Olde Eau Gallie Urban Infill Redevelopment Plan

Master Planning, Site Planning & Design, Landscape Architecture

This effort involved working with residents, business leaders, City of Melbourne staff, utility companies, and other "stakeholders" to formulate vision, goals, objectives, and strategies for building on the unique intrinsic values of this historic yet blighted area which until 1969 was the city of Eau Gallie. The project included a market analysis and financial feasibility initiative including a bold and aggressive proposal to redevelop the Brevard Arts Center and Museum into a new complex including a boutique hotel and conference center, as well as a public parking structure. While the prospect of an entrepreneurial public/private partnership eventually was abandoned, many of the foundational principals of the plan remain as guiding forces affecting future investment and improvements.

One of the most rewarding facets of the planning process was the success of the public involvement component. We began with a public workshop session attended by over 200 interested persons! Everyone enjoyed the "hands-on" approach, games, and mapping exercises. Building on this initial success, we formed a Steering Committee and a Technical Advisory Committee. By the end of the process, City Hall was packed with folks demanding that the City Council approve the Plan – because each of the "stakeholders" had worked to craft this consensus-driven Plan – it was theirs!

The American Planning Association later presented the 2003 Outstanding Planning Award for Special Community Initiative to the City of Melbourne for its work on this project and two other community groups coming together to improve their neighborhoods. Team member Rochelle Lawandales was instrumental in working with each of the three groups.

Olde Eau Gallie Redevelopment Plan

Client:
City of Melbourne

Location:
Eau Gallie, Florida
(section of Melbourne)

Challenge:
How to overcome inertia; breathe new life into an area that had been languishing?

Solution:
Harness the energies of a dedicated group of business owners and residents while collaborating with a team of dedicated professionals which served as a catalyst for positive change.