

**DOWNTOWN TITUSVILLE  
COMMUNITY REDEVELOPMENT AREA PLAN  
UPDATE**

**A STRATEGIC VISION FOR  
QUALITY REDEVELOPMENT**

City of Titusville, FL



**DOWNTOWN TITUSVILLE COMMUNITY REDEVELOPMENT AREA PLAN UPDATE  
A STRATEGIC VISION FOR QUALITY**

**Titusville CRA Board of Directors**

**University of South Florida  
Florida Center for Community Design + Research  
School of Architecture and Community Design**

**COMMUNITY REDEVELOPMENT AREA PLAN UPDATE  
City of Titusville, FL**

**City of Titusville – CRA Board Members**

**Ronald G. Swank  
Conrad D. Eigenmann  
Paul Secor  
Kenneth L. Ward  
James H. Tulley, Jr.  
Dr. Gregory Aker  
James Ball**

**Thomas A Harmer, Executive Director  
Courtney Harris, Chief Planner**

**University of South Florida  
Florida Center for Community Design + Research  
School of Architecture and Community Design**

**Theodore Trent Green, RA – Architect/Urban Designer  
Alex Rodriguez – Designer  
Ian Ratliff, AICP - Planner  
Abdias Thermidor-Designer  
Rayanne Lawrence-Designer  
Mario De Jesus-Designer**



TABLE OF CONTENTS

<b>0.0</b>	<b>INTRODUCTION</b>	<b>0.0</b>
<b>1.0</b>	<b>THE PLANNING PROCESS</b>	<b>1.0</b>
1.1	Goals of the Plan	1.1
1.2	Work Phases	1.2
<b>2.0</b>	<b>PROJECT AREA</b>	<b>2.0</b>
2.1	Project Boundaries	2.1
2.2	Existing Conditions	2.2
2.3	Property Values	2.3
2.4	Existing Zoning	2.4
2.5	Sub-Areas	2.5
2.6	Street and Block Structure	2.6
2.7	CRA Area Analysis	2.7
2.8	Historic Properties	2.8
<b>3.0</b>	<b>REDEVELOPMENT OPPORTUNITIES</b>	<b>3.0</b>
<b>4.0</b>	<b>URBAN DESIGN CONCEPT</b>	<b>4.0</b>
<b>5.0</b>	<b>LONG-RANGE REDEVELOPMENT SCENARIO</b>	<b>5.0</b>
<b>6.0</b>	<b>DOWNTOWN CORE AREA</b>	<b>6.0</b>
6.1	Town Center and Civic Center Sub-Areas	6.1
6.2	Proposed New Development	6.2
6.3	Open Space and Streetscape	6.3
6.4	Parking	6.4
<b>7.0</b>	<b>ENVISIONED FEATURES</b>	<b>7.0</b>
<b>8.0</b>	<b>PHASING &amp; IMPLEMENTATION RECOMMENDATIONS</b>	<b>8.0</b>



## 0.0 INTRODUCTION

This Community Redevelopment Plan Update was completed in the Fall of 2005 by the Florida Center for Community Design + Research for the City of Titusville Community Redevelopment Board. The primary purpose of this effort was to develop a plan for coordinated growth in the Downtown CRA area through a series of strategic initiatives that can be realized over the next fifteen to twenty years. This plan identifies both private-sector and public-sector investments that are aimed at preserving the established qualities of the Downtown area and creating a vibrant mixed-use town center environment. The plan is also intended to identify a number of redevelopment opportunities that will enhance local market conditions for new commercial and residential development, and maximize the revitalization potential of the entire CRA area.

Like many cities that have experienced decades of decline and disinvestment in their downtowns, Titusville is also at the threshold of a new cycle of Downtown growth and expansion. In the near-term future it will be of critical importance that the City nurtures this momentum and guides it to produce a town center district that can become a preferred destination for city residents and visitors, accommodate a range of diverse building types and uses, and provide memorable open space and public realm experiences. Among others, these were the main redevelopment objectives articulated by residents at the project workshop and in subsequent correspondence with the Project Team.

The long-range redevelopment vision embodied in this master plan reflects these objectives by creating a series of clearly defined centers along the north-south length of the CRA area. The plan envisions the addition of new mixed-use buildings on infill lots along the Washington/Hopkins spine, new open space amenities, enhanced streetscape conditions and new public facilities (e.g. parking structures and stormwater ponds) that will increase the area's capacity to accommodate new growth.

In addition to these features, the plan envisions new standards for all future development. These standards are aimed at preserving the character of the historic features of the downtown and creating physical conditions that are more visually appealing. By combining these features with a smarter approach to growth, the City will be able to realize a downtown area that will attract and sustain private investment, and will create a unique sense of place that all of the City's residents will be proud of.



View From Garden Street At Washington Avenue



View Of Town Center Plaza

## 1.0 THE PLANNING PROCESS

### 1.1 Goals of the Plan

The goals for developing this strategy for smart growth includes the following:

**1. Create a sense of place and memorable identity in the Downtown area.**

The plan should attempt to create the kind of downtown area that residents want to patronize and identify with – a vibrant mixed-use area that becomes an attraction for a range of business, leisure and living opportunities.

**2. Make the streets safe and welcoming for various types of pedestrian activity.**

Transform the streets in the CRA area into places where residents and visitors will feel safe comfortable as pedestrians. The plan should create safe crosswalks at intersections, places for leisure activities, opportunities for strolling and other pedestrian activities.

**3. Establish conditions that will support a greater variety of town center activities and mixed use development.**

Identify development opportunities for new mixed-use projects that will combine ground-floor retail and commercial spaces with housing on upper levels. These projects should be oriented towards existing streets and open spaces, and not be inwardly focused.

**4. Create conditions that will attract and support a critical-mass of both daily users and residents throughout the Downtown area.**

Ensure future development contributes to a diverse commercial environment that fosters a range of activities – the kinds of activities that will be sought by Titusville residents and visitors.

**5. Maximize the potential for enhancing local conditions along and adjacent to the Washington/Hopkins one-way pair street system.**

Implement a streetscape enhancement program throughout the CRA area that complements the functional order of the downtown and establishes a distinct identity as a destination.

**6. Identify new linkages in Downtown that can provide additional public access to the waterfront on the east and the City proper**

**on the west.**

Establish new street connectivity into the downtown area from adjacent neighborhoods west of the FEC rail bed and new connections that make the waterfront more accessible.

**7. Identify opportunities for including central public infrastructure facilities that will help attract private-sector investment and new infill development.**

Create new central parking and stormwater facilities that will provide additional development capacity in the downtown area.

**8. Create new open space features that will enhance the general Downtown environment and contribute to a higher level of usage.**

Identify opportunities for creating new open spaces that support a broader range of pedestrian activity adjacent to commercial businesses.

**9. Create “gateway” and “arrival-like” conditions at the various points of entry into the downtown area.**

Establish strong identity and entrance conditions at existing entrances and new points of entry into the downtown area.

**10. Integrate Downtown Titusville’s historic features and other public assets into a comprehensive urban design strategy that captures the unique qualities of the place.**

The plan should recognize all of the existing historic features and other assets of the downtown area and propose new development that is complementary and contributes to the idea of “placemaking”.

**11. Develop an orderly framework for future growth that will enhance the market potential for sustained economic development.**

The plan for the downtown CRA area should identify an urban design framework that reinforces and enhances the existing order and creates conditions that will attract private-sector investment for years to come.

**12. Identify the types of regulations needed to ensure that growth occurs in an orderly and desirable manner.**

Recommend modifications to existing zoning and development regulations that will ensure that the form and character of future growth achieves desirable conditions.



## 1.2 Work Phases

The master planning process for updating the CRA Plan encompassed an eleven-month time frame and consisted of four distinct phases. These phases are as follows:

**Phase 1: Data Collection and Existing Conditions Analysis.** The first phase of the work plan involved documenting existing conditions throughout the CRA area and making initial determinations of findings. The Project Team also conducted interviews with several City staff, including the Dock Master, the Stormwater Administrator, the director of housing and community development, and several City Council members. In addition to these, interviews were also conducted with the director of the Space Coast Economic Development Commission, the Chamber of Commerce, and the Historic Titusville Association.

### Phase 2: Visioning Workshop.

The second phase of the master planning process involved soliciting community input and participation. This phase of the effort engaged community participation in a one-day public workshop or charrette. The charrette was held in June of 2005 and allowed for direct input in the planning process by local residents and property and business owners. The workshop revealed a number of visions and aspirations for the city's downtown area. Most residents voiced concerns for the way the area currently functions. They also expressed concerns regarding the quality of downtown, vehicular circulation, parking and pedestrian movement. Residents also cited the desire for the area to become a more active destination, with pedestrian-friendly streets and other public-realm amenities.



Other community sentiments centered around the visual quality and image of the downtown area. Some residents noted that the identity of the downtown area its streets and buildings are lacking in character. Most agreed that the area seemed more like a place to drive through, rather than a place to drive to. Residents also cited the need to enhance the area's image and identity. Their perception of Downtown Titusville's future was a lot more optimistic if a more desirable image can be establish in the area.

**Phase 3: Preliminary Plan Development.** The preliminary plan phase involved the development of an initial plan that looked at strategic development initiatives throughout the CRA area. In doing so, the preliminary plan sought to create a framework for public and private sector development opportunities that took into account existing assets, enhanced the area's market potentials, and reflected the sentiments of local residents.

Given the fact that the CRA area is over one and a quarter miles in length north to south, the preliminary plan identified several sub-districts or neighborhood areas that were either already defined, or could be defined. This sub area definition is intended to recognize the varied development patterns and other physical conditions within the CRA area.

**Phase 4: Plan Development and Completion.** This phase of the planning process involved refinements to the preliminary plan, further definition of proposed development opportunities, and enhancements to the public realm. The resulting master plan incorporates a long-range redevelopment vision for revitalizing the downtown area a mixed-used business district with a number of new public facilities and amenities.



## 2.0 PROJECT AREA

### 2.1 Project Boundaries

The primary project area for this plan update is the existing Downtown Titusville CRA area. The Downtown CRA encompasses up to three-hundred acres of land on the eastern edge of the city. It is the northern half of the U.S. 1 commercial corridor as it courses through the eastern portion of Titusville from north to south. With the Indian River along its eastern edge, the Downtown CRA area is unique in its linear, north-south configuration. The CRA is over a mile and a half from its northernmost area at the municipal waterfront baseball complex, to its southern terminus at Grace Street. The CRA includes the Historic Downtown or core area,

and a number of close-in neighborhoods.

The CRA area is bounded by the Indian River waterfront on the east and north, and by the Florida East Coast Railroad tracks on the west. As the CRA area parallels the Indian River, it includes over 1.9 miles of waterfront.

The secondary project area for this plan focuses on the core area. The core area constitutes a seven-block area from Garden Street to South Street. This area also includes the frontage along the Washington Avenue and Hopkins Avenue corridors.



## 2.2 Existing Conditions

The Downtown CRA area is comprised a variety of physical conditions and diverse character. The area's physical character and development pattern changes significantly from north to south. The CRA area is defined in the north largely by the intersection of U.S.1 and Garden Street. This area is one of the major entrances into the downtown. Along with the nearby historic commercial blocks, this area functions as the town center or downtown core.

The "core area" of the district is distinguished by a number of traditional main street commercial buildings concentrated along Washington Avenue. These buildings have been restored and adapted to a variety of uses. This mix of uses, ranging from commercial retail, restaurants and small office space, contributes to this part of Downtown Titusville's small town character and vitality.

The area north of U.S. 1, the marina, park, and ball field complex are some of the best open space assets in the city. Combined, they provide over sixty-five acres of amenity space for recreational and leisure activities. Facing east towards the Kennedy Space Center along the Indian River waterfront, these facilities enjoy one of the best locations in the city. However, the fact that they are separated by U.S.1 and the Brewer causeway makes them remote and somewhat inaccessible.

Another area that plays an important role in the life of the CRA is the area where City and County buildings are concentrated - essentially the civic district. The concentration of existing public uses and the addition of new ones in the future, will add to the civic center nature of this area. South Street will continue to function as a "gateway" or major connection to this area from the western part of the city.

The area immediately south of South Street is characterized by a number of diverse uses and building conditions. Many of the structures in this part of the CRA are in various stages of physical condition and visual character. The concentration of vacant property in this area contributes an erosion of developed fabric in this part of the city. This area also lacks clear identity as a neighborhood unit.

The primary structure that links all these sub-areas together throughout the CRA is the Washington-Hopkins "one-way pair" street system. As it courses through the city as U.S. 1, the Washington-Hopkins spine extends its full length of the CRA from north to south. These north-south arteries are intersected by a number of east-west streets that function as gateways to the downtown and connect this area to the rest of the city. This system also establishes the functional order of this part of the city and establishes the hierarchy of local streets.



## 2.3 Property Values

Property values in the CRA area were analyzed early in the planning process to determine where redevelopment opportunities may exist based on land and property value. The project Team utilized property values provided by the City to identify concentrations of property that is relatively inexpensive and could be designated for redevelopment. This analysis also focused on vacant and underutilized property as well.

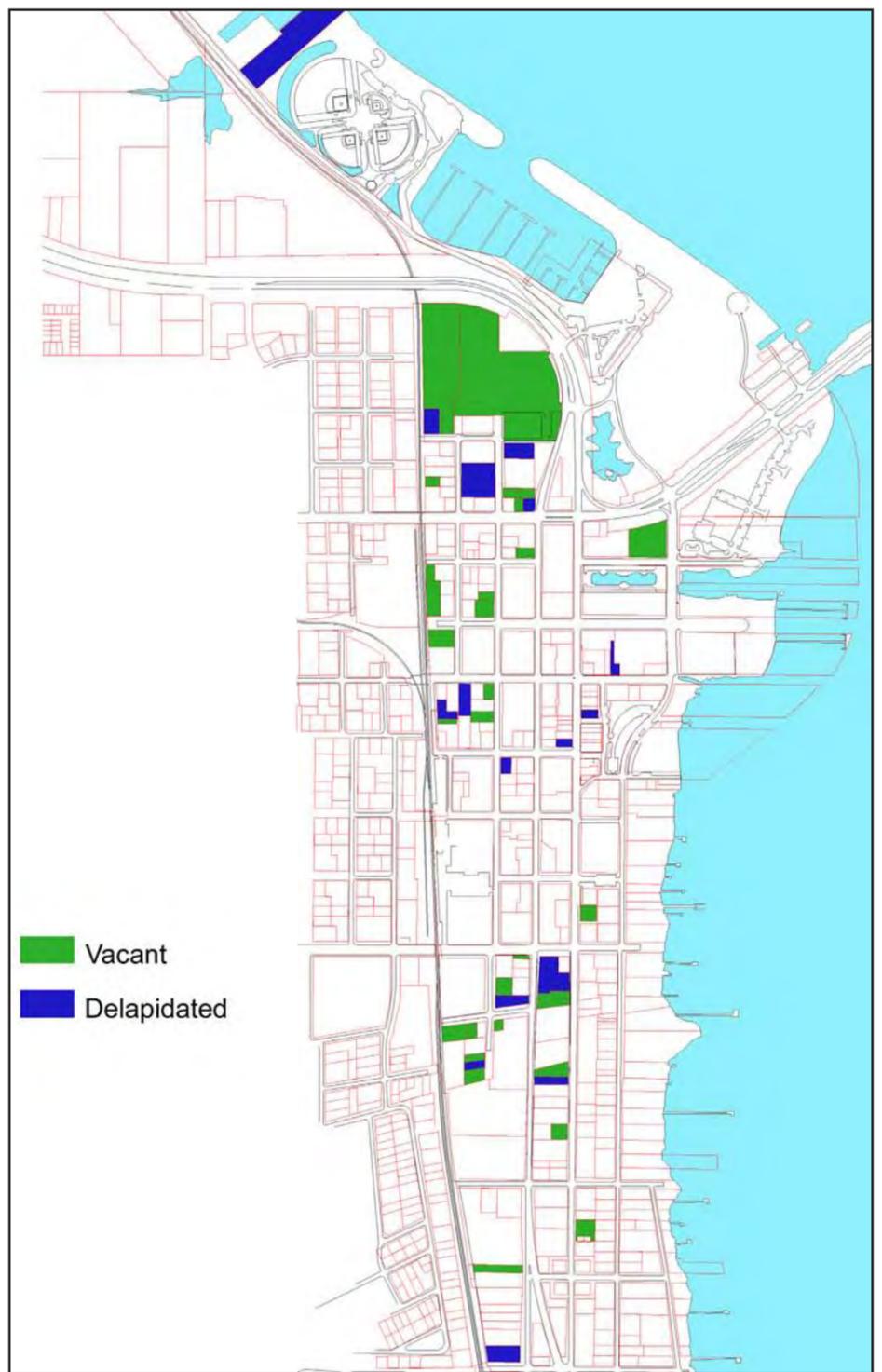
The Project Team used four categories of property value in this analysis. These categories included:

- Properties valued up to \$50,000
- Properties valued between \$50,000 and \$100,000
- Properties valued between \$100,000 and \$200,000
- Properties valued above \$200,000

This analysis revealed direct correlations between parcel size, location and value. Most of the least valued parcels (up to \$100,000 in value) appear to be concentrated in the core area between Garden Street, Hopkins Avenue, Pine Street and the FEC Railroad tracks. Most of these parcels can be considered standard lots and were initially platted for small single-family residences. Another area with a high concentration of lesser-valued parcels is the area between Washington Avenue and the FEC Railroad tracks, and south of South Street. With the highest concentration of lower property values, both these areas have been identified for various types of infill development.



CRA Property Values



Vacant & Delapidated Property

## 2.4 Existing Zoning

The CRA is currently composed of seven different zoning district designations. However, the designation for the largest portion of the downtown area is the CBD (Central Business District) district designation. This designation is intended to “... promote the health, safety and economic welfare of the residents of the City by increasing the City’s tax base and promoting the long-term economic growth of the downtown area”.

This zoning designation allows for a variety of primary uses, such as commercial, residential, hospitality and government buildings. It also allows for the development of mixed-use buildings in the downtown area, as well as other types of accessory and conditional uses.

While the current land development regulations allows for mixed-use development, a building type that is envisioned as a one of the primary types in the long-range development scenario, the stated maximum residential density, height, yard and area requirements coupled with on-site parking and stormwater requirements would be overly restrictive. The City should consider revising development regulations for the CRA area so that they will produce the type of mixed-use (and singular-use buildings) and associated conditions that are deemed appropriate. This suggests that any revisions to existing zoning or new regulations should

be based on achieving individual site and overall urban form conditions that are desired by local citizens, contribute to the a vibrant downtown area and allow sufficient flexibility for developers. In order to realize the types of buildings, streets and open space conditions identified by residents and reflected in this plan, existing zoning will need to be modified, amended, or supplemented by new development standards or more detailed design. These modifications will serve as a more predictable measure of achieving the stated objectives and will better clarify what types of development is desired by the City.

Another aspect of the current regulations that appears to work against achieving desired conditions, are the site development criteria (e.g. setback and lot area requirements). Many of these requirements appear to be more applicable to other, more suburban parts of the city, rather than the downtown area. The downtown area, more specifically, buildings fronting on Washington Avenue and Hopkins Avenue should be allowed to be constructed right up to the property line. Although the current zoning does not encourage this, these conditions will play a significant role in transforming downtown streets into more pedestrian-friendly environments and will ensure that all future buildings play a greater role in contributing to the life and aesthetic character of the area.



View Of Town Center At Washington Street



View Of Town Center Looking West



## 2.5 Sub-Areas

Largely influenced by its linear configuration, the form and character of the CRA area changes dramatically from north to south. As a result, the existing built form of the larger district appears to be composed of a number of smaller sub-areas along the Washington/Hopkins corridor. These sub-district conditions can be largely attributed to variations in the development pattern, different building types, diverse intersection conditions and changes in the aesthetic character of streets. While these changing conditions create opportunities for further definition of unique sub-districts, altogether these conditions establish a collective sense of the downtown commercial area.

At the northern end of the CRA, the Sand Point Plaza area appears as a sub-district. This area is characterized by the large vacant tract of land at the bend of U.S. 1. As the largest undeveloped parcel in the CRA, the level of development that this area could support is equivalent to a small neighborhood.

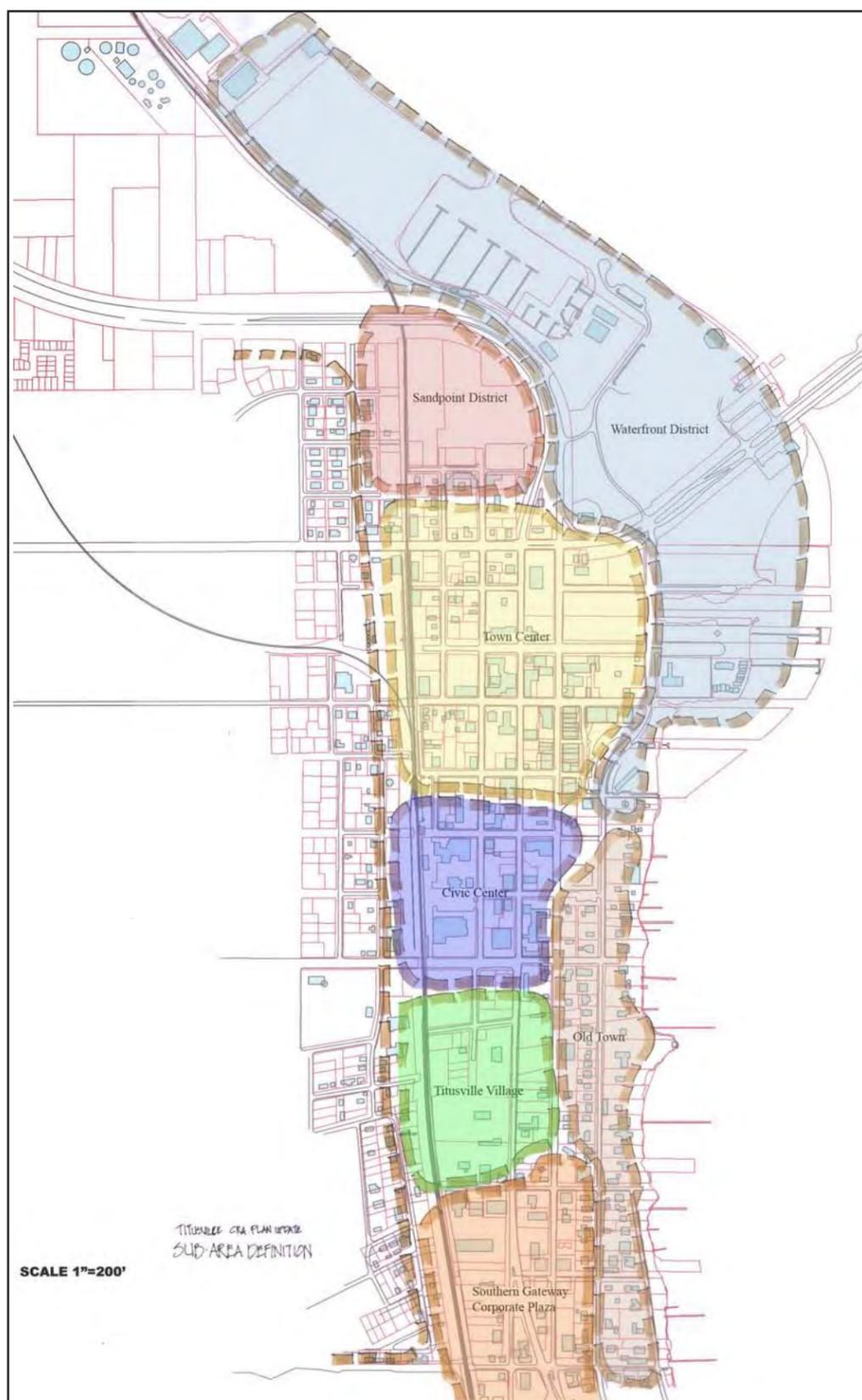
The next sub-district that emerges is the area between Garden Street and Julia Street. This area is predominantly commercial in nature and generates a discernible level of vehicular and pedestrian activity. It also includes the historic downtown core and at least two public surface parking lots. The more recent buildings in this sub-district include several small-scale stand-alone commercial projects. Aside from the Titusville Commons, there are no other open space features in the immediate area. These conditions contribute to this sub-district functioning as a traditional town center.

The next sub-district along the Washington/Hopkins corridor is the area where most of the municipal and county functions are centered. This area includes City Hall, the fire station, the county courthouse and other public buildings. Although there are currently no public open spaces in this area, the concentration of public buildings suggest that it functions as a type of government of civic center.

Further south along the Washington/Hopkins corridor, another sub-district emerges as a result of the large number of vacant properties and small-scale commercial uses. With the historic waterfront community directly to the west, this area has the potential to become a new downtown neighborhood.

At the extreme southern end of the CRA area, another sub-district appears to emerge as a result of the concentration of commercial businesses and the convergence of Washington Avenue and Hopkins Avenue. This area appears to function as a type of gateway into the downtown area.

Although not homogenous from its northern limits to the southern terminus, the waterfront is also quite diverse in composition. With the proposed ball-field complex, marina, park and Harbor Point development, this area creates a range of edge conditions to the downtown commercial district. The historic residential area along the southern edge of the waterfront appears to be a stable neighborhood with an eclectic mix of period-style single-family structures.



## 2.6 Street and Block Structure

The existing street order throughout much of the CRA area is defined by a consistent grid. The hierarchy of this grid is largely defined by the Washington-Hopkins “one-way pair” corridor, which functions as local arterials as they extend the full north-south length of the CRA district. Although some of the east-west streets south of South Street are non-continuous, a majority of the streets in the downtown area define a well connected system of linkages, both within the core area and with adjacent neighborhoods to the west. With the frequency of intersecting side streets, the grid in this part of the city creates a system of “ladder-like” blocks starting at Garden Street to the north, and ending at Grace Street to the south.

The width of the rights-of-way for both Washington Avenue and Hopkins Avenue varies between 50 and 60 feet, while the width of cross streets is about 60 feet. These dimensions allow for “on-street” parking along most block frontages throughout the CRA district. The sidewalk portion of these rights-of-way has dimensions of 10 to 12 feet. While the dimensions of streets seem appropriate to the low-rise scale of core area, most streets in the downtown area are lacking in pedestrian features, streetscape enhancements and furnishings.

The long-range development plan acknowledges the planned right-of-way improvements along Washington Avenue and Hopkins Avenue by the Florida Department of Transportation. If implemented, these improvements will add to the inventory of “on-street” parking and will establish the basis for a more extensive streetscape program in the future.

The plan also proposes a number of street extensions in the northern and southern portions of the CRA area. At the extreme northern end of the district, the plan envisions a new street that provides access from the Sand

Point Plaza area to the marina, ball field complex and upper waterfront. This area is presently accessible by only one street that intersects with U.S. 1 as it enters the downtown area. This street can be built within the opening under the U.S. 1 viaduct as it passes over the Florida East Coast Railroad tracks.

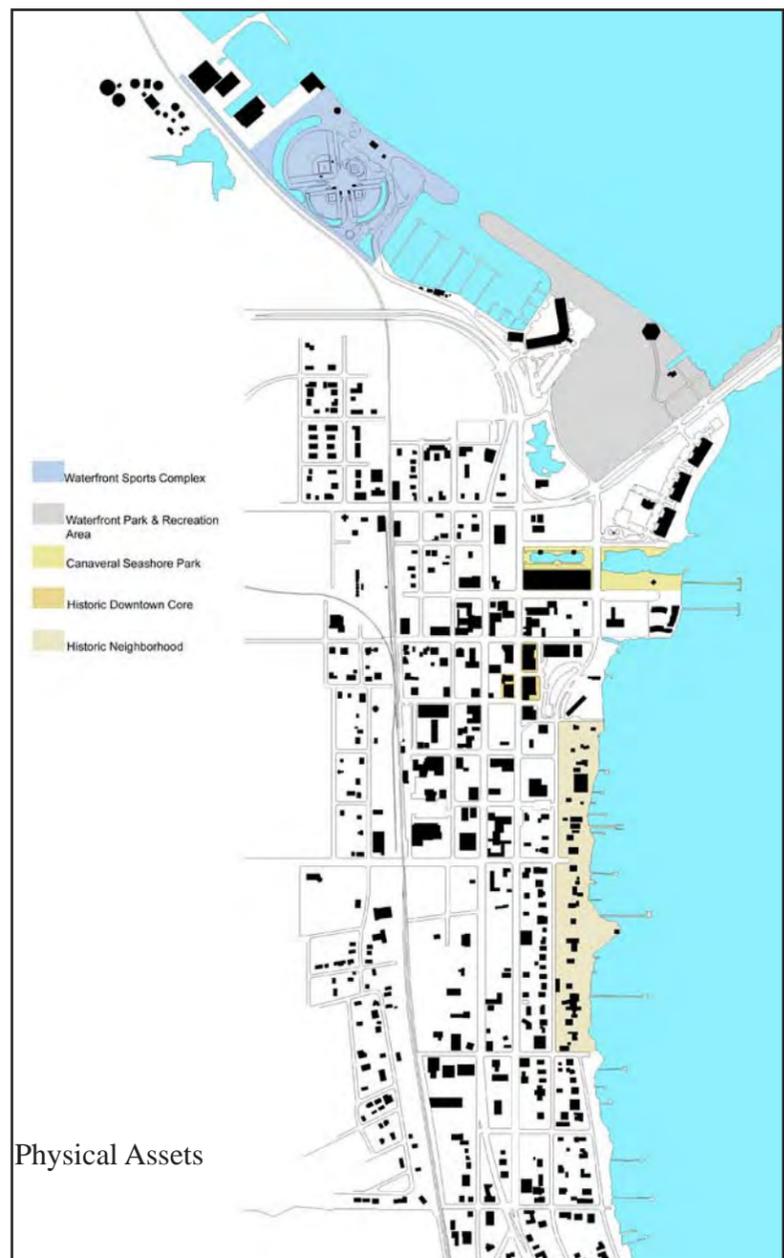
Other street extensions are also envisioned in the long-range development plan in order to provide direct additional points of access to the downtown area from neighborhoods immediately west of the Florida East Coast Railroad. These street extensions across the tracks will provide alternative routes into the downtown area for residents living just outside of the district.

As a result of the grid street system, blocks in the CRA area are configured in a typical rectangular manner with street frontage on four sides. The east-west dimension of most blocks in the CRA area is about 200 feet, while north-south dimensions vary from 200 feet to about 400 feet. Most of these blocks are platted with parcels of varying sizes that range from 5,000 square feet up to half an acre. However, the large number of small parcels in certain parts of the CRA, make it difficult to develop individual buildings larger than 10,000 square feet as a result of on-site parking and stormwater requirements. This further suggests that future development will more than likely require parcel acquisition and assemblage in order to establish a feasible parcel size.

With the small parcel sizes as having a limiting affect on the prospects for appropriate infill development, overall block dimensions in the downtown will accommodate small-scale commercial and mixed-use development. Most parcels on blocks fronting Washington Avenue and Hopkins Avenue have sufficient depth to accommodate a building up to 50 feet in depth – the rear portion of these sites can be use for mid-block surface parking. These block dimensions also allow for a number of residential building types, including small apartment/condominium buildings and townhouses, to be constructed in the area.



View Of Hopkins Avenue At Garden Street



Physical Assets

## 2.7 CRA Area Analysis

Summary analysis of the entire CRA area reveals a functional order that can best be described as a linear commercial core comprised of a number of distinct sub-districts. This order is largely attributable to the north-south orientation of Washington Avenue and Hopkins Avenue – which function as both local arterials and as one of the main commercial spines of the city. This spine is intersected by two east-west arterial streets (Garden Street and South Street), and a few local streets that connect the downtown to adjacent neighborhoods to the west. While the ladder-like system of streets and blocks in much of the downtown area provides a high degree of localized connectivity, the area appears to have limited access and visibility from other parts of the city.

The built fabric of the downtown area is quite diverse in form and character. At present, much of the area is defined by buildings that do not contribute the organizational structure and cohesiveness of a traditional downtown. The historic commercial core, the County courthouse, the Pritchard House, and the historic waterfront residential neighborhood are the area's extant historic resources. While these structures provide a discernible sense of architectural character and permanence, other buildings in the downtown area contribute minimally to its overall aesthetic quality and cohesiveness. Most buildings constructed in the recent past, including those around the Garden Street/Washington Avenue intersection and other waterfront developments respond to the downtown area in a more suburban-like manner. If the downtown area is going to regain its unique sense of place as a mixed-use destination, future development patterns

will have to play a greater role in contributing to the base conditions that are more urban in nature.

With the recent addition of the Harbor Point condominium project, and the proposed Nelson's Marina mixed-use development, the CRA area appears to be experiencing the trend in waterfront housing. However, new housing projects in other parts of downtown seem to be noticeably absent. The proposed River Gate development on Broad Street, which is more central to downtown, may signal an improvement in market conditions for other residential development in the downtown area. In order to create a base level of market support for commercial development, to expand existing retail activity and ensure that these uses will remain viable, the addition of a range of new dwelling units at varying price points will be critical to the long-term prospects for downtown growth.

Although the downtown area has several waterfront park features, these open spaces appear to be somewhat remote and without direct access from activity centers and other populated areas. The proposed Stormwater Park open space feature, which will be adjacent to the proposed River Gate mixed-use development and Indian River Avenue, will play a major role in reversing this condition. Other existing, as well as future open space features will need to be better planned and situated in order to complement future development, provide sought after open space experiences, and ensure a high degree of sustained usage by local citizens.



Physical Conditions in Northern Portion Of CRA Area

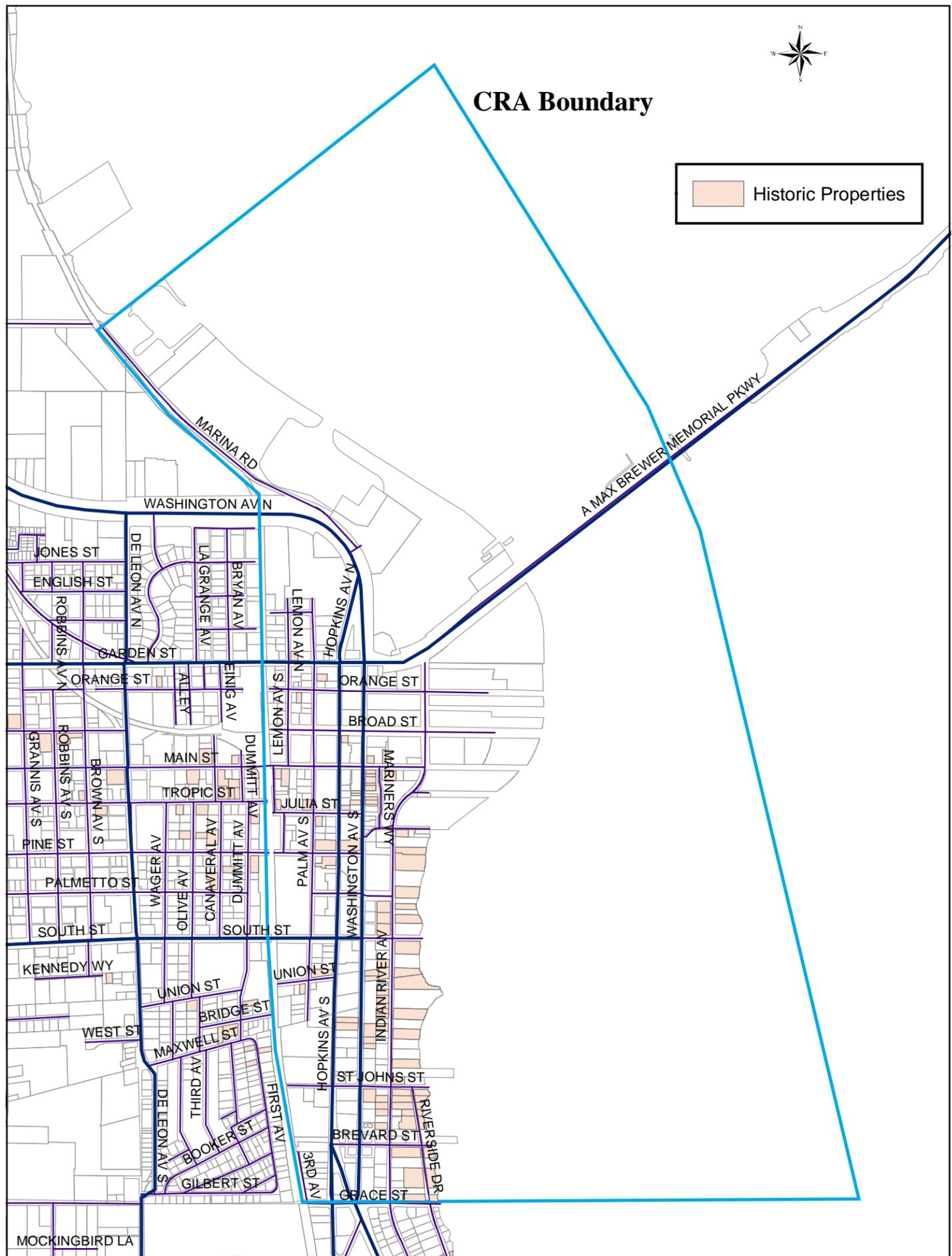
## 2.8 Historic Assets

Like many Florida cities and towns that realized significant growth in the early development of their commercial and residential areas, Titusville also has several remaining historic features that convey the manner in which the city has grown over time. While these features help define the visual character of parts of the Downtown CRA, they also represent a part of the physical urban fabric that is highly revered by local residents. As such, these historic features should be considered integral to any growth or redevelopment strategy undertaken by the City.

The Downtown CRA has two areas with a concentration of historic buildings and several other historic structures scattered throughout the district. One of the most prominent of these is the Downtown commercial area that is centered along Washington Avenue, between Broad and Julia Streets. This area is characterized by several two-story, multi-use buildings dating from the late 19<sup>th</sup> and early 20<sup>th</sup> centuries. These buildings define a “main street” context for several blocks and should serve as a precedent development pattern for future infill projects.

Another important part of the CRA with a number of historic buildings is the “Old Town” waterfront residential neighborhood along the eastern edge of the district. This area is comprised of an eclectic mix of period style houses dating from the early 20<sup>th</sup> century. The variety and number of these dwellings contributes an established “close-in” neighborhood character to this part of the CRA, as well as a sense of permanence and daily activity. While the master plan recognizes the importance of this area to the ongoing growth and evolution of the Downtown CRA, it also acknowledges the need for future infill development in the CRA to be sensitive to these structures. Where adjacent scale and uses are incompatible with these structures, new development should attempt to create appropriate buffering devices and other desirable architectural conditions.

Other historic structures scattered throughout the CRA should also be considered when new projects are proposed in close proximity to them. While individual projects will have different priorities and requirements, appropriate building and site design measures should be used for future projects in order to minimize adverse impacts on individual historic structures.



### 3.0 REDEVELOPMENT OPPORTUNITIES

When available land, access and other advantageous development circumstances are considered, the CRA area has a number of opportunities for redevelopment. Although the area has the potential for only a few large-scale projects, there are a number of parcels which are candidates for small to mid-size infill developments.

The current development trend in Downtown Titusville, as evidenced by the Harbor Point condominium project and the proposed mixed-use developments at the marina and adjacent to the Stormwater Park, suggests that the area will realize a number of new residents in the near-term future.

This trend will likely have a positive influence the market for additional residential units and the return of displaced commercial activity.

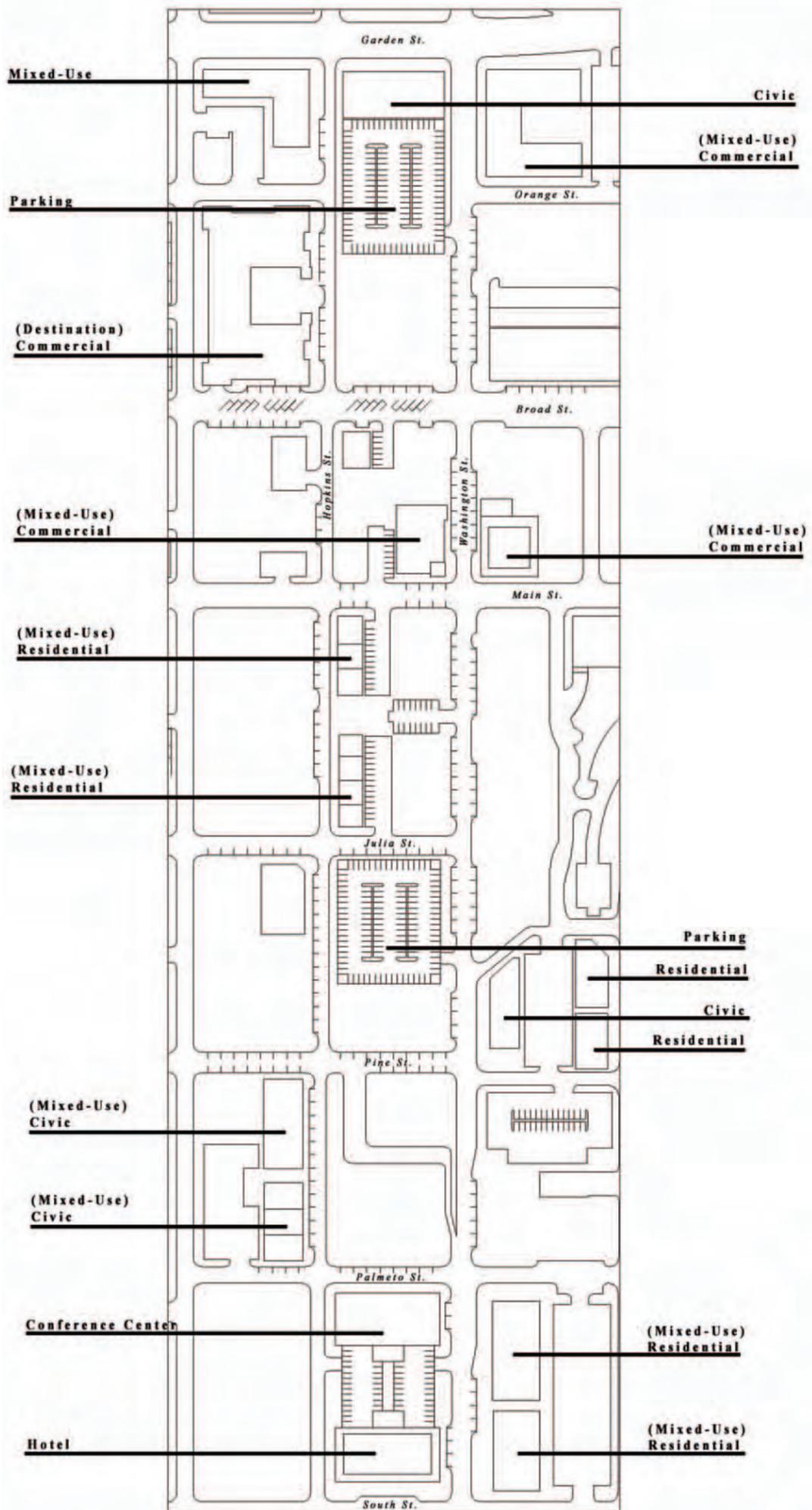
While parcel sizes throughout the CRA area are varied in size, two of the best infill opportunities appear to be frontages along Washington and Hopkins Streets for mixed-use development, and vacant/underutilized parcels between the FEC Railroad and Hopkins Street for medium density townhouses.



View Of Washington Avenue / Palmetto Street Intersection



View Of City Hall Plaza



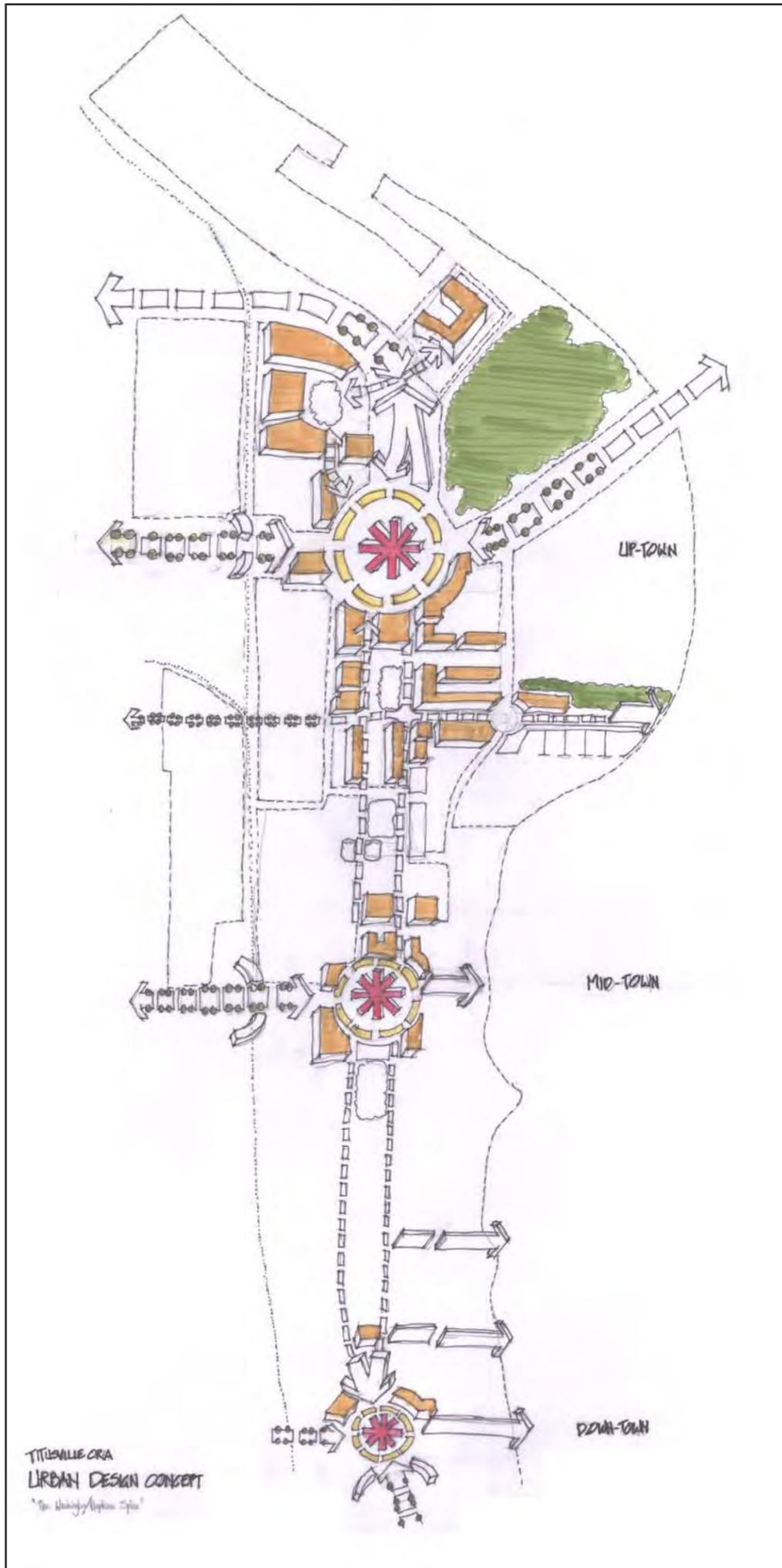
Development Opportunities/ Building Interventions

#### 4.0 URBAN DESIGN CONCEPT

The urban design concept for revitalizing the CRA area is the main organizational idea for arranging the physical elements of the downtown to achieve the stated objectives. Its purpose is to establish an appropriate framework for accommodating future growth. This approach is based on a redevelopment strategy that recognizes the area's existing physical structure and order, its strengths and assets, local market conditions, constraints and the aspirations of Titusville residents.

As one of the primary steps in defining a long-term redevelopment strategy, the urban design concept developed for the CRA area seeks to establish parameters for orderly growth, as well as optimizing opportunities for general improvements in the overall form and character of downtown. This concept is largely attributable to the existing order established by the "one-way pair" road system of the U.S. 1 corridor (i.e. Washington

Avenue and Hopkins Avenue). It envisions the development pattern of the CRA evolving in a more consistent manner through private-sector infill development and public-sector initiatives along these north-south streets. This "linear spine" would continue to be the primary organizing feature for this one and a half-mile portion of downtown, and would function as type of armature for development and downtown activities – further linking several sub-districts from north to south. The end result would a condition of "ladder-like" streets and blocks with a concentration of new and existing buildings, diverse uses and integral connections to other parts of the city.



## 5.0 LONG-RANGE REDEVELOPMENT SCENARIO

This long-range redevelopment scenario envisions the Downtown Titusville CRA area evolving as a revitalized “traditional town center”, comprised of a number of diverse, yet integrated neighborhood sub-districts. These sub-districts are as follows:

- The northern waterfront/marina sub-district
- The Sand Point Plaza sub-district
- The Town Center sub-district
- The Civic Center sub-district
- The Old Town historic neighborhood
- Titusville Village neighborhood
- The Southern Gateway sub-district

This redevelopment scenario acknowledges growth and development that has occurred in the recent past, what will occur in the near-term future and what is likely to happen in the distant future. This scenario also acknowledges the perceptible limitations and constraints associated with future development in the area and attempts to maximize the area’s existing assets and strengths in order to ensure the emergence of a vibrant downtown in the future. This vision is based on a twenty-year outlook for achieving these conditions and anticipates future growth will result in development patterns that establish a new “sense of place” in the downtown core. The conditions proposed as part of this long-term scenario envision the area as a vibrant mixed-use destination that is pedestrian-friendly and has visual appeal that is altogether unique within the larger city of Titusville.

This Long-Range Redevelopment Scenario uses the prominent U.S. 1/ Washington-Hopkins one-way corridor system as revitalized commercial main streets with concentrated nodes of diverse activity from north to

south. These main streets in the downtown area are envisioned as being reinforced with the following types of features:

- Mixed-use infill buildings with consistent streetwall frontage from block to block
- More cohesive massing in building form
- The integration of existing historic commercial buildings
- A range of ground-floor commercial uses that contribute to life along the sidewalks
- A series of different public open space features that function as destinations and expands the area’s capacity for stormwater management
- Expanded capacity for on-street, surface and structured parking
- “Gateway-like” conditions along major entrance routes into the downtown
- Enhanced intersection conditions to accommodate pedestrians
- Enhanced streetscape conditions along major streets that establish a new visual character and image
- New street connections with the adjacent neighborhoods to the west
- Improved access to portions of the riverfront

In addition to this, the Long-Range Redevelopment Scenario establishes general parameters for infill development south of Garden Street and for extending the city’s street system into the Sand Point Plaza area to the north. The master plan envisions improved edge conditions with the adjacent historic waterfront neighborhood on the eastern edge of the CRA area and existing residential areas on the western side of the FEC Railroad. From the northern most part of the CRA to its southern terminus, the plan envisions a number of new streets extensions that allow for better access to the waterfront and to other parts of the city that currently are not directly accessible to the downtown.



View Of City Hall Plaza Looking Southeast



View Of City Hall Plaza Looking Northwest

### LONG-RANGE REDEVELOPMENT SCENARIO



## 6.0 DOWNTOWN CORE AREA

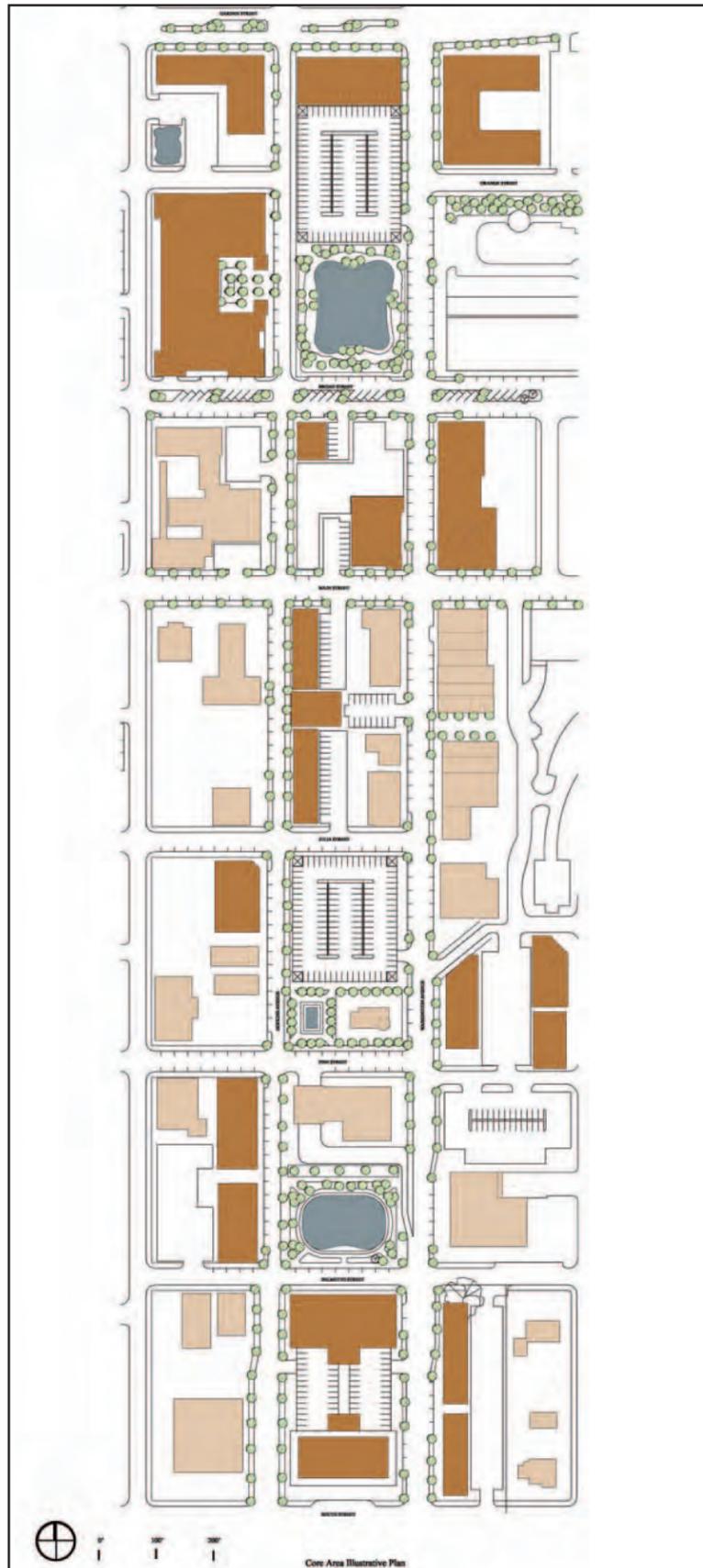
### 6.1 Town Center and Civic Center Sub-Areas

The Long-Range Redevelopment Scenario for the CRA envisions a revitalized core area comprised of a discernible “Town Center” area and a Civic Center area. Like the larger CRA area, the urban design structure of the core area is based on a linear framework. This framework is punctuated by several activity nodes and is connected to adjacent areas along side streets that intersect with the “Washington-Hopkins spine”. The plan for this part of the CRA attempts to maximize the potential of existing conditions, while creating a new town center that becomes a daytime and evening destination in this part of the city.

The Town Center sub-area is defined by the Garden Street/U.S. 1 intersections at Washington Avenue and Hopkins Avenue. It also includes the existing historic commercial core and Titusville Commons. This area is anchored by a new civic structure, an open space plaza and stormwater pond, a new mixed-use entertainment facility, a number of infill buildings and a 378-car parking garage. The town center also integrates the proposed Stormwater Park and the River Gate residential project. The open space feature, which is strategically situated between Washington Avenue and

Hopkins Avenue, is intended as one a series of lively pedestrian spaces throughout the CRA area. It is also intended as a central gathering place for Titusville residents and as a complement to future development along the street frontages surrounding the park. The town center area is intended to mark the arrival into downtown from the west.

The Civic Center sub-area is directly south of the Town Center area and is also defined by a new open space feature. Situated between Washington Avenue and Hopkins Avenue, this area is directly adjacent to City Hall, the Fire Station, a hotel/conference center and County facilities along the western edge of the CRA district. This concentration of civic uses and their proximity to each other contributes to a sense of civic identity for this part of the Downtown. These conditions also present an opportunity to establish a stronger civic presence for the City through the addition of other government and cultural uses and public amenities. Like the Town Center Plaza, the Civic Center Plaza is also incorporates a stormwater feature set amid a pedestrian open space. One block north of the plaza, the Civic Center parking garage, with 366 spaces, occupies the existing Julia Street surface parking lot. In addition to the public uses in the immediate area, the Civic Center is also envisioned with a number of new mixed-use infill buildings.



## 6.2 Proposed New Development

Given the lack of large-scale development parcels in the CRA area, new development is generally expected to materialize mostly as modest-scaled infill projects in the future. The Long-Term Redevelopment scenario proposes a number of infill projects along Washington Avenue and Hopkins Avenue, as well as some adjacent side streets, in order to create “main street-like” conditions and to establish a critical mass of commercial activity in the downtown. These buildings are envisioned as being up to three stories south of Broad Street and four to six stories north of Broad Street. The exceptions to this height recommendation would be the future development of the Sand Point Plaza area and the hotel/conference center at South Street. These buildings should achieve a height of at least eight stories in order to be economically feasible and establish landmark conditions in the area. The likely exceptions to this height scenario would be the Sand Point Plaza parcel and the large amount of vacant individual parcels concentrated just south of South Street – each being able to support new development projects in excess of several acres.

In order to re-populate the downtown and enhance its market potential as a destination, a critical component will be the introduction of new mixed-use buildings that add commercial vitality to the area, as a range of housing opportunities. These buildings should provide ground-floor commercial activity and upper-level apartments, condominiums, lofts or office space.

In addition to these, another proposed infill project envisions the development of a downtown mixed-use entertainment facility with restaurants, shopping and leisure uses. This facility is envisioned as a commercial establishment with extended operation hours and a new destination in the downtown for evening activity. The plan also proposes the development of a number of residential projects throughout the CRA area. These projects would take the form of townhouses, live/work lofts and apartments/condominiums. These buildings will also contribute to the downtown population base and add a more consistent level of activity to downtown streets.

Public-sector development in the CRA area is expected to include the development of two new garage structures, a least one new City government office building and possibly a new cultural and community facility. These parking garages are intended to add to the existing inventory of public parking spaces and relieve some of the on-site parking requirements for new development projects in the CRA that can not comply with established parking requirements, but would otherwise be desirable additions to the area. This additional parking is also intended to help attract new development and an ample supply of parking for existing commercial uses as well. Each of these garages would also include ground – floor commercial space to further activate adjacent sidewalks and as a source of additional revenue.



### 6.3 Open Space and Streetscape

This Long-Range Redevelopment Scenario envisions the creation of several new open space features in the Downtown area. Two of these spaces, the Town Center Plaza/Stormwater Pond and the City Hall Plaza/Stormwater Pond, are intended as major pedestrian activity areas. In addition to these, similar new plazas are also envisioned within the Titusville Village area and in the Southern Gateway area. The Town Center Plaza, north of Broad Street, adds over one acre of combined pedestrian open space and stormwater pond area. Approximately half of this area would be available for pedestrian activities and amenities, such as walking paths, lawn areas, vending cart areas, gardens, seating, etc. The Civic Center Plaza, which would be directly adjacent to City Hall, is approximately one-acre in size and has similar features to the Town Center Plaza. This plaza is envisioned as a central pedestrian space in the midst of largely government facilities and would double as a space for public gatherings and ceremonies.

The plan also envisions a new plaza directly west of the Prichard House. This open space feature is intended as a forecourt for this historic house museum could include a fountain, seating and shade trees.

The proposed Titusville Village area is anchored by a series of narrow open space features along a new roadway extension of Maxwell Street from the western side of the FEC Railroad. These open spaces would be configured as a series of plazas with small stormwater ponds on facing block frontages. These spaces would serve as a type of central neighborhood space and would be flanked by new residential and commercial development. At the southern end of the CRA, at Brevard Street, another open space feature is envisioned near the concentration of commercial structures proposed at the Southern Gateway. This space encompasses approximately a third of an acre and would serve as a central open space for this envisioned commercial precinct.

The plan also envisions the implementation of a new streetscape program along priority streets throughout the CRA area. This streetscape program would focus on the Washington Avenue and Hopkins Avenue corridors, the Garden Street corridor, and western entrances such as South Street and Main Street, as well as new street extensions at Maxwell Street, St. John's Street, and Grace Street. The streetscape improvements along these streets include tree planting within sidewalks, planted medians along Garden Street, and new light standards with identity and event banners. These secondary elements will play a major role in the "branding" of the downtown area and improving the visual character of the entire district.



## 6.4 Parking

In order to meet the demand for additional parking capacity as the CRA area grows, parking throughout the downtown CRA will include a combination of existing surface lots and on-street parking, with new surface lots, new on-street parking spaces and structured parking. The plan recognizes the need for an increase in the inventory of available parking spaces, particularly within the “Town Center” and Civic Center areas. Most of the new spaces will be needed in close proximity to future development sites, near public spaces and near future destinations.

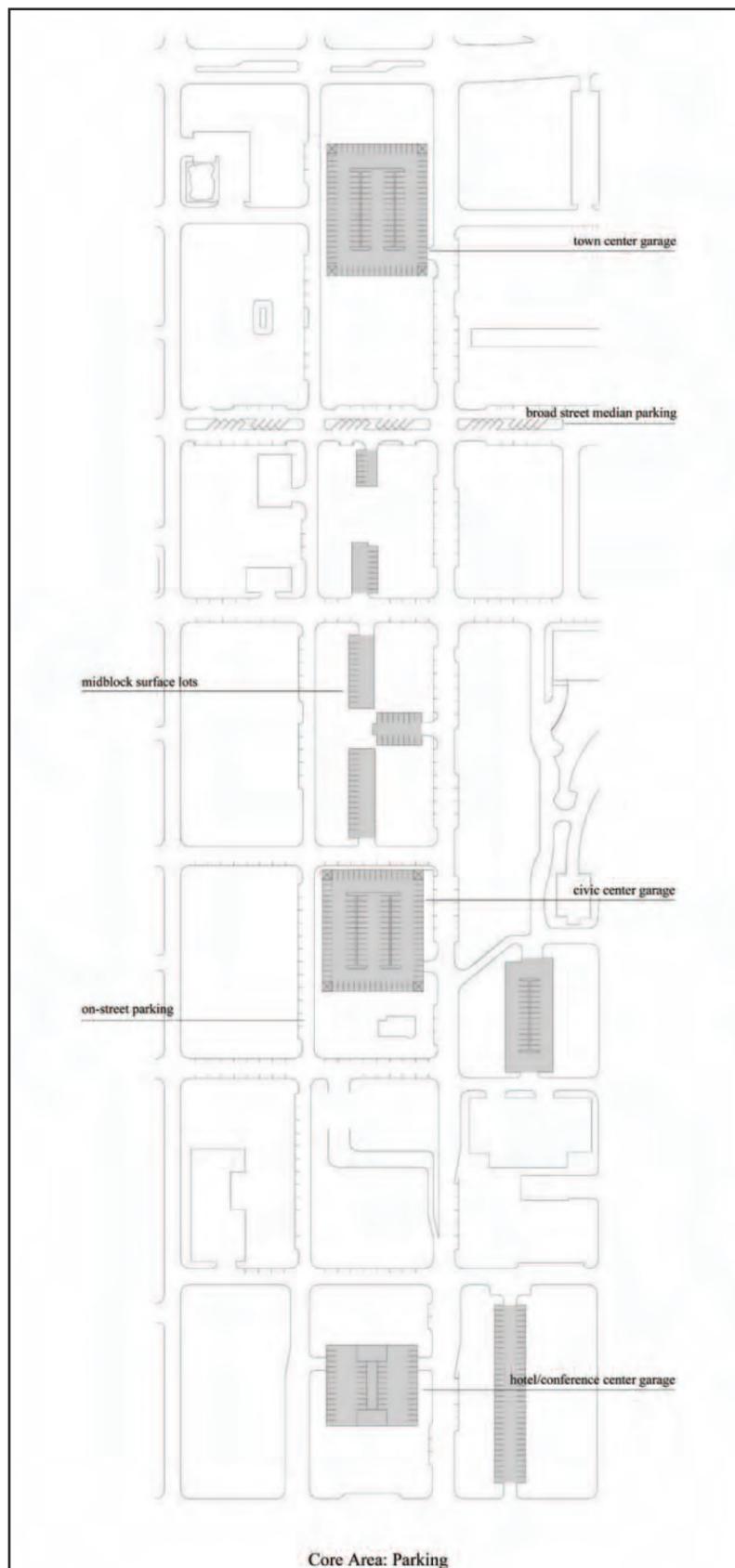
As the downtown area continues to develop, one of the most best alternatives for satisfying future demand for new parking, will be structured parking. While these structures may not seem feasible at this point, the addition of new residents, expanded retailing, and an increase in downtown destination-oriented local traffic, will require a parking plan for the CRA area that will likely include structured parking. This plan acknowledges this need, and proposes two new parking structures. These structures should be part of an initiative to enhance market opportunities for private-sector investment and as primary component of downtown’s parking infrastructure. This plan envisions a new 378 parking-space structure in the Town Center area, just north of the historic commercial area. The other parking structure would be located in the Civic Center area, on the City-owned Julia Street surface lot. This structure would have 366 spaces. Each of these parking structures is planned with

ground-floor spaces that can accommodate commercial uses along the adjacent streets. Along with the existing Titusville Commons parking area, existing and new on-street parking spaces, and several small surface lots, these new garages would increase the parking inventory in the core area (from Garden Street to South Street) to well over 1,230 spaces.

So that future parking helps promote desirable conditions in the CRA area, the plan recommends that all new surface lots that are developed in conjunction with new buildings be situated on the interiors of blocks, behind the building, rather than in the front. This will ensure street conditions that are more conducive to active and lively sidewalks and relate better to the established development pattern in the downtown area.

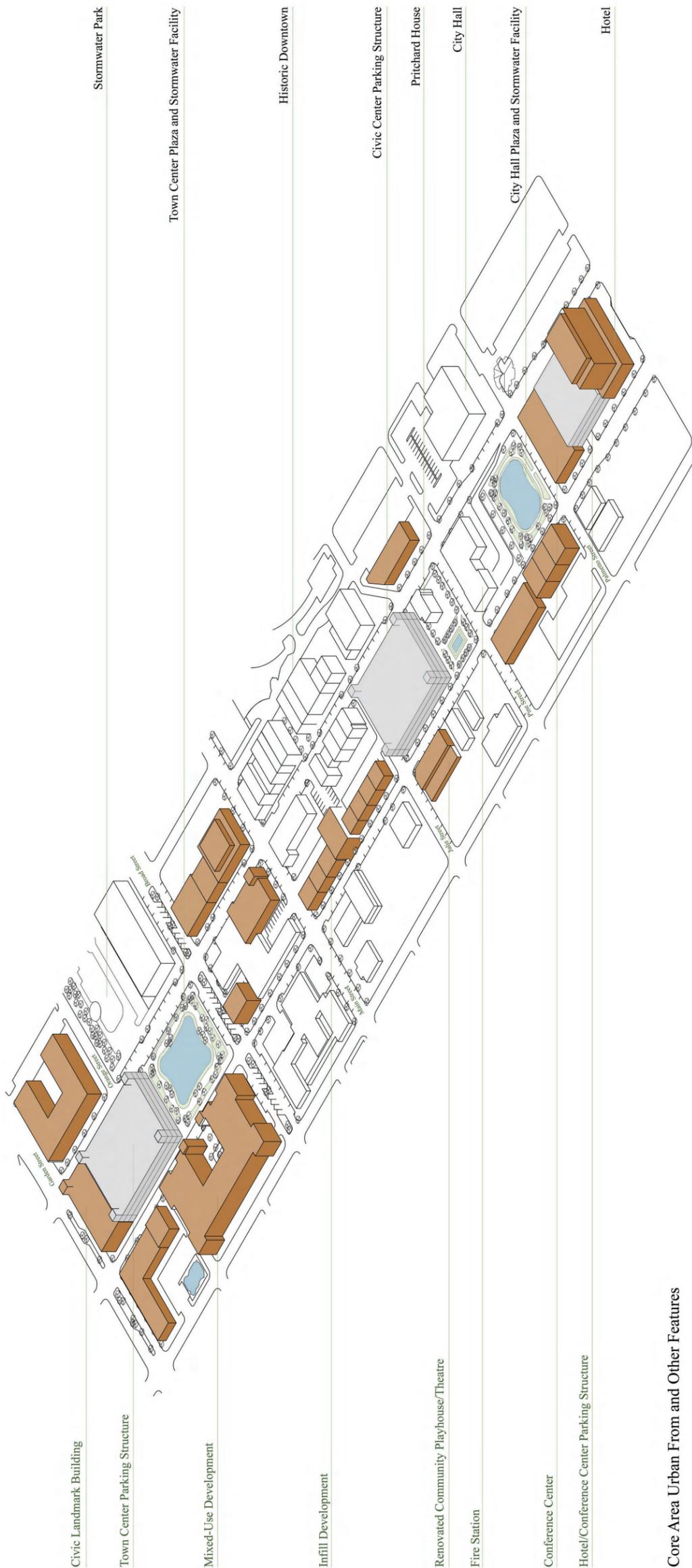
### Projected Parking Space Inventory: Core Area

Surface Lots: _____	260+
(including existing & new private spaces)	
On-Street Parking: _____	226+
(including existing & new spaces)	
Structured Parking: _____	744 +
(including both public garages)	
 Total Core Area Parking: _____	 1,230 + spaces



## 7.0 OTHER ENVISIONED FEATURES

In addition to the features already identified, this CRA Plan Update proposes a number of new features throughout the area that will complement existing conditions, promote a vibrant economic climate, enhance the general character of downtown, and expand opportunities for fostering public life and activity for local citizens.



Core Area Urban Form and Other Features

### Sand Point Plaza Mixed-Use Village

At the northern end of the CRA district, the Sand Point Plaza area is envisioned as a new urban village with a number of mixed-use conditions. As one of the last major development opportunities available on a contiguous piece of land in the CRA, the Sand Point Plaza area can become a catalyst for development and a northern anchor for this part of the district. The plan proposes that the street and block structure be extended throughout this area from the west and the south, in order to link the area with the fabric of this part of the city. Buildings in this area are envisioned as a mix of townhouses and multi-use residential buildings with ground-floor commercial activity. Some of the buildings in this development are proposed as mid-rise residential towers, similar in height to the Harbor Pointe development – but with clearly defined base conditions that contribute to life at the street level. The area would be anchored by a new public open space feature that incorporates a new stormwater pond, with ground-floor commercial uses surrounding the edges. Directly adjacent to this area would be a new pedestrian connection across U.S. 1 to the Marina district. With this new connection, future development of the Sand Point Plaza area will become a critical link between the downtown and the waterfront – providing residents with safe and direct access to the new ball field complex, the public marina, the proposed Nelson’s marina and the Sand Point Park. In addition to this, the plan envisions the extension of Wilson Avenue, north to Marina Road. This new street extension would provide a vehicular connection from the Sand Point Plaza area, underneath the U.S. 1 viaduct, directly to the northern waterfront and marina district.

### Main Street Marina

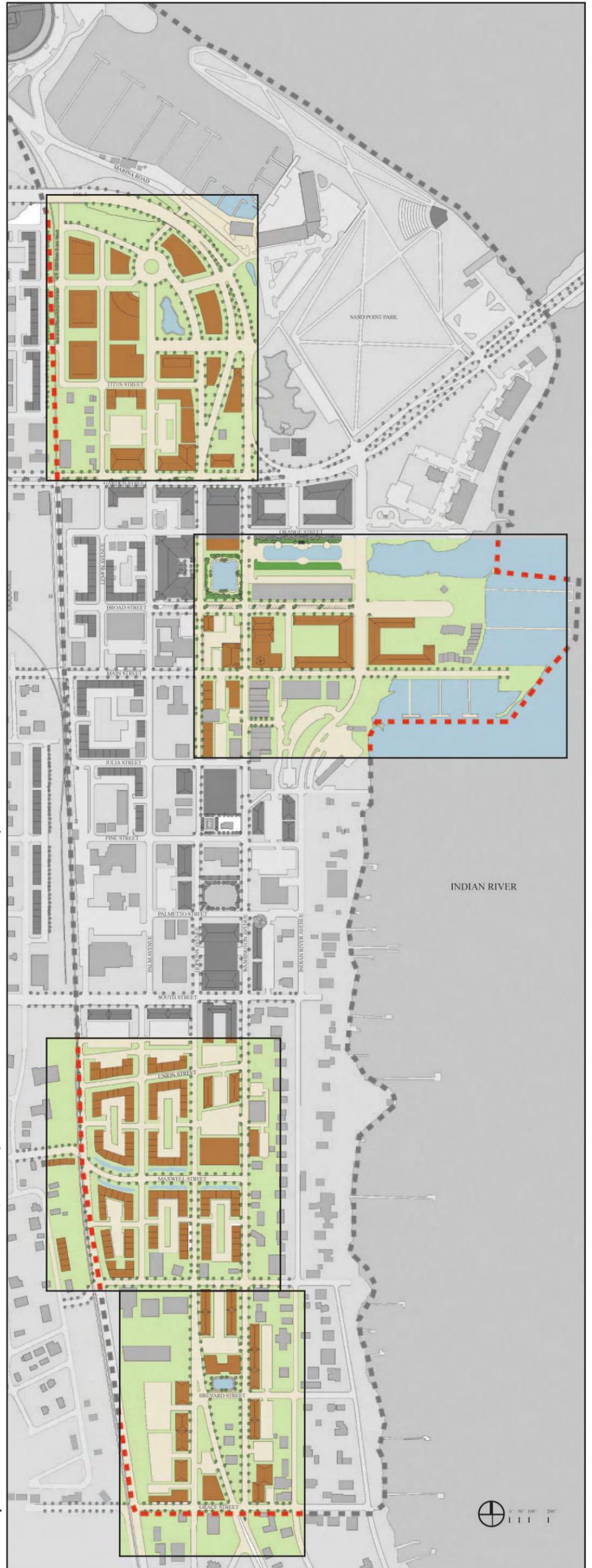
Given the limited opportunities for direct access to the waterfront from downtown, the plan proposes a new public marina at the foot of Main Street. This facility could be constructed at the eastern end of the Main Street right-of-way, and would allow activity in the historic downtown to extend to the water’s edge. This facility could include a waterfront restaurant overlooking the Indian River and in close proximity to the existing core commercial area. This facility would also add a number of public slips and short-term docking for pleasure craft.

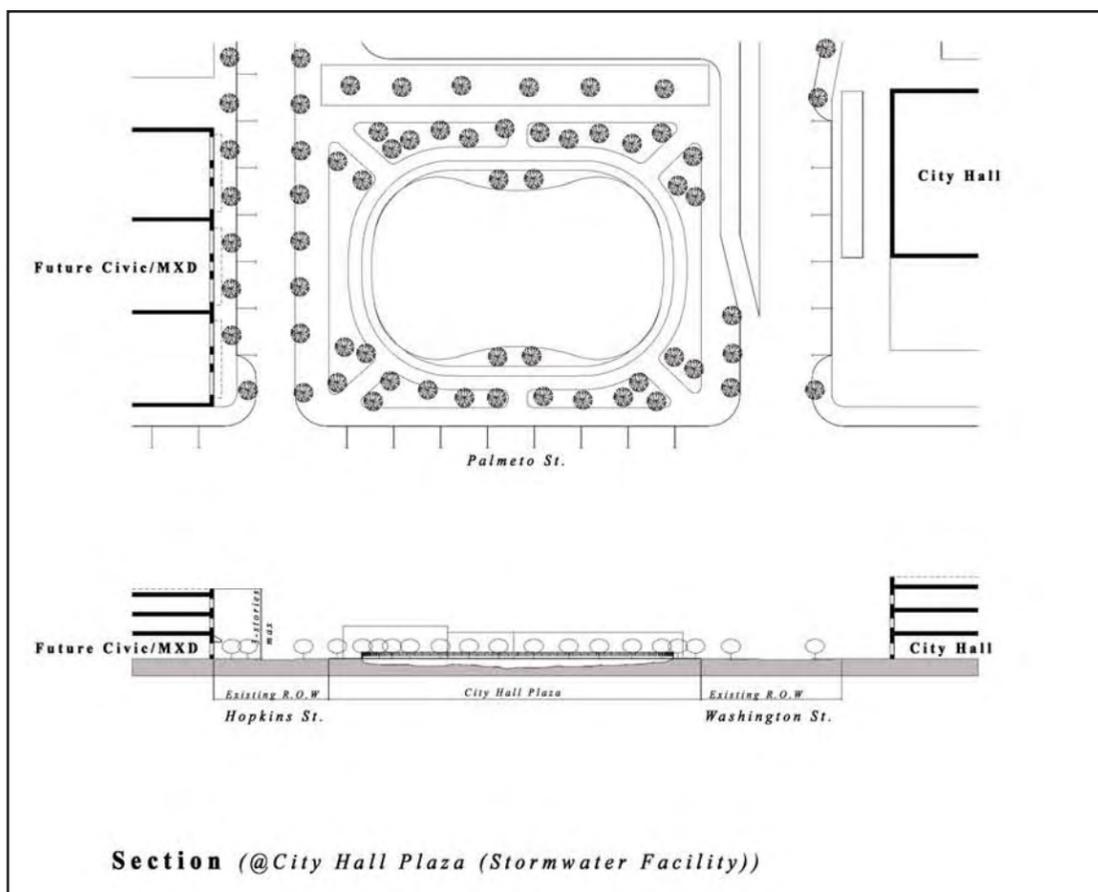
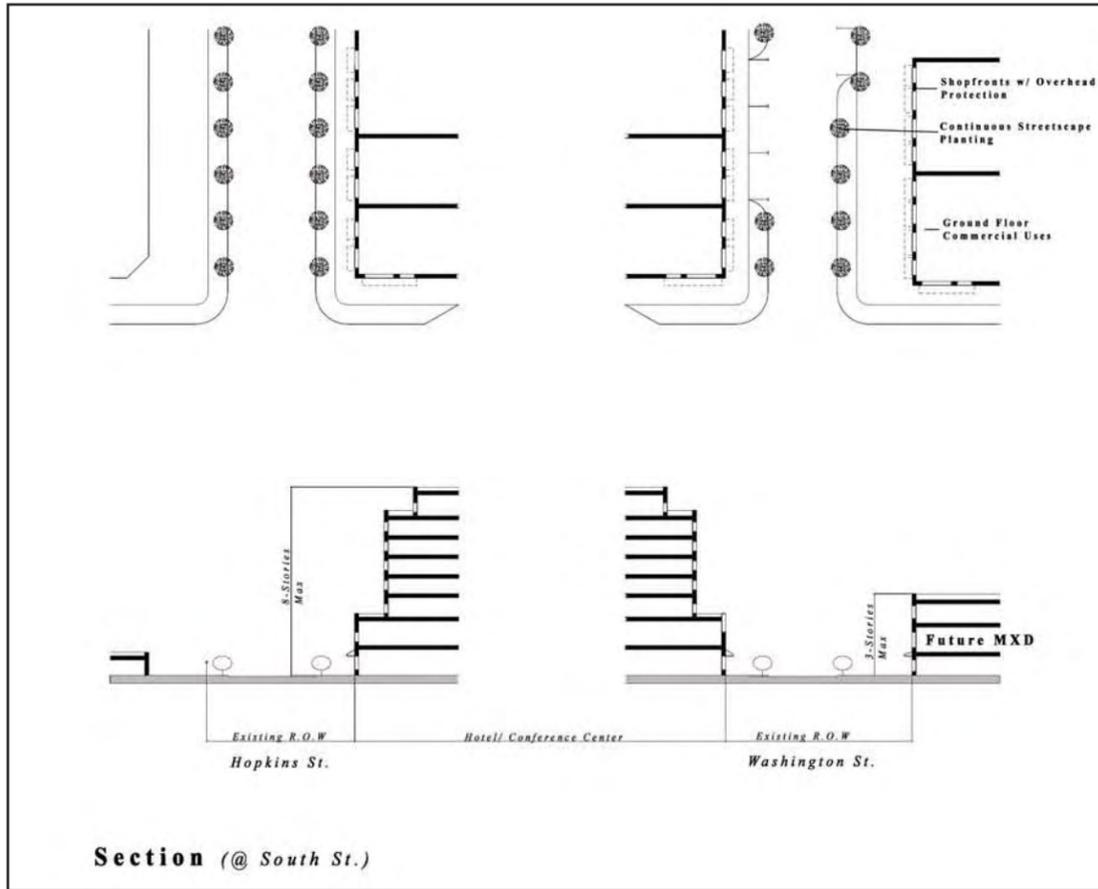
### Titusville Village

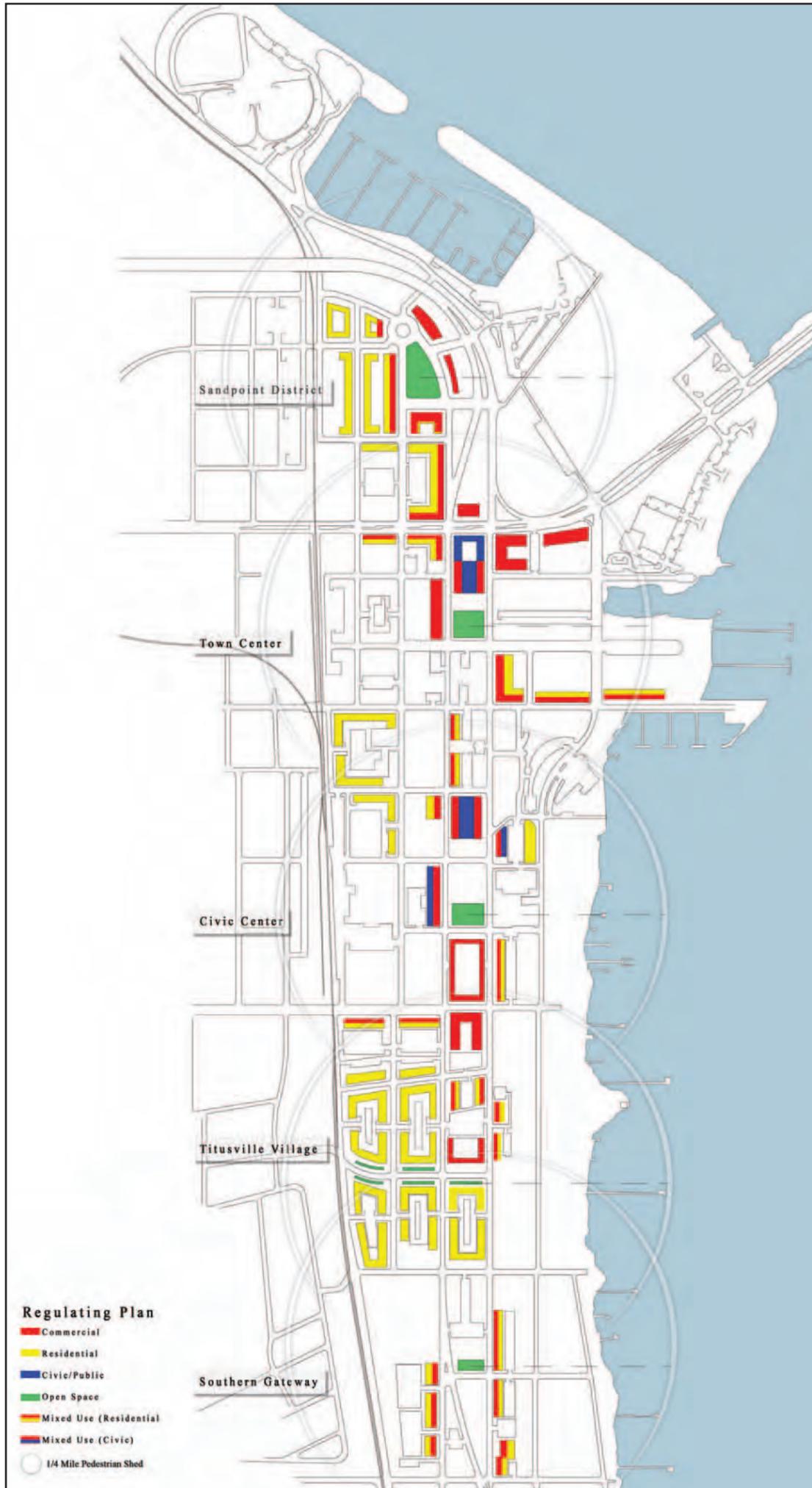
The amount of vacant land south of South Street, from Washington Avenue westward towards the FEC Railroad affords the CRA the opportunity to reestablish the typical block structure for this area, and establish a new residential neighborhood in close proximity to downtown. Envisioned as a townhouse development anchored by a supermarket, Titusville Village could accommodate over 150 new dwelling units and over an acre of open space. With an extension of Bridge Street across the railroad tracks from the west over to Washington Avenue, a new connection with the adjacent neighborhood could be made into the downtown area. At the center of this residential village would be a series of linear open spaces along Bridge Street with enhanced landscaping and retention pond features. A new supermarket at the corner of Bridge Street and Washington Avenue would function as the heart of this neighborhood and also serve nearby residents in the Old Town neighborhood.

### Southern Gateway

The southern end of the CRA is envisioned with a number of new commercial businesses congregated along Washington and Hopkins Avenues, from Brevard Street down to Grace Street. With this concentration of business activity, the area would function as a gateway into the downtown from the south. This area would also be anchored by a new open space feature and retention pond. Along with new streetscape improvements and a number of new structures, these conditions would redefine the southern end of the CRA as a stable commercial sub-district and create enhanced visual conditions at the southern entrance to downtown.







## 8.0 PHASING & IMPLEMENTATION RECOMMENDATIONS

The following recommendations are indented as a series of follow-up measures in the Titusville Downtown CRA's ongoing redevelopment process. They are also intended to outline a number of strategic measures that will help ensure that the area evolves in a coordinated and desirable manner. These phasing and implementation recommendations suggest measures that are aimed at leveraging and maximizing the impact of future public-sector investments in attracting private-sector investments throughout the district.

PHASE I: 5 TO 8 YEARS		
Private Sector Initiatives	Public Sector Initiatives	Regulatory Issues
<ul style="list-style-type: none"> <li>▪ Implement Nelson's Marina development.</li> <li>▪ Implement River Park mixed-use development next to Stormwater Park.</li> <li>▪ Develop a variety of new residential opportunities in throughout the CRA area.</li> <li>▪ Develop infill housing in the North and South Palm Street areas and adjacent to the FEC Railroad.</li> <li>▪ Begin development of the Sand Point Plaza area.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Conduct (real estate) market analysis and feasibility study for CRA area.</li> <li>▪ Acquire land and assemble feasible development parcels around the Garden Street/U.S. 1 intersection.</li> <li>▪ Acquire land in the North Palm Street &amp; South Palm Street areas</li> <li>▪ Implement Stormwater Park project.</li> <li>▪ Acquire land in the Town Center, Civic Center and Southern Gateway areas for central parking and stormwater facilities.</li> <li>▪ Implement a priority streetscape enhancement program throughout the CRA area and at major entry points.▪ Implement proposed D.O.T. improvements along Washington Avenue and Hopkins Avenue.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Adopt long-range development plan for CRA area.</li> <li>▪ Modify Comprehensive Plan to reflect Town Center concept.</li> <li>▪ Modify existing zoning or establish overlay district to attract desired type of development.</li> <li>▪ Adopt "form-based" code and development standards.</li> <li>▪ Create local historic district for Old Town residential area.</li> <li>▪ Establish historic preservation criteria for commercial properties in the Town Center area.</li> </ul>

<b>PHASE II: 7 TO 15 YEARS</b>		
<b>Private Sector Initiatives</b>	<b>Public Sector Initiatives</b>	<b>Regulatory Issues</b>
<ul style="list-style-type: none"> <li>▪ Continue development of the Sand Point Plaza area.</li> <li>▪ Continue development of infill housing in the North and South Palm Street areas.</li> <li>▪ Implement "destination-oriented" mixed-use entertainment complex in the Town Center area.</li> <li>▪ Develop office and business structures in the Southern Gateway area.</li> <li>▪ Develop a new hotel and conference center at the South Street entry area.</li> <li>▪ Implement grocery store in the Titusville Village area.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Install priority streetscape enhancements along Washington Avenue and Hopkins Avenue and at major points of entry into the downtown.</li> <li>▪ Implement new stormwater facilities in the CRA area.</li> <li>▪ Implement new parking structures in the CRA area.</li> <li>▪ Create Riverwalk esplanade and waterfront park improvements.</li> <li>▪ Continue priority streetscape enhancements along all CRA corridors and connector streets.</li> </ul>	<p>Establish new design review criteria for all future projects within the CRA area.</p>

<b>PHASE III: 14 TO 20 YEARS</b>		
<b>Private Sector Initiatives</b>	<b>Public Sector Initiatives</b>	<b>Regulatory Issues</b>
<ul style="list-style-type: none"> <li>▪ Continue Sand Point Plaza mixed-use development.</li> <li>▪ Continue office and business development in Southern Gateway area.</li> <li>▪ Continue infill housing in the North and South Palm Street areas.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Implement expanded city marina.</li> <li>▪ Continue to implement new stormwater facilities throughout the CRA area.</li> <li>▪ Continue to implement open space amenities in each CRA sub-area.</li> <li>▪ Implement cultural facilities in Town Center and Civic Center areas.</li> </ul>	



View of Hopkins Avenue Looking North