066,710

2004 Taxable Value =
17,693,170.00

2016 Taxable Value =
36,579,030.00

Sample COMMERCIAL Taxes Paid to Brevard County

BUSINESS NAME	TAXES PAID TO BREVARD COUNTY
SUNSHINE BANK	\$15,330.29
WAWA	17,623.71
Candlewood Suites	\$31,264.57

Taxes paid to Brevard County

“The Town of Palm Shores pays ad valorem taxes to the County General Fund.

The Town does not levy a millage and the Tax Collectors office distributes no tax dollars to the municipality” – Lisa Cullen in a letter dated February 9, 2016 to the Board of County Commissioners.

In Closing

- CRA'S were established to encourage new investment and job creation in areas that were blighted. Our CRA was approved by the County Commission (including façade improvement grants) and we consider this to be a contract between the town and county.
- We oppose attempts to restrict CRAs, particularly if the debate is over money and control and not about the merits of revitalization. CRA's have demonstrated that the use of TIF funding dramatically improves the economic and social outcomes within the targeted areas. These outcomes benefit the cities and counties and, more importantly, the taxpayers.

CONCLUSION

The Town has made significant progress on many of the projects and programs approved within the Palm Shores Redevelopment Plan.

THANK YOU AND HAVE A PLEASANT
AFTERNOON

