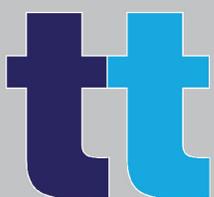
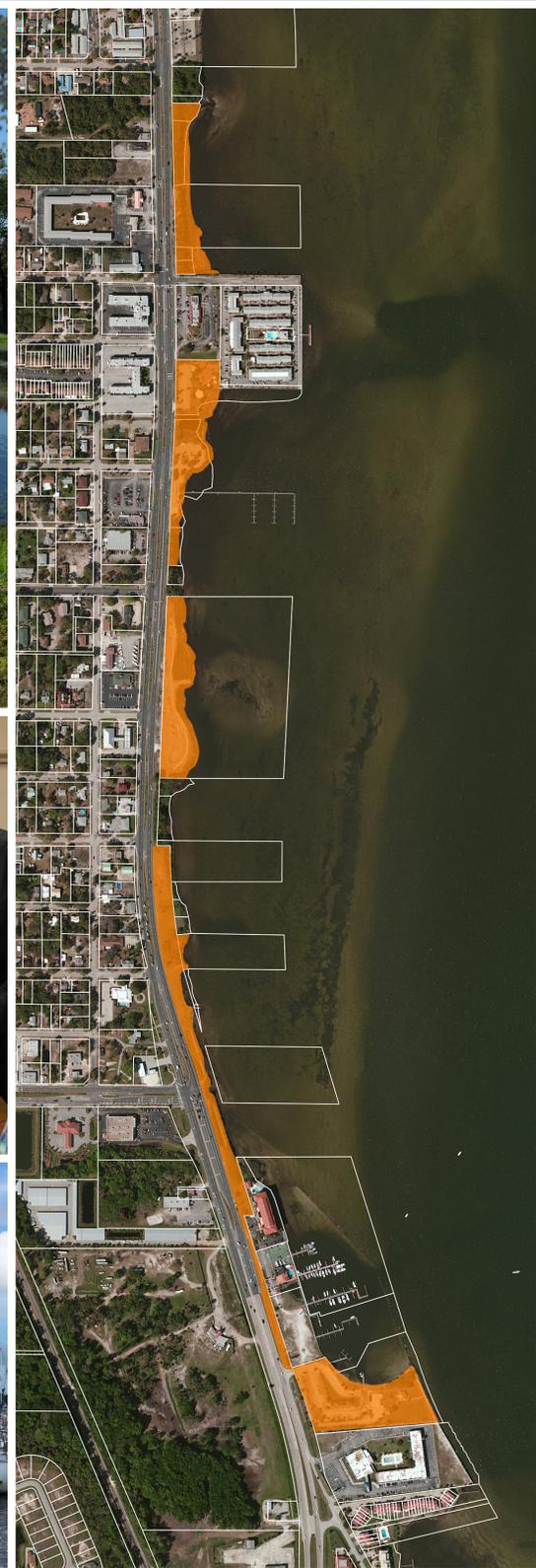


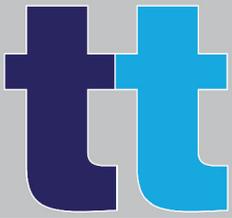
titusville *tomorrow*

City of Titusville Vision Plan 2017



Prepared by
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planning
and
designing
great people places



December 15, 2017

Mr. Brad Parrish
City of Titusville Planning Manager
555 S. Washington Avenue
Titusville, Florida 32796

Re: Visioning Workshop for Titusville Tomorrow

Brad,

We are pleased to provide you with our final report summarizing our work on this very important assignment. We are extremely pleased with the level of participation by the stakeholder group you assembled. We have found them to be very thoughtful, well informed and above all very passionate about guiding the future of the City in a highly enlightened way. The input and direction derived from our meetings with this citizen group (over 76 attendees) is very clear and will serve us well in the next step of crafting an updated Comprehensive Plan that can guide the City in implementing this vision. We have also greatly enjoyed meeting with your staff and the support you have provided us at every step.

We look forward to presenting the results of the Visioning to your City Council and discovering how it might interface with the Comprehensive Plan.

The following is a brief summary of our key take away points from the stakeholder's Vision of Titusville's future.

The Waterfront

Preserving and enhancing the waterfront and providing public access to the waterfront is the top priority of all stakeholders. There is a very strong desire to protect the waterfront as a public realm. This could be created by a continuous 12-mile long waterfront trail that starts at the Antigua Bay project and runs along the Indian River to the Downtown where it can connect to the other planned regional trails. Along the way, the trail would energize City and County parks with numerous activities as depicted in the Visioning images.

The Downtown

Of almost equal importance is re-imagining the Downtown of Titusville. The stakeholders are very supportive of major redevelopment planning initiatives in Downtown that are driven by place-based design focused on value creation both from a financial and social engagement perspective.

The stakeholders are very well informed about the potential, and the intricacies of rebuilding the Downtown. The following are key points relative to Downtown:

- Making the 25 block core area of Downtown more walkable and bike friendly.

- Calming traffic in the Downtown core area is critical to creating a walkable Downtown.
- The Downtown should have attractive green park spaces that can host multiple community events as envisioned by the stakeholders.
- The re-imagined Downtown core can also become a powerful redevelopment force for the secondary core area.
- All agree the Downtown needs more activity and a greater residential population to support viable businesses, and encourage new businesses to locate in the center.
- The available public land can be an initial catalyst for many of the activities and places imagined by the stakeholders. A more detailed planning and urban design effort is needed to explore the feasibility of these concepts.
- Titusville can have a multi-modal trail network that connects the waterfront to the Downtown.

The Gateways

The Gateways are major roadways leading into town and are perceived as very important to create favorable first impressions for people coming to the City. While still a top priority, the Gateways are a clear third priority to re-imagining the Waterfront and the Downtown.

It is very important to recognize that all the input and all the comments in the survey data we received strongly validate the desire to upgrade the quality level desired in the City's future. The stakeholders are in effect saying design and placemaking really matter and they are not shy about clearly expressing their preferences as to the way they would like to see the City evolve in the future.

The following pages provide more information and detail on how the stakeholder meetings were conducted and how the thinking evolved to culminate in very clear and unambiguous direction that enabled the consultants to evolve a visioning scenario that reflects the input we received. We have also taken the liberty to re-imagine the City in 2037 with a series of "postcards from home" in 2027 that are available on the web pages.

We imagine that in 2027 there is a brand new daily, The Titusville Times. On the next page is a commemorative issue featuring the Titusville Vision on page one where an interview with the current mayor by a star reporter from the national news source ENN has taken place and he or she describes the City.

Brad, we believe that the renaissance of Titusville over the next ten years will be a very newsworthy story.

Sincerely,



Brain C. Canin, AIA, FAICP, CNU-A

President

The Titusville Times

THURSDAY, NOVEMBER 11, 2027

WWW.TITUSVILLE.COM

MAYOR OF TITUSVILLE INTERVIEWED BY ENN HOW THE VISION WAS ACHIEVED

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

By William Gayman
The Express-File

ELIZABETH WILLIAMS DIDN'T WORRY about illegal immigrants until a subcontractor and Spanish-speaking laborers to fix roofs at five of her homes in Virginia Beach.

Williams said she doubted that the workers were going to "ruin the place."

Concerns that illegal immigrants cause more crime were stirred locally after an allegedly drunken illegal immigrant was accused of killing two Virginia Beach teenagers in a car crash in late March.

Still, whether there is enough evidence to believe people's fears about immigrant crime - or debunk them - is questionable.

Like nations from law and a consent agencies and prisons to sports, said Don Smith, a criminology professor at Old Dominion University in Norfolk. Comparing the crime rate among illegal immigrants is also difficult because it is unclear how many are in the country.

To Smith, any claim that illegal immigrants yield more crime "is probably pre- about illegal immigrants until a subcontractor and Spanish-speaking laborers to fix roofs at five of her homes in Virginia Beach.

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aganda." In Virginia, most information about crime involving illegal immigrants is anecdotal, said state Sen. Kenneth Sells, R-Virginia Beach.

"The sense that I'm getting from sheriffs and police," he said, "is that they really don't have any idea what percentage of

SEE REPORTS PAGE 3B

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.

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.

The City caters to the boating and fishing public with easily accessible public docks, boat ramps and waterfront parks. Titusville

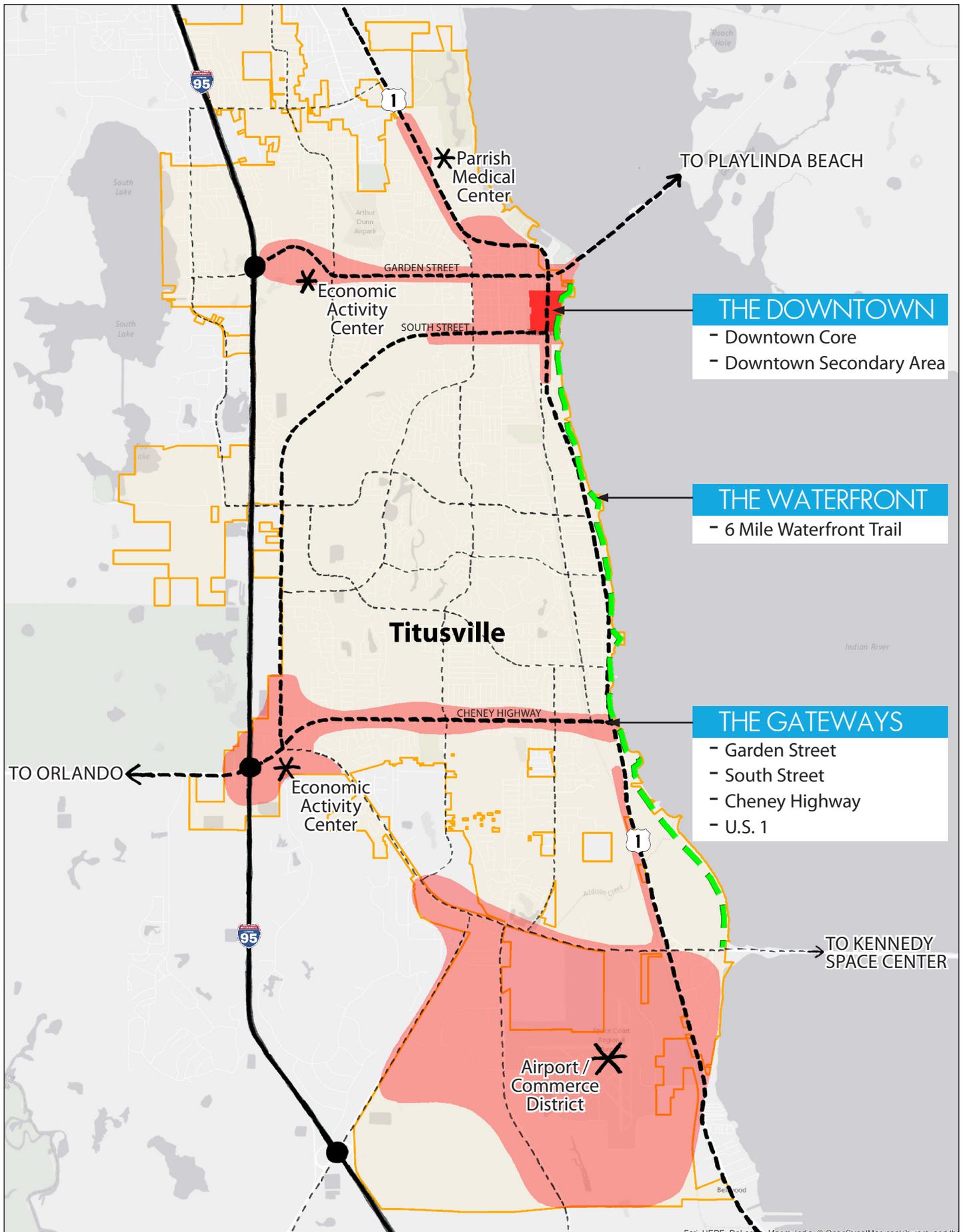
has become known as "the trail town" in Central Florida and has attractive pedestrian and bike friendly streets lined with signature canopy trees and other attractive landscaping. Cultural events are an important aspect of the Town with an active and thriving artist community and live music as part of 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 that serve and support the Downtown local businesses.

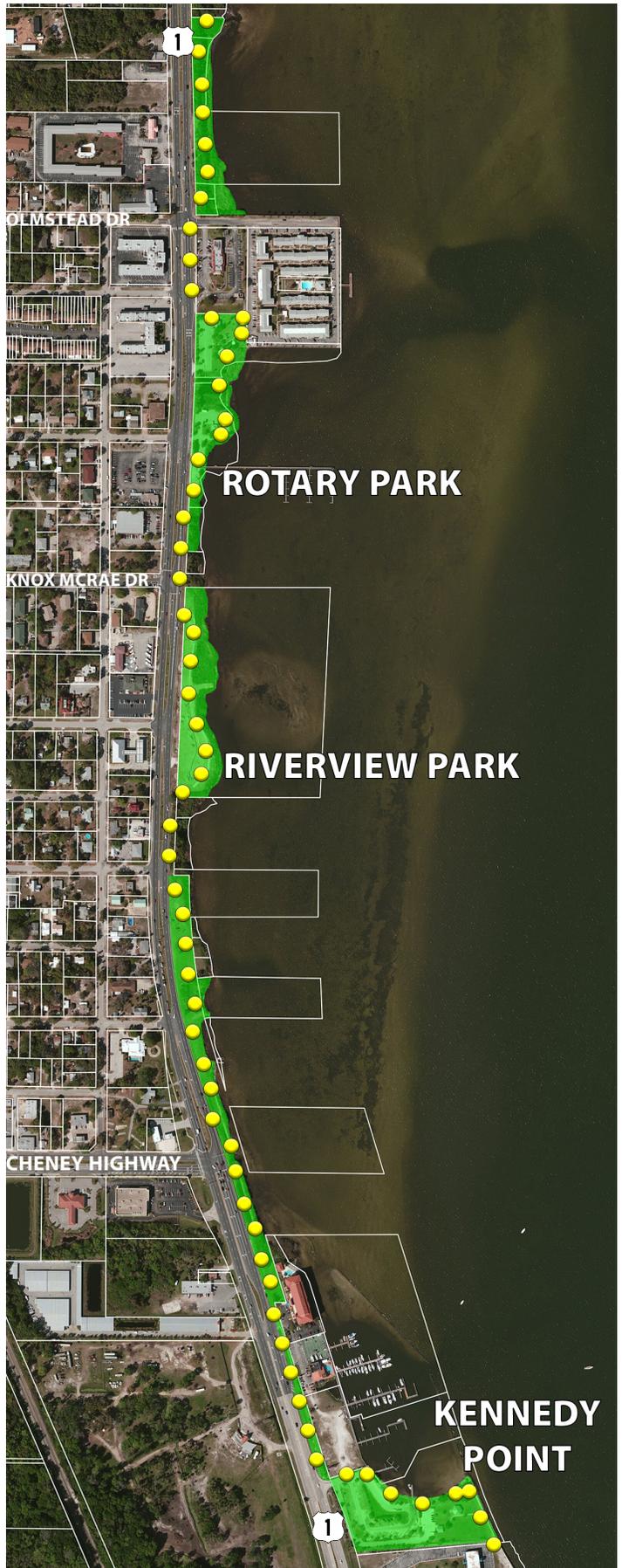
Downtown is the shining face of Titusville with its exciting and beautiful new public squares and urban parks that are host to many community events and activities catering to all age groups as well as visitors who consider Titusville an interesting destination to visit. ■



Titusville Tomorrow - Vision Concept Plan



There is a very strong desire to protect the waterfront as a public realm and enhance the public access to the waterfront. The most exciting opportunity for Titusville is the 1.5 mile area depicted to the right. This area already has numerous public waterfront sites that can be enhanced and become more active. Much of the trail length shown can also accommodate the trail scenarios presented in the visioning work. There are also private sites along the proposed waterfront trail. The City should develop incentives to encourage the owners and the developers of these properties to participate in and benefit from the completion of the trail.



First Initial 1.5 Mile Phase of the Trail



Downtown Trail Integration



BEFORE



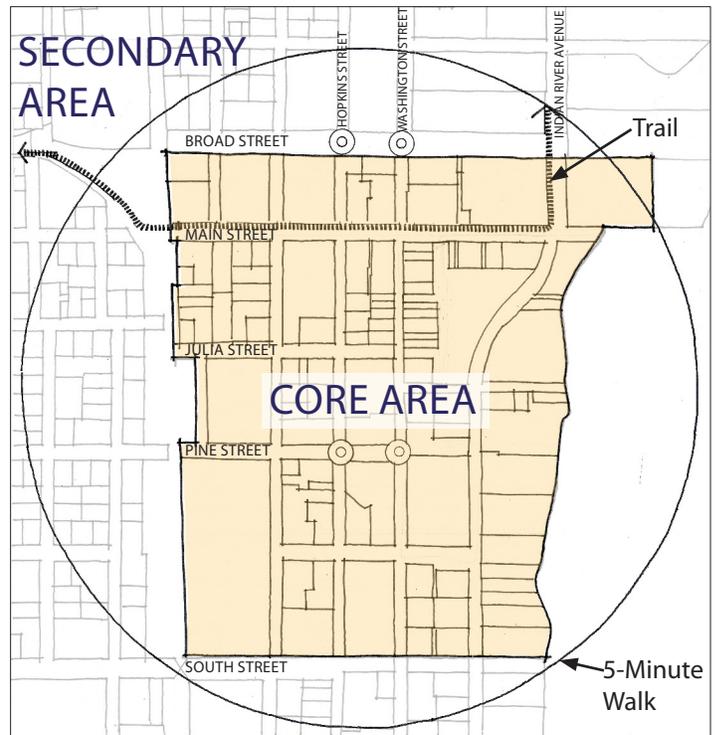
AFTER

Waterfront Trail Before and After Enhancement

tt Re-imagining The Downtown

The Downtown is clearly the heart of Titusville and this was recognized in the Strategic Plan for Quality Redevelopment in the Downtown by the University of South Florida study undertaken in the fall of 2005. We have reviewed the goals of the plan and they closely mirror the values and concepts that were endorsed by the stakeholders in our Visioning meetings. The following are highlights from the Redevelopment Plan:

- **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 businesses, leisure and living opportunities.
- **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, and comfortable as pedestrians. The plan should create safe crosswalks at intersections, places for leisure activities, opportunities for strolling and other pedestrian activities.
- **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.
- **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.



Downtown Core Map with Trail and 5 Minute Pedestrian Shed



Activities in the Core: Retail Along the Park



Activities in the Core: Community Park



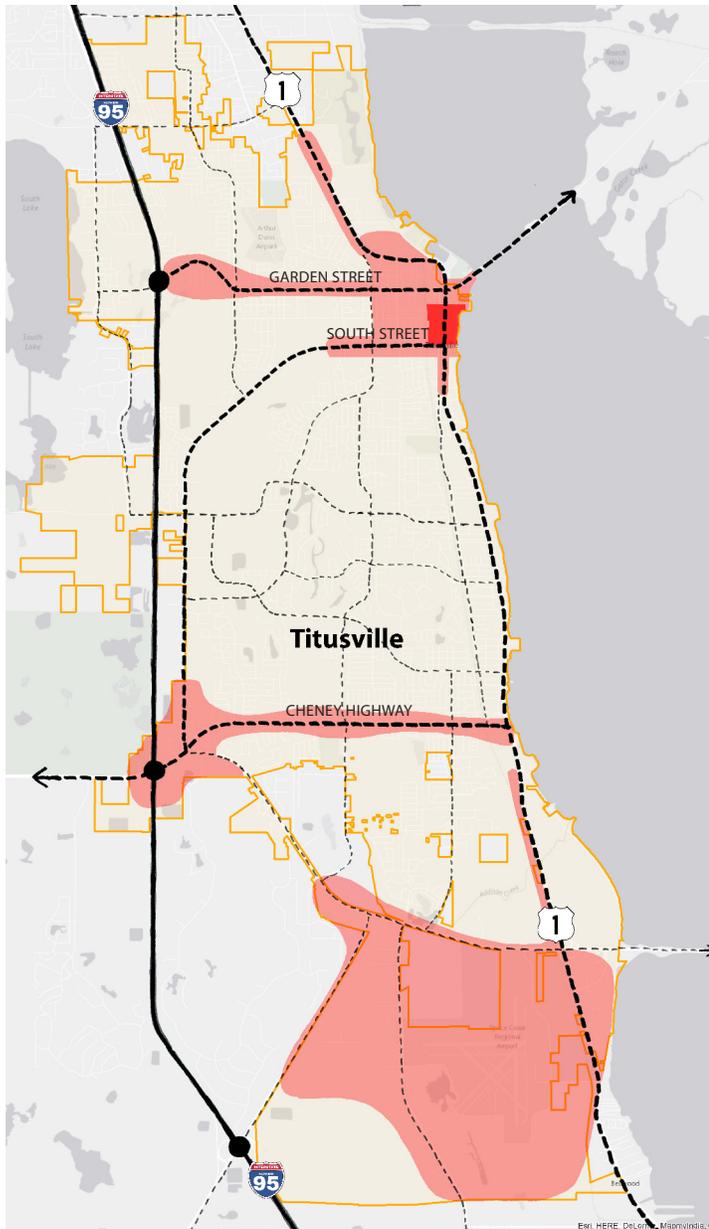
Current Downtown Streetscape

The Gateways are very important to create positive first impressions for people visiting Titusville.

The major roadways listed on the corridor map are some of the most important roads that could be upgraded with good Design Guidelines especially with regard to landscape design, maintenance and more controlled signage. It is likely that these roadways will significantly transform over time as vacant parcels are developed with new businesses and older more obsolete buildings are upgraded or replaced. On the larger parcels it may be likely that solutions depicted in Concepts 1 and 2 will be possible while individual smaller parcels can be developed as in Concept 3.



Concept 1: Repurposed into Multiway Boulevard



Major Corridor Map



Concept 2: Creating a Walkable Edge



Concept 3: Landscape Edge, Control Signage and Screen Parking

THE VISION PROCEDURE:

The Visioning work was based on an extensive public outreach program that included three public evening meetings held at City Hall. The City staff initiated these meetings by engaging interested parties and stakeholders through social media, email, newsletters, and announcements at the City Council and Planning and Zoning Commission meetings.

The turnout at each meeting involved approximately 25 citizens, many of whom were able to attend all three meetings. The initial meeting was designed to introduce participants to the process and included an interactive exercise to discuss the City Strengths, Weaknesses, Opportunities, and Threats (SWOTS). This was also accompanied by a presentation on how Place Based Design could add value to all the citizens of Titusville. Most importantly was administration of a Community Value Survey (CVS) of 106 images to all participants. The images were organized by topics such as the major roadway corridors leading into Titusville (Gateways), the Waterfront and the Downtown as well as landscaping and signage. The results of the CVS were tabulated and presented at the second meeting together with other key findings and this meeting also allowed for three table top exercises with stakeholders led by Canin Associates and staff to envision the Downtown, the Waterfront and the Gateways, relying on the highly rated images from the CVS.

At the third meeting the consultants presented findings on key points that emerged at previous meetings and what we had learned about the community. We were also able to present specific initiatives to be considered in the future planning for the Downtown, the Waterfront trail and the treatment for development along the Gateway roadway corridors.

At the end of the meeting stakeholders were asked to vote for the top three priorities on the initiatives developed for the Waterfront, the Downtown, and the Gateway and then to vote their support for or against 10 key statements.



FOR ✓	AGAINST X	Key Findings & Strategies: Do You Agree?	
(24)	(8)	1. The City appears to be in a stagnant growth mode.	
(17)	(12)	2. There is not much land available for new development.	
#2 (TIE)	(32)	(0)	3. The City needs to develop on effective redevelopment/infill strategy.
(30)	(1)	4. The City can take advantage of the dynamic growth expected in the region over the next 20 years.	
#3	(31)	(2)	5. A vibrant downtown is an essential element in the overall economic development strategy.
#2 (TIE)	(32)	(1)	6. The City needs to reimagine 3 key areas: the DOWNTOWN, the WATERFRONT, and the GATEWAYS
#1	(33)	(0)	7. These initiatives will effectively reposition the City in a very positive way.
(27)	(4)	8. The City needs more residents close to downtown to reenergize the downtown and its businesses.	
(29)	(4)	9. The City can become a Central Florida "Trail Town" with an extensive trail along the waterfront.	
(22)	(10)	10. The City should retain the "small home town" feel and character of Titusville.	

(TOTAL VOTES)

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THE WATERFRONT IS THE TOP PRIORITY

Top Priority:

- o Waterfront: 17 votes
- o Downtown: 11 votes
- o Gateway: 5 votes

Top 2 Priorities:

- o Waterfront: 26 votes
- o Downtown: 24 votes
- o Gateway: 15 votes

4
4.04 BEFORE

The Waterfront
The River's Edge - A Trail

64

7
3.92

Trails
Downtown Setting

56

AFTER

Titusville's Top Priorities
The River: Protected and Enhanced

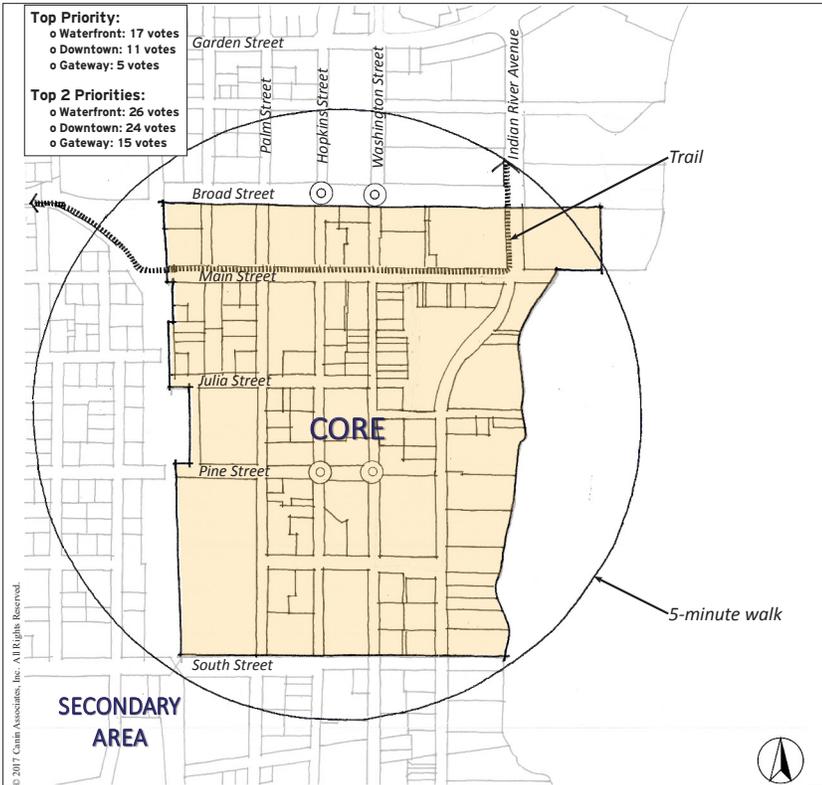
5
4.00

Trails
Natural Setting

57

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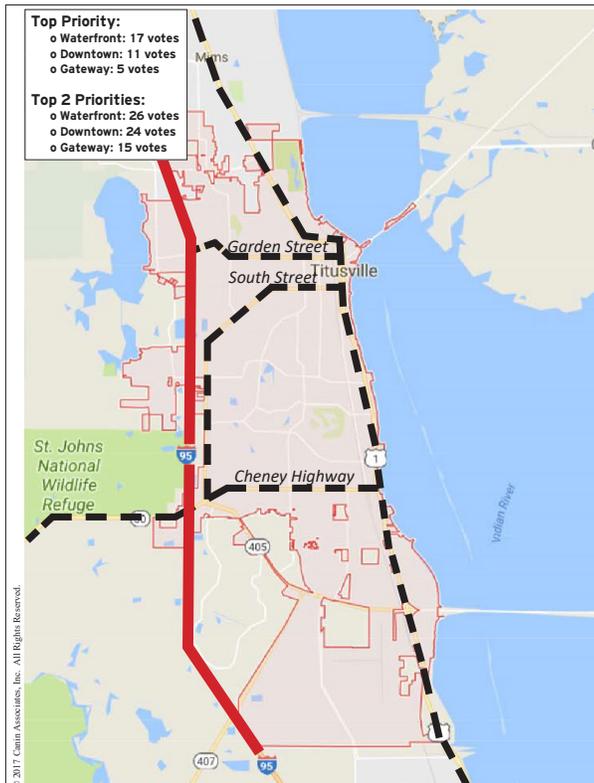
THE DOWNTOWN CORE IS THE NEXT TOP PRIORITY



Titusville's Top Priorities
 The Downtown Can Become A Jewel That Revitalizes the Surrounding Areas

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THE CITY'S GATEWAYS IS THE THIRD PRIORITY



Titusville's Top Priorities
 The City's Gateways Can Be Reimagined

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WHAT WE LEARNED:

- The stakeholder group is very engaged and invested.
- They are passionate about getting it right.
- Titusville needs to be re-imagined as a town with great places for its residents.
- The City is growing very slowly and needs to develop an effective strategy to promote quality growth over the next 20 years.
- The City needs to grow its tax base to keep up with the demands to address redevelopment and other important public initiatives.
- There is a powerful economic wind in Central Florida and Titusville is in its orbit.
- This is a big opportunity for Titusville if the City can properly position itself to take advantage of the opportunity.
- The stakeholders have clearly identified what changes they would like to see in the City and this reinforces previous planning that was undertaken in the City.
- The City has to grow “smartly” primarily through sound planning to promote quality redevelopment and infill.

MOVING FORWARD - NEXT STEPS:

The City should review the Comprehensive Plan to more directly align the goals and objectives with the Titusville Tomorrow Vision. The City should develop design guidelines to control near term development on the gateway corridors. The City should consider developing a form based code for certain areas in the City, primarily along the corridors and the targeted redevelopment areas, such as its downtown and adjacent neighborhoods. The City should develop a more detailed waterfront trail master plan to initiate this very important stakeholder priority. The City should also develop a transportation/roadway plan and a more detailed redevelopment plan for the downtown core area that will support the Vision.



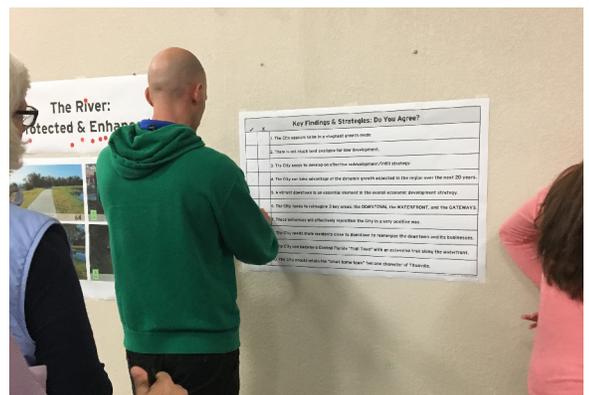
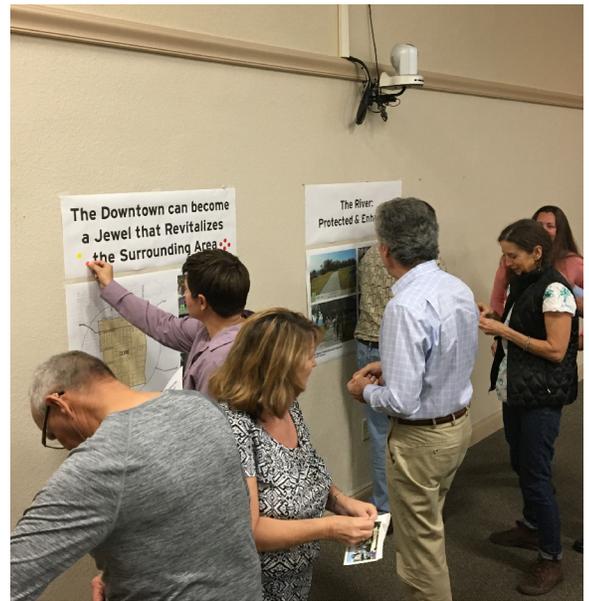
KEY ISSUES FROM THE **CURRENT** VISIONING WORKSHOPS:

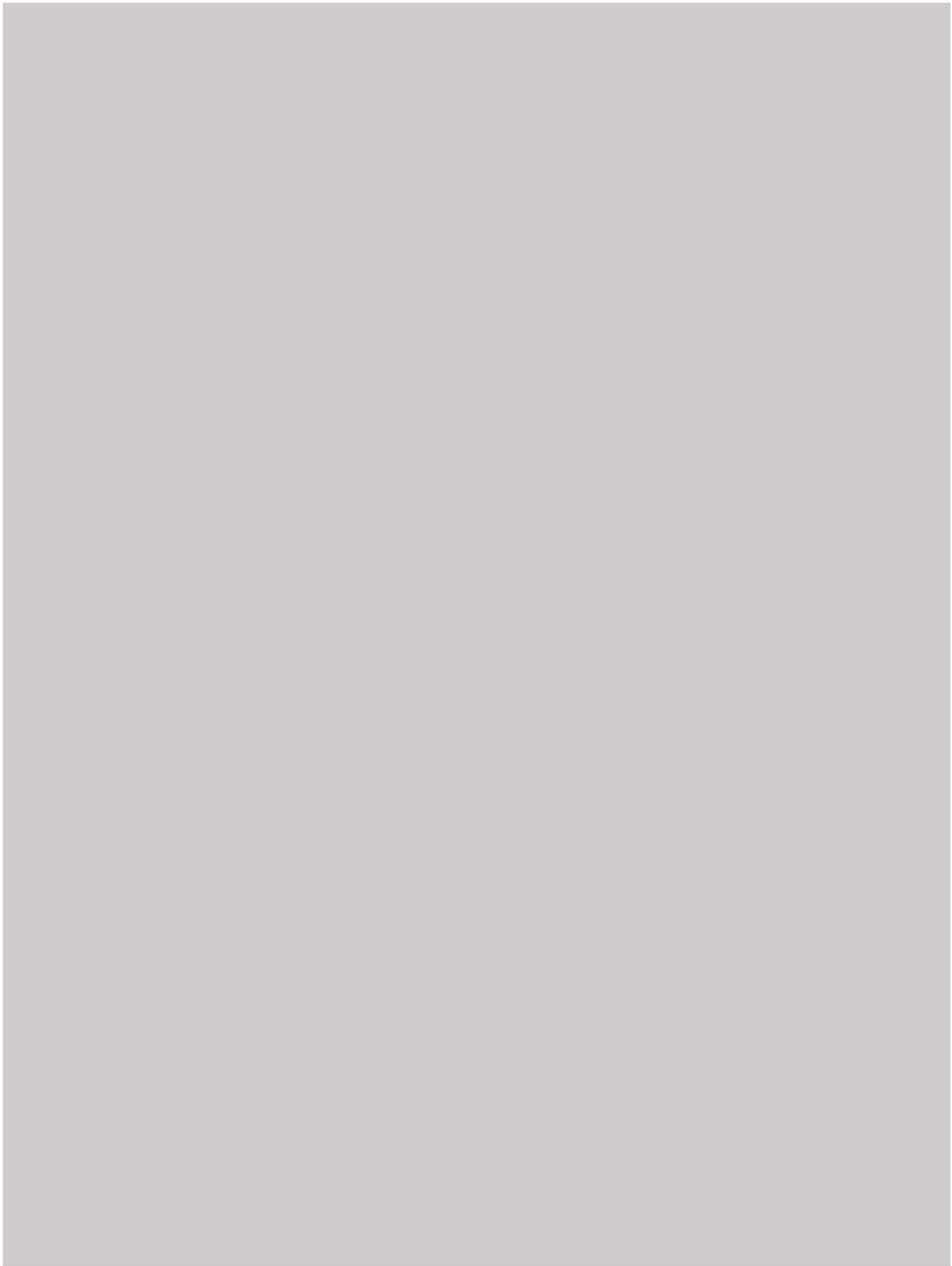
- Stakeholders like the small town feel and character of Titusville.
- The waterfront and public access is very important to residents.
- Residents like the historical Town Center.
- The regional economic and physical context is very favorable to Titusville if the City can capitalize on these potential advantages.



KEY ISSUES **PREVIOUSLY** IDENTIFIED BY STAFF AND STAKEHOLDERS:

- The Comprehensive Plan lacks vision of any sort.
- The Comprehensive Plan is missing placemaking goals and policies.
- Staff, Council, and Citizens are un-informed with regards to placemaking and what policies and regulations are necessary to require quality.
- The City seems to have a lack of identity but there are very powerful placemaking opportunities along the Indian River and in the historic downtown.
- There is a big opportunity for residential infill within the CRA boundary.
- A mix of commercial and more residential is needed downtown and in the adjacent areas (retail/office/entertainment/restaurants).
- The US-1 one-way pairs contribute to speeding in the downtown core area on Hopkins Avenue and Washington Avenue and this is the single biggest impediment to creating a walk and bike friendly downtown.
- Lack of public access to the waterfront.
- The City is transforming into a “Trail Town” with the regional and national trails intersecting in the downtown.
- The City has gateway and corridor image issues that can be addressed with design guidelines.





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