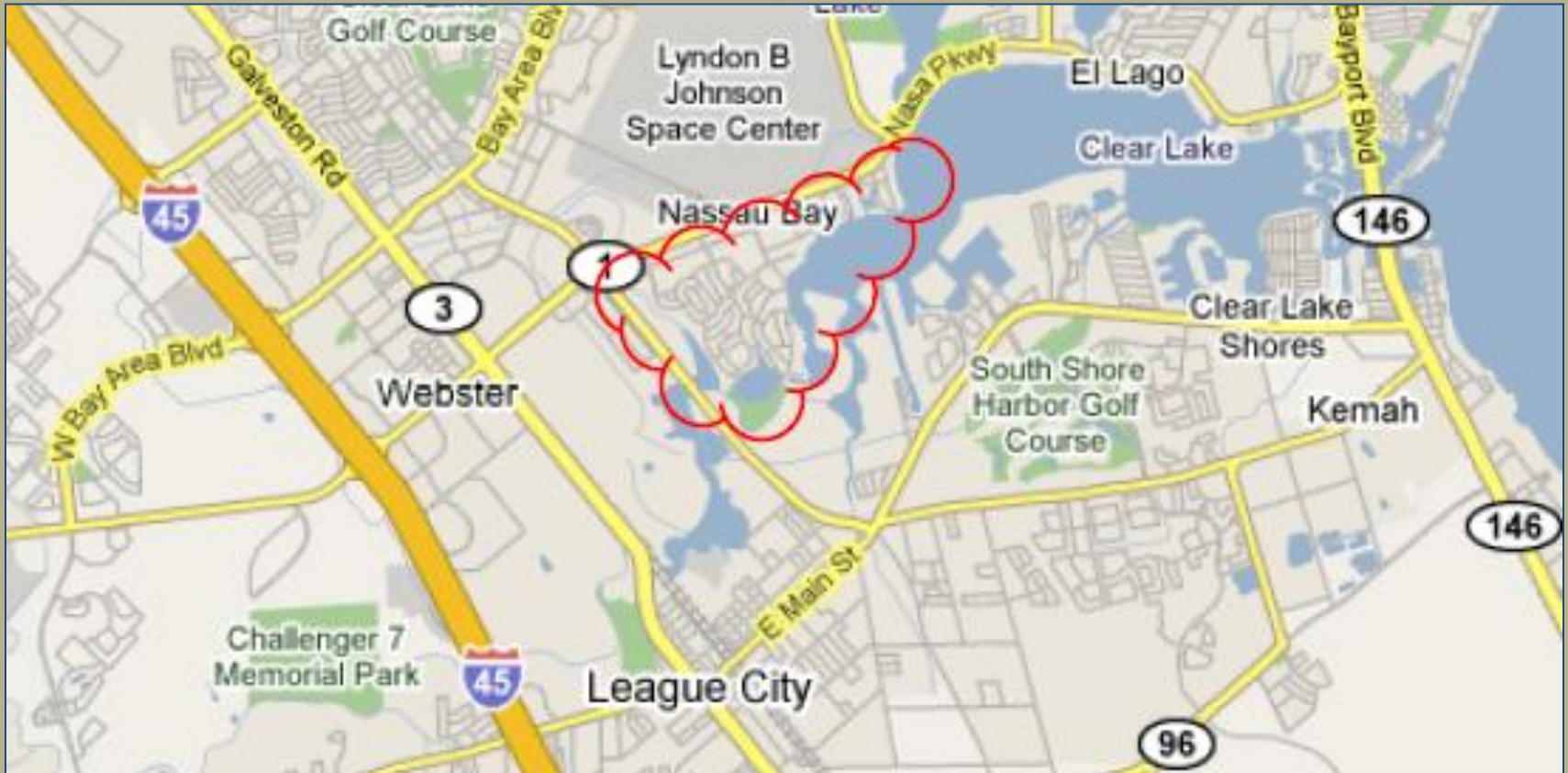




*Redevelopment
Planning and Implementation*

Location



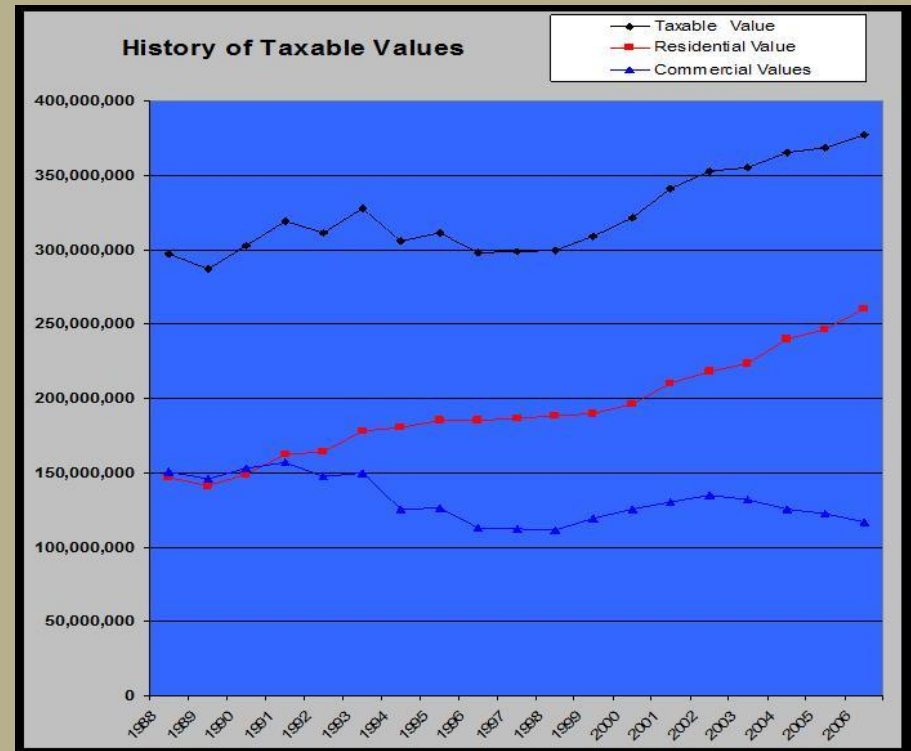
History – The Glory Days

- Developed in 1960's as early “master-planned” community providing housing, offices, schools, churches, retail space, motels, parks, as well as a private club and marina
- Strong ties to Space Program and NASA



As Time Went By...

- NASA's financial fortunes ebbed and flowed
- Single-use buildings became obsolete
- Contractors moved to newer locations
- Commercial areas begin long decline in 1985
- By 2007, 35% of commercial area was completely vacant



To Compound Matters...

- Large number of absentee unmotivated off-shore owners
- Functional and economic obsolescence precluded rehab
- Built environment grew more outdated
- Infrastructure deteriorated
- Public realm became barren and uninviting





Getting a Grip and Getting Going

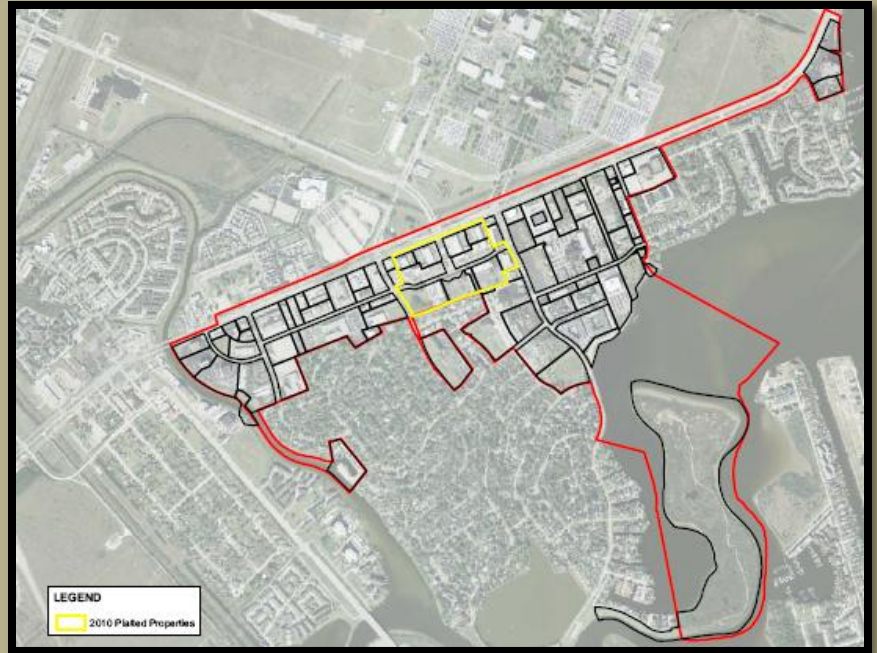
Redevelopment Activities 1998 - 2007

- Infrastructure upgrades for W/S/D
- Zoning Ordinance amended to allow PUDs
- Revitalization Plan and Implementation Strategy
 - Development Principles
 - Economic Development Tools Adopted
 - RFQ for Community Redevelopment Partner to create inventory and ID opportunities



Preparation Meets Opportunity

- In 2007 a 27-acre parcel strategically located comes on the market
- City engaged competing bidders/brokers to encourage highest and best use
- City entered into a Development Agreement with winning bidder



The Public-Private Partnership

- Nassau Bay
 - Agreed to \$8 Million in Demolition and Infrastructure Reimbursements
 - Agreed to create a TIRZ and Management District with $\frac{1}{4}$ cent sales tax dedication
 - Contributed 6 acres of street r-o-w and city hall/fire station location
- Griffin Partners
 - Submitted PUD Plan to accommodate mixed use
 - Agreed to advance all funds for demolition and infrastructure
 - Agreed to invest \$150 million in private development, including retail, office, urban density residential, and new city hall

Proposed Development





*Nassau Bay Town Square
2008 to Present*

2008 – What a year it was!



Hurricane and Financial Crisis

- Town Square site was totally cleared saving City hassle of clean up
- City's was positioned with "shovel-ready" projects and secured a \$2.5 million EDA Stimulus Grant
- Griffin Partners continues with construction



2009-2013



Comprehensive Plan Update

- Spurred by reconstruction and renovation after Ike, and the Nassau Bay Town Square, the City moved forward with updating its Comp Plan in 2010



Graphic by Kendig Keast Collaborative



Livable Centers Study
2010

Keeping the Momentum Going



The Take-Away

- Nassau Bay had/has a clear vision of how it wants to change and has remained committed to that for over a decade
- It has a stable political climate in which consensus is reached and action is planned
- It has validated its goals and objectives with its residents and communicated them to the private sector
- A Livable Centers Study was the logical next step in bringing new context and action steps to previous planning efforts

NASA Area Management District LIVABLE CENTERS STUDY



Please see our Livable Centers Study at:
<http://www.hgac.com/community/livablecenters/planningstudies/current>



Thank you!

Sue Darcy

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