

South Metro Re-branding and Redevelopment

Situation:

This was an area that in the 1950's referred to as the "miracle mile". It is US highway 1 and was the main road to South Florida. When I-95 came through in the 1960's, the traffic was thoroughfare rerouted and the businesses that were along US 1 no longer had access to customers. The small motel, hotels and Philip Highway Mall fell out of favor and use. The permitted uses had value or added value to the community. Bad zoning and lack of enforcement of codes and laws made for a recipe of decline for this area. This continued until 1995.

Process:

Combination of new political leadership that empowered local neighborhood associations and business owners to have a voice and access to create positive change for their community. The community working with their elected officials were able to stabilize and reverse years of decline and complacency. Leaders in both business and residential communities came together to identify strengths and weaknesses of the area and work with their elected officials and Chamber of Commerce for a re-branding of the area.

Results:

Today where once stood a defunct mall is a business park that is 100% occupied and has been sold by the developer to new investors. The visual enhancement improvements in the commercial corridor that were sponsored by the business association made an early statement of the communities commitment to this area. The area currently continues to redevelop with new retail and business expansion. This revitalized commercial corridor is the front door to the residential communities behind it. The efforts of all involved made sure that these neighborhoods maintained and improved property values.