

New Haven Avenue Streetscape Conceptual Design

Open House/Public Workshop #1 Summary



OPEN HOUSE/WORKSHOP INFORMATION

Date: Wednesday, July 12, 2023

Venue: Front Street Civic Center (2205 Front St, Melbourne, FL 32901)

SUMMARY

The purpose of this memorandum is to provide a summary of the first Open House and Public Workshop for the New Haven Streetscape project. Inspire Placemaking Collective, Inc. (Inspire) was retained by the City of Melbourne to prepare a streetscape master plan for the segment of New Haven Avenue extending from Livingston Street to Front Street. The Open House and Workshop summarized in this document were the first opportunities for public engagement in a series of three total workshops that will help guide the development of the streetscape master plan.

The Inspire Team hosted the Open House from 10:00 AM to 5:00 PM, and the Public Workshop beginning at 5:30 PM. The Open House was attended by stakeholders identified by the City (people who own/tend businesses or live in Downtown) and the Workshop was open to the entire community.

During the Open House, the Inspire Project Team held numerous activities with key stakeholders to allow them to comment on what they like and what they would change along New Haven Avenue. To reach members of the public who were unable to attend the meeting in person, a public engagement website was created to host relevant project information, an interactive map, and a survey (the feedback generated from the website will be summarized once those input sessions are closed).

Cindy Dittmer, Community Development Director, opened the Workshop session by introducing Pat Tyjeski, the Inspire Project Manager, and thanked the community for participating in the workshop. Pat introduced the Inspire Team and shared a brief PowerPoint presentation introducing the project to the public—the slides of



which are included at the end of this document. The presentation discussed the scope and goals of the project, boundaries, timeline, and the streetscape elements under consideration. Workshop attendees were invited to provide their feedback through the same engagement activities utilized during the Open House.



ENGAGEMENT ACTIVITIES

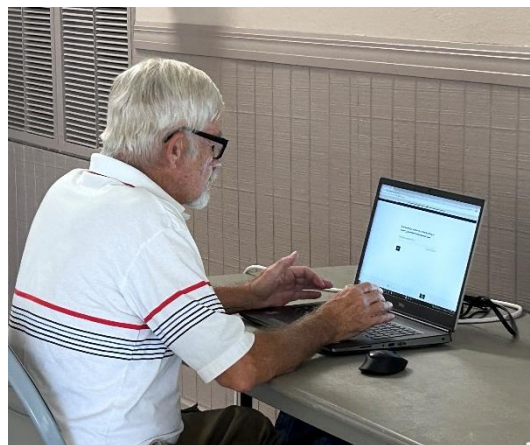
Open House and Workshop attendees were asked to participate in each of the eight engagement activities stationed around the room. The primary purpose of the engagement activities was to generate public input on the issues, opportunities, and strategies that should be considered for inclusion in the New Haven Streetscape Plan. A description of each activity's intent and methodology is provided below. Additionally, a summary of the input received is provided in the **Public Feedback** section of this memorandum.

Activity One: Online Survey

Participants were given the opportunity to complete the survey while they were in attendance. A few people took advantage of this opportunity.

Activity Two: Existing Conditions Video

Inspire presented a video of a 3D model of the New Haven Avenue corridor showing existing conditions.



Activity Three: Collaborative Map

This activity asked attendees to indicate where they spend time, the places they like, and places they want to change by placing color-coded stickers (i.e., yellow representing 'time spent', green representing 'places they like', and red representing 'changes') on a base map of the Study Area. The purpose of this activity was to spatially identify strengths and opportunities for improvement within the study area.

Activity Four: "What would you like to see on New Haven?"

This exercise provided an opportunity for community members to identify their priorities regarding streetscape elements, which were grouped within the following categories: Streetscape Amenities, Landscape Areas, Pedestrian Experience, and Inclusive Mobility Options. This exercise was intended to gather an understanding of what the community sees as a priority for future improvements within the project area.

Activity Five: Desired Placemaking Features

Similar to the previous activity, this activity asked participants to identify their preference regarding more substantial placemaking features that could be implemented within the project area, such as outdoor dining, decorative lighting, or a large-scale photo opportunity site. This exercise looks at features that help define a place from a programmatic perspective.

Activity Six: Case Studies

This activity prompted participants to place stickers on existing streetscapes that they liked from a variety of places in Florida and other states. Three representative images for each city streetscape illustrated different design styles, materials, configurations, elements, etc. that could be provided as a reference example that participants could identify with.

Activity Seven: Design Style Preferences

Participants were asked to place one sticker on the design style they preferred for the New Haven Streetscape. Three options provided were "Contemporary", "Traditional", and "Character Driven". This feedback will help shape the theme of street furnishings, material finishes, and layout design.

Activity Eight: Share Your Thoughts

A "catch-all" board was created for participants to leave comments that weren't exactly relevant to the other activities, or to suggest ideas that were not mentioned in the other activities. This board allowed the community space to offer unique ideas and perspectives that were not previously considered by the design team.



ACTIVITY RESULTS: KEY TAKEAWAYS

Over the course of the evening, over 70 residents, business owners, and community activists provided their input on the project by participating in one or more of the activities offered at the Open House and Workshop. The most prevalent comments provided during the workshop (as determined by the frequency in which they were stated) are summarized below, while the raw feedback is provided in the following sub-section of this report (**ACTIVITY RESULTS: RAW DATA**).

- A great majority of the attendees own property or a business in Downtown.
- When asked about places along New Haven Avenue they like, several attendees mentioned they like the parking garage. And for places they would change, many people commented on the need to upgrade the entire corridor. Some said they would add an outdoor gathering space, others would engage the waterfront.
- A “festival street”, decorative lighting, and outdoor dining were noted as the most important **placemaking features** they would like to see in the improved New Haven Avenue design.
- **Streetscape features** most people would like to see along New Haven Avenue include shade, wider sidewalks, outdoor dining, and a festival street.
- Delray Beach was overwhelmingly the most popular choice for case studies. The Delray Beach photos featured on the board showed people gathering in the middle of the street for festivals and large outdoor dining events.
- The key stakeholders who participated in the Open House leaned towards the contemporary design style, but during the Public Workshop, many participants chose the traditional style.
- The comments regarding parking were mostly divergent, with some participants wanting to eliminate all on-street parking while others would like to add more. Some want to go further and close at least a portion of the street to vehicles.
- Consideration for the long-term maintenance of the pavement and trees is at the front of property and business owners’ minds to increase safety and comfort. Other elements that were popular among participants were adding decorative string lights and beautiful landscapes.

Even though most participants agreed that the New Haven Avenue corridor is overdue for improvement, there was no overwhelming agreement on the future design of the street. The next step will focus on creating alternative designs to bring back to the public at a second Public Workshop.

OPEN HOUSE/WORKSHOP ATTENDEES

City of Melbourne

1. Councilmember Rachael Bassett
2. Cindy Dittmer, City of Melbourne
3. Doug Dombroski, City of Melbourne
4. Shaun Rycroft, City of Melbourne
5. James Ennis, City Engineer
6. Mary Wolak, Administrative Assistant
7. Officer Mark Renkens

Inspire Placemaking Collective

8. Pat Tyjeski, Project Manager
9. Mike Kahnle, Landscape Architect
10. Leslie Del Monte, Urban Designer
11. Claudia Sicilia, Urban Designer
12. Kyle Peterson, Landscape Designer

Melbourne Main Street

13. Kim Agee
14. Erin Schuck
15. Marti Watts
16. Cassandra Hartford
17. Corey Runte
18. Erin Trauger
19. Alexis McGuire

Participants

20. Mary Broderick
21. Rick Broderick
22. Ellen Noyd
23. Amy Peterson
24. Garat Oates
25. Linda Searles
26. Pam Geist
27. Arden Geist
28. Joette Davis
29. Lilinoe Sadowski
30. Alex Sadowski
31. Jennifer Weis
32. R. A. Rossi
33. James Fletcher
34. Kaitleen Durtechi
35. Cathy Hemmenway
36. Don Hemmenway
37. Jim Vespa
38. Susan Dieterle
39. Don DiFrisco

40. Sam Zimmerman
41. Suzanne Zimmerman
42. Scott Lillycrop
43. Carolyn Aleks
44. Whitney Warte
45. Kathy Meehan
46. Randy Bennett
47. Joe McAneney
48. Lena Genovese
49. John Lucas
50. Cammie Donaldson
51. Ray Fink
52. Marcia Fink
53. Alberta Clinkscales
54. Bill Miller
55. Karen Harshaw
56. Anne Fay
57. Thomas Boland
58. Carey Moorhead
59. Betty Morris
60. Kim Buddington
61. Marcie Bolt
62. T Bond
63. Larry Ayala
64. Elise Vaughn
65. Cathy Rowat
66. Marcus Smith
67. Jason Freshly
68. Josephine Hunter
69. J Schweikert
70. D Schweikert
71. Donna Robinson
72. Gina Baranowski
73. Ed Baranowski
74. Bill Craycraft
75. Cathy Craycraft
76. David Cable
77. Alfredo JCAO
78. William
79. LeAngela Aitken
80. Toni McGovern
81. Danna Moorhead
82. Cynthia Kretz

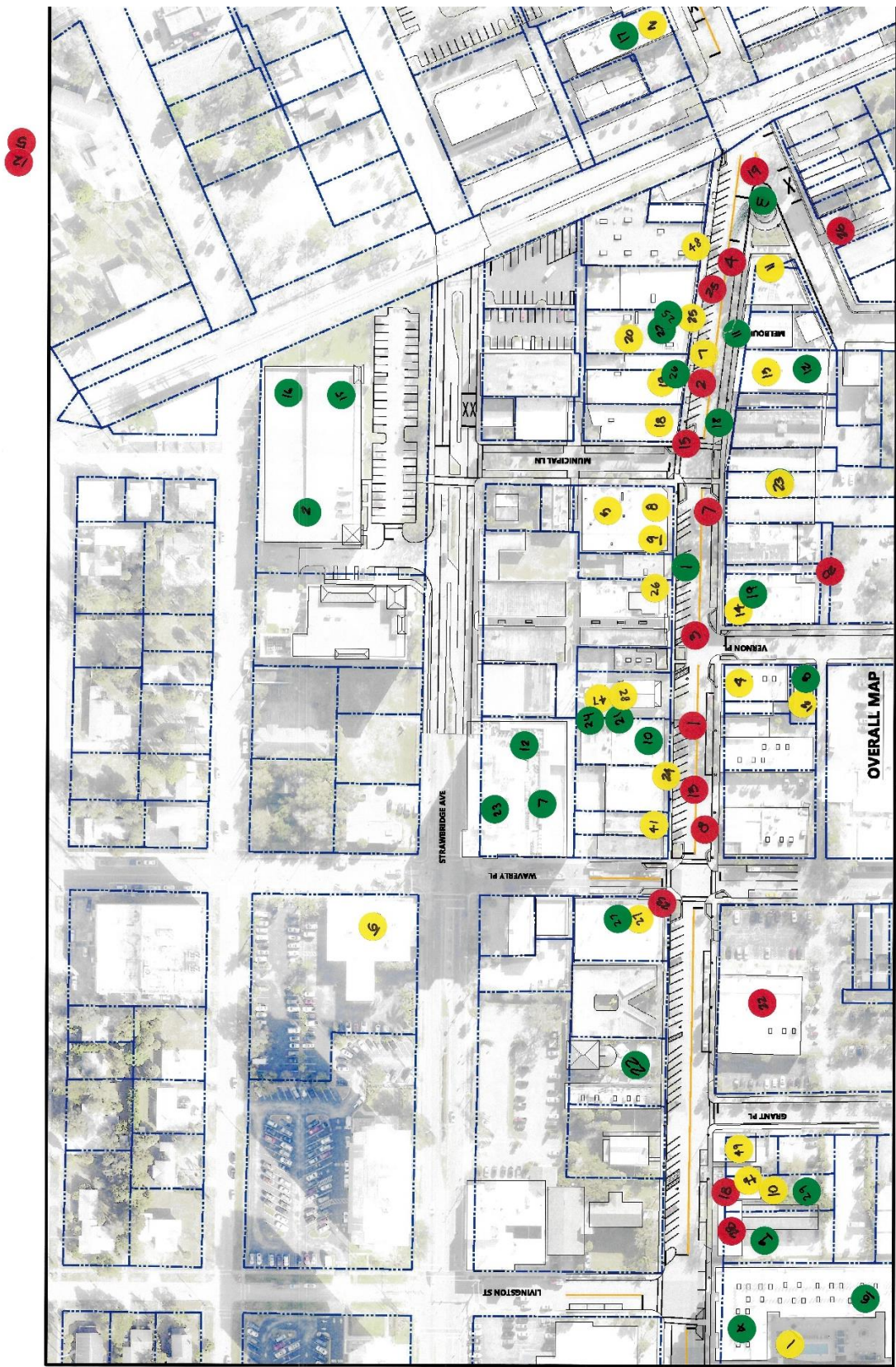
ACTIVITY RESULTS: RAW DATA

Collaborative Map (Part 1)



shop - New Haven Avenue, Melbourne, FL

Collaborative Map (Part 2)



Conceptual Streetscape Design Workshop

Collaborative Map Comments



Collaborative Map

Use a sticker to identify an area on the map; and use the corresponding number to tell us about it below.



1 Where do you spend time?

Place a **yellow** sticker on the map to tell us where you spend time on New Haven Avenue. Use corresponding number below to tell us why.

- 1- Property owner
- 2- Property Owner
- 5- Business owner
- 4- Property Owner
- ~~3- Other~~
- 6- Property Owner
- 7- Crush!! & Joe's Cafe Property Owner
- 11- MMS Board Member / Consumer / Local
- 5- PROPERTY OWNER
- 12- Business owner
- 13- Property owner
- 10- Biz Owner / Property owner
- 14- Fun positive for downtown
- 15 Business Owner
- 19 Business Owner/Building Owner
- 20 Business/Building owner
- 13 Property owner

2 Places you like.

Use a **green** sticker on the map to mark an area you like or feel comfortable in along New Haven Avenue. Use the corresponding number below to tell us about it. Why is this area effective? What elements do you like about it?

- 1- VARIETY OF SHOPS / RESTAURANTS
- 6- LOVE NEW APTS DEVELOPMENT
- 7- LOVE NEW HOTEL DEVELOPMENT
- 2- PARKING GARAGE - HOTEL
- 3- LOVE THE APARTMENTS
- 9- CAMPBELL PARK
- 5- LOVE THE AREA BUT UNDERUTILIZED
- 8- WELL LIT, NEW SPACE, PUBLIC PARKING
- 9- NEED MORE MIX-USE LIKE HIGHLINE
- 12 - Melby Roof Top
- 13 - walkable
- 14- ALL OF NEW HAVEN AVE, EAST TO WEST
- 15 Fun garage
- 16- garage
- 17- Front of Hell 'n Blazes
- 18- Trees in front of Millefiori etc
- 19 - Fun Positive Community Involved

3 Change this place.

Use a **red** sticker to tell us about an area you would like to change. Identify an area with challenges. Use the corresponding number below to complete the sentence: "If it were my decision, I would..."

- 1- Entirety of New Haven needs massive upgrade
- 2- PARKING ON NEW HAVEN SHOULD BE ELIMINATED
- 3- MORE VARIETY OF SHOPS - "WINTER PARK"
- 4- New Haven needs OUTDOOR AREA
- 5- THIS IS FOR ALL OF NEW HAVEN
- 9- UNDERUTILIZED
- 10- CRANE CREEK WATERFRONT - ACTIVATE!
- 11- IMPROVE WATERFRONT - UNDERUTILIZED!!!
- 12- Move Daily Bread
- 13- All of New Haven & beyond
- 17- Engage Waterfront
- 6 - Sidewalks
- 7 & 8 - More trees, widen sidewalks, outdoor eating
- 14- Parking Garage - a dream!
- 15- Do not close street; do not lose parking
- 19- Change street light down - currently eye level w/our 2nd floor customers
- 16- Improve park for public gathering
- 18- Shade & rational landscaping





Where do you spend time?

1. Property owner
2. Property owner
4. Property owner
5. Business owner
6. Property owner
7. Property owner
9. Business owner
10. Business owner/property owner
11. MMS board member/consumer/local
13. Property owner
14. Fun positive for downtown
15. Running on sidewalks
16. Business owner
17. Homeowner – near country club/Babcock
18. Business owner
19. Business owner/building owner
20. Business/building owner

Places you like

1. Variety of shops/restaurants
2. Parking garage, hotel
3. Campbell Park
4. Love the apartments
5. Love the area but underutilized
6. Love new apts. development
7. Love new hotel development
8. Well lit, new space, public parking
9. Need more mix-use like Highline
12. Melby roof top
13. Walkable
14. All of New Haven Avenue, east to west
15. New garage
16. Garage
17. Front of Hell 'n Blazes
18. Trees in front of Millefiori etc.
19. Fun positive very community involved

Change this place

1. Entirety of New Haven needs massive upgrade
2. Parking on New Haven should be eliminated
3. More variety of shops – "Winter Park"
4. New Haven needs outdoor area
5. This is for ALL of New Haven
6. Sidewalks
- 7 & 8. More trees, widen sidewalks, outdoor eating
9. Underutilized
10. Crane Creek waterfront – ACTIVATE!
11. Improve waterfront UNDERUTILIZED!!!
12. Move Daily Bread
13. All of New Haven & beyond
14. Parking garage – a dream!
15. Do not close street; do not lose parking
16. Improve park for public gathering
17. Engage waterfront
19. Shade & rational landscaping
19. Angle street light down, currently eye level w/our 2nd floor customers

Collaborative Map Comments (Cont.)



Collaborative Map

Use a sticker to identify an area on the map; and
use the corresponding number to tell us about it below.



1. Where do you spend time?

Place a **yellow** sticker on the map to tell us where you spend time on New Haven Avenue. Use corresponding number below to tell us why.

15- Running on sidewalks

21- walk to & from daily

23. Own a condo

23. At my office

24. work/walk dog/shop

25. work

26. Work/Fancy Flamingo

27. Bead shop - buy supplies

28. Nowhere

29. walking dogs

30. restaurants

31. mainstreet food + music

32.

33.

34.

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41.

42. El Ambia Cuban

43. Fuego + Salt (owner)

2. Places you like.

Use a **green** sticker on the map to mark an area you like or feel comfortable in along New Haven Avenue. Use the corresponding number below to tell us about it. Why is this area effective? What elements do you like about it?

20- Waterfront / Boats

Shade

21- Meg O'Malley's

22. The outdoor space is amazing - would love to see it used

23. Melby/Foxtail Landing

24.

25. Olives to grapes

26. 905 Café

27. Karen & Friends Bead Shop - friendly proprietor

28. Meg O'Malley's

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3. Change this place.

Use a **red** sticker to tell us about an area you would like to change. Identify an area with challenges. Use the corresponding number below to complete the sentence: "If it were my decision, I would..."

20 - ugly alley/parking

21. Seafood Station - grounds horrible, is an eyesore from both end buildings. Guests complain

22. The parking lot should be used after hours for DT events

23. Gathering area of unhomed

24. Grass area adjacent to Melbourne Harbor Condos not maintained. Many homeless in area

25. I would like employees + business owners NOT to park on STREET!

26. One way - needs upgrade and direction towards river

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41. Business owner - new Engel + Voelkers office - (soon to be)

42.

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48.

49.

50.




Where do you spend time?

21. Walk to & from daily
22. Own a condo
23. At my office
24. Work/walk dog/shop
25. Work
26. Work/Fancy Flamingo
27. Bead shop - buy supplies
28. Nowhere
29. Walking dogs
30. Restaurants
31. Mainstreet + food + music
42. El Ambia Cuban
43. Fuego + Salt (owner)

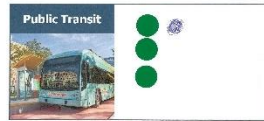
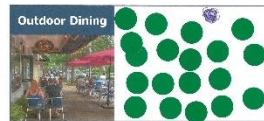
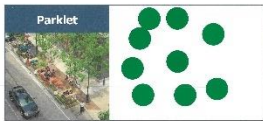
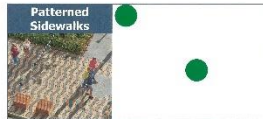
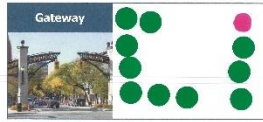
Places you like

20. Waterfront/boats.
- Shade
21. Meg O' Malley's
22. The outdoor space is amazing - would <3 to see it used
23. Melby/Foxtail Landing
25. Olives to grapes
26. 905 Café
27. Karen & Friends Bead Shop - friendly proprietor
28. Meg O' Malley's

Change this place

20. Ugly alley/parking
21. Seafood Station - grounds horrible, is an eyesore from both end buildings. Guests complain
22. The parking lot should be used after hours for DT events
23. Gathering area of unhomed
24. Grass area adjacent to Melbourne Harbor Condos not maintained. Many homeless in area
25. I would like employees + business owners NOT to park on STREET!
26. One way - needs upgrade and direction towards river
41. Business owner - new Engel + Voelkers office - (soon to be)

Tell us what is important to you!
pick your top 5



"Public Health"
presenting a
detailed description
of the system. Differs
from the previous
edition on the sub-
ject of the system
and the system
and the system.



What would you like to see on

Tell us what is important to you!
pick your top 5



Streetscape Amenities



Street furnishings

Shade elements

Pedestrian scale lighting

Wayfinding signage

Ground surface art
(accent pavers, color concrete or asphalt)

Landscape Areas



Landscape buffers

Shade trees

Planters

Landscaped medians

Pedestrian Experience



Wider sidewalks

Improved pedestrian crossing

Outdoor dining

Pop-up flex spaces

Festival street

Inclusive Mobility Options



ADA accessibility

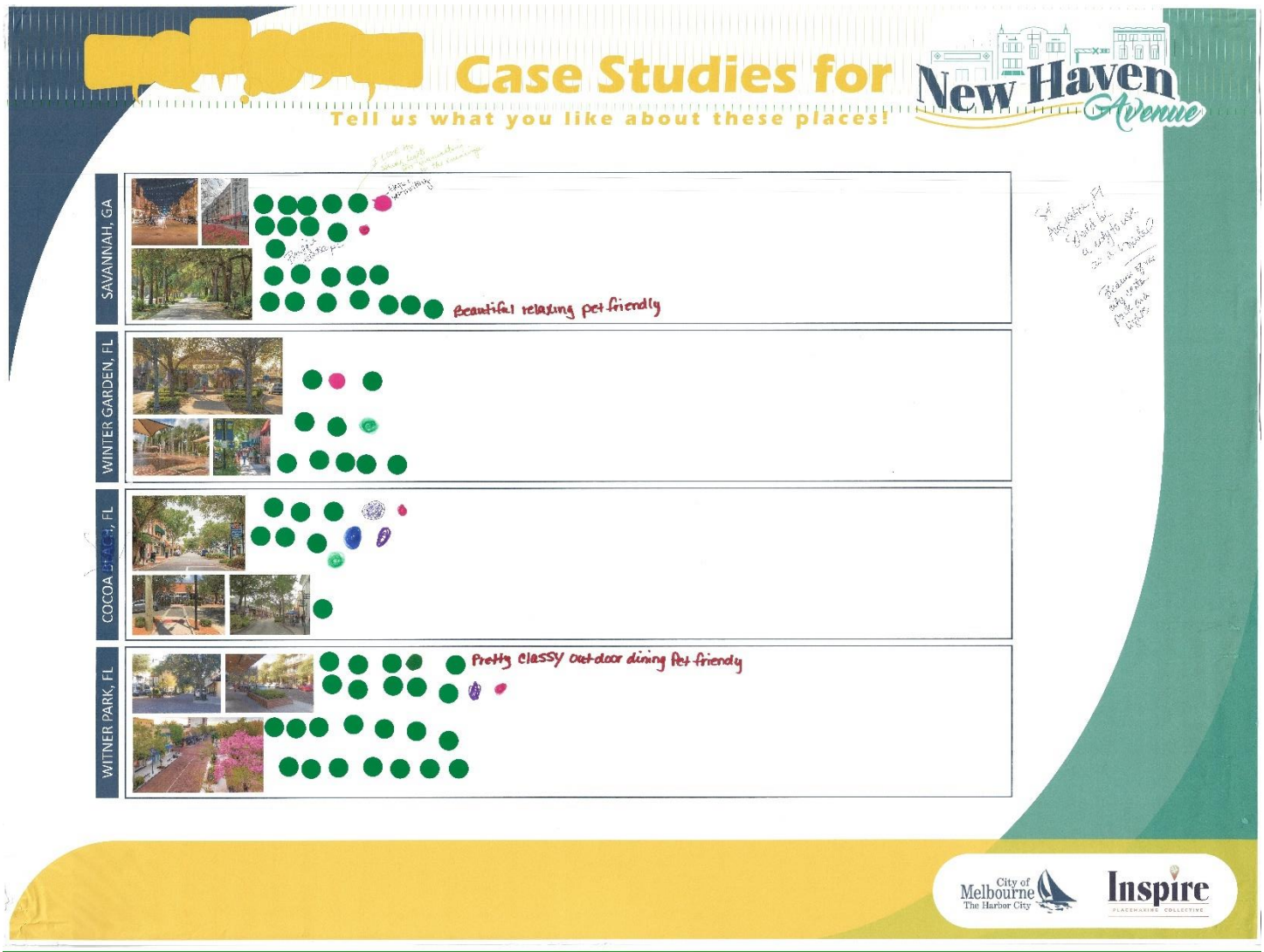
Bicycle parking

Improved transit stops

Valet parking / Ridesharing

EV charging stations





Savannah, GA

- I LOVE the string lights for illuminating in the evenings
- Elegant yet inviting
- Beautiful landscape
- Beautiful relaxing pet-friendly

Winter Park, FL

- Pretty classy outdoor dining pet-friendly

Mount Dora, FL

- Quaint
- I like the small town feeling – very artful as well.

Other

- St. Augustine, FL should be a city to use as a model. Because of the city center park and lights.

Case Studies for

Tell us what you like about these places!

BOZEMAN, MT	
DELRAY BEACH, FL	
SARASOTA, FL	
MOUNT DORA, FL	 Quaint No like the street space quality & very friendly & safe

Inspire

PLACEMAKING COLLECTIVE



Design preferences for

Tell us what is important to you!
pick your top 14

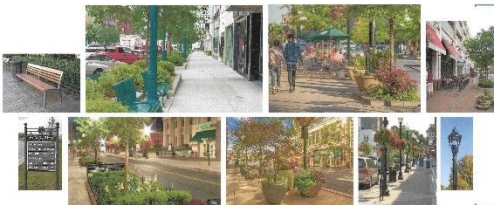


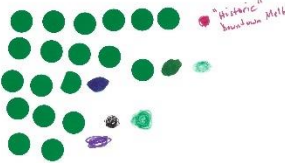
CONTEMPORARY





TRADITIONAL





CHARACTER DRIVEN







- Close New Haven from train tracks to Waverly or Grant. No traffic. Pedestrians only. (Two checks)
 - o Promenade
 - o Lincoln Road in Miami
 - o Third St in Santa Monica
- Do not close street; no one way (“Yes”; “YES”; one check)
 - o Burden on side streets
 - o Delivery trucks
 - o No one likes to walk, park closest to the shop or restaurant
- 2nd Entrance Sign near Harry Goode’s Shop
- Purchase land downtown for public parking
- Keep nature in downtown!
 - o Plant native for butterflies & birds
 - o Keep it green <3 (“Keep + add trees”)
- Remove parking spaces next to Mansion
- Obvious police presence

- Discourage – cruising. Loud music vehicles, littering, violence (← “Yes”)
- Better Christmas lighting that attracts tourism
- Shade trees
- Speed bumps – on side streets too
- Keep history – save historical landmarks + buildings
- Promote ecotourism
- Kayak launch
- Discourage homeless loitering (“Yes”)
- Street kiosks that can be rented promoting events + activities for businesses in the area
- More Parking!! Invest in the Future
- OPEN Depot St between New Haven @ Melb Ave!!
- Cozy lighting for seating areas
- Do Not Close Street
- Parking Meters Yes!!
- Water fountains for people & dogs (“Yes!”)
- Something pointing, directing, or including Historic/South Melbourne Founders area & history
- Need for public restrooms
- More trees ***
- More shade
- Outdoor dining
- Beautiful lighting
- Off New Haven parking
- Bike friendly
- To connect North of Crane Creek to South Crane Creek
- 2nd parking garage IN downtown area w/out crossing 192. (“DITTO”)
- More Parking
- Sidewalks need to be wider!
- Make the public parking a garage
- Fix potholes in alleyways
- Better street lighting near Hell ‘n Blazes to US 1
- Bikes:
 - o Need bike parking at close intervals
 - o Need signage that bikes are expected to use the lane
- Bring back Friday Fest
- Clean up South Crane Creek water way & put pedestrian bridge
- Find a way to park by using a shuttle
 - o Shade trees
 - o Security no. 1

WORKSHOP PRESENTATION



**STREETSCAPE
CONCEPTUAL
DESIGN**



**New Haven
Avenue**

**OPEN HOUSE /
WORKSHOP**

7/12/23

AGENDA

- SCOPE, BOUNDARIES, SCHEDULE
- DESIGN FEATURES
- PUBLIC INPUT

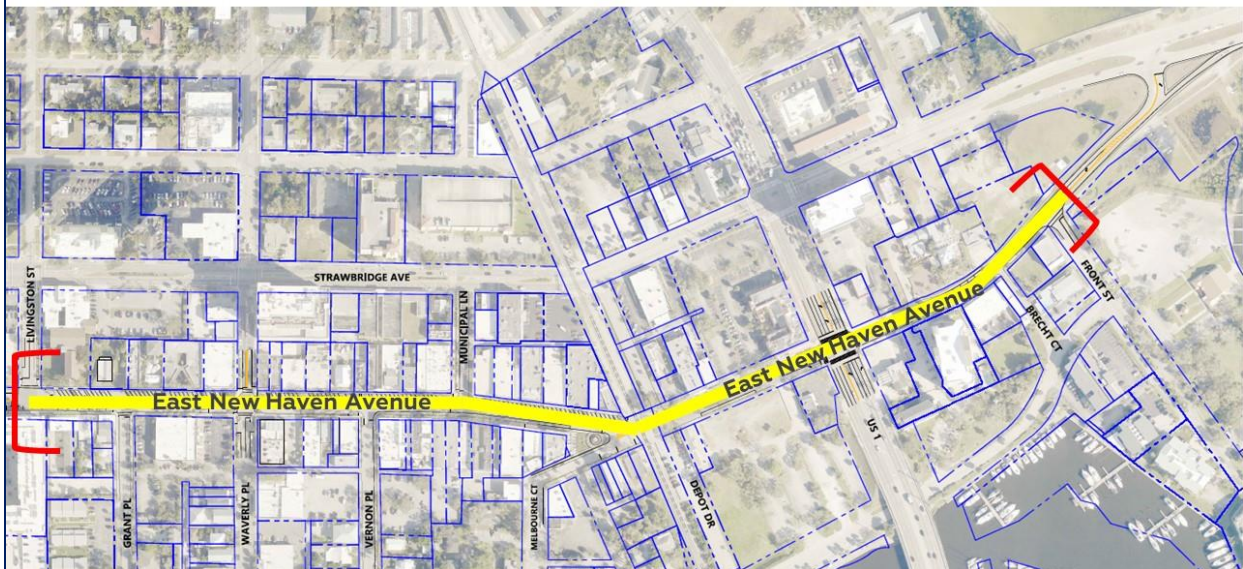


SCOPE

Redesign East New Haven Avenue to:

- Improve **pedestrian** connectivity and walkability
- Improve ADA **accessibility**
- Promote **economic development** along the corridor
- Create a **vibrant** urban corridor within

PROJECT BOUNDARIES



PROJECT TASKS



TASK 1. Kick-off and Data Collection

- Kick-off meeting with City Staff
- Data Collection/Mapping



TASK 2. Initial Public Engagement

- Set up project website
- Workshop with Staff and Stakeholders
- Public Open House



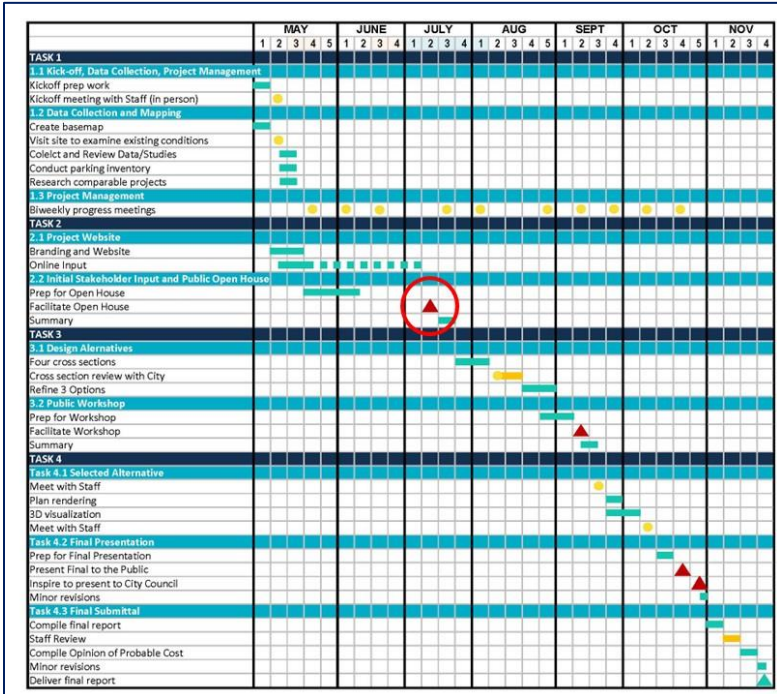
TASK 3. Preliminary Conceptual Design

- Develop Alternatives
- Public Workshop



TASK 4. Final Conceptual Design

- Refine Preferred Alternative
- Presentations
- Final Submittal



PROJECT SCHEDULE

7 months

DESIGN FEATURES

- Sidewalks
- Street Trees
- Landscaping
- Parking / Loading
- Lighting
- Street Furniture
- Stormwater
- Other

SIDEWALKS



Width

Materials



Comfort

Safety



Accessibility

Appeal

Cost

STREET TREES



Species

Shade



Safety

Visibility



Root Damage

Maintenance Cost

Planting Area

LANDSCAPING



Species

Appeal



Safety



Location

Visibility

Maintenance Cost

PARKING & LOADING



Convenience

Accessibility

Type

Number

Safety

Cost

Shade

LIGHTING



Convenience

Appeal

Safety

Cost

Efficiency

Location

Banners

STREET FURNITURE



Benches



Appeal



Trash Receptacles



Bike Racks

Comfort

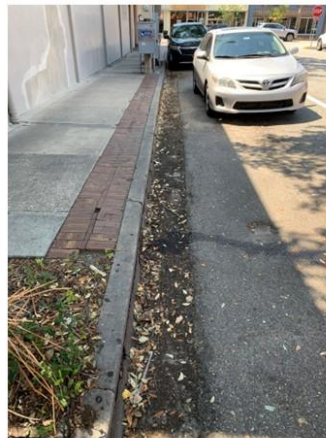
Convenience

Accessibility

STORMWATER



Efficiency



Appeal



Maintenance

Safety

Cost

OTHER ELEMENTS

?

?

?

QUESTIONS

Let's get to work . . .

