

# Palm Bay Pointe



Kimaya

# Project Goal:

Adapting to Current Economic & Social Trends

With the **Amazon Effect** and **COVID Effect**, the need for brick-and-mortar retail and office space has **decreased**; mixed-use projects need to be carefully curated to spur commercial growth.

- This commercial land was permitted in the **early 2000's** when development looked very different than it does today
- Economic trends have changed
- We want to create a **successful, sustainable, mixed-use, live/work/play** community that can stand the test of time
- Residential growth is **needed** to jumpstart commercial projects

## THE WALL STREET JOURNAL.

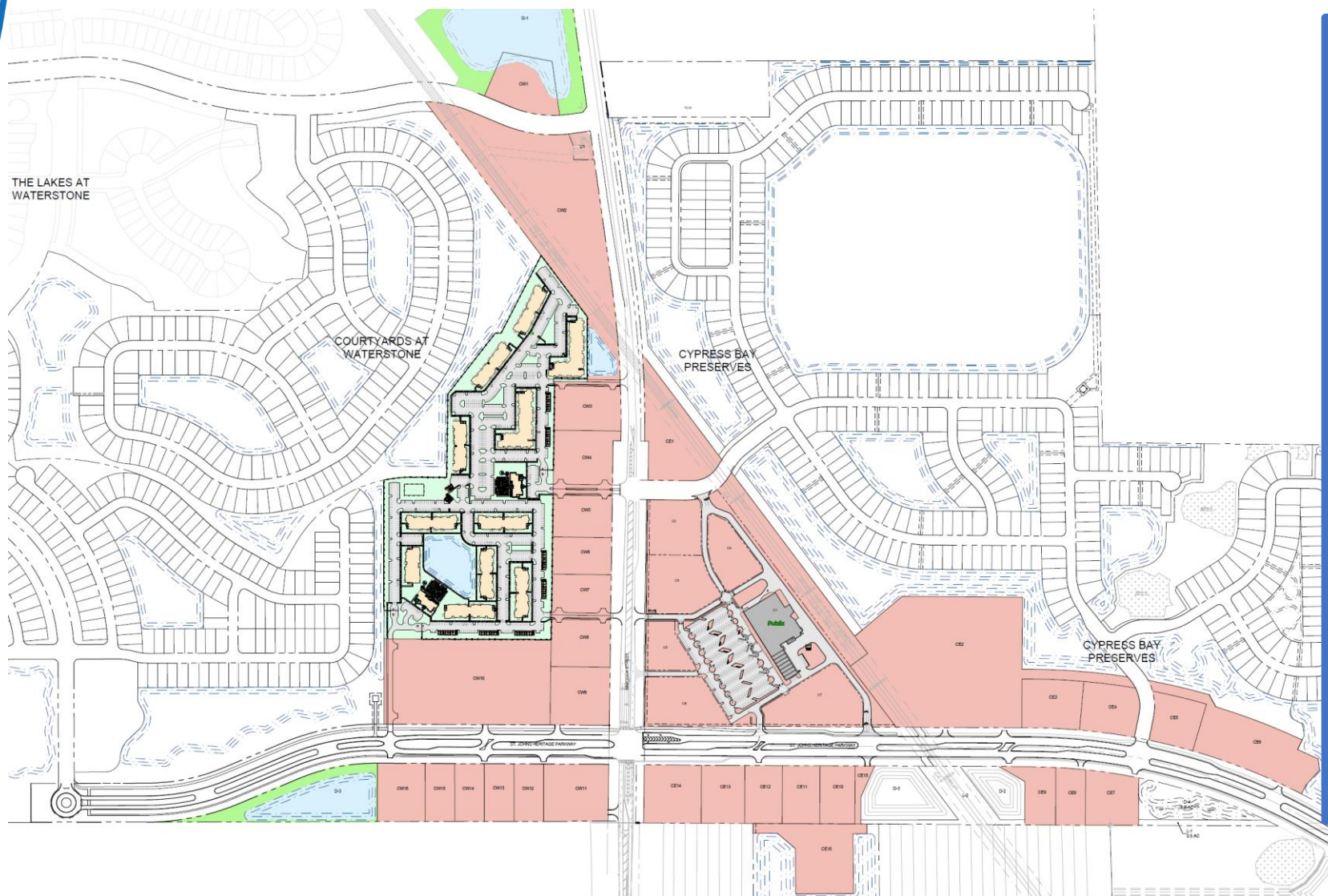
CFO JOURNAL

### Companies Cutting Office Space Predict Long-Term Savings

Some companies are taking one-time charges after agreeing to sublease some of their offices space



# Background Summary

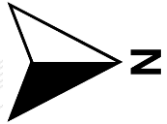


## Market Summary

- 159 +/- commercial acres
- 2,735 +/- single family residential units
- 0 multifamily residential units
- Comp Plan Amendment: Revise the FLU for +/- 27.7 acres from Commercial to Neighborhood Center (i.e. a downzone) to serve as a catalyst for commercial development.

# Proposed Site Plan - East





# Palm Bay Pointe Mixed-Use Project

# Then vs. Now

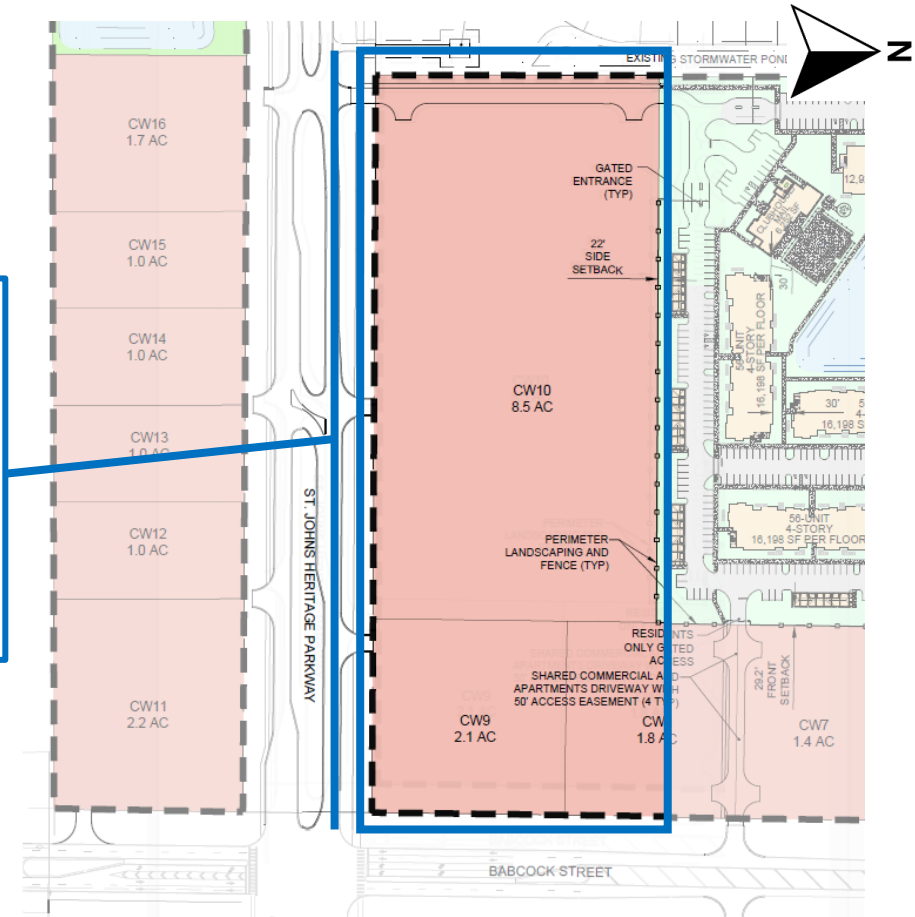
## 2022 Proposal

- 38.3 acres
- 760 units
- Minimal commercial along St. Johns Heritage Pkwy extension

## 2024 Proposal

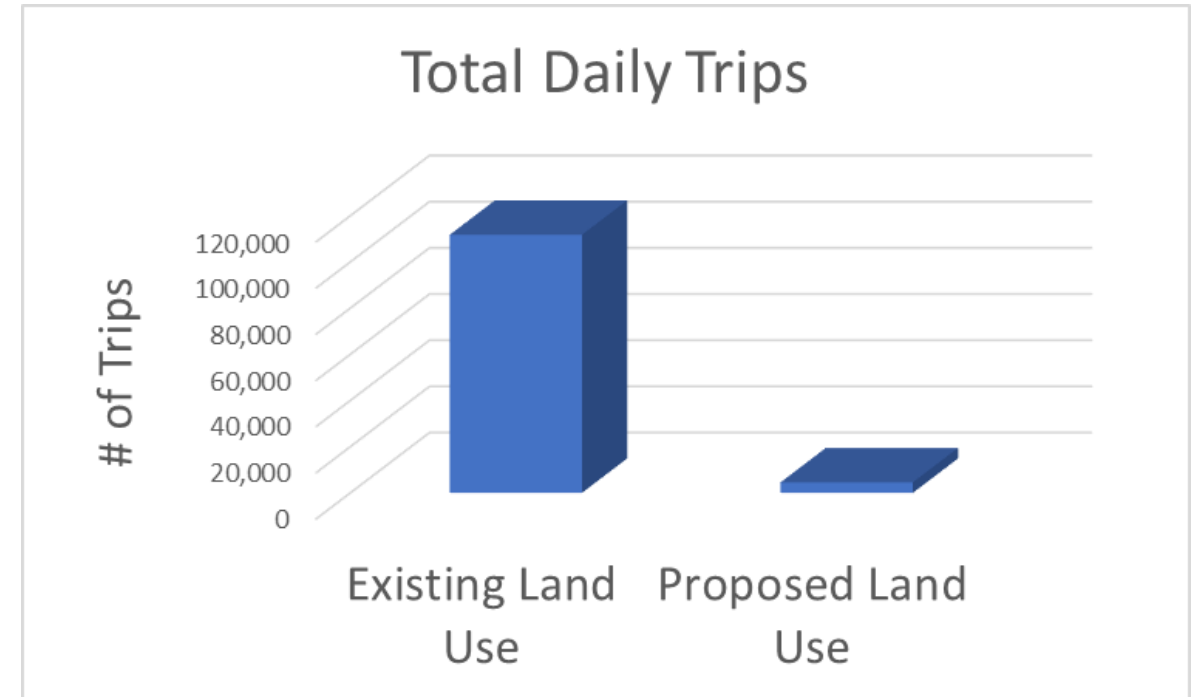
- 27.7 acres
- 668 units
- 11.5 acres of commercial along St. Johns Heritage Pkwy extension

11.5 Commercial  
acres along St.  
Johns Heritage  
Pkwy



# Traffic: Existing vs. Proposed

Total Daily Trips	
Existing Land Use:	111,714
Proposed Land Use:	4,517
% Traffic <u>Decrease</u> with Proposal:	96%



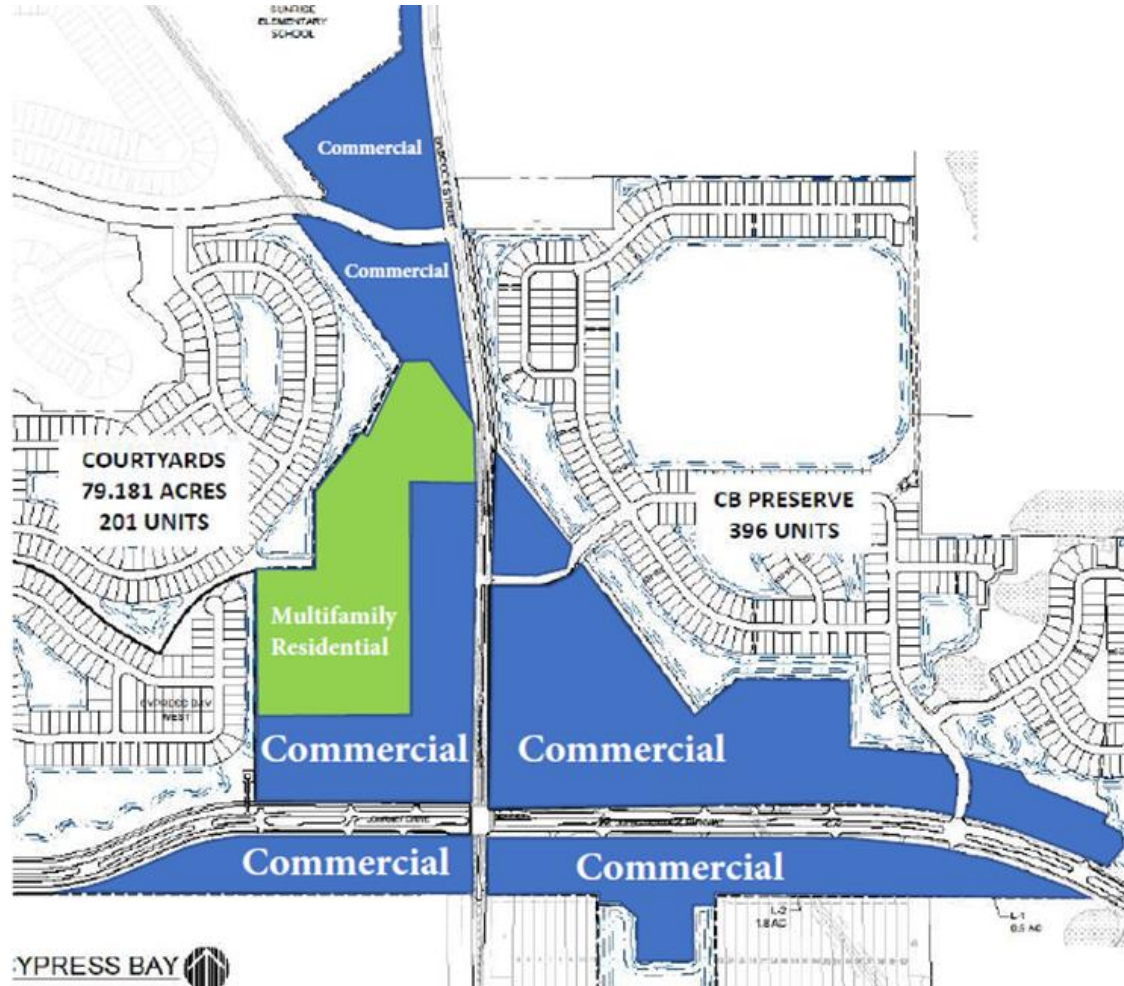
# Conceptual Renderings



Renderings are for conceptual and illustrative purposes only.

Palm Bay Pointe Mixed-Use Project

# Transitional Buffer



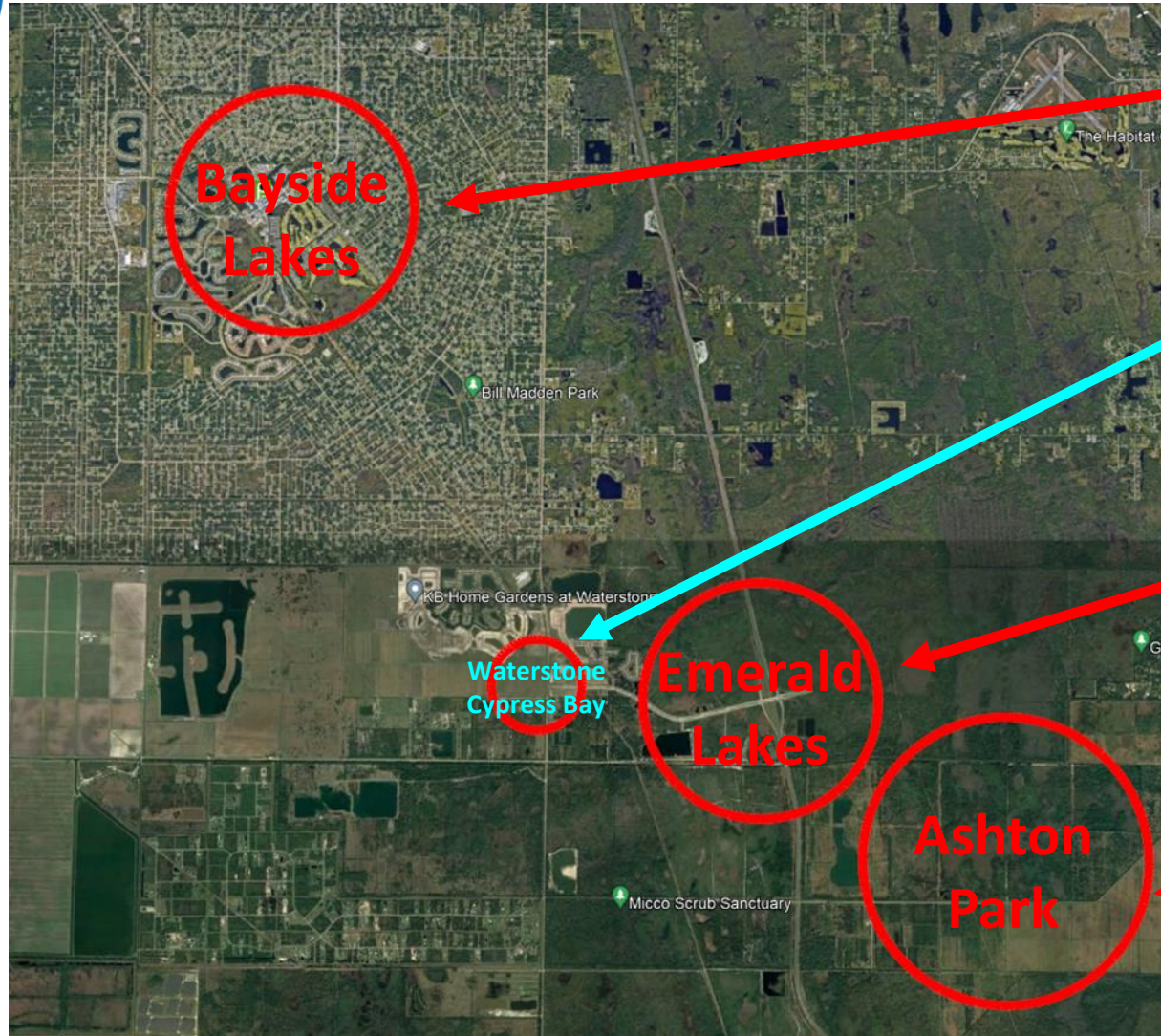
The proposed multifamily is a logical **step down in zoning** and will create a **transitional buffer** between the single family residential to the west and the commercial to the east.

# Meeting a Need

- Housing supply and affordability has been increasingly problematic throughout the city of Palm Bay and Brevard County.
- This proposal meets a growing need for additional residential units in Brevard County, and specifically this southern portion of the county.



# Excess Commercial Supply



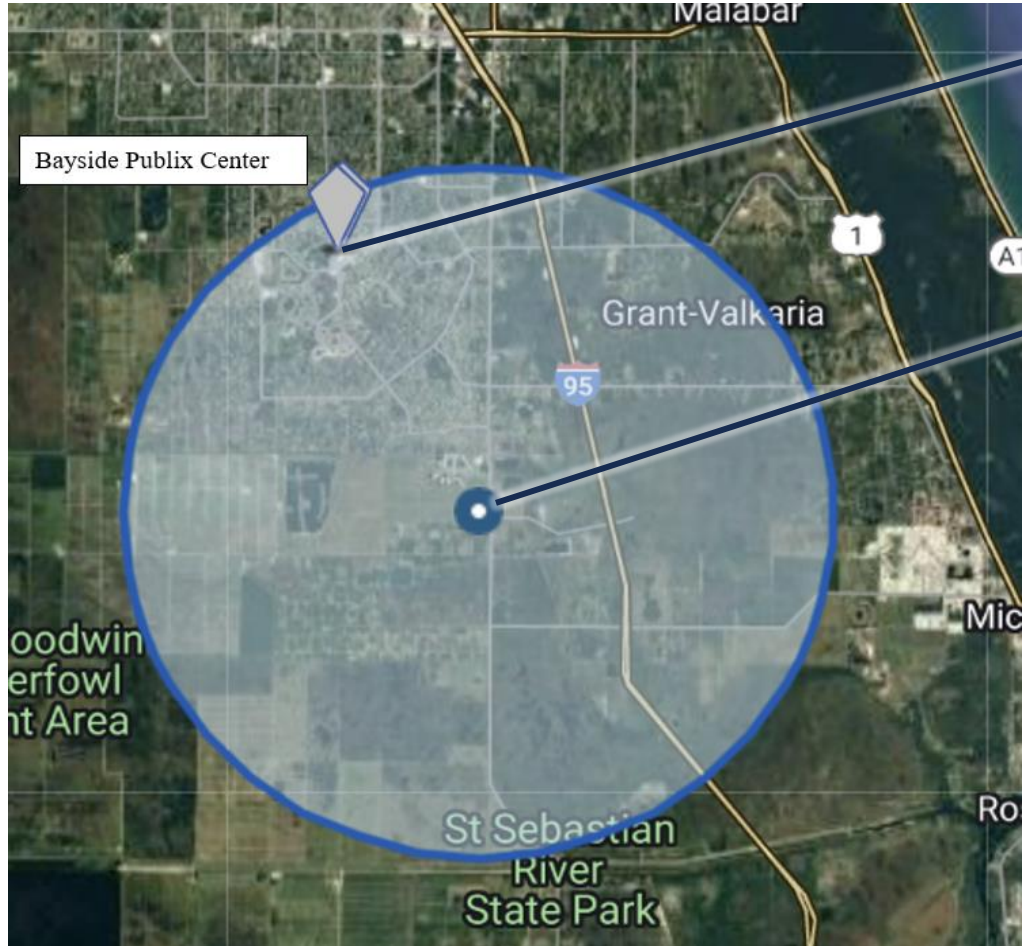
Bayside Lakes: +/- 73 commercial acres  
(+/- 42% undeveloped)

Palm Bay Pointe: Located between Bayside Lakes and Emerald Lakes. Location lends itself to local neighborhood commercial

Emerald Lakes: 2,470,000 square feet of commercial entitlements directly next door. This will serve as a regional commercial hub with its superior location along I95

Ashton Park: Proposed 155+ commercial acres

# Excess Commercial Supply

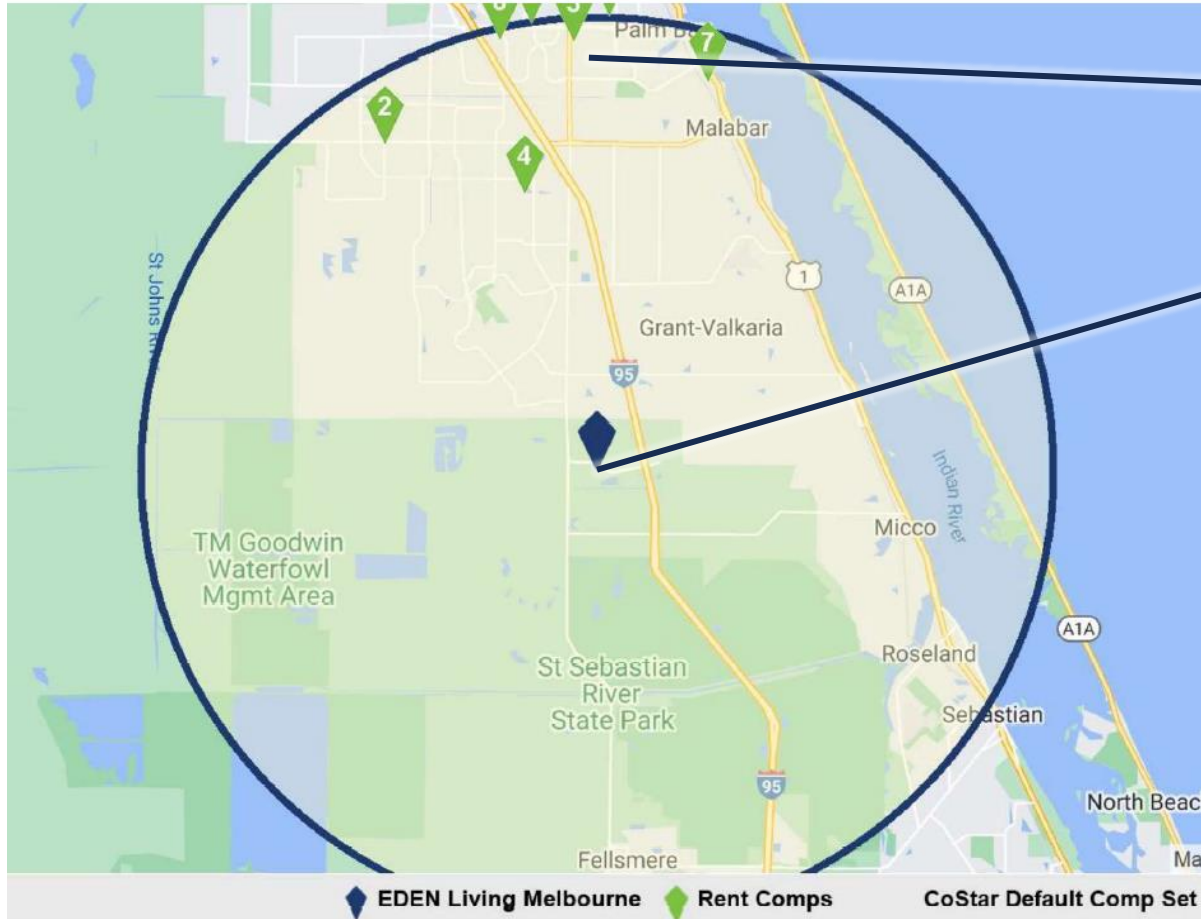


Publix: Bayside Lakes (existing)

Publix: Waterstone Cypress Bay  
(under construction)

- On average, it takes **+/- 50,000** people to support a grocery shopping center.
- There are **+/- 43,000** people in the trade area.
- There is an existing Publix shopping center in the trade area.
- There is a proposed Publix shopping center in the trade area.
- **Fishkind Conclusion: Waterstone Cypress Bay has too much commercial land compared to what can be absorbed.**

# Comparable Communities



Comparable Communities  
(all to the north)

Subject Site

Comparable communities  
are over **95%** occupied

# Enhanced Landscape Buffer

## Minimum Code Requirement vs Proposed

### Minimum Code Requirement

Required  
Trees  
Per Code

71

Minimum  
Tree  
Height  
Per Code

10'

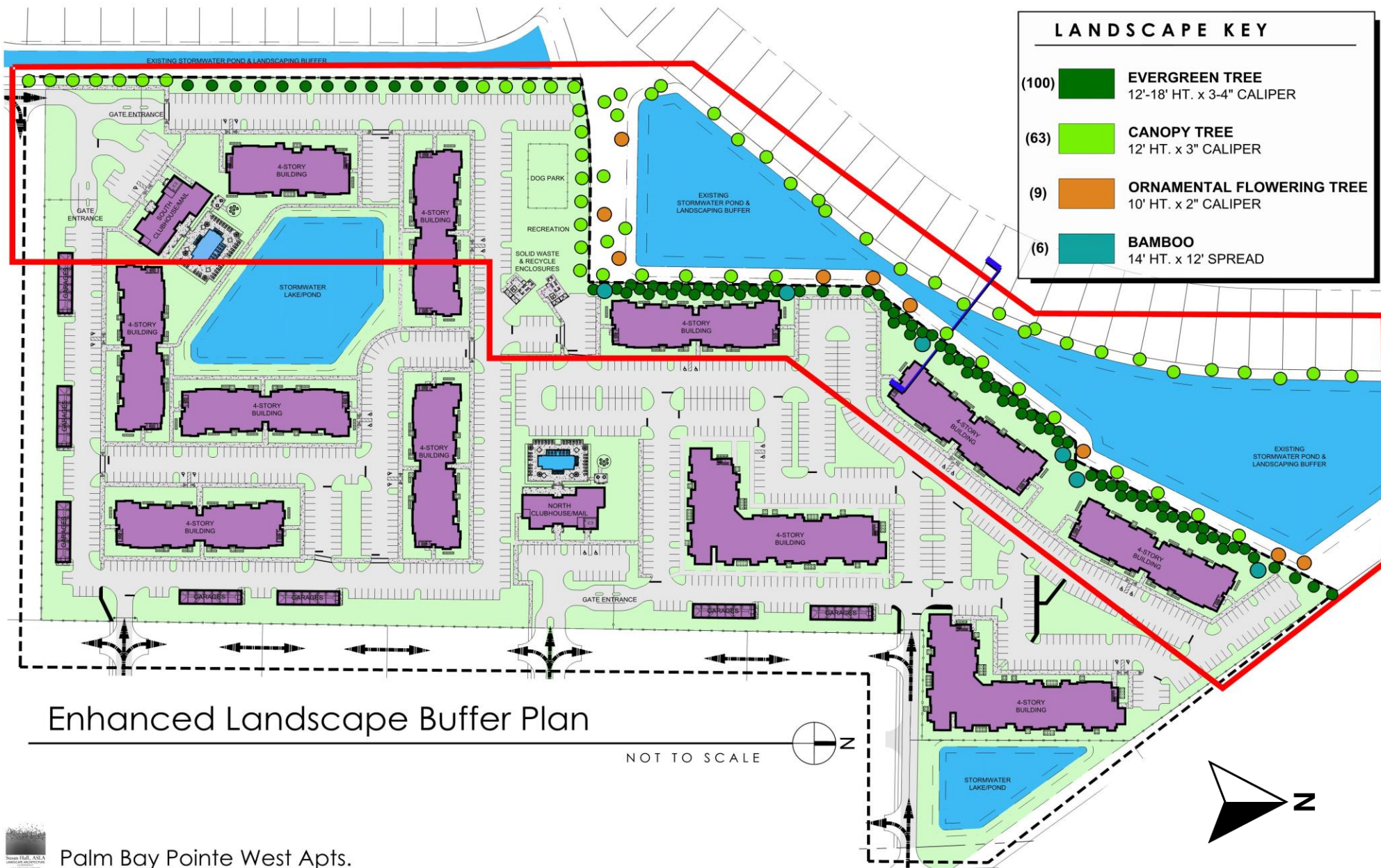
### Proposed

Proposed  
Trees

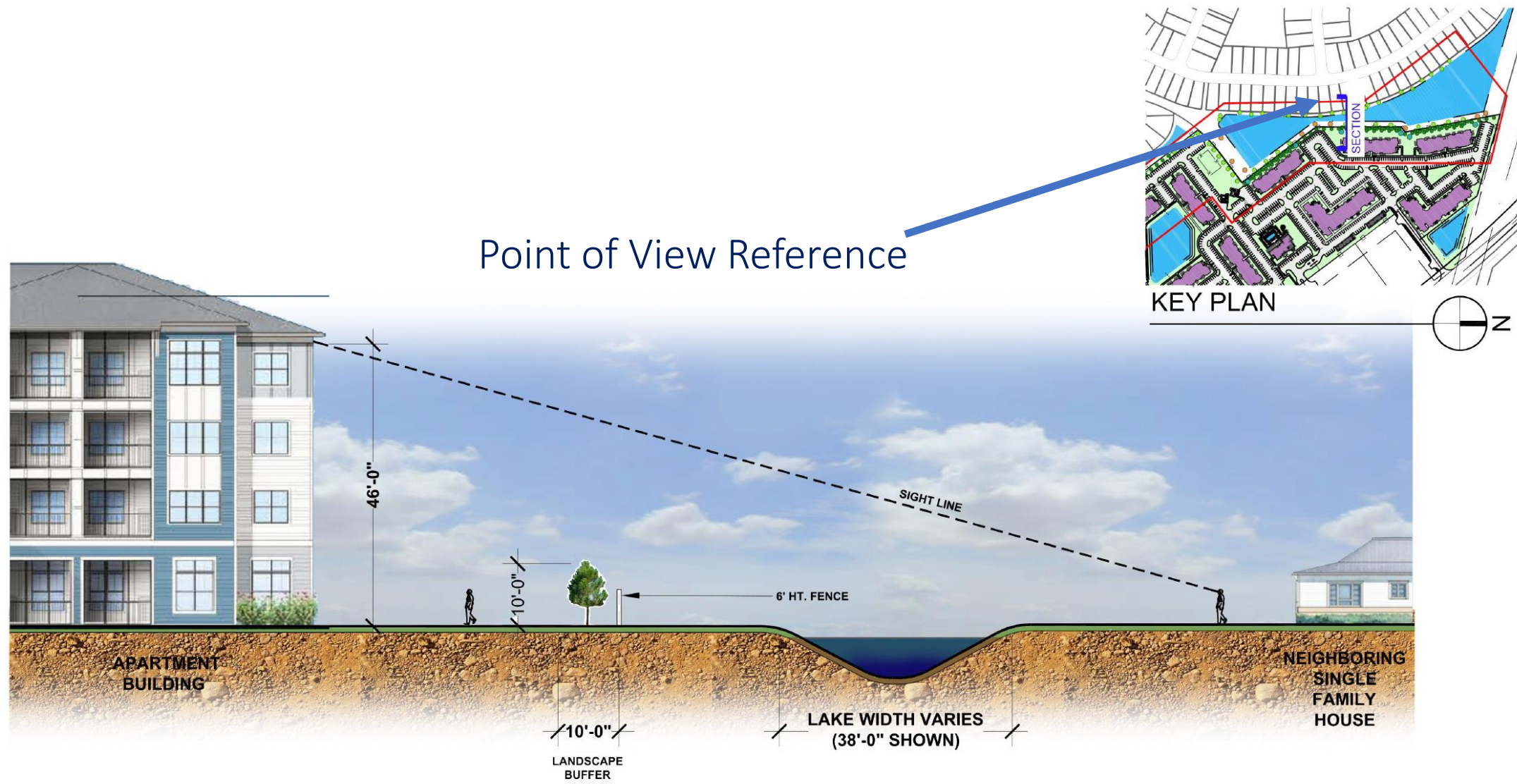
178

Proposed  
Increased  
Average  
Tree Height

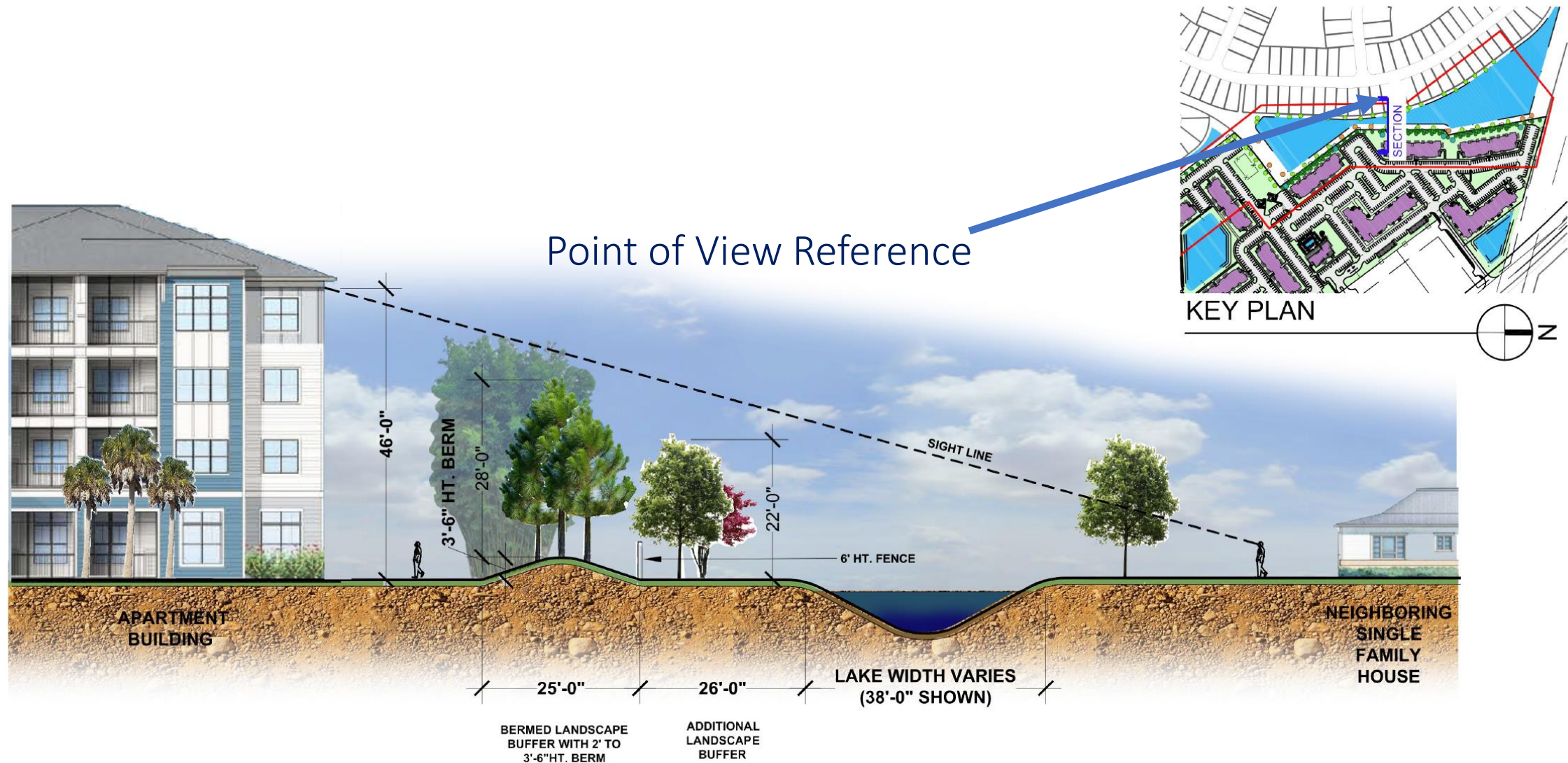
18'



# Code Minimum Landscape Plan



# Conceptual Landscape Plan



# Goal: Sustainable Balance

	Palm Vista	Bayside Lakes	Waterstone Cypress Bay <u>without</u> FLUA	Waterstone Cypress Bay <u>with</u> FLUA
Residential Units (+/-)	4,000	2,150	2,735	3,403
Commercial Acres (+/-)	60	73	156	129
# of Residential Units to Support each Commercial Acre	<b>67</b>	<b>30</b>	<b>18</b>	<b>26</b>



Even with the approval of this Proposal, Waterstone Cypress Bay will still have **2.5 times less** residential units per commercial acre compared to Palm Vista.



# Fishkind Economic & Fiscal Services: Feasibility Study

- There is minimal supply of **residential living options** in the market
- Strong market support for additional residential
- Units in the proposed project will be fully absorbed by 2027
- **Conclusion:** The proposed project is **economically feasible now**. Can break ground right away and result in tax dollars to the City of Palm Bay more quickly than commercial development.

# 27 Acre Comp Plan Portion of Project: Tax Dollars to Palm Bay

## Multifamily:

Summary of Fiscal Impacts							
Palm Bay Pointe West				668 Multifamily Units			
Fiscal Impact - Operating Revenue and Expenditures							
Year	Assessed Values	Ad Valorem	Total Operating Revenue	Total Operating Expenditure	Net Fiscal Impact	Cumulative Net Fiscal Impact	
2028	\$ 98,020,771	\$ 876,492	\$ 2,120,385	\$ 1,071,741	\$ 1,048,645	\$ 1,048,645	
2032	\$ 210,297,960	\$ 1,880,463	\$ 4,445,033	\$ 2,209,638	\$ 2,235,395	\$ 9,879,251	
2037	\$ 221,025,270	\$ 1,976,386	\$ 4,540,956	\$ 2,209,638	\$ 2,331,318	\$ 16,699,019	
2042	\$ 232,299,780	\$ 2,077,201	\$ 4,641,771	\$ 2,209,638	\$ 2,432,133	\$ 33,299,116	
2047	\$ 244,149,403	\$ 2,183,160	\$ 4,747,730	\$ 2,209,638	\$ 2,538,092	\$ 45,775,549	
2052	\$ 256,603,477	\$ 2,294,523	\$ 4,859,093	\$ 2,209,638	\$ 2,649,455	\$ 58,797,880	
2057	\$ 269,692,833	\$ 2,411,566	\$ 4,976,136	\$ 2,209,638	\$ 2,766,498	\$ 72,393,955	
2062	\$ 283,449,878	\$ 2,534,580	\$ 5,099,150	\$ 2,209,638	\$ 2,889,512	\$ 86,593,041	

- Annually: the proposed project generates more than **twice as much net fiscal impact** than the commercial shopping center for Palm Bay.
- Cumulatively through the year 2062: the proposed project generates **\$55,000,000 +/- of additional net fiscal impact** over and above a commercial shopping center (**almost 3X more revenue for Palm Bay**)

## Commercial:

Commercial Development			315,000 sq.ft. Commercial Center			
Fiscal Impact - Operating Revenue and Expenditures						
Year	Assessed Values	Ad Valorem	Total Operating Revenue	Total Operating Expenditure	Net Fiscal Impact	Cumulative Net Fiscal Impact
2028	\$9,286,178	\$70,581	\$329,832	\$210,959	\$118,872	\$118,872
2032	\$101,923,484	\$774,681	\$1,193,560	\$340,852	\$852,707	\$2,217,254
2037	\$107,122,606	\$814,198	\$1,233,076	\$340,852	\$892,224	\$6,598,554
2042	\$112,586,935	\$855,730	\$1,274,608	\$340,852	\$933,756	\$11,183,443
2047	\$118,330,000	\$899,381	\$1,318,259	\$340,852	\$977,407	\$15,982,307
2052	\$124,366,019	\$945,258	\$1,364,137	\$340,852	\$1,023,284	\$21,006,061
2057	\$130,709,936	\$993,476	\$1,412,354	\$340,852	\$1,071,502	\$26,266,176
2062	\$137,377,457	\$1,044,153	\$1,463,032	\$340,852	\$1,122,179	\$31,774,710

# Economic and Fiscal Impact

- The proposed multifamily project generates higher aggregate spending, more GDP output, and higher net revenue to Palm Bay than the commercial shopping center
- The proposed multifamily project creates significantly higher annual budget revenue for the city than the commercial shopping center
- Palm Bay Pointe represents greater than \$300 million in investment





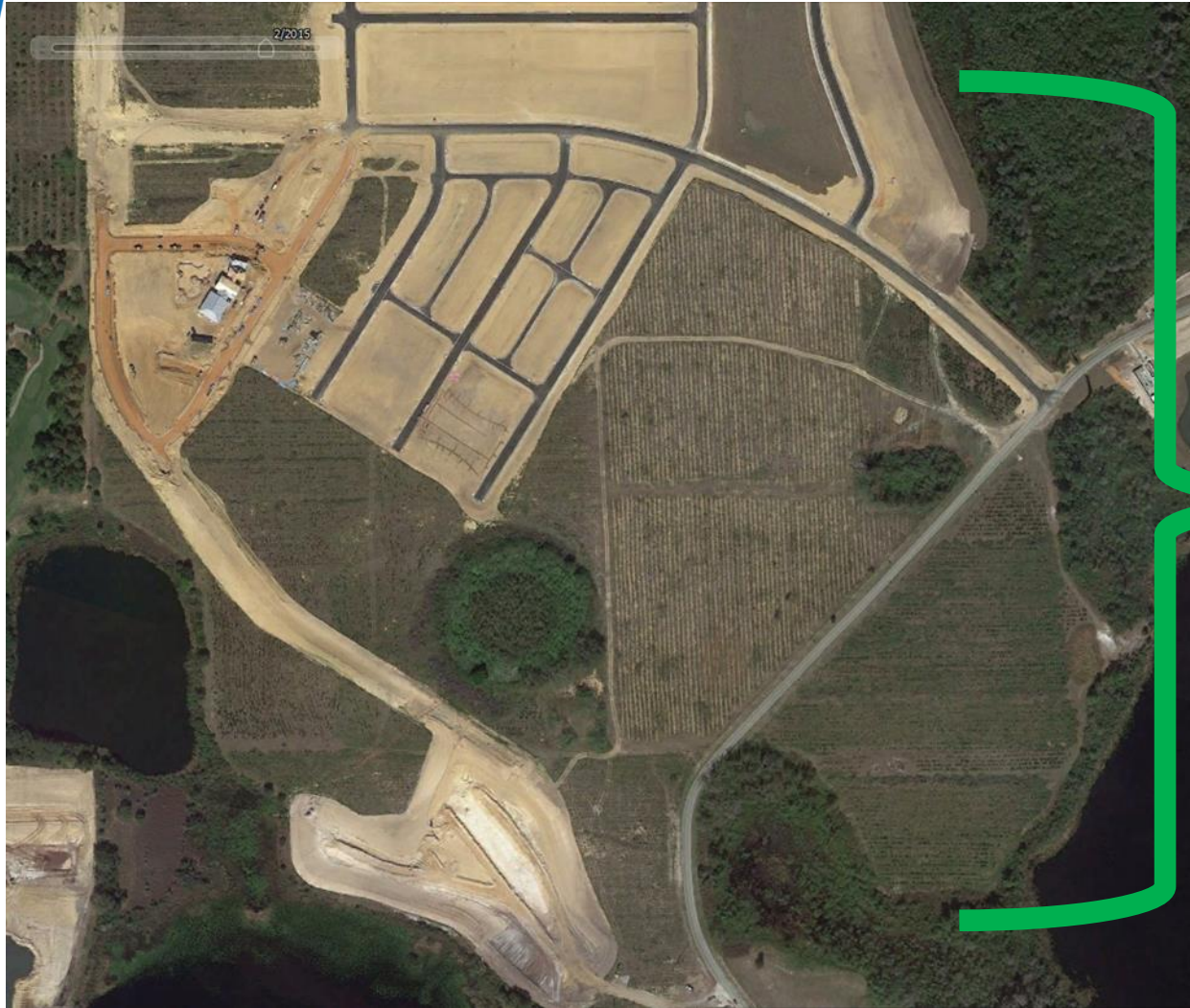
# Community Partner: Shared Infrastructure

Palm Bay Pointe is involved in and designing, planning, funding, and/or constructing the following improvements **which will enable other projects in Palm Bay to be developed** such as Emerald Lakes and Ashton Park:

- Water main crossings across St. Johns Heritage Parkway and Babcock Street
- Relocation and undergrounding of FPL lines
- Extension of water main and sewer main down St. Johns Heritage Pkwy
- Increasing fire flow/pressure

In addition to these infrastructure projects, Palm Bay Pointe will generate +/- \$12,300,000 in impact fees.

# Case Study: Orlando – 2015



## **Vacant land**

- Prime for development

# Case Study: Orlando – 2018



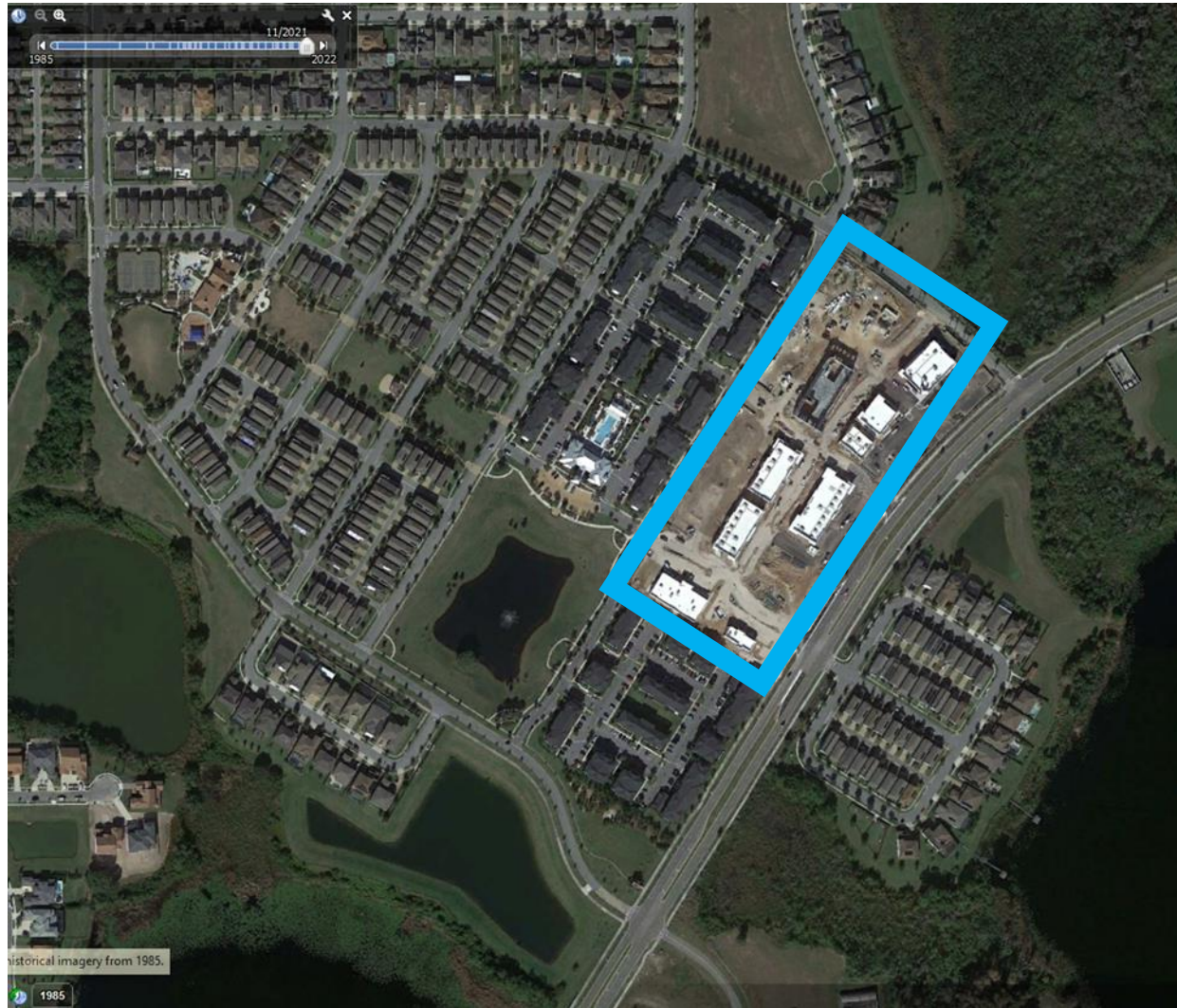
## Green circles

- Newly completed residential (single family & multifamily)

## Blue Rectangle

- Vacant commercial parcel

# Case Study: Orlando – 2021



## Blue Rectangle

- Newly developed commercial following the residential growth!
- Tenants include:



Palm Bay Pointe Mixed-Use Project

## Palm Bay Pointe:

# Thank You!

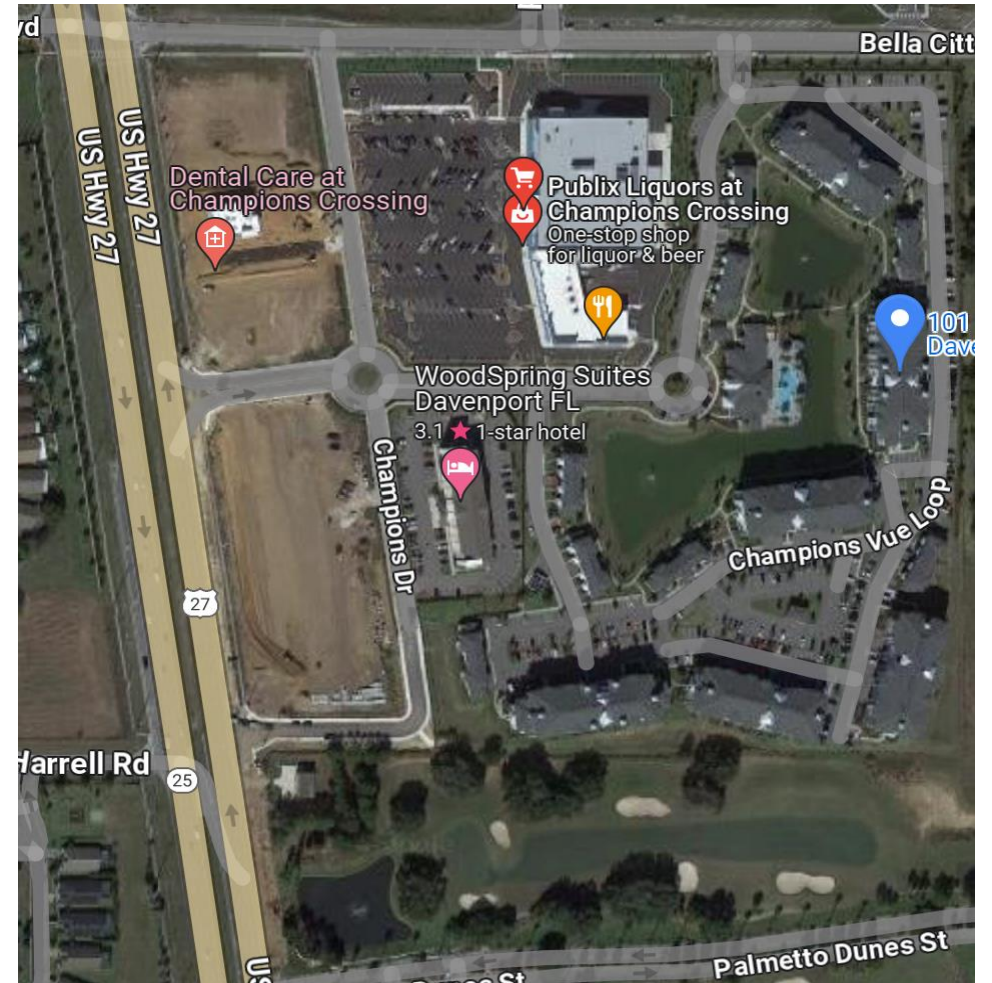
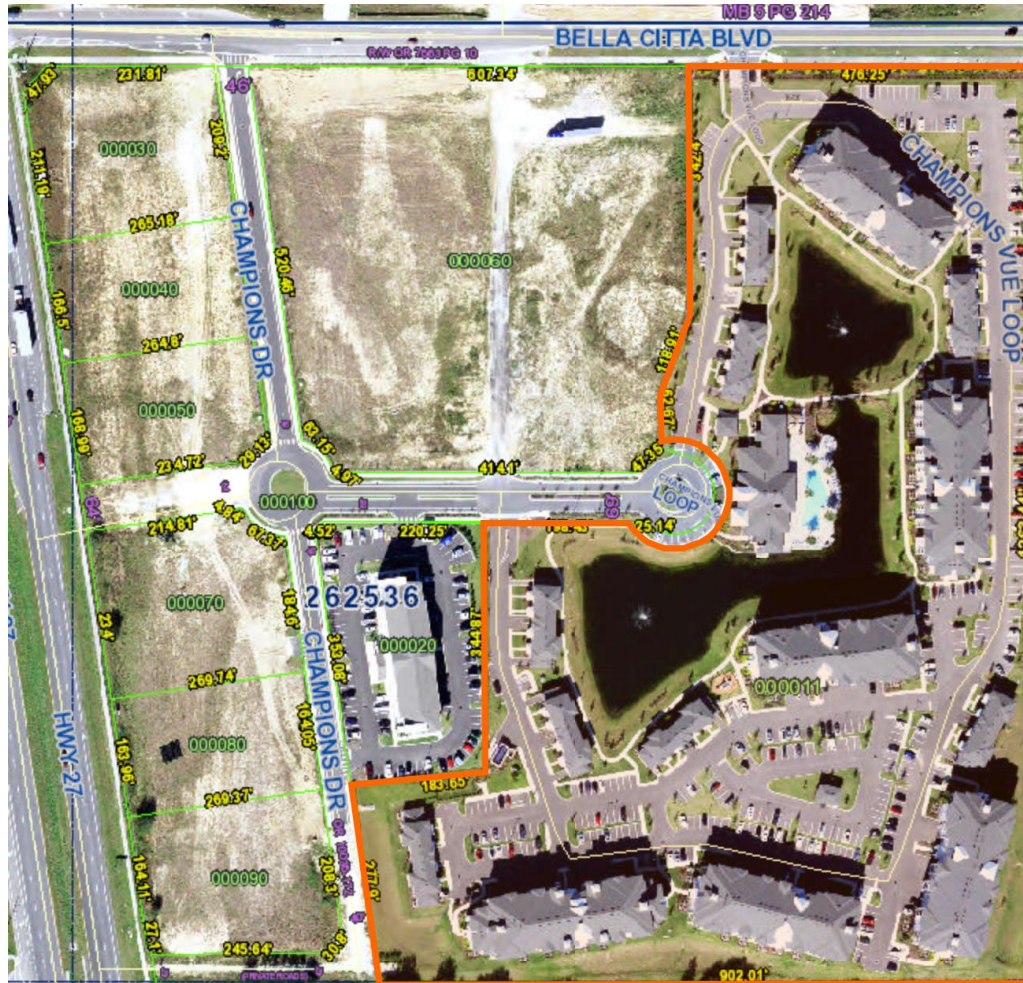


- Serves as a **catalyst** to jumpstart commercial projects
- Creates a transitional buffer and **step-down** in zoning between single family and commercial
- Establishes/creates **shared infrastructure** to benefit other projects and future growth
- **Generates more tax dollars annually** than commercial for the City of Palm Bay
- Generates \$12.3mm +/- in impact fees for the city
- Creates a **walkable** community and **live/work/play** environment
- Generates **higher impact fees** than commercial
- Generates **less traffic** than commercial



# Appendix

# Case Study: Champions Vue — 2020-2023



# Case Study: Champions Vue

Champions Vue Apartments, 2019



Wood Spring Suites, 2019



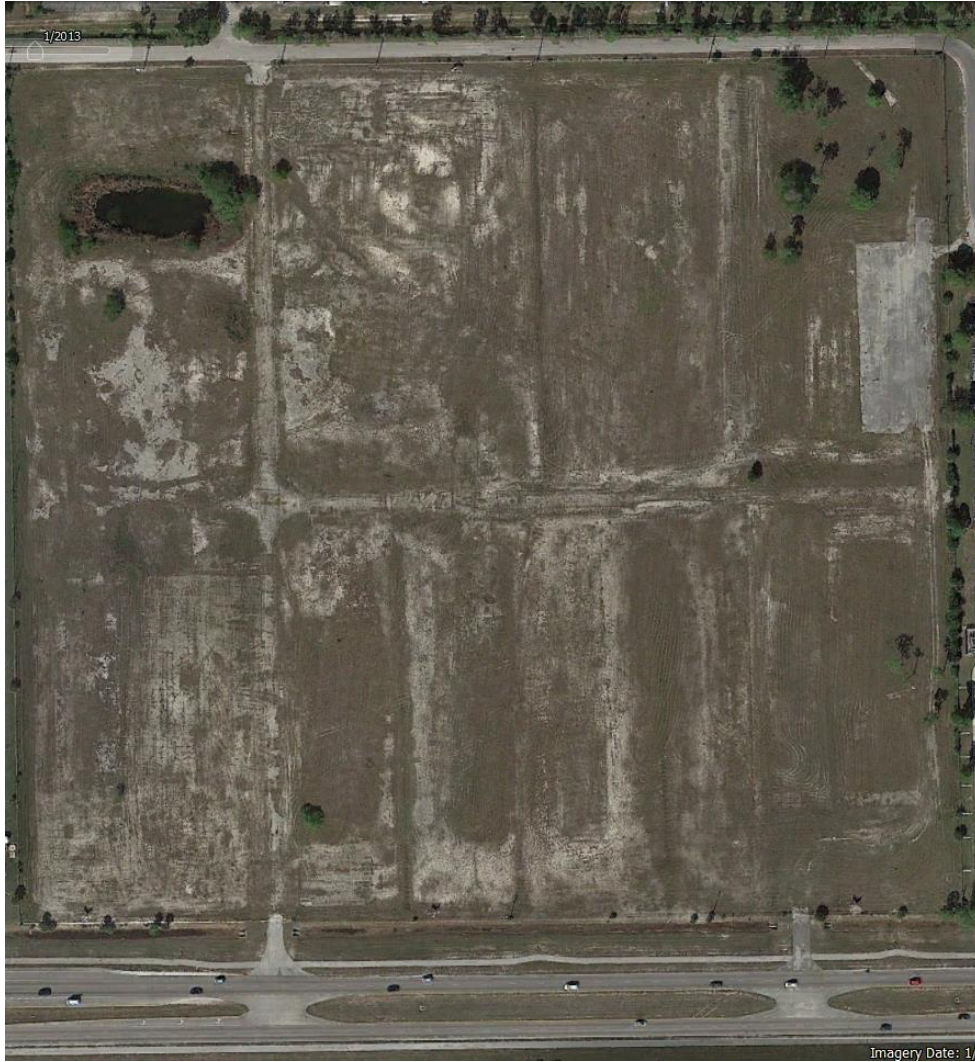
Publix Q3, 2021



Dental Office, Q2 2022



# Case Study: Fort Myers – 2013



## Vacant land

- Prime for development

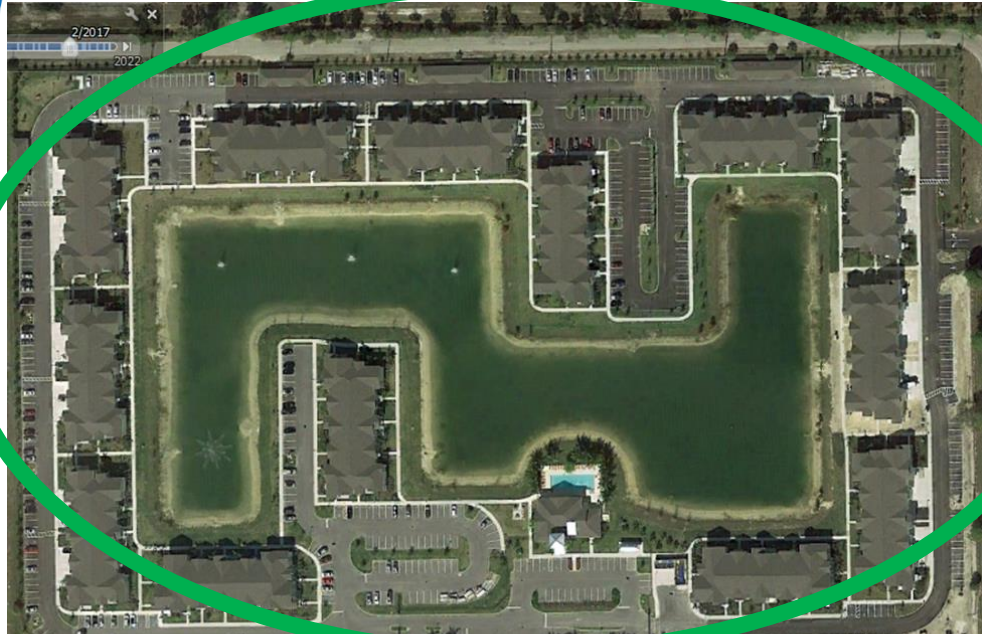
# Case Study: Fort Myers – 2017

## Green oval

- Newly completed multifamily residential project

## Blue Rectangle

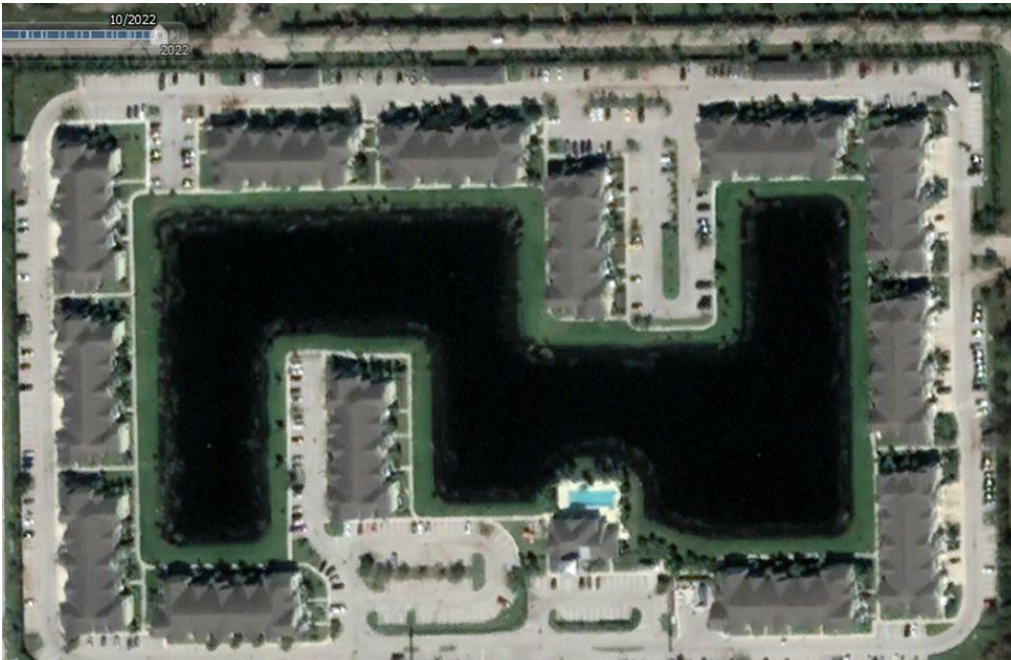
- Vacant commercial parcel



# Case Study: Fort Myers – 2022

## Blue Rectangle

- Newly developed commercial following the residential growth! Tenants include:



Palm Bay Pointe Mixed-Use Project

# Case Study: Oviedo – 2014



## Vacant land

- Prime for development

# Case Study: Oviedo – 2018



## Green circles

- Newly completed multifamily residential projects

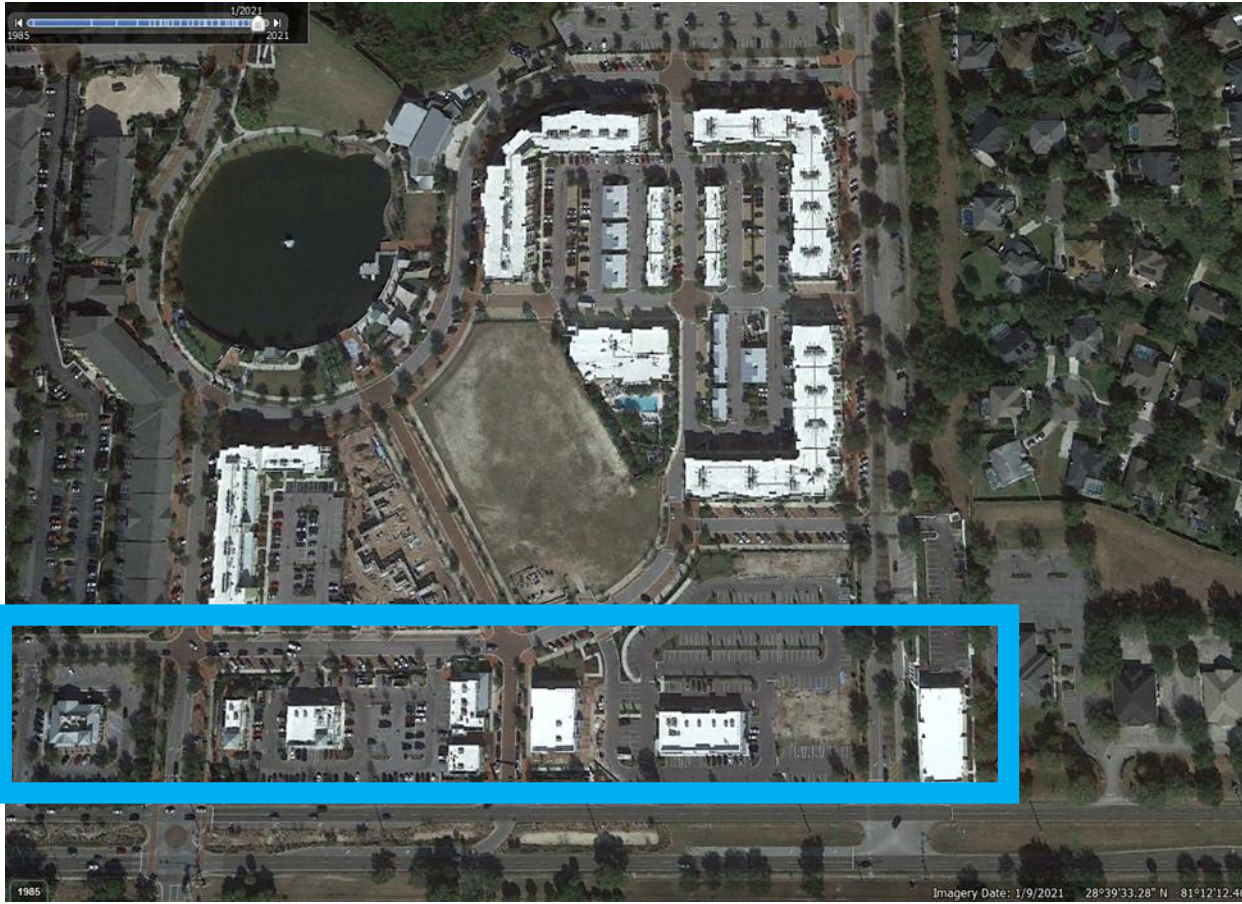
## Blue Rectangle

- Partially built / partially vacant commercial parcel

# Case Study: Oviedo – 2021

## Blue Rectangle

- Newly developed commercial following the residential growth!  
Tenants include:



Palm Bay Pointe Mixed-Use Project

# Fishkind Economic Analysis

## Supplemental Information

**Table 3**  
**Waterstone**  
**Palm Bay Pointe Project**  
**Property Valuation**

Category	Units	Building Type	Target Audience	Average Property	Average Property Value / Category
Multi Family	668	Apartment 4 Stories	Market Rate Rental	\$ 285,000	\$ 190,380,000
Total	668				\$ 190,380,000

**Table 12**  
**Waterstone**  
**Property Valuation Commercial Project**

Category	Square Feet	Type	Average Property Value Per Unit	Average Property Value Per Category
Office - General	30,000	Office	\$ 292	\$ 8,748,000
Retail-Community	205,000	Shopping Center	\$ 368	75,522,000
Industrial	80,000	Mini Warehouse	\$ 100	8,000,000
Total	315,000			\$ 92,270,000

# Fishkind Economic Analysis Supplemental Information

<b>Table 4</b> <b>Waterstone</b> <b>Palm Bay Pointe Project</b> <b>Development Scenario</b>						
668 Multifamily Units						
Residential Units on Tax Roll	2025	2026	2027	2028	2029	Total
Multi Family-668 Unit	-	-	-	324	344	668
Total	-	-	-	324	344	668
Residential Units Permits for Construction	2025	2026	2027			Total
Multi Family-668 Unit	324	344	-	-	-	668
Total	324	344	-	-	-	668

<b>Table 12 A</b> <b>Waterstone</b> <b>Commercial Development</b> <b>Development Scenario</b>								
Commercial Square Feet on Tax Roll	2025	2026	2027	2028	2029	2030	2031	Total
Office	-	-	-	30,000	-	-	-	30,000
Shopping Center	-	-	-	-	-	-	205,000	205,000
Mini Warehouse	-	-	-	-	80,000	-	-	80,000
Total	-	-	-	30,000	80,000	-	205,000	315,000
Commercial Square Feet Permits for Construction	2025	2026	2027	2028	2029	2030	2031	Total
Office	30,000	-	-	-	-	-	-	30,000
Shopping Center	-	-	205,000	-	-	-	-	205,000
Mini Warehouse	-	80,000	-	-	-	-	-	80,000
Total	30,000	80,000	205,000	-	-	-	-	315,000

# Fishkind Economic Analysis Supplemental Information

**Table 8**

**Waterstone**

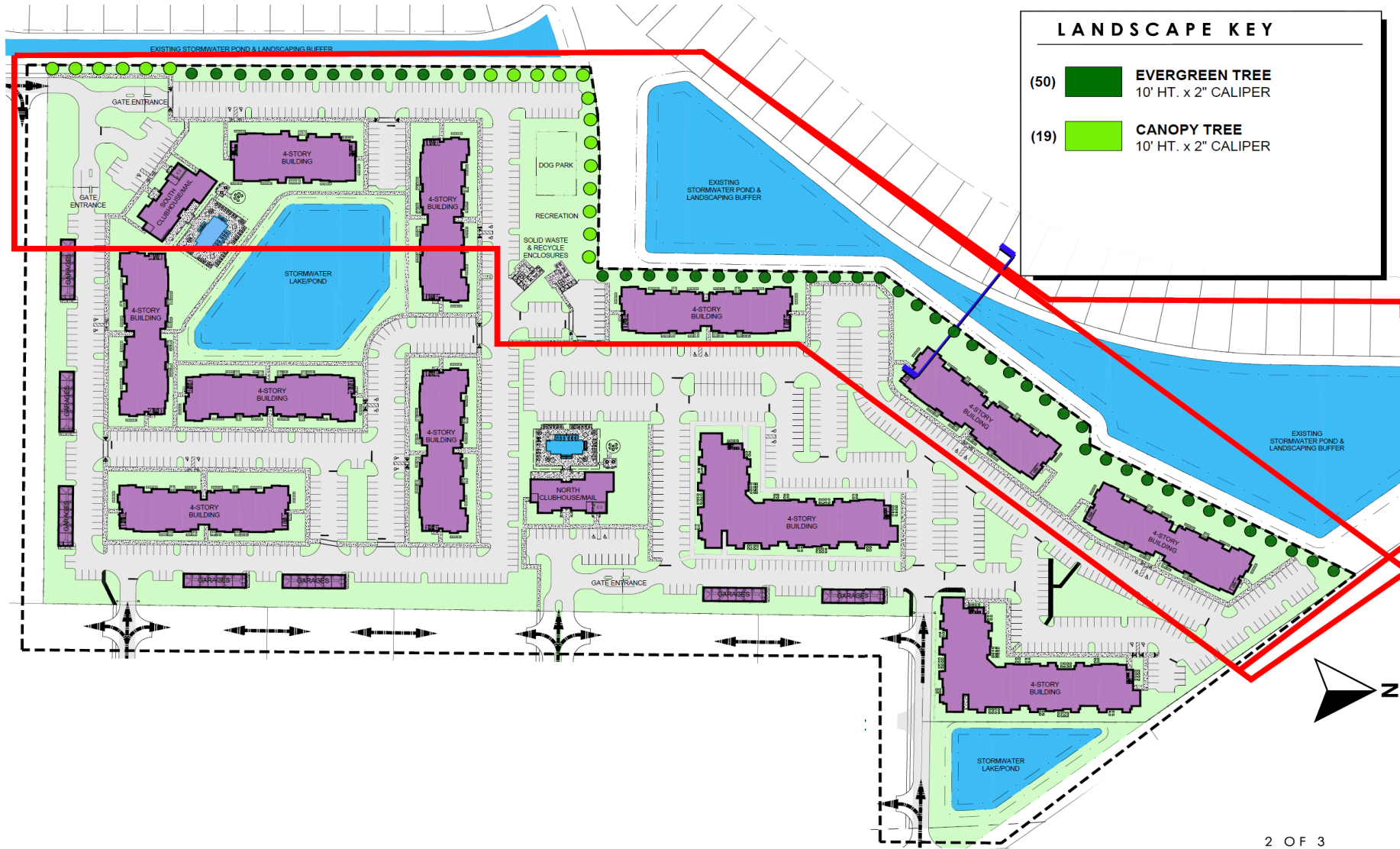
**Palm Bay Pointe Project**

**668 Multifamily Units**

**Development Impact Summary**

	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037
<b>Residential Units</b>	324	668	668	668	668	668	668	668	668	668
<b>Resident Households</b>	259	533	533	533	533	533	533	533	533	533
Peak Population	324	668	668	668	668	668	668	668	668	668
Resident Population	730	1,504	1,504	1,504	1,504	1,504	1,504	1,504	1,504	1,504
Seasonal Population	37	76	76	76	76	76	76	76	76	76
<b>Palm Bay</b>	<b>2028</b>	<b>2029</b>	<b>2030</b>	<b>2031</b>	<b>2032</b>	<b>2033</b>	<b>2034</b>	<b>2035</b>	<b>2036</b>	<b>2037</b>
Total Operating Revenues Generated	2,126,697	4,402,742	4,420,993	4,439,427	4,458,046	4,476,850	4,495,843	4,515,026	4,534,400	4,553,968
Total Operating Expenditures Generate	1,078,240	2,223,038	2,223,038	2,223,038	2,223,038	2,223,038	2,223,038	2,223,038	2,223,038	2,223,038
Net Fiscal Impact of Operations	1,048,457	2,179,704	2,197,956	2,216,390	2,235,008	2,253,813	2,272,805	2,291,988	2,311,363	2,330,931
Years	1	2	3	4	5	6	7	8	9	10
	<b>5 Years</b>	<b>10 Years</b>	<b>15 Years</b>	<b>20 Years</b>	<b>25 Years</b>	<b>30 Years</b>	<b>35 Years</b>			
Net Present Value of Operating Impact	8,448,879	16,218,172	22,568,067	27,759,503	32,005,108	35,478,216	38,320,182			
Operating Impact at 5% Interest										

# Code Minimum Landscape Plan



2 OF 3

# Back of Shopping Centers



# Back of Shopping Centers



# Back of Shopping Centers

