



City of Gulf Breeze Community Redevelopment Agency Annual Report 2018

Fiscal Year 2018 (Oct. 1, 2017 – Sep. 30, 2018)

FY2018 Community Redevelopment Agency Board

Pursuant to Resolution No. 18-89, the City Council of the City of Gulf Breeze serves as the Community Redevelopment Agency Board and is vested with all rights, powers, duties, privileges and immunities vested in a community redevelopment agency by the Community Redevelopment Act, FS § 163.330 et seq. The members of the Community Redevelopment Agency Board for FY 2018 (October 1, 2017 to September 30, 2018) were as follows:

Matt Dannheisser, Mayor

David G. Landfair, Mayor Pro Tem

Renee Bookout, Councilwoman

Cherry Fitch, Councilwoman

Tom Naile, Councilman

FY2018 Community Redevelopment Agency Staff

Samantha D. Abell
City Manager
City of Gulf Breeze
1070 Shoreline Drive
Gulf Breeze, Florida 32561
(850) 934-6033
sabell@gulfbreezefl.gov

Craig S. Carmichael
Director of Community Services
City of Gulf Breeze
1070 Shoreline Drive
Gulf Breeze, Florida 32561
(850) 934-5109
ccarmichael@gulfbreezefl.gov

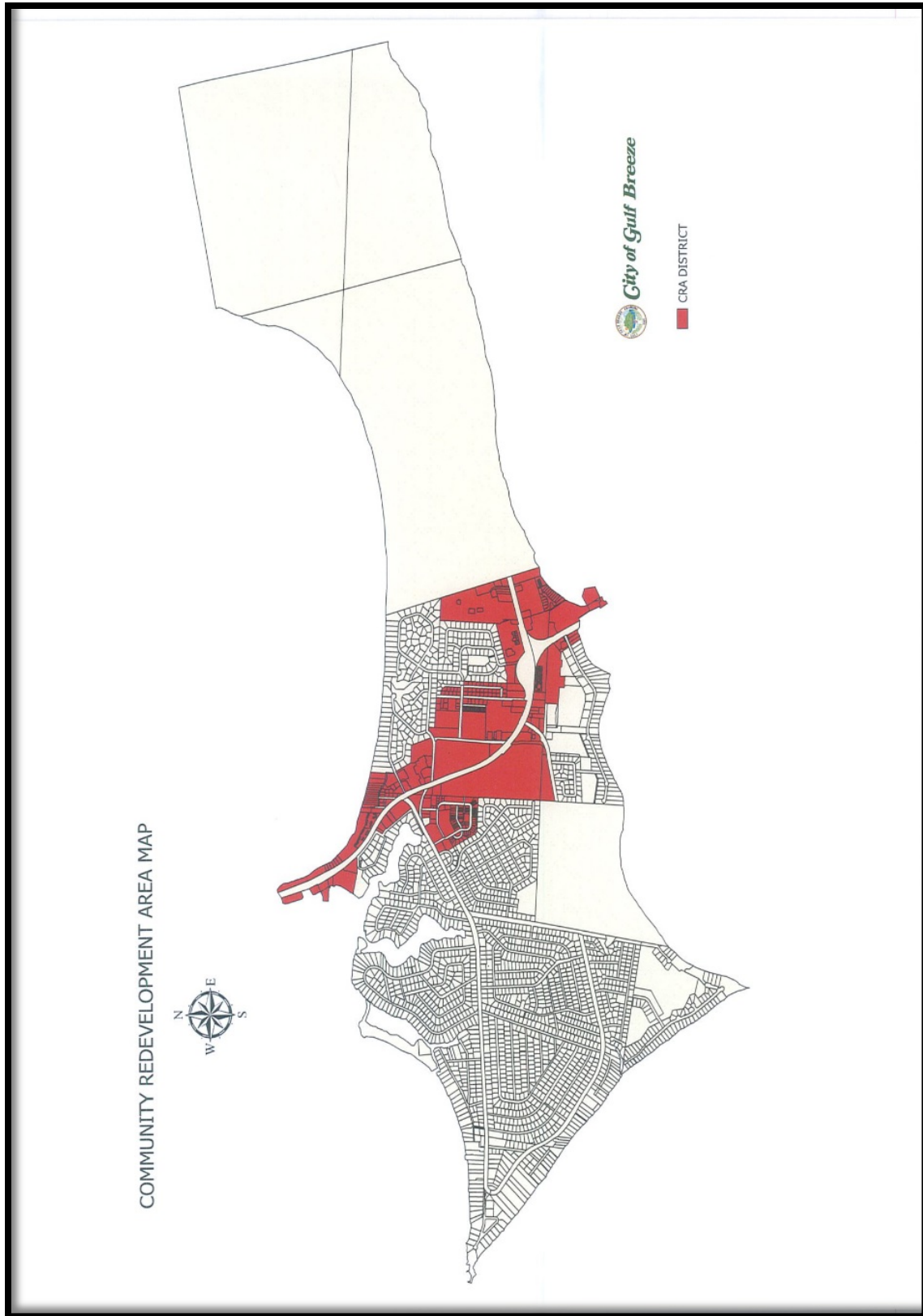
Vernon Prather
Assistant City Manager
City of Gulf Breeze
1070 Shoreline Drive
Gulf Breeze, Florida 32561
(850) 934-5153
vprather@gulfbreezefl.gov

Craig Chamberlin
Neighborhood Services & CRA
Coordinator
City of Gulf Breeze
1070 Shoreline Drive
Gulf Breeze, Florida 32561
(850) 934-5109
cchamberlin@gulfbreezefl.gov

Prepared by:

Craig Chamberlin, Neighborhood Services & CRA Coordinator
City of Gulf Breeze
1070 Shoreline Drive
Gulf Breeze, Florida 32561

Community Redevelopment Area Map



CRA Background

After Gulf Breeze was incorporated in 1961, it witnessed significant commercial growth and investment along US 98 (Gulf Breeze Parkway). This growth consisted of a variety of retail centers, service stations, office complexes, restaurants, and motels. There were no standards or guidelines in place to discourage the "strip commercial" pattern that resulted, nor was there an attempt to establish or nurture a "downtown" or "city center" identity.

In an effort to create a sustainable downtown community and to address high vacancy rates in retail and office units along Gulf Breeze Parkway, the City of Gulf Breeze proposed the delineation of a redevelopment area along this corridor, which served as the economic and, to some extent, social core of the City. To administer the activities and programs offered within the redevelopment area, the City created a Community Redevelopment Agency in December of 1989.

The Gulf Breeze CRA is approximately 393 acres in size, about 13% of the City's acreage, and is comprised of approximately 410 parcels. The CRA is located along the entire corridor of Gulf Breeze Parkway within the City limits, beginning at the south side of the Pensacola Bay Bridge and extending at various depths northeast and southwest of the highway to the City's eastern limits. The CRA also includes the Pensacola Beach Road corridor south of Gulf Breeze Parkway, which forms the approach to the Bob Sikes Bridge to Pensacola Beach.

The need for a CRA was established in 1989 based on the Finding of Necessity documentation required pursuant to Chapter 163, Florida Statutes. This document continues to act as the foundation for blight determination within the CRA and the elimination of these blighting characteristics remains the primary focus for redevelopment activities. Many of the blighting characteristics have been addressed to some degree since the time the CRA was established in 1989; however, since some issues have either not been addressed or not been fully addressed, the need continues to exist.

The City of Gulf Breeze adopted its first redevelopment plan in 1990 to "...assist the City with addressing the early signs of blight identified in 1989 and to stimulate economic development within the community redevelopment area." The City's 1990 comprehensive plan states that "...much of the commercial core suffers from underutilization and aesthetically poor architecture."

Concurrent with the Agency being created in 1989, the City Council was appointed as the Board of the Community Redevelopment Agency. Subsequently, a Redevelopment Plan was developed and adopted following several public hearings. The Redevelopment Plan established the goals for implementing revitalization of the core downtown area.

Since 1990, the CRA Plan has been updated in 2006, 2009 and 2018. The updated plan evaluates the CRA's physical and economic conditions and the challenges and opportunities facing the community.

Since 1989, the City has been proactive in addressing the issues in the Redevelopment Plan and several major initiatives have been completed over the past ten years. Most noticeable is the median landscaping, decorative fencing, establishment of the Community Redevelopment design guidelines and urban design standards, and designation of four major CRA Gateway Districts.

CRA Master Plan Implementation

Pursuant to the Community Redevelopment Act (Florida Statutes §163.387(1)(a)), no TIF revenues may be expended unless those funds are expended in accordance with an adopted Community Redevelopment Plan for the specific redevelopment area. The City has continued to implement the CRA Master Plan that identified a focus on the redevelopment of the public environment - primarily the treatment of the existing streets, school property and park property. 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, enhanced recreational access to surface water)
- Creating and implementing Urban Design Guidelines; and,
- Improving traffic flow.

Master Plan Update and Extension

In order to ensure that an orderly plan of growth would be followed, the Gulf Breeze Community Redevelopment Agency directed that the Gulf Breeze Community Redevelopment Plan be updated. As part of the update process the City continued their contract with Vanasse, Hagen, Brustlin, Inc. (VHB) to help develop redevelopment strategies and identify critical tasks that will enable the City to stimulate and encourage economic development, provide increased public amenities, improve pedestrian safety and effectively manage redevelopment within the CRA. The City Council directed staff to begin the due diligence for extending the expiration of the CRA. Extending the plan for 30 years ensure that the redevelopment of blighted areas and the preservation of quality of life by means of community policing, infrastructure upgrades and streetscape beautification projects, will continue in an area which is almost entirely built out.

2018 Projects Funded

\$39,978 - Professional Services that plan for and implement programs and projects within the CRA including the CRA master plan update & Extension tasks from VHB and the Highway 98 underground utility feasibility study being completed by Dewberry Engineers.

\$90,596 - Contractual services for the Highway 98 & State Road 399 landscape maintenance and turf management program.

\$300,000 - The CRA continued to support law enforcement and code enforcement within the CRA boundary. US Highway 98 has an average daily traffic count of 55,000 vehicles, yet the entire population of Gulf Breeze is only 5,800. Safety and resiliency are major priorities for the CRA corridor.

\$73,500 – The CRA continued to fund the administrative costs of managing the CRA. Expenses include funding a portion of the Neighborhood Services Coordinator and subsidizing administrative support activities.

\$164,235 - Planning and administration for the Daniel and Joachim Streetscape Improvement Project.

\$24,896 - The CRA continued to fund critical utilities including traffic lights, lift stations, irrigation wells and backup generators.

\$24,061 - The CRA Safe streets Lighting Program funds street lighting in mixed use areas where commercial centers draw activity in close proximity to residential properties.

\$6,719 - Maintenance and Operating expenses such as irrigation and electrical repair, tree trimming and grass seed.

\$4,345 - Staff participated in the training and networking opportunities of the Florida Redevelopment Association annual conference.

Reserve Funds

Like many urbanized areas, the CRA has highly visible utility poles and overhead transmission lines throughout which makes the CRA vulnerable to natural disasters and affects resiliency. The City Council and citizens have made undergrounding these utilities a top priority for the CRA. The City will continue to study the feasibility and effectiveness of undergrounding the core utilities on Highway 98. Going forward, reserve funds and future CRA revenue may be used to relocate utilities within the CRA boundary.



FY2018 CRA Private Reinvestment

Home 2 Suites - Banyan Investment Group ("BIG") began construction on a Home-2-Suites by Hilton on a vacant infill parcel. The Home-2-Suites is a mid-tier, all-suite extended-stay hotel featuring contemporary accommodations at an affordable price point, targeting both business and leisure travelers. The hotel is located on two outparcels (2.07 total acres) in the Sea Shell Collections Shopping Complex. The hotel consists of four stories with 109 rooms, outdoor pool and indoor workout area. A target market for the hotel beyond beach travel is patients and family of the Andrews Institute.

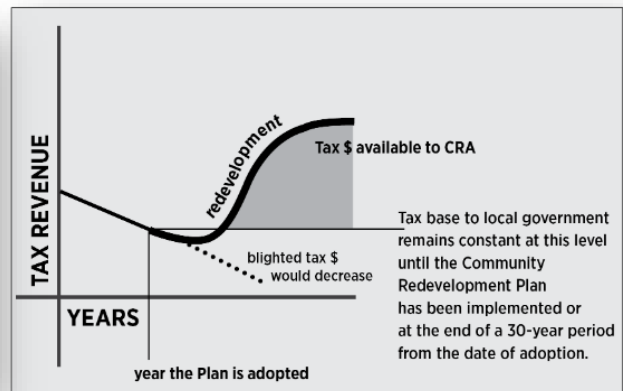


Pensacola Bay Bridge – The Pensacola Bay Bridge is a gateway to the City and the Community Redevelopment Area. Construction has continued on the first section and is expected to be completed in July 2019. The \$427 million project is the largest transportation initiative in Northwest Florida history. These improvements will help support the anticipated traffic volume increase as the local and surrounding areas continue to grow and redevelop. The CRA plan provides for traffic enhancements related to the 30% increase in traffic anticipated with the new bridge.



Tax Increment Financing (TIF) Projections

The projected 30-year TIF revenue that is projected to be available for CRA projects and programs is \$52,694,021. The estimated TIF revenues are conservative and based only on known and approved development projects and a 2.5% annual appreciation of property values. Future development within the CRA boundaries and projects that have not yet been approved or permitted will increase the potential TIF revenue.



FY 2018 CRA Expenditures

- In 2018, the CRA Urban Core Fund \$914,192 generated from City and County TIF tax revenue.
- Total CRA expenditures for 2018 are \$741,066
- End of FY 2018 UCR fund balance is \$1,519,077

CITY OF GULF BREEZE, FLORIDA
STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN
FUND BALANCE - BUDGET AND ACTUAL -
URBAN CORE REDEVELOPMENT SPECIAL REVENUE FUND
YEAR ENDED SEPTEMBER 30, 2018

	Original Budget	Final Budget	Actual	Variance with Final Budget - Positive (Negative)
Revenues:				
Taxes	\$ 914,192	\$ 914,192	\$ 914,192	\$ 0
Miscellaneous	-	-	9,461	9,461
Total revenues	914,192	914,192	923,653	9,461
 Expenditures:				
Current				
Culture and recreation	291,341	291,341	192,042	99,299
Capital outlay	658,685	804,005	175,524	628,481
Total expenditures	950,026	1,095,346	367,566	105,848
Excess of revenues over expenditures	(35,834)	(181,154)	556,088	115,309
 Other Financing Sources (Uses):				
Transfers in	409,334	554,654	-	-
Transfers out	373,500	373,500	373,500	-
Total other financing sources and (uses)	35,834	181,154	(373,500)	-
Net change in fund balance	\$ -	\$ -	182,588	\$ 115,309
 Fund Balance:				
Beginning of year			1,336,489	
End of year			\$ 1,519,077	

CITY OF GULF BREEZE, FLORIDA
STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES
COMMUNITY REDEVELOPMENT AGENCY
YEAR ENDED SEPTEMBER 30, 2018

	Urban Core Redevelopment
Revenues:	
Taxes	\$ 914,192
Licenses and permits	-
Intergovernmental	-
Charges for services	-
Fines and forfeitures	-
Investment earnings	-
Miscellaneous	9,461
Total revenues	923,653
 Expenditures:	
Current	
General government	192,042
Public safety	-
Transportation	-
Economic environment	-
Culture and recreation	-
Capital outlay	175,524
Debt service	-
Principal	-
Interest	-
Total expenditures	367,565
Excess (deficiency) of revenues over (under) expenditures	556,088
 Other Financing	
Sources (Uses):	
Proceeds from sale of capital assets	-
Transfers in	-
Transfers out	373,500
Total other financing sources (uses)	(373,500)
Net change in fund balances	182,588
 Fund Balances:	
Beginning of year	1,336,489
End of year	\$ 1,519,077