



COMMUNITY PLANNING WORKSHOP

CITY OF TITUSVILLE

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INTRODUCTION

The City of Titusville held a Community Planning Workshop on February 21, 2015 to give residents and other stakeholders an opportunity to share their ideas about issues the city should address in the next year. A diverse group of approximately 40 people attended including long-time residents, newcomers to the community, home and business owners. The Mayor and entire City Council were also present.

Ms. Marilyn Crotty, director of the Florida Institute of Government at the University of Central Florida facilitated the session.

After a welcome by the Mayor, city staff presented an overview of the city's vision, mission, and strategic planning process. The existing goals were shared as well as a review of the accomplishments of the past year related to each of the goals. Information was presented on many of the plans the city has developed over the years including the Neighborhood Services Community plans, the Indian River Lagoon Initiatives, Capital Improvement Plan, the Downtown Master Plan, the U.S. 1 Corridor Study, the Waterfront Plan, and the Economic Development Plan.

The Mayor then charged the participants with helping to move the vision and plans to action. Ms. Crotty divided the attendees into four small groups where they responded to questions she posed. After hearing reports from each of the groups, Ms. Crotty identified areas of consensus and led a general discussion.

This report is a summary of the discussions that were held during the workshop.

COMMUNITY WORKSHOP

Each group was asked to respond to the following questions and to select the three most important issues they discussed which are marked with an asterisk.

1. In order to achieve its **Quality of Life Goal**, what actions should the City of Titusville undertake in the next fiscal year (2015-16)?

GROUP 1

- * Increased lighting (solar)
- * Support diverse art initiatives (and cultural activities)
- * More youth activities/mentoring
 - Technology enhancements
 - Bus shelters
 - Community gardening/aquaponics
 - Sidewalk infill
 - Public/private partnerships
 - Public art projects/beautification
 - Safe intersections (50/Barna and 50/Sisson)
 - Road paving
 - Encourage innovation
 - Community gardening/aquaponics
 - Public/private partnerships

GROUP 2

- * Communications
 - Digital board – large in high traffic area
 - Community members as advocates – social media
 - City wide WiFi
- * Safety – crime prevention – more lights
- * Litter control
 - More trees

GROUP 3

- * Sidewalk development to connect Sandpoint Park to Downtown
 - Also to Space View Park
 - To Bridge
 - To Marina
 - To Harbor Point Condos
 - Rails to Trails
 - Then from there take trolley to Miracle City development and Sears Town
- * Localized transportation to connect city hubs
- * Band shell to connect Space View Park to downtown
 - Feasibility study for downtown Civic Center (possibly at Sandpoint Plaza area)

GROUP 4

- * More extensive community policing
- * Sound economic base
 - Infrastructure
- * Activities for young people
 - Residents, visitors, kayak races, bird festival, environmental, art/music/dance
- Universal WiFi
- Sharing/mentoring opportunities
 - KSC
 - EFSC
- Shoreline reclamation
- Stormwater reclamation
- Sandpoint Park
 - Reason to go there
- Special features to retain
 - Visitors/recreation
- More trees/environment protection
- Cultural advantages
 - Band stands/parks/playgrounds
 - Events
- Corridor appeal
 - Garden Street

2. Please describe the type of **Economic Development** you think will be beneficial for the city to pursue

GROUP 1

- * Training for upcoming workforce
- * Diversify economic base (smaller companies, diverse industries)
- * Light manufacturing co-op center (include students/apprenticeship)
 - Technology programs in schools (K-12)
 - Better promote existing programs
 - Work to remove stigma “anti-growth”
 - Higher wage employment
 - Improve permitting process - faster approvals on permits/response time of officials
 - Simplified and well defined code/zoning
 - We need to start “making” things again

GROUP 2

- * Research best practices from other cities
- * Brevard Career Source communication
 - North Brevard presence
- * Focus on marketing
 - Attract more businesses that provide quality jobs and pay
 - Support startups/small business

Trained workforce
Continued training
Businesses have a pool of skilled workers

GROUP 3

- * Encourage new businesses to come
 - Active business that draws people to downtown
 - Entertainment, shopping, retail, art, street parties
- * Encourage building owners to rent to active businesses
- * Prepare for Rails to Trails and Coast to Coast Trails– hub at Main Street
 - Welcome station Trail Head marker
 - Where do they stay?
 - Holistic events, restaurants, camping, etc.

Buy blighted properties to enhance appearance, but to also create parking, walking etc.
Foot traffic

GROUP 4

- * Need strong economic development coordinator with good salary
- * Economic incentives
 - Attract anchor industries
 - Advertise economic advantages
 - Port/ St. Johns
 - Wildlife
 - Air transport
 - Rail
 - Business assistance
 - Pro-business attitude by council
 - Take the bull by the horns
 - Take leadership for Titusville
 - Mid to small business
 - Improve what we have (roadways, port, rail)
 - Improve cooperation between agencies

3. In order to provide **Efficient and Effective Services**, the City of Titusville should:

GROUP 1

- * Engage citizens
- * Continue good level of service in PD, FD
- * Stay out of the way of commerce
 - Clear information, more communication
 - Better signage/parking/pedestrian crosswalks
 - More handicap friendly
 - More trash cans throughout downtown
 - Trash cans at bus shelters
 - Police doing reports – station invisible, high call volume areas

Public parking in downtown
More handicap friendly

GROUP 2

- * Better communication
 - What's being done – better follow up - status
- * More oversight of workers – accountability to get things done
 - More open forums with community
- * Adopt environmental and ecological sustainable practices for all landscaping
 - Continue Lean Six Sigma

GROUP 3

- * Get rid of stigma of difficult to start businesses, etc.
- * Satisfaction surveys
- * Communication advocate: where do people go for questions, etc?
 - Clean up right after events right after such as Xmas parades

GROUP 4

- * Enforce ordinances
- * Improved community policing
- * Responsiveness to citizen complaints
 - Central learning point for citizen call-ins
 - Internet/newsletter
 - One interface for follow-up
 - Metrics
 - Add lighting in many areas
 - Need survey
 - Advertise services
 - Tie in to county/state/US programs
 - Balanced Development
 - Environment
 - Construction

4. The **Most Important Issue** the City of Titusville should address in the next year is:

GROUP 1

- * Marketing
 - Change perception of community
 - Promotion of assets
 - Marketing the city (i.e. Open for Business)
 - Aggressive attitude to market city as destination
 - Partner with businesses in a unified campaign
- Technology improvements/be a high tech city
- Focus on next generation
- Be nimble when faced with opportunity

Work together

GROUP 2

* Communication!!

Between:

- Community and city
- City departments
- City and county
- City and businesses

How?

- Communications
- Plan and implement 2 way communication

GROUP 3

* Campaign to promote “Be proud of your town” – pride in Titusville

Commercial campaign to be shown here to help people realize all of our attributes to be proud of

- Lighting in parking lot
- Road closures
- Street parties on US1

GROUP 4

* Branding

- Successfully complete Titus Landing
- Opening
- Sustaining
- Centerpiece achievement
- Image
- Incentivize anchors
- Assist developer

Conclusion

While many ideas were generated during the workshop, when asked to identify the most important thing the city should address, all four groups were in agreement that the future success of the city depends on communication. This was broadly defined as both internal and external. It includes telling the Titusville story in a compelling way so the city will attract the kind of economic development it desires. Of utmost importance is keeping the connection with the citizens vibrant and comprehensive.