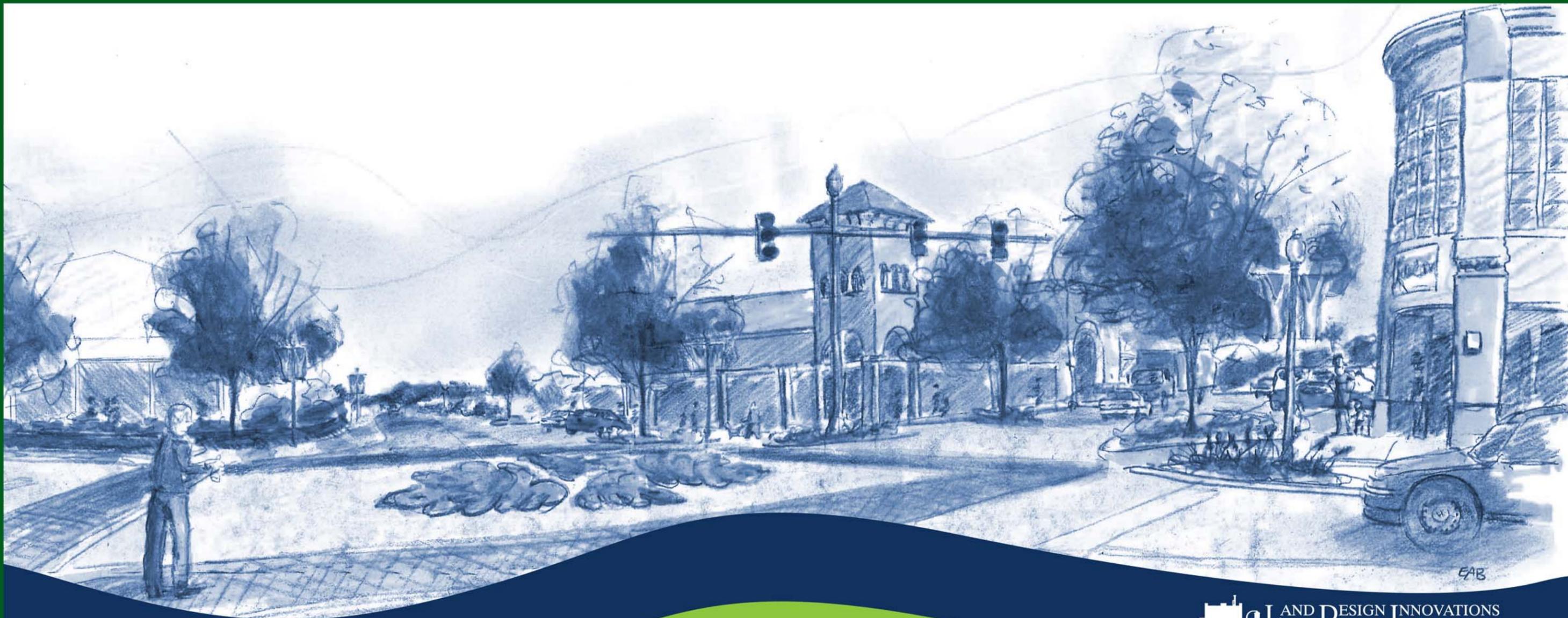


City of Gulf Breeze

2006

COMMUNITY REDEVELOPMENT PLAN



I.	INTRODUCTION	1			
	A. City of Gulf Breeze Background	1			
	B. Purpose of Plan	1			
II.	CURRENT CONDITION ASSESSMENT	1			
	A. Community Redevelopment Area.....	2			
	B. Existing Land Uses	2			
	C. Future Land Uses within the CRA.....	3			
	D. Infrastructure and Public Services	5			
	E. Traffic and Circulation.....	5			
	F. Sidewalks and Bike Trails	6			
	G. Transit	7			
	H. Potable Water.....	7			
	I. Sanitary Sewer	7			
	J. Natural Gas	8			
	K. Reclaimed Water.....	8			
	L. Electricity/Power Lines.....	8			
	M. Storm Water System	8			
III.	ELEMENTS OF THE ECONOMIC ENVIRONMENT	10			
	A. Employment Sectors	10			
	B. Income Data	10			
	C. Economic Development, Workforce and Business Support Service Providers .	11			
	1. TEAM Santa Rosa-Santa Rosa Economic Development Council.....	11			
	2. The Gulf Breeze Area Chamber of Commerce.....	11			
	3. ESCAROSA-One Stop Career Center	11			
	D. Current Development Projects and Activity	13			
	1. Seashell Collection Shopping Center.....	13			
	2. Andrews Institute Orthopaedic and Sports Medicine Center	13			
	3. Other Development Activity.....	13			
	E. Opportunities and Challenges Facing the CRA	14			
	1. Physical Environment	14			
	2. Economic Environment	14			
	3. Regulatory Environment.....	14			
IV.	COMMUNITY VISIONING PROCESS	15			
	A. Community Briefings and Meetings.....	15			
	1. March 23, Area Developers Briefing.....	15			
	2. March 24, Rotary Club Meeting	15			
	B. Community Workshops	15			
	1. March 30, 2006.....	15			
	2. May 11, 2006	15			
	C. Community Issues/Concerns	15			
V.	STRATEGIES AND RECOMMENDATIONS	17			
	A. Strategies for Addressing Blight Conditions -1990	17			
	B. Past Projects of the CRA.....	17			
	C. Community Redevelopment Objectives	18			
	D. Strategies and Recommendations for Addressing Blight Conditions-2006	19			
	1. Continue Investment in Public Facilities and Infrastructure.....	19			
	2. Expand Development Opportunities.....	21			
	3. Future Land Use and Land Development Code Modifications	22			
	E. Local Funding Sources	23			
	1. CRA Tax Increment Fund.....	23			
	2. Other Funding Sources	24			
	3. Private Funding Sources	25			
VI.	IMPLEMENTATION PLAN	26			
	A. Action Plan (Two Year).....	26			
	B. Long Term Implementation Plan.....	26			
VII.	APPENDIX A VACANT COMMERCIAL PARCEL INFORMATION.....	28			
VIII.	APPENDIX A VACANT PARCEL LOCATIONS (MAP).....	29			
IX.	APPENDIX B MARCH 30, 2006 MEETING ROSTER	30			
X.	APPENDIX C MAY 11, 2006 MEETING ROSTER	33			
XI.	APPENDIX D MAY 11, 2006 MEETING WEIGHTED RESULTS	35			
XII.	APPENDIX E STREETSCAPE COMPONENTS USED FOR COST ESTIMATING	36			

I. INTRODUCTION

A. City of Gulf Breeze Background

Gulf Breeze is a city located on the Fairpoint Peninsula in Santa Rosa County, Florida across Pensacola Bay from the city of Pensacola. The population of Gulf Breeze was 5,665 at the 2000 census. As of 2004, the population recorded by the U.S. Census Bureau is 6,333 an 11.79% increase.

The City of Gulf Breeze traces its name to the Gulf Breeze Cottages and Store, which opened a post office branch in 1936 where Live Oaks Plaza now stands. The community began to grow following the opening of the improved bay bridge in 1960, and continues to grow today. The City was incorporated in 1961.

From 1995 to 2005, Gulf Breeze received several direct hits and near misses from numerous hurricanes. In 1995, Hurricane Erin and Opal made landfall just south of the City. While Erin caused moderate damage to the area, Hurricane Opal devastated much of the community. Nine years later, in 2004, Hurricane Ivan made landfall west of the City but caused widespread damage in the City, destroying many homes and businesses. In 2005, Hurricane Dennis passed just east of the City. Damage around the City was more severe than what was received in communities to the west of town.

Significant population growth has taken place east of the City around the Navarre area along U.S. 98. The City of Gulf Breeze is geographically constrained. The City is located on the western end of the Fairpoint peninsula. Gulf Breeze is separated from the City of Pensacola on the north by a three mile bridge across Pensacola Bay and the south by the Bob Sikes Bridge over Santa Rosa Sound to Pensacola Beach. Immediately to the east is the 1,329 acre Naval Live Oaks portion of the Gulf Islands National Seashore. It is a pristine and undeveloped preserve. As a result of this natural buffering and location, Gulf Breeze residents enjoy a quiet residential community just a few minutes from the Gulf of Mexico and the City of Pensacola.

Continued economic development within the City limits is limited primarily to redevelopment along to City's primary corridors and entry-points.

B. Purpose of Plan

The purpose of this Plan is to update the 1990 Gulf Breeze Community Redevelopment Plan. The City of Gulf Breeze established a Community Redevelopment Area (CRA) and Community Redevelopment Agency in December of 1989. The City implemented the City of Gulf Breeze Community Redevelopment Plan in 1990. These efforts were undertaken by the City to create a sustainable downtown community and to address high vacancy rates in retail and office units along U.S. Highway 98.

This updated Plan evaluates the Community Redevelopment Area's physical and economic conditions; the challenges and opportunities facing the community; utilizes community input and visioning and presents redevelopment strategies and critical tasks that will enable the City of Gulf Breeze to stimulate and encourage economic development, provide increased public amenities, improve pedestrian safety and effectively manage redevelopment within the CRA in order to realize the City's vision and long-term community goals.

II. CURRENT CONDITION ASSESSMENT

This section of the Plan assesses the current condition of the Gulf Breeze CRA. The CRA area boundaries, existing land uses, zoning, future land uses, and development within and adjacent to the CRA are addressed. Elements of the economic environment are also evaluated as well as physical elements of the CRA. The final component of the assessment is the current infrastructure serving the CRA.

Map 1 City of Gulf Breeze Redevelopment Area (CRA)



A. Community Redevelopment Area

The Gulf Breeze CRA is approximately 347 acres in size and is comprised of approximately 440 parcels¹. The CRA is generally located along the entire corridor of U.S. Highway 98 within the City limits, extending various depths northeast and southwest of the highway and extends slightly along the approach to the Pensacola Beach Bridge on the south of the City and also on the north side of the City along the approach to the Gulf Breeze Parkway Bridge to Pensacola near Wayside Park.

Map 1 shows the City of Gulf Breeze and the location of the City's Community Redevelopment Area (CRA).

B. Existing Land Uses

The existing or current land uses within the CRA are determined through an analysis of the State of Florida Department of Revenue Use Codes assigned to each of the parcels located within the CRA. These codes detail the existing use of the properties located within the Gulf Breeze CRA. **Table 1** details the distribution of existing land uses within the CRA.

The five (5) primary existing uses within the Gulf Breeze CRA in descending order of acreage are:

1. Public Schools
2. Vacant Commercial
3. Community Shopping
4. Churches and
5. Private Hospitals

Public Schools represent ~18% of the total acreage of the CRA. Encompassing 64.47 acres within two parcels in the center of the Gulf Breeze Community Redevelopment Area are the Gulf Breeze Elementary School, Gulf Breeze Middle School and Gulf Breeze High School. The total area encompassed by the schools is almost evenly bisected by U.S. Highway 98 (Gulf Breeze Parkway).

Vacant Commercial use represents ~14% of the total acreage of the CRA encompassing 47.73 acres on 57 parcels. The majority of the parcels are less than one acre in size. Detailed information for the vacant commercial parcels in the CRA is found in **Appendix A**.

Community Shopping use represents ~11% of the total acreage within the CRA, encompassing 38.06 acres on six parcels. Private Hospital use represents ~6.47% of the total acreage of the CRA encompassing 22.45 acres on one

parcel. Churches represent approximately ~7% of the total acreage of the CRA, encompassing 25.25 acres on seven parcels. These non-residential uses comprise over 57% of the land area.

Multi-family residences, single-family town-homes and limited single-family residences, characterize the residential component of the CRA. **Table 2** details the distribution of residential uses.



¹ Santa Rosa County, Property Appraisers Office, 2006.

Table 1 Existing Land Uses Gulf Breeze CRA

Land Use	Acres	# of Parcels	% of Total CRA
Public Schools	64.47	2	18.57%
Vacant Commercial	47.73	57	13.75%
Community Shopping	38.06	6	10.96%
Churches	25.25	7	7.27%
Private Hospitals	22.45	1	6.47%
Hotels And Motels	19.48	4	5.61%
Multi-Family Over 5 Units	11.58	3	3.34%
Vacant Residential	11.40	33	3.28%
Financial Building	9.74	9	2.81%
Multi-Family Less Than 5 Units	7.84	38	2.26%
Single Family Residential (SFR) Townhomes	7.47	90	2.15%
Office Buildings	5.93	10	1.71%
Municipal	5.91	3	1.70%
Vehicle Sale And Repair	5.86	5	1.69%
Multi-Story Office	5.82	2	1.68%
Stores, 1 Story	5.42	6	1.56%
Single Family	5.37	26	1.55%
Restaurant/Cafeteria	5.22	5	1.50%
SFR (Santa Rosa Sound)	4.67	7	1.35%
Professional Building	3.69	26	1.06%
Mini-Warehouses	3.04	2	0.88%
Utilities	3.00	2	0.86%
Homes For The Aged	2.98	1	0.86%
Bowling/Recreation	2.45	1	0.71%
Vacant Institutional	2.28	6	0.66%
Drive-In Restaurant	2.22	3	0.64%
Medical Offices	1.94	8	0.56%
Multi-Tenant Retail	1.89	3	0.54%
Convenience Stores	1.70	3	0.49%
Rights-Of-Way	1.59	3	0.46%
Post Office	1.53	1	0.44%
Shop Commercial	1.39	43	0.40%
Vacant Commercial	1.32	5	0.38%
Service Station	1.27	3	0.37%
SFR Bay Front	1.11	1	0.32%
Service/Repair Shop	0.94	4	0.27%
Private School/ Daycare	0.63	2	0.18%
Gym Fitness	0.47	1	0.14%
Multi-Tenant Office	0.38	1	0.11%
Federal	0.34	1	0.10%
Florist/Greenhouse	0.32	1	0.09%
Store/Office/Residential	0.32	2	0.09%
Wholesale Outlet	0.32	1	0.09%
Drive Through Service Station	0.27	1	0.08%
SFR Residential/Commercial	0.09	1	0.03%
TOTALS	347.13	440	100.00%

Table 2 Residential Use Distribution within Gulf Breeze CRA

Residential Use Type	Acres	Parcels	% of Total CRA Acres
Multi-Family 5+ Units	11.58	3	3.34%
Multi-Family <5 Units	7.84	38	2.26%
Single Family/ Town-Homes	7.47	90	2.15%
Single Family Residence	5.37	26	1.55%
Single Family Residence (Santa Rosa Sound)	4.67	7	01.35%
Single Family Residence (Bayfront)	1.11	1	0.32%
Total	38.04 Acres	165	10.97%

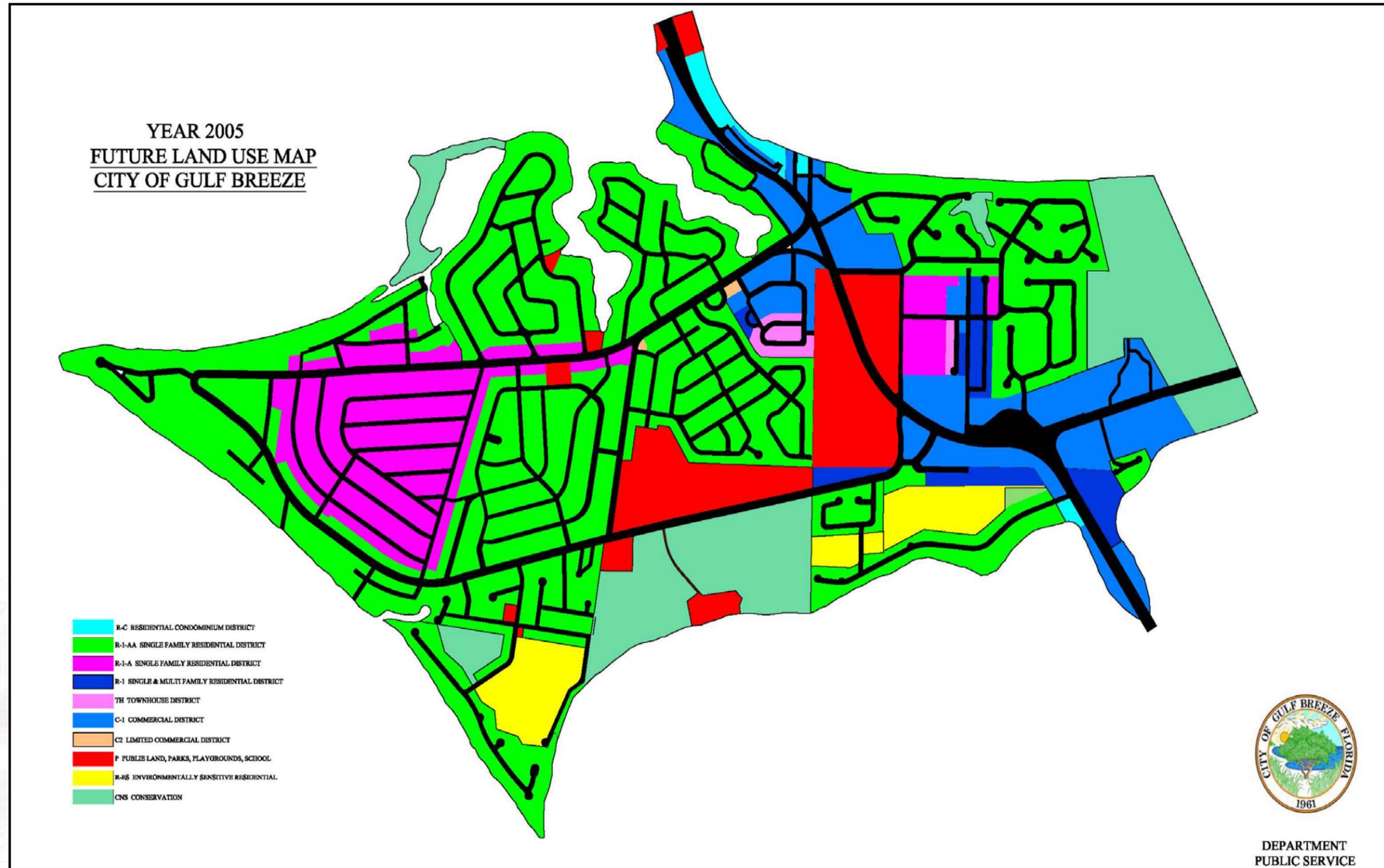
Source: Santa Rosa County, Property Appraisers Office, 2006

The existing land uses hierarchy and the limited amount of vacant commercial land underscores the limited traditional suburban development opportunities available to the City of Gulf Breeze within the Community Redevelopment Area. In order to increase development opportunities within the CRA, the City of Gulf Breeze may seek to examine opportunities to use a more urban development pattern. This development pattern would increase the utilization of mixed-use development and the potential increase of commercial intensity (Floor Area Ratio/FAR) at appropriate locations.

C. Future Land Uses within the CRA

The Future Land Use classifications represent the City of Gulf Breeze’s proposed future development vision for the area within the CRA and relate directly to the City’s Zoning classifications. In the City, the future and use and zoning classifications are directly related. There is only one map that identifies both classifications. These land uses are utilized within the City’s Comprehensive Plan to plan for future infrastructure needs and capital needs. **Map 2** shows the City of Gulf Breeze Future Land Use Map and the associated land use designations.

Map 2 City of Gulf Breeze Future Land Uses



The primary future land use within the Gulf Breeze CRA is a Commercial District. This area represents approximately 200.66 acres or ~58% of the total CRA area. The remainder of the CRA, 146.47 acres, or ~42%, is comprised of the following land uses: (P) Public Lands, Parks, Playgrounds and Schools; (R-C, R-1 A, R-1 and R-1-AA) Residential Condominium, Single Family Residential District, Single Family & Multi-Family Residential District and Single Family Residential District; (TH) Town House District; and (C-1 and C-2) Commercial District and Limited Commercial District. **Table 3** details the current Future Land Uses with the Gulf Breeze CRA.

Table 3 Future Land Use Acreage in Gulf Breeze CRA

Land Use	Acres	% of Total CRA
C-1 Commercial District	200.66	57.81%
P Public Land, Parks, Playgrounds And Schools	64.47	18.57%
R-1 Single Family, Multi-Family District	39.22	11.30%
R-1A Single Family, Multi-Family District	18.1	5.21%
R-C Residential Condominiums District	10.02	2.89%
TH Town House District	9.05	2.61%
R-1-AA Single Family Residential District	4.7	1.35%
C-2 Limited Commercial District	0.91	0.26%
Total	347.13	100.00%

Source: Santa Rosa County, Property Appraisers Office, 2006, and City of Gulf Breeze Future Land Use Map.

Prepared by Land Design Innovations, Inc., 2006.

D. Infrastructure and Public Services

The City of Gulf Breeze owns and operates various public service systems within and around the Downtown Gulf Breeze CRA area. These systems include transportation, storm water, potable water, sanitary sewer, and natural gas. Additionally, there are private utility systems within the CRA area, including electric power, communications and cable television. The following paragraphs provide a brief description of these systems.

E. Traffic and Circulation

The traffic circulation within the Downtown Gulf Breeze CRA is most significantly affected by the Gulf Breeze Parkway (U.S. 98), which bisects the central business district area. U.S. 98 connects the City of Gulf Breeze to the north to the City of Pensacola, via the Pensacola Bay Bridge. U.S. 98 has approximately 60,457 average daily trips and reserved trips for new projects, all passing through the CRA. U.S. 98 is classified as a principal arterial roadway with six lanes (three lanes in each direction with center medians and turn lanes) through the majority of the Gulf Breeze central business district. The adopted level of service for U.S. 98 is “D”, however all three sections of U.S. 98, as shown in **Table 4**, have such high traffic volumes that the level of service for these sections is “F”.

In addition to Gulf Breeze Parkway (U.S. 98), State Road 399 is another north-south corridor that intersects U.S. 98 south of the central business district and connects Gulf Breeze to Pensacola Beach, via the Bob Sikes Bridge. State Road 399 has approximately 22,289 average daily trips including reserved trips for new projects. S.R. 399 is classified as a minor arterial roadway with four lanes (two lanes in each direction with center medians and turn lanes). The adopted level of service for State Road 399 is “E” and as shown in **Table 4**, the traffic volume is at a level of service of “C”.

Secondary roadways in the Gulf Breeze CRA include Fairpoint Drive, Northcliff Avenue and Shoreline Drive, which provide the main access to the residential neighborhoods and to the central business district. **Map 1** shows the street network located within the Gulf Breeze CRA. Information regarding the historic and projected traffic levels is detailed in **Table 4**.

Table 4 Roadways and Level of Service-Gulf Breeze CRA

Roadway Segment	Roadway Classification & Number of Lanes	Maximum Volume	Total AADT + Reserved	LOS Standard	1999 LOS	2005 LOS	2010 LOS
U.S. 98 (From GB City Limits to Fairpoint Dr.)	Principal arterial 6 lanes divided	53,500	57,130	D	D	F	F
U.S. 98 (From Fairpoint Dr. to SR 399)	Principal arterial 6 lanes divided	53,500	60,457	D	D	F	F
U.S. 98 (From SR 399 to GB City Limits)	Principal arterial 4 lanes divided	35,700	51,895	D	F	F	F
SR 399	Minor arterial 4 lanes divided	35,700	22,289	E	N/A	C	N/A
Fairpoint Drive	Local 2 lanes undivided	12,600	11,617	E	N/A	E	N/A
Shoreline Drive	Local 2 lanes undivided	12,600	11,594	E	N/A	E	N/A

Source: City of Gulf Breeze, 2006, and FDOT, 2006.

Prepared by Land Design Innovations, Inc., 2006.

F. Sidewalks and Bike Trails

The current sidewalk facilities in the Gulf Breeze CRA consist of sidewalks on both sides of U.S. 98 and S.R. 399 that run north and south through the downtown. There are a few sidewalks in the residential neighborhood behind the elementary school.

Currently, there are no bicycle facilities in the Gulf Breeze CRA. However, there are two existing bike trails that are nearby to the residents of Gulf Breeze. These are the South Santa Rosa Loop Trail and the Scenic Highway Bike Route and are shown on **Map 3**.

The South Santa Rosa Loop Trail is a 40-mile, multi-use, paved trail created for joggers, cyclists, inline skaters, and hikers. This trail begins at the Navarre Beach Nature Walk, traverses through scenic Gulf Islands National Seashore, crosses the Pensacola Beach Bridge, and returns through Gulf Breeze along U.S. Highway 98 to Navarre. It is at the intersection of U.S. 98 and S.R. 399 where residents may access this trail.

The Scenic Highway Bike Route is an 11-mile paved shoulder trail. This biking trail follows the Pensacola Scenic Bluffs Highway. This road is a unique driving experience offering panoramic views of Escambia Bay from giant bluffs that are the highest points along Florida’s entire coastline. It travels from the Bayou Texar Bridge, near the north end of the Pensacola Bay Bridge, to the north end of the U.S. 90 Bridge across the Escambia River.

Map 3 Trails in Gulf Breeze



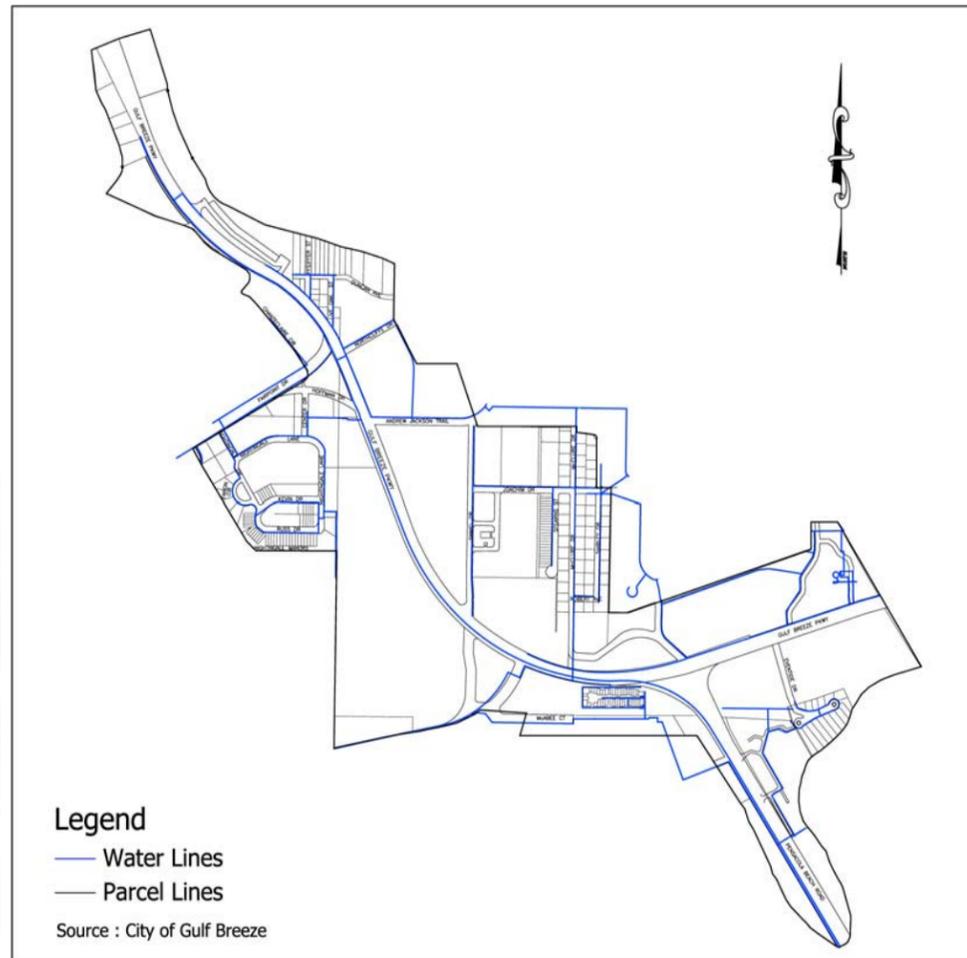
G. Transit

The downtown Gulf Breeze CRA area is not served by any transit services.

H. Potable Water

The City of Gulf Breeze owns and operates a potable water utility system within the CRA study area. The existing potable water system consists of a well-developed network of water mains distributed across the entire area. The existing water mains range in size from two inches (2") to sixteen inches (16") in diameter and serve both domestic and fire flow demands. The general location and configuration of the existing water mains is shown on **Map 4**. Based on available information, it appears that potable water service is currently available within a reasonable connection distance to all portions of the CRA study area.

Map 4 Potable Water Lines



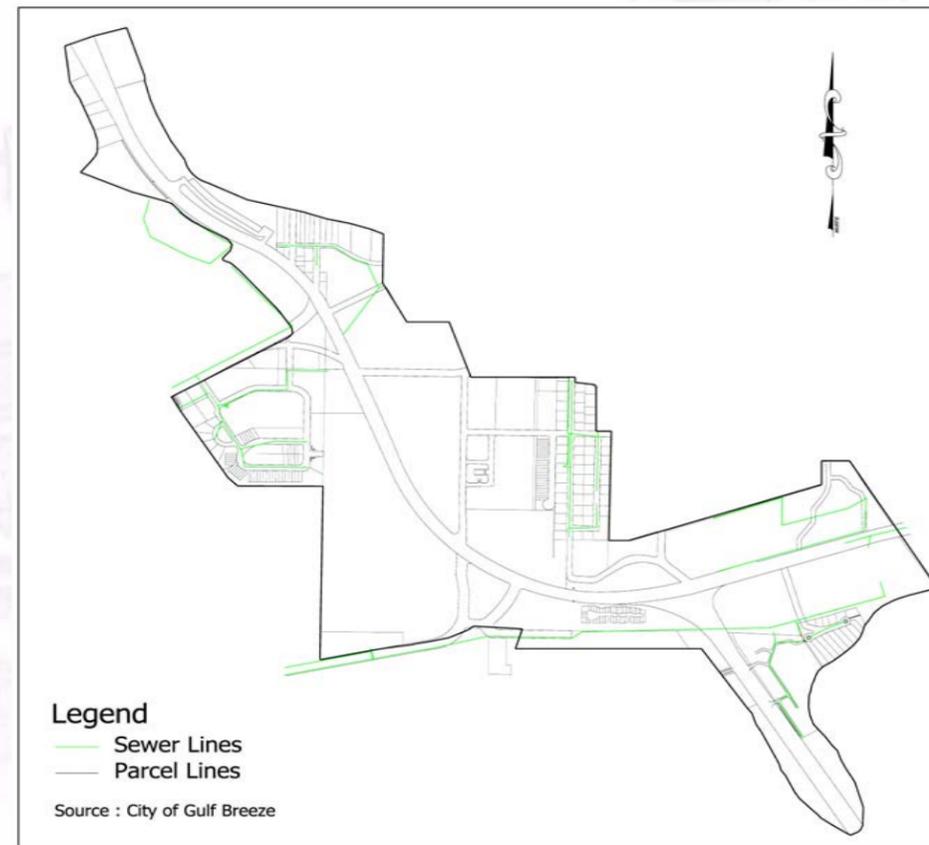
I. Sanitary Sewer

The existing sanitary sewer system operated by the City within the Downtown Gulf Breeze CRA study area consists of a network of gravity sanitary sewer trunk lines, pump stations and pressure-force mains. The City has a 2.0 million-gallon-per-day (MGD) advanced wastewater treatment plant (AWTP) located outside of the City limits that provides service to the City and downtown CRA area.

The gravity sewers consist of pipes ranging in size from eight inches (8") to fifteen inches (15"). In addition, there are approximately three (3) existing wastewater pump stations within, or directly adjacent to, the CRA study area. One of these pump stations discharges into a common twelve-inch (12") force main that goes to the wastewater treatment plant located at the southeast CRA boundary off of U.S. 98. The general location and configuration of the City's sanitary sewer system within the study area is shown in **Map 5**.

The City plans on upgrading the capacity of the system with an additional 1.5 MGD AWTP facility to be located outside of the City. Construction on this facility will begin in 2008.

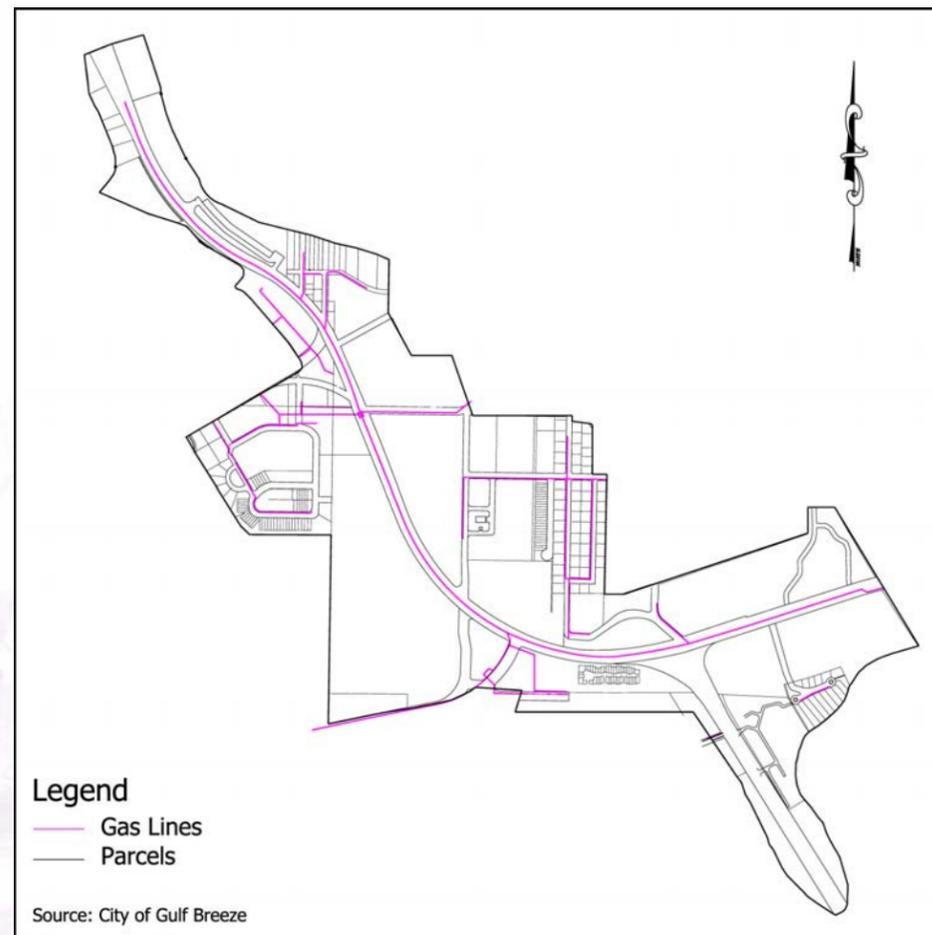
Map 5 Sanitary Sewer System



J. Natural Gas

The City of Gulf Breeze also owns and operates a natural gas transmission and distribution system that extends over all of the City of Gulf Breeze. Within the CRA study area is a distribution main consisting of an eight-inch (8") natural gas pipe starting at the north end of the CRA transitioning to a four-inch (4") at the south CRA boundaries. The distribution main is located down the center of U.S. 98. The general location and configuration of the natural gas system is presented in **Map 6**.

Map 6 Natural Gas Lines



K. Reclaimed Water

Currently there is no reclaimed water available in the City of Gulf Breeze and there are currently no plans to make reclaimed water available within the City.

L. Electricity/Power Lines

Like many urbanized areas, the CRA study area has highly visible utility poles and overhead transmission lines throughout the entire study area. The capacity and level of service for these facilities are established and assessed by the private utility companies. The electrical service provider for the City of Gulf Breeze CRA is the Gulf Power Company based in Pensacola.

Overhead utility lines are generally considered unsightly, and more recently, communities have encouraged the placement of these utilities underground when evaluating and permitting new development. The City has already initiated the process of locating a portion of the electrical service lines underground along U.S. 98 within the City limits. The City is currently evaluating cost scenarios for placing additional overhead electrical services underground through the CRA district along U.S. 98.

M. Storm Water System

Storm water conveyance and management throughout the study area is on a regional basis and is directly related to the overall topography of the area. Based on review of topographic maps, the contours of the land within the CRA boundaries are characterized by relatively high elevations around the perimeter (near the shoreline) with lower elevations further inland. The land east of U.S. 98 is fairly flat with a gentle slope toward the Bay with some depressed areas.

The average annual precipitation in the area is approximately 60 inches. Due to the high porosity of the sandy soils, the large majority of storm water percolates into the soil. In the lower interior areas of the City, the groundwater table is relatively high, which decreases the available storage volume within the soil.

The residential areas within the CRA primarily are categorized by a lower water table and very little underground storm piping. Due to the rapid percolation of the storm water into the sandy soils, there is very little runoff from these areas. The runoff, which does occur during heavy rains, either flows overland to the Bay or is directed to an underground collection system, which discharges into the Bay or Bayou.

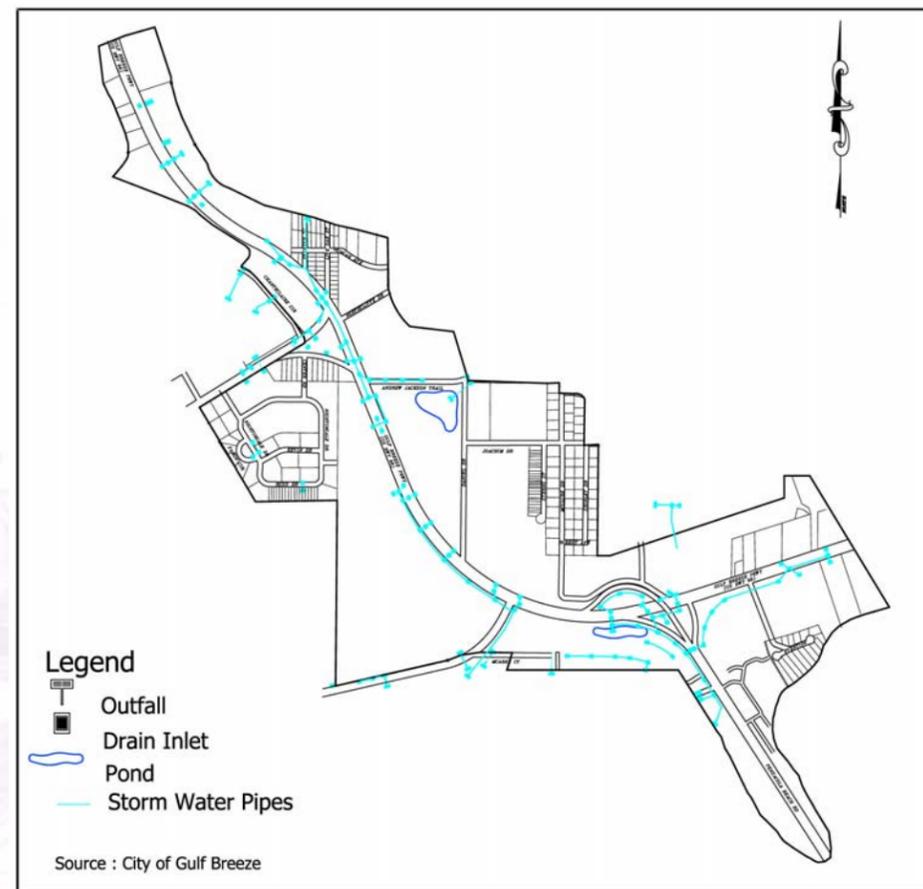
The majority of the property in the CRA is drained by the Florida Department of Transportation (FDOT) system along U.S. 98. Except for the Gulf Breeze Public Schools, the property along U.S. 98 is commercial with large areas of impervious surfaces. Most of the improvements were constructed years ago, before there were strong enough regulations regarding the quality and quantity of storm water runoff. As a result, most of the drainage facilities discharge

directly into the FDOT system along U.S. 98. The FDOT system then discharges the storm water into either Pensacola Bay or Santa Rosa Sound. Storm water facilities are located at Middle Plantation Lane and James River Road and Nightingale Drive and Kevin Drive.

The City owned storm water pond is located at McAbee Court and Shoreline Drive. This pond discharges into a wetlands filtration system for storm water attenuation and treatment. **Map 7** shows the locations of the City's storm water facilities.

The current system seems adequate to provide flood protection from moderate to heavy rainfalls. However, there are areas within the City that experience temporary localized ponding during and immediately after very heavy rainfall events. The ponding is usually shallow and limited to depressed areas in neighborhood streets. As previously stated, due to rapid percolation qualities of the soil, the storm water is quickly absorbed and does not present long term problems.

Map 7 Storm Water Facilities



The City has identified the following street areas, in order of priority as having potential storm water issues that require attention:

1. The York, Surrey, San Carlos, Gilmore, Hampton, Warwick, Navarre and Baptist Church areas;
2. The Camellia, Bear, Navarre, York and Berry areas;
3. The Washington, Camellia, Florida, Dolphin areas and the Williamsburg area;
4. The Baycliffs area;
5. The Plantation Hill, Shirley, Stearns and McClure areas;
6. The Tall Pine Circle area;
7. The Fairpoint Circle and Fairpoint Drive areas;
8. The Shoreline Park North storm water drainage area;
9. The South Sunset Boulevard area;
10. Dracena Way, Nightingale Lane and Russ Drive areas; and
11. The Fairpoint, Driftwood and Navy Cove areas.

The City currently has available \$1.5 millions dollars (\$1.0 grant-funded and \$500,000 locally funded) for scheduled storm water system improvements to begin to address storm water issues in the above identified areas.

The City is currently installing two storm water facilities near the north side of the Daniel Drive and U.S. 98 intersection to accommodate the pending development of the Seashell Collections Shopping Center and the Andrews Institute projects. The specific locations of these projects are detailed in the Current Development and Project Activity section of this report.

III. ELEMENTS OF THE ECONOMIC ENVIRONMENT

A. Employment Sectors

In 2002, the workforce population (Over 16 years in age) for the City of Gulf Breeze was 4,588.² Over 53% of this group was in the labor force while 43% of the group was not in the labor force. The unemployment rate was 2.50%.³

The primary employment sectors in the City are, in descending order:

Health Services	(19.50%)
Retail Trade	(11.20%)
Finance, Insurance & Retail Trade (FIRE)	(9.40%)
Educational Services	(7.90%)
Business and Repair Services	(7.30%)

Source: Team Santa Rosa, Santa Rosa Economic Development Council, 2006

The distribution of the workforce reflects the significant presence of the Gulf Breeze Hospital and the surrounding private medical service providers. It is anticipated that with the completion of the various phases of the Andrews Institute Orthopaedic and Sport Medicine facility that the percentage of overall employment within the Health Services sector will see a continued increase. Retail represents another significant portion of the workforce distribution. The financial sector (FIRE) is a significantly larger component of Gulf Breeze's workforce than in surrounding cities and the county as a whole. Education is also a large component of the workforce due to the location of three public school facilities within the CRA.



B. Income Data

The Median Household Income for the City of Gulf Breeze is one of the highest within the surrounding communities in northwest Florida at \$58,538.00.⁴ The Median Household Income levels for the Milton Area, Jay Town and Navarre Area are \$29,883.00, \$27,890.00 and \$34,356.00 respectively. The Per Capita Income for the City is also one of the highest in the area at \$35,987.00. The Per Capita Income levels for the Milton Area, Jay Town and Navarre Area are \$15,498.00, \$15,787.00 and \$19,691.00 respectively.

Almost 50% of the residents of Gulf Breeze report incomes over \$60,000 per year. This is counter-balanced by over 40% of the residents of Gulf Breeze reporting incomes under \$40,000 per year.

Table 5 lists the distribution of income levels for Gulf Breeze residents.

**Table 5
 Income Data Table**

<u>Income Range</u>	<u>% of Residents</u>
\$0-\$19,999	18.80%
\$20,000-\$39,999	21.90%
\$40,000-\$49,999	5.60%
\$50,000-\$59,000	4.30%
\$60,000-\$74,900	9.90%
\$75,000-\$99,999	13.60%
\$100,000-\$124,999	10.60%
\$125,000-\$149,000	6.70%
\$150,000+	8.50%

Source: Team Santa Rosa, Santa Rosa Economic Development Council, 2006.

² TEAM Santa Rosa, Santa Rosa Economic Development Council, 2006.

³ IBID.

⁴ IBID

C. Economic Development, Workforce and Business Support Service Providers

1. TEAM Santa Rosa-Santa Rosa Economic Development Council

Gulf Breeze is located in Santa Rosa County and receives economic development services from TEAM Santa Rosa, the Santa Rosa Economic Development Council. TEAM Santa Rosa, Santa Rosa County's Economic Development arm, is a public/private partnership that focuses on bringing value to Santa Rosa County through quality job and wealth creation.

TEAM Santa Rosa provides business recruitment services, information clearinghouse services and access to state and national economic development grants and incentive programs.

<http://www.teamsantarosa.com/index.html>

Additional economic development service providers and business support service providers include:

2. The Gulf Breeze Area Chamber of Commerce

The Gulf Breeze Area Chamber of Commerce is comprised of over 453 businesses and individual members. The Gulf Breeze Area Chamber provides referral, networking, professional development, and community information and relocation assistance to the Gulf Breeze area.

<http://www.gulfbreezechamber.com/>

3. ESCAROSA-One Stop Career Center

The ESCAROSA One Stop Career Center is part of the Employ Florida network and provides services to both job seekers and employers. The One Stop Career Center also acts as a clearinghouse for numerous State and National Organizations that help employers find employees, job seekers find employers and helps individuals upgrade their professional skill sets. Service providers that may be accessed through the ESCAROSA One Stop Career Center are listed below.

<http://www.escarosa.org/>

a. Agency for Workforce Innovation

State agency providing local labor exchange services, unemployment compensation, veterans programs, job corps, and labor market information services through the Wagner Peyser Program (link to local Wagner Peyser Program within Escarosa); implements state policy dealing with workforce development programs, welfare transition, unemployment

compensation, workforce information services and labor market information.

<http://www.floridajobs.org>

b. Children's Services Center

The Children's Service Center is a private, nonprofit organization whose mission is to ensure that quality early education and childcare, including family services, are accessible to the communities that they serve. Services available to the local community through Children's Services Center include free help finding and paying for childcare as well as many important support services for childcare providers, parents and children. Visit their website at

www.childrenservicescenter.org

c. Florida Department of Children and Families

The Department of Children and Family services provides assistance to low-income families through the Food Stamp, Medicaid and Temporary Cash Assistance Programs. For information about their services and a listing of office locations, visit their web site at:

<http://www.dcf.state.fl.us/ess/dist01.shtml#Escambia>

d. National Caucus on Black Aged (NCBA)

Works to eliminate obstacles to fairness and equal access for low-income black and minority senior citizens. Their programs focus on three of the most critical needs: housing, employment and health promotion/disease prevention. NCBA is authorized by the U.S. Department of Labor to administer the Senior Community Service Employment Program (SCSEP). Funded under Title V of the Older Americans Act and administered through the Department of Labor, SCSEP provides part-time work experience training in community service for low-income persons over the age of 55. For more information visit their website: <http://www.ncba-aged.org/>

e. Pensacola Junior College

Pensacola Junior College is a state community college with a diverse body of students and a wide range of excellent programs providing education and training opportunities to meet their needs. PJC provides grant-funded local workforce development services for job seekers, labor market information and employer related services through the Escarosa Career Center. PJC administers the State of Florida's Welfare

Transition Program and Workforce Innovation Act Program to expand the educational and training opportunities for this community. PJC also hosts the Educational Opportunity Center, a federally funded TRIO program. The EOC helps primarily low-income adults who would be first generation college students gain admission to college and find financial assistance for their education. Services include assistance with completing college admissions and financial aid applications; guidance on secondary school re-entry or entry into a GED program; academic advice; and career counseling. All services are free. The Pensacola area EOC also provides free technology tutorials to participants with little or no computing experience. For more info, visit www.pjc.edu.

f. Vocational Rehabilitation

The Florida Department of Education, Division of Vocational Rehabilitation is a Federal/State Program that assists individuals with disabilities who require vocational rehabilitation services to prepare for, secure, regain, or retain employment. The rehabilitation process is based upon an Individualized Plan for Employment (IPE) that is oriented to the achievement of an employment outcome. Essential to the process is full participation by the individual with a disability. For more information visit their website at: <http://www.rehabworks.org>

g. Santa Rosa County School District (SRCSD)

Provides local youth services for both in-school and out-of-school youths, to include or including basic skills enhancement; career counseling/career shadowing, community services, mentoring, post-secondary educational planning, technical training, workforce fundamentals training, and paid work experiences. www.santarosa.k12.fl.us

h. Escambia County Community Services

The Division of Human Assistance is comprised of multiple grant-funded programs geared toward the development and enhancement of employability skills training and job placement of eligible program participants in an effort to reduce dependency and promote self-sufficiency. For further information visit their website under Community Services, Division of Human Assistance: <http://www.myescambia.com/>

i. Division of Workers' Compensation Reemployment Program

State agency providing reemployment services to injured workers that sustained injuries after 10/1/89 and are covered under FL Statutes 440. The reemployment services could include but are not limited to, vocational counseling, job development and placement, employability skills training, comprehensive vocational evaluation and training, medical assessments, on the job training and labor market information. These services are provided through collaboration with some of the following agencies: Division of Vocational Rehabilitation, Agency for Workforce Innovation, Pensacola Junior College, and physicians, insurance carriers and employers. For further information visit their website at:

<http://www.fldfs.com/WC/organization/brrs.html>

j. The Escambia County School District

The Career and Technical Education Department administers the Federal Workforce Investment Act Youth Services Program, which is a year round work experience program with support activities; The Youth Services project serves a target population of middle and high school students that are in-school and also an out-of-school youth population that is recruited back into school. This population is economically disadvantaged, handicapped and/or basic skills deficient. Program components are all career oriented leading to high school completion or GED attainment and postsecondary education, advanced training, military service or unsubsidized employment. The Youth Services Project includes training in basic skills, occupational skills and work readiness skills. Other activities include job shadowing and career counseling leading youth ultimately to employment, postsecondary education and/or military. For more information contact:

Mr. Ed Simpkins at 850-941-6200 or e-mail: [Ed SIMPKINS
ESimpkins@escambia.k12.fl.us](mailto:ESimpkins@escambia.k12.fl.us)

D. Current Development Projects and Activity

Current development activity within the Gulf Breeze CRA includes two large-scale projects. These projects are the Seashell Collections Shopping Center and the Andrews Institute Orthopaedic and Sports Medicine Center. Both of these development projects are anticipated to generate additional Tax Increment Fund (TIF) revenue for the CRA and significant employment opportunities for Gulf Breeze residents.

1. Seashell Collection Shopping Center

The Seashell Collections Shopping Center is proposed to be located near the intersection of Daniel Drive and U.S. Highway 98 (Gulfbreeze Parkway). This facility will include the following components:

Supermarket	(46,031 sq. ft)
Retail Shops	(43,647 sq. ft)
Office	(6,000 sq. ft.)
Banks	(15,600 sq. ft.)

Construction on this project is anticipated to begin in the second quarter of 2007.

2. Andrews Institute Orthopaedic and Sports Medicine Center

The Andrews Institute for Orthopaedic and Sports Medicine will be built adjacent to Gulf Breeze Hospital. The two-story, 85,000 square-foot clinical facility will house a multi-specialty ambulatory surgery center, an outpatient rehabilitation and diagnostic imaging center, and physician office space. The \$20.3 million facility is set to open in October 2006.

The athletic performance enhancement center also is expected to open in October 2006. It includes a 28,000 square-foot indoor training facility with a lap pool and recovery area. Outdoors is a covered sport-specific training area, a turf field and a 60-meter sprint track.

The research and education center is expected to be complete a year later, in October 2007. With 30,000 square feet and at a cost of \$5 million, the center will provide space for clinical research, surgical skills labs, conference areas and classrooms to support the educational mission of the Andrews Institute.

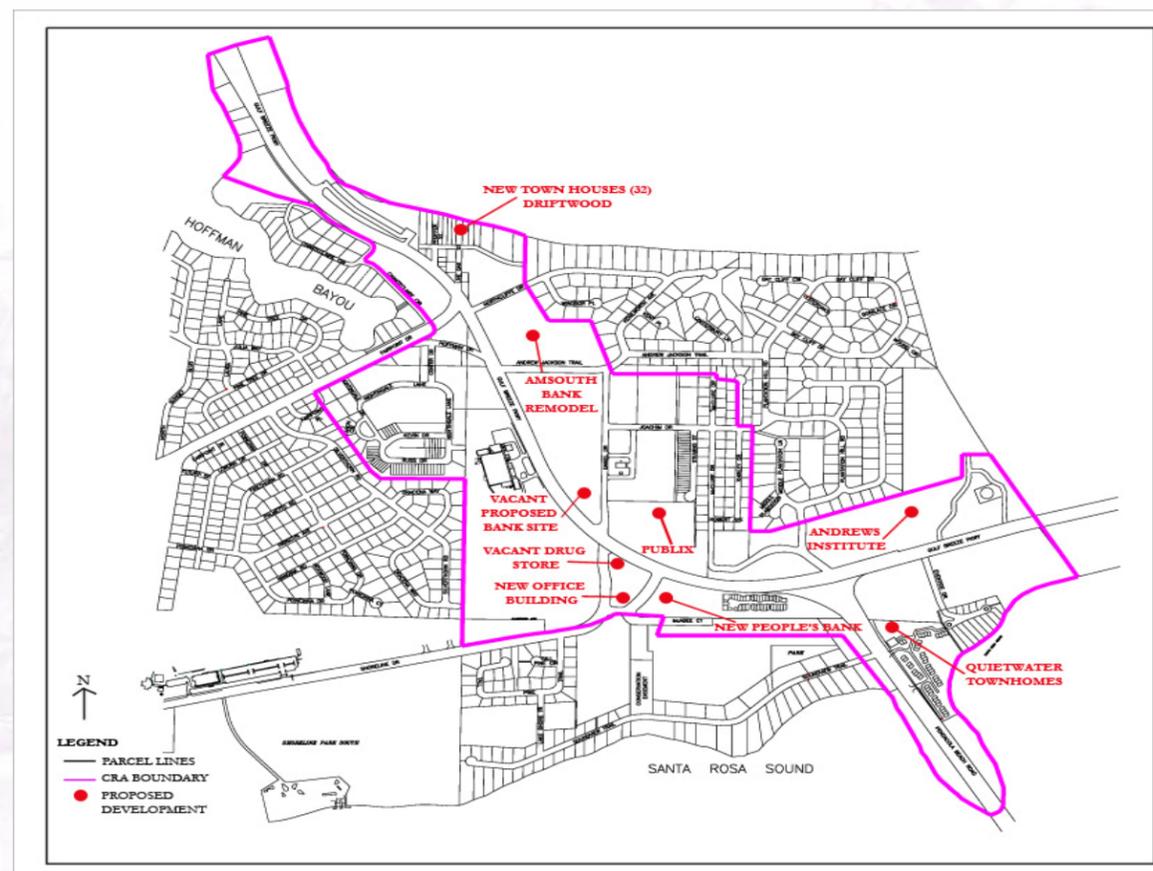
The Institute should create an estimated 126 new jobs, with nearly \$10 million in wages, in the highly educated and technical fields of musculoskeletal research and health care.⁵

3. Other Development Activity

Other development activity within the CRA includes the construction of Quietwater Town Homes located near the Pensacola Beach Bridge and U.S. Highway 98 (Gulf Breeze Parkway), Driftwood Townhomes off of Live Oak Drive by Pensacola Bay, Office space construction near the Shoreline Drive and Daniel Drive intersection and the remodeling of the hurricane damaged AmSouth Bank located near Andrew Jackson Trail and U.S. Highway 98 (Gulf Breeze Parkway).

Map 8 shows the general locations of pending and approved development projects within the Gulf Breeze CRA boundaries.

Map 8 Development Activity in CRA



⁵ City of Gulf Breeze, 2006.

E. Opportunities and Challenges Facing the CRA

1. Physical Environment

The physical environment provides the City of Gulf Breeze CRA with both its greatest opportunities and its greatest challenges. The most immediate physical challenge facing the Gulf Breeze CRA is the location of U.S. Highway 98 (Gulf Breeze Parkway) through the center of the CRA. While this roadway provides direct access to the City of Pensacola and the beaches, it also presents a physical barrier from one side of the City to the other. This barrier inhibits easy pedestrian and bicycle crossings from one side of the City to the other and also provides a vehicular barrier or constraint during the morning and evening peak commuter hours. However, the large volume of commuter traffic and limited alternate through routes also provides an opportunity for additional commercial and residential development within the central business district. Recommendations addressing potential projects that may address this challenge are presented in the Recommendations and Strategies section of this report. The City's location on U.S. Highway 98, between the historic City of Pensacola and Santa Rosa Sound and Navarre Beach and Pensacola Beach provides a constant flow of tourists, residents and commuters.

An additional challenge to development within the CRA is the limited area available for commercial or retail development. The City's three schools currently occupy a significant portion of the property within the center of the CRA. While limiting the area's potential for future development, the location of the schools provides the stability of a long term continued use. Recommendations addressing potential projects that may address this challenge are presented in the Recommendations and Strategies section of this report.

The environmental opportunities include the community's wonderful location off of Pensacola Bay, Santa Rosa Sound and Pensacola Beach. The associated warm weather and beachfront climate provides a great environment and incentives for business and residential relocation.

Concurrently the City of Gulf Breeze is keenly aware of the challenges presented by the environment in the form of inclement weather, storms and hurricanes. After being struck directly or indirectly by several hurricanes in the past three years, the City has almost completed the extensive recovery and repair process. Lessons learned from these events have prompted the City to evaluate options addressing the continued and accelerated relocating of utilities and services underground.

2. Economic Environment

The City of Gulf Breeze's economic environment provides an opportunity for additional retail and service development to serve the residential community as well as the demands of the transient or tourist population. The high median household income, generated primarily through transfer and pension payments to retirees, coupled with those generated by the higher paying employment sectors within the City, provides an opportunity for developing an increased services and retail sector. This opportunity should be tempered with the caution of dependence on the tourism or visitor market demands, which fluctuate.

The pending development of the Andrews Institute and its ancillary medical professional development will provide a stable economic engine for the community that is not affected by the market fluctuations associated with the tourism sector.

Another cautionary note, as a by product to the City's increasing housing and land values, the availability of affordable or mid-market housing for middle income and working class residents is becoming more limited. A developing trend is the inability of retail, service and some professional workers (Teachers, law enforcement, office workers) to be able to find affordable housing options in Gulf Breeze. These conditions have created the situation where workers come to Gulf Breeze during the day to work, but commute home elsewhere at the end of the day. These conditions are problematic with regards to creating additional traffic congestion and the leakage of wages and salaries that are removed from the local economy.

The City has started to address this problem by partnering with Santa Rosa County government and is also seeking grant funding for the development of work-force and affordable housing.

3. Regulatory Environment

The City of Gulf Breeze's regulatory environment provides opportunities for traditional residential and non-residential development within the CRA. The City has recently completed its Design Guidelines for the CRA area. The Design Guidelines were developed to ensure a consistent, high quality development standard in the future and to create a more unified look for the City.

One of the current regulatory challenges facing the City is the lack of a mixed-use land use/zoning classification within the CRA. The use of such a land use/zoning classification could encourage multiple uses on the limited parcels available within the CRA. The use of mixed-use and compact development within the CRA would also reduce the City's costs to provide services to these facilities when compared to separate

stand alone uses and would also increase pedestrian and non-automobile based transportation options.

Recommendations addressing the potential use of a mixed-use land use/zoning classification are presented in the Recommendations and Strategies section of this report.

IV. COMMUNITY VISIONING PROCESS

The City of Gulf Breeze held a series of community workshops to gather public input on the desired future of the City of Gulf Breeze CRA. This section contains a summary of activities and comments received during the briefings, community meetings and workshops.

A. Community Briefings and Meetings

1. March 23rd, Area Developers Briefing

On March 23rd, 2006, LDI representatives met with several area business-owners and developers to discuss pending and proposed development projects and the long term development direction of the City.

2. March 24th, Rotary Club Meeting

On March 24th, 2006, LDI representatives met with City staff and members of the Gulf Breeze Rotary Club to discuss the potential effects of Design Guidelines would have upon the community, development and community issues and the long term development direction of the City.

B. Community Workshops

1. March 30th, 2006

The first workshop was held on March 30, 2006. Approximately 86 citizens attended the workshop (see meeting roster in **Appendix B**) and approximately 13 residents submitted written comments.

The first part of the workshop was mainly educational. A PowerPoint presentation was shown explaining the value of “visioning” and the importance of establishing a “theme” for the CRA district. The Consultants showed numerous photographs of various types of development and architectural styles explaining the pros and cons of each scenario.

After the educational portion of the workshop, the attendees were divided into small groups. Each group was seated around a base map of the area. This part of the exercise was intended to gather detailed information and preferences from all the participants. In addition to the base map, a handout with a list of issues was used at each table to

keep the groups focused and engaged. The handout contained a list of items to cover during the small group discussion ranging from transportation to building colors.

After all the groups had sufficient time to provide comments and opinions, the participants reconvened and heard presentations from all the other groups regarding their comments.

2. May 11th, 2006

A second workshop was held on May 11, 2006. 18 citizens attended (see meeting roster in **Appendix C**). 50 citizens submitted written comments after the meeting was held.

During this workshop the public the preferences identified during the previous workshops regarding the urban form within the CRA were presented and discussed. It was noted that the majority of the attendees had voted to create general design standards for the entire CRA and establish a specific theme for the Central Business District. The specific theme selected for the CBD was a Neo-Classical/Italianate theme to be applied to building design and streetscape elements.

Most of the comments received during and after this workshop addressed the maximum height allowed in the CRA. Most comments received noted a preference for a 35-foot building height maximum. The majority of these comments were received from residents of a residential subdivision in protest of a proposed development project located adjacent to their subdivision. The major issues were listed on large pads for the participants to vote on before the end of the workshop. The participants used color-coded dots to indicate their priorities on the main items listed. **Appendix D** contains a table with the weighted results.

C. Community Issues/Concerns

As noted above, the first workshop gave ample opportunity to the public to participate in the creation of a vision for the CRA area. The specific comments received at the first workshop were tabulated and ranked to observe the preferences of the majority. The highest ranked issue (17 votes, 8 of which giving it a #1 priority) was putting **power lines underground**. The next highest ranked issue was **improving the streetscape along U.S. 98** (trees, statuary, lights, underground utilities). Number 3 was **keeping building heights at a maximum of thirty-five (35) feet**. Other priorities included trail connections, design guidelines, a community center, and streetscape in general.

As a result of the comments provided during the workshop, the City immediately proceeded to establishing **design guidelines** for the entire Community Redevelopment Area. The guidelines were designed to apply to all properties within the CRA, but with varying degrees of control based on

location. Future development on properties in the Central Business District are now subject to architectural guidelines that are slightly stricter than the CRA as a whole. Similarly, future development on properties fronting U.S. 98 will have a set of standards that they would also have to comply with.

The purpose of the guidelines is to guide development toward creating a cohesive urban pattern of streetscape and buildings that balances the pedestrian and traffic needs of residents and visitors. With these design guidelines in place, the City is now in a position to demand quality development that will not only benefit the CRA but also the City in general. The new development in the CRA will set the tone for a well-defined and recognizable community image. In the next few years, the City will continue to address the concerns expressed by the citizens during the visioning process.

The comments received during the second workshop showed satisfaction with the selected architectural and streetscape themes as presented by LDI. The guidelines did not address building height, and this issue requires further study and input.

In the future, the City should consider establishing design guidelines for the gateways into the City of Gulf Breeze. These gateway locations are: the area around the Pensacola Bay Bridge near Wayside Park; the area around U.S. Highway 98, Santa Rosa Sound, at the south end of town; and the area around the Pensacola Beach bridge. They represent the access to the City from different directions and communities and although part of the CRA, they need to have a distinct character different from the Central Business District.

City of Gulf Breeze

COMMUNITY REDEVELOPMENT PLAN

V. STRATEGIES AND RECOMMENDATIONS

This section of the Redevelopment Plan first presents the historical strategies and recommendations for addressing the blight conditions that were identified in the 1990 Redevelopment Plan and lists the accomplishments and projects undertaken by the Gulf Breeze CRA to implement the Plan. This section of the Plan then presents the Strategies and Recommendations for the future to continue to build upon the past accomplishments of the CRA and continue to address the conditions of blight that are still present within the Redevelopment Area.

A. Strategies for Addressing Blight Conditions -1990

The conditions of blight identified in the 1990 Redevelopment Plan included: Predominance of a defective street and lot layout; unsanitary or unsafe conditions; deterioration of sites or other improvements; tax or special assessment delinquency exceeding the value of the land; and diversity in ownership or defective or unusual conditions of title, which prevent the free alienability of land within the deteriorated or hazardous area.

The 1990 Plan identified a "... focus on the redevelopment of the public environment —primarily the treatment of the existing streets, school property and park property"⁶. Specific projects and programs identified in the Plan included:

- Supporting and encouraging private investment;
- Creating a positive, healthy environment by effective public investments;
- Supporting business promotion initiatives by the Gulf Breeze Chamber of Commerce and other such groups;
- Identifying funding sources for public expenditures necessary for redevelopment activities;
- Increasing the tax base within the redevelopment area;
- Capitalizing on the City's waterfront (Wayside Park improvements, Enhance recreational access to surface water)
- Create and Implement Urban Design Guidelines; and,
- Improving traffic flow.

B. Past Projects of the CRA

The City has made considerable advancement implementing the programs and projects identified in the 1990 Community Redevelopment Plan including park improvements, streetscape and median improvements and the creation of Design Guidelines for the downtown area. The following table lists past CRA projects and activities that have focused on objectives identified above.

Table 6 Gulf Breeze CRA Project History

Year	Projects	Costs
1997	<ul style="list-style-type: none"> • U.S. 98 Corridor Study • Community Visioning • Overpass Landscaping 	\$11,275.00
1998	<ul style="list-style-type: none"> • U.S. 98 Corridor Study • Fishing Bridge Repairs 	\$355,700.00
1999	<ul style="list-style-type: none"> • Access Management Study • Sidewalks • Beach Overpass 	\$106,572.40
2000	<ul style="list-style-type: none"> • Wayside Park Rip-Rap • Underground Wiring • Beach Road Plaza Sidewalk • Highway 98 Improvements (Eng.) • Paving Improvements (Health Dept.) • Resurfacing Shoreline Drive • Complete Sidewalk and Storm water Improvements on McAbee Street • Miscellaneous Road Improvements 	\$128,963.25
2001	<ul style="list-style-type: none"> • First Phase Underground Wiring • Renovate Health Department Building • Shoreline Turn Lanes • Wayside Park West • Miscellaneous Road Improvements 	\$186,876.77
2002	<ul style="list-style-type: none"> • Pensacola Bridge Replacement • Daniel Drive Extension • Bay Bridge Sidewalk Improvements • Miscellaneous Road Improvements 	\$550,716.41
2003	<ul style="list-style-type: none"> • Pensacola Bridge Replacement • Daniel Drive Extension • Miscellaneous Road Improvements 	\$287,429.46
2004	<ul style="list-style-type: none"> • Pensacola Bridge Replacements • Daniel Drive Extension • Ads & Memberships • Professional Services 	\$1,075,862.44
2005	<ul style="list-style-type: none"> • Daniel Drive Extension • Professional Services • Resurfacing • Ads & Membership 	\$592,813.90
2006	<ul style="list-style-type: none"> • Gulf Breeze Design Guidelines for CRA and Central Business District 	\$34,160.00
Total CRA Projects Funded		\$3,330,369.63

Source: City of Gulf Breeze, CRA, 2006.

⁶ City of Gulf Breeze Community Redevelopment Plan, 1990.

C. Community Redevelopment Objectives

The community workshops and visioning exercises identified four major community redevelopment objectives. The primary objective was to manage future development and growth within the City. Participants of the workshops expressed the desire to ensure that future development is of high quality and visually appealing in order to preserve existing residential and commercial property values and improve the overall quality of life in the City.

The overall redevelopment objectives identified by the Gulf Breeze community are listed below:

- Management of future development and growth;
- Recognition, protection and utilization of natural and geographic assets;
- Identification and installation of desired community facilities, services and amenities; and
- Capitalize on Tourism and Natural Resource Based Opportunities while preserving or improving existing residential quality of life.

D. Strategies and Recommendations for Addressing Blight Conditions-2006

The strategies recommended for implementation seek to build upon the significant capital investment already undertaken by the City and further seek to implement the program and project objectives that have not yet been fully realized. Infrastructure improvements are vital to supporting the public and private reinvestment efforts in a redevelopment area. Improvements to roadways and storm water facilities as well as other neighborhood improvements and the relocation of overhead utility lines to underground are all designed to serve as a catalyst for community redevelopment. The following sections identify recommended improvements related to roadway, utility and other public facility infrastructure within the CRA study area.

1. Continue Investment in Public Facilities and Infrastructure

a. Streetscape and Pedestrian Features

The City should continue to improve the overall aesthetics and landscaping available along the U.S. Highway 98 corridor. The City should examine the opportunity to install streetscape features along a portion of Daniel Drive located north of U.S. 98. This installation of streetscape features, as identified in the newly adopted Design Guidelines, could serve as a visual demonstration project and example of the desired level of finish and quality expected from subsequent commercial development within the CRA.

b. Public Areas/Community Areas

As a component to the streetscape and pedestrian feature projects described above, the City should also identify potential areas within the CRA for locating public gathering spaces, community areas or open spaces. These public areas could offer shade and a respite from the sidewalks and traffic along U.S. Highway 98. The City may then evaluate the potential use of these identified locations when negotiating future commercial development agreements and development applications along U.S. 98.

c. Transportation

Traffic volume on U.S. 98 in the CRA has increased to such a level that the LOS is “F” and congestion on U.S. 98 is only going to get worse. The creation of another corridor would provide local traffic an alternative to using U.S. 98 as well as relieving some congestion. It is recommended that an alternate corridor feasibility study be preformed. A possible corridor could be located on the east side of U.S. 98 starting at

Northcliff Drive and ending at St. Francis Street. The new corridor could utilize the existing right-of-way of Daniel Drive and would require the acquisition of some additional right-of-way to accommodate the project. A new signalized intersection could also be created providing a connection with Shoreline Drive and the new corridor. The route of the proposed corridor is shown on **Map 9**. The connection of this proposed “eastern loop” to the existing Shoreline Drive roadway will provide a complete loop around the city offering an alternative to U.S. 98 for local residents to access the central business district.

Map 9 Proposed Connector Roadway



d. Bike Trails

As previously described, there are two existing bike trails that are nearby to the residents of Gulf Breeze, the South Santa Rosa Loop Trail and the Scenic Highway Bike Route. The closest access point to the Scenic Highway Bike Route is near the north end of the Pensacola Bay Bridge. Because of the length of the Pensacola Bay Bridge and that there is not a sidewalk; this would be an unsafe and unpleasant bicycle ride over the bridge. The best option to expand an existing bike route into the City is the South Santa Rosa Loop Trail. It is at the intersection of U.S. 98 and S.R. 399 where the closest access point to the Loop Trail is located.

It is recommended that the City create a bicycle route to connect to the South Santa Rosa Loop Trail from either Northcliff Drive or from U.S. 98 from the Pensacola Bay Bridge. The first option is to construct an 8-foot wide paved bicycle trail separate from the traffic lanes as part of the new corridor from Northcliff Drive along St. Francis Street. A second option would be to coordinate with the Florida Department of Transportation to widen the sidewalk on the west side of U.S. 98 to 8-feet from the Pensacola Bay Bridge to the South Santa Rosa Loop Trail at S.R. 399. A third option may include the construction of a proposed bike trail independently of the installation of the proposed alternate automobile corridor. It is also recommended to construct a trailhead where the new bike route will access the South Santa Rosa Loop Trail.

e. Reclaimed Water

In order to conserve water resources, the use of reclaimed water is encouraged by the water management district. It is the water management district's goal to maximize reuse and minimize consumption of potable water as a means to protect the City's limited fresh water supplies. Another benefit is that in many cases it is less expensive to install a reclaimed water system to increase the City's potable water supply than it is to drill new wells and build new treatment facilities.

It is recommended that the City have a study conducted to investigate the feasibility of establishing a reclaimed water system based on potential users and fees generated by the system and by comparing the cost benefit of the increase to the potable water supply. Should the study show that there are needs for re-use in the CRA study area and that it is economically feasible, the reclaimed water mains should be

constructed concurrent with other CRA infrastructure improvements.

f. Utility Lines

It is recommended that the City continue to relocate the overhead utilities underground within the main thoroughfares and corridors of the CRA study area. This would eliminate the unsightly aboveground facilities in areas that will have the greatest amount of business, community and visitor activities. Under grounding overhead utilities would need to be assessed on a case-by-case basis with the utility owners.

g. Storm water System/ Master Drainage Study for Downtown

One of the hurdles developers face when seeking to redevelop smaller downtown parcels is on-site storage of storm water. The potential use of regional storm water ponds may enable developers to utilize more of their parcel for development. Therefore, to avoid having to provide ponds on every individual site in the downtown, the City should investigate the feasibility of establishing a regional storm water management system. Establishment of a regional storm water system would make redevelopment of the downtown much more financially attractive to private developers.

Historically, the City has not had any significant storm water problems within the CRA study area. As described in Existing Conditions, this is primarily due to the fact that the CRA has well draining soils and that the central business district was built before there was the requirement for storm water treatment including roadways. Some localized flooding does occur in specific areas after heavy rainfall events. These areas were identified in the Existing Conditions section of the report and have been prioritized for remedial action by the city. One recommendation related to storm water improvements that could assist redevelopment in the central business district would be to establish a regional storm water system.

The City may wish to have a master drainage study performed for the entire downtown area to investigate the feasibility of establishing a regional storm water management system for redevelopment in the downtown. The storm water master plan would be based on established impervious surface areas and potential development of existing vacant parcels. A master drainage plan could be beneficial in identifying potential locations of regional storm water ponds and also for

determining what additional improvements are needed to improve the existing storm water treatment system.

The City has assisted two recent development projects through the funding and installation of storm water facilities for the Andrews Institute project and the Seashell Collections Shopping Center. Both of these ponds are located near the intersection of U.S. 98 and Daniel Drive.

2. Expand Development Opportunities

The following recommendations are intended to stimulate and expand the private sector development opportunities within the Gulf Breeze CRA.

a. Encourage Mixed Use Development

The City should evaluate the potential uses of mixed-use land use and zoning designations that would allow the development of residential, commercial and office development within the same site. In light of the City's limited redevelopment area, limited development opportunities for single sites may be greatly increased with the use of a mixed-use land use designation.

b. Aggregate or Assemble Parcels that are too Small to Develop

In conjunction with the potential use of a Mixed Use Development land use designation and particularly in light of the limited property available for development within the CRA, the City should seek to aggregate or assemble parcels that are currently too small to develop. There are a number of vacant, small and less than one (1) acre in size, parcels throughout the CRA. Specifically there are over 47 acres of vacant commercial properties, comprising 57 parcels, and over 11 acres of vacant residential comprised of 33 parcels. **Appendix A and associated map** lists these parcels and shows their locations. The City should evaluate opportunities to assemble and aggregate these parcels in order to increase the inventory of property that is able to accommodate development. The long term implementation plan recommends allocating a certain annual set aside of dollars from the annual TIF revenue generated to be made available for potential parcel assembly opportunities.

c. Adopt Recently Developed Design Guidelines

In order to improve the quality and appearance of the future development within the CRA, the City should adopt the

recently developed Design Guidelines as expeditiously as possible. The recently developed Design Guidelines provide clear direction to developers and property owners regarding preferred development styles, materials, and landscaping and streetscape materials. The use of these guidelines will introduce a consistent development theme and appearance for the downtown CRA and over time establish district wide appearance.

d. Studies

The City should begin to allocate funds for several studies that will enable continued redevelopment within the CRA. The first study, previously mentioned, is a traffic circulation analysis. The study should be performed to identify existing traffic and road use patterns and provide the necessary information for proposing potential alternate travel corridors and routes.

The second study recommended to be undertaken is a Storm water Analysis and Regional Storm water Plan to identify the existing storm water facilities, existing storm water drainage basins, any existing storm water needs or issues and to identify potential areas for locating regional storm water ponds that could accommodate the build-out of specific areas within the CRA. The information from this study would enable the CRA to identify and build regional storm water facilities in order to allow a more economic, urban utilization of the parcels within the CRA.

Community sensitivity to building heights within the City of Gulf Breeze was brought to the forefront during the community briefings and workshops. To address this community concern, the City should evaluate opportunities to undertake a study addressing building heights within the central business district, overall CRA area and the community gateways. This study could gauge the residents' opinions regarding building height, locations and range of acceptable heights specific in specific areas of the city.

The desire for a community center was one of the priorities discussed at the community workshops. The type of facility, potential uses and functions needs to be clearly determined prior to evaluation of potential sites for the center. A public needs study specifically addressing community centers would be a prudent first step to addressing this desired community feature and would help quantify the potential size and cost of such a facility based on community statistics.

e. Identify Targeted Development Sites

The City/CRA should identify areas targeted for a specific type of desired development or facility. Once the site(s) have been identified, the City may initiate dialogue with the property owners regarding redevelopment opportunities. The City may seek to solicit developers through the RFP/RFQ process to develop specific sites or aggressively market the targeted sites to the development community.

3. Future Land Use and Land Development Code Modifications

The adopted design guidelines for the CRA sets the tone for the desired urban form in the CRA. Even though the design guidelines supersede other regulations, it is necessary to modify the land development code to ensure compliance with the design guidelines. In addition, the guidelines need to be codified to facilitate enforcement. The following areas within the land development code will need to be reviewed for conflicts and to ensure that they all work together to create the desired environment:

a. Land Use and Zoning

As noted in the existing conditions section, the City’s Future Land Use Map also serves as the Zoning Map. The land use/zoning map shows several categories within the CRA and CBD. The following **Table 7** shows which districts are within each area.

Table 7 Land Uses and Zoning in CRA/CBD

Land Use/Zoning Category	CRA	CBD
C-1, Commercial District	X	X
C-2, Limited Commercial District	X	
P, Public Lands, Parks, Playgrounds and Schools	X	X
R-C, Residential Condominium District	X	
TH, Townhouse District	X	
R-1AA, Single Family Residential District	X	
R-1A, Single Family Residential District	X	X
R-1, Single Family & Multi Family Residential District	X	
CNS, Conservation	X	

Source: City of Gulf Breeze FLUM and Zoning Code, 2006.

In order to coordinate redevelopment and future development within the Central Business District, the following activities are recommended:

- Incorporate the CRA into the Comprehensive Plan, both graphically and in narrative, briefly describing the area and establishing goals, objectives and policies based on the recommendations provided in this plan update.
- Separate the land use and zoning maps to show the central business district (CBD) as a general mixed-use category on the FLUM and several designations implementing the CBD category on the zoning map.
- Designate the CBD area as “Central Business District” in the Future Land Use Map as a new land use category. The category description and purpose would encourage a mixed-use urban pattern and would reflect the vision expressed at the public workshops.
- Create a mixed-use zoning district to facilitate the implementation of the CBD goals. Properties within the CBD would have the option of preserving their current zoning or applying for a mixed-use zoning designation.
- Process administrative rezoning to change the zoning of residential areas within the CDB to mixed-use, commercial or other zoning compatible with the CBD land use category.

b. Uses Allowed

The City’s land development regulations need to be evaluated in terms of uses allowed and the required review process. The focus of the revised regulations should be encouraging a sustainable mix of uses in the downtown, definitely allowing residential as part of mixed-use developments. For a downtown to become a vibrant urban area, the residential component is a must. The Land Development Regulations need to be reviewed to ensure that the mechanism to allow or encourage the residential component is there. In some instances, a mix of uses may even need to be required as part of development approvals.

c. Building Setbacks

The design guidelines require the location of buildings closer to the street in order to frame the urban space. In some instances, the guidelines are in conflict with the zoning regulations. The zoning code will need to be reviewed to resolve the conflicts.

d. Building Height

Some residents have expressed a preference for maintaining the current height limit of 35 feet for all areas in the City. A few residents at the workshops, recommended moderate heights in the CBD and CRA in order to stimulate economic growth and development. There was however consensus on not allowing very tall skyscrapers within the CRA. Thirty-five feet allows up to three stories. Allowing five feet more (up to 40 ft.) in total building height would increase the design options available to developers of mixed-use parcels. Developers could provide buildings with retail space on the first floor and residential units above. This additional five feet could be granted through a public hearing process and subject to the development benefiting the public realm. For instance, if the development provides open space to be dedicated to the public, or if they are using structured parking, or other benefits to be spelled out in the land development code, then the increased five feet could be an incentive.

projects and a 2.5% annual appreciation of property values. Future development within the CRA boundaries, projects that have not yet been approved or permitted, will increase the potential TIF revenue in addition to the revenue estimate shown below.

Table 8 CRA TIF Revenue Projections

City of Gulf Breeze TIF Projections						
Year	Base Year(1990)	Incremental Value	City Tax	County Tax	Total TIF	@95%
	\$49,375,405					
2005	\$123,326,003	\$73,950,598	\$120,414	\$385,867	\$506,281	\$480,967
2006	\$137,125,000	\$87,749,595	\$142,883	\$457,869	\$600,751	\$570,714
2007	\$124,523,900	\$75,148,495	\$122,364	\$392,117	\$514,482	\$488,758
2008	\$157,719,628	\$108,344,223 *	\$176,417	\$565,329	\$741,746	\$704,659
2009	\$161,662,619	\$112,287,214	\$182,837	\$585,903	\$768,741	\$730,304
2010	\$165,704,184	\$116,328,779	\$189,418	\$606,992	\$796,410	\$756,590
2011	\$169,846,789	\$120,471,384	\$196,164	\$628,608	\$824,771	\$783,533
2012	\$174,092,958	\$124,717,553	\$203,078	\$650,764	\$853,841	\$811,149
2013	\$178,445,282	\$129,069,877	\$210,164	\$673,474	\$883,638	\$839,456
2014	\$182,906,415	\$133,531,010	\$217,429	\$696,751	\$914,180	\$868,471
2015	\$187,479,075	\$138,103,670	\$224,874	\$720,611	\$945,485	\$898,211
TIF Projection Assumptions			Cumulative Revenue 2005-2015*		\$7,932,810	
	Santa Rosa County Millage	5.2179				
	Gulf Breeze Millage=	1.6283				
	Rate of Growth	0.025 (2.5%)	*Does not include any carryover/loss from previous years			
	Base Year Value	\$49,375,405				
	*2008 Value reflects inclusion of Seashell Plaza Project (~Value \$9,782,630) and Phase I of the Andrews Institute (~Value \$20,300,000)					

Source: City of Gulf Breeze, 2006.

E. Local Funding Sources

1. CRA Tax Increment Fund

The primary funding mechanism for CRA projects in the City of Gulf Breeze is the Urban Core Redevelopment Special Trust Fund. This fund is comprised of the tax increment revenue collected from the City and Santa Rosa County. These funds are placed into the Urban Core Redevelopment Special Trust Fund where they are utilized for projects within the CRA. It is estimated that based on current property valuations, millage rates and pending development projects the potential CRA TIF Revenue that could be available to the Gulf Breeze CRA in 2015 is ~\$7.93 million dollars.

The City currently has a Tax Increment Fund (TIF) FY 2007, carryover balance of \$743,724.37.⁷ **Table 8** details the current and anticipated tax increment revenue that may be available for Community Redevelopment projects and programs. The anticipated TIF revenues are conservative and based only on known and approved development

⁷ City of Gulf Breeze, 2006. As of 8/17/06, includes \$101,000.00 of encumbrance for previously approved projects.

2. Other Funding Sources

Alternative funding sources have been identified based on their applicability to the project recommendations.

a. Florida Boating Improvement Program (FBIP)

The Florida Boating Improvement Program provides funding through competitive grants for boating access projects and other boating-related activities on coastal and/or inland waters of Florida. Eligible program participants include county governments, municipalities and other governmental entities of the State of Florida.

Eligible uses of program funds include:

- Boat ramps and other public launching facilities
- Piers, docks and other mooring facilities
- Recreational channel marking
- Aquatic plant control
- Boating education
- Economic development initiatives that promote boating
- Other local boating-related activities that enhance boating access for recreational boaters.

Contact FBIP@MyFWC.com or call (850) 488-5600

b. Florida Recreation Development Assistance Program (FRDAP)

FRDAP is a competitive grant program that provides financial assistance to local governments for development and acquisition of land for public outdoor recreational purposes. All county governments and municipalities in Florida and other legally constituted local governmental entities with the legal responsibility for the provision of outdoor recreational sites and facilities. The Florida Department of Environmental Protection will accept FY 2007-08 grant applications for the Florida Recreation Development Assistance Program between September 1-15, 2006. FRDAP application packets are available at the Department of Environmental Protection, Division of Recreation and Parks, Office of Information and Recreation Services, Mail Station #585, 3900 Commonwealth Boulevard, Tallahassee, FL 32399-3000. For more information, call (850) 245-2501, email to Leylani.Velez@dep.state.fl.us or visit www.dep.state.fl.us/parks/oirs.

c. Florida Communities Trust (FCT)

Florida Communities Trust (FCT) is a state land acquisition grant program that provides funding to local governments and eligible non-profit environmental organizations for acquisition of community-based parks, open space and greenways that further outdoor recreation and natural resource protection needs identified in local government comprehensive plans. Contact the Department of Community Affairs, Division of Housing and Community Development, Florida Communities Trust, 2555 Shumard Oak Blvd., Tallahassee, FL 32399-2100, Ken Reecy, (850) 922-2207, Fax (850) 921-1747, ken.reecy@dca.state.fl.us

d. Waterfront Florida Partnerships (FDEP)

The Waterfront Florida Partnership, launched by the Florida Coastal Management Program in 1997, has been helping to chart a new course for its participating communities. The program was created to provide support, training, innovative technical assistance, and limited financial assistance to communities striving to revitalize and renew interest in their waterfront district, areas which have a tradition of water dependent vitality. The Department of Community Affairs is the lead agency for the Waterfronts Florida Partnership. For more information visit www.dep.state.fl.us/cmp/grants/ or (850) 245-2161, Fax (850) 245-2163.

e. Economic Development Transportation Fund

The Economic Development Transportation Fund, commonly referred to as the "Road Fund," is an incentive tool designed to alleviate transportation problems that adversely impact a specific company's location or expansion decision. The elimination of the problem must serve as an inducement for a specific company's location, retention, or expansion project in Florida and create or retain job opportunities for Floridians.

Eligible projects are those that facilitate economic development by eradication location-specific transportation problems (e.g., access roads, signalization, road widening, etc.) on behalf of a specific eligible company (e.g., a manufacturing, corporate/regional headquarters, or recycling facility).

Up to \$2,000,000 may be provided to a local government to implement the improvements. The actual amount funded is based on specific job creation and/or retention criteria. Please contact Enterprise Florida, Inc., The Atrium Building, Suite

201, 325 John Knox Road, Tallahassee, FL 32303 (850) 488-6300, Fax – (850) 92-9595 or visit www.eflorida.com

f. **Community Development Block Grant**

The purpose of this Federal Grant program is to provide annual grants on a formula basis to entitled cities and counties to develop viable urban communities by providing decent housing and a suitable living environment, and by expanding economic opportunities, principally for low and moderate-income persons. The program is authorized under Title 1 of the Housing and Community Development Act of 1974, Public Law 93-383, as amended: 42 U.S.C.-5301 et seq. A grantee must develop and follow a detailed plan which provides for, and encourages, citizen participation and which emphasizes participation by persons of low or moderate-income, particularly residents of predominately low and moderate-income neighborhoods, slum or blighted areas, and areas in which the grantee proposes to use CDBG funds. For further information, contact your local HUD field office – Jacksonville Field Office, Charles Bennett Federal Building, 400 W. Bay Street, Suite 1015, Jacksonville, FL 32202, J. Nicholas Shelley, Field Office Director Region IV, (904) 232-2627.

g. **Historic Preservation Grants**

The purpose of Historic Preservation Grants is to assist in the identification, excavation, protection, and rehabilitation of historic and archeological sites in Florida; to provide public information about these important resources; and to encourage historic preservation in smaller cities through the Florida Main Street program.

Types of historic preservation projects that can be funded include Acquisition and Development projects (including excavation of archeological sites and building rehabilitation, stabilization or planning for such activities); Survey and Planning activities (including surveying for historic properties, preparing National Register nominations, and preparing ordinances or preservation plans); and Community Education projects (such as walking tour brochures, educational programs for school children, videos and illustrating historic preservation principles, and Florida Historical Markers). For more information please contact: Historic Preservation, 500 S. Bronough Street, Tallahassee, FL 32399-0250, (850) 245-6333.

3. **Private Funding Sources**

The following organizations provide philanthropic grants to individuals, communities, civic organizations or non-profit organizations that share their philanthropic goals. These organizations were selected for inclusion in this report based on their service areas and the applicability of their philanthropic objectives to the long-term objectives of the Gulf Breeze CRA.

Wachovia Foundation – Emphasis of Program: Education & Community Development; Contact Information: 800-922-4684

Gulf Power Foundation - Focus of Foundation: Community Development, Contact Information: Candace Klingsmith, Administrative Secretary 850-444-6806

St. Joe Community Foundation, Formerly Northwest Florida Improvement Foundation – Emphasis of Program: Community Development; Contact Information: Jane McNabb, Executive Director 850-636-6505 JMcnabb@stjcf.com

VI. Implementation Plan

The following implementation plan presents a timeline and sequence by which the projects and programs identified within the Redevelopment Plan may be implemented. Several of the projects are sequential, multi-stage projects and require consecutive year schedules and funding. Other projects may be listed farther down the implementation timeline in order to utilize anticipated TIF revenues. The implementation plan presents a two-year Action Plan addressing immediate cost effective actions that may be initiated by the CRA and baseline activities that will enable the implementation of projects and programs identified in the Long Term Implementation Plan.

A. Action Plan (Two Year)

The two year Action Plan presents proposed activities and tasks that are designed to enable the future implementation of long term development programs and encourage long term private investment within the CRA. The first two years' tasks listed in the Action Plan rely heavily on City Staff as the primary resource to minimize immediate impact upon the TIF revenues. Subsequent years' activities, years 3-15, propose tasks and actions that require utilization of TIF revenue, General Fund revenues and alternate funding sources as previously described.

B. Long Term Implementation Plan

The Long Term Implementation Plan presents activities and tasks that build upon the tasks identified in the Two Year Action Plan and begins to implement the programs identified during the Community Workshops. The proposed activities and projects identified are not complete nor exhaustive and should be utilized by the City as resources and opportunities present themselves.

Specific components utilized to estimate the potential cost for streetscape portions of U.S. 98 and Daniel Drive are listed in Appendix E, Streetscape Components.

Two-Year Action Plan

Year 1	Year 2	Resource/Notes
Adopt Design Guidelines for CRA and Central Business District		City Staff Enables City to manage new development to higher development standards.
Identify Small Scale Future Land Use Amendment opportunities within CRA		City Staff Identify specific parcels that may require an immediate change of land use for specific project or development opportunity.
Evaluate Vacant Parcels for re-use opportunities, land banking and potential aggregation.	Revise Comprehensive Plan and Land Development Regulations to create Mixed Use land use designation and Zoning	City Staff Identify land banking options, locations and ownership of parcels.
Initiate identification and cataloguing of vacant parcels for development of marketing brochure.	Revise Future Land Use Map of Comprehensive Plan to reflect any small-scale amendments identified in Year 1 and to reflect new Mixed Use land use designation.	City Staff Create database of available or vacant parcels for marketing and development.
	Prepare Catalog and Marketing brochure of vacant parcels for distribution to Chambers and Team Santa Rosa.	City Staff Initiates additional marketing of the CRA to stimulate private sector investment.
Evaluate CRA Area for potential Public Area sites		City Staff Evaluate alternate locations throughout CRA for potential centralized public area, or gathering area.
Initiate downtown storm water planning process with NWWMD, and the Public Services Department.		City Staff Initiate dialogue with Water Management District regarding applicability and potential use of regional storm water pond in CRA to enable increased parcel area utilization.
Draft RFP for Storm Water Master Planning services		City Staff Draft and shop RFP to select consultant for Storm water Master Planning
	Evaluate and Identify next areas for placement of utilities (electric) underground.	City Staff/Gulf Power Identify sites for next phase of placing utilities underground.
	Evaluate opportunity to utilize re-use water for public and commercial irrigation.	City Staff/Consultant Determine if potential use of re-use water for public and commercial irrigation is feasible and worth wile.

Long Term Implementation Plan with Cost Estimates

Activity/Project	Year 1 2006-07	Year 2 2007-08	Year 3 2008-09	Year 4 2009-10	Year 5 2010-2011	Year 6 2011-2012	Year 7 2012-2013	Year 8 2013-2014	Year 9 2014-2015	Year 10 2015-2016	Total per Item
Land Use and Urban Form											
Adopt Design Guidelines for CRA and CBD	City Staff (TBD)										\$0
Identify Small Scale FLUM Amendment Opportunities within CRA Area	City Staff (TBD)										\$0
Revise Comprehensive Development Plan and Future Land Use Map to reflect new Mixed-Use land use		City Staff (TBD)									\$0
Add additional Code Enforcement staff person			\$45,000	\$47,250	\$49,613	\$52,093	\$54,698	\$57,433	\$60,304	\$63,320	\$429,710
Prepare RFP for height study to identify potential suitable locations for development taller than 35'			\$5,000								\$5,000
Revise Land Development Code to include Mixed Use land use and Zoning designation within CRA			City Staff (TBD)								\$0
Business Development											
Evaluate vacant parcels for re-use opportunities; land banking and potential aggregation. (Appendix A)	City Staff (TBD)										\$0
Initiate identification and cataloging of vacant parcels for development of marketing brochure.	City Staff (TBD)										\$0
Prepare catalog and marketing brochure of vacant opportunity sites located in CRA (includes printing cost).		\$12,500									\$12,500
Identify aggregated, large plate, or marina/resort opportunity sites for use in development RFP.			\$5,000								\$5,000
Prepare RFP and Developer's agreement for targeted parcel development			\$5,000								\$5,000
Set-aside funds for future purchase of small vacant parcels for aggregation				\$75,000	\$75,000	\$75,000	\$75,000				\$300,000
Streetscape											
Prepare streetscape design and engineering plans for Daniel Drive Pilot Project			\$160,000								\$160,000
Prepare right-of-way and acquisition cost estimates for Daniel Drive Streetscape Pilot Project				\$20,000							\$20,000
Purchase ROW for Daniel Drive Streetscape Pilot Project				\$50,000							\$50,000
Install Streetscape Features on Daniel Drive Pilot Project					\$794,585						\$794,585
Identify and prioritize areas along US 98 for additional streetscape enhancement				City Staff (TBD)							\$0
Design and prepare construction documents for additional streetscape features along US 98				\$170,666	\$170,666	\$170,666	\$170,666	\$170,666	\$170,666	\$170,666	\$1,023,996
Install additional streetscape features along US 98					\$853,333	\$853,333	\$853,333	\$853,333	\$853,333	\$853,333	\$5,119,998
Evaluate CRA Area for Potential Community Center Sites		City Staff (TBD)									\$0
Evaluate CRA Area for potential Public Area Sites		City Staff (TBD)									\$0
Traffic and Transportation											
Perform feasibility study for an alternate traffic route via Daniel Dr. from Northcliff Dr to St. Francis Dr.				\$20,000							\$20,000
Prepare design concepts for alternate travel corridor concepts / options					\$30,000						\$30,000
Prepare right-of-way and acquisition cost estimates for alternate corridor					\$30,000						\$30,000
Phase I Design & Engineering							\$574,000				\$574,000
Phase II ROW Acquisition								\$175,000			\$175,000
Phase III Construction									\$1,435,000	\$1,435,000	\$2,870,000
Prepare design documents for bike trail connector including trail head				\$315,000							\$315,000
Construction of bike trail connector					\$676,000						\$676,000
Construct trail head at Santa Rosa Trail connection						\$954,000					\$954,000
Stormwater											
Initiate downtown storm water planning process with NVWMD and the Public Services Departments	City Staff (TBD)										\$0
Draft Stormwater Master Plan RFP. RFP to identify potential regional storm water facility locations in	City Staff (TBD)										\$0
Prepare stormwater master plan		\$40,000									\$40,000
Incorporate stormwater master plan into Comprehensive Plan update			City Staff (TBD)								\$0
Design and prepare construction documents for regional stormwater facilities as identified in Stormwater Master				\$560,000							\$560,000
Construction of stormwater facilities(s)					\$2,500,000	\$2,500,000	\$3,000,000				\$8,000,000
Utilities											
Evaluate and prioritize next underground utility installation areas		City Staff (TBD)									\$0
Initiate continued installation of utilities underground			\$195,000	\$195,000	\$195,000	\$195,000	\$195,000				\$975,000
Evaluate opportunity to utilize reuse water for City irrigation projects/needs		\$30,000									\$30,000
Total Implementation Costs Estimates	\$0	\$82,500	\$415,000	\$1,452,916	\$5,374,197	\$4,800,092	\$4,922,697	\$1,256,432	\$2,519,303	\$2,351,653	\$23,174,789

[1] Based on \$3.4M estimated per mile cost for FDOT standard curb and gutter roadway and 20% allocation for PD&E costs. Total project length 0.25 mile.

[2] Based on estimated cost of regional storm water pond for downtown area of ~\$8M.

VII. Appendix A Vacant Commercial Parcel Information

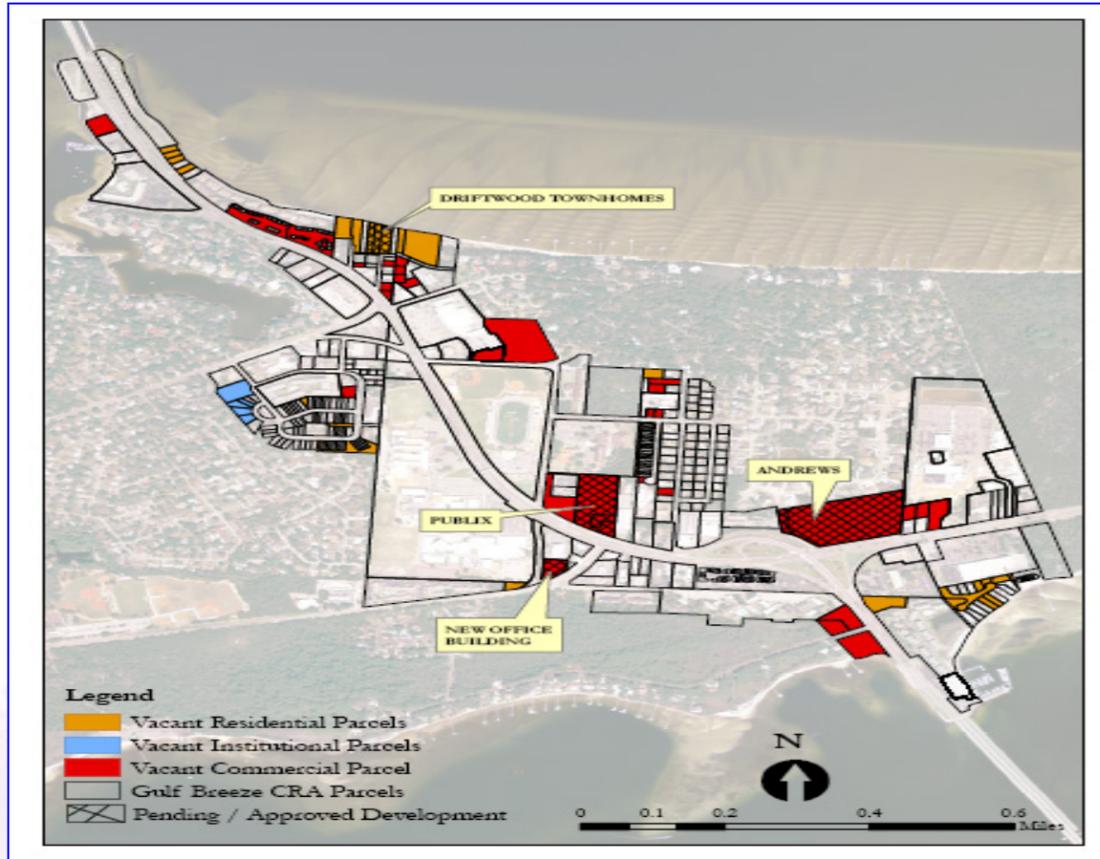
PARCEL	ACREAGE	OWNER
043S290000001070000	0.73	EAST END COMPANY LLC &
043S290000001070000	0.73	EAST END COMPANY LLC &
043S290000001070000	0.73	EAST END COMPANY LLC &
043S290000001070000	0.73	EAST END COMPANY LLC &
043S290000001070000	0.73	EAST END COMPANY LLC &
043S290000001070000	0.73	EAST END COMPANY LLC &
043S290000001070000	0.73	EAST END COMPANY LLC &
043S290000001070000	0.73	EAST END COMPANY LLC &
043S290000001070000	0.73	EAST END COMPANY LLC &
043S290000001070000	0.73	EAST END COMPANY LLC &
043S290000001070000	0.73	EAST END COMPANY LLC &
043S290000001070000	0.73	EAST END COMPANY LLC &
043S290000001070000	0.73	EAST END COMPANY LLC &
043S290000001070000	0.73	EAST END COMPANY LLC &
043S290000001070000	0.73	EAST END COMPANY LLC &
043S290000001070000	0.73	EAST END COMPANY LLC &
043S290000001070000	0.73	EAST END COMPANY LLC &
043S290000001070000	0.73	EAST END COMPANY LLC &
043S290000001070000	0.73	EAST END COMPANY LLC &
043S290000001070000	0.73	EAST END COMPANY LLC &
043S290000001080000	4.44	EAST END COMPANY LLC &
043S290000006050000	0.15	STRANGE LORIN ERNEST JR
043S290000006060000	0.30	EMERALD COAST GROWERS LLP
043S290000006090000	0.07	MOULTON PROPERTIES INC
043S290000006110000	0.14	STRANGE LORIN E JR
043S290000010020000	0.24	UTILITY SERVICE CO &
043S290000019000000	0.37	ROBINSON AUTOMOTIVE INC
043S290000041000000	4.29	MOULTON PROPERTIES INC
043S290000041010000	0.44	MOULTON PROPERTIES INC
043S290000043000000	0.38	MOULTON PROPERTIES INC
043S290000043020000	9.39	BAPTIST HOSPITAL INC
043S290000049020000	0.80	SHORELINE PARK LLC
043S290000049030000	1.50	MOULTON PROPERTIES INC
043S290000054010000	0.38	BAPTIST HOSPITAL INC
043S290000054020000	0.38	BAPTIST HOSPITAL INC
043S290000054060000	1.02	BAPTIST HOSPITAL INC
043S2927800000000C0	0.21	STAMPS BRITTON
043S2927800000000C4	0.20	LIVE OAK OF GULF BREEZE LLC
043S2927800000000C5	0.18	BUTLER DAVID R & MARY G
043S2927800000000C6	0.28	BEACH COMMUNITY BANK
053S290000001080000	0.86	WHEATLEY WAYNE
053S290000006010000	0.33	BALDWIN DONALD J & KATHRYN S
053S29021500100AREA	1.35	BAYBRIDGE SUBDIVISION OWNERS

Vacant Parcel Information (Continued)

PARCEL	ACREAGE	OWNER
053S290215001000020	0.03	AWS DEVELOPMENT INC
053S290215001000040	0.03	LDR HOLDINGS LLC
053S290215001000060	0.03	LOTT RICHARD I
053S29021500200AREA	1.42	BAYBRIDGE SUBDIVISION OWNERS
053S290215002000080	0.03	BAYBRIDGE SUBDIVISION
053S290215002000120	0.03	BLUE WATER DEVELOPMENT LLC
053S290960000000140	0.14	STAMPS BRITTON
053S290960000000170	0.09	STAMPS BRITTON
053S290960000000300	0.19	BENSON ELOISE
053S290960000000320	0.16	BENSON ELLA LOUISE
103S290000001000000	0.63	ABRACADABRA OF GULF BREEZE LLC
103S290000001000000	1.60	ABRACADABRA OF GULF BREEZE LLC
103S290000001020000	1.02	ABRACADABRA OF GULF BREEZE LLC
TOTAL	47.73	

Source: Santa Rosa Property Appraiser's Office, 2006

VIII. Appendix A Vacant Parcel Locations (Map)



IX. Appendix B March 30, 2006 Meeting Roster

Gulf Breeze Redevelopment WORKSHOP ROSTER		Plan Workshop March 30, 2006		
Name	Address	City/FL/Zip	Phone Number	E-mail
John JONES	103 Park Lake St	OCEANVIEW FL	904-915-72	jjones@landdesign.com
Bob Harriman	754 Sabine Dr.	PENSACOLA BEACH FL	934-2100	BHarriman@airtel.net
Michael Price	85 Chantelaine Cir	Gulf Breeze FL	934-6300	mp@mpprice.net
JeAnn Price	"	"	934-6300	"
Trick Sugar	307A Davis Hwy	PENSACOLA FL	255-1179	"
Ken Garner	2647 Salamanca St.	NAVASO FL	904-8401	kgarner@bell.com
Gay McDaniel	525 Deer Pt Cir	Gulf Breeze	932-0226	gaymcdaniel@earthlink.net
Tom Montgomery	3130 W. Breeze Lane	Gulf Breeze	932-3091	tom@montgomery.com
Paul Sledge	715 1/2 Pine Ave	GB	932-3222	paulsledge@earthlink.net
Bill Graves	1121 Gulf Breeze Pkwy	"	932-2225	bill@billgraves.com
Bob Cleveland	300 S. Westwood Dr	GB	934-6862	bob@theolivebank.com
Dee Cleveland	"	"	"	dee@theolivebank.com
Elise Evans	11 FAIRPOINT PL	GB	934-5073	"
Off N. K. Lott	70 Palmetto Ave	GB	932-5222	offnklott@earthlink.net
Will (Bob) Hill	101 Oldfield	GB	932-0811	will@willhill.com
John Roth	2116 Florida Ave	GB	932-0466	john@johnroth.com
BJ Davis	1350 Seaside Point Pl	GB	932-4332	bjdavis@earthlink.net
John Cederqvist	1127 Sunnyside	GB	932-5665	cederqvist@earthlink.net
Robert Belmont	710 S. Seaside Point Pl	GB	932-0890	rbelmont@earthlink.net
Greg C. Burns	204 Florida Ave	GB 32561	932-5687	greg@gregburns.com
Mark Lee	1201 S. Westwood Dr	GB 32561	932-2092	mark@marklee.com
Gary Mitchell	1201 S. Westwood Dr	GB 32561	932-2092	gary@garymitchell.com
Carol Pulley	506 Deer Pt Dr	GB 32561	932-2742	carol@carolpulley.com
Scotty Phillips	406 Brighton Rd	GB 32561	932-3300	scotty@scottyphillips.com
Nick Vignati	5323 Nicholson St	Mobile 32570	932-0214	nick@nickvignati.com
Paula Miller	4 Ann Ave	GB 32561	932-5687	paula@paulamiller.com
W. Dean Hill	109 S. Westwood Dr	GB 32561	932-2742	wdean@earthlink.net
Ken Reed	1216 Sunset	GB 32561	932-4112	ken@kenreed.com
Carolyn Reeder	105 Beach Dr	GB 32561	932-1109	carolreeder@earthlink.net
Larry Travick	324 N. Sunset	GB 61	932-2762	"

4

3/28/2006

Gulf Breeze Redevelopment WORKSHOP ROSTER		Plan Workshop March 30, 2006		
Name	Address	City/FL/Zip	Phone Number	E-mail
Rodney Rich	7 Beach Dr	GB	32561 932-9130	rich@rodneyrich.com
David Thomas	116 Thomas	GB	32561 432-7000	"
Russell D. Morris	827 Baycliffe Rd	GB	32561 716-9873	rdm@earthlink.net
Chris S. Curmish	P.O. Box 640	GB	32561 932-5106	ccurmish@earthlink.net
Sarah Bender	300 Cordoba St	GB	32561 932-1466	"
Kathy Cannon	3 GRAY OAKS LN	GB	32561 932-7574	"
JIM DOYLE	308 PLANTATION HILL	GB	32561 932-3407	DOYLEJIM@earthlink.net
Charles Brown	3 Beach Dr	GB	32561 932-2242	"
Lon Meake	225 James River	GB	32561 932-2242	lon@meake.com
Sheryl Dunn	205 Williamsburg	GB	932-2242	sheryl@dunn.com
Debbie Cederqvist	204 N. Sunset	GB	32561 932-3727	dcederqvist@earthlink.net
DEBBY HONSA	113 Rowell	GB	32561 932-3319	debb@earthlink.net
Carol Harrison	113 Rowell	GB	32561 932-3319	carol@earthlink.net
Kathy Candler	801 Kenwood Ave	GB	32561 932-6223	kathy@candler.com
John Simpson	718 Seaside Point Dr	GB	32561 932-0260	"
MARY ALICE ROSE	101/102 Rowell	GB	32561 932-3319	maral@earthlink.net
David A. Davidson	571 Sunset	GB	32561 932-7115	"
Russell Sledge	26 W. Sunset Dr	GB	32561 932-2222	russ@earthlink.net
John Green	125 E. Sunset St	GB	32561 932-4485	john@earthlink.net
Scott Whitely	49 Gulf Breeze Pkwy	GB	32561 932-6103	scott@earthlink.net
Wayne Wheatley	476 W. E. Breeze Pkwy	GB	932-3452	wayne@earthlink.net
Michael Brandon	116 S. Sunset	GB	32561 932-4665	mike@earthlink.net
Ed Gray	1 Gray Oaks Lane	GB	32561 932-6287	"

23

30

Total 86

3/28/2006

Gulf Breeze Redevelopment Plan Workshop
WORKSHOP ROSTER
 March 30, 2006

Name	Address	City/Fl/Zip	Phone Number	E-mail
Bill Schell	339 Deer Point	FL 325	352-6535	zinnvcl@atx.com
Diane Fox	702 Pigeon	FL 325	904-5535	Diane.Fox@atx.com
Mary Spear	727 Pittman Dr.	FL 325	904-0285	Stussport@aol.com
Scottie Ann Bradie	123 E. 1st St.	GA 314	902-3133	
Dennis & Helen Lopez	90 Chantrelle	GA 314	404-6988	srdenla@hotmail.com
V. & E. Schmidt	228 Pine Tree	GA 314	902-9902	
Vanessa	133 Shasta Dr	GA 314	716-4160	Van@SPEK.US
Steve McHenry	1109 Nestle Ave	GA 314	904-5815	
Ann Sawicki	1016 Rome St.	FL 325	407-485-8561	ANN@PAPERVIEW.COM
Jerry Blacklaw	2667 Willowood Dr	GA 314	404-8297	gpc-jerry@blacklaw.com
Darlene Patton	608 Bay Cliffs Dr	GA 314	902-4149	Adrienne@bruce.com
Eranda Cleveland	1088 Sabel Ln	GA 314	904-7570	
Mike Damwing	421 Cambridge Ave	GA 314	916-4714	meltingpotpeasola@aol.com
Gregg Pappas	101 Orange St	GA 314	902-4171	gregg@pappas.com
Annis Thompson	323 Deer Point	GA 314	904-2906	annis@bell.com
Joe Arnold	319 Deer Point	GA 314	904-4484	calfordd@hotmail.com

3/28/2006



City of Gulf Breeze

COMMUNITY REDEVELOPMENT PLAN

Gulf Breeze Redevelopment Plan Workshop WORKSHOP ROSTER
March 30, 2006

Name	Address	City/FL/Zip	Phone Number	E-mail
RITA RONE	2704 Sunrider Ln	Gulf Breeze FL	850/782-7755	rrone1@mcchs.com
JACK KIBBE	707 Bay Blvd. #102	Gulf Breeze	850/916-1909	
Pat O'Sullivan	4 P. Antea Dr.	Gulf Breeze	850/215-8519	patosull@comcast.com
Mona H. Amadio	170 Middle Pointe Ln	Gulf Breeze	850-921-7125	mona@isggroup.us
Cindy Gross	4288 Seaside Pk.	GB 32563	(850) 922-7753	jwainblue@aol.com
KRISTIA KRISTE (Van Philip)	201 Silverthorn Rd	GB 32561	972-717-74	
CHARLES PULLEY	506 DEERPOINT	32561	934-0742	
BOOBY SPEAR	223 PINEHURST	32561	934-0225	
George CEKOS	324 Deerpoint		434/610	
KIC NIKOLSON	85 SUNDRIER DR.	32561		
Doug Dossinger	204 Shady Dr	32561	934-0341	
DENNIS REMESH	3243 PINE LN	32563	9244703	DENREM@DENREM.COM

12

3/28/2006

Gulf Breeze Redevelopment Plan Workshop WORKSHOP ROSTER
March 30, 2006

Name	Address	City/FL/Zip	Phone Number	E-mail
Joan Cotti	2116 E Florida Ave	Gulf Breeze, FL	934-0116	
Ann Bellan	204 Santa Ana	FL	934-4468	annbellan@comcast.net
Wendy Brandon	508 DRAGON WAT	G.P.	932-7619	wbrandon63@yahoo.com
Diana Kirby	707 Bay Vista	FL	916-1309	

ⓐ
ⓐ



City of Gulf Breeze

COMMUNITY REDEVELOPMENT PLAN

XI. Appendix D May 11, 2006 Meeting Weighted Results

Gulf Breeze Summary Sheets (Weighted Results)
19-May-06

	Ranking	Received	Weighted	Ranking
Powerlines Underground				
(City wide)	1	8	32	
	2	6	18	
	3	1	2	1
	4	2	2	
Total		17	54	
Hwy U.S. 98 Median - More Landscape				
Statuary	1	5	20	
Trees	2	5	15	
Lights	3	3	6	2
Underground Utilities	4		0	
Total		13	41	
35' Maximum Height on Buildings				
	1	5	20	
	2	1	3	
	3		0	3
	4		0	
Total		6	23	
Trail Connection to Trail Along National Seashore				
Pedestrian Connections across 98 also	1	0	0	
	2	2	6	
	3	4	8	4
	4	3	3	
Total		9	17	
Adopt Design Guidelines				
Quickly	1	0	0	
	2	3	9	
	3	2	4	5
	4	2	2	
Total		5	15	
Multi-Use Community Center				
Seniors Auditorium	1	1	4	
Cultural Graduation	2	0	0	
Theater Weddings	3	2	4	6
	4	3	3	
Total		6	11	
Streetscape Install				
Throughout City (Daniel Drive-A. Jackson Pilot)	1	1	4	
Trees Fences	2	2	6	
Signage Underground Utilities	3		0	6
Lights	4	1	1	
Total		3	11	
Access Alternative Roads to U.S. 98				
	1	1	4	
	2	0	0	
	3	1	2	7
	4	1	1	
Total		3	7	
Increase Height in Overlay Areas				
	1	0	0	
	2	1	3	
	3	1	2	7
	4	2	2	
Total		4	7	
Better Traffic Control/Median Markings U.S. 98				
	1	0	0	
	2	0	0	
	3	3	6	7
	4	1	1	
Total		4	7	

Page 2

	Ranking	Received	Weighted	Ranking
Increased Code Enforcement				
Full-Time Position	1		0	
	2		0	
	3	2	4	8
	4	1	1	
Total		2	5	
Façade Grants				
Existing Business (conform to new design reg's)	1	0	0	
Incentives for Redev.	2	1	3	
	3	0	0	9
	4	1	1	
Total		2	4	
Pensacola Bay Gateway				
Height - 5 story max to encourage development	1	0	0	
	2	0	0	
	3	1	2	10
	4	0	0	
Total		1	2	
Town Center				
Playhouse/Theater	1	0	0	
Bands/Concerts	2	0	0	
	3	0	0	10
	4	2	2	
Total		2	2	
Look for Opportunity to Expand CRA				
South Shoreline Park/3000' on water	1	0	0	
Keep Trees	2	0	0	
Community Gathering Spot	3	1	1	11
	4	2	6	
Total		3	1	
Implement New Codes for Existing Buildings				
No Variances	1	0	0	
	2	0	0	
	3	0	0	0
	4		0	
Total		0	0	
High-Quality Shopping				
w/Publix Project	1	0	0	
Resto/Clothing/Pottery Barn	2		0	
	3		0	0
	4	0	0	
Total		0	0	
High Quality Development				
	1		0	
	2		0	
	3		0	0
	4		0	
Total		0	0	
High Level of Service				
Maintain, Fire, Police, EMS	1		0	
	2		0	
	3		0	0
	4		0	
Total		0	0	
Andrews Institute Overpass				
	1		0	
	2		0	
	3		0	0
	4		0	
Total		0	0	

Page 3

XII. Appendix E Streetscape Components Used for Cost Estimating

The cost estimate for the streetscaping of U.S. 98 is based on the following components:

1. A ten-foot (10') wide landscape strip separating the road and the sidewalk shall be created on both sides of U.S. 98.
2. The landscape strip shall be irrigated by an automatic irrigation system.
3. Shade tree shall be planted every forty feet (40') on center in the landscape strip.
4. An eight-foot (8') wide sidewalk will be constructed of concrete pavers on each side of the street.
5. Black metal benches will be spaced every 300 feet or two per street forming a city block, whichever is greater.
6. Decorative street lamps are to line both sides of the street at approximately 75-foot spacing to achieve 1.5 average foot-candles of illumination.
7. Waste receptacles shall be spaced every 900 feet.