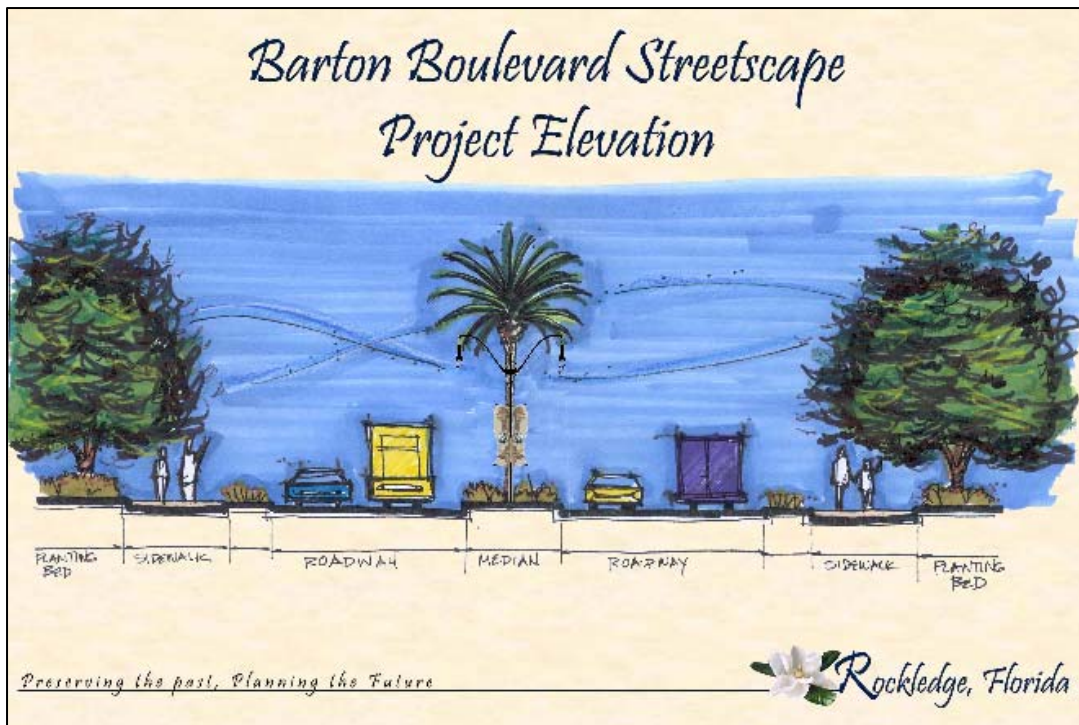


Barton Blvd. -Corridor Economic Development Strategy
 Rockledge, Florida

Mr. Yewell conducted an economic environment analysis and prepared an economic development strategy for the City of Rockledge CRA in 2004. The study focused on the Barton Boulevard commercial corridor, a declining area that had come under intense competition from other competing retail and commercial nodes in the area. Based on a rigorous market analysis, recommendations included consolidation of key retailers from several underperforming strip centers to one, centrally located center to create synergy. A mixed-use development catalyst project was also recommended on a land assemblage comprised of a six-acre Public Works site and an underutilized shopping center. The project will provide an attractive gateway to the corridor from the heavily traveled Route 1, and respond to some of the overwhelming demand for housing in Brevard County. A funding strategy was prepared using TIF revenues from the CRA.



The Rockledge CRA has received \$4 million in funding from FDOT for streetscape improvements on Barton Boulevard, and construction will be underway in 2006.