

FINAL

Pineapple Avenue Corridor Addition

April 2009

FDOT District 5



Indian River Lagoon National Scenic Byway

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EXECUTIVE SUMMARY

The Indian River Lagoon National Scenic Byway (IRLNSB) is a 166-mile state and federal designated scenic highway. It is currently one of two National Scenic Byways in the state of Florida. It was first designated as a Florida Scenic Highway on June 13, 2000 and was later designated as a National Scenic Byway on June 13, 2002. The Byway is located in Brevard County, Florida and encompasses the following cities and communities from south to north: Wabasso, Sebastian, Grant, Palm Bay, Melbourne Beach, Melbourne, Cocoa Beach, Merritt Island, Cocoa, and Titusville.

Because of its vision for the corridor, regional goals and history of accomplishments, members of the community of Eau Gallie have expressed interest in the corridor and the benefits of being part of this highly regarded designation. Citizen members of the local Crime Watch group and the City of Melbourne's Beautification & Environmental Advisory Committee (hereinafter referred to as the Beautification Committee) have a similar vision for the community of Eau Gallie. Pineapple Ave, a 2.1 mile north/south road within Eau Gallie was identified by these two groups as a possible addition to the IRLNSB. Representatives of these two community advocacy groups approached the Florida Department of Transportation (FDOT) and the IRLNSB Corridor Management Entity (CME) and lobbied for Pineapple Avenue's possible consideration as a corridor addition. (For purposes of document clarity the two advocacy groups making this request will be referred to in this document as the Pineapple Avenue Corridor Addition Sub-Committee.)

On July 16, 2008 the IRLNSB CME voted unanimously to amend the current Corridor Management Plan (CMP) to include the addition of Pineapple Avenue. The IRLNSB CME also has approved the inclusion of a second addition at the south end of the overall corridor. This second addition is being addressed under separate cover.

Pineapple Avenue is rich in intrinsic resources that are consistent with and enhance the overall IRLNSB corridor. This amended CMP has been prepared in conjunction with another corridor addition that is being prepared for an addition at the southern end of the IRLNSB. Documents produced for these two corridor additions are to be used as stand alone additions/references until the IRLNSB Five-Year CMP Update is prepared. Then, these three corridor documents can be merged as one.

1.0 BACKGROUND CONDITIONS ANALYSIS

Pineapple Avenue is a 2.1 mile roadway segment that runs in a north/south direction parallel with the Indian River Lagoon (IRL), directly to the east. It intersects the Indian River Lagoon National Scenic Byway (IRLNSB) at the intersection of Eau Gallie Boulevard (to the south) and US 1 (to the north). This corridor addition is being proposed so that the rich intrinsic resources found along the roadway may be included in the IRLNSB Corridor Management Plan (CMP). Pineapple Ave offers many of the same resources valued by the IRLNSB Vision.

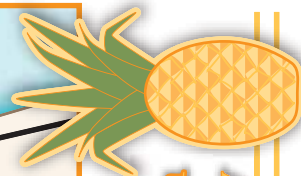
The scenic vistas along Pineapple Ave of the IRL are second to none for this area of the corridor. The addition also offers some unique resources to the corridor that have not yet been fully developed elsewhere along the 166-mile IRLNSB corridor. The Old Pineapple Inn, a National Register of Historic Places (NRHP) landmark, is found along the corridor. The Inn and several other historical structures along Pineapple stand as sentinels, looking out over the IRL.

Additionally, the history of the road itself contributes to its uniqueness. Pineapple Avenue, as it is currently named, was the original alignment of Old Dixie Highway before 1920. Old Dixie was the original lifeline for residents and visitors along the east coast of Florida. The history of all the original communities along the IRL including Melbourne and Eau Gallie are closely connected to this 25 foot strip of weathered pavement. Many great settlers have traveled along this road. These resources, along with the vision and commitment of its community advocates make it an asset worthy of inclusion.

1.1. Corridor Limits

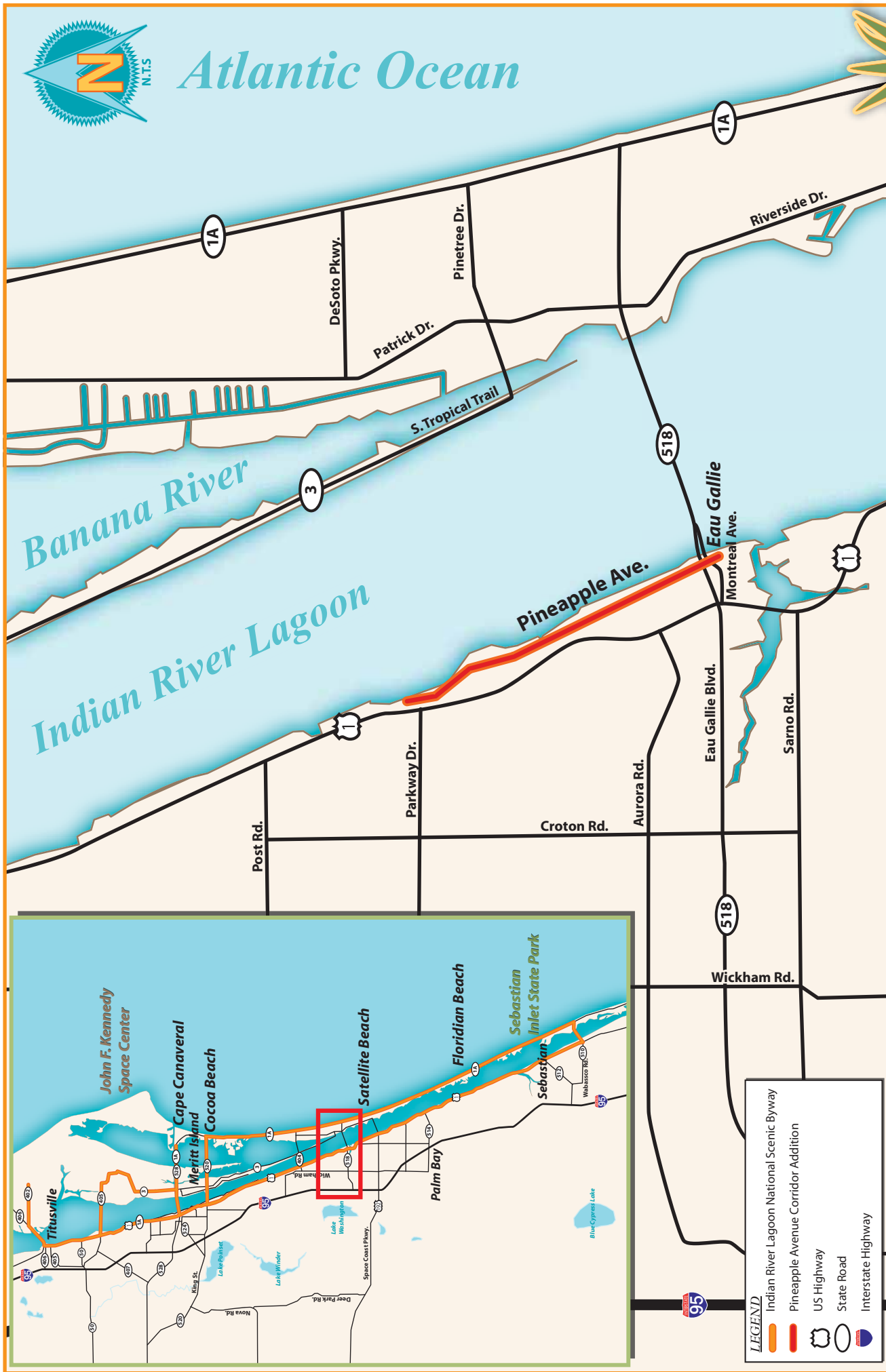
Pineapple Avenue is located within the Eau Gallie community in the City of Melbourne, Brevard County, Florida (see Figure 1, Location Map). Pineapple Avenue begins just south of Eau Gallie Boulevard (at the dead end) and ends to the north at US 1/SR 5 (North Harbor City Boulevard); it is bordered on the east by the Indian River Lagoon and runs parallel to US 1/SR 5 on the west until it merges with US 1/SR 5 just north of Parkway Drive.

Pineapple Avenue is adjacent to the designated IRLNSB, which includes a complete loop of the IRL, formed basically by US 1, CR 410, SR A1A, SR 528, SR 3, and SR 405. This circuit is complemented by the connector causeways SR 520, SR 404, SR 518, and US 192.



Pineapple Avenue Corridor Addition

Indian River Lagoon National Scenic Byway



Project Location Map
Figure 1

1.2. Roadway/Right-of-Way Description

The length of the Pineapple Avenue Corridor Addition to the IRLNSB is approximately 2.1 miles. The corridor lies within the urban boundaries of the Eau Gallie community in the City of Melbourne, in Brevard County, Florida.

Figure 2
Pineapple Avenue



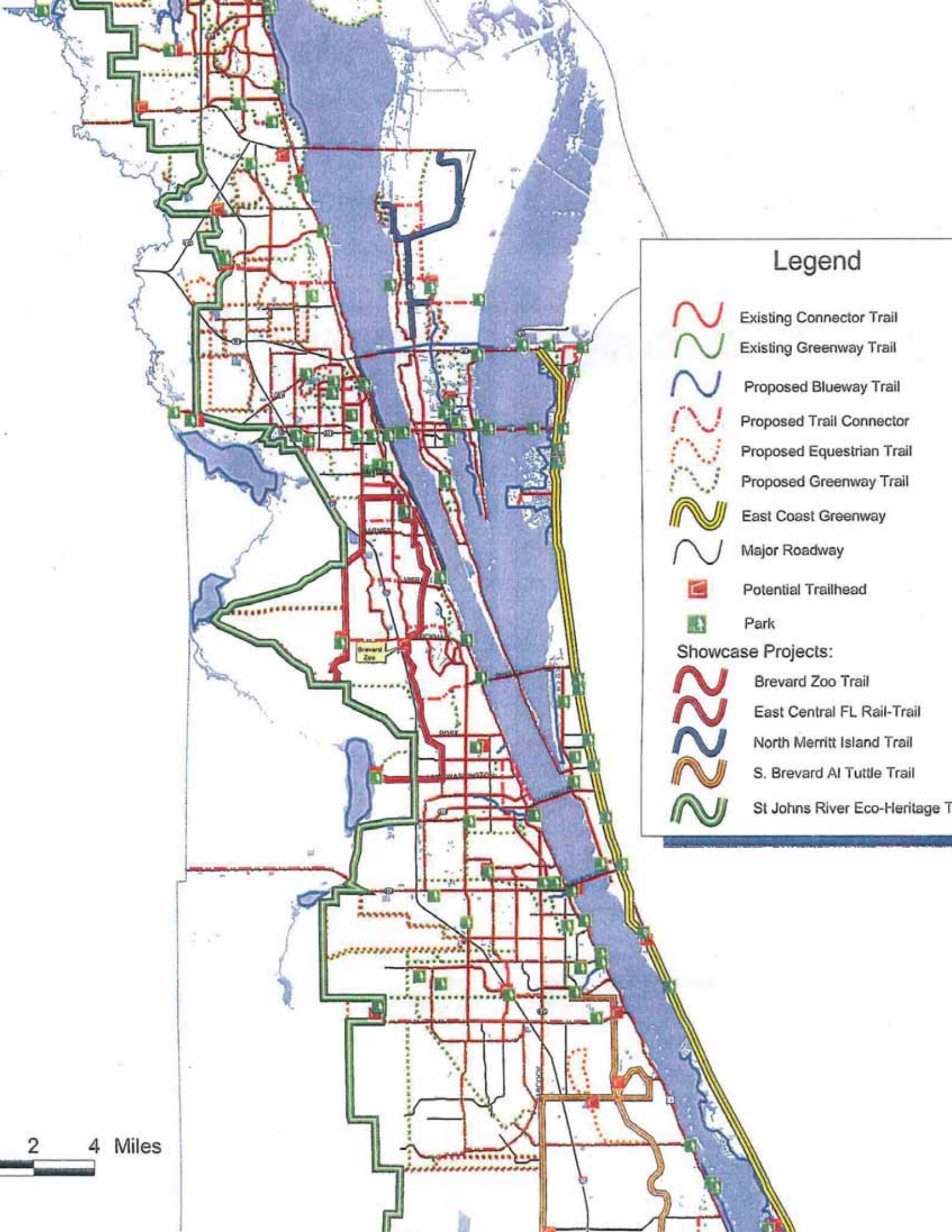
The Pineapple Avenue cross section is a two-lane roadway with ten-foot lanes and shoulder widths varying from one to two feet. There is considerable tree canopy at the southern and mid sections of the corridor. This canopy decreases at the northern limits. Sidewalks are present intermittently along the corridor. Pedestrian crosswalks are located at the major intersections with Eau Gallie Boulevard and Montreal Avenue as well as at the Eau Gallie Public Library. The shoulders permit bicycle use as well. Speed limits vary from 25-30 mph, depending on the section of the corridor.

The Eau Gallie Causeway connects Eau Gallie Boulevard with SR A1A near Indian Harbor Beach, across the IRL. Located entirely within the Melbourne city limits, the causeway consists of a main bridge crossing over the Intracoastal Waterway and a relief bridge.

Pedestrian Amenities

Pedestrian crossings are located at the south end of the corridor as Pineapple Avenue intersects with Eau Gallie Boulevard and Montreal Avenue. There is also a pedestrian crossing at the Eau Gallie Public Library.

Sidewalks are found intermittently along Pineapple Avenue. Some segments of sidewalk pass through canopied areas allowing pedestrians to comfortably stroll through the neighborhood. Pedestrian mapping resources were not available at a level of detail for just this specific area of the City but an overall County map is depicted as Figure 3.



Legend

- Existing Connector Trail
- Existing Greenway Trail
- Proposed Blueway Trail
- Proposed Trail Connector
- Proposed Equestrian Trail
- Proposed Greenway Trail
- East Coast Greenway
- Major Roadway

Potential Trailhead

Park

Showcase Projects:

- Brevard Zoo Trail
- East Central FL Rail-Trail
- North Merritt Island Trail
- S. Brevard Al Tuttle Trail
- St Johns River Eco-Heritage Trail

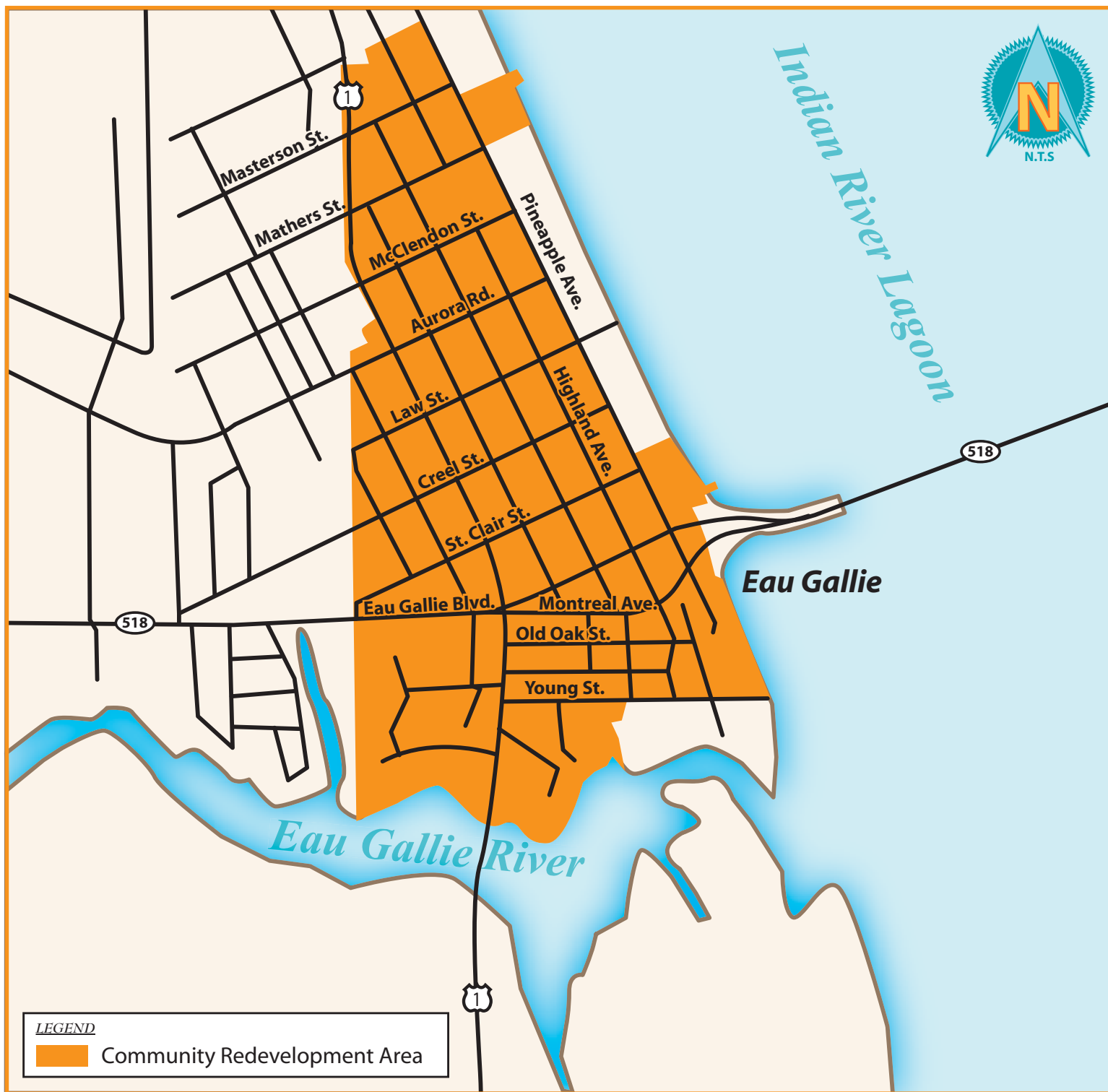
2 4 Miles

In order to support community-driven improvements the Olde Eau Gallie Riverfront Community Redevelopment Agency (CRA) District was established in the year 2000 and expanded in 2005 (Figure 4). Proposed new sidewalks, pedestrian crossings, bicycle lanes and a planned “river walk” will recapture investment and interest within the urban core area of Eau Gallie. Some of these improvements have already been implemented at locations along the Pineapple Avenue corridor. At the time this document was prepared the City of Melbourne was also considering implementing an Art Overlay Zoning District for this area. (In conformance with Goal #1 of the CMP)

The local transit provider, Space Coast Area Transit (SCAT) provides regular fixed-route service to Pineapple Avenue. Route #1 is located along Pineapple Avenue and includes multiple stops for convenient pedestrian access (See Section 1.9 for more information).

Acquisition of Property Rights

Along with the IRLNSB Corridor Management Entity (CME), the Pineapple Avenue Subcommittee is aware that all property acquisitions that are part of the implementation of this designation, involving the use of federal financial assistance, must comply with the Federal Uniform Relocation and Real Property Acquisition Policy Act of 1970 (Title 49, Part 24). Currently no right-of-way acquisition activities are anticipated. If a future need arises, right-of-way activities will be closely coordinated with the appropriate government agencies.



*Community
Redevelopment Area (CRA)*
Figure 4

Pineapple Avenue Corridor Addition
Indian River Lagoon National Scenic Byway



1.3. Existing Land Use and Zoning

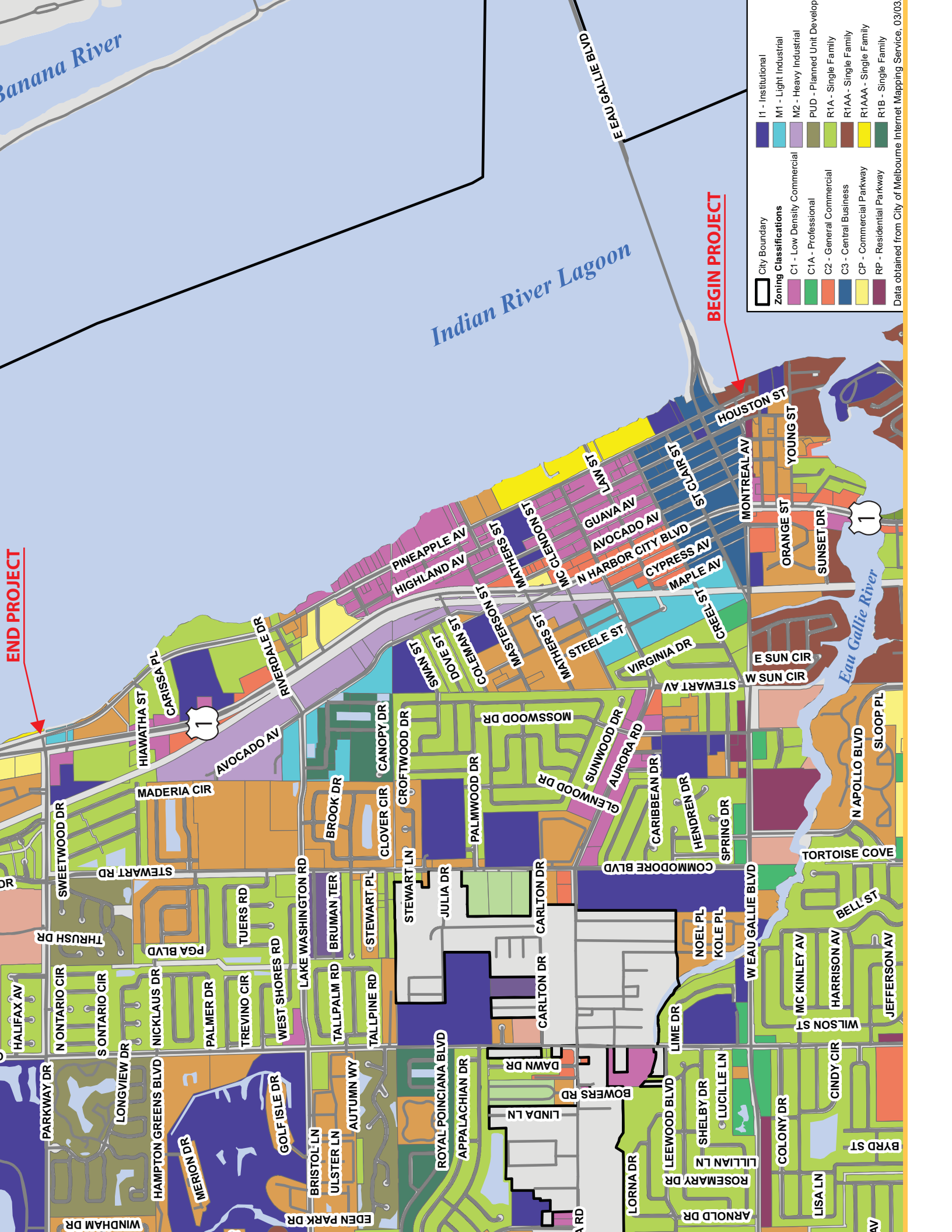
A summary of zoning issues is provided in this section. Existing land use is not tracked for this community but is similarly represented by the development pattern found in the zoning map (Figure 5). The future land use map is updated twice annually and is also used to review development patterns for the City (Figure 6). The principal local government board for areas within the proposed Pineapple Avenue Corridor Addition is the Melbourne City Commission.

The City of Melbourne is an urbanized community. Most of Melbourne is built-out, however, there are some undeveloped areas, and they are targeted for infill improvements and/or revitalization as needed and where permitted. All development is encouraged to utilize existing facilities and allocated capacity where and when available, or the development must extend or expand facilities to meet their needs. By evaluating future service areas, the City is attempting to monitor the growth pattern and densities. Additionally, the City requires a certain amount of open space be maintained in relationship to its development pattern.

The city has made every effort to preserve the natural environment by protecting wetlands, floodplains, native vegetation, environmentally sensitive areas, rivers, shorelines, beaches, bays, estuarine systems, and other significant natural systems. Adopted land development regulations minimize loss due to new development. Conservation areas where trees are untouched are encouraged and in many cases required.

As reflected in the zoning map (Figure 5) the development pattern consists of primarily Low Density Commercial, Institutional and Central Business at the southern end of the corridor with a small allocation for Single Family. Proceeding northward the pattern turns more to residential with varying levels of intensity. Ascension Manor, which is a retirement-age facility, is zoned Institutional and there is Light Industrial at the very northern terminus of the project where it meets US 1.

The Olde Eau Gallie Riverfront CRA (Figure 4) supports this mix of zoning uses, particularly at the southern end of the Pineapple Avenue Corridor Addition. The CRA consists of a mix of commercial, office, and residential uses. The area is experiencing new residential development for the first time in years and vacancy rates have declined. In its leadership role, the CRA has had many successes. A parcel of land was purchased by the CRA and a grant was awarded toward the acquisition for development into a community gathering place. The Eau Gallie pier was redesigned and construction was completed in July 2007. Pineapple Park, adjacent to the pier, is currently under redesign with a planned direct connection from the park to the pier with restrooms, benches, tables, trash receptacles and lighting that would be harmonious with the Eau Gallie Square and Eau Gallie Pier project. In addition to the benefits the CRA provides, the City of Melbourne (at the time this report was prepared) is considering implementing an Art Overlay District (in conformance with Goals #1 and 3 of the CMP).



1.4. Signage

The City of Melbourne has a Sign Ordinance (Chapter 25, Land Development Code) in place that prohibits the use or installation of new billboards. According to the Florida Scenic Highway Program (FSHP) Manual (Section 2.12), once a highway has been designated, the policy on Outdoor Advertising Signage must be complied with for designated Scenic Highway corridors. This policy is in conformance with Section 1046(c); subsection 23 United States Code (USC) 131 of the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA). The policy precludes outdoor advertising on designated scenic highways/byways. However, since Pineapple Avenue isn't a state roadway, all signage requests will be regulated with the City's ordinance.

Due to the primarily residential nature of this corridor there are no commercial-use signs. A sign inventory of the corridor was conducted in the fall of 2008. The type of signs that were found were for regulatory needs, pedestrian and traffic control. Table 1 summarizes the signs found along Pineapple Avenue.

Table 1
Sign Inventory

Sign	Direction
Dead End (southern terminus)	north
No Parking	north and south
No Outlet	north
Speed Limit 25 mph	north and south
No Trucks	north
Pedestrian Crossing	north and south
Children at play (park access)	north
Speed Limit 30 mph	north and south
Do Not Pass	north and south
Bikes Sharing Roadway	north and south
Transit Stops for Route #1	north and south

Once Pineapple Avenue joins the IRLNSB several FSHP signs will be installed for the byway traveler's benefit. A signing plan will be developed for the implementation of these signs.

1.5. Future Land Use

The City of Melbourne's goal is to promote, protect and improve the public health, safety, general welfare and aesthetics through the provision of appropriate land uses. The objective is to regulate the development of land to ensure that newly developed property and redeveloped property is compatible with adjacent land uses and natural features including

topography, vegetation, soil conditions, and air quality which provides for the protection of the natural environment. (In conformance with Goal #1 of the CMP).

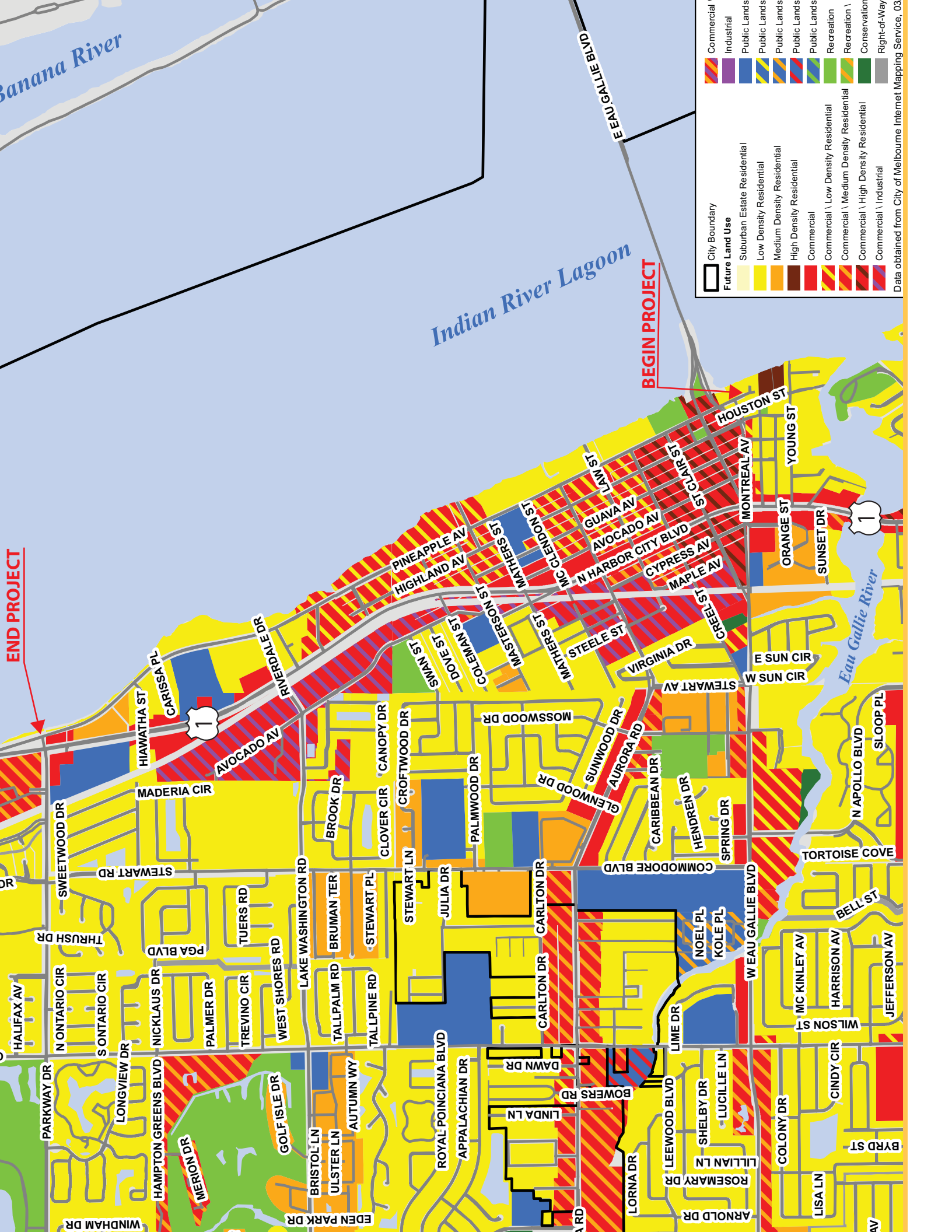
Proposed development must be consistent with both the zoning of the site, adopted land development regulations, and all other provisions in the plan including but not limited to the *Comprehensive Plan's* Goals, Objectives and Policies.

For the purpose of forecasting future land use in the City of Melbourne's *Comprehensive Plan*, the City is divided into land use districts within assigned study areas. This includes several varieties of mixed use designations. The concepts permitted in these districts are described below:

- Protection of established and new residential neighborhoods from incompatible nonresidential intrusion.
- Establishment of commercial/office centers near and along selected collector and arterial roads and nodes.
- Continuation and establishment of mixed uses in appropriate downtown activity and redevelopment cores.
- Establishment of light industrial centers, and commercial or professional uses near the Florida East Coast (FEC) Railway, the Melbourne International Airport, and major arterial and collector street intersections and interchanges at I-95.
- Preservation and enhancement of natural resources and scenic views and the preservation and use of historic structures and areas.
- Provision of services and facilities in a cost-effective manner.

The future land use pattern along the Pineapple Avenue Corridor Addition (see Figure 6) is similar to the zoning pattern. The southern end of the corridor is mostly comprised of Commercial with some Residential uses. There are also Recreational uses found near the Eau Gallie Public Library where the parks and open space areas are found. Traveling northward there is some Commercial found again towards the mid point of the corridor but much of the corridor is Residential. The exceptions are where Ascension Manor is located and defined as Public Lands/Institutions and at the northern terminus with US 1 where it is defined as Commercial.

The City of Melbourne's *Comprehensive Plan*, contains all of the Goals, Objectives, and Policies supporting the land uses described in this section. It is the intent of the Plan to support a pattern of growth that is economically feasible for the city to serve and promote infill and contiguous development of property where urban services are available. The growth and redevelopment of the City of Melbourne is monitored and evaluated continually, to ensure consistency, effectiveness, and fiscal responsibility.



END PROJECT

Indian River Lagoon

BEGIN PROJECT

City Boundary

Future Land Use

Commercial

Industrial

Public Lands

Public Lands

Public Lands

Public Lands

Public Lands

Recreation

Recreation

Conservation

Right-of-Way

Suburban Estate Residential

Low Density Residential

Medium Density Residential

High Density Residential

Commercial

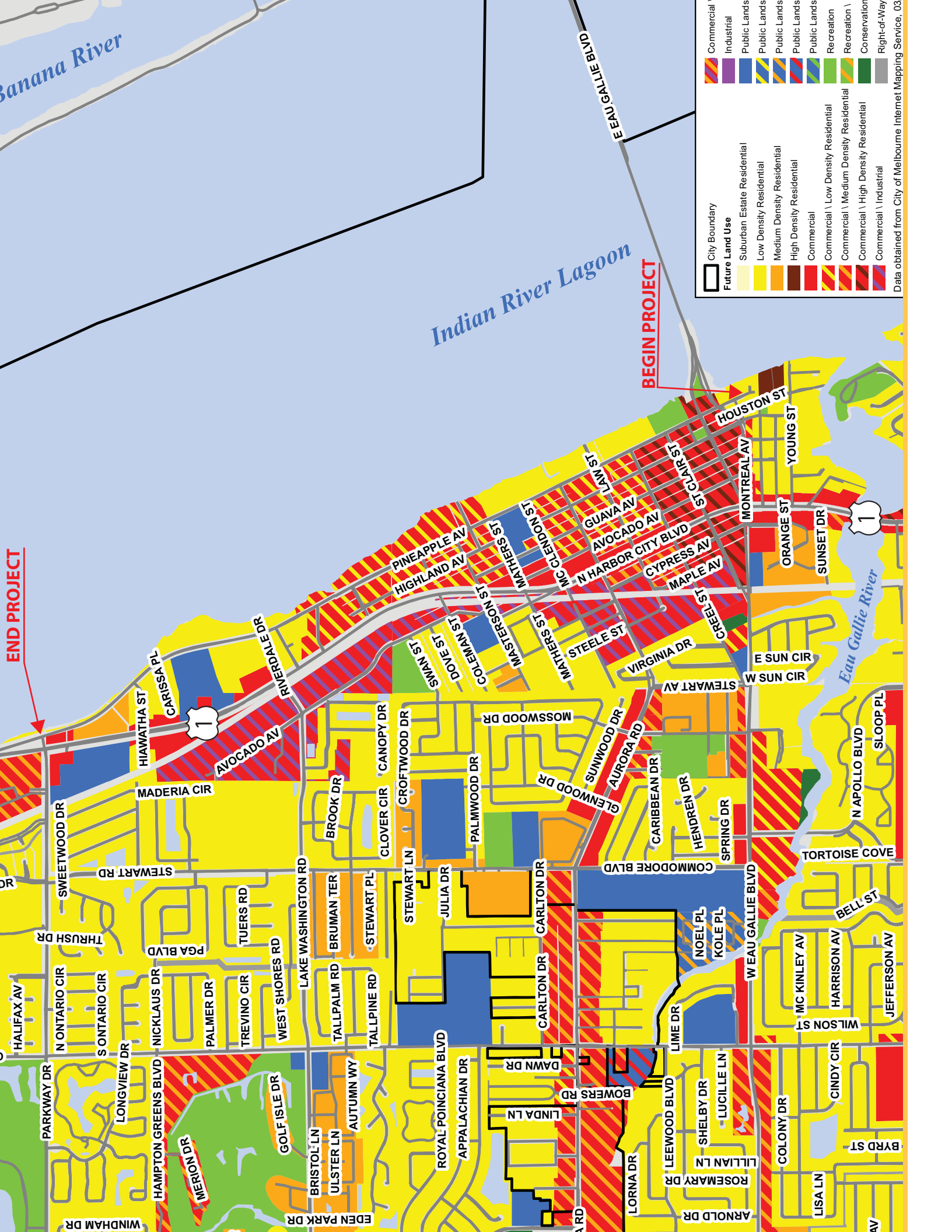
Commercial \ Low Density Residential

Commercial \ Medium Density Residential

Commercial \ High Density Residential

Commercial \ Industrial

Data obtained from City of Melbourne Internet Mapping Service, 03



1.6. Safety Issues

Crash data for the proposed Pineapple Avenue Corridor Addition was obtained from Brevard County Traffic Engineering on September 2008. This data is listed in Table 2 which includes the roadway corridor.

Table 2
Safety Data

Pineapple Avenue, SR 518 (Eau Gallie Boulevard) to US 1 (Parkway Drive)						
Year	2003	2004	2005	2006	2007	Total
Crashes	6	6	9	2	5	28
Fatalities	1	0	0	0	0	1
Injuries	1	2	0	0	0	3

Findings for Safety Issues

- Brevard County Traffic Engineering reported a total of 34 crashes; however, mile post information was only provided for 28 of the 34 crashes regarding the exact location where the crashes took place. For this reason, these six crashes were not included in this report.
- No pedestrian incidents were reported within the study area.
- The crashes on this roadway involved no more than two vehicles.
- There was only one reported crash involving a bicyclist between 2003 and 2007.
- The largest number of crashes in one location (11) occurred at milepost 0.156, which is the intersection of Pineapple Avenue and SR 518 (Eau Gallie Boulevard).
- All of the roadways within the proposed corridor can safely support normal use by two wheel drive motor vehicles.
- The current posted speed limit along Pineapple Avenue varies from 25-30 mph.
- Typical pedestrian amenities such as sidewalks and pedestrian crossings are found intermittently along the corridor.
- Striped bicycle lanes are not currently part of the roadway geometry along Pineapple Avenue; however, the corridor is shared by bicycle users.

1.7. Traffic Volumes/User Types

The typical users of this corridor are those who live or work in the area. There have been observations of some cut-through traffic to bypass the adjacent congested roadways but due

to the low speed limits and monitoring of speed along the corridor, it is not an attractive alternate.

Traditional traffic count data was not available for this document but the Pineapple Avenue Corridor Addition Sub-Committee has worked closely with the City Engineer to identify solutions that benefit the public and the Pineapple Avenue community. (In conformance with Goal #2 of the CMP).

In April 2005 the City Engineer and his staff conducted a review of traffic concerns along Pineapple Avenue. This review was conducted due to the efforts of the local Crime Watch committee and the safety concerns of the local residents. The findings were reported in a memorandum to the City Manager (Appendix A) and as a result some improvements have been made to reduce speeding and signage for pedestrian amenities was improved.

1.8. Level-of-Service

Level-of-Service (LOS) is a term used at the governmental level to describe or categorize the performance of the road in terms of several categories. These include speed and travel times, maneuverability, traffic interruptions, comfort, convenience and safety. Ratings of A through F are used to provide a qualitative measure of traffic conditions, ranging from very favorable (A) to least favorable (F). LOS for a given roadway is also obtained by comparing traffic volumes to roadway capacity.

According to the *Transportation Element* of the *City of Melbourne Comprehensive Plan*, “As specified in the Transportation Goals and Objectives the City of Melbourne has effectively adopted LOS D as being the minimum acceptable peak-hour operating condition on city streets.” There were no unique features attributed to the Pineapple Avenue corridor as being constrained or under additional evaluation.

1.9. Transportation Planning

Local Government Regulations

Transportation Planning along Pineapple Avenue is monitored by Brevard County as well as the City of Melbourne. The County’s Comprehensive Plan has a Transportation Element that identifies Goals, Objectives and Policies for the community. The County also has a Landscaping, Land Clearing and Tree Protection ordinance that provides policy support for the tree canopy that is an important component of the Pineapple Avenue Corridor Addition.

The City of Melbourne has several policies that are in keeping with the FSHP. They have a Scenic Corridors ordinance (Article 1, Chapter 9) as well as a Preservation and Landscape Design ordinance (Article XV, Chapter 9). Finally, they have a Preservation of Historic Resources and Districts, Archaeological Sites and Zones ordinance (Article XI, Chapter 10).

Transit

SCAT was formed on October 1, 1985 with the merger of two regional systems, and is operated as a department of the Brevard County Board of County Commissioners. Fixed-route and paratransit services are available. There are some elderly and special needs populations found along the Pineapple Avenue corridor and are served by SCAT Bus Route 1, the Melbourne/Titusville Connector. Route 1 provides hourly service during the hours of 8:00 a.m. to 5:00 p.m., Monday through Friday as well as evening and Saturday service. The north and southbound stops are located near the Ascension Manor retirement-age facility.

1.10. Roadway Improvements

There are no planned or programmed improvements currently for Pineapple Avenue in the City's Comprehensive Plan. However, recent accomplishments from the efforts of the CRA include enhanced pedestrian facilities located near the intersection of Pineapple Avenue and Eau Gallie Boulevard. (In conformance with Goal #2)

1.11. Social and Economic Conditions

Social Conditions

Pineapple Avenue is located within the Eau Gallie community in the City of Melbourne. This is a unique historic community and the members of the Pineapple Avenue Corridor Addition Sub-Committee hope to showcase the unique intrinsic resources of this "Old Florida" community. The Brevard County Tourist Development Council is an active member of this region and has offered support to the Pineapple Avenue Corridor Addition (see Appendix C for letter of support).

The unique, historic community of Eau Gallie has a little something for everyone with an easygoing atmosphere in the gift shops, bed & breakfasts, galleries, museums, restaurants, parks and other outdoor visitor amenities. The promotion of its historic characteristics also provides a connection to tourism and the historic amenities this community provides. Tourists will find Eau Gallie as charming as the local residents do. The planned revitalization projects will continue to enhance the community and invite travelers to experience this IRL hidden gem. This designation as a historic/cultural resource should attract those with like interests, therefore offering a unique "cottage industry," helping to provide additional economic stability to the community (In conformance with Goals #4 and 5).

Economic Conditions

According to the U.S. Census (Table DP-3, Profile of Selected Economic Characteristics: 2000), the top five employment generators for the City of Melbourne are management, professional, and related occupations; sales and office occupations; service occupations; production, transportation, and material moving occupations; and construction, extraction and maintenance occupations.

Education, health and social services comprise the highest industry category in Melbourne, followed by manufacturing and retail trade. These are typical employment generators in Florida and are common in tourist and seasonal-based economies. Most workers drive to work alone. The median income for the most recent census was \$34,571.

1.12. Tourism and User Facilities

Eau Gallie is a small community nestled against the Indian River (part of the Intracoastal Waterway). For over 100 years this community has thrived and grown, and continued to define itself. Eau Gallie was an independent city in Brevard County, Florida from 1857 to 1969 when citizens voted to merge with neighboring Melbourne. William Henry Gleason (original owner of what is now the Old Pineapple Inn) founded the city. From 1874 to 1878 it served as the county seat of Brevard County. Eau Gallie is French for “rocky waters,” named for the coquina rocks along the shore of the IRL. It is now a small district in the northern part of the city, near the Eau Gallie Causeway. “Melbourne” is the consolidated city name, but old Eau Gallie’s historic charm remains and it has retained an identity of its own.

Eau Gallie offers many types of tourist venues including beach access, hiking trails, locally owned restaurants, gift shops and galleries. Eau Gallie takes great pride in its parks, museums, recreational facilities and colorful local history. The area contains a historic section with several notable museums and houses on or in the vicinity of Pineapple Avenue.

Listed below are points of interest found within the vicinity of Pineapple Avenue:

- Pineapple Avenue (roadway itself)
- Downtown Eau Gallie
- Former Horticultural College
- Eau Gallie Public Library
- Eau Gallie Square
- Pineapple Park Riverfront
- The Old Pineapple Inn, a.k.a the Gleason House
- Former Eau Gallie High School
- Historic Rosseter House Museum
- Winchester Symphony House
- Ascension Manor Pier
- Remnants of the coquina quarry (~1.25 miles north of Eau Gallie Boulevard)
- Future Hotel and Marina Site for Kayak Launch

Figure 7
Features Map



The remainder of this section provides a brief discussion on some of the historical sites on or near Pineapple Avenue, within walking distance, along with other recreational opportunities that are available.

Eau Gallie Public Library - The library was founded in 1898, making it the second oldest library in Brevard County. The founders initially established the library in the Eau Gallie Post Office. The library was moved to several locations over the years, including the city hall, the civic center, and a restaurant. In 1962, the library was moved to its current location at 1521 Pineapple Avenue, where a new building was constructed in 1998.

The Old Pineapple Inn, located at 1736 Pineapple Avenue, is nestled under live oak trees dripping with Spanish moss. A brick walkway leads from Pineapple Avenue, past the original fountain area, to an expansive veranda furnished with antique wicker and a porch swing. This historic bed and breakfast is housed in the William H. Gleason house as listed on the NRHP. This three-story Victorian home was owned by the Gleason family from its initial construction in 1886 until 1995. The structure and grounds have recently undergone an extensive renovation but have maintained the home's original charm.

Figure 8
Old Pineapple Inn



Brevard Art Museum - The Brevard Art Museum, located at 1463 Highland Avenue, was established on March 8, 1978. The museum has grown from a 4,500 square-foot exhibition space consisting of three galleries to a five-gallery facility with a permanent collection of over 3,000 objects and an educational wing with approximately 5,000 square-feet of science exhibition space. The museum is a gathering place, a visitor attraction, and a landmark. The museum collects, displays, and interprets all aspects of the visual arts and offers hands-on art activities.

Historic Rossetter House Museum - The Historic Rossetter House Museum is located at 1320 Highland Avenue, in the historic section of Eau Gallie. The museum is comprised of the James Wadsworth Rossetter House and Gardens (constructed in 1908, added to the National Register of Historic Places on July 27, 2005), the William P. Roesch House (constructed in 1901, a historic U.S. home), and the Houston Family Memorial Cemetery (1965). The museum includes antiques and exhibits that explore local history. The museum is owned by the Rossetter House Foundation, Inc. and managed by the Historical Society.

Figure 9
Historic Rossetter House Museum



Winchester Symphony House - The Winchester Symphony House is a historic U.S. home located at 1500 Highland Avenue. The house currently serves as the headquarters for the administrative staff of the Brevard Symphony Orchestra.

Figure 10
Winchester Symphony House



Eau Gallie Square - The Eau Gallie Square is a half-acre community gathering space located a block from the IRL in the heart of the old downtown Eau Gallie. The park is beautifully landscaped and features a band-shell/pavilion, paved hiking and walking trails, park benches and picnic areas.

Pineapple Park River Front - Pineapple Park, located at 1521 Pineapple Avenue, is situated along the Indian River in the Eau Gallie historic area, next to the Eau Gallie Library. The park features a fishing pier, picnic areas, park benches and a play ground.

As illustrated above, the community of Eau Gallie and the neighborhoods on and adjacent to Pineapple Avenue are rich in resources that enhance the IRLNSB. (In conformance with Goals #1 and 5).

1.13. Other Programs

The Eau Gallie area of Melbourne is the latest portion of the City to be assisted through the creation of a redevelopment district. The area includes a downtown that once served the City of Eau Gallie, which merged with Melbourne in 1969.

A portion of City and county taxes from the area are available for revitalization projects. Everyone living or doing business in the Eau Gallie area has been encouraged to participate in a multifaceted renewal effort. Over the last decade the area has had some economic sustainability struggles. A study was conducted in order to establish a redevelopment district. Redevelopment provides a framework for efforts by the City, residents of the area, and businesses to pursue revival projects.

Two plans are underway in the Eau Gallie area. One is the Neighborhood Revitalization Effort, which began with the local residents asking their local government for assistance with persistent community problems. In response, the City of Melbourne applied to the Urban Infill and Redevelopment Assistance Grant Program for a redevelopment grant. The program was established at the state level in 1999 to assist local governments in efforts to help revitalize urban areas. The program hinges on involvement of area stakeholders in a holistic and collaborative planning process. It produces an implementation program to revitalize the urban infill and redevelopment area.

The second effort has been the establishment of the CRA. The designation responds to merchant needs to recapture investment and interest within the urban core area of Eau Gallie. Brevard County delegated the powers to create, operate, and maintain the Olde Eau Gallie Riverfront CRA to the Melbourne City Council. Specific boundaries, including Pineapple Avenue to the east, were set for the district as shown on Figure 4.

In 2003, Eau Gallie won a national American Planning Award for its downtown redevelopment. A new sidewalk winds 8,100 feet down Pineapple Avenue; people sit outside in the evening, walk or ride bikes. Streets in the area were paved, and lighting was improved. An art gallery was established. Crime has decreased and dilapidated buildings were torn down.

The Pineapple Avenue Corridor Addition Sub-Committee was born from the local Crime Watch and Beautification Committee. These savvy residents and business owners found along the corridor understand that the FSHP is truly an economic development and preservation tool all tied into one. These groups meet regularly and have worked tirelessly to enhance and preserve this part of Melbourne.

2.0 INTRINSIC RESOURCE ASSESSMENT AND DESIGNATION CRITERIA

The Florida Scenic Highways Program (FSHP) is designed to showcase outstanding historical, cultural, archaeological, recreational, natural and scenic resources along Florida's highway system. The primary intent of the program is to designate roadway corridors that preserve, enhance and maintain intrinsic resources for the traveling public's enjoyment. To become designated in the FSHP a corridor must fall into one of two categories: scenic or heritage. The Indian River Lagoon National Scenic Byway (IRLNSB) is designated as a scenic corridor and since Pineapple Avenue is a Corridor Addition, no change is being proposed to that designation. Pineapple Avenue's resources are interpreted as additional resources that *enhance* the IRLNSB.

Appendix B illustrates the Corridor Impressions Survey that was conducted. Many of the resources presented here are shown in the survey. The remainder of this section reviews the ten universal criteria outlined in the FSHP Manual (FSHP Manual Chapter 5) and discusses many of the key contributing factors along the Pineapple Avenue corridor.

Universal Criteria No. 1 – Resources must be visible from the roadway

All the resources for this corridor are visible from the roadway. Pineapple Avenue runs parallel and overlooks the Indian River Lagoon (IRL) to the east. Additionally, Pineapple Avenue is an integral component of the community of Eau Gallie.

Historical Resources

The FSHP Manual (Chapter 5.3) defines historical resources as, "Historical resources embody the distinctive physical elements in the landscape, either natural or manmade, that reflect human actions in relation to past events, sites or structures. These historic resources symbolize an important era in Florida history and serve to educate viewers while providing an appreciation of the past. Such resources may include buildings, Native American habitations, trails, engineering structures, settlement patterns and landscapes."

The historic resources along the corridor are visible from the roadway. Key examples include:

- Pineapple Avenue
- The Old Pineapple Inn, a.k.a the Gleason House
- Former Eau Gallie High School
- Historic Rosseter House Museum
- Winchester Symphony House

Cultural Resources

Chapter 5.3 of the FSHP Manual defines cultural resources as, "Cultural resources are portions of the human environment that express aesthetics, traditions, values and customs. Traditions are usually associated with distinct groups of people and passed on from one generation to the next. Cultural resources may include crafts, music, arts, dance or drama,

rituals, tribal or ethnic customs, festivals, languages, museums, foods, special events, vernacular architecture, physical or recognized legacies, non-resource based recreational activities, and customs practiced by people, in the past or present.”

The community of Eau Gallie has an eclectic vibe that is evident the moment you drive along Pineapple Avenue and the adjacent streets. There are numerous art galleries as well as the Brevard Art Museum and Eau Gallie Public Library. There is a distinct cultural presence in this community. Below are just a few of the cultural amenities available:

- Eau Gallie Public Library
- Guava Art House
- Fifth Avenue Art Gallery
- Brevard Art Museum

Archaeological Resources

The FSHP Manual (Chapter 5.3) defines archaeological resources as, “Archaeological resources embody the physical evidence or remains of known historic or prehistoric human life, activity or culture in Florida. For example, significant ruins, artifacts, inscriptions, structural or human remains may all be considered archaeological resources. These resources differ from historical resources in that they may have existed before written records were kept in an area.”

The first documented settlements in this part of Brevard County are from the Malabar Period (3000 BP–AD 1565). The Malabar Period evolved from the Orange ceramic culture, which existed at the end of the Late Archaic and lasted until the arrival of the Spanish in 1565 AD. Malabar was first defined by Irving Rouse in 1951 as a unique culture located within the confines of the Indian River, beginning at the northern headwaters of the coastal IRL and extending to its southern opening at the St. Lucie Inlet. It can be described as a transition zone between the Glades culture to the south and St. Johns culture to the north. Characteristics of the culture included the absence of corn agriculture, and differences in language, religion and social organization. There are a few well protected locations that contain remnants of these early residents.

In September 1565, Pedro Menendez de Aviles founded St. Augustine, which began a 200-year occupation of *La Florida*. In November 1565, Menendez set out from St. Augustine with a combined land and sea force and encountered the Frenchmen at a place several miles north of Cape Canaveral, where they had constructed an earthwork fortification protected by cannon salvaged from one of their ships. Except for a few, the Frenchmen surrendered to Menendez. The Spanish then destroyed the fortification and all remnants of the French presence at the cape and proceeded south. Menendez continued south until reaching a narrow isthmus between the Atlantic Ocean and the Indian River, where he encountered a concentration of Native American villages and the chief of the Ais. He decided to fortify and settle the area and left a group of 200 Spanish to implement his orders. Shortly after Menendez departed, a number of the Spanish mutinied and abandoned the area, thus ending the first attempt by Europeans to settle the east central Florida region. The Indian River region was part of Spanish Florida for nearly two hundred years. Yet except for

the native population, it remained unsettled. Remnants from the European exploration and settlement period can be found in many places throughout Brevard County.

During the 19th and early 20th centuries agriculture and coquina rock mining dominated this part of Florida. In fact, this part of Brevard County is known for the former Dole Pineapple agricultural presence and also for its coquina rock mining activities. While these are industries of the past there are traces that remain.

Recreational Resources

The FSHP Manual (Chapter 5.3) defines recreational resources with the following language, “Recreational resources provide either active or passive outdoor recreational activities directly dependent upon the natural elements of the landscape. These activities may include boating, saltwater and freshwater fishing, hiking, canoeing, camping (RV/Trailer and tent), biking, saltwater beach activities, wildlife viewing, horseback riding, driving, hunting and picnicking.”

There are multiple passive recreational options along this corridor. There is also bicycle signage that permits the use of bicycles along the corridor. While there is no designated bicycle lane striping the low speed limits and adequate shoulder widths are suitable for cyclists. Below are just a few of the recreational resources available:

- Downtown Eau Gallie
- Eau Gallie Square
- Pineapple Park Riverfront

Natural Resources

The FSHP Manual (Chapter 5.3) defines natural resources as, “Natural resources occur naturally in the environment. Examples include wetlands, marshes, geological features, forests, landforms or topography, as well as water bodies and vegetation that are indigenous and characteristic of Florida and its differing regions. These resources should show minimal evidence of exotic vegetation and adverse human disruption.”

The primary natural resource found along Pineapple Avenue is the IRL. It is an undisturbed water amenity that is known for its national significance as part of the National Estuary Program.

Scenic Resources

Scenic resources are defined in the FSHP Manual (Chapter 5.3) as, “Scenic resources may include a combination of natural and manmade features that give remarkable character to the visual landscape. These resources are striking in appearance, and provide a pleasing and memorable experience for viewers.”

The Pineapple Avenue Corridor Addition has many locations along the corridor that can provide scenic vistas. Here are a few points to consider:

- View of IRL from the Eau Gallie Public Library
- Pineapple Avenue
- Bonefish Willie's Restaurant
- Eau Gallie Causeway

Figure 11
Scenic View from the Eau Gallie Public Library



Universal Criteria No. 2 – The corridor must tell a story that relates to its intrinsic resources

As outlined in Chapter 5 of this document, the Pineapple Avenue Corridor Addition tells a story untold to the IRLNSB up until now. The rich historic and agricultural footprint of this community provides a unique opportunity for the byway traveler to experience “Old Florida” amid an urbanized area. W. H. Gleason (original owner of The Old Pineapple Inn property) came to this area in the late 1860s and founded the city of Eau Gallie. He and other earlier settlers were drawn to this area because of its proximity to the IRL since it provided both transportation and a source of nourishment. The railroad soon followed and arrived in the late 1890s and the area was forever changed.

In the mid 20th century nearby Melbourne and the City of Eau Gallie merged as one and today is known as the City of Melbourne but the Eau Gallie community lives on and the story is told in the local history books as well as through the proprietors of the many historic homes.

In addition to the rich history of this community, the scenic vistas from the Pineapple Riverfront Park as well as throughout the 2.1 miles are breathtaking and will encourage the byway traveler to stop and park at one of the convenient amenities and relax. This Addition provides a passive recreational opportunity to experience the Lagoon that is unique to this stretch of the IRLNSB. The cultural features are tremendous for such a small community as museums and art galleries dot the landscape. There are many opportunities along this 2.1 mile stretch for the byway traveler to get a sense of the Pineapple Avenue story.

Universal Criteria No. 3 – The roadway must be a public road that safely accommodates two-wheel drive vehicles

Pineapple Avenue is a public road that accommodates two-wheel drive automobiles as well as other vehicles.

Universal Criteria No. 4 – The corridor must exhibit significant, exceptional and distinctive features of the region it traverses

As seen on Figure 7, there are many features along the Pineapple Avenue corridor that will enhance the IRLNSB when the Addition is complete. Museums, historic homes, art galleries, scenic vistas, public parks and a generous tree canopy are all found along the 2.1 miles of Pineapple Avenue.

Universal Criteria No. 5 – The roadway must be at least one mile in length and if appropriate, provide access to the resources

The existing IRLNSB is 166 miles in length and the Pineapple Avenue Corridor Addition is 2.1 miles.

Universal Criteria No. 6 – A majority of the corridor must exhibit the qualifying resources; these resources should be as continuous as possible, for the present and future

As depicted in Figure 7, the resources along the Pineapple Avenue corridor (and adjacent community roadways) have a continuous flow of intrinsic resources.

Universal Criteria No. 7 – A Corridor Advocacy Group (CAG) must be organized to support the scenic highway designation

The IRLNSB has been organized for nearly ten years. The existing Corridor Management Entity (CME), which supersedes the CAG designation by virtue of being an existing Florida Scenic Highway overseeing the Corridor Management Plan (CMP). The Pineapple Avenue Corridor Addition Sub-Committee has worked with the CME to gain support for the Addition.

Universal Criteria No. 8 – A Community Participation Program (CPP) must be developed and implemented

Please see Section 7.0 of this document for the Pineapple Avenue Corridor Addition CPP. In brief, this CPP outlines a number of tools that can be used by the CME in addition to those in the current CPP found in the IRLNSB CMP. Once the IRLNSB begins the Five-Year CMP Update an updated and all encompassing CPP will be developed that addresses all of the corridor Additions (Pineapple Avenue and the southern addition).

Universal Criteria No. 9 – Strong local support must be demonstrated

Numerous letters of support, including one from the IRLNSB CME, have been obtained for this effort and can be found in Appendix C. In addition to the letters of support, the City of Melbourne (the governing agency for Pineapple Avenue) has provided a Resolution of support as well.

Universal Criteria No. 10 – A Corridor Management Plan must be developed with the endorsement of local governments

This document is considered an amendment to the IRLNSB existing CMP. During the next Five-Year CMP Update the IRLNSB CME will provide a single CMP that includes the original corridor and the subsequent additions into a single Plan.

3.0 CORRIDOR VISION

The Indian River Lagoon National Scenic Byway (IRLNSB) Corridor Management Entity (CME) developed a Vision Statement as part of their original Corridor Management Plan (CMP) (see Appendix D). Recently the CME has updated their corridor vision as part of an organizational needs assessment process that was conducted in the Winter of 2008/2009. The updated vision is as follows:

“The Indian River Lagoon National Scenic Byway promotes an environment where travelers are surrounded by a unique and diverse habitat with special places and breathtaking scenery that inspires a sense of calmness and creates unforgettable memories.”

4.0 INDIAN RIVER LAGOON NATIONAL SCENIC BYWAY INVENTORY OF THE GOALS, OBJECTIVES AND STRATEGIES FOR THE PINEAPPLE CORRIDOR ADDITION

In order to effectively amend the Indian River Lagoon National Scenic Byway (IRLNSB) Corridor Management Plan (CMP) to include the Pineapple Avenue Corridor Addition, the existing Goals, Objectives and Strategies (GOSs) of the IRLNSB were reviewed. For the most part the GOSs were found to be inclusive of the needs of the Addition but the Pineapple Avenue Sub-Committee has outlined herein some minor revisions and/or additions to consider. The supplemental GOSs identified below are intended to support and enhance the IRLNSB Corridor Vision while still addressing the needs of the Addition. IRLNSB's current GOSs and Vision are included in this document and can be found in Appendices D and E. Since this Addition is being prepared concurrently with a southern addition (under separate cover) to the IRLNSB, it is the intent of the Corridor Management Entity (CME) that once the two additions are approved, the three sets of analyses will be combined into one and included in the Five-Year CMP Update.

Goal 1: Natural Resources - Protect, preserve, maintain and enhance the intrinsic resources of the corridor.

Edit Objective 1.4: Identify and work to preserve significant historical, cultural and archaeological resources within the corridor.

- New Strategy: Support the protection of resources identified.
- New Strategy: Work with the local government as applicable and select one resource per year and work to develop measures to enhance its protection. (This could be National Register of Historic Places (NRHP) nomination, grants, signage etc).
- New Strategy: Work with other advocacy groups to identify ways to develop informational materials and market these resources.

Edit Objective 1.8: Enhance areas along the corridor in which the scenic views have been impaired or blighted.

- New strategy: Identify government owned properties/corridors available to provide additional access to the corridor resources.
- New strategy: Work with local government to ensure that these corridors are identified and maintained.

New Objective: Emphasize the importance of roadway tree canopy wherein no conflict occurs with local government or state government regulation.

- New Strategy: Survey and identify locations of existing tree canopy.
- New Strategy: Identify examples of model tree canopy ordinances.

- New Strategy: Work with local advocates to draft sample ordinance language for presentation to local governments.
- New Strategy: Work with advocates to identify areas for potential plantings to increase canopy.

New Objective: Work with the local governments to ensure sustainability of the corridor.

- New Strategy: Identify local government laws/codes that help protect corridor resources.
- New Strategy: Inform local officials on Corridor Vision and GOSs.

New Objective: Promote community partnerships for litter control.

- New Strategy: Identify areas along the corridor where there are no existing recycling programs in place.
- New Strategy: Advocate for the implementation of recycling programs in areas where no program currently exists.
- New Strategy: Encourage “Adopt-a-Highway” sponsorship programs along the corridor.
- New Strategy: Monitor local government efforts to identify sites for additional trash receptacles along the corridor and ensure that all are kept in good repair and emptied frequently enough to minimize debris accumulation.

New Objective: Identify and protect local animal and marine habitats.

- New Strategy: Partner with local governments and agencies that support the corridor for habitat preservation and protection efforts.

Goal 2: Highway Safety - Provide for safe, non-congested, destination-targeted multi-modal transportation throughout the corridor.

Edit Objective 2.4: Improve highway safety by identifying and working to implement reasonable engineering solutions, i.e. traffic operations and pedestrian improvements.

- New Strategy: Partner with Florida Department of Transportation (FDOT) and local government to evaluate pedestrian safety (i.e. traffic calming devices, pedestrian crossings) along the corridor.
- New Strategy: Work with FDOT, Metropolitan Planning Organization (MPO) and local government to identify traffic and pedestrian safety issues and consider appropriate solutions.

Goal 3: Support and Participation - Enlist community support and participation in the planning and implementation process.

Edit Objective 3.1: Seek to inform the public, generate support, and establish partnerships with local governments and regional agencies to promote the corridor.

- New Strategy: Develop and maintain an electronic database of contacts and membership. This database will be utilized to communicate with agencies, members and all pertinent contacts.
- New Strategy: Identify and demonstrate the corridor's value and benefits and communicate successes through electronic media.
- New Strategy: Ensure that the corridor web site is connected to sites with similar vision including the FDOT scenic highway site, and VISIT FLORIDA.
- New Strategy: Coordinate with existing Brevard County marketing programs (i.e. Chambers of Commerce and Tourist Development Councils) to ensure that the scenic highway is a component of their materials.
- New Strategy: Participate in a speaker's bureau or similar organizations to educate the citizens of the IRLNSB with the vision and accomplishments of the corridor.
- New Strategy: Identify funding opportunities to support the development/distribution of marketing materials.
- New Strategy: Develop a marketing video that emphasizes the corridor vision and intrinsic resources.
- New Strategy: The CME will develop and maintain a biannual newsletter of membership activities and local calendar of events.

New Objective: Ensure that significant resources along the corridor, that meet the vision of the scenic highway, are recognized and valued.

- New Strategy: Identify new resources along the corridor that support the overall vision of the scenic highway.
- New Strategy: Support the inclusion (as appropriate) of these resources in the scenic highway.
- New Strategy: Recognize additions to the corridor through informational releases, additional signage etc.
- New Strategy: Encourage/educate new participants to assume corridor management /volunteer roles.

Goal 4: Education - Provide public education on the corridor and disseminate the corridor story.

New Objective: Develop informational tools that are issue specific and educate on the corridor's diverse resources.

- New Strategy: Establish an educational opportunities committee to identify/prioritize educational options.
- New Strategy: Develop informational materials capable of presenting the wide range of resources available from the scenic highway.
- New Strategy: Ensure that informational materials are made available to the public including a display at the Lagoon House.

Goal 5: Economic Development - Promote low-impact economic development and resource-based tourism.

New Objective: Encourage sustainable economic development and tourism activities consistent with the scenic highway vision.

- New Strategy: Encourage residents/businesses that blend design elements such as facades with natural surroundings.
- New Strategy: Encourage strong, active resource centers that increase tax base and enhance the quality of life.

5.0 CORRIDOR STORY

The corridor story for Pineapple Avenue begins with the history of the two cities (Eau Gallie and Melbourne) that it has been associated with since the first settlers came to this area. The earliest permanent settlers of Melbourne came to the Crane Creek area about 1870-1872. The first real influx of families - the Clohecys and the Bradleys - arrived in 1874 and 1875 respectively. The Richard W. Goode family came from Chicago area in 1877. C. J. Hector arrived from Australia in 1878. When the first post office was established in 1880, straws were drawn by the Goodes and Hector in an effort to determine the name of the community. Fountainhead, Villa Ridge and Melbourne were the choices for the name of the new town. The long straw was drawn and Melbourne became the name of the growing settlement. It honored the city in Australia where Hector had once lived.

The first schoolhouse in Melbourne was built in 1883 (still existing on the campus of Florida Institute of Technology). Dr. William M. Fee, Melbourne's first doctor, arrived that same year. The first church, Allen Chapel A.M.E., was built in 1885, with Holy Trinity Episcopal Church being built in 1886. Melbourne's first newspaper, The Indian River News was published in 1887. The town was incorporated the following year (1888). The Jacksonville, St. Augustine and Indian River Railway reached Melbourne in July, 1893.

Eau Gallie is the older of the two communities. Its first permanent settler was John C. Houston. Houston had been sent by the U.S. Army to Florida's East Coast to determine how many Seminole Indians were still living in the area. This was following the Third Seminole War. Houston thought the area to be a beautiful and productive land and decided he wanted to live here. He obtained his discharge from the Army, came to the East Coast with his oldest son and 14 slaves in 1859, to begin clearing land and building a home. In 1860, he brought his wife and other children here. Houston named the area Arlington, for a community near Jacksonville where he had once lived.

W.H. Gleason came to the area in the late 1860s. He was sent by the War Department to evaluate Florida as a colony for newly freed slaves. He made his way at some point through Arlington, the settlement founded by Houston. He liked the area so much he purchased 16,000 acres at \$1.25 an acre. He founded the city of Eau Gallie, Florida (by renaming Arlington) shortly after, and moved his family including his wife, Sara G., and sons William H. H. Gleason and George G. Gleason. The Gleason family had been founders of Eau Claire, WI. Apparently Gleason took the French word "eau" meaning water, and a deviation of the French term "aglet" meaning gravel, to christen this town with a name that has been loosely translated as "rocky water". The shore line of Eau Gallie along the Indian River is lined with coquina rocks.

In 1872, W.H. Gleason offered the Florida legislature 2,320 acres in the Eau Gallie area for a state agricultural college. The offer was accepted and construction began on the west bank of the Indian River (along what is now Pineapple Avenue) of a building made of coquina rocks, quarried from the nearby river. But in 1877, a change in politics in Tallahassee led the college site to be changed to Lake City. (This was the forerunner of what is now the

University of Florida.) The one college building in Eau Gallie was sold to Gleason who turned it into the Granada Hotel.

The early history of the area was closely tied to the Indian River. Both towns were settled at the junctions of large creeks and the Indian River. Early survival depended on the river as a source of both food and transportation. Several piers jutted into the Lagoon to receive goods and travelers. Even in the evenings, downtown activities centered on the river as steamboats arrived with visitors.

With the arrival of the railroad in the 1890's the area flourished. Efficient transportation made large-scale agriculture, timber operations and tourism feasible. Visitors from the north wanted to sit on the bluffs and enjoy the scenic vistas and pristine waters of the Indian River. Even with the arrival of railroads the community never lost its love for the river that was at its doorstep. The railroad eventually eased the Indian River steamboats out of business, but it was many years before the settlers willingly gave up steamboat travel altogether.

In the boom days of the 1920s large hotels sprang up in the area. These hotels welcomed visitors from Jacksonville and the northeast. To meet demand for access to the east coast of Florida US 1 was soon completed. The completion of this highway was one of the most significant influences on the early growth of the area. People took to the roads in large numbers to enjoy what Florida had to offer and because Melbourne and Eau Gallie were located midway between Jacksonville and Miami, they became ideal refueling and overnight stops on the new Dixie Highway (US 1).

Pineapple Avenue appears on the earliest maps of Eau Gallie. Early-on, these maps show that Pineapple was part of Dixie Highway through Eau Gallie. Because of its location on the bluffs overlooking the Indian River development arrived early to this tree lined street. Much of it was integral to the history of the community.

Coquina rock was a valuable resource in early Florida history. It has been noted that the Carl H. Fay pit was along the shoreline of the Pineapple Avenue corridor.

Figure 12
Coquina in Carl H. Fay Pit : Eau Gallie, Florida (GE0803)



The Gleason family constructed an ornate 3-story home on Pineapple in 1892. Now known as the Pineapple Inn, it was constructed in a Queen Anne Victorian style with a tower and gingerbread, with some scale siding. Florida Lieutenant Governor William Henry Gleason lived in the home for years and it was occupied by at least one Gleason family member until 1990. In the early years this home offered wide vistas of the Indian River to the east.

In the 1890's The Florida East Coast Railroad (then named the Jacksonville, St. Augustine, and Indian River Railroad) constructed a rail spur that crossed Pineapple and ended on a dock that reached out into the Indian River. This spur was used to load freight and passengers onto riverboats for trips to South Florida. In 1902, the East Coast Lumber and Supply Company built its planing mill on this same site. A waterwheel powered by an artesian well produced the electricity needed to power the mill. In 1925, the Harbor City Hotel was built on this same site along Pineapple Avenue.

In the early 1900's the Eau Gallie Jail was located along Pineapple Avenue. The first library was founded by the Eau Gallie Woman's Club and was located in Ella Rossetter's insurance office on Eau Gallie Boulevard at Pineapple Avenue. In 1939, it consisted of 25 books. Dr. Charles W. Lansing built a drug store and four rental cottages on this corner during the 1880s.

In December, 1894 and again in February, 1895, hard freezes wiped out the citrus and pineapple industries, taking both endeavors years to recover. By 1900, there was a sandy, one-lane trail between Melbourne and Eau Gallie and for some distance along the East Coast. This was the beginning of land travel, as opposed to water travel which had been the only means of transportation for many years.

From a city of 4,011 in 1945, Melbourne has grown to become a metropolis of 68,000 in 1999. Its wooden bridges (both Melbourne and Eau Gallie) have been replaced by high-rise concrete spans. Its lovely beaches have become cluttered with high-rise condominiums and hotels. What is now the city of Melbourne, in Brevard County, Florida, are the results of a merger, in 1969, with the adjoining city of Eau Gallie. Thus Melbourne has two identities, two histories.

6.0 CORRIDOR MANAGEMENT ENTITY

In accordance with the Florida Scenic Highway Program (FSHP) Manual the Corridor Management Entity (CME) "...will serve as the caretaker of the scenic corridor by ensuring that the Action Plan is executed and that all corridor activities are monitored and implemented according to the Corridor Management Plan (CMP)." (FSHP Manual Page 3-16).

Organization of the CME

The Indian River Lagoon National Scenic Byway (IRLNSB) CME is a focused and diverse group of individuals who (at the time this report was prepared) just completed updating their By-Laws (Appendix F). The By-Laws are intended to serve as the guiding document for the CME. As with any designated corridor, flexibility is imperative. Over time, objectives are accomplished, set aside and/or modified. The By-Laws allow for growth as needed while responding to an ever constant Corridor Vision.

As the Pineapple Avenue Corridor Addition and southern addition (under separate cover) are being submitted concurrently as updates to the IRLNSB it is understood that these By-Laws will govern all three sets of Goals, Objectives and Strategies (GOSs). Once the IRLNSB Five-Year CMP Update is prepared, the three sets of documents will be blended into one.

The Pineapple Avenue Corridor Addition Sub-Committee supports the IRLNSB CME by attending their meetings and providing communication with its leadership on the Corridor Addition's progress. It is anticipated that individuals from the Pineapple Avenue Corridor Addition Sub-Committee will maintain their interest in the corridor and maintain their membership with the CME.

7.0 COMMUNITY PARTICIPATION PROGRAM

The Indian River Lagoon National Scenic Byway (IRLNSB) Corridor Management Plan (CMP) provides a Community Participation Program (CPP) that highlights concepts such as engaging the public as needed and providing an informational website. This CPP for the Pineapple Avenue Corridor Addition takes that original program and offers several additional community participation tools that can supplement those currently in place.

The Pineapple Avenue CPP has been developed to identify the community participation tools that can be utilized to meet the requirements of the Florida Scenic Highway Program (FSHP), the vision and goals of the Corridor Management Entity (CME) and the needs of the community. The objective of this CPP is to inform the general public, special interest groups, local businesses and business groups, local governments, planning organizations and other interested agencies of the CME's current efforts to designate the Pineapple Avenue corridor as an addition to the IRLNSB. The goal of this program is to ensure that this designation reflects the overall vision and goals of the IRLNSB CME. All of those who are involved in this effort realize that it is only through community awareness, education and interaction that consensus can be built to ensure the success of this Scenic Byway addition.

I. Public Outreach

One of the CME's overall goals is to engage the community to the maximum extent possible and to act with the support of the community in the designation and then the implementation of the CMP. The CPP provides detailed guidance for conducting community awareness and participation in the Pineapple Avenue designation effort. Additionally, this CPP will continue to be the CME's guidance prior to the Five-Year CMP Update. The Pineapple Avenue Corridor Addition Sub-Committee has outlined basic philosophies for the CPP that propose to heighten awareness, build consensus, and foster public involvement to support the vision of the Addition. This CPP builds on those original goals and also addresses many of the community participation techniques available to ensure that the community remains involved in the IRLNSB.

A. Identifying the Community

The Sub-Committee currently maintains a mailing list of all stakeholders that either have an interest in the designation and long term success of the corridor, or are property owners and tenants adjacent to the corridor. The Sub-Committee will continue to update and expand this stakeholder list to include other potentially interested parties and organizations as appropriate. Since the Pineapple Avenue Corridor Addition is smaller than the overall IRLNSB the list of stakeholders is reflective of the Eau Gallie community.

- Brevard Museum of Art
- Eau Gallie Public Library
- City of Melbourne Leisure Services
- City of Melbourne Planning Department
- Tourist Development Council

- Eau Gallie area churches
- Eau Gallie area civic organizations
- Crime Watch
- Beautification Committee
- City of Melbourne Commission
- Eau Gallie Arts District

Once the Pineapple Avenue Corridor Addition and southern addition have been confirmed as additions to the IRLNSB a combined CPP will be developed with stakeholders that are reflective of the entire corridor and may include:

- Agencies with Jurisdiction over Portions of the Corridor
- Business Owners
- Chambers of Commerce
- Specific advocacy groups (e.g. historic, biking, ecotourism)
- Churches/Religious Groups
- City Halls
- Civic Centers
- Civic/Fraternal Organizations
- Clubs and Other Special Interest Groups
- Economic Development Agencies
- Elected Officials
- Employers of large local companies
- Environmental Groups and Conservation Organizations
- Governments with Jurisdiction over Portions of the Corridor
- Historic Sites
- Home Owner's Associations
- Land Developers
- Libraries
- Metropolitan Planning Organizations
- Regional Planning Councils
- Schools/Local School Boards
- Visitors' Centers/Tourism Agencies

II. Public Outreach Tools

The Sub-Committee has identified the following additional public outreach opportunities that may be used to help accomplish the vision and goals of the overall IRLNSB. A combination of the following techniques may be employed to engage the public on corridor specific issues. The appropriate outreach methods will be determined based on the specific need.

A. Corridor Management Entity Meetings

CME meetings are generally held monthly. These meetings are open to the public and are advertised in advance. The meetings are typically held on the first Thursday of each month

at the Indian River Lagoon House. This facility meets Americans with Disabilities Act (ADA) requirements. All meetings will have an agenda and meeting minutes will be prepared and maintained. Meeting minutes will also be posted on a web site for public review. Issue-specific sub-committees may also be established by the IRLNSB CME. These meetings will also be noticed as appropriate and conducted in locations that allow community participation.

B. Public Meetings

Public meetings may be scheduled, as necessary, to present and implement the goals of the group, inform the public of the designation status, receive input, and request community consensus and support. For significant issues, an informational public meeting may be considered to collect additional input. These meetings would be in addition to the regularly scheduled CME meetings. Public meetings require significant planning and preparations and the following list of items should be considered.

Date, Time and Location

Due to the length of the corridor, multiple meetings may need to be conducted. Public meetings should be scheduled during the work week, Monday through Thursday, to facilitate maximum opportunity for the public to participate. Based on the target audience day and/or night meetings will need to be considered. An attempt should be made to ensure that the meeting is held during a time of year when seasonal residents are most likely to be in the area.

The meeting location should be based on anticipated attendance, proximity to the corridor, community involvement, safety (such as adequate parking lot lighting), availability and easy accessibility. The meeting should also be held at a site that is ADA compliant and provide “reasonable accommodation” and access for physically handicapped and disabled persons wishing to attend and participate. The meeting room should have ample open space to accommodate workstations, display boards, mingling, and some seating. A sound system should be available to insure all attendees are able to clearly hear and understand the speaking portions of the meeting as well as the presentation. Outdoor signage should be provided to direct attendees to the meeting location.

Meeting Format

The format for an informational meeting should be one that facilitates good interaction and communication with the attendees. A brief PowerPoint presentation may be developed and display boards and project documents regarding issues to be discussed should be considered. Handouts should be provided; outlining the meeting purpose and agenda as well as corridor specific information.

Visualization Techniques

Examples of visualization techniques include sketches, drawings, artist renderings, physical models and maps, simulated photos, videos, computer modeled manipulation and computer

simulation. Visualization techniques will be developed, as appropriate, for the public meetings.

Survey/Comment Forms

One way to monitor public support is to administer an opinion survey to local residents and visitors. Questions may be asked such as: “What is your impression of the corridor?” or “Do you feel the corridor’s resources warrant recognition and protection through designation?” Survey questionnaires may be developed with additional space for personal comments and made available at public meetings. Survey questionnaires could also be mailed out with the invitational letters/newsletters.

Follow-up

At the conclusion of the public meeting, meeting minutes will be prepared to document the meeting and summarize the attendees’ participation. The minutes should contain an account of the overall activities and techniques utilized to involve the local communities. Results of the public meeting should then be made available for public review.

C. Information Exchange

The CME will develop and distribute pertinent information regarding the IRLNSB on an “as needed” basis. The distribution list for these materials will be based on the stakeholder distribution list and the identification of other issue specific interested parties.

Information could be conveyed through newsletters, fact sheets, articles, and press releases. An informational brochure that highlights the corridor may be developed to focus on the Corridor Vision but will identify a variety of activities that residents as well as visitors will find of interest.

The CME should consider the development of a corridor video as part of the designation process. This video will be used as an information tool to describe the Corridor Vision and the Goals of the CME to educate interested groups or individuals. Uses for the video may include:

- Group meetings
- Speakers bureau presentations
- Public access channel
- Grant applications
- Visit Florida
- Potential sponsors/members

D. Speakers Bureau

IRLNSB CME members will be available to provide information on the corridor at outside meetings and community gatherings. Arrangements and approval for the speaking engagements will be coordinated and approved beforehand through the CME Chairman.

These gatherings are good opportunities to distribute corridor brochures and present the corridor video.

E. Website

The CME currently has a website under development. Websites should include all of the documents prepared for designation of the corridor, meeting announcements and minutes, corridor video, brochures, location map and photos of the corridor. It is proposed that this site be ultimately tied into regional/statewide websites to provide far-reaching information on the corridor.

F. Sponsorships of Community Events

The CME will support local events that highlight the corridor. These events may include corridor clean-up, fund raising, festivals and other events that are consistent with the CME's Goals, Objectives, and Strategies (GOSs).

G. Newspaper/Press Coverage

Because of its location and ongoing advocacy for the value of the Indian River Lagoon (IRL) there is the potential for significant exposure to newspaper and press coverage. It is possible that media personnel will seek out members of the CME. It is also possible that the CME will need to call upon the press to obtain coverage of key events and milestones. When dealing with the news media it is important to maintain a consistent story. All requests for interviews should be cleared through the CME Chairman.

Contact information for the fundamental local news media is listed below:

- Florida Today
1 Gannett Plaza
Melbourne, Florida 32940
(321) 242-3500
<http://www.floridatoday.com/>
- Space Coast Business Media Group
6767 North Wickham Road
Suite 213
Melbourne, Florida 32940
(321) 473-6380
<http://www.scbmediagroup.com>
- Hometown News
380 North Wickham Road
Melbourne, Florida
(321) 242-1013
<http://www.myhometownnews.net/>

- Brevard Business News
4300 Fortune Place, Suite D
Melbourne, Florida 32904
(321) 951-7777

H. Public Announcements/Press Releases

Press releases are an effective tool for getting immediate information out to the public on targeted/specific issues. Prior to public meetings, a press release may be prepared and submitted to local radio and television stations a minimum of one (1) week before each public meeting. Potential media contacts are listed below.

Radio

- WMMB
News Talk 1240/1350
1388 South Babcock Street
Melbourne, Florida 32901
(321) 821-7100
- WFLA-LP 94.1
4025 Windover Way
Melbourne, Florida 32934
(321) 259-2216
- WMEL AM-920
1800 Turtle Mound Road
Melbourne, Florida 32934
(321) 254-2282
- Clear Channel
2221 Front Street
Melbourne, Florida 32901
(321) 676-4445
- WAOA-FM 107.1 FM
Cumulus Broadcasting, Inc.
1775 West Hibiscus Boulevard
Melbourne, Florida 32901
(321) 773-1027

Television

- WFTV Channel 9 (ABC)
490 South Drive
Melbourne, Florida 32904
(321) 841-9000

- WKMG Local 6 News (CBS)
1980 North Atlantic Avenue
Cocoa Beach, Florida 32931
(321) 784-9271
- WESH-TV Channel 2 (NBC) (Brevard Newsroom Affiliate)
210 Center Street
Cape Canaveral, Florida 32920
(321) 784-3911

The CME will continue to coordinate accomplishments, activities and events with these news outlets to maintain a regional focus.

I. Letters/Newsletters/Flyers

In order to distribute information about upcoming public meetings; letters, newsletters or flyers will be forwarded to organizations such as local civic groups, churches, schools, neighborhood associations, etc. Oftentimes these organizations will publish the information in their newsletters as well as upload the information on web sites. Any such correspondence will be coordinated through the CME. Additionally, informational correspondence will be mailed to individuals on the stakeholder list and other parties or organizations expressing an interest in the designation process.

J. Relationship with other Designated Corridors

The CME will work to develop a relationship with other adjacent designated corridors to ensure regional consistency. The CME will coordinate with these corridors on a regular basis to review goals, objectives implementation strategies, and accomplishments. Additionally, this relationship could result in joint meetings, goal setting, and grant requests to be consistent with regional goals.

III. Guiding Principals

- Florida's Sunshine Law: All public participation activities and events will follow Florida's Sunshine Law (Section 286.011, Florida Statutes). This law requires that meetings must be open to the public, reasonable advance notice of the meetings must be given, and that meetings and/or other public involvement activities will be documented.
- Plain Language: All forms of notification to the public should comply with the Governor's Plan Language Initiative (Executive Order 07-01). The Executive Order requires clear language containing only necessary information presented in a logical sequence. The reader should be able to understand what the purpose and need of the project is. It also calls for short sentences written in the active voice that make it clear who is responsible for what.

- Americans with Disabilities Act (ADA) Compliance: The passage of the Americans with Disabilities Act of 1990 requires that all facilities and programs provide for accessibility to persons with disabilities. The ADA stipulates that any place of business, regardless of size or number of employees, both public and private, must provide equal access and "reasonable accommodations" for both the general and disabled public.
- Florida Scenic Highways Program (FSHP): Follow all FSHP and other applicable FDOT Manual instructions for advertising and conducting public meetings.

IV. Project Contact Information

For additional information regarding this project contact the following support staff:

Indian River Lagoon National Scenic Byway
Corridor Management Entity

Melbourne, Florida _____
Phone: _____
Email: _____

Garry Balogh, FDOT
District Five Office
719 South Woodland Boulevard
DeLand, Florida 32720
Phone: (386) 943-5393
Email: garry.balogh@dot.state.fl.us

8.0 LOCAL SUPPORT

The Pineapple Avenue Corridor Addition Sub-Committee understands that a strong and broad foundation of support is important on many levels (Goals 3 and 4). Soon after the decision to request affiliation with the Indian River Lagoon National Scenic Byway (IRLNSB), Pineapple Avenue representatives began to present, discuss, and collect input from the community regarding the designation of their Corridor. This coordination measured the needs and desires of the public. It is the Pineapple Avenue Corridor Addition Sub-Committee's intent to continue this dialogue to ensure implementation of this Addition is consistent with the community's desires.

One of the unique components of the IRLNSB Corridor Management Entity (CME) is that it includes representatives from most of the local governments along the corridor at its monthly meetings. The Pineapple Avenue Corridor Addition is entirely within the city limits of the City of Melbourne. The Pineapple Avenue Sub-Committee has been in contact with the City and its staff from the Planning and Leisure Services departments. A resolution of support from the City has been provided and can be found in Appendix C.

The Pineapple Avenue Sub-Committee has also actively sought and received local support from a number of local advocacy groups as well. Letters of support have been received by a variety of individuals and are also found in Appendix C. As the Florida Scenic Highway Program (FSHP) implementing authority, Florida Department of Transportation (FDOT) has provided program support and funding to assist with this process.

Coordination has taken place with the IRLNSB CME for this Addition and they are in full support of this effort (see letter of support in Appendix C). The Pineapple Avenue Sub-Committee, in partnership with the IRLNSB CME, is committed to maintaining the relationships that have been formed during this process.

9.0 PROTECTION TECHNIQUES

The Pineapple Avenue Corridor Addition is located in an urbanized area that is governed by the City of Melbourne's Comprehensive Plan and Code of Ordinances. Pineapple Avenue is also part of the Olde Eau Gallie Riverfront Community Redevelopment Agency (CRA) which offers unique protection measures for redevelopment and economic development. In fact, the Addition was born out of ideas that were presented at the local Crime Watch meetings. This is an active group of residents and business owners who have come together to protect the integrity of this community and the Pineapple Avenue corridor.

The Indian River Lagoon (IRL), which is directly east of Pineapple Avenue is a 156-mile long estuary and is known as the most biologically diverse estuary in North America. It is monitored by many different groups and agencies, some of which include St. Johns River Water Management District (SJRWMD) and Brevard County.

This corridor also offers a National Register of Historic Places (NRHP) distinctive home that is currently known as The Old Pineapple Inn. It is a bed and breakfast located on Pineapple Avenue and greets clients from all over the world. The Innkeeper also participates in the Addition Sub-Committee.

The Pineapple Avenue Corridor Addition Sub-Committee is committed to monitoring these types of activities along with the IRLNSB Corridor Management Entity (CME). Goals 1 and 2 in the IRLNSB Corridor Management Plan (CMP) as well as within this document reflect these assurances.

City of Melbourne Comprehensive Plan

Although a detailed discussion of the City's Comprehensive Plan is found in Chapter 12 of this document it is important to note that this Plan affords protections which are valuable to both the Addition and to the IRLNSB CME. It provides Goals, Objectives and Policies for the future land use of the region as well as providing policy for the Transportation and Capital Improvements that make the City viable and enduring.

City of Melbourne Code of Ordinances

The City of Melbourne's Code offers several policies that support the Pineapple Avenue Corridor Addition's Goals, Objectives and Strategies (GOSs). In fact, the Pineapple Avenue Sub-Committee is currently (Spring 2008) working with the City to develop a Tree Canopy Ordinance (Goal #1). Some of the existing policies found in the City's Code that support the Pineapple Avenue Corridor Addition include:

- *Article I – Scenic Corridors*
- *Article IX – Olde Eau Gallie Riverfront Community Redevelopment Agency*
- *Article X – Olde Eau Gallie Riverfront Urban Infill and Redevelopment Area*
- *Article XI – Preservation of Historic Resources and Districts, Archaeological Sites and Zones*
- *Article XV – Preservation and Landscape Design*

Each of these codes supports the overall Corridor Vision of the Addition as well as the IRLNSB.

St. Johns River Water Management District

The State of Florida is comprised of several Water Management Districts (WMDs) that protect the water quality and quantity throughout Florida. The IRL, located along the Pineapple Avenue Corridor Addition, are within the SJRWMD jurisdiction. Protection measures through the SJRWMD include environmental resource permitting (ERP), which requires that all proposed development address water quality as part of the stormwater discharge for new construction.

In 1991, the IRL became a part of the National Estuary Program (NEP). The SJRWMD leads the effort to protect and restore the IRL by administering the IRL NEP, one of 28 NEPs funded by the Environmental Protection Agency (EPA).

Efforts under the NEP focus on improving water and sediment quality to restore or enhance sea grass and rehabilitating impacted wetlands to recover as many of their natural functions as possible. They provide protective oversight on a larger scale than a local government or county government but they are familiar with the regional vision that a state or federal agency cannot offer. A SJRWMD representative attends the IRLNSB CME meetings and offers guidance for this important waterway.

Florida Department of Environmental Protection (FDEP)

FDEP manages the statewide Aquatic Preserves program. This section of the IRL is part of the *Indian River – Malabar to Vero Beach Aquatic Preserve*. The East Central Florida Aquatic Preserve staff coordinates monthly volunteer work days on islands for habitat restoration and public access improvements within the IRL. They partner with Keep Brevard Beautiful, boating groups, teachers, and other community organizations within Brevard County. Exotic invasive plant removal and restoration of native plants is an essential component of this program that ultimately improves habitat for birds and other organisms that depend on the IRL for survival.

Brevard County

The Natural Resources Management Office of Brevard County serves as a local partner in the NEP efforts for the IRL. Brevard County also has a Landscaping, Land Clearing & Tree Protection ordinance (Section 62-4332) that supports the Addition. The Pineapple Avenue Corridor Addition is governed by the City of Melbourne but the County does provide support to the IRLNSB CME by providing staff at the monthly meetings.

National Register of Historic Places (NRHP)

The NRHP is the official list of the Nation's historic places worthy of preservation. Authorized by the National Historic Preservation Act of 1966, the National Park Service's NRHP is part of a national program to coordinate and support public and private efforts to identify, evaluate, and protect America's historic and archeological resources.

The Pineapple Avenue Corridor Addition is fortunate enough to have one of these distinctive properties located along its 2.1 mile roadway. The Old Pineapple Inn, originally built by W.H. Gleason, the founder of the City of Eau Gallie, is a beautiful treasure for this distinctive community.

Crime Watch

The Eau Gallie Crimewatch and Neighborhood Association is a very active organization. They meet on the first Wednesday each month at a local church. Local residents, members of the Melbourne Police and representatives of the Melbourne City government attend each meeting.

The meetings offer a venue for residents to voice their concerns and learn about ongoing neighborhood improvement efforts. This group has a grass-roots emphasis to it and encourages full participation. The representatives on this Board also participate in other community boards such as the Beautification Committee. They work collaboratively so that multiple entities can contribute to the end result.

10.0 FUNDING AND PROMOTION

Funding

The length of the Pineapple Avenue Corridor Addition is small, 2.1 miles, as compared to the overall length of the Indian River Lagoon National Scenic Byway (IRLNSB) (166 miles). It is anticipated that if the Addition is accepted that the Pineapple Avenue Sub-Committee will work in partnership with the IRLNSB Corridor Management Entity (CME) to ensure that its patrons are included in promotional events and funding opportunities.

The Pineapple Avenue Sub-Committee is committed to the vision and goals that have been established for this Addition, and it is fully understood that accomplishing these goals will require financial assistance. In preparation for inclusion in the IRLNSB CME, the Sub-Committee has begun to investigate funding and partnering opportunities that can assist the CME in accomplishing their goals (Goals 3, 4 and 5).

The Florida Scenic Highways Program (FSHP) Manual provides a wealth of information on dozens of funding opportunities. Some of these examples are outlined herein:

- National programs
- State grants
- Transportation Enhancement funds
- Tourist Development Councils
- Local benefactors

National Programs

The IRLNSB CME has a very successful history of obtaining program grants at the national level. The Federal Highway Administration (FHWA) in partnership with state and regional programs has funds available in a number of relevant issue categories. These are referred to as National Scenic Byway (NSB) grants. However, in addition to the NSB grants there are other federal agencies that might offer assistance.

The Environmental Protection Agency's (EPA) Smart Growth Implementation Assistance Program offers technical guidance to communities struggling with the management of growth. Other potential federal funding opportunities become available to resources that have been placed on the National Register of Historic Places (NRHP). As with most funding programs, these grants are selected from applications received from around the country and is therefore a very competitive process.

State Grants

The Sub-Committee plans to assist the IRLNSB CME with identifying on funding opportunities that are closely aligned with the Goals. Of particular interest are funding programs that emphasize the protection and enhancement of a community's heritage. Both the Florida Department of Transportation (FDOT) and the Florida Department of State's Historic Preservation Office (SHPO) provide funding for the creation of informational

signage. The CME will be able to take advantage of FDOT's Scenic Highway program to provide Florida Scenic Highway signs along Pineapple Avenue consistent with those currently in place along the remainder of the corridor. Once designated, the FDOT will provide Florida Scenic Highway directional signs for placement along this Corridor Addition.

Additionally, the Department of State sponsors a Historic Marker Program that the CME will investigate. Corridor enhancement is also a goal of the Sub-Committee. Once designated, the CME will coordinate with the FDOT Highway Beautification Program Coordinator for possible assistance. The CME has also been made aware of the Communities for a Lifetime Program through the Department of Elder Affairs. This program brings together youth and senior residents to improve their community.

Transportation Enhancement Funds

Transportation enhancement funds can be awarded by using either state or federal funds. Federal funds are managed by the FDOT for FHWA. It is the Sub-Committee's understanding that funding opportunities are available through FDOT both locally (FDOT District Five) and Central Office (Tallahassee). The Sub-Committee will work closely with the FDOT Local Government Liaison and the Brevard County Metropolitan Planning Organization (MPO) to ensure that funding needs for the corridor are prioritized correctly.

Local Benefactors

As with every volunteer organization, the Sub-Committee will look to local benefactors to help support the program and accomplish the Goals of the IRLNSB and itself.

Promotion

The Pineapple Avenue Corridor Addition Sub-Committee understands that the future of its Addition with the existing IRLNSB will be sustained by the ability to promote the unique intrinsic resources that this comprised corridor will contain. The existing IRLNSB is rich in scenic and recreational resources and the Sub-Committee is hopeful that its Addition will add a new richness to the historical and cultural resources found in this area. The Sub-Committee will work closely with the IRLNSB CME upon designation so that these "new" historic resources can be showcased and promoted for travelers along the Byway.

One of the strategies popularly used by the FSHP is the development of a promotional video/DVD. Once the IRLNSB additions are complete, the CME will develop a video/DVD that highlights the beauty and amenities of this corridor.

11.0 RELATIONSHIP TO THE COMPREHENSIVE PLAN

The Pineapple Avenue Corridor Addition Sub-Committee has reviewed the City of Melbourne's Comprehensive Plan. The Plan establishes a set of Goals, Objectives and Strategies (GOSS) for the future of the City. While the Indian River Lagoon National Scenic Byway (IRLNSB) is currently not referenced in the City's Plan, the Sub-Committee has met with City staff and will work with them and the IRLNSB Corridor Management Entity (CME) to ensure that the required Florida Scenic Highway Program (FSHP) language and references are incorporated into the next Plan update (Goal 3). While the IRLNSB is not called out specifically, there are policies in place that support these types of efforts.

City of Melbourne Comprehensive Plan

The City of Melbourne's Comprehensive Plan was last updated in January 2008 [(Ord. No. 2007-94, adopted Jan. 8, 2008. (Supplement No. 15)].

"The purpose of the Comprehensive Plan of the City of Melbourne is to establish goals, objectives, policies and general standards for the management of growth and the provision of services. This plan is intended to provide general guidelines for the establishment of more specific standards, ordinances, regulations, procedures, programs and other tools for the implementation of the policies contained in this plan."

The Conservation Element

The Conservation Element (in conformance with Goal #1) focuses on policies that conserve, protect and appropriately manage natural resources within the City in order to ensure that a high level of environmental quality is maintained. Specific agricultural and stormwater practices are recommended to facilitate and ensure surface water, wetland, and floodplain quality. The Conservation Element has many provisions in place for protection of the regional environmental resources, including the Indian River Lagoon (IRL).

Goal #12 of this Element states the following:

"12. To attain and maintain a sufficient water quality to support a healthy estuarine, lagoonal system within the IRL. (IRLCCMP policies).

Policies.

- a. Investigate and implement new or improved best management practices (BMP's) for management of freshwater discharges or stormwater management.
- b. Continue to analyze needs and upgrade existing stormwater drainage systems.
- c. Develop appropriate mechanisms to fund and undertake operation, maintenance and improvement of stormwater management systems by 2005.
- d. Continue to reduce the impacts of muck (ooze) in the lagoon by dredging.

- e. Encourage the proper use of fertilizers, herbicides and pesticides within the planning area.
- f. Educate residents and property owners about the impacts of freshwater and stormwater discharges on the Indian River Lagoon and what can be done to reduce them.
- g. Continue efforts to receive funding for sediment trap devices to be used in areas adjacent to the Indian River Lagoon.”

The IRLNSB CME has always considered the Lagoon one of its most important resources and the Pineapple Avenue Sub-Committee does as well. The Sub-Committee will continue to work and partner with the CME for efforts related to this valuable resource.

The Recreation and Open Space Element

Since the City of Melbourne is a City by the water, open space and community parks are very important. Pineapple Park Riverfront is a 3.6 acre facility that offers a captivating view of the IRL amid oak trees and picnic tables. It offers passive recreation opportunities for the Eau Gallie community and residents along Pineapple Avenue.

The Recreation and Open Space Element also acknowledges the need for scenic corridors. This Element’s first Goal states the following, “GOAL: To provide and maintain an outstanding system of recreation facilities, programs and open space areas which will meet the present and future needs of the City of Melbourne.” The Objectives and policies for this goal are clear in their support of these types of efforts, including within the boundaries of the Eau Gallie community and Pineapple Avenue.

“Objectives and Policies:

1. To preserve, maintain and enhance on an ongoing basis the aesthetic and recreational qualities of open space within and surrounding the City of Melbourne through passive parks, passive areas in active parks and scenic corridors.

Policies:

- a. The appropriate use of the land in flood plain and waterfront areas will be encouraged and the protection of natural areas will be promoted through development regulations.
- b. Open space and landscaping requirements for future development will be enforced as part of the development approval process.
- c. Enhancement of existing open spaces and scenic areas within active parks will be encouraged by the city through the annual budget and work program.
- d. Scenic corridors will continue to be identified and protected by eliminating billboards, controlling on-premises signs through a sign control ordinance, and coordinated street lights which will be specified by the city for new development and for replacement of old lights as needed.

e. The scenic corridors are:

- * U.S. 1.
- * Eau Gallie Boulevard from I-95 to the Atlantic Ocean. (SR 518)
- * U.S. 192.
- * SR A1A.
- * Wickham Road.
- * Nasa Boulevard.
- * Airport Boulevard.
- * Dairy Road.”

The Housing Element

The Housing Element of the Comprehensive Plan mentions that the William H. Gleason House (The Old Pineapple Inn) is on the National Register of Historic Places (NRHP). This element acknowledges the significance of historic resources, particularly in the housing stock that is unique to the City. Goal #8 of the Element states the following, “To continue to ensure that historically designated housing structures or neighborhoods are maintained, preserved, or rehabilitated.”

Potentially eligible, but unlisted historical resources are plentiful in this area and so the Sub-Committee will work with City staff for any additional listing opportunities. This will help capture the historic structures along the Pineapple Avenue corridor and the Eau Gallie community so that all can be identified for the IRLNSB (Goals #1 and 4).

The Transportation Element

This Element provides guidance for roadway capacity, traffic and transit Goals, Objectives and Policies for the City primarily. However, Goal #10 emphasizes the interrelationship between transportation facilities and the natural environment, which is so important to this area. The Goal states the following, “10. To provide a transportation system that will minimize disruptions to environmentally sensitive areas and which enhance environmental conditions.”

12.0 PARTNERSHIPS AND AGREEMENTS

The Pineapple Avenue Corridor Addition Sub-Committee understands how important it is to develop partnerships (Goals 3 and 4). Equally important is developing the agreements to support those relationships. The Sub-Committee has had an ongoing partnership with the following entities:

- Indian River Lagoon National Scenic Byway Corridor Management Entity
- The City of Melbourne
- The Old Pineapple Inn
- Eau Gallie Arts District
- Global Tours & Travel
- City of Melbourne Beautification and Environmental Committee
- Eau Gallie Public Library
- The Historic Rosseter House Museum
- Local business owners along Pineapple Avenue
- Florida Department of Transportation (FDOT) District Scenic Highway Program Support

These are just a sample of the stakeholders that have taken an interest in this Corridor Addition. Many have provided letters of support which can be found in Appendix C.

Other partnering opportunities are being considered for local merchants and business owners for sponsorship of marketing materials in exchange for advertising space or logo placement.

13.0 ACTION PLAN

The Pineapple Avenue Corridor Addition Sub-Committee is submitting this Action Plan as an amendment to the existing Indian River Lagoon National Scenic Byway (IRLNSB) Action Plan (Appendix G). This Action Plan only identifies the new or suggested edits for the Goals, Objectives and Strategies found in Chapter 4 of this document. As required, this Action Plan has been broken into three components: (1) Administration and Coordination, (2) Community Participation, (3) Corridor Enhancements.

Table 3
Pineapple Avenue Corridor Addition Action Plan

Administration and Coordination

No.	Action	Goals, Objectives and Strategies Referenced	Responsibility	Product	Time Frame
1	Amend County Comprehensive Plans to reflect Goals, Vision & Strategies	Edited Objective 3.1	CME	Comprehensive Plan Amendments	2009-2010
2	Identify and protect local animal and marine habitats	Goal 1, New Objective	CME	Enhanced/Preserved corridor	Ongoing
3	Promote community partnerships for litter control	Goal 1, New Objective	CME	Enhanced/Preserved corridor	Ongoing
4	Coordinate with FDOT and local government to support reasonable engineering solutions for highway and pedestrian safety	Edited Objective 2.4	CME	Enhanced corridor safety	Ongoing
5	Ensure that the corridor receives long term local government protection	Goal 1, New Objective	CME, FDOT, City	Enhanced/Preserved corridor	Ongoing
6	Encourage sustainable economic development activities	Goal 5, New Objective	CME	Enhanced/Preserved corridor	Ongoing

**Table 3 (Cont.)
Pineapple Avenue Corridor Addition Action Plan**

Community Participation

No.	Action	Goals, Objectives and Strategies Referenced	Responsibility	Product	Time Frame
1	Develop informational tools and educate on the corridor's resources	Goal 4, New Objective	CME, Advocacy Groups	Enhanced visitor experience	2010-2011
2	Make corridor information available via internet	New Strategy for Objective 3.1	CME, FDOT	Enhanced visitor experience	2009-2010
3	Establish a corridor education program that includes a video and participation in speaking events, etc.	New Strategy for Objective 3.1	CME, Advocacy groups	Enhanced visitor experience	2009-2010
4	Promote location and features of the corridor	Goal 3, New Objective	CME	Enhanced visitor experience	2009-2011
5	Establish targeted advocacy groups for membership	Goal 3, New Objective	CME, Volunteers, Advocacy groups	Enhanced visitor experience	2010-2011
6	Work with local government and advocacy groups to support corridor enhancement	Goal 5, New Objective	CME, local government, Volunteers, Advocacy groups	Enhanced visitor experience	Ongoing

Table 3 (Cont.)
Pineapple Avenue Corridor Addition Action Plan

Corridor Enhancements

No.	Action	Goals, Objectives and Strategies Referenced	Responsibility	Product	Time Frame
1	Tree Canopy/Heritage Oak Protection	Goal 1, New Objective	CAG, Counties	Preserved and enhanced view-shed	2009-2010
2	Support/obtain historic designations	Edited Objective 1.4	CME, Local Historical Societies	Preserved and enhanced view-shed	Ongoing
3	Establish a repository/display area for corridor resources	Goal 4, New Objective	CME, Local Historical Societies,	Preservation of heritage resources	2009-2010
4	Identify/address corridor safety issues	Edited Objective 2.4	CME, FDOT, City	Enhanced corridor safety	Ongoing

Appendix A
Traffic Memorandum

MEMORANDUM

To: Jack Schluckebier, City Manager

From: Howard Ralls, City Engineer

Date: April 15, 2005

Re: Pineapple Avenue Traffic Concerns

City staff have evaluated citizens' concerns about traffic conditions on Pineapple Avenue. This is a summary of the most recent effort although some efforts have been ongoing for years.

STOP SIGNS FOR SPEED CONTROL

Citizens have requested that stop signs be installed on Pineapple Avenue at several intersections for speed control. Stop signs should not be used for speed control per the Manual of Uniform Traffic Control Devices (MUTCD).

The federal government mandated that the all states adopt a uniform standard. The FDOT adopted the MUTCD. Florida Statute 316.0745(b) makes it unlawful for any entity to place traffic control devices that do not comply with adopted standards.

The decision to install multi-way stop control should be based on an engineering study. The minor street approaches must have a minimum volume of 200 (vehicles, pedestrians, bicycles) per hour for any 8 hours of an average day. Another factor is crashes, 5 or more recorded crashes in a 12-month period that would be susceptible to correction by the installation.

None of the side streets that intersect Pineapple Avenue can meet the minimum volume requirement and it is unforeseeable that any will in the future. None have shown a serious crash history.

In summary, stop signs may not be installed on Pineapple Avenue because they do not qualify under state-adopted standards.

TRAFFIC CALMING

Citizens have requested traffic calming on Pineapple Avenue - Pineapple Avenue does not meet the City's criteria to be eligible for traffic calming. There are several criteria:

Pineapple Avenue is a "Collector Street."

Pineapple Avenue is defined as a collector street in the City's Comprehensive Plan and by the Brevard County MPO. Pineapple Avenue functions as a collector if not as a minor arterial road.

City standards do not permit traffic calming on collector streets.

Note: collector streets provide access and traffic circulation within residential, commercial, and industrial areas. Their primary function is to move traffic from local roads and streets to the arterial highway system.

Pineapple Avenue is used as an emergency route.

City traffic calming standards do not permit speed humps on emergency routes.

To further explain, it is generally acknowledged by local government agencies that speed humps can impede emergency vehicles and increase response time. Emergency vehicles use collector streets such as Pineapple Avenue to access local streets and roads.

Pineapple Avenue has too much traffic.

City standards require a minimum of 500 vpd and a maximum of 3,000 vpd.

Traffic volume on Pineapple Avenue is in the 6,000 vpd range.

To explain: although classified as a collector street, Pineapple Avenue has functioned much like a minor arterial because there is also through traffic from one end to the other. This has been the case since the days when it was U.S. Route 1. In either case, the function of the street is to carry traffic in an efficient manner. This could not be accomplished with a multitude of speed humps or other traffic calming measures.

Note that the City's traffic calming standards are consistent with those used across the country as well as guidelines published by the Institute of Transportation Engineers.

REDUCED SPEED LIMIT

Citizens have requested that the speed limit on Pineapple Avenue be reduced. Some measures have already been implemented, some are being evaluated, and some should not be implemented.

No Significant Speed Problem Observed

The City's police department has conducted a number of speed studies on Pineapple Avenue. Current and former police officers indicate that none of the studies have demonstrated that speeding is a problem from an enforcement perspective. The most recent study indicated an average speed measured of:

for 35 MPH Zone – average speed was estimated to be 30.6 mph,
(85th percentile was 33.7 mph)

for 30 MPH Zone – average speed was estimated to be 25.4 mph
(85th percentile was 28.6 mph)

To put this into context, the recommended method for setting speeds is to use the 85th percentile and to round up to the next 5 mph increment. That would yield the posted speed.

The City's Traffic Engineer reviewed the most recent speed study. His conclusion is that it does not indicate a significant speeding problem from a traffic engineering perspective.

SPEED LIMIT REDUCED

I recently directed staff to change the speed limit on the northern section of Pineapple Avenue from 35 mph to 30 mph to be consistent with the southern section. New signs stating the fines for each increment of speeding were posted. Electronic signs gave several days notice of the reduced speed.

Given that speed studies show the average speed is close to the posted limit, the new lower speed limit may effectively reduce the average speed in the northern section by 5 mph although drivers do tend to adjust speed based on the physical characteristics of the road - unless enforcement is vigorous and continuous.

PROPOSED ELECTRONIC SPEED WARNING SIGNS

In response to citizens' concerns, staff has researched manufacturers of speed warning devices and obtained price quotes. I will propose that the City acquire two speed warning signs to be permanently installed on Pineapple Avenue. The devices will detect and display the speed of on-coming vehicles, as well as record the data. The cost is \$6,000 per sign plus installation by City forces.

PEDESTRIAN CROSSWALKS

Citizens have requested crosswalks at Ascension Manor and near Pineapple Park. These are at mid-block locations where crosswalks are not typically recommended.

Although State Law requires drivers to yield to pedestrians crossing within a crosswalk, it can be dangerous for pedestrians to assume that will happen, particularly at mid-block crossings where drivers do not expect them nor are the painted lines easily seen. The pedestrians may have a false sense of security.

At Ascension Manor, some residents are said to cross to the facility's riverview deck. A crosswalk here would be "bad practice" in that many of the pedestrians may be elderly, and they would be using an undesirable mid-block crosswalk on a curve with poor

sight distance due to heavy vegetation in a setting that seems rural in nature. Further, very little pedestrian traffic has been observed - it is not the type of pedestrian situation where a crosswalk is a solution. Pedestrian crossing signs (not crosswalk) are posted.

At Pineapple Park, there is better sight distance. However, it would also be a mid-block crosswalk. Again, the false sense of security is a concern. Realistically, many pedestrians do not utilize pedestrian crosswalks... except at intersections. Mid-block crossings should have active warning devices such as flashing lights or overhead flashing yellow beacons - that would be difficult to justify due to the low, intermittent volume of pedestrian use observed here, and because the crossing at nearby Eau Gallie Boulevard has full pedestrian features.

Note that the pedestrian bridge over Cliff Creek is under construction. When completed this will provide a continuous sidewalk for pedestrian safety.

At the library/civic center, warning signs (black figure on yellow background- diamond-shaped sign) can be erected to designate to motorists that pedestrians are in the area. Below that can be a distance sign, e.g. "NEXT 200 FEET." These signs will be erected as soon as they can be fabricated.

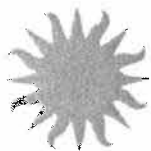
NO "RIGHT TURN ON RED" OFF EAU GALLIE

This is in reference to a recent request to place a "no right turn on red" sign on Eau Gallie Boulevard at the signalized intersection with Pineapple Avenue.

Eau Gallie Boulevard, SR 518, is a state highway. All traffic control signs on state highways are installed and maintained by FDOT. The City may not place signs on a state highway. I'm sure the FDOT will consider a request from the City to evaluate restricting right turns on a red signal at westbound Eau Gallie and Pineapple Avenue. However, none of the factors that FDOT would typically view as problems are apparent at this location. Nevertheless, I will submit the request. If the restriction is justified, FDOT will install the sign.

The City's Traffic Engineering staff will be installing new controller equipment and interconnect cable for the signalized intersections in this area. Traffic flow along Eau Gallie Boulevard and U.S. 1 will be improved by optimizing the signal timing. This will be an effective tool in reducing traffic volume on Pineapple Avenue.

Appendix B
Corridor Impressions Survey



Instructions: Corridor Impressions Survey

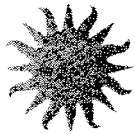
As part of the required documentation for eligibility under the Florida Scenic Highways Program, this survey is being administered by the Corridor Advocacy Group (CAG) and is designed to gather information regarding a traveler's impressions and perceptions along a candidate corridor. The information collected will be used to assess the quality of the proposed corridor and to provide information for eligibility determination under the guidelines established by the Florida Scenic Highways Program.

As a survey participant, you will be given several blank Corridor Impressions Survey Forms. These forms will be used to organize your impressions and observations about the corridor. Listed below are detailed instructions for completing each section of the survey form. In some cases, certain sections may be completed by others prior to your assessment.

- A. Route name/number** - fill in the route name and number
- B. Direction of travel** - include the direction you are traveling (north, south, east or west). The quality and views along a corridor can differ according to the direction of travel. Therefore, it is important to describe your impressions and perspectives by direction.
- C. Segment #** - Prior to distributing this survey to you, the CAG has posted markers at certain distances/segments along the corridor. Please include the segment number as you evaluate each distance increment, beginning at the bottom of the page.
- D. Impressions** - This section of the form is drawn to represent the corridor. As you drive, bike or walk the corridor, write down your impressions of the corridor. Begin at the **bottom** of **each** page and write your impressions of the features and views you see on **each** side of the roadway, moving up the page. If you use more than one form, begin again at the bottom of the next page. Your impressions should relate to the landscape and the views you see. Answer such questions as: What do you see? What features are most outstanding? What is pleasing to see? Are there any visual distractions? Is the trip pleasurable, and if yes, what makes it so?
- E. Quality Evaluation** - When you reach the termini, please determine the degree (high, medium or low) to which the corridor displays the qualities of **vividness** and **unity**. These terms are defined as:
 - **Vividness** - the landscape displays features which are highly distinct and prominent. Its patterns of line and form, color and texture range in complexity, adding a striking character to the landscape. In short, the corridor is memorable and striking to the traveler.
 - **Unity** - how well the landscape and its resources blend together to form a single and complete visual experience.

This quality determination should be filled out on the sheet containing the first segment of the corridor.

Once you have reached the termini for the corridor and completed the above sections, please return your forms to the CAG. In some cases, they may have requested you to take photographs, audio or video tape as you traveled. If so, please return these additional items to the CAG as well. Thank you for your participation in the Florida Scenic Highways Corridor Impressions Survey. Your time and efforts are greatly appreciated.




Corridor Impressions Survey Form

Florida Scenic Highways Program

1411 Pine Ave. 1403 Pineapple Ave.
↳ w/ guest garage - have Becky check

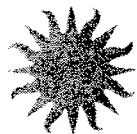
- A. Route name/number 1337 Pineapple to Montreal
- B. Direction of travel north
- C. Segment Number

	<u>Veg.</u>	<u>D. Impressions</u>	<u>Pos.</u>
Segment # _____	cell tower and generator on w. side		- sidewalk on east side - east views of River and causeway - tree canopy
Segment # _____			- 1403 - pineapple logo - 1337 - " "
Segment # _____			
Segment # _____			
Begin Segment # _____			


Begin Assessment

E. Quality Evaluation (Entire corridor)

	vividness	unity		
High			High --	The corridor is exceptional in its quality of vividness or unity.
Medium			Medium --	The corridor is of average significance and special, yet not exceptional.
Low			Low --	The corridor is not vivid nor displays unity.



Corridor Impressions Survey Form

Florida Scenic Highways Program

A. Route name/number Eau Gallie to ^{end of canopy} McClendon St.

B. Direction of travel _____

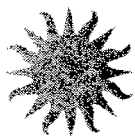
C. Segment Number _____

	<u>Neg</u>	D. Impressions	<u>Pos</u>
Segment # _____	- heavy traffic - no bike lanes		- Harbor City Hotel marker - Eau Gallie Public Library - Eau Gallie Pier (causeway, street views) - art
Segment # _____			- ample public pkg. landscaping - Eau Gallie Civic Ctr. - Pineapple turn - P " park w/ dense oak canopy and views of IR Lagoon
Segment # _____			- sidewalks e. and w. - pedestrian crosswalk to library from civic ctr. - bluffs overlook River
Segment # _____			- manicured res. properties - intermittent sidewalk on e. side to water - public access from
Begin Segment # _____			- Old Pineapple Inn 1734 - William H. Gleason Lt. Gov. 1892 house built in 1868 - generous oak canopy - bikeway signage

Begin Assessment

E. Quality Evaluation (Entire corridor)

	vividness	unity		
High			High --	The corridor is exceptional in its quality of vividness or unity.
Medium			Medium --	The corridor is of average significance and special, yet not exceptional.
Low			Low --	The corridor is not vivid nor displays unity.



Corridor Impressions Survey Form

Florida Scenic Highways Program

A. Route name/number McClendon St. to ~~US~~ Cliff Creek Dr.

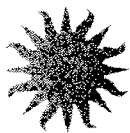
B. Direction of travel _____

C. Segment Number _____

	Neg	D. Impressions	Pos
Segment # _____	- rental properties w. side - limited tree canopy - vacant properties		- School Board Bldg., old high school - sidewalks on w. side - Greater Life Fellowship
Segment # _____	near Mather St. - mom and pop rental prop. - bus stops no shelter		Ministry - corner of Mather St + St. Pierre Pine - scenic vistas over eastside vacant property
Segment # _____	- vacant prop. @ int. w/ Coleman St. - lots of for sale signs - Sanitary Lift Station,		- 1st Assembly of God - speed limit tracking signs - passive traffic control
Segment # _____	tidal creek w/ wash out and exotic plant material		- street lighting
Begin Segment # _____			

Begin Assessment

E. Quality Evaluation (Entire corridor)			
	vividness	unity	
High			High -- The corridor is exceptional in its quality of vividness or unity.
Medium			Medium -- The corridor is of average significance and special, yet not exceptional.
Low			Low -- The corridor is not vivid nor displays unity.




Corridor Impressions Survey Form

(Continued)

A. Route name/number Cliff Creek Dr. to US 1

B. Direction of travel _____

C. Segment Number _____

	<u>Neg</u>	<u>D. Impressions</u>	<u>Pos</u>
Segment # _____	<ul style="list-style-type: none">- Aust Pine (exotic)- low income apts.- large power lines/p		<ul style="list-style-type: none">- Office / Rest. uses- Pineapple Prof. ctr.- Bonefish Willies- scenic vistas of river
Segment # _____	<ul style="list-style-type: none">- Hollandale MHP- no tree canopy- no guardrail and some washout on		<ul style="list-style-type: none">- Harbor City Baptist ch.- Ascension Manor Assisted Living Fac.
Segment # _____	<ul style="list-style-type: none">- e. side- tidal creek- Unsightly Comm. Drop.		<ul style="list-style-type: none">- across the street access to river- recycling bins / litter control
Segment # _____	<ul style="list-style-type: none">- 2 Retention Pond gone @ US 1, 1- by Age. Det. Ctr.		
Continuing Segment # _____	<ul style="list-style-type: none">- Rocky Water Cottages- very low inc. efficiency apts.		
			
		Continue	

Additional
Comments:

Appendix C
Letters of Support/Resolution

RESOLUTION NO. 3057

A RESOLUTION OF THE CITY OF MELBOURNE, BREVARD COUNTY, FLORIDA, SUPPORTING THE DESIGNATION OF PINEAPPLE AVENUE, FROM ITS TERMINATION POINT SOUTH OF MONTREAL AVENUE TO U.S. HIGHWAY 1, AS A CORRIDOR ADDITION TO THE INDIAN RIVER LAGOON SCENIC HIGHWAY; PROVIDING AN EFFECTIVE DATE; AND PROVIDING FOR ADOPTION.

WHEREAS, Section 335.093, Florida Statutes, provides for the designation of various roadways on the State Highway System as “scenic highways;” and

WHEREAS, as provided in Section 335.093(1), Florida Statutes, the purpose of the scenic highway designation is to protect, enhance, preserve, and maintain the intrinsic resources of the designated corridor, while utilizing these resources for appropriate economic development and tourism; and

WHEREAS, designation of a roadway as a scenic highway makes a roadway corridor eligible for various federal or State of Florida grants for construction or installation of hiking or jogging trails, sidewalks, picnic facilities, biking facilities, and other amenities; and

WHEREAS, the Indian River Lagoon National Scenic Byway is approximately 166 miles in length and extends from County Road 510 (Wabasso Causeway) on State Road A1A, west along State Road 528 to U.S. Highway 1, north on U.S. Highway 1 to Titusville, northeast on County Road 401 to the Canaveral National Seashore and backtracking to State Road 528 and south on U.S. Highway 1 to the Wabasso Causeway; and

WHEREAS, application is being made to the Florida Department of Transportation for extension of the Indian River Lagoon National Scenic Highway to include Pineapple Avenue from its termination point south of Montreal Avenue to U.S. Highway 1; and

WHEREAS, Pineapple Avenue, located in the City of Melbourne, Brevard County, is a major route of scenic travel; and

WHEREAS, the historic character offers a potential for enhancing the tourism industry, which is a vital part of the economic base of this area; and

WHEREAS, this designation will be conducive to effective marketing of the route as a tourist attraction and will possibly contribute to obtaining special funding for enhancement projects within the corridor of the highway.

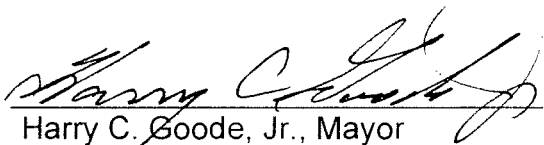
BE IT RESOLVED BY THE CITY OF MELBOURNE, FLORIDA:

SECTION 1. That the Melbourne City Council hereby supports the designation of Pineapple Avenue, from its termination point south of Montreal Avenue to U.S. Highway 1, as a Corridor Addition to the Indian River Lagoon National Scenic Highway.

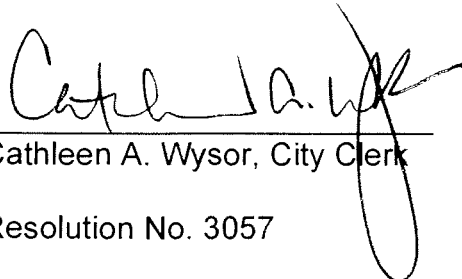
SECTION 2. That the City Manager is hereby authorized to transmit this resolution to the Scenic Highway Division of the Florida Department of Transportation.

SECTION 3. That this resolution shall become effective immediately upon its adoption in accordance with the Charter of the City of Melbourne, Florida.

SECTION 4. That this resolution was duly adopted at a regular meeting of the City Council on the 14th day of April, 2009.

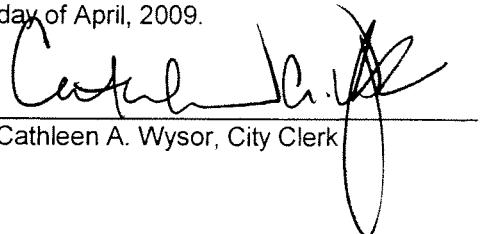
BY: 
Harry C. Goode, Jr., Mayor

ATTEST:


Cathleen A. Wysor, City Clerk
Resolution No. 3057

STATE OF FLORIDA
COUNTY OF BREVARD
CITY OF MELBOURNE

This is to certify that the foregoing is a true & correct copy of Resolution No. 3057, witness my hand and official seal this 16th day of April, 2009.


Cathleen A. Wysor, City Clerk

April 2, 2009

Mr. Garry Balogh
District 5 Scenic Highway Coordinator
Florida Department of Transportation
719 S. Woodland Boulevard
DeLand, FL 32720

RE: Letter of Support for the Pineapple Avenue Corridor Addition to the
Indian River Lagoon National Scenic Byway (IRLNSB)

Dear Mr. Balogh:

On behalf of the Indian River Lagoon National Scenic Byway (IRLNSB) Corridor Management Entity (CME) we offer our support for the Pineapple Avenue Corridor Addition. Pineapple Avenue is a 2.1-mile addition to our 166-mile corridor and its location, resources and amenities will add tremendous value to the IRLNSB.

In the spring of 2008 you contacted us on behalf of the Pineapple Avenue constituency to see if we would consider this corridor addition. On July 16, 2008 our Board unanimously voted to approve this addition.

The IRLNSB CME recognizes the enduring, sustaining commitment it takes for a scenic highway to flourish and we are very enthusiastic and excited to have this corridor addition and its representatives as a part of our organization.

Thank you for providing us this opportunity to expand the IRLNSB and for your continued support as the Florida Department of Transportation (FDOT) District 5 Scenic Highway Coordinator.

Sincerely,



Beth Mitchell, Interim Co-Chair
IRLNSB



Richard Stillwagon, Interim Co-Chair
IRLNSB



March 2, 2009

Mr. Garry Balogh
District 5 Scenic Highway Coordinator
Florida Department of Transportation
719 W. Woodland Blvd.
Deland, FL 32720

Dear Mr. Balogh:

On behalf of Florida's Space Coast Office of Tourism I am writing in support of the Corridor Advocacy Group's application to extend the Pineapple Avenue Corridor to the Indian River Lagoon National Scenic Byway in the Florida Department of Transportation Program.

This roadway is both scenic and historic and links U.S. Highway 1 with Eau Gallie Boulevard, both designated scenic highways. Pineapple Avenue was originally a segment of U.S. Highway 1, which brought generations of tourists to Florida.

We are pleased to offer our support for this very worthy endeavor. If you have any questions or need additional information, please do not hesitate to contact me.

Regards,

Robert Varley, Executive Director
Florida's Space Coast Office of Tourism

Received

MAR 12 2009

FDOT
Environmental Management

Space Coast Office of Tourism

430 Brevard Ave. • Suite #150 • Cocoa Village, FL 32922 • Phone: 321.433.4470 • Fax: 321.433.4476 • 877.57.BEACH
www.space-coast.com

City of Melbourne



Leisure Services Department

1551 Highland Avenue • Melbourne, FL 32935 • (321) 255-4608 • Fax (321) 255-4639

September 12, 2008

Mr. Garry Balogh
District 5 Scenic Highway Coordinator
Florida Department of Transportation
719 W. Woodland Blvd.
Deland, Fl. 32720

RE: Support Letter for Pineapple Avenue Corridor Addition to Indian River Lagoon
National Scenic Byway

Dear Mr. Balogh:

The City of Melbourne Beautification and Environmental Committee support the Corridor Advocacy Group and its "Pineapple Avenue Corridor Addition to the Indian River Lagoon National Scenic Byway" project.

The preservation of our natural, beautiful and historical sites are important to our tourism and for tourism's benefit to our community. It is also important for many less easily explained benefits our residents and tourists will enjoy. Not least among those benefits is the education of present and future generations.

We believe the designation of the Pineapple Avenue Corridor Addition will enhance this region for generations to come and ask that you support the Scenic Byway application.

Sincerely,

A handwritten signature in cursive script that reads "Betty Moore". The signature is written in dark ink and is positioned above the printed name.

Betty Moore
Chairman

An Equal Opportunity Employer

Internet: www.melbourneflorida.org/leisure • E-Mail: leisure@melbourneflorida.org



Received

MAR 09 2009

**FDOT
Environmental Management**

March 4, 2009

Mr. Garry Balogh
District 5 Scenic Highway Coordinator
Florida Department of Transportation
719 W. Woodland Blvd.
Deland, FL 32720

Dear Mr. Balogh:

On behalf of the Brevard County Tourist Development Council, I am writing in support of the Corridor Advocacy Group's application to extend the Pineapple Avenue Corridor to the Indian River Lagoon National Scenic Byway in the Florida Department of Transportation Program.

This roadway is both scenic and historic and links U.S. Highway 1 with Eau Gallie Boulevard, both designated scenic highways. Pineapple Avenue was originally a segment of U.S. Highway 1, which brought generations of tourists to Florida. This historic area now boasts restaurants, retail and our Brevard Art Museum.

We are pleased to offer our support for this very worthy endeavor. If you have any questions or need additional information, please do not hesitate to contact me at 877 572 3224.

Regards,

Rob Varley, Director
Brevard County Tourist Development Council

Florida's Space Coast Office Of Tourism
430 Brevard Ave. • Suite #150 • Cocoa Village • FL 32922
(321) 433.4470 • Fax: (321) 433.4476 • 1-877-57BEACH
www.space-coast.com



Eau Gallie Public Library
1521 Pineapple Avenue
Melbourne, Florida 32935

December 2, 2008

Mr. Garry Balogh
District 5 Scenic Highway Coordinator
Florida Department of Transportation
719 W. Woodland Blvd.
Deland, FL 32720

Dear Mr. Balogh:

On behalf of the Eau Gallie Public Library, I am writing in support of the Corridor Advocacy Group's application to extend the Pineapple Avenue Corridor to the Indian River Lagoon National Scenic Byway in the Florida Department of Transportation Program.

This roadway is both scenic and historic. And it links U.S. Highway 1 with Eau Gallie Boulevard, both are designated scenic highways. Pineapple Avenue was originally a segment of U.S. Highway 1, which brought generations of tourists to Florida.

We are please to offer our support for this very worthy endeavor. If you have any questions or need additional information, please do not hesitate to contact me.}

Regards,

Sharon K. Dwyer
Library Director



*The Historic Rossetter House Museum
& Gift Shop*

December 17, 2008

Mr. Garry Balogh
District 5 Scenic Highway Coordinator
Florida Department of Transportation
719 W. Woodland Blvd.
Deland, FL 32720

Dear Mr. Balogh:

I am writing to you on behalf of the Historic Rossetter House Museum and in support of the Corridor Advocacy Group's application to extend the Pineapple Avenue Corridor to the Indian River Lagoon Scenic Byway in the Florida Department of Transportation Program.

Pineapple Avenue mixes charm and history in almost equal measure, with stunning vistas of the broad Indian River competing with beautiful old trees and historic structures for the attention of the motorist, and at one time it was the route of the Dixie Highway. Did you know that in the 1930s, noted Florida and Harlem Renaissance writer Zora Neal Hurston (who lived just a couple of blocks inland in Eau Gallie) wanted to purchase acreage along the river here and set up a "Negro Arts Colony"? She wrote to poet Langston Hughes, asking his support in the project. Alas, the worsening Depression soon put those plans on hold, but it's just one instance of our many historical links. The Historic Rossetter House Museum, where I am site manager for the Florida Historical Society, is a very short block up from the southern end of Pineapple Avenue, and it would be great to have the Scenic Highway corridor nearby.

Please let me know if you need further information about this worthwhile project, which I fully support.

Sincerely,

Stuart Ferguson
The Historic Rossetter House Museum
1320 Highland Avenue
Melbourne, Fla. 32935
(321) 254-9855

November 20, 2008

Mr. Garry Balogh
District 5 Scenic Highway Coordinator
Florida Department of Transportation
719 W. Woodland Blvd.
Deland, FL 32720

Dear Mr. Balogh:

On behalf of Guava Art House I am writing in support of the Corridor Advocacy Group's application to extend the Pineapple Avenue Corridor to the Indian River Lagoon National Scenic Byway in the Florida Department of Transportation Program.

This roadway is both scenic and historic and links U.S. Highway 1 with Eau Gallie Boulevard, both designated scenic highways. Pineapple Avenue was originally a segment of U.S. Highway 1, which brought generations of tourists to Florida.

We are pleased to offer our support for this very worthy endeavor. If you have any questions or need additional information, please do not hesitate to contact me.

Regards,



Name Thomas L. Powers

Owner

Title

November 20, 2008

Mr. Garry Balogh
District 5 Scenic Highway Coordinator
Florida Department of Transportation
719 W. Woodland Blvd.
Deland, FL 32720

Dear Mr. Balogh:

On behalf of Eau Gallie Merchants Assn writing in support of the Corridor Advocacy Group's application to extend the Pineapple Avenue Corridor to the Indian River Lagoon National Scenic Byway in the Florida Department of Transportation Program.

This roadway is both scenic and historic and links U.S. Highway 1 with Eau Gallie Boulevard, both designated scenic highways. Pineapple Avenue was originally a segment of U.S. Highway 1, which brought generations of tourists to Florida.

We are pleased to offer our support for this very worthy endeavor. If you have any questions or need additional information, please do not hesitate to contact me.

Regards,

Bunny's Dental Lab
Name

Bunny Trammell owner
Title

November 20, 2008

Mr. Garry Balogh
District 5 Scenic Highway Coordinator
Florida Department of Transportation
719 W. Woodland Blvd.
Deland, FL 32720

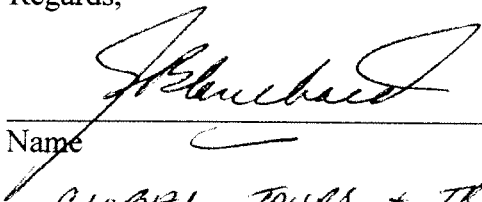
Dear Mr. Balogh:

On behalf of Eau Gallie Merchants Association am writing in support of the Corridor Advocacy Group's application to extend the Pineapple Avenue Corridor to the Indian River Lagoon National Scenic Byway in the Florida Department of Transportation Program.

This roadway is both scenic and historic and links U.S. Highway 1 with Eau Gallie Boulevard, both designated scenic highways. Pineapple Avenue was originally a segment of U.S. Highway 1, which brought generations of tourists to Florida.

We are pleased to offer our support for this very worthy endeavor. If you have any questions or need additional information, please do not hesitate to contact me.

Regards,



Name
GLOBAL TOURS + TRAVEL

OWNER

Title

November 20, 2008

Mr. Garry Balogh
District 5 Scenic Highway Coordinator
Florida Department of Transportation
719 W. Woodland Blvd.
Deland, FL 32720

Dear Mr. Balogh:

On behalf of Art & Antigone Studio I am writing in support of the Corridor Advocacy Group's application to extend the Pineapple Avenue Corridor to the Indian River Lagoon National Scenic Byway in the Florida Department of Transportation Program.

This roadway is both scenic and historic and links U.S. Highway 1 with Eau Gallie Boulevard, both designated scenic highways. Pineapple Avenue was originally a segment of U.S. Highway 1, which brought generations of tourists to Florida.

We are pleased to offer our support for this very worthy endeavor. If you have any questions or need additional information, please do not hesitate to contact me.

Regards,

Therese Ferguson
Name

President
Title

November 20, 2008

Mr. Garry Balogh
District 5 Scenic Highway Coordinator
Florida Department of Transportation
719 W. Woodland Blvd.
Deland, FL 32720

Dear Mr. Balogh:

On behalf of VAN GOGH'S CREATIVE CAFE I am writing in support of the Corridor Advocacy Group's application to extend the Pineapple Avenue Corridor to the Indian River Lagoon National Scenic Byway in the Florida Department of Transportation Program.

This roadway is both scenic and historic and links U.S. Highway 1 with Eau Gallie Boulevard, both designated scenic highways. Pineapple Avenue was originally a segment of U.S. Highway 1, which brought generations of tourists to Florida.

We are pleased to offer our support for this very worthy endeavor. If you have any questions or need additional information, please do not hesitate to contact me.

Regards,


Name

CO OWNER / VAN GOGH'S CREATIVE CAFE
Title

November 20, 2008

Mr. Garry Balogh
District 5 Scenic Highway Coordinator
Florida Department of Transportation
719 W. Woodland Blvd.
Deland, FL 32720

Dear Mr. Balogh:

On behalf of Dancy Bauer Heller, artist I am writing in support of the Corridor Advocacy Group's application to extend the Pineapple Avenue Corridor to the Indian River Lagoon National Scenic Byway in the Florida Department of Transportation Program.

This roadway is both scenic and historic and links U.S. Highway 1 with Eau Gallie Boulevard, both designated scenic highways. Pineapple Avenue was originally a segment of U.S. Highway 1, which brought generations of tourists to Florida.

We are pleased to offer our support for this very worthy endeavor. If you have any questions or need additional information, please do not hesitate to contact me.

Regards,

Dancy B. Heller
Name

owner
Title

Appendix D
Original Indian River Lagoon National Scenic Byway Corridor
Management Plan Vision

A VISION OF THE INDIAN RIVER LAGOON SCENIC HIGHWAY

We see an Indian River Lagoon with clear waters that glisten in the sun and glow in the moon - waters with grassy bottoms teeming with life - waters with sandy bottoms thick with clams - waters with succulent oysters clinging to cultch, shrimp with eyes that glow like Christmas lights under a Coleman lantern, snook that sound like a brick falling overboard striking your lure, alligator trout that make your reel sing and taste like heaven from a frying pan, giant red fish with tails flashing on the flats, ready to pounce on your bait and punish your back with a bulldog fight, mullet leaping in schools that give nothing away to the flying fish that play on the road to Mandalay.

We see an Indian River Lagoon with pelicans and ospreys dive-bombing their prey, with dolphins playing, manatees basking, and herons and egrets and roseate spoonbills wading the flats, and with flocks of migrant birds racing the tourists to warmer climes, and then back to the north for the summer.

We see an Indian River Lagoon with people boating and sailing and swimming and skiing and fishing - having so much fun they hate to leave, and can't wait to return.

We see a Lagoon House at Ais Lookout Point exuding Victorian charm and southern hospitality along with a wealth of information guiding people to experience and also protect the wonders of eastern Florida's nature.

And then we see a roadway with open vistas of greenways and waterways to soothe the eyes of the weary traveler, the serene beauty of live oaks and sable palms to lift the spirit, and the sound of gentle surf rolling onto sandy beaches to refresh the soul.

We see a roadway with walkways and bikeways and trails giving entry to the fascination and beauty of natural Florida, to artifacts and buildings which are the legacy of those who have gone before and reflect the history of the pioneers.

We see a roadway with pleasant medians and right of ways festooned with native plants and grasses and flowering plants and trees, and with excellent signage to guide the visitor truly on the way.

We see a roadway with safety and service carefully built in, diverse with the bustle of business and the calm of open space - a thread to tie the towns together and create a community of the whole.

And then we see this community working as a team, bound together by the task of creating the vision of a scenic highway, and then carrying out the plan that turns the dream into reality.

Appendix E
Original Indian River Lagoon National Scenic Byway Corridor
Management Plan Goals, Objectives and Strategies

SECTION II - GOALS, OBJECTIVES AND STRATEGIES

The basic goals and objectives for the Indian River Lagoon Scenic Highway have been approved by the Local General Purpose Governments within the corridor through the Corridor Management Entity Agreement, which includes an agreement to write these goals and objectives, along with the vision statement and corridor route, into the respective comprehensive land use plans, as these statement are applicable to the respective jurisdictions

Goal 1 Protect, preserve, maintain and enhance the intrinsic resources of the corridor.

Objective 1.1 - Stabilize shoreline with native vegetation and restoration of shoreline habitat.

Strategy 1.1.1 - Identify those interested in shoreline stabilization and habitat restoration, such as the Marine Resources Council, the Indian River Lagoon Program, fishing and birding organizations, boating organizations, and environmental organizations and enlist and coordinate them in partnerships for stabilization and restoration projects.

Strategy 1.1.2 - Seek funding sources for shoreline stabilization and habitat restoration.

Objective 1.2 -Remove exotic vegetation that compromises habitat and obscures scenic vistas.

Strategy 1.2.1 - Identify those interested in removal of exotic vegetation, such as the Marine Resources Council, Keep Brevard Beautiful and Keep Indian River Beautiful and enlist and coordinate them in partnerships for removal of exotic vegetation.

Strategy 1.2.2 - Seek funding sources for removal of exotic vegetation.

Objective 1.3 - Support implementation of the *Indian River Lagoon Program Comprehensive Conservation and Management Plan*.

Strategy 1.3.1 - Partner with the Indian River Lagoon Program to publicize and promote action plans to implement the *Comprehensive Conservation and Management Plan*.

Strategy 1.3.2 - Partner with the Indian River Lagoon Program to help seek funding for implementation of the *Comprehensive Conservation and Management Plan*.

Objective 1.4 - Recognize and provide non-impact access to and interpretation of historic, archeological and cultural sites.

Strategy 1.4.1 - Identify and partner with government entities and community organizations interested in the protection, preservation, maintenance and enhancement of historic, archaeological and cultural resources within the corridor to undertake appropriate projects.

Strategy 1.4.2 - Identify and partner with government entities and community organizations interested in the protection, preservation, maintenance and enhancement of historic, archaeological and cultural resources within the corridor to obtain funds for appropriate projects.

Objective 1.5 - Support continued enhancement of and access to recreational resources.

Strategy 1.5.1 - Partner with the federal, state, county and municipal departments which have responsibility for recreational resources to assist efforts for enhancement and improved access.

Strategy 1.5.2 - Provide workshop sessions for federal, state, county and municipal departments which have responsibility for recreational resources to coordinate enhancement and access planning corridor-wide.

Strategy 1.5.3 - Assist federal, state, county and municipal departments which have responsibility for recreational resources to identify and tap funding sources for enhancement and improved access.

Objective 1.6 - Support efforts by jurisdictions to adopt and enforce appropriate signage rules.

Strategy 1.6.1 - Consult with each jurisdiction within the corridor in order to promote appropriate and uniform signage rules and enforcement.

Strategy 1.6.2 - Post federal, state and model local signage rules on a web site, and promote the site through the media and email campaigns.

Objective 1.7 - Provide appropriate directional signage for the corridor and for the resources.

Strategy 1.7.1 - Work with FDOT and the CME to develop a master plan for directional signage throughout the corridor, which will include sign sitage, design, funding, installation and maintenance.

Strategy 1.7.2 - Work with FDOT and the CME to implement the master plan for signage.

Objective 1.8 - Enhance areas along the corridor in which the scenic views have been impaired by man (deteriorated or blighted areas).

Strategy 1.8.1 - Continue corridor impressions surveys focused on areas where scenic views are compromised by structures which have become eyesores.

Strategy 1.8.2 - Provide information which is gathered through these surveys to the CME members from the focus areas.

Strategy 1.8.3 - Conduct public workshops in the focus areas to present information gathered in the surveys and to brainstorm solutions.

Strategy 1.8.4 - Present results of this information gathering to municipal officials and to community redevelopment agencies (CRAs) through the CME members from the focus areas.

Strategy 1.8.5 - Work with the municipalities, counties and CRAs to plan, gain approval of, find funding for and implement renewal projects.

Goal 2 Provide for safe, non-congested, destination-targeted multi-modal transportation throughout the corridor.

Objective 2.1 - Evaluate and implement ways to enhance multi-modal transportation and improve safety throughout the corridor.

Strategy 2.1.1 - Identify government entities (such as MPOs and Public Works Departments) and community organizations (such as Trail Partners) with interests in multi-modal transportation.

Strategy 2.1.2 - Work with these entities to coordinate corridor-wide multi-modal transportation evaluations and enhancement plans.

Strategy 2.1.3 - Work with these entities to identify and tap funding sources to implement multi-modal transportation enhancement plans.

Objective 2.2 - Seek to make resources accessible without contributing to traffic congestion problems.

Strategy 2.2.1 - Work with transportation planners and citizens to identify areas of the corridor with potential traffic congestion problems, considering factors such as time of day volumes.

Strategy 2.2.2 - Work with tourism development interests to use promotional materials to route tourists away from potentially congested areas, especially during high traffic times.

Strategy 2.2.3 - Utilize Lagoon House and other visitor's centers to provide directional information that will route tourists away from potentially congested areas.

Strategy 2.2.4 - Work with tourism interests and utilize web sites to promote non-motorized transportation alternatives throughout the corridor.

Objective 2.3 - Create destinations so that travelers will have places to visit, not just roads to drive.

Strategy 2.3.1 - Identify initiatives throughout the corridor to develop or enhance natural, historical, cultural, scenic, recreational and archeological sites as destinations.

Strategy 2.3.2 - Conduct workshops to brainstorm additional initiatives that could be considered, and to find ways and means of fulfilling initiatives.

Strategy 2.3.3 - Facilitate partnerships to develop or enhance natural, historical, cultural, scenic, recreational and archeological sites as destinations.

Objective 2.4 - Cooperate with efforts to develop trails, walkways and bikeways throughout the corridor.

Strategy 2.4.1 - Identify initiatives to develop trails, walkways and bikeways throughout the corridor.

Strategy 2.4.2 - Facilitate partnerships to coordinate trails, walkways and bikeways throughout the corridor so as to develop continuous networks wherever feasible.

Strategy 2.4.3 - Assist those who are taking initiatives to develop trails, walkways and bikeways throughout the corridor to identify and tap funding sources.

Goal 3 Enlist community support and participation in the planning and implementation process.

Objective 3.1 - Seek to inform the public about the scenic highway program.

Strategy 3.1.1 - Meet with and send out regular news releases to the media covering the corridor.

Strategy 3.1.2 - Send out regular newsletters and notices to a wide mailing list of corridor interests.

Strategy 3.1.3 - Set up and publicize a web site with corridor information.

Strategy 3.1.4 - Seek to enlist full media coverage of ribbon cutting, including a commemorative insert in local papers.

Strategy 3.1.5 - Help initiate, coordinate and promote the celebration of the National Wildlife Refuge Centennial in 2003 at the point of origin, Pelican Island National Wildlife Refuge.

Objective 3.2 - Seek to receive from the public continuing input about goals, objectives, strategies and action plans for achieving the mission of the scenic highway program.

Strategy 3.2.1 - Initiate and enlist volunteers for continuing corridor impressions surveys.

Strategy 3.2.2 - Conduct a series of public workshops focusing on the dissemination and enhancement of goals, objectives, strategies and action plans.

Strategy 3.2.3 - Publicize goals, objectives, strategies and action plans through the media and on a web site.

Objective 3.3 - Seek to elicit more active participation in hands-on conservation and enhancement programs such as pepper busting, water quality monitoring, native plant proliferation and the **Florida Yards and Neighborhoods** program.

Strategy 3.3.1 - Form partnerships with the Marine Resources Council, Keep Brevard Beautiful, Keep Indian River Beautiful, and the University of Florida Extension Service to enlist volunteers for existing programs.

Strategy 3.3.2 - Utilize partnerships to increase publicity for these volunteer programs and the opportunities for hands-on participation.

Strategy 3.3.3 - Utilize partnerships to discover and tap into financial sources for expanding hands-on volunteer work.

Objective 3.4 - Seek to mediate and resolve any conflicts that may arise over issues connected with the scenic highway program.

Strategy 3.4.1 - Utilize public workshops for identification and resolution of public conflicts.

Strategy 3.4.2 - Utilize one-on-one or small group consulting techniques to resolve conflicts involving governments, agencies or organizations.

Goal 4 Provide public education on the corridor and disseminate the corridor story.

Objective 4.1 - Become better informed ourselves about the intrinsic resources of the corridor through the process of applying for scenic highway designation.

Strategy 4.1.1 - Utilize CAG committees to do the required research and compile the information for the application process.

Strategy 4.1.2 - Utilize a newsletter, website, and CAG meeting to educate the

CAG on the corridor.

Objective 4.2 - Develop means of communicating to local citizens and to potential visitors from away the story of the Indian River Lagoon.

Strategy 4.2.1 - Form partnerships with the tourism development entities and the media to communicate the corridor story.

Strategy 4.2.2 - Utilize Lagoon House as a public information center for the Indian River Lagoon.

Goal 5 Promote low-impact economic development and resource-based tourism.

Objective 5.1 - Sell the Indian River Lagoon Scenic Highway corridor as a treasure to be experienced and preserved rather than a commodity to be consumed and destroyed.

Strategy 5.1.1 - Work with the CME and tourism entities to develop and utilize promotional materials that highlight the "real Florida" resources of the corridor that will appeal to ecotourists and heritage tourists.

Strategy 5.1.2 - Work with the CME and tourism entities to become proactive in developing action plans to minimize adverse impacts of increased tourism.

Objective 5.2 - Provide appropriate infrastructure within the corridor to enable such visitors as ecotourists and heritage tourists to have an enlightening and enjoyable experience without adversely impacting the resources.

Strategy 5.2.1 - Give special attention through the CME developing action plans to protect historical, cultural and archaeological resources.

Strategy 5.2.2 - Along with interpretive signage and kiosks, install barriers, such as rails on boardwalks, and signage that informs visitors to experience but not harm the resources.

Appendix F
Indian River Lagoon National Scenic Byway Corridor
Management Plan By-Laws

**BY-LAWS OF THE
INDIAN RIVER LAGOON NATIONAL SCENIC BYWAY COALITION**

ARTICLE I. ORGANIZATION

1. The name of the organization shall be the Indian River Lagoon National Scenic Byway Coalition (hereafter referred to as “the Coalition”).
2. The Coalition shall have a logo and/or seal in a form to be determined later.
3. The Coalition may at its pleasure by a vote of the membership body change its name.

ARTICLE II. PURPOSES

The following are the purposes for which this Coalition has been organized:

1. The general purpose of the Coalition is to preserve, protect, and enhance the intrinsic resources of the Indian River Lagoon National Scenic Byway (hereafter referred to as “the Byway”) and to promote public access to and enjoyment of these resources.
2. The specific purpose of the Coalition is to monitor, implement, and update the plans, strategies, and programs included in the Corridor Management Plan and all subsequent plans developed and adopted.
3. The Coalition through its Board of Directors and Officers shall have all the powers which may be provided under law as the Corridor Management Entity of the Byway.

ARTICLE III. MEMBERSHIP

There shall be four classes of membership. Additional classes of membership may be created by majority vote at a duly noticed meeting.

1. Governmental agency appointees: Government agencies with an interest in the Byway are entitled to appoint one voting member and an alternate. Agencies desiring to appoint a member should submit a letter or resolution of commitment to support the aims of the coalition and the name of the member.
2. Organizational appointees: Businesses or not-for-profit organizations which file a resolution or letter of intent to support the purposes of the Coalition and the Byway shall be entitled to appoint one member and one or more alternates. Each agency electing to designate a representative shall be entitled to only one vote.
3. Agency and organizational appointees serve at the pleasure of their respective organizations and may be replaced at any time the agency or organization so notifies the Board of Directors. If

the agency or organization withdraws from support of the Coalition or is discontinued, the membership is vacated.

4. General memberships: Individuals who wish to support the purposes of the Coalition and the Byway and to participate in its activities may register with the Coalition and be notified of meetings and activities.

5. Termination of membership: Any member found by the Board of Directors to be in violation of the prohibitions against partisan politics or conflict of interest shall be terminated. Members who are found by the Board of Directors to be acting against the purposes of the Coalition may be terminated. Failure to attend less than three meetings a year may constitute reason to terminate active membership.

ARTICLE IV. MEETINGS

Regular meetings shall be held at times and places to be publicly noticed by the Secretary or his or her designee. The annual membership meeting shall be held in the fourth quarter of the calendar year at a time and place to be publicly noticed. The Secretary shall notify, by mail, electronic mail, or telephone, every voting member in good standing at the address registered with the Coalition at least seven days prior to the annual meeting date.

Special meetings of the membership may be called for such time and purpose as the President may deem necessary upon reasonable notice. A special meeting may be called upon written request of a majority of the members of the Board of Directors. Notice of a special meeting should be sent in the manner as for the annual meeting and should specify the topic or topics to be considered.

A quorum shall consist of those members present at a duly noticed meeting.

At all meetings, except for the election of officers and directors, all votes shall be by voice or by show of hands. If a majority of those present so desire, a vote may be by ballot.

Order of Business: Unless decided upon by vote of a majority of the members present, the order of business meetings shall be as follows.

1. Roll Call
2. Approval of the Minutes of the preceding meeting
3. Reports of Committees
4. Reports of Officers
5. Old and Unfinished Business
6. New Business
7. Public comment
8. Adjournment.

ARTICLE V. BOARD OF DIRECTORS

General:

The Board of Directors shall comprise the Corridor Management Entity of the Indian River Lagoon National Scenic Byway. The government and policy-making responsibilities of the Coalition shall be vested in the elected Board of Directors ("the Board"), which shall control its property, be responsible for its finances, and direct its affairs.

Temporary clause for election of the initial Board of Directors:

The first election of the Board shall occur at a properly noticed meeting called by the Interim Co-Chairs of the Coalition. The initial board will assume office immediately upon election. Four officers will be elected for one-year terms, four members will be elected for a two-year term, and three for a three-year term. This will provide for rotation of the directors as provided below in Section 1. This clause will lapse upon the election of the first Board.

Section 1: Composition of the Board

The government of the Coalition shall be vested in the Board of Directors composed of eleven elected members. The four elected officers of the Coalition will serve one-year terms as Board members. The remaining seven board members will be elected for three-year terms. The incoming President of the Board may appoint Special Advisors to serve one-year terms, whose roles shall be to support the Board of directors in its efforts to perform its duties. The elected directors of the Board shall be reasonably divided by term of office and representing the various classifications of government agencies, affiliated organizations, and the geographical areas served by the Byway.

Section 2: Selection and Election of Directors

a) Nominating Committee.

At a meeting of the Coalition in the second quarter of the year, the President of the Board shall appoint, subject to approval of the Board of Directors, a Nominating Committee of five (5) members of the Coalition. The President of the Board shall designate the chairman of the committee.

In the third quarter, the Nominating Committee shall present to the President of the Board a slate of candidates, including the four officers and those whose regular terms are expiring. Each candidate must have agreed to accept the responsibility of a directorship if elected.

b) Publicity of Nominations.

Prior to the annual membership meeting, the President shall notify the membership of the names of persons nominated as candidates for director.

c) Additional nominations may be made at the annual membership meeting.

d) Voting Procedures:

The Nominating Committee and the President shall determine the method of voting so that each eligible member present at the annual meeting has one vote. A record shall be kept of the results and eligible members who voted and retained for one year.

Section 3: Seating of New Directors

All newly elected Board members shall assume office January 1 after the election.

Section 4: Removal from Board

A member of the Board of Directors who shall be absent from three consecutive regular meetings in any twelve month period, shall be voted on by the Board to determine if the member should be dropped from membership on the Board.

Section 5: Vacancies

The Board of Directors shall fill vacancies on the Board, or among the officers, by a majority vote at any time such vacancy may occur. Such appointees will serve until the next regular election.

Section 6: Policy

The Board is responsible for establishing procedure and formulating policies of the organization. Such policies will be subject to ratification at the next annual meeting of the Coalition. These policies shall be maintained in a policy manual, to be reviewed and revised as necessary.

Section 7: Staff

The Board may employ staff and shall fix the salary and other consideration of employment.

ARTICLE VI. OFFICERS

Section 1. Officers of the Coalition are:

President of the Board of Directors
Vice President
Secretary
Treasurer.

Section 2. Duties of Officers

a) President of the Board

The President shall preside at all meetings of the Coalition or Board. Subject to the approval of the Board, the President shall appoint all committees, committee chairpersons, and special advisors. The President shall sign all contracts and obligations of the Coalition, but only after authorized to do so by the Board. The President shall make an annual report to the membership.

b) Vice President

The Vice President shall exercise the powers and duties of the President in the absence or disability of the President. The President may assign other responsibilities as desired.

c) Secretary

The Secretary shall serve as secretary to the Board, and shall prepare and distribute minutes of meetings of the Board and Coalition. The Secretary will maintain a book of all approved minutes. The Secretary is the official custodian of the records and logo and/or seal of the Coalition. The Secretary shall be responsible for seeing that proper notice of meetings is issued.

d) Treasurer

The Treasurer shall be the custodian of the funds of the Coalition and the supervisor of all the financial records, reporting as directed to the Board in categories and, when requested by the Board, by item. The Treasurer shall assist the President in preparing the annual budget. The Treasurer shall be the custodian of Coalition funds. Such funds shall be kept on deposit in financial institutions, or invested in a manner approved by the Board of Directors. Checks shall be signed by the President or, in the President's absence, by the Vice President. All expenditures shall be reported by the Treasurer at the next regular meeting.

Section 3. Compensation

The members of the Board shall serve without compensation. However, the members may be entitled to receive reasonable reimbursement fees for expenses incurred in carrying out the purposes of the Coalition. No reimbursement may be made without the prior consent of the Board.

ARTICLE VII. COMMITTEES

Section 1. Appointment and Authority

The President of the Board, with the approval of the Board, shall appoint all committees and committee chairmen. The President may appoint such ad hoc committees and their chairmen as deemed necessary to carry out the program of the Coalition. Committee appointments shall be at the will and pleasure of the President of the Board, unless a different term is approved by the Board of Directors.

It shall be the function of the committees to make investigations, conduct studies and hearings, and present their findings to the Board of Directors and to carry on such activities as may be delegated to them by the Board in order to carry out a purpose of the Coalition.

Section 2: Limitation of Authority

No action by any member, committee, division, employee, director or officer shall be binding upon, or constitute an expression of, the policy of the Coalition until it shall have been approved or ratified by the Board of Directors.

Committees shall be discharged by the President when their work has been completed and their reports accepted, or when, in the opinion of the Board of Directors, it is deemed wise to discontinue the committee.

No committee member may make statements on behalf of, or commit the Coalition to any action without the prior approval or ratification of the Board of Directors

Section 4: Divisions

The Board of Directors may create such division, bureaus, departments, councils, or subsidiary corporations, as it deems advisable to handle the work of the Coalition. The Board shall authorize and define the powers and duties of all divisions, bureaus, departments, councils, and subsidiary corporations. The Board shall annually review and approve all activities and proposed programs of such divisions, bureaus, departments, councils, or subsidiary corporations, including collection and disbursement of funds. Divisions, bureaus, departments, councils, or subsidiary corporations shall take no action or resolution of any kind bearing upon or expressive of the Coalition, unless approved by the Board of Directors.

ARTICLE VIII. FINANCES

Section 1. Funds

All money received by the Council shall be placed in a general operating fund. Funds may be placed in an interest bearing account.

Section 2. Disbursements

Upon approval of the budget, the President is authorized to make disbursements on accounts and expenses provided for in the budget without additional approval of the Board of Directors.

Section 3. Fiscal Year

The fiscal year of the Coalition shall be from January 1 through December 31.

Section 4. Budget

As soon as possible after election of the new Board of Directors and officers, the Board shall adopt the budget for the coming year.

Section 5. Annual Review

An independent audit of the accounts of the Coalition shall be conducted annually as of the close of business on December 31. The audit shall at all times be available to members of the organization.

ARTICLE IX. GENERAL REQUIREMENTS

Section 1. Non-Discrimination

In all matters pertaining to the operation of the Coalition, including the selection and appointment of directors and officers, the employment of staff, the provision of services and the conduct of Coalition business, the Coalition and its directors, officers and agents shall not discriminate against any person account of age, race, sex, religion, national origin, or physical or mental impairment.

Section 2. Partisan Politics

The Coalition shall not endorse any political party or candidate or campaign. This does not mean that party representatives or candidates may not participate in Coalition activities.

Section 3. Conflict of Interest

No member of the Board of Directors shall vote on any contract or other business transaction in which the member, the member's employer, or the member's immediate family has a financial interest in the outcome. In the event of such a conflict of interest, the member shall state the conflict and abstain from voting on or discussing the issue. The member's presence may be counted for purposes of determining a quorum.

Section 4. Sunshine Law

The Coalition is subject to the requirements of the Florida open meetings law.

TEMPORARY ARTICLE. INITIAL ADOPTION OF BY-LAWS

The By-Laws shall be adopted by a majority vote of members present at a duly announced meeting open to the public to be held at a time and place to be determined by the Interim Co-chairs for Brevard County and Indian River County. This article shall lapse upon adoption of the By-Laws.

ARTICLE X. AMENDMENTS TO THE BY-LAWS

These By-Laws may be altered, amended, repealed or added to by an affirmative vote a majority of the members of the Coalition present at any regular or special meeting, providing proper notice has been given. Any proposed amendments or alternations shall be submitted to the members in writing at least ten days in advance of the meeting at which they are to be acted upon.

ADOPTED:

We, the undersigned Interim Co-chairs of the Corridor Management Entity, hereby certify that the foregoing by-laws were duly adopted by the Indian River National Scenic Byway Coalition at a meeting duly called and held on the ___ day of _____, 2009.

Appendix G
Original Indian River Lagoon National Scenic Byway Corridor
Management Plan Action Plan

SECTION XIII - ACTION PLAN

Our consultant, Lynn Marie Whately, advised us that an action plan is no longer required in the CMP, since an action plan is appropriately developed by the CME, which is not officially formed until after designation.

Our CAG/CME has made some initial action plans, in keeping with the goals, objectives and strategies which have been adopted.

The first of these is the development of Lagoon House by the City of Palm Bay. This gateway visitor's center for the Indian River Lagoon Scenic Highway will be a showcase and educational wellspring for the intrinsic resources of the Indian River Lagoon. The City is already seeking funding for this facility through the Florida Inland Navigation District and the Nation Scenic Byways program, and has a line item for Lagoon House in the state budget. The City also has preliminary design work for Lagoon House and a cost estimate which are an in-kind contribution from AJT & Associates, Inc. of Cape Canaveral, and the City has authorized and received a preliminary engineering evaluation and survey of the site at Ais Lookout Point.

A second action plan is for the corridor-wide clearance of invasive plants, which in many areas obscure scenic views of the waterway. This project is already underway, utilizing a great deal of volunteer labor. The designation of the scenic highway will add impetus to this excellent project.

A third action plan is for the promotion of uniform directional signage for corridor destinations. The thought is that uniformity of signage, especially if the signs can incorporate the scenic highway logo, will help with identification and continuity of the corridor. This could be a project for TEA-21 or NSB funding.

SECTION XIII - Indian River Lagoon Scenic Highway Action Plan

These action items have been prioritized and approved by the CAG. They represent the top priority actions to be taken initially. Other actions will be planned and executed by the CME.

Corridor Improvements/Enhancements

Action	Responsibility	Funding	Increments	Status/Reevaluate
Objective 1.1 Stabilize shoreline with native and roadside vegetation and restoration of native habitat	counties, municipalities, Keep Brevard Beautiful, Keep Indian River Beautiful, MRC, IRL Program	DEP, FDOT, FIND, tourism agencies, volunteer labor	baseline inventory right to plant identify projects identify funding identify responsibility execute planning designate maintenance	<u>08/11/00 – ongoing</u> <u>08/11/00 – ongoing</u> <u>08/11/00 – ongoing</u> <u>08/11/00 – ongoing</u> <u>08/11/00 – ongoing</u> <u>08/11/00 – ongoing</u> <u>08/11/00 – ongoing</u>
Objective 1.2 Scenic vista clearance by invasive plant removal	counties, municipalities, Keep Brevard Beautiful, Keep Indian River Beautiful, MRC	DEP, FDOT, tourism agencies, volunteer labor, chemical companies (in kind)	baseline inventory right to remove identify projects identify funding identify responsibility Invasive Mgmt Plan execute removal	<u>completed</u> <u>completed</u> <u>completed</u> <u>completed</u> <u>completed</u> <u>3/31/05 - completed</u> <u>08/11/00 – ongoing</u>
Strategy 4.2.2 Build and utilize Lagoon House as a public information center for the Indian River Lagoon	City of Palm Bay, MRC, tourism development agencies, historical societies	FHWA NSB Grant, FIND, Volunteer Labor, In Kind Contributions	design permitting bid & construction grand opening operation & maintenance	<u>completed</u> <u>completed</u> <u>completed</u> <u>4/02/05 - completed</u> <u>ongoing</u>
Objective 1.7 Provide appropriate directional signage for the corridor and for the resource	counties, municipalities, FDOT	FDOT, FHWA, counties, municipalities	site identification design permitting bid & construction roadway designation sign site identification signs	<u>completed</u> <u>completed</u> <u>completed</u> <u>completed</u> <u>completed</u> <u>ongoing</u>
Strategy 1.86 Work with municipalities, counties, CRAs and local residents to beautify the view shed using native plants	counties, municipalities, FDOT	FDOT, FHWA, counties, municipalities	site identification design permitting bid & construction	

Promotion/Community Participation

Action	Responsibility	Funding	Increments	Status/Reevaluate
Objective 3.1 Seek to inform the public about the scenic highway program	CAG/CME	volunteer, TDC, FDOT, IRL Program	public workshop media coverage outreach materials website ribbon cutting creation & printing brochures calendars	<u>completed & ongoing</u> <u>completed & ongoing</u> <u>completed & ongoing</u> <u>completed & ongoing</u> <u>completed & ongoing</u> <u>completed & ongoing</u> <u>completed & ongoing</u>
Objective 3.2 Work to receive from the public continuing input about goals, objectives, strategies and action plans	CME	volunteer	corridor surveys public workshops media coverage outreach material website	<u>completed & ongoing</u> <u>completed & ongoing</u> <u>completed & ongoing</u> <u>completed & ongoing</u> <u>completed & ongoing</u>
Objective 3.3 Seek to elicit more active participation in hands-on conservation and enhancement programs such as pepper busting water quality monitoring, native plant proliferation and the Florida Yards and Neighborhoods Program	CAG/CME, MRC, KBB, KIRB, U of F Extension Service	Volunteer	public workshop media coverage outreach materials website events & exhibits at Lagoon House	<u>completed & ongoing</u> <u>completed & ongoing</u> <u>completed & ongoing</u> <u>completed & ongoing</u> <u>completed & ongoing</u>
Objective 4.2 Develop means of communicating to local citizens and to potential visitors the story of the Indian River Lagoon	CME, tourism agencies, counties, municipalities	Tourism agencies, counties, municipalities, Visit Florida	corridor brochure corridor video outreach materials	<u>completed & ongoing</u> <u>completed & ongoing</u> <u>completed & ongoing</u>

Administrative Coordination

Action	Responsibility	Funding	Increments	Status/Reevaluate
Participation in Corridor Management Entity Agreements	CAG/CME	volunteer	approval of local government and community organizations appointment of reps	<u>completed</u> <u>completed</u>
Organization of CME	CAG/CME	volunteer		07/07/00
Local government and community organizations (regulatory/protection actions, technical assistance, management techniques)	CME	volunteer	inventory by CME reps report back to local government and community organizations report back to CME	<u>completed & ongoing</u> <u>completed & ongoing</u> <u>completed & ongoing</u>

Appendix H

References

Appendix H– References

Many different types of data sources were reviewed and collected in order to comprise and detail this application. The sources have been organized by their type and are summarized below. These were updated since the eligibility phase and are reflective of the additional materials utilized for designation.

Published Materials

- Raley, Karen. 2002. Melbourne and Eau Gallie (FL) (Images of America). Arcadia Publishing.

Reference Resources

- City of Melbourne Comprehensive Plan (Containing Updates), Adopted December 9, 2008.

Internet Research

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www.brevardartmuseum.org/
- City of Melbourne, Florida - Old Eau Gallie Redevelopment
www.melbourneflorida.org/ecdev/eg.htm
- City of Melbourne, Florida - Overview of Redevelopment Areas
www.melbourneflorida.org/ecdev/overview.htm
- Community News for the City of Melbourne Florida
www.melbourneflorida.org/news/
- Community Parks - Parks Division - City of Melbourne, Florida
www.melbourneflorida.org/leisure/parks-comm.htm
- Comprehensive Plan City of Melbourne, Florida
<http://library1.municode.com/default/DocView/12211/1/2>
- Florida Department of Transportation Environmental Management Office
www.dot.state.fl.us/emo/ScenicHWY/designated/indianriverlagoon.htm
- Eau Gallie Art District
<http://www.eaugalliearts.com/about>

- Eau Gallie, Florida
www.eaugallie.com/
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http://en.wikipedia.org/wiki/Eau_Gallie_High_School
- Eau Gallie Causeway
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<http://www.eaugallie.com/crimewatch/index.html>
- Eau Gallie Historical Trail
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- Indian River Anthropological Society
<http://www.nbbd.com/npr/archaeology-iras/>
- James Wadsworth Rossetter House
http://en.wikipedia.org/wiki/James_Wadsworth_Rossetter_House

- LoopNet - 2128 Pineapple Ave, Office Building, Melbourne, FL
www.loopnet.com/xNet/MainSite/Listing/Profile/PrintDemographicsES
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www.city-data.com/city/Melbourne-Florida.html
- National Register of Historic Places
<http://www.nps.gov/nr/about.htm>
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http://en.wikipedia.org/wiki/Old_Eau_Gallie_Post_Office
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www.floridacommunitiestrust.org/parks/index
- Planning and Zoning - Brevard County Comprehensive Plan
www.brevardcounty.us/zoning/p-compplan6.cfm
- Roesch House
http://en.wikipedia.org/wiki/Roesch_House
- Space Coast Area Transit
<http://routefinder.ridescat.com/about/index.php>
- St. Johns River Water Management District, Indian River Lagoon Basin
<http://www.sjrwmd.com/programs/indianriverlagoon.html>
- The Old Pineapple Inn Historic Bed and Breakfasts in Melbourne FL
www.oldpineappleinn.com/
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