

Economic Development

- Sufficient land
- Well-paying jobs in industry
- Incentives for industries to come to the City
- A balanced, educated workforce
- Good quality of life
- Adopt framework for plan
- Empowered citizen groups

Land Use

- Evolving master plan to reflect change
- Diversity of land use types
- Providing incentives for people to achieve the desired land uses through various land use tools

Housing

- Balanced and diverse housing stock that is affordable for all
- Infrastructure
- “Village” type developments with open space linking to existing neighborhoods
- Incentives for workforce housing

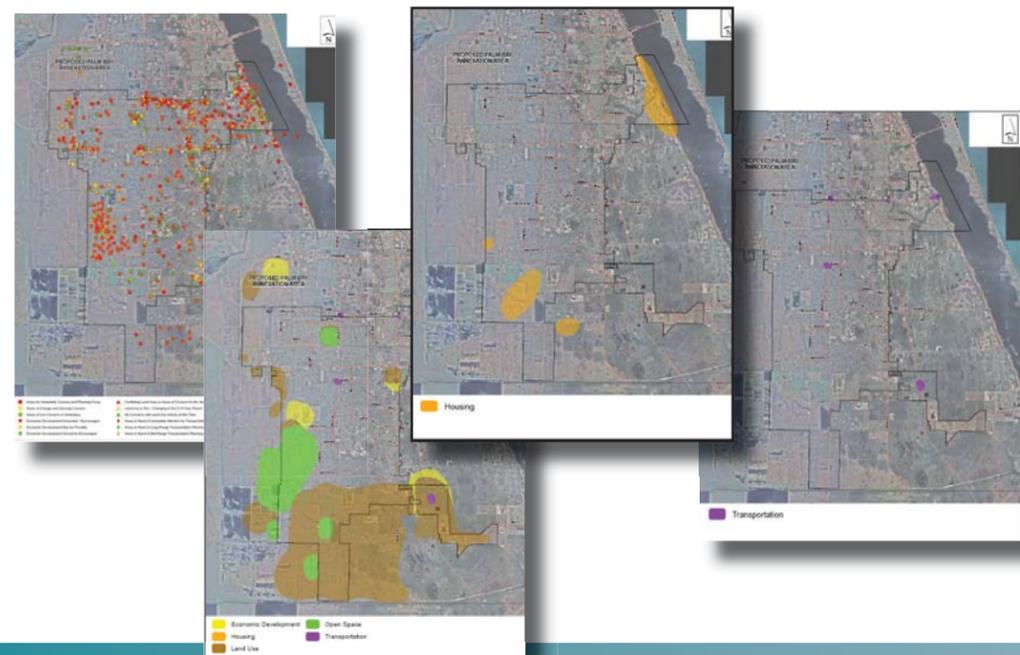
Transportation

- Safety
- Minimal congestion
- Bicycle paths
- Variety of transportation modes
- Paved roads

Open Space and Recreation

- Preservation and utilization of natural resources
- Big regional parks
- Culture and fine arts venues
- Museums
- Access to recreational areas
- Integrate open space throughout the City
- Small parks throughout the City

GEOGRAPHIC INFORMATION SYSTEMS (GIS) MAPS



DEFINING OUR VISION



VISION STATEMENT:

FLORIDA'S BALANCED COMMUNITY TO LIVE, WORK, PLAY, AND GROW

In April 2006, residents of Palm Bay, Florida began a process to create a community vision that would represent the collective needs of their entire City - - creating an overview for where it hoped to be in the next 20 years. As Palm Bay continues to expand and its demographics continue to shift, the need to redefine the

economic and land use values, revisit the transportation and housing infrastructure and make room for open spaces becomes evident. In creating this vision, the City is marking its growth and assuming proactive accountability for its future actions.



What Is Vision Planning?

Our journey into Vision Planning took us through a sequence of two phases: a planning workshop for the City Staff and City Council; and public workshops with community residents. The collaborative effort was quite successful in aligning the thoughts and goals of individuals into one collective vision. The workshops, as directed by SB360, were a study of the City's economic development, land use, transportation, housing and open space and recreation.

Beginning in April 2006, we the City of Palm Bay residents took the necessary steps to strategically manage our growth in a manner that would maintain our City's small-town character while still encouraging

dynamic business opportunities, providing appropriate mixed use and affordable developments, developing feasible transportation plans, and preserving the beauty and integrity of critical environmental areas. This is a community that believes that growth and development do not have to conflict with the open spaces, parks and natural areas which make Palm Bay, in so many ways, a perfect place to grow.

The Palm Bay community worked to realize a Vision Plan in a short but dedicated timeframe. This Vision portrays what Palm Bay residents want for our City in the ensuing decades and a study of the challenges that we will need to overcome to achieve it.

| Workshop | Date |
|--|-------------------|
| Economic Development Finding: Managed growth heads the top of a list of future economic development needs for the City. | January 6, 2007 |
| Land Use Finding: Making the best use of land by wisely developing available land or even redeveloping existing areas and creating a vibrant downtown area. | January 20, 2007 |
| Transportation Finding: Accommodate the expansion by adjusting existing traffic patterns and assuring that the levels of service, safety and emergency response are appropriate. | February 3, 2007 |
| Housing Finding: Provide choices in an integrated community that displays varying housing options. | February 17, 2007 |
| Open Space and Recreation Finding: Create dynamic open space and recreation that responds to diverse needs and activities and changing demographics. | March 3, 2007 |

Our Present

Prior to forming the initial Steering Committee, during the Vision Planning Workshop (Phase 1) the City Staff and City Council helped to steer and shape the course of the visioning process by adapting the entire community's voice into one common and collective vision. They began by identifying some of the primary concerns for the future growth of the City. Among these concerns were growth; how to do more with less; balancing resources internally; amount of annexation, the demographic change, evolution of the "Old Palm Bay" to the "New Palm Bay".

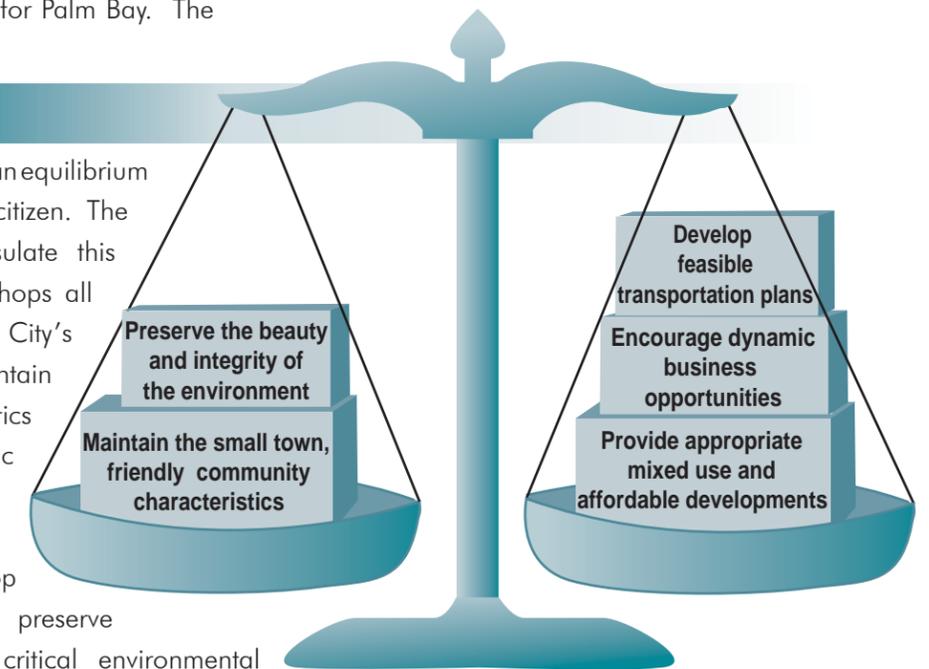
In engaging the residents in a dialogue for the creation of a 'preferred future' scenario, the public workshops (Phase 2) were designed as a process through which community stakeholders could play a direct and influential role in creating the future vision for Palm Bay. The

public was asked to brainstorm the development of strategies for preserving open space and environmentally sensitive lands, incentives for mixed use development, incentives for workforce housing, the designation of an urban service boundary and how to balance economic development and private interests. Through an interactive dialogue, the facilitators led the public through discussions of the opportunities and constraints that currently face the City towards a unified vision of the future.



Our Future

The idea is one of balance—attaining an equilibrium that is inclusive of the needs of each citizen. The thematic vision goals that encapsulate this idea are taken from the five workshops all asserting the need to manage the City's growth in a manner that will: maintain the small town, friendly characteristics of a community; encourage dynamic business opportunities; provide appropriate mixed use and affordable developments; develop feasible transportation plans; and preserve the beauty and integrity of the critical environmental areas. Yet, ultimately residents hope by defining the Vision they will also accomplish the following elements that are represented in the figure at the right.



Our Future!