

EAU GALLIE





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Community Snapshot

VISION: “Olde Eau Gallie is a charming, thriving place, and with its centerpieces being it’s unique riverfront environment, an economically viable marketplace, and cultural and historic areas. It is a place where people want to live, work and play for many generations to come.”

MISSION: “Maintain the current character and historic essence of Olde Eau Gallie, enhance cultural opportunities, and develop the waterfront’s potential for public use, while encouraging new investment from both the public and private sectors.”

PARTNERS: The City of Melbourne; the Downtown Merchants Association, the Brevard Cultural Alliance; FDOT; the Rotary Club.

DESIGNATION: 2003

APPLICANT: City of Melbourne

STATUS: Inactive.

KEY ACCOMPLISHMENTS: Completion of construction of the new pier, construction of a bandshell and landscaping of Eau Gallie Square, installation of bike racks painted by local artists, retail market study, parking study.

CURRENT CHALLENGES: Lack of city budget to finance full time program manager and to attend statewide program events.

FLORIDA ASSESSMENT OF COASTAL TREND DATA:

Volunteer Hours Contributed: 1,870

Public Dollars Contributed: \$1.1 million

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Eau Gallie is a waterfront village situated on the Eau Gallie River and the Indian River Lagoon. Although it is a distinct area, it merged with the City of Melbourne in 1969. Due to a declining economic and residential base, the City designated Eau Gallie as a Community Redevelopment Area in 2000, and, in partnership with the City of Melbourne, applied to be a Waterfronts Florida Community in 2003.

For a short time in the 1870s Eau Gallie served as the county seat for Brevard County. The centerpiece of the community is the Eau Gallie Pier. Several historical accounts of the area state that the major celebration for the community was George Washington's birthday, when people would gather along the Pier and celebrate with their famous fish fries. In 1883, the Pier was the southernmost terminus of the Florida East Coast Railroad. The Pier was expanded in the 1930s to include a large pier head and landing piers, but the pier head was destroyed in the 1940s and only the main portion of the Pier remains intact.

The main focus of the Waterfronts Florida Partnership Committee was to restore the Pier to its 1930s design, maintaining its use as a community fishing pier, as well as adding a roof and a few boat slips. After working out various permitting and submerged land lease issues with the state, the City was permitted to construct

a 404-foot pier with five new boat slips, two pavilions, and two additional finger piers. The City held a ribbon cutting ceremony for the new pier in 2007.

The Committee is comprised of local business owners and property owners both within and outside of the designated area, and the Committee also serves as the CRA advisory committee. The Committee is appointed by the City Commission and the program manager is a City staff member whose position is funded in part by the CRA. The position is currently held by the City's CRA manager, but the City plans to hire a full-time program manager in the near future.

Along with the City of Melbourne, the Downtown Merchants Association, the Brevard Cultural Alliance, the Florida Department of Transportation (FDOT), and the Rotary Club, the Partnership completed several tasks to revitalize the area. FDOT provided \$25,000 for landscaping Eau Gallie's signature square, where there is a weekly farmers' market and several events are held every year. The Rotary Club contributed \$25,000 to the construction of a community band shell in the same park.

Along with the community's vision to rebuild the City Pier, Eau Gallie is striving to enhance its main street, Highland Avenue, to become a vibrant artist community. Highland Avenue is located two blocks from the Pier and Pineapple Park.





Several arts-related organizations have moved to Highland Avenue, including the Museum of Arts and Sciences, the Brevard Art Museum, and the Brevard Symphony Orchestra.

Once a month, the community sponsors an event called “Art Works,” where residents and visitors can stroll along Highland Avenue and view various works of art created by local artists. The City of Melbourne purchased bike racks for Eau Gallie, and local artists are donating their time to paint the racks vibrant colors to blend in with the emerging arts district.

Through the Waterfronts process, the City hired consultants to provide a retail market analysis and a parking study to determine what changes should be made to encourage private investment. Although the City has not been actively participating in regional Waterfronts events since becoming a graduate community, the Committee still meets on a monthly basis and reviews all plans for redevelopment activities in the area.



Ultimately, the City hopes to partner with the Main Street program, so that there is one full-time staff person who can provide hands-on assistance, marketing strategies, and public relations to the community — a visual presence in the community who can represent redevelopment initiatives and keep the public informed and engaged.

