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PREFACE

A Look Back from the Year 2025

Welcome to the year 2025. As you sip coffee at your favorite sidewalk cafe, think back on all that's been accomplished over the last 25 years...

Reflecting on the History of Southeast Florida: 1990 – 2025

We believe there's nothing more exciting than a milestone. And now that we've passed the first quarter of the 21st century, we thought it would be appropriate to reflect on the last 25 years and what they've meant for the development of Southeast Florida.

But we're not just doing this for a lark. It's important to look back because we need to pause to appreciate -- and applaud -- the fact that beginning in the 1990's our predecessors made a

conscious decision to implement the vision and strategies of Eastward Ho! Without their dedication to the principles of Eastward Ho!, today's Florida would be a very different (and not nearly as pleasant) place to live.

It all started with Miami pioneer Julia Tuttle -- who, in the freezing winter of 1894-95, sent Henry Flagler a bunch of fragrant orange blossoms. She had written and cajoled Flagler for years, but it was this startling delivery in the middle of a killer frost up north that finally persuaded the railroad magnate to extend his tracks down to Miami. The coming of the railroad marked the birth of the Southeast Florida we know today.

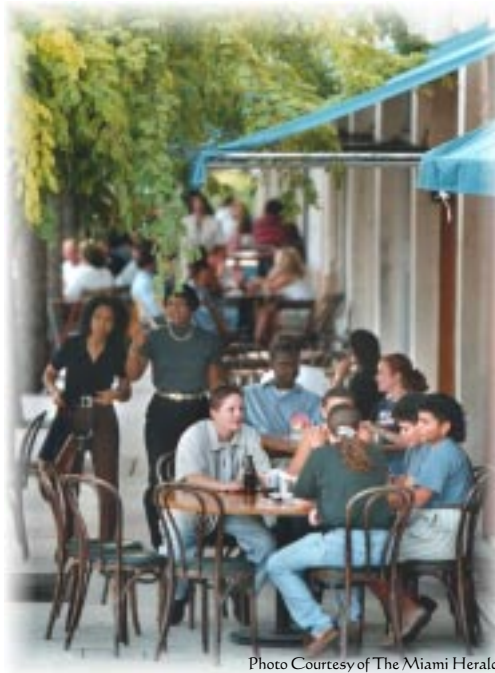
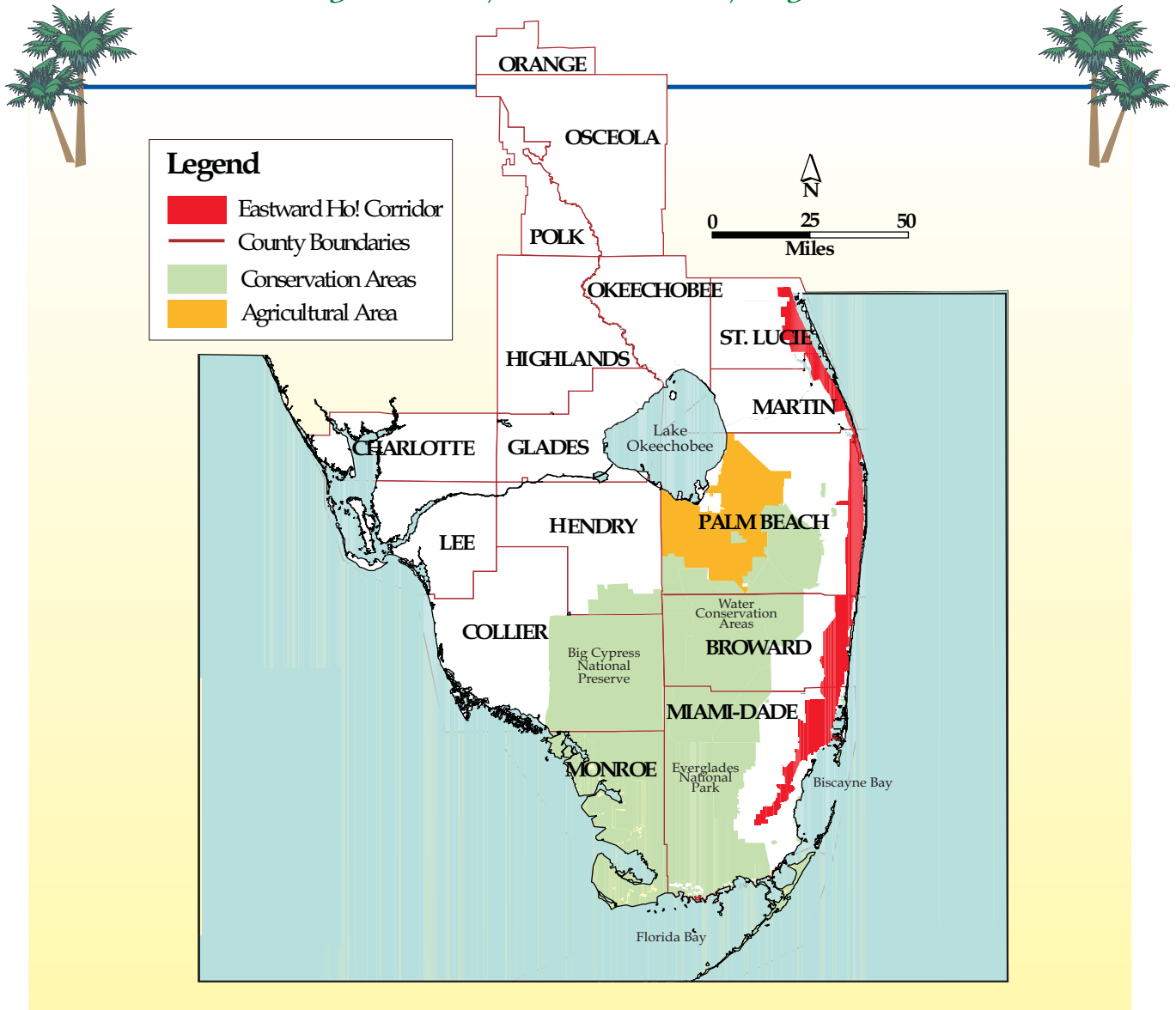


Photo Courtesy of The Miami Herald

Outdoor Cafe - Southeast Florida

Everglades Ecosystem -- 16 County Region



Jump, then, to the latter part of the 20th century, and the early years of the 21st -- which marked a period of truly explosive growth for Florida. So many people came to the state in search of better lives and sunshine that, by the turn of the century, 450 acres of Florida forest and 410 acres of farmland were being destroyed every day.

It's almost impossible to overstate the impact of this growth. By 1997, nearly half of Florida's wetlands were developed as the state's population -- attracted by land, low taxes, and an agreeable tropical climate -- grew from 6.8 million in 1970, to over 14 million in 1995, to 21 million by 2025.

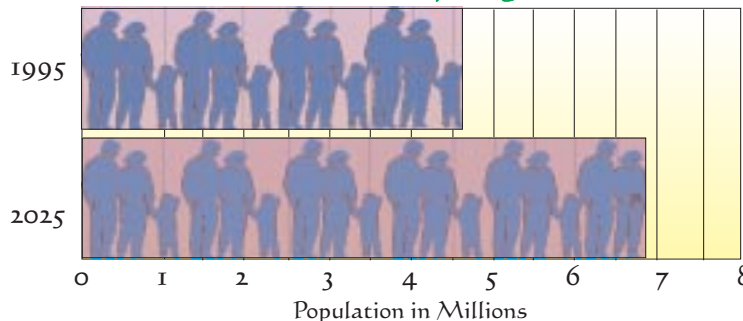
The growth of Southeast Florida was dramatic. The populations of Miami-Dade, Broward, Palm Beach, Martin, and St. Lucie counties grew from 4.6 million in 1995 to approximately 6.8 million by 2025.

Throughout the area's early history, communities grew outward from historic urban centers in a linear pattern, following roads that stretched westward into the Everglades like giant tentacles. In the process, older cities began to suffer the effects of reduced investment such as a diminishing tax base, disinvestment, and reduced employment and housing opportunities.

Other development decisions began to cause unforeseen problems. Because early Floridians had paved over aquifer recharge areas, and had funneled rainwater to the ocean through drainage canals, their

drinking water wells in the east coast cities began to suffer serious saltwater intrusion. By allowing their agricultural lands to be developed, people endangered not only their own regional water supply and storage areas, but also imperiled the Everglades themselves.

Year 2025 Population Projections:
Five County Region



Southeast Floridians Take Action

Fortunately, leaders from the public, private, and civic sectors recognized just in time that by working together, they could secure a sustainable future for Southeast Florida. They realized they could avoid the deteriorating quality of life that other regions of the country had experienced. But they could only do it if they improved their stewardship of the land and other natural resources, and developed a new growth policy that not only would revitalize existing communities, but also promote community-oriented growth throughout the region. These visionary leaders embarked on a public information campaign to in-

form and engage the region's residents in discussions about the complex issues and opportunities facing Southeast Florida.

As the public gradually began to understand the challenges which faced them, they increased their support -- in both the public and private sectors -- for long-term strategic thinking, planning, management, and investment throughout the region.

These discussions had a most beneficial side effect: they put into motion

a whole series of events that ultimately benefited people's lives. For example, by addressing problems of growth, Floridians were at long last able to acknowledge -- and work to correct -- ra-



Photo Courtesy of the South Florida Water Management District

An Everglades Landscape

cial, ethnic, and social tension stemming from the lack of economic and social equity in the region. By communicating with one another on development issues for the first time, Southeast Floridians provided themselves with the framework for resolving seemingly insurmountable issues that had burdened their communities for decades.

By creating a common vision of how urban growth should occur, community leaders helped chart courses of improvement for their existing neighborhoods. This in turn helped their tax bases to grow, which improved public services and strengthened communities as a whole. Floridians embraced a slew of new ideas: promoting sustainable development, restoring the Everglades, implementing urban design in harmony with natural systems, and, in short, growing smartly and not just rapidly.

Endorsing these strategies meant that people could accommodate new growth, improve social equity, strengthen their economy, preserve the natural environment, and enhance their personal quality of life -- all at the same time.

These emerging concepts created even more ripples in the pond of Southeast Florida's development. They encouraged the creation of compact, pedestrian-friendly communities. Centered on transit stations and public plazas, these new communities linked up with one another by a regional transit system. Thus began an urban design movement which we now take for granted in community planning. But in the early 21st century, it marked the first time that transit systems became a critical element in metropolitan planning.

As Floridians reduced their urban sprawl, they reinvested billions of dollars in cost savings in their existing communities. This concentrated public investment, that continues to this day, led to the revitalization of communities throughout the region.

Once elected leaders realized the benefits of meaningful growth boundaries -- and understood the hidden expenses of providing new infrastructure in "greenfields" -- they adopted them throughout the region, to reduce the westward spread of



new low-density development, and to support the creation of an easy-to-use regional transit system.

Developers began to incorporate concepts like community centers, pedestrian-friendly design, and supported a better mix of land uses. As infrastructure deficiencies in urban areas were identified, elected leaders began to target their public resources for upgrades. Although they did not prohibit low-density development, they still were able to slow sprawl -- mainly because, by using strong market-based incentives and public infrastructure expenditures, they encouraged a voluntary concentration of jobs in designated urban centers that were built around transit stations, central business districts, and existing neighborhoods.

It seems obvious today in 2025, but at the turn of this century it was a startlingly innovative concept to place jobs, commercial areas, parks, civic uses and a substantial amount of housing within a short walking distance of transit stops. Developers were able to further enhance quality of life by using urban greenways to provide open space,

recreation areas, and links to transit. They placed together and intermixed residential, retail, commercial, and public spaces. **Hundreds of locally driven efforts helped spur the revitalization of the region's "main streets" and communities.**

Increased transportation options and improved technologies meant that Floridians' mobility greatly improved. In addition to road congestion and travel times falling dramatically, technological advances also enabled workers to telecommute much more easily. Residents found that they now had more time to spend with their families and do more of the things they enjoy. "Green" technologies -- such as less-polluting vehicles and energy-efficient homes, schools and businesses -- helped to promote a healthier environment. As the air quality improved, so did the public health.

At the same time, developers were building "smarter and greener" by promoting energy efficiency and community-oriented design, which led to a revitalization of community life and safer neighborhoods.



It would be wrong to suggest that these concepts and strategies had happened by themselves. In fact, they had first been embraced and proposed by the Eastward Ho! initiative. First recommended by the Governor's Commission for a Sustainable South Florida, embraced and funded by the Florida Department of Community Affairs, Eastward Ho! introduced strategies that could accomplish sustainable development. It captured people's imaginations and served as the jump-start for the "smart growth" of Southeast Florida.

Planners and community leaders worked to create redevelopment tools and demonstration projects that would show how these new concepts could be integrated into Southeast Florida's ex-

isting urban centers. They encouraged and expedited community-oriented development through the governmental permit review processes. Residents soon could see the beneficial results -- their businesses were growing, and their job opportunities increased. Improved transportation, public health, educational and employment opportunities significantly reduced the poverty rate.



Photo Courtesy of The Miami Herald

The Westward Push of Sprawl

Beginning in 1997, the Eastward Ho! Brownfields Partnership helped local governments, neighborhoods, and developers address problems and revitalize urban areas that had been abandoned because of perceived or real environmental contamination. The Partnership worked to clean up the environment and to revitalize communities through economic investment.



The environmental problems plaguing the region in the early part of the 21st century were in large part solved by relying on cleaner and more efficient “green” technologies, conservation policies, pollution prevention, the “Urban Green Spaces” initiative, and other federal, state, and local legislative initiatives, including an expanded brownfield redevelopment program.

The East Coast Buffer continues to serve as the region’s primary aquifer recharge area and, in some places, even provides recreational opportunities. Its completion was due in part to an aggressive effort to buy sensitive environmental lands and development rights. By the year 2020, the Central and Southern Florida Restudy project had revitalized the Everglades and its con-

nected natural systems. Florida Bay fisheries, which were on the verge of collapse at the turn of the century, today are some of the most productive fishing areas in the nation. Improved waterflows, water quality, water reuse, and water storage all encouraged a regeneration of the coral reefs and sea life that had been dying in the 1990s.

Summary

Today, Southeast Florida is a regionally interconnected area, with unique towns, villages, and

cities, and it proudly serves as a model for the rest of the nation.

Southeast Florida enjoys advantages that other regions can only dream about. Natural resources



Guiding Principles of Eastward Ho!

- ◆ Community Involvement
- ◆ Building Regional Partnerships and Connections
- ◆ Everglades Restoration
- ◆ Improve Quality of Life for all residents
- ◆ Encourage Infill

Goals for the Future

- ◆ Economic Prosperity
- ◆ Improved Education
- ◆ Reduced Crime
- ◆ Increased Accessibility
- ◆ Reduced Pollution
- ◆ More Livable Communities
- ◆ Restored Natural Areas



that people can treasure through the generations. Easy mobility. Diverse cultural opportunities. Friendly, safe and beautiful communities. A healthy, growing economy. A clean environment. Superior educational institutions. A reputation as one of the nation's leading technology and manufacturing centers. Proximity to Latin America and the Caribbean. All of which have made Southeast Florida a national and international destination.

With a wide variety of choices and opportunities, perhaps the motto *Something for Everyone* still provides the best insight into the continuing lure of this beautiful region. We have much to be proud of.

Southeast Florida. It all started with an orange blossom from Julia Tuttle. But it became -- and remains -- livable because of the inspiration of Eastward Ho!



BACK TO THE PRESENT:

Laying the Groundwork for a Positive Future

Eastward Ho! -- Working Towards Solutions

Eastward Ho! is a public policy initiative that provides information, guidance, and strategies for improving quality of life and managing growth in Southeast Florida into the 21st century.

Advocates of Eastward Ho! seek to revitalize and improve the quality of life in Southeast Florida's historic urban areas and attract a portion of future regional growth back toward our communities to the east by supporting innovative redevelopment strategies.

By supporting innovative redevelopment strategies in the urban corridor, Eastward Ho!

advocates hope to reduce development pressure and urban sprawl in lands lying to the

west that are needed to restore the Everglades ecosystem, protect the region's future water supply and secure a sustainable future for the Southeast Florida region. Eastward Ho! is the urban component of Everglades restoration efforts.

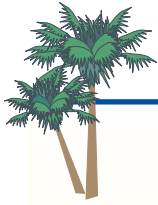
Eastward Ho! is a voluntary, partnership-based initiative whose success is integrally linked to the success of its

partners. Implemented at the local level, Eastward Ho! is based on a genuine partnership among all levels of government, the private sector, and the civic sector.

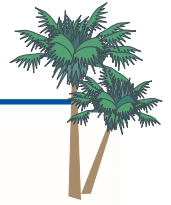


Eastward Ho! is a local approach to a regional problem and part of a growing national movement which supports the creation of more livable communities. Eastward Ho! complements the work of the South Florida Ecosystem Restoration Task Force and Working Group. It links together the work of complementary organizations and activities such as the National Audubon Society and its Everglades Restoration Campaign, the John D. and Catherine T. MacArthur Foundation and its Sustainable Everglades Initiative, as well as Florida's Sustainable Communities Demonstration Project and Sustainable Communities Network. It is supportive of the National Brownfields and Smart Growth Agendas and complemented by the U.S. Environmental Protection Agency's South Florida Urban Initiative.





Governments in the Eastward Ho! Corridor



St. Lucie County

Fort Pierce
Port St. Lucie
St. Lucie Village

Martin County

Ocean Breeze Park
Sewall's Point
Stuart

Seminole Tribe of Florida

Palm Beach County

Atlantis
Boca Raton
Boynton Beach
Cloud Lake
Delray Beach
Glen Ridge
Village of Golf
Golfview
Gulfstream
Haverhill
Hypoluxo
Juno Beach
Jupiter
Lake Clarke Shores
Lake Park
Lake Worth
Lantana
Mangonia Park
North Palm Beach
Palm Beach Gardens
Palm Springs
Riviera Beach
Tequesta
West Palm Beach

Broward County

Dania Beach
Davie
Deerfield Beach
Fort Lauderdale
Hallandale
Hollywood
Lauderdale Lakes
Lauderhill
Lazy Lake
Miramar
North Lauderdale
Oakland Park
Pembroke Park
Plantation
Pompano Beach
Tamarac
Wilton Manors

Miami-Dade County

Biscayne Park
Coral Gables
El Portal
Florida City
Hialeah
Homestead
Medley
Miami
Miami Shores
Miami Springs
North Miami
North Miami Beach
Opa-Locka
Pinecrest
South Miami
Virginia Gardens
West Miami



Each community, with its own unique set of characteristics and issues, must define its own plan for revitalization. Community stakeholders must come together and agree on a community vision and implementation plan. Eastward Ho! seeks to complement existing local efforts by bringing together people from the public, private, and civic sectors to address key urban issues in Southeast Florida and to shape the future landscape of the region. These collaborations can lead to better decisions for the region as a whole.

Although the focus of the Eastward Ho! initiative is clearly on Southeast Florida's historic eastern communities, all of the region's communities need to be aware of emerging urban

design concepts -- the concepts of "sustainable" and "green" development, "smart" growth and strategies that improve, revitalize, and reinforce all of our region's communities. It is clear: all of Southeast Florida's communities

are interconnected. The health of each individual community affects the vitality of our region as a whole, and the overall quality of life in our state.

Learning From Our Past

The growing population in Southeast Florida has spilled into lands lying further and further

west of our urban centers. The balance of the Everglades and other natural systems has been negatively altered. Agricultural lands that were once used for food production, as well as sensitive wetlands and other lands needed for

Eastward Ho! — A Regional Framework for Local Revitalization Plans



In order to build great communities, citizens must be provided the information they need to make informed decisions. Second, there must be an understanding of the desired outcome or vision consistent with the character and wishes of the community. Third, there must be a broad, flexible community revitalization plan which integrates neighborhood redevelopment goals and gives directions on the steps that are needed to accomplish the vision. Finally, there must be a long-term commitment to implementing and improving the plan over time while improving the greater public good.



future regional water supplies, have been replaced by convenience stores, gas stations, strip malls, big-box shopping malls with even bigger parking lots, and residential subdivisions. At the same time, the quality of life in many of our historic urban communities to the east has suffered as public and private investment has spurred the rapid development of the western portion of our region.

These patterns of low density, single use development and growth have led to the deterioration of our overall environment, economy, and the quality of life of South Florida's residents. We can do better for our children and ourselves.

Today, Southeast Florida is at a crossroads. We can continue to let growth and existing development trends dictate inefficient development patterns, or we can use this growth to build a better Southeast Florida. As growth and redevelopment occur, planning efforts should start to differentiate between acceptable and excel-

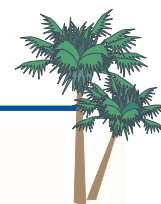
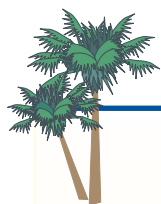
lent standards and choose those that reach beyond the mere provision of basic services to attain the creation of vibrant, healthy communities.

How do we get there?

Fortunately for all of us, over the years information, technology, and tools for growing better, smarter, and safer have become available as a result of innovations in the private sector and national, state, regional, and local initiatives. We know that the success of Eastward Ho! will be linked to creating the quality of life desired by the residents of the corridor. Older urban areas are becoming vibrant and beautiful again with increased investment and redevelopment. These communities are strengthening their assets and becoming the jewels of the Southeast Coast.



The Challenge of Water Management

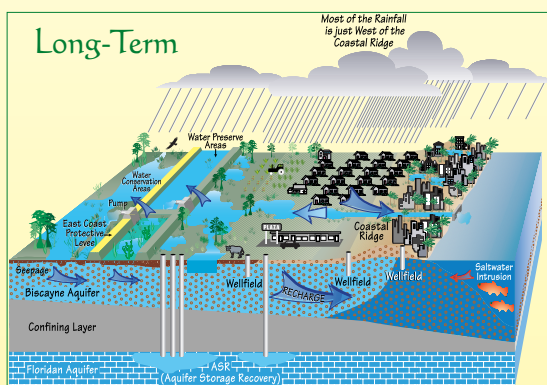
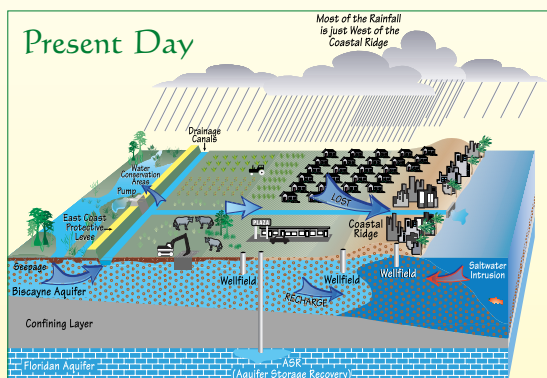
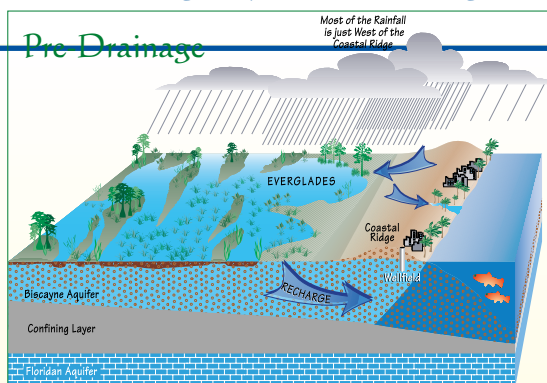


Pre-Drainage

Up until the early 1900's, the natural system kept development restricted to the highlands of the coastal ridge. The lower land levels of the Everglades kept rainfall where it could seep through the ground and recharge the Biscayne Aquifer, our primary source of drinking water. This groundwater recharge was so powerful that early tourists photographed freshwater springs in Biscayne Bay! In 1947, back-to-back hurricanes flooded more than three million acres of land for months. Residents called on the U.S. Congress for help. The U.S. Army Corps of Engineers was directed to build a federal water control system to prevent catastrophic flooding and to further open up land for agricultural and land development in the post-World War II boom era.

Present Day

The Corps of Engineers Central and Southern Florida Flood Control Project was designed to meet the needs of a population of about two million by the year 2000. Today, this system is providing drainage and water supply protection for a population nearly three times that estimate. The system of canals, levees and floodgates drain nearly two million acre feet of water to estuaries instead of the Everglades and the Biscayne Aquifer. That's enough water to meet all the needs of Palm Beach,



Broward and Miami-Dade counties for two years. That lost water, with our increased consumption of groundwater means that coastal wellfields are now threatened by saltwater intrusion. Compounding this problem, excess freshwater flows to estuaries are also causing water quality problems in those estuaries.

Long-Term Solution

To provide a long-term solution to water storage and water quality problems, the South Florida Water Management District plans to redesign many of the existing canals so that they better mimic natural waterways. These wider, more naturally configured waterways will reconnect the severed links between natural systems, improve water quality, provide a host of recreational opportunities, and direct more water to the Water Preserve Areas and the Everglades. Without these solutions, we will not be able to provide water needed for the estimated population of 13 million expected by the year 2050 in our region. We are also likely to suffer other losses with these solutions. Commercial and recreational fishing add billions to our economy. Tourism, and our overall quality of life, are equally dependent on healthy ecosystems.

Source: South Florida Water Management District



Overcoming Impediments to Redevelopment

Success has not been achieved overnight. The positive results we are seeing today throughout the region are the fruit of committed planning and investment of years past. It is important to take action today to secure a positive future. As stated in the Florida Atlantic University/Florida International University Joint Center for Environmental and Urban Problems (Joint Center)

January 1998 report entitled *Eastward Ho! Financial Impediments and Solutions to Redevelopment*, community support, planning, and investment can overcome many of the obstacles to redevelopment.

Local governments can encourage the revitalization of their communities by providing investors with more certainty about the future. Local governments can reduce risk by developing community revitalization plans and

neighborhood redevelopment plans which reflect the needs and desires of residents and property owners. The consistent provision of the services of law enforcement, code enforcement, and school enhancement also helps to build certainty in the marketplace.

And finally, local governments can facilitate the revitalization of their communities by making information easily accessible, streamlining their permit approval process, and designating an ombudsman to help facilitate desired outcomes.



Clematis Street -- West Palm Beach

HIGHLIGHTING COMMUNITY SUCCESSES

What is "Smart" Growth?

Many individuals and groups from the public, private, and civic sectors are working to enhance the quality of life in our urban areas.

Numerous local governments are making Eastward Ho! a reality. Eastward Ho! can be seen in action in places like West Palm Beach, Delray Beach, Fort Lauderdale, Coral Gables, Stuart, Lake Worth, Fort Pierce, Hollywood, Boca Raton, and South Miami. Great strides have been made in other communities.

Smart growth is development that recognizes the link between quality of life and development patterns and practices. Smart growth integrates development with environmental protection and water quality improvement, flexible zoning, preventive planning, efficient provision of infrastructure, and responsiveness to natural resources. Smart growth balances the needs among economic growth, community livability, and environmental protection for a better quality of life.

Smart growth:

- ◆ Enhances a sense of community
- ◆ Provides better neighborhoods in which to live and work
- ◆ Protects air, water quality, and natural wildlife habitat
- ◆ Rewards innovative developers with financing and flexibility
- ◆ Decreases congestion by providing alternative modes of transportation
- ◆ Encourages brownfields redevelopment
- ◆ Makes efficient use of public money

There are a host of activities that help promote Eastward Ho!, but more needs to be done. Individuals and groups from the public, private, and civic sectors have used expertise to enhance the quality of life of our urban areas -- but communities can continue to improve in several important ways, by:

- ◆ Learning from, and expanding successful ideas and models of community revitalization,
- ◆ Encouraging development that promotes a process of continuous improvement in quality of life, and



- ♦ Establishing a framework of planning and fiscal incentives for beneficial and preferred forms of development.

Some of the continuing community efforts that have been supported by the Eastward Ho! Initiative, either through financial assistance, staff time, or by other partners, include:

- ♦ ***The New Communities Loan Pool.*** Initiated by the Community Financing Consortium, Inc. in Palm Beach County, this \$11.5 million program provides revolving construction and permanent loan financing targeted for single family homeownership in the Eastward Ho! Corridor. The program provides loans at interest rates of 1 to 4 percent. The emphasis is on the improved design and quality of urban homes. Participating developers receive a lower

interest rate when utilizing one or more of the development guidelines found in the Florida Department of Community Affairs (DCA) publication *Best Development Practices, Doing The Right Thing and Making Money At The Same Time*.

- ♦ ***City of Stuart -- Downtown Redevelopment Plan.*** This City-sponsored project focuses on a land area adjacent to the existing and quite successful downtown redevelopment



Rendering Courtesy of the Treasure Coast Regional Planning Council

Flagler Park Charrette



that evolved out of a previous Eastward Ho! design charrette. The charrette was a great success with nearly 100 citizens, community leaders, elected officials, and staff participating in creating a new plan for the waterfront area. The City has expanded its Community Redevelopment Area (CRA) boundaries to incorporate the entire project area and has established a Tax Increment Financing (TIF) District to provide incentives that will aid them in attracting developers who will implement their vision of this area. The City has already successfully leveraged the design images and master plan to acquire \$300,000 from the Florida Legislature for improvements to Flagler Park in the downtown area.

- ♦ ***Fort Lauderdale's Neighborhood Leadership College.*** Community and government partnerships with the city's neighborhood associations help to promote community involvement and civic responsibility. Communities are unique because they are shaped by the vision of the people who live in them.

- ♦ ***The City of Hollywood's Educational Civic Institute and "Building Communities from the Inside Out" initiatives.*** The City's Educational Civic Institute is an intensive citizen education program designed to nurture grassroots leaders. The "Building Communities from the Inside Out" initiative is a strategic planning effort designed to demonstrate how an older urban community can become more sustainable by addressing economic development, urban infill and redevelopment, neighborhood improvement, transportation, public safety and quality of life.
- ♦ ***79th Street Corridor Project.*** The 79th Street Project is intended to be a model sustainable development project. Partners include The Urban League of Greater Miami, Inc., Miami-Dade Neighborhood Housing Services, Inc., Dade Employment and Economic Development Corporation, and the Center for Neighborhood Technology.
- ♦ ***Opa-Locka Community Development Corporation Eastward Ho! Project.*** The Opa-Locka Community Development Corpora-



tion is developing an urban infill strategy to determine how funds from local governments can be successfully leveraged with other financial resources to increase the success of community development corporation activities in the Eastward Ho! corridor.

- ♦ **City of Delray Beach -- Old School Square.** Historic buildings and homes are part of Southeast Florida's heritage and sense of identity. This project helps prove that an historic building, if no longer used for its original purpose, can be adapted for a new use while preserving its original character.
- ♦ **City of Fort Pierce -- Waterfront Community Development Plan.** The City of Fort Pierce has developed a vision for itself. Building on a successful partnership be-

tween the City, its residents, Main Street Fort Pierce, the Community Redevelopment Agency, and the Fort Pierce Author-



City of Fort Pierce Charrette

ity, this Eastward Ho! demonstration project is based on a proposal to develop a waterfront hotel complex, which will include a restaurant, meeting facilities, and retail shops, and anchor the city's down-

town redevelopment efforts. The design and development process for this and other city projects has provided a stimulus for substantial public and private investment. The list of public improvement projects that will begin or be completed in 1998, tops \$152 million, with \$3 to \$4 million targeted on rebuilding the waterfront marina and \$1 million for waterfront streetscape improvements. The City's revitalized downtown will feature a new public library, mixed-income residential apartments, offices, multi-story parking, and a waterfront boardwalk and community park.

- ♦ ***Downtown Miami Moderate-Income Homeownership Project.*** Many communities have deteriorated as residents abandon central cities for suburban developments. Key to revitalizing these downtowns is the provision of affordable, moderate-income housing that can attract families back to downtown areas. Sponsored in part by the Florida Department of Community Affairs, Miami-Dade County is working in partnership with the Dade Employment and Eco-

nomic Development Corporation, Inc. (DEEDCO), the project developer, to develop a 120-unit multi-family residential condominium tower above retail and parking in downtown Miami's central business district. The development team also includes Arquitectonica, the project architect, Keating Housing Initiatives, Inc., the development consultant, the City of Miami and the Downtown Development Authority. Keating Housing Initiative's program has been successfully implemented in many areas of the country. Using tax-exempt bonds to finance a trial construction and lease period, "downtown pioneers" have the opportunity to own a home in a downtown environment. During the trial period, a portion of the prospective purchaser's monthly rent payment is deposited into an escrow account. At the end of two years, these funds can be applied toward the purchase of their home.

- ♦ ***Eastward Ho! Design Charrettes.*** Through a cooperative agreement between the Florida Department of Community Affairs and the South Florida and Treasure Coast



Regional Planning Councils, the Village of Miami Shores and El Portal will be the first of four Eastward Ho! design charrettes to be conducted within the South Florida Region. Three additional charrettes will be held in 1999 in Miami-Dade and Broward Counties.

- ♦ ***Southern Boulevard Project.*** In February 1998 an Eastward Ho! design charrette was held to re-design an existing strip shopping center into a “community plaza.” West Palm Beach citizens, business owners, landowners, elected officials, and county, city, and regional staff all participated in the charrette. Their common vision included a community center, improved commercial opportunities, and a link to the school serving the surrounding neighborhoods.

- ♦ ***Blueprints for a Better Future: Building Plans and Urban Design Principles for Towns, Cities & Villages in South Florida.*** The Treasure Coast Regional Planning Council has developed a book of single and multi-family home plans and mixed-use building types designed to fit within the urban fabric of Southeastern Florida. This



Rendering Courtesy of the Treasure Coast Regional Planning Council

Southern Plaza Charrette -- City of West Palm Beach

plan book contains over 100 building types and home styles.

- ♦ ***City of North Miami -- Northeast 6th Avenue.*** *Virtual Visit Technology* is a new redevelopment tool to evaluate alternatives, build consensus, and encourage market development. The web site features a series of redevelopment scenarios for vacant and developed sites. Visitors may view the demonstration highlighting the NE 6th Avenue project in the City of North Miami on the South Florida Regional Planning Council's web page at www.sfrpc.com. Once at the web site, visitors can evaluate the appropriateness of the selected development before it is constructed. Citizens who are unable to attend scheduled public meetings may view the proposed projects placed on the web at any time of the day or night.
- ***Wilton Manors Arts and Cultural Entertainment District.*** Key to the renovation of a neighborhood shopping area was the City's willingness to create a new zoning overlay district to allow outside cafes and

seating, reduced parking requirements, and its commitment to quick turnarounds on inspections. Working with the City, the FDOT revisited existing transportation plans for the area, preserving 80% of trees along Wilton Drive. Before the renovation the center was only 30% occupied. After the renovation the center is 98% occupied, contains all but one of its original tenants, and has helped spark adjacent development.

- ♦ ***City of West Palm Beach Traffic Control Initiative.*** The City of West Palm Beach has given priority to the pedestrian in its street designs, which are sensitive to the human scale and ensure that walking, shopping, and living in the city is enjoyable. These types of improvements on Clematis Street have helped to increase commercial occupancy from only 20 percent to nearly full.
- ♦ ***Downtown Kendall Project – Regional Activity Center Study Area.*** ChamberSOUTH and Kendall area businesses spearheaded the effort to create a “town center” in the



area of Dadeland Mall and the Datran Center. Supported by the Florida Department of Community Affairs, the Miami-Dade County MPO, Dadeland Mall, the Green Companies, and the South Florida Water Management District, this public-private partnership facilitated a week-long design charrette that was conducted by the urban planning firms of Dover, Kohl & Partners and Duany, Plater-Zyberk & Company in June 1998. Attended by over 150 community representatives and area businesses, the charrette participants' conceptual plan was well-received and unanimously approved by the Miami-Dade County Planning and Advisory Board. The community's vision for Downtown Kendall is to create a thriving center of activity in Kendall with a consistent and

appealing urban identity. It will include a strong shopping presence as well as residential projects, hotel and convention facilities, community activity features, improved pedestrian corridors, the aggrega-

Rendering Courtesy of Dover, Kohl & Partners



Snapper Creek Canal -- Kendall Project

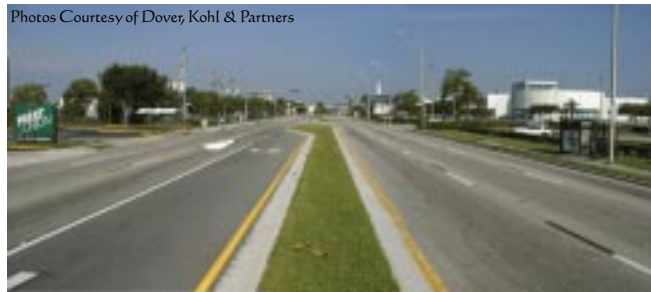
tion of open space for squares and plazas, improved transit opportunities to facilitate growth and mobility without increasing traffic congestion, increasing density and mixing land uses to achieve a balance of of-

fices, housing, entertainment and shopping opportunities -- all in a pedestrian friendly environment. Miami-Dade County recently appropriated \$125,000 to develop the zoning overlay which will help make this community's vision a reality.

- ♦ ***Florida Department of Transportation (FDOT) Transportation Design for Livable Communities (TDLC) Draft Policy.*** Urban and transportation design are key components for livable communities. The FDOT is working with local governments to promote flexibility and innovative transportation design techniques to improve the quality of life and promote safety and economic de-

velopment. Proposed guidelines include techniques such as improved signage, roundabouts, bike paths and lanes, greenways, transit-oriented features, and reduced lane width on the State Highway System. Similar improvements in Lake Worth have resulted in increased commercial occupancy along Lake Avenue and a 50% reduction in automobile crash rates.

- ♦ ***Tri-Rail Double-tracking.*** Existing double-tracking efforts will increase the frequency of Tri-Rail service and increase mobility for riders.



Before: Kendall Drive



After: Kendall Boulevard

- ♦ **Florida Department of Transportation (FDOT) Cypress Creek Park and Ride.** The FDOT is promoting Tri-Rail usage and infill development by proposing a transit-oriented infill development on land it owns adjacent to the Cypress Creek Tri-Rail Station.

- ♦ **Alternative Fuel Vehicles.**

The Florida Gold Coast Clean Cities Coalition provides low-interest loans for vehicles such as the Miami Beach Electro-Wave. Alternative fuel vehicles reduce our dependence on imported oil and rely on locally produced fuels that can produce improved air quality benefits. Over the past two years, the Coalition has awarded 1.1 million dollars in grants to local governments.



Electro-Wave Bus

- ♦ **Florida Communities Trust (FCT) Eastward Ho! Points.** The FCT provides much-needed funding for public open space acquisition. The program requirements were amended in response to the Eastward Ho! initiative to provide additional points for applications for projects located within the corridor.

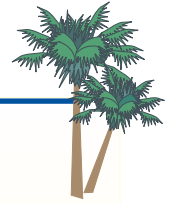
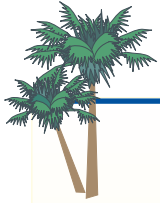
- ♦ **Brownfields Minority Worker Training.**

The Brotherhood of Carpenters and Joiners of America and Clarke Atlanta/Xavier

University will conduct job training and education for workers needed to clean up brownfield sites to foster economic and environmental restoration.

- ♦ ***U. S. Department of Housing and Urban Development Awards to FAU and FIU.*** Florida Atlantic University in Boca Raton and Florida International University in Miami were recently awarded federal grants approaching \$400,000 each to augment their efforts to revitalize distressed, low-income neighborhoods near their campuses. These grants will enable these universities to bring new employment, business, and homeownership opportunities to people in the communities they serve.
- ♦ ***Community Outreach Leadership Training Program (COLT).*** Developed by the FAU Center for Urban Redevelopment and Empowerment, the COLT program provides current and prospective community leaders in Southeast Florida's low to moderate income communities with up-to-date knowledge about contemporary public policy and development issues affecting community quality of life as well as tools and techniques for decision-making, consensus-building, and problem-solving in communities.
- ♦ ***Eastward Ho! Competitive Grants.*** In 1999 the South Florida Regional Planning Council will administer a \$225,000 grant program to further redevelopment efforts in the Eastward Ho! corridor. This grant program will be open to local governments, non-profit organizations, and Indian nations in the Eastward Ho! corridor.
- ♦ ***Homeownership "Train the Trainer" Program.*** One key to an improved quality of life in the Corridor is increased access to homeownership opportunities for low to moderate income residents. Developed by a mortgage banker, this series of workshops provides community-based organizations and nonprofits with information and techniques for working with reputable lending institutions to qualify potential homeowners for homeownership loans despite past credit problems or the lack of savings.
- ♦ ***U.S. 1 Corridor Study.*** In South Miami-Dade, the FAU/FIU Joint Center is working with Miami-Dade County, land owners and interested citizens to develop a series of community centers along the planned busway extension paralleling U.S. 1.





What is Sustainability?

"Sustainability" is a term used to describe the goal of integrating environmental, developmental and social equity concerns.

"Sustainable Development" is development which meets the needs of the present without endangering the ability of future generations to meet their needs.

Six Principles of Sustainability

- ◆ Restoration of Key Ecosystems
- ◆ Achieving a Cleaner, Healthier Environment
- ◆ Limiting Urban Sprawl
- ◆ Protecting Wildlife and Natural Areas
- ◆ Advancing the Efficient Use of Land and Other Resources
- ◆ Creating Quality Communities and Jobs

-Section 163.3244 Florida Statutes

- ◆ *Recognizes intergenerational equity and supports long-term thinking*
- ◆ *The region's economic future is linked to the integrity of natural systems*
- ◆ *Protecting the environment is impossible unless we improve the economic prospects of the region's poorest people*

-adapted from the "Bruntland" Report, 1987



EASTWARD HO! BROWNFIELDS PARTNERSHIP

What is a Brownfield?

The Eastward Ho! Brownfields Partnership is a regional collaboration targeting the cleanup and sustainable reuse of contaminated and abandoned or underused sites as part of the larger Eastward Ho! initiative. This Partnership provides a regional context and support for local brownfields efforts throughout the region.

Many other organizations throughout the region, as well as multiple federal agencies, have pledged their support of the goals of the Partnership and are working together to improve the quality of life in areas affected by brownfields. Members have signed a Partnership Agreement committing themselves to supporting each other's efforts; promoting environmental justice; coordinating existing stat-

Brownfields are abandoned, idled or underused industrial and commercial properties where expansion or redevelopment is complicated by real or perceived environmental contamination. In May 1997, Vice President Gore announced a Brownfields National Partnership to bring together the resources of more than 15 federal agencies to address local cleanup and reuse issues in a more coordinated manner. This multi-agency partnership has pledged support to 16 Brownfields Showcase Communities -- models demonstrating the benefits of collaborative activity on brownfields.

utes, programs, and other efforts relating to brownfields; establishing processes to achieve timely, productive and sustainable reuse of brownfields sites as they are identified; approaching brownfields in the context of broader

regional economic development, neighborhood development, environmental protection, and urban revitalization objectives; and implementing participatory solutions involving residents and neighbors of contaminated sites.

In March 1998, the Eastward Ho! Corridor in Miami-Dade, Broward, and Palm Beach counties was designated as a National Brownfields Showcase Community. One of 16 communities chosen nationwide, this designation brings with it the promise of increased financial re-



sources and other federal assistance for brownfields work in the Eastward Ho! Corridor.

The Eastward Ho! Brownfields Partnership has committed itself to accomplishing the following tasks during the next two years.

- ◆ Completing a regional inventory of potential brownfields sites, integrated with socioeconomic, public health, and transportation data;
- ◆ Completing at least six detailed site inventories;
- ◆ Undertaking at least four rehabilitation and redevelopment projects in the corridor that feature sustainable reuse of the rehabilitated sites;
- ◆ Formulating and implementing model processes for timely and meaningful community participation in the brownfields process and the promotion of environmental justice principles;
- ◆ Establishing replicable financial tools and models for streamlined governmental processes to promote brownfields rehabilitation and redevelopment; and
- ◆ Undertaking at least four demonstration projects with federal agencies as part of a creative linkages and learning laboratory approach to apply new resources, programs, and technologies to brownfields issues.



A BALANCED MIX OF WELL-DESIGNED HOUSING TYPES

One of the many challenges to urban revitalization is providing adequate housing choices. Southeast Florida suffers from an inadequate supply of such choices, which would provide the needed variety of infill housing opportunities for residents of all income levels. One of the benefits of Eastward Ho! is the creation of attractive housing for all income levels.

Urban design techniques provide an opportunity to increase the supply of affordable housing and promote a range of high-quality homeownership oppor-

not exceed 30% of the gross annual income of very low, low, and moderate income households. It is based on the median county income of a family of four.

tunities that fit into and reinforce the residential character of urban areas. Effective design techniques can make market and below-market rate units indistinguishable from one another.

Most of us live in affordable housing without realizing it. Affordable housing is defined as housing for which monthly rents or mortgage payments, including taxes, insurance and utilities, does

Affordable Home Price Ranges (owner-occupied)

	Corridor Average
Very Low Income	up to \$72,205
Low Income	\$72,206-116,202
Moderate Income	\$116,203-183,018

1998 Median Family Incomes for a Family of 4 by County

County	Income
Broward	\$49,200
Miami-Dade	\$39,200
Palm Beach	\$51,200
Martin/St. Lucie	\$44,500

"Location Efficient Mortgages"

The location efficient mortgage integrates sustainable development needs into the lending process. Families that rely on public transportation instead of automobiles spend less on transportation. The location efficient mortgage uses these savings to enable the homebuyer to qualify for a larger mortgage.



MARKET OPPORTUNITIES FOR “SMART GROWTH” AND INFILL

A recent report by the Center for Neighborhood Technology examines some of the major trends and underutilized assets in our region. It argues that public decisions, however important, cannot alone produce the future which most people desire. Rather, this desirable future requires the reorientation of the economy so that its everyday workings produce smart growth. The region needs to identify what's working, what can be expanded, and implement the best tools available to shape the region's growth to improve the future quality of life.

Rapid Change in Southeast Florida. Nearly 30,000 new households form each year in Southeast Florida. Projections estimate that another 2.5 million people will settle here over the next 25 years. The private market that is shaping and responding to this rapid growth is both dynamic and entrepreneurial. It is building housing, creating new jobs, and designing the future of the region.

The Cost of Growth. The estimated cost of the infrastructure required to accommodate

these new households for water, sewer, gas, electricity, telecommunications, and transportation is more than \$10.5 billion over the next 20 years. If new development occurs inside the Eastward Ho! corridor, these costs drop nearly \$6.15 billion -- with half of the savings associated with housing costs -- because infrastructure either already exists or new infrastructure can be economically built to connect to existing services.

Major Trends Influencing Sustainable Development: Challenges and Opportunities

Sustainable development requires that conventional economic decisions result in efficient, environmentally-friendly development patterns. However, such development will only be successful to the extent that it understands and works with -- not against -- the major economic trends.

- ♦ **International trade** is a growing part of South Florida's economic engine. Trade moving through South Florida's three deep-water ports has created more than 300,000



Eastward Ho! Rival Development Trends Cost Analysis Study



jobs and generates annual state and local tax revenues well in excess of \$600 million. There are some threats to this economic vitality as well as proposals for improving limited port capacity and improving their efficiency that would help to ensure sustained growth.

- ♦ **Immigration** is fueling the region's population growth. At the same time, it creates many opportunities, such as increased demand for transit, expanded labor markets, increased demands for low cost housing, and helps to establish links between South Florida and other cultures.

In partnership with a local advisory committee comprised of representatives from the five Eastward Ho! counties, the *Rival Development Trends Cost Analysis Study*, conducted by Dr. Robert Burchell of Rutgers University's Center for Urban Policy Research, compares the costs of trend or suburban sprawl development versus Eastward Ho!, infill development.

The final draft report documents potential benefits which include:

- ♦ Cost savings of \$6.1 billion
- ♦ Increase development markets and taxbase with 694,968 new jobs
- ♦ Saving 13,887 acres of fragile environmental lands
- ♦ Savings of \$1.54 billion in local road costs

- ♦ **Climate.** South Florida's climate was one of the main factors leading to its settlement. Ironically, the climate is also a threat to further development. Global warming is likely to bring increased air pollution, more powerful hurricanes, rising ocean levels, and increased flood-

ing. South Florida can help to protect itself through disaster mitigation strategies, tree planting, energy conservation, alternative fueled vehicles, and the harnessing of solar power.



- ♦ **Aging.** South Florida's retirement population continues to be important. This “seasoned” population with education, experience, and leisure time, represents a tremendous and largely under-appreciated asset.
- ♦ **Economic Restructuring.** Industry restructuring, a major part of economic life in the 1990s, has strongly affected South Florida. As industries such as banking and telecommunications restructure, there are opportunities for community-oriented financial investments.

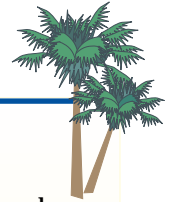
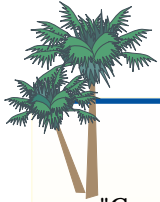
Hidden Assets and Smart Growth Tools

Southeast Florida has many hidden assets. These assets include growing public transportation infrastructure, intermodal freight move-

ment opportunities, land that is available for assembly, undervalued retail markets, under-recognized home ownership markets, and opportunities to expand regional fiber optic capacity along existing rights-of-way. Eastward Ho! advocates should build on these assets and look for ways to make them work together synergistically. When growth strategies combine multiple assets, they can have a substantial impact on the marketplace.

Projects that can take advantage of more than one underutilized asset at the same time have a better chance to achieve a sufficient scale to affect the South Florida market. Two approaches to maximizing underutilized assets are focusing on corridor-wide strategies centered on key transportation corridors, and site strategies that highlight a specific model site.





Green Development

"Green development practices" integrate ecology and real estate to enhance profitability and affordability, efficiency and create development that is environmentally friendly. Green developments:

- ◆ Use construction techniques that are not wasteful,
- ◆ Benefit the surrounding environment, and
- ◆ Are sensitive to community and culture.

"Green" infrastructure utilizes the natural environment such as rivers and wetlands for water storage and water purification while providing recreational and natural benefits to residents.

East Coast Buffer/Water Preserve Areas

The East Coast Buffer is envisioned as a series of interconnected marshlands, reservoirs, and/or aquifer recharge basins on lands adjacent to the Everglades. This system's purposes are to:

- ◆ Store more water,
- ◆ Clean existing stormwater,
- ◆ Provide a buffer between the urban areas and the Everglades, and
- ◆ Protect and conserve wetlands and habitat outside the Everglades.

The **Central and Southern Florida Project (Restudy)**, a \$7.8 billion federal-state plan to help restore the Everglades ecosystem, was unveiled in October 1998. The Restudy evaluates the feasibility of structural and operational modifications essential to the restoration of the Everglades ecosystems while balancing the water and drainage needs of wetland areas, farmers, and cities.



HOW DO WE INCREASE AND MEASURE OUR SUCCESS?

Revitalization plans should address a wide range of issues. Some of the things that communities should consider include:

- ◆ Maintaining the uniqueness of individual neighborhoods
- ◆ Helping schools measure and remedy insufficiencies
- ◆ Supporting code enforcement and home-rehabilitation efforts
- ◆ Addressing gentrification through the appropriate location and mix of affordable and mixed-income housing
- ◆ Designating appropriate land use, infrastructure adequacy, and transportation mobility
- ◆ Developing appropriate design guidelines that build upon local characteristics and promote hazard mitigation
- ◆ Restoring natural areas
- ◆ Recognizing the need for job training and local government interface with service providers within the neighborhood (such as day-care facilities)
- ◆ Adopting crime-reduction tactics, including community policing and neighborhood initiatives
- ◆ Providing opportunities for private land assembly and brownfields identification
- ◆ Demonstrating a commitment to work with school boards to reinvest in eastern schools
- ◆ Evaluating code enforcement policies and working with neighborhood associations
- ◆ Adopting a strategy to enhance public transportation (working with Metropolitan Planning Organizations, Florida Department of Transportation, Tri-Rail, and the Regional Transit Organization)
- ◆ Formulating an urban land development code to reflect urban redevelopment and



infill needs, including stormwater retention, parking, landscaping, minimum lot sizes, lot coverage, setbacks, and density

- ◆ Developing a streamlined approval process and ombudsman within city hall to support redevelopment in targeted priority neighborhoods or other areas that meet identified redevelopment criteria
- ◆ Developing a strategy for interface with non-planning services, especially with job training service providers, employers, and possibly day-care providers
- ◆ Adopting a policy to create public/private partnerships to build mixed-income housing that the market will support

- ◆ Developing a plan for marketing the amenities of an urban lifestyle

- ◆ Evaluating brownfields and strategies for clean-up
- ◆ Developing strategies for clearing titles and forgiving ad valorem tax liens



Mizner Park -- Boca

Indicators of Success

The success of the Eastward Ho! initiative depends on a holistic approach and sustained long-term efforts. It is important for us to know along the way whether, and the extent that, we are making progress toward improving the quality of life in Southeast Florida. Here is a set of twelve basic indicators to measure progress in the corridor.



These indicators measure desired characteristics of great communities and are linked to the principles of Eastward Ho!

1. **Improved measures of:**

- Public safety (crime rate),
- Public school performance,
- The percent of people in poverty, and
- The unemployment rate.

2. **Adequate, and eventually improved, level of service** for public facilities in the Eastward Ho! Corridor, such as transit, parks, water and sewer.

3. **An increasing share** of the region's public and private investment in the Eastward Ho! Corridor.

4. **An increasing share** of trips using transportation alternatives, such as public transit, biking, and walking, instead of single occupant vehicles.

5. **An increasing number** of residential and commercial projects featuring pedestrian-

friendly, energy-efficient, and transit-oriented design.

6. **An increasing percentage** of home ownership in the Eastward Ho! Corridor.

7. **A decreasing** per capita consumption rate of resources such as water and electricity.

8. **An increasing number** of local residents participating in Eastward Ho! activities.

9. **Adoption of** state/federal/local legislation and regulations to provide incentives and resources to improve the Eastward Ho! Corridor.

10. **An increasing percentage share** of the region's population growth in the Eastward Ho! Corridor.

11. **An increasing percentage share** of the region's employment growth in areas within the Eastward Ho! Corridors.

12. **An increasing personal income** in every socioeconomic group.



SEIZE YOUR FUTURE

If one advances confidently in the direction of his dreams, and endeavors to live the life which he has imagined, he will meet with success unexpected in common hours. --Thoreau

We tend to think what is already built is done, but actually we live in incomplete settlements. Redevelopment won't happen overnight. What we hope is that we can minimize existing problems, avert future problems, create future successes, and provide for the needs of future generations.

What You Can Do

Residents of the corridor are an important component of Eastward Ho! To influence positive redevelopment for their communities, residents must define not just the problems but also the solutions. The public and private sector must work with communities to find the necessary resources and expertise to implement redevelopment. Actions Southeast Flo-

ridians can take to build strong communities include:

1. Register to vote
2. Use your vote
3. Participate in neighborhood and community meetings
4. Become informed and share information and concerns
5. Participate with developing a plan for your neighborhood
6. Actively support quality development
7. Assist with neighborhood volunteer activities
8. Check newspapers for local happenings
9. Be vigilant

What the Private Sector Can Do

A number of government programs encourage private-sector investment in urban areas. But these programs alone will not bring prosperity back. The private sector's involvement in the redevelopment process is critical to



strengthen existing businesses and encourage the creation of new businesses and jobs. For example, Miami's inner-city neighborhoods like Overtown, Liberty City, Allapattah and Little Haiti, represent more than \$297 million in retail spending power. Yet in 1997, there were only about \$167 million in retail sales in these communities, meaning that the untapped buying power was 44% higher than retail sales in the area. The private sector must step forward and commit to work with local communities and government. Actions the private sector can take to assist redevelopment include:



Revitalization In Progress

1. Offer professional skills and services
2. Pursue standards of excellence for all development
3. Promote quality development
4. Invest in community activities and projects
5. Promote strengths and assets
6. Provide mentorship opportunities for small and minority businesses and young adults
7. Coordinate development with public safety
8. Work with public policy-makers to help make Eastward Ho! both possible and profitable

What Local Governments Can Do

Nearly all cities and counties have redevelopment or revitalization strategies, but not all of them incorporate the needs and desires of their residents. Public investment must be guided by long-term, sensible plans developed by residents, the private sector, and other partners.

Planning and investment of public dollars should be carefully directed to achieve long-term value and gain instead of short-term "quick fixes." Participation of financial institutions in community development and redevelopment efforts should be an important consideration when choosing banks, brokerage houses, and investment managers.

Actions for local government include:

1. Partner with community-based initiatives
2. Build on existing resources
3. Establish local priorities
4. Make long-term commitments
5. Create short-term successes
6. Strengthen neighborhood code enforcement

7. Create a picture of future development in partnership with community residents
8. Encourage and facilitate meaningful public involvement
9. Develop benchmarks and set goals
10. Develop partnerships with the private sector and school boards
11. Adopt transit and pedestrian-friendly land development codes
12. Work with your local metropolitan planning organization to improve coordination between land use visions and transportation plans

What the State Government Can Do

State government can add much-needed support to local redevelopment efforts. In urbanized portions of Miami-Dade County alone, more than 50,000 households have never been connected to a centralized water or sewer system. In Miami Shores, lack of a central sewer limits redevelopment opportunities. Government programs are often fragmented and not clearly coordinated with other state, federal or local initiatives and programs, or matched to fit local needs. Furthermore, resources are of-



ten difficult to access in communities with the most need. Actions which the state government can take include:

1. Adopt a state urban reinvestment policy
2. Strengthen intergovernmental coordination amongst funding programs
3. Expand intergovernmental coordination to include neighborhood partnerships
4. Adopt flexible urban design codes for schools
5. Target funding for urban infrastructure upgrades and maintenance
6. Target funding for urban open space acquisition
7. Target funding for pedestrian-friendly urban roadways
8. Increase funding for transit development and operations
9. Push and assist local governments to establish meaningful urban growth boundaries

What the Federal Government Can Do

The federal government can assist communities by providing resources and technical expertise to complement local initiatives.

1. Work with state, local, and regional partners when designing and implementing federal initiatives and policies in the region
2. Create a revolving low-interest loan fund that can be used to replace and enhance aging infrastructure
3. Increase funding for public transit
4. Increase financial and technical support for brownfields and other community revitalization programs
5. Support smart growth through improvements to federal programs and policies
6. Support regional collaborative models



CONCLUSION

Eastward Ho! – the name itself will not ensure the decisions necessary to improve the quality of life in Southeast Florida. It does create a regional framework to help us make better decisions for our future. Our decisions must promote a positive future, one we'll be proud of when we look back.

The popularity of Southeast Florida's climate, beaches, shopping, and nightlife continues to draw millions of residents and visitors. We can try to maintain our vitality by hanging on to the status quo, or we can choose to accept the challenge to build strong vibrant communities that reflect our diversity.

As we've seen in this report, communities throughout Southeast Florida are accepting

the challenge. Elected officials, citizens, the private sector, and nonprofits are working together to create better places to live, work and play. But more remains to be done. Our challenge is to convince everyone that change is necessary, that the renewal of Southeast Florida's urban core is critical to our economic and environmental survival.

If Eastward Ho! is to be successful, you must get involved. Share this report and its concepts with others who care about Southeast Florida's future. Participate in your community's revitalization efforts. Tell your elected officials that you support the Eastward Ho! initiative. Together we can

make sure that "look back from the year 2025" comes true.



Photo Courtesy of the South Florida Water Management District

An Everglades Sunset



THANK YOU!

Staff of the South Florida Regional Planning Council would like to thank the hundreds of participants in the Eastward Ho! Initiative. All of the local governments in the Study Area gave willingly their time and information. The private sector partners have been generous with both time and resources. Finally, this work would not have been possible without the guidance and funding of the Governor's Commission for a Sustainable South Florida and the Florida Department of Community Affairs.