



Ashton Park Narrative

The Ashton Park community master plan is a proposed +/- 1575 acre project that provides the City of Palm Bay a unique opportunity to create a sense of place and new downtown district missing in today's Palm Bay. It is located east of Interstate 95, north of the Brevard County line and St. Sebastian River Preserve State Park, west of the north/south section of the Sottile Canal, and south of Brevard County owned and managed EEL's preservation lands. This project provides a much needed variation in residential housing including everything from large lot single family to apartments and townhomes. In addition, this community provides varying commercial and industrial potential end users creating jobs in Palm Bay as well as a true opportunity for a live here/work here community.

A downtown district is proposed that will include public gathering places, more job opportunities, and creating a true walkable community. The proposed multi-family uses are mostly centered around the downtown district to not only support the businesses, but provide more jobs and create that live here/work here community.


A 30-acre future school site is planned that is large enough to house an elementary, middle and/or high school or even a combined campus. It includes the ability to access it from three separate locations spreading out traffic at peak school times. There are substantially proposed green spaces, public parks, interconnecting open spaces with planned regional trails that run for miles, and a master clubhouse with more amenities planned for some of Ashton Park's residents. The existing property has beautiful trees that will be preserved as much as possible, especially the native hardwoods. A portion of the property was formerly a tree farm.

The community plans to extend the St. Johns Heritage Parkway through its northwestern corner all the way to the eastern end of our community. It would run mostly parallel to Micco Road which is currently a County right-of-way. The Ashton Park team is already working with the adjacent large land owners to the north and the City to extend the Parkway and City utilities through East Emerald Lakes and Lotis Palm Bay. The City is currently nearing completion on two large water and wastewater plant expansions to provide adequate service to this region and consequently City utilities will be extended throughout Ashton Park.

Our proposal request for the future land use (FLU) large scale comprehensive plan amendment is for Urban Mixed Use (UMU) as defined in the City's comprehensive plan and planned unit development (PUD) zoning.

Compatibility and Transitional Buffers: We are seeking a FLU and zoning for a project of this size to have the most flexibility over an anticipated decade plus build-out in varying economies and future markets. It is almost completely surrounded by preservation lands managed by the County and State and a new project named Lotis Palm Bay to the northwest. Lotis is proposing a Parkway Flex Use City FLU and plans a mix of residential and commercial uses as well as





extending the Parkway and City utilities. The preservation lands provide a substantial buffer to any existing other uses and the Lotis Palm Bay project is completely compatible with the Ashton Park proposal.


Meeting a Need: Housing supply and affordability has been increasingly problematic throughout the City of Palm Bay and Brevard County. The proposed project will provide varying housing units for the need that exists in the area, as reflected by extremely low multi-family vacancy rates and the demand for single family homes. Projects such as this one and others can address the rising cost of housing in Brevard County by offering an attractive, attainable housing options and provide commercial lands that will support the new residential. It is a true master planned mixed use walkable community providing residential and commercial needs to new and current Palm Bay residents. We will create a true work here/play here community.

Economic and Fiscal Benefit: The overall proposed new community will provide substantial impact fees for police, fire, utilities, parks and transportation. The net fiscal impact for multi-family is significantly higher than that of single family residences and the same as commercial. In addition, it is proposed there will be no maintenance required by the City of Palm Bay for any of the internal streets or stormwater management system for the project. The net result is a lower demand for services while providing a much higher (property) tax income for the City of Palm Bay. The project is proposing to provide a police and fire station, large school site, public parks, interconnecting public regional trails, substantial utility extensions, new public roadways, and maintain it all without City funds.

Enclosed is an economic feasibility analysis based on less than the proposed overall master plan because it was completed prior to the additional 133 acres added to the west. In summary the project will provide more than the following:

- Current assessed value of the property estimated to be \$21M, the project buildout assessed value is estimated to be \$3.4B. That is billion with a B.
- The project estimates adding over 13,000 jobs and provide housing for over 15,000 residents.
- It is projected to increase the Brevard County economic base by 10%.
- It will generate over \$1.5B to various local and regional taxing authorities over a 20-year horizon.
- Over a 20-year period, Ashton Park will generate a net operating fiscal surplus of over \$430M more for the City than it will cost to provide services. In addition, the project as proposed providing land for schools, police, fire and public parks that would be maintained by the CDD and not by the City.
- It will contribute of \$102M in development impact fees.





Future Development Plan: The Applicant held a pre-application meeting with the Palm Bay City staff and it was agreed that the Urban Mixed Use FLU and PUD zoning would be the most compatible and flexible for the long term success of the master planned live here/work here walkable community. Please see the enclosed master plan identifying the proposed uses outlined in this memorandum. The project provides substantial benefits to the City of Palm Bay and its residents as follows:

- Meets varying housing needs for the City of Palm Bay and provides commercial/industrial lands to support the residential.
- It is a true mixed use live here/work here community.
- It is 100% compatible with the project to the northwest and has preservation buffers to the north and south as well as the Sotile Canal to the west.
- It will extend the St. Johns Heritage Parkway and large City utility mains as well as provide additional public right-of-ways including stormwater treatment that will not be the burden of the city to maintain.
- Provides substantial fiscal and financial benefits to the City of Palm Bay.
- It includes a master planned mixed use walkable community for current and future Palm Bay residents to enjoy including public parks, miles of interconnecting trails, and a true downtown district the City is sorely missing.
- The project includes fire and police stations, and a large school site that can provide for elementary, middle, and/or high schools.

