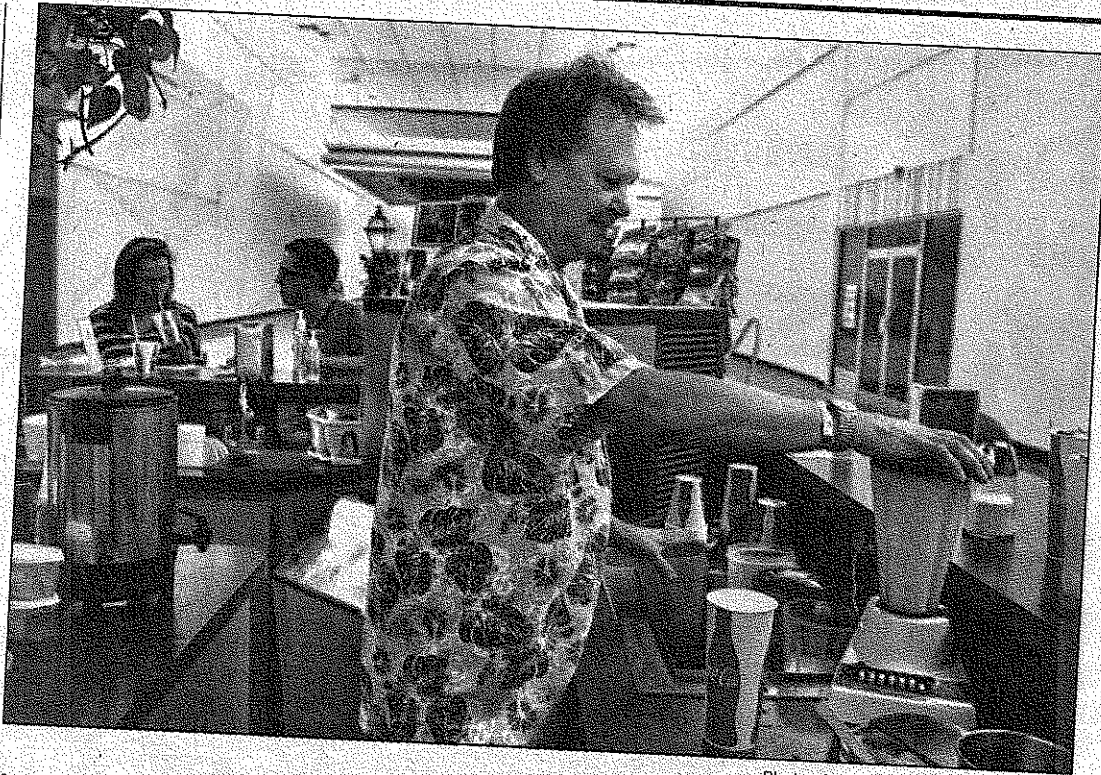


# SPACE COAST

**B**

Saturday  
August 13, 2011



**Longtime tenant.** Dave's Hot Dog Stand owner Dave Curfman has operated a business in Miracle City Mall for 40 years.

Photos by Tim Shortt, FLORIDA TODAY

# Miracle City Mall has buyers calling

## Existing site will be razed for development

BY DAVE BERMAN  
FLORIDA TODAY

TITUSVILLE — Local real estate officials are getting some nibbles as they seek to market the site of the almost vacant Miracle City Mall.

A group of community leaders, business people and other local residents has made a top priority out of redeveloping the mall site on U.S. 1, south of downtown Titusville. It sees this as a major step in the revitalization of North Brevard.

The mall, with space for almost 50 tenants, has just four — J.C. Penney, a travel agency, a hot dog and drink stand, and an organization that provides free books to inmates.

The Greater Titusville Renaissance group, working in conjunction with Brevard County Commission Chairman Robin Fisher and Titusville officials, hopes to develop a plan to demolish the existing mall structure, while leading efforts to find developers and tenants for the site. The Titusville-based Space Coast Economic Development Commission has worked out a preliminary agreement with the mall's current owners, good through Nov. 30, under which a buyer can acquire the mall property for \$5.5 million, contingent on an appraisal of the property and financing.

Fisher revealed during a meeting of the renaissance panel working on the Miracle City Mall project that he has had contact with serious potential buyers for the mall property.



**Lots of space.** The mall, with space for almost 50 tenants, has just four — J.C. Penney, a travel agency, a hot dog and drink stand, and an organization that provides free books to inmates.

### 'Flash mob' for Dave's

An event being billed as a "flash mob" begins at 3 p.m. today in support of Dave's hot dog and fruit drink stand at Miracle City Mall, 2500 S. Washington Ave. (U.S. 1), Titusville. Dave's is one of the last remaining tenants in mall.

Dave Curfman, 60, has been operating the stand since 1971 — two years after the mall opened. Brevard County Commission Chairman Robin Fisher said local residents can take part in the flash mob by showing up to "rally around local businesses," and share stories and memories.

He also said J.C. Penney has agreed to extend its current lease for its Miracle City Mall store by another year while negotiations to sell the site continue. The chain wants to have a new 56,474-square-foot store in place on the site before the existing mall is demolished.

In other developments aimed at bringing the mall back to life:

■ Bobby Mutter, broker/owner of United Country Bobby Mutter Realty in Titusville, said one of his contacts is hoping to work a deal to bring a Kohl's department store and a large movie theater complex to the site.

"We've definitely had some movement," Mutter said. "We've definitely got some interest" since news of the mall redevelopment plan spread through the real estate and development community.

■ Parrish Medical Center is studying opening a medical office complex on the Miracle City site. Parrish President and Chief Executive Officer George Mikitarian said its consultant is visiting 24 Parrish facilities throughout North Brevard that employ about 300 people to determine which of them it would make sense to consolidate at a new building on the mall site. The facilities include physician practices, laboratories, diagnostic facilities and outpatient rehabilitation centers.

Having a Parrish-affiliated  
See **MIRACLE**, 3B



Tim Shortt, FLORIDA TODAY

**Tenants.** Miracle City Mall, with space for almost 50 tenants, has just four — J.C. Penney, a travel agency, a hot dog and drink stand, and an organization that provides free books to inmates.

## J.C. Penney store extends mall lease

### MIRACLE, from 1B

medical complex at the Miracle City site could help attract new retail and restaurant tenants because of the potential customers from among the staff and clients of the medical offices.

■ Titusville Economic Development Director Matt Chesnut is promoting the Miracle City site to developers and retailers as he attends an International Con-

ference of Shopping Centers conference in Kissimmee.

■ Chesnut and Titusville Planning and Growth Management Director Courtney Barker will get the process going to designate the Miracle City site as a brownfield district, subject to Titusville City Council approval.

A brownfield designation would enable qualifying businesses that locate there to get state corporate tax credits worth \$2,000 for each

### What's next

Titusville Economic Development Director Matt Chesnut is pitching the Miracle City Mall site to developers and retailers during an International Conference of Shopping Centers conference underway at the Gaylord Palms Resort and Convention Center in Kissimmee.

job they create. The city council previously designated eight other sections of the city as brownfield areas. ■

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