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CITY OF COCOA BEACH "NEWS & VIEWS"

~ A publication for Cocoa Beach Citizens produced by the Cocoa Beach Public Information Office and inserted in *The Press-Tribune* as a public service ~



This "Cocoa Beach News & Views" specifically contains Mixed-Use referendum information for Cocoa Beach citizens voting on November 8th.



COMMISSIONER'S CORNER by MAYOR SKIP BEELER

Mixed Use-Upcoming Referendum~ Questions and Answers

So here we are Cocoa Beach with a referendum coming up on Mixed Use in November. **What is mixed use and why are you being asked to vote on it?** Traditional

zoning regulation is aimed at separating commercial land use from residential land use. Simply put, mixed use is the mixing of commercial (stores, offices, restaurants, etc.) with residential uses (individual and family living units such as condos and apartments). Simply that is it! The classic example is a two-story building with a store, office or restaurant on the first floor and a living unit on the second floor. Cocoa Village is a good example of Mixed Use development. **Why is this mixed use important for the downtown?** The simple answer is that in the future as investors hopefully choose to build new buildings or businesses in the downtown area they can choose a mixed use building if they want to, in order to spread the risk of their investment. **What's the benefit to the City, Downtown and Residents?** The benefit is that by allowing business to spread risk, they may be more likely to invest their dollars in our downtown to create a more vibrant, economically successful area that has services and areas that will create a better quality of life for residents as well as attract visitors to help pay for these improvements. More business in the downtown also means more jobs. **Where will mixed use occur?** A limited area of downtown from 2nd St. South to Cocoa Isles Blvd and west to part of Woodland. See map outline at far right. **Is this a plan by developers to build higher and more intense than what the City's charter permits?** No, the charter provisions for height and density as passed by the residents is still the rule. The difference is that currently new residential units are not allowed to be constructed in commercial zoned areas. Under this Redevelopment Plan they would be. It was calculated that if every piece of property in the entire 125 acres of the downtown area was leveled and turned in to mixed use residential at the maximum permitted

density, theoretically the most new residents in the area would be 560-600. To put that into perspective, the City lost 1,000+ residents according to the US Census in the last ten years. So buildings will be built no higher than the charter permits no Miami skyscrapers. In fact this is part of an overall planning project for downtown that will include design based codes which the Commission hopes will lead to smaller more inviting buildings. We are working on a parking plan in association with the total plan and parking should not be an issue. **Why are we voting and why now?** You are being asked your opinion by the Commission because to pass this by the Commission it would take 5-0 vote. One Commissioner felt it was important to get residents' opinion so here we are. We are voting now, because the Commission is at the point of passing this part of the plan and we need to know if residents agree with the majority of the Commission that mixed use should be part of the plan. **What's my opinion as your Mayor and a 28 year resident of the City?** As an elected official you put your trust in me to make fair and balanced decisions regarding our City. Sometimes this requires looking 10, 20 and 50 years into the future and planning for this. I support mixed use because it is one of many valuable planning tools for communities especially in downtown areas to encourage development. Development is not a bad word. I want my children and their children to have a Cocoa Beach we can be proud of, not the same buildings from the 50's, 60's and 70's. It is by investing in and taking investment of our downtown that we can improve it and make it vibrant and decrease some of the negative issues occurring downtown and at the end of Minutemen Causeway. I grew up in the Northeast and left the declining downtowns with closing businesses and boarded up buildings. Let's make sure the Glass Bank is the last one of those here. Vote for the future of Cocoa Beach downtown and support mixed use with your vote **YES; vote YES for Mixed Use on November 8th.** Thank you. ~~~~Mayor Skip Beeler



NOVEMBER ELECTION ON "MIXED USE"

Official ballot language for November 8, 2011:

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Shall the City of Cocoa Beach adopt mixed use for downtown/Community Redevelopment Agency (CRA)?

The downtown/CRA vision plan developed over the last three years includes mixed use as a method to revive our local economic conditions and improve the downtown environment. Do you approve of allowing an additional mix of retail and residential uses downtown as long as it does not exceed the city-wide density caps as set in the City Charter?

- [ ] Yes, to approve  
[ ] No, to reject



### OCTOBER 2011

LEON "SKIP" BEELER—MAYOR  
KEN GRIFFIN—VICE MAYOR  
SKIP WILLIAMS—COMMISSIONER  
KEVIN PRUETT—COMMISSIONER  
DAVE NETTERSTROM—COMMISSIONER  
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