This report contains several appendices that were developed as separate tasks pursuant to a grant provided by the Florida Department of Economic Opportunity. Each appendix begins with a blue cover page similar to the report cover and each appendix has its own page numbering. The list below indicates the order of the appendices.

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Introduction

West Melbourne is a suburban city with few identifiable locations or physical features to separate the city from neighboring cities to the north and south. The City of West Melbourne City Council (our elected officials) and the City Manager (appointed) desire to promote the creation of a community core along Minton Road (Brevard County Road 509). City Council recognizes that staff needs assistance in determining the infrastructure and land use resources to apply to promote Minton Road as a community core. In 2008, city staff conducted an overall visioning workshop related to the comprehensive plan and in 2013-2015 we received Council’s direction to proceed in the Minton Road area. One of the City’s objectives in the City’s 2010 Visioning Element of the plan was to:

“Create a distinct community image by defining the city’s gateways, developing a unique community identity, and establishing a recognized character.” (Visioning Element - Objective 1: Community Identity and Image)

In 2012, the City started designing the city-owned park along Minton Road, called “West Melbourne Community Park”, to be partially used by two non-profit organizations called “Field of Dreams”, and “Promise in Brevard”. The City spent $1.2 million coupled with State of Florida park grants of up to $4 million to build a boundless park that is accessible to the special needs population with two non-profit organizations that have attracted national recognition. The City is now spending another couple million to complete the transformation of the park from suburban baseball fields to an active gathering area with a variety of public realm experiences (skatepark, boundless fields, amphitheater, and splash pad).

Several property owners, City Council and the non-profit agencies support creating a community core also known as a town center. This topic has been a subject of many public meetings since 2007. Since Minton Road contains larger parcels and fewer property owners than the existing community redevelopment area (comprised of smaller parcels, more property owners, more total acreage), and
there will be substantial public investment that may leverage national attention, the Minton Road corridor has the impetus for unfurling a small town center over time. The total area of the focus area along Minton Road in West Melbourne from Helen Street to the I-95 overpass is close to 400 acres. This is larger than the typical 20 acre (6 block) community core, but provides enough area to determine which intersection(s) would best serve the public for a downtown type of development.

Key traits of a community core area are to have a mixture of uses, a continuous streetscape (consistency in architecture, landscaping and street furniture), to increase pedestrian circulation, and to have access to primary regional corridors. Minton Road has access to primary regional corridors by linking to New Haven Avenue (US 192) and to Palm Bay Road (Brevard County Road 516), and is adjacent to City Hall, the Post Office, 3 public schools, a library, a mega-church, and a regional type of shopping center. Properties along Minton Road are not built out yet and provide some opportunities for partnership and incentives that would produce a more dense and intense concentration of development and mixed uses.

This report by the East Central Florida Regional Planning Council is a continuation of defining and describing a future town center, how to promote a town center and the physical components to foster an urban atmosphere. This work did not occur in a vacuum of planning professionals on computers and during 2016 to 2017, the public and major stakeholders and planning professionals engaged in public workshops to describe the framework of a city center along Minton Road (Brevard County Road 509). It is staff’s desire that in twenty years some features from this report and the American Planning Association report are visible in a built environment that is identified as West Melbourne’s town center.
Executive Summary

The Final Minton Road Town Center Mobility Plan is a compilation of tasks to address how the City of West Melbourne can develop an identifiable Town Center and gathering place for citizens to work, play and live. This grant has been funded by the Florida Department of Economic Opportunity and the work has been accomplished by the East Central Florida Regional Planning Council. The plan is comprised of;

1. Inventory and Analysis Report that provides an inventory and analysis of factors influencing bicycle and pedestrian mobility and interconnectivity in the Project Area.
2. Evaluation of Best Practices to shows examples and lessons learned from other communities that could be applied within the City to improve bicycle and pedestrian mobility and interconnectivity within and adjacent to the Project Area.
3. Stakeholders Recommendations Report is from workshops that obtained recommendations regarding potential actions that the City could undertake to address the bicycle and pedestrian mobility and interconnectivity issues and facility needs within and adjacent to the Project Area, including strategies to encourage privately-funded mixed use development.
5. Development of Strategies and Incentives & Develop a Banner to promote quality development within the West Melbourne Town Center.
6. Preparation of three (3) design concepts for identified site(s) for the town center.

Together, these chapters will help guide the City of West Melbourne in the establishment and promotion of a town center and gathering place that would act as a destination and be interconnected to the pedestrian and bicycling systems that currently exist. This would make walking and bicycling to the city center more comfortable and enticing.

The report advances the work done by the American Planning Association and is intended to specify actions that City can pursue. The design concepts are to scale and intended to illustrate the possibilities for West Melbourne. The marketing strategies have been successful in other cities in the country and the examples provide real world experiences. The visual preference survey was taken by over 600 participants, the vast majority of whom were West Melbourne residents and were incorporated into the design. The stakeholders meeting was attended by over 25 professionals, business owners and residents and their input were incorporated into the process.

Suggested Actions

The actions that the City of West Melbourne can take to address the bicycle and pedestrian mobility and interconnectivity issues and facility needs within and adjacent to the Project Area include:

1. Promotion or establishment of a town center or gathering place that would act as a destination for connectivity.
2. Providing shaded areas for bicycling and pedestrian activities to make the walk/ride more enticing.
3. Including bike and pedestrian facilities when considering fair share contributions from developers.
4. Allowing for a town center overlay area to facilitate the establishment of gathering places.
5. Including pedestrian and bicycle mobility in the public facility siting criteria
6. Redefine the transportation services element to include the provisions for safe transit, bicycle and pedestrian facilities.
7. Connecting complementary land uses with bicycle and pedestrian facilities.
8. Ensuring that any roadway expansions include biking and walking facilities.
9. Monitoring the locations for bicycle and pedestrian altercations and strategize to ameliorate problems.
10. Promoting the inclusion of bicycles when making transit related decisions.
11. Including complete street concepts in the planning and decision making process.
12. Including multi-modal considerations in the establishment of the town center area.
13. Suggesting reduced setbacks for buildings in the town center area so that buildings are located adjacent to the sidewalks with parking in the back of buildings or at the curb.
14. Allowing smaller turning radii for cars at corners to lower the turning speeds in some areas that experience high pedestrian activity.

Pedestrian and Bicycle Safety

Examples of enhanced bicycle and pedestrian street crossings that may be used to improve mobility and interconnectivity within the Project Area and to adjacent destinations are contained in the Inventory and Analysis Report and also shown below;

Traffic calming signage along with obstacles to slow traffic indicates to drivers that non-motorized modes are present.

These crosswalks provide a refuge for pedestrians. The angle ensures that pedestrians will see oncoming traffic.
Raised pedestrian crossings warn vehicles that people cross here and slow traffic down.

Bulb-outs shorten pedestrian crossing distances and provide a safer environment.

**Connections**
In order to promote the movement of bicyclists and pedestrians to the proposed town center areas, additional connections in the form or sidewalk additions or multi-use paths along existing canals were identified. Sidewalk additions and paths along existing canals are suggested to better interconnect neighborhoods with destinations. The Pedestrian & Bicycle Connections map below provides an overview, and more detailed information may be found within this report.
Appendix 1

Inventory and Analysis
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Corridor Inventory and Analysis

Purpose

The purpose of this study is to explore opportunities on Minton Road within the City of West Melbourne that would identify the best areas for a town center, investigate the appropriate mixture of land uses and to derive mobility options that would accommodate pedestrians, bicyclists and motorists. Minton Road, a Brevard County owned and maintained facility, functions primarily as a commuter roadway between the bedroom communities in the south (many of which are in the City of Palm Bay) to the employment centers to the north. The 45 mph (mph) speed limit is not conducive to pedestrian or bicycling activities.

West Melbourne did not originate as a traditional city, rather, it was incorporated from the City of Melbourne so that the citizens of the area west of Melbourne could decide for themselves how and when to grow. While this was an admirable action, it resulted in a city without a defined center or gathering place.

The City of West Melbourne consulted with the American Planning Association’s Community Planning Assistance Team to conduct a Minton Road Corridor Study, which was published on April 19, 2016. As a next step, the East Central Florida Regional Planning Council is working with the City of West Melbourne through a Florida Department of Economic Opportunity (DEO) grant to develop an inventory and analysis report, evaluate best practices that are applicable to the area, meet with stakeholders to obtain recommendations, evaluate area plans affecting bicycle and pedestrian mobility and to provide a Minton Road Town Center Mobility Plan.

Study Area Boundary

The Minton Road study area encompasses approximately 465 acres of land in the southcentral portion of the City of West Melbourne. The 2.5-mile corridor is bound by Henry Avenue to the north and Norfolk Parkway to the south. The majority of the parcels within the study area are located along Minton Road in between the aforementioned north and south termini. Interstate 95 bisects the study area near its southern terminus at Palm Bay Road, although there are no exit or entrance ramps from Minton Road to provide access to the interstate.

Cross streets access Minton Road approximately every 0.25 to 0.5 miles along the corridor, providing vehicular access to the many single-access-point neighborhoods surrounding the corridor. Major east-west connections include West New Haven Avenue (US 192), Eber Boulevard, Henry Avenue and Palm Bay Road. It should be noted that the schools within the study area were not included within the boundaries since they are likely to be redeveloped in the town center. However the students, teachers, staff and parents will be beneficiaries of the nearby town center atmosphere.
Figure 2: Minton Road Study Area Map

West Melbourne | Study Area Boundary

- Post Office
- Heritage Oaks
- Meadowlane
- Middle School
- Calvary Chapel
- Carriage Gate
- Hield Road
- Norfolk Pkwy.
- Eber Boulevard
- Pine Lake
- Stratford Pointe
- Heritage Oaks Blvd.
- Henry Avenue
- Milwaukee Ave.
- Fell Road
- flanagan Avenue
- I-95
- Hollywood Boulevard
- Minton Road

Inventory and Analysis
Zoning & Future Land Use

Zoning and future land use (FLU) provides the guiding principles for what types of development are allowed and how the corridor can be designed and grow into a town center oriented corridor. Current zoning and FLU may allow for some desired uses, however, barriers to redevelopment to create the desired intensity, land uses and pedestrian oriented environment may exist in the current regulations and in the expectations of citizens. This section focuses on the current conditions and allowances within the corridor. A deeper investigation into barriers and recommendations for a town center and pedestrian oriented corridor is addressed in Section 3 of this plan. Portions of the corridor are influenced by county designations, and this, too, will influence outcomes.

Pictured: Wingate Boulevard connects Minton Road to areas with Single Family zoning classifications

Pictured: A vacant tract of land to the north of Interstate-95 is zoned for Low Density Development
Zoning

The corridor is situated in a largely residential area of the city. However, the study area itself has a large amount of property zoned for commercial as well as two-multi-family (R-2) residential. The R-2 zone allows for residential densities up to 10 dwelling units per acre, which could accommodate traditional neighborhood development (TND) when utilized in unison with commercial (C-1 and C-P) zones. These classifications could potentially set this planning district apart from the largely suburban context in which it is located.

While the study area could be developed in a TND-friendly fashion based on zoning classifications, no mixed-use zoning is designated in the area and several potentially restrictive residential zoning designations are present. Specifically, the R-1A, R-A, AU and GU zones do not allow residential development at levels conducive to traditional neighborhood development, as they restrict intensity. Of the four noted classifications, three do not allow residential development in excess of one dwelling unit per acre. The fourth, R-1A, allows development at 5 dwelling units per acre, which is generally the minimum for TND projects.

This section of the report analyzes the study area in terms of the zoning designations present and details those designations in terms of height restrictions, lot size and setback requirements, as well as other measurable characteristics. Three parcels within the corridor study area are not located within the city proper and are therefore given county zoning codes. Both city and county zoning codes are analyzed in this portion of the study.

The table below depicts the number of parcels and total acreage covered by each of the nine zoning designations present within the study area. Maximum densities in dwelling units per acre is also provided for all residential zoning classifications.

<table>
<thead>
<tr>
<th>Zoning Classification</th>
<th>Number of Parcels</th>
<th>Total Acreage</th>
<th>% Total Land</th>
<th>Max Density (du/acre)</th>
</tr>
</thead>
<tbody>
<tr>
<td>City - C-1 - Low Dens. Commercial</td>
<td>24</td>
<td>87.7</td>
<td>23.3%</td>
<td>N/A</td>
</tr>
<tr>
<td>City - C-P - Parkway Commercial</td>
<td>3</td>
<td>24.8</td>
<td>6.6%</td>
<td>15</td>
</tr>
<tr>
<td>City - P-1 - Institutional</td>
<td>9</td>
<td>65.1</td>
<td>17.3%</td>
<td>N/A</td>
</tr>
<tr>
<td>City - R-1A - Single Fam. Residential</td>
<td>2</td>
<td>18.4</td>
<td>4.9%</td>
<td>5</td>
</tr>
<tr>
<td>City - R-2 - One-Two-Multi Family</td>
<td>13</td>
<td>151.8</td>
<td>40.3%</td>
<td>10</td>
</tr>
<tr>
<td>City - R-A - Residential Agriculture</td>
<td>1</td>
<td>2.1</td>
<td>0.6%</td>
<td>1</td>
</tr>
<tr>
<td>County - Agricultural-Residential</td>
<td>10</td>
<td>11.9</td>
<td>3.2%</td>
<td>0.484</td>
</tr>
<tr>
<td>County - General Use</td>
<td>2</td>
<td>14.1</td>
<td>3.7%</td>
<td>0.2</td>
</tr>
<tr>
<td>County - Residential Use</td>
<td>1</td>
<td>1.3</td>
<td>0.3%</td>
<td>6.6</td>
</tr>
</tbody>
</table>

Note: A Traditional Neighborhood Development, or TND, also known as a village-style development, includes a variety of housing types, a mixture of land uses, an active center, a walkable design and often a transit option within a compact neighborhood scale area. TNDs can be developed either as infill in an existing developed area or as a new large scale project. To qualify as a TND, a project should include a range of housing types, a network of well-connected streets and blocks and a variety of public spaces, and should have amenities such as stores, schools and places of worship within walking distance of residences. The TND concept applies only at the scale of the neighborhood or town, and should not be confused with New Urbanism, which encompasses all scales of planning and development, from the individual building to an entire region. TND projects incorporate many different architectural styles and are not exclusively traditional in aesthetic.

TND zoning cannot cure sprawl unless it is the only development option. TND is a complex undertaking and most developers would choose the more familiar, less risky sprawl model. Issues for sustainability officers charged with implementing TND zoning changes include the scope of implementation, potential conflicts with existing regulations and complexity of enforcement. Generally, TND regulations are complex and best implemented in a holistic manner with complementary development regulations being adopted simultaneously to prevent conflicts. Finally, building and planning offices charged with enforcing such regulations will need staff familiar with the complex issues of TND regulations, who can distinguish creative nuances from problematic departures from the principles of TND regulations. (National League of Cities Sustainable Cities Institute)
Figure 3: Zoning Classification Map

West Melbourne | Zoning Classifications

Map Legend
- C-1 Low Density Commercial
- C1-A Offices and Services
- C2 General Commercial
- CP Commercial Parkway
- IB Integrated Business
- M-1 Light Industrial-Warehouse
- M-2 General Industrial
- P-1 Institutional
- R-1A Single Family Res.
- R-1AA Single Family Res.
- R-1AAA Single Family Res.
- R-1B Single Family Res.
- R-2 One-Two and Multi Family
- R-3 Multiple Family Dwelling
- R-A Residential Agriculture
- Residential Large Scale
- TR-1 Mobile Home P.D.
- TRC-1 S. Fam. Mob Home Co-op
- Outside of West Melbourne
- AU Agricultural Residential (County)
- GU General Usage (County)
- Study Area Boundary

Source(s): Brevard County and West Melbourne (Zoning); ECFRPC (Right of Way); H.U.D (Study Area)
Future Land Use

Land use describes how a property is utilized. Future land uses in West Melbourne focus on the City’s vision for development (and redevelopment) in five-year, ten-year, and the long term and are based upon the goals and objectives developed through the Horizons 2030 Comprehensive Plan. The Future Land Uses present within the study area generally follow the underlying zoning classification on a parcel-by-parcel basis with a few exceptions. Medium Density Residential future land uses account for a large portion of the undeveloped land on site. This land use – in addition to commercial land uses – account for approximately 75% of the land in the study area. Recreational and institutional uses are present in the central portion of the study area and account for a combined 17.3% of the land on site.

Approximately 138.5 acres of land within the study area are classified with a commercial future land use, representing 50% of the site. As discussed on the following pages, there is high compatibility among the commercial future land use designations and zoning classifications on site, which is a good indicator from a commercial development perspective, as this will provide a good mixture for land uses conducive to a town center.

Table 2: Future Land Use Classification in Relation to Study Area

<table>
<thead>
<tr>
<th>Future Land Use Classification</th>
<th>Number of Parcels</th>
<th>% of Parcels</th>
<th>Total Acreage</th>
<th>% Total Land</th>
</tr>
</thead>
<tbody>
<tr>
<td>City - Commercial</td>
<td>29</td>
<td>41.4%</td>
<td>122.5</td>
<td>32.5%</td>
</tr>
<tr>
<td>City - Institutional</td>
<td>8</td>
<td>11.4%</td>
<td>47.0</td>
<td>12.5%</td>
</tr>
<tr>
<td>City - Low Density Residential</td>
<td>2</td>
<td>2.9%</td>
<td>18.4</td>
<td>4.9%</td>
</tr>
<tr>
<td>City - Medium Density Residential</td>
<td>17</td>
<td>24.3%</td>
<td>143.8</td>
<td>38.1%</td>
</tr>
<tr>
<td>City - Recreational/Conservation</td>
<td>1</td>
<td>1.4%</td>
<td>18.1</td>
<td>4.8%</td>
</tr>
<tr>
<td>County - Commercial</td>
<td>6</td>
<td>8.6%</td>
<td>16.0</td>
<td>4.2%</td>
</tr>
<tr>
<td>County - Low Density Residential</td>
<td>7</td>
<td>10.0%</td>
<td>11.3</td>
<td>3.0%</td>
</tr>
<tr>
<td><strong>ALL COMMERCIAL</strong></td>
<td><strong>35</strong></td>
<td><strong>50.0%</strong></td>
<td><strong>138.5</strong></td>
<td><strong>36.7%</strong></td>
</tr>
<tr>
<td><strong>ALL LOW DENSITY RESIDENTIAL</strong></td>
<td><strong>9</strong></td>
<td><strong>12.9%</strong></td>
<td><strong>29.7</strong></td>
<td><strong>7.9%</strong></td>
</tr>
<tr>
<td><strong>ALL MED. DENSITY RESIDENTIAL</strong></td>
<td><strong>17</strong></td>
<td><strong>24.3%</strong></td>
<td><strong>143.8</strong></td>
<td><strong>38.1%</strong></td>
</tr>
<tr>
<td><strong>ALL INSTITUTIONAL</strong></td>
<td><strong>8</strong></td>
<td><strong>11.4%</strong></td>
<td><strong>47.0</strong></td>
<td><strong>12.5%</strong></td>
</tr>
<tr>
<td><strong>ALL RECREATION/CONSERVATION</strong></td>
<td><strong>1</strong></td>
<td><strong>1.4%</strong></td>
<td><strong>18.1</strong></td>
<td><strong>4.8%</strong></td>
</tr>
</tbody>
</table>

Source(s): Brevard County and West Melbourne (FLU); Brevard County (Parcels)
Note: Acreage figures do not include right of way within the study area

Future Land Use is an indicator of the long-term use of a parcel, and the compatibility of future land use designations and zoning classifications on a parcel-by-parcel basis is a vital factor in unifying short and long-range planning efforts. Within the study area, most the commercial and institutional parcels (thus a majority of the total land area) are zoned compatibly with the future land use designations that are present. This, however, is not the case for several residential tracts of land.

As discussed previously, the densities required for three of the five residential zoning designations present in the study area are incompatible with the residential future land use classification in those locations. The maps and analysis on the following pages of this section of the report detail the overall compatibility of the study area by defining and comparing the current future land uses and zoning designations. The maps on the following two pages depict all land uses present and the analysis is concluded by examining compatibility on a land use-by-land use basis. Because the current and future land uses are relatively compatible, this will facilitate the development process. Changes to land uses can often be drawn out and controversial, resulting in costly delays to the development community.
Figure 4: Future Land Use Classification Map

West Melbourne | Future Land Use Classifications

Map Legend
- Commercial
- Conservation/Recreation
- Integrated Business
- Industrial
- Institutional
- Low Density Residential
- Med. Density Residential
- Med-Hi Den. Residential
- Parkway Interchange
- High Density Residential
- Outside of City (all below)
- Low Density Residential
- Commercial
- Recreation
- Conservation
- Office
- Study Area
- Boundary

Source(s): Brevard County and West Melbourne (Future Land Use); ECFRPC (Right of Way); H.U.D (Study Area)
Overview
All but two of the parcels within the study area with a commercial zoning classification are located within the City of West Melbourne. The City designates these parcels with the C-1 Low Density Commercial and C-P Parkway Commercial zoning classifications. These classifications allow many of the same uses, such as retail, personal services, offices, hotels and restaurants. Commercial zoning encompasses a large tract of the central portion of the site (to the south of three large recreation and institutional parcels) as well as properties at the northern terminus of the site.

C-1 – Low Density Commercial (City) - Municode Link
Minimum Lot: 4,000 sqft | Min. Lots: 40’ x 100’ | Max Height: 40’ | Max Bldg. Coverage: 40%
Min. Front: 20’ | Min. Back: 15’ (10’ Alley) | Min. Side: 7.5’ (20’ corner) | Min. Floor Area: 300 sqft
Includes: Retail, services, offices, clinics, hotels, restaurants, trade schools, banks, parking, utilities

C-P – Parkway Commercial (City) - Municode Link
Min. Lot: 22,500 sqft | Min. Lots: 125’ x 125’ | Max Height: 40’ | Max Bldg. Coverage: 25%
If >2 Acres: Min. Front: 50’ | Min. Back: 30’ | Min. Side: 25’ (interior) or 40’ (corner) | Floor: 300’
If <2 Acres: Min. Front: 25’ | Min. Back: 15’ | Min. Side 7.5’ (interior) or 20’ (corner) | Floor 300’
Includes: Retail, services, offices, hotels, restaurants, bars, commercial recreation, studios, nurseries, clubs and lodges, equipment/car sales, R-3 residential development, utilities

GU – General Use (County) - Municode Link
Max Density: 0.2 du/acre | Min. Lots: 300’ x 300’ | Max Height: 35’ | Agricultural Uses Allowed

**Includes “unimproved lands for which there is no definite current proposal for development” (Ordinance 62.1331). This land use is included in this map because there are unimproved GU parcels within the study area that could potentially foster commercial development if rezoned. GU is also included in the residential map on the following page due to its restrictions**

Overview
The commercial future land use classifications that are within the study area are defined below. This portion of the land use analysis delves into the compatibility between the current zoning of these parcels to their prescribed future land use.

City Commercial
Overview: This commercial classification includes all retail, office, professional, service, and hotel/motel lodging activities. This future land use classification is inclusive of C-1 and C-P development with the exception of the residential uses allowed in C-P zones. FAR up to 0.50 is allowed.
Compatibility: One parcel with this land use classification in the southern portion of the study area is zoned R-2, which is not compatible with commercial development, however, portions are already approved to be developed with an apartment complex. The second incompatible parcel with this future land use classification is located near the northern end of the study area and is zoned R-A (Residential Agriculture) by the City.

County Neighborhood Commercial
Overview: This future land use includes retail, office, services and other commercial activities. FAR up to 0.75 is allowed.
Compatibility: The parcel zoned commercial in the northern portion of the study area (orange in map) has an Agricultural Residential (AG) zoning use, which is not compatible with the commercial future land use. The southern commercial parcel has a General Use (GU) zone, which is not directly compatible. The GU zone is common in Brevard County for undeveloped parcels but a future land use change would be required for commercial development in this location.
Zoning and Future Land Use | Residential

Overview
The residential zoning classifications in the study area allow for diverse residential development. The lower-intensity residential uses do not allow development in excess of one dwelling unit per acre, which is not conducive to a walkable environment. The three remaining residential land uses allow development at 5, 6.6 and 10 dwelling units per acre. The R-2 classification can feature multiple types of residential development and allows densities up to 10 units per acre, which could support local businesses and create an ‘urban feel’.

R-1A – Single Family Residential (City) - Municode Link
Max Density: 5 du/acre | Min. Lots: 75’ x 100’ | Max Height: 35’ | Max Bldg. Coverage: 40%  

R-A – Residential Agriculture (City) - Municode Link
Max Density: 1 du/acre | Min. Lots: 150’ x 200’ | Max Height: 35’ | Max Bldg. Coverage: 25%
Perimeter Hedge Required | Agricultural Uses Permitted | Switching Stations Permitted

R-2 – One-Two-Multi Family (City) - Municode Link
Max Density: 10 du/acre | Min. Lots: Variable | Max Height: 40’ | Max Bldg. Coverage: 45%
Min. Front/Back/Side Yard: By Bldg. Type | Min Living Area: By Type (varies 450 to 800 sqft)
Single Family Permitted | Two-Family Dwellings Permitted | Multi-Family Dwellings Permitted

RU-1-9 - Single Family Residential Uses (County) - Municode Link
Max Density: 6.6 du/acre | Min. Lots: 66’ x 100’ | Max Height: 35’ | Max Front: 20’ (15’ with Alley)

AU – Agricultural Residential Use (County) - Municode Link
Max Density: 0.484 du/acre | Min. Lots: 300’ x 300’ | Max Height: 35’ | Agricultural Uses Allowed

GU – General Use (County) - Municode Link
Max Density: 0.2 du/acre | Min. Lots: 300’ x 300’ | Max Height: 35’ | Agricultural Uses Allowed
Min. Front: 25’ | Min. Back: 20’ | Min Side: 15’ (25’ corner if key lot) | Min Living Area: 750 sqft

Overview
The residential future land use classifications that are present within the study area are defined below. This portion of the land use analysis delves into the compatibility between the current zoning of these parcels to their prescribed future land use.

Low Density Residential (City)
Overview: This future land use classification allows single family residential units that can be developed up to 5 dwelling units per acre
Compatibility: Compatibility: Compatible with above, perhaps increase density.

Medium Density Residential (City)
Overview: This future land use classification allows single and multi-family residential units that can be developed up to 10 dwelling units per acre.
Compatibility: This future land use is completely compatible with the R-2 zone. All but one parcel in the study area with the R-2 zoning designation also have the Medium Density Residential FLU designation.

Low Density Residential 4 (County)
Overview: Residential 4 allows single family residential units that can be developed up to 4 dwelling units per acre. Development up to 5 dwelling units per acre is permitted in Redevelopment Districts and Planned Developments.
Compatibility: Both parcels with this FLU classification are zoned for residential uses. However, the densities required on these parcels by their zoning designation do not match the density requirement for this FLU.
Overview
The institutional zoning and future land use classifications present within the study area are completely consistent for all parcels.

The P-1 Institutional District zoning designation allows for a wide range of public and institutional uses, most importantly allowing for recreational areas. The maximum density allowed is 15 dwelling units/acre.

While many jurisdictions separate these classifications, the inclusion of recreation allows for a higher degree of development and planning freedom within the corridor.

Thus, the future land uses of institutional parcels within the corridor provide a more in-depth classification in terms of uses allowed on a parcel by parcel basis. The Conservation/Recreation and Institutional future land use classifications are further defined alongside the map on bottom left of this page.

P-1 – Institutional District

Overview
The public, institutional and recreational future land use classifications that are present within the study area are defined below. This portion of the land use analysis delves into the compatibility between the current zoning of these parcels to their prescribed future land use.

Conservation/Recreation

Overview: This land use is compatible with the P-1 zoning designation and includes uses that serve the public with recreational amenities. The conservation portion of this land use allows passive parks to be designated within lands deemed to be non-developable.

Compatibility: The conservation/recreation future land use classification is compatible with the P-1 Institutional zone. There are no parcels within the study area with inconsistent land use classifications.

Institutional

Overview: Institutional future land use includes public uses such as community housing, churches, civic areas, natural resource areas, government operation buildings and infrastructure facilities. Maximum densities allow development up to 15 dwelling units per acre and a FAR up to 0.60.

Compatibility: The Institutional future land use classification is compatible with the P-1 Institutional zone. There are no parcels within the study area with inconsistent land use classifications.
Traffic Origins and Destinations

The Minton Road corridor offers several existing amenities that lend themselves to provide opportunities for continued efforts to grow the corridor into a Town Center and a destination unto itself. Single family subdivisions dominate the landscape within a 1 mile buffer east and west of Minton Road creating ample origins for the Town Center within walking and biking distance. Additionally, some existing amenities could be considered both origins and destinations, as the goal is to draw patrons utilizing a destination (i.e. schools, library) into the town center and to other destinations.

Commercial
The anchors identified by the American Planning Organization (APA) report include the US 192 corridor to the north and Hammock Landing to the south. These two commercial areas tend to bring people within the vicinity of the corridor. Amenities within the corridor include some limited commercial such as restaurants (Papa John’s Pizza, Indique Fine Indian Cuisine), two gas stations, and other community assets such as the Post Office and the Mustard Seed Kidz.

Schools and Library
Schools have been a traditional gathering place and the center of a community. With the Meadowlane Primary and Intermediate Schools located with Central Middle School, as well as the Calvary Chapel Academy, Minton Road truly has a community anchor for its town center. The schools serve as destinations not only during school hours but also for school events occurring after hours and on weekends.

Providing easy walking access along the corridor to the schools and other destinations would be vital for patrons to park once and access new and existing destinations within walking distance from the school complex and library located just to the south. The W.M. Elementary School for Science is located just outside the study area boundary. To a lesser extent, it also is a destination for the corridor as well as an origin for bringing people from the school into the town center.


*Parks and Recreation*

Recreation opportunities are key destinations along Minton Road, helping to create the idea of an active town center. To the north is Bryant Adams Park and the Veteran’s Memorial Center, just outside the northern boundary of the corridor, adjacent to West Melbourne Elementary School for Science.

The new Space Coast Field of Dreams Park, located on Fell Road on a five-acre multi-sport park with various amenities including an amphitheater and recreational activities, provides a prime location for community gathering, especially due to its proximity to the educational complex, library and church located across the street. Space Coat Field of Dreams is part of a larger partnership that creates the West Melbourne Community Park. The West Melbourne Community Park is a multi-purpose park which combines the Field of Dreams and the City’s park features and Promise in Brevard Café under construction in 2017. The City bought the park from Brevard County in 2011, after the County built the new 134-acre Max Rodes Park, which replaced the County’s old Max Rodes Park on Minton Road. The City conducted a workshop in 2011 with area residents and prepared the park master plan which includes a splash pad, skatepark, covered performance area and an open-air performance area. This park should be considered a key anchor for the corridor and town center.

The County’s Max K. Rodes Community Center located on Flanagan Avenue enhances this key anchor area with the extensive amenities offered in the 134-acre park, including 17 fields, basketball courts, concession buildings, playgrounds, pavilions, pedways, boardwalks, nature areas, a fishing pier and community center.

The Palm Gardens Golf Course is currently being converted to a residential development for single family units and townhouses by a local developer.

*Space Coast Field of Dreams is an all accessible sports complex and playground for children and adults that encourages recreational experience for all abilities.*

*Source: West Melbourne and Space Coast Field of Dreams.*
Figure 5: West Melbourne Community Park Master Plan

In the diagram:
- **Legend**:
  - Activity Building (6,500 SF approx.)
  - Water Activity Plaza (2,500 SF)
  - Seating Deck
  - Feature Pond (1.6 acres)
  - Open Performance Lawn (2.6 acres)
  - Skatepark, Shovel Plaza (13,100 SF)
  - Skatepark, Wet Area (7,800 SF)
  - Skatepark, Beginner’s Plaza (2,600 SF)
  - Skatepark Tunnel Connection
  - Skatepark Viewing Area
  - Skatepark Bridge Arches
  - Pedestrian Promenade
  - Covered Performance / Seating Area
  - Cafe Seating Area
  - Potomac Pedestrian Bridge Landing Area
  - Life-size Checkered Board Plaza
  - South Entry Sign Plaza
  - South Vehicular Entry
  - North Vehicular Entry
  - Central Parking Lot
    - 28 Standard Spaces
    - 5 Accessible Spaces
  - Arrival Court
  - South Boulevard Parking
    - 100 Standard Spaces
  - Picnic Shelter
  - Picnic Overlooks
  - Connection to Public R.O.W. Sidewalk
  - Covered Seating Area
  - 10’ Wide Pathway [Typical]
  - Memorial Walk
  - Stormwater Pond (0.9 acres)
  - Existing Maintenance Building
  - Maintenance Area (6.5 acres)
  - Maintenance Buffer
  - Landscape Buffer
  - Existing Vegetation

- **Field of Dreams Legend**:
  - Concession Building (2,500 SF approx.)
  - Shaded Universal Destination Playground (9,000 SF)
  - Shaded Baseball Field (120’ x 100’)
  - Shaded Soccer Field (100’ x 100’)
  - Shaded Basketball Court (60’ x 30’)
  - 3-Hole Putt-Putt with Decorative Shade Structures
  - Shaded Plaza Space
    - Play Surface
    - Ceremony Space
    - Performance Space
  - Water Cannon Deck
  - Walk of Fame
  - Shaded Plastic Shelter
  - North Entry Sign Plaza
  - Main Entry Gateway
  - Covered Pick-up / Drop-off
  - North Parking Lot
    - 50 Accessible Spaces
  - North Boulevard Parking
    - 20 Accessible Spaces
  - South Entry Gateway
  - West Entry Gateway
  - East Entry Gateway
  - Playground Entry
  - Shaded Walk with Seating
  - Flag Poles
  - Perimeter Fence (Typical)
  - Storage Building
  - Dumpster Enclosure

- **Parking Summary**:
  - Field of Dreams Accessible Parking = 78 Spaces
  - WMCP Standard Accessible Parking = 133 Spaces
  - Total Parking Capacity = 211 Spaces
Figure 6: Origins and Destinations
Bike-Ped Crashes

From January 2009 to July 2016, bicycle and pedestrian-involved automobile accidents have occurred along Minton Road, Eber Boulevard, and in residential roadways that directly connect to the study area. While no fatalities have occurred during this time frame in the study area, two separate incidents near the study area have resulted in fatalities. One fatal accident occurred along West New Haven Avenue near the intersection of Minton Road; the second occurred less than one-half mile to the south of the study area on Emerson Drive NW.

Over a six-and-a-half-year period, twelve incidents involving bicyclists and pedestrians have been recorded along Minton Road. Of these crashes, nine (75%) have occurred at intersections while three (25%) have occurred at mid-block crossing points.

Three of the five intersections where these incidents have occurred have seen multiple collisions. Heritage Oaks Boulevard has had three bicycle-pedestrian crash incidents, followed by Henry Avenue and Norfolk Parkway with two. These roadways were identified by the APA Community Assistance Planning Team as priority intersections needing facility improvements. Sunset Road has had one bicycle-pedestrian crash incident, as well as Palm Bay Road. One mid-block crash occurred less than 200 feet north of the Palm Bay Road intersection.

Apart from Palm Bay Road and West New Haven Avenue, the remaining four bicycle and pedestrian-involved crashes in the immediate vicinity of the study area occurred to the east along Wingate Boulevard (2), Brookshire Circle (1) and Eber Boulevard (1). These incidents would indicate where additional mitigation efforts should be reviewed due to the pedestrian activity in those areas.

As shown in the table below, of the 12 bicycle and pedestrian-involved crashes within the study area, seven of the incidents involved bicyclists and five involved pedestrians. Six of the crashes occurred during the day, while the remaining six occurred at night with street lights present, as Minton Road has lights along the corridor.

Table 3: Bike-Ped Crashes Involving an Automobile (January 2009 – July 2016)

<table>
<thead>
<tr>
<th>Crash Type</th>
<th>Fatalities</th>
<th>Distracted Driver</th>
<th>Day/Lighting</th>
<th>Weather</th>
<th>Crash Date</th>
<th>Traveling Street</th>
<th>Cross Street</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pedestrian</td>
<td>0</td>
<td>No</td>
<td>Dark-Lighted</td>
<td>Cloudy</td>
<td>11/3/2010</td>
<td>Minton Road</td>
<td>Mid-Block</td>
</tr>
<tr>
<td>Bicycle</td>
<td>0</td>
<td>No</td>
<td>Daylight</td>
<td>Cloudy</td>
<td>11/29/2010</td>
<td>Minton Road</td>
<td>Henry Avenue</td>
</tr>
<tr>
<td>Bicycle</td>
<td>0</td>
<td>No</td>
<td>Dark-Lighted</td>
<td>Clear</td>
<td>2/21/2011</td>
<td>Minton Road</td>
<td>Henry Avenue</td>
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<tr>
<td>Pedestrian</td>
<td>0</td>
<td>No</td>
<td>Daylight</td>
<td>Clear</td>
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<td>Minton Road</td>
<td>Mid-Block</td>
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<tr>
<td>Bicycle</td>
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<td>Dark-Lighted</td>
<td>Clear</td>
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<td>Minton Road</td>
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<tr>
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<td>0</td>
<td>No</td>
<td>Dark-Lighted</td>
<td>Cloudy</td>
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<td>Minton Road</td>
<td>Palm Bay Rd. NE</td>
</tr>
<tr>
<td>Bicycle</td>
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<td>No</td>
<td>Daylight</td>
<td>Cloudy</td>
<td>9/19/2014</td>
<td>Minton Road</td>
<td>Palm Bay Rd. NE</td>
</tr>
<tr>
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<td>0</td>
<td>No</td>
<td>Daylight</td>
<td>Clear</td>
<td>10/2/2014</td>
<td>Minton Road</td>
<td>Norfolk Parkway</td>
</tr>
<tr>
<td>Bicycle</td>
<td>0</td>
<td>No</td>
<td>Dark-Lighted</td>
<td>Clear</td>
<td>10/6/2014</td>
<td>Minton Road</td>
<td>Milwaukee Ave.</td>
</tr>
<tr>
<td>Pedestrian</td>
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<td>Yes</td>
<td>Daylight</td>
<td>Clear</td>
<td>1/27/2015</td>
<td>Minton Road</td>
<td>Norfolk Parkway</td>
</tr>
<tr>
<td>Pedestrian</td>
<td>0</td>
<td>No</td>
<td>Daylight</td>
<td>Cloudy</td>
<td>8/28/2015</td>
<td>Minton Road</td>
<td>Milwaukee Ave.</td>
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<tr>
<td>Pedestrian</td>
<td>0</td>
<td>No</td>
<td>Dark-Lighted</td>
<td>Rain</td>
<td>1/27/2016</td>
<td>Minton Road</td>
<td>Milwaukee Ave.</td>
</tr>
</tbody>
</table>

Source: Signal 4 Analytics
Figure 7: Bike Ped Crash Location Map (2009-2016)

West Melbourne | Bike-Ped. Crash Locations (2009-2016)

Legend
- Green dots: Non-Fatal Crash Locations
- Red dots: Fatal Crash Locations
- Study Area Boundary

Source(s): Signal Four Analytics (Crash Locations); ESRI (Basemap); H.U.D (Study Area)
Transportation Facility Analysis

Minton Road is classified as an urban primary arterial, as is US 192 at the northern boundary of the study area and Palm Bay Road at the southern boundary of the study area. Classified east-west roadways intersecting with Minton Road include Henry Avenue, Wingate Boulevard (which continues as Fell Road to the west of Minton Road), Eber Road and Norfolk Parkway, which are all major urban collector facilities. Other unclassified intersecting facilities include Flanagan Avenue and Milwaukee Avenue/Heritage Oaks Boulevard.

To optimize connectivity to and throughout the corridor, adequate pedestrian and bicycle connections must be convenient, safe and comfortable. Currently, although sidewalks exist along both sides of Minton Road, pedestrian connections to the corridor are disjointed and exist in a haphazard fashion. Subdivision approvals prior to the 2000’s did not always require sidewalk construction and consequently, many older residential areas are without sidewalks, inducing residents to make trips via automobile.

Where subdivisions do have sidewalks, connections from these communities to Minton Road area are not consistent. Bicycle facilities are found along Minton Road in the form of occasional marked bicycle lanes, sidewalks and paved shoulders. However, the changing nature of the roadway limits the consistency of these features along the corridor, and even though Brevard County recently resurfaced Minton Road, they mostly just re-stripped the previous lines.

As noted above, sidewalks are not continuous throughout or adjacent to the study area and a safe and comfortable network of walkways will make visiting a new town center much more inviting. While it is not feasible to add sidewalks everywhere due to cost and right of way constraints, the addition of strategically located sidewalks and trails will greatly enhance the likelihood of walking to the town center. Ultimately, major sidewalk gaps to connect residential areas to the corridor should be addressed primarily along the east-west roadways identified as high visibility crossings in this report. Those roadways include Eber Boulevard, Flanagan Avenue, Fell Road, Milwaukee Avenue, Heritage Oaks Boulevard, Henry Avenue and Palm Bay Road.

These roadways provide east-west crossings at seven locations along the 2.5-mile-long stretch of Minton Road that is being studied. Infrastructure improvements along these roadways and at their respective intersections with Minton Road could provide increased connectivity from surrounding residential areas. These types of connections could, in turn, make increased commercial development more viable in the long term.

In addition to connectivity, having planned crossings at busy intersections is also necessary for safety purposes. Crossing Minton Road, a primary arterial roadway with four through-lanes, occasional turn lanes and a 45-mph speed limit, is currently a challenge. There are few traffic signals to stop cars and drivers rarely slow down at crosswalks to accommodate pedestrians or bicyclists. Driver adherence to crosswalk laws in the area is low.

Trails are also important for roadway safety and accessibility. The southern part of the corridor is crossed by a 10-foot wide sidewalk that traverses the north side of Palm Bay Road to its eastern terminus at Turkey Creek, an inlet of the Indian River Lagoon. In addition, the St Johns River Eco-Heritage Trail is located about 5 miles west of Minton Road, and could be included in wayfinding strategies. If a trail is co-located along a canal within the study area (which would not be considered one of the high visibility crossings identified by the APA Community Assistance Planning Team) then additional resources would need to be placed in that area to accommodate for bicyclists and pedestrians.
Other options to enhance connectivity along the Minton Road corridor are the use of other public rights of way, including utility easements and public agency properties. The corridor is served by six canals (in three crossing locations) operated by the Melbourne-Tillman Water Control District (MTWCD). The east-west canals include Canals 65, 72, 71, 70, 62 and 84. The only north-south canal is 69, which traverses the east side of Minton Road from Palm Bay Road to Flanagan Avenue. It is conceivable canals can serve as an amenity to the trails and sidewalks if landscaping and safety issues can be successfully addressed and sufficient assurance is provided to the MTWCD of insurance liability and sufficient law enforcement resources are provided. There is also an easement for electrical utilities south of I-95 to the west of Minton Road. The co-location of multi-use trails within or adjacent to these easements should be investigated to allow for pedestrian connections as well as the potential to incorporate the Minton Road Town Center into the fabric of the Brevard County Trail system, thus creating a destination for those utilizing the trail.

Transportation Features – Panel Maps
The maps on the following three pages depict critical layers of transportation data that analyze Minton Road and all seven primary crossing streets within the study area. The maps depict geographic data detailing the speed limits, annual average daily traffic counts, lanes counts and median types present along the aforementioned roadways.

Figure 8: Transportation Features Panel Maps

<table>
<thead>
<tr>
<th>SPEED LIMITS</th>
<th>ANNUAL DAILY TRAFFIC</th>
</tr>
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<tbody>
<tr>
<td>HENRY AVE</td>
<td></td>
</tr>
<tr>
<td>MILWAUKEE AVE</td>
<td></td>
</tr>
<tr>
<td>HERITAGE OAKS BV</td>
<td></td>
</tr>
<tr>
<td>FELL ROAD</td>
<td></td>
</tr>
<tr>
<td>WINGATE BLVD</td>
<td></td>
</tr>
<tr>
<td>FLANAGAN AVE</td>
<td></td>
</tr>
<tr>
<td>EBER BLVD</td>
<td></td>
</tr>
<tr>
<td>NORFOLK PKWY</td>
<td></td>
</tr>
<tr>
<td>PALM BAY RD</td>
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</table>

<table>
<thead>
<tr>
<th>Speed Limits</th>
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<tr>
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</tr>
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<td>30 MPH</td>
</tr>
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<table>
<thead>
<tr>
<th>AADT</th>
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<tbody>
<tr>
<td>&lt; 5000</td>
</tr>
<tr>
<td>5001-10000</td>
</tr>
<tr>
<td>10001-20000</td>
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<tr>
<td>20001-30000</td>
</tr>
<tr>
<td>&gt; 30,000</td>
</tr>
</tbody>
</table>
Total Through and Turn Lanes - Analysis

The map above depicts the total number of lanes along Minton Road as well as the seven intersecting east-west roadways identified previously. Minton Road has several different conditions throughout the corridor, as turn lanes are placed at all seven major intersections and the number of lanes vary. Most the crossing roadways have two lanes, including all roadways branching off the west side of the study area. This is not the case for roads branching off the east side.

Minton Road has four consistent through-lanes traversing the entire corridor, which in unison with a grass median could provide mid-block crossing opportunities. However, areas that contain five or more lanes, including turn lanes, along Minton Road should be carefully examined before placing this infrastructure, as four-lane segments are present in between each identified intersection.

Width (All Lanes + Medians) - Analysis

This map depicts the total width of all travel lanes on a roadway, outside edge to outside edge not including median widths. Minton Road has maximum width in areas with six lanes (see map on left), reaching approximately 72 feet not including medians. As discussed on the following page, continuous medians throughout the corridor reduce exposure for pedestrians, mitigating some of the risk posed to pedestrians in areas with five or six lanes.

Approximately 30,000 vehicles use Minton Road daily and the road has a 45-mph speed limit throughout much of the corridor. These factors in combination with wide pavement surfaces can correlate with higher bike-ped crash frequencies than on average. Reducing lane widths to 10.5 feet per travel lane is a good strategy to minimize the crossing distance.
Median Coverage - Analysis

There are several grass and paved medians that allow for pedestrian refuge throughout the study area. Minton Road has medians along its entire north-south stretch which alternate between grass and paved concrete. This provides the potential for mid-block crossing locations in areas where east-west intersections are sparse, as medians provide pedestrians with refuge areas. The Milwaukee Avenue and Fell Road intersections are more than one-half of a mile apart, for example, and grass medians already constructed in these locations could be converted into refuge areas for a mid-block crossing along with traffic calming elements to let drivers know a crossing is ahead. The map below also details median coverage on the seven primary intersecting roadways identified in this section.

Potential Areas for Mid-Block Crossings

The following map shows the stretches of Minton Road that have the minimum of four lanes as well as grass medians present. These areas have been identified as potential mid-block crossing sites, as the average intersections are approximately 0.25 miles apart within the corridor. In most cases, pedestrians are not going to walk a half-mile to cross a road, and it is therefore reasonable to surmise that mid-block crossing could be designed into the corridor by professionals to allow for safe passage. The 4-lane, grass median conditions occur in between each of the seven primary intersections identified in this report, suggesting that these crossings could be a viable option in multiple areas. These types of facilities will be analyzed in terms of their suitability within the corridor later in this report. This would require county and state participation.
Figure 9: Sidewalk Coverage Map

West Melbourne | Sidewalk Coverage

LEGEND

- Sidewalk Coverage

ANALYSIS

Minton Road has continuous sidewalks as it traverses through the study area. Sidewalks are vital to reducing exposure for bicyclists and pedestrians and allow for safe non-automotive community connections. A lack of gaps in sidewalk coverage along Minton Road is a positive first step for implementing future capital improvements in the area, such as mid-block crossings and median refuge areas. This critical infrastructure serves as the backbone for non-automotive connectivity and provides relative safety for bicyclists and pedestrians. With a full sidewalk network, efforts along Minton Road can focus on other needs moving forward, such as bicycle lanes, crossings and traffic calming measures.
High Visibility Crossings
The APA Community Assistance Planning Team identified seven intersections as high priority pedestrian/bicycle crossing locations based on primary destinations such as the schools, parks and shopping areas in addition to roadway factors such as daily traffic and roadway width. The team suggested several applications for intersections such as directional ramps, truncated domes. The APA identified intersections include:

1. Henry Avenue
2. Milwaukee Avenue/Heritage Oaks Boulevard
3. Wingate Boulevard/Fell Road
4. Flanagan Avenue
5. Eber Boulevard
6. Norfolk Parkway
7. Palm Bay Road

Crossing Best Practices - Examples
The following infrastructure examples could potentially be implemented at the 7 intersections identified on the next five pages, if feasible.

- **Pedestrian Refuge Area**
  (Source: FHWA)

- **Raised Pedestrian Crossing**
  (Source: Eastsea Rubber)

- **Traffic Calming Signage**
  (Source: MEHRAS)

- **Curb Bulb Outs (Crossing Width Reduction)**
  (Source: Smart Growth America)
Figure 10: High Visibility Pedestrian Crossings within Corridor Map

West Melbourne | High Visibility Pedestrian Crossings
Crossing #1 – Henry Avenue

Henry Avenue has an AADT count of 8,000 and 30-mpm speed limit on the east side of its intersection with Minton Road. Traffic drops off substantially as it crosses Minton to the west, and the speed is reduced to 25-mpm. Approximately 31,000 cars travel through this intersection along Minton Road daily, where speed limits are 45-mpm.

This intersection has four visibly-marked, non-raised pedestrian crossings. Sidewalks are continuous along Minton Road through the study area. However, Henry Avenue does not have sidewalks on the west side of the Minton Road intersection and is limited to one wide sidewalk on the southern side of the road to the east of Minton.

The four crosswalks at this intersection encounter a total of 16 lanes, five of which are on both eastbound and northbound Minton Road. Minton Road is approximately 82 feet wide at both the northbound and southbound crossing points with Henry Avenue, which may pose a challenge to pedestrians with disabilities or the elderly population. Wide turn radii at all four corners of this intersection also increase crossing distance.

Crossing #2 – Milwaukee/Heritage Oaks

Milwaukee Avenue and Heritage Oaks Boulevard have annual average daily traffic counts that are less than 5,000, much of which is local traffic. Milwaukee Avenue has a 35-mpm speed limit, however, which would result in an approximate 75% mortality rate for pedestrians if an incident were to occur (Source: Bike Pittsburgh). Heritage Oaks Boulevard has a 25-mpm speed limit, while Minton Road remains at 45-mpm and a daily traffic count of roughly 31,000.

Three of the four crosswalks at this intersection are marked, with the exception being the crossing over Milwaukee Avenue. Moreover, while Minton Road and Heritage Oaks Boulevard have continuous sidewalks networks, Milwaukee Avenue lacks sidewalks. It is thus clear given these conditions that bicycle and pedestrian infrastructure improvements along Milwaukee Road will be among the recommendations of this report.

The north crosswalk over Minton Road must cross five lanes and approximately 76 feet of right of way, but this increases to 105 feet due to the large turn radius. Similarly, the south crosswalk extends 106 feet and spans six lanes of traffic.
Crossing #3 – Wingate/ Fell

Fell Road has very low traffic count figures, a 25-mph speed limit and is mainly limited to local traffic. Wingate Boulevard, on the other hand, has a daily traffic count of approximately 5,300 and a 30-mph speed limit. These numbers are pedestrian-friendly; however Minton Road has an AADT count of 31,000 and a 45-mph speed limit in this location, which complicates the intersection. This intersection has four visibly-marked pedestrian crossings.

However, Fell Road does not have sidewalks to connect to crossings due to the 20 foot right of way restrictions. This intersection has three wide crossings. Wingate Boulevard is very wide when compared to its corresponding daily traffic figures and thus pedestrian exposure is increased at this crossing. Pedestrians must cross 84 feet of concrete. A school crossing guard is present for children to facilitate their trip to school. On Minton Road, the crossing is wider at approximately 115 feet. As is the case with most intersections in the corridor, the wide turn radii present increase crossing distance for pedestrians and increase design speed for motorists.

Crossing #4 – Flanagan Avenue

Flanagan Avenue carries less than 5,000 vehicles per day where it intersects with Minton Road and has pedestrian-friendly 25-mph speed limits. Flanagan Avenue is the primary road serving the Max K. Rodes Regional Park. A slight reduction in traffic along Minton Road occurs at this intersection, as AADT counts drop from 31,000 to 30,000 on Minton south of Flagler Avenue. The speed limit along Minton remains consistent with the northern portion of the study area at 45 miles per hour.

Four highly-visible crosswalks are present at this intersection. Reduced turn radii and proper crosswalk placement also slightly decrease crossing distance at this intersection. Minton Road remains six lanes at this location both crossings measure approximately 95 feet across.

No sidewalks serve the Calvary Chapel to the east, while Flanagan Avenue is limited to one sidewalk on its north side. A full sidewalk network along Minton Road allows pedestrians to cross Flanagan Avenue and the parking lot crosswalk without serious barriers or obstacles, as width is not an issue.
Crossing #5 – Eber/ Burdock

The Eber Boulevard crossing with Minton Road is the most heavily traveled intersection within the corridor except for Palm Bay Road at its southern terminus. Eber Boulevard has approximately 12,000 annual average daily trips, which pushes the total at the intersection to 42,000 with the addition of Minton Road. Eber Boulevard has a 35-mph speed limit but does not have an excessive crossing distance. However, high speeds (Minton has a speed limit of 45-mph and limited visibility due to the I-95 overpass) at this intersection could leave pedestrians vulnerable to unaware motorists in turn lanes.

All four crossings at this intersection are visibly marked. However, accessing the crossings from the north side of Eber Boulevard and the south side of Burdock Avenue is not possible for pedestrians on these roadways, as sidewalks are not present.

While Minton Road is 6 lanes in both directions at this intersection and large turn radii are present, crossing distance could be reduced with better placement.

Crossing #6 – Norfolk Parkway

Norfolk Parkway currently intersects with Minton Road from the east with a 35-mph speed limit, approximately 10,600 daily trips and three lanes, with two lanes approaching from the west. This roadway serves as a shortcut to the corridor from areas to the southeast and also serves the Hammock Landing neighborhood, a Development of Regional Impact (DRI).

Three out of four crossings at this location are marked apart from the south crossing over Minton Road. As will be discussed later in this report, it is critical that all crossings over Minton Road are clearly marked, as this intersection could potentially be a cause of a bicycle or pedestrian-related accident.

There are sidewalks present on both sides of Norfolk, along with marked bike lanes. The placement of crosswalks, with no pedestrian refuge, in addition to the large curb radii present at this intersection also increase exposure for pedestrians, as all three marked crossings in this location exceed 110 feet in length.
Crossing #7 – Palm Bay Road

The Palm Bay Road intersection with Minton Road is the most heavily-traveled intersection in the corridor, as both roadways have daily traffic counts in excess of 25,000. Minton Road has a corridor-wide speed limit of 45-mph all the way until just north of this intersection, where the speed limit changes to 35 miles per hour. This reduction is countered by Palm Bay Road, however, as the latter has a speed limit of 45-mph at this intersection.

All four crosswalks at this location are marked with white paint and are highly visible. However, the clear area of concern at this intersection is the large number of lanes along Minton Road (5 to the north and 7 to the south) and along Palm Bay Road (7 to the east). These crossings are in areas where there is are large turn radii, which increases the crossing distances with little median refuge area in addition to the travel lanes that must be crossed.

Complete sidewalk coverage is present to the north, east and south of the intersection. It is vital that proper crossings and pedestrian infrastructure are implemented at the northeast corner of the intersection, as a wide sidewalk along Palm Bay Road connects this area all the way east to the Indian River Lagoon.

Level of Service along Study Area Roadways

The table below depicts level of service standards adopted for Minton Road, Eber Boulevard and Palm Bay Road as part of the city’s 2010 Comprehensive Plan update (Horizon 2030). Six years later, annual average daily traffic counts along Minton Road (as reported by the Florida Department of Transportation) range from 25,000 to 31,000, which would currently grade in the Level of Service B, C and D standards. Traffic counts along Minton Road have consistently dropped by approximately 4,000 daily automobiles per day in all areas within the study area. Eber Boulevard, on the other hand, has seen a 36% increase in AADT to 12,000 since 2010 but is still operating at C standards. Peak hour travel may be increasing since employment in the area is returning to pre-recession levels.

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Source: City of West Melbourne (2010)
Potential Mid-Block Crossing or Future Intersection Locations

The following seven locations were identified as potential areas for future mid-block pedestrian crossings or intersections for new roadways. These locations were selected due to the presence of four lanes (the corridor-minimum for Minton Road) and grass medians. One potential mid-block crossing has been inserted in between each of the seven primary intersections identified. The map on the right depicts these areas in the context of the study area. These locations should be analyzed individually, as some locations may not be feasible when implemented in combination. These locations will be looked at further later in this report.

LOCATION 1 | SOUTH OF HENRY
LOCATION 2 | CROSSING OF CANAL 62*
LOCATION 3 | SCHOOL AND RECREATION
LOCATION 4 | NORTH OF EBER BOULEVARD
LOCATION 5 | SOUTH OF INTERSTATE 95
LOCATION 6 | SOUTH OF NORFOLK PARKWAY

![Figure 11: Minton Road Segments for Review](image)
Appendix 2

Town Center Case Studies and Lessons Learned
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Introduction

The purpose of this study is to examine three (3) successful proposals for compact mixed-use town centers serving as shopping and gathering places for smaller communities. This examination will lead to examples of best practices for town centers matching the aforementioned criteria. A variety of site layouts, land uses, and amenity provisions were examined. For each of these properties, the report begins with an overview of the town center. Next, the planning strategies and comprehensive plan policies regarding bicycle pedestrian inclusiveness, as well as their applicability to the potential City of West Melbourne Town Center project are discussed. Finally, the success of the project to date will be examined.

Project Description: Plainsboro Village Center, Plainsboro, NJ

The Plainsboro Village Town Center project is designed to provide a downtown and community gathering place for residents of Plainsboro Township, NJ. The township had 22,999 persons as of the 2010 Census, and is located in Middlesex County in central New Jersey, within close proximity of Princeton, NJ. The project is located on a vacant ±20- acre site within the Village District of Plainsboro which was previously zoned for 12 large lot single-family residences. The project has 59,599 square feet of commercial space, 62,500 square feet of office space, 13 single-family residences, eight (8) apartments, and 12 townhouses. Building heights are limited to two (2) stories. Amenities for the project include a village library, a village green with a fountain, and walking paths.

Table 1: Plainsboro Village Site Data

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<td>Single-Family:</td>
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<td>Townhouses:</td>
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</table>
Planning Strategy (Plainsboro Village Center, Plainsboro, NJ)

According to a phone interview with village Planner/Zoning Officer Ronald Yakes, the Plainsboro Village Center (Center) project began in the late 1990s as a part of a desire to redevelop the larger Village district (Village) through amendments to the Plainsboro’s Master Plan, a document similar to a comprehensive plan in Florida. A planning study for the District entitled Plainsboro Township Village Area Master Plan Review (Village Area Study) was undertaken by consultants Killinger Alberto, with the public providing input both during the document preparation and prior to its adoption. These findings were included in an updated Master Plan. Through this process, three particular strategies of importance are focused on herein for the Center, also referred to in the Village Area Study as the (Cooper Tract):

* transitions between new Village development and the existing village;

* the design of pedestrian friendly neighborhoods; and

* a priority on landscaping.
Development Transition (Plainsboro Village Center, Plainsboro, NJ)

One guiding principle in achieving this was the goal to “respect existing uses within the Village Area and provide transition areas accordingly” (Plainsboro Village 36). As stated in the Master Plan, Land Use Plan section, “The general purpose of this review is to see that future plans for the Village Area would ensure that the existing character of the Village was protected and enhanced and that future development would evolve in a manner consistent with the agreed upon Village Design Principles” (Plainsboro Village 35). According to Mr. Yakes, neighbors in the existing residential neighborhood served as the strongest opponents of the Center. They were concerned how the more intense mixed-use development would impact their neighborhood and property values within it. In the design of the Center, it was realized that the eastern edge of the project bordering this neighborhood and how it transitioned was of paramount importance. It was decided that this was the area for placement of the residential portion of the Center project. Great emphasis was also placed in the later design phase as how the residences of the Center would integrate with the existing home of the neighborhood to the east. According to the Village Report,

The Planning Board proposed a unique transition zone between buildings along Plainsboro Road and the new development. The concept was to create a “seamless” flow from the existing mixed-use area along Plainsboro Road into the Cooper tract. The concept proposed that residential development be permitted at the rear of the deep properties that exist along Plainsboro Road. This option, depending on the discretion and desire of each individual landowner, would simply create village housing that would face on a new village street on the Cooper Tract. This solution has created a classic Village relationship of existing and new) private backyards facing each other, while the existing Plainsboro Road and new Cooper Tract Street have front yards facing onto them (Plainsboro Village 49).

As a result, Mr. Yakes stated that fears from the neighbors have subsided. They did not stop the project from moving forward, and now see it as an asset to their community.
Landscaping (Plainsboro Village Center, Plainsboro, NJ)

Landscaping is a priority in the Village Center project, and not just an afterthought, as it is in many other projects.

The importance of street trees as a traffic calming measure is noted in the following recommendation from the Village Area Study: First, “As part of the Village-wide Master Plan recommendations, tree-lined streets and sidewalks were to be part of the design to promote pedestrian mobility, traffic calming, and character” (Plainsboro Village 45). Secondly, “A street tree program is recommended to compliment this street system and form a protective edge between pedestrians and automobiles” (Plainsboro Village 38). This acknowledges that trees serve a role in traffic calming and control, as well as adding to pedestrian protection and enhancement of their walking experience. Additionally, landscaping is prioritized as a method of concealing commercial parking where buildings alone are not able to do so. Under Parking standards, it is stated that “landscaping in combination with low wall screening are recommended for exposed parking areas” (Plainsboro Village 54). Finally, a long term landscape maintenance plan is recommended. This forethought shows that landscaping is not simply something that is needed for the Certificate of Occupancy and then forsaken. Rather, it adds to the sense of place throughout the life of the Village Center.

Multi-Modal Transportation Emphasis (Plainsboro Village Center, Plainsboro, NJ)

The Village District and Village Center place a great emphasis on multi-modal transportation, particularly pedestrian travel. The first of the goals guiding the Village development is to “Emphasize pedestrian mobility and provide opportunity for cyclists and transit in order to improve area-wide connectivity” (Plainsboro Village 36). Additional policies and recommendations within the Village Area Study promoting multi-modal transit include:

- the creation of pedestrian routes through the Village to the elementary school bordering it (Plainsboro Village 40);
- small sizing of front yards and building setback to create an interesting pedestrian experience;
- the encouragement of homes with front porches, decorative street-front features, and the prohibition of front garages;
- allowance of encroachment of home projections beyond the required setback (Plainsboro Village 53);
- limiting block lengths (Plainsboro Village 39);
- the existence of a plan depicting missing segments in the Village and policies encouraging these links to be added with development (Plainsboro Village 39).
Comprehensive Plan Policy (Plainsboro Village Town Center, Plainsboro Township, NJ)

Comprehensive Plan Policy I (Plainsboro Village Center, Plainsboro, NJ)

Land Use Plan, §F.4.d Currently, there is no direct and convenient connection between the Village and the public school campuses located on Grovers Mill Road. Connections between the Village Area and this part of the community are limited to the Maple Avenue dam area. It is recommended that a site be identified for the construction of a pedestrian/bicycle bridge over the Plainsboro Pond to connect the Village Area and the school campuses located in the R-100 zone. This bridge would provide the Village with a safe connector, as well as an additional community amenity.

Comprehensive Plan Policy I Recommendation for West Melbourne Town Center

Pro: The construction of such infrastructure related to bicycle pedestrian projects could create better access between the proposed West Melbourne Town Center and other nearby amenities, such as the library, parks, city hall, and schools. Such improvements can make bicycling or walking safer and faster.

Con: The Town of West Melbourne would need to investigate the cost and time required in building bicycle/pedestrian facilities. It would be recommended to start with a small demonstration project, and then expand from there if successful.
Comprehensive Plan Policy II (Plainsboro Village Center, Plainsboro Township, NJ)

Future Land Use Plan §F.3.b “Neighborhoods should be designed with priority placed on smaller “pedestrian-scaled block”.

Comprehensive Plan Policy II Recommendation for West Melbourne Town Center

Pro: The creation of short blocks could encourage pedestrian usage of the West Melbourne Town Center, in that it gives the perception of shorter distances to destinations. Additionally, it keeps visual interest as more development is kept in view ahead. Also, corner lots are more valuable.

Con: Although the creation of short block for the Town Center could be relatively easy in the town Center, it would only come through redevelopment or new development through the remainder of the Minton Road corridor being studied. Additionally, even in the Town Center, the short blocks will require more creativity from contractors in fitting buildings into a more compact area.

Comprehensive Plan Policy III (Plainsboro Village Center, Plainsboro Township, NJ)

Land Use Plan §F.6.h “Building setbacks and front yards must generally be small to create a village-like, pedestrian environment. Slight or local setback variations add to the imperfect character of village centers and should be permitted.. Awnings, porches, signs, overhangs, and other projections may encroach into the setback line.”

Comprehensive Plan Policy III Recommendation for West Melbourne Town Center

Pro: This policy would allow West Melbourne greater diversity in the appearance of the Town Center. Although building setback and yard requirements are very important in creating a pedestrian-friendly environment, they can also lead to a generic appearance. Allowing small variations in setback and the intrusion of building elements into the setback line can if properly applied allow building diversity while not detracting from the overall feel of the project.

Con: City of West Melbourne staff would need to be diligent in insuring that the variations in building setback and the intrusion of building elements into the setback line do not detract from the overall feel of the project or of the corridor.
Project Success (Plainsboro Village Center)

Per an interview with Planner/Zoning Officer Ronald Yakes, the Plainsboro Village Center is off to a good start. The residential and office components are near full occupancy. The commercial component has seen the most instability, and Mr. Yakes stated that he believes that this is common until a town center becomes better established. Despite this, the commercial segment is now performing better. Mr. Yakes stated that further expansion of the Village Center is a possibility. With the project completed, neighboring residents now consider the project an asset to their neighborhood and the entire community. As was depicted in Figure 2, as a development providing a good transition from the higher traffic and density of Schalks Crossing Road to the less intense remainder of the Village district, the project simultaneously meets the need to high traffic volumes required for the success of the Village while providing the lower speed and traffic volumes desired for the remainder of the Village district.

Project Description: Peachtree Corners Town Center, Peachtree Corners, GA

The Peachtree Corners Town Center (Town Center) is a project soon to be under construction in the newly-incorporated Atlanta suburb of Peachtree Corners, GA, which had a population of 40,978 persons according to the Census bureau’s 2015 projections. The project will occupy a ± 20 acre site, and will have 69,560 square feet of commercial space, 74 multi-family townhouse units, a multi-story parking garage, and two (2) acres of open space to be used as a green. It will include a clock tower, a fountain, a band shell, and a performing arts center as amenities. Currently, a farmers’ market and bank occupy the land area immediately to the east of the Town Center parcels.

Table 2: Peachtree Corners Town Center Site Data

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<td>Apartments:</td>
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<td>Town Houses:</td>
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Planning Strategy (Peachtree Corners Town Center, Peachtree Corners, GA)

Plans for the future development of the Peachtree Corners Town Center and the Peachtree Parkway corridor were developed by Lord Aeck Sargent, Blearly Advisory Group, and Stantec Consulting in a study entitled Peachtree Corners Local Center Initiative. The study corridor as a whole will hereafter be referred to as the LCI. Out of the planning strategies put forth in the LCI, the three (3) which follow seem most applicable to the West Melbourne Town Center.

Connectivity

In the LCI report, there was much positive support for a pedestrian bridge across Peachtree Parkway, which could connect the proposed Town Center with the existing Forum Shopping Center (Forum), currently the most popular place to socialize in Peachtree Corners (Lord Aeck Sargent, et al.). Despite its popularity as a shopping and gathering destination, in a phone interview with Peachtree Corners Planning Manager Melissa Schwartz, it was noted that the Forum lacked enough restaurants. Additionally, this development lacks the public amenity of the Green for public celebrations that the Town Center will have. For this reason, this increased connectivity could lead to more synergy between the two developments. It could also lead to more connectivity between other developments in this sector of the LCI. Finally, residents felt such a pedestrian bridge could serve as both a “remarkable space” and an “iconic gateway” to this area of the city (Lord Aeck Sargent, et al. 22).
Refresh and Redevelop (Peachtree Corners Town Center, Peachtree Corners, GA)

The citizen input for the LCI showed a great desire among citizens for redevelopment and infill development as compared to new development of few and far between undeveloped sites ((Lord Aeck Sargent 21). This provides a great opportunity for the Town Center to serve as a synergetic source for similar infill/redevelopment sites. The design and layout concepts of the Town Center buildings and site design can be transferable to these sites. One positive result of this would be a more coherent appearance for the LCI area, adding strength to the area’s identity. The only issue can occur when a copy-cat approach becomes prevalent, and development follows a more cookie cutter, ubiquitous look.

Diversity Housing Types (Peachtree Corners Town Center, Peachtree Corners, GA)

At the final public workshop, the goal of creating more housing choices for residents was one of the top strategies (Lord Aeck Sargent, et al. 22). One obstacle to the creation of more rental housing has been the aged state of the city’s existing rental stock. Its condition has led to public perception against the creation of more rental housing, despite their being a market demand for rentals, particularly in the higher-end market. The development of more senior housing so that older residents could age in place was also mentioned (Lord Aeck Sargent, et al. 26). With the three (3) types of housing provided in the Town Center, this could be a good demonstration project creating a more positive attitude toward diversity in housing provision, and show how it could be better integrated within a more mixed-use development. This could help addressing comments from workshop attendees that they would like to see more housing worked into the office park projects within the LCI study area.

Comprehensive Plan Policy (Peachtree Corners Town Center, Peachtree Corners, GA)
Following the adoption of the *Peachtree Corners 2033 Comprehensive Plan*, city leaders realized the need for more detailed goals, policies, and development guidance for the Central Business District/LCI Study Area. The following are policies from this document and which may help the City of West Melbourne with the planning for its Town Center and improvements to the Minton Road corridor.

**Comprehensive Plan Policy I (Peachtree Corners Town Center, Peachtree Corners, GA)**

Address Traffic Issues: In the page related to this goal, a map is provided documenting intersections with traffic problems within the LCI study area. An illustration is provided of a possible quick-fix solution to the traffic problem documented strategies (Lord Aeck Sargent, et al. 31).

**Comprehensive Plan Policy I Recommendation for West Melbourne Town Center**

Pro: Such a document can be useful as a reminder of community traffic needs when researching potential development projects. It can also assist the development community as they seek to work with these issues on their projects. Even if the traffic problem is occurring at another intersection, the methods depicted can be carried over for brainstorming purposes.

Con: The only negative is the staff time required in identifying the troubled intersection and coming up with short-term solutions. Also, each intersection is different and at some point, the solution will need to be specific to the intersection in question.

**Comprehensive Plan Policy II (Peachtree Corners Town Center, Peachtree Corners, GA)**

Pedestrian Connectivity: Under this policy, a map is provided showing current bicycle/pedestrian facilities in the community, and where gaps exist in the system (Lord Aeck Sargent, et al. 2015)

**Comprehensive Plan Policy II Recommendation for West Melbourne Town Center, West Melbourne, FL**

Pro: Such a document is recommended to be used by the City of West Melbourne. It encourages the planner to focus on gaps in the bicycle/pedestrian system as they review plans for the Town Center and for future projects within and adjacent to the Minton corridor. Such documents can be useful as a mechanism for requiring developers to fill in these gaps or to make contributions towards doing so.
Con: Once again, staff time in preparing the bicycle pedestrian facilities map can hinder its creation and the use of the map entails an additional task that staff must conduct for each development project proposal.

Comprehensive Plan Policy III (Peachtree Corners Town Center, Peachtree Corners, GA)

The emphasis of pedestrian/bicycle improvements should occur at intersections along Peachtree Parkway rather than the segments between intersections. This was due to respondent concerns about the difficulty of crossing Peachtree Parkway (Lord Aeck Sargent, et al. 21).

Comprehensive Plan Policy III Recommendation for West Melbourne Town Center, West Melbourne, FL

Pro: These projects are less expensive and time consuming than larger projects such as the addition of sidewalks or bike lanes. Additionally, since Minton Road is a county road, these issues can be dealt with locally, rather than through the Florida Department of Transportation (FDOT).

Con: These smaller projects would need to fight with larger projects for funding at the county level or be funded by the City of West Melbourne.

Project Success (Peachtree Corners Town Center)

The City of Peachtree Corners has purchased the property, and construction has begun on the project. Although the ultimate success of a town center cannot be determined until completion and subsequent public usage, the opportunity for success exists for the Peachtree Corners Town Center. Primarily, this is due to the city’s lack of an existing public gathering place; its proximity to, yet its different approach to the already highly successful Forum shopping center; and its location at a prime intersection on the main roadway of the LCI study area.
Project Description: Winter Springs Town Center, Winter Springs, FL

The Winter Springs Town Center (Town Center) project is designed to provide a downtown and community gathering place for residents of Winter Springs, FL. This city had 33,282 persons at the 2010 Census, and is located in Seminole County in central Florida, within close proximity of Orlando, FL. The project is located on a ±17.9- acre site within the Town Center District (District) of Winter Springs, FL. According to the City of Winter Springs Web site, the Town Center has a Future Land Use Classification of Town Center District, and is zoned T-C (Town Center). The web site describes the project as having 150,000 square feet of combined commercial/office space.

The Seminole County Property Appraisers Office shows more than 41,266 square feet of multi-family space integrated into the Town Center and on the adjoining parcel depicted as a separate parcel just south of Blumberg Boulevard (First Street on Site Plan exhibits below. Project amenities include a connection with the Cross Seminole Trail (bicycle/pedestrian/equestrian trail); an entry fountain; clock towers; a green, or commons area, in the median of Blumberg Boulevard for public leisure and gatherings; a shared large patio for outdoor gathering and dining abutting an area of restaurant concentration; and a proposed amphitheater soon to be under construction immediately adjacent to the Cross Seminole Trail.

Table 3: Winter Springs Town Center Site Data

<table>
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<tr>
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<tr>
<td>Acres:</td>
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<td>Comm./Office Space</td>
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<tr>
<td>Multi-Family</td>
<td>41,266 Sq. Ft.</td>
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Planning Strategy (Winter Springs Town Center, Winter Springs, FL)

Centrality of Town Center Location

The location of the Town Center serves as an important feature of the project's future success. The project is located at the intersection of major roadways State Road 434 and Tuscawilla Road, is within half a mile of State Road 417, a toll road which is a popular bypass around the perimeter of the Orlando metro area. These roads traverse the communities of Winter Springs, Oviedo, Winter Springs, Longwood, Casselberry, and Lake Mary, positioning the Town Center is within a 20-minute drive of all of these communities.
The fountain entrance feature along with other common design elements throughout the Winter Springs Town Center make the location highly-recognizable. Oviedo, Winter Springs, and Lake Mary, and the Town Center is within a 30-minute drive from all of these communities. Additionally, this project location has multi-modal transportation advantages. Service to the District is available through Lynx, the local mass transit busline. Bicycle enthusiasts can also access the Town Center via a crossing of the Cross Seminole Trail just north of Tuscalwilla Boulevard. With hungry and thirsty riders nearby, this adds to the mix of potential customers for the Town Center and its restaurants. Finally, with the pending construction of the amphitheater directly abutting the Cross Seminole Trail, more persons can be expected to travel to the Town Center via bicycle as activities become more prevalent. The amphitheater will add to the existing projects drawing persons to the Town Center, including Winter Springs High School, Central Winds Park, and the City Hall, all within the boundaries of the Town Center District.

Creative Use of Limited Land Area

The Town Center is limited in land available for the creation of a public feature for two reasons. First, with the Publix supermarket as the anchor tenant, a large area is needed for the parking located behind the Town Centers shops. Secondly, there is a parcel with a single-family home which was a hold out against sale at the time the Town Center was built. This limited the land available and the way that the multi-family development built in the vacant land depicted on the northeast corner of the site plan was laid out. With the limited space for a public gathering open space area, the project designers opted to include a green within the right-of-way of the newly named Blumberg Boulevard, depicted on the included Site Plan as First St. Unfortunately, due to the design constraints mentioned above, there is not a direct view from the parking lot or from the roundabout in the middle of the project site. Despite this, the lushly-landscaped green has become a popular spot for weddings, as well as public walking and gathering.

Aesthetic Features as Way Finding Tools

The frontage of the Town Center along Tuscawilla Road is dominated by building facades and on-street parking. This could make it difficult to find where the central parking lot is located. To deal with this, a very stylish clock structure is provided at the intersection of Tuscawilla Road and Tree Swallow Drive, which leads to the main off-street parking area. To direct traffic to this area, the clock contains signage for Publix, the anchor tenant for the Town Center. Drivers thus are directed to the parking area. One advantage of this is the addition of a nice street feature for the pedestrian. Secondly, it serves the way finding function. Finally, it eliminates the

Figure 6: Clock as Wayfinding Tool
need for additional signage to be provided for Publix and other tenants.

**Comprehensive Plan Policy (Winter Springs Town Center, Winter Springs, FL)**

Several policies within the Comprehensive Plan Future Land Use Element for the Town Center District and the adjoining Greenway Interchange District (east of Town Center District in the 417/Greenway exit area) are good examples for creating a pedestrian-friendly environment, and should be considered for the Town Center and Minton Road District.

**Comprehensive Plan Policy I (Winter Springs Town Center, Winter Springs, FL)**

“Greenway Interchange District, Policy 1.1.8: Coordinate with the Florida Department of Transportation (FDOT) regarding methods by which the pedestrian orientation of the Town Center can be achieved. This coordination may include the possible reclassification of S.R. 434 through the Town Center as a Class II or Class III arterial, the potential designation of the facility between U.S. 17-92 to Vistawilla Drive as one where it would be appropriate to apply a policy constraint prohibiting future widening of the roadway, and/or examining the appropriateness of lowering the speed limit along a portion of the roadway. (Cross Reference: See Transportation Element, Policy 1.9.9 and Intergovernmental Coordination Element, Policy 1.3.1)”

**Comprehensive Plan Policy II Recommendation for West Melbourne Town Center**

Pro: Dealing with transportation issues when a project involves the FDOT and in this case, Brevard County, can be challenging. Fostering a trusting relationship between government agencies can be helpful in the short and long terms. In the short term, as the project is being developed, any advice or change which can be made make the project more pedestrian friendly can be beneficial. Secondly, in the long-term, policies can change and new program can become available. Frequent contact with the county and FDOT can allow these policies/programs to be implemented. This is a good policy to carry over, as the City of West Melbourne also faces the challenges of a 45 MPH speed limit, a situation might be fostered to prevent the roadway from conversion to six (6) lanes and making Minton Road more context sensitive to bicycle/pedestrian users is imperative.

Con: Spending time maintaining contact with the county and FDOT can be time consuming. If possible, West Melbourne’s department most involved with roadway issues could share some of this duty.

**Comprehensive Plan Policy II (Winter Springs Town Center, Winter Springs, FL)**
“Future Land Use Element, Town Center District, Polichy 5.2.6, Pedestrian-Friendly Site Design: Transit stops which are well connected to pedestrian circulation systems and include shelter from the elements;”

Comprehensive Plan Policy II Recommendation for West Melbourne Town Center

Pro: As shown by the fact that the City of Winter Springs had the only policies dealing with transit provision in a concrete way, this element of the multi-model transit continuum is often neglected in town center planning. Transit riders often have to walk in areas with unsafe traffic conditions. Additionally, when uncovered transit stops are provided bad weather can deter people from riding transit. By including this policy, transit usage is encouraged, and the diversity of the persons using the Town Center is increased.

Con: The only drawback is fostering continued mutual communication with the local transit agency, and in convincing them or the city of the need for these upgraded features.

Comprehensive Plan Policy III (Winter Springs Town Center, Winter Springs, FL)

“Future Land Use Element, Town Center District, Polichy 5.2.6, Pedestrian lighting and subdued night lighting of display windows and building interiors along street frontages;”

Comprehensive Plan Policy III Recommendation for West Melbourne Town Center

Pro: The provision of lighting has two (2) benefits. First, it can assist people, particularly the elderly, who may have difficulty seeing grade changes or uneven areas of walking surfaces. Second, it can deter crimes from being committed against both pedestrians and shop owners, the latter also benefitting from the well-lit and highly-visible shops.

Con: Care needs to be taken that such lighting is of the appropriate luminosity to benefit pedestrians and shop owners, while not causing distraction or irritation of drivers or property owners adjoining the Town Center. Also, since funds are often limited, the resources for lighting need directed not only to roadway facilities, but also to bicycle and pedestrian paths that have yet to be constructed.

Project Success

In an interview with Planner Amanda Webb of the City of Winter Springs, it was noted that the Town Center has been off to a slower start than would have been expected. The Great Recession of 2008 came along as the project was under development. Ms. Webb also felt that this commercial project being completed prior to much of the high-density multi-family development in the remainder of the District may have a role. Finally, there were some design problems noted in the prominent row of parking along
the access road between the businesses and State Road 434. The parking lot design flaws led to driver confusion. They have now been resolved through retrofitting actions. As mentioned earlier, the placement of the green at the rear of the development may contribute to less of a community gathering place for the community. This should change with the addition of the amphitheater across from the eastern terminus of the green and abutting the Cross Seminole Trail. Despite the location of the green, the common outdoor dining area behind the area where restaurants are concentrated has been highly-utilized during my site visits. Additional landscaping within the large central parking area behind the buildings could also help to establish the Winter Springs Town Center as a development unique from a typical suburban shopping center.

Summary of Plan Recommendations

**Plainsboro Township, NJ**

1. Plan for a pedestrian bridge over Minton Road to promote connectivity. Since this may not be feasible for many years, the necessary land could be preserved for this eventuality. If this proves to be unfeasible, an alternative pedestrian facility centerpiece should be examined. This could be as simple as decorative pavement treatments for an entire intersection or consecutive intersections or more elaborate crossings for pedestrians and bicyclists that include flashing lights, curb bulbouts and other traffic calming techniques.

2. Neighborhoods should be designed with priority placed on smaller pedestrian-scaled block. This promotes pedestrian activity by the perception of shorter distances and promotes visual interest. Corner lots are generally more valuable for commercial activity.

3. Building setbacks and front yards must generally be small to create a village-like, pedestrian environment. Slight or local setback variations add to the imperfect character of village centers and should be permitted. Awnings, porches, signs, overhangs, and other projections should be allowed to encroach into the setback line.

**Peachtree Corners, GA**

1. To better address traffic issues, provide a map documenting intersections with traffic problems. This should be accompanied by possible “quick-fix” solutions to each of the intersections. This will keep the improvement needs in focus and assist the development community in working to solve the problems through brainstorming and funding assistance.

2. Provide a map showing current bicycle/pedestrian facilities in the community, and where gaps exist in the system. This maintains focus on the gaps as plans are made for the town center plans. It is a useful mechanism for requiring developers to fill the gaps.

3. The emphasis of pedestrian/bicycle improvements should occur at intersections rather than the segments between intersections. These improvements are usually less expensive than mid-block crossings, though at least one may be warranted near any proposed town center.
Winter Springs Town Center, FL

1. Coordinate with Brevard County regarding methods by which the pedestrian orientation of the Town Center can be achieved. This coordination may include the possible reclassification of Minton Road through the Town Center as a minor arterial as a result of the Transportation Planning Organization’s proposed “6-lane corridor study” that will occur in 2019. Also it may be appropriate to apply a policy constraint prohibiting future widening of the roadway, and/or examining the appropriateness of lowering the speed limit along a portion of the roadway.

2. Transit stops should be ADA compliant, well connected to pedestrian circulation systems and protect the users from the elements.

3. Pedestrian lighting and subdued night lighting of display windows and building interiors along street frontages will provide an inviting atmosphere, help deter crime and increase safety for patrons, particularly senior citizens and those with disabilities. Lighting should also be considered on off-corridor paths and trails.

Works Cited

City of Winter Springs, FL. *City of Winter Springs 2030 Comprehensive Plan, Future Land Use Elemen.*


Plainsboro Village, NJ. *Master Plan,* Land Use Plan.
Appendix 3

Summary of Stakeholders Meeting
Deliverable 3: Obtain Recommendations from Stakeholders
Grantee shall conduct a stakeholder workshop to obtain recommendations as to potential actions that the City could undertake to address the bicycle and pedestrian mobility and interconnectivity issues and facility needs within and adjacent to the Project Area, including strategies to encourage privately-funded mixed use development. Grantee shall:

1. Conduct the stakeholder workshop, which will consist of at least one representative from the Florida Department of Transportation, the City, and the general public.

2. Prepare a narrative text report presenting the recommendations from the stakeholder workshop, which may include maps, graphics, tables, and charts.

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<th>$5,000</th>
<th>As provided in paragraph 14 below.</th>
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<td>Grantee shall obtain recommendations from stakeholders as provided in Paragraph 3.C. above.</td>
<td>1. Notice of meeting and agenda for stakeholder workshop.</td>
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<td></td>
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<td>Grantee shall submit copies of all required documentation on paper or electronically in MS Word or PDF format, and all maps on a compact disc in PDF format with ArcGIS compatible shapefiles.</td>
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Deliverable due date: March 31, 2017

Report on Stakeholder Recommendations

On February 9, 2017, the City of West Melbourne and the East Central Florida Regional Planning Council held a stakeholder workshop to obtain recommendations regarding the potential actions that the City could undertake to address the bicycle and pedestrian mobility and interconnectivity issues that would make the facilities adjacent to the project area better suited for the town center concept. This was accomplished pursuant to Deliverable #3 of the FDEO contract. A list of attendees accompanies this document along with the agenda and presentations shown at this stakeholder workshop. The workshop was interactive, meaning that the discussions occurred as the presentation was given, with ongoing conversations and question/answers.
Funding

Funding sources for corridor improvements were discussed. The Safe Routes Program that the FDOT conducts was discussed and it was pointed out that this occurs for a distance within 2 miles from the school. Other funding sources discussed included those required during the development approval process (impact fees and developer constructed facilities), tax increment financing as well as the Brevard Transportation Planning Organization (TPO) priority list and corridor studies. It was mentioned that federal funding often is a major source of funding at the TPO level and it is important to get on the priority list in order to be funded.

In order to obtain funding, it was recommended that the city work in partnership with Brevard County when seeking funding sources, especially through the TPO. Other partnerships could be beneficial with the Melbourne Tillman Canal and they should jointly look into technology to enhance slopes along the canal so that sidewalks could be constructed beside portions of the extensive canal systems that crisscross West Melbourne.

Sidewalk issue

The intersection with Minton and Eber was discussed and it was evident that there were constraints on the north side of Eber as it approached Minton Road. Discontinuous sidewalk is an issue. Brevard County public works gave some history on this issue. No perfect solution was found, but it was agreed that it is an issue, and it was recommended that this issue be considered in the future.

Milwaukee may have safe routes to school funding for the next year.

It was pointed out that some of the sidewalks in the draft plan need to be corrected. Some are not real sidewalks or are a dirt trail to a dump.

Parks

Access to parks was discussed. The county park on Flanagan had a walled community on the south side of the roadway that did not have direct access to Flanagan; residents had to go out on Minton Road to get to this regional park. Access through the gate was discussed, and it was recommended that the city investigate whether a gate could be added.

Also, Fell Road went to a central entrance to the county park, however a gate prevented vehicular and pedestrian/bicycle access. The possibility of providing non-vehicular access, at a minimum, was met with a favorable attitude. It was recommended that the city check whether pedestrian access could be added.

It was discussed that West Melbourne Community Park could be an international draw with the Field of Dreams, Promise in Brevard Café, the city park feature etc. No hotel is currently planned but discussions included the possibility of a small ADA friendly hotel in the future. It was recommended that the city verify that the zoning and future land use maps provide land
for a hotel. Note: the current zoning and future land use maps do allow for commercial proximate to the park.

**Transit**

Minton Road is served by Space Coast Area Transit (SCAT), and that all the bus stops are ADA compliant except one, which is being brought up to standard.

**Roadways**

Traffic on Minton Road was discussed and that the Parkway, when opened, will change the level of service on Minton Road, at least temporarily.

The group recommended that, in order to keep Minton Road from being widened to six lanes, strategies should be investigated to provide alternate transportation options to major destinations.

A Heritage Oaks extension was also discussed. It was originally planned as a through facility, but was not followed through with due to perceived citizen objections.

It was recommended that the city develop visuals showing options for Minton Road so they can see what it would look like in the future. This includes what a six lane facility would be like, how redevelopment could look, how median island refuges could look and what trial options there were. Note: some of these actions will occur with future deliverables.

Discussions included what it would feel like to have Minton Road six laned and how to best prevent this from happening. Are traffic circles appropriate? Park n ride lots? A Bus Rapid Transit system?

In the planning for streets, it was stressed that shaded streets are very attractive and recommended that they be planted as deemed feasible.

**Parking**

Comments regarding the proposed town center included provisions for rear access and parking, that on street parking on Minton Road would not be advisable due to high speeds, but that traffic calming and redevelopment in the area could rectify high speeds. It was recommended that the buildings should be up to the roadway frontage and on side roads, include a rear access road with parallel parking. Current setback codes may need to be adjusted. An overlay district for the town center was also discussed as an option.
Alternative Roadways

Alternatives to Minton Road, such as Norfolk Parkway, should be popularized through marketing, perhaps. This could relieve traffic on Minton Road.

Canals/Trails

The Melbourne Tillman Canal system was discussed. Participants wondered what their policy is for construction of sidewalks adjacent to their canals. The response was that there was no prohibition, but would be looked at on a case by case basis. Currently, in Palm Bay, the canal requires a liability signoff and the local government must allow for their trucks to use the trails for repairs and maintenance purposes. It was pointed out that Canal 62 is a potentially good trail location and past requests for vacation of ROW were denied so it could remain a possible trail or sidewalk in the future. It was also pointed out that asphalt paths would better for maintenance over concrete or soft surfaces. It was recommended that the city and ECFRPC identify potential canals that could be used for circulation within the area.

The SJRWMD has allowed a linear trail on their lands in Osceola County, with restrictions.

It was recommended that plans for trails should be linked to other trails to enhance the ability to get TPO funding, since connectivity is important.

The Heritage River Trail, about five miles to the west, is a showcase and the FPL utility easement goes there, but there would be many restrictions as DR Horton leases the ROW to FPL currently. It was recommended that other options to get there be investigated, even though it is several miles away.

For Schools, it was recommended that attendance zones should be viewed when planning paths. There are currently a high number of kids walking in this corridor. Connectivity is essential and it was recommended that it should occur off Minton Road if possible. The US 92 Pedestrian Connectivity Study had a half mile buffer in some areas/ not just the roadway was included in the study. This should be the case for future pedestrian connectivity studies in the area.

Other Localities

Titusville has done much in their Downton including cycle track and bulb-outs. Cocoa Village is booming. We can do it here as well.

Strategies

Recommended strategies to facilitate development of a town center include:
a. Linked green infrastructure for stormwater
b. Advertise in magazines at a national level
c. Off-site retention of water
d. Residential density bonuses if one puts in a minimum amount of commercial space
e. Capacity sold to sites leads so saving four lanes???
f. Need to change codes
g. Hyde Park – 100 year flood green infrastructure

Other comments

Offsite parking and offsite drainage is an option

Norfolk Parkway has a potential site and could integrate condos like Viera with little shops.

Mixed use district/Minton MUD could be developed as an overlay district

Need events that folks can gather at like a farmers market or movie on the park.

Hickory NC as a Publix Prototype

Need a catalyst to spur the development

New job demographics and outreach to new industries.

FIT is an assed for graduates to buy into the town center residential idea.

Leverage parks.

Public private partnerships

City to pay and do land survey

Need marketing.
WEST MELBOURNE MINTON ROAD TOWN CENTER MOBILITY PLAN WORKSHOP AGENDA

Date: February 7, 2017
Time: 3:00 PM - 5:00 PM | 6:00 PM - 7:30 PM

Location:

Contact Information:
Christy Fischer, AICP
City of West Melbourne
cfischer@westmelbourne.org
321-837-7778

Fred Milch, AICP
East Central Fl. Regional Planning Council
fmilch@ecfrpc.org
407-245-0300 ext. 315

PROJECT BACKGROUND AND GOALS

West Melbourne is persevering to create a mixed-use town center along Minton Road for residents to gather and provide a sense of place in a city that currently has no identifiable city center. Additionally, the City is working to create a pedestrian oriented corridor that will connect the adjacent residential areas to the town center and various civic uses along Minton Road. Through an American Planning Association (APA) Technical Assistance project, key sites were identified for the town center as well as significant pedestrian crossing along the corridor. In an effort to bring the planning of the town center and pedestrian oriented corridor to the next phase, the City of West Melbourne, in partnership with the East Central Florida Regional Planning Council, was awarded a grant from the Florida Department of Economic Opportunity to engage stakeholders to identify feasible improvements that will enhance pedestrian connectivity along the corridor and develop strategies and policies that will guide the development of the town center.

Therefore, the primary goals of this workshop are to:

- Provide an overview of the APA study and the West Melbourne Minton Road Town Center Mobility Plan;
- Obtain recommendations as to potential actions that the City could undertake to address the bicycle and pedestrian mobility and interconnectivity issues and facility needs within and adjacent to the project area; and
- Develop strategies to encourage privately-funded mixed use development.

3:00 PM/6:00 PM
Welcome and Introductions
Workshop Agenda and Goals
Christy Fischer, AICP
City of West Melbourne

3:10 PM/6:10 PM
Project Overview
APA Minton Road Corridor Study
Christy Fischer, AICP
Minton Road Town Center Mobility Plan
Fred Milch, AICP
ECFRPC

3:30 PM/6:30 PM
Breakout Sessions
Direction and Goals
Fred Milch, AICP
Mobility/Transportation/Bike-Ped Planning/Development
Fred Milch, AICP
Tara McCue, AICP

4:15 PM/7:00 PM
Group Report Outs
ALL

4:45 PM/7:20 PM
Questions and Next Steps
Christy Fischer, AICP

Adjourn
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<th>Organization</th>
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</tr>
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<tbody>
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<td>City of West Melbourne</td>
<td><a href="mailto:marlys@westmelbourne.org">marlys@westmelbourne.org</a></td>
</tr>
<tr>
<td>Lorna Gaffey</td>
<td>Westmelbourne.gov</td>
<td><a href="mailto:lorna@westmelbourne.gov">lorna@westmelbourne.gov</a></td>
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<td>Scott Morgan</td>
<td>Mike W. Gaming</td>
<td><a href="mailto:scott@wmgaming.com">scott@wmgaming.com</a></td>
</tr>
<tr>
<td>David L. Manning</td>
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<td><a href="mailto:david@bpgaming.com">david@bpgaming.com</a></td>
</tr>
<tr>
<td>Judy Mizuno</td>
<td>CSITO</td>
<td><a href="mailto:judy@csit.org">judy@csit.org</a></td>
</tr>
<tr>
<td>Peter Morton</td>
<td>Morton Land Company</td>
<td><a href="mailto:peter@mlc.com">peter@mlc.com</a></td>
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<tr>
<td>John DeMintoff</td>
<td>Brown &amp; Company.</td>
<td><a href="mailto:john@bt.com">john@bt.com</a></td>
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<tr>
<td>John DeMintoff</td>
<td>Brown &amp; Company.</td>
<td><a href="mailto:john@bt.com">john@bt.com</a></td>
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FEBRUARY 9, 2017: 3:00 P.M.
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<tr>
<td>Jim L.</td>
<td>Space Coast Area Transit</td>
<td><a href="mailto:jim@spacecoastareatransit.com">jim@spacecoastareatransit.com</a></td>
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<td>Tony Mason</td>
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</tr>
<tr>
<td>Comm. &amp; Enviro. Res.</td>
<td>Brevard County</td>
<td><a href="mailto:munic@bre.com">munic@bre.com</a></td>
</tr>
<tr>
<td>T.</td>
<td>&amp; Science</td>
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<tr>
<td>P. Smith</td>
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<td><a href="mailto:psmith@bre.com">psmith@bre.com</a></td>
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<tr>
<td>Tara McK</td>
<td>ECFRC</td>
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<td>TD</td>
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<td><a href="mailto:td@ceac.com">td@ceac.com</a></td>
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<tr>
<td>Greg Potter</td>
<td>BPS - Central Middle School</td>
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</tr>
<tr>
<td>Ben A.</td>
<td>Brevard Uniforms</td>
<td><a href="mailto:ben@brevarduniforms.com">ben@brevarduniforms.com</a></td>
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**FEBRUARY 9, 2017: 8:00 P.M.**

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February 9, 2017: 6:00 P.M.
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WEST MELBOURNE
Appendix 4

Potential Comprehensive Plan Changes
The purpose of this appendix is to identify provisions of West Melbourne’s Comprehensive Plan and Land Development Regulations that affect bicycle and pedestrian mobility. These suggestions are intended to facilitate the provisions for non-motorized movement within the city. Emphasis is given to accessibility to the proposed town center area. The following aspects of the city’s plan were reviewed. The Town Center Overlay is a new element. The Land Development Regulations is an overview of what areas should be addressed.

Visioning........................................................................................................................................................................1
Future Land Use..........................................................................................................................................................12
Transportation ............................................................................................................................................................42
Town Center Overlay..................................................................................................................................................70
Land Development Regulation .................................................................................................................................71
VISIONING ELEMENT GOALS, OBJECTIVES & POLICIES

Background

The keystone for determining how a city will evolve and develop is the community planning vision. The vision establishes how the community views itself in the future and expresses the community’s ideal of what it wishes to become. Supported by the community’s critical issues, the vision sets forth a course of action for how to grow and change as it works towards achieving its vision.

The most important element that addresses issues involved with the achievement of the community’s adoption community planning visioning is the Visioning Element. The Visioning Element establishes a planning framework that addresses the needs and concerns of the community members involved with West Melbourne’s Horizon 2030 community planning process. This planning framework articulates the city’s future planning vision by identifying a course of action for how the city shall evolve and develop in the future.

Planning Framework

The objectives and policies established in the Visioning Element provide the foundation for a planning framework which:

- Promotes the community’s sense of place and
- Advances the economic, social, and cultural well-being of West Melbourne.
- Fosters a participatory community planning processes that encourages public discussion about the city’s future.
- Achieves the community planning vision established through the Horizon 2030 Comprehensive Plan and 2009 EAR.
- Addresses the guiding issues and community concerns identified in the 2009 Evaluation and Appraisal Report.
- Provides for local, regional, and state planning priorities, principles, and practices.
- Promotes the establishment of a mixed-use town center gathering place.

The Visioning Planning Framework accomplishes its goal to “Achieve West Melbourne’s community planning vision and provide the community an exceptional place to live, work, and play by instituting traditional planning principles and land development practices” through planning directives aimed at:

- Creating a distinct community image, unique identity, and recognized city character.
- Uniting the community together through the development of a central community core, neighborhood centers, and gathering spaces.
- Establishing land development patterns that integrate neighborhoods, commercial areas, civic areas, and public spaces.
- Uniting the community through an integrated, multi-modal transportation system.
- Meeting the public services and infrastructure capacity needs for today and the future.
- Establishing sustainable land development practices, traditional master planning strategies, and unifying architectural design standards.

The result of this planning framework is that the Visioning Element will enable the community evolve and develop over time from the suburban community that it is today to a more traditional community centered that envision itself to become in the future. Through this evolution, the city of improve its quality of life, enhance its small town character, and become an exceptional place to live, work, and play.
place. Thus, the city will achieve its vision “to become a special city that provides its community members with an exceptional quality of life while maintaining a small hometown sense of place that is distinctly West Melbourne”.

Visioning Goal

Achieve West Melbourne’s community planning vision and provide the community an exceptional place to live, work, and play by instituting traditional planning principles and land development practices for new development, as well as continuing to employ exemplary planning principles for existing development.

Objective 1: Community Identity and Image

Create a distinct community image by defining the City’s gateways, developing an unique community identity, and establishing a recognized character.

Policies

1.1 Distinct Community Identity; Defined Community Image

Ensure future development supports the City’s vision of becoming a unique place with distinct community identity and defined community image through the use of small area plans, design feature requirements, overlay districts, entry features, and pedestrian connectivity improvements designed to:

a. Attract residents to live, businesses to grow, and travelers to visit.
b. Define the City’s sense of place.
c. Clearly distinguish West Melbourne from the surrounding communities.
d. Promote a central, mixed-use gathering place where community events can be held.

1.2 Unique Community Character

Promote a positive community image and quality sense of place that is distinctly West Melbourne by establishing a unique community character based on the design, architecture, master planning, and building standards reflected in the 2009 “Horizon 2030” Community Planning Vision.

1.3 Unifying Theme

Foster a central unifying theme and gateway system to bring the community together through clearly identified design standards, architectural features, community gateways, shared streetscape, hardscape, and landscape attributes, and other common traits.

1.4 Place-making Practices

Create a place residents can identify with, form social bonds around, and be proud of living and working in by developing unique, interesting, creative, outstanding features and places.

1.5 Quality of Life Features

Enhance the City’s quality of life, foster a stronger community identity, and strengthen its identity by improving community assets, built environment, and public services through:

a. Parks and green spaces.
b. Central park and civic areas.
c. Shaded sidewalks and trails that link neighborhoods to parks, shops, civic areas, and schools.

d. Streetscape, landscaping and trees, lightning, signs, and gateways.

e. Walking and biking trails.

f. Sports and recreational facilities.

1.6 Welcoming Gateways

Define the City’s boundaries, create a welcoming front door for residents, business people, and visitors, and foster a positive community image through the use of community gateways that:

a. Identify the City’s entrances by clearly marking the boundaries with signs, welcome signs, and other gateway markers.

b. Improve the community areas seen by a majority of people traveling to, through, and from the City.

c. Identify the specific identity and sense of place of select community neighborhoods and commercial centers.

d. Define the edges of the City.

1.7 Small Hometown Feel

Protect and support the City’s small hometown feel and preserve West Melbourne as the best little small town in Central Florida by ensuring that the City’s future planning and development practices:

a. Foster architectural design features and building standards that confirm the City’s small size and sense of place.

b. Provide additional community resources so that residents can interact and socialize.

c. Create public gathering places and centralized parks for community events such as festivals, and farmers markets.

d. Support community activities through the development of community parks, recreational areas, and activity centers.

e. Encourage recreation and respite through parks, bike trails, walking paths, and other recreational features.

**Objective 2: Community Core, Neighborhood Centers, and Gathering Places**

Unite the community’s residents, businesses, and visitors together in places that feature a variety of interconnected and integrated land uses by creating a central community core, neighborhood centers, and gathering spaces.

**Policies**

2.1 Unified Activity Centers and Gathering Places

Promote the development of a central community core, town center, neighborhood centers, and intermixed gathering spaces which all residents can identify and utilize. These areas should provide the City with:

a. A foundation for a unified community identity.

b. Mixed-use town centers that unite commercial, civic, cultural and recreational uses.

c. An economic generator which attracts tourists and business interest.

d. Central gathering places for residents.

e. Locations to hold community events, festivals, and activities.
2.2 Vibrant Parks and Public Spaces
Facilitate the creation of vibrant parks and public spaces throughout the community by working
with private developments to:
   a. Locate small neighborhood parks, which include passive or active features within ¼
      mile of residential areas.
   b. Construct public plazas, courtyards, and other public spaces that interface with and
      compliment private commercial activities.
   c. Provide a range of park and recreational activities for the community.

2.3 Public Space Networks
Create and develop an integrated network of public spaces that provide for the needs of local
neighborhoods. The public space network shall include a variety of community areas including:
   a. A central activity center area which would function as a community core. The area
      would include a mixture of uses including businesses and restaurants, residences,
parks, civic buildings, and areas for community festivals and large events. This area
      would serve as the future heart of West Melbourne and provide the City with a
      unifying context, image, and identity.
   b. Unifying neighborhood centers which connect separate subdivisions, commercial
      areas, school, parks, and other neighboring land uses. These areas would not be as
      large as the central core and not be aimed at the needs of the entire City, but would
      rather act to unite local areas of the City into neighborhoods. Their function, form,
      and design would be determined by the neighborhood it would serve as it would
      provide a central meeting place for the local area.
   c. Gathering spaces that are intermixed throughout the City and meet a variety of
      needs depending on the design, form, function, and location of the specific place.
      Such areas are small and may be included as part of a larger city core or
      neighborhood center or may stand alone. Examples of gathering places include
      neighborhood parks, fountain areas, outdoor courtyards, and the like. The purpose
      of the area would be to provide small places for people to relax, read, eat, socialize,
or otherwise recreate and connect to others in the community.

Objective 3: Integrated Development Patterns
Establish land development patterns that integrate neighborhoods, commercial areas, civic areas, and
public spaces.

Policies

3.1 Live, Work, and Play Choices
Establish mixed-use development practices that provide residents opportunities to live, work,
and play within close proximity to the city core and the city activity centers.

3.2 Interrelated Land Uses
Achieve the City’s future planning goal of creating integrated neighborhoods, commercial areas,
and civic spaces. The City’s future development efforts shall be focused on creating a
relationship between land uses by:
   a. Promoting connectivity between adjacent neighborhoods, commercial areas, and
      civic spaces for all modes.
   b. Bringing together architectural styles, design components, and building forms.
c. Creating public gathering spaces which all residents can enjoy and utilize.
d. Establishing a community identity, image, and character that is distinct to the City of West Melbourne
e. Promoting the interaction of residents through active streetscapes, public civic spaces, and integrated neighborhoods.
f. Prohibiting public parks, public spaces, or other civic features from being located within private gated developments.

3.3 Community and Quality of Life Development Efforts
Focus future development efforts on promoting the fulfillment of community needs and provision of quality of life demands by ensuring that land development and planning practice:
   a. Integrate neighborhoods with transitional areas that blend commercial and industrial centers to neighborhoods and housing areas.
   b. Develop mixed-use commercial centers that include a variety of uses including public spaces and residential dwelling units.
   c. Incorporate parks and gathering spaces, civic uses, and public resources throughout the community.

3.4 Traditional Development Patterns
Utilize innovative planning practices—such as Smart Growth, New Urbanist, or Traditional Neighborhood Development (TND) practices—to encourage a more traditional development pattern which unites all segments of the City. Features to focus on include:
   a. Implementing future land use designations — including the Urban Mixed Use land uses — that encourage a variety of housing types, business areas, and other land uses in a defined area.
   b. A variety of land uses including residential dwellings, commercial centers, civic spaces, educational facilities, and parks in close proximity to one another.
   c. Walkable streets, short blocks, and a grid network of shaded paths, streets and lanes suitable for pedestrians as well as vehicles.
   d. Options for walking, biking or driving to places within neighborhoods.
   e. Integrated areas of higher density, mixed-use community centers, medium density multi-family neighborhoods, and lower density single family detached neighborhoods.

3.5 Compact Development Patterns
Promote the growth of activity centers and mixed use areas that discourage sprawl by utilizing the following land use practices to foster compact development patterns:
   a. Increase residential density and non-residential intensity in activity centers.
   b. Transfer of Development Rights (TDR) programs
   c. Encouraging public parking
   d. Promote mixed-use developments
   e. Foster a grid-pattern street network
   f. Reduce building set-back requirements
   g. Integrate urban trails, transit resources, and sidewalks throughout the community.
   h. Promote the use of alternative transportation methods.
3.6 **New and Redevelopment Planning Strategy**

Unify the City’s separate residential and commercial areas with a seamless transition by implementing a development strategy that focuses on building new integrated areas and enhancing underutilized established development area. The primary components of this strategy are to use traditional development practices to:

a. Establish new integrated neighborhoods and commercial areas in the new development areas.

b. Maximize underutilized development areas through future infill and redevelopment projects.

c. Connect the new and established sections of the City through the integration of land use patterns, architectural features, transportation systems, civic areas, and public spaces.

d. Review for CRA

**Objective 4: Community Connectivity and Multi-Modal Transportation Systems**

Link the community together through an integrated, multi-modal transportation system that provides transportation alternatives; interconnects road systems, pedestrian and bike pathways, and transit services; and unifies streetscape design and master planning practices.

*Policies*

4.1 **Traditional Interconnected Development Pattern**

Become a more traditional community where a grid based road network interconnects mixed-uses and walkable neighborhoods to:

a. Enable residents to walk or ride a bike to local shops, civic areas, area neighborhoods, work places, restaurants, stores, community services and professional offices, and parks.

b. Create central community activity areas.

c. Improve the connection between community activity areas and surrounding neighborhoods.

d. Provide multiple transportation options including walking, biking, riding buses, and driving conventional and other motorized vehicles.

d.e. **Promote the planting of trees to provide shade for pedestrian paths.**

4.2 **Transportation Alternatives**

Provide transportation alternatives by requiring that new developments of significance (those that create more than 500 average daily trips) within activity centers and city neighborhoods provide opportunities to walk, bike, ride transit, and drive.

a. The design of transportation facilities and systems components should encourage **safe and comfortable** pedestrian and bicycle use.

b. Facility design shall consider minimizing high speed traffic by featuring small, spatially defined by buildings, trees and lighting

4.3 **Transportation Facility Priorities**

Identify priorities for improving the area’s roadways and transportation facilities by determining which facilities have the greatest demand, traffic concerns, and safety issues.
4.4 Transportation Master Planning Strategies
Support the development of an integrated development pattern by establishing master planning strategies for the expansion and improvement of the transportation system
   a. Coordinated land use practices and transportation systems.
   b. Multi-modal developments.
   c. Integrated street planning.
   d. Unified theme and designed street landscaping and buffering.
   e. Pedestrian/biking environment.
   f. Traffic calming devices that improve walkability and reduce speeds.

4.5 People Friendly Streets
Foster the development of pedestrian friendly streets that accommodate people and cars through the implementation of neighborhood street design standards for:
   a. Roads, bike lanes, and sidewalks/crosswalks.
   b. Urban trail and roadway linkages.
   c. Landscaping and street trees.
   d. Street furniture (i.e. lighting, benches, tables, trash receptacles).
   e. Context sensitive signage.
   f. Shared stormwater systems.
   g. Utility right-of-ways.
   h. Parking location ingresses, egresses, and capacity.

4.6 Traffic Calming Practices
Achieve its community connectivity goals and improve neighborhood roadway safety for all users by implementing traffic calming practices based upon the demands of the roadway and needs of the surrounding area. Traffic calming practices include:
   a. Reduced street widths.
   b. Minimized front building setbacks.
   c. Raised / painted crosswalks and medians.
   d. Speed control devices.
   e. Landscaping and street trees.
   f. On street parking.

Objective 5: Public Service Standards and Infrastructure Systems
Provide the community with adequate public services and infrastructure capacity for current and future developments by considering the demands for utilities, public safety/emergency services, and general government services.

Policies

5.1 Community Oriented Services
Utilize participatory processes to ensure that the City provides the public services, infrastructure systems, and development projects that the community expects and desires.

5.2 Coordinated Growth and Service Delivery
Provide adequate public facility and infrastructure capacity to address the needs brought on by development so that the delivery of public services is not unduly impacted by new developments, including those that have regional impact but are exempt from statutory law.
a. When new developments are built without a concurrent expansion of public services, existing services can suffer as the delivery systems become overburdened.

b. In concurrence with Florida Statutes, ensure that public facilities and services needed to support a development are available at the time of the development’s demand for such facilities and services.

5.3 Infrastructure Improvements

The City shall seek to maintain, expand, and improve its public facility and infrastructure systems in the most financially feasible manner by:

a. Ensuring that future development pays its fair share of the impacts, inclusive of bicycle and pedestrian facilities, required to meet the needs of its residents and businesses.

b. Identifying partnerships for infrastructure funding and public service delivery.

c. Exploring alternative technologies.

Objective 6: Land Development Practices and Design Standards

Promote the community’s quality of life, small town character, and sense of place by establishing sustainable land development practices, traditional master planning strategies, and unifying architectural design standards.

Policies

6.1 Implementation of Horizon 2030 Community Vision

Ensure all future development proposal and planning projects implement the City’s Horizon 2030 community planning vision by evaluating each project and proposal according to the planning directives established in the Horizon 2030 Comprehensive Plan.

6.2 West Melbourne Community Planning Strategies

Establish a new planning framework based upon best urban planning practices, community design standards, and master planning strategies. Examples of such best practices are as follows:


b. Community Design Standards: Design/ Form-Based Land Development Policies and Regulations, Neighborhood and/or Community Design Standards.

c. Master Planning Strategies: Livable Communities, Planned Developments, and Sustainable Development.

6.3 West Melbourne Community Planning Framework

Address the City’s suburban growth pattern and separated land uses through its community planning framework which includes the following components:

a. Future master planning proposals standards.

b. Livable community planning practices.

c. Smart growth, traditional neighborhood, and compact development patterns.

d. New, infill, and redevelopment standards.

e. Transfer of development rights opportunities.

f. Environmental impacts and habitat protection.

g. Architectural features and design styles.
h. Development guidelines, regulations, and policy directives.
6.4 Human Scale Design
Design a built environment center around the human scale by establishing design and development standards that address the size, height, bulk, and massing of buildings, structures, and landscaping.

6.5 Local Area Development Features and Design Components
Foster the redevelopment of the City’s local neighborhoods, commercial centers, and industrial areas through the implementation of local area planning practices that identify the special needs and demands of those local areas. Local area plans are accomplished by evaluating the special area’s current development features including:
   a. Geographical, environmental, natural, and park resources.
   b. Land and building uses.
   c. Design features.
   d. Transportation and public infrastructure resources.
   e. Building forms and architectural features.
   f. Access points into and within the area.
   g. Lot size and lot layout.
   h. Availability of utilities and necessary public services.

6.6 Transitional Area Development
Foster an integrated development pattern by facilitating the development of transitional areas that blend the City’s neighborhoods, commercial centers, civic use, industrial areas, and parks and public spaces together. The City will develop transitional areas by evaluating:
   a. Connections that exist between and within local areas and what connection ought to be made in the future.
   b. Common traits that are shared by various local areas.
   c. Interrelationships between local areas.
   d. The relationship between the land uses and transportation systems of the surrounding local areas.

6.7 Redevelopment Strategies
Enhance the character and create positive change for West Melbourne’s existing developments by:
   a. Establishing a redevelopment strategy for the City’s underutilized commercial and industrial corridors.
   b. Exploring fiscal redevelopment incentives.
   c. Encourage redevelopment of older, underutilized areas.

6.8 Sustainable Development Practices
Advance the economic, social, and cultural well-being of West Melbourne by providing for the needs of current and future populations.
   a. Focus future growth along established development corridors, existing neighborhoods, and pre-identified future development areas.
   b. Foster mixed-use development areas.
   c. Encourage the development of park, public spaces, and other gathering spaces.
   d. Promote alternative transportation methods and pedestrian connectivity.
   e. Minimize impacts to the natural environment.
6.9 Balanced Residential and Business Interests
Recognize that a vibrant community provides for the needs of residents and businesses by establishing land use and development practices that balance residential concerns and economic demands.

6.10 Economic Development
Foster business growth, create opportunities to live-work-play, and define business expansion priorities through an economic development strategy that:

a. Provides the community a range of job types, income levels, and career options.
b. Meets the private service needs of the community.
c. Targets specific industry clusters.
d. Establishes a diverse industry economic make-up.
e. Facilitates the development of economic centers, industrial and office parks, and mixed-use commercial areas.
f. Fosters the private development and operation of a business incubator.
g. Encourages business recruitment and retention marketing tools and incentives.
h. Supports the development of a small business program.
   h.i. Provides for shared infrastructure for stormwater and transportation, where feasible.
**Background**

The foundation that establishes how a city grows and changes is the land development practices. Land development practices also mold the community's quality of life, character, and sense of place. Such practices determine the city's future growth and set the basis for determining economic development; new development, infill, and redevelopment priorities; environmental impacts; transportation resources; community services; and civic and park opportunities.

The element that addresses issues involved with the issues of growth and change is the Future Land Use Element. As the element that establishes the planning framework for the orderly development and distribution of land in the City of West Melbourne, the Future Land Use Element is vital to addressing the planning concerns related to the management of the city's future growth and change.

**Planning Framework**

The objectives and policies established in the Future Land Use Element provide the foundation for a planning framework which:

- Ensures land development practices enable the city to become a special city that provides its community members with an exceptional quality of life.
- Maintains the city's small hometown sense of place.
- Fosters a distinct character that is distinctly West Melbourne.
- Achieves the community planning vision established through the Horizon 2030 EAR and 2010 Comprehensive Plan.
  - Provides for planning priorities, principles, and practices.
  - Promotes a mixed-use town center gathering place.

The Future Land Use Planning Framework accomplishes its goal to “achieve West Melbourne’s community planning vision by establishing traditional land use and development strategies that promote the city's community identity, quality of life, economic vitality, and environmental condition” through planning directives aimed at:

- Establishing master planning strategies that promote West Melbourne’s community identity, quality of life, and sense of place.
- Fostering the city’s future development through land uses that are consistent with West Melbourne’s vision.
- Implementing land development standards consistent with future land use designations.
- Utilizing the Horizon 2030 Comprehensive Plan as a basis for the city’s executing land development standards and other planning practices.
- Ensuring development pays for their impacts, provides for the future service needs and infrastructure demands, and protects the city’s natural assets.
• Promoting redevelopment, curbing urban sprawl, and encouraging alternative modes of transportation through coordinated land use and transportation planning.
• Fostering and participating in regional partnerships that support a high quality of life.

This planning framework will result in a Future Land Use Element that promotes land use planning practices that achieve the city’s community vision of creating a unique place to live, work, and play. In doing so, it will enhance its existing quality of life while ensuring that future development efforts are directed by the community’s needs, wants, and goals.

**Transect Design:** Naturalists use a concept called the transect to describe the characteristics of ecosystems and the transition from one ecosystem to another. Andres Duany has applied this concept to human settlements. The rural-to-urban transect is divided into six zones: core, center, general urban, sub-urban, rural, and natural. The transect is useful for designing and developing urban places in which the whole is greater than the sum of its parts.

Duany Plater-Zyberk & Company describes the concept thus: “The transect arranges in useful order the elements of urbanism by classifying them from rural to urban. Every urban element finds a place within its continuum. For example, a street is more urban than a road, a curb more urban than a swale, a brick wall more urban than a wooden one, and an allee of trees more urban than a cluster. Even the character of streetlights can be assigned in the Transect.”

- New Urban Network

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Civano Living
**Future Land Use Goal**

*Achieve West Melbourne’s community planning vision by establishing traditional land use and development strategies that promote the city’s community identity, quality of life, economic vitality, and environmental condition.*

**Objective 1: Community Planning Principles**

Promote West Melbourne’s community identity, quality of life, and sense of place by establishing master planning strategies to implement the Horizon 2030 community planning principles.

**Policies**

1.1 **Community Identity and Image**

Foster West Melbourne’s community identity, quality of life, and sense of place through land use and development practices that:

a. Create a distinct community image.

b. Define the city’s gateways.

c. Establish a recognized character.

1.2 **Community Core, Neighborhood Centers, & Gathering Spaces**

Create central community places that unite the community’s residents, businesses, and visitors.

a. Provide the City of West Melbourne a heart and unifying community core by establishing a mixed-use town center gathering place.

b. Create diverse spaces for community members to gather, recreate, and relax.

c. Integrate civic buildings, shops and business services, parks, and other public spaces.

1.3 **Integrated Development Patterns**

Establish land development patterns that integrate neighborhoods, business areas, and public spaces that enable the city to achieve the following priorities:

a. Protect West Melbourne’s established neighborhoods.

b. Improve the appearance, connectivity, and safety of strip centers.

c. Foster transitional areas that link neighborhoods together and provide multi-modal access between neighborhoods and other areas.

d. Develop mixed-use centers that blend residential, commercial and business services, public service, and public spaces.
1.4 Community Connectivity and Multi-Modal Transportation Systems
Link the community together through an integrated, multi-modal transportation system by considering the following transportation planning priorities:

a. Provision of transportation alternatives such as road systems, pedestrian and bike pathways, and transit services.
b. Master planning communities including street and transportation system layout, streetscape design, and connectivity to surrounding areas.
c. Utilization of area wide transportation partnerships to ensure that such issues are addressed throughout the Brevard County area.
d. Ability for people to move through the community with ease with multiple transportation options.

e. Inter-relationship and linkages between different land uses and community areas.

Promote safety and comfort for all modes.

1.5 Public Service Standards and Infrastructure Systems
Provide the community with a good quality of life by ensuring that there is adequate public services and infrastructure capacity for current and future developments. The city will meet the community’s public service demands by addressing the following:

a. City’s capacity to deliver basic public services and maintain its public facilities and infrastructure systems.
b. Appropriate service standards to meet current and future demand of public services and infrastructure systems that support the development of land and use of property.
c. Financial capacity to expand, maintain, and improve the city’s public service and infrastructure systems while meeting the city’s capital improvement priorities and requirements.
d. Coordination and communication of services delivered in partnership with other local, county, regional, and state government entities.

1.6 Land Development Practices and Design Standards
Institute land development practices and design standards that promote the community’s quality of life, small town character, and sense of place by considering the following planning and development matters:

a. City’s future growth and land area needs.
b. Best planning practices and models.
c. Future economic development interests and workforce needs.
d. Standards for the location, design, and use of infill development, redevelopment, and new development, including standards or partnerships with the public to encourage a town center development.
e. Environmental impacts of development.
**Objective 2: Traditional Future Land Use Designations**
Foster the city’s future development by designating traditional types of land uses consistent with West Melbourne’s vision.

**Policies**

2.1 **Residential Category Identification**
The adopted Future Land Use Map shall identify appropriate locations for the following land use categories, as defined in the following descriptions of each land use designation. Density is expressed as dwelling units per gross acreage of each development (du/acre or du/ac).

<table>
<thead>
<tr>
<th>Land Use Category</th>
<th>Land Uses</th>
<th>Maximum Density</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low Density (LD-RES)</td>
<td>Single Family Residences</td>
<td>5 dwelling units (du)/acre</td>
</tr>
<tr>
<td>Medium Density (MD-RES)</td>
<td>Single and Multi-Family Residences</td>
<td>10 du/acre</td>
</tr>
<tr>
<td>Urban Density (UD-RES)</td>
<td>Single and Multi-Family Residences</td>
<td>18 du/acre Density bonus up to 25 du/acre</td>
</tr>
<tr>
<td>Manufactured Homes (MH-RES)</td>
<td>Manufactured and Mobile Homes Residences</td>
<td>6 du/acre</td>
</tr>
</tbody>
</table>

2.2 **Residential Future Land Uses**
Residential land uses are intended for the development and support of existing and future neighborhood areas and low density residential areas. The city’s neighborhoods are designed to provide the community safe, vibrant places to live and share life with family, friends, and neighbors. A variety of transportation alternatives (walking, biking, auto, and transit) should interconnect adjacent neighborhoods and activity centers. In order to foster neighborhood connection to other neighborhoods, civic spaces are encouraged to be located along the transitional areas that link the city’s residential areas together. Residential land use categories are:

- **Low Density Residential (LD-RES):**
  The Low Density Residential land use designation consists of single family residential uses. Commercial uses are not allowed in low-density residential land areas. The maximum density allowed in the LD-RES land use designation is 5 du/acre.
- **Medium Density Residential (MD-RES):**
  The Medium Density Residential land use designation consists of...
single and multi-family residential uses. Mixed-use neighborhood commercial centers which contribute to the overall livability of denser residential areas are allowed adjacent to MD-RES land uses. The maximum density allowed in the MD-RES land use designation is 10 du/acre.

c. Urban Density Residential (UD-RES):
The Urban Density Residential land use designation consists of a variety of single-family and multi-family residential uses. Mixed-use neighborhood commercial centers which contribute to the overall livability of denser residential areas are allowed adjacent to Urban Density Residential land uses. The maximum density for the UD-RES land use designation is 18 du/acre. A density bonus of an additional 7 du/acre, up to 25 du/acre, may be available via zoning permit approval if for each additional unit per acre, up to 7 dwelling units, at least one of the following criteria are met (for example, for 2 additional units, at least 2 of the criteria must be met, and so on):

i. Connection to municipal water and sewer systems.
ii. Proximity of one (1) mile or less to any of the city’s mixed-use designated areas.
iii. Proximity of less than one mile to developments with the same density.
iv. A transportation access management system that compliments the existing transportation system(s).
v. Fire station proximity of two (2) miles or less to the proposed development.
vi. A park is at least three-fourths (3/4) of a mile in proximity to the proposed development.
vii. Elementary schools are within two (2) miles or less to the proposed development.
viii. Wetlands occupy less than 50 percent of the total site.
ix. A perimeter buffer surrounds the development.
x. Is within the designated town center overlay area.

2.3 Economic and Business Development Category Identification

West Melbourne’s future land use framework will encourage all housing neighborhoods to be better integrated in order to provide better multi-modal accessibility between the city’s residential resources and other community facilities, business centers, and park resources.
The adopted Future Land Use Map shall identify appropriate locations for the following land use categories, as defined in the following descriptions of each land use designation. Intensity is expressed as Floor Area Ratio (FAR), a common architectural ratio which is measured by taking the total square footage of the building divided by the total square footage of the lot.

Table 2 – Economic and Business Development Future Land Use Categories

<table>
<thead>
<tr>
<th>Land Use Category</th>
<th>Land Uses</th>
<th>Maximum Intensity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial (COM)</td>
<td>Commercial, Retail, Office, Professional, Service, and Hotel/Motel lodging activities</td>
<td>0.50 FAR</td>
</tr>
<tr>
<td>Industrial (IND)</td>
<td>Manufacturing, wholesaling, storage, and distribution / shipping facilities</td>
<td>0.75 FAR</td>
</tr>
</tbody>
</table>

2.4 Economic and Business Development Future Land Uses

Economic and business development land uses are intended for the development and support of existing and future commercial, professional, and industrial activity centers. The city's commercial, professional, and industrial activity centers are designed to provide the community a healthy economic and business environment by supporting the city's quality of life, providing essential private business services and products, and creating high quality jobs. These areas are intended to be accessible via a variety of transportation alternatives. Economic and business development land use categories are:

a. Commercial (COM):
   The Commercial land use designation consists of a variety of commercial, retail, office, professional, service, and hotel/motel lodging activities located in neighborhood business districts, shopping centers, and highway commercial uses. Limited warehouse activities may also be included in commercial land uses. Offices shall be encouraged to be placed between residential uses and non-residential uses such that they are transitional uses. Offices can be located on properties with existing residences. The maximum intensity for the COM land use designation is a FAR of 0.50. All requests for the COM designation with the Interchange Commercial Overlay (ICO) shall comply with Policy 4.3.

b. Industrial (IND):
   The Industrial land use designation consists of manufacturing, wholesaling, storage, and distribution/shipping facilities. In order to promote the interconnectedness of uses within the city, institutional opportunities may be provided in Industrial land uses. In general, Institutional, Public Space, and Environmental land uses are intended to support the community's public resources and facilities, parks and public spaces, and natural resources. The institutional, public space, and environmental land use category includes community housing, civic areas and public used facilities (museums, cultural facilities, restaurants, churches, and golf courses), natural resource areas, government operation buildings, infrastructure facilities (utility stations, plants, and sidewalks, and roads), public space and environmental land areas (open space, park lands, public common areas, and recreational resources), and schools. Institutional, Public Space, and Environmental land uses include: institutional, conservation-recreation, and general use.
Industrial uses shall be located on local and collector roadways adjacent to Commercial, and other Industrial land use designations. The maximum intensity allowed in the IND land use designation is a FAR of 0.75.

2.5 Institutional, Public Space, Environmental, and General Purposes Category Identification
The adopted Future Land Use Map shall identify appropriate locations for the following land use categories, as defined in the following descriptions of each land use designation. Density is expressed as gross acreage per development (du/acre) and intensity is expressed as Floor Area Ratio (FAR), a common architectural ratio which is measured by taking the total square footage of the building divided by the total square footage of the lot.

| Table 3 – Institutional, Public Space, Environmental, and General Purposes Categories |
|----------------------------------------|-----------------------------|
| Land Use Category | Land Uses | Maximum Density/ Intensity |
| Institutional (INST) | Community housing, churches civic areas, natural resource areas, government operation buildings, infrastructure facilities | 15 du/acre (clustered only and multi-family) and up to 0.60 FAR |
| Conservation- Recreation (CON-REC) | Development limited to serving the public with recreation amenities. Dedicated by plat, site plan, easement or similar delineation. Permanently protected environmentally sensitive lands may only be utilized for passive recreation. | N/A |
| General Use (GU) | Single Family Residences agriculture, utilities, churches, recreation | 1 du/5 acres (0.20 du/ac) |

2.6 Institutional, Conservation - Recreation and General Land Uses
This paragraph describes the three categories that comprise the Institutional future land use. Institutional, Conservation-Recreation and General land uses are intended to support the community’s public resources and facilities, parks and public spaces, and natural resources. The Institutional, Conservation - Recreation, and General land use categories includes community housing, civic areas and public used facilities (museums, cultural facilities, restaurants, churches, and golf courses), natural resource areas, government operation
buildings, infrastructure facilities (utility stations, plants, sidewalks, and roads), public space and environmental land areas (open space, park lands, public common areas, and recreational resources), and schools. Since these areas are intended to be easily accessible to the local residences and accessible via multiple transportation modes, they should not be isolated from surrounding uses. Institutional, Conservation-Recreation, and General land uses are identified on the Future Land Use Map with the following three separate designations:

a. **Institutional (INST):**
   The Institutional land use designation consist of land uses that support the city’s existing and future community services, public spaces, and environmental land areas. The city’s Institutional land areas are designed to provide community members necessary environmental protection areas, open space, and public common areas. Since these areas are intended to be easily accessible to the local residences and accessible via a variety of transportation alternatives, they should not be isolated from surrounding uses. The maximum density is 15 du/acre (clustered only and multi-family) and up to 0.60 FAR for intensity.

b. **Conservation - Recreation (CON-REC):**
   The Conservation - Recreation land use designation consists of land uses that support existing and future public space and environmental land areas. The city’s public spaces and public or private environmental land areas are designed to provide community members necessary environmental protection areas, open space, park lands, public common areas, and active and passive recreational resources. Recreation lands are public lands in direct use as active recreation facilities and passive open spaces which may include parks, public spaces, churches, playgrounds, and golf courses. No residential, commercial, or industrial uses are allowed in the CON-REC land uses. Since these areas are intended to be easily accessible to the local residences and accessible via a variety of transportation alternatives, they should not be isolated from surrounding uses.

c. **General Use (GU):**
   The General Use is a very low density land use designation which allows residential, agriculture, utilities, churches, and recreation uses. The designation can either signal the property is a buffer at the edges of the city or is that the property will transition to a more intense land use in the future. The maximum density allowed in the GU land use designation is 1 du/5 gross acres (or 0.20 du/ac) and a FAR of up to 0.40.

**Objective 3: Mixed Use Future Land Use Designations**

Foster the city’s future development by allowing a mixture of uses consistent with West Melbourne’s vision.

**Policies**
3.1 Mixed Use Category Identification

The adopted Future Land Use Map shall identify appropriate locations for the following land use categories, as defined in the following descriptions of each land use designation. Density is expressed as dwelling units per gross acreage of each development (du/acre or du/ac). Intensity is expressed as Floor Area Ratio (FAR), an architectural ratio which is measured by taking the total square footage of the building divided by the total square footage of the lot.

**Table 4 – Mixed Future Land Use Categories**

<table>
<thead>
<tr>
<th>Land Use Category</th>
<th>Land Uses</th>
<th>Maximum Density</th>
<th>Maximum Intensity</th>
<th>Maximum Land Use Coverage</th>
<th>Minimum Land Use Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Integrated Business (IB)¹</td>
<td>Mix of warehouses, commercial retail uses, offices, light industrial, institutional uses, multifamily residences, and single family homes.</td>
<td>13 du/acre Density bonus up to 20 du/acre (see Policy 3.2 for the criteria)</td>
<td>0.60 FAR</td>
<td>Commercial &amp; Industrial-70% Institutional-20% Residential-10%</td>
<td>Commercial &amp; Industrial-50% Institutional-n/a Residential-n/a</td>
</tr>
<tr>
<td>Neighborhood Activity Center (NAC)²</td>
<td>Mixture of commercial land uses; single and multifamily residential land uses; places of worship, community centers, and government buildings and facilities; light industrial and public spaces, parks, and other public resources.</td>
<td>18 du/acre Density bonus up to 20 du/acre (see Policy 3.2 for the criteria)</td>
<td>1.0 FAR</td>
<td>Commercial &amp; Industrial - 65% Institutional-20% Residential-5% Public Spaces or Open Space- n/a</td>
<td>Commercial-25% Institutional-n/a Residential-n/a Public Spaces or Open Space-10%</td>
</tr>
<tr>
<td>Parkway Interchange³</td>
<td>Mixture of commercial land uses; multifamily residential land uses; places of worship, community centers, and government buildings and facilities; light industrial and public spaces, parks, and other public resources.</td>
<td>20 du/acre Density. Bonus of 5 additional units per acre (see Policy 3.2c for criteria)</td>
<td>1.0 FAR (however, hotel/motels are only allowed up to 75 rooms/acre)</td>
<td>Commercial &amp; Industrial up to-90% Institutional up to-35% Residential-up to 25% (totals must equal 100%)</td>
<td>Commercial and industrial -25% Institutional-n/a Residential-n/a (setbacks) Public Spaces or Open Space-10%</td>
</tr>
<tr>
<td>Urban Mixed Use⁴ (UMU)</td>
<td>Mixture of residential, retail, offices, limited light industrial, civic, institutional and recreation uses shall be encouraged in the Urban Mixed Use category.</td>
<td>15 du/acre Density bonus up to 20 du/acre (see Policy 3.2 for the criteria)</td>
<td>0.7 FAR</td>
<td>See Table 5</td>
<td>See Table 5</td>
</tr>
</tbody>
</table>
Note 1: Integrated Business allows for mixing of various uses on individual sites and overall in the designated area (See Policy 3.2a for additional criteria). The sum total of any combination of uses shall be no more than 100%. If the minimum percentage is used for commercial and industrial, then the remaining uses must still equal no more than 100%.

Note 2: Neighborhood Activity Center allows for mixing of various uses on individual sites and overall in the designated area (See Policy 3.2b for additional criteria). The sum total of any combination of uses shall be no more than 100%. If the minimum percentage is used for commercial and open space, then the remaining uses must still equal no more than 100%.

Note 3: Parkway Interchange allows for numerous mixes of uses, as long as the total sum equals 100%.

Note 4: Table 5 contains the minimum requirement mixture of land uses in the Urban Mixed Use as adopted in 2008 and found to be in compliance by the Department of Community Affairs in 2008.

3.2 Mixed Land Uses

Mixed Land Use Intent: Mixed land uses are intended to foster the development of integrated mixed use community centers, business areas, and urban cores such as the town center overlay area. The mix of land uses will help integrate the city’s neighborhoods, commercial areas, and civic space and ensure that there is a supportive relationship between the different land uses. Such a relationship will help the city foster a sense of unified community and identity by:

a. Building connectivity between adjacent neighborhoods, commercial areas, and civic spaces.

b. Bringing together architectural styles, design components, and building forms.

c. Creating public gathering spaces which all community members can enjoy and utilize.

d. Establishing a community identity, image, and character that is distinct to the City of West Melbourne.

e. Promoting the interaction of community members through active streetscapes, public civic spaces, and integrated neighborhoods.

By creating relationships between land uses, the mixed land uses will promote an integrated development pattern that contributes to the community’s future planning goals and long range vision for the future.

Mixed Land Use categories are:

a. Integrated Business (IB):

   IB Uses: The Integrated Business land use designation consists of existing established areas that exhibit a variety of uses within close proximity to each other. The IB future land use designation shall consist of at least two (2) of the following uses:

   I. Warehouses.
   II. Commercial retail.
   III. Office.
   IV. Hotel/motel lodging.
   V. Light industrial.
   VI. Institutional.
   VII. Residential.

   The Integrated Business land use allows for multiple uses to be located together. The sum total of any combination of land uses shall
equal to 100%. A single floor of residential uses on top of a non-residential building or a single residential unit built as accessory to the principle use of a non-residential use shall not be counted towards the maximum percentage of use in that category, but is subject to the density restrictions of the area.

**IB Standards:** Integrated Business land use designated area standards are:

I. **Size** – Area must contain a minimum of five (5) acres, and can only be assigned to specifically identified sections of the city with established uses.

II. **Intensity** - The maximum intensity for the IB land use designation is a FAR of 0.60.

III. **Density** - The maximum density in the IB is 13 du/acre.

IV. **Maximum Percentage of Mixed Uses** – Commercial and Industrial 70%; Institutional and Residential – 25%

V. **Density Bonus** - A density bonus of additional dwelling units (up to 7 du/acre extra) may be allowed, and is determined as one extra dwelling unit for each acre by complying with one of each of the following criteria for a maximum of seven additional units (for example, for 7 additional units, at least 7 of the criteria must be met, and so on):
   - a. Connection to municipal water and sewer systems.
   - b. Open Space and Green Area – The applicant commits to dedicating 20% of proposed building coverage area to passive or active recreation
   - c. Proximity of one (1) mile or less to any of the city’s mixed-use designated areas.
   - d. Proximity of less than one (1) mile to developments with the same density.
   - e. A transportation access management system that compliments the existing transportation system(s).
   - f. Fire station proximity of two (2) miles or less to the proposed development.
   - g. A park is at least three-fourths (3/4) of a mile in proximity to the proposed development.
   - h. Elementary schools are within two (2) miles or less to the proposed development.
   - i. Wetlands, if present, occupy less than 50% of the total site.
   - j. For sites that mix residential and non-residential uses, the use of at least two pieces of public art on at least one external wall or in the landscape areas, which have to be visible to the public.

b. **Neighborhood Activity Center (NAC):**

**NAC Uses:** Neighborhood Activity Center designations are intended to promote multi-modal, pedestrian-friendly neighborhood centers. The Integrated Business designation allows for multiple uses to be located together. The sum total of any combination of land uses shall equal to 100%.
Neighborhood Activity Center land use designation consists of developments that include a mixture of at least two (2) of the following uses:
1. Commercial retail.
2. Office.
3. Medical.
4. Institutional.
5. Hotel/motel lodging.
6. Residential.
7. Light industrial & freight terminals (assembly of partially finished or finished components, warehousing, wholesaling, and indoor recreation facilities).
8. Public spaces, parks, and green spaces.

The sum total of any combination of land uses shall equal to 100 percent. A single floor of residential uses on top of a non-residential building or a single residential unit built as accessory to the principle use of a non-residential use shall not be counted towards the maximum percentage of use in that category, but is subject to the density restrictions of the area.

**NAC Standards:** Neighborhood Activity Center development standards are:

i. Size - Area must contain a minimum of five (5) acres and maximum of 75 acres of land.
ii. Intensity - The maximum intensity in the NAC land use designation is a FAR of 1.0 as applied to each lot.
iii. Density - The maximum residential density in the NAC land use designation is 18 du/acre.
iv. Maximum Percentage of Mixed Uses – Commercial 75 percent; Institutional 35 percent; Residential – 25 percent.
v. Density Bonus - A density bonus of an additional dwelling units (up to 2 du/acre extra) may be allowed, and is determined as one extra dwelling unit for each acre by complying with one of each of the following criteria for a maximum of two additional units (for example, for 2 additional units, at least 2 of the criteria must be met):
   a. Connection to municipal water and sewer systems.
   b. Proximity of one (1) mile or less to any of the city’s mixed-use designated areas.
   c. Proximity of less than one (1) mile to developments with the same density.
   d. A transportation access management system that compliments the existing transportation system(s).
   e. Fire station proximity of two (2) miles or less to the proposed development.
   f. A park is at least three-fourths (3/4) of a mile in proximity to the proposed development.
g. Elementary schools are within two (2) miles or less to the proposed development.

h. Wetlands occupy less than 50 percent of the total site.

i. A perimeter transition adjacent to neighboring residential properties and the development.

c. Urban Mixed Use (UMU):
   **UMU Uses:** The Urban Mixed Use designation includes a mixture of land uses located adjacent to major roadways. The Urban Mixed use designation is intended to promote the development of master planned communities which discourage urban sprawl along major roadways including Minton Road (south of New Haven Avenue), US 192 (west of I-95) and Hollywood Boulevard (south of Eber Boulevard). In general, the UMU designation shall be for larger mixed use projects that are located adjacent to interstates or arterial roads.

The allowable zoning districts within the urban mixed use (land use) designation shall be the Regional Mixed Use (RMU) and the Community Mixed Use (CMU) districts. In general, the RMU district shall be for larger mixed use projects that qualify as Developments of Regional Impact, and are located adjacent to interstate or limited access road facilities. In general, the CMU district shall be for smaller mixed use projects that are located adjacent or in close proximity to arterial roadways.

The city shall evaluate each amendment request to this land use and each rezoning request within this land use designation by taking into account location, adjacent land use and zoning of property, type and intensity of use, mixture of proposed uses, and facility capacity. The purpose of this mixed use designation is to promote the development of master planned activity centers which discourage urban sprawl along major roadways – Minton Road (south of New Haven Avenue), US 192 (west of I-95) and Hollywood Boulevard (south of Eber Boulevard).

Upon map amendment, the Urban Mixed Use designations shall be depicted on a map and shall comply with the following policies. All requests for the Urban Mixed Use designation shall include a master development plan and a text amendment to include the development thresholds into the Future Land Use Element to determine facility capacity and impacts.

The RMU and CMU zoning districts shall be incorporated into the city’s Land Development Regulations by 2011. The zoning districts shall provide specific development and design criteria for all properties zoned RMU and CMU.

**UMU Standards:** the implementation of specific development standards:

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The Urban Mixed Use designation includes a mixture of land uses located adjacent to major roadways. The Urban Mixed use designation is intended to promote the development of master planned communities which discourage urban sprawl along major roadways.
I. The Urban Mixed Use designation is primarily intended to establish communities that have services and employment centers within walking distance of residential neighborhoods, resulting in compact development patterns.

II. A mixture of residential, retail, offices, limited light industrial, civic, institutional and recreation uses shall be encouraged in the Urban Mixed Use category.

III. Urban Mixed Use developments shall contain a minimum of thirty (30) acres. Urban mixed use developments over 75 acres shall establish a greenbelt or a continuous green space network throughout the site. Minimum sizes for the CMU and RMU zoning districts shall be established in the Zoning Code and may exceed the minimum Urban Mixed Use land use designation requirement.

IV. A diversity of housing types including single family detached, condos, duplexes, quadruplexes, townhouses, and apartments shall be encouraged in the Urban Mixed Use land use designation. The Land Development Regulations shall contain a perimeter boundary buffer required in CMU and RMU zoning districts as a device to make compatible differing housing types of the master development plan with adjacent housing developments.

V. A central public gathering place shall be internal to the development.

VI. A grid like transportation network shall be used to create multiple connections to provide access routes and sufficient streets and sidewalks to support connectivity throughout the Urban Mixed Use area and its surroundings.

VII. The Urban Mixed Use areas shall be located in close proximity to an intersection of arterial and collector streets. The proximity requirement shall be provided in the Land Development Regulations.

VIII. The Urban Mixed Use designation shall encourage community cores that are sized to serve the needs of residents in the development within a ½ mile distance of the community core. A community core can be located at the geographical center of the designated area, or placed internally to include a concentration of commercial and a public gathering place. A community core can include more dense residential uses than the remainder of the Urban Mixed Use designated area.

IX. No residential or commercial use shall occupy more than 60% in acreage of the Urban Mixed Use designated area, as indicated in the table of the maximum allowable densities and intensities. Public, semi-public and recreation must occupy a minimum of 25% in acreage of an urban mixed use designated area. The calculation of minimum public, semi-public and
recreation acreage can include indoor facilities such as, but not limited to, institutional and government facilities and outdoor facilities such as stormwater retention, canals and other features that have recreation facilities or are accessible to the public, but cannot include the green area of single family lots. The sum total of all land use types for the Urban Mixed Use designated area shall equal 100%.

X. Density shall be measured in terms of dwelling units per gross acre and land use coverage shall be measured in terms of total acreage for the entire Urban Mixed Use designated area. Intensity shall be measured by FAR (Floor Area Ratio) per gross acres for the entire Urban Mixed Use designated area. Calculations of gross density and intensity shall include lakes, conservation areas, preservation areas, and rights of way for properties with the UMU designation. The RMU and CMU zoning districts shall establish lot and structure requirements, including the maximum building coverage, building height and lot dimensions. Density and intensity are both transferable within the limits of the Urban Mixed Use designated area to promote compact development.

XI. Each mixed use designated area shall be comprised of at least three (3) or more uses of the following, with one of the required uses being a public, semi-public or recreation use:

<table>
<thead>
<tr>
<th>Type of Use</th>
<th>Maximum Density</th>
<th>Maximum Height</th>
<th>Maximum Land Use Coverage</th>
<th>Minimum Land Use Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single-Family</td>
<td>7 dwelling units/acre</td>
<td>35 feet</td>
<td>60% (Residential)¹</td>
<td>Not Applicable</td>
</tr>
<tr>
<td>Multi-Family (includes apartments, townhouses, multi-storied condos)</td>
<td>15 dwelling units/acre²</td>
<td>65 feet (90’ with bonus in the community core)</td>
<td>60% (Residential)¹</td>
<td>Not Applicable</td>
</tr>
<tr>
<td>Commercial (includes retail, office and similar uses)</td>
<td>Not Applicable</td>
<td>65 feet (90’ with bonus in the community core)</td>
<td>60%</td>
<td>Not Applicable</td>
</tr>
<tr>
<td>Light Industrial</td>
<td>Not Applicable</td>
<td>65 feet (90’ with bonus in the community core)</td>
<td>25%</td>
<td>Not Applicable</td>
</tr>
<tr>
<td>Public, Semi-Public Uses &amp; Recreation Uses</td>
<td>Not Applicable</td>
<td>65 feet</td>
<td>Not Applicable</td>
<td>25%</td>
</tr>
</tbody>
</table>

UMU Notes:

¹Up to 20 dwelling units per acre (dwelling unit credits are assigned per each criteria and any combination can be used to achieve up to 5 additional dwelling units per gross acre) if:
a. Workforce housing is provided as an integrated component of the mix of housing, not less than thirteen percent of the total housing stock (2005 Brevard Data – Florida Housing Data Clearinghouse “Affordable Housing Needs Summary”) (2 dwelling unit credits). 'Workforce housing' is defined in the 420.5095(3)(a), Fla. Stat. as, “housing affordable to natural persons or families whose total annual household income does not exceed 140 percent of the area median income, adjusted for household size, or 150 percent of area median income, adjusted for household size”;

b. The community core is within ¼ mile of the closest residential block of units that are not part of a vertical mixed use building (1 dwelling unit credit);

c. The community core exhibits vertical mixing of different uses in at least two buildings as opposed to different uses side by side at ground level (2 dwelling unit credits);

d. There is public transportation or alternative fuel sources and connections within ¼ mile of the community core (1 dwelling unit credit); and

e. Two or more structured multi-story parking buildings are provided within the development (1 dwelling unit credit).

Bonuses of increased density will require additional zoning

I. approval to demonstrate to the city, the development’s ability to service the additional capacity and provide an explanation of how the proposed compact design will reduce demand on services and enhance the existing built environment.

II. The RMU District may also allow a height bonus of up to 25 feet in the community core if the developer commits to green and sustainable building practices and provides structured parking as required by the zoning district based on floor area ratio. The specific criteria for the height bonus for green and sustainable building practices in the RMU District shall be included in the Land Development Regulations by 2011.

III. The amount of commercial and industrial allowed along corridors and at intersections will be limited in the Land Development Regulations to prevent strip development. Encroachment into future planned or existing residential areas shall be prohibited.

IV. Limited light industrial shall include the assembly of partially finished or finished components, warehousing, wholesaling and indoor recreation facilities. Excluded uses are manufacturing and processing of raw materials or partially processed chemical materials and freight terminals.

V. Limited light industrial shall allow warehousing and wholesaling in enclosed and buffered storage yards in the proximity of residential areas. Buffering requirements shall be listed in the Land Development Regulations to ensure compatibility with residential uses.

VI. Applications for master development plan approval under both the Regional Mixed Use (RMU) and Community Mixed Use (CMU) zoning districts shall be accompanied by either a Development Agreement or another set of documents such as architectural guidelines, pattern books and such other plans to establish design criteria as required in the Zoning Code to accompany the Master Development Plan.
Objective 4: Land Use Overlay Standards

Implement the land use designations by utilizing land development standards that address the unique needs of particular future land use designations.

Policies

4.1 Town Center Overlay (TCO)

To provide West Melbourne with a unique town center and an identifying focus along Minton Road near existing civic and residential neighborhoods, the City shall promote an economically successful, vibrant, aesthetic, compact, multimodal mixed-use, neo-traditional gathering place along Minton Road. The Town Center shall:

a. Be a place where people can reside in a mix of single or multifamily dwellings.

b. Contain workplaces and shopping opportunities.

c. Provide for gathering places to relax, recreate, be entertained and attend community events.

d. Be designed to include park space that contains natural beauty of the area and/or promotes active recreation for all population groups.

e. Use partnerships of public and private investment and development.

f. Lie along Minton Road in a location deemed acceptable by the City.

4.21 Palm Bay Road Overlay (PBRO) Development Practices

Pursuant to the city’s second Comprehensive Plan Amendment in 1990, in the vicinity of Palm Bay Road and Hollywood Boulevard, as identified by the Future Land Use Map, ensure development in this area adheres to the following land development practices:

a. Minimize points of ingress/egress from major roadways by encouraging larger parcel developments.

b. Determine the minimum number of access points (driveway cuts) needed to allow a project to adequately function prior to approval of any development order.

c. Determine the on-site and off-site traffic related criteria.

d. Conduct an environmental assessment at the expense of the applicant. The assessment shall consider:
I. Location and well-being of wetlands and oak hammocks,
II. Analyses of animal and plant species, soil types
III. Stormwater management practices that project and support natural features.
IV. Opportunities to incorporate natural features into the site plan.
V. Protection of natural resources.

e. Determine intersectional improvements, deceleration lanes, stacking lanes, and service roads are needed to ensure a safe and orderly traffic flow throughout the area.
f. Reserve appropriate road right-of-way needed to lessen impacts on the existing road system.
g. Coordinate driveway cuts on Palm Bay Road, utility locations within Palm Bay Road, and general impact information to Palm Bay Road with the City of Palm Bay.
h. Coordinate with the City of Palm Bay through the various county-wide intergovernmental coordination groups.

4.3.2 Palm Bay Road Overlay (PBRO) Density Limits
Ensure future infrastructure availability, implement minimum LOS standards, and protect natural resources by enforcing these density limits:
   a. Low Density (LD-RES), Single-Family Dwellings - 3.3 (du/acre)
   b. Medium Density (MD-RES) - 5.5 du/acre
   c. Urban Density (UD-RES) - 8.3 du/acre
Densities may be transferred within a tract having the same land use category. However, the overall number of units shall not exceed the total calculated by multiplying the number of acres within a land use by the density unit cap for that land use. Additionally, the density in any given portion of a tract shall not exceed that shown on the Future Land Use Map. In the low density tracts, it is the intention of the city to allow higher densities within the cap adjacent to and in close proximity to medium density tracts and to require larger lot sizes in these tracts further away from the medium density tracts. This also can be accomplished using density transfers within the low density tracts.

4.4.3 Interchange Commercial Overlay (ICO)
Promote the orderly development of highway interchanges through the voluntary assignment of the Interchange Commercial Overlay land use designation with the Commercial future land use designation. The Interchange Commercial Overlay shall comply with the following standards:
   a. Only applicable to Commercial future land use designation land areas in close proximity to the I-95 highway interchanges or other limited access high volume major arterials.
   b. Commercial designation requests within the Interchange Commercial Overlay designation shall include a master development plan.
   c. The maximum density and intensity standards shall be determined with the master development plan. In general, the density and
intensity thresholds cannot exceed a maximum land use coverage of 75% and a maximum building coverage of 25% with a maximum height of 45 feet (per West Melbourne Ordinance 2007-32).

d. Utilize the maximum density and intensity standards to determine concurrency.

e. Ensure each development with this overlay designation and its density and intensity standards are added to FLU Table 6.

Table 6-ICO Developments and Allowable Density/Intensity

<table>
<thead>
<tr>
<th>Name of Development</th>
<th>Allowable Density and/or Intensity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coastal Commerce (CPA 2007-02B, Tract 2) Southwest corner of I-95 and US 192</td>
<td>325,828 s.f. (Maximum total building coverage – up to 17% of total land area)</td>
</tr>
<tr>
<td>Gander Mountain (CPA 2007-02C, Tract 3) Southeast corner of I-95 and US 192</td>
<td>125,888 s.f. (Maximum total building coverage – up to 17% of total land area)</td>
</tr>
</tbody>
</table>

4.54.4 Community Redevelopment Area (CRA) Overlay

Provide for redevelopment incentives of land with an internal transfer of density and intensity rights, along the portions of roads within the city limits including Wickham Road, US 192 (New Haven Avenue), and Ellis Road. Comprehensive plan amendments will be used to enact these provisions to the applicable area. **CRA Strategies:** The following strategies shall be pursued upon the city’s designation of an approved Community Redevelopment Area:

I. Encourage a mixture of higher density residential, retail, offices, limited light industrial, civic, institutional and recreation uses.

II. Additional integration of existing developments in a pedestrian system to connect properties.

III. Identify appropriate gateways and gateway features.

IV. Support a redevelopment agency in the solicitation of development projects that assemble sites, provide employment incentives and support a cohesive infrastructure system.

V. Support a redevelopment agency in creating regional stormwater systems, and a cohesive extension of utilities.

VI. Encourage development of vacant and/or underused buildings to promote infill development.

a. **CRA Development Standards:** CRA Overlay development standards to implement mixed use controls consistent with the Florida Statutes and Florida Administrative Code are:

   I. Size – Area shall occupy less than 50 percent of the entire city.

   II. Maximum Density and Intensity – Determined through a master development plan. In general, the density and intensity thresholds cannot exceed a maximum land use coverage of 95% and a maximum building coverage of 70% with a maximum height of 55 feet.
III. Maximum Percentage of Single Uses – No more than 85% of either commercial, industrial or non-residential uses by total land area of the overlay area.

IV. Bonuses for Density and Intensity – Any allowed use shall be allowed a 10% increase in maximum building coverage and height if at least two of the following criteria are met, with compatibility as an absolute criteria:
   a. The adjacent use is not low density single family.
   b. A transit stop is located within ½ mile proximity to the site
   c. At minimum, the property is located at a collector road intersection.
   d. Open Space and Green Area – The applicant commits to dedicating 20% of proposed building coverage area to passive or active recreation

**Objective 5: Land Use Implementation**
Implement the city’s community master planning framework and future land use designations by utilizing the Horizon 2030 Comprehensive Plan as a basis for:
   a. Revising the city’s land development regulations.
   b. Evaluating site and development petitions
   c. Establishing other land development standards and practices.

**Policies**

5.1 Land Development Regulations Update
By 2011, update the city’s land development regulations and development practices to incorporate feasible traditional neighborhood development standards, innovative master planning standards, and the city’s newly adopted community planning vision.

5.2 Site and Development Reviews
Utilize the site and development review process to implement the community design priorities established by the Horizon 2030 Comprehensive Plan; promote the integration of land use patterns, transportation systems, and public spaces and parks, and recreational areas; and discourage suburban development patterns as indicated by strip commercial development, disconnected neighborhoods, and isolated parks and civic uses.

5.3 Redevelopment
The city shall encourage the redevelopment and renewal of all existing degraded areas by allowing replacement of older buildings along US 192,
Wickham Road, and Ellis Road, and the older residential and business areas on both the north and south side of US 192 west of Dairy Road and east of Park Hill Boulevard. All replacements shall be in conformance with the applicable land use designation which may include the Integrated Business Area, and Community Redevelopment Area Overlay.

**5.4 Property Lines as Boundaries**

Boundary lines of land use designations indicated on the Future Land Use Map approximately follow platted lots and property lines, unless part of a property has been annexed into the city limits. Where a Future Land Use designation boundary as shown on the Future Land Use Map divides a lot which was of single ownership and of record at the time of the 2010 Comprehensive Plan adoption, a boundary line may be considered as running along the property line.

**5.5 Zoning Districts**

By 2011, the city shall amend its zoning map to be consistent with the Future Land Use Map, and the city shall prepare a land use/zoning matrix, which shall establish zoning districts that correspond to specific land use categories. The matrix shall further define allowable densities and intensities in each zoning district.

**5.6 Future Land Use Map Amendments**

Amendments to the future land use map as either large scale or small scale map amendments shall be guided by these principles in addition to statutory requirements:

a. General Use (GU) – Land areas that are not anticipated for more suburban or urban development in the immediate future and are not ready for development in a five (5) year period, may be designated as GU on the Future Land Use Map as a holding category.

b. All land uses – The ability of public facilities and services to be extended in an orderly and financially feasible manner.

c. All land uses – Each amendment shall be evaluated upon the proposed location, adjacent land use, proposed development (amount of units or square footage of non-residential), facility capacity and buffering of uses between non-like designations, except for mixed use designations.

d. Water Supply – Each amendment shall demonstrate that adequate water supplies are available to meet projected growth demands.

**5.7 Code Enforcement**

Utilize the city’s established code review and enforcement to identify abandoned, vacant or impaired properties and encourage the redevelopment of such areas.

**5.8 Rezoning Requests**
Since the city’s zoning districts are directly related to the Future Land Use designations and shall be consistent with the policies established herein, the city shall evaluate rezoning request according to the appropriate standards established by the corresponding land use designations by considering:

a. Property location.
b. Adjacent land use and zoning of property.
c. Proposed development intensity and density.
d. Facility capacity.
e. Balance of land areas available in the city for each land use.

5.9 Innovative Land Development Practices
Planned unit developments, mixed land uses, and other innovative land development regulations and practices shall be reviewed and considered as additions to the zoning code in the appropriate land use designation.

5.10 Overlay Land Use Designations
Encourage innovative land use and development practices on properties including using overlay future land use designations and zoning districts. Specific areas of the city shall be designated as appropriate for overlay district regulations.

5.11 Mixed Use Areas; Single Family Neighborhoods
Promote the development of community centers, mixed use development areas, and other work-live-play opportunities and protect the neighborhood character of lower density single family neighborhoods by:

a. Fostering higher density mixed use residential areas in appropriate locations.
b. Allowing established single family neighborhoods to transfer their remaining development rights to appropriate mixed use residential areas.

**Objective 6: City Development Practices and Priorities**
Ensure the city’s future developments pay for the impact they cause; provide for the needs of future populations; coordinate with the city infrastructure systems; public services; and protect natural habitats and threatened/endangered species.

**Policies**

<table>
<thead>
<tr>
<th>6.1 Development Capacity and Resources</th>
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<tr>
<td>Coordinate the expansion of public services, infrastructure and facilities with the development of land to ensure:</td>
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<tr>
<td>a. Future development patterns are compatible with the city’s built and natural environment, physical infrastructure, and public services and</td>
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Through projects like Hammock Landings, the city is working to provide a variety of services to meet the needs of its residents, businesses, and visitors in locations that are in close proximity to one another.
facilities.
b. There is sufficient capacity to meet the demands of current and future residents and businesses.
c. The capacity of existing facilities and infrastructure is utilized to the maximum potential.
d. The location of sewer lift stations and water master meters shall be determined as the area is developed. Utility easements or right-of-ways shall be required to be dedicated to the city at the time of specific project approvals.
e. The city shall limit the amount of lift stations by carefully planning placement. All lift stations must have back-up electrical generators which must meet city standards for required lift stations.

6.2 Pay As You Grow Development
Ensure that growth pays for its impacts to the city’s public facilities and infrastructure systems by preventing development from taking place until the funding has been programmed through the adopted Capital Improvements Schedule, private financing, development agreement or other payment agreement, or independent special purpose units of government including Community Development Districts.

6.3 Concurrency Management
Utilize the city’s building and development processes to require that all development orders comply with the city’s established concurrency management system regulations for public infrastructure and services. Public facilities, infrastructure, and services include:
   a. Transportation—unless part of the Transportation Concurrency Exception Area (TCEA).
   b. Utilities—potable water, wastewater, stormwater, and solid waste.
   c. Emergency services—fire and law enforcement.
   d. Parks and recreation.

6.4 Parks and Public Space Development
Utilize the site and development process to ensure that all new residential and mixed-use developments have appropriate recreation, and public space resources based on the project size and community needs.

6.5 Natural Open Space Development
Utilize the site and development process to ensure development projects plan for natural open spaces and features in all new and redevelopment projects. Such open space plans must consider, but not be limited to, the utilization of:
   a. Preservation of existing native vegetation on site for use as natural open spaces after project completion.
   b. Existing natural areas and native vegetation as open space areas and conservation areas.
   c. Connection to adjacent neighborhood open spaces and natural areas.
d. Stormwater systems that include wetland features, if present on site.

6.6 Environmental Best Management Practices
Incorporate best management practices for environmental protection into the city’s land development processes. These practices include:

a. Minimizing stormwater system overflow during storm events and reducing water quality impacts to receiving waters.
b. Protecting natural water sources and environmentally sensitive land areas from the impact of development.
c. Coordinating water quality monitoring, waste disposal, and stormwater management practices with partner entities.
d. Minimizing the impact of wastewater facilities on the environment.

6.7 Green Design
Significantly reduce or eliminate the negative impact of buildings on the environment and building occupants by utilizing the city’s site and development processes to promote site and green building design and construction practices:

a. Sustainable site planning.
b. Safeguarding water and water efficiency.
c. Energy efficiency.
d. Conservation of materials and resources.
e. Indoor environmental quality through nontoxic materials and adequate ventilation.
f. Providing density or height bonus for projects that meet or exceed LEED or other similar green building design standards.

6.8 School Siting
To the fullest extent possible, the city shall cooperate with the Brevard County School Board with regard to the location of future schools within the corporate boundaries of the city. The city shall govern school siting by implementing the following standards:

a. Traditional types of public schools (high schools, junior high/middle schools and elementary schools) shall be an allowable use in the Institutional, Commercial, and Professional/Office land use categories. Care shall be taken so that other allowable uses in the commercial land use category are not adversely affected.
b. Elementary and junior high/middle schools shall be allowable uses by conditional use approval in all residential land use categories with the preferred location of such schools being adjacent to or on the perimeter of subdivisions in the low density, single-family residential land use category.
c. High schools shall not be allowed in the low density, single-family dwellings land use category, but shall be allowed by zoning permit approvals in the medium and high density residential land use categories, and any of the mixed use land use designations. In general, high schools shall be required to be located on collector and

*The Land Use – Transportation Connection*

Land use factors such as density, mix, connectivity and walkability affect how people travel in a community.

A complete street recognizes this relationship as it considers the land use needs of the street uses and ensures that the street is designed for all—motorists, bus riders, bicyclists, and pedestrians, including people with disabilities.

The City of West Melbourne is focused on green development through its building, site location, transportation linkages, and site planning practices. Through this comprehensive effort, the city seeks to ensure green is not simply a slogan, but a way of building its community.
arterial roads.

d. Traditional types of public schools (high schools, junior high/middle schools, and elementary schools) shall be prohibited in the industrial land use category.

e. Co-location. The City of West Melbourne, in conjunction with the School Board, shall seek opportunities to co-locate schools with public facilities, such as parks, libraries, and community centers, as the need for those facilities is identified.

6.9 Public Facility Siting
Locate public facilities based upon the needs of local neighborhoods and activity centers. Place prominent civic buildings and facilities in locations that maximize their visual exposure and physical connectivity. Siting criteria include:

a. Transportation network (including pedestrian and bicyclist mobility).

b. Neighborhood demographics (i.e. families with young children, active adults, and seniors).

c. Proximity of similar facilities and properties.

d. Future development impacts.

e. City demands and needs.

f. Adequacy of essential services and infrastructure (i.e. fire, law enforcement, solid waste and utility).

g. Cost effectiveness of service delivery to site.

6.10 Facility Partnerships
Identify opportunities for co-locating programs, sharing public systems, and creating multi-use facilities with other private and public partner entities. Potential facility partnerships include:

a. Parking, stormwater, and other infrastructure systems.

b. Schools, parks, stages, and physical fitness facilities.

c. Meeting rooms and conference space.

Objective 7: Land Use Transportation Planning Coordination
Promote redevelopment, curb suburban development, and encourage alternative modes of transportation through multi-modal transportation master planning strategies that:

a. Coordinate land use and transportation planning practices to improve community connectivity.

b. Allow development to proceed within a designated area despite a deteriorating level of service on roadways.

c. Increase integrated community mobility and transportation systems.

d. Foster alternative transportation modes and urban
development patterns.
e. Reduce single-occupant automotive gasoline trips by promoting bicycles, alternative vehicle usage, walkability, transit, and ride sharing.

Policies

7.1 Multi-Modal Mobility Strategies
Coordinate land development and transportation planning practices in order to promote multi-modal mobility strategies and improve transportation master planning efforts. Multi-modal mobility strategies for the city include:
  a. Transportation demand management program.
  b. Revised parking standards and regulations.
  c. Community transit service.
  d. Parking facilities that enhance pedestrian and bicycle facilities.
  e. Pedestrian and bicycle facilities enhancements as part of a complete streets program.
  f. Transit facilities enhancements.
  g. Complete streets policy implementation as referred to in the Multi-Modal Element.
  h. Neighborhood traffic management program.
  i. Transit and pedestrian oriented site design regulations.

7.2 Coordinated Land Use Practices and Transportation Systems
Promote multi-modal mobility strategies though the coordination of the city’s land development practices and transportation planning efforts. The coordination of land use and transportation practices is necessary to:
  a. Foster compact urban development patterns.
  b. Protect open space and environmental lands.
  c. Promote community character and design.
  d. Provide transportation options.
  e. Implement coordinated land use and multi-modal mobility master planning practices.

7.3 Multi-Modal Development Practices
Ensure multi-modal transportation opportunities are considered within proposed developments by encouraging development to consider the following transportation master planning strategies:
  a. Mixed commercial and residential land uses.
  b. Pedestrian-oriented streets.
  c. Compact building forms.
  d. Short block sizes.

In recognition of the interrelationship between land use and transportation, the City of West Melbourne has sought to establish a planning framework that focuses on creating a highly walkable and interconnected neighborhoods, business centers, and public spaces.

The site plans on this page depict the same place. However the top plan has a level of land use and transportation connectivity; whereas, the bottom separates the land uses, which creates an auto-dependent transportation system.
e. Prominent civic buildings and building entrances.

f. Well distributed public and private spaces.

g. Integration with pedestrian systems and transit facilities.

7.4 Multi-Modal Development Criteria
Foster multi-modal developments by utilizing the following criteria to identify what specific multi-modal practices should be applied to a development site:

a. Transportation modes servicing the site (bike, walking, transit, and/or vehicle).

b. Local and regional market demands.

c. Existing land use patterns, densities, and intensities.

d. Public infrastructure.

e. Neighboring uses and site design.

Objective 8: Airports and Land Uses
Assure that land uses adjacent to the adjacent airport are compatible with the ability to provide safe air space required for aircraft approach and departure. Although Melbourne International Airport is located in the City of Melbourne, its adjacency dictates that the City ensure compatible development in the protected flight zones as required by the State and federal governments.

Policies

8.1 Land Uses near the Airport
Ensure compatible development is located in areas adjacent to the airport by designating the appropriate density/intensity land uses in the airport vicinity. The land development regulations address controlling the height of natural growth and development adjacent to the airport.

8.2 Criteria for development near the Airport
Include criteria in the land development regulations that meet the statutory requirements and contain the following factors:

a. Discourage the placement of uses in the flight protection zones that attract birds, create visual hazards or emit particulates and/or hazardous materials that could interfere with landing systems or result in hazards to aviation.

b. Prohibit tall buildings and other structures away from aircraft approach, departure and other flight zones with height restrictions as stated by the State and federal governments.

c. Discourage public assembly in the protected flight protection zones.

d. Control the height of planted vegetation by limiting plantings to those that do not exceed the height restrictions as stated by the State and federal governments.

e. Encourage economic development opportunities and aviation related uses adjacent to airports.

8.3 Airport Coordination
Coordinate with the Melbourne International Airport to update the City’s regulations and the
comprehensive plan as needed based on their aviation activities and facility expansion plans.

**Objective 9: Regional Development Coordination**

The City of West Melbourne shall foster and participate in regional development partnerships to ensure the region is planned and developed in a manner that supports and protects the character and quality of life for all residents, business people, and visitors.

**Policies**

9.1 **Planning Coordination**

Coordinate the planning and development of land, transportation, public facilities, and infrastructure systems with Brevard County and other local, regional, state, and federal agencies, and private agencies. Development practices shall be sensitive to the city’s design, architectural standards, the environment, and cultural resources.

9.2 **Regulation Compliance**

Continue to utilize the technical review process to ensure that development and redevelopment activities within the City of West Melbourne adhere to all local, regional, state, and federal laws.

9.3 **Resource Co-location**

Coordinate with local, regional, and state organizations on the use, co-location, siting, and design of public facilities and buildings.

9.4 **Master Planning Consistency**

Coordinate with local, regional, and state agencies to ensure master plans are consistent from within and between government entities. Special considerations shall be given to:

a. Comprehensive plans.
b. Park and recreation master plans.
c. Utility master plans.
d. Facility plans.

9.5 **Regional Economic Development**

Coordinate the development of the city’s economic base, workforce resources, and job market with local, regional, and state economic development organizations.

9.6 **Resource Funding**

Pursue grant funding from county, regional, state, federal, and other sources for community quality of life enhancements.

Regional planning coordination between different governments improves the city’s planning efforts in a variety of ways including:

- Reduce construction and maintenance costs
- Increase building efficiencies
- Improve connectivity between community resources
- Expand service options and opportunities
West Melbourne is part of Florida’s Space Coast development community, so named because the region is home of Kennedy Space Center and America’s Space Industry.

According to Economic Development Commission of Florida’s Space Coast, the region is more than just sunshine and beaches, as Florida’s Space Coast is home to several rapidly expanding industries.

The region’s economy includes high technology communications, electronics, aerospace, advanced security and other emerging technologies. This array of industries fuels the local economy and draws qualified employees to the region.

The result of these economic conditions is that Florida’s Space Coast has the most concentrated high-tech economy in the state and the 16th most concentrated in the nation.
Background

One of the most critical public services provided by a community is the community’s transportation system. An effective transportation system enables a community to move within and through a community with ease. Establishment of such a system requires communities to coordinate land use, transportation service, and capital budget planning so that the city may establish a set of appropriate transportation service system and effective transportation level of service standards.

The most important element that addresses issues involved with the development of effective transportation services is the Transportation Service Element. Through the establishment and adoption of roadway level of service standards, the Transportation Service Element establishes the planning framework for the planning and development of a functional transportation system.

Planning Framework

The objectives and policies established in the Transportation Services Element provide the foundation for a planning framework which:

- Makes all planned land uses accessible.
- Provides for the safe and efficient movement of people and goods while preserving, enhancing, or reclaiming community livability.
- Offers alternatives to transportation concurrency that support the city’s infill development and redevelopment.
- Reduces reliance on single passenger occupied automobiles and per capita vehicle miles traveled.
- Guides the use of the city street system to control air pollution and traffic.
- Achieves the community planning vision established through the Horizon 2030 EAR and 2010 Comprehensive Plan.
- Addresses the guiding issues and community concerns identified in the 2009 EAR.
- Provides for local, regional, and state planning priorities, principles, and practices.
- **Endeavor to provide adequate and safe facilities for transit, bicycle and pedestrians**

The Transportation Services Planning Framework accomplishes its goal to “provide for the mobility needs of the city’s residents, businesses, and visitors by supporting a safe, accessible, and efficient transportation system” through planning directives aimed at:

- Ensuring that transportation decisions, strategies and investments

Transportation Service Standards Framework

Three components of West Melbourne’s Transportation and Service Standards Framework are:

1) **Support** the community’s residents, businesses, and visitors ability to easily move throughout the city.

2) **Provide for appropriate levels of service on the city’s roadways and other transportation systems such as pedestrian, bicycle, and transit.**
are coordinated with land use goals and support West Melbourne’s community planning strategy.

- Coordinating transportation facility and infrastructure needs with development demands.
- Establishing an effective roadway network which safely balances capacity among competing uses and multiple users, including non-motorized travel means.
- Establishing transportation service standards that promote a safe and effective system.
- Addressing the community’s transportation development needs, service standards, and financial capabilities.
- Coordinating a system of roadways which will be maintained and improved to meet the area’s 2035 traffic demands.

Through the implementation of the Transportation Services Element and adherence to the service standards established herein, the community will ensure that its transportation system supports its quality of life and future community planning vision.

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<td>Mode for errands</td>
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Donley Associations
Transportation Service Standards Goal:
Provide for the infrastructure mobility needs of the city’s residents, businesses, and visitors by supporting a safe, secure, accessible, and efficient transportation system.

Objective 1: Transportation and Land Use Coordination
Ensure that transportation decisions, strategies and investments are coordinated with land use goals and support West Melbourne’s community planning strategy by:

a. Providing adequate accessibility to all planned land uses.
b. Providing for the safe, secure and efficient movement of people and goods while preserving, enhancing, or reclaiming community livability.
c. Offering alternatives to transportation concurrency that support the city’s infill development and redevelopment.
d. Reducing reliance on the automobile and per capita vehicle miles traveled.

e. Guiding the use of the city street system to control air pollution, traffic, and livability problems.

e.f. Provide for bicycle and pedestrian facilities to connect complementary land uses.

Policies

1.1 Transportation Improvements and Land Use Connection
Ensure future transportation infrastructure improvements support the city’s land use goals and community planning vision by providing for:

a. Interconnected community neighborhoods.
b. Linked commercial areas and employment centers.
c. Accessible public spaces, gathering centers, and civic resources.
d. Integrated city-wide development patterns.

1.2 Transportation Infrastructure Facilities
Make the design and scale of transportation facilities compatible with surrounding land uses and with consideration for the character anticipated by the city’s adopted community planning vision through the inclusion of pedestrian and bicycle connections and mass transit accommodation.
1.3 Siting Considerations
Utilize transportation location criteria to establish appropriate locations for all new transportation infrastructure systems and facilities. Criteria include:

a. Land uses in surrounding area.
b. Vehicle trips per day.
c. Congestion constraints.
d. Funding.
e. Right-of-Way availability.
f. Safety of people using all modes of transportation.

1.4 Transportation Concurrency Exception Area Designation
By 2011, the city shall coordinate the funding source and mobility strategies for non-local roads with Brevard County, Florida Department of Transportation (FDOT), and Space Coast Transportation Planning Organization (TPO) in support of state priorities for transportation concurrency in dense urban land areas such as the City of West Melbourne.

Objective 2: Coordinated Transportation Facilities and Development Demands
Coordinate transportation facility and infrastructure needs with development demands to minimize the impacts from existing or proposed roadways within existing neighborhoods and the natural environment.

Policies

2.1 Increased Transportation Sustainability
Recognize the influence transportation planning has on land use practices, community livability, and long term sustainability by:

a. Reducing greenhouse gas emissions.
b. Encouraging land development activities that optimize access to two or more transportation modes.
c. Minimizing adverse environmental and community impacts caused by auto-centric land uses.
d. Improve street livability by providing multiple transportation alternatives, including a safe network of sidewalks and bicycle facilities.
2.2 Adequate Public Facility and Development Coordination
Ensure the analysis of future roadway impacts of new developments. Some of the issues to be considered are:

a. Impacts of proposed developments on roadway LOS standards.

b. Impact on specific roadway segments or intersections.

c. Accessibility between and within development areas, such as; activity centers/intermodal hubs and neighborhoods.

d. Safety issues—i.e.: motorists, pedestrians, bikers, and other system users.

2.3 Developer Contributions
Utilize developer agreements or other legally binding documents to ensure private developers pay for the impacts caused to the city’s transportation infrastructure system. Agreements shall be utilized to acquire, expand, and maintain existing and new transportation facilities including:

a. Pedestrian and biking facilities.

b. Right-of-way needs.

c. Roadways.

d. Intersection or roadway improvements.

e. Traffic signals improvements.

f. Contribution to roadway needs.

g. Bus shelters.

h. Area for park and ride facilities or shared facility agreements.

2.4 Large Impacting Developments
Developments that meet the thresholds of being a Development of Regional Impact shall address countywide transportation impacts as follows:

a. Coordination meetings and a binding agreement shall be provided with FDOT, ECFRPC, Brevard County, the TPO, SCAT and adjacent impacted municipalities or with the most directly impacted entities.

b. DRI size non-residential development shall provide public transportation ridership amenities including bus shelters, seating, and route information and provide incentives to encourage public transportation and ridesharing.

c. Park and ride facilities shall be provided or coordinated with existing park and ride facilities in a 1-mile radius, or the developer shall provide a justification study and alternate traffic demand programs.

2.5 Development Roadway Coordination
The city shall coordinate with the appropriate developer(s) on a regular basis to ensure that major roadway segments that are required as part of their development approval with other transportation projects are completed.

Norfolk Parkway is an example of how the City of West Melbourne partners with private developers to construct needed roadway facilities.
2.6 Infill and Redevelopment Considerations
Utilize the development process to ensure that transportation concerns are addressed for all infill and redevelopment projects including:
   a. Impacts on existing road systems.
   b. Need for new transportation infrastructure including new streets, sidewalks, landscaping, bike lanes, parking, bus shelters or waiting areas, and rest areas.
   c. Implementation of multi-modal transportation infrastructure and streetscape design.
   d. Coordination of TCEA mobility plan and multi-modal strategies.

2.7 Accessory Facility Standards
Utilize the development order process to determine accessory transportation needs including:
   a. Parking.
   b. Right-of-ways.
   c. Streetscape.
   d. Street trees and landscaping.
   e. Stormwater systems.
   f. Utility infrastructure.

2.8 Buffering and Landscaping Considerations
Utilize the development process to promote community character by buffering residential and community areas from major transportation systems. Buffering and landscaping criteria that ought to be considered include:
   a. Visual appeal of roads, bus shelters, and other facilities to the surrounding area.
   b. Potential noise, unattractive views, and nuisance issues associated with the roadway.
   c. Xeriscaping practices such as use of native vegetation materials.
   d. Grouping plant material with similar water needs.

2.9 Environmental Impacts
Utilize the site and development process to minimize transportation infrastructure impacts on the environment by addressing the following concerns:
   a. Stormwater runoff and flooding through the use of low impact development stormwater methods (LID) and other means.
   b. Extensive impervious surface areas.
   c. Habitat fragmentation.
   d. Removal of shade trees.
**Objective 3: Effective and Efficient Roadway Network**

Establish an effective and efficient road network which safely and efficiently allows for all modes and users to utilize the roadways and balances limited street capacity among competing uses.

**Policies**

3.1 Roadway for All Uses and Users

Allocate street space among various uses (i.e.: vehicular traffic, public transportation, trucks, bicycles, parking, and pedestrians) to enhance the functionality of a street for all users.

3.2 Roadway Network Classification

Designate, in the transportation roadway network that defines interstate freeways, regional, principal, minor and collector arterial streets, commercial and residential access streets, and alleys as follows:

- **a. Interstate Freeways**: roadways that provide the highest capacity and least impeded traffic flow for longer vehicle trips.
- **b. Regional Arterials**: roadways that provide for intra-regional travel and carry traffic through the city or serve important traffic generators, such as regional shopping centers, employment centers, a major university, or sports stadia.
- **c. Principal Arterials**: roadways that are intended to serve as the primary routes for moving traffic through the city connecting neighborhoods and business areas, and employment centers to one another, or to the regional transportation network.
- **d. Collectors**: roadways that collect and distribute traffic from principal and minor arterials to local access streets or provide direct access to destinations.
- **e. Local Access Streets**: streets that provide access to local residences, businesses, and other local destinations.
- **f. Alleys**: travelways that provide access to the rear of residences and businesses that are not intended for the movement of through trips. Where a continuous alley network exists, it is the preferred corridor for utility facilities.

**Arterial roads provide high speed, but low accessibility. Collector roads provide moderate speed and access. Local roads provide low speeds and high access.**
3.3 **Roadway Classification Network**
Designate, in the Transportation Roadway Classification Network which identifies which roadways are appropriate to different uses. A classification network will help ensure that all system users have safe and efficient use of the roadway network. The classification shall address the need for:

a. Single use automobiles.
b. Truck and commercial use vehicles.
c. Mass public transportation.
d. Alternative street legal vehicles.
e. Bicycles.
f. Pedestrians.

3.4 **Safe Speeds for All Roadways**
Use appropriate traffic control devices and strategies to ensure all roadways provide safe speeds according to the uses, traffic volumes, and users expected to utilize a particular roadway.

3.5 **Roadway Expansion**
Increase capacity on roadways only if needed to improve safety, improve connectivity of the transportation network improve isolated connections to regional roadways, or where other measures are impractical to achieve level-of-service standards. The city will manage capacity of principal arterials where and as appropriate and will not attempt to provide street space to meet latent demand for travel by car. In some instances, such as the promotion of a town center overlay, widening may be counter-productive to the City’s vision, in which case alternatives to widening or postponement of widening shall be pursued.

3.6 **Right-of-Way Acquisition**
Right-of-way for future roadway improvements on city and county roads which are necessary for adequate traffic flow and arterial spacing shall be actively pursued. The following strategies shall apply:

a. The city shall coordinate with Brevard County on the acquisition and funding of the St. Johns Heritage Parkway (identified on the “Local Future Traffic Circulation Plan” map located in the data and analysis for the Transportation Service Standards Element).
b. Right-of-way shall be pursued for dedication as far in the future as possible for planned roadway projects (public or private), and pedestrian and bicycle areas to minimize excessive costs for land purchases and to coordinate placement and road design standards.
c. Dedication of rights-of-way shall be required from private sector developers on existing roads that are required to meet adequate levels of service. The value of land taken (if the transfer of property...
3.7 Alleys
Recognize the important function of alleys in the transportation network. Consider alleys, especially continuous alleys, a valuable resource for access to abutting properties to load/unload, locate utilities, and dispose of waste.

**Objective 4: Service Standards**
Establish transportation roadway service standards that provide a safe, effective, environmentally sensitive, financially sound, and integrated multi-modal transportation system.

**Policies**

4.1 Level of Service Standards
The following peak hour level of service standards are adopted for roadways within the City of West Melbourne:

a. The minimum level of service standard for the city’s arterial, collector, and local roads shall be “E”.

b. The minimum level of service standard for the county’s arterial, collector, and local roads located within the City of West Melbourne shall be “E”.

c. The minimum level of service standard for the state roadways located within the City of West Melbourne shall be the same operating LOS standards as adopted by the Florida Department of Transportation in the FDOT 2009 Quality/Level of Service Handbook.

4.2 Transportation Concurrency Exception Area Development
In coordination with Brevard County and the TPO, the city shall identify a mobility plan, funding source, and level of service and development standards for the city’s future Transportation Concurrency Exception Area. Once the TCEA has been developed, the city shall enact the TCEA standards and provisions as an amendment to the comprehensive plan. TCEA mobility strategies for the city will include, but not be limited to:

a. Transportation demand management program.

b. Revised parking standards/regulations.

c. Community public transportation service.
d. Parking facilities that enhance pedestrian and bicycle facilities.

e. Pedestrian and bicycle facilities enhancements.

f. Transit facilities enhancements.

g. Complete streets policy implementation.

h. Neighborhood traffic management program.

i. Transit and pedestrian oriented site design regulations.

### 4.3 Parallel Roadways

The city will assist in relieving capacity on the arterials and collectors owned by the County or State by constructing parallel or alternative link roads by the year 2035, and parallel or alternative pedestrian and bicycle facilities. The schedule for the design and construction of these roads will be listed in the Capital Improvements Element as funding becomes available for the following roads:

<table>
<thead>
<tr>
<th>Roadway</th>
<th>From</th>
<th>To</th>
</tr>
</thead>
<tbody>
<tr>
<td>Florida Avenue</td>
<td>Hollywood Blvd</td>
<td>Dairy Road</td>
</tr>
<tr>
<td>(Constructed in 2009)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Henry Avenue Ext</td>
<td>Park Hill Road</td>
<td>Dairy Road</td>
</tr>
<tr>
<td>Fell Road</td>
<td>Hollywood Blvd</td>
<td>Dairy Road</td>
</tr>
<tr>
<td>Doherty/Fell Road</td>
<td>Henry Avenue</td>
<td>East to Hollywood and Possibly east to Minton</td>
</tr>
</tbody>
</table>

### 4.4 Roadway Deficiencies

Development which impacts an overcapacity Brevard County roadway as defined in this plan shall provide a traffic study that identifies necessary improvements to the impacted road. These improvements shall be in place no later than three years after the city approves a building permit or its functional equivalent.

### 4.5 Roadway Improvements

Incorporate needed roadway improvements identified or in FDOT and TPO adopted budgets into the Capital Improvements Program, provided they are consistent with all other policies in this plan.

### 4.6 Concurrency Management System

Utilize the concurrency management system regulations for all required development orders on Brevard County roads until such time that the TCEA mobility plan and funding strategies have been determined for county roads and the County’s comprehensive plan has been amended to address the plan.

**Objective 5: Transportation System Operations**

Ensure that the transportation system addresses the community’s development needs, service standards, and transportation service standards are maintained by evaluating 1) the system’s effectiveness, safety, and efficiency, 2) land use accessibility, and 3) multi modal service needs.
financial capabilities.

Policies

5.1 Access Management Strategies
Utilize city’s access management strategies to improve the city’s transportation system that includes:

- Coordination of public works projects – road improvements with streetscape, stormwater, and utility enhancements.
- Implementation of traffic management systems.
- Utilization of safe street practices in the siting and design of roadways.
- The issuance of access and connection permits to the roadway network being limited to the minimum necessary to provide safe and reasonable access.
- Deceleration lanes being required along collectors, minor arterials, principal arterials, and expressways.
- Sharing of access driveways or other connections between parcels whenever possible to minimize curb-cuts on all classifications of roadways.

5.2 Transportation Monitoring
The city will maintain an updated inventory of transportation needs or shall rely on the TPO’s data inventory. Such efforts should be coordinated with the TPO’s 2035 Long Range Transportation Plan and should include the following information:

- Thoroughfare System Map.
- Future Traffic Circulation Map.
- Traffic counts.
- Existing Road Classification, Travel Lane, and LOS Maps.
- Major Traffic Generators Map.
- Traffic Volumes Map.
- Traffic crash data for vehicles, pedestrians and bicycles.
- Problem Intersections and Travel Corridors Maps.

5.3 Roadway Capital Improvements
The city shall require identification of new and improved roadways to be included on the updated Capital Improvement Program (CIP) that will list publicly and privately planned roadways.

- Improvements that appear in the first 3 years of the 5-year CIP are funded by committed funding sources.
- Improvements that appear in year 4 and 5 of the 5-year CIP are funded by planned funding sources.

As shown above and below, transportation planning and project coordination involves coordination between budgets and financial planning (FP), operations and management (O&M), and community transportation needs planning (TSP).

West Melbourne coordinates its road improvements with state, regional, and local governments and development companies in order to ensure efficient and effective project management.
5.4 **Project Coordination**
Transportation project scopes of work, schedules, and work plans should be coordinated with other infrastructure improvements that are needed in the same area. Examples of coordinated transportation enhancements include:

a. Street projects that include utility, stormwater, sidewalk, bicycle lanes and streetscape.
b. Utility projects that include community, park, sidewalk, stormwater, bicycle lanes or roads.
c. Stormwater projects that include roads, utilities, bicycle lanes and sidewalks.

5.5 **Long-Range Transportation Concurrency**
As part of the city’s concurrency management system, the city will consider the application of a 10-year planning period for the improvement of roadways in designated districts or areas where significant backlogs exist.

5.6 **Long-Range Transportation Planning**
Require large scale comprehensive plan amendment petitions to prepare a pre-concurrency transportation analysis. Evaluate such analysis according to the following concerns:

a. Access management, right-of-way acquisition, and capital improvement programming.
b. Goals, objectives, and policies established in the City of West Melbourne and Brevard County Transportation and Capital Improvement Elements.
c. The provision of an updated transportation timeline for any planned improvements or construction identified therein by the developer.

5.7 **Road Operation Maximization**
Traffic signalization, roadway signage, and operational capacities shall be designed by the following methods to optimize traffic flow and enhance the levels of service throughout the roadway network.

a. The city shall act upon identified local streets when determined necessary, and shall petition the county and state, as appropriate, for action on county and state roadways.
b. Traffic signals being computer-coordinated or fully actuated to effect optimal flow to the maximum extent possible.
c. Roadway signage conforming to the Manual of Uniform Traffic Control Devices and providing a safe, clear indication of roadway design geometrics, traffic hazards, upcoming roadways, and other applicable standards.
d. Roadway intersection design including adequate storage lanes and turning lanes to facilitate movement through intersections while still providing for bicycle and pedestrian safety.
5.8 **Proportionate Share Contributions**
The Capital Improvements Element shall be reviewed annually and updated as necessary to reflect proportionate share contributions.

5.9 **Transportation Capital Improvements**
The city is responsible for ensuring the financial feasibility of all city transportation projects identified in the adopted Capital Improvements Element.

5.10 **Intermodal Access and Connectivity**
Improve economic vitality through better access and intermodal connectivity for people and goods.
   a. Enhance accessibility to regional economic generators and Strategic Intermodal Systems (SIS)/Emerging SIS hubs.
   b. Improve extent and continuity of modal networks.
   c. Improve number of transportation choices.
   d. Improve connectivity of intermodal hubs.

5.11 **Transportation System Safety and Security**
Improve the safety and security of the transportation system by:
   a. Reducing crash and injury rates for all modes on the transportation system.
   b. Improving crash response and clearance times of the transportation system.
   c. Improving the ability to monitor the safety and security of the roadway network.
   d. Improve the safety and security of the pedestrian and bicycle network.
   e. Improve the safety and security of the public transportation system.
   f. Improve the ability to evacuate during an emergency event.

5.12 **Transportation System Operations and Management**
Improve mobility through effective management and operations of the transportation system by:
   a. Reduce system wide delay for cars, trucks, and transit.
   b. Reduce corridor delays for cars, trucks, and transit.
   c. Improve reliability and predictability of travel.
   d. Improve real time traffic and transit management.
   e. Improve real time traffic and transit information.

**Objective 6: Traffic Circulation Coordination**

The following map series show the city's current transportation system. Larger versions are available in Volume 2 – Data and Analysis.
The adoption of a system of roadways which will be maintained and improved to meet the 2035 traffic demands consistent with the travel demand forecast models of the TPO and with the roadway system established by Brevard County and with the five-year Transportation Plan of the Florida Department of Transportation.

**Policies**

6.1 Traffic Circulation Map Series
The Traffic Circulation Map series, contained in this plan or as subsequently amended, is hereby adopted as the future roadway system for West Melbourne. The map series is consistent with the travel demand forecast model of the TPO and with the roadway system established by Brevard County.

6.2 Traffic Circulation Map Series Amendments
The Traffic Circulation Map series and subsequent amendments shall be consistent to the extent possible with the travel demand forecast model of the TPO and with the roadway system established by Brevard County. Final approval shall only be completed by action of the City Council after a finding by Council that the Amendment is consistent with this plan.

6.3 Traffic Circulation Map Series Function
The Traffic Circulation Map series and subsequent amendments shall show the function of each roadway within the system and established right-of-way widths necessary for each functional classification. The functional classifications and right-of-way widths shall be consistent to the extent possible with those established by Brevard County.
Objective 7: Transportation Coordination

The city shall coordinate with intergovernmental partners in the development, maintenance, and delivery of a multi-modal transportation system that meets the needs of the Greater West Melbourne Area and entire Brevard County.

Policies

7.1 Regional Transportation Planning
The city shall coordinate with transportation partners including Brevard County, TPO, and FDOT to promote:

a. Funding for roadway, pedestrian and bicycle lanes improvements listed in the TPO 2035 Long Range Transportation Plan and FDOT Five-Year Work Program.

b. Infrastructure capital improvement and impact fee expenditures within extra jurisdictional planning areas are coordinated with Brevard County.

c. Establishment of development agreements requiring development to address impacts on all roadways including Brevard County and FDOT facilities.

7.2 Site and Development Reviews
Coordinate site and development plan reviews with regional transportation planning partners including Brevard County and the TPO.

7.3 Regional Public Transportation
Coordinate provision of mass public transportation services with SCAT, including coordination of public transportation accessibility for land uses that locate in the city with are large impacting developments.

7.4 Emergency Evacuation Support
Coordinate with the Brevard County Office of Emergency Management on the planning of evacuation routes and timing. The city support shall work to ensure that residents have time and transportation resources to evacuate safely. Additionally, the city shall assist residents obtain maps and other information needed to evacuate safely and efficiently.
Background

The foundation for any discussion regarding community linkages is the transportation system. A city’s transportation system determines how people travel within and through a community. The transportation system addresses the issues related to vehicular dependence by determining how to improve linkages between and within activity centers. By enhancing these linkages, people will begin to view walking and biking as viable alternatives to driving. In most cases when the connections between places are designed to make cars the most efficient mode of transportation, they decrease the viable options for biking or walking. A multi-modal transportation system addresses this issue through:

- Land use and transportation policies which promote community connectivity, alternative models of transportation, and mixed use developments.
- Redevelopment efforts focused on improved community connectivity.

The Multi-Modal Transportation Element sets the framework for the establishment of a multimodal system which consists of a variety of transportation resources including roadways, sidewalks, bike trails, pedestrian pathways, and mass public transportation. The Multi-Modal Transportation Element ensures that land development practices and transportation projects promote community connectivity and provide multi-modal alternatives to meet the many needs of varied users and competing uses.

Planning Framework

The objectives and policies established in the Multi-Modal Transportation Element provide the foundation for a planning framework which:

- Promotes mixed-use public transportation areas that improve walkability.
- Establishes development requirements for mixed-use community activity areas and a town center which promote alternative forms of transportation.
- Creates a pedestrian environment through enhanced landscapes, streetscapes, and public infrastructure projects.
- Achieves the community planning vision established through the Horizon 2030 EAR and 2010 Comprehensive Plan.
- Addresses the guiding issues and community concerns identified in the 2009 EAR.
- Provides for local, regional, and state planning priorities, principles, and practices.

Multi-Modal Framework

Three components of West Melbourne’s Multi-Modal Transportation Framework are:

1) Support the city’s quality of life through a highly interconnected, multi-modal transportation system.
2) Provide for the safety and comfort of all users of the West Melbourne’s transportation services such as pedestrians, bicyclists, transit riders, and motorists.
The Multi-Modal Transportation Element accomplishes its goal to “provide for the mobility needs of the city’s residents, businesses, and visitors by supporting a safe, accessible, and efficient transportation system” through planning directives aimed at:

- Fostering a comprehensive multi-modal system.
- Establishing financing strategies that fund transportation improvements and programs.
- Utilizing transportation land use master planning strategies to coordinate land use and transportation improvements.
- Implementing mobility transportation strategies that provide alternative service standards in designated areas.
- Ensuring the area is linked through a coordinated multi-modal transportation system.

By addressing these issues, the Multi-Modal Transportation Element will promote development that better links land use and transportation planning practices and provides the community multiple transportation alternatives.
Multi-Modal Transportation Goal

Establish a multi-modal transportation system to provide the city the varied transportation alternatives, improved connectivity, and enhanced quality of life envisioned by the community planning vision.

Objective 1: Community Connectivity System
Foster a comprehensive multi-modal system that provides for the needs of pedestrians, bikers, public transportation riders, and motorists.

Policies

1.1 Community Mobility
Ensure choices among modes of travel and accommodate each mode when and where it is most appropriate.

1.2 Transportation Circulation and System Connectivity
Coordinate with Brevard County and the Space Coast Transportation Planning Organization (TPO) in the development of a multi-modal transportation system that provides connectivity throughout the Brevard County area. The system shall focus on:
   a. Roadways.
   b. Pedestrian and biking trails and facilities. New residential communities shall provide sidewalks & bike paths to connect to surrounding public sidewalks, roads and civic uses.
   c. Transit operations and facilities.
   d. Parking availability.
   e. Financial feasibility.
   f. City Council shall make a case-by-case determination for each requested gated community.

1.3 Transportation Alternatives
Establish a multi-modal transportation system that provides users access to options including walking, biking, public transportation, and driving by addressing the connectivity between:
   a. Community activity centers and a town center.
   b. Neighborhoods.
   c. Civic buildings and facilities.
   d. Schools.
   e. Parks and recreational areas.
   f. Conservation areas.
1.4 Pedestrian Transportation Network
Establish pedestrian network that increases the opportunities for walking to shopping and services, institutional and recreational destinations, employment, and public transportation. Pedestrian oriented planning shall:
   a. Consider the location of pedestrian-oriented facilities on a ¼ mile scale.
   b. Give priority to the completion of the pedestrian network that serves neighborhood shopping, schools, public space, civic areas, and other community resources such as a town center.
   c. Promote a pedestrian environment through pedestrian design guidelines.
   d. Ensure all development projects meet pedestrian quality standards.
   e. Identify and analyze high pedestrian collision locations.
   f. Enhance pedestrian safety through sidewalks, and walkways.

1.5 Bicycle Transportation Network
Promote the bicycle as an integral feature of West Melbourne’s lifestyle by implementing a bikeway network that links together neighborhoods, commercial areas, public spaces, and other community resources. Bicycle oriented planning shall:
   a. Consider the location of bicycle-oriented facilities on a ¼ mile scale.
   b. Encourage developers to construct end-of-trip bicycle facilities such as bike racks, lockers, and such.
   c. Promote the construction of bikeway facilities that are appropriate to the street’s classification, traffic volume, and speed limit.
   d. Promote a bicycle environment through multi-modal design guidelines.
   e. Ensure public and private development meet a bicycle standard.
   f. Provide bicycle/public transportation opportunities.
   g. Encourage bicycle use through public awareness campaigns.
   h. Improve bicycle safety for bike riders, motorists, and pedestrians.

1.6 Bicycle Parking
Promote bicycle racks and other parking facilities for bicyclists in the city. Bicycle parking policies shall include:
   a. The city shall provide bicycle parking facilities at its properties frequently visited by the general public and shall include these facility enhancements in its capital improvement element.
   b. By 2011, the city shall amend its Land Development Regulations to ensure that new development, redevelopment and any change in zoning to a commercial category shall require installation of bicycle parking facilities consistent with a set of off-street bicycle parking standards.
   c. Support the installation of spacious bicycle racks on Space Coast


Area Transit (SCAT) buses.

1.7 Urban Trail Corridor
Enable walkers and bikers to access activity centers throughout the Brevard County area by partnering with the regional transportation planning entities including FDOT, Brevard County and the TPO as a long term goal.

1.8 Bike Pedestrian Planning
Bicycle facilities, pedestrian walkways, and associated facilities shall be included as integral components of roadways. The focus of bike-ped networks ought to connect major community centers including: residential neighborhoods; schools and libraries; employment, office, and retail commercial area; public space and recreation facilities; and public office buildings, public safety centers, and other public facilities with the prioritization being based on:

a. Extent of existing and projected need and use.
b. Existing public safety problems.
c. Available rights-of-way and constraints affecting the acquisition of additional rights-of-way.
d. Financial feasibility and capabilities.
e. Implementation schedules in adopted bikeway plans.
e.f. Promotion of desired town center and planned gathering places.

1.9 Bike-Pedestrian System Expansion
The city shall support the expansion of the city’s bike-pedestrian network by:

a. Identifying and executing the city’s priorities for the construction of bicycle and pedestrian facilities.
b. Considering bike-pedestrian facilities as components of standard design criteria for new and reconstructed roadway facilities of regional significance, or for all roadways proximate to a designated town center, except for expressways and freeways, in urban areas.
c. Working with partner agencies to develop, execute, and maintain a bikeway plan for the system’s future development.
d. Implementing, maintaining, and updating the city’s 2009 sidewalk master plan.

1.10 Safe Routes to School
Partner with the Brevard County School District, and other local, regional, state, and federal agencies to support planning and development efforts to make walking and bicycling to school safe and routine.

A focus on bike-ped planning will lead safe streets and pathways which provide for all users and accommodate all uses.
1.11 Public Transportation
Partner with Space Coast Area Transit to support public transportation services in the City of West Melbourne and the surrounding area by:
   a. Fostering land use patterns that recognize the connection between transit and land use.
   b. Identifying potential funding sources.
   c. Identifying the most needed routes and transit stops.
   d. Encouraging developments to construct transit service facilities including:
      i. Shelters and benches.
      ii. Bus pullout bays.
      iii. Park and ride areas.
   e. Upgrading existing stops to include ADA compliant shelters, benches and ramps.

Objective 2: Financing Strategies
Establish user based financing strategies are the preferred means to fund new transportation (including mass public transportation) improvements and programs.

Policies
2.1 Impact Fees or Other Development Fees
The city, either in coordination with Brevard County, or through its own system, shall collect transportation impact fees for new development or redevelopment that meets the impact fee criteria.

2.2 Tax Increment Financing
The city shall use revenue from the tax increment finance districts, or shall allow community development districts to be formed, to fund needed multi-modal transportation improvements within those districts.

2.3 Federal and State Funds
The city shall coordinate with federal and state transportation and public transportation agencies to identify potential federal and state funds that may be eligible for transportation improvements and programs.

2.4 Alternative Funding Sources
Upon request, the city shall evaluate the feasibility of special assessment districts, or other methods to fund operating, management and capital costs for both public transportation and roadway projects.
2.5 Town Center Incentives
Density bonuses and other incentives to attract quality developers to partner with the City and create a mixed-use town center project.

Objective 3: Transportation Land Use Master Planning Strategies
Utilize transportation land use master planning strategies to coordinate future land use practices with the expansion and improvement of a comprehensive multi-modal transportation system.

Policies

3.1 Coordinated Land Use Practices and Transportation Systems
Utilize the city’s long-range planning practices and development review to coordinate land use practices and transportation system expansions and ensure that multi-modal improvements are considered. The coordination of land use and transportation policies is necessary to:
   a. Foster compact urban development patterns.
   b. Protect open space and environmental lands.
   c. Promote community character and design.
   d. Provide transportation options.

3.2 Master Transportation Planning Strategies
Utilize future development practices and planning efforts to support an integrated development pattern by establishing master transportation planning strategies for the expansion and improvement of the city’s transportation system. Master transportation planning strategies:
   a. Coordinated land use practices and transportation systems.
   b. Multi-modal developments.
   c. Common design theme and unifying features.
   d. Street landscaping and buffering.
   e. Pedestrian/biking environment.
   f. Traffic calming devices that improve walkability and reduce speeds.
   f.g. Foster a town center gathering place that has been identified by the City along an arterial road.

Activity-based Transects help identify how different development patterns influence walking, biking and other community design components.

Activity-based transects can assist West Melbourne reach its vision for the future by outlining how to develop multi-modal transportation strategy and utilize to implement the 2010 Comprehensive Plan.
3.3 Coordinate Land Use Practices and Transportation Systems

Utilize the city’s long-range planning practices and development review processes to coordinate land use practices and transportation system expansions. The coordination of land use and transportation policies is necessary to achieve the community’s goals of:

a. Fostering compact urban development patterns.
b. Providing integrated development patterns.
c. Supporting interconnected residential areas, commercial centers, civic areas, and public spaces.
d. Preventing sprawl.
e. Protecting open space.
f. Promoting unique community character and design.
g. Providing transportation options.
h. Encouraging alternative modes of transportation.
i. Establishing a unique community identity and sense of place.
j. Support a mixed-use town center gathering place.

3.4 Multi-Modal Development Practices

Utilize the city’s long-range planning practices and development review to ensure that multi-modal transportation is considered within proposed improvements.
developments by implementing the following practices where appropriate:

a. Mixed commercial and residential land uses, especially in a designated town center at an appropriate scale or in the redevelopment area.

b. Pedestrian-oriented streets.

c. Compact building forms.

d. Short block sizes.

e. Street-oriented building placements.

f. Prominent civic buildings and building entrances.

g. Well distributed public and private spaces.

h. Integration with regional trail systems and public transportation facilities.

3.5 Multi-modal Development Criteria

Utilize the following criteria to identify what specific multi-modal development practices should be applied to a development site:

a. Transportation modes servicing the site—i.e.: bicycle, walking, public transportation, and/or vehicle.

b. Local and regional market demands.

c. Existing land use patterns, densities, and intensities.

d. Public infrastructure.

e. Neighboring uses and site design to accommodate multi-modal features.

f. Designation of an area as a town center.

3.6 Complete Streets

Develop a comprehensive, integrated, multimodal street network by coordinating transportation planning strategies and private development activities as follows:

a. Provide safe and convenient on-site pedestrian circulation such as sidewalks and crosswalks connecting buildings, parking areas and existing or planned public sidewalks. New subdivisions and residential communities shall provide sidewalks & bike paths to connect to surrounding public sidewalks, roads and civic uses.

b. Require cross-access connections/easements or joint driveways where available and feasible.

c. Request deeded land or conveyance of easements for public sidewalks, bus lanes and turn out facilities or bus shelters from developers in exchange for credits toward contributions.

d. City Council shall make a case-by-case determination whether to allow a gated community.

e. Pursuant to Brevard County’s Transportation policies in their Comprehensive Plan, West Melbourne will confer with the Space Coast TPO to obtain assistance in the planning and potential funding for Complete Streets corridors.

f. The planning for the Complete Streets program shall consider the
needs of all users, including the following elements:

1. Sidewalk space for pedestrians
2. Bike lanes or bike routes
3. Appropriately sized travel lanes for slower passage of motorized vehicles
4. Transit vehicles, facilities and routes
5. On-street parking where feasible
6. Median use for traffic flow, safety, and pedestrian refuge
7. Adequate buffer areas for pedestrian safety, utility placement, drainage
8. Landscaping or hardscaping when possible to add to pedestrian protection
9. Existing and future land use context of a roadway or corridor

3.7 Street Planning Standards
Utilize city’s long-range planning practices and development review to promote the development of pedestrian friendly streets by implementing neighborhood street design standards for:

a. Roads, bike lanes, and sidewalks/crosswalks.
b. Urban trail and roadway linkages.
c. Landscaping and street trees.
d. Street furniture i.e.: lighting, benches, tables, trash receptacles.
e. Context sensitive signage.
f. Stormwater systems with consideration given to rain gardens or other amenities for developments in the town center or interchange commercial overlay areas.
g. Utility right-of-ways.
h. Parking location ingress, egress, and capacity.

3.8 Street Beautification and Public Street Environment
Promote an aesthetically pleasing neighborhood environment by defining the area, shielding unsightly infrastructure systems, and creating visual beauty through landscape and buffer standards.

3.9 Street Landscaping and Buffering
Utilize the city’s long-range planning practices and development review to ensure streets are appropriately landscaped and buffered by implementing standards for:

a. Use of native, low maintenance, and drought-tolerant species.
   b. Low impact stormwater development techniques (LID) which provide alternatives to retention ponds in the town center or interchange commercial overlay areas.
c. Shade and sitting areas.
d. Incompatible uses and structures.
3.10 Pedestrian and Biking Safety
Develop an enhanced pedestrian/biking environment that allows for the safe use of community roadways for pedestrians and bikers by working with private developers and public road crews to ensure all private and public roadway projects consider the pedestrian/biking environment’s safety.

3.11 Pedestrian/Biking Environment
Provide a continuous and seamless urban trail system and enhance the pedestrian/biking environment by ensuring that roadway projects consider:

- a. Wide, well-defined sidewalks.
- b. Bike lanes and racks.
- c. Pedestrian crossings location and signage.
- d. Street crossing widths.
- e. Parking amount and location.
- f. Shade trees and rest areas.
- g. Streetscape and lighting plan.
- h. Safe and protected walkways and bike paths.
- h. Town center non-vehicular mobility in the designated town center overlay area.

3.12 Neighborhood Street Traffic Calming Practices
Improve neighborhood roadway safety for all users by implementing traffic calming practices based upon the demands of the roadway and needs of the surrounding area. Neighborhood street traffic calming practices to be considered for use on the city’s local streets include:

- a. Reduced paved street widths in neighborhoods.
- b. Raised/painted crosswalks and medians.
- c. Speed control devices and concepts.
- d. Landscaping and street trees.
- e. On street parking where identified as appropriate in the City of West Melbourne Land Development Regulations.

3.13 Neighborhood Traffic Management
Improve transportation circulation and reduce automobile accidents by implementing site appropriate neighborhood traffic management practices such as:

- a. Interconnected streets and neighborhoods.
- b. Roundabouts, traffic circles, and dedicated turn lanes.
- c. Intersection improvements.
- d. Access management techniques.
- e. Coordination of signalization.
3.14 **Parking Needs**
By 2011, amend the city’s land development regulations to include parking standards which consider:
   a. Parking demands and desired capacity
   b. Concerns of surrounding neighborhoods.
   c. Use of multi-modal transportation system.
   d. Need for economic development.

3.15 **Safety Considerations**
Utilize the site and development process to ensure a project’s development and environment study for roadway improvements addresses the safety concerns of all users: pedestrians, bicyclists, riders, and motorists.

3.16 **Clean Air and Energy Efficiency**
Encourage the use of all modes of travel to contribute to clean air and energy efficiency. Clean air and energy efficiency practices include:
   a. Sustainable, compact, mixed-use forms of development.
   b. Traditional neighborhood developments.
   c. Live-work-play housing options.
   d. Multi-modal transportation alternatives.
   e. Bike-ped transportation practices.
   f. Transportation demand practices.

3.17 **Town Center Multi-modal Considerations**
In order to facilitate access to the City’s designated Town Center Overlay area, priority shall be given to pedestrian, bicycle and transit routes that enable residents to comfortably and safely accommodate this function.
Actions shall include:
   a. Ensure that crosswalks adequately protect pedestrians and bicyclists by minimizing the number of lanes that must be negotiated through bulb-outs, crossing lights, pavement markings and other recognized techniques.
   b. Prioritize bike and pedestrian routes that facilitate access to the town center overlay area.
   c. Ensure adequate transit is available through intergovernmental coordination with SCAT.
**Objective 4: Countywide Interconnectivity**

Ensure the City of West Melbourne and the larger Brevard County area is connected together through a coordinated multi-modal transportation system.

**Policies**

**4.1 Multi-Modal System Coordination**
Coordinate with transportation planning partners including Brevard County, TPO, Space Coast Area Transit (SCAT) and Florida Department of Transportation (FDOT) to develop a multi-modal transportation system that provides options to pedestrians, bikers, riders, and motorists.

**4.2 Regional Urban Trail System**
Coordinate the development of a regional urban trail system with Brevard County, TPO, and other regional transportation planning partners.

**4.3 Transit Coordination**
Coordinate public transportation needs between the city and Space Coast Area Transit.
Add new policy 4.1 and shift existing policies one number back (4.1 to 4.2, 4.2 to 4.3, etc.)

4.1 Town Center Overlay

To provide West Melbourne with a unique town center and an identifying focus, the City shall promote an economically successful, vibrant, aesthetic, compact, multimodal mixes-use, neo-traditional gathering place. The Town Center shall;

a. Be a place where people can reside in a mix of single or multifamily dwellings.
b. Contain workplaces and shopping opportunities
c. Provide for gathering places to relax, recreate, be entertained and attend community events.
d. Be designed to include park space that exemplifies that natural beauty of the area.
e. Be created though public and private investment and development
f. Be located along Minton Road in a location deemed acceptable by the City.
Task 4, Identification of Provisions in the City’s Comprehensive Plan Effecting Bicycle and Pedestrian Mobility.

Review the City’s comprehensive plan, and Land Development Regulations (LDRs) and identify principles and strategies currently adopted therein that could impact bicycle and pedestrian mobility and interconnectivity with and adjacent to the project area. The identified provisions shall be provided in report form.

The sections of the comprehensive plan that were reviewed include Transportation Multi-Modal, Future Land Use

The sections of the LDR’s that were reviewed include

Parking, Sidewalks, General Design Requirements, Intersections, Mixed-Use Overlay Districts, Yard Encroachments, Walls separating residential zoning districts from development in commercial, institutional and industrial zoning districts; alternative landscape buffers. Outdoor Sales, RMU Regional Mixed Use Districts. (10 sections of the LDR’s reviewed)

The comprehensive plan comments are in the form of slash/underline and are attached hereto. The suggested changes to the LDR’s are in the form of a comment due to the large amount of text reviewed and the relatively few changes suggested, and are listed below.

Land Development Regulations suggestions

Add under definitions:

The term “mixed use” is loosely defined as having at least three distinct uses, a connective green space, and the ability to allow users to live/work/play in same area (source: Urban Land Institute). The City shall have discretion in the determination of whether a project may fall into the mixed use category.

Sec. 74-55. - Number of parking spaces required.

Recommend addition of mixed use category that allows for a twenty percent reduction in parking for projects that combine at least three uses.

Sec. 74-56. - Off-street loading and unloading areas.

Recommend that for mixed-use activity center, where space may not be available for loading, that allowances be made for sharing with regular parking or provisions for loading be allowed during non-peak traffic hours or night time.

Sec. 74-121. - Sidewalks.
Recommend that driveways include pedestrian access to store fronts so pedestrians do not have to walk in driveways with cars entering properties. Sec. 82-33. - General design requirements.

Suggest that cul-de-sacs be discouraged to as to preserve connectivity. When they are approved, we suggest that a pedestrian/bicycle connection be included to the next adjacent street at the end of the cul-de-sac.

Suggest that (h) be required unless deemed not feasible. This pertains to connection of adjoining property connections.

Sec. 82-38. - Intersections.

Suggest that (c) which specifies that driveways at property lines intersecting streets be rounded to 25’, instead be reconsidered to allow a 15’ or 20’ minimum radius when appropriate. This makes cars slow down at intersections to negotiate a turn resulting in increased safety for pedestrians.

Sec. 98-955. - Lot and structure requirements. (for Commercial Overlay District)

Suggest that setbacks be less, or up to sidewalk, for appropriate areas. This suggestion could be applicable for the mixed-use activity centers being contemplated. This could encourage pedestrian activity.

DIVISION 5. - MIXED USE OVERLAY DISTRICTS Sec. 98-959. - Establishment and jurisdiction of overlay districts.

For future overlay districts, the minimum of 10 acres requirement may be high, since some sites may work well with less acreage.

Article V., Division 2, Building setback lines

Suggest that Minton Road setback lines be lowered in the area that is designated as the new town center. Buildings can be at sidewalk, provided adequate parking is provided in other places.

Yard Encroachments

Though this may not be applicable within this section, if a building is allowed to be brought up to the sidewalk, awnings, sign overhangs, canopies, etc should be permitted to provide shade and a comfortable pedestrian experience.
Sec. 98-1116. - Masonry walls and other buffers.
Sec. 98-1120. - Walls separating residential zoning districts from development in commercial, institutional and industrial zoning districts; alternative landscape buffers.

This may not be beneficial for residential areas near the town center as it could hinder connectivity. Suggest that this be on a case by case basis adjacent to town center area. An alternative may be to require walls between land uses for loading zones or trash collection areas. Vegetative buffers could be used elsewhere.

DIVISION 9. - OUTDOOR SALES

Suggest this be reviewed to allow for sidewalk café type seating that would allow for beer and wine sales without the need for a temporary permit.
Appendix 5

Town Center and Minton Road Corridor
Visual Preference Survey
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Introduction

A visual preference survey was administered during the month of April to obtain stakeholder input into the visual preference of the various components that encompass a mixed-use town center. The survey asked for public input regarding how the area should look, what type of businesses should be included, and the circulation, both non-vehicular and vehicular. The information derived from the survey will help the City in creating codes and incentives to attract the types of uses that are desired in the area. The survey was comprised of photographs of the following components of a town center and multi-modal corridor: residential and commercial mixed-use development, civic/institutional uses, sidewalk environment, open space design, gateway and access features, parking, overall town center design, and corridor design. Notice of the survey was provided via social media by the City. A copy of the survey, including images, is located in the appendix of this report.

This survey was conducted as a ranking survey. A ranking question asks respondents to compare photographs indicating a level of surveyor preference. An average ranking is calculated for each answer choice, allowing the evaluation of the most preferred answer choice. The weight of the ranking corresponds with the “most preferred”. For example, a ranking of -3 (least preferred) had a weight of 1, while a ranking of 3 (most preferred) had a weight of 7.

A total of 768 respondents accessed the survey with 80% being residents of West Melbourne (612 respondents). The synopsis of this report analyzes only the responses from those who indicated they live in West Melbourne. Although there was a total of 612 West Melbourne respondents accessing the survey, response completeness for each question ranged from 443 responses to 546 responses, for an average of 499 responses per question (82% completion rate). The 499-response completion average represent 2.4% of the population of West Melbourne (20,679 in 2015). An average response rate for external surveys are 10-15% according to surveygizmo, which would require approximately 2070 residents to respond to the survey. With additional outreach and time to conduct the survey, the response percentage could have been higher. Some recommendations to improve response: individually contact residents and business owners of the city through email or mail, provide tablets at a community event to capture patrons, provide an opportunity for stakeholders to request a paper copy or come to city hall to take the survey. The City can opt to open the survey for additional input prior to the public release of the findings. Once the findings are released to the public, the survey should not be re-opened due to tainting.

The age group with the largest response rate in the West Melbourne respondents was the 36-45 age group (27%), followed by the 25-35 age group (25%), 46-55 age group (19%), 56-65 age group (17%), 66-75 age group (8%) and the 18-24 and over 75 age groups with 4% collectively. As evident in figure 2, the trends in the response rate per age category was the same when all 768 respondents were considered.
Response Data Comparison

When comparing the West Melbourne only responses to all responses, 6 out of the nine categories had the same ranking of the images from most preferred to least preferred. In only 2 categories, the top three images and the bottom three images were ranked the same, with slight variations in the middle-ranked images. In one category (open space) only one of the top three images was different, however, the rating was comparable.

Figure 1: Age Range of All Survey Respondents

Q1 What City do you live in?
Answered: 767  Skipped: 1

- West Melbourne
- Palm Bay
- Melbourne
- Unincorporated Volusia County
- Other (please specify)

Q2 Age
Answered: 768  Skipped: 0

- Under 18
- 18-24
- 25-35
- 36-45
- 46-55
- 56-65
- 66-75
- Over 75
Residential

The top three visual preference photos are 1-2 story single family detached homes. The frontage of each of the top photos has direct access from the street and sidewalk to the entryway of the home. No garage is seen from the front of the home indicating rear access/alley way garages. Single family homes all ranked in the top five. All multi-family, multi-story development ranked below all single family lowest across the board. This finding identifies the community desire to remain single family residential, even if higher density, zero-lot line development. Below are the top three images in order of ranking.

#1 - Image G – 4.85 Rating Average

#2 - Image L – 4.83 Rating Average

#3 – Image B – 4.66 Rating Average

Residential Development

Survey Question Parameters: Please base your responses in this section on your opinion of the appropriateness of the pictured buildings as they relate to future residential development for the future Minton Road Town Center. This may include a variety of traditional and contemporary building styles, scale, height and mix of commercial and residential uses.

When compared to all respondents, the top three images mirrored the preferences of the West Melbourne only responses. Similarly, the lowest rated images were ranked in the same order.
Commercial Mixed Use

The top visual preference photo had much higher average rating than the runner-ups (5.46, 5.06, and 5.01 compared to 4.60), surmising a stronger approval for the #1 image. Overall, the top three are similar as they do not exceed 2 stories, were modern, intimate, clearly appeared village like in architectural massing, smaller square footage stores and had frontage windows. Two of the images have street facing frontage while one showcases pedestrian plaza frontage. Retail and restaurants are evident in two of the three images. The third ranking image also includes a movie theatre. The bottom three ranking preferences are multi-story urban and strip mall developments that focus on a main chain store tenant. Below are the top three images in order of ranking.

### #1 – Image G – 5.46 Rating Average

![Image G](image-url)

### #2 – Image B – 5.06 Rating Average

![Image B](image-url)

### #3 – Image I – 5.01 Rating Average

![Image I](image-url)

---

**Survey Question Parameters:** Please base your responses in this section on your opinion of the desirability of the pictured buildings as they relate to future commercial mixed-use development for the future Minton Road Town Center. This may include a variety of traditional and contemporary building styles, scale, height and mix of commercial and residential uses.

When compared to all respondents, all images ranked in the same order as the preferences of the West Melbourne only responses.
Civic & Institutional

The top-ranking preferences for civic and institutional uses varied in scale and architecture. The top-ranked image depicts much of the same scale and design as the commercial mixed-use (Tara, not sure that the images you showed for the commercial were really mixed use, were they?) with two-stories and window frontage. This would allow for a seamless integration of those uses into the town center. The second ranking image demonstrates typical Florida architecture with a small standalone building to serve the community. A structure like this could be implemented as a focal point within a town center. Finally, the third top-ranking preference depicts a larger, modern building that could as a large community center serving multiple functions such as a recreational, theatre, library, and meeting rooms. The bottom three ranking preferences also vary in scale and architecture, from dark and modern, to brick, to the southern Florida white stucco motif.

#1 – Image H – 5.07 Rating Average

#2 – Image B – 4.67 Rating Average

#3 Image D – 4.63 Rating Average

Survey Question Parameters: Please base your responses in this section on your opinion of the desirability of the pictured buildings as they relate to future institutional development for the future Minton Road Town Center. This may include a variety of traditional and contemporary civic building styles and purposes such as community centers, recreation centers, libraries, and other institutional/gathering places.

When compared to all respondents, all images ranked in the same order as the preferences of the West Melbourne only responses.
Sidewalk Environment

Overall, all but one sidewalk image ranked above 4.0, illustrating the strong desire of the community to have well-connected pedestrian paths with inviting features, which serve two purposes, both as gathering and reflection areas. The top-ranking preferences for the sidewalk environment showcases the ability to use the environment in a versatile manner for dining, markets, music, and sitting. Two of the three images also have large shaded trees and other vegetation throughout. The bottom ranking image has a wide sidewalk with no trees, vegetation, or sitting areas. However, the store fronts are directly connected to the wide pedestrian areas.

#1 – Image M – 5.62 Rating Average

#2 – Image D – 5.38 Rating Average

#3 – Image F – 5.25 Rating Average

Survey Question Parameters: Please base your responses in this section on your opinion of the desirability of the pictured sidewalk uses, scales and treatments in relationship to the street, buildings and sidewalk as may be appropriate for future development of the Minton Road Town Center.

When compared to all respondents, all images ranked in the same order as the preferences of the West Melbourne only responses.
Open Space

All open space concepts had an average rating of 4.24 or higher, highlighting the priority of open space to the respondents. Even the lowest ranking image which highlights community gardens had 48% of respondents ranking it above neutral. This mirrors the findings from the sidewalk environment concepts. Two main concepts were showcased in the top three ranking images: flexible open gathering space and incorporation of water.

#1 – Image A – 5.54 Rating Average

#2 Image I – 5.41 Rating Average

#3 Image C – 5.27 Rating Average

Survey Question Parameters: Please base your responses in this section on your opinion of the desirability of the pictured open space design and uses as may be appropriate for future development of the Minton Road Town Center. These spaces may be green space, gathering areas, or open venues.

When compared to all respondents, the top two images mirrored the preferences of the West Melbourne only responses. Image D ranked third at 5.26 (rated 5.23 in WM only) and depicts water/trail and open space. The lowest rated images were ranked in the same order as WM only responses.
Gateway & Access Features

The top three ranking attributes featured in the gateway and town center access images focus around a fountain as a gateway feature. The top-ranking image is a fountain in a pedestrian access point and plaza, while the other two images incorporate a fountain in a small roundabout as a gateway feature into the town center. Two of the images showcase a simple iron sign as a gateway into the district and plaza. These top three images were the only images to rank higher than 5. The two least preferred images, the only images to rank below a 4 (3.52 and 2.15), showcases a large arch beam over a street and a typical shopping plaza sign, respectively.

#1 – Image F – 5.26 Rating Average

#2 Image G – 5.16 Rating Average

#3 – Image D – 5.05 Rating Average

Survey Question Parameters: Please base your responses in this section on your opinion of the appropriateness of gateway and access features as they relate to the future Minton Road Town Center. This may include a variety of street crossings, signage, art, plantings, and other features.

When compared to all respondents, all images ranked in the same order as the preferences of the West Melbourne only responses.
Parking

The top three ranking parking images were the only images to rate above a 4.0. The top two ranked images feature on-street angled parking with some parallel parking. The “on-street” parking shown is located within the town center, not on a major roadway. The parking garage image ranked 3rd. The bottom ranking images comprise the typical parking lot with the lowest ranking image illustrating only parallel parking. All images had a rating average above 3.60.

#1 – Image A – 4.85 Rating Average

#2 – Image B – 4.34 Rating Average

#3 – Image F – 4.14 Rating Average

Survey Question Parameters: Please base your responses in this section on your opinion of the appropriateness of the parking as it pertains to the future Minton Road Town Center. This may include a variety of parking types such as on-street, angled, parallel, surface lots and others.

When compared to all respondents, all images ranked in the same order as the preferences of the West Melbourne only responses.
Overall Town Center Design

The images ranked in this category encompass design and layout of town centers and how they relate to the surrounding environment. The top three images were the only images to rate above a 5.0 and showcase different aspects of a town center. The number one image focuses on open space for gathering nestled in the town center while the number two ranked image illustrates the relation between the parking, gathering space and the 1-2 story mixed commercial development with wide sidewalks. The third ranking image shows the gateway feature with a water fountain, angled parking and wide sidewalks. These top three images restate the findings from the previous survey categories. The only image to rate below a three shows the town center facing the major roadway with a large parking lot on the interior and some exterior parking.

#1 – Image I – 5.39 Rating Average

#2 – Image G – 5.24 Rating Average

# 3 – Image F – 5.00 Rating Average
Minton Road Corridor Design

The images ranked in this category encompass design options for Minton Road, including bike and pedestrian features, lane width, number of lanes and other corridor options. Of the top three images, only two rated above a 5, though the third image was a 4.98. Two of the top-ranking images incorporate multi-modal/complete street concepts with design of all users, integrating buffered bike lane or bicycle track with bike rental station, wide sidewalks, street trees, transit, and enhanced medians. The second rated image includes a pedestrian bridge. Only one image rated below a 3 which illustrates a 6-laned corridor with on street parking and no bike lanes.

#1 – Image M – 5.52 Rating Average

#2 – Image A – 5.36 Rating Average

#3 Image J – 4.98 Rating Average

Survey Question Parameters: Please base your responses in this section on your opinion of the appropriateness of the roadway design and pedestrian infrastructure as they relate to the Minton Road corridor. This may include a variety of traffic calming, street crossings, number of lanes, and pedestrian infrastructure.

When compared to all respondents, the top three images mirrored the preferences of the West Melbourne only responses. Similarly, the lowest rated images were ranked in the same order.
Recommendations

The visual preference survey provides the City with a great starting point to incorporate these preferences into their wish list for developers as the discussion of a town center moves forward. Through efforts of this project, a preliminary design was developed for the town center based on the visual preference survey. The high-ranking preference images were incorporated into different aspects of the design to illustrate how the stakeholder’s preferences can be turned into reality. The design incorporates the parking, open space, density, single family residential, and scale preferred through this survey. Information on how and where the preferences were incorporated can be found in the design pages that follow. The full design report is located in this report.

Updating land development codes or creating a master plan overlay with codes that will facilitate these development standards within the study area will be important to provide developers with a template of what the City would like to implement in the area. Recommendations for code and comprehensive plan updates were provided in a previous section of this report.

The City will need to continue to engage the County to implement bike and pedestrian improvements to Minton Road. The findings of this study have illustrated enough right-of-way to enable restriping of the travel lanes to reduce their width and provide buffered bike lanes within the corridor. This combined with street trees and wide, continuous sidewalks are key components illustrated in this survey and are basic necessities for a safe bike/ped friendly environment. The City has already made recent strides to improve crosswalks throughout the corridor. Ensuring the restriction of driveways through shared parking for multiple commercial parcels accessible by side streets or one driveway will reduce pedestrian conflict points on bike lanes and sidewalks. Shared parking and driveway reductions will need to be enforced through the land development codes.
Appendix 6

Marketing Techniques of Best Practice Town Centers
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**Introduction**

The purpose of this chapter of the report is to study the marketing techniques utilized from the three (3) successful proposals for compact, small-scale mixed-use town centers examined in Chapter 2. It will examine both practices for the Internet, as well as traditional print media.

**Marketing Strategy for Plainsboro Village Center, Plainsboro, NJ**

Sharbell Development, the builder of the Plainsboro Village Center, has created a web page marketing the project, which can be viewed at [http://www.sharbell.com/commercial/plainsboro-village-center](http://www.sharbell.com/commercial/plainsboro-village-center) (Figure 1). It includes a link to the article regarding the 2008 Smart Growth award given the project by the organization NJ Futures (Figure 2). Realizing that it is not only this website that sells the project, a link to an article from cnn.com, that recognizing Plainsboro Township as one of the Top 100 Places to Start a Business, is also included. Since the parties interested in the project have different ways they prefer to receive information on a project, they can view a project brochure, watch a video, or browse through project pictures at their leisure from the main page of the web site.
Marketing Strategy for Peachtree Corners Town Center, Peachtree Corners, GA

TSW Planners, Architects, Landscape Architects Web Page for Peachtree Corners Town Center

If a picture is worth a thousand words, the web site for the Peachtree Corners Town Center from the designer of the project, TSW Planners, Architects, and Landscape Architects (TSW), found at https://www.tsw-design.com/portfolio-items/peachtree-corners-town-center-park/, scores big bang for the buck. Upon opening the site, a very attractive artistic rendering of the proposed project appears, immediately attracting the viewer’s full attention (Figure 3). Another nice user-friendly feature is the link to a map of the project area. The person seeking information on the project is taken to a Google Map depiction of the area around the town center site. From this map, the user can then zoom in or out to get the level of geographic detail they want while examining the project (Figure 4). Not only can the user see a map of the area, but they may also bring up satellite images of the area, as well as get street views of the site and nearby locations. The only enhancement that could be added is to add the ability to enlarge the map.

City of Peachtree Corners, GA Media Outreach

An outstanding feature of the Peachtree Corners Town Center website was the large numbers of newspaper articles written on the proposed Town Center. The newspaper articles were from the Atlanta Journal Constitution, the Atlanta Business Chronicle, the Gwinnett Daily Post, and the Peachtree Corners Patch. This emphasizes the importance a public relations person or department within a government and the impact of strong press releases.
Another use for print/web media would be advertising to developers to build the project. Organizations oriented to the development of the proposed town center such as the Urban Land Institute (ULI), the American Planning Association (APA), and the Congress for New Urbanism (CNU), allow the advertising of requests for proposals (RFP) for projects in their magazines and on their web sites for a charge. For instance, for the ULI, a half page ad costs $4,200 and a full page add costs $5,650 and for the APA, a sixth of a page costs $2,305, and a full page costs $5,878. While this can be expensive, the benefit of getting proposals from companies with experience in producing high-quality town center projects may make it worth the effort.

Marketing Strategy for Winter Springs Town Center, Winter Springs, FL

Another web site used for marketing a town center is that of the Winter Springs Town Center, at [http://www.winterspringstowncenter.net/](http://www.winterspringstowncenter.net/), which is run by the company owning the development, Transwestern. The animated graphics in the upper right hand window, as well as the attractive logo for the development, instantly attract you to the site and the town center. Another important feature for marketing a town center is the demographics of the population within the expected retail market. Although not the only town center to include demographics on the retail market, the in-depth nature of the documents provided by CRBE, the company handling leasing for the property owner, really allows the potential tenant to make business decisions based on the in-depth information provided (Figure 5). The web site also includes a detailed site plan showing the layout of the site, the names of existing tenants, and notations of nearby amenities (Figure 6). For those wishing to see an actual aerial photograph, a link to one is provided, although it is
not of the greatest quality (Figure 7). The use of large text, such as for the town center logo, distracts from the focus on the site layout. The depiction of the amenities nearby can also be distracting. Contrast this with the map depicted as Figure 8 (made by the ECFRPC staff using GIS), which gives a better view of information project clients might need. The labeling has been deemphasized, and the attractions near the town center are depicted on an inset map.
Lesson Learned from Studying of Town Center Marketing Techniques

In summary, the studying of the techniques used in marketing the selected town center projects yielded some important lessons. These are as follows:

Pay Attention to the Product Quality and Details

As discussed with the TSW web site for the Peachtree Corners Town Center with the captivating project depiction and the appealing visual display used by Transwestern for the Winter Springs Town Center, the user is instantly impressed.

The aerial map for the Winter Springs Town Center shows how a lack of quality documents can harm the marketability of the project. The particular design used in this case provided a lot of visual clutter, which can prohibit the viewer from getting needed information.

Think like a Business Person

City planners tend to focus too much on the aesthetics of a project in its marketing and not the return on investment. The people who need to be reached through marketing for town center projects are builders and retailers, or in another words, business persons. Such persons are interested in things such as the demographics of the sales market and trends in development around the area in order to estimate their potential return on investment. Providing the information to determine whether the numbers make business sense should be included in the marketing material.

Keep Up with the Marketing World

In the high tech world we live in, the way projects are marketed can change rapidly. It is important to keep on the forefront of new technologies, web sites, and organizations which can be used to market the town center development.
Appendix 8

Master Development Concept Plans
Introduction

The City of West Melbourne is seeking to partner with developers along Minton Road in the vicinity of Helen Street south to the I-95 overpass to create a private mixed use development which complements the public investment of a West Melbourne Community Park containing public gathering spaces with an amphitheater, splash pad, skatepark, and disabled children's park. The City of West Melbourne is working with a consultant to market the vacant Minton Road properties near the cross streets of Heritage Oaks Boulevard and Flanagan Avenue. The City has reached out to specific developers and to a national audience of developers to determine if there is private interest in creating a mixed use development that ties the City's jewel of public recreation space with a town center styled project. The following illustrations depict potential mixed use development styles that could fit on three sets of vacant property which are large enough to accommodate multiple buildings, parking, landscaping, and stormwater amenities. The first two properties which flank Minton Road and Heritage Oaks Boulevard are close to numerous civic uses such as a post office, city hall, police station and a magnet school. The third property on the west side of Minton Road is bordered by Flanagan Avenue and Burdock Avenue and is also close to other civic uses such as the City's new community park, three public schools, a library and a mega church.

Each of the site layout illustrations have unique characteristics and these images are only meant to portray potential arrangements of buildings and site features in a more condensed urban manner than the typical suburban layout of box like buildings with large parking lots facing Minton Road. The City is open to suggestions and other layouts and these illustrations are not master plans that bind future developers to specific site plans because the City does not own any of the three properties, but we will offer incentives for developers to create mixed use developments that engender a town center atmosphere. The City worked closely with the East Central Florida Regional Planning Council on a citizen survey of the types of development styles that suit a town center design in West Melbourne. Each of the sets of photographs that are included with conceptual master plan layouts were chosen by citizens during the two week long survey.
Two conceptual master development plans (including a Town Center and a Village Center) as well as a retrofit to Minton Road were created as part of this study. The designs provided in this document are derived from a visual preference survey completed by more than 500 West Melbourne residents. This survey helped to guide architectural styles, open space delineation, bicycle and pedestrian networks, building intensity and civic institutions within the master plans. This guide book frames a narrative built on the vision of town residents.
Site Size: ~ 36 Acres

102 Commercial Units

38 Residential Units
(Not Including Planned Off-Site Units)

4 Civic Units

7 Recreational Units

848 Parking Spaces
MINTON ROAD TOWN CENTER MASTER PLAN

PARKING AREAS

- Delivery Parking
- 60-ft 90° Parking
- Back in 45° Parking
- Private Residential 45°
- Pull in 45° Parking
- Compact 90° Parking
- Parallel Parking

STATS & FIGURES

- 244 60-Ft 90° Parking Spaces
- 64 Parallel Parking Spaces
- 127 Compact (15 x 10) Spaces
- 253 Back-In 45° Spaces
- 128 Private Residential Spaces
- 18 Dedicated Delivery Spaces
- 14 Pull-In 45° Spaces
- 848 Total Parking Spaces
MINTON ROAD TOWN CENTER MASTER PLAN

STORMWATER SYSTEM

- Water Bearing (Native Ag.)
- Native Grass
- Water & Canal System
- Impervious Surface

STORMWATER SYSTEM OVERVIEW

The stormwater system functions via a north/south canal that channels water from the northern retention area to the southern retention area.

Water flowing to the southern retention area meets the existing east-west canal system to the south of the site. The central canal can be lined with concrete on its exterior to reach depths that will handle maximum loads.

Darker greens in the plan indicate low-lying areas that retain excess water.

Pedestrian Walkways in the southern wetland area are raised on a berm lined with native, water-bearing vegetation.
MINTON ROAD FRONTAGE

Minton Road Retrofit

Minton Road is an arterial roadway that runs along the western edge of the town center. In line with FDOT regulations for arterial roadways, the design team is proposing a decrease in lane width for the four "through" lanes along Minton Road from 13 feet to 11 feet. This will provide an additional four feet on each side of the roadway in conjunction with the existing 4-foot paved shoulder, which is to become a part of the curb to curb right-of-way.

With the additional 8 feet to work with on each side (4 from the paved shoulder and 4 from the reduction in lane widths), it is proposed that the City build a 3-foot buffer and 5-foot (green) bicycle lane on each side of the roadway.

Southern live oaks will line the medians of the roadway, providing shade for bicyclists and pedestrians.

Building Frontage

Buildings fronting Minton Road are to be built with a minimal setback, directly adjacent to an approximately 20-foot wide sidewalk. The outdoor space is very important in this area, with the goal of creating an activity center that leads into the town center's two main squares.

While retail is primarily focused along the plan’s two squares, some retail is located along Minton Road, and street furniture is to be provided in these areas. Other uses in this area can include craft stores.

Legend

- West Melbourne
- US 192 - New Haven
- Henry Avenue
- Wingate Blvd.
- I-95

PLAN AREA
Overview
The central square is the primary retail and entertainment area within the Minton Road Town Center. Entrance to the square takes place along two pedestrian-friendly, tabebuia-lined streets fitted with gateway features (see yellow stars in plan).

The central square is a highly shaded gathering place lined with southern live oaks, magnolias, and mediterranean revival architecture. Businesses in the square are to include "mom and pop" stores that provide the town square with a local flavor.

A central fountain at the center of the square acts as a terminating vista for visitors entering the square from multiple points of origin.

Picnics and other casual outdoor activities can take place at the center pond, which is gently sloped and acts as a stormwater retention feature. Tables and benches are available for visitors to this area. In-water bald cypress trees are a primary feature of the central square, and their use (in combination with southern live oaks and tabebuia) reinforces the presence of vernacular central Floridian flora.

Gateways
Gateways similar to the one pictured on the right will be placed on each of the two "A" streets leading into the center square.

Architecture
The main square will have one-to-two story buildings that reach a maximum of 30 feet in height. The majority of units are to be one story, with mediterranean revival architectural features.

Tree Typology
Tabebuia, southern live oaks and in-water bald cypress trees are staples of the town center.

Town Center
The central square has been used for centuries and provides visitors with a self-contained, civic gathering space.

Legend
- West Melbourne
- US 192 - New Haven
- Henry Avenue
- Wingate Blvd.
CIVIC PARK & RECREATIONAL AREA

Overview
The southern portion of the town center site is devoted almost exclusively to stormwater retention, civic, open space and recreational use.

The town center’s primary civic green is located within this area and is large enough to hold many events, such as concerts, food trucks or leisurely activities including yoga. This green is abutted to the north by a civic building that acts as a flex space and has an angular green roof from which concerts can occur.

To the south of the primary civic green is a large pavilion that includes public seating areas, grills, bicycle racks and other community amenities.

The southern-most park area is largely a retention area withraised boardwalks. This portion of the site includes a one-of-a-kind feature, recreational tree houses that act as venues for reading, recreating and exploring. Wood is a primary architectural feature.

Civic Green and Anchor Building ①

Southern Recreational Area ②

Pavilion

Legend
West Melbourne
Overview
The southern square is a secondary square located within the town center that provides leisure retail activities. The center green includes an open-air restaurant with seating and is lined with labezia.

The center green space is enveloped by commercial units that give the space a feel of "architectural enclosure". Thus, the goal within this portion of the plan is to create an enclosed, "outdoor room" with ample shading and rear parking access.

Primary access to the southern square occurs along the trail and canal that run from Heritage Oaks Boulevard to the canal at the southern terminus of the plan. Access is also possible via Minton Road.

Terminal Vista
The roundabout in the southern portion of the site is in line with a primary vista. This roundabout will have a clock tower feature.

Canal and Trail Imagery
The canal system is lined with southern live oak and magnolia trees, and the trail runs adjacent.

Square Imagery
POCKET PARK
BUNGALOW
RESIDENTIAL

Overview
The town center is surrounded by a number of residential communities, therefore it is made up primarily of commercial units. However, residential units come in two forms within the town center; 1) Detached pocket park bungalows (pictured); and 2) Limited use in "Flex Space" units (see land use map). Here, the focus is on the detached pocket park residential units.

The visual preference survey guided the design team to place low-intensity residential units at the outskirts of the town center. The units in the final plan form are not attached (as they appear in the plan), but rather have an 8 foot buffer between units. This alteration was made after the conclusion of the visual preference survey and is not fully represented in the plan.

A multi-use park is located within the residential portion of the plan. The top half of this park is dedicated to active and athletic uses, while the southern portion is a gated dog park.

Park Types
1. Athletic Park
2. Dog Park
3. Civic Park with Benches and Tables
4. Private Residential Pocket Park

Housing and Pocket Park Imagery

Parking (Faces backs of units) (Note: 45°)
This conceptual design utilizes the existing pavement along Minton Road, reducing lane widths to 11 feet and adding a buffered bike lane.

MINTON ROAD | PRIMARY STREET SECTION | CITY OF WEST MELBOURNE, FLORIDA
Overview
The boutique hotel is marketed towards the users of the West Melbourne Community Park. This ADA-compliant hotel can serve as critical mass to help draw in events to the community park and can serve park users from out of town.

The boutique hotel would not exceed five-stories and would be among the tallest buildings in the Minton Road Corridor. The placement of hotel units along Minton Road allows access to both the community park and the Town Center, planned to the north.

The hotel would also include a waterfront pavilion for events, grilling, and leisure activities. The gym, spa and clubhouse are located adjacent to the pavilion pond within an active park.
THE BOARDWALK AND COMMUNITY GARDEN

Overview
The boardwalk is the primary retail attraction within the Village Center Master Plan. The boardwalk is served by a divided boulevard that features on-street parking within a 30’ street section. The units on the north side of the boardwalk are primarily restaurant use and are served by a community garden in close proximity. The land uses for the southern units are more flexible, as general commercial or civic uses can be utilized in this location. A passive park and pavilion are located in the southeast. A pedestrian bridge provides visitors with views of the water-front restaurants as well as the boardwalk obelisk (within the median on the south side of the boardwalk) and the residential canal district to the north.

Boardwalk Imagery | Waterfront | Bridges | In-Water Bald Cypress

Community Garden
Serves boardwalk retail establishments

Legend
West Melbourne

US 395 - New Haven
Henry Avenue
Wingate Blvd.
Eber Boulevard
Overview
Sixty-four single family homes are located within the central portion of the Village Center Master Plan. A one-way, divided roadway is separated by a canal and features one row each of parallel and back-in 45 degree parking on each side. This provides ample parking for the residential units in the area (over 3 parking spaces per unit), allowing marked parking spaces in this area to serve as overflow parking for the boardwalk area to the south.

Four 16-home pocket parks (sometimes referred to as "pocket neighborhoods") are located adjacent to the center canal system. These private parks provide ample recreational room for residents, while the canal serves as a primary public recreational area for the village center as a whole. Benches line the canal system.

All of the homes have a frontage facing the pocket park, however the sides of homes facing the canal can also be equipped with balconies, large windows and other features that will increase "eyes on the street".

Canal and Street

Pocket Parks

Legend
- West Melbourne
Appendix 7

Banner Design Template
Appendix 9

Pedestrian & Bicycle Connections
Pedestrian & Bicycle Connections

1. Henry Avenue Canal and Sidewalk

Depending upon right of way availability, the planning team recommends adding a sidewalk along the north or south side of the Henry Avenue canal system. As part of this improvement, enhanced pedestrian crossings and flashing beacons can improve access to the canal system. At the western end, a connection to West New Haven Avenue could occur with a new sidewalk along Seminole Boulevard.
2. Minton Town Center Canal and Sidewalk

The Minton Town Center can be connected by a path along the canal and enhanced sidewalks along Minton Road. From Palm Bay Road on the south end to Flanagan Avenue to the north, this facility can provide bicycle and pedestrian connectivity to gathering places. The picture below was taken in Baldwin Park, Florida and depicts a sidewalk with benches, native flora and a canal system. While the canal system in West Melbourne is narrower than the water body pictured, the tranquility and heavy use of native landscaping in this picture capture the primary design features. Please refer to the Town Center design for more detail.
3. Eber Boulevard Sidewalk

Eber Boulevard is the site of an awkwardly-placed sidewalk that runs along the west side of a canal parallel to Minton Road. An additional sidewalk on the north and west side of Eber Boulevard around the curve could improve access and follow the unpaved route that pedestrians currently take to reach the convenience store in the upper portion of this picture below. While the lack of right of way may present a challenge, a shaded and more direct route would enhance the pedestrian experience.
Two conceptual master development plans (including a Town Center and a Village Center) as well as a retrofit to Minton Road were created as part of this study. The designs provided in this document are derived from a visual preference survey completed by more than 500 West Melbourne residents. This survey helped to guide architectural styles, open space delineation, bicycle and pedestrian networks, building intensity and civic institutions within the master plans. This guide book frames a narrative built on the vision of town residents.
PARKING AREAS

- Delivery Parking
- 60-ft 90° Parking
- Back in 45° Parking
- Private Residential 45°
- Pull in 45° Parking
- Compact 90° Parking
- Parallel Parking

STATS & FIGURES

- 244 60-Ft 90° Parking Spaces
- 64 Parallel Parking Spaces
- 127 Compact (15 x 10) Spaces
- 253 Back-In 45° Spaces
- 128 Private Residential Spaces
- 18 Dedicated Delivery Spaces
- 14 Pull-In 45° Spaces
- 848 Total Parking Spaces
STORMWATER SYSTEM

- Water Bearing (Native Ag.)
- Native Grass
- Water & Canal System
- Impervious Surface

STORMWATER SYSTEM OVERVIEW

The stormwater system functions via a north/south canal that channels water from the northern retention area to the southern retention area.

Water flowing to the southern retention area meets the existing east-west canal system to the south of the site. The central canal can be lined with concrete on its exterior to reach depths that will handle maximum loads.

Darker greens in the plan indicate low-lying areas that retain excess water.

Pedestrian Walkways in the southern wetland area are raised on a berm lined with native, water-bearing vegetation.
Minton Road Retrofit

Minton Road is an arterial roadway that runs along the western edge of the town center. In line with FDOT regulations for arterial roadways, the design team is proposing a decrease in lane width for the four "through" lanes along Minton Road from 15 feet to 13 feet. This will provide an additional four feet on each side of the roadway in conjunction with the existing 4-foot paved shoulder, which is to become a part of the curb to curb right-of-way.

With the additional 8 feet to work with on each side (4 from the paved shoulder and 4 from the reduction in lane widths), it is proposed that the City build a 3-foot buffer and a 5-foot (green) bicycle lane on each side of the roadway.

Southern live oaks will line the medians of the roadway, providing shade for bicyclists and pedestrians.

Building Frontage

Buildings fronting Minton Road are to be built with a minimal setback, directly adjacent to an approximately 20-foot wide sidewalk. The outdoor space is very important in this area, with the goal of creating an activity center that leads into the town center’s two main squares.

While retail is primarily focused along the plan’s two squares, some retail is located along Minton Road, and street furniture is to be provided in these areas. Other uses in this area can include craft stores.
Overview
The central square is the primary retail and entertainment area within the Minton Road Town Center. Entrance to the square takes place along two pedestrian-friendly, tabebuia-lined streets fitted with gateway features (see yellow stars in plan).

The central square is a highly shaded gathering place lined with southern live oaks, magnolias, and Mediterranean revival architecture. Businesses in the square are to include "mom and pop" stores that provide the town square with a local flavor.

A central fountain at the center of the square acts as a terminating vista for visitors entering the square from multiple points of origin.

Picnics and other casual outdoor activities can take place at the center pond, which is gently sloped and acts as a stormwater retention feature. Tables and benches are available for visitors to this area. In-water bald cypress trees are a primary feature of the central square, and their use (in combination with southern live oaks and tabebuia) reinforces the presence of vernacular central Floridian flora.

Gateways
Gateways similar to the one pictured on the right will be placed on each of the two "A" streets leading into the center square.

Architecture
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Civic Green and Anchor Building

Southern Recreational Area

Pavillion

Legend
West Melbourne
US 192 - New Haven
Henry Avenue
Wingate Blvd.
I-95

PLAN
AREA
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Square Imagery

Legend
- West Melbourne

US 192 - New Haven
Henry Avenue

PLAN AREA

I-95

River Boulevard
POCKET PARK
BUNGALOW
RESIDENTIAL

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Parking (Faces backs of units) (Note: 45°)

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- West Melbourne

US 192 - New Haven
Henry Avenue
Wingate Blvd.
I-95
PLAN
AREA
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MINTON ROAD | PRIMARY STREET SECTION | CITY OF WEST MELBOURNE, FLORIDA

Visual Preference
Sidewalks

Visual Preference
Protected Bike Lanes

Visual Preference
Medians

Visual Preference
Flora
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Canal and Street

Pocket Parks

Legend
West Melbourne