



City Council Presentation: New Policies and Standards

April 25th, 2023

Kimley»Horn + CMIN ASSOCIATES



Key Changes to Policies & Standards

DOWNTOWN & UMU

- **Downtown Mixed-Use Standards:**

- Clarify and strengthen standards that improve street frontage and pedestrian-orientation including maximum setbacks, parking locations, and landscape/hardscape requirements.

- **Downtown & UMU Overlay:**

- Additional density allowable for projects that meet additional standards for streetscaping and provide community benefits through a negotiated process addressing the unique opportunities associated with each site.

Downtown Redevelopment Initiatives

DOWNTOWN



1. Mariners Way Park
2. Palm Avenue Main Street
3. The Arts District (Titusville Playhouse)
4. Missing Middle Housing



A Near Term Opportunity Site on the Water

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





Preliminary Concept

DOWNTOWN

Opportunities:

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

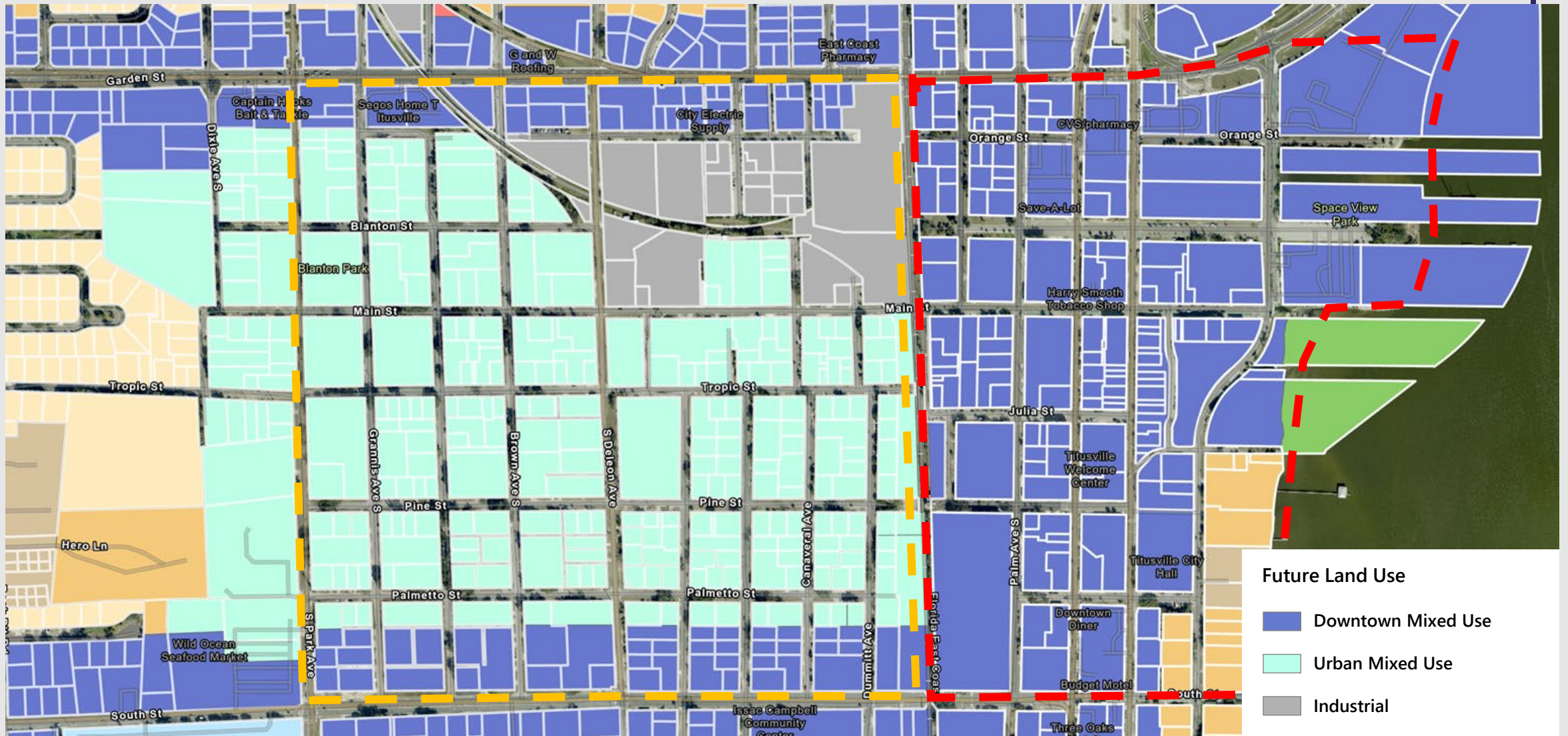


A New Waterfront Park, Pavilion, and Food Trucks



New Entertainment Places

Update DMU & UMU



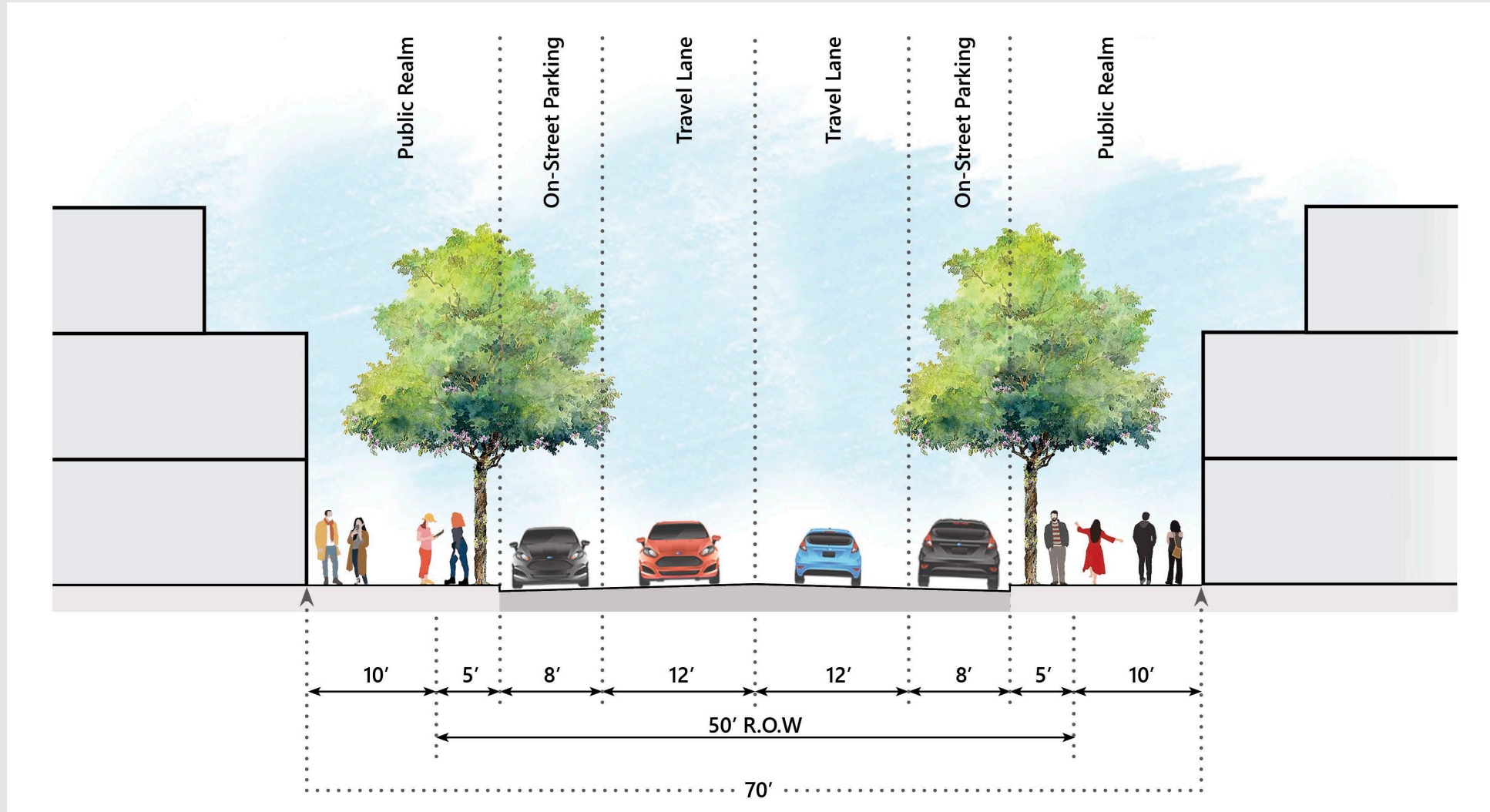
PRIMARY STREET STANDARDS

Palm Avenue | Garden Street | Main Street | South Street



Palm Avenue Streetscape

Palm Avenue



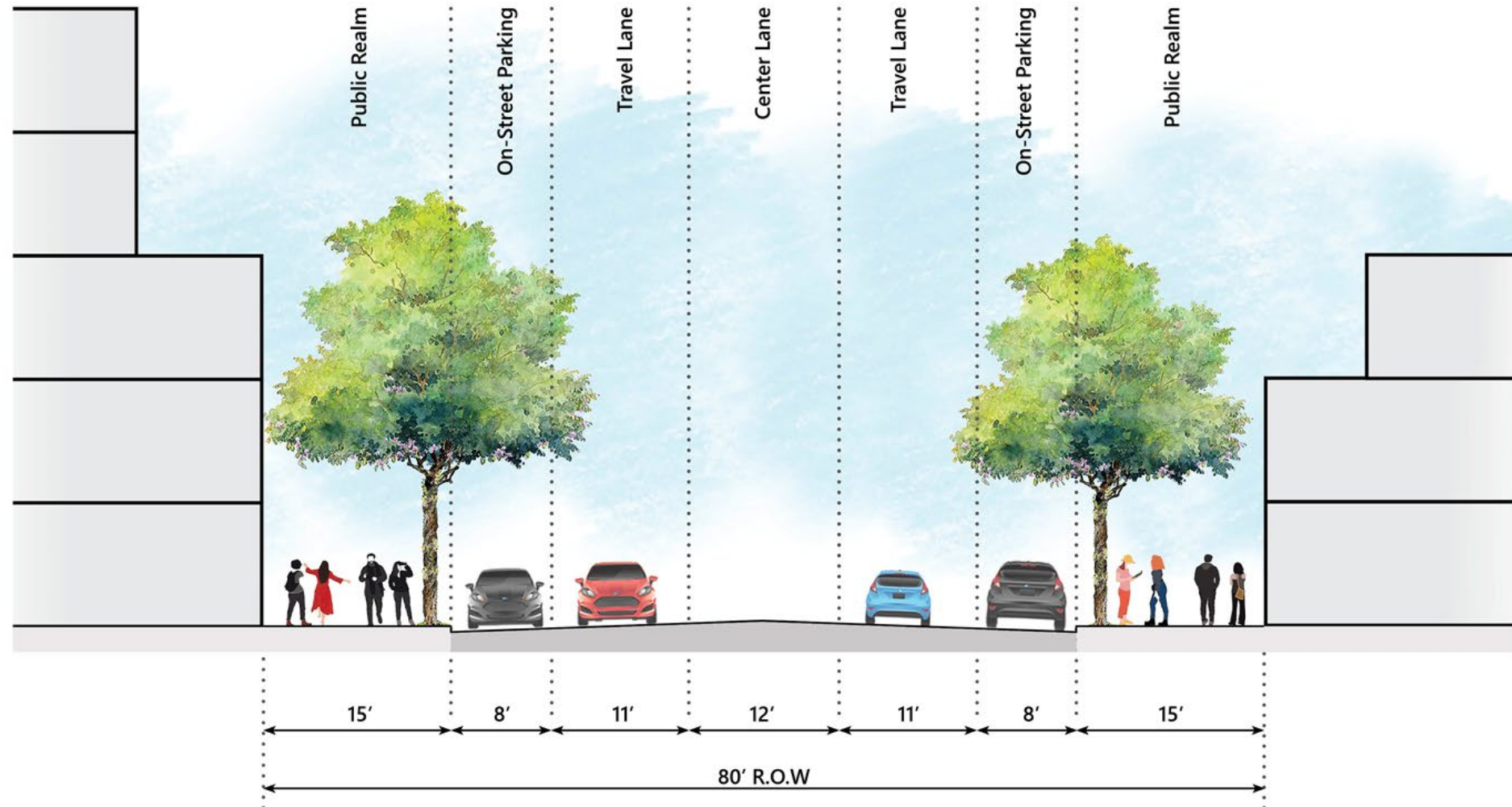


Garden Street

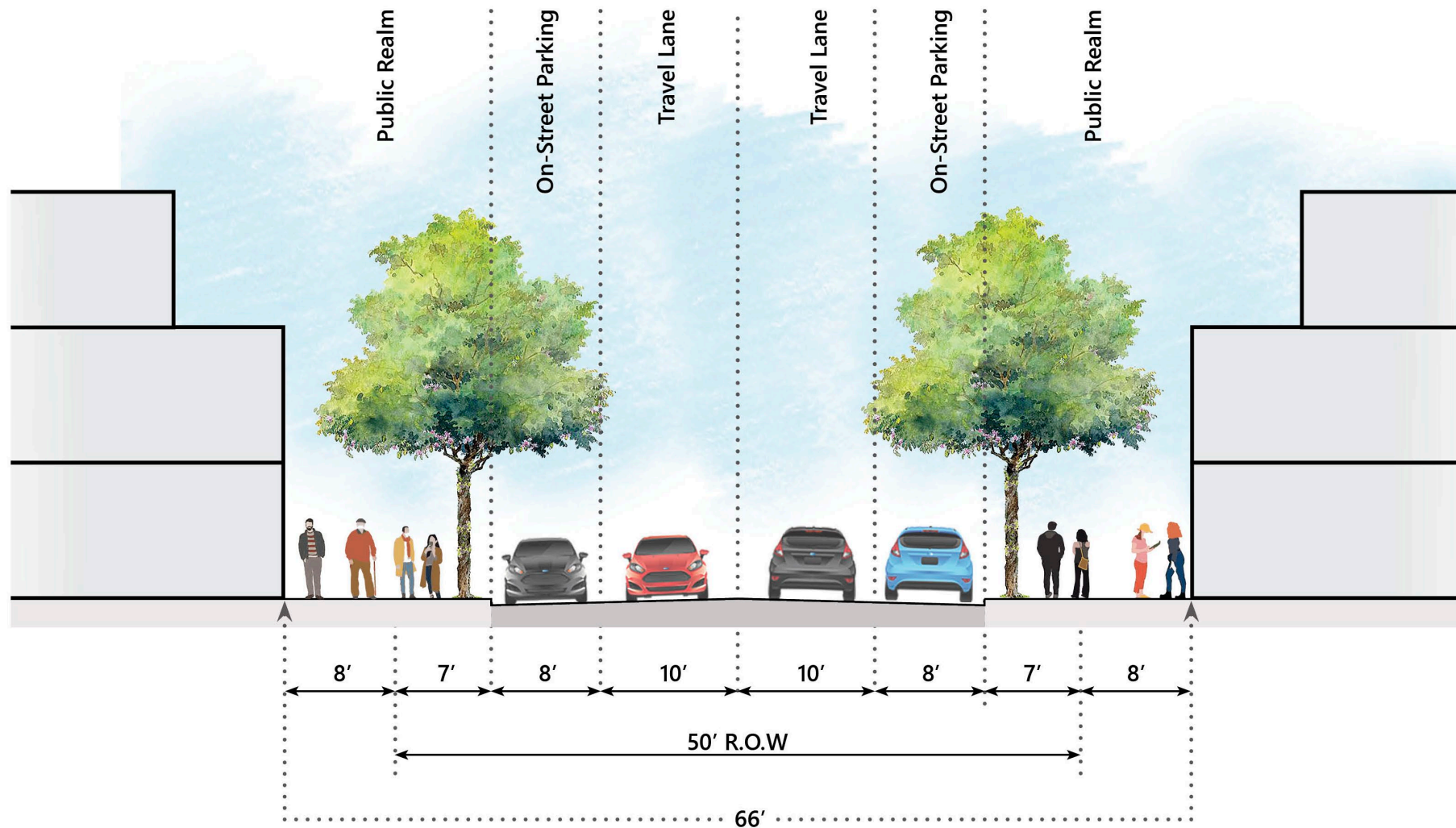


Garden Street Frontage

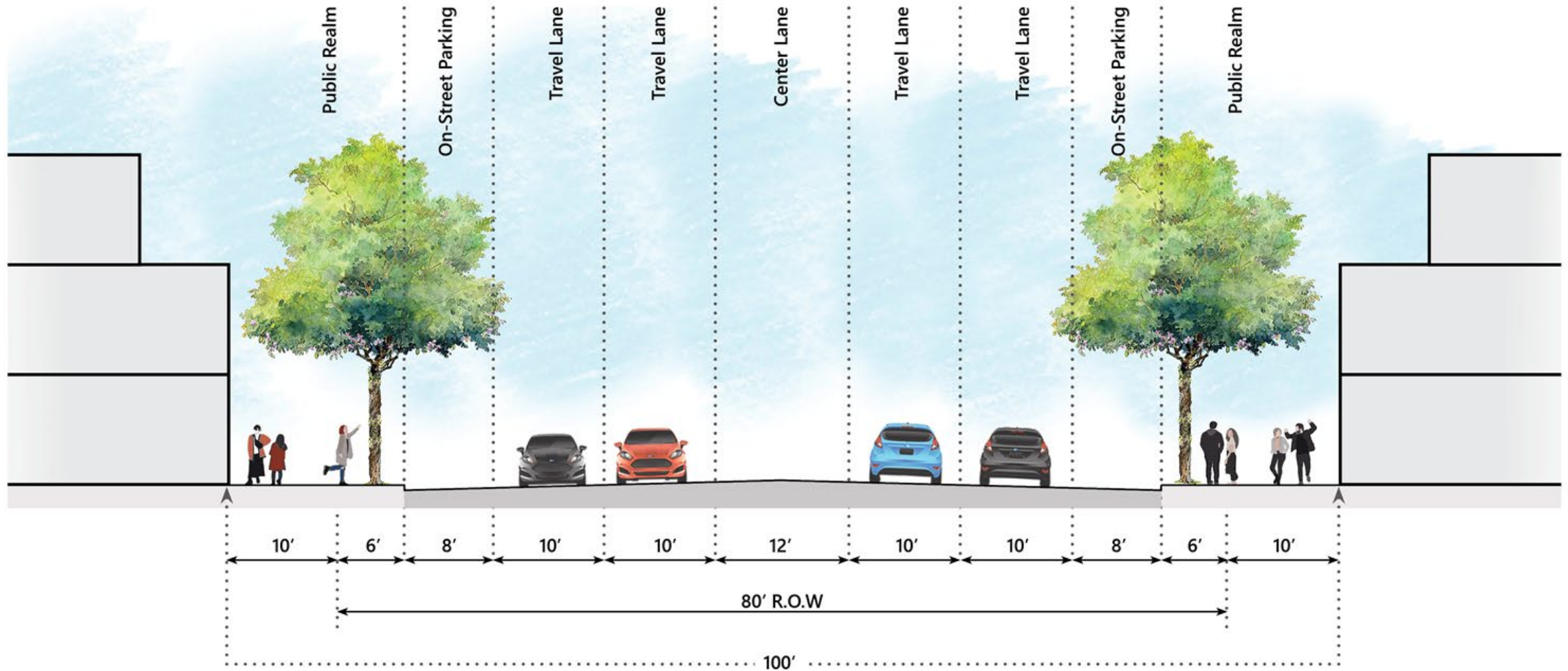
Garden Street



Main Street



South Street



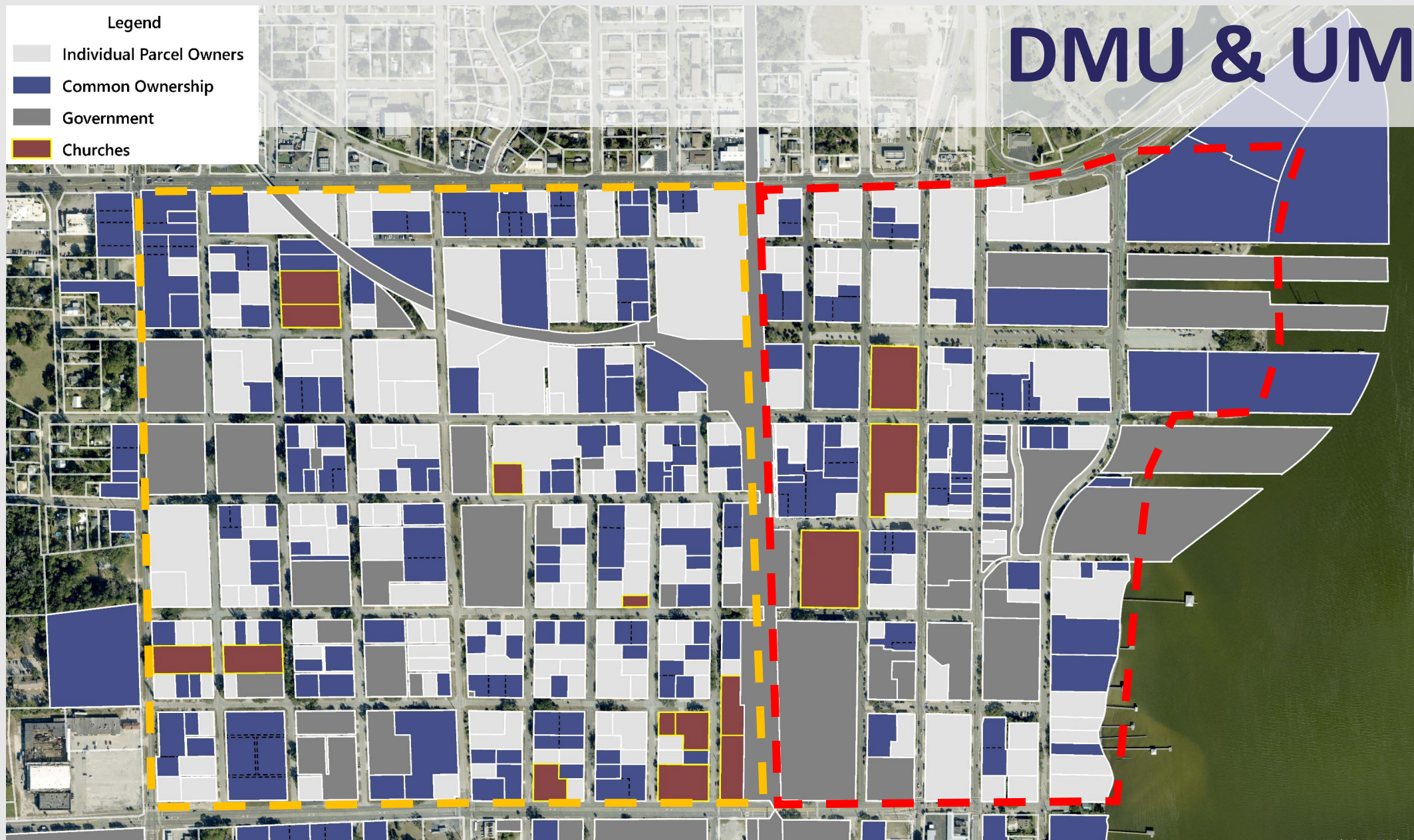
OPPORTUNITY SITES

Introducing Missing Middle Housing & Mixed-Use Solutions

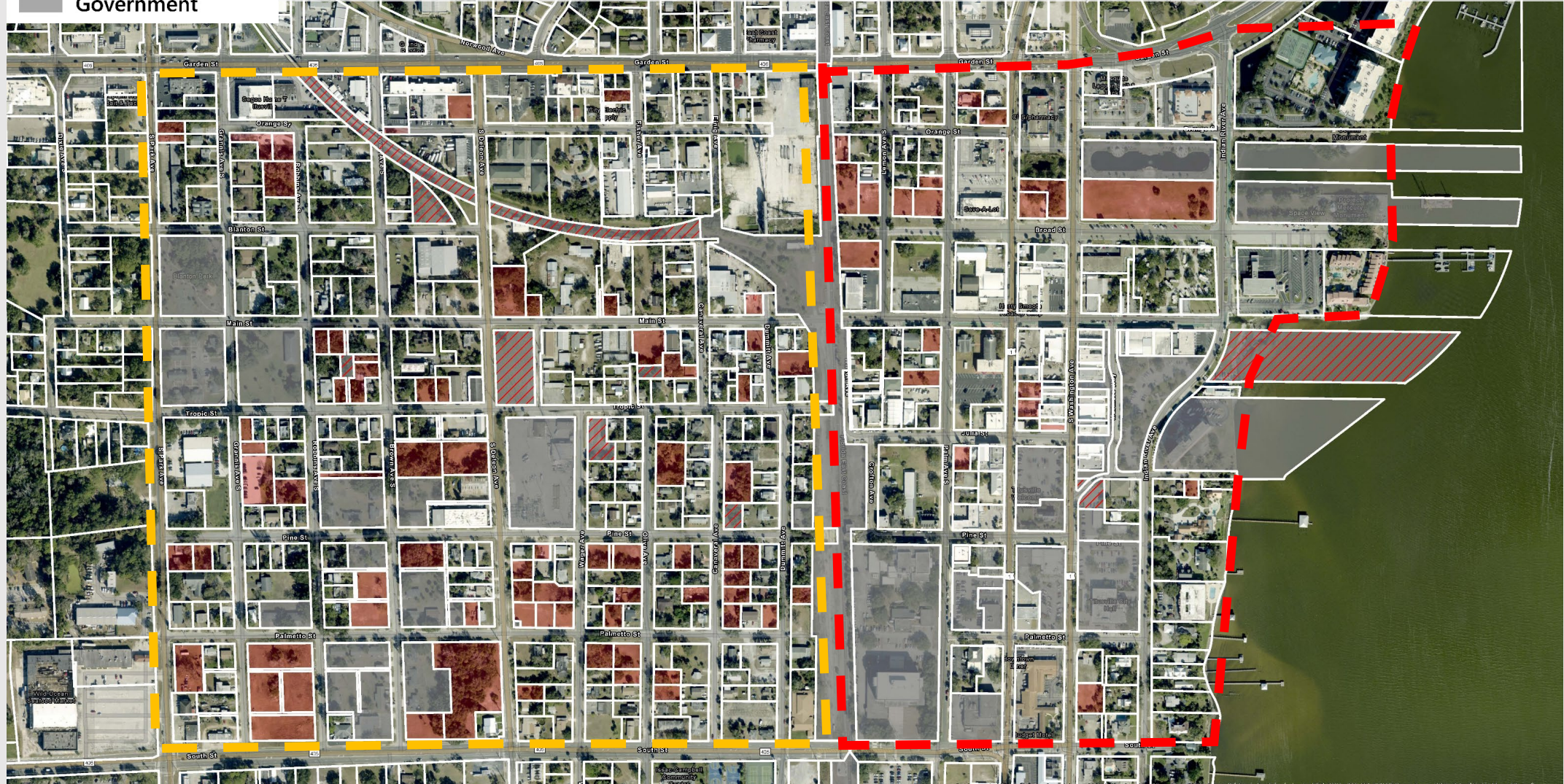
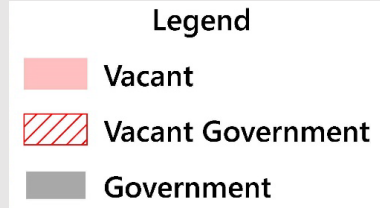
Legend

- Individual Parcel Owners
- Common Ownership
- Government
- Churches

DMU & UMU



Vacant Land & Opportunity Sites



Garden Street & Palm Avenue



West Downtown



Winter Park Industrial Transformation Area Example

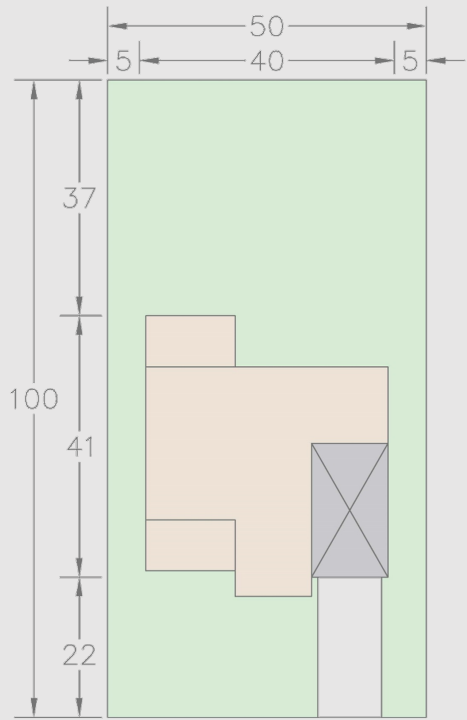
Planning Concepts

MISSING MIDDLE HOUSING

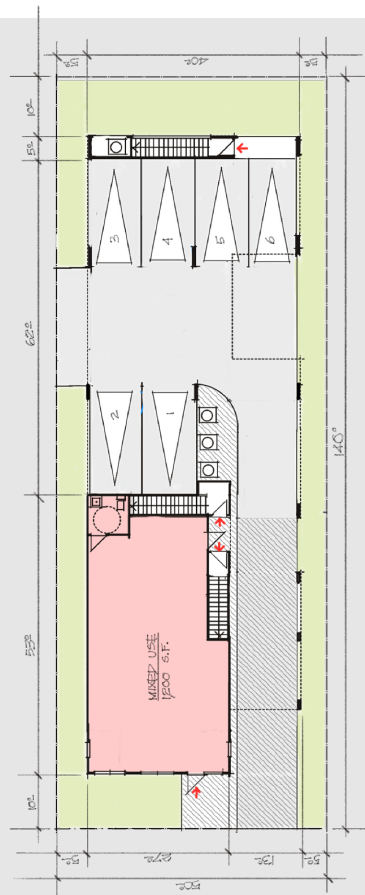


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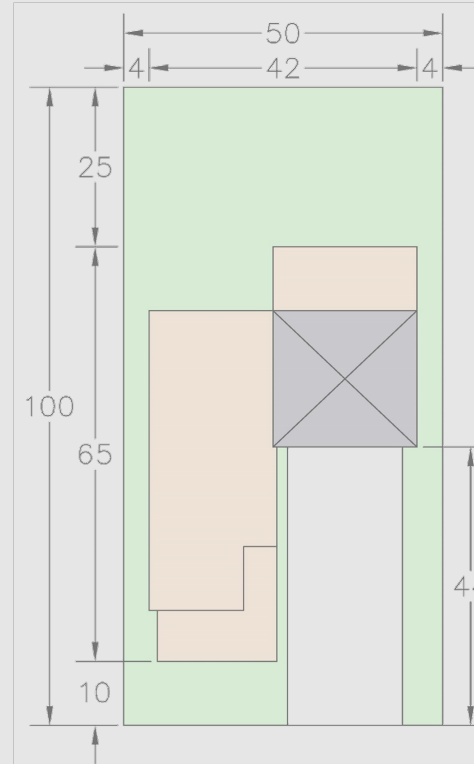




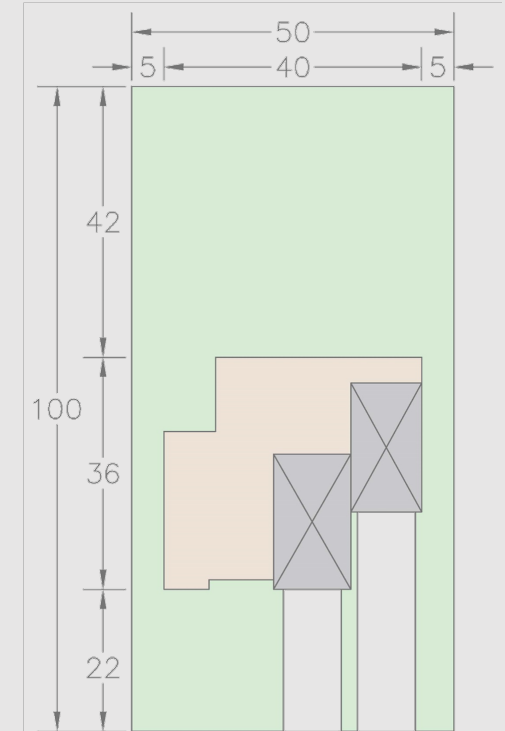
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ISR – 67%



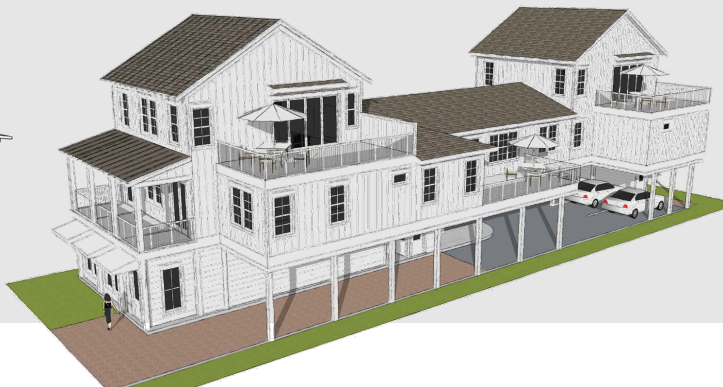
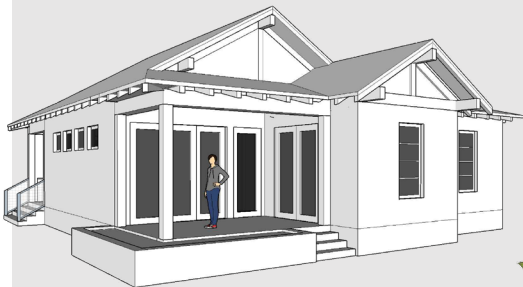
Lot Size – 7,100 Sq. Ft.



Lot Size – 5,000 Sq. ft.
ISR – 48.5%

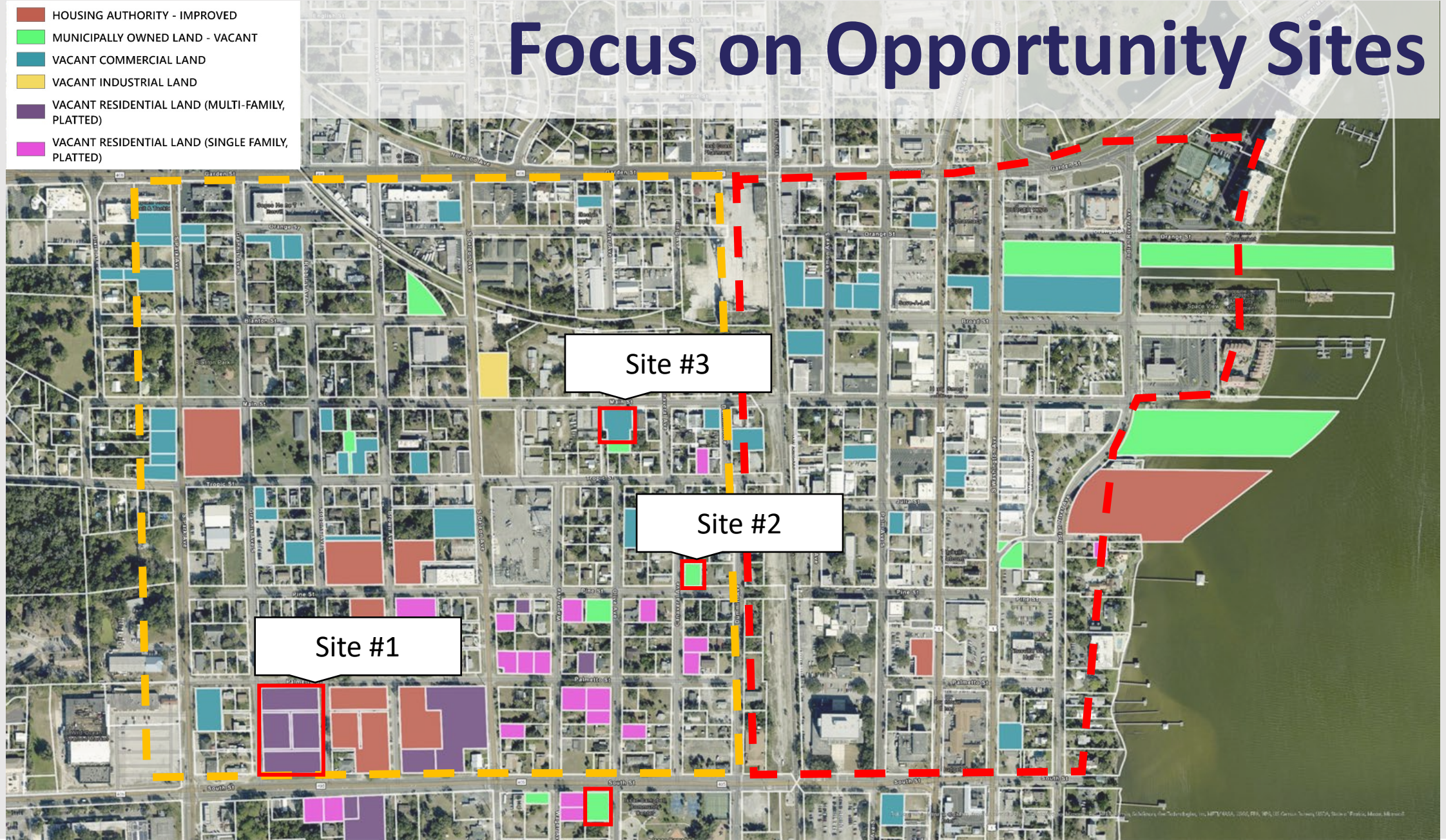


Lot Size – 5,000 Sq. ft.
ISR – 65%



Focus on Opportunity Sites

- HOUSING AUTHORITY - IMPROVED
- MUNICIPALLY OWNED LAND - VACANT
- VACANT COMMERCIAL LAND
- VACANT INDUSTRIAL LAND
- VACANT RESIDENTIAL LAND (MULTI-FAMILY, PLATTED)
- VACANT RESIDENTIAL LAND (SINGLE FAMILY, PLATTED)



Opportunity Site

Courtyard Buildings

Density – 15.3 DU/Ac





Opportunity Site

Mixed-Use

Density – 12 DU/Ac

1,200 SF Mixed-use

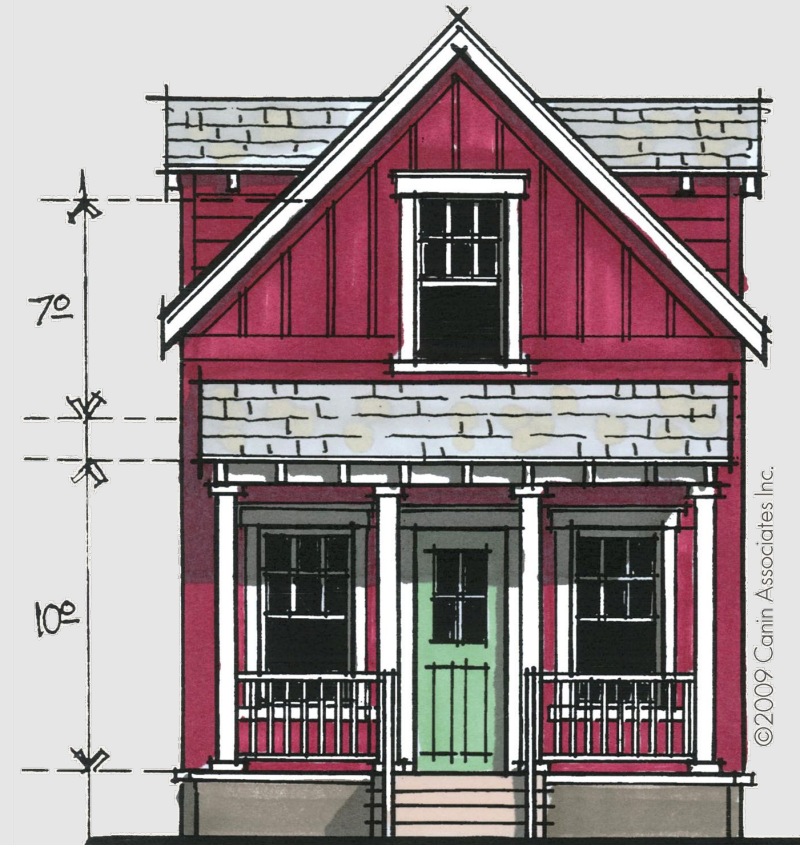


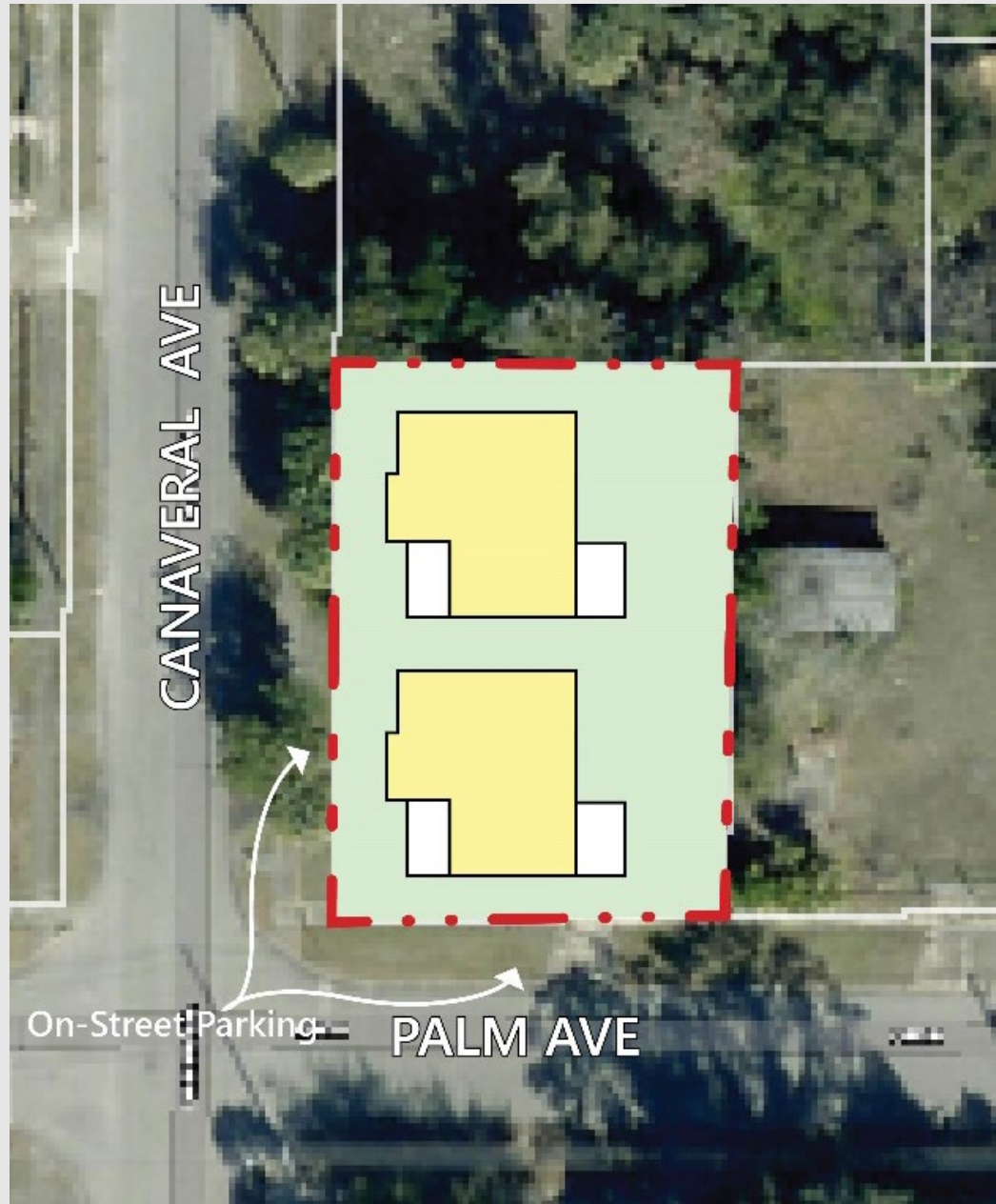


Opportunity Site

Canin Cottage – 2 Story

Density – 17.4 DU/Ac

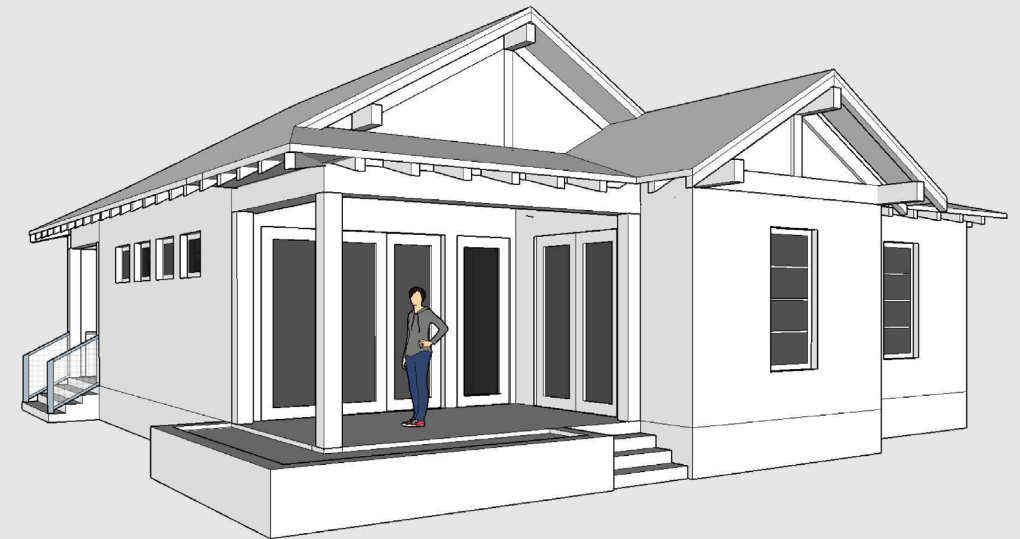




Opportunity Site

Canin Cottage – 1 Story

Density – 11.6 DU/Ac



OPPORTUNITY SITES

Corridor Standards

Key Changes to Policies & Standards

CORRIDORS

- **Corridor Overlay:**

- General: Standards for cohesive landscape, trees, signage, and site connectivity for all new development
- Optional: Increased density/intensity allowable for mixed-use projects that meet additional standards for improvements including street frontage and civic space.

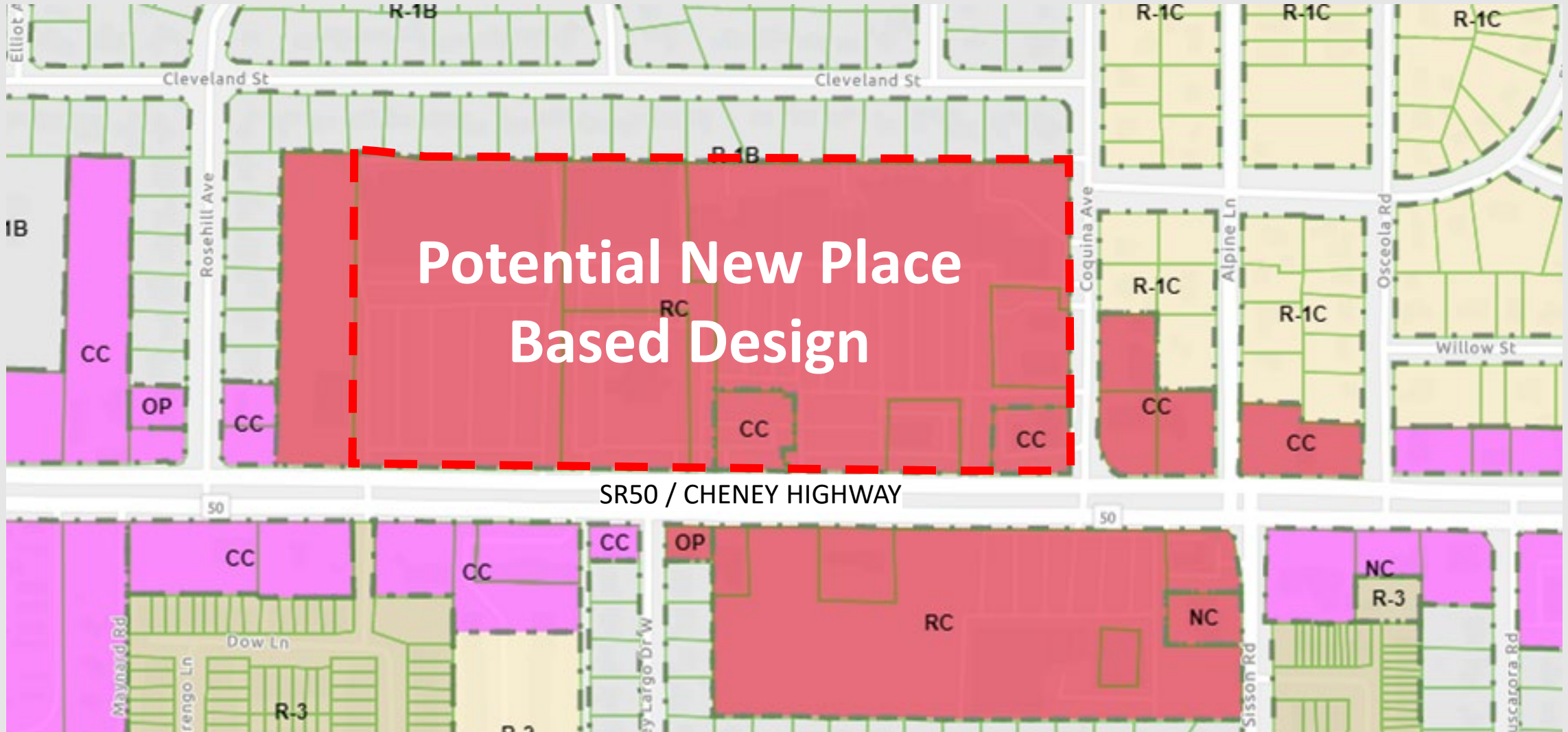
Larger Opportunity Site

GATEWAY CORRIDORS



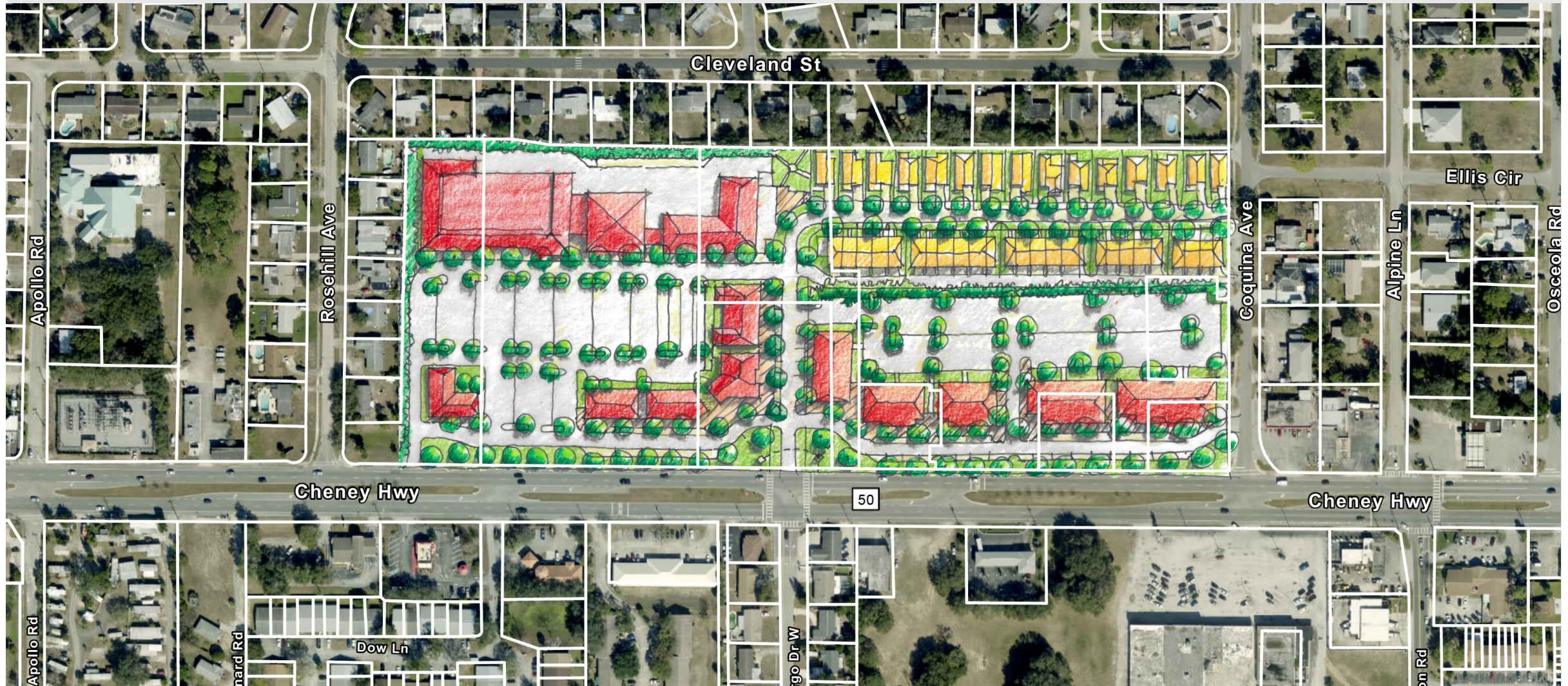
Future Land Use & Zoning

GATEWAY CORRIDORS



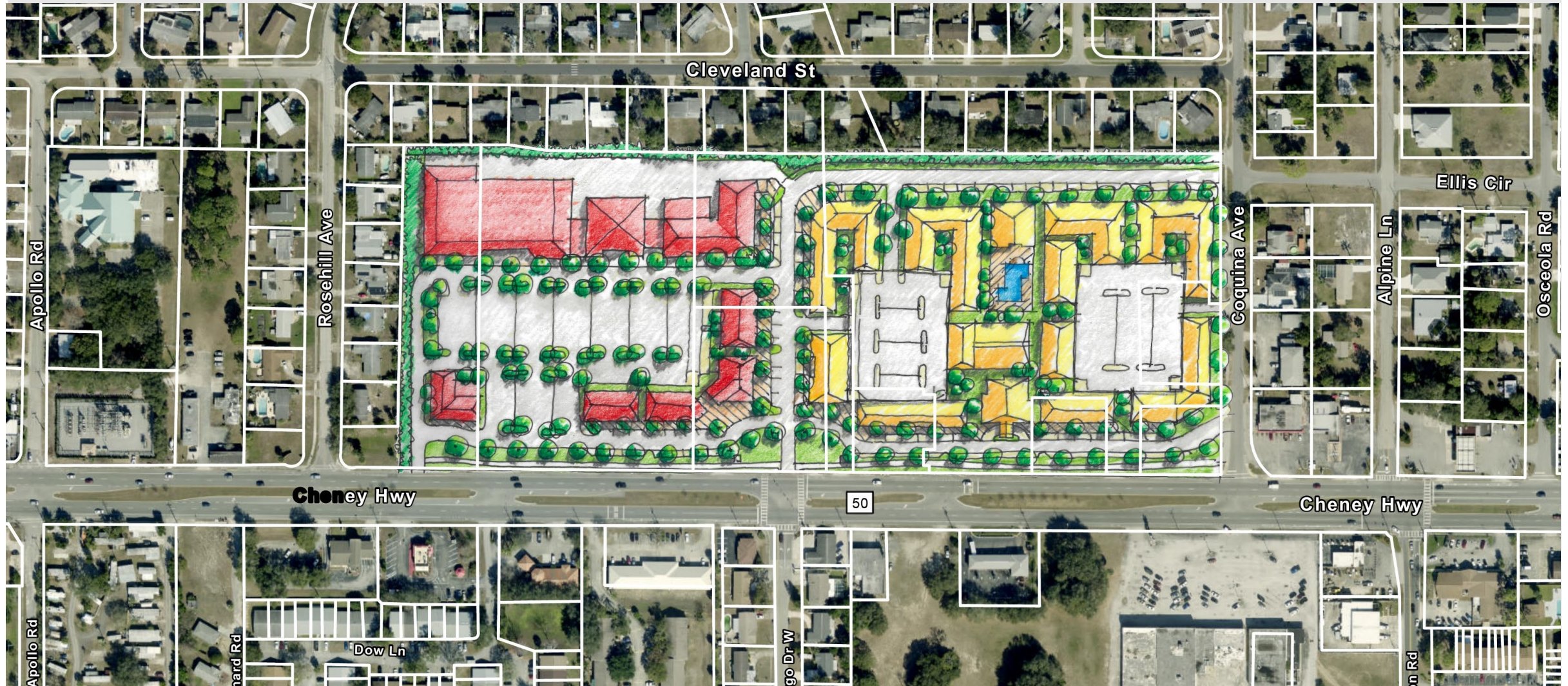
Lower-Intensity Mixed-Use Concept

GATEWAY CORRIDORS



Higher-Intensity Mixed-Use Concept

GATEWAY CORRIDORS



NEXT STEPS

Citywide Policies Presentation

City Council May 23rd