

CITY OF
Titusville
FLORIDA

City Council
Presentation #3:
Proposed Policies

May 23, 2023

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ASSOCIATES



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



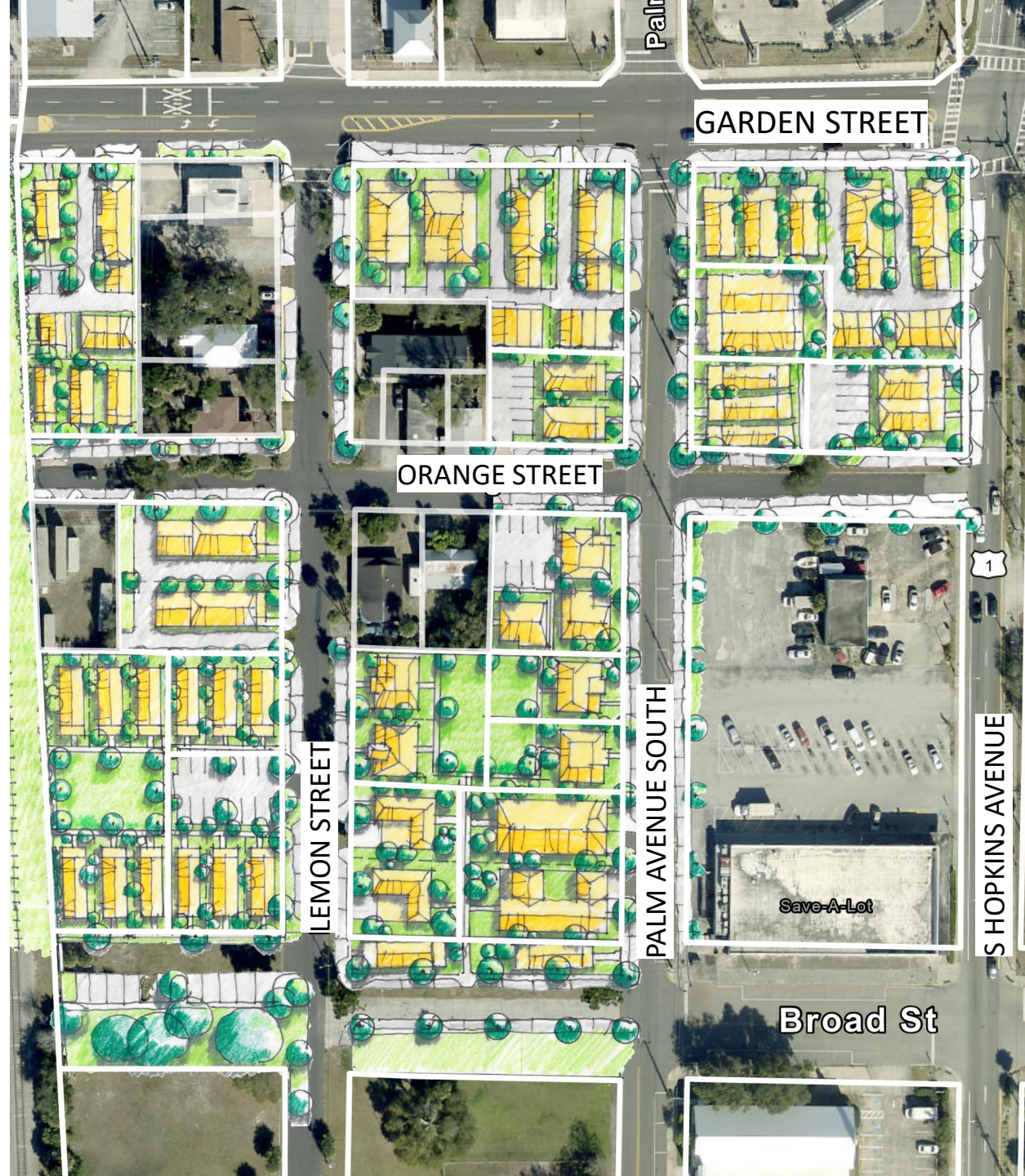
Palm Avenue Streetscape

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.

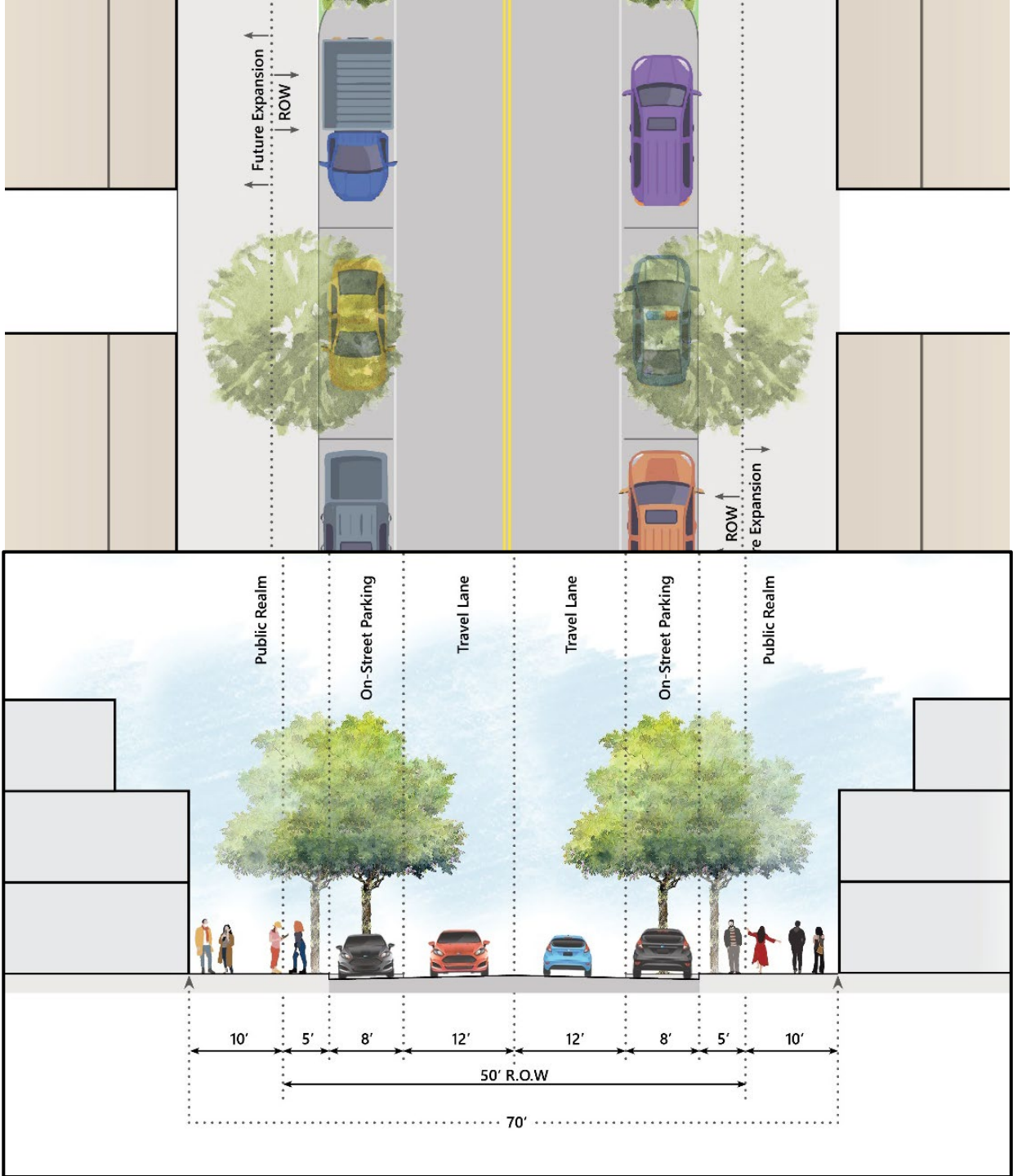


Summary of Strategies

- 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 |



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

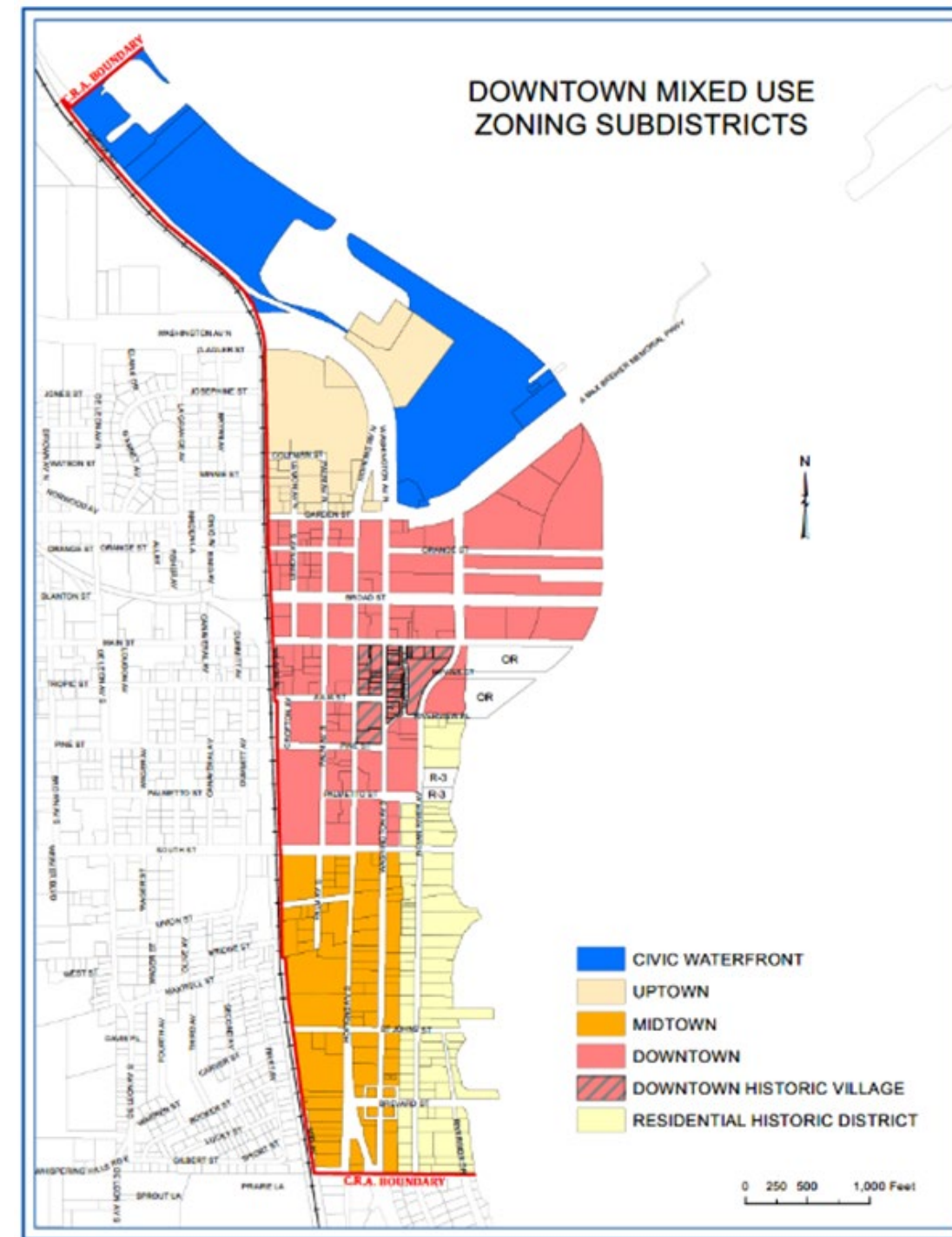
PROPOSED POLICIES

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

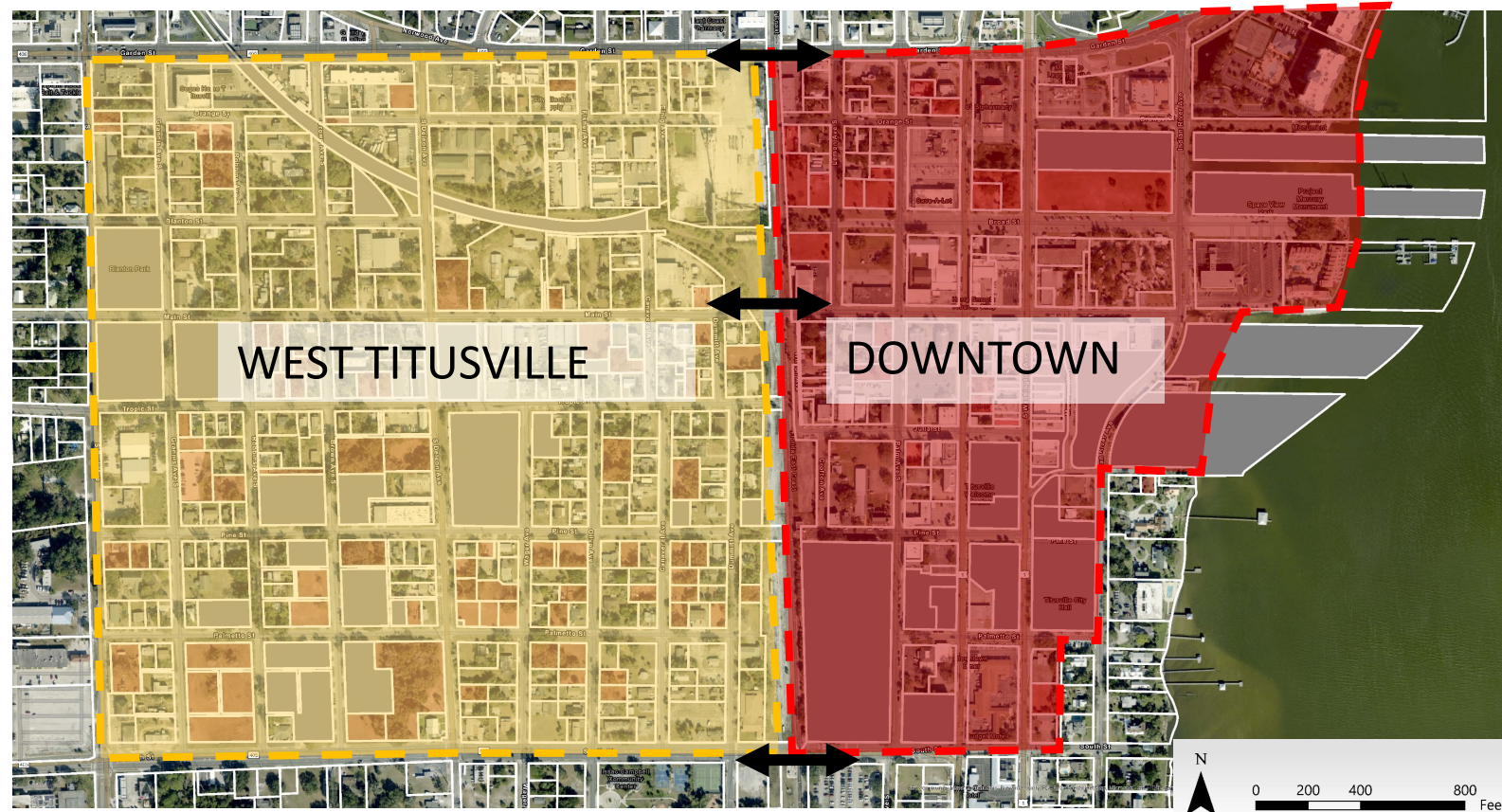


Urban Mixed Use: West Titusville

PROPOSED POLICIES

Policy 1.11.4:

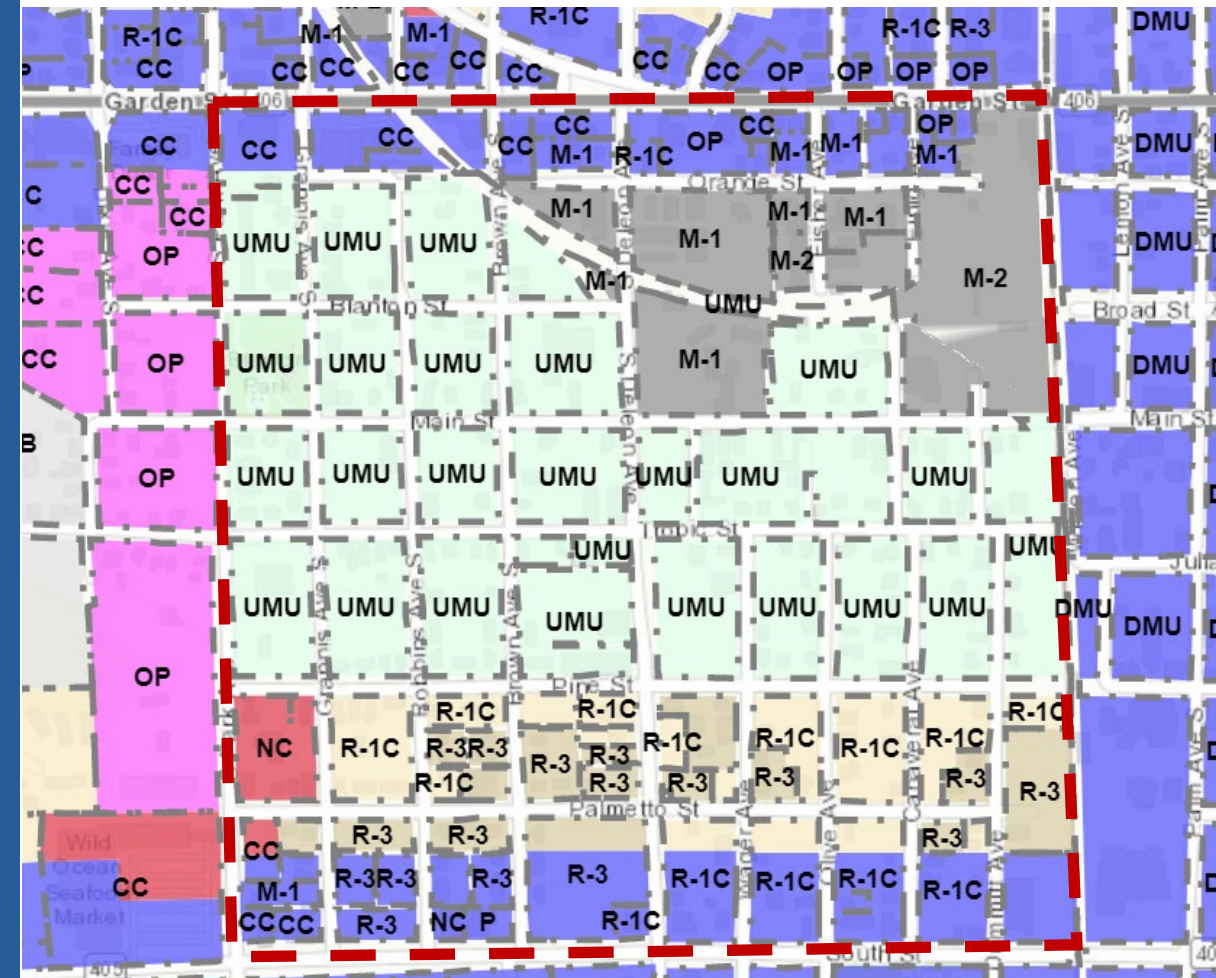
Recognize the unique relationship between West Titusville and Downtown through investment and coordination.



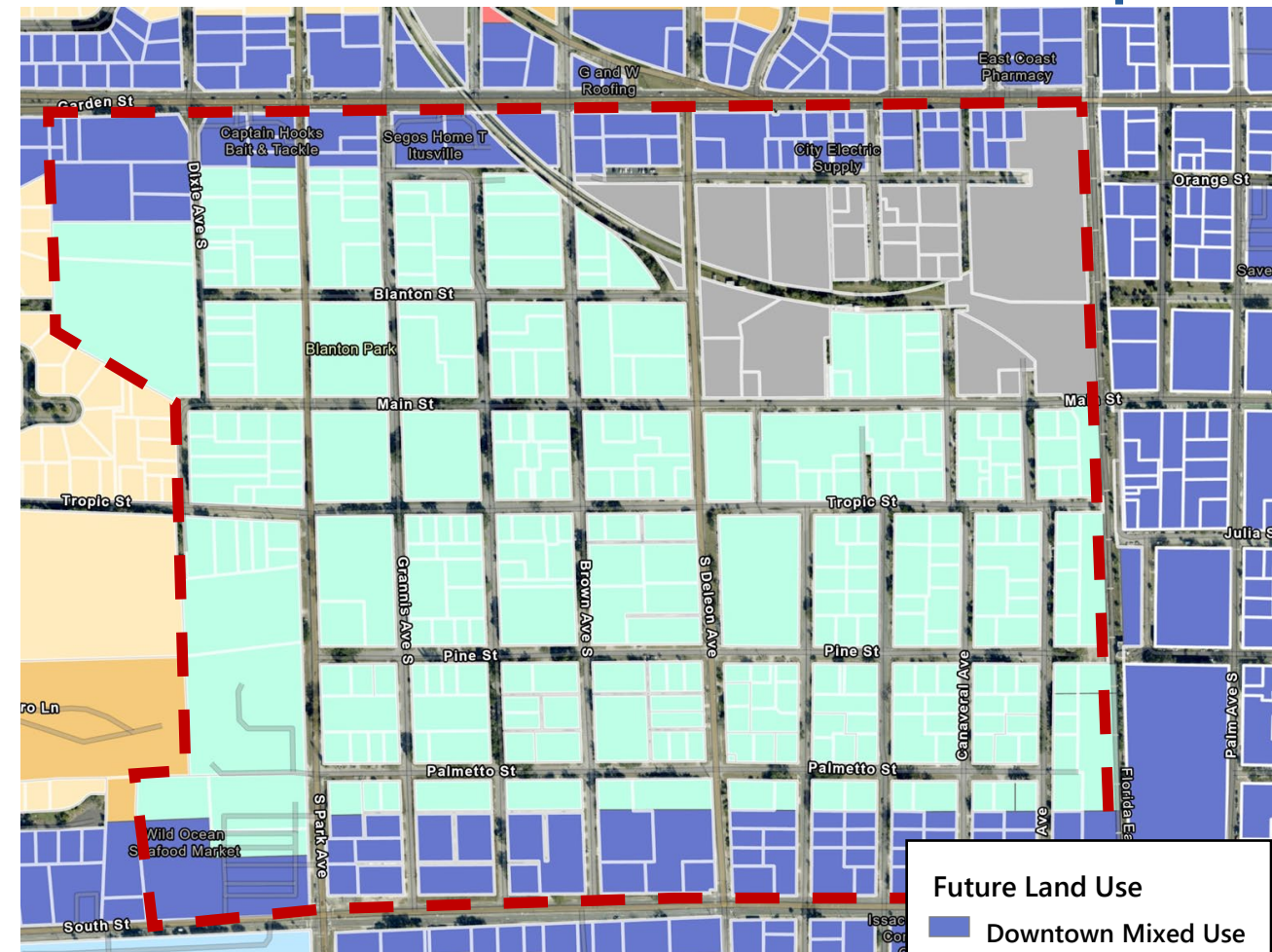
Summary of Strategies

- 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

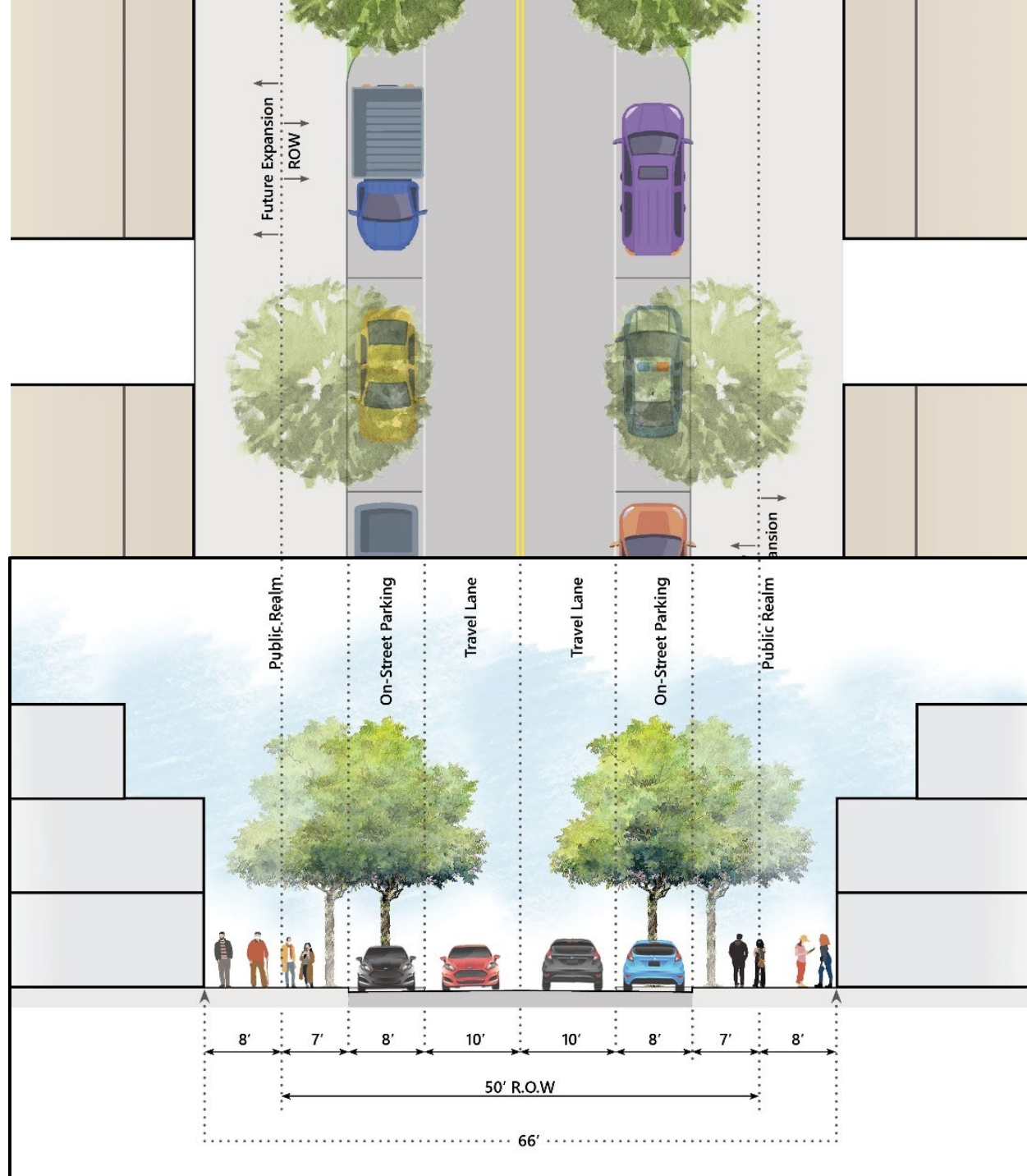
- Downtown Mixed Use
- Urban Mixed Use
- Industrial
- Conservation
- Residential

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



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



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

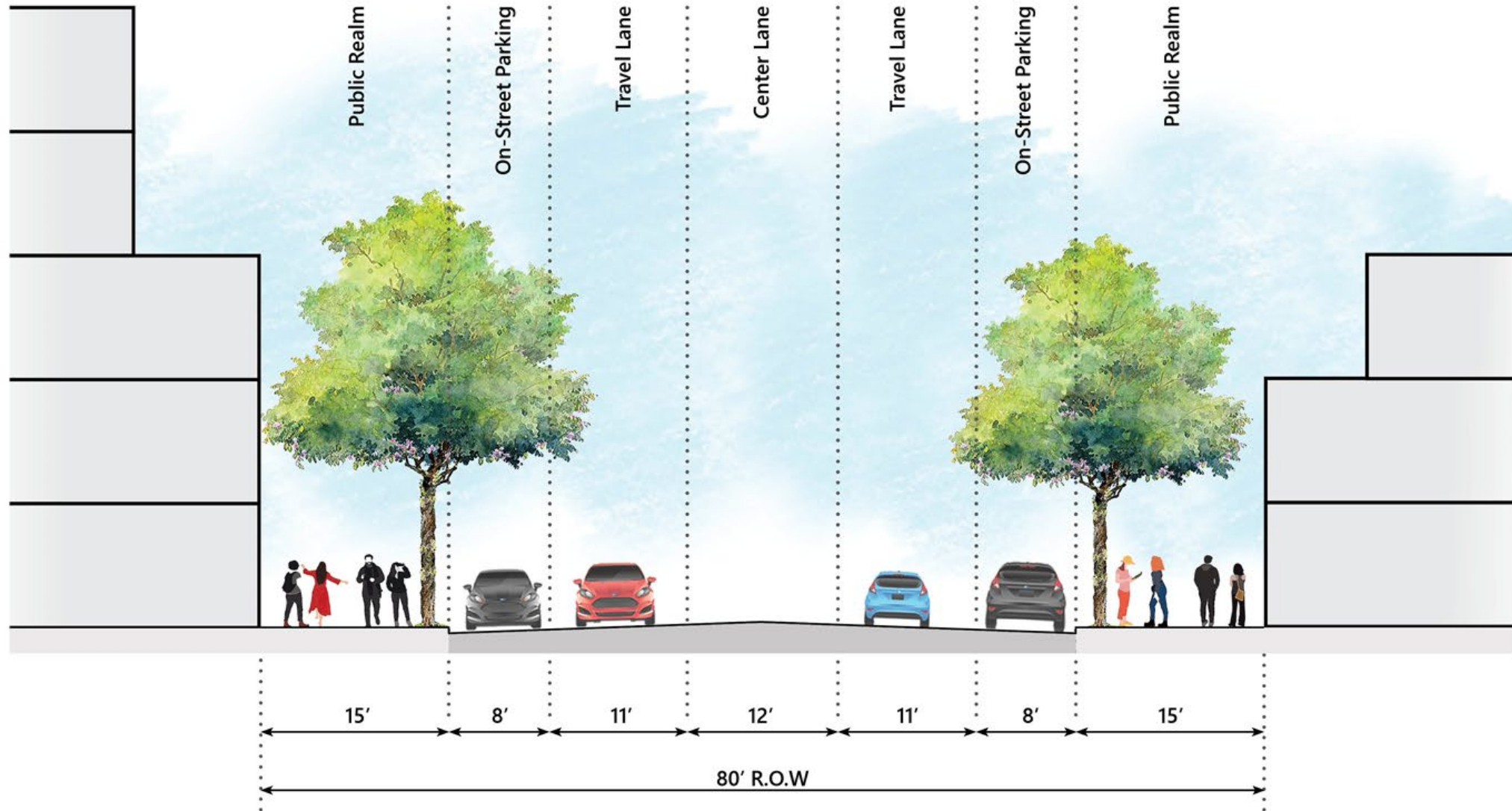
Policy 1.12.1:

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:

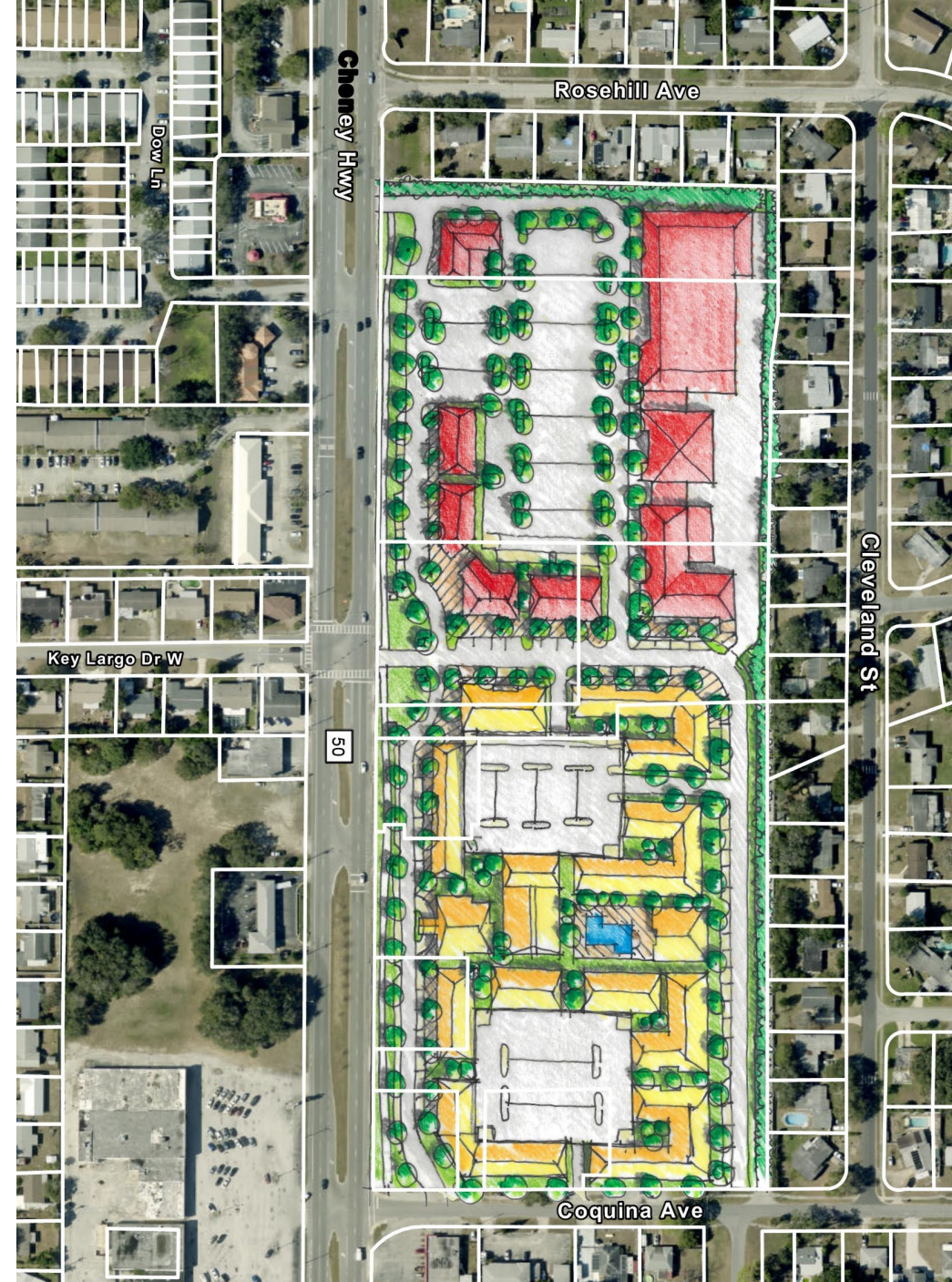
Targeted investment in the Gateways shall be supported by a Gateway Corridor Overlay that shall **encourage development and redevelopment** with horizontal and vertical **mixed-use development** and quality landscaping and design that will contribute to a positive image of the City.



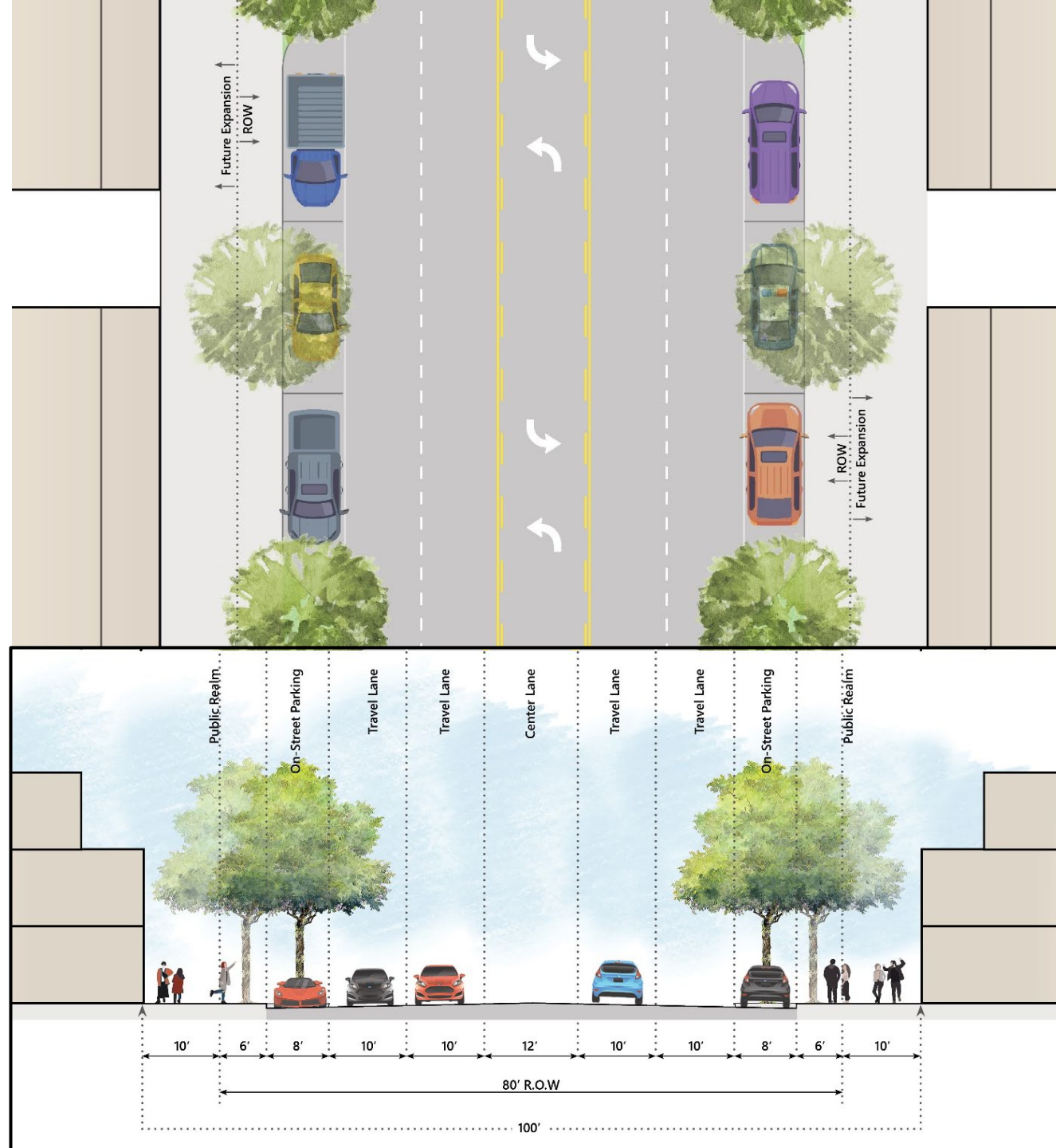
**Lower-Intensity Mixed-Use Concept
Along Cheney Highway**

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



Gateway Corridor Overlay

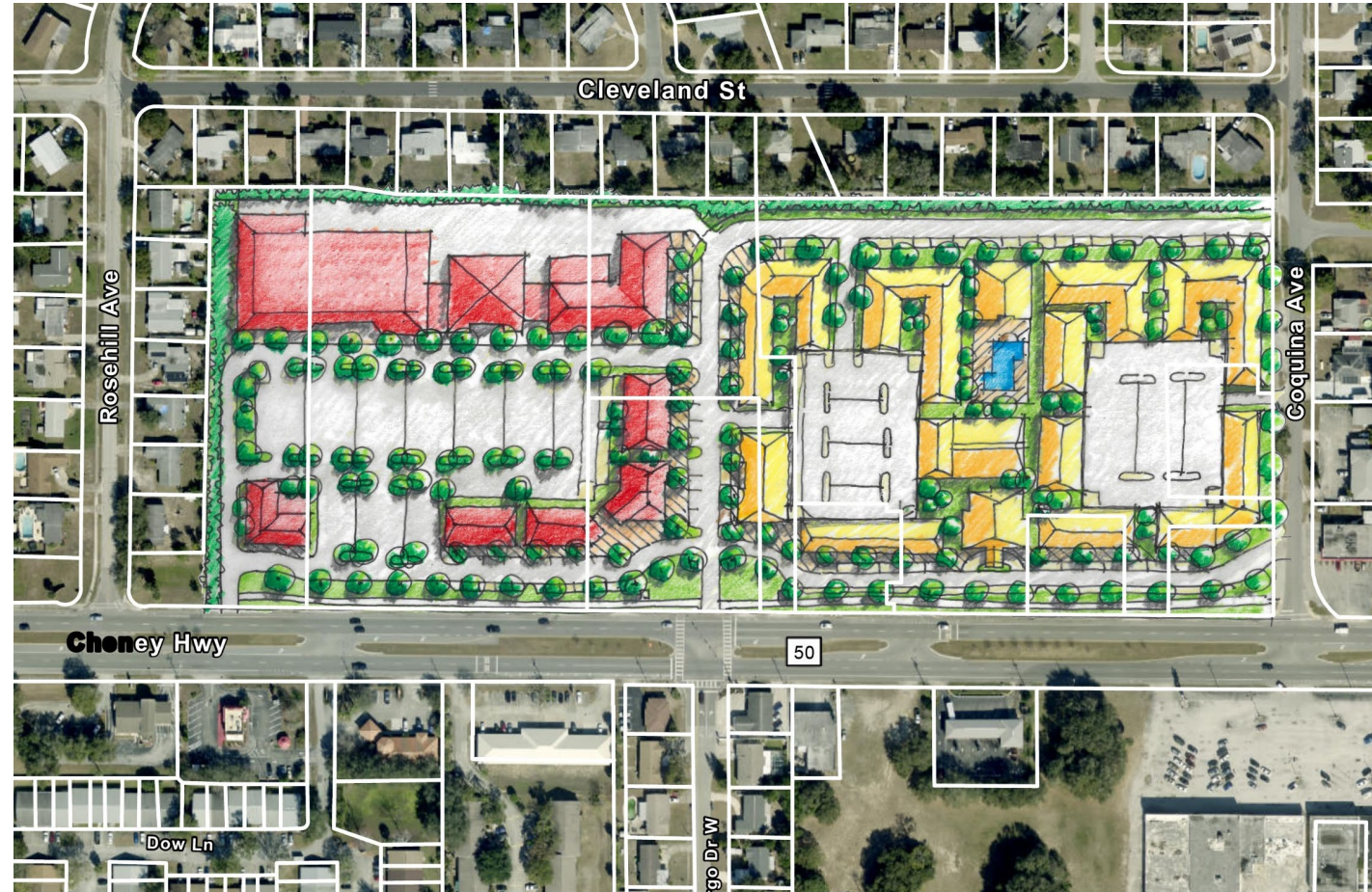
PROPOSED POLICIES

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



NEXT STEPS
LDC Standards
Proposed Citywide Policies