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Pier 13 Coffee

04/08/2025

RE: North Brevard Economic Development Zone (NBEDZ)

Dear Brevard County Commissioners,

My name is Justin Hilligoss, I live in Titusville FL and own a coffee shop & coffee roastery here in town – Pier 13 Coffee Co. I am writing to express our sincere appreciation for the positive impact the North Brevard Economic Development Zone (NBEDZ) has had on our small, family-owned business. It has come to our attention that the county is considering discontinuing the NBEDZ program, and we respectfully urge you to reconsider this decision.

As local small business owners—a husband and wife team—we undertook an ambitious project to build a 4,000-square-foot coffee shop and an adjoining 2,400-square-foot coffee roasting facility. Without the vital assistance provided by NBEDZ, we would not have been able to complete this significant project. Unlike larger corporations, we simply do not have access to extensive resources, financial or otherwise, and the support from NBEDZ has been critical in helping us establish and expand our operations.

Thanks to the support received through NBEDZ, we have not only been able to expand our business but have also been able to create meaningful local employment opportunities. Our business currently employs numerous local residents whose livelihoods directly contribute to the economic health and growth of our community. The ripple effect of our business extends to other local vendors, suppliers, and services, amplifying the positive economic impact within North Brevard.

NBEDZ serves as a vital tool for nurturing small businesses like ours, ensuring our community remains vibrant and economically resilient. We kindly request that you continue your support for NBEDZ, recognizing its significant value to local businesses and the broader community.

Thank you very much for your thoughtful consideration.

Respectfully,

Justin Hilligoss

VP

Pier 13 Coffee Co. / Hilligoss Enterprise LLC

**Brevard County Commissioner Meeting
Tuesday April 8, 2025**

**Follow Up Presentation on
Low Impact Development/Design**



Conradina Chapter of FI Native Plant Society

What is Low Impact Development/Design?

Low Impact Development (LID) is:

- a stormwater management approach that
- uses a suite of hydrologic controls (structural and non-structural) distributed throughout the site and
- integrated as a treatment train (i.e., in series) to replicate the natural hydrologic functioning of the landscape.

The **fundamental goal** of applying LID concepts, design, and practice is to:

- improve the overall effectiveness and efficiency of stormwater management relative to conventional systems,
- reducing total and peak runoff volumes,
- removing nutrients, and
- improving the quality of waters discharged from the site.

Brevard Co LID Retrofit Guide, pg 7

What's the Good News?

Existing Brevard County and other LID Resources We Found!

1. Brevard County Natural Resources has a LID Retrofit Guide for Commercial and Light Industrial Facilities
 - Dated October 2020
 - On the FL DEP site at: https://live-gsi-wp.pantheonsite.io/wp-content/uploads/Brevard_County_LID-Manual-Final_111120.pdf
2. Brevard County Natural Resources also has a Stormwater Program Public Education and Outreach website that contains many LID principles: <https://www.brevardfl.gov/NaturalResources/StormwaterProgram/EducationAndOutreach>
3. Great resources on the FL DEP site on how to create community engagement: <https://live-gsi-wp.pantheonsite.io/community-engagement/>
4. Native plants look wonderful at many Brevard County parks such as Enchanted Forest, Erna Nixon and Rotary Park at Suntree to name a few!

Suggestions for Potential Future Consideration

1. Thank you again for the Speak Up Brevard Program. It has really generated an interest in citizens engaging in the process. Twelve CEERs on LID is awesome! They are CEERs 37, 38, 39, 40, 41, 42, 45, 47, 54, 59, 72 and 73
2. Continue to learn about LID at the Conradina meeting:
 - Lisa Frazier, Director City of Palm Bay Growth Management
 - May 12 at 6 pm
 - First Church of Melbourne Nazarene, 2745 S. Babcock St, Melbourne
3. Consolidate the recommendations of the 12 CEERs related to LID and identify additional opportunities
4. Encourage Parks & Rec to use native plants whenever possible – it's cheaper and less maintenance. Partner with local FNPS chapters whenever possible
5. Ask Brevard County Natural Resources how it's going with the current LID doc
 - What needs to change?
 - Pros and cons
 - How to incorporate more LID principles and updates
6. Create a task force to create a residential LID plan with developers at the table

What's the Difference Between FI Friendly Landscaping and FI Native Plants?

FI Friendly Landscaping

- Includes native and non-native plants
- Requires less water, fertilizer and maintenance than other plants
- May appear to be attracting pollinators and wildlife but can actually cause damage to DNA of plants and pollinators. Examples would be tropical vs native milkweed, non-native porterweed vs native, etc.
- Non-natives mostly provide aesthetic beauty to humans vs benefit to wildlife.

FI Native Plants

- Defined as plants that were present at the time of first European contact in Florida (about 1500 A.D)
- Are acclimated to our climate
- Supports local wildlife as a food source to caterpillars which are the ONLY food baby birds eat per Dr. Doug Tallamy.
- Sequesters water and filters pollutants as it percolates water to the aquifer.
- Animals need plant protein and insects need native plants