



FLORIDA

City Council Presentation #3: Proposed Policies

May 23, 2023

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COMMEMORATIVE ISSUE

The Titusville Times

COMMEMORATING
September 11, 2032

INTERVIEWED
ACHEIVED

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Thursday, November 11, 2032
WORK OF T

What Does Titusville Have in Store for the Next 10 Years?

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ELIZABETH WILLIAMS DODD,
about 1850. Inscriptions on back of photograph
and Spanish speaking Indians in Fox and at
Ft. of San Juan in Virginia Beach.
Williams said the Indians
lived in a village on the plains.

Consequently, many more men and women in the legal profession, though not all, have come to accept the notion that the killing of two Virginia Black women was an act of racial bias. March 1990

Information from the author and previous speakers, and from theology publications at Old Dominion University, New York, comprising the names of the main religious meetings and other religious bodies. It is assumed here, as are in the country's histories, that any claim that a particular meeting, any claim that a particular meeting

To honor the 60th anniversary of the
Grand Ole Opry, the Opryland Opry
and Opryland Dining Room will host a
Fund for the Opry's 60th Anniversary
Fund for the Opry's 60th Anniversary.

more than a dozen of top notch
logically, it would be hard to
count of leading Free Virginians
and on a way to such a little church
still, what face there is enough
but those people from a school
on the hillside there - as you
can see from the hillside, and a com-
munity of people there, and a com-

Wednesday, November 11, 2032

MAYOR OF TITUSVILLE INTERVIEWED HOW THE VISION WAS ACHIEVED

BY KEVIN JONES

BY KEVIN JONES

BY KEVIN JONES

Titusville has developed a vibrant growing economy thriving on redevelopment in the older neighborhoods, the Downtown and on the major roadways leading into town. It's a great place to start a new business or relocate an existing business in neighborhoods that are attractive to young people. The City is very business friendly and has streamlined its processes to make it attractive to developers and builders. We now have a 3% annual growth rate. walkable and town" in Central Florida and attractive pedestrian and bike friendly streets lined with signature canopy trees and other attractive landscaping. Cultural events are an important aspect of the Town with an active and thriving artist community and live music as part of its many street festivals. The 25-block downtown core and surrounding area are postcards for an effective neighborhood revitalization program energized by young first adopters who have pioneered the redevelopment and revitalization of these important areas and support

The City is very walkable and bike friendly and is highly amenitized with parks and trails that enhance the waterfront experience. The continuous 12-mile waterfront has a multi-modal trail with many restaurants and businesses overlooking the river. to the boating

Downtown is the shining face of Titusville with its exciting and beautiful new public squares and urban parks that are host to many community events and activities catering to all ages, as well as visitors who are interested in the area's history and culture.

Creating a Place-Based Comprehensive Plan

- **Place-based**
 - Encourages a vibrant, efficient mixed-use places
 - Mapped based on place and character
 - Flexibility for changing economy
- **Integrates multiple disciplines**
 - Places are made up of land uses, transportation, parks, schools, utilities, etc.



DOWNTOWN TITUSVILLE

Downtown Goals

- Create a **sense of place** and **memorable identity**
- Make Downtown more **walkable and bike-friendly** with 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 **enrich the adjacent neighborhoods** (e.g. West Titusville)



Downtown Titusville

KEY OBJECTIVE

OBJECTIVE 1.10: DOWNTOWN

Downtown is the heart of Titusville.

Downtown should have a **memorable identity**, foster a great **variety of activities**, and attract a critical mass of people to **live, work, visit, and enjoy** the small-town ambiance of the community's center.

The City of Titusville shall pursue the renewal of Downtown Titusville as the center of professional, governmental, financial and unique retail and redevelop blighted areas



Downtown Titusville

PROPOSED POLICIES

Policy 1.10.1:

Encourage development and redevelopment that allows a large variety of uses and increases the residential population including **residential, civic, and employment uses** to support a vibrant, active downtown.



Summary of Strategies

- Adaptive reuse of existing buildings and new construction.
- Holistic solutions such as a master stormwater system integrated with open space.
- **Palm Avenue** as an active, pedestrian-oriented redevelopment corridor.
- Maintain a robust presence of civic facilities. (existing)
- Support the redevelopment agency. (existing)



Veteran's Memorial Park Rain Garden, Cape Canaveral

Kimley»Horn





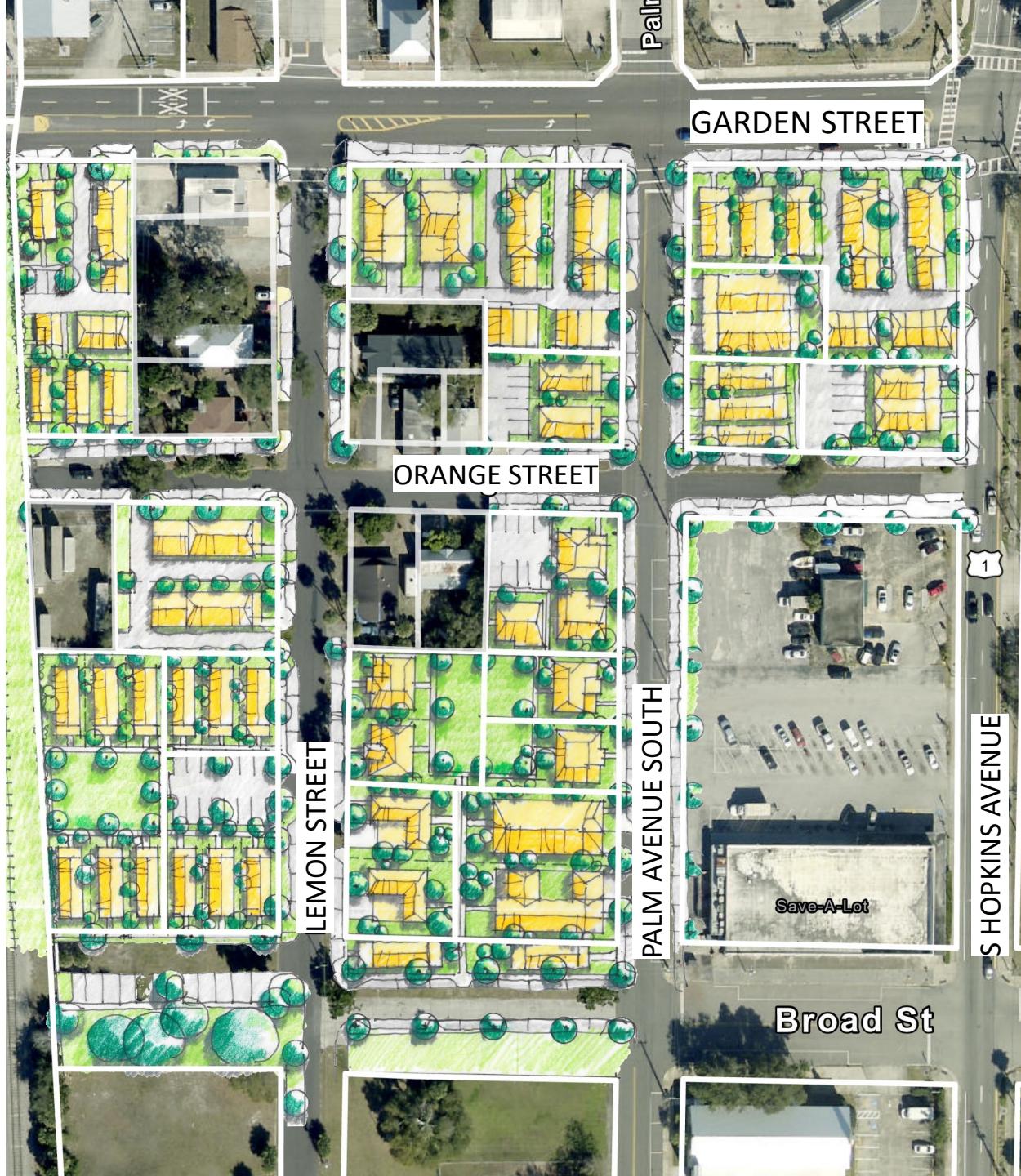
Palm Avenue Streetscape

Downtown Titusville

PROPOSED POLICIES

Policy 1.10.2:

Encourage a **substantial and diverse residential population** downtown to serve a wide range of household types and incomes by encouraging investment in a mix of housing options.

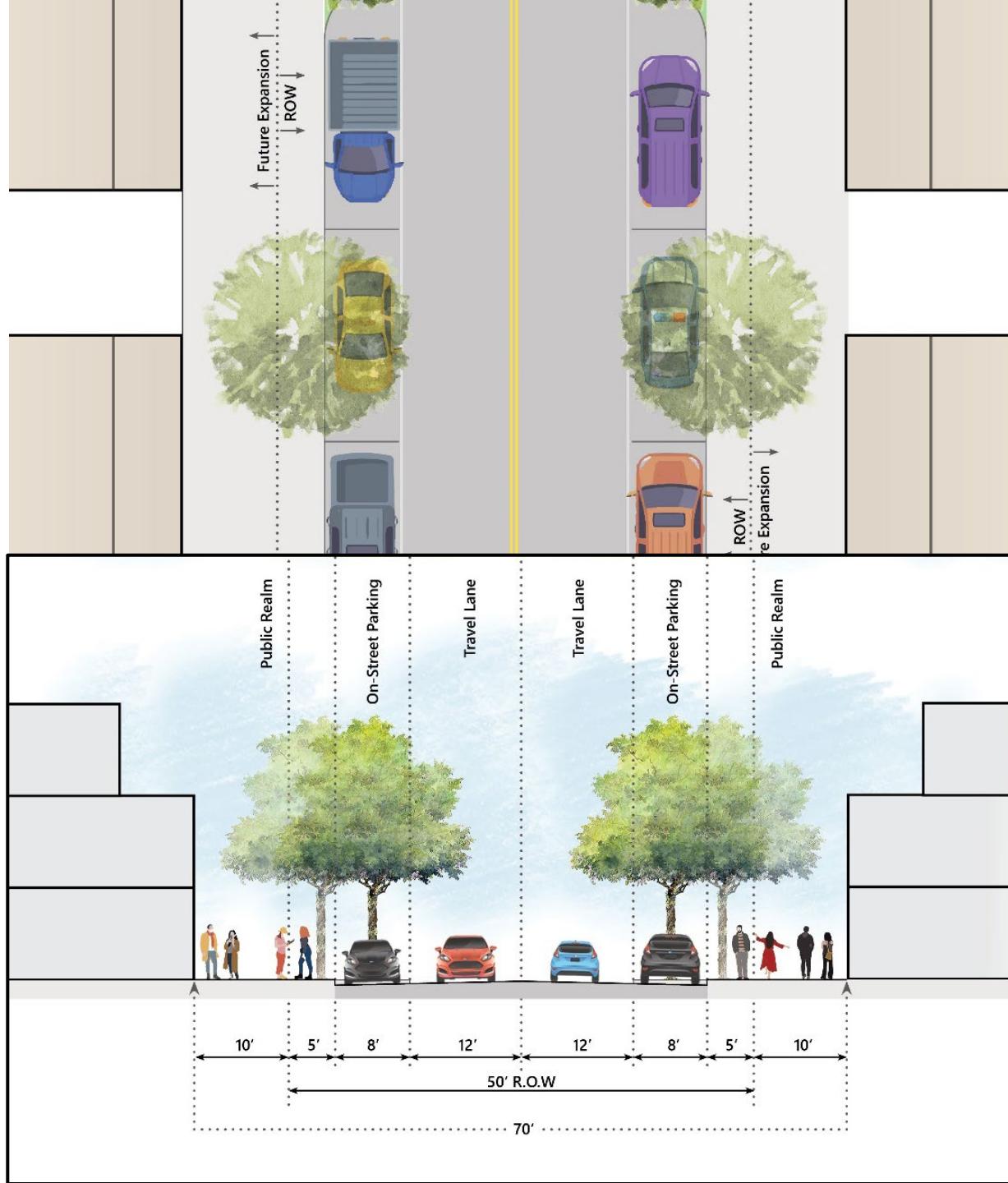


Summary of Strategies

- Variety of typologies
- **Balance of rental and for-sale housing**
- Downtown Core Overlay
 - Increase quality and volume of activity in the Downtown Core
 - Downtown Density Pool for projects providing public benefits:
 - Expand the public realm on designated streets.
 - Constructing an enhanced public realm
 - Certified affordable or workforce housing.
 - Publicly accessible parking.
 - Active ground floor uses that enhance street life.
 - Improving parks or landscaping.
 - Addition detail in LDC standards



Palm Avenue



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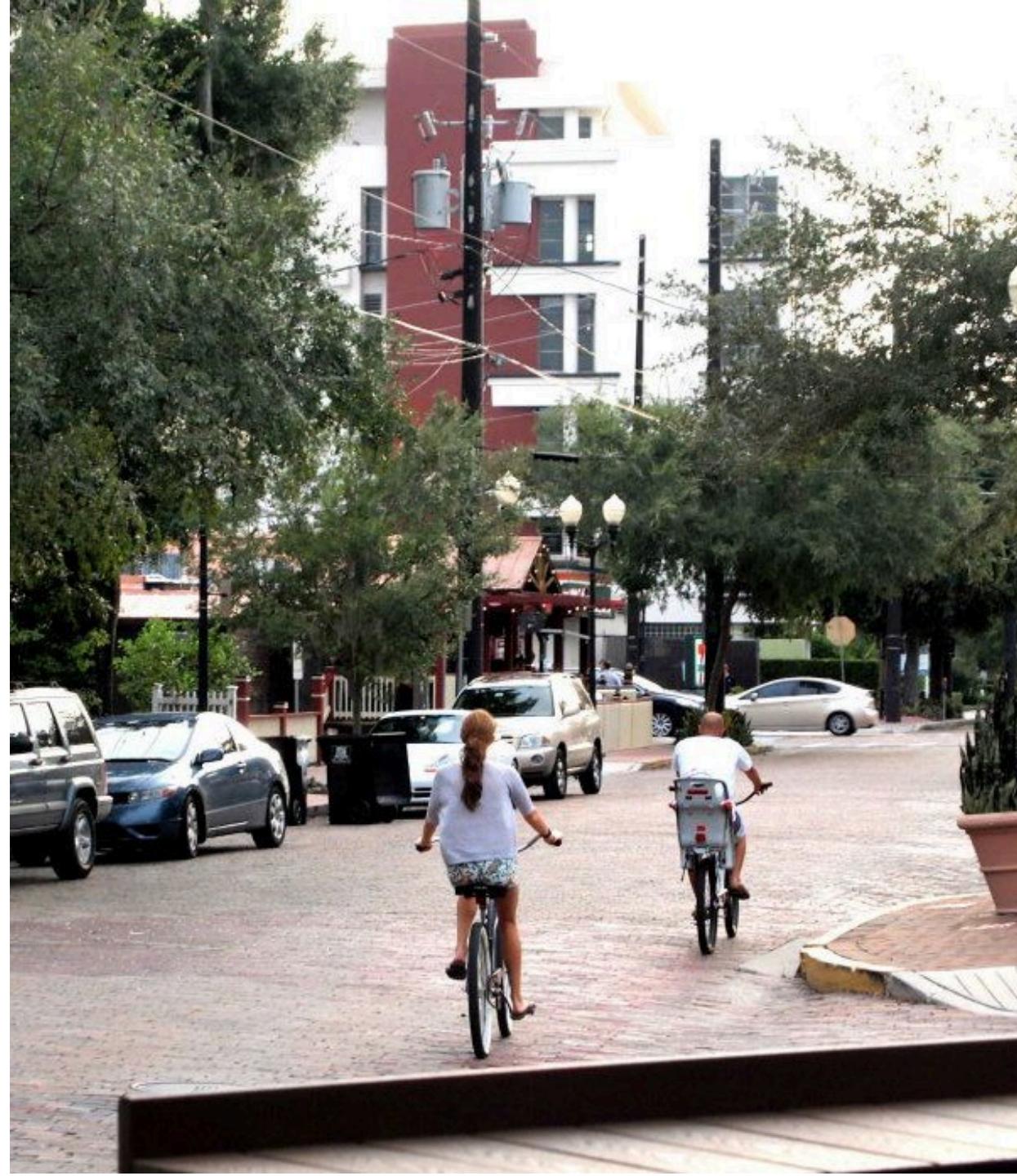
Downtown Titusville

PROPOSED POLICIES

Policy 1.10.3:

Create a **multi-modal environment** in Downtown to support a high level of activity in the downtown area.

Prioritize pedestrian and bicycle circulation networks.



Summary of Strategies

- Pedestrian-oriented buildings and site plans
- Active ground-floor uses
- Canopy street trees and other shade sources
- Prioritize bicycles and pedestrian movement and calm traffic
- Bikeways
- Transportation demand management & “park-once”
- Cross-access easements and curb management



Downtown Titusville

PROPOSED POLICIES

Policy 1.10.4:

Enhance the visual **attractiveness** of the downtown area by enhancing **streetscapes**, creating a network of **public spaces**, and enhancing **gateways** into downtown.



Summary of Strategies

- Identify a Primary Downtown Pedestrian Network
 - Prioritize enhanced streetscaping on these streets.
 - Underground utilities
- **Variety of open space types**
- Identify at least one significant green space opportunity to provide a central gathering space in downtown connecting business activities with the waterfront and providing space for community-wide events
- **Reconceptualize Mariners Way roadway**
- Enhance entry points to downtown (existing policy)



Downtown Titusville

PROPOSED POLICIES

Policy 1.10.5:

Prioritize connections between **Downtown and the waterfront** to increase public access and views of the Indian River.

Existing Strategies:

- Waterfront orientation
- Public use and access to waterfront



Downtown Titusville

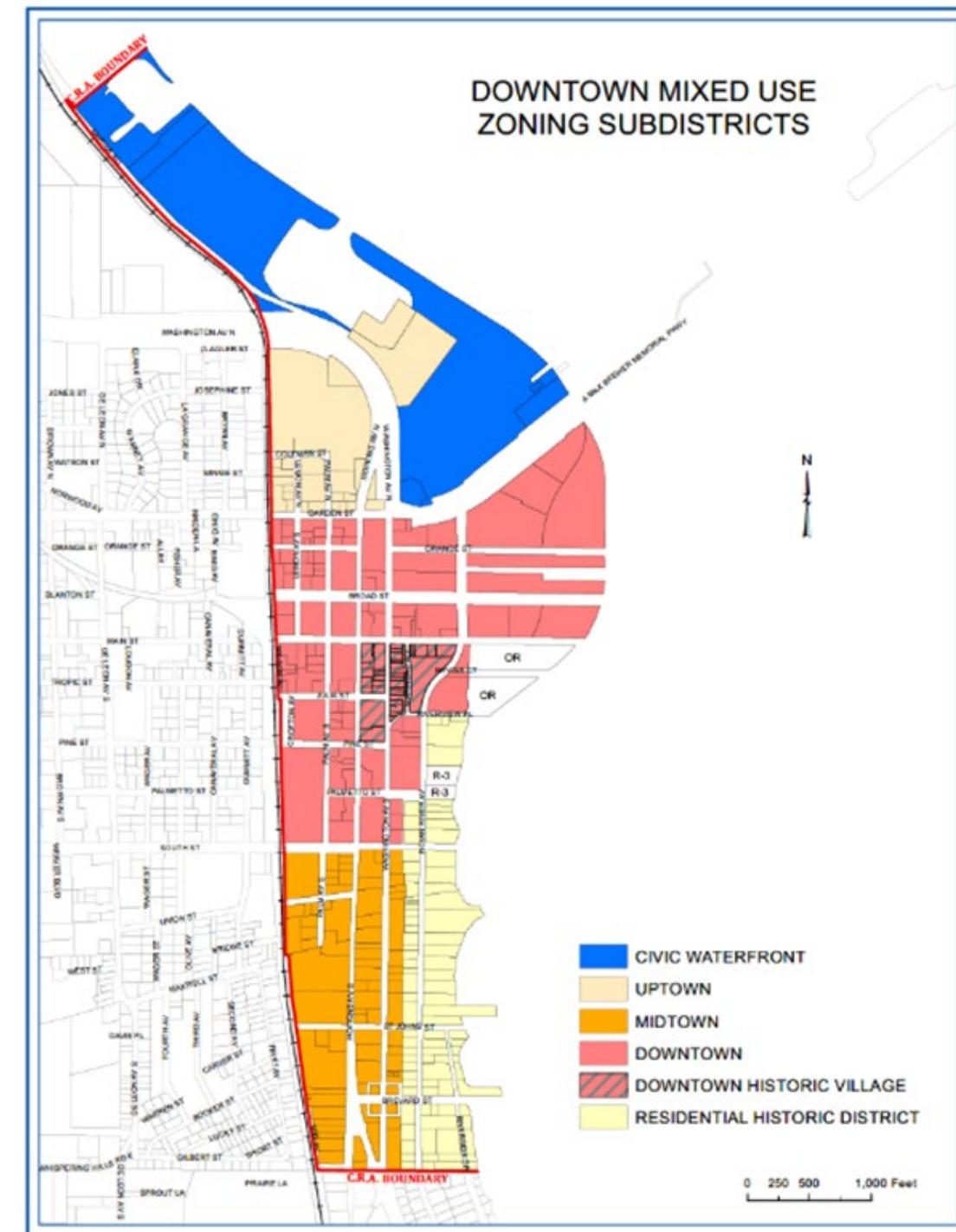
PROPOSED POLICIES

Policy 1.10.6:

The Downtown Mixed-Use (DMU) category shall recognize the **variety of character areas** encompassed by Downtown and its adjoining neighborhoods and corridors

Strategy:

- Subdistricts (existing in LDC)



Urban Mixed Use (West Titusville)

Urban Mixed Use

KEY OBJECTIVE

OBJECTIVE 1.11: URBAN MIXED USE

The city shall have **vibrant urban neighborhoods** that accommodate a variety of household types and uses to provide for everyday needs within walking distance ~~The City of Titusville shall encourage the mix of residential, office, and commercial uses in urban areas~~ through the designation of the Urban Mixed Use land use category on the Future Land Use Map.

Urban Mixed Use

PROPOSED POLICIES

Policy 1.11.1: (existing policy)

The Urban Mixed Use designation is intended primarily for the redevelopment of areas with a distinctly urban character; however, there shall not be an encroachment into existing residential neighborhoods with a density less than five units per acre.

Urban Mixed Use

PROPOSED POLICIES

Policy 1.11.2:

Encourage **neighborhood-serving**, mixed-use development including a variety of housing options.

Strategies:

- Parks and neighborhood retail in walking distance
- Variety of housing choices



Urban Mixed Use

PROPOSED POLICIES

Policy 1.11.3:

Provide for the **compatibility of mixed land use patterns**, which should consist of commercial, office, and residential uses through the implementation of appropriate land development regulations.

Strategies:

- Encourage relocation of industrial (existing)
- Screens/buffers (existing)
- Screen parking areas

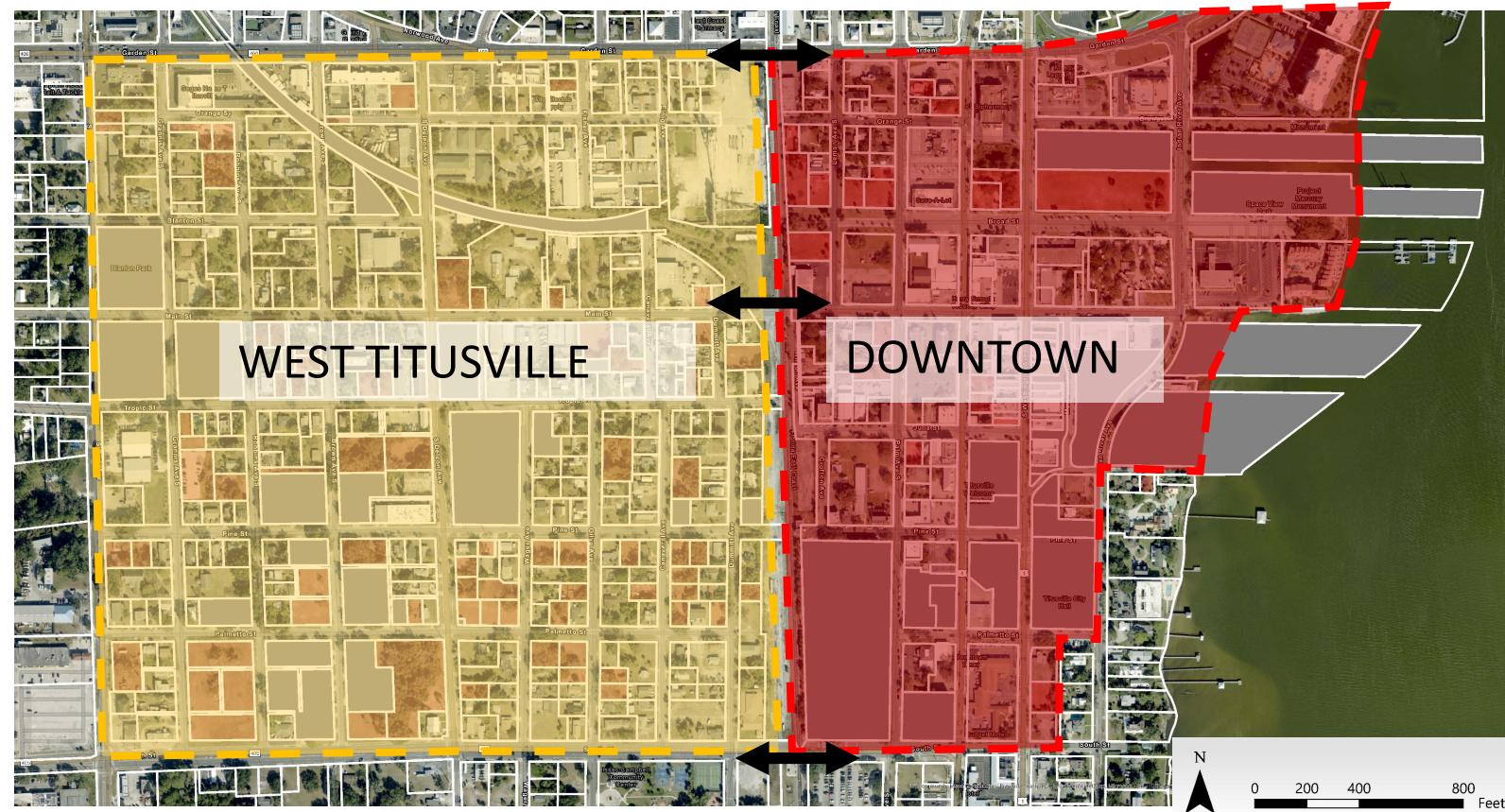


Urban Mixed Use: West Titusville

PROPOSED POLICIES

Policy 1.11.4:

Recognize the unique relationship between West Titusville and Downtown through investment and coordination.



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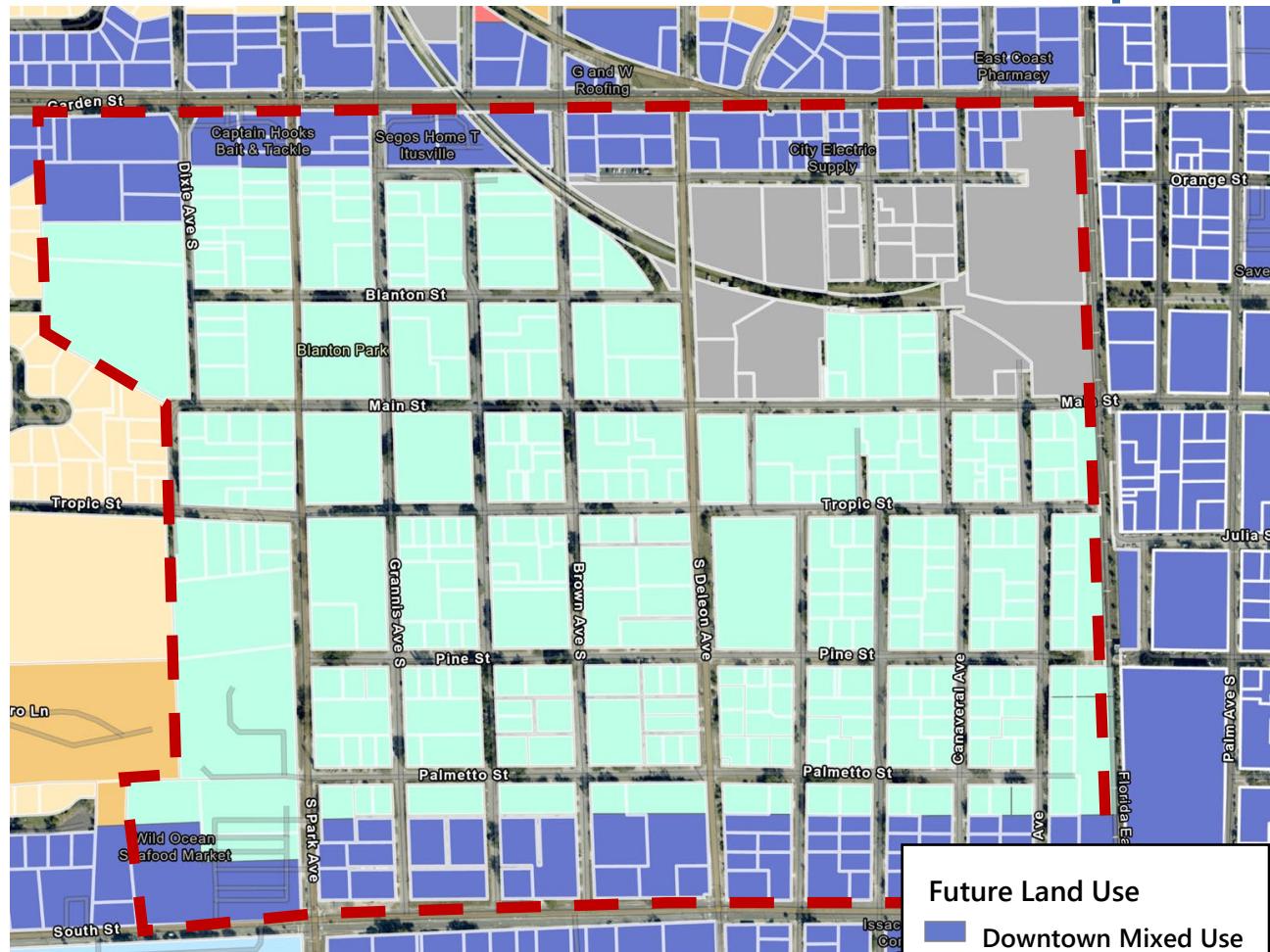
Summary of Strategies

- Link the Main Street corridor (existing)
- Define the boundary of West Titusville

Updated West Titusville FLU



Existing West Titusville



Proposed West Titusville

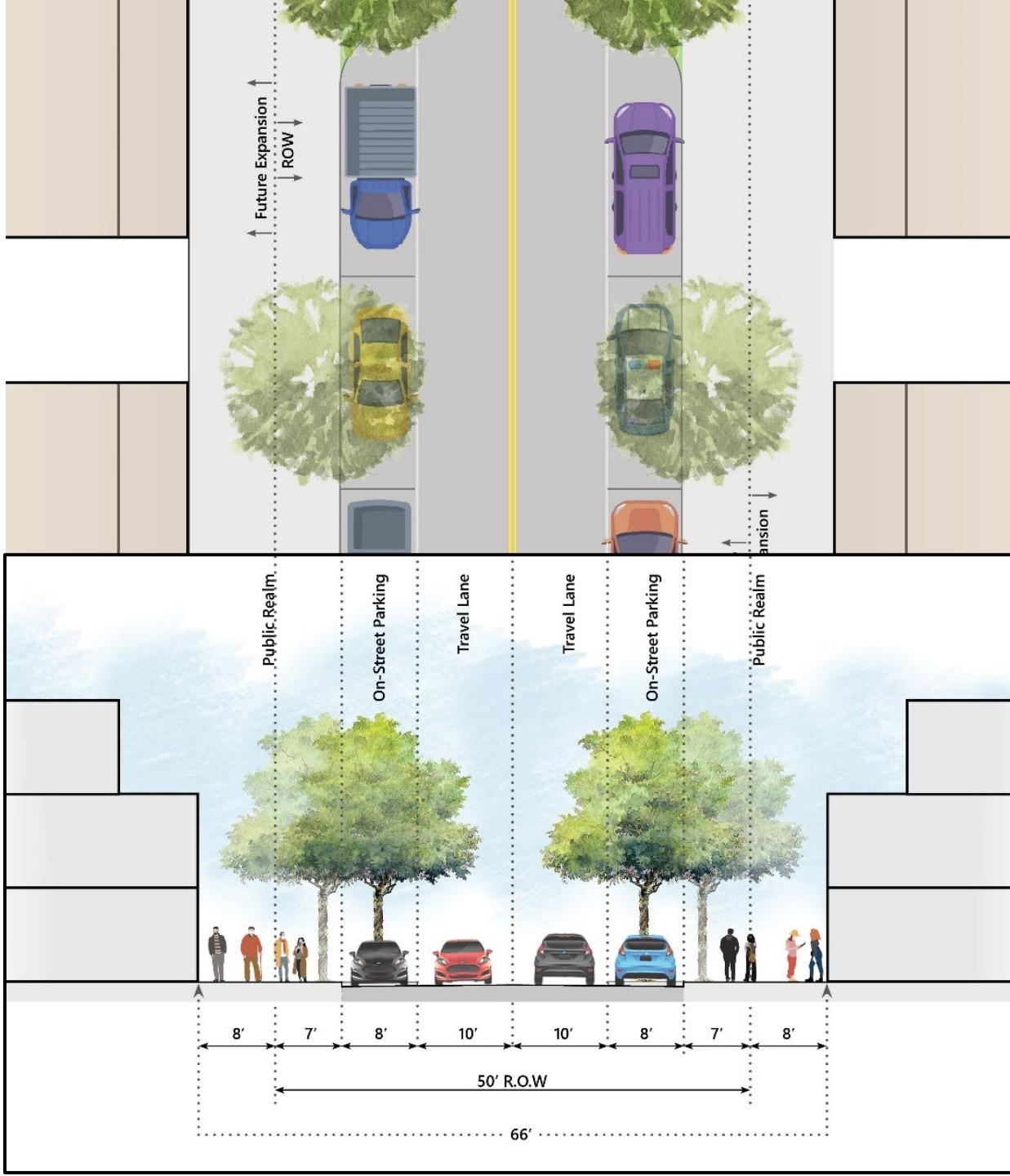
Future Land Use
Downtown Mixed Use
Urban Mixed Use
Industrial
Conservation
Residential

Summary of Strategies

- Encourage investment including variety of housing types.
- **Maintain and expand housing opportunities close to downtown.**
- Residential density bonus up to 5 units per acre for public benefits such as:
 - Improving parks or landscaping.
 - Certified affordable or workforce housing.
 - Expand the public realm on designated streets (e.g., Park Ave or Main Street).
 - Constructing an enhanced public realm on designated streets.
 - Publicly accessible parking adjacent to designated streets.
 - Active ground floor uses on designated streets.



Main Street



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Urban Mixed Use

PROPOSED POLICIES

Policy 1.11.5:

Prioritize **safety and local mobility** on transportation facilities within urban neighborhoods.

Strategies:

- Transportation options in neighborhood and to surrounding areas
- Reduce vehicles speeds for safety



Urban Mixed Use

PROPOSED POLICIES

Policy 1.11.6:

Facilitate improvements in quality of life for **existing and new residents** through investment and **revitalization**.

Strategies:

- Canopy trees
- CDBG (existing)
- Mix of subsidized and market-rate housing
- Assist new and existing homeowners
- Reduce blight (existing), incompatible uses and vacant lots
- Encourage development to coordination with existing residents (existing)
- Shared infrastructure



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Urban Mixed Use

PROPOSED POLICIES

Policy 1.11.7:

City shall maintain and **expand the recreational and natural open spaces** for the use and enjoyment of neighborhood residents.

Policy 1.11.8:

Protect public access to natural amenities, such as the Indian River, lakes, streams, wetlands and protected wildlife habitat (existing). Preserve existing water accessways through development controls and acquisitions.

Policy 1.11.9:

Connect neighborhoods to each other and to commercial, educational, and recreational destinations and regional trails through the development of **local greenway and trail networks**.

GATEWAY CORRIDOR OVERLAY

Gateway Goals

- Rethink corridors to create **favorable first impressions** of the City
- Include **placemaking and wayfinding** that can provide a sense of place once within City boundaries
- **Improve landscape design, maintenance, and signage**
- Create **walkable edges**



Gateway Corridor Overlay

KEY OBJECTIVE

OBJECTIVE 1.12: GATEWAY CORRIDOR OVERLAY (NEW)

The City's major roadways shall be treated as **Gateways critical to the City's image**. Gateway corridors shall accommodate a wide variety and intensity of land uses within a framework that enhances the visual identity of the corridors to create a favorable impression for visitors.

Gateway Corridor Overlay

PROPOSED POLICIES

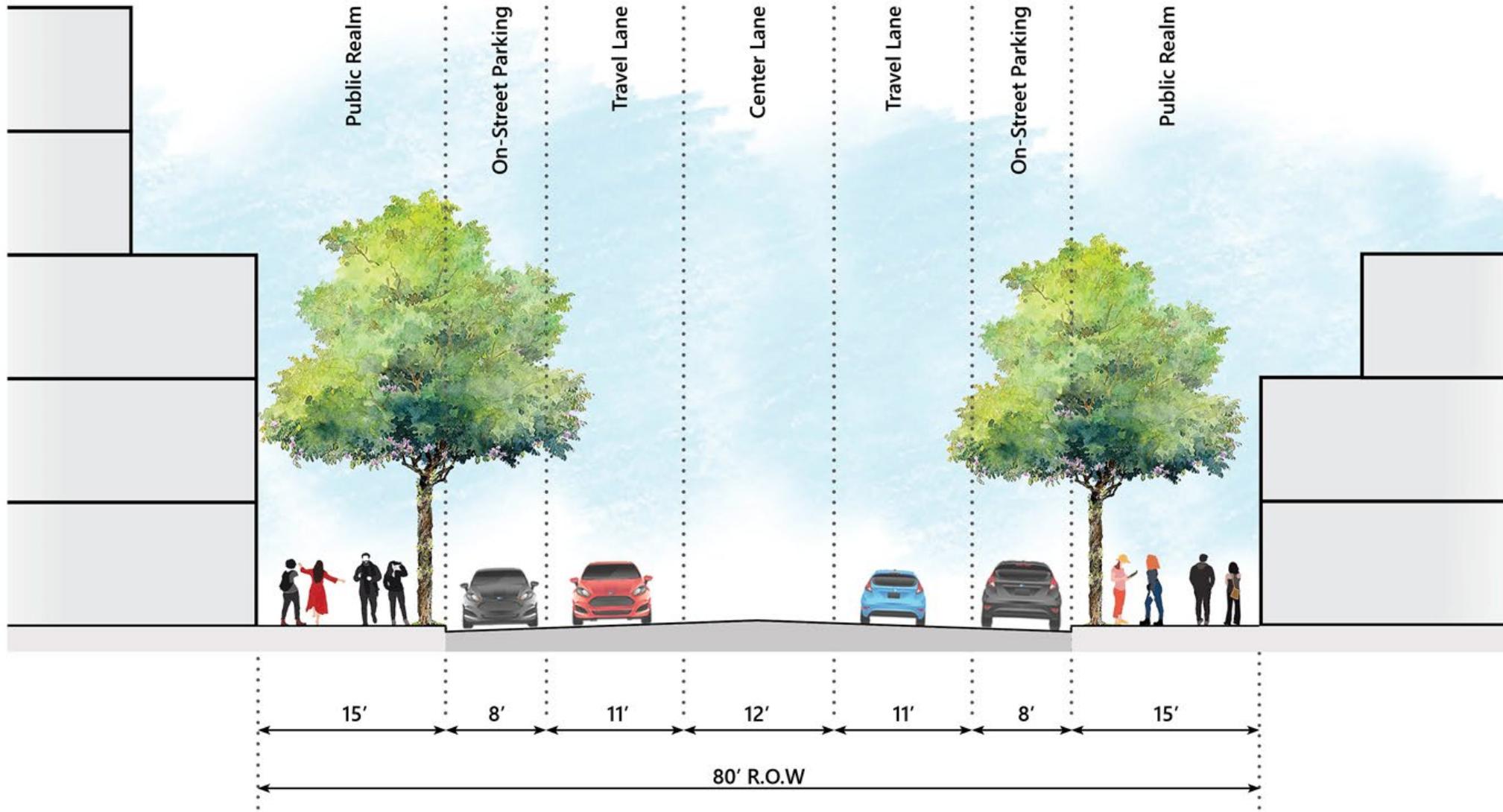
Policy 1.12.1:

The Gateway Corridor Overlay shall be defined as properties with a future land use designated for Commercial (High Intensity or Low Intensity), Planned Unit Development, or High Density Residential adjacent to the following roadways:

- US-1
- Garden Street
- South Street
- Cheney Highway / S.R. 50
- State Road 407



Garden Street





Garden Street

Gateway Corridor Overlay

PROPOSED POLICIES

Policy 1.12.2:

As the first impression that many visitors will have of the City, properties and public improvements along the Gateway corridors should have a **consistent and attractive appearance**.

Strategy:

- Gateway Corridor Overlay standards in LDC for landscape, tree-planting, maintenance, signage, etc.

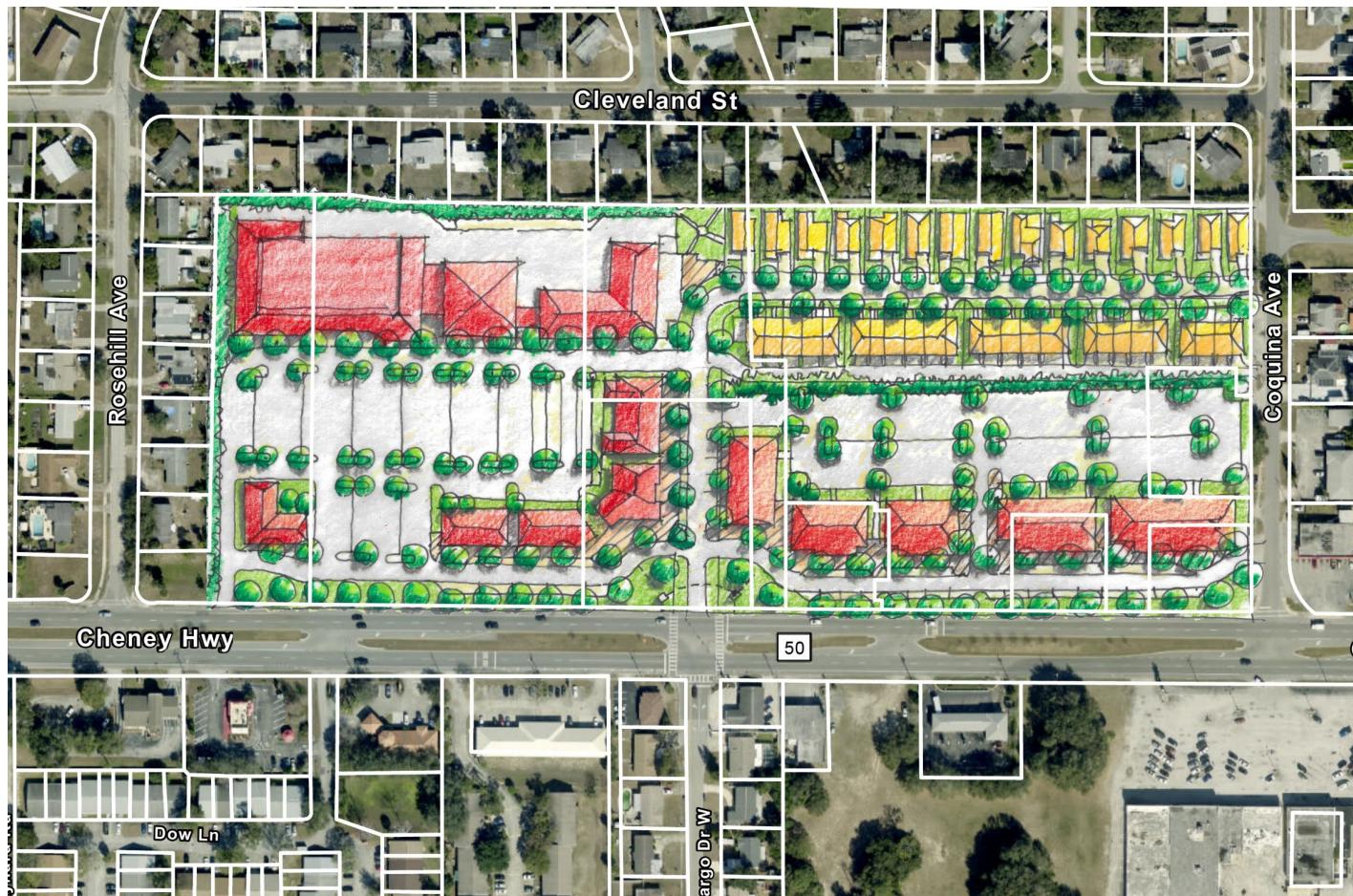


Gateway Corridor Overlay

PROPOSED POLICIES

Policy 1.12.3:

Targeted investment in the Gateways shall be supported by a Gateway Corridor Overlay that shall **encourage development and redevelopment** with horizontal and vertical **mixed-use development** and quality landscaping and design that will contribute to a positive image of the City.



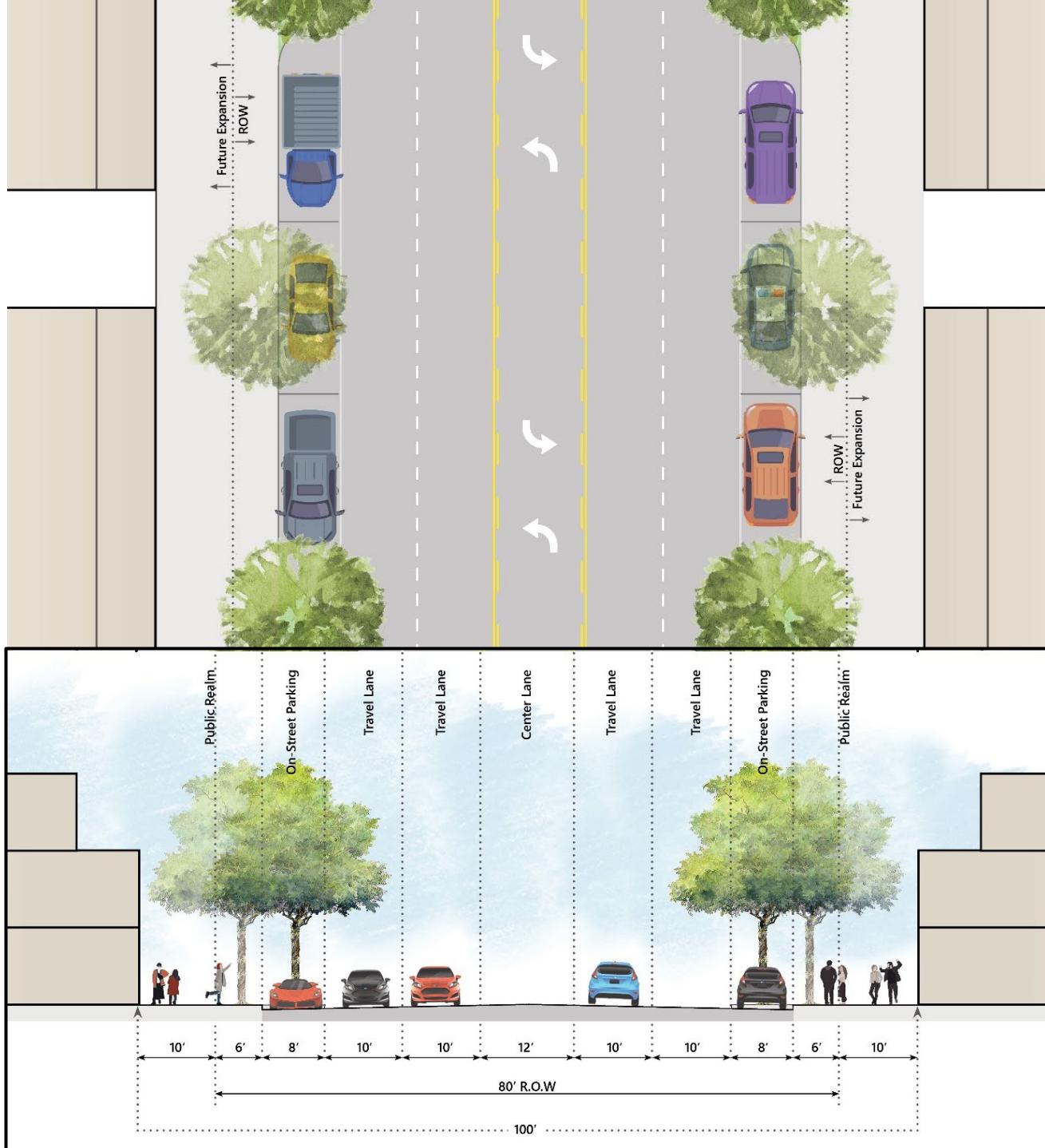
**Lower-Intensity Mixed-Use Concept
Along Cheney Highway**

Summary of Strategies

- Primary uses: Commercial, mixed-use and multi-family
- Incentive bonuses for contributions to the public realm up to 2.0 FAR, 50 units per acre, not exceeding 5 stories.
 - E.g. additional landscaping, green infrastructure, bike/ped infrastructure.
- Urban design standards
- Transitions required adjacent to single-family neighborhoods



South Street



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Gateway Corridor Overlay

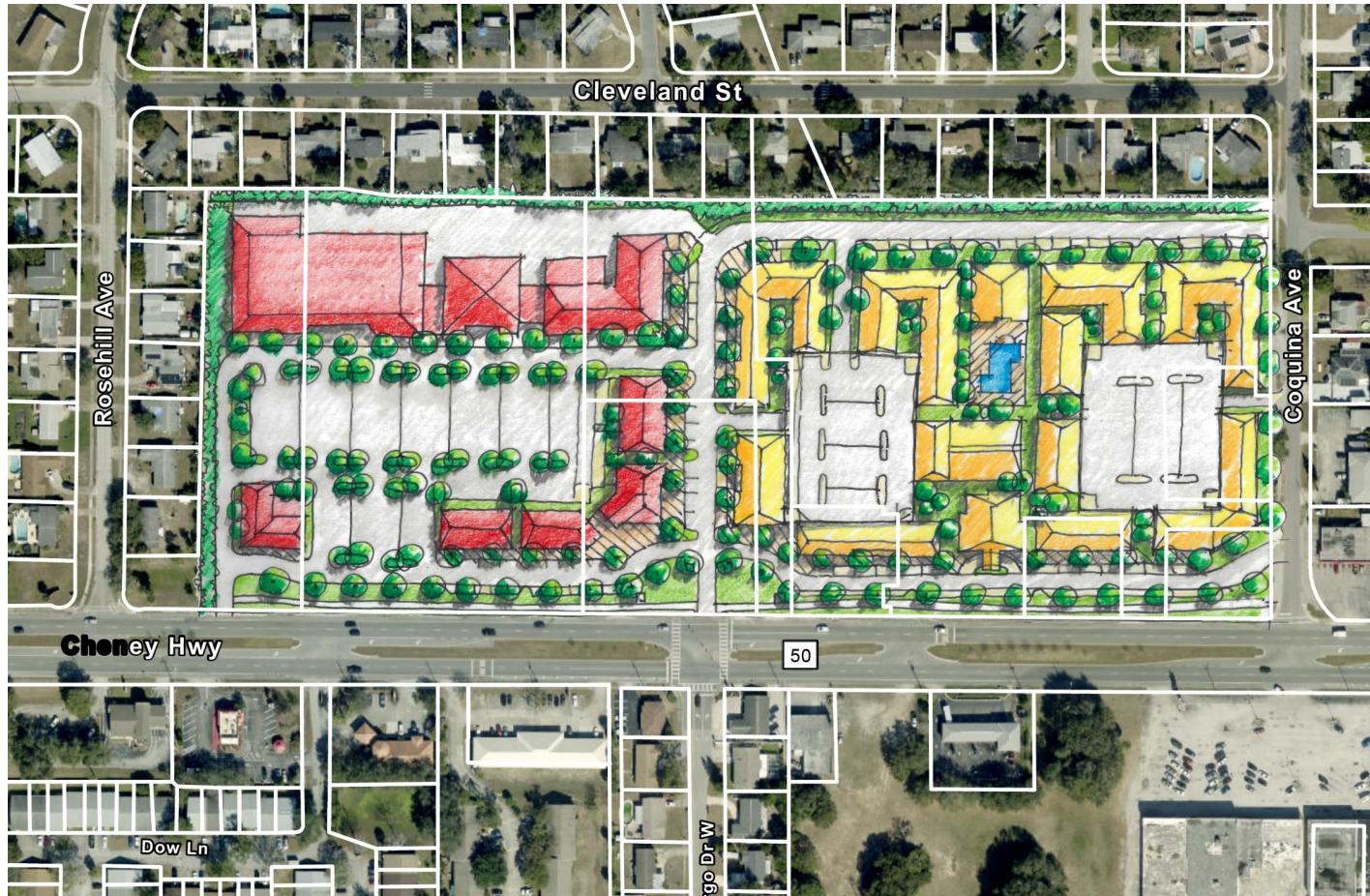
PROPOSED POLICIES

Policy 1.12.4:

The City shall encourage the development of higher density housing in appropriate locations along gateway corridors to **increase housing supply while discouraging urban sprawl.**

Strategies:

- Multi-family housing on underutilized or vacant commercial
- Affordable housing near transit



**Higher-Intensity Mixed-Use Concept
Along Cheney Highway**

Gateway Corridor Overlay

PROPOSED POLICIES

Policy 1.12.5:

The City shall ensure that the Gateway Corridors have appropriate **open spaces** to provide **aesthetic value** for the city and **recreational opportunities** for those who live and work along the corridors.

Strategies:

- Usable open spaces in large developments
- City identified opportunities



Gateway Corridor Overlay

PROPOSED POLICIES

Policy 1.12.6:

The Gateway Corridors shall provide for **long distance motor vehicle movement** along major roads while providing **safe, multimodal access** to uses and activity centers.

Strategies:

- Operational improvements for traffic flow
- Safe crossings for people walking and biking
- Consolidated access/driveways and cross-access easements
- Shared parking or structured parking



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NEXT STEPS

LDC Standards

Proposed Citywide Policies