



Vision Focus Areas: City Council Meeting

March 28, 2023

Kimley»Horn + CMIN ASSOCIATES





TODAY'S MEETING |

AGENDA:

- 1. Project Background**
- 2. Focus Area Concepts**
 - a) Downtown
 - b) West Downtown
 - c) Gateway Corridors
- 3. Comments & Questions**
- 4. Next Steps**

Goals of Today's Meeting

- Brief background of the project
- Share an overview of the draft vision for the three focus areas
- Outline policies and standards that would assist in implementing the visions
- Solicit Council feedback on the draft concepts



PROJECT BACKGROUND

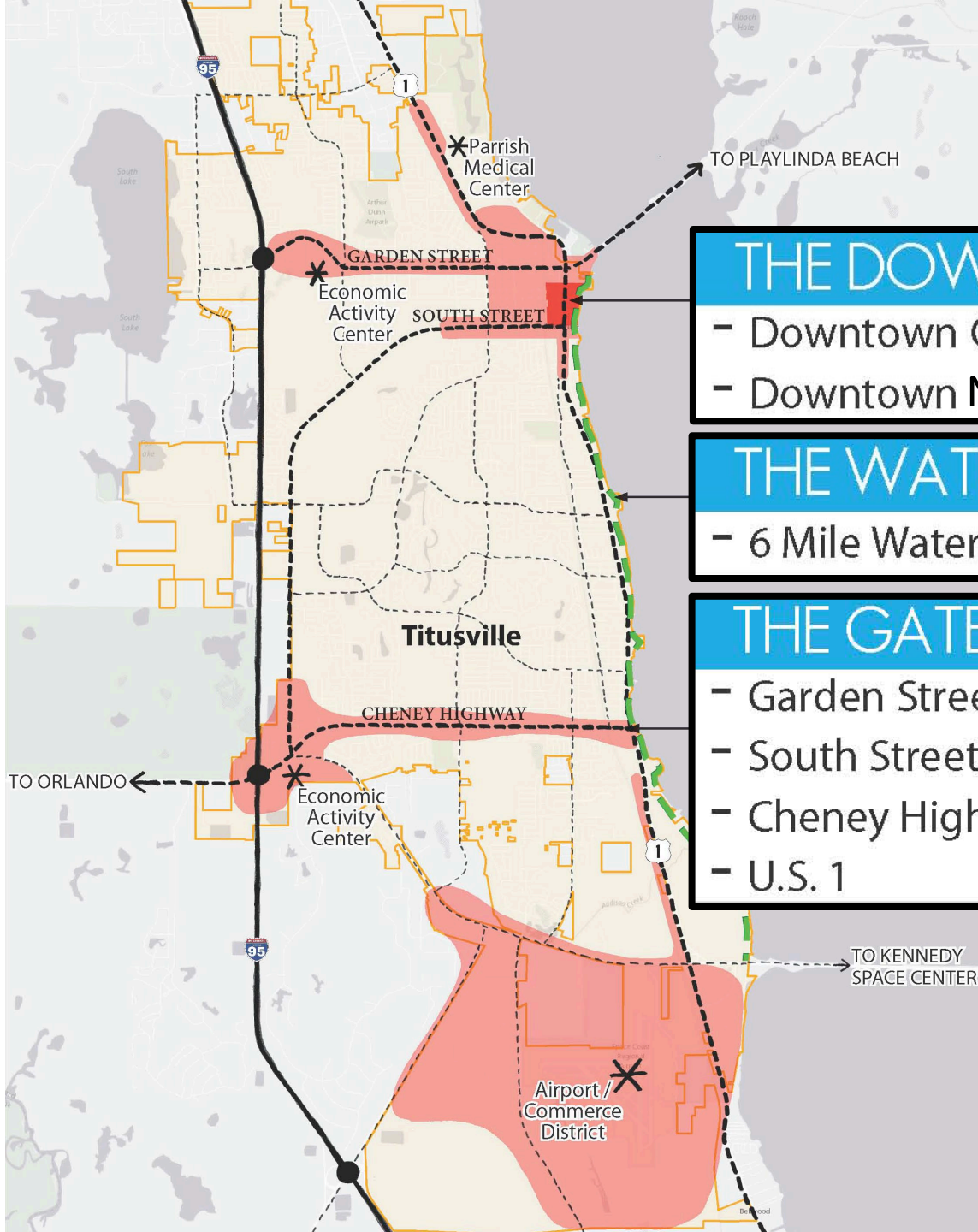
Key Points of the Titusville Tomorrow Vision Plan

- The favorable regional context is a big opportunity for Titusville
- The City is growing very slowly
- The City must grow “smartly,” primarily through quality redevelopment and infill
- Place-making creates economic and social value



Creating Value

- For citizens
- For businesses
- For the City



THE DOWNTOWN

- Downtown Core
- Downtown Neighborhoods

THE WATERFRONT

- 6 Mile Waterfront Trail

THE GATEWAYS

- Garden Street
- South Street
- Cheney Highway
- U.S. 1

3 Keys to the Titusville Tomorrow Vision Plan

Vision Plan Consensus:

- The City needs to **reimagine 3 key areas**: the Downtown, the Waterfront, and the Gateways.
- The City needs to develop an **effective redevelopment/infill** strategy.
- A **vibrant downtown is an essential** element in the overall economic development strategy.
- These initiatives will **effectively reposition the City** in a very positive way.

WEST DOWNTOWN

DOWNTOWN



DOWNTOWN

Vision Plan - Downtown Goals

- Create a **sense of place** and memorable identity (**with a new main street**)
- Make Downtown more **walkable and bike-friendly** with a variety of traffic-calming options and a multimodal trail network(s)
- Integrate **more attractive green park spaces** for community events
- **Generate more activity and residential population** to help existing and new businesses grow and thrive
- A re-imagined Downtown can also **enrich the adjacent neighborhoods** (West Downtown)
- Create a **near-term transformative place**
- Enable small scale **attractive redevelopment**



How to Enhance Downtown

- **18-hour place**
 - More people call downtown home
 - More 9-to-5 workplaces
- **More walkable and active streetscapes**
 - Slower driving speeds
 - Shady, wide sidewalks
 - Interesting things to see
 - Attractive architecture and landscaping
- **Great Gathering Places**
 - Parks and plazas to celebrate



Leadership Feedback | Summary

DOWNTOWN

Opportunities:

- Expansion of the Arts District
- Space tourism
- Bike tourism
- Waterfront gathering places
- Mariners way

Concerns: Lack of housing and affordability; economic viability; public safety; lack of walkability



A Near Term Opportunity Site on the Water

- Mariners Way opportunity
- Builds on the old town
- A waterfront view
- Public ownership is under utilized
- A dynamic setting for events
- Mature existing trees
- Recognized in leadership meetings





Mariners Way Today



Preliminary Concept

DOWNTOWN

Opportunities:

- A dynamic new open space park in downtown for gatherings, events and festivals
- A great near-term placemaking opportunity



A New Gathering Place



A New Waterfront Park, Pavilion, and Food Trucks



The Park Evolves and Becomes More Vibrant Over Time

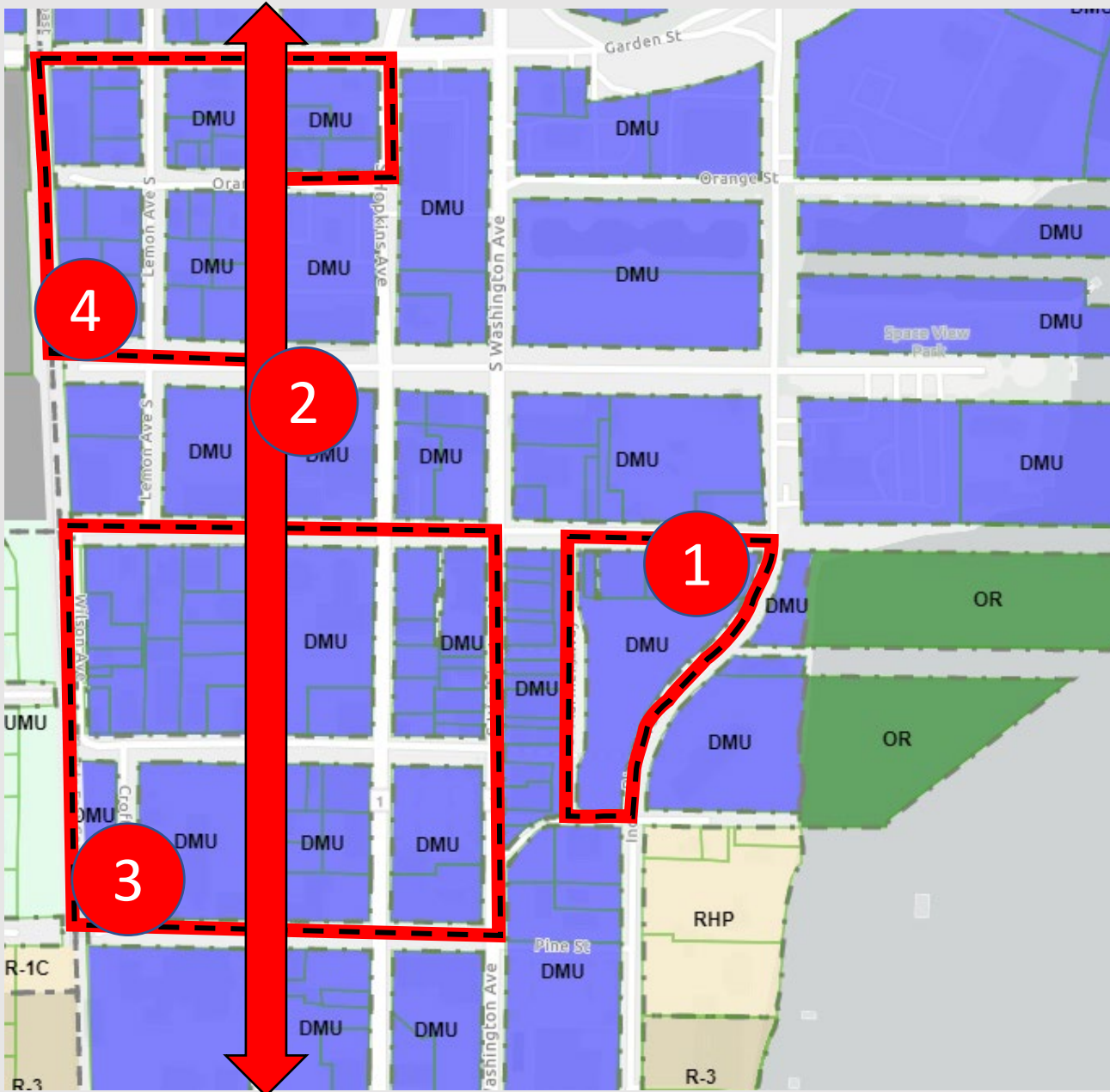


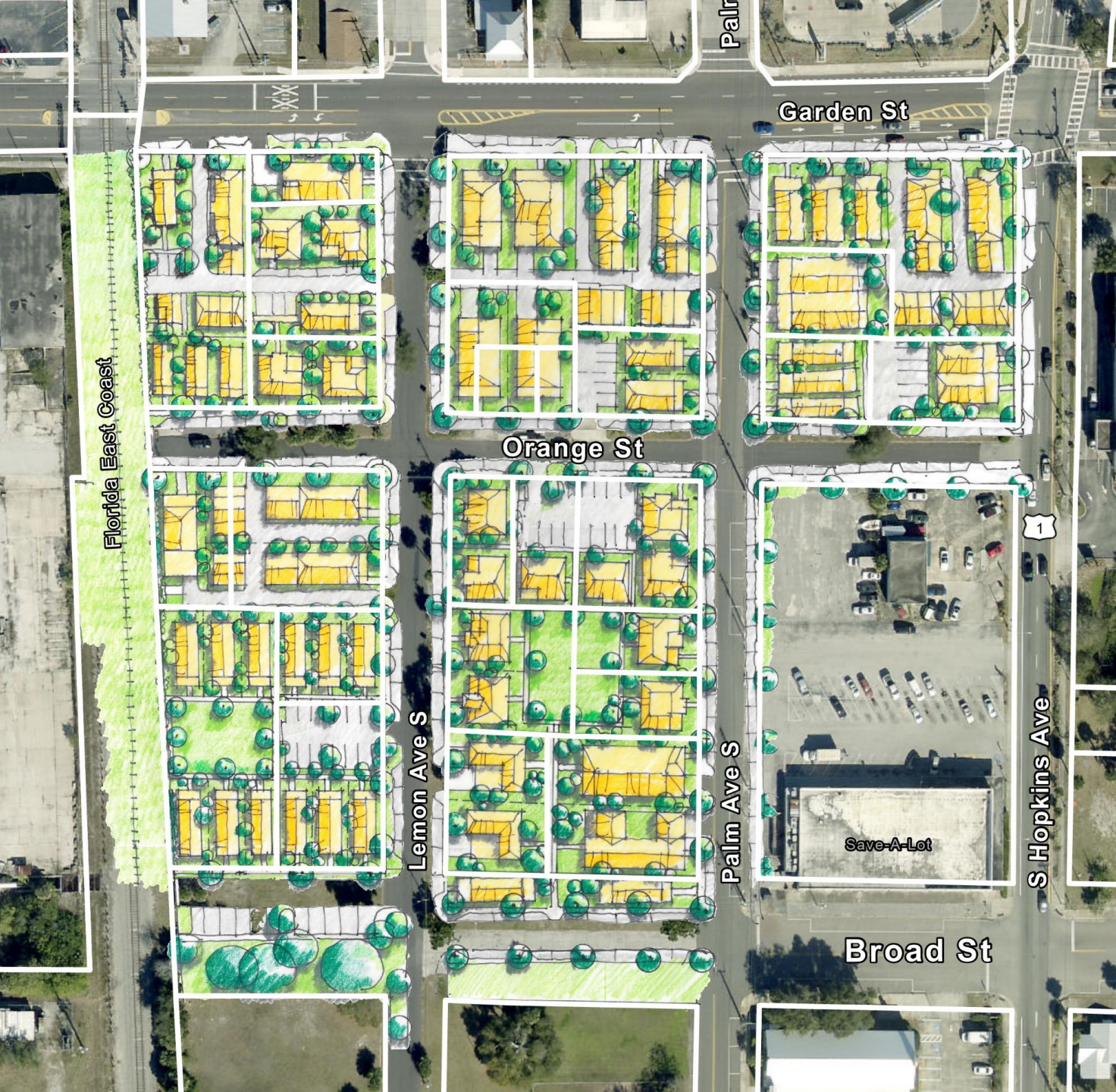
New Entertainment Places

Downtown Redevelopment Initiatives

DOWNTOWN

1. Mariners Way Park
2. Palm Avenue Main Street
3. The Arts District (Titusville Playhouse)
4. New targeted overlay zone





Placemaking Concept

TYPICAL SMALL BLOCKS IN
WEST DOWNTOWN & DOWNTOWN

Opportunities:

- Ways to integrate a larger variety of housing types and residential densities
- Provide street-level engagement along Garden Street and Palm Avenue (streetscape enhancements with mixed-use potential)



Palm Avenue Streetscape



Garden Street



Garden Street Frontage

Key Changes to Policies & Standards

DOWNTOWN

- **Enhance and clarify downtown standards**
 - Strengthen street tree and landscape standards
 - Clear build-to lines AND minimum sidewalk standards
 - Re-evaluate mixed-use and ground floor “active use” requirements to allow for evolution

WEST DOWNTOWN

Leadership Feedback | Summary

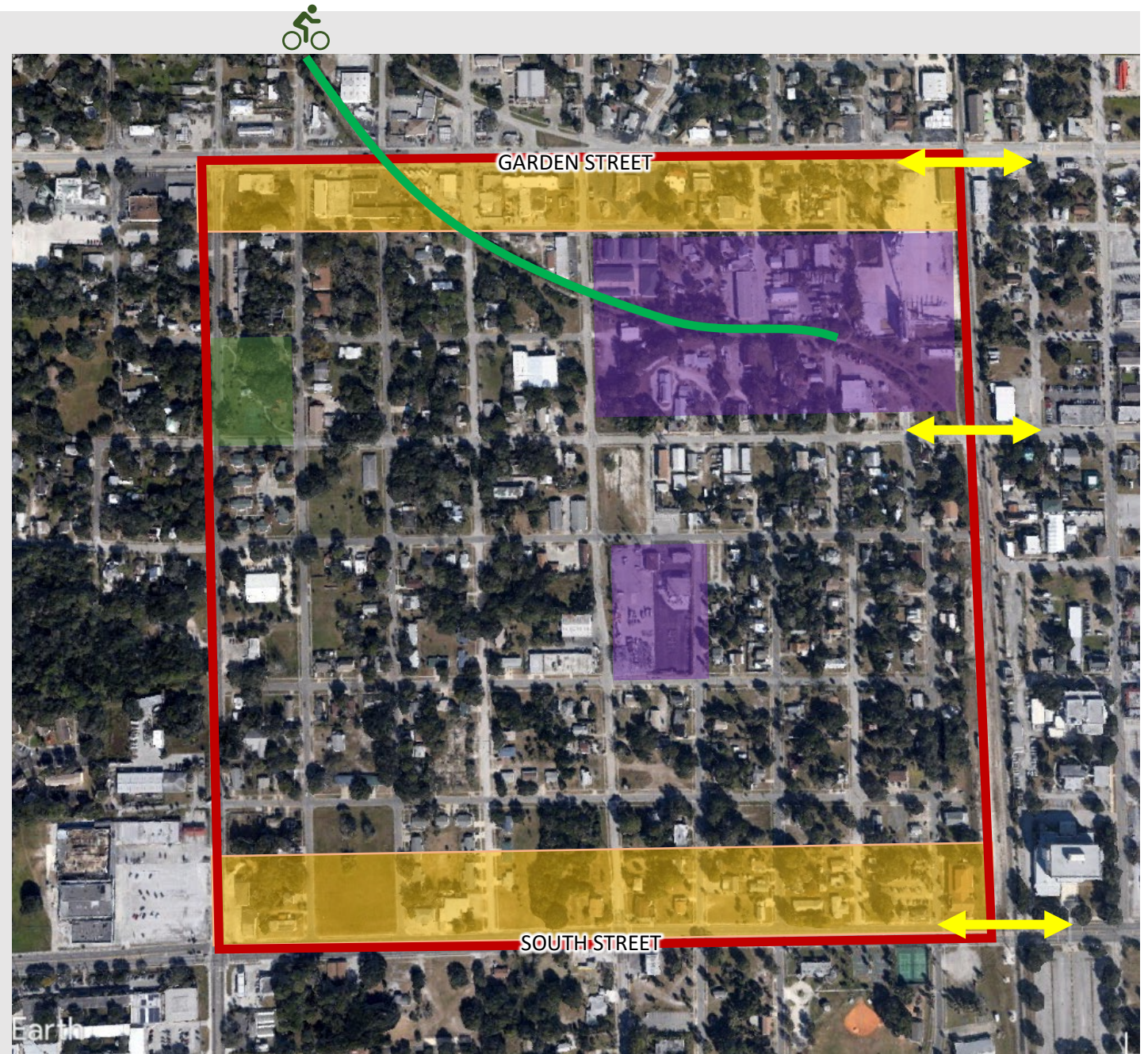
WEST DOWNTOWN

Opportunities: Enhancement of Main Street and connection to Downtown; critical trail connections; variety of residential land use types

Concerns: Need for missing middle housing; displacement; public safety; industrial encroachment

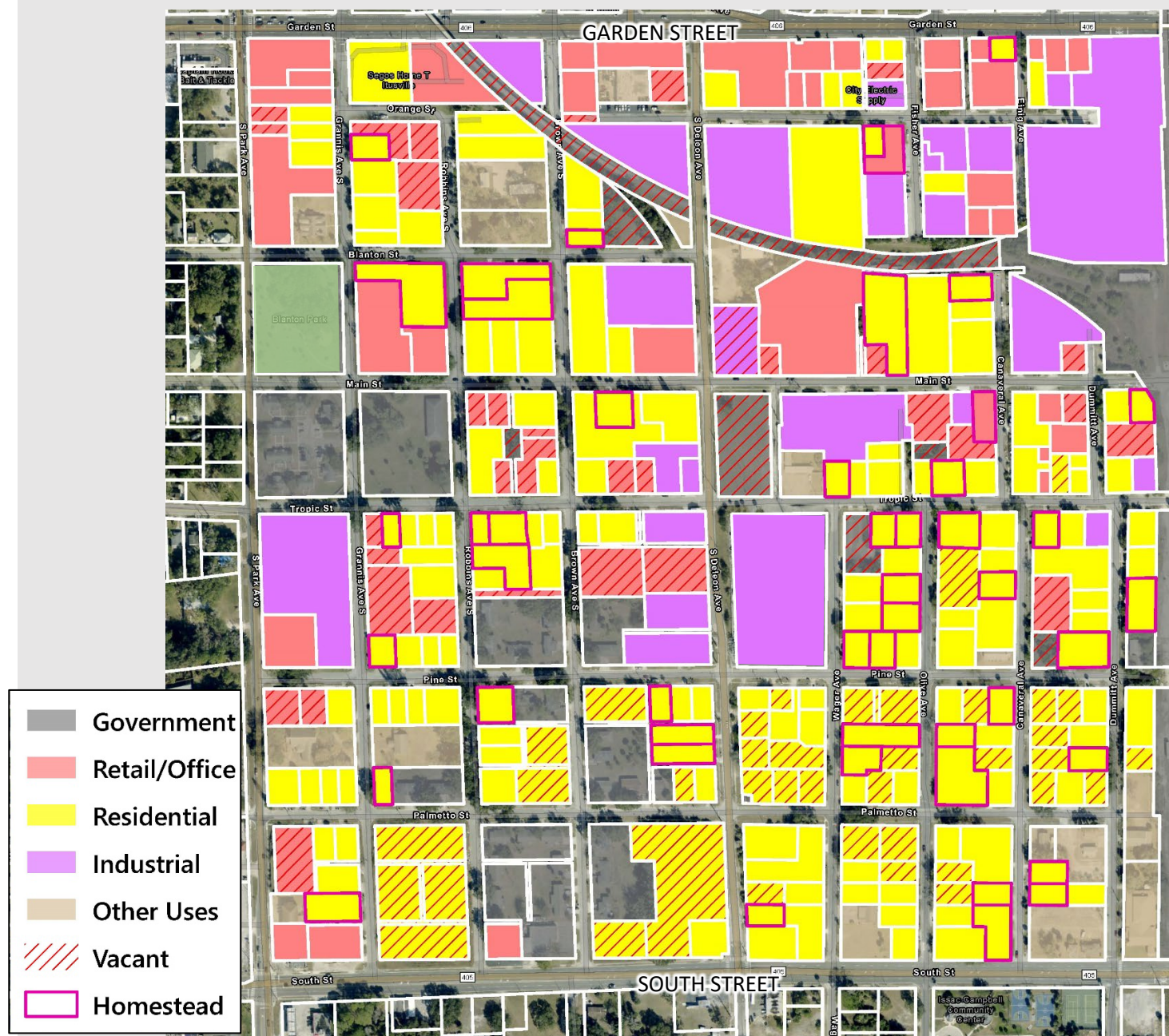
Evolving West Downtown

- Ideal balance of proximity to downtown amenities and neighborhood character
- Incremental investments to increase housing options and small business opportunities
- Separating incompatible uses



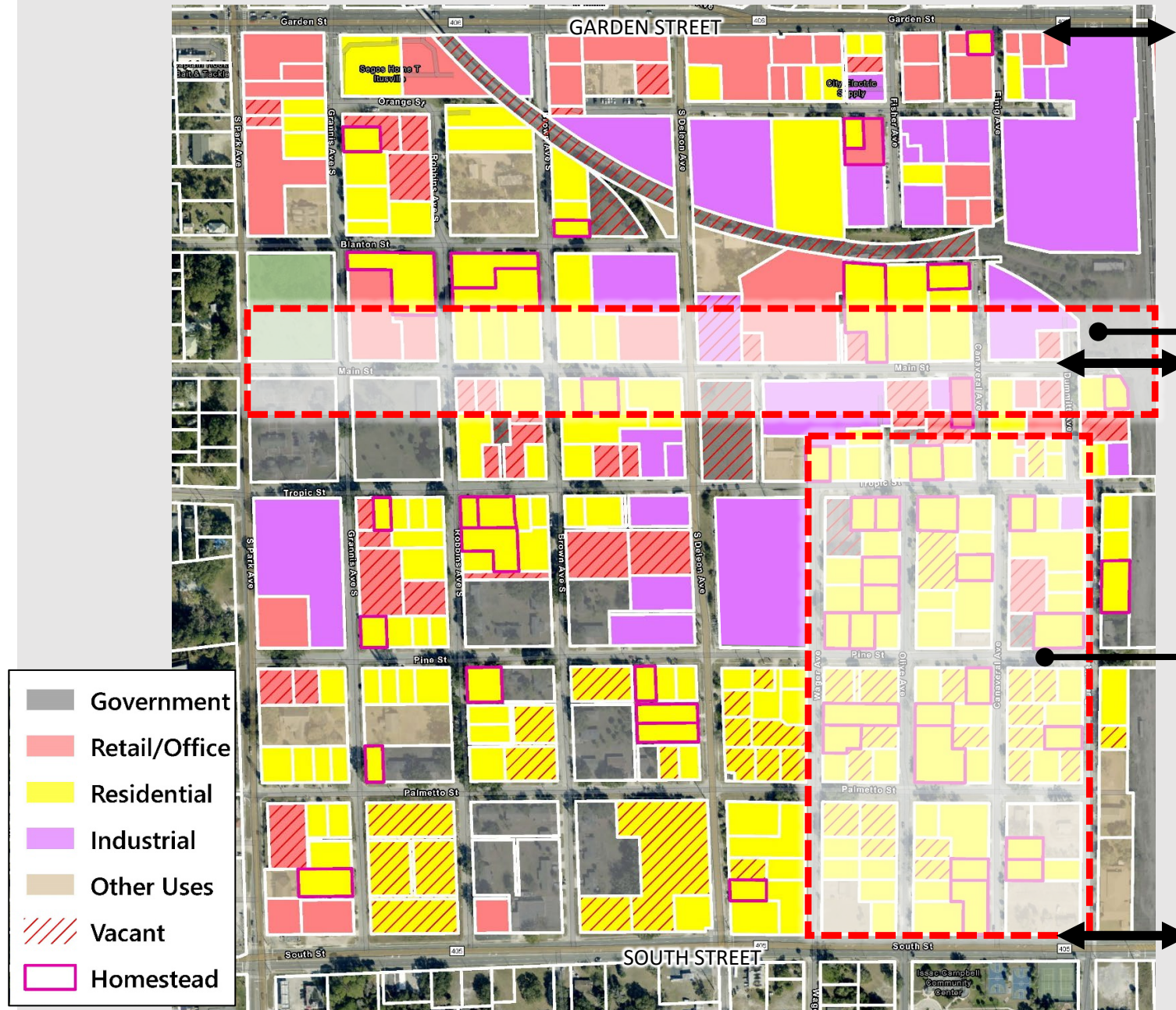
Existing Conditions

WEST DOWNTOWN



Subareas

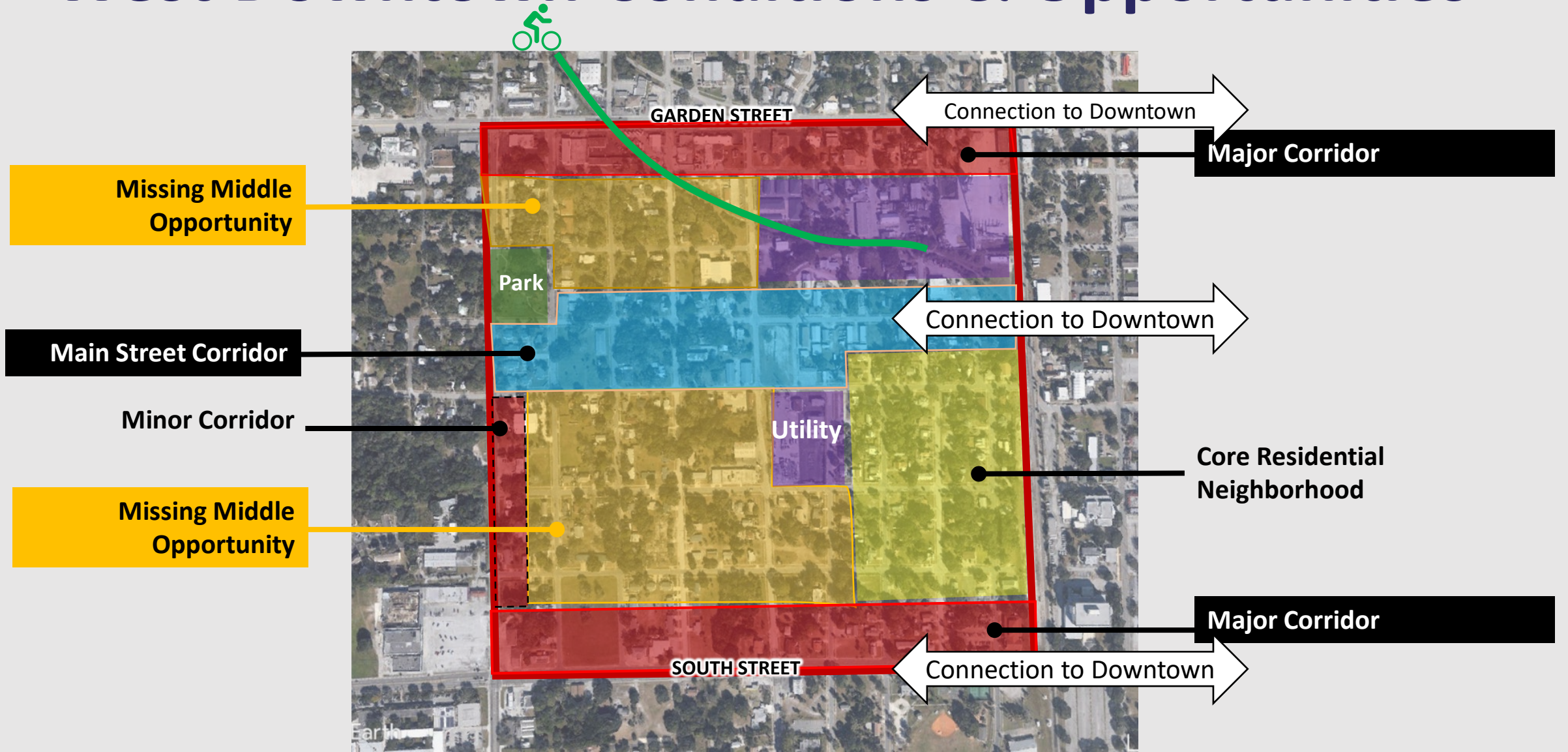
WEST DOWNTOWN



Main Street to Downtown

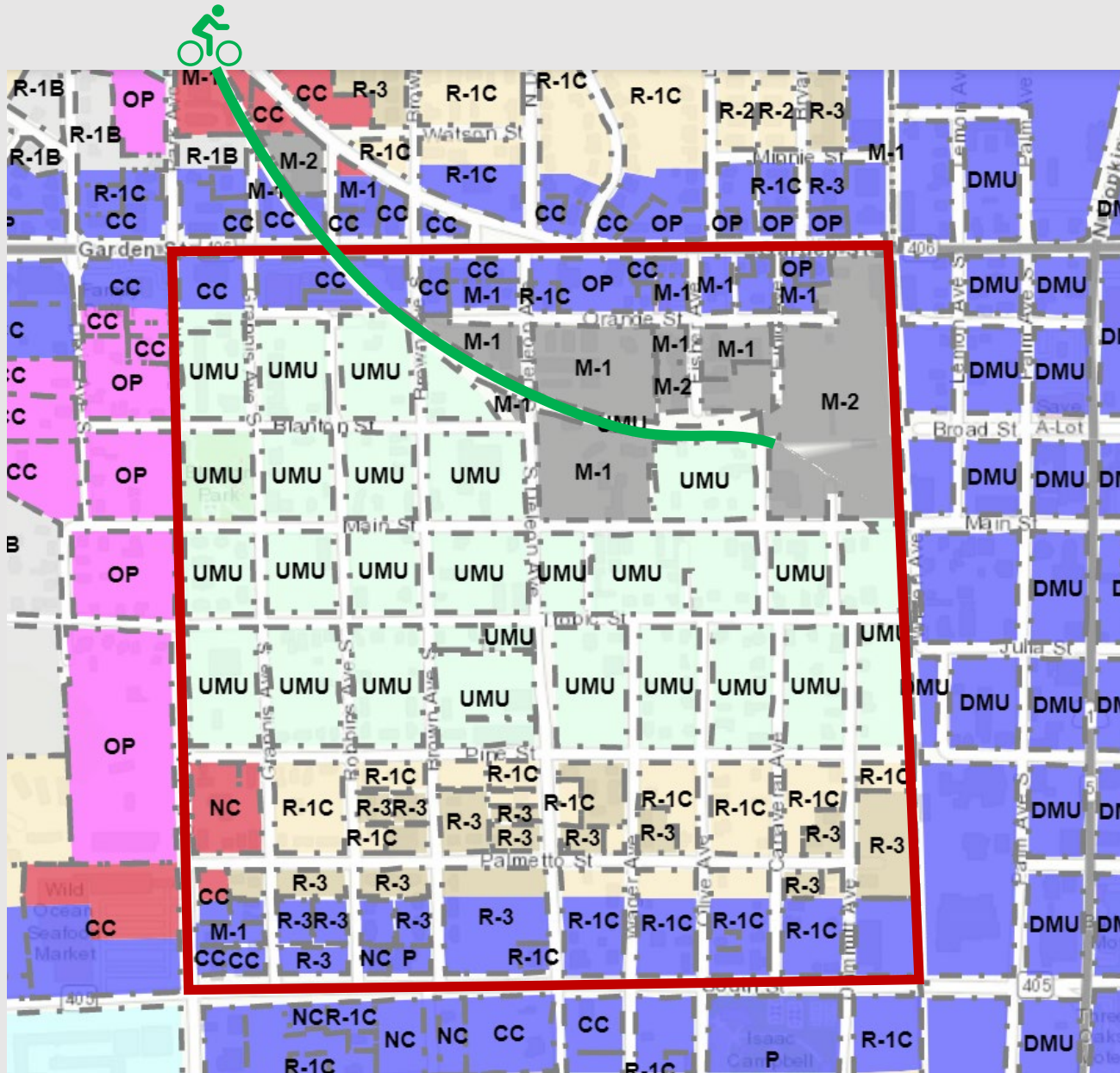
Core Residential Neighborhood

West Downtown Conditions & Opportunities



Identify Mismatches with FLU

WEST DOWNTOWN



Designing for Good Neighbors |



- Require maintenance of landscape buffers
- Consider requiring masonry walls for outdoor storage

Designing for Good Neighbors |



- Require opaque fencing; address maintenance issues
- Consider requiring masonry walls for outdoor storage

Designing for Good Neighbors |



- Indoor industrial uses can be treated as other commercial uses
- Appropriate landscaping standards

Good Neighbors |

- **Manage uses predictably to encourage investment**
 - Narrow UMU uses
 - Designate areas to transition away from industrial in FLU
 - Reconfigure zones to better match existing conditions
- **Use design to mitigate adjacencies**
 - Require masonry walls and/or opaque fencing for outdoor storage and machinery
 - Require maintenance of landscape buffers
 - Seek funding to mitigate existing uses, if compliance cannot be required

Planning Concepts

WEST DOWNTOWN

- Creator-spaces as economic development



Factur, Orlando, Florida

Planning Concepts

WEST DOWNTOWN

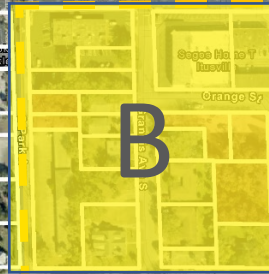


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Missing Middle Housing |





WEST DOWNTOWN

DOWNTOWN



Missing Middle Opportunities |



Winter Park Industrial Transformation Area Example

Key Changes to Policies & Standards

WEST DOWNTOWN

- **Evaluate compatibility**
 - Feasibility of transitioning industrial uses
 - Design and landscaping improvements to mitigate adjacencies
 - Re-evaluate permitted uses in UMU for neighborhood compatibility and predictability
- **Evaluate barriers to Missing Middle implementation**
 - Minimum living area requirements
 - Lot sizes and setbacks
 - Develop overlay standards

GATEWAY CORRIDORS

Vision Plan Gateway Goals

- Rethink corridors to create **favorable first impressions** of the City by improving landscape design, maintenance, and signage
- Improve mobility with **walk/bike/transit-friendly edges**
- A key resource for **redevelopment and placemaking**



Leadership Feedback | Summary

GATEWAY CORRIDORS

Opportunities:

- Beautification efforts to make gateways more attractive
- FDOT Corridor Studies
- High visibility with tourists and space employees

Concerns: Traffic; speed of cars; lack of sense of place; lack of trees/shade

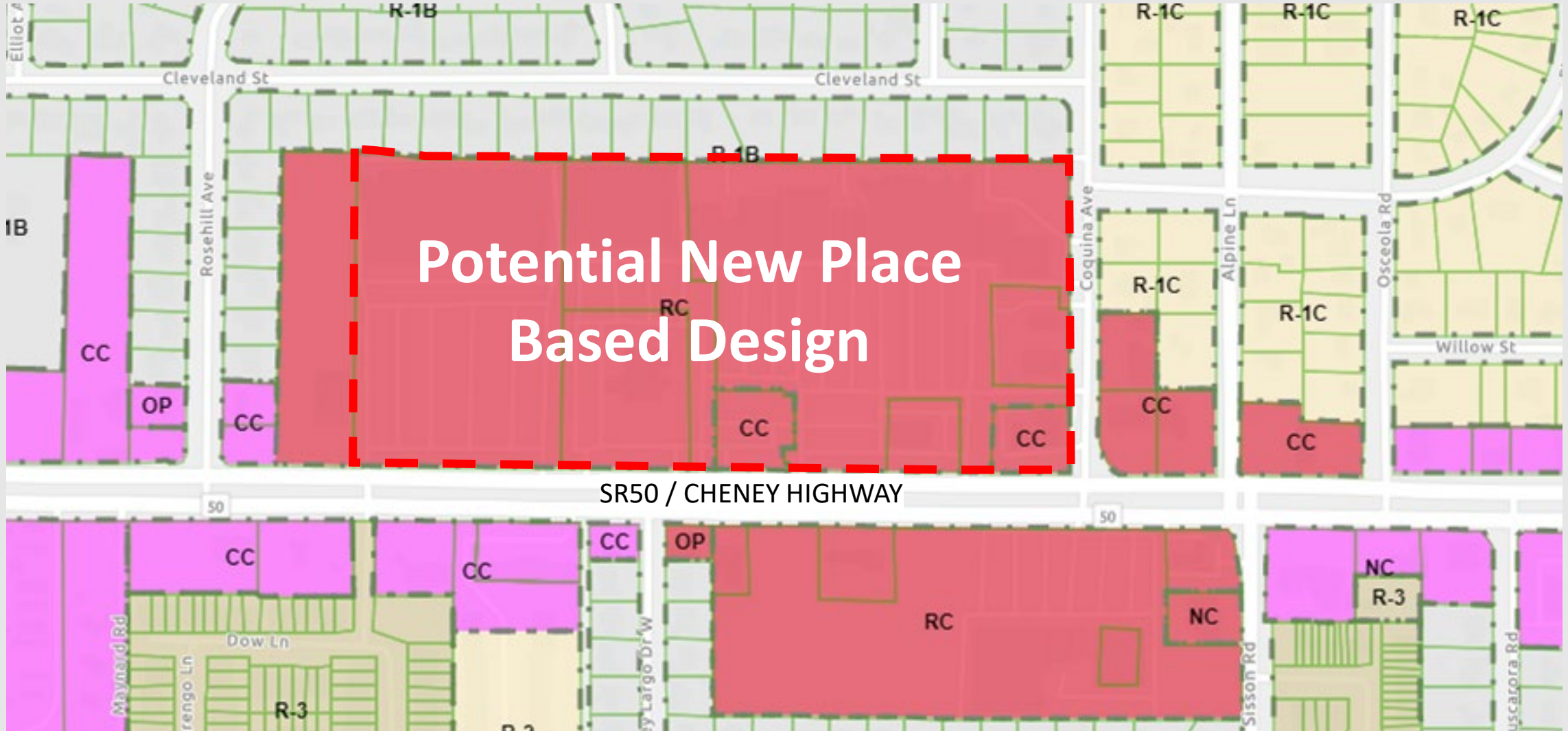
Opportunity Site

GATEWAY CORRIDORS



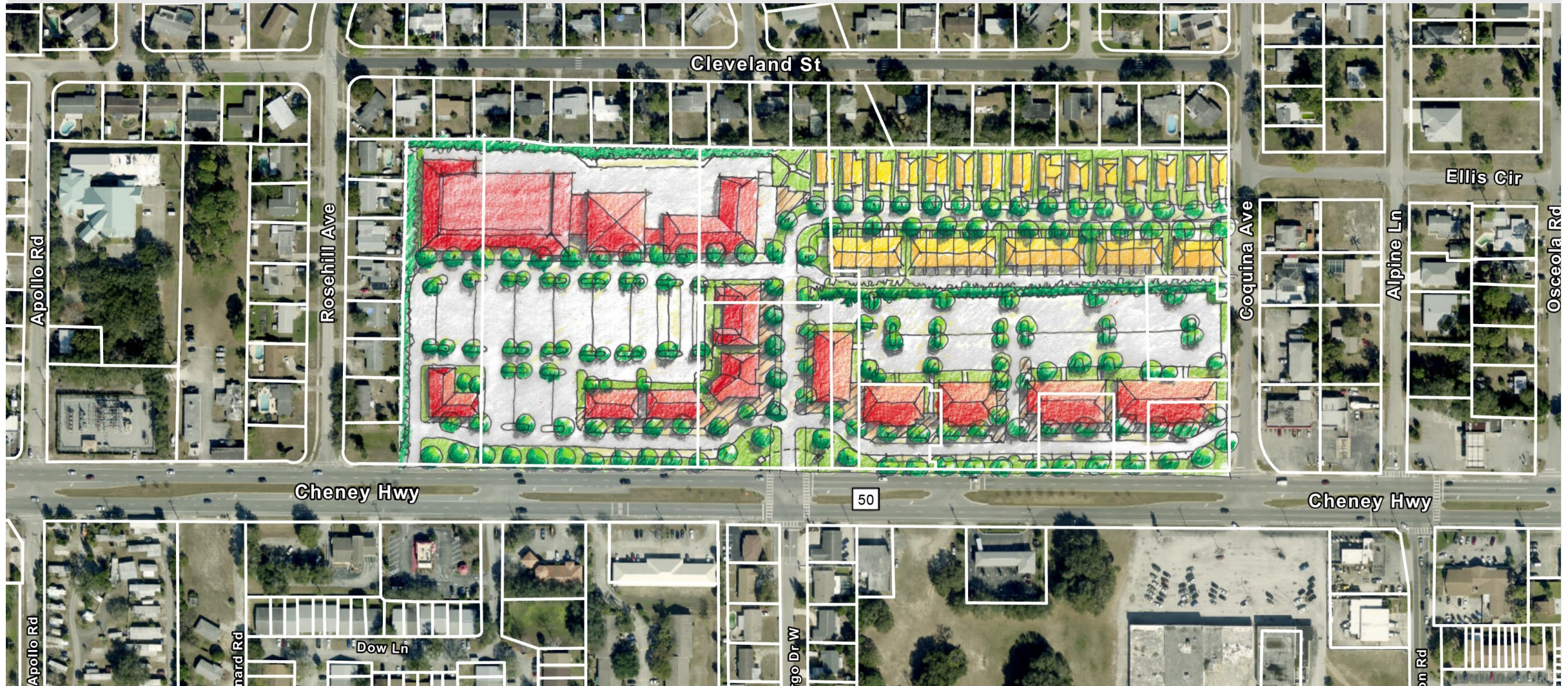
Future Land Use & Zoning

GATEWAY CORRIDORS



Lower-Intensity Mixed-Use Concept

GATEWAY CORRIDORS



Higher-Intensity Mixed-Use Concept

GATEWAY CORRIDORS



Key Changes to Policies & Standards

CORRIDORS – OVERLAY WITH OPTIONAL & MANDATORY ELEMENTS

- **For all properties:**
 - General standards for **trees, landscaping, signage**, and other elements to visually enhance the corridors
 - Multimodal connectivity standards workable in a suburban context
- **Opt-in:**
 - Mixed use as an optional overlay
 - Allowing for more intense mixed-use development with adherence to multi-modal and form-based standards

Next Steps |



NEXT STEPS

City Council April 25th

Questions and comments?