

ADMINISTRATION

GOAL 1.1 Maintain cost-effective operations of the Community Redevelopment Agency in accordance with the Florida Statute requirements.

Performance Measure - Did the Agency operate in a cost effective manner in accordance with state requirements? Yes, the Agency has operated on a \$30,000 dollar administrative budget for the past five years.

- Continue to utilize funding derived from TIF revenues and other sources where appropriate to fund capital improvements and activities identified in the updated Community Redevelopment Plan through the operational timeframe of the Community Redevelopment Agency.

Performance Measure - Did the Agency utilize funding derived from TIF revenues and other sources where appropriate to fund capital improvements and activities identified in the updated Community Redevelopment Plan? Yes, the Agency has utilized TIF revenues since its inception in 1999.

- Utilize TIF revenue generated within the CRA as a funding source for the administration of the Community Redevelopment Agency and the Agency's capital projects and redevelopment programming.

Performance Measure - Did the Agency utilize TIF revenue generated within the CRA as a funding source for the administration of the Community Redevelopment Agency and the Agency's capital projects and redevelopment programming.? Yes, the Agency has utilized TIF revenues since its inception in 1999.

- Administer and coordinate the implementation of the Community Redevelopment Plan.

Performance Measure - Did the staff take steps to implement the Community Redevelopment Plan? Yes, initial steps have been taken to implement the Plan.

- Provide updates on projects and programming in the CRA to the CRA Board at regularly scheduled meetings.

Performance Measure – Did the staff provide the CRA Board with regular updates at meetings? Yes, there are quarterly meetings scheduled with the Board to provide updates.

GOAL 1.2 Adhere to Annual Reporting, Audits and other Special District reporting requirements as prescribed by the Florida Statutes.

- The Agency and its operations shall be reviewed annually by its Annual Report and Audit.

Performance Measure - Did the Agency have any audit issues? Yes, an annual audit was performed but it was late due to storm delays.

- Publish Annual Report

Performance Measure - Did the Agency publish its annual report as required? Yes, the Agency published its annual report on time, and it is posted on the CRA web page.

GOAL 1.3 Identify community stakeholders to assist in the implementation of the Brooksville Community Redevelopment Plan Goals, Action Strategies, and Projects/Activities.

Performance Measure - Did the Agency identify any stakeholders to assist in implementing the Community Redevelopment Plan? This is currently being reviewed to determine the appropriate members of the public who can assist in this effort.

- Coordinate with local business associations, Brooksville Main Street, and other organizations to facilitate regularly scheduled community briefings and “informational sessions” to provide project updates and identify potential needs and opportunities.

Performance Measure - Did the Agency partner with local organizations such as Brooksville Main Street to provide project updates and identify potential needs and opportunities? Yes or No

- Schedule community briefings and information sessions.

Performance Measure - Did the Agency schedule community briefings and information sessions? Yes or No

- Utilize targeted messaging for key stakeholders, business representatives, faith-community representatives, neighborhood associations, and residents.

Performance Measure - Did the Agency utilize targeted messaging for key stakeholders, business representatives, faith-community representatives, neighborhood associations, and residents? Yes or No

ECONOMIC DEVELOPMENT

GOAL 2.1 Increase private sector investment, small business development and economic activity within the Community Redevelopment Area.

- Evaluate additional regulatory and financial incentives that encourage private sector investment and business development for potential implementation within the Community Redevelopment Area. Regulatory incentive examples may include but are not limited to increased density allowances, reduced/eliminated parking requirements, reduced open space requirements and increased building height allowance where appropriate. Financial incentives may include, but are not limited to, tax-increment recapture programs, cost-share reimbursement grants, tax abatement programs, City and County impact fee assistance, and rental subsidies for targeted businesses.

Performance Measure - Did the Agency evaluate additional regulatory and financial incentives that encourage private sector investment and business development? Yes or No

- Continue to work with regional economic development partners to attract private investment, tourism, and business relocations to the Community Redevelopment Area.

Performance Measure - Did the Agency continue to work with regional economic development partners to attract private investment, tourism, and business relocations to the Community Redevelopment Area? Yes or No

- Act as a resource for new and existing businesses seeking public and private grant training through partnerships with other agencies (e.g., Hernando County Office of Economic Development, Small Business.).

Performance Measure - Did the Agency act as a resource for new and existing businesses seeking public and private grant training through partnerships with other agencies? Yes or No

- Evaluate opportunities to reuse or repurpose vacant commercial and industrial sites and facilities within the Community Redevelopment Area as small business incubators, maker spaces, or other shared space or commercial uses.

Performance Measure - Did the Agency evaluate opportunities to reuse or repurpose vacant commercial and industrial sites and facilities within the Community Redevelopment Area? Yes or No

- Publish list of regulatory and financial assistance available.

Performance Measure - Did the Agency publish a list of regulatory and financial assistance available? Yes or No

- Annual update of regulatory and financial assistance lists.

Performance Measure - Did the Agency update the list of regulatory and financial assistance available? Yes or No

- Identification of vacant, for sale or transitioning sites or facilities in the Community Redevelopment Area for reuse and reactivation.

Performance Measure - Did the Agency Identify vacant, for sale or transitioning sites or facilities in the Community Redevelopment Area for reuse and reactivation? Yes or No

GOAL 2.2 Act as a liaison, resource, and advocate for existing and potential businesses within the Community Redevelopment Area.

- Research applicable loan and grant opportunities for small businesses for potential implementation.

Performance Measure - Did the Agency research applicable loan and grant opportunities for small businesses for potential implementation? Yes or No

- Publish list of loan and grant opportunities on the CRA webpage.

Performance Measure - Did the Agency publish a list of loan and grant opportunities to the CRA webpage? Yes or No

- Expand the function and features of the CRA webpage.

Performance Measure - Did the Agency expand the function and features of the CRA webpage? Yes or No

HOUSING

GOAL 3.1 Promote, encourage, and provide incentives for homeownership within the Community Redevelopment Area.

- Evaluate the implementation of home purchasing assistance (e.g., down payment assistance and closing cost assistance) for those seeking to buy a home within the Community Redevelopment Area.

Performance Measure - Did the Agency evaluate the implementation of home purchasing assistance for those seeking to buy a home within the Community Redevelopment Area? Yes or No

- Evaluate additional home ownership assistance programs for implementation within the Community Redevelopment Area including TIF rebate programs, revolving loan programs, and other programs.

Performance Measure - Did the Agency evaluate additional home ownership assistance programs for implementation within the Community Redevelopment Area? Yes or No

ACTION STRATEGIES/PROJECTS • Publish home purchase assistance information to CRA website.

Performance Measure - Did the Agency publish home purchase assistance information to CRA website? Yes or No

GOAL 3.2 Provide and retain a mix of housing products and price points.

Performance Measure - Did the Agency provide and retain a mix of housing products and price points? Yes or No

- Provide incentives for the construction and rehabilitation of single-family residential development within existing single-family neighborhoods.

Performance Measure - Did the Agency provide incentives for the construction and rehabilitation of single-family residential development within existing single-family neighborhoods? Yes or No

- Evaluate the use of Tax Increment Fund (TIF) rebates/recapture programs to encourage multifamily housing and development projects.

Performance Measure - Did the Agency evaluate the use of Tax Increment Fund (TIF) rebates/recapture programs to encourage multifamily housing and development projects? Yes or No

- Encourage the development and redevelopment of vacant and nonconforming lots.

Performance Measure - Did the Agency encourage the development and redevelopment of vacant and nonconforming lots? Yes or No

- Collaborate with City Planning and Zoning staff to develop regulatory incentives (such as density or intensity bonuses) for higher density mixed-use development within Downtown Brooksville.

Performance Measure - Did the Agency collaborate with City Planning and Zoning staff to develop regulatory incentives (such as density or intensity bonuses) for higher density mixed-use development within Downtown Brooksville? Yes or No

- Create/offer incentives to attract private investment/development.

Performance Measure - Did the Agency create/offer incentives to attract private investment/development? Yes or No

- Create a Vacant/Nonconforming lot inventory.

Performance Measure - Did the Agency create a Vacant/Nonconforming lot inventory? Yes or No

- Distribute vacant and nonconforming parcel data to local residential developers and home ownership agencies (such as Habitat for Humanity).

Performance Measure - Did the Agency distribute vacant and nonconforming parcel data to local residential developers and home ownership agencies? Yes or No

PARKS AND OPEN SPACE

GOAL 4.1 Develop an inventory of Public Spaces and Facilities within the Community Redevelopment Area.

- Identify public spaces and facilities located in the Community Redevelopment Area that are in need of improvements or enhancements.

- Annually evaluate and prepare applications for potential grant funding opportunities and other funding alternatives for improving public spaces and facilities.

Performance Measure - Did the Agency annually evaluate and prepare applications for potential grant funding opportunities and other funding alternatives for improving public spaces and facilities? Yes or No

- Create an inventory of all public spaces, community spaces, parks and facilities within the Community Redevelopment Area.

Performance Measure - Did the Agency create an inventory of all public spaces, community spaces, parks and facilities within the Community Redevelopment Area? Yes or No

GOAL 4.2 Create additional public, green spaces, and amenities in Downtown Brooksville in order to attract more visitors and residents.

Performance Measure - Did the Agency create additional public, green spaces, and amenities in Downtown Brooksville to attract more visitors and residents? Yes or No

- Continue the enhancement of the Good Neighbor Trail and its trailhead at Russell Street Park.

Performance Measure - Did the Agency Continue the enhancement of the Good Neighbor Trail and its trailhead at Russell Street Park? Yes or No

- Encourage small businesses that are attractive to trail users to set up shop and spread growth in the area.

Performance Measure - Did the Agency encourage small businesses that are attractive to trail users to set up shop and spread growth in the area? Yes or No

- Develop public amenities that are focused on family activities for a wide age-spectrum of users (children to adult).

Performance Measure - Did the Agency develop public amenities that are focused on family activities for a wide age-spectrum of users? Yes or No

- Identify sources of funding that could be used to complete and expand connections to the Good Neighborhood Trail and assist with attaining these funding sources.

Performance Measure - Did the Agency identify sources of funding that could be used to complete and expand connections to the Good Neighborhood Trail and assist with attaining these funding sources? Yes or No

- Create an inventory and map of all public spaces, City-owned parcels, underutilized, vacant, community spaces, parks, and facilities within the Community Redevelopment Area that can serve as public and open spaces.

Performance Measure - Did the Agency create an inventory and map of all public spaces, City-owned parcels, underutilized, vacant, community spaces, parks, and facilities within the Community Redevelopment Area that can serve as public and open spaces? Yes or No

- Assist with attaining funding for the Good Neighbor Trail.

Performance Measure - Did the Agency assist with attaining funding for the Good Neighbor Trail? Yes or No

BEAUTIFICATION AND ENHANCEMENT

GOAL 5.1 Enhance the visual impact of Downtown Brooksville by establishing the Downtown area as a focal point through aesthetic development.

- Foster conversion of surface lots and redevelopment aligned with preservation goals.

Performance Measure - Did the Agency foster conversion of surface lots and redevelopment aligned with preservation goals? Yes or No

- Continue streetscaping program with landscape features, pedestrian scale lighting and street furniture.

Performance Measure - Did the Agency continue streetscaping program with landscape features, pedestrian scale lighting and street furniture? Yes or No

- Enhance the hardscape and landscape in Downtown consistent with the historic designation and setting.

Performance Measure - Did the Agency enhance the hardscape and landscape in Downtown consistent with the historic designation and setting? Yes or No

- Coordinate with the City on the provision of services for the maintenance and landscaping of sidewalks, open space features and traffic calming methods.

Performance Measure - Did the Agency coordinate with the City on the provision of services for the maintenance and landscaping of sidewalks, open space features and traffic calming methods? Yes or No

- Encourage historically appropriate improvements by property owners to enhance the streetscape.

Performance Measure - Did the Agency encourage historically appropriate improvements by property owners to enhance the streetscape? Yes or No

- Evaluate asphalted brick street in need of repair to determine brick recovery within the City's Pavement Management Plan.

Performance Measure - Did the Agency evaluate asphalted brick street in need of repair to determine brick recovery within the City's Pavement Management Plan? Yes or No

- Identify specialized alternatives for preserving historic assets and infrastructure from increased wear and tear caused by commercial vehicles (dedicated delivery zones and areas for large trucks traveling within Downtown).

Performance Measure - Did the Agency Identify specialized alternatives for preserving historic assets and infrastructure from increased wear and tear caused by commercial vehicles? Yes or No

- Create a priority list of streets needs and streetscape improvements.

Performance Measure - Did the Agency create a priority list of streets needs and streetscape improvements? Yes or No

- Examine funding or grant opportunities to homeowners and business owners for historically appropriate improvements.

Performance Measure - Did the Agency examine funding or grant opportunities for homeowners and business owners for historically appropriate improvements? Yes or No

- Establish a list of brick streets in need of repair or restoration.

Performance Measure - Did the Agency establish a list of brick streets in need of repair or restoration? Yes or No

TRANSPORTATION, TRANSIT, PARKING AND MOBILITY

GOAL 6.1 Ensure a safe, efficient, and pedestrian friendly multi-modal transportation system with adequate parking.

- Conduct periodic vehicular and non-vehicular traffic circulation studies to determine the best circulation patterns.

Performance Measure - Did the Agency conduct periodic vehicular and non-vehicular traffic circulation studies to determine the best circulation patterns? Yes or No

- Facilitate the improvement and maintenance of sidewalks and multimodal paths, in particular connecting to the Good Neighbor Trail and other recreational travel modes.

Performance Measure - Did the Agency facilitate the improvement and maintenance of sidewalks and multimodal paths, in particular connecting to the Good Neighbor Trail and other recreational travel modes? Yes or No

- Complete a downtown parking needs assessment and develop an effective management system.

Performance Measure - Did the Agency complete a downtown parking needs assessment and develop an effective management system? Yes or No

- Evaluate opportunities for shared parking (public/private parking partnerships and agreements).

Performance Measure - Did the Agency evaluate opportunities for shared parking? Yes or No

- Identify potential sites and scenarios for implementing dynamic parking management strategies.

Performance Measure - Did the Agency identify potential sites and scenarios for implementing dynamic parking management strategies? Yes or No

- Create inventory of existing sidewalks and multimodal paths throughout the Community Redevelopment Area.

Performance Measure - Did the Agency create an inventory of existing sidewalks and multimodal paths throughout the Community Redevelopment Area? Yes or No

- Complete a needs assessment to better assess parking needs for the area.

Performance Measure - Did the Agency complete a needs assessment to better assess parking needs for the area? Yes or No

- Increase public parking supply in strategic locations.

Performance Measure - Did the Agency increase the public parking supply in strategic locations? Yes or No

UTILITY INFRASTRUCTURE AND IMPROVEMENTS

GOAL 7.1 Give priority to infrastructure improvements and amenity installation that will improve mobility within the Community Redevelopment Area.

- Annually evaluate and prepare applications for potential grant funding opportunities and other alternative funding opportunities to assist in the implementation of transportation and mobility improvements that are located within or connect to and serve the Community Redevelopment Area.

Performance Measure - Did the Agency annually evaluate and prepare applications for potential grant funding opportunities and other alternative funding opportunities to assist in the implementation of transportation and mobility improvements that are located within or connect to and serve the Community Redevelopment Area ? Yes or No

- Support micro transit and tech-enabled shared transportation initiatives for first/last mile mobility.

Performance Measure - Did the Agency support micro transit and tech-enabled shared transportation initiatives for first/last mile mobility? Yes or No

- Provide inventory of sidewalks, crosswalks, and other pedestrian amenities.

Performance Measure - Did the Agency develop an inventory of sidewalks, crosswalks, and other pedestrian amenities? Yes or No

- Evaluate the accessibility of public spaces.

Performance Measure - Did the Agency evaluate the accessibility of public spaces? Yes or No

- Design and construct streetscape improvements (lighting, stormwater improvements, street furniture, undergrounding utilities, low impact development improvements, utility system improvements, plantings).

Performance Measure - Did the Agency design and construct streetscape improvements? Yes or No

- Provide stormwater and flood mitigation improvements.

Performance Measure - Did the Agency provide stormwater and flood mitigation improvements? Yes or No

- Provide a wayfinding/navigational system to identify mobility alternatives and locations.

Performance Measure - Did the Agency provide a wayfinding/navigational system to identify mobility alternatives and locations? Yes or No

GOAL 7.2 Improve connections, linkage to trail networks, and access to supportive uses and public amenities.

- Improve roadway safety through design, engineering, and evaluation.

Performance Measure - Did the Agency improve roadway safety through design, engineering, and evaluation? Yes or No

- Promote connectivity by providing safe pedestrian and bicycle connections.

Performance Measure - Did the Agency promote connectivity by providing safe pedestrian and bicycle connections? Yes or No

- Interconnect public spaces and amenities to improve convenience, enjoyment, and comfort.

Performance Measure - Did the Agency interconnect public spaces and amenities to improve convenience, enjoyment, and comfort? Yes or No

- Coordinate with the City’s Public Works Department to prioritize potential locations to address gaps in connections to existing pedestrian ways and paths within the Community Redevelopment Area. Identified projects will be included in the Community Redevelopment Agency’s Annual Work Plan and Budget.

Performance Measure - Did the Agency coordinate with the City’s Public Works Department to prioritize potential locations to address gaps in connections to existing pedestrian ways and paths within the Community Redevelopment Area. Identified projects will be included in the Community Redevelopment Agency’s Annual Work Plan and Budget? Yes or No

- Coordinate with the City’s Public Works Department and other local agencies and jurisdictions to prioritize and implement multi-purpose paths, bike-lanes, sidewalks and other connections and improvements to provide safe, lighted, pedestrian and non-automobile connections to and from the neighborhoods, city facilities and parks within and adjacent to the Community Redevelopment Area.

Performance Measure - Did the Agency coordinate with the City’s Public Works Department and other local agencies and jurisdictions to prioritize and implement multi-purpose paths, bike-lanes, sidewalks and other connections and improvements to provide safe, lighted, pedestrian and non-automobile connections to and from the neighborhoods, city facilities and parks within and adjacent to the Community Redevelopment Area? Yes or No

- Evaluate roadway conditions in the Community Redevelopment Area to prioritize sidewalk, pedestrian, and streetscape improvements

Performance Measure - Did the Agency evaluate roadway conditions in the Community Redevelopment Area to prioritize sidewalk, pedestrian, and streetscape improvements ? Yes or No

- Meet with the City’s Public Works Department to identify streetscape / sidewalk / crosswalk / streetlighting / neighborhood connections and other pedestrian improvements within the Community Redevelopment Area.

Performance Measure - Did the Agency meet with the City’s Public Works Department to identify streetscape / sidewalk / crosswalk / streetlighting / neighborhood connections and other pedestrian improvements within the Community Redevelopment Area? Yes or No

PUBLIC HEALTH & SAFETY

GOAL 8.1 Increase safety on and along roads for pedestrians, cyclists, and motorists.

- The CRA, City, and Hernando Sheriff’s Office will review current traffic volumes and speeds in the redevelopment area to identify potential traffic calming and speed control options for consideration.

Performance Measure - Did the Agency City, and Hernando Sheriff's Office review current traffic volumes and speeds in the redevelopment area to identify potential traffic calming and speed control options for consideration? Yes or No

GOAL 8.2 Identify and demolish decrepit structures which contribute to blight and pose safety and health risks.

Performance Measure - Did the Agency identify and demolish decrepit structures which contribute to blight and pose safety and health risk? Yes or No

- The CRA and City will review the decrepit and unsafe structure inventory to identify structures for demolition.

Performance Measure - Did the Agency and City review the decrepit and unsafe structure inventory to identify structures for demolition? Yes or No

GOAL 8.3 Foster Safe Community Initiatives.

- Assess public safety and perception in the Community Redevelopment Agency to identify and prioritize public safety initiatives.

Performance Measure - Did the Agency assess public safety and perception in the Community Redevelopment Agency to identify and prioritize public safety initiatives? Yes or No

- Support the use of Community Oriented Policing (COPs) programs and Crime Prevention Through Environmental Design (CPTED) planning and design principles in the Community Redevelopment Area.

Performance Measure - Did the Agency support the use of Community Oriented Policing (COPs) programs and Crime Prevention Through Environmental Design (CPTED) planning and design principles in the Community Redevelopment Area? Yes or No

- Evaluate and initiate traffic mitigation strategies in areas with traffic issues, higher than average crash rates, and resident/business owner complaints.

Performance Measure - Did the Agency evaluate and initiate traffic mitigation strategies in areas with traffic issues, higher than average crash rates, and resident/business owner complaints? Yes or No

- Improve the safety and aesthetics of the pedestrian/cyclist-oriented environment infrastructure within the Community Redevelopment Area by providing appropriate street lighting, shade trees, pedestrian amenities, and physical (and visible) buffers between pedestrians/cyclists and automobiles.

Performance Measure - Did the Agency improve the safety and aesthetics of the pedestrian/cyclist-oriented environment infrastructure within the Community Redevelopment

Area by providing appropriate street lighting, shade trees, pedestrian amenities, and physical (and visible) buffers between pedestrians/cyclists and automobiles? Yes or No

- Install extended, complete, and well-connected bicycle/pedestrian infrastructure.

Performance Measure - Did the Agency install extended, complete, and well-connected bicycle/pedestrian infrastructure? Yes or No

- Post public information promoting multimodal use (especially bicycle and pedestrian), hubs, pathways, and safety.

Performance Measure - Did the Agency post public information promoting multimodal use (especially bicycle and pedestrian), hubs, pathways, and safety? Yes or No

- Assess lighting/sidewalks within the Community Redevelopment Area

Performance Measure - Did the Agency assess lighting/sidewalks within the Community Redevelopment Area? Yes or No

REGULATORY FRAMEWORK

GOAL 8.1 The Brooksville CRA shall continue to work with the City on development regulations applicable to the Downtown to shape development and redevelopment into pedestrian friendly environments with a unified character/identity.

Performance Measure - Did the Agency continue to work with the City on development regulations applicable to the Downtown to shape development and redevelopment into pedestrian friendly environments with a unified character/identity? Yes or No

- Evaluate existing codes and policies to ensure the encouragement of quality development and preservation of historic assets.

Performance Measure - Did the Agency evaluate existing codes and policies to ensure the encouragement of quality development and preservation of historic assets? Yes or No

- Promote and encourage revitalization of substandard or deteriorating housing and commercial property.

Performance Measure - Did the Agency promote and encourage revitalization of substandard or deteriorating housing and commercial property? Yes or No

- Continue to create development incentives that utilize Low Impact Design (LID) and Best Management Practices (BMP's).

Performance Measure - Did the Agency continue to create development incentives that utilize Low Impact Design (LID) and Best Management Practices? Yes or No

- Coordinate with the City to establish design requirements that provide public open space, connect the street grid, and allow for multimodal access through sites (cross-access) where appropriate.

Performance Measure - Did the Agency coordinate with the City to establish design requirements that provide public open space, connect the street grid, and allow for multimodal access through sites where appropriate? Yes or No

- Annually review City ordinances/regulations and Comprehensive Plan for consistency with redevelopment objectives.

Performance Measure - Did the Agency annually review City ordinances/regulations and Comprehensive Plan for consistency with redevelopment objectives? Yes or No

- Update design guidelines for public open space, connectivity, and multimodal access.

Performance Measure - Did the Agency update design guidelines for public open space, connectivity, and multimodal access? Yes or No