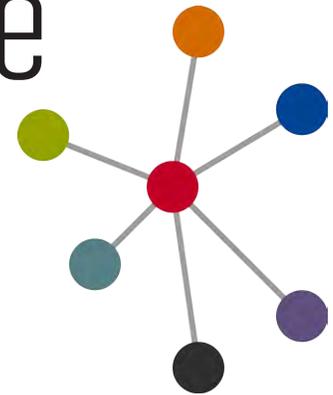


# The Mayors' Institute on City Design



58<sup>th</sup> National Session

San Antonio, TX | March 5-7, 2014

American  
Architectural  
Foundation



The United States  
Conference of Mayors

with support from



U.S. CENSUS DATA

# Palm Bay, FL

	<b>Palm Bay</b>	<b>FL</b>	<b>USA</b>
Land area in square miles, 2010	65.7	53,624.76	3,531,905.43
Persons per square mile, 2010	1,570.6	350.6	87.4
Population, 2012 estimate	104,124	19,320,749	313,873,685
Population, 2010	103,190	18,801,310	308,745,538
Population, percent change, April 1, 2010 to July 1, 2012	0.9%	2.8%	1.7%
Persons under 18 years, percent, 2010	23.9%	21.3%	23.5%
Persons 65 years and over, percent, 2010	15.3%	17.3%	13.7%
White alone, percent, 2010 (a)	72.9%	75.0%	77.9%
Black or African American alone, percent, 2010 (a)	17.9%	16.0%	13.1%
American Indian and Alaska Native alone, percent, 2010 (a)	0.5%	0.4%	1.2%
Asian alone, percent, 2010 (a)	1.8%	2.4%	5.1%
Native Hawaiian and Other Pacific Islander alone, percent, 2010 (a)	0.1%	0.1%	0.2%
Hispanic or Latino, percent, 2010 (b)	14.1%	22.5%	16.9%
High school graduate or higher, percent of persons age 25+, 2008-2012	86.3%	85.8%	85.7%
Bachelor's degree or higher, percent of persons age 25+, 2008-2012	16.8%	26.2%	28.5%
Mean travel time to work (minutes), workers age 16+, 2008-2012	26.4	25.8	25.4
Housing units, 2010	45,220	8,989,580	132,452,405
Homeownership rate, 2008-2012	75.2%	68.1%	65.5%
Median value of owner-occupied housing units, 2008-2012	\$120,500	\$170,800	\$181,400
Households, 2008-2012	37,084	7,147,013	115,226,802
Persons per household, 2008-2012	2.76	2.58	2.61
Per capita money income in past 12 months (2012 dollars), 2008-2012	\$20,651	\$26,451	\$28,051
Median household income, 2008-2012	\$44,470	\$47,309	\$53,046
Persons below poverty level, percent, 2008-2012	16.0%	15.6%	14.9%

Source: US Census Bureau State & County QuickFacts

## PALM BAY, FL



### The Honorable William Capote

Mayor of Palm Bay, FL

Mayor Capote was elected the new mayor of the City of Palm Bay on November 6, 2012. He is the first Latino of Afro-Cuban descent to serve as mayor.

Mayor Capote is dedicated to showcasing Palm Bay as a destination city full of endless possibilities for emerging technologies, a strong and vibrant economy, and a rich environment for families and residents to enjoy. He believes Palm Bay is one of Florida's best kept secrets and promises to tell the world the story of why it's such a hidden gem.

His commitment to the community is evident by countless hours of volunteer service in areas such as the Port Malabar Elementary School PTA, Odyssey Charter School, Meals on Wheels, South Brevard Pop Warner Football Board of Directors, Palm Bay Chamber of Commerce, Mid-Florida American Red Cross, and the Boy Scouts of America. As mayor of Palm Bay he serves on both the Brevard County Economic Development Commission of Florida's Space Coast and the Tourist Development Council. He is also a member of the Florida League of Mayors and the U.S. Conference of Mayors in addition to serving as treasurer for the Space Coast League of Cities.

Mayor Capote was first elected to the Palm Bay City Council in 2008. During his first year as mayor progress towards a more vibrant economy began to be realized. In 2012 the city began construction of the new Palm Bay Parkway which, upon completion in 2014, will open up an entire new region of northwest Palm Bay to residential and commercial development. The world famous Bass Pro Shops also opened a new store in the area it likes to call the "bass fishing capital of the world." Growth also came with new businesses moving their headquarters to Palm Bay such as I.O. Inc., D.R. Horton, and the Space Coast Habitat for Humanity ReStore. New research and development is underway with the Florida Institute of Technology Research Center and most notable is the Harris

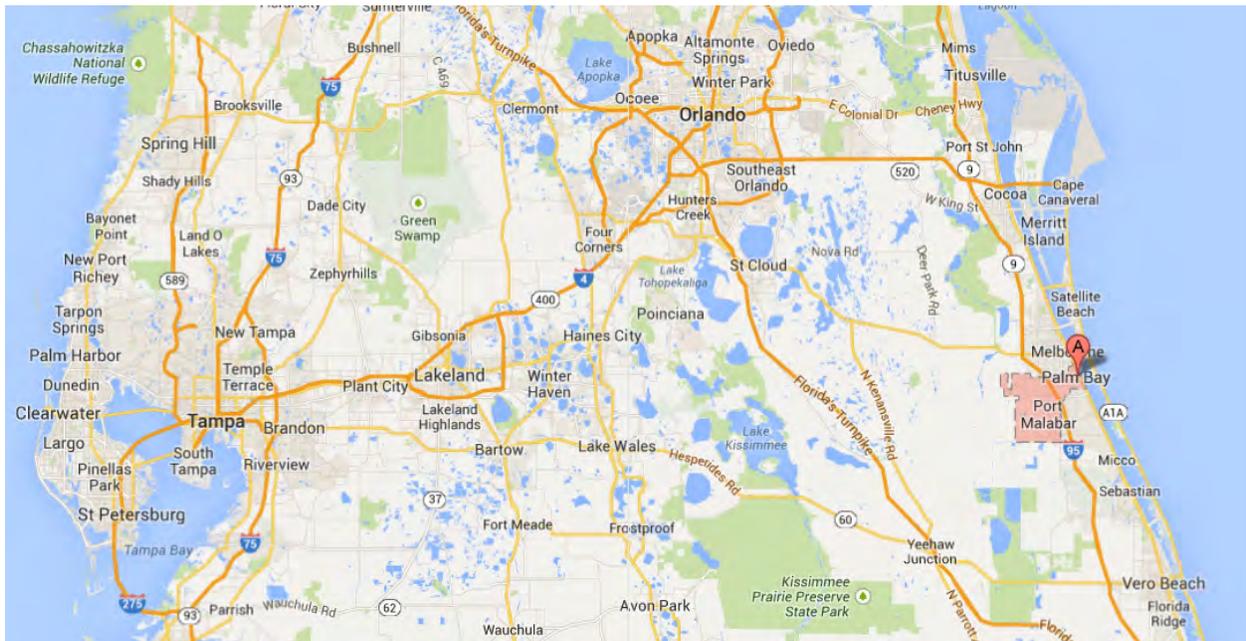
Corporation's \$100-million investment in building its new Technology Center that will bring more than 150 new jobs to the area.

Mayor Capote embraces many causes, but one very near and dear to his heart began when he met an 11-year-old girl named Acacia who single-handedly championed the cause of anti-bullying by promoting friendship. Acacia, with help from her mom, founded Tiny Girl Big Dream Inc. with a mission to put a "friendship bench" in every school across America starting with Palm Bay. Mayor Capote used the annual Mayor's Ball to raise awareness and more than \$17,000 for the cause.

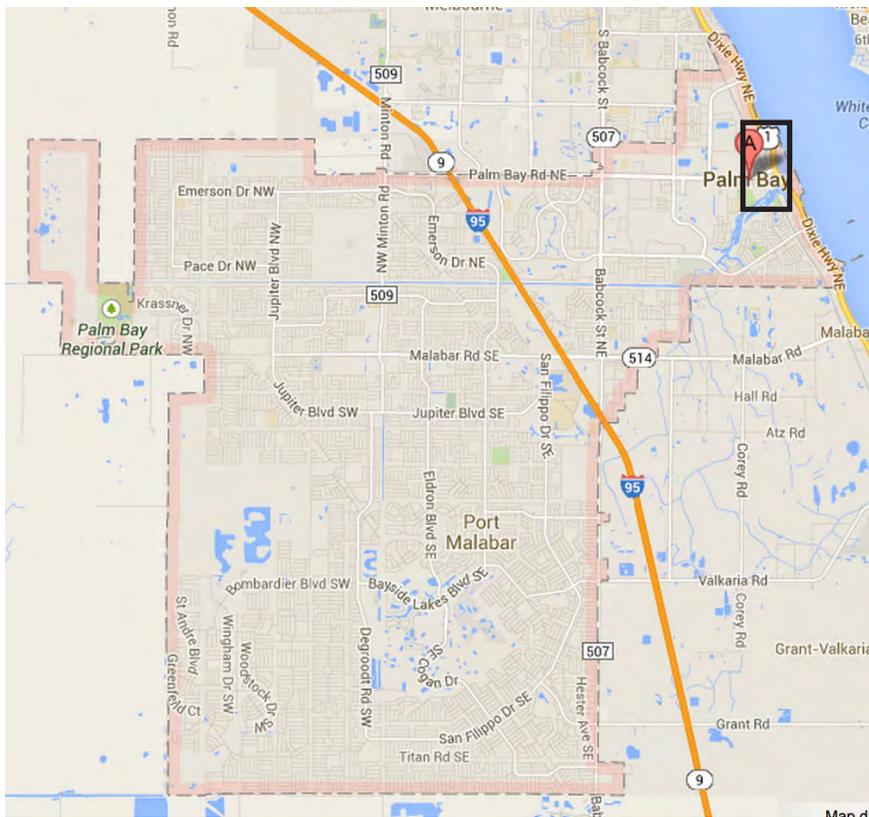
Mayor Capote was born in Pinar del Rio, Cuba and fled the country with his parents and two siblings in 1970 during the "Flights of Liberty". The family arrived in Miami but after a week they migrated to Hoboken, New Jersey where his parents still reside. Mayor Capote earned a bachelor's degree in Organizational Management and a Master of Science in Management from Warner University. He served in the New Jersey Army National Guard from 1985 to 1993.

Mayor Capote and his family moved to Palm Bay in 1994. He has been married for 24 years and has two sons.

## PALM BAY, FL



**Figure 1:** Palm Bay is about 60 miles southeast of Orlando and on the opposite side of the peninsula from Tampa (Source: Google Maps)



**Figure 2:** City limits of Palm Bay and study area (Source: Google Maps)

## PALM BAY, FL

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### CASE STATEMENT

# Palm Bay, FL

Palm Bay, Florida is the largest city in Brevard County and is the second-largest city in the Central Florida region with a growing population of 106,000. The county is often referred to as the “Space Coast” because it is home to the famous space shuttle launching facility, Kennedy Space Center and many NASA-related space industries. The stretch of land along the city’s namesake Palm Bay and Turkey Creek is where first settlement took place in what would eventually become present day Palm Bay. The city was incorporated in 1960 and the General Development Corporation platted much of the land, having laid out and built the current street grids. The areas along Interstate 95 are the most developed, but land use intensity gradually diminishes as one moves away from the freeway corridor toward the interior of the state. Only 40% of the city is currently built out.

Recognizing that Palm Bay lacks a real downtown, the city has a vision to develop the area around the bay of Palm Bay. Currently, there is very little development at the site, even though it is where historic development occurred. The Bayfront Community Redevelopment Agency (BCRA) was created in 1994 and the most recent redevelopment plan was completed in 2004. There are four specific areas the city is looking at: the Marina/ Pospisil Site, the Bayfront Village Site, the Castaways Point Site, and the Estopeliz site (in that priority order) (Figure 3).

- **The Marina/Pospisil Site:** The marina is city owned and the city has acquired additional vacant parcels (Figure 7). An RFI was released for the 7.4-acre site in February 2013, but only one submission has been received so far, and it did not have a developer on the team. The city envisions the site as the catalyst for the larger Bayfront Village, and to consist of entertainment, retail, and marina uses.
- **Bayfront Village:** Seen in Figure 7, the larger Bayfront Village area would be a mixed-use, vibrant neighborhood with access to the beautiful views and recreation that the bay has to offer.
- **Castaway Point:** The city recently invested heavily in Castaways Point Park, cleaning it up and adding piers, picnic areas, and a small public beach, to great public acclaim. Adjacent to that site is Castaway Point, a site that recently had developer interest in condos and commercial development. Currently, nothing is happening on the site. The city is interested in suggestions: Should it purchase the site outright? Enter into a public/private partnership to ensure development is complementary to Bayfront Village goals?
- **Estopeliz Site:** Estopeliz site is about a half mile down US 1 from the marina, and is a vacant former grocery store. While the city thinks development potential for this site is several years away, they would like suggestions on how to attract another grocer to an area that is poised for growth but doesn’t yet have a favorable market analysis.

US 1 provides access to the area, along with Palm Bay Road. US 1 has been designated a federal scenic byway, which has helped with securing funding for streetscape improvements. New pedestrian access from Castaways Point Park to Stern’s Point Park on the bay side of US 1 is well used and a further extension is planned.

## PALM BAY, FL

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A market study for the area was completed in August 2011. It identified two potential anchors for the area: an entertainment district (restaurants/bars and a smaller, 300-400 seat amphitheater) and a recreational and commercial working waterfront. These anchors could both leverage the site's waterfront location and, combined, could have the energy to become a destination within the BCRA.

It's important to note that access to the bay is limited. US 1 provides north-south access, but only Palm Bay Road provides access from the interior of the city. A significant stretch of land before entering the bay area is industrial, and the drive is less than desirable. On the other hand, Harris Corporation, a telecommunications company that is a major employer for the city (3,400 jobs) is currently investing \$100 million into improving their campus, and is looking to attract more young professionals to Palm Bay. The city sees the Bayfront Village as a draw for this type of resident, possibly providing housing options unique to the city as well as entertainment options.

### QUESTIONS

1. The city is essentially starting from scratch in creating the Bayfront Village by Palm Bay. What are some strategies to achieve a fine-grained character when building everything new? What are some good examples?
2. There is currently a lack of developer interest in the area, but the mayor and city council see opportunities for a district that is uniquely Palm Bay within a sea of pre-platted homes along the eastern coast of Florida. What are some strategies to help attract developer interest in this site? Is a design competition appropriate here?
3. The neighborhood along the north side of the bay has expressed opposition to the proposals to develop housing at Castaway Point. How can the city help shape development in this area of the Bayfront Village?
4. While a market study doesn't currently support all of the ideas the city has, the city believes the influx of young professionals for Harris and other high-tech industry of Palm Bay will help support a unique district near the bay -- a classic chicken-or-egg problem. How can the city begin to build momentum for this large project?



PALM BAY, FL

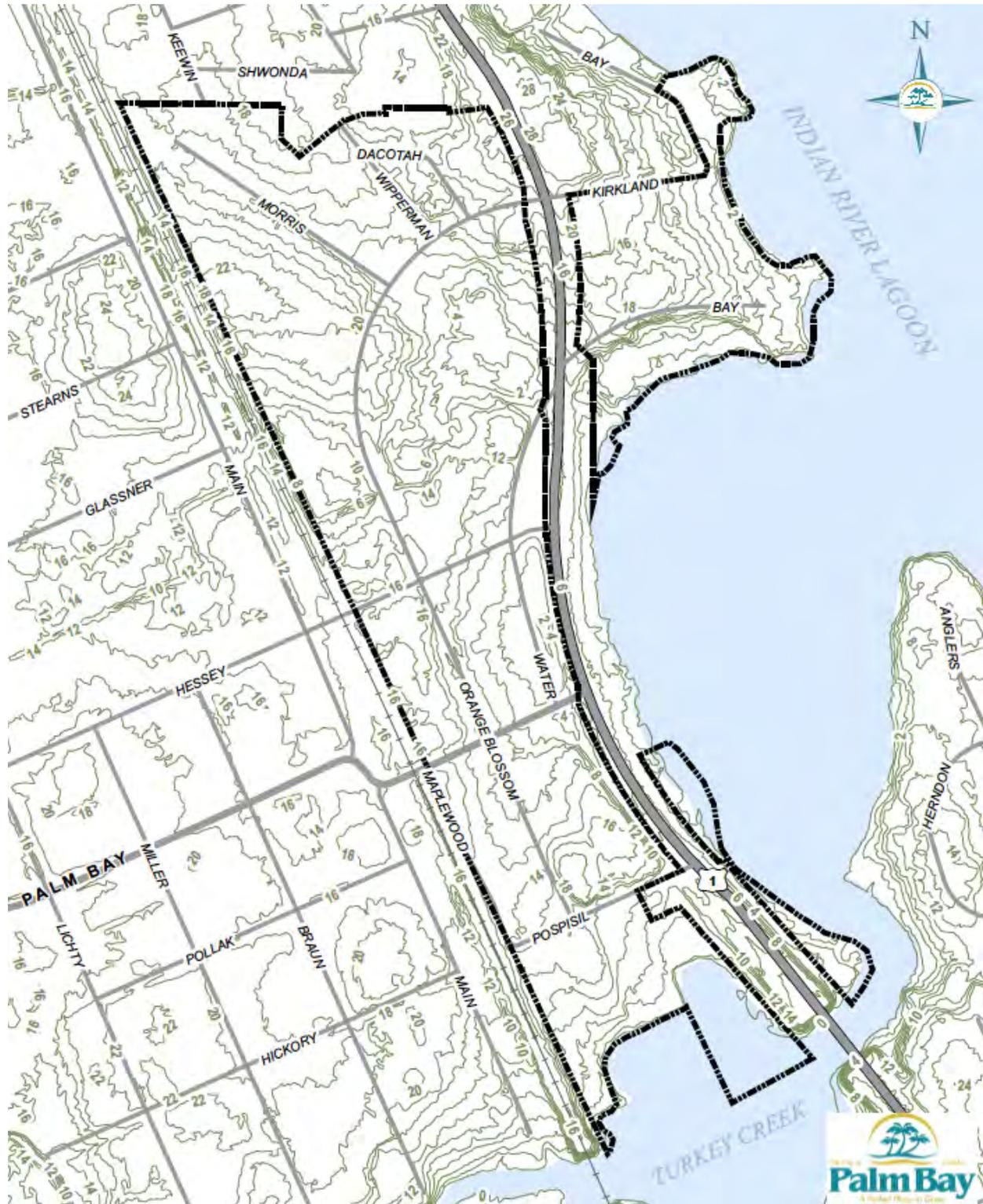


Figure 4: Topography map of the Bayfront Village (Source: City of Palm Bay)

PALM BAY, FL



Figure 5: Vision plan for the Bayfront Village (Source: City of Palm Bay)

PALM BAY, FL



Figure 6: Aerial of the Bayfront Village with the Marina/Pospisil parcels highlighted in yellow (Source: City of Palm Bay)



Figure 7: Final rendering of the Bayfront Village concept plan (Source: City of Palm Bay)

PALM BAY, FL

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**Figure 8:** Improved sidewalks and streetscape along Scenic US Hwy 1.



**Figure 9:** New seating areas in Castaways Point Park



**Figure 10:** Public beach access at Castaways Point Park

# PALM BAY, FL

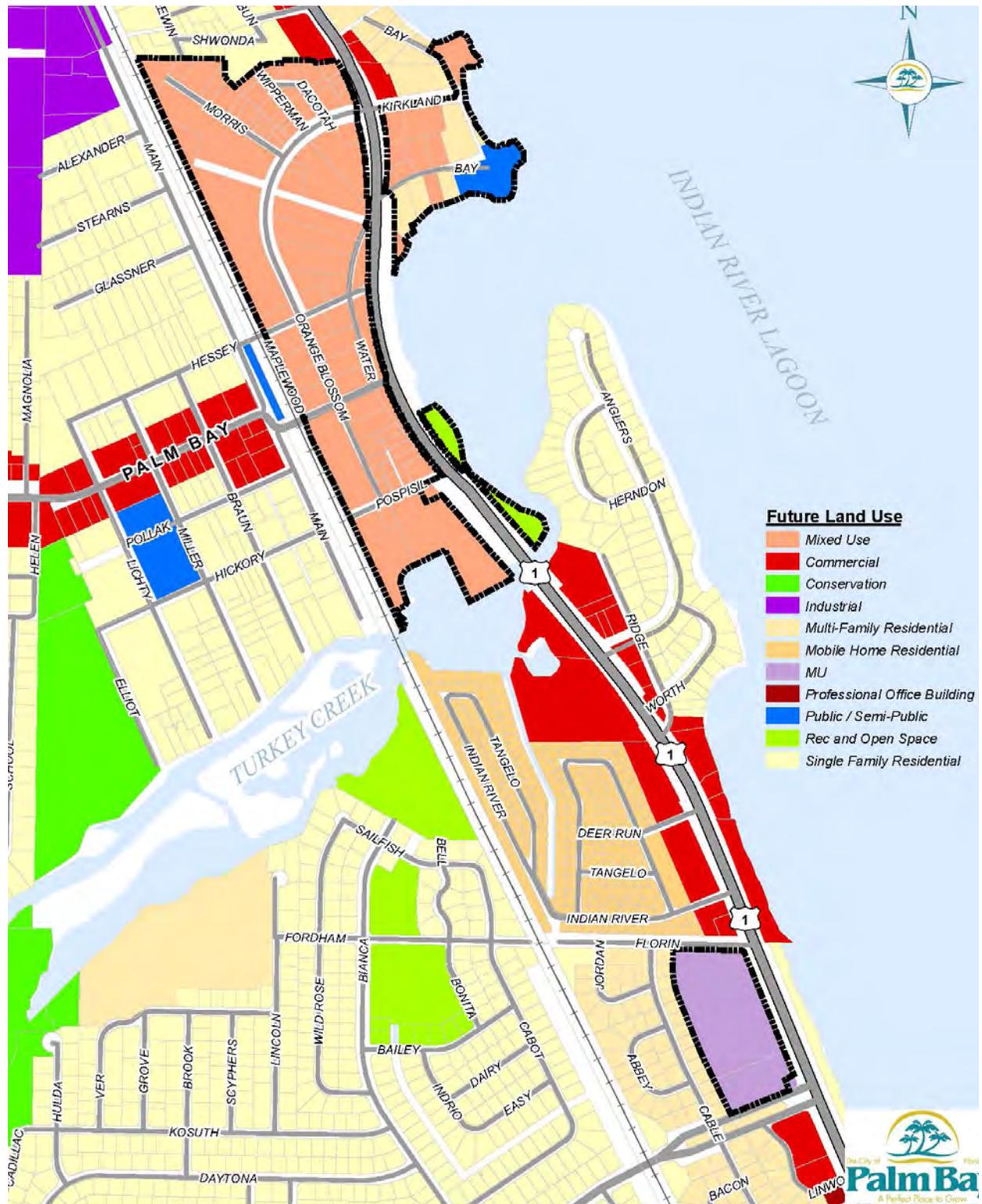


Figure 11: Future land use plan (Source: City of Palm Bay)